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**Emotional affinity towards cell phones among university students in UAE**  
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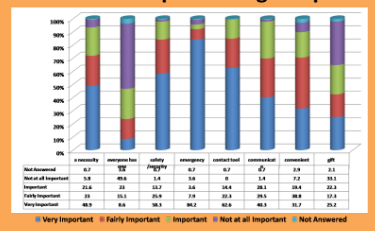
**Introduction**  
 College students are one of the most active cell phone users. Cell phone is not only a tool for communication, but also is a tool for emotional contact among people. Cell phone allows them to facilitate meaningful interaction with the users by actively responding to their needs. It creates a sense of identity, reminds them and others of who they are or who they would like to be. The emotional behaviors which arise out of the omnipresence of cell phones are directly related to the usage rate and cell dependence respectively. This study aims to investigate the factors that may influence the behavior of students with regard to cell phone usage, the emotional affinity towards their cell phones and determine the attitude and manner of etiquette while using cell phones.

**Methodology**  
**Study design:** Cross Sectional Survey  
**Study Setting:** Gulf Medical University, Ajman, UAE  
**Study duration:** 1 year (2012-13)

**Sample:** 139 entry health science students  
**Instrument for data collection:** Structured questionnaire- Pilot tested

**Data collection:** Self administered questionnaire  
**Data Analysis:** SPSS- 20th Version  
**Descriptive statistics and Chi- square test for association**

**Results**  
**Table 1: Reasons for possessing cell phones**



➤ **MMS/ Wifi feature in a cell phone:** rated very important  
**Table 2: Reasons for fighting with parents**



➤ **In classroom settings:** usually in 'silent' mode  
 ➤ **Evasion of intimate conversations in public places** was significantly more frequent among participants <18 years of age

**Table 3: Etiquettes followed by cell phone users**

|  | Age       |      |           |      |       | Gender |      |        |      |    |
|--|-----------|------|-----------|------|-------|--------|------|--------|------|----|
|  | ≤18 years |      | >18 years |      | Sign. | Male   |      | Female |      |    |
|  | No.       | %    | No.       | %    |       | No.    | %    | No.    | %    |    |
| Avoid using annoying ring tones                                  | 59        | 78.7 | 47        | 81   | ns    | 26     | 74.3 | 81     | 81   | ns |
| Put phone in a silent mode in public places, classrooms          | 67        | 69.3 | 56        | 66.6 | ns    | 30     | 65.7 | 95     | 95   | ns |
| Avoid using cell phones or use a hands-free device while driving | 64        | 85.3 | 48        | 82.8 | ns    | 27     | 77.1 | 86     | 86   | ns |
| Offer your cell phone to a stranded person                       | 40        | 53.3 | 35        | 61.4 | ns    | 20     | 57.1 | 56     | 56.6 | ns |
| Use abusive language on cell phone in public place               | 18        | 24.3 | 23        | 39.7 | ns    | 10     | 28.6 | 31     | 31.3 | ns |
| Intimate conversation on cell phones in public places            | 16        | 21.4 | 21        | 36.3 | 0.05  | 8      | 23.5 | 30     | 30   | ns |

➤ **In attitude it indicated their possessiveness and dependence on the device** Difference in etiquette and usage of device in various situations  
**Conclusion**  
 ❖ **Students use cell phone for maintaining social identity, self esteem, security and connectivity with friends and family**  
 ❖ **Emotional attachment to the device and the information stored also leads to a convinced level of anxiety and reassurance in events of loss or emergencies**  
 ❖ **The study of attitude have increasingly indicated their possessiveness and dependence on the device**  
 ❖ **There is a marked difference in the etiquette and usage of device among students in various situations**

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