

How did ignoring people for our smartphones become the norm?

June 7 2016



Credit: Peter Griffin/Public Domain

It's common now to see people snubbing social companions to concentrate on their smartphone. But what causes this behaviour - known as 'phubbing' - and how did it come to be regarded as normal?

Research from psychologists at the University of Kent suggests people's internet addiction is leading them increasingly to 'phub' - and experience

being 'phubbed' - in [social situations](#). This, in turn, leads them to view this phubbing behaviour as normal.

The research, by Varoth Chotpitayasunondh and Professor Karen Douglas from the University's School of Psychology, identified a number of factors that were linked to smartphone addiction. These were [internet addiction](#), a fear of missing out and a lack of self-control.

This smartphone addiction, in turn, was directly linked to people demonstrating phubbing behaviour. The researchers further found that it was this experience of phubbing - and of being phubbed themselves - that made people more likely to think that phubbing was 'normal' [behaviour](#).

The research, thought to be the first to consider both the causes and consequences of this modern-day phenomena, is likely to lead to further investigations of the impact of phubbing on the quality of social interaction.

It is published as How "phubbing" becomes the norm: The antecedents and consequences of snubbing via smartphone in the journal *Computers in Human Behaviour*.

More information: See paper here:
<http://www.sciencedirect.com/science/article/pii/S074756321630345>

Provided by University of Kent

Citation: How did ignoring people for our smartphones become the norm? (2016, June 7)
retrieved 10 May 2024 from <https://phys.org/news/2016-06-people-smartphones-norm.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.