

How did ignoring people for our smartphones become the norm?

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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

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