



Smartphone Addiction Awareness Campaign: An Implementation

Saadiah A Rahman*, Nur Najmina Isham, Mohd Khairul Anwar Omar, Norhayatie Ibrahim

University College TATI, MALAYSIA

*Corresponding author: saadiah@uctati.edu.my

| KEYWORDS | ABSTRACT |
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| Awareness campaign Smartphone addiction | Smartphone addiction is a relatively new phenomenon that has emerged as a result of the rapid growth of smartphone use around the world. While a public awareness campaign is a marketing endeavor that uses media, messaging and a coordinated set of communication methods to raise public recognition problem. This study was developed due to cases of misuse of mobile phones thus causing addiction to the use of mobile phones is becoming more prevalent. The usage of mobile phones become increasingly common as a result of cases of misuse, resulting in addiction to the use of mobile phones. There are three objectives collected namely to provide awareness among the community especially among adolescents, reducing the health problems caused by the use of smartphones and educating the public on the proper use of smartphones. The data analyzed based on mix mode of methodology that is questionnaire survey was conducted with the randomly respondents of public. Interview sessions and contextual reviews were also held to get more data. The purpose of this survey is to gather information related to the issue of Smartphone Addiction among the public community. The results of this survey will be used to implement an effective message through Smartphone Addiction Awareness Campaign. The resulting through the new message would also give the opportunity to explore the other context of the components of smartphone addiction awareness which can be used later to create awareness and also can educate community about this issue. |

1.0 Introduction

An integrated marketing communication (IMC), is made up of a sequence of advertisement messages that all share a common idea and theme. An IMC is a platform that allows a group of individuals to pool their ideas, opinions, and thoughts into a single media platform. The campaign theme is the central message that will be received in promotional activities and is the primary emphasis of an advertising campaign, as it establishes the tone for a series of individual

Received 30 November 2021; received in revised form 17 December 2021; accepted 24 December 2021.

advertisements and other marketing communications. Advertising campaigns use a variety of media platforms and target certain audiences over a set period of time. Advertising campaigns are designed to achieve a certain goal or a set of goals. Typical goals include developing a brand, increasing brand awareness, and increasing conversion/sale rates.

Nowadays, smartphones are so important due to the connectivity they provide. There are also a lot of function of the smartphone. A smartphone is a cell phone that allows you to do more than make phone calls and send text messages. Smartphones can browse the Internet and run software programs like a computer. Smartphones use a touch screen to allow users to interact with them. There are thousands of smartphone apps including games, personal-use, and business-use programs that all run on the phone. Through smartphone, people can access any social networking sites with ease. Despite the advantages, excessive smartphone use can lead to addiction, which can have a severe influence on human health.

According to MyHealth portal, (2020), people who are addicted with the smartphone can cause mental health problem likes NOMOPHOBIA. NOMOPHOBIA: is a short for NO MOBILE PHONE PHOBIA. Nomophobia is a modern-day phobia that has entered our lives as a result of people's interactions with mobile information and communication devices, particularly cellphones [1]. Nomophobia is a term describing a growing fear in today's world the fear of being without a mobile device, or beyond mobile phone contact. Among today's high school and college students, it's on the rise. An increasing number of college students now shower with their cell phone. Other than that, smartphone addiction also can cause a person to be obsessive [2]. Gaming, gambling, stock trading, online shopping, and bidding on auction sites like eBay are all examples of online compulsions that can lead to financial and employment issues. While gambling addiction has always been recognized as a problem, the availability of Internet gambling has made it significantly more accessible [3]. Compulsive stock trading or internet shopping can be equally harmful to one's finances and social life. eBay enthusiasts may get up at odd hours in order to be on the site. According to a study published in the New York Times in 2019, persons who spend a lot of time on social media are more likely to exhibit undesirable personality traits like narcissism. Taking numerous selfies and broadcasting all of your ideas or facts about your life can lead to an unhealthy sense of self-centeredness, separating you from real-world relationships and making stress more difficult to manage [4]. In reality, while smartphones are user-friendly and appealing to consumers, they can be harmful to their health if they are used in an unhealthy or compulsive manner. People who use their phones excessively are more likely to suffer from headaches, weariness, decreased attention, insomnia, and hearing issues, according to an epidemiological study [5]. Some psychological traits, such as low self-esteem, extraversion, stronger approval motivation, and higher self-monitoring, have been observed to be more common in those who suffer from mobile phone addiction [6][7].

2.0 Literature Review

2.1 Awareness campaign

Advertising campaign can be defined as a family of ads that shares a visual/ verbal identity and promotes a single idea to a defined target audience. A campaign can be directed at either a business or a consumer. Campaigns use a single voice or key consumer benefit, talk to a single target audience, and employ a consistent set of cohesive images and messages throughout multiple and very different media vehicle [8]. Collins (2020), stated that when someone campaigns for anything, they engage in a series of activities over a period of time in order to attain their goal. A set of organized activities aimed to achieving a social, political, or commercial purpose, such as public speeches and demonstrations. Campaigning can result in societal change and the state providing resources, services, and entitlements that are many times higher than those used to run the campaign.

While Shubhangi, (2018), defined an advertising campaign as "a sequence of comparable adverts by a firm or a business that have the same basic message while also persuading customers to buy their items." Each ad may have a distinct theme, but they all support the same cause in the end. When creating an advertising campaign, it's critical to keep the target audience in mind and consider how we can connect with them in order to pique their interest in our products or services. Advertising campaign is one of the most important occasions for a brand to fully extend their creative muscles. It's because it's a unique way to engage with your target demographic. The brand or goods inside the brand may be the focus of the campaign. Typically, advertising programs are directed towards a certain target audience, (Daniella, 2019). According to Derrick, (2017), an awareness campaign is a long-term endeavor to educate people and raise public awareness about a subject or issue that an organization is working on.

Public awareness campaigns can be a powerful tool for conveying information about public health issues. The habitual use of current media, such as television, radio, and newspapers, is commonly employed in awareness campaigns to expose huge masses to messages. Researcher conclude that, public awareness initiatives can result in good or negative changes in health-related behavior in large populations. Awareness campaigns can last for months or even years, but they can also be brief. The Public Awareness Campaign is a deliberate technique of explanation for presenting a message of public concern to the public, according to Dato. Dr. Aziz Bin Jamaludin, Director of Veterinar Service Director (2010).

2.2 Smartphone Addiction

Addictive mobile phone use can be regarded as an impulse control disorder that does not involve an intoxicant and is similar to pathological gambling [9]. Addiction is defined as a functional anomaly of the body produced by food or pharmacological poisons [10]. Addiction, according to Porter G (2010), is a pathologic condition that one cannot tolerate without the continuous administration of alcohol or drugs; and addiction [11]. While, according to Shaw M, Black DW, (2008), is the state of not being able to rationally judge or distinguish due to certain ideas or objects [12]. However, addiction, which is usually treated by neuropsychiatric departments, is a phenomenon characterized by tolerance, withdrawal symptoms, and dependency, as well as social issues [13][14][15]. Previously, the phrase only pertained to drugs or substances, but it is now used to describe gambling, the Internet, gaming, mobile phone usage, and other behavioral addictions [16]. To scientifically characterize smartphone addiction, it is necessary to compare it to criteria for other well-established addictions [2]. The Diagnostic and Statistical Manual of Mental Disorders (DSM) of the American Psychiatric Association (APA) has set objective and measurable criteria for assessing "substance dependence" (American Psychiatric Association).

3.0 Methodology

To formulate this research, this study used exploratory research as a methodology. For the objective of gathering information and answering the research problem, the researcher employs a mixed method study, which includes both quantitative and qualitative research. The quantitative techniques will be carried out through a survey, in which a set of questionnaires will be distributed to a randomly selected group of people aged 15 to 41 who own a smartphone. The qualitative approaches will be conduct by interviews sessions with the doctor by using an online interview. The purpose of making this interview session is to get opinion about suggestions and explanation in general and openly in psychology about a problem statement that have in this campaign. While the archival of data will be used to collect more information and literature reviews about smartphone addiction by using books, magazine, journal, article, websites, newspaper and other sources. After that, the data from the method that use will be analyzed to propose a design for this awareness campaign.

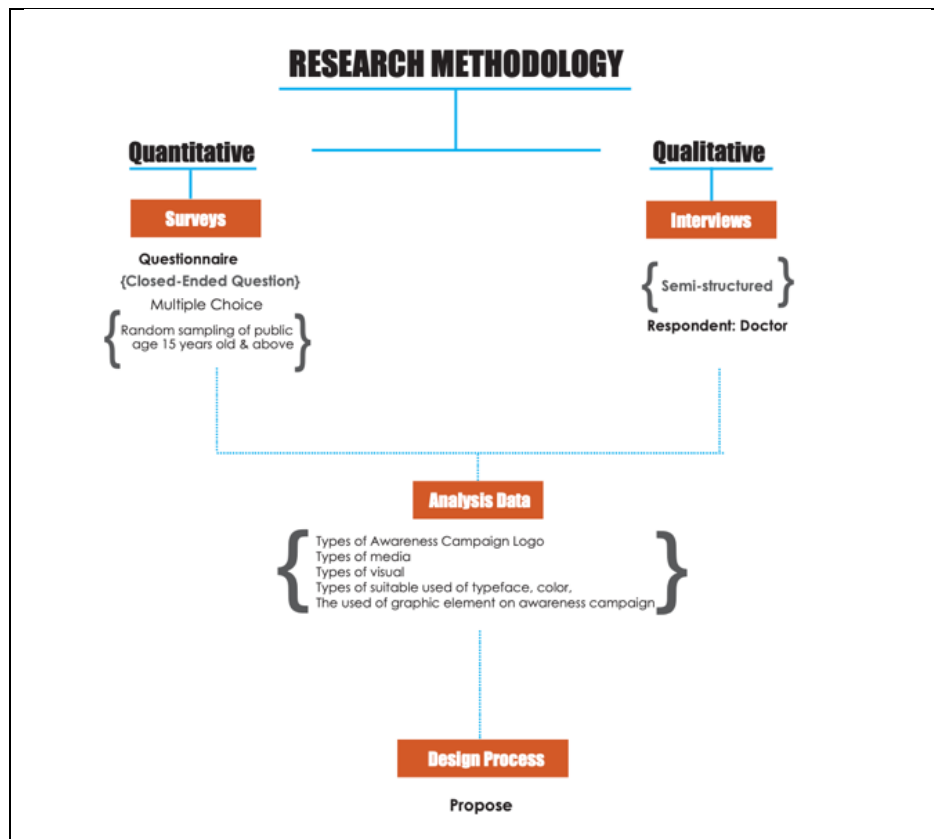


Figure 1: Flowchart of the Research Methodology process

4.0 Implementation

Based on the survey which is Online Questionnaire and interviews, the data analyzed details that obtained from the data collected. The online questionnaires were given to 96 respondents who owned a smartphone. They were asked with different section in a set of the questionnaire. The set of questionnaire divided to three section which is Section A Demography, Section B, The Used of Smartphone and Section C Design Suggestions. Of those involved, 96 public community aged 13 to 41 and above who owned a smartphone completed the questionnaire. Google Forms apps were used to create a complete questioner to distribute to public community who have a smartphone. Links to the questionnaires were released on a WhatsApp app message via Google Form. The questionnaires were anonymous and confidential, and the participants were given the opportunity to consent to taking part prior to completing them. A total of 53 females and 44 males took part in the study, ranging in age from 13 to 41 and above.

The results of this survey will be used to create an "Awareness on Addiction Awareness Campaign on Smartphones". Researcher findings suggest that smartphone use patterns should be part of specific measures to prevent and intervene in cases of excessive smartphone use. From the data collection, the using elements of tagline, color, visual, layout, text, and graphic elements is very important in producing an effective awareness campaign to the audiences. Other than that, sans serif font with big and bold style can give more impact as well as can display messages clearly in awareness campaign items likes poster, billboard, bunting, banner and others. The logo campaign is one of the important elements in awareness campaign to introduce the campaign. With the logo, audience can recognize clearly the name of the campaign.

While, an interview session with public respondents which is holding position as a doctor is made of to get more information about "Awareness of Being Addicted to Your Smartphone" campaign. Interview was conducted with the two doctor which is Mrs Nadiah, a houseman from

Hospital Tengku Ampuan Afzan, Kuantan Pahang and Mr Wan Mohd Zaki who is a doctor from private clinic in Kemaman, Terengganu. The purpose of making this interview session is to get opinion about suggestions and explanation in general and openly in psychology about a problem statement that have in this campaign. Researcher conducted this interview with online using email as a platform.

From the interview, addiction to smartphone is closely related in a way severe addiction may lead to psychological impairment. Side effects of smartphone can be divided into two categories which is physically and socially. Physically in terms of the changes in sleeping pattern, effects to mental health and potential carcinogenic effects of mobile phones however the evidence shown by available studies isn't strong enough to prove its causal hence more studies need to be conducted to prove its relationship. Socially, it impairs communication between humans as more meet ups nowadays are spent looking at phones, rather than building on human interaction, while family ties are also affected with mobile phones. Nomophobia in psychology is a condition when someone is too depended on handphone. They will become worry or nervous if they cannot access to the handphone.

Both of them was agreed that smartphone addiction and psychological problems are related and stated that smartphone addiction is not only has negative effect on physical but also on mental and psychological. Smartphone usage also leads us to having a side effect. Defined by Dr. Zaki, prolonged and frequent use of mobile phone can effect physical, mental and social. It can cause muscle strain, eye strain, sleep disturbance and brain fatigue. It can reduce the interest for learning and reading. It can reduce the productivity and also can negatively effect the social relationship. Dr Zaki also argue that the deeds of checking phone as soon as wake up, and just before sleep, get agitated if forget to bring smartphone anywhere are the symptoms of Nomophobia. To cure nomophobia, parents play a role to monitor and restrict the duration spend by their children on handphone. Last, other activities should be planned for their children to fill up their free time. So, based on the data analysis, Smartphone Addiction Awareness Campaign will produce by using mix media likes printed and electronic media.

5.0 Results

The development of ideas is based on the findings from data collected in survey and interviews. The types of logo that easier to recognized, remembered and identified by audience for smartphone addiction awareness campaign is a combination of a text and symbol. Consequently, the new awareness campaign named, "Smartphone Addiction" created from a short form for Awareness Campaign of Being Addicted to Your Smartphone as one of the ways to create awareness to the public about the smartphone addiction. The type of this logo is a combination logo which is combination a text and a symbol. This logo it's easy for the audience to recognize this campaign Researcher used a smartphone, wire charger and syringe as a symbol in this logo. The "smartphone" text in the logo was used Heavitas font, as in Figure 2. CF Glitch City Regular Font is been used for "Addiction" text. Researcher has replaced "A" in "Smartphone" text with smartphone symbol while syringe symbol was replaced letter of "I" in "Addiction" text. The used of blue color in "Smartphone" text to describe a technology. "Addiction" text in red color to describe a danger.



Figure 2: Suggestion of the Smartphone Addiction Awareness Campaign

Printed Items covers a wide variety of items including posters, bunting, billboards, vehicle ads and newspaper ads. This printed item gives researcher campaign the ability to condense awareness or service into a single message to potential audience. Researcher decides to make a technology concept for all printed items. From the sketches, the all final printed item was created. Logo is placed in all of printed items to make people recognize about the campaign Awareness of Being Addicted to Smartphone. Graphic elements to raise interest in any printed items is been used.

The researcher creates and combine the illustrations, symbols, visual and text to form visual representations of ideas and messages. In this process, the tagline is highlight in all of the printed items to convey a message to audience to make a limit in using a smartphone. Researcher has merged element and principles of design such as balance, emphasis, color and white space into the printed items. The use of color and typography is also studied at this stage. Blue, orange, red, light grey, green, black and white is being used in all printed items as the suitable color for this awareness campaign.

Other than that, all the printed items and merchandise items using “Make Your Own Limit” as a tagline for this awareness campaign, as depicted in Figure 3. Make Your Own Limits gives a meaning for smartphone addict to limit a use of smartphone to prevent from getting addicted with smartphone. This tagline carries a simple deep meaning to smartphone addict to used smartphone in a smart way to avoid addiction. This tagline can give effective message among public about the smartphone addiction. The font of Corbel and Homeday is studied to get a best result. San Serif font is being used to make audience clear and easy to read the information. The cooperation with such as Malaysian Communications and Multimedia Commission (MCMC) and Ministry of Health of Malaysia (Kementerian Kesihatan Malaysia) is being placed in all of the printed items. The use of elements in all printed items is same as to make all the printed items look consistent.



Figure 3: Suggestion of the printed items for Smartphone Addiction Awareness Campaign

Television commercial also created to give more awareness among public. Television commercial a form of advertising that promotes products, services, ideas, individuals or organizations via the television medium. The main objective of the television commercial is to introduce a new product, create awareness and ultimately, to make consumers switch to the product promoted. A TVC also works to remind the consumer audience of the existence of the campaign in order to create a continuous demand over time. Smartphone addiction television commercial focused on the knowledge, side effects and also shows the way how to use a smartphone on the healthy way. One character has been created and used in this television commercial to convey the awareness message for campaign Awareness of Being Addicted to Your Smartphone.

6.0 Conclusion

In conclusion, public awareness campaigns are important because they can be used to contribute to policy change by putting pressure on policy-makers and encouraging the

community to take action. These campaigns can inform the community about a current problem by highlighting and drawing attention to it in such a way that the information and education provided can solicit action to make changes. The aims of an awareness campaign include reaching out to the public regularly, measuring that outreach accurately, and motivating the public to take action.

There are five key points at which an advertising campaign must consider to ensure an effective campaign. These points are, integrated marketing communications, media channels, positioning, the communications process diagram and touch points. So, it's finding out the negative psychological effects of addictive smartphone usage is very beneficial particularly in society today. Awareness Campaign of Being Addicted to Smartphone is a campaign aimed to create awareness among the community especially among teenagers, to reduce the health problem caused by the use of smartphones and educate the public community on the right used of smartphones. The use of creative visual, strong tagline with the graphic elements can give an effective message through this awareness campaign among public especially teenagers.

Researchers found that the percentage of smartphone importance for the audience is high. Researchers also create five promotional items, seven merchandise and two support items to expand and introduce this campaign to the audience. With this campaign, people will realize that smartphone are danger to people and people will know how to avoid playing smartphone continuously.

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