

Smartphone Adoption in Nigeria: Issues and Discourse

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Abstract: Smartphones have turned out to be a major part of the lives of Nigerians owing to its unique capacity to combine communication and computing on mobile devices. Its evolution has made it an indispensable item in the possession of Nigerians, especially youths and elites of the older generation, as it allows for social interaction, business communication, safe storage of personal files and mobile learning among other things. Through a critical review of relevant academic studies, the article explores the evolution of smartphone in the world and how Nigerians have adopted the device. This paper argues that Nigerians adopt smartphones due to reasons such as educational needs, social communication needs, social influence and brand name and features. Some of the potentials of smartphones to the Nigerian society, as the paper posits are; knowledge sharing in work environment, improvement of social and business relationships, creation of new business dimensions and the availing of health/educational resources. Issues such as addiction, selfie syndrome, social disconnection, academic-related problems as well as health challenges were raised as the negatives from the utility of smartphones. The paper recommends that Nigerians be more disciplined with their phones when in meetings and that students should only use their smartphones to access educational materials outside the examination halls. Also, people should limit their exposure to smart phone screens to avoid visual-related problems.

Keywords: Addiction, Application, Communication, Internet, Smartphone, Social-Disconnect.

INTRODUCTION

Innovative mobile technology and applications have evolved exponentially to become an integral part of everyday lives of people the world over, especially at the turn of the millennium. Ranking top among these innovations is the smartphone and it has revolutionised the way communication takes place between and among people, alongside computing functions. Smartphones are fully featured high-end mobile phones featuring Personal Digital Assistant (PDA) capabilities, so that applications for data processing and connectivity can be installed on them [1]. Smartphone is a technological innovation of the new media and it has defined human progress by creating a new paradigm of modernity and enabling adopters and users to improve on life affairs in terms of connectivity and social interaction with varieties of application and usage freedom referred to as a new mobile lifestyle [2-4]. Another scholar in the person of Litchfield [5] also described smartphone as a device that runs on open (to new applications) operating system and is permanently connected to the internet.

The descriptions above show that smartphones are unique and multifunctional mobile devices that avails users with more options which translates to an improvement in their lifestyle. Beyond what normal phones can do, which are to call and enable text messaging, the smartphone allows users to listen to radio, watch live-streamed telecast, capture images, record videos, store data, send e-mails, access the internet, do live chatting, operate the social media, make video calls and play electronic games. Reanto, Oulasvirta and Eagle [6] simply termed smartphones as ‘programmable mobile phone.’

The adoption of smartphones by societies of the world is quite fascinating as it outruns other communication devices that precede it. Lakshmi and Kumar [7] cited that the landline telephone took about 45years to achieve 50 percent penetration in the USA alone, compared to smhartphones which took just four years to achieve 40 percent penetration in that same country. Osaze-Odia [8] points out that Africa, including Nigeria, is also experiencing the growth in

smartphone adoption. The Pew Research Centre [9] in a pilot study affirm that younger, educated and English-Speaking Africans, especially South Africans and Nigerians, own a smartphone. This reflects the integration of smartphones as a social culture of the modern African society.

There are serious pointers to the inevitability of the smartphone in social living and researchers have made commendable efforts in the areas of conceptualising the term, analysing its importance in educational settings, investigating the buying behaviour towards the device (especially among university students), assessing how it has helped to fulfil social needs as well as examine its negative effects. The intention of this article is to critically examine how well Nigerians have adopted smartphones, citing the enabling factors for this. Herein, attention also shall be drawn to the undeniable negative outcomes of the utility of this device and making useful recommendations on how well Nigerians can manage the situation.

SMARTPHONES: DEFINITION AND HISTORY

The word 'smartphone' was not coined until 1995 [10] but it came to being as a result of the developments and evolution of the conventional mobile or cellular phones. Litchfield [5] justified this position by saying that the smartphone is a mobile phone that offers more advanced computing ability than a contemporary basic phone. Another thing that consolidates the smartphone as a hybrid of the old cellular phones and landlines is that it has the capacity for internet connection.

Lakshmi and Kumar [7] see smartphone as the new class of mobile devices with advanced features and functionality beyond traditional functionalities and of computing and wireless communication capability representing classic illustration of convergence and digitalisation. Smartphones are the electronic companions of people in the modern society in that perform multiple functions that mainly revolve around social communication, leisure, information processing and storage. One could as well say smartphones are the mobile communication computers.

Smartphones have been around since 1993 [11] though most academic studies agree that it gained world penetration when Apple Inc. Introduced the iPhone Smartphone into the consumer mass market in 2007. Before this period, phones that qualified to be called smartphones were manufactured for corporate

customers. Sawaar and Soomro [12] affirm that the smartphone evolution is divided into three eras. The first era belonged to the Int'l Business Machines' (IBM) Simon Personal Communicator which was launched in November 1993 and released for commercial distribution on August 16th 1994 [13]. The Simon Personal Communicator is considered as smart as it could send and receive fax, emails and cellular pages. It was touch screen enabled with other applications such as address book, calendar, appointment, scheduler, handwritten annotation, world time clock and standard predictive input screen board [14].

The first era also continued with the launch of the Blackberry Brand. Samwar and Soomro [12] consider the blackberry as the revolutionary device of this era as it introduced features including email, internet, fax, and web browsing and camera capacities. The Blackberry was introduced in 1999 by Research in Motion Inc., with the device called Blackberry 850. The Blackberry brand still exists till date, with notable technological improvements and features adopted in their various series.

The second phase of the smartphone evolution era closed the gap between enterprise-centric and general consumer-centric smartphone [12]. The major breakthrough of this era happened on June 29th 2007 when Apple Inc. launched the iPhone Brand [11]. The iPhone brand was for the general market though it was a unique brand which allows for sharing of files with like brands alone and ran on the unique Apple operating system called the iOS. The phone has a multiple-touch screen, a virtual keyboard, and wireless network. It could also record videos, play music, send and receive mails, browse the web, record notes, perform mathematical calculations and follow geographic positioning system (GPS) navigation [14]. Other functionalities thereon is video gaming, referencing of works and social networking, all enabled by downloadable on the Apple Online Store.

The third phase of the smartphone era began in 2008 when Google also unveiled its open access operating system called Android Operating System. This operating system allowed brands such as Samsung, HTC, Motorola, Alcatel, LG, Sony, Infinix, Tecno, Gionee, itel and so on, to produce smartphones that availed exiting features, The role of the Android since then has been tremendous as it provided great opportunities to all manufacturing vendors to build devices using the great open source Android

Technology [11]. The Android also made smartphones very affordable owing to many brands that now produce smartphones; with an average of 20,000 Naira, there is an assurance of getting a good smartphone in Nigeria. The Android operating system produce new versions at intervals and they smartphones can be upgraded to run on it. The current Android operating system is the Android 7.0 Nougat. Abu-Shanab and Haddad [15] conclude that the new smartphone era has witnessed substantial improvements in display quality and technology.

FEATURES AND TYPES OF SMARTPHONES

Smartphones are unique in nature and the following are the characteristics that set it apart from the orthodox mobile phones.

Wireless Access and Connectivity

Smartphones are internet enabled. Davis [16] opines that wireless internet is available over-the-air to smartphones users via 2G, 3G and 4G technologies. This makes the smartphone an ideal tool for surfing the internet. Also, smartphones are built other technologies such as the Bluetooth, Wi-Fi, infrared, hotspot, Near Field Communication, and the downloadable X-Share and Xender, which makes it possible to establish connections between devices. Smartphones allows for connectivity [17].

Hardware Sensored

Smartphones have hardware sensors which allows it respond intelligently to the physical world [16]. This character makes it useable as a directional compass for location triangulations and allows movements be used as form of data input/command thereon (e.g. swiping or drawing patterns to unlock the device). The screen of the smartphone can also be rotated while its brightness can be adjusted (automatically or manually) for better view. The camera flash can also automate to suit the atmospheric conditions when taking a picture.

Application Installation

The operating system that drives smartphones (e.g Android, Windows, Java, iOS etc.) makes them interact with downloaded external applications. Games, Bible, Quran, Health Apps, Document converters, picture manipulators (e.g. Prisma and Pencil Sketch) browsers (e.g UC browser, Opera mini, Google Chrome and Mozilla Firefox) dictionary and so on, can be installed on smartphones for users' enjoyment and

productivity. Potter [18] believes this functionality set the smartphone apart from a regular mobile phone.

Higher Storage and Download Capacities

Unlike the conventional mobile phones, smartphones have higher inbuilt storage capacities (Starting from 1Gigabyte). This memory capacity can be expanded with an external memory card so as to allow for storage of files such as music, video, pictures and vital documents. Smartphones also have downloading capacities [15]. This feature makes it possible for smartphone owners to download and use files that are useful to them from the internet or relevant online store.

Larger Display Screen and Resolution

Smartphones provides a much larger screen than traditional feature phones; this affords a better viewing experience when gaming or watching videos. Also, new-end smartphones have high-definition screen resolutions of up to 1080 by 1920 pixels – commonly known as full HD [16].

The above-mentioned features of smartphones are additions to more popular features such as one-touch access to web services, easy email access, e-book reader capabilities, built in mobile web browser, front and rear camera and a longer battery life [17, 19].

Smartphones are of two types; the touch screen smartphone and the keypad smartphone [15]. The touch screen smartphone has the keypad inbuilt and only pops up when there is a need to perform tasks that demand using the keyboard. The user simply taps on the alphabet, numeric or symbol on the electronic keyboard to input data. The touch screen smartphone demands that a contact be made with the screen to get things done. The keyboard smartphone is the opposite of the touch screen smartphone; the front part of this kind of smartphone is divided into two, with the screen taking the upper part of the phone while the physical punchable keyboard occupies the lower part of the phone.

SMARTPHONE ADOPTION IN NIGERIA

Smartphone adoption in Nigeria is predicated upon the advent of mobile telecommunication in Nigeria in 2011 as this development allowed for the exposure to mobile phones and internet penetration in Nigeria. Ndukwe [20] believes the motivation for the growth of smartphones in Nigeria is also due to the exclusive preserve of the well-to-do and the well-connected in the Nigerian society. Osazee-Odia [8] on

his part attests that the emergence of smartphones provided much relief for Nigerians, noting that its convergent nature in which all media form has been built-in, from voice telephone, telegraph, print, radio, movies, television, internet and computerisation has richer services to the users.

The adoption of smartphones in Nigeria is projected at 34million come 2018 [21] while that of the Africa continent, presently at 106Million is expected to hit 174Million come 2019 [22]. The factors that come into play as it concerns the increase in this adoption ranges from technological innovation, improved usability, increased accessibility, declining cost of the device in terms of price, internet browsing, connectivity (interaction with friends, family members, community members and people in the wider population), self-identity, peer influence and sociability [23-27].

In a bid to facilitate better understanding, the following are given as factors that have contributed to smartphone adoption in Nigeria.

Educational Needs

This adoption factor is more applicable to students and many research works have attested to this fact. Mothar, Abu-Hassan, Haji-Hassan and Oman [28] in their work pointed that students use smartphone to share notes, record lectures as well as take pictures of assignments for reference and share exam results. The smartphone has given undergraduates an escape route from visiting cyber cafes and physical libraries as they simply engage their smartphones to source for materials when given assignments or when they personally want to update their notes. Yu [29] opines that smartphone has made mobile learning – learning using wireless devices that can be used wherever the learner’s device can receive unbroken signals – realisable. Via smartphone-installable applications such as whatsapp, classes and group study takes place. Kumar [30] concludes that the notion and value of education has been exceptional and noble since day one in human history and the efforts to improve its quality has always appreciated. To this end, Samwar and Soomro [12] puts forward that smartphone has introduced another means for knowledge lovers to fulfil their thrust and dreams.

Social and Communication Needs

Social needs include love, sense of belonging and acceptance [31]. It revolves around the sense of belonging one gets among one’s circle of friends and family. Smartphones are adopted by people as they are

programmed with various software tools which allow users to interact with others more efficiently with geographical limitations [32]. With features such as the email, video call applications (Skype, Imo and BBM video, Google Hangout), instant messaging apps (e.g. Whatsapp, Facebook Chat, BBM) and so on, people communicate with their loved ones and business associates irrespective of distance between. Only the smartphone affords this luxury.

Social Influence

Social influence is related to the way other people affect one’s beliefs, feelings and behaviour [33]. The influence of one’s social class, culture and subculture, although less tangible are important factors that are internalized and affects how consumers evaluate and adopt a product [31]. Friends, family members and other associates are all influences that prompt or encourage people to go smartphones. Suki and Suki [34] buttressed on the social influence factor by saying that “consumers may be susceptible to social influence by observation, perception or anticipation of decisions made by others in relation to smartphones.

Brand and Product Features

Brand, as Keller [35] puts it is the name of uniqueness with respect to name, sign, term, or design or blend of them, proposed to classify the products or services of one supplier or group of suppliers to have competitive advantage on others in the market. Smartphone brands, be it iPhone, Blackberry, Samsung, Gionee, HTC, Tecno, Infinix. Etc, which are all common in Nigeria are all individually unique in terms of durability, functionality, second hand value and social status they confer on their users. These brands also differ in terms of price. Tanzila, Sohail and Tarveer [36] also suggest that recently, customer’s craze to buy the smartphones with good features and stylish looks and has high demand. These features of smartphones ranges from wireless connection, camera, picture, video quality, memory capacity, screen resolution, multi-media, system of file management, type of programs available thereon, screen size, installable apps and operating system. Nigerians are slack to consider smartphone brands and features when adopting one. Jainaran [37] attests that consumers make the comparison of different brands featuring the products considerable attributes to make their choice.

Cost Efficiency and Convenience

Price is the most crucial variables, not only smartphone industry but in all business industry aspect

[36]. Nigerians use smartphones that are expensive so long it gratifies factors which Chisnal [38] in Shanab and Haddad [15] lists as need, status and lifestyle. As it were, there is a price for the level of luxury intended to be enjoyed by smartphone consumers, hence, there exists a cost-efficient level for every Nigerian smartphone user. Smartphones allow users to do things they never thought possible without being tethered to a home or office computer [39]. By means of smartphones, Nigerians are able navigate through the internet to compare prices of products when planning a purchase, they could also make hotel and flight reservations flexibly and conveniently.

Asides from accessibility, convenience, price, social communication, product features and educational gratification, which are all positive and significant reasons for smartphone adoption, Lundquist, Lefebvre and Garramone [40] posit that having a smartphone opens one up to new experiences. In their study, it was discovered that people make statements such as ‘I have an iPhone,’ ‘I have banking app on my phone,’ ‘I have facebook on my phone’. This shows that there is a unique feeling in people who own smartphones, Nigerians too have this sense of importance. It is not new to find Nigerians taking sweet selfies, transferring money, blending pictures, chatting with delight and even showing off their smartphones unconsciously when walking or at social functions. Materialism is also of essence in the area of smartphones adoption amongst Nigeria. Items of luxury have their value and customers buy product with the intent to satisfy their desire.

POTENTIALS OF SMARTPHONES

Starting off with formal organisations, Pitichat [41] through his study on smartphones in the workplace identifies that smartphones have great potentials for business organisations. Pitichat [41] listed these potentials as autonomy, relationship improvement and knowledge sharing. Pitichat identifies that workers have smartphones as personal devices and they often are better than mobile devices which companies might provide them. The ability to bring these gadgets to work and use them allows for the opportunity to speed up the performance of their duties. Pitichat [41] affirms that smartphones help improve relationship with peers as well as superiors, in a work environment. Through the internet-enabled communication platforms, smartphones get people together. Applications such as Skype, Google Hangout, BBM, Whatsapp and the likes, which can be installed and used on the smartphone, can be used to establish and service standard work

relationships between and amongst people, either horizontally or vertically.

Also, with the integration of smartphones, workers can share information and knowledge easily. In Nigeria today, companies have their branded emails which can be accessed via the smartphones so as to be aware of information being circulated within the organisation or simply to reach people within the organisation. Miller-Merrel [42] notes that internal social networks have experienced a rise in popularity; offering employees and managers a knowledge-share opportunity and virtual collaboration platforms that keeps e-mail inboxes from being overwhelmed. We also now have the smartphone-assessible cloud computing which Anderson and Raine [43] sees as one of the most effective and popular tools for knowledge sharing. Examples of cloud computing applications are the Google Docs and DropBox which can be used to save and share documents without moving them about physically. This culminates into great potentials within the walls of a business organisation.

Smartphones have indeed created new business dimensions [12]. We have a lot of Nigerians setting up smartphones sales outlets as a result of the rate of smartphone adoption in the country. Slot Phones (a popular brand in smartphone sales), phone engineers and accessories sellers are testaments to this assertion. Application developers and internet service providers too now have bigger markets to supply as smartphones users continue to increase by the day.

Smartphones have also introduced another means for knowledge lovers to fulfil their thrust and dreams [11]. The internet-enabled capacity of the smartphones makes it possible for students to access distance education and virtual learning within and without the classroom in Nigeria today. Teachers and students now find it really easy to collaborate for knowledge sharing as a result of the smartphone. Among other things, smartphones have also availed the Nigerian society an opportunity to massive amount of educational and learning resources. Sawaar and Somroo [12] conclude this matter by saying that in developing countries, (like Nigeria) smartphone is useful for educational development.

The capacity of smartphones to host application stores which are loaded with health care applications, medical calculators, lifestyle and drug referencing is also a fact that cannot be eliminated when

considering its potentials for a developing nation like Nigeria. Gothwami and Ventakarakrishna [11] identifies that there are more than 40,000 mobile health applications available on smartphones. From the foregoing, it could be said that the smartphone is a mobile clinic for Nigerians as they can access medical information when in urgent need. Besides from the programmed applications, blog articles and medical images can also be assessed for health information via internet-enabled smartphones. This helps the management and prevention of medical situations without the physical doctor.

ISSUES IN SMARTPHONE ADOPTION IN NIGERIA

The potentials inherent in the adoption of smartphones by the Nigerian society are numerous and visible and this paper believes that more of its benefits will be exposed through research works by authors as the years roll by. Having noted this however, there are quite many negatives from the adoption of smartphones in Nigeria which this paper believes that attention must be drawn to them. These are explicitly highlighted and discussed below.

ADDICTION

Addiction – a quality or state of devoted or habitually or excessively self-surrendering to something – is one of the glaring pitfalls of smartphone adoption in Nigeria as it quite obvious that smartphone users feel attached to their phone. Axe [44] termed smartphone addiction as nomophobia which he explained as the fear of being with one's smartphone. Axe believes nomophobia is a problem that shows no sign of slowing down, regardless of age. Park and Park [45] and Ahmed, Qazi and Khadija [46] equates addiction to smartphone as like using drugs for long period of time. Lundquist, Lefebvre and Garramone [40] through their study exposed the fact that people can be strongly attached to their phones. Similarly, Abu-Shadab and Habbad [15] also attests that addiction is a common trend among smartphone users. Most Nigeria smartphone user cannot do without their phones, it is first thing that is looked at on waking up and the last thing observed before going to sleep. It is either that people are on the social media, checking e-mails, reading articles, flipping through picture gallery, seeing movies, reading online pages or playing games. Sarwar and Somroo [12] submits that smartphones check their phones almost the time, while at work, with family and even friends. Ahmed, Qazi and Khadija [46] summarized behaviours that indicate smartphones

addiction in people as follows: making calls longer than normal, likeliness to use cell phones to communicate rather than talking to people face to face, and feeling depressed or nervous when not with the smartphone.

Also stemming from addiction, there is a lot of research that shows that smartphone phenomenon has negative impacts on the workplace. The main concern is that smartphone addiction lowers productivity as employees do not fully use their time and attention into their work. Rush [47] points out that workers being constantly reachable or accessible on the smartphone or the mere expectation of needing to be so, as well as the ability to work from home may result in a negative consequence like workplace-related stress. Smartphone utility in a workplace also destroys business manners [41]. There have been issues raised about business etiquettes at meetings, which can be annoying because of their tendency to interrupt the meeting [48], especially when a call comes in or when incoming messages and other prompts are notified.

SOCIAL DISCONNECT

Another problem of the smartphone adoption is the issue of 'social disconnect'. Sherry Turkle in her book 'Alone Together' in 2011 touched on this issue. She introduced the concept of 'tethered self' which typifies a part of us that is drawn and attached to technology. She states that ".....people come together but do not speak to each other. Each is tethered to a mobile device and the people and places for which that device serves as a portal" [49]. Similarly, Bozeman in 2011 also posits that in the contemporary society, people no longer bring smartphones to parties and social events and use them as tools to avoid socialising with others, or when they use their smartphone, they totally ignore people nearby them. These amounts to social disconnect even when there seem to be a physical proximity or connection and it is not ideal for social relationships, especially in Nigeria where relationships are treasured. Gowthami and Venkatakrisnakumar [11] concludes by saying "cellphone disconnects people from the social world".

SELFIE SYNDROME

The word selfie was coined by Stephen Wrighter in 2002 [50] and it is a picture taken by a person without the help of others [51]. Selfies are self-taken portrait pictures using a smartphone, and distributed on the social media for communication, show-off and fun. The uncontrollable urge in a person to take selfie, alongside the chain of reactions that

follow after the picture is posted online explains the selfie syndrome. Krishna and Krishna [52] puts it that: “smartphones have included in our daily life that without which we cannot survive. Many of today’s smartphones are equipped with high resolution front camera, which we call ‘selfie camera.’ Though people were fond of taking photographs of their own and others since many decades, with the selfie camera, it has gone to extreme levels.” Keenan [53] mentions that she had seen people taking selfies at parties, in class, while working out at the gym, and almost everywhere and anywhere.

It is quite a common culture in Nigeria to find people, especially youths, taking and posting selfies on their social media accounts now. Some even go as far as taking selfies in malls, restrooms, and on motorbikes which can be catastrophic. Premium Times [54] reported of two Nigerian undergraduates who got their canoe capsized and themselves drowned while trying to take a selfie on a lake. There also exist consequences such as distraction, less productivity, unseen stress, esteem-issues, frozen elbow (due to prolonged hanging of the arm while trying to take a picture), and even catastrophic road accidents while using the smartphone when driving [52, 55]. There could also be tendencies to make over-the-heights efforts to look good for the camera and social anxieties which could arise owing to the number of likes and comments that the picture may attract on the social media.

ACADEMIC-INCLINED PROBLEMS

Smartphones enable students to text, corporate on social networking sites, check emails, play online games, and even watch TV channels. This is a major source of distraction [11]. Besides from constituting distraction for the student user, it could snowball into a distraction for other students in the learning environment. Also with the smartphones, it is quite easy for students to engage in examination malpractices by accessing answers online, reading saved notes or communicating third parties during exams. Abu-Shadab and Haddad [15] affirms that smartphones breeds lack of concentration in students and this negatively influence their academic performance. This paper believes that this under-performance is borne out of over-reliance on the smartphone which makes students underutilise their brains.

HEALTH-RELATED PROBLEMS

Smartphones equally have some general health effects caused by using them continuously; the

following are the major ones: headache followed by irritability from continuous use and tiredness. Archarya, Archarya and Waghrey [56] further point health issues like hearing impairment from continuous calling, problems in fingers caused from using keyboard use, neck pain, limb pains, lack of sleep and indisposed. The excessive use of mobile phones will cause anxiety to users because of flow of news or calls that they receive, which eventually can cause eye strain irrespective of screen size [57]. It is very dangerous if exposure of the eyes to the smartphone screen lights are not adequately managed and moderated.

SMARTPHONE MARKET OVERLOAD

The impact of smartphone is also telling on the technology market as there is a paradigm shift from other devices such as personal computers, as well as the traditional media. Since the smartphone is an all-in-one device, there is a drop in the market activities for people who deal with products other than the smartphone. Gowthami and Venkatakrishnakurma [11] attest that a large number of almost 65% of the world population now use smartphones to read news feed, post status updates, read and reply to messages and post photos. This shows that people are abandoning the personal computers, cameras, radio and televisions for smartphones where they can get what they need and do what they want conveniently. Everything now exists on the new media and smartphone is the main device that plugs people thereon. For a developing nation like Nigeria, there is a need for an even development and profitability in every industry and market.

CYBER BULLYING AND ONLINE FRAUD

Cyber bullying is a major issue that the world is battling with today and Nigeria is not exempted from the equation. The smartphone, with its capacity to be connected to the internet anytime and anywhere has added to this issue and made it even more severe. Cyber bullies stalk people (especially ladies) through their social media platforms. Cyber bullies crash into people’s lives online to torment and embarrass them. Teenagers who are online are also liable to these assaults. Online fraud is also easily done now, thanks to smartphones that connect fraudsters to the world.

CONCLUSION

Smartphones are the defining technologies of our time and its adoption by the Nigerian society is quite enviable. This corroborates the opinion of Osazee-Odia [8] who opined that smartphones domestication possesses immense benefits and that its domestication

and appropriation in Nigeria can open up wider prospects for users in sustenance of personal affairs and social relationships. This paper believes smartphones can be of greater good to Nigeria and her culture if the utility of the device is properly managed, despite the glaring negative variables that are synonymous with its utility. This paper believes that Nigerians smartphone users should be more disciplined with how they use their smartphones when at business meetings, having discussions with people or with children and it would be better if Nigerians also creates time to be with such physically so as to strengthen family and relationship ties when opportuned, instead of connecting with them on virtual world over the social media at all times, Also, Phone-Free Zones (examples being meal time, meetings and resting periods) should be established in offices and homes so as to tackle smartphone addiction. Selfies should also be taken with caution.

It is also obvious that students need to be encouraged to only use smartphones for sourcing resource materials that can improve their notes and help their study after classes and before exams while authorities in educational institutions should clamp down hard on students found to be using smartphones during examinations so as to serve a strong notice to prospective-offenders. Finally, our young adults should be exposed to teachings on cyber bullying and online fraud so as to be mindful of cyber bullies and online fraudsters when they access the public domains through their smartphones. Miakotko [58] also affirm that the side effects of smartphone use on human physical state could be improved with physical exercise and stretching. Going by this, smartphone users should engage in exercises and stretching parts of their body so as to stay healthy. Smartphone screen brightness should also be reduced for the sake of the eye. As it were, starring at smartphones screens for long can cause visual problems.

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