

Analysis of Phubbing Behaviors of Employees in the Banking Sector*

Bankacılık Sektöründe Çalışanların Sosyotelizm Davranışlarının Analizi*

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Mehmet Akif ÇAKIRER**

Serkan İNAM***

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Phubbing,
Smartphone Use,
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Out.

ABSTRACT

Phubbing is the situation in which the individual distracts his attention and perception from interpersonal communication and deals with the smart phone while communicating with other individuals. This research was conducted to examine the factors affecting the concept of Phubbing in individuals working in the banking sector. In the study, a total of 391 individuals, of which 122 women (31.2%) and 269 men (69.8%), participated voluntarily. SPSS 21 program was used in the analysis of the data. While "Phubbing (Sociotetism)", "Smartphone Addiction", "Internet Addiction", "Fear of Loss Attitude" and "Self-Control Attitude" scales was used as data collection tools in the research. According to the data analysis, firstly, after examining values based on the skewness and kurtosis values for the normality test, it was determined that the distribution was normal. After this stage, T-Test and One-Way Anova were used to determine the differences between demographic variables. As a result of Anova analysis, Post-Hoc Tukey test was used to determine the difference between groups. In addition, to determine the relationships between the variables, Pearson Product-Moment Correlation analysis was used while Multiple Linear Regression analysis was used to determine the power of the independent variable in predicting the dependent variable. As a result of the findings obtained within the scope of the research, it was determined that there was a significant difference between the groups in demographic variables. In addition, it was determined that smartphone addiction, internet addiction and fear of loss predicted the concept of phubbing at a significant and positive level and explained 36% of the variance.

Anahtar Kelimeler:

Sosyotelizm,
Akıllı Telefon
Kullanımı,
İnternet bağımlılığı
Anı Kaçırma
Korkusu.

ÖZET

Phubbing (Sosyotelizm) bireyin başka bireylerle iletişim hâlindeyken dikkatini ve algısını kişilerarası iletişimden kaçırıp akıllı telefonla ilgilenmesi durumudur. Bu araştırma, bankacılık sektöründe çalışan bireylerde phubbing kavramına etki eden faktörleri incelemek amacıyla yapılmıştır. Bu doğrultuda araştırmaya 122'si kadın (%31,2) ve 269 erkek (%69,8) olmak üzere, toplam 391 birey gönüllü olarak katılmıştır. Verilerin analizinde SPSS 21 programı kullanılmıştır. Araştırmada veri toplama aracı olarak "Phubbing (Sosyotelizm)", "Akıllı Telefon Bağımlılığı", "İnternet Bağımlılığı", "Kayıp Korku Tutumu" ve "Öz Kontrol Tutumu" ölçekleri kullanılmıştır. Verilerin analizinde ilk olarak normallik testi için çarpıklık basıklık değerlerine bakıldığında dağılımın normal olduğu tespit edilmiştir. Bu aşamadan sonra demografik değişkenler arasındaki farkı olup olmadığını görmek belirlemek için T-Testi ve One-Way Anova analizi kullanılmıştır. Anova analizi sonucunda gruplar arası farklılığı belirlemek için ise Post-Hoc Tukey testi kullanılmıştır. Bununla birlikte araştırma kapsamında değişkenler arasındaki ilişkileri belirlemek için Pearson Momentler Çarpımı Korelasyon analizi, bağımsız değişkenin bağımlı değişkeni yordamadaki güçlerini belirlemek amacıyla Çoklu Doğrusal Regresyon analizi kullanılmıştır. Araştırma kapsamında elde edilen bulgular sonucunda demografik değişkenlerde gruplar arasında anlamlı farklılık olduğu tespit edilmiştir. Bununla birlikte akıllı telefon bağımlılığı, internet bağımlılığı ve kayıp korku tutumunun phubbing kavramını anlamlı ve pozitif düzeyde yordadığı ve varyansın %36'sını açıkladığı tespit edilmiştir.

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**Afyon Kocatepe Üniversitesi, Bolvadin Meslek Yüksekokulu, mehmetakifcakirer@gmail.com, ORCID: 0000-0002-6372-4474

*** Bursa Gençlik ve Spor İl Müdürlüğü, serkaninam@gmail.com, ORCID: 0000-0003-0707-5104

1. INTRODUCTION

With the development of technology and the effect of globalization, smart phones have become an indispensable part of today's people. With the development of technology and the effect of globalization, smart phones have become an indispensable part of today's people. While smartphones meet all kinds of mobility needs from shopping, health monitoring, and managing investment to socialization, it also has revealed the excessive addiction factor to its users today. Communication between individuals has been greatly affected due to intensive use of smartphones in both negative and positive ways. In the occasions that people share together, having the phone in their hands all the time and their eyes constantly on the screen has also revealed a new concept, In 22 May 2012 at the University of Sydney, a team of language experts first coined the word “phubbing”. It was coined to describe the uniquely 21st century phenomenon of ignoring the person in front of you in favour of your phone. Phubbing also known as Sociotelism is a term derived from the English words “phone” and “snubbing” (despise, treat someone like dirt). In other words, phubbing occur when a person looks at his/her smartphone in a social environment, checks social media, responds to incoming messages, or simply browses the internet and ignores the people around (Chotpitayasunondh and Douglas, 2016).

2. CONCEPTUAL FRAMEWORK AND LITERATURE RESEARCH

Phubbing is the condition of not caring or paying attention to the individual/s around the person in the environment in which the person communication, not being able to focus on the spoken subject and preferring the virtual environment to real life (Karadağ et al., 2016). Phubbing is the individual's paying attention to the smart phone while communicating with other individuals, being interested in the smart phone and avoiding his perception from interpersonal communication. The word phubbing, which is the English equivalent of sociotelism, first appeared during Macquarie Dictionary's Sixth Edition update, a team of language experts first coined the word phubbing by combining the words phone (phone) and snubbing (snubbing) for this smartphone addiction, describe uniquely as 21st century phenomenon can be called the disease of the century. Phubbing is a disorder where many addictions intersect due to the nature of smartphone (Davey et al., 2018).

2.1. Types of Addiction

Addiction is a biopsychosocial disorder that occurs with increasing amounts of repetition of substances or behaviors that cause temporary happiness once it is made. In other words,

addiction is the state of being overly dependent on an object or phenomenon because of a person's inability to control himself. Although substance addiction is the first thing that comes to mind when addiction is mentioned, with technological advancements and developments many types of addiction have emerged with the use of smartphones, addiction has also increased. There are several types of addiction in the technological sense. These;

- **Smartphone Addiction:** Today with technological developments human life increasingly requires faster communication to various types of data, which causes smartphone addiction. According to many studies, Phubbing is in a positive relationship with “smartphone addiction” (Chotpitayasunondh & Douglas, 2016; Karadağ et al., 2015).
- **Internet Addiction:** Internet addiction has increased with the increase in the prevalence of internet use, especially in the last twenty years. The excessive behaviors that individuals have developed for internet use have pushed researchers from computer addiction to the concept of mobile addiction. Internet addiction and the rate of addiction related to Facebook's social media addictions and the increase in WhatsApp are increasing day by day (Davey et al., 2018).
- **Social Media Addiction:** Social media addiction is a form of internet addiction that individuals use social media excessively. Individuals with social media addiction are generally overly interested in social media and act with an uncontrollable urge to log in and use social media (Karadağ et al., 2015).
- **Game Addiction:** Game addiction, also known as computer game addiction, is one of the newest forms of addiction. It is one of the important factors affecting Phubbing . Even with potentially serious consequences for their health some people are unable to stop playing digital games for long periods of time. There are substantial of research studies showing the devastating impact of gaming addiction on a person's relationships, social life, life expectancy, and overall health.
- **Application Dependency:** One of the sub-components of Phubbing is application addiction. Thanks to modern technology, many applications can be installed on smartphones. This apps can also constantly monitors what consumers downloads to their phones. Applications that vary according to the interests of individuals, in particular, have made consumers addicted today. Every downloaded application has

affected smartphone addiction. In general, each of the applications on smartphones has become an object of addiction.

Table 1. A brief literature review on Phubbing

Researcher	Participants	Key Findings
Karadağ et al. (2015)	University students	The most important determinants of phubbing behavior are mobile phone addiction, SMS addiction, social media addiction and internet addiction.
McDaniel and Coyne (2016)	Male and female couples	Technological devices occupy couples' free time, interrupting their joint interactions. Technology use causes lower relationship satisfaction, more depressive symptoms, and lower life satisfaction.
Chotpitayasunondh and Douglas (2016)	University students	Internet addiction, 'fear of missing out' and self-control predicted phubbing and women more likely than men.
Krasnova et al. (2016)	Male and female couples	Phubbing is associated with feelings of heightened jealousy, and participants feel uncomfortable with their partner 's loss of attention.
David and Roberts (2017)	General	Phubbed individuals experience sense of social exclusion.
Roberts and David (2017)	Employee relations	The phubbing behavior of the manager undermines the trust in the manager and reduces the trust in the organization.

3. RESEARCH

3.1. Purpose of the Research

In this study, it is aimed to reveal the relationship between the sub- components that make up the attitude towards determining the behaviors of the banking sector employees depending on the use of smartphones and the job and title characteristics of the employees. Findings to be obtained as a result of the research, employee satisfaction in the field of organizational behavior etc. It is important in terms of being supportive for theoretical research on the subject.

3.2. Research Design and Method

This research was structured using quantitative research methods and techniques. The quantitative research method is used to convert cases in social science research into numerical data with specific techniques and their various analysis techniques. Questionnaire was used as data collection method in this study. In the questionnaire, primarily demographic questions take place, and the next scale questions are directed with a five- point Likert type scale. Scale expressions by S Davey, A Davey, SK Raghav, JV Singh, N Singh, A Blachnio and A Przepiórkaa. In 2018, the study titled “*Determinants and consequences of ‘Phubbing’ among*

adolescents and youth in India: Impact assessment study” was used. The created questionnaire was applied to the banking sector employees operating in Turkey and the data were analyzed. Employees included in the scope of the research were selected by convenience sampling method.

In social sciences, one of the most important elements is Measurement. In social science research, deciding what to measure and how to measure is of great importance in research. In accordance with the aims of the research, the measurement is carried out with the data collection systematic prescribed by the arranged method. These;

- ***Phubbing Scale:*** A 4-item scale, developed by Karadağ et al., 2015, in a 5- point Likert type (5= “Strongly Agree”; 1= “Strongly Disagree”) was used.
- ***Smartphone Addiction Scale:*** Consists of a total of 4 statements and a one-dimensional 5- point Likert - type scale (5= “Strongly Agree”; 1= “Strongly Disagree”), developed by Smetaniuk, 2014, was used.
- ***Internet Addiction Scale:*** Consists of a total of 4 statements and a one-dimensional 5-point Likert - type scale (5= “Strongly Agree”; 1= “Strongly Disagree”) , developed by Smetaniuk, 2014, was used.
- ***The Loss Fear Attitude Scale:*** The loss fear attitude scale developed by Tangney et al., (2004) consists of a total of 4 statements and a 5 - point Likert type scale was used. (In the range of 5= “Strongly Agree”; 1= “Strongly Disagree”).
- ***FoMO Scale:*** In psychology literature FoMO (Fear of Missing Out) is included as the fear of missing the developments in social media. The FoMO Scale, developed by Przybylski, Murayama, DeHaan and Gladwell, 2013, consists of a total of 4 statements. A 5 - point likert (5= “Strongly Agree”; 1= “Strongly Disagree”) was used. The expressions in the scale adapted to Turkish were compared with the original scale and rearranged.

3.3. Scope and Limits of the Research

The scope of this research consists of 391 employees working in different positions in the public and private banking sector operating in Turkey. According to the Banks Association of Turkey, the number of employees working in deposit and development and investment banks in 2020 is 193.000. The Banks Association of Turkey (TBB) reported that the number of employees in deposit and development and investment banks decreased by 3195 people in

December 2017 compared to the end of the previous year and fell to 193.504 (TBB). Conducting this research in the banking sector is important in terms of to see real impact of phubbing on the banking sector development, whether it cause shrinking or growing effect in the sector. Taking into account cost and time constraints, convenience sampling was used as a sampling method. The surveys were conducted between 1 April 2020 and 30 June 2020 A total of 440 questionnaires were applied during the data collection process for the research. The data of the study were collected by drop-take method. Since deficiencies and errors were detected in 32 questionnaire forms, evaluation was made on 391 usable questionnaires.

3.4. Contribution of the Research

The banking sector is one of the largest and most dynamic sectors of the Turkish economy. Due to more intensive use of technology in the sector, personnel employment is expected to decline in the future. It is expected that banks operating in the financial sector will benefit from this study in order to increase employee satisfaction. It is also expected to be useful to academicians who want to do research on issues such as smart phone use and attitude of the working personnel. The research was carried out in a single sector and it is expected that it will be useful to make a comparative analysis by repeating it in different sectors.

3.5. Data Collection Tool

Questionnaire method was used as data collection tool. There are 20 questions in the questionnaire form. In the prepared questionnaire, five different scales were used which includes phubbing, smart phone addiction, internet addiction, loss-fear attitude and self-control attitude. The answers to the statements in the questionnaire were arranged according to the 5- point Likert scale by examining the studies in the literature. There were five options for the response of the statement, “1-Strongly Disagree”, “2-Disagree”, “3-Undecided”, “4-Agree” and “5- Strongly Agree”.

3.6. Reliability of the Scale

Reliability; It is one aspect of validity and is concerned with whether the research results are random. Cronbach's α reliability criterion was used in the study. According to the relevant literature, the reliability coefficients are, if $0.00 \leq \alpha < 0.40$, the scale is not reliable, if $0.40 \leq \alpha < 0.60$, the scale is low in reliability, if $0.60 \leq \alpha < .80$, the scale is highly reliable, if $0.80 \leq \alpha < 1.00$, the scale is considered to be highly reliable. The Cronbach Alpha internal consistency coefficient obtained in this study was determined as 0.82.

Table 2. Internal Consistency Coefficients for Scales

Scales	Cronbach Alpha (α)	Expression Numbers
Phubbing Scale	0,59	4
Smartphone Addiction Scale	0,40	4
Internet Addiction Scale	0,70	4
Self-control Scale	0,68	4
Fear of Missing Out Scale	0,68	4

3.7. Hypotheses of the Research

The following hypotheses have been established and tested, taking into account the objectives of the research, the model and the information obtained from the literature review on the subject.

- **H₁:** Smartphone addiction has a positive effect on phubbing behavior.
- **H₂:** Self-control attitude has a negative effect on phubbing behavior.
- **H₃:** Internet addiction has a positive effect on phubbing behavior.
- **H₄:** FoMO (Fear of Missing Out) has a positive effect on phubbing behavior.

3.8. Research Model

The model of the research is shown in below. As seen in the Figure 1, the independent variables are phubbing, smartphone addiction, self-control attitude, internet addiction and fear of missing out (FoMO) attitude. These independent variables are effective on phubbing behavior, which is the dependent variable.



Figure 1. Research Model

4. FINDINGS

4.1. Analysis of Data

SPSS 21 computer program was used for the statistical analysis of the data obtained from the scales. In the research, at the beginning, empty data were evaluated for the convenience of the analyzes and the control of the assumptions. As a result of this process, it was determined that the missing data was caused by 12 people who participated in the survey. It has been seen in the literature (Carpita & Manisera, 2011) that techniques such as assigning a value or excluding it from analysis have been applied. In this context, it was decided to assign a value to the data. In the next, the extreme value analyzes were evaluated by considering the Mahalanobis distance. As a result of the extreme value analysis, the data of 3 people were excluded from the analysis, and analyzes were made on the data of the remaining 391 people.

In this direction, T-Test and One-Way were used to determine the differences between demographic variables. After this\ Anova analysis was used and as a result P ost-Hoc Tukey test was used to determine the difference between groups.

Pearson Product- Moment Correlation analysis was used to determine the relationships between the variables while Multiple Linear Regression analysis was used to determine the power of the independent variable in predicting the dependent variable. After it was determined that the correlation values between the variables included in the model, which were the regression assumption criteria, were below 0.70, it was determined that the variance increase factor (VIF) was below 10 and the tolerance value was above 0.2, and there was no multicollinearity problem (Tabachnick and Fidell, 2013).

Table 3. Descriptive Statistical Information of the Research Group

Variables		n	%
Gender	Woman	122	31.2
	Male	269	68.8
	Total	391	100.0
Marital status	Single	117	29.9
	Married	274	70.1
	Total	391	100.0
Age	25-34	207	52.9
	35-44	152	38.9
	45-54	32	8.2
	Total	391	100.0
Level of education	High school	56	14.3
	Associat Degree	48	12.3
	Licence	243	62.1
	Degree	44	11.3
	Total	391	100.0
Work Experience Year	1-5 Years	105	26.9
	6-10 Years	164	41.9
	11-15 Years	68	17.4
	16-20 Years	54	13.8
	Total	391	100.0
Employed Bank	Public Deposit	264	67.5
	Private Deposit	75	19.2
	Public Participation	9	2.3
	Special Participation	43	11.0
	Total	391	100.0

Within the scope of the research, the participants were asked, “*For what purpose do you use social media the most?*”. The answers to the question were visualized by word cloud analysis using the MAXQDA qualitative data analysis program.

Table 4. Mean, Standard Deviation, Skewness and Kurtosis Values of the Scales Used in the Study

scales	N	\bar{X}	ss	Distortion	Kurtosis
Phubbing	391	11,312	3,248	0,107	0,008
Smartphone Addiction	391	11,163	2,847	-0,134	0,334
Internet addiction	391	9,092	2,982	0,402	0,252
Self-Control	391	8,181	3,020	0,496	0,014
Fear of Missing Out	391	10,739	3,215	0,028	-0,201

Table 4 shows that the skewness values are between -0.134 and 0.496, and the kurtosis values are between -0.201 and 0.334. Considering the Tabachnick & Fidell (2013) reference, it is seen that the distribution is normal.

Table 5. T-Test Results Regarding the Scores Obtained from the Scales According to the Gender Variable

Variables	Gender	N	\bar{X}	ss	t	sd	p
Phubbing	Woman	122	11,000	2,742	-1,280	389	0,164
	Male	269	11,453	3,449			
Smartphone Addiction	Woman	122	11,254	2,333	0,422	389	0,673
	Male	269	11,122	3,054			
Internet Addiction	Woman	122	8,508	2,669	-2,627	389	0,009*
	Male	269	9,356	3,082			
Self-Control	Woman	122	7,696	2,705	-2,148	389	0,032*
	Male	269	8,401	3,133			
Fear of Missing Out	Woman	122	10,483	3,149	-1,059	389	0,290
	Male	269	10,855	3,243			

Table 5, when the t-test results are analyzed according to the gender variable, phubbing ($t_{(389)}=-1,280$, $p>.05$), smartphone addiction ($t_{(389)}=.422$, $p>.05$), fear of loss ($t_{(389)}=-1,059$, $p>.05$) it was determined that there was no statistically significant difference between the scales. It was determined that there was a statistically significant difference between internet addiction ($t_{(389)}=-2,627$, $p<.05$), and self-control ($t_{(38)}=-2,148$, $p<.05$) scales. When the differences in these scales were examined, it was seen that the mean score of men was higher than that of women.

Table 6. T-Test Results Regarding the Scores Obtained from the Scales According to the Marital Status Variable

Variables Marital Status		N	\bar{X}	ss	t	sd	p
Phubbing	Married	117	11,094	3,189	-0,867	389	0,387
	Single	274	11,405	3,274			
SmartphoneAddiction	Married	117	10,641	2,817	-2,386	389	0,018*
	Single	274	11,386	2,835			
Internet Addiction	Married	117	9,256	3,029	0,712	389	0,477
	Single	274	9,021	2,964			
Self-Control	Married	117	8,803	3,071	2,681	389	0,008*
	Single	274	7,916	2,964			
Fear of Missing Out	Married	117	11,042	3,351	1,221	389	0,223
	Single	274	10,609	3,152			

The t-test results are analyzed according to the marital status variable in Table 6, phubbing ($t_{(389)}=-,867$, $p>.05$), internet addiction ($t_{(389)}=,712$, $p>.05$), fear of loss ($t_{(389)}=-1,221$, $p>.05$) it was determined that there was no statistically significant difference between the scales. It was determined that there was a statistically significant difference between smartphone addiction ($t_{(389)}=-2,386$, $p>.05$) and self-control ($t_{(38)}=2,681$, $p<.05$) scales. When the difference in these scales is examined, it shows that the average score of the single people in the smartphone addiction scale is higher than the married individuals, and when the self-control scale is examined, the mean scores of the married individuals are higher than the single individuals.

Table 7. Anova Results Regarding the Scores Obtained from the Scales by the Participants by Age Variable

Variables Age	Age	N	\bar{X}	Ss	sd	F	p	Difference - Tukey
Phubbing	A: 25-34	207	11,541	3,158	2			
	B: 35-44	152	11,407	3,286	388	6,444	,002*	A>C, B>C
	C: 45-54	32	9,375	3,097	390			
	Total	391	11,312	3,248				
Smartphone Addiction	A: 25-34	207	11,178	2,980	2			
	B: 35-44	152	11,315	2,504	388	1,551	,213	
	C: 45-54	32	10,343	3,404	390			
	Total	391	11,163	2,847				
Internet addiction	A: 25-34	207	8,903	3,067	2			
	B: 35-44	152	9,440	2,683	388	1,803	,166	
	C: 45-54	32	8,656	3,642	390			
	Total	391	9,092	2,982				
Self Control	A: 25-34	207	8,343	3,034	2			
	B: 35-44	152	7,927	3,075	388	,878	,416	
	C: 45-54	32	8,343	2,647	390			
	Total	391	8,181	3,020				
Fear of Missing Out	A: 25-34	207	10,758	3,067	2			
	B: 35-44	152	10,875	3,357	388	1,058	,348	
	C: 45-54	32	9,968	3,449	390			
	Total	391	10,739	3,215				

Anova results according to the age variable of the participants are examined in Table 7, smartphone addiction ($F(2-390)=1,551$; $p>.05$), internet addiction ($F(2-390)=1,803$; $p>.05$), self-control ($F(2-390)=,878$; $p>.05$) fear of loss ($F(2-390)=1,058$; $p>.05$) scales did not show a statistically significant difference. It was determined that there was a statistically significant difference in the phubbing ($F(2-390)=6,444$; $p<.05$) scale. When the results of the post-hoc tukey analysis to determine the source of the difference were examined, it was determined that the phubbing point averages of the individuals in the 25-34 and 35-44 age range were higher than the individuals in the 45-54 age range.

Table 8. Anova Results Regarding the Scores Obtained from the Scales According to the Education Level Variable

Variables	Education Level	N	\bar{X}	ss	sd	F	p	Difference - Tukey
Phubbing	A:High school	56	12,214	3,749	3			
	B: Associate Degree	48	11,479	2,996	387	1,917	0,126	
	A: License	243	11,078	3,218	390			
	D: MSc	44	11,272	2,864				
	Total	391	11,312	3,248				
Smartphone Addiction	A: High School	56	11,089	3,723	3			
	B: Associate Degree	48	11,354	3,348	387	0,508	0,677	
	A: License	243	11,065	2,675	390			
	D: MSc	44	11,590	1,716				
	Total	391	11,163	2,847				
Internet Addiction	A: High School	56	9,767	3,258	3			
	B: Associate Degree	48	8,375	2,246	387	2,682	0,047*	A > B
	A: License	243	9,193	3,070	390			
	D: MSc	44	8,454	2,618				
	Total	391	9,092	2,982				
Self-Control	A: High School	56	8,142	4,060	3			
	B: Associate Degree	48	8,770	2,156	387	0,746	0,525	
	A: License	243	8,061	2,832	390			
	D: MSc	44	8,250	3,306				
	Total	391	8,181	3,020				
Fear of Missing Out	A: High School	56	11,803	4,473	3			
	B: Associate Degree	48	10,208	1,785	387	2,781	0,041*	A > B
	A: License	243	10,670	3,148	390			
	D: MSc	44	10,340	2,623				
	Total	391	10,739	3,215				

Anova results according to the education level variable of the participants in Table 8 are examined, phubbing ($F_{(3-390)}=1,917$; $p>.05$), smartphone addiction ($F_{(3-390)}=,508$; $p>.05$), self-control ($F_{(3-390)}=,746$; $p>.05$) scales did not show a statistically significant difference. It was determined that there was a statistically significant difference in the scales of Internet addiction ($F_{(3-390)}=2,682$; $p<.05$), and loss fear ($F_{(3-390)}=2,781$; $p<.05$). When the results of the post-hoc tukey analysis conducted to determine the source of the difference were examined, it was determined that the average score of

the individuals with high school education level was higher than the individuals with associate degree education.

Table 9. Pearson -Correlation Analysis Results Between Scales Used in the Research

		Smartphone Addiction	Internet addiction	Self-Control	Fear of Missing Out
Phubbing	r	0,376 **	0,521 **	0,256 **	0,424 **
	p	0,000	0,000	0,000	0,000
	n	391	391	391	391

Correlation analysis results between the scales are examined in Table 9, it is seen that the relationship between phubbing and smartphone addiction ($r=0.376$, $p < 0.05$) is moderately positive, and between internet addiction ($r=0.521$, $p < 0.05$) is moderately positive. It was determined that there was a statistically significant positive correlation between self-control ($r=0.256$, $p < 0.05$) at a high level, and a moderately positive correlation between Loss fear ($r=0.424$, $p < 0.05$) at a positive level.

Table 10. Regression Analysis Results for the Prediction of the Phubbing Variable

Variables	B	Std . Error	Beta	t	p
(Constant)	2,982	0,641		4,648	0,000
Smartphone Addiction	0,162	0,052	0,142	3,123	0,002
Internet Addiction	0,419	0,052	0,385	8,120	0,000
Self-Control	-0,006	0,049	-0,006	-0,123	0,902
Fear of Missing Out	0,257	0,046	0,254	5,619	0,000
R=600, R ² =360, p=000, Durbin -Watson=1.467					

When the results of multiple linear regression analyze in Table 10 were examined, it was determined that the Phubbing variable was significantly predicted by smartphone addiction ($p=0.002$), internet addiction ($p=0.000$), and fear of loss ($p=0.000$). It was determined that these variables explained 36% of the total variance ($R=600$; $R^2=360$). It was seen that the self-control variable ($p=0.902$) did not significantly predict the phubbing variable.

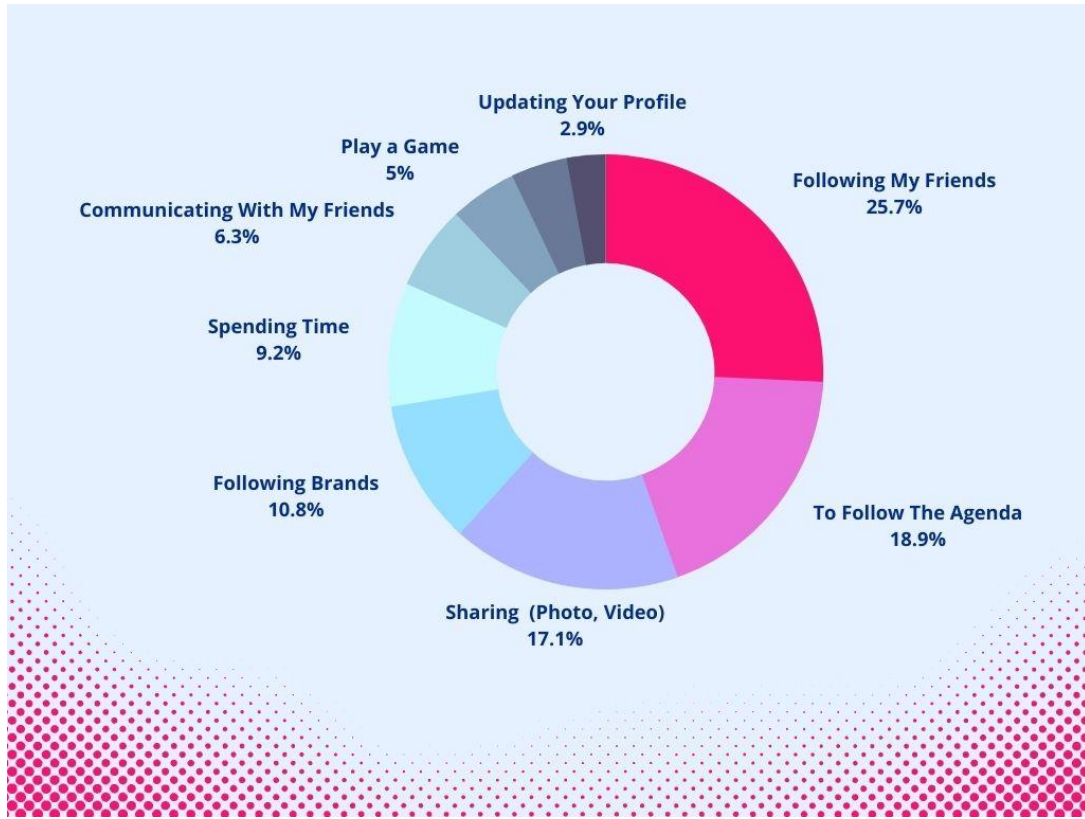


Figure 2. Visualization of Frequency Values of the Answer to Question “For what purpose do you use social media the most?”

As a result of the visualization made with word cloud analysis to the answers given by the participants in Table 11, it is seen that the expressions such as *following my friends*, *following the agenda* and *sharing* are prominent in frequency.

Table 11. “For what purpose do you use social media mostly?” Frequency Values of the Answers to the Question

Answers	f
Following My Friends	98
To follow the agenda	72
Sharing (Photo, Video)	65
Following Brands	41
Spending time	35
Communicating With My Friends	24
Play a game	19
Chatting Online	16
Updating Your Profile	11
Expressing My Feelings and Thoughts	10
Total View	391

5. CONCLUSION AND RECOMMENDATIONS

The research shows that depending on the use of smart phones and social media has become an indispensable part of daily life. The research was carried out on banking sector employees,

a subset of white-collar employees operating in the banking sector, which is the most dynamic sector in Turkey.

When the research results are considered collectively; Descriptive statistics were shared, and it shows that the distribution of mean, standard deviation, skewness and kurtosis values of the scales used in the research is balanced. According to the gender variable, there was no statistically significant difference between phubbing and smartphone addiction and fear of loss, while there was a statistically significant difference between phubbing and internet addiction and self-control. When the differences in these scales were examined, it shows that the mean score of men was higher than that of women.

According to the marital status variable, there was no statistically significant difference between phubbing and internet addiction and fear of loss, while there was a statistically significant difference between smartphone addiction and self-control. In the smartphone addiction scale, it was seen that single individuals had a higher average score than married individuals, and when the self-control scale was examined, married individuals had a higher average score than single individuals.

Anova results obtained according to the age variable; It showed that there was no statistically significant difference in smartphone addiction, internet addiction, self-control, fear of loss. In addition, it has been shared that the phubbing mean scores of individuals between the ages of 25-34 and 35-44 are higher than those in the 45-54 age range.

According to the education level variable, in the Anova results; It shows that there is no significant difference in phubbing, smartphone addiction, self-control, and there is a significant difference in the context of internet addiction. It has been stated that this difference is due to the fact that the average score of individuals with high school education is higher than those with associate degree education.

According to the Pearson correlation results, it was determined that there was a moderately positive relationship between phubbing and smartphone addiction, a moderately positive relationship between internet addiction, a moderately positive relationship between self-control, and a moderately positive relationship between fear of loss.

Another of the shared results is; smart phone addiction, internet addiction and fear of loss variables predicted phubbing significantly, while self-control variable did not significantly predict phubbing variable. Finally, as a result of the visualization of the word cloud analysis, it was shared that the frequency values of the expressions such as *“following my friends,*

following the agenda, sharing” were higher. After this research, it will be more beneficial to conduct studies on people working in different sectors related to phubbing in order to enrich the literature in the future.

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