

Title of Thesis	A Study On Smartphone Addiction Level Among College Student In Ibs College
Name	Lo Yee Hong
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2019
Student Thesis Code	2019/DEC/TIUCT/BBAIB/11

### **ABSTRACT**

The aim of the study is to know about the factors influencing smartphone addiction among college students in IBS College, Miri. The main focus is to justify how excessive use of smartphone would influence the smartphone addiction, whereby four research question that has proposed.

The youngsters' dependency of smartphone is getting higher due to the current technology advance in the world. Also the admiration to the current trend or influencer is more attractive than before. Therefore, many youngster spend plenty time on their smartphone to be updated to the current trend in order not updated to the society.

For the theoretical part, the researcher reviewed through the books, journals and articles whereas the research is done through distribution of questionnaire. After completed the questionnaire, researcher will collect the questionnaire personally from the respondent who have completed the survey questionnaire.

The research is using questionnaire method and gathers information from 60 respondents. Researcher focuses on college students for around 18 to 25 years old from IBS College Miri. The researcher will collect the questionnaire personally from the respondent who have completed the survey questionnaire.