Chapter 4
SOCIAL BASES OF THE MOBILE COMMUNICATIONARCHITECTURES

The youth use different communication architectures in their mobile phones such as phone calls, audio, video, camera, internet, face book, calendar, torch, clock, calculator, music player, ring tones, wall papers, games, extra memory, bluetooth, mobile TV, maps, screen saver, mobile lock and so on. The architectural facilities are found not in all mobile phones; rather these are generally given in high priced and multi-functional mobile sets. Many of low- priced mobile sets do not have these architectures. Simple and low-priced mobile sets have very limited architectures like phone calls, SMS and few others. In this chapter attempt has been made to analyze what type of mobile with what communication architectures the youths have and what social background the youth come. Before analysing the social bases of the youth's communication architectures, a description of the architectures is being given here.

THE MOBILE COMMUNICATION ARCHITECTURES

Phone Call

This architecture is given not only in mobile phones; but also in other phones like landline phone, satellite phone etc. Phone call provides facility to communicate with one another. Perhaps, this is the most used architecture not in mobile phone but in other phones also. Phone calls have different nature. When a phone call has more than one called party it is referred to as a conference call. When two or more users of the network are sharing the same physical line, it is called a party line or rural phone line. Phone call facility is given in all types of phones. So, it is not a matter of age, sex, income, occupation, caste, religion, education etc in using this architecture. One who has phone, he must have to call someone. Of course, some differences are found in making phone calls from mobile phones than landline phones and satellite phones. In mobile phone one can make a call to other without staying in one place. One can move from one place to other when he/she talk in mobile phone. At any place or moment one can make a phone call to others in mobile phone. So, mobile phone provides some extra facility in making phone calls than other phones.

SMS/MMS

SMS stands for Short Messages Service and is also commonly referred to as a 'text messages'. Text messaging or texting is the act of composing and sending brief electronic messages between two or more mobile phones, or fixed or portable devices over a phone network. The text can comprise words or numbers or an alphanumeric combination.

The main goal of the SMS technology is to send and receive SMS from one mobile phone to another phone. It is possible to send and receive messages between a mobile phone and a computer as well. The software can be used to create automated

SMS services or it can be used to simply send messages from popular desktop applications such as Microsoft excel and Microsoft outlook.

MMS stands for Multi-media Messaging Service and this type of text messaging is an evolution of the SMS. With a MMS, one can send a message including pictures, video or audio content to another device. It is most commonly used to send a photo taken with a camera phone to another phone. Most new cell phones with multimedia capabilities support MMS. Because the size of the message is defined in kilobytes, a MMS can contain a lot more information than a SMS.

SMS and MMS is an another way of non-verbal communication that help to contact with anyone at any place or moment. SMS and MMS are sent by most of the mobile phone users. All the mobile phone users do not like to send SMS and MMS from their phones. Age and gender is closely related with this. Because, mobile phone users of all ages and gender do not like to compose a message and to send it to others. Basically SMS and SMS are most popular among the youth; mainly among the youths of the early ages. In some cases, most of them send some text messages among their friend circle in lieu of phone calls. By doing this, they can save both time and money.

Audio

Mobile phone provides the architecture of audio. Of course, this architecture is not given in all types of mobile phone. This architecture is given in those mobile phones which prices are comparatively higher than other phones. Audio in mobile provides the facility of recording voice; listening music, jokes, news and other many programs. Most of the mobile phone users irrespective of age, sex, income, occupation, caste, religion, education etc use audio in mobile phone. Of course, people of all ages do not like to use this architecture. It is popular among the youth of the society.

Video

Video as architecture in mobile set has amusement and recreational function for the users. It provides some facilities like video recording, watching films, jokes and many other programs. There are some features of mobile video like 3GP, MP4, HD and AV1. 3GP and MP4 are almost common in all types of mobile phones having video facility. But HD and AV1 is not common to all mobile phones. These two features are found in expensive, more advance and multifunctional mobile sets. Video films and many other programs can be stored in such type of mobile.

Age and income factor is closely related to having of a mobile video. The mobile sets users of all ages do not like to use video in mobile phones. Similarly, for the economic condition mobile phone users of all income groups cannot use all types of mobile sets having different video features. Of course, economic condition is not a factor for all users for incapability of having a mobile set with some advance video features. It also depends on one's own interest. In some cases, it is seen that some non-employed users use heavy priced mobile sets with some advance video features.

Camera

The mobile sets which provide the facility of camera is called camera phone or

camera mobile. These are known so because of camera and its camera quality to capture pictures and make videos. Of course, all camera mobiles cannot capture the quality photos and videos. It will depend on the quality of mobile phones.There are various types of camera in mobile like digital camera, mega pixel and back camera and front camera. All camera mobiles are digital in nature. The photo and video quality is poor in simple digital cameras than the mega pixel and back camera and front facing camera. Photos cannot be seen visibly in some simple digital camera mobile. Zooming facility is not given in all simple digital camera.

Megapixel camera is quietly different from simple digital camera. This camera is given in the back side of a mobile set. It is more advanced than the simple digital camera. Photos and videos can be captured from distance in megapixel camera. Photos and videos are very clear and zooming capacity is very well in such type of camera. Front facing camera is given on the front screen of the mobile phone. This enables two-way video calls and is also useful for capturing self portraits. This type of camera mobile is high priced and more expensive. Recently, some mobile companies have provided both the front facing and megapixel back camera in the same mobile. Photo quality is very high in front camera. One can capture his/her own photo in such type of camera mobile.

Age, sex, income, occupation, education etc are closely related to possession of camera mobile. Simple digital camera is almost common for the users who have camera mobile. A few person use megapixel camera and the fewest use front camera. The price of the mobile phone with front camera is very high than megapixel and simple digital cameras. So, one's economic condition is closely related to buying of a mobile phone with front camera facility.

Internet

The internet is the global system of interconnected computer networks that use the internet protocol suite to link billions of devices worldwide. It is a network of networks that consists of millions of private, public ,academic, business and government networks of local to global scope, linked by a broad array of electronic, wireless, and optical networking technologies. The internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents and application of the World Wide Web (WWW), electronic mail, telephony and peer to –peer networks for file sharing.

Internet service provider helps in searching the internet. An internet service provider (ISP) is an organization that provides services for accessing, using or participating in the internet. Internet service providers may be organized in various forms, such as commercial, community owned, non- profit, or otherwise privately owned. BSNL, Reliance, Airtel, Aircel, Vodafone etc are the internet service provider organizations in the four villages.Internet service typically provided by ISPs includes internet access, internet transit, domain name, registration, web hosting, Usenet service, and collocation (https//en.wikipedia.org).

Mobile internet refers to access to the internet via a cellular telephone service provider. It is wireless accesses that can handoff to another radio tower while it is

moving across the service area. It can refer to an immobile device that stays connected to one tower, but this is not the meaning of ‘mobile’ here.

Internet has become the backbone of the modern education system. The academic community uses internet to satisfy its diverse needs be it information, education, communication, or research. The students, who were born during full bloom of internet revolution extensively use internet to satisfy their various needs. The highest percentage of internet users belongs to younger generation who opened their eyes in the full light of the internet age. The college students mainly dominate these services and sources as they are well-versed with the new technologies and their applications in the present networked society (A.L.Fayaz 2011).

Facebook

Facebook is an online social networking service. It dominates as a social media platform for news and information. One can circulate different news and information in his own account and other facebook friends can see or collect it. This facility is given in mobile phone also.

One can search his facebook account in mobile phone, laptop and desktop computer. Of course, some facilities are given in searching ones facebook account on mobile phone. In mobile phone one can search his facebook account at anytime and anywhere. This facility is not available in laptop and desktop computers.

Facebook is the preferred social networking tool for most young people that have arguably become a miniature version of internet. Many young people use facebook to perform certain more appealing activities. Of course, many young people also have mixed feelings about facebook and feel that too much information sharing using facebook can be troublesome and a threat to privacy.

Twitter

Twitter is a social network and real-time communication service. It is used by millions of people and organizations to quickly share and discover information. The word Twitter comes from the frequent chirping sound made by birds, hence the bird used in the Twitter logo. Users can access the site via the web and mobile devices to exchange frequent bite-size updates of information called 'tweets' which are messages of up to 140 characters long that anyone can send or read. These messages or tweets are public by default and visible to all those who are following the tweeter. Users share these tweets which are micro-bits of information that can contain things like photos, videos, quotes, article links and more. Each tweet can also have replies from other people creating real-time conversations around hot topics, breaking news and interesting new content. Twitter was able to disrupt traditional point-to-point messaging systems like email by providing this one-to-many interface for rapid content delivery and search. But Twitter has evolved from more than just a real-time communication tool into one of the world's leading sources of social discovery and newsworthy events. This open networking environment has also led to an entire ecosystem built around the Twitter platform coined the 'Twitter verse' where creative people, designers, marketers and businesses can flourish together

(www.socialmediatoday.com).

Twitter facility is given in most of the mobile phones. One can open twitter in his mobile phone and can disseminate some comments through it. Twitter is significantly less popular social network overall than facebook, it is more popular among the group of younger millennials than it is among adults overall.

Mobile TV

Mobile Television is television watched on a small handled or mobile device or mobile phone. It includes pay TV service delivered via mobile phone networks or received free to air via terrestirial television stations. Regular broadcast standards or special mobile TV transmission formats can be used. Additional features include downloading TV programms and podocasts from the internet and storing programming for later viewing.

TV facility is not found in all mobile phone. This facility is found only on those mobile phones which are more advance and high priced. So, users are very less who have this phone. This mobile is not easy to use for the people of all ages, income, occupation and educational levels.

Mobile Radio

Mobile radio refers to wireless communication systems and devices which are based on radio frequencies, and where the path of communication is movable on either end. Some advance mobiles provide radio facility and through it one can listen different programmes like news, music, drama, educational programmes, children,s programmes and so on. People of all ages, sexes, incomes, occupations, educational level, castes and religions listen these programms more or less who have radio facility in their mobile phones.

Map

Some kinds of mobile phone sets have the architecture of Map. Only the high quality and advance mobile phones have this architecture. In mobile phone one can search map at anytime and anywhere. Of course, without good network access one cannot search map and cannot see it. A person can search two types of maps in mobile phones. One is location map and another is world map. A location map refers to a simple map used in cartography to show the location of a particular geographic area within its larger and presumably more familiar context. Depending on the needs of the cartographer, this type of map can be used on its own or as an inset or addition to a larger map. A world map is a map of the surface of the earth, which is made using different map projections. Creation of the world map has been the result of the quest to seek more knowledge about the Earth. The World Map is a three dimensional depiction of earth on a two dimensional plane. It is made by using different kinds of map projections. World Maps are tools which provide varied world maps for any region of the globe and capture the world in different groups like travel maps, oceans, mountains, continents, country, boundaries and many other theme maps. World maps are essentially physical or political. The political world map shows different territorial

borders of countries, while the physical world map displays geographical features like mountains, land use, water bodies, vegetations, soil type etc.

Bluetooth

Bluetooth is a wireless connectivity tool that allows the other devices to interact each other. Bluetooth has a maximum range of about 300 feets. Nearly all laptops will have Bluetooth built-in, most desktops do not include it. In this situation one has to purchase a Bluetooth dongle to connect a desktop computer to Bluetooth device. Most of the mobile phones have Bluetooth facility. Photos, video, cinema etc can be sent from one mobile phone to another via Bluetooth. There is not a matter of age, gender, income, occupation, education etc in case of using Bluetooth in mobile phone.

Calendar

Mobile phones provide the facility of calendar. This calendar facility is automated, and one can watch days, months and events on the mobile screen by opening the menu of the mobile set. There are different types of calendars like day view calendar, month view calendar and event view calendar. Event view calendar is not available in all types of mobile sets except the high priced and multi-functional mobile sets. Age, gender, income, occupation, caste, religion, education etc are not related with using this architecture. One can watch the calendar in mobile sets when he/she needed.

Torch

Torch is architecture of mobile phone. This facility is not available in all types of mobile phones. Price differences do not matter in respect of torch facility in mobile sets. Of course, torch is more powerful in high-priced mobile sets than low priced mobile sets. Torch is most used by the youths of early age than the late age.

Clock

Clock facility is available in all types of mobile sets. The clock features may be different on the basis of the quality of mobile sets. There are different features of mobile clock like display clock, double clock, world clock and reminding clock.

Music player

Music player is not available in all types of mobile sets. This facility is given only in those mobile sets which are comparatively high priced. For music player one can use extra memory in mobile phone to store many audio programs. Music player is favourite of the youths of early age than the late age.

Ringtones

Ringtone is common to all mobile sets. A ringtone is the sound made by a telephone to indicate an incoming call or text message. Not literally a tone nor an actual ring any more, the term is most often used today to refer to customizable sounds on mobile phones.

A phone rings when its network indicates an incoming call and the phone thus

alerts the recipient. For landline telephones, the call signal can be an electric current generated by the switch or exchange to which the telephone is connected, which originally drove an electronic bell. For mobile phones, the network sends the phone a message indicating an incoming call. The sound the caller hears is called the ringback tone, which is not necessarily directly related.

Wall papers

Most of the mobile sets have this architecture except the simple or low-priced mobile sets. Wall paper means some sort of pictures stored in mobile phones. Wall papers in a mobile may be fixed or animated. Animated wall papers move on mobile phone display one after one. Animated wall papers are used most by the youths of early ages.

Extra memory

Extra memory facility is not found in low- priced mobile sets. It is given in those mobile phones which are comparatively high priced. Extra memory is used to store many audios, videos, photos and other programs in mobile phones. The features of extra memory are 1GB, 2GB, 4GB, 8GB, 16GB and 32GB.

Screen saver

Screen saver is an important architecture found in most of the mobile sets. Screen saver may be fixed or animated. Fixed screen savers do not move while animated screen saver move in the mobile screen.

Mobile lock

Mobile phones provide the facility of lock. Lock facility helps in making secure the mobile phones and its different programs. There are various features of mobile lock like pin lock, sim lock and memory lock. Memory lock is not available in all types of mobile sets. Memory lock is given in those mobile phones which have extra memory facility.

SOCIAL BASES OF THE MOBILE COMMUNICATION ARCHITECTURES

Villages and Mobile Communication Architectures

There are various architecture in mobile phone. The architectures of mobile phone are phone calls, SMS/MMS, audio, video, camera, internet, facebook, twitter, mobile TV, mobile radio, map, Bluetooth and so more. These architectures facilitate the youth to communicate with others in different ways. The following table presents various communication architectures of mobile phone:

Table 4.1
Communication Architectures on the Respondents' Mobile Sets by Village
(Percentage in Parentheses)

Communication Architecture on Mobile	No. of Youths				Total N=300
	Komar Khatowal (General Caste dominated Village) N=68	Charigaon (OBC dominated Village) N=88	Gorowal Chungi (SC Village) N= 83	Rampur Gaon (ST Village) N=61	
Phone calls	68 (100.00)	88 (100.00)	83 (100.00)	61 (100)	300 (100.00)
SMS/MMS	68 (100.00)	88 (100.00)	83 (100.00)	61 (100.00)	300 (100.00)
Audio	60 (88.23)	75 (85.22)	64 (77.10)	53 (86.88)	252 (84.00)
Video	56 (82.35)	71 (80.68)	58 (69.87)	48 (78.68)	233 (77.66)
Camera	56 (82.35)	71 (80.68)	58 (69.87)	48 (78.68)	233 (77.66)
Internet	54 (79.41)	68 (77.27)	52 (62.65)	45 (73.77)	219 (73.00)
Facebook	54 (79.41)	68 (77.27)	52 (62.65)	45 (73.77)	219 (73.00)
Twitter	54 (79.41)	68 (77.27)	52 (62.65)	45 (73.77)	219 (73.00)
Mobile TV	5 (7.35)	7 (7.95)	1 (1.04)	2 (3.27)	15 (5.00)
Mobile Radio	56 (82.35)	71 (80.68)	58 (69.87)	48 (78.68)	233 (77.66)
Map	23 (33.82)	31 (35.22)	19 (22.89)	21 (34.42)	94 (31.33)
Bluetooth	60 (88.23)	75 (85.22)	64 (77.10)	53 (86.88)	252 (84.00)

Source: Field Study Conducted during 25th Feb -22nd May 2014

The table shows that phone calls and SMS/MMS are available on mobile sets of all the respondents in the four villages. On the other hand, most of the respondents have audio, video, camera, internet, facebook, twitter, radio and Bluetooth in their mobile sets. A few respondents have map (31.33%) and the fewest have TV (5%) in their mobile phones.

Most of the respondents of the three villages; namely Komar Khatowal (General caste dominated village), Charigaon (OBC dominated village) and Rampur Gaon (ST village) have audio, video, camera, internet, facebook, twitter, radio and Bluetooth in their mobile phone while in the village Gorowal Chungi (SC village), most of the respondents have only five architectures: audio, video, camera, radio and video and majority have internet, facebook and twitter. This means that the number of respondents which have social media on their mobile phones is less in Gorowal Chungi in comparison of other three villages.

In all the villages, a few respondents have map and the fewest have TV in their mobile sets. Among the four villages, the respondents who have map (35.22%) and TV (7.95%) are comparatively more in Charigaon. Among the four villages, the respondents who have map (22.89%) and TV (1.04%) in their mobile sets are

comparatively less in Gorowal Chungi (SC Village).

Thus, (i) phone calls and SMS/MMS are found in the mobile sets of all the respondents; (ii) most of the respondents have audio, video, camera, internet, facebook, twitter, radio and Bluetooth; (iii) a few have map and the fewest have TV in their mobile sets and (iv) the villagers of Gorowal Chungi, a Scheduled Caste Village, has less social media, map and TV as advanced architectures on their phones than those of other three villages, perhaps due to comparatively weaker economic condition.

Age, Gender and Communication Architectures

The communication architectures of mobile sets are related to age and gender. People of all ages and genders do not like every architecture on mobile. Some architecture is preferred by low aged person and some by old aged persons. Similarly, some architecture is preferred by male and some by female. Among the youth, early and late youth age groups may differ in this respect. So, the following table discusses the communication architectures found on mobile sets among the two youth age groups by gender:

Table 4.2
Age, Gender and Communication Architectures on Respondents' Mobile Sets
(Percentage in Parentheses)

Communication Architecture on Mobile Set	Age Groups						Grand Total		
	18-26 (Early Youth Age)			27-35 (Late Youth Age)					
	Male N=105	Female N=58	Total N=163	Male N=73	Female N=64	Total N=137	Male N=178	Female N=122	Total N=300
Phone calls	105 (100)	58 (100)	163 (100)	73 (100)	64 (100)	137 (100)	178 (100)	122 (100)	300 (100)
SMS/MMS	105 (100)	58 (100)	163 (100)	73 (100)	64 (100)	137 (100)	178 (100)	122 (100)	300 (100)
Audio	88 (83.80)	48 (82.75)	136 (83.43)	64 (87.67)	52 (81.25)	116 (84.67)	152 (85.39)	100 (81.96)	252 (84.00)
Video	83 (79.04)	43 (74.13)	126 (77.30)	59 (80.82)	48 (75.00)	107 (78.10)	142 (79.77)	91 (74.59)	233 (77.66)
Camera	83 (79.04)	43 (74.13)	126 (77.30)	59 (80.82)	48 (75.00)	107 (78.10)	142 (79.77)	91 (74.59)	233 (77.66)
Internet	76 (72.38)	43 (74.13)	119 (73.00)	54 (73.97)	46 (71.87)	100 (72.99)	130 (73.03)	89 (72.95)	219 (73.00)
Face book	71 (67.61)	46 (79.31)	117 (71.77)	49 (67.12)	53 (82.81)	102 (74.45)	120 (67.41)	99 (81.14)	219 (73.00)
Twitter	79 (75.23)	39 (67.24)	118 (72.39)	55 (75.34)	46 (71.87)	101 (73.72)	134 (75.28)	85 (69.67)	219 (73.00)
Mobile TV	5 (4.76)	1 (1.72)	6 (3.68)	7 (9.58)	2 (3.12)	9 (6.56)	12 (6.74)	3 (2.45)	15 (5.00)
Mobile Radio	80 (76.19)	39 (67.24)	119 (73.00)	70 (95.89)	44 (68.75)	114 (83.21)	150 (84.26)	83 (68.02)	233 (77.66)
Map	23 (21.90)	18 (31.03)	41 (25.15)	34 (46.57)	19 (29.68)	53 (38.68)	57 (32.02)	37 (30.32)	94 (31.33)
Bluetooth	88 (83.80)	48 (82.75)	136 (83.43)	64 (87.67)	52 (81.25)	116 (84.67)	152 (85.39)	100 (81.96)	252 (84.00)

Source: Field Study Conducted during 25th Feb -22nd May 2014

The table shows that in both the age groups (early youth age & late youth age), most of the respondents have audio, video, camera, internet, facebook, twitter and Bluetooth. Of course, in both the age groups, the highest number of respondents has audio and Bluetooth in mobile phones. In both the age groups, most of the females and majority of the males have face book account.

Of course, in the early youth age, most of males (75.23%) and majority of females (67.24%) have twitter as social media. More respondents of the late youth age (27-35) have TV than the early youth age (18-26). More males have TV in mobile sets than the females. More respondents of the late youth age have map than those of the early youth age. More females in the early youth age and more males in the late youth age have map in mobile.

Thus, the difference between the two groups is more respondents in the late youth age have facebook and twitter than the early youth age. The reason behind it is that by age the respondents of the late youth age are more matured and economically sound than those of the early youth age; to afford high priced mobile sets with some advance architectures like facebook account and twitter.

Religion, Caste and Communication Architectures

The use of communication architectures in mobile sets may be related to religion and caste as an architecture may not come in choice for all religious communities and or castes. All castes and religious communities are not similar economically. Their religious beliefs and practices are also different. So, the use patterns of architectures may be different according to their economic condition, beliefs and practices. The respondents from two religious groups; namely the Hindu and the Christian have these architectures. The Hindu group comprises all the four caste/tribe categories; viz. General Castes, OBCs, SCs and STs whereas the Christian group has STs only. It is shown in the following table:

Table 4.3
Religion, Caste and Communication Architectures on Respondents' Mobile Sets
(Percentage in Parentheses)

Communication Architecture on Mobile	Hinduism					Christianity	Grand Total				
	GCs N=68	OBCs N=88	SCs N=83	STs N=59	Total N=298	STs N=2	GCs N=68	OBCs N=88	SCs N=83	STs N=61	Total N=300
Phone calls	68 (100)	88 (100)	83 (100)	59 (100)	298 (100)	2 (100)	68 (100)	88 (100)	83 (100)	61 (100)	300 (100)
SMS/MMS	68 (100)	88 (100)	83 (100)	59 (100)	298 (100)	2 (100)	68 (100)	88 (100)	83 (100)	61 (100)	300 (100)
Audio	55 (80.88)	82 (93.18)	69 (83.13)	44 (74.57)	250 (83.89)	2 (100)	55 (80.88)	82 (93.18)	69 (83.13)	46 (75.40)	252 (84.00)
Video	56 (82.35)	70 (79.54)	57 (68.67)	48 (81.35)	231 (77.51)	2 (100)	56 (82.35)	70 (79.54)	57 (68.67)	50 (81.96)	233 (77.66)
Camera	56 (82.35)	70 (79.54)	57 (68.67)	48 (81.35)	231 (77.51)	2 (100)	56 (82.35)	70 (79.54)	57 (68.67)	50 (81.96)	233 (77.66)
Internet	54 (79.41)	67 (76.13)	52 (62.65)	45 (76.27)	218 (73.15)	1 (50.00)	54 (79.41)	67 (76.13)	52 (62.65)	46 (75.40)	219 (73.00)
Facebook	54 (79.41)	67 (76.13)	52 (62.65)	45 (76.27)	218 (73.15)	1 (50.00)	54 (79.41)	67 (76.13)	52 (62.65)	46 (75.40)	219 (73.00)
Twitter	54 (79.41)	67 (76.13)	52 (62.65)	45 (76.27)	218 (73.15)	1 (50.00)	54 (79.41)	67 (76.13)	52 (62.65)	46 (75.40)	219 (73.00)
Mobile TV	05 (7.35)	07 (7.95)	01 (1.20)	02 (3.38)	15 (5.03)	-	05 (7.35)	07 (7.95)	01 (1.20)	2 (3.27)	15 (5.00)
Mobile Radio	56 (82.35)	70 (79.54)	57 (68.67)	48 (81.35)	231 (77.51)	2 (100)	56 (82.35)	70 (79.54)	57 (68.67)	50 (81.96)	233 (77.66)
Map	23 (33.82)	31 (35.22)	19 (22.89)	21 (35.59)	94 (31.54)	-	23 (33.82)	31 (35.22)	19 (22.89)	21 (34.42)	94 (31.33)
Bluetooth	60 (88.23)	74 (84.09)	63 (75.90)	53 (89.83)	250 (83.89)	2 (100)	60 (88.23)	74 (84.09)	63 (75.90)	55 (81.96)	252 (84.00)

Source: Field Study Conducted during 25th Feb -22nd May 2014

The table shows that the highest numbers of General Caste respondents (88.23%) have Bluetooth while the highest numbers of OBC (93.18%) and SC respondents (83.13%) have audio. The highest numbers of ST respondents (81.96%) have video, camera, radio and Bluetooth in equal number. The OBC s and the SCs like to listen audio programs while the STs like video, camera, radio and Bluetooth. So, the highest numbers of respondents are found in these three categories of castes.

Among the four Castes, more OBC respondents (7.95%) have TV while more ST respondents (34.42%) have map in mobile sets. Less number of SC respondents have advance architectures in comparison of other three castes. This is perhaps due to their low economic condition and low educational level as compared with the other three castes. All the Christian and Hindu respondents have the architectures of phone calls and SMS/MMS. On the other hand, of the respondents all Christian and most of the Hindus have audio, video, camera, radio and Bluetooth in mobile phones. Similarly, most of the Hindu and majority of the Christian have internet, facebook and twitter. This means that more Hindus have advance architectures than the Christians. The reason behind it is that most of the Christians come from different tribal communities. The tribal people generally reside in the interior places, so mobile network access is not so convenient in these places. So, this is perhaps the reason behind less use of advance architectures among the Christian than the Hindus.

The highest number of Hindu respondents from General Castes (88.23%) has Bluetooth while the highest number of Hindu respondents from OBC (93.18%) and SC (83.13%) has audio. Similarly, the highest numbers of Hindu respondents belong to ST (89.83%) have Bluetooth. Among the four Hindu Castes, more OBC respondents (7.95%) have TV while more ST respondents (35.59%) have map in mobile.

Thus, the mobile architectures to some extent differ according to respondents' caste and religion: (i) More General Caste, OBC and ST respondents have advance architectures than the SC respondents; (ii) A few respondents have map and the fewest have TV in all the categories of caste; (iii) more OBC respondents and the least of the SC respondents have TV in mobile sets; (iv) more ST respondents and the least of the SC respondents have map in mobile sets. The tribes have interest to use some advance architectures like other castes. In this case, their economic condition does not stand as barriers. So, more ST respondents are found who have map in their mobile-phones.

Education, Gender and Communication Architectures

People of different educational qualifications make choice of architectures differently on mobile sets. Some of them take mobile with various architectures and some with limited architectures. Choice of mobile architectures is also different among the genders of different qualifications. The choice of people with educational and gender differences is combined. The respondents of two genders are distributed into eight educational standards; viz, illiterate, primary education, middle school education, high school education, higher secondary school education, graduation, post-graduation and M. Phil/ Ph.D. by various factors like economic condition, needs etc. It is shown in the following table:

Table 4.4
Education, Gender and Communication Architectures on Respondents' Mobile Sets
(Percentage in Parentheses)

Communication Architecture on Mobile	Educational Qualifications																										Total N=300
	Illiterate			Primary			Middle School			High School			Higher Secondary			Graduation			Post Graduate			M.Phil/Ph.D			Grand Total		
	M N=13	F N=2	Total N=15	M N=35	F N=23	Total N=58	M N=28	F N=25	Total N=53	M N=27	F N=23	Total N=50	M N=39	F N=29	Total N=68	M N=26	F N=14	Total N=40	M N=9	F N=5	Total N=14	M N=1	F N=1	Total N=2	M N=178	F N=122	
Phone calls	13 (100)	2 (100)	15 (100)	35 (100)	23 (100)	58 (1000	28 (100)	25 (100)	53 (100)	27 (100)	23 (100)	50 (100)	39 (100)	29 (100)	68 (100)	26 (100)	14 (100)	40 (100)	9 (100)	5 (100)	14 (100)	1 (100)	1 (100)	2 (100)	178 (100)	122 (100)	300 (100)
SMS/MMS	13 (100)	2 (100)	15 (100)	35 (100)	23 (100)	58 (1000	28 (100)	25 (100)	53 (100)	27 (100)	23 (100)	50 (100)	39 (100)	29 (100)	68 (100)	26 (100)	14 (100)	40 (100)	9 (100)	5 (100)	14 (100)	1 (100)	1 (100)	2 (100)	178 (100)	122 (100)	300 (100)
Audio	7 (53.84)	2 (100)	9 (60.00)	26 (74.28)	23 (100)	49 (84.48)	20 (71.42)	25 (100)	45 (84.90)	23 (85.18)	20 (86.95)	43 (86.00)	36 (52.17)	23 (79.31)	59 (86.76)	21 (8.76)	14 (100)	35 (87.5)	6 (66.66)	4 (80.00)	10 (71.42)	1 (100)	1 (100)	2 (100)	134 (75.28)	118 (96.72)	252 (84.00)
Video	5 (38.46)	2 (100)	7 (46.66)	15 (42.85)	22 (95.65)	37 (63.79)	23 (82.14)	24 (96.00)	47 (88.67)	23 (85.18)	23 (100)	46 (92.00)	26 (66.66)	25 (86.20)	51 (75.00)	16 (61.53)	14 (100)	30 (75.00)	8 (88.88)	5 (100)	13 (92.85)	1 (100)	1 (100)	2 (100)	117 (65.73)	116 (95.08)	233 (77.66)
Camera	5 (38.46)	2 (100)	7 (46.66)	15 (42.85)	22 (95.65)	37 (63.79)	23 (82.14)	24 (96.00)	47 (88.67)	23 (85.18)	23 (100)	46 (92.00)	26 (66.66)	25 (86.20)	51 (75.00)	16 (61.53)	14 (100)	30 (75.00)	8 (88.88)	5 (100)	13 (92.85)	1 (100)	1 (100)	2 (100)	117 (65.73)	116 (95.08)	233 (77.66)
Internet	3 (23.07)	-	3 (20.00)	4 (11.42)	10 (43.47)	14 (24.13)	10 (35.71)	18 (72.00)	28 (52.83)	27 (100)	23 (100)	50 (100)	39 (100)	29 (100)	68 (100)	26 (100)	14 (100)	40 (100)	9 (100)	5 (100)	14 (100)	1 (100)	1 (100)	2 (100)	119 (66.85)	100 (81.96)	219 (73.00)
Facebook	3 (23.07)	-	3 (20.00)	4 (11.42)	10 (43.47)	14 (24.13)	10 (35.71)	18 (72.00)	28 (52.83)	27 (100)	23 (100)	50 (100)	39 (100)	29 (100)	68 (100)	26 (100)	14 (100)	40 (100)	9 (100)	5 (100)	14 (100)	1 (100)	1 (100)	2 (100)	119 (66.85)	100 (81.96)	219 (73.00)
Twitter	3 (23.07)	-	3 (20.00)	4 (11.42)	10 (43.47)	14 (24.13)	10 (35.71)	18 (72.00)	28 (52.83)	27 (100)	23 (100)	50 (100)	39 (100)	29 (100)	68 (100)	26 (100)	14 (100)	40 (100)	9 (100)	5 (100)	14 (100)	1 (100)	1 (100)	2 (100)	119 (66.85)	100 (81.96)	219 (73.00)
Mobile TV	-	-	-	-	-	-	-	-	-	-	-	-	1 (2.56)	1 (3.44)	2 (2.94)	5 (19.23)	2 (14.28)	7 (17.5)	3 (33.33)	2 (40.00)	5 (35.71)	-	1 (100)	1 (50.00)	9 (5.05)	6 (4.91)	15 (5.00)
Mobile Radio	5 (38.46)	2 (100)	7 (46.66)	15 (42.85)	22 (95.65)	37 (63.79)	23 (82.14)	24 (96.00)	47 (88.6)	23 (85.18)	23 (100)	46 (92.00)	26 (66.66)	25 (86.20)	51 (75.00)	16 (61.53)	14 (100)	30 (75.00)	8 (88.88)	5 (100)	13 (92.85)	1 (100)	1 (100)	2 (100)	117 (65.73)	116 (95.08)	233 (77.66)
Map	-	-	-	1 (2.85)	2 (8.69)	3 (5.17)	7 (25.00)	4 (16.00)	11 (20.75)	11 (40.74)	6 (26.08)	17 (34.00)	16 (41.02)	11 (37.93)	27 (39.70)	15 (57.69)	10 (71.42)	25 (62.5)	4 (44.44)	5 (100)	9 (64.28)	1 (100)	1 (100)	2 (100)	55 (30.89)	39 (31.96)	94 (31.33)
Bluetooth	7 (53.84)	2 (100)	9 (60.00)	26 (74.28)	23 (100)	49 (84.48)	20 (71.42)	25 (100)	45 (84.90)	23 (85.18)	20 (86.95)	43 (86.00)	36 (52.17)	23 (79.31)	59 (86.76)	21 (8.76)	14 (100)	35 (87.5)	6 (66.66)	4 (80.00)	10 (71.42)	1 (100)	1 (100)	2 (100)	134 (75.28)	118 (96.72)	252 (84.00)

Source: Field Study Conducted during 25th Feb -22nd May 2014

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The table shows that all the males of M.Phil/Ph.D level have TV in mobile sets. Similarly, all the males and females of M.Phil/Ph.D level have map in mobile sets. Both TV and map are two advance architectures of mobile sets. Only the more educated respondents have requirement of or skill to handle the features like TV and map. The males and the females may differ by genders, but both of them are more educated; so, all the more educated males and females have TV and map in mobile sets. Three fifths (60%) of the illiterate have audio and less than half (46.66%) of them have video, camera and radio in mobile sets. A few respondents have internet, facebook and twitter.

Most of the respondents with primary education have audio (84.48%) and over three fifths (63.79%) have camera, radio and Bluetooth. A few respondents have internet, facebook, twitter and map in mobile sets.

Most of the respondents educated between the middle school to post graduate level, have audio, video and camera.

All the respondents from high school to M.Phil/Ph.D have internet, facebook and twitter. A few more educated respondents have TV and map in mobile sets.

A few respondents from higher secondary level to post graduation and half of the M.Phil/Ph.D holders have TV in their mobile sets. Similarly, a few respondents from primary school to post graduation level have map in mobile phones. Of course, all the respondents of M.Phil/Ph.D levels have map in mobile sets.

Thus, the data reveal that (i) phone calls and SMS/MMS are available across the educational levels of illiterate and literate; (ii) Only educated respondents have requirement of or Skill to handle the features like audio, video, camera, internet, facebook, twitter, radio and Bluetooth; (iii) more educated respondents use map and TV in mobile sets; (iv) Obviously, one finds a corresponding relationship between the educational level and the mobile architectures used by the respondents.

Occupation, Income and Communication Architectures

Choice of a mobile set and its architectures depends on one's occupation as well as income. People of all occupation and income groups cannot take cannot take all types of mobile set with different architectures. One who has high income can take high-priced mobile sets with advance architectures but a low income person cannot do this. Similarly, people from all occupations require all architectures no do have equally incomes to possess a mobile set of similar architectures. The respondents fall into five categories of occupations, viz, agriculture, service, business, labour and non-employed, and four income groups comprising Rs 0-2828, 2829-5657, 5658-8486 and 8487-11315 of BPL families of the respondents. The unemployed are the people like students, housewives etc. The following tables show the communication architectures of different income and occupations of the respondents

Table 4.5
Occupation, Annual Income and Communication Architectures on BPL Respondents' Mobile Sets
(Percentage in Parentheses)

Income and Occupation		Communication Architecture on Mobile	Phone calls	SMS/MMS	Audio	Video	Camera	Internet	Facebook	Twitter	Mobile TV	Mobile Radio	Map	Bluetooth
Agriculture		0-2828 N=9	9 (100)	9 (100)	4 (44.44)	6 (66.66)	6 (66.66)	2 (22.22)	2 (22.22)	2 (22.22)	-	6 (66.66)	-	4 (44.44)
		2829-5657 N=4	4 (100)	4 (100)	2 (50.00)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	-	4 (100)	-	2 (50.00)
		5658-8486 N=9	9 (100)	9 (100)	9 (100)	7 (77.77)	7 (77.77)	4 (44.44)	4 (44.44)	4 (44.44)	-	7 (77.77)	1 (11.11)	9 (100)
		8487-11315 N=10	10 (100)	10 (100)	10 (100)	6 (60.00)	6 (60.00)	5 (50.00)	5 (50.00)	5 (50.00)	-	6 (60.00)	3 (30.00)	10 (100)
		Total N=32	32 (100)	32 (100)	25 (78.12)	23 (71.87)	23 (71.87)	15 (46.87)	15 (46.87)	15 (46.87)	-	23 (71.87)	4 (12.5)	25 (78.12)
Service		0-2828 N=22	22 (100)	22 (100)	13 (59.09)	17 (77.27)	17 (77.27)	22 (100)	22 (100)	22 (100)	-	17 (77.27)	3 (13.63)	13 (59.09)
		2829-5657 N=10	10 (100)	10 (100)	10 (100)	6 (60.00)	6 (60.00)	10 (100)	10 (100)	10 (100)	-	6 (60.00)	8 (80.00)	10 (100)
		5658-8486 N=5	5 (100)	5 (100)	5 (100)	4 (80.00)	4 (80.00)	5 (100)	5 (100)	5 (100)	1	4 (80.00)	4 (80.00)	5 (100)
		8487-11315 N=5	5 (100)	5 (100)	5 (100)	4 (80.00)	4 (80.00)	5 (100)	5 (100)	5 (100)	3 (60.00)	4 (80.00)	4 (80.00)	5 (100)
		Total N=42	42 (100)	42 (100)	33 (78.57)	31 (73.80)	31 (73.80)	42 (100)	42 (100)	42 (100)	4 (9.52)	31 (73.80)	19 (45.23)	33 (78.57)
Business		0-2828 N=22	22 (100)	22 (100)	10 (45.45)	8 (36.36)	8 (36.36)	22 (100)	22 (100)	22 (100)	-	8 (36.36)	4 (18.18)	10 (45.45)
		2829-5657 N=13	13 (100)	13 (100)	13 (100)	11 (84.61)	11 (84.61)	13 (100)	13 (100)	13 (100)	-	11 (84.61)	8 (61.53)	13 (100)
		5658-8486 12=12	12 (100)	12 (100)	12 (100)	10 (83.33)	10 (83.33)	12 (100)	12 (100)	12 (100)	2 (16.66)	10 (83.33)	9 (75.00)	12 (100)
		8487-11315 N=6	6 (100)	6 (100)	5 (83.33)	6 (100)	6 (100)	6 (100)	6 (100)	6 (100)	3 (50.00)	6 (100)	6 (100)	5 (83.33)
		Total N=53	53 (100)	53 (100)	40 (75.47)	35 (66.03)	35 (66.03)	53 (100)	53 (100)	53 (100)	5 (9.43)	35 (66.03)	27 (5.94)	40 (75.47)
Labour		0-2828 N=15	15 (100)	15 (100)	14 (93.33)	15 (100)	15 (100)	-	-	-	-	15 (100)	-	14 (93.33)
		2829-5657 N=12	12 (100)	12 (100)	12 (100)	11 (91.66)	11 (91.66)	2 (16.66)	2 (16.66)	2 (16.66)	-	11 (91.66)	-	12 (100)
		5658-8486 N=8	8 (100)	8 (100)	8 (100)	7 (87.5)	7 (87.5)	5 (62.5)	5 (62.5)	5 (62.5)	-	7 (87.5)	2 (25.00)	8 (100)
		8487-11315 N=4	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	1 (25.00)	4 (100)	3 (75.00)	4 (100)
		Total N=39	39 (100)	39 (100)	38 (97.43)	37 (94.87)	37 (94.87)	11 (28.20)	11 (28.20)	11 (28.20)	1 (2.56)	37 (94.87)	5 (12.82)	38 (97.43)
Non-employed		0-2828 N=12	12 (100)	12 (100)	12 (100)	11 (91.66)	11 (91.66)	10 (83.33)	10 (83.33)	10 (83.33)	-	11 (91.66)	1 (8.33)	12 (100)
		2829-5657 N=11	11 (100)	11 (100)	10 (90.90)	10 (90.90)	10 (90.90)	4 (36.36)	4 (36.36)	4 (36.36)	-	10 (90.90)	3 (27.27)	10 (90.90)
		5658-8486 N=6	6 (100)	6 (100)	6 (100)	4 (66.66)	4 (66.66)	5 (83.33)	5 (83.33)	5 (83.33)	-	4 (66.66)	-	6 (100)
		8487-11315 N=4	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	4 (100)	-	4 (100)	3 (75.00)	4 (100)
		Total N=33	33 (100)	33 (100)	32 (96.96)	29 (87.87)	29 (87.87)	25 (75.75)	25 (75.75)	25 (75.75)	-	29 (87.87)	7 (21.21)	32 (96.96)
Grand Total		0-2828 N=80	80 (100)	80 (100)	53 (66.25)	57 (71.25)	57 (71.25)	56 (70)	56 (70)	56 (70)	-	57 (71.25)	8 (10.00)	53 (66.25)
		2829-5657 N=50	50 (100)	50 (100)	47 (94.00)	42 (84.00)	42 (84.00)	33 (66.00)	33 (66.00)	33 (66.00)	-	42 (84.00)	19 (38.00)	47 (94.00)
		5658-8486 N=40	40 (100)	40 (100)	40(100)	32 (80.00)	32 (80.00)	30 (75.00)	30 (75.00)	30 (75.00)	3 (7.5)	32 (80.00)	16 (40.00)	40(100)
		8487-11315 N=29	29 (100)	29 (100)	28 (96.55)	24 (82.75)	24 (82.75)	27 (93.10)	27 (93.10)	27 (93.10)	7 (24.13)	24 (82.75)	19 (65.51)	28 (96.55)
		Total N=199	199 (100)	199 (100)	168 (84.42)	155 (77.88)	155 (77.88)	146 (73.36)	146 (73.36)	146 (73.36)	10 (5.02)	155 (77.88)	62 (31.15)	168 (84.42)

Source: Field Study Conducted during 25th Feb -22nd May 2014

The table shows that most of the BPL respondents have audio, video, camera, internet facebook, twitter and Bluetooth. A few respondents have map (31.35%) and the fewest have TV (5.02%) in mobile phones.

The highest numbers of BPL respondents in the income group Rs 0-2828 have the architecture of video and camera. Respondents are not found in vast difference in the income groups of Rs 0-2828 and Rs 2829-5657 who have these two architectures. Of course, between these two income groups, respondents are found more in the income group of Rs 2829-5657 than the respondents in the income groups of Rs 0-2828 who have these two architectures: video and camera.

In the income group Rs 2829-5657, most of the respondents have audio. The numbers of the respondent exhibits are found vast difference in the two income groups of Rs 0-2828 and Rs 2829-5657 in respect of audio: 66.25 percent and 94 percent respectively.

More respondents in the income group Rs 0-2828 have internet, facebook and twitter than the respondents in the income group of Rs 2829-5657.

There is no vast difference of respondents in these two income groups who have radio in mobile sets. Because, radio use is based on one's interest; not in one's economic condition.

Vast difference is found in both the income groups who have map in their mobile sets. 10 percent respondents in the income group of Rs 0-2828 and 38 percent respondent in the income group of Rs 2829-5657 have this architecture**.**

All the respondents in the income group of Rs 5658-8486 and the most of the respondents (96.55%) in the income group of Rs 84847-11315 have the architectures of audio in mobile sets.

A vast difference is found in both the income groups in case of social media. 93.10 percent of the respondents equally have internet, facebook and twitter in the income group Rs 8487-11315 while 75 percent of the respondent in the income group of Rs 5658-8486 have this architectures.

More respondents in the income group of Rs 8487-11315 have TV in mobile sets than the respondents in the income group of Rs 5658-8486.

There is a little difference in both the income groups Rs 5658-8486 and Rs 8487-11315, who have radio. More respondents in the income group of Rs 8487-11315 have radio than in the income group of Rs 5658-8486.

More respondents in the income group of Rs 8487-11315 have map in comparison of the respondents in the income group of Rs 5658-8486.

These patterns indicate that all the architectures are distributed over all the income groups of the BPL respondents; however the number of the respondents increases correspondingly with the increase in income. Besides, some advance features like TV, map etc are found either in the mobile sets of some of the BPL respondents in the highest income groups or in the mobiles of a few respondents in other income groups.

Most of the agriculturalists in the BPL category have the architectures of audio, and Bluetooth. Most of them have video, camera and radio. In this category of occupation less than half of the respondents (46.87%) equally have internet,

facebook and twitter and more than one tenth (12.5%) have map in their mobile sets.

Thus, BPL respondents occupied with agriculture have advance architectures in their mobile sets.

All the service holders and businessmen have internet, facebook and twitter while the most of the service holders equally have the architectures of audio and Bluetooth. The highest numbers of businessman also have two architectures: but there is found a little difference between these two occupations: more service holders have these architectures than businessmen.

Most of the service holders and majority of businessmen have the architectures of video, camera and radio.

In both the occupations, a few and almost equal in number have the architecture of TV in mobile sets. Near about half of the service holders and more than half of businessmen have map in their mobile sets.

Thus, the respondents in the higher income groups occupied with business have TV in their mobile sets and in respect of other features the occupation of business does not make significant difference as compared with the occupations of agriculture and service as well as the non-employed.

The highest numbers of labourers and non-employed respondents have the architecture of audio and Bluetooth. But a little difference is found in case of both the occupations. More labourers have these architectures than the non-employed. Most of labourers have equally video, camera and radio. Most of the non-employed also have these architectures, but with the difference that more labourers have these architectures than the non-employed.

A vast difference is found in case of internet, facebook and twitter. A few labourers and most of the non-employed have these architectures. The fewest of the labourers have TV in mobile sets while more non-employed have map than the labourers.

Thus, most of the respondents occupied with labour have audio, video and radio in their mobile sets; around one fourth have social media and insignificant number has TV and map in their mobile sets.

The patterns indicate that the most of the BPL respondents have audio, video, camera, internet, facebook account, twitter, radio and Bluetooth. A few respondents have TV and map in mobile phone. Of course, all the service holders and businessman have internet, facebook account and twitter in mobile phones. A few labours have the architectures of internet, facebook and twitter. This is perhaps due to their less interest in using such architectures.

This implies that it is not occupation but rather income that determines the architectural features on mobile sets of youth. As prices of technology (mobile sets) come down, even income differences do not matter in respect of advance features on mobile sets.

The communication architectures among APL respondents are shown in the following table:

Table 4.6
Occupation, Annual Income and Communication Architectures on APL Respondents' Mobile Sets
(Percentage in Parentheses)

Communication Architecture on Mobile	Income and Occupation																												Grand Total					
	Agriculture						Service						Business						Labour						Non-employed											
	11316-14144 N=2	14145-16973 N=3	16974-19802 N=2	19803-22631 N=3	22632< N=3	T otal N=13	11316-14144 N=5	14145-16973 N=6	16974-19802 N=3	19803-22631 N=5	22632< N=8	Total N=27	11316-14144 N=5	14145-16973 N=5	16974-19802 N=4	19803-22631 N=8	22632< N=7	Total N=29	11316-14144 N=2	14145-16973 N=3	16974-19802 N=2	19803-22631 N=5	22632< N=7	Total N=19	11316-14144 N=3	14145-16973 N=2	16974-19802 N=3	19803-22631 N=2	22632< N=3	Total N=13	11316-14144 N=17	14145-16973 N=19	16974-19802 N=14	19803-22631 N=23	22632< N=28	Total N=101
Phone calls	2 (100)	3 (100)	2 (100)	3 (100)	3 (100)	13 (100)	5 (100)	6 (100)	3 (100)	5 (100)	8 (100)	27 (100)	5 (100)	5 (100)	4 (100)	8 (100)	7 (100)	29 (100)	2 (100)	3 (100)	2 (100)	5 (100)	7 (100)	19 (100)	3 (100)	2 (100)	3 (100)	2 (100)	3 (100)	13 (100)	17 (100)	19 (100)	14 (100)	23 (100)	28 (100)	101 (100)
SMS/MMS	2 (100)	3 (100)	2 (100)	3 (100)	3 (100)	13 (100)	5 (100)	6 (100)	3 (100)	5 (100)	8 (100)	27 (100)	5 (100)	5 (100)	4 (100)	8 (100)	7 (100)	29 (100)	2 (100)	3 (100)	2 (100)	5 (100)	7 (100)	19 (100)	3 (100)	2 (100)	3 (100)	2 (100)	3 (100)	13 (100)	17 (100)	19 (100)	14 (100)	23 (100)	28 (100)	101 (100)
Audio	2 (100)	3 (100)	2 (100)	3 (100)	3 (100)	13 (100)	4 (80.00)	6 (100)	3 (100)	5 (100)	4 (50.00)	22 (81.48)	4 (80.00)	5 (100)	4 (100)	7 (87.5)	5 (71.42)	25 (86.20)	1 (50.00)	3 (100)	1 (50.00)	4 (80.00)	3 (42.85)	12 (63.15)	3 (100)	2 (100)	3 (100)	2 (100)	2 (66.66)	12 (92.30)	14 (82.35)	19 (100)	13 (92.85)	21 (91.30)	17 (60.71	84 (83.16)
Video	2 (100)	2 (66.66)	2 (100)	2 (66.66)	2 (66.66)	10 (76.92)	5 (100)	5 (83.33)	3 (100)	5 (100)	6 (75.00)	24 (88.88)	3 (60.00)	5 (100)	2 (50.00)	5 (62.5)	6 (85.71)	21 (72.41)	-	2 (66.66)	2 (100)	3 (60.00)	4 (57.14)	11 (57.89)	3 (100)	2 (100)	3 (100)	2 (100)	2 (66.66)	12 (92.30)	13 (76.47)	16 (84.21)	12 (85.71)	17 (73.91)	20 (71.42)	78 (77.22)
Camera	2 (100)	2 (66.66)	2 (100)	2 (66.66)	2 (66.66)	10 (76.92)	5 (100)	5 (83.33)	3 (100)	5 (100)	6 (75.00)	24 (88.88)	3 (60.00)	5 (100)	2 (50.00)	5 (62.5)	6 (85.71)	21 (72.41)	-	2 (66.66)	2 (100)	3 (60.00)	4 (57.14)	11 (57.89)	3 (100)	2 (100)	3 (100)	2 (100)	2 (66.66)	12 (92.30)	13 (76.47)	16 (84.21)	12 (85.71)	17 (73.91)	20 (71.42)	78 (77.22)
Internet	-	1 (33.33)	2 (100)	3 (100)	3 (100)	9 (69.23)	4 (80.00)	4 (66.66)	2 (66.66)	5 (100)	8 (100)	23 (85.18)	5 (100)	3 (60.00)	-	7 (87.5)	5 (71.42)	20 (68.96)	2 (100)	2 (66.66)	2 (100)	2 (40.00)	2 (28.57)	10 (52.63)	3 (100)	2 (100)	1 (33.33)	2 (100)	3 (100)	11 (84.61)	14 (82.35)	12 (63.15)	7 (50.00)	19 (82.60)	21 (75.00)	73 (72.27)
Facebook	-	1 (33.33)	2 (100)	3 (100)	3 (100)	9 (69.23)	4 (80.00)	4 (66.66)	2 (66.66)	5 (100)	8 (100)	23 (85.18)	5 (100)	3 (60.00)	-	7 (87.5)	5 (71.42)	20 (68.96)	2 (100)	2 (66.66)	2 (100)	2 (40.00)	2 (28.57)	10 (52.63)	3 (100)	2 (100)	1 (33.33)	2 (100)	3 (100)	11 (84.61)	14 (82.35)	12 (63.15)	7 (50.00)	19 (82.60)	21 (75.00)	73 (72.27)
Twitter	-	1 (33.33)	2 (100)	3 (100)	3 (100)	9 (69.23)	4 (80.00)	4 (66.66)	2 (66.66)	5 (100)	8 (100)	23 (85.18)	5 (100)	3 (60.00)	-	7 (87.5)	5 (71.42)	20 (68.96)	2 (100)	2 (66.66)	2 (100)	2 (40.00)	2 (28.57)	10 (52.63)	3 (100)	2 (100)	1 (33.33)	2 (100)	3 (100)	11 (84.61)	14 (82.35)	12 (63.15)	7 (50.00)	19 (82.60)	21 (75.00)	73 (72.27)
Mobile TV	-	-	-	-	-	-	-	-	-	-	2 (25.00)	2 (7.40)	-	-	-	1 (12.5)	2 (28.57)	3 (10.34)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 (4.34)	4 (14.28)	5 (4.95)
Mobile Radio	2 (100)	2 (66.66)	2 (100)	2 (66.66)	2 (66.66)	10 (76.92)	5 (100)	5 (83.33)	3 (100)	5 (100)	6 (75.00)	24 (88.88)	3 (60.00)	5 (100)	2 (50.00)	5 (62.5)	6 (85.71)	21 (72.41)	-	2 (66.66)	2 (100)	3 (60.00)	4 (57.14)	11 (57.89)	3 (100)	2 (100)	3 (100)	2 (100)	2 (66.66)	12 (92.30)	13 (76.47)	16 (84.21)	12 (85.71)	17 (73.91)	20 (71.42)	78 (77.22)
Map	-	-	-	1 (33.33)	3 (100)	4 (30.76)	2 (40.00)	-	3 (100)	2 (40.00)	1 (12.5)	8 (29.62)	2 (40.00)	2 (40.00)	-	3 (37.5)	5 (71.42)	12 (41.37)	-	1 (33.33)	-	-	4 (57.14)	5 (26.31)	-	-	-	2 (100)	1 (33.33)	3 (23.07)	4 (23.52)	3 (15.78)	3 (21.42)	8 (34.78)	14 (50.00)	32 (31.68)
Bluetooth	2 (100)	3 (100)	2 (100)	3 (100)	3 (100)	13 (100)	4 (80.00)	6 (100)	3 (100)	5 (100)	4 (50.00)	22 (81.48)	4 (80.00)	5 (100)	4 (100)	7 (87.5)	5 (71.42)	25 (86.20)	1 (50.00)	3 (100)	1 (50.00)	4 (80.00)	3 (42.85)	12 (63.15)	3 (100)	2 (100)	3 (100)	2 (100)	2 (66.66)	12 (92.30)	14 (82.35)	19 (100)	13 (92.85)	21 (91.30)	17 (60.71)	84 (83.16)

Source: Field Study Conducted during 25th Feb -22nd May 2014

The table shows that most of the APL respondents have audio, video, camera, internet facebook, twitter and Bluetooth. A few respondents have map (31.68%) and the fewest have TV (4.95%) in mobile phones.

By and large, most of the respondents (61% to 93%) in all the income groups have audio, internet, facebook, twitter mobile radio and Bluetooth. On their mobile sets, barring mobile TV and map is found in the mobile sets of the APL respondents (4% and 14%) in the two highest income groups while map is found in the mobile sets of half of the respondents in the highest income groups, one third (35%) in the last but one income group and over 10 % to about one fourth in the rest of the groups.

Thus across the income groups most of the APL respondents have most of the advance architectural features in their mobile sets. One TV is found in the mobile sets of the two highest income groups of the respondents. Though map is found on mobile sets of the respondents who are from all the income groups but their number increases along with the size of income.

This means that at a level communication technology is adopted by all people irrespective of their income differences. It happens when it becomes cheaper and affordable everyone.

All the agriculturalists have the architecture of audio and Bluetooth; most of them have video, camera, radio and majority of have internet, facebook and twitter. A few respondents have map in their mobile phones.

Thus, APL respondents occupied with agriculture have map in less number. But other advance architectures like audio, video, camera, internet, facebook and twitter is more in numbers.

Most of the service holders have audio and Bluetooth. Similarly, most of the businessmen also have these two architectures; but there is found a little difference. More businessmen have these architectures than the service holders. Most of the service holders and businessmen have the architectures of video, camera, internet, facebook and twitter. Of course, more service holders have these architectures than the businessmen. More businessmen have TV than the service holders. Similarly, more businessmen have map than the service holders.

Thus, it is found that more APL service holders have advance architectures than the businessmen while the more APL businessmen have the most advance architectures like TV and map in their mobile sets.

Majority of the labourers have the architecture of audio, video, camera, internet facebook, twitter, radio and Bluetooth while most the non-employed persons have these all architectures in mobile phone. A little difference is found in both the occupation that have map in mobile phone. Of course, more labours have the architecture of map in the mobile phones than the non-employed respondents.

Thus, majority of labourers and most of the non-employed respondents have advance architectures. Map facility is found more in the mobile sets of labourers than the non-employed respondents.

SUMMARY OF THE CHAPTER

From the forgoing analyses the following patterns are drawn:

(1)All the respondents of the four villages have the architectures of phone calls and SMS/MMS in their mobile phones as these are essential features of the mobile set. Most of the respondents of the three villages - Komar Khatowal (General Caste Village), Charigaon (OBC Village) and Rampur Gaon (ST Village)- have the architectures of audio, video, camera, internet, facebook, twitter, radio and Bluetooth in their mobile phones.

In the village Gorowal Chungi (SC Village), most of the respondents have only five architectures: audio, video, camera, radio and video, and majority have internet, facebook and twitter.

Among the four villages, the respondents who have map and TV are comparatively more in Charigaon. The village Gorowal Chungi has less respondents who have social media, map and TV as architectures on their mobile sets as compared with other three villages. The village Komar Khatowal (General Caste village) has more social media on their sets than those of other three villages.

Thus, one finds a positive relationship between the level of development and the architectures on mobile sets of the youth.

(2) All the respondents in both the age groups (early and late youth age groups) have phone calls and SMS/MMS on their mobile phones as they are essential for communication.

Most of them have audio, video, camera, internet, facebook, twitter and Bluetooth. In both the age groups, most of the females and majority of males have facebook account. In early youth age, most of males and majority of females have twitter as social media.

A few respondents in both the age groups have TV and map in mobile phones. More males have TV than females in both the age groups.

More females in early youth age (18-26) and more male in late youth age (27-35) have map in mobile phones.

(3) More General caste, OBC and ST respondents have advance architectures than the SC respondents.

A few respondents have map and the fewest have TV in all the categories of caste/tribe.

More OBC respondents and the least of the SC respondents have TV in mobile. More ST respondents and least SC respondents have map in mobile phones.

All the Christian respondents and most of the Hindu respondents have audio, video, camera, radio and Bluetooth in mobile sets. Most of the Hindu respondents and majority of the Christian respondents have internet, facebook and twitter.

(4)Most of the respondents with different educational qualification have audio, video, camera, internet, facebook, twitter, radio and Bluetooth. A few respondents have map and the fewest have TV in mobile phones.

More females of different educational qualifications have audio, video, camera, internet, facebook, twitter, radio, map and bluetooth than the males. On the

other hand, more males have TV than the females. All the males of M.Phil/Ph.D level have TV in mobile phones. Similarly, all the males and females of M.Phil/Ph.D level have map in mobile phones.

Majority of illiterate respondents have audio and less than half of them have video, camera and radio in mobile phones. A few respondents have internet, facebook and twitter. Most of the respondents of primary level have audio and half of them have camera, radio and Bluetooth. A few respondents have internet, facebook, twitter and map in mobile phones.

Most of the respondents with the educational qualification from middle school to post graduate level have audio, video and camera. On the other hand, all the respondents educated between high school and M.Phil/Ph.D level have internet, facebook and twitter. A few more educated respondents have TV and map in mobile sets. A few respondents with education between higher secondary level and post graduation and half of those who have education of M.Phil/Ph.D level have TV. Similarly, a few respondents with educational ranking from primary to post graduate level have map in mobile phones. All the M.Phil/Ph.D level have map in mobile sets.

(5) Most of the BPL respondents in the income group Rs 0-2828 have the architectures of video and camera. Between these two income groups, respondents are found more in the income group Rs 2829-5657 than the respondents in the income group Rs 0-2828 who have these two architectures.

More respondents in the income group Rs 0-2828 have internet, facebook and twitter than the respondents in the income group Rs 2829-5657. Almost equal numbers of the respondents in both the income groups have the architectures of radio.

All the respondents in the income group Rs 5658-8486 and most of the respondents (96.55%) in the income group Rs 8487-11315 have the architecture of audio in mobile sets. 93.10 % of the respondents equally have internet, facebook and twitter in the income group Rs 8487-11315 while 75 percent of the respondents in the income group Rs 5658-8486 have this architectures.

More respondents in the income group Rs 8487-11315 have TV in mobile sets than the respondents in the income group Rs 5658-8486.

More respondents in the income group Rs 8487-11315 have map in comparison of the respondents in the income group Rs 5658-8486.

Thus, some advance architectures like TV, map etc are found either in the mobile sets of some of the BPL respondents in the highest income groups or in the mobiles of a few respondents in other income groups.

Most of the agriculturalists in the BPL category have the architectures of audio, and Bluetooth. Most of them have video, camera and radio. In this category of occupation less than half of the respondents (46.87%) equally have internet, facebook and twitter and more than one tenth (12.5%) have map in their mobile sets.

All the service holders and businessmen have internet, facebook and twitter while the most of the service holders equally have the architectures of audio and Bluetooth. The highest numbers of businessman also have these two architectures. More service holders have these architectures than businessmen.

Most of the service holders and majority of businessmen have the

architectures of video, camera and radio.

In both the occupations, a few and almost equal in number have the architecture of TV in mobile sets. Near about half of the service holders and more than half of businessmen have map in their mobile sets.

Thus, the respondents in the higher income groups occupied with business have TV in their mobile sets and in respect of other features the occupation of business does not make significant difference as compared with the occupations of agriculture and service as well as the non-employed.

The highest numbers of labourers and non-employed respondents have the architecture of audio and Bluetooth. More labourers have these architectures than the non-employed. Most of labourers have equally video, camera and radio. Most of the non-employed also have these architectures, but with the difference that more labourers have these architectures than the non-employed.

A few labourers and most of the non-employed respondents have internet, facebook and twitter. The fewest of the labourers have TV in mobile sets while more non-employed have map than the labourers.

Thus, most of the respondents occupied with labour have audio, video and radio in their mobile sets; around one fourth have social media and insignificant number has TV and map in their mobile sets.

Thus, most of the BPL respondents have audio, video, camera, internet, facebook account, twitter, radio and Bluetooth. A few respondents have TV and map in mobile phone. Of course, all the service holders and businessman have internet, facebook account and twitter in mobile phones. A few labours have the architectures of internet, facebook and twitter.

(6) Most of the respondents (61% to 93%) in all the APL income groups have audio, internet, facebook, twitter mobile radio and Bluetooth. On their mobile sets, barring mobile TV and map is found in the mobile sets of the APL respondents (4% and 14%) in the two highest income groups while map is found in the mobile sets of half of the respondents in the highest income groups, one third (35%) in the last but one income group and over 10 % to about one fourth in the rest of the groups.

Thus, across the income groups most of the APL respondents have most advance architectural features in their mobile sets. One TV is found in the mobile sets of the two highest income groups of the respondents. Though map is found on mobile sets of the respondents who are from all the income groups but their number increases along with the size of income.

All the agriculturalists of APL category have the architecture of audio and Bluetooth; most of them have video, camera, radio and majority have internet, facebook and twitter. A few respondents have map in their mobile phones.

Thus, APL respondents occupied with agriculture have map in less number. But other advance architectures like audio, video, camera, internet, facebook and twitter is more in numbers.

The most of service holders have the architectures of audio and Bluetooth. Similarly, most of the businessmen also have these two architectures. More businessmen have these architectures than the service holders. Most of the service

holders and businessmen have the architectures of video, camera, internet, facebook and twitter. Of course, more service holders have these architectures than the businessmen. More businessmen have the architectures of TV than the service holders. Similarly, more businessmen have map than the service holders.

Thus, more APL service holders have advance architectures than the businessmen while the more APL businessmen have the most advance architectures like TV and map in their mobile sets.

Majority of the labourers have the architecture of audio, video, camera, internet facebook, twitter, radio and Bluetooth while most the non-employed persons have these all architectures in mobile phone. More labours have the architecture of map in the mobile sets than the non-employed respondents.

Majority of labourers and most of the non-employed respondents have advance architectures. Map facility is found more in the mobile sets of labourers than in the non-employed respondents.

CONCLUSION

In sum, age, gender, income, occupation, caste, religion, education etc are closely related in case of having communication architectures in mobile phone. Some like mobile phones with some limited architectures while some other like with advance and latest architectures. It is mainly based on ones age, gender, income, occupation, caste, religion and education.

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