



FRIENDSHIP AND COURTSHIP IN THE ERA OF SMARTPHONE: EXPERIENCE FROM YOUTHS IN HIGHER LEARNING INSTITUTIONS IN DODOMA MUNICIPALITY TANZANIA

Churk, J. P.

*Department of Business Administration, College of Business Education, Dodoma Tanzania.
josephinechurk2022@gmail.com / josephine.churk@cbe.ac.tz*

ABSTRACT

Purpose: As technological advancement in terms of digital communication is increased, the use of smartphones among individuals as a source of information and community practices also increased. The study examined the role of the smartphone in building friendships and courtships among youth in public academic institutions in Dodoma Municipality.

Design/ Methodology/ Approach: The study used mixed methods including surveys and interviews to understand the way youths utilise smartphones in building friendships and courtship. Descriptive and content data analysis were used to analyse the data.

Findings: The findings revealed that smartphone has significantly enabled youth to access valuable information about their intimate friends and courting partners. It also revealed that functions provided by smartphone enabled youth to keep their partners closer by utilising social media networks.

Research Limitation: The study focused only on youths in Higher Learning Institutions in Dodoma City, Tanzania thus limiting generalisations.

Practical implications: The study recommends the need for a policy that protects personal information shared through a smartphone for the wellbeing of youths and society's digital practices.

Social implications: The personal data protection policy will help to protect the privacy rights of youths and all members of the community in general, against any possible abuse which has gained unprecedented attention, especially in the current information age.

Originality/ Value: The study will contribute to improving policy decisions to protect the current digital generation against the violation of personal data shared via digital communication.

Keywords: *Courtship. digital communication. friendship. smartphone. Tanzania.*

INTRODUCTION

Recently, digitisation is highly increasing in the world, in particular the use of smartphones. This had been revealed through its high rate of penetration as indicated by statistical data that, the world internet penetration is 63% while that of Africa is 33% by the year 2021 (ITU, 2021). In comparison with the world, Africa has the lowest internet penetration whereas Tanzania stands at 17% (ITU, 2021) increased from 5.36% in 2015 (ITU, 2015) which implies an unprecedented increase. The increased internet use has a significant contribution to the increased smartphone use in the country which is highly observed in cities and urban areas. The availability of different types (models) of smartphones has created a high choice of smartphone devices among individuals in urban areas compared with basic mobile phones.

ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



This is because a smartphone has an advanced mobile phone features (beyond calling and texting messages) that allow connection to the internet thus increasing digital practices among individuals in everyday life. The increase in smartphone use has potential implications for economic, political, and social changes. In this respect, it can be argued that smartphones enabled individuals to overcome barriers in society. For example, businesspeople can use the smartphone in attracting customers to buy products or services by marketing a business on social media platforms. This is to say that the barrier and costs of searching for customers physically are reduced by a smartphone. Furthermore, Stieglitz and Brockmann (2013) argued that smartphone has currently become a common choice for business people. In the political arena, the smartphone has significantly contributed to access to information regarding general election campaigns by enabling retrieving speeches or candidates' information of the political party candidates from social media networks (Mitullah, Mudhai, & Mwangi, 2015). In the social context, the smartphone is argued to support interaction and communication between people thus reducing social isolation (Poushter, 2016). Other scholars argued that smartphone helps in maintaining personal relationships among students in Korea (Park & Lee, 2014). Thus, Smartphone is highly linked to social media engagement among youths. Rotondi, Stanca, & Tomasuolo (2017) argue that social media gives the opportunity to create, share and exchange ideas and information.

However, few published studies address the interaction between courting partners and smartphones. In Tanzania, previous studies on smartphone and social relations have shown that smartphone continues to be an important aspect of maintaining social interactions. For example, Kibona & Rugina (2015) argue that higher education students use smartphones more to maintain social relations and social interactions. This translates to the importance of smartphones for keeping students socially together in Tanzania. Also, Kabanda & Brown (2014) consider the smartphone as an important communication device for connecting employees and enabling them to meet their organisational needs as it increases access to information. This implies the benefits of smartphones in creating social and work relations between employers and employees in Tanzania. Thus, it can be argued that smartphone in Tanzania remains an important tool for social interaction thus improving social relations among users. However, how digital smartphone communication can facilitate friendship and courtship practices in Tanzania is less well-known empirically. The present study aims to assess the role of the smartphone in building friendships and courtships among youths in higher learning institutions in Dodoma, Tanzania. An understanding of the role of the smartphone in building friendship and courtship will open eyes regarding the risks of sharing personal data in the practice of online friendship and courtship through digital communication. Thus, advice on the need for a personal data protection policy that will promote wellbeing for the youth and society in general. It is important to note that, the current practice of personal data protection in Tanzania is addressed through the Constitution of the United Republic of Tanzania of 1977; the Cyber Crime Act, 2015; and the Electronic and Postal Communication Act (EPOCA) of 2010. However, these are insufficient to protect the confidentiality and privacy of personal data shared digitally since cannot hold responsible the individuals who collect and share online personal information without protecting them. Thus, it is against this background that the current study examined the role of the smartphone in building friendships and courtships among youth in public academic institutions in Dodoma Municipality.



LITERATURE REVIEW

Conceptualisation of terms

Digital Communication

Digital communication is conceptualised as a mode of communication where information is encoded digitally and shared by an electronic means (García Galera, Fernández Muñoz, & Porto Pedrosa, 2017). Information flows or transferring of digital information can be done in a second and is made electronically using computer-related devices including smartphones. It can be argued that this is the most common way of sharing information in the current digital era.

Smartphone

A smartphone is an advanced version of a mobile phone that offers multiple functions which are more or less similar to computer functions (Kennedy-eden, 2014). These functions include connection to the internet, computer games, music player and or camera functions. Similarly, Bradley & Ii, (2014) regard the smartphone as a technological innovation that has reduced time and space and enabled social connection.

Friendship

The concept of friendship has been dialogued among scholars in various ways. Volker (2016) regards friendship as the “degree to which people from different social groups are friends with each other as an indicator of society’s social cohesion and openness”. This implies that friendship ties may happen in different settings such as neighbourhoods, workplaces, schools, universities etc. Other scholars consider friendship as an interpersonal and romantic relationship (Roberts-Griffin, 2011). On the other hand, the concept of friendship is conceptualised in terms of mutual or intimate relationships between individuals. Gordon (2014) regards friendships as those special relationships based on intimacy, mutual affection and some significant time spent together. This implies that the concept of friendship involves mutual affection between individuals. Thus, generally, there is no single conceptualisation of the word friendship. In this study, friendship is a degree to which individuals from two different sex are friends with each other as an indicator of an intimate relationship.

Courtship

Courtship as a concept is regarded as a “traditional dating period before engagement and marriage” (Munyua, 2010). This implies a time for courting partners to know each other better before declaring the commitment to marriage. Courtship is explicitly conducted in public in which both sides of the family are aware and have approved. In many African societies where courtship norms are similar, the courtship process is administered by the family members than the courting partners themselves. Kurfı (2012) regards that during the courtship process there is an exchange of gifts among families in both parties. This study regards courtship as a period in a couple’s relationship which precedes marriage between a man and a woman. In this study, contexts of friendship and courtship are used together since, in the Tanzanian context, both are the roots of the foundation of marriage.

The theory of mediated intimacy

ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



As we experience transformation in today's relationships due to an increase in social media use, this study is guided by the theory of mediated intimacy by Deborah Chambers (2013). The theory provides a basic understanding of "traditional" intimacy in terms of sex and relationships that have been transformed by digital communication technologies, and how these technologies have made new "friendships" and new "intimate" connections as features of a networked society. The author offers an understanding of the way new media sustain a personal relationship and explains the changing personal relationship in the context of social media. She explains the combined debates on traditional and new families, friendship, intimacy, and new social ties with emerging social network sites.

Chambers (2013) posits that love and friendship in an age of "networked intimacy" have become renewed sites of an engagement with "the other" which is key for understanding this study. The theory posits that face-to-face and phone interactions are not being replaced by social media use instead, strengthen interpersonal through a wide range of multiple communication technologies. The author explains the concept of "mediated friendship" in terms of personalised public discourse which implies self-identity and extends the understanding of the concept of 'friendship' which takes place within a networked society as contextualised in this study. These key features of the theory of "mediated intimacy" help to reconfigure thinking about "intimacy" and "friendship" in the era of digital communication thus uncovering a basic understanding of the role of the smartphone in building friendship and courtship among youths in the study area.

Reflection of Friendship and Courtship in Tanzania

Cultural and customs practices in Tanzania vary across the country base on tribes. Tanzanian community has more than 120 ethnic groups in which each group has its different customs and practices (Otiso, 2013). However, despite this difference, cultural practices in most tribes are more or less related to each other in some aspects including courtship and marriage. In many traditional societies, the establishment of marriage begins with courtship and not friendship, however, the practice of courtship in Tanzania is diverse. For a long time, courtship was practised traditionally where the whole process of courtship and marriages were primarily arranged by families (Otiso, 2013). However, friendship before courtship was considered unnecessary since suitors did not agree by themselves to marry. Traditionally, parents and family are responsible to select a courting partner, initiating courtship and making close supervision of the whole process. The family of the bridegroom are also responsible for the presentation of the bride price. Marriage is expected to happen soon after the initiation of courtship.

However, as the world is going digital there is an observed break of these traditional rules for courtship and marriage mostly in urban Tanzania. Societies are increasingly globalised, and there is high interaction in most urban areas where a high rate of mixed culture is observed due to the high migration of people and high population in urban and cities. This creates a great opportunity for youths of different sex and peer groups to build attention and optimise interaction during schooling, in their community or at workplaces. Such a situation increases the likelihood for the youth to identify a potential spouse and initiate friendship and courtship. This implies that the self-identification of a spouse is becoming common in urban areas where when suitors meet, they agree on themselves and thus present the matter to their parents for

ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



further arrangements. Despite such transformation in the selection of spouses in urban areas of Tanzania, it is usual for a man to approach a woman and not the other way around and when this happens a woman is regarded as a prostitute (Otiso, 2013). However, this perception is changing from time to time as people are increasingly educated and interact more with mixed cultures. In countries such as Kenya it is argued that, in cities such as Kisumu, self-spouse selection is increasingly common (Clark et al., 2010). In Nigeria, studies have shown an increase in the transformation from family-arranged marriages to self-selected spouses (Kurfi, 2012). It can be argued that, due to increased globalisation, most friendship and courtship practices happening in African countries have shown a transition to western modernity although there are traditional procedures which are still followed.

Smartphone and Social Relations

Communication is core in human being interaction. The advancement of technology has currently changed the way we communicate and access information and interact with society. Studies revealed that there is a significant relationship between technology and social interactions (Cho, 2015). Smartphone communication is getting more popular in our daily life since it has the power for social connectivity thus it is considered to improve social wellbeing (Ateca-Amestoy, Aguilar, & Moro-Egido, 2014). The smartphone features support one-to-one interaction, individual-to-group interaction, and person-and-world interaction which can be regarded as an improved form of social interaction compared with physical interaction. Smartphone plays multiple roles such as calling, taking a photo, watching a video, connecting to the internet, listening to music and or recording (Rotondi et al., 2017) which relates to the simplification of social life interactions in digital forms. Despite the smartphone being argued to interrupt face to face social interactions (Cho, 2015), it can be argued that it has to break distant communication and enable users to maintain their interpersonal relationships. Scholars have argued that, currently, people prefer to be constantly online and to have ignored the physical presence of individuals sitting next to them while concentrating on online individuals (Rotondi et al., 2017). Nevertheless, it can be argued that spending more time with online friends opens opportunities to create a network for new friends thus extending more social interactions. It is argued that individuals who interact more online through social media have a strong bond than those who are not interacting (Cho, 2015).

Recent studies have shown that smartphone enables individuals to stay connected and thus enjoys the benefits of being connected. Among the benefits is to be accessible whenever needed. For example, the smartphone helps married couples and or families stay connected when they are physically away from each other for some reasons such as during vacation or when travelled (Cowell, 2007). Since a family is a bond which needs time spent together, the smartphone is increasingly important in bringing them closer as it offers flexibility in communication. Despite the argument that smartphone inhibits closeness and interpersonal trust among partners (Gomes, Vasconcelos-Raposo, & Teixeira, 2021), scholars have argued that, for families which spend a day time apart working, the smartphone provides them with attachment and socialisation (Vallentine, 2016)

METHODOLOGY

The study was conducted in the three-public academic higher learning institutions, which constitute the study population, namely the University of Dodoma (UDOM), College of ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



Business Education (CBE) and Institute of Rural Development and Planning (IRDP) all located at Dodoma Municipality in Dodoma region of Tanzania. A stratified sampling technique was used to identify higher learning institutions in Dodoma Municipality. The three institutions selected for this study are public Higher Learning Institutions (HLIs) located in the heart of the city where internet connectivity is significant. Dodoma Municipality was considered an important area for this study due to two basic reasons: First, it has a significantly large number of youths who are students in academic institutions in comparison with other regions of Tanzania. Second, since Dodoma Municipality is the urban centre where there is improved network infrastructure and high internet connectivity thus, it has a reasonable number of youths who are connected to the internet and who use the smartphone for communication purposes. The study was designed to use mixed research methods which included quantitative and qualitative methods such as survey and interview to understand the way youth utilise smartphone in building friendship and courtship in the study area.

The study targeted all 2019/2020 finalist undergraduate students from study areas. These include 1061 students from UDOM School of Social Sciences, 171 students from CBE Dodoma Campus and 491 students from IRDP Dodoma with a total of 1723 students which constitute the study population. The statistical data were obtained from institutions' admission statuses for the academic year 2019/2020. Data were collected once from 100 sampled youths where the study sampled 45 from UDOM school of social sciences; 30 from IRDP; and 25 from CBE based on the population size of the academic institution. Youths were selected based on the criteria that are the finalist undergraduate students at UDOM, CBE and IRDP and are using the smartphone for communication. This study adopted Green's (1991) formula for calculating the sample size. The adopted formula is $N > 50 + 8m$, whereas N = sample size; and m = number of the independent variable. Since this study has only one independent variable, based on the formula the required sample for the study should be a minimum size of 58. However, a researcher may consider increasing the sample size from the required minimum sample size. For example, Anders, Sarina and Yiling (2017) consider a sample size of 155 instead of 82 minimum sample size. Therefore, this study used a sample size of 100 instead of 58 based on one predictor variable. A simple random selection was applied to select the sample.

In addition, 10 semi-structured interviews were conducted of which 5 were with youth aged 15-35 years and another 5 with adults aged 45+ years to capture the information on the way digitization and smartphone communication has transformed the practice of friendship and courtship in Tanzania. The youth interview category was selected purposely based on the criteria that they utilise smartphones in friendship and courtship while the adult category for the interview was selected purposely based on the criteria that they didn't use the smartphone for communication in their youth age to create friendship and courtship. The survey method was employed in this study to capture youth's perception and the interview was opted to capture in-depth information regarding friendship and courtship experience in the smartphone era and during the non-smartphone era. Quantitative data were analysed statistically using simple statistics such as percentages, frequencies, and tables to describe the use of smartphones among youth for building friendships and courtship. Qualitative data such as interviews were analysed using content analysis where data were categorised into themes related to the study topic and used to support and justify the obtained quantitative data.



RESULTS AND DISCUSSION

Demographic of the Respondents

Findings from the survey, as presented in figure 1, show that the majority of youths (48%) who use social media in Higher Learning Institutions are at the age of 21-25 years followed by 36% who fall at the age between 25-30 years.

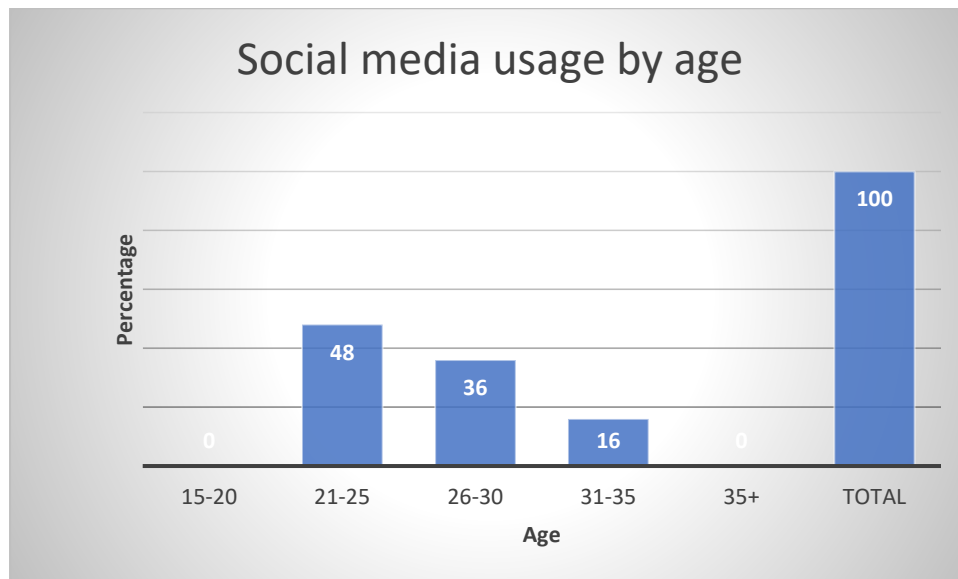


Figure 1: Social media usage by age
Source: Fieldwork, 2020

This finding reflects a significant number of social media users among undergraduate students between 21-30 years of age thus justifying the need to explore more on how this group use social media specifically in the context of friendship and courtship which is currently transforming due to the growth of digital communication.

The demographic data show that respondents were 52% female and 48% male. Furthermore, the findings indicate variation in social media use among male and female students in higher learning institutions. For instance, female students are addicted more to social media use than males revealing a gender gap of 4%. Additionally, female students use more Facebook by 55% compared to 45% of male students as shown in figure 2.

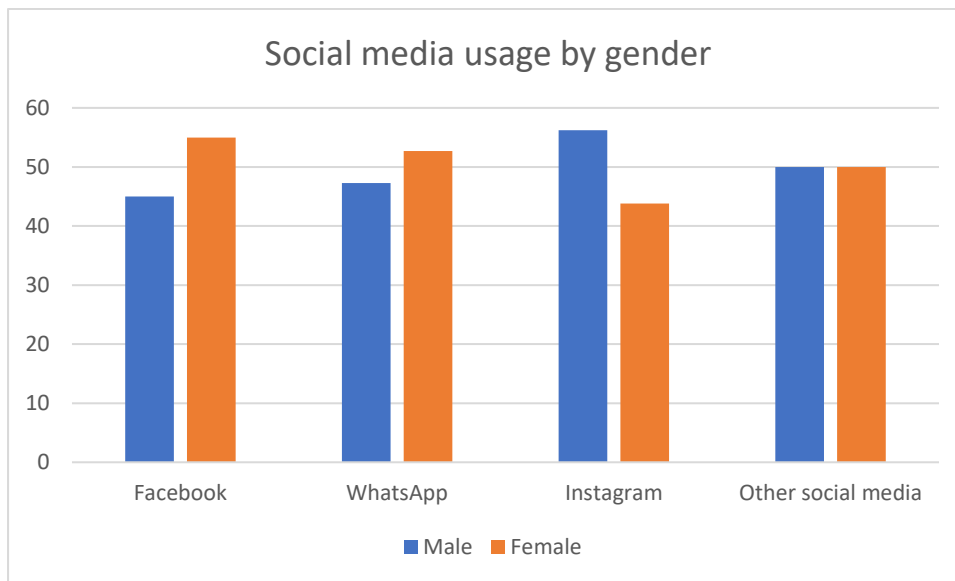


Figure 2: Social media usage by gender
Source: Fieldwork, 2020

The variation in social media use among male and female students in higher learning institutions can be described in terms of economic status terms of the power to own a smartphone. Since female students are more protected, based on Tanzanian traditions, have to access financial support from different sources compare to male students. Furthermore, female students are more active in communication than male students as, due to their nature, they tend to seek alternative advice from different sources compared to male students thus signifying their activeness in social media usage.

The findings as presented in Figure 3 revealed that all youths who were surveyed were using a smartphone for communication and are significantly utilising social media networks to access readily available information such as the kind and extended friends they related, the personal interest of their courting partners and relationship status of their friends. Such valuable information can easily be visible on social media networks such as Facebook and WhatsApp.

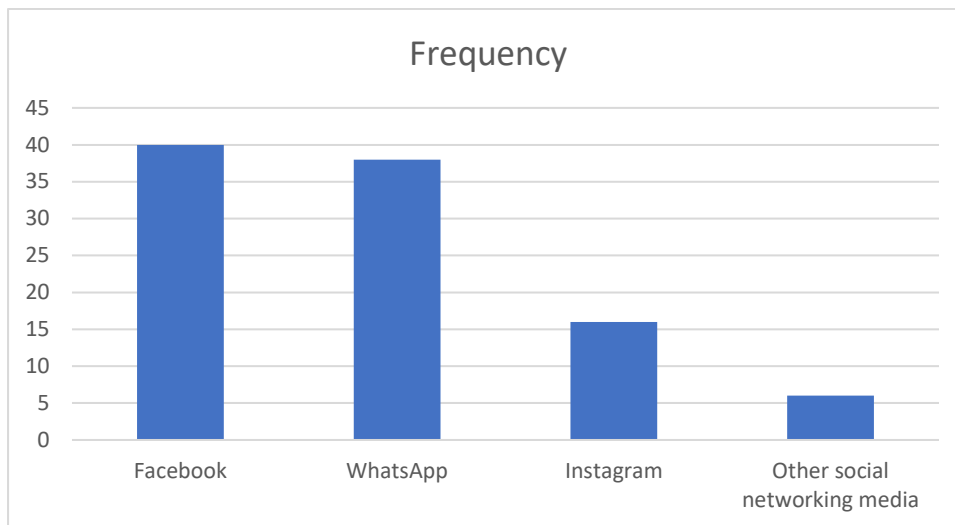


Figure 3: Youth's engagement with social media using a smartphone
Source: Fieldwork, 2020

The study findings further revealed that the engagement in social media differs among youths since most youth in UDOM, CBE and IRDP happen to utilise more Facebook by 40% than other social networking media. Nevertheless, WhatsApp is increasingly becoming important among youth which occupies 38 percentages. This implies that Facebook is the most common social media site preferred by youth in the Academic Institutions in Dodoma Municipality. It also implies that most youth who are using Facebook as social media are also engaging in WhatsApp which increases the chance to access valuable information for establishing a friendship or courtship that could not be known before. Lenhart, Smith, Anderson, Duggan and Perrin, (2015) support that, social media sites such as Facebook and Instagram are common sports for many youths to meet, create interaction and perform conversations. Similarly, Bradley & Ii, (2014) supports that since smartphone offers a wide range of applications, individuals use them for various purposes such as arranging lunch or dinner out with friends, hanging out or walking down the sidewalk. Thus, it can be argued that smartphone through social media creates an important venue for individuals of different sex and backgrounds to interact together and therefore widen a chance to initiate friendship and or courtship.

The utilisation of a mobile number, name of a partner and name of the place in initiating friendship using a smartphone

The study findings, as presented in figure 4 below, further revealed that 64% of youth utilise the mobile number of the friends they intend to relate with especially at the initial stage of building a friendship.

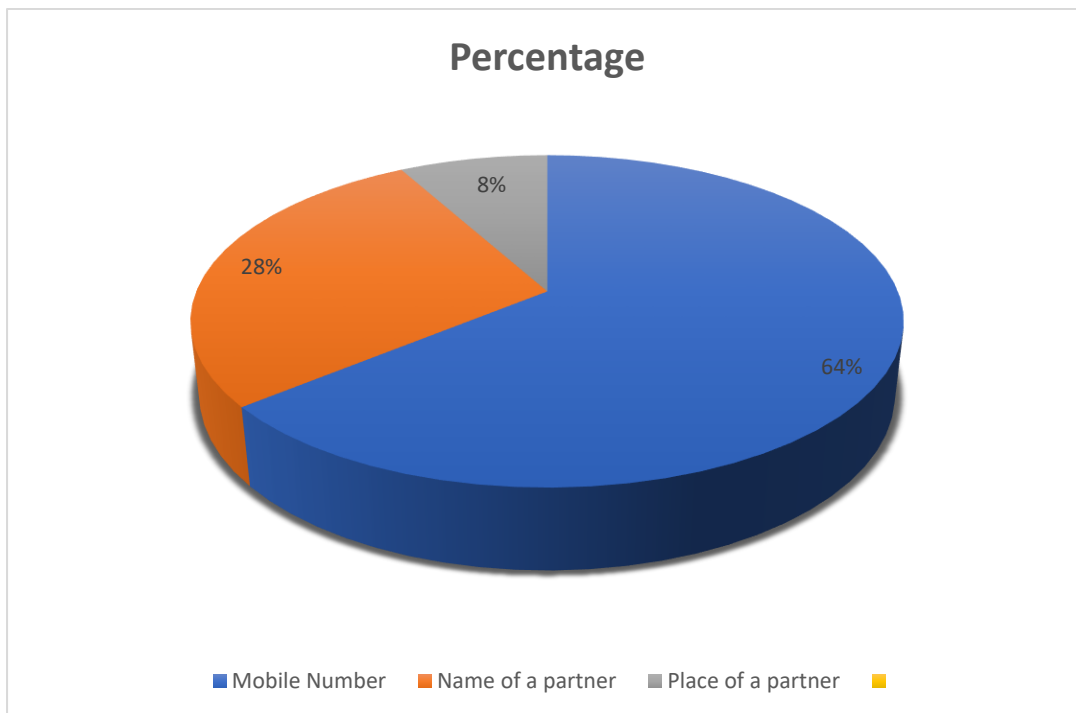


Figure 4: Youths' utilisation of a friend's mobile number, name, and place of living in initiating friendship
Source: Fieldwork, 2020

This implies that the smartphone provides features that enable a user to create a close situation with individuals of the same interest. However, youth happen to have little (8%) utilisation of the name of places where their intimate friends live which translates to a minimal intention to meet physically with friends or partners in the initial stage of building contemporary friendship, especially in this digital era. This implies that smartphone has replaced regular physically meeting among intimate friends or courting partners since digital communication has no limit to the physical location. Similarly, Duke & Montag (2017) supports that digital communication has brought negative impacts such as reduced physical interaction.

While digital era youth seem to disregard knowing the physical location of their friends, contrary results were obtained during the interview whereby 5 out of 5 adult interviewees reported that youths in the non-digital era (before the year 2000s) had utilised more the name of the places to physically identify their partners' home, and also for the matter of reaching them physically as illustrated below:

"...in those days when I was young when I wanted to establish a friendship with someone I like, I first started by greetings then ask her a full name and where she lives, which enabled me to pay a visit or send her a letter. This was the main way to explain my feelings to her and plan for a day out. But currently, those things have gone, with smartphone friends or partners may chat every time and may even send flowers to each other, no more exchanging of love letters in a paper sheet like during my young age" (Men respondent No 3).

This finding implies that considering the growing digitisation, traditional friendship and courtship practices are in decline. Similarly, Chambers (2013:4) mentions that "...mediated



friendship is being shaped by conventions that vary considerably from those associated with the traditional sense of friendship formed before Web 2.0” which also reflects the current practice of friendship and courtship in the Tanzanian context. Moreover, Lenhart et al., (2015) regard smartphones as important in creating closeness and intimate relationships among teenagers in the digital era. This understanding triggers the need to secure digital-era communication to protect online users.

The utilisation of smartphones for making video calls, and sharing romantic videos and photos in building friendship and courtship

The study also revealed that youths utilise smartphones to engage in social media networks that have the power to perform various functions as illustrated in table 1.

Table 1: Youth’s most common way of getting in touch is through a smartphone.

Variable	Frequency	Percentage
Making video calls	40	40%
Sharing romantic videos	34	34%
Sharing romantic photos	26	26%
TOTAL	100	100%

Source: Fieldwork 2020

Among the surveyed youths, 40% use their smartphones more in making video calls than in sharing romantic photos which occupy 26%. The increased use of smartphones in making video calls among youths in Dodoma Municipality implies that, courting partners are more tempted by what they hear and watch as the most valuable way of building or maintaining friendship or courtship which is currently performed by a smartphone. This implies that smartphone communication help youths to express their intimate feelings to their partners by speaking and seeing thus keeping their partnership closer, a situation which strengthens their friendship and courtship practices. On the other hand, findings from youth interview revealed that youth who are in friendship prefers to make video calls before they fall asleep every night as they want to see each other romantic as illustrated below:

“...it has just happened that I and my partner are addicted to making video calls every day when we just get in bed. My partner loves to see me before I sleep and wish me a good night and I love the same too. I feel that I am loved, and it is the only smartphone which gives me this flexibility to communicate in the way I want” (Youth respondent No 2).

This implies the power of smartphones in providing relationship satisfaction. Despite digital technology being argued to lack physical touching during communication (Lundberg, 2013), nevertheless, the smartphone acts as a break of the communication barrier which might exist and enable the expression of affection among dating or courting partners when they are physically away from each other for reasons. Similarly, Borrelli, (2015) argue that social media helps individuals to feel more connected to their friend’s feelings and their daily lives as well, thus building quality friendship and romantic relationship.



Smartphones are used for displaying a partner's profile photo in strengthening friendship or partnership

Findings from Figure 6 revealed that 87% of youths utilise a smartphone to upload photos of their intimate friends or courting partners as their profile photos on social media. Nevertheless, there is variation in the interpretation regarding using a partner's photo as a profile photo. Youths consider it as an indicator of pride among intimate friends and or courting partners which occupy 32%. However, the interpretation of using a partner's photo as a profile photo in the context of love impression is significantly increasingly important among youths in the academic institutions in Dodoma Municipality which occupies 21% as shown in Figure 6.

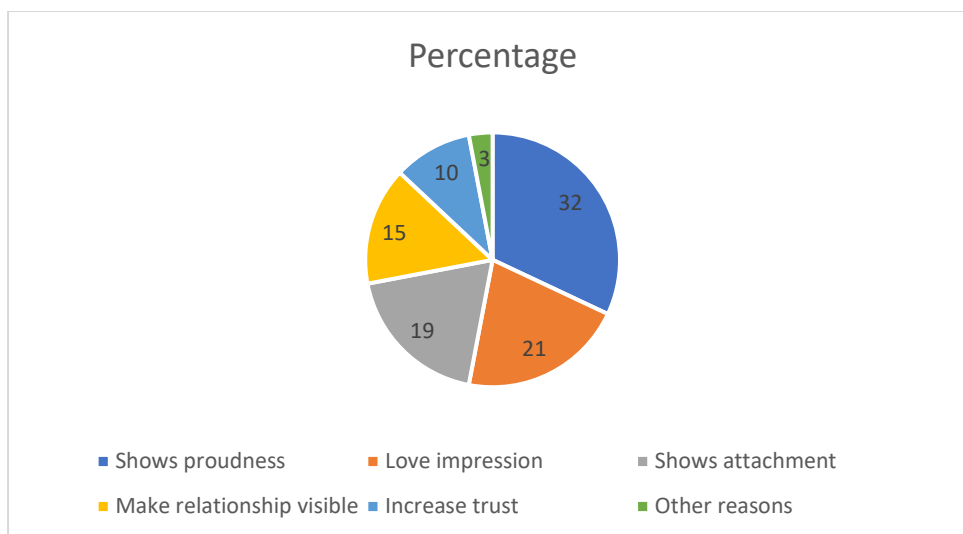


Figure 6: Youth's interpretation of using a partner's photo as a profile photo through a smartphone
Source: Fieldwork 2020

This implies that smartphones enable users to express their emotions or feelings about their partners to the public which is important in building a pleasing friendship or courtship. Similarly, Fox and Warber (2013) argue that the display of the partner's image in the profile is highly linked with relationship satisfaction.

Despite all the benefits of smartphone communication in building friendships and courtship in the study area, youth revealed to have worried about sharing their data digitally as there is a free movement of such data. Findings revealed that 96% of youth are not sure of the security of the digital personal information they share through smartphone communication. Similarly, Zrun and Cooper (2011) regard information privacy as important when arguing that digital technology enables the creation, storing and sharing of personal data which may be a constraint to a particular culture, and thus needs to be prevented against dissemination or misuse. This understanding implies that digitisation is also associated with exposing individuals to possible online abuse and other harmful consequences. Therefore, friendship and courtship in the digital era problematise the so-called confidentiality and security of shared personal information, a situation which raises concerns for immediate intervention.



CONCLUSION AND RECOMMENDATION

The study concludes that the smartphone is a critical device/tool in the initiation and nurturing of contemporary friendship and or courtship among youths in Dodoma Municipality. However personal data shared digitally is at risk since there is insufficient protection of personal information. Furthermore, smartphone communication has transformed the way of building friendships and courtship from regularly physically meeting to increased online meetings a situation that has to break the distance barrier. The study recommends the need for a policy that protects personal information collected and shared through smartphones and other digital modes, including private companies that collect personal information for their business decisions. The policy will help to protect the digital privacy rights, of youths and all members of the community in general, against any possible abuse which has gained unprecedented attention, especially in the current information age.

REFERENCES

- Anders, L., Sarina, S., & Yiling, Z. (2017). *What drives purchase intention towards ethical products?* Linnaeus University.
- Ateca-Amestoy, V., Aguilar, A. C., & Moro-Egido, A. I. (2014). Social Interactions and Life Satisfaction: Evidence from Latin America. *Journal of Happiness Studies*, 15(3), 527–554. <https://doi.org/10.1007/s10902-013-9434-y>
- Borrelli, J. S. (2015). *Exploring the Influence of Smartphone Technology within the Context of Marriage: An Intervention Study*. Newberg, Oregon.
- Bradley, O., & Ii, I. (2014). *Smartphones and Face-to-Face Interactions: Extending Goffman to 21st Century Conversation*. University of New Orleans.
- Chambers, D. (2013). *Social media and personal relationships: online intimacies and networked friendship*. Palgrave Macmillan. Newcastle: Palgrave Macmillan. <https://doi.org/10.1080/1369118x.2013.850527>
- Cho, J. (2015). Roles of Smartphone App Use in Improving Social Capital and Reducing Social Isolation. *Cyberpsychology, Behavior, and Social Networking*, 18(6), 350–355. <https://doi.org/10.1089/cyber.2014.0657>
- Clark, S., Kabiru, C., & Mathur, R. (2010). Relationship transitions among youth in urban Kenya. *Journal of Marriage and Family*, 72(1), 73-88.
- Cowell, R. (2007). *Smartphones and gender equality What affects smartphone ownership and use? What are the benefits of owning a The use of smartphones by women in Kenya?* Nairobi.
- Duke, É., & Montag, C. (2017). Smartphone addiction, daily interruptions and self-reported productivity. *Addictive Behaviors Reports*, 6(April), 90–95. <https://doi.org/10.1016/j.abrep.2017.07.002>
- Fox, J., & Warber, K. M. (2013). Social Networking Sites in Romantic Relationships: Attachment, Uncertainty, and Partner Surveillance. *Cyberpsychology, Behavior and Social Networking*, X(X), 10–12. <https://doi.org/10.1089/cyber.2012.0667>
- García Galera, M. del C., Fernández Muñoz, C., & Porto Pedrosa, L. (2017). Youth empowerment through social networks. Creating participative digital citizenship. *Communication & Society*, 30(3), 129–140. <https://doi.org/10.15581/003.30.3.129-140>
- Gomes, M., Vasconcelos-Raposo, J., & Teixeira, C. M. (2021). The impact of technology usage on love and intimacy satisfaction among Portuguese adults. *Computers in Human*

ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



- Behavior Reports*, 4(April), 2–7. <https://doi.org/10.1016/j.chbr.2021.100084>
- Gordon, M. (2014). Friendship, Intimacy and Humor. *Educational Philosophy and Theory*, 46(2), 162–174. <https://doi.org/10.1080/00131857.2012.721732>
- IRD. (2020). *Institute of Rural Development Planning – Dodoma: List of Graduands for the Academic Year Department of Development Finance and Management Studies*. Dodoma.
- ITU. (2015). *Measuring the Information Society Report 2015. International Telecommunication Union*. Geneva. <http://www.itu.int/en/ITU-D/Statistics/Documents/publications/misr2015/MISR2015-w5.pdf> Retrieved April 20, 2021.
- ITU. (2021). *2021 Measuring digital development: Facts and figures. ITU Publications*. Retrieved from https://www.itu.int/en/mediacentre/Documents/MediaRelations/ITU_Facts_and_Figures_2019_-_Embargoed_5_November_1200_CET.pdf%0Ahttps://www.itu.int/en/ITU-D/Statistics/Pages/facts/default.aspx
- Kabanda, S., & Brown, I. (2014). Bring-Your-Own-Device (BYOD) practices in SMEs in Developing Countries – The Case of Tanzania. In *Bring-Your-Own-Device (BYOD) practices in SMEs in Developing Countries – The Case of Tanzania* (pp. 1–9). Auckland: 25th Australasian Conference on Information Systems (ACIS 2014).
- Kennedy-eden, H. (2014). Do smartphones bring us closer? A family life and vacation perspective. *Faculty of Business Papers University of Wollongong*, 27–32.
- Kibona, L., & Rugina, J. M. (2015). A Review on the Impact of Smartphones on Academic Performance of Students in Higher Learning Institutions in Tanzania. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(4), 673–677.
- Kurfi, M. H. (2012). Changing Patterns of Marriage Courtship among the Hausas : The Case of Emerging Role of Marriage Brokerage in Contemporary Kano Metropolis. *Journal of Sociological Research*, 3(1), 46–55. <https://doi.org/10.5296/jsr.v3i1.1946>
- Lenhart, B. Y. A., Smith, A., Anderson, M., Duggan, M., & Perrin, A. (2015). *eens, Technology & Friendships: Video games, social media and mobile phones play an integral role in how teens meet and interact with friends. Pew Research Center's Internet & American Life Project*. New York.
- Lundberg, N. (2013). *Smartphones and (smart) people*. UMEA University.
- Mitullah, W. V., Mudhai, O. F., & Mwangi, S. (2015). *Background Paper : Politics and Interactive Media in Africa* (PiMA Working Paper Series No. 2). Nairobi.
- Munyua, K. P. (2010). Courtship: The time to know each other better - Daily Nation.
- Otiso, K. M. (2013). Marriage, Family, Lineage and Gender Roles. In T. Falola (Ed.), *Culture and Customs of Tanzania* (Series Edi, pp. 1–255). California: Library of Congress Cataloging.
- Park, N., & Lee, H. (2014). Gender Difference in Social Networking on Smartphones : A Case Study of Korean College Student Smartphone Users *. *International Telecommunications Policy Review*, 21(2), 1–18.
- Poushter, J. (2016). Smartphone Ownership and Internet Usage Continues to Climb in Emerging Economies. *Pew Research Center*, 1–5. <https://doi.org/10.1017/CBO9781107415324.004>
- Roberts-Griffin, C. P. (2011). What Is a Good Friend: A Qualitative Analysis of Desired Friendship Qualities. *Penn McNair Research Journal*, 3(1), 1–14.
- Rotondi, V., Stanca, L., & Tomasuolo, M. (2017). Connecting alone: Smartphone use, quality of social interactions and well-being. *Journal of Economic Psychology*, 63, 17–26.

ISSN: 2408-7920

Copyright © African Journal of Applied Research
Arca Academic Publisher



- Stieglitz, S., & Brockmann, T. (2013). The impact of smartphones on e-participation. *Proceedings of the Annual Hawaii International Conference on System Sciences*, 98(2), 1734–1742. <https://doi.org/10.1109/HICSS.2013.623>
- Valentine, G. (2006). Globalizing intimacy: The role of information and communication technologies in maintaining and creating relationships. *Women's Studies Quarterly*, 34(1/2), 365-393.
- Zrun, V., & Cooper, R. B. (2011). Privacy in the Digital Age: A Review of Information Privacy Research in Information Systems. *MIS Quarterly*, 35(2), 1017–1041. <https://doi.org/10.2307/4132321>