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Identifying the antecedents and consequences of phubbing

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ABSTRACT

BACKGROUND AND OBJECTIVES: The influence of smartphones in face-to-face interactions has presently affected the methods of human interaction in various social environments and has led to the emerging phenomenon of phubbing. Phubbing has been the focus of researchers as the employee's perception that his/her supervisor is distracted by their smartphone while talking or being in close proximity to each other in the work environment. Therefore, it can be stated that phubbing is negatively related to subordinates' trust in their supervisor. So the present study aimed to identify the antecedents and consequences of phubbing in Yazd municipality.

METHODS: The present study was applied in terms of purpose and qualitative in terms of research methodology and based on the grounded theory approach. We decided to apply this method because the core objective is to choose the individuals who are acquainted with such phenomena. Consequently, it will be easier to comprehend the topic so that the samples can provide appropriate answers accordingly. In the present study, for performing data collection, semi-structured in-depth interviews with the 5w1h technique were conducted with 12 people, including managers and employees who respond to citizens' requests in the central building of Yazd Municipality. The researched community consists of The Experts selected were those who had relevant articles, at least three years of beneficial work experience in Yazd Municipality, and relevant knowledge of phubbing. Targeted sampling has been done based on the researcher's considerations. The present study was performed March 2023.

FINDINGS: The findings show that there are many empirical factors influencing phubbing in organizations, so that the role of employees and their functional duties are considered a very influential factor for phubbing in organizations. Employees should be able to have a detailed understanding of their needs and their behavior in the organization in interactions so that they can convey the best experience to them in order to influence their behavior. If the set of municipality facilities can perform their duties well, a positive experience can be created in the employee's mind. Therefore, human resources, physical space and functional aspect will provide a very effective role in creating a positive experience and provide a suitable mental background for employee preferences. In the present study, data analysis was performed using Maxqda software version 20 in three stages of primary, central, and selective coding, which resulted in the identification of 6 categories, 21 central concepts, and 123 final codes. Therefore, technological factors, social factors, personal/individual factors, cultural factors, and psychological factors were identified in this research.

CONCLUSION: The results of the data analysis indicated that there were many experimental factors influencing phubbing in organizations so the role of employees and their functional responsibility were considered to be a highly influential factor for phubbing in the municipality. The interviewees believed that employees must quickly feel secure and comfortable after becoming a member of the organization and they must adapt themselves to the norms of the environment. Therefore, considering that fobbing has attracted the attention of many researchers, as far as the authors are aware, its antecedents and consequences have not been identified, from this point of view, the research has innovation.

NUMBER OF REFERENCES	NUMBER OF FIGURES	NUMBER OF TABLES
64	1	2

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INTRODUCTION

During the past century, human life has been transformed by modern technology (Sarmurzina *et al.*, 2023; Moghadam and Samimi, 2022; Ehzari *et al.*,2022). While modern technology has become more accessible, reliable, and affordable, the way of living has gradually been shaped and transformed by technology in our society (Armstrong and Taylor, 2023; Parsafar *et al.*,2023; Mambwe *et al.*,2021). People do not experience a sudden change, but they feel that it has made their life better, easier, and faster. Communication has consistently had a critical role in human history (Briggs *et al.*,2023). Moreover, information and communication technology has substantially affected individuals' daily lives and disturbed the way they interact in general (Tajpour *et al.*, 2023). Before the 1870s, people communicated with their peers distantly through correspondence or virtual networks (Wenzlhuemer, 2007). However, the limitation of these communication methods enabled the sender to send only one message only once and in one direction (Salamzadeh *et al.*, 2023). The same as telegram, the telephone was also invented to help people communicate over long physical distances and provided further progress for instant two-way communication (Coe,1995). The telephone invention minimized geographical location obstacles and enabled users to communicate in real-time with people in distant locations, which was considered an advantage over the telegram. The influence of the telephone was crucial in shaping human beings' behavior. In the first days of mobile phones, people learned how to communicate by setting specific times to talk (Şenbil, 2009).

Communication has had a vital function in human history (Lee and Dong,2023). Smartphones are broadly used all over the world for various purposes, including calling, texting, using an application (software), checking the news, visiting social networks, sending emails, listening to music, watching TV, or playing games (Busch and McCarthy, 2021). Phubbing is a colloquial term that refers to the use of mobile phones during simultaneous interactions (Roberts and David, 2017, 2020). It is derived from the words "phone" and "snubbing"; it can also be defined as "the act of looking at your phone in a social environment instead of paying attention to others" (Ugur and Koc, 2015, p. 1023). Phubbing negatively affects an extended range of relational consequences in interpersonal relationships, including formation, perception, interaction quality, and relationship quality (Krasnova *et al.*, 2016). Various studies have investigated the effects of phubbing on friendship and romantic relationships (Balta *et al.*, 2018). For example, Roberts and David (2016) found that phubbing indirectly affects depression in personal situations. Moreover, Wang *et al.* (2017) found that partner phubbing was negatively related to relationship satisfaction. Therefore, this low satisfaction with the relationship led to more sense of depression. Recently, Abeele *et al.* (2019) found that using a mobile phone has a negative relationship with intimacy in conversation. Finally, Çikrikci *et al.* (2019) found that communication disorder as a dimension of phubbing leads to less satisfaction with life. Contrary to the growing number of studies in the field of (private) relationships, only a few studies have examined the effect of phubbing on relationships in the workplace (Al-Saggaf and O'Donnell, 2019). The findings of a seminal study by Cameron and Webster (2011) on multiple communication in the workplace indicated that employees experience more distrust and assume workmates as more uncivil when these employees are simultaneously involved in several interactions in the workplace. Since phubbing is known as a specific behavior in communicating with another individual, the relevant preliminary study has shown the possible adverse effect of supervisor phubbing during face-to-face meetings in a personal conversation (Yasin *et al.*,2023). Recently, Roberts and David (2017, 2020) realized that employees' perceptions of supervisor phubbing negatively anticipated their perceptions of supervisor trustworthiness. Organizations are social systems that aim to meet social and individual needs and they require efficient members to survive (Hosseini *et al.*,2020). One of the important responsibilities of organizational managers is to increase the job performance of their human resources (Tajpour *et al.*,2023). Employees' inadequate perceived trust in the supervisor was followed by a lower sense of psychological meaningfulness and engagement in the organization (Rajabipoormeybodi *et al.*,2019). Preliminary studies show that phubbing can be equally harmful in an organizational context and a private (social) context; therefore, it may lead to adverse organizational outcomes (Khan,2022). Few available studies suggest that workplace phubbing is an urgent issue because its outcomes for organizations can be profound (Yousaf *et al.*,2022). The use of social

networks has become increasingly common among youngsters. For example, the use of Instagram has been increasingly associated with addiction to smart phones, confirming that smartphone addiction is associated with various physical problems and psychosocial disorders (Romero- Rodríguez *et al*., 2020). Studies, including Hinojo-Lucena *et al*. (2020), determine factors that prove the existence of a relationship between excessive use of Instagram and smartphone addiction. Shellenbarger (2013) states that frequent use of smartphones in front of others can reduce the extent of eye contact between the parties engaged. Lack of eye contact will reduce the sense of emotional communication. Furthermore, several studies have shown that using a smartphone when interacting with others is considered "impolite and socially inappropriate" (Abeele *et al*., 2016). It is consistent with Cameron and Webster's (2011) study, arguing that employees who are subject to phubbing report that it reduces their trust in the focal person. Phubbing damages the ability to talk face-to-face and create face-to-face relationships with others, and its consequences break and destroy these social relationships (Xu *et al*., 2022). Therefore, paying too much attention to others' phones may make you feel rejected and deprived of meeting with Farad. This can have a significant impact on a person's mental health (Tanhan *et al*., 2023). Research also shows that people who suffer from phabbing tend to have their phone always available to connect with social media networks, thereby filling the void of face-to-face communication. do This is the beginning of a vicious cycle (Chi *et al*., 2022). Also, the covid-19 pandemic caused people's social relations to decrease drastically, and digital tools fill part of this communication gap (Yang *et al*.,2023). These days, the phenomenon of fabbing is common in families, and in the meantime, Corona, along with many other factors, led to the spread of fabbing in the society, and it seems that we will be facing this phenomenon for a long time after the post-corona era. In other words, the expansion of technology has led to the extent of communication with a shallow depth, which has brought many positive consequences such as increasing knowledge and public awareness, but in addition to the positive consequences, the extent of communication with a shallow depth has brought negative consequences, including the disruption of social relations. Since the municipality and its subordinate organizations include institutions with

many connections with citizens, it is an essential issue in the technology era due to the high speed of facilitation. On the other hand, municipal activities are also facing communication technology more than ever. As a result, it is imperative to investigate the issue of phubbing in Yazd Municipality due to the increase in the use of communication instruments, especially smartphones. Although establishing multiple communications in the presence of another may not influence perceived professionalism, it has a negative effect on individuals' emotional relationships (Kameron and Webster, 2011). Similarly, phubbing can potentially limit proper supervisor-employee interactions and is presumably associated with lower levels of employee trust in their supervisors. In the spring of 2012, Macquarie Australia's dictionary and McCann's advertising agency gathered a group of language experts to name a common phenomenon in the smartphone age (Al-Saggaf,2022). They called this phenomenon Phubbing, and it is the act of ignoring someone who is talking to you by looking at your cell phone, or the act of interrupting personal relationships in a social setting by looking at your phone instead of paying attention to someone else. Defined (Sun and Samp,2022). Therefore, studies show that this term has recently attracted the attention of researchers. According to existing standards, 75% of the value of communication is listening and paying attention, but due to this disorder, real dialogues have been overshadowed. To the extent that people use their mobile phones excessively while walking, driving, even people in sensitive jobs. Phubbing has its roots in internet addiction (Yasin *et al*.,2023). People who suffer from this disorder have a mobile phone as an identity for them and they sneak into their mobile phone at least 4 times a day. Apart from mental and psychological issues, neck pain, wrist pain, distraction, self-negation are other complications of technological progress and, as a result, virtual space in human society. Therefore, it seems necessary to examine the antecedents and consequences of phubbing in organizations. Accordingly, the purpose of the present study is to identify the antecedents and consequences of phubbing in Yazd municipality. This research can add to the mainstream literature in the following ways: 1) It extends the phubbing literature and relates it to organizational inefficiency. It also emphasizes that managers should pay more attention to phubbing, and 2) identifies the indicators and components of

phubbing in the organization. In the continuation of this research, literature review and research methods are discussed. Also, the research findings are considered. Finally, the findings are discussed and the research results are stated.

Literature review
Phubbing

Technology development has established the new phenomenon of phubbing behavior due to the constant use of smartphones (Liu *et al.,* 2022). Frequent use of smartphones can influence permanent social interactions (Putrinada, 2023). Phubbing can be described as someone looking at their mobile phone while talking to others, fiddling with their mobile phone, and avoiding interpersonal interaction. Phubbing is an act in that a person in the middle of a social interaction suddenly turns his eyes downward and disappears into the smartphone (Aagaard, 2020). The researchers assert that compulsive technology-related uses and "compulsive purchase" have become significant social issues for marketers and social policymakers. However, studies show that addictive smartphone behaviors are firmly related to other behavioral disorders (Brigham *et al.,* 2023). Researchers suggest that smartphones also arouse compulsive technology-related behaviors (Hsiao, 2017) Compulsion can be described as the consumers' tendency to download the program non-reflectively, immediately, and kinetically. This type of behavior can respond to the inability of people to control the desire created by the symptoms of smartphone addiction. It may be because of smartphone addiction, and it involves a challenge for businesses that develop apps. Thus, the individual is possibly inclined to show that he is socially responsible *(*Garrido *et al.,* 2021).

Phubbing a social exclusion law

Nowadays, phubbing is widespread in societies, mutually enhanced, and socially accepted so that it can be considered in many social situations (e.g., when eating with someone, while taking a break, having a drink or coffee with colleagues, in family interactions) (Pancani *et al.,* 2021). Phobers (i.e., those who ignore face-to-face interaction) seem to experience higher levels of technology-related addictions (e.g., cell phone addiction, social media addiction, Internet addiction, mobile game addiction), psychological disorders (for example, cell phone addiction), depression, social interaction anxiety, social withdrawal, and nomophobia (Rahman *et al.,* 2022). Phubbing appears in non-judgmental behaviors, including sudden and mostly uncertain interruptions in progressing conversations along with averted looks and body posture. Such verbal and non-verbal traits develop moments of interpersonal indifference and may be considered periodic stages by interaction partners (Williams, 2009). Williams' model assumes that the experience of social rejection leads to immediate emotional harm and threats to basic human needs in three consecutive stages: reflective stage of delayed mutual strategies, reflective stage, and long-term consequences on individual health (resignation stage). The present study was conducted with the purpose of examining the reflective effects of phubbing in third parties. The reflective stage of social rejection is determined by immediate negative mood, stress or anger, and a threat to human needs for belonging, self-esteem phubbing, control, and meaningful existence. Based on this model, emotional consequences are universal In other words, despite individual differences (e.g., gender; Blackhart *et al.,* 2007) or contextual changes (e.g., fundamental motivations for rejection; Zadro *et al.* (2004), social rejection leads to immediate negative mood. In the reflective stage, targets use various mutual strategies to overcome the negative consequences of social rejection (Williams, 2009). Targets may also reveal aggressive or embarrassing behaviors to re-establish a sense of control over the situation. Findings revealed that this phenomenon leads to negative mood and dissatisfaction with the four needs. Therefore, it confirms the proposed general assumption about the reflective stage. On the contrary, according to the time-demand-threat model, the reflective effects of phubbing have not been studied. Also, findings from other studies on phobias are in line with the hypothesized processes of this stage. For example, the experience of phubbing seems to result in increased online interaction, which can be considered an attempt to regain social inclusion. David and Roberts (2017) stated that the experience of phubbing led to more use of social media. Studies have also shown embarrassing behaviors relevant to one's partner, which may lead to a mutual strategy to regain control. Abeele *et al.* (2016) found that participants paid less attention to their peers compared to the time when they used their smartphones during the interaction. Therefore, recent studies that directly apply the time-demand-threat model to phubbing, support the

occurrence of reflective effects. Thus, more activities are required to replicate the findings relevant to the reflective effects of phubbing and extend the model testing to such effects and resignation. Moreover, undesirable affective reactions to observed events of social rejection seem to reach a similar magnitude as reported by immediate targets of rejection. They also showed that social deprivation is created by the need for belonging, self-esteem phubbing, control, and meaningful existence in observers. The occurrence of such reflective effects in the third person shows that humans are sensitive to the violation of norms relevant to social inclusion in their environment. Furthermore, they have presented calm behaviors toward targets as a demonstration of interpersonal empathy and concern. However, observers may also reduce rejected individuals due to potentially biased thoughts about the target's responsibility for rejection (park and park , 2014). Besides, there are still no studies on the effects of phubbing on observers. Since phubbing is a type of social rejection caused by the use of smartphones, one might expect to observe similar reflective effects in the studies of rejection that are unrelated to smartphone use. Studies investigating gender differences in smartphone use suggest that (observed) phubbing may affect women and men in totally different ways. Research has shown that women are more sensitive compared to men to signs of social rejection and apply reflective mutual strategies easier than men when faced with potential threats of rejection (Thabassum, 2021). Despite the assumption of universality expressed in the time threat mode, some studies have found gender differences in the reflective stage. Studies regarding the use of smartphones have shown that women are more prone to problematic use of smartphones compared to men (Busch and McCarthy, 2021). Moreover, women tend to stay tuned with their mobile devices based on relational motives, including communication and relationship maintenance; nevertheless, men use their smartphones more for information storage and entertainment. Considering that fobbing has attracted the attention of many researchers, as far as the authors are aware, its antecedents and consequences have not been identified. Therefore, the purpose of this research is to identify the antecedents and consequences of phubbing among employees of Yazd Municipality. The current study has been carried out in Yazd- Iran in 2023.

MATERIALS AND METHODS

Survey design and data collection

The present study is applied in terms of purpose and qualitative in terms of data collection. In this type of research plan, gain a real insight regarding the issues and the nature of the topic. This may refer to some authentic experiences pertinent to the issues under examination that are particularly helpful while describing hidden and unanticipated subjects. It can also be influential for specific research (Palalic, 2017). Besides, we decided to apply this method because the core objective is to choose the individuals who are acquainted with such phenomena. Consequently, it will be easier to comprehend the topic so that the samples can provide appropriate answers accordingly (Nikraftar *et al*., 2022). It is also recommended because of the objective of the study and the internal judgment. Unlike quantitative studies, qualitative research is less likely to provide arranged procedures, particularly in terms of sampling (Palalic, 2017). Therefore, according to the nature of the research question, the researcher has solved the problem using the interpretive paradigm and inductive logic. Hence, researchers are trying to find an answer to the question, what are the antecedents and consequences of phubbing in Yazd municipality? In the first part of the present study, literature related to the concepts of antecedents and consequences of phubbing was extracted from library sources, and the selection criterion includes having the word phubbing and its derivatives. The second part included interviews with 12 people, consisting of managers and employees responding to citizenship requests in the central building of Yazd Municipality, which was performed in March 2023. The selection criterion of the experts was to have relevant articles, at least three years of related working experience in Yazd municipality, and knowledge of phubbing. Sampling was conducted purposefully and continued until the researcher reached the theoretical saturation. In the present study, the interviews were carried out through in-depth semi-structured interviews, and the 5w1h technique was applied to answer questions such as: how, why, what, where, who, and when (Hosseini *et al*., 2021). The extracted codes reached saturation after the 12th interview. The number of samples was adequate for the interview section. Data analysis was performed through the three stages of primary, central, and selective coding. In the present study, coding was performed using Maxqda 20. The following measures

have been conducted in the present study to examine the validity of the research instruments:

Adaptation by the participants: The participants evaluated central and selective coding stages and provided their opinions.

Colleagues' review

The relevant professors reviewed the findings and provided their comments on the central and selective coding stage.

A collaborative study

Simultaneously, the participants were engaged in analyzing and interpreting the data.

The reliability of the study has been conducted as stages up to 12 samples reached the theoretical saturation. According to the agreement between the two coders, the reliability coefficient was 70%. The strategy of the present study is to propose a proper solution for the data theory problem of the Strauss and Corbin Foundation, in which the researcher follows a process theory and explains the actions and interactions that happen over time. According to the systematic approach proposed in the data theory of the Glaser *et al.* (2013) Foundation, the researcher carries out the coding process up to the selective coding stage and develops a theory during the data collection process.

An explanation of the antecedents and consequences of phubbing in Yazd municipality

There are three approaches for identifying the antecedents and consequences of phubbing in Yazd municipality: adaptation, adaptation-design, and design. The design approach has been used in this study. The process of designing and identifying the antecedents and consequences of phubbing and their validation has completed the following stages:

Preliminary plan

In this step, decisions will be made on the philosophical foundations, values and ruling paradigm, organizational aims and strategies, the definition of phubbing, approaches, applications, and components of the model, as well as identifying the antecedents and consequences of phubbing and the favored criteria for their extraction, processes, and methods of carrying out work and sample members.

Planning the initial list of identifying the antecedents and consequences of phubbing through individual interviews

At this stage, the researcher seeks to identify the antecedents and consequences of phubbing in Yazd municipality through individual interviews. The number one draft of the initial code list of phubbing antecedents and consequences was compiled after analyzing and performing interviews with the group of experts, applying the content analysis method to identify the antecedents and consequences of phubbing. After conducting twelve interviews, the researcher has reached the point of theoretical saturation; therefore, he can claim that the participants of the present study have demographic characteristics, such as gender, age, education, etc. Given the demographic information, it was found that 10% of the participants were women and 90% were men in terms of gender, and in terms of education, 4% had a Ph.D. degree, 24% had a master's, and 72% of the participants had a bachelor's degree. Interviews were performed by asking six questions about "Antecedents and Consequences of phubbing" (open interview); then, the three stages of primary, central, and selective coding were also employed. The interview questions include: What is the definition of phubbing in your opinion? What factors lead to phubbing? What are the causes of phubbing? What were the involving factors in the occurrence of phubbing? What are the consequences of phubbing? What are the Context Conditions of phubbing in your opinion, explain in details? Twelve participants were interviewed in this section using a theoretical interview with the purpose of identifying the antecedents and consequences of phubbing. Before the qualitative analysis, it is essential to present these data so that the analysis can be performed easily. Accordingly, in the present study, interviews have been analyzed in tabular format. The general concept of the interviews was extracted after listening to the interview text and verifying the notes. The sample of spoken evidence, leading to the primary codes, is listed in Table 1. The oral sample from which the primary codes were extracted is listed in Table 1. Then, each person was assigned codes M1 to M12. After studying and editing, all concepts were adjusted to 21 components and 121 codes (List No. 1). Subsequently, the extracted phrase was briefed and simplified; then, the duplicated sentences were eliminated. Therefore, six categories, 21 concepts, and

Table 1: Oral samples from interviews for the primary coding

Row	Oral samples	Primary codes
1	Addictive behavior including gambling, or those who are addicted to playing internet games, or those who are addicted to the internet, can be taken into consideration, so we must investigate whether people experience withdrawal symptoms when they do not suffer phubbing, apart from the consumption of a type of substance, addiction may establish dependence on objects or daily activities.	Addictive behavior dependence on objects or daily activities
2	Some other disorders such as anxiety disorders can have a function in the occurrence of phubbing, because many people who may have social phobia or the fear of speaking or being in public may have phubbing. It is possible that a person in the workplace has phubbing because of the fear of speaking in public or because of social anxiety and is unable to develop proper social relationships with others.	Anxiety disorders Fear of being in public at the workplace No social communication with others

123 final selection codes were achieved. Eventually, the components were categorized using Maxqda software 20, which is displayed in Table 2.

A Comparison of the obtained list with the list of Antecedents and Consequences of phubbing

There was no list or template to simultaneously examine the antecedents and consequences of phubbing at this stage. Accordingly, the initial codes related to the antecedents and consequences of phubbing, which were provided in the previous stage, were compared with the findings of previous studies. Thus, new components were identified and added to the initial list of antecedents and consequences of phubbing. Similar to the process conducted in the interview section, the codes were extracted by analyzing the sources line by line. As a result of the content analysis, list number 2, including extracted codes, was prepared.

Presenting a definition of the concepts of Antecedents and Consequences of phubbing and preparing list number 3

At this stage, the researcher examined the combination of the antecedents and consequences about phubbing from the list number one and two. Then, draft No. 3 of the list of antecedents and consequences of phubbing was developed by integrating findings from interviews and other sources. The identified codes were categorized based on conceptual closeness in the form of the concepts of antecedents and consequences of phubbing.

Evaluation and edition of the list of antecedents and consequences of phubbing by a group of experts

An attempt was made in the interviews to achieve the information required by the people using a narrative method. A focus group was created, and relevant people were identified in the section on extracting the categories of antecedents and consequences of phubbing after a complete explanation of the problem and research objectives. Then, the experts were provided with the initial categories and the respective influential factors. Consequently, their views regarding increasing or decreasing these categories were registered. Finally, the model of antecedents and consequences of phubbing was presented in Yazd Municipality. Yazd is the capital of Yazd province and one of the metropolises of Iran. Yazd is known as the first raw clay city in the world and it is registered as the first historical city of Iran and the 22nd historical monument of Iran in the UNESCO World Heritage List. The city of Yazd is considered one of the medical and cultural hubs of Iran. Considering that service organizations, including municipalities, are institutions that have a lot of contact with citizens and their activities directly affect city residents, in the age of technology the speed and thus the frequency of meetings and facilitation of communication increase, is one of its characteristics. Also, on the other hand, considering the temptation of entering the age of technology and using electronic services to facilitate the lives of citizens, the activities of organizations are facing communication technology more than ever. Therefore, investigating the issue of phubbing in organizations is important due to the increasing use of communication tools, especially smartphones.

RESULTS AND DISCUSSION

The research method of the grounded theory is qualitative, and it uses a series of systematic procedures

Table 2: Axial coding results

Consequences		
Component	The axial concept	**Selected codes**
Results and Consequences	Lack of Responsibility and Love for Work	Lack of responsibility, lack of regular competition, lack of trustworthiness, change in work style, increase in mental and emotional stress and tension, decrease in happiness as the correction of beliefs are not corrected and not rationalized.
	Lack of Consistency	Failure to enhance collaboration and self-compatibility, lack of sense of mutual responsibility, change in people's personality, reduction of participation, reduction of trust.
	Sense of Indifference Toward Organization	Isolation, lack of care for opinions, not accepting new ideas, not having important opportunities, not paying attention to new views.
Strategies		
Component	The axial concept	**Selected codes**
Technological Factors	Addiction to cyberspace	Addiction to mobile phones, addiction to checking text messages, addiction to checking cyberspace, no concentration in public interactions, dependence on virtual space, Internet coercion, Internet bullying.
	Being modernized	Aware of opportunities, risk-taking, creative, enthusiastic about change, development of communication infrastructure, emphasizing technology instruments, improving things, applying new methods of obtaining information, being modernized.
	Network infrastructure and information technology	Media knowledge, educational information.
An axial phenomenon		
Component	The axial concept	**Selected codes**
Social Factors	Isolation	Social phobia, fear of speaking, fear of being in the community, social isolation, loneliness, ignorance, sense of rejection, sense of neglect, social fear, silence, social isolation, shame and embarrassment
	No Social Acceptance	Social anxiety, being deprived of speaking, lack of development of social relationships, lack of constructive interaction, inability in friendship and intimacy
	No Communication	Lack of social communication skills, lack of communication skills, lack of speaking skills, lack of understanding and empathy, inappropriate mental perceptions of society, weak social relationships, weak social interactions, lack of social interaction and communication
	Social Norms	Lack of social support, unbalanced personality, lack of social acceptance, weak responsibility, social norms, lack of social contract, social isolation
Intervening conditions		
Component	The axial concept	**Selected codes**
Personal/Individual Factors	Hyperactivity	ADHD disorder, hyperactivity, addictive behavior.
	Low Self-Esteem	Ignorance and lack of mutual understanding, lack of sense of belonging, sense of being useless, need for reassurance, sense of rejection, low self-confidence, low self-esteem, low sense of belonging, lack of control.
	Emotions	Emotional feelings, shyness, weak faith and belief, no idea about one's role, lack of patience.
Context Conditions		
Component	The axial concept	**Selected codes**
Cultural Factors	Lack of awareness	Lack of education, lack of awareness, lack of skills, inappropriate relation between job and employee, unconscious behavior.
	No freedom of speech	Not sharing ideas, not being aware of work problems, not paying attention.
	Lack of cultural compatibility	Lack of social thinking, weakness in formulating cultural indicators, lack of improving cultural indicators, lack of attention to cultural advantages, culture improvement.
	Destructive working behaviors	Busy job, unprofessionalism at the job, destructive behavioral habits, not objective- oriented, Negative and destructive behaviors, reduced interactions
Causal Conditions		
Component	The axial concept	**Selected codes**
Psychological Factors	Depression	Depressive disorders, depression, damage to mental health, rejecting others.
	Stress	Work stress, work pressure, anxiety.
	Mental Disorder	Obsession, compulsive behaviors, IRS disorder, excessive reassurance, mental disorder.
	Mental Distress	Skill without violence, non-conflict, syphosis spectrum disorders, anxiety, restlessness, aggression.

to develop a theory on the phenomenon of the study inductively. This strategy was applied to achieve a complete description of the attitudes and perceptions of experts on the antecedents and consequences of phubbing. The participants' perception of the process, content, strategies, context, and consequence of the research findings as well as the relationships between them were investigated through a semi-structured interview. For this purpose, the systematic design of the grounded theory approach was employed. For data analysis, primary coding (identification of 123 codes and 21 components) and axial coding (category statistics and the identification of the relationship between categories and determining the axial phenomenon, description of causal conditions, generalization of strategies, intervening conditions, consequences, and results of strategies) have been applied.

a) Causal conditions, which includes the events that result in the occurrence or growth and expansion of a phenomenon. Incidents, events, and happenings that lead to the occurrence or development of a phenomenon. Causal conditions or what is sometimes called antecedent conditions are often described together with words including when, while, and because in data.

b) The main component of the process: this component always appears in the data, and other principal components are related to it.

c) Context conditions: they include a set of conditions that influence the antecedents and consequences of phubbing.

d) Intervening conditions: factors that influence the antecedents and consequences of phubbing as facilitators and contributors.

e) Strategies: they include the measures taken to control and manage the axial phenomenon, which are the extracted steps and the relationships between them. Strategies are a fundamental theory, a method of theorizing with an action/interaction bias, whether the topic of study is of individual, group, or collective, action/interaction types in it, the purpose of which is to manage, control, fulfill, and show sensitivity to the phenomenon. According to the inference made on the relationship between the components and the issues discussed in the research method section, the model of Fig 1 was drawn.

f) The key factors of the antecedents and consequences of phubbing were obtained after the codes were extracted using the Atlas T software in a round-trip process. Then, the codes were converted into more conceptual factors in each interview, and the documents were reviewed. Fig. 1 represents the obtained pattern by the paradigm model. In this section, the main objective of designing the pattern of antecedents and consequences of phubbing is displayed in a completer and more abstract model.

After designing the paradigm model of the antecedents and consequences of phubbing, it is worth mentioning that the first step of the model for the occurrence of the antecedents and consequences of phubbing in Yazd municipality is causal conditions. This stage can be considered as the preliminary or pre-implementation stage. At this stage, the organization does not specifically develop the occurrence of phubbing, but it tries to provide the preliminaries. This stage includes factors leading to phubbing. After investigating the interviews and extracting the initial and final codes, it can be said that the factors related to phubbing in organizations were recognized as the underlying factors of the phubbing process in organizations. This means that these factors are necessary to establish phubbing in organizations. There is no doubt that the requirements are responsive to new issues. Therefore, the results are in line with Williams (2009) and Zadro *et al.*(2004) findings. Nowadays, organizations need complex requirements and infrastructure to be successful, with employees that are not restricted to specific locations and are greatly dependent on communication and human interaction (Tajpour and Razavi,2023). The results obtained from the interviews indicate that in order to be successful and reduce phubbing in the organization, they are required to enhance the internal communication of their employees, provide them with essential training, motivate them, and adjust the internal structure of their employees, and managers should initially develop positive thinking in the organization and modify the implementation methods within themselves. If they can establish requirements among employees, then they should have internal preparation for prosperity and reduction of destructive behaviors. One of the concepts desired by the researcher in this section is the responsibility-oriented, knowledgeable, and motivated workforce to reach perfection in providing services. The purpose of reducing phubbing in organizations is to satisfy
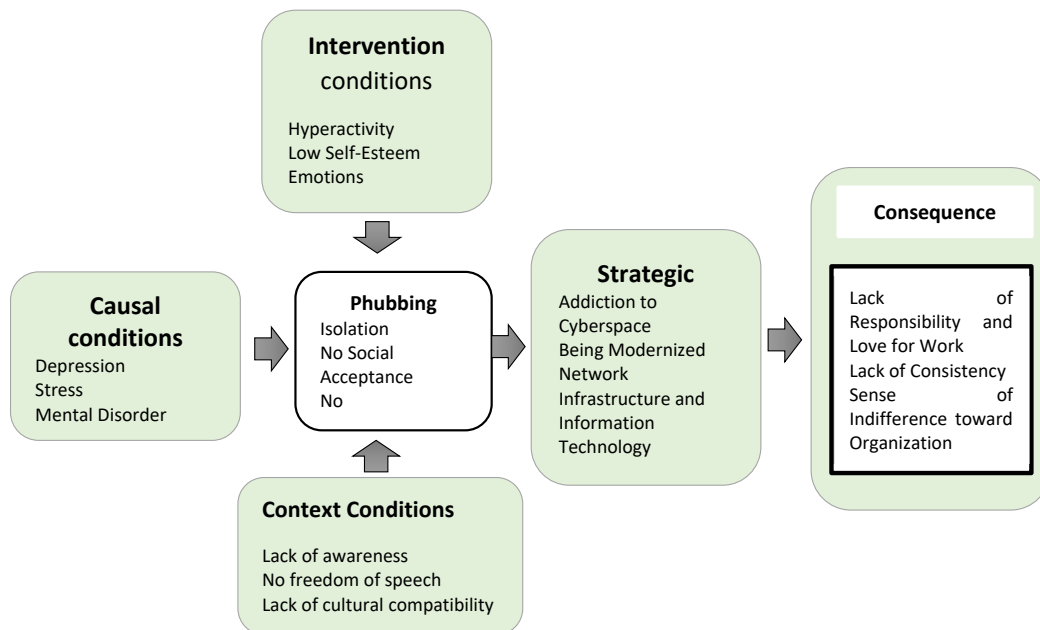
Fig 1 : paradigm model of antecedents and consequences of phubbing

employees, so attracting and retaining employees supports one of these concepts. Çikrikci *et al.* (2019) examined the relationship between phubbing, big five personality traits, and life satisfaction and they concluded that there is a relationship between life satisfaction, phubbing, communication disorders, and neuroticism. It has been shown that phubbing has a significant relationship with life satisfaction. They also showed that communication disorders play a mediating role in the relationship between neuroticism and life satisfaction. The next step is the emergence of phubbing as a central phenomenon. Indeed, the results from the interview analysis led the researcher to the conclusion that the existence of positive behavior in the organization is based on the experience, perception, and expectation of employees from the services they receive. It means that based on their experiences and interactions with organizations, regarding the services and their quality and quantity, employees will find a new understanding of the services and their providers and create deep approach with the organizations in mind so that they feel satisfied. Although reaching positive behaviors in the organization is related to many factors, the services provided to the employees and the support provided by the officials can serve a highly significant function in the employees'

satisfaction and perception of the relevant service. The findings presented by Zamani *et al.* (2020) showed that the phubbing scale is saturated with the two factors of communication disorder and mobile phone obsession. The correlation between communication disorder and mobile phone obsession with social network addiction and relationship quality was not consistent with theoretical orientations. Furthermore, another factor is the intervening conditions, which contain the concepts that bring about the occurrence of phubbing to decrease and increase in the way of strategies. The components achieved from the interviews led to the development of principal concepts and categories of intervening conditions. Today, employees require special rules and regulations, and managers should be able to establish a culture by providing and applying legal frameworks and presenting detailed information to employees, and informing employees of the laws in the organization and their responsibilities as well as organizational aims. Laws and regulations have an important role in making the conditions easier for the implementation of strategies for organizations. The interviewees believe that if the employees are completely aware of their duties and responsibilities, the extent of destructive and inconsistent behaviors will decrease. Therefore, the results are in line with

Tajpour *et al*.(2023) and Wenzlhuemer(2007) findings. Nuñez *et al*. (2020) concluded that phubbing is a type of social rejection caused by smartphones, and the negative effects of that behavior in social interactions are more than what is being assumed. The present study expands the research on a modern communication phenomenon by enhancing the theoretical foundation and obtaining important theoretical and practical concepts relevant to the aims, sources, and observers of phubbing. Another part of the paradigm model includes the strategies that should be conducted to implement phubbing in Yazd Municipality. Nowadays, human communities are formed of organizations with different goals and tasks. The most important thing to achieve effective goal is the management (Sabokro *et al*.,2018). Employees have their own demands, preferences, expectations, and criteria, particularly when the behavior of managers in organizations can respond to their demands. Undoubtedly, all employees have the right to choose and should be respected and valued. Creating value for employees will result in positive behaviors, and it makes society and government organizations pay more attention to the employees in all types of working fields and respect their ideas, create additional value for employees, pay attention to the individual potentials of the employees and take essential measures for improving them. Therefore, the results are in line with Armstrong and Taylor (2023), Liu *et al*.(2022), Busch and McCarthy(2021) and Roberts and David(2017) findings. Al-Saggaf and O'Donnell. (2019) concluded that phubbing is considered an impolite, offensive act and a violation of social norms. Such perceptions weaken empathic concern, intimacy, interpersonal trust, and conversational quality. Underlying conditions are among the factors relevant to phubbing in organizations, and they have been recognized as the underlying factors of the phubbing process in organizations. It means that such factors are necessary for the occurrence of phubbing. Such factors must exist in this model so that appropriate actions and strategies can be implemented. Therefore, the results are in line with Pancani *et al*.(2021) Balta *et al*.(2018) and Blackhart *et al*.(2007) findings. Yasin *et al*. (2023) concluded that employees who believe their supervisor used the phone frequently during interpersonal interactions with them felt more socially rejected so that lower organization-oriented self-esteem can be predicted. Finally, the consequences

are taken into consideration in the paradigm model of the results of phubbing in the organization. The components of the model during this process lead to triple consequences, which are consistent with the results of phubbing in the organization. Lack of enthusiasm for work and lack of consistency have negative results for the organization and eventually society.

CONCLUSION

The aim of the current research was to identify the antecedents and consequences of phubbing on the employees of Yazd Municipality. Therefore, the results show that excessive use of mobile phones is inevitable during face-to-face communication or phubbing behavior. Organizations, such as the municipality, require complex requirements and infrastructure to succeed in this field. Employees of the municipality are not considered exclusive members of specific locations and are intensely dependent on human resources interactions and face-to-face communication but away from phubbing behavior. There is no doubt that the requirements are responsive to new issues. Employees require special rules and regulations; hence, managers should be able to establish a culture by providing and applying legal frameworks, presenting detailed information to employees, and informing employees of the laws in the organization and their responsibilities as well as organizational aims. Organizational regulations must move toward establishing employees' attention to the working space and paying attention to employees' ideas in organizational decisions instead of paying attention to mobile phones among managers and the pervasiveness of this behavior among employees. The role of laws and regulations can facilitate the implementation of strategies for the proper interaction of municipal employees. Reduction in the phubbing in the municipality will multiply the internal communication of employees, and the essential training space during the implementation of responsibilities. It will also motivate them and improve the internal structure of employees. Therefore, managers should initially develop positive thinking in the organization. Decline in the phubbing behavior among municipal employees can lead to positive behaviors in the organizational environment of the municipality and also enhance the methods of performance. Due to the occurrence of phubbing in the municipality, active employees show aggressive

and negative behaviors, lose the sense of being valued and noticed, and suffer from emotional and behavioral disorders. Although reaching positive behaviors in the organization is related to many factors, the services provided to the employees and the support provided by the officials can be significantly functional in the employees' satisfaction and perception of the relevant service.

Limitations and future suggestions

It is suggested that discriminatory, egotistical, and prideful behaviors should be replaced by friendly and peaceful, and altruistic relationships so that employees feel valuable in a calm and positive environment and while having an optimal and efficient performance, destructive and undesirable behaviors such as phubbing are not observed, and human interactions are displayed properly at the level of organizations. In the present study, as the number of variables was high and the relationships between them were complex, other factors could not be involved. Accordingly, the effect of many variables, including the number of managers and employees, the level of people's faith in the cultural values defined in the organization and society, environmental factors, etc., were not taken into consideration. Furthermore, the results from statistical analysis also showed that a percentage of managers' approaches belong to other variables that were not included in the present study.

AUTHOR CONTRIBUTIONS

A.R Rajabipoor Meybodi and A. Jamadi author performed the conceptualization and literature review, compiled the data, and manuscript preparation. E. Hosseini and Z.S Doaei author performed the Methodology, analyzed, and prepared the manuscript text and editing references.

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CONFLICT OF INTEREST

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the ethical issues including plagiarism, informed consent, misconduct, data fabrication and, or falsification, double publication and, or submission, and redundancy have been completely witnessed by the authors.

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ABBREVIATIONS

$5W1H$	What, Who, Where, When, Why and How

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