

Smartphone usage has become trendy among university students of Pakistan. Male and female students belonging to three different academic levels (BA/BSc/BS Hons., MS/MPhil, PhD) show distinction in their use. Gender and grade wise analysis, based on qualitative data gathered through an online survey and in-depth interviews, shows that Smartphone is being used by students to communicate with peers and also to access academic information with the help of applications, search engines, and other useful tools. Interestingly female students, against traditional restrictions to the use of technology, use Smartphone more confidently and purposefully to support their communication and academic needs as compared to male students.

Overall Pakistani society as well as individuals has undergone a social change and development due to technology (Smartphone). Now society is more open and modern when it comes to acceptance and usability of technological gadgets, especially for students. This has paved way for effective communication as well as access to academic information. Technology has also helped to minimize the gender gap related to access to technology, as now female students use technology that is widely accepted by their parents, teachers and society