

Journal



of P R e s e a r c h

Middle East

Journal of Public Relations Research Middle East

Scientific refereed Journal - Published by Egyptian Public Relations Association – Ninth Issue – October / December 2015

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(ISSN 2314-8721)

Egyptian National Scientific & Technical
Information Network

(ENSTINET)

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Journal of Public Relations Research Middle East
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Scientific Refereed Journal

- Ninth issue - October / December 2015

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ISSN for the printed copy

(ISSN 2314-8721)

ISSN of the electronic version

(ISSN 2314-8723X)

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The La nomophobie à l'ère du numérique

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Abstract

Le mot nomophobie, connu par nomophobia, est une contraction de "no mobile phobia". Il a été composé à partir de l'expression anglaise "no mobile phone phoby" (la peur panique de se retrouver sans téléphone portable). C'est un terme relativement récent, désignant la phobie de ne pas avoir son téléphone portable à portée de main. Le terme phobie désigne une véritable névrose. Il peut paraître un peu excessif pour qualifier les angoisses ressenties par un individu, à l'ère du numérique, surtout lorsqu'il s'agit d'être séparé de son mobile, de sa tablette, de son ordinateur portable...

Ce mot anglais de nomophobia est apparu récemment, en 2008, lors de la publication d'une étude conduite par la "UK Post Office", qui a révélé que plus d'un Britannique sur deux des utilisateurs de téléphones mobiles (soit 53%) présentaient des symptômes d'anxiété en cas de perte du mobile, de se trouver dans une mauvaise couverture du réseau, ou quand la batterie est faible...

L'étude intitulée "The Impact of iPhone Separation on Cognition, Emotion and Physiology" ("L'impact de la séparation de son mobile sur la cognition, l'émotion et la physiologie"), qui a été menée auprès de 208 étudiants journalistes, publiée le 8 janvier 2015, s'étend sur cette "nomophobie", et arrive à deux conclusions:

- Le téléphone portable est devenu "*une extension de nous-même*", à la manière du sonar de certains animaux, si bien qu'on peut parler d'"iSelf", de "soi connecté".
- Privé de son mobile, la personne souffrant de "nomophobie" a l'impression d'avoir perdu une part d'elle-même, et cela "peut avoir un impact négatif sur ses performances mentales". Cette angoisse a été identifiée en 2013 dans un sondage de la société anglaise d'enquêtes en ligne, YouGov, qui travaillait sur le sujet depuis cinq ans:
- 53% des Britanniques ont dit se sentir "anxieux" sans le portable ou quand celui-ci est éteint.

^(*) Docteur d'Etat ès Lettres et Sciences Humaines, Université de Bordeaux II, Section Sociologie et Psychologie (Avril 1983).

- 55 % des personnes interrogées ont prétexté avoir besoin de garder le contact avec leur famille ou leurs amis.
- 10% ont affirmé avoir besoin d'être joignables à tout moment à cause de leur travail.

À l'université du Missouri, le chercheur américain Russell Clayton a analysé la relation que nous entretenons avec nos objets connectés. Dans son étude, R. Clayton avance que "privé de son mobile, la personne souffrant de nomophobie a l'impression d'avoir perdu une part d'elle-même, et cela peut avoir un impact négatif sur ses performances".

Le téléphone portable est devenu "une extension de soi", si bien que nous pouvons parler de "soi connecté", d'"iSelf", (quand l'iPhone devient une véritable extension de Marshall McLuhan, "Le prophète des électroniques", qui a divisé les médias entre "Médias chauds et médias froids", connu par "Le médium est le message", "Le village global"...). McLuhan, tout en analysant d'autres médias plus anciens que le téléphone portable, a parlé aussi de l'extention de soi, de nous mêmes, jouant ici un rôle important en parlant du mobile.

Quant aux études sur la nomophobie en Égypte, il faut avouer que la première est celle que nous avons commencée il y a cinq ans. L'échantillon était composé de 332 individus; cette étude pilote a malheureusement disparu avant de publier les résultats à cause du vol de notre ordinateur portable.

Regrétant le travail de cinq ans dont nous ne cessons d'y penser, nous avons recommencé la recherche sur la nomophobie, avec un échantillon beaucoup plus important cette fois-ci que dans la recherche "volée"; une recherche sur plus de 1600 individus, accompagnée d'une étude approfondie sur le mobile comme technologie, depuis la naissance de ce phénomène jusqu'au "smartphone" (*) et dont nous allons publier les résultats très bientôt, espérons-le.

(*) "Le téléphone intelligent" au Québec (Canada), aussi en Egypte "التليفون الذكي", et en France, "smart phone" tout simplement ...