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SMARTPHONES, APPLICATIONS AND SOCIETY

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ABSTRACT

It is commonly held that mobile phones, more specifically smartphones, are the way of future. However, current literature in the realm of communications fails to explore the implications of the newer technology, and its components, on every day life. In this honors thesis, I use qualitative data collected from six focus groups to explore how smartphones are used today, consumer choice and willingness to pay with regards to mobile applications and how users respond to advertisements within their chosen applications. The results show that consumers choose applications primarily based on peer recommendations and in an attempt to make their lives both simpler and more enjoyable. Results also show that consumers are unwilling, in most cases, to pay for applications and do not pay attention to advertisements on their smartphones unless an audio component is present.

TABLE OF CONTENTS

Chapter 1 Introduction.....	1
Smart Phones	2
Applications	3
Chapter 2 Literature Review	5
Technology Acceptance Model	5
Uses and Dependency Model	12
Willingness to Pay and Advertisements	16
Chapter 3 Methodology	18
Chapter 4 Findings	24
Chapter 5 Discussion.....	41
Chapter 6 Limitations and Directions for Future Research.....	44
Appendix A Focus Group Transcripts.....	46
REFERENCES	182

Chapter 1

Introduction

According to information from the International Telecommunications Union, there were six billion mobile subscriptions worldwide at the end of 2011. This equates to roughly 87 percent of the global population (ITU, 2011). In 2010, there were three cell phones for every computer with Internet connection (BBC News, 2010). The International Telecommunications Union takes this statistic a step further and estimates that there were approximately 80 mobile phone subscriptions per 100 inhabitants, but only 30 subscriptions to the internet per 100 inhabitants, and under 20 fixed phone line subscriptions per 100 inhabitants in 2010 (ITU, 2010).

Mobile phones are no longer used exclusively for voice calls. With the advent of smartphones, mobile devices are being used as both a telephone and handheld computers. Smart phones are devices that allow two-way communication and interactivity with other users while also providing access to media (Jun & Lee, 2007). Mobile phones provide users with individuality, constant connection, the ability to find information easily and the means to buy products (Wais & Clemons, 2008). These capabilities lead users to pursue extremely personal settings, settings that allow them to control their phones in a way that best meets their individual needs (Park, Shenoy & Salvendy, 2008). As such, smartphone users are encouraged to download applications (apps) based on their personal interests and needs. These apps can be defined as “little programs that sit on a device and

update even when the Internet browser is closed” (Klaassen, 2008). Companies including: Facebook, The New York Times, Google, Twitter and many more promote their brand by developing apps for smartphones. In addition to enhancing brand recognition and use, apps are allowing companies to reap monetary benefits using an ad-based system. For example, Medialets and Pinch Media created programs that analyze app activity and allow developers to collect information pertaining to how many people use the apps, how often people use specific features and how long people spend using the apps (Klaassen, 2008). This information allows app developers to create a pricing system for advertisers and gain revenue without having to impose a monetary cost on consumers. The problem lies in the fact that not all users are early adopters, or even take advantage of all of the applications in the same manner (Verkasalo, Lopez-Nicolas, Molina-Castillo & Bouwman, 2010).

Smart Phones

Mobile phones are becoming an increasingly important part of every day life. As mobile phone popularity has increased, so have the number of functions it performs. In other words, they are becoming “smarter.” Mobile phones today incorporate an increasing variety of other technologies: personal digital assistant (PDA), timer/alarm clock, GPS receiver and navigator, MP3 player and laptop computers (Barkhuus & Polichar, 2011).

Based on global mobile statistics from the International Data Corporation (IDC), total smartphone shipments in 2011 were 491.4 million units. This is a 61.3 percent

increase from 2010. In 2011, the top five smartphone manufacturers in order are as following: Samsung, Apple, Nokia, Research In Motion and HTC. Samsung had a reported 0.1 percent larger slice of the market share (IDC, 2011).

Applications

Due to increased wireless network bandwidth and more advanced processing power, mobile phones are able to run stand-alone applications and client-server applications (Holzer & Ondrus, 2011). Initially, phone manufacturers, mobile network operators and some mobile application and content providers controlled the development of mobile services (Holzer & Ondrus, 2011). However, roles have changed. Mobile Network Operators lost control, portal providers gained revenue streams and financial institutions and content providers became more seamlessly integrated into the platforms. Currently, the mobile development market is controlled by five platform providers: Nokia with Symbian OS, RIM with Blackberry OS, Microsoft with Windows CE OS, Apple with iPhone OS and LiMo Foundation with Linux Mobile operating system (Hozler & Ondrus, 2011).

According to TechCrunch, there are more than 1 million mobile applications available across seven major platforms. That being said, the top 200 highest-grossing applications in the iPhone App Store generated four times as much revenue as the highest-grossing applications in the Android Market. The iPhone app store separates the applications into 16 categories ranging from business to entertainment to education.

Each application has a rating scale (out of five potential stars). The iPhone App Store also provides consumers with customer reviews for each application (TechCrunch, 2012).

Applications are not only for mobile phones. Smartphones are designed to act as multiple devices in one and as such, they connect seamlessly with laptops, tablets and e-readers. This is particularly true with regards to Apple products (iPhone, iPod, iPad and MacBooks). In 2010, partially due to the success of smartphones, tablet computers hit mainstream status. In January of 2010, Apple brought the iPad to the market and started paving the way for the resurgence of a tablet market. Global tablet sales are on the rise. In the second quarter of 2011, 13.6 million units were sold (a large jump from the 3.3 million shipped in the same period of the previous year). Two out of every three tablets sold in this quarter were iPad. However, the iPad is not forcing all of the competition out – in September of 2011, Amazon brought the Kindle fire to the market. This e-reader, priced at a competitive \$199, is a multimedia tablet connected to Amazon's online store (Statista, 2012).

Although mobile media has been researched to a certain extent, there has not been a lot of research looking at mobile phones and more specifically, smartphones and applications. Additionally, there is virtually no information about advertising and public relations topics in the mobile phone arena. Because of this gap in the literature, this paper will explore how mobile phones are used today, how and why mobile applications are being used, what leads consumers to download one application as opposed to another, consumer willingness to pay for applications and advertisements within applications.

Chapter 2

Literature Review

Technology Acceptance Model

The Technology Acceptance Model (TAM) is a theory that was born from an attempt to employ psychological factors as a means of explaining why people adopted new technologies. It aims to explain the factors that drive user acceptance of information systems (Davis, Bagozzi, & Warshaw, 1989). More specifically, and according to Davis et al., “the model is an attempt to derive the determinants of computer acceptance that is general, capable of explaining user behavior across a broad range of end-user computing technologies and user populations, while at the same time trying to be parsimonious and theoretically justified” (Davis et al., 1989). TAM has five components: perceived usefulness, perceived ease of use, attitude toward using, behavioral intention to use and actual use.

TAM was inspired by the theory of reasoned action – a theory that assumes an attitude toward an action impacts behavioral intention that in turn impacts how an individual performs the action (Ajzen & Fishbein, 1980). This theory implies that there are two factors that precede intention: predisposition, or attitude, toward a behavior and an internalized belief that individuals close to the decision maker prefer that he or she participate, or do not participate, in a specific behavior. Ajzen and Fishbein referred to the second preceding factor as “a subjective norm.” They also believed that this

subjective norm is based on an individual's preferences as well as his or her desire to comply with preferences (Ajzen & Fishbein, 1975).

As with other theories, the version of TAM most referenced today is an extended version of the original – researchers have branched out and considered new motivations. In 2001, Moon and Kim proposed a model in which perceived playfulness acts as an antecedent of attitude toward web surfing. This model was a reaction to the fact that the majority of preceding TAM research dealt with extrinsic motivations and ignored the effects of intrinsic motivations (Moon & Kim, 2001). Researchers now link perceived ease of use and perceived usefulness to extrinsic motivation and perceived enjoyment and perceived control to intrinsic motivation (Park, Lee & Cheong, 2008). Liao and Tsou also conducted a study in which they extended the TAM to include perceived quality and perceived playfulness. In their study, they found that higher perceived quality of SkypeOut (a peer to peer voice over Internet protocol software that can be used to make video calls, phone class or send text messages) had a direct impact on perceived ease of use. Perceived quality leads users to perceive technology as effortless – and perceived ease of use is a predictor of technology adoption. In addition to perceived quality, Liao and Tsou's model found significance with regards to perceived playfulness. The results of their study found that the more playfulness SkypeOut employed, or possessed, the more positive an attitude users had toward the software (Liao & Tsou, 2009).

Perceived Usefulness

When individuals decide to accept or reject a new technology, they consider the impact said technology will have on their lives – they contemplate if the new technology will make their lives easier. The degree to which an individual believes that a new

technology will benefit them and improve their life is the technology's perceived usefulness. More formally defined, perceived usefulness is "the degree to which a person believes that using a particular system would enhance his or her job performance" (Davis et al., 1989).

The link between perceived usefulness and intention to adopt a new technology is thought to hold true when it comes to mobile devices. When it comes to mobile Internet, mobile data services, mobile banking, mobile commerce, mobile healthcare systems and advanced mobile services in general, perceived usefulness has been deemed an important determinant for user adoption (Cheong & Park, 2005; Lu et al., 2005; Hong et al., 2006; Luam & Lin, 2005; Wu & Wang, 2005; Wu et al., 2008). That being said, perceived usefulness does not seem to be a consistent indicator of a user's intent to adopt a new technology. Though researchers have found support for perceived usefulness in some cases, there have been some instances in which it was rendered an insignificant predictor. For example, in a study looking at user adoption of mobile games, Ha et al did not find significant evidence supporting perceived usefulness as a predictor of a user's intention play (Ha et al., 2007). Another study conducted by Meso et al. found that perceived usefulness had no impact on the use of mobile technologies when it came to both the social and business arena (Meso et al., 2005).

Perceived Ease of Use

Perceived ease of use refers to the effort an individual must put into using a system, or in this case an application. More specifically defined, perceived ease of use refers to "the degree to which a person believes that using a particular system would be free from effort" (Davis, 1989). Relying on this definition, Davis postulated that ceteris

paribus, an application that users perceive easier to use would be accepted over the alternative (Davis, 1989). Originally, Davis predicted that perceived ease of use and perceived usefulness would be parallel predictors of adoption. However, results found that the perceived usefulness – adoption relationship was significantly stronger than the ease of use-adoption relationship. Based on his findings, Davis suggests that perceived ease of use should be studied as a precursor, or antecedent of perceived usefulness rather than a direct predictor of usage (Davis, 1989).

Perceived Enjoyment

Perceived enjoyment, as defined by Davis et al., is “the extent to which the activity of using the computer is perceived to be enjoyable in its own right, apart from any performance consequences that may be anticipated” (Davis et al., 1992). With regard to hedonic systems, such as handheld devices, perceived enjoyment is a greater predictor of adoption than perceived usefulness (Van der Heijden, 2004). In an analysis of four mobile services – SMS, contact, payment and gaming – Nysveen et al. found that a user’s intent to adopt mobile services is directly impacted by perceived enjoyment (Nysveen et al., 2005). Though their results found a strong impact of perceived enjoyment and perceived usefulness, Nysveen et al. found that perceived enjoyment had a significant and positive effect on users’ intention to use and adopt both goal-oriented and experiential services (Nysveen et al., 2005).

Perceived enjoyment is a particularly important aspect of TAM because mobile phones are becoming a more prominent part of daily life outside of work. Today, they are used for non-work activities such as: entertainment, information seeking and social life maintenance. Due to this shift in purpose, consumers focus on pleasurable,

aesthetically pleasing and user-friendly qualities as much as, if not more than, efficient and functional qualities (Manovich, 2006). This shift from task-related usability has led more of an emotional-usability viewpoint in which enjoyment relates to mobile service adoption (Mahlke, 2007).

Previous studies looking at consumer behavior have found perceived enjoyment to be a significant predictor of adoption, or continued behavior. In 2002, Khoufaris determined that shopping enjoyment is a key predictor when it comes to a consumer's intention to revisit an online store (Khoufaris, 2002). Perceived enjoyment also had a significant impact on user e-loyalty, or a consumer's intention to revisit a specific site for his or her online needs (Cyr et al., 2005). When it comes to online gaming, perceived enjoyment plays a large role in an individual's motivation for playing. Players who experience enjoyment are more likely to be active users (Wu & Liu, 2007). Though smartphone applications come in small packages, their uses are very similar to mainstream, online websites and games. Therefore, it is reasonable to hypothesize that perceived enjoyment will have an impact on the applications that users choose to download and use.

Perceived Playfulness

Perceived playfulness is a concept that is related to perceived enjoyment. Moon and Kim introduced perceived playfulness in 2001 when they suggested that the Internet was used for more than utilitarian purposes (Moon & Kim, 2001). Their extended TAM looked at playfulness, based on the concept of flow, as an intrinsic belief that is formed on the basis of an individual's experience with the environment. More specifically defined, perceived playfulness is "The extent to which the individual perceives that his or

her attention is focused on interaction with the World-Wide-Web; is curious during the interaction; and finds the interaction intrinsically enjoyable or interesting” (Moon & Kim, 2001).

In 2005, Cheong and Park found that perceived playfulness acts as a predictor of an individual’s intent to use mobile Internet (Cheong & Park, 2005). Chung and Tan found support for perceived playfulness in the context of general information searching websites (Chung & Tan, 2004). Fang et al. found significant support for playfulness when it came to a user’s intention to participate in mobile games, but not when it came to general mobile Internet services (Fang et al., 2005).

Perceived Quality

Multiple researchers have conducted research employing TAM and an added construct, perceived quality. However, they have done so using varying definitions of perceived quality. In 1996, Dabholkar used five attitude-based attributes to determine perceived quality: speed of delivery, reliability, enjoyment, ease of use and control (Dabholkar, 1996). Based on extensive research factors that can impact the success of an information system (as conducted by DeLone and McLean in 1992), Lin and Lu chose to focus on three variables related to quality: response time, system accessibility and information quality. In their examination of the TAM model in the Internet environment, Lin and Lu found evidence that perceived usefulness was the largest predictor of reuse. They also found support for the notion that perceived quality ultimately impacted user behavior toward perceived usefulness (Lin & Lu, 2000). In 2009, Liao and Tsou chose to define perceived quality using measures that better suited the technology system that they

were studying. They used four attributes to measure perceived quality: response time, voice quality, connecting rate and dropped calls (Liao & Tsou, 2009).

Because the focus of this research is on mobile applications – as opposed to Internet or computer acceptance – quality will be defined using the following measures: response time, reliability. Response time refers to the amount of time a user must wait to interact and use an application. Reliability refers to the applications and how well they perform their expected tasks – do they run without bugs? Do they unexpectedly shut down?

Attitude Toward Using

Attitude toward using is defined by Davis as “ the degree of evaluative affect that an individual associates with using the target system when performing the job” (Davis , 1989). With regards to TAM, attitude is a mediator between a user’s beliefs (perceived usefulness, perceived ease of use, perceived enjoyment and perceived playfulness) and his or her intentions (Liao & Tsou, 2009). More favorable attitudes lead to increased system usage where as unfavorable attitudes lead to system abandonment (O’cass & French, 2003).

Behavioral Intention to Use and Actual Use

As defined by Moon and Kim, behavioral intention to use is “the strength of one’s willingness to use a system” (Moon and Kim, 2001). That being said, the more important aspect is actual use, or “a self-reported measurement of usage of the system” (Davis, 1993). Though the term itself states “actual usage,” most TAM studies use self-reported usage and assume that it successfully captures actual usage (Szajna, 1996).

Uses and Dependency Model

The Uses and Dependency Model was created in an attempt to combat criticisms of the two theories it is derived from: uses and gratifications and media system dependency (Rubin & Windahl, 1986). This model looks at the media-society-audience connection as proposed by Ball-Rokeach and DeFleur and integrating the individual centered uses and gratifications perspective (Katz, Blumler & Gurevitch, 1974).

Dependency

As direct experience with societal structures becomes limited, people rely on the media. Individuals depend on media for information. The Dependency perspective suggests that sociostructural forces that determine the information made available to the media determine the amount of time an individual devotes to media consumption. These resources, combined with an individual's need for information, determine audience dependence on media (Rubin & Windahl, 1986). Dependency suggests that media influence is determined by the interactions between the societal system, media system and audience (Rubin & Windahl, 1986). The degree of audience dependence on media is important because it is a key component to understand when media messages can change audience beliefs, feelings, or behavior (Ball-Rokeach & DeFleur, 1976).

The relationship between society and media deals with how access and availability impact an individual's media experience. Media dependence on societal system can vary. However, the media tend to rely on the political system to provide legislative protection and facilitation and to provide political information. Government support of media outlets can come in the form of tax incentives or direct payments. In

return, political systems require aid from the media to reinforce political values and maintain, “order and social integration, and organization and mobilization of the citizenry” (Rubin & Windahl, 1986). Furthermore, when there is a high level of structural instability and change in a society, there is greater potential for dependency, which leads to a higher chance of cognitive, affective and behavioral effects (Ball-Rokeach & DeFleur, 1976). Therefore the relationship between the media and the audience is the most important variable in the model because it impacts how people may choose to use the medium. Certain media functions may be more socially central, or more important for social and individual well being, than others. In other words, certain media functions are more relevant to an individual than others. The more relevant the media, or the greater the number and centrality of the information delivered by a medium, the greater the audience dependency on said medium (Ball-Rokeach & DeFleur, 1976).

The relationship between society and audience deals with how societies influence an individual’s motivation for using media and provide standard values, norms, knowledge and laws (Ball-Rokeach & DeFleur, 1976). There are a variety of societal systems that depend on audiences. For example, the economic system depends on consumers and political systems depend on voters and special interest groups. In these situations, mass media play intermediary role (Ball-Rokeach & DeFleur, 1976).

Uses and Gratifications

Human motivation drives human behavior (Maslow, 1943). At its most basic definition, uses and gratifications theory can be defined by the fact that consumers will seek content that appears to be the most gratifying. The amount of gratification a consumer is likely to have is dependent on his or her interests and personal needs

(Windahl, Signitzer & Olson, 1992). The uses and gratifications approach springboards from this knowledge and assumes that audiences are motivated by social and psychological needs to consume media (Katz, Blumler, and Gurevitch, 1973). The uses and gratifications approach is most interested in how and why individuals consume media. Herzog's study of the motivations people had to listen to daytime radio and Berelson's study about what people missed most about newspapers during a strike are early examples of this type of research (Herzog, 1954; Berelson, 1954). That being said, the uses and gratifications approach really took hold from Katz's editorial calling for a focus on what people "do with media" as opposed to what "media do to people" (Katz, 1959).

As defined by Katz, Blumler and Gurevitch, the uses and gratifications approach functions on the presumption that individuals, or audiences, are active in media use and choose to consume the media that they expect to gratify their needs (Katz, Blumler & Gurevitch, 1974). On an individual level, media are thought to satisfy audience needs for personal relationships, personal guidance, surveillance, identity formation and diversion (Blumler, 1979). This model assumes that individuals are aware of these needs and actively attempt to satisfy them. The model also assumes that individuals are both capable and willing to accurately express their motivations in surveys and interviews (Bentley, 2012).

To date, previous uses and gratifications studies have developed typologies of gratifications by medium. Said mediums include: newspapers and magazines (Lichterstein & Rosenfeld, 1984), television (Palmgreen & Rayburn, 1979), the VCR (Lin, 1993), cable TV (LaRose & Atkin, 1988) and telephones (Dimmick et al., 1988).

From these studies, researchers identified the following gratifications: surveillance, escape, arousal, reassurance, companionship, sociability, diversion and instrumentality (Rubin, 1994).

In addition to the mediums listed above, researchers have seen the benefits to using the uses and gratifications approach to study mobile phone use. In 2002, Rubin postulated that uses and gratifications would be a valuable model for understanding the newer, more interactive media (Rubin, 2002). To date, mobile phones have evolved from being a status symbol, to a necessity and finally to an aid to a mobile life-style (Blinkoff, 2011). For adolescents, the motivation to use mobile phones is derived from social networking and peers. Among adults, family and security drove mobile phone use (Blinkoff, 2011). In a study conducted by Wei, results showed that motivations of mobile phone use explained the variance in use beyond voice functions. The results support the active audience approach to studying the hybrid medium of mobile phones. Furthermore, the results study provided evidence that uses and gratifications is an applicable approach when it comes to studying new interactive media. They did so by showing that the instrumental use motivations drove mobile phone use for news and web surfing while the motivation to pass time was linked to gaming via mobile phones (Wei & Lo, 2006).

Combining Dependency and Uses and Gratifications

The uses and dependency model allows researchers to interlink two perspectives: the microperspective of individual media behavior and the macroperspective of the media as it operates in a given society (Rubin & Windahl, 1986). Dependency allows researchers to explore the structure of audience needs and motivations while also providing them with a framework for exploring the role of alternatives and their

consequences (Rubin & Windahl, 1986). The uses and gratifications portion of the model allows researchers to explore an audience's receiving behavior (Rubin & Windahl, 1986).

Willingness to Pay and Advertisements

Basic principles of economics assume that consumers are rational actors seeking to maximize product utility. This utility can be met by meeting price and/or quality needs. Consumers adjust price-quality trade-offs based on the options that are available in the market place. According to Bertini, Wathieu and Iyengar, consumer preferences are captured using the following function: $v_i = (q, p) = \omega_i q - p$ (Bertini et al., 2012). In this function, weight represents a consumer's sensitivity to quality – the more sensitive a consumer is to quality, the more willing he or she is to spend money on a product (Bertini et al., 2012). When a service, or in this case an application, is provided to a consumer free of charge, the cost comes in other forms. In many cases, the main alternative cost comes in the form of advertising. Advertising within applications can be seen as both an attractive and unattractive alternative. Consumers could adopt the mindset that advertisements signal lower product quality. They could also view advertisements as intrusive and take on the attitude that an application is not worth the hassle – even if it was “free.” Consumers could also take on a positive view of free applications that use advertisements. In addition to the simple fact that they are free, studies have shown that consumers can value free products at a much higher rate than products at a low cost. An explanation for this type of behavior can be found via the positive affect consumers link with free alternatives (Bertini et al., 2012). This paper

aims to explore the point at which advertisements cross the line and lower the quality of an application to the point where consumers would prefer to pay for the content/service.

Research Questions

The literature reviewed indicates a lack of information about the ways in which smartphone users interact with applications, as well as a lack of information about their feelings about advertising in the smartphone environment. This is of critical concern, as mobile apps, a key feature of smartphones, are labor-intensive to produce. Based on traditional media models, the industry has looked to advertising to fund and pay for smartphone apps. However, users' feelings about advertising in a mobile phone environment are not clear. Therefore this thesis explored the following research questions:

RQ 1: How do consumers describe their interactions with their smartphones?

RQ 2: What influences smartphone owners' decisions about which apps to download?

RQ 3: How do consumers describe their interactions with apps across multiple mobile devices?

RQ 4: What about an application makes it worth purchasing?

RQ 5: At what point does it become more enticing for a consumer to purchase an application than endure the pop-up advertisements that come with free versions?

RQ 6: How do smartphone users describe their experience of advertising in the mobile telephone environment?

Chapter 3

Methodology

Forty-eight students from The Pennsylvania State University were recruited to participate in focus groups. There were a total of six focus groups and 48 participants. The first focus group was recruited via email while the remaining five focus groups were recruited from a telecommunications class in the College of Communications. In return for their time and participation, the students were awarded 10 points of extra credit. Although a particular screening procedure was not put into place, 23 of the 48 participants were female and 44 of the 48 participants had smartphones. More specifically, 23 of the 48 participants had iPhones, and 25 had other smartphones. The participants ranged in age from 19 to 24 – the breakdown is as follows: (five) 19-year-olds, (twenty-one) 20-year-olds, (seventeen) 21-year-olds, (one) 22-year-old, (three) 23-year-olds and (one) 24 year old. Although the majority of participants were recruited from a telecommunications class in the College of Communications, 10 participants had non-communication majors. Their majors included: kinesiology, veterinarian biomedical science, industrial engineering, theater, English and Psychology and Economics. For a visual breakdown of the participants, please see table 1.

All focus groups took place in the Knowledge Commons at the Pennsylvania State University and lasted for approximately 40 minutes. The author served as the moderator for each focus group. Before the focus group began, participants heard a generic message relating to verbal consent taken from the IRB website. They were assured that their identity would be protected, and in accordance with that promise, every

participant's name has been reduced to a number. Each focus group was recorded and saved onto a flash drive.

The qualitative method of conducting focus groups was used because it is technique commonly used technique in exploratory research (Lindlof and Taylor, 2011). The increasing use and purpose of “smart phones” is a relatively new phenomenon. Therefore, it is important to approach the topic from more than one perspective. Focus groups provide the researcher with the means necessary to develop hypotheses and more sophisticated questionnaires. Additionally, focus groups are an expedient way to collect multiple different viewpoints on a particular subject (Lindlof and Taylor, 2011). Perhaps most importantly, focus groups allow researchers to exploit the “group effect.” The method is based on the fact that people draw upon “a shared fund of experiences” (Lindlof and Taylor, 2011). It is for this reason that, “the explicit use of the group interaction [produces] data and insights that would be less accessible without the interaction found in a group” (Lidlof and Taylor, 2011). This design ultimately facilitated interesting conversation fed by participants asking each other various questions.

A transcription of each focus group was made from the recordings by the author and saved in a word document to better facilitate analysis. The transcription therefore served as the first round of analysis. During subsequent readings of the transcripts, general patterns and common themes were identified and placed into categories for further explanation as seen in this paper. These categories serve as templates for theories regarding smartphones and applications. As explained by Glaser and Struass, comparative analysis, in which different groups or subgroups of people are compared,

can be used to build theory. The theory can be tested and refined by comparing it with other comparison groups and finding patterns within the data.

In discovering theory, one generates conceptual categories or their properties from evidence, then the evidence from which the category emerged is used to illustrate the concept. These conceptual categories can be explored in comparison groups, which may support the categorical concept or suggest modifications to make it more generalizable (Glaser and Strauss, 1967).

Number of Participants	48
Male Participants	25
Female Participants	23
Number of participants with a smartphone	44
Number of participants without a smartphone	4 (Participants 3, 6, 25 and 39) *participant 6 has had a smartphone in the past
Number of participants with an iPhone	23
Number of 19-year-olds	5
Number of 20-year-olds	21
Number of 21-year-olds	17
Number of 22-year-olds	1
Number of 23-year-olds	3
Number of 24-year-olds	1
Number of Communications Majors	38
Number of Non-Communications Majors	10

Table 1: Participant Breakdown

A list of questions that related to each of the six research questions was used to facilitate conversation in each of the focus groups. Each question was meant to garner participation and conversation between participants. The questions were as follows:

Do you turn your phone off for interviews?

- if yes, does it make you uncomfortable?

If you leave your phone at home, or it dies, what do you do?

- how far out of your way will you go to pick it up/recharge it?

Who pays for your phone/phone plan?

- would you have the same phone if you were paying? (if students aren't the ones paying for the phone)

Tell me about your first phone

- what did it look like?
- Whose idea was it for you to get a phone?
- Why and at what age did you get your first phone?

What do you use your phone for most often?

- calling/texting/games/internet?

Where do you use your phone most often?

Do you use your phone to take notes?

- Do you have an organization app on your phone? Which one(s)?
- Do you use the Calendar app that comes loaded on your phone, or do you use a list/note function and/or a specialized app?
- Do you use your phone instead or with an agenda book?

How long have you had a smartphone?

What did you used to do before you had a smartphone and apps?

- Did you go to a computer lab?
- Did you ask people for recommendations/answers?
- How did you get restaurant ratings?

Do you use your phone for schoolwork or in class?

Why do you have apps on your phone?

Do you think students use smartphones differently from other people?

What's the difference between an iPhone and an android?

- Describe an iPhone user.
- Describe an android user.

What is your favorite app on your smartphone right now?

- Is it useful in your work/studies
- Does it improve your efficiency
- Does using this application save you time
- Does using this application help you relax?
- Do you use this application to kill time
- What apps do you use most on your phone?

How long does it take you to get the hang of a new app?

- Do you delete an app if it's too complicated or doesn't work?
- How much time are you willing to spend learning the "tricks" of an app?

How do you hear about the apps you use?

How do you decide which apps you actually download/keep?

- what makes you download an app rather than bookmark a web site?
- If there are multiple apps with the same functionality, how do you choose between them?
- What makes an app stand out?

What's the "smartest" app on your phone? Most fun? Dumbest? Weirdest?

Do you rate apps?

- how do you rate them?
- Do you participate in e-word of mouth? (post your ratings in a public forum)
- Where do you find app ratings for your phone?

What apps would you/do you pay for?

- why would you/do you pay for these apps?
- If you pay for an app, do you expect there to be any advertisements/pop-ups?
- At what point would you rather buy an app than sit through an ad?

What do you do if an app on your phone stops working or slows down?

- Do you reload the same app, or try a new one?
- Do you give the app a poor rating?

Do you have multiple mobile devices?

- Phone, tablet, laptop?
- What's the relationship between iPhone, iPad and laptop?

Does your phone replace or add to computer time?

- Do you use apps on your computer and your phone?

What is the downside to having a smartphone?

What advice would you give to someone who is considering buying their first smartphone?

Do you have any concerns about sharing information with apps?

Chapter 4

Findings

What it Means to Have a Smart Phone

The first research question asked about student's interactions with their smartphones. First and foremost, participants saw their mobile device as a safety net. When asked if they turned their phones off before beginning the interview, 46 participants said no and two stated that their phone had died. In fact, every participant in focus group two had their cell phones out during the session. When asked how uncomfortable they were when their phones didn't work, one participant stated, "It gives me anxiety." Participant 6 went on to state, "I don't text a lot or use my phone often, but if it dies, I get really stressed out just because I feel like I need to have the option of having it on if I need it." The sentiment was similar when the participants were asked to describe how they feel when they forget their phone. One participant stated, "I feel naked without it." Participant 37 went on to say, "I feel like it's my go-to for everything. It's like my little child. I don't know – I mean I get really uncomfortable and I obsess until I have it." A few participants admitted that they go home if they forget their phone. Participant 40 went so far as to say, "Driving to work this summer – I was probably like 20 miles away when I realized I didn't have my phone. So, I went back and got it." When asked why, the participant responded, "I needed it."

Based on the conversation within the focus groups, it is clear that the purpose, and use, of cell phones has changed dramatically in the last 10 years. When asked about their

first cell phones, participants described basic phones that had one purpose: making phone calls. Participant 3 stated,

I got my phone when I was 11. And basically, it was just because my mom worked until 4:00 pm and so I had to stay after school. She was tired of coming into school and looking for me, so she got me a phone.

Multiple participants agreed that receiving their first phone was the result of after school activities and the need to remain in constant contact with family members.

Participant 21 stated, “I got my first one in sixth grade. My mom got it for me because she said she was scared for me and wanted me to be safe.” In addition to being used to facilitate family conversations, each participant (with the exception of a few) described their first phone as some derivative of what they deemed a “brick” phone. One description was as follows: “it didn’t even have a calendar or a calculator on it. It was just a phone.”

Today, cell phones are expected to be much more than “just a phone.” Participant 5 explained,

I feel like I had a lot of the technologies that a single smart phone has, but I had them separately. But now, on my smartphone, it’s all just combined and so much more convenient.

Participant 1 said,

I do a lot of things with my phone; texting, make a call, take photos and do Photoshop for my photos and Skype, Chinese Facebook, Chinese Twitter, Facebook, a lot of stuff, like whoa. Like my phone always dies in-in five hours. It’s terrible.

In response to the question, what do you use your phone for most, Participant 7 said,

“Just, um, everything. I mean, just, uh, Internet and, and, uh, texting; I would say both.”

Participant 8 explained her smartphone use by stating, “I’ll wake up and see my texts, go

through my emails. Um, like Facebook, uh, like Twitter, Instagram. Um, my cars news, technology news, and just kind of like repeat that like throughout the day.”

Smartphones do perform the basic function of making a phone call. However, users also anticipate using smartphones to retrieve directions (GPS), use social media, check e-mail, music, take pictures and keep calendars. The vast majority of participants said that they no longer use an assignment book or keep a hard copy of a calendar. Instead, they choose to maintain an electronic calendar housed on their phones because “it will always be on hand.” Many participants also cited the benefits of having a calendar that syncs with multiple mobile devices. Participant 2 equated smartphones to a professional tool by stating, “I feel like I need to have access to my e-mail and stuff like that, and to respond to things in a timely manner. I feel like it’s a monetary investment in my future.” Many participants agreed that even if they were to pay for their phones, they would do anything within their power to keep a smartphone. Participant 13 said,

I’m convinced now that when I graduate, no matter how little money I’m making, I’m going to buy a smartphone. It’s changed how I do things, how I get to places, how I communicate with people.

In fact, when asked why he chose to purchase a smartphone, Participant 31, who pays for the smartphone and the data plan, stated “I just need to have my e-mail and my internet and directions. You can get so much done, so much faster. It’s worth it.” Many participants cannot imagine going back to the days of more simplistic phones. Participant 6 had to make this transition from a smartphone to a “dumb” phone and had the following insights,

It’s so hard. It’s awful. You can’t look up directions, and you can’t just simply Google the definition of a word. Random little things that you really don’t think

about being so convenient on your phone make it so inconvenient when you don't have it anymore.

Applications allow mobile phones to be more like a computer than a telephone.

For this reason, smartphones have become a crutch— people have become so dependent on their mobile devices, in order to remain updated and in the loop and to respond promptly, that they have a difficult time refraining from texting and using their phones in inappropriate situations (class, work, social situations, etc.). Participants from this very study admitted that they have a need to text – and a need to continuously check email. As previously noted, many participants admitted that they uncomfortable without their phones. So much so that if the battery in their phone dies, or they forget their phone, they will make a conscientious effort, and in many cases go out of their way, to ensure that their phone is working and in hand.

Mobile Application Use

The second research question focused on what influences smartphone owners' decisions about which apps to download. There is an abundance of mobile applications for users to choose from and use. Apple separates applications into categories such as cooking, traveling, productivity, health and fitness, music, business, news and more.

However, participants listed four main reasons for using applications. Listed in order of importance, the four reasons are as follows: convenience and efficiency, entertainment, feeling connected and relaxation.

Convenience and Efficiency

Participant 5 put the general sentiments of the majority into words by explaining,

Apps make us feel like we aren't wasting time – our time is never idle. It facilitates this idea of technology is progress, even though it makes us busy all the time. So, I don't know if it's actually better for us or not, but it makes us feel like every moment is well spent.

As far as convenience and efficiency is concerned, Twitter was one of the most talked about applications in every focus group. Participants raved about the ability to gain information from Twitter more conveniently and efficiently than from traditional media sources. Participant 11 stated, "I like Twitter a lot for information. Any time you hear something, like if a story is happening, I know it will be on Twitter." Building on that statement, participant 15 said, "Yeah, when the debate was on, Twitter was exploding." The above statements speak to the ease of finding information. However, Twitter applications also allow users to save time when it comes to hearing more than one side of a story. Participant 14 finds Twitter useful because in addition to getting links to various news articles, it is possible to get actual reactions and opinions from other people. Chiming in, Participant 13 said, "you get opinions from your friends, compared to opinions from experts at the same time. It's kind of one place for everything." According to Participant 15, "it saves time because you don't have to go on the Internet and you don't have to ask your friends opinions." The draw of Twitter lies in the fact that "Twitter provides a snapshot of the world just by scrolling down the feed."

Another popular application for convenience and efficiency purposes was Gas Buddy. Multiple participants had, and praised, this application. Participant 6 shared her experience as follows: "I'm so big on finding apps on my smartphone that make things more efficient. I downloaded Gas Buddy so instead of having to know all the prices of

the gas stations constantly I can just check that out really quick.” A similar application deemed beneficial by a variety of participants was Google Shopper. This application shows the price of an item at multiple locations. With regards to Google Shopper, Participant 4 stated, “I think it makes a big difference because before, I would either waste my money buying it, or I would waste my time going home and checking, or going to another store to see if it was cheaper.”

Simple applications like My Fitness Pal, Reminders and Key Ring were also extremely popular. In focus group one, Participant 4 stated that her favorite application was My Fitness Pal. She explained how she used the application to try to eat healthier:

You can scan the barcode for everything that you eat. And then you put the amount that you ate right there on the screen and it syncs it with the website too. It helps a lot with my diet and you can track exercise and everything like that – it makes it much easier to get in shape.

Participants 27 and 46, praised “reminder” applications. Participant 27 stated, “I’d be walking around and thinking of things I had to do and could put them in the app. It helped me remember everything I had to do.” Participant 46 said, “I use the calendar, well, usually for like stuff that’s going to happen in the future. So, it gives me a reminder [of] what I have to do.” Key Ring scans all of the barcodes for store brand cards (Wegmans, CVS, Stop & Shop, etc.) from your phone. Participant 6 explained that because of this application you never had to actually carry each individual card. Put more plainly, “it is so convenient whenever I go to the store. It’s so easy to do – it just made everything easier.”

Across all six focus groups, efficiency was cited as the most important aspect of applications. Participants flocked toward apps that they thought would make their lives

easier. If an app promised to increase their productivity (Reminder applications and Calendars), save money (Gas Buddy and Google Shopper) or act as a shortcut to important information (social media sites and news sites), participants would willingly download said app.

Entertainment

The second most popular reason to download applications was entertainment purposes. Participant 13 described a smart phone as “a great way to pass time. It’s easy to do in class and it’s fun. It’s entertaining and I can put it down whenever I want, and I can pick it up whenever I want.” Participant 9 said, “Usually, I like games because you can just play it and then put it away – it’s a really easy way to kill time.” Participant 1 admitted to having 77 applications loaded onto her iPhone. She explained, “The reason I download so many apps is because, well, in class you feel so bored.” Entertaining oneself in class was a common theme throughout every focus group. Participant 34 went so far as to say that he used his phone most often “to not pay attention in class, to occupy myself with something.”

Entertainment purposes really stood out when participants were asked to name the dumbest application on their phone and asked why they downloaded it. Nearly every answer included the word fun and entertainment. Participant 2 said, “I have one named Oldify and like if you take your pictures, and they will give you like the picture when you’re old, like, you know, like it’s you but it’s already like 70 or 80 years old you. Like that one’s so funny. I like that one.” Participant 16 said, “Yeah, like I love this app iFunny because it just has like ongoing just like stupid like images of just like comments. It just gives you entertainment.” When asked what makes an application stand out,

Participant 9 and 15 mentioned entertainment. Participant 9 said, “If it’s entertaining.”

Participant 15 said, “If it solves some kind of problem or entertains you in a unique way.”

Participant 31 described smartphones in the following way, “it’s almost like a toy. If I don’t have anything to do, I play with my phone.”

Social Connection

One of the most important uses of mobile phones for study participants was for integration of social media. A great number of applications the participants use relate to social media (Facebook, Twitter, Chatter, Instagram, etc.). Participant 24 said, “I use Instagram just because you can keep up with friends and I just like looking at everyone’s pictures.” When asked to name their favorite application, two-thirds of the participants named Facebook, Twitter and email – all of which facilitate social connection. In addition to the popular application like Facebook and Twitter, participants seemed to prefer downloading games that allow them to connect with friends. When answering the question, why do you have apps on your phone, participant 19 said, “Stuff like Draw Something and things where you can interact with your friends.” Participant 1 stated that she downloads apps because, “all my friends play apps so I have to – well, they play very – I need to play it with them.” Participant 9 admitted that Scrabble With Friends was his favorite application.

Relaxation

Although less prevalent than the previous categories, some participants cited relaxation as the motivation behind downloading applications. Participant 5 explained,

My favorite apps are definitely the relaxation ones. I have some games, and I also have something called Overdrive. You can hook it up to a bunch of public libraries. But I like to download audio books and listen to them. And I like to do

anything on my phone that'll distract me from what's going on in my life and what's hard about it. So if I'm using my phone in between classes or when I get home, I'm playing a game or anything to transport me to a different place where it's more fun and more relaxing.

Participant 2 also cited relaxation as a main motivator. She said, "My favorite app is Flipboard. It can put all the news you are interested in into a different place and they will renew it every day. It's a relaxing place to go." Participant 11 mentioned using an eReader application to relax and help make reading more efficient.

Application Selection

In addition to looking at the reasons behind a consumer's choice to download a mobile application, this paper looks at how consumers find said applications. Based on the focus groups, there are four contributing factors: friends and family (word of mouth), trial and error, ratings and reviews and usability. The findings are discussed in order of importance as designated by participants.

Friends and Family – Word of Mouth

The vast majority of participants said that they find applications to download based on recommendations from friends and family. Participant 6 said that she hears about most of the applications she downloads from her sister. "She loves being the first to do something. So, she'd always be like, 'Oh, I just got this great new app. Check it out.' And then I was like, obviously I'm going to love it." Participant 47 said, "I would only download something if one of my friends told me to get it." Continuing with the trend, Participant 46 explained that he downloads applications based on word of mouth. "If someone tells me to get an app, I usually do. I usually don't just browse for apps.

I'm really specific about what I want to use.” Participant 14 put so much weight on a friend's opinion that she downloaded an application she does not intend to use. “My friend told me to get it [snapchat], but I'm not into it – still didn't delete it though.”

Participants trust the opinions of their peers. This was made clear by the declaration and intention of multiple participants to download applications based on the conversations in the focus groups. Participant 4 said, “I don't have it, but the one you can scan the thing on your keychain – when I get my new phone, I'm definitely going to get that, because right now, I have like ten cards.” This intention to download a new application was mirrored by several other participants with regards to the Gas Buddy application, the Find your iPhone application and multiple others. The fact that simply talking about favorite applications created increased interest further reinstates the influence friends have when it comes to applications.

Trial and Error

So long as the applications are free, many participants will download multiple applications, try them out and delete the ones they do not like. When asked how she would choose between applications that perform the same function, participant 1 stated, “I would download all of the and try to figure out which one is best.” Participant 7 said, “if it's free, I download them and see which one I actually use more.” Participant 12 agreed saying “I try out an app and then, if I don't like it, I'll delete it.”

Ratings and Reviews

Another popular method for finding and downloading applications is reading reviews and looking at popularity. Participant 4 said. “When I look for things just to download on the apps page, I would pick the things that are at the top, like the most

popular, recommended free apps.” Much like the previous comment, Participant 26 said, “I just go to the top 25 free applications – whatever it is.” When asked what makes them download an application, Participant 45 focused on ratings: “I look at ratings and what people are saying about it [applications].” Participant 43 agreed, “Yeah, ratings, user reviews – that kind of thing.” Due to an aversion to deleting applications, Participant 4 stated,

I would definitely read the reviews, I mean, especially if I was going to by it. But even just to download it for free, it’s annoying to have to go in and try to delete it. So like I read the reviews for the version I’m going to be downloading, because sometimes things that used to be good or were good ta one point aren’t anymore. Sometimes there are things that are better or the new version is really crappy compared to other ones. So, I think it’s really important.

Even though multiple participants cited rankings and reviews as their main source of information about applications, almost none of the participants had rated any themselves. Participant 43 said, “I only rate [apps] if it’s a really, really good app.” Further demonstrating how rare it is for users to rate applications, Participant 6 said, “I don’t know where they get their ratings from – I’ve never seen someone who does.” However, this lack of participation and sense of authority does not hinder how reviews and rankings are being perceived. Participants still trusted the ratings on the iTunes store and various blogs. When asked how you decide which apps to actually download and keep, participant 10 said, “I go by the rating on the iTunes store. If it has stars, like one to five stars.” Participant 4 also touted the importance of ratings and reviews. After she was asked how she would choose between multiple apps with the same functionality, she said,

Yeah. I would definitely read the reviews, I mean, especially if I was going to buy

it. But even just to download it for free, it's annoying to have to go in and try to delete it. So like I read—I know especially the—for the version that you're going to be downloading, because sometimes things that used to be good or were good at one point, there's things that are better than that now or like the new version is really crappy compared to the other ones. So I think it's really important. Like they try to put the best reviews sometimes at the top, but they are sometimes really old, so...

Usability

The topic of usability came up quite a bit in regard to keeping and maintaining applications. When asked how long it takes them to get the hang of applications, most participants gave a range of one to five minutes. Participant 10 said, “not much,” Participant 15 said “minutes,” and participant 16 said “seconds – I want to say seconds.”

In fact, the ability to master an app quickly seems to be an indicator of whether or not an app will get used after it is downloaded. Participant 15 noted, “I feel like if you need to spend time [figuring out an app], there's probably a better one out there.” Echoing that sentiment, Participant 13 said, “If it's a good app, it doesn't take any time at all.” Participant 11 agreed, “Yeah, if it's really going to be one of these apps you're going to use, it should be good enough that you can pick it up quickly.” If an application is confusing or too complicated, participants agreed that they would either delete it or hide it in an obscure folder on their phone. Participant 6 said,

I have a folder of apps I don't use and I couldn't delete from my phone. I had downloaded MapQuest instead of the one that the iPhone comes with; I hated the one on the iPhone. And I have a folder like four pages away that is for stuff I don't use.

Participant 44 said, “if [an app]'s been sitting on my phone for more than a week and I haven't used it, I'm probably going to delete it.” Clearly users are unwilling to

expend extra time figuring out applications and are unwilling to waste space when there is better option available. Participant 10 put it best by saying I look for “really user-friendly applications.”

Multiple Mobile Devices

Research Question three asked how participants interact with apps across multiple mobile devices. When asked if they had multiple mobile devices every participant said yes. Each participant had a mobile phone and a laptop. Most participants also had an iPod, or some other form of mp3 player. A smaller group of participants also had tablets. During the conversation about multiple mobile devices, Participant 4 stated,

I think I would consider getting a different phone or a different tablet, but I have a Mac computer, so I want to get all of the Apple products just because I know it works. You can have all of your music and everything in one spot.”
Many of the other participants also had mobile devices that “go together.

Many of the iPhone users praise iCloud. They appreciated the fact that apple products automatically sync, making it easier to maintain one calendar, update music and pictures and keep track of all applications that they may have downloaded. That being said, many participants said that they do not use applications on their computer. There seems to be a separation of fun and work. The smartphone represents fun while the laptop represents writing papers and other schoolwork.

Although participants admit to using multiple mobile devices, many claim that having smartphones does reduce their computer time. Participant 24 said, “I’d rather use my phone than a computer.” According to participant 31 smartphones replace computer time “because I used to have to get on a computer to check email and stuff, and now I can do all of that on my phone.” Participant 34 agreed by saying “smartphones replace

computer time because I can check Facebook and other social media on my phone.” One participant said that using her smartphone made her more productive on her computer and therefore resulted in decreased time on the computer.

Having an iPhone increases my productivity when I use my computer because I check Facebook and Twitter to see what people were up to. And then, when I opened my computer, I would already know, so I didn’t have to check anything. It would kind of just be like, all right, I can write my paper instead of opening 17 websites. I can also Google search something really quick instead of having to pull out my whole computer, open it up, start the Windows and all that.

Applications and Pricing

Research Question four looked at what makes an app worth purchasing. The majority of participants said that they refuse to pay for applications. Participant 5 said,

I can’t imagine wanting to pay for an app right now, because I just feel like it’s not real life. It’s like a game on a phone. And I don’t mean that offensively, just for me because I’d rather do things where I can concretely interact with others if I want to play a game or do something other than being on my phone and being isolated.

Participant 43 and 46, among others, reiterated these feelings. Both participants said, with resounding certainty, “I have never paid for an app.” When talking about the weirdest application he had on his phone, Participant 34 said,

It’s a knockoff version of Uno, the card game. And it’s all scrunched up in the corner, and these weird foreign names keep showing up as my opponents. The rules are not actually Uno, and it’s just ridiculous. I wanted to download it because I didn’t want to pay for a regular one, and I was trying to occupy time.

This comment shows that free is preferable to brand name and in some cases, high quality applications. Participant 19 shared the same attitude as Participant 34. This was evident due to the following statement, “I don’t think it’s really necessary to pay for an

app because there's always pretty good substitutes that are free. I've never had to pay for an app that I necessarily need."

Although the majority of participants were very much against purchasing applications there were a few who thought it was acceptable to pay for a game app. However, in every case the application purchased was a game. Participant 1 said, "I spend a lot of money on applications like Angry Birds. All of my friends play, so I need to play it with them." This comment has two implications: it draws attention, again, to the fact that friends have great influence on application selection and that enjoyment is important enough to require payment. Participant 15 spoke about paying for games due to popular demand "I find myself paying for dumb games that are just crazy popular." Building on similar conversation, Participant 27 explained, "I pay for games because you cannot get to more levels without purchasing the full version." A few participants agreed that if a game was fun, and worth it, they would be willing to spend \$0.99 to purchase the full version. One, and only one, participant mentioned purchasing an application to avoid advertisements. In response to a question about purchasing a full version as opposed to using a "light" version, Participant 15 said, "There's no ads and the ads get annoying – you have to sit there and wait for the button to come up to skip it, but if you buy it, you don't have to." However, this was not the norm.

Applications and Advertisements

The fifth research question asked students to describe the point when it became more enticing for them to purchase an application rather than endure the pop-up advertisements that come with the free versions. When asked at what point would you

rather buy an application than sit through advertisements, Participant 24 said, “never” and Participant 26 said, “Yeah, there are other apps to go around. I’d find something else.”

Many participants admitted to doing just that. As previously stated, there are a vast number of substitutes. Participant 5 admitted, “I think I would just delete [the app] if it got annoying. And then I would find something else to use. There’s always a market for new apps.”

How unpleasant an advertisement was seemed to be related to time spent with an application, according to some participants; they would need to be on their phones for an extended period of time to truly be annoyed by advertisements. Participant 16 said, “I’m not bothered by advertisements because I’m never on a certain app long enough to freak out because the advertisements are in my way.”

Research question six asked participants to describe their experience of advertising in the mobile telephone environment. Based on the six focus groups, students not only admitted that they are unwilling to purchase applications to avoid advertisements, they openly said that they rarely, if ever, even paid attention to the content of ads. When specifically asked, the majority of the participants’ answers mirrored participant 7 when she said, “not usually, rarely.” Participant 12 said, “I probably intentionally clicked on one once or twice in the year and a half that I’ve had my phone.” Participant 15 had similar experiences and said,

I’ve only accidentally clicked on it. You’re clicking to skip the ad and you accidentally click on the ad. So then, eventually, it has to catch your attention. But it’s never changed my buying preferences.

With a response of general consensus, Participant 20 explained “I don’t really pay attention to ads because, I mean, I’m faced with ads all over the place all the time.” This shows that the participants are desensitized to most advertisements that are used on mobile applications. Nearly all of the participants mentioned clicking the “x” to get rid of the advertisements. They all knew exactly where to click and the fastest way to escape the grips of encroaching ads. This allows participants to close the advertisement without even reading it.

There was one exception to this lack of attention with regards to advertisements. Participant 4 said, “I feel like video ones are harder to ignore. If you’re using YouTube or the YouTube app and something pops up in the beginning, you can’t get rid of it.”

Following up on the video, or audio ads, Participant 6 made the following comments,

Depending on the voice and sometimes if they have a good background song, I think it’s a playlist I’m listening to and I’ll be like, ‘Oh, this is interesting.’ And then I hear a voice, and I’m like, ‘All right. Well, I guess I’ll listen because you have my attention.’

Participant 5 also weighed in by explaining,

Sometimes you can’t escape it. Like the Acuvue commercials will sometimes play on my phone, and you can’t fast-forward through them. But that’s also a commercial that I’ve seen through other media platforms, like television. So, it’s just kind of reinforcing what I’ve already seen.

These comments raise three important points. First, in order to capture a user’s attention, and not be immediately dismissed, an advertisement must have an audio component. Second, advertisements must blend in to the application being used and seem interesting. Third, the most successful advertisements on applications are those that reinforce commercials seen on other media platforms.

Chapter 5

Discussion

The present investigation explored the uses of smartphones and mobile applications, consumer choice and willingness to pay and the role of advertisements within the mobile phone. More specifically, this paper addressed the reasons users seek out applications, how they find said applications and how they react to the advertisements displayed within applications. Results have shown support for the Technology Acceptance Model and Blinkoff's Uses and Gratifications model for mobile phones. The 48 participants cited perceived usefulness (convenience and efficiency), perceived enjoyment and perceived ease of use (usability) as the focal points of their decision-making processes.

Perceived usefulness was the most important driving factor with regards to downloading an application. Participants felt the need for the applications they downloaded to serve a purpose – to make their lives easier. Following perceived usefulness in importance, as designated by users, was perceived enjoyment. Participants viewed their phone as a toy and made sure to outfit it as such. When a participant did not know why they downloaded a certain application, or could not find a valid use for the application, they said that they downloaded it because “it’s fun” or “it’s funny.” The majority of participants even admitted to using their phone for entertainment purposes when they were bored, in class, or in an uncomfortable awkward situation. Lastly, participants placed a decent amount of importance on usability. They were not willing to

spend more than a few minutes learning how to operate applications. There was an expectation that if an application was any good, it would be easy to navigate. One of the more interesting findings that this study produced is the fact that perceived quality did not impact application choice. It did however impact application retention. Users would not base their decision to download an application on quality; instead they would rely heavily on word of mouth and recommendations from their peers. However, they would delete an application as soon as there was a problem.

The results of this study also show that Blinkoff's findings that the motivation for adolescences to use mobile phones is derived from social networking and peers holds true for smartphones and mobile applications. Participants explained that more times than not, they download an application based on the recommendations of peers. They also shared that the majority of their favorite applications involved social media including: Facebook, Twitter, Instagram etc. Even the games that they choose to download are based on connecting with and playing with friends. This desire to connect with friends can even lead users to purchase applications.

As far as willingness to pay and advertisements are concerned, the results were somewhat surprising, but very clear-cut. Participants are rarely willing to pay for an application – especially because there are a plethora of readily available, free alternatives. When they do pay for applications, it is to gain access to more levels in a game that they have already enjoyed or to connect with friends. The \$0.99 fee serves as a means to satisfy the need for entertainment and socialization. This study also found that advertisements within applications do not have much of an impact on users. In fact, unless they are audio-visual and do not allow users to skip past them, they are completely

disregarded without a second thought. Participants have found the loopholes and do not allow advertisements to interrupt their flow, or enjoyment.

Chapter 6

Limitations and Directions for Future Research

The focus groups conducted for the purpose of this study were on the smaller side – there were approximately six participants in each group. Focus groups typically involve a range of six to 12 participants. However, for this study, six may have been too small to draw out the optimal amount of information from each participant. Focus groups are conducted with the purpose of hearing participants react to each other's opinions, questions and overall ideas. Without enough participants, it is difficult to draw the personalities out and get a deep conversation underway. In addition to being smaller in size, this particular participant pool lacked balance. Although the ratio of males to females was nearly equal, the balance of majors was not. There were roughly 38 telecomm majors compared to 10 disparate majors from alternative colleges. This study also failed to specifically recruit and gear questions toward those without smart-phones. In the future it may be beneficial to gain outside perspectives – to study how those without smartphones perceive the applications and why they choose to avoid them. More than that, no socio-economic information was collected. This kind of information could have a great impact on the type of applications users prefer as well as well as their willingness to pay for applications.

Future studies should focus on varying age groups and how their preferences differ. It would be worthwhile to look at how the younger generation as well as the older generation uses applications in every day life. It would also be worthwhile to study how

advertisements impact the different age groups. Do they impact children less because they are so desensitized?

It would also be valuable to look at advertising and promotions sent directly to users via text messaging and video messaging. It would be interesting to look at how consumers react to promotions and retail information being sent directly to their mobile devices. Social media is constantly evolving. How are businesses taking advantage of this to attract, and retain costumers? Are businesses able to keep up and fight for a consumer's attention? This is particularly important because of the findings in this study. Businesses need to find something other than a generic print advertisement that pops up in the middle of a game. The question is, how will they develop an advertisement that does not get lost in shuffle?

Appendix A

Focus Group Transcripts

Focus Group 1

- Interviewer: Thank you for allowing me to talk to you today. We will be talking about smart phones and applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what was said, but the conversation is completely confidential. Please speak up so that I can hear you on the tape. Please make sure it's one speaker at a time so it'll make sense on the tape. I hope you will find this session interesting and enjoyable; but if at any time a question makes you uncomfortable, feel free not to answer. Let's start by going around the room and saying name, age, major and whether or not you have a smart phone.
- Participant 1: Hi, I'm Participant 1, like, um, from China. I have a smart phone, 21, P.R. major.
- Participant 2: I'm [unintelligible 00:00:42] major in P.R., and I'm a senior. I'm 20 years old, and I have a smart phone.
- Participant 3: Hi, I'm Participant 3 I'm a junior. I'm 20 years old, and I'm a kinesiology major, and I do not have a smart-smart phone.
- Participant 4: Hi, I'm Participant 4. I'm 24. Um, I guess my major is media stories. Um, and I do have a smart phone.
- Participant 5: Hi, my name is Participant 5. I'm 23, and I do have a smart phone.
- Participant 6: I'm Participant 6. I'm a sophomore. I'm 19, veterinarian biomedical science major, and I do not have a smart phone anymore.
- Interviewer: Okay, thank you. Did you turn your phone off for this interview?
- Participant 6: I silenced it. [unintelligible 00:01:32]
- Participant 4: Yeah, it's on vibrate.
- Participant 2: There is no battery.
- Interviewer: If your phone is off, if you turned it off or if it dies, does it make you uncomfortable?
- Participant 1: Yeah, definitely.

- Interviewer: How so?
- Participant 1: Like I just want to check my message, and I'm afraid my-my friend will, like, will text me or call me.
- Participant 4: I feel like I get more nervous if it dies than if I shut it off, because, you know you can turn it on. Like if I go to the movies and I shut it off or like if you're in a test or on a plane or something, I feel like that's okay. But if you—if it dies, then you have no control over like if there's an emergency or something. It makes me nervous.
- Participant 6: I agree with that. I don't text a lot or use my phone often, but if it dies, I get really stressed out just because I feel like I need to have the option of having it on if I need it. And there are a lot of times I just like won't answer or like won't look at it for a few hours. But if it's—if it's dead, I get more anxious about it, but I can turn it off and ignore it all the time if I want.
- Participant 3: And then I turn it off at night to charge it, and I feel like there's like a—maybe 10:30 or so is when I just turn it off. And I feel like even if that's rude if people try to contact me, I don't really care anymore. It's still my shutoff time, because I want it to charge and like completely charge and not drain the battery by charging it when it's on.
- Interviewer: The first time that you started turning it off at, say, 10:30 as the cutoff, was that uncomfortable, or did it take time to get used to?
- Participant 3: No, it's okay for me, because I'm the kind of person—I just got my smart phone this summer, and I kind of have limits with my social media use and like my smart phone use, like I'm very conscious of when I'm using it. I'm the only person in the room right now who doesn't have it out. I think that kind of says a lot, like I'm trying to like follow social norms without using my smart phone all the time.
- Interviewer: Okay. If you leave your phone at home or it dies, what do you do? How—in other words, how far out of your way would you go to pick it up? Would you even pick it up, and how far out of your way would you go to recharge it if the battery dies?
- Participant 1: Well, last night, I reviewed my exam in the library, but I really like the—that my phone has a low battery, so I back off at once. Yeah. And if I—if I left my phone at home, like my Dad would be so angry, because like when he calls-calls me, like I can pick it up, he'll be like [unintelligible, 00:03:55]
- Participant 3: Um, I don't feel like I would go out of my way to charge it if it was dying, but maybe if I forgot it at home and let's say I'm on my way to class and I realize it, I may go back, depending on if I want to be on time for class that day. Um, usually I tend not to freak out too much unless there is something that like if I'm meeting someone somewhere at some point in that day, then I'll usually like go

back and get my phone or make sure that it's charged just in case, because I don't want to have someone waiting for me and me not be able to find them.

Participant 4: I usually shut it off if it's dying and I know I'm going to need it later. Like if you're going to be in class for three hours or however long, I shut it off if it's dying so that I can use it to make a quick phone call after that before I get home to charge it. And if I forget it and I'm like in the car and less than halfway there, definitely go back and get it.

Participant 6: Yeah. If it's dying and I know I need it later, I definitely either turn it off or like won't use it. I'll just—like if people text me, I'll just save them for later, and I won't answer until I need to use it. Or like if it dies, I just kind of deal with it and charge it whenever I get home. But I try and keep it charged so that like if I do have to call someone or if I am meeting someone, I'm able to. And I also always have my computer. So like now you can just Facebook and [unintelligible 00:05:15] someone and be like, "Hey, my phone died, so..." And they'll get it on their phone, because 95% of the people in this world have smart phones now. So you're like, you know, it's pretty easy to communicate without one."

Interviewer: Who pays for your phone and your phone plan?

Participant 3: Mom and Dad. I'll be honest: I don't pay for anything. But if I were to get a smart phone, then I would have to pay the data plan or half of it. We haven't decided yet.

Participant 6: Same for me.

Interviewer: How about the rest of you?

Participant 4: I bought my phone, but my parents still pay. We have like the family share plan, and that's so much cheaper than paying for my own. And since my dad uses most of the minutes, then my mom doesn't make me give her any money yet.

Participant 5: I live with a single parent, and I feel very bad admitting that my mom pays for that and the data and the phone itself. And I feel really bad, and I've offered so many times to either cover it all myself or to split it with her, but she just insists on doing it. And I just feel guilty because I'm 23. And she knows I'm still a student, but I do make some money from my [unintelligible 00:06:13] here, but she still pays.

Participant 1: Yeah, my mom paid-paid for my phone. Like we're international students, but parents, they will give like gift money for us. And then we're okay by myself, but use my parents' money.

Participant 2: Yeah.

Interviewer: So if you were to pay for your own plan or your own phone, would you have the same plans and phones, do you think?

- Participant 6: I used to have a smart phone, um, but I got mugged. And so now I have a phone I bought on eBay. And I did pay for the data plan on it. And I had like a-a limited data plan, but I bought the phone and I paid for the data plan. So like that, I will say I did. But I probably wouldn't want to do it again, because they don't cover lost or stolen and that sort of thing.
- Participant 4: I would definitely still have the same thing. I'm actually—I ordered an iPhone, and I don't have it yet. It'll come in a couple of weeks. Um, but I'm going to buy the insurance on it, so like even if you—if it gets lost or stolen, they'll replace it, because it's a lot less expensive to do that even though it's like \$100-and-something than it is to buy a new phone without a plan renewal. But I think that I would just—I don't know. If you had—if you paid for it yourself instead of your parents, I feel like you might be more conscious about how much data you're using. But since I don't even have access to see that, like I guess it kind of slips my mind, you know.
- Participant 2: I think I would still for it just because in terms of being professional, I feel like I need to have access to my e-mail and stuff like that, um, and to respond to things in a timely manner, whether it's from professors or people I'm working with on projects or students. And I kind of feel like it's like a monetary investment in my future, so it's worth it.
- Interviewer: Tell me about your first phone. What did it look like? Whose idea was it for you to get a phone, and why and at what age did you get your phone?
- Participant 3: I got my phone when I was 11. And basically, it was just because, um, my mom worked until 4:00. And so I had to stay after school until 4:00. And she would always have to like go into school and look for me, and she was just tired of doing that. So, um, she got me a phone so that I could call her when I was like ready to be picked up. Um, and it wasn't exactly like a brick phone, but it-it didn't flip. It didn't like slide or anything. It was just kind of like a flat, like square. Um, it was from Verizon, I remember. I can't remember what it was called, though. But it didn't really do any—like it couldn't take pictures. It didn't really have any games. It was just basically like calling and texting.
- Participant 4: Before I got my own phone, I shared one with my mom. Um, that was in 9th grade, because I did color guard for marching band. And we weren't a sports team, so we didn't get to use any fields at the school. We had to like go to the church parking lot like a half a mile away to practice, and there was no phone or anything like that there. And if we ever got out early, I would be sitting there for like a half hour, an hour waiting for her to come pick me up. So she felt bad and started giving me her phone on the day that we had practice, but—that and she couldn't leave the house, because she would have to be there for me to call her to come pick her up. So eventually, I got my own.
- Participant 5: I got my first phone for my 16th birthday. Um, I can't really remember what it looked like. I think it was a flip phone. It had like dimly-lit numbers on the front. That's all I remember about it.

- Participant 4: Oh yeah, I didn't say what it looked like. It was the—uh, I don't even know what it's called, the one with like the leather case with the plastic and like the—
- Participant 6: Oh, like the Verizon, silver front.
- Participant 4: —the flip thing like opened from the bottom and had like the huge antenna, yeah.
- Participant 6: Um, [unintelligible 00:10:11] for Nextel, which is now Sprint, and so we just have like millions of phones laying around, because whenever they got a new update, he would just like give us the old ones. And I had so many old phones, I don't even think they turned on. And I never used them, because none of my friends had cell phones. And I had everyone's home phone memorized, so I just, like, I didn't have anyone to call. But the first real phone I started using I think was like the end of 8th grade going into high school. And it was—it had a—you push a button and it would open for you. I thought it was the coolest thing ever. And it had like a blue light. It was a black and white screen, but the blue light I thought was really like new and inventive. And it didn't even have a calendar or a calculator on it. It was just a phone. And I don't know if it really texted well, but it was awesome at the time.
- Participant 2: I got my first phone when I was 15, because I got my first boyfriend. Yeah, he was in Singapore, so I needed a phone to make a call. And it's a Samsung. I don't know if you guys know Samsung. It's a name brand, yeah. Well, it—it can take photos and for me, it was fancy.
- Participant 1: My first phone is also Samsung. Like Samsung is really popular in China, and I got it when I was in grade five, because I need to go to piano lessons, like after my school, and my mom need to contact me. And I got it from my mom. But it's always like old phone. My mom, she always change her phone, and then she give me the old one. And like I remember like before like my mom told me like see, like, the phone can dance. And when it rings like press down like this. So I really want it, so I got it.
- Interviewer: What do you use your phone for most often?
- Participant 3: Texting probably.
- Participant 6: I always think calling. I love calling people and having real conversations. I-I mean, I guess I text a lot, too, but that's more just like to see if someone's in class if I can call them or, I don't know. And then I also always have calendar appointments and an alarm set, because that's what wakes me up after my real alarm and if I hit snooze. And calendar appointments remind me like when I have doctors appointments, when I'm babysitting, when I work, because I would not function without that.
- Participant 4: I think it kind of depends like I go on texting splurges where I like I'll text somebody like during a TV show or something like that back and forth for a good amount of time. But most of the time, like I said, I just use it for phone calls. And I keep calling my parents even if they don't answer the phone. It's like

an obsession. Like until my mom's in her office and answers the phone, I'll call like every hour or hour and a half.

- Participant 5: I mostly text, but I'm kind of weird of technology. I feel kind of like a [unintelligible 00:13:11] sometimes, because like I don't want to not use my smart phone for like e-mail and stuff like that. But I kind of feel bad about it, because I just—I get uncomfortable thinking about all the technological convergence and how now I'm like relying on this little thing for so much, and like what if something went wrong with it? But I do mostly text with it. And then I would say phone calls and then playing games.
- Participant 1: I do a lot of things with my phone; texting, make a call, take photos and do Photoshop for my photos and Skype, Chinese Facebook, Chinese Twitter, Facebook, a lot stuff, like whoa. Like I always die my phone in-in five hours. It's terrible.
- Participant 2: I know I accept like texting on phone, like phone call. I check time use it. Like even though I wear my watch, I always forget. I have a watch and then I forget to check, like check time from my phone.
- Interviewer: Where do you use your phone most often?
- Participant 5: Ironically, probably when I'm not at home. When I'm at home, I don't keep it on my person or like right next to me. But in class or the library, it's pretty much always visible or like in my pocket so I check the phone or the time with it, but yeah. And then at home, I feel like it's okay to not have it on me.
- Participant 6: I feel like when I'm walking home, I always get so lonely I either listen to music. Or like my first attempt is to call someone, like my dad and check in or like one of my best friends from home or something. And if no one answers, I'm like, "All right. Well, I guess I'll just listen to music." And I put my iPod in. But I usually, I guess I usually use it when I'm walking somewhere if I don't—if I'm not with someone else.
- Participant 4: Yeah, I think that's when I use it the most or like when I'm like driving to the store, driving home from a class or walking from one place to another. And sometimes I'm conscious that I'm doing that instead of paying attention to real life, but it still like, you know, makes me less lonely and nervous.
- Participant 3: I want to say I use it mostly at home. But lately, I haven't really been—I feel like when I've been texting people, it's usually like I'll shoot them a quick question. Or if I want to like have lunch with them in the next day, I'll try to like plan that. Like when I'm home is usually like when I'm texting people to make plans. But um, I don't know, I feel like I pretty much use it like evenly like wherever I am throughout the day.
- Participant 1: I think I use it most at home before I go to sleep. And I-I usually check the mail, and yeah, check the news online before I go to sleep.

- Participant 2: I don't really use my phone at home, because I-I have laptop. I use laptop to waste my time.
- Interviewer: Do you use your phone to take notes at all - do you have any organization apps on your phone? If so, which ones?
- Participant 6: I use—I like save things in my drafts. Like if I'm starting—if someone tells me something really important I have to remember, I'll start to text it but not give it a someone to send it to, and then I just save it as a draft. And I used to use like my notepad in my iPhone a lot. And I had a bunch of different organization apps. I don't even remember what they were called, but those were really helpful, because I, like I'm always on the go. And I always have to write quick things down. And I think that helps. But with this phone, it's kind of inconvenient.
- Interviewer: Is it hard going from the smart phone to the—
- Participant 6: So hard. It's awful. And you can't look up directions, and like you can't just simply Google the definition of a word. And a lot of times, teachers will give you—like they'll say, "Go to the hub and take this quiz for extra credit. If you have a smart phone, just look up the answers." And I can't do that. So I'm always just like, well, I have to kind of know what I'm doing. And—um, because it's not like information they expect us to know. It's just for extra credit. And random, little things that you really don't think about being so convenient on your phone is so inconvenient when you don't have it anymore.
- Participant 5: Um, I don't have any apps for that, but something I just realized that I do, sometimes I'll take notes on the computer and then use my camera and take a photo of it. Or I've taken photos of book pages, and then they're saved in my gallery. So in that way, I guess I'm kind of using like, uh, an app for what it wasn't designed for.
- Participant 4: I think the only thing that I use to write on my phone is, um, I think it's called Got Milk or something like that. It's like the shopping list app. But my phone kind of sucks. Everything's broken in it right now. So I feel it when I like—I might take pictures of stuff if it would save the pictures. Um, but right now, it's just not doing anything. So when I get the iPhone, I feel like I'll do more like notepad kind of stuff or like the stickies I think they have, so.
- Participant 3: Um, I'm trying to think, I mean, sometimes, I'll use draft messages if I need to remember something. But, um, so far, I'm just really, um, used to using like a-like a, an agenda, like something that I handwrite in. I'll like write all my assignments down in there, appointments. And it's just nice, because I can like open and I can see the whole week like at one time, and there's like lots of space. And I also feel like when I handwrite something down, like it helps me remember it more than if I was like typing it into a phone. But maybe when I do get an iPhone, that will change.
- Interviewer: How about the rest of you, do you use your phone instead of an agenda book, or do you use both?

Participant 6: I usually just use my phone when I'm on the fly, if like my backpack is—if my agenda is in my backpack or something like that. But I love being able to [unintelligible 00:18:53] cross stuff off when I've done it. It makes you feel so good about yourself. Being able to like check it off on the reminders thing that the iPhone had wasn't the same thing. It never remind—like I didn't get how to actually send you a reminder to do stuff and didn't really understand the app. But I was really big on searching for different apps to find more efficient ways to do stuff.

Interviewer: How about the rest of you?

Participant 5: What was that question?

Interviewer: Do you use an agenda book, or do you use your phone instead of an agenda book? Do you use them in tandem?

Participant 5: No, I definitely—I also prefer having the like physical agenda book as well.

Participant 4: I don't think I really use either right now. I think I just rely on e-mail on the computer. And my phone doesn't work for e-mail right now either. Otherwise, I might use it for that. But my appointments change so-change so often that I don't use anything for that right now.

Participant 2: I use agenda book.

Participant 1: You use it? I don't use it, because I think like most of Asian people don't use it.

Participant 2: I have it open.

Interviewer: For those of you who have had—who have smart phones, how long have you had a smart phone?

Participant 1: Three or four years.

Participant 3: No, never.

Participant 4: Two years.

Participant 5: I got mine in May. And actually—and I wasn't actually ready to make the transition, but I came to stay at college for a weekend and didn't have my phone charger. So I kind of had to—I had to upgrade and get a new phone, so I did.

Participant 6: I had mine for six months-ish.

Interviewer: What did you used to do before you had a smart phone and apps? And those of you who don't have a smart phone, what do you do instead of using smart phone apps?

Participant 3: What do I do as in like?

Interviewer: So instead of getting directions through an app or through using Google on your smart phone, how would you get directions somewhere?

Participant 3: Um, either ask someone if it's somewhere like really nearby, or I'll just Google it like on my laptop or MapQuest or something.

Interviewer: How about the rest of you, what would you do before you had a smart phone?

Participant 4: I used to call 411 all the time for everything. And I don't even want to know—I mean, that probably cost more money than like the data plan for the smart phone. But I would always be—I lived, um, just outside of Boston. So to drive from one place to another like took forever just because of all the traffic. So like if I wanted to know, um, the address of another store so I could go right from one store to another or like the-the phone number to call and ask, um, 411, all the time.

Participant 5: I feel like I had a lot of the technologies that a single smart phone has, but I had them separately. Like I had a GPS thing. I still have it. Um, I have my laptop, so I can look up everything on that. So those are the only apps I guess I really use on my phone would be directions or e-mail or Google or whatever. But now on my smart phone, it's all just combined and so much more convenient.

Interviewer: So do you use your phone more than you used to because it's combined, or does it not make a difference?

Participant 5: Um, I guess it would be even now. For directions, I still—I'm more attached to my GPS thing. And I trust it more, because I feel like the satellites maybe work better with it. And it's more dependable than the phone would be. But for e-mail and stuff, it doesn't really matter anymore.

Participant 4: Yeah, I don't use the GPS on the phone, but I look at—I use it to look up the address and then just put it in the GPS rather than trying to find the place in the GPS because that takes too long.

Participant 6: I don't even trust GPS, and I MapQuest everything. And then like if I know I'm going on a shopping spree and I'm going to go to HomeGoods and then Target and then whatever, I'll Google all the addresses, Google like the fastest way to get from there to the Christmas tree and literally keep all of my papers with me, maybe plug it into my GPS to double-check, but like usually, I just use that. And then like that's how I go. But I used to have my phone. I had Gas Buddy, and I would always look up like the cheapest gas in the closest places. And it stinks that I can't do that anymore. Because in Connecticut, gas is like—it's a lot more expensive than it is here. It's like \$4.00 a gallon, and it stinks. But I also text ChaCha a lot, and it's awful, because it never gives you a good answer. You'll text, "What's the [unintelligible 00:23:18] toucan?" And it'll respond with like, "The African ostrich." And you're like, "Ah, that's not what I wanted." But it-it

tries. And I do text that a lot. Or I'll just have some—like if I'm with someone, I'll ask them to look it up, or I'll text a friend or call a friend and be like, "Hey, can you Google this for me?" or something, because I feel like that's the fastest way to get it done if I need to.

Interviewer: Okay. Do you use your phone for schoolwork or in class at all?

Participant 5: Do you mean for academic reasons or just texting?

Interviewer: Both.

Participant 6: I mean, I'll answer my dad if he texts me. Other than that, if I'm in class, like I'll just save it until when I'm walking to my next class. But I never use it for anything academic, because there's nothing I can do with it except calculate, and it doesn't do much.

Participant 5: I don't use it for anything school-related. I mean, sometimes I cheat and I text in class, but I feel bad about it.

Participant 4: I never use it in class.

Participant 3: I typically don't. I mean, if I'm like waiting for an answer from someone about something that I asked them, like I'll maybe have it out. But I really try not to use it in class just because it can be distracting. But I can't really use it for anything academic, because it doesn't really do anything except like it has like a calculator. If like I just got a test back or something and I want to like calculate my score or something like that but not really anything else.

Participant 2: Yeah, like I have a dictionary in my cell phone, so I usually use it to check the word I don't know like in the class.

Participant 1: Yeah, the same. Once I meet some new word, I will just use my phone to check that, because it would be so embar—I would be so embarrassed to check by the computer, because someone may see what I'm checking.

Interviewer: Why do you think you have apps on your phone? What makes you want applications?

Participant 6: I was so big on finding apps for my smart phone, and I always found—like I had the Gas Buddy and just things that made things more efficient. Or like if I—an easier way to get around something, so instead of having to like know all the prices of the gas stations constantly. I don't even know how you would do that. I would just check that out really quick. And um, I had so many. I had one that was Map My Run. So whenever I went running, I would know how far I went, and so I didn't have to like map it out on an actual when I got home. I just knew I ran three miles a night and stuff like that. Um, I can't remember my other apps.

Participant 5: Um, I just feel like apps make us feel like we're not wasting our time, like our time is never idle. Um, it kind of facilitates this idea of technology and progress,

even though it makes us busy all the time. So I don't really know if it's actually better for us or not, but it makes us feel like every moment is well spent.

Participant 4: I really like using, um, there's like this app, the Google shopper app, and, um, you can scan things for Amazon, too. So like if I'm in Best Buy and I want to buy a DVD, I can scan it and it will tell me how much it is on Amazon so that if it's like on sale at Best Buy and no other, it's really worth getting it there or if I can get it cheaper online. So I use it a lot for that. And I think that that makes a big difference, because before, I would either waste my money buying it or I would waste time going home and checking it or going to another store to see if it was cheaper somewhere else. So that's the big thing that I use it for.

Participant 3: Um, I don't have any applications on my phone currently because I don't have a smart phone, but I think if I did, again, it would just be like a time saver. And hopefully, if I saved time doing whatever I was supposed to be doing with an app, maybe I would have more time to do something that I really enjoy. That's what I would like to think, but it may change. Like as someone said earlier, um, apps and like new technology like tends to kind of make us busier. So I'm not really sure how that would work, but I guess we'll see once I have an iPhone.

Participant 2: Uh, I use social media apps a lot, like Facebook, Twitter, something like that. But like to be honest, among Chinese, like Asian girls, the most popular apps is like Photoshop. It's like make eyes bigger and the skin like brighter or like skinnier or something like that. It's like the most popular apps.

Participant 1: Yeah, I have 77 apps in my phone. And the reason I download so many apps in phone because like, well, in class, you feel so bored. You can use apps to like—

Participant 6: That's so cool.

Participant 1: Yeah.

Participant 6: Yeah. I also had a key ring, which would—it would scan all of the barcodes if like you had a Stop & Shop card and a Wegman's card or whatever. So you could just pull it up on your phone, and they'd scan it right there. So you didn't have to have like a CVS card with you. You just always had them on you. And that was so convenient whenever I was at the store. It was so easy to do. I just like stuff like that. I mean, you don't have to carry as much. You don't have to—it just made everything easier.

Interviewer: Describe a smart phone user.

Participant 5: Well, I don't have an iPhone, but something I've been thinking about during this discussion is this notion that the iPhone makes Siri like your best friend. So you can become the kind of person who doesn't even need contact with like people outside your usual social network, because you can text them and you can do whatever through your smart phone, and then you can talk to Siri. And it's just like I feel like it is kind of an isolating technology. So I feel like people who might really use their phones a lot are more socially isolated by choice.

- Participant 6: I've totally walked into a room or been sitting there for awhile and looked around in a minute and just seeing every single one of my friends like scrolling through whether it's like Twitter or Instagram or whatever it is they're doing. And I'm just sitting there like, "Well, I thought we were all enjoying this television show or whatever movie we were watching, but like it's cool, whatever." And I'm just sitting there like, "Should I text someone?" And then if I do, it's like click-click-click-buzz. They can all be so silent and subtle about it. And it's like my vibrator is so violent, I can't even pretend. And, um, like late at night, people usually do fall asleep and stuff. I just feel like everyone's always without even—it's like mindless. You don't even know that you're doing it, but you're always on your phone, always checking social media or whatever's available to you and not really like paying attention to your friends in real life who are visibly sitting there with you. It's-it's kind of annoying.
- Participant 4: I think it's kind of like a comfort thing. Like, um, I TA for a film class with Emma, and you notice people like, if there's an uncomfortable part of the movie, they all like take out their phones and then it's like, you know, start like caressing like screens and stuff, yeah.
- Participant 5: Pressing their fingers, yeah.
- Participant 4: Yeah. It's just like it's very funny to watch. But I feel like—I mean, I do that, too. Like I'm a movie person, so I try to respect the realm of the movie area. But like in between classes and stuff when I'm walking from one place to another, I get like uncomfortable. And you see everybody else using it, too. So then you feel like you should be doing something important.
- Participant 5: Can I just say, too—I'm sorry I jumped in before you. Sometimes for fun, I'll just like in the elevator—well, obviously I'm riding it for a reason, but I'll like say hi to people, and they like won't really answer. They'll just pull out their phones. Or like I won't say hi and I'll see if they say hi to me, but no, people just play on their phones. Like people don't follow social norms anymore.
- Participant 6: Yeah. It's sort of like if you don't know people and you're stuck in a situation where you're in an elevator or you're—any sort of weird situation where you don't quite know what to do, everybody busts out their phones. And you're like can we not socialize and have a conversation anymore? It's so sad.
- Participant 3: Yeah. It almost like makes me wonder like when our generation, you know, like grows up and gets married and has like kids like are they going to be paying attention to their kids as much? Or are they going to be like on their phone? Are they going to give their kids smart phones and cell phones earlier? Like I don't know, I've just always wondered that.
- Participant 2: I think it's like isolate people. Like you can find an app, like you can talk to the app, and that like there is a person from the app, and they can talk to you. Yeah.
- Participant 6: That's so funny.

Participant 1: That's so popular. Yeah.

Participant 2: And you can talk to her, and she can talk to you.

Participant 6: That's so funny. I also used to nanny, and I saw so many moms, like we would go to Gymboree and I'd be with one of the kids. And every other kid of the 20 kids in the group would all be playing with me, because their moms were on their phones like texting, doing whatever. And it was, to me, so offensive, because I was like, this is your child and you're totally not paying attention. I could be stealing all of them right now, smuggling like 10 kids in my car, and you wouldn't even notice. And then I know all the kids know how to use iPhones. The girls would take my phone and start like tweeting things. And I was like I didn't even know I had a Twitter. And it was so weird, because they would take pictures and e-mail them to people. They knew how to use my phone better than I did, and I was like, "You're seven years old." It's so crazy how—I mean, it must come from their parents because I don't know where else they get the technology other than me, but I don't teach it to them. So they figure it out somehow.

Interviewer: What is your favorite application on your smart phone right now, and why do you use it?

Participant 3: Well, I don't have a smart phone, but I've heard about this app, and it like counts the calories and stuff. It tells you like—I forget what it's called. There's probably more than one. But like you'll just type in a food and it'll tell you how many calories are in it. And I think that would be something that I would use a lot.

Participant 2: Yeah. I have an app like that that's—I-I think I have two favorite apps, and one of them is My Fitness Pal. And it's free. And you can—actually, you can scan the barcode for everything that you eat. And then you put in like the amount that you ate like right there on the screen. And it syncs it with the website, too, because I would prefer to use my computer. But when I go into the kitchen to make something, I'm not going to take the computer with me and like type it in. And I would usually just guess at that point. So like it helps a lot with the diet and, um, you can track exercise and everything like that on there and makes it much easier to get in shape. And then my other favorite one would be Flixster. I don't even know why. Like when there's nothing else to do or like when I can't get a hold of anybody on the phone and I'm looking for something to do, I just always open that. And I'm like what new movies are coming out or coming out on DVD or something, so...

Participant 5: My favorite apps are definitely the relaxation ones. I have some games, and I also have something called Overdrive. You can hook it up to a bunch of public libraries. But I like to download audio books and listen to them. And I like to do anything on my phone that'll distract me from like what's going on in my life and what's hard about it. So that's pretty much if I'm like using my phone like in between classes or when I get home, I'm playing a game or anything to like, um, I don't know, transport me to like a different place where it's more fun.

Participant 2: My favorite apps is Flipboard. I don't know if you guys know it. It's like the news. It can put all the news you are interested in, like entertainment, sports, and you can put them in like into different place, and they will renew it every day. Or like even every hour, you can just see the news.

Interviewer: And what about it do you like the most?

Participant 2: Uh, I check like gossip, entertainment, something like that all the time. Yeah.

Interviewer: And do you use it because it's more efficient for you? Do you think it saves you time, or is it just a relaxing place to go?

Participant 2: I think it's like relaxing place to go, yeah.

Participant 1: My favorite is a Chinese one name Momo. It's an interesting app. Like if you use a phone and go to that app and you open that and you can search people around you. You can field to like female, male and you can say hi.

Participant 5: It's like, uh, a hookup app like Grinder?

Participant 1: Yeah. Yeah. And then like someone said like it's a application for guys to hunting—to hunt girls, you know what I mean?

Participant 5: That's scary.

Participant 6: That's funny. I liked my photos and my music the most, because I would scroll through and just like stare at pictures of my dog and listen to good music or like download new stuff or show someone a great song I just heard or something.

Interviewer: How long does it usually take you to get the hang of a new app?

Participant 6: Depends how hard I try. If it's like the Reminders one on the iPhone, I just downloaded a better version of it, and I was fine but usually not long at all. Because once you're computer oriented and you know how to like right-click basically, you're there and you know how to use stuff like that. So you kind of know where to look at a page. It's all pretty user friendly. So they wouldn't put like a start button like in the top corner really little. It's usually right where you need it to be, conveniently where your thumb would go. So it's usually pretty easy.

Participant 5: I feel like for people our age, I know we're like all slightly maybe a few years off or whatever, but we were raised in schools and like taught to use computers. So we're like just growing up being savvy to new technologies. So it doesn't take that long. And I feel like if we really want to utilize a new app, it'll probably take like 10 minutes tops.

Participant 4: I think if it's something that you use a lot but it only takes like one or two times, but there's definitely apps that are probably on my phone or that I could get that I just am too lazy to figure out how to use. Like I think that you had mentioned

earlier that there was like a, I don't know, a calendar app or something, like something that you didn't—that if it's too confusing, like I just give up if I don't get it after the first.

Interviewer: So if it's too confusing, you just delete it?

Participant 4: I just wouldn't use it.

Interviewer: How about the rest of you? What would you do if it's too confusing?

Participant 6: I had a folder of apps I didn't use and I couldn't delete from my phone. Like I had downloaded MapQuest instead of the one that iPhone comes with, and I hated the one the iPhone came with. And I had a folder like four pages away that was like stuff I don't use.

Participant 3: Yeah, I think I would try and delete it or do something like that. Because if it's supposed to be a time saver, then if it's confusing me and it's taking long for me to adjust to it, then it's no longer a time saver.

Participant 4: I've never actually bought an app, but I feel like if I actually did, you know, I only get the free ones, if I actually did, I'd probably be more hesitant to delete it just because I'd be like I have like this monetary investment in it. So I should also be willing to use my time to figure it out.

Participant 2: I just delete it.

Interviewer: If there are multiple apps with the same functionality, how would you choose which one you want to download?

Participant 1: I would download all of them.

Participant 2: Yeah, Miss 77 apps.

Participant 1: Yeah. I would try which one is the best one.

Participant 6: Yeah.

Participant 1: Yeah. I would download all and try and figure out which one is the best.

Participant 6: I usually read readings or I'd see what's it's all about and what the app actually does. And if it was—if they were all free, I'd download them and see which one I actually used more. And if they weren't, I would find a free one. I never bought apps, because I felt like if you don't like it—sometimes it's not what it seems. If you try and get like a doodle pad but it only doodles little stars and you want like a line, that's so annoying. So I'm going to delete that. But it doesn't say that in the description, so, um, but I never spent money on them. So I wasn't too upset with deleting them.

- Participant 4: I can't remember buying any apps, but I don't remember what the question was. So I'm sorry. Can you say it again?
- Interviewer: If there are multiple apps with the same functionality, how would you choose between them?
- Participant 4: Yeah. I would definitely read the reviews, I mean, especially if I was going to buy it. But even just to download it for free, it's annoying to have to go in and try to delete it. So like I read—I know especially the—for the version that you're going to be downloading, because sometimes things that used to be good or were good at one point, there's things that are better than that now or like the new version is really crappy compared to the other ones. So I think it's really important. Like they try to put the best reviews sometimes at the top, but they are sometimes really old, so...
- Interviewer: What makes an app stand out?
- Participant 5: Maybe kind of the way that it's advertised or positioned. Um, I know being a Penn State student, I think I've seen signs for like the CATA BUS route apps, and that's why I've went and I searched for that one. Um, if I feel like there's a need for it and then I see something suggesting that I could find it, that's good. I'm sorry, what was your question?
- Interviewer: Just what makes an app stand out?
- Participant 5: Oh, okay. Yeah.
- Participant 6: I think the more professional it looks. Sometimes you would like search for an app that you were looking for. Say again you were looking for a doodle pad or something, um, and people would put up things with the name that had like stars and upper and lower case all over the place, and it'd say like light and whatever else. And I just—that's not a description I'm interested in. I want something that's professional. It does what I want it to do. I don't really care for like the gimmicky little things. I just want it like if it's a drawing pad, have a page—a picture of a pencil as the picture, you know, not some like unicorn. I don't know what that would do. So I don't know. As long as it looks real and professional, I would go for that one.
- Participant 4: Yeah, when I go to look for things just to download on the apps page, I-I would think the things that are at the-at the top, like the most popular recommended for the free or even the ones like sometimes, I'll at the ones that you have to buy, and I'll see if I can something that's free that's similar so I don't have to buy it, if that's what popular, so...
- Participant 5: I'm with you.
- Interviewer: How do you hear about the apps that you choose to use?

- Participant 1: Oh, like if I see some like pictures, my friends, they post it on the Facebook or-or like Chinese Facebook, and sometimes, they will edit the photos. And then I will ask them like, “What applications did you use to edit the photos?” And then they will talk, like tell me what apps and then I will download it.
- Participant 4: I forget the question again. I’m sorry.
- Interviewer: How do you hear about apps?
- Participant 4: Um, I think there’s some like really popular ones that people have told me about. Um, I don’t have it, but like the one that you can scan the thing on your keychain. When I get my new phone, I’m definitely going to get that, because right now, I have like 10 cards.
- Interviewer: Mm-hmm. [affirmative] So you would say word of mouth?
- Participant 4: Yeah. I mean, that’s for, I guess, the most popular ones. And then the rest of them, it’s just messing around, I guess, to try to find stuff online.
- Participant 6: I feel like—oh, I’m sorry. Go ahead.
- Participant 5: Oh, please, you go.
- Participant 6: Um, I think as you find the need for something, I would look for it. Like if I realized that I wanted to map my run, I would Google or like I’d search for an app that maps my run. But for the most part, my sister, [unintelligible, 00:42:42] she loves being the first to do something, like if it’s a new song or anything. So she’d always be like, “Oh, I just got this great new app. Check it out.” And then I was like, obviously, I’m going to love it and I’m going to hate it because like she found it first, but whatever. And so that’s kind of like—my family would often they sit like at dinner and we’d talk about the new applications on our phone. Like that’s what life has come to, but it’s helpful if you have a smart phone.
- Participant 5: Like I said before, when people promote their own stuff, that makes it stick out in my mind, but also kind of when like terminology becomes part of common language, like you can say something like, “Oh, I’m going to Instagram that” or something like that. Now, Instagram’s like a term that we all know. It’s also an app, so that’s kind of like good marketing for it as well.
- Interviewer: Do any of you rate apps on websites or anything like that after you use it?
- Participant 6: I don’t know anyone who does. I don’t get where they get their ratings from. I’ve never seen someone who does.
- Participant 4: I guess Flixster is the app that I use the most, and it updates a lot. So like once I go into it after it’s been updated, it asks me to rate it. But I usually just give it like a star rating and I don’t rate anything.

- Interviewer: What's the smartest app on your phone and the weirdest app on your phone or your computer if you don't have a smart phone?
- Participant 2: Oh, like I have one named Oldify and like if you take your pictures, and they will give you like the picture when you're old, like, you know, like it's you but it's already like 70 or 80 years old you. Like that one's so funny. I like that one.
- Participant 3: That's funny. I wish I had something weird or interesting on my laptop, but I really don't. I just have like the normal like iMovie, like iPhoto type of thing like on my Mac.
- Participant 1: I download a lot of apps, how to make myself look nicer or, I don't know, just for fun. My phone is useful for me.
- Participant 4: I don't know about the weirdest, but I think that the-the smartest application, which is probably the newest one I downloaded is the one for My Fitness Pal, just because it can do so many different things and you can scan or type it in and all the different things you can track and do that. And it, unlike almost all my other apps, it doesn't fail all the time, so.
- Participant 5: I'm just thinking, I don't know any of my apps are weird, but I think the way that I use them is weird, because I play games with strangers all the time. I'm always like starting a new game whether I know them and it's fine. And my roommate makes so much fun of me, because she thinks I'm a weirdo. But my smartest application is probably just—I don't have a lot of apps—the CATABUS app because it tells me where the buses are.
- Participant 6: I had Siri, and I thought she was a genius. I always—I would put my name in as something funny. And every time she would address me, she'd be like, "Hey, Sport", and I was like, "What's up, Siri?" I thought that was great. And I had Cat Paint, which is like you take a normal pic, and you put a cat in it. So it could be like a cat leaping or like a cat sitting or like a bunch of cats or something. And we had—at summer camp, we would take pictures of the little kids and put them up on the wall for all the parents to see like the new art project of the week or like the swim activity, and we would put cats in them subtly. And like there would be like a bunch of kids in a pool and then a cat or like a cat jumping off a diving board in the background or something. And like you wouldn't really see it unless you looked. And sometimes parents would call them that, "Oh, those are so funny. Look at the cat." And you're like, "Oh, you noticed." And it was so fun to sneak into little—like I had so much fun like trying to hide cats everywhere. And I'd send my pictures things and I'd be like—or my dad pictures and I'd be like, "Oh, look, a football game", and there would be like a little cat popping up. And he was like, "I see that and I know that you're doing that." I always got caught, but it was really fun.
- Interviewer: Are there any applications you would be willing to pay for or that you do pay for?

- Participant 1: I pay—I spend a lot of money on apps, yeah. Like Angry Birds, like all my friends play that app so I have to—well, they play very—I need to play it with them.
- Participant 2: Like the only app I pay for is for [unintelligible, 00:46:52] Yeah, I do.
- Interviewer: And why do you—why do you pay for them?
- Participant 1: Because my friends play that kind of apps and, well, the game looks so fun, yeah. Like the free one, you always hit the highest point, and then you just stop there. But you want to play, the only way is like pay for it. You always think like just \$1.99, it's cheap and you just pay it.
- Participant 4: I think if there is something that I know that I would really use that I would pay for. I can't think of—I haven't really bought anything, so I can't think of any example. But like if there were like a-a diet or an exercise application, especially I know that if I were going to use it, I'd probably pay for it. But I wouldn't probably spend more than like \$6 on it at the most. But I think when I get an iPhone that I am going to download a lot of music, more than I do now, because I need to use my computer to do that.
- Participant 5: I can't imagine wanting to pay for an app right now, because I just feel like it's not real life. It's like a game on a phone. And I don't mean that offensively, just for me because I'm like a [unintelligible 00:48:07] basically. I'd rather do things I guess where I can concretely like interact with others if I want to play a game with like a friend or something like that. Or I'd rather like do a time investment and do something not on my phone that's isolating.
- Interviewer: Okay. So if you pay for an app, how do—do you expect to see any advertisements or anything pop up?
- Participant 1: I don't.
- Participant 6: I—if I had an application that was free and then like halfway through using it, if I got to like a certain level in a game which I never really play or something, and it said you have to upgrade to go any further, I totally would like be out, because I was just like that is such a gimmick, it's unfair, it's annoying and it's a tease. But I guess, um, I don't know. I'm not sure if I would ever do that.
- Participant 5: What was the question? Sorry.
- Interviewer: No, it's totally fine. If you pay for an application, would you expect to see any advertising? Would you be upset with advertising?
- Participant 5: I would be very upset, actually. I feel like if you're paying for that app, then they're making their money because you're paying for it. And just based off what I know of advertising, advertising makes money through advertising. So why would they give you advertisements once you've already paid for? It just feels like taking advantage of you.

- Participant 4: Yeah, I would get mad. I don't—I mean, that's the reason why—I know it's not really an app, but that's the reason why I download music instead of using like Spotify or something like that, because I can't stand it. And I don't—I'm really annoying, and I don't like to listen to the whole song all the time, so I like skip through songs. And you can't do that if you're not, um, like if you're—well, you could use Spotify or something like that and pay for it, but, um, I'd rather just download the music. It's really annoying, and I would be really, really angry if I paid for it and they advertised.
- Participant 6: Yeah. Pandora ads kill a mood really quick. I mean, it-it ends soon, but it's annoying. So I guess I'd be upset, too.
- Interviewer: Do you pay attention to advertisements that pop up in the applications ever?
- Participant 1: Never.
- Participant 6: Depending on the voice and sometimes if they have a good background song, I think it's the playlist I'm listening to, and I'll be like, "oh, this is interesting." And then I hear a voice, and I'm like, "All right. Well, I guess I'll listen because you have my attention." But other than that, no.
- Participant 5: Sometimes you can't escape it. Like the Acuvue commercials will sometimes play on my phone, and you can't fast-forward through them. But at the same time, that's also a commercial that I've seen through other media platforms, like on television. So it's just kind of reinforcing what I've already seen.
- Participant 4: I feel like the video ones are harder to ignore. Like if you're using YouTube or the YouTube app and like something pops up in the beginning, like you can't get rid of it, like you said. But for other things, like if you can find the X button which sometimes it's hard to do that. They do that on purpose, and then you kind of have to pay attention, then that's all I look for and just close it.
- Interviewer: Is there a point in advertising where you would rather pay for an app than have to sit through all the advertising?
- Participant 6: Not on like YouTube and stuff like that, because that would be really unfair, like I hate their advertisements. And every time one pops up, I go to another tab and I check my e-mail or something. I totally never listen, and it frustrates me, because it didn't used to have them. It's like when VHS's, they had advertisements, and at first DVDs didn't have anything at the beginning, it was just the DVD. And then they started putting it on there, and I was like, "Come on. That was the whole, like, the all exciting thing about a DVD was that it didn't have those things in the beginning. It was just your movie. And now it's not like that anymore. But it depends on the app. I wouldn't do it for Pandora. I wouldn't do it for YouTube or things that I've been using for so long that didn't have it. If they suddenly added in advertisements, I'd be really bummed and I wouldn't pay. I'd boycott.

- Participant 5: You asked if we wouldn't pay?
- Interviewer: Is there a point on an app where you would rather just pay to get away from all the advertising?
- Participant 5: I think I would just delete it if it got that annoying. And then I would find something else to use. There's a market for new apps. I feel like somebody will always come up with something new, even if it's not as reviewed highly or something. Because if there's enough complaints about the advertising, something else will come up to replace that.
- Interviewer: What do you do if an app on your phone stops working or slows down?
- Participant 1: I redownload.
- Participant 2: I always just delete it.
- Participant 3: Yeah, if it's really bad, I would just delete it.
- Participant 6: Probably the same.
- Interviewer: Do you have multiple mobile devices that you sync together at all?
- Participant 4: That's why I'm getting the iPhone.
- Participant 6: Yeah, like a laptop and an iPhone?
- Interviewer: Mm-hmm. [affirmative]
- Participant 6: I-I did, but not often enough, because my iTunes music on my computer was different than my iTunes music on my iPod, because my iPod's like ancient. And my computer, my iTunes got lost. And so this is like a new iTunes. It's different music, so I've never synced the music. But I try to always save pictures of my dog and stuff.
- Participant 4: I think I would consider getting a different phone. Or like I want to get a tablet, I would consider getting a different one but I want to get all—I have a Mac computer, so I want to get all of the Apple products just because I know it works. And I know other people that have them and you can use FaceTime, and you can have all your music and everything in one spot. And I hate doing the calendar on the phone, but you can do it on the computer and have it on your phone. And I know there's other apps for that, but I don't know how to use them. And then I don't want to take the time.
- Participant 6: Like the Cloud.
- Participant 4: Yeah, like on the Cloud.

- Participant 1: I am used to keeping my laptop clean, like empty. I don't like save-save any files on my laptop. I know it's a bad habit, but for me, like laptop is for—is for fun, and the school computer is for school work.
- Interviewer: Does your phone replace or add to computer time? Would you say you use applications—the same applications on your phone that you use on your computer?
- Participant 1: I don't-I don't use any applications on my computer.
- Participant 3: Um, I mean, I don't have apps on my phone, so I guess like I do use my computer for more. I mean, obviously I can't text or call on my computer. Well, I can Skype someone, but that's different. Um, but yeah.
- Participant 6: I felt like having an iPhone always increased my productivity when I used my computer, because I would like—I didn't check Facebook ever on my phone, because I hated getting notifications, but I would check Twitter and see what people were up to. And then when I open my computer, I would already know, so I didn't have to check that anything. And it would kind of just be like, all right. Well, now I can write my paper instead of opening 17 websites seeing what everyone's doing and then doing my paper. And, um, I always downloaded like Self Control on my computer so I would not be able to go on those websites and stuff. But I'm really not real crazy about checking them. Um, but I think like my—now, my phone, I guess I use my computer a lot more than I did when I had an iPhone. Because when I had an iPhone, I could just Google something really quick instead of having to pull out my whole computer, open it up, start the Windows and all that. I just kind of would do it. And I guess I just now I use more of my computer than I would have with my smart phone.
- Participant 4: I think the only thing that I use on my smart phone that I used to do on my computer is checking the weather. So like while I'm in the bathroom in the morning like doing my hair or whatever, I can check the weather really quick on my phone rather than having to go to my computer and like all ten feet away, and because I already have an app up like The Weather Channel application. And you just click on it. You don't have to go to the website, and then I'd get sidetracked by other things. But other than that, I think everything that I use is different. Like I've tried to use Flixster on the computer, but their website sucks compared to their app. Their app is so much better, I guess because there's less information. So it gives you what you want right away, and you don't have to search for it.
- Interviewer: What advice would you give someone who is considering buying their first smart phone?
- Participant 6: Insurance probably and an OtterBox for sure.
- Participant 4: I would tell people to get an iPhone even though I don't have one yet.
- Interviewer: Why?

- Participant: I don't know. I just, I—well, I'm definitely a Mac person, um, Apple person, whatever you want to call it. I would have gotten one before, but when I needed a new phone before, they didn't have the iPhone yet for Verizon. Um, I just feel like for the people that I-I know that do have it that they have way less problems. And if you watch the YouTube videos comparing it to the Samsung Galaxy, it's so much harder to break than the Samsung Galaxy SIII. So, I mean, that's just I drop my phone a lot.
- Participant 6: OtterBox.
- Participant 1: Well, I suggest to get a phone with big screen, yeah. It's better to use it to watch video or anything else.
- Interviewer: Do you have any concerns about sharing information with apps? Do you ever put your name or credit card information or e-mail into...
- Participant 1: I put e-mail but not credit card or the real name.
- Participant 4: I wouldn't put credit card information, but I've deleted apps before because when they update and they have new permissions, sometimes they're sketchy. Like I had a flashlight app at one point, and like they give you like, uh, little bullet points about what they have access to, and one of them wanted access to the camera and my pictures. And I'm like I don't know what that means. Like is it just because like the light is like part of the camera? And it just made me kind of freaked out, so I deleted it.
- Participant 6: Yeah. I—usually when things pop up on my phone like asking for ratings, I just automatically click no. But when I first downloaded an app and it would say, "Do you want us to know your location?" I would actually look at that and consider it and be like, "Do I need this application to know where I am?" If it's I'm out on my run, yeah. If it's GPS, yeah. But for the most part, like Key Ring, you don't need to know where I am. I know that I'm at a grocery store, and I'm good with that, because I don't want people to know. Like I don't know who can access what on my phone. I know GPS stuff can get really creepy. So I'd rather just not have any worries about it and just say no. So I'd always think about that first and like really consider if it needed to know that or not and always click no if it didn't because I hate giving out information.
- Interviewer: Does anyone have anything else they want to add about smart phones or applications?
- Participant 5: I just think it's funny how there's so much, um, kind of social capital and prestige associated with what smart phone you have, like there's a hierarchy. Like I'm-I'm always going to say iPhones are on top, and then there's like other smart phones. And you just tell like what's more expensive, like what's not. And back before I got a smart phone, like people would come up to me at bars, like strangers, and just be like, "Well, why don't you have a smart phone?" It's just, you know.

Participant 6: I agree. Even with computers, if, you know, if you have a MacBook versus like a Dell, I feel like Dells are so big and clunky and they're just not the same status, which is so silly, because they're all equally as very much expensive as each other, you know. It's like why is it iPhone better than something else. That's weird. I hadn't thought about that.

Interviewer: Thank you all for participating, and I really appreciate all of your input.

Focus Group 2

Interviewer: Thank you, for allowing me to talk to you today. We will be talking about Smartphones and applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what is said, but the conversation will be completely confidential. Please speak up, so we can hear you on the tape. Also, one speaker at a time, so it makes sense on the tape, try not to speak over one another. I hope you all find the session interesting and enjoyable, but if at any time a question makes you feel uncomfortable, you do not need to answer. Why don't we start by going around the room stating name, age and Major, and if you have Smartphone?

Participant 7: Um, I'm Participant 7, I'm a Junior, I'm a Telecom Major and I have iPhone.

Participant 8: I'm Participant 8, I'm a Sophomore, I'm a Econ Major and I have an iPhone.

Participant 9: Uh, I'm Participant 9 I'm a Junior, and a Telecom, uh, Major, and I do have a Smartphone.

Participant 10: I'm Participant 10, I am a Junior and a Telecom Major and I have an iPhone.

Participant 11: I'm Participant 11, I'm a Senior and a Telecom Major, and I have an Android phone [unintelligible 00:01:04].

Participant 12: I'm Participant 12, I'm a Junior Telecommunications Major and I do have a Smartphone.

Participant 13: Participant 13 Telecommunications Major, and I'm a Senior and I do have a Smartphone.

Participant 14: I'm Participant 14, I'm a Telecom Major, Senior and I have an iPhone.

Participant 15: I'm, uh, Participant 15, I'm a Senior, and I'm a Telecom Major, and I have an iPhone.

Interviewer: If you leave your phone at home, or it dies what do you do?

Participant 15: Panic.

Interviewer: How so?

Participant 15: I mean you just feel like naked without it.

Participant 7: You feel lost.

Participant 9: Yeah. Life goes on though definitely, less resourceful.

Participant 12: It's almost a kind of thing like you feel there's like a sensity [phonetic] that feels better without it, but like deep down you're like, "Man I could really use my phone right now for everything, like it's." Everything revolves around, I feel like my iPhone.

Participant 11: Yeah I think it's more so, things that you, you're not doing, because you don't have an iPhone. It's like when you're standing in line to like get food or something, you have nothing to do.

Interviewer: Okay. How far out of your way will you go to pick it up or recharge it?

Participant 10: I mean it just depends on, like if you need it or not. Like if, uh, I'm going to class, I don't really need it, so, uh, it's like, it's not a big deal, but if I'm. Like I need a GPS or like trying to find a classroom, or like trying to find this with my phone, and looking at the email then it's pretty important to go charge it.

Participant 12: Yeah, I mean I'm not going to miss something necessary for like class. I'm not going to miss class to get my phone. But if I had to choose between late—being late for to being to a party, and getting my phone, I'll go back and get my phone and be late.

Participant 13: It depends on circumstance I guess, I mean how important is something you're going to miss just to recharge your phone.

Interviewer: So, tell me a time when you did go back for your phone?

Participant 13: Like he said, maybe if you're just going to a party or going over to a friend's house or, you know, just going somewhere where there's not a deadline for you to be. So, if I'm going to work, I'm not going to go back and get my phone. If I'm going to class, I'm not going back getting my phone. But if I'm going to go somewhere where there's not a time restrain, then I'll probably go back and get it. Depending how far I am from where I left. So, if I leave it at a home and I drove an hour, I'm not driving another hour back, until I'm done whatever I'm doing.

Interviewer: Who pays for your phone and your phone plan?

Participant 13: I do.

Participant 8: My parent's do.

Participant 9: My parents.

Participant 10: Yeah. I'm on a family plan, so my parents.

Participant 11: My parents...

Participant 7: Parents.

Participant 11: ... pay for the bill, but I pay for the phone.

Participant 12: Yeah, I paid for mine, but.

Interviewer: Do you think that you'd have the same phone if you were paying—those of you whose parents pay? Do you think you would have the same phone and the same phone plan?

Participant 11: No. I wouldn't, it's too expensive.

Participant 13: I couldn't afford it.

Participant 12: Yeah, same with me, I wouldn't be able to, probably keep up with it.

Participant 14: I'd probably just have a home phone.

Interviewer: And those of you who do pay for it, and have Smartphones, what made you decide to pay the extra amount for the Smartphone?

Participant 13: I actually don't pay extra. I pay \$35 a month for mine, because I don't have a contract plan.

Interviewer: Okay.

Participant 13: So.

Interviewer: Tell me about your first phone? And when you're doing that, what did it look like, whose idea was it for you to get a phone, and why, and at what age did you get your first phone, things to think about?

Participant 12: I think I had one of those Nokia's, that when it was like a block. And it didn't have—I mean it was by far not a Smartphone. It had a screen on it, but I mean I can't really remember how it was at all, to be honest with you. It was so long ago since I had it.

Interviewer: And why did you get the phone?

Participant 12: Um, I don't know just, I think everybody starting smart—or just getting cell phones at that time so, I wanted to get a cell phone and that's the reason I bought it.

Participant 10: I think I was in 7th Grade I had one of those little Nokia flip phones. And I remember specifically it was like I had 250 text messages a month. So like there was no like a—and I was like real strict about that, or my parents were. And I know I got it because like I was—it was about that time when I was like to go off on my own, I'd go to a friend's house without—like I would be able to, my parents' would be able to check in with me. So that's why they wanted me to have one.

Participant 9: I don't know if this counts, but me and my brother and sisters shared a phone for a while. It was like one of those snake phones. And, but my first personal one was one of those Nokia walkie-talkies type of phone, Motorola.

Interviewer: And why did you get your first phone?

Participant 9: Probably because my mom's kind of neurotic and wants to know where everyone is at all times.

Interviewer: How about the rest of you?

Participant 8: Um, I was a Sophomore in high school, and my parents—well they got me one because I was playing a sport and so I could call them if, uh, you know, anything happened or for them to come pick me up. And it was a LG Verizon phone, it was my sisters, because she went over abroad, so like her phone was not being used. So that's like another main reason why I got it.

Participant 14: I was 13. I was, I guess in 8th Grade, and my first phone was like a little flip Verizon then and I got it basically for the same reasons, like. You know, finally being able to go out kind of on your own, and my mom's just checking on me I guess, so.

Participant 10: Yeah, I was in like 8th Grade. I had like a Motorola, like flip phone. And I guess it was so my parents could just contact me, whenever.

Interviewer: What do you use your phone for most often?

Participant 9: iPod, music.

Participant 13: Texting, definitely, texting.

Participant 12: Same, music or text messaging.

Participant 11: Just like general information, if I need to find out where I'm going or something like that, checking my email. Probably the things that I would do on a computer with the internet, I use on my phone more so than texting or even talking on the phone.

Participant 12: Um, music, texting and Twitter.

Participant 13: I always see my email.

Participant 7: Texting and email.

Participant 12: Yeah, texting and email.

Participant 14: I would say texting and Twitter, probably.

Interviewer: Where do you use your phone most often?

Participant 10: In class.

Participant 13: Yeah, in class.

Participant 12: Same, uh.

Participant 11: I was just going to say, it depends where I'm at, because if I'm in range of a WiFi I have my iPad. You know, so I use that. So, if I don't have my iPad then I use my cell phone.

Participant 10: Yeah, anywhere other than home or class, you know. At home I can just throw it to the side, if somebody calls I'll answer it, but if you have your laptop and your Tablets and stuff, there's no use for it.

Participant 15: So you can [unintelligible 00:07:52] use it everywhere. Like even I noticed, like before you came in here, and I was doing it as well, like everyone was on their phone. Like if I was just sitting around, I check Twitter or something like that, so.

Participant 13: I use it to kill time a lot.

Participant 15: Yeah.

Participant 13: Like if I have nothing to do.

Interviewer: Do you use your phone to take notes at all? Um, do you have organization apps, stuff that helps you keep track of things?

Participant 11: Like reminders, definitely. Like all the time.

Participant 15: no, I know I have email and like you can set your reminders on your email that way and that comes from my phone, but I have nothing on my actual phone that does it, so.

Participant 12: I take pictures of stuff all the time. Like pictures with addresses, pictures of dates that I have to remember and then like when I get home where I can write it down, I pull out my phone I can write that down.

Participant 11: Any time where I ever have any kind of kind of commitment like this, I enter it into my Google calendar widget. And it reminds me like an hour or two ahead of time. Then I have a sticky note app and if I need to remember something I put it on there. I'd be worthless without it.

Participant 9: I do the exact same thing. I use my calendar all the time, like for this I got an alert two hours ago that reminded me I had to be here. And like I do that ever time I work. Tests, like two days before, I use it a ton.

Participant 10: No, I really don't like take notes on it. Maybe take a picture of the screen like, uh, for this, but really like no class notes or anything like that.

Participant 14: Yeah, I don't do notes, I use the calendar too and I use the alarm.

Interviewer: Do you use the calendar app that comes loaded onto the phone, or do you download a more specific version? You were saying something about using Google Calendar.

Participant 11: Yeah the—I do one that's a widget and it's a little bit more dynamic than the Google one. But anytime you update your Google calendar, it updates on there and vice versa, so it's kind of both.

Participant 14: That's how I am with the iPhone one, because I have a Mac, so the Mac and the iPhone just use the same thing.

Interviewer: So you use the one that's already loaded...

Participant 14: Yeah.

Interviewer: ...on the iPhone?

Participant 15: Same with me.

Participant 12: I do too.

Participant 10: I do too.

Interviewer: Do you use your phone instead of, or in tandem with an agenda book?

Participant 14: I do instead of.

Participant 15: Instead of.

Participant 12: Instead of.

Participant 13: Instead of.

Interviewer 7: Instead of.

Participant 8: Yeah, instead of.

Interviewer: And do you put assignments into the calendar, or do you have another app that you use for your assignments?

Participant 11: Are you talking what's—I'm sorry what's an agenda book? Is that just like a regular?

Participant 15: An assignment book?

Interviewer: An assignment book, yes.

Participant 11: Oh, okay.

Interviewer: Sorry for the confusion.

Participant 11: Yeah. That's all right. Uh, yeah, I use the electronic stuff, I don't use anything really.

Participant 15: This year I tried to use them both in tandem, and I just kind of got away from the hard copy because I don't really have the time on both. But when my phone, my Tablet, my computer are all dead, you know, so I don't really need it.

Interviewer: How long have you all had Smartphones?

Participant 15: One year.

Participant 13: Three years.

Participant 10: A year and a half.

Participant 11: Four months.

Participant 9: I'm going to say about three or four years.

Participant 7: About a year and a half.

Participant 8: Uh, whenever the first iPhone came out, I don't know when that was.

Participant 14: I'd say like four years.

Participant 12: Yeah.

Participant 6: Four years.

Interviewer: What did you used to do before you had a Smartphone and applications? So say you needed to ask, or you needed to find directions somewhere. Would you ask someone? Would you go to a computer and print directions, how would you get to where you needed to go?

Participant 11: Mapquest...

Participant 13: Yeah.

Participant 11: ...before Google maps became big. Mapquest was kind of...

Participant 15: Definitely lot of things on my computer.

Participant 10: Do it on your computer, you mean?

Participant 11: Yeah, just print it out, yeah. Look it up and print it out.

Participant 15: Yeah, I used to do that.

Interviewer: Do you still use Mapquest?

Participant 12: No, Google maps.

Participant 15: I use the GPS on the iPhone. If I no idea, I trust that 100%.

Participant 11: I try not to let the phone take the place of human action—interaction completely. Like if I was sitting in here, and I was here early, I would try to talk to you guys rather than be on my phone. And same goes with asking for directions, sometimes even with 4G LTE, it be faster to just ask the person next to you how to get to the building rather than going on your phone.

Interviewer: Do you use your phone for school work or in class at all?

Participant 11: Both.

Participant 13: Both.

Participant 10: I use my iPad.

Interviewer: When you use your phone in class, what do you use it for?

Participant 11: Facebook.

Participant 12: Texting.

Participant 11: And Games.

Participant 9: I have an app on my computer that sends the texts to my laptop, and I can text people that way so it doesn't look like I'm on my phone, but technically I am.

Participant 7: I text, I don't use...

Participant 13: Yeah, and so like, I won't not text because I'm in my class, like it's not really an issue to me.

Interviewer: Okay. Do you think students use Smartphones differently from other people?

Participant 11: More often.

Participant 15: I definitely think so, yeah. Like compared to older people, especially because they haven't grown up with having Smartphones or been in technology. That's something we were brought up with, so.

Interviewer: So what do you think the big difference in how they use it is?

Participant 10: All the features. Like I feel like, older generations don't use, like all of the features of the phone. Like downloading apps and stuff.

Participant 12: Yeah, I guess like we kind of grew up around it so and like—I know like my mom will—well she has an iPhone, well she'll like call me and she's like, "How do you do this?" Like, because I pretty much know it in and out and she's. Uh, I feel like we definitely have a better grasp of it.

Participant 13: And the older generation is more attached to emails, as opposed to the younger generation is more attached to instant messaging and texting.

Participant 7: I'd agree with that, yeah.

Interviewer: Okay. What's the difference between an iPhone and an Android in your opinion?

Participant 10: The operating system, I would say. Like the features.

Participant 11: I have a whole big speech...I don't want to waste time to get into it.

Interviewer: Please tell me your opinions, that's why we're here.

Participant 11: All right, well. Um, Apple products are just known to be really good as they are and they don't want you messing with it. And for most people you don't really need to as long as it works really well as a phone and a Smartphone. Um, you leave it alone. Android, it's a lot more customized. Well, you know, I said have these widgets on my phone and stuff. I didn't like the stock keyboard that came with it, so I just downloaded one that an individual person just made and put it on the Google Play Store. Um, I mean that's just kind of the tip of the iceberg when it comes to the difference between the two. Uh, I think, if you want to do your research, you can get an Android phone that's better, as good as, or better than an iPhone. Um, but then you're going to have to learn how to use it, where as a kid can pick up an iPhone and just kind of figure out.

Participant 10: Yeah, that's why I say it's user friendly.

Participant 11: Yeah.

Participant 10: And iPhones or Apple products in general are supposed to be more user friendly than Windows or Androids.

Participant 12: They definitely are.

Participant 13: Like iPhones are, well user friendly, because a lot more people have them and it's the majority, so a lot of things are built towards iPhones and communicating via between iPhone and iPhones [unintelligible 00:15:01] communicating between two different operating systems.

Interviewer: Do you think there's a hierarchy of Smartphones? One that's necessarily better than all the rest, or one that people seek out more than all the rest?

Participant 12: Yeah, Apple.

Participant 15: Just [unintelligible 00:15:15] thing kind of.

Participant 11: It's the in thing though too, I mean that's part of it.

Participant 9: Yeah. I think it's in the marketing, like Apples does a great job. Not only making it user friendly, but, you know, making it appeal. I don't what their secret it, but obviously they've done something right. But Android is very popular too, so.

Participant 15: It's going to last so long, I mean they keep like suing everyone. Their cool factor is going to start to go down. That's what they sell is their cool factor.

Interviewer: Describe an iPhone user?

Participant 13: Everyone.

Participant 15: I was going to say. It's really hard, because it's the majority of people use them, so.

Participant 11: I'd say anybody...

Participant 15: They range.

Participant 11: ...who's interested in, anybody whoever wants a phone, who's not that interested in the technology and like and customizing and it's just they want a good phone.

Interviewer: Okay, describe an Android user?

Participant 13: I feel like Android users definitely think that the Android's are better than iPhones.

Participant 12: Definitely.

Participant 10: They're obnoxious, yeah.

Participant 11: Mine isn't. I will admit that.

Participant 15: They also say like iPhone users like to say that they have iPhones. Just be like, "Oh, yeah, of course I have an iPhone." But then like there's a group of Android people, like, "Oh, well you don't know what you're missing, I like the Android's actually better."

Participant 10: Yeah, like the guy was getting serious about it.

Participant 15: But like I obviously have an iPhone, so I would be like, "No way." But I've never even tried it, but I don't want to because I'm so satisfied with my iPhone. Like, there's just no point with me wanting to do that.

Participant 13: Well Android users are usually not always more tech savvy. They're better at working computers and software and stuff like that.

Interviewer: What is your favorite application on your Smartphone right now?

Participant 9: Scrabble with Friends.

Interviewer: Why is it your favorite?

Participant 9: I'm pretty good at it.

Participant 15: Twittering, Instagram.

Participant 11: Anything Google.

Participant 13: Besides the basic phone functions, uh, probably Tiger Woods, it's really addicting.

Interviewer: Why, why is it so addicting?

Participant 13: Um, it's a great way to pass time. It's not—it's I don't know, it's easy to do in class, it's fun. It's entertaining and I can put it down whenever I want, and pick it up whenever I want, it's always just kind of there.

Participant 14: Yeah, I'm always on Instagram.

Interviewer: Why?

Participant 14: Um, just because I use them the most, so it's easiest to have those apps instead of having to get on the internet and do it.

Interviewer: What do you use them the most for? What purpose do they serve?

Participant 15: Um, I guess kill time and relax, don't really—those apps don't really help me with anything else.

Participant 15: Connects you with friends.

Participant 11: I also use Twitter a lot for information, just like.

Participant 12: Yeah.

Participant 11: Any time you like hear something, I'll pull out my phone, like if something is like, there's some news story that is like possibly happening, I'll know it'll be on Twitter.

Participant 15: Yeah, like when the debate was on. Like Twitter was like exploding.

Participant 11: Yeah, that.

Participant 12: Yeah.

Participant 15: With like information.

Interviewer: So do you prefer to find news on applications like Twitter, or how do you prefer to see your news?

Participant 8: I'd say Twitter, yeah.

Participant 11: I'd say through like. I mean I use like Yahoo for my news, because it has like everything right there.

Participant 14: When I look it on Twitter, it's like you're not just getting—say it's only the debate, you're not just getting the news articles. You're getting actual reactions and opinions from the people that are watching it, just like you.

Participant 13: Along with news articles, they [unintelligible 00:18:45]...

Participant 15: Yeah, exactly, you're getting it both and that's what I like about it.

Participant 11: And it's like both ways, so it's not like biased they're like, people are like.

Participant 13: You also get opinions from your friends, compared to the opinions from experts at the same time. It's kind of one place for everything.

Interviewer: So, do you think that makes you more efficient, saves you time, helps you relax, helps you kill time?

Participant 15: I'd say it saves time, because you don't have to go on the internet.

Participant 13: You don't have to ask.

Participant 15: Search every like [unintelligible 00:19:07]...

Participant 13: You don't have to ask your friends how they feel about something.

Interviewer: What are some other favorite applications on the iPhone or a Smartphone?

Participant 15: I like Pandora, because you can just listen to a bunch of music. You can type in like an artist, and then it'll play the artist, but then it'll play an artist similar to it, so then you can discover new music. It's kind of like Spotify, but, um, it's free. Like, you have to pay for Spotify on the Smartphone.

Participant 11: And I'm actually going to change my answer, um. I like my eReader apps, because then no matter where I am, I can read. Like I just whip out, whip out a book, like you can't just carry a paperback book in your pocket, but you can carry your phone in your pocket.

Interviewer: And would you say it's useful for work and studying? Helps your efficiency, helps you save time, helps you relax, which?

Participant 11: Relax. And maybe save time, because I read the books faster.

Interviewer: Okay. What apps do you use the most on your phone?

Participant 4: Did we just do that one?

Interviewer: That one was supposed to be your favorite...

Participant 7: Favorite.

Interviewer: ...application. I guess it could be one in the same.

Participant 9: Does Gmail count as that?

Participant 11: Yeah, Gmail.

Participant 9: I would say that's probably mine, Gmail.

Participant 10: Like the text messaging and Gmail, or email.

Participant 15: I'd say Gmail or Twitter.

Participant 14: I'd say the text messaging.

Participant 8: Yeah, texting or, uh, Facebook.

Participant 13: Texting.

Interviewer: How long does it usually take you to get the hang of a new app?

Participant 15: Five minutes.

Participant 12: Seconds, I want to say seconds, I don't know. What I'd be talking about.

Participant 10: At most five minutes probably.

Participant 15: If it's a good app, it doesn't take any time at all.

Participant 11: Yeah, it should, yeah, if it's really going to be one of those apps you're going to use, it should be good enough that you can pick it up easily.

Participants 10: Yeah, like really user-friendly.

Interviewer: Do you delete an app if it's too complicated, or it doesn't work?

Participant 12: Yes.

Participant 13: Yes.

Participant 10: Yes.

Interviewer: Okay. How much time are you willing to spend learning the tricks of an app?

Participant 10: Not much.

Participant 15: Minutes.

Participant 13: Five minutes.

Participant 15: I feel like if it—you need to spend time, there's probably a better one out there where you don't have to.

Interviewer: How do you hear about the apps you use?

Participant 10: Friends.

Participant 12: Friends with iPhones.

Participant 11: The iTunes Store, it just tells you what's hot. So you just look at it.

Participant 15: Surf through it, yeah.

Participant 9: I go online and search like productivity apps, or something like that and I've found some good ones like that.

Participant 13: There's actually apps that tell you what apps are good too, if you want.

Interviewer: How do you decide which apps to actually download and keep?

Participant 15: Ratings.

Participant 10: Yeah, I go by like the rating on the iTunes Store. Like if it has like stars, like one to five stars.

Participant 12: Try out apps, then if I don't like it I'll delete it, especially the free ones.

Participant 14: Yeah, I do that too.

Participant 13: I rarely pay for an app. I'll download it if I'm interested in it, if I don't like it, I'll just delete it.

Interviewer: Okay. If there are multiple apps with the same functionality, how do you choose which app to download?

Participant 15: Comments, people, ratings.

Participant 10: Number of downloads.

Participant 11: Price, maybe.

Interviewer: Okay, what makes an app stand out?

Participant 12: Like the user, the user ability.

Participant 14: Ratings.

Participant 11: It's something you like. Maybe, it's like it applies to your life somehow, makes your life easier.

Participant 15: Yeah, if it solves some kind of problem or entertain you in a unique way.

Participant 10: Maybe like convenience. If it's easy to use, gets a particular job done.

Participant 9: And entertaining.

Interviewer: What does it have to do to be entertaining?

Participant 9: See I don't—it has to be fun. Like usually I like, I like games because it's you just can play it and then put it away, it's real easy when I want to kill time.

Participant 7: Can you repeat the question?

Interviewer: What makes an app stand out?

Participant 7: Um. I don't know, uh, I guess if I—when I open it and use it, if I like the way it all looks and it's laid out, then I guess that's a good thing.

Participant 13: If I find myself using it regularly.

Interviewer: Okay. What's the smartest app on your phone, the dumbest app on your phone, and the weirdest app on your phone?

Participant 15: Can I pull out my phone?

Participant 13: Can I...

Interviewer: Yes, please, go ahead.

Participant 10: So what's the dumbest?

Participant 15: The dumbest app is definitely Talking Tom. It's a cat that if you say something, it'll spit it back in a cat voice.

Interviewer: And why did you download that?

Participant 15: It was [unintelligible 00:23:40]. Honestly, my friend showed it to me when he as drunk one time and it was hilarious, so I downloaded it and never have deleted it. And I'd say my smartest is probably Shazam, that kind of still blows my mind how that works.

Participant 13: Yeah.

Interviewer: And what made you download that one?

Participant 15: It's just a really cool app and convenience of it like just hearing a song and then, uh, it's just a cool app to have.

Participant 10: The smartest and dumbest and what?

Interviewer: The smartest, dumbest and weirdest.

Participant 10: Robot Unicorn Attack might be the weirdest one.

Participant 13: Yeah, that's, that's [unintelligible 00:24:16].

Interviewer: And what made you download that one?

Participant 10: Uh, it's on [unintelligible 00:24:19] and it's actually a lot of fun.

Participant 13: Yeah, it's fun.

Participant 12: I'd say the smartest one I have is Dropbox. You can like share files between like your computer and your phone. Like upload them like anywhere.

Interviewer: And what made you download it?

Participant 13: I got that one.

Participant 12: It's just so easy to use.

Participant 8: I recently got my phone, so I don't have a lot of apps on this one. I'm still in the process of putting stuff on.

Participant 10: The dumbest one I've seen, I don't have, uh, my friend has, uh, Boobs app. Then he shakes his phone and the boobs bounce up and down.

Participant 9: Um, geez I-I say the dumbest one is probably I Ski USA. It just tells you about like where the snow is, but half the time, there's no snow. So, I mean, I don't really use it. Um, I really don't have like—uh, the smartest one would probably be Shazam, like he said. And the weirdest is, uh, I don't think I have weird ones. I'm very picky about my apps.

Interviewer: How so?

Participant 9: Like, um, like I have them all in boxes and very organized. Like I only have it so where, like you can't flip over just one screen like that. Because I don't want to flip to a screen, so I'm very—like if it's a game, I'll put in the game. If I don't like the game, I'll delete it just because it takes up space. So, I don't really like that, I'm very picky.

Participant 12: Yeah, and also so I'm picky. Like, I won't have apps that I don't use. Like I know a lot of people, uh, just like a page or two of apps and like they never. So, I just don't see a point of that. So, if I really don't play it maybe like once a week, or something like that, I just won't even bother having it.

Participant 9: I'd say one on my iPad. I probably have like, I'm sorry, I'm not the same, I'm opposite. I probably have like 100 apps I don't use on that, but my phone I keep it pretty clutter-free.

Interviewer: What do you think the difference is?

Participant 9: Um, the bigger screen. I guess maybe it's just easier for me to move around on it compared to my phone, it's smaller and I don't like to have all that clutter on it. Especially, if I'm looking for a specific app that I need to use.

Participant 11: I was on Gmail the other day and I sent an email saying, "Attached is something." And I forgot to put—actually attach it, and it told me when I hit send, "Are you sure you want to send, because you said attached, but you didn't attach anything." And I was like wow. That's a smart app.

Participant 13: That's pretty wild.

Participant 11: Yeah.

Participant 14: Um, I'd say the dumb one I have is Snap Chat.

Participant 13: I was going to say that.

Participant 14: Yeah, I don't really, it's dumb. Um, you like take a picture and you can set how long you want the person to see it. And so it's like I can tell you, you can only see it for five seconds and then it disappears. So, it's.

Interviewer: What made you download that one?

Participant 14: My friend told me to get it, but I'm not into it, so. I think that's dumb, and then it's not really smart, but I really like iHeartRadio because you can get like radio stations all across the country, so.

Interviewer: Do you guys' rate apps at all?

Participant 15: I've done it, like once or twice.

Participant 13: I've never done it.

Participant 10: No, I try to do it as often as I think about it.

Participant 12: I don't think I've ever done it.

Interviewer: How do you rate them, for those of you have?

Participant 15: Um, like I know on the iPhone, like if you click "like" right now, it like has like stars and you just like do it by like star rating. And you can like write a review if you want, but you don't have to.

Interviewer: Have you ever written one?

Participant 15: No.

Participant 9: Have I rated? Um, if it's, if it's really good and I'm just kind of blown away, but, you know, how it kind of filled the void that I didn't know it was there. Then I'll give it five stars, say this is great. But, um, if it's constantly crashing, or it just straight completely doesn't work, one star. I don't really have too many in between.

Interviewer: Okay. Where do you look at ratings, where do you go to find ratings for different applications?

Participant 11: You can read at the app store.

Participant 13: At the app store and Apple has it right there.

Participant 11: Same with the Google Play Store.

Interviewer: Do you ever go on any sort of blogs or anything like that? Just straight to the marketplace or iTunes?

Participant 14: No.

Interviewer: Okay. What apps would you, or do you pay for?

Participant 14: I think I paid for WhatsApp. It's like you can text people in other countries, so I had a friend studying abroad. I paid for that, because they didn't charge me extra to talk to people overseas.

Participant 11: I paid for National Public Radio, and I think I paid for that one, and the Public Radio International.

Interviewer: And what made you decide to pay for them?

Participant 11: Well, it's nice to listen to the news because they—I think they're the best source of news, uh, in the country. But, um, also I think they're a good cause, so I don't mind giving them \$2 for an app.

Participant 14: I pay for like Words with Friends.

Participant 15: Yeah.

Participant 10: It's like 99 cents.

Participant 15: I find myself paying for like the dumb games that are just like crazy popular. Like I paid like for Angry Birds and like, uh, the Temple Run and stuff like that.

Interviewer: What makes you pay instead of using like a light version?

Participant 15: Uh, there's like no ads, so. It's like ad free, and like the ads get annoying so you have to like, you know, sit there and like wait for the button to come up to skip it. So, it like makes you look at it, but if you buy it, you don't have to.

Interviewer: So, if you pay for an app, you don't expect to see advertisements?

Participant 15: Yes.

Interviewer: Okay. And what—at what point would you rather buy an app than sit through an ad?

Participant 12: If you played it a lot.

Participant 15: Yeah, like the more you—like the more you play it, the more likely you are to buy it.

Participant 12: Yeah, it's really annoying to me.

Participant 15: Yeah, not to be like and...

Participant 12: Uh, on Words with Friends.

Participant 15: Words with Friends is terrible, if you don't buy it. Like, literally, I think an ad comes on every time you play a word.

Participant 12: Sometimes you have to wait for a movie trailer.

Participant 15: Yeah, it's real annoying.

Interviewer: Okay. Um, and as far as the ads are concerned, do you pay attention to the ads when you see them pop up?

Participant 7: Not really.

Participant 15: Not usually, rarely.

Participant 12: I, probably intentionally clicked on one once or twice in the year and a half that I've had it.

Interviewer: What made you click on them? What about them got your attention?

Participant 12: I can't remember even. It's either like, usually if it's like an app related to something that you already have. Like it seems oh, it's a good idea. Or that looks like a fun game, but.

Interviewer: And you said rarely, so. What cases have you paid attention to an ad?

Participant 15: I guess I've accidentally clicked on it. So, like you're kind of clicking to like skip the ad, and you accidentally click on the ad. So then eventually it has to catch your attention, which I think is on purpose, but. I still don't—it's never changed my buying preferences.

Interviewer: Okay. What do you do if an app on your phone stops working or slows down?

Participant 12: That doesn't really happen.

Participant 13: Never encountered that.

Interviewer: Would you reload or just delete, do you think?

Participant 12: Just reloaded it. I'd give it another try.

Participant 10: I just kind of like put it off and hope some other time it'll work.

Participant 12: You mean if it like, if you're using it and it just crashes? Yeah, I would just like re-click on it.

Participant 11: If I'm having trouble with an app repeatedly, I'll leave a bad review and see if there's other person doing it and wait for a change. Like that was kind of the case with, uh, Google Play Books. Like, it just was not as good in any way as Amazon, uh, their version. So I went on, and rated it, looked everybody else is saying the same thing like two weeks later, they updated it, and it was good.

Interviewer: Do you have multiple mobile devices? So, phone, laptop, Tablet? How many of you would say?

Participant 12: Yes.

Participant 10: Yes.

Participant 7: Yes.

Participant 13: A laptop.

Interviewer: Do you try and sync all of your devices?

Participant 7: Yeah, I do.

Participant 10: Yeah.

Participant 12: I, uh, well, no.

Participant 15: With the Cloud with Google, I mean I think, we all do that to some extent.

Participant 13: Yeah, with Apple they have like iCloud, so that automatically like stores all your information.

Interviewer: Those of you who said no, what's the difference?

Participant 13: What are you talking about syncing, just music, or?

Interviewer: Well syncing, like do you use the same apps on all of our devices? Do you use the same—do you use your devices for similar purposes and save all of your content on each device?

Participant 10: I mean my email, it's probably about it, but every one of my devices has a different kind of stuff on it.

Participant 15: I like to keep my emails, separate and just do that on my laptop because I can type better. Then, other than that, like a lot of the same apps I'm using also on my laptop.

Participant 13: I guess I'm like intimidated by the Cloud, I have no idea how it works. I never even tried using it. I just have all my documents and stuff saved on the computer and then my phone is just texting and stuff like that.

Interviewer: Would you say that your phones replace or add to computer time?

Participant 13: Replace.

Participant 15: Replace.

Participant 11: When I have five minutes, replacing it, when I'm sitting at home, my computer is right there, I put my phone down and grab my computer.

Participant 10: Replace.

Participant 12: Replace.

Participant 7: Pretty much replace.

Participant 9: Yeah, I would say replace too.

Participant 14: Yeah, I'd say replace, but I also agree with him. If I'm on my phone and my computer is right there, I'm going to switch.

Interviewer: What is the downside to having a Smartphone?

Participant 11: The money, paying for it.

Participant 15: Yeah, it's expensive.

Participant 10: But you've also get to be way too dependent on it. You shouldn't be it's just how it's built and how it just. All the information that it has to offer or we've become accustomed to, so then we don't have it, it's just like the world is coming to an end and...

Interviewer: Can you tell me a story about when you didn't have your Smartphone

Participant 10: I mean like, say my phone is dead for the day, like. It's just like there's something in the back of your mind like, oh, I could be like—what if I'm missing like important, like calls or like anything like that, that I can—don't have the access to now. Like that's kind of the back of your mind like this could be bad.

Participant 13: And I think a good example might be like when people are using their phone and driving. It's really dangerous, and people can't have like five minutes until they're at a certain place, because they want to use their phone constantly.

Participant 7: Yeah, it's distracting, I think.

Participant 13: Yeah.

Participant 15: It definitely shortens like your [unintelligible 00:34:10] because like. Say like you're standing in line, and you don't have your phone, it feels like hours. But you're really only waiting there for like minutes.

Participant 11: It kind of like gives you ADD, and it definitely makes a society as whole kind of anti-social. Which is ironic, because everybody is being social on Twitter and texting and stuff, but then when you're walking from class, you have your headphones and you're not talking to anybody.

Participant 12: Yeah, like verbal communication, it's just like nonexistent.

Participant 13: We could be sitting in this room and everybody in on their phone instead of trying to converse with each other.

Participant 7: Yeah.

Interviewer: Okay, what advice would you give to someone who's considering buying their first Smartphone?

Participant 15: Don't just jump into an iPhone, do your research first.

Participant 12: Yeah, do your research and like look for, like specifically like data plans. I don't know they're...

Participant 10: Tell them do a no contract.

Participant 12: ...ridiculous now. Yeah.

Participant 13: I mean I paid—people like \$100 a month, I pay 35 and I have [unintelligible 00:35:02] for minutes. My minutes is like, I don't know, 500 minutes a month, so.

Participant 9: Yeah, buy a used phone and then.

Participant 11: Yeah, and say like.

Participant 9: Used, used phones are a great idea. I mean I did that, so I didn't have to accept my contract with this. And if I would've bought it brand new, it would've been so much more money.

Participant 15: Yeah, like I think a brand new phone without a contract is like five, \$600 like a Smartphone.

Participant 13: The iPhone is.

Participant 15: Yeah, they're really expensive.

Participant 13: Once you buy a Smartphone you can't really go back. That's what I would tell them. Like once you have a Smartphone, you never want to go back and get a flip phone.

Participant 15: Yeah, I've broken.

Participant 13: But I'm convinced now that when I graduate, no matter how little money I'm making, I'm going to have to buy a Smartphone.

Interviewer: Why do you say that?

Participant 13: Because it's changed how I do things, how I get to places, how I communicate with people.

Interviewer: How so?

Participant 13: Well. Um, how I spend my—how I spend downtime, I guess. How I spend my time on the phone. That's the biggest change.

Interviewer: Okay.

Participant 11: And well you just asked him, um, it's pretty much solves the problem with curiosity for me. If I want to know the answer to a question, "I wonder where that is?" It's right there, you know, and.

Participant 13: Yeah, you can Google anything.

Participant 12: And it ends all arguments, you know, with people. You have a argument with someone over something, "Well let me Google it." And see who was right.

Participant 13: Happens all the time with friends.

Participant 15: Google has the final word.

Participant 13: They try—they try to guess for like, uh, professional athletes that went to college. And like we're arguing—I don't know how they did it before the internet and Google. But we can just, at the end of an argument we just search it and see who's right.

Interviewer: Do you have any concerns about sharing your information with apps? Like, um, if it asked you to put your name in it, does that change how you feel about an app, if it asks for your email, or?

Participant 15: I mean if goes to like a ridiculous extent where it's like asking for my address and stuff. Like honestly, I won't do that because that's creepy.

Participant 11: Um, the Android users have to worry about that a lot more than iPhone, because iPhone is closed and you kind of need their permission before you can have an app on their marketplace. You know, you so you can't be like a shiesty

character, stealing people's information, where as it's a lot easier to do on Android.

Participant 10: Yeah. When Google maps asks to use your current location, like I don't, I don't feel comfortable if they know exactly where I am and like. I know they also like, can sync that with Facebook and stuff and people do check-ins and whatnot. And I've never been into that.

Participant 13: I hate giving out my email, because I hate getting spam in my email box. I mean not spam, but just like constant advertisements and constant email.

Participant 10: I have two email accounts for that purpose alone.

Participant 13: Yeah, just one email you can put it.

Participant 10: And I can put one.

Participant 13: And never check.

Participant 10: Yeah, I don't—just put in my Yahoo and then my Gmail I use for like work and personal stuff, so.

Participant 14: Um, I don't like it when it connects to Facebook. I don't ever let anything connect to Facebook, I find that annoying.

Participant 10: Yeah, I concur.

Interviewer: Do you guys have any additional comments as far as applications and Smartphones are concerned? Thank you, so much for coming and talking with me today, I really appreciate you taking time out of your day.

Participant 7: No problem.

Focus Group 3

Interviewer: Thank you for allowing me to talk to you today. We will be talking about smartphones and applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what is said, but the conversation is confidential. Please speak up so that we can hear you on the tape. Please allow one speaker at a time so it'll make sense on the tape. I hope you'll find the session interesting and enjoyable. If at any time a question makes you uncomfortable, feel free not to answer. Why don't we start by going around the room stating name, age, and major, and also if you have a smartphone.

Participant 16: Hi, Participant 16. I'm 20. My major's telecom; minor in business. And I have an iPhone.

Participant 17: My name is Participant 17. I'm 20, majoring in telecom. And I also have an iPhone.

Participant 18: My name's Participant 18. I'm 20 years old, and I'm majoring in telecommunications. And I have a Samsung.

Participant 19: Uh, my name is Participant 19. I'm 21, and I'm majoring in telecom. And I have a, uh, Droid smartphone.

Participant 20: My name's Participant 20. I'm 21 years old. Um, telecom major, and I have an iPhone.

Participant 21: My name is Participant 21. I am 20 years old. I am telecom and theatre major, and I do not have an iPhone.

Participant 22: My name's Participant 22. I am 23, and I have an Android Thunderbolt.

Participant 23: I'm Participant 23. I'm 21. I'm a telecom major, and I have an iPhone.

Interviewer: If, if you leave your phone at home or it dies, what do you do?

Participant 16: Usually bring a charger out with me.

Participant 20: Not go to where I'm supposed to.

Participant 22: Just keep going with it out and I'm fine.

Participant 21: Kind of forget about it.

Participant 23: I've never had that problem.

Participant 19: I don't know. I just...

Interviewer: How far out of your way will you go to pick it up or recharge it, if you do leave it or it dies?

Participant 23: I actually got like a solar case, so it charges it with built-in battery, so mine doesn't die anymore.

Participant 16: If I leave it somewhere, I'll definitely go pick it up. Because then I'm scared—like if I leave it in my room, I don't care. But like if I leave it like somewhere, I think someone's going to steal it.

Participant 17: Like if I'm out, and I don't know, and I don't have it, it's back at my place, I usually try not, I don't go back unless it's like important, I have to contact someone.

Participant 18: I'd probably go out of my way to get charged somewhere.

Interviewer: Can you think of a time when you did?

Participant 18: Um, I mean, most of the time, people have like some kind of iPhone charger at their house for iPod or something. But, um, not any in particular, I guess. Maybe I'd walk back to my apartment one time or something to get it.

Participant 16: Most recently, the iPhone 5 people have been suffering because not everyone has them. They can't charge their phones.

Participant 22: It depends on the situation, I guess. I actually charged my phone in an arena like a couple of weeks back. I went to the Jay-Z concert, my phone died, and I lost my friend. They have these charging stations now; so convenient.

Interviewer: Who pays for your phone and your phone plan?

Participant 21: Parents.

Participant 18: Parents.

Participant 20: Parents.

Participant 21: Mom.

Participant 23: Me and my sister.

Participant 19: My dad.

Participant 16: My dad.

Interviewer: Would you have the same phone if you were paying?

Participant 16: Um, I don't know.

Participant 22: Not really now because I'm broke. [laughter]

Participant 16: Yeah, maybe.

Participant 18: I'd have the same phone, but maybe a different plan.

Participant 20: Different plan.

Participant 22: Yeah, probably a different plan.

Participant 23: I'd probably have the same phone.

Participant 21: Same phone.

Participant 19: Yeah.

Participant 16: Yeah, I guess.

Participant 22: I don't think I can go back.

Interviewer: You don't think you can go back?

Participant 22: Yeah.

Interviewer: Why is that?

Participant 22: Um, I don't know. It's just, it's starting to like become too, I'm starting to rely on it too much.

Participant 16: Yeah, I'm like, if like I know, everyone used to like BlackBerrys and like when my iPhone breaks, I had to go to BlackBerry again, I was like confused. And like I felt like I was like so limited to things.

Participant 19: I can get everything I need on this.

Interviewer: Okay. Tell me about your first phone. What did it look like? Whose idea was it for you to get a phone? Why and at what age did you get the phone?

Participant 16: Oh, I...

Participant 18: It's a while back.

Participant 16: ...I got an LG, um. I forgot what exactly it was called. But the only reason—I was in sixth grade when I got it, and the only reason I got it is because it was like my sister's birthday or something, and it was like buy one, get one free. So I got lucky and I thought it was so cool because it had like, like a screen in the front; like it was a flip phone and had a screen in the front. I'm like, [unintelligible 0:04:36], yeah. And like, I literally just thought I was the coolest person.

Participant 20: Uh, I was in seventh grade and I had gotten an LG flip phone, and apparently that was really cool back then to have a flip phone, I guess. Um, more the lines of my parents needed to contact me if I was like on extracurricular things or coming home at a later time than I should have been.

Participant 17: I convinced my mom to get me a phone, sixth grade, because I became a soccer ref and I wanted a phone. And I told her if like the game got cancelled or something, I might need to call her. [laughter] So I got a Samsung.

Participant 19: Uh, I got one in ninth grade, um, just because I started doing like sports and, uh, extracurricular stuff. So my mom wanted to be able to contact me.

Interviewer: What did it look like?

Participant 19: Uh, it was an LG flip phone, kind of fat. Durable, the most durable phone I've ever had. Swam with it, dropped it 1000 times. [laughter] I still have it as a backup.

Participant 18: Um, I must have been like 13. I got a RAZR, what was it, Motorola like flip phone whatever.

Participant 16: [Unintelligible 0:05:44] pink RAZR.

Participant 18: And, uh, I guess it was my mom's idea probably so she could contact me. And I probably like told her that everyone had one or something, that wasn't true, just so I could get one.

Participant 21: Um, I got my first one in like sixth grade. It was a Nokia, one of those large brick ones. Um, basically, my mom just got it for me because she was like, oh, I'm scared for you so I want you to be safe. And that was about it.

Participant 22: I first got mine when I was like 18. And I don't know, it was a Samsung flip phone. And a friend was like, just get a phone because I'm sick of calling you home all the time. And like my parents [unintelligible 0:06:25]. I had the money, so I got it.

Participant 23: All right. I had like a Motorola like brick phone, and it didn't even have a color screen in sixth grade. Um, I got it just to like just to like be able to talk to my family if I needed to. And I felt really cool, I had my first phone; I felt awesome.

Interviewer: What do you use your phone most often for?

Participant 16: Um, texting probably, contacting people.

Participant 18: I think internet.

Participant 19: Internet.

Participant 17: Yeah, I have Twitter. [Unintelligible 0:06:56].

Participant 20: I'd say like internet news.

Participant 21: Texting.

Participant 22: Just, um, everything. I mean, just, uh, internet and, and, uh, texting; I would say both.

Participant 23: Texting, internet, and then email.

Interviewer: So on a given day, can you tell me a story about how you would use your phone?

Participant 17: Check emails, Twitter, Facebook, various apps.

Participant 16: Same.

Participant 20: Other texts, email, text.

Participant 16: Yeah, like if I...

Participant 20: Repeat.

Participant 16: ...I need something throughout the day, I would call or text my friend [unintelligible 0:07:32].

Participant 18: I usually wake up every morning and read like the Flipboard app. It's just news and you could customize it, what kind of news you want to read. And I just read I on the go, like if I wake up, and I'll read it wherever I am.

Participant 21: Uh, I would say, yeah, I wake up in the morning, I have school too. Like my central media stuff and then, uh, you know, I'll probably need to contact people throughout the day, I'll text them. And then at various points, you know, I'll just like get on the internet and I'll search around and stuff that I want to look up.

Participant 23: Yeah, I usually wake up and like read the news or like check my email or something like that. And pretty much throughout the day, I just get notified when I get like emails and stuff like that.

Participant 17: Yeah, all I really do is text; that's the only thing my phone can do.

Participant 22: Yeah, I just text, and then like, I just use like, use it to listen to music also throughout the day.

Participant 19: Wake up like, I'll wake up and see my texts, go through my emails. Um, like Facebook, uh, like Twitter, Instagram. Um, my cars news, technology news, and just kind of like repeat that like throughout the day.

Interviewer: Where do you use your phone most often?

Participant 16: Everywhere.

Participant 18: Yeah, there's no place in particular.

Participant 19: Wherever I am the most often.

Participant 22: Yeah, everywhere.

Participant 20: Yeah, I guess class. [laughter]

Interviewer: Okay, when you're in class, how do you use your phone?

Participant 20: Uh, let's see...

Participant 16: Look on Instagram every two seconds.

Participant 20: If I have a computer, probably in front of the computer down here, just.

Participant 1: I don't use that anywhere.

Participant 21: In class.

Interviewer: Are you using it to text, use an app, go online?

Participant 21: All of the, all the above honestly.

Participant 16: If I can't pay attention in class and I get a text, I'll probably answer that. But like I won't just like go on the, go on like social media.

Participant 17: Yeah, I don't do more than texting in class. I usually don't get on the internet.

Participant 22: I usually don't text in class, I just keep it open.

Interviewer: How so? What do you mean?

Participant 22: Um, if it's like a really large lecture class and like you just bring up PowerPoints and stuff, I'll like kind of just like text, or could look up some news and stuff, if it's kind of something I already know or something I don't really care for.

Interviewer: Okay. Do you use your smartphone to take notes at all?

Participant 16: No.

Participant 18: No.

Participant 22: Yeah.

Interviewer: Yes, how so?

Participant 22: I put notes in my cell phone so that I remember to do something.

Participant 19: Yes

Participant 20: Not necessarily class.

Interviewer: Do you use the notepad that's already pre-downloaded, or do you have a specific app that you use?

Participant 22: I use the notepad that's preinstalled.

Participant 16: Yeah, sometimes I use the reminders.

Interviewer: How about the rest of you, do you use it to take notes? Do you have organization apps at all?

Participant 18: Uh-uh [negative].

Participant 19: I try to have them, but I like, I never, I always forget it anyway. So it's kind of like whatever.

Interviewer: Okay, so you said you use the calendar app. Do you use the one that's preloaded on the phone? Do you have a preference?

Participant 22: Yeah, no, the one that comes with it.

Interviewer: Okay, do you use that instead of an agenda book, with an agenda book?

Participant 22: Um, I mean, I kind of have it like on my computer too and they're like synced together so. I guess I kind of just like list things I need to get done or something like that.

Interviewer: How about the rest of you, do you use your phone instead of or with a written form?

Participant 16: I use it with because I only really use my agenda book for school because I don't really like to carry it around everywhere I go, which my phone, I do carry around everywhere I go. So like appointments like out of school, I'll use my calendar and my phone. But like any like due dates, or assignments and stuff, I'll put in my agenda book unless it's like last minute and I need it.

Participant 20: I only use my, uh, my phone just because it's always with me, and I don't, I'm not in the habit of carrying like a planner or anything so. I know this is always there.

Participant 21: I use my phone and reminders are awesome and it helps me so much remember what I need to do.

Participant 17: Yeah, I try to use my phone too.

Interviewer: Okay. How long have you had a smartphone?

Participant 16: Um, if a BlackBerry counts, four years.

Participant 23: A year.

Participant 18: Four years.

Participant 22: Five.

Participant 19: Uh, two.

Participant 17: Five or six years.

Interviewer: What did you used to do before you had the smartphone and the application? So say you needed directions somewhere, how would you get them?

Participant 16: Computer and mapquest [Several respondents agreed.]

Participant 17: My computer.

Interviewer: So do you still use MapQuest at all, or do you rely solely on your phone?

Participant 16: The MapQuest app on my phone.

Participant 20: Solely on the smartphone.

Participant 21: Just use the GPS on the phone.

Participant 23: GPS.

Interviewer: Why do you have apps on your phone? Like what makes you download an app?

Participant 16: Convenience.

Participant 21: Popularity.

Participant 19: Yeah, it's stuff like Draw Some and things like that where you can interact with your friends. Uh, I download those, or just ones that seem appealing to me.

Participant 18: Convenience.

Participant 17: Yeah, I don't really download games or any of that stuff.

Participant 16: Top favorite is the, um, Penn State meals; it tells you everything on campus every day, Southside [phonetic 0:13:08].

Participant 22: Yeah, see, I do it for convenience too.

Interviewer: Okay. Um, do you think students use smartphones differently from other people?

Participant 19: Yeah.

Participant 16: Yeah, I think everyone has like their own personal like phone, like, like kind of almost can like show your character, depending on like what you download and like what you like to do, how organized you are.

Participant 20: I don't think my mom's phone has any apps downloaded [laughter]

Interviewer: So what do you think, what do think the difference between—so you're talking generation differences. What do you think those differences are?

Participant 20: Yeah, I think, uh, my mom's a little technologically, uh, [unintelligible 0:13:51] or challenged, let's be nice about it. But, uh, you know, she uses it for the basic things and, you know, contact, internet, whatever, email. Whereas like, you know, we kind of grew up using this stuff so we could do [unintelligible 0:14:05] such a wide variety, like we know everything.

Participant 16: Like when we're sitting there like waiting for like an appointment, like we're like playing a game or like something. Like our parents like are looking at their phone, like wiring on an email or like checking their emails. They're never like, maybe they're on the internet looking at certain articles, but they're not like playing.

Interviewer: Do you guys have anything to add?

Participant 23: That's pretty spot-on.

Interviewer: Okay. What would you say the difference between an iPhone and an Android is?

Participant 23: Interface.

Participant 22: Simplicity.

Interviewer: How so?

Participant 22: iPhone is just a lot simpler, but it's also controlled so you can't really do as much on the iPhone as you can do an Android. They control what you can do on the iPhone but it's a lot simpler, it's a lot easier to use.

Interviewer: Anyone else?

Participant 19: Uh, well, I mean, iPhones can connect to like anything Mac now, right. They have the iCloud. So like, I don't know that's compatible with, uh, computers and everything but I don't really see too much difference. I mean, I guess like what he said, you can use, do a lot more on a Droid, I feel like.

Participant 20: The hardware is integrated with the software so you can't—all the Macs work together, whereas you can't use an Android phone on a Mac.

Interviewer: Describe an iPhone user.

Participant 19: Instagram.

Participant 17: I don't know, um. Everyone, like I feel like everyone has one like. I mean, a lot of people have Droids, but [unintelligible 0:15:38].

Participant 16: I don't think like a phone defines a person.

Participant 20: Mainstream.

Participant 16: Yeah.

Interviewer: Mainstream?

Participant 20: Yeah.

Interviewer: Can you expand on that?

Participant 20: It's just the most popular thing out there. Everyone wants an iPhone.

Participant 16: Except for you.

Interviewer: Why do you say that?

Participant 20: I mean, if you have like a normal phone and like not have smartphone, I guess, you're not really using the technologically, I don't know. Just the first thing that came to my head honestly.

Participant 16: And it's the popularity aspect too. Like once like someone gets one, like everyone's just like, oh, my God, like I want that too.

Participant 21: It's a fad.

Participant 16: Yeah.

Interviewer: How about the rest of you?

Participant 22: I don't know. I didn't even know, uh, there was an iPhone person or an Android person.

Interviewer: Well, that's actually the next question. How would you describe an Android user?

Participant 22: Uses, uh, HP computers. [laughter]

Participant 19: Somebody that has different, I don't know, operating systems they use.

Participant 16: [Unintelligible 0:16:49] differently from someone else.

Participant 21: I guess maybe they'd go against the mainstream, like you know, if the majority of people have iPhones, like why aren't they getting one instead of like going...

Interviewer: What is your favorite app on your smartphone right now?

Participant 16: Probably Instagram, or Snapshot.

Interviewer: And why do you use it?

Participant 16: Helps me kill time, entertainment.

Participant 20: Um, I actually have this new game called Robert Griffin III Touchdown. It's a great, great time killer and it's extremely addictive. [laughter]

Participant 17: Um, I'd have to say like Google Maps or...

Participant 16: You open that all the time?

Participant 17: Yeah. I mean, I like travel places like all—like I like to like go places. So like I don't, I'm not good with directions, so it literally gives you, it's like, it talks to you. Like I put it in like my, like I use it as my GPS now. It saves me tons of time. I just go in my car, I like talk to my phone, I tell it where I want to go. And it just gives me directions. It tells me turn by turn.

Participant 19: Uh, Pandora's probably like my favorite, most used, uh. It, you know, walking back and forth to class or anywhere, at the gym, like it just, I don't know, I like to have music playing so.

Interviewer: And what purpose does it serve?

Participant 19: I guess it would kind of be like kill time. I mean, if you're like listening to music you like, time goes faster.

Participant 16: Kind of saves time too because you don't have to pick the song you want to listen to.

Participant 19: Yeah.

Participant 16: Just hit next.

Participant 20: I use the Flipboard app a lot. Like you customize the news that he mentioned before. I think it, I mean, I use it to kill time, but like learn what's going on in the world and like with sports and stuff at the same time.

Participant 22: I don't really have favorites, I don't really like apps

Interviewer: So what makes you use the internet instead of an app?

Participant 22: Um, I just like to search for stuff and just like, and search for music that I like found on Pandora or anything. Like, uh, any, any like facts I hear about, I like just look at it to see if it's true or, or any more news about it.

Participant 23: Um, probably like nerdy apps, like about technology and stuff, because I love technology. So it tells you all the news articles, the newest things so. It's like a time killer, and also like saves me time; just by hitting the app button, it's all right there.

Interviewer: Okay, what apps do you use most often on your phone or computer?

Participant 16: Facebook.

Participant 17: Twitter is one I use a lot.

Participant 22: Flipboard.

Participant 23: It's like special media stuff.

Participant 18: ESPN app.

Interviewer: Okay, how long does it usually take you to get the hang of a new application?

Participant 16: Um, an hour.

Participant 19: Yeah, not long, an hour.

Participant 17: Half hour, 45 minutes.

Participant 18: Five minutes.

Participant 21: Yeah, [unintelligible 0:20:08].

Participant 18: ...it's just like so simple.

Participant 23: Fairly quickly.

Participant 22: Uh, yeah. I guess pretty quickly also.

Interviewer: Do you delete an app if it's too complicated or doesn't work?

Participant 16: Sometimes. Or I'll just delete one if I don't, if I like see myself not using it as often.

Participant 18: Yeah.

Participant 22: Yeah.

Interviewer: How much time are you willing to spend learning the tricks of an app?

Participant 19: Uh, I think it depends on the situation. Um, I don't know if I'm just sitting at home bored, I might take a little more time. But if I'm downloading it with like a, maybe like a 20-minute window and I can't figure it out then I'll probably give up on it or something.

Participant 16: Yeah, it also depends what the app is. If you're like highly interested in it and you think it's going to be really useful and it's complicated, I'll probably take more time. As opposed to like a game or like a social thing, like I don't think that they really make them too complicated already.

Interviewer: How about you guys?

Participant 22: Um, I guess it doesn't take that long. I usually just don't really, after a while, I just kind of just leave it alone [unintelligible 0:21:20].

Participant 20: I personally don't have that problem, with like an app being too advanced or too confusing for me to use so. It's pretty quick I pick up on it.

Participant 17: Yeah, I would say a couple of minutes.

Interviewer: Ho2 do you hear about the applications you use?

Participant 20: Friends.

Participant 16: Friends and the app store has like, characterizes, popular, gives you all the different kinds of categories.

Interviewer: Would you, do you rely on your friends or the ratings more, would you say?

Participant 16: Probably friends, because they'll like share their experience like with it. And sometimes ratings. It just depends like what interest [unintelligible 0:21:57].

Participant 21: Yeah, if I discover it, I'll check the ratings.

Participant 16: Yeah.

Participant 21: Um, maybe some comments, see what people have been having trouble with on certain phones. Um, but other than that, usually my friends tell me like, I love this app. So I usually do.

Participant 20: Yeah, I would say I usually use like the charts on the app store. Or like my friend recommended one, I usually will at least try it out.

Participant 22: Um, I usually just search for apps.

Participant 19: Friends.

Interviewer: How do you decide which apps you actually download and keep?

Participant 16: Um, I guess like if I'm on them a lot of time. I deleted a lot of my game apps. I used to have so many, and like I just, like especially the interactive game ones. Like everyone will be obsessed with them for like a few months, and then all of a sudden, it just like dies down. So I'll just delete them because it takes up space. Um, [unintelligible 0:22:56] games, I mean. I have a few like news ones, I don't always look at, but keep them anyway.

Participant 19: What was the question again?

- Interviewer: How do you decide which apps to actually download and keep?
- Participant 19: I guess if they just seem appealing, um, and like if I find myself spending a lot of time on them, then, yeah, I'll definitely keep them.
- Participant 20: I mean, especially the free games, I'll just like, [unintelligible 0:23:28] downloaded and try it, and then it's bad, I'll just get rid of it right away.
- Participant 23: Yeah, it's usability. If I can see myself using, I'll keep it, and download it.
- Interviewer: What makes you choose one app over another if they sort of have the same function?
- Participant 16: It's ratings. And like usually if it's like the same one, then they'll, there's always like there's one difference that will like make or break your decision so.
- Participant 19: Maybe friends' experiences over one compared to the other.
- Participant 23: Just like want to know if it's like efficient, like I can use it for something. If it's pointless then I won't download it.
- Participant 20: I guess usability, um. If there's like two, which one's easier to like, you know, get to what I need to know and do.
- Participant 17: Yeah, I'd say the ratings probably. Or, um, you know, if there was like something specific in one versus the other, that I'd want for some reason.
- Participant 22: I'd say the ratings and if they have both like the same ratings, just like just pick the first one I see.
- Participant 21: The ratings and then the reviews.
- Interviewer: What makes an app stand out?
- Participant 20: Depending how addictive it is.
- Interviewer: What makes it addictive in your opinion?
- Participant 20: Like if it's a game or something. Like Robert Griffin III that I have been playing, uh, if it constantly consumes my attention, I would say that's a pretty good app.
- Participant 16: Yeah, like I love this app iFunny because it just has like ongoing just like stupid like images of just like comments. Just gives you entertainment.
- Interviewer: Does anyone else have anything else to share about that? No? Okay. What is the smartest app on your phone, the dumbest app, and the weirdest app?
- Participant 20: Dumbest app is probably Robert Griffin III. [laughter]

Interviewer: And why is that? Why did you download that app?

Participant 20: My friends said it was extremely addictive, and they're extremely correct. And it's a completely dumb game, but it's really addictive. So I continue to play it.

Interviewer: What about the weirdest?

Participant 20: Uh, I don't really have anything weird.

Interviewer: Or the smartest?

Participant 20: Uh, I have this app called Gas Guru.

Participant 16: Oh, yeah, Gas Buddy.

Participant 20: And it tells you the cheapest gas, depending on your location.

Interviewer: And what made you download that one?

Participant 20: Want to spend less money on gas.

Participant 18: Yeah, I don't have too many apps. I guess the smartest app I have is, uh, this app called [unintelligible 0:26:17] Sync, which I can basically sync like my music, photos, or whatever through my computer wirelessly, without plugging anything in.

Participant 19: Uh, I don't know. I have a bump app that's pretty cool.

Participant 16: Yeah.

Participant 21: It's other Droid users, like maybe iPhone, you just touch phones and you can get pictures and other data.

Interviewer: And what made you download that app?

Participant 21: Uh, instead of having to go through and send like picture to picture to picture, you can like group up like 27, smack your buddy's phone or something, or like someone's, and uh, just get like apps or, you know, photos and stuff.

Interviewer: How about the dumbest and weirdest?

Participant 21: Dumbest app? Uh, I have a Coin Dozer. I guess that's kind of a dumb app.

Participant 16: What does that do?

Participant 21: Uh, you know the games where you just have quarters and the thing [unintelligible 0:27:05].

Participant 16: Oh, yeah, you just push it.

Participant 21: And you just drop coins on it. That's a really good time killer.

Participant 23: Um, what was it, the weirdest, dumbest...?

Interviewer: And smartest.

Participant 23: Smartest. Um, the dumbest is probably this one where you have like colored trains and you have to like make them hit each other and change colors. [laughter] Doesn't really make sense.

Interviewer: And why did you download it?

Participant 23: [Unintelligible 0:27:27]. Um, the best, I would say, is the College Football app.

Interviewer: And what made you download it?

Participant 23: Just because, uh, um. I wanted to get updated with like scores and spreads and stuff. [unintelligible 0:27:42]. Um, and then dumbest app, probably is...

Participant 16: You said dumbest.

Participant 23: Did I?

Participant 16: The train.

Participant 22: Weirdest?

Participant 23: Oh, weirdest, Fruit Ninja, I think that's weird.

Interviewer: And what made you download?

Participant 23: It's fun.

Participant 17: Um, I'd have to say, I guess, I don't know, I'm looking. Um, I would say, um, my weirdest one is Samurai versus Zombies. [laughter] It's just like a mini adventure game, I guess.

Interviewer: And what made you download it?

Participant 17: Um, well, these kids were using my phone and they downloaded it. And so I just play it sometimes too. Um, uh, and my smartest. I would say, I guess, I don't know. [laughs] My smartest one, I guess, would have to be like Any.Do because I guess it's just like schedule planner.

Interviewer: And what made you download it?

Participant 17: Um, I just, whenever I have like a lot of [unintelligible 0:28:52] do, I just write them down. And, um, my weirdest one is, uh, I'd say Let's Golf 2. Um, because I don't, I don't really, I don't know, I never really play it and it's just there, and I already got it.

Participant 23: Um, dumbest one I have is probably the Seismometer, it's just like a seismograph; just like a line and you can just tap it on the table and like moves it. Um.

Interviewer: And why'd you download it?

Participant 23: Just to see if it really works, I guess. And like, I don't know, just to mess around to see if we can get it to spike off the page. Um, weirdest one is probably Face Juggler, like switches your faces. Like you take a picture like with two people and it switches them. Um.

Interviewer: And why did you download it?

Participant 23: Uh, it was funny. It was pretty funny pictures it makes. Um, and my, the smartest one's probably WAZ. Um, it's like a GPS app that has like, um, it's like a community bulletin. Like you can like basically, um, like if you're traveling a lot, it tells you the quickest ways first off, like with a lot of traffic. And then, um, people can like post when they see a cop or like a car on the side of the road, or a hazard. So it's like, it's a really good app.

Participant 17: What's it called?

Participant 23: WAZ or WAZ.

Participant 19: I just got that.

Participant 23: Yeah, it's sweet.

Interviewer: And what made you download it?

Participant 23: Um, just because I want to get to the place where I'm going to like the quickest and before [unintelligible 0:30:14] didn't have turn by turn navigation [unintelligible 0:30:17].

Interviewer: Do any of you rate applications online?

Participant 16: Uh-uh [negative].

Participant 18: No.

Interviewer: No, okay. What apps would you or do you pay for? And if you had a smartphone, what app would you look for and want to pay for?

Participant 19: I don't think it's really necessary to pay for an app because there's always pretty good substitutes that are free. I've never had to pay for an app really that I necessarily need.

Participant 18: I paid for a wireless Sync one because it wirelessly connects. I always lose these wires, so I thought it was worth it.

Participant 19: Uh, probably my Pandora one, just because I use it a lot. And I don't think you get commercials when you pay for it so.

Interviewer: So when you pay for an app, you expect not to see advertisements.

Participant 19: Yeah

Participant 18: Yeah.

Interviewer: And how about you?

Participant 20: Um, I would buy like, I guess, a game that looked better or something, if I like really liked it for some reason.

Participant 21: Yeah, I probably wouldn't pay for an app if I had a smartphone, just because I've said before, um, there are like better alternatives that are free. But, um, I would look for like just apps that made my life more convenient, like calendar apps and stuff like that.

Participant 22: Yeah, I would say the same, I wouldn't pay for an app.

Participant 23: I've only paid for the few apps, it's like if there's not any really good free ones or like I really don't want to have advertisements in it.

Interviewer: Okay, so where's the point where you would draw the line? Where would you rather pay for app than see the advertisements?

Participant 16: Just depends how much you're using the app, like how often, I think. I personally don't, I'm not bothered by advertisements because I'm never like on a certain app long enough to like be, to like freak out because the advertisements in my way.

Participant 19: Yeah, if it like interferes with what you're doing with the app, like it's popping up, and you've always got to like exit out of something. Or sometimes Pandora will play like commercial after commercial, and it's annoying. Because you can't skip online so.

Participant 20: Yeah, I agree that [unintelligible 0:32:24].

Participant 18: Yeah, I'd say if it started like interfering with my apps, then I would do something about it.

Participant 17: Yeah, the same.

Interviewer: Do you pay attention to the advertisements that pop up?

Participant 16: Uh-uh [negative].

Participant 22: No.

Participant 19: Not really.

Participant 20: Not really, I mean, faced with ads all over the place all the time.

Participant 18: If I do realize it and it's annoying me, that means I'm not going to buy the product ever.

Interviewer: Have you ever followed an ad that popped up on an app?

Participant 16: No.

Participant 19: On Facebook.

Interviewer: Okay, what do you do if an app on your phone stops working or slows down?

Participant 19: Delete it.

Participant 18: Yeah, probably reinstall it.

Participant 20: Yeah.

Interviewer: Do you have multiple mobile devices? So a phone, tablet, laptop?

Participant 16: I have phone and a laptop.

Participant 17: Phone and laptop.

Participant 21: Phone and laptop.

Participant 18: Phone, and laptop, and iPad.

Participant 19: Phone, laptop, iPod.

Participant 20: Yeah, phone and laptop.

Participant 23: Phone, iPod, laptop.

Interviewer: Do you sync them? Do you use the same applications on all devices, or do you use them for different reasons?

Participant 16: I don't really use my apps on my computer. Like I use Instagram on my computer because I have Chrome, like the Google Chrome that adds like a lot of stuff. But I don't usually like, no, separate basically.

Interviewer: How about the rest of you?

Participant 19: What was the question? I'm sorry.

Interviewer: Uh, if you have the, uh, mobile phone, laptop, tablet, do you use the same applications on each device, or do you use them for different purposes?

Participant 17: Um, I'd say I use them for different purposes. Like work for a computer really. My phone for communicating pretty much.

Participant 19: Yeah, similar, but, yeah.

Interviewer: Okay. Uh, does your phone replace or add to computer time?

Participant 19: I think it replaces.

Participant 20: Replaces.

Interviewer: How so?

Participant 20: Um, let's see like a lot of times, I would use my computer to look up quick things. So, um, that takes away all that. And then, I don't know there's apps of websites you can get so it kind of takes away if you have like favorite websites.

Interviewer: Do you ever go to a website using just like a Safari browser or something like that, or do you have specific apps for all the websites you visit?

Participant 20: Uh, no, I don't know. I guess, uh, I have apps for most of the websites that I visit. But if it's one that I haven't really used much then, you know, I'll use the browser.

Interviewer: What makes you choose that app over the browser?

Participant 20: Uh, the browser kind of takes a little slower. Um, when you click it, it's got to like, you know, load up and then, um, you've got to type in address. I mean, it sounds lazy but it's easier to just click on it and it pops right up.

Interviewer: How about the rest of you, what are your thoughts on app versus browser for different websites?

Participant 18: I prefer the browser, because I don't like my phone getting too cluttered with all this, all these apps.

Participant 16: Yeah, I still like using like the, um, a screen, like the computer screen's bigger. And like, it just strains your eyes [unintelligible 0:35:50]. Words are too little, pictures are too little, especially when you're online shopping.

Participant 23: Yeah, I guess it depends like what it is, yeah. Like, uh, it will replace or like the apps coming in for certain things. But sometimes like going on the browser is just, you have to do it like, just doesn't have an app or like, I don't know, just certain things, it's just better to look on the browser.

Interviewer: What's better to look on the browser?

Participant 23: Um, like if you're looking at lots of stuff like, um, like if you really got pictures of like, um, clothes, whatever it is, like you can like, you know, zoom in whenever you like. Sometimes a lot of apps, you can't [unintelligible 0:36:26] stuff. It has, like you click on a picture, and it'll enlarge on your phone, it's cool; but if not, sometimes it's like really small, hard to see. But kind of [unintelligible 0:36:31].

Interviewer: What's the downside to having a smartphone?

Participant 18: None.

Participant 16: Yeah, nothing.

Participant 19: Uh, yeah, I don't know. I mean, I've heard somewhere that like all the apps you download, most phones like they have like access to your location like at all times, things like that. So that's kind of a downfall, like having like people know where you're at, like tracking.

Participant 16: No, but you could choose whether or not you want that. I think that the reason why they do that is because if there's like certain things around where you are that they can run into.

Participant 19: [Unintelligible 0:37:06], I think.

Participant 16: Yeah.

Participant 20: Maybe increasing procrastination. Since I could do more stuff with my phone, I'm taking away from whatever I'm supposed to be doing perhaps.

Participant 22: If your phone freezes up too, it sucks.

Participant 23: So you're expecting like to have quicker like answers, and emails, and just communicating. It's like you're kind of expected now because everyone's got smartphones like there's no excuse to be like, you know, what took you so long? Or like, I was busy or like—I guess expectations are increased with smartphones.

Interviewer: Do you have concerns about sharing information with apps? So if an app asks you for your name or your email, what do you, what's your response?

Participant 20: Uh, I guess it depends on what app it is. If it's something like I know that I'm, I want to get emails for or something, then I would probably sign up. But not from like a website that sells stuff or anything like that.

Participant 18: I'm skeptical on that stuff sometimes. I don't trust everybody.

Participant 19: Yeah, and if you give away your email, you just get cluttered, like with so much stuff. So you should try to keep that.

Participant 20: I usually give an email that I'm not usually on or never am on. So.

Interviewer: So you'll still provide an email and download the app.

Participant 20: Yeah.

Interviewer: How about the rest of you? Will you provide an email and download the app, or will you just not get the app?

Participant 16: Sometimes I feel like—not every app asks for an email, like sometimes it's promotional stuff. Like I have some apps that are like deals like Hot Luck and that like have clothes. Like I'd want an email from them so I know if there's like a sale. Like I actually just used that a few days ago.

Participant 17: Probably wouldn't get the app.

Participant 23: It just depends on what it is, and like seeing if they're trustworthy or not, or if I want to have my email with them.

Interviewer: What makes it seem trustworthy?

Participant 23: Um, like, on just stuff, [unintelligible 0:38:57] app. Like if it's like some like random, sketchy game app or something like that wants my email, I'd probably not. Or like they want to have access, like allow access to your Facebook and like contacts and stuff, probably not. But like if it's like something where you're going to sign up for an account for like, you know, the GPS, something like that, like then I'll trust it.

Interviewer: What advice would you give someone who is considering buying their first smartphone?

Participant 20: Get the newest one because [unintelligible 0:39:23] fast.

Interviewer: Any other advice?

Participant 18: Depends how good you are with technology. If you're not that good, get the iPhone.

Participant 23: What are you trying to say? [laughter]

Participant 16: Yeah, [unintelligible 0:39:38]. He's really good at technology, so he uses the Samsung Galaxy.

Interviewer: Any other comments about smartphones and applications? Just in general? Nope? Thank you so much for taking the time to speak with me today.

Focus Group 4

Interviewer: Thank you for allowing me to talk with you today. Today we'll be talking about Smartphones and applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what is said, but the conversation is completely confidential. Please speak up so I can hear you on the tape. And please make sure it's one speaker at a time so it will make sense on the tape. I hope you all find this session interesting and enjoyable. But if at any time a question makes you uncomfortable, please don't hesitate not to answer. Why don't we start by going around the room and stating name, age, major, and whether or not you have a smart phone.

Participant 24: Okay. I'm Participant 24. I'm a junior and telecom major. And I do have a smartphone.

Participant 25: I'm Participant 25. 21. Telecom major. And I do not have a smart, smart phone.

Participant 26: I'm Participant 26. I'm 19. I'm a sophomore and telecom major. And I have an iPhone.

Participant 27: I'm Participant 27. I'm also 19. Also telecom major. And I have iPhone.

Participant 28: I'm Participant 28. I'm a telecom major. I'm a junior. I'm 20. And I have an iPhone.

Participant 29: I'm Participant 29. I'm a sophomore. I'm 20. I'm a telecom major. And I have an iPhone.

Participant 30: Participant 30, 20. I'm a telecom major and have a smartphone

Participant 31: Uh, Participant 31. I'm 21. Telecom major. And I have an Android.

Participant 32: I'm Participant 32. I'm 21. I'm a telecom major. And I have an iPhone.

Participant 33: I'm Participant 33. I'm a junior. I'm a telecom major. And I have a Droid.

Interviewer: Okay. If you leave your phone at home, or it dies, what do you do?

Participant 24: Cry.

Interviewer: Why?

Participant 24: Because I can't function without my phone every day. Sounds pathetic.

Interviewer: How about the rest of you?

Participant 25: Yeah. It's definitely true. I feel like—I don't want to say I feel like I'm naked when I don't have it. But it's like so odd. Like I almost left it in my room today and that was a huge problem. Like I had to go back and get it. And I was like late to my class.

Interviewer: How far away were you?

Participant 25: Oh, I was not that far. I had just started going out the building. But still I was like, "I'm not leaving without it."

Participant 31: Uh, I know that if I don't have my phone, it's—I use it a lot for like business and stuff. So that—there's that aspect. But there was a time where I actually threw my phone against the wall and it was busted. And it was really nice to not have it for a week or two. Because I could just do whatever I wanted. I wasn't—didn't have to be anywhere at any time or anything.

Interviewer: Any other experiences?

Participant 26: Mine dies really fast. So I use it like all morning and like all the apps and stuff like wear it out. So mine's usually dead by like two in the afternoon. And I have to go like the whole rest of the day without it. So—then when I got home and I just like plug right in.

Interviewer: So how far out of your way are you willing to go to pick it up or recharge it if you forget it, or it dies?

Participant 27: I carry my charger with me.

Participant 28: Yeah. Because it—it's like in—for me like it's really important to like find out plans or like—I know especially with like registering for classes like I'll get this notification. So it's like always just good to have it charged, so I always bring my charger along, too.

Participant 29: I live in south so if I'm past like Redifer I wouldn't go back to get it. Just because I'm too lazy to walk back. But ...

Participant 30: I think it really depends on the situation. You know, you have like—made plans for the night, then I'd like go more out of my way to get it.

Interviewer: Can you tell me about a situation that you did go back to get it?

Participant 30: Uh, I haven't forgotten yet so I don't know.

Interviewer: Who pays for your phone and your phone plan?

Participant 30: My parents.

Participant 32: Mine too.

Participant 24: Um, I think I paid for the phone, but my dad pays for the plan.

Participant 25: Oh yeah, that's a good plan. [unintelligible 00:03:40]

Participant 26: My parents pay for mine.

Participant 31: I pay for mine.

Participant 24: My parents pay for mine.

Participant 27: My parents.

Participant 33: My parents.

Interviewer: Those of you whose parents pay, do you think you would have the same phone or a phone plan if you had to pay?

Participant 27: Honestly I would probably try to make it work. And figure out ways to be able to pay for my phone plan. Because I don't know I ever survived without it.

Participant 28: Yeah. I agree.

Participant 29: I agree, too.

Participant 30: Yeah. Same.

Participant 32: Yep.

Interviewer: And those of you who pay for it yourself, what made you decide that you needed a phone in the case of not having a Smartphone? And what made you decide to pick a Smartphone?

Participant 24: Well I have this one. And really I just use it to keep in contact with my family. So I don't really, I don't really buy into all the apps in the Smartphone. I couldn't really keep up with that. So I don't really care.

Participant 31: Um, I'm—I just find myself, I guess, just needing to have my e-mail and my internet and directions and—so I can—you get so much done, so much faster. Don't have to go to the computer. So it was, it's worth it.

Interviewer: Tell me about your first phone. What did it look like? Who's idea was it for you to get a phone? And why and at what age did you get your phone?

Participant 26: Um, I got my first cell phone when I was in seventh grade. Because both my parents work full time and my babysitter at the time just had her baby. So I was kind of like if I was home I would be the soul caregiver for my brother and sister. Um, and then like with rides and stuff. I remember I had a Samsung. It was so very—it was a flip phone. And I tried to be really cool and get one of those cool cover but it was pink and see through. So you could see like the entire workings of the phone. It was the ugliest thing in the world. It didn't have a camera.

Participant 27: I was 12 when I got my first phone. Um, I got it for mostly for emergencies. I was taking public transportation. And I also played the Cello. So I had to carry this thing on the weekend to my dad's job on the subway. So I had to call him "I'm on my way." And it was a big, thick Nokia.

Participant 28: Um, I think I was in the seventh or eighth grade when I got it. And I had the same silver Samsung. And I basically got it so I could call my parents after volleyball practice to pick me up. I could only use it to call them, so ...

Participant 29: Um, I got mine in—right before sixth grade. And I was like the first one out of like essentially and most the people in my grade. And, I don't know, it was like a RAZR. It was like kind of blocky. So it was like my phone to have—yeah. That was really cool.

Interviewer: And why did you get it?

Participant 29: Um, I don't know, my parents just let me. They like knew that the kids were starting to get phones. And they couldn't like—they saw a deal for one, so there were just able to get it for me.

Participant 30: Uh, I got my first phone in seventh grade. I got it because I put it on sports, like I needed it to call my parents after the practices and games and stuff. And I don't know what kind of phone it was, but it was like a silver flip phone that wasn't in color, didn't have a camera.

Participant 31: Yeah. I—I got my first phone in, uh, eighth grade. Um, and it was because I started riding my bike to some practices in the morning instead of in the afternoon.

Participant 32: I got my first phone in eighth grade. And I think it was because—like I was involved in a lot of like ex—excra—extracurricular activities. So like I decided I'd call my parents afterwards and like figure out rides. And it was—it was like some kind of Sprint flip phone. And not too many details to it.

Participant 33: Well I got a beeper in like fourth grade. And then I got a phone in fifth grade. And it was like an old phone. Like it was like a Nokia. Didn't really—had like one screen, it didn't have any games or anything. And I got it because I like walked to and from school. So my parents—

Interviewer: What made you switch from the beeper to the phone?

Participant 33: My parents just said that "Oh, now you need a beeper." Because we used to have pay phones in the school and then they took them out. And then they were like, "We'll just get you a phone."

Participant 25: Um, I got my phone in seventh grade for the exact same reason as you. My babysitter, she had a baby. And so she couldn't work for us. And then me and my sister had to walk home from school. And it was this like really tiny LG flip phone that was in color. And it was like so cool.

Interviewer: What do you use your phone for most often?

Participant 26: Texting.

Participant 27: Texting.

Participant 28: Texting.

Participant 29: Yeah. Same.

Participant 30: Texting.

Participant 32: Texting. Yeah.

Participant 24: Yeah. Email.

Participant 31: I might tweet more than I text, but—but it's close.

Interviewer: Where do you use your phone the most often?

Participant 31: Class.

Participant 24: Everywhere.

Interviewer: So when you're in class why do you use your phone? What do you do on your phone?

Participant 24: Bored.

Participant 31: Bored out of my mind.

Interviewer: So if you're bored, what kind of things on your phone would you do?

Participant 25: Twitter.

Participant 31: Twitter.

Participant 25: Facebook.

Participant 26: I read the New York Times, I'm a social nerd. But that's like before class. It's like my favorite app. Is that weird?

Interviewer: Do you use your phone to take notes at all?

Participant 27: Yeah. I do.

Interviewer: How so?

Participant 27: If—um, well I'm in a sorority so if we're in [chapter?](00:09:12) and they want us to remember something—because we're not allowed to bring my computers or anything. Just take out our phones and take notes.

Interviewer: Do you have a separate application for that, or do you just use ...

Participant 27: I use it in the notes memo pad thing.

Interviewer: How about the rest of you? Do you use your phone and take notes at all?

Participant 28: Yeah.

Participant 29: Just like quick reminders –

[Overtalk 00:09:34]

Interviewer: And do you have specific applications for it? Or is it the pre-installed?

Participant 30: I use the same one, like the pre-installed one.

Participant 32: Yeah. Same.

Participant 31: I usually just save it in the text.

Participant 24: Yeah. That's what I do.

Interviewer: Hm-hmm [affirmative].

Participant 31: I just write it and I close it and it stays.

Participant 27: I've used Ever Note before too, which you can link a link up online. So it goes like your laptop. Or like I have a Kindle, I can read it on that.

Participant 26: Oh, that's cool.

Participant 28: What's it called?

Participant 27: Ever Note.

Interviewer: Do you have organization apps on your phone? And if so, which ones?

Participant 29: What do you mean organization?

Interviewer: Yeah. Um, so—

Participant 29: Like a calendar?

Interviewer: Calendars, um, if you have an agenda-type application, or a grocery list, or—

Participant 29: That's like not pre-loaded, like I don't know.

Participant 30: I do. I have one of the—I've—I don't know what it's called. But you can, you can make like files and then put grocery lists or like lists on—within the files. I mean, you can set up reminders and the how important it is, and all that stuff. I used it before I came to school for like reminders of what to bring back to school.

Interviewer: What made you originally download that application?

Participant 30: For that. To like just to remember because I'd walk, be walking around and thinking of things and I just put it in that app.

Interviewer: Does anyone have any other applications for organization?

Participant 32: I like My Fitness Pal, which the girls would probably have that. You like put down what you eat and like when you exercise.

Participant 31: Yeah, I do.

Interviewer: Do you use your phone instead of or in tandem with an agenda book, or an assignment book?

Participant 24: I use an agenda still. I don't write on my phone. I like to physically see it, not on a phone.

Participant 25: I use both. I use both.

Participant 26: I have...

Participant 28: Yes I do. Oh, sorry.

Participant 26: I have iCloud so like the calendar on my computer syncs with my iPhone.

Participant 27: Same.

Participant 28: I feel like it's tedious putting like everything in the calendar and the phone. So I—so I still use an agenda book.

Participant 29: I still use an agenda.

Participant 31: I don't. I use the phone.

Participant 30: I use an agenda.

Interviewer: Okay. How long have you—those of you who've had smart phones, how long have you had them?

Participant 32: I got mine like two sum—the summer coming into sophomore year, so like two summers ago.

Participant 24: Well Blackberry's a Smartphone too, right?

Interviewer: Hm-hmm [affirmative]. Yeah.

Participant 24: Right. And the year I got my, um, summer going into senior year of high school.

Participant 27: Um, I think I've had mine for four years.

Participant 26: I got a Blackberry the summer I went into college.

Participant 29: I had one my junior year of high school.

Participant 31: Like six years.

Participant 33: I got mine last year.

Interviewer: What did you used to do before you had a Smartphone and applications? So saying you did directions. Would you try and get them from other people, go to a computer lab, try and print them out. Map it on a legitimate map. Or if you needed restaurant recommendations, how would you go about getting those?

Participant 32: Uh, be pretty much all on the computer. My own—my dad's a big believe in actual maps. But, um, I just print all of my stuff off MapQuest.

Interviewer: Do you still use MapQuest now, even though you have a Smartphone?

Participant 32: On my phone.

Participant 24: Um, I think it was easier to not have a Smartphone before I was driving. Because like my town like there's like a couple main roads. And like you pretty much figure out your directions off of like the three or four main roads. And then I didn't have a car. So like no matter, what like my parent, my mother was driving and like pretty much had a concept where I was going. And then like when I had the iPhone I like asked when I started driving, I'm like I could just look it up.

Participant 26: Had a GPS in the car so I still use that.

Interviewer: So you still use the GPS? You don't—

Participant 26: Hm-hmm [affirmative]. It's easier to see than on the phone.

Participant 27: Yeah. I do the same, when I drive.

Participant 28: Yeah. When, when I drive like I'll print out like MapQuest. But if I'm just walking around campus somewhere, I'll just use my phone, like the MapZap.

Participant 31: Yeah. Map, MapQuest is what I used to use.

Interviewer: You still use—do you still use it?

Participant 31: No. No. Now I use my phone. But before I had a phone I used ...

Participant 29: Yeah. Before I had a phone, I used MapQuest. And now I just use my phone.

Participant 30: I use MapQuest, but now I use my phone.

Interviewer: Do you think students use Smartphones differently from other people?

Participant 30: Yes.

Interviewer: How so?

Participant 30: Because like I know like, like a lot of business people that have like iPhones for like email purposes and like work purposes. And their other phone, like their home—like their other cell phone is not a Smartphone because they prefer not to use one. And we just use it for like convenience and like games and like entertainment.

Participant 31: It's almost like a toy, kind of. I mean, you get a lot "Don't have anything do, uh, play with my phone."

Interviewer: Anyone else have anything to contribute to that?

Participant 32: You mean like people in the real world. Like, um, well, like adults.

Participant 26: Adults. Yeah. Adults, people, yeah, even younger kids who aren't students maybe.

Participant 32: Um, uh, I know that like my sister's in high school still and they're obsessed with like Instagram and Snapchat and like all that stuff, they're obsessed. Um, so but I still like use it and that too, so in that sense, a kind of similar thing. But I definitely not, like my sister doesn't really have an email. Like I have three emails sent to my phone, so ...

Participant 24: I think people use it the same, it's just the extent to which you use it. Like my dad does the same things on his phone that I do. But like not as much. Like he doesn't text as much, or like, I don't know, use apps as much. But like they're doing the same things, I think.

Interviewer: When you download applications, why do you typically download them?

Participant 24: Um, reference from other people.

Participant 26: I don't really have that many applications, so I don't have much input.

Participant 27: Yeah. I don't have an applications with it.

Participant 28: I mean, I have like the main ones that it run is like Scram and Facebook and like those are one that you use like on places like other than your iPhone too. For like other—like I don't have that many games or anything like that.

Participant 29: Yeah. Like I have kind of like what other people were saying. Like the popular ones, but I don't use Accent often.

Participant 30: Um, yeah. Word of mouth or sometimes we'll just be right driving, yeah, "Oh there's"—we'll be talking like, "Oh, there's probably an app for this" and look and see if there's one. Like the other night we were driving, we were carpooling and got the walkie talkie out so we could like walkie talkie Rather than calling all of them.

Participant 31: Yeah. Exactly.

Participant 30: You know. But [unintelligible 00:16:16].

Interviewer: So why do you have apps on your phone? So even those of you who discriminate or are very picky with which apps you choose to download, do you download apps more for convenience, more for entertainment? What kind of purposes do they serve?

Participant 32: I think convenience for me. Like I know over the summer—I live in New York City. If I download like five different subway apps and stuff like that to figure out where I was going.

Participant 24: Um, I guess for both the convenience and—what was the other thing—

Participant 27: Entertainment.

Participant 29: Entertainment.

Participant 33: Yeah. For both.

Participant 31: Yeah.

Participant 26: I think like curiosity too. Because like you were saying with a—you want to see if there's walkie talkies so they—

Participant 31: Yeah.

Participant 26: ...found a walkie talkie app.

Participant 27: I use mine a lot for weather conditions over the summer. I like lived down the beach, so like I download like a surf report app that tells me the tides and stuff like that.

Interviewer: What's the difference between an iPhone and an Android?

Participant 28: Droid's are better.

Interviewer: Why?

Participant 28: I'm just kidding. No. I think that iPhones are like a little bit more user friendly and a lot more—I think they're more simple. Sorry. Um, I don't know. That's all I have to say.

Participant 31: Uh, Apple is closed and they want everything to stay within Apple. Android's open sourced, so anyone can develop for it. And it can run on any device, um, that's what I think the difference is.

Participant 29: Or I don't know, I mean, my dad has a Droid, my sister has a Droid, and me and my stepmom and two of my stepbrothers have iPhones. I'm like, I just think they're easy. I like iPhones, they're easier. But I don't like think Droid's are worse or anything, I just like—it's easier for me to use the iPhone.

Participant 30: I don't know anything about Droid's, Android's, whatever. I love my iPhone.

Interviewer: Do you think there's a hierarchy of Smartphones? One that's perceived as better?

Participant 32: Yeah, iPhone.

Participant 30: I don't think it's better. I just think it's like different. Like iPhone I feel like is a young and hip. It's just kind of like—

Participant 25: It's like the name.

Participant 30: It's like Apple or like Windows and stuff like it's like young and hip. And then Droid is like—

Participant 31: It's a [unintelligible 00:18:26].

Participant 30: ...not ...

Participant 32: iPhone is named the number one Smartphone, though.

Participant 30: Yeah.

Participant 24: Yeah. Droid—

Participant 30: Yeah. But that's because like the software, I think, they've licensed it out to –

Participant 31: Well how many iPhones are there? And how many phones are there that run the Android too?

Participant 30: There's more. Yeah, that's ...

Participant 26: Plus I think different areas it—like iPhone may not be like a thing in some areas

Interviewer: Describe an iPhone user.

Participant 25: Everyone I know.

(Laughter)

Participant 26: I think like iPhones or maybe Apple just in general, is targeted mostly to college students, I think. Because I know when I was going to get my laptop they had like all of these, um, like sales and stuff towards college users, college kids or whatever.

Participant 27: And I feel like it's marketed towards younger people because they kind of like want like get them hooked on it. And I think there's definitely more appeal for younger people who like already like more kind of invested in like iTunes and stuff like that. To get an iPhone whereas like my parents aren't good at iTunes, so they're like "Whatever." So they got a Droid.

Interviewer: Describe an Android user.

Participant 27: Like my dad will use like an Android. Because like he's never had a Mac computer. It's like he won't switch over to Apple products because he has no idea how they work.

Interviewer: Anyone else have a description of a Droid user? Okay, what is your favorite app on your smart phone right now or computer? I've used applications on computer.

Participant 24: That's so hard.

Participant 25: I use social media like religiously.

Participant 24: Yeah.

Interviewer: And why, why do you use it?

Participant 24: I don't know. I love Twitter and Scramble and Snapchat.

Interviewer: And why do you use them?

Participant 24: Um, I love Twitter, um, because I can find out many things aro—about like the world by just going on Twitter and seeing a feed like I follow politics really closely. So rather than having to read an entire article on, in a newspaper. I could just go on Twitter and like see the feeds.

Participant 26: Uh, I use Snapchat a lot too. And it's, I don't know, it's a fun way to like I don't know, keep in touch with the people like ... or not keep in touch but like—

Participant 24: You don't have to talk to them.

Participant 28: Feel connected, yeah.

Participant 24: Some of my friends I don't talk to. I just send—pictures

Participant 26: Yeah. And I do it with—And I do it with like my brother whose away at school and like my cousin and like stuff like that.

Interviewer: Does Droid have Snapshot?

Participant 30: I don't think so. I don't do it. But I'm like in a non-party, so.

Participant 26: It just became pretty popular.

Participant 24: It's so fun.

Participant 27: Oh yeah.

Participant 25: it sounds like something that was made for like porn star, like.

[overlapping dialogue]

Participant 25: When someone explained it to me, I was like, "That's what that's for?"

Participant 24: But like where are those pictures, they're saved somewhere.

[overlapping dialogue]

Participant 26: You can, you can still save them.

[overlapping dialogue]

Participant 25: If you take a screenshot—

Participant 24: But it's like if they know that you took a screenshot, like so. They have it now.

Participant 26: My screenshot, my set, my sister sends me pictures of her cat, my cat all the time and screen shot all of them, such a loser.

Participant 27: Uh, I probably use Twitter or SportsCenter app the most?

Interviewer: And why do you use it? Does it make you more efficient? Does, do you use it—

Participant 27: Oh Twitter, the, uh, the exact same reason that she said, I can get like a snapshot of the world almost just by scrolling, scrolling down the feed. And then ScoreCenter, I just like to know what I mean, my sports.

Participant 24: I use Instagram just because like you can keep up with like friends and I just like looking at everyone's pictures and use it in class when I'm bored too, so.

Participant 26: I don't really have any apps besides Facebook and pictures. I'm kind of a boring iPhone user.

Participant 26: I said before I was New York Times, and I'm like so strange but I like the New York, I think the New York Times app—I know I'm like a grandma—it's like—

[overlapping dialogue]

Participant 26: ... I don't see how it's like really different than Twitter. Because like I can read the headlines. But I also use the score, the Sportscenter like for the college sports. Because like, um, the New York Times isn't good at the sports scores. Yeah, I'm just a huge fan of the (unintelligible)[00:23:10]

Interviewer: What apps do you use most on your phone?

Participant 24: Uh, Facebook, Twitter, Snapchat and Scramble.

Interviewer: So all social media?

Participant 24: Yeah. I use my music one a lot too.

Participant 26: Yeah.

Participant 27: Yeah. I have 8tracks.

Participant 28: Yeah, I have 8tracks too.

Interviewer: And what made you download that one?

Participant 27: Um, it, I, actually it's the best any mixes because I can only study to music. And it just has background music. So it just clears out everything else.

Participant 30: I probably use Facebook and Scramble. I have Pandora too. I just thought of that. So I use that all the time.

Participant 29: Yeah, how is this question different from the last question?

Interviewer: The last question was about your favorite app, not necessarily ...

Participant 29: Oh.

Interviewer: ... the app you use the most. This one's just the one you actually use the most.

Participant 29: Twitter is the one I use the most.

Interviewer: How long does it take for you to get the hang of a new app?

Participant 24: It doesn't take me very long.

Participant 26: If I don't get it, I just delete it.

Participant 27: Yeah.

Interviewer: Okay, that brings me to the next question. Do you delete an app if it's too complicated or doesn't work?

Participant 24: Yes.

Participant 26: Yeah.

Participant 27: Yes.

Participant 29: And after I get bored of it, I delete it, if it's a game.

Interviewer: How do you decide which apps you actually download and keep?

Participant 24: If I find myself like using them a lot.

Participant 26: Yeah, yeah if I don't use it often, I'll just delete it.

Participant 27: Yeah.

Participant 30: Yeah, same, I should probably do that. I just, they're all there. I just put it into a file. I should probably just delete and I'd feel better.

Interviewer: If there are multiple apps with the same functionality, how do you choose between them?

Participant 27: User rating on the app store.

Participant 26: I sometimes test them out to see which one I like better.

Participant 28: They're like by word of mouth but like your friends and stuff like that.

Interviewer: What makes an app stand out?

Participant 26: Popularity from your friends I guess. Or are you talking about like when you're on the app store and you're picking which one you want?

Interviewer: Both, really any. Just in general what makes an app—what makes you look at an app and say you want to download it.

Participant 24: If it's free.

Participant 26: Yeah, if it's free yeah. I just go to like the top free, top, top 25 free, free ones or whatever it is.

Participant 28: Also if it has like nice graphics and like it looks like it's like sponsored or something like that. I'll, I'd choose that over one that just had like a little like blurb or something like one of those like, obviously not like I guess higher up than I'd normally go into.

Interviewer: What's the smartest app on your phone, the most fun app and the weirdest app?

Participant 26: The smartest would probably be CNN for me. I don't really use it that much. I'd rather use Twitter because I follow CNN on Twitter. And what was the other one? The weirdest and funnest, most fun?

Interviewer: Yep, yep.

Participant 27: I'd Cap That is probably my weirdest one.

Interviewer: And what made you download it?

Participant 27: It's really funny. It puts up weird captions on pictures.

Participant 31: New York Times is probably the smartest one I got.

Participant 32: I'd say NPR.

Interviewer: And what made you download them?

Participant 31: The New York Times?

Interviewer: Hm-hmm. [affirmative]

Participant 31: Because it was annoying to go to the machines on campus.

Participant 33: I don't think I really have any smart apps.

Participant 29: Actually I think my smartest app is Find my iPhone.

Participant 24: Yeah that's a good one.

Participant 29: Because I lost mine in New York City really stupidly. And then I had to buy a new one because I didn't have that app. So I couldn't find it.

Participant 24: Well it's kind of convenient though.

Participant 23: Yeah, I'm doing that right now.

Participant 29: Yeah, you should definitely download that.

Participant 27: Actually we were camping this weekend. One of the girls on the trip, her phone got taken and you could like find the person who took it because we had it. Like we opened it up on my phone and we like walked and the person was in Target. And we like went up to the person and she got it back.

Participant 24: Wow.

Participant 25: That's so cool.

[overlapping dialogue]

Participant 29: It like pinpoints directly where it is

Participant 28: Yeah.

Participant 29: Like I have with my iPad, my mom's iPad, my boyfriend's, all his stuff. it's like all into one. And you can just like, just like pinpoints everywhere. Like I can tell you where my mom was two minutes ago just by where her pin was.

Interviewer: Do you guys rate apps? Do you participate in the rating system?

Participant 24: No.

Participant 25: No.

Participant 26: No.

Interviewer: No, okay. What apps would you or do you pay for? And even if you don't have a smart phone, is there a specific app that you would be willing to pay for?

[overlapping dialogue]

Participant 24: Like I, my parents like pay for a subscription in Netflix, but like the app itself is free. So I don't know if that counts.

Participant 26: Yeah, that's like the same, like iTunes, I would pay for a song but ...

Participant 24: The app itself is free.

Participant 26: ... the app itself is free. I wouldn't pay for an app.

Participant 24: Yeah, same.

Participant 27: I did pay for Angry Birds.

Interviewer: What made you decide to pay for it instead of using a free version?

Participant 27: I think you had to pay for it. I know just like the game thing and I like I played it for months. So I guess it's worth it, but ...

Participant 26: Wait, you have to pay for—I have Angry Birds and it's free.

Participant 27: No you don't have to on Droid.

Participant 24: I'm pretty sure.

[overlapping dialogue]

Participant 27: Yeah, you couldn't get to like more levels without paying for it. So like you would get to like level five and it'd be like, "click to purchase this app to continue playing."

Interviewer: Okay, so if you were to pay for an app, would you expect to see any advertisements?

Participant 25: No.

Participant 26: No.

Participant 27: Because normally like you, like if you have like a game or something like that it says like, "Do you want to buy the advertisement like free version."

Interviewer: At what point would you rather buy an app than sit through advertisements?

Participant 24: Never.

[overlapping dialogue]

Participant 26: Yeah. There are other apps to go around. I don't know. I'd find something else.

[general agreement from the group]

Interviewer: Do you ever pay attention to the ads that are on the free versions?

Participant 26: No.

Participant 24: Well Pandora's are kind of hard to avoid.

[overlapping dialogue]

Participant 27: That's why you got to get Spotify.

Participant 24: Spotify still has commercials though, unless you pay for it.

Participant 27: Oh yeah, that's true.

Interviewer: What do you do if an application on your phone stops working or slows down?

Participant 24: Delete it.

Participant 25: Delete it, yeah.

Participant 26: It's outta here.

Participant 28: I never had it happen.

Participant 24: It happens to Facebook all the time.

Participant 28: It happens with the fucking cata app all the time and it's at like one school, all like the school apps do it.

Participant 24: Really?

Participant 28: Yeah.

Interviewer: Do you reload after you delete it?

Participant 31: No.

Interviewer: Do you have multiple mobile devices? So phone, tablet, laptop.

Participant 24: Yes.

Participant 26: Yeah.

Participant 27: Yeah.

Interviewer: Do you sync them?

Participant 24: Yeah.

Participant 26: Yeah.

Participant 27: Yes.

Participant 28: Yes.

Interviewer: Do you use the applications the same way on each device?

Participant 27: No.

Interviewer: How, how do you use it differently.

Participant 27: I don't use applications on my laptop because I don't know. I didn't even know you could do that with some of them. But, yeah.

Participant 28: Yeah, the only things I sync are like my calendar and like my music and like ...

Participant 26: Yeah.

Participant 28: and all this stuff it's like more compatible with both.

Participant 29: Yeah, it just makes it easier like if you don't have your computer, like you don't have your phone, it, it stuff like contacts and calendars are the same.

Interviewer: Would you say that your phone replaces or adds to computer time?

Participant 31: Replaces.

Participant 24: I think it does both.

Participant 26: Yeah.

Interviewer: How so?

Participant 24: Because I mean, like I would rather use my phone than a computer. So I, but I, but I do not use my phone more than I use my computer. So I'm, but like I still need my computer for certain things, so it doesn't really replace it fully.

Interviewer: And you said replaces?

Participant 31: It replaces just because where I used to have to get on a computer to like check my email and stuff, now I can just do that on my phone. But I still need to do my—write papers and stuff and sometimes I like to look at the internet through bigger screens, than the little screen too.

Interviewer: When do you prefer the bigger screens to the littler screen.

Participant 31: Oh I don't know.

Participant 32: At night.

Participant 24: Yeah.

Participant 32: I get like a headache after like looking at my phone for like the whole day.

Participant 24: Yeah, like if it's a long day like classes or whatever, like it's, I don't like want to use my phone like when in my room.

Participant 26: Or if you're trying to read something ...

Participant 27: Yeah, especially since my phones cracked.

Participant 28: Uh, yup.

Participant 29: I mean, I'd rather use a laptop, but I find myself using the phone just as much.

Participant 24: For me, I take a lot of pictures with my phone. And I'm horrible at uploading them onto my computer because it just takes so long. And then by the time I do it, it ends up taking me like three hours to upload like 400 pictures.

Participant 26: I was certain there's an app. Like some went into like Walgreen's and they print them all out.

Participant 24: Really?

Participant 26: Yeah.

Participant 24: I've learned so much.

Participant 27: I went to CVS the other day.

Interviewer: What is the downside to having a smart phone?

Participant 26: What downside? There isn't one.

Participant 25: Less real time.

Participant 31: Yeah. I was just, it's funny I was thinking about this, um, in class today. It's like you're almost consumed in it. I mean, I was, on the way up here almost everyone was just on a phone walking, so.

Participant 25: I get run into all the time.

Participant 32: When do you talk to real people if you're always texting people?

Participant 24: Yeah, and there was an article in the New York Times ...

[laughter]

Participant 24: ... about how like people don't know how to just like, I don't know like, sit in class or like sit before a class and just like think their thoughts. Like they always have to be doing something or like waiting in line for a coffee. Like what are you doing? You're like on your phone.

Participant 31: Yeah.

Participant 25: Yeah.

Participant 32: Like and people used to just like I don't know, you'd like think and like reflect. And people don't do that anymore. So I think, and I mean, I do the same thing, like before class I'm like reading stuff. So I think, um ...

Participant 25: Definitely less interaction with people.

Participant 27: Yeah.

Participant 26: Yeah. I think we're going to see in the generations to come, it's going to be much, such a bigger problem. But like for our generation, I don't think it's that bad, but I might be biased.

Interviewer: What advice would you give to someone who is considering buying their first smart phone?

Participant 24: Get a Droid.

Interviewer: Why?

Participant 24: I love my Droid. And my mom has a iPhone. And a lot of my friends have iPhone's. And I just think Droid's are the bomb. I don't know. I think they're, um, I just think they're better. And like everything else I have is Mac, except for my phone. I just think it's more updated and the software's better.

Participant 26: Yeah, I think definitely they're helpful in like a lot of areas. But I feel like, I'm in a bunch of like group techs so like, from going from like just a regular cell phone to a smart phone. Like it's just easier to keep track of all the text messages and like e-mails and stuff, so I think iPhone's are all for that.

Participant 28: I think like if you're in a group, like it's a, like or some kind of organization like it's a good thing to have. Because I know on your freshman year, you're the only one without a blackberry or a smart phone and like my whole pledge class had like a BBM group and I was just like so out of the loop because like I didn't have a smart phone. So if you're in an organization or something, it's kind of good to have.

Participant 29: My advice would be get a really, really, really good cover. Because if you crack it, it sucks.

Participant 27: It does suck. It's horrible.

Interviewer: Do you have any concerns about sharing information with applications that you're downloading? For example, if it asks you to put your name or an e-mail in, will you still download that app?

Participant 24: Probably not.

Participant 27: Location, that's what I don't like.

Participant 24: Yeah.

Participant 26: Yeah.

[overlapping]

Participant 29: ... they send your location. I don't like that

Participant 24: And like Instagram and Snapchat, like you're giving your information but it's like pictures of you and stuff, so.

Participant 31: I mean, that's why I don't have like ... when I have to sign into an app like that, like I use an old e-mail from like fifth grade that I don't use anymore. It's like it doesn't matter to me.

Participant 32: Put a fake name. Well I can't think of an example when I had to besides like Facebook.

Participant 26: Yeah, I can't either.

Participant 24: And Twitter.

Participant 28: Besides those.

Participant 24: Well what about Snapchat? I don't have it. I don't ...

[overlapping dialogue]

Participant 26: Not, well I guess, it's just your phone number. I guess it's kind of weird.

Participant 24: And like pictures of you?

[overlapping dialogue]

Participant 26: And you can find people in your contacts that have it.

Participant 27: Yeah, or you can like at their Facebook.

Participant 24: I hate that ...

Participant 26: One day they're going to open up a website with everyone's snapchats...

[overlapping dialogue]

Interviewer: Do you guys have any other comments to add to the discussion about smart phones and applications? Thank you guys so much for taking the time to talk with me today.

Focus Group 5

Interviewer: Thank you for allowing me to talk to you. Today we will be talking about smart phones and applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what was said, but the conversation will be completely confidential. Please speak up so that I can hear you on the tape. Please also allow one speaker at a time so it will make sense on the tape. I hope you will enjoy this session and find it interesting and enjoyable. If at any time a question makes you uncomfortable, you do not need to answer. How about we start by going around the room stating name, age, major and whether or not you have a smart phone.

Participant 34: Okay, uh, I'll start. I'm Participant 34. I'm 20 years old. My—I'm a telecom major and I do have a smart phone. I just got one for the first time in August.

Participant 35: Uh, my name's Participant 35. I'm 21 years old. I'm a telecom major, and I do not have a smart phone.

Participant 36: Um, my name's Participant 36 and, um, I'm 19. I'm a telecom major and I have a smart phone since four years ago, three years ago.

Participant 37: Um, hi, I'm Participant 37. I'm 21, I'm a telecom major, and I, uh, have a smart phone, yes.

Participant 38: I'm Participant 38. I'm 20. I'm a telecom major, and I own a smart phone.

Participant 39: I'm Participant 39, I'm 20, I'm an English and psych major, and I don't have a smart phone.

Participant 40: I'm Participant 40, I'm 21, and I do have a smart phone, and I'm a telecom major.

Participant 41: I'm Participant 41, I'm 20, and I'm a telecom major and have a smart phone.

Interviewer: If you leave your phone at home or it dies, what do you do?

Participant 37: Freak out.

Interviewer: How so?

Participant 34: Feel naked.

Participant 37: Um, I feel like that's my go-to for everything. It's like my little child. I don't know. I mean, I-I-I get really uncomfortable and I-I-I obsess over it until I have it.

Participant 35: Yeah, you just think about wanting to have your phone...

Participant 37: Yeah.

Participant 34: But then it, like, changes your priority of whatever you were doing. It's like, Oh, I'm going to go to all these places, but first I have to go home and pick up my phone or charge my phone or something.

Participant 38: And you also get scared that, like, someone's trying to contact you. You just start to, like, think that someone's trying to, like, contact you but you-but you can't.

Participant 41: Definitely it like, alters the way you like live a daily life. You know what I'm saying? Like, you don't have music. You don't know what you're going to do next because you can't talk to anybody.

Participant 39: It, uh, it really doesn't bother me. I never check my phone during the day anyways because I have back-to-back classes. So by the time I check it, it's really not a big deal.

Participant 36: Uh, I check my phone all the time. So I, I mean, like, if my phone dies, I feel weird. I want something to hold onto.

Interviewer: How far out of your way will you go to pick it up or recharge it?

Participant 35: I'd go pretty far. Uh, like timeframe?

Interviewer: Hm-hmm [affirmative].

Participant 35: Probably like a half hour or so.

Participant 36: Yeah, maybe half an hour.

Participant 40: Depends what's going on, I guess, if you really need it.

Interviewer: Can you tell me a situation when you did go back to get it?

Participant 40: Uh, driving like to work this summer. I was like probably 20 miles away. I was like, I'm going to be really bored if I don't have it. So I went back and got it.

Interviewer: How about the rest of you? How far out of your way will you go to recharge your phone or pick it up if you leave it somewhere?

Participant 37: Um, I got it one time, but that was because, uh, it was, I needed it because I was doing a proj-, well, it's probably because I still wanted it too. But that day, of course, I needed it. And I was like walking to a class and I was already kind of five minutes late and then I was just, like, whatever. I was just so— And then I checked in on my phone. I was flustered and I just-I just went home to get my

phone. I just didn't even go to class. So that's not good but— It's just like me really need, well, yeah, I guess so, okay.

Participant 34: I've done that before. That's funny. It's like, Oh, I forgot my phone so I'm not going to class today.

Participant 37: I know.

Participant 41: Sometimes I'll be fine with just leaving it home all day. If I'm getting tired of my phone, I turn it off sometimes for like hours.

Participant 34: Yeah, I can go without it for a few hours without worrying about it, unless it's like evening time or night time and, like, you know you're trying to hang out with people or go out somewhere and you know people are going to be talking to you and you have to talk to other people. But if it's like a Tuesday morning and you're just wandering around, it's not a big deal.

Interviewer: Who pays for your phone and your phone plan?

Participant 34: My parents do.

Group: Parents.

Participant 41: I bought my phone and my parents pay for the plan.

Interviewer: So if you had to pay for your phone and your phone plan, do you think you would have the same plan?

Participant 34: No. I would have the cheapest plan and a cheap old phone that, like, only sends occasional text messages and maybe makes a phone call.

Participant 35: Uh, yeah, because my phone's terrible, so...

Participant 36: Yeah, same.

Participant 37: Yeah, I probably couldn't afford my phone right now.

Participant 38: I'd buy a phone, and then you can download, like, texting apps and you could just, like, text all day with a texting app. Again, you could download like WhatsApp and you can just text for free all day. It just costs a dollar.

Participant 41: I would definitely try to pay for the cheapest plan I could, then buy a nice phone.

Participant 39: I think I would go for, like, unlimited texting and then cheap everything else.

Participant 35: Yeah, the cheapest one probably.

Interviewer: Tell me about your first phone. What did it look like? Whose idea was it for you to get a phone, why and at what age did you get your first phone?

Participant 34: Uh, I had— I think I had Cingular service. It was an old Nokia, regular phone. It wasn't even a flip phone. It just, like, had the buttons on it. It looked like the ToGo phones. My mom got it for me because she wanted to know where I was when I was hanging out with my friends, and I think I got it in like sixth grade maybe? So I was like 13, 12?

Participant 35: I've bought my first phone—it was a Virgin Mobile, one of those flip phones—back in like fifth grade.

Interviewer: And what made you buy it?

Participant 35: Uh, I kind of just wanted it first.

Participant 36: Uh, my mom bought me a small Panasonic phone when I was in grade five. And, like, she-she bought me because, um, yeah, I don't know, she just bought me, I don't know.

Participant 37: Um, I was in sixth grade and it was Christmas. I was just like— It was just a— It was a flip, regular flip. And I remember it had a—it was a camera phone and, like, that was like, everyone in school was so jealous. But my parents would take it from me at like 9:00 at night, which was annoying, every night, but yeah.

Participant 38: Um, I'm pretty sure I was in sixth grade. I got like Motorola RAZR. It was like the coolest phone.

Participant 39: Did you get the pink RAZR?

Participant 38: No, no, a Dolce and Gabbana RAZR.

Participant 35: That was like my eighth grade graduation.

Participant 37: Oh, really?

Participant 35: That was like my eighth grade graduation present.

Participant 38: But the RAZRs were sick because, like, it was like the first one that was actually, like, compact.

Participant 35: It was cool.

Participant 38: Yeah, I mean, it was cool and it was a phone.

Participant 41: I had an old silver Verizon phone. I don't remember what it looked like, but it was a flip phone. It was pretty reliable. I think I was in like seventh or eighth grade when I got it, and I liked it.

Participant 39: Uh, mine was a silver Nokia flip phone, and my mom got it for me because I was going to a camp and I got it in between sixth and seventh grade.

Participant 40: Yeah, actually, uh, I got the Motorola flip phone, black-and-white. It was because I went to baseball camp, and then I just had it ever since since seventh grade.

Interviewer: What do you use your phone for most often?

Participant 34: Um, texting my friends to see what they're doing or where they are, if they want to do stuff, if they want to hang out.

Participant 35: Just texting people, seeing what people are doing.

Participant 36: Yeah, texting and texting friends and calling my mom.

Participant 37: Uh, probably texting and I go on-I go on Twitter a lot.

Participant 38: I'd say texting and probably also, like, just keeping up to date with, like, sports and all that other kind of stuff.

Participant 40: You play games on your phone all the time.

Participant 38: And play games on my phone all the time apparently.

Participant 41: Uh, usually just texting people—friends and family—and Twitter and taking pictures.

Participant 39: I would, uh, say texting and talking to my mom.

Participant 40: I think texting and Twitter.

Interviewer: Where do you use your phone most often?

Participant 34: Class.

Interviewer: How do you use it when you're in class?

Participant 34: Um, to not pay attention in class, to, like, occupy myself with something. I don't know. It's just like, you're sitting in class and you know whatever they're talking about and you're like, Well, I guess I can just text my friends and BS for a while.

Participant 35: Uh, I don't really have a smart phone so I can't use it for much else other than talking to people, so just like everyday activities.

Participant 36: Um, yeah, I use my phone everywhere but not really in class.

Participant 37: Mostly at home, not really in class that much. Depends.

Participant 38: I'd say just whenever I'm bored.

Participant 39: Whenever I get an e-mail I check my phone, usually do something else on it.

Participant 38: Um, usually at home.

Participant 40: At home and when I need to study, too.

Interviewer: How do you use it to study?

Participant 40: Well, no, when I'm supposed to be studying I'm on my phone to...

Interviewer: And why do you use it when you're supposed to be studying?

Participant 40: Just, uh, distract me.

Interviewer: Do you use your phone to take notes at all? Or do you have any organizational apps on your phone?

Participant 34: Um, I write music, and if I think of, like, something that I want to remember for later, I'll write like a quick note. But as far as like taking class, not generally.

Participant 36: Um, I take short notes, but not like the lectures. I just take, like, oh, I have to go to the meetings at night and like that.

Participant 34: Yeah.

Interviewer: And do you use the note pad application and calendar application? Or do you have a separate app?

Participant 36: Oh, no, it's just like normal iPhone notes, the yellow.

Participant 39: The notepad, yeah.

Participant 36: The notepad.

Participant 37: Um, yeah, I usually just use, take my reminder, do my reminders, like the day, like, what I have to do. I don't use an agenda. I should. But it's just like for class. Like, assignments I use my phone.

Participant 38: I actually, when I had a Blackberry, because, like, the keyboard you could type so fast, I actually one semester took all my notes for all my classes on my phone.

Participant 40: Really?

Participant 38: Yeah. And then, and like one time the teacher was like, What do you do on your phone all class? And I showed them the notes and, I don't know, they were just disrespecting me. They thought I was like, the bad kid on my phone, but I was taking notes.

Interviewer: What was your teacher's response when you...

Participant 38: She was like-she was like French, so she was like, Oh, I never really thought of that.

Participant 41: Uh, I usually just use it on notepad application to, like, remember numbers or just something I need to do.

Participant 39: I don't ever use my phone for notes.

Participant 40: Yeah, me either.

Interviewer: Do you-do you use your phone instead of or in tandem with an agenda book or assignment book?

Participant 34: Since I got a phone that can keep stuff like that, I almost exclusively use my phone.

Participant 35: Well, neither.

Participant 36: Yeah, the same.

Participant 37: I just use my phone, and I use an agenda.

Participant 38: Just my phone.

Participant 41: Just the phone.

Participant 39: I have an agenda.

Participant 40: I write stuff down on top of the page.

Interviewer: How long have you had a smart phone, those of you who have smart phones?

Participant 34: Uh, like two months and that's it. I got it, first one in August. I resisted for a while because it was going to distract me too much.

Interviewer: And what made you break down and actually get one?

Participant 34: Um, my stepdad wanted me to get one because he wanted me to be able to get e-mails on my phone in case, like, for jobs and internships and stuff that I could be able to get right on top of whatever I needed to professionally.

Participant 36: Um, like three or four years ago. I used to have a Blackberry and now I changed to iPhone.

Participant 37: Uh, I've probably only had it for like a year.

Participant 38: Probably five years.

Participant 41: Like four years.

Participant 40: Sophomore year.

Interviewer: And the two of you who don't have a smart phone, is there any particular reason you choose not to have one?

Participant 39: I just don't feel like I need one. I wouldn't use it for anything that most people would use it for, so.

Participant 35: I break my phone often [unintelligible 12:41].

Interviewer: And those of you who have smart phones now, what did you used to do before you had a smart phone with applications? So if you needed directions, would you ask someone, would you go to a computer, would you use a Mac?

Participant 35: Um, I had a Garmin thing in my car. I usually would have, like I would go to the computer, um, and then do everything ahead of time. And then if I was lost somewhere, I'd probably make a phone call or something.

Interviewer: Do you still go to the computer ahead of time?

Participant 35: Yeah, usually.

Participant 37: Um, I'd, uh, sorry, what was the question? Sorry. I'm listening. My brain's just like...

Interviewer: No problem.

Participant 37: Okay.

Interviewer: Before you had a smart phone and applications, what did you used to do? So if you needed directions, how did you get them?

Participant 37: Oh, um, I would usually—I have the GPS which is good, but usually I would still go online. And, um, now you can have the Mapquest on your phone that talks to you while you drive which is great.

Interviewer: So do you still go to the computer lab ahead of time and print something? Or do you just use your GPS?

Participant 37: Um, no, I usually just use my GPS and phone now.

Participant 38: I feel like I've had a smart phone ever since I've ever had to go anywhere. If that makes sense.

Interviewer: So if you needed restaurant recommendations, how would you get them?

- Participant 38: I mean, like, that's what I'm saying. Like, when I was like a little kid, it's like you didn't have any of that stuff, you didn't need a smart phone. But like once that stuff actually became available, like, we already had smart phones available, you know.
- Participant 41: Yeah, absolutely, Zack. Same way, I just check the Internet before I leave the house, I guess.
- Participant 40: I would print out like directions if I needed it before my phone.
- Interviewer: When you download an application, what are you looking for? What makes you want to download an application?
- Participant 34: Um, I don't download too many apps. But like if they're very useful to things that I do a lot. Like, the CATA bus app is a very useful app, or like Fandango for like knowing moving times. So I don't have to take more time to look something up that I do frequently, and it also has to be free.
- Participant 35: When I had a smart phone, uh, like just to cure boredom, like download games and stuff. And like you said, like, the CATA app's like a good app.
- Participant 36: Yeah. I look for like the top apps, like most frequent, like most viewed and what's downloaded and stuff. So I just download them.
- Participant 37: Um, I usually go more with the—other than my bank account—but I usually go with the more entertaining apps, like games or weird things, like snap-, like just random stupid things, like whatever, I usually get...
- Participant 38: I like the apps that like make it so you don't have to go on Safari for like Facebook and like Twitter and stuff. It's like you don't have to go on Safari and try to like do it, like it brings you straight up to it.
- Participant 41: I usually just, uh, use the apps that other people are using or something that would help me productively.
- Participant 40: Whatever interests me pretty much. I don't use many.
- Interviewer: Do you think students use smart phones differently than other people?
- Participant 34: Probably. Um, like more professional people probably aren't, like, sitting around playing games all day.
- Participant 35: Uh, yeah, I think, just like you said, I think more students are messing around on their phone, and, uh, I guess a business person is using it for more formal things.
- Participant 36: Yeah, I think so. So like, I think businessmen would use, like, for e-mails and stuff, but then we're using for like texting and games.

Participant 37: Um, I think there's a difference, but I don't think it's actually that much of a difference. I think—and maybe it's just my dad. My dad just plays Temple Run all the time, so he— Like, I think more people, even adults, are playing games and doing stuff, too, on it, texting and so.

Participant 38: Um, I think that there's so many different finance apps that, like, business people can use that, like, that are over our heads. But like, I mean, I hope one day I can use the iPhone like a businessman, because I feel there's many tools in there that will be helpful in the future.

Participant 40: Yeah, I think other people that use, like, different applications than we would use or, like, do less texting than a student.

Participant 39: I agree with all that, so.

Participant 40: Yeah, everyone uses it for the same reasons pretty much.

Interviewer: What's the difference between an iPhone and an Android?

Participant 34: Um, I have an Android, and I'm just a person that likes to avoid Apple products because I'm one of those kids that's like, oh, Apple, they have everything, I need to go with somebody different. So, I don't know, it's just trying not to be— I know I picked the Droid on purpose to not, like, be part of the Apple community intentionally.

Participant 35: They're like, virtually they're like almost the same. There's a few minor, uh, different details.

Participant 36: Um, I don't really know the difference, but I prefer Apple.

Participant 37: Same. I don't really know.

Participant 38: Uh, Droid doesn't have Siri.

Participant 41: True.

Participant 38: That's my girl.

Participant 41: But they're different.

Participant 39: Uh, just I don't know.

Participant 40: Well, the different operating systems - Androids have third-party developers and stuff like that.

Interviewer: Do you think there's a hierarchy of smart phones, one that's considered the best?

Participant 34: Yeah. iPhone

Participant 40: Yes.

Participant 41: I think so.

Participant 35: My roommate says the Samsung's the best phone.

Participant 41: Galaxy?

Participant 35: Yeah, the Galaxy or whatever, three.

Participant 40: Yeah.

Interviewer: Describe an iPhone user.

Participant 34: Um, I don't know, somebody that's pretty connected to social things and, I don't want to say trendy because that's like not the word I'm looking for, but kind of in that area. But someone that's very aware of social things and connected with social things.

Participant 35: Uh, I guess pretty much just almost everyone these days. Everyone's got an iPhone.

Participant 36: I feel like people who have-have iPhone, they would have like Mapbook or something that you can connect with everything else.

Participant 37: I think it's just people like, kind of what you said, not trendy but are staying up to date to the newest and the most popular, if you want to say that.

Participant 38: Um, I think an iPhone user has to be someone that, like, has a high-technology IQ because, I mean, like even though like a little kid operates an iPhone, like, they've grown up so, uh, they've grown up in this generation so obviously, like, they know how to use everything. But like, somebody that's like, somebody can't have an iPhone as their first phone. You know what I mean? Like, they wouldn't understand how to use it. You know what I mean?

Participant 41: I think it's someone who wants to get to the, like, who wants the fullest out of their phone, like, do the most things.

Participant 39: I'd almost say that they're obsessive. Like, I feel like they're checking them all the time or they're always having to do something with their great iPhone.

Participant 41: Somebody who's all that.

Interviewer: Describe an Android user.

Participant 34: Someone who can't afford the iPhone.

Participant 36: I don't know about Android.

Participant 35: Someone against Mac products.

Participant 38: It's true.

Participant 40: It's true.

Participant 41: Someone who wants a smart phone that's not an iPhone.

Interviewer: What is your favorite application on your smart phone or computer tablet, if you have one of those devices, and why do you use it?

Participant 34: Probably the one that I use the most is Twitter, and that's because I like, like, saying random things about the day or finding out what my friends are doing or something.

Participant 36: I don't know.

Interviewer: You don't have a favorite application?

Participant 36: Oh, application, oh, Facebook.

Interviewer: And why do you use it?

Participant 36: I don't know. I just feel like, I don't know, people are always on Facebook, so I check something. I don't know - kill time, so I don't get bored.

Participant 37: Um, I'd say I check-I check my mail a lot, my PSU and my Gmail accounts a lot.

Participant 38: I like my fantasy football app so I can-so I can change my players and get up-to-the-date information on [unintelligible 21:21]. Okay, if I sound like a commercial, but it's good.

Participant 41: I would say Twitter just to stay up on recent news, like sports and world news and stuff like that.

Interviewer: Is it for entertainment purposes, or to save time?

Participant 41: Both. Entertainment and news.

Participant 40: Yeah, same, Twitter.

Interviewer: And why do you use it?

Participant 40: Up to date and just so I know what's happening, like, now.

Interviewer: How long does it take you to get the hang of a new application?

Participant 34: Uh, I can pretty quickly get the basics down, but then there's always like some feature somewhere that's annoying that I have not found out about until I need it and then it doesn't work or something or I've done it incorrectly, so.

Participant 35: I don't have a smart phone.

Participant 36: Uh, wait, what's the question?

Interviewer: How long does it take you to get the hang of an application?

Participant 36: Oh, when people start using it, when, like, everyone is using it, so I'm just like, Oh, they're using it, and then [unintelligible 22:26].

Participant 37: Um, pretty quick. Like, right when I download it I can pretty much understand it if it's not really hard.

Participant 38: Yeah, I'd say five minutes.

Participant 41: I'd say like one to two times using it.

Participant 40: Yeah, a couple times.

Interviewer: And if it seems complicated or isn't working right away, what do you do?

Participant 34: Probably not use it for a while.

Participant 36: Yeah, I would delete it.

Participant 37: Yeah, I'd delete it.

Participant 38: Sometimes apps when you download them they don't work that good. And then, like, they get updated and then they work good. So like, I always like keep the app and...

Participant 34: Give them a fighting chance.

Participant 38: Yeah, I give them a chance to redeem themselves.

Participant 40: Same.

Interviewer: How much time are you willing to spend learning the tricks of an app?

Participant 34: Probably not that much time. When I think of, like, things that are available on a smart phone, I think of like rapid quickness of things, of information or whatever.

Interviewer: How much time would you be willing to spend?

Participant 34: Uh, I mean, if I didn't figure it out right away, I'd probably get annoyed with it. It depends on the app, like what kind of app it was.

Interviewer: How so?

Participant 34: Uh, like, if it's, I guess for example, if it's like something educational or something that you spend more time trying to figure it out rather than it's just a game that you're playing to pass time.

Participant 36: Um, same. I don't spend that much time.

Participant 37: Yeah, I-I don't— I'm not a big— I don't need to have, like, all these different apps on my phone. Like, I am able to download a few that I'm really interested in although.

Participant 38: The question was how long would you take to learn a particular app?

Interviewer: Yes, how much time are you willing to spend learning the tricks of an app?

Participant 38: Oh, you want to re-answer it?

Participant 37: Sorry, yeah. I don't know why I— I just— My brain is not working today. Um, not long, like two minutes and then that's it.

Participant 38: I'd say I'd spend a lot of time because people— I don't know. Like, say you're playing Temple Run, right, and you want to get that long run. Like, you could play that game for hours trying to get that long run. And I mean, like, I mean, I guess you don't want to play, but like, you're trying to like figure it out to the max. You know what I mean?

Participant 40: And you said you don't play games all day.

Participant 37: Yeah.

Participant 41: Um, if I felt like it was something I really needed, then I would spend as much time as it took to figure it out. But if it was something stupid, then whatever.

Participant 39: I agree with that.

Participant 40: Same.

Interviewer: Okay. How do you hear about the apps that you use?

Participant 34: Usually from friends if it's like a useful app for, like, I'll use the kind of app again, like, my friends will tell me like, you need to get this so that you can see whatever, like.

Participant 36: Um, yeah, from friends.

Participant 37: Friends.

Participant 38: From the thing that she said before, the-the thing that tells you, like, the top paid or top free.

Participant 41: Yeah, the top stuff in the app store or word of mouth.

Participant 40: Same.

Interviewer: If there are multiple apps with the same functionality, how do you choose between them?

Participant 34: Probably whichever one is more basic to use. I don't need— Unless it's something that I need very specific results for. If they're like two different movie things and I can just program what one I like better to get access to quickly, more quickly, that's the one I'd pick.

Participant 35: If I had one, uh, I'd probably just look at the reviews and see what, uh, people like better.

Participant 36: Yeah, um, I would look at the ratings and which one is more popular and stuff like that.

Participant 37: Yeah, usually, like, it will say, like, which ones have, like, yeah, more popular, the top.

Participant 38: Yeah. It tells you, like, exactly how many people, like, downloaded it. So if it has the most downloads, then it's got to be doing something right.

Participant 41: I go by ratings and downloads.

Participant 39: I would just go by, like, how easy it is to use.

Participant 40: Yeah.

Interviewer: What makes an app stand out?

Participant 34: Simplicity.

Participant 35: Convenience.

Participant 38: That's a good one. Easy to navigate.

Participant 41: Helpful.

Participant 40: Keeps you coming back.

Interviewer: What makes you decide whether or not you're going to keep an app?

Participant 34: Uh, if I download an app and I find myself not using it in the first few weeks of me having it for, like, almost at all, I'll delete it.

Participant 36: The same. I would delete it if I don't use it.

Participant 37: Yeah, I don't— Yeah, I would only give it like a week, and then if I don't, I delete it.

Participant 38: Sometimes I download apps and then it makes an extra page on the iPhone with, like, one icon on it, so I'll delete like another one so it makes a full page again.

Interviewer: How do you decide which one you delete?

Participant 38: Whichever one I'm like done with. Like, if there's a game and, like, I conquered it, like, it's gone.

Participant 41: What was it again?

Interviewer: How do you decide which applications to keep?

Participant 41: Just if I don't use it whatsoever, if I see it and like, wow, I never actually click that, I get rid of it.

Participant 40: Yeah, if I don't use it, I'll just delete it.

Interviewer: What's the smartest app on your phone, the dumbest app on your phone and the weirdest app on your phone? And why did you download them?

Participant 34: I don't have enough apps. Okay. The weirdest app on my phone is a cheap, free, or it's totally free, it's like a knockoff version of Uno the card game. And it's like all scrunched up in the corner, and, like, these weird foreign names keep showing up as like my opponents. And it's like, the rules are not actually Uno, and it's just ridiculous. And I wanted to download it because I didn't want to pay for a regular one, and I was trying to occupy some time.

Participant 36: Um, wait, what's the question?

Interviewer: What is the smartest app on your phone, dumbest and/or weirdest?

Participant 36: Oh, the smartest one I like is Magic Jack.

Interviewer: And why did you download it?

Participant 36: Um, it's, like, I-I call my mom in my country, so I need to use, like, international phone calls, but then with Magic Jack it's free. Like, I can just use international phone calls for free.

Participant 37: Um, smartest? I don't-I don't really have a lot of smart ones. Uh, maybe the Star Walk one. It's like you can, like, go up to the stars and it's at nighttime and it will tell you all the, what star is this and what planet this. I always do that.

Participant 38: That's actually a great thing. I had an astronomy class, and we had to, like, find constellations and stuff.

Participant 37: Yeah, it's so cool.

Participant 38: It's the best thing ever.

Participant 37: It's so cool. It's the best thing in the world.

Interviewer: And what made you download it?

Participant 37: Uh, my dad did and, like, we, like, in the summer I always love looking up at the stars and he told me about it. And now, like, [unintelligible 29:39] I'm like at night walking around saying, Guys, look at my app. Then, like, I go like this. But I don't know. The weirdest one, I don't even know if I want to say it. I did not download it. My friend, my best guy friend downloaded it just trying to be a jerk when he had my phone. It's like this fart machine, and it has like 50 different fart noises. It's really, really funny though. It's funny. I'm really, really immature, okay.

Participant 38: Um, my smartest app is probably like, I have this app that, like, it like links up to my speakers at my place so I can, like, press the app and, like, the music from my phone Bluetooths to my stereo which is pretty cool.

Interviewer: And what made you download that?

Participant 38: Because it's convenient. Like, I don't have to, like, have my phone, like, plugged in and stuff. I can, like, walk around my place and the music, like, plays, like, through my phone. Then I'd say, what is it, the stupidest and the-the weirdest?

Interviewer: Weirdest.

Participant 38: Um, dumbest app I probably have is Paper Toss. You just throw a piece of paper38in the...

Participant 36: Oh, that's fun though.

Interviewer: What made you download it?

Participant 38: Because it's—I mean, it's fun. It's like-it's like made a ton of money. Like, it's like everyone has Paper Toss.

Participant 39: I don't have that.

Participant 38: You've got to download it. Paper Toss Two.

Participant 39: Okay.

Participant 38: And then my stupidest? No, my weirdest now, right? My weirdest one is Where's My Perry. You guys know-you guys know Perry from, um, what is it, Phineas and Ferb? It's a classic show.

Interviewer: And what made you download that?

Participant 38: Because it was on the top free, and then I played it and it was amazing.

Participant 41: Uh, my sweetest app is my Task Killer app which closes down any applications you aren't using or haven't used for a while, and I guess it just like saves your battery. My dumbest app? I don't know. I'd have to go with the Paper Toss I guess. I have that, too.

Interviewer: Why did you download that one?

Participant 41: Because it's fun. You get, like, you know, different areas you can throw paper and stuff.

Participant 40: My smartest one maybe is Shazam, um, and dumbest is probably Paper Toss as well.

Interviewer: And what made you download that?

Participant 40: Because it was like the person's first iPhone, and it was always on there. And when I got the iPhone I wanted that game, so I downloaded it.

Interviewer: So you guys said that you look at ratings for different applications. Do you ever rate the applications yourself?

Participant 34: No.

Participant 38: Sometimes if it says it will give you free gold in the game. You know, like, if you're playing a game where, like, you're like trying to upgrade your character and it says if you write a rating, like, you just, you don't even have to leave a rating. You can just, like, write a couple letters and click enter.

Interviewer: And when you're looking at ratings, where do you go to look at the ratings?

Participant 41: Marketplace.

Participant 39: Yeah, the ratings are right under it when you go to buy it.

Interviewer: What apps would you or do you pay for?

Participant 34: Um, I don't really pay for any. I have mostly entirely free apps. I can't think of one that I pay for or have paid for.

Participant 35: I probably wouldn't pay for any.

Participant 36: Um, I only paid for one, and the rest are free.

Interviewer: Which one did you pay for?

Participant 36: Um, WhatsApp.

Interviewer: And what made you decide to pay for it?

Participant 36: Um, because all my friends are using that.

Participant 37: Um, I paid for that star one, and I paid for Sonic The Hedgehog because I'm obsessed.

Participant 37: Yeah.

Participant 34: They had a special on Sonic; it was free for a while.

Participant 37: Really? That was, like, my game, but I beat it and now I'm bored.

Participant 38: Um, I bought WhatsApp, too, because I have an international roommate and he doesn't have, like, a phone. But like a US member, so like I just— You can text any number in the world, like, for free.

Participant 41: I don't think I'd paid for them.

Participant 39: I probably wouldn't pay for an upgrade.

Interviewer: If you were to pay for an app, would you expect there to be any sort of advertisements?

Participant 34: Probably not. If I was paying for an app, I definitely would not want advertisements.

Participant 35: Definitely wouldn't want advertisements.

Interviewer: Is there a point where you would prefer to buy an app than have to deal with advertisements in a free version?

Participant 39: Yes.

Participant 38: I'm about to do that with my Pandora app, I think, because I can't deal with the— It's not even like the advertisements are as much a hassle, but it takes so much time to load the advertisements that it kills the whole, like groove of the music, so.

Participant 39: Yeah, I would pay extra.

Interviewer: When does it become a hassle?

Participant 37: Probably like kind of what he said, like the Pandora advertisements get annoying or to—I don't—I 've only seen it there. Like, I don't know...

Participant 38: They always repeat the same stupid commercials, too.

Participant 37: Yeah, or like, they pop up and you have to, like, X out of things, like, that come up. That's what I mean. I'd have to—I don't know—I mean, Pandora is probably the only app I would pay extra because I love, like, Pandora.

Participant 34: Yeah, Pandora's awesome.

Participant 38: Yeah. Sometimes when I'm playing those games the advertisements get me, like, because they, like, have cool games on the advertisements, like, but they have good advertisements. But anyway, I've bought-bought games. Like, sometimes on, like, when you buy an app, like, the game only gives you the first level. Like, sometimes you just want the rest of the game. You know?

Participant 41: Um, yeah, I'd expect there not to be any ads if I paid for an app.

Interviewer: And is there a point where you would prefer to have an ad-free version of the app so you would pay for it?

Participant 41: No.

Participant 40: Only Pandora as well probably.

Interviewer: Okay. Um, and as far as the advertisements are concerned, do you pay attention to them when they pop up?

Participant 34: Nope.

Participant 35: I didn't when I had them.

Participant 36: No.

Participant 35: I don't even look at them. You do.

Participant 38: Sometimes.

Interviewer: So what catches your eye? What makes you actually pay attention to an ad?

Participant 38: I don't know. Like, sometimes, like, you'll buy a game— Sometimes you'll buy a game and then you'll beat it, and then it says that game with a two after it. And you might want it. You might want to keep playing because you like the game, so I guess that's it. That's my story.

Participant 41: Are you going to buy Paper Toss three?

Participant 39: I don't think he heard you.

Participant 38: Oh, no, I did, I just ignored him.

Interviewer: What do you do if an app on your phone stops working or slows down?

Participant 34: Stop using it.

Participant 35: I would probably stop using it.

Participant 36: Yeah, stop using it.

Participant 37: Yeah, I wouldn't care to try to fix that, I don't think.

Participant 38: Clicking on the red X.

Participant 41: I would stop using it.

Participant 39: I'd stop using it.

Interviewer: Does your phone replace or add to computer time?

Participant 34: Uh, now that I have a smart phone I would say it replaced some of my computer time, because I can look at Facebook and Twitter and stuff right from my phone. So I don't have to— If I, like, feel like I have a notification I'll check it and see what it is instead of waiting to go home.

Participant 36: Um, same really.

Participant 37: Um, I think it hasn't limited it that much because other than— No, I don't actually think, because sometimes I'll check my phone and get like a Facebook notification and see it. But I like seeing it on my computer because it's like a bigger version. So I'm like, oh, let me go see that, like, um, so I don't know.

Participant 38: Sometimes I use my phone and my computer at the same time. I'll be like sitting there with my laptop and my phone in my hand. So I don't know, they're both two different tools.

Participant 41: Yeah, you got replace time. When it, like, comes to sending e-mails, I use my phone sometimes.

Participant 40: I still use my computer sometimes, pretty much.

Interviewer: What is the downside to having a smart phone?

Participant 34: Being, like, too connected and easily distracted.

Participant 35: Should I answer this one?

Interviewer: Hm-hmm [affirmative].

Participant 35: Um, I guess, yeah, just being distracted. You can pretty much not pay attention and just play on your phone all day.

Interviewer: You had a smart phone and you went back to a different...

Participant 35: Not by choice.

Interviewer: But, would you say you're less distracted with it?

Participant 35: Uh, I mean, no and yes.

Interviewer: Can you explain that a little more?

Participant 35: Like, I guess from like, I mean, I'm still always on my phone so I guess you're still distracted. But when you have like a smart phone, there's more things to do, so I guess you're more easily distracted on them.

Participant 36: Yes, [inaudible 37:45].

Participant 37: Um, yeah, I think it sometimes can take up your life, unfortunately. Like, when I need to study, it's always like I'm always doing something. And I will purposely— Like, sometimes when I go to the library I will sometimes purposely leave my phone at home. But then I'm thinking as I'm studying, I'm like, What if I get a text?

Participant 38: Um, the question was what's the downside of the phone?

Interviewer: Hm-hmm [affirmative].

Participant 38: Um, I mean, also, one of the downsides of a phone is that there's so many, like, ways someone could contact you on an iPhone. Like, it's not just texting, like, someone can like, they can like text you, they could tweet you, they could write on your Facebook, they could Facebook chat you. Like, so like if you're really trying to not talk to someone, they can—they can harass you. [Laughter] Amen.

Participant 41: Um, I think it takes away from, like, social situations—you know what I mean?—people on their phone instead of talking to their friends and stuff.

Participant 39: I agree with that.

Participant 40: Yeah, sitting at a table and people on their phones which is kind of annoying.

Interviewer: Do you have concerns about sharing information with apps? So if an application asks you for your name and your e-mail, will you still download it?

Participant 34: Um, depending on, like, what it's for. If it's a game or something and it's asking me for all this, like, personal information, I won't. But if it's like—if it's like a

banking app or something and I need it, like, I will do it. But I would more likely not get something if it asks me for more information.

Participant 36: Um, I never download the apps like that before, so.

Participant 37: Um, no, I probably would. But if I really needed something and whatever, I would. Sometimes I do that. Like, I was trying to download a movie on whatever, and they were asking me, like, to sign up for this thing, and I literally just for like a half an hour tried to figure it out and sign up and give them all this information. And then it's not even working, so it was just stupid.

Participant 38: Happens all the time.

Participant 37: Yeah. And then I'll get e-mails from them, but then I'll just unsubscribe. But I tend to sign up and give information, yeah. I don't know why. Stupid.

Participant 38: Yeah. Sometimes, like, to use, like, Facebook and those other things you have to like—it says like trust, trust the app.

Participant 37: Yeah.

Participant 38: I trust it.

Participant 41: Yeah, I usually trust all the apps I download.

Interviewer: Would you give your information, then download?

Participant 39: It would depend. Um, if it was something I was going to use all the time, then yes, but if it was a game, I wouldn't bother.

Participant 40: Yeah, same, it depends.

Interviewer: Do you have any other comments about smart phones and applications?

Participant 39: Smart phones are so smart.

Participant 34: The smartest.

Participant 35: That I use my phone also as my watch because no rooms— Like, that's probably why I use my phone more than anything is just to check the time.

Interviewer: Any other comments?

Participant 39: Nope.

Interviewer: Thank you so much for participating today.

Focus Group 6

- Interviewer: Thank you for taking the time to speak with me. Today we'll be talking about Smartphones and the applications. I want to hear your opinions. There are no right or wrong answers. I'm making a tape to help me remember what was said but the conversation will remain completely confidential. Please speak up so that I can hear you on the tape. Also, please make sure one speaker, there is one speaker at a time so it'll make sense on the tape. I hope you will find this session interesting and enjoyable. If at any time a question makes you uncomfortable, feel free not to answer. How about we start by going around the room saying name, age, major and whether or not you have a Smartphone.
- Participant 42: Hi, my name's Participant 42. Um, I'm a telecommunications major. I'm 22, and I do, I have an iPhone.
- Participant 43: Um, my name's Participant 43. I'm 20, going to be coming up in, on Tuesday. I'm a telecommunications major. And I have an Android, so it's a sort of Smartphone but it's like the crappy kind.
- Participant 44: How y'all doing? I'm Participant 44. Um, I'm 21 years old. I'm, I'm also in telecom. And yes, I do have an iPhone 4.
- Participant 45: I'm Participant 45. I'm an industrial engineer. Um, and I do have an iPhone 4.
- Participant 46: I'm Participant 46. I'm in telecommunications, 23 years old. And I have an iPhone 4.
- Participant 47: My name's Participant 47. I'm in telecommunications. I'm 21. And I have an iPhone.
- Participant 48: I'm Participant 48 and I am an, um, art history major and telecommunications is my major. And I am 21. And I do have the iPhone.
- Interviewer: If you leave your phone at home or it dies, what do you do?
- Participant 42: Um, I usually bring like a charger with me. But if I leave it, what do you mean if I like leave it at home?
- Interviewer: What do you do? Do you go back for it? Do you leave it? Are you uncomfortable?
- Participant 42: Um, sometimes. But, um, I mean, if I'm like, if I'm taking the bus to campus, I'll just, I, I don't go back for it.
- Participant 43: Um, I usually don't forget it. Um, but if I do, it's usually like right before I leave so I run up and get it. If I don't have it, it's like weird because I can't text or anything all day. So, I can't really communicate with anybody to meet up with or anything.
- Participant 44: Yeah, if I leave my phone, I'm going to go back to get it. That's just what it is.

Interviewer: No matter where you are?

Participant 44: Um, well, usually if I leave the house, I would be like “Oh, I don’t have my phone.” Wallet, keys, phone type thing, so. Yeah.

Participant 45: If I forget my phone on the, on my way to class or something, I’ll typically just go to that class and if I have a break, I’ll go back and get it. But it does make class a little less exciting.

Interviewer: And what about if your phone dies, what do you do?

Participant 44: If it dies, um, I would probably have to go get that charger. I mean, if it, if it’s dead and I’m all the way on campus, I’ll just wait until all my classes are done, all my work’s done and go back home.

Participant 45: Um, well, if it dies, I, I typically have a, either a cord in my bag and then I can just plug into my computer or have a charger. But I have other, I have like my iPad or my computer normally with me too so I can just go on those instead.

Participant 46: Ah, if I forget my phone, if I’m within distance, I’ll go get it. If not, then I just get over it. I mean, I get pissed at myself for forgetting it. And if it dies, I just get over it.

Participant 47: Ah, it depends where I’m going. If I’m like late to class, I’m not going to run back and get it. But if I’m like going out to hang out with friends, I’m going to go back and get my phone. And I charge it every night so it hasn’t ever died on me, so.

Participant 48: Um, if I forget it, um, I, ah, if I running to class, I won’t go back. If I just close to my house, then I would go back. And sometime if it’s okay to with, be without a phone for a couple hours because you can concentrate on what you should do. Like if you had studying, you do nothing not to, um, look at your phone like every minute. So, it’s good though. And if it dies, it usually won’t die until I get home. But because iPhone has the percentage of the battery, so if it goes lower than ten I would be really careful and don’t use it unless it’s necessary, so.

Interviewer: Who pays for your phone and phone plan?

Participant 42: My parents do.

Participant 43: My parents.

Participant 44: I do.

Participant 45: My parents.

Participant 46: I do.

Participant 47: I bought the phone. My parents pay for the plan.

Participant 48: My parents.

Participant 45: Same, actually I, I bought the phone and my parents pay for the plan.

Interviewer: Those of you whose parents pay for it, do you think you would have the same phone if you had to pay for it?

Participant 42: No.

Participant 43: Um, yeah, my, I, I just took like a random, like, it was an Android but it was like free so I just kind of took it. It's my parents' money and they turn around and got the iPhone. So, I should have just gotten the iPhone when I had the chance. So, yeah, I would probably have the same phone.

Interviewer: Do you think you'd have the same data plan?

Participant 45: Ah, yeah.

Participant 46: Yeah, if I paid for my phone.

Participant 47: Probably not. I mean, the reason that I have the data plan that I have is it's the sharing kind. So, like I share it with my mom. And if I didn't have her to share with, then I definitely wouldn't be able to pay for it.

Participant 48: I maybe not buy, um, the iPhone if my parents not pay for it because I wasn't using Smartphone until last year and I wasn't so much into, willing to pay for Smartphone. But, I mean, if I have one, I would be really happy to use it. But if no, I'll just go for not a Smartphone.

Interviewer: And those of you who pay for it yourself, do you, what made you decide to get a Smartphone as opposed to a different phone?

Participant 44: Um, well, I used to have, I'm trying to think what phone that was, it was the original iPhone or something like that. And, um, you know, it's two years, I could have got an upgrade. I waited another and they lowered the price and I got an upgrade. So, then I got the, the 4. So, it kind of worked out for me. I saved a little bit of money here and there. But yeah, I just like the iPhone. It's a better phone than most, you know. So, it's just.

Participant 46: Well, I'm on my family's plan but I just pay my share and my data plan. And I've, I've had at least a Blackberry or something like that since I've been on the plan. So, I guess I've had two Droids before I got, ah, the iPhone. So, I can't remember the last like non-Smartphone I had.

Interviewer: Tell me about your first phone. What did it look like? Whose idea was it for you to get a phone? Why? And at what age did you get your first phone?

Participant 42: Um, my first telephone I got when I was in eighth grade. And it was like one of those like flip phones. And, um, I guess I got it because, um, I, I don't know. A lot of people were getting them at that age.

Participant 43: Yeah, I got my first phone when I was like 15. And it was like a, like a flip phone. It was like the prepaid ones. And my parents like probably relented because like everyone was getting one basically. So, they finally got one.

Participant 44: Um, the first phone I, I was in seventh grade. And I had Cingular back then. I'm not sure the name of the phone. It was one of those, like one of those ones you can drop on the ground. It's like a rock.

Participant 45: Brick.

Participant 46: Yeah, the brick. Yeah, something like. And I had one of those. I had Skydive and all that stuff on there. It was pretty fun but, um. Yeah, that was a lot of fun. It's, it was pretty cool I think.

Interviewer: And when did you get it?

Participant 46: Um, my parents surprised me just one day. Like, you need a phone going to school. Might well have this one.

Participant 47: Yeah, um, I got my first phone when I was in seventh grade. I don't know what age I was. But, um, it was one, it was like a flip phone. Ah, we got it because like it was a, every, all my family got it. So, it was like a family plan. And then we, it was mainly just so like if I needed a ride home, I could, from like a sporting event or something, I can call to see where they are.

Participant 45: Ah, my first phone was when I was 13 or 14. Ah, it was a flip phone. It had a antenna that went up. So, then that was, ah, that was, well, I don't know. That's my first phone.

Interviewer: And why did you get it?

Participant 45: Ah, when I was 13 or 14. Oh, why did I get it?

Interviewer: Hm-hmm [affirmative].

Participant 45: Ah, because it was free.

Participant 47: Um, the first phone I got I think I was in seventh grade. And it was one of the ones with the squishy buttons, like pillows. And I think it was because my sisters were a lot older and like my parents thought they needed one. And they just figured to get everyone in the family.

Participant 48: Um, my first phone was a little flip phone. And it was, um, it's, it's not even a, um, mobile phone because at that time China has a kind of weird phone thing that

connect with your cell phone at home. And it, that kind of thing it is for a couple years. And then it, I would never had that any more. And, um, I got a phone because it works as like a mobile phone but it's trip. And I was seventh grade and everybody getting a phone, so.

Interviewer: What do you use your phone for most often?

Participant 42: I use it most for texting.

Participant 43: Texting.

Participant 44: Ah, making phone calls.

Participant 45: Ah, texting and web browsing.

Participant 46: Ah, music.

Participant 47: Texting.

Participant 48: Um, web browsing.

Interviewer: Where do you use your phone the most often?

Participant 42: Away from home.

Participant 43: Away from home.

Interviewer: Is there any particular spot away from home?

Participant 43: On campus for me.

Participant 42: Yeah, on campus.

Participant 44: Usually when I'm, um, off, off campus and not at my house.

Participant 45: I pretty much use it everywhere.

Participant 46: Yeah, I pretty much it everywhere.

Participant 47: I usually use it when I'm home when I'm bored.

Participant 48: Um, when I'm waiting for bus and on the bus or walking.

Interviewer: Do you use your phone to take notes?

Participant 42: No, not to take notes.

Participant 43: No.

Participant 44: No.

Participant 45: Um, for some classes I would record my professor, not take notes on it though.

Participant 46: No, but I'll use it for like reminders for class and stuff like that.

Participant 47: Yeah, I don't take class notes but like if I need to write down a note to remember to do something.

Participant 48: Yeah, same [unintelligible – 00:10:16].

Interviewer: Do you have specific organizational apps on your phone?

Participant 42: No.

Participant 43: No.

Participant 44: No.

Participant 45: Um, I use the calendar on the app, on the phone to use, kind of plan my day.

Interviewer: Do you use the preloaded on it?

Participant 45: Hm-hmm [affirmative]. And like notes, like the Note preloaded one.

Participant 46: Yeah, I use the calendar, well, usually for like stuff that's going to happen in the future. So, it gives me a reminder what I have to do.

Participant 47: Yeah, I use the calendar. I mean it's.

Participant 48: I don't really use any.

Interviewer: And those of you who use calendar, do you use calendar and an agenda book? Or do you use one or the other?

Participant 45: Um, I use both but I definitely use the calendar more.

Participant 46: Basically just the calendar.

Participant 47: I use both but I usually forget to write stuff down in both of them.

Interviewer: How long have you had a Smartphone?

Participant 42: Um, maybe like three years.

Participant 43: Ah, four-ish years.

Participant 44: Ah, about four years.

Participant 45: I think two.

Participant 46: Five.

Participant 47: I got it in I think July.

Participant 48: Um, about one year.

Interviewer: What did you use to do before you had a Smartphone and applications? So, say you needed directions, how would you get those directions?

Participant 42: MapQuest.

Interviewer: Do you still use MapQuest now that you have a Smartphone?

Participant 42: Um, no, because I have, um, like the directional app on my phone, so.

Participant 43: I use Hop Stop. It's like the website where you just put, um, the direction that we need to go and it will like map out for you.

Interviewer: Do you still use that site?

Participant 43: Um, occasionally.

Interviewer: What's a case where you would use that site instead of just using your phone?

Participant 43: Ah, I live in New York so we have a lot of trains. So, for like a place I've never been before, it would map out the train route I'll take. So, it's a lot easier.

Participant 44: Yeah, I just use MapQuest.

Interviewer: And do you still use MapQuest?

Participant 44: Occasionally. If I'm going on a long drive, I don't want to use my phone the entire way.

Participant 45: Yeah, um, like Google Maps or MapQuest. And then I would, if I, say if I was, ah, planning an event, I would print out directions for people so they weren't using their phones. Or if it was just me in, ah, me in the car and I don't really want to drive with my phone because technically I guess you're not supposed to drive on your phones anymore.

Participant 46: Yeah, I live in the city also in Philadelphia and I usually use Septa or any other public transportation just to figure out where I have to go.

Interviewer: And so, you use an online site or do you use your phone mostly now?

Participant 46: Um, now I mostly use my phone. But before I had the Smartphone I would just either go to the station and they have directional patterns on the walls or the website.

Participant 47: Um, before I had a Smartphone like if I ever got lost, I usually just ended up calling my dad and he would go on Google Maps and explain to me how to get somewhere.

Participant 48: Um, I use Google Map and some other applications like Aramis, Yelp and, um, the, those Metro applications.

Interviewer: When you download an application what makes you download it? What do you look for?

Participant 42: Ratings probably.

Participant 43: Yeah, ratings, user reviews, that kind of thing.

Participant 44: Something to pass the time mostly.

Participant 45: Ah, I look at the ratings and what people are saying about it. And then I also like, what I, what I look for when I download like if I'm looking for a game or if I'm looking for an organizational thing or something, I don't know. It depends on what I'm looking for.

Participant 46: Ah, basically just word of mouth. If someone tells me to get this app, then I usually do. I usually don't just browse for apps. Ah, I'm really specific about what I want to use, so.

Participant 47: Yeah, the same. I only would download something if one of my friends told me to get it.

Participant 48: Um, I would download something that looks interesting for me or I need it and if it's free, I would definitely.

Interviewer: So, when you said you that you look at ratings, do you ever rate apps yourself?

Participant 42: No.

Interviewer: Does anyone?

Participant 45: Um, no.

Participant 44: I've done it once. You know, it was a really, really good app though. But I don't really do it anymore.

Participant 46: No.

Interviewer: Do you think students use Smartphones differently from other people?

Participant 42: I don't think so, no.

Participant 43: I would say so. I mean, compared to I guess my parents, like yeah, I would say so. Like I probably use it more for like games and you know, stuff like that. My dad, he has a Smartphone. He just uses it to make calls. He doesn't do anything else on it.

Participant 44: Yeah, I think everyone uses it, you know, based on your age, I guess. You know, what you want, the more businesslike you are but the younger you are, the more fun you like to do with your phone, things like that.

Participant 45: Um, it depends on the age group I think. Um, I feel like we know more, how to use our phones better than the older generations. And so, we take more advantage of our knowledge of them.

Participant 46: I think when it comes to social media, everybody uses it the same because everybody's on Facebook now. But when it comes to like business and fun then yeah, it's like the demographic.

Participant 47: Yeah, I think, ah, our generation uses Smartphones a lot differently than people older than us.

Interviewer: How so?

Participant 47: Like, um, I guess we use it a lot more often than our parents would. And like we have a lot more games and things that we don't necessarily need. Whereas, um, people older like really are just using it for things for work and what they feel like they need.

Participant 48: Yeah, I think it's different. And I think we use it more like close to like a computer. And the older generation would use it more like a traditional phone.

Interviewer: What's the difference between an iPhone and an Android?

Participant 42: Hmm, um, I really don't, I don't know. I can't explain it.

Participant 43: Well, I have an Android. And a lot of my friends have iPhones. And it is, it is run better. I feel like in charging, like they, um, hold charges longer. Like my Android dies all the time. I like keep a charger with me all day. Um, it just seems like it's a lot smoother, um, a lot easier to connect to different things.

Participant 44: Um, I've had friends who've, you know, who have used Androids back then, a few years ago. And I didn't really like the interface. They each are talking about "Oh, it's so nice, you know. iPhone, you know, is not that fun, not that useful." But when I got the iPhone I was like it's way better. I don't really, I don't really care.

Participant 45: Um, I think the iPhone has a lot of pluses where it's, if you have like, ah, I don't know. I like the, how it's, ah, like basic but advanced in the way it's like pretty straight forward use of it. Where Android I don't really know what everything does, how to use it, like different motions and everything. Where I've used the iPhone for a while so I'm pretty used to it and know what's going on. The, the Android has a better like system for charging because everyone else basically has the mini USB. Where, where, ah, we all have like the iPhone ones. So, that's kind of annoying.

Participant 46: Um, mostly Androids run on CDMA. And all the iPhones run GSM. So, ah, I've been with both. Ah, I've only had the iPhone for like three weeks. And, ah, so far, I like Android better. Just the system operating.

Participant 47: I don't know anything about Androids. So, I don't really know what's different.

Participant 48: I don't know much about Android.

Interviewer: Describe an iPhone user.

Participant 42: I don't know.

Interviewer: Any answer works.

Participant 43: I feel like there's no way to describe it because nowadays there's so many different types of people that have iPhones.

Participant 42: Everybody has an iPhone.

Participant 44: I say they make text messages and music and, ah, what's the other app, I'm trying to think. Facebook, Facebook, text message and music and that's it.

Participant 43: I agree with that but I'd have to put Twitter on there too. Twitter definitely.

Participant 44: Right.

Interviewer: Describe an Android user.

Participant 43: I'm an Android user. So, basically it's the same thing. It's like I can't do any of that on my phone. Like my phone just like messes with this. So, like because I do most of that stuff on my computer.

Participant 45: There's a lot more games on Android, ah, like fully, and full games. It's like maddening and stuff like that and it's fully functional. The screens are bigger and, ah, but it messes up a lot more.

Interviewer: What's your favorite app on your Smartphone right now and why do you use it?

Participant 42: Um, I think Twitter just because it's, um, it's like informational for me. So, I get all my news. Um, plus it's kind of social at the same time, so.

Interviewer: Do you use it to save time, be more efficient or for entertainment benefits?

Participant 42: Um, I would say it for, more for entertainment.

Participant 43: For [unintelligible – 00:19:08]. Just time between classes. It's a way to pass the time and stuff like that basically.

Participant 44: Um, Google Chrome, ah, this new like internet app or whatever it's like. It's better than the Safari one that's already on there.

Interviewer: And why do you use it?

Participant 44: It's way more slick, way easier to use, much more convenient than, Safari is just, you press every button before you got on Safari. And then Google Chrome is like swipe, go, swipe and go.

Participant 45: Ah, um, I don't know, um, I use like Safari and like, I use it, I use my phone a lot for emails. Um, but those aren't really apps. Um, they come on it. I also use like Kindle on my phone to read books on it.

Interviewer: And what made you, what do you use that for?

Participant 45: Entertainment.

Participant 46: Ah, Spotify. It's like a music app just because I nonstop listen to music.

Participant 47: Um, probably Angry, Angry Birds Space because it's a nice way to pass time. And since it doesn't need a Wi-Fi connection, I can use it in buildings that I can't get Wi-Fi.

Participant 48: Um, I, I don't know a favorite but I, what I use the most is the, um, the Chinese Twitter app which called Weibo. And it's really big in Mandarin speaking countries, areas.

Interviewer: That's actually the next question. Which app do you use the most?

Participant 42: I would say probably Twitter or Google Chrome.

Participant 43: On my phone, Fruit Ninja.

Participant 44: Um, this thing called Song Sense. It's kind of like a, the other Pandora.

Interviewer: And why, why did you download that app?

Participant 44: Because Pandora has too many advertisements and it pisses me off every second. It's an advertisement, it would skip a song, advertisement. Song Sense it's just no advertisements. It's just songs and playlists of everything.

Participant 45: Um, I probably use Facebook the most on my phone.

Participant 46: Spotify.

Participant 47: That would be Angry Birds again but I also have the Virtual Wallet for my bank so I like to check back in to make sure like my bank is okay.

Participant 48: The Weibo and Catch the Bus, because I need to check bus schedule.

Interviewer: How long does it take you to get the hang of a new app?

Participant 42: Three to five minutes.

Participant 43: Um, yeah.

Participant 44: Hm-hmm [affirmative].

Participant 45: Yeah, I'm pretty fast.

Participant 46: I'm fast.

Interviewer: Do you delete an app if it's too complicated or doesn't work?

Participant 42: Yes.

Participant 43: Yeah.

Participant 45: Yeah, if I don't like it too.

Participant 46: Yeah, so a problem I've had with Android a lot of the apps slow down the phone like Google Music, you can transfer all your files on your phone on the go and it just slowed down your whole system.

Interviewer: How much time are you willing to spend learning the tricks of an app?

Participant 44: Usually it depends on what type of app it is. If it's going to be useful to your classes or, you know, taking notes and things, I mean I'm pretty sure I'm going sit down and try to get through it. But if it's like a game or something I'm, I'm losing every time, I'm going to delete it.

Participant 45: Basically the same thing.

Participant 42: Yeah.

Participant 43: Yeah.

Participant 44: Yeah.

Interviewer: How do you decide which apps you actually download and keep?

Participant 43: Um, it's how much time do I play it. Basically how, how much time I use it. Like if I don't really use it and it's taking up space, I'll delete it. But if I use it like every day, then I'll definitely keep it.

Participant 42: Yeah, I'll probably keep it if I use it every day.

Participant 44: If it's been sitting on my phone for more than a week and I haven't use it, I'm probably going to delete it.

Participant 45: The same, usage.

Participant 46: Yeah, ah, usage.

Participant 47: Exactly what everyone said.

Interviewer: Okay. If there are multiple apps with the same functionality, how do you choose between them?

Participant 43: Um, basically, if like all my friends have the same app, I'll do the same app as them so we can all like play together. Like, there's like variations of Words With Friends, there's like different kinds, Hanging With Friends, Words With Friends. Whatever one like all my friends have I get the same ones so we can all like play together basically.

Interviewer: How about the rest of you?

Participant 47: I usually don't pick apps based on like what I want them to do. It's usually someone says get this game so we can play and then I get that. I don't go looking for an app that does something.

Participant 44: I literally have two apps on my phone right now. It's only a week old. So, I mean I have Pandora which I hate and I have Spotify which I love. So, I'm not a gamer, so.

Participant 46: Um, if there's multiple apps with the same thing, I'd do the same the purpose, ah, to kind of see, look at like, ah, look at, when you go on and look at the description, see what the description says, look at like the interface of it by looking at the pictures. I look at ratings, etcetera.

Interviewer: What makes an app stand out in your opinion?

Participant 44: How fast it is. If it's, if it's better on 3G coverage like on campus, you know, it's impossible to run Pandora or impossible to run, you know, internet based apps. Like if you're at home on Wi-Fi and it runs pretty fast, I mean, it works out. But if you're on campus, you know. The faster the better.

Participant 42: Yeah, I'd probably say the same thing.

Participant 43: Yeah, I'll agree.

Participant 45: Ah, how convenient it is. Like, ah, I'm in Fantasy Football and I have a Fantasy Football app. So, anytime I need to make a change or do anything to my team, it's right in my hand.

Participant 48: How convenient and how useful.

Participant 47: Yes, how useful.

Interviewer: What's the smartest app on your phone? The dumbest app on your phone? And the weirdest app on your phone? And why did you download them?

Participant 44: So, I think a, a good one is, ah, the Red Box scan, no, it's not Red Box scan. It's, ah, so you take a picture of a, a bar code and it shows you how much it is in different stores. Um, I think that's a pretty tight one.

Interviewer: And what made you download that app?

Participant 44: Um, I was in the store one day and, you know, I was about to buy a TV and, you know, I put it up on a thing. And it was almost \$200 less than on this store, you know. Might as well go get it there. That worked out for me.

Participant 43: What's that called?

Participant 44: It's called, ah, it's called Scan. It's like Red Laser Scan or something like that, I'm not sure. That's a good one. I think the weirdest one I have is called Ways.

Participant 45: I have that.

Participant 44: Yeah, Ways. It pops. It gives you like a little avatar and you pop up on the screen if everyone was around you and stuff. And it's kind of like a, you can, I guess you can put reports, police reports and on traffic jams, things like that. It's kind of weird but I mean, everyone pops up in one area. Say you're driving by a person by the street because it's constant. It's pretty, pretty funny.

Interviewer: And what made you download that?

Participant 44: Ah, a friend of mine told me. It was like yeah, you should probably get this, you know. If I see you on the street when I drive past. I was like whatever, man. It was cool.

Participant 43: What were the descriptions?

Interviewer: Smartest, dumbest and weirdest.

Participant 43: Well, I don't really have any apps on my Android. So, the smartest one would probably be the Advanced Task Killer which I got because my phone kept freezing all the time. So, it just like killed extra apps that I'm not using in the

moment. Um, the dumbest would probably be the Voice Dialer because it never works. Like, like you're supposed to like in theory, you're supposed to like say someone's name from your contact list and it will automatically dial but it just never, never works.

Interviewer: And why did you download it?

Participant 43: Oh, I thought it'd be cool to try out. Um, and dumbest, weirdest, right?

Interviewer: Hm-hmm [affirmative].

Participant 43: I don't really think I have any weird. I, I have like no weird apps on my phone. It's just actually forward stuff.

Participant 42: I think the smartest app I have is, um, Real Recipes. It's just like recipes for cooking and stuff. And them, um.

Interviewer: And what made you download it?

Participant 42: Um, because I wanted to start cooking and I really haven't ever cooked before. So, um, I feel like it helps me a lot. And, um, I feel like the dumbest and the weirdest app I have is I'd Cap That which is basically just like an app that like if you upload a picture and then it, um, pops up with like a random caption for it. So, it's kind of funny.

Interviewer: And what made you download that one?

Participant 42: Um, well my, um, one of my friends had it and she really liked it and it was hilarious. So, I figured I'd download it.

Participant 45: Um, I'd say my smartest is, ah, Pages which is basically a word, like you just type Word documents up.

Interviewer: And why did you download it?

Participant 45: Um, I thought I might take notes on my, ah, phone. Actually, I, I downloaded it on my iPad and I got it switched over here. So, I mean I use it with my iPad on occasion but, um, so I use it for class kind of. Um, my dumbest is this thing called Songify. Ah, basically you say something and it turns into a song.

Interviewer: And then why did you download it?

Participant 45: Ah, one of my roommates downloaded it on my phone. So, I didn't even, um.

Participant 44: You can get an auto tune on there.

Participant 45: Yeah. And, um, the dumbest one is this thing called SimSimi. It's like, I don't know, you can talk to this little, you talk to this little, I don't, I don't even know

what it is. It's this little thing. And I got it because somebody told me to get it one day and I should delete it. I just haven't gotten to it.

Participant 46: Ah, the smartest one is probably Citizens Bank because I do a lot of transfers and stuff like that with my banking. So, it's really fast to do it at hand. The weirdest is probably Stumble Upon because there's just like a lot of weird stuff that pops up.

Interviewer: And why did you download that app?

Participant 46: Ah, well just because I liked half the stuff, like comedy and stuff like that. Like that stuff was cool. And then I liked like nature or like science and then weird stuff just started popping up.

Participant 47: Um, I guess the smartest would be the Virtual Wallet for P&C. And the dumbest is probably the Portuguese Word of the Day because I haven't learned anything from it and I never check it and I'm not getting anything out of it.

Interviewer: And what made you download that app?

Participant 47: Um, my boyfriend is Portuguese so I was like trying to learn it but it didn't actually work out.

Participant 48: Um, my smartest is a dictionary. Um, I, she has Portuguese and I have Chinese and English dictionary. I use it a lot because it's helpful. And I also have other like French, um, Spanish because I travel to Europe this past summer. And they're just really basic dictionary but they have over like everyday conversation or ordering a meal or something. And my dumbest is the app called DKNYFX because I did an internship for DKNY marketing in China and they developed this weird app. You use this app and we have to download it to try it. So, that's the dumbest. And the weirdest maybe is the, um, it's called Voxer. It's a walkie talkie app and I kind of never use it because I know, know of a friend has it.

Interviewer: What apps do you or would you pay for?

Participant 43: I've never even paid for an app.

Participant 45: I paid for Angry Birds.

Interviewer: What made you pay for it?

Participant 45: Um, well I beat the light version really fast and it was a good way to pass time so.

Participant 47: The same thing, Angry Birds is the only thing I've paid for.

Participant 46: I've never paid for anything.

Interviewer: And you wouldn't pay for anything?

Participant 46: Ah, probably not.

Participant 48: My friend download some games and they cost money and she asked me “I really want to play this game and can you spend like \$.09 for the app?” I said okay.

Participant 44: I bought this little game called Pocket God way back when. And it still works so.

Interviewer: And what made you buy it?

Participant 44: It was just fun at the moment, you know. After that I was like I’m not spending \$.99 on any more games. It’s worthless.

Interviewer: If you were to buy an app, would you expect to see advertisements at all?

Participant 44: No.

Participant 42: No.

Interviewer: Is there any point where advertisements on an app, ah, would get to be so bothersome that you would actually spend money to buy a different version of the app?

Participant 47: Probably no.

Participant 42: No.

Participant 44: No.

Participant 45: No.

Participant 46: No.

Participant 47: No.

Participant 48: No.

Interviewer: Do you pay attention to advertisements that pop up in the apps?

Participant 42: Not usually.

Participant 43: No.

Participant 45: No, they just an exuberant amount.

Participant 46: Well, some of them are just ridiculous. Some of them are just kind of funny.

Participant 47: Almost not.

Interviewer: What do you do if an application on your phone stops working or slows down?

Participant 44: Delete.

Participant 42: I would delete it.

Participant 43: Delete or kill it.

Interviewer: Do you reload after deleting?

Participant 44: I mean, if it's a useful app and it just dies or kills itself, I mean, I would probably reload it but.

Participant 45: I'd check to see if there's an update for it and then, and if not, get rid of it.

Participant 46: Yeah, I'd check for the update and then kill it.

Participant 48: Yeah, I'd try for the update.

Interviewer: Do you have multiple mobile devices, cell phone, tablet, laptop?

Participant 44: Hm-hmm [affirmative].

Participant 48: Yes.

Participant 45: All three.

Participant 43: I have a laptop.

Participant 46: Two laptops.

Interviewer: Do you sync the devices?

Participant 45: Hm-hmm [affirmative].

Interviewer: Do you use all the devices in the same way or do you have different purposes for each device?

Participant 45: I feel, I kind of feel like a tablet's kind of in between the both of them but I definitely use my phone different than I use my computer.

Interviewer: How so?

Participant 45: For like texting, calling. Ah, where a computer I just use more for like doing work on it and like watching movies or something.

Interviewer: Does your phone replace or add to your computer time?

Participant 43: I feel like my phone replaces my computer time when I'm outside. When I'm home I use my computer more than I use my phone. That's about how it is.

Participant 42: Yeah, I'm the same way.

Participant 44: Same.

Participant 48: The same.

Participant 46: Yeah, I feel like it replaces it because if I'm just not using a computer, I'm on my phone.

Participant 47: I don't think it really affected my computer time.

Interviewer: Okay. What is the downside to having a Smartphone?

Participant 43: You don't pay attention as much in class. I feel like I'm always checking my phone for the time or text, read text messages. I probably should be focusing more on some of the work.

Participant 42: Yeah, I'm the same way.

Participant 45: I've started to try to put my phone away, like just tuck it away during class.

Participant 46: Ah, just attachment, we can't be disconnected from it anymore.

Participant 44: I always think if someone called you, you thought your phone went off but it didn't.

Participant 48: Um, I, I don't use, I don't look at my phone in the class. But I, I do look at the phone much more than before I have the Smartphone.

Interviewer: Do you have any concerns about sharing information with applications? So, if an app is asking you for your name and your email, are you still going to download it?

Participant 44: I would usually put a, if it's a, if it's really going to check to see if it's real, then I'll put really possibly. But I really don't put my information out there.

Participant 42: Yeah, I usually don't either.

Participant 44: If they ask for my location services, I don't turn that on. Like to pinpoint where I am every, every day. Like it's no, it's not going to happen.

Participant 45: If they ask for an email, I normally give like my junk email to them.

Participant 46: Yeah, I have a junk email.

Participant 48: Yeah, I still don't [unintelligible – 00:34:59].

Participant 43: As long as it's just your email address, I don't mind giving that but I wouldn't give out other information.

Interviewer: What advice would you give to someone who is considering buying their first smart phone?

Participant 43: Don't get Android.

Participant 42: Get an iPhone.

Participant 44: It's a good phone, definitely.

Participant 45: Very useful.

Participant 46: Get the Samsung Galaxy.

Participant 48: I would say iPhone's not bad but I don't know the others. So, it's your choice.

Interviewer: Okay. Do you have any other comments or concerns about Smartphones and applications? Thank you so much for taking the time to talk with me today.

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