

Quick Research Project 1: Cell Phone Use

*Observation*

1. I went to grocery store and observed adults using cellphones.
2. Table 1 below provides a summary of my observations

		Frequency	Total
<b>MALES using cellphone (2)</b>	Talk	1	2
	Text		
	Other	1	
<b>FEMALES using cellphone (1)</b>	Talk		1
	Text	1	
	Other		

3. Searching for patterns based on these observations, I notice people seem to talk less on their phones at night than during the day. Also, it did surprise me that one male was talking on the phone and one female was texting. I would have expected the female to be the one talking.
4. When I compare my observations with the others in my group, I notice that females tended to talk and use their cellphones more than the males. We did a good job of observing at different times of the day and different days of the week to get a wide range of data; however, regarding internal validity, our selection may be bias considering we observed more women than men. Given the location, external validity could have also been affected if the participants knew they were being observed and changed their behavior.

*Survey*

1. I administered the survey to 6 adults asking them about how they use their cellphones.
2. Table 2 summarizes the data I found

	Percentage
Male	3/6 = 50%
Female	3/6 = 50%

**Total**

	Percentage
Send or receive email	5/6 = 83%
Send or receive text messages	6/6 = 100%
Take a picture	6/6 = 100%
Play music	3/6 = 50%

Download a software application or “app”	5/6 = 83%
Record a video	2/6 = 33%
Play a game	3/6 = 50%
Access the internet	5/6 = 83%

**Males**

	Percentage
Send or receive email	2/3 = 67%
Send or receive text messages	3/3 = 100%
Take a picture	3/3 = 100%
Play music	2/3 = 67%
Download a software application or “app”	2/3 = 67%
Record a video	1/3 = 33%
Play a game	2/3 = 67%
Access the internet	2/3 = 67%

**Females**

	Percentage
Send or receive email	3/3 = 100%
Send or receive text messages	3/3 = 100%
Take a picture	3/3 = 100%
Play music	1/3 = 33%
Download a software application or “app”	3/3 = 100%
Record a video	1/3 = 33%
Play a game	1/3 = 33%

3. Searching for patterns based on these observations, I noticed more than half of the participants used all the features except exactly half play music and play games. Also, emailing and text messaging are popular in both genders and are probably a daily occurrence for most people.
4. When I compare my survey data with the others in my group, I notice how often both males and females use their cellphones for multiple uses. They are not just used to talk anymore. In every single category across the board, we had at least half using every feature. In addition, almost everyone had 100% for text messaging and emailing. This leads me to the conclusion that staying in contact with others is a priority. I know Brian and I had an even split of females versus males, which aids in the accuracy of the data giving a large scale picture of the use of cellphones. Similarly to the observation in the grocery store, external validity could have been affected because these participants knew they were being surveyed, therefore, they may have answered differently knowing their results were being looked at.

*Reflection*

1. Regarding the number of people on their cellphones, I can say that most people do not use their cellphones when grocery shopping, but when used texting is more popular than verbal communication.

2. Regarding how adults use their phones, my data indicates text messaging and emailing are used by almost all adults and all the other applications and tool are used frequently as well in both genders. The popular use of text messaging and emailing was emphasized by both articles I critiqued, which included adults and teenagers. Non-voice applications are being increasingly used over voice. How does this affect our socialization?
3. Analyzing by how gender is related to the frequency and kind of cellphone use, my data indicates that based on the number of women observed, they seem to talk more and use their cellphones more often than men. The men that did use their phones used all features, but mainly text or other. In “Text messaging explodes as teens embrace it as the centerpiece of their communication strategies with friends”, these results are reflected with teenage girls.
4. If I had the chance to follow-up with further observations or surveys, I would ask how often people used each feature in a week, if they use the features more for professional or social purposes, the age group and ethnicity of each person, and I would expand the sample size for more accurate data.
5. Additional thoughts I have on this inquiry and data beyond the given Plug & Play Structure include information on what age it is appropriate for kids to have a cellphone. I would like to know how adults use their phones to connect professionally. I am also interested in implementing the observation in different locations. I feel the lack of cellphone use in the grocery store may be a result of needing both hands to gather items or wanting to get in and get out of the store as society is increasingly in a hurry. Also, similar to the articles I read, using a random sample would give a better idea of American’s and their cell phone use versus emailing people we know.