

Q-Research 1 Report

Observation

I went to Southland Mall on a Tuesday afternoon and observed 6 adults using cell phones. Table 1 below provides a summary of my observations. Searching for patterns based on these observations, I notice that both males and females use their cell phones equally. However, according to my observations, females use their cell phones more to text than males do and males talk on the phone more often. As I sat on a bench in the mall corridor, I noticed that all 6 of the adults on cell phones were using them while walking down the corridor or as soon as they walked out of a store and into a corridor. From where I was seated, I did not notice any adults in the actual stores using cell phones.

When I compare my observations with the others in my group, I notice that the males that were using their cell phones in public were more likely to be talking on their phone than text messaging or accomplishing another task. This correlates with the observations that I made. Among the 6 males that my group collectively observed using their cell phones, only 1 was text messaging and 1 was using the Internet, opposed to the other 4 who were talking on their phones. On the other hand, most of the females that my group observed were doing a variety of tasks with their phones including talking, text messaging, and taking pictures. Out of the 11 females that we collectively observed using their cell phones, 5 were talking, 5 were text messaging, and 1 was taking a photo. Overall, according to my group's observations, females are more likely to use their cell phones in public for a variety of purposes while males use their cell phones less often in public and when they do it is mainly for talking.

Table 1

Observer: Abbie Bucska

Location: Southland Mall

Total		Frequency
3 MALES using cell phone	Talk	2
	Text	1
	Other	0
3 FEMALES using cell phone	Talk	1
	Text	2
	Other	0

Survey

I administered the survey to 6 adults asking them about how they use their cell phones. Table 2 summarizes the data that I found. Searching for patterns based on my survey, I can say that males use more features on their cell phones than females do. The only feature that all users that I surveyed use is sending and receiving text messages. According to my survey, males are especially more likely to play music, record a video, and play a game than females are. This may be because females use their phones as more of a social tool by talking on the phone or text messaging, while males use their phones more for entertainment.

When I compare my survey data with the others in my group, I notice that overall, the majority of people use their cell phones to send or receive text messages.

This was true in both my own observations and overall within my group. Out of the 10 females surveyed, all 10 send or receive text messages and out of the 11 males surveyed, 9 send or receive text messages. Furthermore my own individual results were supported by my group as males play music, record videos, and play games more than females do. According to my group's collective survey, males also are more likely to access the Internet, send or receive email, and download an application than females. This supports my belief that females use their phones as more of a social tool, while males use their phones more for entertainment.

Table 2

	Percentage
Male	33%
Female	67%

Total

	Percentage
Send or receive email	83%
Send or receive text messages	100%
Take a picture	83%
Play music	67%
Download a software application or "app"	83%
Record a video	17%
Play a game	50%
Access the internet	83%

Males

	Percentage
Send or receive email	100%
Send or receive text messages	100%
Take a picture	100%
Play music	100%
Download a software application or "app"	100%
Record a video	50%
Play a game	100%
Access the internet	100%

Females

	Percentage
Send or receive email	75%
Send or receive text messages	100%
Take a picture	75%
Play music	50%
Download a software application or "app"	75%
Record a video	0%
Play a game	25%
Access the internet	75%

Reflection

Regarding the number of people on their cell phones in public, I can say 60% of adults at the mall were on their cell phones while walking down the corridor on a Tuesday afternoon. Most of these adults were in their 20s or 30s. Collectively as a group, about 40% of adults were using their cell phones in public at the mall and grocery store. It was noted that more adults were observed in a shopping mall corridor on their cell phone than adults at a local grocery store. Therefore, I infer that with the bigger sample size taken into account, it is more realistic to say that 40% of adults use their cell phones in public at a given place.

In regards to how adults use their cell phones, my data indicates that there were an equal number of males and females using their phones, however females were text messaging more often while males were talking more often. However, with a bigger sample size when collaborating with my group, the females using their cell phones in public was almost double the amount of males that used their cell phones in public. According to my survey, text messaging is the most popular use for a cell phone for both males and females. However, talking on the phone was not a choice on the survey, but it is assumed that 100% of adults use their cell phones to talk on from time to time. Therefore, talking would most likely take

over as the most popular use for a cell phone. In regards to the other uses, males used their phones more for playing music, recording videos, and playing games than females did.

Analyzing by how gender is related to the frequency and kind of cell phone use, females use their cell phones more for social interactions like talking and text messaging, where males tend to use their cell phones more for entertainment like playing games, playing music, downloading applications, and recording videos. In terms of text messaging versus talking, according to my group's surveys, males tend to talk on the phone 4 times more than they send or receive text messages while females do both equally.

If I had the chance to follow-up with further observations or surveys, I would ask how often each adult uses each feature. Therefore, I would be able to further assess how much time males and females spend using the different features on their phones. This may greatly influence the study as, for example, more males play games on their cell phones than females, however what if the males only play once a month where the females who do play, play multiple times a day? Also, I would be curious to ask adults if they needed to use their phones, if it was for entertainment, or if they were just doing it to "kill the time". This stems from the research of Elise, my group member, and the study that she found during our Week 3 Literature Reviews (Gahran, 2011). This further questioning could influence our view and give us more specifics on how males and females use their cell phones.

Overall, the results of this study do not surprise me. Generally, when I consider the adults that I know, the females use their phones for text messaging and talking much more than the males do and the males are much more likely to play games, listen to music, and record videos than the females are. That being said, females tend to use their cell phones for their sole purpose of communication while males use their phones more as computers and entertainment centers.

References

Gahran, Amy. (August 16, 2011). "How Americans really use cell phones". CNN Tech. Retrieved from http://articles.cnn.com/2011-08-16/tech/pew.cell.phone.report.gahran_1_cell-phones-cell-phone-subscribers-smartphones?_s=PM:TECH