

Differences in social networking via Smartphones and Pc's

Understanding why and how young people use smartphones for social networking purposes in comparison with Pc's.



Master Thesis Media and Journalism

Media, Culture and Society

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CHAPTER OUTLINE

The chapter Outline illustrates a plan of the thesis structure as anticipated.

Chapter 1: Introduction:

- Introduction to Smartphones
- Social and scientific relevance
- Purpose of study
- Approach to the subject of study

Chapter 2: Uses and Gratification Theory (U&G)

- Definition and applicability of U&G theory
- Social and scientific relevance of U&G theory
- Brief history of U&G theory
- Criticisms and limitations of U&G theory
- Previous research of U&G

Chapter 3: Methodology

- Research question & sub-questions
- Research design & Rationale-
- Participatory Observation
- Semi-structured online Interviews
- Online survey Interview

Chapter 4: Results & Discussion

- Results (Data Analysis) - participatory observation, semi-structured online Interviews, Online survey
- Discussion & Analysis of results- Participatory observation, semi-structured online interviews, online survey interview.
- Answering research question and sub-questions

Chapter 5: Conclusion

- Overall Discussion
- Conclusion

Appendixes: Appendix A- Online interview data. (Interview transcripts)

Appendix B- Online survey data

References

INTRODUCTION

New media studies is an established area of work and there has been much critical debate surrounding the impact new media such as 'new technology' has on the everyday lives of its users, in terms of its 'usability and credibility' which are often widely discussed by many academics, authors and critics, determining whether the new medium is suitable or un-suitable for the user due to its capability. According to Backer (2010, p.24) "...technology changes so rapidly that it is important to maintain awareness and knowledge".

New media demonstrates the emergence of a new technology that is modern but yet a contemporary phenomenon which has enhanced our current ways of communicating. In addition Sarker and Wells (2003, p.39) accentuate: "Interestingly, users of mobile devices experienced a simultaneous sense of freedom from being bound to their desks with a tethered device ...". This is where users can now for example when using a smartphone, have 'on demand' access to content anywhere at any time, enabling them to keep in touch with for example friends on a social networking site 'whilst on the go'. The purpose of this study is to examine the differences in social networking via a smartphone and PC, in particular 'why and how young people are using smartphones for social networking in comparison with PC's'.

This 'cyberspace' environment is considered by young people to be a physical and social space where they can interconnect with other people, produce and receive information. Nevertheless according to Biocca (2000) since the beginning of the internet, several environments have been created such as social networking sites to enable people to communicate with each other and interact in an online environment.

Biocca (2000) establishes that there are 'trends' in the evolution of new media and due to 'New media technology 'an information environment is emerging', where diverse mediums support the internet, as Biocca (2000, p.23) argues: "*There is no single computer medium, rather there is a family of intelligent information technologies*". The internet is a global network which is defined by Biocca as a 'space, a superhighway, a library,' etc. one of which is promptly expanding, signifying that the access point is usually a Pc with a modem, however using the Pc as a port to cyberspace is changing as new media technology emerges.

The Smartphone as 'Mobile media'

Although the mobile phone has been widely used for recent decades, smartphone has been introduced to the industry as 'the new modern mobile device'. It has been acknowledged that a Smartphone is a mobile phone which is highly leveraged for digital information needs, beyond calls and sms; it has more advantages for users than a traditional mobile phone in terms of capacity and according to Allen et al., (2010, P.3) "*Increasingly, people are using their phones for more than phone calls: web browsing and the use of other mobile applications are growing.*"

Schwanecke, et al., (2007, P.1) define the 'popularity' of smartphones due to consumerism and usage, in comparison to other hand- held devices, by emphasizing: "*The sale of smartphones is the fastest growing segment in the handset market*". In addition according to White (2010, p.242) "*The launch of the Apple iPhone in 2007 created a new technology channel overnight. When iPhone 4 went on sale in June 2010 the company took 600,000 orders in a single day*". It can therefore be acknowledged that due its popularity studying smartphones has an increasing importance. Smartphones may be thought of as 'hand

held' or 'pocket size' computers, due to the features and applications it provides the user with such as, Wifi internet connection, applications to communicate online, i.e. social networking. The smartphone contains numerous features such as the Touch screen feature, GPS (Global positioning system, key pad for text, Camera, Bluetooth, etcetera. According to Backer (2010, p.24) with reference to the smartphone she states: *"They contain many features that computers hold, but offer convenience of size and mobility"*. In addition Allen, et al., (2010, p.1) signify that the smartphone is 'the new Pc' by accentuating that *"Many of the routine tasks we currently perform on a desktop or laptop, we will be able to accomplish on a smartphone"*. However Sellen and Murphy (2002) emphasize that the idea of mobile internet being viewed primarily as a mobile instantiation of what we already do on a desktop PC have encountered with miniature accomplishment.

Technological convergence from a mobile device perspective is defined as the interconnection between desk top based Pc's and other information and communication technologies, where information technologies originally operated as being largely independent from one another but are now emerging together. Smartphones have emerged as a product of technological convergence, where mobile handsets such as these have become much more than a phone, instead of just being used as a phone or organizer; it also facilitates the user with internet access i.e. enabling online communication and interaction with others; which suggests that perhaps this hand held device has the potential to be turned in to a 'mobile' computer. The smartphone being a separate or different technology from the usual PC in the 'physical' form, is considered however to provide new functionalities and efficiencies for the user, evolving towards performing similar tasks on a PC, such as enabling the user to 'browse' or 'surf' the web. In addition Allen, et al., (2010, P. 1) emphasize: *"The mobile phone is the new personal computer. The desktop computer is not going away, but the smartphone market is growing fast. Phones are being used as computers by more people and for more purposes"*.

The internet being a global system of interconnected computer networks can be accessed through different devices and various networks (Wifi, G3, G4, etc.). The smartphone has emerged with the ability to enable access to the internet but has converged in to a hand held device, enabling users to browse the web through touch screen interface, and read information through the process of skimming. Schwanecke, Zeitz and Dorner (2007, p.1) accentuate that through the technological convergence of feature phones and desk top based PC's, the smartphone product has emerged, defining smartphones as *"...full featured mobile phones with integrated functionality for personal computing ..."*. They signify that in comparison to traditional mobile phones the smartphone is *"Increasingly powerful"*, due to having faster speed, improved camera, video capabilities, and higher screen resolution. Indicating that: *"The sale of smartphones is the fastest growing segment in the handset market. Smartphones made the step from a niche product to a consumer product"*.

In accumulation Allen, et al., (2010, p.2) emphasize: *"Smartphones are still a small minority of mobile phones, but growth is strong and the numbers are particularly interesting when compared to computer sales"*. They accentuate that people in general are more inclined to consume Smartphones instead of feature mobile phones and Pc's, signifying that there is an increase in mobile usage and a 'trend' towards Smartphones.

Social and scientific relevance

In current scholarship there is a promptly growing presence of studies conducted on smartphones, however due to its popularity and diverse usage studying smartphones has become essential. Backer (2010,p.20) conducted research on assessing how students experience and use smartphones for social networking purposes on Facebook, defining Facebook as ‘the most popular form of social media’. Emphasizing: *“Facebook is a popular social networking website that allows people to communicate online and share and upload material such as photos, videos and stories”*. In addition Backer (2010, p.19) defines smartphones and Facebook as *“two modern tools”* which are promptly increasing in popularity concerning the motivations and enjoyment of students. In addition Backer accentuates that smartphones are increasing in applications where users are able to use for example, the Facebook application provided by their smartphone to enable direct access to the social networking site. In addition Abdesslem and Henderson (2010, p.45) emphasize: *“More and more mobile social applications have become available to smartphone users, allowing them to share personal information with their social networks anywhere at anytime”*.

Furthermore Shields (2010) reported that Facebook has confirmed that more than 150 million people ‘actively’ use Facebook on their mobile device, also emphasizing that Facebook has issued a software application, making it easier for users to integrate Facebook in to their Apple apps, enabling users to link content from their iphone to their Facebook profile in order to share content with friends. Inevitably mobile applications are on a growing scale, assisting users with their daily life situations such as, fulfilling the need for leisure, entertainment, information and communication.

Backer accentuates that the smartphone and the social networking site Facebook have become beneficial for a vast majority of students who have experience with technology, indicating that the majority reported that they find the experience of using Facebook via a smartphone ‘very enjoyable’. However Backer (2010, p.28) indicates that it can be a challenging experience for some students using a smartphone for social networking on Facebook, as using new technology has proven to be difficult for some students where they were incapable of using the smartphone for social networking, signifying that not all of today’s youths are comfortable with technology and some do not have a Facebook account. As emphasized: *“Many of the students reported difficulty uploading images on to Facebook. Clearly, not all students grasp new technology easily...”* However Schwanecke, Zeitz and Dorner (2007, p.2) determine ‘user interaction’ with regards to how the user moves the smartphone in general and describes the enabled interaction as, *“...novel techniques for scrolling, zooming and rotating objects displayed on the smartphone”*.

Cui and Roto (2008, p.905) examined ‘how people use the web on mobile devices’ and they accentuate that accessing the web via smartphones are becoming more widespread and popular and is considered to be essential for web users and also an advantage, as accentuated: *“Mobile Web access is currently being hyped as the next big thing for both mobile devices and Web services .People are becoming reliant on the Web for their everyday life, and expanding its access from all devices, including the always carried mobile devices”*.

Agger (2011,p.119) on the other hand accentuates that the smartphone essentially alters the restrictions between public and private, day and night, -work and leisure, space and time, signifying that the smartphone has produced social change, as we are now online anytime and anywhere. He emphasizes: *“This starts with the young, who are inseparable from their phones, and has now spread to their parents. Smartphones use us, bending us to their compulsive rhythms and demanding our attention”*. Agger argues that youths are becoming too attached to their smartphones that they simply cannot function without it and will essentially grow up without being aware of the boundaries between public and private, labour and leisure, etcetera. In addition according to Rosen (2010) youths are ‘immersed’ with technology and

they are more inclined to access the web with a smartphone than on a Pc. Highlighting that youths being able to access the internet, no longer means that they have to be tied to a room, mainframe or desk top were all desk top based PC's and laptops are most commonly located, instead they can access the web via smartphone, as smartphones have the ability to enable wireless (Wifi connection) and mobile access to the internet. Rosen describes this experience as 'an opportunity no previous generation has enjoyed.' In addition accentuating that it is a 'commonplace' for young users and children to be accessing the web via mobile internet thus compared to adults.

However Cui and Roto (2008, p.905) indicate that there are limitations for the user when using a smartphone in comparison with a PC for web activity, signifying that "*Web use on a mobile device naturally has some similarities and some differences to web use on a desktop computer*". With regards to these 'differences' Sellen and Murphy (2002, p.3) emphasize: "...it may be that some kinds of web activities are appropriate for mobile internet devices, while others are inherently unsuited". Suggesting that mobile devices have their own unique limitations which they define as, "...small screen size and limited input mechanisms being the most obvious". Describing the wireless network capabilities as somewhat 'unsteady' and the small screen size provided by the smartphone as a limitation for the user. Sellen and Murphy (2002, p.1) establish that the smartphone has, "*the ability to do some of the web based tasks we usually do. But not all of them*". Indicating that the result of using a smartphone can be 'frustrating' for the user due to the constraints it provides.

Furthermore Sellen and Murphy signify that the implications of the smartphone distort what people use the web for in a desktop environment and the notion of 'surfing' or 'browsing' has been misrepresented, as for example, the small screen size provided by the smartphone for displaying information makes the activity of 'browsing' or 'surfing' the web unsuitable in a mobile context. Sellen and Murphy(2002, p.8) accentuate that due to the 'implications' of mobile internet and the limitation of the production features provided by the handset, "*Such claims can indicate that there has been little thought given in to what kind of web use they mean, and for what sorts of tasks*". They accentuate that some activities are unsuitable on mobile devices such as, i.e. particular browsing activities or information gathering which consist of scanning large sections of graphics and text. Sellen and Murphy (2002, p.8) argue: "*It is quite difficult to see how this could ever be done effectively without a large screen display and without drastically altering the nature of the task*". In addition proposing, that the activity of information gathering by mobile phone is, "...for the most part, entirely unsuitable for supporting on small screen devices in mobile settings".

On the other hand, according to Sellen and Murphy (2002, p.8) some web activities are also 'appropriate' on mobile devices, such as some browsing and finding activities which are easily supported and displayed through the small screen provided, as they emphasize: "*Like finding some of the information that users browsed through could be displayed with no difficulty on a small screen (e.g., jokes, still images, web cam shots, sports scores, weather and the like)*". They argue that the larger images are more suited on the PC, due to the larger screen display provided, however the small screen display is perhaps 'only suited' when the information sought is presented in a small format, i.e. local Weather updates, flight prices, selected images, phone numbers, directions, etc. In addition they argue that despite the small screen size and format it may well be valued by people who are on the move, assisting them in planning and organizing their daily lives. They argue that this may be a small set of functions which are valued by users i.e. to get easy access to the web 'whilst on the go' from their mobile phone. According to Sarker and

Wells (2003,p.40) having a mobile device which is readily available due to its size and mobility , ‘often’ encouraged and enabled users to communicate with others on a social networking site, where they can create and regenerate social ties. Nevertheless there may be consequences of using smartphones for social networking such as, having an impact on the user’s social behaviour, i.e. Constantly always being online perhaps to kill time and alleviate boredom (Diversion) or in order to disconnect themselves from the public, to appear pre-occupied as not to be disturbed (Social avoidance).

Purpose of study

In our developed world, we live in a time where information technology is vastly available and enables web based and mobile technologies to turn communication in to an interactive dialogue, such as when using social media which was created for social interaction and enhancing community cohesion. Studying social media use on smartphones is crucial, particularly using the smartphone for social networking purposes, as social networking sites were created to build and reflect on social relations among people, enabling them to communicate with each other online. Also due to the popularity of smartphones, understanding using this medium for social networking could enhance ideas for future mobile developers in understanding why and how young people are using smartphones for social networking purposes.

In relation to the concern of why and how young people are using smartphones for social networking in comparison with PC’s, according to Rosen (2010) young users are more inclined to use smartphones instead of PC’s to access the web in general, however the rise in smartphones has also driven to more mobile internet use. In addition Allen, et al., (2010, p.1) emphasize: *“The mobile phone is the new personal computer...Already there are more mobile phones than computers connected to the Internet”*. These claims are indeed the justification or purpose of this study, signifying that smart phones provide a broad range of features to suit the needs of online users and could be seen as a ‘positive’ contribution rather than a ‘disruption’ to the PC industry.

On the other hand Sarker and Wells (2003, p.35) argue that Manufacturers continue to produce Wireless handheld devices based on their conceptions of what the “generalized” Mobile user might value and desire. Accentuating that *“What appears to be missing, however, is a clear understanding of the motivations and circumstances surrounding mobile device use and adoption from the perspective of the consumers themselves”*.

Therefore studying the motivations, behaviours and experiences of youths, is paramount for understanding ‘why’ and ‘how’ young people are using smartphones for social networking in comparison with PC’s. One could possibly ask ‘why study young people?’ According to Livingstone (2002, p.3) *“Young people are a distinctive and significant cultural grouping in their own right – a sizeable market segment, a sub-culture even, and one which often ‘leads the way’ in the use of new media”*. Livingstone emphasizes that many media goods are targeted at and adopted by the youth market. In addition Biocca (2000, p.26) accentuates: *“The most social corners of the internet are populated mostly with young users”*. Which makes young people a relevant target audience for a research study of investigating media usage, also seen as there have been not many, but previous studies on smartphones and social networking, hopefully this research effort will result in to a meaningful addition to the media research field.

(1)Behaviour

This study aims to investigate in detail ‘how’ young people are using their smartphone for social networking purposes in comparison with PC’s. ‘How’ on the one hand as the ‘physical factor’ in relation to the user’s behaviour, i.e. ‘How frequently are young people inclined to use smartphones for social networking purposes in comparison with PC’s?’ and ‘Do young people prefer to use a smartphone rather than a PC for social networking purposes?’ In addition an investigation will be carried out as to whether a change in locality, i.e. at home and/ or outside of home has led to the user accessing social networking sites via mobile internet instead of from PC’s? According to Abdesslem and Henderson (2010) studying users behaviour is vital for understanding the mobile social behaviour of using smartphones.

(2)Motivations

In order to carry out an examination of the ‘why’ as the motivational factor, such as the reason behind ‘why’ young people use smartphones for social networking purposes in comparison with PC’s, an existing framework will be incorporated in to the study, one which has been established by Taylor et al., (2008) which is defined as a framework for understanding motivations and behaviours of users who access the web via mobile internet. They introduced ‘patterns of motivations’ consisting of; Awareness, Social Connection, Time management, Diversion, Curiosity and Social Avoidance. This framework will be applied when examining the motivations behind why and how young people use smartphones for social networking in comparison with Pc’s, as young people might be inclined to use their smartphone for any one of these motivational purposes. However the aim of this project is to determine for which motivational purposes exactly. They consist of: Awareness- the desire to keep one self-informed, Social connection- the aspiration to engage with existing friends and family online, Time management- the desire to support or organize an event, curiosity- To seek new friendship, Diversion- to kill time and alleviate boredom and Social Avoidance- to detach oneself from others, to appear pre-occupied as not to be disturbed.

(3) Experience

With regards to the ‘experience’ of young people using a smartphone for social networking purposes in comparison with PC’s the aim is to examine, which do young people find ‘most enjoyable’ social networking with a PC or with a smartphone? This will be investigated through an examination of how applications and features provided by smartphones facilitate and limit users when social networking, features which young people may find enjoyable or un-enjoyable for social networking, or even perhaps suitable or un-suitable for social networking.

Approach to the subject of study

The uses and gratification theory will be used to explore the above listed issues of smartphone usage for social networking. The uses and gratification theory is suitable and applicable for this research study due to the fact that this theory considers users as an ‘active audience’ and it takes on an audience centred approach which places a focus on ‘what people do with media’ . In relation to the proposed research study regarding why and how young people are using smartphones for social networking in comparison with PC’s , It can be acknowledged from previous research that users have adopted the smartphone in to their social networking lifestyle. According to Shao (2008, p.9) with reference to Katz et al., (1974) “ *The*

main objectives of U& G inquiry are to explain how people use the media, to gratify their needs; to understand motives for media behaviour; and to identify functions or consequences that follow from needs, motives and behaviour". Shao Signifies that from a U& G perspective it assumes that audiences have consciously chosen the medium that they feel could fulfil their needs, however being able to recognize the reason for making that choice is fundamental.

with an aim to examine whether gratifications are achieved from using smartphones for social networking in comparison with PC's, The U&G perspective will be applied to this study as it is considered to be one of the most appropriate perspectives to be taken in to consideration, when examining how individuals use the media, in this case, how and why young people use smartphones for social networking in comparison with PC's.

Obtaining knowledge on the uses and gratifications of social networking with smartphones in comparison with PC's is essential, therefore three research methods, consisting of quantitative and qualitative tools such as, (1) a participatory observation, (2) semi-structured online interviews and (3) an online survey were conducted in order to explore the differences of social networking via smartphones and PC's , in particular to obtain an understanding of why and how young people are social networking with smartphones in comparison with PC's.

Uses and Gratifications theory

Definition and Applicability of U&G to study

Katz et al., (1974) emphasize that the uses and gratifications theory places more of a focus on 'what people do with media' rather than 'what media does to people' such as the impact or influence the media has on the individual. Emphasizing that the uses and gratifications theory creates a notion that people are active, choose their own media use and get gratification from it. In addition according to Shao (2009, p.9) with reference to Katz et al., (1974) "*The main objectives of U & G inquiry are to explain how people use the media, to gratify their needs; to understand motives for media behaviour; and to identify functions or consequences that follow from needs, motives and behaviour*". Shao Signifies that from a U & G perspective it assumes that audiences have consciously chosen the medium that they feel could fulfil their needs, however being able to recognize the reason for making that choice is fundamental. According to Quan-Haase & Young (2010, p.351) "*One of the more successful theoretical frameworks from which to examine questions of "how" and "why" individuals use media to satisfy particular needs has been the uses and gratifications (U&G) theory*". Therefore the U & G theory is essential when examining why and how young people are using smartphones for social networking in comparison with Pc's. This comparative work will help determine the use of one type of social media, which is social networking, with an aim to explain why and how young people are concurrently employing both technologies such as, the pc and the smartphone for social networking purposes. Signifying that users have control over social networking and its use, making it important to examine the gratifications new media provides for its users such as, 'why do young people use a smartphone for social networking?' Perhaps young people seek out a different medium as it can provide the gratifications they are seeking. With an aim to explore, 'To what extent does the smartphone cater to the needs of users, derived from their motivations for social networking? As Quan-Haase and Young (2010, p.352 states: "...refer to those gratifications that audience members expect to obtain from a medium before they have actually come into contact with it".

In addition Shao (2009, p.9) with reference to Katz et al., (1974) emphasizes: "*The main objectives of U & G inquiry are to explain how people use the media to gratify their needs; to understand motives for media behaviour, and to identify functions or consequences for that follow from needs, motives and behaviour*".

With an aim to explore 'what gratifications have been met, I.e. does the production and design, such as, Applications, wireless internet, features, size, mobility etcetera, contribute to the needs of its users?' (I.e. Immediate access regardless of time and location, etcetera). According to Quan-Haase and Young (2010, p.352) "*Central to this theory is that obtained gratifications may differ from those sought and the resulting gap can predict the level of satisfaction/dissatisfaction that individuals experience from the usage of a particular medium*". In addition Luo (2002, p.34)

with regards to the U& G theory emphasizes: *“Basically, it focuses on the explanations for audience members’ motivations and associated behaviours”*.

The U&G theory will be applied with an aim to provide insights in to the behaviours and motivations of why and how young people are using smartphones for social networking in comparison with Pc’s, particularly an examination of why and how young people use the smartphone for social networking in order to gratify a need and for which motivational purposes will be explored, as there are various reasons which motivate users such as, for example; Diversion- to kill time and alleviate boredom, Curiosity- to seek new friendship by sending friend requests, Awareness- the desire to seek new information by browsing on the profile of other’s , social connection- the aspiration to engage with existing friends by sending and exchanging information, perhaps for the purpose of Social Avoidance- to appear pre-occupied in order to prevent a conversation from occurring and Time management- the desire to organize or support an event or cause. According to Quan-Haase and Young (2010, p.352) *“Most research in the U&G tradition has focused on obtained gratifications and has neglected to investigate motivations to start using a new medium”*. Therefore exploring the motivations of young people within this research study is essential.

The uses and gratifications theory will be applied with an aim to improve our understanding of which gratifications are obtained from social networking via a smartphone in comparison with a Pc. In addition already considering that young people are active and motivated is one which is signified as taking the right approach when applying the U&G theory, as Quan-Haase and Young (2010, p.351) emphasize: *“By conceiving of the audience as actively choosing and using media in response to specific needs, the foundations for examining gratifications obtained from the media are put in place”*.

However Since users approach the media with a variety of needs, according to Shao (2009, p.9) *“U&G is considered one of the most appropriate perspectives for investigating why audiences choose to deal with different media..”* Consequently the uses and gratifications theory is one which is fundamental for this study, as it is in the interest of this proposed study to investigate exactly what uses and gratifications are fulfilled with regards to why and how young people are social networking with smartphones in comparison with Pc’s.

In addition Katz et al., (1974) Signifies that media use is determined by the expectations of users, the expectations they have of what certain varieties of content have to offer, connecting specific needs with specific media gratifications. Furthermore accentuating that the goal directedness of audience members, such as how individuals choose and use the media to gratify their own needs is what categorizes and differentiates the uses and gratifications theory from earlier communication theories, as the audience is assumed as not only active, but discerning and motivated in their media use.

In addition Ruggiero (2000) signifies that Mass audiences have somewhat control over the medium; they are responsible for ‘choosing’ and ‘using’ media to meet their own personal needs and the individual media user is able, through newer technologies, to choose from a large selection of media and are typically seeking it in order to ‘gratify’ a need.

Social and Scientific relevance of U&G Theory

According to Ruggiero (2000, p.1) *“uses and gratifications has always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet”*. Ruggiero (2000, p.19) argues that despite the uses and gratification theory being used in previous research, *“Thus U&G continues to be exceedingly useful in explaining audience activity when individuals are most active in consciously making use of media for intended purposes”*.

In addition Ruggiero (2000, p.26) with reference to Lin (1998) enthusiastically claims that, *“U&G is still touted as one of the most influential theories in the field of communication research”*. Arguing that as new Communication technologies materialize, the range of possible topics for Uses and gratifications research also multiplies. Ruggiero (2000,p.14) claims; *“As new technologies present people with more and more media choices, motivation and satisfaction become even more crucial components of audience analysis”*.

Furthermore most theories in relation to media, signifies the effects media has on the individual, however the U&G is a theory which will be applied in order to explain why and how young people use smartphones for social networking to suit their own needs and gratifications and whether these gratifications are met is open for inquiry. As Quan-Haase and Young (2010, p.351) accentuates: *“Focusing on social media is important because we need to understand what motivates users to switch from one tool to another”*. They indicate that the use of various tools suggests that each one fulfills a need, making U&G research fundamental.

Luo (2002, p.34) on the other hand accentuates that the majority of uses and gratifications research has been concerned with traditional media such as Radio and TV, emphasizing: *“However, only several researchers have explored uses and gratifications (U&G) applications in the internet context”*. Consequently the Uses and Gratifications is indeed a widely studied theory, in which Chasse (2008, p.2) states: *“has gone through constant development, as some of the best-known communication and media scholars have actively pursued a deeper understanding of human interaction with mass media”*.

According to Quan-Haase & Young (2010, p.350) *“Users have adopted a wide range of digital technologies into their communication repertoire”*. They explore the uses and gratifications of social media, examining why young people integrate different forms of social media on the basis of the gratifications those media fulfill such as; Facebook and Instant Messaging (IM) through conducting a comparative study which examines the gratifications obtained from Facebook with those of instant messaging. The aim of their investigation was to find out why users adopt multiple forms of communication and to distinguish what type of need each of these media fulfill. They define their comparative study as one which is significant by stating; *“This comparison between media allows one to draw conclusions about how different social media fulfill user needs”*. They accentuate that many gratifications are obtained from using Facebook

such as; 'to pastime, for affection, fashion, in order to share problems, sociability and social information'. However results indicated through comparative analysis that Facebook is about having fun and being aware of social activities taking place on one's social network, whereas instant messaging is geared more towards maintaining relationships and development. Nonetheless Quan-Haase and Young (2010, p.351) indicate: "*The comparison between Facebook and IM showed that the gratification structure of the two tools was similar, with both serving as a means to stay in touch with contacts...*"

In addition John Raacke and Jennifer Raacke (2008, p.170) emphasize that "*The uses and gratifications theory is concerned with how individuals use the media*". The authors apply the uses and gratifications theory to explore social networking sites such as My space and Facebook which they describe as 'friend networking sites,' and discuss its 'uses and gratifications' where users are interacting with these sites and according to Raacke (2008,p.169) gratifications are obtained such as: "*keeping in touch with friends*". They suggest that these social networking sites are proposed to cater for the social needs of college students and applying the uses and gratifications theory is described as 'one way' to investigate the needs individuals are meeting in relation to using social networking sites, for example: to keep in touch with current friends or to make new friends, users are meeting a need by using the site, and that 'need' as John Raacke and Jennifer Raacke (2008,p.174) accentuate is, "*to feel connected*".

Shao (2009) on the other hand applies a uses and gratification perspective to understanding the appeal of user-generated content, when examining how and why people use user-generated media (UGM) and what makes UGM appealing to users through a uses and gratification perspective. Shao (2009, p.18) emphasizes that different uses are driven by different motivations, he argues: "*...individuals make use of UGM in different ways for different purposes*". Where people are motivated to produce their own user-generated content with the need for 'self-expression' which Shao (2009, p.14) defines as 'a personal expression', one which he argues: "*...refers to one's own identity, especially one's own individuality*". He accentuates that 'self-expression' can be achieved through various online behaviours such as blogging and video casting, which signifies who one is and what one does. Shao (2009, p.18) with reference to Trepte (2005) defines 'self-actualization' as: "*Working on one's own identity and reflecting on one's own personality*". In other words 'seeking recognition' which he emphasizes is the main motivation for producing user-generated content, however people who consume the content do so for information and entertainment purposes and participate for the purpose of enhancing 'social connections' and 'virtual communities' with a desire to engage with existing users and exchange information. Furthermore with regards to UGM producing, Shao emphasizes that the gratifications obtained from people who publish their own content on these sites is the satisfaction of the site enabling self-expression and self-actualization.

Luo (2002, p.34) explores various online consumer behaviours such as attitude towards the web, web usage and satisfaction. However as emphasized: "*Particularly, web usage and satisfaction are explored as the consequences of attitude towards the web...*" In addition Luo accentuates

that results indicated that the uses and gratifications theory described the consumer's attitudes towards the web substantially, as Internet users appeared to perceive the web as informative and entertaining and generally showed a positive attitude towards the web, however the users who perceive the web as 'irritating' i.e. the extent to which the web seems messy and irritating to web surfers, generally showed a negative attitude towards the web. Accentuating that results indicate web users who have a positive attitude towards the web would spend more time browsing the web for entertainment and information purposes and are indeed more likely to feel more satisfied with the convenient and resourceful web.

Brief History of U&G Theory

Blumer (1979, p.10) accentuates that the uses and gratifications approach became more prominent in the late 1950's and early 1960's and he claims that: "*It reflected a desire to understand audience involvement in mass communications in terms more faithful to the individual user's own experience and perspective than the effects tradition could attain*". Blumer emphasizes that the uses and gratifications theory aspired to replace the image of audience or user as a passive victim and its theoretical approach assumes that people or an audience takes an active role in integrating and interpreting media in to their own personal lives. This is where the audience has somewhat control over the medium; they are responsible for 'choosing' and 'using' media to meet their own personal needs, for the individual media user is able to choose from a large selection of media and is typically using it in order to gratify certain needs. According to Luo (2002) research concerning the uses and gratification has been 'quite fruitful' in understanding the motivations and concerns of consumers in the environment of traditional media such as radio and TV. In addition Quan-Haase and Young (2010, p, 351) emphasize: "*Although U&G theory was originally developed to examine traditional media such as, newspapers and television, recent studies have applied the framework to new media*". As it is seen as fundamental to examine the gratifications new media provides for its users.

According to Ruggiero (2000, p.2) "*Wimmer and Dominick (1994) proposed that U&G began in the 1940s when researchers became interested in why audiences engaged in various forms of media behavior, such as listening to the radio or reading the newspaper*". However Katz et al., (1974, p.509) emphasizes it has been observed in the last few years that there has been a revival of the uses and gratifications research, where there has been more recent studies, they signify: "*...direct empirical investigations of audience uses and gratifications, not only in the United states but also in Britain, Sweden, Finland, Japan, and Israel*". In addition Ruggiero (2000) argues that the significance of U&G has been revitalized due to the development of computer-mediated communication and gratifications, such as new technologies which include the television, the internet and the telephone all merged in to one. Nonetheless Ruggiero (2008, p.17) with reference to Perse & Dunn (1998) emphasize: "*...U&G offers a convincing theoretical explanation for changes in media use patterns following the adoption of new communication technologies such as personal computers*".

Criticisms and Limitations of U&G Theory

Chasse (2008) claims that despite the growing history of the uses and gratification theory, U&G cannot escape negative criticism. There have been criticisms of U&G research, in which Chasse emphasizes; many scholars perceive the U& G theory to be one which has an 'over-individualistic nature'. In addition Ruggerio (2000, p.12) states: *"It makes it difficult to explain or predict beyond the people studied or to consider societal implications of media use"*.

Also Ruggerio (2000, p.12) accentuates that this assumption when applying the uses and gratifications theory that the audience is active he argues: *"...may be a little simplistic or naïve"*. In addition signifying that the U& G theory regarding motives, uses and gratifications contribute 'fuzzy thinking and inquiry' arguing: *"Self-reports may not be measuring the individual's actual behaviour so much as his or her awareness and interpretation of the individuals behavior"*. He argues that research on uses and gratifications are particularly dependent on self-reported information rather than observable audience behavior, in which he emphasizes, has led to 'a lack of clarity' among essential concepts surrounding needs, motives, behaviors and consequences.

In addition Ruggerio (2000, p. 5) accentuates that the criticisms of earlier research on the U&G theory focuses on the fact that it *"(a) relied heavily on self-reports, (b) was un-sophisticated about the social origin of the needs that audiences bring to the media, (c) was too uncritical of the possible dysfunction both for self and society of certain kinds of audience satisfaction..."* He argues that the U& G theory was often at times 'too individualistic' hence the audiences who were investigated could not possibly represent the whole of society.

However Chasse (2008) claims that although the uses and gratifications theory was well developed in the early 20th century, nevertheless the uses and gratifications theory continues to endure constant change, where the origin of the theory was linked to 'media effects' i.e. 'what the media does to people' and then progressed in to uses and gratifications such as 'what people do with the media'. Chasse (2008,p.7) argues: *"... researchers have taken the leap from asking what effects media have on their audience to what do audience do with their media."* Arguing *"Though there is some uncertainty as to how U&G will fare in an age of computer-mediated communication, it is safe to say this theory is not likely to fade"*. In addition Quan-Haase and Young (2010, p.351) emphasize: *"Important new research from the U&G perspective is emerging"*.

Research Questions and Sub questions

The purpose of research is to study the motivations and behaviours of young people, in order to determine why and how young people are using smartphones for social networking purposes in comparison with PC's. The audience is perceived as already 'active' in order to investigate the why's and how's.

(RQ.1) what are the motivations for young people wanting to use a smartphone for social networking?

Multiple types of motives could determine the characteristic of 'why'. Understanding the 'why' derives the reason or purpose, such as what motivates young people to use smartphones for social networking? As mentioned previously, a study by Rosen showed (2010), that young people are more inclined to access the web via smartphones instead of from PC's. Accentuating that for this age group computing as they knew it, is now no longer tied to a room and a desk top personal computer, instead smartphones offer continuous Internet connectivity, (through WIFI, G3/G4 networks), enabling access to the web in an outdoors environment, which youths see as a great advantage. Rosen defines this as 'an opportunity' no previous generation has enjoyed, also accentuating that using a smartphone for surfing the net 'whilst on the go' is a commonplace for youths in comparison to adults. The following research sub-questions have been derived, with an aim to answer the first research question.

Sub-question (1) Are young people inclined to use a smartphone 'more often' than a PC for social networking purposes? Does the user prefer to use a smartphone rather than a PC for social networking, if so (Why?) Are they inclined to use a smartphone 'more often' than a Pc for social networking purposes? In addition do they 'value' certain features provided by the smartphone for social networking, i.e. touch screen user interface, keypad for texting, swiping, etcetera in comparison to the large screen size and keyboard provided by the Pc ?

Sub-question (2) has a change in locality, i.e. at home and/ or outside of home led to the user accessing social networking sites via mobile internet instead of from PC's? If so (Why?) is it because when outside Smartphones offer 'more' practicality and convenience due to their size, mobility and (WIFI) Internet connection, providing EASIER access to social networking sites than compared to PC's? or is it because Smartphones offer QUICKER access to social networking sites than compared to PC's due to the applications it provides for social networking?

Taylor et al., (2008) established a framework for understanding motivations and behaviours of users who access the web via mobile internet by introducing 'patterns of motivations' consisting of; Motivational Awareness, Social Connection, Time management, Diversion, Curiosity and Social Avoidance. This framework will be incorporated and elaborated upon in this study when examining the motivations and behaviours of users accessing social networking sites via smartphone

(RQ2) Why do users access social networking sites on their smartphones? Is it for any of these motivational purposes:

Sub-question (1) Awareness?- check mail, update status, surf or browse on social networking sites to gather information (To keep oneself informed)

Sub-question (2) Social Connection? - The aspiration to engage with existing friends and family online, by sending and exchanging information (I.e. Posting, commenting, sharing, etcetera)

Sub-question (3) Time Management?- the desire to organize or support an event or cause.

Sub-question (4) Diversion? - To kill time and alleviate boredom when alone.

Sub-question (5) Curiosity? - To seek new information for common and personal interests, (browsing on the profile of others, send friend requests, etcetera)

Sub-question (6) Social Avoidance?- To detach oneself from others, to appear pre-occupied as not to be disturbed, using cell phone 'activity' to access social networking sites as a 'cover' to prevent a conversation from occurring.

Which motivations and behaviours are most frequently carried out when users access social networking sites via smartphones? (I.e. Motivational Awareness, Social connection, Diversion, etcetera) Does being able to use a smartphone for social networking purposes have an impact on the user's social behaviour? (I.e. constantly always being online perhaps to alleviate boredom or to detach oneself from others, to appear pre-occupied in order to prevent a conversation from occurring. (Social Avoidance/ Diversion)

RQ (3) Which Gratifications are obtained from using a smartphone for social networking purposes? (U&G)

Sub question -To what extent does the smartphone cater to the needs of users, derived from their motivations for using smartphones to access social networking sites. How does the production and design, i.e. Applications, wireless internet, features, size, mobility etcetera, contribute to the needs, expectations and gratification of users? (I.e. Immediate access regardless of time and location, the size and mobility of the handset makes it 'easier' to carry around, etcetera) Have the needs of using a smartphone for social networking been satisfied. In addition has the need to use the smartphone for any of the motivational purposes illustrated above, been satisfied through a process of uses and gratification?

RQ (4) How do users experience social networking sites via smartphones in comparison with Pc's?

Research sub-question (1) Do they find using a smartphone for social networking 'more enjoyable' than with a Pc?

In addition to the first research question, similar motivational factors concerning 'why' also relates to aspects of 'how' because the motivations of users will determine their behaviours, it also provides a deeper understanding of user goals. For example; a user may prefer and require the features and applications a smartphone has to offer compared to a Pc, hence this may be the reason for it being used 'more frequently' than Pc's for social networking purposes. Perhaps the smartphone is seen as more convenient and practical for young users in a public and private domain, where they can access social networking sites anywhere at any time.

Research sub-question (2) how frequently are users accessing social networking sites via smartphones in comparison with Pc's? Are smartphones being used 'more frequently' than Pc's for social networking, where users are most inclined to use a smartphone rather than a Pc for social networking purposes.

Research sub-question (3) which applications are users most frequently inclined to use for social networking with a smartphone? (I.e. Facebook, Twitter, You tube, application, etcetera.) In addition which applications are users most inclined to use to communicate with friends and share photos?

Research sub-question (4) how do the applications and features of smartphones facilitate and limit users when accessing social networking sites via mobile internet? Perhaps certain features of the smartphone are seen as un-enjoyable or unsuitable for social networking in comparison with the Pc, such as the small screen size provided by the smartphone for displaying information, the small keypad for texting or swiping or the short battery life could be considered a 'limitation' by users. However features such as the wifi internet connection and applications for social networking might be features which are considered to facilitate users, ones which provide convenience and practicality when using a smartphone for social networking.

Research design and rationale

In order to be able to answer the research question and sub questions proposed in the previous section, three qualitative research methods were conducted: (1) a participatory observation, (2) 20 semi-structured online interviews and (3) an online survey interview. All of which are appropriate research methods for the topic and purpose of investigation which is to explore the differences in social networking via smartphones and PC's, particularly why and how young people are using smartphones for social networking in comparison with PC's.

Participatory Observation

A qualitative research strategy of a participatory observation was conducted, using both devices the smartphone and PC as units of analysis. This research method was applied in order to examine the differences of using a smartphone for social networking in comparison with a PC, as Cui and Roto (2008, p.905) accentuate: *“Web use on a mobile device naturally has some similarities and differences to web use on a desk top computer”*. Hence this is a justification for this method of research.

I used myself as a subject in the participatory observation, Jorgensen (1989, p.14) refers to the researcher as being the ‘subject’ involved in participatory observation and signifies the advantages by stating: *“It gives them a nuanced understanding of context that can come only from personal experience”*. The participatory observation was conducted through participating and observing social networking on a smartphone in comparison with a PC, examining the advantages and disadvantages of using both devices for social networking purposes. According to Sellen and Murphy (2002) only some kinds of web activities are appropriate for mobile internet devices on a smartphone, while others are inherently unsuited, defining ‘appropriate’ as the smartphones ability to provide applications which enable users to access the web and communicate online. However defining web activity as being ‘unsuitable’ in general due to the small screen size the smartphone provides for displaying information, keypad for interaction by text, etcetera. In addition accentuating that this could make the users online experience ‘less enjoyable’ than from a web based PC. On the other hand Schwanecke et al., (2007, p.1) emphasize: *“Smartphones, i.e. full featured mobile phones with integrated functionality for personal computing, become not only increasingly popular but also increasingly powerful”*. Defining ‘powerful’ as faster speed, higher-screen resolution and improved camera and video capabilities.

Through conducting a participatory observation, an understanding of the smartphones suitability and unsuitability for social networking can be acknowledged, as emphasized by Sellen and Murphy (2002), Schwanecke et al., (2007). Exploring how users ‘might’ deal with the limitations of for i.e., screen size, user interface, ‘skimming’ to read, etcetera which as mentioned previously according to Sellen and Murphy (2007) is a disadvantage for users. Nevertheless this participatory observation has the potential to gain some insight in to how users might interact ‘physically’ when using a smartphone and a PC for social networking. In addition Observing what a social networking site looks like on a PC compared to when using a smartphone, will lead to further examination of the limitations of the product provided for social networking, hence may produce some indication of how different tasks might be supported by mobile interface on Smartphones, i.e. its ability to change reading patterns, communication by text and interaction by touch; introducing different features of interaction and communication when using the device for social networking purposes in comparison with a PC.

Data collection and Analysis

Data collected from the participatory observation were documented as field notes or descriptive accounts as a result of participating and observing, which were recorded inside a field book. Data collection was then analyzed further in comparison to data collected from the one-to-one interviews and online survey interview, with the intention to distinguish whether there is a similarity or difference between the data collected from all interviews in relation to the data collected from the participatory observation.

According to Jorgensen (1989, p.13) "*Observation can be a powerful check against what people report about themselves during interviews and focus groups*". Therefore data obtained through the research method of a participatory observation could serve as a 'check' against participants personal reporting of i.e. what applications and features on smartphones are most enjoyable and un-enjoyable for social networking purposes? Etc. With an aim to develop a general conclusion of why and how young people are using smartphones for social networking in comparison with PC's.

(20) Semi-structured online Interviews

20 semi-structured one-to-one interviews were conducted online in order to investigate in more depth why and how young people are using smartphones for social networking in comparison with PC's from an audience centred approach.

The most common interviews are one-to-one interviews, where communication is conducted between the interviewer and interviewee in a one-to-one conversation. One-to-one interviews explicitly use one-to-one conversation as part of a method in order to collect data or capture information, where questions are asked by the interviewer to obtain information from the interviewee.

Semi -structured interviews are a qualitative method of research most frequently used in social sciences, it is one which is a flexible method compared to structured interviews, as structured interviews have limited set questions, however semi-structured interviews allow new questions to be brought up by the interviewer depending on the responses from participants, tailoring the questions to suit the interview and interviewee, in addition concentrating on the topic and situation at hand, without constraining the interviewee to a particular format. For example when asked: Have you ever used your smartphone to access a social networking site for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring? For those respondents who reported i.e. 'No, I do not', 'No never' etc. would therefore not be asked the following question of 'Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring? This question was only presented to those respondents who reported i.e. 'Yes' towards the previous question asked.

One-to-one interviews are usually conducted most commonly face-to-face however all one-to-one interviews within this study were conducted online using Skype, which is an internet-based telephone service which enables users to make free or very cheap calls and send Instant messages both nationally and internationally. Respondents were interviewed individually through the process of live Skype instant messaging, using my own personal Skype account. Skype contains 'interactive' features to enable a fully functional 'interactive' conversation such as, instant messaging where users can 'chat' by typing messages to each other , video call, transfer files, etcetera. However the method of instant messaging on

Skype was used, where the respondent was presented with each question was required to answer them online, as meeting face to face for interviewing can sometimes be inconvenient; which is why this method of research is convenient and efficient for gathering information, as it was conducted online through the use of the internet, therefore interviews could be conducted anywhere at any time. In addition interviewing through the use of Skype where questions are 'typed' reduces the possibility of interviewees misunderstanding the question and if the question is misunderstood, the interviewee can read it over again. On the other hand when doing face-to-face interviews, if the question is misunderstood by interviewees they will have to ask for it to be repeated to them during the interviewing process.

According to Kvale (1996, p.1) Interviews attempt to understand the world from the subject's point of view, to clarify the meaning of people's practices, as emphasized: *"If you want to know how people understand their world and their life, why not talk with them? In an interview conversation ..."* Therefore investigating the motivations and behaviours of young people using smartphones for social networking in comparison with PC's by gathering self-reported information, was carried out in the procedure of 20 One-to-one semi-structured online interviews, in order to better understand why and how young people are using smartphones for social networking in comparison with PC's.

With regards to the amount of interview subjects needed in an interview, Kvale (1996, p.101) accentuates that no particular amount is obligatory, by simply stating, *"Interview as many subjects as necessary to find out what you need to know"*. Therefore conducting 20 one-to-one semi-structured online interviews, consisting of a total of 20 participants will be sufficient and necessary in order to find out why and how smartphones are being used for social networking in comparison with PC's.

Each semi-structured one-to-one online interview was based on contextual inquiry, involving the researcher and most importantly the interviewee who is willing to participate. All participants belong to the 'younger generation' often referred to as 'youths' and are of diverse ethnicities, both males and females who are between the ages of 18-30, were used as units of analysis. Participants were selected through the strategy of 'snowball sampling,' which relies on referrals from initial subjects to generate additional subjects, in this case one person was informed in advance on Skype when the interviewing process will take place and they told their friends and so on and so forth. This sampling method of snowballing was used as a way of avoiding a biased investigation; in addition the identity of all participants remained anonymous, for the purpose of confidentiality.

In the interviewing process the interviewee was asked several questions, the questions asked were well-planned in advance as an interview guide and were concerning the behaviours and motivations of young people using smartphones for social networking in comparison with PC's. Each one-to-one interview was conducted in a somewhat informal conversation in order to create a social setting where conversation is intended to flow in a natural way. The interview provided closed questions and some open ended questions, which enable the participant or interviewee to answer the questions asked and feel free to talk and give responses in their own words, providing longer answers rather than just simply i.e. 'Yes or No' responses, when relating to their behaviours and motivations of using a smartphone for social networking in comparison with a PC. However surprisingly respondents gave detailed responses and some offered more information than requested, but however not more information than required as all information reported was useful and sufficient, i.e. When asked in the first interview: 'How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate

boredom when alone? The respondent reported: *“A few times a week, especially to kill time, like if I am waiting for the metro, tram or travelling I will use my phone to access Facebook or Twitter”*. In addition when asked: ‘Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?’ the respondent reported: *“I was at the bank waiting for my number to be called, so I went on Facebook from my phone to kill time”*.

Therefore reports gathered from semi-structured interviews giving detail of i.e. which environment young people are inclined to use their smartphone in for social networking purposes, etc. They were considered to help produce questions for the online survey, such as: ‘in which environment are you most inclined to use your smartphone for social networking purposes in order to kill time and alleviate boredom?’ I.e. (Awaiting/on public transport, at college/ university, at work, Alone at home or waiting in a queue). This question was proposed in order to discover why and how young people are social networking with a smartphone for the motivational purposes of i.e. Diversion. In addition determining which gratifications are obtained from the motivations derived for using a smartphone for social networking purposes such as: Awareness, social connection, curiosity, Time management, Social avoidance and Diversion as mentioned previously.

Questions presented in the semi-structured online interviews at times provoked obvious answers, it can be observed that when respondents were asked: ‘Which features of your smartphone do you find insignificant for social networking? In addition ‘What do you think a smartphone offers that is different (better/worse) than PC’s? It was reported for i.e. in interview 16 that the respondent finds the small screen size and keypad feature provided by the smartphone to be insignificant for social networking, or in interview 14 it was reported *“limitations of viewing due to the small screen size”* is an insignificant feature provided by the smartphone for social networking. In addition in interview 1 it was reported that the small screen size provided by the smartphone is a feature that is worse than the big screen provided by the PC, responding: *‘...Worse, the screen is small’*. Therefore the following question ‘Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, ‘unsuitable or un-enjoyable’ for social networking?’ (Why?), had a tendency to provoke obvious answers where it is likely the same respondents will also report that they consider the small screen size the smartphone provides for displaying information to be unsuitable or unenjoyable for social networking’ or as illustrated in interview 16: *“... It is hard to watch videos and view pictures and reacting on them at the same pace as with a PC. Zooming-in or scrolling through pages takes a lot more effort”*.

When reviewing results collected from Interview 17, It was observed that some questions such as the one previously mentioned ‘Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, ‘unsuitable or un-enjoyable’ for social networking?’ (Why?)’ was not formulated precisely enough, as the respondent in this interview reported that there is a possibility that young people could find one of the features mentioned to be enjoyable and suitable i.e. key pad or touch screen for texting, however the other feature unsuitable and un-enjoyable for social networking, i.e. small screen size provided as reported in Interview 17: *“The small screen can sometimes make it unenjoyable to view videos or photos on Facebook. But the touch screen for communicating by text is enjoyable”*. Indicating that perhaps the question should have been presented in two parts, i.e. firstly investigating the small screen size feature and secondly investigating the keypad or touch screen feature

which is provided by the smartphone. In addition some participants might find the small screen size and the keypad feature on the smartphone to be un-enjoyable for social networking , however not unsuitable for social networking, as indicated in interview 18: *“Not unsuitable, just not enjoyable. And purely the screen/keypad is not enjoyable....”*

Data collection and Analysis.

All dialogue collected from semi-structured one-to-one interviews were collected on Skype, as Skype has the ability to record and save dialogue accurately. Skype automatically saves all typed messages once typed in the text field which is located at the bottom of the Skype chat window, even though Skype does not contain a ‘save to file’ option, it does however provide a feature called ‘chat history’. The ‘chat history’ enables the user to retrieve their previous chat messages by reopening the ‘chat history window’. This is a quick and convenient way to collect data as I was able to retrieve all responses which have been given via ‘typing’ in the interviewing process at a later date.

Results collected from the one-to-one interviews were transferred from the Skype ‘chat history’, through a process of ‘copy and paste’ on to a word document and then transcribed in order to produce accurate word-for- word conversational transcripts for each individual interview which can be viewed in full in the appendix.

Results were then revised and analyzed, comparing and contrasting results in order to answer research question and sub questions, hence providing a comprehensive conclusion.

(1) Online Survey Interview

The qualitative research method of an online survey was conducted in order to investigate further the differences of using social networking sites via smartphones and PC’s, in particular why and how young people are using smartphones for social networking in comparison with PC’s. The use of online surveys are appropriate for collecting information through low cost and quick distribution, reducing the cost and the time it would take to survey the entire target population. According to Andrews, et al., (2003, p.2) an online survey is a relatively well know method of research and there is no difference in results when comparing online surveys with for example postal surveys, however there is a difference in the speed of distribution and the ability to reach a wide audience. With reference to Yun & Trumbo (2000) and Swoboda et al., (1997) they emphasize: *“Electronic surveys are becoming increasingly common and research comparing electronic vs postal surveys is starting to confirm that electronic survey content results may be no different than postal survey content results, yet provide strong advantages of speedy distribution and response cycles”*. Therefore the convenient, time consuming and cost-free research method of an online survey was employed, in order to measure the motivations and behaviours of young people using smartphones for social networking in comparison with PC’s.

The online survey was produced using *Survey Gizmo* which is online survey software, provided to enable researchers to create surveys online using the software templates provided. The use of an online survey enabled qualitative gathering of data, as the online survey provided the respondents with a total of 30 questions ,splitting them on to pages, containing a majority of multiple choice questions, relating to their use of smartphones for social networking on sites i.e. Facebook, Twitter etcetera, in comparison to using a PC. Respondents were asked various questions such as: ‘Do you find using a smartphone for social

networking 'more enjoyable' than using a PC? 'How often do you use a Smartphone for social networking purposes?' In comparison with 'How often do you use a PC for social networking purposes?' etc. The respondent was required to answer several multiple choice questions through a precision in clicking inside the check boxes or selecting an answer from the drop down menu provided within the online survey itself. Andrews et al., (2003, p.4) emphasize that, "*Menus, drop-down or displayed, provide an economical way to display many response options without cluttering the survey screen*".

The online survey was generated as a structured interview, providing a pre-established set of questions where each respondent is asked the same set of questions in order to ensure comparability of the data.

Participants were able to participate in the online survey through an open invitation, where the survey was distributed online, using the social networking site Facebook by i.e. posting the link to the online survey on to my own personal 'profile wall' and on to the 'profile wall' of other Facebook friends, enabling availability for others. The online survey was also distributed as 'an event' on Facebook, inviting and encouraging other Facebook users to participate, creating equal opportunities in order to avoid a biased investigation and produce a more impartial one.

Through conducting an online survey and via distribution, I expected to gather approximately 60 responses through the method of 'convenience sampling' where the aim of the online survey is to gather an inexpensive approximation of truth by young people between the ages of 18-30, however astonishingly I was able to collect 65 responses, from 33 females and 32 males, there was a possibility that more participants could be gathered, however due to finding 65 participants sufficient enough to be able to determine why and how young people are using smartphones for social networking in comparison with PC's. The decision was made to discontinue the survey on survey gizmo in order to stop additional people from taking the survey, which could result in gathering more information than is required; as Andrews et al., (2003, p.2) with reference to Couper (2000) emphasize: "*Electronic surveys provide the ability to conduct large-scale data collection by others than organizations at the centers of power in society*". Nevertheless I have reached to the conclusion that some questions at times provoke obvious answers for example, when asked: 'The small screen size the smartphone provides for displaying information is 'unsuitable' or 'un-enjoyable' for social networking?' the participants who were most likely to report that they 'Agree' the small screen size the smartphone provides for displaying information is 'unsuitable or un-enjoyable' for social networking. In accumulation are most likely to report 'that they either 'Always' or 'often' find the small screen size the smartphone provides for displaying information to be unsuitable or un-enjoyable for social networking, when asked: 'Which features provided by the smartphone do you find 'un-enjoyable' or 'unsuitable' for social networking: (a) The 'small' screen size for displaying information? (I.e. view text, photographs, videos, etc.)

Data collection and Analysis

Data from the online survey interview were collected through the use of survey Gizmo, as it automatically saves results, as Andrews et al.,(2003, p.4) emphasize: “... *Web- based surveys provide the ability to transfer survey responses directly in to a database...*”

Once data had been collected, all responses were analyzed through the use of SPSS and Microsoft Excel analyzing variable frequencies, averages and ranges, examining the correlations, between two or more variables. The data was illustrated using graphs, tables and charts, so that results can be easily identifiable, enabling answers to research question and sub-questions which will lead to an overall conclusion in the final process. In addition interview questions and results can be observed in full in the appendix.

The data collected from all three methods of qualitative research, (1) participatory observation, (2) 20 semi-structured one-to-one online interviews and (3) 1 online survey interview was conducted in order to answer research questions and sub questions regarding why and how young people are using smartphones for social networking in comparison with PC's.

Participatory Observation

Data Analysis

The research method of a participatory observation was applied for a duration of one hour, anticipated for the purpose of determining the differences and similarities of social networking via smartphones in comparison with PC's. Units of analysis in this participatory observation were the Laptop, the Blackberry Torch 9800 and the social networking site Facebook.

This qualitative research strategy was applied to individually participate and observe the way users actively use their smartphones and PC's for social networking, in order gain a deeper comprehension of how young people use their smartphone for social networking in comparison with PC's. With an aim to observe what a social networking site such as Facebook looks like on a smartphone in comparison to a PC and actively participate in how users interact 'physically' with social networking via these two mediums, determining the differences and similarities. In addition experience events of social networking via smartphone and PC in the manner in which young users being the subject of the study would also experience. Therefore observing and participating 'actively' in social networking with a smartphone and with a PC are somewhat integral to understanding the complexities and advantages of the human experience when social networking with a smartphone in comparison with a PC.

The participatory observation was conducted by recording all accounts and observations as handwritten notes in a field note book, documenting what was transpired and observed. The abbreviation of notes applied in the note taking were reviewed then expanded in to typed data within 24 hours from the time the field notes were created, establishing a more descriptive narrative, converting all objective observations in to interpretations of understanding.

When examining the similarities and differences of social networking via the smartphone and PC in relation to physical appearance, internet access, typing also viewing images and videos, results indicated that social networking with a Blackberry smartphone has some similarities and differences to social networking with a PC such as the laptop. When conducting the participatory observation it is here that one sees a similarity between the PC and the smartphone as they both provide internet access for social networking enabling online communication, where the user can exchange information with friends online, i.e. through sharing, commenting and posting, upload information etcetera. There is a similarity in the internet access provided for the user, as the smartphone provides wifi internet access, where internet can be accessed on the mobile device for example; in an outdoors environment enabling social networking whilst 'on the go' and due to its size being small it can fit in to your pocket and be carried around anywhere. However PC's such as the laptop on the other hand enable the same wifi internet access to Facebook, but is larger in size compared to the Blackberry smartphone and may not be as easy to carry around, therefore one has observed that the smartphone could perhaps be seen as more convenient for social networking than a PC due to its size and mobility.

Upon accessing the social networking site Facebook via Blackberry through using the Blackberry Facebook Application, which had previously been downloaded beforehand on the mobile device, it is here that one sees a difference in the internet access provided. The Facebook application on the smartphone leads you straight to the Facebook site and to the log in page, however if your username and password has already been saved on the hand held device, you just simply click on 'log in' and are automatically transferred to your profile homepage on Facebook. In comparison with the PC in order to access Facebook, there are no application features provided, therefore the website has to be typed in the search bar as 'www.facebook.com' and then log in to the site from there. Once you have logged in, the user is then led to their Facebook profile home page. It is here that one sees the similarity in the ability to access Facebook.

The display of the Facebook profile on the PC and the smartphone was observed to be very similar in format however very different in terms of its size of text and images, as both text and image appeared to be displayed in a smaller size on the smartphone than compared to the large text presented on the PC. One also acknowledged a difference in the screen size of the smartphone in comparison to the Laptop, where the size of the profile picture also appear to be smaller when observed on the smartphone, but when observed on the PC it provided a larger image of the profile picture. When browsing through photographs on your own personal profile or on the profile of others with a smartphone, the observation was made that the images and text illustrated on the smartphone are displayed in smaller lettering and appearance to suit the small screen size, that is why they appear smaller than when illustrated on the Laptop, as all photographs and text are illustrated at a larger scale due to large screen size provided. Through an observatory and participatory examination of browsing photographs, it is here that one realizes a difference in the options to browse either backwards or forwards, in order to view previous photographs already looked at or view the next one. On the Smartphone it provides the option for the user to press either 'Previous' or 'Next' however on the PC the display is very different, as the option for browsing either backwards or forwards when observing photographs, is presented in the form of two arrows, pointing in the backward or forward direction.

The observation was made that the images illustrated in a photograph and video, appear to be slightly more difficult to view on Facebook with a smartphone due to the small screen size it provides for displaying information, which can take some effort when viewing for example, a photograph as you have to adjust the viewing by touch screen. In order to enlarge and decrease the size of the image, or even zoom in and out of the image to gain a clearer view, it has been observed through participation that the touch screen feature on the smartphone enable these activities. Furthermore the touch screen is a feature provided by the smartphone, it is an electronic visual display which can detect the presence and location of a touch, enabling users to scroll, zoom and rotate objects, such as images and text. Whereas the PC on the other hand provides no touch screen feature but does provide a larger screen than the smartphone for

viewing images and texts of any size on Facebook. The Laptop illustrates the image at a much larger scale when viewing photographs and videos.

In addition some video links which have been posted on Facebook from the site You-tube, can be observed with a Blackberry smartphone on Facebook just as it can also be observed on the PC, however the image of the video appears to be a lot smaller on the smartphone than on the PC, again due to the small screen size provided. Also the observation was made that various video links which have been posted on Facebook by other users I.e. you-tube video links cannot be viewed on the smartphone or with any mobile device for that matter, as the notification illustrated, 'Not available on Mobile'. Therefore some video's posted on Facebook cannot be viewed using a smartphone, resulting in a limitation, but does however enable viewing from the PC.

The observation was made that the small screen size provided on the Blackberry smartphone also limits the view of the Facebook page, where the whole page cannot be observed at any one given time, you can only scroll up or down the page by using the touch screen feature, in order to read the information which is displayed, perceiving information in proportions. However the PC on the other hand in comparison to the smartphone, illustrates the majority of the whole Facebook page in full size, without much need to continuously 'scroll' up or down the page using the mouse. The majority of the information displayed on the PC already comes in to focus and is illustrated at eyes length. It is here that one observes that perhaps the small screen size provided by the smartphone could be a limitation for young users when viewing large quantities of information at once, viewing large images such as photographs and watching videos on a social networking site, such as Facebook.

Through an observational and participatory examination, one sees that there is a difference in the layout of the Facebook page on a smartphone in comparison to a PC, where some information which is displayed on the Facebook profile such as; the column of adverts illustrated on the right hand side of the profile page and the friends list, which usually appears on the left side of the personal profile page, illustrating names of current Facebook friends and their profile picture can only be seen when using a PC and appears non-existent when viewing the exact same profile page with a smartphone. In addition when friends comment or write messages on the 'wall' of your personal profile, their name amongst their profile picture along with the message can be observed when using a PC. However when using the Blackberry smartphone to observe comments and posts on the personal profile 'wall' only the name of the person who commented and their message is illustrated, however no pictures of these members are illustrated and cannot be observed with a smartphone, but are however visible when using a PC, signifying that some features which are available on the social networking site via PC differ from those available in the mobile context of a smartphone.

There is also a difference in typing messages where the smartphone provides a small key pad for typing in comparison to the large keyboard provided by the laptop. The small keypad on the

smartphone made typing on Facebook convenient when in for i.e. an outdoors environment, however when typing on Facebook, for i.e. to update status or exchange information with friends through texting with a smartphone, it took a longer period of time to generate using the key pad, than when using the keyboard provided on the PC. Alongside exploring the limitations of the smartphone in the participatory observation as being the small screen size for displaying information and the small keypad for texting, the smartphones ability to provide interaction by touch could be seen as an advantage for users when social networking, as through a participatory observation one sees that the touch screen enables users to rotate photographs, skim through texts, zoom in and out, when reading, scroll across, down or up the page for viewing, enabling you to take time when scrolling through information whilst reading for example, adjusting the size of the text or image by zooming in or out to suit your own viewing as you i.e. browse on the profile of others.

Furthermore on the whole, the observation was made that the smartphone and PC provide two very different types of communication and interactivity when social networking, the Blackberry smartphone enables communication by text and interaction merely by touch, using the touch screen feature provided, whereas the PC enables communication by 'typing' and interaction via 'clicking' when social networking, however they both as mentioned previously provide internet access, enabling access to social networking sites such as Facebook, where the user can carry out similar activities in order to communicate and interact online but in various different ways of doing so.

Analysis of Semi-structured online interviews

20 semi-structured one-to-one interviews were conducted individually online using Skype with 20 participants over a six-day period. Participants included an equal number of males and females, i.e. 10 males and 10 females, who are young people between the ages of 18-30.

This research method of semi-structured online interviews was conducted with an aim to investigate why and how young people are using smartphones for social networking in comparison with PC's.

Firstly all Interviews were conducted through 'typing' and automatically saved on Skype , secondly all dialogue was transferred straight from Skype on to a word document, via 'copy and paste', providing accurate recorded material which thirdly was then transcribed in order to produce accurate word-for- word conversational transcripts. The data collected from all interviews were then analyzed by reading through all texts collected after transcribing, then assembled by organizing the text and taking notes about the characteristics and meanings of recorded information.

When revising results in order to determine if the information available meets the objective of why and how young people are using smartphones for social networking in comparison with PC's, it is here that one can deduce from the information provided by participants that

smartphones are a device which is becoming more widespread. All participants reported that they own a smartphone, various handsets such as, the Blackberry bold, Blackberry curve, Blackberry Torch, The Samsung Galaxy, iPhone, HTC, etc. However results indicate that the most popular smartphone to be owned by young people are the iPhone and Blackberry handsets.

In addition results indicate that young people are inclined to use a smartphone for information, communication and entertainment purposes such as, Browsing or surfing the net for information, making phone calls, receiving and sending text messages, listening to music via the music player, taking photographs via the HD camera provided and playing games. However 'pinning' with friends was reported by the majority of participants to be a popular social activity for those who own a Blackberry handset.

In addition using smartphones for social networking purposes has become a popular lifestyle, as when asked 'Do you access social networking sites via a smartphone?'

Results suggest that all Participants responded with answers that are very similar and contain the same meaning such as, "yes", "yes I do", etc. Surprisingly some participants were particularly enthusiastic in their responses by reporting, "Yes I do all the time", "I use my phone a lot for social networking", etc. In addition the majority of participants reported that they have been using a smartphone for social networking purposes for approximately two years and signify that their friends are also inclined to use a smartphone for social networking purposes, as emphasized When asked: 'Do your friends also use smartphones to access social networking sites?'

The majority of participants (19/20) responded with very different answers however containing the same meaning, such as, "Yes, they all have smartphones and go online on their phones all the time", "Yes they do very often", "Yes nearly all of them", etc. In accumulation some participants were particularly enthusiastic by reporting: "Yes they do and they enjoy it as much as me", etc.

All participants (20/20) reported that they are inclined to use a smartphone to visit the social networking site Facebook as the 'only', if not one of the sites they are inclined to visit with a smartphone, emphasizing that Facebook is a 'popular' social networking site amongst youths. However participants reported that they are also inclined to use a smartphone for social networking on sites such as: Twitter, YouTube, LinkedIn, Hyves and Formspring.

The results indicate that young people are inclined to use a smartphone 'frequently' for social networking purposes, as when asked: 'How often do you access social networking sites via a Smartphone?'

The Majority of participants reported that they are inclined to use a smartphone for social networking purposes on a daily basis, by responding with several different answers, which all contain the same meaning such as, "Every day," "At least once a day", "I access social networking sites on my phone regularly, every day", etc. In addition some participants seemed to

be particularly enthusiastic in their responses, i.e. *“Everyday, all the time”*, *“At least 10 times a day”*, *“Daily, I would say about 7 times a day,”* etc.

In order to examine the differences of social networking via a smartphone in comparison with a PC, in particular ‘how’ young people are using smartphones for social networking in comparison with PC’s, the question was asked: ‘How often do you access social networking sites via a PC?’

The majority of participants (16/20) who reported that they are inclined to use a smartphone for social networking purposes on a daily basis, however reported that they are inclined to use a PC for social networking, *“Occasionally”*, *“Once a week”*, *“Not very often, I would say maybe 2 times a week”*, etc. Results indicating that young people are inclined to use a smartphone ‘more frequently’ than a PC for social networking purposes.

In addition the majority of participants (12/20) reported that they are frequently inclined to produce content i.e. (send, share and exchange messages, update status, upload photos, etc.) on to a social networking site when using a smartphone, approximately on a daily basis.

When asked: ‘How frequently do you produce content (i.e. send, share and link messages, update status, upload photos, etcetera), on a social networking site from your smartphone?’ The majority of participants (12/20) responded with similar reports such as, *“Every day, sometimes I update my status like every 2 hours”*, or *“Every hour perhaps,* etc. Several participants were especially enthusiastic in their responses such as, *“All the time, every day I update status and post messages on Facebook, Facebook has become a part of my life”*, similarly, *“I am always uploading pictures from my phone to Facebook, updating my status and commenting on my friend’s status”*, etc.

In order to explore further ‘how’ young people are using smartphones for social networking in comparison with PC’s’, the question of ‘Would you say you access social networking sites via Smartphone more/ less frequently than from a PC?’ was asked.

Results emphasize that the Majority of participants (16/20) confirmed that they are inclined to use a smartphone ‘more frequently’ than a PC for social networking purposes, by responding with numerous answers, however containing the same meaning such as, *“I use my phone a lot more than I use my PC for social networking”*, *“I use my Smartphone more than my PC to access Facebook and Twitter”*, etc. Several responses were expressively enthusiastic such as, *“I use my smartphone more to access social networking sites, because I am always on the go”*, *“Social network sites more often via my Smartphone as it has proved more accessible especially when on the move, where a PC would be impractical”* etc.

In addition results suggest that the majority of participants are inclined to stay online for approximately one or two hours when using a smartphone for social networking. When the question was asked: ‘Once you have accessed the social networking site via Smartphone, how long do you stay online?’ The majority of participants reported, *“I would say 1 or 2 hours”*, *“I*

stay online for like an hour”, etc. However some participants gave detailed responses, i.e. *“Most of the time I stay online for like an hour or two, just speaking to my friends and commenting on their status and photos”*, etc. In addition some participants were particularly enthusiastic in their responses by reporting i.e. *“I stay online all day I just keep myself logged in to Facebook”*.

In comparison with using a PC, the majority of participants (16/20) reported that they are inclined to spend a longer period of time on social networking sites when using a smartphone in comparison to when using a PC, as when participants were asked, ‘Once you have accessed the social networking site via PC, how long do you stay online?’

The majority of participants (16/20) reported, *“when I do, about 10 mins”*, *“ Usually for like 5 mins or less,”*, *“ About 30-45 mins”*, etc. In comparison with one or two hours when using a smartphone for social networking.

In addition results emphasize that the majority of participants (17/20) reported that they find the experience of using a smartphone for social networking ‘enjoyable’ as when asked: ‘How would you describe your experience when accessing social networking sites via a Smartphone?’ The majority of participants gave similar responses which contain the same meaning such as, *“Convenient and fairly enjoyable, especially when you’re stuck in a queue trying to kill time”*, *“I find it Enjoyable, I wouldn’t complain”*, or ‘Enjoyable’, etc.

However several participants were particularly enthusiastic in their reports by reporting, *“I love it, it’s fun!”*, *“I find the experience enjoyable because the multi touch screen allows you to glide and flip through photos,”* or *“ It’s a very good experience, it’s more fun than the PC”*, etc.

Some participants (3/20) on the other hand emphasized that they find the experience of using a smartphone for social networking rather ‘unenjoyable’ due to the keypad and small screen size, as emphasized when asked: ‘How would you describe your experience when accessing social networking sites via a Smartphone?’ The minority of participants reported, *“The experience is hectic,”* *“A bit crippled by the hardware limitations and small screen”*, *“Limited. Lack of proper keyboard is a limitation and although ‘swiping’ the screen is fine for scrolling, you have less control overall,* or *“I don’t mind the screen size but I do find it sometimes un-enjoyable to type messages with the current size screen”*, etc.

Furthermore results clarify that the majority of participants (11/20) find using a smartphone for social networking ‘more enjoyable’ than when using a PC, as when asked: ‘Do you consider accessing social networking sites via a Smartphone ‘more enjoyable’ than from a PC?’

The majority of participants gave different responses, which contain the same meaning such as, *“I think the Smartphone is more enjoyable,”* *“Yes definitely, The Smartphone is more enjoyable,”*, *“Yes I do, I like the touch screen it makes surfing the web a lot more fun,”* etc.

In addition the majority of participants (19/20) reported that they find the smartphone provides some features which are 'better' than those provided on the PC, such as the size and mobility of the handset, touchscreen feature, wifi internet connection and applications for social networking that the smartphone provides, as when asked: 'What do you think a Smartphone offers that is different (better/worse) than PC'S?', participants gave various reports, however they all contain the same meaning such as, *"I just like the fact that you can take the phone everywhere and be able to access the internet, similarly " Better than PC! Easy to access the internet, quicker access, can use it while I am on the go as well"*, etc. However several participants were particularly enthusiastic in their responses, for example: *" It's more on-the-go, you don't have to wait to get home to go on your PC, you can sit in the car/ train/ bus and still be able to use Facebook for example"*, or *"With a Smartphone you are able to travel and access social networking sites everywhere and it's faster and it's a handset, therefore it makes it easier to carry around unlike carrying a laptop"*, etc.

Participants who accentuated that they find the touch screen feature provided by the smartphone to be 'better' than the PC gave various responses all of which also contain the same meaning such as, *"The touch screen on the smartphone makes it more fun...."* similarly, *"All the touch screen activities you can do on a smartphone you cannot do on a PC."* Or specifically, *"Touchscreen on the iphone is better than the PC"*, etc. In accumulation the participants who reported that they find the applications provided by the smartphone for social networking purposes to be 'better' than the PC, accentuate that the social networking applications provided by smartphones enable 'quicker and easier' access to social networking sites than when using a PC, as they responded with various answers which comprehend the same meaning, such as *" The smartphone offers faster access to the internet by using the applications"*, similarly *" With a PC you also have to log in and out all the time and with my phone the Facebook application leads me straight to the Facebook site. Therefore I find it is better than a PC"*, etc.

In addition results suggest that the majority of participants reported that they find the smartphone also provides some features which are 'worse' than those provided on the PC, such as the small screen size and keypad feature which was reported by the majority of the respondents to be unsuitable or un-enjoyable for social networking purposes. *"... small screen size/inferior keyboard (worse)"*.

In addition surprisingly the battery life was also reported as a feature which is 'worse' than the PC. With regards to the screen size being a limitation, participants responded with various answers, however which comprehend the same meaning such as, *"Quick accessibility and Navigation, but restricted version of Facebook and browser restricted view," similarly "...Worse: limitations in view..."*, etc.

Emphasizing that the small screen size provided by the smartphone for displaying information is seen as a disadvantage or limitation for the user and inferior to the big screen provided by PC's, as some participants enthusiastically reported, *".....I think the PC is always better, it has a*

bigger screen and visibility is a lot clearer”, etc. However some participants reported that they find the keypad feature and the battery life of the smartphone a disadvantage, by responding, i.e. “...sometimes my battery dies in my smartphone because I use it so much and it can die at the wrong time”, etc.

Nonetheless results indicate that the majority of participants (11/20) reported that they find the smartphone to be more practical and convenient for social networking than compared with the PC, due to the features and applications it provides the user with such as, the size and mobility of the smartphone, touch screen user interface, wifi internet service available and applications provided for social networking. This can be signified from their reports, as when asked: ‘Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with?’

The majority of participants reported, “*I would say the smartphone is more convenient just because you can use it on the go and more practical than a PC because it has a touch screen,*” in addition “*I find the smartphone more practical because I have outdoor web accessibility (wifi) and I can access the website whenever I want*”, or “*I find the smartphone more convenient and practical because I can access Facebook or Twitter when I am outdoors,*” etc.

In addition results indicate that when asked, ‘Do you prefer the quality of the display and the user interface of the smartphone when social networking than compared to when using a PC?’ An equal amount of participants (10/20) responded with similar reports which contain the same meaning, such as, “*Yes*” or “*Yes I do*”, etc. On the other hand some gave more detailed responses such as, “*I am so used to my Smartphone now that the size of the screen doesn't bother me. The screen size of the PC is bigger but not always better*” or “*Yes, the user interface looks a little bit more sophisticated I think. The quality of the display I would say it's the same*”, etc. In addition some participants responded enthusiastically by reporting i.e. “*The user interface I love, I like the touch screen I prefer using my smartphone than my PC.*”

However results suggest that an equal amount of participants (10/20) also reported that they do not prefer the quality of the display and the user interface of the smartphone when social networking than compared to when using a PC. The majority of participants responded with different answers, however which contain the same meaning such as, “*It's definitely handier when you're out of the house, but it's not as much fun than using a PC, with a PC you're done a lot faster....if I had to choose I would rather a PC*”, or “*Although the quality of my smartphone is good, I'd prefer the quality of a PC screen, as it is larger and provides a better display*”, etc.

The majority of participants (19/20) also reported that they prefer using the Facebook app as well as many other applications in order to access social networking sites, such as Facebook, YouTube, Twitter, etc. However the majority of participants reported that they are most inclined to use the Facebook app in order to access the Facebook site.

Results indicated that some participants prefer using the 'Skype' application, which was reported as "*Skype app...*" this is another application, not used for the purpose of social networking, but it is an internet site however which enables users to communicate with friends by sharing and exchanging information, through instant messaging, video calling, etc.

The majority of participants (12/20) reported that they are inclined to use a smartphone for social networking purposes when they are in an outdoor environment and their PC when in an indoor environment, as emphasized when asked 'In which environment are you most likely to use your Smartphone to access social networking sites? (I.e. indoors or outdoors). The majority of participants gave similar answers which comprehend the same meaning such as, "*I'll usually access social networking sites via my phone when outdoors as oppose to indoors where I could use my computer*", or "*I am most likely to use my phone for social networking in an outdoors environment because I can travel with and carry my phone around with me unlike a pc*". Similarly "*Outdoors-on the move, no pc within reach, thus using smartphone,*" etc.

In accumulation results indicate that the majority of participants are inclined to use a smartphone 'more frequently' for social networking purposes when 'alone' as when asked, 'Would you say you use your smartphone to access social networking sites 'more often' when you are: Alone, around people, Both or Neither?' The majority of participants (11/20) gave various responses, however they comprehend the same meaning such as, "*More when I am alone*", similarly "*More often when I am alone to entertain myself*", or "*I use my smartphone mostly when I am alone and not as much when I am with people*", etc.

With regards to 'why young people are using smartphones for social networking in comparison with PC's', results indicate that the majority of participants are inclined to access social networking sites with a smartphone for the motivational purposes of Awareness, to keep one-self informed, i.e. check mail, etc. When asked: 'How frequently do you access social networking sites via smartphone for the purpose of (i.e. check mail, keep oneself informed?)' The majority of participants (15/20) reported that they access social networking sites with their smartphone for the purpose of Motivational Awareness On a daily basis, with responses such as, "*At least three times a day,*" "*10 times per day*". "*I check my inbox on Facebook every day for messages,*" etc.

In addition results suggest that the majority of participants (13/20) are inclined to access social networking sites with a smartphone for the motivational purpose of Social connection, i.e. to engage with existing friends and family by sending and exchanging information on a daily basis. When asked: 'How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?' The majority of participants (13/20) responded with similar answers which comprise the same meaning such as, "*Everyday my friends and I comment on each other's status, send messages to each other on Facebook and comment on each other's photos*", or "*Usually every day I speak to my friends and family*", etc. Moreover popular uses and gratifications were determined from

results, i.e. to keep in touch with friends, make new friends, inform oneself, share information, and alleviate boredom.

However results indicate that the majority of participants are either not at all or not very much inclined to access social networking sites with a smartphone for the motivational purposes of Time management, i.e. to schedule an appointment and/ or to organize an event. When asked, 'How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment and/ or to organize an event?'

The majority of participants gave responses such as, *"I've never done that"* or *"Not often"*, etc. On the other hand several participants gave detailed explanations as to why they are not so much inclined to access social networking sites with a smartphone for the motivational purpose of Time management by reporting, i.e. *"Not really, I just call my friends or text them to meet up."* Therefore results emphasize that the majority of participants would rather arrange to meet with for i.e. friends by other means and not by using the Facebook site, such as texting or calling. Even using Blackberry messenger often referred to as 'pinning' for organizing an event or scheduling to meet up with friends, as reported i.e. *"...I'll include Blackberry messenger and say I would use it to organize events or appointments and do so at least 4 times a week"*.

In addition results accentuate that the majority of participants (12/20) are inclined to access social networking sites with a smartphone for the motivational purpose of Curiosity i.e. to seek new friendship. When asked: 'Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new friendship). The majority of participants responded with similar answers which contain the same meaning such as, *"yes"*, *"yes I do"* or *"Yes, use Twitter to seek for info on current events and to make new friends"*, etc.

Results also suggest that all participants (20/20) are inclined to access social networking sites with a smartphone for the motivational purpose of Diversion, i.e. to kill time and alleviate boredom when they are alone.

When asked 'Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)' surprisingly all participants responded with similar answers which also contain the same meaning such as, *"Twice a day, keeping myself informed, alleviating boredom, checking FB as a pastime, etc."*, *"Yes, access is sometimes for the reason of just being bored and wanting to check what's happening to kill time"*, or *"Yes. When for example, travelling with public transport"*, etc. However all participants accentuated that they are inclined to use their smartphone to access social networking sites for the motivational purpose of Diversion in order to kill time and alleviate boredom and seems to gratify their need for killing time and alleviating boredom i.e. whilst travelling on public transport, etc.

In order to investigate further 'how' i.e. in which environment young people are most inclined to use their smartphone to access a social networking site for the motivational purpose Diversion,

the question was asked: ‘Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of i.e. to kill time and alleviate boredom?’

Results indicated that the majority of participants (20/20) are inclined to access social networking sites with a smartphone for the motivational purpose of Diversion when they are in environments such as, awaiting or on public transport, at University, when waiting in a queue and when alone at home. In addition the majority of participants gave various responses such as, *“An example would be on my train journey to work, to use up the travel time,”*, *“While I was at Uni I had an hour break before my next class started so I used my smartphone to go on Twitter,”* *“While standing in a queue,”* or *“I was at home alone all day yesterday and I was bored so I went on Facebook to see what my friends were doing”*, etc.

In accumulation results suggest that the majority of participants (11/20) reported that they never access social networking sites with a smartphone for the motivational purpose of social avoidance (i.e. to detach oneself from others, to appear pre-occupied as not to be disturbed in order to prevent a conversation from occurring).

As when asked, ‘Have you ever used your smartphone to access a social networking site for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?’

The majority of participants responded with similar answers which have the same meaning such as, *“No never,”*, *“No, I haven’t”* or *“I don’t do that.”*

Overall the results collected from the semi-structured online interviews emphasize that young people are inclined to use a smartphone for visiting social networking sites, they are most inclined to visit Facebook with a smartphone, however in an outdoor environment and when alone. They find the experience of using a smartphone for social networking ‘enjoyable’, however more enjoyable than when using a PC. In addition they are inclined to use a smartphone more frequently than a PC for social networking purposes, such as updating status on a social networking site, sending and exchanging information and uploading photos, etc. They are more inclined to use the Facebook app in order to access the Facebook site, they value the touch screen interface, size and mobility of the handset, the wifi internet service provided and applications provided for social networking; as they find these features to be more practical and convenient for social networking in comparison to using a PC. However the small screen size and keypad feature including the battery life provided by the smartphone is considered a limitation for social networking.

Nevertheless results suggest that young people are inclined to access social networking sites with a smartphone for various motivational purposes such as, Awareness i.e. to keep oneself informed and social connection i.e. to engage with existing friends on a daily basis, in addition for the

motivational purpose of Curiosity, to seek new friendship and Diversion, i.e. to kill time and alleviate boredom, particularly when alone at home, at university, awaiting or on public transport and waiting in a queue. On the other hand less inclined to access social networking sites with a smartphone for the motivational purpose of Time management i.e. to schedule an appointment or support and event and Social avoidance i.e. to detach one-self from others to appear pre-occupied, as not to be disturbed in order to prevent a conversation from occurring.

Online survey- Data Analysis

The research method of an online survey was conducted in order to explore why and how young people are using smartphones in comparison with PC's for social networking. The online survey was created using 'survey gizmo' which is an online survey software. The survey was then distributed using the social networking site Facebook where an 'invite' was sent to all Facebook friends, 'inviting' them to take part in the online survey. The 'event' was distributed via posting as a link on the 'wall' on my personal profile, providing participants with instant access to the online survey.

The online survey was designed so that people are asked the same questions in the same order each time, illustrating questions of multiple choice which enable responses. The online survey enabled a collection of self-reported information, providing insights in to why and how young people use smartphones for social networking in comparison with PC's.

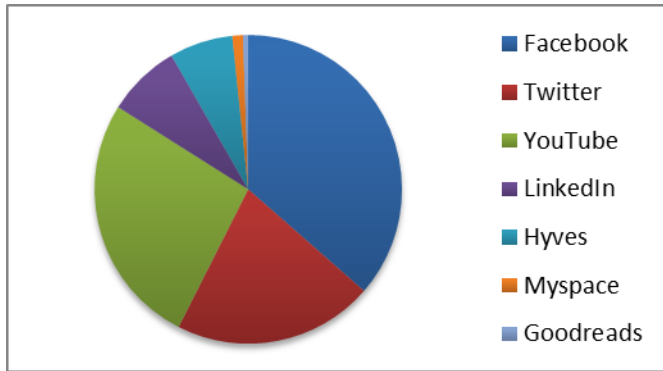
Over a period of approximately 24 days, 65 young people were surveyed by participating in the online survey, 33 of them females and 32 males, in addition the majority of participants were students (60%) who are of diverse ethnicities, between the ages of 18-30, with an average age of 25 (SD= 25) .

The data collected from the survey was analyzed through Spss, analyzing variable frequencies, averages and ranges in order to produce statistical results concerning the differences in accessing social networking sites via smartphones and Pc's.

Results from the online survey indicate 'how' i.e. (frequency, activities, etc.) young people are social networking with their smartphone in comparison with their PC and signify that all participants own a smartphone and they use the device for social activities such as pinning with friends 'often' , 'always' making and receiving calls, sending and receiving text messages and e-mails, etc. In addition the smartphone is also being used for information and entertainment purposes such as, retrieving news and weather updates, GPS navigation, listening to music, using the camera provided for i.e. taking photographs, and gaming, etc. Results also indicate that the majority of participants are 'always' using a smartphone for browsing and surfing the net in general, including for social networking purposes, emphasizing that just as the PC is used for social networking so is the smartphone device. The results indicate that 94% (n=61) of participants use smartphones for social networking purposes, in addition they use a smartphone for social networking on sites such as Facebook, Twitter and YouTube, however more frequently inclined to visit the Facebook site via smartphone, emphasizing that Facebook is a popular form of social media as illustrated in Figure 1.

Which of these social networking site/s are you most inclined to visit via smartphone? Facebook, Twitter, YouTube, LinkedIn, Hyves, if other please specify.

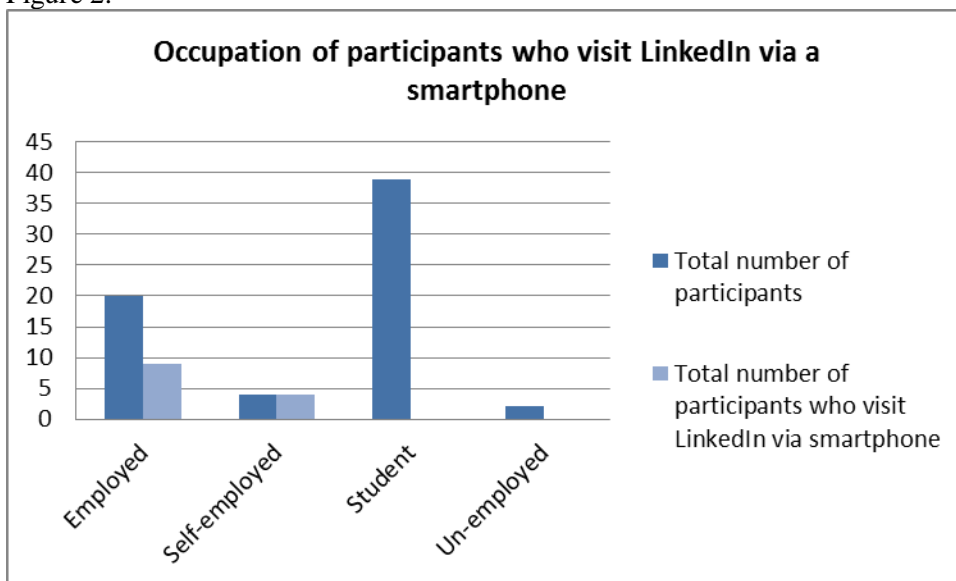
Figure 1:



However results suggest that the majority of participants are not inclined to visit the social networking sites LinkedIn, Hyves, MySpace, or Goodreads via smartphone for social networking purposes. Only a small minority of participants reported that they are ‘most inclined’ to use a smartphone to visit the site LinkedIn. LinkedIn is a business related social networking site with an aim to connect the world’s professionals, where they can meet, exchange ideas, make deals and find employees etc. Therefore one could assume that the site LinkedIn is often used by the employed and not by students, therefore due to the fact that the majority of participants are students, perhaps this could be the reason as to why they are ‘not inclined’ to use their smartphone for social networking on the site LinkedIn.

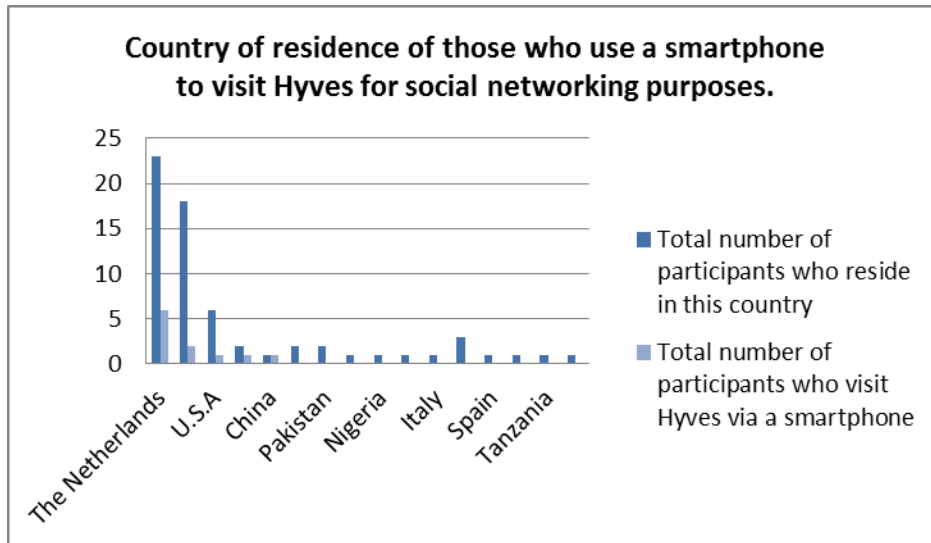
However it was determined through further analysis of correlations on Spss, using cross tables in order to find a relationship between two variables, the respondents occupation and report of visiting the social networking site LinkedIn. The results indicated that participants who are students reported that LinkedIn is one of the social networking sites they are ‘not inclined’ to visit via a smartphone. Whereas the participants who reported that they are ‘most inclined’ to visit LinkedIn via a smartphone are those who are affiliated with business, they are either employed or self-employed, however the majority are employed, as illustrated in figure 2.

Figure 2:



As mentioned previously results indicate that the majority of participants are also not inclined to use a smartphone to visit the social networking site Hyves, however a minority of participants reported that they are inclined to use a smartphone to visit Hyves. Nevertheless Hyves is a social networking site in the Netherlands and one would assume despite the minority, that only those who reside in the Netherlands or with a Dutch ethnic background would use the site. However as shown in figure 3 results indicate that the majority of participants who visit the social networking site Hyves via a smartphone reside in various countries and not just in the Netherlands such as, i.e. the United Kingdom, France, U.S.A and China. It can be assumed from these results that the explanation as to 'why' participants who are not living in the Netherlands would report that they visit Hyves via a smartphone for social networking purposes, is that perhaps they either have a Dutch ethnic background, they are currently residing in the Netherlands or they have friends or family who are of a Dutch nationality and they communicate with each other on the social networking site Hyves.

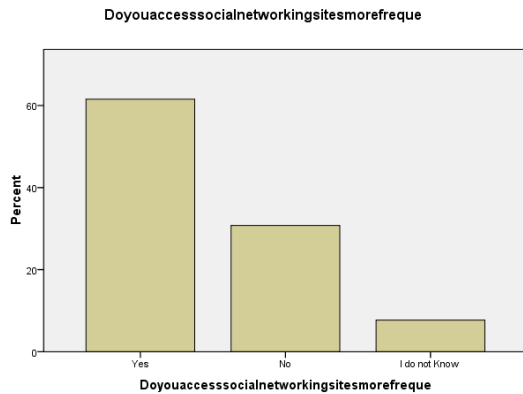
Figure 3:



Furthermore it can be observed that young people are not just inclined to use a smartphone for social networking purposes, but they are inclined to use their smartphone 'more frequently' than their PC for social networking purposes, as illustrated in Figure 2.

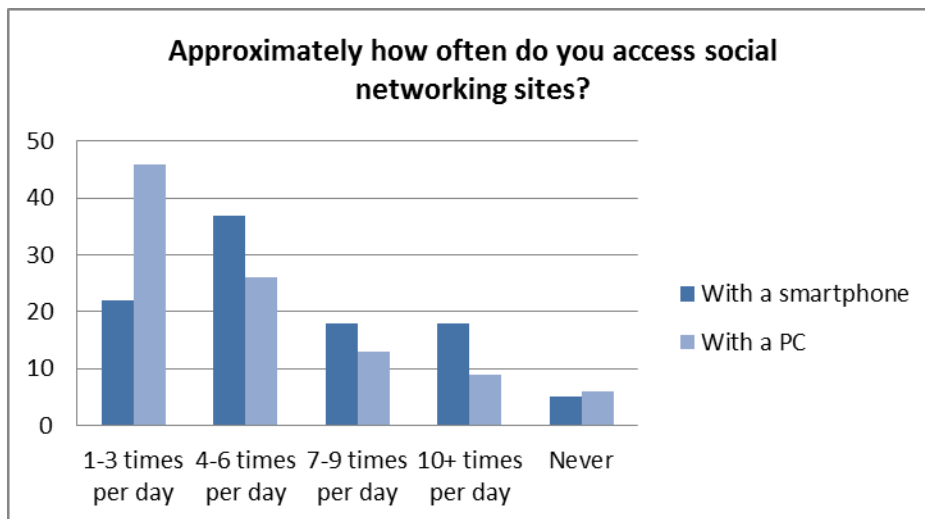
Figure 2:

Do you access social networking sites 'more frequently' via smartphone than via PC?



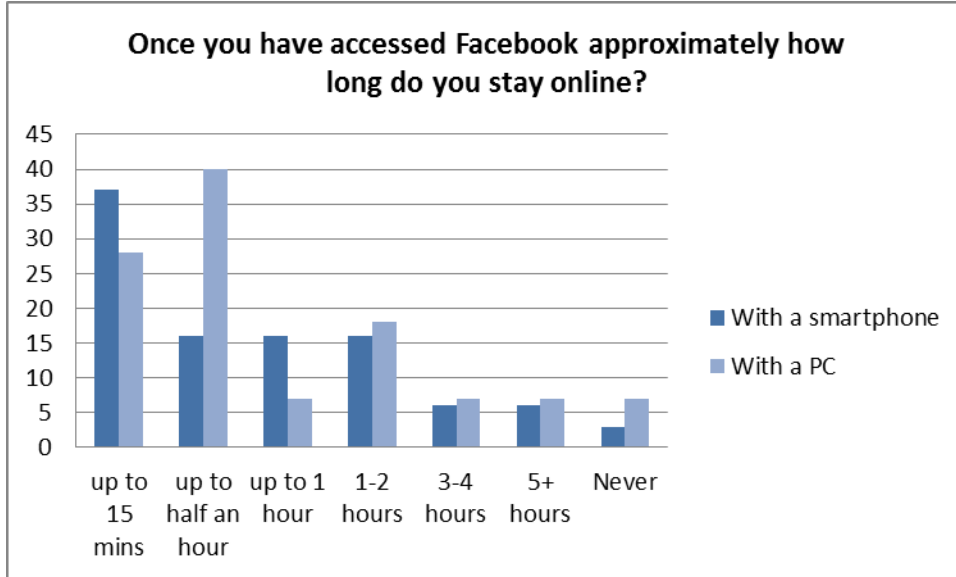
With regards to ‘How’ the smartphone is being used for social networking in comparison with PC’s, the results indicate that the majority of participants are using smartphones more ‘frequently’ than PC’s for social networking purposes. The majority of participants reported that they access a social networking site with a smartphone approximately 4-6 times per day in comparison to 1-3 times per day with a PC, as shown in figure 3.

Figure 3:



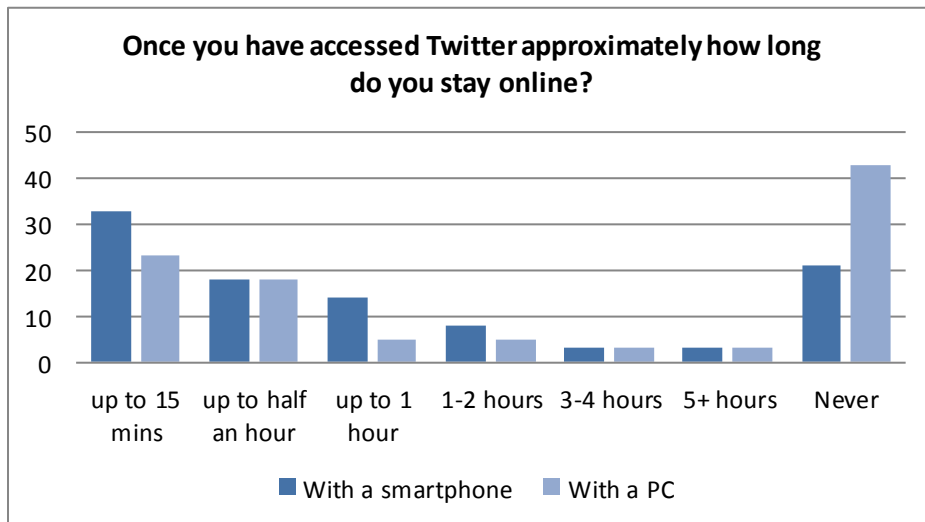
Despite that young people are ‘more inclined’ to use their smartphone more often than their PC for social networking purposes, however the majority of participants reported that they are more inclined to spend a longer period of time social networking on Facebook when using a PC rather than a smartphone. Results indicate that once young people have accessed Facebook with a smartphone they are only inclined to stay online for approximately up to 15 mins, as opposed to up to half an hour when using a PC, as shown in Figure 4.

Figure 4:



When examining why and how young people are using smartphones for social networking in comparison with PC's, other popular social networking sites were also taken in to consideration such as Twitter and YouTube. Results suggest that young people are also inclined to use their smartphone to visit Twitter for approximately up to 15 mins, however they are 'not inclined' to visit Twitter when using a PC, due to the

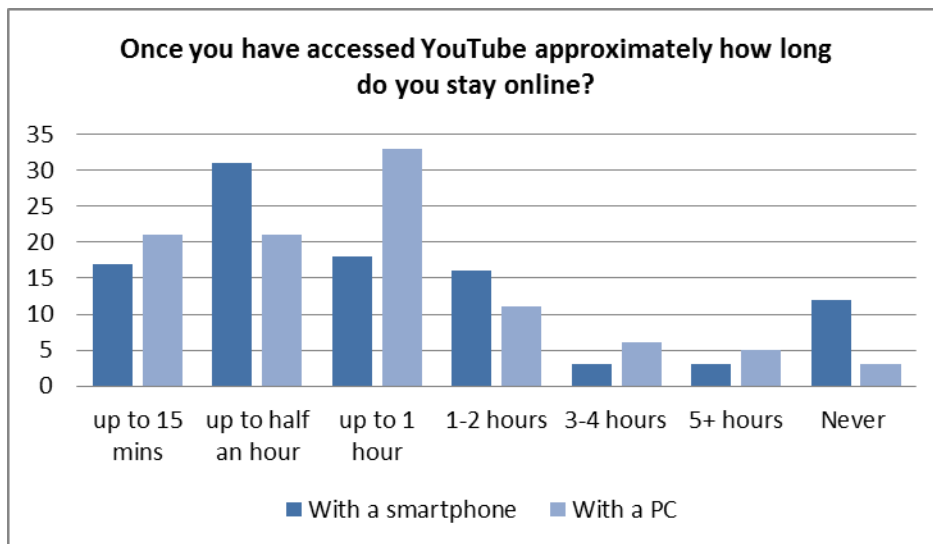
majority of participants reporting that they 'never' use a PC to access Twitter as shown in Figure 5:



In addition when asked ‘How many times do you ‘tweet’ on Twitter with a PC?’, results also clarified that the majority of participants do not use their PC to access Twitter by reporting that they ‘Never’ tweet on Twitter when using a PC.

Results indicate that the majority of participants are inclined to visit the social networking site YouTube when using both devices a smartphone and a PC, however they the majority of participants reported that they are inclined to spend a longer period of time social networking on YouTube when using a PC than when using a smartphone. As illustrated in figure 6 they are inclined to use their smartphone to visit YouTube for approximately up to half an hour, however when using a PC they are inclined to visit YouTube for approximately up to one hour.

Figure 6:



Overall the majority of participants reported that they are inclined to use a smartphone to visit social networking sites such as, Facebook, Twitter and YouTube, however when using a PC they are also inclined to visit Facebook and YouTube, but not Twitter.

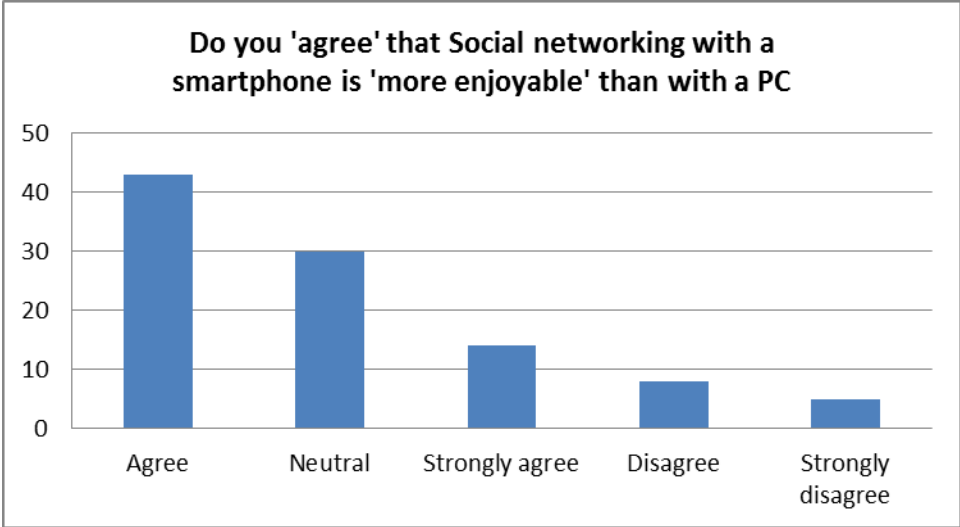
Results indicate that the majority of participants are inclined to use a smartphone for social networking purposes such as, updating their status and uploading a photo on a daily basis, approximately 1-3 times per day with a smartphone. However they are not inclined to use their smartphone to upload a video on to a social networking site, as the majority of participants reported that they ‘Never’ use a smartphone to upload a video on to a social networking site.

The majority of participants reported that when using a smartphone they are inclined to use the Facebook application in order to communicate and share photos with friends. However results indicate that there are many other applications which are being used on smartphones in order to communicate with friends such as; the Twitter app, Skype, Sms, pinning services offered exclusively by Blackberry handsets, etc. Also results suggest that there are various other applications being used in order to share photos with friends via a smartphone, such as; Twitter, E-mail, Blackberry messenger, etc.

Results indicate that young people find the experience of using a smartphone ‘enjoyable’, as the majority of participants reported that they find the experience of social networking via a smartphone to be an ‘enjoyable’ one. In accumulation no participants reported that they find the experience of social networking via a smartphone to be ‘un-enjoyable’. The majority of participants reported that they are most inclined to use a smartphone for social networking in both an indoors and outdoors environment, when they are alone and with or around people.

Results indicate that young people find the experience of using a smartphone for social networking to be ‘more enjoyable’ than when using a PC, due to the fact that the majority of participants reported that they find that ‘Social networking with a smartphone is ‘more enjoyable’ than with a PC’, as presented in figure7.

Figure 7:



Furthermore the majority of participants who reported that social networking with a smartphone is 'more enjoyable' than with a PC are of a female gender, suggesting that perhaps females more than males find using the smartphone for social networking 'more enjoyable' than when using a PC. As indicated in figure 8 results emphasize that the majority of participants a total of 28, who reported that they 'Agree' with the claim made, 'Social networking with a smartphone is 'more enjoyable' than with a Pc, 16 of the participants are of a female gender, however only 12 participants are males.

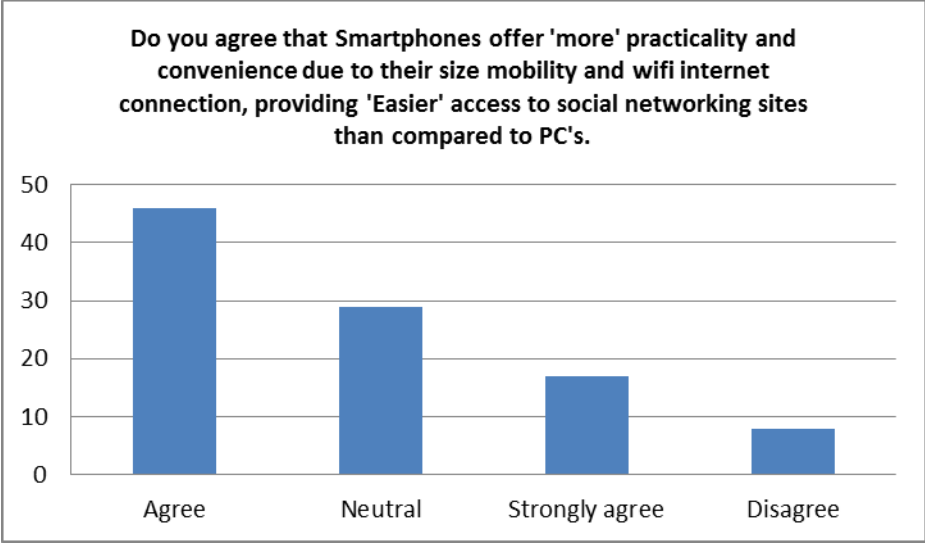
Figure 8:

Social networking via smartphone is 'more enjoyable' than with a Pc?

Reports	Gender		Total
	Female	Male	
Agree	16	12	28
Disagree	4	5	9
Neutral	9	11	20
Strongly agree	3	2	5
Strongly disagree	1	2	3
Total	33	32	65

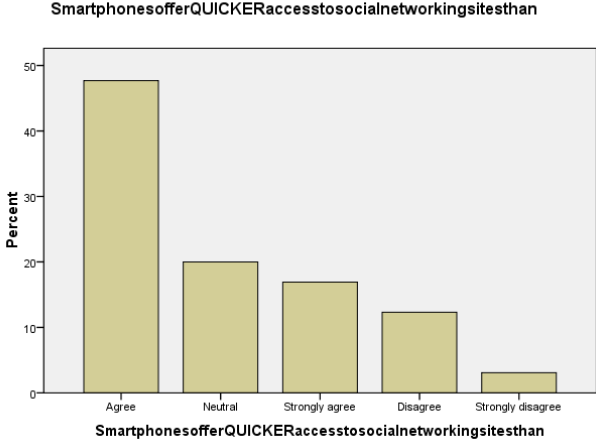
In addition the majority of participants reported that Smartphones offer 'more' practicality and convenience due to their size, mobility and (WIFI) Internet connection available, providing 'Easier' access to social networking sites than compared to PC's, as shown in Figure 9.

Figure 9:



In accumulation the results signify that the majority of participants reported that Smartphones offer 'Quicker' access to social networking sites than compared to PC's due to the social networking applications it provides the user with. As indicated in figure 10 the majority of participants reported that they 'Agree' with the claim made that 'Smartphones offer 'Quicker' access to social networking sites than compared to PC's due to the social networking applications it provides the user with'.

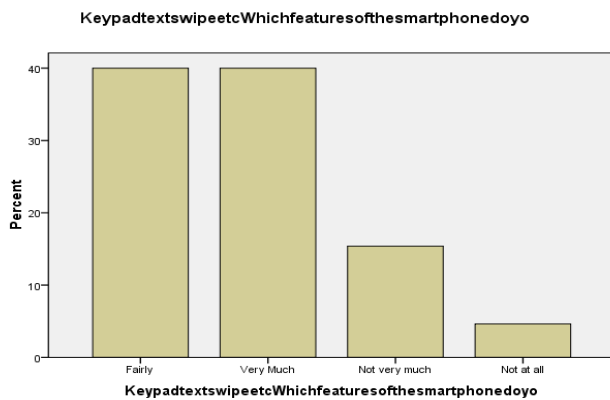
Figure 10:



Many of the features provided by the smartphone are 'valued' by users for social networking, the results illustrate that the majority of participants value the size and mobility of the handset, the internet connection and wifi provided, social networking applications, and surprisingly the model and brand of smartphone, all of which have been reported to be 'valued' for social networking by the majority of participants. On the other hand the majority of participants reported that they 'Fairly' value the HD

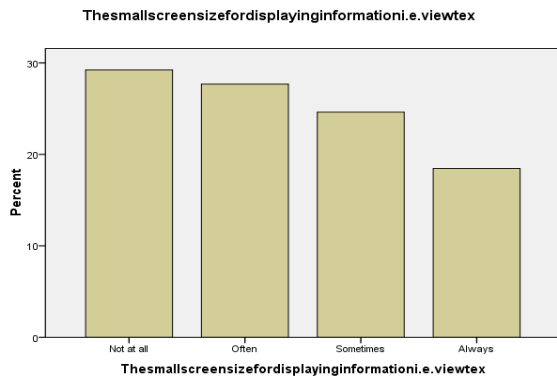
camera quality provided for i.e. taking photos and video recording also the touch screen feature on the smartphone provided for i.e. zooming, scrolling and swiping. However regarding the keypad feature provided by the smartphone, results indicate that there is a correlation between reports, as the same equal amount of participants reported that they ‘very much’ or ‘fairly’ value the keypad feature provided by the smartphone for social networking as illustrated in figure 11.

Figure 11: Keypad feature provided by the smartphone ‘valued’ for social networking.



In addition despite some reports of ‘fairly’ valuing several features provided by the smartphone for social networking, the results indicate that the majority of participants do ‘not at all’ find the touch screen or the keypad feature provided on the smartphone to be un-enjoyable or suitable for social networking. The results emphasize that the small screen size provided by the smartphone is a feature which has not been reported to be ‘valued’ for social networking, nevertheless there is a correlation between results as the majority of participants have reported that they either do ‘not at all’ or ‘often’ find the small screen size provided by the smartphone to be un-enjoyable or unsuitable for social networking, as indicated in figure 12.

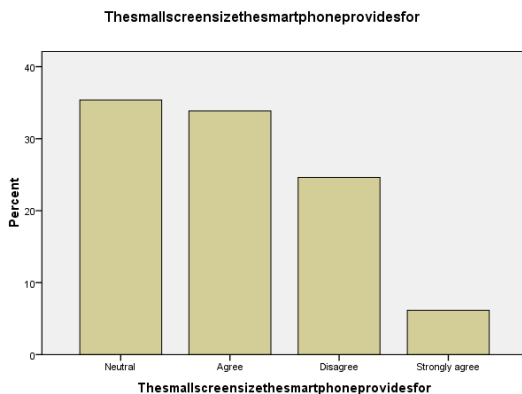
Figure12: ‘The small screen size feature provided by the smartphone is ‘unsuitable’ or ‘un-enjoyable’ for social networking’.



In addition the results also signified a correlation between reports when responding to the claim made that ‘The small screen size the smartphone provides for displaying information is unsuitable or un-enjoyable for social networking’, as a similar quantity of participants reported that they either had a ‘Neutral’ point of view towards the claim or they ‘Agree’ with it, as presented in figure 13.

A minority of participants reported that they either ‘disagree’ or ‘strongly agree’ that the small screen size provided by the smartphone is unsuitable or un-enjoyable for social networking, however no participants reported that they ‘strongly disagree’.

Figure 13:



However results indicate that the majority of participants reported that they ‘often’ find the battery life unsuitable or un-enjoyable for social networking.

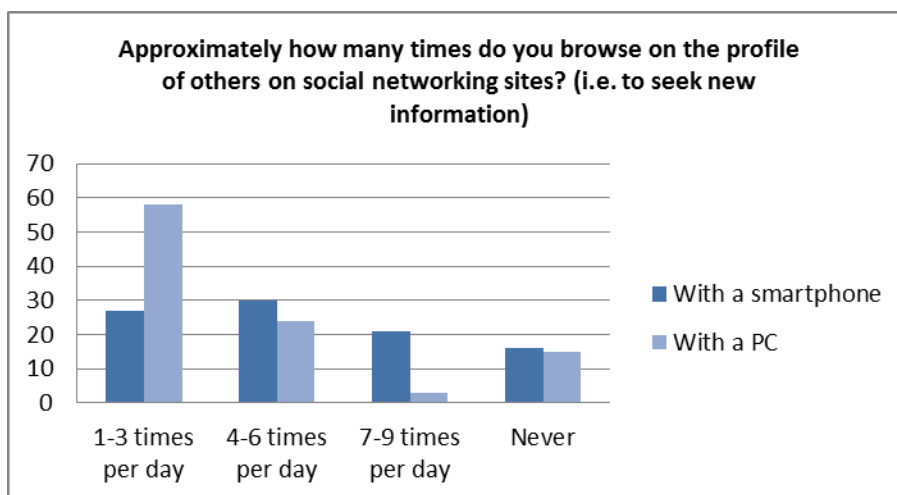
With regards to the aim of this research study, in relation to finding out ‘why’ young people are using their smartphones for social networking, in order to examine the characteristic of ‘why’ in greater depth, ‘why’ as in what drives young people to use smartphones for social networking, the motivations proposed

by Taylor et al., (2008) for understanding the motivations and behaviours of users who access the web via mobile internet was incorporated in the research strategy, where patterns of motivations such as: Awareness, Social connection, Curiosity, Time management, Social Avoidance and Diversion were examined. In addition several Categories of Motivations were determined from the results, as the majority of participants reported that they are inclined to visit social networking sites with a smartphone for the motivational purpose of Awareness, Social connection, Time management, Social Avoidance and Diversion. However results indicate that the majority of participants are not inclined to visit social networking sites with a smartphone for the motivational purpose of Curiosity.

Awareness

The majority of participants reported that they are inclined to visit social networking sites with a smartphone for the motivational purpose of Awareness, i.e. to keep one- self informed by browsing on the profile of others. However they reported that they are ‘more frequently’ inclined to use a smartphone rather than a PC for visiting a social networking site with a smartphone for the motivational purpose of Awareness. The majority of participants reported that when using a PC they are inclined to browse on the profile of others on a social networking site in order to seek new information approximately 1-3 times per day, however when using a smartphone they are inclined to browse on the profile of others approximately 4-6 times per day, as illustrated in figure 14.

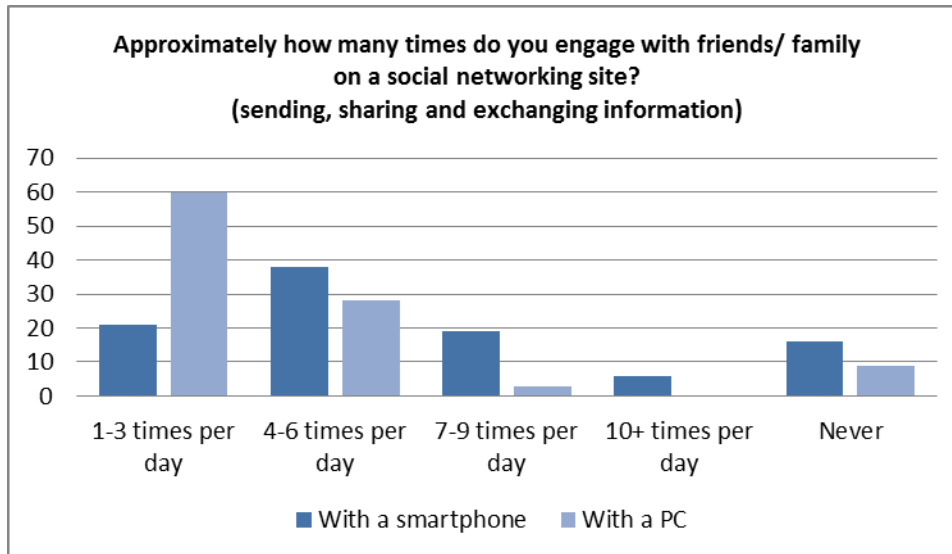
Figure 14:



Social connection

In addition results indicate that the majority of participants are also inclined to use a smartphone ‘more frequently’ than a PC for the motivational purpose of social connection, to communicate with existing friends and family on a social networking site by sending, sharing and exchanging information. The majority of participants reported that they are inclined to use a smartphone more frequently than a PC for the purpose of social connection, the smartphone is used approximately 4-6 times per day in order to engage with existing friends and family on a social networking site, via i.e. posting, commenting and sharing information. On the other hand when using a PC the majority of participants reported that they are inclined to engage with existing friends and family approximately 1-3 times per day, as presented in figure 15.

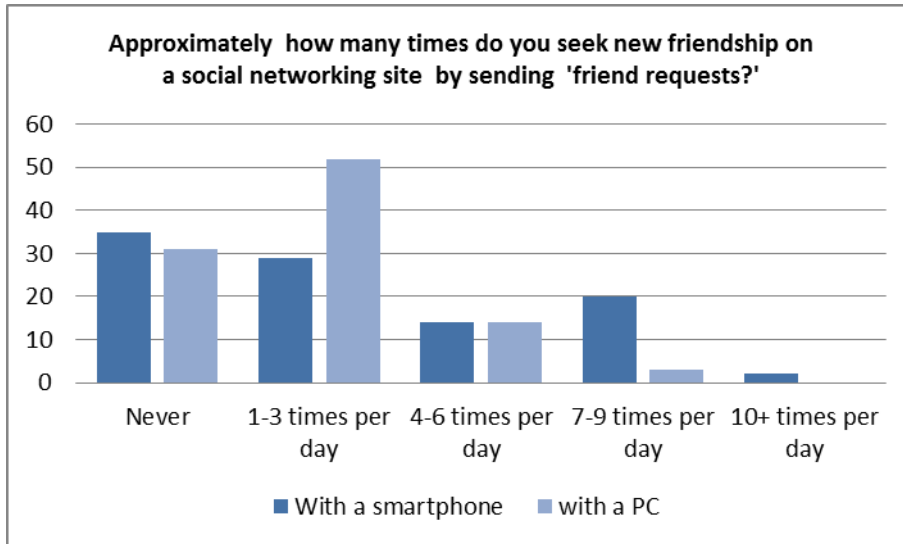
Figure 15:



Curiosity

Regarding the motivational purpose of Curiosity, however it is evidently clear that the majority of participants reported that they are inclined to use a PC approximately 1-3 times per day to seek new friendship on a social networking site by sending ‘friend requests’. However they are not inclined to use a smartphone to seek new friendship on a social networking site, due to the majority of participants reporting that they ‘Never’ use a smartphone to seek new friendship on a social networking site, as shown in figure 16.

Figure 16:



Time management

Results illustrate that the majority of participants reported that they are inclined to use a smartphone 'often' for the purpose of time management with the desire to organize or support an event or cause.

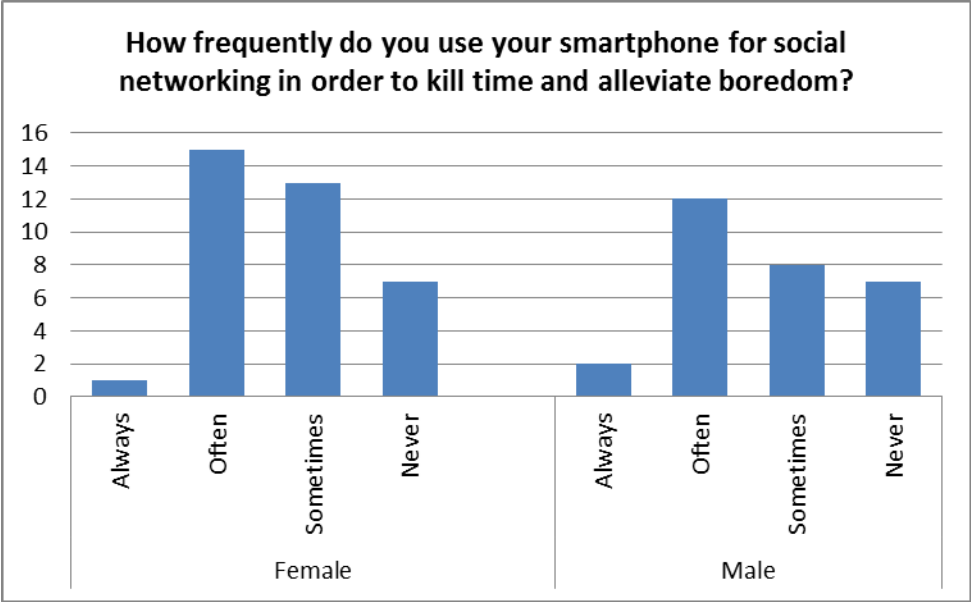
Social Avoidance

However surprisingly the majority of participants reported that they are 'sometimes' inclined to use a smartphone for social networking in order to detach oneself from others, to appear pre-occupied in order to prevent a conversation from occurring.

Diversion

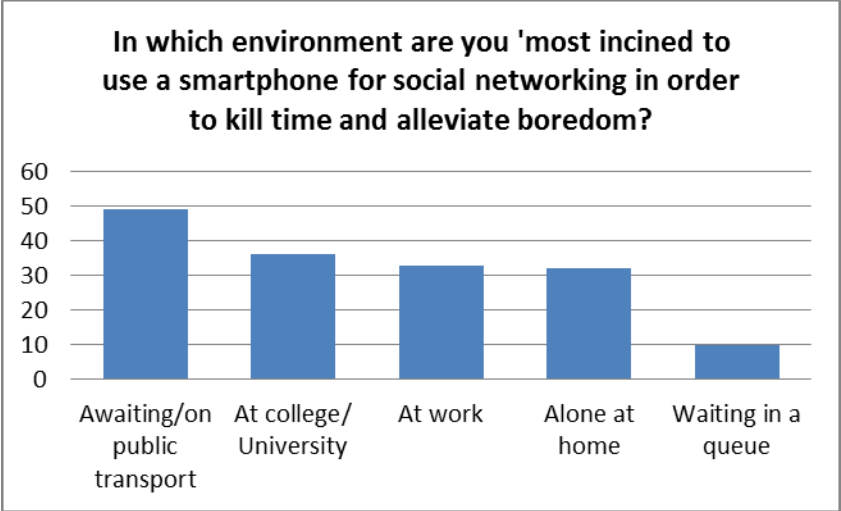
Using a smartphone to access social networking sites for the motivational purpose of Diversion was signified, as the results indicate that the majority of participants are 'often' inclined to use a smartphone for social networking in order to kill time and alleviate boredom. However results illustrate that females are 'more often' inclined than males to use a smartphone for social networking purposes in order to kill time and alleviate boredom as shown in figure 17.

Figure 17:



In addition results indicate that the majority of participants are inclined to use their smartphone for social networking in order to kill time and alleviate boredom in environments such as; when they are awaiting or on public transport, at college or University, at work, alone at home and when waiting in a queue. Nevertheless the majority of participants reported that they are ‘most inclined’ to use a smartphone for social networking in order to kill time and alleviate boredom when awaiting or on public transport, as illustrated in figure 18.

Figure 18:



Overall results from the online survey accentuate that the majority of participants are inclined to use a smartphone for social networking purposes on the social networking site. In addition they prefer using a smartphone rather than a PC for social networking purposes, as they are inclined to use a smartphone 'more frequently' than a PC for social networking purposes, the majority of participants reported that they are inclined to spend a longer period of time social networking on Facebook and YouTube when using a PC, rather than when using a smartphone. The majority of participants reported that they are 'most inclined' to use the Facebook application when using a smartphone in order to communicate with friends on the Facebook site. In addition they find the experience of using the smartphone enjoyable for social networking, however 'more enjoyable' than when using a PC, Nevertheless young Females tend to find it 'more enjoyable' than young males. The majority of participants find that smartphones offer 'more' practicality and convenience due to their size, mobility and (WIFI) Internet connection available, providing 'Easier' access to social networking sites than compared to PC's. In addition considering that smartphones offer 'Quicker' access to social networking sites than compared to PC's due to the social networking applications it provides the user with. Results indicate that Many of the features provided by the smartphone are 'valued' by the majority of participants such as; the size and mobility of the handset, the internet connection and wifi provided, social networking applications, and the model and brand of smartphone. However the HD camera quality provided by the smartphone for i.e. taking photos and video recording, including the touch screen feature provided for i.e. zooming, scrolling and swiping are 'fairly' valued by the majority of participants. However regarding the keypad feature provided by the smartphone they either very much or fairly value the keypad feature provided by the smartphone for i.e. texting. The results emphasize that the small screen size provided by the smartphone is a feature which the majority of participants 'value' for social networking, nevertheless they reported that they either do 'not at all' or 'often' find the small screen size provided by the smartphone to be un-enjoyable or unsuitable for social networking. Nevertheless the majority of participants reported that they often find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.

Young people are inclined to visit a social networking site with a smartphone for several motivational purposes such as; Awareness, Social connection, Curiosity, Time management, Social Avoidance and Diversion. They are inclined to use a smartphone 'more frequently' than a PC to visit social networking sites for the motivational purpose of Awareness, i.e. keeping one-self informed by browsing on the profile of others. The majority of participants reported that they are also inclined to use their smartphone 'more frequently' than their PC for the motivational purpose of social connection, i.e. to communicate with existing friends and family by sending, sharing and exchanging information. However results indicate that the majority of participants are frequently inclined to use a PC to visit a social networking site for the motivational purpose of Curiosity, i.e. to seek new friendship, but not inclined to do so when using a smartphone. The majority of participants are frequently inclined to use a smartphone to visit social networking sites for the motivational purpose of Time management, i.e. the desire to organize or support an event or cause. Furthermore results indicate that the majority of participants are 'sometimes' inclined to use a smartphone to visit social networking sites for the motivational purpose of Social avoidance, i.e.

In order to detach one-self from others, to appear pre-occupied in order to prevent a conversation from occurring.

Results produce a strong theme that the majority of participants are often inclined to use a smartphone to visit social networking sites for the motivational purpose of Diversion, i.e. to kill time and alleviate boredom; however young females are more often inclined than young males to use their smartphone for social networking purposes in order to kill time and alleviate boredom. In addition the majority of participants reported that they are inclined to do so in environments such as; when they are awaiting or on public transport, at college or University, at work, alone at home and when waiting in a queue. Nevertheless they are 'most inclined' to use a smartphone for social networking in order to kill time and alleviate boredom when awaiting or on public transport.

Qualitative Data Analysis of (20) semi-structured interviews

20 one- to -one interviews were conducted online using Skype with 20 participants over a six-day period. Participants included an equal number of males and females, 10 males and 10 females who are youths between the ages of 18-30, residing in three different countries from the USA, the United Kingdom and The Netherlands, with an aim to Majority of participants were international students who are of various ethnicities such as, Afro-Caribbean, American, Mexican, Polish, Spanish, Bulgarian, British, Antillean and Dutch. All Interviews were conducted through 'typing' and then all text was transferred straight from Skype on to a word document in order to be transcribed, providing accurate recorded material .The data collected from all interviews was then analyzed by reading through all texts collected after transcribing, then assembled by organizing the text and taking notes about the characteristics and meanings of recorded information. An analysis of the interviewee's behavioral attitudes, views, opinions and experiences was accompanied by examining patterns of Behaviour and repetition within the text, noting regularities, patterns and explanations, in search of comparisons and contrasts between and amongst content.

In addition Bryman and Burgess (1994, p.6) signify that qualitative data analysis is in 'the text' and with reference to Hammersley and Atkinson (1983) with whom they state: "*Recommended immersing oneself in the data and then searching out patterns, identifying possibly surprising phenomena ...*"

The 'text' was comprehended as 'human activity,' which Miles and Huberman (1984, p.8) describes: "*as a collection of symbols which are expressing layers of meaning*". This content analysis will be conducted in order to determine the content of written communication, via an objective and quantitative procedure.

When reviewing content to determine if the information available meets the objective of the analysis which was to explore how and why users are inclined to access social networking sites via smartphone compared to PC's? the information provided in the interviews by participants indicated that new technology and social networking sites, such as smartphones and Facebook are as Backer, (2010 p.19) emphasize: *"two modern tools that are rapidly increasing in popularity and application ..."*

According to Blaxter, et al., (2006, p.209) in relation to analyzing interviews, *"key or primary questions are of the utmost importance for content analysis."* The purpose of this research was to explore the user's motivations, behaviours, uses and experiences when accessing social networking sites via smartphones and these were discussed in the interviewing process. All 20 participants answered all given questions in a certain way, or rather a different way from one another, however the answers given to particular questions appear to be related.

With regards to Retrieving text, interpretation, and analysis according to Blaxter et al., (2006, p.210) *"This focus considers the frequency with which certain words or particular phrases occur in the text as a means of identifying its characteristics..."*

The question was asked: **'Do you access social networking sites via a smartphone?'**

20 out of 20 Participants responded with answers such as, a simple "yes" to "yes I do", some participants were particularly enthusiastic in their responses such as, *"Yes I do all the time," "Yes I do ,I use my phone a lot for social networking," "Yes I use my iphone to connect to Facebook ."* However one participant reported: *"Rarely"* indicating that they do not access social networking sites with a smartphone often , on the other hand the most common word being 'yes,' Signifies that all participants are active users of what Cui & Roto (2008, p.905) refer to as "mobile web" which they define, *"..Means using the web on mobile devices..."* All participants proposed 'mobile web activity' Cui and Roto (2008) emphasize: *"Mobile Web access is currently being hyped as the next big thing for both mobile devices and Web services ..."*

All participants reported that they do indeed access at least one, if not many social networking sites with a Smartphone, 'yes' being the most common word to occur in their responses .Blaxter et al., (2006, p.210) signifies that when taking part in content analysis, *"The number of times in which a word occurs in the text is taken as an indicator of it's significance..."*

When asked: **'Do your friends also use smartphones to access social networking sites?'**

19 out of 20 participants reported that 'yes' their friends also use their smartphones to access social networking sites, such as, *"Yes, but a small minority," "Yes, they all have smartphones and go online on their phones all the time," "Yes they do and we communicate a lot on Facebook and Form spring from our smartphones," "Yes they do, very often."* Again some participants were especially enthusiastic in their responses such as, *"Yes nearly all of them,"*

“Yes they do and they enjoy it as much as me,” “Yes most of them do. ☺” Only one participant seemed unsure as they reported: *“Some of them, I guess. I never asked them. ☺”*

When asked: **‘which brand of smartphone do you have?’**

Participants reported that they own various models of smartphones such as, the Blackberry bold, Blackberry curve, Blackberry Torch, The Samsung Galaxy, I phone, Nokia E71, Nokia 5800, HTC, and the Sony Ericson X8. The most popular handset ‘owned’ being the Blackberry curve and the iphone.

When asked: **‘how long have you had your smartphone?’**

overall, participants had expressed that they have owned their smartphone for a period of it being either brand new or from one month to a maximum of 4 years, majority of respondents reported that they have owned their smartphone for a period of 1 or 2 years, Indicating that the use of Smartphones are becoming more widespread as each and every one of these 20 participants own a smartphone, according to Schwanecke et al.,(2007, p.1) “The sale of Smartphones is the fastest growing segment in the handset market. Smartphones made the step from a niche product to a consumer product.”

When asked: **‘For what other purposes except social networking, do you use your smartphone for?’**

The Majority of participants reported that they use their phone for many purposes, mostly for Making phone calls, receiving and sending text messages, listening to music, taking photographs, playing games, GPS Navigation and Browsing or surfing the net for more information or just In general , however pinning with friends seemed popular for those who own a Blackberry smartphone. The Minority of participants reported however that they use their smartphone for purposes such as, using the alarm clock, calendar and calculator, video recording and calling, retrieving news and weather updates, bar scanning, banking, organizing meetings and online purchasing.

When asked: **‘How long have you been accessing social networking sites via Smartphone?’**

Number of Participants	How long have you been accessing social networking sites via smartphone?
7	2 years
4	6-10 months
3	3 months
2	3 years

2	1 year
1	1 month
1	2-3 years
Total: 20 participants	REPORTS

7 out of 20 participants reported that they have been accessing social networking sites via Smartphone for approximately 2 years. Therefore the majority of respondents have been active users of accessing social networking sites via smartphone for a period of approximately 2 years.

In order to find out whether the user prefers to use a smartphone rather than a PC for accessing social networking sites? Investigative questions to seek explanation and understanding were asked such as:

‘Would you say you access social networking sites via Smartphone more/ less frequently than from a PC?’

Majority of participants, a total of 16 out of 20 reported that they use their smartphone ‘more frequently’ than their PC to access social networking sites, by declaring, *“I would say I use my Smartphone more than my PC”, “I use my phone a lot more than I use my PC for social networking,” I access Facebook more from my Smartphone than from my PC, “I use my Smartphone more than my PC to access Facebook and Twitter,”* etcetera. Some responses were expressively enthusiastic such as, *“I use my smartphone more to access social networking sites, because I am always on the go, “Social network sites more often via my Smartphone as it has proved more accessible especially when on the move, where a PC would be impractical” and “Well since I got my new Smartphone I haven’t even accessed Facebook from my PC and it’s been like 5 days now”.*

However a minority of participants, a mere 4 out of 20 indicated in their responses that not all youths who are smartphone users prefer to use a Smartphone rather than a PC for social networking, as they reported that they access social networking sites via smartphone ‘less frequently’ than from a PC, with responses such as, *“I use my PC more than my Smartphone to access social networking sites,” “I still use my PC a lot more than my phone to access the internet in general, especially social networking sites. Browsing through posts and updates doesn’t go quick enough via my phone.” “Not at all .I has to be extremely bored to use my phone to access Facebook, or I have something special to do there to access it from my phone. So, the answer is a lot less frequent”.*

When asked: **‘Which social networking site/ sites are you inclined to visit via Smartphone?’**

The most common replies were *“Facebook and Twitter”* however each and every one of the participants a total of 20 out of 20 chose Facebook if not as the ‘only’ social networking site they visit but at least one of the sites they are inclined to visit with a smartphone, emphasizing that Facebook is the most ‘popular’ site visited by Smartphone users. A small minority of participants reported that they also use their smartphone to access social networking sites such as: YouTube, LinkedIn, Hyves and Formspring.

To further the investigation In order to gain an explanation and understanding of how users are inclined to access social networking sites via smartphones compared to using PC’s.

The question of **‘How often do you access social networking sites via a Smartphone?’** was asked.

The Majority of participants responded that they access social networking sites via smartphone on a daily basis by reporting, *“Every day,” “At least once a day,” “I access social networking sites on my phone regularly, every day”, “Since I got my phone I’ve been on Facebook every day for the past 5 days!”* Several participants seemed to be particularly enthusiastic in their responses such as, *“Every day, all the time,” “At least 10 times a day. “ “Daily, I would say about 7 times a day,”* etcetera. Only one participant reported that they do not use their smartphone very often to access social networking sites, only when necessary which involves being in an outdoors environment, they reported, *“It depends on the situation. If I am out and about I will use my Smartphone only then to go on Twitter or Facebook”*.

Overall the responses given to this question emphasize that users are ‘often’ inclined or motivated to access social networking sites via a smartphone frequently and have tendencies to gain access to the ‘mobile web.’

To gain an understanding of the usage pattern of smartphones in comparison to PC’s for accessing social networking sites, the question: **‘How often do you access social networking sites via a PC?’** was asked.

Responses to this question reported that those participants (16 out of 20) who stated previously when asked: ‘Would you say you access social networking sites via smartphone, more/less frequently than from a PC? And they replied that they access social networking sites via smartphone ‘more frequently’ by reporting, *“Every day, all the time,” “ I access social networking sites on my phone regularly, every day,”* etcetera, responded that they use their PC to access social networking sites, *“ Occasionally,” “Once a week,” “Never,” “Not very often, I would say maybe 2 times a week,”* etcetera. However 7 out of 20 of these participants reported that they also use their PC daily such as, *“10 minutes a day,” “3 times a day,” “Every day,” etc.* as opposed to using their smartphone to access social networking sites, *“10 times a day,” “Daily, like every two hours, I use my smartphone”*. Which was stated previously, Signifying that majority of users are still inclined to use their smartphone more often or more frequently to access social networking sites than on their PC.

The mere participants (4 out of 20) who previously reported they use their PC 'more frequently' than their Smartphone to access social networking sites whose responses were for example: *"Not at all. I have to be extremely bored to use my phone to access Facebook, or I have something special to do there to access it from my phone, etcetera;* Responded on the other hand that they use their PC to access social networking sites, "Every day," "4 times a day," "One to five times a day, for a short period of time. Just to check if somebody wrote on my wall or sent me a message," etcetera also one participant who reported enthusiastically, "10 times a day!" Overall a durable theme came through that most participants are more inclined to use their smartphone 'more often' than their PC to access social networking sites.

In order to find out 'how' users are inclined to access social networking sites via smartphones, the question: **'Which application or applications do you prefer using to access social networking sites via a Smartphone?'** was asked.

9 out of 20 participants reported that they prefer using only the 'Facebook' Application to access social networking sites via their smartphone for example, *"Facebook app is the best," "I really like Facebook for Blackberry,"* etcetera However the majority of participants 10 out of 20 reported that they prefer using Facebook as well as many other applications for social networking, as they are inclined to use for example, *"Facebook and Twitter," "Facebook app, YouTube, Form spring app," "I like Facebook, YouTube, Twitter apps,"* etcetera. Only one participant reported that they do not prefer using any of the applications mentioned by any of the other participants, however they did state previously that they are most inclined to visit the social networking sites, Hyves and Facebook however their personal response to this question was, *"I prefer to use official apps that were built in cooperation with its developers"*.

Some participants however showed strong similarities in their reporting indicating that as well as using applications such as Facebook, YouTube, Twitter, etc. they also prefer using the 'Skype' application, reported as *"Skype app..."* which is another application, not used for social networking but it is an Internet site enabling users to communicate with friends by sharing and exchanging information, through instant messaging, video calling, etc for free.

The question: **'Once you have accessed the social networking site via Smartphone, how long do you stay online?'** Was asked.

All 20 participants replied with various responses, some participants gave limited answers such as, *"I stay online for quite some time, yes."* So they were then asked 'How many mins/ hours would you say you stay online for?' And they would report for i.e. *"I would say 1 or 2 hours."* some participants, a majority of them on the other hand gave detailed liberal responses, such as, *"Most of the time I stay online for like an hour or two, just speaking to my friends and commenting on their status and photos," "I stay online for like an hour."* These liberal responses were made by participants who stated previously that they access social networking sites via

smartphone 'more frequently' than from a PC. One participant enthusiastically reported, " *I stay online all day I just keep myself logged in to Facebook*".

The participants on the other hand who reported previously that they access social networking sites via PC 'more frequently' than from a smartphone, responded, " " *Normally, 10 minutes tops, unless I'm having a conversation with someone via Facebook,*" " *I usually stay online for like 2 mins at a time,*" " *I stay online for a couple of minutes to see if there are important posts*".

When asked: **'Once you have accessed the social networking site via PC, how long do you stay online?'**

The 16 out of 20 participants who previously reported that they use their Smartphone more frequently than their PC to access social networking sites, when asked: 'Once you have accessed the social networking site via PC, how long do you stay online?' they similarly reported: " *when I do, about 10 mins,*" " *Usually for like 5 mins or less,*" " *About 30-45 mins,*" " *Probably half an hour or an hour,*" " *I stay online for like an hour or less*" and " *I stay online for 10 mins.*" One participant even reported, " *Well I have not used a PC in over 2 years*".

The 4 out of 20 participants who reported previously that they use their PC 'more frequently' than their smartphone responded, " *At least one hour,*" " *I usually stay on Facebook on my PC like all day when I am at home, I just leave the web open all the time,*" " *I usually spend 5 or 10 minutes on social networking sites on my PC as I'm usually in a more comfortable environment to do so,*" 2 participants enthusiastically reported, " *12 hours a day online on Facebook via my PC,*" " *All day I am online, I only go offline when my PC is turned off. (When I go to bed)*"

To investigate where users are most inclined to use their smartphone to access social networking sites, i.e. which type of environment? (Indoors or Outdoors) whether in a private or public domain, with an aim to explore if the smartphone is seen as practical and convenient for the user, where they can access social networking sites anywhere at any time.

A question was asked: **'In which environment are you most likely to use your Smartphone to access social networking sites? (i.e., indoors or outdoors) please explain?'**

7 out of 20 participants said that they use their smartphone indoors as well as outdoors to access social networking sites, by reporting: " *I use my Smartphone indoors and outdoors all the time,*" " *Indoors, outdoors, everywhere,*" " *I use it both indoors and outdoors to access Facebook, Skype and you-tube,*" " *I would say I use my Smartphone in doors as well as outdoors,*" " *I use my Smartphone indoors and outdoors rather than my PC to access Facebook or Twitter because it is a lot faster and easier*".

12 out of 20 participants, a vast majority of them reported that they are 'most inclined' to use their Smartphone to access social networking sites when they are in an outdoor environment and their PC when in an indoor environment, showing strong similarities with comments such as:

"I'll usually access social networking sites via my phone when outdoors as oppose to indoors where I could use my computer. I find use of my phone outdoors more practical to quickly check sites...An example may be on the train to or from work or university," "I tend to use my Smartphone mostly when I am outside, like on the metro or the tram, public transportation basically," "I would say I use my Smartphone more outdoors, I am always out, I have classes at uni every day and I work on the weekend, so having it is useful for me." "I am most likely to use my phone for social networking in an outdoors environment because I can travel with and carry my phone around with me unlike a pc," similarly "Outdoors-on the move, no pc within reach, thus using smartphone," one participant enthusiastically responded: "Outdoors, of course! If I am at home and I want to go to Facebook, I'll do it from my laptop not from the phone. It is easier, more comfortable and faster" and "I would say outdoors. There's no need for me to use it indoors. I have my PC for that." One participant on the other hand reported that they use their Smartphone mostly indoors than outdoors.

When asked: 'which features of your smartphone do you find insignificant for social networking?'

13 out of 20 participants the majority of them showed strong similarities by reporting that they do not find any features of their smartphone insignificant for social networking such as, *"I don't find any of them insignificant," "None that I can think of,"* etcetera. Some respondents were very descriptive when this question was presented to them and reported, *"None really I still really like my iphone, but I do want the iphone 4 which has just been released,"* etcetera. One participant was especially enthusiastic in their response: *"None, it pretty much has enough options for me as on a PC."*

On the other hand 4 out of 20 participants indicated that they find the small screen and keypad provided on the smartphone insignificant for social networking by responding, *"Small screen and thus a small keyboard make it harder to type long messages. Also viewing pictures or playing movie-clips takes longer to view. Limitations in view due to the screen size," "The small screen size and inferior keyboard," "The small screen size can be a limitation."* 3 out of 20 participants had different views from the other 17, as their responses were, *"I find the battery of my Smartphone insignificant because sometimes the battery runs low or even runs out," "Having a touch screen I find doesn't add to the experience" and ".....I don't know which feature is insignificant. I guess the GPS".*

When asked: 'What do you think a Smartphone offers that is different (better/worse) than PC'S?'

The majority of participants reported that they think the size, mobility and wifi internet connection the smartphone provides is different and 'better' than what PC's can offer for example: *"I just like the fact that you can take the phone everywhere and be able to access the*

internet,” similarly reported: “*It’s more on-the-go, you don’t have to wait to get home to go on your PC, you can sit in the car/ train/ bus and still be able to use Facebook for example*”.

Some participants were particularly enthusiastic in their responses, for example: “*With a Smartphone you are able to travel and access social networking sites everywhere and it’s faster and it’s a handset, therefore it makes it easier to carry around unlike carrying a laptop. With a PC you also have to log in and out all the time and with my phone the Facebook application leads me straight to the Facebook site. Therefore I find it is better than a PC.*”” Smartphones offer easy access whilst outdoors. Practicality and convenience where PC’s would not be able to be used,”

Some participants on the other hand gave mixed responses on which features of the smartphone they find are different i.e. better and worse than PC’s giving a response for each, for example: “*Quick accessibility and Navigation, but restricted version of Facebook and browser restricted view,*” “*The most important feature a phone gives me over a PC is still the calling function. Also an in-built camera and the size of a phone are plus points. Besides that, I still prefer a PC over a smart-phone. (Faster internet, faster processor, better graphics),*” However another participant shared a similar view and opinion with the statement made about the size of the phone being a ‘plus point’ but had a slightly different view or opinion regarding the speed of the internet the smartphone provides enabling access to social network sites by similarly reporting, “*Better: mobility, quick access for social networking. Worse: limitations in view, options and features.*” In addition one participant similarly reported: “*Quick accessibility and Navigation, but restricted version of Facebook and browser restricted view,*” etcetera.

The participants who indicated that there are features of the smartphone which are different in terms of being ‘worse’ than PC’s, the majority of them indicated that the small screen size provided by the smartphone for displaying information is seen as a disadvantage or limitation for the user and inferior to the big screen provided by PC’s, by responding, “*.....I think the PC is always better, it has a bigger screen and visibility is a lot clearer.*” However a minority of participants reported that they find the keypad feature a disadvantage and the battery life of the smartphone, by responding, “*...sometimes my battery dies in my smartphone because I use it so much and it can die at the wrong time*”.

Some Participants who indicated that there are features of the smartphone which are different in terms of being ‘better’ than PC’s, reported that the social networking applications on smartphones enable ‘quicker and easier’ access to social networking sites than when accessing it from a PC for example: “*The smartphone offers faster access to the internet by using the applications.*” Also the touch screen was reported by participants as a feature which is regarded as being ‘better’ than the PC, for example: “*The touch screen on the smartphone makes it more fun....*” similarly, “*All the touch screen activities you can do on a smartphone you cannot do on a PC.*” Or specifically, “*Touchscreen on the iphone is better than the PC.*”

A vast majority 19 out of 20 participants on the other hand signified that they consider the mobility, size of the handset and wifi Internet connection which enables outdoor accessibility to the web as being features which are 'better' than the ones provided by PC's, for example: "*Better than PC! Easy to access the internet, quicker access, can use it while I am on the go as well*".

When asked: **Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable for social networking?'**

Participants reported: "*The keypad I find enjoyable but the small screen unsuitable as you need a large screen to Navigate through the site effectively,*" "*Not unsuitable, just not ideal. And purely the screen/keypad is not enjoyable, but neither is it frustrating,*" "*It depends how 'social' I want to be ☺. If it is for short conversation or a post, it is OK, but if I want to chat or write for long, it is not comfortable at all, even frustrating. But no, I don't think that it is unsuitable or un-enjoyable, just not that comfortable*".

Several participants shared different views from their responses: "*It is both, but mostly un-enjoyable. It is hard to watch videos and view pictures and react on them at the same pace as with a PC. Zooming-in or scrolling through pages takes a lot more effort.*" Similarly, "*The small screen can sometimes make it unenjoyable to view videos or photos on Facebook. But the touch screen is enjoyable*".

Several participants on the other hand disagreed with the question by reporting that neither do they find the small screen size the smartphone provides for displaying information and keypad text for interaction unsuitable or un-enjoyable by reporting: "*No, I find it enjoyable, the application I use on my Smartphone allows me to browse those social networks in a well-arranged way,*" "*I actually consider the small screen that displays the information a lot nicer on the Smartphone, you can take your time when taking in information and scroll down the page, whereas on the PC the big screen just throws it all at you,*" Similarly, "*The set out and lay out of the display of information is different on a Smartphone; I find it a lot nicer and more enjoyable to read. The user interface I love ☺ I like the touch screen.*" "*I prefer using my Smartphone than my PC.*" "*I actually enjoy it, I never had a problem with the screen or keypad, and it's still handy to me*".

When asked: **'Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes, which ones?)'**

11 out of 20 participants illustrated strong similarities in their individual reports, as the majority emphasized that 'yes' they do consider the smartphone to be more practical and convenient for social networking than a PC, by reporting: "*I would say the smartphone is more convenient just because you can use it on the go and more practical than a PC because it has a touch screen,*"

similarly *“Yes! The touch screen interface, the mobile device and the downloadable applications I think are more convenient and practical than the PC.” “I find the smartphone more practical because I have outdoor web accessibility (wifi) and I can access the website whenever I want,” “I would say the smartphone just because it can go with you anywhere,” yes for practicality and convenience, “I find the smartphone more convenient and practical because I can access Facebook or Twitter when I am outdoors,” etcetera.* Results illustrated a strong theme that the touch screen, applications, wifi internet access and the size and mobility of the smartphone are features which are seen as ‘more’ practical and convenient for social networking than a PC by the user, as the majority shared a similar view and opinion in relation to the question proposed.

5 out of 20 participants agreed that they consider the smartphone to be more convenient for social networking than a PC but not more practical for social networking than a PC by responding: *“Yes, it is more convenient because I can go online anywhere but more practical, no.”* In addition to another report: *“Yes the mobility of the smartphone is more convenient, but the screen size and touch screen can limit you so it’s not really more practical”.*

However 4 out of 20 participants reported that they do not consider the smartphone to be more practical neither more convenient for social networking than a PC, by stating, either *“No”* or *“Not really”.*

When asked: ‘How would you describe your experience when accessing social networking sites via a Smartphone?’

17 out of 20 participants reported that they find the experience of using a smartphone to access social networking sites an enjoyable one, by reporting: *“Convenient and fairly enjoyable, especially when you’re stuck in a queue trying to kill time,” I find it enjoyable,” “I find it Enjoyable, I wouldn’t complain ☺,” “It’s a fine experience,”* some participants were especially enthusiastic in their reports by responding: *“I love it, it’s fun!,” “I find the experience enjoyable, because the multi touch screen allows you to glide and flip through photos,” “It’s a very good experience, it’s more fun than the PC,” “I would say it is a very useful tool for using outdoors and also entertaining and I find it gratifying to be able to keep in touch with my Facebook friends via Smartphone”.*

However some 3 out of 20 participants on the other hand emphasized that they find the experience of using a smartphone to access social networking sites rather ‘unpleasant’ due to the keypad and small screen size, there were responses such as, *“The experience is hectic,” “A bit crippled by the hardware limitations and small screen,”* similarly *“Limited. Lack of proper keyboard is a limitation and although ‘swiping’ the screen is fine for scrolling, you have less control overall. The interface of Facebook, for instance, is obviously not similar to the one you see when accessing FB through a PC, ““I don’t mind the screen size but I do find it sometimes un-enjoyable to type messages with the current size screen.”*

When asked: **‘Do you consider accessing social networking sites via a Smartphone ‘more enjoyable’ than from a PC?’**

11 out of 20 participants , more than half reported that they find accessing social networking sites via a smartphone 'more enjoyable' than from a PC , general responses were: *“ I think the Smartphone is more enjoyable,” ‘Yes definitely, The Smartphone is more enjoyable,” “Yes I do, I like the touch screen it makes surfing the web a lot more fun,”* etcetera. One participant out of the 11 reported that they find the experience 'enjoyable' however there is a limitation and again it is the 'small screen size' by reporting: *“ I find the Smartphone is more enjoyable, just the screen size unsuitable.”*

3 out of 20 participants signified that they find both the Smartphone and the PC 'enjoyable' for accessing social networking sites by reporting: *“ I think they're both the same,” “ Not really I enjoy them both as much,” Not really I prefer both platforms,”* etcetera.

However 6 out of 20 participants reported that they find accessing social networking sites via PC more enjoyable than from a Smartphone by responding: *“No, I think a PC experience is better as you tend to be in an environment where you can sit comfortably and go through the site. The screen is bigger, and you tend to be less prone to internet disruption,”* similarly *“No I would not. As I am used to a big screen, quick internet and a PC-keyboard + mouse to work online, a small -screened phone with touch-screen keyboard is annoying sometimes to handle,” “No, I think browsing with PC is more comfortable, but the Smartphone is still enjoyable,”*.

When asked: **‘Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?’**

10 out of 20, an equal amount of participants reported simply, “Yes” or “Yes I do,” and some reported similarly, *“I am so used to my Smartphone now that the size of the screen doesn't bother me. The screen size of the PC is bigger but not always better,” “I don't have a preference but I prefer to go on my smartphone more than my computer,” “Yes, the user interface looks a little bit more sophisticated I think. The quality of the display I would say it's the same,” “The set out and lay out of the display of information is different on a smartphone; I find it a lot nicer and more enjoyable to read. The user interface I love 😊 I like the touch screen. I prefer using my smartphone than my PC.”*

However 10 out of 20 participants another equal amount, also reported that they do not prefer the quality of the display and the user interface of the smartphone than the one PC's provide, by reporting simply, *“ No I don't, I prefer the PC,”* or “No” to similar reports such as, *“No I don't, because a mouse and keyboard on pc will always be more effective than a touch-screen,” “It's definitely handier when you're out of the house, but it's not as more fun than using a PC, with a PC you're done a lot faster But it does the job....if I had to choose I would rather a PC,”* and *“Although the quality of my smartphone is good, I'd prefer the quality of a PC screen, as it is larger and provides a better display,”*

When asked: **‘Would you say you use your smartphone to access social networking sites ‘more often’ when you are: Alone, around people, Both or Neither?’**

11 out of 20 participants reported: *“More when I am alone”*, however some gave reasons such as, *“More often when I am alone to entertain myself,” “I use my smartphone mostly when I am alone and not as much when I am with people.”* Majority of the Respondents gave reasons such as more often when I am alone to alleviate boredom, when alone and travelling and for entertainment purposes.

However 8 out of 20 participants reported that they use their smartphone ‘more often’ when they are alone and around people by responding: *“I use my smartphone more when I am alone and when I am with my friends,”* similarly *“I use my smartphone when I am alone and when I am around people,”* *“Both, basically when I’m bored... which of course happens when I’m alone but sometimes also when there are people around,”* etcetera. Only one participant reported that they use their smartphone ‘more often’ when they are with people, by reporting, *“I use my smartphone more often when I am with and around people.”*

Therefore results show that the majority of respondents 11 out of 20 are ‘more inclined’ to use their smartphone to access social networking sites when they are alone, however nearly as much respondents, 8 out of 20 are ‘most inclined’ to use their smartphone to access social networking sites when they are both alone and with/around people.

When asked: **‘How frequently do you produce content (i.e. send, share and link messages, update status, upload photos, etcetera), on a social networking site from your smartphone?’**

12 out of 20 participants more than half, reported that they produce content (i.e. send, share and link messages, update status, upload photos, etcetera) on a daily basis.

There were responses such as, *“Every day, sometimes I update my status like every 2 hours,”* *Every hour perhaps, I am always uploading pictures from my phone to Facebook, updating my status and commenting on my friend’s status,”* some participants were especially enthusiastic in their responses such as, *“All the time, every day I update status and post messages on Facebook, Facebook has become a part of my life,”* Including responses which illustrated the amount of times users are inclined to produce content on a social networking site via smartphone, such as, *“At least 5 times a day,” “At least 3 times a day,” “12 times a day,”* etcetera. 4 out of 20 participants revealed that they update their status more than they upload photos and share links and messages, with responses such as, *“I update my status at least once a day, but uploading photos and sharing messages or links I do that about 4 times a week,”* etcetera. 4 out of 20 participants on the other hand said that they ‘rarely’ take part in this online activity, emphasizing that they produce content on a social networking site via their smartphone, either once or twice a month, by reporting, *“Rarely, (Once a month perhaps),”* similarly *“Once or twice a month,”* or *“I rarely update my status or upload my photos from my smartphone.”*

When asked: **‘How frequently do you access social networking sites via smartphone for the purpose of (i.e. check mail, keep oneself informed?)’**

15 out of 20 participants, the majority of them reported that they access social networking sites with their smartphone for the purpose of Motivational Awareness i.e. check mail, keep oneself informed etc. On a daily basis, with responses such as, *“At least three times a day,” “10 times per day,” “I do that all the time,” “I check my inbox on Facebook every day for messages,”* etcetera.

2 out of 20 participants on the other hand reported that they access social networking sites via smartphones for these purposes on a weekly basis by responding, *“4 times a week”* and *“3-4 times a week.”*

A mere 2 out of 20 participants also responded to the question with reports such as, *“once or twice a month,”* and *“once a month.”*

Only one participant reported, *“...once every three days average through my phone (only when there is no PC available)”*

When asked: **‘ How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?’**

13 out of 20 participants as the majority reported that they access social networking sites via smartphone for the Motivational purpose of Social Connection. Engaging with existing friends and family on Facebook by sending and exchanging information via smartphone’ on a daily basis by responding, *“ Everyday my friends and I comment on each other’s status, send messages to each other on Facebook and comment on each other’s photos,”* etcetera. some participants out of the 13 responded to the question proposed with an approximation of *“ At least three times a day,” “About 8 times per day,” “about 6 times a day,”* etcetera.

4 out of 20 participants on the other hand reported that they engage with existing friends and family on social networking sites on a weekly basis, by responding, *“ 3 times a week,” “For that ,I’d say a few times a week,” “Once a week,” “4 times a week.”*

A mere 2 out of 20 participants reported that they engage with existing friends and family on social networking sites via smartphone on a monthly basis i.e. *“ Once or twice a month”* and *“once a month”*

Only one participant reported that they are not obliged to use their phone to engage with existing friends and family on social networking sites by sending and exchanging information via smartphone, they reported, *“I hardly use my phone to contribute content, as it is hard and time-consuming to do so with my smartphone. Only if it is important to share information (it can’t wait) I will use my phone.”*

When asked: ‘How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment and/ or to organize an event?’

10 out of 20 participants, a majority of them reported that they either do not or rarely access social networking sites via smartphone for the motivational purpose of Time Management, i.e. scheduling an appointment, and/ or to organize an event, by reporting, “*Iv’e never done that*” or something similar to “*Not often*”. Some gave reasons for example, “*Not really, I just call my friends or text them to meet up.*” The majority emphasizing that they would rather arrange to meet with for i.e. friends by texting or calling. One respondent even said that they prefer using Blackberry messenger than Facebook for organizing an event or scheduling to meet up with friends, signifying that users are not likely to use their smartphone for the purpose of scheduling an appointment and/or to organize an event.

3 out of 20 participants on the other hand reported that they access social networking sites with their smartphone for the purpose of scheduling an appointment and or to organize an event on a daily basis by responding, “*4-5 times a day,*” “*I would say every day,*” “*At least once a day*” etcetera.

3 out of 20 participants also reported that they access social networking sites with their smartphone for these purposes on a weekly basis, by responding to the question with answers such as, “*Twice a week,*” or “*Once or twice a week.*”

4 out of 20 participants however reported that they access social networking sites with their smartphone for these purposes on a monthly basis, by responding, “*About Once a month,*” “*Very rarely, around twice a month, but if needed Facebook can be a good platform to use...*”

When asked: ‘Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)’

12 out of 20 participants the majority reported that they do use their smartphone to access social networking sites for the Motivational Purpose of Curiosity, i.e. to seek new information and make new friends, by responding to the question with, ‘yes’ or ‘yes I do’ One participant responded: “*sometimes*” and another, “*Everyday*” some gave detailed responses such as “*Yes. (Use Twitter to seek for info on current events and to make new friends).*” However 6 out of 20 participants specified that they do not use their smartphone to access social networking sites for the purpose of either seeking new information or seek new friendship by reporting: “*No, I don’t,*” “*No,*” “*Not, really,*”

2 out of 20 participants on the other hand emphasized that they ‘do not’ use their smartphone to access social networking sites in order to seek new friendship but they do in order to seek new information, by reporting: “*Not make new friends but I do use my phone to seek new information,*” and “*No, not really to make new friends but catch up with old friends and seek new information.*”

To investigate whether the Smartphone has an impact on the users social behaviour, an enquiry in to Does being able to access social networking sites via smartphones have an impact on the user's social behaviour? For example, where they are constantly always online perhaps to alleviate boredom or disconnect themselves from the public, to appear preoccupied as not to be disturbed, etc.

The question was asked: **'Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)'**

A strong theme came through that all participants, a total of 20 reported that 'yes' they do use their smartphone to access social networking sites for the purposes of Diversion i.e. to kill time and alleviate boredom when alone. With responses such as, *"Twice a day, keeping myself informed, alleviating boredom, checking FB as a pastime, etc."* *"Yes I do that all the time,"*, *"Yes, access is sometimes for the reason of just being bored and wanting to check what's happening to kill time."* *"Yes. When for example, travelling with public transport,"* *"I would say everyday,"* etcetera. All participants accentuated that they use their smartphone to access social networking sites for the purpose of Diversion: to kill time and alleviate boredom and accessing social networking sites with their smartphone seems to assist them with alleviating boredom and killing time, i.e. whilst travelling on public transport, etcetera.

In order to investigate further why and how users are most inclined to use their smartphone to access a social networking site for the purpose of i.e. To kill time and alleviate boredom when alone, the question was asked:

'Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of i.e. to kill time and alleviate boredom?'

All 20 participants gave various answers such as, *"An example would be on my train journey to work, to use up the travel time,"* *"While I was at Uni I had an hour break before my next class started so I used my smartphone to go on Twitter,"* *"While standing in a queue,"* *"I was at home alone all day yesterday and I was bored so I went on Facebook to see what my friends were doing,"* *"I was standing at the bus stop just this morning actually and my class started at 10 but I was early so I went on Facebook and changed my profile picture and commented on some of my friend's photos to kill time,"* etcetera.

When asked: **'Have you ever used your smartphone to access a social networking site for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)'**

11 out of 20 participants, the majority of them reported that they have never used their smartphone to access a social networking site for the Motivational purpose of Social Avoidance(i.e. to detach oneself from others, to appear pre-occupied as not to be disturbed etc.

by responding, “*No never,*” similarly “*No, I haven’t*” or “*I don’t do that.*” One participant reported that, “*No, I would use music or fake a phone call ☺*”

However 9 out of 20 a vast majority of participants emphasized that ‘yes’ they have used their smartphone to access social networking sites for the Motivational purpose of Social Avoidance (i.e. to detach oneself from others to appear occupied as not to be disturbed and still do by reporting, “*Yes I have and still do sometimes.*”

In order to investigate further and gain some meaning and understanding of why and how the 9 out of 20 participants access social networking sites with their smartphone for the Motivational purpose of Social Avoidance, another question was proposed:

‘Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?’

However only the 9 out of 20 participants who responded: either ‘yes’, ‘Yes I have’ etc. to the previous question would be asked this question.

The 9 out of 20 participants, individually gave various reports which consisted of using their smartphone for the purpose of ‘Social Avoidance’ when they are with and around people such as: “*When I am not in the mood to listen to stories when people are talking then I will go on my phone and browse away on Facebook,*” similarly “*I was at a party and I saw an old friend who I didn’t really want to talk to so I said hello, spoke for a while and then went on my phone so I wouldn’t have to speak anymore, it was awkward seeing her again,*” “*Well, this one time I was at a get-together at a friend’s house and I didn’t really know anybody there except for 3 friends of mine, so I just went on my phone,*” “*There have been quite a few scenarios actually, but I remember this one time, it’s quite funny actually, a man was about to approach me, well at least I think he was about to come over and speak to me so I pretended to look busy and I went on Facebook.*”

When asked the final question: **‘Do you use your smartphone to access social networking sites for any other purposes which I haven’t covered?’**

17 out of 20 participants replied with comments such as, “*No,*” “*Not that I can think of,*” etcetera however 2 out 20 participants reported that they also ‘stalk profiles’ on social networking sites. One participant reported that they access Facebook from their smartphone in order to also check birthdays as this information is readily available on Facebook.

Six categories of Motivational Activities

Motivational Activites	Descriptions
Social Connection	The desire to engage with other people, upload photos, upload videos to exchange information through the use of i.e. commenting, sharing, linking etc.
Awareness	The desire to keep oneself informed, i.e. update status, check mail, etc.
Time Management	The desire to be efficient, to organize an event organize a meeting, support a cause or an event etc.
Curiosity	The desire to seek new information and seek new friendship.
Diversion	The desire to kill time and alleviate boredom
Social Avoidance	The desire to detach oneself from others to appear occupied as not to be disturbed, in order to prevent a conversation from occurring.

- **Only 5 categories of Motivational activities were distinguished:** Social connection, Awareness, Curiosity, Diversion and Social Avoidance.

Discussion of Analysis (A Participatory Observation)

With regards to exploring why and how young people are using smartphones for social networking in comparison with PC's, through conducting a participatory observation examining the differences in appearance, Interactivity, functionalities and the performance of both devices being used for social networking purposes on Facebook. Understanding the differences of using smartphones in comparison with desk-top based PC's for social networking purposes, assisted the acknowledgement of the facilitations and limitations of using a smartphone for social networking purposes.

Results suggest that the features provided on smartphones have provided interesting ways of using the device for social networking purposes, nevertheless using a smartphone may facilitate and also limit users when social networking, in comparison with the PC; suggesting that using both devices for social networking purposes is a challenge. According to Cui and Roto (2008, p.905) "*Web use on a mobile phone naturally has some similarities and some differences to web use on a desk top computer*". On the other hand through conducting a participatory observation using smartphones such as; the Blackberry Torch, iPhone 4 and the Samsung galaxy SII, in comparison with the desk-top based PC for social networking purposes. It has been acknowledged that there are several differences in using smartphones and traditional desk top based PC's for social networking purposes on Facebook. Particularly there are differences in the appearance of both devices used for social networking, it can be observed that the PC is a large desk-top based device, which contains a large screen for viewing, a large keyboard for typing and a hand operated electronic Mouse. On the other hand smartphones such as the Blackberry Torch, iPhone 4 and the Samsung galaxy SII are small light weight devices, which provide a high resolution touch screen display for viewing, a touch screen or keypad for texting and an optical track pad. Indicating that there are differences between smartphones and desk top based PC's for carrying out activities such as, typing, reading etc. In addition signifying that the smartphone device is changing how users produce and receive information.

It has been observed that there are two types of interactivity when using both devices for social networking purposes on Facebook, such as Human to device interactivity and social networking interactivity. Human-to-device interactivity is where the user interacts with the device for social networking, however social networking interactivity is where the user communicates with i.e. Facebook friends with the device for social networking purposes.

With regards to Human-to-device interactivity, users are able to use both the PC and the smartphone in different ways for social networking due to the features provided in order to carry out tasks such as, i.e. typing and viewing information on the Facebook site. Smartphones such as the Blackberry Torch, Samsung Galaxy SII and the iPhone4 provide the user with the feature of a touch screen keypad for texting in order to share and exchange information with i.e. Facebook friends online. However the Blackberry Torch has an additional feature which can also be used for typing which is a QWERTY slide out keyboard. The touch screen user interface on smartphones also display information enabling the user to interact directly with what is being displayed on the screen simply by touch. As Schwanecke et al., (2007, p.2) accentuates: "*...to prepare own content for posting, the user needs to interact with the textual, aural or visual representations of the location based information*". Whereas the PC provides the user with a large keyboard for sharing and exchanging information with Facebook friends online via typing in

order to i.e. chat, comment, etc. In addition a large screen for displaying information and a mouse in order to navigate.

According to Bao et al., (2011) using a smartphone for text entry is much more effortful and slower than when using a computer.

In accumulation there is a difference in the speed of typing when using both devices for social networking purposes on Facebook, it has been observed that when using a smartphone the typing speed is slower than when using a PC. When using the keyboard provided on the PC, it has been observed that the user can type faster than when using a smartphone for i.e. commenting on the status of others, sending private messages, etc. You can type approximately 30-40 words per minute when using a PC in comparison to being able to type approximately 20-30 words per minute when using the touch screen keypad provided on smartphone devices such as; the Blackberry Torch, Samsung Galaxy SII and the iPhone 4 when using either one or two finger typing . In addition it was observed that when using the touch screen keypad provided on the smartphone it is easy for the user to make typo's or mistakes when typing i.e. messages, more so than when using the keyboard provided on a PC to type. Consequently if a mistake in typing is made when using a smartphone, users have to resort to auto correction or auto completion software. Using the touch screen provided on the smartphone for typing seemed more effortful than when using a PC. Therefore using a smartphone for typing could be seen as problematic or un-enjoyable for social networking and consequently users might be more inclined to use their PC to i.e. comment on the status of others, send private messages, etc. in order to avoid 'mistyping' words.

The touch screen interface feature provided on the smartphone can also be used to scroll up or down the page, in order to read sections of information at a time. When using a smartphone you can zoom in and out of web page, image or text. On the contrary being able to read sections of information at a time may be valuable for the user, as Bao et al., (2011, p.2) argues: "*...they may read information on their phones because they believe that reading is efficient and easy. Taking in to consideration the effort and time it takes to read information on a PC screen.*

Similarly when using a PC you have the option of scrolling up or down the page on the large screen provided, i.e. when reading, etc. Additionally you can also zoom in and out of i.e. image and text, with using a mouse, which may take more effort and time to read information than when using the touch screen user interface provided on a smartphone.

Nevertheless due to the small screen size provided on the smartphone, viewing images and text seemed difficult to view or read, in comparison with using a PC the visibility of image and text seemed clearer. In addition Sellen and Murphy (2002) describe the small screen size as a 'special constraint' which mobile devices have. However the smartphone provides an additional feature which is non-existent on a PC, where the user can change the direction in which i.e. an image is viewed on the touch screen, by rotating the handset in a landscape or portrait mode for further viewing.

When interacting with games on Facebook, it is here that one can observe that there is also a difference in how the user interacts with both devices when playing the games available on Facebook such as, Cafe world, Farmville, City Ville, Texas Holdem Poker, Bingo Blitz, etc. . When using a smartphone for gaming purposes on Facebook the touch screen user interface is what the user interacts with when playing the game via finger pointing. Nevertheless there is a restriction when using the Samsung galaxy S II, the Blackberry torch and the iPhone 4 when trying to view the whole farm on i.e. Farmville, due to the small

screen size provided, the 'farm' cannot be viewed all at once causing a constraint. Unlike on the PC due to large screen size provided users can view i.e. their Farm or café in full view. Therefore the observation implied that the small screen size provided on the smartphone could be considered by the user to be a design implication, a feature which they find un-enjoyable or unsuitable for social networking. In addition Bao et al., (2011, p.1) emphasize: "...there remain many barriers to smart phone usage. Smart phone screens are much smaller than desktop or laptop screens ..." Bao et al., (2011) accentuates that users perceptions of the smartphone may influence their usage. Therefore perhaps users may be more inclined to use a PC rather than a smartphone for entertainment purposes, i.e. playing games, or perhaps when watching a video on the Facebook site. As Sellen and Murphy (2002, p.11) emphasize: "...different kinds of Web activities point toward certain kinds of devices, services, applications and infrastructure that best serve those activities".

The layout of the Facebook web page on both devices appear to be slightly different, as the size of text and image displayed on the smartphone appears to be smaller when viewed on the touch screen interface, this is due to the small screen size available. The social networking options are also very diverse, i.e. when using a smartphone such as the Blackberry Torch you have to visit the profile page on Facebook instead of the home page as you usually do with a PC in order to retrieve private messages. In addition When using the Blackberry Torch users are given the option to reply by sending a message to a Facebook friends via posting a message on their wall or 'Ask for Number' in order to contact the person by phone. There is also the option available to video call a Facebook friend from the Blackberry handset which is displayed as an option of 'call' on the profile of others. Conversely this option of 'call' is not displayed on Facebook when using the PC, indicating that the PC is a device which does not enable the advanced capability of video calling with friends on Facebook, therefore the smartphone providing the feature of 'video chat' may be an advantage for users.

On the contrary both devices can be used for social networking activities, such as 'tagging' Facebook friends in photos; in addition users can view their personal existing friends list, i.e. mutual friends and family. On the other hand when using a smartphone to view your personal friends list, i.e. the Samsung Galaxy S II, the image which is usually displayed of Facebook friends is invisible and the user has to click on the invisible image to view their profile picture. However when using a PC, the user can view the profile picture of each and every Facebook friend when viewing the friends list which is located on the main personal profile page.

When using both devices users can receive Chat message delivery Notifications which consist of who has poked you, sent you a message in your inbox, posted a message on your wall, including date and time of post, who shared your status, etc. Whereas only when using the PC are users provided with the additional option of viewing the 'Friendship' of commenters, as Facebook provides you with information regarding when you became friends with this person on Facebook and illustrates any existing messages you have sent to one another.

When using the PC and the smartphone you are able to similarly produce content on social networking sites such as create an event on the Facebook site, send and receive private messages, view the profile of others, including 'like' or comment on the photos and status of others. Users can block and 'poke' Facebook friends, also when using the smartphone and the PC the option to live chat with Facebook friends who are also online is available and you can control your own availability to chat, where you can let friends see you as either 'available or unavailable' to chat. However only when using i.e. The

Blackberry Torch is 'wall-to-wall' interactivity available; this is where users can post a message from their own personal profile wall which will then be transferred to the 'wall' of a Facebook friend, rather than having to visit their profile in order to post a message on their wall.

Facebook users can view some updates which have been posted on their profile wall, i.e. Comments, posts and likes when using both devices, on the contrary when using i.e. The Blackberry Torch you can only view some updates posted on your profile wall which is a limitation. Possibly due to the small screen size information is limited, as the small screen cannot display all information which is present on Facebook. In comparison with using the large screen provided on the PC to view status updates, it has been observed that all messages, posts and comments are visible.

When using both devices, users have the ability to retrieve information on existing friends, send friend requests and confirm friend requests. When using i.e. the Blackberry Torch you can view a section called friends, which consists of existing 'friend requests', which you can accept, 'New friends' you recently have and list of friends you've 'recently contacted'. Once you have made a selection, there is the option to message them privately or call them directly from your Blackberry handset, which is only possible if they have provided Facebook with a contact number. With regards to seeking new friendship, you can search for friends by typing their name in the search bar provided in order to send a 'friend request'. In accumulation Facebook suggests 'people you may know' and once selected, if you know them personally you can attach a personal message along with the friend request. When using the Blackberry Torch it has been observed that there is an option available to 'find friends' where you can find friends on the Blackberry handset and invite them to join Facebook by entering their emails and phone numbers along with a message and consequently Facebook will send each person an invite in your name asking them to join Facebook.

When using a smartphone or a PC you can upload photos on to Facebook or change your profile picture by either uploading an existing photo from a file saved on your PC. On the contrary when using a smartphone, users can apply the same principle of uploading an image from the photo gallery on to Facebook. There is also the option of taking a photo using the built-camera provided and then uploading it straight on to the Facebook site.

On smartphone devices the built in camera is generally positioned at the back of the handset such as the Samsung Galaxy S II and the Blackberry Torch, however the iPhone 4 has the capability of providing a front as well as a back facing camera to take photos with. Whereas when using a desk-top based PC, a separate device such as a web cam will have to be connected to the PC in order to take photos. Therefore conceivably due to the camera feature provided on a smartphone being readily available to take photos, users may find this feature to be more of an advantage compared to the PC, more convenient and efficient perhaps for social networking purposes.

Nevertheless when using a smartphone to view video links posted and shared on Facebook from i.e. YouTube, it has been observed that when using a smartphone such as the Blackberry Torch and the Samsung Galaxy SII all video links posted and shared on Facebook i.e. from YouTube can be viewed on the site, similarly when using a pc, this is due to the fact that these two smartphones support adobe flash player which is an application used for streaming videos on a computer web browser.

On the contrary some smartphones cannot fulfill this task such as the iPhone 4 which does not allow users to watch some video links. This is due to the fact that the iPhone 4 runs on IOS which is Apple's mobile operating system which does not support Adobe flash player. However despite the capability of some smartphones, which enable users to watch video links on Facebook, the small screen size could be a limitation for the user and may result in them not being inclined to use a smartphone for this purpose. According to Sellen and Murphy (2002) the smartphone has the capability to carry out some of the Web-based tasks we generally do, but not all of them, in this case watching a video on i.e. Facebook.

The functionalities of both devices are very different for social networking purposes, as both devices offer a very different Internet service to access Facebook, where a desk-top based PC provides a stable Internet connection i.e. a DSL modem in order to connect to the Internet. Once connected to the Internet a search browser can be used to search for the social networking site, i.e. Facebook, where the user is able to log in to their Facebook account. On the other hand the PC also provides wireless (WIFI) internet connection which also enables access to social networking sites such as Facebook.

Conversely smartphones such as; The Blackberry Torch, Samsung Galaxy S II and the iPhone 4 provide access to the Internet through 3G Internet connection, which is especially created for mobile phones and wireless (WIFI) internet connection. Similarly using these Internet connections will enable access to the Internet and consequently the Facebook site. However using the 3G connection via a smartphone is normally more expensive than wifi and many mobile operators have monthly limits. i.e. (1 GB) of data that you can use with their 3G connectivity.

On the other hand both WIFI and 3G Internet connection provided on a smartphone facilitate access to social networking sites i.e. Facebook for social networking purposes when in an indoor as well as an outdoor environment, at anytime and anywhere. This suggests that the portability of the smartphone could be valued for social networking and could change the way we access social networking sites.

The desk-top based PC as previously mentioned also provides the user with WIFI as well as a stable Internet connection, nonetheless it is a stationary device which can only be used in an indoor environment i.e. when seated at a desk. Creating a notion that a desk-top PC can be used for social networking purposes anytime, however not anywhere; signifying that the smartphone and the PC differ substantially in their level of portability.

According to Lee et al., (2011) *"Not only can individuals use smartphones personally and professionally to make telephone calls and send e-mail, but they can also search the Internet and use various applications to track and view information about social networking..."* In addition social networking applications can be used on the smartphone i.e. Facebook application (app), which is a small software program providing access to the Facebook site and can be downloaded directly from the handset, free of charge. When using the Samsung Galaxy S II the Facebook application can be downloaded using the Android marketplace, on the other hand when using the Blackberry Torch the Facebook application can be downloaded using the Blackberry operating system, Nevertheless when using the iPhone 4, the Facebook app can be downloaded using the IOS platform.

When using a PC, Facebook provides the user with Birthday notifications, informing them when it is a Facebook friend's birthday, on the other hand when using a smartphone device the Birthday notifications on Facebook do not exist.

Nevertheless when using both devices, Facebook provides the user with notifications regarding, recent status updates made by Facebook friends, who shared a photo or video link, etc. However smartphones such as the Blackberry Torch and the Samsung Galaxy S II provide an additional feature for the user called a News feed Notification, where they can receive notifications from Facebook, regarding i.e. personal messages, pokes, existing friend requests, posts made on their profile 'wall' by Facebook friends, etc. All of which have occurred over the last seven days are populated in the notifications bar, without having to visit the Facebook app to obtain this information from the Facebook site, as the Blackberry Torch and the Samsung Galaxy S II notify the user with instant Live updates.

When using a PC Facebook provides security settings, where users can subscribe which friends updates they would like to appear on their homepage and can control these settings by selecting what they want the updates to include i.e. 'What types of updates', such as, status updates, photos, comments and likes, etc. In addition you can select i.e. 'how many updates' you would like to be notified about from each Facebook friend i.e. 'All updates', 'most updates' and 'Only important'. PC users can even 'unsubscribe' selective Facebook friends so you will not receive any updates involving them and can choose to only be notified of updates and shared links posted by either family members or close friends only.

However this option of security settings is not available on Facebook when using a smartphone. In addition PC users can even edit options' such as edit 'news feed' settings by selecting Facebook friends who they wish to hide their posts from. Also available on the profile page of Facebook is an option for users to control their own privacy settings, where they can control who they want to view their profile, i.e. Friends, acquaintances, public, close friends, etc. Also when using a PC Facebook provide the user with information on friends who live within 10 miles of the current city in which they live, i.e. Rotterdam, London, etc. Whereas these privacy control options are not available when using smartphones such as, the Blackberry Torch, Samsung Galaxy S II and the iPhone 4.

Also as observed some smartphones offer features that desk-top PC's do not have, such as when using the iPhone 4 users can post a location on Facebook of where they are, via updating their status and see which location their Facebook friends are at. However this feature of 'post a location' is not available when using a traditional PC, a Blackberry Torch or a Samsung galaxy S II.

Concerning the performance of the device, when using the smartphone and the PC for social networking purposes, it is here that one can acknowledge that there is a difference in the performance of both devices. The PC is a device which uses electricity as a source of power in order to be able to function, a modem for Internet connectivity and a hard drive which helps to function activities, i.e. loading web pages, watching videos on Facebook, etc. Whereas smartphone devices such as, the Blackberry Torch, Samsung Galaxy S II and the iPhone 4 all use a rechargeable battery for source of power, implying that the battery life has the possibility of running low, which could perhaps be a feature which users find un-enjoyable or frustrating for social networking purposes.

On the contrary a smartphone has a built in Internet connectivity and the speed of the Internet when using a smartphone for social networking seems to be relatively fast, similarly the Internet speed provided on a

desk top based PC is also very fast for loading pages, hence signifying that a smartphone and a desk-top PC provides very similar Internet speed for loading pages on Facebook and processing social networking activities. Despite the fact that the PC and the smartphone are two very completely different devices in terms of physical appearance, the capability of both devices enable access to social networking sites, i.e. Facebook, nevertheless offering various types of interactivity and functionalities, due to the diverse features provided on each device. In addition the performance of the device for social networking purposes is one which users may consider as being highly important for accomplishing their social networking tasks. The smartphone as the modern mobile device provides functionalities which could be seen as providing a limitation or facilitation for the user. All of which could consequently have an impact on the differences in using smartphones for social networking in comparison with PC's.

Discussion of Analysis (20 semi-structured interviews)

With an aim to explore in more depth why and how young people are using smartphones for social networking in comparison with PC's, the results from the interview indicate various themes of smartphone usage by young users, indicating that Smartphones being a recent development of mobile technologies are becoming a popular device and its use for social networking is rapidly emerging. Young people especially students are most likely to own a smartphone and use it for social networking purposes. In addition there is a strong theme that young people, both men and women are equally inclined to use a smartphone for social networking purposes, i.e. blackberry handsets (curve, bold, torch), i phone, HTC, Samsung galaxy, etc. Young people claim that their friends are also inclined to use a smartphone for social networking purposes. Indicating that the concept of having a mobile phone today i.e. smartphone has progressed to the point that a mobile phone can do much more than just place phone calls, but can also enable access to the web and social networking sites.

In accumulation results indicate that young people are inclined to use their smartphone to visit various social networking sites such as, i.e. Facebook, Twitter, YouTube, LinkedIn, Hyves and Formspring. However they are 'more inclined' to visit Facebook via their smartphone, indicating that Facebook is a popular form of social media, as Lee et al., (2011) accentuate Facebook claims more than 400 million active users. In addition the smartphone has become a popular device to use for social networking purposes and according to Backer (2010) Smartphones and Facebook are two contemporary tools which are promptly increasing in popularity, as young students use smartphones for social networking purposes on Facebook. Therefore one could insinuate that the smartphone enables basic capabilities of the PC, which in this case enables access to social networking sites.

In addition a strong theme emerged from the results that there are differences in the usage patterns of using smartphones and PC's for social networking, where young people prefer using a smartphone rather than a PC, as they are inclined to use their smartphone 'more frequently' than their PC for social networking purposes. Results indicate that young people are inclined to use their smartphone on a daily basis for social networking purposes, however their PC on a weekly basis, indicating a notion that young people are inclined to use their smartphone for social networking extensively throughout the day. In addition perhaps signifying what Allen et al., (2010, p.1) accentuate when they claim: "*The mobile phone is the new personal computer. The desktop computer is not going away, but the smartphone market is growing fast*". Also according to Allen et al., (2010, p.1) "...already there are more mobile phones than computers connected to the Internet".

With regards to the environment in which young people are most inclined to use their smartphone for social networking purposes, the smartphone has been reported to be, i.e. *“...more accessible especially when on the move, where a PC would be impractical”*. According to Shao (2009, p.9) with regards to understanding the appeal of user-generated media from a uses and gratification perspective emphasizes: *“It assumes that audiences consciously choose the medium that could fulfil their needs and that they are able to recognize their reasons for making media choices”*. In relation to understanding why and how young people are using smartphones for social networking purposes in comparison with PC's, it is evidently clear that young people are choosing to use the smartphone when travelling with reasons for making that choice, as indicated i.e. *“With a Smartphone you are able to travel and access social networking sites everywhere and it's faster and it's a handset, therefore it makes it easier to carry around unlike carrying a laptop”*. As Sellen and Murphy (2002, p.1) accentuate: *“After all, if surfing the Web through your desktop PC is useful, why would it not also be valuable on the move?”*

In addition this study accentuates from self-reported information that young people are 'most inclined' to use their smartphone when they are in an outdoor environment, as opposed to using their PC for social networking purposes in an indoor environment, as reported i.e. *“I'll usually access social networking sites via my phone when outdoors as oppose to indoors where I could use my computer”*. Or *“I use my smartphone more to access social networking sites, because I am always on the go”*.

Interview results suggest that young people are more inclined to use a smartphone for social networking purposes in an outdoor environment, especially when they are away from their PC or 'on the go', where a PC would seem more impractical. This suggests that perhaps the smartphone is not emerging as a primary device which is used for social networking, but more as an addition to using the PC for social networking.

However the usage patterns reported by young people signify that they employ their smartphone, as a substitute for their PC, rather than as an additional device. They emphasize that they would substitute their smartphone for their PC in some situations, i.e. when in an indoor environment, as using the smartphone in locations i.e. at work, college/university, etc. is considered to an advantage for young people and despite having i.e. a laptop or computer available at work or university, they are inclined to use their smartphone for social networking purposes, therefore substituting their PC for their smartphone. Results suggest that due to the size and mobility of the smartphone and (WIFI) Internet service available, young people are more inclined to use their smartphone for social networking purposes in an outdoor environment, as reported i.e. *“With a smartphone you are able to travel and access social networking sites everywhere and it's faster and it's a handset, therefore it makes it easier to carry around unlike carrying a laptop...”* Results indicating that perhaps smartphones provide an all in one suitability by integrating traditional mobile phones with handheld computing devices. According to Backer (2010, p.24) with reference to smartphones: *“They contain many features that computers hold, but offer convenience of size and mobility”*.

Results produce a strong theme that young people are frequently inclined to spend a longer duration of time on a social networking site when using a smartphone as opposed to when using a PC for i.e. sending and exchanging information with existing friends, commenting on the status and photographs of others; portraying what Shao (2009, p.7) signifies as, *“...interacting with the content as well as with other users for enhancing social connections and virtual communities...”* In addition young people are also frequently inclined to produce and share content on a social networking site with a smartphone such as,

updating their status and uploading personal photos; defined by Shao (2009) as 'User generated media'. Shao accentuates that 'User generated media' is concerned with producing and publishing your own content which he describes as the purpose for 'self-expression', with the desire to present your 'true' or inner self to the outside world.

Using a smartphone for social networking purposes was viewed very positively as young people reported that they find the experience of social networking with a smartphone 'enjoyable' i.e. *"I love it, it's fun!"*, *"I find the experience enjoyable"*. On the contrary results suggest that they find social networking with a smartphone 'more enjoyable' than when using a PC, as reported, i.e. *"It's a very good experience, it's more fun than the PC"*. Interview results accentuate that different uses are determined by different motivations where young people are very much inclined to use their smartphone for social networking purposes when they are alone. However there is an increasing interest in being inclined to visit social networking sites with a smartphone for various motivational purposes such as; Diversion, Awareness, and Social connection.

Young people are 'often' inclined to visit social networking working sites with a smartphone for the motivational purpose of 'Diversion', the desire to kill time and alleviate boredom when they are in environments such as; travelling on public transport i.e. *"...on my way to work, to use up travel time"*. In addition when awaiting or on public transport, whilst waiting in a queue, at work, at university and even when alone at home, as reported i.e. *"I was at home alone all day yesterday and I was bored so I went on Facebook to see what my friends were doing"*.

All these environments are considered by young people to be places where boredom would occur and young people are inclined to use their smartphone for social networking purposes in order to kill time and alleviate boredom when at these locations. However results indicate that young people are more inclined to visit social networking sites with a smartphone for the motivational purpose of diversion, when awaiting or on public transport and as a result receive gratification from it. In addition results accentuate that perhaps young people are constantly using their smartphones for social networking purposes in order to kill time and alleviate boredom, as they are inclined to do so in public as well as private places, yet more inclined to do so in public places. Sellen and Murphy (2002, p.8) emphasize: *"We also know from our research on mobility that people on the move often have long periods of what they sometimes refer to as "dead time"—time stuck in queues, on buses, waiting in offices, train platforms, and other places where there is little to do"*.

Using a smartphone purposely for visiting social networking sites in order to keep one-self informed is considered as highly important. Interview results suggest that young people are frequently inclined to visit social networking sites with a smartphone for the motivational purpose of Awareness; in order to keep one-self informed i.e. check mail on a daily basis. According to Shao (2009, p.10) *"Information seeking is driven by people's desire to increase awareness and knowledge of one's self, others and the world"*.

In addition results indicated a strong theme that young people are using their smartphone for social networking purposes in order to i.e. communicate with friends online, as young people are inclined to use their smartphone 'frequently' i.e. approximately on a daily basis for the motivational purpose of social connection, with the desire to engage with existing friends by sending and exchanging information with each other on a social networking site. According to Sarker and Wells (2003, p.40) with regards to the smartphone accentuate: *"The availability of a communication device also tends to lead to greater frequency and volume of communication with members of the immediate social network, rendering the relationships "closer"*.

Using a smartphone to visit social networking sites for the motivational purpose of curiosity, with the desire to seek new friendship, i.e. sending friend requests is considered highly important; as results

Provide a strong theme that young people are 'frequently' inclined to visit social networking sites with a smartphone for the motivational purpose of Curiosity on a daily basis.

Nevertheless results suggest that young people are not inclined to use their smartphone to visit social networking sites for the motivational purpose of Time management; the desire to schedule an appointment or organize an event. However they are more inclined to arrange to meet up with i.e., friends via sms text messaging and calling as reported i.e. *"Not really, I just call my friends or text them to meet up"*.

Self-reports suggested that young people do not rely on the use of a social networking site to either schedule an appointment or meeting or even to create an event. In accumulation young people are not inclined to visit social networking sites with a smartphone for the motivational purpose of Social

avoidance; the desire to detach one-self from others, to appear pre-occupied as not to be disturbed, in order to prevent a conversation from occurring by using social networking activity via a smartphone.

However popular uses and gratifications were determined from results, i.e. to keep in touch with friends, make new friends, inform one-self, share information, and alleviate boredom.

There is a strong theme that participants consider some features provided by the smartphone to be more of a disadvantage than the PC, features which are valued for social networking by young people. They have reported that they consider certain hardware features to be more advanced or 'better' than the PC, in addition more 'practical and convenient', such as the (WIFI) Internet connection available, size and mobility of the device and the touch screen user interface for i.e. typing, viewing, etc. In addition White (2010, p.243) argues: *"Smartphones offer some significant benefits to users through the sophistication of the handset, in particular the quality of the display and touch-screen user interface"*. As reported, i.e. *"Yes, the user interface looks a little bit more sophisticated I think"*. According to Schwanecke et al., (2007, p.2) the touch screen interface provided on the smartphone enables 'user interaction' and *"...allows novel techniques for scrolling, zooming and rotating objects displayed on the smartphone"*, as reported: i.e. *"I love it, it's fun!"*, similarly, *"I find the experience enjoyable because the multi touch screen allows you to glide and flip through photos"*. Or *"I think the smartphone is better in terms of it being small enough to fit in my pocket, hold in my hand you can take it anywhere..."*

Young people also reported that they consider the application features provided for social networking on the smartphone to be more practical and convenient for social networking than compared with the PC. In accumulation that they find that the application provided on the smartphone enables 'quicker and easier' access to social networking sites than compared with PC's. An application (app) is a small software program which enables access to Facebook and according to Abdesslem and Henderson (2010, p.45) *"More and more social applications are becoming available to smartphone users..."* Accentuating that smartphones are providing excessive applications for social networking purposes, enabling users to share information anywhere at any time on social networking sites.

On the other hand despite the technical advances that smartphones have made in comparison with PC's, there are still limitations of the device, as Bao et al., (2011, p.6) emphasizes: *"Although phones offer advantages of portability and connectivity, there are still significant barriers that prevent them from completely replacing computers"*.

In addition interview results provide a strong theme that the small screen size features provided by the smartphone for displaying information is considered by young people to cause a limitation or constraint in viewing, in comparison with the large screen provided on a PC. as Sellen and Murphy (2002, p.11) accentuate: *"some activities are better supported on small-screen mobile devices while others are more suited to large screen devices in fixed environments rich with supporting infrastructure"*. The small screen

size feature on the smartphone is considered by young people to be 'worse' than the screen provided on the PC, causing a disadvantage as reported i.e. "...I think the PC is always better, it has a bigger screen and visibility is a lot clearer". According to Sellen and Murphy (2002, p.2) "After all, It may be that some kinds of Web activities are appropriate for mobile internet devices, while others are inherently unsuited". However the small screen size on the smartphone is not a feature which is considered by young people to be un-enjoyable or unsuitable for social networking, but it has been reported to cause a limitation in viewing, perhaps when i.e. viewing videos and photos on social networking sites are a constraint when using a smartphone. However the large keyboard provided on the PC for typing and the large screen provided for displaying information and viewing, are features which are considered by young people to be an advantage, as they find them more enjoyable for social networking than when using a smartphone for i.e. viewing videos, typing etc. Despite young people considering the keypad and small screen size provided on the smartphone to be a limitation on the device, results suggest that they do not find the small screen size and keypad to be unsuitable or un-enjoyable for social networking purposes. According to Sellen and Murphy the notion of the mobile Internet viewed principally as a modern concept which is similar to what we can already do on a PC have met with little accomplishment.

In addition results signify that the smartphone is perhaps not yet capable of matching computers in carrying out some tasks due to the small screen size. Although phones offer advantages of portability and connectivity, there are still limitations which avoid them from completely replacing computers.

In accumulation the interview results illustrate that an additional limitation of the smartphone device has been established, such as the battery life of the smartphone which is considered by young people to be insignificant for social networking, as the battery life of the device has the possibility of 'running low' when social networking, as reported i.e. "I find the battery of my smartphone insignificant because sometimes the battery runs low or even runs out".

Nevertheless despite the limitations of the smartphone device, it has been accentuated that using the smartphone for social networking purposes gratifies the communication and social needs of young people. Including motivations such as Diversion; to kill time and alleviate boredom, Social connection; the desire to communicate with existing friends online. In addition for the motivational purposes of Awareness; the desire to seek new information. However not for the motivational purpose of Social avoidance; the desire to detach one-self from others, to appear pre-occupied as not to be disturbed.

Overall interview results produce a strong theme that young people prefer using a smartphone rather than a PC for social networking purposes, as they find it more enjoyable for social networking; therefore they are inclined to use it 'more' frequently and spend a longer period of time social networking with a smartphone rather than with a PC. The applications provided for social networking on smartphones are considered by young people to be more practical and convenient for social networking than when using a PC, enabling 'quicker and easier' access to social networking sites than compared with a PC, In addition there are features provided by the smartphone which are valued for social networking and are considered by young people to be features which provide more of an advantage than those provided on a PC. The smartphone is considered to be more practical and convenient for social networking such as; the touch screen user interface, including the size and mobility of the smartphone, (WIFI) Internet service available and the applications provided for social networking purposes. However the small screen size feature has been established as providing a limitation when using a smartphone for social networking purposes.

Discussion of Analysis (Online survey interview)

By way of exploring why and how young people are using smartphones for social networking in comparison with PC's, the results from the online survey establish a strong theme that young people are most likely to own a smartphone, according to Backer (2010, p.21) "*Smartphones are the fastest growing handheld device*".

According to Backer (2010) some students lack technological skills and find the experience of using a smartphone for social networking purposes on Facebook to be a difficult one, indicating that not all of today's youths are experienced with technology or able to understand new technology very easily.

On the other hand Matthews et al., (2009) accentuate that smartphones, the latest generation of mobile phones 'make it easy for even casual users to browse the web'.

In addition survey results signify that using a smartphone for social networking purposes is rapidly emerging and has become a popular lifestyle for young people both males and females, as results indicate that young people, especially students are inclined to use a smartphone for social networking purposes.

According to Lee et al., (2011) over the past several years smartphones which they define as 'mobile phones with functions of computerized systems', being used to access the web has become a 'part of everyday life'.

In addition results imply that young people are not dependent on their PC's due to employing a smartphone, as they are inclined to use their smartphone for social networking purposes on social networking sites such as; Facebook, Twitter, YouTube, LinkedIn. On the other hand they are more inclined to visit Facebook with a smartphone for social networking purposes, which suggests that Facebook is a popular social networking site. In addition Lee et al., (2010, p.145) emphasize: "*The popular use of smartphones has led to an environment in which the Internet is more widely available. In particular, Twitter, YouTube (<http://www.youtube.com>), and Facebook...*"

According to Matthews et al., (2009, p.1) "*Next- generation smartphones introduce new usage patterns and opportunities that are distinct from that of traditional mobile phones and computers*".

In addition results suggest that there are differences in 'how' young people use smartphones and PC's for social networking purposes, where young people 'prefer' using a smartphone rather than a PC for social networking, as they are inclined to use a smartphone 'more frequently' than a PC for social networking purposes. Despite using both devices the PC and the smartphone to visit social networking sites on a daily basis, young people are 'inclined' to use a smartphone approximately 4-6 times per day for social networking purposes, in comparison with 1-3 times per day with a PC. Matthews et al., (2009) argues that the capability of smartphones today are very different from traditional mobile phones which were only used for making phone calls, texting etc., in addition they were very different from PC's, yet today smartphones are being used for information gathering, the desire to communicate, etc. As a consequence due to the capability of the smartphones, people are inclined to use their smartphone as well as their laptop, and desk-top PC.

However according to Bao et al., (2011, p.2) "*Prior research suggests that people's usage of smart phones differs from their usage of traditional computers both in terms of what phones are used for and when they are accessed*".

In accumulation young people are inclined to spend a longer duration of time on social networking sites such as; Facebook and YouTube when using a PC in comparison to when using a smartphone. Results indicate that young people interact with their phone only for a short amount of time lasting at most for approximately up to 15 minutes, however social networking with a PC at most for one hour on YouTube and on Facebook approximately up to 30 mins .Nevertheless they are only inclined to use a smartphone to visit the social networking site Twitter and are not inclined when using a PC.

There is a strong theme that young people assessed their experience of using a smartphone for social networking as 'enjoyable', on the other hand 'more enjoyable' than when using a PC. Furthermore more young females than males reported that they consider using a smartphone 'more enjoyable' than using a PC for social networking purposes. In addition young people are inclined to produce content, i.e. update status on their personal profile and upload photos with a smartphone on a daily basis as part of a daily routine, as reported i.e. 'approximately 1-3 times per day', but less inclined to upload a video when using a smartphone. This could be due to the small screen size provided on the smartphone, perhaps young people find the small screen size to be un-enjoyable for viewing i.e. videos, and therefore they are not inclined to upload or watch a video on Facebook when using a smartphone.

Young people reported that they are inclined to use their smartphone for social networking purposes when in an indoor and outdoor environment, when alone and with or around people. This suggests that perhaps young people are constantly online and are using their smartphone as a direct substitution for their PC, as the smartphone is generally used for social networking purposes by young people in mobile as well as stationary environments. In addition the notion of young people using their smartphones for social networking when they are with and around people suggests what Agger (2010) signifies as 'Fundamentally altering the boundaries between public and private and day and night'. Agger (2010 p.119) accentuate "...*We are now online anytime/anywhere, requiring new theoretical understandings of time and place. This starts with the young, who are inseparable from their phones, and has now spread to their parents*".

Using the Facebook app for social networking purposes on smartphones is considered to be a popular application for social networking, as young people reported that they are most inclined to use the Facebook application (app) in order to communicate and share photos with friends on the Facebook site. According to Stuedi et al., (2010, p.1) with reference to smartphones argue: "*Mobile devices are increasingly used for social networking applications*".

The smartphone device is considered to be more of an advantage than a PC for social networking purposes as, young people find the smartphone more practical and convenient for social networking due to its size, mobility and a built in functionality of (WIFI) Internet connection available, enabling 'Easier' access to social networking sites than compared to PC's. In addition many features provided on the smartphone are valued by young users for social networking, such as; the size and mobility of the handset, the Internet connection and wifi provided, social networking applications, and surprisingly the model and brand of smartphone, all of which have been reported to be 'valued' for social networking. On the other hand young people reported that they 'Fairly' value the HD camera quality provided for i.e. taking photos and video recording and the touch screen feature on the smartphone provided for i.e. zooming, scrolling and swiping etc. Regarding the keypad feature provided by the smartphone for i.e. typing, there is a strong theme which suggests that young people tend to value the keypad feature for

social networking either very much or fairly. However results indicate that young people do ‘not at all’ find the touch screen or the keypad feature provided on the smartphone to be un-enjoyable or unsuitable for social networking.

The small screen size provided by the smartphone for viewing and displaying information is a feature which has not been reported by young people to be ‘valued’ for social networking, nevertheless there is a strong theme which signifies that young people either do ‘not at all’ or ‘often’ find the small screen size provided by the smartphone to be un-enjoyable or unsuitable for social networking. Sellen and Murphy (2002, p.9) accentuate: “... *there still remains the issue that to translate Web tasks from the context of a desktop Web browser to a mobile Web browser, one of the main challenges will be getting the design right for different kinds of mobile interfaces.*

In addition young people ‘often’ find the battery life provided on the smartphone to be un-enjoyable or un-suitable for social networking perhaps due to the possibility that it can either run low or run out completely when social networking, causing a limitation for the user. Therefore a strong theme implies that the small screen size and battery life of the smartphone are features which are severely compromised.

According to Backer (2010) the use of smartphones and Facebook have improved student motivation, however with regards to exploring ‘why’ young people are using smartphones for social networking purposes in comparison with PC’s; survey results indicate a strong theme that young people are inclined to visit social networking sites with a smartphone for the motivational purpose of Awareness, to keep one- self informed by i.e. browsing on the profile of others. In addition young people are inclined to browse on the profile of others ‘more frequently’ with their smartphone than with their PC, using both on a daily basis on the other hand approximately 4-6 times per day with a smartphone, in comparison to approximately 1-3 times per day with a PC. According to White (2010, p.247) “...*there is a growing need to access communications content from mobile platforms. (...) users want to be able to find content quickly and easily on their devices, from anywhere anytime*”.

On the other hand Matthews et al., (2009) argue that the concept of being able to use a smartphone to access content anywhere at any time can at times be problematic when trying to avoid disturbances and distractions.

Survey results produced a strong theme that young people are inclined to visit social networking sites with a smartphone for the motivational purpose of social connection, with the desire to communicate with existing friends and family on a social networking site. Nevertheless they are inclined to use their smartphone ‘more frequently’ than their PC for the motivational purpose of social connection, as young people are inclined to use their smartphone to visit social networking sites approximately 4-6 times per day for the motivational purpose of social connection via i.e. posting, commenting and sharing information. On the other hand when using a PC approximately 1-3 times per day, perhaps due to the fact that having access to a smartphone enables you to visit social networking sites and take care of several social obligations when anywhere at any time.

Young people reported that they are also inclined to use a PC in order to visit social networking sites for the motivational purpose of curiosity; to seek new friendship, on a daily basis approximately 1-3 times per day, on the other hand they are not inclined to visit social networking sites for the motivational purpose of curiosity when using a smartphone.

Using a smartphone in order to organize or support an event or cause on a social networking site seemed highly important, as results specified that young people are 'often' inclined to visit a social networking site with a smartphone for the motivational purpose of Time management; the desire to organize or support an event or cause. In addition using a smartphone for social networking purposes in order to kill time and alleviate boredom also seemed highly important as the results signified that young people are 'often' inclined to use their smartphone, however more frequently than their PC in order to visit social networking sites for the motivational purpose of Diversion, a term proposed by Taylor et al., (2008) and defined as the desire to kill time and alleviate boredom. Nevertheless beyond previous research on understanding mobile Internet motivations and behaviours, which confirm that users are inclined to use their mobile devices in order to kill time and alleviate boredom. This study determines in particular why and how young people are using smartphones for social networking purposes, such as; in order to kill time and alleviate boredom, including the environments in which they are inclined to do so.

In addition a strong theme suggests that young females are 'more often' inclined than young males to use a smartphone for social networking purposes in order to kill time and alleviate boredom. The places and situations in which young people use their smartphones for social networking, can determine how and why they might use their device. On the other hand results suggest that young people are most inclined to use their smartphone for the motivational purpose of Diversion in environments such as; when they are awaiting or on public transport, at college or University, at work, alone at home and when waiting in a queue. Nevertheless young people are 'more inclined' to use a smartphone for social networking in order to kill time and alleviate boredom when awaiting or on public transport. In accumulation Sarker and Wells (2003, p.39) emphasize: *"Sometimes, the filling of time is equivalent to the "killing" of time when the individuals use the mobile devices merely to keep themselves engaged or entertained in a free time slot..."* On the other hand Matthews et al., (2009, p.10) argue that the impact of using the smartphone in order to 'fill time' displaces contemplative thought, immobility or loneliness. In addition they emphasize: *"We should not assume that such displacement is positive or even neutral in the overall life experience"*.

Surprisingly a strong theme emerged that young people are 'sometimes' inclined to visit social networking sites with a smartphone for the motivational purpose of social avoidance; the desire to detach one-self from others, to appear pre-occupied, as if not to be disturbed in order to prevent a conversation from occurring. On the contrary this could be viewed by others as being socially inappropriate and may perhaps cause aggravation to others.

Overall results accentuate that young people are inclined to use a smartphone for social networking purposes, they prefer using a smartphone rather than a PC for social networking purposes, as they are inclined to visit social networking sites with a smartphone 'more frequently' than with a PC . They tend to spend a longer period of time social networking on Facebook and YouTube when using a PC, rather than when using a smartphone. Young people are 'most inclined' to use the Facebook application in order to communicate with friends. In addition they find the experience of using the smartphone enjoyable for social networking, 'more enjoyable' than using a PC; on the contrary young Females tend to find it 'more enjoyable' than young males. They find that smartphones offer 'more' practicality and convenience due to their size, mobility and (WIFI) Internet connection available, providing 'Easier' access to social networking sites than compared to PC's. In addition they find that smartphones offer 'Quicker' access to social networking sites than compared to PC's due to the social networking applications it provides the user with. Many of the features provided by the smartphone are 'valued' by young people for social

networking, the survey results produce a strong theme that they value the size and mobility of the handset, the (WIFI) Internet connection, social networking applications, and the model and brand of smartphone. Conversely the HD camera quality provided by the smartphone for i.e. taking photos and video recording and the touch screen feature provided for i.e. zooming, scrolling and swiping are 'fairly' valued. However regarding the keypad feature provided by the smartphone they either very much or fairly value the keypad feature provided by the smartphone for i.e. texting. The results emphasize that the small screen size provided by the smartphone is a feature which young people either do 'not at all' or 'often' find un-enjoyable or unsuitable for social networking. In addition young users often find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.

Young people are inclined to visit a social networking site with a smartphone for several motivational purposes such as; Awareness, Social connection, Curiosity, Time management, Social Avoidance and Diversion. They are inclined to use a smartphone 'more frequently' than a PC to visit social networking sites for the motivational purpose of Awareness, i.e. keeping one-self informed by browsing on the profile of others. In addition young people are also inclined to use their smartphone 'more frequently' than their PC for the motivational purpose of social connection, i.e. to communicate with existing friends and family by sending, sharing and exchanging information. There is a strong theme that young people are frequently inclined to use a PC to visit social networking sites for the motivational purpose of Curiosity, i.e. to seek new friendship, however not inclined to do so when using a smartphone. In accumulation young people are also frequently inclined to use a smartphone to visit social networking sites for the motivational purpose of Time management, i.e. the desire to organize or support an event or cause. On the contrary survey results indicate that young people are 'sometimes' inclined to use a smartphone to visit social networking sites for the motivational purpose of Social avoidance, i.e. In order to detach one from others, to appear pre-occupied in order to prevent a conversation from occurring.

Survey results signify that young people are inclined to use their smartphones to visit social networking sites for the motivational purpose of Diversion, i.e. to kill time and alleviate boredom, which has proven to be highly important, as they are 'often' inclined to use their smartphone to visit social networking sites for the motivational purpose of Diversion, conversely young females are more often inclined than young males to do so. In addition young people are inclined to use their smartphone for social networking in order to kill time and alleviate boredom when at various locations such as; when they are awaiting or on public transport, at college or University, at work, alone at home and when waiting in a queue. Nevertheless they are 'most inclined' to use a smartphone for social networking in order to kill time and alleviate boredom when awaiting or on public transport.

Conclusion

The results gathered from all methods of research accentuate that smartphones are a popular mobile device which is being excessively used by young people who are between the ages of 18-30 for social networking purposes, more by students than the employed, self-employed and un-employed.

It has been acknowledged that smartphones are being used by young people for social networking purposes on various sites such as; Facebook, Twitter, YouTube, LinkedIn and Hyves as part of a daily routine, however the smartphone is used more often for social networking on the Facebook site, indicating that Facebook despite it being launched in 2004 is still currently being used 'often' for social networking purposes, particularly with a smartphone device i.e. in order to produce and share content and communicate with i.e. friends online. In addition the smartphone is being used by young people for the motivational purposes of Awareness, Curiosity, Time management, Social connection, Diversion and Social avoidance.

On the contrary there are differences in using smartphones and PC's for social networking purposes, as young people are inclined to use a smartphone more frequently than a PC for social networking, however they are inclined to spend more time on a social networking site when using a PC rather than a smartphone; consequently using a smartphone for quick visits at a time on social networking sites such as, Facebook, Twitter and YouTube. Whereas when using a PC young people are inclined to spend more time on Facebook and YouTube, but they are not inclined to use a PC for i.e. 'Tweeting' on Twitter.

Nevertheless despite that young people are often inclined to spend less time on social networking sites with their smartphone than with their PC, they find using a smartphone 'enjoyable' for social networking purposes, in addition more enjoyable than when using a PC. They value several features provided by the smartphone for social networking purposes such as; the size and mobility of the device which makes the portability of the smartphone more convenient and efficient than the PC for social networking, as it is considered to be 'easier to carry around' when in i.e. an outdoor environment.

In addition young people find that the Internet connection and (WIFI) provided on smartphone devices enable 'Easier' access to social networking sites than compared to PC's. Various applications (apps) are being provided by smartphones for social networking purposes and young people are using them to their advantage. They are inclined to use various applications such as; the Facebook app, Twitter app, Skype, and 'Blackberry messenger' commonly referred to as 'pinning' which was exclusively created for Blackberry handsets. These applications are used in order to access social networking sites, including communicate and share photos with friends on social networking sites.

Applications (apps) are downloaded from the smartphone handset using application market places, i.e. iPhone app store, Android market place, etc. However downloading some applications for social networking are free of charge, i.e. Facebook, on the other hand some have to be purchased.

In accumulation young people are most inclined to use the Facebook app to access the Facebook site in order to fulfill the gratification of communicating and sharing photos with friends online. Conversely the majority of smartphones such as; Blackberry handsets, Samsung Galaxy's and iPhone's, provide 3G internet connectivity which is especially created for mobile phones, as well as WIFI Internet connection, enabling access to social networking sites anywhere at any time.

The model or brand of the handset is valued by young people for social networking, due to different smartphones providing various diverse software features and internet services for social networking purposes, i.e. internet connection, marketplaces for purchasing apps, etc.

Results suggest that there are features on the smartphone which are relentlessly compromised for social networking, such as the HD camera provided on smartphone devices which are either valued more than the PC for social networking purposes, or not valued as much as the PC; especially the keypad feature provided for i.e. typing and the touch screen user interface for i.e. scrolling, zooming, swiping, etc. This uncertainty is due to the fact that typing or reading on social networking sites with a smartphone has proven to be more effortful and time consuming than when using the large keyboard provided on a PC.

Nevertheless some features on the smartphone are considered to be a design implication such as; the small screen size provided on the smartphone which young people find causes a limitation in viewing i.e. text, image and videos on a social networking sites. The small screen size on the smartphone is considered to be more of a disadvantage for social networking, than when using the large screen provided on the PC. Certain young people are inclined to find the small screen size provided by the smartphone to be un-enjoyable or unsuitable for social networking.

In addition the battery life of the smartphone is considered to be a limitation or a disadvantage for social networking purposes, young people are inclined to find it un-enjoyable or un-suitable, perhaps due to the possibility that it can either run low or run out completely when social networking. However the PC uses electricity as a source of power in order to be able to function, therefore the possibility of the battery life running out or even low when using a PC is non-existent.

Despite young people defining some features provided on the smartphone to be a constraint for social networking such as; the small screen size, battery life, touch screen user interface and keypad feature of the smartphone, they are excessively using the smartphone for social networking purposes when in an indoor and outdoor environment, whilst alone and with or around people. Suggesting that there is no difference in location i.e. indoor and outdoor when using a smartphone for social networking purposes in comparison with PC's, as young people are inclined to use their smartphone for social networking even in situations when a PC is available i.e. at home. They are more inclined to use a smartphone rather than a PC for social networking, as their smartphone provides them with access to social networking sites where they can communicate with friends, produce and share information online at anywhere, anytime. Whereas PC's i.e. desk top is a stable device which can only be used when seated at a desk and a laptop however provides portability, but can be inconvenient at times to carry around when in i.e. an outdoor environment. The smartphone on the other hand is a small and lightweight device and due to its size and portability it is considered by young people to be more convenient and practical than any PC device used for social networking. In accumulation the WIFI Internet connection and applications provided on the smartphone are considered to provide convenience and efficiency for social networking than compared with PC's.

Furthermore young people are 'frequently' inclined to use their smartphone to visit social networking sites for various motivational purposes; such as Awareness, Social connection, and Diversion, yet only some young people are inclined for the motivational purpose of social avoidance, curiosity and Time management

Awareness

Young people use their smartphone frequently to visit social networking sites for the motivational purpose of Awareness; with the desire to seek information and keep one-self informed by browsing on the profile of others, nevertheless more frequently with a smartphone than with a PC.

Social Connection

Using a smartphone to visit social networking sites for the motivational purpose of social connection has proven to be highly important by young people, as they are inclined to frequently use their smartphone to visit social networking sites for the motivational purpose of social connection i.e. to communicate with existing friends and family by sending, sharing and exchanging information, also more frequently than when using a PC.

Diversion

Young people are excessively using smartphones to visit social networking sites for the motivational purpose of Diversion; in order to kill time and alleviate boredom when in public and private places, such as; when awaiting or on public transport, at college or University, at work, when waiting in a queue and alone at home. Subsequently this indicates that they are perhaps constantly always online in order to kill time and alleviate boredom. On the other hand they are more inclined to do so when awaiting or on public transport.

Social avoidance

On the other hand only some young people are inclined to use their smartphone to visit social networking sites for the motivational purpose of Social avoidance; the desire to detach one-self from others, to appear pre-occupied, using social networking activity as if not to be disturbed in order to prevent a conversation from occurring.

Curiosity

In addition some young people either frequently or do not at all use their smartphone to visit social networking sites for the motivational purpose of Curiosity; the desire to seek new friendship, by i.e. sending friend requests. Seeking new friendship on social networking sites is considered to be highly important for some young users, who have a social obligation to meet new people. However some young people are not obliged to use their smartphone in order to seek new friendship, but they are more inclined to do so when using a PC, which indicates that conceivably due to only using the smartphone for quick visits, young people do not perceive seeking new friendship with their smartphone to be as essential as i.e. browsing on the profile of others and communicating with friends online.

Time management

Some young people find it essential to use their smartphone frequently to visit social networking sites for the motivational purpose of Time management; to organize or support an event or cause. On the other hand certain young people are only sometimes inclined to use their smartphone to visit social networking sites in order to organize or support an event or cause, however they are more inclined to schedule an

appointment or meeting and create an event via sms text messaging and calling rather than using a social networking site.

The smartphone device caters to the needs of young people, derived from their motivations for using smartphones for social networking purposes; such as to communicate with i.e. friends online, producing and sharing content, seeking new friendship and information on social networking sites. In addition the smartphone has the capacity to help young people alleviate boredom and kill time, support and organize an event or cause and detach themselves from others, using social networking activity in order to prevent a conversation from occurring.

Furthermore the smartphone accommodates the user with various features for social networking such as; i.e. size and mobility, Internet connection and WIFI, model and brand of smartphone and applications provided for social networking. All of which are considered to be more of an advantage for social networking than the size, mobility and Internet connection provided by a PC. Young people prefer the size and mobility of the device, which makes it 'easier to carry around' and the Internet connect provided by the handset which enables access to social networking sites; providing them with the convenience and efficiency of social networking anywhere at anytime

The smartphone device caters to the needs and expectations of young people i.e. Internet connection and apps for social networking provides immediate access to social networking sites regardless of time and location. In addition the size and mobility of the smartphone makes it 'easier' to carry around, i.e. indoors and outdoors. Consequently this could be the reason as to why young people find using a smartphone 'more enjoyable' for social networking than when using a PC and therefore being more frequently inclined to use their smartphone rather than their PC for social networking purposes.

Smartphones have become popular devices which are rapidly evolving in design and features, particularly in terms of its capability for providing social networking applications (apps) and access to social networking sites. Additionally young people have adopted the device for social networking purposes and are using the device as a substitute for their PC in private, as well as public places.

Appendix A: Data from (20) semi-structured online interviews

Differences in using social networking sites via smartphones and PC's

Summary: Why and how young people use their smartphones for social networking in comparison with PC's was the aim of the research investigation. The method of one to one interviews were conducted using 'the online software application 'Skype' with a purpose to explore the uses, behaviours, experiences and motivations for wanting to access social networking sites via smartphone, examining why and how young people access social networking sites via smartphones compared to PC's? With an aim to distinguish whether young people are using their smartphone more frequently for social networking in comparison with PC's and whether the user prefers to use a smartphone for accessing social networking sites rather than a PC? In addition whether a change in locality, i.e. indoors at home and/or outside of home led to the user being inclined to use social networking via mobile internet instead of from on a PC? Also which Motivational purpose: Social Avoidance, Diversion, Awareness, Social Connection, Curiosity or Time management are they frequently using their smartphone for in order to access social networking sites and (why)?

Results: Results indicate a strong theme that young people are inclined to access social networking sites VIA smartphones more frequently than compared to PC's. They are most inclined to use their smartphone for social networking when they are in an outdoor environment and they find it more enjoyable than a PC, more convenient due to of its size and mobility and is considered to be more practical than a PC, due to the features it provides the user with such as, applications to enable social networking, touch screen feature, etc. They are inclined to use their smartphone for social networking more than their PC for various Motivational Purposes such as; Social Connection, Diversion, Curiosity, Awareness and Social Avoidance. However less inclined to use their smartphone for social networking in an indoor environment due to the PC being available within reach, as for some young users they consider the big screen and keyboard the PC provides to be more suitable for social networking as opposed to the small screen size the smartphone provides for displaying information and the keypad for text. These features of the smartphone are considered to be an advantage for users and are regarded by some young users to be a 'limitation' they consider these features to be unsuitable for social networking or internet browsing in general. In addition according to some young users, the small screen size can make viewing videos or photos unenjoyable and zooming or scrolling through pages with a smartphone is considered to take 'a lot more effort' however on the other hand the small screen size the smartphone provides is on the other hand considered to be 'enjoyable' for some young users and is considered to be an advantage as the user interface and touch screen enables the user to 'take their time' and scroll down pages whilst taking In information. However possible

solutions are despite the limitations of the smartphone such as small screen size and keypad text young people still find it essential to use their smartphone for the purpose of social networking more than they use a PC and consider the experience of accessing i.e. Facebook, Twitter, YouTube, LinkedIn, etc., via smartphone to be an 'enjoyable' experience overall, it enables them to be able to access the internet anywhere at any time via smartphone and communicate online, especially when outdoors on the move due to its wifi internet connectivity. The smartphone assisting young users for the purposes of killing time, alleviating boredom, seeking new information and detaching oneself from conversations, using their smartphone to access a social networking site in order to prevent a conversation from occurring and to appear occupied.

- Data collected from online interviews is included in this appendix; however raw data collected from all interviews have been transcribed as presented.

Interview (1)

Hello

Hi

Hello. I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Okay.

What is your Gender?

Female

What is your Age?

23

What is your occupation?

I am a student

What is the highest level of education you have achieved?

I have a Bachelor in English and communication studies.

What is your ethnic background?

I'm Black Caribbean

What country do you reside in?

I live in Holland

Which brand of smartphone do you have?

I have a Blackberry Curve

How long have you had your smartphone?

About 3 months

Do you currently use a smartphone to access social networking sites?

Yes I do

For what other purposes, except social networking, do you use your smartphone for?

I Pin with my friends and make and receive calls, send messages, receive messages and listen to music. If my I-pod dies then I'll switch to my smartphone to listen to music.

Which social networking sites are you inclined to visit via smartphone?

I only really visit Twitter and Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my PC more than my smartphone to access social networking sites.

How often do you access social networking sites via smartphone?

It depends on the situation. If I am out and about I will use my smartphone only then to go on Twitter or Facebook.

How often do you access social networking sites via a PC?

Every day I use my PC.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I don't really use applications, to be honest I don't feel like I need really them to access either Facebook or Twitter, because It's the same internet access, for me applications are just for decoration.

Once you have accessed the social networking site via smartphone, how long do you stay online?

I don't really stay very long on my phone once I have accessed Facebook or Twitter, probably like 2 mins

Once you have accessed the social networking site via PC, how long do you stay online?

I usually stay on Facebook on my PC like all day when I am at home, I just leave the web page open all the time.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I tend to use my smartphone mostly when I am outside, like on the metro or the tram, public transportation basically.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I like the keypad for text and the track ball which I get on my curve.

Any other features?

Well the keypad for text and the track ball I like the most.

Which features of your smartphone do you find insignificant for social networking?

I don't really.

What do you think a smartphone offers that is different (better/worse) than PC's?

I think the smartphone is better in terms of it being small enough to fit in my pocket, hold in my hand you can take it anywhere, I find it easy peasy . Worse, the screen is small.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

I find the small screen okay. But it can be annoying sometimes to look at because everything is so small, you cannot view a picture properly. The keypad I find enjoyable.

Define enjoyable?

It's cute and fun.

How would you describe your experience when accessing social networking sites via a smartphone?

I find it fun to use my phone to access Facebook or Twitter when I am out.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

No I don't, I prefer to access it from my PC.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

No I don't, I prefer the PC.

How long have you been accessing social networking sites via a smartphone?

I started 3 months ago.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone more often when I am with and around people.

Do your friends also use smartphones to access social networking sites?

Yes, they do.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

No.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Rarely, once a month.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Once a month.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Once a month.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Never.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

A few times a week, especially to kill time, like if I am waiting for the metro, tram or travelling I will use my phone to access Facebook or Twitter.

How many times a week?

Like Three times a week

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

I was at the bank waiting for my number to be called, so I went on Facebook from my phone to kill time.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

No, I don't.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Yes I have.

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I would say a couple times a month.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Well, this one time I was at a get-together at a friend's house and I didn't really know anybody there except for 3 friends of mine, so I just went on my phone.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Good-bye.

Interview (2)

Hello

Hey

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Okay, that's fine.

What is your Gender?

Male

What is your Age?

22

What is your occupation?

I'm student

What is the highest level of education you have achieved?

Bachelor in Political science

What is your ethnic background?

I'm Polish

What country do you reside in?

I live in Holland

Which brand of smartphone do you have?

I have a Blackberry Bold

How long have you had your smartphone?

I have it for 9 months.

Do you currently use a smartphone to access social networking sites?

Yes I do

For what other purposes, except social networking, do you use your smartphone for?

I use it to make calls, people phone me on it, I Pin with my friends, send e-mails, check the weather, check for directions when I get lost and organize meetings.

Which social networking sites are you inclined to visit via smartphone?

Facebook, Twitter, YouTube, LinkedIn.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more to access social networking sites, because I am always on the go.

How often do you access social networking sites via smartphone?

Every day, all the time.

How often do you access social networking sites via a PC?

At least once a day.

Do you use your PC every day for social networking?

Yes I do, every day.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I like Facebook, YouTube, Twitter apps.

Once you have accessed the social networking site via smartphone, how long do you stay online?

I stay online for quite some time, yes.

How many mins/hours would you say you stay online for?

I would say 1 or 2 hours.

Once you have accessed the social networking site via PC, how long do you stay online?

About 30-45 mins.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use my smartphone whenever, both indoors and outdoors.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I love everything, especially the touch screen.

Which features of your smartphone do you find insignificant for social networking?

I don't find anything insignificant.

What do you think a smartphone offers that is different (better/worse) than PC's?

The smartphone is better because it has wireless internet, I can take it with me when I go out which I find useful.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No I don't consider it unsuitable or enjoyable, I find the screen size and keypad enjoyable for social networking, and I find the screen size very sophisticated and the key pad text easier to use than a keyboard.

How would you describe your experience when accessing social networking sites via a smartphone?

It is a fine experience.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

I think smartphone is more enjoyable.

Why is that?

Well I find the touch screen the most enjoyable.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

I don't have a preference but I prefer to go on my smartphone more than my computer.

How long have you been accessing social networking sites via a smartphone?

Immediately when I got my phone.

And when did you get your phone?

9 months ago.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone when I am alone and when I am with my friends.

Do your friends also use smartphones to access social networking sites?

Yes, they do

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes, it is more convenient because I can go online anywhere but more practical, no.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Daily.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Daily

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Every day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Once a month

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes of course.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

Whenever the opportunity presents itself, maybe 2 times a week

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

I was at the airport waiting for my Brother to arrive and I went on Facebook while I was waiting to keep myself entertained.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes I do

Have you ever used your smartphone to access a social networking site for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Yes I do sometimes.

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I would say three times a week.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I was at a party and I saw an old friend who I didn't really want to talk to so I said hello, spoke for a while and then went on my phone so I wouldn't have to speak anymore, it was awkward seeing her again.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Bye

Interview (3)

Hello

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Cool. No Problem☺

What is your Gender?

Female

What is your Age?

24

What is your occupation?

I'm a student

What is the highest level of education you have achieved?

Bachelor

What is your ethnic background?

I'm American

What country do you reside in?

New York, USA

Which brand of smartphone do you have?

I have a Blackberry curve

How long have you had your smartphone?

It's been two years now

Do you currently use a smartphone to access social networking sites?

Yes I do, all the time

For what other purposes, except social networking, do you use your smartphone for?

I call my friends and family, send text messages, e-mails, pinning, go online, stuff like that.

Which social networking sites are you inclined to visit via smartphone? Mostly Facebook.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my PC more

How often do you access social networking sites via smartphone?

At least once a day

How often do you access social networking sites via a PC?

Every day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I really like "Facebook for Blackberry"

Once you have accessed the social networking site via smartphone, how long do you stay online?

I stay online for about half an hour

Once you have accessed the social networking site via PC, how long do you stay online?

Probably an hour

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I would say outdoors. There's no need for me to use it indoors. I have my PC for that.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

Erm, I really like the keypad and video recording

Which features of your smartphone do you find insignificant for social networking?

I don't think any feature is insignificant really

What do you think a smartphone offers that is different (better/worse) than PC's?

I just like that you can take the phone everywhere and access the internet everywhere

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

Not really. Whether I access the sites on my PC or phone it's still enjoyable

How would you describe your experience when accessing social networking sites via a smartphone?

I love it, it's fun!

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

I think they're both the same

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

I prefer my PC more actually

How long have you been accessing social networking sites via a smartphone?

Two years

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I think both

Do your friends also use smartphones to access social networking sites?

Yes, they all have smartphones and go online on their phones all the time

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

I would say the smartphone is more convenient just because it can go with you anywhere

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?)

All the time

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

I do that all the time too

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

For that, I'd say, a few times a week

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

I've never done that

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

At least once a day between my classes

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

I was meeting my friend at a restaurant and she was running late, so I entertained myself with my phone

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Not really

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

Yes I have

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

Whenever I have to really

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

Well, there are plenty of times where I've been to parties and I wasn't really into it, so I'd go online on my phone for social networking.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Bye! Good luck!

Interview (4)

Hello.

Hi There.

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Ok

Are you a student?

Yes I am currently a student studying my Masters.

What is your Gender?

Female

What is your Age?

26

What is your occupation?

I am a student

What is the highest level of education you have achieved?

BA in Writing for Media Arts

What is your ethnic background?

I am British

What country do you reside in?

England

Which brand of smartphone do you have?

I have a Samsung Galaxy

How long have you had your smartphone?

6 months now

Do you currently use a smartphone to access social networking sites?

Yes, all the time

For what other purposes, except social networking, do you use your smartphone for?

I take photos, make phone calls to my friends and family, listen to music, send text messages and surf the net.

Which social networking sites are you inclined to visit via smartphone?

Facebook and Twitter

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more

How often do you access social networking sites via smartphone?

Daily, like every two hours, I use my smartphone often.

How often do you access social networking sites via a PC?

Every day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Well I use the Facebook and Twitter application, which I have already downloaded on my phone.

Once you have accessed the social networking site via smartphone, how long do you stay online?

Most of the times I stay online for like an hour or two, just speaking to my friends and commenting on their status and photos.

Once you have accessed the social networking site via PC, how long do you stay online?

Probably half an hour or an hour

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I would say I use my smartphone indoors as well as outdoors.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I really love the Touch screen feature.

Which features of your smartphone do you find insignificant for social networking?

I don't find any of the features insignificant really

What do you think a smartphone offers that is different (better/worse) than PC's?

I just like the fact that you can take the phone everywhere and be able to access the internet.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

Not really.

How would you describe your experience when accessing social networking sites via a smartphone?

I find it Enjoyable.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Actually I think I do, yes.

Why is that?

Because it so small and its always to hand I feel like I am really interacting when I am using my smartphone to access Facebook or Twitter and seem to stay online even longer.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes, the user interface looks a little bit more sophisticated I think. The quality of the display I would say it's the same.

How long have you been accessing social networking sites via a smartphone?

Two years. I have been accessing Facebook since before I had my Samsung Galaxy.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

Mostly when I am alone.

Do your friends also use smartphones to access social networking sites?

Yes, they all have smartphones and sometimes we speak to each other on Facebook from our phones.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

I would say the smartphone is more convenient just because you can use it on the go and more practical than a PC because it has a touch screen.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Every hour perhaps, I am always uploading pictures from my phone to Facebook, updating my status and commenting on my friend's status.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, update status, keep oneself informed.)

Every day.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Every day

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Daily

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Not very often.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)

Yes I do

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?)

At least once a day, when I am waiting for the bus to go to uni.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

I was standing at the bus stop just this morning actually and my class started at 10 but I was early so I went on Facebook and changed my profile picture and commented on some of my friend's photos to kill time.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Not really

Have you ever used your smartphone to access a social networking site for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Yes I have and still do sometimes.

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I would say on a Weekly basis.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

There have been quite a few scenarios actually, but I remember this one time, it's quite funny actually, a man was about to approach me, well at least I think he was about to come over and speak to me so I pretended to look busy and I went on Facebook.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No, not that I can think of

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Your welcome, Bye.

Interview (5)

Hello

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Ok

What is your Gender?

Male

What is your occupation?

I am a student

What is the highest level of education you have achieved?

College

What is your ethnic background?

Dutch/Senegalese

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

Samsung galaxy i9000

How long have you had your smartphone?

About 7 months

Do you currently use a smartphone to access social networking sites?

Yes I do all the time.

For what other purposes, except social networking, do you use your smartphone for?

I use it as a navigation system, music player and gaming.

Which social networking site/ sites are you inclined to visit via smartphone?

I visit Facebook, Twitter and Skype.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

More frequent on my smartphone, I use it more.

How often do you access social networking sites via smartphone?

At least 10 times a day

How often do you access social networking sites via a PC?

2 times a day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I prefer using the Android Facebook application and the Android Twitter application

Once you have accessed the social networking site via smartphone, how long do you stay online?

I usually stay online for like 2 minutes at a time.

Why is that?

Because i mostly use it to check messages very quickly.

Once you have accessed the social networking site via PC, how long do you stay online?

Usually for like 10 minutes.

Why do u spend a longer time on social networking sites via PC than a smartphone?

I spend more time on the PC because social networking sites on PCs have more features such as gaming with friends.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I am more likely to use my smartphone outdoors to assess social networking site because I use my PC indoors to access social networking sites.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I value the touch screen, the Samsung swipe, keypad for text, and the HD camera for taking pictures, recording and sharing pictures.

Which features of your smartphone do you find insignificant for social networking?

None of them.

What do you think a smartphone offers that is different (better/worse) than PC's?

Smartphones, they offer faster access, outdoor accessibility and is more friendly interactive for users.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

I don't mind the screen size but i do find it sometimes un-enjoyable to type in messages with the current size screen

How would you describe your experience when accessing social networking sites via a smartphone?

I would say it is a very useful tool for using outdoors and also very entertaining and I find it gratifying to be able to keep in touch with my Facebook friends via my smartphone.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes

Why is that?

Because I enjoy the features of the smartphone more than the pc, such as the touch screen and swipe keypad.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes I do.

How long have you been accessing social networking sites via a smartphone?

For 7 months.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

More often when i am alone for entertainment.

Do your friends also use smartphones to access social networking sites?

Yes i have friends who also use their smartphone to access social networking sites

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

I find the smartphone more practical because i have outdoor web accessibility (Wifi) and i can access the website whenever i want

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

At least 3 times per day

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Twice a day

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

About 6 times per day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

At least once a day.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

I would say 10 times a day

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

While I was at a public bus stop waiting for the public transport to arrive I used my smartphone to access Facebook.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes sometimes

How often would you say you use it for this purpose?

About 3 times per week

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

No I haven't.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye.

Bye.

Interview (6)

Hello

Hi There

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Female

What is your age?

23

What is your occupation?

I am a student

What is the highest level of education you have achieved?

College

What is your ethnic background?

Dutch/Canadian

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

Blackberry Curve

How long have you had your smartphone?

About 12 months.

Do you currently use a smartphone to access social networking sites?

Yes.

For what other purposes, except social networking, do you use your smartphone for?

I use it as a music player, send texts to my friends, taking photos and pinning.

Which social networking sites are you inclined to visit via smartphone?

I visit Facebook and Twitter

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more than my PC to access Facebook and Twitter.

How often do you access social networking sites via smartphone?

Daily, I would say about 7 times a day

How often do you access social networking sites via a PC?

Once a week.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I prefer using the Facebook application and Twitter application

Once you have accessed the social networking site via smartphone, how long do you stay online?

I usually stay online for like 10 or 15 mins at a time, uploading pictures and speaking with friends.

Once you have accessed the social networking site via PC, how long do you stay online?

Usually for like 5 mins or less.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use my smartphone indoors and outdoors rather than my PC to access Facebook or Twitter because it is a lot faster and easier.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I love the touch screen, the fact that you can swipe and the HD camera for taking pictures and video recording.

Which features of your smartphone do you find insignificant for social networking?

None of them really.

What do you think a smartphone offers that is different (better/worse) than PC's?

Smartphones offer faster internet access than PC's due to the applications my smartphone provides and you can upload photos straight away from your blackberry on to Facebook.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No I don't.

How would you describe your experience when accessing social networking sites via a smartphone?

I find it fun to be able to access Facebook anywhere and I don't have to stay sitting at my PC. My smartphone helps me with my busy lifestyle; you can always rely on it.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes

Why is that?

Because I enjoy the features of the blackberry more than the pc, such as the touch screen and swipe keypad.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes I do.

How long have you been accessing social networking sites via a smartphone?

For 10 months.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

More often when i am alone to entertain myself when I am bored.

Do your friends also use smartphones to access social networking sites?

Yes they do.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

I find the smartphone more convenient and practical because I can access Facebook or Twitter when I am outdoors.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

At least 5 times per day

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

At least 5 times per day.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

About 8 times per day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Twice a week.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

I would say 5 times a day

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

While I was at uni I had an hour break before my next class started so I used my smartphone to go on Twitter.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes I do.

How often would you say you use it for this purpose?

About 2 times a day.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

No.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No, not that I can think of.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye.

Interview (7)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Okay

What is your Gender?

Female

What is your Age?

20

What is your occupation?

Customer Advisor

What is the highest level of education you have achieved?

College

What is your ethnic background?

Antillean

What country do you reside in?

I live in The Netherlands

Which brand of smartphone do you have?

I have an iphone

How long have you had your smartphone?

3 years now.

Do you currently use a smartphone to access social networking sites?

Yes I do.

For what other purposes, except social networking, do you use your smartphone for?

Playing music, video calling, playing games, e-mail and just to access the internet for browsing.

Which social networking site / sites are you inclined to visit via smartphone?

Facebook, Form spring you-tube and Skype.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I would say I use my smartphone more than my PC.

How often do you access social networking sites via smartphone?

10 times a day.

How often do you access social networking sites via a PC?

3 times a day.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook app, Skype, You-tube and Form spring app.

Once you have accessed the social networking site via smartphone, how long do you stay online?

About 20 mins at a time.

Once you have accessed the social networking site via PC, how long do you stay online?

About 15 mins at a time.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I tend to use my smartphone more outdoors, I am on the go a lot, I have class every day and I commute a lot.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

I like the multi- touch display screen, its ability to glide through photos, zoom in and out, QWERTY keypad and the camera quality and display.

Which features of your smartphone do you find insignificant for social networking?

None.

What do you think a smartphone offers that is different (better/worse) than PC's?

All the touch screen activities you can do on a smartphone you cannot do on a PC.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

The small screen size can sometimes be unenjoyable, like when I am watching music videos on You-tube or video links on Facebook, I feel that the video would be a lot nicer if it was viewed on a PC, because you can watch it on a larger screen.

How would you describe your experience when accessing social networking sites via a smartphone?

I find the experience enjoyable, because the multi-touch screen allows you to glide and flip through photos.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes I do.

How long have you been accessing social networking sites via a smartphone?

3 years

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone to access social networking sites when I am alone and with people.

Do your friends also use smartphones to access social networking sites?

Yes they do and we communicate a lot on Facebook and Form spring from our smartphones.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes I do, I find the i phone apps for social networking more convenient and practical for social networking than a PC.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Everyday

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Every day.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Everyday

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Once or twice times a week.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do that sometimes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

Daily

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

When waiting for the metro yesterday I used my iPhone to go on Form spring while I waited for it to arrive.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

No not really

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

Not really. I hardly do that, once in a while.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I was standing in the queue at C1000 and I was waiting long and wanted to kill time so I went on Form spring and browsed.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Interview (8)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Okay.

What is your Gender?

Female

What is your Age?

27

What is your occupation?

I am a student

What is the highest level of education you have achieved?

BA in Art and cultural studies

What is your ethnic background?

Spanish.

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

Blackberry Bold

How long have you had your smartphone?

6 months now.

Do you currently use a smartphone to access social networking sites?

Yes.

For what other purposes, except social networking, do you use your smartphone for?

Music player, take photographs, check e-mail, pin and make phone calls.

Which social networking site / sites are you inclined to visit via smartphone?

Skype, Facebook and Twitter.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more than my PC.

How often do you access social networking sites via smartphone?

6 times a day

How often do you access social networking sites via a PC?

Not very often, I would say maybe 2 times a week.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook app, Twitter and Skype.

Once you have accessed the social networking site via smartphone, how long do you stay online?

About 30 mins at a time.

Once you have accessed the social networking site via PC, how long do you stay online?

When I do, about 10 mins

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I would say I use my smartphone more outdoors, I am always out, I have classes at uni every day and I work on the weekend, so having it is useful for me.

Which features of your smartphone do you value the most for social networking? (I.e. touch screen, Keypad for text, ability to change reading patterns, HD video recording and editing etcetera.)

The touch screen I really like and enjoy and the camera to take pictures.

Which features of your smartphone do you find insignificant for social networking?

I don't think I do.

What do you think a smartphone offers that is different (better/worse) than PC's?

The touch screen on the smartphone makes it more fun, but sometimes my battery dies in my smartphone because I use it so much and it can die at the wrong time.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No not really.

How would you describe your experience when accessing social networking sites via a smartphone?

It's a very good experience; it's more fun than the PC.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes I do.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes I do.

How long have you been accessing social networking sites via a smartphone?

6 months, since I got my blackberry.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone to access social networking sites when I am alone and with people.

Do your friends also use smartphones to access social networking sites?

Yes they do.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes I do, I find the Facebook app very good, it allows me to have speedy access and I can do this anywhere.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Everyday

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Every day.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Everyday

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Never.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes I do

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

Everyday

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

I was at airport waiting for my parents to arrive on Saturday and their plain was delayed so I went on Facebook for a while.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Everyday

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

No I haven't.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Good Bye, take care.

Interview (9)

Hello.

Hello

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Ok sure.

What is your Gender?

Male

What is your Age?

25

What is your occupation?

I am a freelance journalist

What is the highest level of education you have achieved?

BA in Media studies

What is your ethnic background?

Mexican

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

I have an iphone

How long have you had your smartphone?

2 years

Do you currently use a smartphone to access social networking sites?

Yes.

For what other purposes, except social networking, do you use your smartphone for?

I use my phone for video calling, video recording, listening to music and surfing the web.

Which social networking site / sites are you inclined to visit via smartphone?

I visit Facebook and Skype quite a lot.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more than the PC.

How often do you access social networking sites via smartphone?

I do it daily

How often do you access social networking sites via a PC?

Not often

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook, Skype and you tube applications.

Once you have accessed the social networking site via smartphone, how long do you stay online?

20 mins

Once you have accessed the social networking site via PC, how long do you stay online?

10 mins

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use it both indoors and outdoors to access Facebook, Skype and you-tube

Which features of your smartphone do you find insignificant for social networking?

None really I still really like my i phone, but I do want the I phone 4 which has just been released.

What do you think a smartphone offers that is different (better/worse) than PC's?

The smartphone offers faster access to the internet by using the applications.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No, I wouldn't say that.

How would you describe your experience when accessing social networking sites via a smartphone?

It's an enjoyable experience

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes I do, I like the touch screen it makes surfing the web a lot more fun.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes.

How long have you been accessing social networking sites via a smartphone?

About 2 years.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone when I am alone and when around people.

Do your friends also use smartphones to access social networking sites?

Yes.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes the wifi connection on the i Phone is more convenient and the features are more entertaining.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Every day, sometimes I update my status like every 2 hours.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Every day

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Usually every day I speak to my friends and family.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Not really, I just call my friends or text them to meet up.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)?

Yes.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)?

Usually every day.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)?

I was at home all day yesterday and I was bored so I went on Facebook to see what my friends were doing.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes.

How often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Maybe once a week.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

No I haven't

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

(Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye)

Bye.

Interview (10)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

27

What is your occupation?

I am a student

What is the highest level of education you have achieved?

Bachelor

What is your ethnic background?

Bulgarian

What country do you reside in?

Netherlands

Which brand of smartphone do you have?

Nokia 5800

How long have you had your smartphone?

About 2 years

Do you currently use a smartphone to access social networking sites?

Very rarely

For what other purposes, except social networking, do you use your smartphone for?

Listening to music, playing games, GPS navigation, talking 😊, making notes, sending sms and mms, browsing the internet and sending emails.

Which social networking site / sites are you inclined to visit via smartphone?

Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

Not at all. I have to be extremely bored to use my phone to access Facebook, or I have something special to do there to access it from my phone. So, the answer is a lot less frequent 😊

How often do you access social networking sites via smartphone?

Once a week, maybe once every two weeks, or even more rarely.

How often do you access social networking sites via a PC?

One to five times a day, for a short period of time. Just to check if somebody wrote on my wall or sent me a message

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

The Facebook application, if it is even an application, I'm not sure. I just think that it is the mobile version of the web page 😊

Once you have accessed the social networking site via smartphone, how long do you stay online?

Depends on the reasons I went there on first place, but not more than 10 minutes usually. I'm not a big fan of social network sites in general 😊

Once you have accessed the social networking site via PC, how long do you stay online?

Not more than 10 minutes per session. If I talk with somebody, it could be longer, but usually from 5 to 10 minutes at most.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

Outdoors, of course! If I am at home and I want to go to Facebook, I'll do it from my laptop not from the phone. It is easier, more comfortable and faster.

Which features of your smartphone do you find insignificant for social networking?

I don't think that there are much features involved, except Internet and all the hardware needed for a phone to be called "smart". I don't know which feature is insignificant. I guess the GPS ☺

What do you think a smartphone offers that is different (better/worse) than PC's?

The smartphone is different in many ways, but I guess the biggest difference is that it can fit in to my pocket and I can carry it with me without feeling the weight. Smart phones are a totally different tool compared to a PC, although they may serve some of the purposes the PC serves. It is like comparing a car and a truck. They have very common features, but serve different purposes. You can use a car to transport heavy objects, but the truck is better at it.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

It depends how "social" I want to be☺. If it is for short conversation or a post, it is OK, but if I want to chat or write for long, it is not comfortable at all, even frustrating. But no, I don't think that it is unsuitable or un-enjoyable, just not that comfortable.

How would you describe your experience when accessing social networking sites via a smartphone?

A bit crippled by the hardware limitations and small screen.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Not at all.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Even the newest and most expensive smart phones cannot give quality of the display and interface that is comparable to the PC experience.

How long have you been accessing social networking sites via a smartphone?

For about a year

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I cannot think of a single time that I have accessed Facebook through my phone when I'm in somebody's company. First, I usually do it from boredom, which excludes the company part and second of all, I even consider it impolite when people do it in such a way. If my friend starts

surfing the net, regardless if he is checking his email or going to Facebook, I'll be offended because to me it would mean that I'm boring and not good company. So, the only time I would use my phone to access social networking sites is when I'm alone and bored.

Do your friends also use smartphones to access social networking sites?

Some of them, I guess. I never asked them 😊

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Definitely no 😊

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Once or twice a month

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, update status, keep oneself informed.)

I don't see the difference much, but again once or twice a month

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

This is the only purpose I use social networking sites for, so the answer is every time I log in, which is once or twice a month 😊

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Never did it so far 😊

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

That is the main reason I use it

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

Once or twice a month. 😊

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

Couple of weeks ago I finished the book I read and I had nothing to do in the restroom, so I accessed Facebook 😊

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

NO

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

I never used it as an excuse or reason to avoid somebody or something 😊

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

I am not a big fan of social networking sites, so I think you covered all the ways I use it 😊

Interview (11)

Hello.

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Female

What is your Age?

19

What is your occupation?

I am a sales advisor

What is the highest level of education you have achieved?

College

What is your ethnic background?

British

What country do you reside in?

The UK

Which brand of smartphone do you have?

Blackberry curve

How long have you had your smartphone?

2 years

Do you currently use a smartphone to access social networking sites?

Yes I do, I use my phone a lot for social networking.

For what other purposes, except social networking, do you use your smartphone for?

I use my phone to listen to music, pin with my friends and access the internet for reasons that vary.

Which social networking site / sites are you inclined to visit via smartphone?

Facebook and Skype.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my phone a lot more than I use my PC for social networking

How often do you access social networking sites via smartphone?

I access social networking sites on my phone regularly, every day.

How often do you access social networking sites via a PC?

I use my PC weekly, sometimes three times a week.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Blackberry messenger and Facebook

Once you have accessed the social networking site via smartphone, how long do you stay online?

I stay online all day I just keep myself logged in to Facebook.

Once you have accessed the social networking site via PC, how long do you stay online?

I stay online for like an hour or less.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I am most likely to use my phone for social networking in an outdoors environment because I can travel with and carry my phone around with me unlike a PC.

Which features of your smartphone do you find insignificant for social networking?

I find the battery of my smartphone insignificant because sometimes the battery runs low or even runs out.

What do you think a smartphone offers that is different (better/worse) than PC's?

With a smartphone you are able to travel and access social networking sites everywhere and its faster and it's a handset, therefore it makes it easier to carry around unlike carrying a laptop.

With a PC you also have to log in and out all the time and with my phone the Facebook application leads me straight to the Facebook site. Therefore I find that it is better than a PC.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

I actually consider the small screen that displays the information a lot nicer on the smartphone, you can take your time when taking in information and scroll down the page, whereas on the PC the big screen just throws it all at you.

How would you describe your experience when accessing social networking sites via a smartphone?

I find social networking on my smartphone more enjoyable than on a PC.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

The set out and lay out of the display of information is different on a smartphone; I find it a lot nicer and more enjoyable to read. The user interface I love ☺ I like the touch screen. I prefer using my smartphone than my PC.

How long have you been accessing social networking sites via a smartphone?

2 years.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my smartphone mostly when I am alone and not as much when I am with people.

Do your friends also use smartphones to access social networking sites?

Yes they do and they enjoy it as much as me.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes I do.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

I upload and update regularly, every day usually.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

I check my inbox on Facebook every day for messages.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Everyday my friends and I comment on each other's status, send messages to each other on Facebook and comment on each other's photos.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Not often

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)?

Yes all the time ☺

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)?

Daily.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)?

I was waiting for the bus this morning for a long time so I used my phone to access Facebook

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

I use it daily to seek new information, but I don't really seek new friendship on Facebook, I only send friend requests to people I know.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

No

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No not that I can think of.

Interview (12)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Sure 😊

What is your Gender?

Female

What is your Age?

24

What is your occupation?

I am a student

What is the highest level of education you have achieved?

Bachelor

What is your ethnic background?

Half Javanese and half black (there's more... basically I'm a whole mix of things lol)

What country do you reside in?

Netherlands

Which brand of smartphone do you have?

Nokia E71

How long have you had your smartphone?

1 Month

Do you currently use a smartphone to access social networking sites?

Yes

For what other purposes, except social networking, do you use your smartphone for?

Calling, whatsapp, sms, email

Which social networking site / sites are you inclined to visit via smartphone?

Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use a PC more frequently than a smartphone to access social networking.

How often do you access social networking sites via smartphone?

Once a day

How often do you access social networking sites via a PC?

10 times a day!

Which application or applications do you prefer using when accessing social networking sites via a smartphone? The Facebook application

Once you have accessed the social networking site via smartphone, how long do you stay online?

1 minute

Once you have accessed the social networking site via PC, how long do you stay online?

At least 1 hour

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain? Indoors and outdoors, it depends when I am bored and just feel like going on Facebook on my phone

Which features of your smartphone do you find insignificant for social networking?

None, it pretty much has enough options for me as on a pc

What do you think a smartphone offers that is different (better/worse) than PC's?

It's more on-the-go, you don't have to wait to get home to go on your pc, you can sit in the car/ train/ bus and still be able to use Facebook for example

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

I actually enjoy it, I never had a problem with the screen or keypad, and it's still handy to me

How would you describe your experience when accessing social networking sites via a smartphone?

I find it Enjoyable, I wouldn't complain☺

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Not really I enjoy them both as much.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

It's definitely handier when you're out of the house, but it's not as more fun than using a PC, with a PC you're done a lot faster...but it also does the job...if I had to choose I would rather a PC

How long have you been accessing social networking sites via a smartphone?

With my current phone 1 month.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

Both, basically when I'm bored...which of course happens when I'm alone but sometimes also when there are people around

Do your friends also use smartphones to access social networking sites?

Yes they do.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Well yeah sort of, I mean it also lets you reply or comment on things said on for example Facebook which is the same thing you can do on a PC...but you don't have to walk with your pc everywhere instead you can walk with your smartphone instead, so in that sense it is more convenient but I wouldn't say it is more practical.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

I update my status at least once a day, but uploading photos and sharing messages or links I do that about 4 times a week.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.) At least once a day

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

4 times a week

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Once a month

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)? Definitely yes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)? At least twice a day

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)? When I am in the train going somewhere and there is nothing to do but to go on the phone and socialize on Facebook

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?) Yes

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

Yes I have

How often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)? Not often, once a week.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)? When I'm not in the mood to listen to stories when people are talking then I will go on my phone and browse away on Facebook

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered? Nope basically it's just Facebook

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Ur welcome, Bye 😊

Interview (13)

Hello.

Hi There

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

25

What is your occupation?

Barmaid

What is the highest level of education you have achieved?

Bachelor

What is your ethnic background?

Afro -Caribbean

What country do you reside in?

England

Which brand of smartphone do you have?

HTC

How long have you had your smartphone?

1 Year

Do you currently use a smartphone to access social networking sites?

Yes

For what other purposes, except social networking, do you use your smartphone for?

Sending emails, browsing the net, playing music through my car stereo, using the Calculator, bar scanning .texting,

Which social networking site / sites are you inclined to visit via smartphone?

Only Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I access Facebook more from my smartphone than from my PC

How often do you access social networking sites via smartphone?

Daily

How often do you access social networking sites via a PC?

Occasionally

Which application or applications do you prefer using when accessing social networking sites via a smartphone? The Facebook application for Android

Once you have accessed the social networking site via smartphone, how long do you stay online?
Normally 10 minutes tops, unless I'm having a conversation with someone via Facebook

Once you have accessed the social networking site via PC, how long do you stay online?

Approximately an hour

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain? Mostly indoors

Which features of your smartphone do you find insignificant for social networking?

The small screen can be a limitation.

What do you think a smartphone offers that is different (better/worse) than PC's? Quick accessibility, and Navigation, but restricted version of Facebook, and browser restricted view.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

The Keypad I find enjoyable but the small screen unsuitable as you need a large screen to Navigate through the site effectively.

How would you describe your experience when accessing social networking sites via a smartphone?

Convenient, and fairly enjoyable, especially when you're stuck in a queue trying to kill time.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

I find the smartphone is more enjoyable, just the screen size unsuitable.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

I actually prefer the display and screen of the PC.

How long have you been accessing social networking sites via a smartphone?

2 years

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

More when I am Alone

Do your friends also use smartphones to access social networking sites?

Yes

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes for practicality and convenience

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Twice every 3 to 4 days

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Daily

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information? Daily

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.? Frequently, on a weekly basis.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)? Yes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)?

Very Frequently, I would say Daily.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)?

While standing in a Queue

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?) Yes

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)? No

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered? No

Ok, well thank you for your time; your responses are much appreciated. Good- Bye

No problem, bye.

Interview (14)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

21

What is your occupation?

I am an engineer

What is the highest level of education you have achieved?

Fachabitur (High School)

What is your ethnic background?

Dutch

What country do you reside in?

Netherlands

Which brand of smartphone do you have?

Apple iphone

How long have you had your smartphone?

Since release of the first iPhone 2G 2007

Do you currently use a smartphone to access social networking sites?

Yes I use my iPhone to connect to Facebook

For what other purposes, except social networking, do you use your smartphone for?

Messaging, Calls, Emails and Gaming

Which social networking site / sites are you inclined to visit via smartphone?

Only Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my iphone more than the PC.

How often do you access social networking sites via smartphone?

At least once a day

How often do you access social networking sites via a PC?

About 10 minutes a day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook app is the best.

Once you have accessed the social networking site via smartphone, how long do you stay online?

About 5 mins each time just checking newest feeds, messages and new friend requests and then I sign out again.

Once you have accessed the social networking site via PC, how long do you stay online?

I attached Facebook to Firefox so as long I am browsing I am online on Facebook (about 3 hours a day)

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

Outdoors, when I am in the train or kind of everywhere, I use it whenever I get bored or have to wait for something. Also if you want to stay in contact with somebody you can do it on Facebook via smartphone while you are out.

Which features of your smartphone do you find insignificant for social networking?

Limitations in viewing due to the screen size.

What do you think a smartphone offers that is different (better/worse) than PC's?

Better: mobility, quick access for the social networking.

Worse: limitations in view, options and features.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No, I find it enjoyable; the application I use on my smartphone allows me to browse those social networks in a well-arranged way.

How would you describe your experience when accessing social networking sites via a smartphone?

Sometimes I think I get less information than with my PC. But for the rest it's still a nice way to be up to date with the newest technology.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

No, I think browsing with Pc is more comfortable, but the smartphone is still enjoyable.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

No I don't, because a mouse and keyboard on pc will always be more effective than a touch-screen.

How long have you been accessing social networking sites via a smartphone?

About 2 years.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

Definitely When I am alone.

Do your friends also use smartphones to access social networking sites?

Yes nearly all of them.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes the mobility of the smartphone is more convenient, but the screen size and touch screen can limit you so it's not really more practical.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

At least three times a day

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed?)

At least three times a day.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

At least three times a day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Rarely, I prefer messenger for that.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)

Yes!

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?)

Every time I am waiting for something (for example; train, to school)

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

Waiting for the train or being bored in

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

To be honest, yes. I think this is nothing new. People used their cellphone before to appear occupied in specific situations.

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Depends on how often I get in one of those situations where u try to avoid eye contact or embarrassing moments.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

In the underground (metro) in my hometown. Or people passing by that I know but don't want to talk to them.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

“Stalking” profiles.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Interview (15)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Female

What is your Age?

23

What is your occupation?

I am a student

What is the highest level of education you have achieved?

College HBO

What is your ethnic background?

Dutch

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

iPhone

How long have you had your smartphone?

5 months

Do you currently use a smartphone to access social networking sites?

Yes

For what other purposes, except social networking, do you use your smartphone for?

Web surfing, downloading music, taking pictures, filming, mp3 player, watching videos

Which social networking site / sites are you inclined to visit via smartphone?

Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone to access Facebook More frequently.

How often do you access social networking sites via smartphone?

10 times a day

How often do you access social networking sites via a PC?

3 times a day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook application

Once you have accessed a social networking site via smartphone, how long do you stay online?

I stay online for 30 minutes

Once you have accessed a social networking site via PC, how long do you stay online?

I stay online for 10 minutes

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use my iPhone to access Facebook more when I am outdoors

Which features of your smartphone do you find insignificant for social networking?

None

What do you think a smartphone offers that is different (better/worse) than PC's?

Touchscreen on the iPhone is better than the PC.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No, it is very comfortable in my hand and very easy to write text with, also the fast text in-put makes it very enjoyable.

How would you describe your experience when accessing social networking sites via a smartphone?

I really enjoy having Facebook app on my smartphone, it makes it easier for me to keep in touch with my friends and I can edit and share my pictures anywhere I want.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

Yes I do, I think it is more enjoyable.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Yes I do

How long have you been accessing social networking sites via a smartphone?

3 months

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

Both, when I am alone and around people.

Do your friends also use smartphones to access social networking sites?

Yes they do, very often.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

Yes! the touch screen interface, the mobile device and the downloadable applications I think are more convenient and practical than the PC.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

12 times per day

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, update status, keep oneself informed.)

10 times per day

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

11 times a day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

4-5 times per day

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)?

Yes I do that all the time.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)?

4 times per day

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)?

I was waiting at the dentist surgery so to kill time I went on Facebook using my iPhone to speak to my friend who was also online.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes I do.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

No

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Bye

Interview (16)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

21

What is your occupation?

I am a first year student at NHTV Breda, studying "Indie Game Development".

What is the highest level of education you have achieved?

I have a HAVO-diploma EM (economy and social-studies)

What is your ethnic background?

I am Dutch from both my parents' side. (Caucasian)

What country do you reside in?

The Netherlands

Which brand of smartphone do you have?

Sony Ericson X8

How long have you had your smartphone?

Three months. I have had a Samsung JET since two years, officially not a "smart-phone" but was used for surfing the internet. (Including social networking sites)

Do you currently use a smartphone to access social networking sites?

Yes. I sometimes read new posts on Facebook or FML (<http://www.fmylife.com/>) I do not consider FML a social-networking site, it has no purpose of bringing people together.

For what other purposes, except social networking, do you use your smartphone for?

I use my phone for gaming, taking pictures, YouTube, surfing in general, Google maps/navigation, mp3 player, alarm clock. ☺

Which social networking site / sites are you inclined to visit via smartphone?

I would visit Hyves and Facebook more often if it would be easier accessible through my phone.

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I still use my PC a lot more than my phone to access the internet in general, especially social networking sites. Browsing through posts and updates doesn't go quick enough via my phone.

How often do you access social networking sites via smartphone?

I access social networking sites once every two days via my phone.

How often do you access social networking sites via a PC?

12hours a day online on Facebook via my PC.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I prefer to use the "Official" apps that were build in co-operation with its developers.

Once you have accessed the social networking site via smartphone, how long do you stay online?

I only stay online for a couple of minutes to see if there are important posts.

Once you have accessed the social networking site via PC, how long do you stay online?

All day I am online, I only go offline when my PC is turned off. (When I go to bed)

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use my phone to access these sites when I am outdoors. I only use my phone for social networking sites when there is no PC accessible.

Which features of your smartphone do you find insignificant for social networking?

Small screen and thus a small keyboard make it harder to type long messages. Also viewing pictures or playing movie-clips takes longer to view.

What do you think a smartphone offers that is different (better/worse) than PC's?

The most important feature a phone gives me over my PC is still the calling function. Also an in-built camera and the size of a phone are plus-points.

Besides that, I still prefer a PC over a smart-phone. (Faster internet, faster processor, better graphics)

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

It is both, but mostly un-enjoyable. It is hard to watch videos and view pictures and reacting on them at the same pace as with a PC. Zooming-in or scrolling through pages takes a lot more effort.

How would you describe your experience when accessing social networking sites via a smartphone?

The experience is hectic.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

No, I would not. As I am used to a big screen, quick internet and a pc-keyboard + mouse to work online, a small-screened phone with touch-screen keyboard is annoying sometimes to handle.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

No. A 'normal' website designed for PC users provide more options and a better layout for a more user-friendly experience.

How long have you been accessing social networking sites via a smartphone?

Three months. I have been accessing social networking sites since I bought my Smartphone.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I use my phone for this purpose more often when I am alone. When traveling or when bored (away from a PC), is when I use social networking sites through my phone.

Do your friends also use smartphones to access social networking sites?

Yes. Some friends use their phone frequently to access these sites, others use it occasionally. I cannot say what the majority does.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

No. The only feature that is convenient and practical on my phone over my PC is the built-in camera, for direct uploading of pictures and movies.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?)

From my phone I only produce content when directly uploading a picture or video, sometimes I upload these to my PC first. I only contribute to these sites through phone, once every month. (Average)

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, update status, keep oneself informed.)

I access my social networking status, updates and information once every three days average through my phone. (Only when there is no PC available)

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

I hardly use my phone to contribute content, as it is hard and time-consuming to do so with my Smartphone. Only if it is important to share information (it can't wait) I will use my phone.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

I never do. I use social networking sites via my PC, and use text-messaging via my phone.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)

Yes. When, for example, traveling with public transport.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?)

Once a week perhaps

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

Usually when I travel by train to visit my family, I get bored of this three hour travel. This is when I use my phone to kill time (in general); I read funny posts on FML, check for Facebook posts and play games using my phone.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Not to make new friends but I do use my phone to seek new information.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Yes. When traveling by public-transport I sometimes use my phone to end or prevent a conversation with people.

If yes, how often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

Only when I travel for a “great” distance by public transport I use my phone for this purpose. So I would say on average once a week.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

One time a month ago I was traveling in an over-crowded train. There were three people sitting next to me, debating our current political situation. I found this conversation inappropriate and obnoxious, and avoided their questions by detaching myself from their conversation and using my phone to access Facebook.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Bye ☺

Interview (17)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

25

What is your occupation?

I am a student.

What is the highest level of education you have achieved?

MBO-4

What is your ethnic background?

Dutch

What country do you reside in?

Netherlands

Which brand of smartphone do you have?

Apple iPhone

How long have you had your smartphone?

Its Brand New, a few days.

Do you currently use a smartphone to access social networking sites?

Yes I do

For what other purposes, except social networking, do you use your smartphone for?

Gaming, sending messages, making phone calls

Which social networking site / sites are you inclined to visit via smartphone?

Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

Well since I got my new smartphone I haven't even accessed Facebook from my PC and it's been like 5 days now.

How often do you access social networking sites via smartphone?

Since I got my phone, I've been on Facebook every day for the past 5 days.

How often do you access social networking sites via a PC?

Usually every day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

The Facebook application

Once you have accessed the social networking site via smartphone, how long do you stay online?

About 30 mins

Once you have accessed the social networking site via PC, how long do you stay online?

An hour or 30 mins sometimes it varies, like if I am speaking to someone on Facebook I will stay on there even longer.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

Indoors, outdoors, everywhere.

Which features of your smartphone do you find insignificant for social networking?

None that I can think of.

What do you think a smartphone offers that is different (better/worse) than PC's?

Nothing, but I think a PC is always better, it has a bigger screen and visibility is a lot clearer.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

The small screen can sometimes make it unenjoyable to view videos or photos on Facebook. But the touch screen for communicating by text is enjoyable.

How would you describe your experience when accessing social networking sites via a smartphone?

An Enjoyable experience.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC? Not really, I prefer both platforms

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

No I don't.

How long have you been accessing social networking sites via a smartphone?

2-3 years now because before I got my iphone I had a blackberry.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

Both

Do your friends also use smartphones to access social networking sites?

Yes they do it.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

No not really, but my smartphone is easier to carry out with me, due to its size and mobility.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

It Varies, maybe 4x a week

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

4 times a week

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Almost every day

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Not for me. I prefer meeting in person or planning to meet by telephone.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone)?

Yes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone)?

I would say maybe 2 times a day

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom)?

During lectures I deemed boring I will use my phone to access Facebook.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

To seek information No, not really. I have newsfeeds for that and I don't really make new friends on Facebook I just keep the ones I already have on there.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

Yes

How often would you say you use your smartphone to access social networking sites for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

Really depends on the person, it's hard to say.

Please could you describe just ONE scenario where you have accessed a social networking site via your smartphone for the purpose of (i.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring)?

I was trying to avoid an old man asking me for directions one day so I pretended to be busy and went on Facebook just browsing for a few minutes until he went away.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No, not really

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Interview (18)

Hello.

Hi

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

27

What is your occupation?

I am a student

What is the highest level of education you have achieved?

Bachelor's degree

What is your ethnic background?

Dutch

What country do you reside in?

Netherlands

Which brand of smartphone do you have?

HTC

How long have you had your smartphone?

About one year

Do you currently use a smartphone to access social networking sites?

Yes

For what other purposes, except social networking, do you use your smartphone for?

I use most features offered by the device (calling, texting, using IM-clients, emailing, agenda/calendar, GPS navigation, music/video playing, taking pictures, playing games.. and more, undoubtedly)

Which social networking site / sites are you inclined to visit via smartphone?

Facebook and Twitter

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

Less frequently

How often do you access social networking sites via smartphone?

Twice a day

How often do you access social networking sites via a PC?

4 times a day

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Facebook-client (app) for Android and the native HTC app for Twitter use (which is called Peep, if I'm not mistaken).

Once you have accessed the social networking site via smartphone, how long do you stay online?

Between 1 and 5 minutes.

Once you have accessed the social networking site via PC, how long do you stay online?

Around 5 minutes. Unless I get caught up in chatting with someone that might take an hour...

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

Outdoors -> on the move, no pc within reach, thus using my smartphone.

Which features of your smartphone do you find insignificant for social networking?

The Small screen size and inferior keyboard

What do you think a smartphone offers that is different (better/worse) than PC's?

Mobility (better) - small screen size/inferior keyboard (worse)

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

Not unsuitable, just not enjoyable. And purely the screen/keypad is not enjoyable, but neither is it frustrating.

How would you describe your experience when accessing social networking sites via a smartphone?

Limited. Lack of a proper keyboard is a limitation and although 'swiping' the screen is fine for scrolling, you have less control overall. The interface of Facebook, for instance, is obviously not similar to the one you see when accessing FB through a pc.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

No.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

No.

How long have you been accessing social networking sites via a smartphone?

For one year.

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

When I am Alone

Do your friends also use smartphones to access social networking sites?

Yes, but a small minority.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

No.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Rarely (once a month perhaps).

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed.)

Twice a day.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Once a week.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

About once a month.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?)

Yes

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?)

Twice a day, keeping myself informed, alleviating boredom, checking FB as a pastime, etc.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

That'll usually be when I'm alone and 'on the move', i.e. in public transport or waiting at the station. So one scenario would be: alone in public transport ☺

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

Yes. (Use twitter to seek for info on current events and to make new friends).

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?)

No. I would use music or fake a phone call ☺

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered?

No.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

Bye, hope my responses were helpful. ☺

Interview (19)

Hello.

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

What is your Gender?

Male

What is your Age?

28

What is your occupation?

Accountant

What is the highest level of education you have achieved?

Chartered status - Association of Certified Chartered Accountants (ACCA)

What is your ethnic background?

I am Black British

What country do you reside in?

I live in the United Kingdom

Which brand of smartphone do you have?

Blackberry Torch

How long have you had your smartphone?

I have owned my current smartphone for 6 months

Do you currently use a smartphone to access social networking sites? Yes, I currently use my smartphone to access Facebook occasionally.

For what other purposes, except social networking, do you use your smartphone for? I also use my smartphone to access my e-mails, browse the internet for information, and to also make use of the GPS capability if I need to find a location.

Which social networking site / sites are you inclined to visit via smartphone? I use my smartphone to access Facebook and Blackberry messenger

Would you say you access social networking sites via smartphone, more/less frequent than from a PC? I access social network sites more often via my smartphone as it has proved more accessible especially when on the move, where a PC would be impractical.

How often do you access social networking sites via smartphone?

I tend to access social sites via my smartphone at least 5 times a week.

How often do you access social networking sites via a PC?

I tend to access social network sites via my PC 2 times a weeks.

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

I prefer to use the Facebook application when visiting the site as oppose to browsing via internet search engines...

Once you have accessed the social networking site via smartphone, how long do you stay online?

I usually spend about 5 minutes on social network sites, as I'm usually on the move when doing so.

Once you have accessed the social networking site via PC, how long do you stay online?

I usually spend 5 or 10 minutes on social network sites on my PC as I'm usually in a more comfortable environment to do so.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I'll usually access social sites via my phone when outdoors as oppose to indoors where I could use my computer. I find use of my phone outdoors more practical to quickly check sites...An example may be on the train to or from work or university.

Which features of your smartphone do you find insignificant for social networking?

Having a touch screen I find doesn't add to the experience

What do you think a smartphone offers that is different (better/worse) than PC's?

Smartphones offer easy access whilst outdoors. Practicality and convenience where PCs would not be able to be used.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?)

No, I don't think the size of my phone impacts the experience, the application provides a user friendly interface for users to access features of the site you would get on a PC.

How would you describe your experience when accessing social networking sites via a smartphone? Experience depending on where I'm using the phone may be quick and not too in depth as I'm usually rushing around, but overall I find the experience enjoyable.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC?

No, I think a PC experience is better as you tend to be an environment where you can sit comfortably and go through the site. The screen is bigger, and you tend to be less prone to internet disruption.

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

Although the quality of my smartphone is good, I'd prefer the quality of a PC screen, as it is larger and provides a better display.

How long have you been accessing social networking sites via a smartphone?

For approximately 3 years

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I access social networking sites 'more often' when I am alone

Do your friends also use smartphones to access social networking sites?

Yes, some of my friends access sites via their smart phone.

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?)

I would say a smart phone is more practical in terms of its size, making it easier to carry around and use when mobile. Applications are good but there are a case where the mobile version of an application doesn't have all the features the PC version has. For example Facebook chat is usually unavailable on the mobile version.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

I rarely update my status or upload photos from my smartphone.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, update status, keep oneself informed.)

I tend to check my mail via social sites only if I receive an update saying I've received a message, so this maybe 3 or 4 times a week. I tend to check mail on Facebook.

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

I tend to engage with people on Facebook around 3 times a week via smartphone. I tend to use Blackberry messenger daily, but I don't think that is classed as a social network site.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.?

Very rarely, around twice a month, but if I needed to organize an event, Facebook can be a good platform to use. I'll include Blackberry messenger and say I would use it to organize events or appointments and do so at least 4 times a week.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone?

Yes, access is sometimes for the reason of just being bored and wanting to check what's happening to kill time.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

I may access the sites for this purpose 3 times a week.

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?)

An example would be on my train journey to work, to use up the travel time.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?) Yes, but I also tend to use the site even from a PC to seek information or make friends.

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?) No, I've never done that.

Do you use your smartphone to access social networking sites for any other purposes which I haven't covered? Yes, I may access Facebook from my smartphone to check birthdays as this information is readily available on Facebook.

Ok, well thank you for your time; it was a pleasure interviewing you. Good- Bye

My pleasure, Good- Bye ☺

Interview (20)

Hello.

I am a graduate student who is currently conducting research for my Master Thesis; I am exploring the differences in accessing social networking sites via smartphones and PC's. Thank you for taking time to participate in this interview, the information you provide will be anonymous and will be used for the purpose of this study only.

Hi

What is your Gender?

Female

What is your Age?

26

What is your occupation?

I am a student

What is the highest level of education you have achieved?

College

What is your ethnic background?

Afro- Caribbean

What country do you reside in?

U.S.A

Which brand of smartphone do you have?

HTC Android

How long have you had your smartphone?

I have had it for 3 years

Do you currently use a smartphone to access social networking sites?

Yes

For what other purposes, except social networking, do you use your smartphone for?

News, weather, banking, online purchases, email and games

which social networking site / sites are you inclined to visit via smartphone?

Facebook

Would you say you access social networking sites via smartphone, more/less frequent than from a PC?

I use my smartphone more than PC

How often do you access social networking sites via smartphone?

Every day

How often do you access social networking sites via a PC?

Never

Which application or applications do you prefer using when accessing social networking sites via a smartphone?

Android Facebook application.

Once you have accessed the social networking site via smartphone, how long do you stay online?

I stay online for like an hour

Once you have accessed the social networking site via PC, how long do you stay online?

Well I Have not used a PC in over 2 years.

In which environment are you most likely to use your smartphone to access social networking sites? (I.e. indoors or outdoors) Please explain?

I use my smartphone indoors and outdoors all the time.

Which features of your smartphone do you find insignificant for social networking?

I don't find any of them insignificant.

What do you think a smartphone offers that is different (better/worse) than PC's?

Better than PC! Easy to access the internet, quicker access, can use it while I am on the go as well.

Do you consider the small screen size the smartphone provides for displaying information and keypad for interaction by text, 'unsuitable or un-enjoyable' for social networking'? (Why?) I have no problem with it. In fact I find my smartphone enjoyable and suitable for social networking.

How would you describe your experience when accessing social networking sites via a smartphone? Enjoyable, I felt Informed and up to date and pleased by the Fast internet access.

Do you consider accessing social networking sites via a smartphone 'more enjoyable' than from a PC? Yes definitely, the smartphone is 'more enjoyable'

Do you prefer the quality of the display and the user Interface of the smartphone when on a social networking site than compared to a PC?

I am so used to my smartphone now that the size of the screen doesn't bother me. The screen size of the PC is of course bigger but not always better.

How long have you been accessing social networking sites via a smartphone?

3 years

Would you say you use your smartphone to access social networking sites 'more often' when you are; Alone, with or around people, Both or Neither?

I would say more often when I am alone.

Do your friends also use smartphones to access social networking sites?

Yes, Most of them do. 😊

Do you consider the smartphone as more practical and convenient for social networking than a PC, due to the features and applications it provides the user with? (If yes which ones?) Yes the FB android application also it is practical and convenient for weather and news updates and banking.

How frequently do you produce content (I.e. send, share and link messages, update status, upload photos etcetera, on a social networking site from your smartphone?

Every day I update status and post messages on Facebook, Facebook has become a part of my life.

How frequently do you access social networking sites via a smartphone for the purpose of (I.e. Check mail, keep oneself informed?) Everyday

How frequently do you access social networking sites via a smartphone for the purpose of engaging with existing friends and family by sending and exchanging information?

Every day I engage with people on Facebook.

How frequently do you access social networking sites via a smartphone for the purpose of scheduling an appointment, and/or to organize an event, etc.? I would say Everyday

Do you use your smartphone to access social networking sites for the purpose of (i.e. to kill time and alleviate boredom when alone? Yes, I do when I am Bored and to kill time at work.

How frequently would you say you use your smartphone to access social networking sites for the purpose of (I.e. to kill time and alleviate boredom when alone?

I would say Everyday

Please could you describe just ONE scenario where you have had to access a social networking site via your smartphone for the purpose of (i.e. to kill time or alleviate boredom?

Waiting at a doctor's surgery, I had an appointment but time was moving very slow so I went on Facebook for a while to kill time and keep myself occupied until my name was called.

Do you use your smartphone to access social networking sites for the purpose of (i.e. to seek new information and make new friends?)

No, not really to make new friends but Catch up with old friends and seek new information

Have you ever used your smartphone to access a social networking for the purpose of (I.e. to detach one-self from others, to appear occupied as not to be disturbed, in order to prevent a conversation from occurring?

No, Never.

Do you use your smartphone to access social networking sites for any other purposes which I

haven't covered? Stalked my ex-boyfriend...LOL

Ok, well thank you for your time; it was a pleasure interviewing you Good- Bye

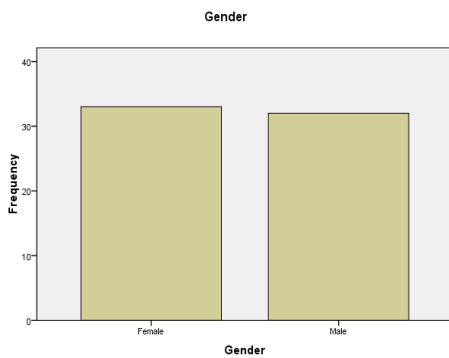
Your welcome ☺ Bye

Appendix B: Data from Online- survey.

Differences in using social networking sites via smartphones and PC's- Why and how young people are using smartphones for social networking in comparison with PC'

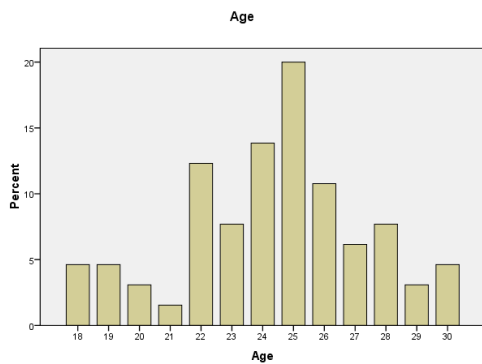
Demographics of Participants:

Q1.What is your Gender?



- 33 participants are Females
- 32 participants are Males

Q1.What is your Age?



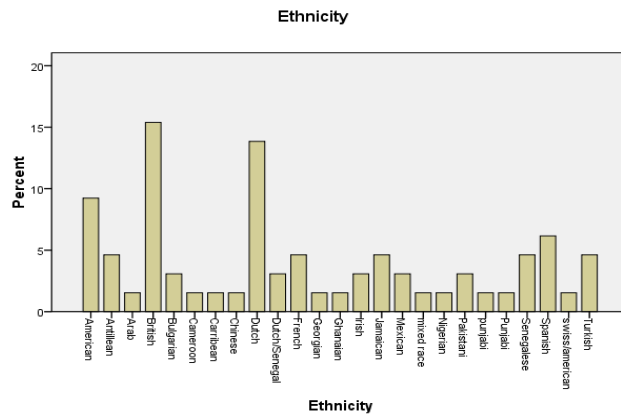
- All participants are between the ages of 18-30, SD=25.

Q2.What is your occupation?



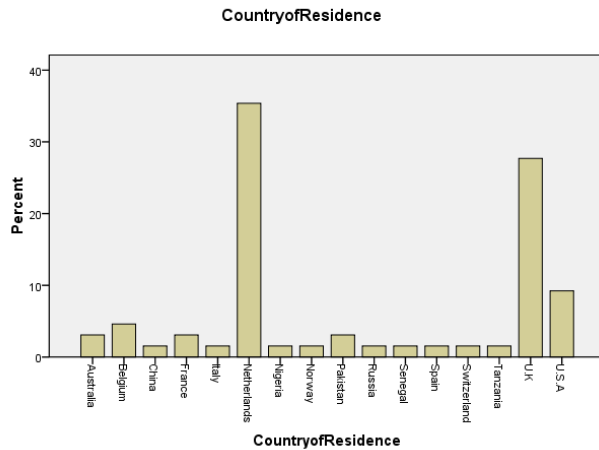
- 60% of participants are students
- 31% of participants are employed
- 5% of participants are self-employed
- 4% of participants are un-employed.

Q3. What is your Ethnicity?



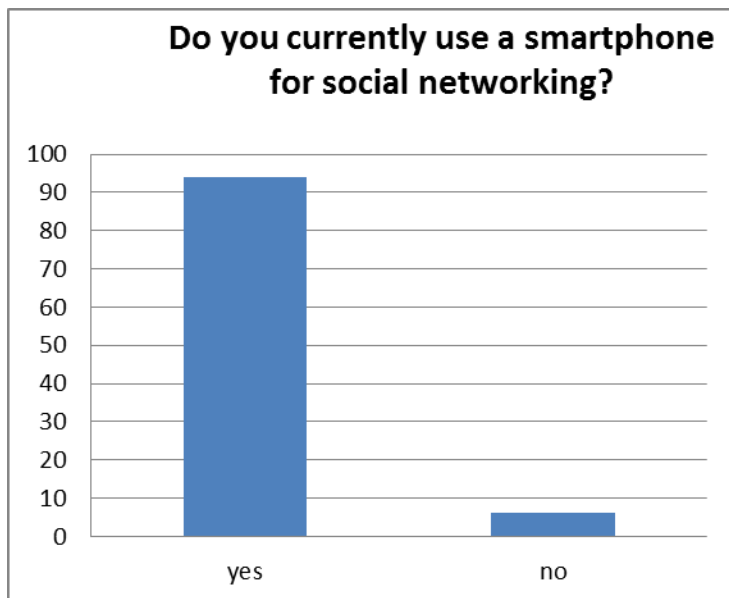
- All participants are of various ethnicities; however the majority of them are of a British and Dutch nationality.

Q4. What is your Country of Residence?



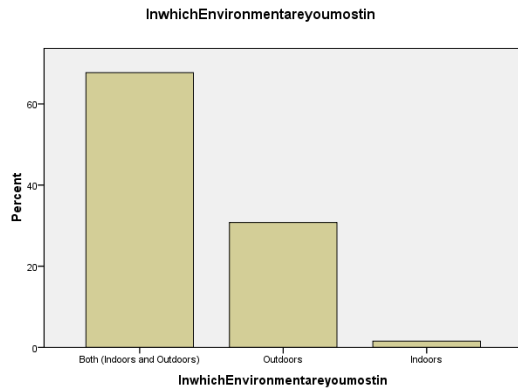
- The majority of participants reside in the Netherlands.

Q5. Do you currently use a smartphone for social networking?



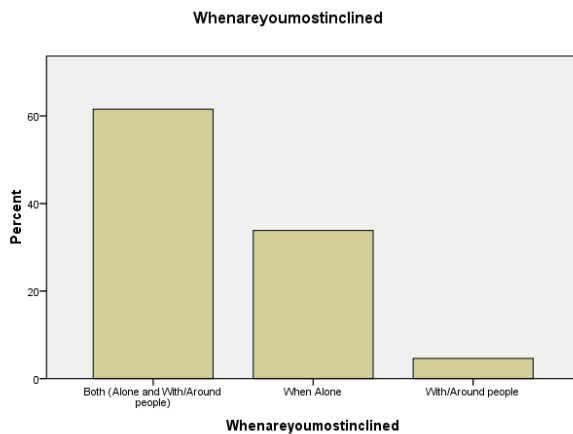
- 96% of participants reported 'Yes' they currently use a smartphone for social networking.
- 4% of participants reported 'No' they do not use a smartphone for social networking.

Q6. In which Environment are you 'most inclined' to use your smartphone for social networking?



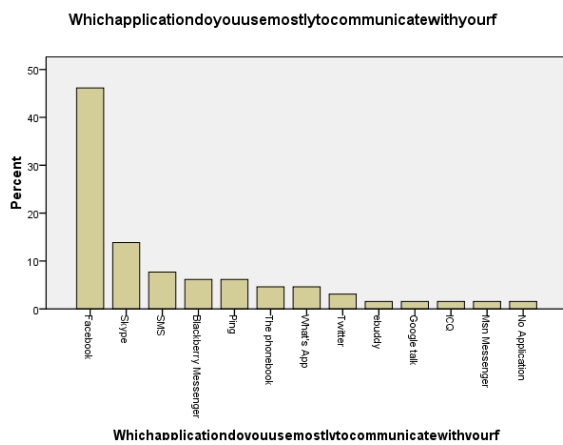
- 68% of participants reported that they are most inclined to use their smartphone both when they are in and indoor and outdoor environment.
- 31% of participants reported that they are most inclined to use their smartphone for social networking when they are in an outdoor environment.
- Only 1% of participants reported that they are most inclined to use their smartphone for social networking in an indoor environment.

Q7. When are you 'most inclined' to use your smartphone for social networking purposes?



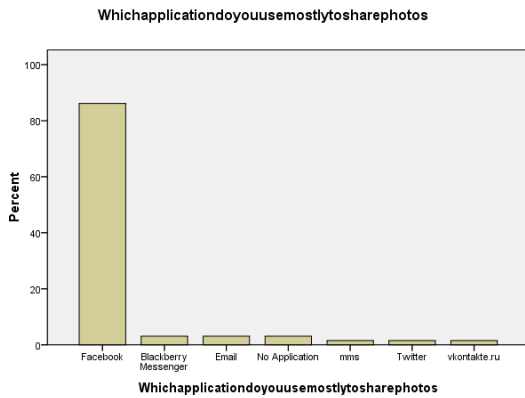
- 61% of participants reported that they are most inclined to use their smartphone for social networking purposes when they are alone and with or around people.
- 34% of participants reported that they are most inclined to use their smartphone for social networking purposes only when they are Alone.
- 5% of participants reported that they are most inclined to use their smartphone for social networking purposes only when they are with or around people.

Q8. Which application do you use 'mostly' to communicate with your friends via a smartphone?



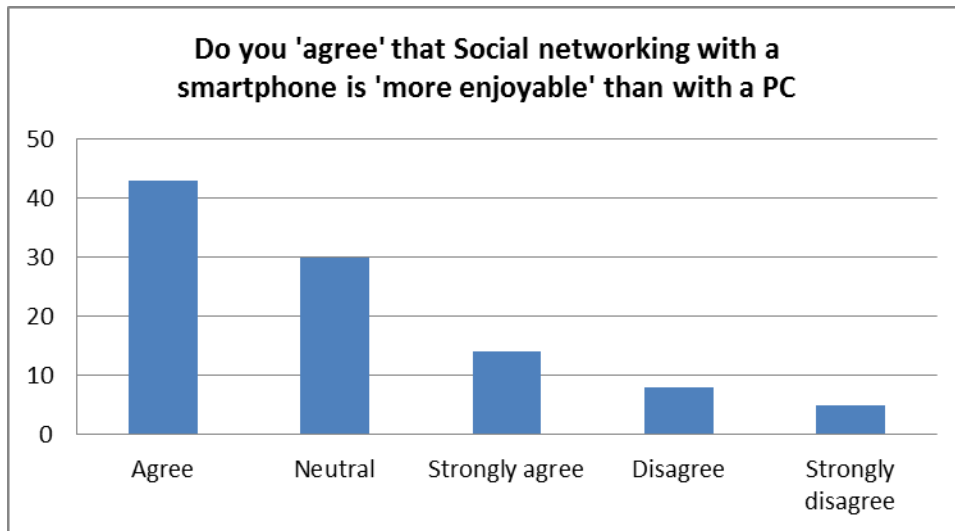
- The majority of participants reported that when using a smartphone they 'mostly' use the Facebook application to communicate with friends.

Q9. Which application do you use 'mostly' to share photos with i.e. friends via a smartphone?



- The majority of participants reported that when using a smartphone they ‘mostly’ use the Facebook application to share photos with i.e. friends.

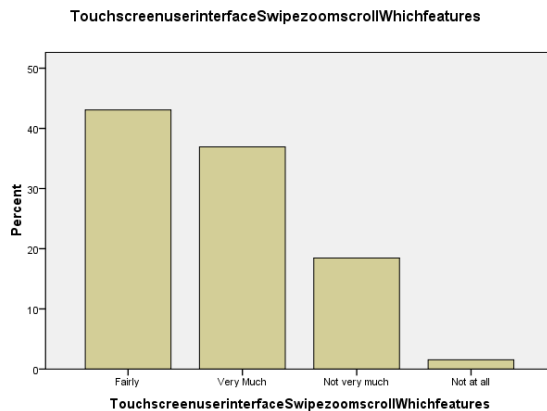
Q10. Do you ‘agree’ that Social networking with a smartphone is ‘more enjoyable’ than with a PC?



- 43% of participants reported that they ‘Agree’ with the statement.
- 30% of participants reported that they have a ‘Neutral’ point of view towards the statement.
- 14% of participants reported that they ‘Disagree’ with the statement.
- 8 % of participants reported that they ‘Strongly agree’ with the statement.
- 5% of participants reported that they ‘strongly disagree’ with the statement.

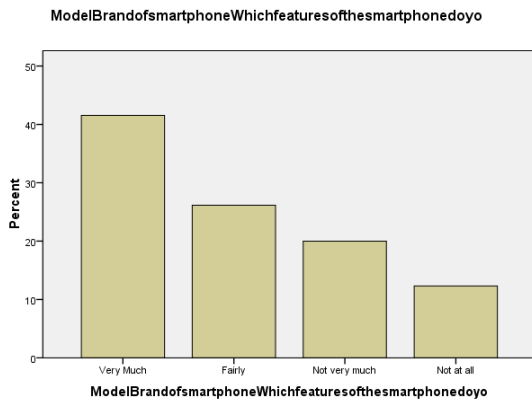
Q11. Which features of the smartphone do you 'value' for social networking:

(a) Touch screen user interface? (Swipe, zoom, scroll etc.)



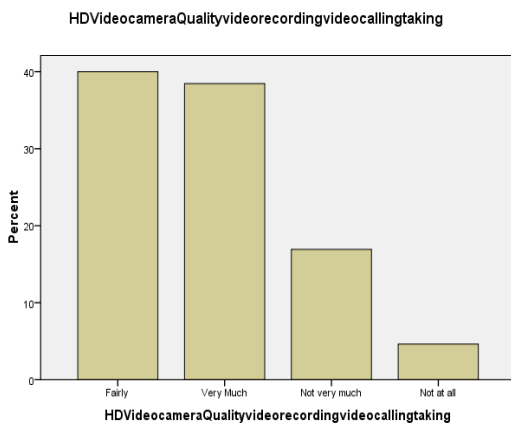
- 43% of participants reported that they 'Fairly' value the touch screen feature of the smartphone for social networking.
- 39% of participants reported that they 'very much' value the touch screen feature of the smartphone for social networking.
- 18% of participants reported that they do 'Not very much' value the touch screen feature provided by the smartphone for social networking.
- Only 1% of participants reported that they do 'Not at all' value the touch screen feature provided by the smartphone for social networking.

(b) Model/Brand of smartphone?



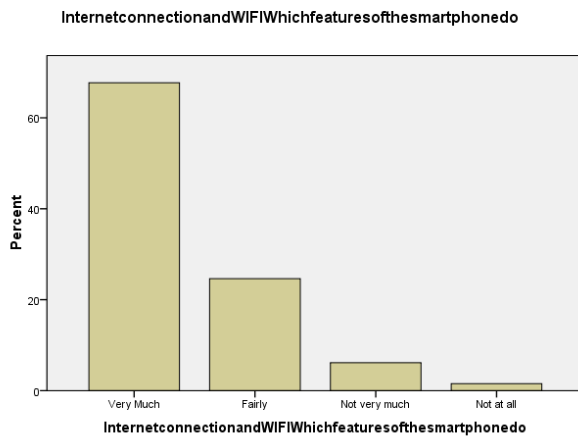
- 41% of participants reported that they ‘very much’ value the model or brand of the smartphone for social networking.
- 26% of participants reported that they ‘fairly’ value the model or brand of the smartphone for social networking.
- 20% of participants reported that they do ‘not very much’ value the model or brand of the smartphone for social networking.
- 13% a minority of participants reported that they do ‘Not at all’ value the model or brand of the smartphone for social networking.

(c) HD Video camera Quality? (Video recording, taking photographs, etc.)



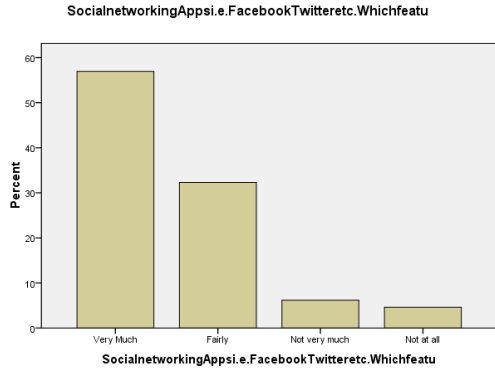
- 40% of participants reported that they ‘fairly’ value the HD video camera quality on the smartphone for social networking.
- 38% of participants reported that they ‘very much’ value the HD video camera quality on the smartphone for social networking.
- 18% of participants reported that they do ‘not very much’ value the HD video camera quality on the smartphone for social networking.
- 4% of participants reported that they do ‘Not at all’ value the HD video camera quality on the smartphone for social networking.

(d) Internet connection and WIFI?



- 68% of participants reported that they ‘very much’ value the internet connection and Wi-Fi on the smartphone for social networking.
- 25% of participants reported that they ‘fairly’ value the internet connection and wifi on the smartphone for social networking.
- 6% of participants reported that they do ‘not very much’ value the internet connection and wifi on the smartphone for social networking.
- Only 1% of participants reported that they do ‘Not at all’ value the internet connection and wifi on the smartphone social networking.

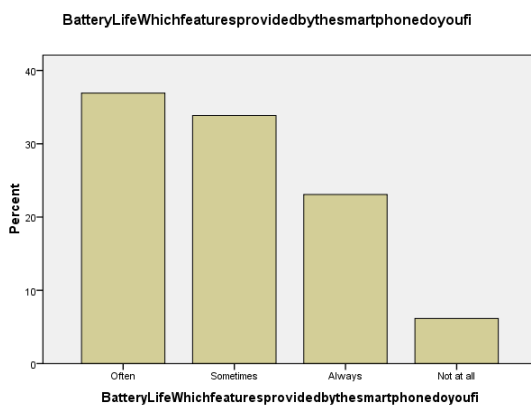
(e) Social networking Apps? (I.e. Facebook, Twitter etc.).



- 58% of participants reported that they ‘very much’ value the applications provided by the smartphone for social networking.
- 33% of participants reported that they ‘fairly’ value the applications provided by the smartphone for social networking.
- 5% of participants reported that they do ‘not very much’ value the applications provided by the smartphone for social networking.
- 4% of participants reported they do ‘Not at all’ value the applications provided by the smartphone for social networking.

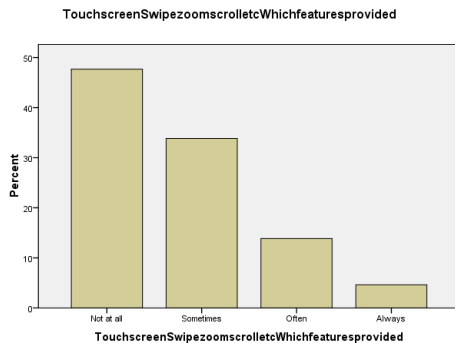
Q12. Which features provided by the smartphone do you find 'un-enjoyable' or 'unsuitable' for social networking:

(a) Battery Life?



- 37% of participants reported that they ‘often’ find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.
- 34% of participants reported that they ‘sometimes’ find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.
- 23% reported that they ‘Always’ find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.
- 6% of participants reported that they do ‘not at all’ find the battery life of the smartphone to be un-enjoyable or unsuitable for social networking.

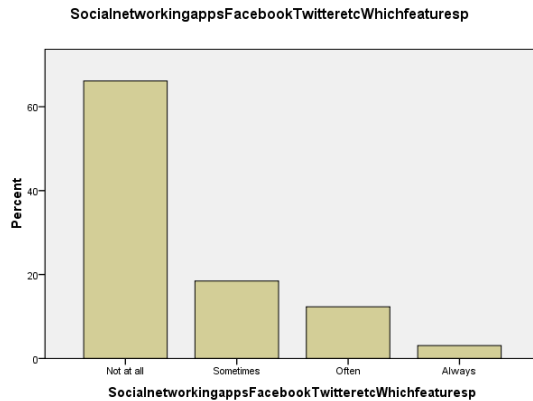
(b) Touch screen user interface? (i.e. swipe, zoom, scroll, etc.).



- 48% of participants reported that they do ‘not at all’ find the touch screen interface provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 33% of participants reported that they ‘sometimes’ find the touch screen interface provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 14% of participants reported that they ‘often’ find the touch screen interface provided by the smartphone to be un-enjoyable or unsuitable for social networking.

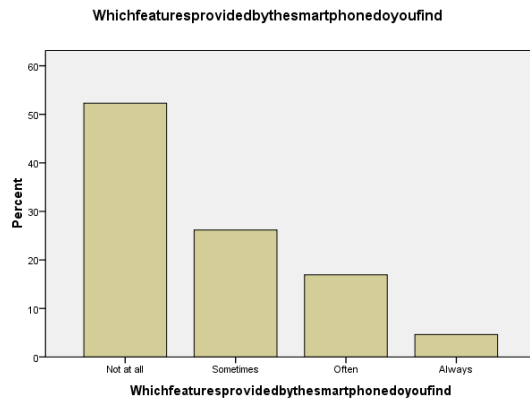
- 5% of participants reported that they ‘Always’ find the touch screen interface provided by the smartphone to be un-enjoyable or unsuitable for social networking.

(c) Social networking apps? (Facebook, Twitter, etc.)



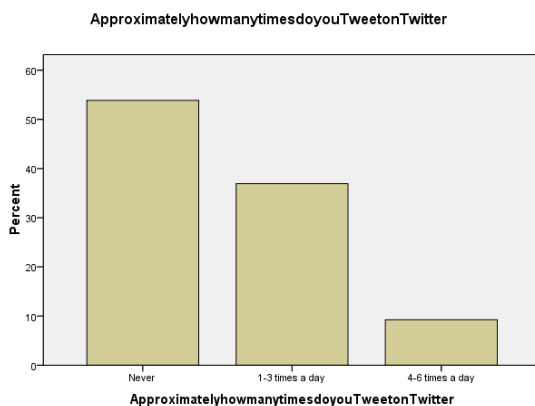
- 66% of participants reported that they do ‘not at all’ find the applications provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 19% of participants reported that they ‘sometimes’ find the applications provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 13% of participants reported that they ‘often’ find the applications provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 2% of participants reported that they ‘Always’ find the applications provided by the smartphone to be un-enjoyable or unsuitable for social networking.

(d) Keypad? (i.e. Texting, swiping, etc.)



- 52% of participants reported that they do ‘not at all’ find the key pad for text provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 27% of participants reported that they ‘sometimes’ find the keypad for text provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- 18% of participants reported that they ‘often’ find the key pad for text provided by the smartphone to be un-enjoyable or unsuitable for social networking.
- Only 3% of participants reported that they ‘Always’ find the key pad for text provided by the smartphone to be un-enjoyable or unsuitable for social networking.

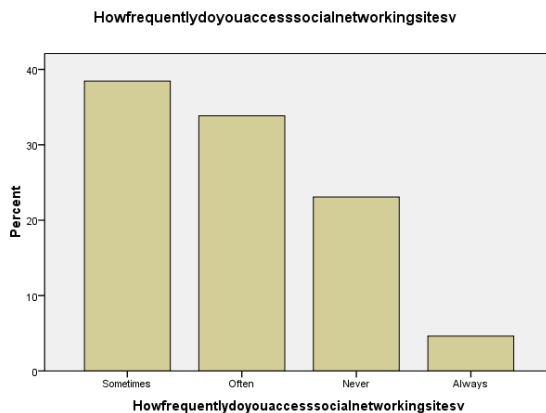
Q13. With a PC, approximately how many times do you ‘Tweet’ on Twitter?



- 54% of participants reported that they ‘Never’ Tweet on Twitter with a PC.
- 38% of participants reported that they ‘Tweet’ on Twitter approximately 1-3 times a day with a PC.

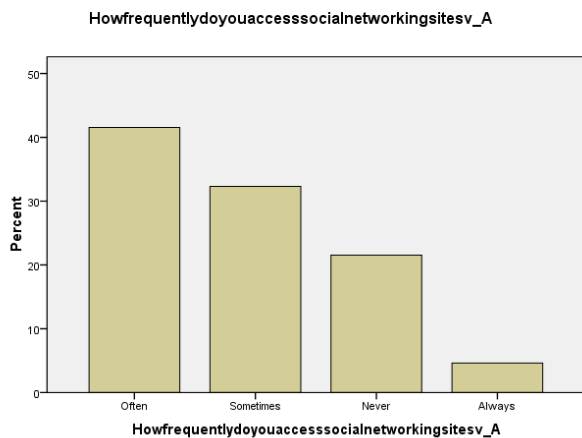
- 9% of participants reported that they ‘Tweet’ on Twitter approximately 4-6 times a day with a PC.

Q14. How frequently do you access social networking sites via smartphone in order to detach oneself from others, to appear pre-occupied in order to prevent a conversation from occurring?



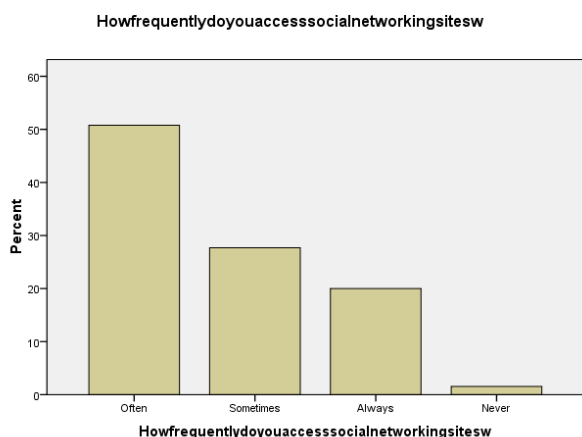
- 38% of participants reported that ‘Sometimes’ they access social networking sites with a smartphone for the motivational purpose of ‘Social Avoidance,’ in order to detach oneself from others, to appear pre-occupied in order to prevent a conversation from occurring.
- 34% of participants reported that they ‘often’ access social networking sites with a smartphone for the motivational purpose of Social Avoidance.
- 23% of participants reported that they ‘Never’ use a smartphone to access social networking sites for the motivational purpose of Social Avoidance.
- Only 5% of participants reported that they ‘Always’ use a smartphone to access social networking sites for the motivational purpose of Social Avoidance.

Q15. How frequently do you access social networking sites via smartphone for the purpose of organizing or supporting an event or cause?



- 41% of participants reported that they ‘often’ access social networking sites with their smartphone for the Motivational purpose of Time management -the desire to organize or support an event or cause.
- 33% of participants reported that they ‘sometimes’ access social networking sites with their smartphone for the motivational purpose of Time management
- 22% of participants reported that they ‘Never’ access social networking sites with their smartphone for the motivational purpose of Time management.
- 4% of participants reported that they ‘Always’ use their smartphone to access social networking sites for the motivational purpose of Time management.

Q16. How frequently do you access social networking sites with a smartphone in order to kill time and alleviate boredom?



- 51% of participants reported that they ‘often’ access social networking sites with their smartphone for the motivational purpose of Diversion- to kill time and alleviate boredom.
- 28% of participants reported that they ‘sometimes’ access social networking sites with their smartphone for the motivational purpose of Diversion.
- 20% of participants reported that they ‘Always’ access social networking sites with their smartphone for the motivational purpose of Diversion.
- Only 1% of participants reported that they ‘Never’ access social networking sites with their smartphone for the motivational purpose of Diversion.

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