



**The Interplay between Practices of Youth with
Mobile Phone and Digital Capitalism.
A Case Study of Kintampo Districts of Ghana**

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Disclaimer:

This document represents part of the author's study programme while at the Institute of Social Studies. The views stated therein are those of the author and not necessarily those of the Institute.

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List of Acronyms

TCP	Telecommunication Providers
NCA	National Communication Authority
FGD	Focus Group Discussions
IDI	In-depth Interviews
KHRC	Kintampo Health Research Centre
KHDSS	Kintampo Health and Demographic Surveillance Survey
UNICEF	United Nations Children Emergency Fund
GSS	Ghana Statistical Services

Abstract

The term 'youth' has been defined to mean 'becomers'. This term connotes youth as vulnerable, innocent, irrational and dependent. Most studies on youth and mobile technologies have focused more on the construction of youth identity with mobile technologies rather than on discourses between youth and the digital capitalism of companies that provide telecommunication services. This research explores how youthful performances with the use of mobile phone interact with the practices of telecommunication service providers in shaping each other's practices in a market driven environment.

The research focused on the youth from the ages 12 to 25years owning a mobile phone in central Ghana. The study also examined responses from 3 telecommunication service providers and the National Communications Authority in Ghana. The study adopted both quantitative and ethnographic qualitative approaches.

Results from the study reveals that digital capitalism of telecommunication has an influence on youthful performances in terms of financing, ownership, privacy, gender and consumption. Results further showed that the youth are using offers from telecommunication service providers in a way that negotiates benefits from the motives of telecommunication providers. This suggests an interplay between youthful practices and telecommunication providers with the use of mobile phone.

The findings are very important for further studies into the digital capitalism of telecommunication providers and mobile phone usage for the wellbeing and development of youth.

Relevance to Development Studies

Children and youth policy advocates have given much attention to youth identity development and wellbeing in relation to youth practices with mobile technologies. Their research has been primarily focused on youth identity construction with use of mobile telephones. However, the attention has not been on youthful practices which has become possible through motivations youth receive from telecommunication providers whose aim is to produce and sell for profit. There is the potential that the practices and motivations of providers of telecommunication can impact on youth practices and hence on their development and wellbeing. It is therefore important to deconstruct the practices and motivation of providers of telecommunication in conjunction with youth practices they perform with the use of mobile phone. This research intends to contribute to global theoretical literature and knowledge on youth development by exploring practices of youth with mobile phone in connection with telecommunication providers' practices from Ghana. This, the research does by exploring if there is a

mutual relation between youth use of mobile and telecommunication providers' activities in a market driven context.

Keywords

Telecommunication providers, Youth, Mobile phone, capitalism, culture, youthful performance, style

Chapter 1

Introduction

Background and Research Problem

'De-regularization is the root cause of what we see today, many telecoms providers, mobile phones everywhere (...) with our youth as leaders in usage'

(Regional Head (NCA), Ghana)

Over the past decade, mobile phones have come to play an increasingly important role in people's everyday lives. This is partly due to "deregulation, globalization, and digitization which have transformed global telephony markets from a set of sleepy, hide-bound national monopolies into a series of private, dynamic firms operating on a global basis" Warf (2013: 226). These developments have caused a rapid spread, innovations, adoption and diffusion of mobile telephony use across all geographies, socioeconomic class, gender and other axes of differentiation.

The increasing use of mobile phone in everyday life has led to scholarly work, focusing on the dynamics in consumption and use of mobile phone with much focus on youth. It is worth noting that much of the literature is based on research in the Global North (Ling 2007a, Wei and Lo 2006). Literature based on research in the Global South, though smaller in size, is characterized by two dominant approaches (De Bruijn et al. 2013)

The youth also have become an important segment within the global market (Nayak and Kehily 2013 :134). One dimension of the global market that has seen close interaction with the youth is the technology industry (Ling 2007a, Obiri-Yeboah and Odei-Lartey 2013, Barendregt 2008b). This is evidenced by the ever increasing adoption and use of mobile telephone and its functionality by youth worldwide (de Bruijn and Nyamnjoh 2009, Horst and Miller 2006, Ling 2007a). Subsequently, youth development researchers have shifted their interest to the discourse on youth and mobile telephony.

A study done by Huijsman and Lan (2015 :) on youth in rural borderland in Vietnam suggests an interplay between youthful performance of styles and customer package offers by telecommunication providers. Youth use of mobile phones with consumption of Telecommunication providers' packages has had influence on their way of practicing their everyday performance of being young which reinforces activities of the providers. Some studies done by Khanh and Hau in Vietnam ((Khanh and Hau 2007:33) also showed that advertisement which demonstrates cultural value in relation to class, power, liberation and gender differentiation by Telecommunication providers is driving many youth to adopt to the use of mobile phone to act in their agency. Yet another study by suggests that practice of using Multiple SIM is a means by which young users of mobile phone

manipulate Telecommunication provider offers to minimize cost of purchasing airtime.

Within the African context, Hahn & Kibora's work undertaken in Burkina Faso showed that, those advertisements which preach liberation and empowerment were leading young Burkinabe to subscribe to some networks (Hahn and Kibora 2008:35). (Smith and Foxcroft 2009 :9) adds that adverts at early ages influences ones like for a product. Thus, these offers by telecommunication providers were influencing the youth to act as full adults in their ability to disregard society's way of patronizing them as not fully grown beings. (Aoki and Downes 2003) in his study showed that youth prefer to make free calls at night, which suggest that youth are interacting with providers' services to their benefit of connecting with less or no cost. Similarly, (McKechnie 1992) in his work on consumer buying behaviour said that youth are attracted to companies that provide reduced prices yet longer connectivity and also give assurance of trust and loyalty. Thus, according to UNICEF (Unicef 2004) companies are researching to know tastes, behaviours, and preferences to attract them with offers.

Youth are social constructs which vary across societies, cultures and among social groupings (Wyn and White 1996:11, Tyyska 2005:4). The interaction of youth with mobile phone in some studies like (Niaz 2008), has been constructed as an 'addiction'. Whilst this has been an important concern, in this research paper, I aim to present a more distinct interpretation. I do so by attributing agency to both the mobile services providing companies and the young people consuming these services and I argue that studying the interaction of such practices sheds light on how the performance of being young is constituted

Ghana as an African country is centrally positioned within this edifice of increasing adoption, consumption and use of mobile telephony and also for youth as a category in particular. This is because the country has about 25 million population with 60% being youth. The recent 2010 population and housing survey by (Ghana Statistical service 2012) revealed that about 18 million people from 12 years and above use mobile phones in the country. In her study, (McKechnie 1992) states that demographic dividend defined as high population is important in the success of companies and therefore for a company to travail, it needs a consuming population, which from (Nayak and Kehily 2013)) is good for sustenance and profit making. (Jayaram et al. 2015)supports this perspective by indicating that youth are the highest consumers of most innovations in societies.

Ghana is quoted as one of the first mobile phone users in Africa (Sey 2011:369). The urban areas' use accounts for 64.3% with 12.7% access to the internet, whereas rural accounts for 12.7% with internet access of 2.1%. (Ghana Statistical service 2012)

Figure 1 Mobile phone subscriptions, 1994-2008

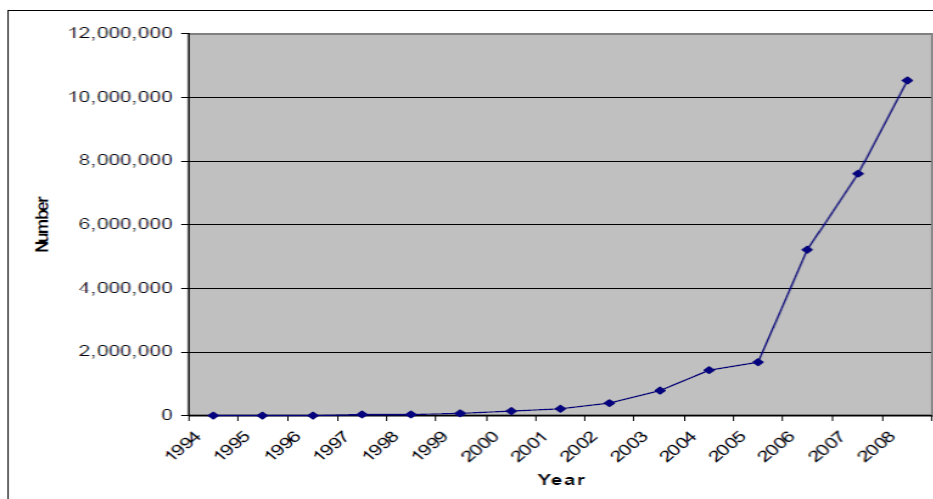


Figure 1. Mobile Phone Subscriptions, 1994-2008.

Sources: *Ghana National Communications Authority, International Telecommunications Union (ITU).*

Figure 1 illustrates that although Ghana is a late adopter of mobile phone, the total number of mobile phone subscriptions¹ has been continuously increasing from 218,000 in the year 2000 to about 12 million in 2010. Statistical work undertaken by Ihub Research & Google (Ihub and Google. 2012) has shown that the youth between the ages of 12 to 25 years alone account for 84% of mobile phone ownership, especially the smart phones and has postulated that the numbers will double in no time.

In Ghana, mobile telephony has become widespread due to reduction in expenses (sale and cost of use of mobile phones), easy accessibility and the integration of mobile phones in everyday life (Sey 2011). Also, expansion of physical infrastructure by government paved way for more providers (network) to invest in the sector (Addy-Nayo 2001)

Ihub Research & Google (Ihub and Google. 2012) work in Ghana showed that youth possess SIM cards from several providers that enable to benefit offers given by Telecommunication Providers. (Sey 2008) studies in Ghana revealed specific practices of consumers of mobile phone by renting of phone for calls caused telecommunication to introduce micro airtime prepaid reloadable cards in order to increase their network coverage and usage and in so doing spread their cost of operation.

From the above background, there seems to be indicative of It is therefore indicative that the above background may be possible dialectics between the practices of the providers and behaviour of the people so targeted in different settings.

¹ Subscription means owning a phone and being a subscriber to a network provider

There is therefore a need to look into mobile phone use in different cultural settings and cultural idiosyncrasies of importance, behaviours around the device, and its implications on interpretation of culture. Given this contextual background, I follow the thinking of (Goggin 2012:2) who argues that for good academic generalization to be made, it is important for studies on the topic undertaken in different political, economic and social settings.

In this study, I explore the interplay between young people's telecommunication activities and the use of mobile phones in Ghana within a market driven context. The study is driven by the observation that in Ghana like many developing countries, the largest constituency of the population is in the youthful stage. This places the youth at the centre of target in the capitalist world of production, marketing and consumption in the economy. Secondly, less has been done in Ghana to explore the interplay of youthful practices with mobile phone in regard to providers of telecommunication practices in a market driven context. Although, there has been traces brought about in some studies in Africa and Ghana (see De Bruijn et al. 2013, Sey 2011, Dadzie and Boachie-Mensah 2011), these studies have not discussed in detail the interplay and dialectics between performances of youth and telecommunication providers with use of mobile phone.

Within this study, I explore the relationship between youthfulness (how youth is performed) and capitalism underpinning mobile telephony in a non-western country, Ghana. I intend to find out if there is interplay between the practices of youth and telecommunication Providers' activities, with particular concentration on the use of mobile telephone and how these two performances inform each other.

From the foregoing, the **main research question** is as follows:

How do the market-based practices of telecommunication providers and the role of the mobile phone in performances of being young interact?

Sub-Questions

How has the telephony market in Ghana developed over the last decade?

How do Telecommunication providers construct youth and how do they use these constructions in capturing this demographic market?

How do young people interact with their mobile phones in their everyday life and in so doing, how do they negotiate within the context of marketing practices by Telecommunication providers?

Research Methodology

Research Approach and Rationale

My study employed both quantitative and ethnographic qualitative research. I chose mixed methods to one get baseline information on my respondent and also to understand their lifestyles, trends, behaviour (known and unknown), attitude, economic and socio- cultural relations in their environs. To explain this end

quantitative method was adopted to know and quantify in numbers, percentages and averages the use of mobile phone with respondent to as a bases to set to look for deeper meanings into their lives. On the other hand, ethnographic qualitative was chosen to investigate, describe and understand the nuances of cultural, verbal and nonverbal languages into the research problem from the source and to know the lived experiences rather than anchoring only in literature and numbers alone for information (Creswell 2007:39, LeCompte and Goetz 1982)

Research Site

The study took place in the Kintampo north and south districts, which are located in central Ghana. Although predominantly rural, the centrality of these districts makes them important transportation routes in the country. The districts also serve as a transitional stop zone for other landlocked countries in West Africa (including Mali and Burkina Faso) in the transporting of goods to and from Ghana harbour.

These districts are marked by population variety in terms of mixed tribes and ethnic groups from all over the country and beyond. The natives' settlers are in commercial activities like trading whereas settlers engage in farming, fishing and small scale enterprises. The youth are mostly engaged in economic activities such as sales assistants for shops, weeding of farms and backyards of houses, and serving as domestic home workers. These employment avenues are highly limited with preference given to the youth who have just completed secondary education over those seeking apprenticeship and in school.

These two districts are under the surveillance of the Kintampo health and demographic surveillance system (KHDSS), which is one of three surveillance systems established by the government of Ghana to monitor longitudinal public health events.

Population and Sampling

In this study, my target population was the youth within the age grouping of 12 – 25 years. My choice of this age cohort was based on results presented by (Ghana Statistical Survey, 2012) on the youth and the use of mobile phones.

Due to time and resource constraints, I adopted a convenient sampling approach. I used the population data from the KHDSS to obtain my sample size. I sampled from the KHDSS routine schedule updates for weeks 3 and 4. With the KHDSS updates, a total of 1520 households were to be visited for 2 weeks. I sample ten percent (10%) of the schedule households for the aforementioned weeks ($1520 \times 10\% = 152$) and selected one youth from each household for the study. All participants were part of the quantitative survey. I further selected 10 participants for in-depth interviews and 21 for focus group discussions, all from the list of 152. I also selected three out of the six telecommunication providers in Ghana for my study.

Methods of Data Collection and Procedure

Data collection took place from June 29th to August 7th 2015. In this study, I designed a semi-structured questionnaire to collect both quantitative and qualitative approaches to collect data. This was important in order to acquire in-depth knowledge into the lived experiences of youth and practices of providers conveniently sampled. Quantitative data was collected for easy generalizability and trends in terms of numbers and percentages example on number of SIM used, phones, calls made and money spent among others.

I also made observations and informal conversations with youth non-participants, which are very important approaches to social research in social settings (Kusenbach 2003:458). This took place at playing grounds, airtime vendors' stalls and homes. I did it on purpose to gather data in the natural environment to substantiate youth practices and help to avoid bias that would come from participants self-reporting. The local language was used to interview participants, which took place at their homes. Interviews with the TCP however, took place at their offices during off-peak hours and weekends where agreed.

Informal Interviews

Informal interviews with vendors were done while purchasing airtime from them and this applied to the youth during meetings them at vendors' places and paying for their transport fare in buses. I used these means to open up conversations on youth use of mobile phone, challenges, finances, meaning of the device to youth and lifestyle practiced with the device.

In-depth Interviews

In-depth interviews with TCP were conducted by using a semi structured interview questionnaire with Telecommunication network providers dwelling on packages /offers they give and how they target youth. This was to help address the question on capitalism and the interplay of it and mobile phone in dealing with the concept of youthfulness, agency and identity.

In-depth interviews with youth were conducted by selecting 15 participants from within the 152 survey participants interviewed. With this I systematically chose every 5th name in the survey participants' listings to be part of the IDIs. The 15 selected participants were visited the second time in their homes. A semi-structured interview was done with them to elicit in-depth knowledge, attitude, behavior, finance, challenges with the use of mobile phone and how they used it. All interviews were recorded.

Focus group discussion (FGD)

The virtual FGD on *whatsapp* lasted for 2 weeks each. Time frame for each discussion was 40-60 minutes. Participants were conveniently sampled and each group had a total number of 6-8 people. The criteria for selection was that a par-

ticipant uses his/her mobile phone to subscribe to a Telecommunication provider's internet sources on Mobile for internet services. The participants had to be familiar with the use of mobile phone in sending and receiving messages. From the interviews, it had become evident that youth below 15 years hardly use mobile phone with internet services /applications. With this information, youth below 15 years were not involved in the virtual Whatsapp Group. The Whatsapp group had 3 groups made up of male only, female only and mixed group (both male and female).

Focus group discussion outside whatsapp medium was created to put youth below 15 years in the study population into a group made up of 8 participants (4 male and 4 female). The group met once for 3 hours to discuss about youth and mobile use. It was also used as an avenue to discover the participants below 15 years understanding on youth and use of mobile phone, practices, finances style and their perception on other users. Tape recorder was used to record the discussions and note taking was used.

Observation

This was used to understand the means of adoption of mobile device in the lives of youth, practices, behavior, performances of styles, appropriation and actions of mobile phone in their natural settings. During observation, data collected were on youth interaction on mobile phone consumption, types of phone used and airtime purchases were obtained and notes were taken.

Secondary data

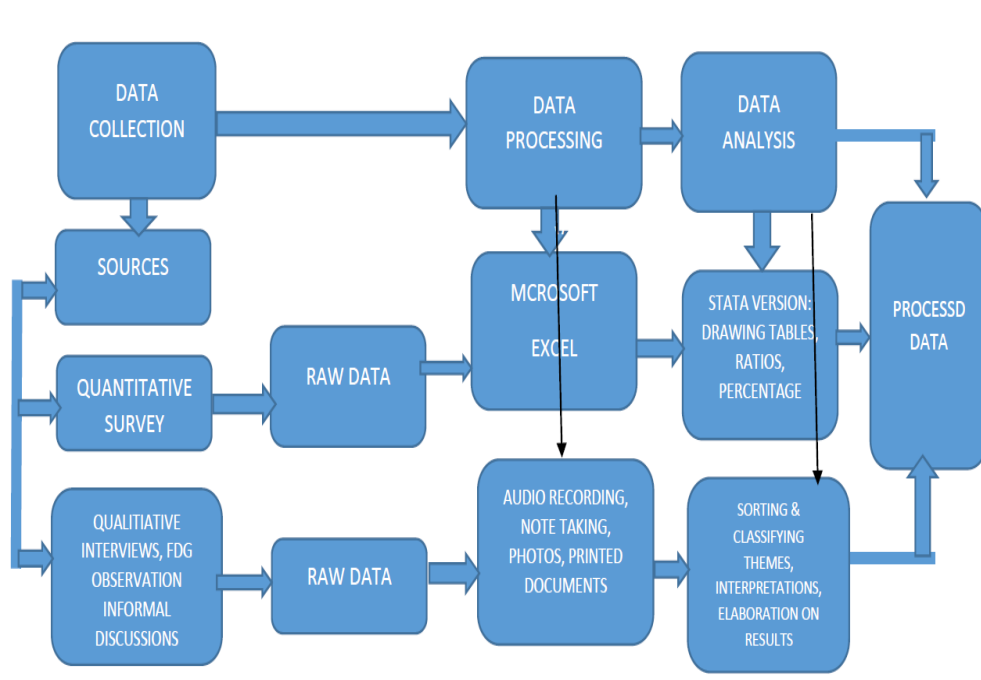
Secondary data were also used and this includes academic literature, scholarly articles on youth, technological appropriation, mobile phone, and 'youth hood'.

The mixed methods helped me to understand the interplay between what it means to be young and telecommunication practices with regards to mobile phone and how these inform each other's actions/motive. These diverse methods also helped me to corroborate, validate and enrich the data.

Data Management and Analysis

The diagram below shows the data collection and management process..

Figure 2: Diagram of data management and analysis process



Source by author field work 2015

Quantitative data collected from the field were entered into a Microsoft spreadsheet. It was later exported into a statistical software called SATA 12 for analysis.

Qualitative data recorded from in-depth interviews and focus group discussions were transcribed in English to a Microsoft word processing software. Themes were then created from the transcription. Interpretation was done relative to empirical and theoretical literature.

Combination of survey statistical tables and graphs, quotations from the quantitative and qualitative data were used to present results. Citations for quotations were Nick name of participant and date of the interview.

Ethical Issues

In Research according to (Orb et al. 2001:93) ethics is done to avoid harm and perform well. In a good research, autonomy, beneficiary and justice, which are ethical principles are followed and with this it involves 'Procedural and practical' ethics (approval seeking from authorities and participants in the conduct of re-

search and dealing with all issues of ethics in the making of the research (Guillemin and Gillam 2004). My research has undergone all ethical approval from legitimate bodies like KHRC - Institutional Ethics Committee (IEC) and Scientific Review Committee (SRC) prior to the conduct of my study. Permission and written informed consent was sought from participants above 18 years of age and for those below 18, assent was sought from parents or guardians before the commencement of the interview. Confidentiality was applied as all information given by participants were password protected. Anonymity was used where participant did not want their identity to be used. Nicknames/Codes was used to replace identity on the questionnaire and during interview transcribing and data analysis and results. Interviews were conducted in Twi Language. Interviews were conducted at free time of respondent. Also, Respondents were made aware of the use of information to public use. Permission had been sought from the participants before taking.

Positionality

As person born and lived all my life in Ghana, I have experienced most of the sociological and technological transformation that has taken place for the last 2 decades. After working with the KHDSS for over 5 years, I am well informed about the location, people and culture of the study setting. I have therefore not only realized the spread and use of mobile phone by the youth, but have also observed cultural transitions and increasing influx of TCPs. This has made debates about scholars on technology and youth construction of identity not surprising to me. In these debates, I realised that less has been done to explore the interaction of TCPs activities and youth practices. This has been my inspiration to explore the interplay between youth use of mobile phone and TCPs activities from the lived experiences of youth and TCPs interest. To do this, I have brought together theories on youth, agency and structuration, and digital capitalism. The fact that the communities know about me as a health worker and being a young person gave me the opportunity to easily create rapport with my participants. With my research framework, I gave airtime vouchers to participants and in the case of FDGs participants provided lunch as well. This helped to increase the rapport which enables me to explore more of their experiences. And with TCPs I have gained rapport with respondents through friends who happened to work with the companies.

Organisation of this Paper

The organization of the research is done in 6 chapters. The first chapter discusses the need for the research, research question and methodology of the research. Chapter two begins with history of Mobile telephony, which, then narrow down to reflect Ghana's history with the rise in Telecommunication providers and their interest. Chapter three elaborates on Telecommunication providers' percep-

tions on youth as a specific demographic market. Chapter four provides descriptive measures of mobile phone ownership, uses and financing by the youth in Kintampo, Ghana and it quantitatively analyses various uses of mobile by youth. Chapter five explores the various practices of youth with mobile phone and the means by which these practices constitute a style. Chapter six, draws the argument together into a conclusion

Chapter 2

The Emergence of Mobile Telephony in Ghana

In this chapter, I delve into the history and evolution of mobile telephony. In two sections, I explain how the market has shifted from one monopolized market in the early 80s to an open global market and its current state. The first section deconstructs the evolution while the second discusses the current mobile telephony market; its operators and their market shares. I conclude with a brief demonstration of the current market motive.

Historical Ascendency of Mobile Telephony in Ghana

The latter part of the 19th century saw the invention of mobile telephony which is also referred to as cell or cellular phone by Americans and mobile phone by other places (Goggin 2006). At its initial stage, mobile telephony was a device affordable to the few in the higher income class. The idea of spreading technological inventions (e.g. Mobile phone technology) by way of investment across the globe with the aim of increasing production and profit making known as ‘digital capitalism’ has led to the existence of mobile phone everywhere (Schiller 2011:925-926). Digital capitalism saw to the liberalisation of monopolised Telecommunication market by state government and with this saw the influx of multinational companies whose competitive production have caused a further increase by ensuring cheap, affordable and innovative mobile phone (Warf 2013; Goggin 2006:4)(Warf 2013, Goggin 2006:4).

Telecommunication activities in Ghana began in the 1880s with the introduction of the telegraph line. This transitioned to cellular operations and networks in the 1990s. In these early stages, Telecommunication sector was monopolized and solely owned by the government. At the time, 35% of the population of the population had access to fixed line telephones with a few among them owning mobile phones. Due to inefficiencies in monopolized operations to meet the increasing end user demands and international standards (Addy-Nayo 2001) as well as global trends on the shift from state to private ownership (Warf 2013), the IMF and the World Bank (WB) encouraged the then government to open-up the Telecommunication sector (Addy-Nayo 2001:7).

By the first half of the 1990s, there were reforms in the telecommunication sector which led to the opening up its market. This resulted in the rapid inflow of multinational companies into the Ghanaian market (de Bruijn and Nyamnjoh 2009). Following these reforms the government of Ghana with assistance from the World Bank and other stakeholders, developed a 5 year plan for the sector under the “Accelerated Development Plan (ADP) 1994-2000.” The government, under this plan, was to provide infrastructure as a means to create incentives for the spread of telecommunication to the remote parts of Ghana. The plan also

paved way for more private providers to join the telecommunication market. The ADP targets was to increase density per 100 person (from below 1 to 2.5 lines per 100 persons); improvement in rural and urban access through giving access to payphone service for both private and public; expansion of mobile services coverage; promotion of citizens' ownership and control of telecom providers as means to reduce repatriation of profit; and to form one agency to foresee overall public regulations of the telecommunication sector Known as the National Communication Authority (NCA²) and finally, the change of operating name from Ghana Post and Telecommunication to Ghana Telecom (Addy-Nayo 2001).

From the year 2000 to the end of 2012, the country Telecommunication Network Providers (TCP) increased from 3 to 6 with the government partnering with Vodafone Ghana. (Addy Nayo 2001). Vodafone also operates as a provider of mobile and fixed telephony. The six providers are Vodafone Ghana, TIGO (which replaced Millicom Ghana from South Africa), MTN(formerly called Scancom from South Africa), Expresso (also called Kasapa, formerly as Celltel from Dubai), Airtel (formerly known as Westel from India), and the latest to join was GLO (from Nigeria). (Addy-Nayo 2001).

Overview of the Ghanaian Mobile Telephony Market

The telecommunication market of Ghana today can be said to be operating under a free market. This is the case because the aftermath of the deregulation has seen first, less of government ownership and control of the telecommunication market as it has privatized almost all its share to multi-national foreign companies and the second is increase in the number of providers from 3 to 6. Ghana now has six (6) TCPs and they are Vodafone Ghana, TIGO, MTN, Expresso, Airtel, and GLO

As a known fact that a key characteristic of a free market is competition and for a company to surge high above competitors, it should have more clients to its side. This has been the reason for increased competition among TCPs in Ghana. Also, the rise in providers (and competition among TCP) saw the increase in TCP activities to provide traditional services and also to study the market, be diverse and unique to take hold of the market. Table 1 below shows all TCPs, their market composition and subscription rate in Ghana.

As presented in table 1, All the TCPs are private foreign multinational companies with the exception of Vodafone which is partly private and partly government own. 3 out the 6 TCP has had its origin from Africa with the rest from other parts of the world. TCP networks have increased and become widespread in Ghana with the various providers and their share of subscribers. One will wonder

² NCA :The National Communication Authority was established by Parliamentary Act 1996 as a central regulatory body to regulate the telecommunications sector and to promote a stable operating environment for all participants, while also promoting fair competition and efficiency

Table 1 Telecommunication Network Providers in Ghana

Provider/company	<i>Subscribers (in million)</i>	<i>Composition of market shares (%)</i>
<i>MTN: Scancom MTN</i>	14.6	48
<i>Vodafone : Vodafone group plc</i>	7.3	18.7
<i>Tigo: Millicom Limited</i>	4.4	14.6
<i>Airtel: Bharti Airtel group</i>	4.1	14.0
<i>GLO: Globacom Ltd</i>	1.4	4.1
<i>Expreso: Expreso Telecomm</i>	0.3	0.3
<i>Total</i>	30.72	100

Source: NCA library, 2015

why MTN (Formerly Scancom) is leading (Table1) as it was the third to hit the market, but it is sailing with many subscribers. This has had its origin from the 90s where they employed marketing strategy to widen their customer base through cost reduction strategy of purchasing their Sim card and given customers the flexibility to change or owe more than one Sim card (other providers gave simless phones and did not give flexibility on sim ownership). This they did by reducing price of sale of Sim card (number subscription fee) to about one third of the price of Ghana Telecom, trading under the name Mobitel (Now Vodafone Ghana) and Tigo (formerly Millicom). Also, MTN gave less credentials to bureaucracy and seeking only wealthy and the business class, but gave the flexibility to the masses of Ghanaians who were in the majority middle and low income people especially youth to subscribe their network. This initiative I will say set the market price to fall to give a free Sim as all TCP decide to compete to will subscribers to their side.

In Ghana today, there is the spread of 2Gand3G mobile telephone technologies. Second hand and brand new phones from China and Europe can be bought from a range of 100-500 Cedis (€25-125). Now with increased availability and reduction in the cost of mobile phones and youth championing the use of mobile phone curtail with a Ghanaian young population of Ghana, the competition from TCP has not only to maintain or keep its customers but as a means to shape their future customers.

Conclusion

This chapter elaborated on the historical antecedent and the current overview of the telephony market in Ghana, The chapter has shown the various stages the telephony market has gone through from uncompetitive monopolised market of the state to a now free competitive market with many providers of telecommunication services which has been as a result of the liberalisation and de-regularisation leading to increase in infrastructure, increased in TCP network and reduction on cost of TCPs and hence increase spread of mobile phones in Ghana.

Chapter 3

Seeing Youth as a Demographic Market

Perceptions of Telecommunication Providers on Youth Identity.

This chapter delves on Telecommunication providers' perceptions on youth and how they target youth as a specific demographic market. The chapter will contextualise the role of TCP in Ghana in the debate of digital capitalism. Drawing on the seminal work of Schiller in the 90s, digital capitalism is conceived as the spread of technological innovations of information communication and technology all over the world by way of branding with the aim of increasing production and consumption to widen profit (Schiller 2011: 925-926). The first section focus will on TCPs observes youth and the second section will look at how TCPs know youth. Next section explores how TCPs translate their constructions of youth into specific generational oriented marketing practices. In the final section I draw the arguments together into a conclusion. The Youth as the backbone and future of TCPs

“Yes, many of them (youth). We target the youth for our network. Youth are our primary market target. They are our today and future customers. In Ghana, I believe you know they form the majority” (Vodafone marketing officer 3rd August, 2015).

In the capitalist world, demographic is key for production, marketing and consumption ((Nayak and Kehily 2013:134)). Also, research in marketing (see Huijsmans 2004) affirmed that youth are consumers in most societies and in mobile telephony consumption and adoption (Ling 2007, Obiri-Yeboah and Odei-Lartey 2013)). The opening above narration suggests, TCPs operations in the Ghana has a link with the youthful demography of the country because young subscribers, when attracted, ((Smith and Foxcroft 2009)) can help TCPs to widen and sustain their motive of profit and be in competition with other providers. The excerpt below corroborates this assertion.

“For us, we believe in adage catch them young and they shall be yours forever. If you get them to be with you, they are for you now, tomorrow and forever (Airtel Marketing officer, 7th August, 2015).

Furthermore, TCPs have come to appreciate that youth have made mobile phone integral part of their daily life and are willing to do or engage in any means to stay connected (as seen in Ito 2006) and youth consume most of their products than any segment of the population. This youth do through voice calls, text messaging, Internet based calling and messaging, surfing the internet for videos, pictures, movies, downloading of music and games ((Huijsmans and Lan 2015). Responses as encapsulated below support assertion:

“Not only have the youth become primary and frequent users of mobile phones, they use most of our service packages....Making calls and the data for going online” (Vodafone marketing officer 3rd August, 2015)

“They are the majority consumers of our products. They make the calls, browse the internet and everything” (MTN Marketing officer 10th August, 2015).” (Airtel Marketing officer, 7th August, 2015).

The literature by Nayak and Kehily’s work (Nayak and Kehily 2013) notes that youthful demographic population are targeted for various reasons - ‘youth are important and influential group; possesses disposable income;’ and potential future market and therefore youth are aimed at by capitalist. Same observation can be drawn from TCPs practices as elaborated from the narration below.

“The reasons are we are business oriented, we want people to use data, and make calls that is what brings cash to the company. (.....) At times too we reward loyalty.(...), So that non users of our network will be influenced to join and also not to prevent our subscribers not to switch because NCA rules allow the customer the chance to change to other networks with the same number for within a period of 30days. We don’t want that to happen to us. Youth brings us a lot of money and customers. Telecomm is competitive market, so you have to reward to keep you in.” (Vodafone marketing officer 3rd August, 2015).

“Rewarding loyal customers drives data which cause increase revenue, increase customer base,” (TCP 1 marketing officer 3rd August, 2015)

Also, from the quotes, TCP sees youth as means to sustain and increase their market share and profit. This denotes a typical motive of capitalism with reference to proletariat (in this case is youth) for continuity of their production and hence profit making.

Methods of knowing youth by TCPS.

TCPs put a premium on youth as a segment of the population that is of interest in their provision of services and a special target category.as explained in the section above. In getting to understand this specific category visa vis the need to target their services to them, they utilise several methods.

Power to define the category youth and their mobile phone practices is obtained through research. Research has provided TCPs with insights on youth, their interest and use of mobile telephones and how to convert youth interest into marketing practices to attract youth. The narration below asserts to the above explanation.

“Yes , we go to the market , do research to know what they want so that in effect we take decision based on what they want. We want to satisfy the customer and this is our priority... Because we are in competition, if you aren’t doing it another person will do and you will lose them” (Vodafone marketing officer 3rd August, 2015)

The quotes above tells how TCPs in order to satisfy their customers do market surveys from time to time to understand the perspective of the clients. Within the context of cut throat competition and profit making motives in the sector, the providers have to undertake research to enhance their targeting practices (Unicef 2004) as indicated in the above narrations Research has therefore revealed a lot

about youth behaviour and practices and lifestyles of youth on mobile phone use which has influenced the way they provide. A great impact on their activities. And all TCPs interviewed said youth practices such as: constant change of providers, possessing more than one Sim and not being connected to a provider all time affect their activities and hence motive.

The young ones are those that port (change network) a lot if you don't give free offers (MTN marketing officer 3rd August, 2015).

".....when the students are in school for three months, majority of them do not use the SIM cards unless they return, yeah they come back home before they use the cards. For those in the junior high. From 8am to 4, 5, 6 pm on the weekdays, they are usually off because of school hours, but come back after these hours (Vodafone marketing officer 3rd August, 2015).

Also, from the last narration, TCPs are also keen on knowing the peak and off peak times for utilisation of different services by the youth. For example, they are able to know that youth are not connected at certain times due to their restrictions of mobile phone use by institutions specifically for youth who are in junior and high schools and in apprenticeship.

Despite these restrictions on use of mobile telephone by the student category of the youth below the tertiary level of education, however, TCPs have realised that this category the regular users of data (internet and voice calls) and this may be because youth practice habit of sneaking phones to school. For students youth at the tertiary level of education, use smart phones to access data for certain applications for both studies (research and social networking). This was as opposed to their counterparts who have never been to school or who have limited level of education who were mostly perceived to use the providers' network for voice calls only.

TCP also recognized and interpreted youth pattern of mobile phone use as a means of living in a modernised society and being global. They see youth as using it to become part of the globalisation process and not being left behind in knowing about places, happenings of environs above their reach. Also, as means to practice civilisation and experiencing of new cultural differences through the use of mobile phone (Tapscott) the narration below reveals so;

"Mmmm ,I will say it represents their 'trendiness'. It represents the new cultural trend. It is the trend that is going on now. Now mobile phone is like watching a TV is influencing youth ways and lifestyle, nobody wants to be left behind "oh Wode3 moy3 kolo" (you are not civilized)...I heard or read this on this site called so so and so to check it up or check this site on your phone, so if you don't have a smart phone how are you going to do that" (Vodafone marketing officer 3rd August, 2015).

This bottom up approach to a large extent shape and influences the structures of the TCP. TCP's findings from the surveys are incorporated into the TCPs management decision on what products to churn to target youth to their side. The next section explores the how TCPs make use of their knowledge of youth

Reconstruction of Youth into a Generational Specific Markets

Telecommunication providers are utilising the information they gather about youth's behaviour and preferences vis a vis their use of mobile phones. TCPs are targeting youth competitively in two ways and these are in the form of packages and services (promotions and subscriptions) and advertisements.

Packages as Means to Target the Youth

In Ghana, TCPs have noted that youth are not connected at certain periods because of school or training. Youth mostly connect during the times they are free thus early mornings and evenings. During these times, they use lots of airtime and data, hence bringing income for the companies. TCPs in order to attract youth to their network, give attractive offers like free (and or discounted) airtime for calling, messaging, browsing the internet, social network applications (like Facebook and whatsapp) and free Sim card .The excerpt below gives credence to the above findings.

“we have to have something in mind for them or when you talk like this much on the week days, on the weekend we give you this or you talk this much at night you can talk from 11 pm still 5:30am so, I think during the day, is not really going to benefit them, majority of them because of schooling” (MTN marketing officer 10th August, 2015)

“Basically, they use the free night calls to talk late or deep into the night. The elderly ones are asleep to meddle in their affairs. (...). That is a way of we also given them time to talk to their friends” (Airtel marketing officer 7th August, 2015)

Also from the quotes, TCPs offer their attractive offers at the perceived youth practicing times with mobile phone and which is late in the evenings which from TCPs do give youth freedom to make calls without interruptions from family. In linkage with quotes below denotes that TCPs attractive offers are intentionally constructed to attract youth which comes with a financial cost as depicted below

“...say Vodafone X and you are using whatsapp. You pay some amount of money for a package and we will give whatsapp for free. If you go a little higher we say we give you whatsapp plus Viber to be free for you. If you go a little higher above this, we give you whatsapp, Viber plus Facebook will be given to you for free, so we do that to encourage the use of those sites which in effect let the youth burn data and our profit increase” (Vodafone marketing officer 3rd August, 2015)

A critical look at the quotes above give three key ways of TCPs attracting youth which reinforces youth practices with a mobile phone. Firstly, TCPs provisioning of attractive offers (e.g. calls, Facebook and whatsapp) gives youth free access to airtime and internet. TCPs provide youth with these opportunities so they use the network effect thus cheapest means of communicating with contacts on the same network. TCPs are aware of the fact that most youth are on these sites and so they capitalised on it to attract youth to their network. Secondly, these offers grant youth positioning and power over them by adults the only time they have is to call at night without questioning the effects of being nocturnal on their wellbeing. The

second is about time. TCPs know when youth tends to use their mobile phones and so they (TCPs) construct their deals around it. Example is the free night calls. Also, the point is such commercial forces also become a structuring force in young peoples' lives apart from the well-known institutions of education, work and family. Through youth appropriation of mobile telephone, TCPs are reshaping the lives of youth through attractive offers (which seems free but indirectly they are not) to entice youth mobile phone use and also structure their daily activities with the device.

Advertisement as Means to Target youth

Companies are investing more into commercials which speaks to the preference and desires of young people as a means to attract them (Unicef 2004). Adverts are done by TCP to entice a particular way of using a mobile phone or its functions or types (trend and brands) which helps TCPs to structure youth lifestyle around their mobile phone use. And in so doing TCP get more youth to use of their services and to increase their income. These advertisements have been aggressively done through billboards, television, radio and print media advertisement and has been used to structure youth consumption of mobile phone Mckechnie (1992). The excerpts below support the above finding.

Yes, our adverts carry a way of using phone by the youth. We literally preach for the use of certain applications. Our Vodafone X advert is to encourage the youth to use Smart Phones. These smart phones encourage the use and access to some of these social sites. (Vodafone marketing officer 3rd August, 2015)

*“Yeah , it does, like the phones you see in our showcases are 3 G phones, I we advertise it for them (youth) to use because , their use of such phones makes them consume data I mean airtime for us to make our money. Our current TV advert is the *202* (Airtel marketing officer, 7th August, 2015)*

Now look at TIGO network advert, “ drop that Yam” (not a smart phone or stop the use of non- smart phone) so is like why not find ways and means of getting a Smart phone by doing everything possible. So I think it is the market trend. (...) so if you don't have a smart phone, how are you going to do that. So it is like even among themselves, they influence each other. (Airtel marketing officer 7th August, 2015)

The narration from the various TCP participants has shown that indeed numerous advertisement strategies are demonstrated to structure youth use of mobile phone to TCPs interest as seen in the findings (Huijsmans and Lan 2015:14-15). One key message these adverts carry is the use of 2nd and 3rd generation mobile phones. This is because functions and use of these generations of phones require the use of internet and hence the increase in purchase of TCPs services. The ‘drop the yam’ advert as narrated is a clear indication of advertising which it to cause a change in youth consumption of 1st Generation phones (which mostly function for texting and calling) and they apparently do not make user consume more as compared to the 2nd and 3rd generation. Also, TCPs through their adverts entice youth to consume modernity. It offers youth the opportunity to consume new mobile technologies to and or become part of global consumption and indirectly TCP gets youth to consume their services for their gains.

Conclusion

From the empirical data, it is revealed that TCPs offers through packages and advertisement is another way of selling capitalist ideologies of producing for benefits (Schiller 2011). In that they present these offers as free and granting youth power and resource to (Kabeer 1999) to communicate and overcome social institutions (like family) but indirectly it does come with a price of influencing youth to kowtow to their motive by increasing their consumption

Chapter 4

Empirical Results

Domestication of Mobile Phone by Young People

This chapter elaborates and bring to understanding how young people put their mobile phones to use. The section begins with before phone ownership practices and use, then it follows with first phone ownership and subsequent ownership and then, it gives a general uses of phone by youth. The theory of domestication which is the adoption, consumption and acceptance of technology in a society (Silver et al 1992 as cited in Ling 2004:28) will be used in discussion of the chapter.

To start with, The 152 participants sampled came from different households in the Kintampo districts (north and south).The sample population included educated, uneducated, in school and out of school, married and unmarried, apprentice and out of apprenticeship, ethnicity, religious, and socio-economic background between the ages of 12 to 25 years. As shown in Table 2. 84 of the sampled population were males and 68 were females. This was not purposively but so happen due to the methods used to obtain the sample participants. In the age distribution, 15 were below 15years, 76 were from 16 to 20years and the remaining 61 were from 21 to 25years.

Table 2 Showing Age Distribution and Sex of Participants

AGE	SEX		Total	
	male	female		
12		1	1	1
13		1	0	1
14		1	0	1
15		1	1	2
16		1	8	9
17		8	6	14
18		13	6	19
19		15	13	28
20		18	4	22
21		5	8	13
22		8	5	13
23		2	8	10
24		5	7	12
25		5	1	6
TOTAL		84	68	152

More than half of the respondents were in schools (junior high and senior secondary school) and the rest in apprentice, completed school (junior high and senior secondary education) and working (which were just a few). The study area data showed youthful demographic (62%) and high use coverage of about 75% (KHRC, 2012)

Imagination Process: Historical Practices before Self-Ownership of Mobile Phone.

Youth first exposure and use of phone in the study has come from parents and close relations especially from nuclear family and this account for 73% (see appendix 1. Age at first use started at age 9 but most of the participants first experience were from 14-16 years. The interview quotations below give affirmed the above assertion

Before I had my own phone I use to use Obron's phone (at age 15). He was an elderly friend who was staying in our house. Obron's phone was using double Sim cards so he allowed me to buy a Sim for use on his phone (Jelly a 20 year old male secondary student).

Before I started using phone (age 16 years), I used to sneak and pick my father's phone to call friends for us to meet in the hood (Vero, Female 19 year old, secondary student).

A critical dissertation of the quotes confers to Ling's imaginative process of domestication which has to do with the idea of possession and use of a device entering a prospective user's consciousness (Ling 2004) and in the study, it has started with relations possession of phones which is indicative of socio-cultural norms. In the Ghanaian communities, helping one another by way of giving them access to your possessions is a sign of being a good fellow and well appreciated member of the society. It is also a norm in the culture of Ghanaians that one's personal gains in life is not for him alone, but for the entire family and in some cases for the whole community. In the case of young people practices of possession of Sim card without self-ownership phone (as in the case of Jelly's history on phone use) can be largely attributed to the socio-cultural norms of communal sharing attitude as the promoter of such actions.

Also, Vero's narration above is a case of most places in Ghana, as it is disrespectful for a child to use same or share items of the elderly. And so explain why youth practice sneaking to use mobile phone of parents without their authorisation. From the Jelly and Vero's narration, gives an idea of duality and variation in practices mobile phone use before young people self-ownership. Whereas, Jelly had a total freedom to use the phone without owning one in his narrations, Vero's case represent otherwise, which denotes a typical diversity of practices before ownership of mobile phone by youth which has influence from socio-cultural norms in Ghana.

Adoption process: Ownership of Mobile Phone

On first ownership of mobile phone, the data reveal a typical Ghanaian households, where elderly siblings are the first to have a taste/experience of anything new. Thus, in most households, aside parents' ownership, first born in the study had early ownership than non- first born. Age of first ownership in the study

begins at 11 but most of the youth had their first ownership at 14 to 20 years old (see appendix 1), Young males' first ownership tends to be earlier than for females, but from between 14 to 20years, there is less variations. Also, 74 % of youth in the Kintampo have come to own mobile phone for the first time through parents and relatives as shown in Table 3

Table 3 Source of First Mobile Phone Ownership

SOURCE OF FIRST PHONE OWNERSHIP	NUMBER OF PARTICIPANT	PERCENTAGE
CLOSE RELATIVES	112	73.68
BOY/GIRL FRIEND	9	5.92
HUSBAND /WIFE	0	0
MERCHANT	2	1.32
PUBLIC	0	0
SELF	29	19.08
TOTAL	152	100

Confirming to the above, the narrations from the IDIs and FGDs below assert to the survey findings and also explain reasons, including, reward for passing exams; to continue interactions, engaging youth in commercial activities of airtime sales and as means to signify growing The below quotations explains this assertion.

My Brother gave it (phone at 15 years) because he moved out of the house to a new place, so he can communicate with us (myself and mother) (Josy female, 18years old student and a second born).

When I was 16 years, my Auntie (gave me the phone) to do transfer (Airtime sale through phone transfer) and to know my whereabouts (Shane male 21years old, final year student and first born of his parents).

(....) Because I passed my Junior High Exams and to my big sister, I was growing up (at age 16)....the need to know what I do in her absence (Abby 17year old Female secondary student and a last born to her family).

Parents gave it (phone) me (age 15) so that I can communicate with them (....) in I am in school (Billy 17 year old first male year student and last born).

The narrations critically suggest adoption of mobile for the first time has much to do with first social interaction, thus to ensure continuity in communication and the second is integration as a sign of growing up in terms of age. Although it tells many ways and reason for first ownership, also, it is indicative of breeding the nuances of youth as becoming and needs supervision example Abby's narration (Ansell 2005)

Appropriation: Subsequent possessions of mobile phone

Youth subsequent possession of mobile phone (latest version) after first ownership are mostly obtained through practices such as conducting informal work, indulging in romantic relations with opposite with sex, especially for the females, saving from monies given to them for their upkeep in school or apprenticeship although and also from relations. In the descriptive analysis, two thirds of youth responded that their subsequent possession was self- purchased and females were

mostly changing their phones for newer versions as compared males especially females in romantic relationships. This variation may be due to the cultural norms which engages a man with the responsibility of caring for the material needs of woman that he is in romantic relationship with. And if this is not happening, it leads to relationship break up and such a man branded as irresponsible. These quotes affirms to the assertion.

I had my new phone from my mother (Lola 18 year old male student)

Having the newest Phone gives me joy (...). I gathered money from weeding people's farms (informal labour) to buy a new phone. My new phone I bought at GHC 200 (€50) (Jelly a 20 year old male secondary student)

I am a student in the boarding house so I save from my upkeep money from parents to buy my new phones. (Cole, 19 year old secondary student).

My boyfriend gives me money to buy latest phones (Costy, 22 year old female final year secondary student).

These above narrations informs dynamism with youth subsequent ownership of mobile phone. Although all youth seems to work towards a common goal of owning a current phone, the practices to attain their motive (latest version of phone) has not been same. Youth General Consumption of Mobile Phone

Consumption: The General Uses of Mobile phone

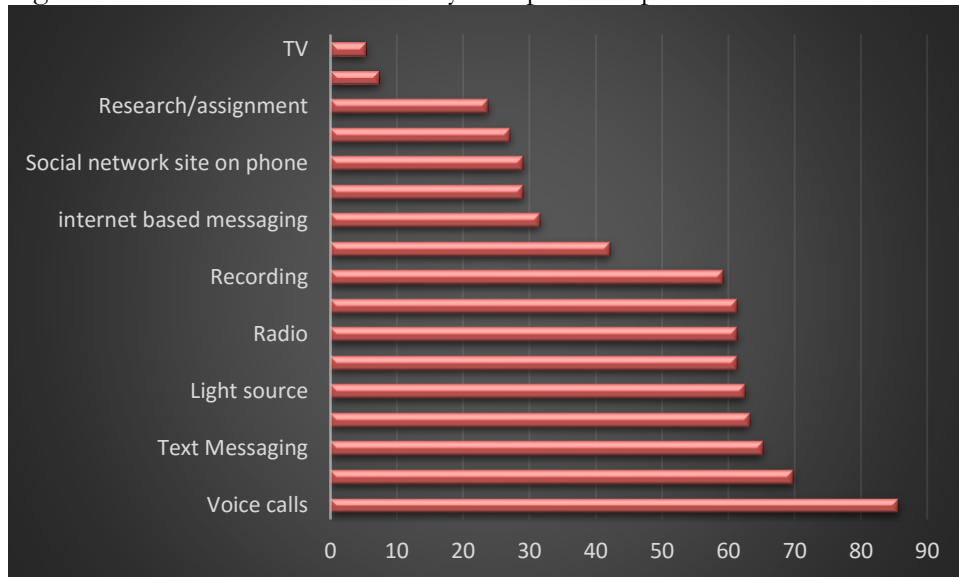
The use of Mobile phone start from between age 12 and 15 in the study. From the FGDs, at this age, the device is mostly use for receiving calls, listening to the radio and use as a torch light with less activities done on instances like making calls, texting and browsing the internet which requires payment. However, paid functions (including calling and texting, browsing the internet, and subscription services example ring tones, football and lottery results) were used by participants above 15 years. This age variations in use is similar to Huijsman and Lan's study elaborated that aging among youth increase their uses of mobile phone and this is due to income varies and number of contacts((Huijsmans and Lan 2015).

From the field observation, youth were seen to go everywhere with their mobile phones, constantly browsing the internet, playing music (both local (hip life) and foreign music especially hip pop), messaging and calling. From the interviews, participants revealed that browsing the internet (example Facebook), listening to particular forms of music, staying connected through constant texting and calling with mobile phone represents modern styles. This particular way of staying connected 'may, indeed, be considered an essential part of the actions, activities and processes', whereby youth as an age group gain their identities and power vis-à-vis other generational groupings' (Utrata 2011:619).

Also, music, videos, pictures, games and ringtones, and caller ring tones are uploaded by youth through their sim card subscribed mobile phone internet and these contents are shared with friends through other digital means. Figure 2 below gives an overview of the many uses of mobile phone by youth. It also provides the aggregate data on uses of the device and do not show the age variations by

use. As high as 78% of the youth in the study could use all functions on their mobile phones without any assistance. However, only a few uneducated and younger youth (below 16 years) fall on airtime vendors for these functions (including volumes adjustment, ringtones, phone language settings, and social networking sites like Facebook) which comes with a small fee usually 1 Cedi (€0.50).

Figure 3: Overview of various uses youth put their phones to use

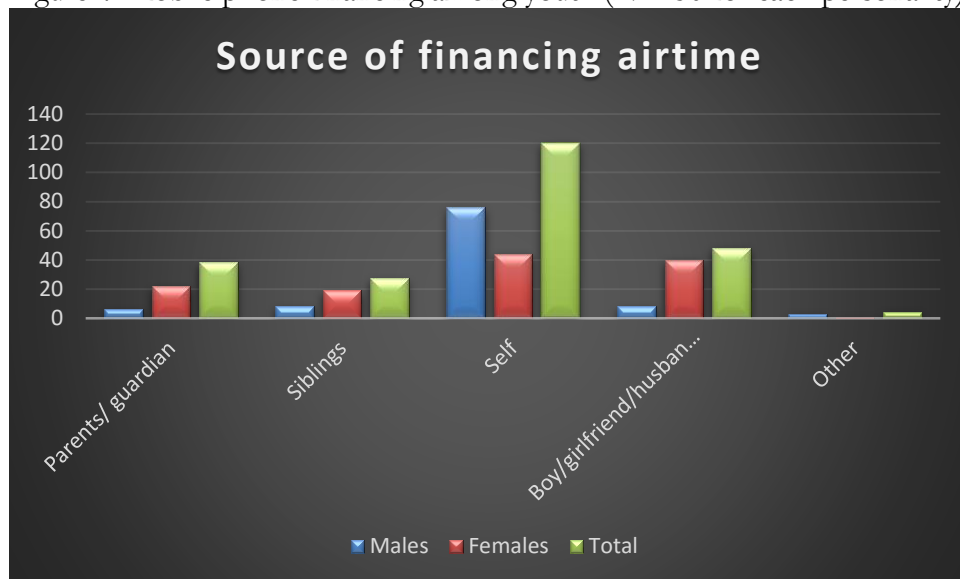


There is similar but diverse use of mobile phone in the study area. Generally, voice calls, browsing the internet and texting are most practice with the use of mobile phone. Mobile phones are used also for making pictures and videos which are share among friends and post on social media, listening to radio and music, torch light.

Adoptive Ways of Financing Mobile Phones

Many youth in the country are not economically engaged, yet they are the main sponsors of airtime recharge for their mobile phones. The data revealed that 79% participants' self-finance their airtime. Figure 4 below shows youth responses on the multiple sources of financing airtime, however, the data above represent the most frequent and used sources. There is variations in self- financing as 63% males pay for their airtime than females who mostly fall on their partners or parents.

Figure 4: Mobile phone financing among youth (N=150 for each personality)



In support of the survey findings the below narrations inform that youth self-sponsorship practices is similar to their practice on subsequent ownership of phone and the new practice revealed was skipping meals in order to save for airtime.

I am saying we because most of my friends do it too, we skip breakfast to save money for credit (Bettie 17 year old female secondary student).

When I am given my chop money (up keep money) to take to school, I keep some to buy credit and at times too I save from domestic cleaning. (Vero 19 year old Female Student).

I buy credit (airtime) for my girlfriend every week. I know she depends on me for credit (Paul, 20 year old male and auto mechanic apprentice).

On spending, Youth (78%) spend on an average 1-10 Cedis (€0.25- 2.5) on airtime each week (see Table 4). Age has effect on amount spent as one progresses in age his spending airtime increases. Youth below 15years usually spent below 1 Cedi (€0.50) while the older youth spent 10 Cedis (€2.50) per week.

Table 4 Amount Spent a Week On Mobile Phone Airtime

AMOUNT	Number	Percent
> GH¢ 1	25	16.45
GH¢ 1-4	61	40.13
GH¢5-10	57	37.5
GH¢ 11-20	6	3.95
GH¢20 <	3	1.97
TOTAL	152	100

However, when it comes to gender, young women have more purchasing power than males. As earlier suggested females access to money may be due to their involvement in romantic relationship which give them opportunity to have money from their partners. Calling, browsing the internet and texting were the principal functions of phone use that takes much money from youth pocket aside charging of phones outside home.

Fluctuation in electricity power is one common problem in Kintampo, hence many youth without electricity supply do charge their phones at airtime vendors who uses generators for a fee of 1 Cedis (€0.50) (see figure 3).

Figure 5 Display of mobile phone batteries at charge at airtime vendor stall



From Figure 3, the common practice of charging phones are done without the phones because most vendors are in the open space and phones are likely to be stolen. Also, tables for display are usually small. The charging is done by taking batteries from phones and given a unique number for the day to the owner. Vendors can only keep your battery for a day.

Youth Subscription to Provider networks.

Prepaid services are mostly used by participants. 91% of youth were using prepaid services as against post-paid which shows similarity with the national report on TCP service subscription (NCA. 2015). Also, all the six TCPs provides service in Kintampo but MTN network is mostly used by youth followed by Vodafone, Airtel, Tigo, GLO and Kasapa. Also, on current network used MTN accounted for 75% (see Appendix). 71% of youth have ever changed network within 1-36months. Reasons for network change were high charges on products example calls, poor network coverage or services, No or non-regular given of bonuses or promotions example free airtime and text messaging, difficulties to access or re-charge airtime which were similar to other work done on practice on phone in Cape coast, Ghana (Dadzie and Boachie-Mensah 2011)

Another reason has been Network effect (which is partly financial and social. This simply means the more your peers are on a certain network, the more the need for you to join such network. . This is making youth change network or keep a double Sim to avoid parents' controversy. Youth first network providers are chosen by parents and relations that provide youth with their first phone. Although just a few young people had made their first choice in relations to recommendations they receive from friends who are using the network already.

Based on the analysis above, there can be a conclusion that youth uses, financings and ownership of mobile phone have had variations in terms of age and gender. Also education (ability to read and write) has a key role mobile phone use especially on functions and applications. Also, it is clear from the discussions that youth are not only domesticating in terms of use but appropriating practices with mobile phone use.

Chapter 5

Understanding Youthfulness as Style Performed with Mobile Telephone

The purpose of this chapter is to centralise mobile phone as a device in the broader context of youth everyday life styles. It does this specifically by describing the everyday practices of youth with mobile phone and the meanings which add up to styles with mobile telephone use. Performances of style in this study denote the daily patterns, actions and activities which include ownership skills, gender, financing, and language, privacy that has become practical behaviour or attitude of Ghanaian youth with the use of mobile telephony.

As a sociological phenomenon, youth distinguishes themselves from other social groupings through their performances and therefore not be framed as “becomes” that needs nurturing. For better conceptualization of youth, I stand that youth should be framed as ‘Performance of style’ noting that youth are beings who perform(ing) or practice(ing) activities which shape their everyday life. Hence, theorization of youthfulness should also be considered as a style that is performed. Also, I argued that youth construction should go beyond above description, but also be seen as personalities with the ability to perform actions in their own capacity. (As explained by the Centre for Contemporary Cultural Studies in 1970s) (Ansell 2005:14, Williams 2007:578:80).

Styles and How It Can Be Understood

From the works of Reimer as cited in Miles’s *Youth lifestyles in changing world* (Miles 2000:18) ‘styles’ and or ‘lifestyle’ are described as the specific daily pattern of practices that has become a trait of a person’s life. In addition, Miles added that styles, and or styling can be picked up from another person’s practice (can be taken in relation to others.) and to understand styles anthropological and ethnographic (qualitative) research methods are required to grasp the commonalities and dissimilarities between persons and also between groups.

Also, styles are constructions and negotiations which come about through interaction with wider society. Within this societal arena, there is the display of working out of the everyday related struggles of the dialectical relationship between structure and agency of youth. And through the practices of styling, provides youth the ability to create a meaningful sense of their self (Miles 2000, Osgerby 2004:9) practices of style today by youth have become heterogeneous and ways through which youth express styles are continually on the increase.

Styles together with construction of youth happen at local and global level which is connected to other youth from all over the world because of spread and increase in new communication technologies for which mobile telephony is one

network global cultural network has been the means by which youth construct their styles and identity

Ghanaian youth who are in the majority are the greatest users of mobile phone and they are practicing activities with the device that gives them the ability to act as independent matured beings. This youth have done to create a unique styles which is enthusiastically expressed through their ownership, use, consumption and financing practices of phones. Youth are using mobile phones to portray the idea of modernity and they have come to do it through their patterns of visible consumption and conscious appropriation of symbols of modernity.

Independent lives comes when a person can make a decision on his/her own and it becomes so possible with the individual having power to act in his/her agency. Youth through the use of mobile phone are gaining independent life from the adult world their practices on consumption of the device.

As already demonstrated in the earlier chapter to show youth as the majority users and targeted for market. Here, I use this chapter to describe the daily and constant practices of youth with their mobile phone, the meanings of these practices which add up to style and how these styles be understood?

Generational Practice and Use

Yea, we youth have a style of using our phone, we always whatsapp & chatting see that lady crossing the road she is on her phone but an adult will not do this. We are constantly exploring our phone example, we do group whatsapp where we can share pictures and videos of ourselves and others to laugh about or at times learn (Costy, year old female final year student).

Youth are constantly downloading of music so you can be playing it whiles walking or washing, taking photos and sharing with friends. (Tess 16 year old female junior high student).

Youth in the study regard themselves as a distinct social group different from other groupings through their practices with mobile phone. From Costy and Tess illustrations, youth define themselves with their interactions and consumption practices with mobile phone (Bayat 2010:31). When it comes to mobile phone use, they (youth) practice constant connection by hooking onto social media networks, producing and sharing pictures, videos, music and the like with their phone, which makes them unique generational cohort from other generations. This makes Ghanaian youth fit perfectly the Mannheim description of youth as a generational cohort not only by age but according to a unique incident in a life phase (Mannheim 1952).

Generational Language –Practice on Written and Spoken English

There is language practice when it comes to young people use of mobile phone. There is the coded language which are spoken and written in the use of mobile phone by adolescence worldwide. The global youth language with use of mobile phone are practiced by Ghanaian youth also and they include ‘selfie’, ‘dp’,

‘omg’ ‘wc’ and ‘lol’³ . These globally appropriated expressions were found in speech and text messages of the participant’s narrations given and observations from messages they had exchanged with others. Even though participants were interviewed in Twi (local) language, youth expressions in Twi had direct quoting with these global youth phone language. The narrations below attest to this claim.

Girls are always using the phones to take ‘selfie’ .They also use it to make their ‘dp’(profile picture). (Jelly a 20 year old male secondary student).

...Now if your phone does not have a front camera to do selfie then “woy3 colo oo” (belonging to the past) (Tess 16 year old female junior high student).

On calls (as in the quote of Katt below), young people in Kintampo do practice the habit of speaking on phone mostly in the Ghanaian local languages and mixing it with words in English.

I do make calls in Twi and English. I mostly used Twi language. Sometimes some friends are by nature, you will be speaking the Twi with them and he or she will swap it with English. (Katt, 18 year old female secondary student).

Also, when it comes to texting, young people do it in English for easy expression of themselves and also mixes with figures. With English language they are able to text their friends by manipulating words typed or shorten the word to connote same meaning. Examples like, ‘this, thanks, alright, yesterday and there’ were typed as ‘dz, fnks alryt, yestee, der’ respectively were seen from message inbox of participants

No, in texting and messaging, I use English. Twi is difficult to text with. We youth of today, it’s difficult to read and write in Twi after junior high. You throw Twi away English you can manipulate it and be fast (Jelly a 20 year old male secondary student).

The above quote informs that youth text in English for easy reading and manipulation which do not come easy with the local language. Twi language, although scripted in the country, Microsoft and other designers of mobile phone script have not developed unicode for it. This makes it difficult for young people to text in Twi. However, youth in Ghana have adopted a practice of typing in Twi by using the English script together with some numbers and symbols which looks like the Twi script. An instance is below a copied text from a Kojo 19 year old male student’s phone with his friend on an issue

Kojo:3te s3n menua (how are you)

Friend: Charlie Mebo y3 tes3 B))ga ak)mfe (my friend I am doing well like the guinea fowl from Bolga town)

Friend: Wate John Ay3 kolo nsem bi no? (Have you heard about John’s disgrace?)

³ Selfie is taking pictures of one self with a phone front camera.

‘dp’ : profile pictures or pictures used as image of person on social network

‘omg’: Oh my God

‘wc’ :Welcome

‘lol’: lots of laughs

In this way youth have been able to domesticate the use of mobile phone to suit their practice of texting in their local language as means to communicate without hindrances as expressed.

From the above, youth practices with mobile phone caused them to consume globalisation and in so doing, they appropriate language which are globalised but however, in their technological appropriation, they do not let technology to determine entirely their life but, are able to practice habits which they do to suit their socio-cultural settings. Youth so much act these practices in that they are able to overcome their challenges by acting in their agencies.

Engendering Mobile Phone Use

Mobile telephony is a neutral object, but in the case of young Ghanaians, its practical use has been engendered. Youth have adopted male and female specific ways of ownership when it comes to colour of phones and its accessories, and ways of using the device such as application (Facebook and games), and saving of contacts and contents on phone which creates gender divide.

The choice of social network applications downloads and functions for phone use are gendered. Females download applications such as Facebook and Whatsapp which gives them the platform to post pictures of themselves, others, places they have visited as means to get attention with other young users of mobile phones but males were into applications like games and sports.

Ladies (...) they like taking picture like self and post it on Facebook and WhatsApp for people to comment but we guys use it for applications like games and sports especially like say Football. (Shane 21 year old male, final year secondary student).

Also, as a means to draw attention to themselves, males' practice playing music on high volumes on their phones or listening to radio, but females do not practice that because socio-cultural norms forbids a lady to be loud.

Boys like to put ear phones in their ears playing music or sometimes loud music for people to notice they are using phones but for a female is not ladylike and you are uncultured. (Nanny 19 year old female student).

Also, Contents saved on phone gendered. In the socio-cultural settings, females found to possess pornographic materials and are publicly expressing their sexual feelings are seen as promiscuous. Such females are stereotyped together with their family and are branded as indecent. Field data gathered revealed that females practice the act of constant deletion of contents such as naked videos, pictures and messages that would lead them being victimised, but in the case of young males, a lot had such messages on their phone as a sign to show their maturity.

I don't want to be tagged (...) delete others that I do not like. I delete like WhatsApp videos that contains naked videos, so that I will not be seen as a bad girl for guys (males) it is cool. (Abby 17 year old Female, secondary student).

No way, a woman cannot keep porn (pornographic content) on her phone, no., if I see that on ladies phone, I would not date such a whore or make her my friend. (Koobi 23 year male sales boy)

Also, 'flashing' is another gendered practice with youth used of mobile phone which has a link to social norms of the study setting. In the socio-cultural settings, males are the breadwinner (Razavi 2007) and in that responsibility lie on them to cater for women. This cultural norms forbids a man to depend on a woman. A man who depend on a woman has a low social status and such person is not respected in the society. This cultural norm is seen in the practice of 'flashing'. Although males do flashing, they do not flash young females especially those they intend to date or were dating to portray their capability to fend for a female.

No! A male cannot flash me then it means he is not enlighten...yes, then such male cannot be dated and not to talk of marriage to him. (Joes 18 year old female student)

No, I cannot flash a female, no matter how broke I am with units (airtime) I will prefer to borrow airtime to call to save my image and status as a man. (Bull 23 year old male Taxi driver)

Colours of phones and accessories is another gendered practice with mobile phone. Males were using dull colours as females do use bright colours and breach of it makes the user be teased as shown below:

They do put black cover around it but girls we used bright colors like red or pink. Our next door bought a pink phone for till son who I am same age with and everyone was calling him "Maatana" (user of ladies' stuff). So he change it at Sawaba with a lady for her old black phone. (Nanny 19 year female student).

Privacy and Mobile Use

Yes, I allow people to use my phones I allow our landlord's daughter, my siblings and pals I give it to them to call her friends and also receive calls. (Tim a 19 year old male secondary student).

Youth although share their device with others like friends and family due to social norms of collective ownership, they also think of protecting their privacy. In so doing, they practice the habit of putting password on their device to prevent not only friends but others from knowing what transpire on their phone and a means to prevent stealing of the device as seen in the quotes below:

I usually put password on my phone so that nobody will use it when in my absence to protect my private life (Vero 19 year old Female Student).

Also, if someone steals, the phone, the person will return it because he/she cannot use it the because of the password (Shony 22 year old female beautician apprentice).

Also, youth practice the habit of deleting messages and coding of text messages to ensure privacy from others (like family) and misuse of their phone airtime or phone battery in playing games. Deleting of messages such as videos are means to avoid reprimands from parents and adults. The quotes below give more details:

I mostly text friends using our adopted codes so if my phone is unlock you cannot understand my text (Prexy, 21 year old female pupil teacher).

Yes, I do secure my phone with locks because of friends. They will misuse your credit or some will even look at your messages and contacts to broadcast you to everyone about what goes on in your phone (Katt, 18 year old female secondary student).

There is password to protect my siblings from getting into my phone without permission (Katt, 18 year old female secondary student)

Critical dissection of the quoting on privacy reveals how youth are particular about their private life and they find ways to prevent other (family, friends and relations) from evading it. A dilemma is present in this practice because social norms place emphasis on sharing thus ones gain is for the benefit of everyone. Youth are obliged to share and same time seeks privacy. Notwithstanding the dilemma, youth seek still seeking privacy from families and relations with less or no sought from TCPs whose medium(network) are used for communication interactions. This brings to mind critical question how private and safe is the privacy youth seek with mobile phone?

Maximisation of Finance

Youth are practising strategies of maximising their airtime to negotiate with commercial structures. These strategic practices they perform include: practice on sim, connectivity, packages (promotions/Subscription) and charges on services.

Youth practice the habit of keeping more than one sim cards or networks. In the data analysis, 67% of participants were using a single sim phone but however youth were owning a maximum of 3 sim cards from different providers. This they do to enjoy network effect of cheap call to contacts using same network than on other networks. This helps youth to pay less but enjoy more connections. The quotes below corroborates this claim.

I own 3 Sims and most of my friends have 2 or same. MTN for calling my contacts, Vodafone for whatsapp and Airtel for free Facebook. With all this I spend 5 Cedis (€1.25) for a week which can't be possible with one network.(Jelby a 20 year old male secondary student).

I have 3 sims (...)I was using MTN and my regular callers were using Vodafone. if I buy credit say 2 Cedis in a day I cannot make up to five calls and they go 'like you have no credit in your account please recharge' but when I bought Vodafone sim in addition, it has really helped me that I can talk for long and call many people using same network (Prexy, 21 year old female pupil teacher).

My friends were using MTN so I also bought some. Making calls (...) was cheaper than calling another network. Now I have other friends who are also using Voda so I decided to add Voda. So that I can save cost is expensive (Koobi 23 year male sales boy).

Promotion⁴ (for free airtime and data bundle) are very essential provider's package that youth use to practice cost negotiations. It has also been one of the

⁴ Promotion usually includes given of free airtime, data or text messages and or the given of discounted airtime, data and text messaging for an amount of airtime recharge. It can also be an offered because one is a subscriber to a network service. It is given for a limited number of days or in a day at a particular time.

means by young adolescence in Kintampo patronise a network. A network or TCP which fails to give this service is shorn by the young people. Close to 80% of the respondent use the offer as a means to negotiate cost and stay connected to a service provider. The narration below further elaborates on the assertion.

I was complaining to a friend about the high calls charge rates and he told me to shift calls that are not so important and require long talk to Sundays (to enjoy promotional sales offered to customers on Sundays) because he is doing that and it is helping him (Connie 20 year old female secondary student).

I get free airtime to make calls for the Sunday Special...data bundle and free SMS and airtime which is not so much if I do the weekly bundle for a week for 2 Cedis (Shane 21 year old male, final year secondary student).

Yes I qualify for all promotions but I am selective. I do ones that will benefit me (Shony 22 year old female beautician apprentice).

Also, Subscription to a network is another strategy youth practice to negotiate cost. Youth subscription to a network has been because of three key reasons which are: good coverage to have constant connection, cheap calls and free airtime, and constant promotions, so if it is not happening they change provider or do not patronise the network at all. In the data 71 youth within a period of one year had change providers because of the mentioned reasons. They also subscribe to TCP services (airtime transfer and mobile money) for instance mobile money which offer them chance to have bonus on airtime top up. It is this same reasons that has been the cause of youth likes and dislike for a network.

(.....) I will not change a network if they give me more bonuses. (Nanny 19 year old female student).

Oh for Vodafone, they do have some "activations (subscription offers) that you do not buy too much credit. Also you don't spend much Cedis because their activation makes life easier because most of my contacts are on Vodafone (Abby 17 year old female secondary student).

I am a Vodafone Subscriber because of the low charges for internet and Tigo too for less charge on calls (Billy 17 year old male first year student).

MTN calls rate is cheaper to same network. I use Vodafone because they give you bundle for a day that you can talk to all Vodafone number from morning to evening. (Prexy, 21 year old female pupil teacher).

Flashing/beeping (which is the act of ending a call as it ring to the caller to avoid caller from answering your call) , calling a few people, and using other people's phones to make calls/ browse the internet as a means to stay connected to overcome their challenges. With this practice some youth do not purchase airtime for up to a month and yet still stay connected. The narrations below illustrates the assertion.

I used flashing a lot to save cost. I mostly flash my callers twice and they will understand I need them to call me and they will call back. (Mell 16 year old female junior high student).

I make a few calls which are important (Connie 20 year old female secondary student).

With my mom when I flash her three times she knows, it is important and she will call me back. I use my mothers or siblings phones too (Billy 17 year old male first year student).

I save 20 pesewas(€0.05) airtime and use it to flash most people in the day but I am able to talk the whole night for free till dawn' (lily 15 years old female junior high student).

From the various narrations explained above youth are maximising their use of airtime and connection to networks as means negotiate commercial structures. This practice of youth in way is making youth act as rational beings in a market. In that they take decisions on their use of sim and providers offer to negotiate in a market to again maximum satisfaction with less payment.

Conclusion

From the above, there has been detail description of the many practices that young people performed with the use of mobile phone ranging from ownership, engendering mobile use, generation-language, privacy and finance maximisation practices. Drawing inferences from the works of Reimer as cited in Miles (2000:18) these daily practices of youth can be said to add up to 'styles'. From him, 'styles' and or 'lifestyle' can be said to be a definite daily pattern of practices that has become a trait of a person's life. To conceptualised styles, practices should become daily pattern of life which is actively done (Miles 2000). Basing on this ideology, youth practices in this domain can be termed as styles since these practices with their mobile phone have become part of their daily life which classify youth as a distinct social group (not only by age) as a results of actions they performed with their mobile phone.

In addition, styles, and or styling can be picked up from other person's practice (can be taken in relation to others and yet be practiced to create sameness or differences. In the data elaboration has demonstrated several means by which youth picked up practices of other youth like sim card/network choice and language (local and global phone language). Also, in stylisation with mobile phone by youth in the study has brought in diversity in youth as there has been gender (male and female) styles and educated /uneducated styles. Again, in the data there has been illustration of global and local styles in the form of language used with the phones. Whiles the male and female styles have portrayed gendered masculinity and inequality which has been as result from influences of socio-cultural norms of the study setting, global language adoption and subsequent ownership (latest phone) styles has been as a result for youth quest to consume modernity.

There is no doubt that youth use of mobile phone is granting them the opportunity of experiencing and developing a consciousness about being young which makes the possibility of regarding them as a social phenomenon distinct from other social groupings. Mobile phone use, interaction and consumption practices (styles) is playing key role in youth of what it means to be young or youthfulness. (Barendregt 2008, Bayat 2010).

There is a clear indication that youth styles practiced with mobile telephone has had influences coming from TCP services and packages, Ghanaian culture,

quest for independence by the youth and modernity. Styles as known from the earlier definitions are also constructions and negotiations which come about through interaction with wider society. Drawing on Miles and Osegerby in their works have brought forth that within in any societal arena, there is the display of working out of the everyday related struggles of the dialectical relationship between structure and agency of youth. And through the practices of styling, youth gain the ability to create meaningful sense of their self (Miles 2000, Osegerby 2004).

Ghanaian culture became evident as a decided of youth performances of style with mobile phone. With regards to gender as an example, youth practices have had influences from socio-cultural norms. Gendered practices that were found as description of styles with mobile phone have evolved from youth engagement and enactment of practices form their socio-cultural environment into their everyday life practices with mobile.

Youth styles with mobile phones are shaped by TCP. From the demonstrations made, TCP services and free packages in the form of promotions (instance as free airtime) are aiding youth practices as through engagement with their offers they are able to overcome financial challenges to actively stay connected.

Independent lives comes when a person can make decision on his/her own and it becomes so possible with the individual having power to act to act in his/her agency. Youth through the use of mobile phone are gaining independent life from the adult world with their practices on consumption of the mobile phone such as coding of text, deletion of text and pass wording their mobile phones. It has also provided youth with the liberty to decide by granting youth choice making with network and applications to use.

Modernity as explained by Berman (1984:97) are the experiences one gain with interaction with himself and others which has more to do with space and time. In the analyses above youth styles are influenced by their quest to become modernised. This has become possible with their practices with mobile phone which cause youth to consume of global cultures such as language.

Chapter 6

Concluding Message

Recap of the Study

This study has addressed the use of mobile phone among the youth in line with TCP packages in Kintampo, Ghana. It has explained the practices of youth and TCP around the mobile telephony to show the relationship that exist between youth and TCP. I have done this through both quantitative and qualitative analyses of primary and secondary data. The study addressed the numerous everyday practices of youth with mobile phone use and how it can be recognised as style and how youth lifestyles have been shaped by TCP interest and vice versa, socio-cultural norms and globalism.

In the study, practises of youth with mobile phones and TCPs activities were analysed. The analyse of the empirical data of TCP reveals that they had been a key influences in youth decision in their practices as TCPs motive for youth (through packages and services, and advertisement) have constructed pattern for youth practices which brings out their agency. But a second look at the situation revealed the workings of agency and structuration theory. As TCP structuring youth practices with mobile phone use through their packages were not entirely controlling youth practices, it has also become a resource granting youth power to exercise self –conscious decisions as Bennett (1999 cited in Hesmondhalgh 2005) put in his writing as creating a mutual relationship with use of mobile phone.

From this demonstration which have been proven from the studies, it can be suggested that there is a relationship in youth practices which add up to style with use mobile phone and TCP activities.

Who wins the game: youthful style versus TCP motive?

This chapter brings together analysis of the empirical data as shown in the previous chapters with theoretical insights. It continues to bring together the various sub questions findings and analysis of the study to answer the central question: “How do the market-based practices of telecommunication providers and the role of the mobile phone in performances of being young interact?” It specifically looks at how youthful styles perform with the use of mobile phone interacts with TCP marketing agenda. With this, capitalism, Agency and structuration framings will be used. The chapter categorize the findings of the research into two - reconstruction of youth by TCPs; and youth response to TCPs construction of them.

Construction of Youth

Youth have been defined as a life phase from 'childhood' to 'adulthood' based on age. The understanding on this definition is that youth are not 'beings' but are 'becomers' because they are seen as indecisive, dependent, irrational, vulnerable and immature emerging from the Functionalist school of thought. This same definition has been used to underpin who youth is in societies and with this framing youth are individuals without Agency (Ansell 2005). This dominant narration of youth have caused societies and youth advocate to look beyond nuances and see beyond this framing to know what power and ability youth hold in their interactions with technologies (mobile telephone and other structures like telecommunication providers). Referring to the empirical data in this study, I argue that these nuances may have caused TCPs to attract youth with their offers and now gradually becoming part of the social systems and institutions (family and school) shaping youth practices and hence their identity. However, I also argue that youth through their practices with mobile phone are proving beyond this dominant nuances about who youth is with their interactions with TCPs offers though it have implications

Who is Youth: TCPs Reconstructions of Youth

TCPs although known (in the previous chapters 2) to be operating under digital capitalism with the notion of spreading consumption and expanding production for continues profiteering, are seen as instruments for change for reconstruction of youth. TCPs are giving youth resources (free packages/services) and it is empowering youth with the "ability to exercise" to choice and make self-decisions (Kabeer 1999:435). From the analysis of the previous chapter, TCPs give youth free and discounted airtime, free services (such as mobile money transfer, sim cards), and bonuses on recharge. And also, TCPs are empowering youth through their advertisement. They advertise to appeal to youth that their status can change through their consumption of mobile phone. For instance advertising on use of smartphones which appeals that youth consumption makes them civilised and also become part of the globalised world.

Analysis of this agency granted by TCPs in line with their motive and operations are seen as a means of targeting youth as market for their activities. This is because they have realised that youth are at the fore front with consumption and appropriation of mobile phone and youth forms the largest of the population in Ghana. And hence indirectly granting youth agency is a means to widen and sustain their market and profit. A critical look at how these free offers/packages and advertisement are given denote that it is not entirely granting youth freedom to self-decide in that, these offers are structured thus it is time bound and comes only after purchasing TCPs services (subscribing to network and promotions). Example is free airtime, it only comes when one has consumed or purchase airtime to a certain amount which is determined by TCPs. Hence TCP within their

operating structures limit agency by structuring a path that leads youth consumption by expressing their agency which has become a productive style. Noting from the motive of TCPs as cosmopolitan with aim of making profit the question I put forward is what kind of agency, liberation and freedom are TCPs granting youth, with these offers and what are the implications on the latter.

Youth response to TCP Dominant Constructions

Appropriation: Youth have positioned mobile phone in their everyday lives and with it they are performing practices which add up to style. This has partly been possible through their subscription to a provider services. Youth are appropriating mobile phones with the use of TCP services in that they are able to use free offers(free airtime and data) as a means to perform practices that has become part of their lives like constant connection, calling , messaging ,social networking, downloading and sharing videos, pictures and music, and adopting languages. This then brings the question if youth have accepted the construction of them as market by TCP for their activities and if it's not so how are youth reconstructing TCPs motive.

Compliance: the redefinition of youth by TCPs structures as market seems to manifest in youth's practice of constant connecting with phone. Youth compliance are seen with their practices of financing of airtime and ownership of latest version of phone through skipping means, indulging in romantic relations and so on as demonstrated in the previous chapter (financing practices). This then solidify the thought of (Horowitz 2014) that Agency of individual can be affected by rules and norms of structures.

Negotiation: Analysis of the interaction of youth with TCPs in line with Agency and structuration brings in a different dimension on youth dealings with TCPs motive, thus, it is not always the case that structures (TCPs) have their way. This is because youth are performing strategic practices such as making less calls outside the free time zones. For instance pushing calls to weekend's offers or late night calls which are free. Also, youth are negotiating the TCPs motive through their practices such changing of network for example, if they are not given discounted calls and free airtime. This negotiation ability cause youth to negate the practice of TCP, because youth have less to lose as compared with adults who use the TCPs services and network for business continuity purposes.

Resistance: youth are able to resist the definition given to them as market. The use of mobile phone together with TCPs services especially free packages and advertisement have become a resource empowering youth ability to make independent, rational decisions which is leading them to subvert TCPs motive of youth as a market. With youth knowledge of TCPs offers like free night call, some youth push all their practices with mobile phone to these free time zones without consuming out of the structured times of TCP and hence acting against how TCP makes of youth.

Youth media culture and adult Culture

Youth media culture debate and youth centeredness perspective often than not hold the ideology that youth adoption, practices and use of technological innovations especially mobile telephony is leading to the creation of generational gaps and hence erosion of socio-cultural norms and values (Ito et al. 2008:35). This I must say have its root from the adult gaze of positioning youth as deviants or 'rebellious' (Miles 2000:1, Williams 2007). Findings from the study revealed that youth are reinforcing and reproducing socio-cultural values and norms with their practices of consuming mobile phone. These socio-cultural values include sharing of mobile device use, and gender (calling practices, colours of phones and accessories, content shared and saved, financing of airtime). Although youth practices of these cultures have implications especially on the reproducing gendered division and roles in society but it has become another platform for TCPs and youth to interact. The gendering practice like males cannot 'flash' or 'beep' a female is a means that causes male youth to spend and consume more. TCPs have also implicitly use it in their advertisement on gaining social status. However, youth are negotiating with TCPs with socio-cultural norms of one personal gains is for all in the Ghanaian society. This sharing socio-cultural norms which were practice by youth were making them share phones, its use and content with friends and siblings. And in their sharing makes defunct the capitalist notion of individualist use of technological innovations to their advantage defunct (Anderson 2006:36).

Implications

From the discussions above, there is the evidence that there is interaction between youth practices with mobile phone and telecommunication provider's activities. And these practices although is leading to helping TCPs to achieve their capitalist motive, it is also granting power and serving as a resource for youth to act in their ability. The implications that can be drawn from the above is that youth are performing styles that is leading them to construct an identity which is different from socio-cultural dominant narrations of defining youth and also in their act distinguishing themselves from other generations with their practices with mobile phones. Also, youth are becoming innovative to overcome their socio-cultural challenges with mobile use applications and youth are also having liberties to interact with phones at their free times without interruptions from authorities

Like parents but however, these offers from TCPs should also be noted that it is happening at periods which tends to rule (Huijsmans 2004) youth's free time and hence impact on their wellbeing and development

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Appendix 1 First source of mobile phone use

Tabulation of first source of mobile use		
Source	Num- ber of par- ticipants	per- centage
close relatives	112	73.68
boy/girl friend	9	5.92
Husband /wife	0	0
Merchant	2	1.32
Public	0	0
Self	29	19.08
Total	152	100

** Each source has N=152

Appendix 2 Sex and Age of first mobile phone ownership

sex and age of first phone ownership			
Age of first ownership	Gender(sex)		Total
	Male	Female	
11	3	0	3
12	3	3	6
13	4	2	6
14	9	2	11
15	11	7	18
16	14	12	26
17	14	18	32
18	12	7	19
19	5	5	10
20	4	6	10
21	3	2	5
22	0	2	2
24	0	1	1
25	2	0	2
99	0	1	1
Total	84	68	152

Appendix 3 Current Network use

current network use		
Network	number	Percent
Voda	85	55.94
MTN	114	75
Tigo	8	5.26
Airtel	33	21.71
GLO	2	1.32
Kasapa	0	0

*each network has number of respondent =152 and same for percentage

2.6. 6. Personal?

1.Yes	2.No
-------	------

 SELF

3.0 HOUSEHOLD HISTORY ON MOBILE PHONE

3.1. How many people are in your Household?

--	--

 NUMHH

3.2. How many people in your household has ever used a mobile phone?

--	--

 NUMHHUSE

3.3. How many people in your household own their own phones?

--	--

 NUMOWN

3.4. How many people in your household use **SMART phones**?

--	--

 NUMSMART

3.5. In the past 3 months, how many people in your household have used a mobile phone?

--	--

 NUMUSE3

4.0 YOUTH OWNERSHIP AND INTERACTION WITH MOBILE PHONE

4.1. Do you own a Mobile phone?

1. Yes	2. No
--------	-------

 SELFOWNR

4.2. How did you acquire your mobile phone?

4.2.1. Bought it my self?

1. Yes	2. No
--------	-------

 SELFBOUGHT

4.2.3. Bought by parents or relations?

1. Yes	2. No
--------	-------

 PARENTS

4.2.4 Bought by Husbands/wife/Girl/Boyfriend?

1. Yes	2. No
--------	-------

 HWGB

4.2.5. Through network provider promotions?

1. Yes	2. No
--------	-------

 NETPROV

4.2.6. Gift

1. Yes	2. No
--------	-------

 GIFT

4.2.7. Network promotional sales:

1. Yes	2. No
--------	-------

 OTHER1P

4.2.8. Other: _____

1. Yes	2. No
--------	-------

 OTHER2P

4.3. How old were you when you first owned a Mobile phone?

--	--

 AGEFIRSTO

4.4. How many phones do you owe?

--	--

 NUMPHONE

4.5. Is your phone a SMART phone? **Observe**.....

1.Yes	2. No
-------	-------

 SMARTP

4.6. Can you use the functions on your phone.....

1.Yes	2. No
-------	-------

 UFUNCTION

4.7. Have you change Networks before?

1.Yes	2.No
-------	------

 CHANET

4.8. Have many Network/ SIM cards do you owe?

--	--

 NUMSIM

4.9. What network/s are you currently using? (**Circle all networks in use by respondent**)

4.9.1. VODAFONE

1. Yes	2. No
--------	-------

 VODA1

4.9.2 MTN

1. Yes	2. No
--------	-------

 MTI1

4.9.3. TIGO.....

1. Yes	2. No
--------	-------

 TIGO1

4.9.4. AIRTEL.....

1. Yes	2. No
--------	-------

 AIRTE1

4.9.5. GLO	1. Yes	2. No	GLO1
4.9.6. KASAPA/EXPRESSO.....	1. Yes	2. No	KASAPA1
4.9.7. Other: _____	1. Yes	2. No	OTHER1
4.9.8. Other: _____	1. Yes	2. No	OTHER2

4.10. How long in month have you used your current (most recent) network/s? **Enter 36 for more than 3 years**

4.10.1. Vodafone?			VODAUSE
4.10.2 MTN?			MTIUSE
4.10.3. TIGO?			TIGOUSE
4.10.4. AIRTEL			AIRTELUSE
4.10.5. GLO.....			GLOUSE
4.10.6. KASAPA/EXPRESSO.....			KASAPAUSE
4.10.7. Other: _____			OTHERUSE1
4.10.8. Other: _____			OTHERUSE2

4.11. Are you using networks at the same time?	1.YES	2. NO	SMSIM
--	-------	-------	-------

4.12. What network/s are you same time using now?

4.12.1. Vodafone?	1. Yes	2. No	VODA1
4.12.2 MTN?	1. Yes	2. No	MTI1
4.12.3. TIGO?	1. Yes	2. No	TIGO1
4.12.4. AIRTEL.....	1. Yes	2. No	AIRTE1
4.12.5. GLO	1. Yes	2. No	GLO1
4.12.6. KASAPA/EXPRESSO.....	1. Yes	2. No	KASAPA1
4.12.7. Other: _____	1. Yes	2. No	OTHER1
4.12.8. Other: _____	1. Yes	2. No	OTHER1

4.13. What network/s have you previously used before?

4.13.1. Vodafone?	1. Yes	2. No	VODA2
4.13.2 MTN?	1. Yes	2. No	MTI2
4.13.3. TIGO?	1. Yes	2. No	TIGO2

4.13.4. AIRTEL	1. Yes	2. No	AIRTE2
4.13.5. GLO	1. Yes	2. No	GLO2
4.13.6. KASAPA.....	1. Yes	2. No	KASAPA2
4.13.7. Other: _____	1. Yes	2. No	OTHER3
4.13.8. Other: _____	1. Yes	2. No	OTHER4

4.14. How long in months did you use your previous network/s? *Enter 36 for more than 3 years*

4.14.1. Vodafone?			VODAUSEP
4.14.2 MTN?			MTIUSEP
4.14.3. TIGO?			TIGOUSEP
4.14.4. AIRTEL			AIRTELUSEP
4.14.5. GLO.....			GLOUSEP
4.14.6. KASAPA.....			KASAPAUSEP
4.14.7. Other: _____			OTHERUSE1P
4.14.8. Other: _____			OTHERUSE2P

4.15. Reasons for changing to current network? **(Multiple Response)**

4.15.1. High subscription charges.....			LOWCOST
4.15.2. Poor network coverage?			NETCOVER
4.15.3. Difficulties in access to Airtime recharge cards?			RECARDS
4.15.3. No Promotions or bonuses from network provider?			PROMOTIONS
4.15.5. Other: _____			OTHERUSE1P
4.15.6. Other: _____			OTHERUSE2P

4.16. What do you use your mobile phone for? **(Multiple Response)**

4.16.1. Text messaging?	1. Yes	2. No	USETEXTMES
4.16.2. Social network site on mobile phone?	1. Yes	2. No	USESOCIALN
4.16.3. Internet browsing?	1. Yes	2. No	USEINTERNET
4.16.4. Voice calls?	1. Yes	2. No	USEVOICECALL
4.16.5. Flash, beep, buzz?	1. Yes	2. No	USEFLASH

4.16.6. Research or assignments?	1. Yes	2. No	USERES
4.16.7. Internet based calling? E.g. WhatsApp etc.....	1. Yes	2. No	USECELLCALL
4.16.8. Internet based messaging? E.g. WhatsApp etc.....	1. Yes	2. No	USECELLMESS
4.16.9. Radio?	1. Yes	2. No	USERADIO
4.16.10. Calculator, alarm?	1. Yes	2. No	USECAL
4.16.11. Pictures?	1. Yes	2. No	USEPICTURES
4.16.12. Recording?	1. Yes	2. No	USERECORD
4.16.13. Light source?	1. Yes	2. No	USELIGHT
4.16.14. Videos and movies?	1. Yes	2. No	USEVIDEOS
4.16.15. Online News?	1. Yes	2. No	USEONLINE
4.16.16. TV?	1. Yes	2. No	USETV
4.16.17. Other: _____	1. Yes	2. No	USEOTHER1
4.16.19. Other: _____	1. Yes	2. No	USEOTHER2

5.0. Do you use your phone for the following purposes? **(Multiple Response)**

5.0.1. SMS to programs for voting?	1. Yes	2. No	SMSUSE
5.0.2. Phone in calls polls?	1. Yes	2. No	CALLSUSE
5.0.3downloads for music?	1. Yes	2. No	DOWNLOADS
5.0.4. Lottery results?	1. Yes	2. No	LOTTERYUSE
5.0.5. Football matches?	1. Yes	2. No	FOOTBALLUSE
5.0.6. Latest fashion?	1. Yes	2. No	FASHIONUSE
5.0.7. Apps on phone? E.g. Games.....	1. Yes	2. No	APPSUSE
5.0.8. Online News?	1. Yes	2. No	USEONLINE
5.0.10. Online videos/ movies.....	1. Yes	2.No	USEVIDEMOV
5.0.9. Other: _____	1. Yes	2. No	USEOTHER1
5.0.10. Other: _____	1. Yes	2. No	USEOTHER2

5.1. What internet site or social network sites do you often visit on your phone? **(Multiple Response)**

5.1.1. Facebook?	1. Yes	2. No	FACEBOOK
------------------------	--------	-------	----------

5.1.2. Google?	1. Yes	2. No	GOOGLE
5.1.3. Yahoo?	1. Yes	2. No	YAHOO
5.1.4. WhatsApp?	1. Yes	2. No	WHATSAPP
5.1.5. Viber?	1. Yes	2. No	VIBER
5.1.6. Tango?	1. Yes	2. No	TANGO
5.1.7. MSN?	1. Yes	2. No	MSN
5.1.8. Instagram?	1. Yes	2. No	INSTAG
5.1.9. Twitter?	1. Yes	2. No	TWITTER
5.1.10. Other: _____	1. Yes	2. No	USEOTHER1
5.1.11. Other: _____	1. Yes	2. No	USEOTHER2

5.2 By what means do you pay for use of your network?			
5.2.1. Prepaid?	1. Yes	2. No	PREPAID
5.2.2. Post-paid?	1. Yes	2. No	POSTPAID
5.2.3. Other: _____	1. Yes	2. No	OTHERPAY

5.3. How do you recharge your Airtime?			
5.3.1. Monthly subscription by network provider?	1. Yes	2. No	MONTSUB
5.3.2. Use of Mobile money account?	1. Yes	2. No	MOBMONEY
5.3.3. Purchase of Airtime at sales points?	1. Yes	2. No	PURCHASE
5.3.4. Airtime transfer?	1. Yes	2. No	TRANSFER
5.3.5. Other: _____	1. Yes	2. No	USEOTHER1
5.3.6. Other: _____	1. Yes	2. No	USEOTHER2

6.0 PRACTICES ON COST OR VALUE FOR MONEY

6.1 How much cost do incur on airtime per week in Ghana Cedis?

6.1.1. Below GHC 1.....	1.YES	2.NO	GHC1
6.1.2. GHC 1-4.....	1.YES	2.NO	GHC2
6.1.3. GHC 5-10	1.YES	2.NO	GHC3
6.1.4. GHC 11-20.....	1.YES	2.NO	GHC4
6.1.5. GHC 20 and Above.....	1.YES	2.NO	GHC5

6.1.6. Other: _____

1.YES	2.NO
-------	------

GH06

6.2. Which aspect of mobile phone takes much of your money?(*Rank With 1 Being Highest To The Lowest in the given rows*)

- 6.2.1. Maintenance.....
- 6.2.2. Charging of battery.....
- 6.2.3. Calling
- 6.2.4. SMS.....
- 6.2.5. Browsing the internet.....
- 6.2.6. Other: _____

	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO

CMAIN
CBAT
CCALL
CSMS
CBROW
COTHER

6.3 Who pays for your airtime?

- 6.3.1. Parent/guardian.....
- 6.3.2. Siblings.....
- 6.3.3. Self.....
- 6.3.4. Boy/girlfriend/husband/wife.....
- 6.3.5 Other: specify _____

ES	1.Y	2. NO
ES	1.Y	2. NO
ES	1.Y	2. NO
ES	1.Y	2. NO
ES	1.Y	2. NO

PPAG
PSIB
PSEL
PBGH
POTH

6.4 If you pay for airtime yourself, how do you finance it?

- 6.4.1 Through money earned.....
- 6.4.2 Through money gotten from parents/Guardian.....
- 6.4.3 Through money from boy/girlfriend /husband /wife.....
- 6.4.4 Through siblings.....
- 6.4.5 Other: specify _____

	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO
	1.YES	2.NO

TEARN
TPAG
TBGHW
TSIB
TOTHER

6.5 Do you make use of promotions to cut down cost on Mobile phone use?

1.YES	2.NO
-------	------

MPROM

If answer to Q.6.5 is 1.YES ask Q.6.6 .Skip if response is 2.NO by cancelling.

6.6 Which of the following do you use most? (*Mark in numbering order 1 for highest to lowest*)

6.6.1 Free night calls.....		1.YES	2.NO	FNCALLS
6.6.2 Free credit over re-charge.....		1.YES	2.NO	FCREDITS
6.6.3 Free SMS over re-charge.....		1.YES	2.NO	FSMS
6.6.4 Borrow airtime re-charge.....		1.YES	2.NO	BAC
6.6.5 _____	Other	1.YES	2.NO	FOTHER

6.7 Next to promotions, what other strategies do you use to keep your phone related expenses low (*probe*)

6.7.1 Sending SMS	1.YES	2.NO	PSMS
6.7.2 Using someone's phone	1.YES	2.NO	PUSPHONE
6.7.3 Making only few phone calls	1.YES	2.NO	PFCALLS
6.7.4 Making flash	1.YES	2.NO	PMFLASH
6.7.5 Conference call	1.YES	2.NO	PCONCALL
6.7.6 Internet Based Calling	1.YES	2.NO	PINTERNT
6.7.7 None of the above	1.YES	2.NO	PNONE
6.7.8 Other: specify _____	1.YES	2. NO	POTHER

6.8 How do you think you are consuming for the mobile phone services cost?

6.8.1. spent a lot of money	6.8.2 spent reasonably on it	6.8.3 Don't spend much	6.8.4 NA
-----------------------------	------------------------------	------------------------	----------

END OF MOBILEPHONE FORM. CHECK YOUR FORM AND THANK THE RESPONDENT

IN-DEPTH INTERVIEW GUIDE STUDENT RESEARCH: YOUTH AND MOBILE PHONE
--

BASIC INFORMATION ABOUT RESPONDENT

1.1. Interviewer`s name:

1.2. Interview date:

1.3. Village name:

1.4. Interview starts time:

1.5. Interview end time:

2.0 SOCIO-DEMOGRAPHIC INFORMATION

2.1. Full name:

2.2. Mobile phone numbers:

2.3. Network/s on.....

2.4. DOB/Age:.....

2.5. Sex:.....

2.6. Ethnicity:

.....

2.7. Religion:

.....

2.8. Marital Status:

.....

2.9. School status: Enter 0 and NA (Non applicable for no schooling)

In school Level and year:

Out of school Level and year: Current job:

.....

2.10. Highest educational level obtained:

.....

3.0 ABOUT THE RESPONDENT HOUSEHOLD

3.1 Household headed by:

3.1.1. Who are you living with?

3.2. Total number of children in the household:

3.3. Number of biological children of the Respondent:

3.4. Number of 'other children' (e.g. cousin, etc.):

3.5. Main occupation of respondent.....

3.6. Main occupation of father (if applicable):
.....

3.7. Main occupation of mother (if applicable):
.....

4.0. MOBILE PHONE HISTORY

4.1. Who was the first in your household to own a mobile phone? Since when?

4.2. Who was the first of the children in the household to own a mobile phone (*probe for position and sex, for example: first born (female), or cousin (male)*)

4.3. Your first mobile phone:

4.3.1. When did you get your first mobile phone?

4.3.2. Was your first phone a new or a used one and why?

4.4. How did you get your first mobile phone?

4.4.1 Why did you get it at that moment?

4.5. Before you got your phone did you use someone else's phone occasionally? Who was that and by what means?

4.6. Can you tell us which types of phones you have owned, starting from the very first phone up to your present phone?

4.7. Can you tell us what company you are calling through?

4.8. What do you like and dislike about this company? (*Probe: especially in relation to other companies – why this company, and not others?*)

4.9. Have you always used this company? If response is yes? Why have you selected this company? And if it is No. What are other companies have you used and why did you change?

5.0 MOBILE PHONE FINANCING STRATEGIES

PREPAID:

5.1. Who pays for your airtime? (If no airtime is ever used please also indicate this, and why)

5.1.1. If you pay for airtime yourself, how do you finance it?

5.2. How much airtime do you use on an average week, in Ghana Cedis?

PROMOTION

6.1 Do you qualify for promotions? Probe for current promotion and ask for reasons for response?

6.2. Do you make use of promotions? If response is yes. Probe for reasons and sort of promotions? And if No Why?

Ask Q6.4 if response to Q6.3 is yes?

6.3. How do you find out about promotions?

6.4. Next to promotions, what other strategies do you use to keep your phone related expenses low (*probe: making 'flash calls', sending texts and making only few phone calls, using somebody else's phone to make calls, etc*)

6.5. How do you think you are consuming for the mobile phone services cost?

7.0. SUBSCRIPTION:

7.1. Do you subscribe to service subscriptions? If yes, which one(s) and why? And if no, why?

7.2. What is the monthly subscription fee?

7.3. What are the other costs you have to pay?

7.4. Who pays for the subscription?

7.5. What does the package include (minutes/sms/mb/data, etc)?

8.0. MOBILE PHONE USE AND PRACTICES

8.1. Do you (sometimes) need to pay for charging your battery (e.g. when charging in a café)? If response is No, probe for reasons and if yes probe for (a) cost per charge? ; (b) Who pays? (c) How often do you pay charging?

8.2. Are there any other expenses related to your phone use (next to prepaid cards/subscription and charging)? (*Probe for activities such as repairing, changing battery, screen protectors, changing the covers, decorating the phones, buying accessories, etc*)

8.3. Do you ever send somebody money or airtime by phone (or do others send this to you) – explain?

8.4. What do you use your mobile phone for? (*fill in the column (1) in the table below*)

8.5. What purpose do you use your phone most often (*fill in the column (2) in the table. 0-5: none/rare – most common*)

8.6. What purpose does it charge most? (*fill in the column (3). Level from 0-5: none/little – high charge*)

8.7. Can you rank the purpose by expense? (*fill in column (4) in the table*) Indicate now also with whom do you use the phone for each purpose? (*fill in column (5) in the table*)

Ord	Purposes (1)	Usage <i>1</i> = <i>yes</i> <i>0</i> = <i>no</i> (2)	Most common usage (2)	Most expensive services (3)	Most expensive usage (4)	Use with whom (5)
	Making calls					
	Texting					

	Playing music					
	Playing radio					
	Making pictures, videos					
	Fashion e.g hairstyles, dresses, make up					
	Playing games					
	Going online (reading news, watching films, searching assignment samples, etc)					
	Facebook					
	Chatting (Whatsapp, line, viber, zalo, etc.)					
	Using as a recorder					
	Internet based calling (whatsapp, viber, tango, line)					
	Using as a torchlight					
	Utilities: alarm, calculator, map, compass, ect)					
	Added Value Services (ringing tones, hearing tones, missed calls notifications)					
	Content Services (sending sms to					

	programs for voting, downloading music, price of gold, exam scores, results of lottery, results of football match)					
	Other purposes:					

8.8. Do you and your peers have a way of life /practice/behaviour regarding your use of mobile phones? If yes how?

8.8.1. Do you let others use your phone and why? If yes: please explain whom, why and what for? How do you maintain your phone?

8.9. How many SIM cards do you use simultaneously and why?

8.10. If you use more than one SIM simultaneously, which SIM (of which company) do you use as fixed SIM and why?

8.11. How many SIM cards have you used to date? Probe for number and name of providers

8.11.1 If more than five: why have you used so many?

8.12. Do you secure your mobile phone with a password and why?

8.13. In what language have you set your telephone settings?

8.14. How do you manage the contact function of your phone?

8.15. Do you use 'teen code' in texting or not? Why?

GENDER

8.16. Are there males and females ways/practices/behaviours with use of mobile phone? If

8.17. Do you feel that telecommunication network provider's offers males and females' specific way, practice or packages of using mobile phones? Probe for the practices and or packages?

8.17.1. Are you influenced by these offers? Probe for explanation for YES or NO,

8.18. Are there specific phones, accessories, apps, games, and so on for male and females? If yes probe how they look. And whether it is caused by Telecommunication network providers or youth?

9.0 FOR ETHNIC RESPONDENTS ONLY:

9.1. Do you use ethnic language when making calls and why?

9.1.1. Please elaborate how often, with whom, why, how do you feel, etc.? Do you use ethnic language when texting? Probe for elaboration?

10.0 For ethnic and those with low educational attainment/literacy:

10.1 How have you managed setting up your telephone and sim-card (especially due to language challenges)

10.2 Have you ever encountered problems due to misunderstanding of the instructions with installations or promotions (such as receiving unwanted messages, what make you feel unhappy, etc.)

SOCIO ECONOMIC STATUS :Compared with the other households in my town/village I think our household is:

; Very poor Poor Average Well to do Wealthy

YOUTH AND MOBILE PHONE FOCUS GROUP DISCUSSION GUIDE

Adoption/Ownership

How did you acquire your mobile phone? Probe further by asking for cost
When did you acquire your mobile phone and what prompted you to own a phone?

Which specific mobile phone brands do you use, and why?

Where you having challenges with the applications with mobile phone and how were you able to get help?

Is the mobile phone device you have user friendly or difficult to use?

Whenever other people see your mobile, do they envy it? Explain

Which of five telecommunication network providers do you subscribe to and why?

Why do people change Telecommunication providers?

Use/Benefits

In which specific situation(s) is your mobile phone critically relevant?

Can you remember any other situation whether social, economic or cultural?

What do you usually use a mobile phone for besides communication?

Are you satisfied with the functions of your mobile phone?

On average how many times in a day do you use the mobile phone?

Which time of the day do you use your mobile phone and why that particular time?

Can you briefly relate the technical/multimedia features of your mobile phone to its specific relevance and use to you?

Do you use internet on your phone and which sites do you frequently visit? Probe for reasons of doing(or not doing)

How do you negotiate to cut down cost with use of mobile?

Have you ever used someone's SIM and what was reasons for doing so?

Impacts/Behaviors/Technical

While using your mobile phone, how do you usually interact with your peers and other people in your surroundings spaces?

With regard to the adoption, use and impact of the mobile phone by young people what does the device symbolically mean to you?

Do you send or post or receive photos, videos and recordings of yourself and friends? And from which medium do you do it and what inform your decision

Are there particular ways of using phone by males and females? And why?

Have advertisement of Telecommunication provider cause you to buy, change, practice or feel for a change in any aspect of your life and how did it happen?

Have any advertisement or promotion of Telecommunication provider cause you to change SIM, Mobile phone or accessories and what cause you to make the change?

Technical Adaptations

Are there any particular losses, danger, or danger that you encountered because of the mobile phone (be it physical attack, theft or emotional issues?)

Are there any technical challenges (such as poor signal, power loss etc.) that you once had while using the mobile phone? If so, where were you and what did you do during that time to solve the problem?

Do you feel Telecommunication advertisement can bring division between male and female and how?

STUDENT RESEARCH YOUTH AND MOBILE PHONE IN-DEPTH INTERVIEW GUIDE TELECOMMUNICATION NETWORK PROVIDERS

Where your network coverage is mostly concentrated? And why?

Have you sold/ or registered any mobile number to any young persons aged between 12 and 25 in Ghana?

What specific situations (socio-economic and cultural) do you think are pertinent to these uses of the mobile phone?

In your opinion, what are the common uses of mobile phones by young people in Ghana?

What about the patterns of adoption which are the common among youth and why do you think so?

What challenges do you faces that relate to the mobile telephony changed youth society in Ghana?

In your opinion, how has the advent of the mobile telephony changed youth society in Ghana?

What are the reasons for providing your customers with discounted airtime and also awarding competitions to win products like cars, houses, mobile phone, airtime, internet bundle?

8a. do your Network give offers/packages which target young males or females only? Probe for reasons?

8b. Do you see your advertisement or offers encouraging specific ways of mobile phone use by youth (probe for gender division)

8c. Are your offers/packages given to customers (youth) as a result of youth practices around your network? Probe for relations with other providers' offers?

Do products like free airtimes congest signal connection in particular areas? In that case, do you have any measures in place to use to free signal congestion?

What does the regulator do in situations when your business practices impact signal connection?

With regard to the adoption, use and impact of the mobile phone, what do you think the device means or represent to young people in Ghana?

How do you conduct your advertisement?

Do your advertisement have the youth in mind? If answer is yes/no. Probe for reasons?

Do your advertisement have the idea of gender? How is it done to capture differences?