
Mobile entertainment applications and their impact on leisure patterns amongst UK young adults

Erasmus University Rotterdam • Faculty of History and Arts



Magdalena Rotsztein • 335497 • m.rotsztein@gmail.com

Supervised by Dr Payal Arora

CONTENTS PAGE

SECTION	HEADING	PAGE
	<i>CONTENTS PAGE</i>	2
	<i>LIST OF FIGURES</i>	5
	<i>LIST OF GRAPHS</i>	5
	<i>LIST OF TABLES</i>	5
	<i>PREFACE</i>	6
	<i>EXECUTIVE SUMMARY</i>	7
1.	INTRODUCTION	8
1.1	Research Questions	10
2.	LITERATURE REVIEW	11
2.1	Introduction	11
2.2	Mobile phone industry	11
2.2.1	The Social Shaping	11
2.2.2	Convergence	12
2.2.3	Trends	15
2.2.4	Competitive context	16
2.2.5	Activities and functionalities on mobile	19
2.2.6	The UK mobile market	21
2.2.7	3G – Third generation range	24
2.3	Entertainment	26
2.3.1	Entertainment concept	26
2.3.2	Mobile entertainment	27
2.3.3	Previous studies	29
2.3.4	Mobile entertainment function	30
2.4	Mobility	32
2.4.1	Changes in mobility	32
2.4.2	Increased mobility	33
2.4.3	Why are people more mobile?	33
2.5	Leisure	34
2.5.1	Definition	34
2.5.2	History	35

2.5.3	Place & Space	35
2.5.4	Time	36
2.5.5	Leisure entertainment past versus present	36
2.6	Interactivity	37
2.7	Summary	38
3.	RESEARCH METHODOLOGY	41
3.1	Introduction	41
3.2	Research philosophy	41
3.3	Research approach	42
3.4	Research strategy	43
3.5	Research choice	44
3.6	Data collection	44
3.6.1	Sample	45
3.6.2	Instruments	45
3.6.3	Semi-structured interviews	46
3.6.4	Observations	47
3.6.5	Pre-testing	47
3.7	Summary	47
4.	FINDINGS	48
4.1	Introduction	48
4.2	The usage of the mobile entertainment applications	48
4.3	The reasons of the use	64
4.4	The frequency	74
4.5	Present versus past entertainment	75
4.6	Additional findings	78
4.7	Summary	79
5.	CONCLUSIONS, LIMITATIONS AND FURTHER RESEARCH	80
5.1	Conclusions	80
5.1.1	What mobile entertainment applications do UK young adults access and use, and why?	80
5.1.2	How do UK young adults interact with	

	mobile entertainment applications?	82
5.1.3	What impact has it made on the UK young adults leisure patterns comparing to the past experiences?	83
5.2	Limitations	84
5.3	Further research	84
6.	REFERENCES	85
	<i>ABBREVIATIONS</i>	<i>90</i>

LIST OF FIGURES

FIGURE	TITLE	PAGE
1.	<i>Trends in portable digital device usage, 2007-08</i>	15
2.	<i>Most popular mobile websites, Q3 2008</i>	17
3.	<i>Mobile phone features used and features downloaded, 2004-08</i>	18
4.	<i>Device usage summary, July-October 2008</i>	21
5.	<i>Features wanted on next handset</i>	22
6.	<i>Features mobile users have versus features used on a handset</i>	22
7.	<i>Qualitative methods</i>	44

LIST OF GRAPHS

GRAPH	TITLE	PAGE
1.	<i>Smartphone model amongst interviewees</i>	51
2.	<i>Status of the interviewees</i>	51

LIST OF TABLES

TABLE	TITLE	PAGE
1.	<i>Research design</i>	46
2.	<i>Interviewees demographic details</i>	50

PREFACE

I would like to thank my personal tutor for the invaluable help and extremely important guidance through writing this paper. Also, I would like to thank all of my interviewees and groups for taking part in my research, and sharing their views on the topic researched. Moreover, I would like to thank my mom and dad, and best friends for their support through the whole process of learning at the Erasmus University.

EXECUTIVE SUMMARY

The paper is about mobile entertainment applications and their impact on leisure patterns amongst UK young adults. The introduction to the study provides the academic and professional implications and research question with the sub-questions that lead the study's structure. The Literature Review chapter includes main theories in accordance to the subject. In order to answer the first sub-question (*What mobile entertainment applications do UK young adults access and use, and why?*) the chapter introduces the aspects of entertainment such as mobile entertainment and leisure. It also identifies the issues of the current trends on the mobile market, convergence, and multifunctionality in order to conduct a successful research. Furthermore, to answer the second sub-question (*How do UK young adults interact with mobile entertainment applications?*) the place & space of situated leisure with the interactivity dimensions are grasped on. Finally, the present versus past entertainment area of the third sub-question results in a thorough review of the literature within past and present leisure and entertainment.

All of those sub-questions consequently lead to the thesis argument that mobile entertainment applications have an impact on the UK young adults leisure patterns. The research allows exploring the extent and dimensions of the influence of the mobile entertainment applications amongst this specific demographic group.

The research has been conducted through interpretive approach with qualitative method: semi-structured interviews and observations. The findings provide a better insight into the usage of mobile entertainment applications, reasoning and frequency as well as descriptive comparison of the present versus past entertainment. The additional findings from the study are also presented.

1. INTRODUCTION

In the last decade, the world has seen the proliferation of new products, services and modern technologies that have a great impact on the societies nowadays. Some of the new technologies can make our lives more comfortable or more enjoyable like blogs and e-books; Google and social networking sites (i.e. Facebook and Twitter); GPS, iPods and USB sticks; Movies and encyclopaedia (i.e. YouTube and Wikipedia); XP operation system, WI-FI and the broadband Internet; TV and television (i.e. plasma TV, LCD TV, and HDTV); and digital cameras and mobile phones (Kubera, 2010).

Innovative technologies change the perceptions that people have of the world and the ways they act within the world. The ease of access and use of telecommunications is taken for granted. Despite the focus, whether it is communication, access to information, one's own mobility, or the transport of goods, it can be seen everywhere that technical and social changes are interconnected (Tully, 2003). As no generation before owned so many tools and gadgets, innovative technologies strongly influence everyday processes in young people's lives, like for example their leisure time activities. Today's young adults deal with everyday tasks in a completely different manner than they were by the generation of their parents (Tully, 2003). Moreover, the current generation of young people are influenced by technology much more than by the other factors like family. This creates the basis for what the society of the future will look like allowing both the scientists and professionals to grasp the important information from this study. Consequently, the situation described above requires investigating more closely at the young adults use of the technology with regards to their lifestyles and mobility needs (Tully, 2003).

New technologies do not necessarily promise greater efficiency or rational applications but multiple options. Especially young people use innovative technologies in the everyday lives as comfort and joy that are more important than other electronic gadgets' features (Tully, 2003). As the latest technologies' entertainment applications are a very popular entertainment tool among young adults, this raises the issue about what drives them to engage with those applications. There have to be motivations on the users' side for using these entertainment applications and they must also be getting something out of it, that is, they most likely get certain compensation by doing it.

What is more, all of these innovative technologies are becoming more embedded, ubiquitous and networked, with enhanced capabilities for various forms of interaction. It is interesting

thus to investigate the interactive ways of using new technologies. Accordingly, 40th Hawaii International Conference on System Sciences remark that because new devices have created new ways in which people interact on daily basis with technology, entertainment through new technologies is being widely researched into by academics. Nevertheless, this is still an understudied area due to the complexity of this phenomenon (Moody, Wells and Lowry, 2007). Therefore, the research studies in depth the ways people interact with new technologies, in consequence leading to the conceptualisation of this term.

Most of the academics as well as professionals identify convergence as the latest trend in the media industry. Nowadays thus, there is a multitude of convergence of wireless devices, particularly in the mobile phone industry, along with the rise of mobility in the past decade (Bernabo et al., 2009). Mobile phones, particularly smartphones that include mobile entertainment have forced many changes regarding lifestyle, how people work, and play. What is more, traditional paradigms of entertainment are evolving and innovative technologies are often not adopted because they are new, but because they make possible new uses, and new services that would be unavailable or more difficult otherwise (Castells, Fernandez-Ardevol, Qiu, and Sey, 2004; Tully, 2003). Therefore it is necessary to investigate their impact on leisure patterns and how do specific demographic group access entertainment from smartphones (with an emphasis on frequency, shared in opposition to individual experience, and comparison of past versus present affection). Furthermore, the UK represents the most competitive mobile market in Europe resulting in a very viable fight among providers to differentiate their handset and service offering (Intel International Group, 2008). The most predisposed and hugely targeted people are the young, technology-driven and technology-aware adults (Castells et al., 2004). Thus, the UK young adults are the primary focus of the study.

Traditionally, the Uses & Gratifications approach has been applied to mass media; nevertheless, Ruggiero (2000) remarks that it offers a lot of possibilities for new media research. As smartphones entertainment applications provide users with several opportunities of choice, the analysis of the users' specific needs and wishes gains in importance:

‘Motivation and satisfaction become even more crucial components (...)’ (Ruggiero, 2000: 14).

The examination of these questions could very well provide important social information about the new generation, their basic needs, wishes and interests. How, where and when are young adults in the UK experiencing entertainment through their mobile phone applications?

Why do they choose mobile entertainment applications in order to gratify their leisure needs? What do they find entertaining about these applications? Which entertainment applications do they access and why? Has it made an impact on their leisure patterns comparing to the past experiences? Is the experience shared or individual?

1.1 Research questions

Drawing from the the arguments presented in the introduction, the research question is as follows:

What impact do the mobile entertainment applications have on the UK young adults leisure patterns?

In order to answer the research question the the following sub-questions are developed:

- *What mobile entertainment applications do UK young adults access and use, and why?*
- *How do UK young adults interact with mobile entertainment applications?*
- *What impact has it made on the UK young adults leisure patterns comparing to the past experiences?*

2. LITERATURE REVIEW

2.1 Introduction

The new technologies and new media landscapes are constantly changing, and factors surrounding young adults entertainment use of mobile phones is complex (McKay and Thurlow, 2003). Therefore, in order to investigate the mobile entertainment applications and their impact on leisure patterns amongst UK young adults the following areas and concepts have to be researched. In the beginning, the mobile phone industry is introduced. Afterwards, the entertainment concept and leisure patterns are presented, including mobility in entertainment. Subsequently, the light is shed on interactivity. All of these issues raised in the literature review are essential in order to support the primary research results aiming at answering the research questions and sub-questions identified in subsection 1.1.

2.2 Mobile Phone industry

2.2.1 The social shaping

The social shaping perspective became apparent along with the technological determinism point of view (Edge, 1988 in Williams & Edge, 1996), which encompasses the following:

- The nature of technologies and the direction of change are pre-determined (possibly subject to an inner ‘technical logic’).
- Technology influences work, economic life and society as a whole: hence, technological change creates social and organisational change (Williams & Edge, 1996).

On the other hand, the social shaping states that the society plays the significant role in creating the technology and its possible evolution or improvements. One of the most common examples of contemporary new media use in many aspects of private life are mobile phones. According to the social shaping theory, the usage of mobile phones operate within a social context, as it is a part of the society (Lievrouw & Livingstone, 2006). Furthermore, mobile phones cooperate and influence one another. In other words, mobile phones were created as a cause and at the same time as an effect of social needs. Innovation in this field would not be developed without the social practices (Lievrouw & Livingstone, 2006). Moreover, none of the mobile phones would have a life on its own as the society shapes the technology when people use it. Summarising, the social context and new media are co-determining and they both influence each other (Lievrouw & Livingstone, 2006).

2.2.2 Convergence

We have entered an era where media are all over and we started using all sorts of media in relation to one another. One of the reasons for this is the creation of new channels and the profitability of new computing and telecommunication technologies (Jenkins, 2004).

Moreover, convenience is no longer a luxury but a standard, and quality in product and service is a right. The historical focus on creating smarter desktop computers has been shifting to innovating faster, smaller notebooks that hit the mobile technology or cell handsets today (Bernabo et al. 2009).

Most of the academics as well as professionals identify convergence as the latest trend in the media industry. Referring to Radio Television News Directors Association's (RTNDA) chief Bob Salsberg:

‘There is a reason convergence is a buzzword in the industry. Like streams emptying into a river, TV, radio and print are all slowly beginning to merge. We're not yet sure where this digital river will flow, but don't sit back while the waters rush past’
(Salsberg, 2003 in Tanner and Duhe, 2005: 1).

From iPod's to digital video recorders, we are living in an age of convergence - where changes in communications, storytelling and information technologies are continuously reshaping contemporary life, including how we create, communicate, consume and learn information (Jenkins, 2004).

According to Yoffie (1997), digital convergence is a movement toward a point or blending together to merge in a common interest or focus. Moreover, it is the unification of functions, for example, even though the telephone and computer utilise digital technologies, historically they have served and were only intended to serve entirely diverse markets as they had distinctive functions. Thus, the digital convergence entail that a computer incorporates the utility of a communicating tool, and likewise, the telephone takes on the functionality of a computer (Yoffie, 1997).

Referring to Mace and West (2007), NEC¹ chairman Koji Kobayashi was one of the first who identified the proposition of digital convergence. Over years, converged devices have

¹ NEC is a technological company launched in 1899, primarily focused on telephony and broadband Internet technology (NEC, 2010).

changed the product design strategies of mobile phone companies, precisely for the more expensive (and more profitable) models (Mace and West, 2007).

The technological innovation is driven by the expectation of fulfilling a need. This need is something that contemporary consumers sought for in a more extensive way than ever before. Nowadays thus, there is a multitude of convergence of wireless devices, particularly in the mobile phone industry (Bernabo et al., 2009). Furthermore, the rapid advancement in information technologies and the constant change in consumer needs are becoming more ubiquitous (Kim, Lee, and Koh, 2005). Convergence of new technologies is becoming a new powerful force for IT industries that suffer from market saturation at the moment as it creates new demands, changes considerably market structures, inspires firms to set new research-and-development strategy, and finally affects the entire society as a whole (Kim et al., 2005).

One of the earliest successful mobile converged wireless devices is Palm Pilot introduced in 1997 that was the first personal digital assistant (PDA). Palm Pilot was primarily created solely for the business area (Bernabo et al., 2009). Over a time the PDA's business tools, like for instance electronic storage of contacts and calendar events, transferred into a two-way interactive wireless communication handset including mobile phone capabilities with an addition of the Internet, email, and even GPS navigation. As such, the PDA transformation was eventually a response to consumer demands and needs (Bernabo et al., 2009).

Convergence of Wireless Devices article in 2002 remarks that it was advised for mobile companies:

'To be a positive experience for consumers, convergence devices must provide the right hardware, content and service, be easy to use, and enhance consumers' ability to use, transfer, and create content' (CEA, 2002 in Bernabo et al. 2009: 14).

The combination of mobile phones, PDA's and digital cameras, namely smartphones, undeniably answers all of those requirements (Bernabo et al. 2009).

Nowadays' mobile phones are not only telecommunication tools anymore; they also allow people to use it in various ways like playing games, downloading information from the Internet, and receiving and sending photographs or text messages. What is more, any of these functions can be executed through other media devices. For example, one can listen to music on DVD player, computer MP3 files, and a music cable channel, among the others.

Although the convergence of mobile phones and other new technologies have been happening for some time, the smartphones mix of PDA features along with all other mobile phone utilities have created a separate market for its products (Bernabo et al. 2009).

All sorts of companies that include 'digital' in its products and services do not behave in the same way when it comes to radically different strategies, which reflect the uncertainty about how to proceed. The struggle goes further as convergence characterises an opportunity for media conglomerates, since successful content in one sector can expand its market reach across other platforms. However, convergence signifies a risk at the same time. Most of these media are afraid of fragmentation of their markets. In other words, it means that if for example, a company moves a viewer from television to the Internet, there is an uncertainty that the consumer may never return (Jenkins, 2004). Also, convergence may be a threat to creative industries because they have to alter old assumptions about what it means to consume media, which in turn shape, for example, marketing decisions. Hence, if old consumers were assumed to be passive, predictable, stationary, isolated individuals, the new consumers are viewed as active, migratory, less loyal and more socially networked. As a result, the contemporary convergence with an active and critical consumer is gaining new importance within media industries, as John Hartley and Toby Miller suggest, creating new possibilities for academic involvement in policy debates, among the others, which will shape the next decade of media change (Jenkins, 2004).

Although, the existing literature on convergence has generally focused on the convergence phenomenon as a whole (Blackman, 1998; Messerschmitt, 1996; Mueller, 1999; Yoffie, 1997), currently the most crucial is the device or technological convergence. Device convergence applies to the terminal or handset the consumer uses directly in his or her hands (Kim, Lee, and Koh, 2005). It is the view of convergence as a multi-purpose information appliance that combines the functions of converging the sectors (Kung, 2008). As such, development of convergence may take several forms, for instance a convergence of communication platforms like television, telephone, computer, print media; and a convergence of communication contents that may be created and spread in various ways (i.e. news) (Drotner, 2002).

Therefore, consumer preference is the most important factor in determining the direction device convergence will take. Moreover, recently, a fairly large part of the development of IT products has been determined by the pull of demand rather than the push of technology (Kim, Lee, and Koh, 2005).

Jenkins (2006 in Alexander, 2008: 6) maintained toward the end of his book that:

‘[n]one of us really knows how to live in this era of media convergence, collective intelligence, and participatory culture. These changes are producing anxieties and uncertainties, even panic, as people imagine a world without gatekeepers...’

Although Jenkins might be right, many young adults are already living lives saturated with media convergent texts, which they consume, share, and create (Alexander, 2008).

Finally, Kung (2008) illustrates convergence of industries as technologically driven combining the content, computing (information technology) and communications (telecoms), also known as ‘3-C Model of convergence’ (i.e. iPhone’s merger of Apple’s computing advancement with mobile phone specifications within the given content).

Accordingly, there are three beneficial characteristics of mobile handsets:

- Mobility - that enables users to access their mobile phone and its diverse services at any time and place (Kuo & Chen, 2006);
- Convenience – mobile devices are handy as they incorporate data storage, they are always at hand and are easy to use. What is more, the wireless connection allows for the first-hand information (Kuo & Chen, 2006);
- Personalization – the mobile phone is specifically a possession of an individual who can fit the mobile screen look, ring tones and many others in his or her own way (Kuo & Chen, 2006).

2.2.3 Trends

According to the Mintel International Group (2008) there are several fast forward trends in the mobile phone industry. The impact of new media channels, omnipresent technology and the persistent desire for innovation means that media industry becomes the new battleground for more demanding users (Mintel International Group, 2008).

Arguably, the worlds of media and communications are generally facing an explosion of choice. Users and the proliferation of the new media channels become increasingly powerful (Mintel International Group, 2008). Subsequently, increasing battery life and improved technology make available for mobile phone manufacturers to integrate, for instance, larger and better quality screens into mobile handsets. Although, current mobile handsets are now promoted around the benefits of being able to watch video on the move, they still cannot envy home entertainment due to the size of screen and sound quality. Nevertheless, the future

integration of mini-projectors into mobile handsets may change that perception. Eventually, mobile phones are likely to be able to rival even the largest flat screen televisions for televisual experiences. As a result, mobile phone will become the centre of the media space, channeling any digital TV and recording programmes, thus substituting as a mobile personal video recorder (Mintel International Group, 2008).

Furthermore, the rise of social networking over recent years and the Internet over a longer period, resulted in keeping in touch with friends without being face to face. Thus, increasingly mobile phones are an extension of the users themselves, as they play a more active role in meeting existing or new friends. This and other interconnected functionalities are becoming intensively desired (Mintel International Group, 2008).

2.2.4 Competitive context

According to Business Monitor Online (BMI, 2010), the emergence of smartphones such as the Blackberry, Sony- Ericsson's Satio and Apple iPhone, has been a great success. Two of the salient factors that have driven the smartphone's success are the easy-to-use web browser and the application stores. The application store allows anyone to build his or her own applications. Plenty of applications available on for instance the Apple's app store allow users to download applications for anything they want to (i.e. music streaming, games, personality tests) (BMI, 2010).

The UK market sees mobile content used for a variety of reasons. Particularly mobile handset is sought as a device for busy users on the move. Younger subscribers and young adults were initially targeted through music and game downloads that now also move on social networking and instant messaging services, which are increasingly important applications on mobile handsets (BMI, 2010).

Smartphones and personal media players dominate the mobile TV and video hardware markets (see details in Figure 1). They can obviously co-exist in the market by targeting different segments of users: TV is time and location sensitive (i.e. news, weather) for smartphone mature users; streamed or downloaded video can be catch-up based for younger users who essentially share downloaded clips and programmes (Mintel International Group, 2009).

Figure 1: Trends in portable digital device usage, 2007-08

	Jul-07	Oct-07	Jan-08	Apr-08	Jul-08	Oct-08	% point change July-October 2008
Base: adults aged 15+	2,009	1,965	2,006	1,973	2,036	2,009	
	%	%	%	%	%	%	
Other mobile phone (i.e. not smartphone)	-	-	-	80	78	77	-1
Portable digital music player, e.g. iPod Classic, Zen, MP3 player	29	27	34	30	32	29	-3
Portable gaming device, e.g. Nintendo DS, PSP	-	-	-	15	18	13	-5
Smartphone, e.g. Apple iPhone, Nokia N95, BlackBerry	-	-	-	6	7	10	3
Personal media player, e.g. Archos, iAudio, iPod touch	-	-	-	2	6	9	3
PDA or other handheld computer, e.g. Palm, HP iPAQ or Dell Axim	4	4	4	4	3	2	-1
eBook reader e.g. for reading books digitally	-	-	-	-	-	1*	-

* added to the October 2008 survey for the first time

Source: Mintel International Group (2009).

Although the standard mobile phone and the MP3 player are one of the least operational for delivery of mobile TV and video contents, the two fastest-growing devices are those best equipped to do so: the smartphone and the personal media player (iPod touch, iAudio, Archos) (Mintel International Group, 2009).

Nevertheless, PDAs (i.e. Palm, HP iPAQ) and portable gaming devices (i.e. PSP, Nintendo DS) appear to be slipping out of the convergence race, leaving the smartphone (i.e. Nokia N95, Blackberry, Apple iPhone) and personal media player to fight it out for market dominance (Mintel International Group, 2009).

The research by Mintel International Group (2009) indicates the following hierarchy of TV and video genres that users are keen on watching via mobile (it applies both to the present and the future): news, weather, music, sport, film trailers and TV episodes. This in turn illustrates that successful mobile TV and video services are characterised as one of two types:

- Time-sensitive and location-based (i.e. news, weather, live sport), or
- Interest-led (i.e. music, film, TV series).

Figure 2: *Most popular mobile websites, Q3 2008*

Rank	Site	Unique audience (m)	Unique audience (m)	% reach	% reach
		Mobile internet	PC-based internet	Mobile internet	PC-based internet
1	BBC News	1.7	8.2	24	23
2	Google Search	1.7	28.0	23	79
3	BBC Weather	1.5	5.9	21	17
4	Facebook	1.5	13.8	20	39
5	Windows Live Hotmail	1.0	12.2	14	35
6	BBC Sport	1.0	6.1	14	17
7	eBay	0.9	15.2	13	43
8	Yahoo! Mail	0.9	8.6	13	24
9	Sky Sports	0.8	2.7	11	8
10	Gmail	0.6	2.4	9	7

Source: Nielsen Online (in Mintel International Group, 2009).

According to Figure 2, four of the UK's ten most accessed mobile websites fall into the important categories listed above – news, weather and sport (Mintel International Group, 2009).

The increase of mobile social networking that is visible on the fourth position in Figure 2, Facebook also has positive implications for mobile video. Nowadays social networking sites (SNS) are prominent feature of services on the move (Mintel International Group, 2009).

Summarising, smartphones act as the principle platform for delivering content that can be downloaded as well as promotion of new broadcast services like for example SNS (Mintel International Group, 2009).

2.2.5 Activities and functionalities on mobile

The mobile phone value-added services are divided in four categories:

- Mobile communication services – provide services like text messaging, email and MMS (multimedia messaging service). When the mobile phones emerged mobile communication services were the primary feature of the mobile handsets (Kuo & Chen, 2006);
- Mobile entertainment services (ME) – provide users with entertainment application services, such as the access to ring tones, images, and games, among the others. These services are developing very fast and are increasingly successful. Especially the combination of mobility and entertainment is apparently very appealing for many users as it kills time and is fun in spaces when wired entertainment appliances are inaccessible (Kuo & Chen, 2006);
- Mobile transaction services – provide business and banking services, like for example mobile shopping and banking (Kuo & Chen, 2006);
- Mobile information services (MI) – provide users with quick information services such as news, street maps, and stock quotes (Kuo & Chen, 2006).

According to Figure 3, the major activities on mobile handsets are game playing (ME), web browsing (MI), music and radio listening (ME & MI). Although gaming is not experiencing remarkable growth in usage, Nokia predicts the market to remain stable for now with no sudden changes (Mintel International Group, 2009).

Figure 3: Mobile phone features used and features downloaded, 2004-08

Base: adults aged 15+

	2004	2005	2006	2007	2008	% point change
	%	%	%	%	%	2004-08
Features used:						
SMS/Text messaging	49.2	52.8	55.9	57.3	53.0	+3.8

Camera	6.6	17.6	29.5	37.4	40.4	+33.8
Voicemail/answerphone	34.4	35.4	36.3	38.0	37.4	+3.0
Bluetooth	-	-	20.2	23.8	29.5	-
Video camera	1.5	6.4	14.3	20.5	22.6	+21.1
MMS/Picture messaging	7.0	11.9	16.2	19.6	21.0	+14.0
Games	19.9	20.0	20.5	20.7	20.1	+0.2
MP3 player	-	-	7.8	11.6	14.9	-
Internet/WAP	6.9	9.1	9.2	11.6	12.9	+6.0
Radio	-	-	5.2	6.6	9.2	-
Email	2.2	3.4	4.0	3.6	4.4	+2.2
Voice activation	4.4	5.2	5.5	3.0	2.6	-1.8
Video calling	-	-	1.8	2.0	2.2	-
GPS (Sat-Nav)	-	-	-	-	2.0	-
Others	4.7	6.2	6.5	4.8	5.8	+1.1
Features downloaded in the past 12 months:						2007-08
Ringtones	-	-	-	14.2	13.1	-1.1
Games	-	-	-	7.5	9.2	+1.7
Pictures	-	-	-	9.0	9.0	-
Music (MP3s)	-	-	-	6.6	6.9	+0.3
Videos	-	-	-	4.2	4.2	-
Other software applications	-	-	-	2.1	2.6	+0.5

All data is taken from a TGI sample of 25,000 adults

Source: GB TGI, BMRB Q4 (2004-08 in Mintel International Group, 2009).

Consumers are not using full functionality of handsets though (Mintel International Group, 2008). What is more, as consumer choice rises and prices begin to decline, smartphone uptake is expected to increase. This in turn, will drive mobile data usage among subscribers (BMI, 2010).

2.2.6 The UK mobile market

The United Kingdom mobile phones market risen by 9.3% in 2008 to reach a value of \$3.7 billion. In 2013 the market is forecast to increase around 13.5%, which indicates a value of \$4.2 billion (Dataminor, 2009). According to BMI (2010), at the end of 2008 the UK had 77.684 million mobile customers that represented 126.5% market penetration. In a year time, the UK has reached around 79 million with penetration increasing to 128.4%. These numbers indicate the high development, supply and demand of the mobile phone industry market.

Referring to Mintels' statistics, there are over 74 million mobile phone subscriptions in the UK compared to a population of 60 million and over 85% of adults have a mobile phone while 9% use just a handset instead of a fixed line. Hence, the UK represents the most competitive market in Europe resulting in a very competitive fight among providers to differentiate their handset and service offering (Intel International Group, 2008).

The UK's mobile market is considered to be one of the most competitive in the Europe with five major players. Four operators provide 2G and 3G services: Telefonica O2 UK, Vodafone UK, Orange UK and T-Mobile UK. The market is also home to a 3G only operator, Hutchison Whampoa's 3 UK (BMI, 2010).

For instance, the following are the examples of the attempt to differentiate network providers with exclusive offers:

- O2 have released the iPhone in 2007, which also created a lot of interest due to the new type of touch screen iPod (the iPod Touch) with mobile connectivity. Marketing department focused on the touch screen that enabled quick navigation of web pages. Thus, this function allowed users to enjoy websites in their original format, and not scaled down. Subsequently, unlimited data usage, and an upgraded 3G model in 2008 reinforced the power of Apple's mobile web (Intel International Group, 2008). Currently, O2 secured exclusivity to the new Palm Pre smartphone, which is expected to be the main competitor to iPhone's new version.
- Vodafone launched its own touch screen mobile phone, the Blackberry Storm along with media capabilities in 2008. It has been perceived as an alternative and real competitor to Apple's handset (Intel International Group, 2008). Several months after O2 securing new exclusivity, the iPhone selling rights went to Vodafone and Orange. Orange launched the iPhone 3Gs in November 2009 and Vodafone set the launch in mid-January 2010 (BMI, 2010).

- Also, in 2008 T-Mobile launched the G1 (built by HTC Corporation²) with Google's open-source platform, Android. The primary innovation is the opportunity of new smart phone applications and Google's services (i.e. Gmail and Maps). The handset is not restricted to T-Mobile network though (Mintel International Group, 2008).
- 3 has launched Facebook phone – aimed squarely at users who find smartphones such as the iPhone, Blackberry Storm and G1 too expensive, yet want to use social networking, e-mail and instant messaging as well as surf the mobile web (Wray, 2008).

Accordingly, such a competitive market benefits the mobile user as the Figure 4 presents an ever-increasing trend for smartphones. The smartphones are characterised by providing from high speed downloading to office-like functionality allowing users to open documents and email at the same time consuming video and music on the movement (Mintel International Group, 2008).

Figure 4: *Device usage summary, July-October 2008*

	Jul-08	Oct-08	% point change
	%	%	July-October 2008
Base: adults aged 16+	2,036	2,009	
Smartphone, e.g. Apple iPhone, Nokia N95, Blackberry	7	10	+3
Other mobile phone (i.e. not smartphone)	78	77	-3

Source: BMRB (in Mintel International Group, 2008)

According to Mintel International Group (2008), fast web browsing is in top five functionalities wanted by the mobile users on their next handset (Figure 5). Although the mobile manufacturers are focusing more on innovative functionalities, it also brings complexity especially to those less technically savvy users (Mintel International Group, 2008).

² High Tech Computer Corporation

Figure 5: Features wanted on next handset

Base: 2,000 Internet Users Aged 16+

	All
	%
Camera – 5 megapixels or more	14
GPS/Sat-Nav	12
Touchscreen	11
Wi-Fi	8
Fast web browsing e.g. 3G	7

Source: GMI (in Mintel International Group, 2008)

Also, despite the advanced functionality as a tool for differentiation, according to Figure 6, an average user still is concentrated on SMS and voice calls (with the exception of using an integrated digital camera). After making calls and sending/receiving texts, most users look to using their phones for taking pictures and video (Mintel International Group, 2008).

Figure 6: Features mobile users have versus features used on a handset

	Have	Use	% point difference
	%	%	
SMS/Text messaging	78	59	-19
Camera	64	44	-20
Voicemail	71	42	-29
Bluetooth	52	31	-21
Video camera	46	24	-22
MMS/Picture messaging	49	23	-26
Games	67	22	-45
MP3 player	33	16	-17
Internet/WAP	46	14	-32
Radio	28	9	-19
Email	38	5	-33
Voice activation	23	3	-20

Video calling	16	2	-14
GPS	6	2	-4

Note: Includes all mobile phone users Taken from the TGI survey of around 25,000 adults

Source: GB TGI Q3 (2008 in Mintel International Group, 2008)

Nevertheless, referring to BMI (2010), despite the substantial growth in the number of SMS and MMS being sent, revenues from these are not equally escalated. The reason for this situation is that SMS and MMS are very often offered inclusive into mobile tariffs. Thus, messaging is used more frequently but there is no direct relation to the revenues (BMI, 2010).

Furthermore, the launch of the Apple iPhone stirred rising interest in the use of handsets as MP3 players due to its previous product: iPod.

Summarising, the evident gap between having Internet access and using it (32%) is expected to close extensively as mobile Internet access becomes the front line for providers who look to differentiate (Figure 5). Eventually, mobile phone manufacturers are focusing on the touch screen functionality to ease the use of the mobile Internet. As a result, greater user interface intuitiveness helps transfer those that are not currently connected online (Mintel International Group, 2008).

Ultimately, in order to capture public imagination, mobile networks will increasingly be providing the market with phones designed to focus user attention on the web (Mintel International Group, 2008).

2.2.7 3G – Third Generation range

The United Kingdom was the first government to receive third generation (3G) range licenses for the next generation of mobile phones in Europe (Moore & Rutter, 2004; BMI, 2010). In April 2000, the UK government received £22.5 billion. Shortly afterwards, other European countries allocated licences for 3G network, most of which invested a large amount of money to provide mobile phone new airwaves (Moore & Rutter, 2004).

‘Third generation (3G) wireless networks ... offer faster data transfer rates than current networks. The first generation of wireless (1G) was analog cellular. The second generation (2G) is digital cellular, featuring integrated voice and data communications. So-called 2.5G networks offer incremental speed increases. 3G networks ... offer dramatically improved data transfer rates, enabling new wireless applications such as

streaming media' (SCMAD, 2005 in Wilson, 2006: 2).

Although the 3G was about to become a great success and a new popular trend in the mobile phone industry, the amount of the investments from mobile operators that has to be paid became a problem once the return on investment (ROI) did not meet the predictions. Only 2 years after the introduction of this mobile phone airwave innovation Germany Mobilcom almost bankrupted and was one of many who faced problems due to 3G. Subsequently, Orange deputy chief executive said he believes 3G services will not become a mass-market proposition for at least another 3 years (Moore & Rutter, 2004). Therefore, mobile operators are constantly searching for new ways to increase sales of new mobile phones, catalyze consumers who spent on profitable services and in turn recoup the money spent on 3G licenses (Moore & Rutter, 2004). Mobile entertainment (ME) is considered to be the most promising incentive for the industry (Moore & Rutter, 2004).

The rationale behind this optimism for ME lies in the following numbers. 1.65 billion chargeable person-to-person text messages were sent in January 2003 across the four major UK GSM networks. It suggests success for the industry, as it supports not only peer-to-peer communication but also entertainment services such as sports, horoscopes, downloadable ring-tones and icons as well as the high frequency of people taking part in TV Programmes voting (i.e. Big Brother, Pop Idol, I'm a Celebrity, Get Me Out of Here). Although it is a long leap from short messaging system (SMS), Moore & Rutter (2004) research and other commercial researches are rather optimistic about diffusion of technologies and use of ME services as a success for the mobile phone industry.

Accordingly, BMI (2010) forecasts that 3G subscriptions will significantly drive the growth in the market with mobile broadband. Thus, it is estimated that the 3G customer base have reached approximately 22.874 million by the end of 2009. Similarly, Mintel International Group (2009a) remarks that 3G connections are constantly rising. BMI (2010) forecast indicates that by the end of 2014 there is going to be a significant growth of 3G customers reaching over 42.7 million. This in turn will account for 49.1% of the mobile market (BMI, 2010).

2.3 Entertainment

2.3.1 Entertainment concept

There is no doubt that entertainment is very crucial part of everyone lives. As Wolf (1999 in Vorderer, 2003: 131) remarks:

‘Entertainment is fast becoming the driving wheel of the new world economy’.

Therefore, as the importance of the entertainment nowadays rapidly increases it is crucial to first deal with the phenomenon’s definition. Entertainment is a compound and comprehensive concept that is not easy to define. Many contemporary meanings of the entertainment can be traced to positions that have been interpreted throughout the ages. Thus, many studies perceive entertainment as an experience related to the reception (Vorderer, 2001).

Nevertheless, in accordance to the new technology age, entertainment is also considered as a characteristic of the new media. Vorderer, Klimmt & Ritterfeld (2004: 258) identify entertainment as follows:

‘It’s an experience that helps media users to cope with their everyday life. For some, it’s pleasure seeking in boring situations or compensation in burdening situations; for others it’s compensation in a depriving situation, fulfillment of needs in unsatisfactory situations, and self-enhancement or even self-realization when they are – for whatever reason – ready for it’.

This in turn suggests that users turn to media with various motivations and seek different kinds of gratifications that, if fulfilled, will result in an entertainment experience. Similarly, Bosshart and Macconi (1998 in Vorderer, 2001) describe entertainment experience through the following six dimensions:

- Psychological relaxation (i.e. distracting);
- Change and diversion (i.e. diversity);
- Stimulation (i.e. excitement);
- Fun;
- Atmosphere; and
- Joy.

Furthermore, referring to Tully (2003) young people very often consider the use of technology to be a lot of fun; it is a possibility to try out new things or to find relaxation from the everyday stresses. As a result, items that guarantee convenience, comfort and joy find the highest acceptance during adolescence. Yet, their playful use and appropriation is the main

object (Tully, 2003). For instance, in the research paper by Valentina Rao *Facebook applications and playful mood: the construction of Facebook as a 'Third Place'*, she examines the role of facebook applications as sorts of digital games. Rao argues that some of these applications are not so much games as 'props for social play' (Rao, 2008: 9), as users rather play with or through them. Moreover, she relates these applications to playfulness. According to Dewey (in Rao, 2008), playfulness is a state of mind, while play is the external expression of this mindset. Therefore, the conclusion is that facebook application (that have a lot in common with mobile applications and in turn apply here too) appeal to emotions like playfulness and fun, as the users are not required to put much engagement into the game and are still rewarded with a play experiences.

Accordingly, Vorderer (2001) transmit media entertainment to play theory and remarks clear characteristics of play that are also applicable to smart phones entertainment applications.

In order to research the entertainment gratifications users seek and receive by engaging with the smart phones entertainment applications, the subsequent dimensions of the entertainment are identified, based on the play theory, the above features and research by Shao (2008), Sherry (2004), Lucas & Sherry (2004) and Vorderer (2001):

- Involvement (Vorderer, 2001): reflects the absorption of the user within the virtual reality of mobile entertainment;
- Diversion (Vorderer, 2001; Sherry, 2004; Lucas & Sherry, 2004): reflects distraction from issues in everyday life or just to waste time;
- Self-affirmation (Vorderer, 2001; Shao, 2008): reflects an attribute for entertainment gratifications. With relation to the mobile entertainment, this means that for example user takes some entertaining tests to find something out about or confirm aspects of his/her personality, despite the fun purpose of the application and not entirely truthful result (Shao, 2008);
- Compensation (Vorderer, 2001): reflects making up for something the user wants to be in real life but is not able to achieve.

2.3.2 Mobile entertainment

Entertainment is a fundamental dimension of the media world. However, it is a new reality when applied to telephones. In the very beginnings telephones were not associated with entertainment at all. The first, restricted activities were pornographic or fortune-telling services (Castells, Fernandez-Ardevol, Qiu & Sey, 2004). Hence, the emergence of mobile

entertainment indicates a significant distinction between mobile telephony and traditional telephony. Certainly, with the incorporation of the Internet and other new technology facilities in the mobile communication handsets, mobile entertainment is an important new area of business, technology, and social practice. Moreover, even though this phenomenon is omnipresent, it is at the same time under-researched (Castells et al., 2004).

The main issue when dealing with mobile entertainment is defining it as many researchers identify mobile entertainment differently. What is more, the researches' respondents are also very often confused with straightforward definition. The qualitative research conducted by Moore & Rutter (2004) identifies that respondents are not always clear with what mobile entertainment actually is. Also, recent research reveals that many consumers are vague about the mobile entertainment and related wireless technology options available to them. For instance, a Packard Bell-sponsored survey of approximately 1000 British home PC users established that 70% of respondents did not know what Wi-Fi³ was (MORI, 2003 in Moore & Rutter, 2004).

Furthermore, the Mobile Entertainment Forum (MEF) has already highlighted the difficulty of constructing common understanding of this term:

‘Two different industries make up the mobile entertainment industry: entertainment and telecommunications. Mobile entertainment is created as the convergence of both industries. Each of these worlds speaks a different language, and holds different assumptions about the nature of its work’ (MEF, 2003 in Moore & Rutter, 2004: 51).

As a result, there is no surprise the consumers are unsure about what mobile entertainment stands for, once industry specialist have difficulty in agreeing on mobile entertainment definition and its components (Moore & Rutter, 2004).

Moore & Rutter (2004) defined mobile entertainment as any leisure activity made through a personal technology device, which is, or has the potential to be, networked and allows transfer of data (like voice, sound and images) on the move, and on distance with various geographical locations. This definition is technology-centered, however the social aspects of mobile entertainment are included in the phrase ‘any leisure activity’. The societal aspects of this phenomenon are crucial to be able to gain the understanding of the domestication of mobile technologies illustrated further in this paper (Moore & Rutter, 2004).

³ Wi – Fi is an abbreviation of Wireless Fidelity

The most workable definition of mobile entertainment is the one presented by Castells et al. (2004): mobile entertainment can be defined as entertainment products and/or services that are available on wirelessly networked, portable, personal devices. As such, it includes variety of content on mobile phones, like games, images, ring tones, music, movie clips, adult services, gambling, personality-tests, radio or MP3 players, among the others. On the contrary, the term excludes mobile communications, like for instance person-to-person calls, text messages, voicemail as well as some of the mobile commerce (m-commerce) applications.

2.3.3 Previous studies

Academics and industry professionals have been significantly focused on the mobile entertainment phenomenon that adopts at once content, service and hardware (Bryce, Moore & Rutter, 2004). Bryce et al. (2004) conducted research that measured the level of consumer's interest in using their mobile handset for games that appear to be a key element of the mobile entertainment market. The findings indicate that users do not show noteworthy enthusiasm when asked whether they perceive mobile games to be a fun way of passing free time. What is more, they tend to not put to much attention to playing games on their mobiles.

Furthermore, recently in the UK a lot of marketing attention has been brought to the ability of 3G networks to allow the delivery of video content, like for instance football highlights and video calls, to other mobile peers. At this point, also the research by Bryce et al. (2004) reveals no strong enthusiasm of users.

Nevertheless, the results identify that one of the key reasons for the negative perceptions is inadequate price positioning for the services available as mobile entertainment (i.e. MMS, 3G video content). Over time, more users find the price points not acceptable, and thus too high for the services offered by network providers. The reluctance to pay for ME services also apply to alternative methods of revenue like for example cheaper content in return for receiving advertisements on their mobile phone. In this case, the majority of the respondents does not approve alternative methods and would not use it (Bryce et al., 2004).

On the contrary, user's demands for mobile phones as a technology tool are different. Generally, it is unavoidable to give the users certain amount of time when upgrading technology for learning purposes. The research by Bryce et al. (2004) confirms that belief, as only 17% of respondents feel fully comfortable with innovative mobile devices. The same percentage goes for users who claim to be frustrated when they are unable to navigate through

their mobile phone effectively and according to their expectations. However, in the mobile entertainment industry there is a strong belief that technological development and consumer adoption within the market is easily predictable. What is more, professionals hold evidence that technologies development will be linear as well as consumer adoption. As a result, 95% of the users are aware that in the near future mobile handsets will have more memory and a better battery life (Bryce et al. 2004). Also, 89% of the respondents from Bryce et al. (2004) research claimed that the mobile phones connections would get faster and not crash. This leads to the most significant finding that 69% are optimistic enough to agree that ‘In the near future one device will do anything you want it to whilst you are on the move’ (Bryce et al., 2004: 96).

2.3.4 Mobile entertainment function

The history of the mobile entertainment starts in 1997 when Nokia as a first mobile manufacturer released mobile-embedded game Snake, which was free of charge. Several factors influenced the great success of the very introduction of mobile entertainment: the price (free) indicating affordability, accessibility (available on every Nokia mobile device), targeted perfectly at the younger users, the game itself is easy and enjoyable fun, and finally there was the utility scope beyond the communication function. It in turn presented the successful convergence of uses (Castells et al., 2004).

Furthermore, entertainment is a fast-developing function of mobile handsets. The most predisposed and hugely targeted people are the young, technology-driven and technology-aware adults. This quickly growing segment seeks for entertainment facilities, and thus manufacturers follow up this desire with new capabilities of mobile phones, their services and products (Castells et al., 2004).

Although the entertainment function of new generation mobile phones, especially smartphones, is very appreciated, the other uses of mobile devices are equally important⁴. The common thought is that mobile phones are used for communication regarding work-related activities or personal communication. Hence, the common thought is that the entertainment function is not the dominant one. However, in reality, neither is communication one. Nowadays there is an increase of the multipurpose functionality of mobile handsets (Castells et al., 2004). As a result one is able to switch from work to sociability and to entertainment at

⁴ See *Activities and functionalities on mobile* in *Mobile Phone Industry* section for more information.

the same time and space that characterises the new communication system. In fact, it is the user that encourages such structure and dimensions of communication devices. The practice of the individual presents his or her choice of practices enabled in the multifunctional mobile handsets (Castells et al., 2004). Consequently, top, successful smart phones are those that include and make available a range of choice, variety of functions, and offer different services (Castells et al., 2004). Finally, the old, long-going separation between work and leisure is not up to date anymore due to the coexistence of multifold mobile communication networks (Castells et al., 2004).

Furthermore, as Tully (2003) remarks, innovation is on one side, whereas the social implementation of new technologies is on the other. The exceptional growth of new technologies and great improvements of converged mobile phones has driven an academic research related to the use and influence of these technologies, yet it is still understudied and vague area (Moody, Wells & Lowry, 2007). Moody et al. (2007) distinguish these areas of research as interactive digital entertainment (IDE) and lifestyle computing (LC). IDE and LC are fundamentally different from other technologies as their main purpose is to entertain and supplement an individual's personal life, opposite to raising one's proficiency at work or in other business-related tasks (Moody et al., 2007). One of the elements of IDE and LC are wearable computing and personal electronic devices. Personal electronic devices, such as PDA's and smart phones, is an overlapping area with wearable computing and it covers tools that affect lifestyle computing. The mobility of cell phones, entertainment patterns, and realisation of other early theorists ubiquitous computing are the examples of the great influence of these devices on leisure time of young adults that is the:

‘(...) Time that is not obligated, and leisure activities can be defined as activities that are non-obligatory. At work, a man's time is not his own and his behaviour is not responsive purely to his own whims. Outside work, there are certain duties that men are obliged, either by custom or law, to fulfil, such as the obligations that an individual has towards his family. When these obligations have been met, a man has ‘free time’ in which his behaviour is dictated by his own will and preference, and it is here that leisure is found’ (Roberts, 1970 in Dyer, 2002: 7).

Thus, as entertainment is also a part of leisure and is directly linked to mobility the next two sections of this chapter are devoted to these concepts.

2.4 Mobility

Mobility gives the users access to mobile devices at any time and place in order to use variety of services, from mobile communication, to mobile entertainment, mobile transaction services or information services (Kuo & Chen, 2006).

Mobility in everyday life covers both traveling and spending time in sites outside the home and workplace, which indicates only the usage of ICTs to the extent of personal use (Haddon, 2002).

The importance of mobility lies in the people's experience of ICTs in comparison to the impact of other aspects of everyday life. So far, the academics primarily focused on the use of ICTs at home. This in turn omitted the time of the everyday life spent on the move, outside home and work, and the role of new technologies in other spaces (Haddon, 2002).

2.4.1 Changes in mobility

There are several difficulties in clear evaluation of the effect of changes, outlined as follows:

- The changes in mobility in society took place over decades and generations that mean it was relatively long periods of time (Haddon, 2002);
- On contrary, technological innovation in mobile handsets, Internet and other mass market wireless products are accessible for comparatively short period of time (Haddon, 2002);
- Landline telephones and television have been available for much longer compared to the time scale of changes in everyday life mobility. Nevertheless, the relationship between mobility and these technologies have not been thoroughly investigated (Haddon, 2002).

Williams (1974 in Haddon, 2002) referred to innovations from 20th Century, arguing that some technologies in the UK (i.e. cinema, photography, gramophones) and the rise of popularity of media such as newspapers exposed the greater geographical mobility, which was occurring at the time as people moved to live and work in various locations. As a result, it directed people to have more interest in new technologies (the ones back in 20th Century), which kept securely memories and helped keep in touch and be aware of the occurrences in places they had come from. Therefore, new innovations in that time period were favoured due to the changing social experiences. Nowadays, there are some similarities to the past. Haddon (2002) and Townsend (2001 in Haddon, 2002) argue that increasing mobility has pursued creation of the positive perception of different new technologies, like for example mobile

phones; due to the growth in situations people perceive these devices useful.

2.4.2 Increased mobility

According to Kalakota and Robinson (2001 in Anckar and D’Incau, 2002), prompt and easy access to entertainment is always appealing to mobile phone users. Particularly, the combination of mobility and entertainment is even more appealing for many users because of the opportunity to ‘kill time’ or simply have fun in situations when wired entertainment devices cannot be accessed or are not available at the given time and space. Mobile entertainment provides users with entertainment applications, such as the downloading of ringing tones, images, and games, among the others (Kuo and Chen, 2006). Kalakota and Robinson (2001 in Anckar and D’Incau, 2002) argue that mobile entertainment applications such as digital music and games are ideal complement to mobile phones. Also, Varshney, Vetter and Kalakota (2000) remark that people want to enjoy entertainment while on the move.

People are on the movement more due to the variety of options and choice. Over the years there are several factors that had an impact on the mobility improvement:

- There is easier car access; and better and faster public transport on any kind of distance (like buses, railways, flights) indicating enhancement of the transportation options;
- It is more affordable to travel as the economic situation is favourable to do so (in some countries);
- The far away distances are now more reachable due to the change of perceived geographical horizons (Haddon, 2002).

2.4.3 Why are people more mobile?

Nowadays people travel very often due to leisure as they can now afford to spend their free time away from home. Thus, people choose activities that frequently require travel. Also, the growth of mobility is a result of the movement of friends and family to live in other places, cities and countries that increases ‘seeing over’ visits. Finally, people commute more and over long distances as well as spend their holidays abroad, specifically in very distant spots (Haddon, 2002).

Therefore, mobile phones serving mobility promote personal lifestyles, support leisure-time behaviour, and can eventually shape a person’s identity (Tully, 2003).

2.5 Leisure

Leisure today is big business. In the UK, leisure accounts for between 25% and 38% of all consumers spending, depending on the precise number of objects treated as leisure (Roberts, 2006).

2.5.1 Definition

The study of leisure dates back many years and goes beyond several academic and professional disciplines. Hence, there are many various definitions of leisure. One of the first XX century major leisure researcher, De Grazia (1962) has described the leisure as an idea beyond recreational, which increases an individual's awareness of the world through contemplation. Further the timeline, another leisure researcher Neulinger (1974 in Mannel & Iso-Ahola, 1987), defined leisure as an experience or the state of mind of the individual that is both voluntary and fundamentally motivating of its own merit. Furthermore, Csikszentmihalyi (1990) portrays leisure through the flow theory. In his work *Flow: The Psychology of Optimal Experience*, Csikszentmihalyi (1990) explains the state of flow as concentration on an activity where the person is fully absorbed with what he or she is doing. This in turn is featured by fulfillment, engagement and skill (Csikszentmihalyi, 1990). Thus, there has to be a challenge for the skill to play part in the state of flow resulting in a productive harmony (Csikszentmihalyi, 1990). All of these definitions represent the psychological angle of leisure. In other words, according to the past century researchers, the leisure is contemplation, a state of mind or synchronized flow. Therefore, all of these definitions are subjective terms, privileged by behavioural scientists, centred on two areas: life quality and subjective studies (Unger & Kernan, 1983).

In objective terms, the leisure can be generally defined as a given time that is spent apart from work or any other compulsory activity. Thus, it is a period of time, which allows recreation and discretionary time before or after obligatory activities, like for instance going to work, going to school, doing household chores, among the others. It is very often difficult to distinguish leisure and compulsory activities as people do work-oriented tasks for pleasure or for long-term utility. Hence, these activities are loosely applied between leisure and compulsory work.

After the thorough study of various leisure definitions, the following one is the most workable for the research. Leisure means 'a time of opportunity wherein an individual has the freedom to perceive and select experiences which are either worthwhile or simply gratifying' (Shivers, 1979 in Vorderer, 2000: 21), and thus there is definitely a remarkable raise of leisure over the

past few decades.

Leisure can be divided as active and passive. Active leisure activities include primarily physical energy. Those are for example walking and yoga, which represent low-impact physical activities. High-impact exercises involve for instance football and swimming, which consume more energy. On contrary, passive leisure involves no physical endeavour. Passive activities are such as watching television, going to the cinema, playing online games. This form of leisure provides an easy way of relaxing for many people.

2.5.2 History

Leisure originated around 600,000 years ago and was an important concern especially among privileged people from the upper classes. Zillmann (2000) presents the basic knowledge about the leisure in ancient Greece, China, and Egypt presented by the philosophers such as Aristotle, Roman philosopher - Seneca who adopted Aristotle's definition of leisure. Then Christianity took the lead in these activities, further supported by French intellectuals Pascal and Montaigne during 16th and 17th centuries. Afterwards, during the second millennium leisure - particularly entertainment - enjoyed its rise with the success of theatre, opera, concerts and sports, which became primary institutions of leisure (Zillmann, 2000).

2.5.3 Place & Space

According to Roberts (2006), the research that are rich in information about the ways of life of specific groups in the 1950s and 1960s have practically vanished due to the significantly changing place and space of situated leisure in societies. Contemporary societies are more mobile (geographically) than in the past and this affected the way they experience leisure and entertainment.

Also, in the near past, a great influence on people's leisure activities had voluntary associations, highly followed by the emphasis on other family members, neighbours or church leaders. Once there was the Reformation in Roman Catholic Europe, DeLisle (2004 in Roberts, 2006) argues it allowed modern leisure to develop. As a result people became more tolerant towards different options and started to spend their free time with much less respect towards the views of the groups they live in. Now, modern leisure individuals have bigger scope to make their own leisure choices and interests.

2.5.4 Time

People today have more leisure time and more money to spend on free-time activities than in the past (Roberts, 2006). For instance, Americans enjoy about 7 hours per week more leisure than in 1965 (Sherk, 2007). This trend rised to the extent where many people use more leisure time than hours at paid work (Roberts, 2006). The statistics illustrate that 13% of the UK adults (aged 16 and over) lifetime is spend in paid work compared to 22% spent at leisure (Roberts, 2006).

Home entertainment is the first one when it comes to the time use. Young British adults have been watching television for more than 20 h per week, since 1970s. The kind of media like television plays an important role in most people's leisure time (Roberts, 2006).

2.5.5 Leisure entertainment past versus present

What is more, most leisure time is spent with entertainment. Although television is still one of the most important sources of entertainment, there are also books, movies, newspapers and magazines, radio programs, computer and video games, and more recently, the Internet (Zillmann & Bryant, 1994 in Vorderer, 2000). Subsequently, with an increase in leisure time, there was also a significant technological development focused primarily on the possibility of digitizing and compressing data (Vorderer, 2000).

The recession is having a major impact on the current leisure industry, for example an increased demand for value. Moreover, the population trends clearly illustrate that the sectors of the leisure industry, which target young consumer benefit on a greater scale than those aimed at the families (Mintel International Group 2009b). Hence, it is important to put young people's relationship with newer technologies into perspective with better-established technologies. Although young people may appear to be heavy users of the Internet, some studies show that listening to the radio and watching television actually take up more of young people's time. By contrast Lenhart, Rainie and Lewis (2001 in McKay and Thurlow, 2003) suggest that the Internet has replaced television as a prime leisure activity for many young people but that telephone continues to be young American's main tool for communicating with friends (McKay and Thurlow, 2003). Research suggests that the Internet has become the medium of choice by young people for research and homework (compared with newspapers magazines, television, or radio) but that few were using it for entertainment, still preferring to watch television or listen to radio (La Ferle, Edwards and Lee, 2000 in McKay and Thurlow, 2003).

In the past, the media usually presented text and pictures in books and magazines and on radio and TV station in a way that allowed audience members to receive it. But new information and communication technologies are a mixture of media, like for instance computers, mp3 players, mobile phones and fax machines, TV sets, and radios. A number of them, like interactive TV, computer games, the Internet, and smart phone applications offer their users an opportunity not only to select specific content and respond to it, but also to modify the content that is presented to them. As a result, this development leads to a ‘demassification’ of media use. In other words that is:

‘The control of mass communication systems... [that] moves from the message producer to the media consumer’ (Rogers, 1986 in Vorderer, 2000: 22).

Moreover, the mass audience seems to disappear, and is being replaced by individual media users. Nowadays the audience’s use of the media cannot be only described as reception of some media content. It is rather an active interaction between participants, media and particular media devices like smart phones (Vorderer, 2000).

Accordingly, existing theoretical entertainment paradigms do not entirely involve the potential of somebody interacting with the content (i.e. participating in what is presented) (Vorderer, 2000).

2.6 Interactivity

The meaning of interactivity is even more multilayered than leisure or entertainment. It has been referred to as a:

‘Widely used term with intuitive appeal, but it is an undefined concept’ (Rafaeli, 1988 in Zillmann, 2000: 22).

The term interactivity sources from two lines: the first component ‘inter-‘ means *between*, and the second element ‘-act’ stands for the verb *to do*. Thus, ‘interact’ means: to take steps upon each other and to have mutual effects or influences (Lee, Park & Jin, 2006).

According to previous literature and early definitions of interactivity, Lee et al. (2006) identify 3 views of interactivity:

- Technology-oriented (interactivity is a feature of new technologies and it contains a computer technology as a component, which enables efficient individual’s use of communication);
- Communication setting-oriented (interactivity is a setting related to the process, which is a feature of a communication); and

- Individual-oriented (interactivity is perceived from the user's perspective, focused on exchanging roles and having control over the reciprocal discourse).

Although technology-oriented definitions were the most popular ones among academics, referring to Livingstone (2004), recent innovative technologies emphasized the user's response and active participation in creation of media content and by developing specific tools to facilitate it. As a result, the new technologies are directly involved in the proliferation of active, selective, self-directed, producers as well as receivers of the content (Livingstone, 2004). Thus, as nowadays interactivity is often used to describe a technological feature of the media as much as it is used to illustrate a way of using the media, the individual-oriented approach applies best to the research (Zillmann, 2000).

It is crucial to understand that interactivity means different things to different people in different contexts (McMillan, 2009). Thus, there are also several ways to define interactivity as a multidimensional construct for the research purposes. In order to measure the level of interactivity it is important to examine how users experience those features (McMillan, 2009). Very popular among researchers is McMillan's (2009) identification of 3 traditions of interactivity: user-to-user, user-to-document and user-to-system. Nevertheless, for the purpose of this research, two dimensions identified by Stromer-Galley (2004) are sufficient: interactivity between people and interactivity between people and computers (that can be also referred to innovative technology and particularly smart phones). Within the field of Human-Computer Interaction (HCI), definitions of interactivity tend to focus on the ways that the human communicates directly with computers and other new media systems (McMillan, 2009). The measurement of the interactivity-as-product can focus on a range of interactive experiences afforded by the medium: observation of the speed or time taken to complete a task; subjective measurements on how users understand or experience such features; and influence of interactive features on perceptions of site producers or control over the information experience. Or on the effects such features might have on cognitive processing - recall, user attention, etcetera (Stromer-Galley, 2004). Eventually, the purpose of the research leads to the conceptualization of interactivity based on the qualitative experiences users associate with interactivity. Hence, the level of interactivity is not the condition of technological features but rather how users perceive and experience those characteristics.

2.7 Summary

To summarise the literature review, the three conclusions are presented to cover the most important information supporting the research sub-questions.

Mobile applications usage

Zillmann & Bryant (1994 in Vorderer, 2000) indicate that nowadays most leisure time is spent with entertainment. Also, leisure activities are defined as those, which are non-obligatory (Roberts, 1970 in Dyer, 2002). Accordingly, Bosshart and Macconi (1998 in Vorderer, 2001) identify entertainment dimensions that indicate people choose particular entertainment activities to relax, diverse from for example every day stress, for stimulation, fun, atmosphere and joy. Also Tully (2003) research presents that young adults consider use of technology as a lot of fun and an opportunity to diverse and have fun.

Furthermore, Castells et al. (2004) claim that mobile entertainment services include variety of content like games, movie clips, music and images. Nevertheless, as Moore & Rutter (2004) find users are not always clear with what mobile entertainment actually is, possibly due to the explosion of choice young adults face everyday (Mintel International Group, 2008).

Bryce et al. (2004) research, reveal that users do not have strong enthusiasm about the use of 3G network to allow the delivery of video content, like for instance football highlights and video calls mainly due to price issues. Accordingly, Moore & Rutter (2004) research reveal that mobile operators are constantly searching for new ways to increase sales due to the 3G licenses expenses. Thus, mobile operators focus on the most promising field of mobile entertainment currently mainly developed on smartphones (Moore & Rutter, 2004).

Mobile entertainment applications interactivity

Many personal device owners use their handsets to pass the time, usually in the public sphere while commuting to work or to university (Haddon, 2002). Similarly, Kalakota and Robinson (2001 in Anckar and D’Incau, 2002) found that the combination of mobility and entertainment is even more appealing for many users because of the opportunity to ‘kill time’ or simply have fun in situations when wired entertainment devices cannot be accessed or are not available at the given time and space.

Furthermore, the entertainment on mobile is far more used on individual basis than the shared ones. Accordingly, Zillmann (2000) claims that interactivity illustrates the use of media from the individual-oriented perspective.

What is more, new technologies like smartphones are involved in growth of active, selective, self-directed receivers of the content as well as producers (Livingstone, 2004).

Past versus present leisure

There are significant differences between present and past leisure time and entertainment. Vorderer (2000) argues that with the increase in leisure time, there is a significant technological development focused primarily on digitizing and compressing data, which was unavailable for masses couple of years ago. Similarly, Mintel International Group (2008) identified mobile phones as an extension of the users themselves and resulted in less face-to-face way of keeping in touch with friends.

Finally, contemporary societies are more mobile geographically than in the past and this affects the way they experience leisure and entertainment. Also, modern leisure individuals have bigger scope, time, and money to spend, to make their own leisure choices and interests (Roberts, 2006; Sherk, 2007).

3. RESEARCH METHODOLOGY

3.1 Introduction

While research is crucial in many areas, largely for business and academic purposes, there is no consensus in the literature on its meaning. Nevertheless, Amaratunga, Baldry, Sarshar & Newton (2002) remark that from the many various definitions accessible, it appears to be agreement that:

- Research is a process of enquiry and examination;
- It is organised and methodical; and
- Research raises knowledge.

Saunders, Lewis & Thornhill (2007) developed ‘the research onion’ which graphically represents the scope of philosophies (i.e. positivism, realism, interpretivism), approaches (deductive and inductive), strategies (such as survey or ethnography), choices (i.e. mixed methods, multi-method) and finally techniques and procedures (data collection and data analysis), which shed the light on the issues that are the layers of the ‘onion’ that need to be ‘peeled away’ in order to develop the issues underlying the choice of data collection techniques and analysis procedures (Saunders et al., 2007). The further sections of this chapter identify the most important elements that are essential for the right development of the methodology for the research.

3.2 Research philosophy

Scientists and methodologists have been debating a long time about how best to conduct research. This argument has focused on the comparative value of two fundamentally different and competing schools of thought or inquiry paradigms (Amaratunga et al., 2002). The inquiry paradigms are important information for the three following reasons. Firstly, the approach clearly communicates the position of the research. Secondly, it allows others to promptly understand context. Finally, it provides resources for articulation of the results of that research (Burke, 2007).

The schools of thought are based on the philosophy with altered methods. Burke (2007) defines philosophy as the questioning of basic fundamental concepts and the need to clinch a major understanding of a specific field. Accordingly, the discipline of philosophy is used to let the research to be perceived in a definite way, by using particular ‘traditional’ methods, for instance: positivism or interpretism (Burke, 2007).

Interpretive philosophy

Within the phenomenological paradigm, the interpretive philosophy accepts the discussion and inquiring of theory that are essential for this research. Referring to Clarke (2000 in Burke, 2007), interpretism is featured by facing the complications existing by the nature of the research field, like:

- The intangibility of many of the causes and relationships;
- The ordinary involvement of the researcher within the research domain;
- The independence of results on the researcher's perception;
- The design of the research question; and
- The measurement of variables.

All of the above-identified factors are essential for the conduct of the study. Moreover, interpretive inquiry uses qualitative approach to inductively understand human experience in specific situation settings. This approach helps to understand and explain a phenomenon, rather than pursuit for external causes or basic regulations (Easterby-Smith, 1991; Remenyi, Williams, Money & Swartz, 1998 in Amaratunga et al., 2002).

The goal of the interpretive researcher is about sharing perceptions of the individuals and groups. Therefore, it is considered the most appropriate process of undertaking research based on people and information needs that is developed in the study. As this method allows the most natural behaviour, it is the best approach to seek information, and hence it enables researcher to make significant decisions essential for the purposes of this research (Burke, 2007).

3.3 Research approach

Induction: building theory

On contrary to the deduction process, the induction leads from observation and findings to the theory. The prominent strength of the induction approach is developing an understanding of the way in which people interpret their social world. Thus there is cause-effect link between particular variables without proper understanding. Deduction is criticised for its rigid methodology that does not permit alternative explanations of what is happening (Saunders et al., 2007).

The main characteristics of the induction is, unlike in deduction, a study of small sample using qualitative methods with strategies such as ethnography. Therefore, the research is followed with this approach as it uses qualitative data and uses variety of data to establish

different views of the phenomenon.

3.4 Research strategy

The research strategies are employed for exploratory, descriptive and explanatory research and usually belong either to deductive or inductive approach (Saunders et al., 2007). It is important to notice that each of the strategies identified by Saunder et al. (2007) are not mutually exclusive:

- Experiment;
- Survey;
- Case study;
- Action research;
- Grounded theory
- Ethnography; and
- Archival research.

Ethnography

Ethnography is a very broad term that covers several various issues. However, it is principally associated with social sciences research that relies significantly on the ‘participant observation’ (Atkinson & Hammersley, 1994). According to Van Donge (2006), ethnographic research methods aim at social life study, unfolding in the practices of day-to-day life. Also, this strategy puts an emphasis on the real life situations avoiding any artificial examination (such as structured interviewing, which uses highly controlled questions leading to social construction). Thus, the ethnography method relies greatly on decreasing any disturbance by becoming a normal member of social life that is being studied (Van Donge, 2006). The criticism of this strategy is time. In order to properly observe a phenomenon, researcher has to systematically be in social setting observing situation over time, which in practice is not an easy solution.

Atkinson & Hammersley (1994) identify several ethnographic work characteristics:

- As already mentioned, the context must not be artificial that in turn automatically put the research ‘in the field’;
- Data is gathered from a range of source, most likely from observation and interviews;
- Data collection is unstructured
- The focus is on small sample
- In the end the findings produce verbal descriptions, explanations, and theories apart

from statistical analysis.

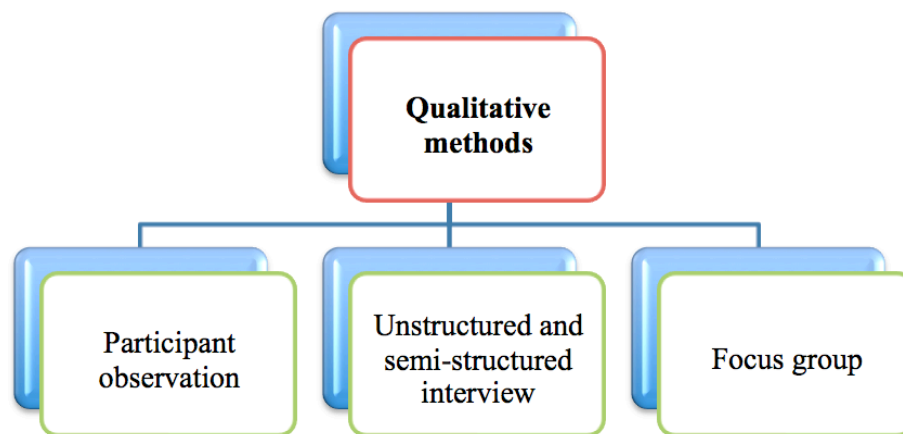
The main features of the ethnographic strategy are suitable for the research purposes. The study consists of informal interviews, observations and descriptive comparison, which all apply to this paradigm.

3.5 Research choice

Qualitative approach

According to Malhorta & Birks (2000), qualitative research is unstructured, mainly exploratory methodology, which is based on small samples. As a result, it enables an insight and understanding of a particular phenomenon. Therefore, the research is conducted with qualitative method, and specifically semi-structured individual interviews.

Figure 7: *Qualitative methods*



Source: Developed from Malhotra & Birks (2000).

3.6 Data Collection

The following research has been executed through qualitative method, which is based on semi-structured individual interviews, observation and descriptive comparison. Interpretive inquiry employs qualitative method to inductively understand people experience in specific situations and attempts to understand and clarify a phenomenon, rather than search for external causes or fundamental regulations. Consequently, the author relies on this approach for the research to answer the study questions.

3.6.1 Sample

A total of 20 people who use smartphone entertainment applications have participated in the semi-structured individual interviews. Also, a total of 2 observation groups consisting of 3-5 people were chosen for a 10 days observation process. The observation is informal, with no prior notice to avoid artificial behaviour. The respondents and observation groups have been selected using convenience sampling, from author's fellow British graduates. The researcher has decided to choose the interviewees and observation group people who use Facebook mobile, which is only available for the smartphones: iPhone, Palm, Sony Ericsson (Xperia X1), INQ, Blackberry, Nokia (smart phone models such as N97 model), Android, Windows Mobile, and Sidekick. This method makes it easy to find the respondents with appropriate background for the research that is willing to participate in the study.

In relation to the target, young adults were chosen and the justification is illustrated both in the *Introduction* and the *Literature Review* sections. Thus, the target for both the interviews and the observation are from 21 – 26 years old age group and have indicated they use smartphone entertainment applications on a daily basis. This is consistent with Castells et al. (2004) finding that most predisposed and hugely targeted people are the young, technology-driven and technology-aware adults.

3.6.2 Instruments

1 set of guidance interview protocol and 1 set of guidance observation protocol are prepared in order to investigate the impact of the mobile entertainment applications on the UK young adults leisure patterns.

The research question is answered through the set of sub-questions and appropriate methodology, which answers each question. The following table presents the questions answered in the research, adequate methodology and the goals.

Table 1: *Research design*

Research Question:	Methodology	Goals
<p>What impact do the mobile entertainment applications have on the UK young adults leisure patterns?</p> <p>Sub-questions:</p>		
<p>What mobile entertainment applications do UK young adults access and use, and why?</p>	<p>Informal interviews with around 20 UK young adults who use mobile phone entertainment applications.</p>	<p>Determine the usage of the mobile entertainment applications, the reasons of the use, the frequency and the way it links to the contemporary leisure patterns.</p>
<p>How do UK young adults interact with mobile entertainment applications?</p>	<p>Observation of 2 UK young adults' groups and comparison analysis.</p>	<p>Determine place, space and interaction of situated leisure and the way that manifests through the shared versus individual experiences of the UK young adults.</p>
<p>What impact has it made on the UK young adults leisure patterns comparing to the past experiences?</p>	<p>Descriptive comparison sourced from the literature and the outcome of the observation and the survey described above.</p>	<p>Determine the shift of the leisure patterns from past to the present.</p>

Source: *Own development*

3.6.3 Semi-structured interview

The individual interview with each of the interviewee has taken two weeks period of time. The researcher has carefully selected the best place for meetings that has been agreed to be either through Skype/MSN video call or in one of the Starbucks coffeehouses that are available in every bigger local centre in London. Approximately three-quarters of interviewees have been voice-recorded except in the case of 4 people who have declined to be recorded. In such case, the written transcription has been made.

3.6.4 Observation

From 30th April 2010 until 10th May 2010 the observations of the 2 UK young adults' groups who own smartphone took place. The time span of the observation is 10 days in order to avoid one-day artificial situations among the peers and their 'show off' kind of use of the smartphone. In line with the ethnographic study, the observations aim to unfold the day-to-day practices of the selected group of people. Particularly, this method is aimed at the real life situations, thus the researcher is a common member of social life of the smartphone users. Also, the observations are placed in London that is the UK capital city and the largest urban zone in the European Union.

3.6.5 Pre-testing

The researcher has pre-tested the instruments of the individual interviews. A sample consisted of 2 respondents who gave their feedback on the instruments during and after the interview. The purpose of pre-testing was to ensure that all of the guiding questions operate well and there is no confusion regarding these questions. What is more, pre-testing has ensured that none of the questions make interviewees feel uncomfortable and to detect any tendency for interviewees' interest to be lost at certain stage. Accordingly, Malhotra & Birks (2000) remark that pre-test provides researcher with an experience of using individual interviews and infuses a greater sense of confidence in conducting a research.

3.7 Summary

Summarising, the following research is executed through qualitative method, which is based on 20 semi-structured individual interviews, 2 observation groups and descriptive comparison. Interpretive inquiry utilises qualitative method in order to inductively recognise young adults experience in specific situations and attempts to understand and explain a phenomenon, rather than search for external causes or fundamental regulations.

4. FINDINGS

4.1 Introduction

A major research objective guiding this study is to explore the impact of the mobile entertainment applications on the UK young adults leisure patterns. In order to measure this the approach of the research seeks to investigate the usage of the mobile entertainment applications, the reasons of the use, the frequency and the way it links to the contemporary leisure patterns. What is more, the research determines the place, space and interaction of situated leisure and the way it manifests through the shared versus individual experiences of the UK young adults. Finally, the shift of the leisure patterns from past to the presence is described.

This chapter reveals the primary research results based on 20 interviews, 10-days observations, and descriptive comparison. The subsections represent the stages of the discussion necessary to answer the sub-questions that in turn enable answering the core research question.

4.2 The usage of the mobile entertainment applications

In order to determine the usage of the mobile entertainment there are several dimensions covered in this subsection. First of all, to warm up and break the ices with the interviewees, the easy demographic questions are asked about the name, age, status, and smartphone model. Afterwards, the aspects of entertainment and leisure time activities are discovered in terms of the ways the person entertain himself/herself with and how does it relate to their smartphone entertainment applications. Furthermore, the findings present the issues of convergence, personalisation, and accessibility, among the others. As a result of those dimensions the interviews aim and allow answering the research sub-question, which is as follows: *What mobile entertainment applications do UK young adults access and use, and why?*

Demographics

As it is presented in Table 1 all of the interviewees are in the age ranging from 21 till 26 and thus are an adequate representation of young UK adults.

Table 2: *Interviewees demographic details*

No.	Name (Age)	Smartphone	Status
1.	Maryam S. (24)	iPhone 3G	Works as a Specialist in a store
2.	Agatha G. (24)	iPhone (1 st gen)	Manager in a coffee shop
3.	Gerald N. A. (26)	Toshiba TG01	Student
4.	Lucas V. (25)	iPhone 3G	Student and an intern
5.	Moh D. (21)	Blackberry Bold 9000	Student and works part-time
6.	Wol C. (26)	Blackberry Bold 9000	Recent Graduate
7.	Karim M. (26)	iPhone 3G	Student and works part-time
8.	Edgar C. (24)	Blackberry & iPhone (1 st gen)	Owens a business – Marketing Ambassador
9.	Adam S. (25)	Blackberry Bold 9000	Engineer in a construction company
10.	Matthias S. (26)	iPhone (1 st gen)	Part-time student and architect
11.	Bart P. (23)	iPhone 3G	Construction worker
12.	Agnes S. (22)	iPhone 3Gs	Journalist and student
13.	Olivier M. (22)	iPhone (1 st gen)	Works in customer services
14.	Pamela A. (23)	iPhone (1 st gen)	Unemployed graduate
15.	Benito L. G. (26)	iPhone 3G	Owens a business - Finance Director
16.	Mory D. (26)	Blackberry and iPhone	Student and works part-time
17.	Emil A. (24)	iPhone 3G	Owens a recruitment agency
18.	Tei K. (25)	Nokia 5800 XpressMusic	Owens two businesses
19.	David T. (22)	Nokia N97	Student
20.	Abel O. (21)	Nokia E72	Student

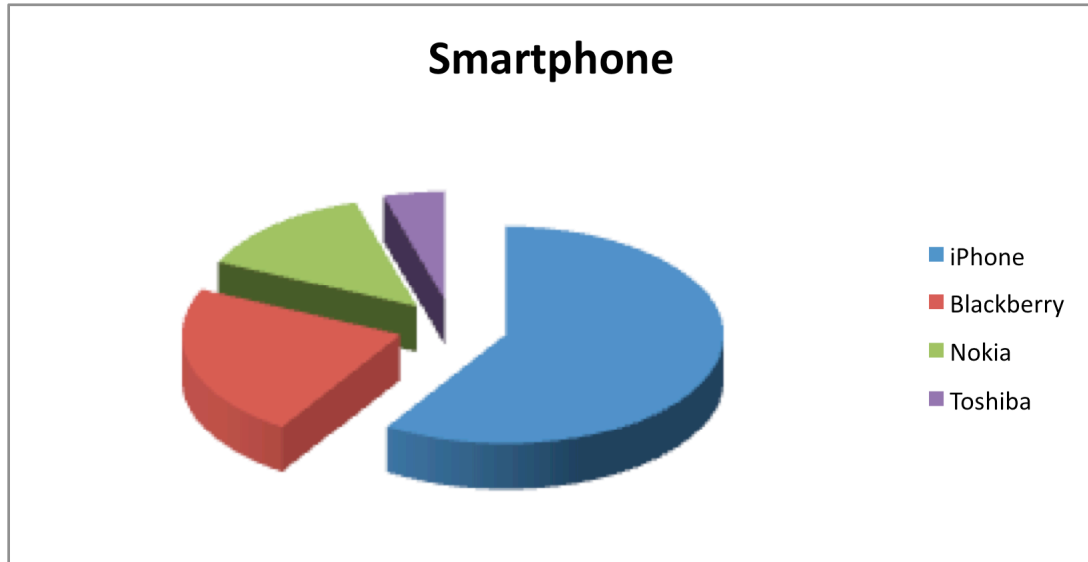
Source: *Own development*

In the heart of the UK, the metropolitan London, the smartphones are visible on the street more often than other mobile phones. There are several reasons that affect it, for instance great network deals that automatically include free-Internet services in price, the great coverage of Internet around the city, and the fast-life orientation of London that forces people to be ‘on the go’. Subsequently, all of the groups’ members own smartphone, in majority either Blackberry or iPhone.

Similarly, as Graph 1 illustrates, more than a half of interviewees own iPhone smartphone that is produced by Apple Company. Second most popular phone among the interviewees is Blackberry developed by RIM Company that is owned by 5 respondents. Different models of

Nokia are in hands of 3 interviewees and only 1 takes part in the research revealing the experience of Toshiba smartphone.

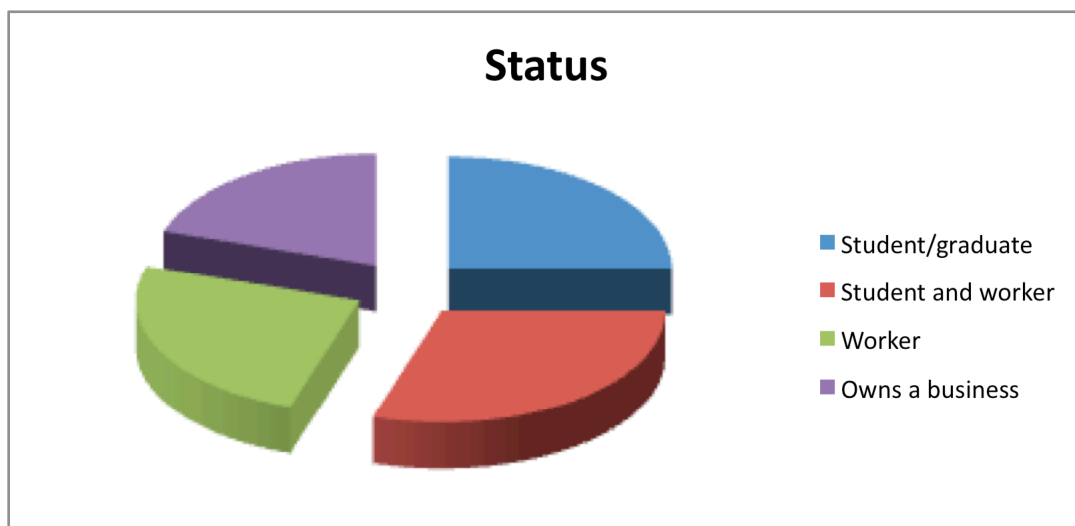
Graph 1: *Smartphone model amongst interviewees*



Source: *Own calculations*

The status of interviewees varies between student, student and worker at the same time, worker or business ownership. Nevertheless, these four categories are represented by approximately equal number of respondents.

Graph 2: *Status of the interviewees*



Source: *Own calculations*

Affinity towards smartphone – multifunctionality

Unanimously, all of the interviewees agreed that they like their smartphone a lot mainly due to the endless applications suitable for everyone needs.

Agatha: Before I got iPhone I did not really care about the mobile phones I had. Since I got iPhone my perception of the mobiles completely changed; I love it and I cannot live without it! (...) When I leave home without my iPhone it's like I leave home without brushing my teeth [laughs].

Agatha loves her iPhone due to plenty of fun and useful applications. Maryam shares the same opinion as she says: *It's my whole life at the moment. Seriously, I like it because I can listen to my music whole time and browse the Internet at the same time.* This corresponds to the multifunctionality and convenience advantage of the smartphones (Bernabo et al. 2009) also reflected by Gerald: *Once you go on the Internet, sky is the limit and now you have it always close to you, on the go;* and Emil: *It's a combination of entertainment and business and it's easy to use. Some of business phones they're very boring.* Nowadays, there is the increase in multipurpose functionality. As a result, an individual can switch from business to sociability and to entertainment in the same time and space that features the smartphones. Thus, the practice of individual enables the multifunctional use of smartphones (Castells et al., 2004).

The affinity towards the smartphones is also a representation of other factors identified below (i.e. design, easy use, content convergence, contract type, and personalisation). These characteristics fully represent Kuo & Chen (2006) characteristics of mobile handsets: mobility, convenience and personalisation.

Design

Many identify the design and good look as a primary reason for their positive attitude towards their smartphone. Adam admits he is fond of his Blackberry due to its trendy look. Same as Lucas: *I love my phone because it's user-friendly, it's very slick – it has a nice design and it's innovative. I like the touch screen and the applications.*

Additionally, Matthias says: *I like my iPhone because it is easy to use, it has flat big screen and I love the way the messages are shown: in the clouds, they are shown in a form of a conversation, so you just need to scroll up if you forget something from your messaging with a person. (...) I love its interior design.*

Matthias opinion presents that users enjoy both interior and exterior design of their smartphones and the software on it.

Another interviewee, Bart, puts an attention to the strength in design of his smartphone: *Design is the first thing that I enjoy while using my iPhone. Second thing is that this phone is undestroyable. Once, it slipped out of my hands and it fell on the ground, 3 metres down and nothing happened to it whereas with my previous phones they would be already severely damaged. iPhone doesn't have a scratch! And look at my job. I work on a construction site as an interior decorator. Everyday I use different sorts of heavy materials, like for example gypsum, there's always a lot of dust in the areas I work and all that can easily damage the phone in terms of scratches. My iPhone looks like new. Almost new there're some scratches but it happened when my hammer fell on it and hammer weights around 1,5kg...*

The results seem to indicate that the design, both interior and exterior, are an essential characteristic of the positive attitude towards smartphone. The trendy look is one of the greatest incentives and it impacts the favorable relation towards this innovative technology.

Easy use, easy life

The easy use of the smartphone is also a crucial determinant in user's perception towards their mobile.

Edgar says his smartphone makes it easier to organise every day things (i.e. synchronising email and calendar). Similarly, Benito who has not been a fan of smartphones admitted: *To be quite honest, in the beginning I didn't think that product like that would make any difference in my life or would make it better or easier, but after I got it, the Internet, the email, and all sorts of applications on the go appeared to be very convenient.* And Olivier says: *My mobile helps me to do a lot of things and it makes my life easier.*

These results are not consistent with Bryce et al. (2004) research, which indicates only 17% of respondents feel fully comfortable with innovative mobile devices. Therefore, it seems to indicate that users perceive smartphone as an easy to use and comforting device.

Content convergence

Few interviewees identified content convergence, particularly the possibility to transfer music from one device to another, as a major advantage of iPhone.

Pamela: *The fact that I have my phone and music with me as well... I know other phones do that. But it's so much easier because I used to have an iPod before, so just to transfer everything over to my iPhone was much simpler, much easier and that's why I like it.*

It is possible that users have not made the convergence feature operable and usable yet. In other words, some of the users are aware of the content convergence and use it but it is still an underused option.

PAYG versus Contract

Another important factor is the contract type between the smartphone network supplier and the user.

Moh: *First of all it's very easy for me to use the keyboard. When it comes out to the features there's BB chat service that comes along with the phone and price plan. So, I can talk to my friends everywhere without paying for it. It only works if you pay for the full service. It won't work if you're on PAYG with no Internet, no MSN, nothing unless you pay for each service separately!*

Similarly, Benito says: *It was a bit expensive to have it because I don't have any contract, I have PAYG, sometimes I could have spent £100 in a week!*

As it is revealed by the interviewees it is crucial to have a smartphone on a contract (typically 18 months) in order to use all of the functionalities and applications of such mobile. Bryce et al. (2004) research also confirms that high price for particular services within mobile entertainment is unacceptable for many users, as this research reveals especially those on PAYG. Accordingly, Moore & Rutter (2004) research reveal that mobile operators are constantly searching for new ways to increase sales due to the 3G licenses expenses. Thus, mobile operators focus on the most promising field of mobile entertainment currently mainly developed on smartphones (Moore & Rutter, 2004).

Personalisation

Finally, Wol shed the light on the issue of personalisation of the content on his smartphone.

Wol: *I wasn't really a fan of Blackberry at first. Many of my friends had Apple phones, and I personally started with a smartphone by HTC. So, when my contract run out, I had to make a choice. I wanted another smartphone, that's for sure, but I was cautious with iPhone due to touch screen. My first impression was that when the screens breaks, you're flop. The other choice was Blackberry then. And I started using it and really, it's a beautiful thing to type*

with! (...) The only problem was is that HTC had Windows Mobile on it and it could basically provide all sorts of software for the smartphone. Whereas on Blackberry, it's popular, but you don't get all of the sorts of applications on Windows Mobile that I got used to.

Researcher: *Can't you just download the corresponding applications? From what I have heard iPhone and Blackberry allow it.*

Wol: *That is true, you can get many similar applications on Blackberry as you had on HTC. The difference is, on HTC's Windows Mobile the application were as you have them on your computer, which means you can personalise them. On Blackberry you can personalise applications up to the point. And also, these applications are good, but the truth is that the much better applications you have to pay for them. The ones that you do not have to are games and rubbish gimmicks. On HTC Windows Mobile provided good software for free.*

As such, although a number of smart phone applications and overall the new technologies offers their users to modify the content (Vorderer, 2000), the fast societal and technological constant revolutions change the individuals' needs. As a result of personalisation trends, the mass audience approach disappears and is being replaced by individual media users (Vorderer, 2000).

Entertainment and leisure time

Zillmann & Bryant (1994 in Vorderer, 2000) indicate that nowadays most leisure time is spent with entertainment. The interviews reveal that the entertainment concept is a very broad term and it means various things to different people. One of the entertainment variables are going out with friends, watching TV and sitting in front of the computer or playing games, which is a mixture of active and passive leisure. The interviewees are asked what does entertainment mean to them and subsequently what do they do in their free time. The purpose of these questions is to examine the personal opinion on the entertainment term and place it in the real life examples. As it appears, leisure is sometimes difficult to distinguish from compulsory activities as interviewees often perform work-oriented tasks for pleasure on nicely designed applications; thus contradictory to Roberts (1970 in Dyer, 2002: 7) leisure definition. Below are chosen examples of those who spend most of their leisure time with innovative technologies. Nevertheless, there is no clear distinction between people who only use technologies in their free time and those who do not.

Agnes: *When I need to relax I often spend time at home watching mind-free TV series or shows.*

Olivier: *Playing games, watching TV & films, sport*

Bart: *I spent a lot of my free time on iPhone because I don't have much of that time. When I have got free time I like to play games, watch movies, go to the cinema, and make BBQs. With my wife there's sometimes that we follow specific TV shows. The last one we were watching constantly was X-Factor with Simon Cowell, Cheryl Cole etc.*

Similarly to Bart, Moh is one of those who are strongly affiliated with new technologies. However, he finds a balance to his tech and social activities:

Moh: *I have got my PS3, I got PSP, I got music, and I have got the computer. I don't need much.*

Researcher: *What about your social life?*

Moh: *I see my friends every weekend, right. Also, I live with some of my friends, so I spend time with them everyday anyway. Besides, now I am about to graduate – I have got my exams in front of me so I am more focused on this.*

Although Gerald is also very keen on new technologies alike Moh and Bart, he believes the most important thing is when the emotions come together among friends or other people:

Gerald: *Cinema. You probably know the 3D thing. So, I do the cinema a lot. Probably football too. Have you watched football on 3D? Amazing!*

Researcher: *Apparently you need to buy yourself a 3D TV then.*

Gerald: *Oh no! It has to be around other people. Otherwise it's not the same fun.*

On contrary, another half of the respondents put majority of their attention to their social life, going out and sports among other less-technology-involved activities.

Edgar: *I usually go to the carts, go to the movies, do some sports – especially boxing. Probably go out and have a drink or listen to music.*

Adam: *You mean apart from working for 12 hours a day!?! [laughs] Gym, gym, swimming, playing football – that's my primary entertainment. Also socialising with friends.*

David: *I go to parties. I actually organise them. Going out and having drinks, having BBQs, go to the movies. I basically go out and have social interactions rather than sit behind my desk in front of my computer.*

Lucas: *My social life: go to pub and drink, go to fancy restaurant; going to the movies, listening to the music, sports. All of the basic stuff.*

Tei: *I like my social life, I like music. Anywhere I find music the place is then entertaining. But it has to be good music. I like sports as well: football, basketball, pool, tennis, swimming, skiing.*

The variety of entertainment activities interviewees have is consistent with Bosshart and Macconi (1998 in Vorderer, 2001) entertainment dimensions that indicate people choose particular entertainment activities to relax, diverse from for example every day stress, for stimulation, fun, atmosphere and joy. Also, Tully (2003) research presents adequate findings that young adults consider use of technology as a lot of fun and an opportunity to diverse and have fun.

Mobile entertainment and Internet versus applications

Referring to BMI (2010), the smartphones success is driven by the ease of use of the web browser and the endless number of available applications. Accordingly, majority interviewees cannot distinguish the time spent on the Internet and applications since they simply use both rather equally.

Moh: *You need the Internet for the applications to work so basically I use both same amount of time. Without the Internet what you can do on your Blackberry is pick up, hang up...*
[laughs].

Also, mobile entertainment is rather high among other activities as it is used all the time for an easy way of relaxing; and it is involving no physical endeavour known as passive leisure. The mobile entertainment is also often considered as a background activity or a supplement while doing more important things.

Agnes: *I ride my car quite often and I use aux to connect to my iPhone to listen to the music. Thus, I use iPhone entertainment quite a lot.*

Pamela: *I'd place my mobile entertainment use 3rd or 4th. And the only reason why it is so high in my ranking is because I use it every single day.*

Bart: *I'd give my iPhone 3rd place on a scale 1-10, 10 being the least. Let's say that we have BBQ I can still use my iPhone. So, no matter what activity in many occasions I can use my iPhone as a supplement to the primary thing I am doing. For example, when I am watching a*

movie and there's a commercial in the TV, I can also check on something on my iPhone in the meantime.

Karim: Mobile entertainment takes for sure one of the highest places. I love my phone, and I found really hard to be without it whenever I go, or whatever I do. Sometimes I forget to pay the bill, do something what I supposed to do, but believe me I would never forget to take my phone with me!

Nevertheless, opposed to Karim and others, Lucas is the only one who does not consider his smartphone as an entertainment tool:

Lucas: It's probably the least entertaining thing for me.

Furthermore, coherent with Castells et al. (2004) mobile entertainment services include variety of content like games, movie clips, music and images. However, the term excludes mobile communications, which is widely considered by the interviewees as a part of their entertainment. The research confirms Moore & Rutter (2004) finding that users are not always clear with what mobile entertainment actually is. In other words, users often confuse mobile entertainment with different services identified by Kuo & Chen (2006) as mobile communication services, mobile transaction services and mobile information services.

Entertainment applications

The list of entertainment and fun application interviewees mention also represents their understanding of the entertainment term. The research indicates that entertainment as such is a very individual and subjective concept. Many of the communication applications or services like maps and dictionaries are also considered entertainment even though they are usually classified in a different manner by the academics and professionals. For instance, Kuo & Chen (2006) divide mobile phone value-added services in four categories: mobile communication services, mobile entertainment services, mobile transaction services and mobile information services. What is more, four of the UK's ten most accessed websites fall into the categories identified by Mintel International Group (2009) – news, weather and sport. These results are also reflected by the following research findings.

The applications mentioned are:

SNS⁵ and communicators: Facebook, Skype, MSN (Windows Live Messenger), Nimbuzz (an application that allows to access several communicator accounts from one platform: MSN, FB, ICQ, Skype etc.), Blackberry chat, and Twitter; these applications are very prominent feature of services on the move (Mintel International Group, 2009).

Olivier: *Definitely Facebook! It's my top app.*

News and information services: Sky News, BBC News, Sports Beat (Sky Sport News), My Football, World Cup (football), Underground Metro, Bloomberg (financial application), Traffic Jam, Arsenal, Around Me, Google Earths, Weather, Movie Review, Wikipedia, Trailer International (movie trailers), McFinder (McDonalds finder), National rail, Theory test (driving licence tests), iDesserts (cooking), Google, and Notes; many of these applications fall into Mintel International Group (2009) category of time-sensitive and location based video services.

Karim: *Also I have app called National rail, that shows me time and the easiest way how to get to any place in London by train, what line I should take, where to get off or change and take another one, or this app also text u to let u know when some lines are closed coz or any changes, what very often happen in London in weekend especially. For example on Bank Holiday, some lines are not working, some station are closed so if I am planning trip to central London, I am always informed what is happening, and that's everything thanks to this app on my phone;) (...) Because I am doing my Driving License I downloaded an app called Theory test, and I can learn the theory there and take theory tests, which are corrected by the app automatically. Then the Theory test app shows me how many mistakes I have done and in which questions (...) I also like cooking so I have an app called iDesserts, Indian food and other kind of food, and that shows me what I need and how to prepare some fancy dishes, so sometimes I invite my friends and I am preparing for them nice meals and I get my recipe from iPhone:)*

Games: Brain Tuner (brain stimulating game), Rope'n'Fly (game in which the player controls the man who swings from buildings using ropes), Fast and Furious (car racing game), Frog, Tetris, Bricks (game similar to Tetris), Solitaire (card game), Zap, Plane, Star Wars, Scrabbles (word game), Be Cells (brick game), Unblock, Rush Hours, Mario, Labyrinth,

⁵ Social Networking Site

Paper Toss, and Poker; Dewey (in Rao, 2008) along with this research present that users are not required to put much engagement into the game. As a result the games are not play experience for long time. Wol: *I used to play a lot of games but I got bored of it quite quickly. I played Scrabbles, Bricks or Solitaire to name just few.* What is more, along with Bryce et al. (2004) consumer's interest in using their mobile handset for games appear to be not noteworthy in terms of enthusiasm.

Gimmicks and fun: iHandy Level, Sound Jungle, Bubble Wrap, Spin the Bottle, Magic Ball, Lightsaber (application that imitates Jedi voice), Minipiano, Dog Whistle (low frequency sound that annoys dogs), Drinking Lite, pregnancy applications, Flashlight, and Compass;

David: *I've got some games on my Nokia, but they're usually retarded so to speak. The stupid apps are fun. You know when you spin the bottle, the duck sounds... U know the things that you can show to friends and they laugh because it's such a stupid app. It can be basically a conversation starter or to end a conversation when it goes wrong. One of the favourite apps I have is Spin the Bottle which is basically good for parties. You spin the bottle that appears on the screen of the phone and whoever gets pointed by the bottle drinks a shot. Another one is Magic Ball, which you can use when you're stuck in some situation. You click the ball and it tells you what to do next, so it's good to crack the dilemmas. Another app I like is when you're out and you've got a girlfriend or a boyfriend, and someone is hitting on you, you access this app and there are red spotted letters like in a banner and it goes like 'Go, F*** yourself, I already got a girlfriend'. You know, these applications, you never know where to use them, but when you use them it's so specific that it's awesome. However, in iPhone you've got much more, better designed applications of every sort than on Nokia.*

Music and videos: YouTube, Shazam, Xenozu YouTube player, Music Xpress, iTunes; these applications also fall into Mintel International Group (2009) video services category characterised as interest-led.

Moh: *You know, on the contrary to iPhones, on Blackberry you cannot open YouTube videos. So there's an app Xenozu YouTube player that allows you to play these videos. Otherwise, if you go straight to YouTube on your Blackberry and watch the videos you are going to be charged.*

Other: dictionary, translator, Tesco club card, currency converter, Safari (browser), Books (enable to read books), eBay, Paypal, Amazon, Goom (radio and music), and Jokes.

Most of these applications appeared at a given time in a Top 50 or Top Free applications supported by specific smartphone application stores.

However, regarding the number of applications every interviewee has on its phone, although Maryam who perceives her iPhone as the greatest device as it is equipped in the software allowing doing endless amount of things on it, she has only few applications all of which are in her smartphone from the beginning. Opposite to Maryam is Agatha:

Agatha: I think I have got million of different applications. I have my pregnancy application, 5 different types... I have got maybe 10 different games, I have got camera application, dictionary, Facebook, Maps, Google earth, Skype and many others, and to be honest with you they are all fun :) The funniest ones I think are those that allow you to change faces on your friends' pictures! It's just so much fun, you can make them longer, fatter, skinnier and other funny things, in the end u get really... funny effect.

Similarly, Edgar has a lot of applications too, most of them considered to be fun and entertaining, with a number reaching approximately 50. Emil states he has around 60-70 applications, most of which he does not use anymore. Benito has approximately 30-40. Mory has 60 on the iPhone and Tei has 20 applications on his Nokia. These in turn represent the explosion of choice the young adults face everyday (Mintel International Group, 2008).

Contradictory to the Bryce et al. (2004) research, users reveal strong enthusiasm about the use of 3G network to allow the delivery of video content, like for instance football highlights and video calls.

Accessibility

The process of accessing the applications appears to be simple for all of the interviewees. Most of them download applications through the phone store (i.e. Apple App store and Blackberry app store):

Karim: I got all my apps from App store in my iPhone. It's very easy, even my grand mum can do it, and believe me she is not very good with the phones.

Similarly Pamela says: *It's either iTunes online on my laptop or there's the app store on the iPhone already. And I think I tend to use the app store on the iPhone most because it's easier to browse – recent added, top ones...*

Also on Blackberry and other smartphones this issue seems to be the same. According to Moh: *There's an application on my phone called Blackberry App World that contains every applications. And referring to David: Yes, I do search actively for new apps cos I have easy, 1-click access to the Nokia store. There are specific themes so you can easily narrow down the search.*

Or through the network store on their smartphone:

Gerald: *There's Toshiba applications and then if you're on Orange network, and then if you go on the Internet you can use both Toshiba and Orange applications. I prefer using Orange ones though.*

The person needs to click on the icon on the screen, which leads to the store, look for an application either spontaneously or by following the categories, like for example *Top 10* or *Top 50 Free*, and click download to have particular application on the smartphone. Few interviewees have remarked that it is important to pay attention to the money balance as some applications are for free and some are priced.

Majority of interviewees admit they look only at TOP X (i.e. *Top 10* or *Top 50 Free*) when they browse for new applications, like Benito: *Most of the time I click on the Top 3 and I can review most famous 3 applications. If I choose one I click again on the icon, it asks me for my password, then it downloads the app.*

Also, Edgar and Benito mentioned that although they access and download the new applications only through their smartphone, they search for some particular ones they see in the Apple TV advertisements. The advertisements make it easier for them what the application can do and whether they might want it and need it. Most importantly, it shows them that the applications with such specifications exist. In other words, the TV ads present convenient applications (i.e. Paypal, Shazam).

Benito: *Also the newspapers, I see a lot of ads of recent top convenient applications in the newspapers. If I notice some interesting one I check more info on my iPhone and download the app.*

Finally, interviewees use the Internet to browse for new application at some instances.

Moh: *Sometimes when I don't really know what the application is about I just go on the Internet and read more about it to see if I want it on my smartphone.*

Lucas: *Most likely I look through my phone. Sometimes if I want more info I browse them on the Internet.*

Nevertheless, two interviewees are not interested in the new applications at all.

Agnes: *I downloaded a lot of applications at once in the beginning but since then I wasn't really bothered to search for more...*

Tei: *The apps came with the phone. I haven't downloaded any more since I bought my Nokia.*

The results of the research point to the direction that the access of applications through smartphone is clear, easy and simple for the users and it seem to indicate that users browse for new applications actively due to simplified and straightforward access through their smartphone.

Favourite entertainment applications – are they easy or difficult?

Some entertainment applications are the favourite ones for most of the interviewees and some are very specific to the individual and his or her situation.

The application used by all of the interviewees is Facebook, social networking site that has around 400 million active users worldwide, and iTunes (or other relevant music application).

Agnes: *iPod applications allow listening to my music anywhere!* Maryam enjoys her music on iTunes as well due to the on-the-go feature of her device.

Also, the research identifies that one of the most common entertainment applications is Shazam. Shazam is the world's leading mobile music discovery provider that is largely successful due to recognition technology, which enables anyone with a smartphone to identify music that is playing (Shazam, 2010). Also, top ones listed by the interviewees are messengers and news.

Wol: *1st class apps I use everyday anytime are Facebook, Blackberry messenger, and Google Maps.*

David: *The news! My news app allows me to see news as podcasts. I can see recent or current news on my mobile then.* Lucas shares adequate opinion.

According to sport news Karim says: *Most fun brings me app about football, I have downloaded My Football, World Cup, those two app show me different games results, so if I missed the game, I can just click on it, and I can check results straight away, also show me on*

what positions particular teams are in the league, and how does it change every week depends on results. World Cup app let me know what teams, countries are in the different groups, so I know who is playing who in each group, also its countdown World Cup-shows me exactly how many days, hours left till the World Cup starts, so when I ma working and I have to time to check the latest football news its perfect way how to do it. Also Sky News is one of my favourite apps.

Similarly to Karim, Bart continues: *My favourite application is My Football, which shows the football news from all over the world. I specifically love this app as it incorporates around 90% of the world's leagues. As a result, it makes it very convenient for me especially when I want to make bets, which I tend to do a lot. Also, I can see the matches from 30 years back on it. . Another application I enjoy is Around Me. When I am for example in Central London and I am looking for a cash machine, I use this app to show me the nearest banks. It also automatically shows you the way to get there. This rule applies to the toilets, restaurants, cinemas, and bookstores... many necessary places.*

Unsurprisingly for London circumstances, majority also mentions the Google maps application as they use it on at least weekly basis and Tube maps that notify about any lines closures or tube distortions. Due to the 2012 Olympics preparations tube lines are constantly under work, which has a great impact on the regularly with which they work.

Agatha: *I remember when last time I took my family who live in another city to some new places and I had no clue how to get there, we got lost and I was nearly crying and stressed about the whole situation, and then I reminded myself about my maps app, so we got there in the end; but without this app we would be probably trying to find the way till evening, and I am still not sure how we would end up, probably taking a taxi and wasting all the money we had.*

Pamela: *I have got a friend, who I meet regularly like twice a week and we go out in London and we always get lost. That's been really great.*

Edgar's favourite entertainment applications are Rope'n'Fly, Sky News, Paper Toss, and iTunes: *Paper Toss is a game situated in an office. You can only see a bin and a ventilator and then you have to drop a piece of paper into the bin. But you have to consider the wind and stuff like that. It's quite simple but very engaging game!*

Agnes, who does not engage much with the entertainment applications on her iPhone, also

mentioned Paper Toss as one of the games she plays when she's bored.

Furthermore, when it comes to applications individual to the user life-situation, for instance Agatha is currently constantly engaged with the various pregnancy applications, like the one that shows how far is she with her pregnancy along with the 3D picture of a baby at this stage. Another one presents health advices, and other shows baby's parameters like weight. Another example is Bart: *I am fan of Arsenal and there's also relevant application for my hobby. Another one, iHandy level is a simple level tool that I use at work! It does fit especially for small spaces.* Moreover, Gerald mentions: *Zap allows you to do download every day. It puts some funny videos; it might be short cartoons, like 3 minutes each or music. See for example, here you have topics by which you can choose which news you want to read about, you've got favourites, or the coming elections, which is actually not fun at all... But this Zap, again, it's the one application that makes up for everything else, that's why I don't use too much other entertaining ones. Everyday you got updates, so there're no the same videos all around.*

Finally, unanimously the interviewees agree that the smartphone applications are easy to use. Thus, it points out to the direction that a user does not need to be a technology expert to download the entertainment applications and make the most of it. The result corresponds well to the easy accessibility, which indicates that access and the usage of the mobile applications is for everyone and simple enough even for the beginner.

4.3 The reasons of the use

In order to determine the reasons of the use of the mobile entertainment there are couple of crucial aspects enclosed here. The findings in this subsection are arranged around the main issues observed during the study as well as those gained from the interviews. The researcher is focused on where and when the mobile entertainment applications are used, like for example whether it takes place outside or inside and in public or private areas. Hence, the place, space and interaction of situated leisure are identified. Furthermore, another important factor in the study is shared versus individual experiences. Therefore, the observations and interviews focus also on the use of mobile entertainment among many people or an individual. As a result, the observations and interviews aim and allow answering the research sub-question, which is as follows: *How do UK young adults interact with mobile entertainment applications?*

Situated mobile entertainment

Contemporary societies are more mobile geographically than in the past and this affects the way they experience leisure and entertainment. Also, modern leisure individuals have bigger scope, time, and money to spend, to make their own leisure choices and interests (Roberts, 2006; Sherk, 2007). Thus, the pattern regarding the place of the smartphones applications use varies among interviewees. Nevertheless, majority uses entertainment applications to pass the time, usually while commuting to work or to university accordingly to Haddon (2002) claims. Similarly, Kalakota and Robinson (2001 in Anckar and D’Incau, 2002) found that the combination of mobility and entertainment is even more appealing for many users because of the opportunity to ‘kill time’ or simply have fun in situations when wired entertainment devices cannot be accessed or are not available at the given time and space. Below are several examples.

Edgar: I used my iPhone a lot, especially the fun stuff when I had an appointment and I was there earlier and had to wait for someone. Also, when I am driving and there is a lot of traffic, which is quite common in London, and then I am playing games or searching through the app store for new ones.

Adam: Mostly in my car when I am stuck in the London traffic. Also, when I am bored at work I go on MSN or Facebook to chat. And basically everyday I check my email.

Matthias: Killing my time on the bus or on the tube... or at work ☺ I wouldn’t use these applications at home because I have got a computer... I play chess, racing game, Facebook quite often. Oh and books applications! You can read some books too.

Wol: Basically, although I tend to use my phone all the time, I mostly engage with it when commuting – you know yourself the traveling issues in London – you do that a lot on daily basis... But then again, even if I am with my friends, chilling out, I check my phone on the side.

Lucas: I use most apps when I am waiting... I am not using it at home, at work or at uni.

Maryam: Even though I don’t have all of this fancy application I use my iTunes quite a lot. Basically I use it all the time outside home and work. When I am doing my shopping, jogging, traveling...

Tei: When I find myself on the underground then I listen to my music.

Some interviewees find themselves using mobile entertainment applications in any sort of place and time.

Mory: *On the break at work, I use Skype all the time to chat – in the morning when I get up of the bed, at work, in the evening... I use my mobile entertainment pretty much everywhere.*

David: *On the toilet! And you know, most of my friends, I mean guys, they use their smartphones on the toilet. No one says that but the truth is majority of guys take their time while on the toilet...*

Bart: *Overground⁶, on the break at work. I shouldn't probably say it but even at home, when I go to the toilet I use my entertainment apps on iPhone. Sometimes when I wake up I have a look at my iPhone. It's so useful especially comparing to the computer. You don't have to wait until it opens to quickly check on stuff.*

Even though Agnes admitted in the beginning of the interview she does not use the applications at all except the iTunes, she continues her reminiscence of the specific situations in which she has used her smartphone for entertainment as follows: *Once I was in the train and the whole 5 hours I spent there I was playing Unblock game. The aim of the game is to let one brick out through the exit that is blocked by other bricks.*

The users who admitted they are addicted to their smartphones were much more loquacious about their experiences and places where they use their smartphones as entertainment devices than the others who gave more general characteristics.

Karim: *Usually I am using them at work, when I wake up and I have my morning coffee I like to check the football and world news in my phone, also on the trains and buses when I have spare time that's perfect time for me to use my phone to pass time and enjoy myself during my journey. My wife was upset with me when I was coming back home in the evening and going on Internet checking the scores, matches details and latest new instead spending time with her, so now I have perfect solution on the way back home or at work I can check anything I ma particularly interested in and when I am back home I don't need to even go on the computer. Mainly I am using it at work, on the trains and buses, also at home in the morning with my coffee and in the evening when my wife is watching her shows, programmes in TV;) I*

⁶ Overground is the suburban network of rail services in London

love it when her show is on, then I can just go on my phone and play with it;) I am very excited during using them, coz I like it, and when I finish I feel satisfied, coz I know everything I wanted to know.

Olivier: I use them while going to work. Sometimes I use it at home. Last week I was playing the race game while going to work. I was satisfied and happy because I managed to go through all levels before reaching my destination. I am also using the photo-editing app to edit the pictures of my baby, which I take almost every day. It doesn't take me a long time because the app only allows me to change few things like putting the frame or cropping the picture. I am also watching live TV and the ITV and BBC Player when my girlfriend is watching her programs.

Abel: Recently I went to another city and I was looking for something to eat and I remembered I have an app called McFinder. I clicked on that and I saw the nearest McDonalds with the way to get there. I read blogs available on my iPhone through one of the apps in my free time at work. I am also reading market stocks on Bloomberg.

Finally, in line with Benito's quotation, users mostly engage with their smartphone entertainment applications every time they have nothing else to do.

Benito: I am using my iPhone apps when I am sitting on the sofa, while I am in bed and I am about to sleep, when I am on the transport like commuting in business or when I am waiting for someone. So mainly I use it when I have nothing to do.

Surprisingly, both of the observed groups have presented similar patterns regarding interaction, place & space, and the way it manifests through shared versus individual experiences.

The place and space of the use of smartphones varies greatly due to the complexity of the phenomenon. Nevertheless, there are several distinctive patterns that the researcher identified during the observation time period.

First of all, the participants do not generally use the smartphones for the entertainment purposes while being at home, unlike some of the interviewees (David, Bart and Karim). The reason for that is the existence of other sorts of technological equipment, mainly computers (stationary and / or laptops), game consoles (i.e. PS3, Nintendo Wii and Xbox) and flat-screen TV, which supplement for the smartphone. However, once young adults are outside the home the situation changes significantly. Obviously, there is a very low possibility and need of

taking a console and a TV outside the house for the regular use. The same is dictated for stationery computers and sometimes laptops. Although laptops are quite exceptional case as they are being carried around very often within the UK, they are being held most likely for business or educational purposes. One very common use of the smartphone entertainment applications outside, in the public sphere, is while being on the transport of London, either bus, tram, overground, light railway, tube or train, which is consistent to the interviews' findings. The participants were extensively listening to music, at the same time as chatting on the way with others. Also, engaging and showing off the latest fun applications that are usually a one-time shot took place from time to time. All of these indicate high interaction level both between peers as well as an individual towards the smartphone.

The following example represents very well the importance and extent of the use of smartphone as an entertainment tool among the group of friends:

One evening I went to Sydenham to meet my peers, whom I have not seen for a couple of months. It was five of us. We decided to eat something at home before we hit the road and figure something out in the evening. Moh went online on his stationery computer to check out for the close-range restaurants that provide home delivery. Then, we sat in front of the TV and Will set up his iMac and Apple TV box in his room to run latest Grey's Anatomy series on the big screen TV downstairs in the living room. Once we finished, one round of team games on the Wii game console (so much fun) and we decided to go outside. We got into the car, Vicky played a bit with her iPhone, some sort of silly game she said, but she looked really involved in it. Shortly after that she plugged her smartphone in the aux to the car sound system. The journey was pleasant with the music and chatting. We were just left to decide what we want to do. John was just checking the new movies in the cinema, it engaged all of us (except the driver of course) as were able to watch trailers through YouTube app, and we were deciding what do we want to see. Finally, we got to the Odeon cinema in Surrey Quays knowing exactly what time the movie is and more importantly what the movie is generally about. We did not use much of the smartphones for the rest of the evening as shortly after the cinema we went to the Leicester Square, in central London, to have fun socialising in Yates. On the way back home, John was almost getting asleep so we asked him to show his pics he told us about earlier the evening. He had them stored on his iPhone. In the meantime Vicky was directing Will to the Stratford in East to drop me off as she had Google maps on her mobile and no one knew the best way to get there any other way than by tube (Londoner thing I guess) ☺.

This particular example, supported by the whole picture of the observation process and the interviews' results identified in the beginning of this subsection clearly presents the following smartphone use findings. The mobile entertainment applications are much more often used outside than inside. Also, they are rather used in public than private places. Regarding the space of the mobile entertainment use among the group of peers, no regularity was noticed. The smartphone allows young adults to get together on the road and decide what do they want to do on that particular evening or afternoon on the go. At the same time, they engage themselves during the journey with low-mind-engaging entertainment applications and games. However, music stored on smartphone is always the top entertainment tool on their mobile, whether as individual or shared use.

Individual versus Shared

At first many of the interviewees denied using their mobile entertainment applications among friends and family. However, shortly afterwards, along with further questions, everyone gave at least one example of shared mobile entertainment usage.

Benito: No. Although once I remember my brother had the iPhone first, and he had a racing game, it was something like Grand Turismo [popular racing game]. And we were playing with other people who were connected to the network, like the Bluetooth. But it didn't last for long, as we got bored quite quickly. Sometimes also when I am with friends, and as most of my friends have an iPhone, I go and say 'hey did you see this application?' And we recommend each other applications.

Agnes: Rarely as I simply don't consider iPhone as a source of entertainment. However, for example I have this application Bubble Wrap – I am not a fan of it but when my friends saw it they started press this bubble wrap that appears on the screen, as you can see. Another time when I was at my sister's place I was showing her recent pictures, or we were exchanging them. So the iPhone is a form of a storage platform for me. Also, sometimes something interesting happens, you don't have your camera with you so at least you can capture the moment with your phone and share it...

Lucas: No! Although sometimes if I find some funny game or other sort of app of course I show it sometimes but it's not like I have these iPhone hang out parties when I show all of my cool stuff the whole evening. It's mainly to start a conversation or something.

Pamela: Yes, but I wouldn't say it's a regular thing. It could happen as a one-off if I found something really interesting but it doesn't happen much really. I tend to use my iPhone alone.

Edgar: *I did it once or twice with maybe the applications like Shazam, which is a fantastic discovery for me. You know when you hear the song and you don't know the name of, it's killing you.*

Emil: *When I am chilling with my friends I am not using my phone cos then I am simply chilling with my friends. But if there's a good video on YouTube I am showing it to my friend but it doesn't happen much.*

Mory: *I hardly do that. When I find something new then I probably share it.*

Some interviewees share their smartphones applications with their friends and family on regular basis or at least during regular situations identified in the following examples.

Bart: *Both. My wife always gets mad at me for this... But I use it much more individually I'd say. I have several funny apps that I use to have laughs with people. For example, Sound Jungle is an application about monkey, lion or other jungle sounds. Once we were working for some people in the huge house. And we had 3 entry-level workers on this job with us. When I was upstairs, I was turning on this application with like monkey sounds and the other friend of mine was explaining to these entry-level ones that the owner of the house came back home with her monkey. So all 3 of them were running downstairs because they thought that the lady has the monkey [laughs].*

Gerald: *You know what happens a lot, if you're going around and see some funny or interesting stuff, you can capture the video or a photo, and then I show it to my friends and have a laugh. When we meet sometimes either we forward things to each other.*

Wol: *Oh yes, a lot, especially YouTube app. I use it often with friends and family on many occasions.*

From the examples presented in this section it is clear that the most regular use of mobile entertainment is having laugh at specific fun applications or using gimmicks, playing and sharing music, and showing videos. For instance, Matthias and his friends engage sometimes with gimmicks applications like Dog Whistle that sends a low frequency sound, which annoys the dog but at the same time it is not hearable for his owner or any other human.

Abel: *We share music with my friends. Last time I went to Brighton and there was no music, so my friend started playing songs from his Blackberry, which lighten up our time spent there. But I do not use my phone that much with others, it's my personal device and I prefer to use it individually.*

Moh: *Sometimes, yes. Most likely we play music when we are together. Sometimes when I have got some cool application and I just want to show off, then I just can go and say 'ooh, see, the iPhone doesn't have that feature or app, u cannot do that on your iPhone'*

Researcher: Can you give me examples of such applications?

Moh: *Like the application it's called Stocks and it allows you to, but that's more like a work thing, like for me cos I am doing Finances, trading and stuff, I can just better trade on my phone, buy stocks and stuff – it generally allows me to get used to this whole stock trading and all that. But the iPhone doesn't do that.*

Agatha: *Usually I use the on my own, but it happens from time to time that I show particular application to my friends or have laugh with my husband or family. Sometimes we play the same game and we r trying to get better scores, kind of competition that involves more than one person.*

Although Maryam does not use mobile entertainment with other, she gives examples from her friends' behaviour. Maryam's friends show off applications or use their phones for entertainment when they are gathered together socializing quite a lot. It is a very common thing to see in her environment.

Maryam: *Quite often they play games and have some small competitions between themselves. Or they browse through FB and show the pictures and stuff. There's always someone who is going to show off a new application that they have just added but it is only a short period of time within the whole meeting.*

This in turn indicates that mobile entertainment applications are only a supplement for the whole social meeting.

There are also few interviewees who have very negative feelings towards mobile entertainment among other people and fall along Zillmann's (2000) claim that interactivity is likely to illustrate the use of media from the individual-oriented perspective. Both David and Tei do not share any kind of content from their mobile with their friends and family due to privacy issues.

David: *No, not once. I don't like when people do that; and especially iPhone owners do that. They have got an app for everything and they sit on their phone all the time – no matter if they're out with friends whatsoever. There's no interaction, they're on their mobile constantly. The obnoxious behaviour of people who own iPhone is when they use every*

application; for everything they use it and they show it to you, and even if you don't want to see something they will put it in your face so that you notice their fab apps.

Tei: *My phone is very personal so I don't share anything with my friends or the family.*

What is more, the observation of the groups along with the interviews with the UK young adults' individuals reveal the variety in the shared versus individual experience of the use of smartphone entertainment applications. The entertainment on mobile is far more used on individual basis than shared. Surprisingly, the reason for that is not that a person usually spends more time alone than among group of friends, but the fact that an individual has more occasions where he or she has to wait for something or someone, or is travelling and need to fill the free time by engaging with mindless applications, like games; or they just listen to music as an additional background to some of their everyday activities. On the other hand, when the group of people is together they aim to spend that time outside home, and outside that everyday routine of sitting in front of the computer or using smartphone on the go, and thus do not use their mobile more than it is necessary. There is, of course, a high usage of smartphone among peers too, but it is generally during travel time in order to have fun among friends showing off the newest applications and what unexpected these applications can do, playing games and comparing results or listening to music (which is apparently the most disturbing and annoying issue for other passengers if this is done on-speakers on the public transport by young adults sitting at the back of the upper floor of the two-decked bus or in any other public transportation). However, comparing to other leisure activities, the smartphone entertainment applications does not involve a lot of group interaction.

Summarising, the entertainment on the smartphones supplements greatly the leisure time of the group of people who spend their time together. Mobile entertainment applications are used between the main leisure activities as a tool to mainly pass travel time by having fun among friends as well as when a person is alone. Nevertheless, the use the smartphone entertainment applications is never the main attraction of the leisure time among UK young adults.

Engagement

Few interviewees admit they are constantly looking for new applications, like Mory: *Oh yes, I do that everyday.* Most of the interviewees tend to look for the applications that are recommended by someone, or look for them through their smartphone, but only the Top ones.

Browsing for the new applications, considering the amount of these on the market at the moment is perceived as a waste of time.

Matthias: *No, not really, I don't browse for new applications.* Maryam does not look for new applications either. She uses only the ones that are already in her iPhone from the beginning. Similarly Tei: *No, I don't have time for that. As I said before, I just have those that came with the phone.*

Involvement

According to Livingstone (2004), new technologies, like smartphones, are involved in proliferation of active, selective, self-directed receivers of the content as well as producers. However, although the research presents that 16 out of 20 interviewees are aware that they can create smartphone application themselves, they believe their lack of technology proficiency disables them to create one. Thus, only 1 interviewee has ever engaged in creating an application himself.

Lucas: *I am aware but I don't have the experience and intelligence to program and create a game or something. I thought about it but then again you have to have certain knowledge and programming skills if you know what I mean.*

Adam: *I know you can create apps yourself, but I have no energy for that... ☺*

Pamela: *Yes, I am aware but I am not capable. That's not my calling.*

Emil: *I can barely open my laptop!*

Mory was the only one who has ever tried to create an application himself. Mory: *Yes, I started one for my Blackberry.* He did not finish the process successfully as he says: *this software for app creation is not user friendly. I did one but I didn't publish it or anything.*

Researcher: *What kind of application was it?*

Mory: *It was a wallpaper theme application.*

Matthias on the other hand was surprised that the SDK⁷ exists. SDK simply allows anyone to create his own application: *Oh really, can I? I didn't know that you could do that!* Agnes did not know either. Olivier: *Really? I didn't know that.* Although the minority of the

⁷ Software Development Kit

interviewees were not aware that they could create an application, there is a high chance that they might want to try it if they knew.

Bart: *If I knew how to start with it, I'd probably give it a try.*

4.4 The frequency

Majority of the interviewees claim they use their smartphones and entertainment applications on a daily basis, usually couple of times a day but for the short time spans. Nevertheless, this pattern might also depend on the free time availability and the current mood. Usually it adds up to an hour to 2 hours per day, quite often depending on the traffic. Hence, if there is a lot of traffic on the road, then the amount of time spent on the smartphone entertainment applications is higher because users have nothing else better to do.

Moh: *I check it probably every 5 minutes. I have it in my pocket and check it all the time. Some people get pissed off cos I am doing that. It's probably annoying for others because instead of talking to my friend I am checking my mail or reading some sport news and stuff. It might be an inconvenience, yes.*

Gerald: *Unless I am at uni or doing my work, pretty much all the time, apart from when I am asleep. So, take away 8 hour of sleep and let's say 8 hours of uni per day and you've got your score. No, but seriously, I'd say it's around 2 hours per day I guess.*

Bart: *As I explained before, I use my iPhone all the time no matter what my primary activity is. Thus overall I'd say that I use my iPhone for at least 2 hours a day.*

David: *Couple of hours a day because instead of opening your laptop I can quickly check on something on my phone. But the entertainment bit of it – up to an hour a day.*

Mory: *5-10 times a day. 5 minutes each time.*

Both Agatha and Karim admit they are addicted to their smartphones as they use it all the time.

Agatha: *Sometimes I get so involved in the game I'm playing or other app that I'm using that when I have to get off I'm actually upset, I know it sounds silly but that's exactly what happens to me sometimes. Once I was so involved in some game I was playing on the bus that I missed my bus stop and I had to wait for another bus to take me back.*

Karim: *I use them every day anytime I have got my hands free of work and believe me I mean it. It's hard to say how much time I spend on it in quantity though. It always depends on the day, you know. (...) It's hard to admit it but I am addicted to it, like my wife is saying. Sometimes she is right. Joking, no seriously I had sometimes trouble at work coz of my phone and I can not help it, every hour I have to check the latest football and world news, and I can tell you funny story, one day my wife got so upset about my iPhone addiction, she said I spend more time on it than talking to her that she have done password to unlock the phone, and I couldn't use it until she would unlock it, that lasted only for few hours coz I was pleasing her to unlock it for me, so she did it, but believe me this one day it was like forever for me at work, I was just so bored.*

The results imply that mobile entertainment applications are usually used several times a day but over a short period of time. Accordingly, they are primarily used when one has nothing else to do while, for example, waiting or is stuck in the road traffic.

4.5 Present versus past entertainment

There are significant differences between present and past leisure time and entertainment. Vorderer (2000) argues that with the increase in leisure time, there is a significant technological development focused primarily on digitising and compressing data, which was unavailable for the masses couple of years ago. Specifically, the research results seem to indicate that smartphones and generally new technologies are partly replacing the face-to-face contact with other people leading to less social meetings and more individual engagement through Internet.

Wol: *Before I was going out more. I was socialising more. But now because I can stay in touch with everyone through my smartphone or computer, that's a big difference. I am going out less than usual. 5 years ago when I was home I would be much bored than now. I would go even if I don't meet my friends. Now, I spend my time a lot in front of my computer doing different sorts of things. Don't get me wrong, I am still going out, but the Internet and everything that comes with it allows me to supplement the personal contact at some point. And as I grow up, I have less time for going out due to other responsibilities. Messengers and other communicators is a very good thing to be always updated with your friends even if you lack time. So, from entertainment point of view – this is all a good thing, but if you look at the human contact it's not so much as eventually you have it much less.*

Gerald has a similar opinion to Wol. He also identifies very important factor that is the difference of the feelings between individual technology engagement and personal meetings.

Gerald: *I used to have more social gatherings. Of course new technologies allow for social gathering more on the Internet. But it is not the same anymore. Previously I used to see people more face-to-face on every occasion. So, now it's more like you-to-yourself.*

Researcher: *Is it a good change?*

Gerald: *Meeting with others personally lets you develop and grow no matter what kind of contact this is. But because you have the luxury to live close with people, you have technology to replace the people because there's nobody there to talk to (...) Technology only makes you happy, it's only the fun bit. But when you're dealing with people there's flexibility that is essential [in other words, technology is only a fun bit, but when a person deals with other people there is a whole spectrum of other emotions and feelings like for example sadness that is an essential part of our life].*

Similarly, Mintel International Group (2008) identified mobile phones as an extension of the users themselves and resulted in less face-to-face way of keeping in touch with friends.

Another significant issue is the lack of time. Many interviewees mention they do not have the same amount of time to socialise to the same extent they did couple of years ago and the easier way to entertain oneself in a leisure time is through new technologies, especially smartphone available on the go.

Mory: *I used to spend more time with friends. Now I spend more time on my computer because I work on it all the time. I was doing more sports: football or basketball and definitely more games. But now I don't do that anymore. I hardly have time for those. It's a time issue.*

Benito: *Couple of years ago I was more active, I was out more, exercising. Now, as my life is busier I do not have much time to do that anymore, so most of the time I spend in front of the computer, with Facebook to chat with my friends. Now, the technology advancement makes it cheaper and easier to stay in touch with friends. I do not necessarily have to meet them because I can give them a call or Skype them from my iPhone⁸.*

Furthermore, Edgar expresses the positive side of smartphone as an entertainment tool. He points to the convergence of devices and content that means different devices and its content are now available on different platforms, like for example TV channels primarily available

⁸ Skype on iPhone is available through the VoIP – Voice over Internet Protocol

through the television set and the Internet primarily available on the computer are now both accessible from smartphone.

Edgar: Because of the technology and how it has been changing, for example with the iPhone, you are able to communicate much easier. You can watch TV, watch video, watch news on any platform. You do not need to be at home to do all of these anymore. Sending emails etc. Nowadays, with just one device you can do entertainment, work and communicate. But this rule does not apply only to the smartphones. Like on Xbox, you can watch your Sky TV, make some calls. (...) It changes a lot the way I interact with people. Definitely.

This in turn leads to Moh's opinion that smartphones is a good networking tool that makes it easy to stay in touch with friends and new contacts.

Moh: 5 years ago I'd probably be jamming with people, doing nothing really important. But now I am trying to get to know more people, and in my free time, yes, that's what I do really, just try to meet new people, network. Previously I played games more too, now I do that less often. Maybe because of my BB: reading news, sport news, checking stocks, listening to music, which I do pretty much all the time, 24/7. Oh and yes, chatting on BB chat with friends.

Some of the interviewees identify playing computer games as their main interest in free time a while back.

Bart: Couple of years ago I was primarily playing games. I was an addict! Also, I was going out much more. Chilling out with friends, going to pub, playing pool and darts. It was much different from now. I spend more time in front of my iPhone, TV and laptop.

Surprisingly, some of them have not followed the gaming activity along with the development of new technologies but they started appreciating more the human contact. It points to the direction that new technologies, particularly smartphones, increase the need of socialising and in turn disables the potential new generation' nature of alienation.

David: I was sitting behind my computer and I was playing strategic games! I was basically a super-nerd cos I didn't have friends back then.

Eventually, the smartphone have not had an impact on the minority of the interviewees who indicate the new technologies do not influence their free time significantly comparing to the past experiences.

Adam: *It did not change much for me. I do use my laptop and this is the change as I haven't had one couple of years ago, and also sometimes instead of laptop I can browse on the Internet through my smartphone. But when it comes to my spare time, I do have other things to do rather than engaging with technology. Still, when I look at some of my friends, they are highly addicted, yes. There's little time when they do NOT use their smartphones for whichever reason.*

Lykele: *I am definitely more dependent on the technology at the moment. It's a part of my life now.*

4.6 Additional findings

The interviews present that users tend to replace some of the traditional use of media or technologies with their smartphone and its applications. Moh: *I don't even read the news on my PC or in newspapers anymore. Everyday I wake up I just check the news on my phone and that's it, you know what I mean.* Interesting finding is that the services and media that are replaced are not normally considered entertaining, but when they are framed with trendy-design application the perception of the user changes. This in turn is possibly the reason why most of the interviewees identified their information or business applications as entertaining ones.

Furthermore, the iPhone is considered to be primarily designed for the entertainment purposes unlike Blackberry that is focused on business functions. The users who own both models tend to present this point of view.

Edgar: *I have got some entertainment on my Blackberry, like News apps. However, the iPhone is way better in terms of entertainment than BB.*

Mory: *You have got more entertainment features on the iPhone comparing to the Blackberry.*

What is more Blackberry's chat is a unique feature as Wol says: *Blackberry chat is like a closed circle – only for BB users. It is some sort of privilege.* It is possible that the more the innovative device allows for personal identification through specific feature available for the restricted people, the more users are proud to be a part of it and want to join 'the family'.

Finally, all of the interviewees agreed that most of their closest friends who live in London own the smartphone and it is the most useful device on the go.

Maryam: *Most of the people I know have smartphones!*

This in turn is consistent with the increasing trend for smartphones over the years (Intel International Group, 2008).

4.7 Summary

This chapter has reported the findings and has discussed the analysis of the results from the research. The study has been conducted with qualitative method: semi-structured individual interviews based on 20 respondents and 10-days-period observations.

Next chapter concludes the paper with the key findings and the limitations of the research are identified. Moreover, chapter 5 indicates further research that is suggested to follow the study.

5. CONCLUSIONS, LIMITATIONS AND FURTHER RESEARCH

5.1 Conclusions

The study objective is to research the mobile entertainment applications and their impact on leisure patterns amongst UK young adults. In order to have a clear understanding of the research question on the impact of the mobile entertainment applications on the UK young adults leisure patterns the paper's logical structure follows with the sub-questions. All of those sub-questions consequently lead to the thesis argument that mobile entertainment applications have an impact on the UK young adults leisure patterns. Below is the extent and dimensions of the influence of the mobile entertainment applications amongst this specific demographic group.

5.1.1 What mobile entertainment applications do UK young adults access and use, and why?

The study confirms that there is an increasing trend for smartphones over the years in the UK with the majority of the young adults holding either Blackberry or iPhone models. The affinity towards smartphones is a representation of several factors like mobility, convenience and personalisation. The core advantage of smartphones is the endless amount of the applications suitable for everyone needs. Thus, the multifunctionality and convenience are the two pros after smartphones. As a result, users are able to easily switch between business, sociability, and entertainment in the same time and space. Other important characteristics are the design, the ease of use, and content convergence. Accordingly, it seems that majority of the young adults use both Internet and applications rather equally on their smartphones.

Zillmann & Bryant (1994 in Vorderer, 2000) indicate that nowadays most leisure time is spent with entertainment. The entertainment concept is a very broad term and it appears to mean various things to different people, like going out with friends, watching TV and sitting in front of the computer or playing games, which is a mixture of active and passive leisure. Also, leisure is sometimes difficult to distinguish from compulsory activities as the study points to the direction that people often perform work-oriented tasks for pleasure on nicely designed applications; thus contradictory to Roberts (1970 in Dyer, 2002: 7) leisure definition.

The variety of entertainment activities identified in the research have is consistent with Bosshart and Macconi (1998 in Vorderer, 2001) entertainment dimensions that indicate people choose particular entertainment activities to relax, diverse from for example every day

stress, for stimulation, fun, atmosphere and joy. Also Tully (2003) research presents adequate findings that young adults consider use of technology as a lot of fun and an opportunity to diverse and have fun. Accordingly, mobile entertainment is rather high among other activities as it is used all the time for an easy way of relaxing; and it is involving no physical endeavour known as passive leisure. The mobile entertainment is also often considered as a background activity or a supplement while doing more important things.

Furthermore, coherent with Castells et al. (2004) mobile entertainment services include variety of content like games, movie clips, music and images. However, the term excludes mobile communications, which is widely considered by the young adults as a part of their entertainment. The research confirms Moore & Rutter (2004) finding that users are not always clear with what mobile entertainment actually is. Accordingly, interesting conclusion is that the traditional services and media that are replaced by new are not normally considered entertaining, but when they are framed with trendy-design application the perception of the user changes.

The research indicates that entertainment as such is a very individual and subjective concept. Many of the communication applications or services like maps and dictionaries are also considered entertainment even though they are usually classified in a different manner by the academics and professionals. It also links to the fact that UK young adults usually store plenty of applications on their smartphones that indicates the explosion of choice they face everyday (Mintel International Group, 2008).

Contradictory to the Bryce et al. (2004) research, users reveal strong enthusiasm about the use of 3G network to allow the delivery of video content, like for instance football highlights and video calls. Furthermore, the process of accessing the applications appears to be simple for the UK young adults. Many of them download applications through the phone store (i.e. Apple App store and Blackberry App store). Thus, it points out to the direction that a user does not need to be a technology expert to download the entertainment applications and make the most of it. The result corresponds well to the easy accessibility, which indicates that access and the usage of the mobile applications is for everyone and simple enough even for the beginner.

Some entertainment applications are the favourite ones for UK young adults and some are very specific to the individual and his or her personal situation. The applications used by majority of the UK young adults are Facebook, iTunes, Shazam, messengers, news, Google

maps, and Tube maps.

Finally, the results lead to the finding that mobile entertainment applications are usually used several times a day but over a short period of time. Accordingly, they are primarily used when one has nothing else to do while, for example, waiting or is stuck in the road traffic.

5.1.2 How do UK young adults interact with mobile entertainment applications?

Situated mobile entertainment

The pattern regarding the place of the smartphones applications use varies among the UK young adults. Nevertheless, it is possible that the majority uses entertainment applications to pass the time, usually in the public sphere while commuting to work or to university accordingly to Haddon (2002) claims. Similarly, Kalakota and Robinson (2001 in Anckar and D’Incau, 2002) found that the combination of mobility and entertainment is even more appealing for many users because of the opportunity to ‘kill time’ or simply have fun in situations when wired entertainment devices cannot be accessed or are not available at the given time and space.

To summarise, the mobile entertainment applications are much more often used outside than inside. Also, they are rather used in public than private places. Regarding the space of the mobile entertainment use among the group of peers, there is no regularity. The smartphone allows UK young adults to get together on the road and decide what do they want to do particular evening or afternoon on the go. At the same time, they engage themselves during the journey with low-mind-engaging entertainment applications and games. However, music stored on smartphone is always the top entertainment tool on their mobile, whether as individual or shared use. All of these indicate high interaction both between peers as well as an individual towards the smartphone.

Individual versus shared

The entertainment on mobile is far more used on individual basis than the shared ones. Interviews’ results indicate some UK young adults have negative feelings towards mobile entertainment among their peers and fall along Zillmann’s (2000) claim that interactivity is likely to illustrate the use of media from the individual-oriented perspective. What is more, comparing to other leisure activities, the smartphone entertainment applications does not involve a lot of group interaction. Although the most regular use of mobile entertainment is having laugh at specific fun applications or using gimmicks, playing and sharing music, and

showing videos; mobile entertainment applications are only a supplement for the whole social meeting.

Summarising, the entertainment on the smartphones supplements greatly the leisure time of the group of people who spend their time together. Mobile entertainment applications are used between the main leisure activities as a tool to mainly pass travel time by having fun among friends as well as when a person is alone. Nevertheless, the use the smartphone entertainment applications is never the main attraction over the leisure time of UK young adults.

Interactivity

Finally, in terms of engagement and involvement, browsing for the new applications, considering the amount of these on the market at the moment is perceived as a waste of time.

According to Livingstone (2004), new technologies, like smartphones, are involved in proliferation of active, selective, self-directed receivers of the content as well as producers. Nevertheless, the outcome of the research indicates that even though UK young adults are aware they can modify and create the content themselves, the majority do not use it. Accordingly, although a number of smart phone applications and overall the new technologies offer their users to modify the content (Vorderer, 2000), the fast societal and technological constant revolutions change the individuals' needs. What is more, the UK young adults opinion on personalisation indicates that the mass audience approach disappears and is being replaced by individual media users (Vorderer, 2000).

5.1.3 What impact has it made on the UK young adults leisure patterns comparing to the past experiences?

There are significant differences between present and past leisure time and entertainment. Vorderer (2000) argues that with the increase in leisure time, there is a considerable technological development focused primarily on digitising and compressing data, which was unavailable for masses couple of years ago. Specifically, the UK young adults indicate that smartphones and generally new technologies are partly replacing the face-to-face contact with other people leading to less social meetings and more individual engagement through Internet. Nevertheless, research identifies very important factor that is the difference of the outcome feelings between individual technology engagement and personal meetings. Similarly, Mintel International Group (2008) identified mobile phones as an extension of the users themselves and resulted in less face-to-face way of keeping in touch with friends.

Another significant issue is the lack of time. The results of the study reveals that UK young adults do not have the same amount of time to socialise to the same extent they did couple of years ago and the easier way to entertain oneself in a leisure time is through new technologies, especially smartphone available on the go.

Surprisingly, some of the young adults who used to play games in their past extensively, started appreciating more the human contact instead of greater involvement in the development of gaming activity. Eventually, the minority indicate the new technologies do not influence their free time significantly comparing to the past experiences.

Finally, contemporary societies are more mobile geographically than in the past and this affects the way they experience leisure and entertainment. Also, modern leisure individuals have bigger scope, time, and money to spend, to make their own leisure choices and interests (Roberts, 2006; Sherk, 2007). However, the UK young adults try to balance their free time and step away from the new technologies as much they can in order to fully enjoy their spare time outside.

5.2 Limitations

The study has encountered couple of limitations. Firstly, the research is based on relatively small and convenience sample that does not allow making the generalisations of the results. In addition, the short time span designed for the data collection was limited that in turn disabled the author to study the phenomenon over the long enough period of time to make the results more reliable. Finally, the fast-paced technology development constantly changes users' perceptions on the use of their mobile handsets. Therefore, the findings from the study are evolving as the paper is being edited and prepared for the assessment.

5.3 Further research

The author advises to reproduce the study with greater sample that will be selected in accordance to more restrictions and would include people from different UK regions, and conduct quantitative research to support the qualitative data. As a result, it is suggested to compare the results from both studies. Also, due to complexity of the research, it is recommended to undertake the study over a much longer period of time.

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ABBREVIATIONS

3G – Third-generation telecommunications hardware standard

BMI – Business Monitor International

GPS – Global Positioning System

IDE - Interactive Digital Entertainment

IT – Information Technology

LC - Lifestyle Computing

MMOG – Massively Multiplayer Online Game

MMS - Multimedia Messaging Service

PAYG – Pay As You Go

PDA – Portable Digital Assistant

PS3 – PlayStation 3

PSN – PlayStation Network

PSP – PlayStation Portable

RIM – Research in Motion

ROI - Return on Investment

RTNDA - Radio Television News Directors Association

SMS - Short Messaging System

SNS – Social Networking Sites

UK – United Kingdom

Wi-Fi – Wireless Fidelity