

To understand the relationship between the smart phone and its users

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I. Introduction

A mobile phone is a device which can make and receive telephone calls over a radio link while moving around a wide geographic area (Katz and Aakhus 2002). Smart phone is a high-end mobile phones that combines the functions of a personal digital assistant (PDA) and a mobile phone (Schmidt, Aidoo et al. 1999). Smart phone has variety of the functions including portable media player and camera phones with high-resolution touch screens (Rohs and Gfeller 2004), web browsers (Wu, Garfinkel et al. 2004), GPS navigation (Makino, Ishii et al. 1997), TV (Paulson 2006), and etc. In the modern world, almost everyone has at least one cellular phone (莊懿妃, 蔡義清 et al. 2007). More and more people are using phones nowadays. Our goal is to find out the benefit and dis-benefit of why people to use smart phone and how smart phone user use smart phone to link with others and the relationship.

Some what nebulous - more meaningful might be the number of phones in circulation against population

Customer relationship management is an important issue to a company (Gale and W Customer's satisfaction with a company depends on the firm's innovative products, and applications. These are relevant to its success and competition to others (Hennig Thurau and Klee 1997). Some researchers showed customer's rebuying and loyalty dependent on the innovation of a company (Yi and La 2004). However, few investigations showed no direct relationship between these connections (Andreassen and Lindestad 1998).

II. Background

We want to learn qualitative research method from this preliminary study to set up the foundation of our future dissertation researching and writing. We can also identify the relationship between company's service and customer rebuying. Positive could offer the company to enforce this strategy and the sales rate.

Here the background could usefully consider the role of smartphones in communication and managing relationships. How do people integrate these phones into their lives?

III. Research Objectives

What are the benefits and dis-benefits of using smart phones to manage relationships with other friends, family, colleagues and etc.?

OK
You could split this.

1. Why do people use the smart phone?
2. What can they use smart phone mostly for?
3. Mobile phone can make them convenient or disturbed!
4. To evaluate the relationships between the smart phone and smart phone users.

1 - 4 are extraneous?

IV. Methodology

The research methodo

Methodology - includes the philosophical aspects
Is the angle more positivist or more interpretative?

y and

now in literature section...

Why this method? Need to justify. When do we use interviews?
e.g., for flexible questioning; when topic is poorly understood (as here)...

secondary research
books, journal papers and use
Primary research

● Interview

The interviews need to be done with the smart phone users only because we want to know the benefit and dis-benefit to use smart phones. We will conduct interviews with colleagues within organizations, friends, and NCKU students v. 45. From the interviews, we would like to explore the people's genders, and reasons why they choose the smart phone.

Here is our framework of our interview.

Interview guideline

I. Opening

II. Body

- Descriptive
 - -how
 - Which
 - ...wh
 - Who
- Benefits and dis-benefits to having the Smartphone?
 - How does it help to manage their relationships?

What are some principles you are thinking about in designing the guideline?

Sampling

- need to use language e.g., purposive
set a *profile* that you are targeting and give a *logic* for that profile - think Mintzberg. Then move to the practical problem of accessing that profile - e.g., friends, work colleagues etc.

III. Closing

Due to there are three people in our group and we live in different cities from north to south of Taiwan including Chiayi, Tainan, and Kaohsiung, we choose to work separately and use the "Triangulation" method to integrate the three independent sources of data within our study. We record a list of general questions as below and the rest of the questions are open questions.

1. What is his/her gender?
2. How long does he/she use the Smartphone?
3. What is reason of buying Smartphone?
4. What is the brand of his/her Smartphone?
5. What application of the Smartphone does he/she use?
6. How often does he/she use the Smartphone per day?
7. Describe the benefits and dis-benefits of having the Smartphone?

Some confusion here! Is this duplication of the previous section?

Gap!
Data analysis...
How are you analyzing the data?
You need to explain the theoretical approach and practical steps you are going through.

Finding:

We have conducted a total 26 interviews that include 15 females and 11 males. There are 5 students, 2 working professional in engineering, and nurses in the hospital, sales representative, customer services, and technicians. We find out the people at different ages and occupations have different opinions toward using the smart phone. It is an interesting finding. Generally speaking, most people think the purpose of using smart phone is to make friends, connect with family, and connect with schoolmate, and so on. They use their smart phone to play the game, surf the internet (Google, Facebook, News), watch video & TV program, listen music, take photo, send/receive E-mail, calendar, text message sending, navigation, PDA, camera, download data and enjoy the lots of benefit of market "application". In order to find out the more specific reasons for our project, we also analyze part of the data obtained from the interview and put them into a table shown below.

Sampling: Table can summarize your respondents. This should align to the judgment criteria you have established.

Findings: - need explanation of analysis otherwise it lacks credibility.

Don't tell us this here. Give the findings then either explain differences e.g., between gender or more significant aspects you want us to understand.

Gender	Male	Male	Female	Female	Needs introduction...	Male	Male
Age	31-35	26-30	26-30	26-30		31-35	31-35
Occupation	Student	Student	Student	Student	Student	Working	Working
# of phone before	3	10	6	2	3	6	4
# of smartphone before	1 st (Nokia Symbian)	2 nd (iPhone 4, 1 st Nokia)	1 st (iPhone 4, previously Sony Ericsson)	2 nd (Blackberry, 1 st iPhone 3GS)	1 st (Samsung Android, previously Nokia)	1 st (Samsung Android, previously Nokia)	1 st (Motorola Windows, previously Motorola)
Current phone for how long	4	1	1	2	6 months	1	2
Why, how, chose this phone	Old phone, but always like to try electronic gadget	Want to try iPhone	Friends taught how to use functionalities on iPhone	Better experience with Blackberry than iPhone	Want to try smartphones	Want to try smartphones	Want to try smartphones
Experience with the phone	Phone getting old, seeing disadvantage compared with other brands	Convenient	Convenient	Convenient	Powerful	Powerful	Only use basic functionalities
Functions	Internet browsing (slow), txt msg	Internet browsing, txt msg, real time chatting, photos	Txt msg, real time chatting, photos, games, Facebook	Txt msg, photos	Heavy internet browsing, photos, videos, music, Facebook	Heavy internet browsing, photos, videos, music	Internet browsing (slow), txt msg
Why the functions	Internet browsing for info	Searching for info, sharing info with friends	Likes games, sharing info with friends	Sharing info with friends and family, instantly	Searching for info, sharing info with friends	Searching for info, games	Just calls
Thoughts on payment plan	Cheap	Reasonable	Reasonable	Reasonable	Reasonable	Reasonable	Not worth it

Thoughts on phone hardware	Small, willing to carry bigger one	Decent size	Used to have small and slim phone, doesn't mind using bigger one	Decent size	Decent size, want bigger screen (bigger phone)	Decent size, want bigger screen (but not bigger size)	Decent size, want bigger screen (bigger phone)
Decision on purchase	Technical specs, willing to try new things	Willing to try new things	Friends taught how to use the phone	Friends and families use same phone	Willing to try new things	Willing to try new things	Not early adopter
Compare to traditional conversation	Less on dial-out or receiving calls	Less on dial-out or receiving calls	Less on dial-out or receiving calls	Dial-out or receiving calls still often	Less on dial-out or receiving calls	Dial-out or receiving calls still often	Dial-out or receiving calls still often
How long not having phone around	6 hours, a bit worried	Half day, not worried	A few hours, a bit worried	A few hours, not worried	A few hours, a bit worried	Always have	A few hours, not worried
Suggestion to make the phone even better	Better camera, better connection, more applications	Better camera, thinner, want more applications	No suggestion	No suggestion	Better camera, better connection, want more applications	Better camera, more links to daily life	Better connection
Next phone?	iPhone maybe	Not sure	iPhone	Blackberry	Not sure	Not sure	Not sure

Transcript: This interview is conducted to a representative about 15 minutes.

Good day. First of all, I would like to thank you for your time. I would like to know your opinions toward smart phone use. I would like to find out how the smart phone links the relationship between you and your company. I will provide you with brief information of why you use smart phone. I will ask you some open questions which mean that you can just talk whatever you want.

Yes - this is a useful interview. Rich data here. Revisit the interview to check how closely it focuses on the key issue i.e., managing relationships

sales

an opportunity to interview is to find out how the smart phone links the relationship between you and your company. I will ask you some open questions

8. What is his/her gender? Males
9. What is your age? I am not willing to tell (For age 40 ~45) as long as you know I am mature man. Haha.
10. How long do you use the Smartphone? I have been using the smart phone for more than 2 years.
11. What is reason of buying Smartphone? This smart phone was provided by my company for working purpose in order to get instant connection to our clients and suppliers.
12. What is the brand of your Smartphone? HTC.
13. What application of the Smartphone do you use? Android system
14. How often do you use the Smartphone per day? All the time (I never turn off my smart phone.)
15. Describe the benefits and dis-benefits of having the Smartphone?

Benefits:

It may take me some time to think because you are the first one who asks me this question. I have never thought this question before. I can get the immediately information without any delay no matter I am in the office or not. I often use MSN and Skype to talk to my clients all over the world. Indeed, Smartphone really saves some expenses for the international calls of the company because my company paid for the monthly telephone fees including unlimited Internet access. I think it's more flexible to interact with mobile telephone. For example, I can choose suitable program installed on my Smartphone. I also use the Smartphone to be a navigation system while driving. I often need to drive the car to visit my clients; however, not every place I know the exact direction. The navigation system installed on the Smartphone really helps me a lot. I can also get all kind of the information from the internet such as coupons or other travel information from free marketing applications. It's good when I take my "girl friend" out and I don't know where to eat and go. Haha. My nephews at grade three love to use my Smartphone to play games. I think Smartphone can make my relationship with my friend and family more closely; for instant, uploading my photo onto the

Facebook. While I am on the public transportation including high speed rail, I can watch video to kill time. I don't need to bring the camera because my Smartphone has the camera function.

Dis-benefits:

It's kind of heavy comparing to the traditional one I used to use three years ago. I have no personal time because I got to be on call all the time and I can't separate my working hours and off hours from the job. The battery is easy to run out and I need to bring the charger and re-charge the battery sometimes. Due to the screen is not as big as my laptop; it makes my eyes to get tired easier. I am kind of afraid if one day I lose my smart phone. It will be very dangerous and it will become a risk because my personal information will be explored to someone else. I feel that lots of people addict to the Smartphone and they will spend more time on the Smartphone not only on the making and receiving phone calls.

Conclusion:

Everything has two sides. With the advance of the technology, Smartphone has brought lots of benefits for us and I do very enjoy some of the benefits of it.

Anyway, one good product depends on the user how to utilize it. Wish this short interview can help you doing well on your paper. Have a nice day.

Me: Thank you very much.

Sex: Male

Duration of used mobile phone before transition to smart phone : 13 years.

Reasons : Making girl friend (better relationship but easy to argue), Convenience, Working,

Smart Phone

Reasons: The contract was due and more function.

Rather brief for
analysis...

Utilities: Internet, E-mail, calendar, topics of chat, applications, games, convenience in work, text, sent new information, PDA.

Share : Photograph, information, news,

Relationships: Increased.

Price: Expensive

Fee of communication : More than before but acceptable .

Internet: Google, Facebook, Download data, anytime.

Brand: Android system HTC better than iPhone system.

Used time per day: More than before.

Care about: Speed on internet, Privacy, Security.

Not care about: The battery, the looking.

Subsidy: yes by Company

Sex: Female

Duration of used mobile phone before transition to smart phone : 13 years.

Reasons : Connect with home any time.

Smart Phone : One year.

Reasons: The contract was due and want to have more functions.

Utilities: Internet, E-mail, applications, games, convenience in work, text, sent new information, Navigation.

Share : Photograph(few), information, news,

Relationships: Increased.

Price: Expensive

Fee of communication : More than before but acceptable.

Internet: Google, Facebook(few), Download data, anytime.

Brand: Loyalty to iPhone

Used time per day: More than before.

Care about: Speed on internet, Privacy, Security. Battery. Looking.

Not care about: Price.

Subsidy: no.

Sex: Female

Duration of used mobile phone before transition to smart phone : 15 years.

Reasons : Connect with home and friends any time. And decreased miss calls.

Smart Phone : Three years.

Reasons: The contract was due and want to have more functions.

Utilities: Internet, E-mail, applications, games, convenience in work, text, sent new information, Navigation. Time tables, comfort children. Language learning

Share : Photograph, information, news,

Price: Expensive but acceptable due to income increased.

Relationships: Increased. Discuss topics

Fee of communication : About twice more than before but acceptable.

Internet: Google, Facebook, Download data, anytime.

Brand: Loyalty to iPhone HTC Not friendly.

Used time per day: More than before.

Care about: Speed on internet, Privacy, Security.. Looking.

Not care about: Price. Battery

Subsidy: yes by Company.

Sex: Male

Duration of used mobile phone before transition to smart phone : 15 years.

Reasons : Connect with others due to business and convenience

Good image: Communication convenience.

Bad image: Too big. Weak signal, high price.

Used calls : 10-20 calls per day.

Smart Phone : Five years. HTC. Two years Iphone.

Reasons: The contract was due and want to have more functions.

Utilities: Internet, E-mail, applications, games, convenience in work, text, sent new information, Navigation. Calendar. Data of telephone numbers. News, Entertainment.

Time table, booking. The elongation of the PDA utility but can't edit. Language learning. Skype.

Share : Photograph, information, news, Applications, market information, Medicine

Relationships: Increased.

Price: Expensive but acceptable due to income increased.

Fee of communication : More than before but acceptable.

Internet: Google, Facebook(few), search information, anytime.

Brand: No but preferred HTC.

Used time per day: More than before.

Care about: Speed on internet, Privacy, Security.. Looking. Browser too small.

Not care about: Price. Battery

Subsidy: No

Change the smart phone to HTC.

Duration of used mobile phone before transition to smart phone : 10 years.

Reasons : Connect with family and friends

Good image: convenience.

Bad image: Found by others anytime.

Used calls : 1-2 calls per day.

Smart Phone : One year

Reasons: The contract was due and want to have more functions.

Utilities: Internet, E-mail, applications, games, convenience in work, text, sent new information, Navigation(not well due to telecom). Movies(but has lag) Entertainment.

Music, Data, records of life. Find new movies and music

Relationship: Increased.

Working: Used smartphone at break.

Resting: decreased.

Share : Photograph, information, news, Applications,

Price: Expensive but acceptable

Fee of communication : More than before but acceptable.

Internet: Google, Facebook, search information, blue tooth, anytime.

Brand: Special to some kind(Sony ericsson).

Used time per day: 2-3 hours per day.

Care about: Speed on internet, Privacy(by stander), Security.. Looking.

Not care about: Price.

Subsidy: No

Change the smart phone to HTC.

Sex: Female

Duration of used mobile phone before transition to smart phone : 10years.

Reasons : show off and peer pressure

Good image: Convenience, Make friends.

Bad image: high price.

Used calls(time) : 30minutes per day.

Smart Phone : one years.

Reasons: The contract was due and peer pressure and want to have more functions.

Utilities: Internet, E-mail, applications, games(to kill time), text, sent new information,

Navigation(not good). Telecom, records of life. Register Movie, small computer

Share : Photograph(Immediately delivery via blue tooth), personal mood.

Relationships: Increased.

Price: Expensive but acceptable due to income increased.

Fee of communication : More than before but acceptable.

Internet: Google, Facebook, search information, anytime.

Brand: No

Used time per day: More than before.

Care about: Speed on internet(movie has lag), Privacy.

Not care about: Price.

Subsidy: No

Change the smart phone to HTC.

Sex: Female

Duration of used mobile phone before transition to smart phone : 12years.

Reasons : Connect with family

Good image: Convenience, Make friends , homework, school mate, for help.

Bad image: high price, propaganda, harass.

Used calls(time) : few calls per day.

Smart Phone : two months.

Reasons: The contract was due and want to have more functions.

Utilities: Internet, E-mail, applications, games(few), text, sent e-mail, Navigation.

Study, free in same network, TV

Relationships: Increased.

Share : Photograph.

Price: Expensive but acceptable.

Fee of communication : one tenth of salary

Internet: Google, Facebook, search information, anytime.

Brand: Native made HTC

Used time per day: 4 to 5 times than before.

Care about: Big, slip, battery, telecom signal, the memory size

Not care about: Privacy.

Subsidy: No

Sex: Female

Duration of used mobile phone before transition to smart phone : 10years.

Reasons : Connect with others , peer press

Good image: Convenience, Make friends, ask homework.

Bad image: high price.

Used calls(time) : 3 hrs per day.

Smart Phone : 4 months.

Reasons: The contract was due and more functions and introduced by friend.

Utilities: Internet, E-mail, applications, games(to kill time), text, sent new information, Navigation, TV

Share : Photograph

Price: Expensive but acceptable due to income increased.

Fee of communication : 1/10 of salary.

Internet: Google, Facebook, search information, anytime.

Brand: Native made, Iphone's accessory too expensive, voice control is not fitted asian

Used time per day: 6-7hrs per day.

Care about: battery, same network, big, slip, pixels.

Not care about: Privacy.

Subsidy: No

Sex: Female

Duration of used mobile phone before transition to smart phone : 8 years

Reasons : Trend, in order to get more info, for working purpose, kill time

Smart Phone : 1~2 years

Utilities: Checking email, play game, chatting on line

Price: too high, It would be better if the price can go about NTD6,000

Fee of communication : Increased

Brand: iPhone 4

Used time per day: 7~8 hours a day

Advantage: easy to find updated information

Disadvantage: Lack of privacy

Subsidy: no

Sex: Male

Duration of used mobile phone before transition to smart phone : 6 years

Reasons : Want to become "smart" , Trend

Used calls(time) : more than 2 hours a day

Smart Phone : 4 years

Utilities: Alarm clock, flashlight

Price: Too high

Fee of communication : Increased

Brand: iPhone/HTC

Used time per day:

Care about: more spending of the money

Disadvantage: too big and not easy to carry, the price is too high so it's rather to buy a laptop

Subsidy: no

Sex: Female

Duration of used mobile phone before transition to smart phone : 5 years

Reasons : Convenience, functionality, web search

Smart Phone : 2 months

Utilities: web search, listen music, photo taken

Share : pictures, messages

Price: Kind of high

Fee of communication : Increased

Brand: Sony Ericsson

Used time per day: more than 4 hours a day

Advantage: Replace the laptop, walkman, and camera

Care: price issue

Disadvantage: lack of privacy (it's like install a GPS on it, to be recharge all the time

Subsidy: no

Sex: Male

Duration of used mobile phone before transition to smart phone : 6 years

Reasons : used at work; for work purpose

Smart Phone : one year

Utilities: use at work, send/receive email

Price: no common because it's provided by company

Fee of communication : no common because it's paid by company

Brand: SE

Used time per day: every half hour

Advantage: to get prompt email and information momentarily

Disadvantage: freeze and need to restart, out of battery, email connection is bad

Subsidy: yes by company

Sex: Female

Duration of used mobile phone before transition to smart phone : 10 years

Reasons : smart phone is a must at work

Smart Phone : almost one year

Utilities: send/receive email, find info on line

Share : photo,

Price: kind of high

Fee of communication : Increased

Brand: HTC Desire

Used time per day: more than 6 hours a day

Care about: expensive telephone bill still

Advantage: Convenient, to surf the net all the time

Subsidy: yes by company

Sex: Male

Duration of used mobile phone before transition to smart phone : 9 years

Reasons : easy to go on line

Smart Phone : 8 months

Reasons: find store information

Utilities: use facebook, send what's app, check email

Share : facebook, messages

Price: too high. It's recommend if the price can reduce NTD5,000

Fee of communication : Increased

Brand: HTC

Used time per day: almost 8 hours a day

Advantage: don't need to find a desktop or laptop

Disadvantage: out of the battery soon

Subsidy: no

Sex: Female

Duration of used mobile phone before transition to smart phone : 10 years

Reasons : contact with other people

Smart Phone : just bought the smart phone one month ago

Utilities: check mails

Share : photo

Price: High

Fee of communication : N/A

Brand: HTC

Care about: prices issue

Subsidy: no

Sex: Female

Duration of used mobile phone before transition to smart phone : 8 years

Reasons : Appearance

Smart Phone : 2 months

Utilities: send mails

Share : photo

Price: a little bit expensive

Fee of communication :

Brand: Sony Ericsson

Used time per day: 2 hours a day

Advantage: too many functions

Disadvantage: not yet familiar to use the touch panel (screen)

Subsidy: no

Sex: Male

Duration of used mobile phone before transition to smart phone : 7 years

Reasons : like to use touch screen

Smart Phone : one year

Utilities: send mails/ messages, go on line, skype

Share : photo, facebook, skype

Price: a little bit expensive, recommended price is between NTD6000~8000 without signing a contract

Fee of communication : Increased

Brand: HTC

Used time per day: more than 4 hours per day

Advantage: easy to use by using touch pad, can go on line all the time

Disadvantage: easy to out of battery, no expended memory, spend extra telephone bills, not good for eyesight by using too long, net traffic

Subsidy: no

Sex: Female

Duration of used mobile phone before transition to smart phone : 8 years

Reasons : easy to get connected to the friends

Smart Phone : 5 months

Utilities: play game, surf the internet

Share : photo

Price: Too high

Fee of communication : Increased

Brand: HTC

Used time per day: 1~2 hours a day

Advantage: surf the internet

Disadvantage: battery issue

Subsidy: no

Sex: Female

Duration of used mobile phone before transition to smart phone : 14 years

Reasons : Trend, functionality

Smart Phone : 3 years

Utilities: surf the internet, google map, listen music, find travel info, book e-ticket, on line

banking

Share : photo, free text messages

Price: Acceptable

Fee of communication : Decreased

Brand: Samsung

Used time per day: more than 8 hours a day

Advantage: surf the internet, lots of functions, save the telephone bill by sending free text messages, easy to get instant connections to the friends all over the world

Disadvantage: too big, hard to carry, addict to game or free application

Subsidy: no

V. Schedule

Research objective formulated , Class 2 and 3 (Oct. 1st – Oct. 15th)

Questionnaire survey, Class 4 and 5 (Oct 29th – Nov. 12th)

Data analysis, Class 6 and 7 (Nov 26th – Dec. 10th)

Discussion with class, Class 8 (Dec. 24th)

Submission, Class 9 (Jan. 7th)

VI. Costs

1. Stationery, printing and small related costs.

2. Cost of the snacks while conduct one-on-on interview.

The costs attach to this research will be shared by our group.

VII. Confidentiality

The information obtained from the interviewees will be anonymous and the report will be strictly confidential for academic purposes.

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FEEDBACK ON YOUR PRESENTATION

QUICK PRESENTATION FEEDBACK			
GROUP:		SAM, LIN, RACHEL	
A	B	C	D
Are ideas presented connected with the aim of the presentation?	Are the ideas presented clear supported with evidence and logical argument?	Is it easy to follow & to understand? (Are the slides clear and easy to follow e.g. use of new pictures, words, graphs)	Overall impression (is it a group presentation etc.?)
40%	30%	20%	10%

<p>Comments</p> <p>Sampling: Stratified random sampling – here the approach is non-random. You need to express the process as judgement or purposive approach. So, judgement criteria – partly given as ‘users of smartphones’</p> <p>Analysis: Table is helpful to explain some categories – how does this link to the data? There is a systematic process here that needs to be made clearer – that links transcripts to emergent codes. Think open & axial coding from word, phrases and sentences in the transcript.</p> <p>Relate the data back to the research question: Don’t forget the alignment to the research question – you have quite a lot of information about how people use it – but also you need to relate this to how it integrates into the process of smartphones to manage relationships</p> <p>Overall comment There are some key points to help strengthen this work:</p> <ul style="list-style-type: none"> - A little more theoretical background is needed – a paper or two to explain how technology / smartphones intergrate into relationships - Keep the research questions simple - Sampling – you have the practical but not the theoretical elements here - Interviewing – ok, but why this method? - The big gap here, is analysis! How have you approached this? - In the data – I’ve marked one interview in particular that is rich and revealing. Try analysing a few similar to this. This will bring interesting results. The analysis process is critical if your results are to be credible. 			

FEEDBACK ON YOUR PRESENTATION

Grade: 81%