Value Creation through Smartphones
An Ethnographic Study about Consumer Value and Social Interaction through Smartphones

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Smartphones are currently conquering the mobile market in an explosive fashion. They have become a part of our everyday lives and increased the availability, frequency and rapidness of our communication with the surrounding world. The increased use of smartphones means that marketers are facing new challenges, with the smartphone as a new marketing channel. In this new marketing environment, it is essential for marketers to understand how consumers use their smartphones, and more specifically how they experience value through smartphones. Through this study, we enhance the knowledge about how consumer value is created by social interaction through smartphones.

To conceptualize how consumer value can be created through smartphones we have conducted an ethnographic study, consisting of diary writing and in-depth interviews, upon a sample of Swedish consumers described as the most smartphone active. By focusing on acts of social interaction, one of the most important uses of the smartphone, we exemplify how interactivity is motivated and how consumer value is created and experienced through these actions, related to theories of consumer value and consumer motivation. We propose a model based on four situations where motivations and consumer values differ and explains behaviors of smartphone activities. Implications towards mobile marketing are reflected upon in the discussion.

Keywords: Smartphones, social interaction, consumer value, consumer motivation, mobile marketing

“I always have something to do nowadays and that’s good. But I haven’t read a book since I got my iPhone.”
- Filip

INTRODUCTION

Smartphones – A New Marketing Channel

Imagine a normal day in your life and all the daily routines and actions that you do to keep in touch with friends, stay updated, and generally keep track of everything you have to do. From the moment we wake up, often with our mobile phones as our alarm clocks, to the moment we fall asleep, our mobile phones have become an irreplaceable part of our lives. During the last decade, from the way we entertain ourselves to the way we communicate with the world, the usage of mobile phones have increased immensely and is to date ‘one of the most widespread and fastest growing media channels in the world’ (comScore, 2012).
Smartphones\textsuperscript{1} are currently conquering the mobile market in an explosive fashion (Vatanparast & Butt, 2009). They have become a part of our everyday lives and have increased the availability, frequency and rapidness of our communication with the surrounding world. In a study by IDG, they found that 80% of the Swedish smartphone consumers use their smartphones every day to browse different applications and the Internet (Jeppsson, 2012).

The increased use of smartphones means that marketers are facing new challenges, with the smartphone as a new marketing channel (AdMob Mobile Metrics, 2010). The smartphone presents a new marketing environment in which ‘firms should take part if they want to survive and flourish’ (Smutkupt et al., 2010). The use of smartphones changes how consumers obtain and share information, which further changes the rules of the marketing game that marketers must adapt to (Ström, 2010). The smartphone is one of the few devices that people carry all day long and has become a ‘ubiquitous medium’ (Koury & Yang, 2010), but also a carrier of meaning (Goggin, 2009). Consumers are increasingly using their smartphones to browse the Internet, engage in social media, use branded applications, interact socially and communicate with other people (comScore, 2011; Taylor et al., 2011). This makes mobile devices exceptionally attractive to marketers because of the ability to target, interact and establish relationships with consumers (Grant & O’Donohoe, 2007). With the growing smartphone market and toughening competition, the marketers’ success in using the smartphone as a marketing channel lies in the ability to design a context that generates value for the consumer.

\textbf{Consumer Value through Smartphones}

It is suggested that even though smartphones present outstanding opportunities for marketers to reach specific consumers, the marketers must be aware that consumers widely perceive the device as personal belonging where marketing messages are not necessarily appreciated and therefore consumers are not always receptive to marketing activity (Grant & O’Donohoe, 2007; Andrews et al., 2012). Hence, to create mobile marketing worthwhile, they must generate - or be in connection with - a context that generates consumer value (Anckar & D’Incau, 2000; Grant & O’Donohoe, 2007; Andrews et al., 2012). Consumer value plays an important part of all marketing activity, it is ‘the foundation for all marketing’, and therefore deserves attention of consumer researchers (Holbrook, 1999).

Holbrook (1999) describes four aspects of consumer value: interactivity, relativism, affectivity and consumption experience. Earlier research within the area of consumer value further includes the perspective of combining the theory of perceived value with an experiential view of consumption (Holt, 1995) in order to describe consumers’ perceptions of the value in their everyday consumption experience with mobile phones (Andrews et al., 2012). Thus, this theory examines how perceived value is located in possession. Further, Sheth et al. (1991) present a theory of consumption value, which describes consumer behavior by identifying five elements of value that influence consumer behavior; functional, social, emotional, conditional and epistemic. Value is created when something is perceived as ‘value-generating’ by the consumer. In order to understand how value is created for smartphone consumers, the theory of consumption value can be used to examine this phenomenon (Sheth et al., 1991). The five elements of this theory best differentiate between values that appear to be highly relevant in the context of smartphone behavior. As the categorization of consumer value according to Sheth et al. (1991) shows the most distinct aspects of value it is the most appropriate to apply on smartphone use and behavior.

By understanding what kind of consumer value that is created through the use of smartphones, we will be able to understand the link between consumer behavior and consumer value in the context of smartphone use, and thereby gain insights for marketers of how to use smartphones as a marketing channel.

\textsuperscript{1}A computer-like mobile phone, resembling a cross between a laptop and a mobile phone with built-in applications and Internet access with the ability to handle multiple aspects of your daily needs simultaneously (PC Magazine Encyclopedia, 2012).
Linking Consumer Behavior to Consumer Value

What do we currently know about how the consumers use their smartphones? In a qualitative study by Wagner (2011), she tries to address some of the gaps we have in our understanding of the consumer’s perspective regarding the benefits of using smartphones. She describes the benefits of being able to use services and activities available in the smartphone and how consumers have developed new patterns of behavior through ‘the ability to access almost limitless information anywhere and at anytime’ (Wagner, 2011). The smartphone gives the consumer the ability to constantly be connected with one’s entire circle of friends.

It is argued that through acts of social interaction consumers develop behaviors by using their social networks as informational and normative referents (Burkhardt & Brass, 1990; E. Katz, 1980; R. Katz & Tushman, 1979; Taylor et al., 2011). Consumers’ turn to their social network to learn about new things, which means that social influence has become one of the most important factors of changing peoples opinions and decisions (Taylor et al., 2011). Therefore, our focus within smartphone use will lie in activities of social interaction between consumers.

However, we do not know how consumers’ social interaction generates consumer value. As smartphones have the ability to engage the consumer in an ever-increasing number of ways, further insights into this specific field must be investigated (Wagner, 2011). As further suggested by Appelqvist and Miller (2011), it would be ‘valuable to observe and conceptualize from a real world situation how consumers engage and interact with their smartphones’, and further, what the consumer perceives the value of their interaction to be.

In a Scottish study of young adults’ consumption behavior of their mobile phones, Grant and O’Donohoe (2007) attempts to categorize teenage consumers’ motivation for using mobile phones into five different factors of benefits: convenient entertainment, social stimulation, experiential learning, escapism and purchase information and advice. These factors, attempting to differentiate sets of consumer motivations for mobile phone use, constitute a relevant starting point for approaching consumer perceived value of smartphones. By linking Grant and O’Donohoe’s (2007) factors of motivation for using smartphones with the theory of consumer value (Sheth et al., 1991), we attempt to make sense of the experiential and contextual world of consumer behavior. Thereby, we can understand why consumers choose to use their smartphones in the manner that they do.

Making Sense of Smartphone Interaction

In order for marketers to use smartphones as a successful marketing channel, extensive knowledge about consumers and their behavior is needed (Smutkupt et al., 2010). Smutkupt et al. (2010) state that the best way to see the true value of mobile phones as a marketing channel is to see it in the context of user situations. The increased interest towards mobile phones as a marketing channel has spawned the need to deeply understand how consumers use their smartphones (Wagner, 2011). However, we find current literature inconsistent and fragmented regarding how consumers use their smartphones for social interaction and what kind of consumer value that is created through this interaction. Social interaction is, from a consumer perspective, one of the most important uses of the smartphone (Sarker & Wells, 2003; Grant & O’Donohoe, 2007; Taylor et al., 2011). It is not necessarily the content of communication through the smartphone that plays the most important role in maintaining social linkages but rather the act of communication, meaning that ‘the link is more important than the thing’ (Cova, 1994; Grant & O’Donohoe, 2007). Therefore, we believe that a deeper knowledge about how consumers interact with their smartphones will have academic and managerial implications in the field of marketing.

Smartphones are essential in the modern lifestyle, since they do not only serve as a communication, entertainment and identity device, but they also help their owners to connect with and synchronize social networks and to interact socially (Grant & O’Donohoe, 2007). This means that consumers’ use of smartphones, and the factors driving this, is a topic worthy of marketers’ attention.

Thus, the purpose of this research is to enhance knowledge about consumer behavior...
among smartphone users, focusing on consumer motivations and how consumer value is created by social interaction.

Based on the introduction and purpose described above we have formulated the following research question for this study:

*How is consumer value created by social interaction through smartphones?*

**THEORETICAL FRAMEWORK**

To interpret how social interaction through smartphones is made and understand what value actions of social interaction generate, we must define a number of theoretical components. In this chapter, we present a definition of ‘social interaction’ (Bagozzi & Dholakia, 2002). Then, we describe a theoretical concept to interpret what motivational factors there are towards social interaction within mobile phones (Grant & O’Donohoe, 2007). Finally, we connect these motivational factors towards a theoretical concept of consumer value (Sheth et al., 1991).

**Defining Social Interaction**

In order to define an act of social interaction, we draw close parallels to how such an act is defined within the theoretical field of virtual communities. We suggest that consumer behavior within virtual communities and within smartphones have similar characteristics, allowing us to define what an act of social interaction is based on this closely related theoretical field. As we are investigating the perceived consumer value generated from social exchanges via smartphones and all communication channels that smartphones provide are virtual communities of sorts, we conceive that Bagozzi and Dholakia’s (2002) definition of interaction through virtual communities can be mirrored as our definition of social interaction through smartphones.

The first aspect of social interaction is that some type of communication is exchanged between two or more persons. To describe the bond between these communicating individuals, we draw similarities to Bagozzi and Dholakia’s (2002) definition of ‘groups’ in their study of virtual communities:

“(…) two or more individuals, each aware of his or her membership in the group, each aware of the others who belong to the group, and each aware of the positive interdependence as they strive to achieve mutual goals.”

- Bagozzi & Dholakia, 2002, page 3

We can therefore describe social interaction as communication between or within ‘groups’. By this, we gather that social interaction with the likelihood of carrying perceived consumer value is between individuals with the purpose of reaching or achieving ‘mutual goals’. Goals that in turn can be described as ‘gaining perceived consumer value’.

The next aspect of social interaction is having a means of communication between groups of individuals (Bagozzi & Dholakia, 2002). In the context of smartphones we, once again, draw similarities between how consumers choose to communicate amongst each other via smartphones and within virtual communities. All virtual communities share one founding characteristic of having text-based communication in a digital landscape as the main formative. Further, in many instances the communication being performed through smartphones is in social media such as Facebook or Twitter, which in turn are carriers of virtual communities.

In summary, anytime a consumer communicates through the smartphone in any chosen media; he or she is performing social interaction. Moreover, it is important to note that the behavioral act of participating in social interaction does not necessarily have to be two-sided. One does not have to write or comment, ‘like’ or ‘retweet’ something to take part. The mere act of attending is enough to participate in social interaction. Thus, browsing through the feeds on Facebook or scrolling through the newest tweets is also regarded as an act of social interaction.

**Motivational Factors towards Social Interaction through Mobile Phones**

Grant and O’Donohoe (2007) have studied young adults consumption behavior of mobile phones. In this study they categorize teenagers motivation for using mobile phones into five different factors of benefits. Each category does not exclude the possibility of another category being present and in some instances, when attempting to apply these factors, similar motivations tend to recur within several different factors.
The first factor is *convenient entertainment*, referring to the entertainment involved in sharing information, advice and ‘amusement’ by communicating with friends through the phone, and in this way “even time spent with parents” can be entertained as they can simultaneously text with friends (Grant & O’Donohoe, 2007). We interpret this factor to regard all situations where the consumer hopes to gain consumer value by *the ability* to entertain oneself with his or her mobile phone at any moment he or she desires.

The second motivational factor is that the use of mobile phones creates *social stimulation* for the user (Grant & O’Donohoe, 2007). It was concluded that text messaging played an important role for the maintaining of social networks. Further, the authors describe how the receiving of text messages can be used to demonstrate involvement and high status within a social network, proudly announcing to the rest of the group that “Hey, I’m popular, I’ve just got a text message” (Grant & O’Donohoe, 2007). As the usability of mobile phones has increased immensely we interpret this factor to include all situations where the consumer hopes to gain consumer value by indulging in active (writing or otherwise participation with new contributions) or passive (reading or in some way observing others’ communicative contributions) communication with others.

The third factor, which at the time of Grant and O’Donohoe’s (2007) study was not as strong as the other factors, concerned using the mobile phone as a tool for *experiential learning*, being able to access the Internet and gather information and knowledge about seemingly random things. This factor includes all acts of a consumer trying to gain consumer value by using the phone as a means of gathering information. This can be done through non-social ways (i.e. web-browsers or Google) or through social ways such as asking friends or others to provide him or her with the wanted information (i.e. asking questions through Facebook). Hence, this factor depicts the value of *what* is communicated.

Fourth, the ability to use the mobile phone as a way to “kill” or “waste” time, referred to as *escapism*, made the phone a way of constantly fighting boredom at any time or location (Grant & O’Donohoe, 2007). Given a situation where the consumer experiences the need to ‘make time go by quicker’ (i.e. during a boring lecture or a slow day at work); this factor describes all situations where consumers hope to gain consumer value by using the phone as a tool to “escape” or distract oneself from a situation where he or she does not want to be.

The final factor refers to the ability to *purchase information and advice* (Grant & O’Donohoe, 2007). This factor, regarding marketing content sent to consumers, emphasized the importance of ‘communication relevance’ and ‘communication timeliness’ (Grant & O’Donohoe, 2007) suggesting that it matters a great deal to the consumers that the content received is accepted as relevant at that specific time. This factor, not as closely linked to social interaction as the other four, describes situations where consumers gain consumer value through relevant, wanted information received from marketers. However, we apply this factor to include social exchanges of purchase information and advice; where one consumer chooses to inform another of relevant information.

The factors explained by Grant and O’Donohoe (2007), as seen in figure 1.1. below, outline a starting point for categorizing the consumer motivations of mobile phone use. But further, one cannot conclude that similar categories are necessarily true or relevant for the modern use of smartphones. With a huge increase in possible uses since Grant’s and O’Donohoe’s study of 2007, it would be interesting to analyze consumers’ motives for smartphone usage today, applying the factors developed by Grant and O’Donohoe (2007) to enhance knowledge about the present day’s smartphone behavior.

![CONVENIENT ENTERTAINMENT](chart1.png)

**FIGURE 1.1.** Motivational Factors of Social Interaction through Mobile Phones (Grant & O’Donohoe, 2007)

*How Consumers Perceive Value*
It is argued that marketers should understand how consumers perceive the value of their smartphones through the ways that it is contextually situated in their lives (Andrews et al., 2012). In order to understand how value is created for smartphone consumers we will use the theory of consumption value (Sheth et al., 1991) as a theoretical lens to examine this phenomenon. This framework is useful in describing the characteristics of consumer value and can be used to describe and explain consumer behavior. The theory of consumption value identifies five elements of value that influence consumer behavior: functional, social, emotional, conditional and epistemic. A specific consumer action can be influenced by any or all of these five consumer values.

**Functional value** is the perceived utility acquired from an alternative’s capacity for functional and practical performance (Sheth et al., 1991). This value is gained through an alternative’s functional characteristics or attributes. Functional value in the context of smartphones can be interpreted as the value gained from being able to use mail, banking or gaining access to public transportation information in the smartphone, amongst others.

**Social value** is the perceived utility acquired from an alternative’s association with one’s social groups (Sheth et al., 1991). This value is gained through an alternative’s imagery associations. Activities that are shared with others are often driven by social value. Hence, an individual’s behavior is influenced by group membership. Social value in the context of smartphones can be interpreted as the value gained from being able to communicate with the consumer’s social network through i.e. social media applications.

**Emotional value** is the perceived utility acquired from an alternative’s capacity to arouse feelings or affective states (Sheth et al., 1991). Emotional value is gained through feelings associated with the alternative. Emotional value in the context of smartphones can be interpreted as the value gained from being able to experience self-fulfillment because of the smartphone.

**Epistemic value** is the perceived utility acquired from an alternative’s capacity to arouse curiosity, and/or satisfy a desire for knowledge (Sheth et al., 1991). The alternative may be chosen because the consumer is bored, curious or has a desire to learn. Epistemic value in the context of smartphones can be interpreted as the value gained from being able to satisfy one’s curiosity and desire for knowledge and information using the smartphone, i.e. being able to constantly check what friends are up to through social media applications.

**Conditional value** is the perceived utility acquired by an alternative as the result of the specific situation or set of circumstances facing the consumer (Sheth et al., 1991). An alternative’s utility will often depend on the situation. Conditional value is gained through contingencies associated with the alternative. In the context of smartphones conditional value can be interpreted as the value gained from being able to use the smartphone in a specific situation for needs that would not be satisfied if not for the smartphone.

The five values identified by the theory of consumption value, as seen in figure 1.2. below, make differential contributions in specific behavior contexts (Sheth et al., 1991). Thus, one value may have a high influence and the four other values may have little influence. The values are independent, relating additively and contributing incrementally to behavior. While it is desirable to maximize all five consumption values, it is often not practical, and consumers are usually willing to accept less of one value in order to obtain more of another.

![FIGURE 1.2. The Five Categories of Consumer Value](Sheth et al., 1991)
Interpreting Consumer Value through Social Interaction

The theoretical concepts described above enable us to create a model for interpreting how consumer value can be generated by social interaction through smartphones. By looking at an act of social interaction performed by a consumer, we learn what type of motivational factor can be behind the action. Then, looking at the motivational factor behind the action we can grasp what consumer value is created by a given motivational factor.

Figure 1.3. above illustrates how we will interpret social interaction through smartphones in two steps, motivational factors (Grant and O'Donohoe, 2007) and consumer value (Sheth et al., 1991), to conceptualize how consumers appear to create value through their smartphones. First, we analyze what motivates an action of social interaction through the smartphone and then we analyze what consumer values that are gained from the given action.

METHODOLOGY

In order to analyze the experiential landscape of consumer behavior in the context of smartphones we adopt a qualitative, ethnographic research methodology. To understand and gain insights of how consumer behavior is linked to consumer value and motivations in this specific context a qualitative, ethnographic study is necessary. This allows us to view consumers in their own space and witness how consumer values and behavior interlink in very specific situations.

Ethnographic Methods

This ethnographic study involves self-observation through diaries by the participants and by the researchers followed by individual in-depth interviews. Ethnography is the study of social phenomenon in a specific situation and is firmly rooted in the first-hand exploration of a particular social and cultural setting (Moisander & Valtonen, 2006). It is based on the assumption that by entering into close face-to-face interaction with people in their everyday lives, ethnographers can develop an understanding of how people make sense of their lives in the setting in question.

Ethnography may involve both participant observation and non-participant observation (Moisander & Valtonen, 2006). These forms are differentiated from each other by the membership role that the researcher adopts. In participant observation, the researcher is present in the setting and actively participates in its activities while doing observations, thus enabling the researcher to become an insider. In nonparticipant observation, such as our study, the researcher observes naturalistic behavior but does not become a part of the activities. In our study the respondents observe themselves without influence from the researchers.

Empirical Data through Diaries and Interviews

The empirical data of this study consists of ten participants in the age 21-26 years, either in the beginning of their professional careers or currently enrolled in higher education, and living in Gothenburg, Sweden. These young adults are described as the most smartphone active demographic, meaning that they are most prone to
social interaction through smartphones (Google, 2011; Jeppsson, 2012). Therefore, to exemplify smartphone behavior we found it appropriate to study consumers who use the product at the highest capacity. The respondents were recruited within our networks, matching the aforementioned criteria.

The diaries were written during three days of a regular workweek to capture the respondents’ most commonly occurring pattern of activities. The diaries were written from the moment the respondents woke up on the first day until the moment they fell asleep on the third day. The respondents were provided with a document of instructions (see appendix 1) and a notebook in which they were able to write their actions, however, the majority of the respondents used the note application on their smartphone to write down their actions. The respondents were instructed to write down all types of actions and behaviors (along with associated feelings) that they performed with their smartphone and the reasons for their actions. Whilst generating valuable data in itself, the diaries also functioned as a foundation for the in-depth interviews and further as a way to make the participants reflect about their behavior before the interviews. This allows for more profound interviews, which further gives the researchers a deeper understanding of the participants’ behaviors and thoughts (Moisander & Valtonen, 2006).

Shortly after the diaries were completed personal in-depth interviews were conducted with each respondent. These interviews enable in-depth understanding of the respondents’ behaviors, actions and reactions (Moisander & Valtonen, 2006). The interviews were conducted in the participants’ homes without any distractions and the interviews lasted for approximately one hour. The interviews were semi-structured, following predetermined interview questions, some individually formulated based on the participant’s diary. The interview guide (see appendix 2) also allowed further questions based on the participant’s answers.

To insure high validity we discussed the material in the diaries with the respondents during the interviews. Further, the interviews were recorded, written down, and transcribed. Non-verbal activities were also observed during the interviews. Our aim is not to generalize smartphone behavior, but rather to describe a phenomenon.

In the analysis of the empirical data, we have analyzed the material as cultural texts and examined the data methodically by studying different parts of the data and their interrelations, in order to understand and make sense of it (Moisander & Valtonen, 2006). The transcribed empirical material went through several rounds of coding in order to find patterns and similarities and to break it down into themes. In the first coding round we tried to find different consumer values and motivational factors, in order to apply the main theories of this study. In the second coding round we categorized the data into four different themes, or situations as we call them, since we saw that the behavior and consumer value differed depending on the context.

In order to protect our respondents’ privacy their names have been altered to hide their identity. All excerpts in the findings and analysis chapter are quotations from respective diaries and interview transcripts translated from Swedish.

**FINDINGS & ANALYSIS**

The discussion below is divided into four sections based on different sets of values and motivations acquired from different types of situations and circumstances involving acts of social interaction. As the resulting actions of consumers (i.e. choosing to log on to Facebook or Twitter) show similarities in most situations, the relevant discussion inquires how value is gained and for what purpose. Further, in order to conceptualize an otherwise abstract environment, we found the best way of doing so by grouping behavior within specific times and spaces. We observe clear patterns in how consumers motivate their social interactivity with their smartphones and what perceived consumer value they gain depending on situations that can be categorized by sets of circumstances. Our study identifies four situations, namely ‘in the morning’, ‘waiting’, ‘bored’, and ‘being connected’. Out of these situations; only one is clearly limited to a specific time of day (in the morning), but all four are based upon circumstances regarding the consumers both physical and mental situation. Definitions of what constitutes each situation follow within the specific sections.
In each of these four situations, multiple motivational factors and consumer values can occur. However, in each situation one or two factors and values appear to be the most significant and influential in defining the situation. Therefore, we will base the analysis on the most significant components of each situation.

**Situation 1: In the Morning**

The first situation identified as a natural situation of smartphone use was ‘in the morning’. This regarding any and all smartphone use from waking up until “starting the day”, either leaving for a place of work or perhaps starting the day of studies or other professional, at-home activities. In the morning, it is evident that consumers have a need for searching information and seeing if something new has happened since the last time they checked their smartphone, often before they fall asleep. They have a desire to quickly update themselves on the latest information within their social network.

Through the responses of the participants in our study, we gather that the first main motivational factor in these situations is **social stimulation** (Grant & O’Donohoe, 2007), since the respondents use their smartphone to maintain their social networks and communicate with their friends. The other main motivational factor in these situations is **experiential learning** (Grant & O’Donohoe, 2007), since the respondents use their smartphone to gather information and knowledge about their personal world and the world around them. Derived from these motivations and actions, the consumer value that is generated from this activity is firstly **epistemic value** (Sheth et al., 1991), as the consumers’ curiosity and desire for knowledge is quickly satisfied. Second, the consumer also gains **social value** (Sheth et al., 1991) as he or she reacts to the responses from his friends, replies to messages and shares articles.

Sven describes his morning routines of smartphone behavior. Similar types of actions occur almost every morning. To clarify the presence of the aforementioned motivational factors and consumer values in this context we describe how they are observed in the case of Sven in the morning. Here, we observe similarities to Grant & O’Donohoe (2007) social stimulation as the main motivational factor for Sven’s actions. He visits Facebook to see if anyone has responded to his comment and also to reply to messages. Then afterwards, while reading the news, he chooses to interact socially by sharing what articles he finds interesting. A complementary motivation factor is experiential learning (Grant & O’Donohoe, 2007) as he uses his smartphone to gather information of his personal world and the world around him. Derived from these motivations and actions, the consumer value that is generated from this activity is firstly epistemic value (Sheth et al., 1991), as his curiosity and his need to quickly get updated is satisfied before ever leaving bed. He also gains social value (Sheth et al., 1991) as he reacts to the responses from his friends, replies to messages and shares articles.

The “desire for knowledge” is a recurring theme with the respondents of our study. The following excerpt is an example of how this desire is experienced:

*Quote B: Elin in the morning (from interview)*

“Somebody might have had a baby during the night. One constantly wants to stay updated. What has happened? What will we learn today?”

Here, Elin describes her strong desire to be updated about what is happening in her world and gain information, thus we can see that the main motivational factors are experiential learning and social stimulation (Grant & O’Donohoe, 2007). This behavior is repetitive in some of the interviews and diaries. Accordingly, as in the previous situations, we conclude that epistemic and social value (Sheth et al., 1991) are the main values gained.

To further exemplify the perceived value of gathering information and satisfying one’s curiosity, Linda describes how the use of her smartphone can affect her in the morning:

*Quote C: Linda in the morning (from interview)*

“GP. Apparently lots of people are out of work. Tweet about that. I also have another tweet to respond to.”

The following empirical data exemplifies situations where respondents from our study describe their actions in the morning:

*Quote A: Sven in the morning (from diary)*

“Alarm clock goes off 07:37. Check my email. Just from Lets Deal and Boplists. Check out Facebook, got a couple of ‘likes’! Respond to Facebook message. Check out the baseball results. Phillies lost...”
“The first thing I do when I wake up is to look through my phone to see what’s going on in the world. Terrible. I get hooked. I get an irritated comment from my boyfriend to get up, but regardless I stay in bed with my phone.”

From the diary of Linda we learn that the actions she is performing is similar to what we have previously described from Sven and Elin. However, what we gather from this description from Linda is how clearly and powerfully she perceives the desire for social and epistemic value (Sheth et al., 1991). Even as her boyfriend reminds her to get up she can’t stop before her curiosity is satisfied. Again, the underlying motivational factors appear to be social stimulation and experiential learning (Grant & O’Donohoe, 2007). The example of Linda suggests a great importance of being able to obtain these aforementioned values in the morning. In some cases, the importance of these values appears to be of such an extent that the consumer feel agitated or stressed if these values cannot be satisfied.

To summarize the morning situation, Peter describes his thoughts on not being able to check his smartphone in the morning, as he would have liked, in the quote below.

Quote D: Peter in the morning (from interview)
“If I can’t check my iPhone in the morning it messes up my daily routines. That would suck. (...) It would feel as if something is missing. What is it I do in the morning; eat breakfast, get dressed and check my phone. It becomes a part of my day. If I were to miss checking my phone, I would rush through it all on the bus worrying that I would have missed something that I have to catch up on. It becomes a part of my day. Almost like putting on your shoes.”

**Situation 2: Waiting**

Another situation that appeared to be categorically different was what we are referring to as ‘waiting’. By this we mean any and all situations where the consumer is “waiting for something else to do”, whether it is waiting on the tram for his or her stop to get off, or waiting in a line, or waiting for a friend outside a café etc.

While waiting, it appears that consumers are looking for ways to entertain themselves and make the situation more enjoyable. Therefore they turn to their smartphones as a means to stay entertained using a number of different applications, from social media to news and so on. In this way, the main motivational factor appears to be convenient entertainment (Grant & O’Donohoe, 2007). In combination a second important motivational factor is social stimulation (Grant & O’Donohoe, 2007) as it appears that the applications that the consumers are using to entertain themselves are social media and different ways of interacting with others.

In this context, the main consumer value appears to be conditional value (Sheth et al., 1991). Although there are a number of consumer values that can be gained from the specific activities undertaken by the consumer, we argue that conditional value is the most significant. This because the whole situation is built around the fact that the consumer would be left waiting for something or someone without a means of making that moment enjoyable and entertaining. Therefore the ability for the consumer to use his or her phone in the specific situation he is in, wherever it may be, is of the greatest importance.

The following empirical data exemplifies situations where respondents from our study describe their actions while waiting:

Quote E: Olof waiting (from interview)
“I mostly use my phone when I am bored and have some spare time. Or when I am waiting for someone. (...) In these situations I for example check Facebook and Aftonbladet. (...) Mostly when I don’t have anything else to do.”

Here, Olof describes how he uses his smartphone in situations where he is waiting for something or someone. This in order to make his waiting time more enjoyable. This behavior is common among the respondents of this study. As discussed above, we interpret that the main motivational factors describing this situation are convenient entertainment (Grant & O’Donohoe, 2007), since the consumer is able to amuse and entertain himself through his or her smartphone during a moment where he had “nothing better to do”, and social stimulation (Grant & O’Donohoe, 2007) since the consumer wants to connect with his or her friends through social media. Finally, the main consumer value generated from this specific situation is conditional value (Sheth et al., 1991) as Olof fills his “spare time” with something more entertaining, therefore he can make the condition he is in more enjoyable.
enjoyable.

Next, Sven describes his thought process of his actions in a similar situation to Olof’s above:

Quote F: Sven waiting (from interview)
“...it's not that I have a plan for what I'm going to do when I take up my phone on the tram, that now I'm going to look at this and that. Rather I think to myself 'this was boring', so I get it up and perhaps listen to some music or look at something.”

In this example, Sven describes how he uses his phone on the bus, in order to entertain himself and interact with others. Similar to the first example the motivational factors and the consumer values generated thereof are almost identical for many respondents of this study, motivated by convenient entertainment (Grant & O’Donohoe, 2007) and generating conditional value (Sheth et al., 1991).

All respondents described some kind of “waiting” situation where they used their smartphone as a means to keep themselves entertained. In the next example, Sven describes a situation that only lasts for a few minutes, but still worth using the smartphone to entertain himself:

Quote G: Sven waiting (from diary)
“11:55. Waiting in the lunch line I look through Facebook's newsfeed (...). Call S (friend) to talk a little about tonight's hockey games.”

Once again, similar motivational factors (convenient entertainment) and consumer values (conditional value) are in play. This time during a short moment while waiting to pay for his food. We observed resembling situations by other respondents, i.e. when Olof used his smartphone for a short moment while waiting for a lecture to begin.

Much like the smartphone appeared to be of real importance for the respondents in the morning situations, so too do the waiting situations. On several occasions respondents describe the ability to entertain oneself at these times as a necessity to get through these moments. Below, Linda and Peter describes their thoughts and actions on sitting on the bus:

Quote H: Linda waiting (from diary)
“The whole bus trip is devoted to my phone. Check for news on Facebook, reply to a game on Wordfeud, check Twitter and read an article at svt.se. (...) I almost forget to get off the bus.”

Quote I: Peter waiting (from interview)
“When I get my phone out to check Facebook, I’m not really looking to find specific information on a specific person. Rather, it's almost as if it is built into my brain that whenever I'm on the bus I think; something is missing, something isn’t here. Aha. My phone. And then I get it out. It's not until this point you begin thinking about what you're going to use the phone for. I like to listen to music, but if I wouldn't feel like listening to music or, I would still get out my phone as a pure reaction to NOT having it out already.”

From Linda and Peter’s depictions we gather how the smartphones become more than just something fun to do when you are waiting for something or someone. It seems to become a natural “reaction”, as Peter says, to handle these types of situations. Peter describes how people used to do the same thing with newspapers on the bus, but now since the breakthrough and ease of smartphones, all types of time-filling situations are occupied more and more by smartphones. Almost, as in the case of Linda, to the degree where we forget what we are waiting for.

Situation 3: Bored

The third situation that appeared to be categorically different was what we are referring to as ‘bored’. By this we mean any and all situations where the consumer is partaking in a particular situation where he or she finds it necessary to remain, such as at work or at a seminar in school, but at the same time feels a need or desire to “escape” the particular circumstances of that situation. In other words, he or she is bored.

In these boring situations, it appears that the most important motivational factor is escapism (Grant & O’Donohoe, 2007). The consumers are using their smartphones as a means to distract themselves at times, or as a temporary relief from the boredom they are experiencing. Either for a moment of social connection with friends through social media or a moment of fun with games, or news portals, or any other chosen app used as a means of pastime in boring situation one cannot get out of. As this situation has many similarities with the ‘waiting’ situations, we gather that the main consumer value gained in these situations is conditional value (Sheth et al., 1991), with both social and epistemic values as
secondary (Sheth et al., 1991) since it provides the consumer with other enjoyment than having to sit through a boring lecture or a slow day at work. Although social value and epistemic value can be gained through the actions during these situations, due to the descriptions of our respondents regarding how the smartphones appears to serve as a means to distract oneself from one’s physical boundaries, conditional value (Sheth et al., 1991), being the ability to gain the information in a specific situation, is more important than the information or the interaction that is gained.

It might be important to note the difference between the ‘waiting’ and ‘bored’ situations as we perceive them to generate similar consumer values. Even though it might appear overly complicated to define situations of sitting outside the classroom waiting for a lecture to begin, and sitting through a lecture feeling bored, we argue that the difference lies in the motivation of using the smartphone that the consumer is experiencing. In the first, waiting situation, the consumer is looking to fill a time-slot that otherwise would have gone wasted and therefore gladly is looking for ways to entertain oneself. In the next bored situation, the consumer is actually where he or she means to be. He/she wants to be at the lecture, but now that it appears to be boring the smartphone can be used as a savior allowing the consumer to entertain him/herself within the situational constraints.

The following empirical data exemplifies situations where respondents from our study describe their actions while being bored:

**Quote J: Anna bored (from diary)**

“11:00. I’m feeling lonely and bored at work. Checking Facebook to see if anything new has happened.”

In this example, Anna is feeling bored at work and uses her smartphone to escape from the boring situation by interacting with her friends through Facebook. This behavior is repetitive in many of the respondents’ interviews and diaries. As discussed above, we interpret that the main motivational factor describing this behavior is escapism (Grant & O’Donohoe, 2007), since Anna is using her smartphone to distract herself from the boredom she is experiencing at work. Furthermore, the initial consumer value generated by this situation appears to be conditional value (Sheth et al., 1991), since the value is generated from a specific situation. Other values such as social value and epistemic value can also be present depending on the chosen activity on the smartphone.

The next examples depict Olof in similar situations at school:

**Quotes K: Olof bored (from diary)**

“10:00. Tired of studying, checking Twitter to see if someone has responded to my earlier tweet.”

“14:50. Boring presentations in school, log into Facebook and check if something has happened there.”

Here, Olof is bored when he is studying and further when he is listening to presentations at school. In these situations he appears to use his smartphone to log into Facebook and Twitter in order to escape this boredom. This behavior is common among many of the respondents of this study. The main motivational factor that is observable in this situation is escapism (Grant & O’Donohoe, 2007), in the same way as the first example (Quote J). Accordingly, Olof is in situations that he also cannot get out of. He experiences that he must study and attend presentations at school. Therefore, were it not for the ability to entertain himself with the smartphone during these situations, he would be left to his boredom. Hence, conditional value (Sheth et al., 1991) is conceived to be the primary consumer value.

Further, Anna describes how she experiences the ability to entertain herself in boring situations:

**Quote L: Anna bored (from interview)**

“On days where you’re feeling stimulated at work and have lots to do, I don’t think about it that much and don’t use my phone so much. But if I don’t have enough to do I use it more to stimulate myself in some way.”

In this excerpt, Anna seems to use her smartphone as a means of “escaping” situations of boredom and thereby tries to change the circumstances in a specific situation, which generates conditional value (Sheth et al., 1991). Thereby, we interpret that her reasoning behind using the phone in these situations is not because she actually desires to look or gather any specific information, but merely as a tool to distance herself from how she is feeling at the moment.

**Situation 4: Being Connected**
The last situation differs from the others in that it is not confined to any specific circumstances of time or space. Instead, we are referring the situation of ‘being connected’ to all time in which the consumer has the ability to use his or her smartphone as a means of being connected with one’s friends and being updated about what is happening in his or her surrounding world.

One of the most recurring comments of the empirical study was that the smartphone was used as a means “to stay updated”. In these situations, it appears that consumers are mostly using certain social media channels to instantly update themselves over and over again as to what is happening in their environment. Many respondents seem to experience a powerful need not to fall behind in their circle of friends or social communities and have adopted ways of keeping in touch through their smartphones. Therefore, we gather that the main motivational factor in these cases is social stimulation (Grant & O’Donohoe, 2007), since they are looking to maintain their social networks. Further, the consumers might have other motivational factors at times such as experiential learning, convenient entertainment and escapism (Grant & O’Donohoe, 2007) depending on the circumstances of that situation.

In the next example, Sven describes how these activities can be performed:

**Quote O: Sven being connected (from interview)**

“Sometimes I just go onto Twitter just for ten seconds, just in to check and out again. I do a lot of those short checks. (...) And I do it often, sometimes every five minutes.”

Here, Sven explains how frequently he checks Twitter to see if something new has happened and to update himself. In the empirical data, we have seen that this behavior is common among many of the respondents. In the same way as the earlier examples, the main motivational factor describing this behavior appears to be social stimulation (Grant & O’Donohoe, 2007). The main consumer values involving this behavior seems to be social and epistemic value (Sheth et al., 1991), due to the ability to constantly communicate with one’s friends and to satisfy the need for new information, even though each moment in itself seems useless, there appears to be great consumer value in being able to continuously do these check-ups.

In the following excerpt, Kajsa describes her thoughts of what life would be like without her smartphone and therefore no ability to update herself:

**Quote P: Kajsa being connected (from interview)**

“I can’t take part in a discussion as it is happening on Facebook. I can’t see it or be a part of it. I might see it three hours later and at that time everyone else has already seen it leaving you three hours behind.”

Kajsa describes how the information spread across social medias such as Facebook through the smartphone are only of high value if they are regarded as new. Therefore Kajsa desires small doses of continuous social stimulation (Grant & O’Donohoe, 2007) to gain social and epistemic important role in the everyday interactivity with friends for both Anna and Olof. This behavior is repetitive in many of the respondents’ interviews and diaries. As described above, the main motivational factor therefore, appears to be social stimulation (Grant & O’Donohoe, 2007), since they are looking to maintain their social networks. Further, the consumers might have other motivational factors at times such as experiential learning, convenient entertainment and escapism (Grant & O’Donohoe, 2007) depending on the circumstances of that situation.

In both of the excerpts above, we gather that the use of Facebook and Twitter play an
value (Sheth et al., 1991).

As mentioned earlier, being connected was one of the strongest recurring responses of the consumers in our study. For instance, in her diary, Anna (Quote M) displayed the use of her smartphone to perform quick updates many times a day both at work and at home. This was found in all other diaries a number of times. However, as many of our respondents say, these small updates happen almost as a reflex, almost without conscious thought, and therefore we assume a certain amount of unrecorded events of this nature.

**DISCUSSION**

**Extended Model of Social Interaction through Smartphones**

The findings of this study advocate the clear existence of four separate sets of situations that create different meaning for the consumer. By categorizing consumer behavior in the smartphone context we are able to exemplify and describe how consumers behave in different situations and how their specific choices and actions in turn generate perceived consumer value. As Grant and O'Donohoe (2007) applied their research upon consumers to categorize motivations, and Sheth et al. (1991) defined categories of consumer value, our categorization differs in that it defines the circumstances under which different sets of motivations and values are apparent. ‘The interpretive model of social interaction through smartphones’, see figure 1.3. above, therefore creates a way of interpreting what motivates a consumer to perform a specific action and in turn what consumer value that creates. Taking our findings into consideration we extend the model to include the four situations of smartphone use as illustrated in the ‘model of social interaction through smartphones’, see figure 2.1. below. In this way, we show how consumers create and perceive different values of their smartphones depending on what situations they are in.

As explained in the chapter of findings and analysis, each situation has different sets of main motivational factors and values generated thereof. It is this unique compilation of characteristics that create different behavioral patterns of consumers. In the ‘guided model of social interaction through smartphones’, see figure 2.2. below, we summarize how consumer value is created by social interaction through smartphones. With the starting point of an act of social interaction through the smartphone, we follow the different situations, only including the factors and values that appear to have the most influence of the situations.

**Discussing Motivational Factors and Consumer Value**

As shown in our findings we are able to apply Grant & O’Donohoe’s (2007) motivational factors to the situations identified in this study and thereby describe what motivates consumers to behave as they do in different situations. Thus, the framework developed by Grant & O’Donohoe (2007) can be applicable in the smartphone context for social interaction. How-

![FIGURE 2.1. Model of Social Interaction through Smartphones](image-url)
ever, there is one motivational factor that is not observed when applying the factors to this study, namely purchase information and advice (Grant & O’Donohoe, 2007). Excluding a few mentions in our study of consumers spreading purchase information, it is evident that our respondents did not hold the ability to spread this type of information as a significant motivating factor leading to social interaction. Similarly, this motivational factor showed less impact than the other factors in Grant and O’Donohoe’s (2007) research. We speculate that the reason for this is the vast access to any and all information through the smartphones that one needs, therefore the spread of information has become focused on spreading links or other information for the sake of entertainment rather than information. However, as our study focused on intentions and behaviors regarding social interaction, it would be worth future research to investigate what types of motivations generate the will to spread purchase information in today’s smartphones, and further what consumer value would be gained from such an activity.

The theoretical framework of consumer value provided by Sheth et al. (1991) contributes to explain why consumers behave as they do. By applying this theory in our study we are able to identify what consumer values that are mainly representative in the different situations identified in this study. However, there are two consumer values that we see have low influence in the smartphone context for social interaction, namely emotional and functional value (Sheth et al., 1991). These values may be observable in some of the situations, but they are not strongly represented in our findings. We believe that this can be explained by the characteristics of social interaction itself, which is not mainly a means of fulfilling emotional or functional needs. Functional value only appears to be an issue if the smartphone does not work. One expects to be able to use the smartphone with all its capabilities. In the interviews, it was only when confronted with the thought of not having a smartphone that the respondents reflected upon the functional values he or she gains from it. Moreover, one can argue that emotional value can occur simultaneously alongside social value as a way of experiencing self-fulfillment, as a benefit of social value. Therefore, in the context of smartphones, emotional value never appears as the main consumer value gained from social interaction as it occurs as a “sub-value” of others.

Furthermore, the five consumer values make different contributions in specific choice contexts. Thus, one value may have a high influence and the four other values may have little influence. This is what we have seen in our findings. Even though it is desirable to maximize all five consumer values (Sheth et al., 1991), it is often not practical, and consumers are usually willing to accept less of one value in order to obtain more of another. In the smartphone context, consumers mainly desire epistemic, social and conditional values prior to emotional and functional values.

**Implications for Marketers**

Reflecting upon these insights of how consumer value is generated from social interaction through smartphones, it is necessary to inquire what relevance these insights have in the hands of marketers and practitioners. We argue that the
knowledge gathered from our ethnographic study can be of great use for the marketer to understand how the consumer behaves and chooses to act depending on different situations. In connection, we can draw conclusions of what type of marketing might be conceived as timely and relevant for the consumer in his/her specific situation. Returning to the introduction of this article, it is said that to create mobile marketing messages worthwhile, they must generate - or be in connection with - a context that generates consumer value (Anckar & D’Incau, 2000; Grant & O’Donohoe, 2007; Andrews et al., 2012). Hence, by understanding the split personalities of a smartphone user, having different motivations and needs at different times, the marketer can come closer to reaching the consumer on his/her terms.

Consumers are experiencing different values of their smartphones all through the day, the trouble for marketers lies not only in knowing what applications consumers like or use, rather in what situations consumers are experiencing specific values and for what specific reasons. Thereby we can understand in what situations consumers are likely to be optimally receptive to different types of marketing campaigns. Marketers should therefore develop strategies and marketing communication that capture the consumer's perceived value and reach them in the four situations identified in this study.

CONCLUSION

The purpose of this study is to enhance knowledge about consumer behavior among smartphone users, focusing on consumer motivations and how consumer value is created through social interaction. Our findings advocate the existence of four situations of smartphone use regarding social interaction, which generate consumer value in different ways. Within these situations we can, through our model (see figure 2.2.), understand how consumer value is created depending on what motivates consumers to interact socially through their smartphones. These insights lead to enhanced knowledge for marketers of how consumers perceive what generates value within the smartphone context. Thereby, marketers can better use the smartphone as a marketing channel and reach their consumers with timely and relevant marketing communication.

LIMITATIONS & FUTURE RESEARCH

As this ethnographic study portrays the behaviors of a small group of respondents, all representing a very smartphone-active demographic, we must hesitate to draw generalizable conclusions of a larger population. Rather, we have managed to conceptualize patterns of behavior that clearly stand out, namely the four situations. However, it would be valuable for future research to explore if the results of our qualitative study are quantifiable to represent entire populations.

Further, since we were looking to gain initial insights of consumers’ behavioral patterns, we limited our study to the most smartphone active group, namely young adults. But, as smartphones are becoming ever more widespread regardless of age or social status, it would be interesting for future research to analyze other demographics.

REFERENCES


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APPENDIX 1: INSTRUCTIONS FOR DIARY WRITING (translated from Swedish)

INSTRUCTIONS FOR DIARY WRITING
MASTER THESIS – Olle Jarenfors & Sara Sturesson
School of Business, Economics and Law at the University of Gothenburg, Spring 2012

Thank you for helping us!
The purpose of our thesis is to investigate how consumers use their smartphones. In a qualitative study we will investigate the users' behaviors, motives and thoughts behind their behavior. Since a qualitative study of this character is not aimed to compile statistical proves, but rather to review and exemplify a behavior phenomenon, we are addressing to You as a part of the most active user group: 20-30 years old, either in the beginning of their professional careers or currently enrolled in higher education. The diaries will work as a foundation, both as a support for the study but also as a foundation for the upcoming in-depth interview that we will conduct after the completion of the diary writing.

Secrecy
Everything that you write will of course be handled with full anonymity. No list of participants will be recognized except for Olle and Sara. No one will be named by his or her real name if you have not been asked specifically.

We want to express a BIG THANK YOU in advance and wish you GOOD LUCK in the first part of the study; namely the diary writing.

Rules for diary writing:

START AND END:
The diary should be written from the moment you wake up on WEDNESDAY (14/3) until you fall asleep on FRIDAY (16/3)

WHEN SHOULD I WRITE?
Write as soon as you use your smartphone!
- The best way is to write down everything when it happens, in the diary or any optional media, so that you have it fresh in your mind.
- ALL TYPES OF USE ARE IMPORTANT!

Gather and reflect!
- If you choose to use different tools to write your diary, except for the provided notebook, we appreciate if you put together your texts in one media.
- We also want you to take a short moment to reflect upon your usage during the day.

WHAT SHOULD I WRITE?
For every action you do with your smartphone, write:
What you do → Why you do it → Your thoughts and feelings about that behavior.

Actions where you interact with others are especially important!
- NO ACTION IS UNIMPORTANT!
- NO THOUGHTS ABOUT YOUR BEHAVIOR AND ACTIONS ARE STUPID!

If you have any questions, please contact us:
Olle Jarenfors 0735 41 21 95  ollejarenfors@gmail.com
Sara Sturesson 0709 48 05 83  sturesson.sara@hotmail.com
APPENDIX 2: SEMI-STRUCTURED INTERVIEW GUIDE (translated from Swedish)

INTERVIEW GUIDE

GENERAL INFORMATION

1. Tell me about yourself?
   1.1. How does your lifestyle look like?
   1.2. What do you do on your spare time?

2. Describe an ordinary day in your life?
   2.1. What do you usually do to cheer up yourself in a normal day? E.g. if you feel stressed about something.

3. How would you describe your personality? E.g. with some words.
   3.1. Do you consider yourself to be social? What does it mean to you to be social?
   3.2. How do you keep up with your social life?
      3.2.1. Are you usually the one that contact others or do your friends contact you?
      3.2.2. Is your communication with others focused on professional or pleasure contact? How do the communication differ?

SMARTPHONES IN GENERAL

4. If you would describe a typical smartphone-user, how would that person look like?
   4.1. What does he/she work with?
   4.2. What is he/she doing on his/her spare time?
   4.3. What kind of clothes is he/she wearing? Is he/she trendy?
   4.4 Do you think that you match with this description about the typical smartphone-user? Why/why not?

WHAT DO YOU DO WITH YOU SMARTPHONE

5. Before you bought your smartphone, what did you think that it would do for you? What value and need would it satisfy? Was something missing in your life?

6. Could you describe how you used your smartphone the first week that you had it?
6.1. How did it feel to have a smartphone? Did it contribute with anything in your life? If so, what?

6.2. Do you still use your smartphone in the same way as you did when you just got it?
6.3. If not, how does it differ now?

FROM THE DIARIES
WHAT DO YOU DO WITH YOUR SMARTPHONE?

- Now we would like to discuss some things from your diary.

7. Is there anything special that you have experienced or noticed about your smartphone-usage during the time that you have written the diary that you would like to tell us?

8. Do you think that the days when you wrote the diary reflect your “normal” smartphone-usage in a good way? If so, how? Has your smartphone-usage affected the diary writing? E.g. used it less since you had to write down all your action.

   8.1. If your smartphone-usage has been affected by the diary writing, how would your “normal” smartphone-usage look like?

9. Are there any specific situations that you feel that you are using your phone more or less?

   9.1. Any specific moments or contexts?

   9.2. Is your smartphone-usage affected by how you feel? If so, how and why?

WHAT YOU DO WITH YOUR SMARTPHONE – WORDFEUD SPECIFICALLY

- We can see that you are using Wordfeud several times per day.

10. Why do you use Wordfeud?

   10.1. What does Wordfeud mean for you? What value does it have for you?

   10.2. Who do you play with?

   10.3. Do you view Wordfeud as something social? Why/why not?

   10.4. You play many multiplayer games (e.g. Wordfeud, Draw Something, Quiz Me) Why are these games so good? What is it that you like about them?

   10.4.1. What value does it have for you that you can play with your friends?

HOW ARE YOU USING YOUR SMARTPHONE - SPECIFICALLY FACEBOOK
11. How much time would you say that you spend on Facebook per day - via your smartphone?

12. What do you do on Facebook?
   12.1. Who do you "interact" with via Facebook?
   12.2. Do you see yourself as an active or a passive user of Facebook?

13. Why do you use Facebook?
   13.1. Do you ever write "status updates" via your smartphone?
   13.2. If you were to; What would you write?
      13.2.1. Why would you write that?
      13.2.2. Are you looking for some kind of reaction?
      13.2.2.1. What value would you say that it creates to get that reaction?
   13.3. Do you ever "share links" via your smartphone?
   13.4. If you were to; What would you share?
      13.4.1. Why would you share that?
      13.4.2. Are you looking for some kind of reaction?
      13.4.2.1. What value would you say that it creates to get that reaction?
   13.5. Do you ever "like" or "comment" via your smartphone?
   13.6. If you were to; What would you like or comment?
      13.6.1. Why would you like or comment that?
      13.6.2. Are you looking for some kind of reaction?
      13.6.2.1. What value would you say that it creates to get that reaction?

14. What value do you feel that having Facebook in your smartphone creates as a whole?
   14.1. Why is it important to know if "anything new has happened"?
   14.2. What value would you say that it creates to know if "anything new has happened"?

WHY YOU USE YOUR SMARTPHONE
15. How would you describe the thought process that goes into getting out your smartphone and using it?

What situation did you instinctively imagine now that I asked that question?

REPEAT FOR A NUMBER OF SITUATIONS
- On the bus/tram towards school/work
- At school/work
- At home being bored
- In the company of others (i.e. at a party/after work)

15.1. Why do you get out your phone?

15.1.1. What programs/applications are you using?

15.2. What value would you say that the phone creates in this situation

15.2.1. What do you think you would have done if you didn't have your smartphone in this situation?

16. If you weren't allowed to own a smartphone;

16.1. What would you miss?

16.2. What problems would it create for you?

16.3. How would that make you feel?