

Mobile usage at the community site Playahead

Master Thesis

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Abstract

Communities have always existed in human life and people have always met to discuss subjects that are important and interesting to us. For a long time communities were bound to the limitation of time and space, but with highly developed mobile phones and networks, people are these days able to “meet” anytime, anywhere at mobile communities.

This study has examined the mobile usage at the community site Playahead. The study had an inductive approach primarily based on analysing quantitative data from usage logs, but also included a survey. The purpose of the study was to look at the mobile usage of different social functions at Playahead and see if the usage differed between different user groups, e.g. between male and females and different age segments. It was also of interest to see how the activity differed between weekdays and weekends.

Our main findings was that women tend to use the communicative functions chat and write guestbook more than men and that women also login more to Playahead. Men, on the other hand, are sending more mail than women and are looking at profiles more. The age distribution looked similar for most of the functions with an age peak at 14, 15 and 16.

Comparing weekends and weekdays showed us that the usage followed a similar pattern for the different methods. At weekdays the usage started earlier in the mornings and ended earlier in the evenings. At weekends the activity started later in the mornings and continued later on throughout the nights.

Keywords: Community, Mobile community, Playahead, Mobile usage, Social function, Log data, Survey

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Malin Larshammar

Stockholm, November 2009

*“I am truly addicted to Playahead in the cell phone,
I mean, you can’t carry around a computer all day, right?”*

1	INTRODUCTION	1
1.1	BACKGROUND	1
1.2	THE PURPOSE OF THE STUDY	1
1.3	SIGNIFICANCE AND AUDIENCE.....	1
1.4	THE ROLE WITHIN THE RESEARCH AREA.....	2
1.5	DELIMITATIONS OF THE STUDY.....	2
2	ABOUT PLAYAHEAD	3
2.1	BASIC FACTS ABOUT PLAYAHEAD.....	3
2.2	THE MOBILE VERSION.....	4
3	METHOD.....	5
3.1	INDUCTIVE AND DEDUCTIVE METHODOLOGY.....	5
3.2	QUALITATIVE AND QUANTITATIVE RESEARCH	5
3.3	METHODOLOGICAL TRIANGULATION.....	6
3.4	ANALYZING LOG DATA.....	6
3.5	GENDER AND AGE	9
3.6	THE SURVEY.....	9
4	THEORY.....	11
4.1	DEFINING COMMUNITY	11
4.2	DEFINING MOBILE COMMUNITY	12
4.3	MOBILE INTERNET USAGE	13
5	RESULTS.....	15
5.1	DATA LOG	15
5.2	THE SURVEY	29
6	ANALYSIS.....	32
6.1	AGE DISTRIBUTION.....	32
6.2	GENDER DISTRIBUTION	32
6.3	WEEKDAYS VS. WEEKENDS	33
6.4	COMPUTER ACCESS AND MOBILE CONTEXT.....	34
6.5	USAGE.....	35
6.6	COST	35
7	CONCLUSIONS	36
7.1	CONCLUSIONS.....	36
7.2	DISCUSSION.....	36
7.3	LIMITATIONS OF STUDY	37
7.4	SUGGESTIONS FOR FUTURE RESEARCH	38
8	LITERATURE REFERENCES	39
Appendices		
	APPENDIX A	INFORMATION ABOUT THE LOG DATA
	APPENDIX B	SURVEY QUESTIONS TRANSLATED TO ENGLISH
	APPENDIX C	THE SURVEY

1 Introduction

People have always founded groups to explore and discuss common interests. As kids we searched for other kids in the playground and as adults we meet friends over coffee and dinners to discuss subjects that are important and interesting to us. For a long time communities were bound to the limitation of time and space, but with today's technology these restrictions are no longer a problem. With highly developed mobile phones and networks, such as 3G and Wi-Fi, people are these days able to "meet" anytime, anywhere at mobile communities.

Today the cell phones is not only mobile and easy to use; they are also communication-oriented and personal [1]. For young people in particular, cell phones are practical and offer many advantages; they are ubiquitous, always on, easily accessible, cheap, and easy to use. This study will demonstrate more specific how people use their cell phones to communicate and meet on social platforms.

1.1 Background

The Swedish Institute of Computer Science (SICS) and Playahead, an online community site in Sweden, are studying the mobile usage of the site. As many other community sites, Playahead offer its users the opportunity to access their accounts through a cell phone. Playahead and SICS are therefore interested in identifying patterns in the mobile usage and investigating if different groups are using certain social functions more than others.

1.2 The purpose of the study

This study examines the mobile usage at Playahead by analyzing quantitative log data from two months of mobile usage, as well as answers from an online survey. The purpose of the study is to look at the mobile usage of different social functions at Playahead and see if the usage differs between males and females and if the age distribution varies between the social functions. The functions we are going to examine closer are login, chat, writing in guestbooks, mailing and looking at other members profiles. We will also examine if the mobile activity differs from weekends and weekdays.

1.3 Significance and audience

This research is significant because it provides insights into the mobile usage at a community site. Many community sites are currently in a transition phase, including more and more mobile usage. Since this is a study of Playahead the results and outcomes may not be true for all community sites, but many of the usage patterns are likely to be similar.

This research will be of interest to people working with developing community sites and mobile solutions. It may also be of interest for students, researchers and people connected to the subject communication and system science.

1.4 The role within the research area

By using a mobile phone, people have the possibility to communicate anytime and anywhere. The easiest way to meet friends and new people might be through an already organized community, such as Playahead. The mobile usage of web communities is a quite new phenomenon. This study contributes with new knowledge regarding the mobile usage at a community site. By looking at different communicative functions we will gain information of what people do when accessing a community site from their cell phones. Furthermore, we will bring knowledge about the difference between the usage at weekends and weekdays.

1.5 Delimitations of the study

The study has certain limitations that need to be taken into account. First of all, due to the time constrains and data availability, we will only consider the mobile usage at Playahead. We do not have the possibility to look at the web usage at the site and have therefore not compared the mobile usage with “ordinary” web usage.

Second, we will do the following delimitations. Since the data from Playahead contains 25 different methods (listed in Appendix A) we will only look at seven of them. The selected functions were those that best reflect the communicative function at the mobile community site. Other functions such as ChatListChannelUsers, ChatListAvailableChannels and GetResizedProfilePhoto are more directed through a administrative usage. And although they fill a role in a community system, they are less interesting from a daily usage perspective. Furthermore, we will only look at data from two month (September 2008 and January 2009).

In the thesis we have decided to use the term male/female instead of boy/girl, this decision is based on the fact that many of the users are in the zone between children and adult.

Finally, the exact figures for Playahead usage are a company secret. For this reason, we cannot discuss the exact number of users on the mobile service either. Instead, all figures are given in percentage of the total number of users.

2 About Playahead

In this chapter we will describe more in detail about Playahead.

2.1 Basic facts about Playahead

Playahead is one of the biggest community web sites in Sweden and is most popular among teenagers. The web based site was founded 1998 in Helsingborg. The site rapidly became very popular. Playahead gets its primary revenues through advertisement on the site. Basic membership is free, but Playahead also sells different kinds of memberships, so called VIP-membership.

Playahead offers its members the possibility to make a presentation of themselves with both text and pictures. The presentation has a visitor log so that the members can see who has looked at their presentation, but this function only works if the member has a VIP-membership. The members can communicate with each other through different channels. They can chat with each other, write in each other's guestbooks, search for other members, write email and publish photos.

Today Playahead has more than half a million users. The target audience lies in the age range of 13 and 24 years, but all ages are represented in the member community. The gender distribution for the web users are 52% females and 48% males.

When register for a membership at the site the person need to specify his or hers social security number. Then Playahead automatic review the number and the structure. The control number needs to match with the gender you have chosen. So if someone has used a social security number connected to a female the person cannot state that he or she is a male. Furthermore Playahead has personnel that constantly monitor what is happening on the site. Playahead works with the safety at the site so members do not use other people's social security numbers or name. And even if some "dishonesty" exists at the site, it does not affect the statistics.



Figure 1. A screen shot from the Playahead web site, showing some of its offers to members.

2.2 The mobile version

Beside the web site Playahead also has introduced a mobile version of the community called Playmobile. This version is available as a java application that the users can download to all mobile phones that support java. In the mobile version the user can access most of the functions the web offers.

When discussing the mobile functions we are facing the term method which is very specific for Playahead. The conception method is a technical term for calling a service. A service can for example be mail or chat and some of the services that are discussed later on in the thesis consist of many methods. For example; the service chat consists of nine different methods.

Below we have listed some examples of screen shots from Playahead's mobile version.



Figure 2. Exaple of Login



Figure 3. Example of the menu.



Figure 4. Example of a guestbook

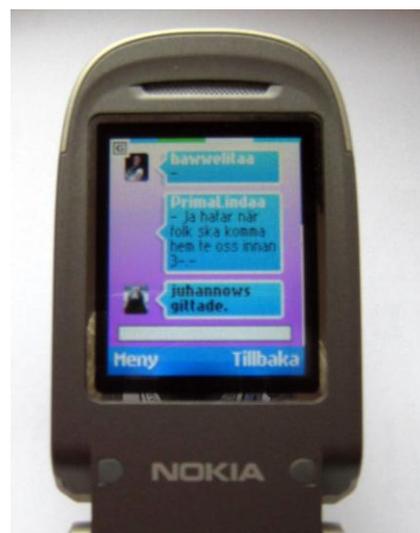


Figure 5, Example of a chat room

3 Method

In this chapter we will discuss different methods and approaches used when conducting empiric research. Based on this discussion, we present the methodology and approach used in this study.

3.1 Inductive and deductive methodology

Andersen [2] describes two fundamental approaches towards empiric research. A study can be based on an inductive or a deductive approach. The inductive approach is based on the idea that all knowledge is generalised from a sequence of single experiences. An inductive study begins with empirical observations of an identified and isolated phenomenon, with little or no hypotheses on what will be found. Data is collected, observed and then developed into a theory as a result of the data analysis [3]. A deductive approach is based on already existing hypothesis or developed idea. In a deductive approach the hypothesis is investigated and tested by observations and analysis. A deductive hypothesis thus needs to be testable and falsifiable: a supporting study will *fail to prove it wrong* rather than prove it true.

This study is based on an inductive method with a data mining approach. Data mining is a process of extracting patterns from large scale data. Following the inductive approach, we will first gather data, then observe it and try to find patterns in it. There is no deductive hypothesis in the study, although the background material indicates some particular areas of interest. After examining the data we will draw conclusions and results out of the observations. By using an inductive approach we will have the possibility to gather data from the real world classify it and then induct a new theory or hypothesis based on our data analysis. A single inductive study is not sufficient to “prove” such a theory, especially if our findings are entirely novel. It can however strengthen hypothesis from previous studies if we find similar usage patterns in our study.

3.2 Qualitative and quantitative research

According to Patel and Davidson [4], there are two different ways of gather and analyze research data and information: quantitative method and qualitative method. In qualitative research, focus in placed on the identification and description of unstructured information: observations of behaviour, verbal interviews, etcetera [5]. The analysis strives to retain the richness of the original data and provide an in-depth analysis. Qualitative research is therefore typically based on much smaller but rich samples of data, and often emphasise the need to gather data in naturally occurring contexts (as opposed from lab studies). A qualitative investigation can for example be based on field observations of a few participants over an extended time period. Qualitative methods are often used when the research demands deeper understanding of a problem. In-depth interviews are a good way of collecting qualitative data and gives deep knowledge and understanding.

Quantitative research on the other hand is more focused on data that can be measured and directly compared. This requires that data is gathered in a structured way, and it also requires a much larger sample that is representative for the subject of study. Whereas deductive research seldom relies on qualitative empirics, quantitative methods are used both for inductive and deductive research. In a quantitative study, statistics is often used to prove hypothesis about populations [6]. Quantitative methods are often applied to lab experiments, and demographic studies often use surveys to gather quantitative data. A large scale survey is an effective way of gathering information about a large group. It can reach out to many respondents which all provide answers to identical questions, creating a systematised and coherent data corpus.

Due to the nature of the data at hand, it was natural to focus on quantitative methods in our study. By analyzing log data from Playahead we were able to study the mobile usage of different social functions.

3.3 Methodological triangulation

To fulfil and validate the purpose of the study we have used the methodological triangulation approach. Triangulation refers to the use of more than one approach when investigating a research question, this in order to validate and improve confidence in the results [7]. It also means that the weaknesses in the study can be compensated by combining different methods.

To validate the results gathered from the log data, a survey were conducted. We chose a survey based approach instead of an in-depth interview approach because it gives us the possibility to reach a larger amount and a broader range of respondents. By conducting a large scale survey we have the possibility to see patterns and observe statistics in a broad and useful way. It also creates qualitative data, making it easier to compare results directly to the log analysis.

3.4 Analyzing log data

The raw material for this study was gathered from log data provided by Playahead. Log files have several characteristics which make them ideal for user patterns research and on the interactions between humans and computers. The log files used in this study contained data from a period of two months (September 2008 and January 2009). The log only contained requests made from mobile devices and not requests made from computers. The size of the raw data was 1.3 GB. The data expressed more than 13.6 millions requests made by more than 10 000 members. All statistics and graphs in the study has been developed by using the program SPSS.

We received one file called MobileMethods containing all requests made during the time of our study. One row in this file contained the date and the time when the request were done, the UserId of the member performing the request and the method the member was using. Totally the data contained 25 different methods.

Date	Time	UserId	Method
2008-09-30	21:14:00	416039	Chat
2008-09-30	21:14:00	430015	Chat
2008-09-30	21:14:00	299631	Login
2008-09-30	21:14:00	430015	Chat
2008-09-30	21:14:01	119802	ChatConnectAndJoinChannel
2008-09-30	21:14:01	263317	ChatSendChannelMessage

Table 1. Example of MobileMethods

We also received a file called MobileUsers where one row contained the UserID of the member, age, gender, location and if the member used Playahead only from the mobile. This file contained all members that had used Playahead from a mobile device during the time of our study.

UserId	Age	Gender	Location	MobileOnly
23	17	M	Södertälje	0
169	13	F	Tierp	0
303	19	M	Spånga	0
333	16	F	Spånga	0
348	15	F	Norsborg	0
602	14	M	Rinkeby	0
693	13	M	Spånga	1

Table 2. Example of MobileUsers

Finally we received a file called MobileFriendCount. This file contained the number of friends each of the mobile users had. One row contained the user id of the member, number of friends the member had and number of friends that also used Playahead's mobile version.

UserId	FriendCount	MobileFriend Count
300	63	5
333	128	21
348	1	1
685	246	44
867	93	13
1554	536	135
1853	202	27

Table 3. Example of MobileFriendCount

3.4.1 Extreme values

When sorting the data log from Playahead we found some extreme values. These extremes were generated by an “automatic user” provided to test the functions. These log entries were removed from the analysis.

3.4.2 Missing hours

During the analyze we found that some days and hours had no log entries at all. The typical reason for this was that the website had been down for a certain period. This led to problems when the mean usage graphs for weekends and weekdays were calculated. To calculate correct means for e.g. a particular weekday or hour, the missing hours were removed.

3.4.3 Holidays

When constructing the graphs for weekends and weekdays, we noticed that there were a lot of holidays during January. Also all schools in Sweden had a Christmas break during the beginning of January. Therefore we did the following restrictions: The days that according to the almanac were a holiday were classified as weekend days. The data from days that according the almanac were weekdays but that occurred during the Christmas break was removed entirely. The reason is that we cannot assume that their usage pattern corresponds to either weekdays or weekends.

3.4.4 Demography

The demography in this study is based on the members that during the time of our study did use Playahead from a cell phone at least one time. The mean age of the mobile users were 15.7 years old. The median were 15 years. The youngest user was 11 years and the oldest was 60. Because Playahead mostly are used by teenagers we decided to combine all the users over 20 years in to one group, that because we think they represent an own group of adult people.

Age	Percent
11	0,01%
12	0,21%
13	15,07%
14	24,77%
15	22,26%
16	16,43%
17	9,16%
18	4,12%
19	2,44%
20 and over	5,54%
Total	100%

Table 4. Age of the mobile users

The age distribution of the mobile users is shown in the table below (Table 5)

Gender	Percent
Female	52,12 %
Male	47,88 %
Total	100 %

Table 5. Age distribution

3.5 Gender and age

We decided to examine if the usage differed between males and females and if the age distribution varied between the social functions. The differences between the genders have always been an interesting point of view and many studies have been done on the gender distribution in web usage and mobile usage. Many studies shows that most mobile applications are used more by males then by females. But we have also statistics from Playahead telling us that females are accessing and using the community site more than males are doing. Therefore we think it is interesting to analyze and investigate closer if there are any differences between the mobile usage for males and females and if the distributions looks the same as for the web usage.

The age factor is also of big interest for the study, this because Playahead has a very specific age group and therefore it is appealing to study if the usage looks the same in the different methods.

Even though the log data provided us with many different factors to investigate closer, we had to exclude many of them in this study. Some of the factors seemed very interesting but could not provide us with any important information. For example we looked a bit closer at the member's location (city) to see if it would be interesting to look closer into, but we found out that most of the members lived in big cities such as Stockholm and Gothenburg. Moreover we thought that some of the factors were not important for this study.

3.6 The survey

To complement and verify the results we obtained from the log data we conducted a survey that was send out to mobile users at Playahead. The purpose of the survey was to get answers that the data log could not provide us with and to validate the results from the log data. Even though the log data gave us many interesting answers it could not tell us anything about the mobile context. Furthermore we thought it would be interesting to validate the data of the mobile usage. The log data gave us an indication that the members are accessing Playahead from the mobile phone during times when they also have access to a computer, and with help from the survey we could get this confirmed. The questions for the survey were based on the results

gathered from the log data. The survey consisted of 17 questions focussed around the following issues:

- Where the members were while using Playahead from their cell phone
- How often they used Playahead from their cell phone.
- To whom the members chat and mail with
- In which guestbooks the members wrote in
- If the members used the mobile version even if they had computer access.
- If the members were with friends while using Playmobile
- If the members pay for the mobile cost themselves.

The questions above were prepared after analyzing the log data. To be sure that the demography was comparable to the demography the log data showed we decided to ask questions about age and gender as well. We were interested in finding out more about the mobile usage and to understand more about the mobile context and to whom the members communicated with. This information could the log data not provide us with. We also asked the members how often they used Playahead from the cell phone.

The log data could show us some signs about the mobile usage, such as the graphs showed us what time during the day the members used the mobile. This could give us an idea of the context but to verify our suspicions we needed to ask more specific where the users were while using the mobile phone.

The survey was sent to 400 of Playahead's members that had used the community from a cell phone during the last week. We posted a link to a web-based survey in the member's guest book at Playahead. The survey was sent to 201 females and 199 males and offered the respondents the possibility to win cinema tickets. After a week we sent a reminder. We let the survey be open for responses during three weeks. After three weeks we had received 100 answers.

4 Theory

The subject of this thesis is related to two major research areas: community sites and mobile usage. A large number of studies have been done on both subjects. However, not many of the studies have combined the two research areas and investigated the mobile usage at a community site. This chapter will give a short background on the subject of community, mobile community and mobile internet usage.

4.1 Defining community

The term ‘community’ has today two distinct meanings. The original term defines a community as a group of people living together in a particular local area [8]. However, in the context of the emerging Internet society the term has also been used to describe *virtual communities* that meet and discuss primarily on the Internet. This thesis deals with the latter concept.

The definition of a virtual community has been characterized as groups of people with shared interests or goals, for which electronic communication is a primary form of interaction [9]. Alternatively, a community has been described as a group of people who meet regularly to discuss a subject of interest to all members through a web channel [10]. As the Playahead community is not characterised by a particular common subject of interest, it is a community primarily in this second sense of the term. Another characteristic for virtual communities is the regularity which the members visit them. In general the users become attached to their communities and visit them frequently [11].

On-line communities differ from each other, depending on the target users, but most community sites provide their members with a profile space, messaging in different forms, the possibility to upload photos, and opportunities to search for and make connections to other people [12]. The opportunity to make these different connections is the core function of a virtual community site.

To distinguish virtual communities from each other Porter [13] suggests that we could use five attributes to characterize the special features of the site.

- **Purpose**

The actually cause for why the community exists and is shared among its members.

- **Place**

The place of the community where the interaction happens. It could be that the community members interact in a physical location or with help of technology in order to interact regardless time and space. For virtual communities, the place is usually a website.

- **Platform**

Platform refers to the design of the interaction. It is the way the members of the community interact. Communication can be synchronous, asynchronous or in hybrid forms.

- **Population**

This refers to the pattern of interaction. Three different form exist – virtual communities as computer-supported social networks that support strong, weak and stressful social ties among members, virtual communities as small groups of networks which tend to have fixed and limited memberships, be highly interactive during sessions of limited duration and have well defined activities, and virtual communities as virtual publics where relationships provide functional purposes, the membership is often temporary and there is less commitment and devotion among the members

- **Profit model**

This attribute refers to whether the community is revenue generating or non-revenue generating, and if there is revenue, who pays for what. For example, many online communities are free to use and generate revenue from advertisement.

4.2 Defining mobile community

Mobile communities are considered to be a natural evolution of virtual communities [14]. However, while definitions of virtual communities have been discussed for a long time, the description and explanation of a mobile community are only recently emerging. The definition we will use in this study is as follows: a mobile community is a group of users who are communicating or interacting through a mobile device about certain topics or activities [15]. Heldt et Al [16] separate different types of virtual and mobile communities and divide them into three main groups.

- **Web-Only Community.**

This type of on-line community is the traditional form of virtual communities and is primary designed for being used on desktop computers and laptops.

- **Web and WAP Community**

This type of community provides both a version for the Web as well as a WAP access for mobile usage. This gives the members the possibility to access the site through both a computer and a cell phone.

- **WAP-only Community**

WAP-only communities are exclusively accessed from mobile devices.

Heldt's use of the term WAP is today a bit dated, as most mobile phones of today provide internet access through simple web browsers (able to render the ordinary web) and downloadable applications.

The evolution of mobile communication technologies has had a great impact on the evolution of communities and present many new possibilities of communication and interaction for communities. Mobile communities differ to the traditional web based communities in three main aspects [17].

- Because mobile communities can be accessed by mobile devices such as mobile phones, smart phones and PDA's, devices that people carry with them most of the time, the communication in the community can be more spontaneous compared to people being bound by desktop computers (that stay in one place) and laptops (that cannot be used while on the move).
- Today's improved mobile networks make it possible for users to get anytime-anywhere connection to their community. The 2.5 G and 3 G networks offer packet switched data transfer which can provide a permanent connection for sending and receiving data. This differs both from the older versions of GSM-based Internet connectivity, which had to be switched on and off by the user, and with computer access to the Internet which is limited to access when plugged into the wired network, or at wireless hotspots.
- The interaction model and usage context is different on mobile devices, and this affects which modes of communication that is most natural to use.

All of this entails that mobile communities will show different usage patterns, in comparison to existing virtual communities.

4.3 Mobile Internet usage

The evolution of cell phones has provided us with the possibility to access the web in places and situations which would not have been possible by using a desktop computer [1]. The internet access on mobile devices changes the way the Internet is used. Recent years several studies have been done on the subject mobile internet usage.

Mobile internet usage is still fairly low in Sweden, compared to e.g. Japan. A Swedish large scale study showed that even though 94% of the Swedish population owns a mobile phone, only 18% of them connect to internet through the phone [18]. The study also showed that it is more than twice as usual that men connect to internet from a mobile device than women. However it is interesting to notice that the study also shows that men are sending more e-mails than women while women are more interested in music and visiting community sites. The study also suggests that younger people (age 16 -18) tend to use mobile internet mostly to listen to music and to access community sites, while older users tend to read news.

It is also of interest to look closer to the social function of the mobile usage. One qualitative diary study indicated an increased level of sociability from mobile internet use compared to stationary internet [19]. Similar behaviour was observed in

an in-depth study [20] where the participants often shared information through e-mail or social networking sites to keep in touch with friends.

Furthermore, we can notice that people sometimes use internet from a mobile device even when they have computer access. This was shown in a diary and interview study with 21 mobile users [1] where more than half of the mobile internet usage occurrences took place where the participants also had access to a computer.

5 Results

This chapter is divided into two main parts. In the first part we will go through the results from the data log, and in the second part we will look at the results from the survey. In this chapter we will only present the results, not discuss them.

5.1 Data Log

Since the data from Playahead contain 25 different methods (e.g. chat, login, search users, logout) we will only look at a few of them that we think reflect the social functions at Playahead. Some of the Methods left out include ChatListAvailableChannels, GetGuestbookEntry and GetResizedProfilePhoto (all methods are listed in appendix A). To make this chapter as comprehensible as possible we will go through all the methods that we have chosen and display the results for each one of them.

5.1.1 Login

The method Login indicates when a user is logging in to Playahead from a mobile device. When a member has logged in he or she will be online until logging out. Data shows that members have been using the function 23 times, on the average. We can see that a quarter of all logins have been done by users in the age of 14, followed by users in the age of 15 and 16 (Table 6).

Age	Percent
12	0,25%
13	13,65%
14	25,50%
15	21,75%
16	18,69%
17	9,03%
18	4,63%
19	1,88%
20 and over	4,61%
Total	100%

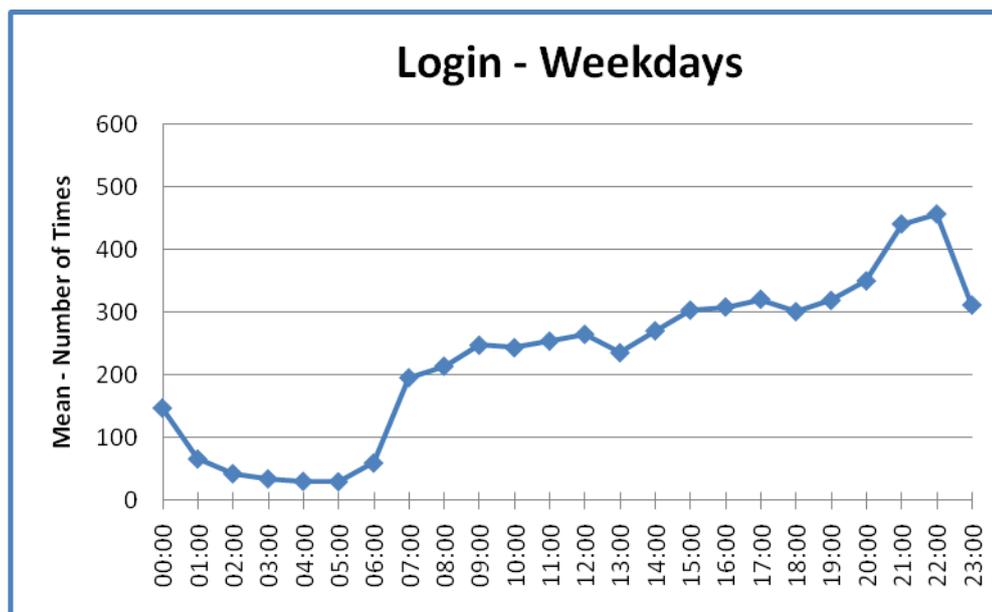
Table 6. Age distribution – Login

Moreover, reviewing the Gender distribution shows that females have been using the method more than males (Table 7).

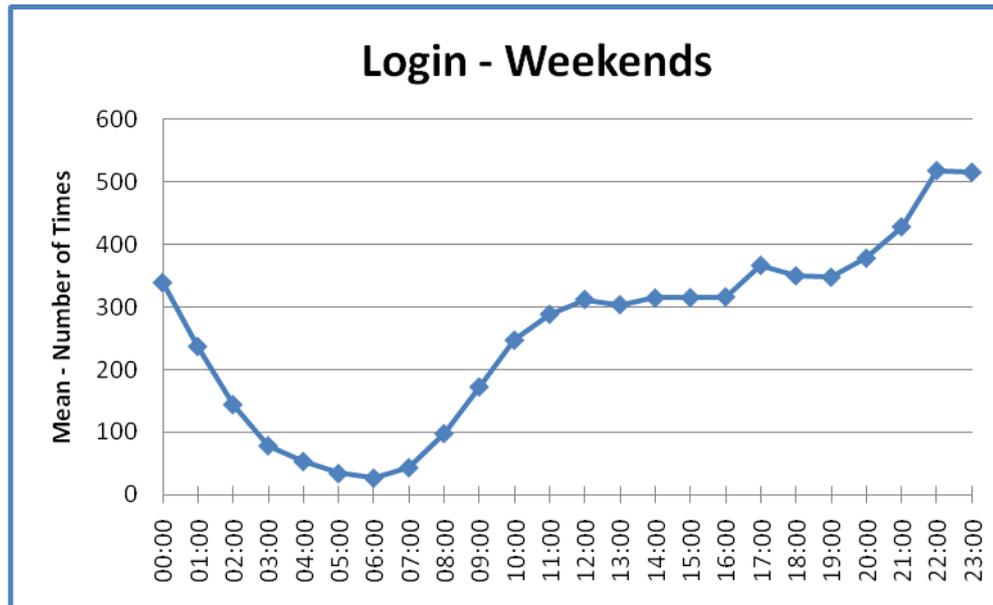
Gender	Percent
Female	58,23 %
Male	41,77 %
Total	100 %

Table 7. Gender distribution – Login

The difference between how users have been login during weekends and weekdays show how member’s activity starts earlier in the morning on weekdays, and end earlier in the evenings (Graph 1). We can see that the peak for the curve is at 22:00 and the activity is lowest early in the morning between 03:00 and 05:00. At the weekends the activity starts later and continues later in the evenings (Graph 2). The peak in the weekends is at 22:00 and 23:00 and at 06:00 is the activity at its lowest.



Graph 1. Weekdays – Login



Graph 2. Weekends – Login

It is worth noticing that if a user does not log out, they will not be immediately disconnected from the service. The next time the application is started; the user might thus still be online and not have to login again. This means that members will not use the login function every time they use Playahead. Looking at the function logout we noticed that slightly less than 30 000 logout’s had been done during the time of our study. Because the logouts did not match the logins, which were almost ten times as many, we decided to not look closer in to the logout function.

5.1.2 Chat

The chat function includes two different methods. The first one, ChatConnectAndJoinChannel, correspond to when a user enters a chat room from his or hers mobile phone. When joining a chat room the user can see the other members in the “room” and follow the discussion.

The second method is ChatSendChannelMessage which mean that a user writes something in the chat room for all other people in the room to read.

ChatConnectAndJoinChannel has an age distribution with a peak at the age 15 follow by age 16 and 14 (Table 8).

Age	Percent
12	0,05%
13	9,42%
14	20,50%
15	25,09%
16	20,59%
17	9,24%
18	4,57%
19	2,88%
20 and over	7,66%
Total	100%

Table 8. Age distribution – ChatConnectAndJoinChannel

In the age distribution for the method ChatSendChannelMessage the age 15 also has the biggest share, followed by the age 14 and 16 (Table 9). The total used times for ChatSendChannelMessage is almost four times as high as ChatConnectAndJoinChannel: a chat member sends on the average four chat messages in a session.

Age	Percent
12	0,03%
13	6,58%
14	21,45%
15	30,89%
16	20,07%
17	9,20%
18	3,64%
19	1,92%
20 and more	6,21%
Total	100,00%

Table 9. Age distribution – ChatSendChannelMessage

As expected, the gender distributions for the two methods are fairly similar. Women use both methods more than men. Women join chat rooms more often (Table 10) and write more chat messages than males (Table 11). The log data indicates that women might write slightly more chat messages per session than men, but the difference is not large.

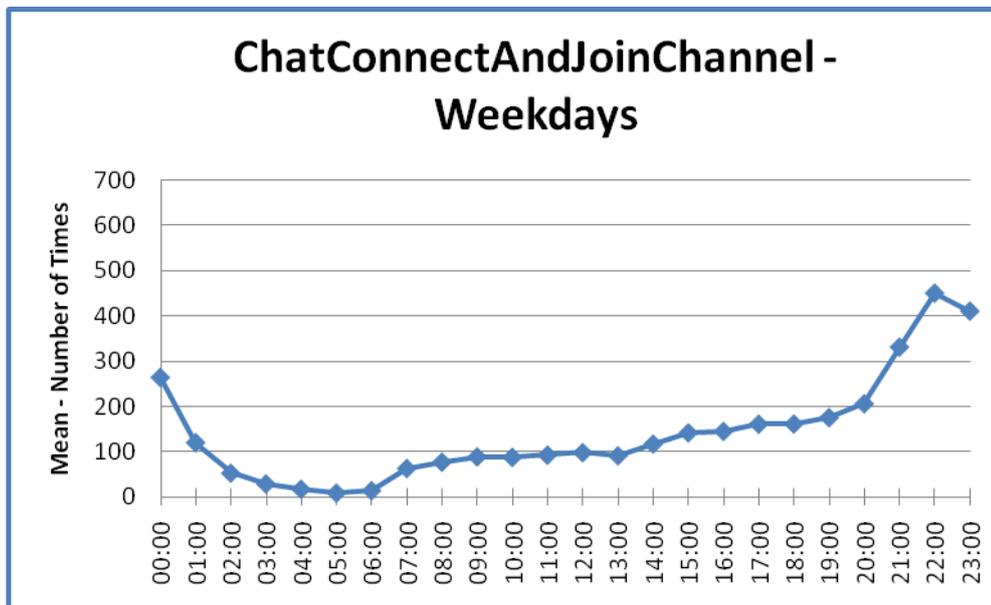
Gender	Percent
Female	54,46 %
Male	45,54 %
Total	100 %

Table 10. Gender distribution – ChatConnectandJoinChannel

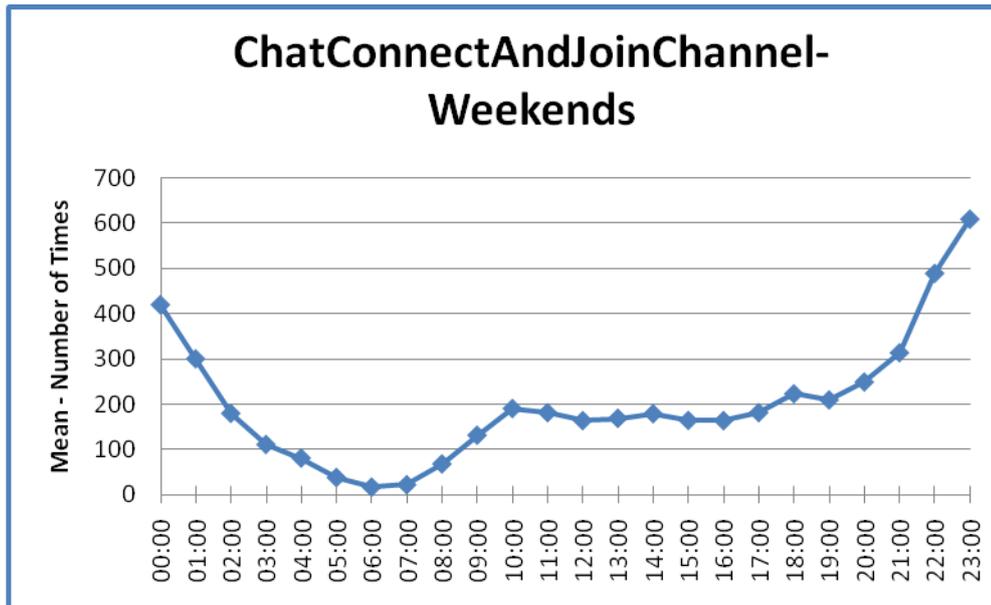
Gender	Percent
Female	57,41%
Male	42,59%
Total	100,00%

Table 11. Gender distribution – ChatSendChannelMessage

The difference between weekdays and weekends for the method ChatConnectAndJoinChannel show that the method is used more often during weekends compared to weekdays. The highest mean during the 24-hour period show us that the peak for weekdays is at ten o'clock with around 450 commands (Graph 3) and the peak for weekends is at eleven o'clock with a mean of 600 commands (Graph 4). Data also show us that members tend to join the chat rooms earlier in the morning during the weekdays compared to the weekends.

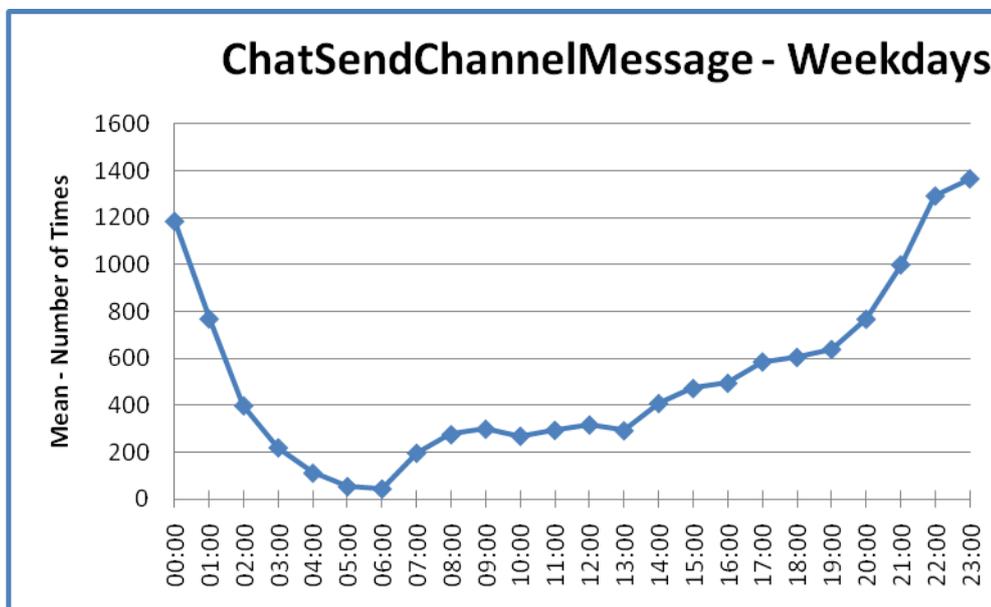


Graph 3. Weekdays activity – ChatConnectAndJoinChannel

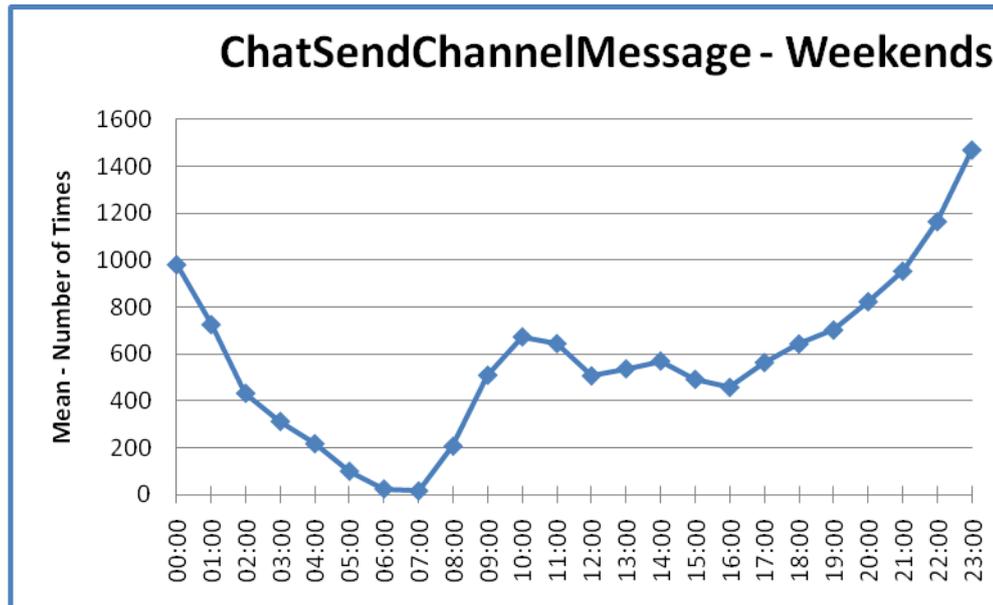


Graph 4. Weekend activity – ChatConnectAndJoinChannel

The difference between weekdays and weekends for the method ChatSendChannelMessage is less distinct (Graph5 & Graph 6). For both weekends and weekdays, the activity peaks at 23:00 and the mean number of messages are almost the same.



Graph 5. Weekdays activity – ChatSendChannelMessage



Graph 6. Weekend activity – ChatSendChannelMessage

5.1.3 Write guestbook

The method write guestbook is registered when a member writes in any guestbook. It could be the members own guestbook, a friends guestbook or an unknown members guestbook.

The age distribution for the method is shown in the table below (Table 12). The method is preferred by younger members than the chat and peaks at the age 14, followed by the ages 15 and 16.

Age	Percent
12	0,17%
13	13,92%
14	27,95%
15	19,78%
16	17,47%
17	9,64%
18	5,11%
19	1,47%
20 and more	4,50%
Total	100%

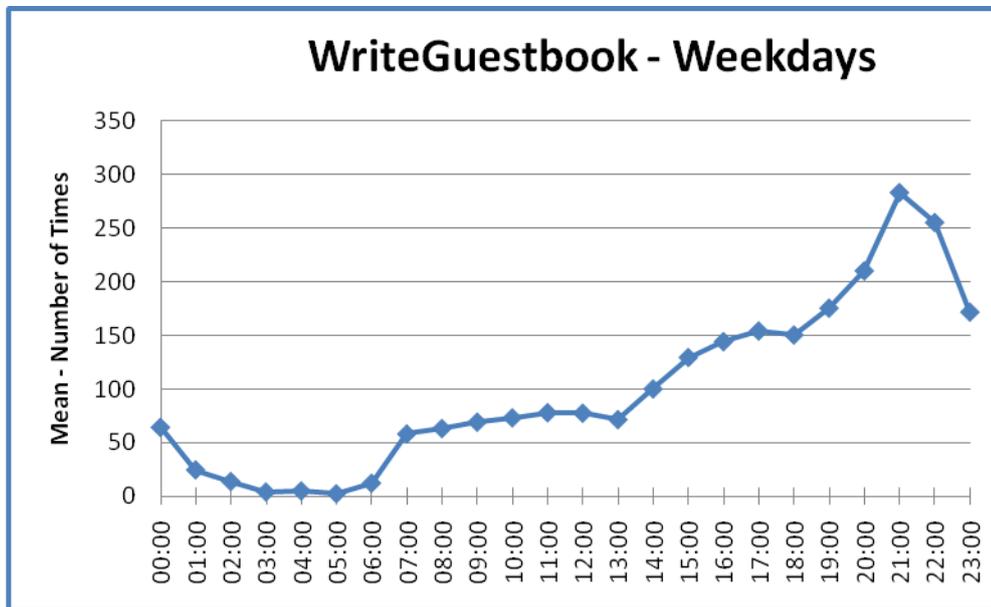
Table 12. Age distribution – Write guestbook

The gender distribution shows us that women use this function more than men (Table 13) and the difference is greater than for the chat function.

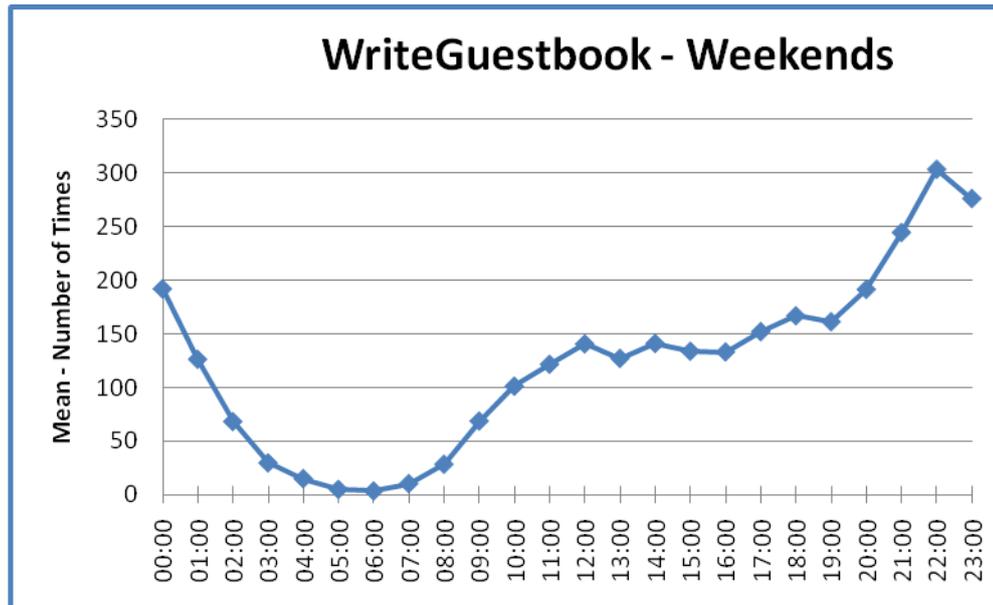
Gender	Percent
Female	59,84%
Male	40,16%
Total	100,00%

Table 13. Gender distribution – Write guestbook

The usage during the weekdays has its peak at 21.00 (Graph 7) compared to the weekends where the peak is at 22:00 (Graph 8). Data also shows that after 21:00 at weekdays the curve does drop while the weekend’s usage falls slower during a longer time.



Graph 7. Weekday – WriteGuestbook



Graph 8. Weekends – WriteGuestbook

5.1.4 Mail

The mail function is implemented by two methods: MailSend, which implies that a member is writing and sending a mail to another member at Playahead, and MailGet, which is when a member receives a mail from another member. The mail function at Playahead is internal to the community and cannot be used as an ordinary e-mail outside Playahead.

Both methods peak at the age 14, but there is also large usage of the function by the age group of 19, in particular the send function (16%).

Age	Percent
12	0,01%
13	7,38%
14	24,45%
15	14,91%
16	13,16%
17	7,73%
18	6,80%
19	16,18%
20 and more	9,37%
Total	100,00%

Table 14. Age distribution – MailSend

Age	Percent
12	0,14%
13	12,22%
14	25,88%
15	17,06%
16	15,18%
17	7,35%
18	6,13%
19	10,45%
20 <	5,58%
Total	100,00%

Table 15. Age distribution – MailGet

The gender distribution also differs from the other methods. This is our first function which is used more by men than women. Men write 57% of all sent mail. Men and women receive approximately the same amount of mail.

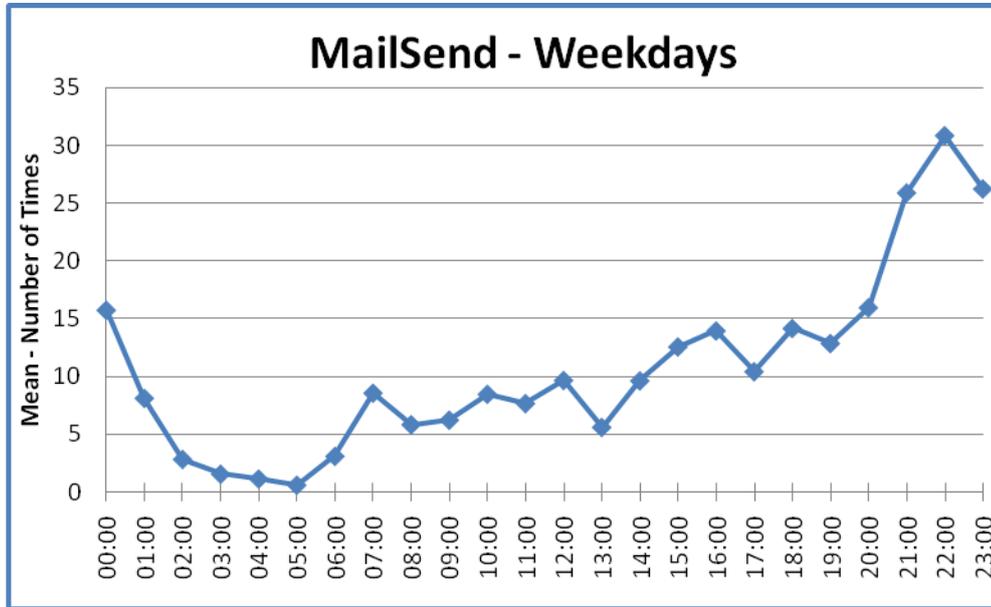
Gender	Percent
Female	42,63%
Male	57,37%
Total	100,00%

Table 16. Gender distribution – MailSend

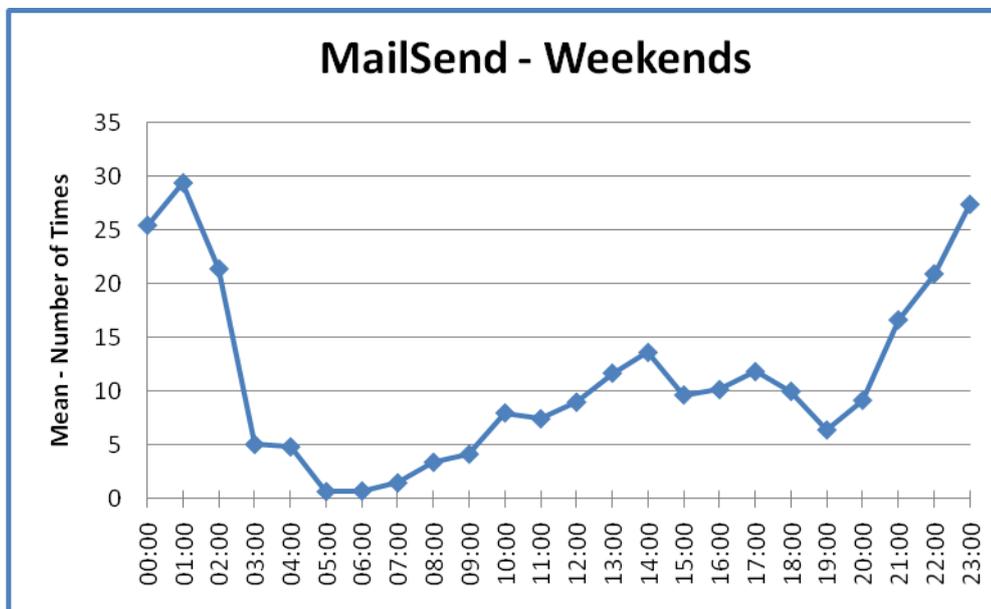
Gender	Percent
Female	50,59%
Male	49,41%
Total	100,00%

Table 17. Gender distribution – MailGet

Comparing weekdays and weekends we can notice that the usage patterns follow the same patterns as most of the other methods. At weekdays members send mail mostly in the evening (around 23:00) and at weekends the peak is at 01:00. The difference is larger for mail than for login and chat.

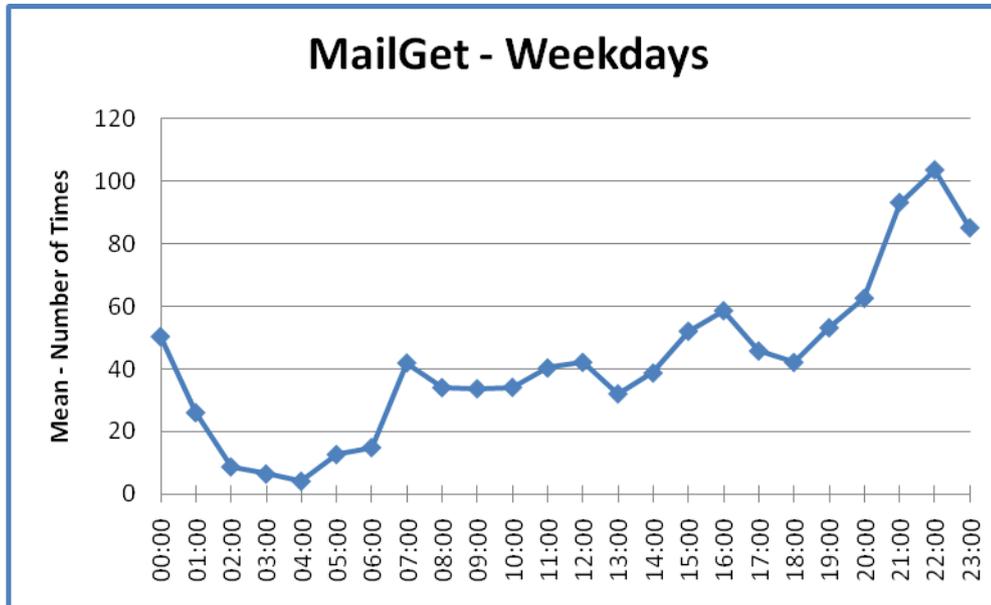


Graph 9. Weekdays – MailSend

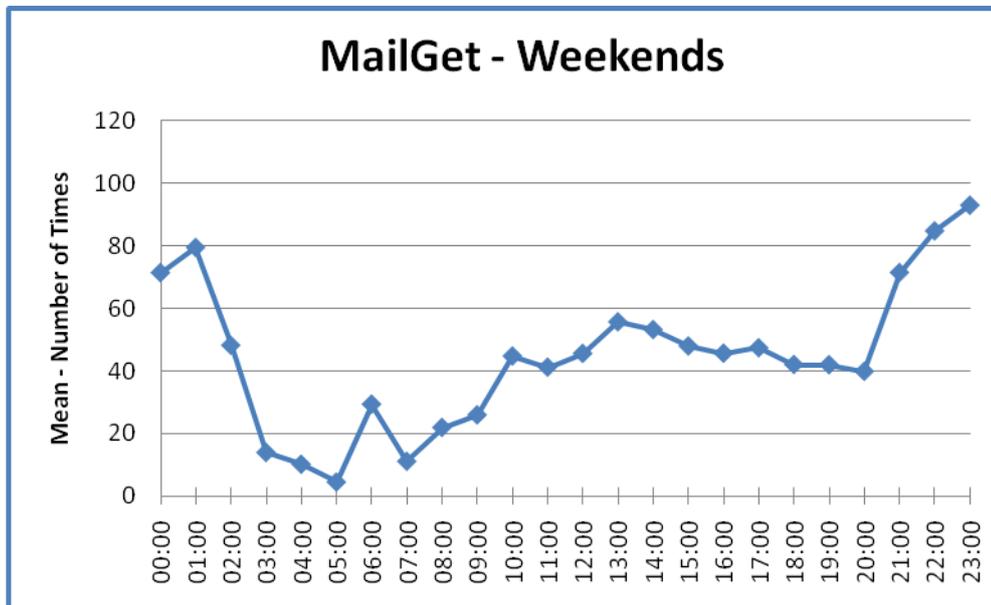


Graph 10. Weekends – MailSend

As mail is asynchronously sent and received, mail reception need not follow the same usage pattern. MailGet however follows the same pattern as MailSend at weekdays. The peak is at 22:00. The weekend however has its peak at 23:00 which is earlier than for MailSend. Also interesting to notice that at weekends there is a peak in MailGet at 06:00.



Graph 11. Weekdays MailGet



Graph 12. Weekdays MailGet

5.1.5 Profile

In this section we will present the results for the method GetProfile. GetProfile refers to when a member is looking at another members profile or its own profile. Even though this method not is communicative it is still a social function. Because looking at other members profiles might lead to other social functions. This function is most used by members in the age of 14, followed by age 15 and 16 (Table 18).

Age	Percent
12	0,09%
13	14,82%
14	22,10%
15	17,93%
16	14,20%
17	7,50%
18	7,97%
19	6,74%
20 and more	8,66%
Total	100,00%

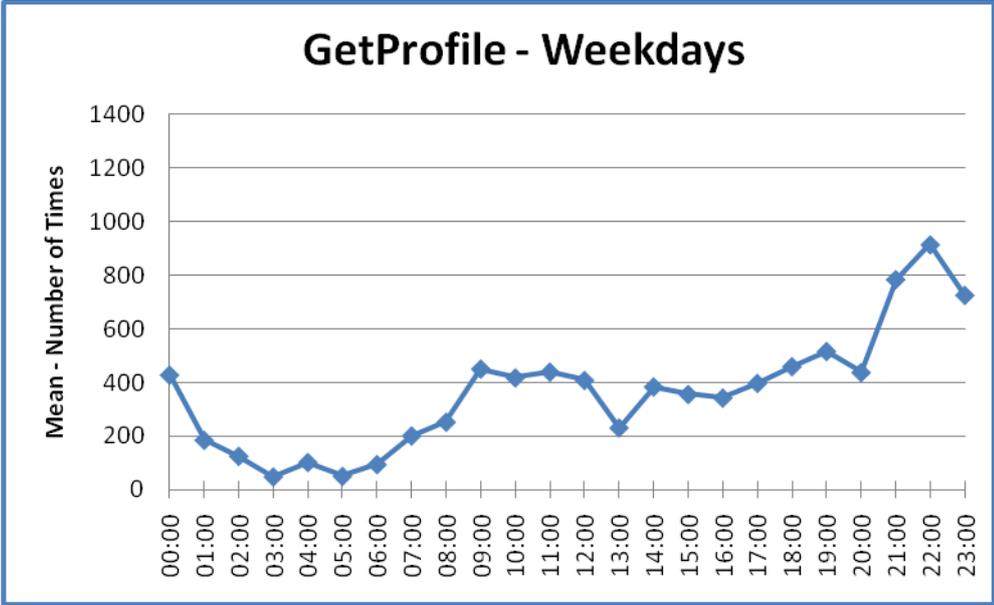
Table 18. Age distribution GetProfile

The gender distribution shows us that the method is most used by males with 54% of the usage (Table 19).

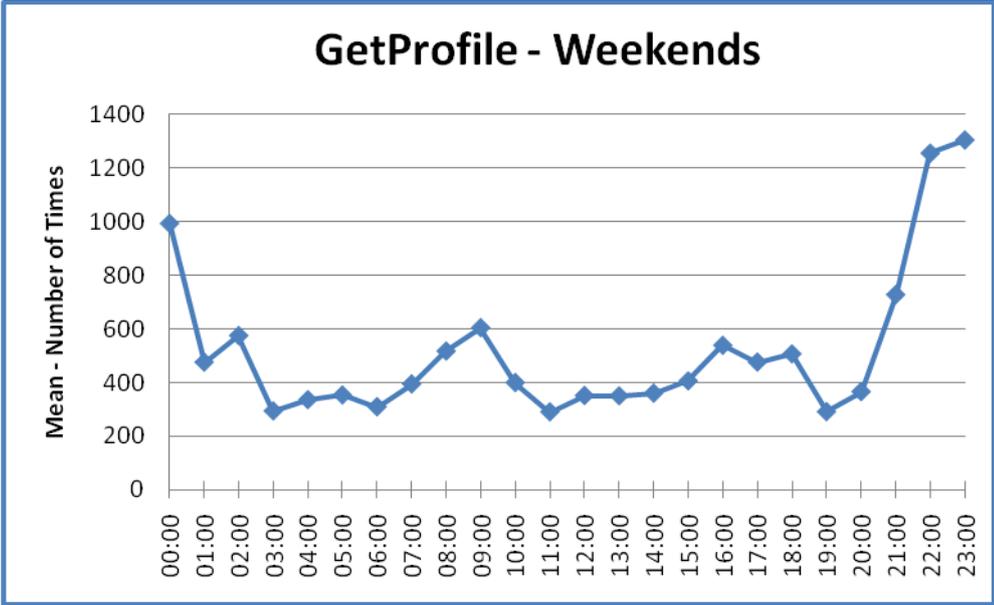
Gender	Percent
Female	45,96%
Male	54,04%
Total	100,00%

Table 19. Gender distribution GetProfile

The usage weekdays differs from weekends in the same way as for previous functions (Graph 13 and 14). The function usage peaks in the evening, and later at weekends. The most interesting thing about this function is that it is continuously used at weekends: the mean of the method is never less than 200 times per hour, and that in general, the usage during the weekends is much higher than during the weekdays. At weekends the peak has a mean at over 1 200 times per hour at 23:00 compared to 900 times per hour at the weekday peak at 22:00.



Graph 13. Weekdays – GetProfile



Graph 14. Weekends – GetProfile

5.2 The Survey

In this section we will present the results from the survey. In this section we will only look at the questions and answers that we think is important to the study. All questions and answers are listed in Appendix C. Furthermore we had an empty box for “other comments” in the end of the survey.

5.2.1 Participants

Of the 100 people that answered the survey 60% were women and 40% were men. The age distribution is shown in table 21.

Gender	Count	Percent
Female	60	60.0%
Male	40	40.0%
Total	100	100%

Table 20. Gender distribution – survey

Age	Count	Percent
11	2	2%
12	1	1%
13	21	21%
14	20	20%
15	21	21%
16	12	12%
17	5	5%
18	8	8%
19	2	2%
20 and more	8	8%
Total	100	100%

Table 21. Age distribution – survey

5.2.2 Mobile Usage of Playahead

The first question concerned to what extent the participants actually used Playahead from their phones. In total, 63% answered that they used it every day, 23% more than once every week, 13% used it sometimes and one person answered that he or she never used it.

Looking into where the users where located while using Playahead from their cell phones, 82% answered that they used it while travelling by bus, train or subway. 78% used it in school and 75% when they where outdoors. Furthermore 65% of the respondents used Playahead from their cell phones while being at home, 53% when they were at a friend’s place and 34% used it at vacations. The alternatives to this question were of course not mutually exclusive, and we can see that many used Playahead from their phones in a variety of contexts.

5.2.3 Computer access

Almost all respondents had access to a computer as well. Of the respondents, 60% answered that they had their own computer, 38% answered that they had access to a computer that they shared with others at home. Only 2% did not have computer access at all at home.

We also asked the respondents if they sometimes used Playahead from their phones even when they had access to a computer. 60% answered that they used the cell phone if the computer was busy, and 52% answered that they used the phone sometimes when they did not care to turn on the computer. 45% answered that they sometimes used the phone because it was closer, 15% said that they sometimes used the phone because they did not want anyone else to see what they were doing on the computer, and 3% answered that they did not have permission to surf on Playahead and therefore used the phone to access the site in secret. Moreover, 19% answered that they always used the computer rather than the phone. Again, participants could choose as many alternatives as they wanted, explaining the somewhat contradictory answers.

5.2.4 Social functions

The survey included questions about chat and mail. To the question if the respondents used to chat at Playahead and whom they used to chat with, 64% answered that they used to chat with friends, 43% answered that they used to chat with people who were in the chat room even if they did not know them, 39% answered that they chatted with friends they only knew through Playahead and 1% answered that they used to chat with family. 16% did not chat at all.

The question if the respondents used to mail and to whom they used to mail with got slightly different responses. 57% answered that they used to mail to friends, 23% answered that they used to mail to friends they only know through Playahead, 16% answered that they mailed unknown people they had met in the chat rooms or looked at their profiles and 2% answered that they use to mail to their families. 40% did not mail at all.

Finally, we asked if the respondents used to write in other peoples guestbooks and in whose guestbooks they use to write in. 89% answered that they used to write in friends guestbooks, 59% answered that they used to write in the guestbooks that belongs to friends they only know through Playahead, 36% said that they wrote in the guestbooks to unknown people they had meet in chat rooms or looked at the persons profile and 4% wrote in families guestbooks. Only 4% answered that they did not write in guestbooks at all.

To all the questions in this section the respondents could choose more than one alternative.

5.2.5 Usage with friends

To the question if the respondent sometimes used Playahead when they were together with friends, 62% answered that they did it sometimes, 32% did it often and 5% never did it.

The participants who answered that they sometimes or often used Playahead together with friends got the attendant question if they use to look at the content at Playahead together with their friends. To this question 54% answered that they sometimes did it, 26% answered that they often did it and 20% never did it.

5.2.6 Mobile operator

Finally we asked the respondents which mobile operator they used. To this question, 96% answered Comviq, 1% Tre, 1% Telia, 1% Telenor and 1% Glocalnet. The result is to be expected as Playahead is a free service on Comviq.

Also did 81% of the respondents used prepaid telephone cards and 19% used telephone subscription. 50% of the respondent answered that they paid for the telephone cost themselves while 50% did not paid for the cost themselves.

6 Analysis

The purpose with this study was to look at the mobile usage patterns of different social functions at Playahead and see if different groups used different functions more than others. We were also interested to find out if the mobile activity differed from weekends and weekdays. In the result part we declared the results from the data log analysis and from the survey. In this chapter we will critically analyse and discuss the results.

6.1 Age distribution

Because Playahead is a community site directed to teenagers, the results for the age distribution were more or less expected. Data suggest that 78% of the mobile users had an age between 13 and 16. Still, it is interesting to note that the mobile usage of Playahead has such a young audience: apparently enough teenagers own a phone that can download and run Java applications. The fact that Comviq offers free access to Playahead from both pre-paid cards and subscription plans explain why almost all users have Comviq as their operator.

And as seen in the result chapter most of the different methods also had a similar age pattern. Members between 13 and 16 used them the most which corresponds well to the general demography of the mobile users.

6.1.1 Age distribution in Mail

One exception from the general age distribution is the method MailSend. Data suggest that 16% of all the mail which has been send was send by members at the age of 19. Moreover members over the age of 20 also had a high usage rate for this function, 9%.

This result might be a sign of that older people tend to use the mail function more than younger people and that younger people do not like to send mail. The results from the survey also indicate that mail might not be the most popular function. In the survey 40% answered that they do not send mail (this can be compared to 4% who do not write in guestbooks and 16% who do not chat).

6.2 Gender distribution

The demography for all the mobile users gives us a rather even gender distribution with 52% female users and 48% male users. It is however very interesting and surprising to see how the gender distribution differs between different functions. The method login shows us that 58% of all logins have been made by women and 42% have been made by men. This indicates that women are accessing Playahead from their cell phones more frequently than men. First, we tried to find a possible explanation to this by exploring if women tended to have more friends than men, but

there is no difference in this respect. One possible explanation for the difference is due to the technical implementation of access sessions. If women tend to use Playahead with longer pauses or explicitly log out, they will need to log in the next time they access the system. However, as the number of logouts in general is low the reason is probably not that women use that particular function more than men. A more likely difference is that women tend to use Playahead in shorter bursts with pauses, whereas men stay online for longer times once logged in.

The chat function is more frequently used by women. 57% of all chat messages were written by females. The same gender preference pertains to writing in guestbooks, where almost 60% of the guestbook entries were written by females. This means that the functions chat and write guestbook are used more by women, and it might also indicate that women tend to answer chat messages and guestbook entries more than men.

Putting all these communicative functions together the results might imply that females are slightly more prone to communicate than males are, in particular in publicly visible channels. Even if men dominate mail, but it is still the least used communication media. The method GetProfile is also used more by males, 54% of all times. Besides being a less communicative activity than the other social functions, this usage pattern also might indicate that women are more prone to spontaneous communication without first checking out the profile of the person they are communicating with.

6.3 Weekdays vs. Weekends

According to the gathered data, the usage pattern over weekdays and weekends differ from each other. In the weekdays people tend to wake up earlier in the morning to go to school and work, and also go to bed earlier than they do during the weekends. Generally the different methods have a similar usage pattern. At weekdays the usage starts around 07:00 and increases until the evening when it decreases rapidly. The graphs in the result chapter illustrate how the activity during 01:00 and 06:00 is very low during the weekdays. It is interesting to see that the members use Playahead first thing in the morning. At weekends the activity starts later in the mornings, and continues later during the nights. For most of the methods we can see that between 05:00 and 07:00 the activity is almost non-existent. However, the method MailGet has a small peak at 06:00. There is no good explanation for this peak, but one can note that Mail is an asynchronous media and this explains why MailSend and MailGet have different usage patterns.

The method GetProfile has a radically different usage pattern during weekends. Graph 14 shows that the method is used approximately 300 times per hour between 03:00 and 06:00: the method is used day and night. GetProfile is, except login, the only function that is not communicative at all. Looking at other people profiles does not require any kind of immediate response and neither does it require any verbalised communication effort as mail does. These are users that suffer from lack of sleep, and that surf Playahead for faces and lives from their mobile in the middle of the night.

6.4 Computer access and mobile context

Through the survey, we could acquire some information about the context of mobile Playahead usage. Out of the survey respondents, 82% answered that they use Playahead from their cell phones at busses and trains. This is not very surprising and the result has been shown in earlier studies. What is more interesting, but perhaps not surprising, is that 78% of the respondents answered that they use Playmobile in school. These teenagers log in to Playahead during their breaks and maybe sometimes also during class. Comparing to log data, we can see that mobile usage of Playahead is fairly high during school hours at weekdays.

More surprising was that 65% of the respondents answered that they used Playahead from their cell phone at home. This is very interesting because 98% of the respondents also had access to a computer with internet at home. Furthermore, many of the respondents did use the cell phone even when they had computer access. 60% of the respondents used the phone to access Playahead when the computer was busy, but 52% would use the phone when they could not be bothered with the hassle of turning on the computer. Some survey respondents commented on their home use of Playahead from mobiles:

“To use Playahead from the cell phone is perfect because I don’t have to turn on my computer”

“I think that using Playahead from the phone is great, especially when I can’t use the computer at home. It is perfect because my parents can’t see that I have used Playahead”

“I am truly addicted to Playahead in the cell phone, I mean; you can’t carry around a computer all day, right?”

The survey results are consistent with the mobile usage graphs. The mobile activity in the weekday and weekend graphs is highest during the evenings, a time when most of the users most likely have access to a computer. All this give us an indication that the members often use their cell phones even though they have computer access. The cell phone is not only a tool used in lack of a computer, but sometimes instead of a computer.

One of the reasons for this is probably that the Playahead users are young. They might have adopted mobile Internet in a way that adults have not yet done. Furthermore, they are more in control of their phones than their computers: some do not have a computer of their own, and others indicate that the parents censor their use of the computer but not of the phone.

6.5 Usage

Through the results from the survey, we can see that people who use Playahead from their cell phones tend to do it a lot. 63% answered that they used it every day, and 23% answered that they used it every week. However, as we have not compared the mobile usage to the Internet usage of Playahead, it might be that the people that choose to answer to the survey are among the more active Playahead members from start.

It is also interesting to look into the social context when using Playahead from the cell phone. 63% answered that they sometimes use Playahead from the cell phone while spending time with friends and 32% answered that they did this often. Moreover, 54% sometimes and 26% did often look at the content at Playahead together with friends. This shows that mobile usage is not only private but also a social thing that people share with their friends.

6.6 Cost

96% of all respondents use Comviq/Tele2 as mobile operator. This is because members with Comviq/Tele2 subscriptions or cards can use Playmobile entirely for free, without paying anything for data traffic. As the average teenager has very little money to spend, this will of course greatly affect even who tries out the mobile client. The problem is not mitigated by the fact that only 50% pay for their own mobile expenses, as the parents will get notified about costs for data traffic. If it would cost to use Playahead from the mobile, it is likely that the mobile usage would drop drastically.

Furthermore, 81% of the respondents use prepaid telephone cards. This mean that if they do not have money left on the telephone card they cannot use the normal phone functions (call and sms), but they can still stay in contact with their friends through Playahead by using chat, mail and guestbook entries. This might be a strong incitement for starting to use Playahead on the phone.

7 Conclusions

In this chapter, we will give a final conclusion to the problem statement. We will also discuss the findings and analyze the limitations of the study. Furthermore we will give suggestions for future research.

7.1 Conclusions

The purpose of the study was to look at the mobile usage of different social functions at Playahead, to see if the usage differed between male and females and if the age distribution varied between the social functions. It was also of interest to see how the activity differed between weekdays and weekends. The study was conducted as a quantitative study, combining data from usage logs and subscriber information with an online survey directed towards Playahead members.

Concerning gender differences, our main findings were that women tend to use the communicative functions chat and write guestbook more than men. Men, on the other hand, sent more mail than women and also looked more at profiles. The age distribution looked similar for most of the methods with an age peak at 14, 15 and 16, with the possible exception of mail that seems to be preferred more by elder users. The differences are however not large. It is likely that most members of a community will adopt similar usage patterns to avoid 'being too different'.

Comparing weekends and weekdays showed us that the usage followed a similar pattern for the different methods. At weekdays the usage started earlier in the mornings and ended earlier in the evenings. At weekends the activity started later during the mornings and continued later on throughout the nights. Of particular interest is that the mobile client was used a fair amount at weekdays during school hours, when access might be restricted by the school regulations, and that it peaked during the late evening hours when most were at home and would have had access to a computer.

7.2 Discussion

As previous literature has not examined the mobile usage at a community site based on statistic log data, this study contributes to the examination of the subject. The obvious and central question that this study raises is of course how the mobile usage differs from the fixed internet usage. As we had no access to Internet data on Playahead, the study has very little to say on the issue. However, the demography of the Playahead's Internet usage does probably have a similar demography but the time of the usage might differ. The cell phone is easy to use while being in school which the computer is not.

Another interesting issue is to what extent the usage patterns at Playahead are similar to those of other mobile communities. The Playahead community is special in that the site is directed to rather young users, while other sites might be directed to older

people. The mobile usage might therefore differ a lot between different community sites. Today many community sites are in a transition phase, leading to more and more mobile usage.

It is difficult to know what results that might be specific for Playahead and what can be more general for all communities. And in that aspect it is also central to reflect over the fact that most of Playahead's users are teenagers who might be more accustomed to computers and mobile phones than older users might be. During many years there have been discussions about the always-on generations who are able to access the internet at anytime from anywhere and this is something community sites need to take in account when evolving. And even if this is a study of Playahead and the results and outcomes may not be true for all community sites, it might be seen as a guideline. Other communities might actually show the same mobile patterns because the younger members are more used to access the community site through a mobile phone instead of a computer while the older users rather do it the other way around.

We can only speculate when discussing about Playahead specific result and more general results. The result depends certainly of the target audience for the community. Therefore it is difficult to analyze and discuss about what results could be more general. But we can certainly suspect that the pattern in the weekday and weekend usage would be able to see in most mobile usage. But the more specific functions that Playahead offer its members are difficult to compare with other sites,

Furthermore it is interesting to reflect over the gender distribution. The gender distribution might be very specific for Playahead, but it might also be a guideline for many other communities. We cannot say if girls might be more capable of communicating than older females, but we think that part of the result in this study is mainly based on the fact that girls like to communicate more than boys.

A particular problem for the study is that out of the 400 mobile users that were invited to participate, only 100 chose to respond. The response rate is thus 25%, raising questions on the validity of the study. It is likely that the respondents were representative of a very active user segment of the Playahead users, something that also the high mobile usage rate indicates. This might lead to warped result. However, the age and gender compilation from the survey correspond with the generally demography of Playahead's mobile users. This tells us that the survey questions related to gender and age can be considered reliable.

7.3 Limitations of study

This study was based on an inductive approach based on quantitative data. By using this approach we could answer many of the questions that we wanted to have answers to. We could find patterns in the log data and see if certain groups used certain functions more than others. We could also look at the difference between weekends and weekdays. By verifying the log data with a survey we could find out more about the mobile context and to whom the users mailed to or chat with. We could also find out if the members used the mobile even if they had computer access.

The quantitative approach is however limited to the questions we thought of finding answers to. A quantitative approach leaves little room to be surprised by observations, or detect new patterns that you did not think of looking for. We could, for example, have conducted a set of in-depth interviews to further analyse the perceived meaning of the chat and mail media. Also we could have conducted a diary study to where the users could write down information about their usage during a certain period.

In this study, we were also restricted to the types of data we had access to: the mobile logs and the survey questions. One area we could not find the answer to was the actual reason behind the mobile usage. We do not know why people started to use the mobile client in the first place, and neither do we fully understand when and why it is preferred. This would have been interesting to find out by conducting in-depth interviews instead of conducting the survey. But due to the time limit we did not had the time to conduct them both, and therefore we needed to choose one. Given that the purpose was to complement the data logs and that some in-depth studies have been carried out earlier of similar services, we considered a survey to be more adequate.

7.4 Suggestions for future research

In order to fully understand the mobile usage of Playahead, the results of this study must be compared with Internet usage of the site. It would also be interesting to compare our results with a similar study made on other community sites.

Furthermore, it would be interesting to conduct a qualitative study and make in-depth interviews to see the motives behind the mobile usage and find out more about why people actually use their cell phones.

To get the bigger picture it would also be good to compare communities designed to be used by different target audiences with different ages and purposes.

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Appendix A Information about the Log Data

In this appendix we will list all different methods that we could gather from the log data.

Appendix A.1 Methods

ChangeStatus

ChatAcceptInvitation

ChatDeclineInvitationToPrivateChat

ChatConnectAndJoinChannel

ChatListAvailableChannels

ChatListChannelUsers

Chat

ChatPartChannel

ChatSendChannelMessage

ChatSendInviteToPrivateChat

GetFriends

GetGuestbookEntry

GetGuestbook

GetProfile

GetResizedProfilePhoto

Login

Logout

MailGetHeaders

MailGet

MailSend

SearchUsers

WriteGuestbook

GetLiveNDirectInfo

Appendix B Survey questions translated to English

In this appendix we will translate all the questions used in the survey to English.

Appendix B.1 Questions and alternatives

How old are you?

Gender?

Male

Female

Do you have access to a computer with internet at home?

Yes, own computer

Yes, share with others

No

How often do you use Playahead from your cell phone?

Every day

Someday a we

Sometimes

Never

Where do you use to be when using Playahead from your cell phone?

Other

At the vacation/countryside

At friends

At home

Outdoors

In school

At the bus/train/subway

Have you sometimes used Playahead from your cell phone even if you have had access to a computer?

Yes, the computer was busy

Yes, I did not have the energy to turn on the computer

Yes, the phone was closer

Yes, I don't want others to see what I'm doing on the computer

Yes, I actually don't have permission to surf on Playahead

No, I always use the computer instead

Other

If you chat at Playahead from your cell phone, to whom do you chat?

Friends

People I don't know who they are but they are in the chat room

Playahead-friends I only know through Playahead

Family

I don't chat

Other

If you mail at Playahead from your cell phone, to whom do you mail?

Friends

Playahead-friends I only know through Playahead

Unknown people I have meet in the chat rooms or looked at their profiles

Family

I don't mail

Other

If you write in guestbook's at Playahead from your cell phone, whose guestbook do you write in?

Friends

Playahead-friends I only know through Playahead

Unknown people I have meet in the chat rooms or looked at their profiles

Family

I don't write in other people's guestbooks

Other

Do you sometimes hang with your friends when you use Playahead from your cell phone?

Sometimes

Often

Never

In that case, do you and your friends use to look at the content at Playahead together?

Sometimes

Often

Never

Do you sometimes use to borrow your friends cell phones to use Playahead?

No

Yes

Which mobile operator do you use?

Comviq / Tele2

Tre

Telia

Telenor

Other

Do you use prepaid telephone card or telephone subscription?

Prepaid telephone card

Telephone subscription

Do you pay for your telephone cost yourself?

Yes

No

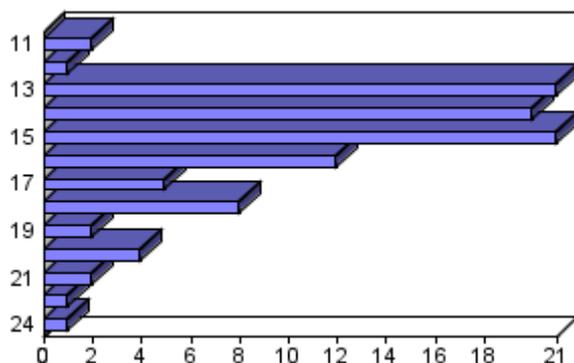
Other comments related to using Playahead from the cell phone?

Appendix C The survey

In C.1 we will list all the question and answers to the survey and in C.2 we will list all comments connected to the survey.

Appendix C.1 Question and answers

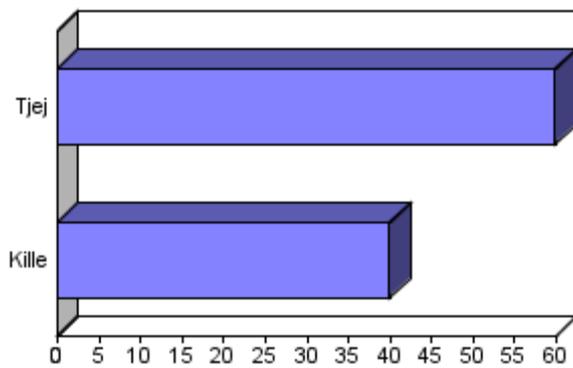
Hur gammal är du?



Item	Count	Percent	Cum. count	Cum. percent
11	2	2.0%	2	2.0%
12	1	1.0%	3	3.0%
13	21	21.0%	24	24.0%
14	20	20.0%	44	44.0%
15	21	21.0%	65	65.0%
16	12	12.0%	77	77.0%
17	5	5.0%	82	82.0%
18	8	8.0%	90	90.0%
19	2	2.0%	92	92.0%
20	4	4.0%	96	96.0%
21	2	2.0%	98	98.0%
22	1	1.0%	99	99.0%
24	1	1.0%	100	100.0%
Total	100	100%	100	100%

Total responses: 100

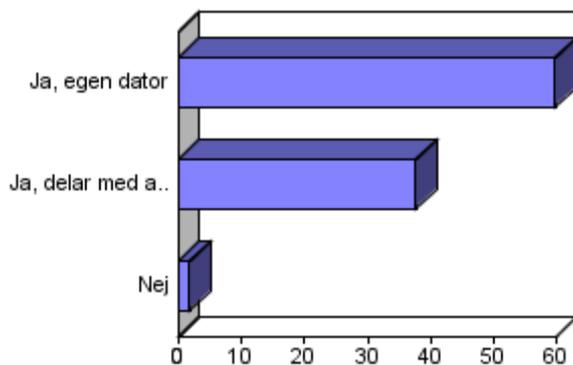
Kön?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Tjej	60	60.0%	60	60.0%	60
2. Kille	40	40.0%	100	100.0%	140
Total	100	100%	100	100%	140

Total responses: 100

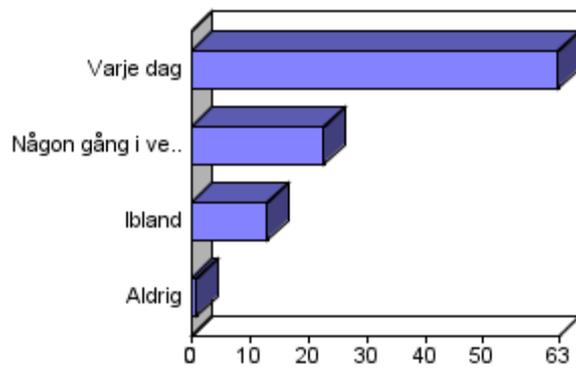
Har du tillgång till dator med internet hemma?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ja, egen dator	60	60.0%	60	60.0%	60
2. Ja, delar med andra	38	38.0%	98	98.0%	136
3. Nej	2	2.0%	100	100.0%	142
Total	100	100%	100	100%	142

Total responses: 100

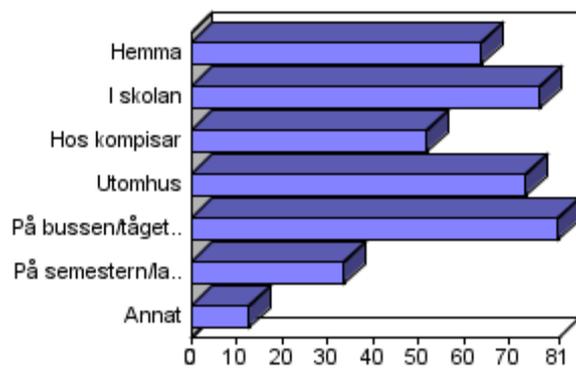
Hur ofta använder du Playahead från mobilen?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Varje dag	63	63.0%	63	63.0%	63
2. Någon gång i veckan	23	23.0%	86	86.0%	109
3. Ibland	13	13.0%	99	99.0%	148
4. Aldrig	1	1.0%	100	100.0%	152
Total	100	100%	100	100%	152

Total responses: 100

Vart brukar du vara när du använder Playahead från mobilen?
(du kan välja flera alternativ)

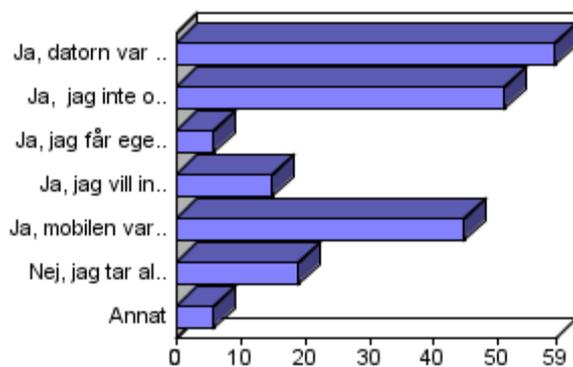


Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Hemma	64	16.2%	64	16.2%	64
2. I skolan	77	19.49%	141	35.7%	218
3. Hos kompisar	52	13.16%	193	48.86%	374
4. Utomhus	74	18.73%	267	67.59%	670
5. På bussen/tåget/tunnelbanan/spårvagnen	81	20.51%	348	88.1%	1075

6. På semestern/landet/fjällen	34	8.61%	382	96.71%	1279
7. Annat	13	3.29%	395	100.0%	1370
Total	395	100%	395	100%	1370

Total
responses: 99

Har du ibland använt mobilen för att logga in på PA även fast det funnits en dator i närheten?
(du kan välja flera alternativ)

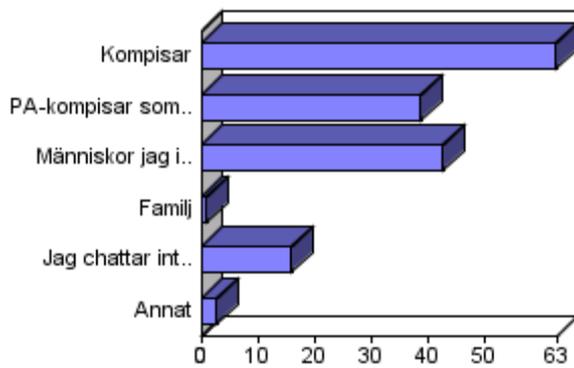


Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ja, datorn var upptagen	59	29.35%	59	29.35%	59
2. Ja, jag inte orkade inte sätta på datorn	51	25.37%	110	54.73%	161
3. Ja, jag får egentligen inte får surfa på PA	6	2.99%	116	57.71%	179
4. Ja, jag vill inte att andra ska se vad jag gör på datorn	15	7.46%	131	65.17%	239
5. Ja, mobilen var närmare	45	22.39%	176	87.56%	464
6. Nej, jag tar alltid datorn istället	19	9.45%	195	97.01%	578
7. Annat	6	2.99%	201	100.0%	620
Total	201	100%	201	100%	620

Total
responses: 99

Om du chattar på PA från mobilen, vilka brukar du då chatta med?

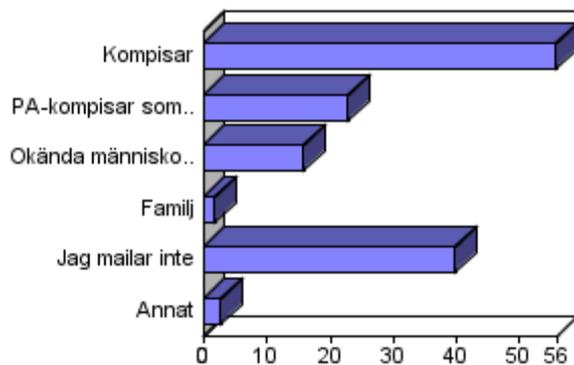
(du kan välja flera alternativ)



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Kompisar	63	38.18%	63	38.18%	63
2. PA-kompisar som jag bara känner genom PA	39	23.64%	102	61.82%	141
3. Människor jag inte vet vilka det är men som är i Chatrummen	43	26.06%	145	87.88%	270
4. Familj	1	0.61%	146	88.48%	274
5. Jag chattar inte	16	9.7%	162	98.18%	354
6. Annat	3	1.82%	165	100.0%	372
Total	165	100%	165	100%	372

Total responses: 99

Om du mailar på PA från mobilen, vilka brukar du då maila till? (du kan välja flera alternativ)

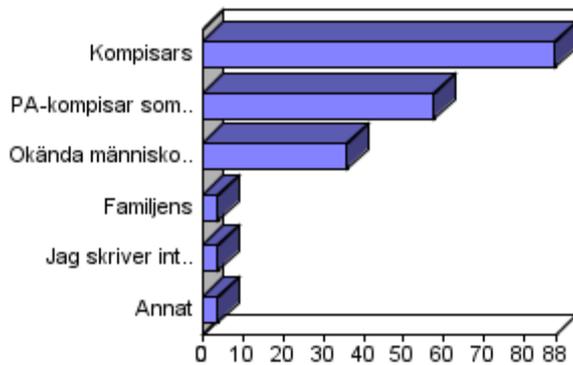


Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Kompisar	56	40.0%	56	40.0%	56
2. PA-kompisar som jag bara känner genom PA	23	16.43%	79	56.43%	102

3. Okända människor jag träffat i chattrummen eller spanat in deras profiler	16	11.43%	95	67.86%	150
4. Familj	2	1.43%	97	69.29%	158
5. Jag mailar inte	40	28.57%	137	97.86%	358
6. Annat	3	2.14%	140	100.0%	376
Total	140	100%	140	100%	376

Total responses: 99

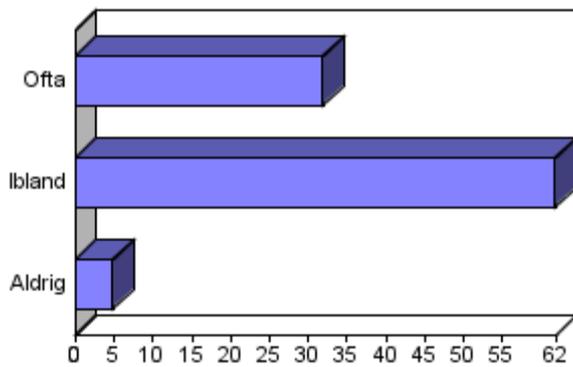
Om du skriver i gästböcker på PA från mobilen, vilka gästböcker brukar du då skriva i? (du kan välja flera alternativ)



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Kompisars	88	45.36%	88	45.36%	88
2. PA-kompisar som jag bara känner genom PA	58	29.9%	146	75.26%	204
3. Okända människor vars profiler jag spanat in	36	18.56%	182	93.81%	312
4. Familjens	4	2.06%	186	95.88%	328
5. Jag skriver inte i andras gästböcker	4	2.06%	190	97.94%	348
6. Annat	4	2.06%	194	100.0%	372
Total	194	100%	194	100%	372

Total responses: 99

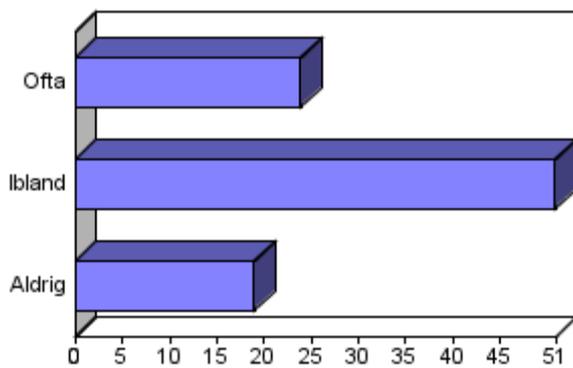
Brukar du ibland umgås med dina kompisar samtidigt som du använder PA från mobilen?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ofta	32	32.32%	32	32.32%	32
2. Ibland	62	62.63%	94	94.95%	156
3. Aldrig	5	5.05%	99	100.0%	171
Total	99	100%	99	100%	171

Total responses: 99

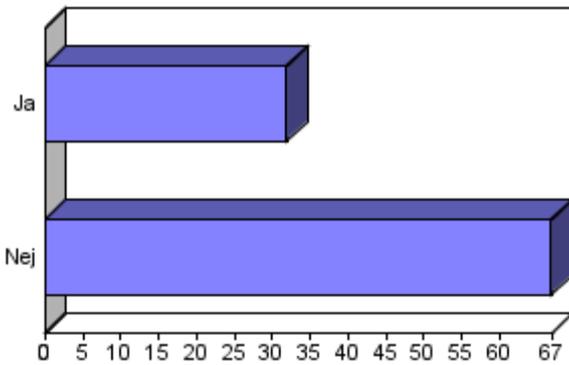
Brukar du och dina kompisar då titta på innehållet på PA tillsammans?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ofta	24	25.53%	24	25.53%	24
2. Ibland	51	54.26%	75	79.79%	126
3. Aldrig	19	20.21%	94	100.0%	183
Total	94	100%	94	100%	183

Total responses: 94

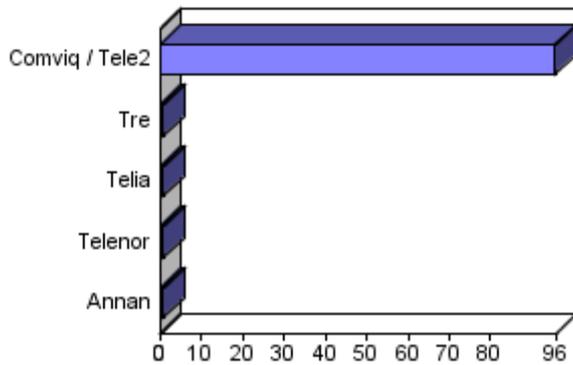
Brukar du ibland låna dina kompisars mobiler för att använda PA?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ja	32	32.32%	32	32.32%	32
2. Nej	67	67.68%	99	100.0%	166
Total	99	100%	99	100%	166

Total responses: 99

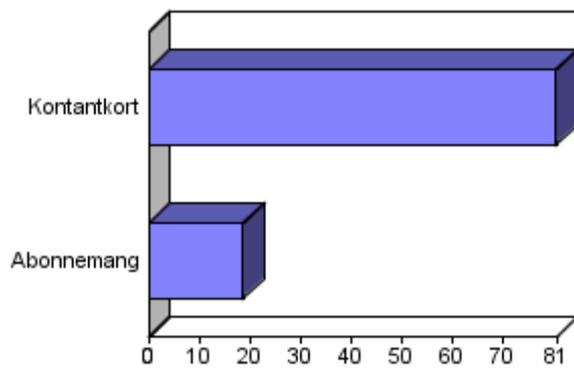
Vad har du för mobiloperatör?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Comviq / Tele2	96	96.0%	96	96.0%	96
2. Tre	1	1.0%	97	97.0%	98
3. Telia	1	1.0%	98	98.0%	101
4. Telenor	1	1.0%	99	99.0%	105
6. Annan	1	1.0%	100	100.0%	111
Total	100	100%	100	100%	111

Total responses: 100

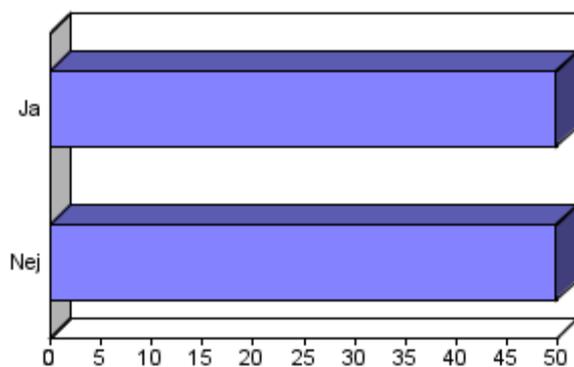
Har du kontantkort eller abonnemang?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Kontantkort	81	81.0%	81	81.0%	81
2. Abonnemang	19	19.0%	100	100.0%	119
Total	100	100%	100	100%	119

Total responses: 100

Betalar du själv för dina mobilkostnader?



Option	Count	Percent	Cum. count	Cum. percent	Cum. sum
1. Ja	50	50.0%	50	50.0%	50
2. Nej	50	50.0%	100	100.0%	150
Total	100	100%	100	100%	150

Total
responses: 100

Appendix C.2 Comments

[\[print\]](#)

Appendix D

Vart brukar du vara när du använder Playahead från mobilen?
(du kan välja flera alternativ)

Multiple choice other field (Annat)

På jobbet

jobbet

på träningen

jobbet

på Jobbet

irak + slemania

Jobbet

innan jag sover

överallt

överallt

överallt

Har du ibland använt mobilen för att logga in på PA även fast det funnits en dator i närheten?
(du kan välja flera alternativ)

Multiple choice other field (Annat)

För att man inte kan se andras album

Är inne för att ha kontakt med dom på chatten

man får guldvip av att logga in på mobilen :D

...Förutom när jag verkligen oprkar sätta på de bara för att kolla min PA mail/GB :)

Nej, onödigt att slösa pengar på internet på mobilen, för det kostar(väl?)

Om du chattar på PA från mobilen, vilka brukar du då chatta med?
(du kan välja flera alternativ)

Multiple choice other field (Annat)

jag chattar inte då.

kollar och svarar på gb:n

Om du mailar på PA från mobilen, vilka brukar du då maila till?
(du kan välja flera alternativ)

Multiple choice other field (Annat)

min kille

mailar inte

Om du skriver i gästböcker på PA från mobilen, vilka gästböcker brukar du då skriva i?
(du kan välja flera alternativ)

Multiple choice other field (Annat)

de som skriver till mig

svarar bara på vissa som skriver

Vad har du för mobiloperatör?

Multiple choice other field (Annan)

glocalnet

Övriga kommentarer angående Playahead från mobilen

Free text

den e helt okeej fast kan va seg ibland

Jag tycker det är bra med PA i mobilen speciellt när jag inte får använda det hemma och att det är gratis för då märker inte mina föräldrar att jag har använt det. Jag vill inte att det ska ändras för det är bra ! :)

Det har blivit mycket sämre, allt går segare, och man kan inte ta kort som på den gamla som fanns

jag tycker att playahead i mobilen är bra och lätt att använda xD

Jag tycker att det är jättebra att ni har skapat ett program för mobilen, men den behöver förbättras lite bara t.ex att man ska kunna se andra album, kunna se vem som har skrivit hemligt inlägg (om jag inte missat det). Tack för programmet =)

jag råkade ta bort playmobile, nu går det inte att få tillbaka den. jag skrev mitt mobil nummer där vart man ska skriva för att få grejen skickad till mobilen, men jag fick inget!

den nya suger, den gamla som man kunde skicka bilder å sånt i chatten ägde :]

inga kommentarer

Hur kommer det sig att det ibland inte går att komma in på playmobile ?

Det går jävligt segt asså!

den nya pa i moblien buggar en heldel och man måste ansluta om sig väldigt ofta men för övrigt nöjd

playmobile var mycket bättre & lättare förut, för typ 1-2 år sen. då kunde man gå in genom wap oxå när java inte funkade. det enda är att det är snyggare nu. men annars gillade ja det mer förut. skulle va bra om ni tog tbx det =)

I <3 it!!!

Dålig. den innan var mycket bättre!

borde funka på söndagar. För d är de tråligaste dagarna på veckan

Jag borde få platina för att jag gjorde det här testet som ni tjänar pengar på. Maff@

NI e bäst :D

bästa hemsidan!!

Jag tycker att man borde kunna kolla på foton.. Det kanske man kan, men jag har då inte kommit på hur man gör :P

det funkar men man loggas ut hela tiden när man sitter på tuben heheh men men

De e bra fast jag tkr att det ska finnas lite mer som att man kan kolla på folks album och ens eget =)

det är bra, men skulle vara roligare om man kunde se mer saker som man kan på datorn.. :)<3

tycker den är väldigt bra!

BÄSTA!

kan sj inte logga in på det nu tyvärr

Tycker att det fungerar helt ok förutom ibland så går det inte att logga in, men annars är det nice :)

jag vill att pa ska för bättra sej me allt annat

Saknar en viktig funktion. Borde gå att gå in på den 'riktiga' PA chatten från mobilen. :)

playahead på mobilen är bra !

najs najs, men man borde kunna kolla in profiler lyssna på låten se album och så.

jag tycker pa mobil är bra men det borde finnas så att man kan kolla på album...

jag älskar playmobile. men på den nyaste versionen , så kan man inte se om man fått mail eller gb förrän man gått in och kollat i gästboken/mailen som bara är jobbigt för det tar sån tid ibland .. annars bra!

jag vil ha den gamla pea där man kund ta kort o prata privat med flera styckna!!!!

Det är ett roligt sätt att möta nya människor i sitt liv och bli mer social.

Ibland funkar det inte att logga in, och det är väldigt konstigt..

Jag tycker att det är väldigt praktiskt när man tycker om pa såpass mycket som jag, men ibland funkar inte playmobile dock.

Den e trög, och laggar. min mobil stannar ibland och jag måste starta om den, men annars e det galant! Förtsätt så!!
ps låt det fortsätta va gratis för tele2/comviq ;)

Bra :P

ja det bodde vara mersaker på pea i mobiln

det borde vara gratis att surfa på pea via mobilen ! :D

Playmobile är skit bra, men reklamen som jämnt ska poppa upp är irriterande. Och ibland funkar inte playahead från mobilen?

Jag tycker att det är jätte bra att ha playahead i mobilen, det som är dåligt är att man inte kan lyssna på musik på profilerna.

jag tycker att playmobile ar skönt!

Är det gratis? Det borde gå att lyssna på folks profil-låtar när man är inne på PA-mobil.

Jag är veckligen stort beroande av playahead i mobilen, för man kan ju inte gå runt och bara på en dataor hela dagarna, eller hur? Playahead i mobilen är suveränt. Tack gud för för playahead! ;)

gör så att man kan se om man har mail eller gb

det är bra att kunna ha det i sin mobil för då behöver man inte sätta på datan.

Det funkar oftast inte att logga in.

