

## **Focus group schedule**

For each individual ask –

Do you have a Mobile?

What make is it?

Card to top up vs. contract?

Do you know your own number without having to look it up?

Does it have a Camera?

Does it have Bluetooth?

In principle, can you access the Internet from it?

General question

Does everyone, in your year, have a mobile?

### **Motivation, interest**

Is it something you must have because others have got them – would you look foolish if did not have a mobile, or doesn't it matter?

(Then ask a few individuals: Why did you get one....)

I'm trying to work out if young people nowadays have mobiles because parents supply them or because really want them themselves

Variation: Is there anyone you know who was not bothered, but their family gave them one?

### **Talking about and showing mobiles**

Do people at school ever speak about mobile phones or show each other their mobile phones?

Anything else (conversations you've had or overheard, seen)

What types of thing do they talk about? (What is interesting?)

What types of things do they show (covers, accessories, features)

Have things gone out of fashion, come into fashion (and how long ago)

Are mobiles a major topic of conversation, or do only a few, only certain people, talk about the,?

What proportion?

Comparative question: Would people be more likely to talk about X-Box, Play station (PSP) than mobile phones?

### **Ringtones**

Have you or anyone you know downloaded ringtones?

How common is it?

Was/is it fashionable?

Why don't more do it – lack of interest, vs. cost vs. knowledge of how to do it?

### **Learning how to use mobile phone features**

How did you find out about how to get ringtones, operate Bluetooth, the Internet aspects (ask for anecdotes)

Arte they talked about in magazines

Did someone showed you (peer, older sibling, adult)

### **Communicating: calls + texts**

(Ask for a show of hands) Are most of your calls to family or most to other young people?

What about texts?

What's the balance? (Ask a few individuals)

Do parents make rules about how much can spend on the phone or how much time using it  
(Ask individuals)

Would you make more calls/more texts if not for these rules

Are you required to make some calls by parents, or leave the phone on? (If only to get texts)

Collective assess: Would you say this is true of most young people in your age Group

Any examples you know of?

*Switching the phone on*

When you are out of school – how often do you leave mobile switched on?

(Ask individuals)

And when in school?

Why? Compare each others answers

Would some calls be disruptive – therefore are there circumstances when you switch it off? (e.g. when you don't want to be bothered)

### **Cameras**

What proportion of people in your school year have cameras on mobiles?

(Hands up) Have you ever taken a picture with the cameraphone?

Ask individuals who said yes:

Was it once or do you do it regularly? (How regularly?)

What was the picture of?

What did you do with it? Did you show it to anyone, or transfer it somehow?

Is taking pictures and showing/sending a big thing (fashionable)?

Was it a fashion? Has it decreased now?

Do people swap pictures they have taken?

If so, how (mobile to mobile, on computer/disc/ MMS

How common is this?

Is cost a consideration?

### *Negative pictures*

Do they know of examples where someone had taken a picture but it was a bit of a problem, the person didn't like having their picture taken or shown to others?

Can you tell me about it (anecdotes)

Do you know of examples when pictures taken with mobile camera had been posted to the Internet?

What happened, what was involved?

Is it rare or common/fashionable to put pictures somewhere online?

### **Internet**

(Show of hands) Have you ever gone onto the Internet using the mobile phone?

Do you know of anyone else your own age group who has?

(If few) Is that because there is no interest?

Do you have any ideas why? (Costs, having to set up, not so easy as Internet)

Is there any occasion when it might be useful to have Internet access through the mobile, (e.g. when you are out and have no access to a PC)

### **Feelings of safety**

Do you ever worry about the mobile being stolen?

Why? Have others had their mobile stolen?

What type of precautions do you take?

### **School rules**

Just to check – what are the school rules mobile use?

Are these ever broken? How? Why?

Do you know of people who call or text in school

### **Games on mobiles**

(Show of hands) Have you ever played games on the mobile?

When, in what type of situations?

If you think about games on consoles like Playstation, some people compare games. Does this happen with games on the mobile?

How do games on the mobile compare to games on a console?