

Chapter 43

Life–Value of Young Smartphone Users

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ABSTRACT

In recent years, Smartphone users are increasing rapidly. Moreover, Smartphone users' age occupies from young to old. In the past, studies focus on Smartphone users generally targets the office workers rather than younger users. Yet, previous studies do not talk about the income and life-value of younger users. Therefore, the significant value of this study is different compare to older research. In this research, it will use qualitative study to discuss the importance of Smartphone for younger users and to find out the facts how Smartphone interacts with their meaning of life. The result indicates six results at the end of this research paper, there are sharing, group identity, recording, relation, function, and time.

1. INTRODUCTION

“A familiar ringtone breaks the silence in the room. Everyone is busy either looking at or scrutinizing the screen of a smart phone. All wish to make calls, send texts, shop, play games, send e-mail or receive news via their smartphones.”

The above scenario describes the current behavior of smartphone users. Cell phones have become an essential tool in daily life, and while taking calls and texting have long been the basic functions of cell phones, improvements in technology have seen cell phones evolve into smart phones. Subsequently, the features of the smartphone improved substantially. Moreover, mobile phones with internet capabili-

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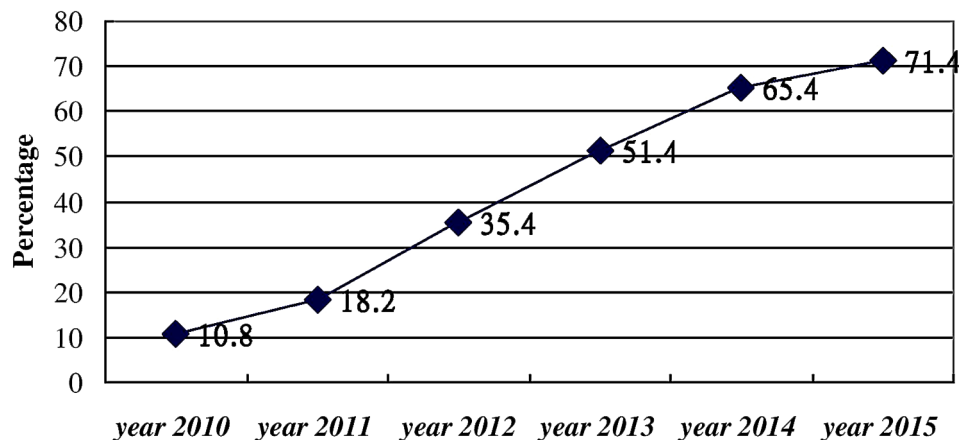
ties have steadily grown cheaper. Consequently, smartphone users are increasing rapidly. Smartphones have become the primary tool for users to communicate with one another, as supported by the above facts (Zhan & Fong, 2012). According to the Institute for Information Industry (IFII), the numbers of smartphone users increased from 2010 to 2015 (Institute for Information Industry, 2016). The following discussion shows the percentage growth of smartphone users. In 2010 smartphone users comprised 10.8% of the population of cellphone users in Taiwan, and this grew to 18.2% in 2011, 35.4% in 2012, 51.4% in 2013, 65.4% in 2014, and 71.4% in 2015 (Figure 1).

Moreover, smartphone users also increased in terms of volume, and this is the same as the increase in volume in terms of different age groups as well. According to Figure 2, smartphone users have been popular in all group ages based on the percentage of smartphone users. Note that most smartphone users fall between the ages of 25 and 29; this accounts for 18% of users. Second, the ages of 12 to 19 account for 12%. Smartphones allow users to manage their work tasks and to rapidly manage their work tasks and gather information. In the past, 22% of those 30–39 years were the main users of smartphones; primarily, they included full time sales representatives and office workers owing to the usefulness of smart phones for this group (Hsiao, Chao, Wang, Wang & Lin, 2012) (see Figure 2). However, recent studies conducted by the Institute for Information Industry found that the average age of smart phone users has decreased, and smart phone users, who account for 39% of all users, are now typically below age 29 (Figure 2). Smartphone users represent half the population of cell phone users. Notably, income for those age 30 and below is much lower than for other age groups, as shown in Table 1 (National Statistics R.O.C., 2014).

Therefore, the above research cannot explain the needs of smartphone users aged 20 to 29 years old. Furthermore, smart phone users aged 15 to 19 years old are considered to belong to the student category (mostly working part-time); Figure 2 shows that smartphone users below 29 account for 40% (this consists of ages 12–19, 20–24, and 25–29 in total). Notably, the percentage is the highest in 2015. This study combines the ages 12–19, 20–24, and 25–29 who are labeled “young smartphone users” and defined as people aged 15–29 years old.

This study aims to understand both needs and intention between smart phone users and their daily lives via conducting: multiple interviews. The study analyzes the different perspectives of smartphone users, and also produces data that can provide a future reference for the smart phone industry.

Figure 1. 2010 to 2015 growth rate of Smartphone in Taiwan



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