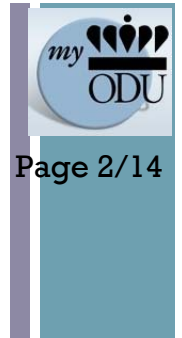


Mobile teens in Taiwan

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+ Research Motivation



- The mobile phone has gained popularity among the teen in the world.
 - Studies in Japan (Ito, 2005, Matsuda, 2009), Norway (Ling, 2004, 2009) and United Kingdom (Green 2001) have shown that parents used a mobile phone to remotely monitor children's activities and teens who lived at home used the mobile phone to gain their freedom from parental control
 - Chen and Katz (2009) found that some American college students showed more desire to contact their parents than their parents wish to keep in touch with them.

+ Why Taiwanese teens



- Taiwan is one of the countries that had high mobile phone penetration rates.
 - In 2001, Taiwan had a mobile phone penetration of 96.9% according to International Telecommunication Union (ITU) statistics (Smith, 2008).
 - In 2003, the annual report from the US Federal Communications Commission reported that the mobile phone penetration rate was 107% in Taiwan
 - compared with 49% in US, 60% in Japan, and 88% in Italy (US mobile phone penetration, 2003).
 - In 2006, the mobile phone penetration rate in Taiwan had reached 111% (Philippines telecoms, 2006). Many Taiwanese have more than one mobile phone.
 - Between 2002 and 2007, Taiwan had the highest mobile phone penetration in the world (Smith, 2008).

+ Research Purpose

- Although Taiwan's mobile phone penetration rate is among the world's highest, research in mobile media uses among Taiwanese teens remains scarce.
- Teen uses of the mobile phone (e.g., Hadden, 2004; Ling, 2004) around the world have been documented. However, there was a lack of studies that investigated teen uses of the mobile phone in Taiwan.
- To understand the mobile phone use pattern among Taiwanese teens.

+ Method



- Four preliminary focus group interviews
 - June 2008
 - a middle size public junior high school in the South in Taiwan
 - Avg. 30 minutes per session
 - 25 teens
 - 9 female students and 16 male students
 - 7 non-users
 - Many of them first got their mobile phone when they were elementary school students.

+ Findings-- Mobile phone adoption

- Most of the Taiwanese teens reported their parents gave them their mobile phones for safety and security reasons as well as “perpetual contact” (Katz & Aakhus, 2002) between parents and teens.
- almost all mobile phone teens in this study reported that their parents gave them their first mobile phone and they did not even ask for it.
- More male participants were non-users than female participants.
- Taiwanese teens seemed to have less mobile phone cost considerations than UK teens (Madell&Muncer, 2004; Haddon & Vincent, 2009) and Norwegian teens (2004).

+ Findings-- Mobile phone adoption

- No on-users
 - “No need one” is the primary reason
 - Borrow a mobile phone from their peer
 - Technology acceptance model (Davis, 1989; Davis, Bagozzi, & Warshaw, 1989). TAM assumes that beliefs about usefulness and ease of use are always the primary determinants of IT/IS adoption in organizations.

+ Findings-- Mobile phone use

- Most of the Taiwanese teens in this study mainly used their mobile phones to “micro-coordinate” with their family members(Ling &Yttri, 2002).
- No need to use mobile phone/SMS
 - “Because I see them everyday, my parents did not often call me (Focus Group #1, a male participant).”
 - Many of them also reported that they did not often call their friends because their friends and them met everyday at school.

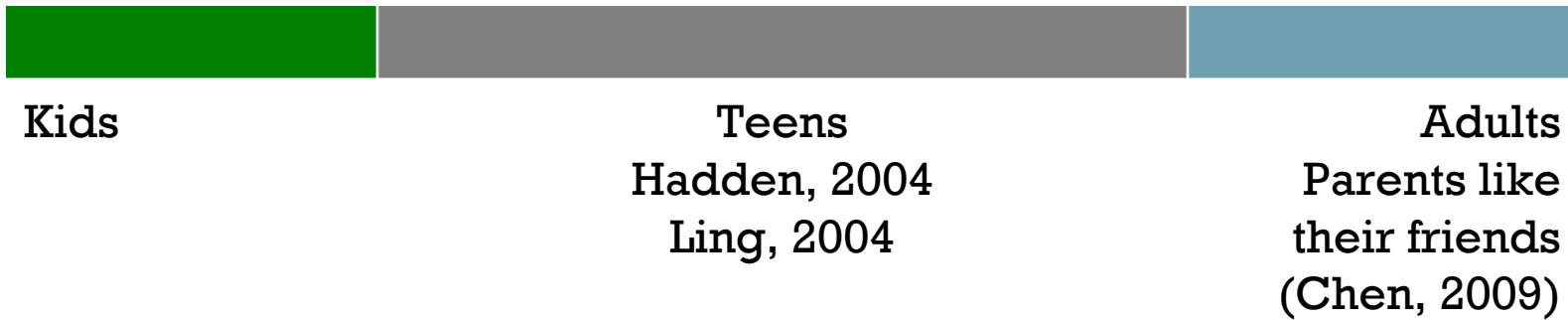
+ Findings-- Mobile phone use

- All of users reported that they answered their parents' phone calls all the time (except for one female).
 - This finding seemed to contradict to previous research findings (Ling, 2004; Green, 2001) that teens used the mobile phone as a "resistance" to their parental control.

+ Implications

- Emancipations process via the mobile phone (Ling, 2009)
- The reason for this result might be due to Taiwan's collectivist orientation, where groups interests were more valued.
 - Hofstede (1980) has argued that most of Asian cultures (e.g., Japan, Taiwan) have collectivist orientations.
 - focus on group interests and goals;
 - try to fit into the ingroup;
 - be interdependent with others; and
 - make large differences between in group and outgroup communication.

+ Assumption



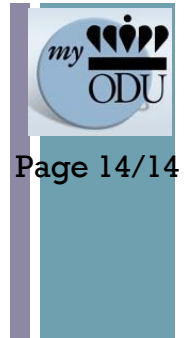
+ Conclusions

- Mobile phone uses for micro- coordination (Ling& Yttri, 2002) in this study
 - Less needs for hyper- coordination via the mobile phone in this groups
- Almost all parents (but one) gave their children their mobile phones when they were very young for safety and security reasons.
- Parents and teens seemed to have less issues on monthly mobile bills as opposed teens in other country (Haddon, 2004; Ling, 2004).

+ Limitation/ future studies

- Small sample
- Southern Taiwan

+ Thank you!



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