

عنوان مقاله:

Analyzing the Usage Behaviors, Perceptions and Attitudes of Tehran University student toward cell phone

محل انتشار:

یازدهمین کنفرانس بین المللی مدیریت (سال: 1392)

تعداد صفحات اصل مقاله: 10

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خلاصه مقاله:

The aim of this research is examining Tehran University students' perception and attitudes toward cell phone. Q-Methodology is applied in this research. For conducting this research, first reviewing the cell phone literature is carried on, then, by holding some brainstorming sessions, different ideas and viewpoints is gathered and examined and at last, 25 Q-phrase is selected. the results show that Tehran University students are familiar with cell phone for five years averagely 42% of students use cell phone from 16 o'clock to 20 o'clock and 18% use from 20o'clock to 24 o'clock. Also About half 56% of the subjects talk more than 15 minutes in a day and average of talking is near 28 minutes. Also, 72% of them usually send SMS fewer than fifteen and 70% of them receive SMS. At last, by conducting Q factor analysis, 4 different groups identified

کلمات کلیدی:

cell phone, Q-methodology, Mixed-method, behavior analysis, Perception and Attitude

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