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Final Research Report

Link of Mobile Application Usage to Personality, Life Style and Academic Goal

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Introduction

Nowadays, the smart phones are so popular and necessary that people always carry it at all time. The ultra-portability of smart phone promotes people to rely on the mobile application to get gratifications like technological convenience (accessibility), information exchange (cognition needs), and social interaction (recognition needs)[1]. People are unconsciously involved into digital world on smart phone. Many characteristics on users, like personality, life style and work plan, can be reflected on the mobile application usage. In this report, we specifically investigated how personality, life style and academic goals were affected by mobile application usage among WKU students.

Methodology

For the research method, we set up a questionnaire with twenty-two questions. According to Dr. Ya Tang’s comments, we divided the questionnaire into four parts, about students’ personality, lifestyles, academic goal and application related questions. And some questions are multiple choice, and some are degree questions from 1 (not at all likely) to 5 (extremely likely). The questionnaires were handed out on March 22nd, 2017 on campus and taken back the same day. The questionnaires were paper qualities.

Some valuable results were analyzed and visualized to the charts to show the correlation between mobile application usage and personality, life style and academic goal.

Participants

All participants were students on Wenzhou Kean University. For reduce the one-sidedness for the participant group. We randomly chose 10 students from different major. The results were that 4 were from CS Major, 4 were from Finance major and 2 were from accounting major. All the participants were anonymous and they signed the consent form.

Results

Figure 1. denotes that 5 of 10 participants spend one to two hour updating social networking service (SNS). In addition, participants use QQ or Wechat which is a communication software more frequently than public network (Weibo and Tieba) from figure 2. 7 participants would like to pass more than one hour with friends every day (Figure 4.). At the meantime, figure 3. shows that the number of participants were reducing with increasing self-introduction and ignoring feeling degree (the difficulty degree and ignoring feeling degree are both 1 showed on Figure 3.).

Figure 1. the data are from question 6 on the questionnaire. The total number of participants are 10.

Figure 2. the data are from question 19.

Figure 3. the data are from question 1 on the questionnaire. The horizontal axis represents the degree from 1 to 5.

Figure 4. the data are from question 3 on the questionnaire. The distribution of participants who read more or post more on SNS and the time distribution participants are willing to spend with friends or go outside.

From figure 5 and 6, the distribution of study time and cell phone use time clearly showed that 6 participants spent more time on cell phone than daily study. However, half of participants did not think that phone use would negatively affect GPA based on figure 4 (Figure 7). Paradoxically, more than three quarter of participants (8 of 10) actually worried about study while they were playing phone for long time (Figure 8).

Figure 5. the data are from question 13.

Figure 6. the comparison of study time and cell phone use time per day.

Figure 7. the data are from question 16

Figure 8. the data are from question 17. Some participants thought phone use would not negatively affect GPA but they were worried about study (such as assignment due day) when playing.

Figure 9. the data are from question 7. The frequency of eating out and eating delivery food.

Figure 10. the data are from question 9. The chart shows the channels participants know the restaurants information.

The figure 9 indicates that 8 participants eat out or delivery more than twice, and only 2 participants are less than 2. At the meantime, figure 10. shows that 6 participants know restaurants information by recommendation and 3 participants find information from apps, only one from advertisement (taobao is chosen 7 times, meituan is 4 times, baidu is 5 times, e’leme is 4 times).

Discussion

Common sense seems to dictate that spending much times on smart phone may negatively impact users’ social skills, organizing ability and people who play computer or phone with long time are more likely to have less friends and worse physical health. But from Kaveri Subrahmanyam, Patricia Greenfield, Robert Kraut, Elisheva Gross’s research [2], moderate phone use does not negatively impact users' social skills and activities. On the contrary, e-mail and the Internet may actually help maintain interpersonal communication and sustain social relationships. To affirm this statement, we analyzed the link between personality and mobile Application usage.

From the results of personality part, a majority part of participants volunteered to introduce themselves and feel equal treatment. At the same time, they spent a proper time on mobile social application. Specially, the only two participants who post more on SNS both feel it easy to introduce himself/herself and do not feel ignored by other people at all. It Inferred that spending moderate time in online social activity actually helped them maintain the communication skills.

The second parts of our svrvey emphasize the relationship between lifestyle and cell phone using. And we choose the eating as the main idea in this step. As Latetia et al investigated about fast-food consumption, diet quality, and neighborhood exposure to fast food, they surveyed the frequency participants eat in or takeout food from restaurant, the opportunities they have to purchase food in neighborhood, how far they are willing to go from home to eat and more [3]. To know more information, we survey the relationship between diet style and cell phone application. And the results in this part denotes the cell phone applications give them much more convenient and multiple choices for them to eat. In fact, the frequency of eating out and eating delivery food may influence the restaurant number participants know which know from the survey. Everytime they plan to eat out or book delivery food, they may search many different restaurants and pick up one. Thus, we find out the reason why group-buying application like Meituan and Dazhongdianpin, which are comment and shopping applications, can become really popular and trusted among customers. According to participants’ comments, because there are few satisfied resaturants nearby WKU campus and on-campus food is also merely diverse, a majority of students are willing to go further than 2 km to get delicious food. In additions, they choose to buy some snacks and food online.

For the relationship between academic goal and mobile application usage, the survey indicated that although many students realized long time phone using might negatively affect the academic learning as well as they were worried about study when they play the phone, they still kept on playing for long time. It was obvious that phone use time occupied a lot of time that originally belongs to study, which definitely harmed the study quality. The reason they still kept on playing might be participants thought they could concentrate on preparing before the exam. Nevertheless, they could be relaxed at the learning stage.

In conclusion, the proper mobile application using can satisfy the recognition need, cognition need and accessbility, such as improving communication skill, facilitates the life, and adjusting stress. But the extremely usage of mibile phone using might impair users’ academic performance and social skills.

Reference

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