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Dataset Description

To gather data for our project, we will make survey questions and focus on some impacts or reasons why students at TWU buy specific smartphone. Even though we did not decide our detailed assumptions, we are able to provide general assumption as like- “What makes Trinity Western students purchase specific smart phone?” Our analysis also includes students’ satisfaction about smart phone, and we keep staying neutral position for offering phone information (Pros VS Cons). This will be recommended to the Trinity students that they buy new smartphone in different angles because of the excellent quality or other features.

Out questions may be:

1. Who is your phone manufacturer?
2. Apple
3. RIM (Research in Motion)
4. Samsung
5. HTC
6. Palm
7. Others (if so, please give name of manufacturer)
8. Are you Male or Female?
9. Male
10. Female
11. What year are you in?
12. First year
13. Sophomore
14. Junior
15. Senior
16. Alumni
17. Have you decided on your major/program? What faculty or school are you in?
18. Faculty of Humanities and Social Sciences
19. Faculty of Natural and Applied Sciences
20. School of the Arts, Media + Culture
21. School of Business
22. School of Education
23. School of Human Kinetics
24. School of Nursing
25. Aviation Studies

Possible variations:

1. What operation system does your phone have?
2. Symbian OS
3. Rim (Black Berry OS)
4. Android OS
5. MS Windows (WP7)
6. iPhone OS
7. others (if so, please give name of OS)
8. Do you like your phone?
9. Yes (if so, please keep answering #7 below)
10. No (if so, please go to question #9, skip the 7 and 8)
11. If you like, which one as following can be applicable to? (preference)
12. Design or Function (Wide screen, colour, battery life, accessories, etc)
13. Rate plans (Voice & data, tablet plans, family plans,
14. Features (Message & talk, call feature, applications, bundle, long dist, Mobile TV)
15. Price is cheap
16. High reception and wide coverage
17. Durability or well built
18. The usage of your smart phone- I use my phone mainly in: (Exception for texting & calling)
19. Game
20. Applications (map, flash light, calculation)
21. Music
22. Accessing web-site (googling, Facebook, You-Tube)
23. None as above (if so, please note it)

Thanks for participating and your cooperation.

These questions will be applicable to a candidate, who answered ‘no’ in #6.

1. If you DO NOT like, which one as flowing can be applicable to?
2. Design or Function (narrow screen, colour, battery life, accessories, etc)
3. Rate plans (Voice & data, tablet plans, family plans,
4. Features (Message & talk, call feature, applications, bundle, long dist, Mobile TV)
5. Expensive Price (or long-term contract)
6. Bad reception and coverage (static)
7. Durability or well built
8. The usage of your smart phone- I use my phone mainly in: (Exception for texting & calling)
9. Game
10. Applications (map, flash light, calculation)
11. Music
12. Accessing web-site (googling, Facebook, You-Tube)
13. None as above (if so, please note it)

Notice: Questions #8 and #10 may change to separate for more detailed segmentations of students’ behavior.

Q: What is your satisfaction/ dissatisfaction? Check alphabet letter, then check the specific reasons.

1. Design: weight, colors, shape
2. Functions: camera, screen, speed, GPS & Bluetooth, memory, high-speed data access
3. Features: text & talk, long distance, mobile TV
4. Price: cheap, expensive, re-sell value (second hand value), long-term contract
5. External quality: high durability, low durability, strength
6. Service: Warranty
7. Applications: web appls, accessories

From these questions, we can get some predictions, and are able to focus on conclusion with analyzing population. For example, sexual activities by smart phone manufacturer, OS, ages (in our case, attending year- 1, 2, 3, and 4th year), and majors.

For the paper work, Faculty or school needs more details and explanation of what majors are included. For instance-

### Faculty of Humanities and Social Sciences

[Applied Linguistics](http://www.twu.ca/undergraduate/academics/majors-and-programs/linguistics.html)

[Biblical Studies](http://www.twu.ca/undergraduate/academics/majors-and-programs/biblical-studies.html)

[Christianity and Culture](http://www.twu.ca/undergraduate/academics/majors-and-programs/christianity-and-culture.html)

Christianity and Culture: Catholic Studies (minor)

[English](http://www.twu.ca/undergraduate/academics/majors-and-programs/english.html)

Faculty of Natural and Applied Sciences

Biology

Biotechnology

Chemistry

Environmental Studies