

Mobile Phone Followup Interview Protocol – Draft 1.0

This is an interview guide for followup interviews for the Mobile Phone Ownership survey. This interview protocol is meant to serve as discussion points for semi-structured interviews; the questions are not to be used verbatim, and should not necessarily be used in this order if the conversation takes another direction. They are intended primarily to encourage the sharing of experiences and storytelling. Depending on how the participants respond, some questions may be redundant and/or unnecessary.

Prior to each interview, the participant's survey responses should be reviewed and questions regarding that participant's specific experiences and responses should be integrated into the protocol where appropriate.

When possible, interviews should be audiotaped for analysis with participant consent.

Warmup and ownership history info

- Can you tell me a little about the most recent phone you replaced?
 - How long had you had it?
 - Can you tell me why you replaced it?
 - How long did you keep it after you got a new phone?
 - Can you tell me what you did with it?
 - Did you consider any alternatives, and if so, what?
 - Were you “satisfied” with the experience of replacing/disposing of the phone? Why or why not?
- Can you tell me in general about your mobile phone ownership history?
 - How many, since when, etc.
 - Do you have a pattern or cycle of ownership and replacement? If so, can you describe it?
 - Approximately how often do you replace your phone?
 - Can you talk about the main reasons why you've replaced mobile phones?
 - Get at whether it's because of problems with the old phone or desire for the new one or both

Replacement experiences

- Can you tell me about some things you've done with previous mobile phones?
 - Why did you choose to take this action?
 - Probe: thrown away, recycled, donated, returned to vendor, gave away, sold
 - Ask for details on these experiences
 - Were you satisfied with this action?
 - Probe for: opinions, reasoning, motivation
 - Did you consider any alternatives?

Keeping and Attachment

- Can you tell me which of the phones you've owned was your favorite?
 - Why? What about it made it your favorite?
 - (If not current phone) why are you no longer using this phone?
- Are there any features/functions/aspects of your old phones that you "miss" in your current phone?
 - If so, what are they, and why? Are they features that you wish you had in your current phone?
 - Did you keep/consider keeping your old phone for this reason?
- Do you have any old phones that you've kept even though you no longer use them as your primary mobile phone??
 - If so, why did you choose to keep them, or why have you not yet gotten rid of them?
 - Do you use them for any other purposes now?
 - Do you see any possible uses for the phone in the future, either by you or someone else? If so, what? If not, why not?
- Have you ever replaced a phone when you didn't want to?
 - If so, why did you want to keep it and why did you replace it?
 - Looking back, would you have preferred if you had been able to keep it/had not replaced it?
- What do you think you will likely do with your current phone when you replace it? Under what circumstances might you replace it?
 - Given no practical constraints, what would you ideally like to do with your phone once it is time to replace it? When and why would you want to?

** where do they live? City? Suburb? Rural?

** socially correct responses?