

Arabic Youth Mobile Usages in Egypt & Bahrain Mobile as “black box” .. A Qualitative Approach

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Abstract

In the last few years, telephone mobile usages have become increasingly popular amongst various social and age groups around the world. So this study aimed to explore youth special or secret mobile phone usages, functions, motives, and its social prospective through qualitative study on 60 young male and female belong to high economical class in both, "Cairo and El-Bahrain" by in-depth interviews through socio-cultural framework which enabled us to understand what did youth do by mobile? more than what did mobile do by youth?

The qualitative analysis of data showed that young people has four secret mobile phone usages, impersonation, personal black box, relations black box and amoral or illegal data exchange (isolationist and interactive usages). Isolation usages have been learned and developed through manufactory catalog in addition to learning by trial and error through Google search. Interactive usages, have been learned and developed by friends sand through real social network. Isolation and interactive usage groups usually take place in private zone as phone owner room but sometimes interactive usage group take place in public areas such as universities, schools, malls and working areas.

Secret mobile uses lead to more services complications through mobile phone companies and deepen loyalty of BlackBerry as an interacting access framework for young people. Running after new mobile phones "touch technology and smart phones" was motivated by social boasting more than secret mobile usages. Which mean that youth are more willing to develop his phone more than buying new phone to achieve secret mobile usages.

In spite of that our study was done in two different societies Egypt and Bahrain. It is hard to recognize the difference due to the great matching between the two groups, The phenomenon of similarity referred to four major factors, first technological factor, second social factor, third political factor and, finally educational factor we can say that "Youth in both societies is globalized oriented more than local cultural oriented" which bring them together depending on technological factor.

Keyword : Egypt, Bahrain, Mobile, New media, Youth, Sociocultural perspectives, Impersonation, Immoral.

Introduction

Usually, media were seen as the main source of public information, which should play a key role in informing publics about the whole universe around them and give them a good discussion about events and its development that help publics to keep survival. In the mid-1990, new forms of communicating in the digital world were born, which include publishing on CDs, DVDs and, most significantly, over the Internet that was called new media (Westerik, Henk, 2006). New Media is a 21st Century catchall term used to define all what is related to the internet and the interplay between technology, images and sound. So new media are interactive forms of communication that use the Internet and Mobile Technologies.

The internet "World Wide Web", is essentially ungoverned, providing obvious freedoms and cautions. The web gives the individual a voice, often an anonymous voice. Video use and dissemination have skyrocketed as the capabilities of the internet have increased. The YouTube phenomenon's power and access is evidenced by its purchase for \$1.6 Billion by Google only 20 months after its founding. Like blogs, You Tube serves a variety of purposes to include entertainment (Reagan, Ronald, 1984). Web 3.0 is generally about being inside a 3D virtual world that is low-cost and emotive. This is the "metaverse" or virtual universe of 7 applications like Second Life and others. Second Life is attractive as an opportunity to socialize where there is no need to compete and can be exploited as a tool for learning (Thomas, Timothy, 2006).

Mobile technologies are not new but rather are part of a much longer tradition of mobile, private media development. In particular, I study four mobile media spaces: the automobile, the drive-in theater, the car radio, and the portable radio. Each of these spaces allowed Americans to relate to each other and to the world in new ways and blurred boundaries between spheres that had previously been distinct: public and private, work and leisure, and freedom and surveillance (Cohen, 2012).

The cell phone, is increasingly available worldwide and deserves discussion as a potential capability to affect national security and military issues; arguably even more so than the internet. There are numerous examples of cell phone Short Message Service (SMS text) messaging shaping political campaigns by mobilizing and revolutionizing politics. It is used both to call people to popular protests as well as used by governments to provide misinformation in order to quell such protests. Cell phones currently contain the technology to text, provide news, video, sound, voice, radio and internet. Mobile is pervasive in the third world. 97% of Tanzanians

have access to mobile phones. Mobile coverage exists throughout Uganda. There are 100 million handsets in sub-Saharan Africa. Radio is the only media device more prevalent than mobile. (Willing , Richard , 2007)

With sales reaching \$4.4 billion dollars in the first half of 2006 in the United States alone, and an estimated 80% of the world receiving coverage for their wireless phones in that year, interest in these devices as more than mere communicators has greatly increased. In the mid-to-late 1990s, digital cameras began to be incorporated into cell phones, followed shortly thereafter by Global Positioning System (GPS) hardware allowing location-based services to be offered to customers. Since then the use of mobile phone hardware for non-communication purposes has continued to expand. This dissertation proposes a framework for evaluating the performance of mobile phones from a computational angle, focusing on three criteria: the processing power of the Central Processing Unit (CPU), data transfer capabilities, and the performance of the phone's GPS functionality for the appropriation of geographic location data. Power consumption has always been a major source of interest in the study of computer systems, and the limited hardware resources of mobile devices such as laptop computers, Personal Data Assistants (PDAs) and cellular telephones makes this a key concern. The power consumption factors associated with operation are therefore considered alongside the three core criteria being studied in this framework. In addition to framework design, software tools for the evaluation of cell phones were also developed, and these were applied to a test case of the Sanyo SCP-7050 model. (Aguilar, David , 2008) .

As mobile phones reach the remote corners of the world, they bring with them a sense of great optimism. Hailed as a technology that "can transform the lives of the people who are able to access them," mobile phones have the potential to play a positive role in the lives of many of the world's poor. Such claims are often reported alongside striking statistics on the uptake of mobile phones in the developing world. Already, over two thirds of the world's mobile phones are in developing countries. In Nigeria, new subscribers are signing up for mobile phone services at a rate of almost one every second, and Nokia estimates that by the end of 2012 over 90 percent of sub-Saharan Africa will have mobile coverage (Blumenstock, Joshua. 2012) . Youth mobile uses are motivated by two major factors, the attraction of being an early adopter of technology and the way social behaviors are made attractive in mobile marketing (Battin , Justin , 2011) .

Manufactory uses vs. customers uses

The phonograph is one of those rare, Jekyll-and-Hyde devices that was invented for one thing and ended up doing something completely different. Thomas Edison invented recorded sound in 1877, improved it for sale in 1888, and was thoroughly convinced that its primary function would be in business communications. In the mid-1890s consumer demand helped to transform the phonograph into the read-only amusement device we all remember, coincident with a mass market for pre-recorded music and, later on, a complicated collaboration with commercial radio broadcasting. The production/consumption dichotomy harbors a particular determinism: within it lurks a tendency to use technology as a sufficient explanation of social and cultural change. (Purcell , Carroll , 1994)

New media as phonograph was invented for military purpose, in The United States Department of Defense recognized the value of creating a system that would allow computers across the nation to communicate with one another. With that in mind, the Advanced Research Project Agency (ARPA) funded an experimental project to network several supercomputers together. The researchers who worked on this project had to develop a way for computers to send and receive data across a flexible network. One of their goals was to build an infrastructure that would allow data to flow from point to point even if computer nodes along the way went offline. They called the project ARPANET, and its basic structure formed the foundation for the Internet later on.(Jónsdóttir , Birgitta,2012)

The radiophone (also known as a walkie-talkie) is a cell phone, a radio-linked device that is taking the world by storm. Old-style mobile telephones received their signals from a single powerful transmitter that covered an area about 50 miles in diameter. The original device was developed by Alexander Graham Bell and Charles Sumner Tainter in 1880 and was called a photo phone because it worked by transmitting sound on a beam of light. Tainter made the first transmission to Bell on April 1, 1880, after which Bell hoped that his new invention could be used by ships at sea. However, because the device utilized beams of light, weather disrupted its transmissions too easily. It is used by the military, police force and the general public in places where portable and constant communication is necessary, which can include, among other things, public events, military and police operations. Although the principles of cellular telephony were worked out at Bell Labs in the 1940s, building such systems had to await the arrival of integrated circuits and other microelectronic components in the 1970s

Cell phone technology is commonly classified as first, second, third and fourth generation (1G, 2G, 3G, 4G). While Motorola's 1973 invention is known as 1G, 2G came about in 1990 when cell phones began using digital transmission instead of analog. This change in transmission coupled with the new and much faster phone-to-network signaling gave way to the cell phone boom of the 90s, where mobile phones finally outpaced car phones. The 2G system also allowed for smaller phones as opposed to the "bricks" of the past. At the end of 2007, there were 295 million worldwide subscribers to the 3G network and today, several markets no longer

offer anything other than 3G, including Japan and South Korea. In 2009 researchers discovered that in the future the 3G network would not be able to handle the newest bandwidth intensive applications, such as streaming media. They began developing the data-optimized 4G network which uses an all-IP network instead of circuit switching, which first became available in 2010 from the US company Sprint and the Scandinavian company TeliaSonera. (Willing, Richard, 2007) .

New information technologies, enabling many ordinary citizens, who hitherto had no opportunity, to become involved in public debates and express their views and perspectives. They are critical alternative platforms against restrictions to the media and free expression. Yet challenges remain. They are easily susceptible to abuse, which has the negative effect of creating misunderstanding, animosity and disrupting any meaningful debate. This also devalues their impact. (Kigambo, Gaaki, 2010)

Youth

There is no clear-cut definition of youth, but it is generally the time of life between childhood and adulthood, as Curtin (2002), quoted in the U.N. World Youth Report 2013, defines it as a phase of life, takes place within these boundaries, (United Nations, UNESCO 2014) persons between the ages of 15 and 24 are within the category of "youth", (The World Bank, 2014) it is also important to distinguish between teenagers (13-19) and young adults (20-24), since the sociological, psychological and health problems they face may differ. (United Nations: UNESCO 2014) .

Approximately one billion youth live in the world today. This means that approximately one person in five is between the age of 15 and 24 years, or 18% of the world's population are "youth", and children (5-14 years) comprise of 19.8%. As you can see from the table, it is interesting to note that despite an increase in absolute numbers, the proportion of young people in the world is actually dwindling! This means that the number of young people in the world between 1980 and 1995 has dropped as a proportion of the total population. In fact, during the 1990s, the annual growth rates among the world's youth population have slowed down in every region of the world except Africa. (United Nations, 2014) <http://social.un.org/index/Youth/FAQs.aspx> However, the invention of the cellular phone has surpassed previous technology interests, and changed the way we communicate today. Teens make up the fastest growing market of current cellular phone users. (Jonas, Denise, 2011).

Review of literature

In the last few years, the use of mobile telephony has become increasingly popular amongst various social and age groups around the world. Out of a need to understand this phenomenon, scholars have conducted a number of studies on the use of mobile phones and their characteristics such as mobility and accessibility.

Trees, Kathryn (2015) argues for the use of **mobile** media technology and **youth** engagement in creating health promotion messages aimed at young people. It also provides an account of researchers and Indigenous people and organizations working together to build skills beyond the specific **research**. It does this by drawing on an evaluation of an alcohol awareness campaign carried out by Goolarri Media via television and radio. The author and her collaborator carried out this evaluation with assistance from organizations and individuals in Broome, Western Australia, during the period May to August 2010. The three core objectives were to assess audience awareness of the campaign, to assess audience opinion of the campaign, and to gauge any change in audience behaviors and attitudes towards alcohol consumption. The target audience for the media campaign, and hence the main target population for data collection and analysis, was Indigenous **youth** in Broome and the wider Kimberley region (the broadcast area of Goolarri TV and Radio). (Trees, Kathryn, 2015) Gonsalves, (2015) argues that, There is a high unmet need for sexual and reproductive health (SRH) information and services among **youth** (ages 15-24) worldwide (MacQuarrie KLD. Unmet Need for Family Planning among Young Women: Levels and Trends 2014). With the proliferation of **mobile** technology, and its popularity with this age group, **mobile** phones offer a novel and accessible platform for a discreet, on-demand service providing SRH information. The Adolescent/**Youth** Reproductive **Mobile** Access and Delivery Initiative for Love and Life Outcomes (ARMADILLO) formative study will inform the development of an intervention, which will use the popular channel of SMS (text messages) to deliver SRH information on-demand to **youth**. Methods/Design: Following the development of potential SMS message content in partnership with SRH technical experts and **youth**. (Gonsalves, Lianne, 2015) Los jóvenes (2014) analyzes the role of young consumers in the context of new communication processes arising from emerging technologies. It examines the use of **mobile** device applications that activate new, more complex social and communicative uses of technology. The applications for smartphones which link to commercial advertising and enable online purchases are a recent priority for communicative actors such as trademarks, banking and technology companies. In this context, this paper describes and encodes qualitatively how young users as prosumers understand, perceive and use these corporate branding applications. **Research** techniques were applied to four focus groups of Spanish undergraduates of Communication Studies, as they are users that show a predisposition towards an early adoption of these practices. (Ruiz-Del-Olmo, 2014)

Birch, Christopher (2012) analyzed the difference in perceptions and relationships that exist among educators (teachers and counselors) and administrators in Missouri public schools. Furthermore, this study also examined relationships between region (rural versus suburban), school setting (middle school versus high school), and education level (bachelors and masters/specialist/doctorate) and interest level in using cell phones as an instructional tool. In addition, this research investigated current instructional practices involving mobile technology. Through a collection of survey data and interviews, the results of the research indicated that educators have a negative perception of cell phone use as an instructional tool and that educators may not be willing to fully integrate mobile technology in the classroom; however, the perception varies widely among region and educational role. Several applications exist for mobile technology in the classroom and many Missouri educators are utilizing them for instruction. This research could provide insight into how Missouri school districts move forward with the integration of smartphone/cell phone technology in secondary classrooms (Birch, Christopher , 2012)

Robertson, Jonathan Valerio (2012) focused on how the use of mobile devices modify television viewing behaviors of college students. To conduct the study, 560 students at Kutztown University of Pennsylvania were asked to complete a 26-question survey inquiring about their mobile device viewing behaviors, in order to determine their reasoning behind using mobile devices to watch television programming, and their preferred viewing method. At least 63 percent of the respondents reported using a mobile device to watch television programming, 51 percent of the respondents use laptop computers, and 37 percent use a number of other devices, including the iPod, iPod Touch, MP3 player, Kindle, and Nook. Students still prefer watching television programming on a traditional television set.(Robertson, Jonathan 2012).

Chew, Han Ei (2012) examined mobile phone use by 335 female micro entrepreneurs in Chennai, India, this dissertation found that: (1) micro entrepreneurs who are highly motivated to grow their businesses experience higher business growth, demonstrating a fairly strong link between attitudes and desired outcomes; (2) business growth is a function of both the use of mobile phones for business processes and the entrepreneurial intent to grow one's business; (3) the economic consequences of mobile phones use may sometimes be over-estimated by the users themselves; and (4) the social use of mobile phones may have a social development outcome in that female micro entrepreneurs who use mobile phones for social purposes more frequently also reported a greater sense of self-worth.(Chew, Han Ei ,2012).

Garcia, Antero David. (2012) examined the potential of mobile media and game play to develop critically literate. This study found that most students perceived time at school as fluidly social and academic. Students also demonstrated limited opportunities for civic engagement as a result of mobile device use and illustrated that leveraging mobile devices for academic purposes in schools was largely a matter of mutual trust between teachers and students. Findings from the second half of this study revealed how mobile devices and games could cultivate youth research and engagement in issues of equity within their school environments. The nature of producing and interpreting media on mobile devices also signaled shifts in reading and literacies for today's youth.(Garcia, Antero , 2012).

Jonas, Denise (2011) in qualitative research, collected through a middle school located in a Midwestern suburb, teen focus groups, and open-ended survey questions. A Teen Cellular Phone survey was also used to acquire measurable data. Findings revealed a majority of middle school teens own cellular phones. Findings revealed differences in access to technology between White students, and female Students of Color. Results suggest differences in how cellular phones are used between ethnic groups, and how cellular phones are used to communicate between males and females. Results reveal cellular phones created some distractions for middle school teens in the study, yet data suggest a desire to use cellular phones in positive ways, such as a learning tool in school. These findings have implications and recommendations for teens, parents, and schools to manage the transformation of the cellular phone phenomenon for today's 21st Century learners.(Jonas,Denise, 2011).

The main objective of Matanhelia, Priyanka (2010) study was to examine the use of mobile phones to fulfill communication, media and age-related needs by young people in India and to investigate regional and gender differences. The study was conducted in two phases using a mixed-methods approach. In the first phase, in-depth interviews were conducted with 30 college-going young adults (18 - 24 years) in Mumbai and Kanpur in December 2007 and January 2008. In the second phase, a survey was conducted with 400 college-going young adults (18 - 24 years) in Mumbai and Kanpur. The qualitative analysis of the data showed that young people in both the cities used cell phones for a variety of communication, news and entertainment needs. Additionally they considered cell phones as personal items and used them to store private content, maintain privacy and have private conversations. Further, the analysis showed that they used cell phones to negotiate independence from parents and to maintain friendships and create friendships with members of opposite sex. The quantitative analysis of the data revealed that young people in the two cities used cell phones differently due to the differences in their lifestyles and socio-cultural factors. Additionally, the study found there were only a few gender differences in the use of cell phones by young people, mainly in the use of cell phones for entertainment

purposes, negotiation of independence from parents and in forming friendships with members of opposite sex. Finally the study concluded that young people in India mainly use cell phones for private communication (Matanhelia, Priyanka , 2010)

The purpose of Yamauchi, Erica Keppler (2010) was to evaluate social media efforts for sexual health among young people in South Africa. The study specifically focused on MYMsta, a mobile social network developed by Love Life, a multi-faceted HIV prevention program in South Africa that provides education and outreach activities for youth. The study included a content analysis of MYMsta, pre-focus group questionnaire, and four focus groups conducted in four different locations in South Africa. The data showed that mobile phones and MYMsta are important in the lives of young South Africans. Young people spoke frequently and openly about sex and sexual/reproductive health in MYMsta's peer discussion forums and with Mizz B, a team of online health counselors. They also used the network to get advice and information about dating and other relationships, to learn about job and educational opportunities, and to engage with an online community encouraging a positive and healthy lifestyle. (Yamauchi, Erica Keppler , 2010).

McEwen, Rhonda N . (2010) study investigated the roles that mobile phones play in supporting the relationships of young people as they transition to and through their first-year of university in Toronto, Canada. Focusing on information practices during a transition that tests the resilience of support networks, this study queried the extent to which mobile phones play a role in keeping relationships intact, enabling students to maintain a sense of social cohesion and belonging. Findings showed that mobile phones were the devices of choice to mitigate feelings of loneliness, with deleterious consequences for the development of new relationships. Furthermore, the mobile phone was a key contributor to a rising sense of empowerment and autonomy for young adults as they negotiated identity transformations during their rite of passage into adulthood. Finally, observations of ritualistic interaction practices involving mobile phones may be theorized as small-scale evidence of larger societal shifts from collective constructs of community to that of networked individuals. (McEwen, Rhonda , 2010)

In the midst of ongoing discussions about youths' new media use, Lee, Sun Kyong (2009) study examined the N-Generation's mobile phone usage, usage patterns, motives, and functional usage between the U.S. and Korean society. Both the U.S. and Korean N-Generation showed large dependence on their parents for cell phone bill payments and the pattern of mobile phone uses for social relationships was similar. The two N-Generation groups used the mobile phone frequently regardless of time and place, but their usage of wireless internet through the mobile phone device was very low. A principal component analysis of motivation resulted in five significant dimensions of mobile phone use motives: Mixed, Multimedia, Personal Integrative, Social/Mobility, and Instrumental/Social. The U.S. N-Generation showed having stronger motives than the Korean N-Generation except in Personal Integrative and Social/Mobility dimensions. Koreans had stronger motivation in Social/Mobility factor and the Personal Integrative motive was overall very weak in both groups. Multiple hierarchical regression analyses found that there were significant relationships between these motive factors, participant demographics, and mobile phone usage items, but for the U.S. group, demographic variables and motivation explained more variance of reported usage. Even with many similarities found between the two groups, it was suspected that the unique socio-cultural background of each society still influences N-Generation's mobile phone use and the two societies might be in different stages of mobile phone diffusion. (Lee, Sun , 2009)

Campbell, Scott (2002) hypothesized that perceptions and uses of mobile phones would be more similar within PCNs than for the entire sample. The argument behind this hypothesis was that similarities of perceptions and uses within PCNs would result from collective sense-making among PCN members. Findings from a self-report survey revealed that some of the perceptions and most of the uses were significantly more similar within PCNs than for individuals in the sample. This hypothesis was generally supported. Interview data were also collected to investigate how perceptions and uses were negotiated through social interaction. Findings revealed that interaction with social contacts played an important role in decisions to adopt mobile phones, perceptions of mobile phone products and services, perceptions of inappropriate mobile phone usage, and use of mobile phones as a collective social resource. Results of the study serve as evidence supporting the argument that perceptions and uses of communication technologies are, at least in part, constructed socially among close personal contacts. Researchers commonly examine the effects and characteristics of communication technologies without consideration of human agency and social context. The study also demonstrates that human agency and social context must be considered in these studies, since they help to shape the way people think about and use communication technologies.(Campbell,Scott , 2002).

Theoretical background

Theoretically, this study is based on tenets of sociocultural and critical literacies theory. We chose those because it is often used in sociocultural studies and because we find it to be a powerful framework that helps to shed light on how activity contexts mediate people's learning. We highlight critical discourse theories because they offer theoretical and methodological tools which are useful to understand how discourse shapes and is

shaped by social processes and institutions.(Bartsch, Anne , 2006) Closely examining this dialectic process as it relates to learning among other things, the role of power and ideology in people's learning lives. We layer critical discourse theories with a cultural studies perspective because cultural studies demand cultural practices of different groups to examine those practices from the perspectives of the individuals engaging in them, and recognize that power is produced in people' everyday lives and instantiated in institutions, systems, and socioeconomic structures that shape and, at times, control people's everyday lives.(Brandt, D., & Clinton, K , 2002).

Because of the differences among the various theories united under the sociocultural umbrella, it is more appropriate to speak of sociocultural perspectives as a collection of related theories that include significant emphases on the social and cultural contexts in which behavior –as like reading & writing- is practiced. Although the theory of literacy as social practice may not explain the process of how people learn to behave , it can help to describe what types of knowledge are needed in order to effectively engage in given literacy practices.(Perry, K. 2012)

Study purpose

In the midst of ongoing discussions about youths' new media use, this study aims to explore youth special or secret mobile phone usages, functions , motives, and its social prospective through qualitative study on 60 young male and female belong to high economical class in, "Egypt and El-Bahrain" by in-depth interviews . This study purpose was to examine this phenomenon, in doing so, to urge that the definition of new media be sought more deeply, amid uses and users rather artificial use descriptions.

Study Questions

This study seeks to answer a group of questions:

- 1 -What are youth secret mobile phone usages in, "Egypt and El-Bahrain"?
a) Its description b) Its application areas c) Its software support
- 2 –What are the effects of these secret mobile phone usages on youth purchase behavior in, "Egypt and El-Bahrain"?
a) On software programs b) On mobile services c) On new mobile phone purchase
- 3 -In which social frameworks youth are learning and transferring these secret mobile phone usages in, "Egypt and El-Bahrain"?
a) Learning group b) Transferring group c) Action place

Research Methods

Qualitative research is all about exploring issues, understanding phenomena, and answering questions related mainly to how and why, it emphasizes the importance of looking at variables in the natural setting in which they are found. Qualitative research aims To gain an understanding of underlying reasons and motivations , provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research and uncover prevalent trends in thought and opinion interaction between variables is important by investigative methodologies described as ethnographic, naturalistic, anthropological, field, or participant observer research.

Data collection

Unstructured or semi-structured techniques were used, researcher built the in-depth interview guide as a framework governing the collection process and does not limit them. First wave data gathering process took place in Egypt from “ 1st September -1st December 2013”.Second wave data gathering process took place in El-Bahrain from “ 1st April-1st June 2014”.

Interview requirements

1. Interviews took place from 12 pm to 3 pm.
2. Place of the interview in Egypt were : MTI private university and Djla Club.
3. Place of the interview in El-Bahrain were : BoU , and Kalij Club.
4. The Interviews period time was not less than 1 hour and not more than 2 hours.
5. Codification of the interview process took place after the end of the interview.

Sample

In qualitative research we usually use a small number of non-representative cases.

- 1-Sample type (This study uses non probability quota sample) Snowball sample
- 2 -Sample size (60 of young.)
- 3 -Sampling unit (Youth of age 15-25 male, female who have more than one smart phone.

Table (1)
 Sample distribution of age , gender and income dependence

	Age	Female		Male		Sum	Total
		Has independent income	Has dependent income	Has independent income	Has dependent income		
Egypt	19-15	0	5	0	5	10	
	25-20	10	5	10	5	30	40
El-Bahrain	19-15	0	3	3	3	9	
	25-20	0	3	5	3	11	20
	Sum	10	16	16	16	60	60

Results

General results

1 - What are youth secret mobile phone usages ?

The qualitative analysis of data showed that young people has four secret mobile phone usages, impersonation, personal black box, relations black box and immoral or illegal data exchange (isolationist and interactive usages)

1-1 Impersonation

a) Its description

Impersonation is personal characteristics change process, whether physical, functional, or social characteristics .This phenomenon takes three forms either partial or total characteristics blur , upgrade self-characteristics or totally self- characteristics change

b) Its application areas

Impersonation was used by all sample in different degrees. Female has used this function intensively more than male. Impersonation was used to express active sexual function by using mobile names through Bluetooth to encourage communication with unknown persons as by renaming mobile phone with new one as "I need you", "sweet heart " these words were written in English language then followed be sending other data files as beautiful girl picture or love song. Impersonation has developed as an application of social networking, in this networks user can loge in with different profile in all aspects ,as gender, age and physical feature in order to grab attention, establish relations with others or to be in fun mood. Impersonation has political aspect, half of the sample use different characteristics when they abuse the regime authority. Also quarter of women sample did not have photographs in their social account because of social pressure.

c) Its software support

Impersonation process supported by multiple software as Bluetooth and MMU programs which gave users rights to communicate with others in different profiles and furthermore by Zonefon and Mobeidailietcan programs you can loge in by using telephone numbers of any client all over the world and recently Dubsdash which is the fun way to communicate! just Choose your favorite sound on Dubsdash And then Record yourself with the sound .

1-2 Personal black box

a) Its description

It is a process by which telephone owners produce and/or store audio video files for themselves, this files can be used in cases of telephone owner totally isolation and never be shared with anyone.

b) Its application areas

As a result of social and economic problems some dreams become impossible so virtual world becomes an important tool to achieve those dreams. This function was very common among females to face a lot of problems as "Islamic headscarf customary" which prevent the dapperness of women's hair and body ,so female take a self-photo to feel full free and sometimes this photo is wear less .Egyptian female in need to feel with more self-beauty so she produce a nice self-photo with original or alias hair and full adornments with lighten skin. In case of female aged 25 without marriage, so she try to imagine herself in nightgown or wearing wedding dress , just by a photo. Also audio track was used in case of broken heart after love relationship, by recording self-sad songs with or without music to deepen feelings of private pain during isolation.

On the other side male did not use audio track for expressing their feelings, but they use picture, in order to show their body muscles, by using self-photos for their casual or virtual body .

c) Its software support

High efficiency phone digital camera plays an important role in the development of this function, This function was improved also by self-imaging techniques and editing program .

1-3 Relations black box

a) Its description

It is a registration of relationship with others, this process includes audio and visual production by phone for a warm event of very close relationship, which should be remembered.

b) Its application areas

This function has been used to register phone owners friendship in two forms , normal conditions-dancing. This function aims to prevent the couple from canceling this relation and also it has been used to keep remembering the event which cannot be repeated.

c) Its software support

High efficiency phone video camera plays an important role in the development of this function also phone memory card allows phone owner to record video file for long periods.

1-4 immoral or illegal data exchange

a) Its description

It is the process of storing and sharing files by phone and Internet technology in absentness of ethics and law between two partners or more.

b) Its application

This function has two main aims a- cheating during exams and b- causing scandals or desecrating privacy. This function was very common among males more than females .

c) Its support software

Immoral or illegal data exchange process supported by multiple software developed for smart phones as MMU, Viber and Tango and Skype and Whatsapp. which allows the transferring of huge files such as video and images . Also You Tube and social networking play major role in deepening this function by providing a very good environment out of censorship and laws and in the same time with low or no cost.

2 – What are the effects of these secret mobile phone usages on youth purchase behavior?

Youth secret mobile uses lead to more buying behavior for mobile phone and its software and services deepening on using satisfactions.

a) On software programs

One third of the sample has purchase behavior of these programs through buying from mobile service shops for the first time, because they did not know how to get these programs and after then they download these programs from Internet freely.

b) On mobile services

Secret mobile uses lead to more services complications through mobile phone companies and deepen loyalty of Blackberry as an interacting access framework for young people.

c) On new mobile phone purchase

Running after new mobile phones "touch technology and smart phones" was motivated by social boasting more than secret mobile uses. Which mean that youth are more willing to develop his phone more than buying new phone to achieve secret mobile uses.

3 - In which social frameworks youth are learning and transferring these secret mobile phone usage.

a) Learning group

We can say that secret mobile phone usage can be divided into two groups isolation as (impersonation & personal black box) and interactive as (relations black box & immoral or illegal data exchange). Isolation usages have been learned and developed through manufactory catalog in addition to learning by trial and error through Google search .Interactive usages, have been learned and developed by friends through real social network.

b) Interaction group

Family was the farthest group from secret mobile phone usage and relative friend was the nearest group from secret mobile phone usage, this result can be understood through psychological nature of youth.

c) Actions place

Isolation and interactive usage groups usually take place in private zone as phone owner room but sometimes interactive usage group take place in public areas such as universities, schools, malls and working areas.

Comparative study

In spite of that our study was done in two different societies Egypt and Bahrain. It is hard to recognize the difference due to the great matching between the two groups except for that some new programs are included in the second batches which was not available in the first batch. Our results showed that 20 interviews in Bahrain were very similar to those were done in Egypt, so researcher assumed that there won't be any need for reaching 30 interviews as it was planned.

The phenomenon of similarity referred to four major factors, first technological factor "which was similar in its both said software and hardware in Egypt and Bahrain", second social factor "clearly both societies share a lot of variables such as traditions, religious", free interacting between the two different genders in common areas and in university class rooms, third political factor both country share "Arabic spring experiences" both of them had revolutions nearly in the same time, finally educational factor "education system in both country has common elements in all aspect such as curriculums, books, value and human recourses which shaped our youth. In other words we can say "Youth in both societies is globalized oriented more than local cultural oriented" which bring them together depending on technological factor.

Discussion

This study explored youth private or secret mobile phone usages, functions, motives, and its social prospective through qualitative study on 60 young male and female sample belong to high economical class in Cairo by in-depth interviews through socio-cultural framework which enabled us to understand what did youth do with mobile? more than what did mobile do with youth?

It is important here to point out that trying to understand how did young people innovate, learn and transform secret mobile phone is a very difficult process because data collection is depending on respondent - researcher mutual relationship thus which affect validity and reliability of the study.

The qualitative analysis of data showed that young people has four secret mobile phone usages, impersonation, personal black box, relations black box and immoral or illegal data exchange (isolationist and interactive usages) these results should be taken with referring to sample type and size.

Study provided a step toward characterization of this phenomenon, which is just a phase that needs more phases of studies seeking to build valid and reliable measurements using statistical tools as correlation & regression analysis to examine the impact of previous variables, and using larger random samples so we can get out by generalizations, especially in light of shortage of Arabic studies in this field.

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