APPENDIX 1

INTERVIEW GUIDE

Demographics:

Name:

Sex:

Age:

School:

Class level:

Nationality:

Religion:

Father's occupation:

Mother's occupation:

No. of Siblings and their ages:

Residential area:

Personal Ownership:

Do you own a mobile phone?

How old where you when you bought your first mobile phone?

Do you still use that phone today? (IF YES, SKIP NEXT 2 Q's).

Do you still have that phone around? What do you do with your old mobile phones?

How many mobile phones have you owned until now?

If you were to change your mobile, what would you do with your old one?

Every how often do you/would you change your mobile phone?

What influenced your decision to buy a mobile phone? Were there other/additional reasons?

How did you come to own your current mobile phone?

Did you ask your parents for a mobile phone? How did they originally react?

Financial Aspect:

How much did your current mobile phone cost to buy?

How much do you spend on mobile phone charges in a typical month? How much do you spend on (*So-Easy*) calling cards in a typical month?

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Importance of Mobile Phones to Teenagers in Cyprus:

Is there any particular reason you need or want a mobile phone? What's the most important reason? What are some other reasons?

Is keeping up with the latest models/features important to you?

Is the style/design of your mobile phone important to you?

What is more important: the features that are offered with a mobile phone or the way that mobile looks?