PhD Title:
Smart Communication in Lifestyles under Transformation: Exploring Smart Mobile Devices User Experience among Youth in Hong Kong

Keywords:
Smart communication, smart mobile device, user behaviour, user experience, youth

Research Abstract:
The invention of the smart mobile device has brought significant transformation in our lifestyles, especially among young people who are keen to adopt new technology. Mobile life has changed the way we communicate. It has added a freedom of movement that provides ease of use and a seamless connection to the social world. Smart mobile devices have met the demands that other tools have been unable to fulfil. In the context of developing diverse cultures, the trend of smart communication leads to a new lifestyle in Hong Kong, and it provides opportunities and challenges for the young people.

RQs: 1. What role does the smart mobile device especially smartphone play in the young people’s daily lives? 2. How smart mobile device changed communication patterns and how does this affect the use of existing media? 3. What issues arise in the development of smart communication? How can we face to these issues?

Research Methodology:
This study follows ethnographic approach. In detail, the methods in terms of observation, focus group interview and questionnaire have been used to collect data. Observation method provides an advantage by drawing first-hand data and information for further analysis. Focus group interviews, as a method supplementary to observation, are capable of fulfil the seeking of detailed information about usage and perception through round-table discussions. The key issues resulted from the observation and focus group interviews were used to design a questionnaire survey in order to carry out a quantitative study.

Results / outcomes:
1. This study sets up a PSDS (people, society, device and service) model with the purpose to better understand the interactive relationship between people and smart mobile devices. The findings implicate inspiration and direction for better user experience design in smart communication.
2. Summarized six themes about the characteristics of smart communication, which are depict the smart mobile devices’ usage preference and behaviour of Hong Kong youth.
3. The findings illustrate the fact that a good design pattern of smart communication can assure the quality of user experience.

Key Publications:
