**Observational Research Experiment Paper**

**On That Testing the Theory That**

**Cellphones Are a Distraction**

**HUMS 300**

**ARE CELLPHONES A MAJOR DISTRATION:**

**A GENERAL OBSERVATIONAL STUDY TO SEE HOW MANY PEOPLE USE CELLPHONES**

**Abstract:**

***To accumulate data on people walking though mall on their cellphones during a two-hour***

***observational experiment was performed at the Oglethorpe Mall in Savannah, GA. We***

***observed five restaurants, individually watching one restaurant each person. During our***

***research, we monitored people purchasing food while their cellphone is present in hand.***

**Literature Review**

On Friday May 19th 2017, we conducted a naturalistic observable research experiment

from 6:00 to 8:00pm in the food court at Oglethorpe Mall. We watch customers entering the mall

and make purchases at food court while making calls, texting or web browsing on their cell

phone. We individually monitor targeted restaurants that were in our research, they were Sakura,

Chick-fila, and Gyro Wrap.

We categorized the subjects by gender: Male and Females and race: African American,

European American and Hispanic American. After analyzing the data, it shows that African

American females made purchases while on cellphone, texting or web browsing. Their statically

stats to prove that younger African Americans use social media more than anybody else.

**1. ASK AN QUESTION**

***Does cellphones cause distractions? Is your safety reduced when on cellphones in public? Do***

***cellphone make you a target in public for crime.***

Studies and research has proven cellphones are a distraction. According to a study by

(WebMD 2013) over fifteen hundred people were injured in pedestrian related incidents. Texting

and walking is the biggest tribute to the problem, texting draws your attention span from your

environmental surroundings. With gaming and social media applications, the numbers are rising

fast.

In New Jersey that is trying to implement laws that will fine or give pedestrians walking

without hands free devices jail time or fines in cites because of the distraction factors behind cell

phone use (Philadelphia Inquirer, 2016). New Jersey is reacting to fatalities among pedestrians

were due to cell phone distractions while walking. In a time of technology many people can’t

live without their cell phones and it causing them to even make mistakes during purchases or

hold up lines in stores.

Personal safety is from crime related incidents is because of cellphones theft has risen as

well. A study from (CNET 2014) states one in ten people will be targeted for theft even robbery

for their cellphone. The Apple IPhones and Samsung Galaxy high resell values are the reasons

for these incidents and the numbers are multiplying every year. The only defense is GPS tracking

the phones while the phones are on, but once hacking is involved this disables the security features.

**2. STATE AN HYPOTHESIS**

***Do cellphones reduce your awareness to your surroundings when at the mall? Do cellphones***

***slow restaurant transaction times? Are kids being neglected while their parents are on their***

***phones?***

A study in a controlled environment showed how a group member picked up their

cell phone and the distraction factor of the group member when using the cell phone in a

group assignment (Hendry, Wiggins, & Anderson, 2016). The data shows how mobile phone use

and communication in society are closely related in today’s society. This data show how close

mobile communication and daily activities play in an individual’s life because a phone has

become a part of a person’s daily activity and not a random use. We use phones for every

part of our lives as far as daily reminders on what to get form the grocery store. In my case of

what is my son’s blood sugar for the hour of everyday?

We do not see how much of a distraction a phone is in some situation in or lives and how

it can prolong simple activities and transactions. The data and research in this article can give

you great insight into the research we are doing on cell phone use and distractions in simply

consumer retail. Cell phones have been the lead in accidental killings in drivers in the world

because of the dependency on technology.

This article by Shenk (2016) also talks about the increase in texting while driving which

has led to many deaths due to the increase in technology and the need for strict laws to combat

this problem. This is shows how much of a problem cellphones are on our daily makeup and the

increase of dependency on cellphones has made it hard for people in society to function without

them. The increase in cellphones use and the damage it has and is very important to our project

and the impact it has on people in a retail environment.

**3. CONDUCT AN EXPERIMENT**

***Each student will collect data based on the amount of African American Males/Females,***

***Hispanic Males/Females who are willing to end their cell phone conversations before placing***

***an order.***

There various types research methods used in experiments, but observational research is

the option we chosen because it fits the naturalistic approach we used. According to *Definition,*

*Methods & Examples* (2017) Observational research is divided into participant observation and

naturalistic (on “nonparticipant”) observation. In participant observation, the researcher or team

has interferes with environment or experiment. We didn’t choose this method because

interference in the study will generate the outcome you want the results are not genuine.

Naturalistic (or nonparticipant) observation has no interference by a researcher or team and there

is no attempt to change the variable.

**4. ANALYZE THE RESULTS**

**CELL PHONE DISTRACTIONS AT SAKURA**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 6:00pm-6:15pm | 6:15pm-6:30pm | 6:30pm-6:45pm | 6:45pm-7:00pm | 7:00pm-7:15pm | 7:15pm-7:30pm | 7:30pm-7:45pm | 7:45pm-8:00pm | |
| African American Male | 1 | 2 | 1 | 1 | 0 | 2 | 1 | 0 |  |
| African American Female | 1 | 1 | 2 | 2 | 2 | 2 | 2 | 1 |  |
| European American Male | 1 | 0 | 0 | 2 | 1 | 1 | 1 | 2 |  |
| European American Female | 1 | 1 | 1 | 0 | 0 | 0 | 1 | 1 |  |
| Hispanic Male | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 |  |
| Hispanic Female | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |  |

Data:

The graph above indicates the frequency of the amount of cell phone being used while placing an order at the fast food restaurant Sakura Buffett located in the food court in the Oglethorpe Mall on May 19, 2017 between the hours of 6:00pm-8:00pm.

Data have been determined based on the observation of gender (male or female), and 3

identified racial group which includes African Americans, European Americans, and Hispanics.

Based on the observations and the data collected by the 5 students of Columbia College, 8

African American Males, 13 African American Females, 8 European American Males, 5

European American Females, 2 Hispanic Male, and 1 Hispanic Female were observe utilizing

electronic devices while placing at the Sakura Buffett restaurant.

**CELL PHONE DISTRACTIONS AT CHICK-FIL-A**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 6:00pm-6:15pm | 6:15pm-6:30pm | 6:30pm-6:45pm | 6:45pm-7:00pm | 7:00pm-7:15pm | 7:15pm-7:30pm | 7:30pm-7:45pm | 7:45pm-8:00pm | |
| African American Male |  | 0 | 1 | 1 | 2 | 2 | 0 | 0 | 2 |  |
| African American Female |  | 1 | 2 | 1 | 0 | 3 | 2 | 1 | 1 |  |
| European American Male |  | 0 | 1 | 2 | 0 | 0 | 0 | 1 | 0 |  |
| European American Female | | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 0 |  |
| Hispanic Male |  | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 |  |
| Hispanic Female |  | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Data:**

The graph above indicates the frequency of the amount of cell phone being used while placing an order at the fast food restaurant Chic Fil A located in the food court in the Oglethorpe Mall on May 19, 2017 between the hours of 6:00pm-8:00pm. Data have been determined based on the observation of gender (male or female), and 3 identified racial group which includes African Americans, European Americans, and Hispanics. Based on the observations and the data collected by the 5 students of Columbia College, 8 African American Males, 11 African American Females, 4 European American Males, 6 European American Females, 2 Hispanic Male, and 1 Hispanic Female were observe utilizing electronic devices while placing at Chick Fil A restaurant.

During the collection of data Columbia College students indirectly observe the facial expression and body language of the employees who were appeared to be annoyed after waiting of 3 African American Females and 2 African American Males to end their calls and focus on placing their order.

**CELL PHONE DISTRACTIONS AT GYRO WRAP**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | 6:00pm-6:15pm | 6:15pm- 6:30pm | 6:30pm-6:45pm | 6:45pm-7:00pm | 7:00pm-7:15pm | 7:15pm-7:30pm | 7:30pm-7:45pm | 7:45pm-8:00pm | |
| African American Male |  | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |  |
| African American Female |  | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 |  |
| European American Male |  | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |  |
| European American female |  | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |  |
| Hispanic Male |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
| Hispanic Female |  | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |  |
|  |  |  |  |  |  |  |  |  |  |  |

**Data:**

The graph above indicates the frequency of the amount of cell phone being used while placing an order at the fast food restaurant Gyro Wrap restaurant located in the food court in the Oglethorpe Mall on May 19, 2017 between the hours of 6:00pm-8:00pm. Data have been determined based on the observation of gender (male or female), and 3 identified racial group which includes African Americans, European Americans, and Hispanics. Based on the observations and the data collected by the 5 students of Columbia College, 1 African American Males, 3 African American Females, 2 European American Males, 1 European American Females, 0 Hispanic Male, and 0 Hispanic Female were observe utilizing electronic devices while placing at the Gyro Wrap restaurant.

During the observations, students have observed employees waiting on customers to end their cellular phone calls which indicated a distraction. Students of Columbia College observe Gyro Wrap restaurant employees place a sign at the register which stated that no cell phone in use while placing an order.

**5. MAKE A CONCLUSION**

Cell phone use while driving is a topic that has been discussed in media for years because

of the dangers while driving in using cell phones. The distraction factor of using cellphones and

driving is a big part of society today and we take that same distraction into our everyday life.

The *Psychological Record* (2014) article shows the correlation of views on cell phones use and

distractions between older and younger consumers and the way they see the use of cell phones in

operating vehicles. In that same aspect, you can see the same comparison in cell phone use and

distractions in daily activities, which is important our groups research. This research was a great

tool in seeing how older adults view cell phone use and in our research, you can see the

difference in the use of the devices with age and other factors.

To explain the high usage come from a study by Smith A. (2014) for PEW research

center they prove that younger African Americans have shown have relatively high levels of

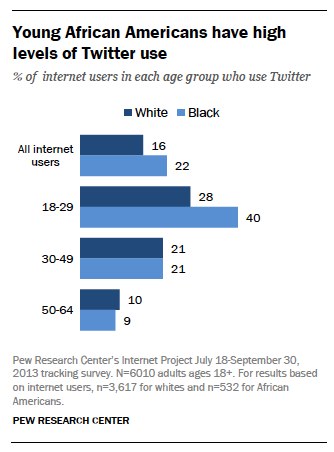
Twitter use since they began tracing the service as a stand-alone platform, and this continues to

be the circumstance- 22% of online blacks are Twitter users, compared with 16% of online

whites. Fully 40% of 18-29 year-old African Americans who use the internet say that they use

Twitter. That is 12% points higher than the comparable figure for young whites (28% of whom

are Twitter accounts).

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