

Categories – first pass

Cell phone interaction's affect on activity

1. Primary task interrupted

- a. Parking
- b. Dawdling
- c. Eating slowly

2. Primary task delayed

- a. Delaying
- b. Reorienting
- c. Meandering

3. Primary task unimpeded

- a. Progressing
- b. Eating normal

Individual's interaction with others while on call

4. Sensitive to Others

- a. Resume
- b. Response
- c. Participation
- d. Attention
- e. Waiting
- f. Externally Aware
- g. Privacy Creation

5. Insensitive to Others

- a. Withdrawal
- b. Inattention
- c. Distraction
- d. Immersion

Other's response to individual using cell phone

6. Response of Others

- a. Division
- b. Displeasure
- c. Lull

Other

7. Impetus for Use

- a. Utility
- b. Occupy

Categories – finalized

Solo Individual Mall Activity Affected

Dawdling	Eating Slowly	Parking
Delaying	Externally Aware	Privacy Creation
Distraction	Immersion	Progressing
Eating Normally	Meandering	Reorienting

Accompanied Individual Mall Activity Affected

Attention	Resume
Inattention	Waiting
Participation	Withdrawing
Response	

Companion's Response to the Impact Using the Cell Phone Had on Mall Activity

Division	Lull
Displeasure	