

Category Profiles – Axial Coding

Individual Mall Activity Affected

Included Concepts:

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

Properties & Dimensions: Level of Impact (varies from minimally to heavily)

Axial Coding:

Causal Conditions: Call in progress

Made call

Using phone in a non-verbal way

Context: Level of impact varying from negligible to heavy

Intervening Conditions: Technological Status, Social Status

Cultural-like everyone else, acceptable to use the phone in public places around others, multitasking

Action/Interaction: Cease or interrupt activities

Adjust body to create privacy

Moved towards less trafficked area (lounge)

Strategies: Focused on avoiding distraction

Consequences: The level of impact on mall activities could expand

Accompanied Mall Activity Affected

Included Concepts:

Attention	Resume
Inattention	Waiting
Participation	Withdrawing
Response	

Properties & Dimensions: Level of Impact (varies from minimally to heavily);
Amount of Sensitivity (varies from insensitive to sensitivity)

Axial Coding:

Causal Conditions: With one or more other people
Some form of cellular interaction

Context: minimal-heavy
Insensitive-sensitive

Intervening Conditions: Societal Norms (acceptable to be on cellular phone in populated public place)
Societal Pressures (rude to be on cellular phone – still a view held by some)

Action/Interaction: Strategies focus on achieving privacy, including a level of none at all
Strategies focus on respecting or maintaining the relation with the other person present

Consequences: The impact upon the relationship with the person the cellular user is with

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

Included Concepts:

Division Lull
Displeasure

Properties & Dimensions: Number of Companions (varies from single to several);
Reaction Towards Usage (varies from inclusion to ostracized)

Axial Coding:

Causal Conditions: Present with a person who is interacting with a cellular phone

Context: Number of Companions

Intervening Conditions: Schedule
Societal Norms
Relationship to Person

Action Interaction: Provide Privacy

Consequences: May create unnecessary lulls in conversations

The impact upon the relationship between the cellular user and the group present