

# Code Book

## Interaction With Others

**Resume** – Person on call resumes interactivity with company within a minute after hanging up.

**Response** – Ends call within a minute of being joined by another person.

**Participation** – Persons not holding the phone are engaged in the conversation in some manner

**Withdrawal** – person on the phone withdraws from party by turning his body away from the party. This person does not attempt to interact with the rest of the party while he is on the phone.

**Attention** – The person on the phone is attentive to the people around him. May speak to them or interact with them in another physical way.

**Inattention** – The person on the phone is inattentive to the people around him. Does not speak or interact with them in any way. He also does not alter body position.

**Waiting** – change of behavior after being joined by a friend.

## Reaction of Others

**Displeasure** – the other members of the party show signs of boredom or impatience while a person is on the phone.

**Division** – The rest of the party is conversing or seemingly ignoring the person on the phone.

**Lull** – One person being on the phone has caused an awkward silence or lull in the conversation between the other members of the party.

## Momentum

**Parking** – Entering area and taking a seat while talking, either on the phone when making entrance or taking a seat and then dialing.

**Dawdling** – Not on course for anywhere. They are walking around or standing while on the phone. They aren't headed anywhere.

**Meandering** – Using the phone while walking. They are on course for somewhere, but walking slowly and sometimes not in a straight line.

**Delaying** – Was proceeding in a purposeful way and then paused action or began to dawdle while talking on the phone once reaching the observation area. Resumes action upon hanging up.

**Progressing** – Walking in a directed way toward a known destination while talking on the phone.

**Reorienting** – Correcting course during phone interaction

**Eating slowly** – Eating is slowed by phone interaction

**Eating normally** – Eating is moving at a regular pace

### **Individual**

**External awareness** – Eyes alertly scanning environment. Watching other people and events happening around him.

**Distraction** – for loners, not focusing on the world around them because they are paying more attention to their phone conversation.

**Privacy creation** – person on the phone tries to create privacy from the people around him using his body or position.

**Immersion** – Wild or conspicuous gesturing, lack of concern of how he may appear to others.

**Utility usage** – seems to use the phone for the purpose of making a necessary call as opposed to just occupying or entertaining oneself.

**Occupy** – Person is busying or entertaining himself with the phone by punching buttons or making repeated calls. This type of interaction implies a sense of killing time.

### **Flags (seemed like concepts at first, but maybe just flags)**

**Alone** – not accompanied by another person

#### **Company -**

**family** – Person on phone is with spouse and child

**child** – Person on phone is with child

**spouse** – Person on phone is with a spouse

**friends** – Person on phone is with friends or coworkers

**stranger** – Person on phone is near a stranger

**joined** – Alone and then joined by a friend or family member during observation period

**Lunch break** – the person appears to be on a lunch break (mall or non-mall employees)

**Work break** – short break from work during work hours (restricted to mall employees)

**Mall Patron** – the person is at the mall to be a patron.

**Encumbered/Unencumbered** – bags/ no bags

**Long/Short Call** – how long is the call while we are observing it