

UNIVERSITI TEKNOLOGI MARA

**DIARY STUDY OF SINGLE MOTHERS
ON THE USE OF MOBILE PHONES**

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ABSTRACT

The study is focuses on *Diary Study* methodology. It is divided into four major phases; the first phase is to define the issues targeted according to the preliminary study, and then following by literature review on the related issues. The second phase is to collect the data from the chosen participants and conducted in using diary study, the third phase is analyzing the data gathering. Then, the data from the qualitative approach were analyzed to understand the single mothers' requirements in phase four. The results were explained in tables, diagrams, pictures and discussions. The objective of this study is to understand the issues of single mothers' requirements in the technology of mobile phone. In order to achieve the study aim, the researcher did the study on the issues by conducting a diary study method combined with an interview and participant observation technique. The researcher also identified a suitable diary format for the participants after having a discussion with them. The participants were assigned to complete the diary with their activities on how they used the mobile phones in their daily lives for a consecutive week. The cooperation of the participants made the study easier and worked smooth although at the first phases it looked hard to handle. Then, the data collected was analyzed to understand the single mothers' requirements based on the written diary, interview recorded and the participation of researcher as a participant observer for the past few months. Finally, the analyzed data was used to create a persona of the single mother in mobile phone use.

Keywords: Single mother, Diary study, Participant observation, Interview, Mobile phone, Persona

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“In the Name of ALLAH, the Most Merciful, the Most Gracious”

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