Introduction

Mobile has been connecting more and more people around the world. By 2017, 5 billion people are connected to mobile services in our wirelessly wired mobile world, including 3 billion mobile Internet users, and by 2025 the number of unique mobile subscribers will reach 5.9 billion, accounting for 71% of the world population (GSMA, 2018). While most of the developed countries approach saturation, mobile growth will be driven by such developing countries as India, China, Indonesia, Pakistan, Bangladesh, and African and Latin American countries, according to the Mobile Economy 2018 released by GSMA.

Mobile has been widely used worldwide by almost everyone, ranging a small kid (who is still learning to speak) to a granny (who is losing clarity in speaking). Mobile has reached almost every corner of the world, wherever a human being happens to be, within coverage of a mobile communication network. Mobile has been used in almost all human activities, ranging from banking to dating. Such wide and growing use of mobile has generated diversified and unique experiences in different areas such as mobile news consumption, mobile filmmaking, mobile photography, mobile news reporting, mobile translation, mobile healthcare, mobile learning, mobile teaching, and mobile tourism.

Use of mobile has brought about tremendous and enormous impacts on our lives. Instead of going to a bank, we can conduct all kinds of banking activities and transactions on mobile. Instead of paying by cash or debit/credit card, we pay directly from mobile in a café, a restaurant, a shopping mall, a taxi, a grocery store, or a canteen. Instead of shopping in a store or a mall, we buy or sell everything on mobile, ranging from toilet paper to wine. Mobile has also removed space, distance, time, or even language barriers, enabling us to stay connected with people from all over the world. We can date, socialize and make friends with new people on mobile.

Mobile use has also changed the way we work and do business tremendously. To save energy and cost, with the permission from line managers, we can choose to work on mobile anytime anywhere as long as we get our respective jobs done. We communicate and collaborate through social media with colleagues within the same institution or company and beyond. We can also get business or projects done on mobile without physically working together. Our mobile is our office. Our mobile is our world. It has changed our work routines and practices. "Mobile too" used to be a common practice in many companies. But now more and more companies have changed their policies from "mobile too" to "mobile first". It is also becoming increasing urgent for companies to focus on "mobile only" since mobile has become the most popular and powerful medium in the world.

Behind mobile use lies unique mobile experience. Every new use of mobile has brought about new experience as well. When mobile was enabled for texting, we had a choice to text instead of calling so that we would not disturb others at work. When mobile was further enabled to take photos and to record videos, we had a totally new experience. With new mobile technological advances being added to mobile,

we are experiencing more diversified and unique experience, enabling us to live, communication, and work pleasantly, productively, and effectively in a more experience-rich fashion.

To investigate mobile use and experience as well as their impacts in this ever-changing mobile world, we need a better framework to investigate the impacts of mobile use and experience. To that end, we would like to propose a focus our examinations on actors and activities involved in mobile use and experience. In the following sections, we begin with our elaboration of our proposed investigation framework, followed by our discussion on how it can be applied in investigations of mobile use and mobile experience. Assisted with a mixed methods research, the framework is situated in the context of experience economy.

INVESTIGATION FRAMEWORK

Conceptually, "actor" in this chapter is defined as any participant in any interaction with mobile for different purposes. It can refer to a small kid using mobile for playing a game or merely watching a video, movie or a cartoon. It can also refer to a granny using mobile for staying connected with her grandchildren via video calls. And it can also refer to anyone in between along the diversified spectrum of different actors who are involved in one way or another in using mobile for different purposes. By activity, we refer to any areas of human activity of using mobile to engage in different events or processes to achieve different goals. It can refer to such activities as journalism, advertising, marketing, governing, shopping, business, parenting or dating. Both actors and activities constitute the core of mobile use and experience, therefore they can be used to serve as the framework for any investigation of mobile use and experience as well as their impacts.

Within the actors-and-activities framework, an investigation of mobile use by different actors will not only look into demographic factors of different actors but also their motivations, expectations, and perceptions of mobile use. And mobile use is also connected with examination of different activities, in which mobile is used. A comparison is also expected to be carried out to locate similarities and differences in mobile use and experience. Furthermore, we also recommend the 3M approach of mapping, measuring and modelling (Xu, 2018) mobile use and experience to the framework. Also recommended is the gap focus, that is, the gap between the normative or expected mobile use and experience and their empirical ones. The framework is also accompanied by the recommended mixed methods research, which is used to generate triangulated, complementary, accurate and reliable findings as well as consequent robust conclusions.

In this mobile world, mobile devices and services are no longer the ultimate important things in mobile users' mind. What is ultimately important is the experience beyond the product or service a mobile user is exposed to. It is not trendy but current to focus on mobile experience as our world is moving towards experience economy. To investigate mobile use is the first step, a crucial step towards a better understanding of mobile experience. Without knowledge of how mobile is used, it will be hard to examine mobile experience.

MOBILE USE

By mobile use, we refer to use of mobile devices and technologies by different actors in different activities for different purposes. Mobile is used by actors of different gender, age groups, occupations, social

classes, ethnic groups, religions, cultures, and countries. Mobile use can be grouped into the following categories: (a) informational, (b) relational (Lee, Kwak, Campbell, & Ling, 2014), (c) extractive, and (d) immersive (Humphreys, Von Pape & Karnowski, 2013). Mobile use can also be demographic since actors of different demographic features may differ, such as mobile use by healthcare professionals (Ventola, 2014), by students and teachers (Organista-Sandoval & Serrano-Santoyo, 2014), by the handicapped (Brandenburg, Worrall, Rodriguez & Copland, 2013), by adult learners (Hashim, Tan & Rashid, 2015), social uses of mobile phones among university students (Chuma, 2014), mobile devices uses among youth (Stald, Green, Barbowski, Haddon, Mascheroni, Sagvari, & Tzaliki, 2014), teens' mobile Internet use (Lin, Zhang, Jung, & Kim, 2013), use of mobile as status instrument among youths (Abeele, Antheunis & Schouten, 2014), and socio-demographic gaps in mobile use (Lee & Kim, 2014).

Mobile use also differs when it comes to activities, in which mobile is used, such as use of mobile in radio broadcasting (Rosales, 2013), learning (Santos & Ali, 2012; Kafyulilo, 2014), health (Fox & Duggan, 2012), healthcare (Jennings, Ong'ech, Simiyu, Sirengo, & Kassaye, 2013), road safety training (Reychav & Wu, 2014), the meteorological early warning system (Meissen, Faust & Fuchs-Kittowski, 2013), space weather measurements (Pankratius, Lind, Coster, Erickson, & Semeter, 2014), roles, work and life (Battard & Mangematin, 2013), mobile decision support and business intelligence (Power, 2013), use of mobile for proximity marketing and smart Cities (Sneps-Sneppe & Namiot, 2013), use of mobile in social networking (Salehan & Negahban, 2013), mobile assisted language learning (Duman, Orhon, & Gedik, 2015), mobile social games (Wei & Lu, 2014; Chen & Leung, 2015), and mobile news use (Chan, 2015).

As a better way to investigate mobile use by different actors in different activities, we would like to recommend a new way of investigating mobile use according to its purpose. For instance, mobile can be used in the following ways: personal assistant, commerce, shopping, banking, healthcare, government, parenting, journalism, public relations, advertising, branding, social media, film-making, audio-recording, video-recording, music-sharing, instant messenger, education, entertainment, economy, creativity, elections, advocacy, activism, romancing, dating, gaming, and gambling. These purposes can be further grouped into the following types: (a) personal assistant, (b) business, (c) government, (d) journalism, (e) persuasion, (f) entertainment, (g) social media, (h) love, (i) family, (j) production, and (k) education.

To investigate mobile use by different actors in different activities, we would like to suggest a 3M approach (Xu, 2918), that is, to map, to measure and to model mobile use. To map is to locate where mobile use is located. To map mobile use, we can look into the following areas: (a) personal assistant, (b) business, (c) government, (d) journalism, (e) persuasion, (f) entertainment, (g) social media, (h) love, (i) family, (j) production, and (k) education. Furthermore, we will also have to examine mobile use by actors of different gender, age groups, occupations, social classes, ethnic groups, religions, cultures, and countries. To measure mobile use is to gauge its width, depth and frequency. To measure mobile uses is to gauge the frequency, width and depth of using mobile in different areas, ranging from mobile government to mobile dating. For effective and better measurement, mobile use can be conceptualized and operationalized differently according to the different natures and objectives of investigating mobile use. To map and measure mobile use, however, is not the ultimate goal. Ultimately, the goal of mapping and measuring mobile use is to develop a model to describe, explain and predict changes and patterns in mobile use or similarities and differences in a comparative study. To model mobile use, we have to look into the political, economic, cultural and social factors of mobile use in a country. We also have to take into consideration the demographics of mobile users, including age, gender, education, income, sexual orientation, marital status, race, occupation and level of mobile savviness. Furthermore, we also

need to examine different motivations, expectations, and perceptions of mobile use as differences in these areas may also shape different use of mobile.

Among those identified factors, which factor or factors play a bigger part in shaping use of mobile? And how does a factor or do factors shape use of mobile? Is there any pattern being formed among any shaping factors? As mobile use can be both normative and empirical, mobile users have different expectations of what mobile use should be and do to them and what expectations of mobile use are actually materialized or practiced can also be different. How similar or different is mobile use on the normative or empirical side? How similar or different is mobile use in terms of the gap between the normative and the empirical? What kinds and ranges of gaps exist between the normative and empirical sides? These are the questions to be addressed in further studies. Answers to these questions and more will generate a model for describing, explaining and predicting changes and patterns mobile use.

MOBILE EXPERIENCE

Closely related to mobile use is mobile experience as each use of mobile generates each unique mobile experience, which can be redefined as an outcome of actors' use of mobile in mobile-related activities, largely derived from a working definition, which states that mobile experience is both a process and an outcome of a user's interaction with a product, a service, a content or their different combinations (Xu, 2018). Situated in an interactive, personalized, immersive, and mobile context, mobile experience can fall into a wide spectrum ranging from the worst to the best (Xu, 2018). Mobile experience has become increasing important since our world is moving towards to experience economy, where consumers are giving more attention and importance to the process and outcome of interacting with a content, product, service of their different combinations.

Among earlier studies on mobile experience, some were largely culture-oriented as they investigated the distinctive cultural inclinations in user experiences related to mobile phones and mapped cultural models to mobile phone user interface design (e.g. Eune & Lee, 2009). Others largely focused technology-centric. For instance, a technology-oriented study looked into functionality, usability, and experience in a combined fashion (e.g. McNamara & Kirakowski 2005). A user-oriented approach study examined usefulness, ease of use, hedonics, aesthetics, and pleasure/fun (e.g. Mahlke, 2005) while another user-centric study located the challenge of continuous involvement of the user and the need to integrate knowledge into the development process which is increasingly interdisciplinary (Moor, Berte, Marez, Joseph, Deryckere, & Martens. 2010).

As suggested by the names of the above-cited approaches, they have their own focuses on different elements, i.e. culture-based, technology-centric, or user-oriented. And it is obvious that if we focus one element, we tend to omit or ignore another element, which may be important in our understanding or comparison of mobile experience. What is also scarce is the related scholarship on the impacts of mobile experience on different actors and activities since conceptually mobile experience remains at its infancy stage although there have been sporadic related studies.

To fill this gap, similar to our recommended 3M approach to mobile use investigation, we it is also our recommendation to map, measure and model mobile experience. To map mobile experience is to identify mobile experience is located while measuring mobile experience is to gauge the extent to which mobile experience presents itself in different activities. The ultimate objective, however, is to model mobile experience, in other words, to describe, explain and predict changes and patterns in mobile experience

or similarities and differences in mobile experience in a comparative study (Xu, 2018). The same 3M approach (mapping, measuring and modeling) can also be used to investigate or compare the impacts of mobile experience on different actors in different activities.

Specifically, for a better and effective investigation, the proposed a 6-dimension model includes: (a) enticement, (b) entertainment, (c) engagement, (d) empowerment, (e) enlightenment, and (f) enhancement. This 6-dimension model is also a 6-stage process and outcome of actors' interactions with products, contents, or services in different activities. To be enticed is the very first essential step for us to enjoy a full-scale mobile experience. Without being enticed, it would be hard for us to start to enjoy other aspects of mobile experience. To be entertained is another important stage, where once we are entertained, we are closer to be engaged, which is another important step, without which we will move away. More important than being enticed, entertained and engaged is to be empowered. This is especially true in the mobile age, where everyone can leverage mobile devices to be a story teller or to contribute to storytelling about an event, issue, community, or a nation. Beyond being enticed, entertained, engaged, empowered is to be enlightened and enhanced, the two final stages of the hierarchy of human desires for better experience. To be enlightened is to obtain a better understanding of what is being consumed so as to be a better consumer while to be enhanced is to enhance our consciousness, skills, and abilities as the final stage of mobile experience (Xu, 2018).

MIXED METHODS RESEARCH

To effectively map, measure and model mobile use and experience and their impacts, mixed methods research should be employed instead of purely quantitative or qualitative methods. By mixed methods research, we refer to a combination of quantitative and qualitative research methods. As mixed methods research has been gaining acceptance among researchers, it has become a valid alternative research design, offering richer insights into the phenomenon being studied and allowing the capture of information that might be missed by utilizing only one research design (Caruth, 2013).

The purposes of using mixed methods research, according to Venkatesh, Brown, & Bala, (2013), include the following: (a) complementarity, (b) completeness, (c) developmental, (d) expansion, (e) corroboration or confirmation, (f) compensation, and (g) diversity. To obtain mutual viewpoints about similar experiences or associations is what complementarity meant to achieve while completeness refers to ensuring total representation of experiences or associations. By developmental, they refer to new research questions derived from other research methods or hypotheses to be tested, which is derived from other research methods. With expansion, they mean to clarify or elaborate on the knowledge gained from other research methods while corroboration/confirmation are designed to evaluate the trustworthiness of inferences gained from other research methods. To counter the weaknesses of other research method by employing the other research method is to what compensation is meant to obtain. The last purpose of using mixed methods research is to maintain diversity by obtaining opposing viewpoints of the same experiences or associations (Venkatesh et al., 2013).

Although mixed methods research possesses some weaknesses, its strengths outweigh its weaknesses. For instance, mixed methods research has, among others, the following weak points: (a) it can be difficult for either qualitative or quantitative researcher and (b) it can be more time consuming and expensive (Cronholm & Hjalmarsson, 2011). Nevertheless, mixed methods research is stronger than any single method used in the following areas: (a) it can add meaning to numeric data while add precision to

narrative data; (b) it can handle a wider range of research questions; (c) it can triangulate the results of different research methods; (d) it can present a more robust conclusion (Cronholm & Hjalmarsson, 2011).

Mixed methods research can be leveraged in mapping, measuring and modeling mobile use and experience. In terms of mapping mobile use and experience, both quantitative methods and qualitative methods are employed to locate where they are located. The same rule can be applied to measuring mobile use and experience. Although modeling focuses on testing hypotheses, qualitative methods may also be used to either triangulate or complement the results of hypothesis testing. In brief, in mapping, measuring and modeling mobile use and experience, once numeric data are generated from quantitative methods, they can be either triangulated or complemented with the narrative data resulted from qualitative methods.

EXPERIENCE ECONOMY

The proposed framework of actors and activities is situated in the backdrop of experience economy. By experience economy, we refer to a particular economic system, which emphasizes selling experience (Pine & Gilmore, 1998) beyond its carrier, be it a product or a service. In modern societies, consumers expect more beyond a product or a service. Experience has its four realms, that is, entertainment, educational, esthetic and escapist (Pine & Gilmore, 1998). In light of what Boswijk, Thijssen, & Peelen (2006) have observed, experience features the following ten characteristics: 1. There is heightened concentration and focus. All five senses are engaged. 2. One's sense of time is altered. 3. One is touched emotionally. 4. The process is unique for the individual. 5. There is contact with the 'raw stuff', the real thing. 6. One both does and undergoes something. 7. There is an element of playfulness (flow). 8. One has the feeling of being in control of the situation. 9. There is a balance between the challenge and one's own capacities. 10. There is a clear goal (Boswijk, Thijssen, & Peelen, 2006). To satisfy these characteristics of experience is a must, according to Boswijk, Thijssen and Peelen (2006), for the creation and co-creation of meaningful experiences, which begins with focusing on the meaning of human experiences. Experience can also be conceptually and empirically expanded to include being enticed, entertained, engaged, empowered, enlightened, and enhanced (Xu, 2018) when actors are engaging in different activities such as learning, shopping, working, dining, sight-seeing, watching a movie, entertaining, or interacting with a product and/or service.

In experience economy, work is a theatre and every business is a stage (Pine & Gilmore, 1999) while experiences of all kinds can be created (Sundbo & Darmer, 2008) for consumers to be willing to pay for enjoying. The more enjoyable, memorable and fun an experience is, the more willing consumers are to pay. This general trend has become even more apparent in the mobile world, where mobile experience is king although a content, a product or a service remains fundamental important. According to Pine and Gilmore, the passionate advocates of experience economy, our world is already at the stage of an experience economy, "where experiences supplant services as the predominant economic offering in terms of GDP, employment and especially actual value" (Pine & Gilmore, 2013, p.26). With more and more people prefer experience over possessions, more money is spent on experience rather than actual goods or products. Against this general backdrop, it is imperative to investigate mobile use and experience in the context of experience economy.

CONCLUSION

Mobile use can be investigated as a daily interactive process of using mobile in different activities for different purposes. Both normative and empirical use of mobile can also be examined to locate the gap between the two. Moreover, a comparative study is also highly recommended to locate similarities and differences between or among actors of different gender, age groups, occupations, educational levels, social classes, ethnic groups, religions, cultures and countries. Further comparison can also made to identify similarities and differences in using mobile in different activities, such as journalism, advertising, marketing, entertainment, education, propaganda, storytelling of different kinds, parenting, and dating. The impacts of mobile use on actors and activities can also be examined by using mixed methods research so that the results of using different research methods can be triangulated or complemented to secure more accurate findings.

In a similar manner, mobile experience can also be examined or compared as an outcome of interaction with mobile-related activities by using mixed methods research to triangulate or complement the results of different research methods. It can also be investigated at the normative and the empirical level. The gap between the two should also be examined to identify changes and patterns as well as similarities and differences in mobile experience. As for the proposed six different indicators of mobile experience, they can be further conceptualized and operationalized according to different purposes of investigation in different activities.

As the mobile world keeps changing, similar or different changes have also taken place in different countries. To describe, explain and predict similar or different changes in mobile use and experience as well as their impacts on actors and activities, it is essential and crucial to conduct inter-cultural or international comparative studies since this world is becoming increasingly inter-connected, inter-dependent and inter-influencing. What has changed in mobile use and experience in a country may also spillover in another country and keep rippling to more countries. Advances in mobile use and experience in one country will also shortly spread out to other countries.

The actor-activity framework accompanied by the 3M approach and the gap focus is designed to serve as a guideline for further studies in the hope that it will lead to and guide further studies of mobile use and experience as well as their impacts on actors and activities to continuously contribute to the body of knowledge on mobile use and experience.

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