

Abstract

This paper applies to domestication of smartphones among young population in Czech Republic. It provides theoretical and empirical perspective at how research participants adopted their smartphones and how they incorporated them into their daily routine. Using mixed method study this paper offers insight into which applications are participants using, how long, how intensively they spent time with smartphones and which part play smartphones in their daily life. Study is consists of three phases. First phase was based on log data collection by participants via application installed on their smartphones. Second phase was mapping subjective perception of measure and frequency of users activity via structured questionnaire. In the last phase all participants met for group interview to talk about results from the first and second phase and to expand topics realated to excessive smartphone activity. The study shows participants were spending three hours a day on their smartphones, they have check it more than every thirty minutes and the most used applications were social media. Communication via applications for instant messaging is common part of their lives. They have spent time on their smartphones mostly at school. Study did not show addiction of participants to smartphones, however it pointed out a few apparent signs, which may indicate to smartphone addiction.