

ABSTRACT

The fast adaptation, ownership and use of mobile phone continue to be embraced by people across the entire society, and have become a common part of the social life in contemporary Macau. This paper is a quantitative study of 500 mobile phone users about their usage and adoption of mobile phone in terms of gender, age and socio-economic status. Besides, the uses and gratification theory was applied to explain how gratifications sought could affect the way people use mobile phones. And lastly, as the use of mobile phone is now well integrated into the everyday life of its users, I've explored interesting findings about how people perceived the social influence of mobile phones and its related technologies that brought about different aspects of their users' life, including daily life, health, mobile etiquette, driving, crime and safety, and recycle.