About this Matrix

Texters use their phones for three reasons: Instrumentally (task-related), for security, and for sociability. Public Health – Seattle & King County identified texters based on their reasons for using their cell phones and organized them along this matrix. For example, in our study, an all-purpose Spanish texter relies on his/her phone equally for instrumental and social purposes, while urban security texters use their phones strictly for security.

Instrumental

On-the-Go Texter-Urban

Convenience Texter-Native American

Conflicted Texter-Rural

Strategic Texter-Urban

Worker Texter-Spanish

Controlling Texter-Rural

Casual Texter-Native American

Convenience Texter-Deaf

On-call Texter-Native American

Informational Texter-Deaf

All Purpose Texter-Spanish

Reassurance Texter-Spanish

Selfless Texter-Rural

Intimate Texter-Urban

Connector Texter-Native American

Security Texter-Urban

Social Texter-Deaf

Security

Sociability