



COME TWEET WITH ME

*“Come tweet with me, let’s tweet, let’s tweet away
If you can use some exciting news
There’s now a way for us together to spend the day
By signing on to tweet with me, let’s tweet, let’s tweet away.*

*Come tweet with me, let’s chat with friends down in Peru
We’ll ignore the dangers at hand across electronic land
As we give a boot to all thoughts of those of ill repute
Come on, tweet with me, let’s take the plunge into the blue.*

*Once I see you up there thanks to adding Skype as guide
Forget the Jekyll & Hyde aside, we’ll just abide
Once I see you up there I’ll be finally talking with you so dear
You may hear all the angels cheer ‘cause we’re together.*

*Expense-wise this is a chat I can afford to pay
Just right, this phablet’s not for nerds so we can say our words
Even down in Acapulco Bay
It’s perfect for those of us who cannot fly, they say
So come tweet with me, let’s tweet, let’s tweet away.*

(As inspired by the hit song “Come Fly With Me” by Sammy Cahn & Jimmy Van Heusen)

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PENGUINS’ #1 HIT SONG

Penguins everywhere are celebrating this winter (for us) season. Why? Because their summertime (for them) hit tune, “*Come Tweet With Me*,” is all about their new found freedom. Long fettered from the rest of the world because penguins can’t fly, they’re now reunited with their penguin pals everywhere because they can tweet around the world...and combined with Skype, they can now even see each other after ages of separation. ☺

BUT THE REAL SHOCKER IS

Kathy Graham—me, the founder of The HQ Companies—is extending you an invitation to:

- LinkedIn with me, if we know each other.
- Tweet with me, if we don’t know each other.

What am I saying? Previously I’ve been very exclusive with whom I’d LinkedIn with—we both knowing each other was not enough. As for Twitter—140 characters—please, what can you say in that little space that’s even worth saying? Now, however, the world has just changed, which is forcing me to change.

WHY NOW?

Accurate forecasting, sensing when a human capital change is actually occurring at or near the moment of its birth, is a core competency of mine. For 2004, I said that globalization of the labor market was now a reality and it was for the first time. For 2008, I said that it was

going to be winter all year when it came to the overall economy/jobs and to watch the weather because if you saw storm warnings, head for the hills as it was going to be a real whopper of a blizzard...and it was. In fact, all ten of my annual economic/job forecasts have been completely accurate.

So, here’s my sense of where we stand now: we are in the first days of a major change in human communication, one that’s going to make PowerPoint less useful and change the nature of how we sell/talk/interact. The agent of that change: the relatively cheap easy-to-use “phablet,” a phone/tablet combination that eliminates the need to carry a phone AND a computer (e.g., Samsung’s Galaxy Note).

When phablets followed iPads/smartphones, the world of communication felt a silent shock wave, then changed forever. The interface between messages and people disappeared, enabling easy face-to-face communication between two or more parties at a distance for the first time. Right now, most people are unaware that the interface has disappeared and are using this new communication tool much like people used computers in the beginning of the computer age as fancy typewriters, unaware of the power of the tool they were using.

This mobile communication age that is upon us is fraught with both wonders and many dangers. Ever since the Tower of Babel, communication has never

been easy. Now talking with whomever you wish wherever they are has become both easier to do and easier to do with serious potential future and current negative ramifications. From this point on, both your ability to communicate is amplified and your ability to mess up BIG TIME with your communications is also amplified.

SO SHOULD YOU DO IT, TOO?

Maybe you should join me on LinkedIn, Twitter, and Facebook business...and maybe you shouldn't. Maybe you should have a website and blog like mine...and maybe you shouldn't. The answer as to what communication tools you should use is dependent upon a number of variables. Factors to keep in mind include:

- Are the people I want to communicate with on this medium? If not, find out why before proceeding.
- Do I actually have the need to communicate using this medium...or am I just being trendy?
- Is this the right communication method with the right device for the message that I want to communicate?

The crux of the matter lies in the final question above. Understanding the advantages and risks of each communication methods and the device(s) that communication method employs will enable you to choose the right vehicle for getting your message across so that it's understood, while also protecting you as much as possible from missteps.

The eight forms of communication analyzed in this article, along with the device(s) employed by each of these communication methods, are listed in the table here. "Other Social Media," the ninth form, does exist but is omitted in this discussion for brevity's sake.

Method of Communication	Device(s) Employed
Speaking in person	Human voice and body
Written with personal delivery	Human appendage with pen/paper/etc.
Phone call	Landline, cell phone, smartphone, phablet
Email	Computer, smartphone, phablet
Texting	Cell phone, smartphone, phablet
Facebook	Computer, smartphone, phablet
Skype	Computer, phablet
Twitter	Computer, smartphone, phablet
Other Social Media	Computer, smartphone, phablet

Note that the phablet is the only device you can easily use with all forms of mechanically-assisted communication. Not only is the phablet the only device that you can use with all electronic communication methods (note: Skype could be used on a smartphone but the picture is way too small to be useful), **the phablet also turns out to be the device that makes every mechanically-assisted method of communication the best in its category and also is the second highest overall quality of communication vehicle, with the highest ranked overall quality of communication still being having a conversation with someone in person.**

CONCLUSIONS...OR WHY KATHY IS CHANGING HER SOCIAL MEDIA POLICY

Given that:

- The people I want to communicate with are now online and buying products/services there, I need to be present in this medium as a business owner of four companies that revolve around retained executive search and career development for professionals.
- The tools have evolved to such a degree that being online is no longer as onerous as it once was.
- I have the resources and time, both initially and ongoing, to set up the infrastructure to support online communication at the level and frequency that I want to establish.
- **I understand the limitations and advantages of each method of communication and will frame my message such that the potential negative consequences of my increased social footprint remain minimal.**
- My message fits the online medium well—in fact, my message is greatly enhanced via this medium.
- The phablet has heralded in a new age, another way of communication that excels my business efforts,

well, it would be just plumb dumb if I didn't realize that it was the right time for me to go social.

It doesn't mean that a social media profile is right for you or would even be the same combination as what I've created. Your social media profile is unique, which is why I've created the keynote and workshops entitled, "Hello—It's Your Career...So Create the Correct Social Story" to help you choose just the right combination to enhance your career efforts while minimizing potential negatives from your social footprint choices.

So, please peruse the following pages carefully, then join me (and the penguins) online soon because we can now talk to each other more, really communicate, no matter where we're physically located.

THE NITTY GRITTY OF COMMUNICATION

At the end of this article is a ranking of the overall quality of communication for each of the eight forms of communication addressed here (note: for brevity sake, only Facebook and Twitter were analyzed, leaving analysis of Other Social Media up to the reader if they're interested in pursuing this topic further). We looked at both human factors and device factors that impact the quality of communication.

The factors used to determine the overall quality of devices used are: the size of the device employed (note: for speaking in person, there is no size or cost because there's no external device used), the impermanency of the message, how easy to read or comprehend is the device's output, portability of the device, how easy to learn and operate is the device, and the speed of the message that the device delivers.

The factors used to determine the overall quality of the human factors of communication are: the scope of the communication and the privacy of the communication.

With regards to privacy, let's keep in mind that **the only truly private communication occurs between two naked people** (no hidden recording devices) **with their hands over their mouths** (no lip reading) **whispering to each other in a huge meadow** (they have to be so quiet and the meadow has to be so large that no remote recording devices can pick up their voices) **on a cloudy day** (no satellite pickup). This fact being said, some methods of communication are definitely less private than others.

As for the scope of communication, at the end of this article is a table that shows each of the eight forms of communication rated on a scale through ten (with two points given for each affirmative response) with regards to the following characteristics:

- Does the method of communication permit one party to reach out and physically touch the other party the first person is communicating with?
- Does the method of communication employed communicate complex concepts well?
- Is the full range of word choices likely to be used employing this method of communication?
- Does the method of communication permit one party to be able to hear the other party's voice tone, and vice versa?
- Does the method of communication permit one party to see the other party's non-verbal communications?

Every form of communication has drawbacks and advantages and every form of communication has its

own unique risks and benefits. In this mobile communication era, your career can be seriously impacted, either positively or negatively, by your communication choices.

Once you understand the pros of each method of communication/device employed, you can then choose the method that best matches your message. Once you understand the cons, you can change your message to protect yourself from unintended uses and miscommunications as much as possible.

ADVANTAGES/RISKS OF COMMUNICATION

Every method of communication has its drawbacks, including the social media forms. Email has its downside, as many who have been hauled to court can testify. However, I don't NOT use email because it has drawbacks—it's just that I'm very careful with what I say in email because it's a permanent form of communication and it can be easily circulated, qualities that resulted in my staff and I giving it a "1," which is the lowest ranking possible, in both impermanency of message and privacy. The following is our thought process on why we assigned the rankings given for each communication method and devices.

SPOKEN IN PERSON



Speaking to another person face to face is the best way to minimize communication errors as you can see the person's reaction in real time, which enables you to address concerns as they arise. There are no devices employed; it's fast, easy to use, as private as you can get nowadays, and as impermanent a message as possible. The last two factors, privacy and impermanency, are valued because the fewer people aware of a message the less chance of: topics taken out of context, conversations passed on to parties that the speakers wouldn't want their chat shared with, dated opinions rearing their heads later in the speaker's life, etc. The only drawback to the spoken in person communication method is portability—getting two speakers together face to face for a conversation can be challenging, which is why this method was rated a "5" for "Portability" as there's a 50/50 chance one of the speakers will need to move/travel to meet the other person they want to communicate with.

WRITTEN, PERSONAL DELIVERY



There is still a place in communication for written correspondence that is delivered via a person (i.e., a letter delivered by postal or carrier service). When speed of message isn't important but a dispassionate presentation of details is important, writing a letter takes only a writing instrument, e.g., a pen or pencil, an envelope, and a stamp—all of which are small devices that don't cost much.

However, the written word lacks the non-verbal and auditory components of the spoken word. Given that two-thirds of a message's intent can be carried by the non-verbal communication clues alone, the scope of communication is seriously less with this mode. Also missing is the ability to reach out and touch someone—a handshake, sometimes even a hug or a quick pat on the back, does wonders for psychological rapport and mutual good feeling.

As for privacy, because written communication is semi-easily copied/scanned and circulated, we've rated the privacy ranking of written communication as way better than email but less private than phone call communications (unless you're being investigated).

PHONE CALLS



LANDLINE CELL PHONE SMARTPHONE PHABLET

Phone calls are the next best thing to being there in person is what we've been told...and we agree. You lose the ability to read a person's facial expressions and other nonverbal communications and you cannot reach out and physically touch someone, which is why phone calls on any device are rated lower than spoken in person.

Landline phones are not portable at all, so we ranked them a "1" on a scale of "10" for "Portability." However, the clarity of the call and privacy is much better on a landline than any type of mobile phone. Although landlines can be cheaper than other devices enabling phone calls, because most people now value the ability to contact and be contacted at any time, mobile phones of all type, even though more costly, are increasingly the phone call device of choice. The thinking then is that if you have a phone that receives calls anywhere, unless you need more clarity/privacy, why bother also buying a landline?

In other words, all non-landline phones—cell, smartphones, and phablets—rank the highest rating for "Portability" because they are the most portable form of communication. Speaking to another is, in fact, less portable than a mobile communication because of the cost/time factors involved in getting two people together if they're not already in the same location.

Interestingly, when starting this data compilation, I thought that the cost of a device and the clarity of the communication would be key factors. That thinking turned out not to be correct as the cost of all these

devices has declined so significantly while the clarity has risen so significantly, that the importance of these two factors in purchase and use is very low. Clarity and cost for all these devices are within the same acceptable consumer preference range, so there's basically no substitution effect emanating from these two factors.

Recording personal phone calls on non-business phones is illegal in most of the U.S. and other countries, except for special legal and governmental purposes. So, unless Big Brother is investigating you, even if your phone calls are being recorded by the NSA or another government agency, the permanency of your conversation is less than email, less than a written letter that is easy to copy and pass on, but not as impermanent as the spoken word.

As for privacy, now that there are no party lines on landlines, privacy is pretty high for a landline phone...unless Big Brother is listening. ☺ If someone has a scanner, they could easily pick up your mobile communications. However, scanning isn't usually a common activity in everyday life, so we've only dinged mobile communications a bit more than landlines on their privacy factor.

One last mention needs to be the voice mail capacity of phones. The minute you record a voice mail message, your privacy and impermanency of message rankings plummet to the level of email, because voice mail can be circulated and kept forever...so remember that voicemail should only contain non-confidential information.

As for Skype using either a smartphone or a phablet, it's a less secure communication than using Skype via a computer because, again, mobile communications are transmitted wirelessly as a signal, which can be intercepted by a scanner.

EMAILS AND TEXTING



Emails can convey complex thoughts and utilize the full range of word choices because of no limitations on length of message, number of characters, or physical limitations of a device. Unfortunately, you can't reach out and touch someone, nor can you hear their voice's tonal nuances, and you can't interpret their facial expressions and body language.

Reading email on smartphones, which are smaller than phablets, is a bit more difficult. Ditto for texting on smartphones and cell phones when compared to phablets.

Texting is even more constrained, with messages minimized so the full range of word choices is unlikely

to be utilized. Also it's hard to communicate complex concepts well, which is why we assigned zero values for texting scope of communication.

SOCIAL MEDIA



Note: LinkedIn is NOT considered in this discussion because we view it as a contact resource where the communication is then undertaken outside of LinkedIn. It's a great billboard where you can be seen and meet many, but then the conversations do NOT generally occur on LinkedIn, like they do on Facebook and Twitter.

Because all social media is recorded by the provider of that social media service and because all social media is easily recorded and regurgitated without limit by viewers, all social media "Privacy" ranks the same lowest rating possible as email. IF PROFESSIONALS CAN ALWAYS REMEMBER THIS FACT, THEY WILL SAVE THEMSELVES THE POSSIBILITY OF DOING SIGNIFICANT DAMAGE TO THEIR CAREER AT SOME POINT. You can NOT hide by using an alias(s) or by not revealing your name (like when you use one of those nameless blog posts) as the service provider has your real name and can change its privacy policy at any time. Also your future/current employer can in most jurisdictions require a complete listing of all your personal and social media accounts and usages. As of January 2013, outside of only **six** U.S. states, employers can even require that you provide open access to ALL content (including on personal sites) for their perusal.

As for other forms of social media, each medium needs to be weighed by the impact of the device it uses and the limitations imposed upon by the social media form itself. For instance, does it limit the full range of word choices used, like Twitter does by imposing a 140 character message size?

SKYPE



Skype is the closest machine-generated form of communication to speaking with another in person. You lose none of the non-verbal communication...and, although you can't physically reach out and touch someone, the picture is so clear and real you could give them an "air hug," if you like.

The only drawback with Skype is that your messages are passing through a computer network, which means that there's a record—there's copies out there of what you've said.

COMMUNICATING VIA COMPUTERS



The communication usages for computers are email, Skype, and social media. Computers are the least portable. People continue to own them because they are the only way to run large complex programs and crunch huge amounts of data, plus their large screens are useful for when optimal visibility makes work less onerous. So, if you're sitting at your desk, a computer is fine for Skype or reading email...but if you're on the move, there's other devices much better than a computer for communication.

Computers are also harder to learn to use than all the other communication devices because they use complex programs. As for privacy, because all messages are transmitted through an internet service provider's network, there is a record somewhere of what you've said whenever you're using a computer.

LIMITATIONS

The drawback to this analysis is that it is based on the subjective opinions of a limited number of people. We tried to be as objective as possible, but the fact is that there are less than 25 opinions represented by these data points. Therefore, we welcome those of you who are interested in building upon this foundation to utilize our methodology (while, of course, giving us due credit by mentioning that you used our methodology) contained within this report with a wider database of opinions.

SUMMARY

Even though "your mileage may vary" from the opinions expressed herein, we think that it will be hard to argue with the fact that there is now a device—the phablet—that:

- Is as good as any mobile communication device for around the same amount of money.
- Is larger than a smartphone but still small enough to fit into a pocket.
- Eliminates the need to carry a tablet and a phone.
- Permits you to either write, type, or speak the information that you want to look up or call.
- Enables you to communicate as fully as you choose using the method that suits your needs/message best, be it phone, Skype, text, email, Facebook, Twitter, etc.

Phablets—they're phabulous! Plus, they are changing our world right now so hop on, learn the new rules, and enjoy this latest human invention/adventure.

TABLE 1 - AVERAGE ALL FACTORS - RANKING WITHIN COMMUNICATION METHOD GROUPS	
RANKINGS ARE FROM THE AVERAGE SCORE OF ALL FACTORS AND ARE GROUPED BY THE 8 METHODS OF COMMUNICATION.	
The star symbol indicates the highest score within each communication method.	
Note that the Phablet is the highest scoring device.	
SPEAK 9.4	★
SKYPE - PHABLET 8.7	★
SKYPE - SMARTPHONE 7.6	
SKYPE - COMPUTER 6.5	
PHONE CALL - PHABLET 8.7	★
PHONE CALL - SMARTPHONE 8.6	
PHONE CALL - CELL PHONE 8.6	
PHONE CALL - LANDLINE 7.1	
EMAIL - PHABLET 6.8	★
EMAIL - SMARTPHONE 6.5	
EMAIL - COMPUTER 4.8	
TEXTING - PHABLET 6.4	★
TEXTING - SMARTPHONE 6.2	
TEXTING - CELL PHONE 5.9	
FACEBOOK - PHABLET 6.3	★
FACEBOOK - SMARTPHONE 6.0	
FACEBOOK - COMPUTER 4.5	
TWITTER - PHABLET 6.1	★
TWITTER - SMARTPHONE 5.9	
TWITTER - COMPUTER 5.1	
WRITE 5.0	

TABLE 2 - AVERAGE ALL FACTORS - SOLELY BY OVERALL SCORE

RANKINGS ARE FROM THE AVERAGE SCORE OF ALL FACTORS

SPEAK 9.4
SKYPE - PHABLET 8.7
PHONE CALL - PHABLET 8.7
PHONE CALL - SMARTPHONE 8.6
PHONE CALL - CELL PHONE 8.6
SKYPE - SMARTPHONE 7.6
PHONE CALL - LANDLINE 7.1
EMAIL - PHABLET 6.8
SKYPE - COMPUTER 6.5
EMAIL - SMARTPHONE 6.5
TEXTING - PHABLET 6.4
FACEBOOK - PHABLET 6.3
TEXTING - SMARTPHONE 6.2
TWITTER - PHABLET 6.1
FACEBOOK - SMARTPHONE 6.0
TWITTER - SMARTPHONE 5.9
TEXTING - CELL PHONE 5.9
TWITTER - COMPUTER 5.1
WRITE 5.0
EMAIL - COMPUTER 4.8
FACEBOOK - COMPUTER 4.5

TABLE 3 - RANKING OF ALL 21 METHOD/DEVICE COMBINATIONS			
OVERALL RANKINGS ARE BASED ON THE AVERAGE SCORE OF ALL FACTORS			
Method	Average of Human Factors	Average of Device Factors	Average of All Factors
Speak	10.0	9.2	9.4
Skype - Phablet	7.0	9.3	8.7
Phone Call - Phablet	6.0	9.6	8.7
Phone Call - Cell Phone	6.0	9.4	8.6
Phone Call - Smartphone	6.0	9.4	8.6
Skype - Smartphone	7.0	7.8	7.6
Phone Call - Landline	7.0	7.1	7.1
Email - Phablet	2.5	8.2	6.8
Skype - Computer	7.5	6.2	6.5
Email - Smartphone	2.5	7.8	6.5
Texting - Phablet	0.75	8.3	6.4
Facebook - Phablet	1.5	7.8	6.3
Texting - Smartphone	0.75	8.0	6.2
Twitter - Phablet	1.5	7.7	6.1
Facebook - Smartphone	1.5	7.5	6.0
Twitter - Smartphone	1.5	7.3	5.9
Texting - Cell Phone	0.75	7.7	5.9
Twitter - Computer	1.5	6.3	5.1
Write	4.5	5.2	5.0
Email - Computer	2.5	5.5	4.8
Facebook - Computer	1.5	5.5	4.5

TABLE 4 - ANALYSIS OF USEFULNESS FACTORS IN INTERPERSONAL COMMUNICATION
RATINGS GIVEN TO THE 21 METHOD/DEVICE COMBINATIONS - GROUPED BY THE 8 METHODS OF COMMUNICATION
 Each factor is rated on a scale of desirability from 1 (lowest) to 10 (highest). There are 2 human factors and 6 device factors.

FACTOR	Spoken - In Person	Written - Personal Delivery
Scope of Communication	10	4
Privacy of Communication	10	5
Average of human factors	10	4.5
Size of Device	10	5
Impermanency of Message	10	4
Easy to Read/Comprehend	10	8
Portability	5	4
Easy to Learn/Operate	10	9
Speed of Message	10	1
Average of device factors	9.2	5.2
Average of all factors	9.4	5.0

FACTOR	Skype - Computer	Skype - Smartphone	Skype - Phablet
Scope of Communication	8	8	8
Privacy of Communication	7	6	6
Average human factors	7.5	7	7
Size of Device	3	9	10
Impermanency of Message	7	7	7
Easy to Read/Comprehend	10	2	9.5
Portability	2	10	10
Easy to Learn/Operate	5	9	9
Speed of Message	10	10	10
Average device factors	6.2	7.8	9.3
Average all factors	6.5	7.6	8.7

FACTOR	Phone Call - Landline	Phone Call - Cell Phone	Phone Call - Smartphone	Phone Call - Phablet
Scope of Communication	6	6	6	6
Privacy of Communication	8	6	6	6
Average human factors	7	6	6	6
Size of Device	3	9	9	10
Impermanency of Message	9	8	8	8
Easy to Read/Comprehend	10	10	10	10
Portability	1	10	10	10
Easy to Learn/Operate	9.5	9.5	9.5	9.5
Speed of Message	10	10	10	10
Average device factors	7.1	9.4	9.4	9.6
Average all factors	7.1	8.6	8.6	8.7

FACTOR	Email - Computer	Email - Smartphone	Email - Phablet	Texting - Cell Phone	Texting - Smartphone	Texting - Phablet
Scope of Communication	4	4	4	0.5	0.5	0.5
Privacy of Communication	1	1	1	1	1	1
Average human factors	2.5	2.5	2.5	0.75	0.75	0.75
Size of Device	3	9	9	9	9	9
Impermanency of Message	1	1	1	1	1	1
Easy to Read/Comprehend	10	8	10	6	8	10
Portability	2	10	10	10	10	10
Easy to Learn/Operate	7	9	9	10	10	10
Speed of Message	10	10	10	10	10	10
Average device factors	5.5	7.8	8.2	7.7	8.0	8.3
Average all factors	4.8	6.5	6.8	5.9	6.2	6.4

FACTOR	Facebook - Computer	Facebook - Smartphone	Facebook - Phablet	Twitter - Computer	Twitter - Smartphone	Twitter - Phablet
Scope of Communication	2	2	2	2	2	2
Privacy of Communication	1	1	1	1	1	1
Average human factors	1.5	1.5	1.5	1.5	1.5	1.5
Size of Device	3	9	9	9	9	9
Impermanency of Message	1	1	1	1	1	1
Easy to Read/Comprehend	10	8	10	10	8	10
Portability	2	10	10	2	10	10
Easy to Learn/Operate	7	7	7	6	6	6
Speed of Message	10	10	10	10	10	10
Average device factors	5.5	7.5	7.8	6.3	7.3	7.7
Average all factors	4.5	6.0	6.3	5.1	5.9	6.1

TABLE 5 - CALCULATION PROCESS FOR THE "SCOPE OF COMMUNICATION" FACTOR

The "Scope of Communication" rating is calculated from the 5 characteristics of Scope in this table.

2 points are given for each answer that is yes.

<u>Method/Device</u>	<u>TOTAL RATING SCORE</u>	<u>Touch?</u>	<u>Communicates Complex Concepts Well?</u>	<u>Full Range Word Choices Likely To Be Used?</u>	<u>Hear Voice Tone?</u>	<u>See Non-Verbal Communication?</u>
Speak	5 yes * 2 = 10	yes	yes	yes	yes	yes
Write	2 yes * 2 = 4	no	yes	yes	no	no
Phone Call - Landline	3 yes * 2 = 6	no	yes	yes	yes	no
Phone Call - Cell Phone	3 yes * 2 = 6	no	yes	yes	yes	no
Phone Call - Smartphone	3 yes * 2 = 6	no	yes	yes	yes	no
Phone Call - Phablet	3 yes * 2 = 6	no	yes	yes	yes	no
Email - Computer	2 yes * 2 = 4	no	yes	yes	no	no
Email - Smartphone	2 yes * 2 = 4	no	yes	yes	no	no
Email - Phablet	2 yes * 2 = 4	no	yes	yes	no	no
Texting - Cell Phone	0 yes * 2 = 0	no	no	no	no	no
Texting - Smartphone	0 yes * 2 = 0	no	no	no	no	no
Texting - Phablet	0 yes * 2 = 0	no	no	no	no	no
Skype - Computer	4 yes * 2 = 8	no	yes	yes	yes	yes
Skype - Smartphone	4 yes * 2 = 8	no	yes	yes	yes	yes
Skype - Phablet	4 yes * 2 = 8	no	yes	yes	yes	yes
Facebook - Computer	1 yes * 2 = 2	no	no	yes	no	no
Facebook - Smartphone	1 yes * 2 = 2	no	no	yes	no	no
Facebook - Phablet	1 yes * 2 = 2	no	no	yes	no	no
Twitter - Computer	1 yes * 2 = 2	no	yes	no	no	no
Twitter - Smartphone	1 yes * 2 = 2	no	yes	no	no	no
Twitter - Phablet	1 yes * 2 = 2	no	yes	no	no	no