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***Young Adult's Use of Mobile Phones and Online Social Networking:
The Role of Friend***

Young adults are the main users of a variety of communication media, including mobile phones and web-based social networking. A great number of scholarly studies have managed to illuminate the importance of mobile phones and social networking in young people's lives of various aspects. Nonetheless, there are only few studies dedicated to the investigation of the relationship between using these media technologies. This study aims to fill the gap. According to the survey on college students, it is found that those young adults who spend much time on mobile phone use tend to spend more time on web-based social networking. In addition, the factor of their friend use is associated with their dependence on these technologies. What's more is that this friend influence also comes into play as they are adopting to use the fledging mobile social networking service.

Chih-Hui LAI is currently a first-year PhD student in the Department of Communication, Rutgers University. Her research interest is focused on mobile communication and the evolution of social relationships. Particularly, she is interested in the emerging design of mobile applications employing cross-cultural perspectives. She has done a case study regarding the use of a mobile social networking service in Taiwan, placing the use of mobile applications into specific cultural and social contexts.
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