

2018 South Region Consumer Decision Making

Study Guide - Phone plans

Nowadays there are many phone plans available to consumers with many different options with many different price points. The consumer must be adept at understanding a number of terms and definitions. Here are a number of terms and definitions that you should be aware of and understand:

Data: Measured in Gigabytes; the amount of internet you can use while not connected to local WiFi, such as your home network, or the school's. Internet over cellular connections.

Gigabytes: 1000 Kilobytes make up 1 Megabyte, and 1000 Megabytes makes up 1 Gigabyte. This is the unit used to measure data.

Texting: The number of characters or messages you can send via your cellular connection. These do not use Data from your cellular plan, unless you text images or videos. Sometimes video or image texting is covered by the texting plan and is not counted towards your Data usage.

Calling or "Minutes": The amount of time spend in a phone call.

Free time: Times of the day/week where cellular network usage is lower, and so usage of some plan features is free, and does not count towards limits in the cellular plan. ie; Weekends and evenings might allow users free calling, but they would still be charged for Data usage.

Roaming: Leaving your carrier's usual coverage zone, where you are usually charged extra.

Carrier or Provider: The company that your cellular plan comes from. All communications over cellular go through and are provided by your carrier or provider.

Overage charges: When you exceed your plan's limitations and pay extra for Data, Minutes, or texts that are not covered by your usual bill.

A photo on a cell phone is typically just over a megabyte. A typical movie in full HD will be about half a gigabyte. A very light internet user may be okay with as little as a gigabyte of data, but heavy users will need more. Most typical cell plans come with about 2GB.

Be careful of overage charges; they can add up fast. One cent per megabyte will add \$10 per gigabyte to your monthly phone bill. Also watch long distance charges. If long distance is not included it could also raise your monthly phone bill substantially.