

Riding the Mobile Omnibus



Cultural and Social Impacts of Mobile Technologies

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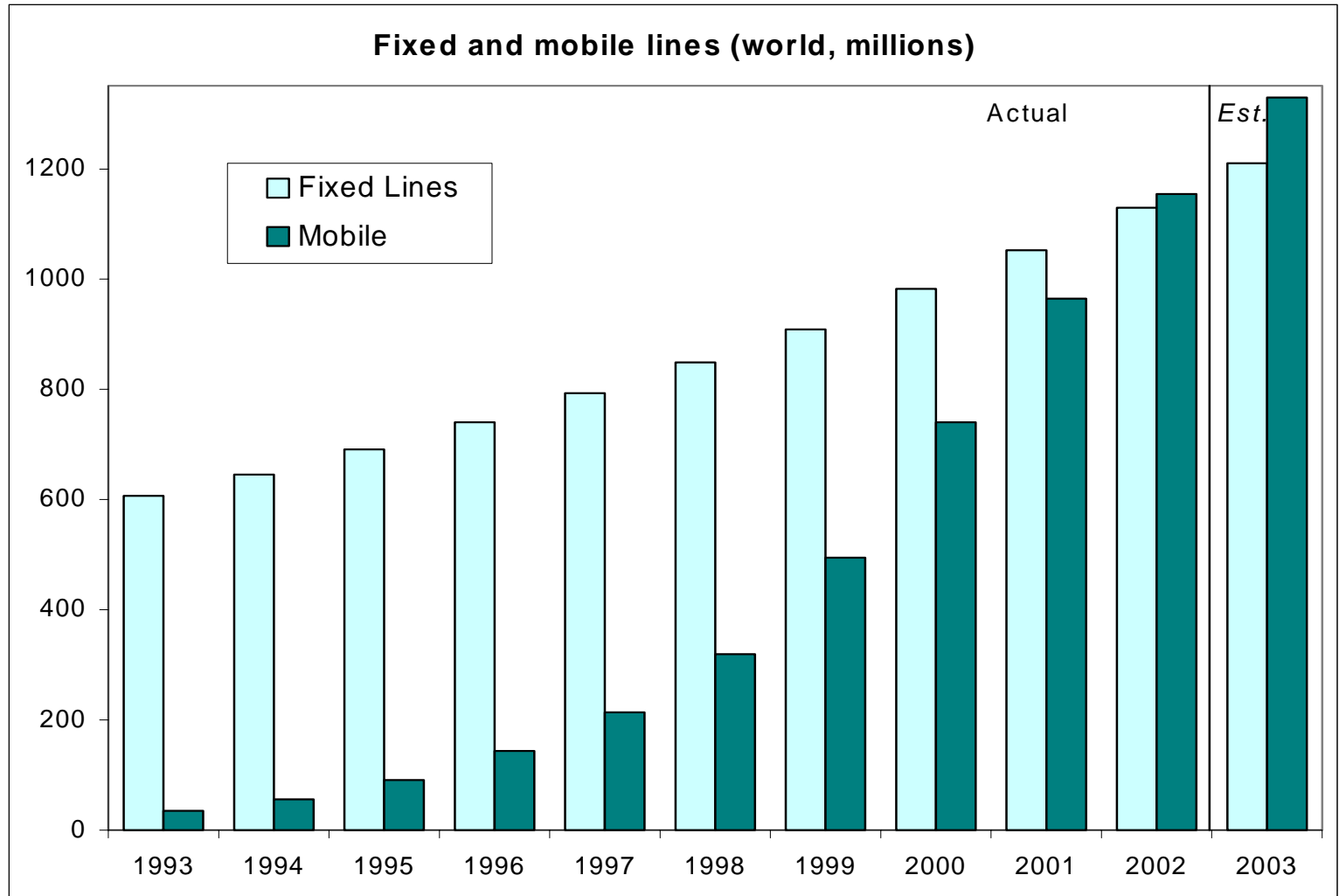
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Sign of the times

- Innovation in **digital** technologies and popularity of **portable ICT** devices
- **Speed**, speed and more speed
- Growing value of **information**, esp. timely and “on-the-go” information
- “**Lifestyle**” and “**Personalization**” as an integral element of ICTs
- **The importance of being mobile**



More mobile than not



Source: ITU World Telecommunication Indicators



The quality of being mobile



- Proximity: users are getting closer & closer to their mobile phone, at all times of the day



- Attachment: many can't leave home without it... Its theft/loss can now be as bad as (if not worse than) losing a wallet
- Fashion: mobile is quickly becoming an important daily accessory, rather than a simple communications device



Getting 'close-up' and personal



Atelab's
Chameleon
operates in
two positions;
vertical as a
mobile phone
and horizontal
as a game
console



NTT
DoCoMo's
F505i with
fingerprint
sensor



NOKIA tells us:

**...create a stylish backdrop
for exposing your persona,
whether demure or outrageous.
So go ahead:**

REVEAL YOUR HIDDEN SELF

Blurring boundaries between the public and the private

- Private sphere becomes public
 - Greater freedom of action
 - Perception of social distances
 - Self and collective identity
- Public sphere becomes private
 - Continuity of connectivity
 - Group dynamics (e.g. linguistic sub-cultures)
 - Safety issues



Privacy Snippets 1: Snap-happy mobiles



- The “Moblogging” trend
 - Personal diaries, increase of person-generated content
- “Private sector starts banning use of camera phones”
 - Changing rooms/public pools (e.g. Australia’s YMCAs)
 - Car manufacturers (e.g. Sweden-Volvo, Germany-BMW)
 - Mobile handset manufacturers (e.g. Samsung!)
- Public sector begins to acknowledge risks
 - 1st European body to act is Italy’s *Garante per la Protezione dei Dati Personali*



Privacy Snippets 2: Unsolicited messaging



- New forms of ‘spam’ over mobile networks (e.g. using SMS) enable promotions to be sent to millions of users overnight
- Mobile spam is a threat to online privacy
- Concerns:
 - The unsolicited nature of the messages
 - Potential for misleading product descriptions
 - Lack of accurate pricing information
 - The nature of the content (e.g. adult content)

The rise of increasingly personalized and ubiquitous mobile devices pose a threat to both aspects of online privacy (1. protection of private data & 2. freedom from interference)



The young and the mobile

- Popularity of mobile among teenagers and children
 - Notably texting/email
- Etiquette and emotion
- Mobile identity
- Educational considerations
- Content issues
- Health and safety



A new form of “mobile” etiquette?

- Flat vs. hierarchical
- Always on, always reachable...
....Always on, never there?
- The nuisance factor
- Pondering punctuality
- Keeping options open
- Choose vs. Choose-not?
- An evolving notion of ‘privacy’



Keitai stories from Japan

- Peculiarities of “*Keitai*” culture
 - E.g. driven by cultural and local content
- The use of “manner mode”
 - E.g. JR railway and subway
- Teenagers: a “thumb generation”
 - E.g. “galmoji”
- Location services
 - E.g. the birth of RFID



Our shaping of the future mobile information society...

- In the future, mobile technologies will become increasingly personal and increasingly pervasive
- The speed and effectiveness of our mobile omnibus can only be maintained if both its brakes and its accelerator are used properly





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