

# *Social and Human Considerations for a More Mobile World*



**ITU/MIC Workshop on “Shaping the Future Mobile Information Society”**  
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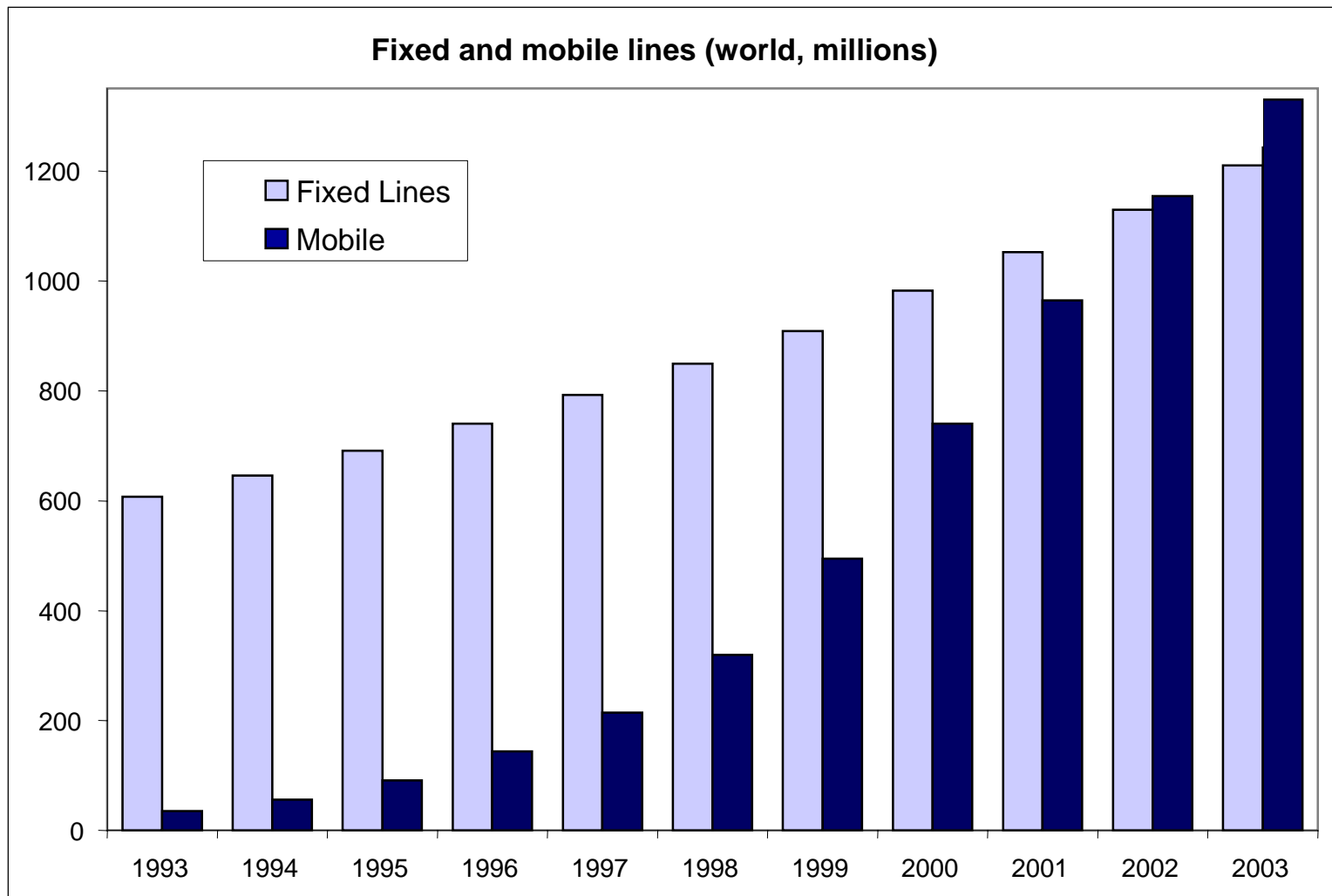
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Note: The views expressed in this presentation are those of the author and do not necessarily reflect the opinions of the ITU or its membership. Lara Srivastava can be contacted at [lara.srivastava@itu.int](mailto:lara.srivastava@itu.int)

# Introduction

# A more mobile world



By any other name or nickname...



**Mobile**, from the Latin *mobilis*:

- Easy to move, movable, loose, not fixed, not firm;
- Pliable, nimble, flexible, agile, swift and rapid;
- Readily changing its expression;
- Able to change one's social status;
- In a negative sense: inconstant, fickle and changeable.

handphone

cell

cellu

celltel

makhmul

mobile

natel

sho ji

handy

keitai

portable

mobiltje

# Clusters: Social and human considerations

*Mobile and  
identity*

*Mobile and  
social interaction*



*Mobile and  
the workplace*

*Mobile wellness  
and safety*

*Mobile and  
identity*



# Mobile and identity

- Attachment (physical and emotional)
- A shift in the sense of belonging
  - Physical place → virtual network
- Collective identity
  - The mobile and the identity of the family
  - Human assembly (e.g. “flash mobs”)
- Networks vs. communities



# Getting personal...



**NOKIA tells us:**

...create a stylish backdrop  
for exposing your persona,  
whether demure or outrageous.

So go ahead:

**REVEAL YOUR HIDDEN SELF**

# Fashion and Youth

- Mobile, fashion and status symbols
  - Designer mobiles
  - “stage phoning”
- Mobile owners getting younger
- Peculiarities of youth culture
  - Mobile peer pressure
  - Preference to text
    - The language of text
  - Extension of peer ‘co-presence’
  - Mobile management in schools



# Identity Management for Mobile

- As services and personalization increases, identity must be properly *communicated* and *protected*
- Privacy has two aspects:
  - (1) right to protect private information and
  - (2) freedom from interference (e.g. spam)
- At the device end, little use is being made of pin codes, but new developments include more stringent methods, e.g. fingerprint sensors
- At the network end, privacy guidelines are not clearly defined, with operators retaining information from 1 to 5 years

# The case of the snap-happy mobile

- Phenomenal growth of camera-enabled phones
- The “Moblog”
- Private sector starts regulating use
  - 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
  - 1<sup>st</sup> European body to act is Italy’s *Garante per la Protezione dei Dati Personali*
  - Camera phones outlawed nationally in Saudi Arabia
- Technology providers see market for “camera jammers”



# The case of 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 threatens to online privacy, and the intimate relationship we have with our mobiles
- Concerns:
  - Disruption and crowded m-inboxes
  - 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)

*Mobile and  
social interaction*



# Blurring boundaries between the public and the private

- **Private sphere becomes public**

- Greater freedom of action
- Etiquette, e.g. “forced eavesdropping”
- Text over talk



- **Public sphere becomes private**

- Continuity of connectivity
- Perception of social distance
- Group dynamics (e.g. co-present + remotely present)
- “I hope you like jammin’ too”...

# Individual responsibility and the illusion of communication

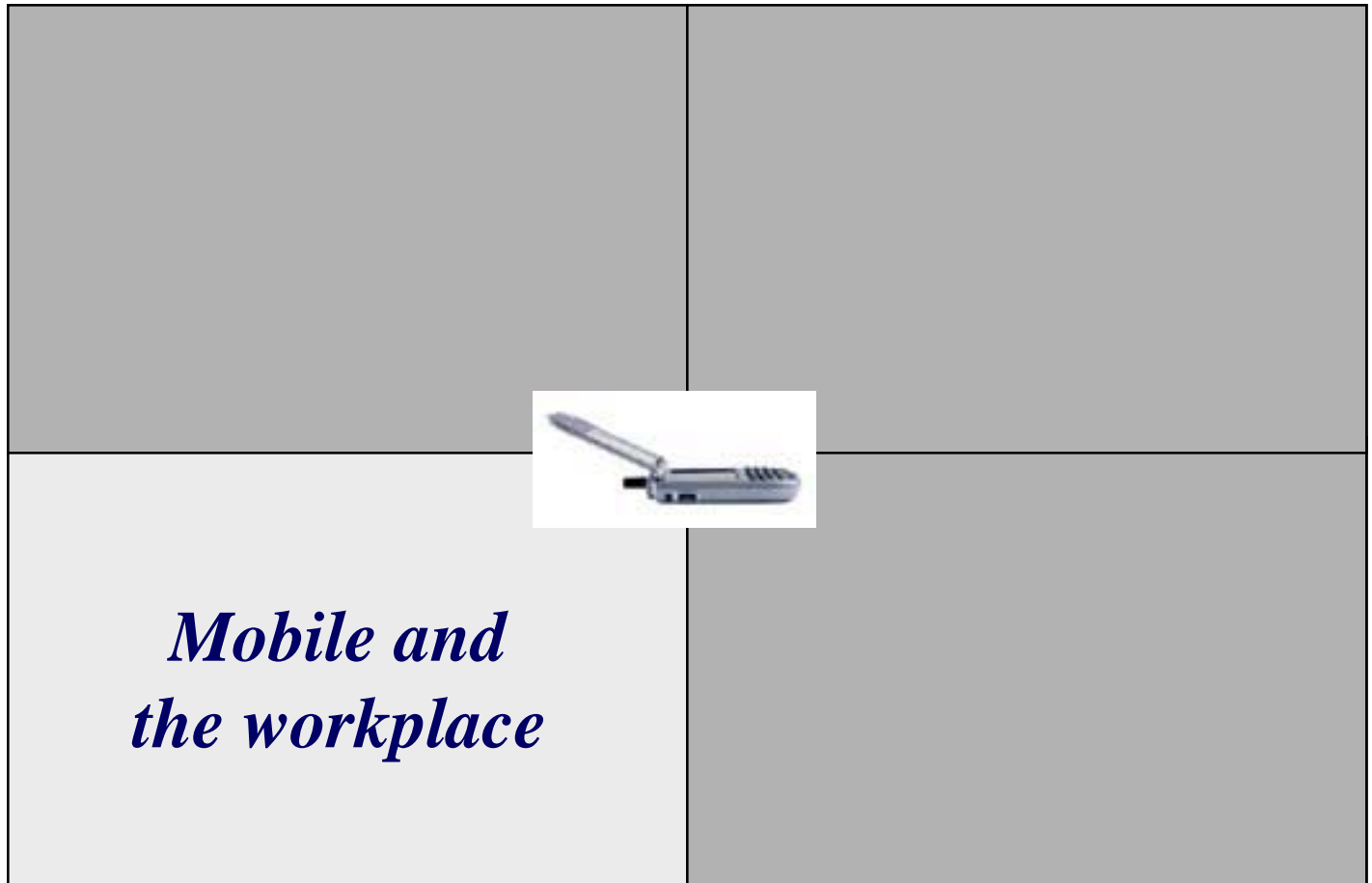
- The nuisance factor
- Pondering punctuality
- Keeping options open
- Spontaneity of communication and the illusion of communication?
- Always on, always there:  
Always on, **never here?**



# Flirt, date, love, marry, play or kill?

- Valentine's Day is the big SMS rush
- Services such as matchmobile and mobiledateclub proving lucrative, as are "m-flirting games" or "SMS flirtfests"
- In India, bharatmatrimony promises a mate for marriage in <5 minutes by SMS
- Double lives: Italian newspaper warns of taking mobiles on romantic/family holidays
- If that proves too much: one can always love, play with & care for a 'mobile virtual pet'...or engage in location-based games with passers-by, or simply "kill the boss"





*Mobile and  
the workplace*

# Working on the move

- Mobile opportunities
  - Developed countries
  - Developing countries
- Mobile management
  - Flattening of hierarchical structures
  - New models of employee management
    - e.g. Tele-working
  - On-site work



# The line between private and professional life

- Working for a living or living for work?
  - “Day extender”
  - Can you switch it off?
- Tracking at the office
  - Inventory
    - e.g. RFID
  - Employee monitoring
  - Privacy concerns





*Mobile wellness  
and safety*

# Cellular Health

- Potential of mobile health applications is enormous
  - Further elaboration this afternoon
- Risks, however, remain unclear
  - No conclusive evidence
  - Most studies warn of use by children
- Environmental issues:
  - Replacement cycles and recycling
  - Eco-applications for mobile



# Wellness and Safety

- Safety is one of the main reasons cited by first-time mobile users, particularly children
- The use of mobile for emergency services
- Crime, the Justice System and Public Safety
  - Increasing use of SMS
  - Location information
  - Privacy implications

# Protecting the young & the mobile

- Popularity of mobile among teenagers and children
  - Notably texting/email
- Health issues
  - E.g. SMS thumb
- Location tracking
- Educational considerations
- Content issues



# Conclusion: Shaping the future

“New communication technologies are always introduced into a pattern of *tension* created by the co-existence of old and new” (*Marvin, 1988*)



We now have a rare and brief opportunity to study the period of adjustment and friction that has accompanied the introduction of mobile technologies...and learn from it

***LET US SEIZE THAT OPPORTUNITY TOGETHER***

# www.itu.int/futuremobile

The screenshot shows a Microsoft Internet Explorer browser window displaying the ITU website. The address bar shows the URL <http://www.itu.int/osp/spu/ni/futuremobile/>. The page header includes the ITU logo and navigation links: Home, Office of the Secretary General, SPU, New Initiatives Prog., and Future Mobile. A search bar is also present.

The main content area is divided into two columns. The left column contains a blue sidebar with navigation links: About SPU, Workshops and Symposia, Publications and Reports, Telecom and Internet Policy, Statistics and Analysis, Country Case Studies, SPU Newsletter, and Free Downloads.

The right column features a blue header for "Shaping the future mobile information society" and a red header for "Symposium and Workshop".

**Shaping the future mobile information society**

In recent years, the world has seen an explosion in the growth of information and communication technologies, and particularly mobile communications. 2002 marked a turning point in the history of telecommunications in that the number of mobile subscribers overtook the number of fixed-line subscribers on a global scale, and mobile became the dominant technology for voice communications. Indeed, the mobile phone has moved beyond being a mere technological object to become a key "social object" present in every aspect of our daily lives.

The combination of mobile with internet and IP-based technologies, and the integration of fixed and mobile technologies, raises a host of possibilities for innovative applications and new modes of interaction. Wireless applications of pervasive or ubiquitous technologies conjure up images of intelligent homes and always-on human monitoring. Already, location-based technologies can help police and parents protect children from abductions or other forms of crimes. Combined with customized advertising, such location technologies can be a boon to retailers wishing to promote their products to potential buyers passing by. Multimedia messaging services (MMS) and streaming mobile video are opening up more exciting person-to-person services and customized entertainment. Although predicting the future is a risky business in the telecommunication industry, an understanding of the key technologies for "everywhere, anytime" mobile that are being developed can allow us to have some grasp on the shape and direction of the future mobile information society.

**Symposium and Workshop**

A [New Initiatives Workshop](#) (see [Agenda](#)) on "Shaping the future mobile information society" will take place 4-5 March 2004 in Seoul (Korea, Rep. of), hosted by Korea's Ministry of Information and Communication (MIC). This joint ITU-MIC Workshop will follow an ITU-MIC [New Initiatives Symposium](#) (See [Programme](#)) to be held on 3 March 2004 on "Shaping the future broadband convergence network". Both events will be made possible through close collaboration between the ITU's [Strategy and Policy Unit](#) and Korea's [MIC](#) and [International Cooperation Agency for Korea IT](#).

This topic, i.e. what happens next in the mobile information society, was selected on the basis of priorities expressed by ITU Member States and Sector Members. This and other topics under the New Initiatives Programme are chosen on the basis of a regular [questionnaire](#) sent to a ITU Member States and Sector Members.

For more information about this project, please contact Ms. Lara Srivastava at <[lara.srivastava@itu.int](mailto:lara.srivastava@itu.int)>. Or visit the Workshop and Symposium [Events Page](#).

**Background Resources**

This website aims to provide a number of background resources on the future mobile information society, and is divided into the following categories:



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[www.itu.int/futuremobile](http://www.itu.int/futuremobile)