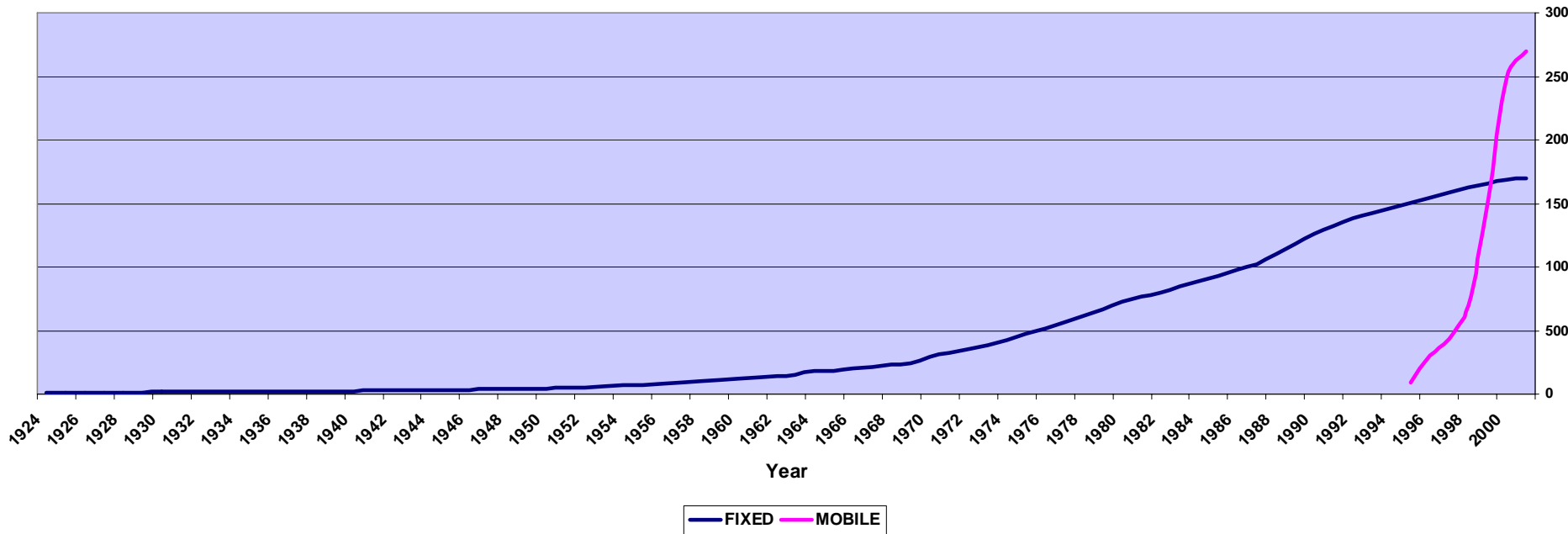


MOBILE PHONES AS A PLATFORM FOR UBIQUITOUS SOCIETIES: The case of Youth

**ITU WORKSHOP ON UBIQUITOUS NETWORK SOCIETIES
GENEVA, 6-8 APRIL 2005**

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FIXED PHONE AND MOBILE PHONE PENETRATION IN SPAIN, 1924-2002



SOCIAL AND TECHNOLOGICAL REVOLUTION, WITHIN HUMAN COMMUNICATION

SOCIAL AND TECHNOLOGICAL EVOLUTION, WITHIN HUMAN HISTORY

Telephone is more personal than portable:

- **Many calls take place from/to the bedroom**
- **Young people want privacy and avoid parental control**
- **Young people love personalising the gadget;
a jewel more than a prosthesis**

***Primary group, peer group, gangs,
smart mobs (Seattle, Manila, Madrid...):***

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Compulsory communication drive

- **Compulsory group membership**

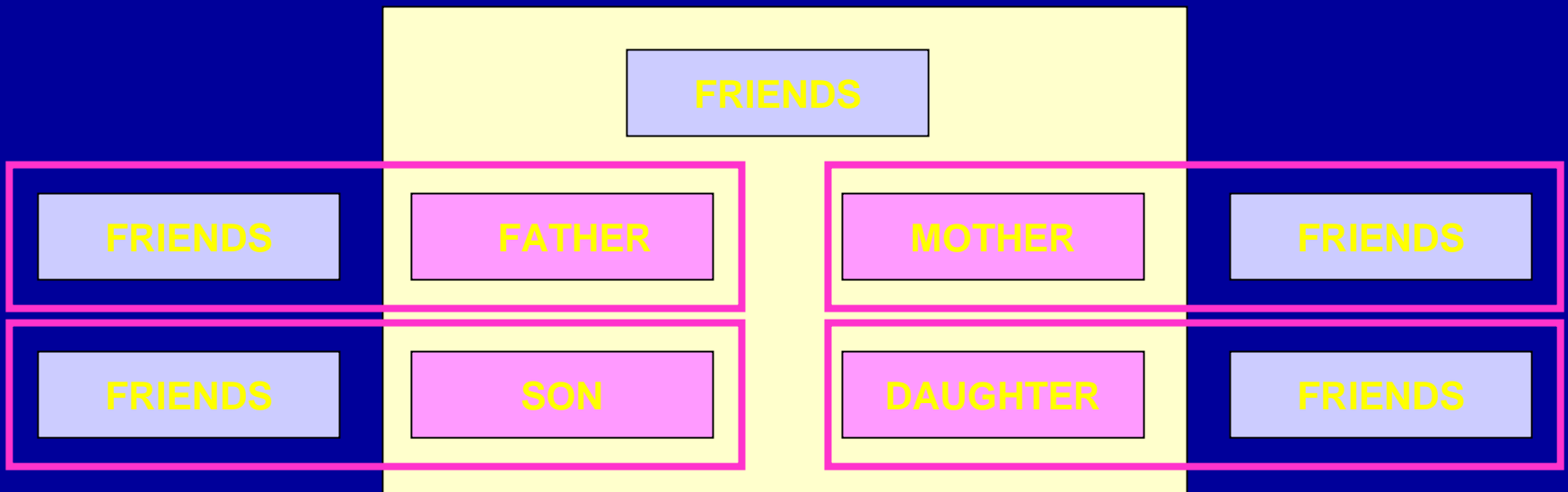
Compulsory group identification

Action drive (antiglobalization, ousting Presidents)

Virtual brotherhood:

- **Small family size.**
- **Loneliness leads to communication**

Family "fision"



Digital leash, GPS:

- **Parental drive for spatial control. Big Brother.**
- **Simulacrum: parents think they control children; children think they are free from parents**
- **Most likely, parents are ignorant of virtual spaces visited by children**

Contents of calls/SMS messages:

- **Mostly dating, appointments, which prepare further face- to-face contacts**
- **Mundane conversations**
- **Mobile phone facilitates first gender encounters**

SMS language:

-

The same worldwide:

- **Abbreviations**
- Numbers instead of letters**

Adult fear about spoiling language

THE MADRID CASE: THE ROLE OF MOBILE PHONES AS COMMUNICATION MASS MEDIUM:

**Emotional atmosphere: Iraki war, terrorist attacks (11-M),
governmental lie**

**Emotional response: manifestations before governmental
political party headquarters (13-M)
voting opposition leader (14-M)**

**Mobile phone: Broadcasting (more effective than TV & radio)
Starting tool for the ubiquitous society**

FORECASTING THE FUTURE

