

Mobile manners, mobile mania



Mobile communications and a culture of thumbs: trends and concerns
International Expert Workshop (T-Mobile/St.Gallen University)
London (UK), 20 July 2004

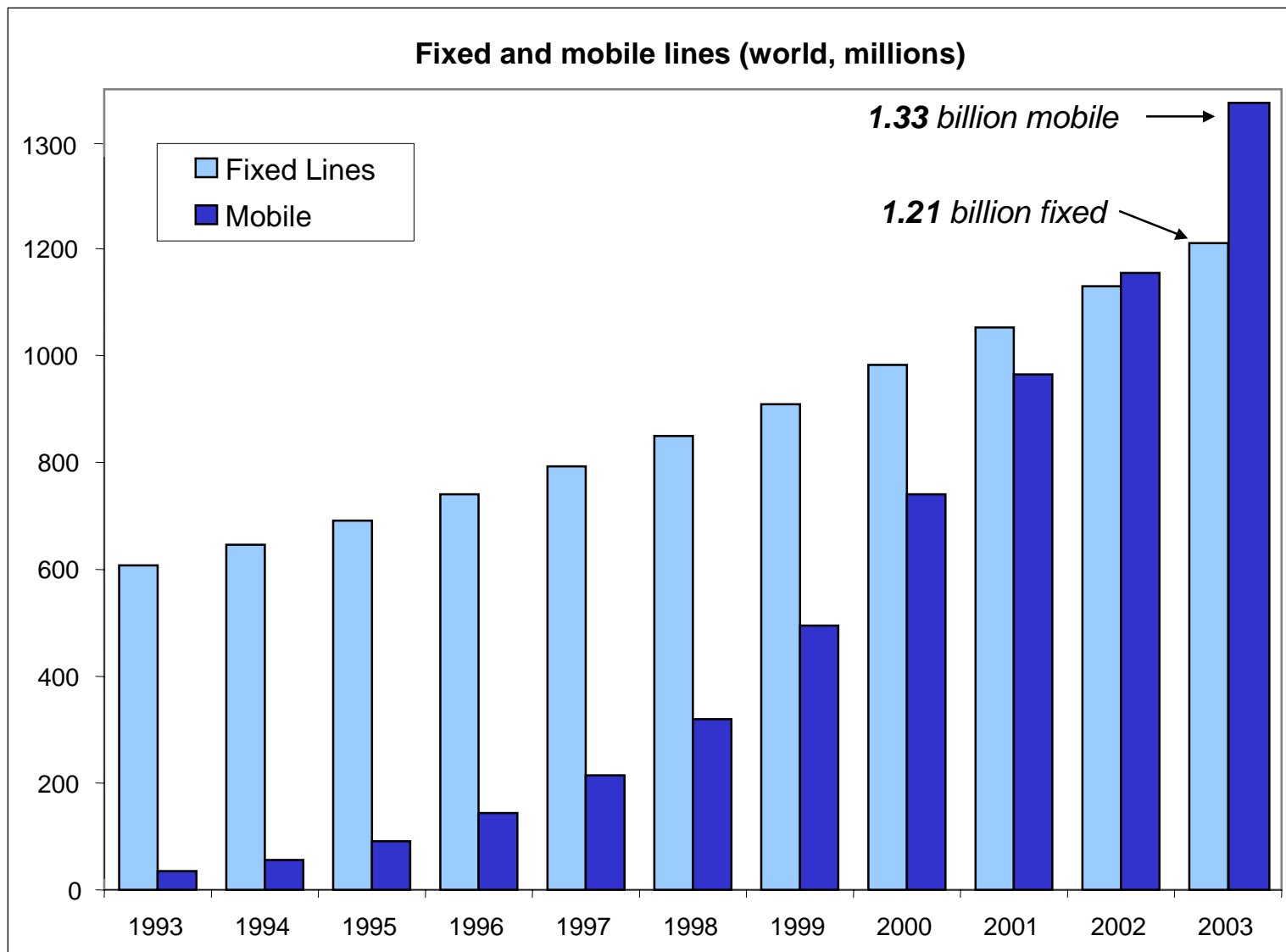
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Note: The views expressed in this presentation are those of the author and do not necessarily reflect the opinions of the ITU or its membership. Lara Srivastava can be contacted at lara.srivastava@itu.int

Now that it has overtaken fixed....



Source: ITU

...no one can deny
“the importance of being mobile”

- **Physical proximity:** users are getting *closer* & *closer* to their mobiles, all times of the day
- **Emotional Attachment:** many can't leave home without it. Its theft/loss has been described as akin to “bereavement” & often causes *panic* and *disruption* to daily life
- **Fashion:** mobile is quickly becoming an important *daily accessory*
- **Identity:** mobiles are playing an increasingly important role in creating/maintaining identity



New technologies, New languages

- Plain old telephones required us to learn to communicate without visual clues
- E-mail required us to be less formal in written communication, and to speed up our “response time”
- Mobile phones have taken communication to a different level yet again...
 - Contactable at all times?
 - Private life goes public?
 - When to end an “SMS” conversation?

“Message in a mobile”

The evolution of etiquette

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



The new mobile lifestyle

- Eavesdropping as a form of relations with strangers
- Mobile *urbanism* : a citizen's complex understanding of society and life in the city
- SMS conversations; SMS slang
- Peculiarities of Youth
 - How will mobile culture among teens change as they grow into adults?



My private mobile

Right to protect private information

- At the *device end*, little use made of PIN; new developments are more hi-tech e.g. fingerprints, biometric sensors
- At the *network end*, privacy guidelines are not clearly defined
- At the *user end*, awareness about user privacy is recent & social norms are undergoing an “adjustment” period



Right to freedom from interference*

- Unsolicited messaging over mobiles ([mobile spam](#)) is a growing concern

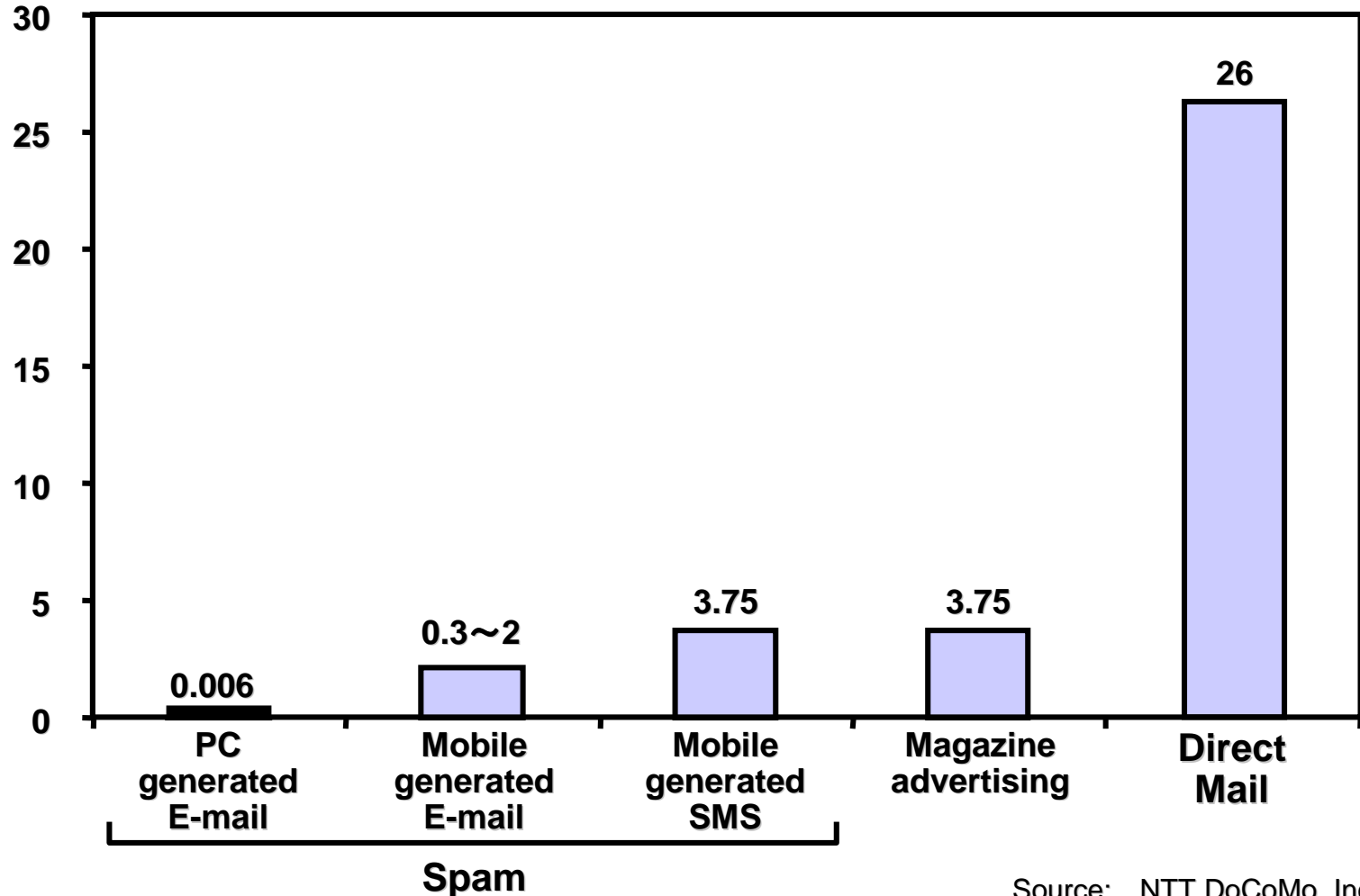
“I’ll send an SMS to the world”: mobile spam

- New forms of ‘spam’ over mobile networks (e.g. using SMS) enable promotions to be sent to millions of users overnight
- Mobile spam threatens online privacy, and the intimate relationship we have with our mobiles
- Concerns:
 - Disruption and crowded m-inboxes
 - Potential for misleading product descriptions
 - Fraudulent messages (e.g. “phishing”)
 - The nature of the content (e.g. adult content)



Spam is cost-effective!

Delivery costs
(€cent/mail or part)



Source: NTT DoCoMo, Inc.

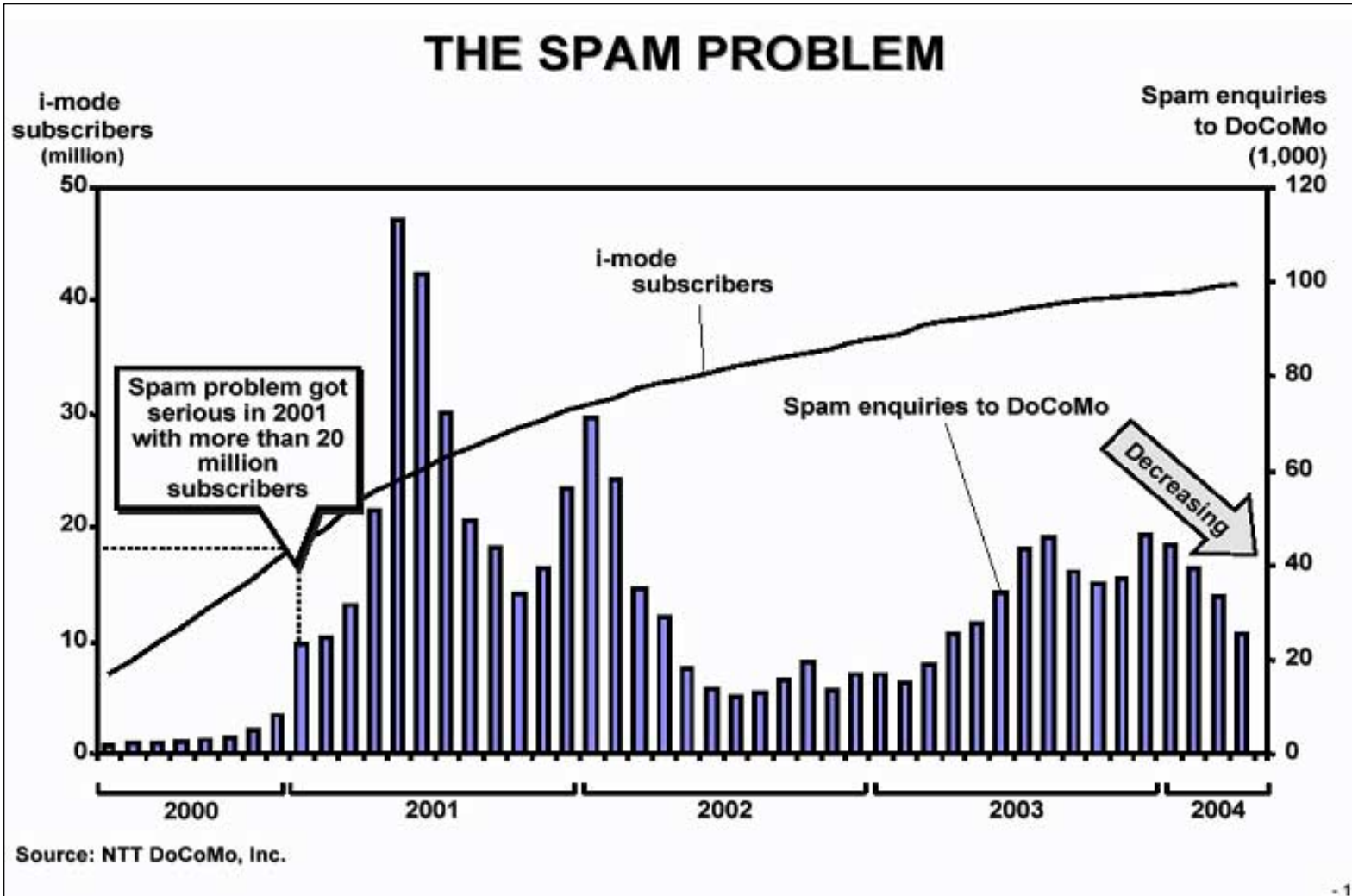
Countering Spam

- Making mobile spam “uneconomic”- e.g. by allowing operators to withhold interconnection and SP payments in cases of spam soliciting a premium rate or voice response
- National and international technology-neutral legislation is required
- Retain or shift to CPP system
- Operators must play leading role and have the appropriate internal processes
 - Effective response to customer complaints through automated reporting facilities
- **Filter, filter, filter** (network end & user/handset self-defence)

ITU WSIS Thematic Meeting on Countering Spam (7-9 July 2004)

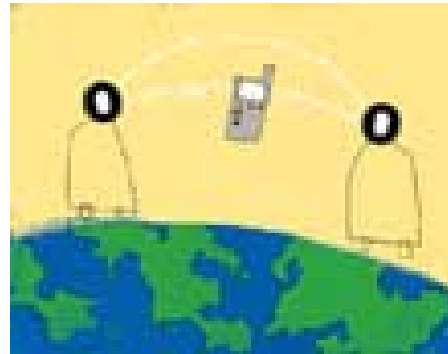
www.itu.int/spam

Counter-measures can be effective



Conclusion

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



It is during this period of tension/adjustment that we have the rare opportunity to study the evolution of mobile etiquette...

on an *individual* and *commercial* level



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See also

www.itu.int/futuremobile