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**ABSTRACTS & PRESENTER BIOGRAPHIES FOR
MOBILE MEDIA 2007
THE UNIVERSITY OF SYDNEY, 2-4 JULY 2007**

Day 1 - Monday 2 July 2007

KEYNOTE PLENARY 1 & 2

Chair: Gerard Goggin

LEOPOLDINA FORTUNATI — GENDER AND THE MOBILE PHONE

The aim of this paper is to reflect on gender and the mobile phone. This paper is motivated by the question: is it possible to conceptualise, a women's perspective, the social role of the mobile phone? What possibilities and actualities does the mobile phone represent in women's life?

It is timely to begin to rethink the gendered relations around changing social and work conditions and how mobile communication operates within these changes. And so how do we methodologically approach the social differences, experiences, attitudes and behaviour connected to gender (and generational) dimensions?

This paper will take stock of the situation by discussing some open-ended questions related to gender, generational and domestic sphere categories. Through revising and revisiting these categories, this paper will sketch some possible directions for future research projects in this area.

By taking a speculative and provocative approach regarding gender and mobile phone, this paper aims to stimulate and establish new research agendas for addressing the complexity of gender and mobile telephony.

Author details:

Leopoldina Fortunati teaches Sociology of Communication and Sociology of Cultural Processes at the Faculty of Education of the University of Udine. She has conducted several research in the field of gender studies, cultural processes and communication and information technologies. She is the author of many books, among which *The Arcane of Reproduction* (Autonomea, 1995), *I mostri nell'immaginario* (Angeli, 1995) and is the editor of *Gli Italiani al telefono* (Angeli, 1995) and *Telecomunicando in Europa* (1998). She is associate editor of the journal *The Information Society*, is on the advisory board of the journal *New Media and Society*, and serves as referee for several journals. She is part of the action COST A20 "The Impact of Internet on the Mass Media in Europe". She is the co-chair of the International Association "The Society for the Social Study of Mobile Communication" (SSSMC) which intends to facilitate the international advancement of cross-disciplinary mobile communication studies. She organised several international workshops and conferences. Her works have been published in nine languages: Chinese, English, French, German, Italian, Japanese, Korean, Russian, Spanish.

JUDY WAJCMAN — INTIMATE CONNECTIONS: THE IMPACT OF THE MOBILE PHONE ON WORK LIFE BOUNDARIES

This paper reports on a research project that examines the social impact of the mobile phone on the shifting boundaries between work and home life. Wireless technologies are said to be transforming public/private boundaries by making location irrelevant, and the pace of events instantaneous and simultaneous. But how are social relationships being transformed through mobile modalities? Does the constant connection and ubiquity afforded by wireless ICTs foster a mobile privatisation, reconfiguring the boundaries between work and everyday life? In practice, much of the contemporary debates is about how to manage time in everyday life – time for work, time for families and time for leisure. This paper will therefore investigate how mobile devices are transforming the way time is experienced, managed, used and disciplined. The overall theme is the affect of mobile technologies on the temporal dimensions of contemporary society.

Author details:

Judy Wajcman is Professor of Sociology at the Research School of Social Sciences, Australian National University. She has been a Centennial Professor at the London School of Economics, and is an Associate Fellow of the Oxford Internet Institute. Recent books include *TechnoFeminism* and *The Politics of Working Life*. Her current research explores the impact of the mobile phone on working time and work life balance.

PANEL 1: MEMORY, BODY, PLACE

Chair: Kathy Cleland

Nicola Green —Mobility, Memory and Identity

This paper will begin with the assumption that memory is central to subjective, social and cultural identity. Consider the film *Memento* (Nolan, 2001) wherein the central character, Leonard Shelby, experiences ‘anterograde memory dysfunction’– the ongoing loss of all short-term memory after trauma. The film gives us a sense of the specific ways that memory and identity are intertwined – in the construction of self-identity, in the construction of intersubjective and relational identity, and in the construction of collective and institutional identity. One of the most compelling features of *Memento* is the representation of the technologies Leonard uses to attempt to effect his re-connection with the world, and the *memory work* they do – recording devices and activities, from text in the form of written notes on paper or on objects such as beer mats, to visual and photographic images of objects, people and places, to lists tattooed on his own body.

This paper uses *Memento* as a starting point to consider the ways that mobile technologies can intervene in or reconfigure the construction of social and cultural identity through such memory work. Mobile phones, PDAs, and their increasingly networked connections via the internet, can be central as a space of memory, from the symbolic as well as practical purposes of address books, the activities of not only sending but keeping texts (as ‘keep-sakes’), or the activities of sending digital photos amongst groups of friends, which are also then kept, passed on and shared. As with the case of web pages, email and MSN conversations, these *social archiving* practices have already transformed the memory practices of the past. Increasingly, ‘moblogs’ or ‘mobile blogs’ can fulfil similar functions, as a chronological and textual record of both the subjective and relational self. As archival records however, increasingly they come to inhabit a ‘public’ domain, as what was formerly private and intersubjective becomes increasingly part of collective memory. One example is the phenomenon of ‘citizen journalism’, embodied in the UK with the July 2005 bombings in London, where those involved posted mobile images of the event to news pages immediately upon receipt of a cell signal. These emerging practices, alongside the institutionalised memories increasingly being constructed from mobile data and surveillance technologies of various sorts, provide an opportunity to re-consider questions about how our society is remembering via new mobile media technologies, who is remembering, what is remembered, and what might be forgotten in the process.

Author details:

Nicola Green is at the University of Surrey, United Kingdom.

Petra Gemeinboeck, Andy Dong & Francesca Veronesi — Who writes the city?

Locative media's potential to turn the city into a canvas for writing and reading the city opens up a playground for revisiting the relation between the practiced and the mapped. The technologies that enable this playground link locative media arts practices to the arena of cartography and the historicity of practices of mapping. Imagining the city as a playground of shifting spaces and fluid connections, how can these practices be sympathetic to notions of ambiguity and hybridity?

Our locative artworks *Impossible Geographies 02: Urban Fiction* and *Mapping Footprints, Lost Geographies in Australian Landscape* explore this question by developing performative cartographic processes that represent the urban scape as sets of dynamic relations rather than fixed 'objects'. In turning everyday devices of communication into performative mapping devices, the work positions itself in the problematic space of using surveillance as a way to unmap and remap relations in the city.

Author details:

Petra Gemeinboeck is a digital media artist, based in Sydney, Australia, where she is a Lecturer in Digital Media at the University of Sydney. In her works, Petra creates scenarios of encounter in which the physical and the virtual perforate one another, and the known and the unfamiliar intertwine. Her interactive installations and virtual environments have been exhibited internationally at venues such as Archilab 2004, Orléans, the Ars Electronica Center, Linz, Fabrica, Brighton, the Museum of Contemporary Art Chicago, and the InterCommunication Center, Tokyo and have been featured in magazines such as *ARCHIS* and *Computer Graphics World*.

Andy Dong is a Senior Lecturer in Design Computing and Cognition in the Faculty of Architecture, Design, and Planning at the University of Sydney. He has transformed his training in artificial intelligence, soft computing, and mechanical engineering into a research program that deals with the language of design and its politics. His research focuses on philosophical and computational studies on how design discourse comes to give an account of design practice and designed works. Andy received the Design Studies Award for the journal *Design Studies* in 2005 and has received several Australian Research Council grants.

Francesca Veronesi is research student in Design Computing and Cognition in the Faculty of Architecture, Design and Planning at the University of Sydney. Her thesis at Venice Institute of Architecture (I.U.A.V) dealt with a compared analysis of settlers' and nomads' spatial models of development in relation to architecture, technology and sustainability. Her current investigations consider the creative application of localization and mobility technologies to develop transformations and interventions in urban spaces. The theme of her current research is mapping local memories of places in Australian landscapes.

Rowan Wilken — Mobilising place

The emergence of mobile media, both as a technology and as an object of study, has brought a renewal of interest in questions of 'place'. This represents a significant shift from the study of other forms of 'new' media – such as networked computing and computer-mediated communication – where the issue of place was often taken to be of reduced importance in comparison to other considerations.

This paper takes as its primary point of focus an examination of this 'return' to questions of place that is evident in the study of mobile media and their social uses. The aim of the paper is first to map and then further extend how the notion of place is presently understood in critical writing on mobile media.

The paper is divided into three parts. The first part touches briefly on some likely explanations for this renewal of interest in place in relation to mobile media. The second part of the paper builds on this to examine and clarify how the notion of place generally circulates in the available literature on mobile media.

The third and final part of the paper examines how present understandings of this relationship between mobile media and place might be further extended and deepened. It investigates the potential influence mobile media can have on understandings of place, and vice versa. The paper uses these investigations to speculate on how this relationship might be renegotiated in productive ways that extend present understanding of mobile media and that complement and enrich accepted general conceptions of place.

Author details:

Rowan Wilken is a writer and researcher. At present he works as a Research Assistant in the Australian Centre at the University of Melbourne, and is in the process of completing his PhD on the topic of teletechnologies, place and community. He has published previously in *Meanjin*, *MESH*, *RealTime*, *UTS Review*, and, on the topic of mobile media and place, in *FibreCulture Journal*.

Ingrid Richardson – Mobile Technosoma: The couplings of bodies and handheld media interfaces

In this paper I explore the coupling of human bodies and mobile media interfaces, concentrating specifically on those handsets that allow both video capture and online connectivity. In this context, I argue against the notion that media are converging, or that the *telos* of the media interface is towards transparency (supposedly receding from focal awareness as it becomes more pervasive). I suggest instead that mobile media interfaces – or more precisely, for the purposes of this paper, the increasing array of third generation handsets – can be critically understood as complex and divergent instantiations of *new* media forms, each demanding a particular mode of embodied interaction. That is, when previously discrete media functionalities come together and are mobilised – in newer model mobile phones, for example, this may include the digital camera, television, personal computer, internet and telephone – what emerges is not a single all-purpose device but a seemingly endless iteration of handsets with varying capabilities and design features, each prioritising a specific technosomatic arrangement.

My critique will focus on the tactile and biomechanical aspects of mobile phone use (e.g. its 'handiness'), and also investigate the affordances (Gibson, 1979) ensuing from the relationship between bodies and handheld media. If each new mobile media device can be considered in Merleau-Ponty's (1962) terms a "fresh instrument" which dilates our corporeal being accordingly, are we learning a new range of collective bodily skills, spatial perceptions, postures and habits? Throughout the paper several examples will be discussed, including the everyday intimacy of personal video footage and amateur mobile movie-making (in contrast to broadcast or 'expert' video content downloadable via provider portals), and the somewhat strange interconnectivity between user-generated SMS content and public display screens (the 'Wiffiti' phenomena, and the recent iWall installation at the University of Technology Sydney).

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Ingrid Richardson is a Senior Lecturer in the School of Media Communication and Culture at Murdoch University. Her research interests include philosophy of technology and science, phenomenology of new media, and corporeal feminism.

PANEL 2: MOBILE LEARNING AND STORYTELLING

Chair: Angel Lin

Axel Bruns, Rachel Cobcroft, Jude Smith, & Stephen Towers – Mobile learning technologies and the move towards 'user-led education'

Recent advances in media technologies are deeply intertwined with an overall shift towards more user-led content production models in a large variety of fields – some observers describe this as the move towards a 'Generation C' of active and intercreative users (*Trendwatching*, 2005), or towards a hybrid user/producer or 'produser' (Bruns, 2005), replacing traditional production/consumption models. Similarly, Yochai Benkler describes 'commons-based peer production', and a variety of writers have drawn parallels between

such user-led models in a broad range of fields and the user-led production models common in the open source software development community.

Whatever terms are used to describe this phenomenon, it is becoming obvious that the increasing adoption of such user-led, community-based, collaborative models for the co-creation of 'content' (understood broadly here, and ranging from software to art to policy) requires current and future graduates to display skills and capabilities which are significantly different from what has been expected of students in the past. Graduates now require a set of advanced critical, collaborative, creative, and communicative literacies which can be employed online as well as offline; the challenge for educators is to develop the pedagogies to enable students to develop these literacies, while building on the capabilities which learners already bring to higher education. This requires teaching approaches which not only describe these literacies, but *live* them – modes of teaching, in other words, which are themselves in good part user- (or student-) led, collaborative, and flexible, and address the needs of Generation C. Mobile and wireless devices further complicate this development, but also offer additional opportunities for developing such pedagogical frameworks.

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Kathleen M. Cumiskey – Hidden meanings: Understanding the social-psychological impact of mobile phone use through storytelling

Current research has indicated that mobile phone use forces the re-negotiation of social expectations. The focus of this study is not on people's actual use; instead it is on how people tell stories about mobile phone use. Does one's role as either a mobile phone user or observer impact interpretation and meaning of face-to-face interaction? An American mobile phone advertisement was used in a way similar to the Thematic Apperception Test (TAT). The cards, as ambiguous stimuli, are used to prompt people's storytelling. Psychologists believe the stories will reveal people's hidden motives, fantasies and concerns. By utilizing this same technique, it was anticipated that the hidden meaning of mobile phone use could be uncovered.

After being presented with one of two images, participants were given the directions from the TAT. Half the participants were shown the image with the mobile and the remaining subjects were shown the same picture without the phone. Half the participants were asked to write their story from the perspective of the mobile phone user and half the participants were asked to write their story from the perspective of the observer. Stories about the picture without a mobile were significantly more positive than stories about the picture with the mobile. Interpretation varied based on whether one was the mobile phone user or the observer. Positive mobile phone use was use that did not exclude those present and that facilitated the face-to-face interaction. Negative mobile phone use was use that excluded the person present and that indicated the user would much prefer to be spending time with the caller than with the person present. Analyzing people's *stories* of mobile phone use provides an important contribution to research based on the observations of *actual* use.

Author details:

Dr. Kathleen M. Cumiskey is an Assistant Professor in the Psychology Department and Women's Studies Program at the College of Staten Island, which is part of the City University of New York. She was granted her Ph.D. in Social-Personality Psychology from the City University of New York's Graduate Center in 2003. Dr. Cumiskey investigates the social meaning behind public mobile phone use and new psychological phenomenon related to the use of mobile technology in public. Her past

research has been published in two international volumes: *The Global and the Local in Mobile Communication: Places, Images, People, Connections* (2005), edited by Kristóf Nyíri and *Mobile Communications: Renegotiation of the Social Sphere* (2005), edited by Rich Ling and Per Pedersen. She has presented her work at conferences in New York City, Budapest, Dresden, and Sydney.

Henk Huijser - The Wireless Generation: Exploring Educational Opportunities of Mobile Media

The shift of the role of users of mobile media from consumers to active producers can be seen as one of the social and cultural 'side effects' of mobile media. However, there are other aspects that have a potentially large impact on the way we go about our business, for example the increased expansion and flexibility of time and space that mobile media facilitate. With regards to mobile learning, mobile media allow for learning spaces to be greatly expanded, which creates opportunities to take advantage of these mostly informal learning spaces. For example, mobile phones and wireless technologies facilitate communication between lecturers and students, no matter where they are, be it at home, on a train, on the beach, or even at work. This would suit the 'wireless net generation' very well, as research has shown that this generation is characterised by digital literacy and connectedness. However, research has also drawn attention to the propensity of this generation to use mobile media primarily for entertainment and social communication, and not necessarily for educational purposes.

This paper will engage with the opportunities that mobile media offer to expand learning spaces, and by extension make those learning spaces potentially more student-centred. To do so, it will use the University of Southern Queensland as a case study. USQ is a regional university where close to 80% of students study by distance, which makes it an interesting case study, as mobile media have the potential to greatly enhance their learning experience. Overall then, this paper will explore the opportunities that mobile media offer for mobile learning, and provide suggestions for educational applications of those media, while also carefully considering the limitations of such applications in a contemporary tertiary education environment.

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Henk Huijser is a Lecturer in the Learning and Teaching Support Unit at the the University of Southern Queensland.

PANEL 3: MOBILE JOURNALISM AND NEWS

Chair: Christina Spurgeon

Collette Snowdon — Running, jumping, standing still: Journalists, mobile communications and media reporting in the age of anxiety

A steady accretion of technology dependent media production processes, including mobile ones, is now producing specific relations of practice between media organisations, media professionals, and the communications technology and telecommunications sectors. In particular, for media professionals the use of mobile communications technology translates into greater expectations of availability, access and productivity, which create new and additional pressures. However, the same technology also creates opportunities for the production of news and information from non-professional or 'citizen' journalists, and increases the availability of material from external sources to media organisations. While mobile communications technology produces more opportunities to increase the mobility of journalists by reporting directly from the field, there is also an opposing tendency for communications technology to produce a "battery hen" model of media production in which journalists simply reprocess news and information received from external sources.

This paper explores the relationship between these developments from the perspective of professional journalists, incorporating findings from a study of the use of mobile communications by Australian media professionals. It specifically examines the affective nature of mobile communications technology in relation to news production processes and

discusses the extent to which these are influenced by internal industry pressures and external changes in technology diffusion.

The “running and jumping” by some journalists in response to the speed of news cycles and demands for instantaneous reporting is intensifying, assisted by the use of mobile communications technology. However, for other journalists the use of technology restricts mobility so that they are literally “standing still” as events unfold. This paper argues that within this process there is a transfer of some of the affective characteristics of mobile communications technology directly into the production of news and information. These changes in journalistic practice are located in this discussion in relation to the wider context of the role of the media in “The Age of Anxiety”.

Author details:

Collette Snowden is Program Director of the BA in Communication and Media Management and Coordinating Program Director of the undergraduate programs in Communication and Media Management, Journalism and Multi-Media in Malaysia for UniSA. She previously worked as a journalist, political advisor, public affairs manager and was involved in the promotion of research, innovation and technology transfer. Her research focuses on the impact of new technologies and communication processes, particularly those related to oral communication and face-to-face communication.

Lisa Gye – “Send us your photos now!”: Citizen journalism and mobile camera phones

Mobile camera phone images are finding their way into mainstream media with increasing frequency. Some of the most intimate and powerful images of the London bombings in 2005, for example, were captured on camera phones and transmitted around the globe while the event was actually taking place. The ubiquity of camera phones, combined with the ability to transmit pictures and text instantaneously, is opening up new opportunities for citizen journalists to record and disseminate news independently. This is not, however, a new phenomena. As Washington Post Staff Writer Yuki Noguchi noted after the London bombings, “[h]istory is full of accidental journalism using portable devices, from the famous Abraham Zapruder film capturing President John F. Kennedy’s assassination to the videotape of Rodney King being beaten by Los Angeles police and the incriminating snapshots taken at the Abu Ghraib prison in Iraq”. What’s new is the speed with which these images appear in the news media.

Immediacy is vital in creating a sense of veracity or truthfulness in media representations. The spontaneous and amateur framing techniques which characterise many camera phone images also reinforce this sense of veracity. However, the aura of truthfulness of camera phone images is troubled by the fact that it is difficult to verify the origin or reliability of an image taken and sent on the fly by an unknown source. This paper will seek to examine this paradox. Are the technological affordances and aesthetics of mobile camera phone images making audiences less likely to question the authenticity of such images despite the unreliable nature of their origins? And what does this mean for those news organisations that are becoming more and more reliant on such content?

Author details:

Lisa Gye is a lecturer in Media and Communications at Swinburne University of Technology. She has postgraduated degrees from AIM (Animation and Interactive Multimedia) Centre at RMIT and is currently doing her Phd at University of Sydney. Gye’s scholarly interests include critical theory and new media, media arts, media production, alternative media practices and authoring for new media. She is currently co-editing (with Darren Tofts) an ebook titled *Illogic of Sense: The Gregory L. Ulmer Remix* for Alt-X Press. She is also the webdesigner for the *FibreCulture Journal*.

Wendy Van den Broeck, Bram Lievens & Jo Pierson – Reinventing newspapers in a digital era: The mobile e-paper

Currently a new digital technology revolution seems to take place: a mobile one. Today -more than ever- millions of portable multimedia devices are sold worldwide. Although the growing number of e-books, online newspapers, news-services for PDA’s (like Avantgo) there is no dedicated device for the publishing industry yet. In this view, the e-ink technology – which is a

new technology for electronic screens with a very high resolution, ultra thin and (in the future) flexible screens – could open opportunities. Philips and Sony are currently developing mobile e-reader devices with this type of technology. The aim of these e-paper devices is to provide people with a portable device on which they can read newspapers, e-books and documents, with the same quality as regular paper.

But are people waiting for this kind of mobile reading device? Do newspaper readers want to read their newspaper on a mobile device? What are their expectations and requirements? In order to assess the relevance and possible impact of this kind of mobile device on the publishing industry, we need to have a clear view on how the (potential) user perceives and domesticates this kind of e-reader. Therefore in this article, we look at the usage of the mobile e-paper device for newspapers in Flanders (Belgium). The findings are based on the results of a living lab research project, involving ethnographic research on 200 purposeful selected newspaper readers using this device in everyday life.

Author details:

Bram Lievens has a bachelor degree in social and cultural work as well as a master degree in communication science. After a brief period of working for a local authority he started to work he joined the IBBT-SMIT as a researcher. His main expertise is within the field of domestication research and living labs related to new media. Currently he is working on different interdisciplinary projects regarding new and emerging technologies, services and applications, mainly within a mobile environment.

Wendy Van den Broeck is a researcher at IBBT-SMIT. Her research focus and expertise is on the use of innovative media technologies, mostly in residential contexts.

Dr. Jo Pierson is senior researcher at IBBT-SMIT, involved in innovation strategic research on the use of media technologies at home, at work and in public settings. He lectures bachelor and master courses on socio-economic issues of the information society and on qualitative research methods at the Vrije Universiteit Brussel (VUB) in the department of Communication Studies (Faculty of Arts and Philosophy).

David Cameron – Mobile media and the journalism curriculum

This paper examines participatory journalism models emerging from mobile phone content, and their application to the university journalism curriculum. Mobile phones are an emerging media production platform, combining audio/visual recording tools with networked communication. The utility and ubiquity of these devices, and an emerging non-professional production culture, highlights the blurring of distinctions between media consumption and production afforded by networked digital technology. The mobile telephone has become a significant instrument in the development of this journalistic form.

Placing mobile communication technology equipped with still and video cameras into the hands of the public has given rise to a new form of audio/visual coverage of news events. Recent examples include the 2004 South-east Asian tsunami, the 2005 London transport bombings, and the aftermath of Hurricane Katrina in 2005, in which professional news coverage drew heavily on the resources of mobile phone-equipped eyewitnesses. The ease and speed with which such images can be captured and disseminated around the world is changing the traditional news cycle. News organisations now regularly call on their audiences to contribute mobile phone content of newsworthy events as soon as they occur, and audiences have become equally accepting of grainy images and poor audio as a component of mainstream news coverage.

Would journalism education and training benefit from embracing the theory and practice of participatory journalism evolving from mobile phone use? How might future journalists benefit from understanding how the news production capacity is now distributed among their audience. This paper will report on a pilot survey of graduating journalism students and their use of mobile telephones, and considers what aspects of the emerging mobile content production model may have application to the teaching of journalism in the university setting.

Author details:

David Cameron lectures in new media and journalism in the School of Communication at Charles Sturt University, Australia. He teaches in the areas of journalism and digital media production, and coordinates postgraduate journalism studies. He is co-author of the recent book *Real players? Drama, technology and education*.

PANEL 4: MOBILE PHONE CULTURES AND PRACTICES

Chair: Jack Qiu

Kathy Cleland – Face-to-face: Avatars and mobile identities

Over the last few decades, avatars have become increasingly familiar presences in online and computer-mediated environments where they act as visual stand-ins for human users. With growing media convergence, avatars are now starting to migrate to mobile phones. This paper looks at the socio-technical forces shaping the design and use of these new avatar identities that are increasingly starting to act and interact as proxies for our physical selves. While these new digital selves offer some interesting and productive opportunities for new forms of technologically mediated identity and interpersonal interaction, they also represent an increasing consumerism and commodification of identity. Dominant socio-cultural stereotypes from the real world (e.g. socially valorised norms of beauty and social status) are imported into the digital domain by users who select or buy idealised avatars to represent themselves, and also through computer software programs whose parameters and presets act to perpetuate and reinforce existing social stereotypes.

Author details:

Kathy Cleland is a writer, curator and lecturer specialising in the area of new media. She lectures in the Digital Cultures Program at The University of Sydney.

<http://www.arts.usyd.edu.au/departs/digitalcultures> Kathy has curated a number of new media art projects including the Cyber Cultures exhibition series which toured to over 20 venues in Australia and New Zealand from 2000 – 2003 <http://www.casulapowerhouse.com/cybercultures> and the Australian component of the St@rt Up exhibition at Te Papa Museum in Wellington, NZ. Kathy was president of the Sydney-based dLux media arts organisation from 1997 to 2002. Kathy writes for a number of arts and cultural publications and was guest editor of a special new media issue of *Artlink* magazine, “evolution of new media” [Vol 21, No.3, 2001].

Heather Horst — Calling my name: Identity consolidation in mobile phone contact lists

The mobile phone’s capacity to materially inscribe an individual’s personal network, or ‘links’, represents one of the most valued features of this new communication technology in Jamaica (see Horst and Miller, *The Cell Phone*). As elsewhere in the world, mobile phone contact lists represent an act of consolidation, bringing together a unique range of ‘links’ from family, friends, acquaintances and lovers to individuals in positions of power or patronage which in a person’s “real” life may never meet. Although highly regarded for its convenience, the contact list, particularly the one name-one number feature, also presents a problematic. As has been well established in literature ranging from the era of slavery to more contemporary research on social networks, most Jamaican and Caribbean peoples possess a myriad of names and nicknames. However, the organization of cell phone contact list as a mnemonic device rests upon an individual’s ability to assign a name or, in effect, a primary relationship to an individual represented in their phone.

Based on ethnographic research, an analysis of the names saved in twenty-five cell phones and research on Caribbean naming practices (onomastics), this paper delineates how Jamaicans attempt to circumvent the constraints of the one name-one number feature of their new mobile phones through the use of pet and false names, special codes and place-based naming practices. In addition, I suggest that the convergence of polyphonic ringtones and images in mobile phones, especially the ability to both affix and easily change the picture, song or sounds associated with an individual name, possesses a greater possibility of mediating the cell phone contact list with more conventional onomastic practices in the Caribbean.

This case study of the mobile phone, set within the context of Jamaica and the Caribbean, works to destabilize the common trope of the possibility, if not proliferation, of identities associated with the internet, new media and other forms of mediated interaction, spurring researchers to consider how mobile communication and media devices may differ from other forms of new media and technology.

Author details:

Heather A Horst is currently a Postdoctoral Scholar at the Institute for the Study of Social Change, University of California, Berkeley.

Clare Lloyd – The cultural connect: mobile phone use and identity

This paper investigates the social implications and cultural constructs related to the use of mobile phones, and it explores how this use interacts with, frames and grounds the user's identity and sense of personal agency. The mobile phone conveys an impression of independence – it delivers a sense of individual freedom, fluidity, and mobility. However our consent to the mobile phone's constant presence means that we are relentlessly contactable. A mobile phone is both personal and intimate. It offers us intimacy, yet this capacity for intimate communication may also be appropriated by others, making us unwilling objects of the intimate personal communication practices of other people. It can be used as a substitute for absent friends and it can be visually and technically embellished as a tool for self expression. This paper explores how the mobile phone shapes, and is shaped by, our personal experience.

Author details:

Clare Lloyd was awarded the UoN University Medal in 2004 and Education and Arts Faculty Medal in 2005 for her overall academic achievement and her first class honours research. She is now a PhD candidate (Media and Communication) at the UoN and is pursuing research in the area of communication, technology and young Australian adults. Clare has been a casual academic at the UoN for approximately 4 years, and has worked on projects such as 'Your Gallery' with The Deep End on Radio National in 2005 and Newcastle City Council's Civic Cultural Precinct Summit in 2003.

PANEL 5: MOBILES AND THE PUBLIC

Chair: Kate Crawford

Maya Kriem — Mobile telephony and Morocco's public culture

This paper focuses on the new cultural meanings, discourses and rituals related to the daily consumption of mobile telephone technology in Morocco. Analysis of the research data yielded several findings that attest to the fact that the mobile phone is not a mere technology which facilitates day-to-day communication, it also contributes to genuine cultural change such as changes in the country's public culture as evident in group and individual public performances.

The mobile phone has been used as an effective and efficient communication and promotional tool to garner support for large-scale public events, which are framed by competing discourses on modernity. Everyday mobile phone communication practices also attest to the role of mobile telephony in the contestation between the competing discourses, as these practices have become embroiled in politics of (self-) representation. Indeed, the mobile phone, for example, simultaneously contributes to an increase in liberal behaviour as well as the Islamization of public space by enabling users to 'veil' their liberal actions. The Islamization of public space implies an emergent public of the Islamist discourse, the performative action of which is the purposeful visibility of its members in public space.

The paper argues that the mobile phone in Morocco constitutes a space of contestation and dialogue between an 'official' and an 'unofficial,' subversive, Islamist modernity. At the macro (group) level, such as large-scale public demonstrations, the two modernities seem to stand

on opposing sides, firmly and openly contesting one another. Yet, at the micro (individual) level, the cultural ambivalence expressed in many everyday mobile phone practices indicates that the relationship between the two discourses becomes dialogical. This is apparent in the example of the liberal Moroccan subject who oscillates between different aspects of his or her identity. This oscillation is dialogical as it represents acts of simultaneous acquiescence and resistance; acts of negotiation and translation between the two discourses on modernity.

Author details:

Maya Kriem is a PhD student at the University of Melbourne, working on mobile telephony in Morocco.

Janey Gordon – The mobile phone and the public sphere

This paper seeks to explore the influence of the mobile phone on the public sphere, in particular with regard to its effect on news agendas, gatekeepers and primary definers.

The essential characteristic of the mobile phone is that it is mobile; it travels with us, like a communications Swiss army knife. Unlike Captain Kirk's communicator, it does not yet actually 'beam' us up and take us home, but it gives users links to the outside world, family and friends not only in routine daily circumstances, but also in unusual or extreme situations.

At times of calamity, national and personal, we see the mobile phone used to document and report events from eyewitnesses and those closely involved. Using Multimedia messages (MMS) or text messages (SMS) to communities of friends and families, as well as audio phone calls, mobile phone users may precede and scoop official sources and circumvent censorship and news blackouts. They can also provide valuable evidence of what actually occurred.

Users are not only themselves in 'Perpetual Contact' (Katz and Aakhus 2002) but are also able to take pictures and short films and transmit these rapidly to others along with reports of what is happening where they are, as well as access other media broadcasts and the internet, depending on the model of phone. Users select their phones and additional services based on needs, whims and cost packages, but there is strong evidence that they may then make use of the phone in unexpected and unforeseen ways.

Using the examples of the London bombings (July 2005), the south east Asian tsunami (December 2004) and the Chinese SARS outbreak (2003), the hypothesis of this paper is that the mobile phone is challenging conventional and official sources of information. Our ways of examining news agenda, primary definers of news, and news gatekeepers may need redefinition, as the mobile phone becomes a tool of the public sphere.

Author details:

Janey Gordon is Principal lecturer, CETL Fellow, at University of Bedfordshire.

Bram Lievens, Wendy Van den Broeck & Jo Pierson – The mobile (r)evolution in everyday life: A border crossing between public and private space?

We are experiencing an evolution towards a multi-platform environment where different types of media content can be consumed on a range of devices. Mobile devices are becoming full multimedia devices: they become a television set, a computer, a (photo/video) camera and a radio, all in one. With the enrolment of these types of services and applications, network operators and content providers are invading and mixing the different spheres of media usage: home, work and on the road. But is this what the user wants or needs? Will the user follow the technological path from the developers? Will this lead to a social shift or do old habits indeed die hard?

Author details:

Bram Lievens has a bachelor degree in social and cultural work as well as a master degree in communication science. After a brief period of working for a local authority he started to work he joined

the IBBT-SMIT as a researcher. His main expertise is within the field of domestication research and living labs related to new media. Currently he is working on different interdisciplinary projects regarding new and emerging technologies, services and applications, mainly within a mobile environment.

Wendy Van den Broeck is a researcher at IBBT-SMIT. Her research focus and expertise is on the use of innovative media technologies, mostly in residential contexts.

Dr. Jo Pierson is senior researcher at IBBT-SMIT, involved in innovation strategic research on the use of media technologies at home, at work and in public settings. He lectures bachelor and master courses on socio-economic issues of the information society and on qualitative research methods at the Vrije Universiteit Brussel (VUB) in the department of Communication Studies (Faculty of Arts and Philosophy).

PANEL 6: DESIGN & CONTEXT

Chair: Lisa Gye

Silvia Elaluf-Calderwood and Carsten Sørensen – Connected Presence and Mobile Media Content: A Tale for Contextual and Situated Choice

Mobile media design has for a long time been associated with the idea of enhancing the mobile user experience of liquid modernity that allows temporal and spatial leisure. Now mobile media designers are confronted with the ability to distribute content through mobile devices and the question that arises is which content to deliver and to whom?

Studies of mobility over the last 10 years have been orientated towards ways to describe those apparently idle times that are available to mobile users when at work and in possession of a mobile artefact. Hence the focus on studies of how these mobile audiences have used the technology (examples: texting, mms, mobile video).

This tale of the use of the mobile phone is not sufficiently narrative to describe how those devices have been used in our times and how the contextual and spatial settings of the mobile user can influence their choices of mobile media content within their reach. We propose that mobile media designers ought to reconsider their view of who they are designing mobile artefacts for, and collect for mobile design the voices and claims not only of the mobile users focus on leisure but who use mobile devices for work. This approach to mobile design can potentially provide a more satisfactory experience for mobile users of the content provided by such devices.

This paper is based on ethnomethodological research on the use of mobile media for communication and/or building of communities between peers doing mobile work. The data available reflects upon the reasons why mobile users at work use content (browsing, searching specific topics) and depending upon the activity they are engaged in at work (such as driving) some of the mobile content offered by mobile media (such as mobile TV) might be irrelevant for their everyday activities.

Author details:

Silvia Elaluf-Calderwood and **Carsten Sørensen** are from the Department of Information Systems at London School of Economics and Political Science: <http://mobility.is.lse.ac.uk>

Roman Onufrijchuk & Florence Chee – Mobilizing methodology: The application of Techno-Experiential Design Assessment (TEDA) to global modes of communication

In this paper we introduce the capabilities of Techno-Experiential Design Assessment (TEDA), a systematic and comprehensive research and foresight methodology designed to assist looking at the social and cultural issues accompanying a specific technology. The methodology was developed and beta-tested in a collaboration between New Media Innovation Centre (NewMIC) and Centre for Policy Research on Science and Technology (CPROST) at Simon Fraser University, Canada. Developed for use by research and design communities in industry, academia, as well as governmental and non-governmental organizations, TEDA provides a mapping of the potential “fit” and unforeseen effects of the introduction of a new media form or service/experience on a given demographic variable.

The TEDA methodology builds on a framework combining social science methods, a focus on the experiential aspects of technology practice indebted to the Continental human sciences, and the Canadian paradigm in communication studies as synthesized by Marshall McLuhan. The methodology enables researchers to systematically explore technological implications across a wide range of human experience, potentially uncovering areas of threat and/or opportunity emerging from the introduction of new technologies and services.

We examine the role of mobility in the methodology's structure and data acquisition and interpretation protocols. Within the context of the overall TEDA approach, mobility as a setting, orientation, state and practice, provide researchers with a matrix integrating their research design or findings in the full compass of a demographic group's relational ecology. We will show how application of the method to comparative cultural analysis and beta testing by scholars and industry researchers suggests usefulness at a number of stages, though primarily in research planning, secondary and support data assembly and interpretation, and shaping of research protocols.

Author details:

Dr. Roman Onufrijchuk is University Research Associate, Centre for Policy Research on Science and Technology, and member of faculty at the School of Communication, Simon Fraser University. A former broadcaster, he has taught at Simon Fraser University as well as in Eastern Europe and the Middle East. His research interests and publications are concerned with social and experiential dimensions of new media, the history of media, and the Canadian paradigm in media studies. Dr. Onufrijchuk developed the Ethos Protocol and was Lead Scientist on the team articulating and beta testing the TEDA methodology.

Florence Chee is a PhD Candidate in the School of Communication and Researcher at the Centre for Policy Research on Science and Technology (CPROST) at Simon Fraser University. As a communications anthropologist, her research interests focus on the ethnographic investigation of how users define themselves socially amidst their technologies and local cultural contexts.

Jennie Carroll – Constructing personal experience infrastructures for people on the move

There are diverse visions for the future of computing. Technologists have described the 'world as network' where inbuilt computing is intimately and invisibly entwined in all aspects of life. Marketers sell the commercial opportunities of (intelligent, context-aware) devices, (media-rich, ever-available) content and (seamlessly-linked, irresistible) applications. Corporate investors have shifted their focus from media convergence and 3G networks to the perceived profits of content delivery. These visions are derived from imagined applications of the capabilities of technology rather than the desires and needs of the users of technology. This paper presents an alternative vision, one that is grounded in a series of field studies of people's technology use while mobile and informed by current trends in creative applications of technology. It suggests that people are constructing their own 'personal experience infrastructures' by appropriating available technologies, mixing and matching them to meet their immediate situated needs and populating them with content that resonates with their experiences. These infrastructures have unfolded as a result of people's improvisations and adaptations of the technologies to hand. Personal experience infrastructures are constructed to support, enhance and express people's everyday lived experience; they reflect personal needs, preferences and identities; and they are infrastructures composed of various devices, applications, media and data.

The concept of a personal experience infrastructure provides a way of theorising about current trends in mobility. It accounts for the popularity of user-authored content evident in podcasting, blogging and mobile phone movies. It also indicates that convergence centres not on function-laden mobile devices or media-rich commercial content but on the human user who brings together diverse technologies, applications and media to construct an individually-tailored infrastructure that supports and enhances personal experience.

Author details:

Jennie Carroll is a Senior Lecturer in Business Information Systems at the University of Sydney. Her main research focus is the appropriation of technology and, in collaboration with colleagues and PhD students, she has examined the appropriation of information systems in organisational contexts, software in educational contexts and mobile devices by various user cohorts. Jennie's research has been published in a range of journals and international and national conferences.

KEYNOTE PLENARY 3 & 4

Chair: Larissa Hjorth

DONG HOO LEE — RE-IMAGINING URBAN SPACE: MOBILITY, CONNECTIVITY, AND A SENSE OF PLACE

Photography is a distinct symbol of recording, interpreting, and reproducing messages. As a technology of memory, representation, and expression, it has constituted part of our everyday communication environments. However, its cultural practices and significances have been reinvented by changes in its dominant technological forms from the analogue to the digital, its re-mediation via information communication technologies (ICTs) such as mobile phones and the Internet. Portable digital cameras have enabled people to record moments from their everyday lives and the scenes they witness on the move, making the world in private and public spaces more visible and transparent. The ICTs which extend an individual's ability for personal and social communicability have relocated photographic images in various communication settings, including one's own handsets, picture messages, photoblogs, moblogs, and online bulletin boards. As the activities of taking pictures by portable digital cameras or camera phones and transacting them via wire or wireless networks have been incorporated in people's daily experiences, they have transformed what photographs have traditionally meant for people as well as how photographing has been performed.

As digital images created by users have proliferated on the web, those that have captured people's spatial experiences have become one of main sources of creative online content. Especially when they have been linked to web-based geographical maps, they have become an unprecedented source for geographical information. This study attempts to look at the ways in which urban experiences, captured by people's portable digital cameras or camera phones, have been registered and constellated within the map on the web. It examines a new form of geographical information created by ordinary people, which tends to expand the existing role of maps. For this investigation, I will study *Cyworld* (<http://cyworld.nate.com>), one of Korea's leading online social networks similar to *MySpace*, whose map service has provided a platform for geospatial images created by the users. This specific instance will give us a venue to analyze the interconnection between people's photo-taking practices, their online activities, and the emerging geospatial imagery. By analyzing the ways in which the expanding geographic information has been constructed, as well as how it has defined urban spaces and people's relations with them, I will discuss the role of technologies that affect and even restructure people's sense of place in the city.

Author details:

Dong-Hoo Lee is an associate professor in the Department of Mass Communication at University of Incheon in Korea. She received her doctorate from the department of culture and communication at New York University. She has published articles on transnational television culture in Asia as well as new media culture in Korea. Her research interests include media flow in the age of globalization, the cultural consequences of new communication technology, and medium theory.

RAUL PERTIERRA — ICT AND THE TRANSFORMATION OF THE SPHERE OF THE SOCIAL

The social sciences arose as a response to societal transformations no longer amenable to traditional explanatory paradigms. Supernatural and other conventional models for human action needed to be redefined in the context of spreading literacy, colonial discoveries, economic expansion and political reforms. The social sciences provided more adequate models to explain the changes brought about by the industrial revolution. Many are now claiming that ICT is bringing about fundamental changes to contemporary society. If so, corresponding changes may be expected in social science models.

This paper examines some of these changes in the case of the Philippines. Notions of society, culture, the nation-state and the self are being redefined following the growing use of mobile phones and the Internet. More adequate theorization of these categories will be discussed in the paper based on empirical data on ICT use.

Author details:

Dr. Raul Pertierra is a visiting professor at the Asian Center, University of the Philippines as well as in the Department of Sociology & Anthropology, Ateneo de Manila University. He has written extensively on politics, religion and social theory in the leading sociology/anthropology journals. More recently, he has published studies on mobile phones and the Internet, *Transformative Technologies: Altered Selves - Mobile Phone and Internet use in the Philippines* (De La Salle University Press, 2006).

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KEYNOTE PLENARY 5 & 6

Chair: Gerard Goggin

GENEVIEVE BELL

Author details:

Genevieve Bell is the director of Intel Corporation's User Experience Group in Portland, Oregon. She holds a PhD in cultural anthropology from Stanford University and has spent the last eight years as a researcher at Intel. She has conducted several multi-sited ethnographic research projects, in Asia and Europe, focusing on domestic and daily life in a range of urban centres. Working at the intersection of academia and industry her work is often provocative and deliberately challenging in order to shift accepted beliefs and infuse new understandings of daily life into larger questions about how to build better technology platforms.

STUART CUNNINGHAM — MOBILE MEDIA AND THE CREATIVE ECONOMY

Mobile media and the Internet offer fascinating opportunities for exciting work within cultural, communication and media studies. They also have attracted significant attention within new fields of economics and business analysis concerned with searching out the conditions for 'creative disruption' and the role of 'disruptive technologies' in contemporary societies.

This work focuses on how economies grow as complex open systems rather than on static allocative efficiency. It may also provide a clearer understanding of the way in which new technologies are integrated into an economy and the restructuring of organizations, industries, markets and consumer lifestyles the growth/change process requires. The hypothesis is that the digital content and applications end of the creative industries may be 'pure' cases of service sector innovation. They may play this role by integrating and transforming new technologies into new services and introducing variety in the economy by the continuous flows of novelty (in content or design, for example) into the broader economy.

This address will focus on introducing these new strands of economic thinking into the debate about the cultural, economic and social impacts and effects of mobile media and the Internet, while also exploring the implications of this approach for positioning the creative industries as a driver of innovation.

Author details:

Professor Stuart Cunningham is Director of the ARC Centre of Excellence for Creative Industries and Innovation, based at Queensland University of Technology. This centre draws on contributions across the humanities, creative arts and social sciences to help build a more dynamic and inclusive innovation system in Australia. He is known for his contributions to media, communications and cultural studies and works to promote their relevance to industry practice and government policy. He is the author or editor of several books and major reports, the latest (2006) being *The Media and Communications in Australia* (edited with Graeme Turner) and *What Price a Creative Economy?* He has served as a Commissioner of the Australian Film Commission and Chair of QPIX, Queensland's Screen Development Centre, and is currently Treasurer of the Australian Academy of the Humanities, a board member of the Council for Humanities, Arts and Social Sciences (CHASS), and a member of the Australian Research Council (ARC)'s College of Experts.

PANEL 7: YOUTH AND MOBILES

Chair: Leslie Haddon

Stephanie Hemelryk Donald & Damien Spry – Mobile Me: Approaches to mobile media use by children and young people

The impact of younger users on the mobile media is indicated by the development of technologically-based but culturally-driven forms of expression as well by as the popularity of networked, mediated interactivities in which participants are both producers and users.

In this paper we discuss the approach we are developing in an Australia Research Council funded research project with children and young people. We see our work as part of a larger effort to understand and support young people as users of mobile media. We advocate an approach centred on mobile literacies and mobile senses of place as informed by Silverstone's (1999) *Why Study the Media?*.

Author details:

Stephanie Hemelryk Donald is the Director of the Institute for International Studies at the University of Technology, Sydney. Her research focuses on the social and political impact and import of visual politics, with specific interests in film, children's media, gendered experience, China and internationalisation. Recent research projects have focussed on city branding on the West Pacific Rim, educational change and creativity, and children's film cultures. She is the author of *Public Secrets, Public Spaces: Cinema and Civility in China*, Lanham: Rowman and Littlefield, 2000; co-author of *The State of China Atlas* (second edition, 2005). Her book on children's film culture, *Little Friends: Children's Film and Media Culture in China*, was also published in 2005. She edited *Media in China: Consumption, Content and Crisis* (with Michael Keane and Yin Hong, 2002) and is the foundation editor of the Routledge-Curzon book series *Media, Culture and Social Change in Asia*.

Damien Spry is a doctoral candidate at the Institute for International Studies at the University of Technology, Sydney. His research examines social and political responses to the impact of mobile media on the lives of children and young people in Australia and Japan.

Shari Walsh, Katherine White & Ross Young – Young and connected: Psychological influences of mobile phone use amongst Australian youth

Current youth, aged 15 – 24 years, are the first generation to have grown up with mobile telephones and are the most prolific users of mobile telephones in our community. There is little research, however, examining the role of mobile phone use in young Australians' lives. Two studies investigating psychosocial factors influencing appropriate and inappropriate mobile phone use amongst Australian youth are reported.

The first study comprised a series of focus groups with 33 participants (mean age = 19.78 years). Qualitative analysis revealed that the mobile phone provided a number of psychological benefits such as feelings of safety and security, particularly for females; feelings of belonging and connectedness to others; and expanded social identity networks. In addition to benefits identified, some negative consequences were also revealed, with symptoms of behavioural addiction (cognitive and behavioural salience; withdrawal; tolerance; euphoria; and conflict with other activities) being indicated amongst young Australian mobile phone users.

In the second study, approximately 500 participants completed a questionnaire comprising items measuring patterns of mobile phone use (e.g. level of use, cost of plan); items detailing symptoms that may reflect addictive use, and items measuring reasons for use (e.g. fashion, safety, sociability). Results of the two studies assist in understanding how and why some young people engage in appropriate and inappropriate mobile phone use.

Author details:

Mrs Shari Walsh is a PhD scholar in the School of Psychology and Counselling at the Queensland University of Technology. Her PhD research examines the psychosocial factors differentiating appropriate and inappropriate mobile phone use. Shari has a Bachelor of Psychology (Honours). Her Honours' Thesis investigated the psychological underpinnings of mobile phone behaviour. Findings

from Shari's honours work have been published in Youth Studies Australia and accepted for publication in the Journal of Applied Social Psychology. Shari's research interests include mobile phone use, self and social identity, and the social development of youth.

Dr Katherine White is a Senior Lecturer in the School of Psychology and Counselling at the Queensland University of Technology. Dr Katherine White is a social psychologist whose research interests include attitude-behaviour relations, social identity, the prediction of health care behaviours and helping behaviours.

Professor Ross Young is the Executive Director, Institute of Health and Biomedical Innovation (IHBI), QUT and a Visiting Research Fellow at the Alcohol Research Center, University of California, Los Angeles. Professor Young is a Clinical Psychologist and his research interests lie in the integration of psychological and biological factors as risk factors in mental illness. His research includes work in substance misuse, schizophrenia, anxiety disorders and more broadly in behavioural medicine. Professor Young is widely published and has over 100 published papers in genetic, medical, psychiatric and psychological journals. He currently serves on Queensland State and Australian Bodies and Boards related to health issues.

Oscar Westlund – Internet and news in mobile devices – attitudes towards adoption among young adults.

The mobile phone has transformed into a multimedia mobile device that handles mobile internet beyond time and space. Sweden has one of the world's most developed third generation mobile telecommunications network, reaching 98 percent of the Swedish households. However, the adoption of mobile internet services has been slow. Considering the wide opportunities, this article seeks answers to why only a small number of Swedes use mobile internet and mobile internet news. What attributes are important when people acquire new mobile devices? What are their attitudes towards the mobile device as a multimedia and as a news media? Among the conclusions are that both tangible and intangible factors are important, especially factors such as form, function, costs and private integrity. The article is based upon empirical data from a qualitative study with 58 focus group respondents carried out in Sweden 2006.

Author details:

Oscar Westlund is a PhD candidate at the department for Journalism and Mass Communication at Göteborg University. He has conducted several audience studies focusing at mobile multimedia, Internet and news, applying both qualitative and quantitative methods. Westlund has a Master in Media and Communication Studies and also a Master in Theory of Science.

Christine Satchell, Dean Economou & Jeremy Smith – Keeping interaction natural

A three year empirical study into 35 young people's use of mobile phones in Melbourne, Australia examined how real life friendships are formed and explored the ways in which young people identify themselves through the interactions. The research revealed that the mobile artifact brings with it more than communication, it brings powerful notions of personalization and identity. This represents a considerable challenge for the design of new mobile technologies and indicates that designers must look beyond 'efficiency' and function' to more abstract notions such as 'identity' and friendship'. This paper describes the process through which the empirical study lead to the development of a series of mobile phone prototypes, which, taking cues from user led innovation, provide multiple avatars that allow individuals to define and manage their own virtual identity. It then explores the challenges of designing for mobile phone architectures.

Author details:

The authors are all associated with the Smart Internet CRC: www.smartinternet.com.au

PANEL 8: INTIMACIES AND CONNECTIONS

Chair: Raul Pertierra

Angel Lin, John Erni & Avin Tong – New communicative practices: The role of text-messaging in negotiating gender and romance relations

Although men were early adopters of mobile phones, teen women are more adhered to the literacy stylistics of texting culture (Ling, 2004). It is found that significantly more females use SMS than males (Lin and Lo, 2004; Ling, 2004; Reid and Reid, 2003). This paper reports findings of a study on a group of Hong Kong college students who are regular users of SMS (Short Message Service). We shall compare and contrast the communicative practices of male and female students, and how they use this new media technology to negotiate different forms of social and gender relations. In particular, we shall examine the role SMS plays in initiating, sustaining and terminating romance relationships, as well as the changes it has brought about in the traditional romance narrative.

Author details:

Angel Lin is an associate professor in the Faculty of Education at the Chinese University in Hong Kong. She received her Ph.D. from the Ontario Institute for Studies in Education, University of Toronto, Canada in 1996. Since then she has been working in the areas of critical discourse analysis, urban and school ethnography, feminist media studies, new media literacies, and youth cultural studies.

Kate Crawford — Oh, inverted world: mobile media typecasting and connected intimacy

As mobile media forms become increasingly popular, iconic technologies such as mobile phones and iPods are being associated with 'problematic' forms of youth. In the popular press, mobile media are blamed for socially isolated 20-somethings (Fenech 2006), loss of concentration (Poldrack 2006), delayed adulthood (Ellen 2006) and a decreasing capacity to relate to face-to-face communication (Chiang and Long 2005). Familiar youth panics are now being translated into technological iterations, in a continuation of what Saeko Ishita calls "the unhappy marriage of youth and media theory" (1998). But a growing body of evidence indicates that rather than breaking social bonds and creating atomised individuals, mobile media are establishing new forms of friendship and "full-time intimacy" (Ito 2005). Different contours are being drawn around private and public space as trains, streets and cafés become personal spaces for listening to music, watching videos and sending text messages. Extended and dispersed social networks allow for new forms of technological polyvocality. This paper will look at the media narratives around social exclusion and infantilisation in relation to mobile media, and how emerging concepts of friendship networks and connected intimacy can offer different analytic perspectives.

Author details:

Crawford was appointed to the Media and Communications Department, the University of Sydney in 2002 and has an extensive background as a researcher and writer in new media, politics and culture. She is the author of *Adult Themes: Rewriting the Rules of Adulthood* (Macmillan, 2006), which looks at the figuring of contemporary adulthood and the changing norms around work, property, family, politics and ethics. She received the Manning Clark House National Cultural Award for *Adult Themes* in 2006. Crawford has worked as a journalist in the US and Australia in both print and online publications (including *The Sydney Morning Herald* and New York-based *The 451*), was the presenter of ABC-TV series SET (2006) and is a regularly invited commentator for Radio National. Crawford is also a music producer, and is widely known for her work in groups such as B(if)tek and Clone. She is currently completing a PhD on representations of adulthood and is co-authoring a book on new media (Palgrave, 2007).

Randy Jay C. Solis – Mobile romance: Exploring a new landscape for courtship in the Philippines

The adoption of text messaging in the Philippines and the realization of the technology's vast potentials for interconnectivity raise concerns about the yet unseen consequences of the technology to culture, gender and sexuality. Cognizant of the contributions of the messaging medium to romance (Solis, 2006), this extension study elevated the interpersonal experience on a cultural platform. This qualitative research explored the distinct contributions of the

texting technology in providing for a new landscape for “pagliligawan” or courtship in the Philippines. The study's primary finding is that indeed, traditional expressions of love and courtship have been significantly changed and re-defined with the advent of the mobile technology. Moreover, these customs are expanding to adjust to the growing complexities of the information age such as the movement to the mutuality and inclusiveness of gender as well as to a more conscientious and autonomous way of choosing one's love.

Author details:

Randy Jay C. Solis is an Instructor from the Ateneo de Manila University. He obtained his undergraduate degree in Management (2001) and Master's degree in Communication (2005) from the Ateneo. He presently teaches research in the Department of Communication. Aside from teaching, Randy Solis also engages in training and consultancy work with organizations like the UNICEF-Philippines. He has recently presented a related paper on *mobile romance* during the *Mobile and Pop Culture in Asia* 2006 Conference in Gwangju Korea. He is a Research Associate of the Institute for Philippine Culture and a member of the Philippine Association for Media Education and the Philippine ICT Research Network. He is also a freelance performing artist for dance and theater.

Scott Rickard – The intimacy paradox: The mobile phone as a dialogic communication device among family

Voice is one of the most intimate forms of communication and the mobile phone is considered the most intimate of the dialogic communication technologies. Yet, despite the range of sophisticated features and possibilities for personalisation available on most mobile phones, the most preferred method of communicating across generations of families is its most basic communication function, the telephone. While this outcome might not strike some as surprising, it raises an interesting question. Why do families prefer 'voice' to other communication functions available on mobile phones? If families are considered personal communities, then communication between individual members is likely to be frequent and intimate. As Kenneth Gergen contends, “one's communication time is increasingly spent in the presence of ‘those who matter’” (2002, 238). Yet, the mobile phone a technology which is capable of receiving and sending intimate words, sounds and images, is used by an intimate group of users mainly for voice. I have called this, the 'intimacy paradox'.

What might be the reasons families prefer voice? It may be that for families, the use of its camera and mobile applications, SMS, MMS, combined with integrated online services such as photo albums, blogs, and websites is the key to *maintaining* intimacy?

The 'intimacy paradox' is explored in this paper by providing an overview of initial research into the ways in which individual family members bond and connect with each other using the mobile phone. Families as a user group provide a fascinating study because of their varying responses, adoption and usage of mobiles across the generations. The results of this research are presented within the context of generational differences, gender, and differences in technological skill, and analysed with reference to the work of Chantal de Gournay and Kenneth Gergen.

Author details:

Scott Rickard is a PhD candidate with the National Centre for Australian Studies at Monash University. Her thesis, 'Dwelling with technology: generational communication using digital technologies' examines the ways in which families communicate using the internet and mobile phones.

PANEL 9: REGULATION & POLITICS

Chair: Axel Bruns

Melissa Gregg – Work where you want: The labour politics of the mobile office

New media technologies are often marketed as liberating people from the workplace, providing freedom and flexibility in meeting work obligations. Communication technologies in particular make working from home increasingly possible: wireless-enabled laptops, mobile phones and PDAs make any space a potential site for paid labour. These changes require renewed critical attention to the questions of how work is performed, where and by whom, to gauge the impact of mobile communication platforms on the community more broadly. The autonomous, flexible work practices made possible by these technologies certainly create convenience for professional office workers leading increasingly busy lives. At the same time they also bring the potential for new forms of imposition, exploitation and self-surveillance which impact on previous distinctions between work and home life as well as dominant social attitudes towards work's proper location.

This paper analyses these changes to workplace culture in the shift towards 'ubiquitous' or 'pervasive' computing. It is particularly interested in the role of mobile communication technologies in legitimizing the current hegemony of flexible labour as ideal, especially when this appears as a pragmatic solution to the unequal amount of unpaid labour performed by women. Flexibility rhetoric provides a convenient and euphemistic vocabulary for what wider society still takes to be 'natural' gender preferences regarding child-rearing and homemaking. To understand the limits of this framing in the context of feminist movements of the past few decades however requires a more thoroughgoing interrogation of commonsense philosophies of labour politics.

Author details:

Melissa Gregg completed her PhD in the Department of Gender Studies at the University of Sydney. Her research spans interests in cultural studies, media studies, feminism, politics and critical theory. Gregg's PhD, *Scholarly Affect: Voices of Intervention in Cultural Studies*, considered the history of cultural studies in terms of its impact on discursive conventions in the academy. The book version, *Cultural Studies' Affective Voices*, is published by Palgrave MacMillan.

Gregg is Organizational Secretary and Australia/New Zealand representative for the Association for Cultural Studies and part of the Editorial Collective for *Continuum: Journal of Media and Cultural Studies*. Her current projects include *The Affect Reader* (edited with Greg Seigworth, forthcoming Duke UP) and *Broadcast Yourself: Presence, Intimacy and Community Online* (with Catherine Driscoll).

Melissa de Zwart, David Lindsay and Sharon Rodrick – Mobile phones: Copyright in content

Uptake of 3G phones will be fuelled by consumer demand for access to a broad range of content which can be 'personalised' and 'shared'. Mobile phones are increasingly marketed as portable communications devices, incorporating phone, camera, music and television. Some careful thought has to be given to how copyright interests in such content may be protected whilst satisfying consumer demand. Some lessons may be learnt from the recent court decisions involving peer-2-peer technology. DRM may provide some solutions to the problem of safe distribution of copyright material, provided issues of proprietary standards do not get in the way of allowing users to access and share content, prompting them to access material from non-authorised sources.

Author details:

Melissa de Zwart is *Senior Lecturer, Law Faculty, Monash University*, BA (Hons), LLB (Hons), LLM (Melb), PhD (Monash). Melissa teaches and researches in the areas of copyright and the Internet. Her thesis considered the interaction between copyright and contract and the role of fair dealing in the digital environment. She has published numerous articles on copyright, fair dealing, technological protection measures and the regulation of content on the Internet.

David Lindsay is *Senior Lecturer, Law Faculty, Monash University*, BA, LLB (Syd), LLM (Melb) is an expert in copyright, privacy law and communications law. He is the author of a forthcoming book on *International Domain Name Governance and Dispute Resolution*. He has written many articles in the

areas of copyright, privacy and communications law, including articles on technological protection measures and intermediary liability.

Sharon Rodrick is *Senior Lecturer, Law Faculty, Monash University*, BA, LLB (Hons), LLM (Melb). Sharon teaches and researches in media law. She is the co-author, with Des Butler, of the textbook *Australian Media Law*. Her masters thesis considered the ownership and control and licensing of pay television in Australia.

Claudio Feijóo, José Luis Gomez-Barroso & Ana-Ángeles Marin – Why YouTube cannot exist in a European mobile: The European regulatory strategy on mobile services of content access

In the audiovisual content provision market, the Internet model has served as a launcher for numerous innovative services which have quickly reached a notable repercussion both in the society and in the markets.

As user demands move towards a mobility and ubiquity scenario for content access, the idea of transferring these services and successful business models to the new generations of mobile communications systems becomes increasingly attractive.

However, the fact that the regulatory model of European electronic communications is installed in a “walled garden” model has direct implications on the resulting model. Within the current framework, a specific regulatory treatment for mobile and a well-known regulatory asymmetry as regards the treatment of fixed infrastructures have been privileged. The result has been an obvious vertical integration between mobile infrastructures, services and applications. It can also be said that the policies developed for the promotion of the mobile communications sector have not been completely aligned with the competition maximisation model typically in force.

Author details:

Claudio Feijóo gained his Telecommunications Engineer and Ph. D. in Telecommunications Engineering from the Universidad Politécnica de Madrid. Currently he is a Professor at ETSI de Telecomunicación de Madrid. Dr. Feijóo is co-author of several books and articles in international technical journals and conferences. He has also participated in different public and private research projects for the main organizations and companies of the Spanish Information and Communications Technologies sector. His present interests include the development and prospective of new services and infrastructures and their regulation. Dr. Feijóo has been member of the Spain’s Information Analysis Group and was appointed as Special Adviser for the State Secretariat of Telecommunications and Information Society at the Spanish Administration. He also led the EU Twinning project between the Spanish and Latvian Administration for regulation and market development in electronic communications. Currently, he is the chairman of the Spanish Telecommunications Regulation Group (GRETEL).

José Luis Gómez-Barroso is an Assistant Professor at the Universidad Nacional de Educación a Distancia (UNED). He holds a degree and a PhD in economics from the Universidad Nacional de Educación a Distancia (UNED). He also received a degree in telecommunication engineering from the Universidad Politécnica de Madrid, as well as another degree in law from the Universidad Complutense. His teaching and research interests are in the area of telecommunications regulation and public aspects of the development of information society. Dr. Gómez Barroso is a member of the Spanish Telecommunications Regulation Group (GRETEL).

Ana-Ángeles Marín, gained her degree in Telecommunications Engineering from the Universidad Politécnica de Madrid in 2005. Currently she is a PhD student in the Universidad Nacional de Educación a Distancia (UNED). Her main interests are focused on the electronic communications market development, regulation and policy. She is also member of Spanish telecommunications regulation group (GRETEL).

PANEL 10: MOBILES & THE URBAN

Chair: Jonathan Donner

Jack Linchuan Qiu – Wireless working-class ICTs and the Chinese informational city

Wireless working-class ICTs are low-end wireless solutions serving the “information have-less”, an emerging social group that plays a definitive role in the lower strata of the evolving Chinese informational city. This paper provides an overview of wireless working-class ICTs in urban China by exploring several questions: How has the mobile phone changed from an elite device to a working-class ICT? What are these wireless services and their characteristics? How and why did they emerge? What are the associated challenges and problems of this techno-social emergence and its implications for the development of informational city in China and elsewhere?

Author details:

Dr. Qiu is an assistant professor at the School of Journalism and Communication, Chinese University of Hong Kong. His academic interests include Internet and society, information and communication technologies (ICTs) and public sphere, late capitalism, globalization, grassroots media, China, and the Asian Pacific. Currently, Dr. Qiu is conducting research on the spatial and class formations of ICTs in China's key city-regions and the social practices of wireless technologies in Asia.

His publications include many research articles, book chapters, and review essays in *Communication Research*, *the International Journal of Communications Law & Policy*, *the Journal of Communication Inquiry*, *China Information*, *Cardozo Arts & Entertainment Law Journal*, *Information Communication & Society*, *Online Journalism Review*, *Japan Media Review*, *Global Civil Society Yearbook*, *Twenty-First Century* (in Chinese) and *Journalism and Communication Studies* (in Chinese). He co-authored *Mobile Communication and Society: A Global Perspective* (MIT Press, 2006) with Manuel Castells, Mireia Fernandez-Ardevol, and Araba Sey.

Alice Crawford — Mobile social software and the erotico of urban life: ‘Ain’t no love(gety) in the heart of the city’

The intersection of mobile and Internet technology has made possible a migration of “social software” from the computer screen to the streets. Until quite recently, powerful “social software” applications such as friendster, MySpace, and the like were constrained to computer screens, connecting people across distances but doing little to directly facilitate connections within particular physical locales. With the advent of low-power wireless connectivity protocols such as Bluetooth, however, mobile technology can be utilized to create ad-hoc networks between people co-located in physical space, thereby transforming the experience of sharing space with “strangers.”

The implications of mobile social software are perhaps most interesting in the context of urban life, one of the hallmarks of which is the inevitability and necessity of encountering strangers. Since the mid-90s, a number of devices and applications have been proposed to utilize IT in these encounters, including but not limited to Lovegety, Gaydar, Social Net, Dodgeball, and, more recently, MIT's Serendipity. Not surprisingly, among the various proposed uses of these technologies, facilitating romantic and sexual encounters is more often than not in the foreground.

Perhaps it would be useful to ask, what kind of a space does this create for encounters with difference? As the political theorist Iris Marion Young has convincingly argued, urban life can, at its best, provide a model for communal life by creating, quite literally, spaces for us to encounter difference (in age, ethnicity, taste, sexuality, religion, class, race, etc.) – to be surprised by it, open to it, playful with it, and, in her own words, appreciative of “diverse cultural expressions that [we] do not share and do not fully understand” (Young, “City Life,” p. 269). Iconic amongst these encounters and most powerful is the erotic. Social software has done a brilliant job of connecting like with like -- how might mobile social software facilitate (or hinder) the possibility for passionate encounters with those *unlike* ourselves, and what might the implications of this be for urban life?

Author details:

Alice Crawford's current research focuses on the role of information and communication technologies in the re-constitution of urban life and of gendered patterns of labor, leisure, and sexuality. She has taught in Communication and Media, Digital Design, and Women's Studies programs, and has worked as an information designer.

Maria N. Stukoff — Mobile public art and the urban screen

'Art in the Public Realm' is an increasingly influential part of Britain's buoyant Urban Renaissance, shaping innovative perspectives of art practices in the built environment. With the proliferation of wireless communication technologies seamlessly woven into civic architectures, the concept of the networked city is fast becoming a "new artistic canvas" (Hemment, 2006).

The paper will focus on "blu_box", a practice-based component of a PhD research into Emergent New Media Art practices, concerned with situating wireless and mobile networks into an Art in the Public Realm debate. "blu_box" is a Bluetooth-enabled mobile broadcasting platform. With the potential of the mobile screen to reach a global audience of billions at any given moment, the mobile phone can be considered the largest interactive screening platform in the public domain today. This research is commissioned by the Manchester Digital Development Agency (MDDA) interested to enliven the city sphere as an interactive playground.

Author details:

Maria N. Stukoff is an artist, curator and lecturer working in the field of interactive media art. She is currently a PhD researcher at Manchester Metropolitan University and lectures on the Narrative and the Moving Image Programme at the International Centre for Digital Content (ICDC), Liverpool John Moore's University. Her most recent art commissions explore proximity-based game environments using mobile technology.

PANEL 11: NEW TEXTUALITIES

Chair: Randy Jay C. Solis

Jayde Cahir – Text Messaging: A Private form of Communication?

Newspaper reports labelled text messaging as the medium which fuelled the Cronulla Riots, subsequently; measures were instigated to regulate this technology and its contribution to street assembly. The NSW State Government amendment of law enforcement legislation is a new form of regulation for mobile phones and the facility of text messaging that sacrifices privacy for public "safety". Notions of privacy will be explored through the attitudes and practices of ten adults that demonstrate how text messaging is used as a private form of communication not as an uncontrolled broadcast system requiring state intervention.

Author details:

Jayde Cahir is a PhD candidate at the Centre for Cultural Research, University of Western Sydney.

Naomi Baron & Rich Ling – Emerging patterns of American mobile phone use: Electronically mediated communication in transition

Mobile telephony in the United States is gaining ground against high adoption rates in other parts of the world as a medium for both talking and sending text messages. While there is research on the use of written forms of computer-mediated communication in the US using full keyboards (e.g., chat, email, instant messaging), we know relatively little about mobile telephony as an American form of electronically-mediated communication. To address this lacuna, we administered questionnaires using convenience sampling to American college students on two campuses regarding their use of mobile phones for both talking and texting. The results suggest that the mobile phone platform is still a medium in transition but that

some usage patterns may be gender-driven or economically-based, and that others may be distinctive to American culture.

Author Details:

Naomi S. Baron (Ph.D., Stanford University) is a professor of linguistics at American University in Washington, DC. Her research interests include electronically-mediated communication, the influence of technology on spoken and written language, and the history and structure of English. Author of *Alphabet to email: How written English evolved and where it's heading*, her forthcoming book is *Always on: Language in an online and mobile world*.

Rich Ling (Ph.D., University of Colorado) is a senior researcher at Telenor and holds an adjunct position at the University of Michigan. His interests include the social consequences of mobile telephony. He has authored the book *The mobile connection*, and along with Per Pedersen has co-edited *Mobile communications: Re-negotiation of the social sphere*. His forthcoming book is entitled *Mobile communication and the rise of bounded solidarity*.

Liu Cheng & Axel Bruns – Cell phone SMS news in Chinese newspaper groups: A case study of Yunnan Daily Press Group

As a new media form, the cell phone is known as the fifth media form in China, closely following newspaper, broadcast, TV, and the Internet. The SMS (short message services) value-added service is a profitable market in China.

The news which is published by the official newspaper groups represents the most authoritative information in China. In recent years, newspaper groups have set up their news SMS services as a way for traditional media to utilise the new media, to provide value-added information services. However, because this field is a comparatively new, developing market, and there was a lack of management experience and governance rules for service providers (SPs) at the initial stage, many SPs initially exploited an absence of rules to the disadvantage of their customers. A large number of complaints from SMS consumers were voiced in 2004 and 2005, and as a consequence the authorities utilized administrative and technological means to restrict the actions of SPs. This action meant that a number of SMS service providers had to withdraw from the market, and has forced the Chinese market for SMS news services into a phase of redevelopment. This paper outlines the development of SMS news services by the Yunnan Daily Press Group. It also investigates the potential for cell phone media to become one of the main channels through which news is accessed in China.

Author details:

Liu Cheng is a visiting scholar in the Creative Industries Faculty at Queensland University of Technology. He is the vice-director of the information and network centre of Yunnan Daily Press Group, Yunnan, China, with a special interest in Internet/online information services.

Dr Axel Bruns lectures in the Creative Industries Faculty at Queensland University of Technology in Brisbane, Australia. He is the author of *Gatewatching: Collaborative Online News Production* (New York: Peter Lang, 2005) and the editor of *Uses of Blogs* with Joanne Jacobs (New York: Peter Lang, 2006). He is currently developing *From Production to Producers: The Rise of Collaborative Content Creation*, forthcoming from Peter Lang in 2007/8. His book *Gatewatching* was nominated for the Communications Policy Research Award at Fordham University's Donald McGannon Communication Research Center.

PANEL 12: PLAYING THE MOBILE

Chair: Ingrid Richardson

Tom Apperley – Games without borders: Globalisation, gaming and mobility in Venezuela

Using fieldwork data from ethnographic research conducted between March and July 2005, this paper will examine the impact of mobile games on the videogames industry and audiences in Caracas, Venezuela. I will argue that mobile games represent a tactic through which Venezuelan game developers can create content This dovetails with the Venezuelan markets' readiness for mobile games due to the already largely public context of gaming,

which means that the conceptual shift that other videogame markets face with the development of the mobile game sector will be ameliorated.

Kerr and Flynn (2003) argue that the structure of the global videogames industry is such that it potentially prohibits many small countries from developing this sector. Lugo et. al. (2002), underscore the unevenness of the development of the videogames industry, noting that while Latin America lacked a significant stake in the development of software, it was significantly the location of the production of many Xboxes in Mexican *maquiladoras*. While the people of Venezuela – in this case – are able to participate in the global culture of videogames, they relied on content produced elsewhere (the North). Finn (2005) and Kerr (2006) both note that mobile games create a significant intervention in the industry model for videogame production and distribution, both in terms of the cost and time associated with production, and in terms of controls and restrictions based on licensing and distribution. Potentially, this sector offers countries excluded from producing game content an opportunity to foster local talent and creativity.

Hall (2005) describes the impact that mobile gaming has had on videogame content. Play takes place within a particular context defined by time and space, the stability of this model is challenged by mobile games, which can be played in numerous contexts. Further to Hall's understanding of context I will argue, based on my own experiences and observations, that culture and social bonds have a particular impact on context. Content, as in the type of game played has a strong correlation to these contexts. Particular contexts suit particular games (content), and vice versa, this explaining the ubiquity of certain games in Venezuela. Hall and Finn both point to the shift of videogames to the public sphere is the central contextual innovation of mobile gaming. This paper will argue that cultural context like that of Venezuela –where a considerable portion of videogaming takes place in public spaces already – is ready to be receptive of mobile games.

Author Details:

Tom Apperley has recently submitted his PhD (Media and Communications, University of Melbourne). His topic focuses on the role that the quotidian plays in contextualizing the experience of videogame play. During his research on this topic he conducted ethnographies, in Venezuela, Australia and online. He has worked as a casual lecturer in the Media and Communications Program at the University of Melbourne since 2006. blog: <http://tomsphd.blogspot.com/>

Larissa Hjorth – Domesticating new media: A discussion on locating mobile media

As convergence leaves its mark as this century's fin de siècle, the ultimate alibi in the rhetoric seems to be the mobile device. Once an extension of the landline, the mobile phone has grown to encompass multiple forms of media including camera, gaming platform, mp3 player and Internet portal. As we begin to chart the burgeoning phenomenon of mobile media, we must re-assess the methodologies and frameworks being used. How do we grapple with mobile media's interdisciplinary background? Should mobile media be framed in terms of the mobile communication and material cultures traditional that has forwarded the domestic technologies approach? Or should mobile media be equated with theories and practices of new media?

In this paper I will explore the marriage between the two traditions in order to conceptualize some of the paradoxes found in mobile media in terms of earlier ongoing processes. I then turn to one of the dominant repositories for exploring the meeting of new media and communication discourses, mobile gaming.

For the last five years pervasive mobile gaming has seen many mutations and various forms of contextualization from new media to game research and digital storytelling. Researchers and players alike have been drawn to this world where ideas and experiences of online and offline reality and game play can be merged. However, some of the most poignant lessons to be learnt involve a reflection on the politics of co-presence and desire. Many of these location-aware projects highlight the *delay* involved in the practice of *co-present immediacy*.

This paper will draw upon current discourses around mobile media and its co-inhabitation in both domestic technologies and new media discourses. The paper will turn to some examples of mobile media as new media and some of the challenges that this synergy entails. As this paper will argue, through mobile media we can gain insight into some of the recurring paradoxes that runs across disciplines and boundaries.

Author details:

Larissa Hjorth is a lecturer in the Games and Digital Art programs at RMIT University, Melbourne, Australia. In 2007 Hjorth is a research fellow at Yonsei University's Communication Research Institute, South Korea. Hjorth's main research interests include gendered customizing of mobile communication, gaming and virtual communities in the Asia-Pacific. Hjorth has published widely on the topic in journals such as *Journal of Intercultural Studies*, *Continuum*, *ACCESS*, *Convergence*, *Fibreculture* and *Southern Review* and has a forthcoming book on gendered mobile media in the Asia-Pacific region entitled, *The art of being mobile* (London, Routledge).

Michiel de Lange – Playful identities and the mobile phone

What is the influence of the mobile phone on identity? Philosophers (Ricoeur 1992; Taylor 1989) and social scientists (Geertz 1975; Giddens 1991) have described personal and cultural identities as narrative identities. We experience, express and reflexively understand ourselves by bringing discordant events into the unified plot of a narrative. Past, present and future are interlinked by telling stories about one's own life, about others and about the world. But does the narrative, with its roots in oral and written culture, fit our contemporary digital culture? Media-specific properties of the mobile phone challenge many aspects of narrative identities and promote 'playful identities'.

The mobile phone challenges the logical unity of the *narrative setting* since it allows us to act in multiple parallel contexts. Diversions and contradictions in our stories may surface as we switch back and forth between contexts (Geser 2004). Such rapid alterations of contexts resemble the playful performance switches between front-and backstage (Goffman 1959).

The mobile phone challenges the functional role of events in the *narrative plot*. Users often engage in seemingly trivial communicative exchanges with others. Unexpected events are highlighted and remembered. They are logged in phone memory and shared with others. Such reciprocal gifting may be called a kind of micro-narrativity (Hjorth 2005) but also has playful properties in its to-and-fro movement (Gadamer 1975), cooperative or competitive nature (Taylor & Harper 2002) and ironic negation of narrating as rational, reflexive and thoughtful.

The mobile phone challenges *narrative notions of character* like the promise (Ricoeur 1992) or commitment (Taylor 1989) which express the individual's intention to be a consistent person. Mobile phone users constantly readjust their promises. Others are consulted about the smallest matters. The mobile phone becomes a social lifeline (Fox 2001) or hotline (Fortunati in Katz & Aakhus 2002). Is the consistent *Unified Self* making way for a *Distributed Self* that only exists in communicative interplay?

Author details: Michiel de Lange is a PhD student in Philosophy at Erasmus University, Rotterdam

KEYNOTE PLENARY 7 & 8

Chair: Larissa Hjorth

RICH LING — MOBILE COMMUNICATION AND THE EMANCIPATION OF TEENS

The explosive growth and intense use of mobile telephony among teens is well documented.

This group has, in many countries, configured the way in which mobile communication is used and the way that it has entered into the culture. While the statistics of ownership and use tell a part of the story, they do not give the whole picture. They do not really let us understand why mobile communication has been adopted and used so extensively by this group. A major reason for this is that it plays into the emancipation of the teens. At a critical point in their lives, at the point where teens are in the process of establishing an independent identity, finding friends and lovers and learning how to deal with the exigencies of adult life, the mobile phone provides a form of personal communication that the teen controls. It provides direct access to peers and allows for coordination, phatic interaction and serves as a type of safety cord. In addition it adds flexibility to the coordination efforts within the family.

This paper will examine these issues and lay out how the mobile telephone has become an integral part of teen emancipation in many cultures.

Author details:

Rich Ling (Ph.D., University of Colorado) is a senior researcher at Telenor R&D and holds an adjunct position at the University of Michigan. His interests include the social consequences of mobile telephony. He has authored the book *The mobile connection*, and along with Per Pedersen has co-edited *Mobile communications: Re-negotiation of the social sphere*. His forthcoming book is *Mediated ritual communication*.

LESLIE HADDON — LOOKING FOR DIVERSITY: CHILDREN AND MOBILE PHONES

It is sometimes striking that many national studies of the use of mobile phones, and especially texting, by teenagers report somewhat similar practices. These include, for example, varieties of negotiation between parents and children over mobile use, parents attempts to monitor children by the mobile and sometimes teenagers resistance to this, the emergence of norms about texting between peers, changes in the organisation of meeting between peers through the use of the mobile, etc. But where do we find diversity in children's experience? What frameworks should we use to address this, what questions should we ask?

One starting point is some of the national specificities mentioned in certain research or observations about gender differences. But we should be able to go beyond this given the diversity of experience noted in studies of other ICTs. This presentation will review this material and address this issue, also raising questions about the study of pre-teens who have received less research attention to date. It will also ask about such variation in experience when looking to future scenarios where mobile devices take on yet more functionalities.

Author details:

Dr Leslie Haddon is a part-time Lecturer at Media@LSE where he teaches a course on Media, Technology and Everyday Life and is currently conducting research for the EU Kids Online Project. He is also Research Associate at the Oxford Internet Institute, a Visiting Research Associate at Chimera (University of Essex). Over the last 20 years he has worked chiefly on the social shaping and consumption of information and communication technologies, covering the topics of computers, games, telecoms, telework, intelligent homes, cable TV, mobile telephony and Internet use. In addition to numerous journal publications and book chapters, Haddon was co-author of *The Shape of Things to Consume: Bringing Information Technology into the Home* (with A. Cawson and I. Miles, Avebury, 1995), author of *Information and Communication Technologies in Everyday Life: A Concise Introduction and Research Guide* (Berg, 2004) and main editor of *Everyday Innovators, Researching the Role of Users in Shaping ICTs* (Springer, 2005).

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KEYNOTE PLENARY 9 & 10

Chair: Larissa Hjorth

MISA MATSUDA — MOBILE MEDIA AND TRANSFORMATION OF FAMILY

Drawing the attention and imagination of the general public – as well as the interest of researchers – the popularity of mobile media use has exploded in the latter half of 1990s. The influences of mobile media on the individual, personal relationships, family and society have been characterized in a variety of ways, both positively and negatively. However, people have also adapted mobile media in surprising ways. It is impossible to separate technology and society. All the phenomena that relate to mobile media are embedded in the particularities of specific cultural contexts.

In this paper, I will focus on the transformation of Japanese family – especially how parents-children relationships are mediated by the use of mobile media. Some may wonder why this topic with its Japanese specificity makes for keynote relevance to an audience from around the world. However, I am convinced that discussing this case study allows us to consider the different ways mobile media has been adopted and adapted; intrinsic if we are to comprehend the complex and dynamic relationship between technology and society.

In this way, the paper draws on the social construction theories. Before discussing family relations, I will describe the role mobile media plays in the growth of selective sociality between friends. Then I will argue how this model of selective sociality between friends operates also within familial relationships. This process must be understood and contextualized in terms of broader transformations within the contemporary Japanese family: specifically in terms of shifts towards “individualization” and “communicativeness”.

I will discuss a case study of elementary school children and how mobile phones are used in their family dynamics. Unlike adolescents, young children generally don't start to use mobile phones because *they* desire them. Rather, it is the parents who purchase them and urge to the children to use mobile phones for safety reasons. I discuss how this phenomenon has been instrumental in the increase in concern about children and the “aura of public insecurity”. In Japan, unrelated the *actual* crime rate, an “aura of public insecurity” has also become more pervasive discourse from the late 90s.

Author details:

Misa Matsuda is a professor at Chuo University (Japan) and was co-editor (with Mi. Ito and D. Okabe) on the seminal ethnology on, *Portable, Pedestrian: Mobile Phones in Japanese Life* (Cambridge, Mass.: MIT Press, 2005).

SHIN DONG KIM — FIVE FACES OF MOBILITY: PHYSICAL, POLITICAL, ECONOMIC, SOCIAL, AND CULTURAL

The recent advent of mobile communication seems to have greatly increased the mobility of contemporary society. Or is it the society at the beginning of 21st century that dictates greater mobility upon us? Existing research tend to suggests, implicitly or explicitly, that it usually, if not always, is the technologies of mobile communication that are pumping new tides into culture. But the development of modern capitalist society has been unfolded with the increase of mobility in every aspect. From physical mobility to political, economic, social and cultural mobility, it is perhaps not the technologies of mobile communication but the fundamental drive toward higher mobility that has shaped the current situation of mobile use. Like many other technologies, mobile media or the media that are contributing mobility are appropriated by different people for different purpose in different ways.

In this paper, I intend to focus on how mobility is constantly promoted through the deployment of new media in five dimensions of social organization. The paper will discuss how the concept of mobility is interrelated among five areas and attempt to show the compromising process of technological adoption and adaptation.

Author details:

Shin Dong Kim is a professor of communication at Hallym University, Korea, and is also serving as the director of the Institute for Communication Arts & Technology (iCat). His research and teaching interests in the last few years have covered the areas of mobile communication, transnational media consumption, media and politics, and culture technology. He has held visiting professorships at Dartmouth College, USA; Macquarie University, Australia; Ramkhamhaeng University, Thailand; University of the Philippines, and Sciences Po, France. Kim has published chapters in *Contemporary Television* (Sage 1996), *Handbook of the Media in Asia* (Sage 2002), *Perpetual Contact* (2002 Cambridge), *Mobile Democracy* (Passagen Verlag 2003), and so on. He is a founding member of the Asia's Future Initiative (AFI) <http://www.asiafuture.org/> where he relates his research and education with global cultural programs.

PANEL 13: MOBILE :: INTERNET :: COMPUTER

Chair: Shin Dong Kim

Harmeet Sawhney – Innovations at the edges: The impact of mobile technologies on the character of the Internet

New communication networks typically start as complementary systems that extend the reach of an established network to areas it could not penetrate. For instance, people had to walk to a telegraph office to send a telegraph and conversely a delivery person had to deliver a telegraph to home of the recipient. The telephone extended the reach of the telegraph to the homes of individual customers and thereby eliminated the need for hand delivery of messages. Similarly, cellular networks extended the reach of wireline networks to the places they could not reach--moving vehicles. Today, we are witnessing the growth of mobile networks that extend the reach of the Internet to mobile environments.

However, the similarity ends there in one very significant way.

In the past, the new technology came into play after the institutional arrangements for old technology had settled. The expansion of telegraph networks in the U.S. was chaotic until Western Union rationalized the industry. So, when Bell started developing telephone, he had to deal with an entrenched old network. Later, the cellular technology grew in the shadows of an entrenched Bell System, which by then was the dominant communications company. However, mobile technology has come into play while the Internet is still an unsettled technology.

The free wheeling character of the Internet has been under the assault of the rationalizing forces ever since the advent of e-commerce. It remains to be seen whether the Internet we know is only a "democratic moment" or will the libertarian forces prevail in keeping the Internet relatively open. It is an unsettled matter. Within this context, the advent of mobile technologies has added another dimension to the interplay of forces shaping the character of the Internet. On the one hand, we see the carry over of the libertarian impulse onto the bottom-up WiFi networks. On the other hand, we see 3G networks serving as vehicles for the introduction of the top-down logic at the edges of the Internet.

The proposed paper will look at how the developments in the edges, mobile arena, are impacting the developments within the core Internet. For instance, the concept of micro-payments pioneered by DoCoMo in I-Mode has been now appropriated by many national broadband development projects. I intend to identify other such movement of ideas from the edges to the core of the Internet and reflect on the impact they might have on the development of the overall Internet.

Author details:

Harmeet Sawhney is Associate Professor in the Department of Telecommunications at Indiana University. He is Editor in Chief of *The Information Society (TIS)* journal.

Jonathan Donner – Perspectives on mobiles and PCs: Attitudinal convergence and divergence from small business in urban India

What is a PC? What is a mobile telephone? Both terms are common in everyday speech and academic discussions. Yet each refers to complex sets of overlapping functions and forms. Indeed, as more media forms become available on mobiles, the terms are increasingly convergent.

This paper sheds additional light on this convergence, by examining individuals' perspectives about what constitutes a "personal computer" or a "mobile telephone". By (temporarily) forcing the assignment of various attributes to one device or the other, it allows us to identify users' distinct perspectives on the meaning of each common term.

The approach can be applied to any set of users. In this case, the study focuses on a relatively under-addressed group: operators of small and informal businesses in the developing world. These micro-entrepreneurs, with less than five employees, are quite common, and are theoretically interesting for three reasons. First, their success is an important input to broad-based economic development. Second, there is often blurring between microentrepreneurs' personal and business lives. Third, many of them are adopting these technologies for the first time.

The study will use a Q-sort, an exercise which first gathers a set of statements about a concept from a small set of 25-30 participants, and then asks each participant to prioritize the resulting set in the way they wish. Thus, the process identifies distinct but easily comparable perspectives on complex concepts. The Q-sort will be coupled with in-depth interviews, some occurring before the sort, some after, to provide additional detail on the perspectives, which are likely to draw on form and function in some unexpected ways.

The results will also be of interest to those concerned with the "digital divide", by providing additional insight into why mobile phone adoption is outpacing Internet/PC adoption among microentrepreneurs in the developing world.

Author details:

Jonathan Donner is a Researcher at Microsoft Research India in Bangalore, where he studies the social and economic impacts of mobile communication technologies in developing countries. Between 2003 and 2005, he was a Postdoctoral Research Fellow at the Earth Institute at Columbia University, where he participated in a project to develop a nationwide information system to support HIV/AIDS care and treatment in Rwanda. In 1999, he earned a doctorate in Communication Research from Stanford University. He has worked for Monitor Company and the OTF Group, both consultancies in Boston, MA.

Jeffrey Cook – Convergent and mobile futures: The politics of intimacy, XML and Everiware™

Looking out over the field of the cultural and technical communications ecology we can see the near and distant past only vaguely, and it will serve our purposes to clear up that vagueness a little in this paper.

We also see, fairly clearly, the current landscape of increasingly intimate and ubiquitous media – but more importantly – the increasingly intimate and ubiquitous *connections* between all of us; through the media of mobile, search, XML, RSS, SMS and P2P. This is perhaps where we will spend only a short time.

The third and main focus of this paper is the future: where we can almost *feel* rather than see the obscure outlines of the shape of convergent, mobile and other things to come. This

necessary obscurity – frustrating, given our raised expectations today of almost limitless vision thanks to new digital technologies of inspection – this obscurity need not be such a handicap if we put on better theoretical “glasses”; ones that account for not only the media objects and media subjects, but also the crucial inter-relational spaces of “inbetween”.

This paper is a view, from a distance, of why we are **not** being pushed or pulled by new convergent, mobile and personal media; and why this is a flawed paradigm which, through inversion of the actual situation, has distorted and slowed the development of new technologies and media.

Instead this paper’s position is that it is the legacy of the culture and politics of social assemblages: interest groups, corporations and governments; that is doing the pushing and pulling. Successful development in communications and media technology (the telephone, CB radio, internet, web, SMS, blogs) has followed a basic rule of culture first, technology second.

This paper is about the likely future of media and communications that will be everywhere, everywhen and everyone and how the new hyper interconnected power of the people – actors and actants in a network of new relations - will deal with this future in and on their own terms leaving, not only the technology, but also the corporation, educational institution and government, to follow behind.

Author details:

Jeffrey Cook is a lecturer and postgraduate student in the Digital Cultures program at the University of Sydney.

Yann Bona and Minerva Terrades – Wireless communities as a sociotechnical infrastructure to inhabit: Becoming expert, becoming a node

Wireless Communities emerge as an alternative to conventional Internet Service Providers (ISP) taking advantage of the recent development of cheap, standardized 802.11b WI-Fi devices to build growing clusters of linked, citywide networks. This metropolitan networking enables us to speak of a new production of space, a digital layer where rhythm, we will argue, instead of flux is the determinant value. How this space is being inhabited, produced and negotiated? Is there a new social imaginary about technology? What does it mean to inhabit a technological way of life?

Wireless Communities are dealing with low-tech solutions to create their networks and are based upon non-profit organizations. The way those communities think about technology may be a key feature to understand their preferences and their desires for others to share community resources. Those other actors must be taken into account when talking about wireless infrastructure. Failure to do so, will lead to a misunderstanding of how technology is being de-scripted, in-scripted and re-in-scripted far beyond the engineer's will. We will discuss those statements according to Actor-Network Theory, conceiving the social and the technological as a seamless web. Our conclusion are based on our active participation in a wireless community in Barcelona (Spain).

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PANEL 14: MOBILE TELEVISION

Chair: Lelia Green

Susan Luckman and Julia de Roeper – Future audiences for Australian stories: What tomorrow's audiences will watch in the digital age

With Australian content on digital media largely unprotected following the US-Australia Free Trade Agreement implemented in 2005, the ongoing viability of Australian drama is under threat from cheaper genres such as 'reality TV' and imported material, especially from the US. This has huge consequences not only in terms of lost employment and revenue, but also could signal the loss of Australian stories from our media screens.

With the successful maintenance of an Australian drama industry dependent upon its appeal to future audiences, this study will provide crucial information about changing media consumption patterns amongst the young people who constitute Australia's future audience. To do so, this research project brings together film industry and academic perspectives to work towards ensuring a future for local drama content in a mobile digital age.

This presentation will report on the early findings of the project which will provide crucial information about changing media consumption patterns amongst the young people who constitute Australia's future audience. In particular, the paper will report on the key issues facing the national film industry as it moves to explore the mobile form, and a mobile-based research data collection tool being developed in conjunction with the Kojo Group of media companies.

Author details:

Dr Susan Luckman and Dr de Roeper are Senior lecturers in School of Communication, Information and New Media at the University of South Australia. Luckman and de Roeper are currently working together on the following research project – *Future Audiences for Australian Stories: Investigating audience and industry perceptions of national narrative storytelling in the digital age*.

Glenn Westergren – Mobile TV: Evolution of the third screen

Broadband Internet access is creating new opportunities for content providers to deliver video to Third Screen media intake platforms such as the Apple iPhone and the computer desktop. New Zealand, with its long history of success in short filmmaking, provides a perfect test environment to conduct research into Third Screen video content production and delivery issues. New content forms, expanding upon TV and Cinema models, are required to fully define and engage this evolving video distribution model. These new templates will incorporate collaborative Web 2.0 social networking elements that empower end users to contribute and produce multimedia content on a basis not allowed by linear TV and Cinema formats. The research will be conducted via analysis of Gen Y user acceptance of Third Screen content using the participant observation model. Third Screen content pilots will be developed for user testing via a call for submissions from the NZ creative community.

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Glenn Westergren is a PhD Candidate at Massey, University Wellington.

Gerard Goggin — Inventing Mobile Television in Australia'

In this chapter I look at the development of mobile television as a new media form. Firstly I trace the history of mobile television, in both its early incarnation as portable television sets (devices and visions), and also how it was imagined in standards and policy development. Secondly, I look at the launch of 'official' mobile television by carriers, handset manufacturers, and television companies and channels from 2005 onwards. Thirdly, I consider what is specific about mobile television in its genres, forms, and audience practices. Although my

focus for this discussion is Australia, I also place this case in comparative international perspective.

Author details:

Gerard Goggin is an ARC Australian Research Fellow in the Department of Media and Communications, The University of Sydney. His books include *Internationalizing Internet Studies* (Routledge, 2008; with Mark McLelland), *Mobile Phone Cultures* (Routledge, 2007), and *Cell Phone Culture* (Routledge, 2006). From September 2007 he will be Professor of Digital Communication and Journalism in the new Centre for Social Research in Journalism and Communication at the University of New South Wales, Sydney, Australia.

PANEL 15: MOBILE MUSIC AND IMAGES

Chair: Harmeet Sawhney

Atau Tanaka, Petra Gemeinboeck & Ali Momeni – Net_Dérive: A participative artwork for mobile media

This paper describes the realization of an interactive musical artwork for mobile devices. Conceived for participative use from advanced mobile telephones techniques from interactive music are applied to new contexts specific to mobility. The result is an abstract narrative from audiovisual media captured in urban environments. By transposing the musical act from stage to street, we displace the locus of creation and creativity, not just physically, but socially. The lessons learned from the conception of the work as piece of art point out possible new paradigms in mobile media in general, and mobile music in particular. Alongside the conceptual description, we describe the real work implementation. Geographic localization techniques feed a dynamic audio-visual content generation process. Composing for such an environment is to look at the system as musical instrument, one that is a human/technological network of elements entering into musical interaction.

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Atau Tanaka is at Sony Computer Science Laboratory Paris. **Petra Gemeinboeck** is in the Key Centre of Design Computing and Cognition, University of Sydney. **Ali Momeni** in the Center for New Music and Audio Technologies (CNMAT), University of California at Berkeley.

Greg Schiemer & Mark Havryliv - Pocket Gamelan: interactive musical performance using mobile phones

The paper outlines the motivation, development and implementation of a system for composing and performing music with mobile phones. Development in our case has been focused on tuning systems that are not adequately served by existing musical performance interfaces based on twelve equal divisions of the octave. Future development will be driven by enhancements in Ultra-Wide Band technology. A graphic user interface for writing musical applications is used to develop mobile music applications. Public domain composition software called PD is used as a desk-top emulator as proof of concept before applications are exported to java. Thereafter applications are run from a java emulator before being loaded and launched on the mobile handset. The development environment includes a library of java classes developed by the authors for creating musical applications for mobile phone handsets. These will assist composers familiar with PD to develop new musical applications quickly. The tool set has opened the way for communities of musicians to drive the development of mobile phone technology. Our presentation will be complemented by a performance of *Mandala 4* composed for four mobile phones by one of the authors using four phones loaded with the application. In a performance lasting 8 minutes, phones are swung in a circular fashion to produce Doppler-shift. Each phone is mounted in a sling and swung on the end of a 2-metre cord. During performance some performers swing phones while others operate bluetooth controls to interact with flying phones. Each performer will require sufficient space to swing a phone. Because the sound level on each phone is low, the ideal venue is a resonant space that is relatively unaffected by traffic or industrial noise.

Mandala 4 can be previewed on <http://sonicconnections.uow.edu.au/mandala4.html>

Author details:

Greg Schiemer (Associate Professor, Faculty of Creative Arts, University of Wollongong) studied composition with Peter Sculthorpe graduating from Sydney University with Bachelor of Music in 1972. After a period working for Digital Equipment Australia, he lectured in electronic composition at the Canberra School of Music (1983-85) and the Sydney Conservatorium of Music (1986-2002). Much of his work is associated with musical applications of new technology since the early 1970s and is documented in John Jenkin's 22 Australian Composers.

Mark Havryliv is with the University of Wollongong.

Bo Gai – A local study of camera phones: The usage pattern and beyond

This paper attempts to study the camera phone use in Beijing from both the individual and the socialization perspectives. Based upon the analysis of usage patterns, we find that the camera phone contributes to the rise of individualism, which possibly challenges the conventional social norms in Chinese culture. However, the traditional values concerning family and blood ties are also being integrated into the use of this new convergent device.

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Bo Gai (M.A., Peking University) is a doctoral candidate at School of Journalism and Communication, Peking University, Beijing, P. R. China.

Helen Grace — Ephemeral Value: Aesthetics & Affect in Mobile Phone Photography

Substantial research has been undertaken globally on the use of mobile phones, and on mobile phone photography but to date relatively little systematic attention has been given to the nature of the photography which is produced & more recently attention seems to have passed to mobile phone movie-making - as if the ephemeral still images produced are regarded as being largely instrumental, devoid of aesthetic quality and entirely disposable.

This paper will propose a new form of value which takes account of the identifiable qualities of such image-making, attempting a descriptive framework identifying genres & noting distinctions between the purposes of small one-off images in the early history of photography (daguerreotypes, tin-types etc), later multiple image-making in the industrialization of vernacular photography (Kodak) and more recently in the proliferation of user-generated content especially in mobile phone photography.

Research on mobile phone photography has tended to focus predominantly on ethnographic aspects of the sociality of shared image-making, but my research turns its attention to the images themselves, not simply as manifestations of what Flusser calls the 'technical image' but more as instances of an aesthetic/affective ensemble, which is engaged in the development of a new value form radically different from conventional value systems based on discrete objects/commodities, stimulating acquisition & collecting. In the case of this 'ephemeral value', I argue that an aesthetics of the immaterial gives rise to a new contradiction of the commodity form, challenging the apparently overwhelming success of market values globally. This research is principally based on mobile phone photography in Hong Kong.

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Professor Helen Grace is in the Department of Cultural & Religious Studies, The Chinese University of Hong Kong.

PANEL 16: THEORISING MOBILE MEDIA

Chair: Melissa Gregg

Marsha Berry – Mobile phones, networked selves, media ecologies

Mobile phones are increasingly ubiquitous in the quotidian landscape of lived experience. They are personalised and transform everyday places and social practices. They move easily between the centre and periphery. They disrupt notions of 'here' and 'there' yet rely on a notion of a self that is networked, remediated and capable of being in more than one place at once. Mobile phones are always in the process of extending the habitus for its user. The rules for the use of mobile devices can never be reduced to a set of rules, rather users develop a feel for the game and the game itself is constantly becoming other.

Habitus is Bourdieu's notion and I propose to poach it and use it to explore mobile phones and networked selves as postmodern cultural phenomena in this paper. Bourdieu argues that our sensibilities, our aesthetics, morality and revulsion are constituted in a socio-historical context and that we read new texts against this background (habitus), and locate and classify it according to our experience of other texts.

We make judgements against this background habitus as to the principles informing the text. The background comprises assumptions that are acquired in childhood through participation usually in the company of an initiate. Habitus while individual is similar to that of others who belong to similar classes so we share a collective habitus with those who have had similar social positions or experiences. New media often adapts to a communicative ecology and pre-existing tastes and rituals constituted by the habitus. New hybrid forms evolve. The interplay between imagination and bodily experiences extend to incorporate new technologies and media. This paper will explore the social practices and forms that are emerging from this interplay.

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Marsha Berry is a senior lecturer at RMIT University.

Minerva Terrades & Yann Bona Beauvois – Mobile phone-mediated interaction: Technoaffectivity, mobile subject and urban space

This paper presents an investigation centred on an exploration of the processes of mobile phone inter-action among Tokyoite teenagers through the analysis of the connections of an instrument and media used for social crafting and transformation: the mobile phone.

The present investigation contends that the mobile phone is an affective instrument that subjects Tokyoite teenagers, that is to say, makes them subject and constitutes them as subjects. Considering that practically any Japanese teenager living in Tokyo is unimaginable without his/her mobile phone, this paper takes as the trope of the analysis the coagency *keitasha* or "per-mob" (person+mobile phone). This paper discusses the role of affectivity in urban Tokyo-based mobile phone inter-action, focusing on how mobile phone inter-action and affective connections operate in this city.

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Jenny Weight – Living in the moment: Transience, identity and the mobile device

Late capitalism valorises adaptation to change. Working life is routinely disrupted rather than continuous. Adaptation is the pre-requisite to working with technology. Only the poor want things that last, according to Zygmunt Bauman (1999, p. 14). In our personal lives the rhetoric of continuous change also dominates. With workplace adaptation comes routine geographical relocation. Nomadism encourages 'digital homelessness' (Hoy 2005), the technosocial solution to transient excess.

All digital media and communications communicate, at some level, impermanence. However, fantasies of permanence are particularly hard to sustain with mobile media. Phone memory is limited; phone media is brief; consumption occurs in short spurts. Many people replace the phone itself every eighteen months. Furthermore, the embeddedness of mobile devices in evolving locative and worn contexts pre-supposes transient experience. The mobile phone thus articulates a tension in contemporary concepts of personal identity: while it ameliorates our experience of transience, it also justifies, confirms and represents transience back to us—we can even set our text messages to self-destruct after 40 seconds.

Telecommunications companies have been quick to co-opt a positive rhetoric of transience to the service of marketing the mobile phone. The phone, as conceived by telcos, addresses transience and makes it cool. We perform our own contemporariness through our phones. The phone tells us that *now* is what matters. It is a synchronic device. We have collapsed future and past into brief, discreet, fashion-conscious moments.

Do mobile devices *promote* or merely *respond* to transience? This paper will explore the nexus between transience, identity, and the mobile phone. Our embedded, mobile 'microworlds' (Richardson 2005) might seem like a distraction from the endlessly passing parade, but they have a deeper ontological subtext: they confirm to us that transience is here to stay.

Author details:

Jenny Weight is a Lecturer in networked and programmed media at RMIT University. Weight's research interests intersect in the philosophy and praxis of contemporary media technology. She is part of a team of researchers looking at the potential affordances of mobile phones, particularly regarding their pedagogical uses. Weight has just finished her completed PhD, a phenomenologically inspired study of the relationship between humans and their digital devices, specifically focussing on the way that language (including code) mediates those relationships.

Iain Sutherland – The affective mobile: Risks of brain cancer in the suburbs

This paper explores and theorises the affective dimension of mobile technologies by focussing on the perceptions of risk and feelings of anxiety elicited by radiation. It is argued that the concept of 'mobile risk' provides a way in to questions surrounding this dimension that the notion of the 'mobile user' cannot. There is an affinity between contemporary risks, as a set of potentialities and the potentials offered up by mobile communications that sets up an affective resonance. This has to do with the exposure of the body as uncertain, volatile and incomplete, enacted by both risks and phones.

The paper adopts a case study approach focused on conflict between a technology company and local residents over plans to build a mobile phone tower in the shape of a cross in inner suburban Melbourne. The case highlights a parallel between perceptions of everyday transcendence in technologies and religious transcendence and is illustrative of the affective modes by which anxieties may circulate.

Author details:

Iain Sutherland completed Honours in English Literature in 1994, focusing on the relations between new technologies and writing. Ironically, he was doing all his own writing by hand. He has spent the intervening years developing a taste for, and experience of everyday life and began research towards a PhD on Mobile Communications in everyday contexts in 2005.