

SEMINAR

MOBILE MEDIA RESEARCH – MOVING FORWARD

Day: Friday, March 12, 2010

Time: 13.00-16.00

Location: The IT University of Copenhagen, auditorium 3

At this seminar, researchers from University of Copenhagen, the IT University of Copenhagen, and the National IT- and Telecommunications Agency present up-to-date research in the area of mobile media in Denmark and in an international perspective.

Mobile media are integrated in our everyday lives at all levels from the individual user to workplaces and social institutions. The functions and meanings of mobile media as such and in combination with other means of communication, information, and entertainment play a central role in processes of cultural and social change and in our access to information in local as well as global contexts. Media and communication research monitors these processes and places them in historical perspective – including the history of yesterday and today – in order to evaluate the development of mobile media and their social consequences.

Program

- 13.00-13.05 Welcome
- 13.05-13.35 Asbjørn Denkel and Christian Madsen: *Measuring the use of mobile phones in Denmark and the EU through official statistics*
- 13.35-14.05 Rasmus Helles: *Symbolic domestication*
- 14.05-14.20 Coffee/tea-break
- 14.20-14.50 Gitte Stald: *Mobile youth – retro and innovative*
- 14.50-15.20 Liu Jun: *Mobile Communication, Popular Protests and Citizenship in China*
- 15.20-15.50 Rich Ling: *Sexting among US teens*
- 15.50-16.00 Klaus Bruhn Jensen: sum up

More information on program:

Contact: Gitte Stald stald@itu.dk

Abstracts and bios

Measuring the use of mobile phones in Denmark and the Nordic countries through official statistics

Asbjørn Denkel and **Christian Madsen**, the National IT- and Telecommunications Agency Denmark.

The presentation looks at how the national telecommunication agencies and the national statistical organisations measure the use of mobile telephony and the information society. Further, some of the latest results from these studies will be presented. This includes data from the mobile operators on the developments in subscriptions and traffic as well as results from Statistics Denmark's annual surveys of the households' and enterprises' use of icts.

Bio: Asbjørn Denkel works as a Head of Section at the National IT- and Telecommunications Agency Denmark. He has a master's degree in economy, where he graduated with his master's thesis "I Just Call to Say I Love You - An Analysis of Roaming"

Bio: Christian Madsen works as a Head of Section at the National IT- and Telecommunications Agency Denmark. He has a master's degree in media science, and worked as a research assistant for Gitte Stald from 2004 - 2006.

Symbolic domestication

Rasmus Helles, Department of Media, Cognition and Communication, Univ. of Copenhagen

The concept of domestication has been widely used in understanding the processes of adoption of media understood as technologies. The presentation argues that domestication research so far has underplayed the importance of communicative structures (form and content), and goes on to argue, that the adoption and integration of new media technologies, such as the mobile phone, necessarily entails a parallel process of symbolic domestication, ie. a renegotiation and re-integration of established communicative structures and genres.

Bio: Rasmus Helles is an assistant professor at the Department of Media, Cognition and Communication. Previous publications cover media sociology and methodology. His doctoral dissertation was an analysis of use patterns of mobile media in Denmark.

Mobile Youth: Retro and innovative

Gitte Stald, Digital Culture and Mobile Communication, the IT University of Copenhagen

Young Danes do exchange their mobile phones very often and the majority have advanced mobiles and in principle access to the internet and other online services. The majority does use their mobiles for an increasing number of uses, such as music, camera, diary, recorder, entertainment tool, or for service tools such as road planner, address search etcetera. But the increase in interest and advanced use is relatively slow and quite few exploit the full potentials of their present technological devices and subscriptions. The presentation discusses who demands advanced online options and for which purposes.

Bio: Gitte Stald, associate professor, the Digital Culture / Mobile Communication Group, the IT University of Copenhagen. Main research area is digital media cultures and social change with a focus on mobile media and on youth. She participated in various research – and development projects on mobile media.

Mobile Communication, popular protests and citizenship in China

Liu Jun, PhD fellow, Department of Media, Cognition and Communication, Univ. of Copenhagen

Since the content of mobile communication is unpredictable and unregulated, cell phones have the potential to breach state sponsored information blockage and help the Chinese people to make political waves in a battle for control over information. This study examines spontaneous mobilization via cell phones, demonstrating how Chinese citizens have expanded the political uses of cell phones in their struggle for freedom of information flow, social justice and the rule of law, while seeking to build an inexpensive counter-public sphere.

Bio: Liu Jun is a PhD fellow in the Department of Media, Cognition and Communication, Univ. of Copenhagen. His recent research has been focused on Chinese media with particular attention to the importance of new media and communications technologies including the Internet and telecommunications.

Sexting among US teens

Rich Ling, Digital Culture and Mobile Communication, the IT University of Copenhagen

This presentation will examine the use of texting, sexting and mobile based distracted driving among US teens. Texting has shown itself to be a major form of mediation for teens in Europe, Asia and increasingly in the US. It is used to coordinate interaction, it is used to exchange expressive messages and it is used in general interaction with parents. In addition, texting has become a type of culture including special forms of spelling and special emoticons. In addition there are some more socially questionable uses of mobile telephony. The mobile phone has allowed teens to send and receive sexually explicit photos to one another and it has increasingly been a distraction while driving. This presentation will draw on material from the 2009 Pew study of mobile phone use among US teens as well as material from Denmark and Norway to describe the culture of mobile telephony among contemporary teens.

Bio: Rich Ling is a professor the Digital Culture / Mobile Communication Group, the IT University of Copenhagen. He got his Ph.D. from the University of Colorado and has worked many years at Telenor. His work focuses on the social consequences of mobile communication.

Chair and discussant: Klaus Bruhn Jensen

Bio: Klaus Bruhn Jensen. Professor, Department of Media, Cognition, and Communication, University of Copenhagen, Denmark. Publications include *A Handbook of Media and Communication Research* (Routledge, 2002), contributions to the *International Encyclopedia of Communication* (12 vols, Blackwell, 2008), for which he serves as Area Editor of Communication Theory and Philosophy, and *Media Convergence: The Three Degrees of Network, Mass, and Interpersonal Communication* (Routledge, 2010).