

"Mobile2.0: Beyond Voice?" ICA Preconference Program 20-21 May 2009, Chicago, USA

Day 1, Wednesday 20 May

- 1300-1330 Registration
- 1330-1340 Welcome address, Rohan Samarajiva (LIRNEasia)
- 1340-1410 Keynote address, Tim Kelly (infoDev, World Bank)
- 1410-1510 **SESSION 1: Mobile Internet Use, Chaired by Francois Bar (Annenberg School for Communication, University of Southern California)**
- The iPhone and Mobile Access to the Internet, Richard Ling (Telenor/IT University of Copenhagen) and Pål Roe Sundsøy
 - New Paths: Exploring Mobile-only Internet Use in South Africa, Jonathan Donner (Microsoft Research, India)
 - Internet and Online Media Usage on Mobile Phones Among Low-Income Urban Youth in Cape Town, Tino Kreutzer (Center for Film and Media Studies, University of Cape Town, South Africa)
- Discussion
- 1510-1530 **BREAK**
- 1530-1630 **SESSION 2: Trends in Mobile Usage: Part I, Chaired by Tim Kelly (infoDev, The World Bank)**
- Mobile Phones Use and Social Network Development Among Small Malaysian Retailers, Tom Erik Julsrud, Grace Roldan and Andrew Wong (Telenor Research & Innovation, Norway and Malaysia)
 - Social Influence in Mobile Phone Adoption: Evidence from the Bottom of Pyramid, Harsha de Silva and Dimuthu Ratnadiwakara (LIRNEasia, Sri Lanka)
 - Education, Mobile Phone Use and Production Decisions: A Rural Case Study in Peru, Aileen Agüero (DIRSI - Instituto de Estudios Peruanos (IEP), Peru)
- Discussion
- End of day 1**

Day 2, Thursday 21 May

- 0800-0900 **SESSION 3: Trends in Mobile Usage: Part II, Chaired by Rohan Samarajiva (LIRNEasia)**
- Mobile Teens in Taiwan, Yi-Fan Chen (Department of Communication and Theatre Arts, College of Arts and Letters, Old Dominion University, USA)
 - The Strategic Use of Mobile Phones Among Poor People in Some Latin American Countries, Luis Fernando Gamboa (Department of Economics, Universidad del Rosario, Colombia)
 - Mobile Phones and Migrant Workers in Malaysia, Grace Roldan (Telenor Research & Innovation Centre Asia Pacific, Malaysia)
- Discussion
- 0915-1035 **SESSION 4: Mobiles and Social Networking, Chaired by Grace Roldan (Telenor Research and Innovation Asia Pacific)**



- Camera Phone and Photography Among French Young Users, Corinne Martin (CREM Metz University, France)
 - Political Involvement in "Mobilized" Society: The Interactive Relationships Among Mobile Communication, Social Network Characteristics, and Political Life, Scott Campbell and Nojin Kwak (Department of Communication Studies, University of Michigan, USA)
 - Navigating Expansive Social Horizons: The Social Utility of Mobile Phone E-mail Among Japanese Youth, Jeffrey Boase (Department of Communication, Rutgers, The State University of New Jersey, USA) and Mito Akiyoshi (Senshu University, Japan)
 - GPS Mobile Social Networks: Reexamining Our Interactions with Urban Space, Lee Humphreys (Department of Communication, Cornell University, USA)
- Discussion
- 1035-1100 **BREAK**
- 1100-1220 **SESSION 5: New Mobile Applications: Mobile Health, Education, News and Information Services, Chaired by Harsha de Silva (LIRNEasia)**
- Perceptions of the Mobile Device as a News Medium from a Cross-cultural Perspective, Oscar Westlund (Department of Journalism and Mass communication, Göteborg University, Sweden)
 - CellBazaar, a Mobile-based E-marketplace: Success Factors and Potential for Expansion, Ayesha Zainudeen , Rohan Samarajiva and Nirmali Sivapragasam (LIRNEasia, Sri Lanka)
 - The Aceh Besar Midwives with Mobile Phone Program: Design and Evaluation Perspectives Using the Information and Communication Technologies for Healthcare Model , Arul Chib (Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore)
 - Mobile Voices: A Mobile, Open Source, Popular Communication Platform for First-Generation Immigrants in Los Angeles, Francois Bar (Annenberg School for Communication, University of Southern California, USA), Melissa Brough Sasha Costanza-Chock, Amanda Garces, Carmen Gonzalez, and Cara Wallis.
- Discussion
- 1220-1330 **LUNCH**
- 1330--1505 **SESSION 6: Mobile TV and Cinema: Part I Chaired by Richard Ling (Telenor/IT University of Copenhagen)**
- Comparison of Mobile TV in Singapore and Taiwan: A Social-technical System Approach, Trisha Tsui-Chuan Lin (Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore) and Yu-Li Liu (National Chengchi University, Taiwan)
 - Towards A Realistic Assessment of Mobile TV Developments, Anders Henten , Reza Tadayoni and Iwona Windekilde (CMI, Aalborg University, Denmark)
 - "Lonely Adopters"? An Exploratory Study of Early Adopters of Mobile Television and their Mobile Phone Appropriation, Veronika Karnowski (Institut für Kommunikationswissenschaft und Medienforschung, der LMU München, Germany), Thilo von Pape (Université Paul-Verlaine, Metz, France) and Werner Wirth (Universität Zürich , Switzerland)
 - GPSFilm: Location-Based Mobile Cinema, Scott Hessels (School of Art, Design and Media, Nanyang Technological University, Singapore)
 - Mobile Communication Uses in Television Narratives: An Exploration of Apparatus Theory, Emil Bakke (Ohio University, USA) and L. Meghan Peirce (Ohio University, USA)
- Discussion
- 1505-1530 **BREAK**
- 1530-1630 **SESSION 7: New Concerns Arising from New Technology, Chaired by Robin Mansell (London School of Economics and Political Science)**



- Problems with Digital Inclusion and Public/Privacy Issues of Mobile Technology, Muneo Kaigo (Graduate School of Humanities and Social Sciences, University of Tsukuba, Japan)

- The Social Life of Wireless Urban Spaces: Internet Use, Social Networks, and the Public Realm, Keith N. Hampton , Oren Livio and Lauren Sessions (Annenberg School for Communication, University of Pennsylvania, USA)

- Managing Mobility: Location-based Services and the Politics of Mobile Spaces, Heather Maguire (Communications & Culture, York University, Canada)

Discussion

1630-1655

WRAP-UP SESSION, Discussion led by Richard Ling (Telenor/IT University of Copenhagen)

1655-1700

Closing remarks

End of day 2

