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Speaker bio: *Per Helmersen, PhD*

Helmersen, Per, PhD, is a Senior Research Psychologist with Telenor Research & Innovation (R&I), where he has working since 1992. He has also served as Senior Adviser to Ghana Telecom for two years (2005–06) and represented Telenor in ETSI's Technical Committee on Human Factors, heading a Specialist Task Force on safety and security issues related to ICT use by children. After joining Telenor, most of his projects and research initiatives have focused on various marginalized user groups, e.g. the elderly, children and, since 2002, Telenor's financially-constrained customers in Asia's emerging markets. Studies of technology adoption and domestication have taken him into urban settings and remote regions in Ghana, Malawi, Nepal, Bangladesh and Pakistan. His special interests include communication ecologies, telemedicine, e-learning, agricultural commodity trade, gender issues and participatory design strategies in growth markets.