

Call for papers

Mobile2.0: Beyond voice?

**2009 International Communication Association (ICA) pre-conference workshop
20-21 May 2009, Chicago, Illinois, USA**

Mobile phones are becoming increasingly important in bringing people into the Information Society. It is widely accepted that the inhabitants of the future household will carry mobile devices that will be capable of voice and data communication, information retrieval and forms of entertainment consumption. Mobiles are now (and will increasingly become) payment devices that can also send, process and receive voice, text as well as images; in the next few years they will also be capable of information-retrieval and publishing functions normally associated with the Internet. Through such services and applications, industry experts predict that many in emerging markets will experience the Internet, or 'elements' of the Internet for the first time through a mobile phone, rather than a PC; mobile payments, mobile social networking, SMS voting are just a few examples of some of these services and applications.

Emerging markets appear to be following a different trajectory from developed markets; while the latter are moving forward via triple- and quadruple-play scenarios, the former are moving on paths that involve mobile phones as the key platform for bringing people affordably into the Information Society; something we describe as "2.0."

This preconference will draw together research constituting evidence for and against this emerging Mobile2.0 narrative in the context of the larger social-science understanding of mobile-use behavior. We welcome abstracts which will contribute to understanding emerging mobile use patterns, under the following areas of interest:

- Current trends in mobile connectivity and applications
- The potential of mobiles (and other ICTs) for bridging digital, gender as well as other socio-economic divides
- Mobiles (and other ICTs) making markets more efficient
- Mobile as a platform for Mobile2.0 services (e.g., payment, banking, government, etc)
- Policy and regulatory challenges for the new era of Mobile2.0
- Mobiles and social networking
- Mobile2.0 and shared access Comparisons between emerging and 'emerged' markets

The workshop will not be limited to papers dealing with the mobile as the path to the Information Society or to research dealing with the developing world, but we do expect these themes to be represented. We encourage papers that draw comparisons with other ICTs also. Up to five sessions will be accommodated.

In order to examine this question as well as other dimensions in mobile communication we are issuing a call for papers for a pre-conference at the 2009 meeting of the International Communication Association. **Abstracts of no more than 500 words are due by October 31, 2009.** Please send them, along with your name and contact information to zainudeen@lirne.net. Accepted abstracts will be notified by 21 November 2008. Final papers will be due by April 1, 2009.

The pre-conference is being organized by LIRNEasia (www.lirneasia.net).

Cost:

ICA Members: USD (TBA)

ICA Student Members: USD (TBA)

Non-Member price: USD (TBA)

(Please check <http://www.icahdq.org/conferences/2009/mobile.asp> for updates)

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