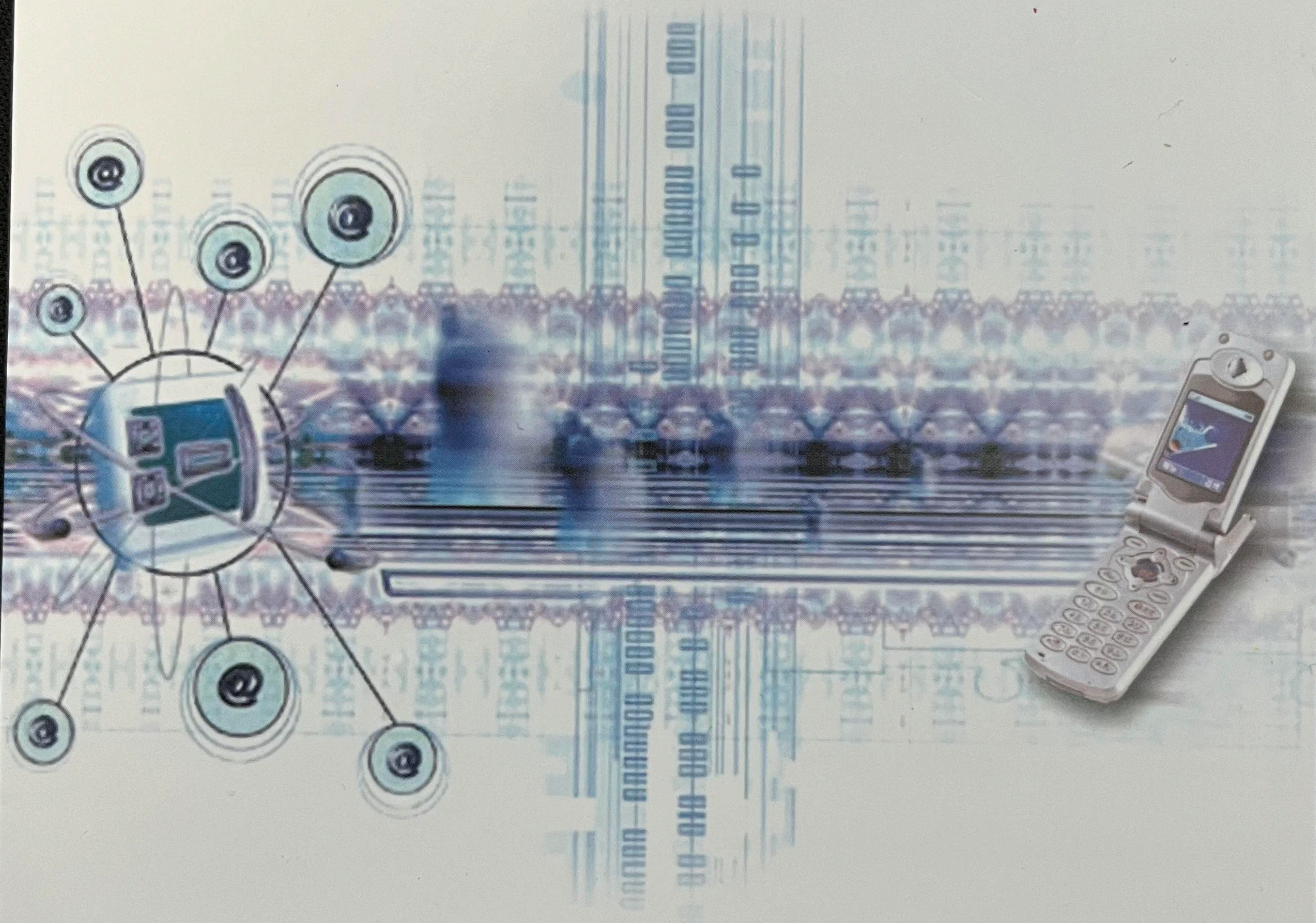


THE SOCIAL AND CULTURAL IMPACT/MEANING OF MOBILE COMMUNICATION



13 - 15 July 2002
Sejong Hotel & Hallym University
Chunchon, Korea



School of Communication Hallym University



Session Program

Moderator:
Shin Dong Kim (Hallym University, Korea)

Registration : 8:30 - 9:00AM at the Sejong Hall, Sejong Hotel

Session 1. 9:00 - 10:20 AM

Chair: Rich Ling (Telenor R&D, Norway)

Real Time Versus Survey Measures in Research on Mobile Phone Use
Akiba Cohen and Dafna Lemish (Tel Aviv University, Israel)

Mobile Communication in Russia
Olga Vershinskaya (Russian Academy of Sciences, Russia)

Communication, Urban Space and Mobile Phone
Santiago Lorente (Universidad Politécnica de Madrid, Spain)

Mobile Communication and Nation Building in India: Prospects and Challenges
Ravi K. Dhar (Punjab Agricultural University, India)

Respondent: Harmeet Sawhney (Indiana University, USA)

Session 2. 10:30AM - 12:10 PM

Chair : Michael Curtin (U of Wisconsin, USA)

The Social Juxtaposition of Mobile Telephone Conversations and Public Spaces
Rich Ling (Telenor R&D, Norway)

Social Representation of the Mobile : An Italian Study
Leopoldina Fortunati (University of Trieste, Italy)
Alberta Contarello (University of Padua, Italy)

The Spread of Cellular Phones and Their Influence on Young People in Japan

Yoshiaki Hashimoto (Tokyo University, Japan)

Doing It On The Phone : Mobile Phone Use and Personal Relationships In Northern Japan

R. Jeffrey Ringer (Akita University, Japan)

Respondent : Gwangjub Han (Howard University, USA)

Session 3. 2:00 - 3:20 PM

Chair: Akiba A. Cohen (Tel Aviv University, Israel)

Wireless Telephone Behavior and User Control
T. Andrew Finn (George Mason University, USA)

Mobile Written Communication, or E-mail on Your Cellular Phone:
Uses of the Short Message Service by German Adolescents
Patrick Roessler & Joachim R. Hoeflich (University of Erfurt, Germany)

The Effects of Auditory and Textual Cues on Understanding the Meanings of Visual Icons in Graphic User Interfaces of Mobile Devices
Joohan Kim & Dong-Ae Park (Yonsei University, Korea)

A Study on Communication Behavior Using Mobile Internet
Dong-kyoo Sung (Chung-Ang University, Korea)

Respondent : Heisawn Jeong (Hallym University, Korea)

Session 4. 3:30 - 4:50 PM

Chair: James Katz (Rutgers U, USA)

Construction of Differences in Cellular Phone Usage between Koreans and Americans

Mina Lee (University of Alabama, USA)



Personal Media Usage and Social Network of International Students
Residing in Japan

Sangmi Kim (Tokyo University, Japan)

Intercultural Identity and New Media Use : How the Internet and Mobile
Communication Interact with Cultural Identity

Euichul Jung (Rutgers University, USA)

Emerging Forms of Mobile Advertising and Marketing Techniques:
An Overview and Evaluation

Dong-Ae Park & Joochan Kim (Yonsei University, Korea)

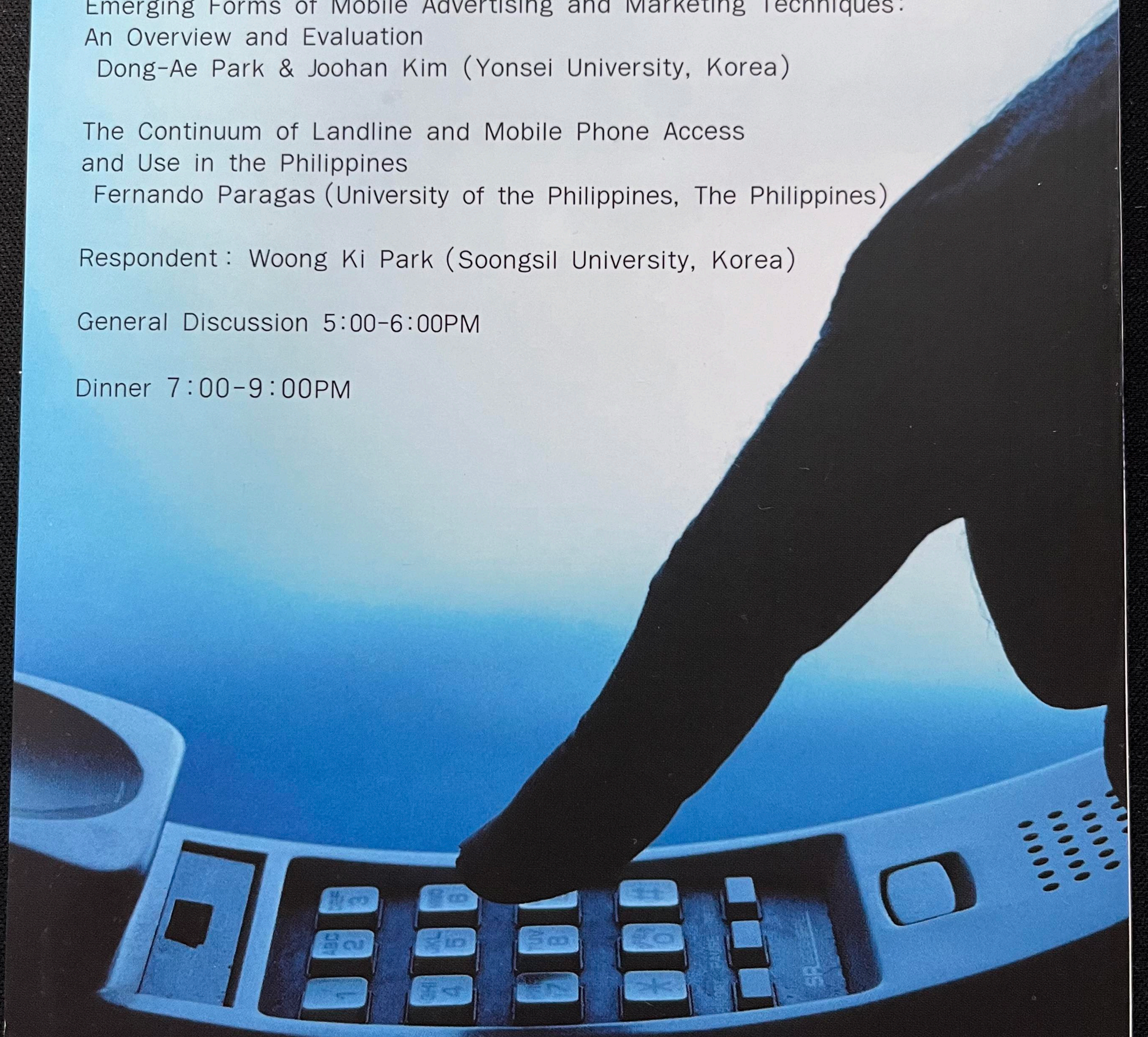
The Continuum of Landline and Mobile Phone Access
and Use in the Philippines

Fernando Paragas (University of the Philippines, The Philippines)

Respondent : Woong Ki Park (Soongsil University, Korea)

General Discussion 5:00-6:00PM

Dinner 7:00-9:00PM



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