



mobile
preconference

MOBILE COMMUNICATION COMMUNITY & LOCATIVE MEDIA

from the everyday
to the revolutionary

MAY 23-24, 2012

Arizona State University
Cronkite Building, 555 N. Central Ave.
Phoenix, Arizona

International Communication Association
2012 ICA Mobile Communication Pre-Conference Workshop

MOBILE
COMMUNICATION
COMMUNITY &
LOCATIVE MEDIA

May 23 -24 2012

Mobile and location-based networked interactions permeate our world. We no longer enter the Internet — we carry it with us. We experience it while moving through physical spaces. Smart phones, GPS receivers, and RFID tags are only a few examples of location-aware mobile technologies that mediate our interaction with networked spaces and the people in them. Increasingly, our physical location determines the types of information with which we interact, and the people and things we find around us. These new kinds of networked interactions manifest in everyday social practices that are supported by the use of mobile technologies, such as participation in location-based mobile games and social networks, engagement with location-based services, development of mobile annotation projects, and social mapping, just to name a few. The engagement with these practices has important implications for identity construction, our sense of privacy, our notions of place and space, civic and political participation, building community, policy making, as well as cultural production and consumption in everyday life.

Organizing Committee:

Adriana de Souza e Silva
North Carolina State University, USA

Jason Farman
University of Maryland, College Park, USA

Kathleen M. Cumiskey
College of Staten Island/CUNY, USA

Lee Humphreys
Cornell University, USA

Richard Ling
IT University of Copenhagen, Denmark

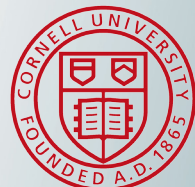
Scott Campbell
University of Michigan, USA

Yi-Fan Chen
Old Dominion University, USA

Twitter Hashtag:
#ICAMobile2012

Website/Abstracts:
sociomobile.org/mobile2012
(password: icamobile2012)

Sponsors:



Message from Pre-Conference
Lead Organizer,
Adriana de Souza e Silva



Welcome to the 9th ICA 2012 Mobile Communication pre-conference! This year an interdisciplinary group of about 60 participants from 16 different countries are getting together in Phoenix, Arizona (USA) to engage in a scholarly discussion about mobile communication and location-awareness in everyday life and local practices. We hope you will enjoy the nine panel presentations, spread through one and a half conference days, taking the opportunity to meet new scholars in the field, and to re-connect with those familiar ones.

This pre-conference would not have been possible without a great deal of institutional support, as well as hard work from many individuals. I would like to first and foremost thank the organizing committee, who helped review and select abstracts for the pre-conference, deliberate about the pre-conference's topic, and provide valuable information about previous pre-conferences. Particularly, I would like to thank NC State University (the PhD program in Communication, Rhetoric and Digital Media, CRDM) and Sage's journal *Mobile Media & Communication* for sponsoring the conference happy hour. I also would like to thank Michigan State University and Cornell University for their financial support. This event would not have been possible without their generous financial support. I would also like to recognize Jason Farman for so carefully designing the pre-conference program and making the name badges, and Yi-Fan Chen for the website design and for performing constant website updates. Yi-Fan also established our Twitter and Facebook accounts. Finally, I would like to thank Michael Haley, for the ICA conference support. And thank you all for having traveled from so far away for meeting here in Phoenix, AZ!

- Adriana de Souza e Silva

CONFERENCE SCHEDULE

DAY 1:

WED., MAY 23rd

On-site Registration 1:00 - 1:30pm

Welcoming Remarks 1:30 - 1:45pm

azcentral room

Adriana de Souza e Silva (North Carolina State University, USA)
Rich Ling (IT University of Copenhagen, Denmark)

Panel #1: Place & Location 1:45 - 3:15pm

azcentral room

Moderator: Kathleen M. Cumiskey (College of Staten Island/CUNY, USA)

Panelists: "Observing the Use of Social and Locative Media on the Move"
Christian Licoppe (Telecom Paristech-France, France)
Julien Figeac (Telecom Paristech-France, France)

"From Place and Mobiles, to Locative Media"
Gerard Goggin (University of Sydney, Australia)
Rowan Wilken (Swinburne University of Technology, Australia)

"Young Danes – Mobile Connections on the Run. Evolution or Revolution?"
Gitte Stald (IT University of Copenhagen, Denmark)

"Cities without Physical Boundaries: Mobility in an Augmented City"
Didem Ozkul (University of Westminster, UK)

Break 3:15 - 3:45pm

Panel #2: Youth Culture

3:45 - 5:15pm

azcentral room

Moderator: Scott W. Campbell (University of Michigan, USA)

Panelists: "Mobile Literacy among the Young Adults: Evidence for Information and Locational Privacy"

Yong Jin Park (Howard University, USA)

"Sexting and Mobile Porn"

Marieke Vanden Abeele (University of Leuven, Belgium)

Scott W. Campbell (The University of Michigan, USA)

Keith Roe (University of Leuven, Belgium)

"Crowdsourcing U.S. Election Day: The Evolution of an Experiment in Mobile Social Reporting"

Susan Jacobson (Temple University, USA)

Karen M. Turner (Temple University, USA)

"A Comparative Study of Relationships between Mobile Phone Use and Social Capital among College Students in Four Chinese Cities"

Katherine Yi-Ning Chen (National Chengchi University, Taiwan)

Ven-Hwei Lo (The Chinese University of Hong Kong)

Ran Wei (University of South Carolina, USA)

Xiaoge Xu (Nanyang Technological University, Singapore)

Guoliang Zhang (Shanghai Jiao Tong University, China)

Panel #3: Mobile Content

3:45 - 5:15pm

252 Classroom

Moderator: Jonathan Donner (Microsoft, South Africa)

Panelists: "'Rise Above the Crowd': A Quasi-Experiment in Journalistic Event Coverage Using Mobile"

Andrea Hickerson (Rochester Institute of Technology, USA)

Vic Perotti (Rochester Institute of Technology, USA)

"Content Development for Mobile Phones: A Long-Term Study"

Sonja Kretzschmar (University of the German Federal

Army, Germany)

"Watching TV – Anywhere and Anytime: A Classification of Mobile TV Usage Situations"

Olaf Jandura (Ludwig-Maximilians-University, Germany)

Lena Ziegler (Ludwig-Maximilians-University, Germany)

"Looking into the Past to See Our Future: Mobile Devices as Dynamic Historical Interpretation Tools"

Brett Oppegaard (Washington State University, USA)

Mid-Point Remarks

5:15 - 5:25pm

azcentral room

Kathleen M. Cumiskey (College of Staten Island/CUNY, USA)

Coctail Reception

5:30 - 7:30pm

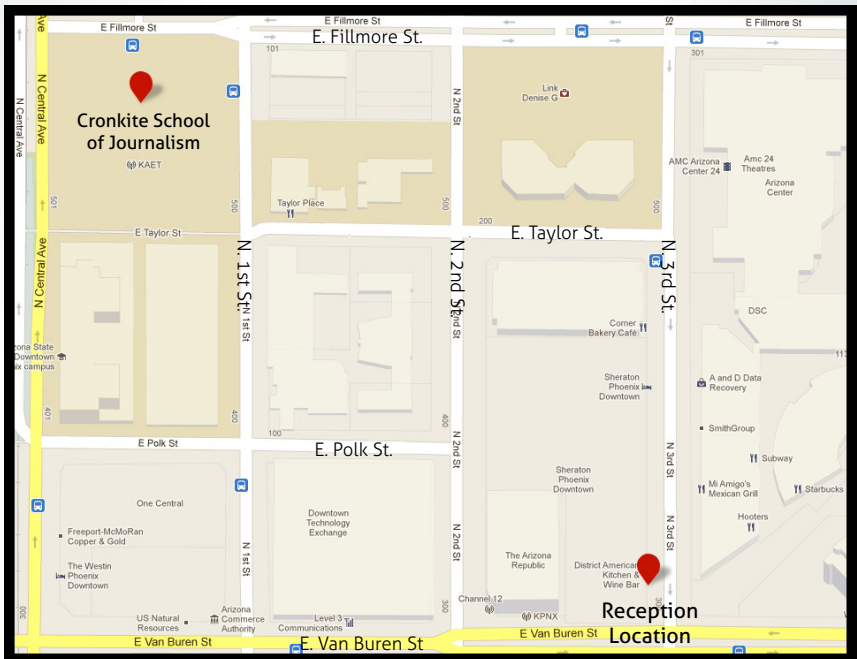
Location: District American Kitchen and Wine Bar

320 N. 3rd Street, Phoenix, AZ 85004

Phone: 602.817.5400

Website: <http://districtrestaurant.com/>

Located on the NW corner of Van Buren and N. 3rd St. in the Sheraton Phoenix Downtown Hotel.
Please Note: The coctail reception is for registered conference participants only. Those presenting at the conference will receive one drink ticket with their conference materials.





SAGE is proud to celebrate the launch of

MOBILE Media & Communication

Edited by Rich Ling *IT University of Copenhagen*
Veronika Karnowski *Ludwig-Maximilians-Universitat Munchen*
Thilo von Pape *University of Hohenheim*
Steve Jones *University of Illinois at Chicago*

Mobile Media & Communication will be a peer-reviewed forum for international, interdisciplinary academic research on mobile media and communication. The journal will draw on a wide and dynamic range of disciplines, engaging broadly the concepts of mobile communication and mobility itself.

Mobile Media & Communication will embrace both quantitative and qualitative approaches to the study of mobility in communication, but above all will aim toward state-of-the-art methodology. While the center of gravity lies in social sciences and humanities, the journal will be open to research with technical, economic, and design aspects, provided they help to illuminate the social dimensions of mobile communication.

The first issue will launch January 2013.

Submit online at <http://mc.manuscriptcentral.com/MMC>

DAY 2:

THURS., MAY 24th

Coffee

8:30 - 9:00am

Panel #4: Mobile Internet

9:00 - 10:30am

azcentral room

Moderator: Jason Farman (University of Maryland, College Park, USA)

- Panelists:** “**Mobile Internet Usage: Anywhere, Anytime, Any App**”
Thilo von Pape (Universität Hohenheim, Germany)
Veronika Karnowski (Ludwig-Maximilians-University Munich, Germany)
Lee Humphreys (Cornell University, USA)
- “**You Have the Internet in Your Pocket. Why are You (Still) at a Telecentre? Emerging Patterns of Internet Access in Urban South Africa**”
Jonathan Donner (Microsoft, South Africa)
- “**Demographics, Means of Access, and Internet Activities: How do Mobile-Only Internet Users Differ from PC-Only Internet Users?**”
Katy Pearce (University of California, Santa Barbara, USA)
Ronald E. Rice (University of California, Santa Barbara, USA)
Janine Slaker (Georgetown University, USA)
Nida Ahmad (Georgetown University, USA)
- “**One Day Without My Mobile Devices: An Experience Sampling Method to Study Cross-Cultural Experiences with Mobile Devices in People’s Daily Lives**”
Kenneth Yang (The University of Texas at El Paso, USA)

Panel #5: Everyday Life & Social Relationships

9:00 - 10:30am

252 Classroom

Moderator: Rich Ling (IT University of Copenhagen, Denmark)

Panelists: "Data Mining in Everyday Life: Mediating the Mobile Moms & Connected Careerists Through Informating Smartphone Apps"

Julie Frizzo-Barker (Simon Fraser University, Canada)

Peter Chow-White (Simon Fraser University, Canada)

"Exploring Smartphone Use and Romantic Relationship Maintenance in Singapore"

Trisha Lin (Nanyang Technological University, Singapore)

Pearl Lee (Nanyang Technological University, Singapore)

Sharanya Venkataraman (Nanyang Technological University, Singapore)

"Role Call - The Role of Mobiles in Relational Roles"

Jeffrey Boase (Ryerson University, Canada)

Tetsuro Kobayashi (National Institute of Informatics, Japan)

"Women on the Move – Gendering Mobile Space"

Carla Ganito (Catholic University of Portugal, Portugal)

Break

10:30 - 11:00am

Keynote Address

11:00am-12:15pm



Mobile Mediality: Location, Dislocation, Augmentation

A Conversation Between Mimi Sheller and Lee Humphreys

azcentral room

Through everyday practices of moving around cities, people are creating new ways of interacting with others, with places, and with screens while moving. Such practices of "mobile mediality" elicit both utopian hopes and dystopian fears about pervasive computing, augmented reality, and responsive environments. Mobile mediality depends on an invisible array of satellites, cell towers, sensor-embedded smart buildings and other digital wireless infrastructure. Architectures of mobility and infrastructures of communication are mixing and blending visible/invisible, presence/absence, and local/global scales in constantly evolving ways. How are the day-to-day appropriations of mobile media and geo-locational data interacting with the design of public spaces and infrastructures of mobility? How does access to WiFi, mobile 3G, RFID, or GIS data reconfigure urban mobilities and spatialities, and who is excluded from such access? What are the potentials of mobility spaces as new sites for creative interventions, public participation and social interaction? And what problems of privacy, surveillance, secrecy, and uneven accessibility are emerging out of the new patterns of mobile mediality? This paper contributes to the emerging research concerning creativity, social mobilization, and the formation of new mobile publics within the software-embedded and digitally augmented urbanism that some describe as "remediated" space (Graham), "hybrid space" (de Souza e Silva), or "networked place" (Varnelis and Friedberg).

Panel #6: Surveillance, Privacy, & Crisis Communication

1:15 - 2:45pm

azcentral room

Moderator: Lee Humphreys (Cornell University, USA)

Panelists: "Captive but Mobile: Privacy Concerns and Remedies for the Mobile Environment"

Mihaela Popescu (California State University, USA)
Lemi Baruh (Koç University, Istanbul, Turkey)

"Photographs of Place in Phospace: Camera Phones as a Location-Aware Mobile Technology"

Mikko Villi (Aalto University School of Economics, Finland)

"Making Mobile Money"

Lana Swartz (University of South California, USA)

"Augmented Reality, Crisis Informatics, and Gamification Practices: Emergence of Mobile Communication Specializations within Crisis and Risk Communication Practices"

Karen Freberg (University of Louisville, USA)
Michael J. Palenchar (The University of Tennessee, USA)

Panel #7: The Social Life of Mobile Interfaces

1:15 - 2:45pm

252 Classroom

Moderator: Kathleen M. Cumiskey (College of Staten Island/CUNY, USA)

Panelists: "The "Livehoods" Project: A Technological Representation of Local Social Groups"

Raz Schwartz (Carnegie Mellon University, USA)
Justin Cranshaw (Carnegie Mellon University, USA)

"Mobile Donation in America"

Wenhong Chen (University of Texas at Austin, USA)
Travis Givens (University of Texas at Austin, USA)

"Towards More Valid and Reliable Instruments for Media Appropriation Research: An English Translation and Test of the Mobile Phone Appropriation Model and Its Scales"

Sun Kyong Lee (Rutgers University, USA)
Thilo von Pape (Universität Hohenheim, Germany)
Veronika Karnowski (Ludwig-Maximilians-University Munich, Germany)

"Metaspaces of the Commerce Elite: Augmented Reality and Social Navigation"

David Morris (University of South Florida, USA)

Panel #8: Mobile Spatialities

3:15 - 4:45pm

*azcentral room***Moderator:** Christian Licoppe (Telecom Paristech-France, France)**Panelists:** "PolySocial Reality and Connected Individuation in Communities"

Sally Applin (University of Kent, Canterbury, UK)

Michael Fischer (University of Kent, Canterbury, UK)

"The Influence of Mobile Communications in Reconceptualising Transnational Social Spaces of Migrant Domestic Workers in Singapore"

Chib Arul (Nanyang Technological University, Singapore)

Sri Ranjini Mei Hua

"Exploring Cityscapes: How Migrants Perceive and Interact with (Un)familiar Urban Spaces Using Location-Aware Mobile Technologies"

Heewon Kim (Rutgers University, USA)

Jessica Lingel (Rutgers University, USA)

Panel #9: Civic Engagement

3:15 - 4:45pm

*252 Classroom***Moderator:** Jason Farman (University of Maryland, USA)**Panelists:** "From the Street to Facebook: Mobile Publics, Urban Sociability and Civic Engagement during Zambia's 2011 Elections"

Wendy Willems (University of the Witwatersrand, South Africa)

"Texting, Tweeting, and Talking: Implications of Smart Phone Use for Political Discourse Engagement in China"

Ran Wei (University of South Carolina, USA)

"Egypt: A New Civic Culture? Social Media and the Quest for Democracy"

Nermeen Sayed (The University of York, UK)

"Private Mobile Civic Engagement: Early Mobile Communication Practices Among Activists in Transitional Societies"

Virginia Melián (Stockholm University, Sweden)

Closing Remarks

4:50 - 5:15pm

azcentral room

Jason Farman (University of Maryland, College Park, USA)

CRDM

PHD in COMMUNICATION,
RHETORIC & DIGITAL MEDIA



North Carolina State University welcomes applicants for its interdisciplinary Ph.D. program in Communication, Rhetoric, and Digital Media (CRDM).

APPLY
Annual Deadline: January 15

OVERVIEW

The CRDM program prepares students to pose and solve research problems pertaining to the human dimensions of new communication media and information technologies. Students work with faculty from the departments of Communication and English to study oral, written, and visual modes of communication, their interactions in the context of digital media, and issues of interdisciplinary research. Mentoring for professional development in teaching and research is an integral part of the program.

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David Berube, Communication
Michael Carter, English
Deanna Dannels, Communication
Victoria Gallagher, Communication
Melissa Johnson, Communication (CRDM Assoc. Dir.)
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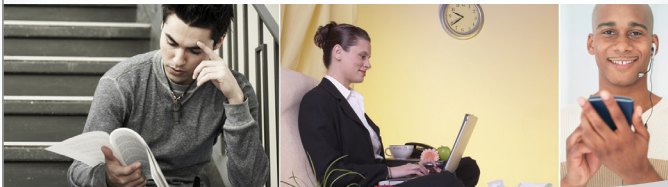
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