The U.S. Perspective

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What does she have to do with mobile phones?

- We have a local ordinance
- It’s call the First Amendment
Accustomed to lead

• The U.S. has, historically, been a leader in the development and adaptation of technology.

• We were among the first to adapt to the radio, TV, PC & many other technologies
America is a “Wired” Nation

- Landlines are cheap and plentiful
- The telephone was invented by an American
- 95% of American homes had landlines as of 1993
Mobile Phones

• American Businesses were quick to adopt to the “Car phone” and the “Cell phone.”

“Cell phones” were once a status symbol that symbolized money and power
“Unaccustomed as we are”

The United States finds itself in a very unusual circumstance.

Instead of leading,

we are following
Transition to digital

We have a long history of wireless, going back to analog car phones

We are relatively late in moving to digital
A Tower of Babble

“The nice thing about standards is that there are so many of them” … especially in the United States.

Europe has multiple languages.

America has multiple mobile phone systems.
Cell phones have not, historically, been a good value

- Until a couple of years ago they were expensive – especially compared to landlines
- Service providers charged on a “per minute” basis and did not give free night or weekend minutes
Things are changing

- People are buying minutes by the “bucket”
- Handsets are essentially free
- Companies are starting to market advanced services
- An increasing number of people are forgoing landlines
- We’re just starting to see “all you can eat” pricing plans.
Prices & Revenue Dropping

• “The average per-minute cost has dropped to 11 cents this year from 56 cents in 1995. For the phone companies, that has meant a decline in average revenue per customer to $61 a month, from $74 in 1995.”

New York Times
Majority of Americans now have mobile phones

- As of October 2002, 51% of people living in large metropolitan areas had cell phones.

- There are about 140 million cell phones in U.S. – about half the population.
Kids Getting Phones

• American kids have been slow to get phones but they’re catching up

• After 9/11 schools changed rules prohibiting cell phones on campus
Advantages to Parents

• Getting in touch with your kids

• Can be used in an emergency
Unwired Kids

• Making plans
• Keeping old and distance relationships alive with old school mates who moved away
• Staying in touch with high school friends from college
• More freedom because parents can reach them
• No concept of “long distance.” College kids keep their cell phones & don’t even use dorm phones.
Multitasking

• Yet another tool to use along with all their other tools:

  Is it *really* possible to
  o  do your homework?
  o  talk on the landline?
  o  IM on the PC?
  o  Text on the mobile phone

ALL AT THE SAME TIME!
Social Contact

• Does not REPLACE personal contact
  – If anything it may encourage social interaction including personal contact
Communicating in Public

- annoyances
- privacy
- communicating potentially dangerous information to nearby strangers
- oblivious to surroundings
- danger of accident while driving, walking or riding a bike
Advanced Services Not Yet Popular

- Most American primarily use their phones to talk, not surf or send messages
- Kids are just starting to use SMS
- Very few phones in U.S. are color
- Only one built-in camera phone as of February 2003
Obstacles & Limitations

• From an adult perspective, the limitations on cell phones are almost laughable.
  – Non-alphabetical keyboard
  – Small screens
  – Slow networks
  – Very little choice of software
  – No graphic tools
  – Many “drop zones”
  – In USA – few national standards & very little interconnection to other countries
Camera Phones Just Coming Online

- Camera phones came to U.S. this year and remain quite rare
- A 2001 study said that 29% of U.S. mobile phone users “were interested” in getting a camera phone.
- Moving video not yet available
Dangers

• Location sensors / GPS
• Peer to peer
• Dangers of SMS, especially when combined with images
• Video streams – both in and out
• Kids lose and exchange phones. Could a found or stolen phone be used to “steal” someone’s identify
• Kids can spend too much of their or parents money
• Commercial exploitation
Dangers of Camera Phones

Safety implications are a bit frightening

- Kids can send images of themselves
- Images can be forwarded
- Images can be posted to the web
- Kids can also receive images from strangers as well as friends
Solutions

- Server-based filters
- Parental notification of child’s activity
- Ability of parents to remotely & immediately suspend or limit child’s activity
- Education for kids and parents & professional caretakers & teachers
U.S. Resources

• SafeKids.com & SafeTeens.com
• GetNetWise.org
• Cybertipline.com
• NetSmartz.org
• MissingKids.com
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