

# 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



SafeKids.Com

# 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](http://SafeKids.com) & [SafeTeens.com](http://SafeTeens.com)
- [GetNetWise.org](http://GetNetWise.org)
- [Cybertipline.com](http://Cybertipline.com)
- [NetSmartz.org](http://NetSmartz.org)
- [Missingkids.com](http://Missingkids.com)



# Reaching me

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