

Children, Mobile Phones and the Internet
Experts' Meeting
The Mitsubishi Research Institute, Tokyo
6-7 March 2003

Media on the Move: a Research Perspective



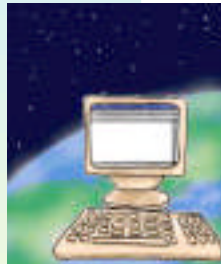
Kirsten Drotner
Centre for Child and Youth Media Studies
University of Southern Denmark

Dominant trends in media culture

- Media convergence
- Media mobility

} Increasing complexity of communication

Media convergence and the mobile phone



Research development

- Focus on single media ->
focus on media milieus
- Focus on media as technology ->
focus on media as content/media as communication
- Focus on production or provider ->
focus on users

What should be our research approach?

A complex media development must be matched by a complex research approach



A joint research approach

Social perspective
uses and practices
interaction

Media perspective
content, meaning-making
interactivity

Empirical trends: social perspective

- Access does not equal use
(cp. Livingstone & Bovill, eds. 2001)
- Reconfiguring use in public and private spheres
(cp. Habermas, Goffman)
- Reconfiguring boundaries of public and private media uses
irrespective of spheres



Private media uses
discourses on intimacy

Public media uses
discourses on participation
and power

Social perspective: Discourses on intimacy

Gendering of discourses

Boys and young men:
sexualised discourses
directed at opposite sex



Girls and young women:
desexualised discourses
directed at same sex



Social perspective: discourses on participation and power

- Sports clubs and after-school care:
adults circulate official messages vs. children circulate illicit images and irreverent rumours
- Schools:
official bans vs actual inclusion both by adults and pupils

Empirical trends: media perspective

- Relevance of substance central to interest
(cp. Livingstone & Bovill, eds. 2001)
- Production of signs central to meaning making
(graphics, text, sound - and mixtures of these)
- Interactivity is expressive "sign play"
- Possibilities of personalised expressions as well as
collective communication

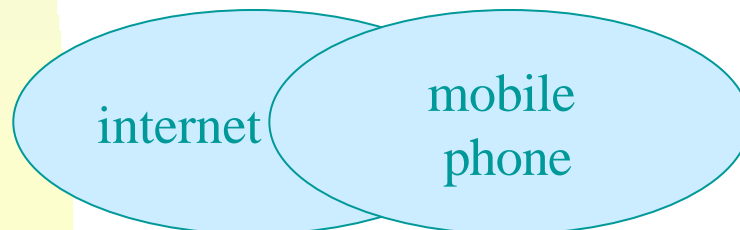
vs. public discourse on disintegrating literacies because
of sms

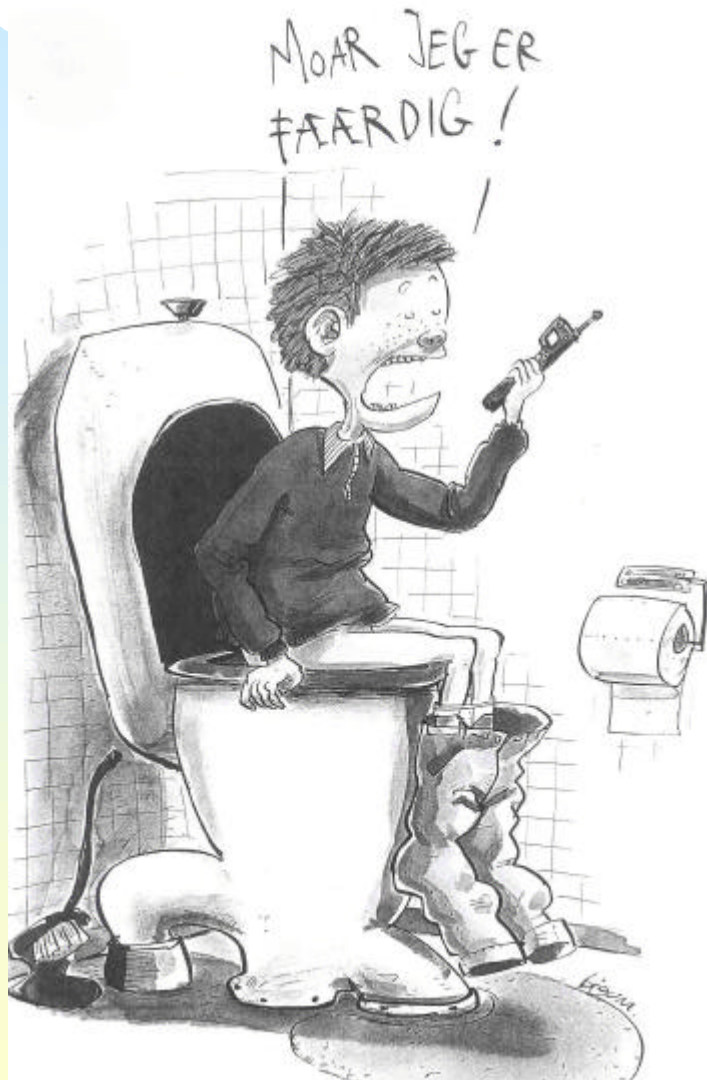
vs. public discourses on individualised media culture

Mobile futures?

- In the convergence cycle, for the user mobile phone communication resembles internet communication more than fixed phone services:
 - + multiple-sense communication
 - + both synchronous and asynchronous communication
 - + playful interactivities
 - + personal as well as collective interaction

convergent interactivities on the move





Implications for future research

- Convergent media and ICT research
- Multiple theoretical perspectives
- Processual methodologies