



**BRAZIL**


- 115 mobile phones/100 inhabitants
- 220 million cell phones in the country.
- 5<sup>th</sup> largest country worldwide in numbers of cell phones

Teleco, September<sup>2</sup> 2011



**Similarities to other developing countries:**

- Recent privatization of telecommunications
- 82% pre-paid cell phones
- Missing landline infrastructure in slums
- CPP
- “sharing” of cell phones
- Cell phone theft
- “Beeping”



Sey, 2010; Steenson & Donner, 2009; Ling, 2011; Donner, 2008; etc.

**Similarities to other developed countries:**



Humphreys, 2008, 2010; Licoppe, 2006, 2009; de Souza e Silva & Frieth, 2011; etc.)

- (1) What roles do specific cultural and socio-economic contexts play in the design, adoption, and appropriation of location-based applications?
- (2) To what extent is the public sharing of location perceived as a threat to personal security?
- (3) How does the use of LBS influence how people experience urban spaces and develop social practices?

Foursquare OR "mídias locais" OR geolocalização OR GPS AND celular

01/01/2011 – 10/04/2011

Folha de São Paulo (SP): 9  
 Estadão (Estado de São Paulo) (SP): 12  
 O Globo / Extra (RJ): 39  
 Zero Hora (RS): 7  
 Veja (BR): 24

Total: 91

Adriana de Souza e Silva & Ana Teresa Galizes

4 major topics:

Newness	Sociability	Help	Access
- New apps	- LBMGs/LBSNs	-Finding	- Profit / offers
- USA / world	- Sharing (friends, pictures, tips)	-Safety	-Low-income
	- User-generated content	-Security / crime	

**1. Newness**

- Descriptive
- New apps
- USA / World

**2. Sociability**

- Sharing (tips, friends, pictures)
- User-generated content

*"Color's aim is to bring neighbors close together." (Folha, August 17, 2011).*

*"On one of these days, in a restaurant, before looking at the menu, I turned on the cell phone. Soon I found out that the stroganoff was the most praised dish and that I should avoid the burrito. At the end, I posted a tip to future visitors: 'The cheese bread is out, but kibe is a good choice.'" (Folha, 18 September, 2010)*

**3. Help**

- Finding
- Safety
- Security (crime)

de Souza e Silva & Frith (2011):  
 4 months of media discourses on LBS:

- Safety and Security (privacy and surveillance)
- Top-down (government / corporations)
- Collateral (LBSN/child tracking)

### 3. Help

#### Top-down (government / corporations)

USA / iPhone (negative)

"[Apple] promised to fix the software bug] in the smartphone after the company faced the rage of users and investigations in many countries about the tracking of the devices." (O Globo, 05 May, 2011)

"Apple and Google (...) are practicing the violation of privacy." (O Globo, 22 April, 2011)

### 3. Help

Tracking  Finding

#### Top-down (government / corporations)

USA / iPhone (negative / violation of privacy)  prevent crime / help citizens

"To track the thieves, the police were helped by a GPS installed in the stolen cell phone, which was hidden in one of the thief's underwear." (O Globo, 23 August, 2011).

"After they escaped, the police were told that there was a GPS in the cell phone, which could help in tracking." (O Globo, 23 August, 2011)

### 3. Help

- Finding
- Safety
- Security (crime)

Collateral (LBSN/ child tracking)

"The main goal of locating people is not their privacy violation; rather it is to offer deals or support in mobile commerce. The second goal is security. Our children won't get lost on the streets, once they have a cell phone or a tiny chip embedded in their shoes." (Estadão, 12 Feb., 2011)

### 4. Access

- Profit / offers
- Low-income

"The main goal of locating people is not their privacy violation; rather it is to offer deals or support in mobile commerce. The second goal is security. Our children won't get lost on the streets, once they have a cell phone or a tiny chip embedded in their shoes." (Estadão, 12 Feb., 2011)

### 4. Access

- Profit / offers (to goods)
- Low-income

"Spoletto offers since April, every Friday, a free lunch for those who arrive at the store as the mayor in Foursquare. According to Spoletto, in Rio there have been already 531 check-ins and in São Paulo, 486. According to the chain manager, this action brought new clients to its restaurants." (Globo, 30 August, 2010)

### 4. Access

- Profit / offers (to goods)
- Low-income

#### To technology

"We observe a tremendous growth of users in Brazil. We are very excited about that. (...) Brazil will be a major market to Foursquare." (Folha, 20 July, 2011).

"In Brazil, cell phone providers Tim, Oi and Vivo are already testing the electronic wallet. In two or three years, we will be entering the mobile commerce era." (Estadão, 12 Feb., 2011)

**4. Access**

- Profit / offers (to goods)
- Low-income

**To technology:**

"Brazil is among the countries that easily adopts these new services, and it is above the world average in intentions to use these resources, compared to other nations in Latin America and countries like Russia and India." (O Globo, 27 April, 2011).

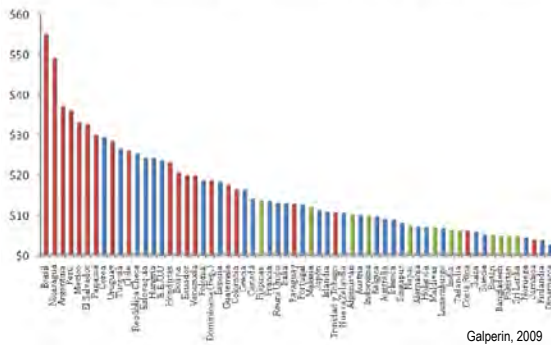
82% of cell phones in Brazil are pre-paid



Teleco, September 2011

**Pre-paid phone service is the most expensive in the world**

Cuadro 5: Costo de la canasta de bajo volumen en modalidad prepago, en dólares PPP (2009)

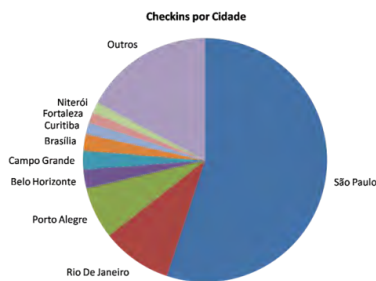


**4. Access**

"In many aspects, China is like Brazil, where many still do not have access." (O Globo, 27 April, 2011).

"In Porto Alegre, the number of people who use the service [Foursquare] is still limited." (Zero Hora, 16 April, 2011)

**July 2010: Foursquare is released in Brazil**



**4. Access**

"In Brazil, the number of users is, let's say, minimum: 200,000 people have used the service at least once." (Veja, 24 March, 2011)

"The low-penetration rate is understandable. The use of the social network [Foursquare] requires a mobile device, such as a cell phone or a tablet, connected to the internet, which is a reality still restricted to a small amount of users in Brazil". (Veja, 24 March, 2011)

**Conclusions:**

- (1) These media outlets mostly target high income population in three major cities in Brazil (Rio, São Paulo, Porto Alegre).
- (2) Focus on novelty and what's happening abroad (Castells, 2000, 2009, "global elites")
- (3) Focus on the potential of Brazilian market
- (4) Few acknowledge that very few people use these services.
- (5) NOT a problem with privacy (on the contrary, services are praised), but an access problem.

**Future directions:**

2008 - 2011

Folha de São Paulo (SP)  
Estadão (Estado de São Paulo) (SP)  
O Globo / Extra (RJ)  
Zero Hora (RS)  
Veja (BR)

+ Google News

+ interviews with users and non-users of location-based services  
(with Ana Maria Nicolaci-da-Costa, PUC-RJ)

Thank you!

**Google alerts for "telefone celular:"**

- "Congressman creates law that prohibits cell phone use in banks" (Capital News)
- "Man refuses to give up his cell phone and is shot to death" (Diário do Pará)
- "Robber loses his cell phone while assaulting a woman in the Frei Eugênio neighborhood" (Jornal da Manhã)
- "In-laws are kidnapped for 48hrs (and kidnappers use their cell phone for negotiation)" (Diário da Amazônia)

(de Souza e Silva & Frith, 2010)