

Methodologies: Mobile Media & Mobility | Aarhus University | April 1, 2014

# Mobile communication, mobility and locative media

Mapping the fields, methods and challenges



#throughglass

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# Mobility and locative media: Mobile communication in hybrid spaces

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**Adjacent**



**Possible**

WHERE GOOD IDEAS COME FROM


the natural history of innovation

STEVEN JOHNSON

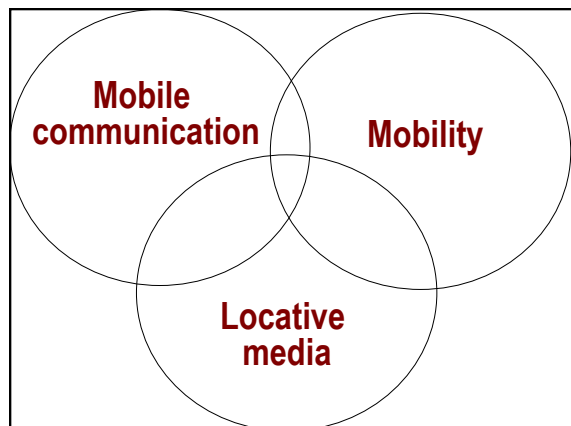
BESTSELLING AUTHOR OF Everything bad is good for you



“What the adjacent possible tells us is that at any moment the world is capable of extraordinary change, but only certain changes can happen. The strange and beautiful truth about the adjacent possible is that its boundaries grow as you explore those boundaries.”



(Johnson, 2010, p. 31)



**Mobility**

(Sheller & Urry, 2006; Hannam, 2006; Kellerman, 2006; Jensen, 2009)

(Graham & Marvin, 2001; Packer, 2008; Vukov & Sheller, 2013)

**Mobile communication**

(Ling, 2004; Katz & Aahkus, 2002; Brown et. al., 2002; Campbell, 2013; Goggin & Wilken, 2012)

**Mobile communication**

- ICA Mobile Communication pre-conference
- Center for mobile communication studies (Boston University)
- Mobile Media & Communication journal

**Mobility**

- International conferences of the pan-american mobilities and cosmobilities networks
- Mobilities research and policy center (Stetson University)
- Center for mobilities research (Lancaster University)
- Centre for mobilities and urban studies (Aalborg University)
- Mobilities journal

**Mobile communication**

- Micro-coordination (Ling & Yttri, 2002)
- Two-way text / voice communication (Keyani & Farham, 2005; Harper et. al., 2005; Habuchi, 2005)
- Mobile privatization (Williams, 1974)
- Disconnection from place (Gergen, 2002; Puro, 2002)
- Youth and mobiles (Goggin, Stald, Ito, 2005)

CRITICAL STUDIES / COMMUNICATION

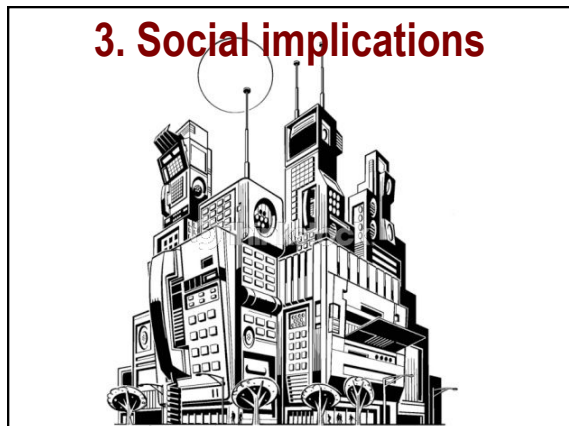
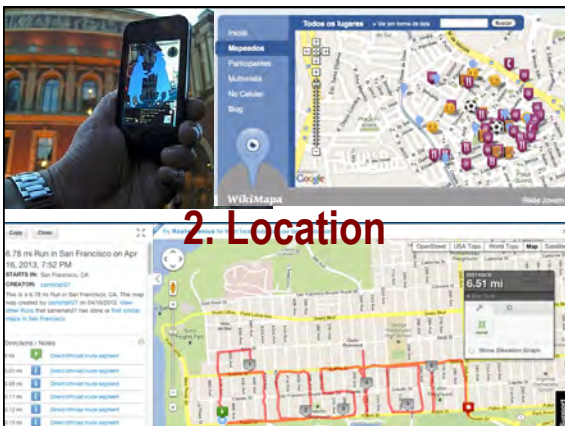
**Mobility**

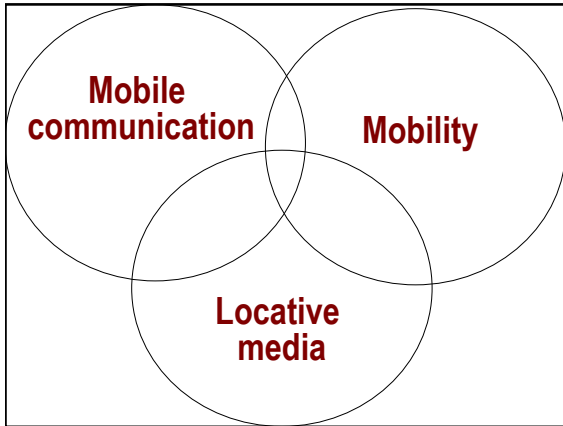
- Virtual vs. physical mobility (Kellerman, 2006; Urry, 2003; Larsen et. al., 2006)
- Migration (Sheller)
- Transportation (Kellerman)
- Mobilities turn (Cresswell, 2010)
- New mobilities paradigm (Sheller & Urry, 2006)

SOCIOLOGY / GEOGRAPHY / URBAN STUDIES /

**Locative media**

(Hemment, 2004; Tuters & Varnelis, 2006; Rueb, 2007; Blast Theory, 2001; Paulos & Goodman, 2003)





## Mobile Methods

- Capture movement (video recording, gopro cameras)
- Follow participants and interviewing on the move

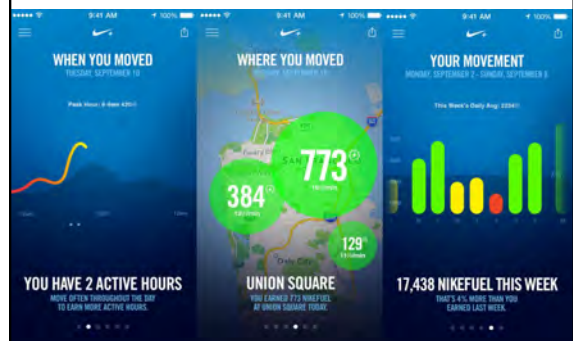


## Mobile Communication Methods

- Domestication  Mediated Mobilism (Hartmann, 2013)
- Automated data collection via smartphones (location information, call logs, app use, data use (Bouwman et. al., 2013))
- More automated biometric data collection (smart body analyzer, fit bit, moving tracker)



## Mobile Communication Methods

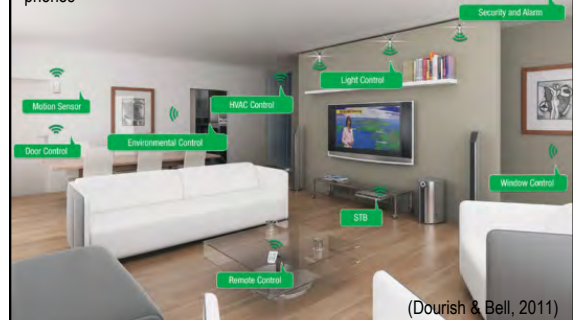


## Locative Media Methods



## Lessons

1. Mobile communication is not (and has never been) only about mobile phones



## Lessons

2. Scholars of mobile communication, locative media and mobilities should have a stronger dialogue with each other.

## Lessons

3. They should share methodologies and theoretical frameworks, but also develop new ones to study emergent media.

## Challenges

Privacy / locational privacy



## Challenges

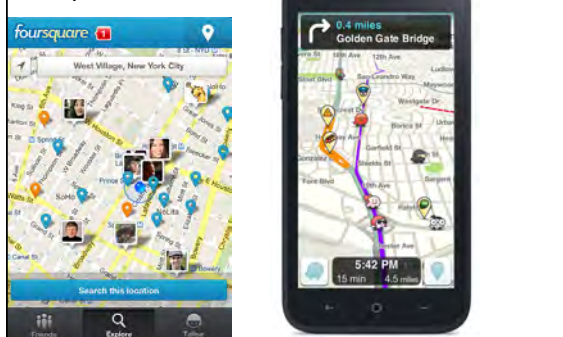
Control



(de Souza e Silva and Frith, 2012)

## Challenges

Sociability / Gamification



## Challenges

Sociability / Gamification

Privacy?  
Control?  
Gamification?  
Biometric reading?  
Location-awareness?

## Questions?

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