




To be in time, to be in the world: the social life of cell phones in a low-income community
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Cell phones in Brazil

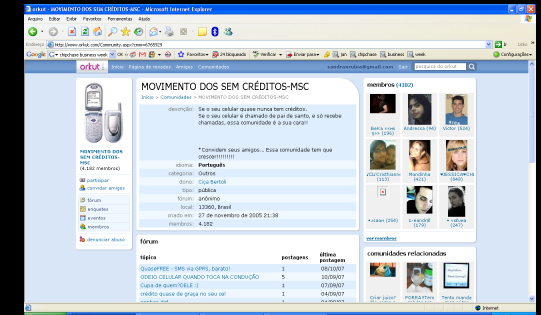
- 191.5 million cell phone subscriptions in Brazil (Teledensity: 98%)
- Main operators x market share: VIVO 30,14%; CLARO 25,47%; TIM 24,52%; OI 19,51%; others less than 1%. (Source: Teleco Set/10).
- 1998 – privatization
- 53,8% of population aged 10 or more use cell phones (86 million people – PNAD 2008)
- PNAD 2005: 36,6% of population aged 10 or more (56 million people) – 54,9% growth in three years
- 82% operating on prepaid cards (Source: TELECO, Set/10)
- Cost: among highest in the world (ITU – International Telecommunication Union, March 2010)

Dissertation overview

- Literature
- Introduction
- Research question
- Methodology
- Social contexts
- Main findings
- Current research (DIRSI)



Social network sites - Orkut



Surveillance – gender and generation relationships



Cell phones and new practices

Cell phone – part of my body

“Without my cell phone I feel naked”

“I sleep with my cell phone by my bed”

“My cell phone stays on 24/7”

“Can’t live without my mobile”


“Who needs a wristwatch? I have a cell phone”

“My cell phone is fashionable”



Consumption, domestication and mobile technologies

- Social life of things (Appadurai, 1986)
- Consumption as material culture – humanity (Daniel Miller)
- Domestication of mobile technologies (Silverstone, Haddon)




Domesticating high costs...




Domesticating cell phone functions

eg. Texting and elderly people




Cell phones and illiteracy

- Chipchase, 2008
- The role of mediators



Feeling included by consumption

(And two years later...)




Cell phones and the logic of fashion

New phones every two years
Rockers in Norway



PRADA
LG




Cell phones as "affective technologies" (Lasen, 2004)

Emotion relationship of individuals with their cell phones and the content stored in them



Cell phones and emotions Love, hate, envy, anger...



Meu celular tem um nome

descrição: gente essa comunidade eh para as pessoas que, como eu, gostam de nome as suas coisas de um modo especial. gostam de um motor de varado, gostam de um video de ca rapa, tem tudo isso, gostam de dar nomes as coisas, e gostam de contar sobre as suas experiencias e stories. A DCCITEP eh meu projeto em que estou trabalhando desde recentemente por um lado e tem muito a fazer e me ajuda. Trabalho e sou extremamente busy e preciso de ajuda para isso.

as da ve estar seguindo amolar nome onibus para o cel 95

nome	participar
Outros	
Categoria	Outros
Nome	Carolina Paula
Tipo	publica
Idioma	portugues
Local	Brazil
criado em	25 de Novembro de 2005 13:42
visitados	52

Foruns

topico	participar	ultima participacao
Quantos e qualis nomes deos celulares di 16	5	03/06/07



Bluetooth, sounds and images



Sociability ,bluetooth, internet



Corporality,
music and the
public
performance
of masculinities

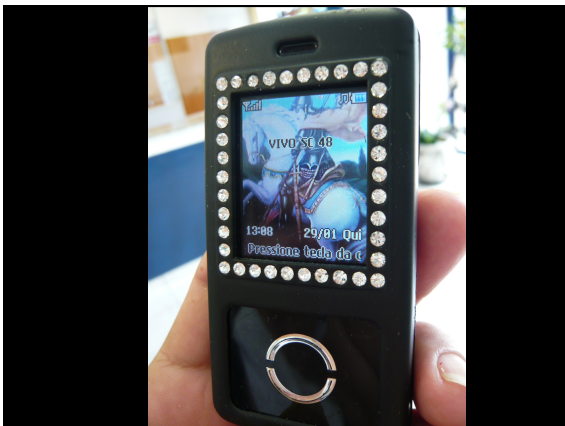
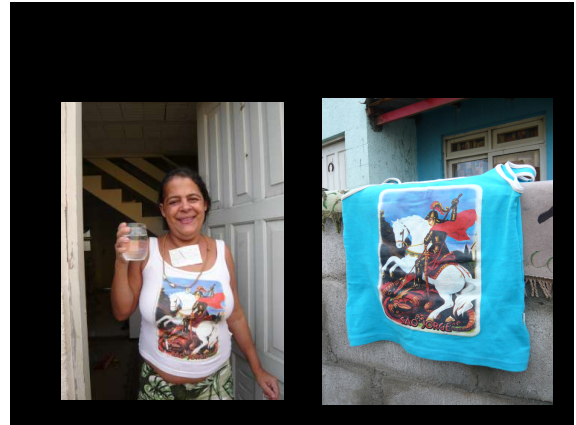
Funk and rap
music

Technomas-
culinities?
(Kimmel 2004)



Religion and cell phones





Thank you
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