

# “MoDe Project”

Socio-Media Studies on  
Culture and Literacy of Mobile Media

## Its Context and Framework

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Aalborg University

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# Japanese State of Mobile Market

- **mobile phone service contracts**
  - 90 million / total population 125 million
  - rate = 70 %
  - 3rd generation = over 50%
- **rich growth in Internet services**
  - 90% are directly connected to the Internet
- **preeminent e-mail activities**
  - 80% use internet connected e-mail
  - mobile phone compensated for the late spread of PC-based Internet access
  - input methods with highly accumulated know-how with PC
  - Japanese culture weight on indirect communication
  - long tradition of literacy; keeping diaries and writing letters
- **rapid development of visual communication**
  - 60 million are with built-in camera models
- **two contradictory, separate images**
  - a miniature, high-performance business tool
  - a subversive type of media
- **beyond the metaphor of telephone**

Mr. Mizukoshi,  
I can't understand anymore  
what **this** is.

Mr. Tachikawa and Mr. Nakamura,  
former and present president and CEO  
NTT DoCoMo, Japan  
May, 2004

I can't follow the rapid transformation of **this**, anymore.

Mr. Alexander Graham Bell,  
inventor of telephone  
1877

# phonetic recorder by electricity



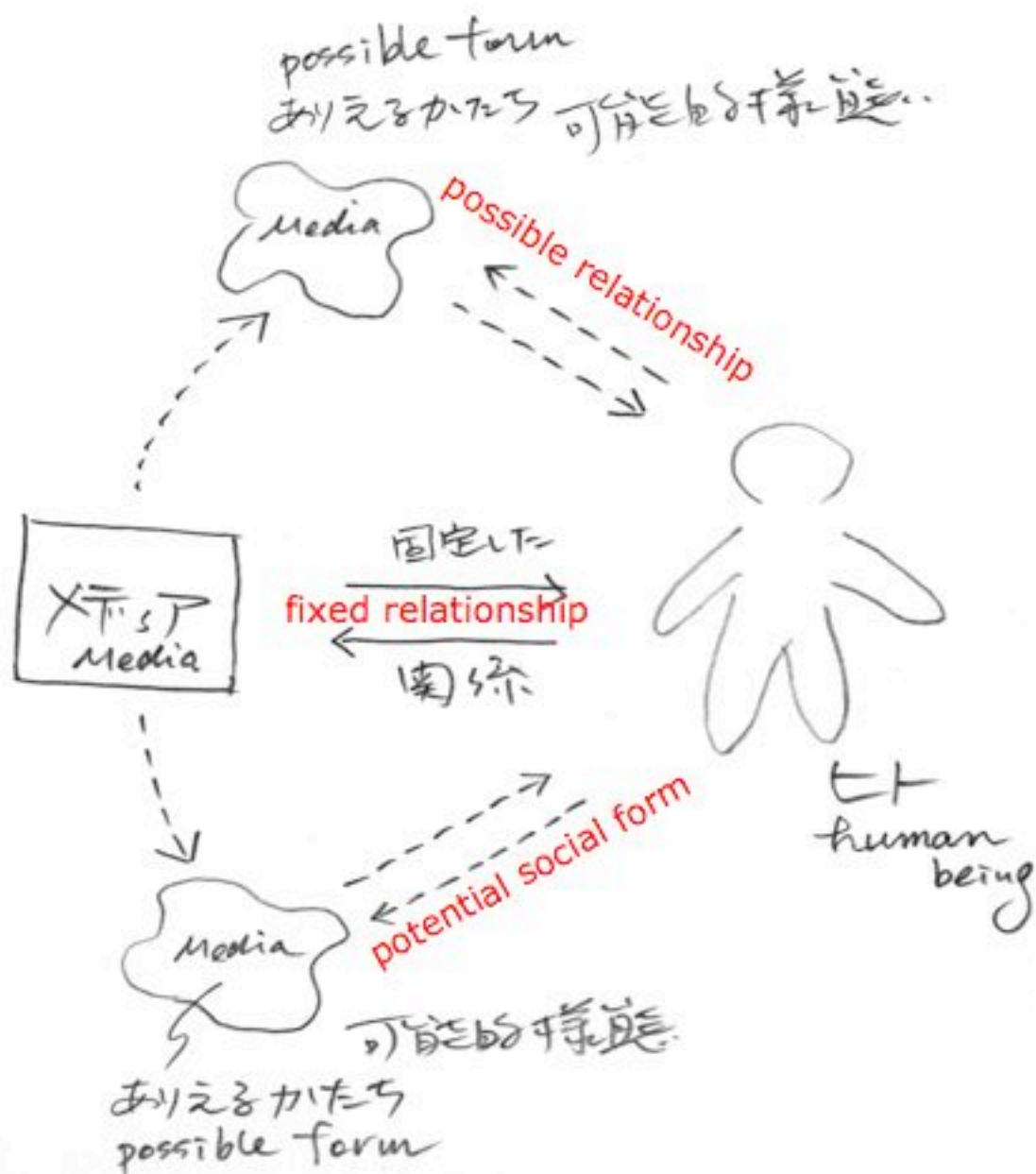
- Alexander Graham Bell
- Boston, USA
- 1876

# Ambiguous, Wavering

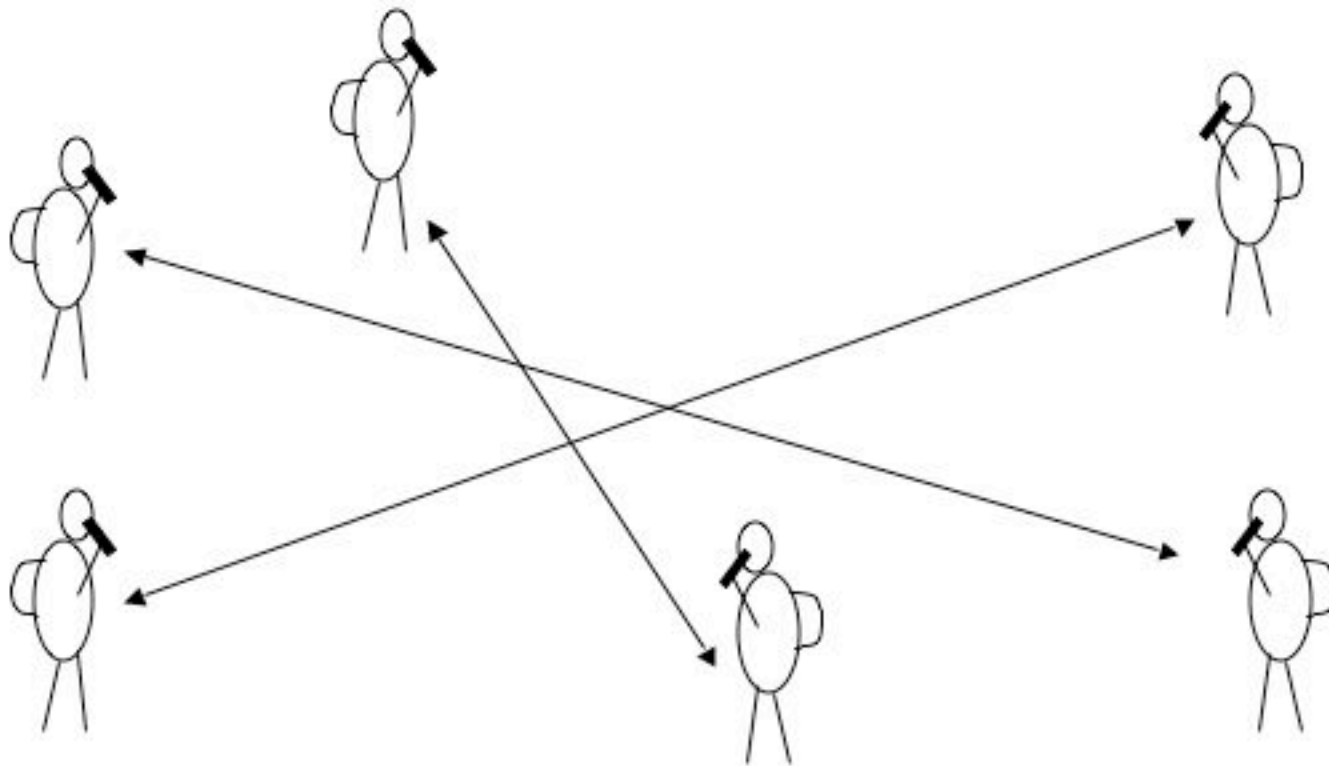
- relationship between people and media
- social form of media



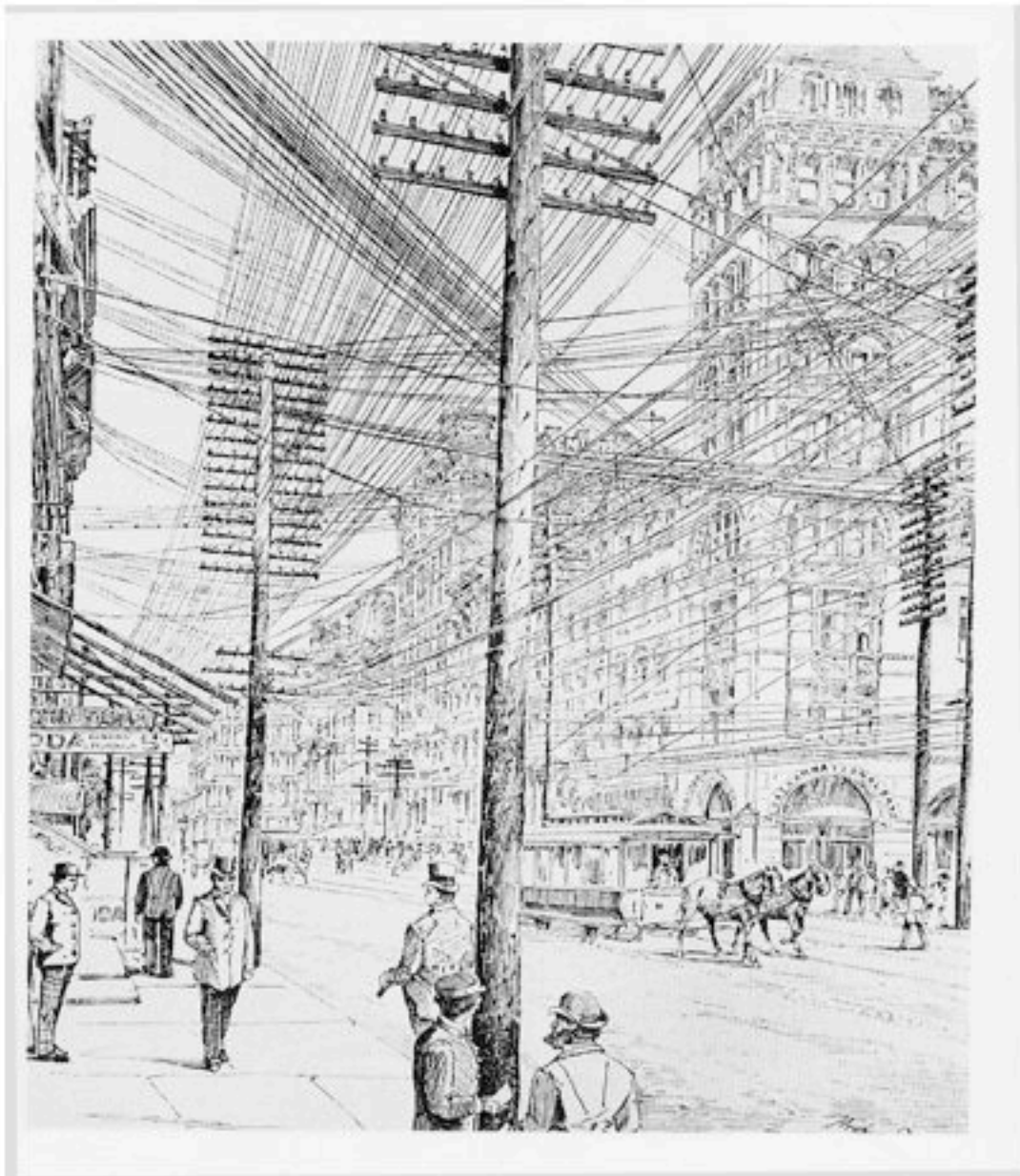
emergence of  
mediological  
imagination and  
new media literacy



# telecommunication medium ?



- without automatic switching system



- wires covering a city
- Broadway, NY
- 1899

# studio of telephone

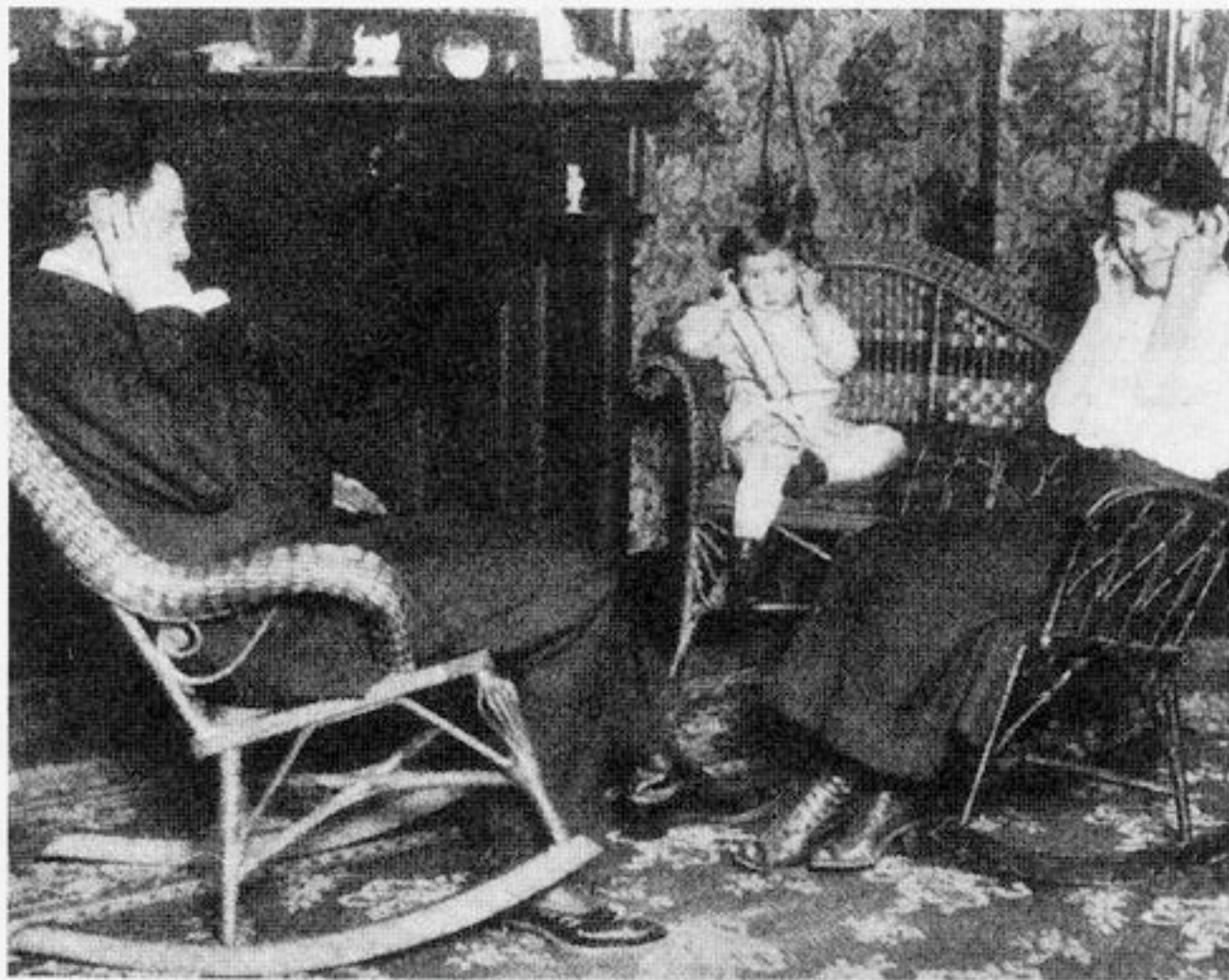
Budapest, 1901



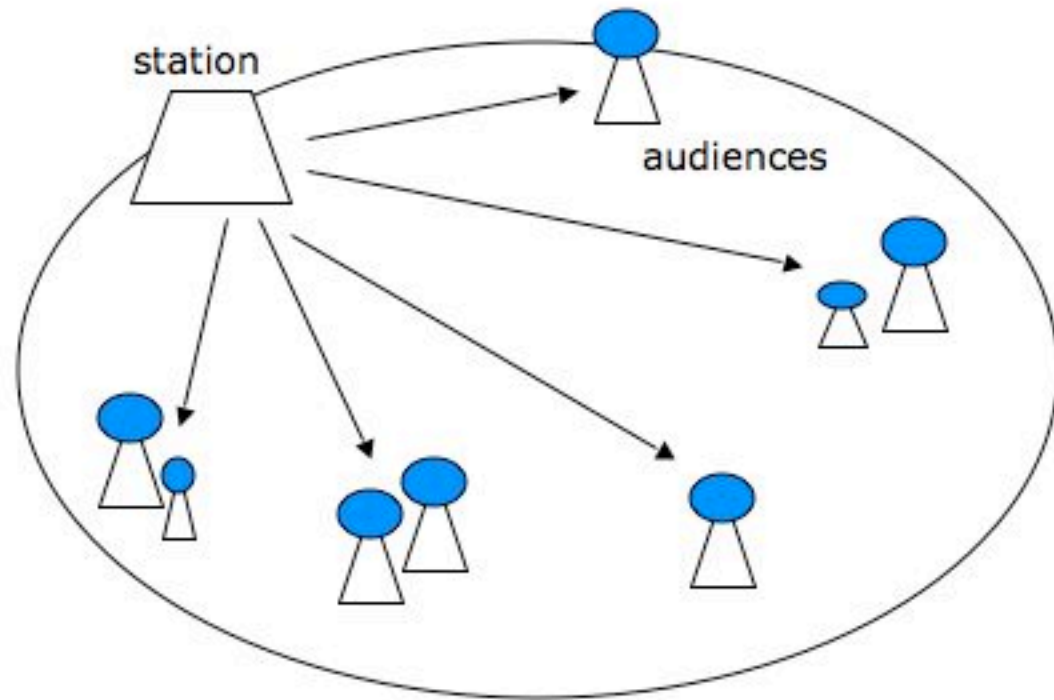
PHOTOGRAPH BY THE NATIONAL ARCHIVES OF HUNGARY

# a medium for community news

New Ark, 1912

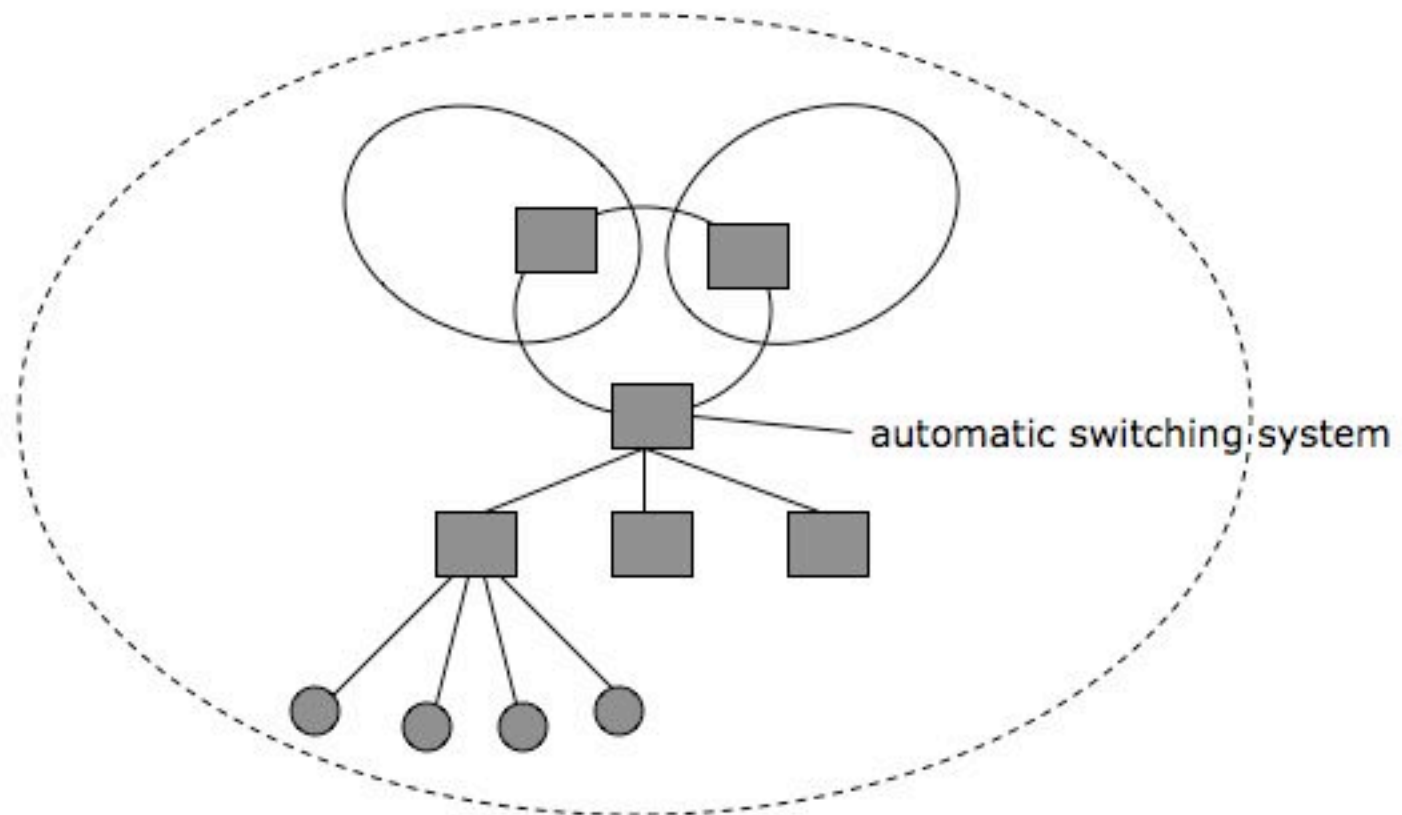


# alternative way of telephone



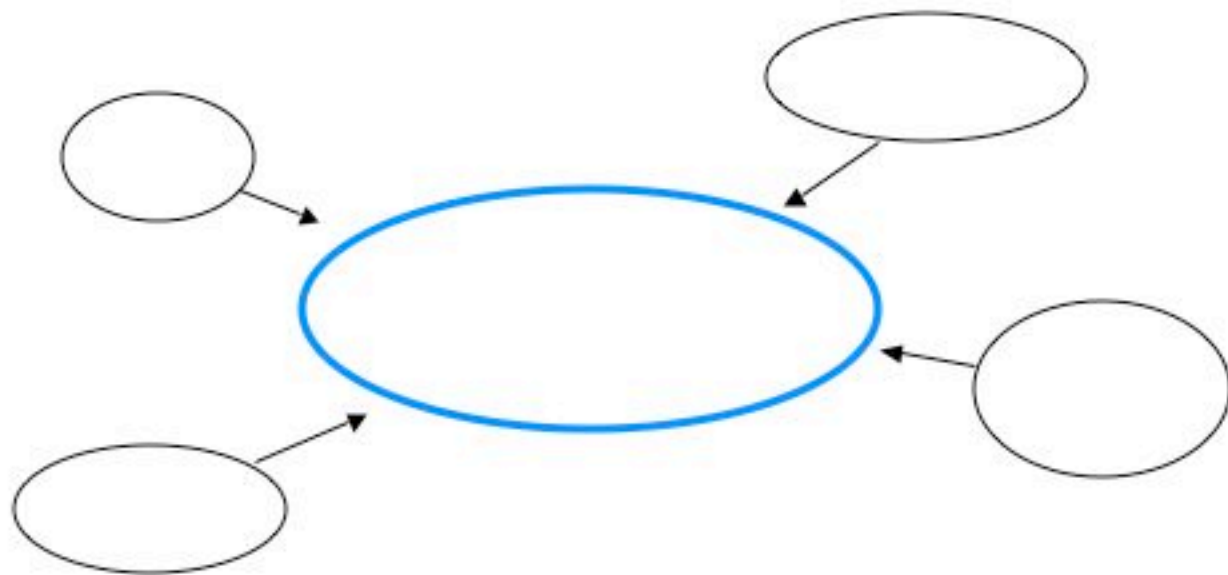
- telephone as a broadcasting medium

# contemporary telephone network



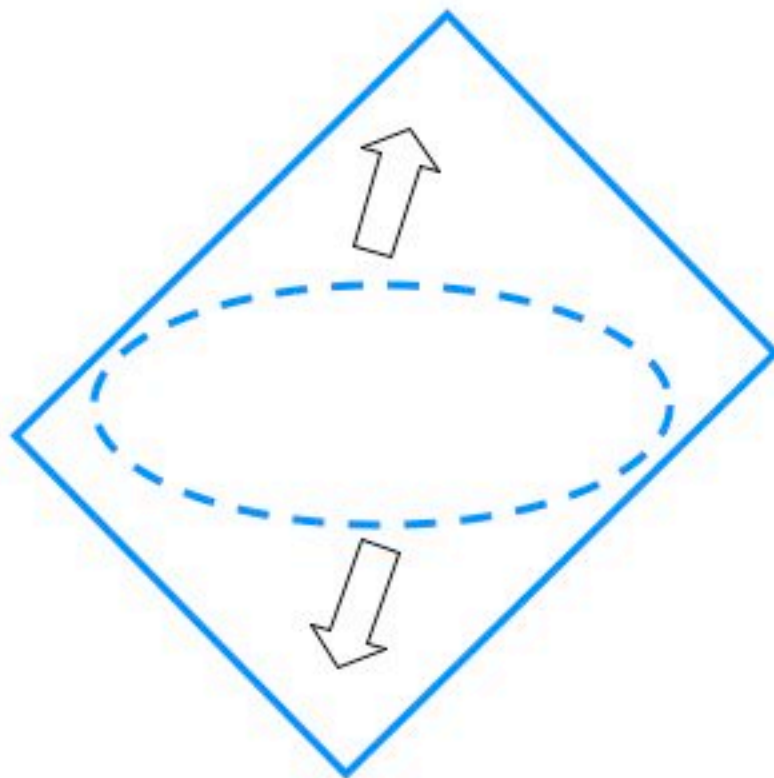
- telephone as a nerve tissue covering society

# centralization of “system”



- expansion of the sphere of a nation

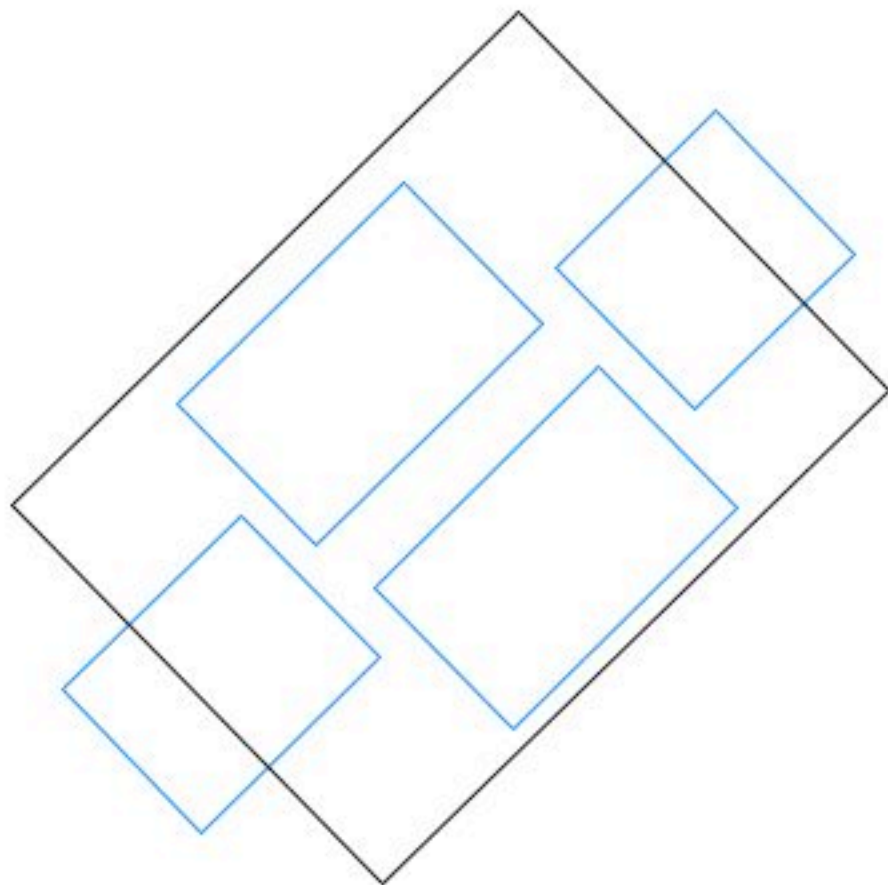
# nationwide universal service



- complete the modernity

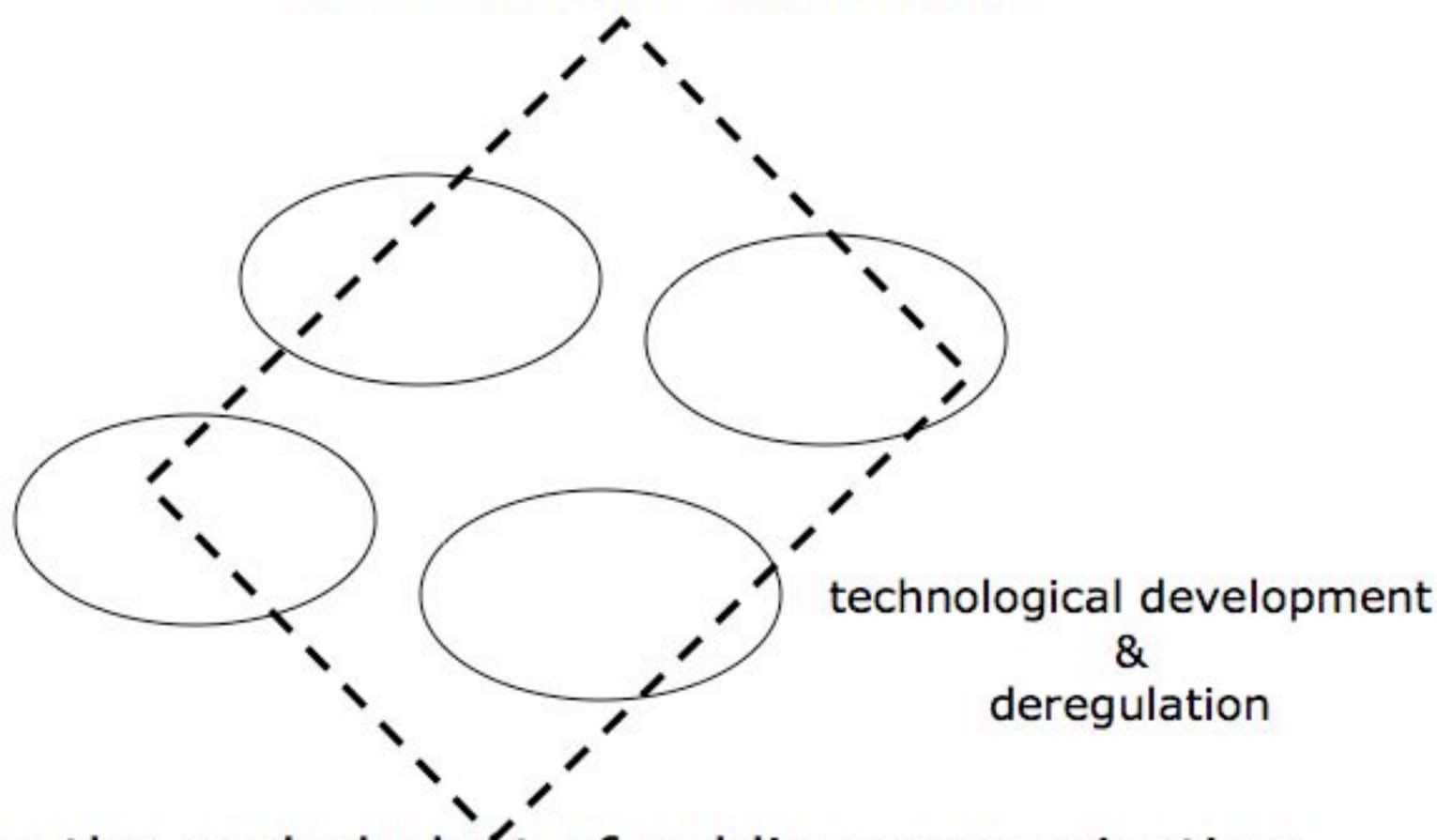
# universal service

beyond national borders



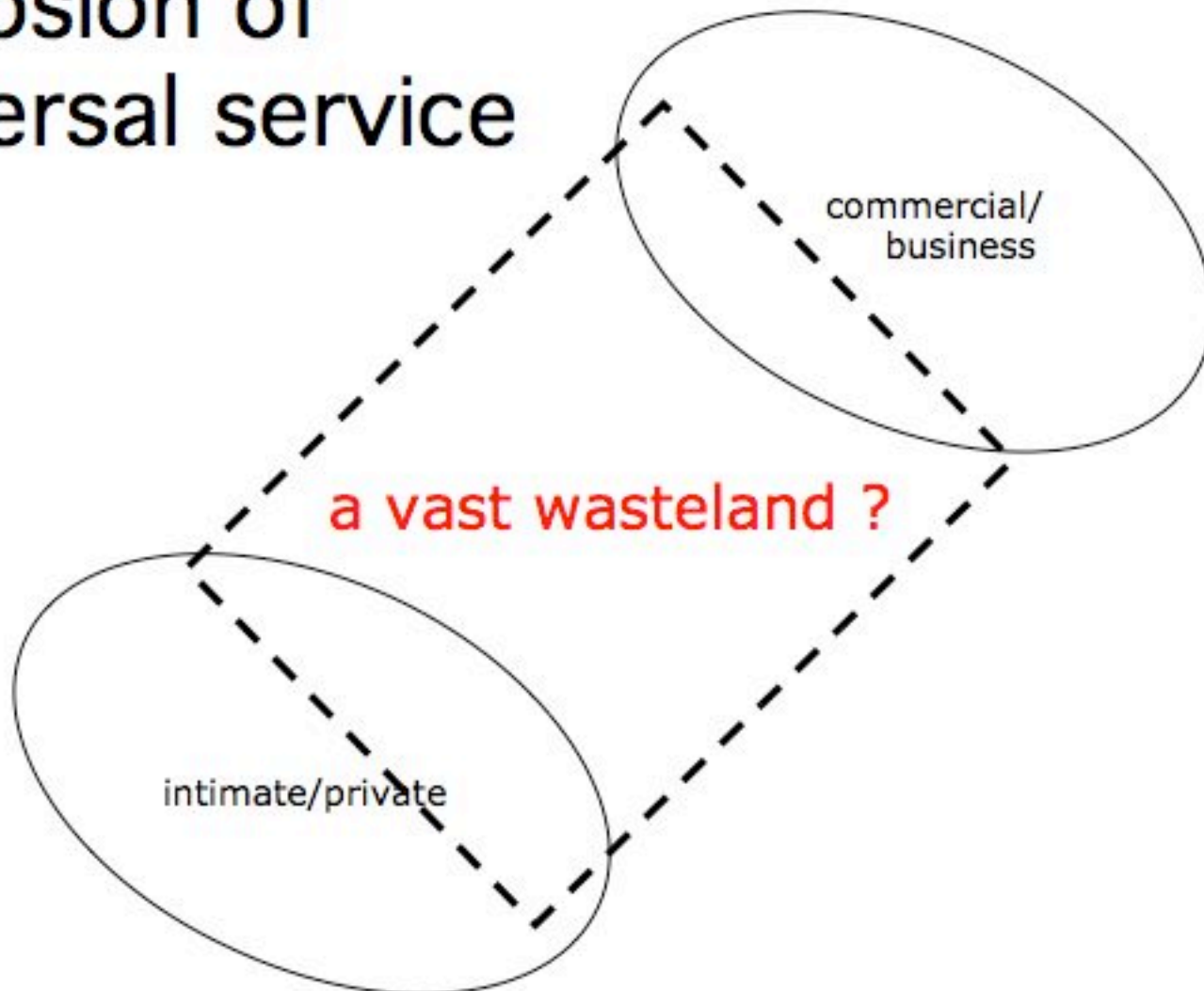
- internationally ordered telecommunication system / culture

# institutional/cultural turn of universal service



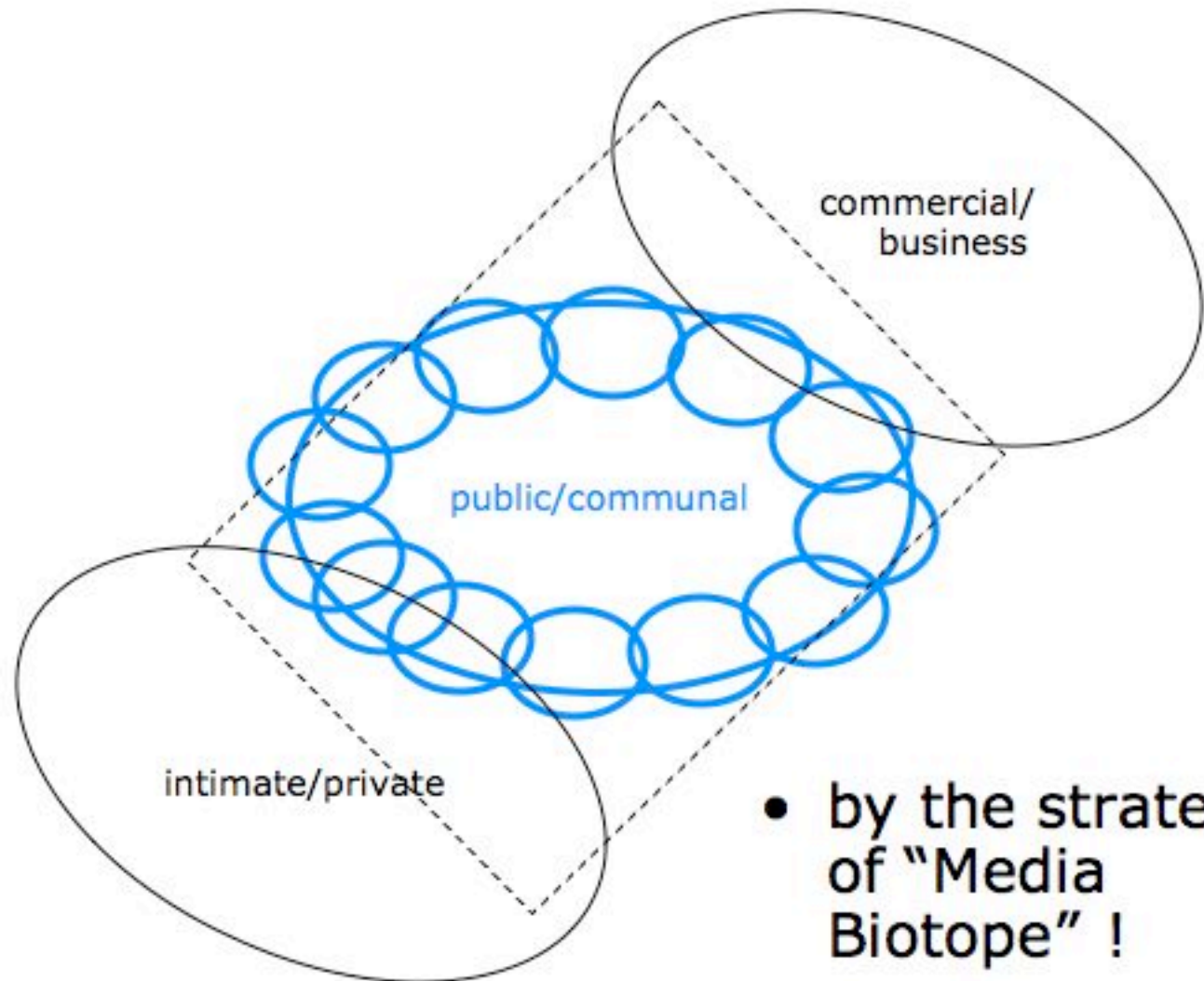
- or the prelude lost of public communication sphere

# corrosion of universal service



- Newton Minow, chairperson of the FCC in 1961

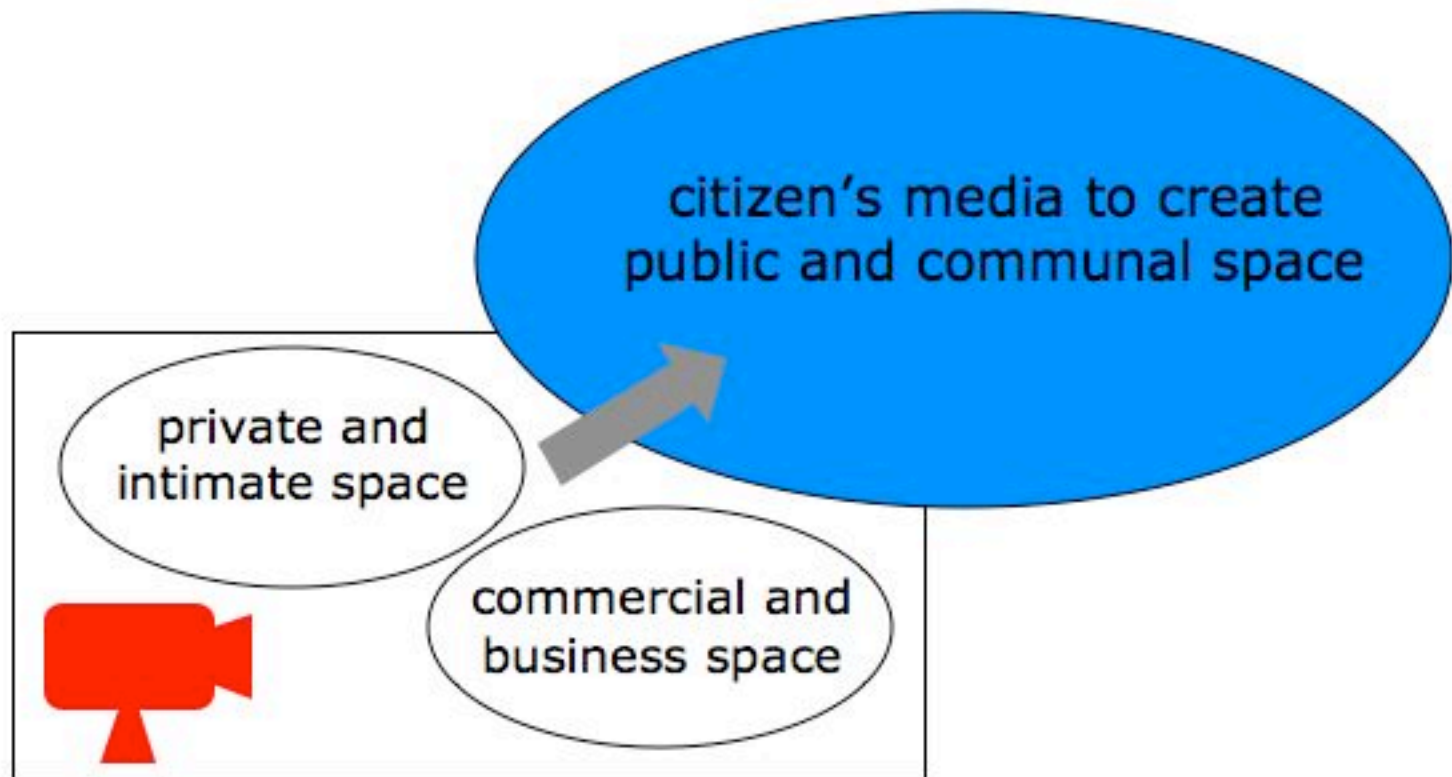
# revitalize new public communication spheres



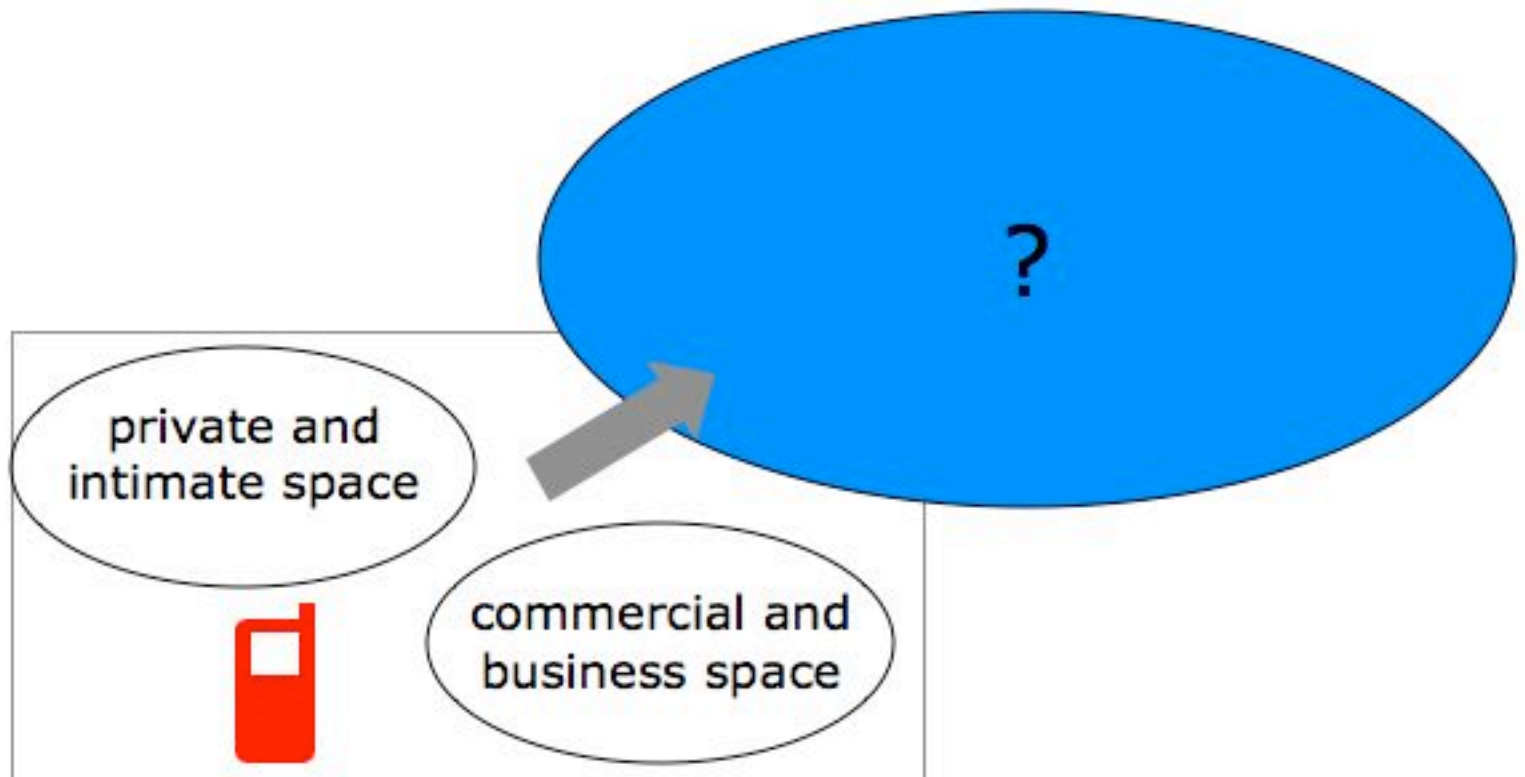
# Citizen's Media Expression and Media Literacy



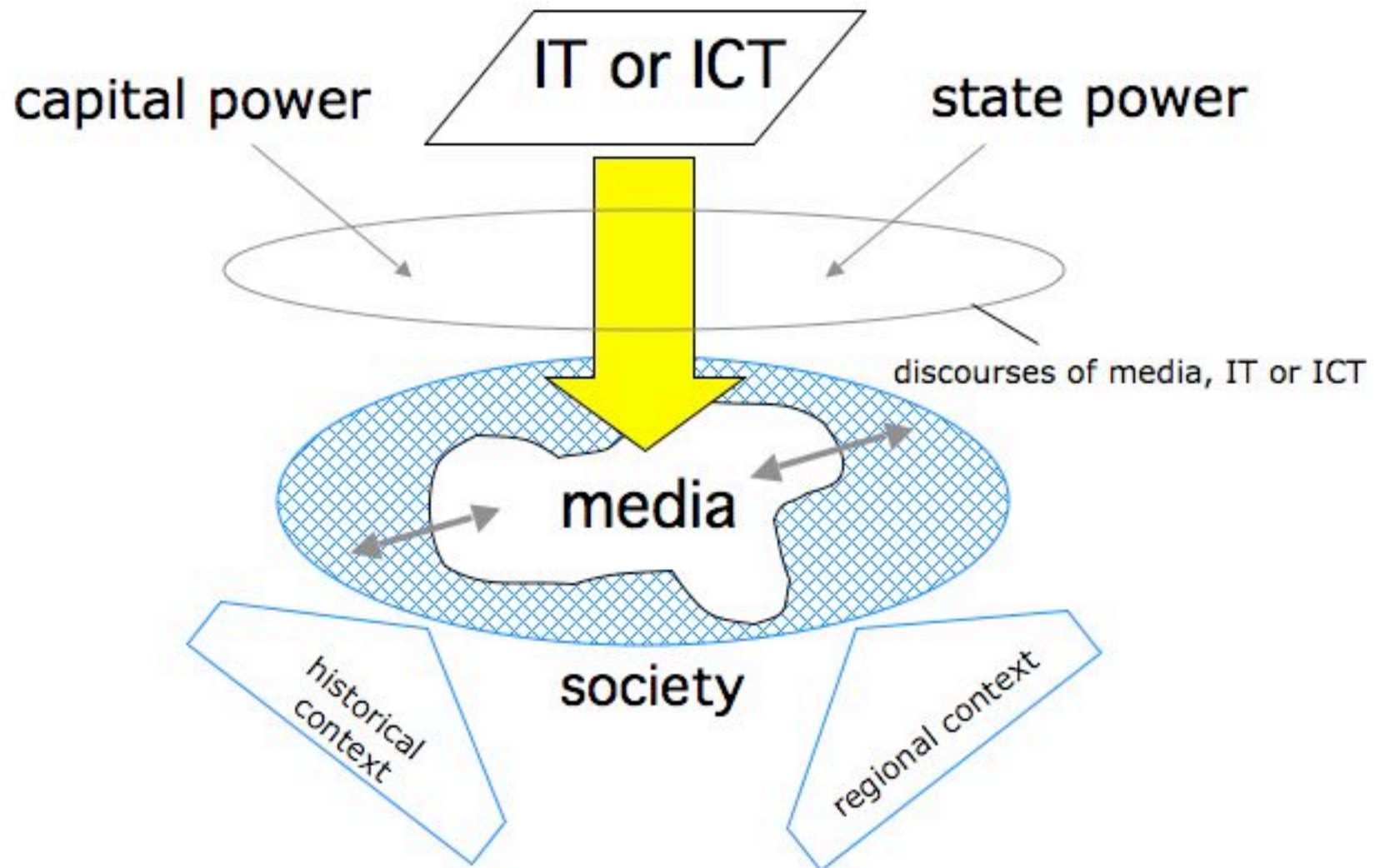
# Camera as Media for Citizen's Media Expression and Media Literacy



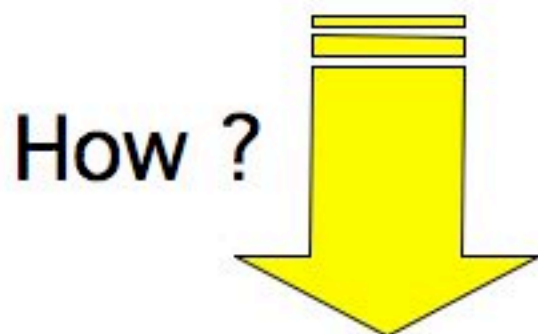
# Potentiality of 3G Mobile Media ?



# Socialization of Media



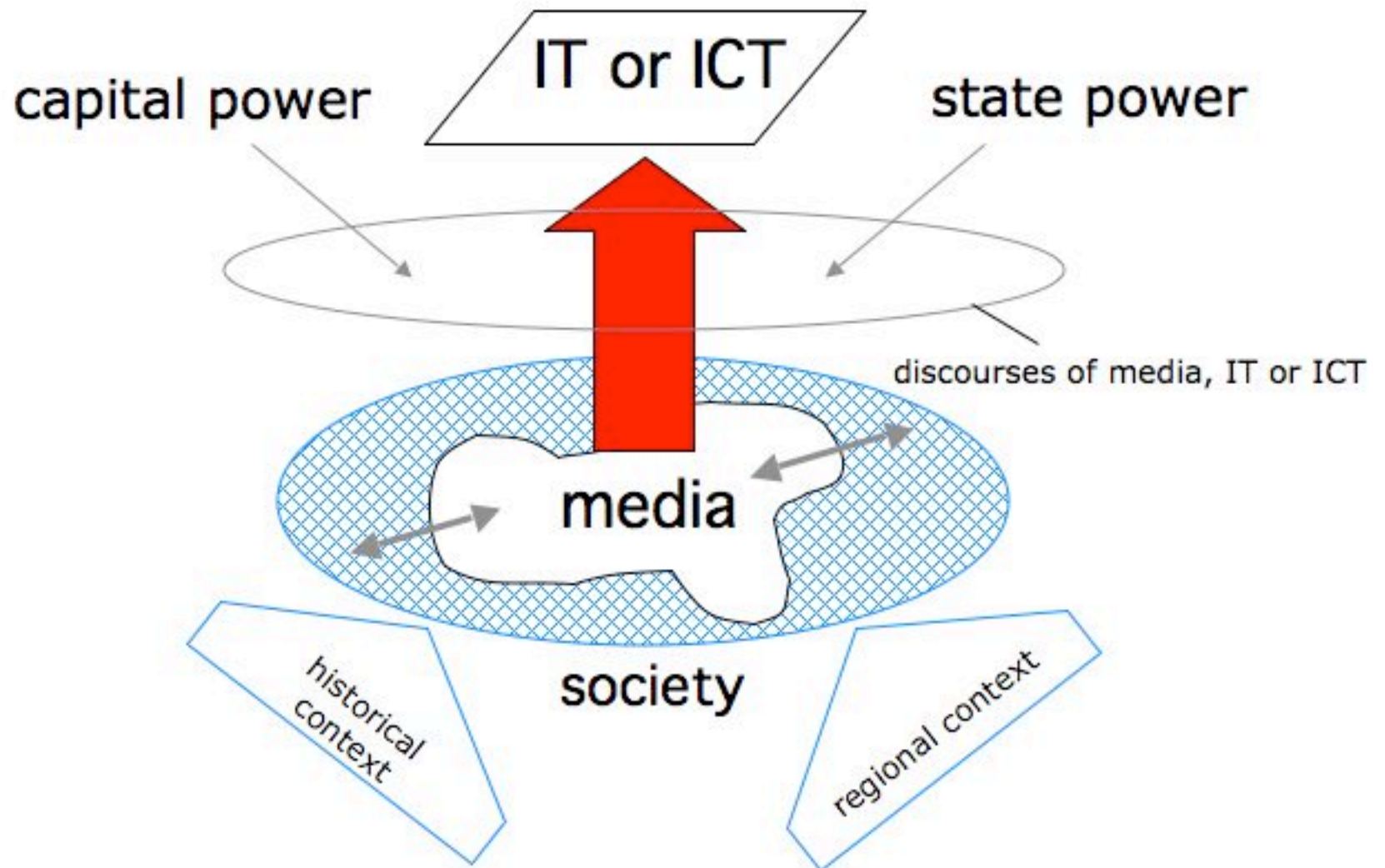
- media have formed socially.
- we, as members of the society, have rights and duties to design media.



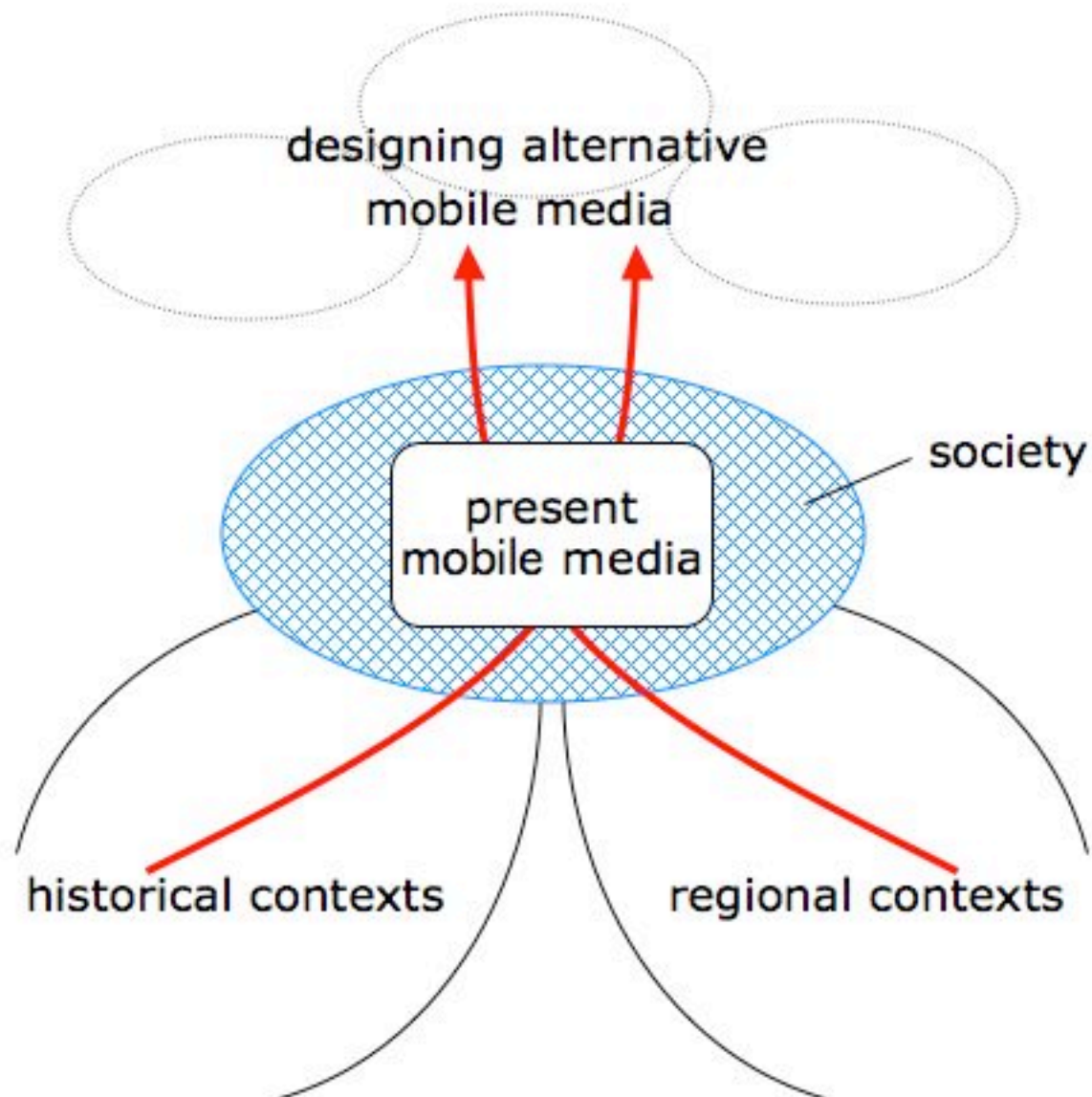
## Critical Media Practice

- Critical Media Practice on Mobile Media = MoDe Project
- to make a vast waste land to media biotopes !

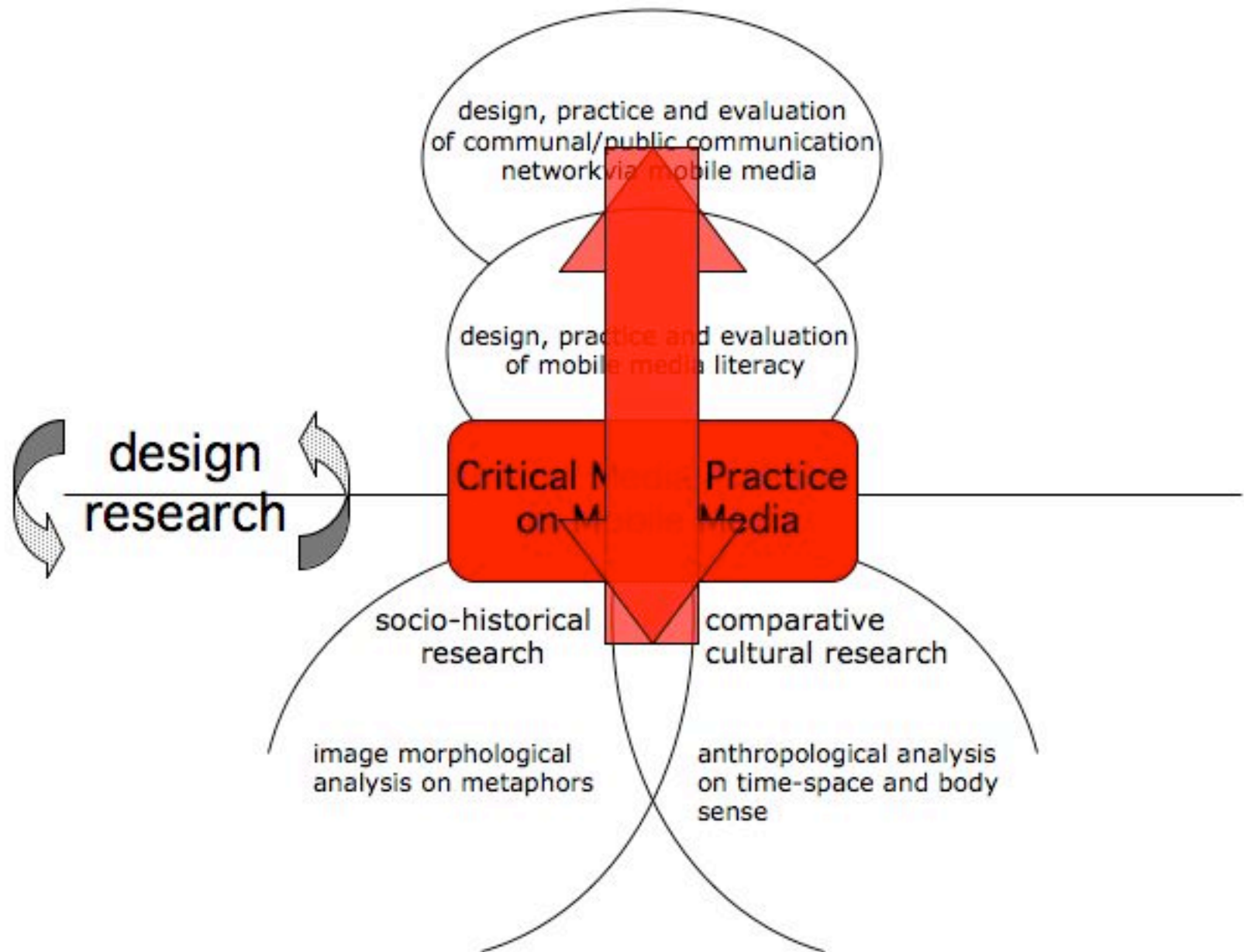
# Socialization of Media



# Social/Cultural Design of Mobile Media/Media Literacy



# Structure of the MoDe Project



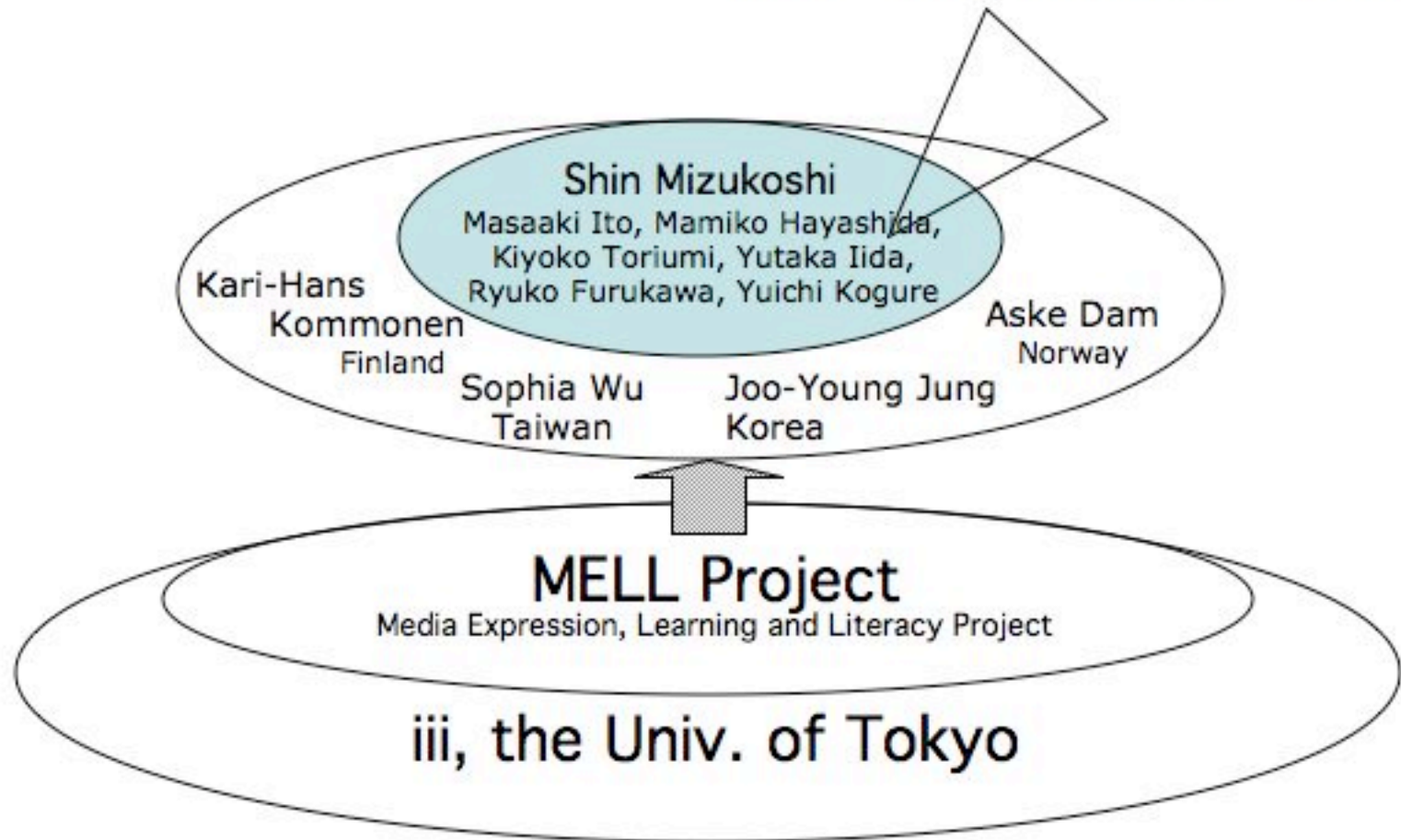
# Missions of the MoDe Project

- **Mobiling - Designing (MoDe) Project**
  - formal title: Socio-Media Studies on Designing of Mobile Media Culture and Literacy
  - granted by NTT DoCoMo Mobile Society Research Institute : Moba-Ken; totally apart from management and business activities
- **Media Studies with Design Mind**
  - = **“Critical Media Practice”**
  - connect analytical human and social scientific research and practical designing research
- **Develop Programs for Mobile Media Literacy**
  - learning materials, workshops, software, etc.
- **Key Words**
  - media studies, media literacy, information design, cultural probe, public sphere, community, critical media practice

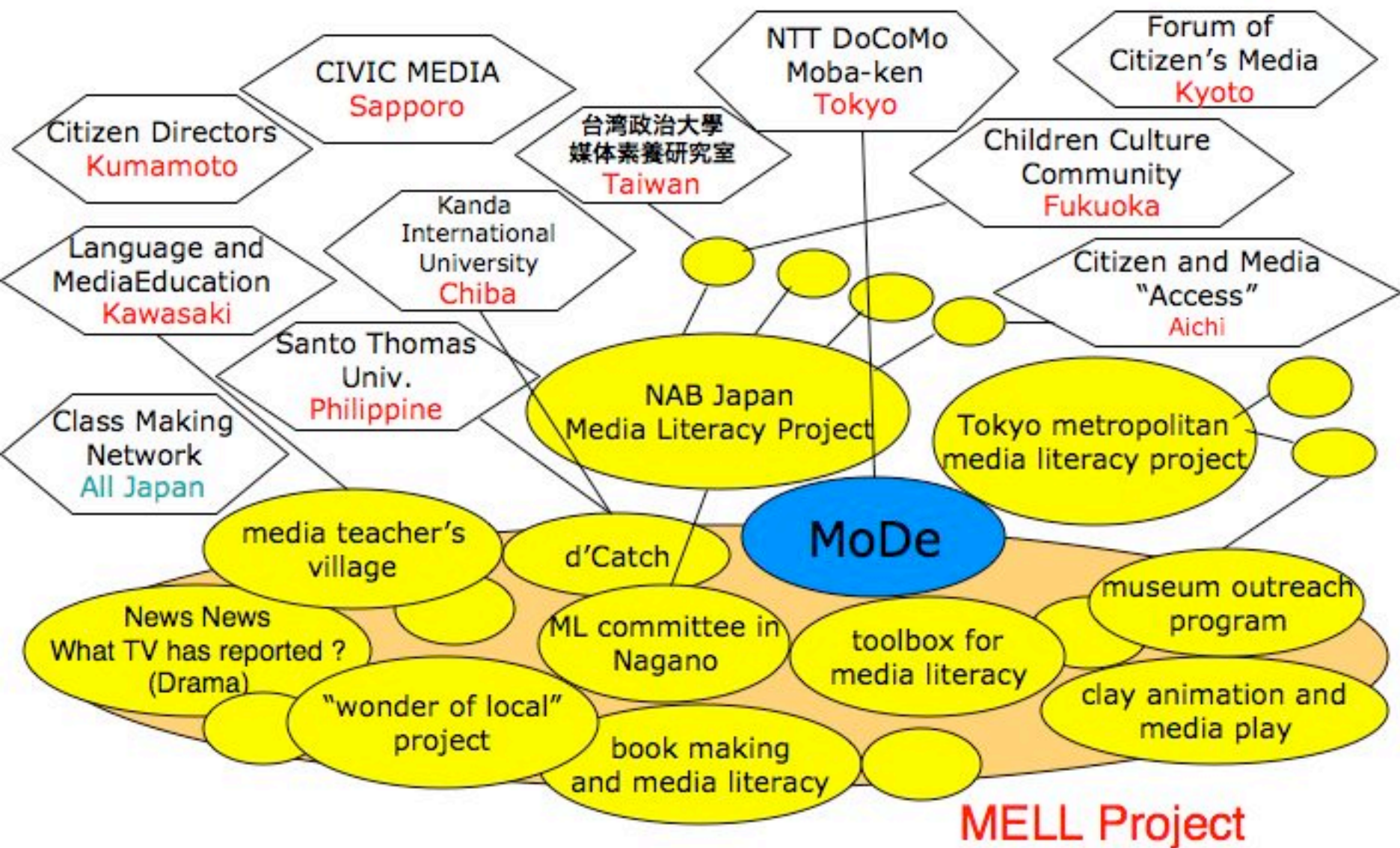
# Formation of the MoDe Project

Design Activities Group

Toshihiro Anzai & Rieko Nakamura : Media Artists



# Network of MELL Project



# Thanks a lot and Keep in touch !

- Shin
  - [shin@iii.u-tokyo.ac.jp](mailto:shin@iii.u-tokyo.ac.jp)
- MoDe Project
  - <http://www.mode-prj.org>

