

Mobile Internet in France

Between innovation & social contexts of media reception

Corinne Martin
CREM (Mediations Research Center)
Metz University, France
corinne.martin@univ-metz.fr

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- ✓ In France, Equipment rate = 93% in 2010 and 63 billions SMS (2009, + 80%)
- ✓ Unlimited mobile Internet packages / 2007: to foster lagging emergent uses
- ✓ Which social context of reception of mobile Internet ?
- ✓ Our survey / Spring 2009: a reflection on the resistance against the use
- ✓ Interdisciplinary and qualitative approach : Sociology of the uses

3 following points

- ✓ The audience ratings
- ✓ The image of the network operators / handset manufacturers' strategies
- ✓ Social representations of the users

Combined methodology : review of the statistics and a survey in 2 parts

- ✓ Questionnaires (N= 260)
- ✓ In-depth interviews (n=10, popular classes)
what experience of mobile
internet/computer ?

Comparison between measurements of 3 polling Institutes (Spring 2008)

Médiamétrie

11.3 million
users 11 years
and over

TNS Sofres:

7.4 million
users 16-60
years

Ipsos

3.3 million
users 15 years
and over

- ✓ The mobile Internet user?
 - = One connection? the last 30 days?
the last 6 months?
 - = which frequency?
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- ✓ Towards a unique measurement: Mediametrie selected by AFMM
- ✓ Audience ratings by panel + census = oct 2010
(data provided by the 3 leading network operators!)

- ✓ Medias studies for television audience:
Center for Sociology of the innovation – Bruno Latour - here: C. Meadel & J. Bourdon (2009, 2010)
- ✓ The advertising equation:
to define prices of the spots according to the audience
- ✓ 3 operations for a « talon-measurement »
< an agreement in competition between all the players, even competitors
- ✓ A black box = a consensual image of the audience

Network operators' marketing strategies

- ✓ A controversy: unlimited Internet = bridled-Internet
- ✓ Symbolic violence (Bourdieu)
- ✓ Oligopolistic market: 3 network operators for 94% market shares
- ✓ « **Unreasonable use** » → user guilty (moral values) → network to be « **mutualized** »

iPhone: Apple's strategy



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- ✓ Recreating the mobile phone to fit into the wired Web (West & Mace, 2010)
 - ✓ Leveraging its system capability (iTunes) + a new business model

Social distinction (P. Bourdieu)

- ✓ The brand = image: ease of use + the design
- ✓ A closed system: the App Store
- ✓ Ads: “*in fact*, there’s an app for just about anything... *only* on the iPhone”
- ✓ Universal and unique: the suprem privilege bound to distinction

Facebook

Free • If you love Facebook, you'll love having it on your iPhone, where you can check status updates, tag photos, and post comments just about anywhere.

Bank of America

Free • Now you can manage your banking on your iPhone. Check your balance, pay bills, transfer funds, and even find the closest ATM when you're on the go.

UrbanSpoon

Free • Can't decide where to eat? Just shake your iPhone and it'll tell you what restaurants are nearby, how good the reviews are, and if it's in your price range.

Shazam

Free • Ever hear a song and wonder who sings it? Just hold your iPhone up to the music and, in seconds, you have the name, artist, and album, plus a link to iTunes so you can get it for yourself.

Asphalt4

Free • In the mood for a car chase? Good thing your iPhone doubles as a steering wheel in this high-speed racing game. Even race your friends with its Wi-Fi multiplayer mode.

Bloomberg

Free • Staying on top of the world's markets is easier when you have the most respected source for financial news and analysis right on your iPhone.

Remote

Free • Still looking everywhere for that remote? Now all you need is your iPhone to access all the music in your iTunes library – and play, pause, skip, and shuffle – from any room in your house.

Sudoku

\$3.99 • One of the most challenging and addictive logic games is now easy to play anywhere, with thousands of different grids and a variety of skill levels.

QuickVoice

Free • Need to remember a grocery list or an important business idea? Use your iPhone to record voice memos, classes, or anything else you don't want to forget.

AIM

Free • One of the most popular ways to stay connected is right on your iPhone. Send instant messages, update your buddy list, and more – everywhere you go.



AP Mobile News

Free • Turn when you're on the go; you won't miss a story. With the Associated Press on your iPhone, you'll get breaking news, photos, and videos from the same source the world's newspapers do.

eBay

Free • Don't miss your chance to win that hard-to-find item. Now iPhone lets you search for new stuff and place that lightning bid, even when you're nowhere near your computer.

Mandarin

\$6.99 • Need a translator? Lonely Planet, the world's leading travel company, offers phrase books in a variety of languages, each with audio playback so you can hear it before you say it.

Flight Status

\$4.99 • Not sure when your plane is leaving? Stay up to date on thousands of flights and airports from all corners of the globe with the touch of your finger.

Loopt

Free • Staying in touch with friends can be tough. Unless you have Loopt, which uses an interactive map to tell you where they are and what they're up to.


Spore

\$29.99 • Whether you're trying to survive evolution or just another long meeting, this highly anticipated game will tell how far you'll make it in the primordial ooze.

Users' Social Representation?

- ✓ First: The image of a limited use
« **when I'm in a gas station** » « **at the break at school** »
- ✓ And a real personalization / rationality of the uses → trade-offs, adjustments
- ✓ For non-users, cost and usability: still barriers

- ✓ Secondly: Still the image of the computer, the weight of routines
« **When I'm home, my computer is on, that's it** »
- ✓ The computer still a reference point (JCR/European Commission)
- ✓ Also tactics and ways of operating (De Certeau, 1984): using the computer / television screen

- ✓ Also ergonomics criticized, even for users!
Thomas : passion vs ergonomics : 2 factors in his trade-offs
- ✓ MSN: as a paradigmatic example 
- ✓ « **It's not practical** », « **the constraint are the inconvenience** », « **we can't see the contacts** »
- ✓ The « **big screen** » of the iPhone becomes « **tiny** » → relative value judgment!

Conclusion

- ✓ A turn: the taking off of the mobile Internet in France since 2009
- ✓ An access to Internet for people without computer?
- ✓ The obvious success of the iPhone: but what about the social distinction?
- ✓ How will the individual manage his permanent connectivity?