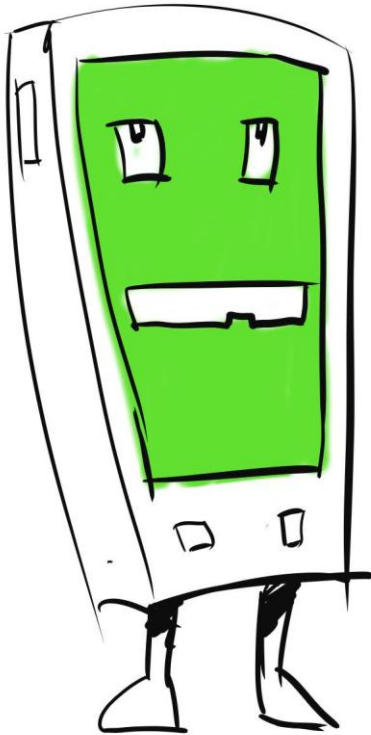


# The Promises and Perils of Mobile



Stephen Ingram-Librarian

# Definition of Mobile:



- **How we communicate, what we use and how we process and create information on the go.**

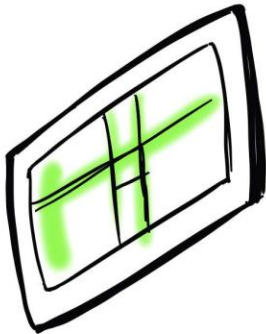
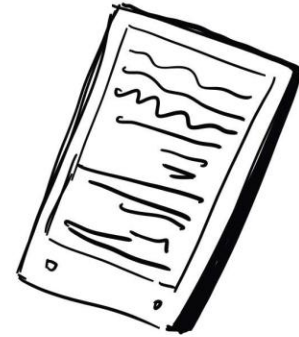
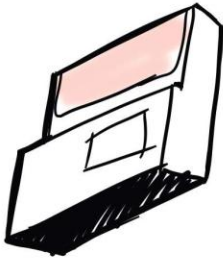
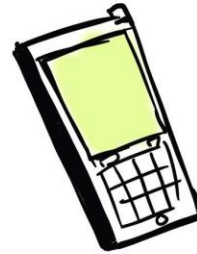
**You leave home every day with three items:**



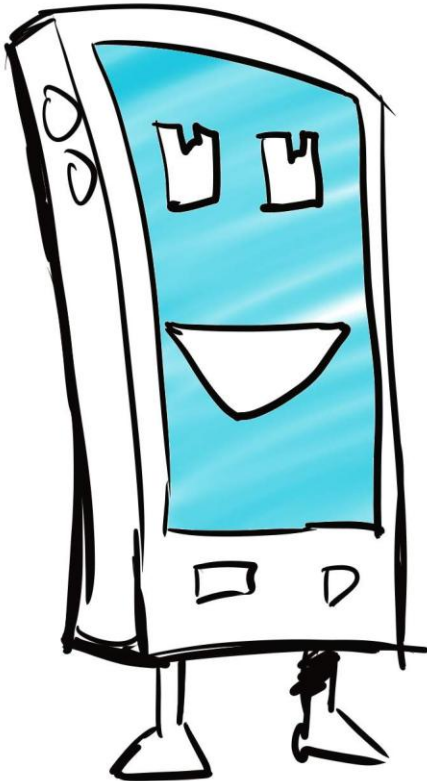
- **Keys**
- **Money**
- **Cellphone/  
smartphone**

# Digital Native





# Smartphone



- **Digital hub of daily life.**
- **10% of all internet traffic.**
- **Six dumbphones for every smartphone.**
- **Mobile phones betray you.**

# Data retention policies

## CELL TOWER HISTORY: RECORDS RETENTION PERIOD BY CARRIER

- VERIZON
- T-MOBILE
- AT&T
- SPRINT



1 Year



4-6 Months



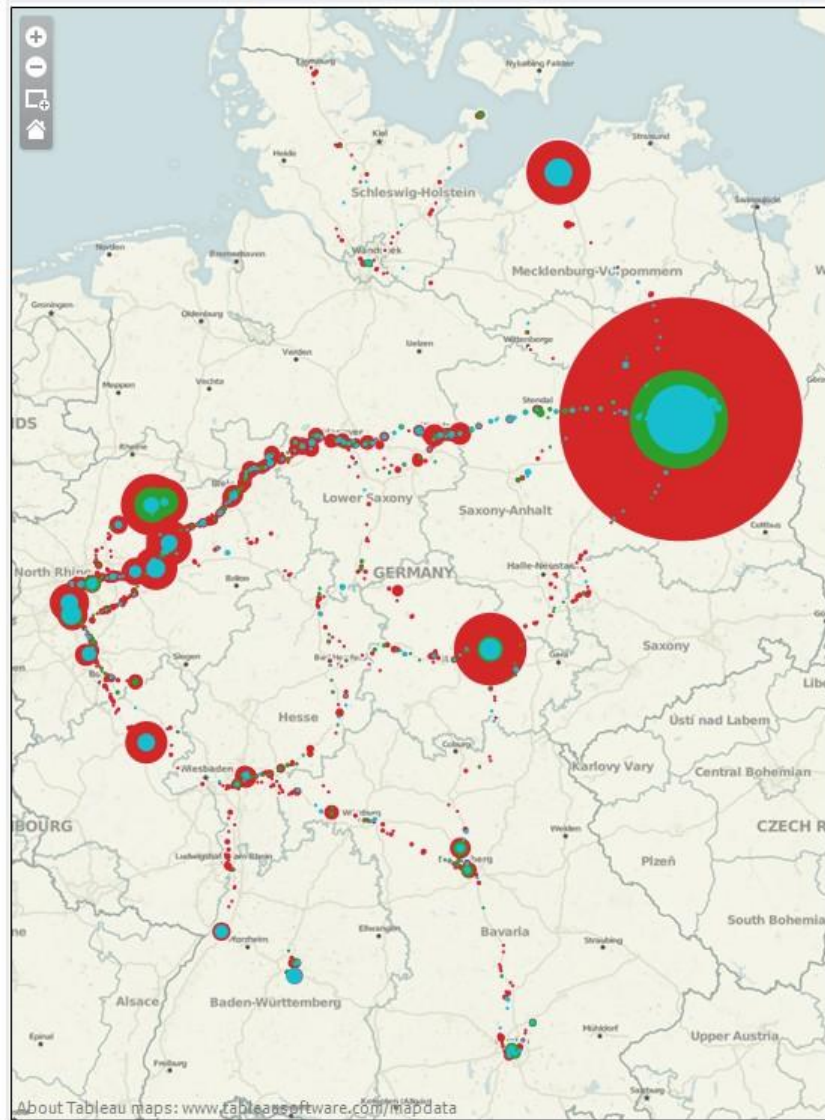
3+ Years



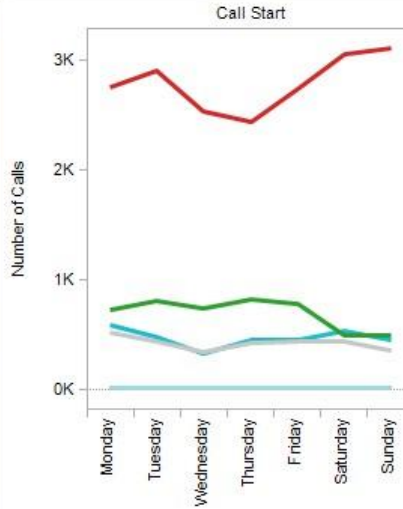
18-24 months



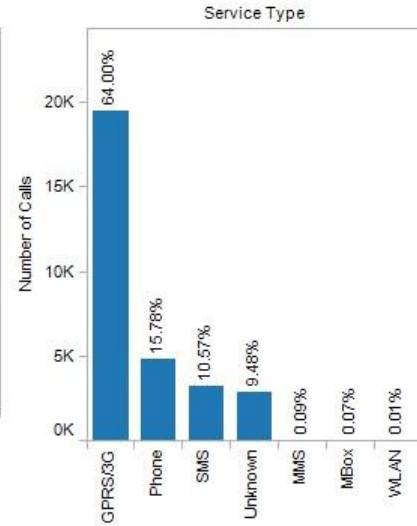
Calls by service type and geo location



Calls by service type by weekday



Calls by service type



**Service Type**

- Unknown
- GPRS/3G
- Phone
- SMS
- MMS
- MBox
- WLAN

**Call Type**

(All)

**Call Start**

8/31/2009 7:5 2/27/2010 11:

**Weekday of Call Start**

- (All)
- Nulo
- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday

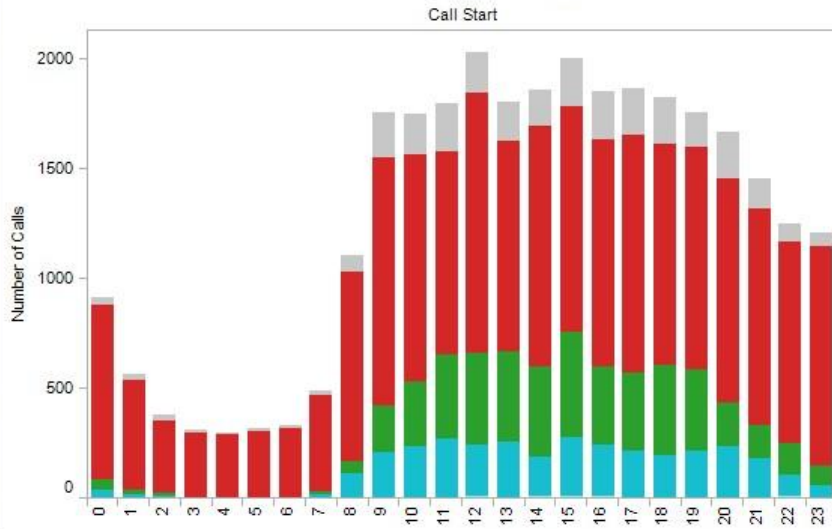
**Hour of Call Start**

- (All)
- Nulo
- 0
- 1
- 2
- 3
- 4
- 5

**Number of Calls**

- 1
- 1,000
- 2,000
- 3,000
- 4,000
- 4,735

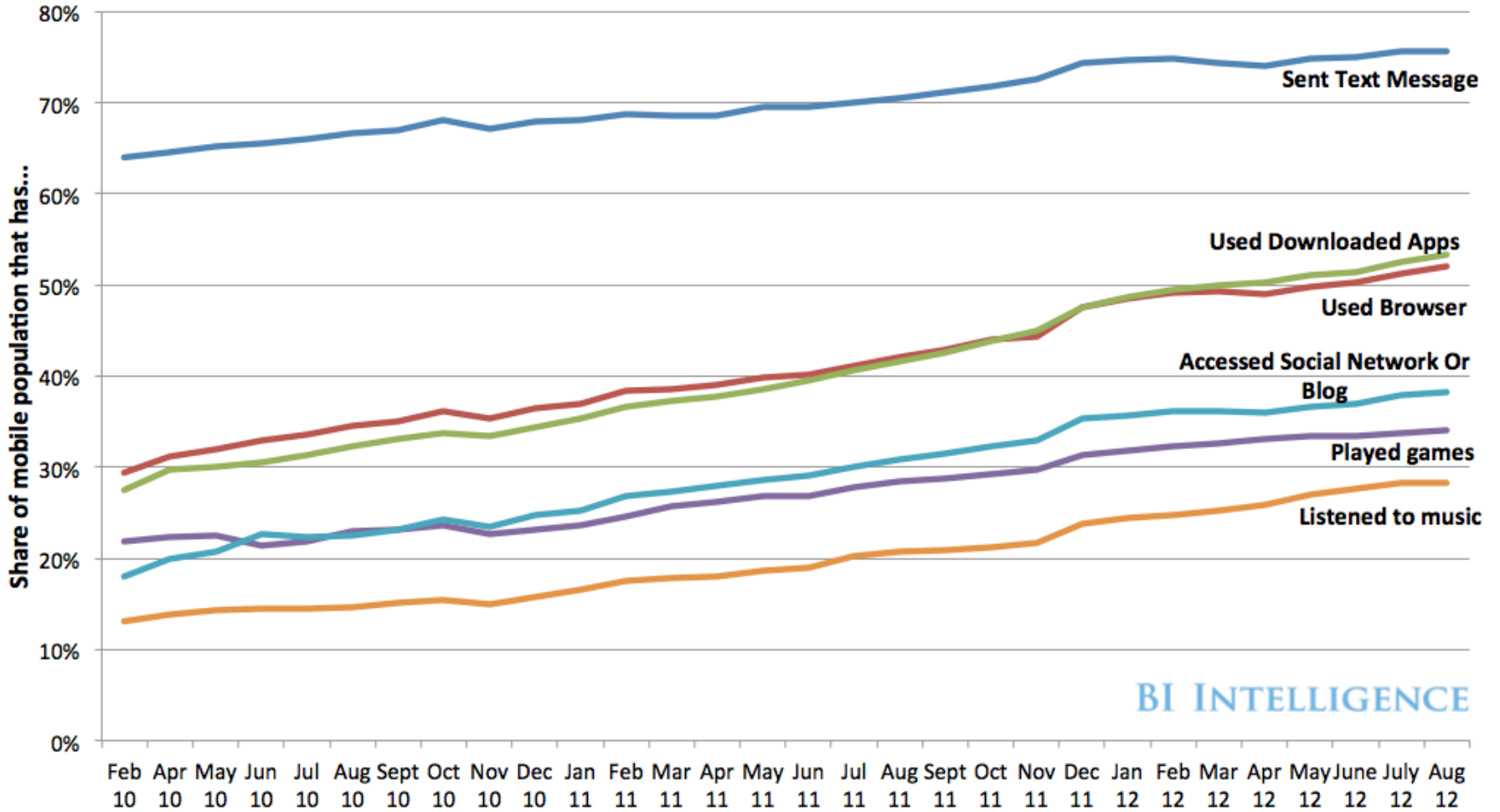
Calls by daytime and service type



Download



# U.S. Mobile Content Usage



BI INTELLIGENCE

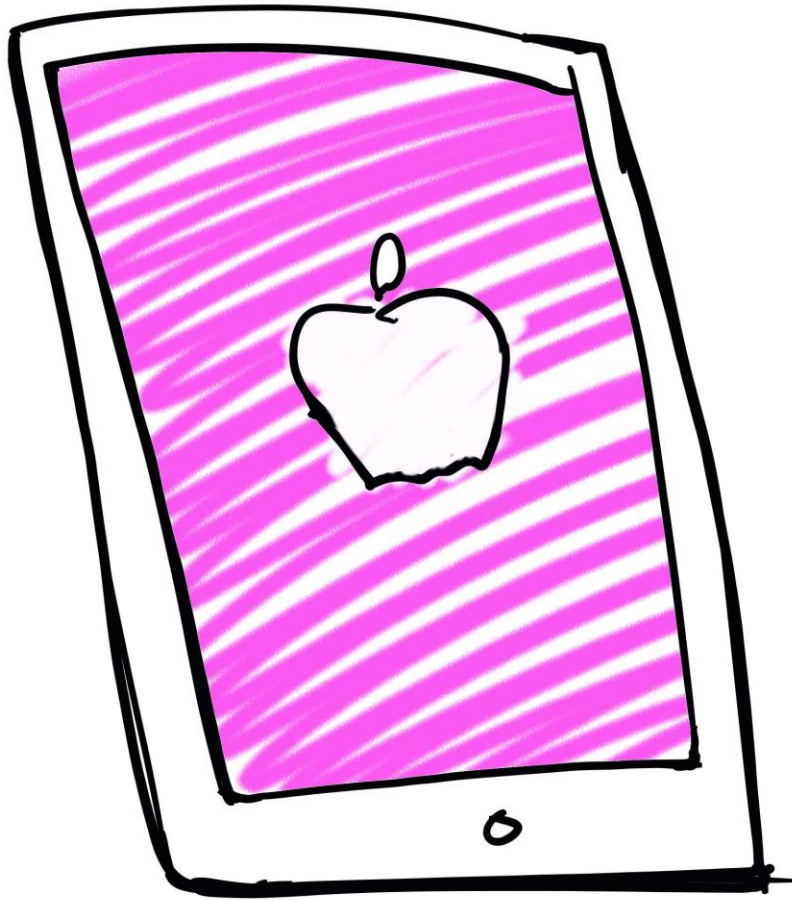
Source: comScore

# Kindle/ebook



- Lease not own.
- Can be deleted.
- Ecosystem.

# Tablet



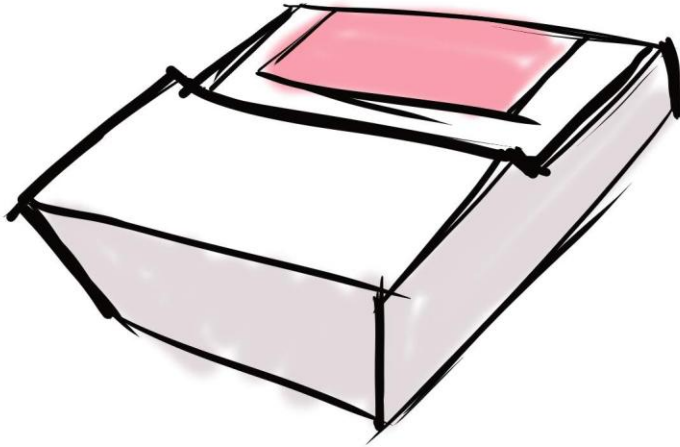
- **Replacing desktops at home and at work.**
- **Location sensitive.**
- **Theft.**
- **Ecosystem.**

# Netbook/laptop



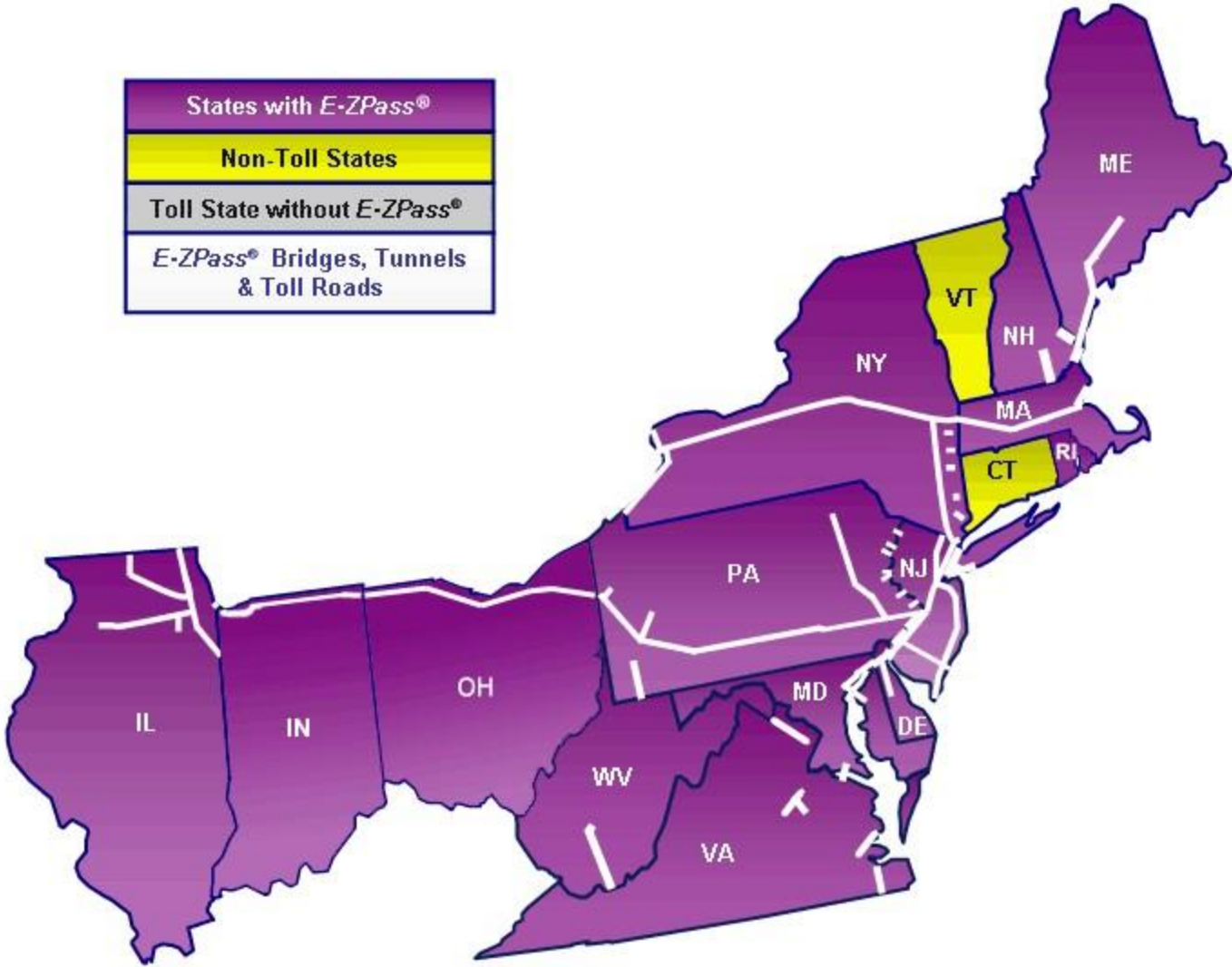
- **Use for banking, stock trading or reviewing personal medical information.**
- **People don't install security protection.**
- **People feel unsafe on internet.**

# Ezpass



- **Shared throughout east coast.**
- **Subpoena**
- **No choice.**

States with <i>E-ZPass</i> ®
Non-Toll States
Toll State without <i>E-ZPass</i> ®
<i>E-ZPass</i> ® Bridges, Tunnels & Toll Roads





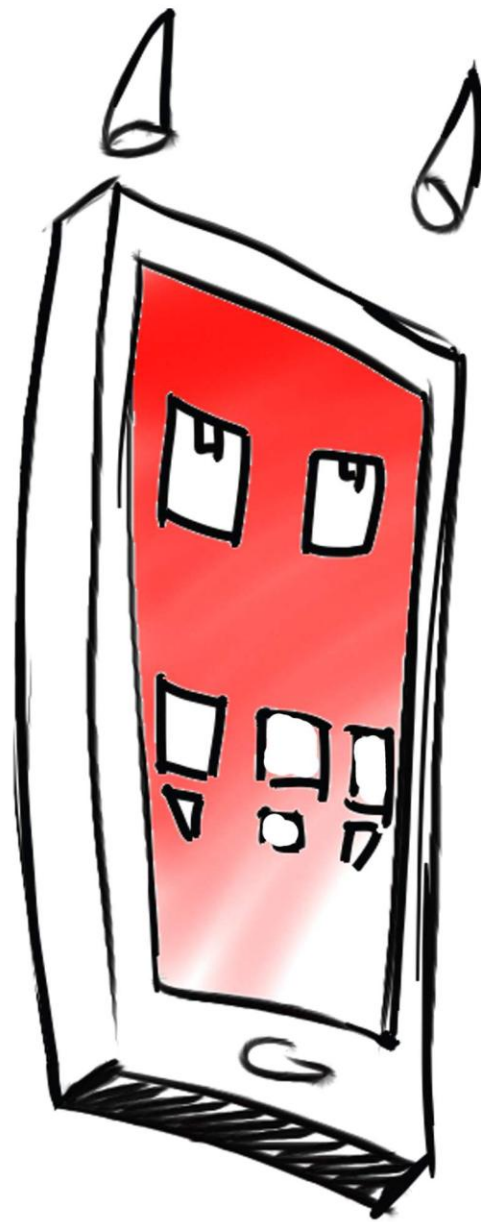
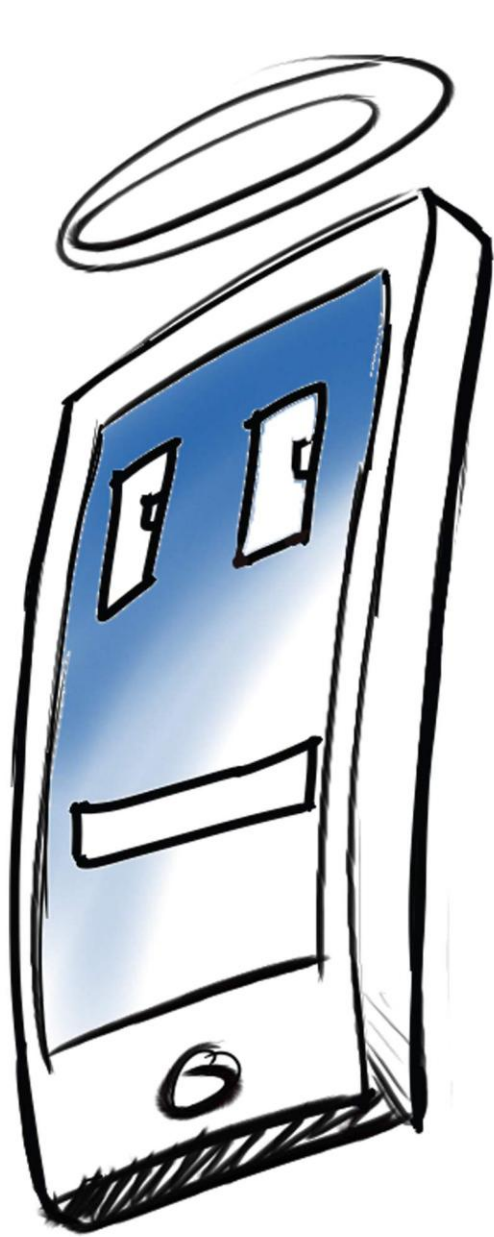




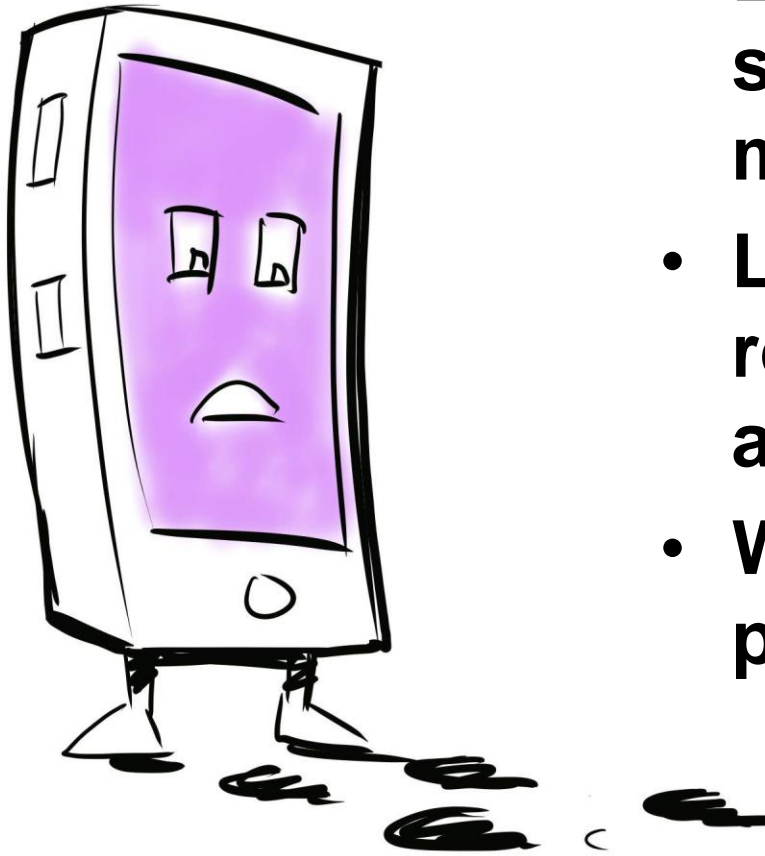
# Navigator



- Obviously tracks where you go.
- Being replaced by smartphone alternatives.
- Embed in vehicle.



# Digital Footprint



- **Easy to create simple content on mobile devices.**
- **Leaving a detailed record of your daily activities.**
- **What are you paying?**

# Anonymity



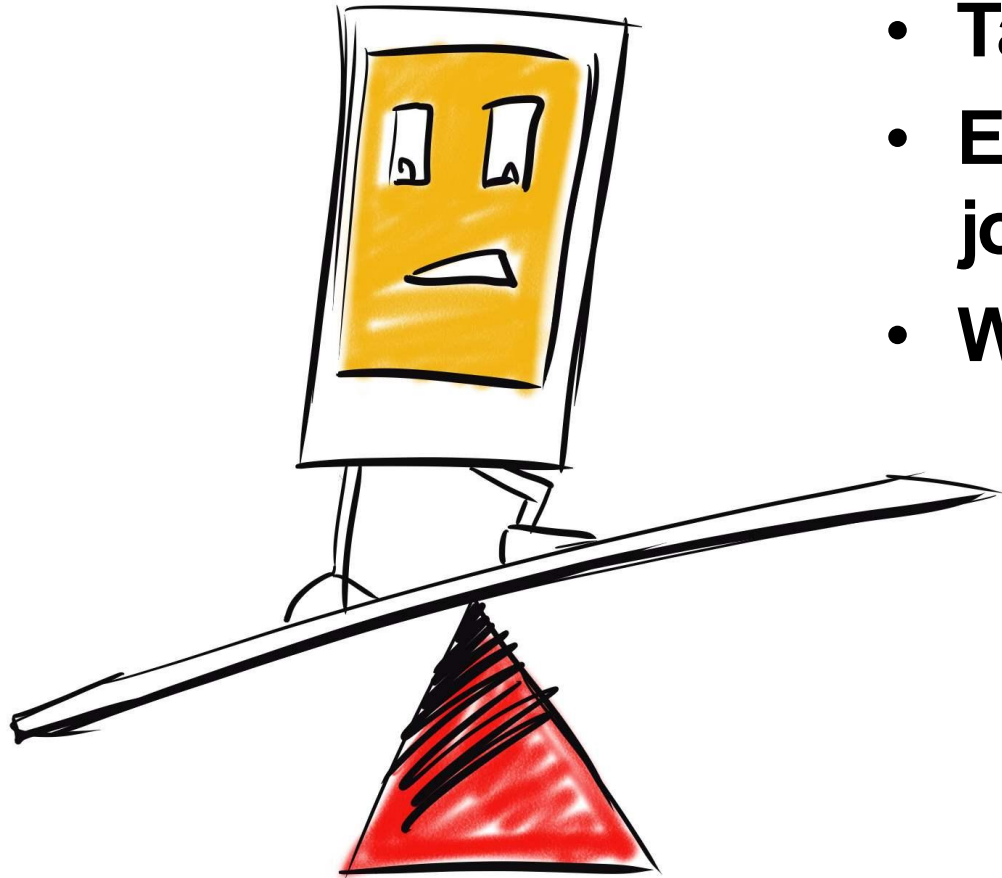
- You cannot hide on the internet.
- FBI investigated the CIA.
- Unmasking

# Digital Currency



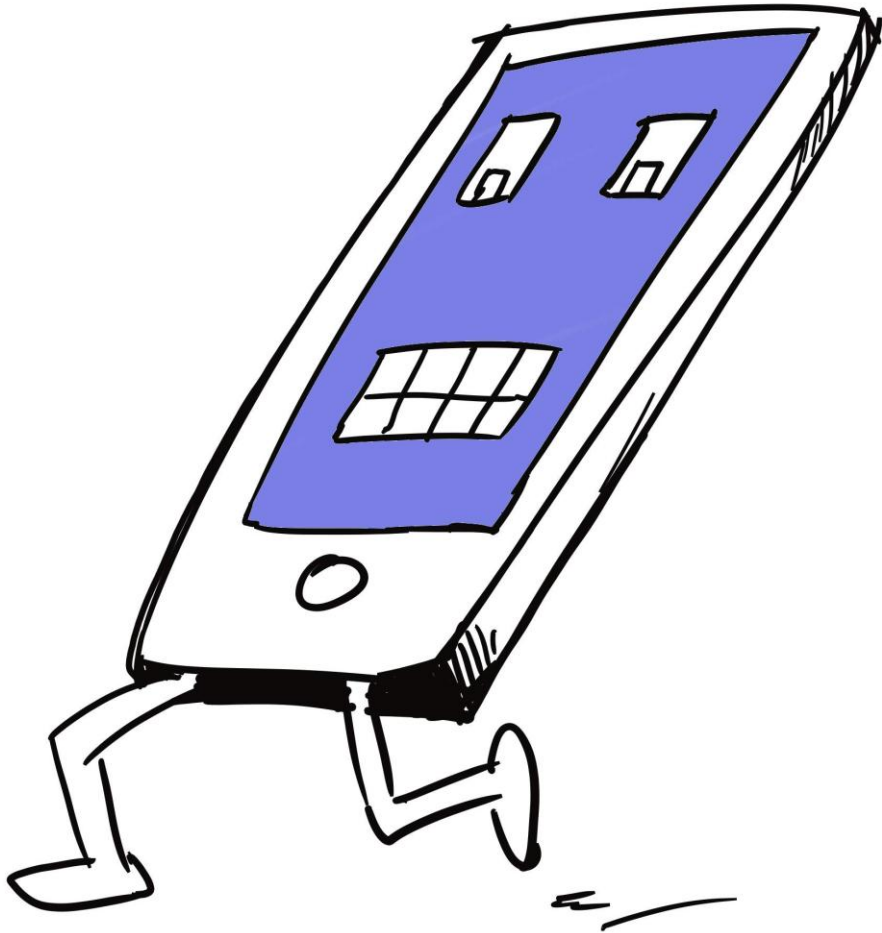
- **Privacy is currency.**
- **Personal information is currency.**
- **How long will they own this information?**

# Work/life balance



- Taking work home.
- Expected as part of job.
- Where is the line?

# Security



- **25% of Americans were victims of security breaches in past year.**
- **Go where the users are.**
- **Malicious software run as a business.**
- **No platform is safe anymore.**



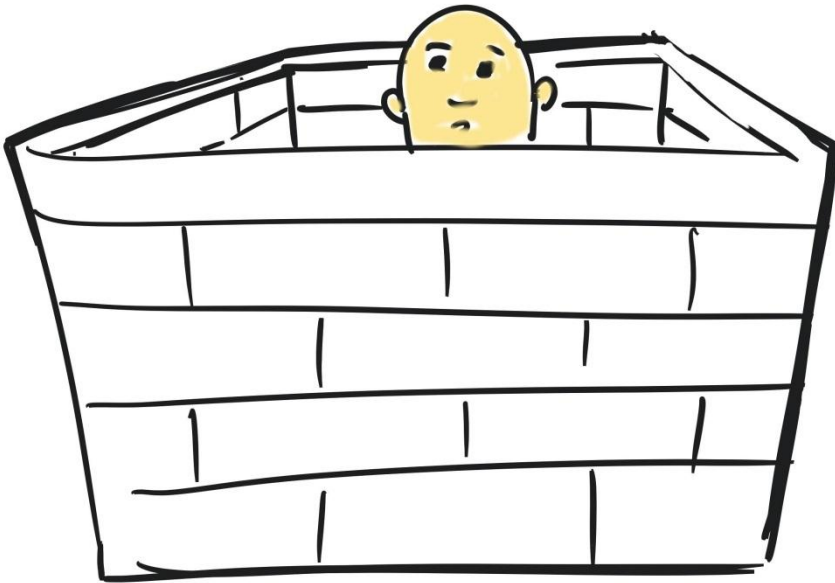


# App world



- Apps funnel information and limits your information sources.
- Removes you from the internet.
- Information leakage.

# Walled garden

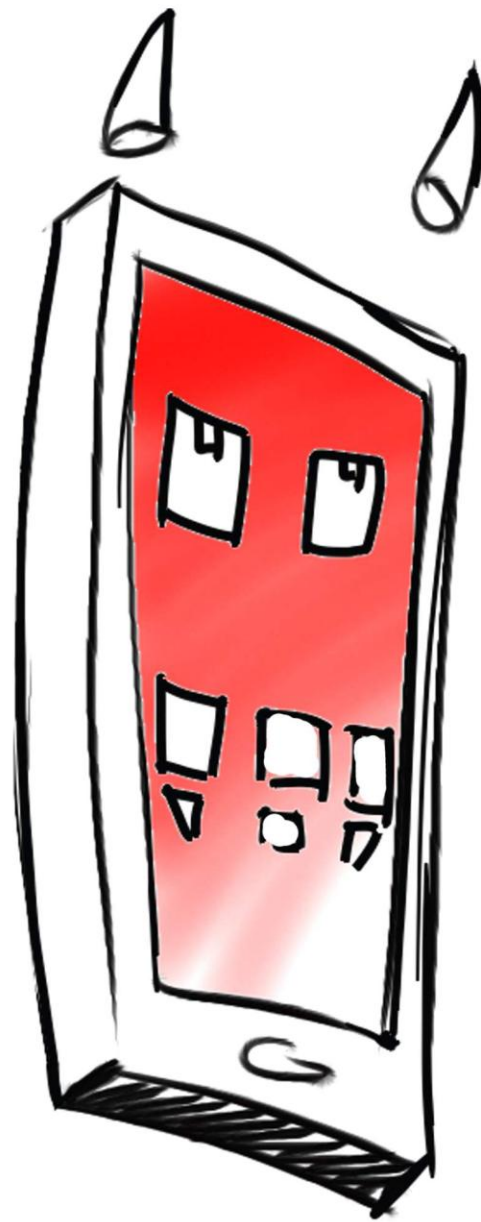
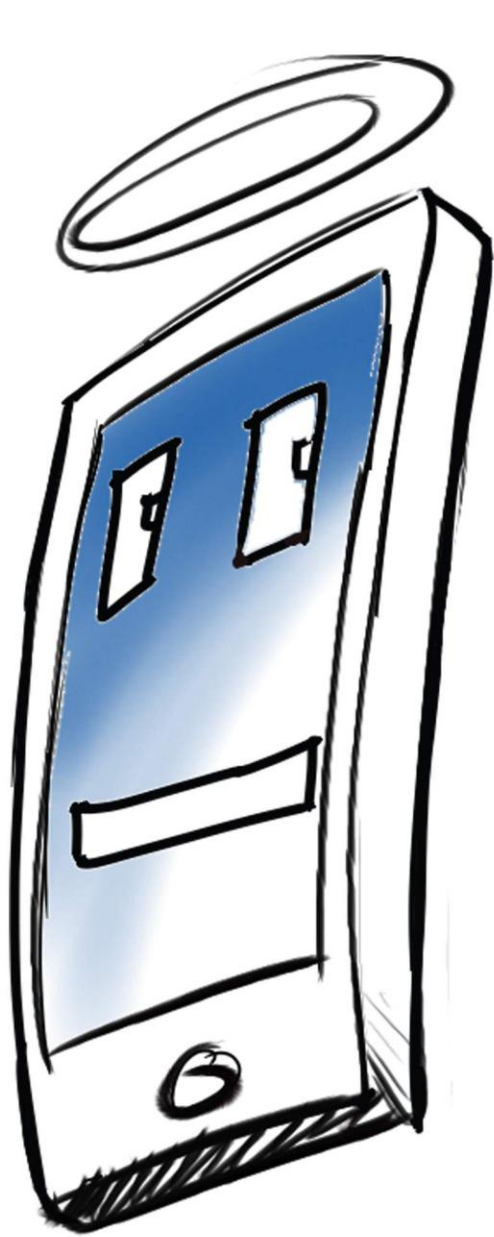


- **Once you enter an ecosystem it is difficult to extract yourself.**
- **Systems do not communicate with each other.**
- **No standards.**

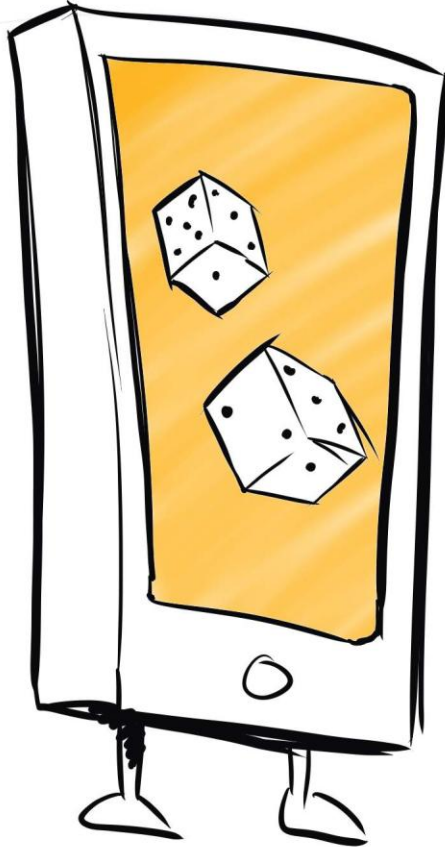
# Obsolescence



- **The rapid pace of technology is leaving a trail of electronic waste.**
- **New isn't always better.**
- **Can you afford the race?**

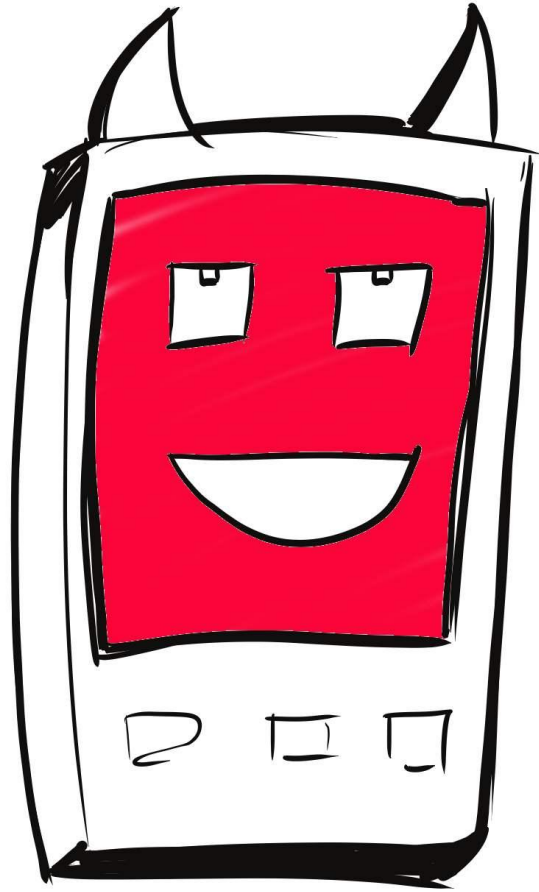


# Outcome/Choices



- **We pay for convenience.**
- **Convenience trumps privacy.**
- **Culture trumps strategy.**

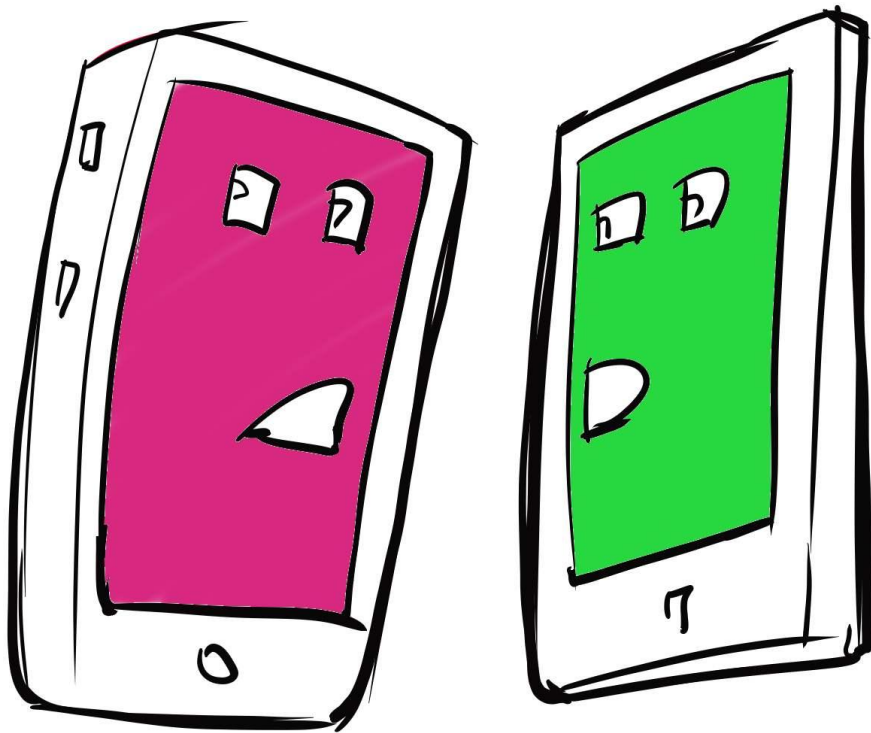
# Who can you trust or not trust?



- **Sexting.**
- **Snapchat.**
- **Cloud.**

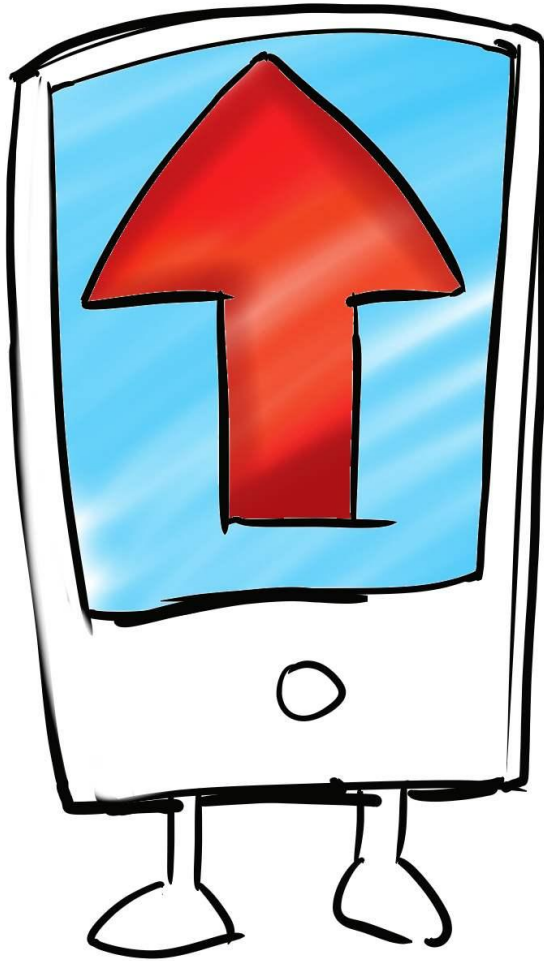


# Devices will become informants



- **Coursesmart.**
- **E-readers.**
- **Student RFID.**
- **Bluetooth tracking.**
- **Analyze your voice.**
- **Target ads based on what you are saying.**

# Your digital future.



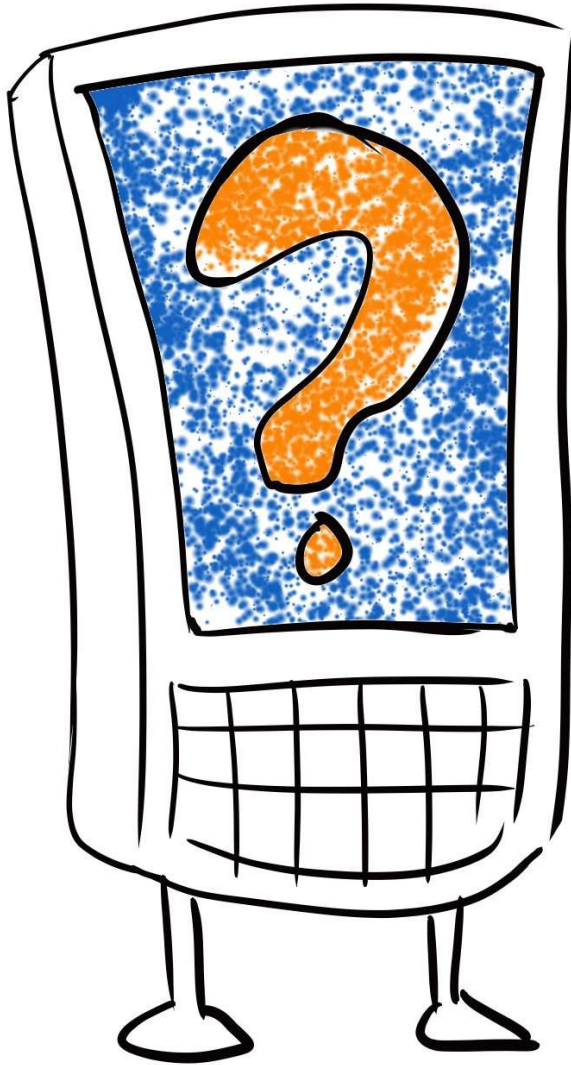
- **Can't hide.**
- **Can't fight.**
- **Have to accept?**

# Rainbows and Unicorns



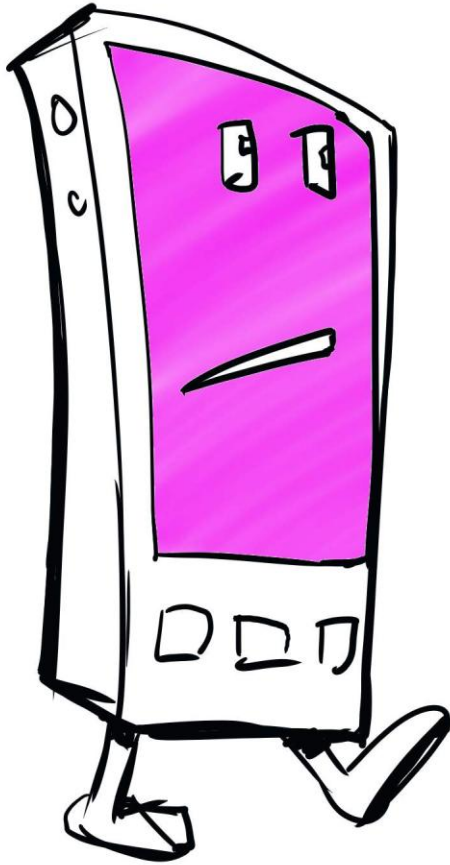
- **FCC and roaming.**
- **Safe Web Act.**
- **Prosecution of criminals.**
- **UN.**
- **United States vs Jones.**
- **Constant legislation.**

# How is this affecting libraries?



- **The future is outside the building.**
- **Prepare for a mobile world.**
- **Become a digital native.**
- **Using smartphones primarily for local information.**

# Where do we go from here?



- **Build content then distribute to multiple platforms.**
- **Design your team to work with the web page.**
- **Quality and convenience attract customers.**

