

CONFERENCE PROGRAM

mLife 2009 Conference & Exhibitions

“Exploring the influence of mobile technologies on life”

EURO mGOV 2009, mSOCIETY 2009 and mDEVELOPMENT 2009

2-3-4 September 2009, Barcelona, Spain

Organizers, Sponsors and Supporters



Note: The time allowed for talks include the time for Q&A. Please keep the talks within the time allowed. Each speaker is requested to make themselves known to the chair of the session well before the session starts. Each chair is requested to keep the talks in time and let mLife Organization know if any speaker is missing. mLife Organization may make any changes in the program as appropriate without prior notice.

mLife 2009 Program, 2nd September 2009

Conference Chairs: I. Kushchu (mLife 2009), M. Bull, (mSociety 2009),
C. Borucki and J. Batlle (EURO mGOV 2009), K. Banks, (mDevelopment 2009)

10:00 11:30 **Registrations**

10:30 11:30 Networking over a Coffee

11:30 11:45 Welcome and Introductions - Conference Chairs

Plenary Talk 01

11:45 12:30 Practical Developments in Mobile Government: moving the focus from central to local,
Evelyne Rys, CISCO, Sales and Business Development Manager, EMEA Public Sector Vertical, Cisco Systems

12:30 14:00 Networking over Lunch

Plenary Talk 02

14:00 15:00 Towards Netism. A Network-Based Society of Symbolic Good,
Bruno Jacobfeuerborn, Deutsche Telekom - Board Member of T-Mobile Germany and T-Home

Parallel Sessions 01

Auditorium

15:00 15:30 Multichannel Service Delivery in Barcelona,
Emili Rubió, Director of Citizens Attention, Barcelona City

15:30 16:00 The social meaning and future of mobile music?,
Micheal Bull (Chair), Professor, University of Sussex

Room 1

42, M-Learning Concepts and Reflections,
Gonca Telli Yamamoto (Chair)

26, Mobile Learning for Whom? Exploring mature doctoral students' uses and perceptions of PDA Phone: developing digital fluency, **RuoLan Wang**

16:00 16:30 Networking over a Coffee

Parallel Sessions 02

Auditorium

16:30 17:00 54, Can Mobile Networks Threaten Society and Culture?,
Mieczyslaw Muraszewicz (Chair)

17:00 17:30 16, Loose Talk (and Text) Costs Lives: Discursive Divergence in the Use of Mobile Phones, **Clare Lloyd**

17:30 18:00 19, Once upon a time in a mobile world..., **Adele Botha**

Room 1

Mobile G2C Services in Barcelona, **Montserrat Comaposada Martí**,
Barcelona City Council

M-Government & M-City Cases from Estonia & Applicability in
Other Countries, **Rain Rannu**

Local mGovernment Workshop, Eurocities Network,
Chair: Joan Batlle Montserrat, Barcelona City Council

End of day one presentations

19:30 21:30 Conference Reception, at the Mirador

mLife 2009 Program, 3rd September 2009

09:00 Registrations

09:15 09:30 Welcome and Introductions

Plenary Talk 03

09:30 10:30 The Mobile Battleground and Web Ecosystem,
Serge Ferre, Vice President, Corporate NOKIA and Head of EU Representative Office, Brussels

10:30 11:00 Networking over a Coffee

Parallel Sessions 03

Auditorium

Room 1

11:00 11:30 29, Municipal WiFi and e-Accessibility: Impact of Business Models on Stakeholder Inclusion, **Paul Baker (Chair)**

45, When Your Mobile Phone Starts Spying on You, **Shahar M. Raz (Chair)**

11:30 12:00 34, Mobile Living Labs for Wild Fires Prevention in Rural Environments, **Francesco Molinari**

28, Trust and Talk: Determinants of Email Phone Use among Japanese Children and Adolescents, **Mito Akiyoshi**

12:00 12:30 Mobile Government Practices in Forest Fire, **Elif Colak**

18, Privacy protection strategies in mobile commerce: an exploratory study of French consumers, **Calin Gurau**

12:30 14:00 Networking over Lunch

Plenary Talk 04

14:00 15:00 Modern Government and Mobility,
Eduardo Fernandez Rojo, Director, Research in Motion Spain

Parallel Sessions 04

Auditorium

Room 1

15:00 15:30 Branching-Interactive, Two-way Podcasting: Liberating the Poor from the Tyranny of the Mobile Network Operator, **Paul Rankin (Chair)**

Is Mobile Voting a Reality? **Laurent Filliat (Chair)**

15:30 16:00 52, The Interface between Agricultural Marketing Systems in "Developing" Countries and Mobile phone development, **Vincent Tickner**

37, Mobile Voting: Overview of The Road From Paper to Mobile, **Ljupcho Antovski**

16:00 16:30 Networking over a Coffee

Parallel Sessions 05

Auditorium

Room 1

16:30 17:00 Does Mobility Inhibit Motivational Culture?, **Victoria Spalding**

43, Sustainable Business Models for mLearning in Africa, **Jim Donahue (Chair)**

17:00 17:30 Technology and Change Management, **Chester Borucki (Chair)**

30, Context and Capability: The Future of Small Screen Research and Development in Africa, **Olalekan Samuel Ogunleye**

Day closes

mLife 2009 Program, 4th September 2009

09:00 Registrations

09:15 09:30 Welcome and Introductions

Plenary Talk 05

09:30 10:30 Mobile technology and social change: Empowering, the grassroots NGO community,
Ken Banks, Kiwanja.net

10:30 11:00 Networking over a Coffee

Parallel Sessions 06

Auditorium

Room 1

11:00 11:30 4, MotoAngels Social Network,
José Roberto Almeida Amazonas (Chair)

53, Mode of Entry by MNOs in 3G Mobile Telephony space in India,
Krishna Sundar (Chair)

11:30 12:00 3, Innovation in Mobile Applications: Lessons for Mexico,
Samantha Rullan

40, Mobi-Multiview: The case for mobile IS development methodologies,
Carl Adams

12:00 12:30 Extreme Design: Appropriate ICT for Empowering Indigenous
People, **Paul Rankin**

New Practical Implementations of Business Intelligence in ICT,
Gokturk Yurtyapan

12:30 14:00 Networking over Lunch

Parallel Sessions 07

Auditorium

Room 1

14:00 14:30 BICING application for iPhone,
Carles Romero Rodríguez, Barcelona City Council

20, Mobile Facilitation of Science and Technology awareness for preschool
children, **Anita van Deventer**

14:30 15:00 9, SMS: a powerful tool for Mobile Marketing Communication,
Irene García Medina (Chair)

27, Design Criteria for Mobile Phones: a Teenager's Perspective,
Adele Botha

15:00 15:30 10, Future Workspaces: Supporting Mobile Workers,
Brian Pagán

13, The Triumph of Shanzhai Culture: No Name Brand Mobile Phones and
Youth Identity in China, **Li Hongye**

15:30 16:00 Mobile G2G Services in Barcelona, **Lluís Olivella Cunill**,
Barcelona City Council

31, M-life on the brink of the next revolution: Another 'Marconi-Bose'
moment, **Carl Adams (Chair)**

16:00 16:30 Networking over a Coffee

Plenary Talk 06

16:30 17:00 Innovative media for mobile users: present and future,
Raquel Navarro Prieto and Santi Fort, Barcelona Media

17:00 Declaration of Local mGov Position Paper by Euro Cities, and mLife 2009 Closing Talk - Conference Chairs

17:30 mLife 2009 ends