

ROUTLEDGE STUDIES IN NEW MEDIA
AND CYBERCULTURE

Between the Public and Private in Mobile Communication

Edited by
Ana Serrano Tellería



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Between the Public and Private in Mobile Communication

Mobile devices' impact on daily life has raised relevant questions regarding public and private space and communication. Both the technological environment (operating systems, platforms, apps) and media ecosystems (interface design, participatory culture, social media) influence how users deal with the public and private, intimate and personal spheres. Leading researchers in communication, art, computer engineering, education, law, sociology, philosophy, and psychology here explore current methodologies for studying the dichotomy of the public and private in mobile communication, providing a foundation for further research.

Ana Serrano Tellería is Assistant Professor at University of Castilla La Mancha, Spain; a Postdoctoral Researcher at LabCom.IFP, University of Beira Interior, Portugal; Media Consultant, R+D+i Project Manager; and a journalist and artist-performer.

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Editor's Note

I, the editor, coordinated this volume after receiving Routledge's expression of interest. Routledge offered me the chance to develop a book project as a result of organizing the final conference (March 2015) of the "Public and Private in Mobile Communications EU FEDER project" (2013–2015). This project was developed at LabCom.IFP Research Laboratory in Beira Interior University (Portugal) where I was hired as Postdoctoral Researcher (coordinator of Ph.D. candidates).



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Introduction

Ana Serrano Tellería

Mobile devices have impacted daily life as a technology that has raised relevant questions regarding core paradigms of communication: space and time. Both the technological environment (OS, platforms, apps, etc.) and the media ecosystems (interface design, participatory culture, social media, etc.) influence, in an interdependent process, how users deal with the public and private, intimate and personal spheres. A liquidity or diluted border can be perceived in users' management of these spheres within a fluid media ecology (Bauman, McLuhan and McQuail).

The main objective of this book is to delve into this hardly explored field, mostly from a communication science approach and perspective. It will be complemented by other related disciplines such as art, computer engineering, education, law, sociology, philosophy, and psychology, due to the nature of this interdisciplinary field. Authors will cover highlighted current issues, from reframing the theoretical background and the methodologies applied to the main consequences of managing the public and private, intimate and personal spheres.

Within this framework, the volume covers an in-depth analysis of big data; new codes of communication; the relevant relationship between user profile and digital identity and the diverse and ongoing transformation of mobile content; copyright challenges; geodata and localization; the increasing use of images and video; digital and mobile literacy as well as an 'Education for Privacy' syllabus proposal; user empowerment and its implications for active citizenship participation; user engagement, participatory culture, social media, social movements, and journalism; and mobile sociability with a special focus on children and young people.

Authors come from various disciplines, have extensive experience in professional and research fields (leading pioneers in their area), and, thus, offer an enriching international review: James E. Katz, Rich Ling, Leopoldina Fortunati, Naomi Baron, Derrick de Kerckhove, Amparo Lasén, Larissa Hjorth, Lev Manovich, Leslie Haddon, Kenichi Ishii, Ishita Shruti, Javier Díaz Noci, Juan Miguel Aguado, Inmaculada J. Martínez, Laura Cañete, João Carlos Correia, Sharon Meraz, Cheryll Ruth Soriano, Maria Luisa Branco, Koldo Meso, Simón Peña, Heitor Costa Lima da Rocha, Elisabeth Thomas Croker, Sandra Carina Guimarães, Ruepert Jiel Cao and myself, the editor, Ana Serrano Tellería.

Statement of Aims

Due to the increasing incorporation of mobile devices into our daily lives and the profound implications they have for human communication, this authoritative reference book has the aim of fulfilling an urgent lack of understanding and management of the dichotomies between public and private, intimate and personal spheres. Online and mobile communication have been studied for more than a decade; however, our knowledge and comprehension of the specific effects of mobile devices on our daily lives concerning these dichotomies between spheres, being always on and perpetually connected, are still in an early stage.

Technologies have changed and continue to evolve communication conditions, access to information, socialization, and behavior. Furthermore, in the particular case of mobile technological environments and mobile media ecologies, outstanding differences can be seen among the various devices people use to access the internet: computers, tablets, and smartphones. It means that core differences have arisen when analyzing and studying users' actions, activities, animations, behaviors, knowledge, perceptions, performances, and understandings.

The objective of this highly innovative volume is to examine the implications of mobile communication in the public and private, intimate and personal spheres as well as its consequences when delimiting these dichotomies. It is also to explore current research and methods and provide a foundation for the further development models of human behavior in an ever-changing technological environment and in mobile media ecologies full of affordances and risks, in which media are described as artifacts, activities, and arrangements (Deuze's *Media Life*) and users' behaviors in the form of actions, animations, and performances.

This cutting-edge volume therefore discusses and addresses the differences and challenges that emerge when humans communicate via mobile devices and how they impact their conceptions about these spheres. It will provide the latest research in online and mobile communication theories, findings, emerging trends, and support decisions and the creation of best practices. It will provide an essential volume to make sense of the defining aspects and cardinal dynamics of mobile communication, integrating the most significant and pioneering new material to create an indispensable research tool and pedagogic resource. Authors will delve into the relevant issues described below, based on the correlation between the features of the mobile technology environment and McLuhan's laws describing the ecological approach method to "old" and "new" media, along with Bauman's metaphor of modern liquid life. Furthermore, beyond the correlation between the impact of mobile technology and characteristics of the liquid society, mobile media particularly fit the fluidization parameters of the technological, institutional, and cultural dimensions of the media previously described by McQuail.

A wide range of challenges must be faced. First, whether or not the academy should consider a different approach to its state of the art review and