



SOCIAL RESEARCH

→ AN OVERVIEW OF MMF-SUPPORTED PROJECTS

KEEP IN TOUCH
CONVENIENT
MOBILITY
EMERGENCY
COMMUNICATE
SAFETY



**Mobile Manufacturers
Forum**

→ Over the last twenty years, people around the world have adopted mobile or cellular phones like few other products in history – currently, roughly one sixth of the world’s population owns or has access to a mobile telephone.

Any technology that is used by so many people will have wide-ranging impacts on society. Indeed, mobile phones have changed how, when and why people communicate.

Perhaps the most profound impacts have been in the world’s least developed countries. Compared with traditional fixed-line networks, mobile communication networks are easier and faster to build. As a consequence those networks have been built as primary communications infrastructure. Mobile phones have provided, for the first time, basic communication services to millions.

The social impacts of mobile phones in the developed world are also significant, particularly in relation to families being able to stay in contact and in emergency situations.

However, many of the ways in which mobile telephony benefits society are presumed and have not been well documented.

As part of the MMF’s ongoing commitment to quality, independent research relating to mobile communications technology, the MMF is supporting social research – particularly where it relates to health. This brochure summarises some of the social research projects that the MMF has supported.

MORI study (UK – 2004)

PROJECT TITLE

**Mobile telephony and health:
Public perceptions in Great Britain**

The MMF, the GSM Association and the UK Mobile Operators Association co-funded this study by UK market and public opinion research agency MORI.

Questions about the safety of mobile telephony have been extensively covered in the UK media for many years and, in this project, MORI undertook an investigation of how public perceptions in the UK regarding the issue have changed since 1998.

Among its detailed findings, MORI found that people are more concerned regarding base stations than handsets. However, concerns regarding mobile phones and base stations are not a ‘top of mind’ issue for most people and concerns regarding handsets are trending downwards.

Edumed Institute study (Brazil)

PROJECT TITLE

**An assessment of the social impact
of mobile telephony in Brazil**

One of the first studies of this kind was undertaken in South America, the Edumed study investigated the impact of using mobile phones on the wellbeing, health and security of Brazilians in a number of cities.

The researchers focussed two principal questions, namely:

- What role do mobile phones play in emergency situations?
- Does the impact of the availability of mobile telephony differ according to the size of the city where a user is located?

The study involved approximately 2,000 people from cities in the north and south of Brazil. The cities covered populations between 25,000 to 14 million inhabitants, allowing the full impact of mobile phone usage to be studied.



University of Oxford pilot study (UK)

PROJECT TITLE

The potential health impacts of increased mobile phone use for contacting emergency services in life threatening situations

Many in health services refer to the 'golden hour' following the onset of an emergency and the health benefits of receiving treatment during that period.

The specific questions being addressed in this study were:

- Did mobile phones allow patients to receive faster treatment during the 'golden hour'?
- If so, did it lead to better health outcomes?

The MMF, the GSM Association and mobile operators in the United Kingdom co-funded this study which involved researchers and medical practitioners from the University of Oxford, John Radcliffe Hospital, Oxfordshire Ambulance Service NHS Trust and the Oxford Radcliffe Hospitals NHS.

Specifically, the study investigated whether the use of mobile phones resulted in shorter incident-to-call times and, accordingly, whether more timely receipt of health care in emergency incidents led to improved health outcomes.

Trust for the Study of Adolescence study (UK)

PROJECT TITLE

Using mobile phones to communicate and keep safe: A qualitative study of young people and their families

The TSA project was designed to better understand the role of mobile phones in family life and in particular how mobile communications are used to help keep children safe.

Earlier TSA research identified that parents view mobile phones as central to the safety of their children. This study investigated several important related issues, including:

- How parents and young children use mobile phones to communicate and the type of communications that take place
- What factors influence how mobile phones are used in family communication
- How parents use mobile phones to keep young people safe.

Further information on all these studies is available from MMF's website www.mmfa.org.

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The Mobile Manufacturers Forum is an international association of telecommunications equipment manufacturers with an interest in mobile or wireless communications.

For more information, please visit the MMF's website at www.mmfai.org.