

WORLD WIDE? WHAT

Our world if land mass correlated with ICT access.

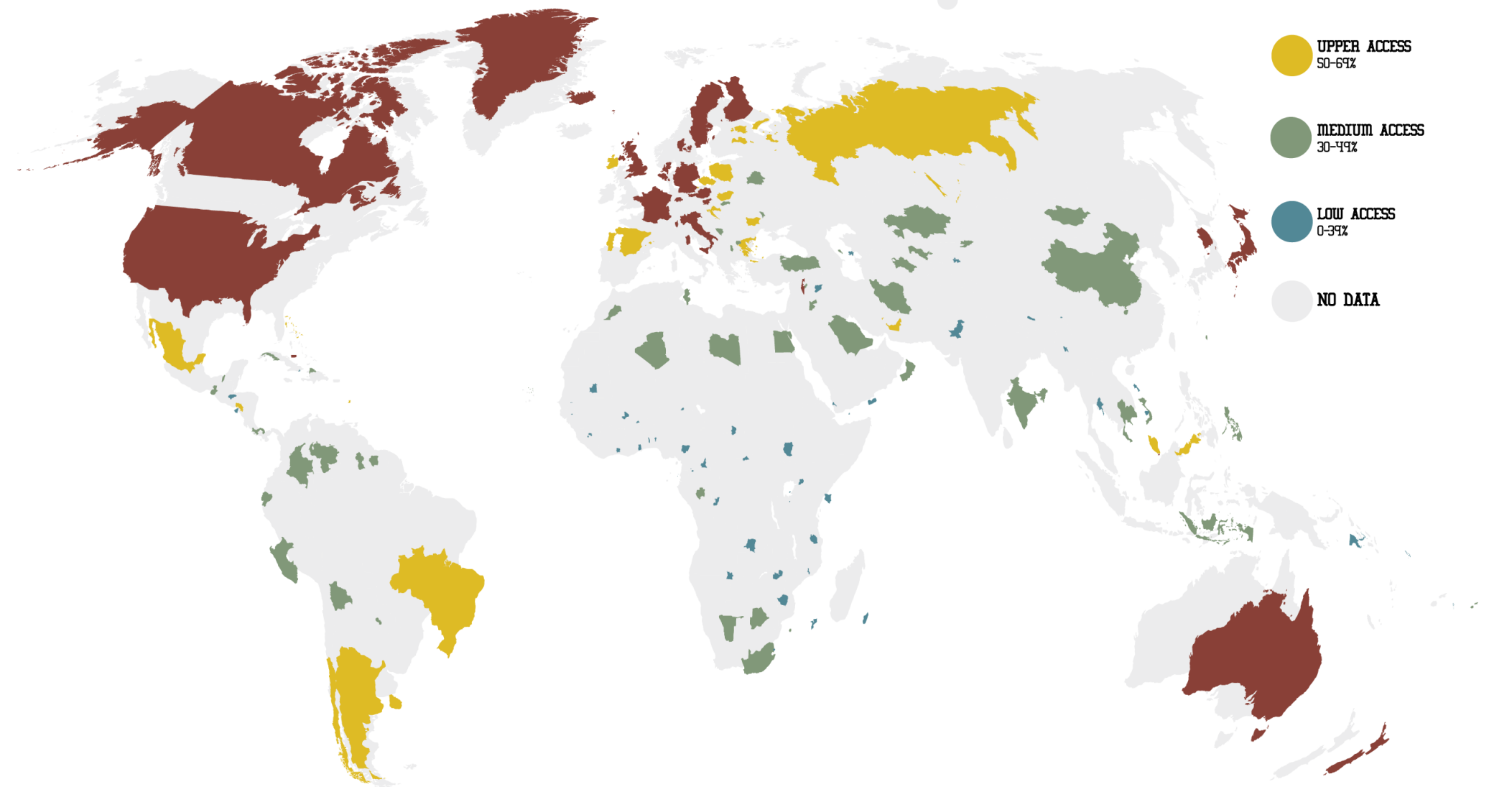
HIGH ACCESS
70-99%

UPPER ACCESS
50-69%

MEDIUM ACCESS
30-49%

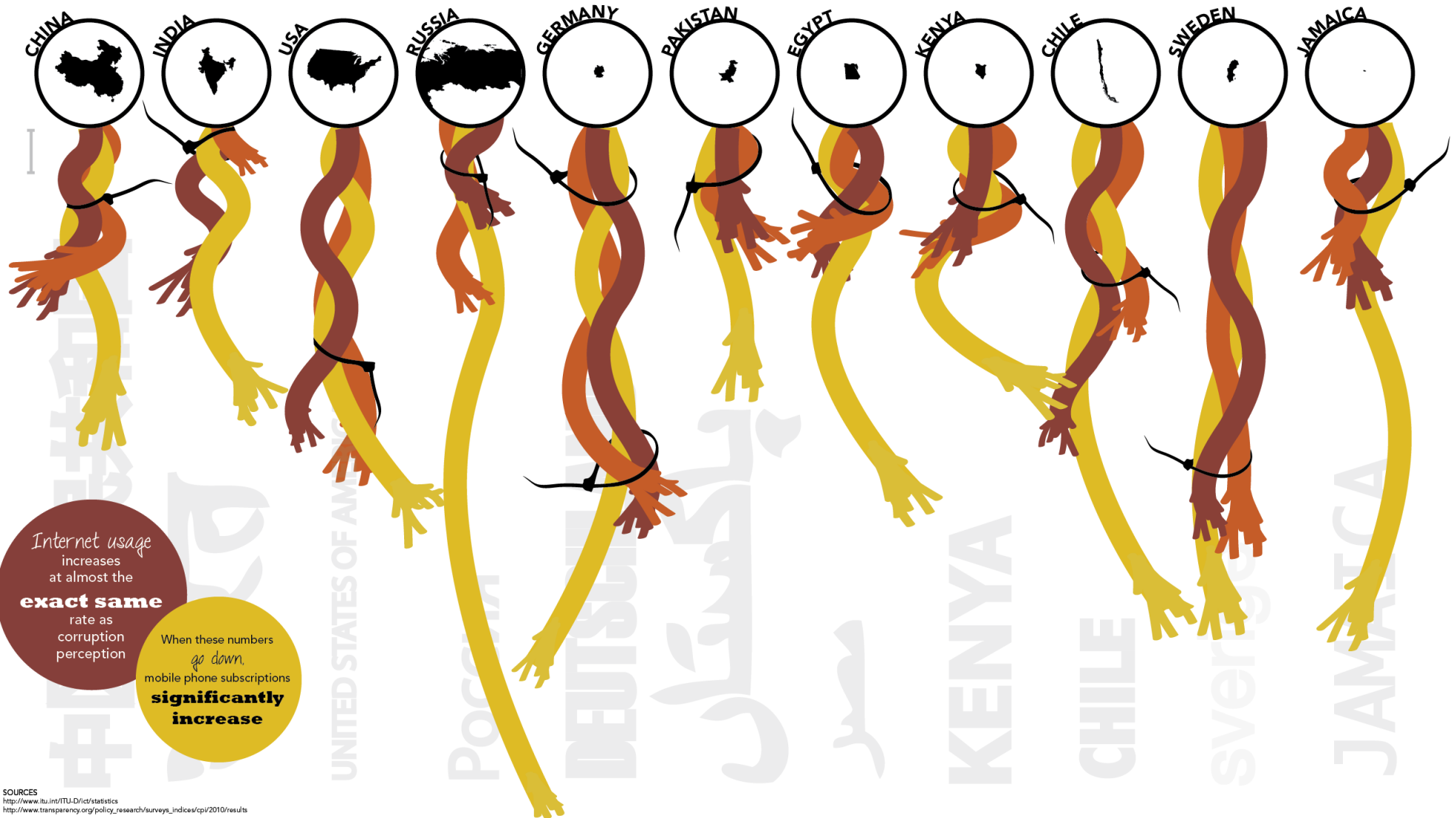
LOW ACCESS
0-29%

NO DATA



Information Communication Technology + Transparency Corruption Index

ea. inch = 1 number higher on the Corruption Perceptions Index (higher = more trust)
 ea. inch = 10% increase in Internet usage from total population
 ea. inch = 10 person increase in mobile phone subscribers (per 100 people)

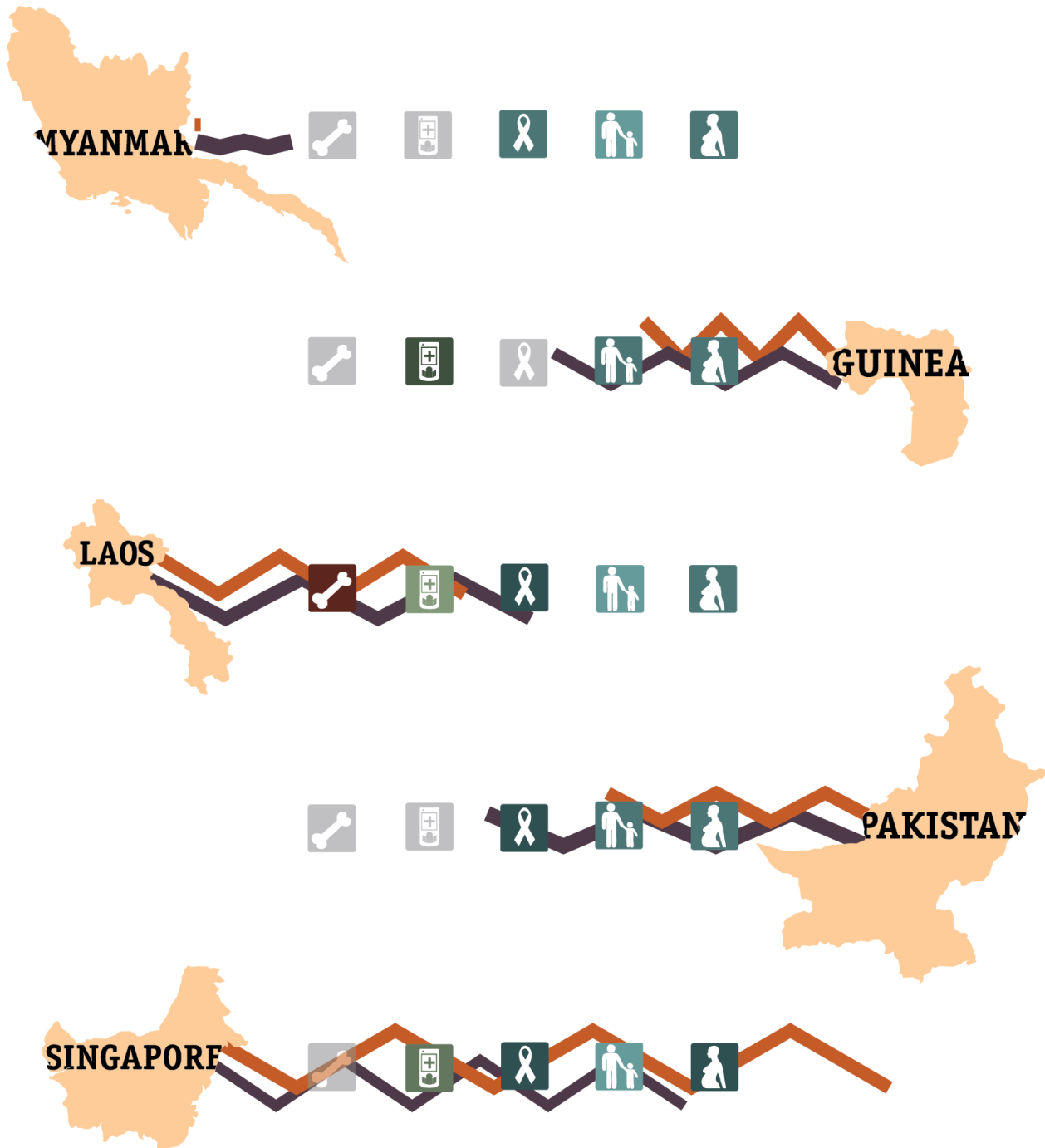


LIFELINES

Are communications and technology a key factor in improving access to health care services and development in the countries putting the fewest resources towards national health?

Mobile phone subscriptions per 100 people
Scale: 1 inch = 10 subscriptions per 100 people

Expenditure of \$ spent on health as a % of total gov't budget
Scale: 1 inch = .1% of national budget



Sources:

<http://hdr.undp.org/en/data/explorer>
<http://www.globalhealthfacts.org/data/topic/map.aspx?id=68>
<http://www.itu.int/ITU-D/ict/statistics/>
http://gamapserver.who.int/gho/interactive_charts/health_technologies/medical_equipment/atlas.html
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http://whqlibdoc.who.int/publications/2011/9789241564168_eng.pdf

LACK of data...

In this composite of statistical information and visual imagery, research into the field of mobile phone usage expresses the phenomenon of technology adapting to and conceivably changing the lives of people all around the world. The hypothetical personas below were designed taking social, political and economic factors into account to accurately represent varying age groups and situations of mobile phone users all across the planet.

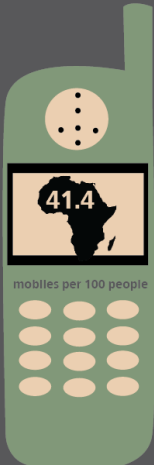
DIFFERENT LIVES, DIFFERENT LINES

5.3
billion
mobile
subscribers

technically
77%
of the
global
population

Uses for
mobiles
grow &
grow

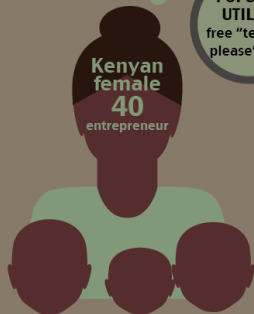
19,365,000 MOBILES IN KENYA



As a Kenyan entrepreneur, she may

- send 150 SMS texts
 - only 50 will be personal
 - 100 will be sold to locals
- make 17 calls
 - business- and family- oriented
- open the web 3 times
 - main news source

POPULAR UTILITY
free "text me please" SMS



114,917,000 MOBILES IN JAPAN



As a Japanese medical aid, he may

- send 80 SMS texts
 - SMS is more efficient in big crowds
- check email 6 times
 - Immediate emergency notification systems
- open the web 9 times
 - fact-checking and research

POPULAR UTILITY
GPS and map apps



173,959,000 MOBILES IN BRAZIL



As a Brazilian activist, he may

- send 100 texts
 - For social and meet-up purposes
- check email 12 times
 - Helpful for organizing and networking
- game for 50 minutes
 - Gaming during long commutes/traffic

POPULAR UTILITY
Audio storage and player



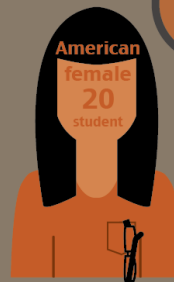
286,000,000 MOBILES IN USA



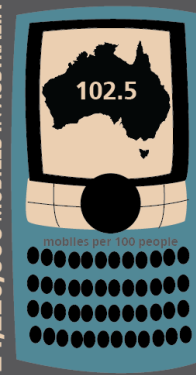
As an American student, she may

- send 111 texts
 - Texting is the 2nd most popular mobile use (after checking the time)
- make up to 8 calls or 24 min. of talk
 - Immediate and accurate
- open the web 4 times
 - Accessing various social media sites

POPULAR UTILITY
Camera



24,220,000 MOBILES IN AUSTRALIA



As an Australian accountant, she may

- send 90 SMS texts
 - Clients and employers utilize SMS on business mobiles
- check email 20 times
 - E-mails are professional and (now) portable
- make 18 calls
 - Conference calls

POPULAR UTILITY
mCommerce/stock quotes



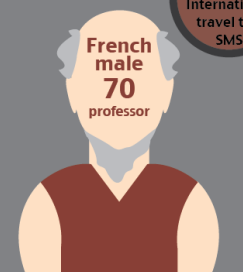
60,950,000 MOBILES IN FRANCE



As a French professor, he may

- send 62 texts
 - 10 will be multi-media messages
- check email 3 times
 - Easier to reach students en masse
- make 10 calls
 - Co-workers and family

POPULAR UTILITY
International travel tips SMS



SOURCES

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