

动态中国 · MOBILECHINA · モバイル・チャイナ



Pilot Study

Fall 2005

jaredRESEARCH

What is Mobile China?

- » A multi-year collaboration between JaredRESEARCH and top Chinese engineering, design and fine arts educators, students and researchers.
- » Latest business innovation methods, including intimate ethnography, video stories, photo blogs, participatory design, collaborative research, customer frameworks and executive education.
- » Cultural studies uncovers hidden opportunities for product success in telecommunication, technology and consumer products.



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Pilot Study

Video Story

28 students and 1 teacher were interviewed at three locations in September and October 2005: Central Academy of Fine Arts; outside Kentucky Fried Chicken; and Beijing 94th Middle School.

Topics

- » Phone selection & usage
- » Gender behavior
- » National vs. imported brands
- » First mobile devices
- » Future of mobile technology



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Quotes

“I don’t want a lot of extra functions.”

“Everyone knows that Chinese branded headsets have more radiation and lower quality.”

“My first mobile phone replaced the old pager I had in high school.”

“My phone is practical.”

“My phone is all about me.”

“She uses the phone more when she has a boyfriend.”

“I didn’t care that the sales guy said it’s a boy’s telephone headset.”

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Initial Findings & Further Questions

Youth identities are created through new patterns of consumption and communication.

- » Can **market** and **government forces** succeed in mobilizing a nation of text messagers?
- » How does rapid **information flow**— fueled by **ubiquitous IP piracy**— shape youth’s imagination of national alternatives and possible futures?

Gender differences expressed in headset sales and mobile usage. Shapes, sizes and colors are gendered. Girls use mobile phones to track boyfriends’ whereabouts.

- » Can mobile technology foster more **intimate relationships**?
- » Can technology become more meaningful and less complex?
- » Which emerging **Chinese trends** will become global trends?

Nationalism and **pride** in rapid economic growth contrasts with the association of Chinese headsets with poor quality and “higher radiation.”

- » What are the challenges and opportunities for **multinational brands** in China?
- » How can Chinese telecom companies increase national and global **marketshare**?

China’s 14 to 24 year olds—almost all **single children**—experience greater opportunities and greater expectations.

- » What are the unique communication needs of a generation of **single kids**?
- » What roles does mobile technology play in **youth and gender identities**?
- » How do youth respond to new opportunities denied previous kid cohorts, including their parents?

Cultural Factors for Business Success in China

Gain a competitive edge and a platform for innovation.

- » Chinese youth identities, nationalism and gender reveal cultural factors for design and business success.
- » Long-term strategic planning is most successful when focused around local needs, social networks and real usage scenarios.



Become a Sponsor or Affiliate

Corporations and universities are welcome as active project participants.

- » Work with a Stanford and Harvard trained Cultural Anthropologist (PhD 1996) with ten years in Silicon Valley technology strategy experience, and a bi-national team including top Chinese technology designers, researchers and business strategists.
- » Gain special access to emerging ideas and talent.
- » On-site workshops ensure research relevance for your organization.



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