

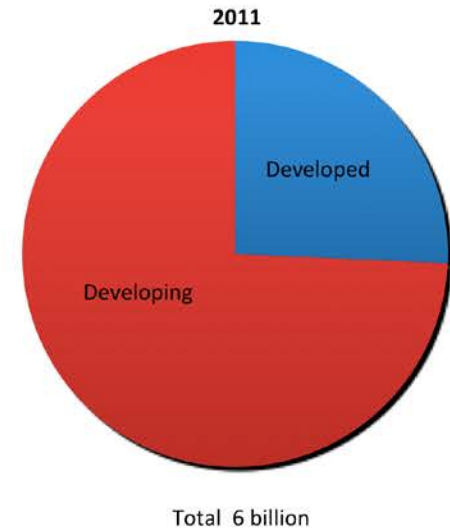
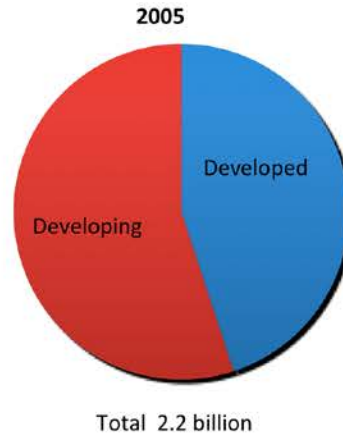
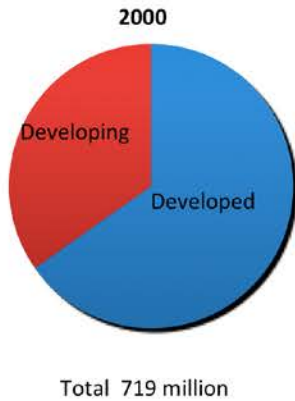
FIRST PHONES IN LAST PLACES
*MOBILITY AND CELL PHONE USE IN
PAPUA NEW GUINEA*

DAN JORGENSEN
DEPARTMENT OF ANTHROPOLOGY
UNIVERSITY OF WESTERN ONTARIO



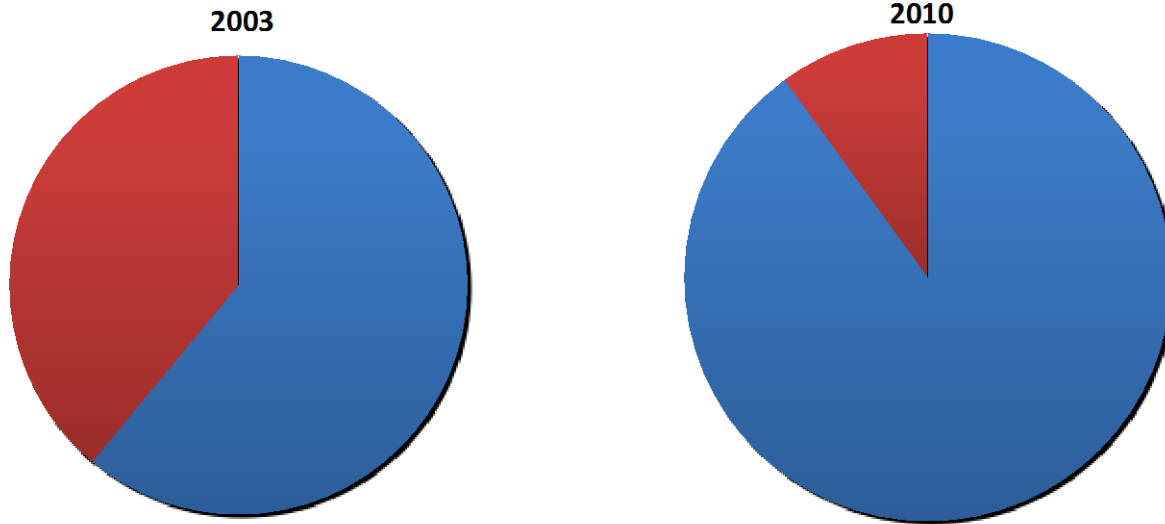
PART I – DIGICEL
COMES TO PNG

Mobile-cellular subscriptions, by level of development



The developed/developing country classifications are based on the UN M49, see:
<http://www.itu.int/ITU-D/ict/definitions/regions/index.html>
Source: ITU World Telecommunication/ICT Indicators database

Percentage of the world's population covered by a mobile cellular signal,
2003 compared to 2010



“WE CAN CONNECT YOU, ANYWHERE YOU ARE...”



I LOVE MY DIGICEL

"I LOVE MY DIGICEL...

*FROM THE MOUNTAIN TO THE SHORE,
WE CAN CONNECT YOU, ANYWHERE YOU ARE,
WHETHER NEAR OR IF YOU'RE FAR.*

THIS IS YOUR DIGICEL – TIME TO RISE AND SHINE!

THIS IS YOUR DIGICEL, FILLING YOUR LIFE WITH LOVE...

THIS IS YOUR DIGICEL"

A woman with short brown hair, wearing a red dress and a red flower in her hair, is smiling and talking on a black mobile phone. She has her hand over her chest. The background is a white banner with a red speech bubble on the left and a large red shape on the right. The scene is outdoors with palm trees visible on the left.

**WHAT A
SUPRISE!**

**CALL
A FRIEND
TODAY!**

www.digicelpng.com

GET SMART GET CONNECTED

We have the widest range of Smartphones



SCAN HERE



www.digicelpng.com



Digicel

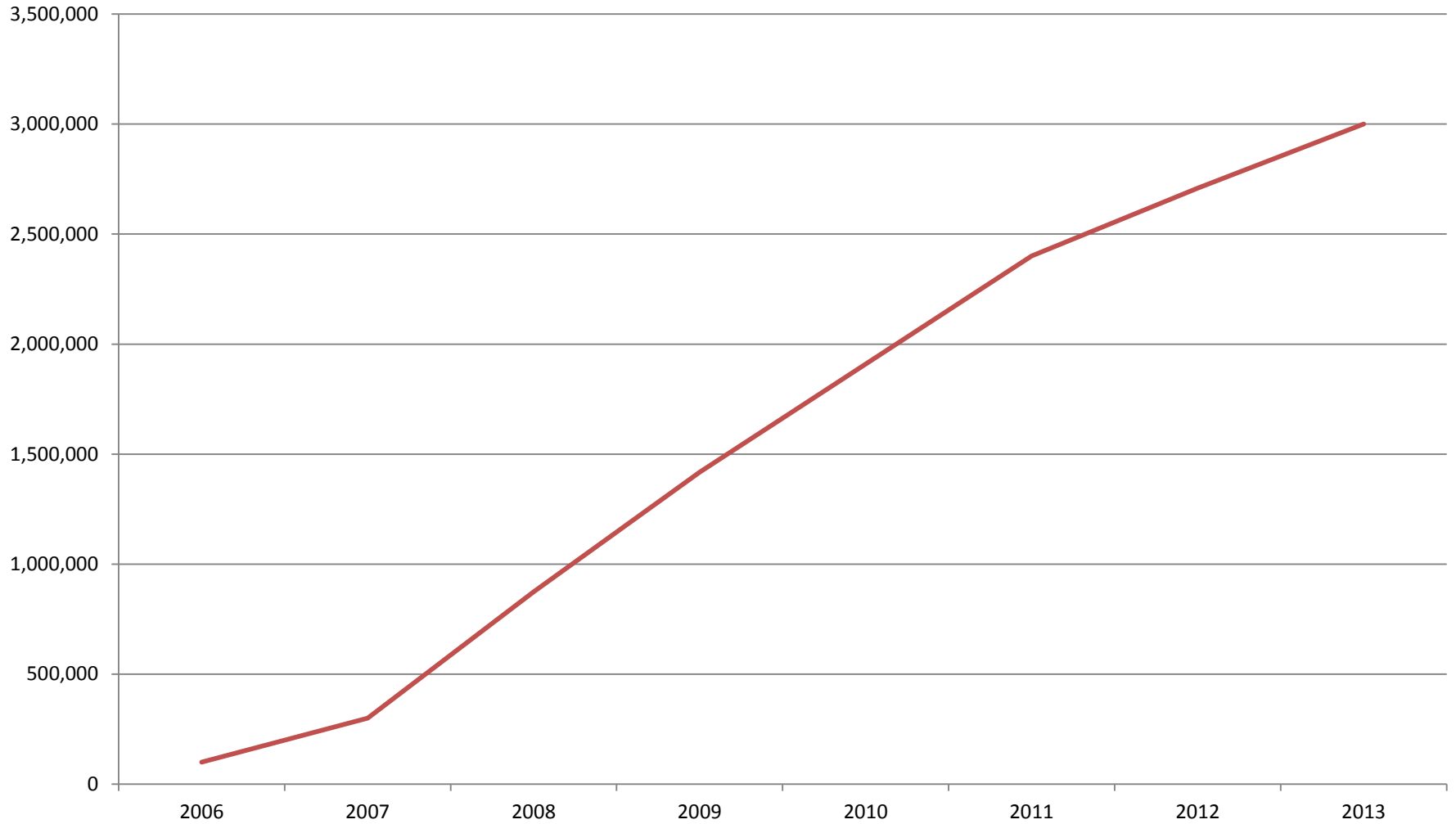
PNG's Bigger, Better Network.



PNG

Mobile Phone Subscribers 2006-13

source: ITU 2014



Western Province incomes survey

(WPG 2009)

Table 5.6 Percentage of households possessing selected durable goods

	All towns	Balimo	Daru	Kiunga	Ningerum	Tabubil
Number	703	42	182	203	24	252
Item (%)	All towns	Balimo	Daru	Kiunga	Ningerum	Tabubil
Television	43.1	31.0	42.9	33.0	16.7	56.0
Radio	59.0	54.8	62.6	52.7	50.0	63.1
Stove	34.9	9.5	18.1	36.0	4.2	53.2
Land line phone	14.9	2.4	12.1	6.9	0.0	27.0
Mobile phone	68.4	2.4	62.6	69.5	41.7	85.3
Motor vehicle	14.9	2.4	8.2	9.9	8.3	26.6
Diesel generator	15.1	23.8	14.8	17.2	16.7	11.9

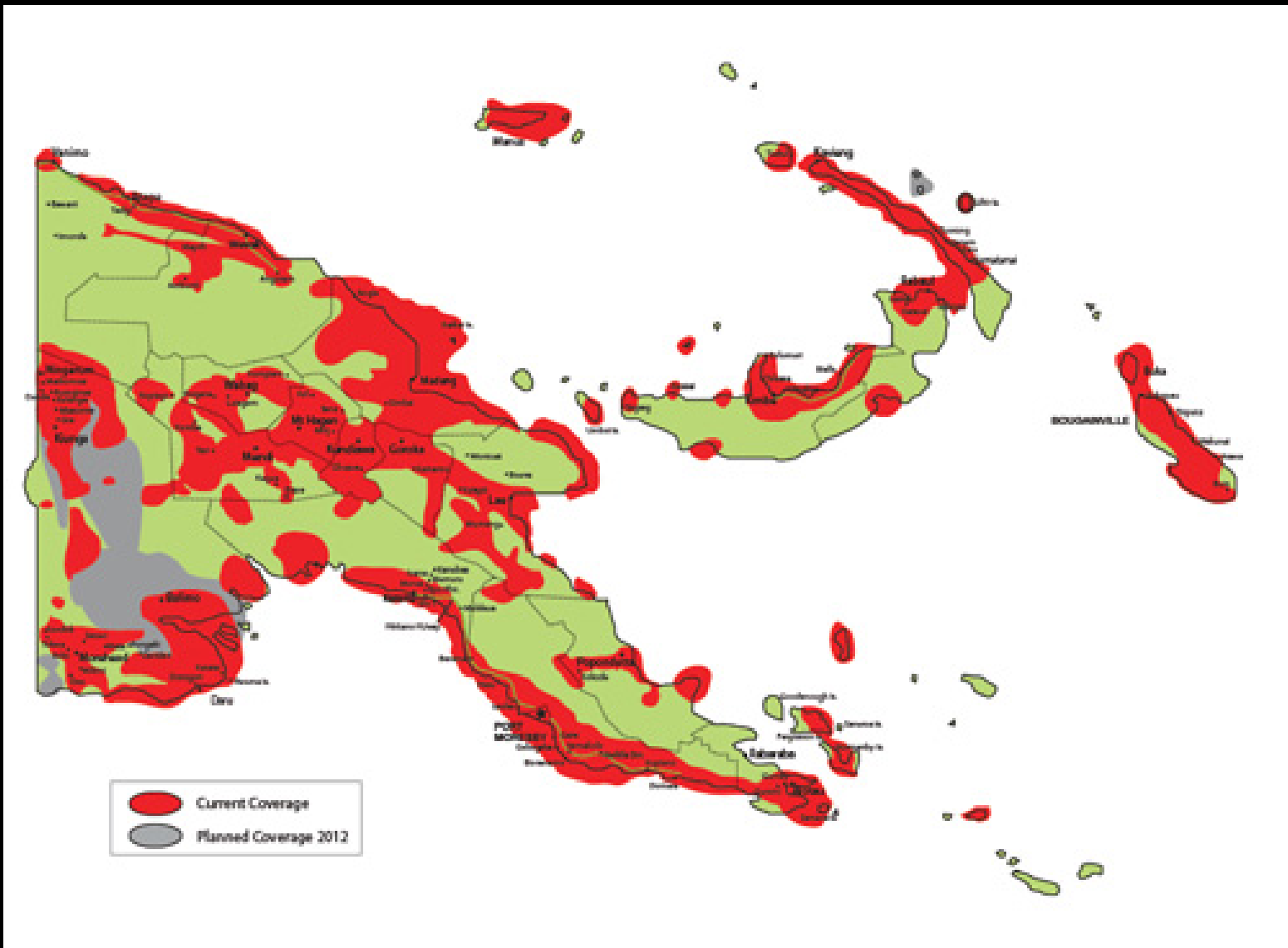




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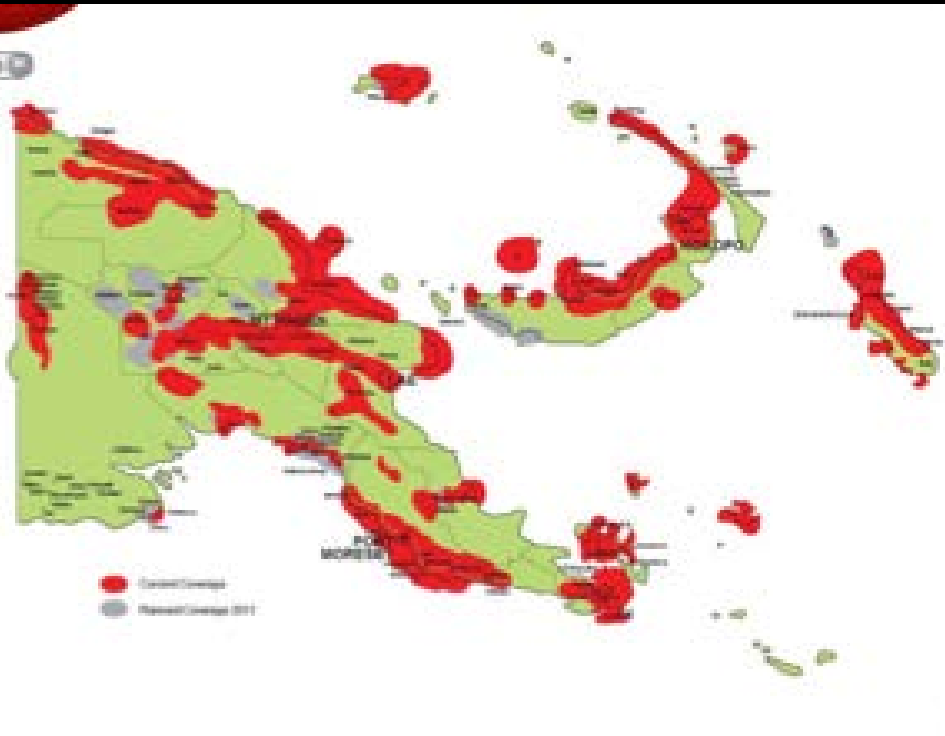
Covering over 4 million
Papua New Guineans

"IT'S ALL A LAND-GRAB..."

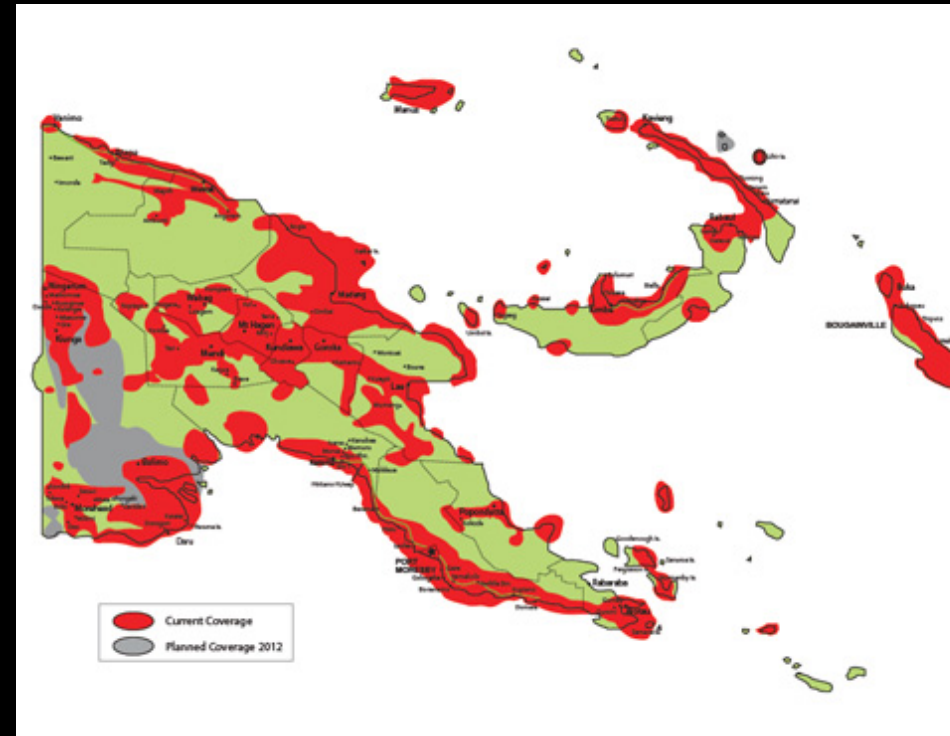


Digicel Coverage Maps

2010



2011





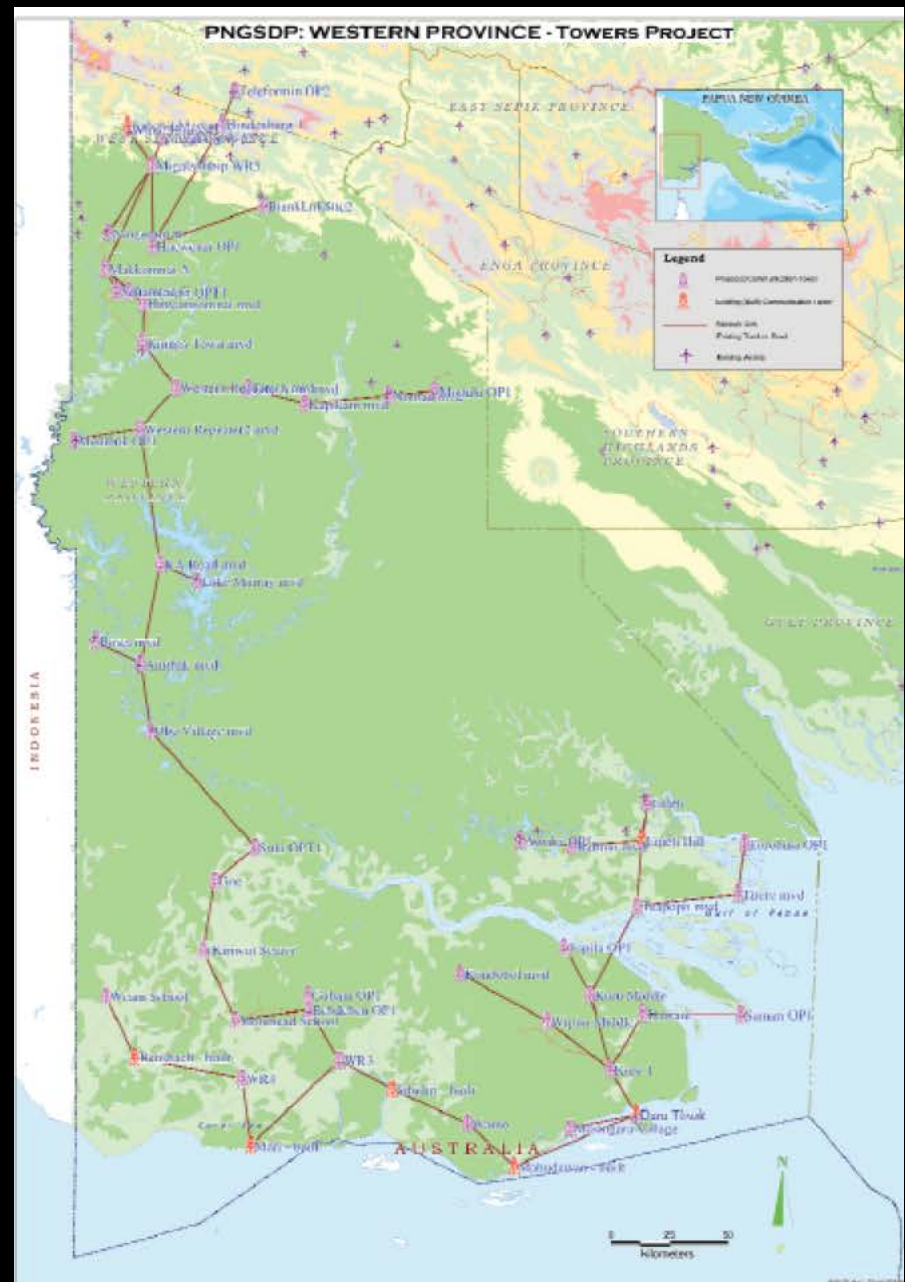








PNGSDP'S WESTERN PROVINCE TOWERS PROJECT (2011)







PART II – USERS, USES

VILLAGERS









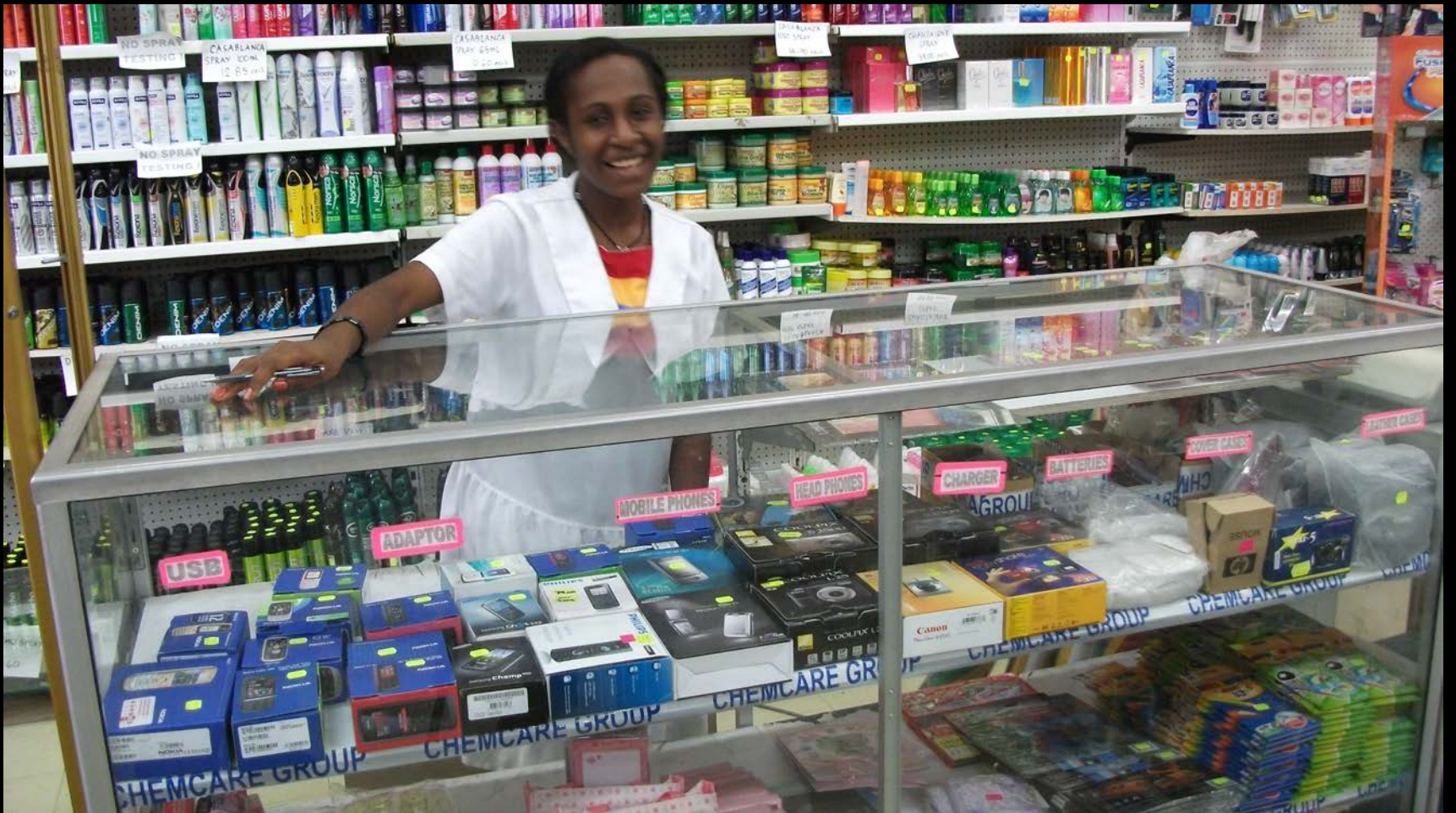






IN TOWN









HIGH SCHOOL STUDENT



MIDWIFERY AND TECH STUDENTS







UNIVERSITY STUDENTS





PART III
WHAT PEOPLE SAY

“IF YOU CLIMB UP TO DEKIMTIGIN, YOU WON’T BE ABLE TO SEE THE GROUND FOR ALL THE FLEX CARDS LYING AROUND”

“IT’S GOOD IF I CAN CALL MY DAUGHTER TO COME AND HELP ME CARRY FIREWOOD OR TAKE SOME FOOD TO THE HOSPITAL”

“WITH MOBILES NOW I CAN CALL AND HAVE MY WANTOK MEET ME AT THE AIRSTRIP OR FIND ME A PLACE TO SLEEP IN TOWN”

“MOBILES ARE GOOD, BUT SHOULD JUST BE USED FOR SERIOUS THINGS”

*“Monday to Friday, you’re always on the phone,
K3, K5 flex are burned up like nothing,
and now I have no credits to call back,
so forget this and send me K1 so I can be in touch again.
I’m fed up with school,
and if I could I would ring you back
so forget this and send me K1 so I can be in touch again.”*

-- lyrics translated from “Flex Card” by Twin Tribes

NOTICE

Monday, 6 August 2012

NO MORE CHARGING OF MOBILE PHONES IN THE

- 1. SECRETARIES AREA**
- 2. SSM'S OFFICE**
- 3. DHM'S OFFICE**
- 4. HEAD MASTER'S OFFICE**
- 5. STAFF ROOM**

AS OF THIS NOTICE

THIS IS NOT A POWER STATION FOR CHARGING MOBILE PHONES

**THESE ARE WORKING OFFICES AND YOU ARE DISTURBING BY
MOVING IN AND OUT.**

THANK YOU,

BY ADMINISTRATION

“THESE STUDENTS DISCONNECT THE POWER FOR THE WATER PUMPS TO CHARGE THEIR PHONES, SO THE TEACHERS DON’T HAVE WATER!”

“THE STUDENTS ARE ALWAYS TIRED – THEY STAY UP AFTER LIGHTS OUT TO GO ON FACEBOOK BECAUSE THE RATES ARE CHEAP”

“NONE OF OUR KIDS WON SCHOLARSHIPS AFTER THEY GOT PHONES”

“THE COUNCIL SHOULD MAKE A LAW THAT YOUNG PEOPLE CAN’T HAVE PHONES WITH MEMORY CARDS”

GESFAIA: to dial a number at random in the hopes of finding a “Phone Friend”

PHONE FRIEND: a partner in phone conversation, almost always of the opposite sex, usually contacted anonymously by random dialling.

“LOTS OF THESE WOMEN ARE JUST CON-ARTISTS AND WANT TO TRICK MEN”

“A WOMAN HAD A PHONE FRIEND AND SHE AGREED TO MEET HIM, AND THEN SHE FOUND OUT THAT HE HAD A TAIL, BUT HAD TO MARRY HIM ANYWAY”

“MOBILES CAUSE A LOT OF TROUBLE BETWEEN MARRIED PEOPLE”

“MOBILES ARE SATAN’S THINGS AND THE END TIMES ARE COMING”

*“WHEN THEY PUT A TOWER NEAR MY VILLAGE BACK HOME,
IT WAS COSTING ME K100 A FORTNIGHT FOR CREDITS”*

DJ: *“SO WHY DO PEOPLE CALL YOU?”*

TD: *“DAD CALLS ME TO TALK ABOUT THE HOUSE, AND WANTOKS CALL TO CATCH UP... OTHER TIMES PEOPLE SEND ‘CHEER UP’ MESSAGES”*

DJ: *“CHEER UP MESSAGES?”*

TD: *“YEAH, SOMETIMES THEY CALL IF IT’S MY BIRTHDAY, OR TO SEND ME A POEM, OR A BIBLE VERSE – LIKE THAT.”*

DJ: *“WHAT ABOUT PEOPLE WHO WANT THINGS FROM YOU?”*

TD: *“LOTS OF TIMES I JUST DON’T DO ANYTHING, OR JUST DON’T ANSWER – I SOMETIMES HELP, BUT I MAINLY JUST THINK ABOUT FAMILY”*

DJ: *"HOW MANY MOBILE PHONES HAVE YOU HAD?"*

SD : *"HOW MANY PHONES, OR HOW MANY SIM CARDS?"*

MOBILE PHONE EXEC: *"WE'VE NOTICED A CERTAIN AMOUNT OF 'SIM CARD CHURN'..."*

DJ: *"HOW MANY SIM CARDS DID YOU HAVE AT ONCE?"*

SD: *"THREE"*

DJ: *"WHY THREE?"*

SD: *"WELL, AT THE TIME I HAD THREE GIRLFRIENDS..."*

DN: *“THAT NUMBER DOESN’T WORK ANY MORE”*

DJ: *“DID YOU LOSE YOUR PHONE?”*

DN: *“NO, I JUST CHANGED MY SIM CARD”*

DJ: *“WHY DID YOU DO THAT?”*

DN: *“TOO MANY ANNOYING CALLS...”*

DJ: *“WHAT ABOUT YOUR CONTACTS?”*

DN: *“NO WORRIES – I TELL MY WIFE AND THE ONES I WANT TO TALK TO WILL HAVE MY NUMBER. I’LL CHANGE AGAIN IN SIX MONTHS.”*

“HELLO, DADDY! I’D LIKE A MOBILE...”

“SORRY, BROTHER, I’M SHORT ON CREDITS...”

“I WANT TO FLY HOME, BUT I HAVE NO ROAD...”

“I WORRY A LOT ABOUT A LAPTOP...”

“MAYBE YOU’LL SEE A BACKPACK THAT I CAN CARRY THINGS IN...”

TB: *“THIS IS MY SON’S NUMBER, BUT IF YOU CALL HIM,
DON’T TELL HIM I GAVE IT TO YOU.”*

DJ: *“WHY NOT?”*

TB: *“HE MIGHT GET ANGRY AND THINK I DIDN’T RESPECT HIM.”*



SOME CONCLUSIONS [FOR NOW]

INTERPRETING PHONE USE (I)

- *THE MOST COMMON USE IS TO KEEP IN TOUCH WITH FAMILY*
- *THE MOST COMMON WORRY IS THE ISSUE OF “PHONE FRIENDS”*

INTERPRETATION: THE “SOCIAL” DIMENSION OF MOBILE PHONE USE IS THE MAIN FOCUS, AND IT IS RECOGNIZED THAT PHONES CAN:

- *STRENGTHEN RELATIONS AT A DISTANCE*
- *THREATEN RELATIONS FROM A DISTANCE*

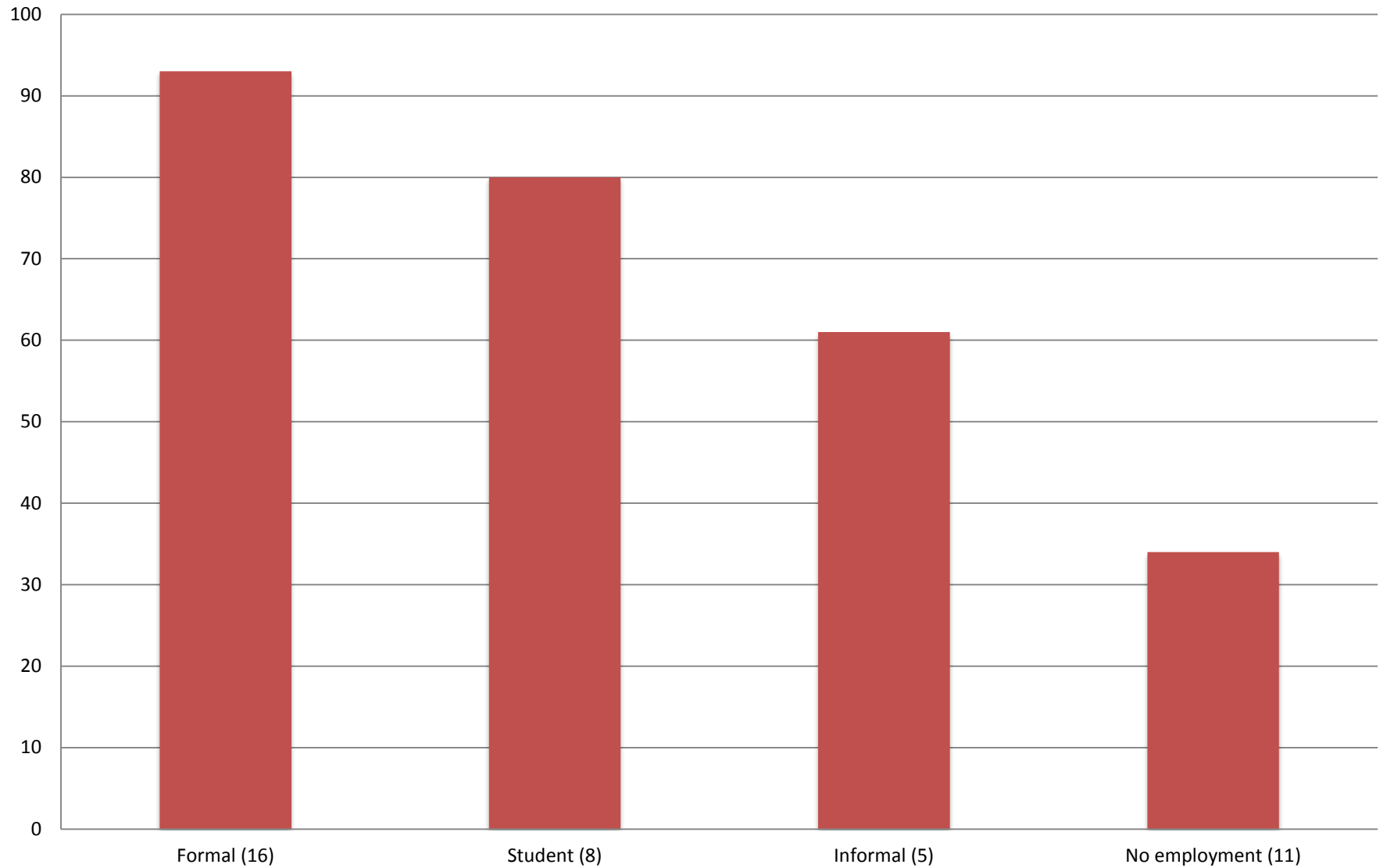
SOME CONCLUSIONS [FOR NOW]

INTERPRETING PHONE USE (II)

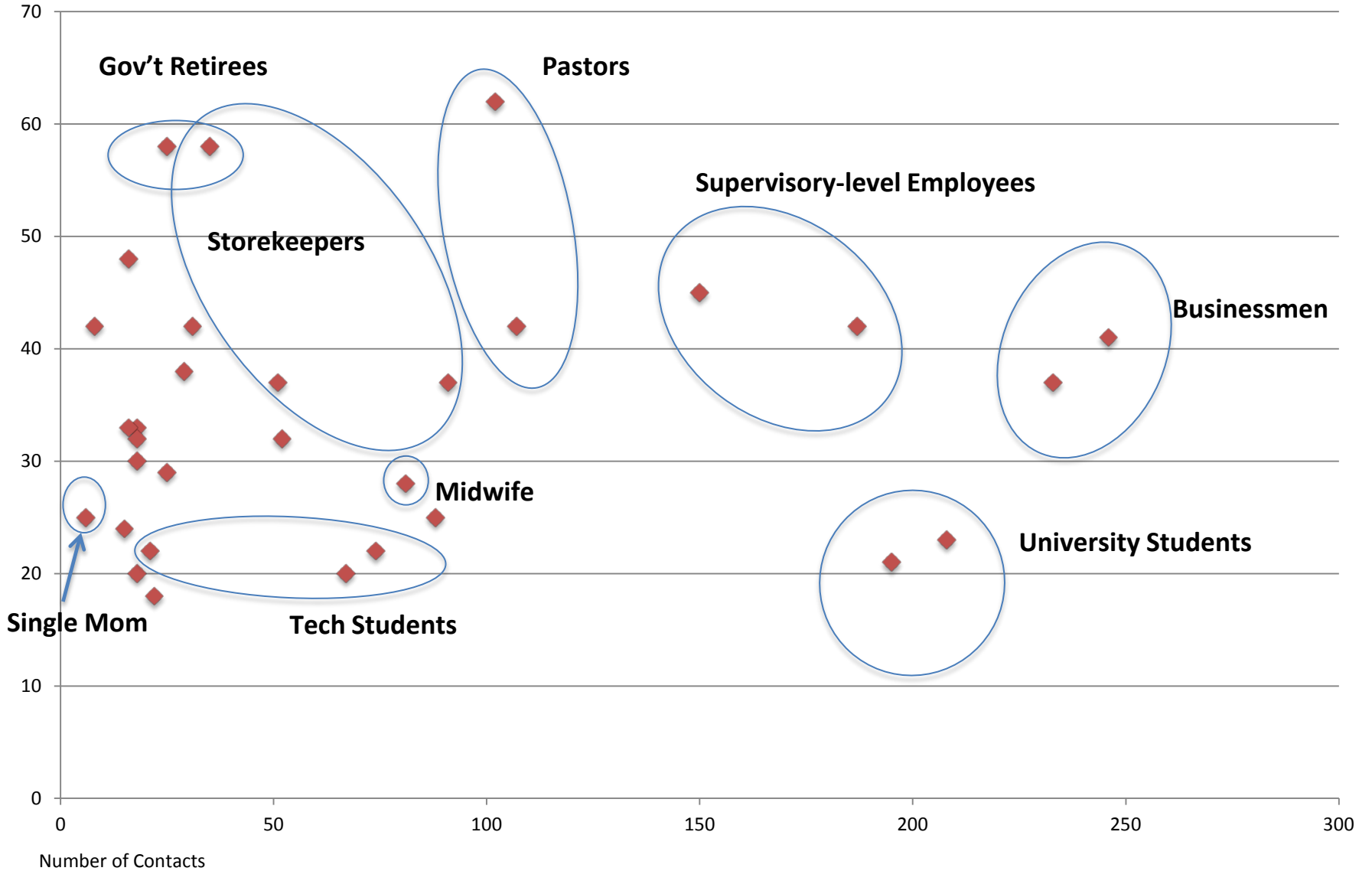
- *FOR MOST PEOPLE MOBILE PHONES HAVE NOT EXPANDED PERSONAL NETWORKS – INSTEAD, THEY HAVE STRENGTHENED “CORE” NETWORKS (CLOSE FAMILY)*
- *TWO SORTS OF USERS, HOWEVER, SEEM TO HAVE USED MOBILES TO BRANCH OUT:*
 - *THOSE WITH FORMAL EMPLOYMENT*
 - *THOSE WITH HIGHER EDUCATION*



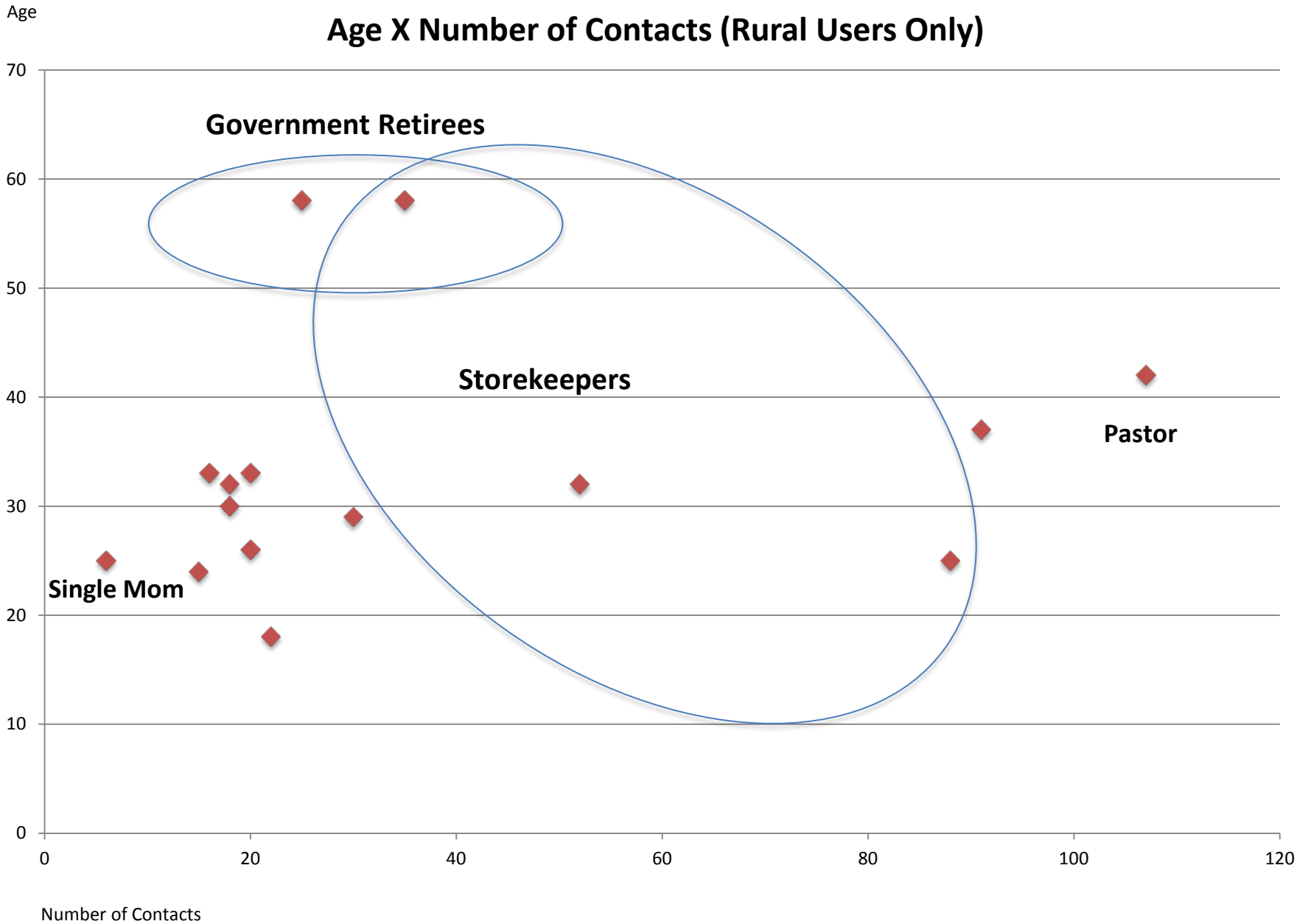
Average Number of Contacts by Employment Status



Age Range X Number of Contacts (All Users)



Age X Number of Contacts (Rural Users Only)



SOME CONCLUSIONS [FOR NOW]

INTERPRETING PHONE USE (III)

- *THOSE WITH FORMAL EMPLOYMENT AND/OR HIGHER EDUCATION MAY BE DIVERSIFYING AND EXPANDING THEIR NETWORKS BEYOND VILLAGE TIES*
- *THEY MAY ALSO BE SYSTEMATICALLY “PRUNING” OR “STREAMLINING” THEIR VILLAGE TIES BY USING STRATEGIES FOR CONTROLLING ACCESS*
- *IF THIS IS SO, THEN MOBILES ARE USED NOT SIMPLY TO MAINTAIN SOCIAL RELATIONS, BUT TO GIVE INDIVIDUALS GREATER CONTROL OVER THEM – INCLUDING THE POWER TO LIMIT THE ABILITY OF OTHERS TO CONTACT THEM*

HOW I DO MY WORK
GOING OVER CONTACT LISTS



WITH THANKS TO



MICHAEL AKHOY
BARBARA ANDERSEN
ASONSEP ATIKSONENG
JOSEPH BARIAMU
JOSHUA BELL
TIMOTHY BONG
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BILL MITCHELL
TED ROGERS
SIMON SOLTUMNOK
ANWAR SOUSSA
NANCY SULLIVAN
OLGA TEMPLE
STAN TINAMNOK
MARINA VAN DER VLIES
AMANDA WATSON
PAIGE WEST

*Academic Development Fund, UWO
Bemobile Pty Ltd
Digicel Foundation
Digicel PNG
National Research Institute
PNG Sustainable Development Program
University of PNG*

MY "SECURITY" TEAM



	PNG	Jamaica
Median	52	93
Avg	63	95
Min	6	11
Max	246	209
Female Avg	56	75
Female Min	6	11
Female Max	195	209
Male Avg	67	125
Male Min	8	13
Male Max	246	195