Mobile Community Engagement, part 1

Feb. 19, 2013
What is mobile?
Mobile is a big deal

• Pew: As of Sept. 2012, 85% of U.S. adults own a cell phone.
• That’s 80% of all Americans over age 5.
• 54% of U.S. cell phones are smartphones
• Only 36% are iPhones; 54% are Android
Big jump in gadget ownership over the holidays

% of adults who own tablet computers and e-book readers

- Ebook reader
- Tablet

<table>
<thead>
<tr>
<th>Date</th>
<th>Ebook reader</th>
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<tbody>
<tr>
<td>Apr-09</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>Sep-09</td>
<td>3%</td>
<td></td>
</tr>
<tr>
<td>May-10</td>
<td>4%</td>
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<tr>
<td>Sep-10</td>
<td>5%</td>
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<tr>
<td>Nov-10</td>
<td>6%</td>
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<tr>
<td>May-11</td>
<td>12%</td>
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<tr>
<td>Aug-11</td>
<td>9%</td>
<td>10%</td>
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<tr>
<td>Dec-11</td>
<td>10%</td>
<td>10%</td>
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<tr>
<td>Jan-12</td>
<td>19%</td>
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Dude, where’s my community?
Cell-mostly internet access

- 31% of all U.S. adults with an internet-connected cell phone say it’s their PRIMARY way to access the net (or net-enabled content/services).
- 60% go online from their phone “sometimes”
- 45% age 18-29 are cell-mostly.
- 51% African-American, 42% Latino, 24% white
- 42% income >$30,000/year
- 40% people who aren’t college graduates
- 33% each urban, rural (28% suburban)
Rich smartphone users don't play games, don't tweet

Posted: 02 Apr 2012, 10:55, by Victor H.

Reverse-engineering the smartphone habits of rich people might get us to being wealthy or it might not, but in either case the findings of a study show that rich people **tend not to play games, not to tweet**, but instead go and download news, travel or financial applications.

This is the conclusion The Luxury Institute arrived at after studying app usage among customers with income of $150,000 or more a year. Coincidentally, those users tend to be older, with a mean age of 52.

"As you get older and have family and significant others, aging parents, and a lot more assets and investments, you're going to need apps for far more relevant things than playing games and chatting with your peers," said Milton Pedraza, CEO of The Luxury Institute.
Why are you here?
Community engagement: What is it?

“Working collaboratively with groups of people affiliated by geographic proximity, special interest, or similar situations to address issues affecting the well-being of those people.”

CDC, *Principles of Community Engagement*, 1997
IMPACT!
Real-world, observable effects
ACTION!
People don’t care about data

They don’t care about being “informed” or “engaged.”

They care about their lives.
People love to **DO** stuff with their cell phones
**Cell Phone Activities**

*The % of cell phone owners who use their cell phone to...*

<table>
<thead>
<tr>
<th>%</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>82</td>
<td>Take a picture</td>
</tr>
<tr>
<td>80</td>
<td>Send or receive text messages</td>
</tr>
<tr>
<td>56</td>
<td>Access the internet</td>
</tr>
<tr>
<td>50</td>
<td>Send or receive email</td>
</tr>
<tr>
<td>44</td>
<td>Record Video*</td>
</tr>
<tr>
<td>43</td>
<td>Download Apps*</td>
</tr>
<tr>
<td>31</td>
<td>Look for health or medical information online</td>
</tr>
<tr>
<td>29</td>
<td>Check bank account balance or do any online banking</td>
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</tbody>
</table>
54% PENETRATION OF FACEBOOK MOBILE

488 M MOBILE USERS *

901 M FACEBOOK USERS *

* MONTHLY ACTIVE USERS

OPERATING SYSTEM

ACTIVE FEATURE PHONE (17%)
ANDROID (19%)
IPAD (5%)
IPHONE (19%)
OTHERS (32%)
RIM/BLACKBERRY (8%)
91% of mobile internet access is to socialize...

...compared to 79% on desktops
Social grooming counts!
Mobile is PERSONAL!
What your mobile users want

What your foundation or project wants

How your mobile users like to use their phones
Cell phones = ACTIVE mindset!
Type questions here
Not everyone has a smartphone!
Not all smartphones are created equal
Feature phones: 46% of US cell phones
Whatever your community already has:

**Work with that!**

- Mobile device type (especially phones)
- Speed of data network, cost of data plan
- Features, services or apps they use a lot
- Level of mobile knowledge/interest

- There are ALWAYS mobile options!
Where to start?
Mobile channels

- SMS text messaging
- Web
- Social media/microblogging
- E-mail
- Photo/video sharing
- Audio
- Maps
- Apps
Tips 4 Mom and Mom 2b

FREE text messages to keep you & your baby healthy

Join the hundreds of thousands of moms who receive free text messages throughout their pregnancy and their baby's first year.

Learn More

Text4baby Tips

Don't start a new medicine or stop your current medicine unless your Dr. tells you to.

Signing Up is Easy!

Get FREE text messages on prenatal care, baby health, parenting and more!

Health Hotlines 4 Moms

Check out this list of key phone numbers and hotlines and get connected to info and...
• Free t4b msg: Morning sickness may be caused by a change in your hormones. Try eating crackers or dry cereal. Eat small meals often. Don’t go without eating.

Free msg: Have you visited a Dr. or midwife (CNM/CM)? If not, make an appointment now. Call your health plan. Or 800-311-2229 to connect to low-cost care.

Free t4b msg: Your baby is growing a lot! Baby is now the size of a lime & can open its mouth & move its tiny hands.

Free msg: If you have any signs of preterm labor--cramps, belly tightening, low back pain, bleeding, or watery, pink/brown discharge--call your Dr. right away.
HAWAII POLICE
DEPT: Hwy 11 at the 54-mile marker (south of Pahala) is closed to traffic in both directions due to a traffic accident. www.nixle.us/859G8

Jan 23, 2013, 1:42 PM

HAWAII POLICE
DEPT: Highway 11 remains closed at the 54-mile marker and is expected to remain closed until at
Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una ...

Enviado por vozmob-24575 el 12 February 2013 - 5:29pm. Tags: day laborer IDEPSCA jornalero mms
Mobile-friendly website
Results for: 80306
Found 10 centers.

Boulder
Boulder  ·  5.39 miles
2525 Arapahoe Ave, Suite C-200
Boulder, CO 80302
P: 303.447.1040
F: 303.447.2882
View Hours & Service Details

SERVICES OFFERED
» Abortion Services
» Birth Control
» General Health Care
» HIV Testing
» Men's Health Care
1 WOMAN IN 8 WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME
Planned Parenthood is here for you.

WORRIED? Had unprotected
WE’LL HELP YOU FIGURE IT OUT

INFO FOR TEENS ➤
TOOLS FOR PARENTS ➤
Mobile Web app

Dialysis Facility Tracker

By Robin Fields, Al Shaw, and Jennifer LaFleur, ProPublica, Updated April 17, 2012

This site is for dialysis patients and others who want to learn about the quality of care at individual dialysis clinics. Patients treated at a facility have been hospitalized, report certain types of infections or are placed on the transplant list.

Related story: Dialysis Data, Once Confidential, Shines Light on Clinic Disparities »

Find a facility near you

Address, ZIP, or facility name

within

10 mi.

SEARCH

For example, 1605 E. 55th St. Chicago, IL 60615, 77054, or UCLA
Compare Dialysis Facilities

Showing 2 of 20 facilities within ten miles of 94609. See all.

<table>
<thead>
<tr>
<th>CLOSER FACILITIES</th>
<th>NATIONAL AVERAGE</th>
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<tbody>
<tr>
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<td>National Average</td>
</tr>
<tr>
<td>Distance</td>
<td>0.90 miles</td>
</tr>
<tr>
<td>Details</td>
<td>(510) 893-2060 3012 SUMMIT</td>
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</table>
faceofblackmen.tumblr.com

Hear global expert Beth Kanter discuss effective nonprofits - Thursday, Feb. 21, in Oakland
oaklandlocal.com

Oakland Local

Peralta trustees hear financial aid still a problem
oaklandlocal.com

Oakland Local

Oakland home to several gay, positive...
Mobile-friendly e-mail

- 36% of all e-mail is read on a mobile device
- Use mobile-friendly e-mail templates
- No right column
- Few images (and keep them small)
- No big blocks of text
- Links should go to mobile-friendly destinations.
Mapping

- Add geodata (addresses, lat/long data) to everything you can.
- Clickable links (addresses, etc.) open map apps on phones/tablets
- Crowdmaps are cool, but probably more useful for publishing than crowdsourcing
Oh yeah, apps....
Native apps:
Problems with building your own app:

- Software development project: $$$
- Platform-specific, ongoing maintenance/updates
- Tools to generate apps = “shovelware”
- People must discover, download, remember to run: hurdles!
- 75% of apps never get opened more than 3x
- If community is small, less justification.
- More bang for buck from mobile web, etc.
Native app: Voto Latino

Colorado

Voter Registration Deadline
Postmarked 29 days before the election

Registration Deadline Date for Nov. 6, 2012 elections
October 9th

Online Voter Registration
Go Vote Colorado

Election Day Registration

Polling Place Hours
7:00 AM - 7:00 PM

ID Required to Vote
Colorado driver's license
CO Dept. of Revenue ID card
U.S. passport
Employee ID card with photo issued by the U.S. government, CO state government, or political subdivision of CO
Pilot's license

Match me with the Candidates

Review Sample Ballots

What to Bring to the Polls

Powered by

Silicon Valley Community Foundation
mun2
Hazlo personal e inscríbete para votar.

Solamente toma 5 minutos inscribirte y hacer que tu voz cuente. Si quiere registrarse para votar por correo marca aquí.

Por favor confirme su elegibilidad para votar.

☐ Soy ciudadano Americano.

☐ Tendré por lo menos 18 años antes de o durante la próxima elección.

Salutación

Mr.

Su Nombre

Juan

Carlos
You might really need a native app if...

- You already have a great mobile-friendly website.
- You have a lot of money/time to spend or a skilled app developer on staff.
- Users need to store your content for offline use.
- Local access to carrier data networks or wifi is spotty or slow.
- Strong need for security, or hardware features. (GPS, accelerometer, etc.)
Use existing apps and services

Empty sidewalk tree planter - potential liability

- is Open
- 2 people want this fixed

Somebody could trip, fall, get injured on this hole in the sidewalk.

Wondering why this wasn’t addressed when the tree was removed - just left a hole in the ground. :-(

Reported by Doug Grinbergs on Monday, April 02, 2012 at 12:00:54.

Issue #170791

1924-1998 N Broadway St
Boulder, CO 80302, USA
Type questions here
Homework!

• This week, try to use your smartphone for everything you can. Try to hit every mobile channel. Discuss experience in forum.

• Install Instagram, Twitter (any client) and Facebook apps on your phone. Configure Instagram to cross-post to Twitter and Facebook.

• Pick one specific real-world effect you want to have in your community (observable, measureable). List 3-5 kinds of observable, measureable mobile activities that might support that goal.

• Read Funding Mobile white paper, Pew Cell Phone Activities report.
Future webinars and resources: www.knightdigitalmediacenter.org