



Mobile Community Engagement, part 1

Feb. 19, 2013

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Q & A

Questions

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Use: Telephone
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Talking:

Questions

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How SMBs Can Expand Their Training Reach
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What is mobile?

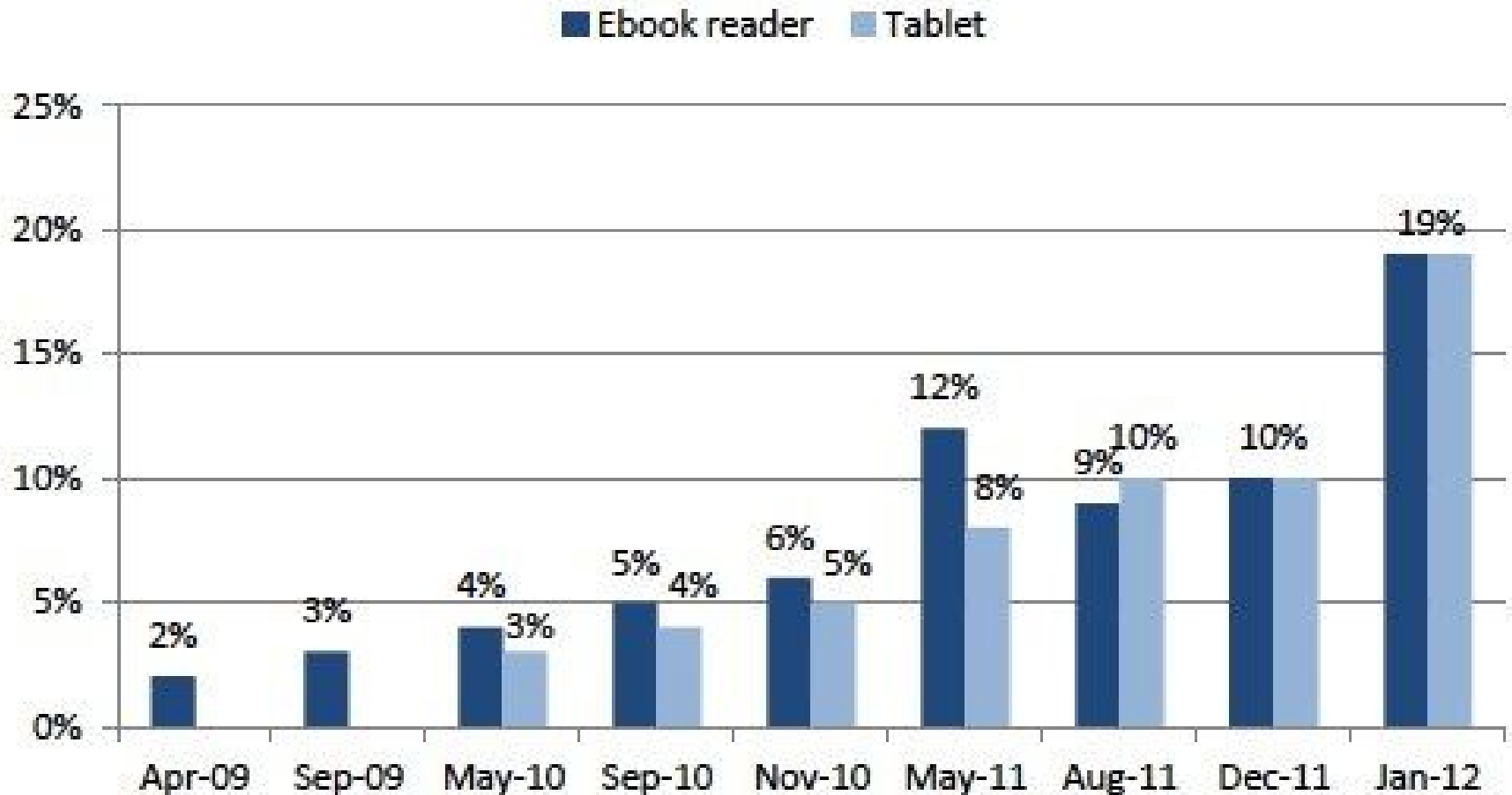


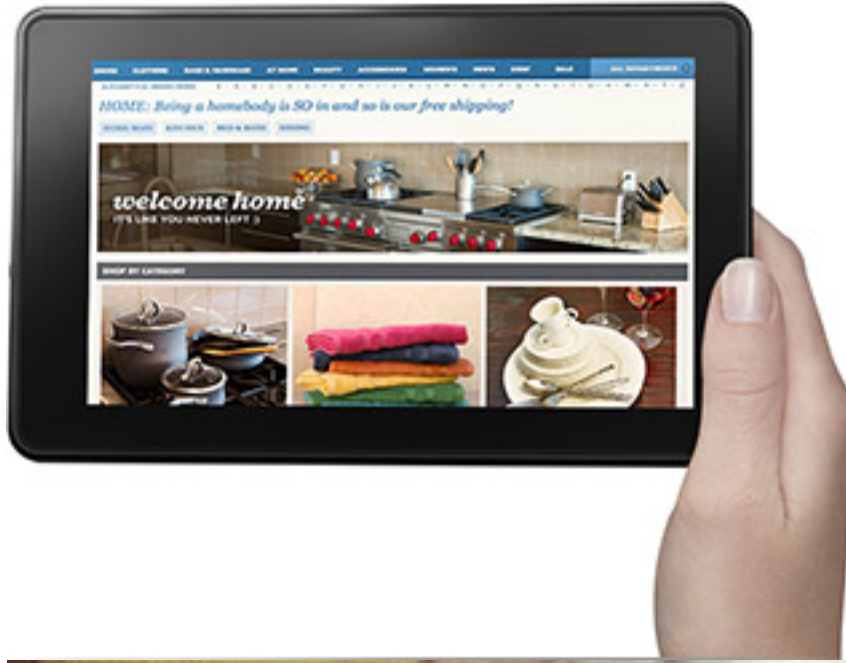
Mobile is a big deal

- Pew: As of Sept. 2012, 85% of U.S. adults own a cell phone.
- Comscore: As of Dec. 2013, 233 million U.S. cell phone users.
- 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







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.

Share:

Discuss 13

Like 12

Tweet 23

+1 3



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







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...

82	Take a picture
80	Send or receive text messages
56	Access the internet
50	Send or receive email
44	Record Video*
43	Download Apps*
31	Look for health or medical information online
29	Check bank account balance or do any online banking



54%
PENETRATION OF
FACEBOOK MOBILE

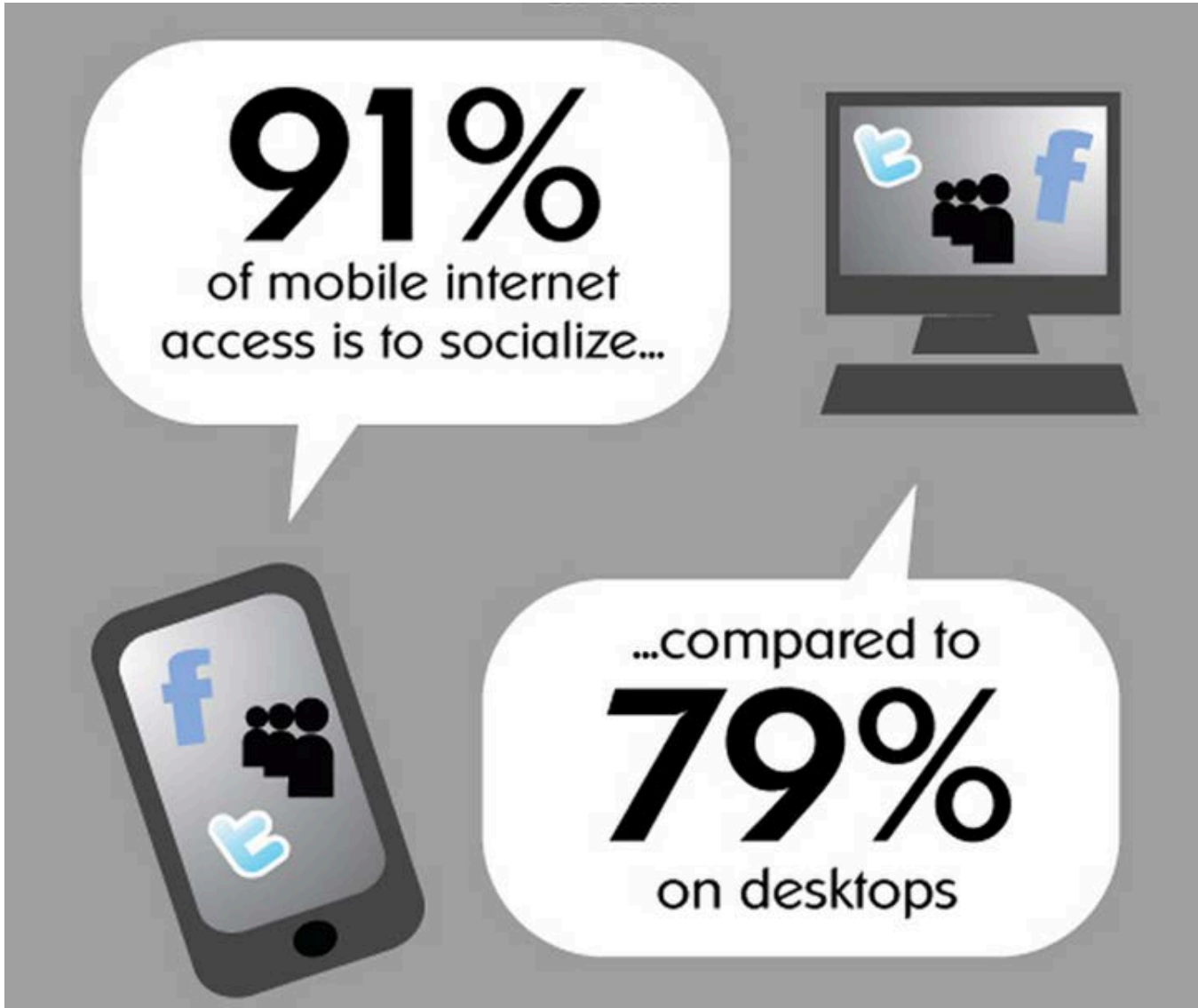
488 M
MOBILE USERS *

901 M
FACEBOOK USERS *

* MONTHLY ACTIVE USERS



- ACTIVE FEATURE PHONE (17 %)
- ANDROID (19 %)
- IPAD (5 %)
- IPHONE (19 %)
- OTHERS (32 %)
- RIM/BLACKBERRY (8 %)



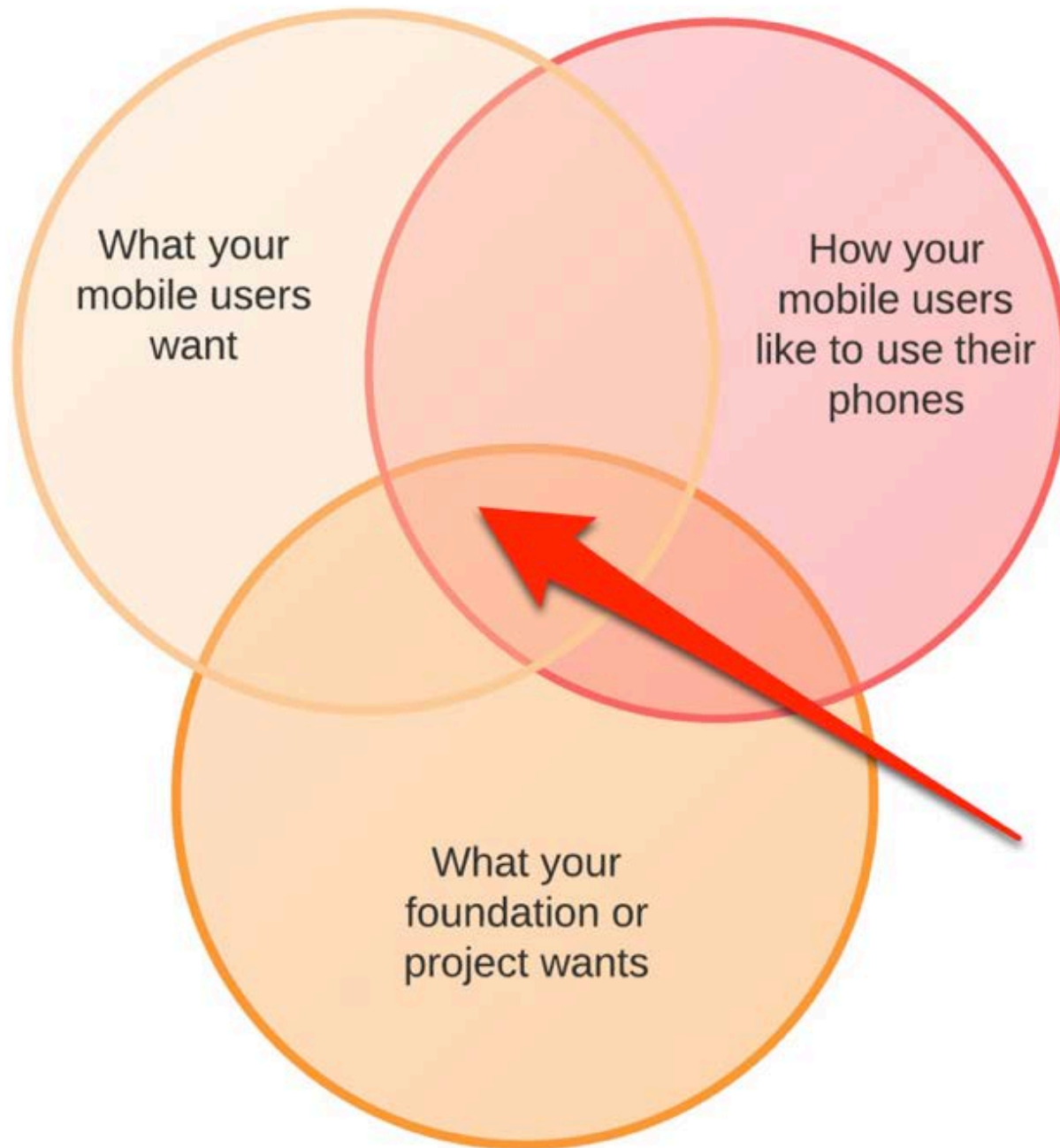


Social grooming counts!



Mobile is PERSONAL!







Cell phones =
ACTIVE mindset!







Q & A



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Questions

Type question here.

Type questions here

Send



Not everyone has a smartphone!





Not all smartphones are created equal



Feature phones: 46% of US cell phones

Top **5** Feature 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](#)

Featured Mom



Arizbeth

New York, NY

My daughter is eight months old. She's growing quickly! I didn't sign up for text4baby until after I gave birth, when I saw text4baby information in the hospital.

[Read her testimonial](#)

Text4baby Tips

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

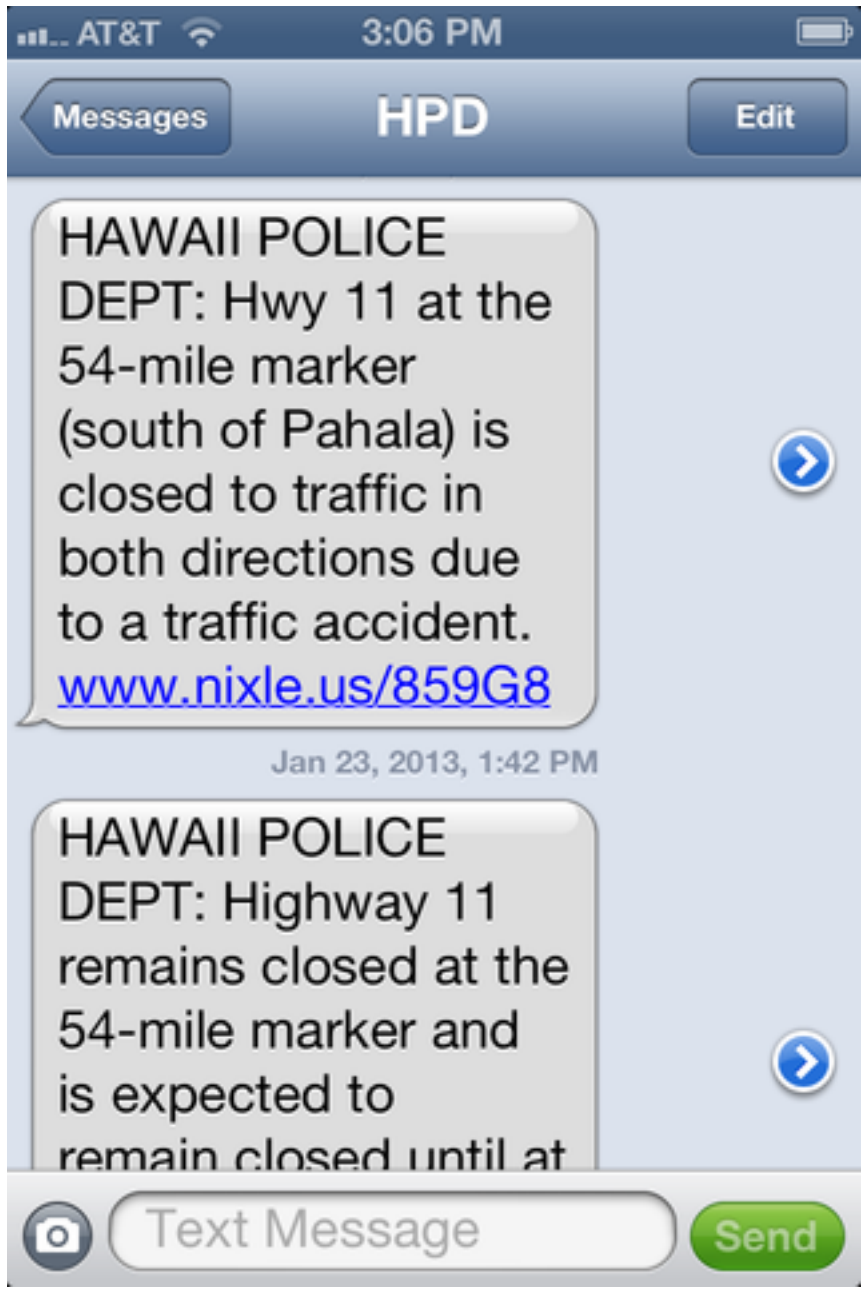


- Free t4b msg: Morning sickness may be caused by a change in your hormones. Try eating crackers or dry cereal. Eat small meals often. Don't go without eating.

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.





[Inicio](#) › [Blogs](#) › [vozmob-24575's blog](#) › Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una ...

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](#)



Martín es un jornalero que conoció hace tiempo, siempre sonriente, amable y cooperador, un jornalero que no Sese queda solo en una esquina esperando trabajo y deja pasar las horas, los días y

[vozmob-24575's blog](#)

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Mobile-friendly website

The screenshot shows the mobile website for Planned Parenthood. At the top, the logo "PLANNED PARENTHOOD" is displayed in white on a blue background. Below this is an orange bar with the text "FIND A HEALTH CENTER". Underneath, there is a search bar with a pink "NEAR ME" button on the left and a pink "GO" button on the right. The main content area has a dark blue background with the heading "THE FACTS ON" in white. Below this heading are seven menu items, each with a double chevron icon and white text: "ABORTION", "BIRTH CONTROL", "MORNING AFTER PILL", "STDs", "BREAST CANCER SCREENINGS", and "BROWSE ALL HEALTH TOPICS A - Z". At the bottom of this section is a white search bar with the text "Site Search" and an orange "GO" button, followed by social media icons for Twitter and Facebook. The footer is a green bar with a white speech bubble icon, the text "Have questions about STDs or pregnancy? Text **PPINFO** now (774636)»", and a white arrow icon.

[INFO FOR TEENS ↗](#)

FIND A HEALTH CENTER

NEAR ME | [input field] GO

THE FACTS ON

- >> ABORTION
- >> BIRTH CONTROL
- >> MORNING AFTER PILL
- >> STDs
- >> BREAST CANCER SCREENINGS
- >> BROWSE ALL HEALTH TOPICS A - Z

Site Search [input field] GO [Twitter icon] [Facebook icon]

m.plannedparenthood.org wants to know your location

Remember preference

Decline

Share location

FIND A HEALTH CENTER

NEAR ME | [input field] GO

Site Search [input field] GO

Results for: 80306

Found 10 centers. Search by

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

PLANNED PARENTHOOD[®]

HOME EN ESPAÑOL

FOLLOW      

TAKE ACTION »
DONATE »

HEALTH INFO & SERVICES

GET INVOLVED

ABOUT US

FIND A HEALTH CENTER

Zip Code OR State

1 WOMAN IN 8 WILL BE DIAGNOSED WITH BREAST CANCER IN HER LIFETIME

Planned Parenthood is here for you.

[LEARN MORE](#)

THE FACTS ON

- Abortion
- Birth Control
- Morning After Pill
- Sexually Transmitted Diseases (STDs)
- Breast Cancer Screenings

[MORE HEALTH TOPICS](#) ↗

Site Search

[INFO FOR TEENS](#) ↗

[TOOLS FOR PARENTS](#) ↗



WORRIED?

Had unprotected



WE'LL HELP YOU FIGURE IT OUT

Mobile Web app



Journalism in the Public Interest

Home Our Investigations Tools & Data MuckReads About Us



Dialysis

The High Costs and Hidden Perils of a Treatment Guaranteed to All

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 transplan collected by contractors of the Centers for Medicare and Medicaid Services, the federal agency that oversees most di

Related story: [Dialysis Data, Once Confidential, Shines Light on Clinic Disparities](#) »

Find a facility near you

Address, ZIP, or facility name

within

mi.

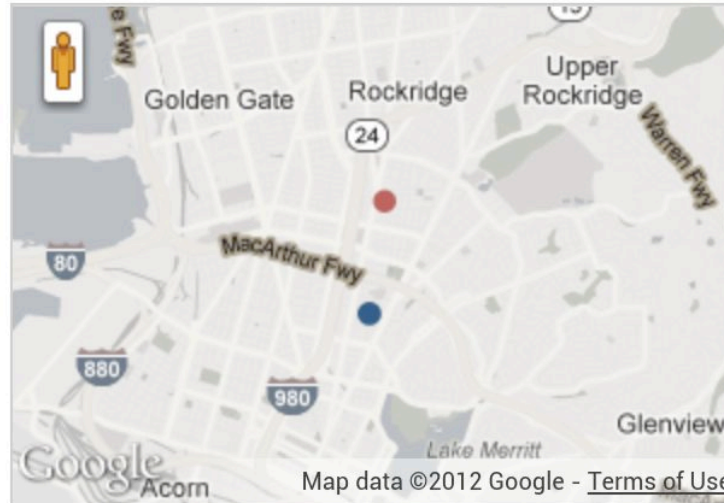
SEARCH

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



Dialysis Facility Tracker »

Compare Dialysis Facilities

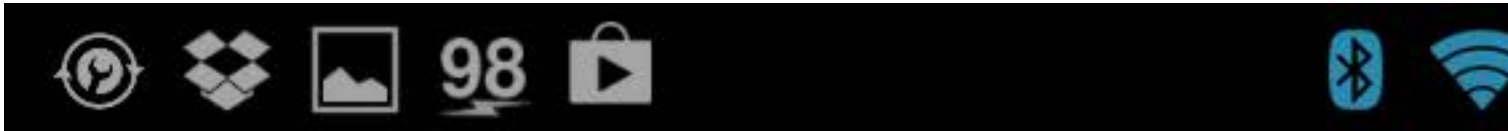


Showing 2 of 20 facilities within ten miles of 94609. [See all.](#)

← CLOSER FACILITIES

FARTHER FACILITIES →

	RAI - EAST BAY - OAKLAND	National Average
Distance	0.90 miles	
Details	(510) 893-2060 3012 SUMMIT	



faceofblackmen.tumblr.com 





Oakland Local shared a link.

29 minutes ago ·

Beth Kanter to discuss effective nonprofits in Oakland. <http://bit.ly/XVeJth>



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

oaklandlocal.com

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37 minutes ago ·



Peralta trustees hear financial aid still a problem

oaklandlocal.com

Like · Comment



Oakland Local

38 minutes ago ·



← #ROCKTHEVOTE ↻

#rockthevote 4,237 photos

Grid icons

Grid of 9 photos:

- 1. Selfie of a young man in a red shirt.
- 2. Two women smiling and holding drinks.
- 3. Text on a chalkboard: "TN residents: October 6th is your last day to register to vote! Mail-in applications must be postmarked no later than October 6th ✓"
- 4. Close-up of a blue and white striped shirt with a circular logo.
- 5. Facebook post by Kevin Johnson: "Get your voting status checked... 10/15 is slowly but surely approaching. http://www.sbe.virginia.gov" with a "Welcome to Virginia State Board of Elections" graphic.
- 6. Stylized portrait of Barack Obama with a rainbow background.
- 7. A person in a red shirt with "Vote. Mi voto" on the back, standing in a voting booth.
- 8. A document with handwritten text, likely a ballot or voting form.
- 9. Two young women smiling together.

Navigation bar: Home, Search, Post, Activity, Profile

Bottom bar: Back, Home, Recent

← #PHILLY ↻

#Philly 732,578 photos

Grid icons

Grid of 9 photos:

- 1. A poster for "PHILLY" with a woman's image.
- 2. A red wall with a black outline of a devil's face.
- 3. A building with a neon sign that says "DIVINE LOBBY".
- 4. A pizza with toppings on a plate.
- 5. A young man in a dark shirt looking at the camera.
- 6. A woman in a blue dress and sunglasses posing in a city at night.
- 7. A hand holding a cup of red slush from "Rita's".
- 8. The Liberty Bell.
- 9. A green background with a pink heart and text: "MY WISH FOR THIS DAY IS FOR EVERYONE TO FALL IN LOVE WITH THEMSELVES. WE ARE WORTH IT & MORE. MY SEXY DREAMER!"

Navigation bar: Home, Search, Post, Activity, Profile

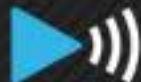
Bottom bar: Back, Home, Recent



99



< You Tube



00:09



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.



MIT CoLab Radio CoLab Radio Follow

110 | 21

Info **Sounds** Likes

MIT CoLab CoLab Radio 16 days
Susan Fainstein Interview podcast

MIT CoLab CoLab Radio 18 days
Jargon Mondays: What does "food justice" mean?
▶ 8

MIT CoLab CoLab Radio 29 days
Jargon Mondays: What does "sustainability" mean?
▶ 4

MIT CoLab CoLab Radio 29 days
Jargon Mondays: What does "hyperlocal" mean?
▶ 22

MIT CoLab CoLab Radio 29 days
Jargon Mondays: What does "food desert"

47

+13213857138: BB Cust #45581 Y

[Call](#) [Text](#)

Google 10/10

Welcome to... transcribes... callers, and

▶ 00:18

[Call](#) [Text](#) [more](#) ▼

- Mark as unread
- Add note
- Block caller
- Email
- Download
- Embed
- Edit transcript



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:



OVERKILL

you get the point...

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

The screenshot shows the Voto Latino app interface for Colorado. At the top, there is a blue header with a 'Menu' button, the 'votoLatino' logo, and a red 'Register to Vote' button. Below the header is a grey navigation bar with three buttons: 'Vote By Mail', 'Voter Guide', and 'Local Info'. The main content area is white and features a grey header with the word 'Colorado'. Below this, there are several sections of text: 'Voter Registration Deadline' (Postmarked 29 days before the election), 'Registration Deadline Date for Nov. 6, 2012 elections' (October 9th), 'Online Voter Registration' (with a link 'Go Vote Colorado'), 'Election Day Registration', 'Polling Place Hours' (7:00 AM - 7:00 PM), and 'ID Required to Vote' (listing 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, and Pilot's license).

Menu votoLatino Register to Vote

Vote By Mail Voter Guide Local Info

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

The screenshot shows the Voto Latino app interface with three prominent green action buttons: 'Match me with the Candidates', 'Review Sample Ballots', and 'What to Bring to the Polls'. Below these buttons, it says 'Powered by' followed by logos for KF, Silicon Valley Community Foundation, mun2, and T.

Menu votoLatino Register to Vote

Vote By Mail Voter Guide Local Info

Match me with the Candidates

Review Sample Ballots

What to Bring to the Polls

Powered by

KF SILICON VALLEY community foundation mun2 T



Vote By Mail

Voter Guide

Local Info

Name > Address > Personal Information

Hazlo personal e insíbete para votar.

In English

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

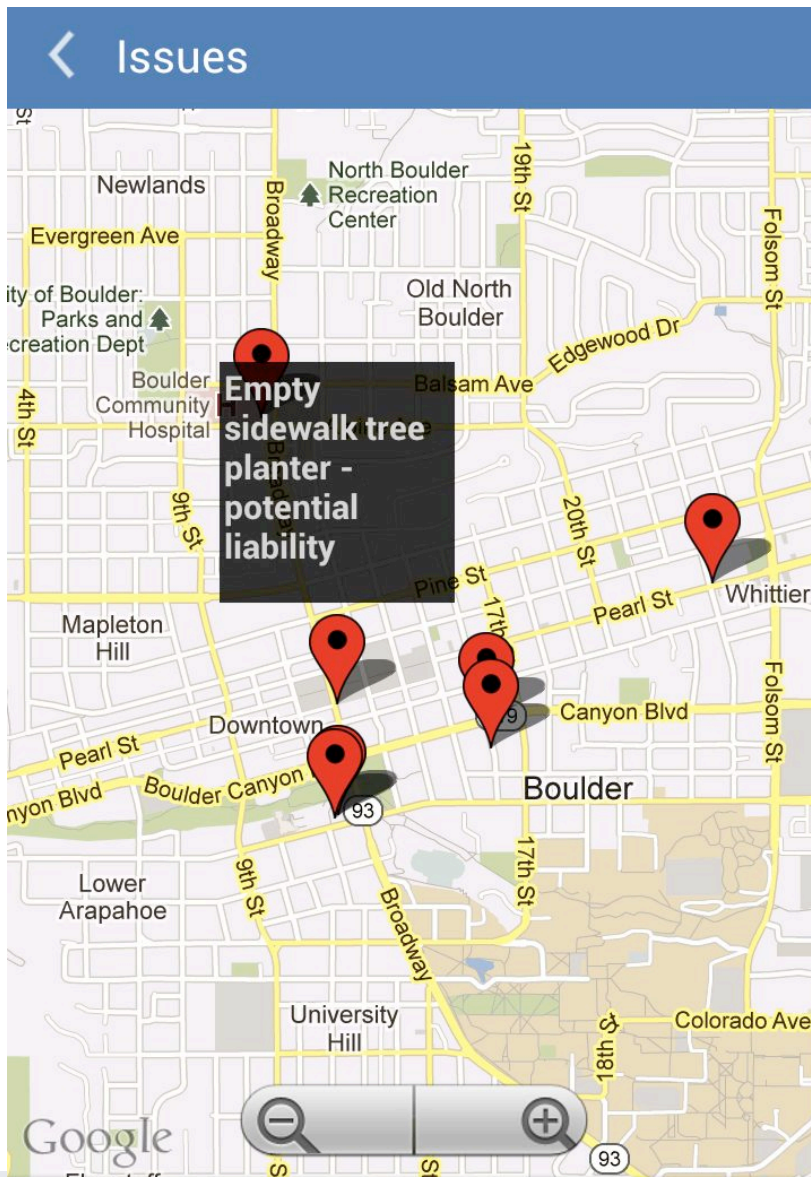
Juan

Carlos

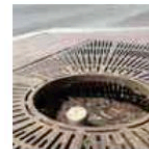
You might really need a native app if...

- 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



Issue Details



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

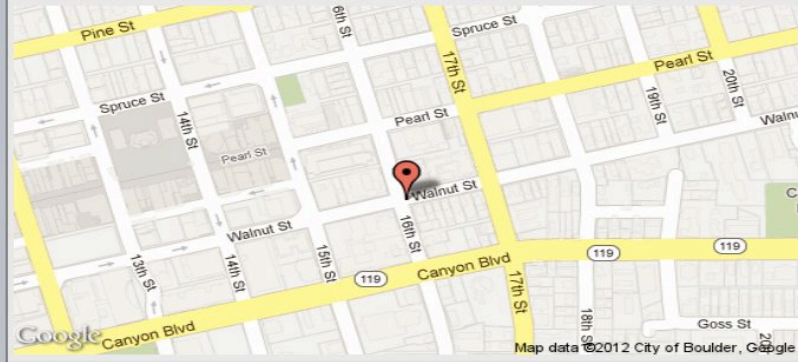


Issue Title

Description

Location

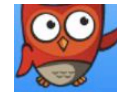
1602 Walnut St, Boulder, CO 80302, USA



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Story Text

Attach photo or video

Category

Announcements ▼

Location

Current Location ▼



Q & A



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Questions

Type question here.

Type questions here

Send



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

USC Annenberg

USC University of Southern California

Knight
DIGITAL MEDIA
Center

Members login

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OJR: The Online Journalism Review

If Newsweek wants to survive, it should learn from its peers
10/19/2012
By Andrew Lih: Unsurprisingly, but sad nonetheless, Newsweek announced the last weekly print edition of the magazine will be December 31. Starting in 2013, it will join the ranks of U.S. News and World Report as an all-digital publication, leaving TIME Magazine as the only popular U.S. weekly still on the newsstand.
Printed Newsweek was...
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