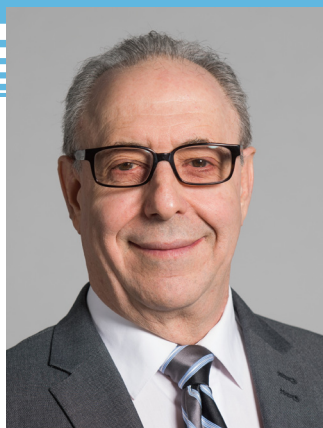


# “Are You Second Offline?”

— The Diversity of Post-Mobile Society —



**James E. Katz**  
(Boston Univ.)



**Larissa Hjorth**  
(RMIT Univ.)



**Michael Björn**  
(Ericsson inc. & Lund Univ.)



**Jason Farman**  
(Univ. of Maryland)

## Event Overview

When the iPhone entered the market, a transition from the feature phone to the smartphone began, and with the diversification of mobile media functions and methods of use owing to the entry of such products into the wearable market, many people today in their daily offline lives regularly check information online. Tomita and others call this situation the “*second offline*”. This symposium aims to discuss the types of transformations occurring in the social domain.

As keynote speakers, we welcome Professor **James E. Katz** of Boston University, a pioneer in mobile media research, as well as Professor **Larissa Hjorth** of RMIT University, Professor **Michael Björn** of Ericsson and Lund University, and Professor **Jason Farman** of the University of Maryland. All of the aforementioned speakers aim to pursue inquiry in a multi-faceted, expert fashion. We would like this event to be an opportunity to deepen future collaboration among researchers in Japan and other countries.



[Sat.]

**Venue**  
**Registration**

8<sup>th</sup> floor, MeRISE Hall

12:00 ~ **Participation fee FREE**



[Sun.]

**Venue**  
**Registration**

7<sup>th</sup> floor, Room 701

9:00 ~ **Participation fee FREE**

[How to register >>> See the Reverse side](#)

13:00 **Opening Remarks**

13:10 **Event Explanation** ..... Hidenori Tomita (Kansai Univ.)

13:20 **Keynote Speech** ..... James E. Katz (Boston Univ.)

“Mobile Communication Technology and the Life-World”

< 14:20 ~ Break (20 min.) >

14:40 **Panel Discussion** ..... Hidenori Tomita (Kansai Univ.)

“Are You Second Offline?”

- Toward the Post-Mobile Society - ”

James E. Katz (Boston Univ.), Larissa Hjorth (RMIT Univ.),  
 Michael Björn (Ericsson inc. & Lund Univ.),  
 Jason Farman (Univ. of Maryland)  
 Kenichi Fujimoto (Mukogawa Women's Univ.),  
 Masaaki Ito (Seikei Univ.), Misa Matsuda (Chuo Univ.)

< 16:30 ~ Break (20 min.) >

18:20 **Closing Remarks**

18:40 **Reception Dinner** (4<sup>th</sup> floor, MeRISE Laboratory)

**Reception fee ¥ 6,000**

Please pay on the day.

**pre-Registration NEEDED!!** [sympo.mobile2017@gmail.com](mailto:sympo.mobile2017@gmail.com)

10:00 **Section Meeting (1)** ..... Tomoyuki Okada (Kansai Univ.)

“Society Transformed through Mobile Media”

Michael Björn (Ericsson inc. & Lund Univ.) Yuichi Kogure (Aomori Public Univ.)  
 Kota Ito (Kansai Univ. [Part-time Lect.]) Itaru Yoshida (Tokyo Keizai Univ.)

< 11:45 ~ Lunch Break (75 min.) >

13:00 **Section Meeting (2)** ..... Kyoung-hwa Yonnie Kim (Kanda Univ. of International Studies)

“Mobile media as a cultural milieu”

Larissa Hjorth (RMIT Univ.) Kenichi Fujimoto (Mukogawa Women's Univ.)  
 Misa Matsuda (Chuo Univ.) Eriko Uematsu (Musashino Gakuin Univ.)

< 14:45 ~ Break (15 min.) >

15:00 **Section Meeting (3)** ..... Morihiro Ogasawara (Kansai Univ.)

“Social Media and Mobile Society”

Jason Faman (Univ. of Maryland) Kunikazu Amagasa (Showa Women's Univ.)  
 Ichio Habuchi (Hiroshima Univ.) Keita Matsushita (Jissen Women's Univ.)

16:45 **Summary Discussion** ..... Keita Matsushita (Jissen Women's Univ.)

17:45 **Closing Remarks**

Kansai University Faculty of Sociology 50th Anniversary / 2017 Japan Society of Information and Communications Research (JSICR) Kansai Meeting / 2017 Telecommunications Month Participatory Event



Media Studies Majors, Faculty of Sociology, Kansai University  
 The Japan Society of Information and Communication Research



Mobile Society  
 The Society of Socio-Informatics



**Kansai University** Umeda Campus **MeRISE**  
[ 1-5, Tsuruno-cho, Kita-ku, Osaka City ]

# “Are You Second Offline?”

## — The Diversity of Post-Mobile Society —

Kansai University Faculty of Sociology 50th Anniversary  
2017 Japan Society of Information and Communications Research (JSICR) Kansai Meeting  
2017 Telecommunications Month Participatory Event

**Date** Saturday, July 1, 2017  
Sunday, July 2, 2017



**Venue** Kansai University, Umeda Campus MeRIZE  
[〒530-0014 1-5, Tsuruno-cho, Kita-ku, Osaka City]

**Sponsors** Media Studies Majors, Faculty of Sociology, Kansai University  
The Japan Society of Information and Communication Research



**Supporters** Mobile Society,  
the Society of Socio-Informatics

### How to register

Please apply via **email** with the **subject** name

**'Participation Application for the International Symposium on Mobile Communications'**

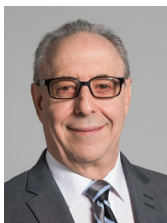
Please include

**Participation dates, your name, affiliation, contact information** ( email address or phone number ),  
and **whether you would be attending the reception** (7/1)

**Application address**

**sympo.mobile2017@gmail.com**

### Presenter's Profiles



**James E. Katz**

**America**

**Boston University**

James E. Katz, PhD, DrHC, is the Feld Professor of Emerging Media at Boston University's College of Communication where he directs its Division of Emerging Media Studies and Center for Mobile Communication Studies. In addition to his current post at Boston University, he was recently appointed Distinguished Professor at Peking University's the School of New Media. Dr. Katz was previously Departmental Chair and Board Of Governors Distinguished Professor of Communication at Rutgers University.



**Larissa Hjorth**

**Australia**

**RMIT University**

Larissa Hjorth is an artist, digital ethnographer, Distinguished Professor, and director of the Design & Creative Practice ECP platform at RMIT University. Hjorth studies the socio-cultural dimensions of mobile media and play in the Asia-Pacific region. In particular, Hjorth's work focuses upon intergenerational, interdisciplinary, collaborative, and cross-cultural approaches.

Hjorth's books include *Haunting Hands* (with Cumiskey 2017), *Screen Ecologies* (with Pink, Sharp & Williams 2016), *Digital Ethnography* (Pink et al. 2016), *Mobile Media in the Asia-Pacific* (2009), *Games & Gaming* (2010), *Online@AsiaPacific* (with Arnold 2013), *Understanding Social Media* (with Hinton 2013), and *Gaming in Locative, Social and Mobile Media* (with Richardson 2014)



**Michael Björn**

**Sweden**

**Ericsson inc. & Lund University**

Michael Björn, PhD, is Head of Research at Ericsson ConsumerLab. In his role, he is studying global consumer trends, as well as the process of assimilation of ICT into everyday consumer life. Professionally, he is most well-known as the author of the Ericsson ConsumerLab 10 Hot Consumer trends report that has gained much international media coverage, including BBC World News and CNN.

Between 2000 and 2002, Michael Björn was responsible for mobile internet applications at Ericsson in Japan. Michael is also adjunct professor at the Lund University School of Economics and Management, a novelist, and a rock music journalist.



**Jason Farman**

**America**

**University of Maryland**

Jason Farman is an Associate Professor in the Department of American Studies at the University of Maryland, College Park. He is also the Director of the Design Cultures & Creativity Program and a faculty member with the Human-Computer Interaction Lab. He is author of the book *Mobile Interface Theory: Embodied Space and Locative Media* (Routledge, 2012 — winner of the 2012 Book of the Year Award from the Association of Internet Researchers). He is the editor of the books *The Mobile Story: Narrative Practices with Locative Technologies* (Routledge, 2014) and *Foundations of Mobile Media Studies: Essential Texts on the Formation of a Field* (Routledge, 2016). His current book, *Waiting for Word*, will be published in 2018 by Yale University Press. He has published scholarly articles on such topics as mobile technologies, the history of technology, digital maps and cultural geography, locative and site-specific art, videogames, digital storytelling, performance art, social media, and surveillance. He received his Ph.D. from UCLA's School of Theater, Film, and Television.

### Acknowledgment

This symposium is being realized due to the assistance of the 2016 Grant-in-Aid for Scientific Research project entitled "Sociological Research on the Post-Mobile Society" (Research Project Representative: **Hiddenori Tomita**) (Project No. 15H03419)