

## The Sum of Human Knowledge Goes Mobile with Youth WorldWide

Is having a mobile phone changing the way our minds actually work? If that is the case, than in a world gone technologically incredible, how is this affecting our youth? The way they learn to learn, the way they learn to think, has incredible impact on our world, or at least it will in another thirty years or so. And so the cycle goes.

### *60% of Young People Sleep with Their Mobile Phones*

A new mobileYouth<sup>1</sup> report shows that youth usage of mobile phones is on the increase. There are 1.8 billion mobile owning youth in the world as of early 2011, an increase of nearly 50% in 5 years.

Much of the growth comes from the emerging markets - with both China and India providing nearly 40% of the complete user base. In China, 73% of youth reports for 15 to 24 year olds cite mobile device internet usage the top activity participated in. In comparison to Chinas interest in mobile internet, less than half of British and American young mobile device users utilize the internet on their cell phones.

### **Text Messaging**

Think that American teenage girls must be the biggest users of text messaging services? Think again, studies have proven that in India, men were twice as likely as the women to send text messages, and oddly four times more likely to send photos. However, over 50% of the mobile users in India show they use their phones for text and picture messages.

*Given the Choice Between Spending Their Last 10 dollars on Food or a Mobile Phone, 80% of Youth Would Choose the Phone*

### **Technology Tips the Gender Scale**

The same study also showed that young makes are more likely than their female counterparts to own Smartphones, that is, except in the U.S. where young women between the ages of 15 and 24 are the top users making up 55% of Smartphone users.

*World Youth will Buy More Smartphones in 2011 as a Result of Word-Of-Mouth Advertising*

### **Data Usage**

Data usage is, as likely expected, highest in China and the United States. 17 of 20 mobile youth do more than simply send text messages and make phone calls. However, in India this type of

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<sup>1</sup> <http://www.mobileyouth.org/>

data capabilities were only used regularly by around 13% of the youth mobile device user population.

## WorldWide Knowledge

In the year 2009<sup>2</sup> solely, over 34 billion SMS were sent in Germany alone. This would put statistics at having every German in the country send 420 text messages each.

All of this worldwide information starts to put at least one thing in perspective, mobile technologies for our worlds youth are here on a massive, impressive scale, and are unlikely to go anywhere but soaring skyward and forward in the race to continually improve upon what our Grandparents may have called sci-fi not so long ago.

With so much competition for these mobile device giants there is no doubt that the race to achieve an unimaginable 'best' in this area is on and running.

It is important to remember too, that although we are a happy species with our mobile world and on-the-go conversations that in many instances a distant face or a generic text message will still not be enough. However, internet giants have already made leaps and bounds of incredible proportions, and there is absolutely no reason to doubt that one hundred years from now, our laughter at the futuristic possibilities may also be that generations joke on us.

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<sup>2</sup> <http://www.young-germany.de/nc/news-verwaltung/news-singleview/article/how-the-way-we-use-our-mobile-phone-is-changing-our-minds.html>