## Contents

Foreword	11
Abstract	14
Introduction	17
1. Motivation and Contribution	19
2. Research Problem	22
2.1. The Mobile Phone as a new media	23
2.2. Portugal as a case study	26
3. Theoretical Grounding	27
4. Research Design	32
5. Structure	36

Part I – Framing Female Mobility	39
1. Feminism and Technology	40
1.1. Early Feminist Theories on Technology	42
1.2. Feminist Media Studies	44
1.3. Postmodern Feminist Approaches	49
2. On the Gendered Use of the Mobile Phone	57
2.1. Lessons from the Telephone	57
2.2. Men and women on the phone	63
2.3. Accounting for complexity in mobile gender practices	69

Part II – Mapping the Portuguese Mobile Society	71
1. Gender Practices in Portugal	72
1.1. Family	73
1.2. Work and Employment	76
1.3. Education	79
1.4. Leisure and the use of Information and	
Communication Technologies	80
2. The Portuguese Mobile Society	82
2.2. Women's voices	84

Part III – Constructing and Deconstructing Gender in Mobile		
Communication	116	
1. The Performativity of Mobile Phones	117	
1.1. Color: Much More than Pink	128	
1.2. Mobile Soundscapes	132	
1.3. Image: Pictures of Home	136	
2. Gender, Space, Place and Control	145	
2.1. Women on the Move – Gendering Mobile Space	149	
3. Gendered Time	167	
3.1. Time Bind	170	
3.2. Multitasking	173	
3.4. Moving Time	174	
3.5. Balancing the triple challenge of time: work, family,		
and personal time	177	
4. Engendering Techno-Fragility	182	
4.1. Stereotypes old and new	183	
4.2. Mobile Fragilities	187	

## Contents

Conclusion – Mobilities and Immobilities in the Gendering	
of the Mobile Phone	191
Bibliography	201

## Index of Tables

Table 1.	Computer usage by gender 2002 to 2008,	
	(%) Individuals between the ages of 16 and 74	81
Table 2.	Internet Users by Gender 2002 to 2008,	
	(%) Individuals between the ages of 16 and 74	81

## Index of Figures:

Figure 1. Theoretical grounding	28
Figure 2. Motorola© Press Advertisement	121
Figure 3. Playstation $^{\odot}$ Portable Pink Edition Press Ad	130
Figure 4. Kodak© Ad, 1910	139
Figure 5. Kodak© Ad, 1924	140
Figure 6. Example of Kodak©'s1940's-50's Magazine Ads	140
Figure 7. Example of Kodak©'s 1960's Magazine Ads	140
Figure 8. Sony Ericsson <sup>©</sup> mobile camera phone advertisement	141
Figure 9. Cartoon showing a woman using a mobile phone in a restaurant	158