

MOBILE REVOLUTION

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As more and more people use mobile handsets, a revolution is taking place in computing and telecommunications. Two extraordinary industries — the Internet and mobile communications — are converging.

No consumer product in history has caught on as quickly as the mobile phone, global sales of which have risen from 6 million in 1991 to more than 400 million a year now. Innovation in mobile phones has been happening so fast that it's difficult for consumers to change their behaviour.

The arrival of the mobile phone has transformed our lifestyles. According to the results of special opinion poll men spend more time on the phone than women. The survey found that men with mobile phones (75% of all men) spend more than an hour a day making calls on an average weekday. The average man spends sixty-six minutes on his landline or his mobile, compared with fifty-three minutes before the mobile revolution.

But the poll reveals that, while men are using their phones a lot more. Women are actually spending less time on the phone. Slightly fewer women (67%) have a mobile phone, and the survey shows that the average amount of time they spend on the phone on a weekday has gone down from sixty-three minutes before they got a mobile to fifty-five minutes now. The explanation might lie in the fact that men love to play with techno toys while women may be more conscious of the bills they are running up.

Phones are constantly swallowing up other products like cameras, radios, digital music players. There are more than 20 different products that previously might have been bought separately that can now be part of a mobile phone.

Mobiles have changed the way people talk to one another, they have generated a new type of language, they have saved lives and become style icons.

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