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## **SEX CELLS**

### ***Launch of global in-depth report into mobile behavior***

SCHAUMBURG, ILL. October 2001 -- ONE in ten mobile owners have a second handset for their most personal secrets, a new study has revealed. It can be used for love affairs, clandestine business dealings or even just an individual hotline between friends, says the in-depth behavioral report, *On The Mobile*, commissioned by industry pioneers, Motorola.

Interviews and observations of groups of mobile owners in cities around the world, conducted by academic Dr. Sadie Plant, discovered many people - men and women - had a second handset. In many cases, the owner did not want a partner or other family members to know about it, instead letting them see an itemised bill for their first phone in order to remain above suspicion.

Reasons for the secret mobile phone ranged from business executives who wanted one mobile for work and another for pleasure to teenagers using their 'other' handset to speak to friends without their parents – often the main bill payers – finding out. It could also be used by secret lovers to arrange meetings or simply to keep in contact with each other when far apart.

Dr. Plant says the extra phone was a demonstration of how people do not just adapt to new technology, but embrace it. Instead of mobile phones being simply a necessity for day-to-day life, Motorola believes they are now used for fun and style too. Dr. Plant adds 'Several contributors to the research were aware of the role the mobile can play in both licit and illicit affairs. One woman had told her married lover to use a prepaid mobile in order to avoid their calls appearing on a bill. Many contributors confessed to checking their partners' mobiles for suspicious messages and calls.



'People say that their mobiles have made it much easier to deal with feelings and intentions, or more commonly, arrangements and whereabouts,' Dr. Plant continues. 'The second mobile is just one of the ways in which the whole mobile industry has changed the way people behave and has introduced new rituals in society.'

Mobiles are now an integral part in relationships - not just illicit ones. Many found that being able to speak to loved ones from wherever they were helped cement relationships, others found that they talked a lot more because they had a mobile and so were able to form new friendships far more easily.

Helen Normoyle, a spokesman for Motorola said, 'The mobile phone plays an enormous part in people's lives, both at work and at play. It is important as a business tool but also as an accessory to making life simpler, more secure and fun.'

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For further information, interview with Dr. Sadie Plant or copy of the report, please contact:

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## Background on the author

Sadie Plant was born in Birmingham, UK in 1964, and read Philosophy at Manchester University. She graduated with a First Class Honors degree in 1985, and completed her PhD in 1989. After working as Post-doctoral Research Assistant at Queen Mary and Westfield College, she was appointed Lecturer in Cultural Studies at the University of Birmingham in 1990. Her first book, *The Most Radical Gesture, The Situationist International in a Postmodern Age*, was published by Routledge in 1992. In 1995, she was appointed Research Fellow at the University of Warwick, where she established the Cybernetic Culture Research Unit.

In 1997, she left the University of Warwick to write full-time. *Zeros and Ones, Digital Women and the New Technoculture*, was published by Fourth Estate in London, and Doubleday in New York, and her most recent book, *Writing on Drugs*, was published in 1999 by Faber and Faber in London, and in 2000 by Farrar Straus and Giroux in New York. Sadie Plant has published articles in publications as varied as the *Financial Times*, *Wired*, *Blueprint*, and *Dazed and Confused*. Her work has been discussed in much of the UK press and several overseas newspapers and journals. Most recently she was named as one of the “People to Watch” in the Winter 2000/2001 issue of *Time*.