



Painting w/permission, by Sharmila Rathore, Udaipur, India

Bending 'the rules of
beeping' for social
marketing

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**Computer-skills camp in
Nakalabande, Bangalore**

Understand potential
technology users in
developing communities

Adapt, invent, or design
technology that
contributes to socio-
economic development
of poorer communities
worldwide



“With customers I have to take care, because it’s me who wants their orders, and mostly they can’t spend their airtime on me, so it’s me who always calls. I can’t beep them.”

- Patrick, a Chicken Supplier



“If you are chasing after a lady, you cannot beep. You have to call. Beeping is for friends. When a girl you do not know well beeps you, you have to call back if you are interested. You cannot even text. She has to see that the effort is being made. Borrow a friends’ phone if you do not have airtime”

- Felician, university student



“the rich guy pays”

- Andrew Dymond, telecommunications analyst

Intentional Missed Calls (beeps, flashes, pranks)

Between 25% and 70% of calls on many emerging-market mobile networks are intentional missed calls

Kinds of beeps....

Callback

Pre-negotiated

Relational

...and the rules

1. Send callback beeps to people with more money
2. Beep friends and family when you're out of minutes
3. Want a favor? Don't beep.
4. Don't beep too much

The system supporting missed calls

Handsets

Address books

Call log

Caller ID

Users

Resource Constraint

Peer-to-peer learning

Networks

Calling party pays

No charge for missed call

NO PARKING
in front of this gate

For Any **INFORMATION** in Bangalore

Just Give A **MISSED CALL**

(080) 4016

WWW.

Missed calls for social activists



- ✓ Opportunity to work with emerging norms of telecommunications use (as well as with cultural practices)
- ✓ The direction of the missed call conveys non-textual information about power, hierarchy, role.
- ✓ Multiple frames (rich guy, lover, friend, spouse, provide some flexibility)
- ✓ P2P, Pull and Push models will have different expectations from users

Thank you

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