

Mobile video in digital image culture

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Mobile video makes it possible to create own video clips or view contents made by others. Through empirical case analyses, the study observes the role of mobile video as a part of digital image culture in Finland. The study provides an ethnographic description of new, emerging types of visual content among certain key informants of two age groups: young people (aged 18 to 25) and seniors (55 to 70).

The research group at the University of Tampere has charted developments in the usage of mobile communication and the Internet since 1997. A longitudinal study of many years provides data for the observation of trends in technology use. Recent research has observed a strong trend towards a visualisation of digital communication, which has occurred through the launch of new devices and applications, such as MMS phones, digital cameras and web cameras.

In the 2004 study, it was found that young people used MMS pictures as contents for different websites, such as the online picture galleries of IRC sites and image blogs. Young people and seniors used live web cameras to record weather conditions, nature phenomena or parties for the purposes family and friend communication, for instance to interact with a relative abroad. In 2005, the research follows the development of digital image culture, concentrating particularly on the role of video communication in human interaction and the creation of media content.