

**Project Title: Social Consequences of Mobile Telephony in China Mainland**

**Project Summary:**

This study tries to investigate into the spread and ways of mobile phone use in contemporary China. This is the first study in kind targeted at a nationwide level for data collection. Six field sites (Guangzhou, Shanghai, Dalian, Nanzhou, Naning and Chengdu) which capture the most economically well-developed cities along the coastal region and the less-developed cities in the central and western regions have been covered. The sample size of the survey is 4800 cases, followed by another 120 cases of in-depth interview as a second stage of data capture. In sum, the mobile phone use coverage ranges from 73% to 97% of the population in the six cities, with age 8 as the youngest and age 89 the oldest user. Gender, education, income, as well as occupation differences all have implications on mobile phone usage such as brand choice, pattern of use, and scope of penetration into other aspects of life. Mobile phone use is a good capture of the compressed development of China. This study has enriched the literature on Chineseness of mobile phone use, and will give ample research space for researchers to investigate how China goes cyber in the years to come.