

# MOBILE

## What is mobile?

Mobile is a way of viewing, receiving, and/or sending information to and from cellular phones and other wireless devices. Mobile encompasses many things - the mobile web, mobile applications, and text messaging. The *mobile web* allows you to visit websites on your device with a mobile browser. *Mobile applications* or “apps” are installed on your mobile device to perform specific tasks. While some devices come with apps, you can also download apps from an online app store. *Text messaging* or “texting” is a way to send and receive messages from your mobile device. Messages can be sent as text (Short Message Service or SMS), pictures, video, or audio (Multimedia Messaging Service or MMS).



## Who is using mobile in the U.S.?<sup>1</sup>

- 59% of adults access the internet wirelessly using a laptop or cell phone.
- 72% of cell phone users send or receive text messages.
- 38% of cell phone users access the internet on their phones.
- 34% of cell phone users send or receive email on their phones.
- More African-Americans and Latinos own mobile phones than whites (87% vs. 80%) and minority cell phone owners take advantage of a greater range of their phones’ features compared with white mobile phone users.



## Mobile in response to HIV

- Access HIV information through text, video, images, and/or audio.
- Locate local HIV testing sites, treatment, and service providers.
- Ask and respond to questions about HIV.
- Remind clients of medical appointments and encourage them to adhere to their medication schedules.
- Fundraise for AIDS service organizations and community-based organizations.


## Examples from the field

- AIDS.gov’s mobile site provides information about HIV prevention, testing, treatment, research, and policies: <http://m.AIDS.gov>
- The HIV/AIDS Prevention and Service Locator links people to HIV testing, treatment, mental health and substance abuse services, housing, and other resources: <http://locator.aids.gov>
- National Institutes of Health (NIH) iPhone-based app of the AIDSinfo Glossary contains terms and definitions associated with HIV and AIDS: <http://www.nlm.nih.gov/mobile>
- KNOWIT connects people to local HIV testing sites across the U.S.: [www.kff.org/hivaids/hiph113007nr.cfm](http://www.kff.org/hivaids/hiph113007nr.cfm) 
- The STD411 app promotes routine sexual health for gay, bisexual, and transgender men: <http://itunes.apple.com/us/app/std411/id395296278?mt=8> 

## Where can I learn more about mobile?

- AIDS.gov’s “Text Messaging” overview: <http://aids.gov/using-new-media/tools/text-messaging/texting-new-media-onepager.pdf>
- Texting4Health: [www.texting4health.org](http://www.texting4health.org) 
- United Nations Foundation’s “Wireless Technology for Social Change”: [www.unfoundation.org/vodafone/communications\\_publication\\_series.asp](http://www.unfoundation.org/vodafone/communications_publication_series.asp) 

<sup>1</sup> Pew Internet & American Life Project, “Mobile Access 2010,” <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx> Accessed on 1/03/11.

 Exit Disclaimer: Links marked with this image are non-government websites.