Chapter 8
Mobilizing World

The human being benefits from his or her ability to communicate and turn knowledge into action in order to sustain its ability to survive on this planet, the earth. As a result of the fast life conditions imposed on humanity, point-to-point relationships have begun to be established in a faster way and the idea to use technology to acquire and share knowledge has become widespread. Doing the right thing leads to improving and advancing the standard of life. The products of the mind can now be produced easier than ever by scope of technology. Intercommunication between people begins with talking; humans first talk and then express his or her emotions and opinions.

Mobile telephone is the name of the latest technology which creates a worldwide area to talk in. One can easily notice how much the sector and its applications have developed only by looking at the first mobile phone which was launched in the world. Motorola Dyna TAC 8000x is one of these telephones. Its dimensions are 13x1.75x3.5. This is a brick-size device and you had to pay US $3,995 to own it in 1983. In return, what you would get was just a telephone which provides just voice communication and which could be used while moving. This affected concurrently users, families, types of entertainment even health issues and payments. The positive and negative effects have appeared in the evolutionary stage. Like the virtual environment (Han, Kim & Lee, 2005), the mobile environment which is used in order to cover customers' needs for communication, information and entertainment is related to marketing with its different spirals and own sanctions.

In this chapter we would like to give short notices for future researchers about the present conditions of major important topics and some new trends of these subjects.

From its giant size and price since 1983, mobile devices have been circulating rapidly and permanently. At present, the costs paid for these telephones with enhanced technology and reduced dimensions have sharply fallen and almost disposable mobile phones have begun to take their places in the market. These developments showed the people of the world the ease of mobile life, and enabled the appearance of

new and different demands. The diversification and increase of demands arises a different market and understanding of market based on mobility.

Mobile telephone operating systems, which have turned into one of the investment areas of giant capital, are gradually gaining value. The value of rights won through tender for operation license has reached billions of dollars in Europe. The income provided by those who use the system flows through a different channel and it is collected in certain accounts. These revenues, where many a little makes a nickel, have reached appetizing sizes. The more the number of users (clients) the bigger the income equivalence is which indicates that the sizes of business will reach enormous levels. Although the shares to be obtained from this growth are related with the level of development, they are shared among those who are included in the technological production or hardware/software stages. In this regard, supporting local developments and keeping open the ways to rightfully benefit from sharing may greatly contribute to world peace.

THE MOBILE FAMILY

Telephone communication which was initially realized from city to city and then from country to country has caused new advancements in the daily lives of people. However, at present, in addition to communication with far distances, the requirement of the family and the individual to communicate with the mobile phone has gradually increased interaction via mobile communication and made it more influential. The formation of the mobile family seems as one of the elements that keep the family together. With the establishment of mobile networks, inter-city and international access has become easier which has in turn affected both business life and family life. Mobility, which affects new generation behaviors, enables the creation of certain common family forms other than the nuclear family. Big families come together at certain times of the week or month and create a different togetherness, or groups which come together with certain purposes continuously communicate with each other similar to a family and they are used in developing structures against individualization. Mobile devices provide significant benefits to the mobilization of the individual in the society because mobile communication can be enabled under every condition: home, travel, etc. Possession of mobile phones by everyone regardless of age and gender creates certain flexibilities in life. Leading flexibilities include the monitoring of children and young people such as understanding and identifying their needs just by pushing a button. On the other hand, a continuously carried mobile phone is considered as a reliable tool to follow up children especially by parents, and it helps the security of the family. Knowing who does what, where and when is important in terms of people who are under danger. Nevertheless, their frantically frequent use by curious people due to the monitoring function may result in the consideration of mobile phones as trouble-making instruments.

Family and business issues have started to be more connected and blended to each other. The mobile family could be created due to the new protecting systems both in the house and on the members of the house. But family concerns and intercommunications have become different. The value of the mobile phone has increased further for the family as it also provides a kind of interaction especially for family members who have long travel programs for business or for introverted people. Therefore, phone users and their tendencies affect general and special applications.

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