



READING IN THE MOBILE ERA

United Nations Educational, Scientific and Cultural Organization



LARGE NUMBERS OF PEOPLE IN DEVELOPING COUNTRIES READ BOOKS AND STORIES ON INEXPENSIVE MOBILE PHONES

BOOKS ARE SCARCE

MOST PEOPLE IN SUB-SAHARAN AFRICA DO NOT OWN A SINGLE BOOK
SCHOOLS IN POOR COUNTRIES RARELY PROVISION TEXTBOOKS

LIBRARY PER POPULATION RATIO



UNITED KINGDOM

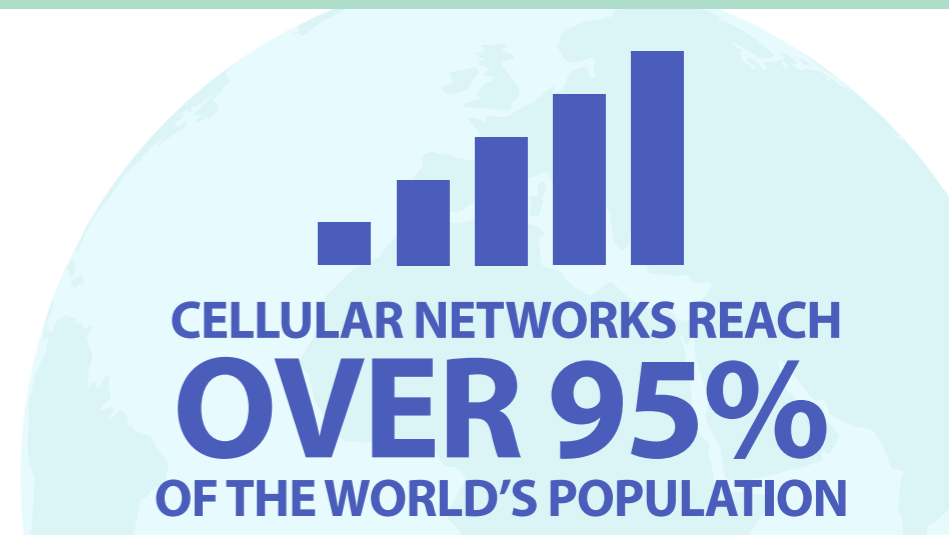
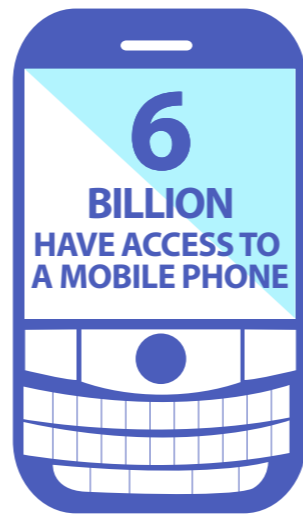
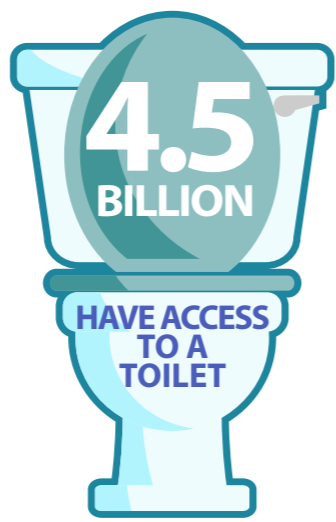
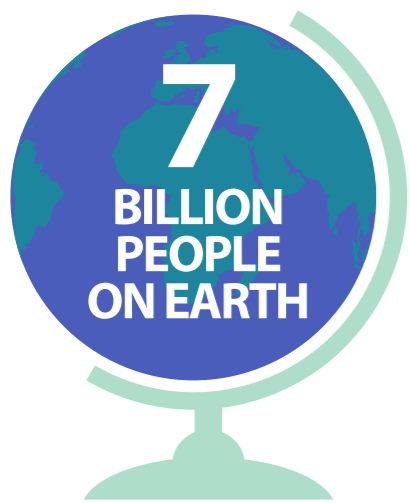
1 : 15,000



NIGERIA

1 : 1,350,000

BUT MOBILE PHONES ARE EVERYWHERE

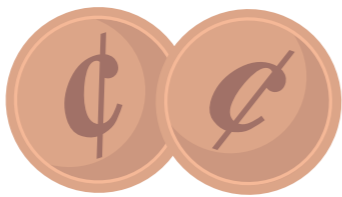


MOBILE READING IS AFFORDABLE

READING ON A MOBILE DEVICE



2¢



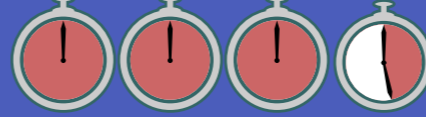
READING TRADITIONAL BOOKS



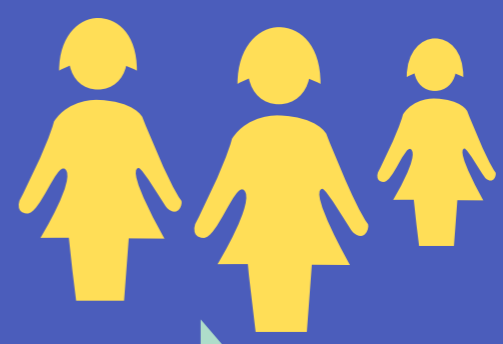
WHAT WE KNOW ABOUT MOBILE READING



33 MINUTES PER MONTH

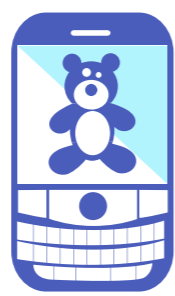


207 MINUTES PER MONTH



THREE TIMES MORE MEN READ ON MOBILE DEVICES IN DEVELOPING COUNTRIES

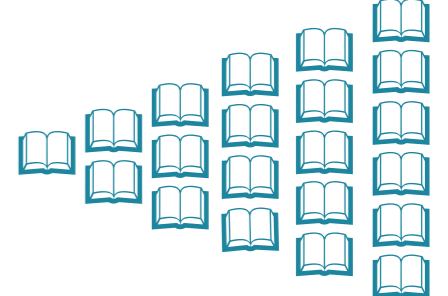
BUT WOMEN READ SIX TIMES MORE PER MONTH THAN MEN



ONE THIRD OF MOBILE READERS USE THEIR PHONES TO READ STORIES TO CHILDREN



BEGINNING READERS ARE ACCESSING LEVEL-APPROPRIATE TEXT



PEOPLE READ MORE CUMULATIVELY WHEN THEY BEGIN READING ON A MOBILE PHONE

WHAT SHOULD BE DONE?



INCREASE LANGUAGE OFFERINGS



EXPAND MOBILE BROADBAND CONNECTIVITY



PROMOTE OPEN ACCESS COPYRIGHTS



TRAIN PEOPLE TO ACCESS BOOKS ON MOBILE PHONES



HELP MOBILE READERS FIND STORIES TO READ TO CHILDREN



DIVERSIFY CONTENT



FACILITATE WOMEN'S ACCESS TO MOBILE TECHNOLOGY

[WWW.UNESCO.ORG/EDUCATION](http://www.unesco.org/education)

DOWNLOAD THE COMPLETE STUDY:

<http://www.unesco.org/new/en/unesco/themes/icts/m4ed/mobile-reading/reading-in-the-mobile-era/>