

**Daniel L. GOLDEN**

### *Utopia Calling*

One of the main insights in mobile studies is that portable communication devices are able to transport their user for a while from the reality physically surrounding us to a secondary, virtual one. Socio-psychological considerations tell that this „trip” can often serve as an escape from a strange, seemingly hostile setting to a well-known, familiar one of our personal connections, where we feel home and safe.

Making a voyage from the unsatisfactory real world to an ideal place – that sounds like a simplified, but quite precise description of the literary-philosophical genre of *utopias*. From the very first inventor of such imagined lands, Thomas More (Morus), there were many, who tried to build up in their mind the perfect human society.

Happiness in utopias is guaranteed by some simple general laws. These rules are so clear and so clever, that they are wholeheartedly accepted by all of the inhabitants. That means that a utopian social system will work if the individuals consisting it share the ideals, personal preferences and value system of the inventor. So we can say, that one of the most important characteristics of a utopian system should be the members *benevolence* to it, and—since we are speaking about essentially mental projects—their *benevolence* to the very person created it.

The mobile as a social tool is ideal for constructing one’s utopian society: the network of people who are *familiar*, as opposed to the millions of strangers living out there in the world. What we have in our name lists in our communication devices, are the groups of persons *benevolent* to our different projects in life, that is: to our personal ideals.

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