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***Should I Use or Not Use Mobile Phone in Public Places?  
An Analysis of Museum Policies on Mobile Phone Use***

In the past, the rule of thumb was that you do not use your phone in public places so as not to disturb others. However, as mobile phone has become a ubiquitous convergence technology, some public places such as museums are now considering mobile phone's potential for being an interactive learning companion, which leads to a clash of norms of mobile use in public places. What the designers of the new mobile learning services want is for museum visitors to use their phone to engage with exhibits, retrieve extra contents, and share their experience with others; in other words, the success depends on increasing use of mobile phone for innovative activities in the museums. Yet, if the visitors have been taught not to use their mobile phones in museums, and consider using mobile in public impolite and not allowed, the learning potential of mobile technology would decrease significantly.

Hence, this study will examine how museums have dealt with mobile phone use in the past and present, focusing on what has been permitted and what has not, and how the rules have been implemented. We plan to study the policies of various kinds of museums (arts, science, etc) in different environments (big city and small town) in the United States. The goal is to find out the norms of mobile use in museums and any changing patterns by analyzing mobile phone use policies of museums and their ways of enforcement.

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