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# Google Mobile Ads Blog

Small screen. Big opportunity.

## Mobile and...anthropology?

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In this increasingly mobile world, it's important for marketers to understand **what** consumers are doing on their mobile devices. We recently took a close look at this question in a number of different research studies - [Our Mobile Planet](#), [The New Multi-Screen World](#), [What Users Want From Mobile Sites Today](#). But as we talked with marketers and agencies, especially creative agency folks, we realized there was another important question to answer: **why** is the mobile space so powerful at a deeper, more emotional level? And **how** are people finding and making meaning there? These are important questions because it's hard to tell emotionally resonant stories about brands on mobile unless we understand the resonance of the mobile space itself.

So what is the meaning of mobile? That's a big and complex question, but to start scratching the surface we sought the help of an anthropologist who went into the homes of mobile users and spoke with them at length, observing their device interactions and asking them to keep "mobile diaries" to understand the role mobile is playing in their lives. From this investigation, we gained some valuable insights that we hope will help strategic planners and creatives better understand how to make use of the mobile space. For example: Have you ever thought about how miniature items tend to possess the power to unlock imaginations, and how this dynamic plays out with the smallness of our phones? Or how our smartphones enable us to indulge in our innate desire to "read" and "write" meanings onto our physical surroundings? (We hadn't either.)

We've shared our findings with strategic planners and marketers at Cannes, Advertising Week, and at a handful of creative agencies. Today, we are excited to share our insights with you through a new [whitepaper](#) that tells the story of what we found -- how mobile is helping us achieve our self-ideals, co-create culture with our communities, and make sense of the physical world around us.



We invite you to put on your anthropologist's hat and to think about mobile in a new and different way. Perhaps some of the findings will inspire you to think about the ways that you can connect with your customers in the mobile space. We'd love for you to join the dialogue and share your thoughts. Posted by: Jesse Haines, Head of Marketing, Mobile Ads, and Abigail Posner, Head of Strategic

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