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**Cell Phone Service**

This map will show The Bronx and Manhattan, comparing the cell phone in each borough. It will consist of a mapping of cellphone towers in each borough showing you the lower income areas will have less coverage than higher income areas. In this essay I will show that phone coverage is unequally distributed. None of us would want to be in an emergency situation and not be able to reach someone and nobody wants to pay the same price as someone getting better quality service. Although cell phone providers claim to give you the best service, in reality it varies depending on your income level and the area you live in. Service providers must make it so that our coverage is equally distributed amongst us all.

Even though service providers claim to give you the best cellular data , that isn’t always the case. Something we hear a lot is that every phone provider has an unlimited plan. We hear it in commercials, we see it in ads, and we hear about it from our friends. In a Verizon Wireless commercial actor Thomas Middleditch approaches a family stranded with car troubles. They state “When I got this unlimited plan, they told me it was all the same.” “Verizon has the fastest broadband 4G LTE in America. It was basically built for places like this” (Middleditch). Thomas Middleditch only talks briefly about this but it never gives you full facts, Paul Tech on Youtube demonstrates that. In his speed test between Verizon and MetroPCS 4G LTE signals from the same tower, the MetroPCS phone had double the upload speed of the Verizon phone. These are just a few examples of misguiding information that providers use to manipulate the masses into spending more than they need to.

To be honest it can also depend on your income level and the area you live in. As said by Patrick Nelson in his article on Networld.com, he explains that there is a clear divide in the distribution of cellphone towers and how it has been affecting neighborhoods since 2016. “Poorer areas had fewer regular base stations compared with affluent areas that have equal number of subscribers” (Nelson). This is just an example of how income level influences the service you get in your area. It also doesn’t just apply to your specific income but the income level of the area you live in. Dr. Aija Leiponen performed a study that showed that lower-income regions in the United States receive almost 15 percent less network coverage compared to more affluent areas. “Our results suggest that there is a mobile divide between individuals and households in affluent and lower-income areas,” and goes on to say “Insufficient mobile coverage may further contribute to the decline or slower development of these areas,” (Leiponen). What this means is service providers charge for extra amenities when poor service is hindering our socio-economic growth by enticing us to spend more if we feel the need to get even better service.

Wireless telephone providers should make it so that our coverage is equally distributed amongst us all. Bert Markgraf gives information on how far a cellphone can actually be from a tower in his article one smallbusiness.chron.com. “Cellphone signals are in a frequency range that travels in a straight line and has limited penetration capabilities. Interference weakens the signal and means that cellphones may not be able to reach a cell tower that is quite close. Sources of interference are natural obstacles such as hills and trees or man-made structures such as buildings, walls and tunnels. In urban areas, cellphones blocked from one cell tower may connect to another one nearby, but in rural areas, interference with coverage from a single cell tower may make reception unreliable” (Markgraf). Service providers intentionally forgo the disclosure of these specifics because they intend to make money either way. Essentially, they all intend to deceive us into believing we don’t have other choices instead of distributing coverage equally at an affordable price for all.

Naysayers will tell you it’s just your lack of an IPhone as if it is the manufacturers that determine how well your coverage is or that Android is better than IPhone. When in fact there is plenty of evidence supporting otherwise, that is it in the hands of the service providers. A friend of mine named Jordan, use to have Cricket and he would always complain about how his phone was getting bad reception and he was paying more money than I was for the same plan. However once he switched to MetroPCS he was receiving better reception at a much cheaper price for the exact same plan he had before. In conclusion, it isn’t the hardware of the actual device but the providers and their coverage areas that dictate how evenly services are divided.

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