

The Future of Public Relations

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The internet is the change agent

Then and now

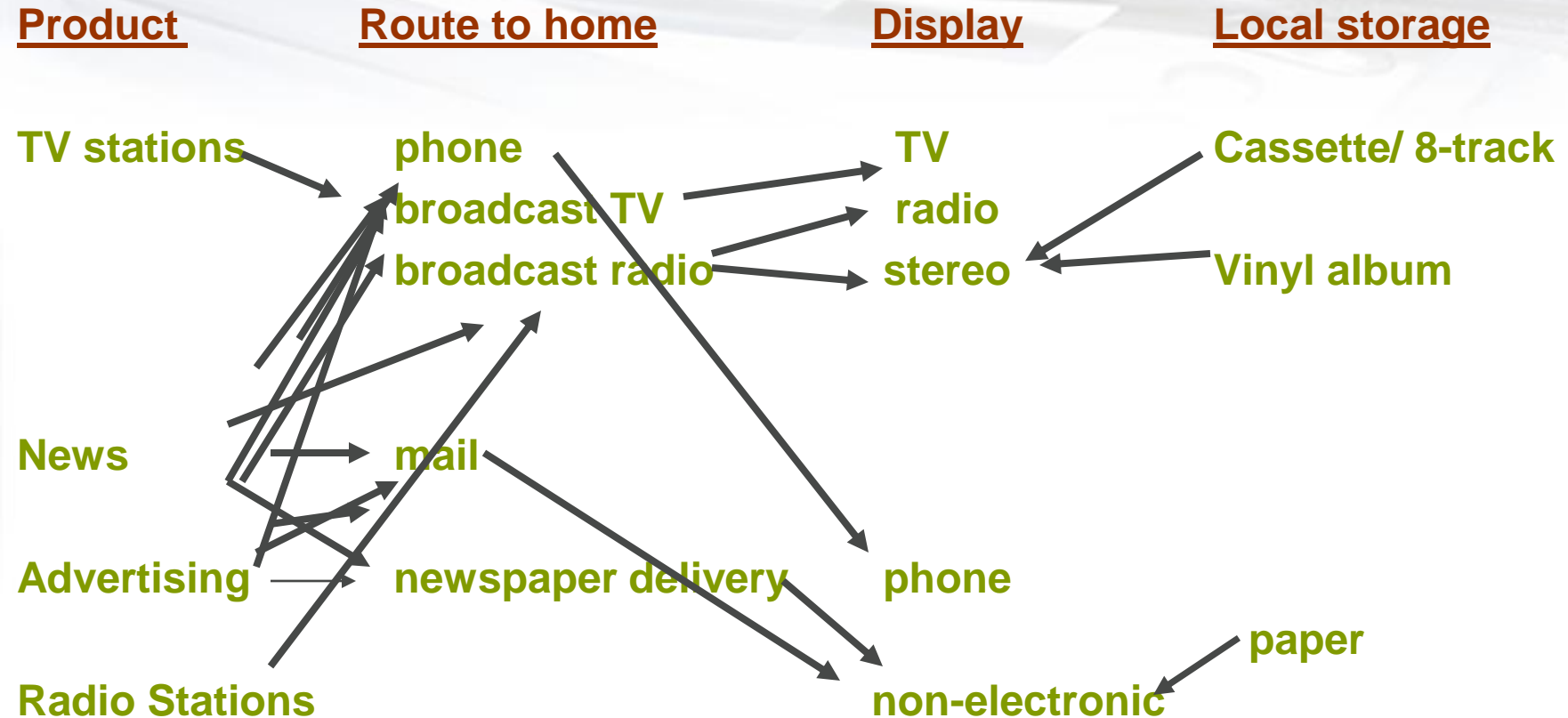
2000

46% of adults use internet
<5% with broadband at home
<22% watch video online
53% own a cell phone
0% connect wirelessly
<10% use “cloud”
0% = tech social networkers
THEN: slow, stationary connections
built around my computer

2010

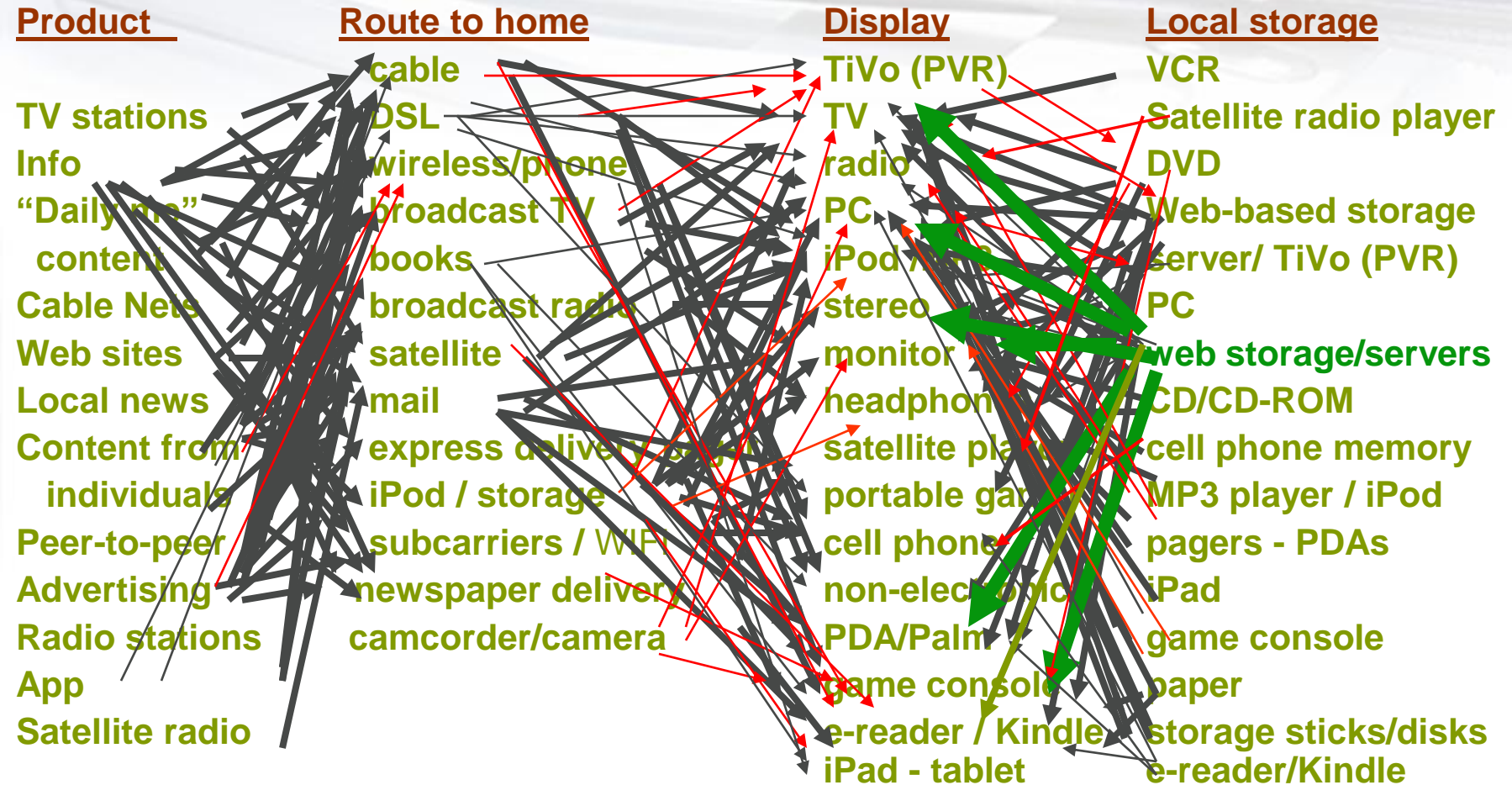
79% of adults use internet
66% have broadband at home
>55% watch video online
82% own a cell phone
59% connect wirelessly
>two-thirds use “cloud”
48% = tech social networkers
NOW: faster, mobile connections built
around outside servers and storage

Media ecology – then (industrial age)



Tom Wolzien, Sanford C. Bernstein & Co

Media ecology – now (information age)



Adapted from Tom Wolzien, Sanford C. Bernstein & Co

Media

**45% of adults own DVRs –
up from 3% in 2002**

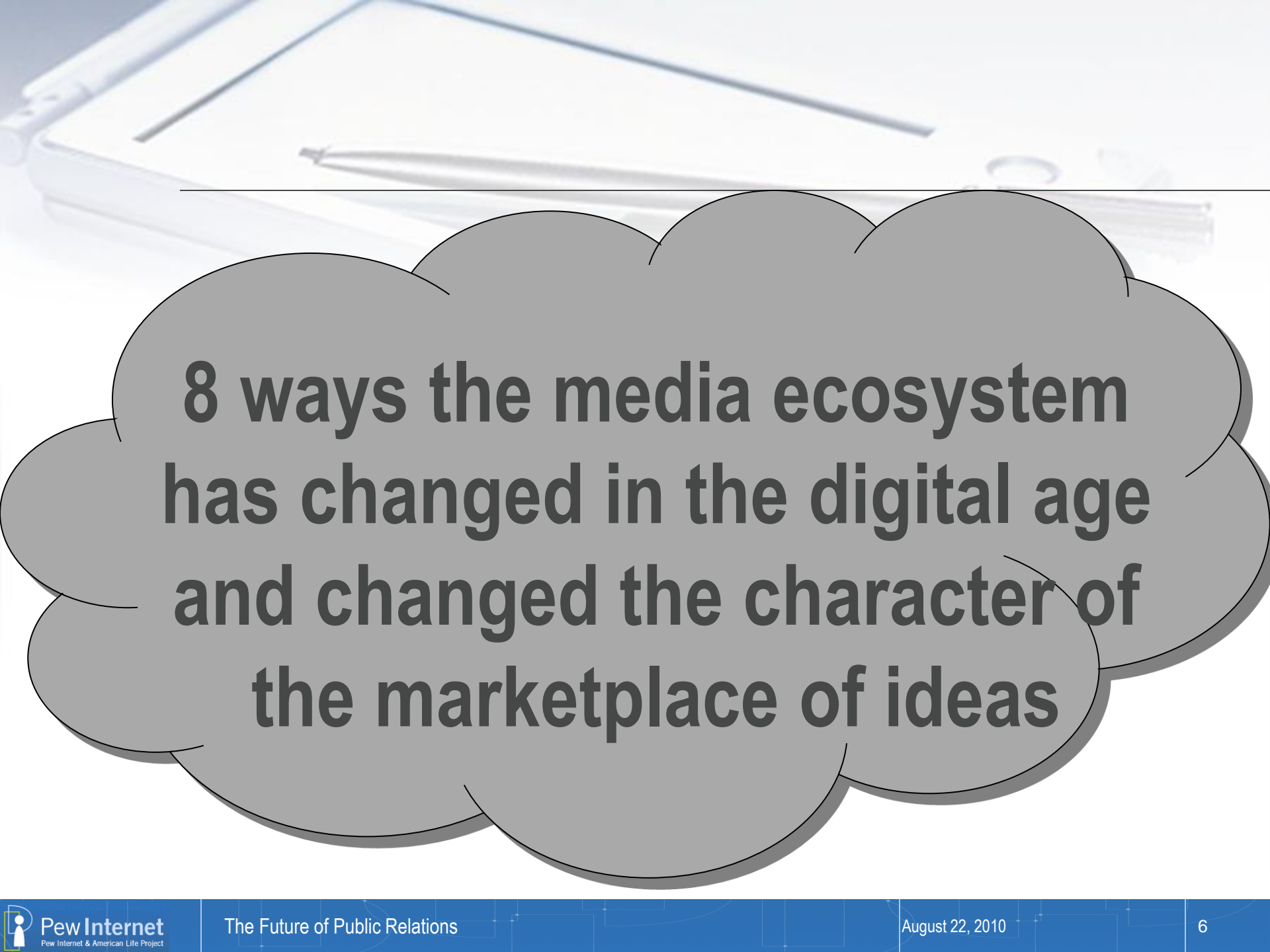
**55% of adults own laptops –
up from 30% in 2006**

42% of adults own game consoles

3% of adults own tablet computer - iPad

4% of adults own e-book readers - Kindle

**46% of adults own MP3 players –
up from 11% in 2005**



**8 ways the media ecosystem
has changed in the digital age
and changed the character of
the marketplace of ideas**

Information and media ecosystem changes

1. Volume of information grows
2. Variety of information sources increases
3. Velocity of information speeds up
4. Venues change -- times and places to experience media enlarge

Information and media ecosystem changes

5. Vigilance – attention to information and media expands AND dissipates
6. Vibrant -- immersive qualities of media are more compelling – gaming; augmented reality
7. Valence -- relevance of information improves as customization/search tools advance
8. Vivid -- social networks are more evident and more important as “coping” structures

Changed sense of availability of media/info

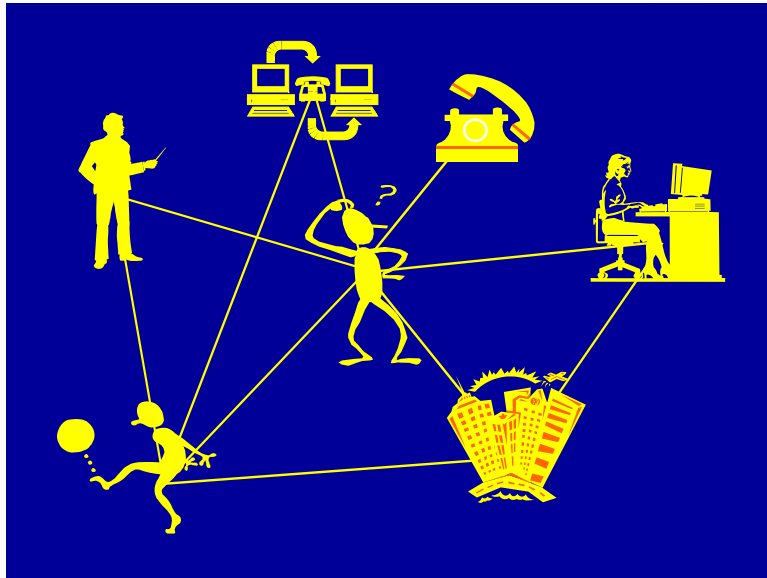
- Pervasive/**persistent**
- Portable
- Personalized
- Participatory
- Social experience (even if media originates from organizations)

Changed sense of social roles of people

- Time and distance matter less
- Presence becomes disembodied
- Surveillance and *sousveillance* expand
- New social negotiations about availability and interruptions
- TRUST and FRIENDSHIP and EXPERTISE are reconfigured

Behold the idea of networked individualism

Barry Wellman – University of Toronto



The turn by
people from
groups to social
networks = a
new social
operating
system = a new
way to serve
them

Technology has helped people change their networks – composition and use

- Bigger
 - Looser
 - More segmented
 - More layered
- =
- More liberated
 - More work
 - More important as sources of support and information, filters, curators, audience

Punchline #1

You and your
organizations can
act like nodes in
people's networks

Punchline #2

You can take more
advantage of people
being nodes in your
network

Punchline #3

This changes the old
“industrial media”
reality that information
and influence follow a
2-step process

A general new pattern of communication and influence for organizations – follow the 5 As

- ID **acolytes** (influentials)
- Invite **attention** (alerts, updates)
- Offer pathways to info **acquisition** (link love and conversations)
- Help with **assessment** (build your brand)
- Enable **action** (tools for participation and feedback)

WHAT'S
NEXT?

Futurism 101 – the technology side

- **Computing capacity:** The price/performance ratio of computing hardware doubles every 18-24 months (Moore's Law)
- **Bandwidth capacity:** Doubles every two years in wired environment (Gilder's Law and Nielsen's Law)
 - Doubles every 2.5 years - wireless (Cooper's Law).
- **Digital storage capacity:** Doubled every 23 months since 1956 (Kryder's Law)
- **Others:** miniaturization, density of graphical displays, file compression, sensor/RFID proliferation

Futurism 101 – the operating/apps side

- Titanic struggle: Apps (push/**closed**) vs. browser (pull/**open**)
 - Relevance – quality information
 - Real-time
 - Relatedness – ‘smart’ web
 - Comeback of media brands?
- Expansion of local awareness
- Conversational user interface / translation upgrades
- “Social graph” expansions and nuances
- Rise of the “internet of things”
- **MUCH MORE DATA FOR YOU – new audience metrics captured computationally**

Augmentation

Augmented Reality
("first down lines";
smart phone apps)

Lifelogging
(JustinTV and
social media)

Mirror Worlds
(Google Earth)

Virtual Worlds
(Second Life)


Simulation

External

Intimate

Critical uncertainties

- What kind of internet we have
 - Architecture - “do-over” internet
 - Security, mobility, instrumentation, protocols
- What kind of information policies we have
 - property in the digital age
 - cultural concerns and national policies
- What kinds of policies and norms we have about privacy and identity
- How Millennials will act as they age



**2 models to help you organize
your thinking about your place
in the value chain**

Tom Rosenstiel model: Journalism as a service – not product

The Eight Functions of 21st Century Media

- Authentication
- Watch Dog
- Witness
- Forum Leader
- Sense Making
- Smart Aggregation
- Empowerment
- Role Model



Thank you!

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