



Online News and Information: Portable, Participatory and Personalized

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Pew Internet Project

- **Part of the Pew Research Center, a nonpartisan “fact tank” based in Washington, DC**
- **Provide high quality, objective data to thought leaders and policy makers**
- **Funded by the Pew Charitable Trusts**
- **All US findings are based on nationally representative telephone surveys of...**
 - **US adults age 18+, or**
 - **US teens ages 12-17**
 - **Drawn from dual-frame (RDD/cell) samples**

Today's Talk

1) *What's Mobile Got to Do With It?*

- Cell phone and mobile internet use trends
- The importance of social media

2) *Highlights of the New Information Ecology*

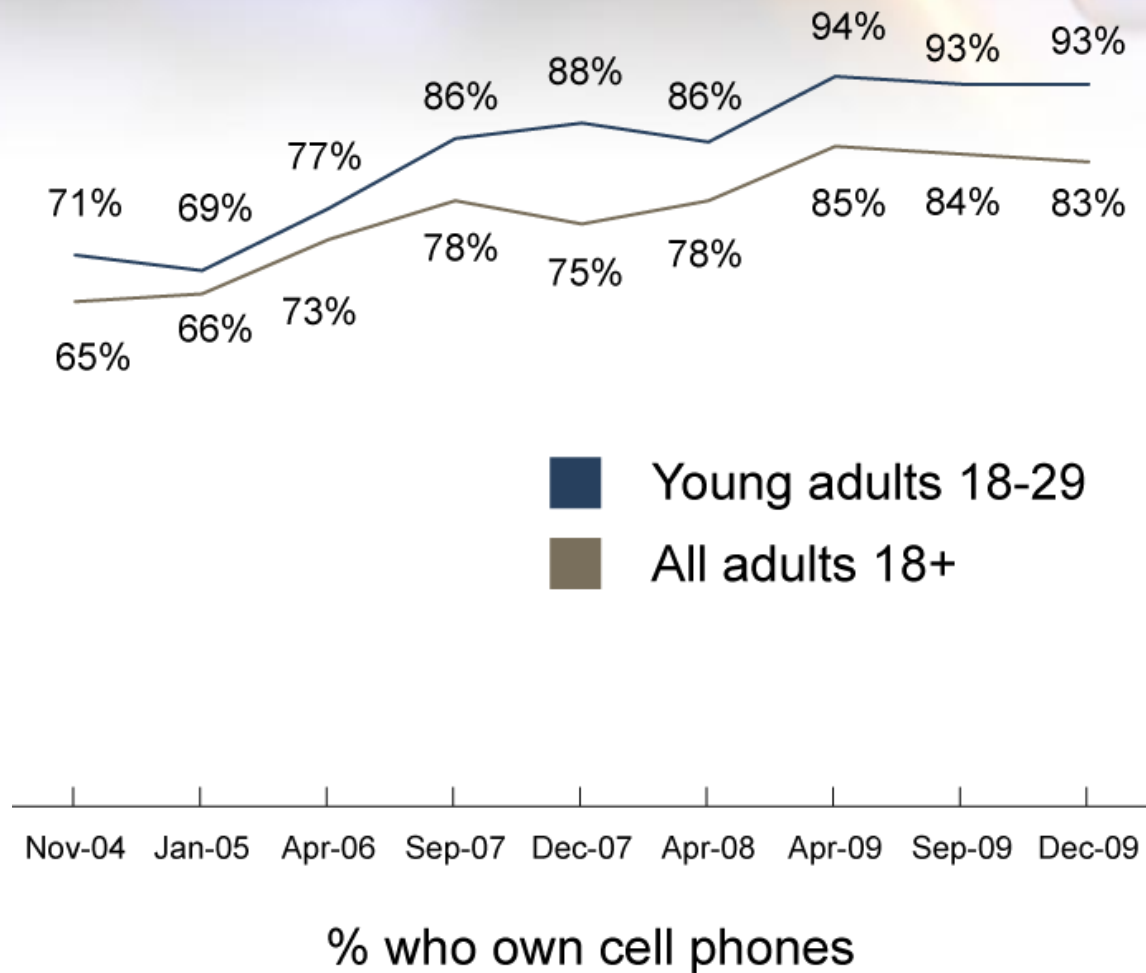
- Hallmarks of the new information ecology
- Online information consumers
 - who they are
 - how they behave
 - what they like
- Local News Enthusiasts

3) *Leveraging New Technologies*

- Being a node in a social network

What's Mobile Got to Do With It?

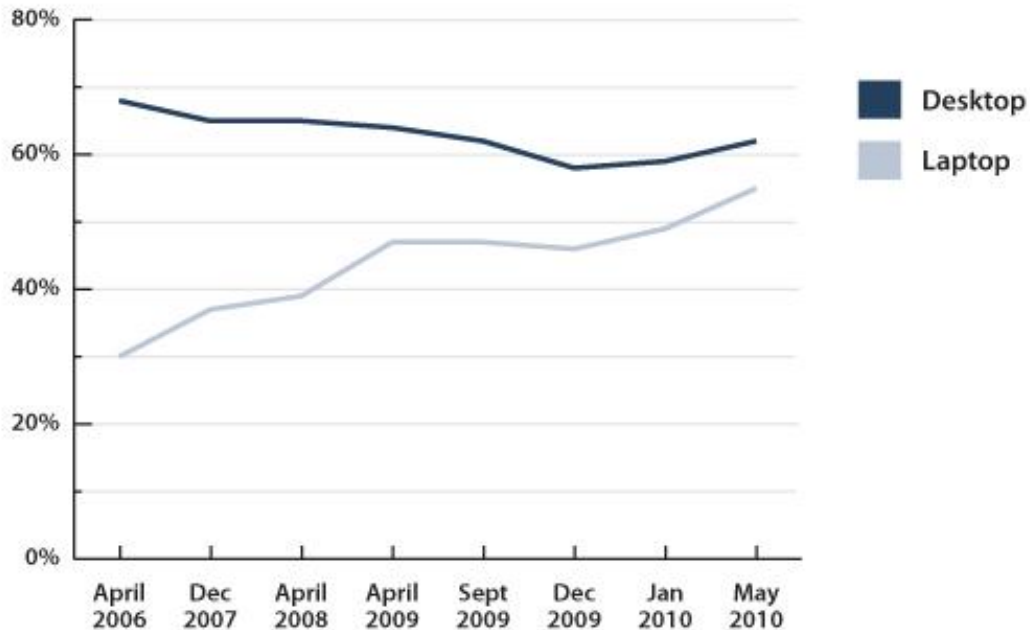
US Adult Cell Phone Use



Laptops are Becoming the Computer of Choice

Desktop and laptop ownership, 2006-2010

The % of all adults who own a desktop or laptop computer



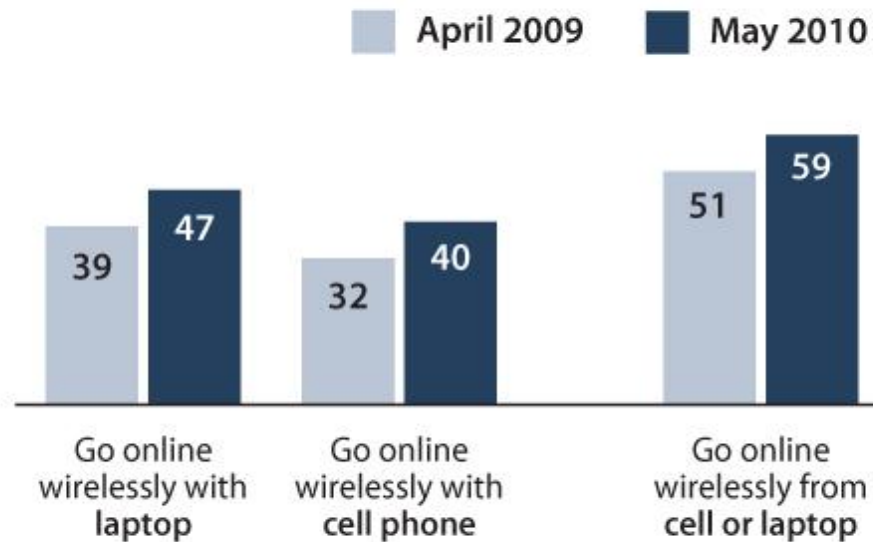
Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,238 based on wireless internet users. Cell phone wireless users include those who use email on a cell phone; use the internet on a cell phone; or use instant messaging on a cell phone.



Mobile Internet Use

Wireless internet use, 2009-2010

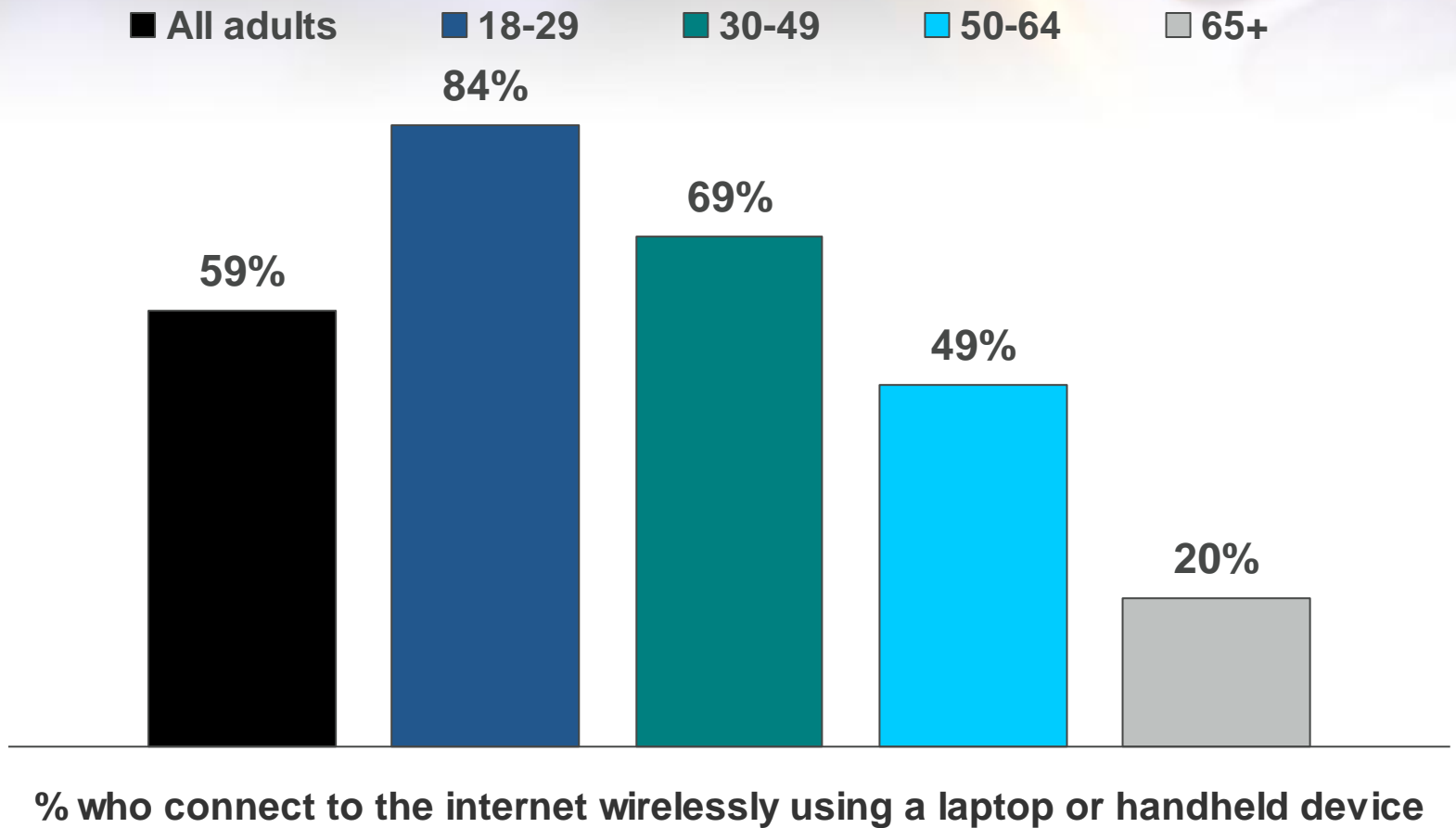
The % of all adults who do the following



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older. Cell phone wireless users include those who use email on a cell phone; use the internet on a cell phone; or use instant messaging on a cell phone.

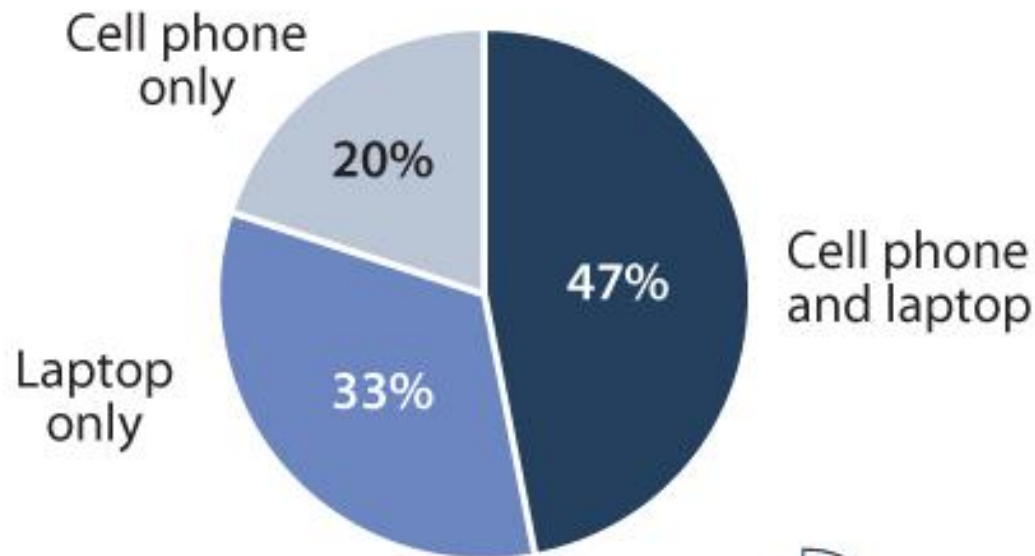


US Adult Wireless Internet Use



The composition of the wireless population

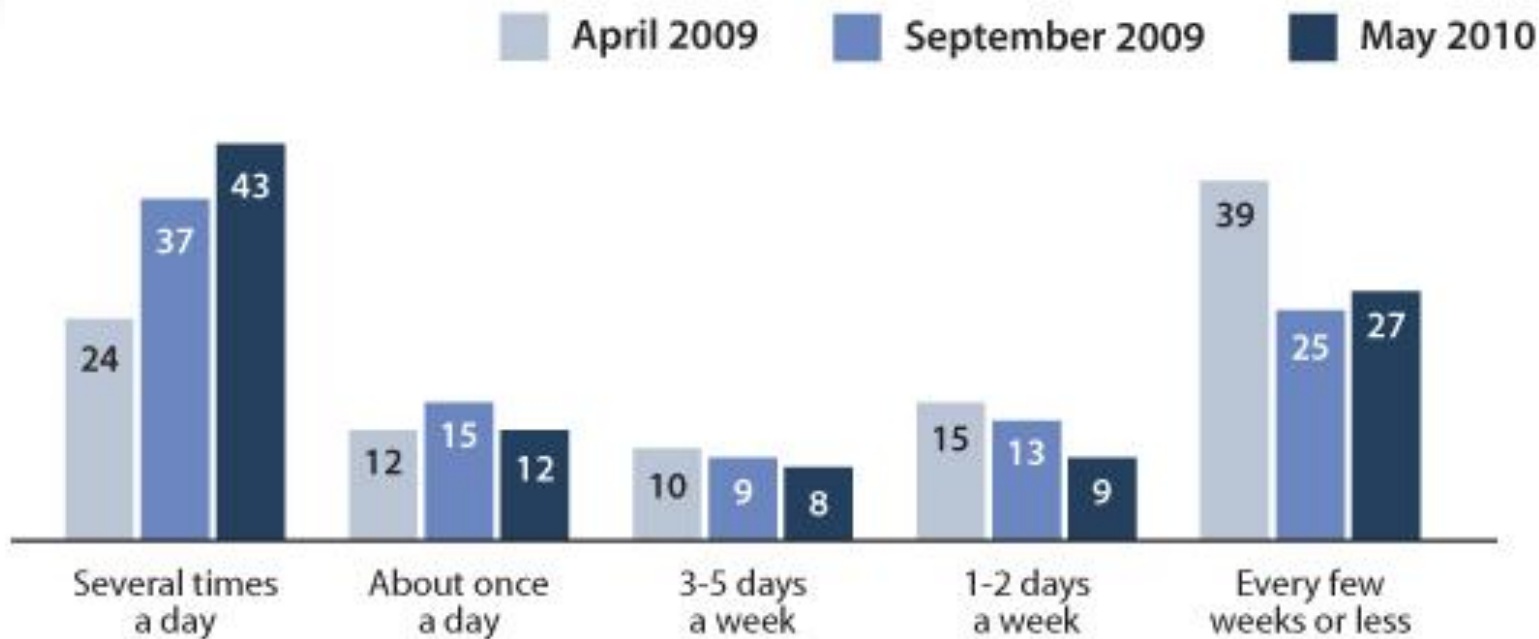
59% of Americans go online wirelessly using a laptop or cell phone; this is how they access the mobile web



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,238 based on wireless internet users. Cell phone wireless users include those who use email on a cell phone; use the internet on a cell phone; or use instant messaging on a cell phone.

More than half of cell phone internet users go online daily from their mobile device

Frequency of cell phone internet use among those who go online from a cell phone (% of adult cell phone internet users)



Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=772 based on those who use a cell phone to access the internet.

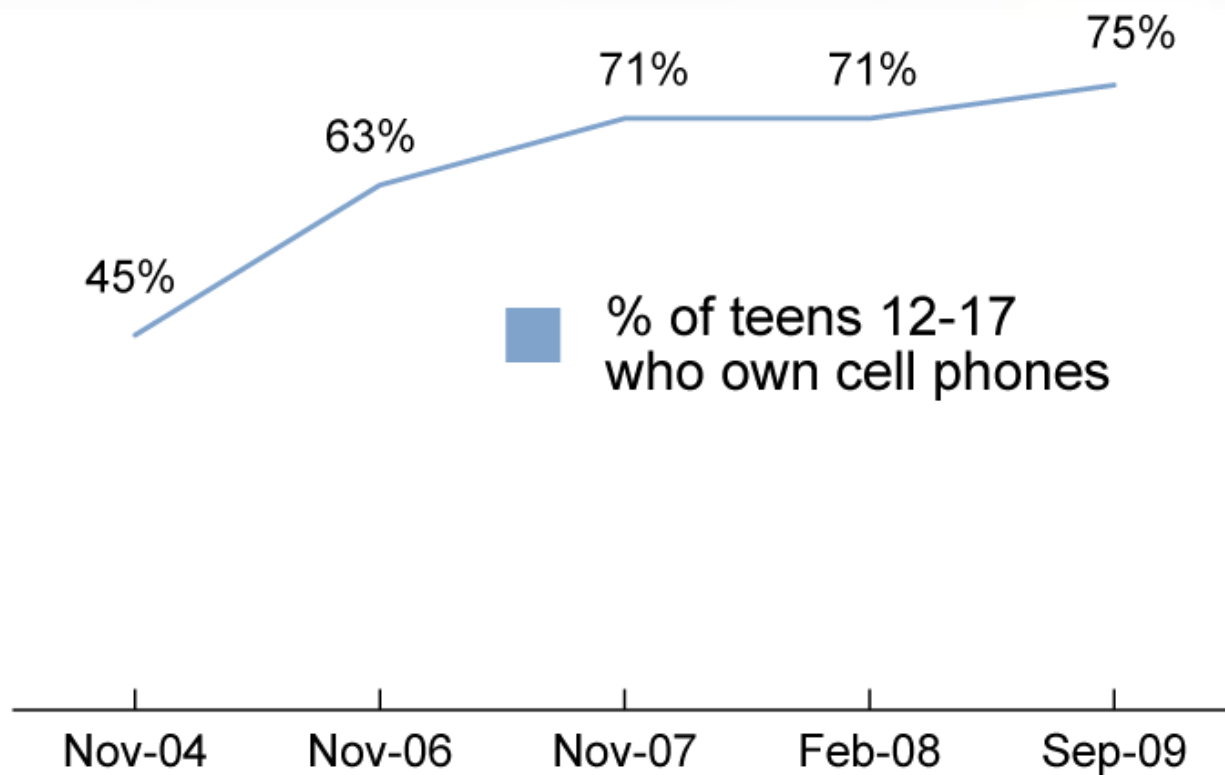




What's Mobile Got to Do With It?

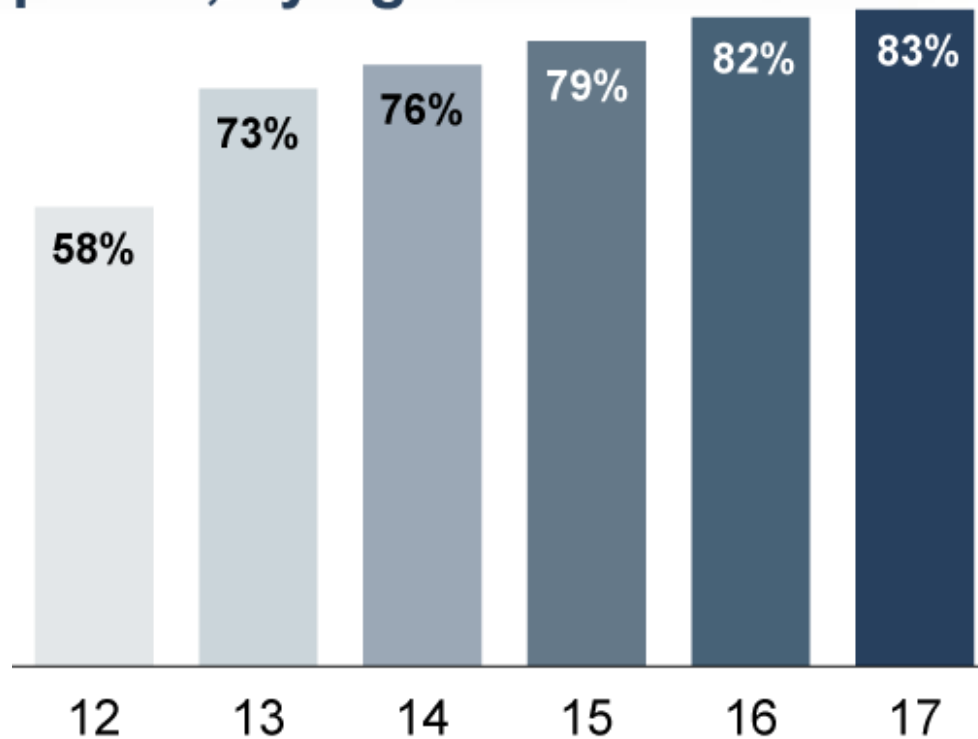
- *Overall, wireless internet users are more engaged in online activities*
- *Half of all African-American adults in the US (48%) have used their cell phone to access the internet, compared with 40% of Hispanic adults and 31% of white adults*
- *Overall, African-American adults are the most active mobile internet users*
- *African-American mobile internet use is growing at a faster rate than non-Hispanic whites and Hispanics*

US Teen Mobile Use



US Teen Mobile Use

% of teens who own a cell phone, by age



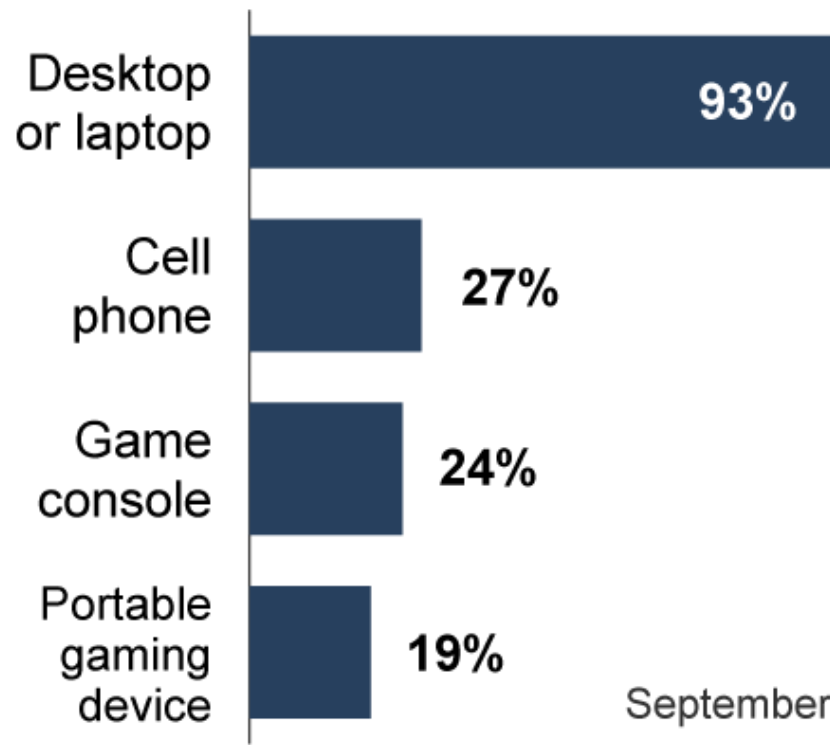
Demographics of teen cell phone users

the % of teens in each demographic group who have a cell phone

	% of teens		% of teens
Total teens	75%	Race/ethnicity	
		White, non-Hispanic	78%
Sex		Black, non-Hispanic	75
Boys	74%	Hispanic (English-speaking)	68
Girls	77	Household income	
Age		Less than \$30,000/yr	59%
12-13	66%	\$30,000-\$49,999	76
14-17	80	\$50,000-\$74,999	73
		\$75,000+	87

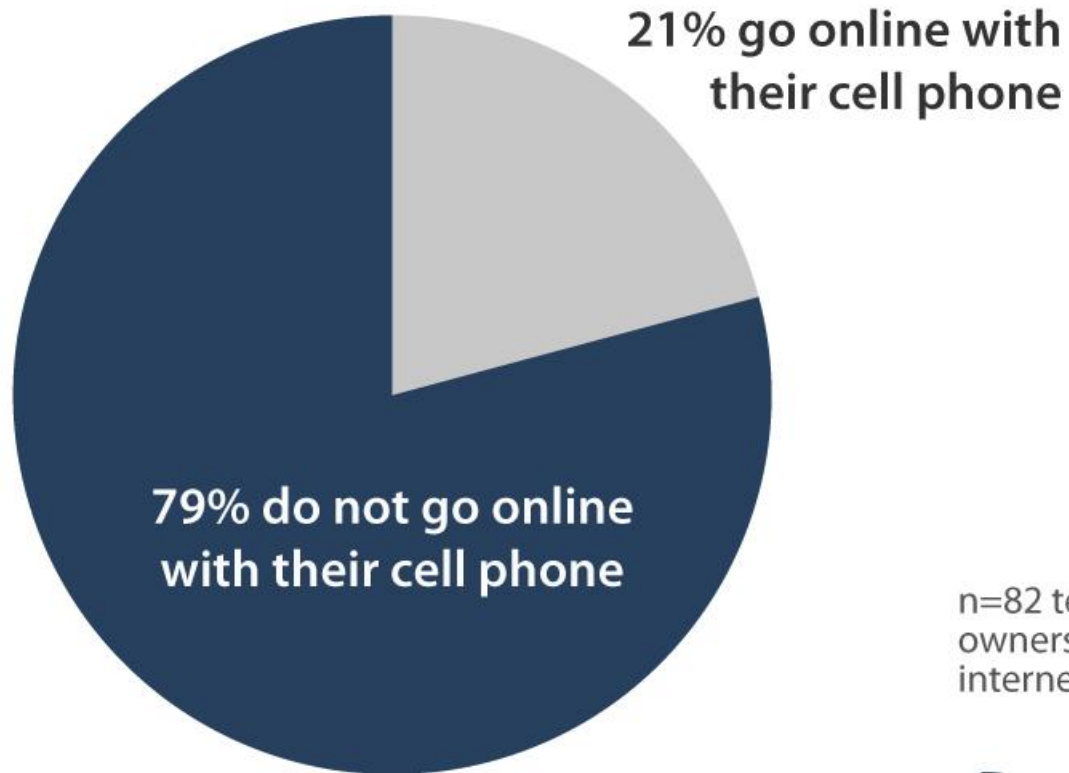
US Teen Internet Access

% of teen device owners who use that device to go online (ages 12-17)



September 2009 data.

Teens who do not go online with a computer



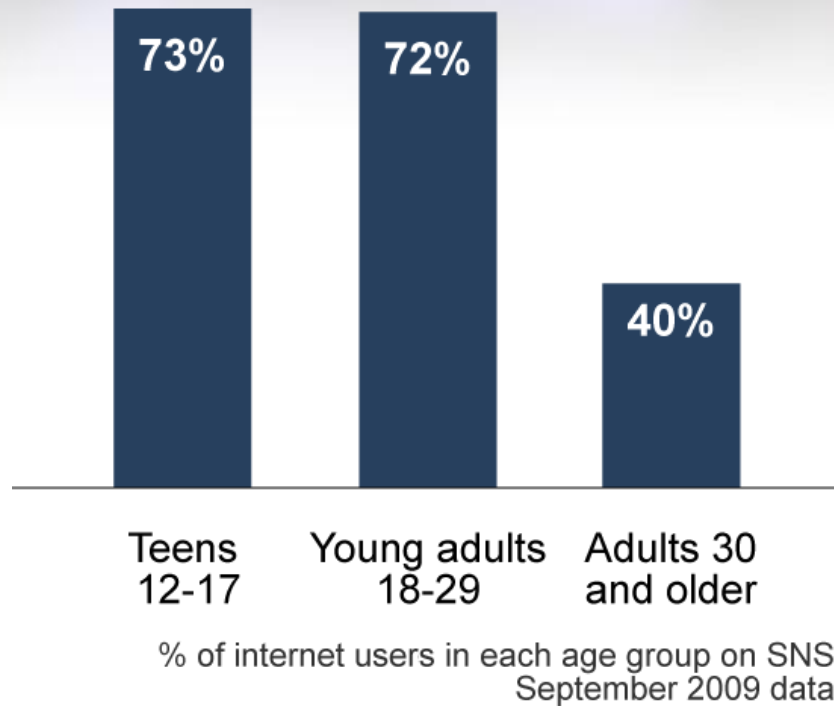
n=82 teen cell phone owners who are not internet users.

Teen cell phone owners in the lowest household income category are most likely to use their handset to go online

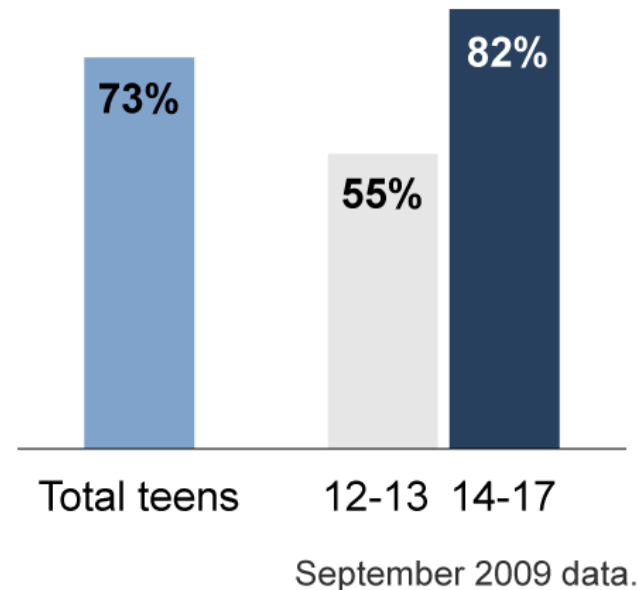
Annual household income	Go online with cell	Computer in the home
Under \$30,000	41%*	70%*
\$30,000-\$49,999	27%	84%
\$50,000-\$74,999	22%	93%
\$75,000+	23%	97%

* significantly different than all other cells in the respective rows

US Social Network Site Use

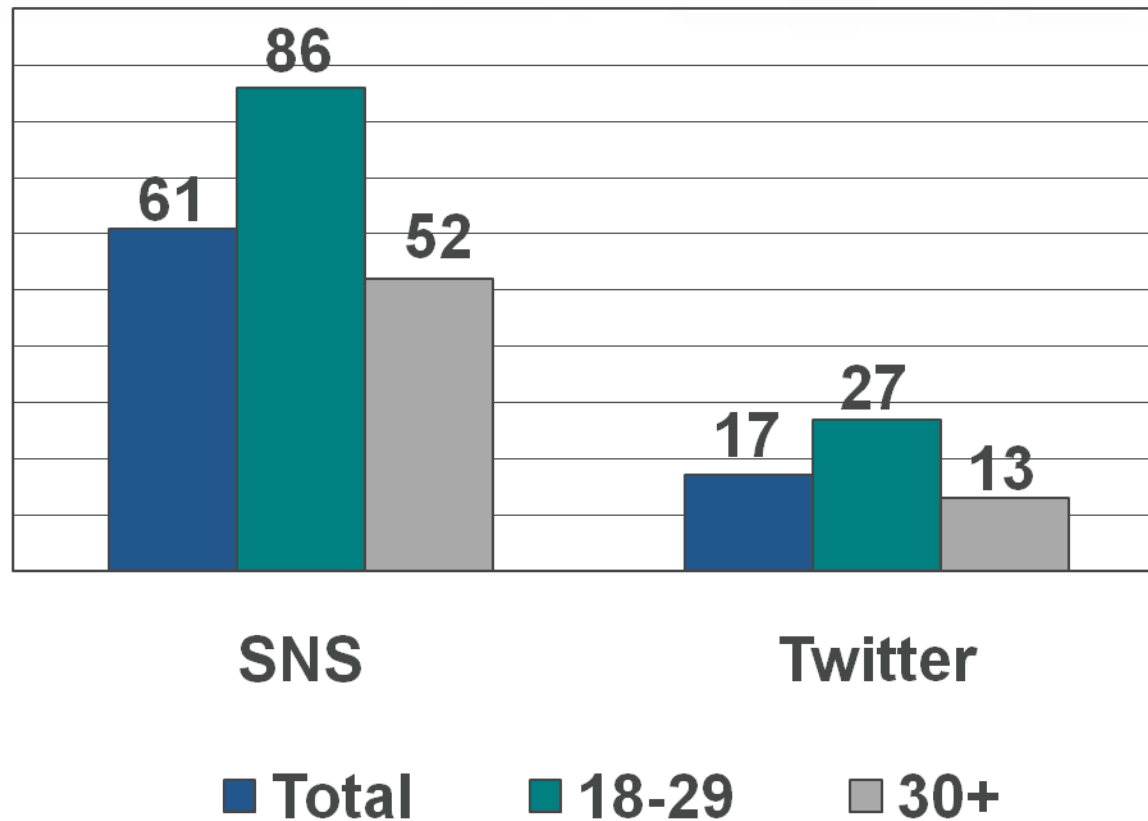


% of online teens on SNS



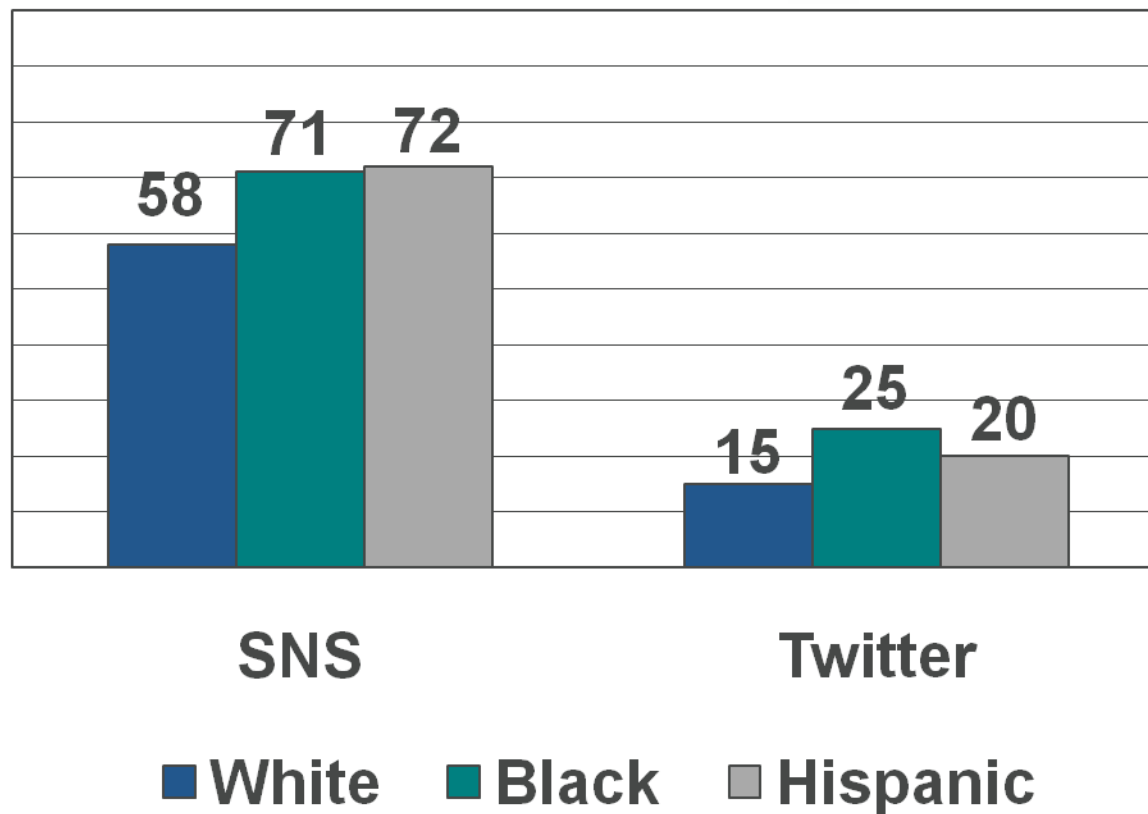
US Adult Social Media Use

% of Online Adults Who Use SNS/Twitter, May 2010

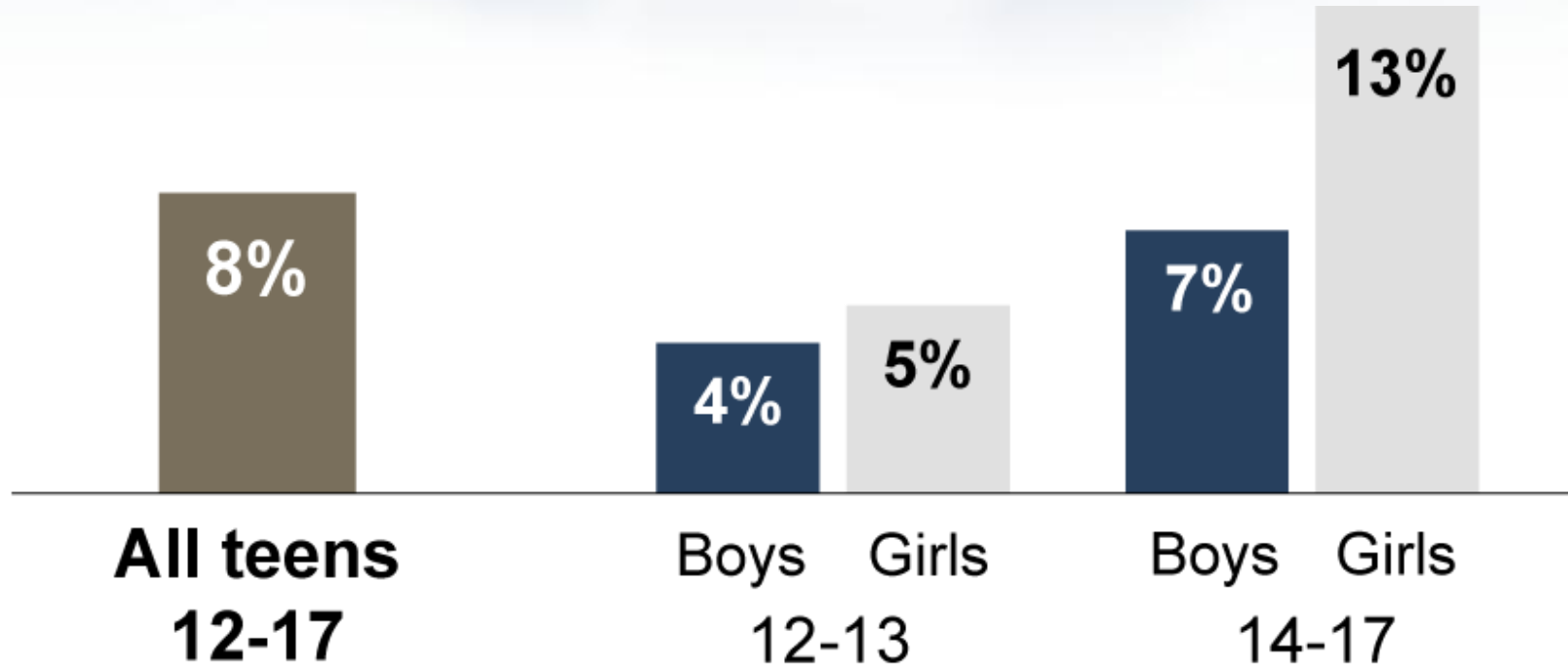


US Adult Social Media Use, by Race

% of Online Adults Who Use SNS/Twitter, May 2010



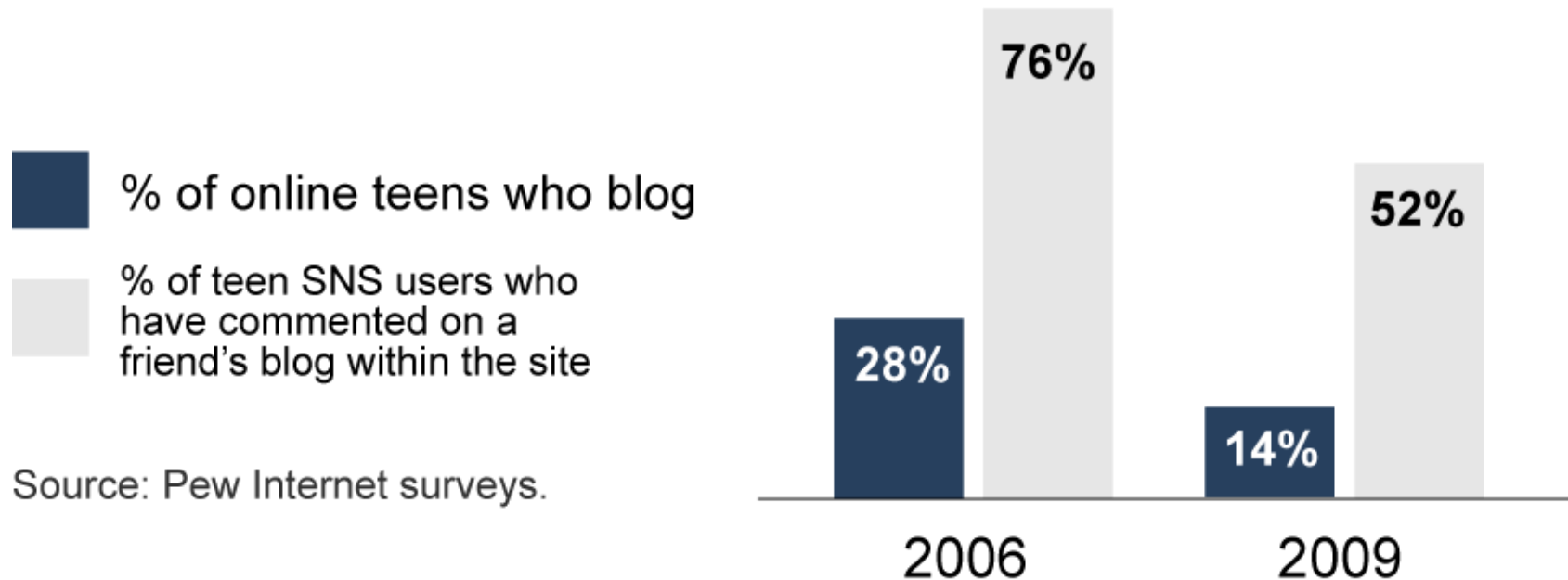
US Teens Aren't That Into Twitter



% of online teens who use Twitter.
September 2009 data.

SNS Take the Place of Blogging?

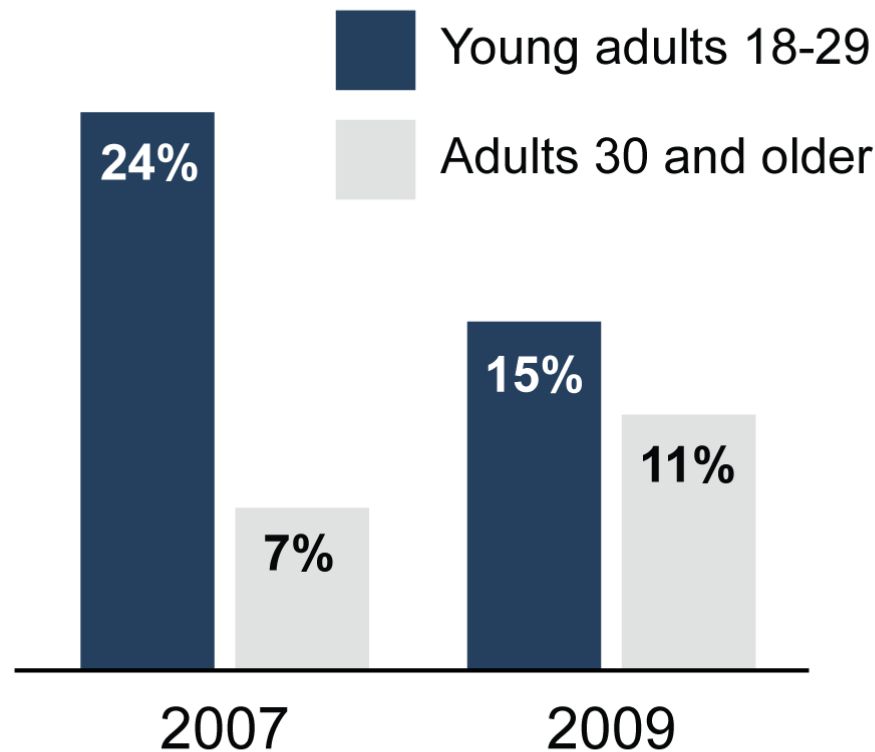
Teens: Blogging and commenting over time



Source: Pew Internet surveys.

Blogging is Also Down For Young Adults

Adults: Blogging over time



Highlights of the New Information Ecology

Then and Now

Industrial Age

Info was:

Scarce

Expensive

Institutionally
oriented

Designed for
consumption

Information Age

Info is:

Abundant

Cheap

Personally
oriented

Designed for
participation

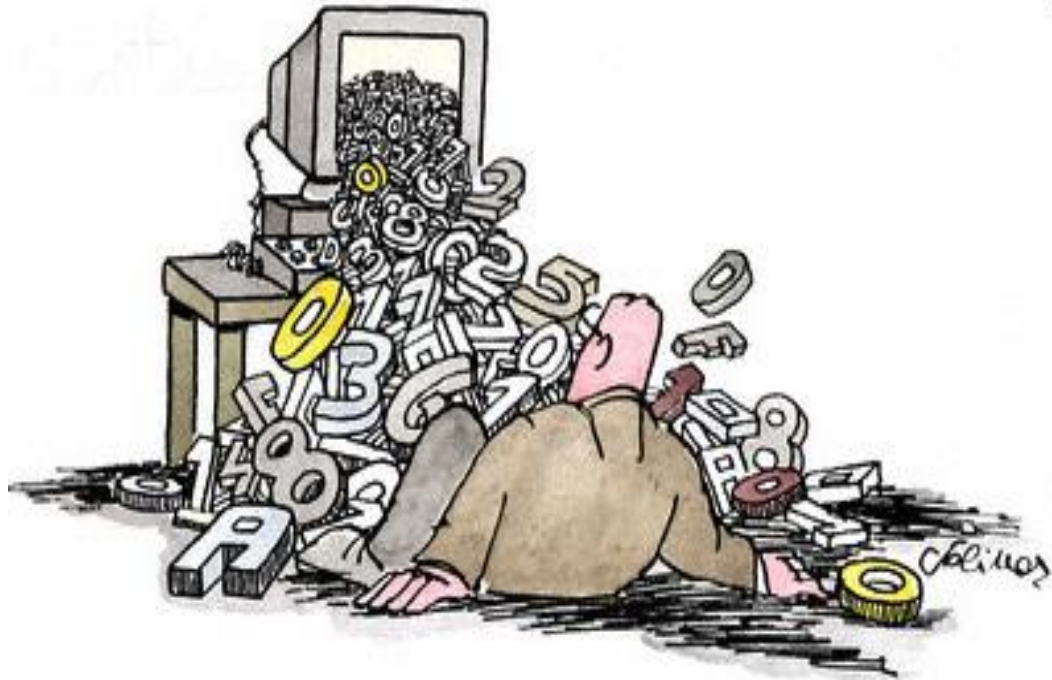
The “New” Information Ecology

- *Blurring line between “news” and “information”*
- *Information is “free”*
- *Information is “at my fingertips”*
- *Information is available when I want it*
- *Information is available from multiple sources*

The “New” Information Ecology

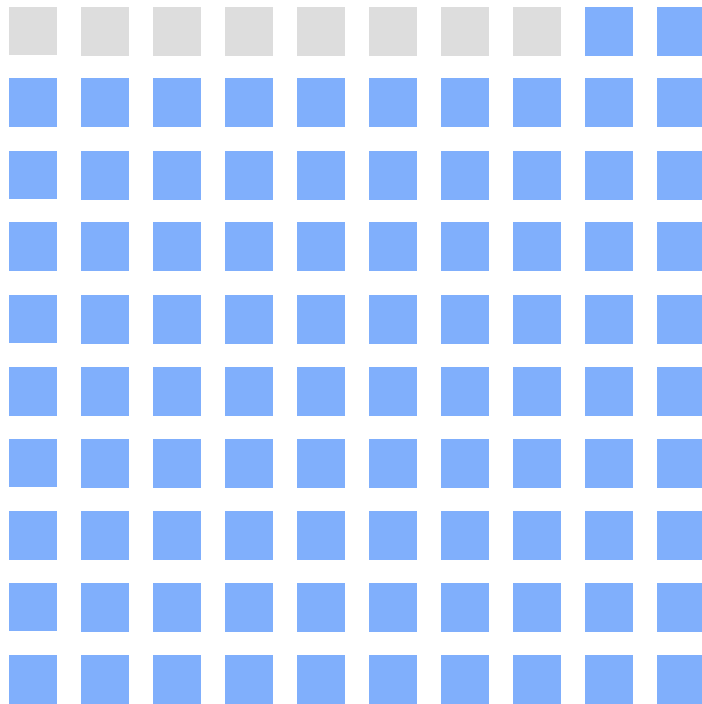
Volume of information grows

70% of adults say they are overwhelmed by the amount of news and information available today

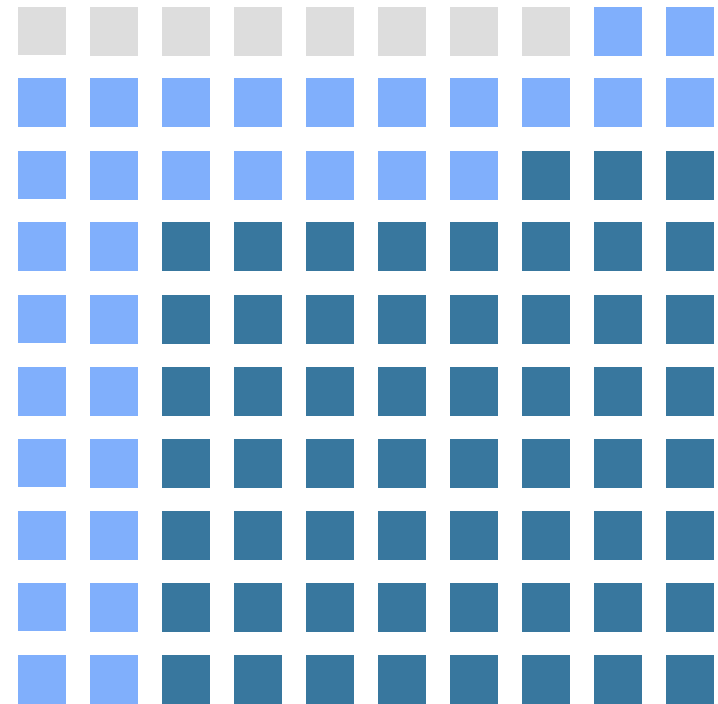


The “New” Information Ecology

■ Nine in ten American adults (92%) get news/info from multiple platforms on a typical day

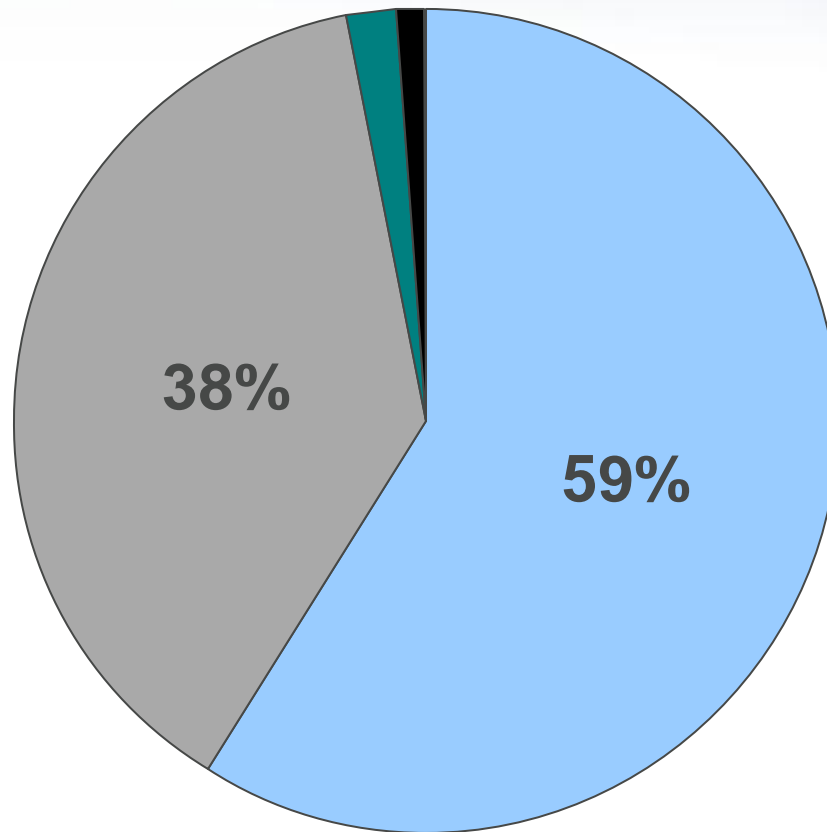


■ For six in ten American adults (59%), one of those platforms is the internet



*Platforms include print newspapers, television, radio and the internet

The “New” Information Ecology



Where Americans get their news and information on a typical day

- Online and Offline
- Offline Only
- Online Only
- No News

The “New” Information Ecology

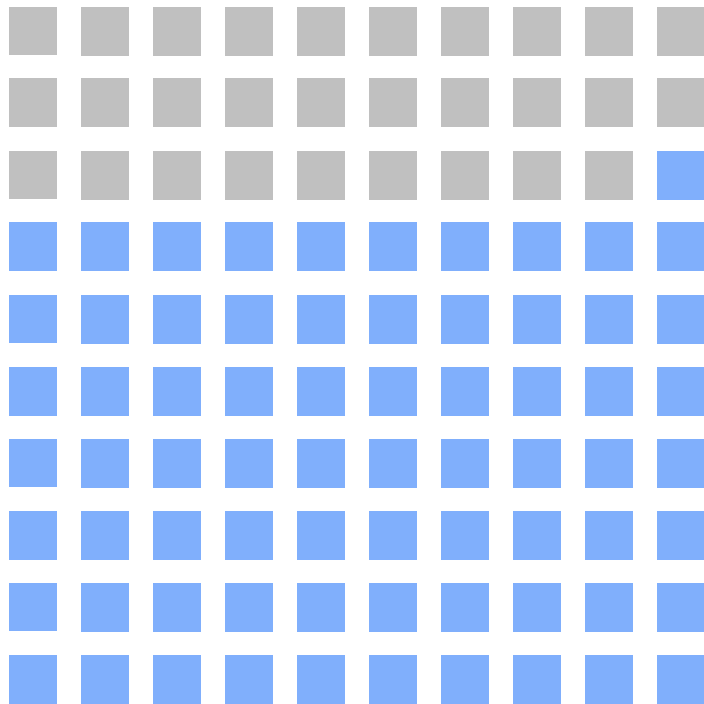
- The internet has not replaced/
displaced traditional media

but...

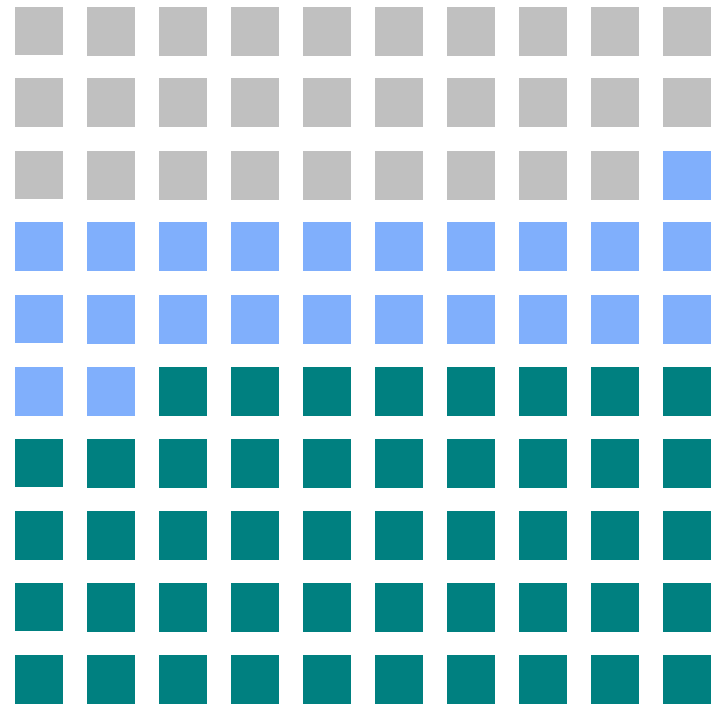
- It is fundamentally changing the way
people consume and interact with
information

The Online News Consumer

■ 71% of American adults ever get news or information online

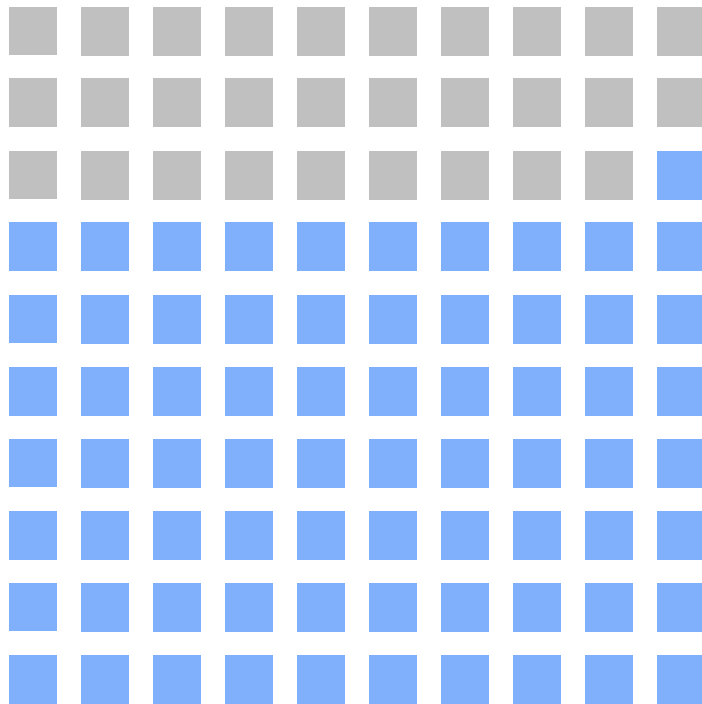


■ The majority of online news and information consumers are under age 50

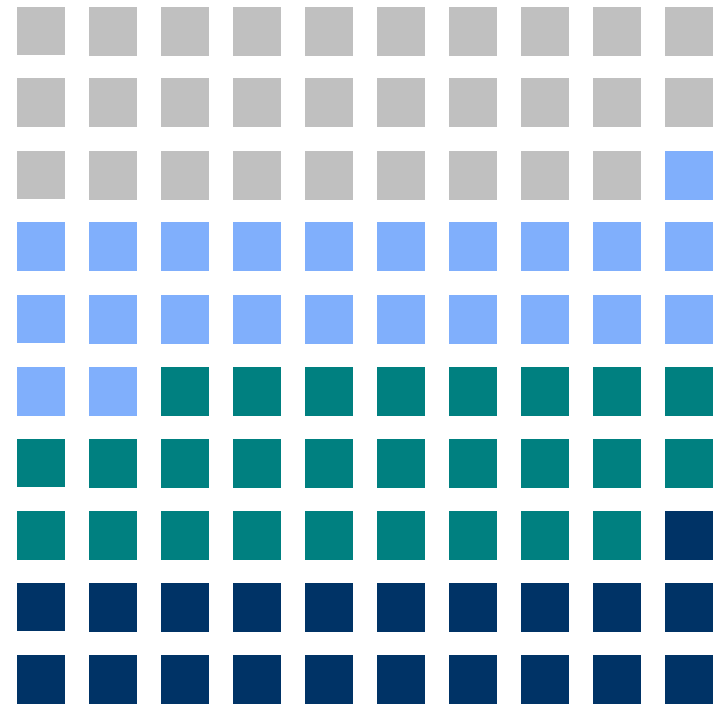


The Online News Consumer

■ 71% of American adults ever get news or information online



■ Almost a third of online news and information consumers are under age 30



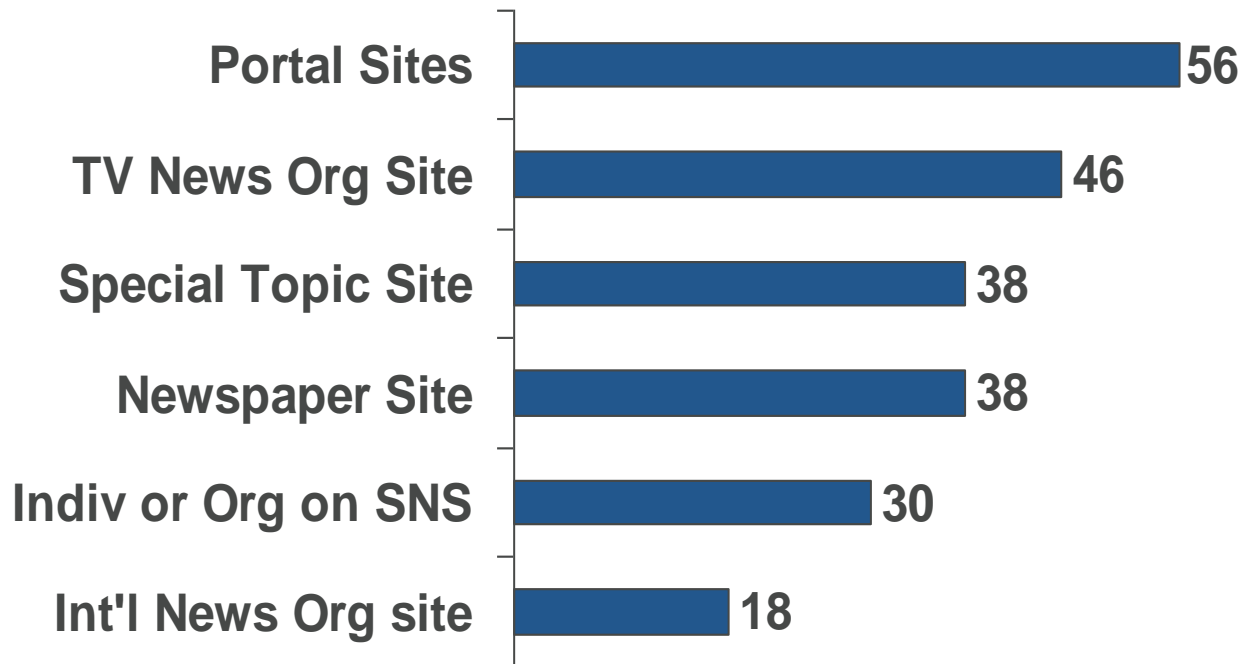
*The median age of online news/info consumers is 40

Online News/Information Consumers...

- *Are more educated than other online adults and other adults in general*
- *Have higher incomes than other online adults and other adults in general*
- *Are disproportionately white and Hispanic*
- *Are much more likely than other online adults to have home broadband access and to have premium broadband service*

The Online News Consumer

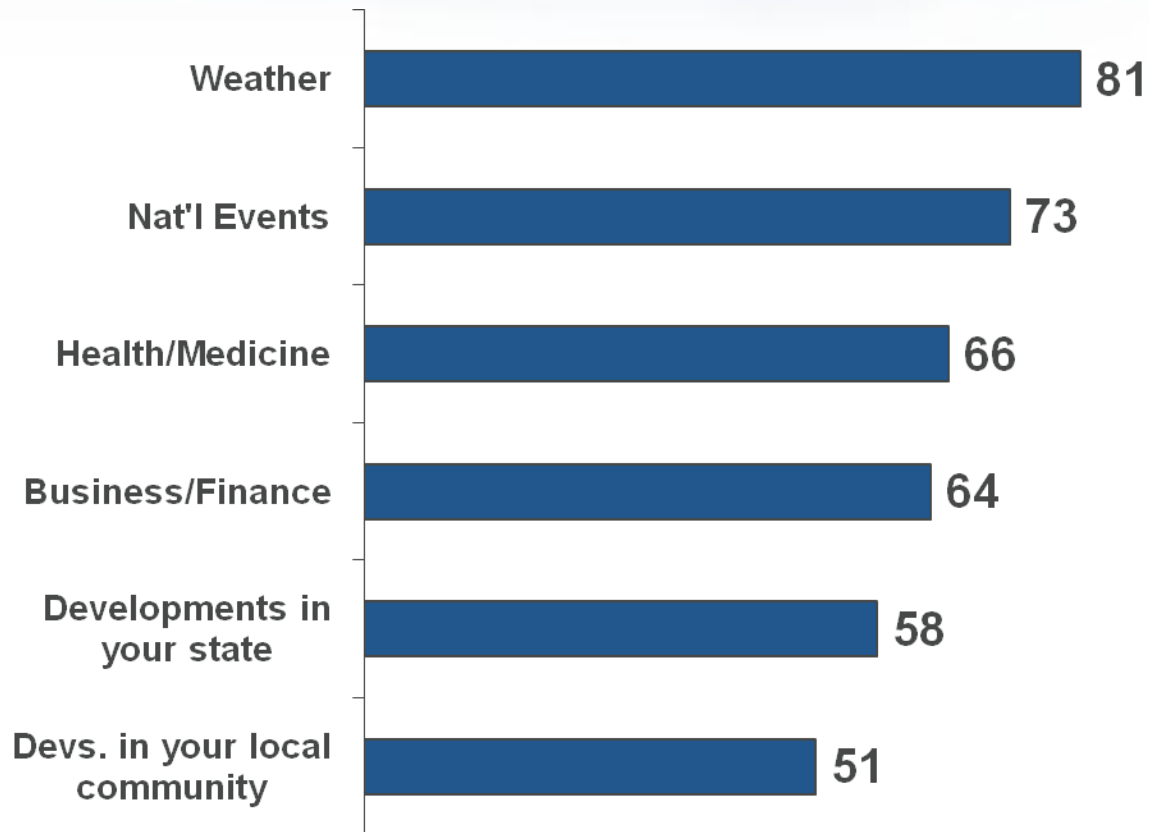
Most Popular Online Sources for News and Information



% of Online News/Info Consumers Who Use Each Site on a Typical Day

The Online News Consumer

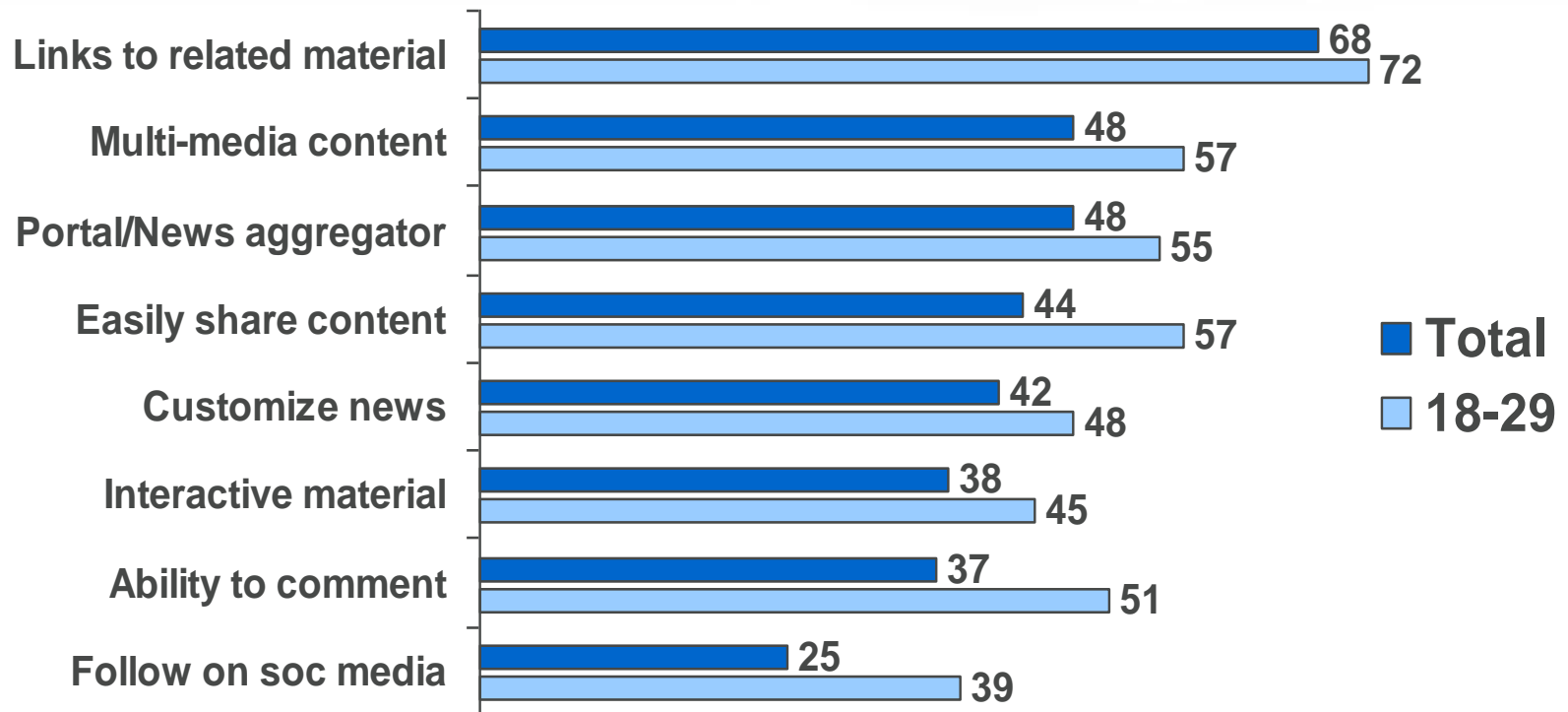
What Are the Most Popular Online News/Information Topics?



% of Online Adults Who Get News/Information Online About Each Topic

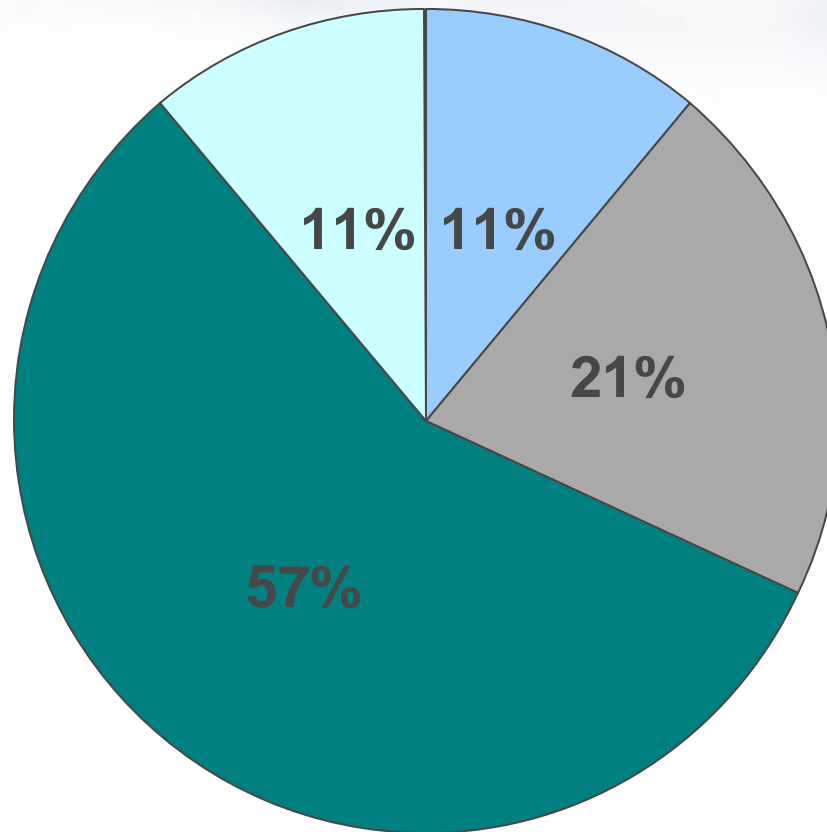
The Online News Consumer

Most Popular Features of Online News Sites



% of Online News/Info Consumers Who Say Each Feature is Important

The Online News Consumer

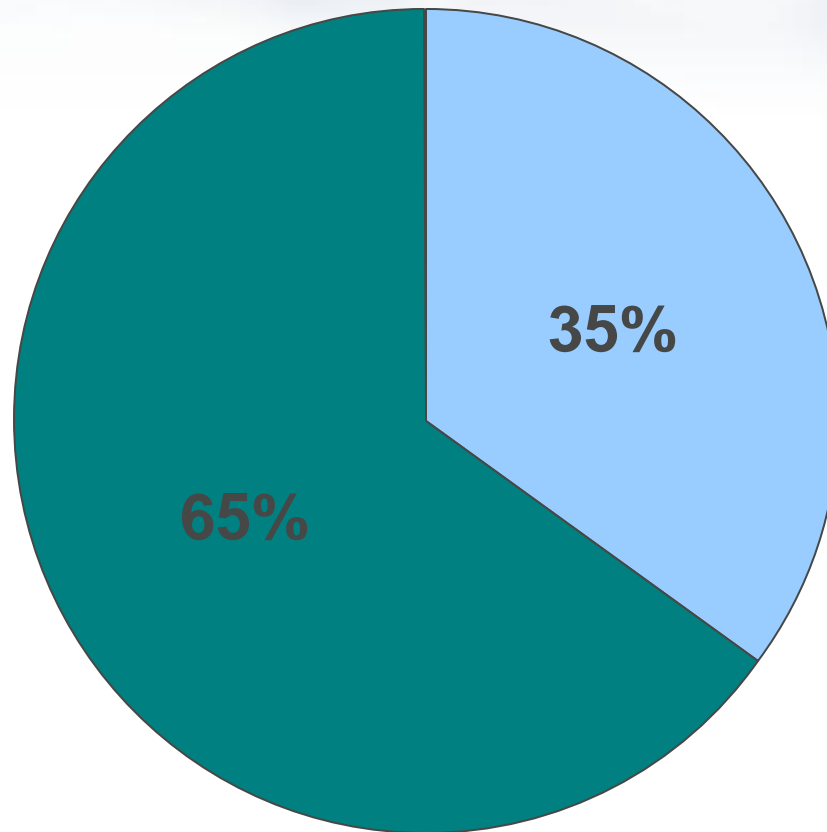


How many websites, if any, do you routinely rely on for news and information?

- None
- Just One
- 2 to 5
- 6 or more

% of Online News/Info Consumers

The Online News Consumer

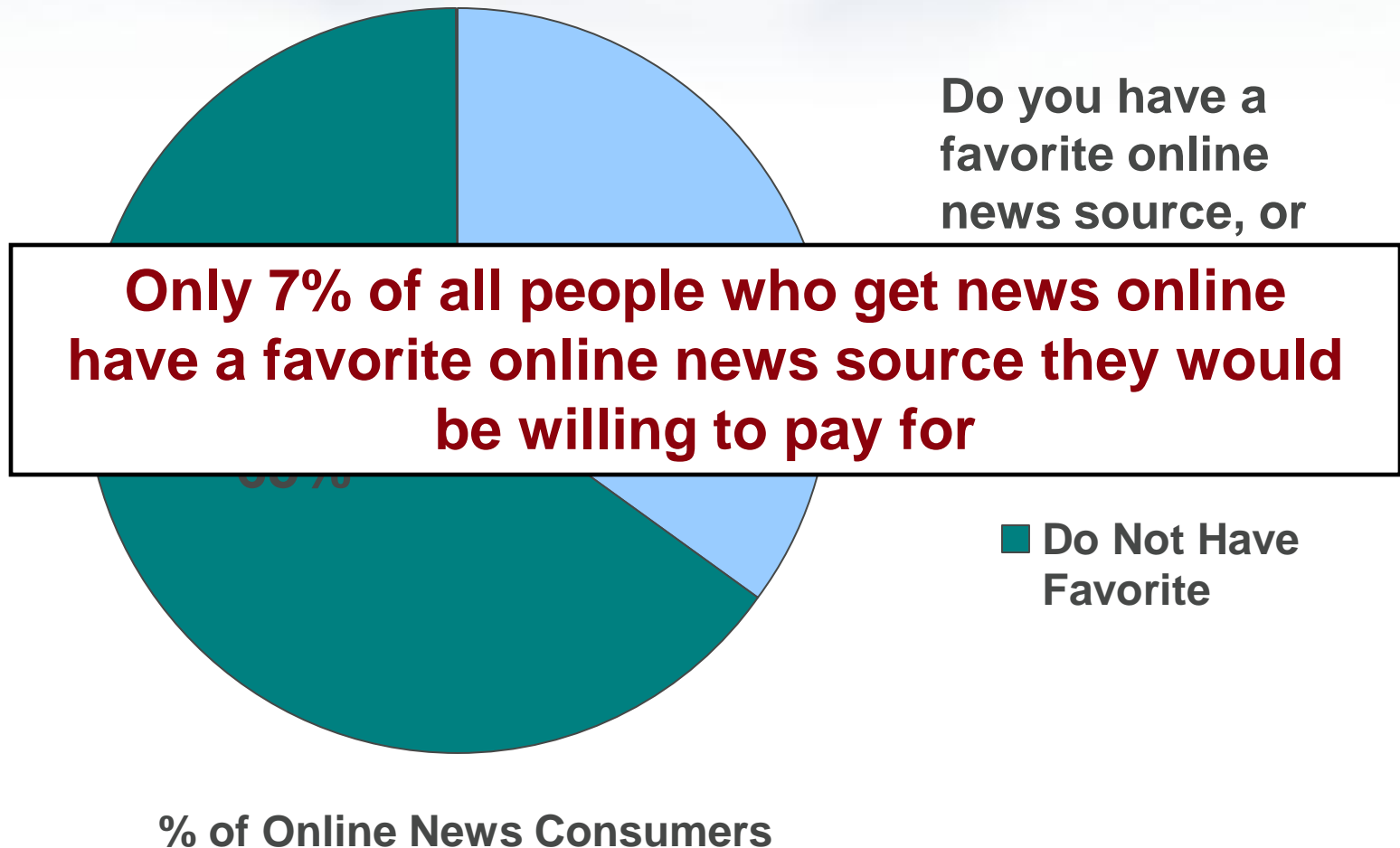


Do you have a favorite online news source, or do you not have a favorite?

- Have Favorite
- Do Not Have Favorite

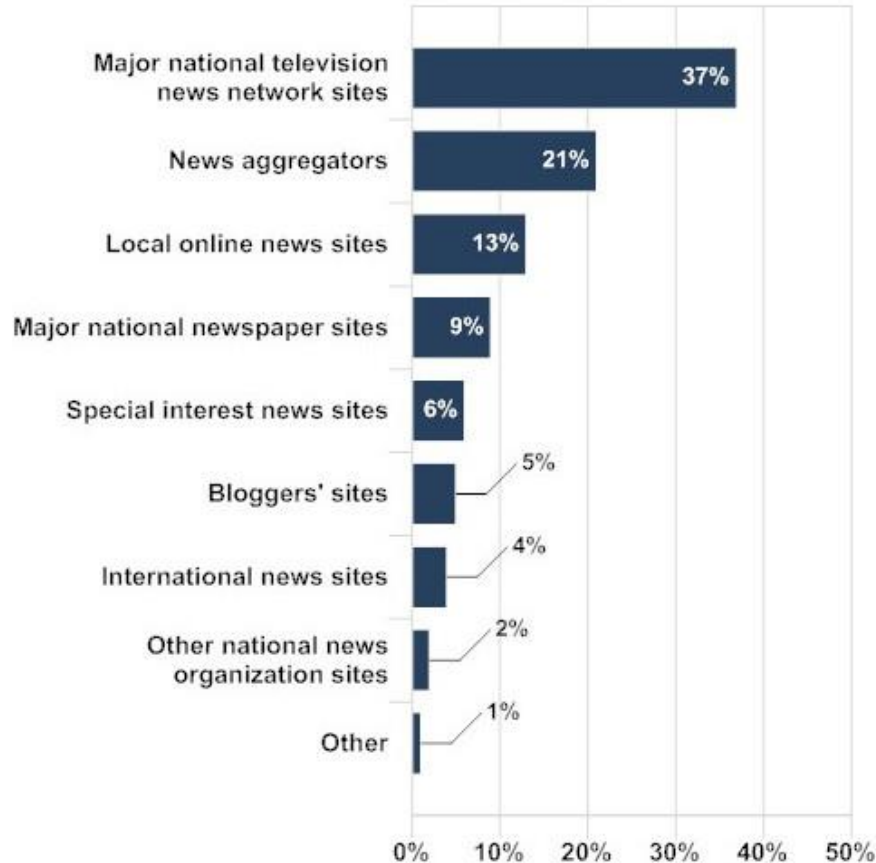
% of Online News Consumers

The Online News Consumer



The most popular types of news sites among those with a favorite

% who cited each type of site as their favorite



Source: PRC-Internet & American Life Project and PRC-Project for Excellence in Journalism Online News Survey - December 28, 2009-January 19, 2010. N=548. Margin of error is +/- 5 percentage points.

Local news outlets rank surprisingly high among favorite online news sources

The Online News/Info Consumer

Online News/Info Consumers are...

- ***Efficient Grazers***
- ***Hunters and Gatherers*** (71% go online specifically to get news/information at least a few times a week)
- ***Serendipitous News/Info Discoverers*** (80% come across news/information at least a few times a week while they are online doing other things)
- ***News/Info Receivers*** (44% get news/information forwarded to them through email, automatic updates and alerts, or posts on social networking sites at least a few times a week)

Online News and Information



Online News and Information is...

- ***Portable***
- ***Participatory***
- ***Personalized***

Online information is portable

- ***“On the Go” News/Info Consumers***
 - *26% of adults access news/information on their cell phones*
 - *Among this population, 73% use social networking sites and 29% use Twitter*
 - *Typically a white male, age 34, employed full-time*
 - *One in ten adults gets news alerts sent to his or her phone*
- ***The mobile phone allows anytime/anywhere access to information***
- ***Info is consumed on the individual’s terms, when they want, where they want***

What kinds of news mobile users access on their cells

33% of mobile users get news on their handhelds. Below are the different kinds of news they access on their handheld devices.

	% of mobile users who get this kind of news on a mobile device
Weather	26
News and current events	25
An application for news content	18
Sports scores and stories	16
Traffic info	13
Financial info	12
News via emails and texts	11

Source: PRC-Internet & American Life Project and PRC-Project for Excellence in Journalism Online News Survey - December 28, 2009-January 19, 2010. N=1891. Margin of error is +/- 2.5 percentage points.



Online information is participatory

- ***“News Participators”***

- *37% of internet users have contributed to the creation of news, commented on it, or disseminated it via postings on social media sites like Facebook or Twitter*
- *Half of all online African-Americans (46%) are news participators (disproportionately high SNS use)*
- *Overall, 71% of internet users get news and information through email or posts on social networking sites*

Remember...

- *42% of online news consumers say being able to easily share material with others is something they look for in a news site*
- *65% look for news sites with links to related material*
- *36% look for news sites with interactive material*
- *35% look for news sites where they can comment on stories.*

Online information is participatory

- *“News Participators” are standing in the information stream*



- *Thanks to them, your story/information has an organic life beyond your presentation of it*

Online information is personalized

- ***“The Daily Me” Takes Shape***
 - 28% of internet users have customized their homepage to include news and information of particular interest to them
 - 39% say being able to customize content is something they look for in an online news site

What Topics Do Not Get Enough Coverage?

- *39% of American adults say there is not enough coverage of their state government in the news*
- *38% say there is not enough coverage of their neighborhood and local community*
- *When these measures are combined, 53% of American adults say that they would like more coverage of state and/or local news (“local news enthusiasts”)*

Local News Enthusiasts Are...

- *More likely than other adults to have used a social networking site (60% v. 53%)*
- *More likely than other adults to have their own blogs (16% v. 11%)*
- *More likely than other adults to look for two particular features in online news sites: being able to comment on stories (42% v. 32%), and being a portal site or aggregator (51% v. 44%)*
- *More likely than other adults to customize their homepage to include their favorite news or topics (32% v. 25%)*
- *More likely to comment on a news story or blog they read (29% v. 20%), and to post a link to a news story or blog on a social networking site (35% v. 24%)*
- *More likely than other adults to be classified in our “news participators” category (41% are news participators, compared with 32% of other adults)*

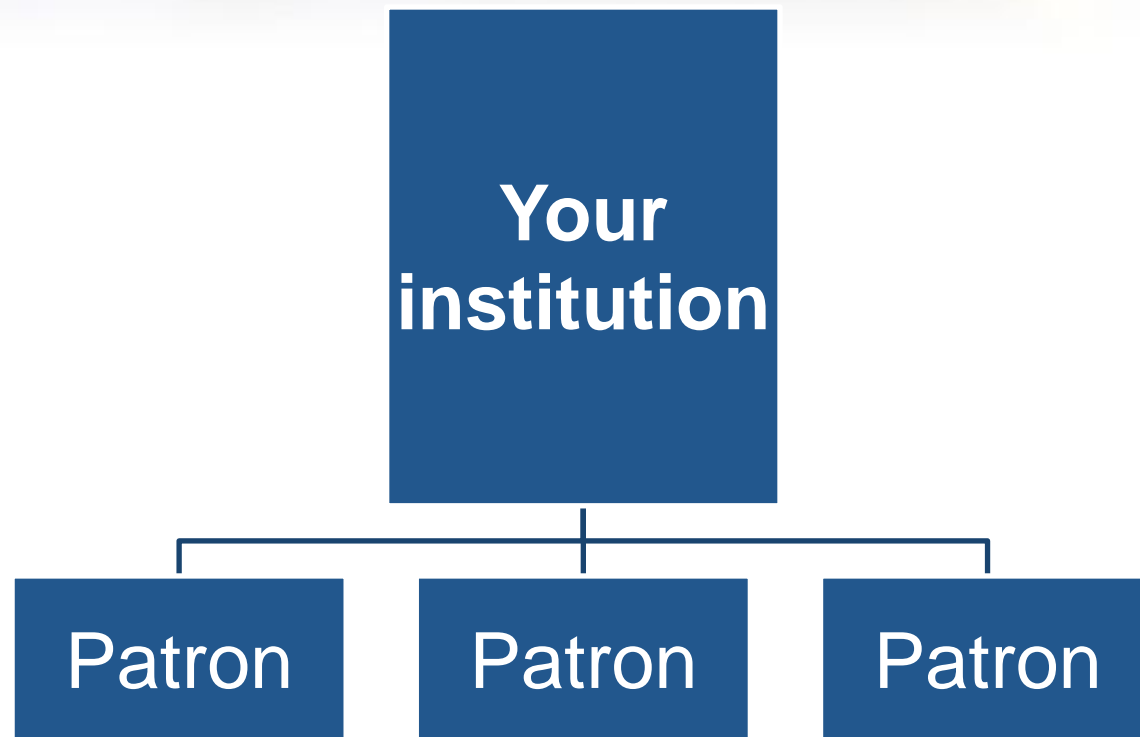
Adults Who Want More Coverage of Their Neighborhood or Community are...

- *More likely than other adults to access the internet via a handheld device (37% v. 32%)*
- *More likely than other adults to get traffic news online (36% v. 30%)*
- *More likely than other adults to get news from a website that specializes in a particular topic (42% v. 35%)*
- *More likely than other adults to say they need to follow the news for their job (23% v. 16%)*
- *More likely than other adults to get news forwarded to them through email, automatic alerts/updates or posts on social networking sites (32% v. 26%)*
- *This group skews slightly to Gen Y*



Leveraging New Technologies

No longer like this...



Now like this...





Being a node in a social network

- *You are a friend, not an institution*
- *Your strengths are being an expert, a filter, a recommender (linker), and a facilitator*
- *Your audience is bigger than the available evidence provides – lurkers and future arrivals are part of the mix*
- *Your information can have an organic life beyond your presentation of it*
- *You can build communities with your material*

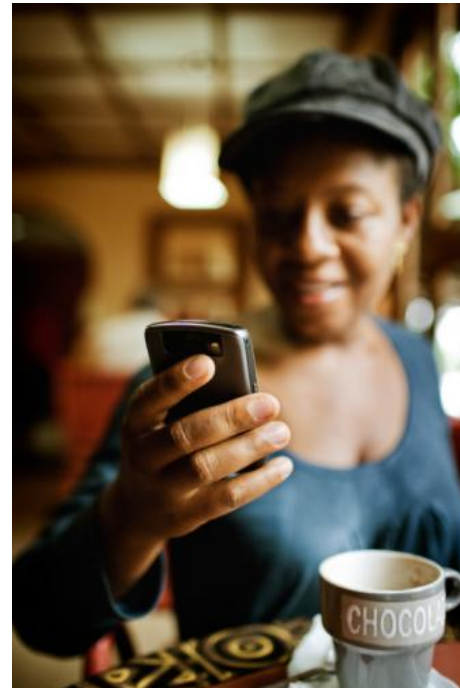
Being a node in a social network

- *You can participate in the Web 2.0 world*
- *There is a move towards mobility, constant connectivity, perpetual contact*
 - *This changes the realities of time and space and presence*
- *You can ask for feedback*
- *You can act on/respond to that feedback*
- *You can create opportunities for interaction with and customization of material*
- *You can facilitate information sharing*

Finally....

IT PRESENTS UNIQUE OPPORTUNITIES

The internet, mobile technology and social media grant access to populations that have been traditionally hard to reach:





Available at www.pewinternet.org...

- ***Mobile Access 2010***

<http://pewinternet.org/Reports/2010/Mobile-Access-2010.aspx>

- ***Understanding the Participatory News Consumer***

<http://www.pewinternet.org/Press-Releases/2010/Online-News.aspx>

- ***Social Media and Young Adults***

<http://www.pewinternet.org/Reports/2010/Social-Media-and-Young-Adults.aspx>

- ***Teens and Mobile Phones 2004-2009***

<http://www.pewinternet.org/Reports/2009/14--Teens-and-Mobile-Phones-Data-Memo.aspx>

- ***Wireless Internet Use***

<http://www.pewinternet.org/Reports/2009/12-Wireless-Internet-Use.aspx>



Thank you!

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