



Information Consumption 2010: Portable, Participatory and Personal

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Pew Internet Project

- **Part of the Pew Research Center, a nonpartisan “fact tank” that seeks to provide high quality, objective data to thought leaders and policy makers**
- **Funded by the Pew Charitable Trusts, but a separate entity**
- **All findings are based on nationally representative telephone surveys of US adults age 18+, drawn from dual-frame (RDD/cell) samples**

Today's Discussion

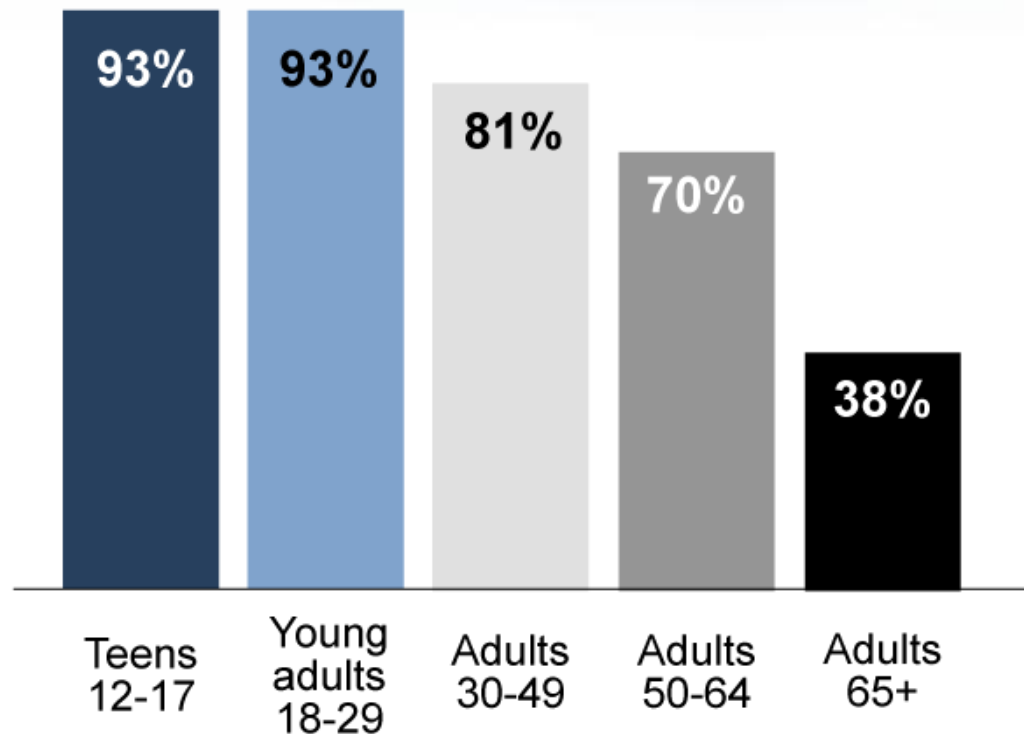
- 1) **Present some highlights of the new information ecology**
 - **Information Sources/Consumption Patterns**
 - **Online information consumers (who they are, how they behave, what they like)**
 - **Note generational differences**

- 2) **Present some tips for success in the new information ecology based on our findings and our own digital strategy**

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- The Basics (internet, mobility)
 - The New Information Ecology
 - Online Information Consumption
 - Tips for Success

The Basics

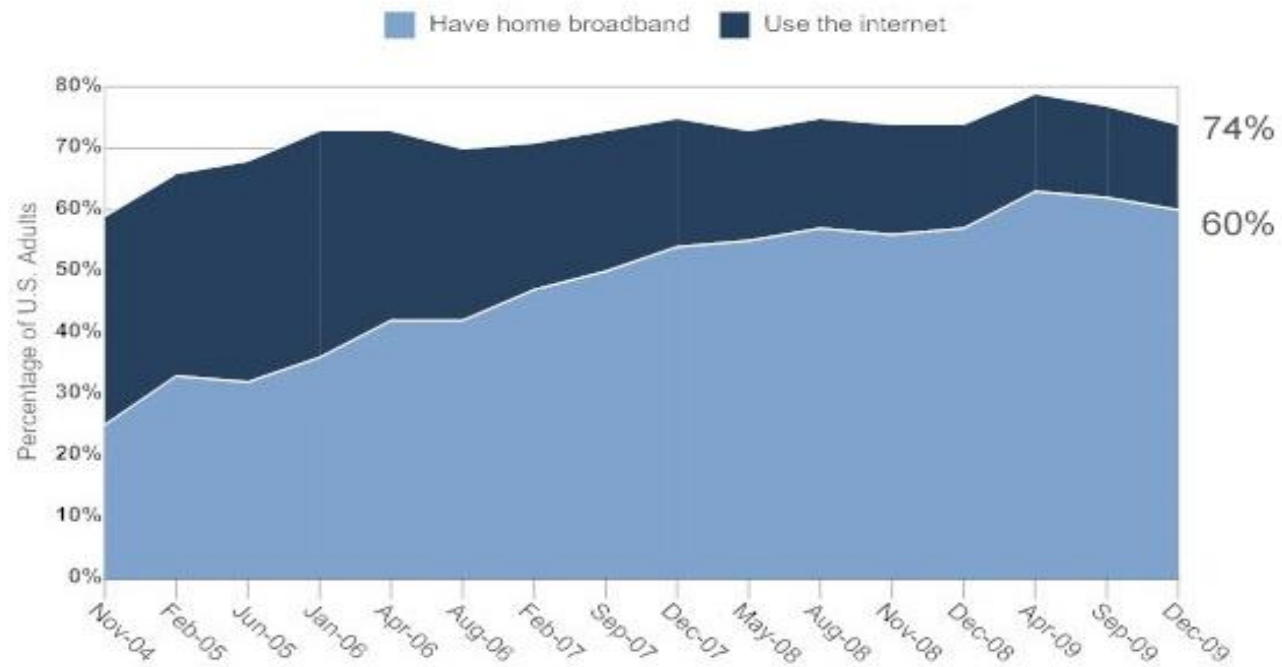
Who's online? The internet by age groups



Teens (12-17) data from September 2009.
Adults (18+) data from December 2009

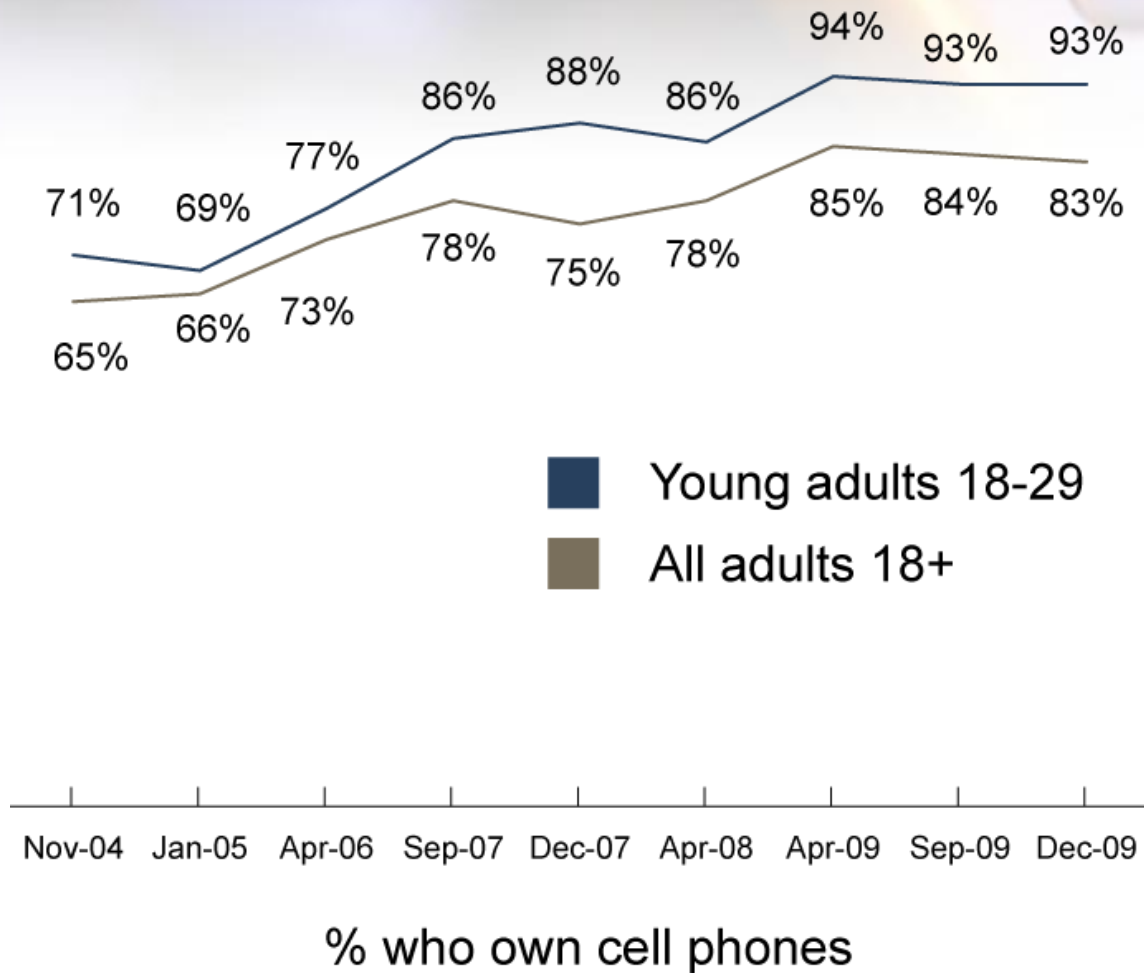
The Basics

Home Broadband Adoption, 2004-2009

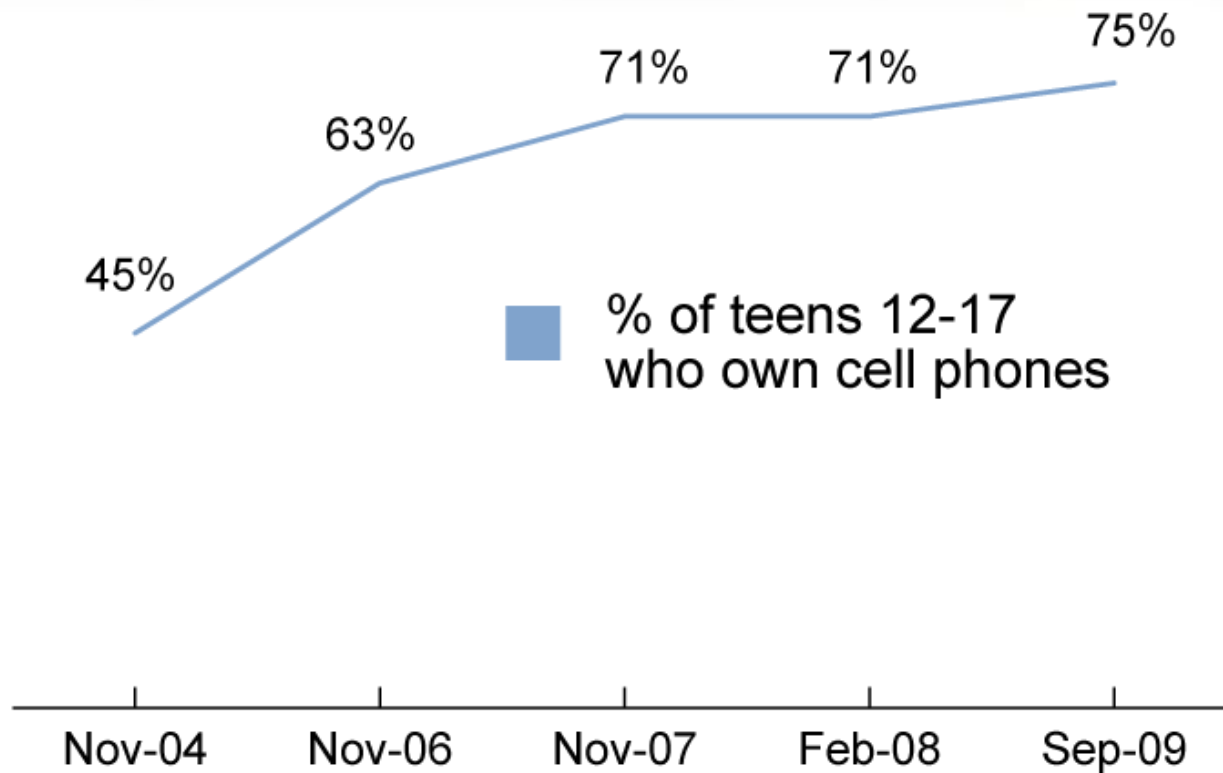


Source: Pew Internet & American Life Project surveys.

The Basics

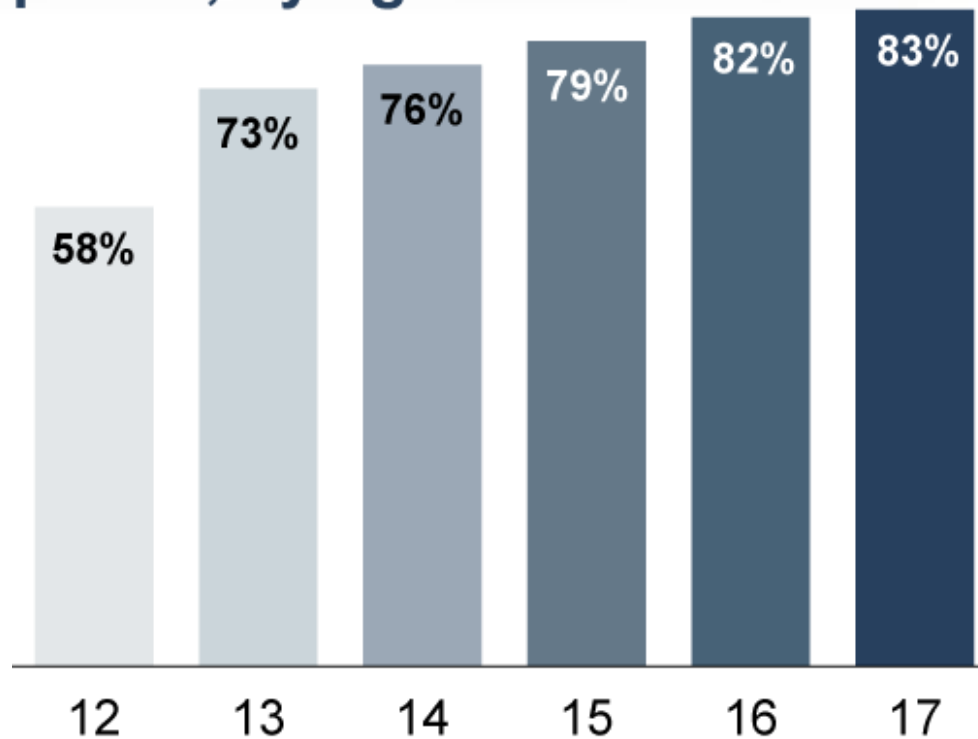


The Basics



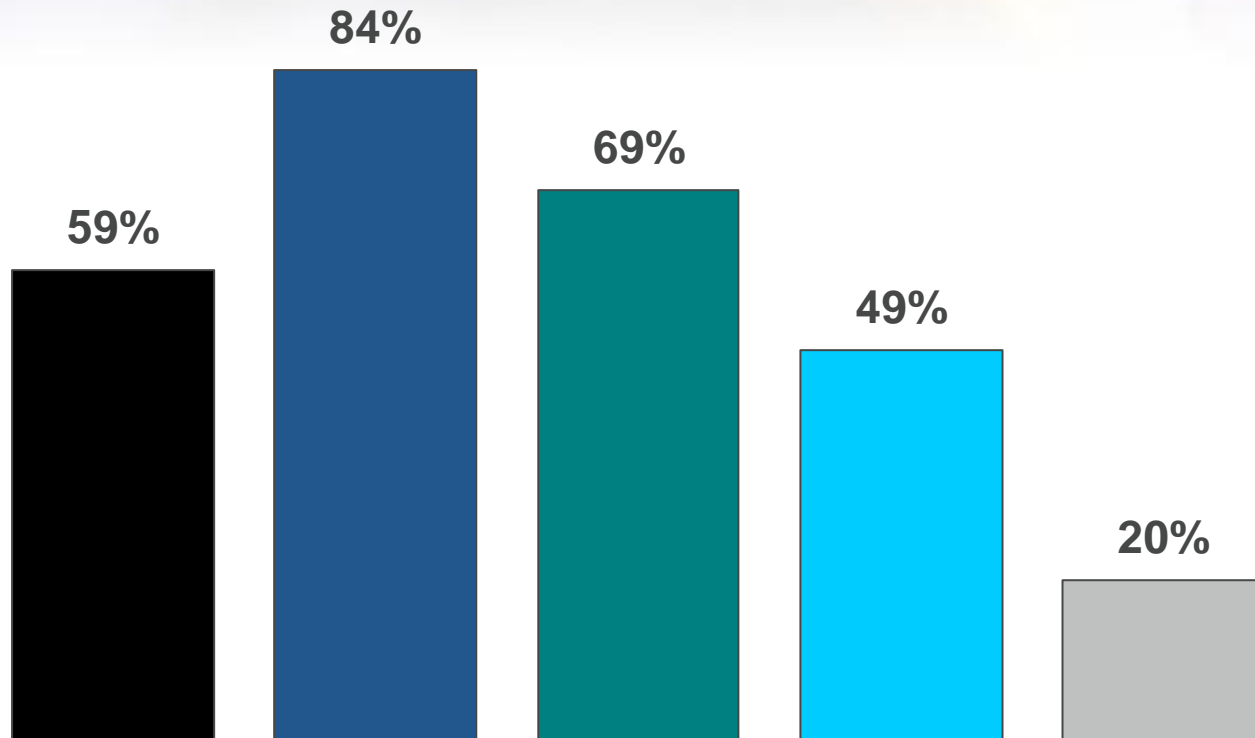
The Basics

% of teens who own a cell phone, by age



The Basics

■ All adults ■ 18-29 ■ 30-49 ■ 50-64 ■ 65+



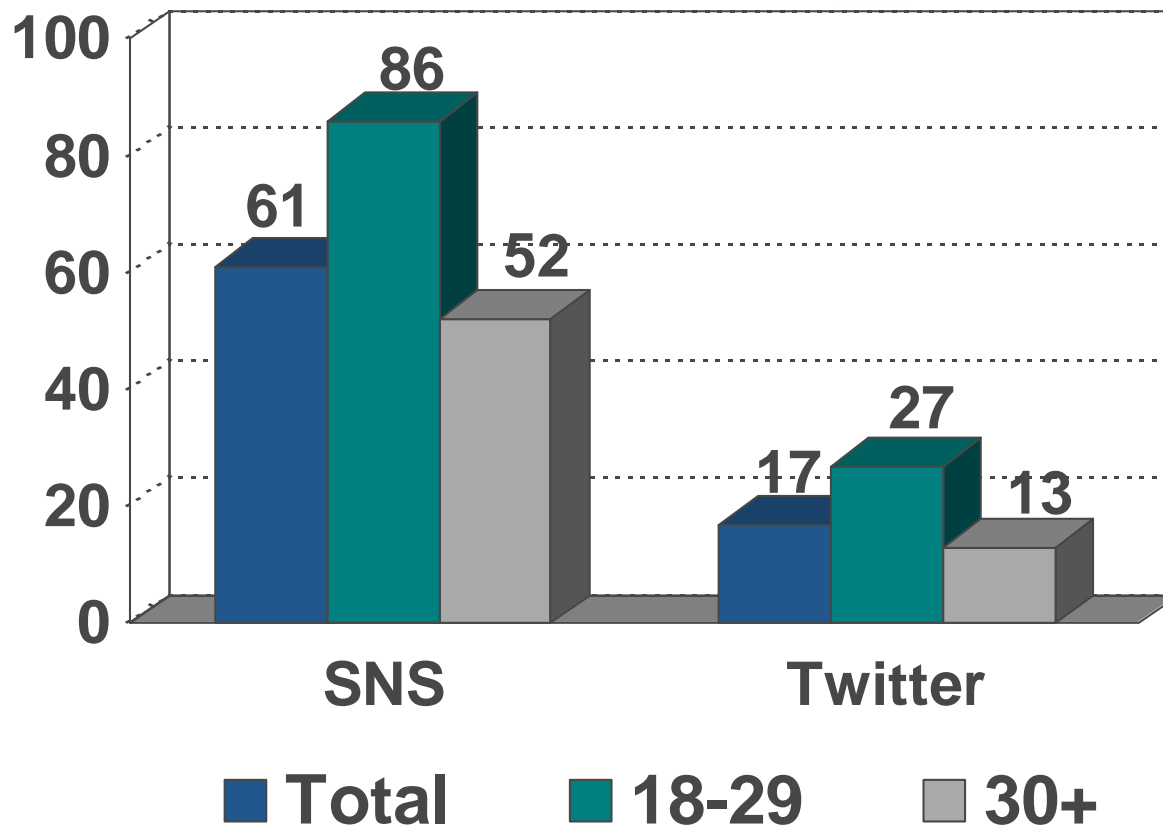
% who connect to the internet wirelessly using a laptop or handheld device

The Basics

- Overall, wireless internet users are more engaged in online activities
- Half of all African-American adults (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 users of the mobile internet
- African-American mobile internet use is growing at a faster rate than non-Hispanic whites and Hispanics

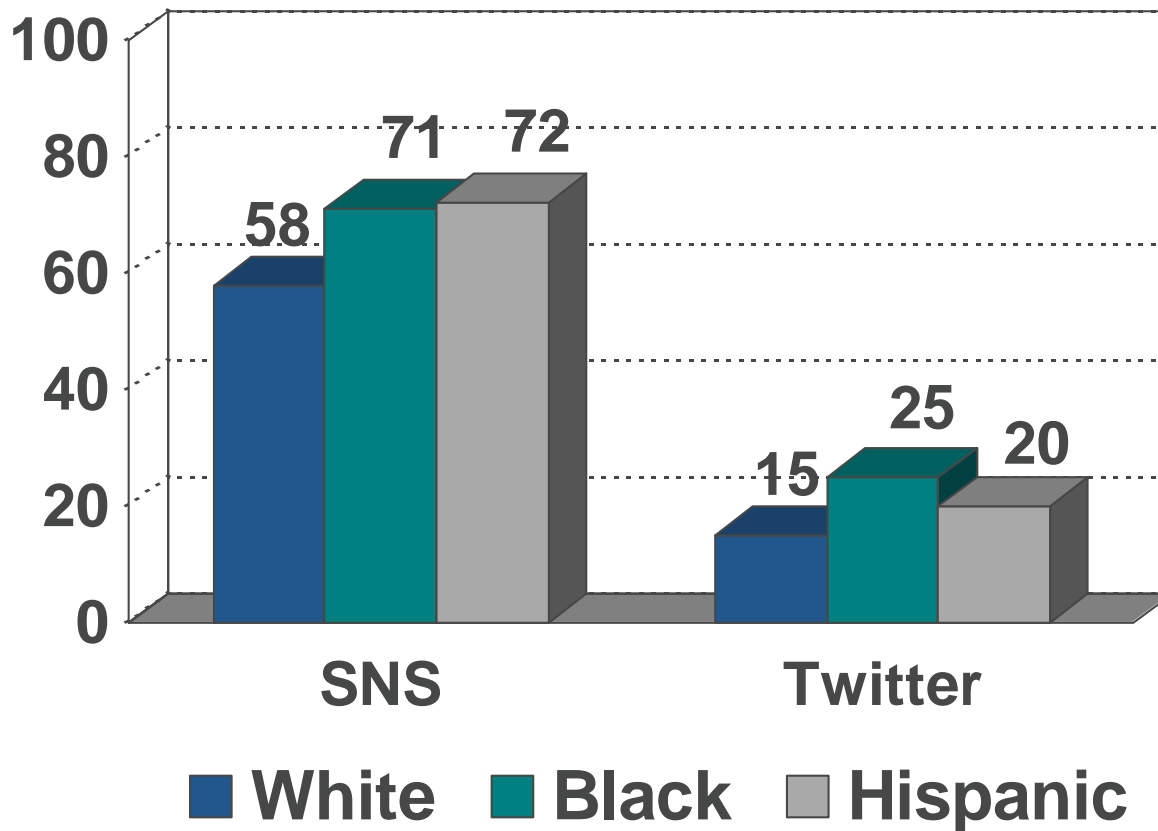
The Basics

Percent of Online Adults Who Use Social Media



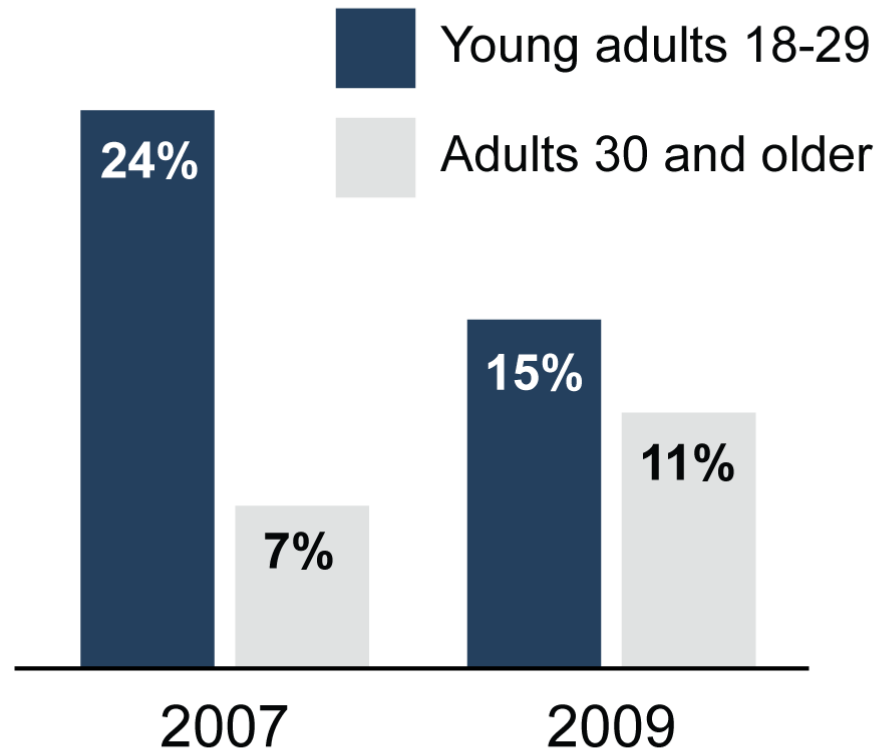
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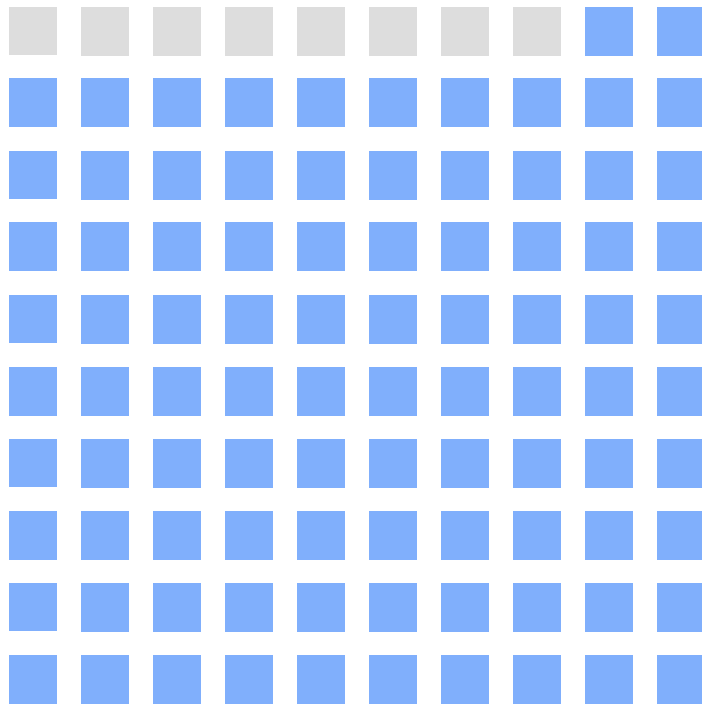
The Basics

Adults: Blogging over time

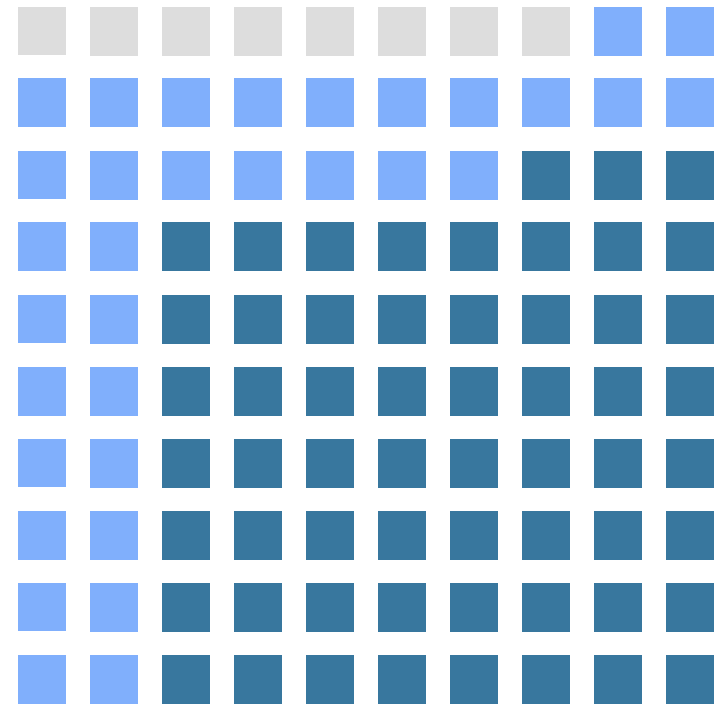


The “New” Information Ecology

■ 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



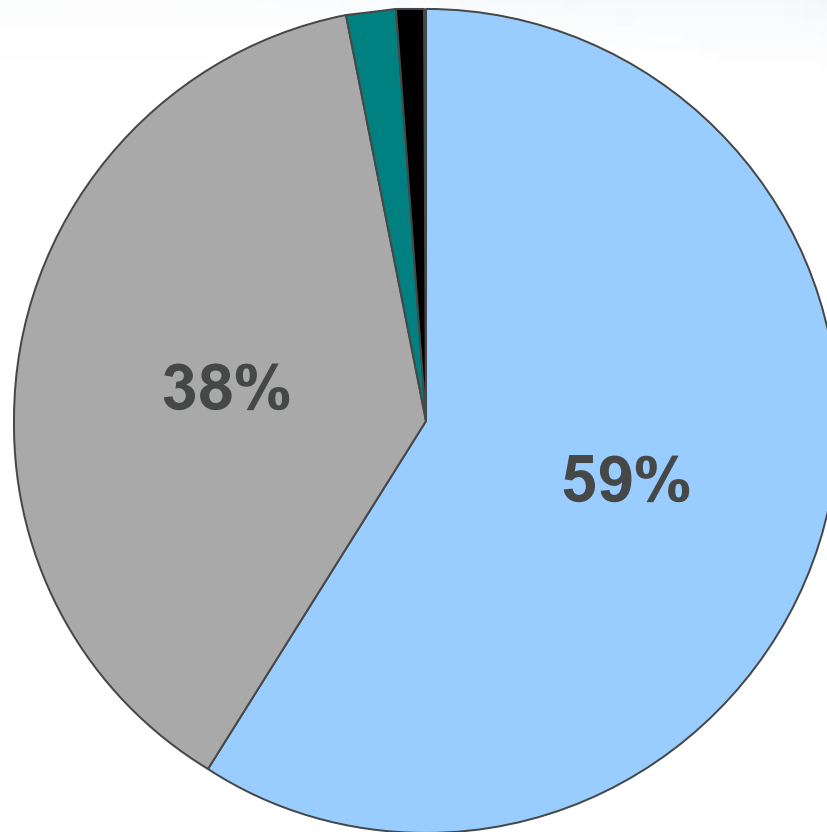
*Platforms include print newspapers, television, radio and the internet

The “New” Information Ecology



Menu of Choices for News on a Typical Day

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

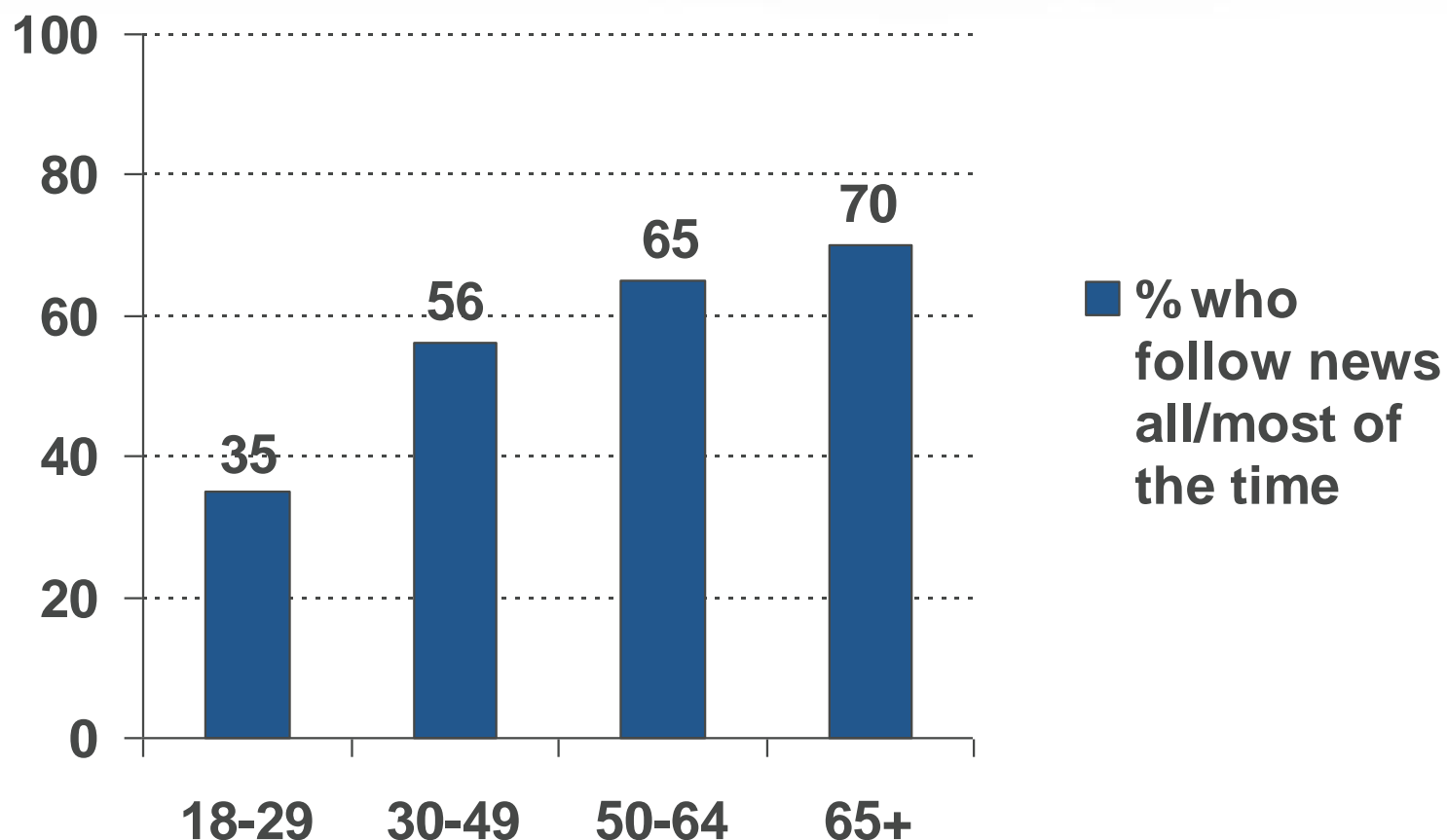
- The internet has not replaced/
displaced traditional media

but...

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

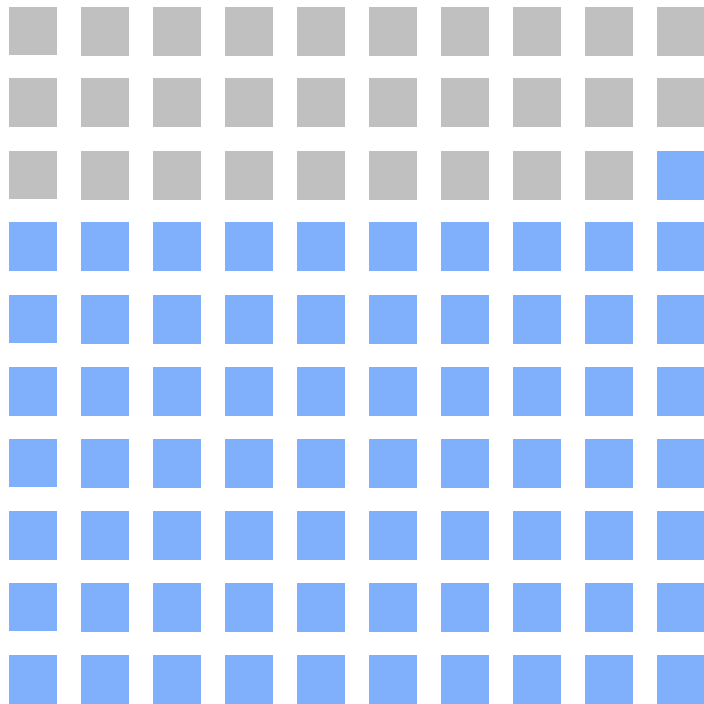
The “New” Information Ecology

Young Adults are the Least Avid News Consumers

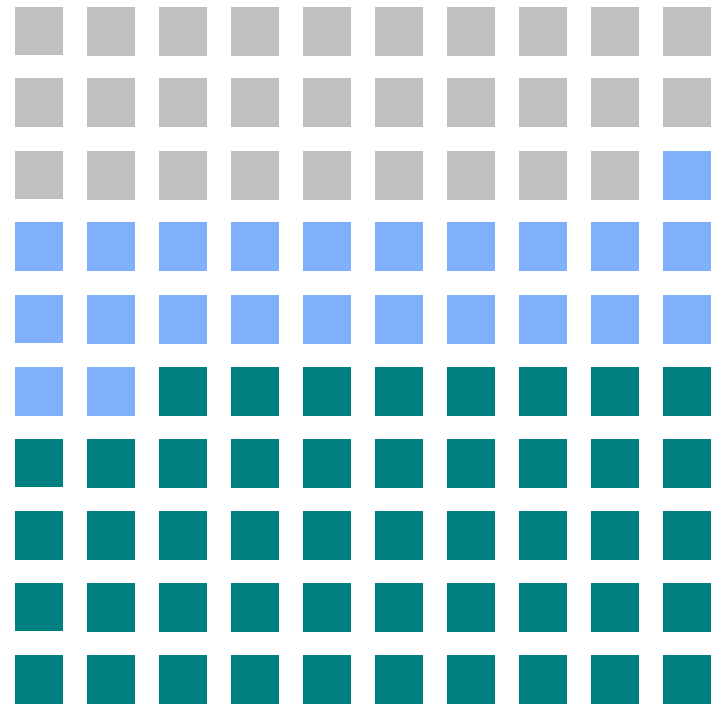


The Online News Consumer

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

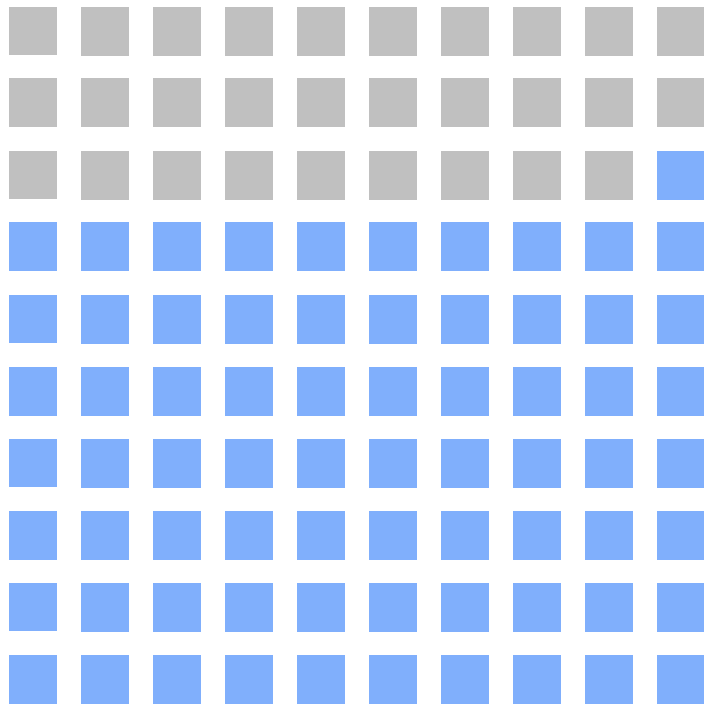


■ The majority of online news consumers are under age 50

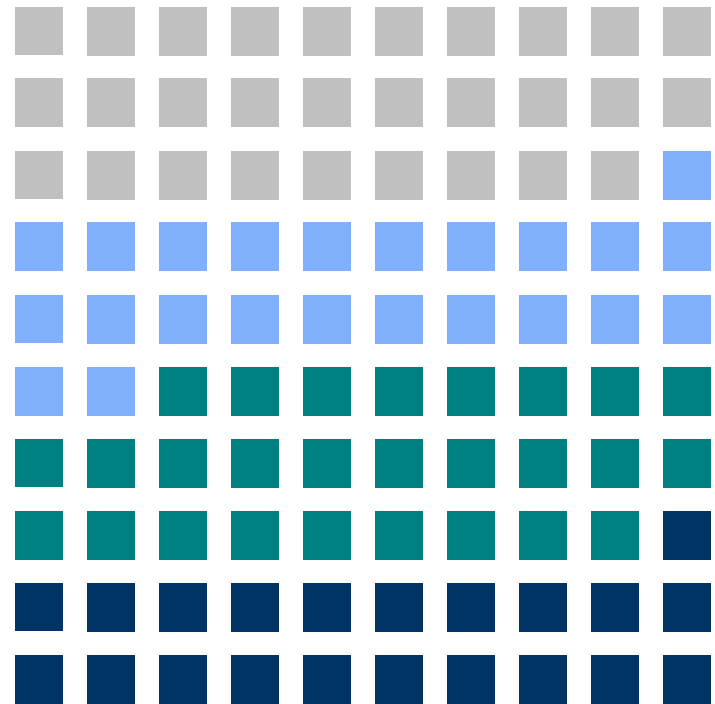


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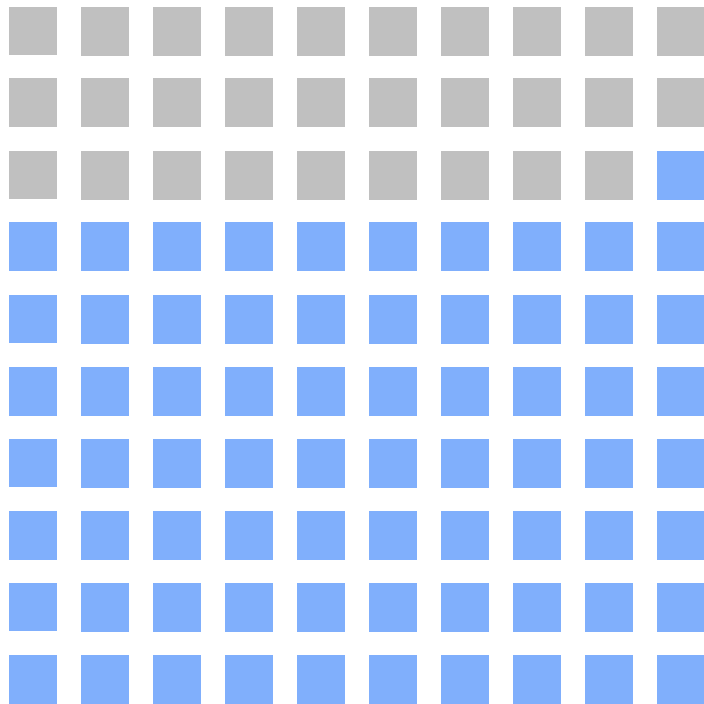


■ Almost a third of online news consumers are under age 30

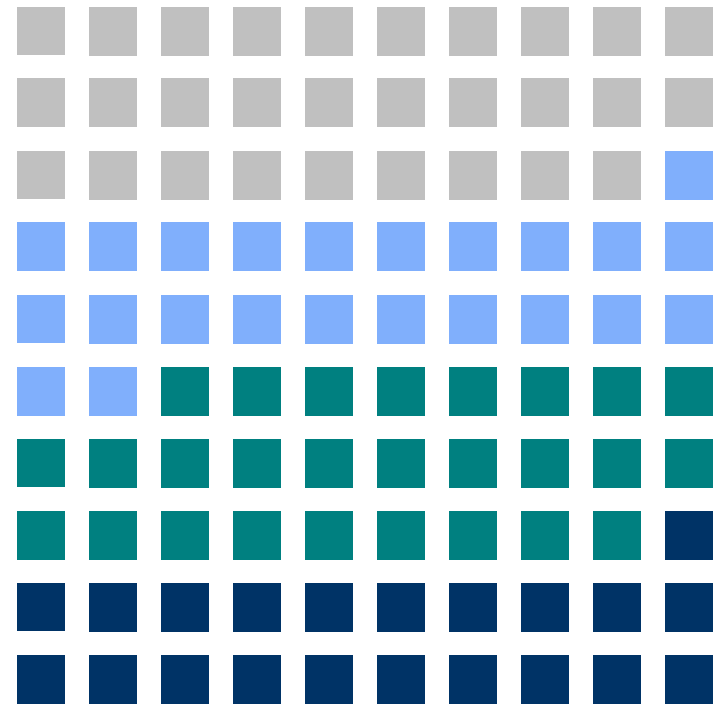


The Online News Consumer

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

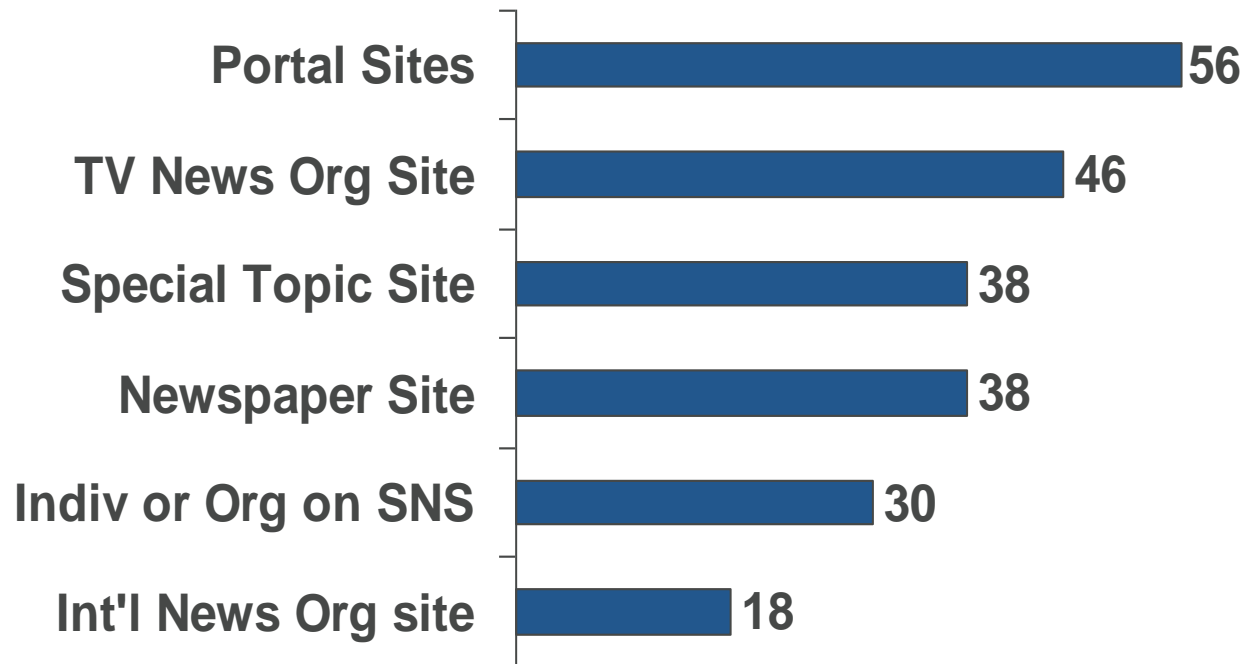
The Online News Consumer

Online News 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

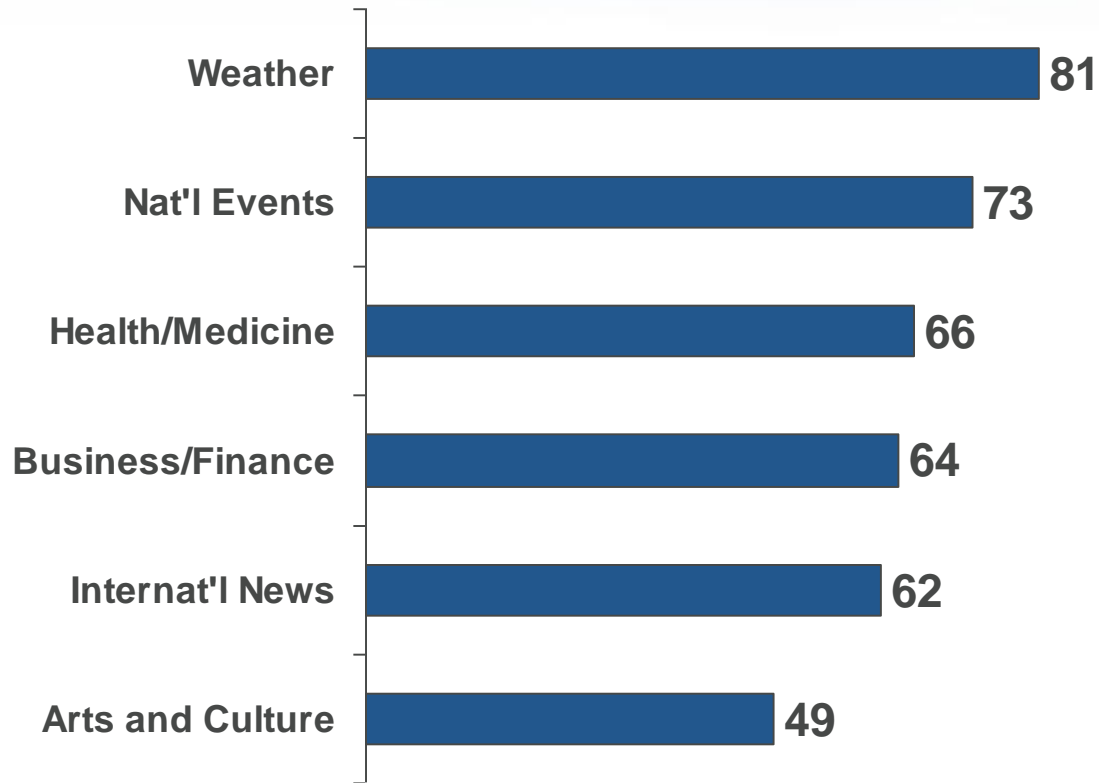
Most Popular Online Sources for News and Information



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

The Online News Consumer

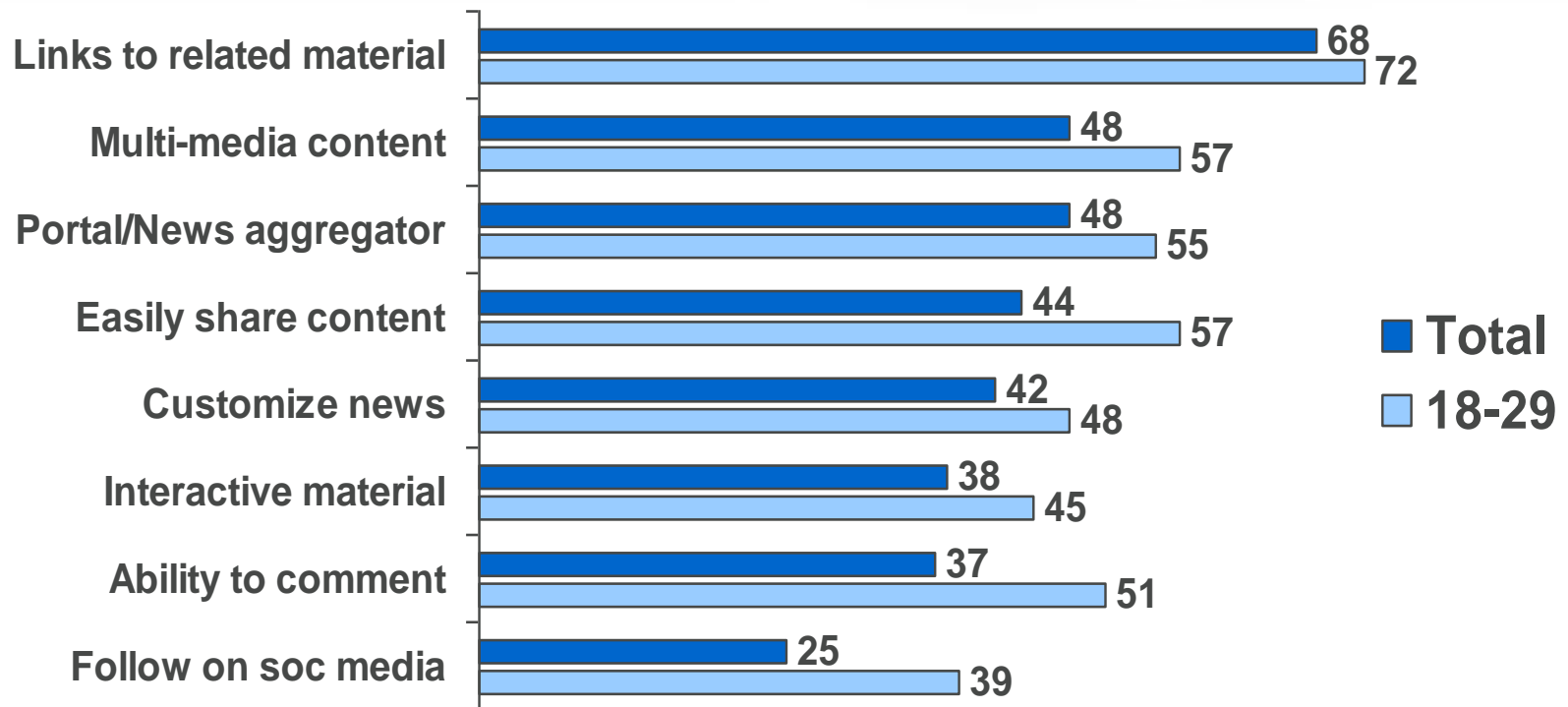
What Are the Most Popular Online News Topics?



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

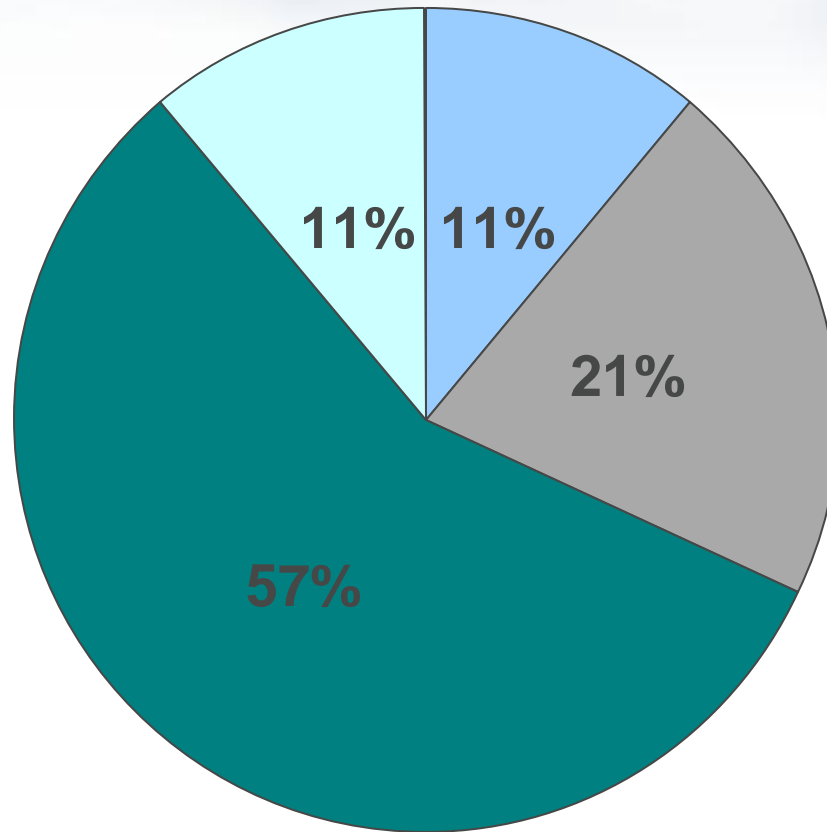
The Online News Consumer

Most Popular Features of Online News Sites



% of Online News Consumers Who Say Each Feature is Important

The Online News Consumer

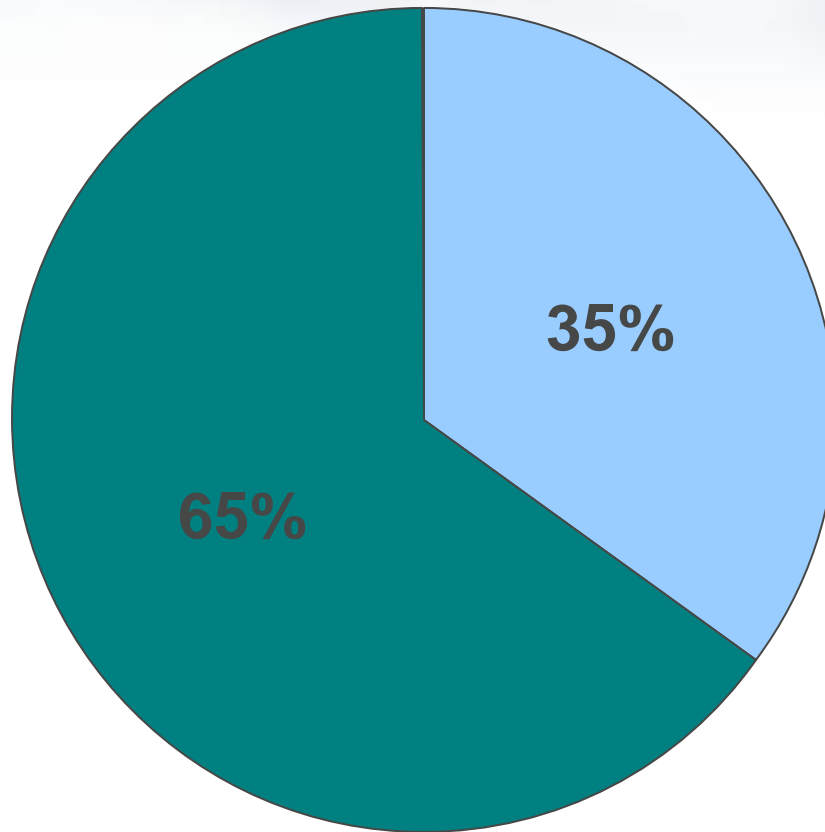


How many websites, if any, do you routinely rely on for news and information?

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

% of Online News Consumers

The Online News Consumer

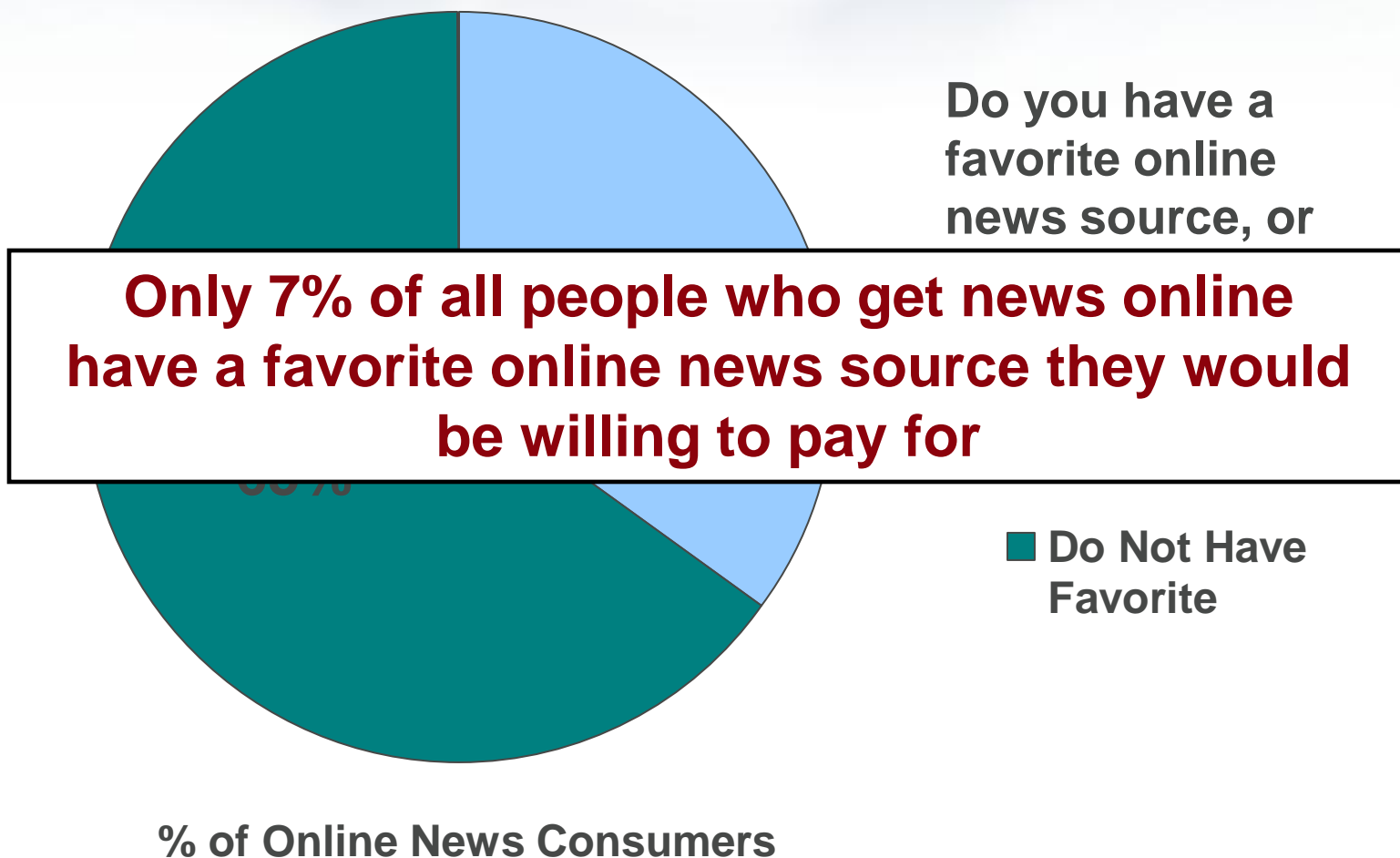


Do you have a favorite online news source, or do you not have a favorite?

- Have Favorite
- Do Not Have Favorite

% of Online News Consumers

The Online News Consumer



The Online News Consumer

Online News Consumers are...

- ***Efficient Grazers***
- ***Hunters and Gatherers*** (71% go online specifically to get news/information at least a few times a week)
- ***Serendipitous News Discoverers*** (80% come across news/information at least a few times a week while they are online doing other things)
- ***News 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



Online News is...

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

Online information is portable

- ***“On the Go” News 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***

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

Tips for Success in the “New” Information Ecology

Industrial Age

Info was:

Scarce

Expensive

Institutionally
oriented

Designed for
consumption

Information Age

Info is:

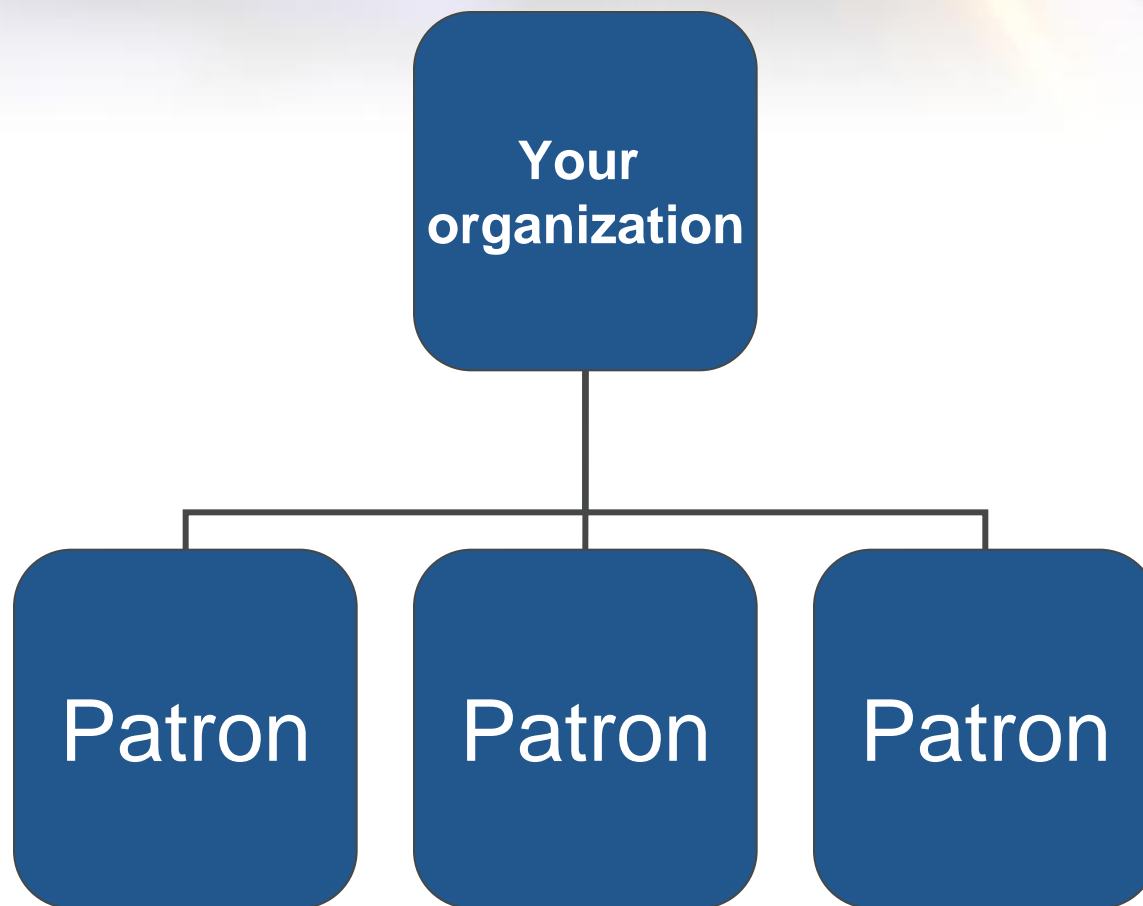
Abundant

Cheap

Personally
oriented

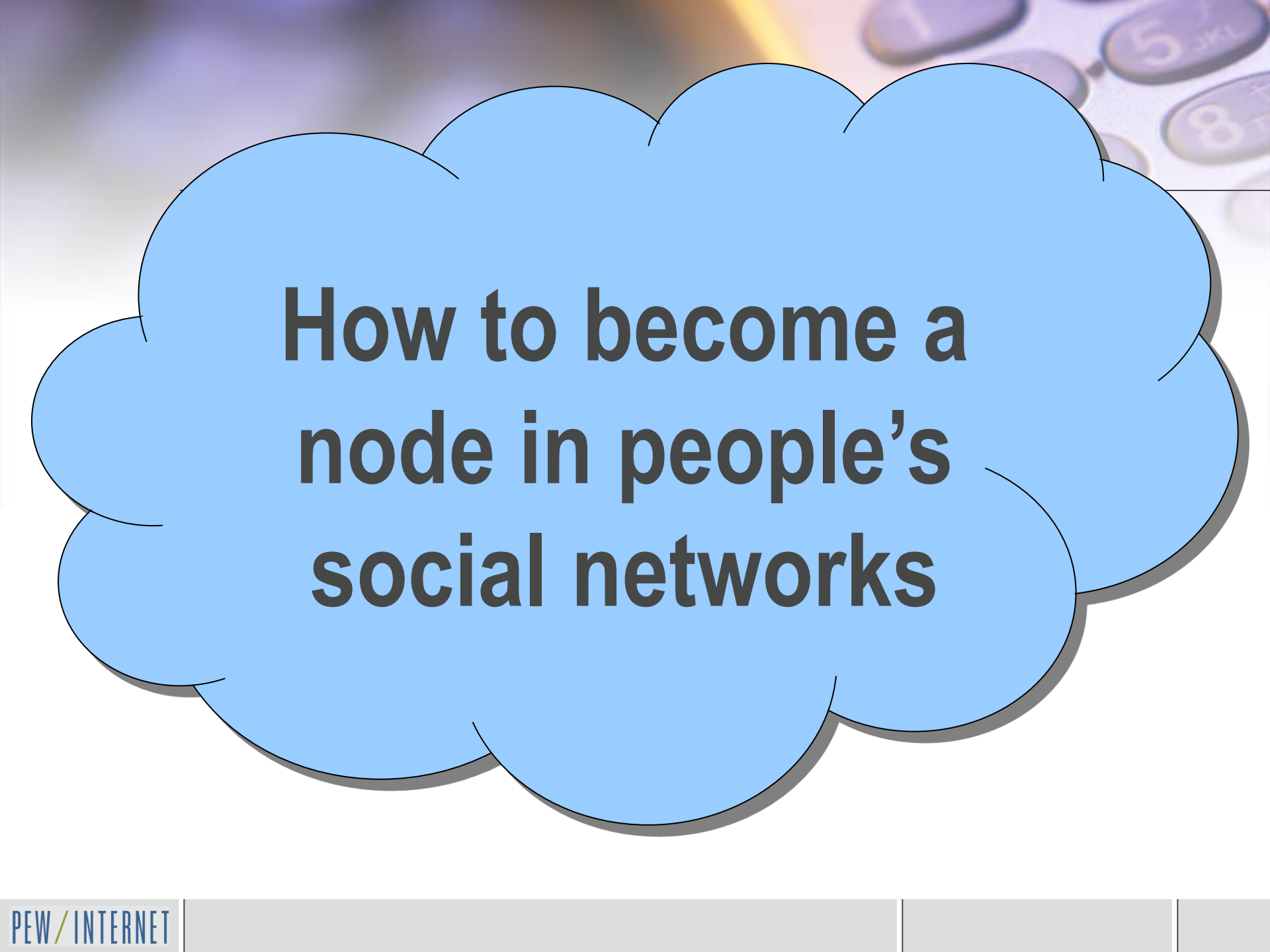
Designed for
participation

No longer think like this...



Now think like this...





How to become a node in people's social networks



Tips on becoming a node in a social network

- Think like a friend, not an institution
- Play to your strengths by being an expert, a filter, a recommender (linker), and a facilitator
- Be aware that your audience is bigger than the available evidence provides – lurkers and future arrivals are part of the mix
- Remember that your information can (will, should) have an organic life beyond your presentation of it
- Look for opportunities to build communities with your material



More tips on becoming a node in a social network

- Participate in the Web 2.0 world
- Embrace the move towards mobility, constant connectivity, perpetual contact
 - This changes the realities of time and space and presence
- Ask for feedback
- Act on/respond to that feedback
- Provide opportunities for interaction with and customization of material
- Facilitate information sharing



The four A's of online information flow

- Get Attention
 - Leverage your services and knowledge
 - Offer alerts, updates, feeds
 - Have a presence in relevant places
 - Find pathways through someone's social network
- Enable Acquisition
 - Be findable in a long-tail world
 - Pursue new distribution methods
 - Offer link love (for selfish reasons)
 - Participate in the conversation about your work

The four A's of online information flow

- Help with Information Assessment
 - Be transparent
 - Link everything and archive everything
 - Aggregate the best related work
 - Acknowledge mistakes and seek forgiveness
- Facilitate Action
 - Offer opportunities for feedback
 - Offer opportunities for remixing, customization, interaction
 - Offer opportunities for community building
 - Be open to the wisdom of the crowd

Finally....

BE READY FOR THE SPOTLIGHT!!

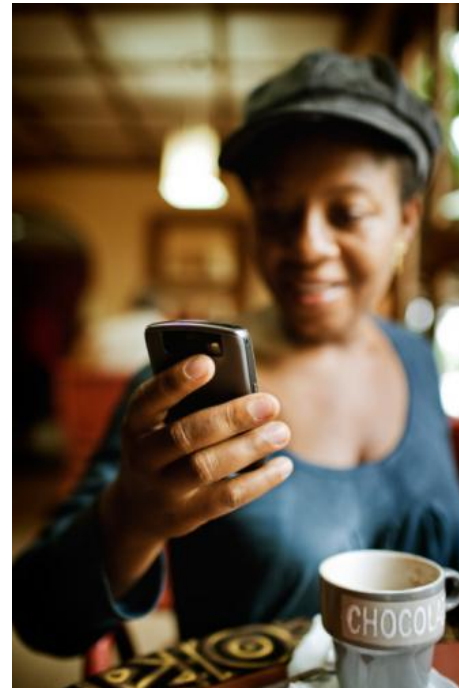
You never know when your material will go viral, be picked up by a major organization, or create/mobilize a community or following



Finally....

EMBRACE THE OPPORTUNITIES!!

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





Available at www.pewinternet.org...

- ***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>

- ***The State of Online Video***

<http://www.pewinternet.org/Reports/2010/State-of-Online-Video.aspx>



Thank you!

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