



Information Consumption 2010: Portable, Participatory and Personal

New Jersey Arts Marketers
Media Roundtable
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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**

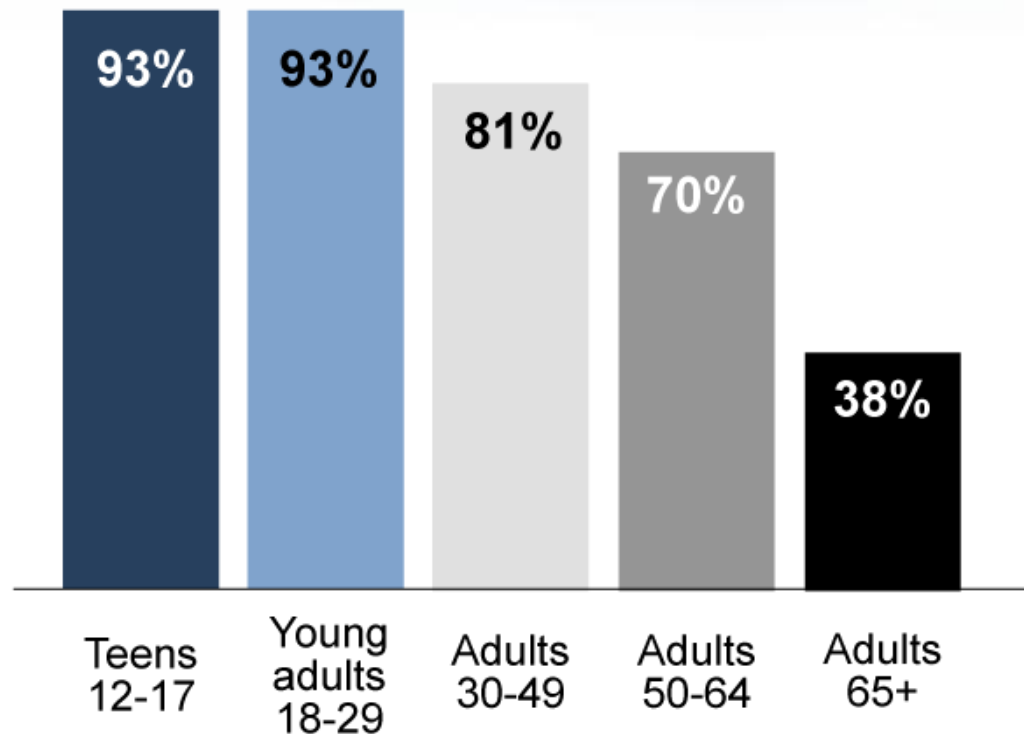
Today's Discussion

- 1) **Present some highlights of the new information ecology**
 - **Information Sources/Consumption Patterns**
 - **Online information consumers (including online news consumers, chronically ill internet users, and health information seekers)**
 - **Talk about 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

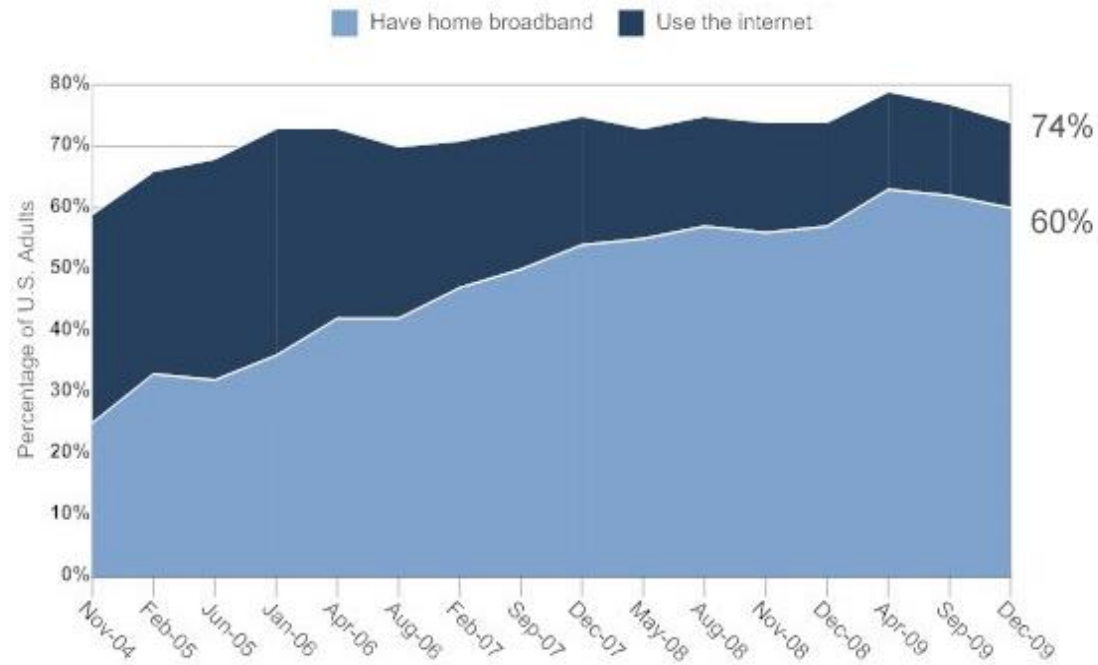


Pew Internet
Pew Internet & American Life Project

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

The Basics

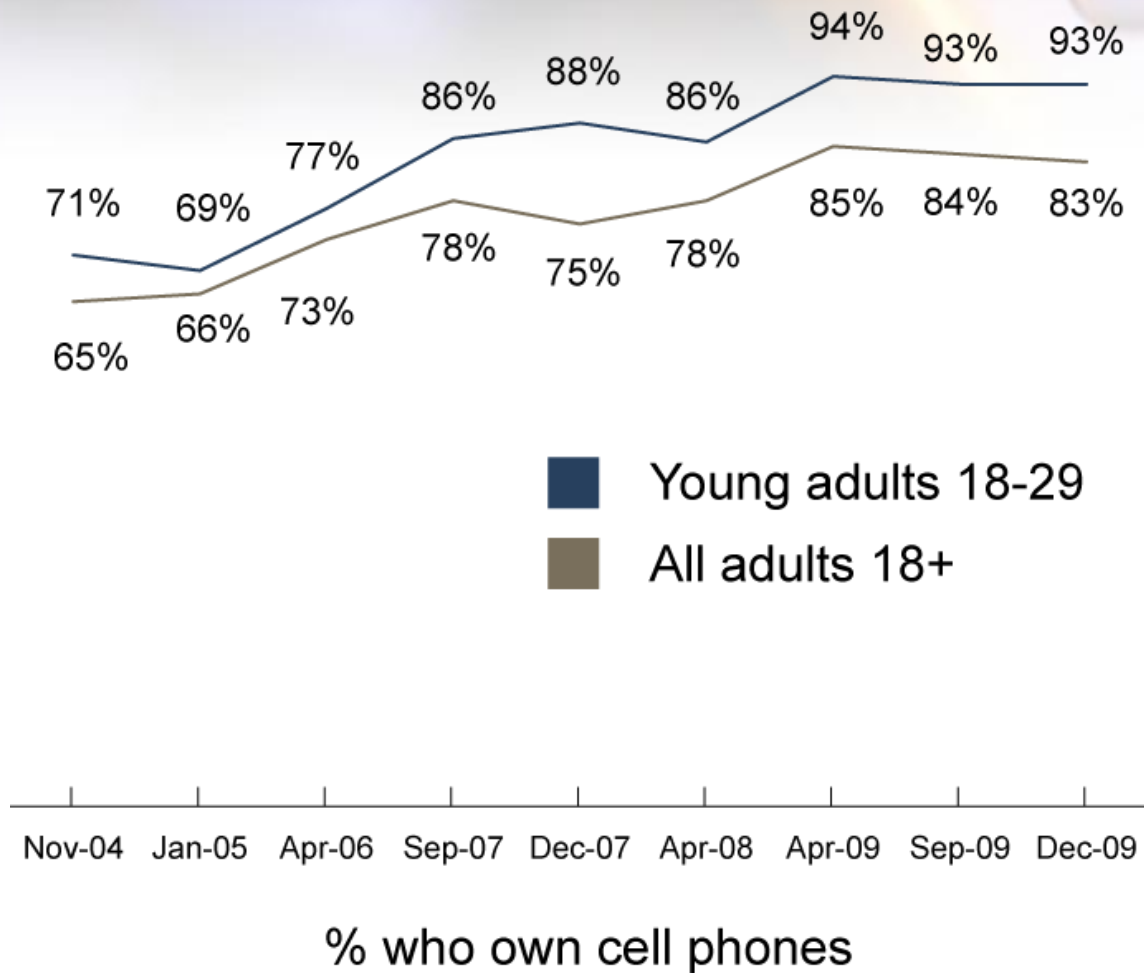
Home Broadband Adoption, 2004-2009



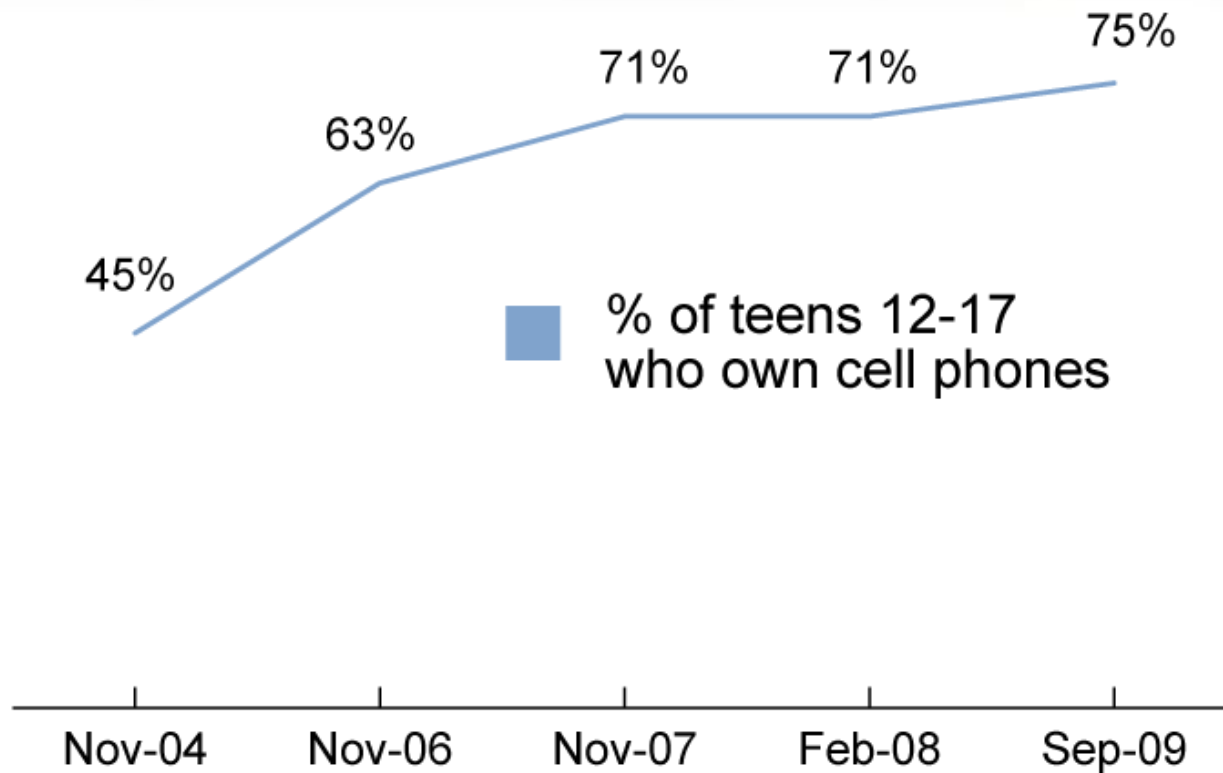
Source: Pew Internet & American Life Project surveys.



The Basics

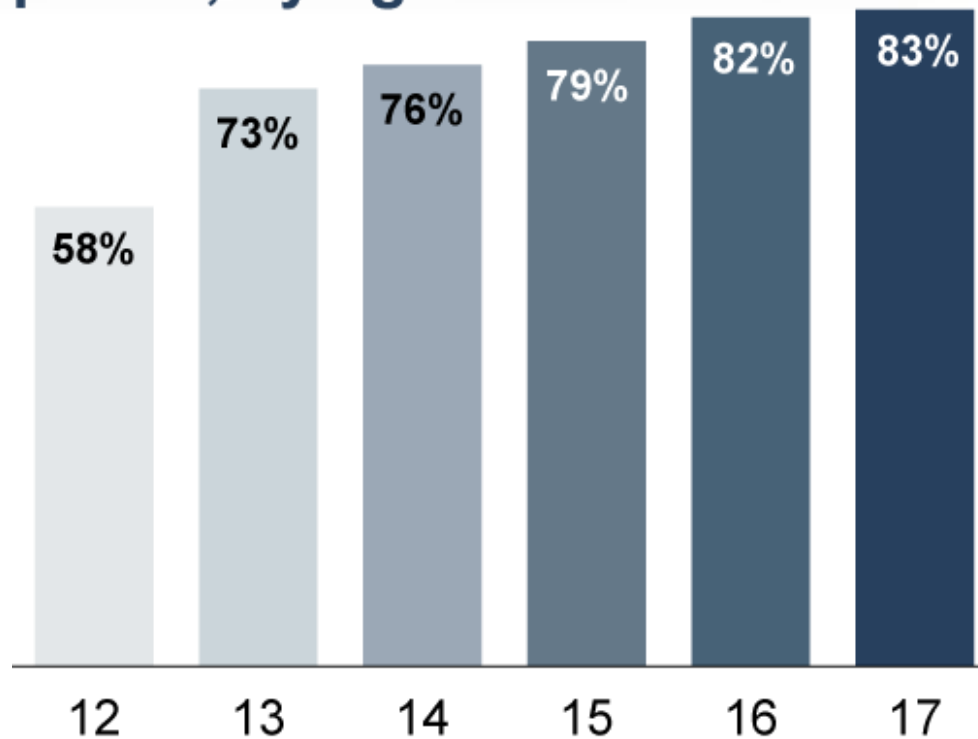


The Basics



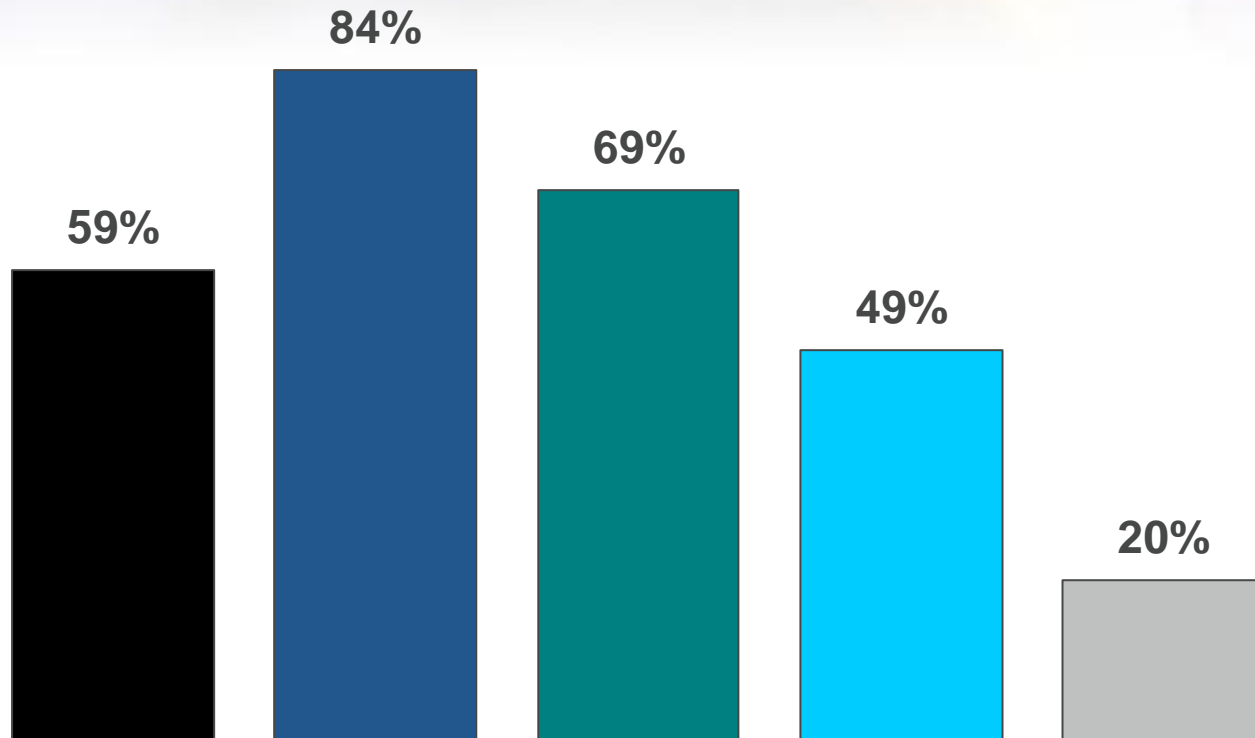
The Basics

% of teens who own a cell phone, by age



The Basics

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



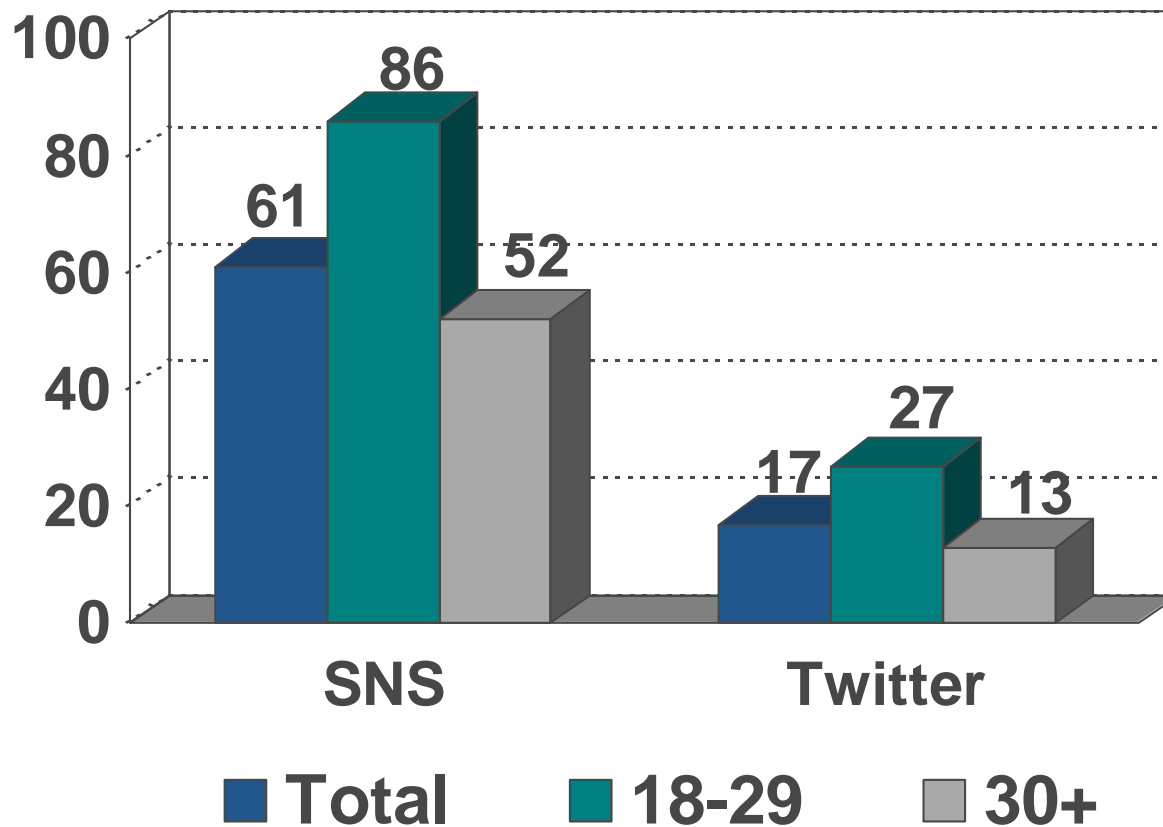
% who connect to the internet wirelessly using a laptop or handheld device

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

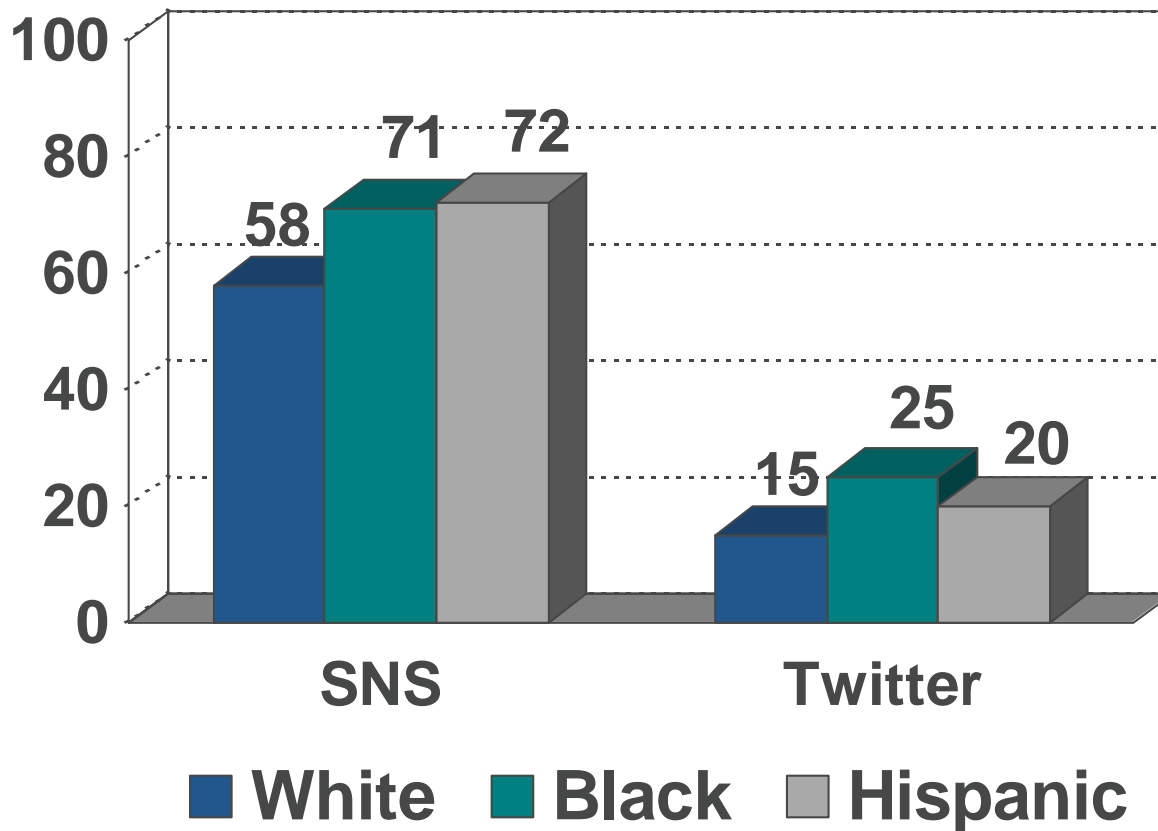
The Basics

Percent of Online Adults Who Use Social Media



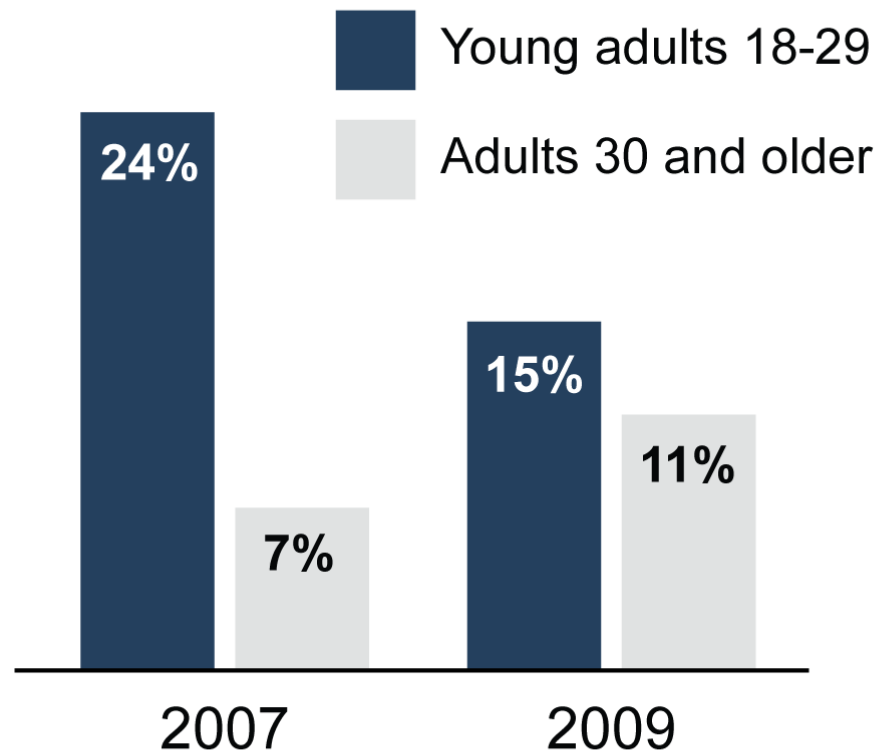
The Basics

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The Basics

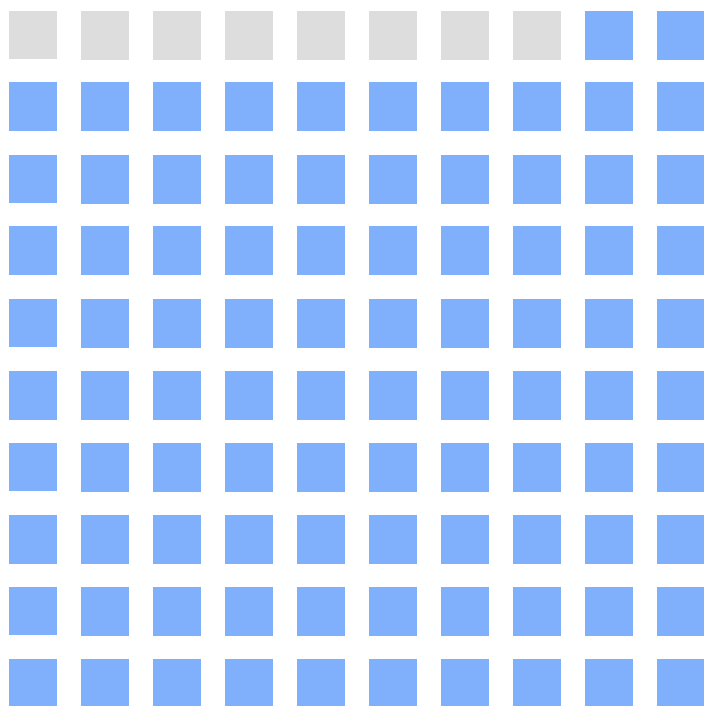
Adults: Blogging over time



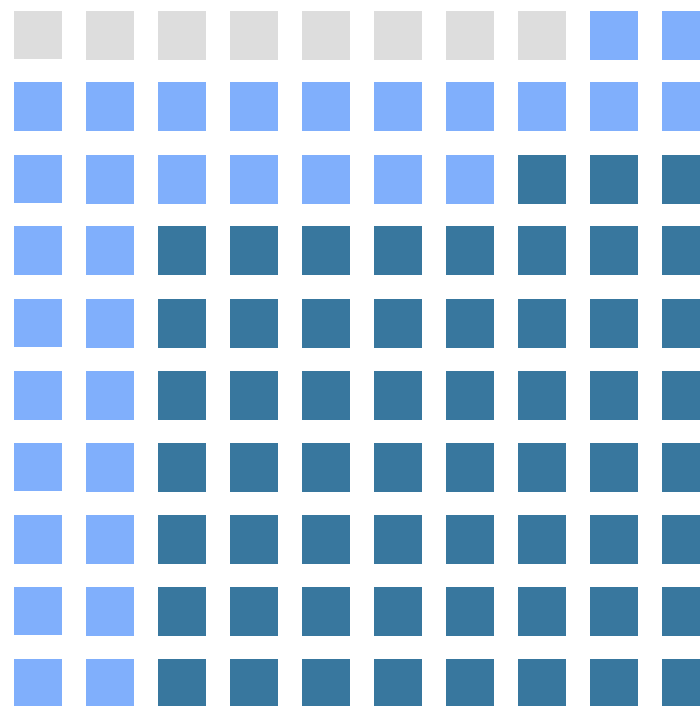
The “New” Information Ecology

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



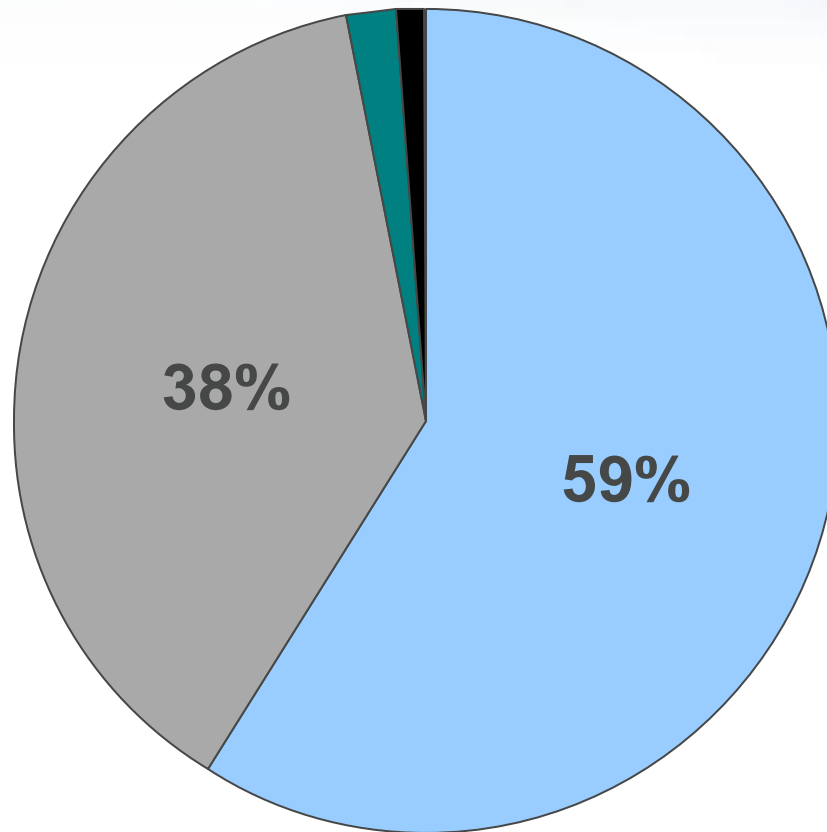
*Platforms include print newspapers, television, radio and the internet

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

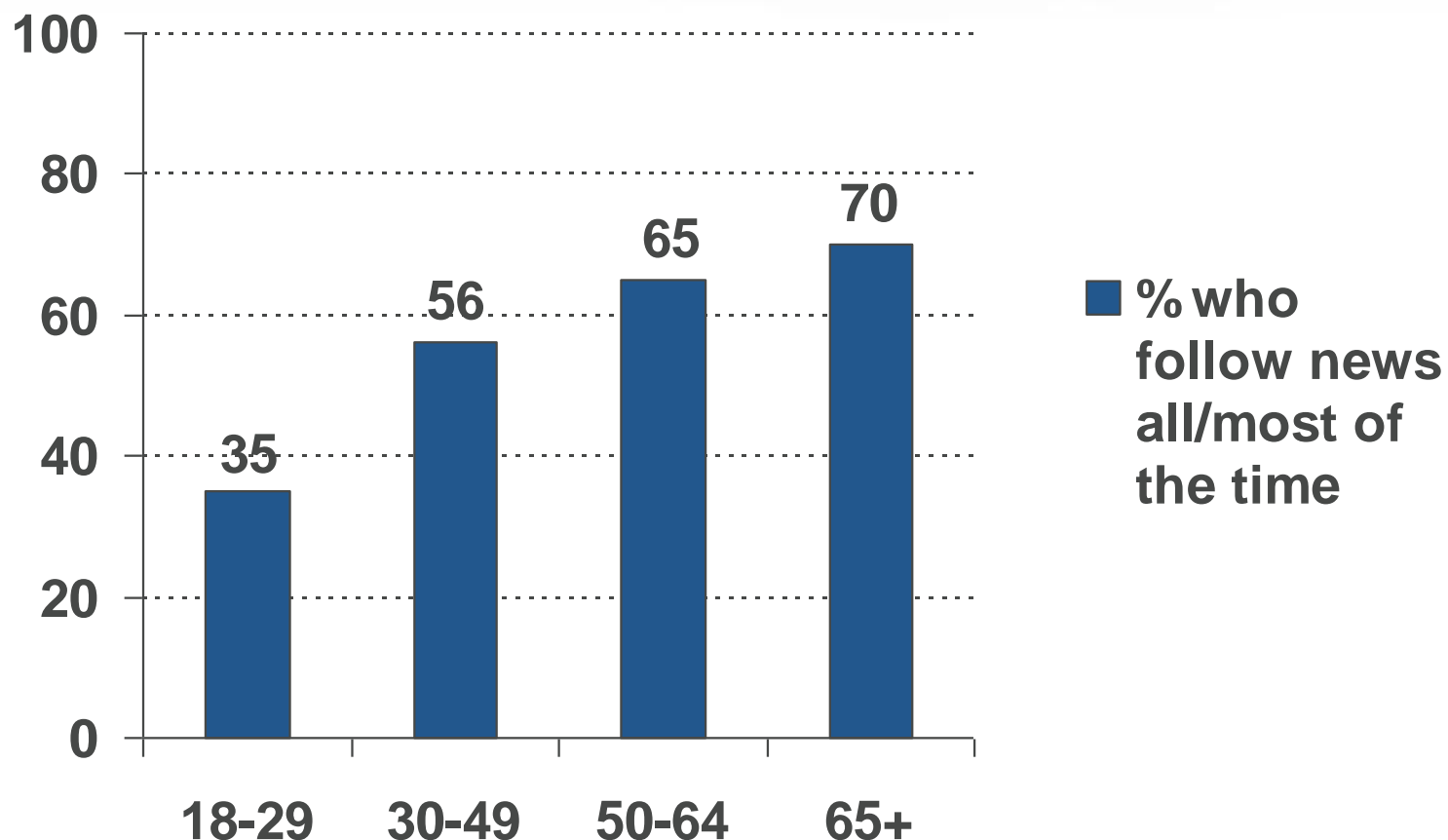
- The internet has not replaced/
displaced traditional media

but...

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

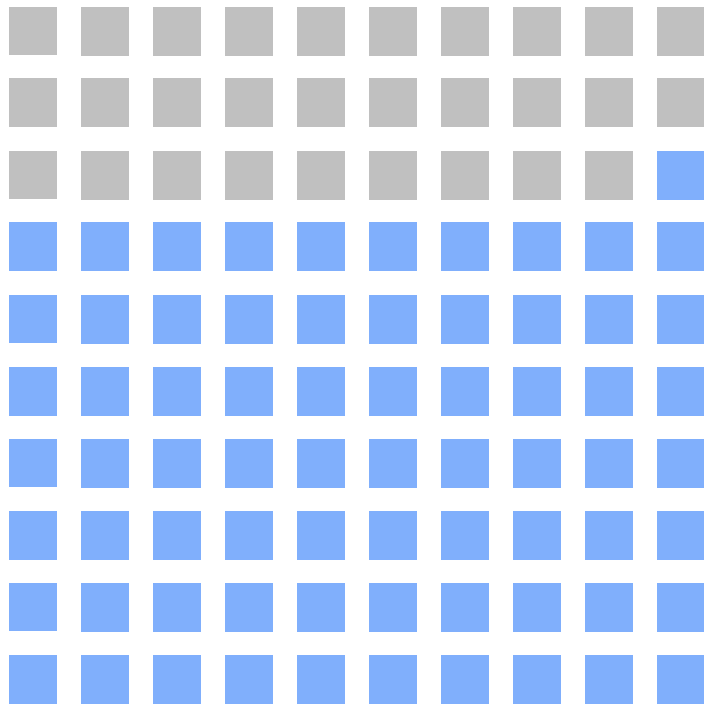
The “New” Information Ecology

Young Adults are the Least Avid News Consumers

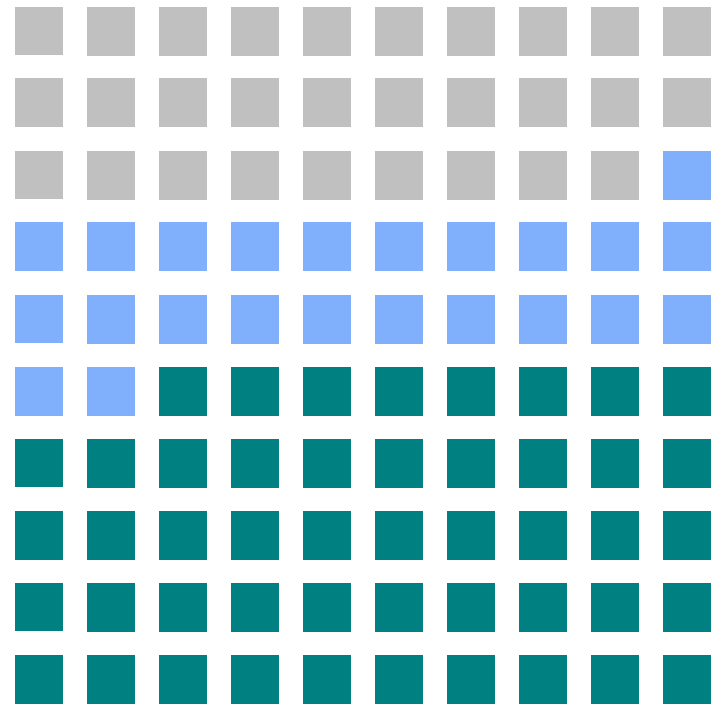


The Online News Consumer

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

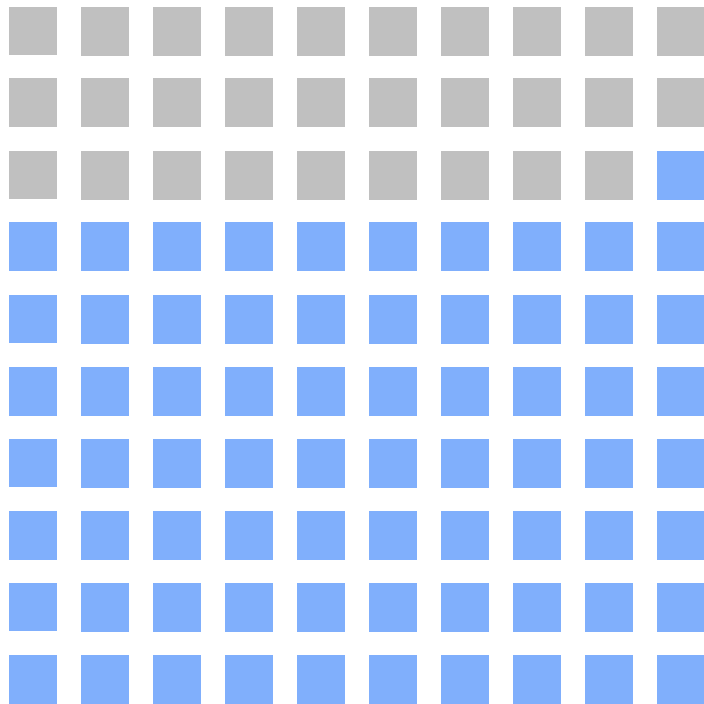


■ The majority of online news consumers are under age 50

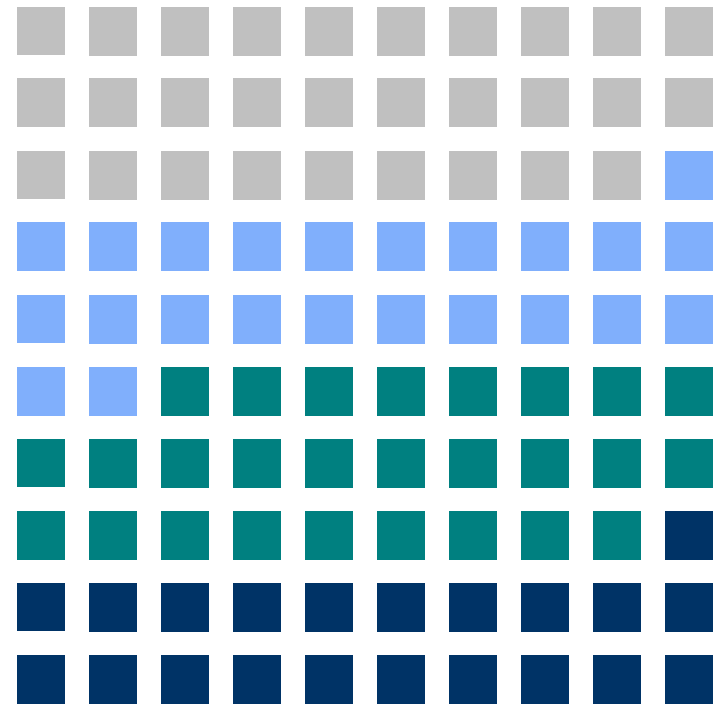


The Online News Consumer

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



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



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

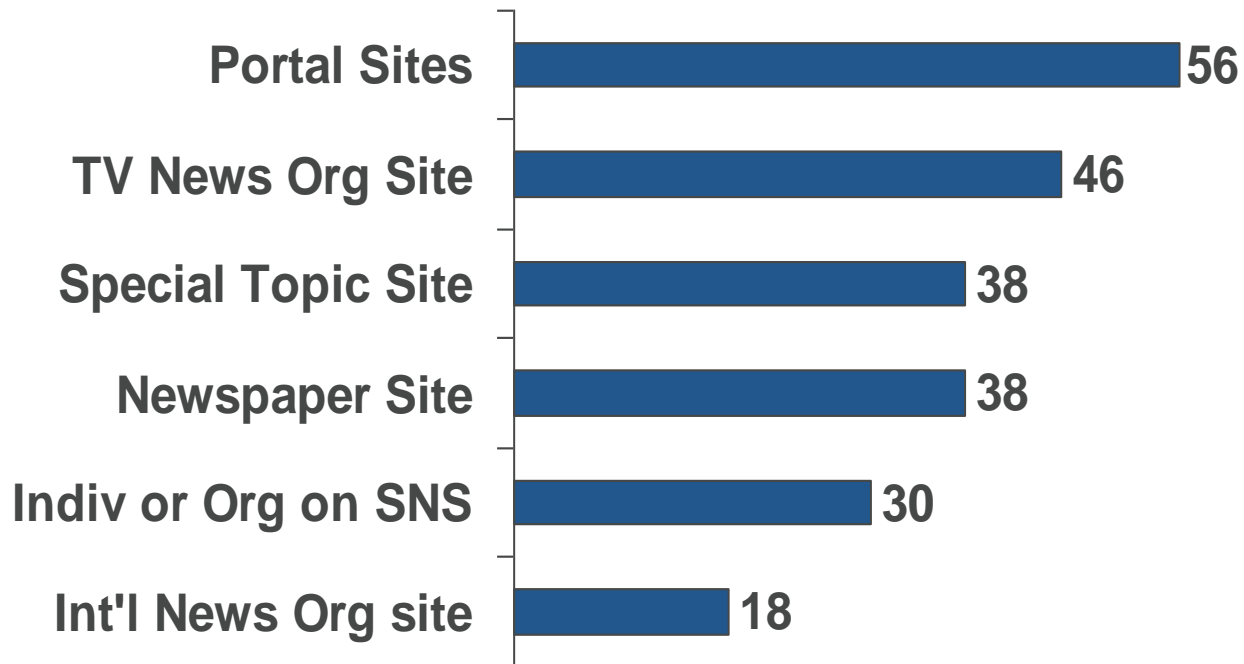
The Online News Consumer

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

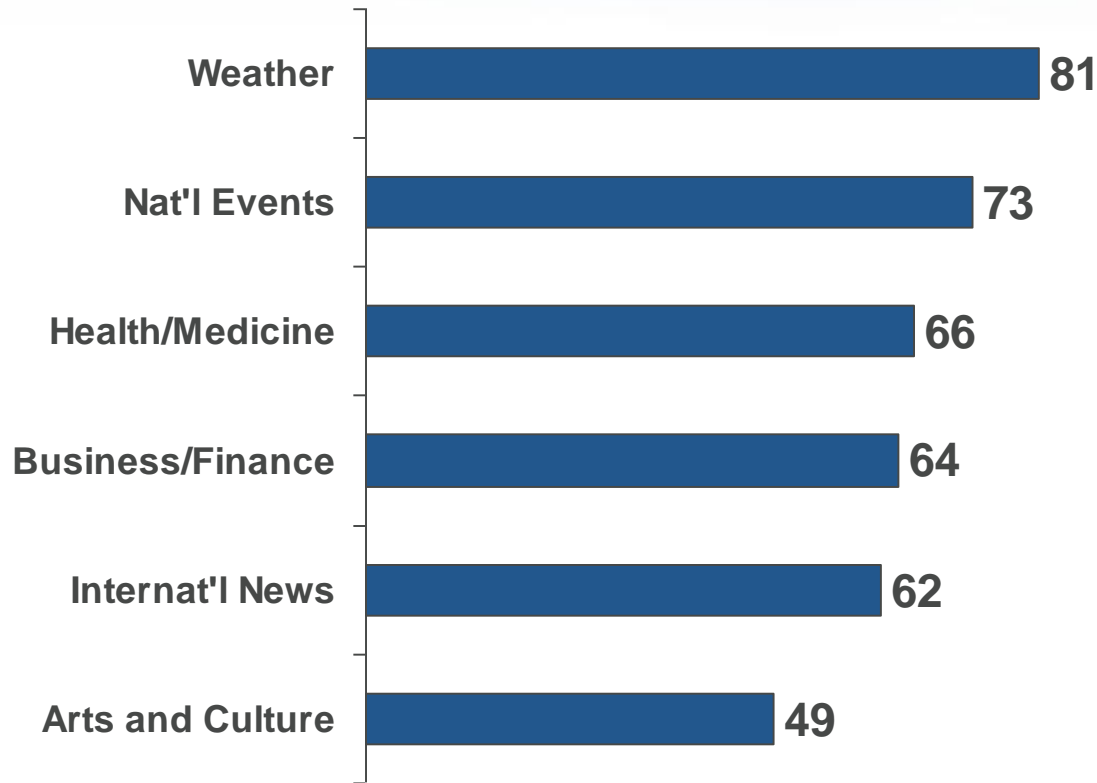
Most Popular Online Sources for News and Information



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

The Online News Consumer

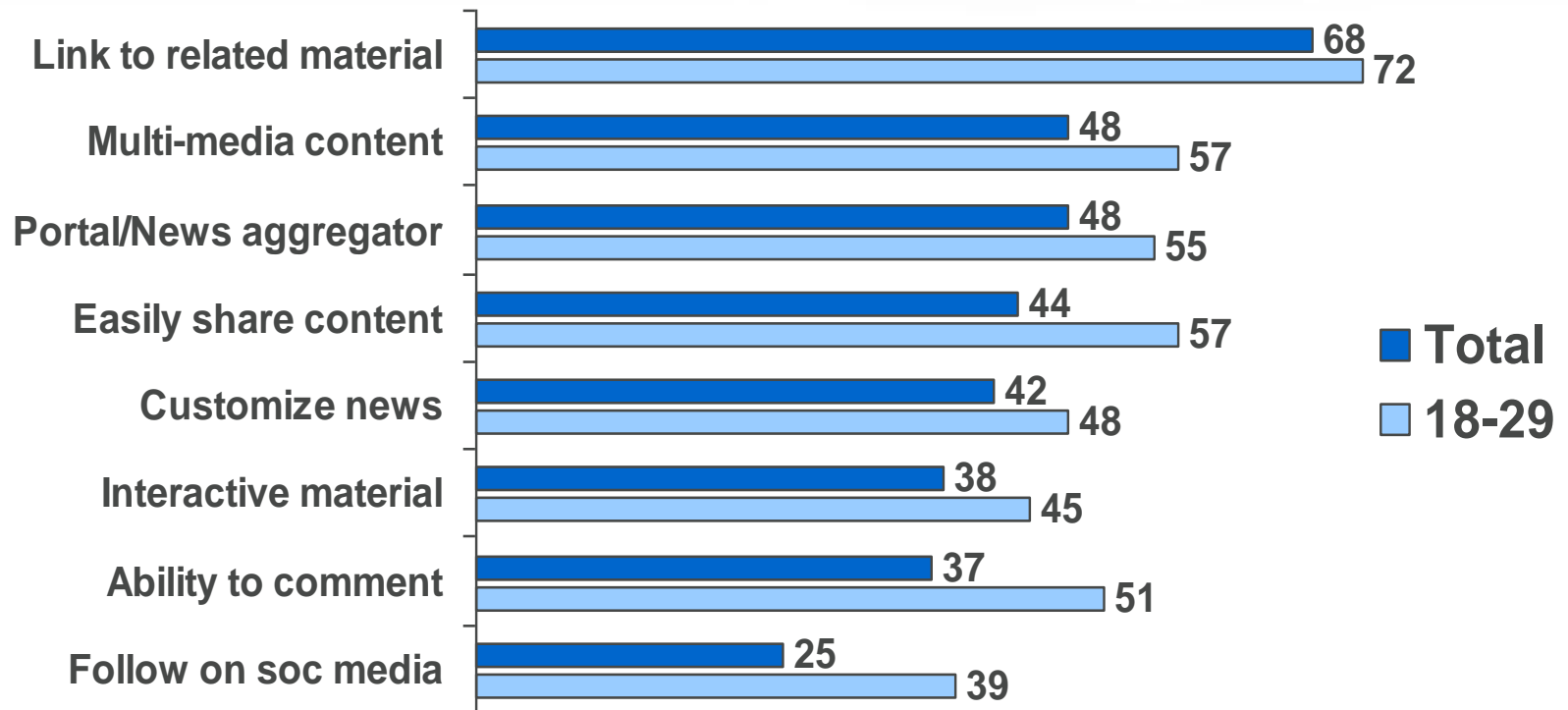
What Are the Most Popular Online News Topics?



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

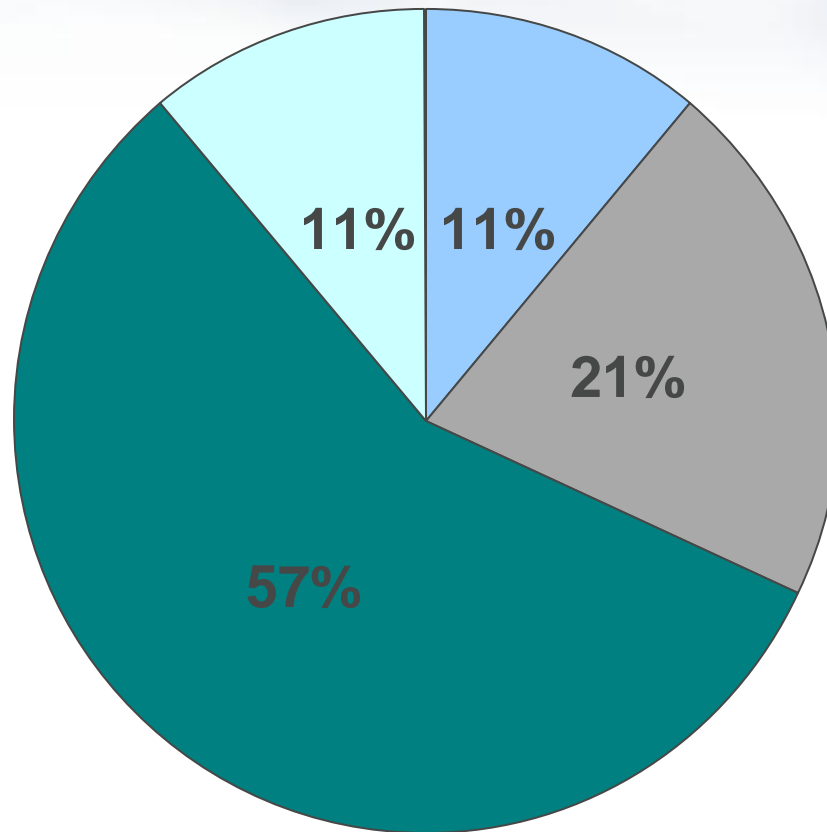
The Online News Consumer

Most Popular Features of Online News Sites



% of Online News Consumers Who Say Each Feature is Important

The Online News Consumer

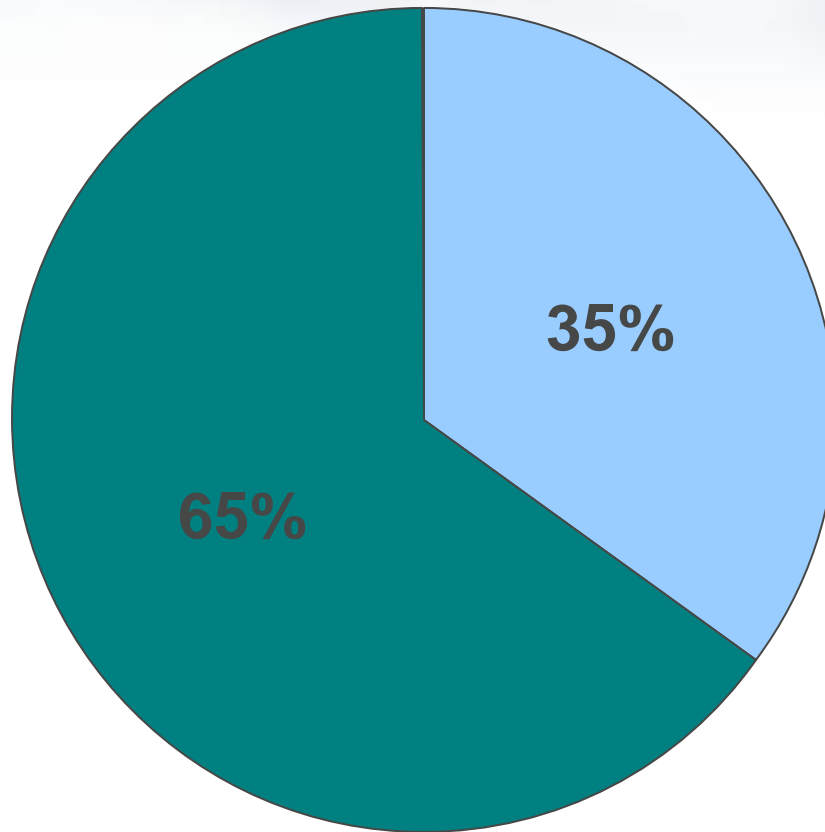


How many websites, if any, do you routinely rely on for news and information?

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

% of Online News Consumers

The Online News Consumer

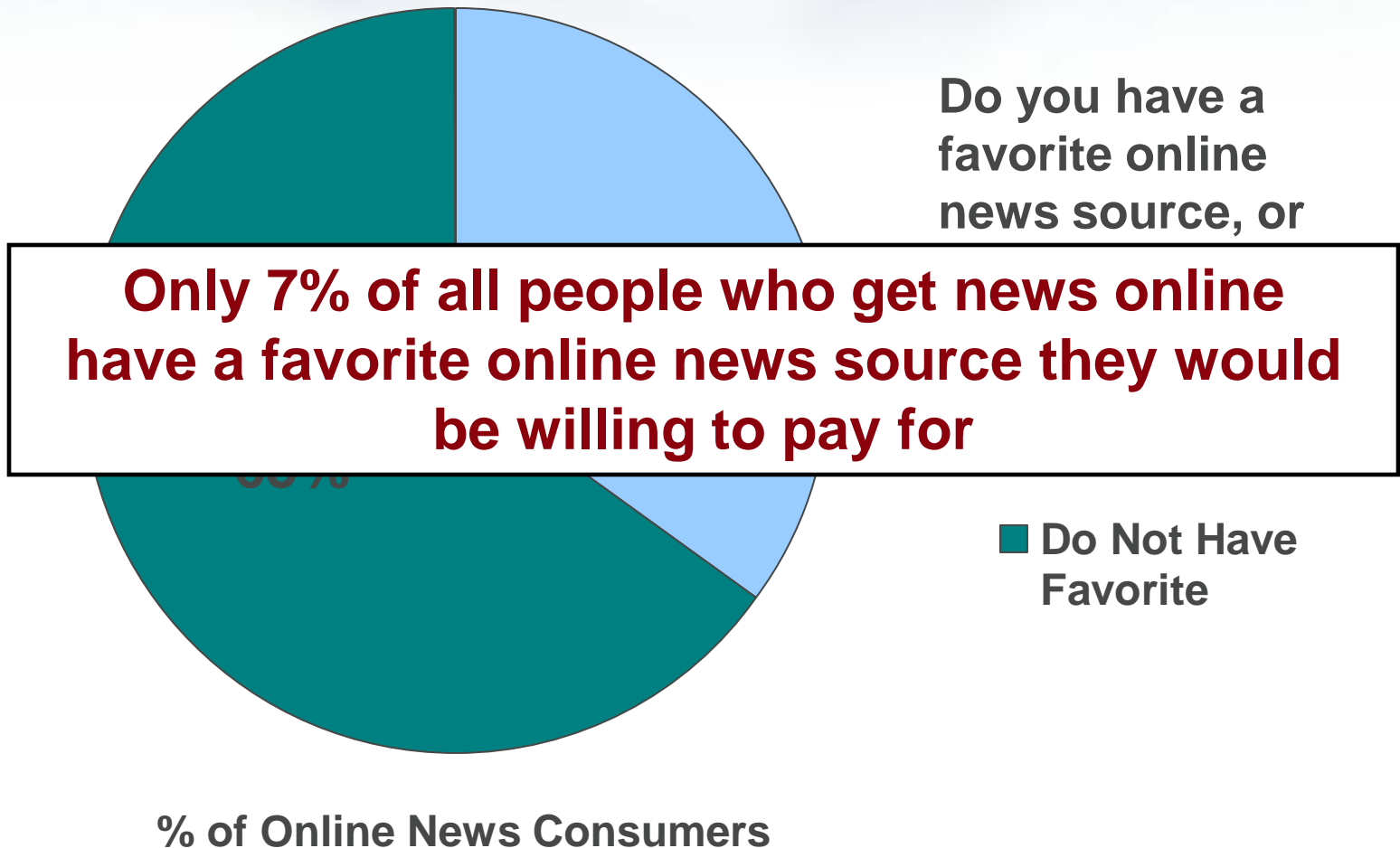


Do you have a favorite online news source, or do you not have a favorite?

- 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

Tips for Success in the “New” Information Ecology

Industrial Age

Info was:

Scarce

Expensive

Institutionally
oriented

Designed for
consumption

Information Age

Info is:

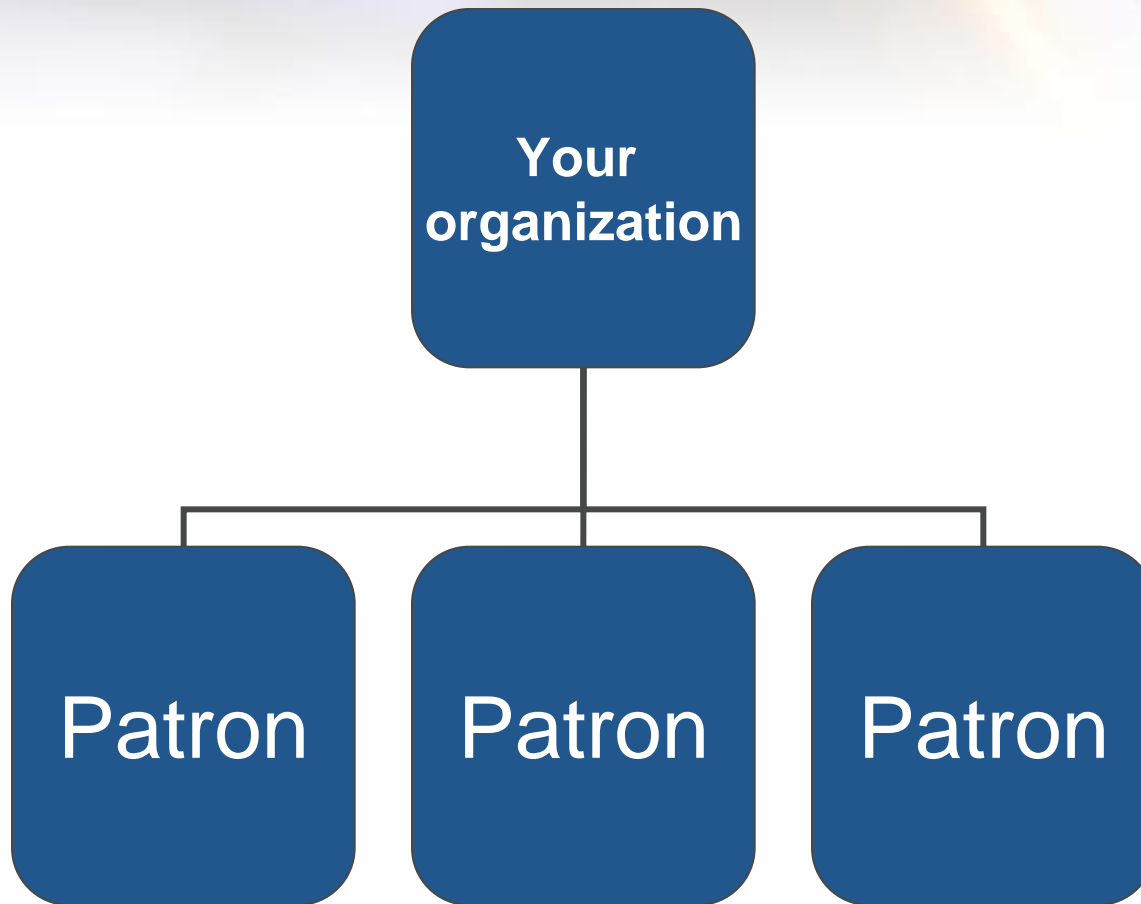
Abundant

Cheap

Personally
oriented

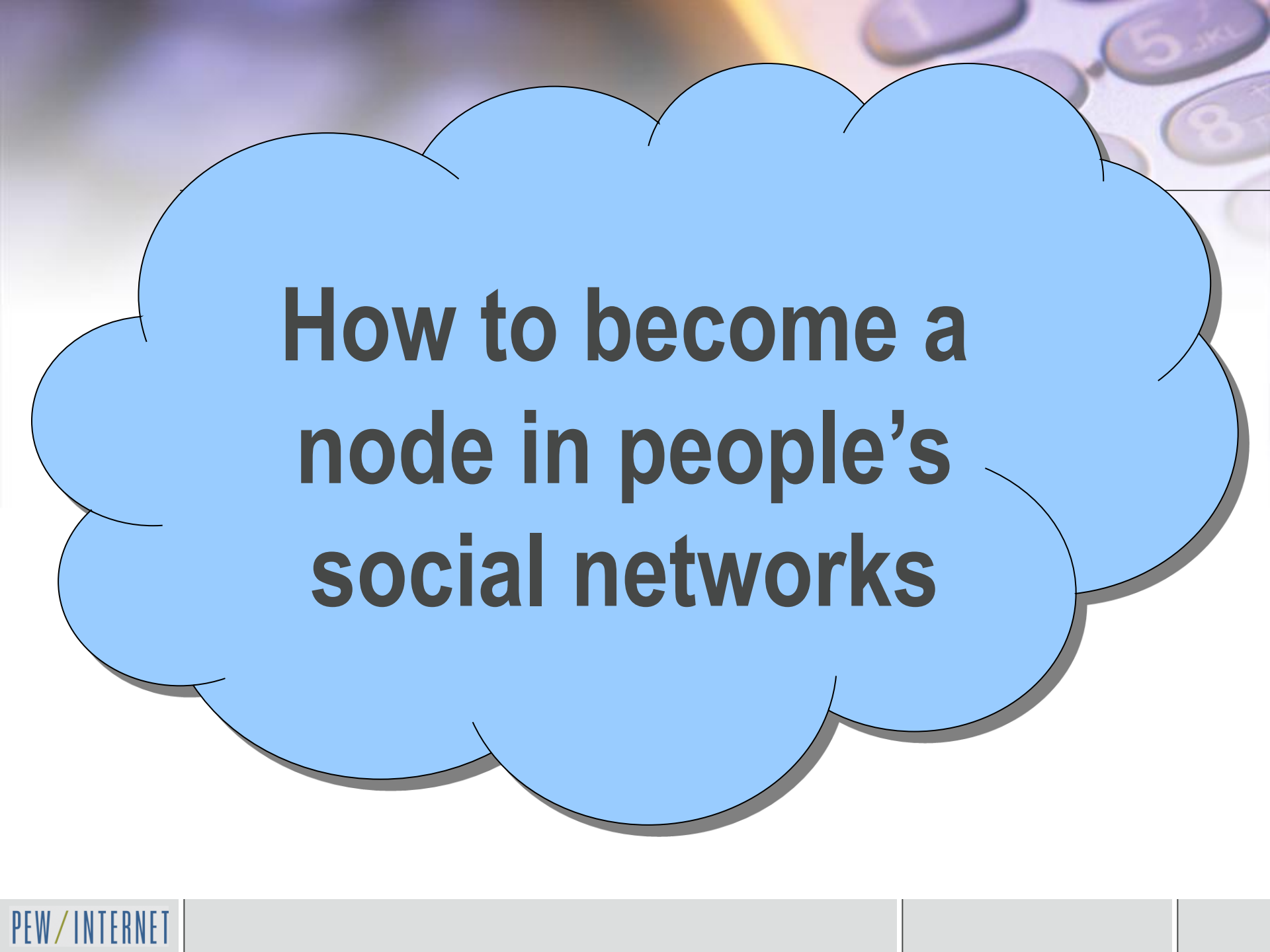
Designed for
participation

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!!

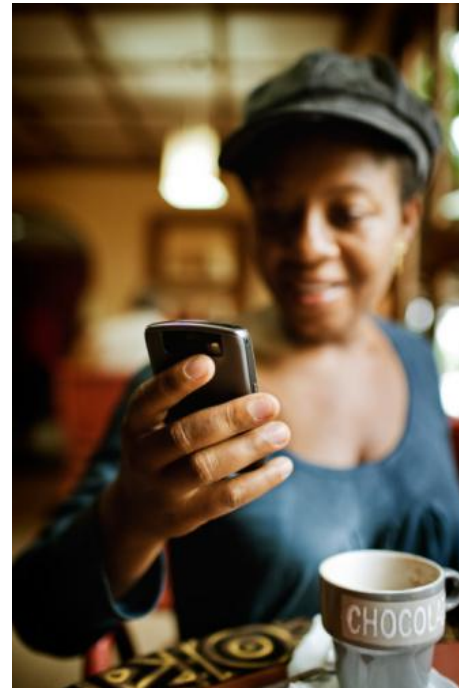
You never know when your material will go viral, be picked up by a major organization, or create/mobilize a community or following



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>
- ***Chronic Disease and the Internet***
<http://www.pewinternet.org/Reports/2010/Chronic-Disease.aspx>
- ***The Social Life of Health Information***
<http://www.pewinternet.org/Reports/2009/8-The-Social-Life-of-Health-Information.aspx>



Thank you!

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