

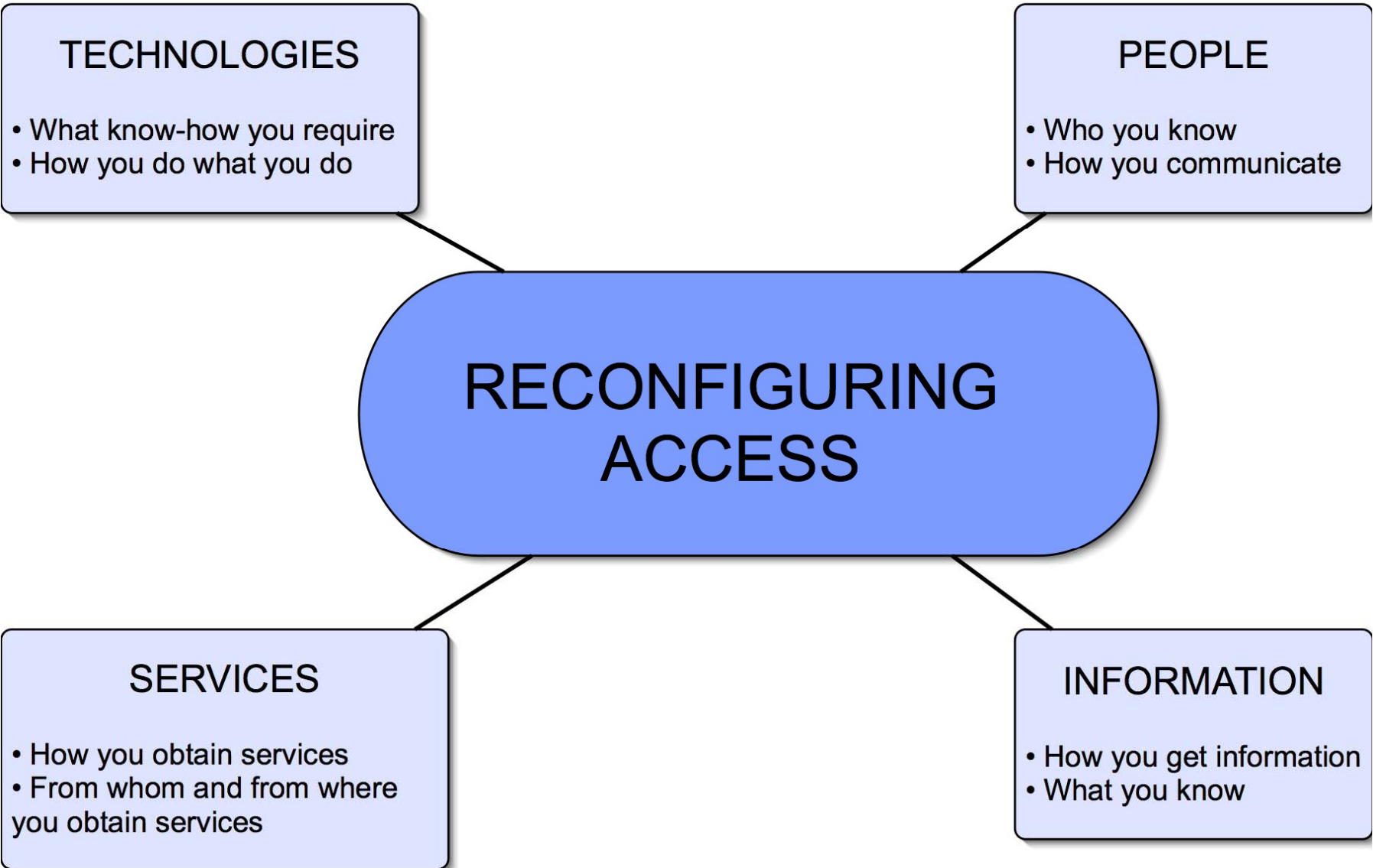
Reconfiguring Social Networks: Me, my Spouse and the Internet

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OxIS: Sample and Design

- 2003, 2005 and 2007
- Cross-sectional surveys
- Probability sample of England, Scotland & Wales
- Respondents: 14 year olds and older
- Face-to-face interviews
- Sponsorship from Hefce, British Library, Cisco Ofcom, AOL, BT, and Wanadoo (Orange)



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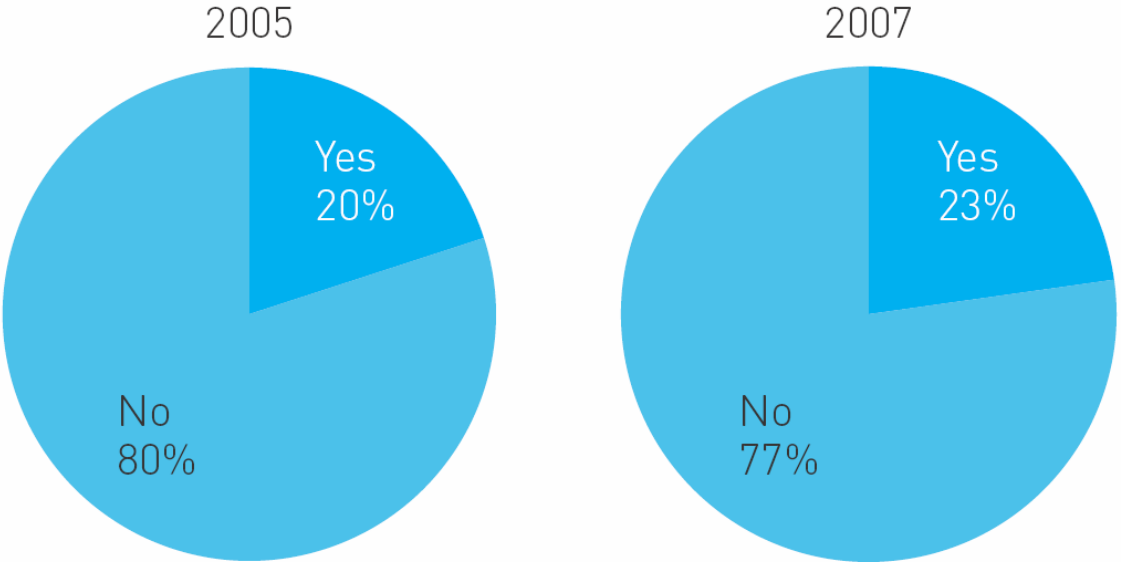


Sample composition

	2003	2005	2007
Fielded in	June-July	February-march	March-April
Number of respondents	2,030	2,185	2,350
Response rate	66%	72%	77%

People met online for the first time

Online Contacts (QC17)

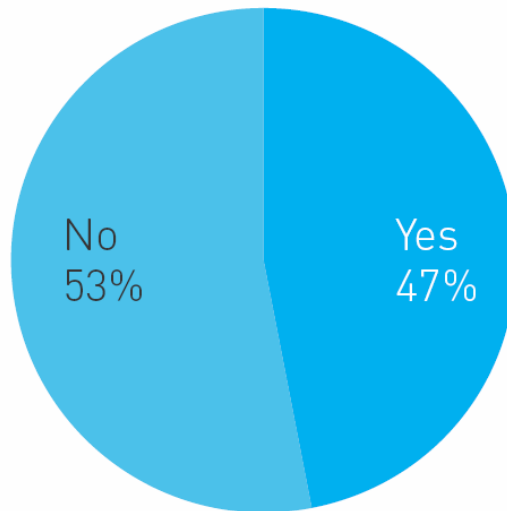


Current users. OxIS 2005: N=1,309; OxIS 2007: N=1,578

Question: Have you ever met new people on the Internet that you did not know before?

Meeting people in person

Meeting Online Acquaintances Offline in 2007 (QC19)



Current users who met people online. OxIS 2007: N=359

Question: Thinking back to all the people you have met on the Internet, have you gone on to meet any of them in person?

Me, My Spouse and the Internet: Sample and Design

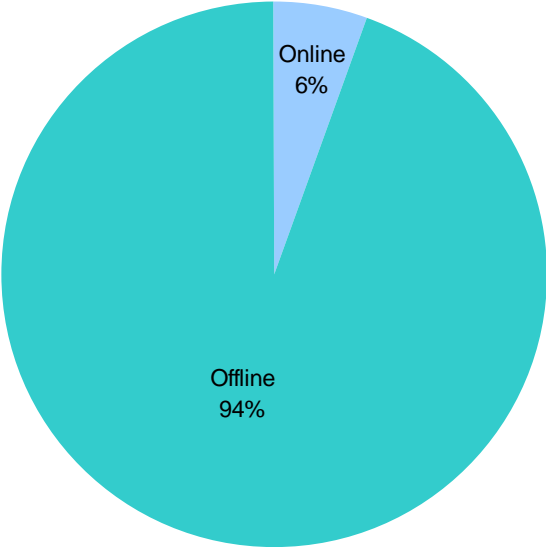
	UK	Australia
Type of Survey	Online Survey	Online Survey
Fieldwork	October 2007	November 2007
Sample	Representative sample of married couples in the UK	Representative sample of internet uses in Australia
Respondents	2,401 individuals (929 couples)	1,496 individuals (748 couples)
Weights	Weighted to represent married Internet users	Not weighted

Sample Composition

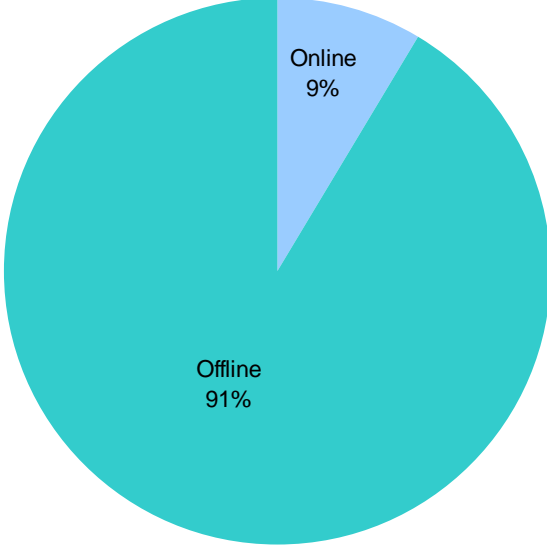
	UK	Australia
Average Age	49 years	42 years
How long have been married	19 years	13 years
Average of Children	1.6	1.9
% with no children	24%	18%

Meeting Partner Online

Meeting Partner Online
UK



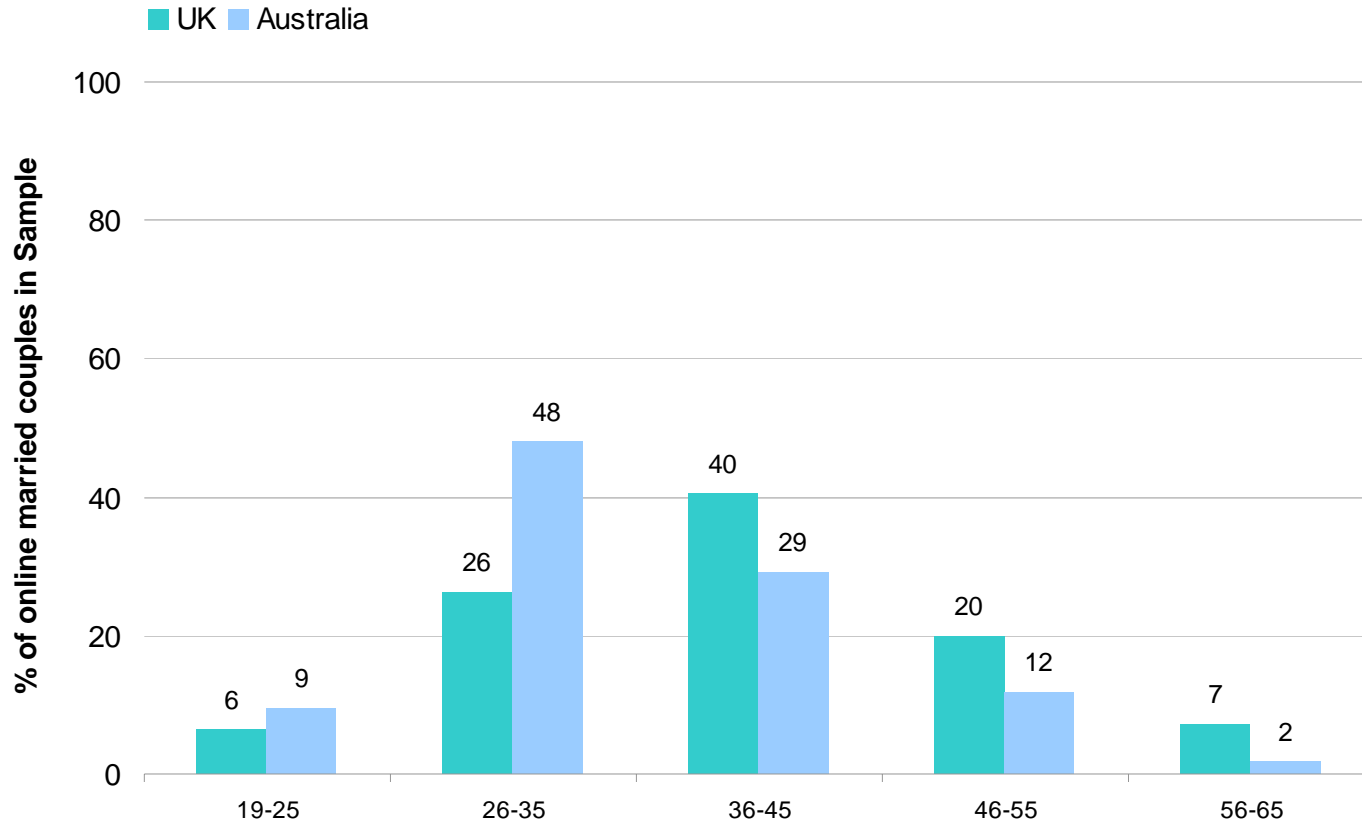
Meeting Partner Online
Australia



Question: Did you first meet your current partner online or offline?

Age groups of couples who met online

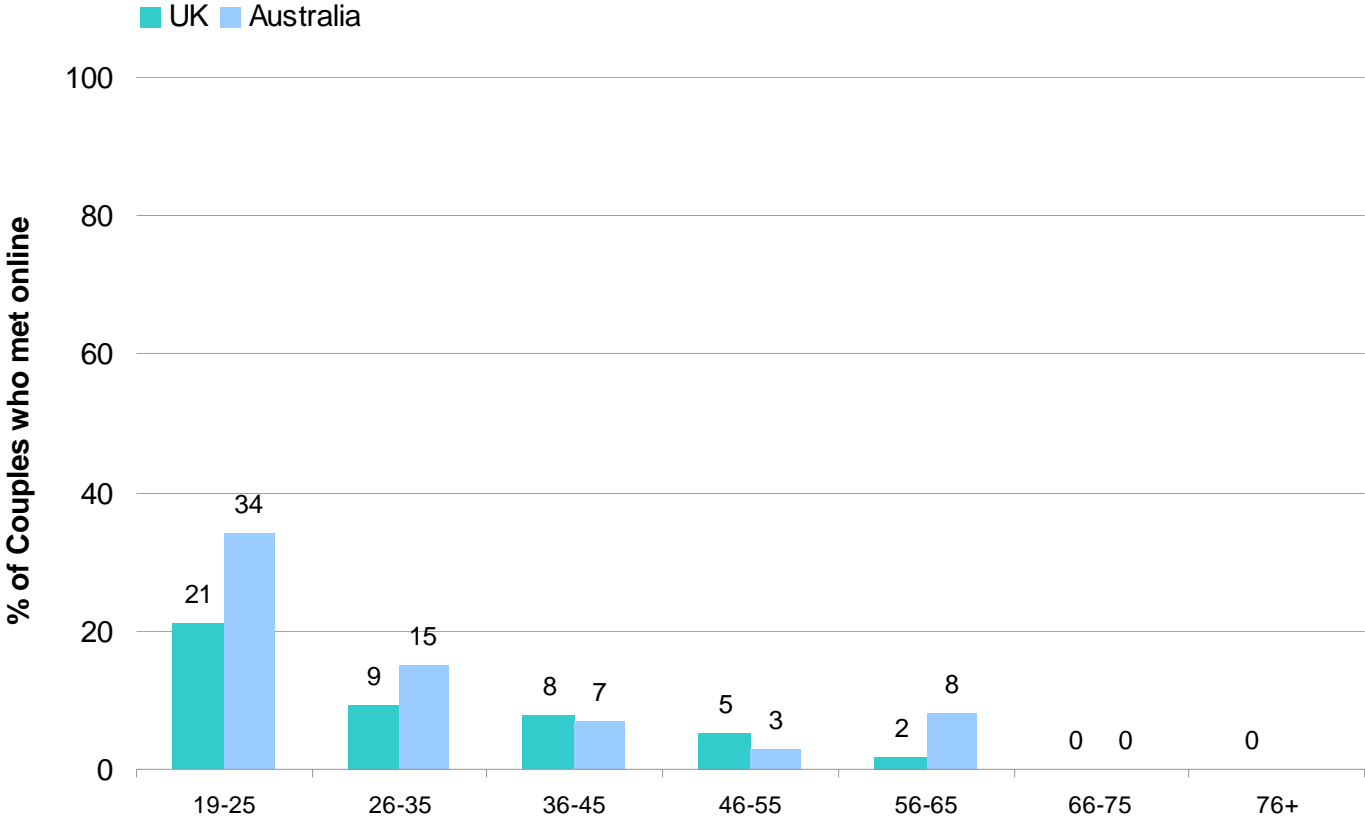
People who met partner online in Sample by Age
UK and Australia



Question: Did you first meet your current partner online or offline?
In what year were you born?

Meeting partner online by Age

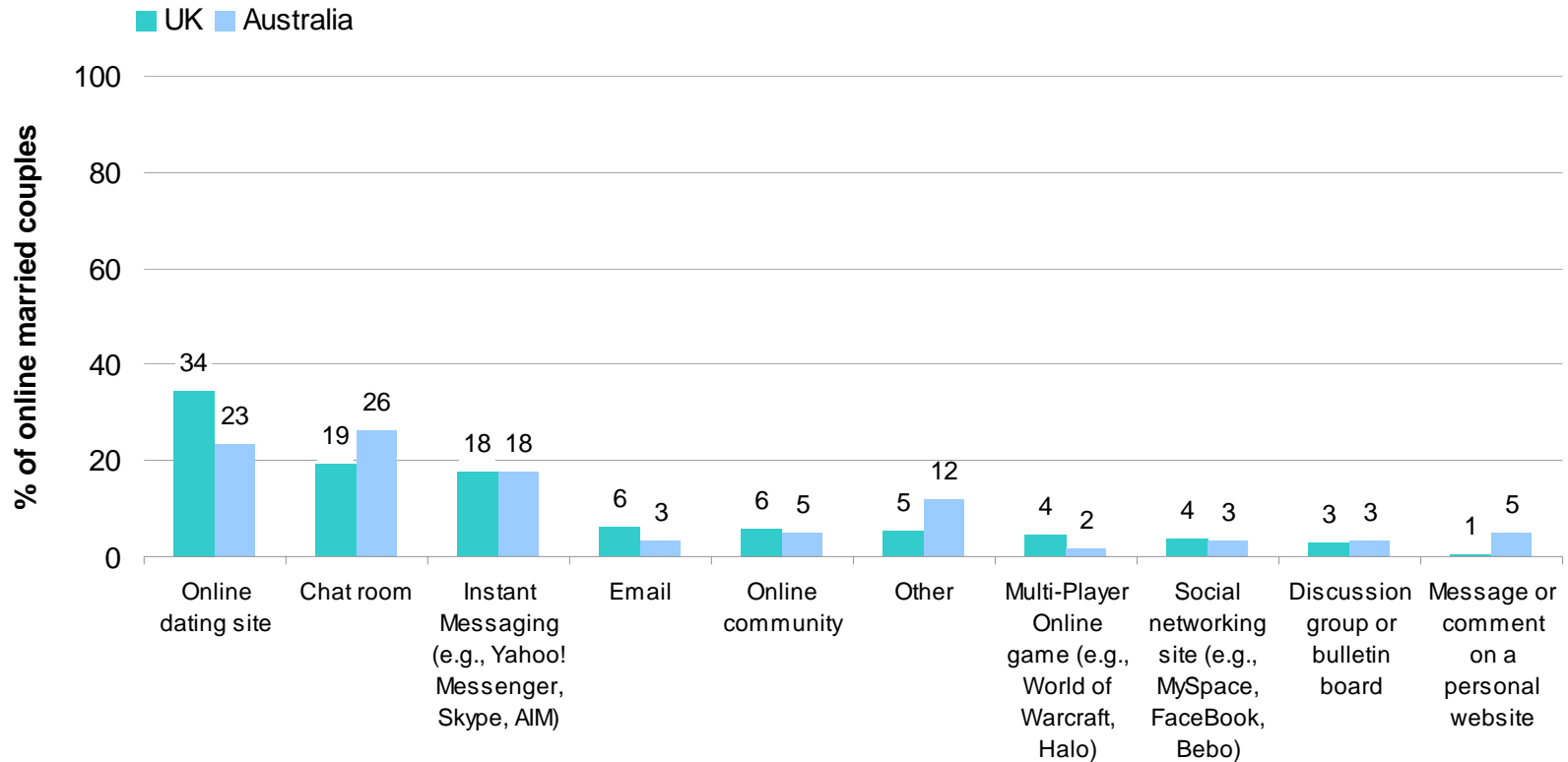
Meeting the Partner Online By Age (**)
UK and Australia



Question: Did you first meet your current partner online or offline?
In what year were you born?

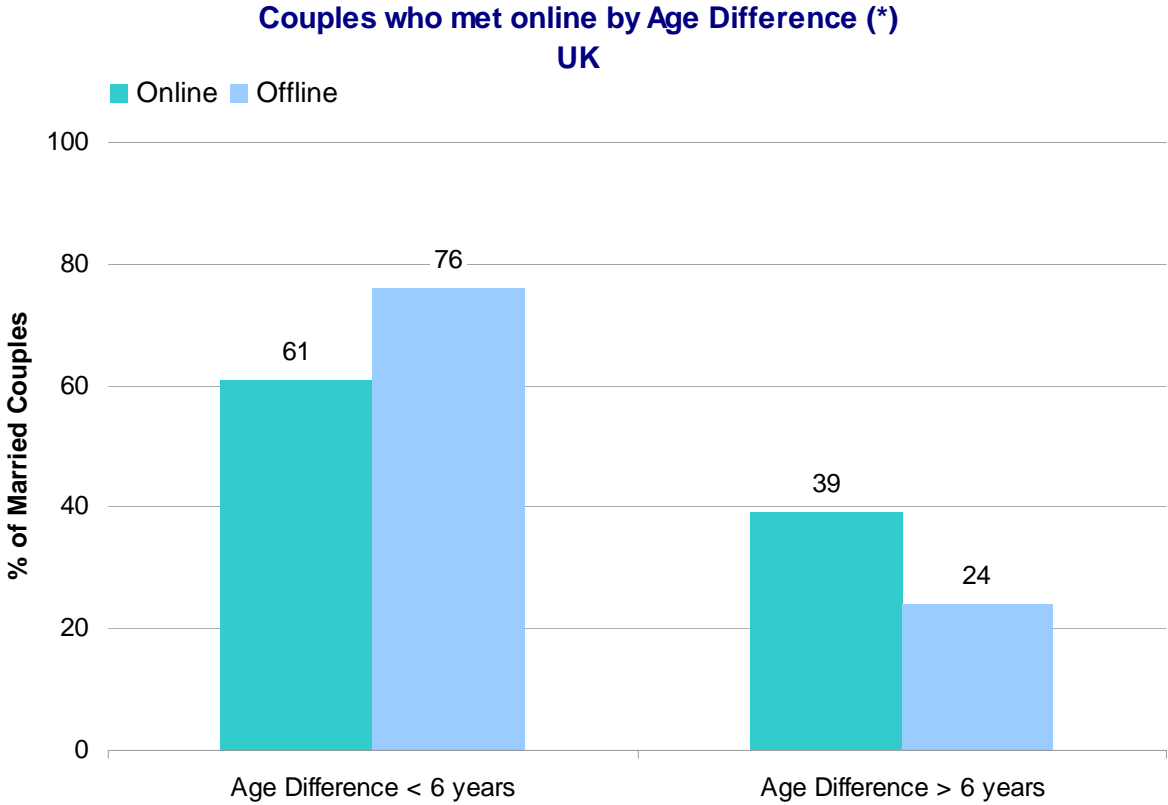
Where did online couples meet

Where did online couples meet
UK and Australia



Question: Did you first meet your current partner online or offline?
Where online did you meet?

Couples who met online by Age Difference

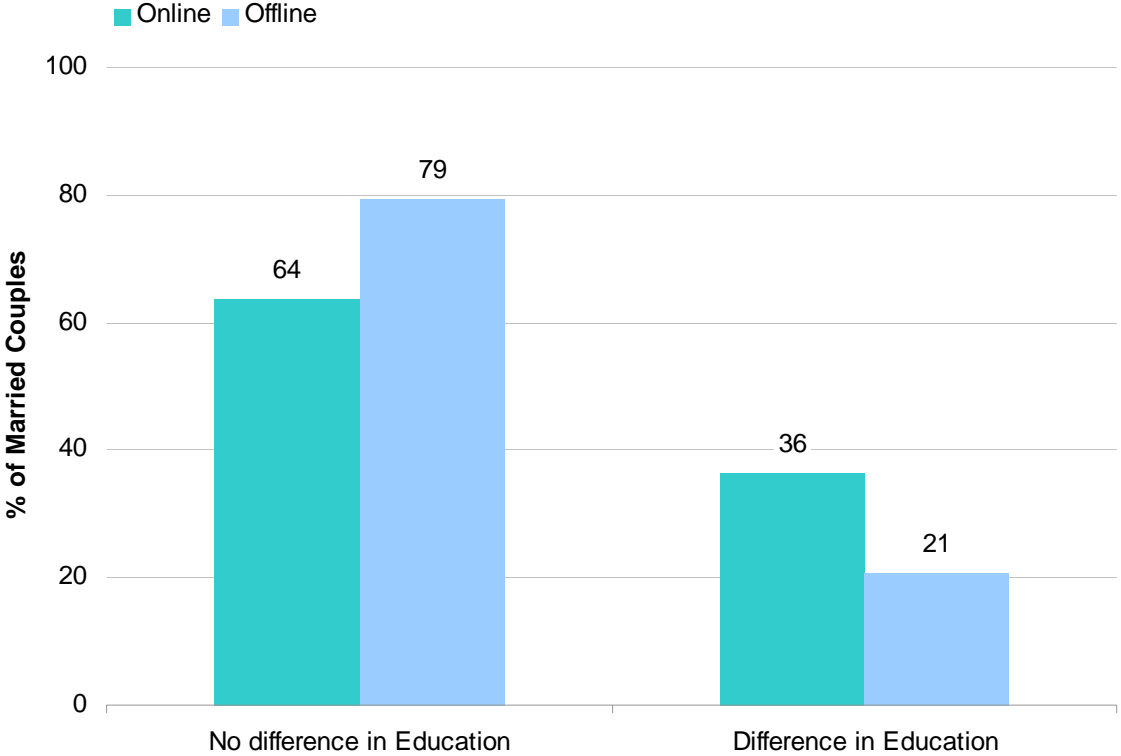


Question: In what year were you born?

Couples who met online by Education Difference

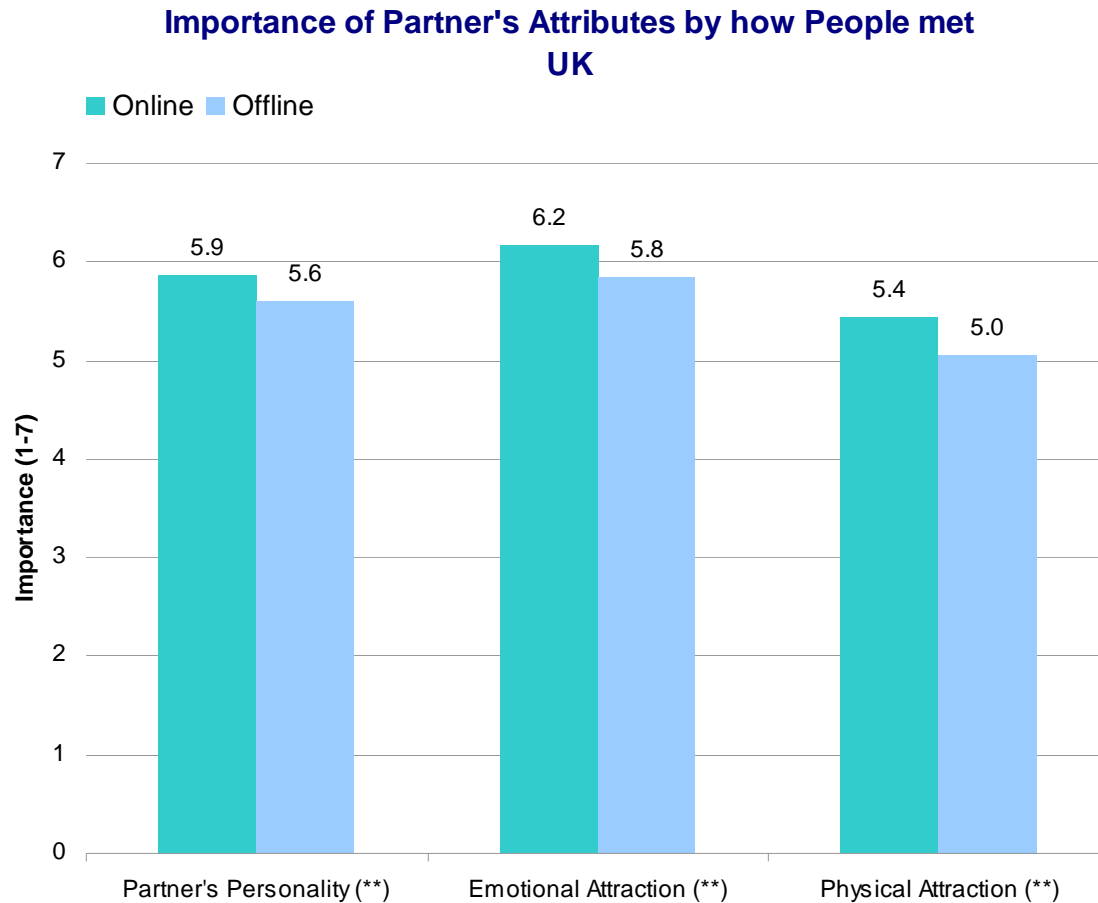
Couples who met online by Education Difference (with and without university degree) (*)

UK



Question: What is the highest level of education that you have attained?

Importance of Partner's Attributes

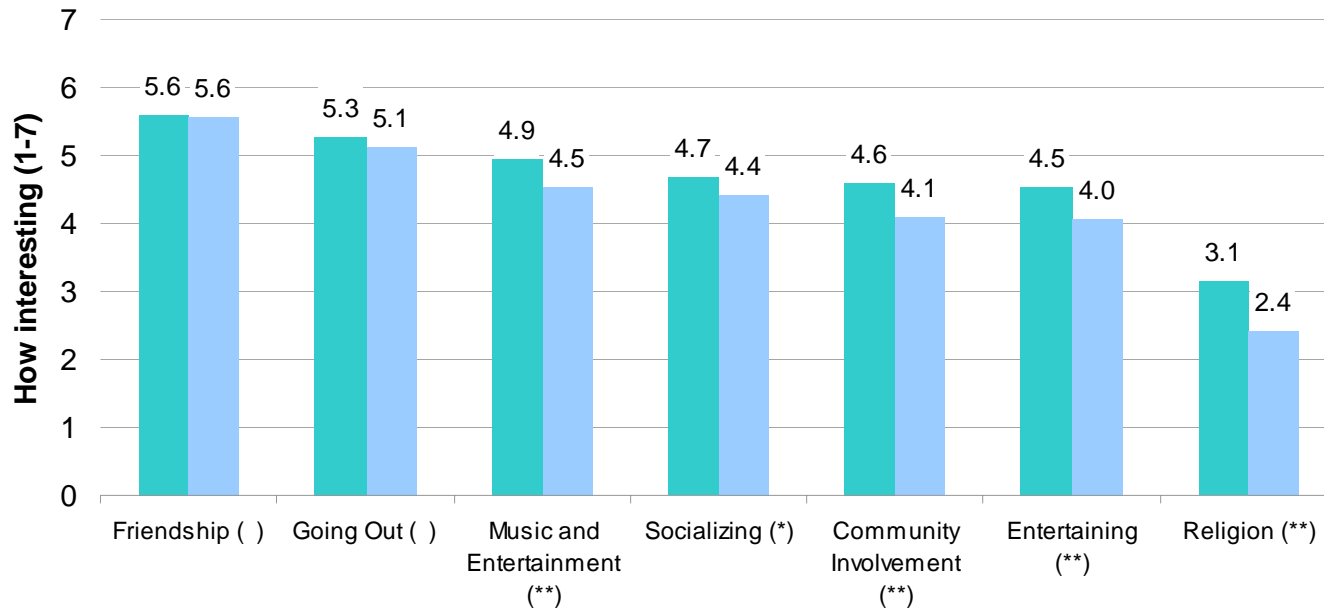


Question: When you think about your marriage, how important are the following attributes?

Interests and Activities

Interests and Activities by how People met UK

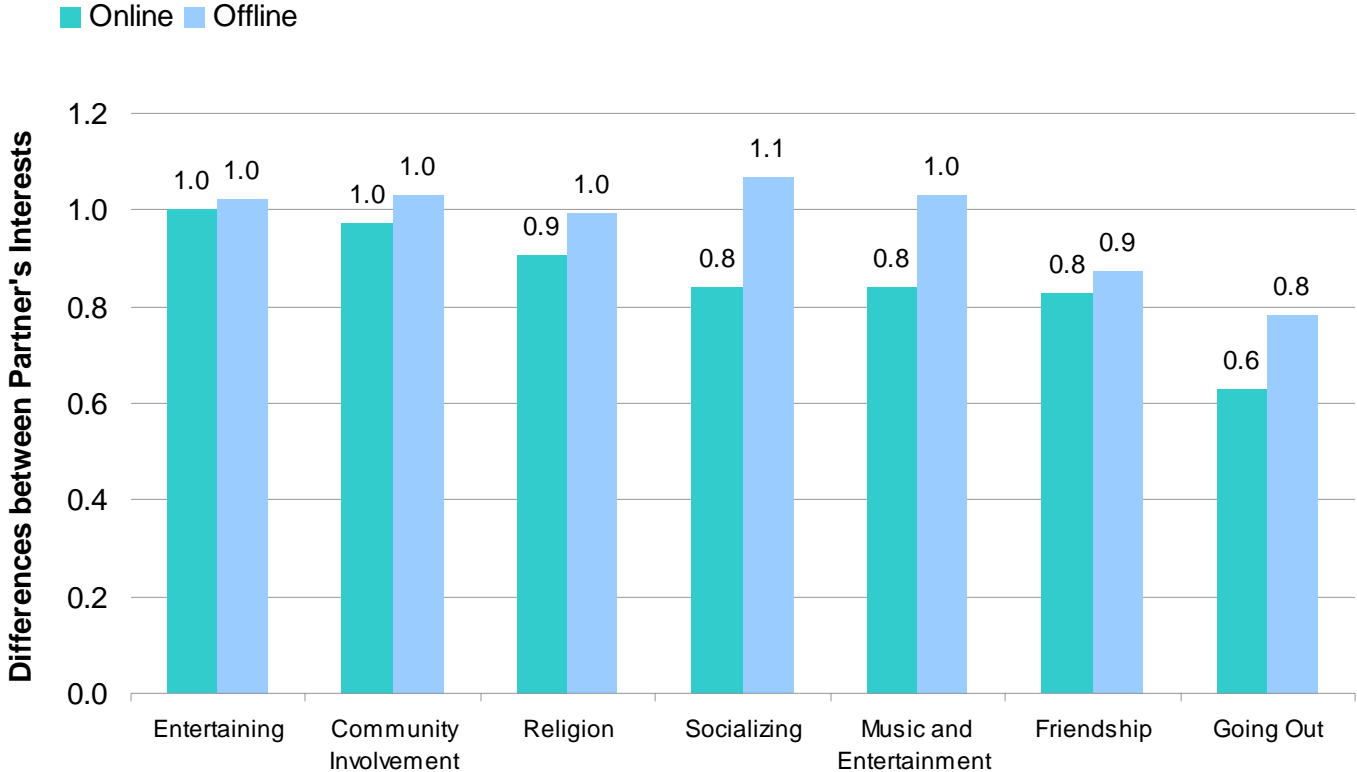
■ Online ■ Offline



Question: Please use the scale (1-7) below to rate your interest in the following things.

Couple who met online by Differences in Interests

Couple Differences in Interests by how they met
UK



Question: Please use the scale (1-5) below to rate your interest in the following things.

Thank you.



Me, my Spouse and the Internet

<http://www.oii.ox.ac.uk/research/project.cfm?id=47>

Oxford Internet Surveys

<http://www.oii.ox.ac.uk/microsites/oxis/>

Oxford Internet Institute

<http://www.oii.ox.ac.uk>