The Next Oxford Internet Survey (OxIS) 2007: Emerging Themes of Social Research

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Presentation for the OxIS Workshop, OII, Oxford, November 24, 2006.

Oxford Internet Surveys (OxIS)

- 2003 and 2005

- Cross-sectional surveys versus panels

- Probability sample of England, Scotland & Wales

- Respondents: 14 year olds and older

- Face-to-face interviews

- Sponsorship from Hefce, AOL, BT, Ofcom, and Wanadoo (Orange)

Oxford Internet Surveys (OxIS)

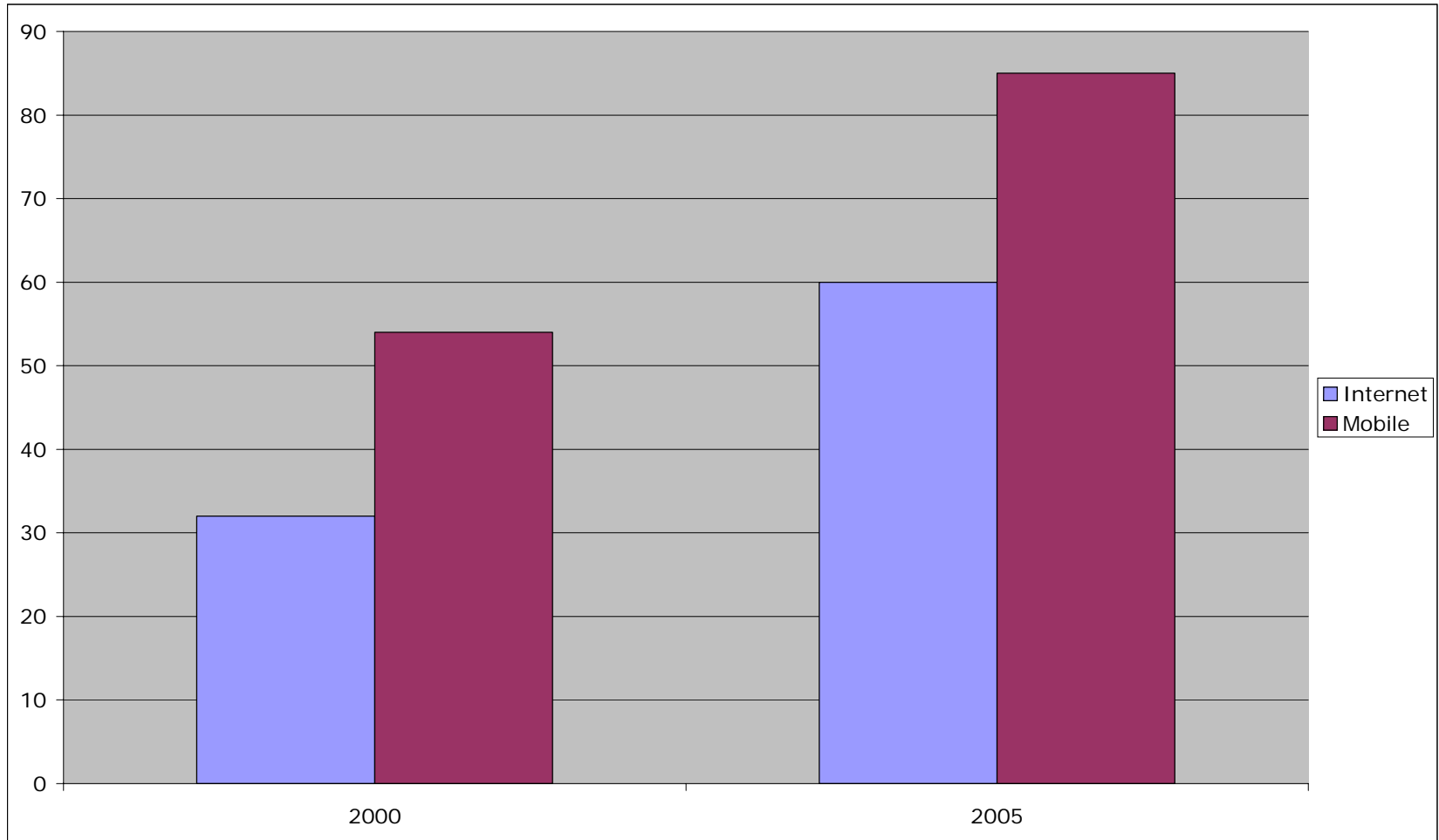|	2003	2005
Fielded in	June-July	February-March
Number of respondents	2,030	2,185
Response rate	66%	72%

Themes of Social Research

- The Development of a Cyberinfrastructure

Centrality of the Internet in Britain, 2000-05

Source: Oxford Internet Survey: www.oii.ox.ac.uk

Internet as a Cyberinfrastructure

- Questions on degree to which use is embedded in everyday activities

- Expectation of use as one goes about other activities v. a dedicated activity?

- Clarify who has priority when users compete in the home / elsewhere for access

- Clarify how the amount of time spent on the Internet is constrained / chosen

- More 'objective' measures of skills and abilities

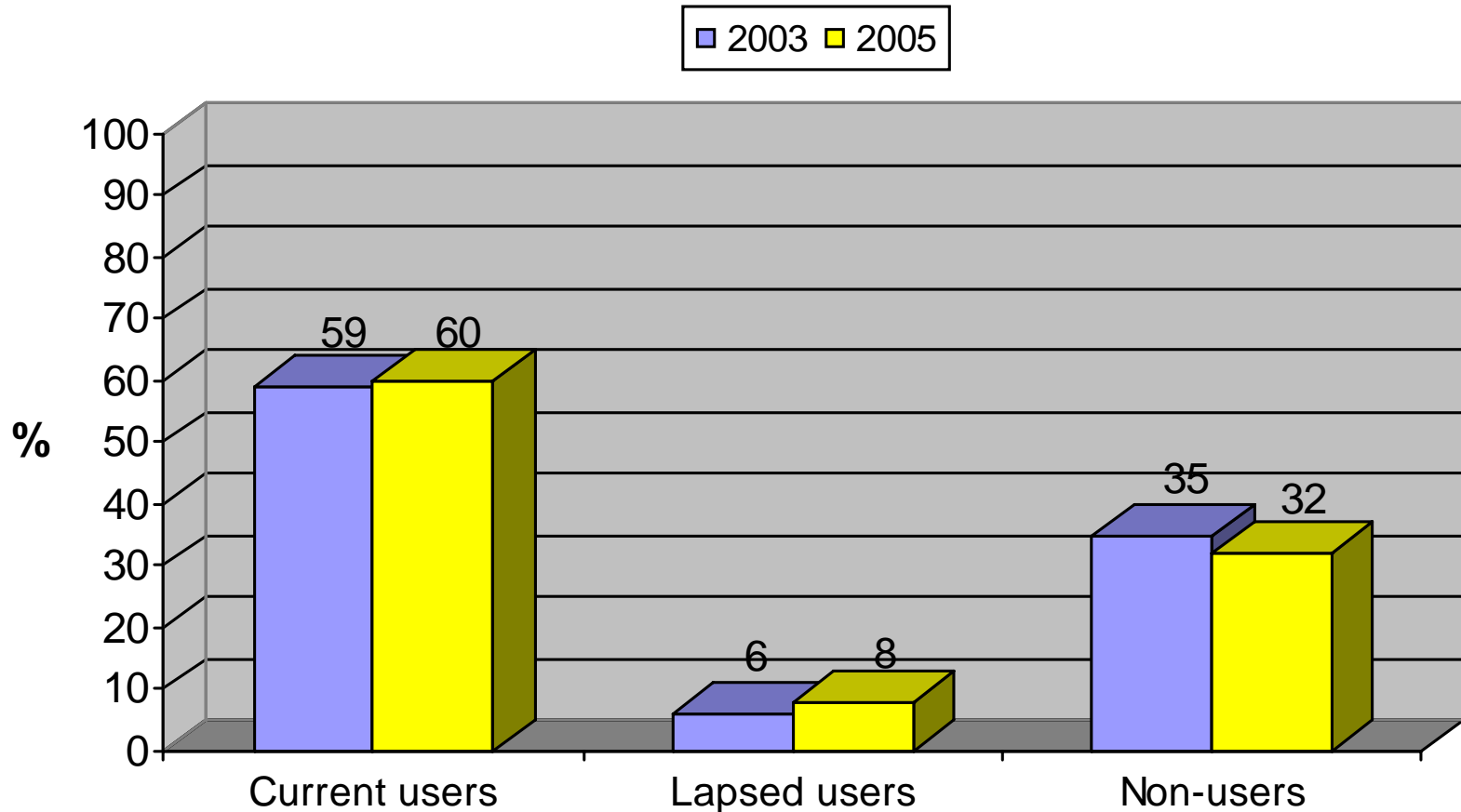- Links with more qualitative or longitudinal studies (even short term diaries)

Themes of Social Research

- The Development of a Cyberinfrastructure

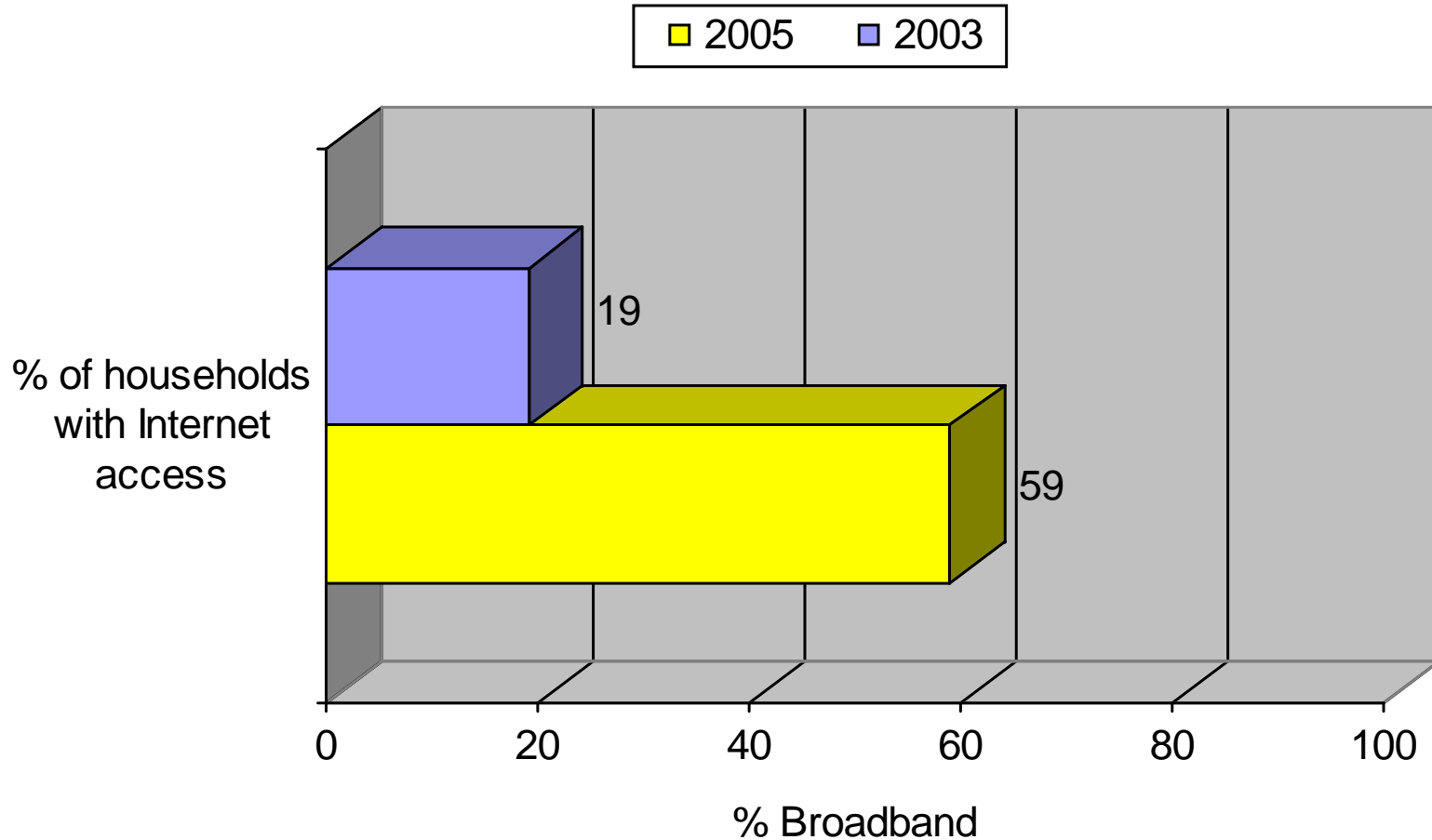- Digital Divides and Choices Shaping Access

Has Internet adoption reached a plateau? Adoption in Britain (2003–2005)

OxIS 2003: N=2,029 (All respondents); OxIS 2005: N=2,185 (All respondents)

Broadband connection per household with Internet access (2003-2005)

OxIS 2003: N= 1,172 (Households with Internet access);
OxIS 2005: N = 1,330 (Households with Internet access)

Digital Divides and Choices

- Continue to track access and broadband, but less significant

- Mobility, including mobile broadband

- Multiple platforms, multiple sites

- Continue to track SES as a constraint

Themes of Social Research

- The Development of a Cyberinfrastructure

- Digital Divides and Choices Shaping Access

    - SES

    - Gender

The Case of Gender: Findings

- Gender divide in use is closing 2003-5, but still significant, particularly amongst less qualified
- Evidence that women are 'lagging users'?
- Continuing differences in place of access, time online, level of access
- Not (just) stereotypical gendered use, some important areas of convergence …
- 'Digital choice' or an equality concern?
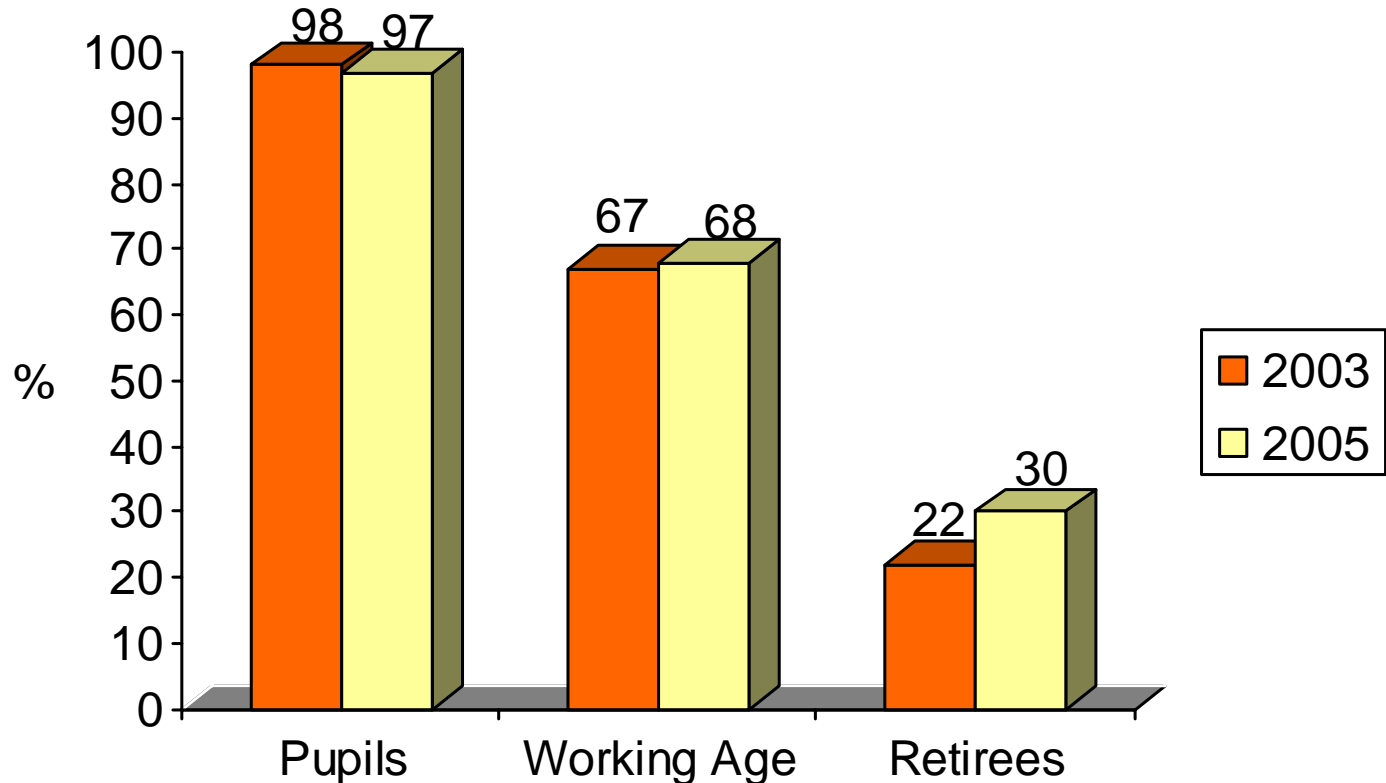
Themes of Social Research

- The Development of a Cyberinfrastructure

- Digital Divides and Choices Shaping Access

    - Gender

    - Internet, Google or TV Generation

Internet Use by Life Stage, 2003-2005

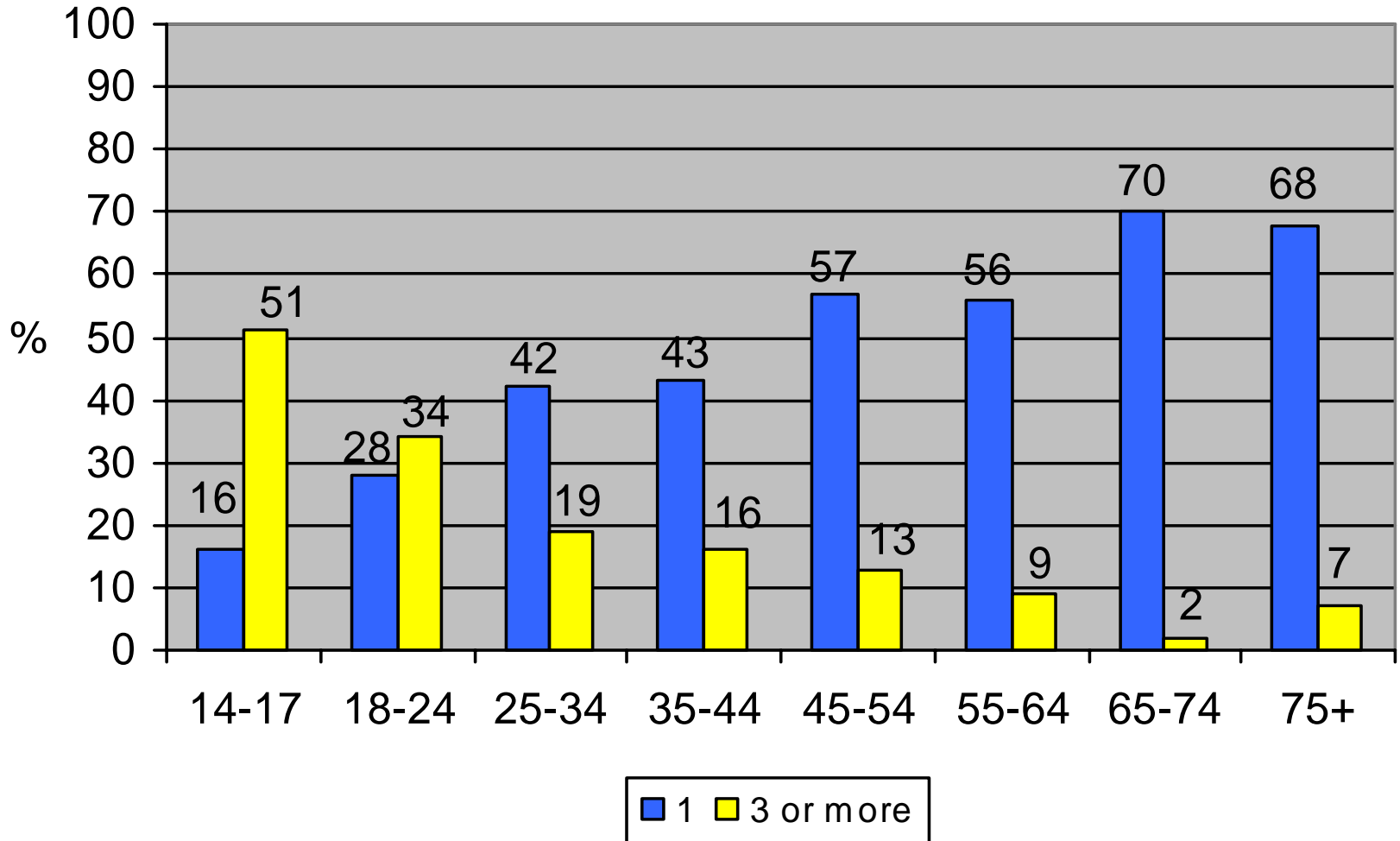Pupils: age 14-22 years and in full time education.
Working age: employed of any age and all other persons not in employment up to age 55.
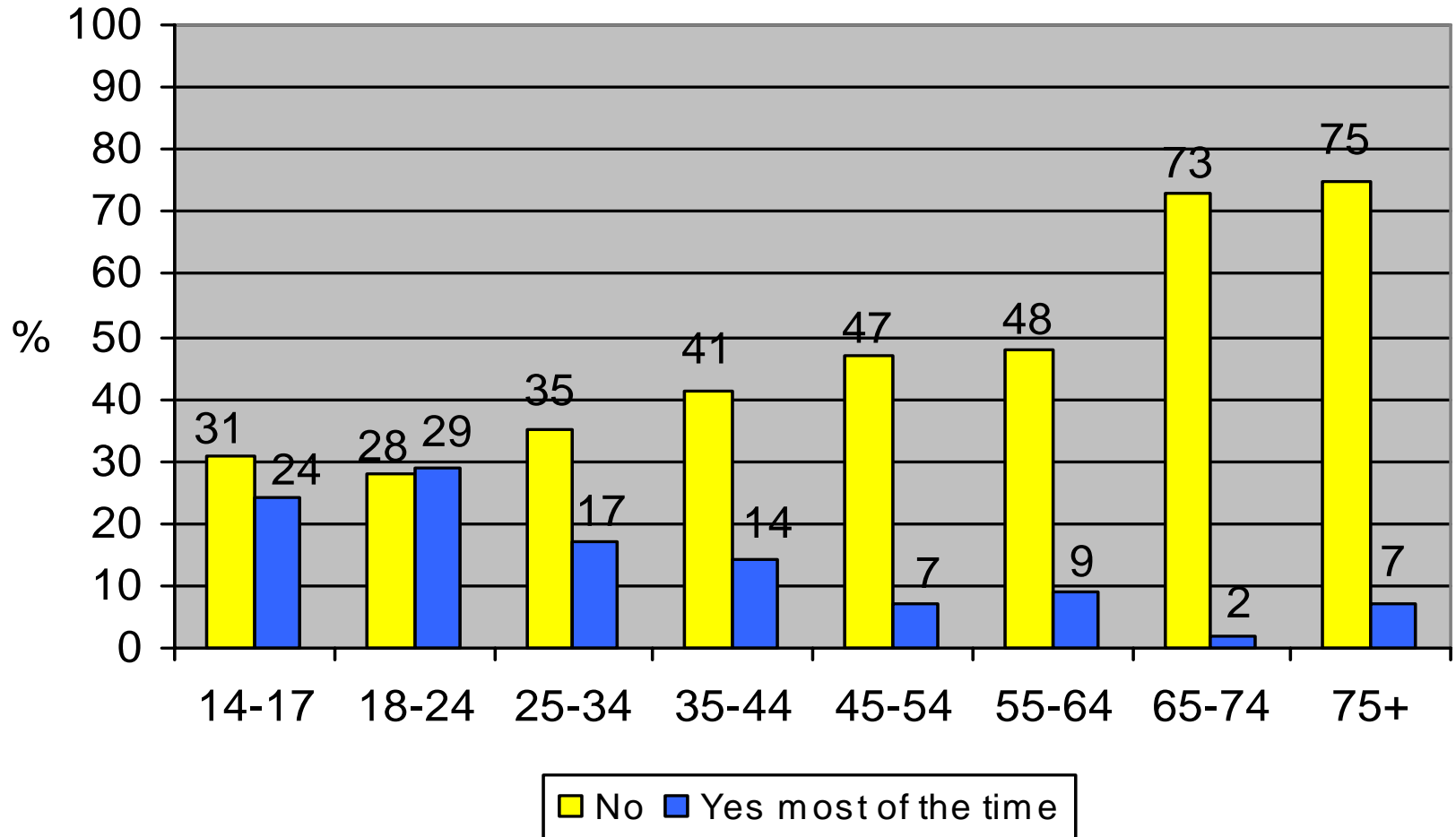Retired: 55 or over and not in employment.

Places of Access by Age

N = 1,309 (Current Internet users)

Multi-tasking by Age

N = 1,309 (Current Internet users)

Need to Distinguish Between:

- Cohort
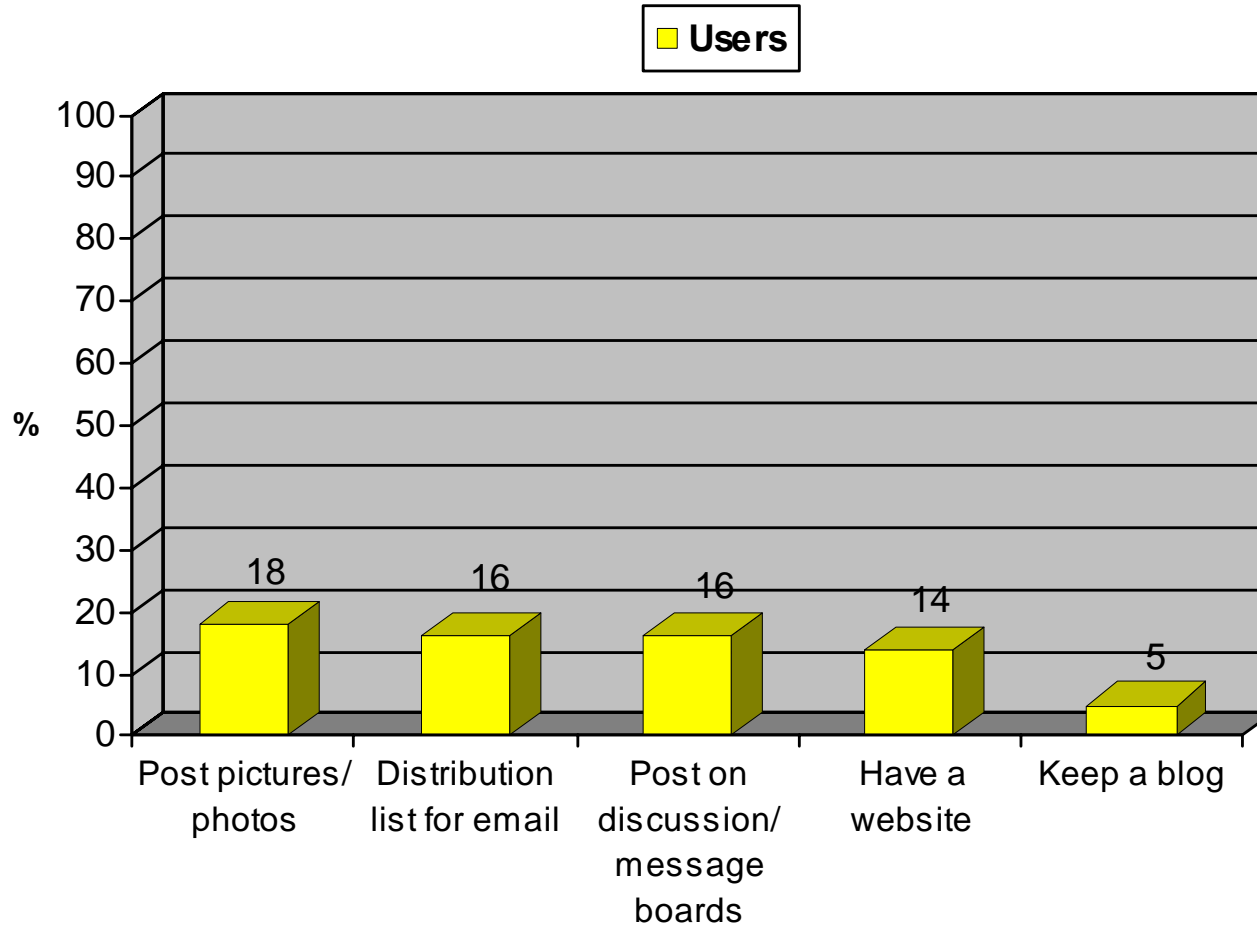
- Life Stage

- Ageing

- Design

Themes of Social Research

- The Development of a Cyberinfrastructure

- Digital Divides and Choices Shaping Access

    - Gender

    - Internet, Google or TV Generation

- Divides and Choices in Patterns of Use
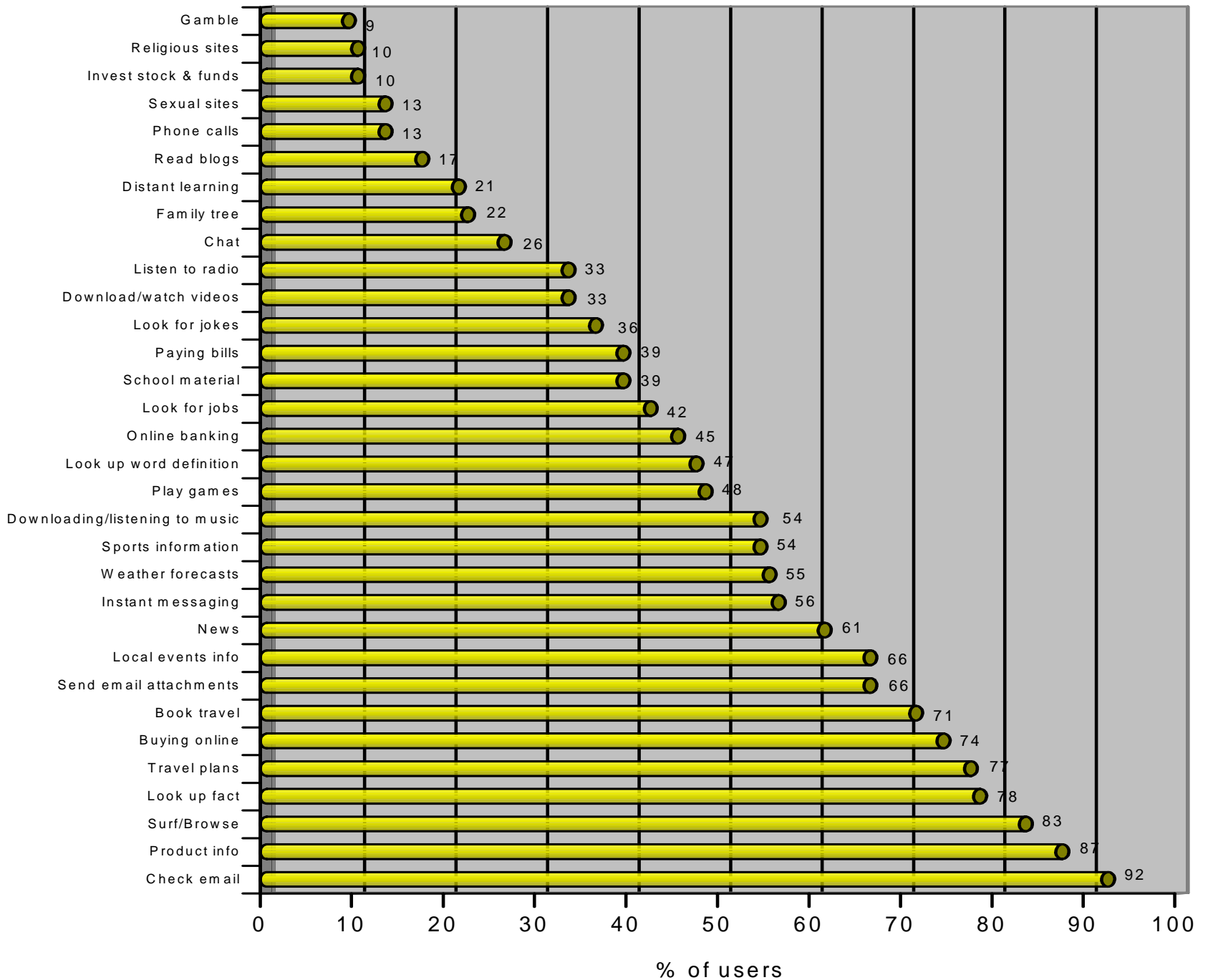
Providing information online (2005)

N= 1,309 (Current Internet users)
(e) Proxy use

On average how often do you…..?

1. Several times a day
2. Daily
3. Weekly
4. Monthly
5. Less than monthly
6. Never

| Activity	% of users
Gamble	9
Religious sites	10
Invest stock & funds	10
Sexual sites	13
Phone calls	13
Read blogs	17
Distant learning	21
Family tree	22
Chat	26
Listen to radio	33
Download/watch videos	33
Look for jokes	36
Paying bills	39
School material	39
Look for jobs	42
Online banking	45
Look up word definition	47
Play games	48
Downloading/listening to music	54
Sports information	54
Weather forecasts	55
Instant messaging	56
News	61
Local events info	66
Send email attachments	66
Book travel	71
Buying online	74
Travel plans	77
Look up fact	78
Surf/Browse	83
Product info	87
Check email	92

% of users

Factors Identified

1) **Entertainment** (find jokes; play games; download or listen to music; download or watch videos)

2) **Information** (get information about local events; look for news; look for sport news; check the weather)

3) **Banking** (paying bills; online banking; investing in stocks or funds)

4) **Learning** (look up a word definition; look up a fact; look for school information; distant learning)

5) **Communication** (check email; instant message; send email attachments)

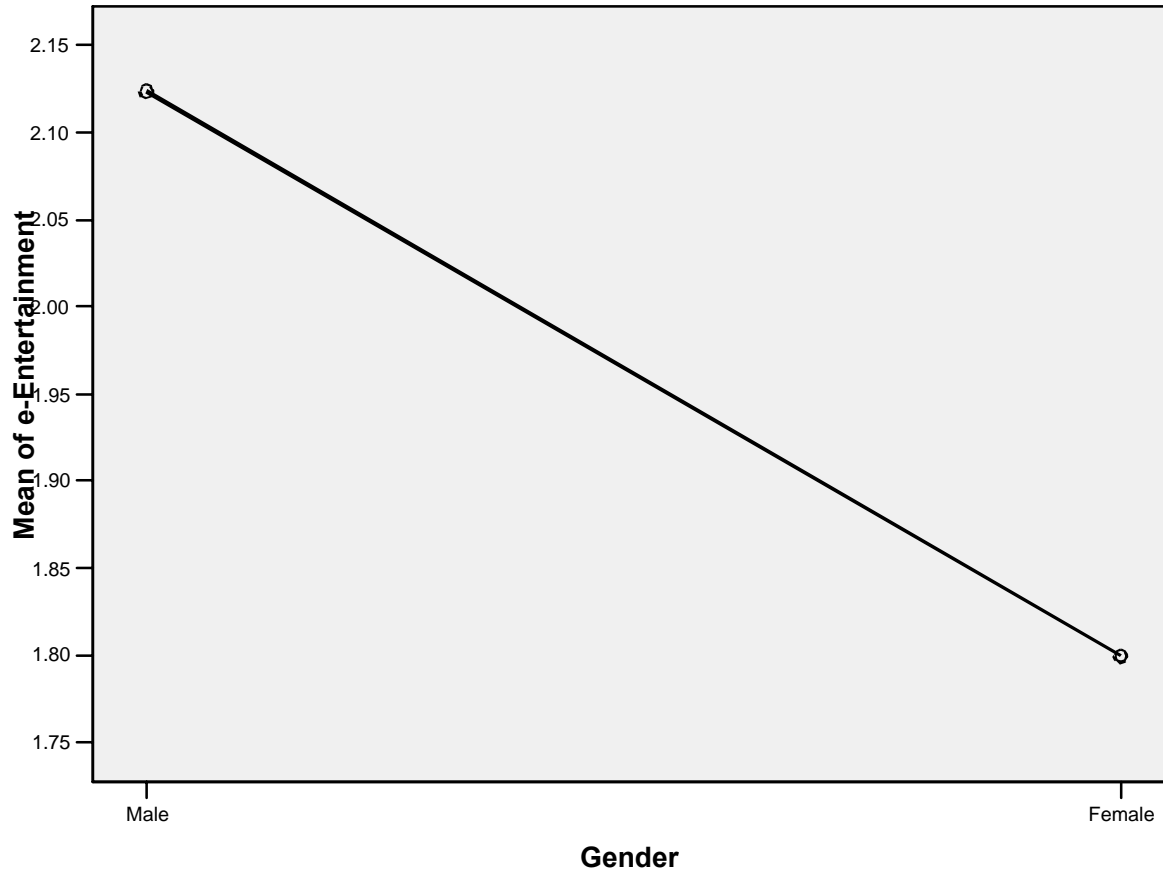6) **Planning** (make travel plans; look for jobs; book travel online)

Use for Entertainment by Age
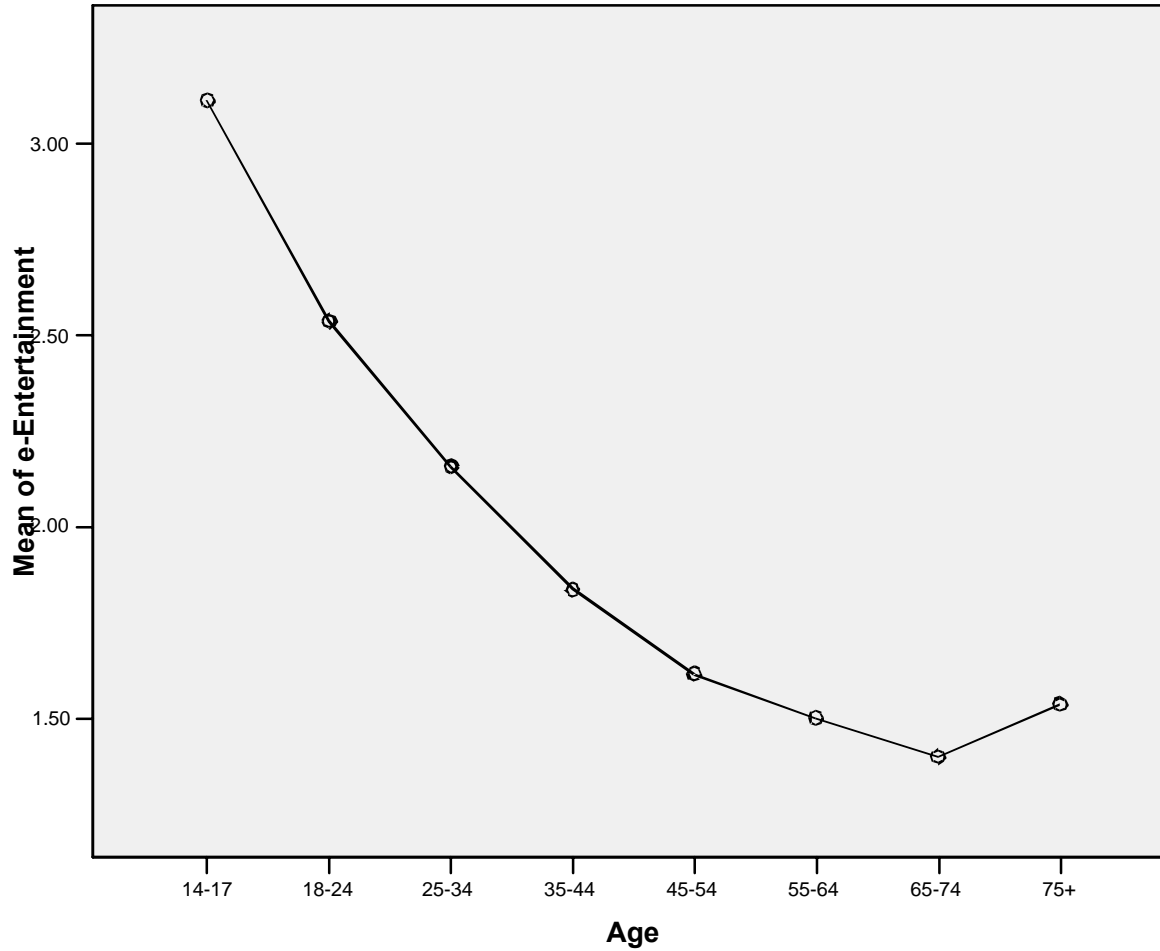
Mean of Entertainment by Gender

Gender Differences in Use

- Little difference in what men & women do online but men do more of it
- Women as likely as men to have found ways to deal with spam & viruses
- Men as likely as women to keep in touch with family and friends using the internet & email
- Women more likely to ask for help and from a narrower range of sources
- Are gender differences in patterns of use online a reflection of potential time, other resources available, different levels of interest, lack of awareness, or confidence?

Patterns of Use: More on

- Producing (with blogging, You Tube, Facebook, etc)

- Social networking (with Friendster, ..)

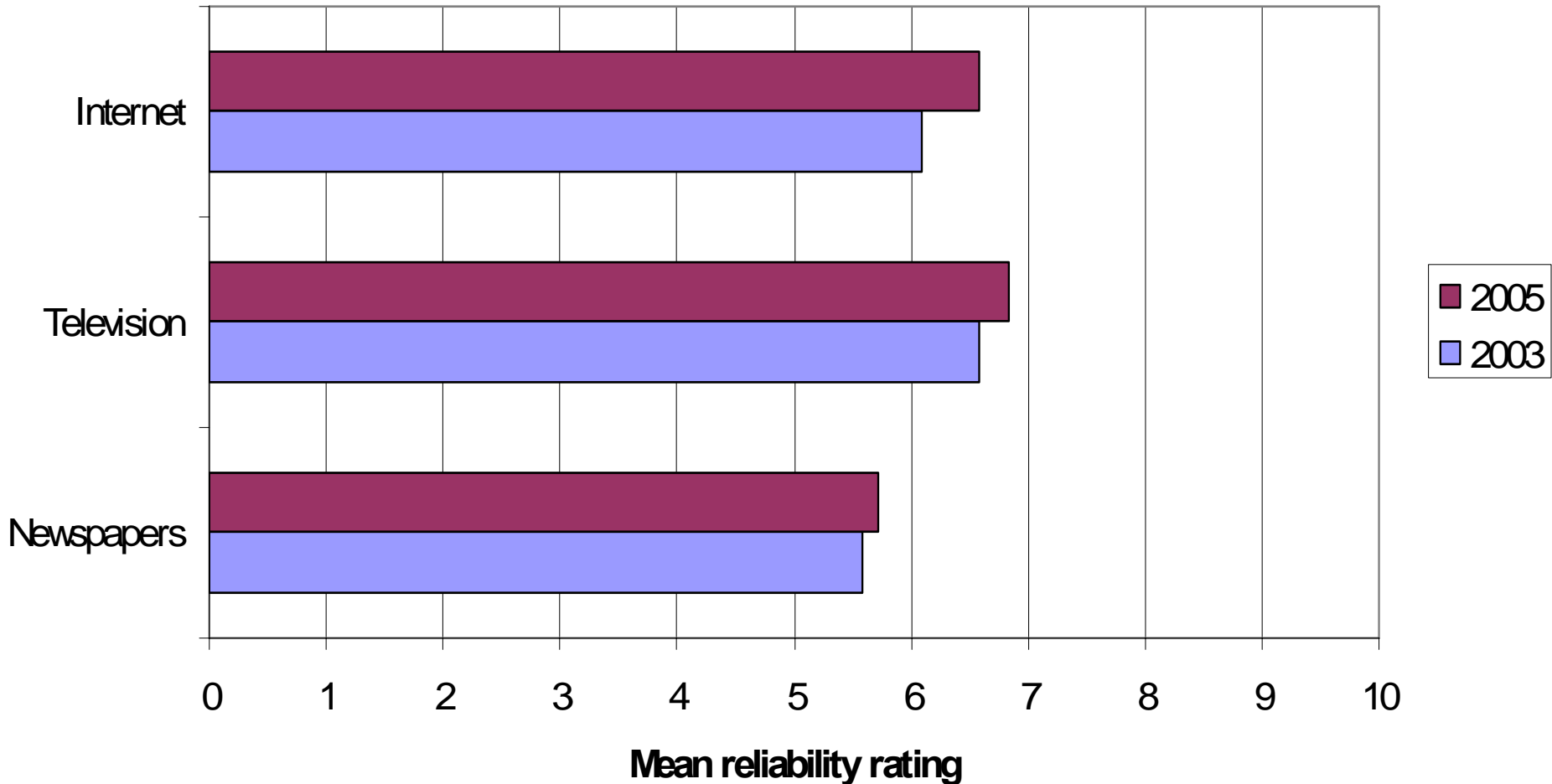- Collecting: photos, music

- Participating in politics

Themes of Social Research

- The Development of a Cyberinfrastructure

- Digital Divides and Choices Shaping Access

    (SES, Gender, Age)

- Divides and Choices in Patterns of Use

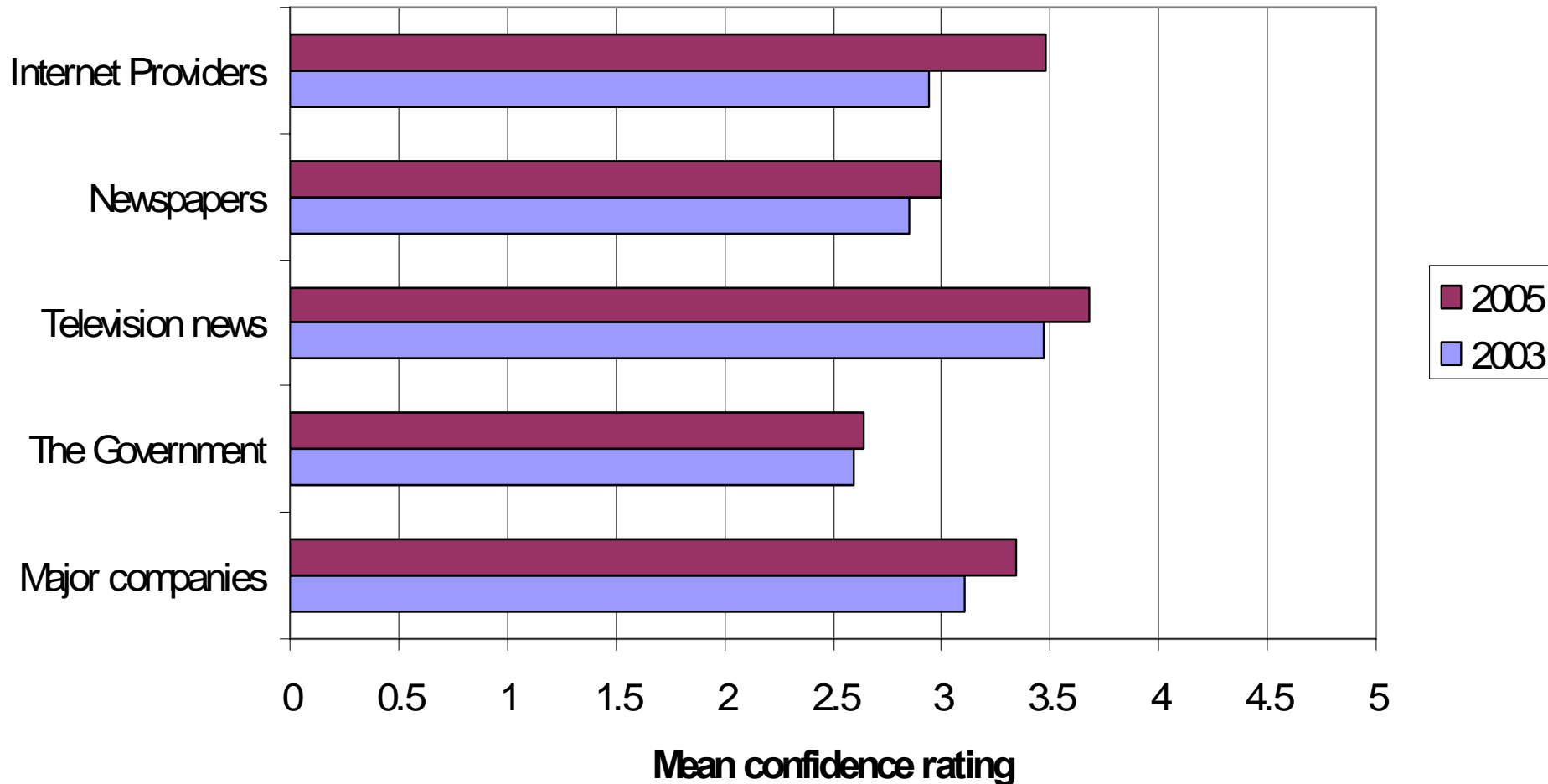- Developing Trust in an Experience Technology

How reliable and accurate would you rate the information found in/on …. ?

Source: OxIS 2003, N = 1717, 1965, 1985; OxIS 2005 N = 1507, 1944, 1886

How much confidence you have in the people running …
[What about the Internet? How much confidence to you have in the people providing Internet services?]

Mean confidence rating

Legend: 2005, 2003

Categories: Internet Providers, Newspapers, Television news, The Government, Major companies

Source: OxIS 2003, Number of respondents = 2,030; OxIS 2005 Number of respondents = 2,185

Please tell me how much confidence you have in the following groups of people …[Most people you can communicate with on the Internet.]

Mean confidence rating
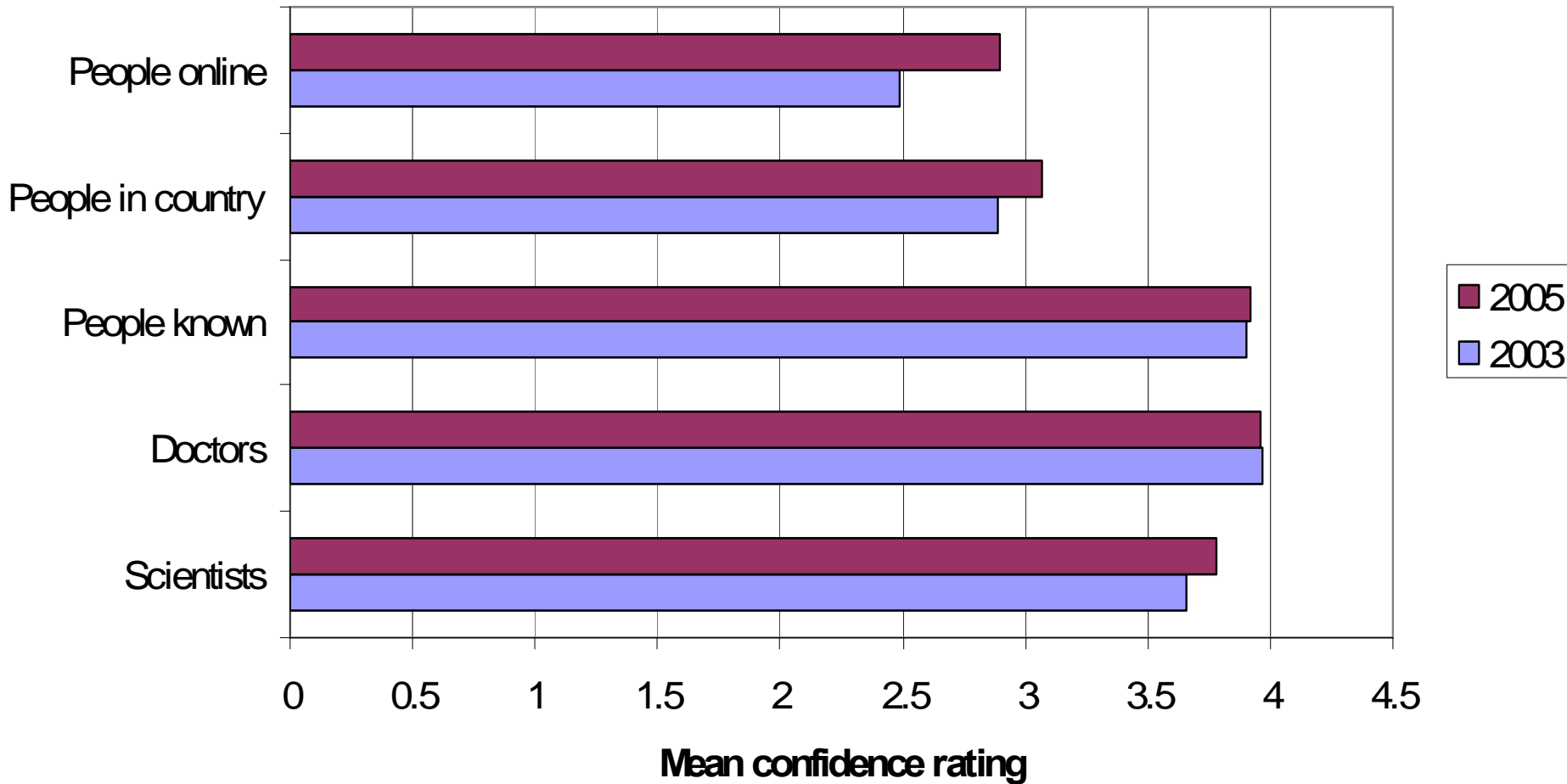
Source: OxIS 2003, Number of respondents = 2,030; OxIS 2005 Number of respondents = 2,185

Continue to Track and Refine:

- Trust: Confidence and Perceived Risk
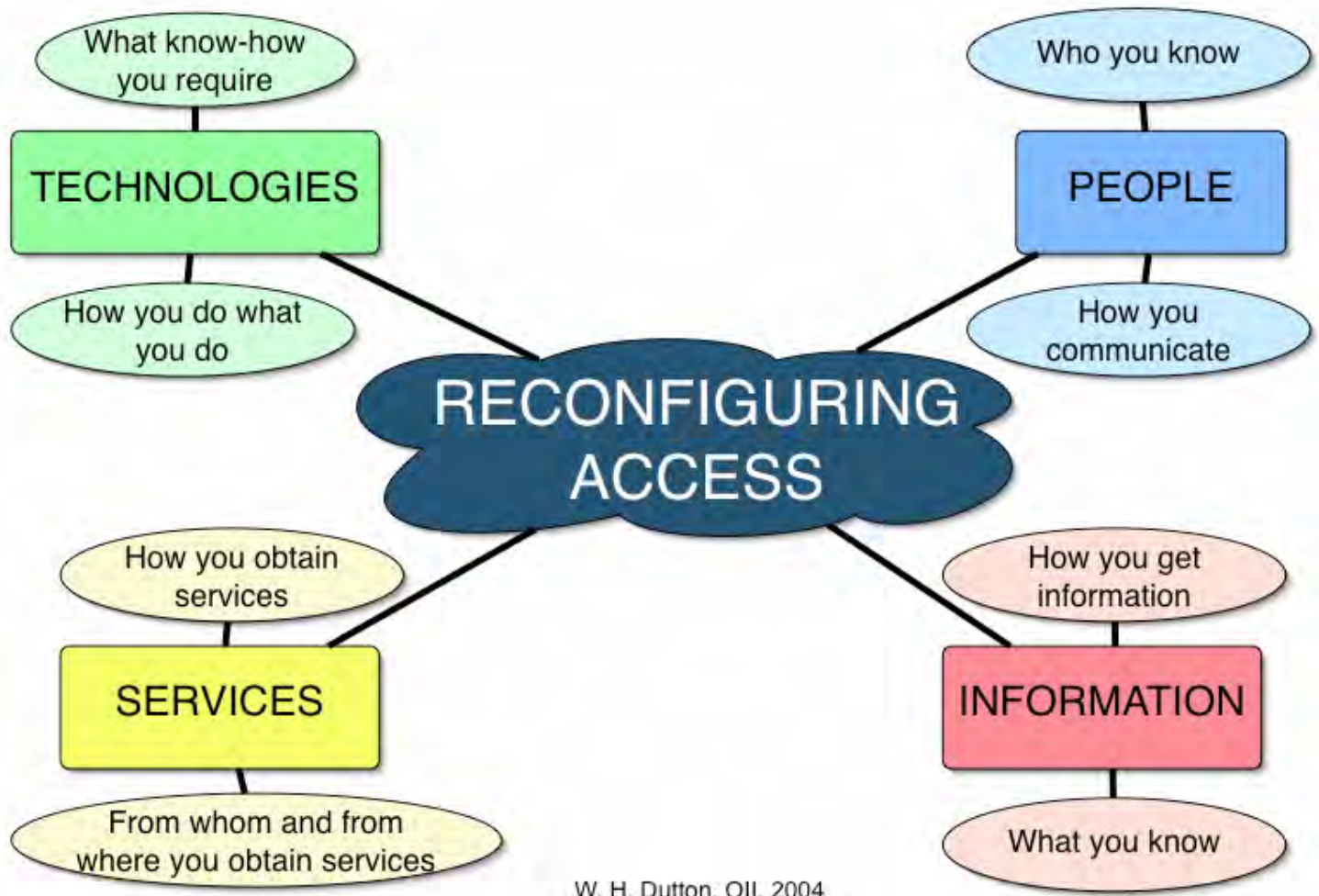
- Other Experience Technologies?

Themes of Social Research

- The Development of a Cyberinfrastructure

- Digital Divides and Choices Shaping Access

- Internet, Google or TV Generation

- Divides and Choices in Patterns of Use

- Developing Trust in an Experience Technology

- The Societal Impact: Reconfiguring Access
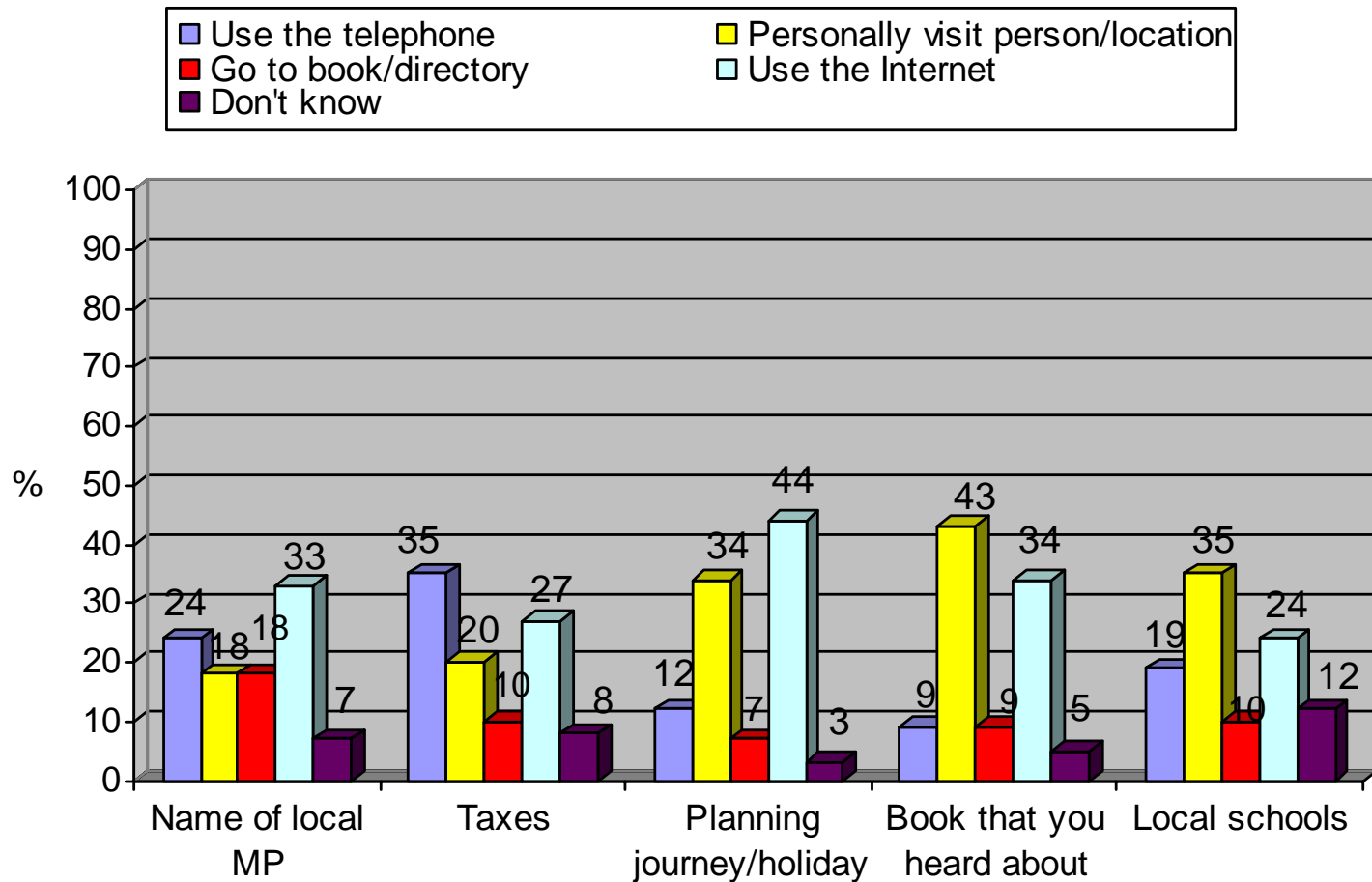
Perspectives on Social Impacts

- Technological Determinism: Utopian v Dystopian

- Dual Effects

- Substitution

- Reinforcement: Social Shaping of Technology

- Reconfiguring Access

RECONFIGURING ACCESS

- What know-how you require — TECHNOLOGIES — How you do what you do
- Who you know — PEOPLE — How you communicate
- How you obtain services — SERVICES — From whom and from where you obtain services
- How you get information — INFORMATION — What you know

W. H. Dutton, OII, 2004

Where would you go first if looking for information on… (2005)

Legend:
- Use the telephone
- Go to book/directory
- Don't know
- Personally visit person/location
- Use the Internet

	Name of local MP	Taxes	Planning journey/holiday	Book that you heard about	Local schools
Use the telephone	24	35	12	9	19
Personally visit person/location	18	20	34	43	35
Go to book/directory	18	10	7	9	10
Use the Internet	33	27	44	34	24
Don't know	7	8	3	5	12

N=2,185 (All respondents)

Do you read any newspapers or news service online that you do not read in print? (2005)

20% Yes

80% No

Legend: Yes, No
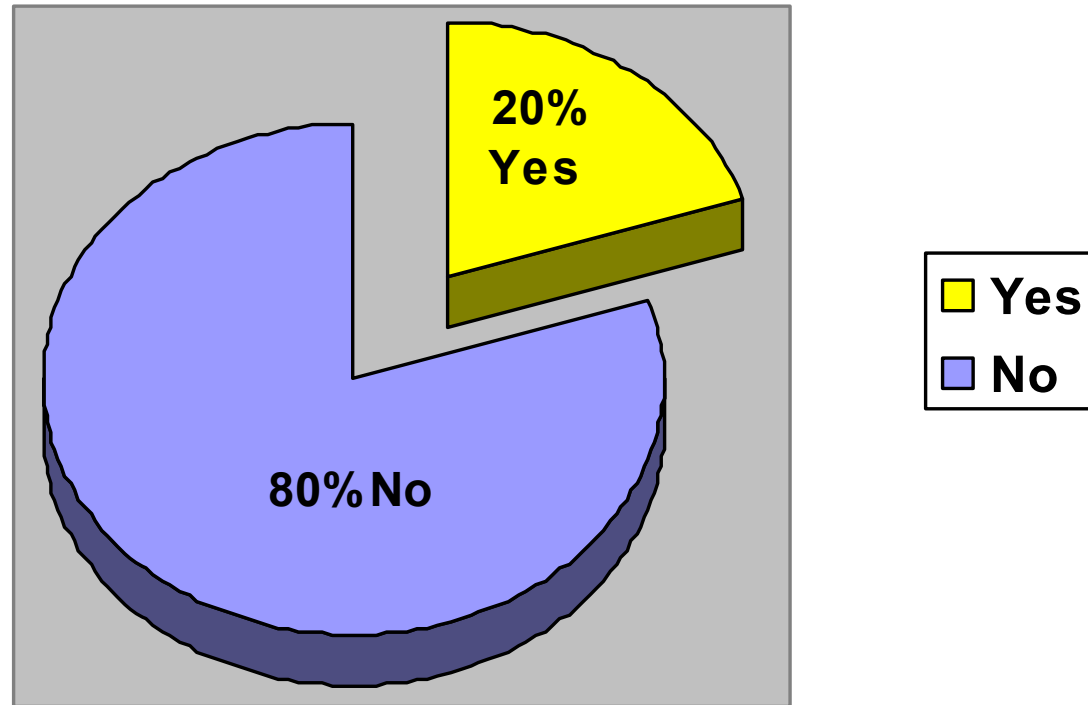
N= 1,309 (Current Internet users)

Met people or made friends online – 2005

20% Yes

80% No

Legend:
- **Yes** (yellow)
- **No** (purple)
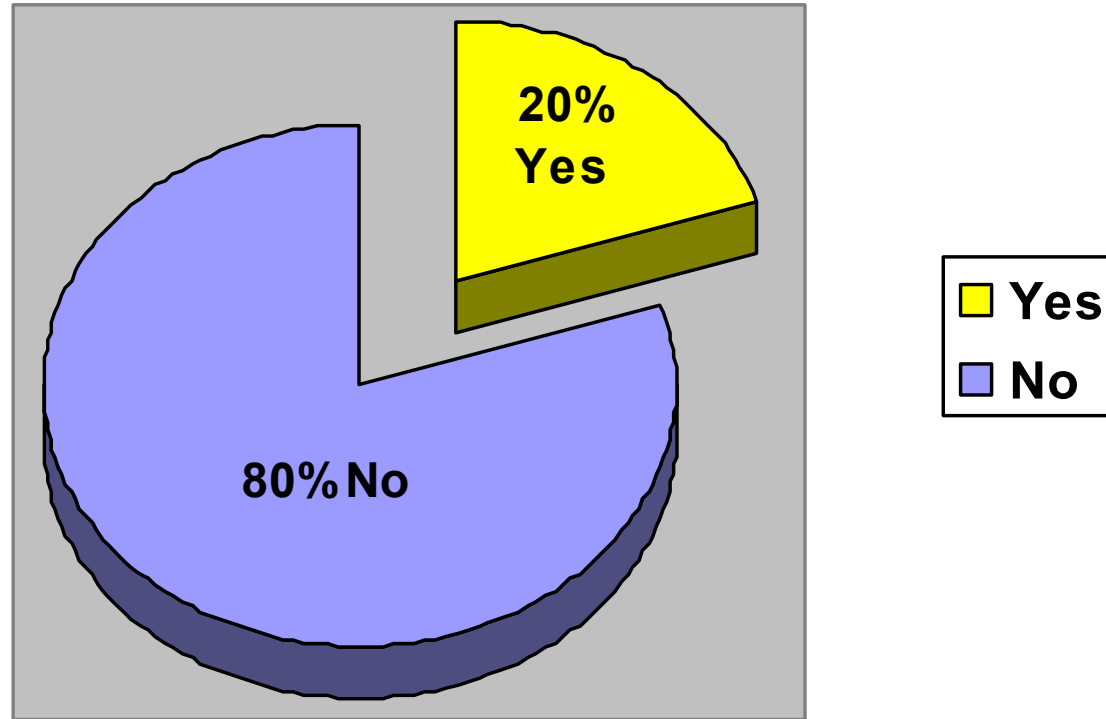
N= 1,309 (Current Internet users)

Refine and Build on Emerging Themes of Research:

- Infrastructure v. New Technology

- Digital Divides

- Digital Choices

- Stratification of Age Groups: Generations

- Experience Technologies and Trust

- Reconfiguring Access

The World Internet Project (WIP): Comparative Analysis and Visualization

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Presentation for the OxIS Workshop, OII, Oxford, November 24, 2006.

The World Internet Project

- The World Internet Project (WIP)

  - Initiated 2000, UCLA, now at USC

  - Data for 22 nations (and expanding)

  - www.worldinternetproject.net

- Britain: Oxford Internet Surveys (OxIS)

The World Internet Project: 2005

- **Britain** (ages 14 and up, collected in 2005)

- **Canada** (ages 18 and up, 2004)

- **Chile** (ages 12-60, collected in 2004)

- **China** (ages 16-65, collected in 2005 from five major cities)

- **Hungary** (ages 16 and up, collected in 2005)

- **Iran** (ages 12 and up, collected in 2005 from twelve provincial capitals)

- **Italy** (ages 16 and up, collected in 2004)

- **Japan** (ages 13-69, collected in 2005)

- **Macao** (ages 16-64, collected in 2005)

- **Singapore** (ages 13 and up, collected in 2006)

- **Spain** (ages 16 and up, collected in 2005)

- **Sweden** (ages 18 and up, collected in 2004, except for PurInt from 2003)

- **USA** (ages 12 and up, collected in 2005)

Percent Internet Use, circa 2005

Source: http://www.worldinternetproject.net/
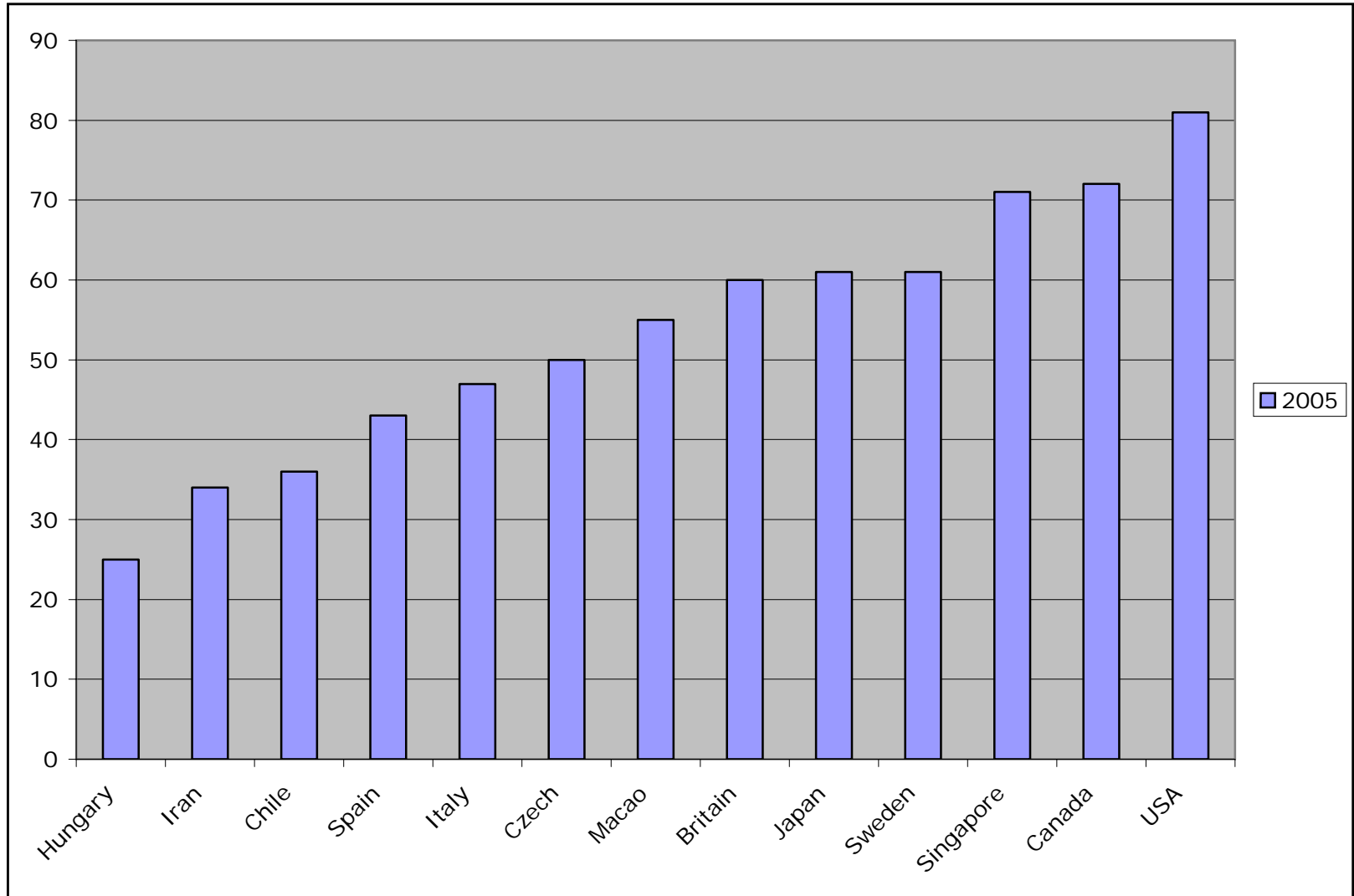
Percent Internet Users, 2003-5
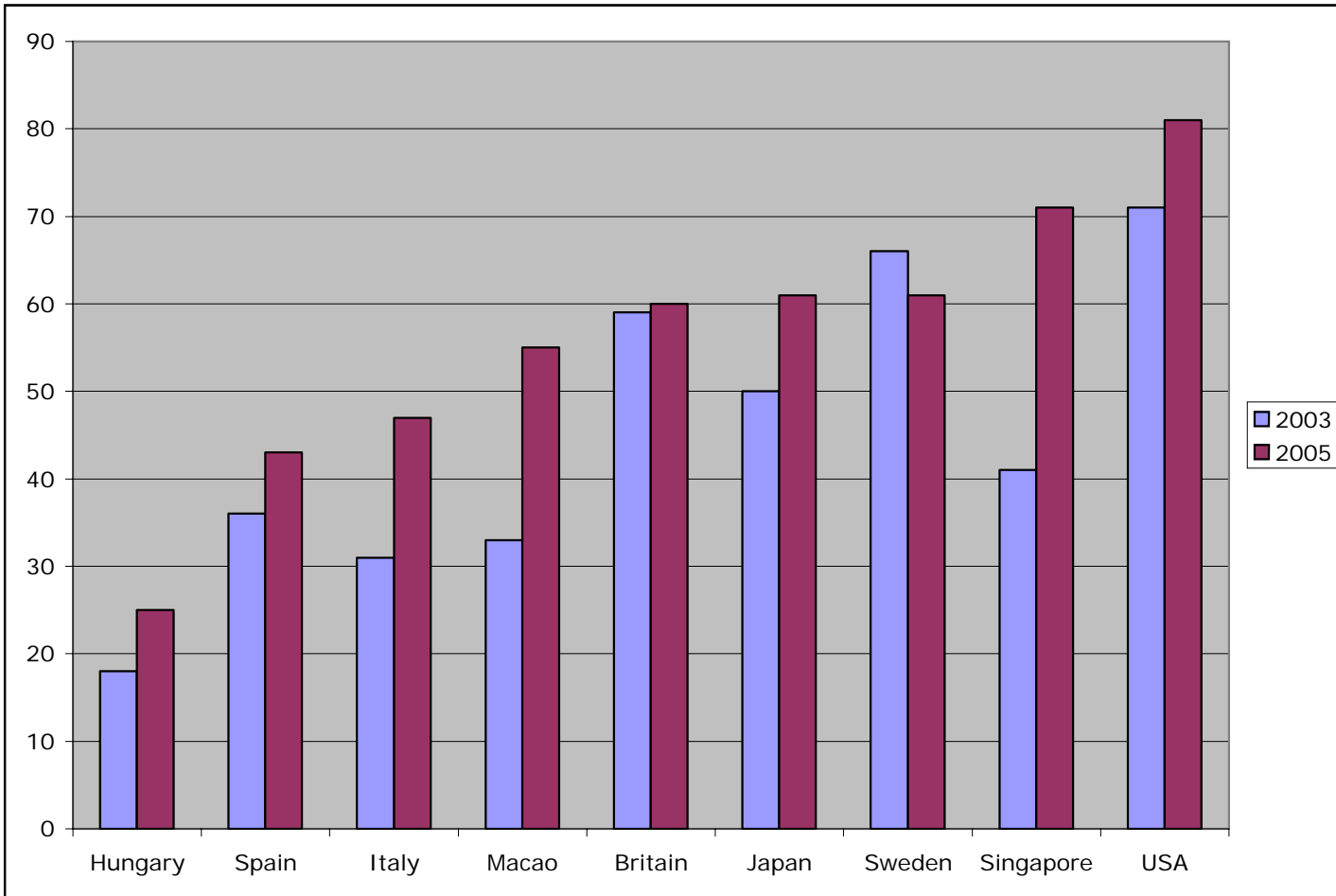
Percent Who Use the Internet:
Lowest and Highest Economic Quartiles, circa 2003

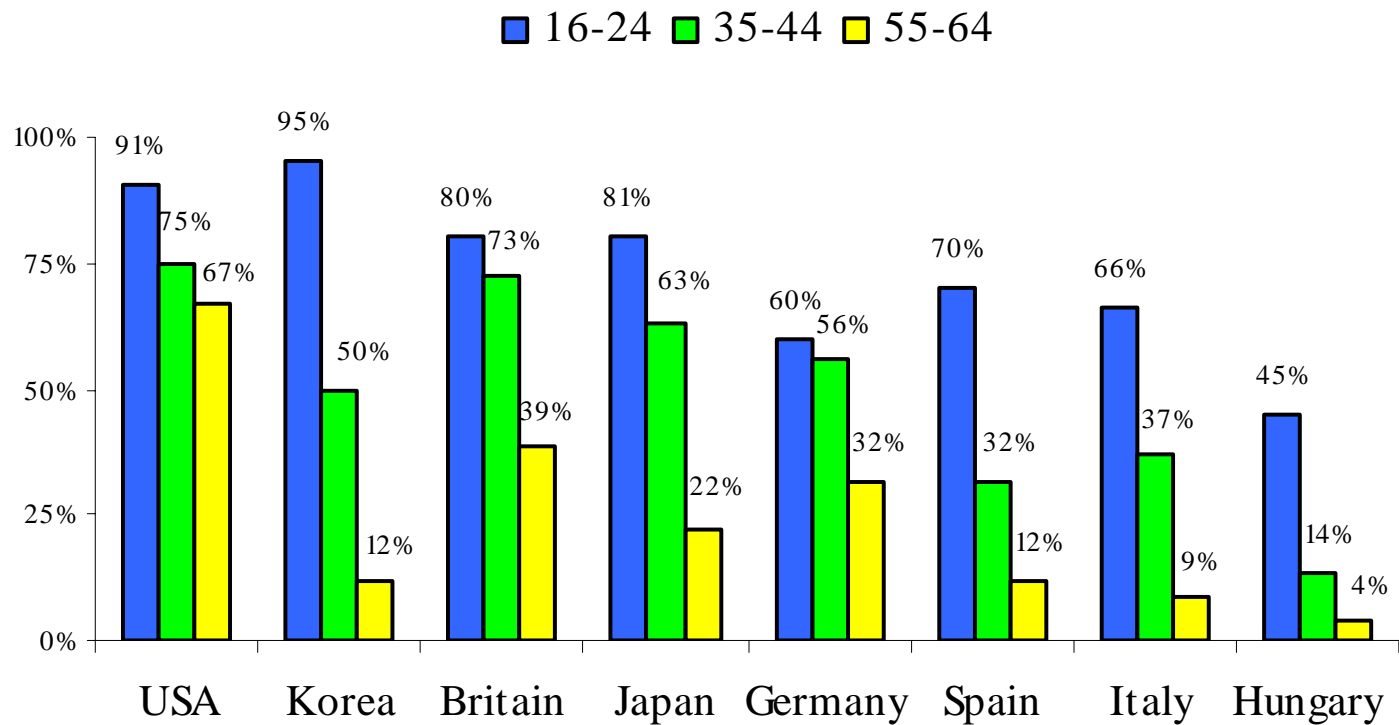■ First Quartile (lowest) ■ Fourth Quartile (highest)

Country	First Quartile (lowest)	Fourth Quartile (highest)
USA	43%	90%
Sweden	49%	93%
Korea	46%	74%
Britain	24%	81%
Japan	33%	66%
Germany	28%	63%
Singapore	22%	55%
Spain	18%	68%
Macao	12%	63%
Italy	11%	60%
Taiwan	18%	43%
Hungary	2%	24%

Source: http://www.worldinternetproject.net/
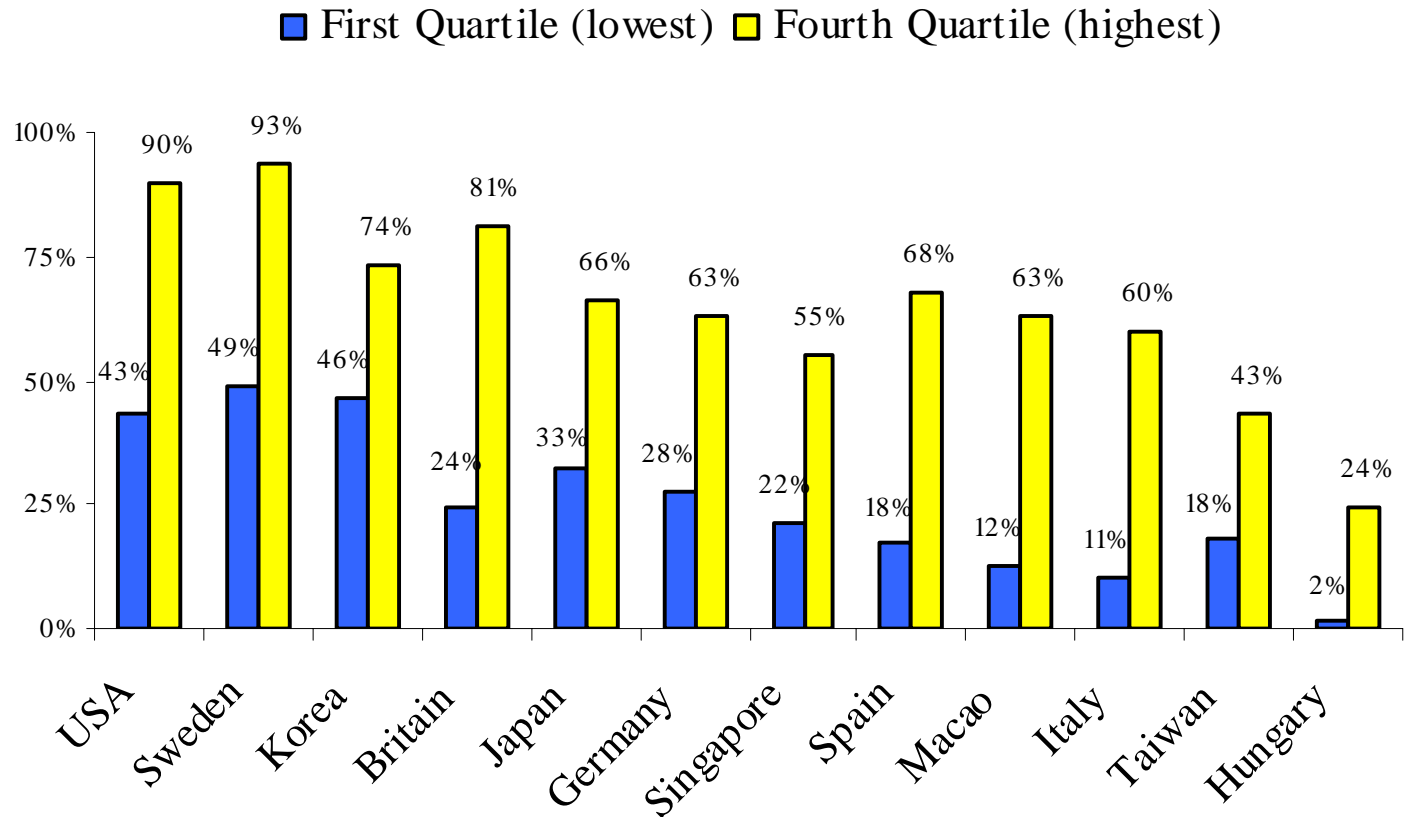
Percent Who Use the Internet:
Lowest and Highest Economic Quartiles,
circa 2005

Internet Use by Age, circa 2003

■ 16-24 ■ 35-44 □ 55-64

Country	16-24	35-44	55-64
USA	91%	75%	67%
Korea	95%	50%	12%
Britain	80%	73%	39%
Japan	81%	63%	22%
Germany	60%	56%	32%
Spain	70%	32%	12%
Italy	66%	37%	9%
Hungary	45%	14%	4%
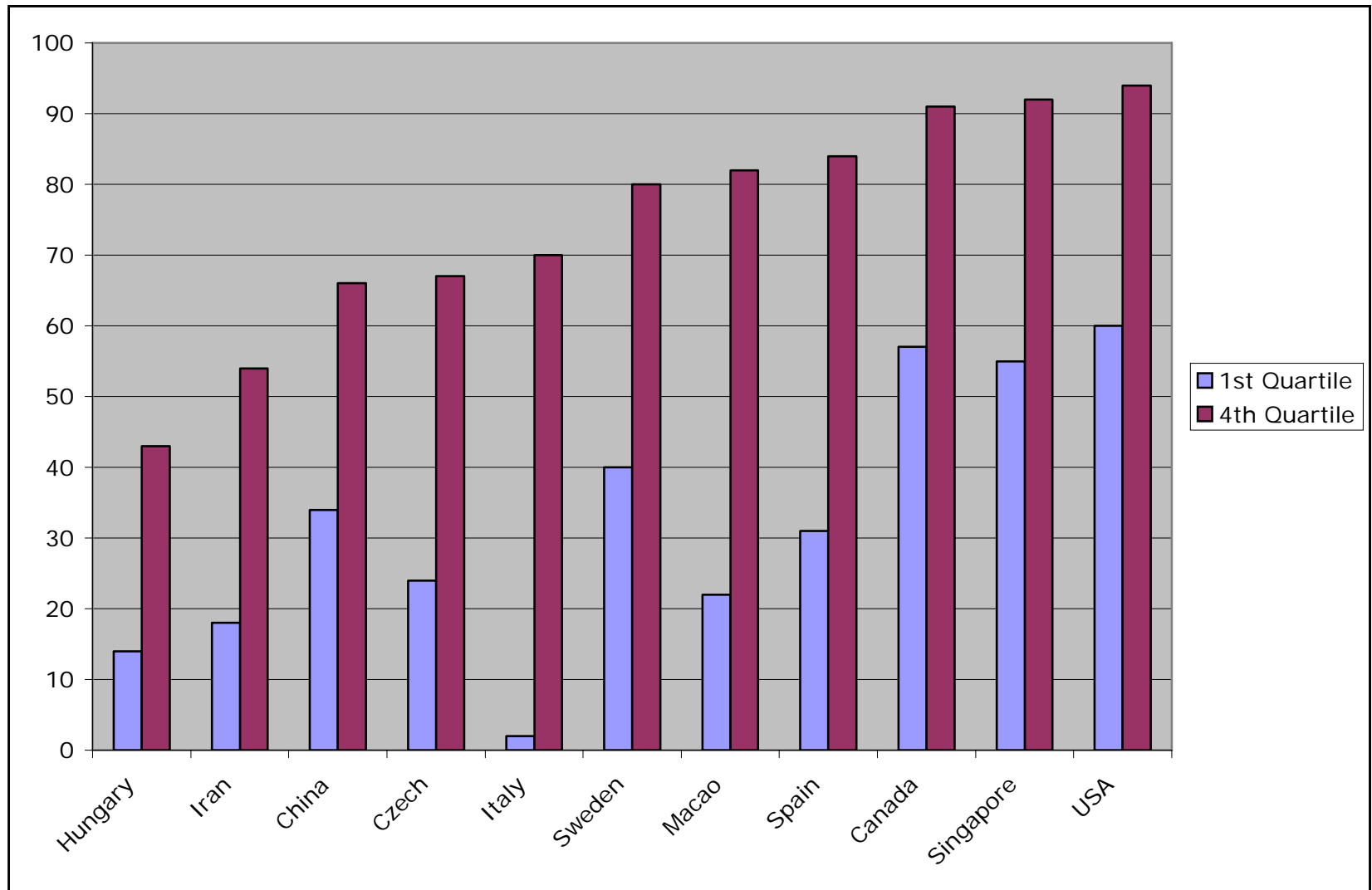
Internet Use by Age, circa 2005

Source: http://www.worldinternetproject.net/
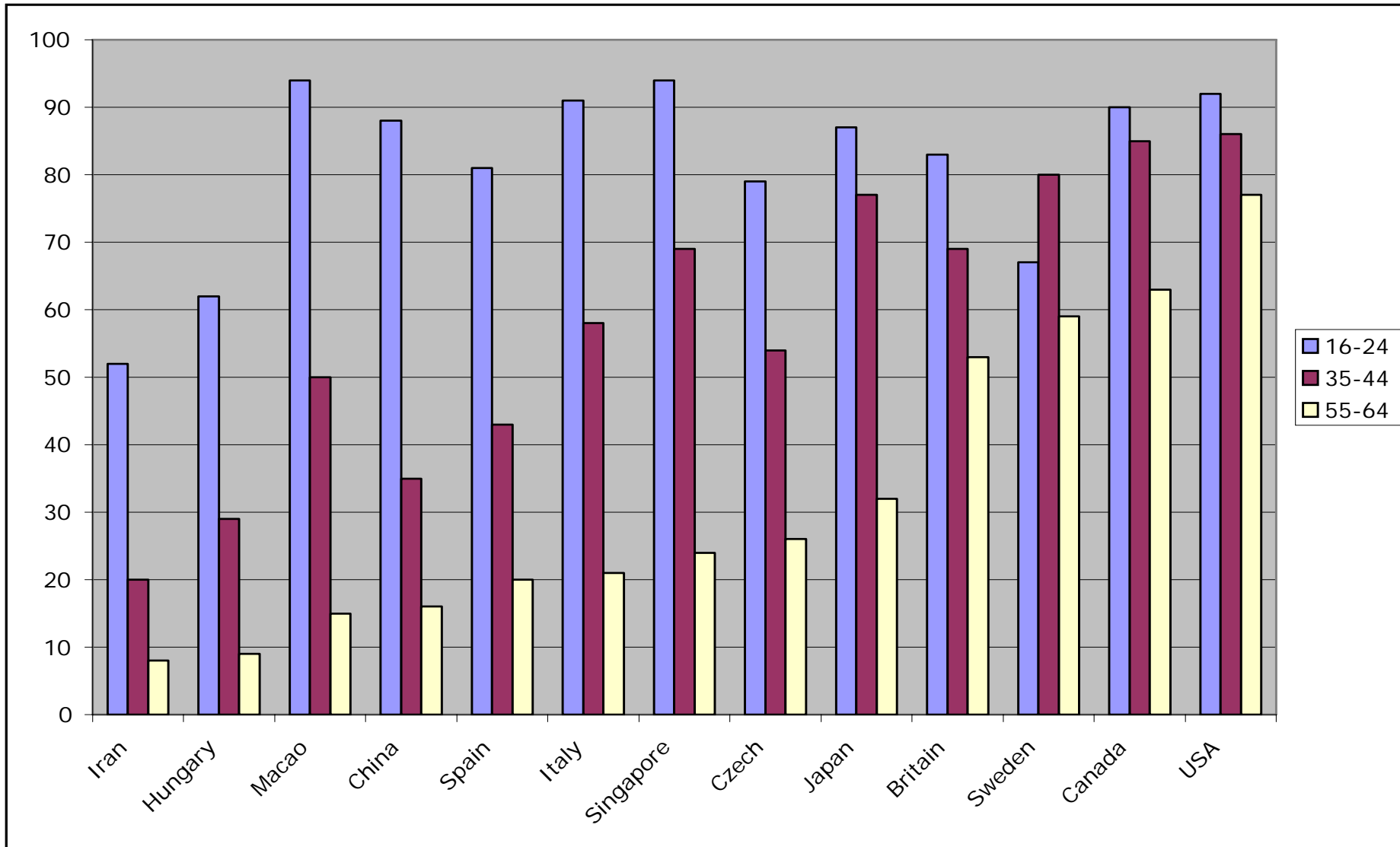
Internet Use by Gender, circa 2005
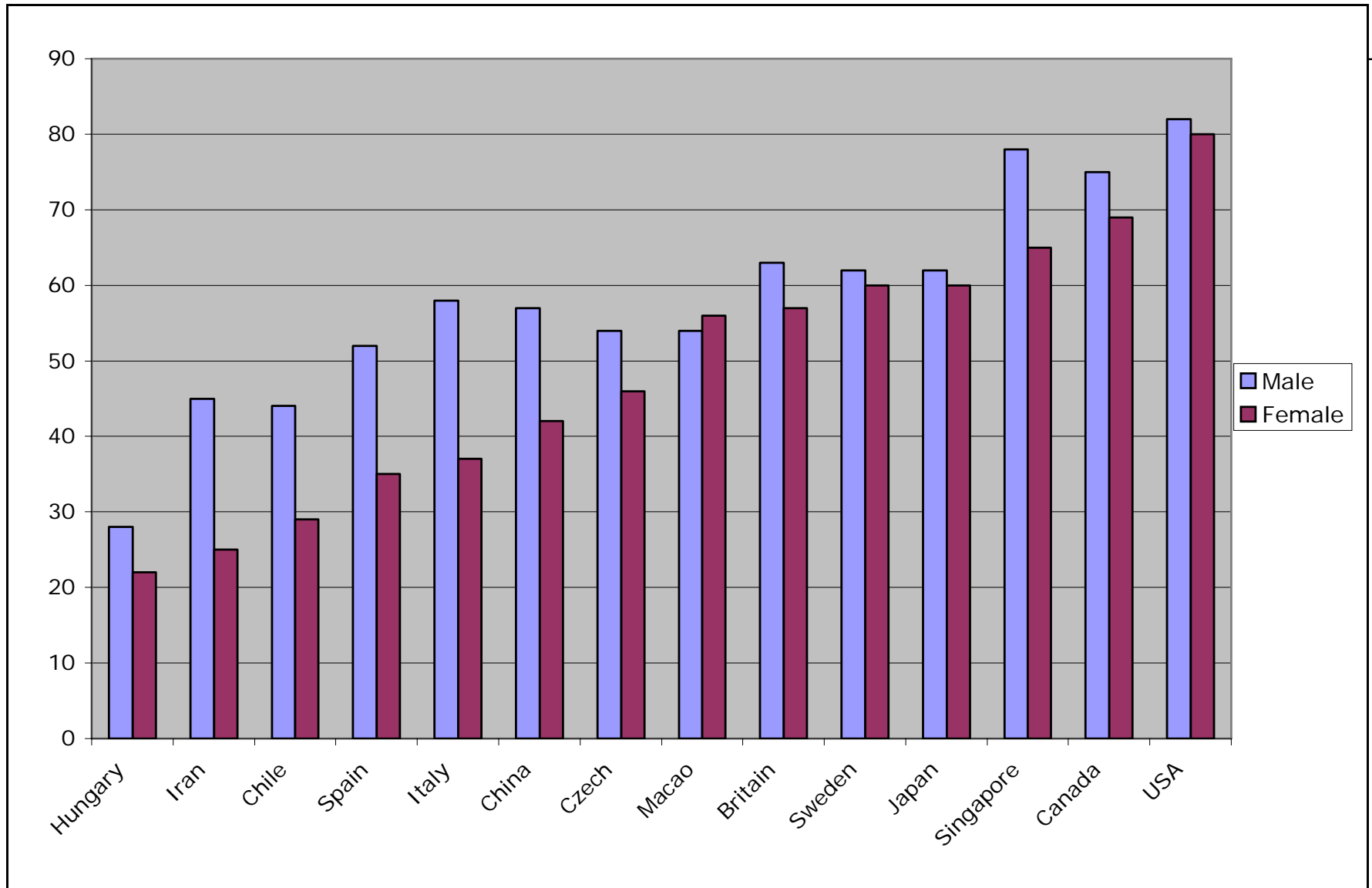
Source: http://www.worldinternetproject.net/

Average Number of Hours per Week Watching TV: Internet Users and Non-Users
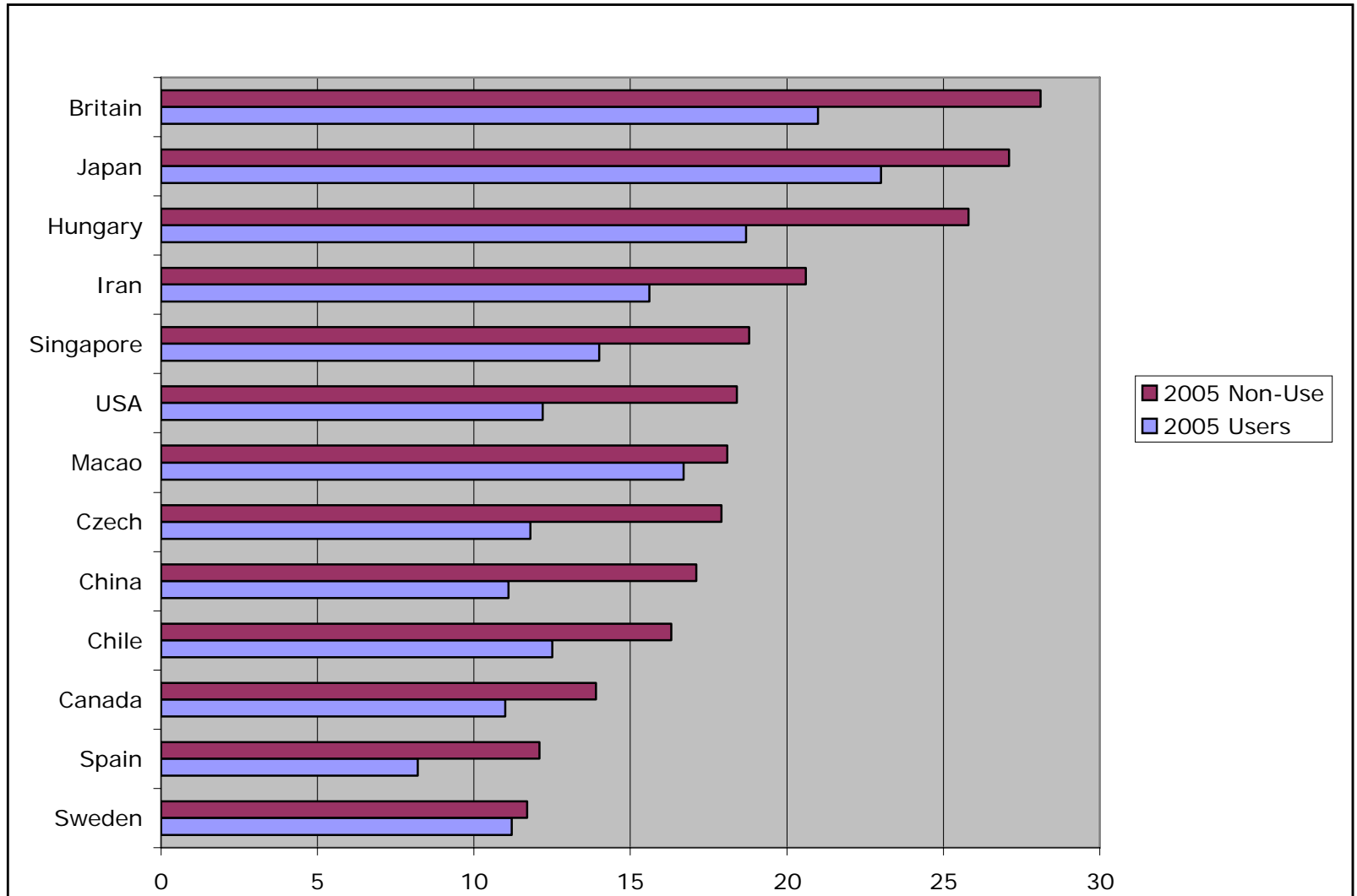
Average Number of Hours per Week Watching TV: Internet Users and Non-Users
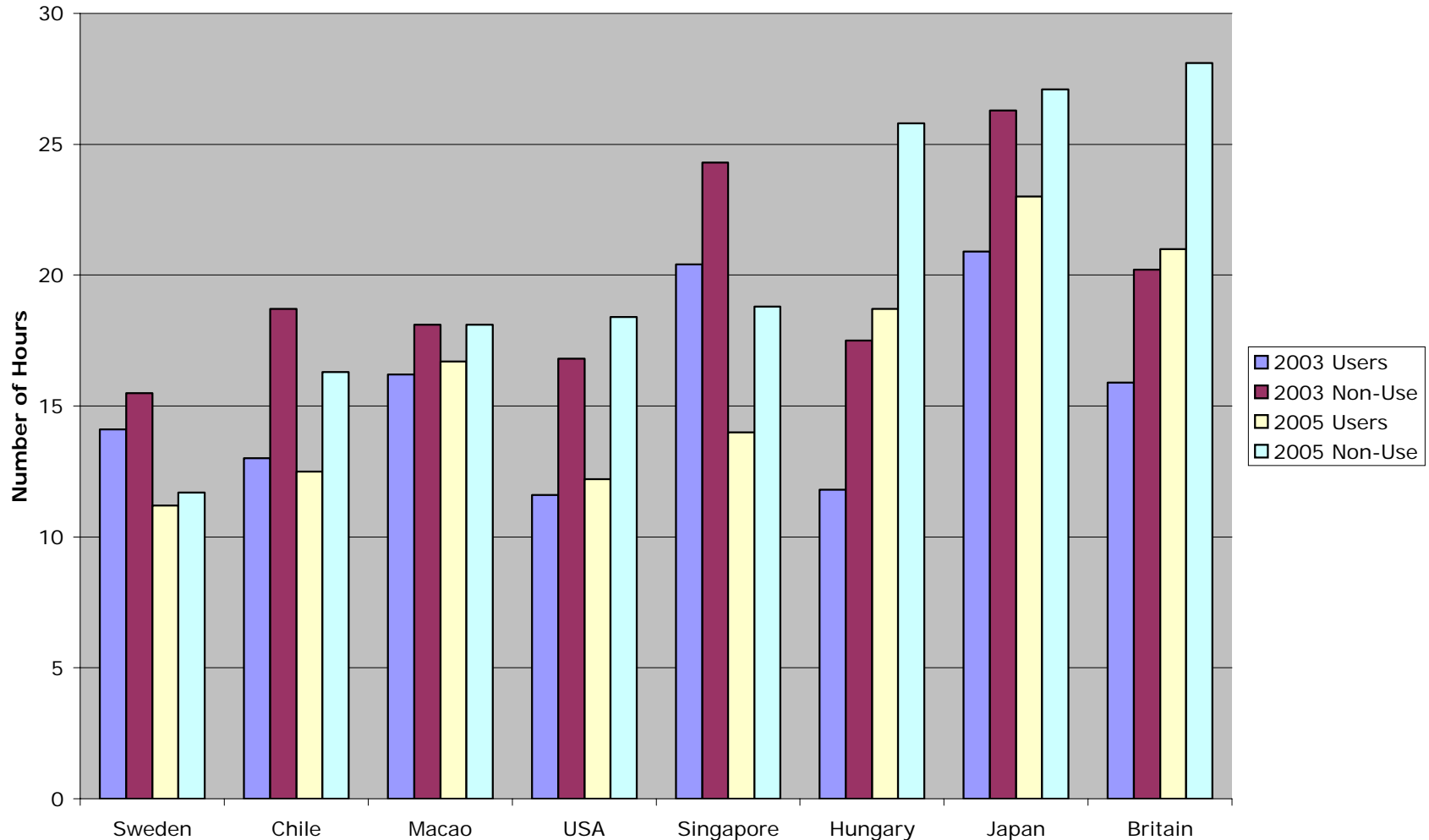
"Has the use of the Internet increased or decreased your contact with your family and friends?" (2005)
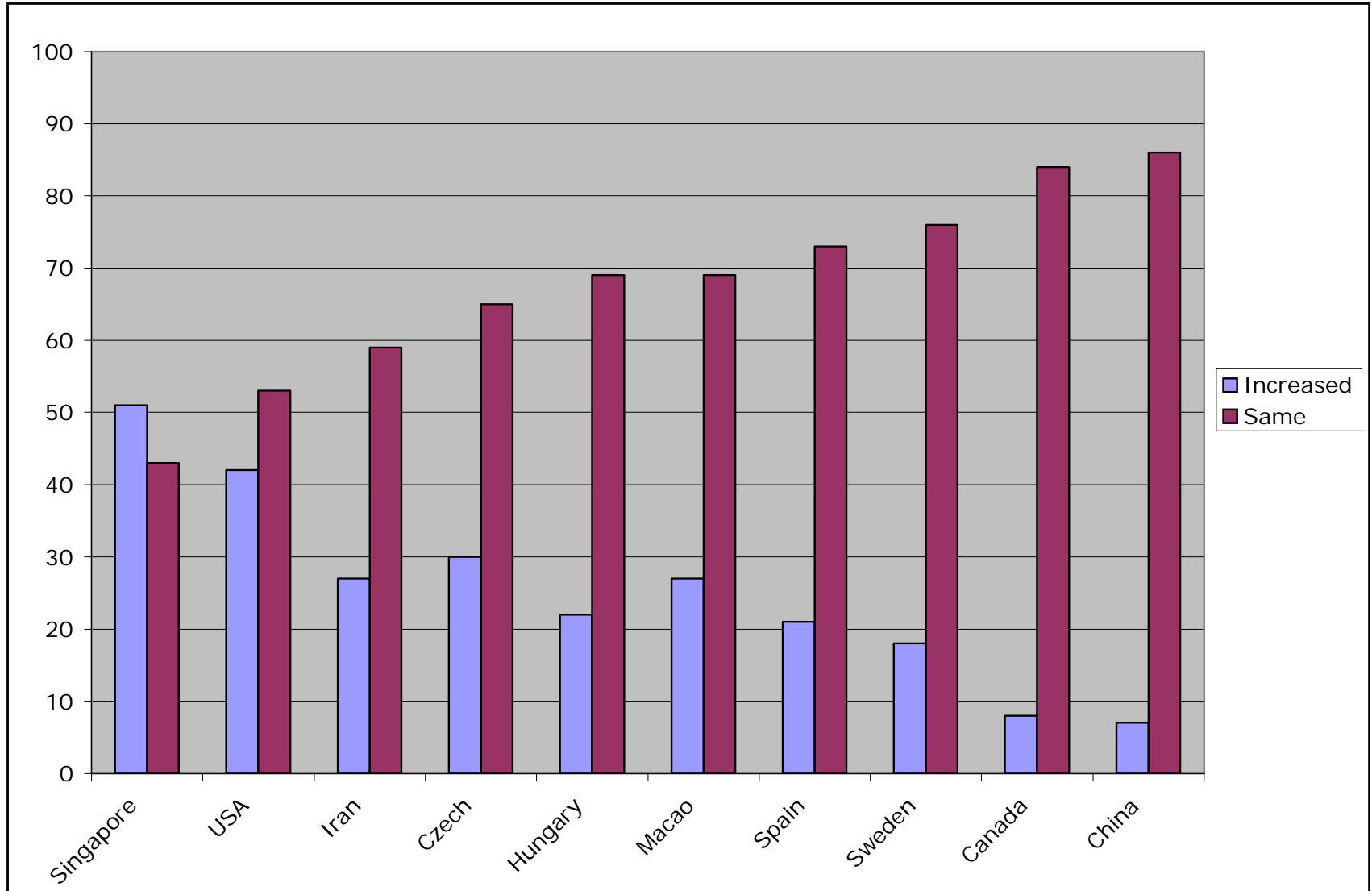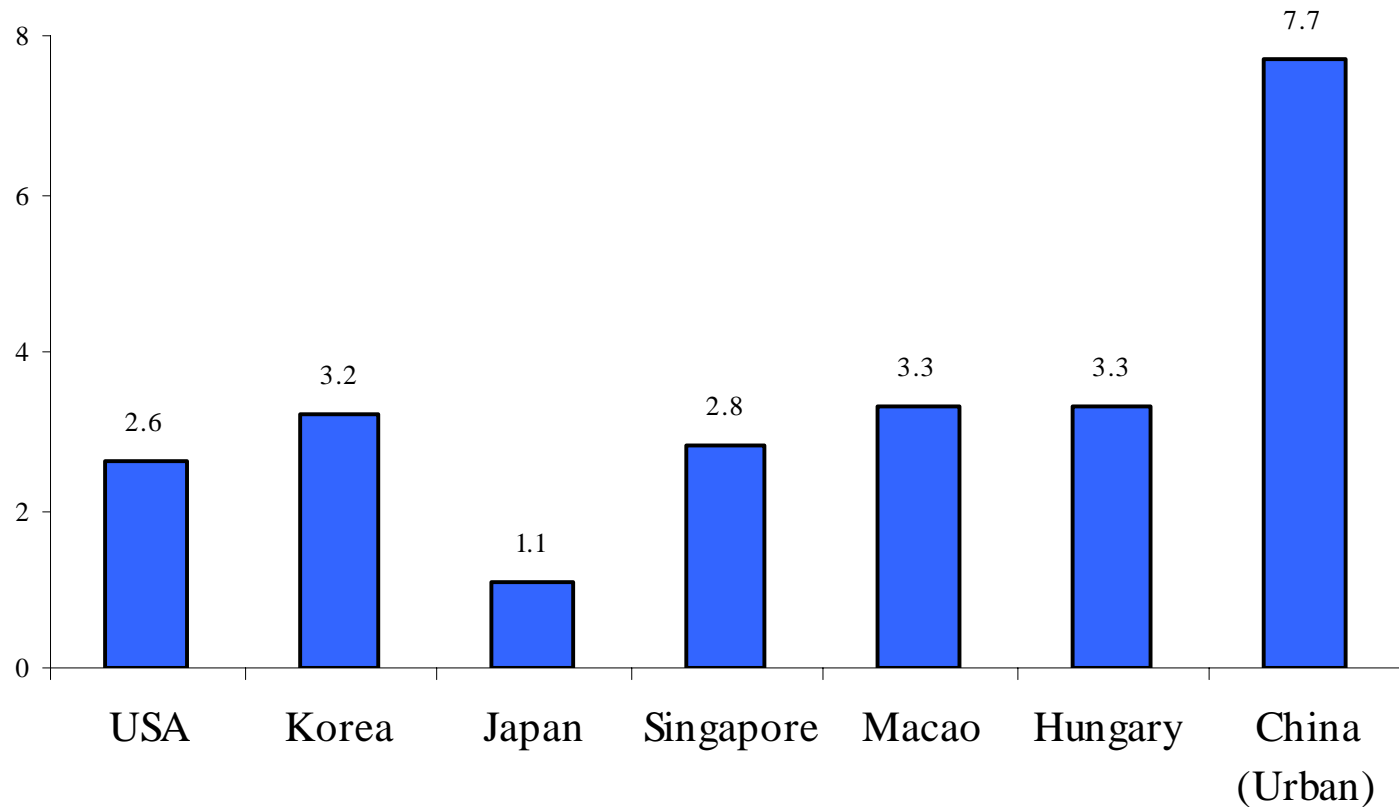

Source: http://www.worldinternetproject.net/

Average Number of Online Friends Met in Person

Source: http://www.worldinternetproject.net/
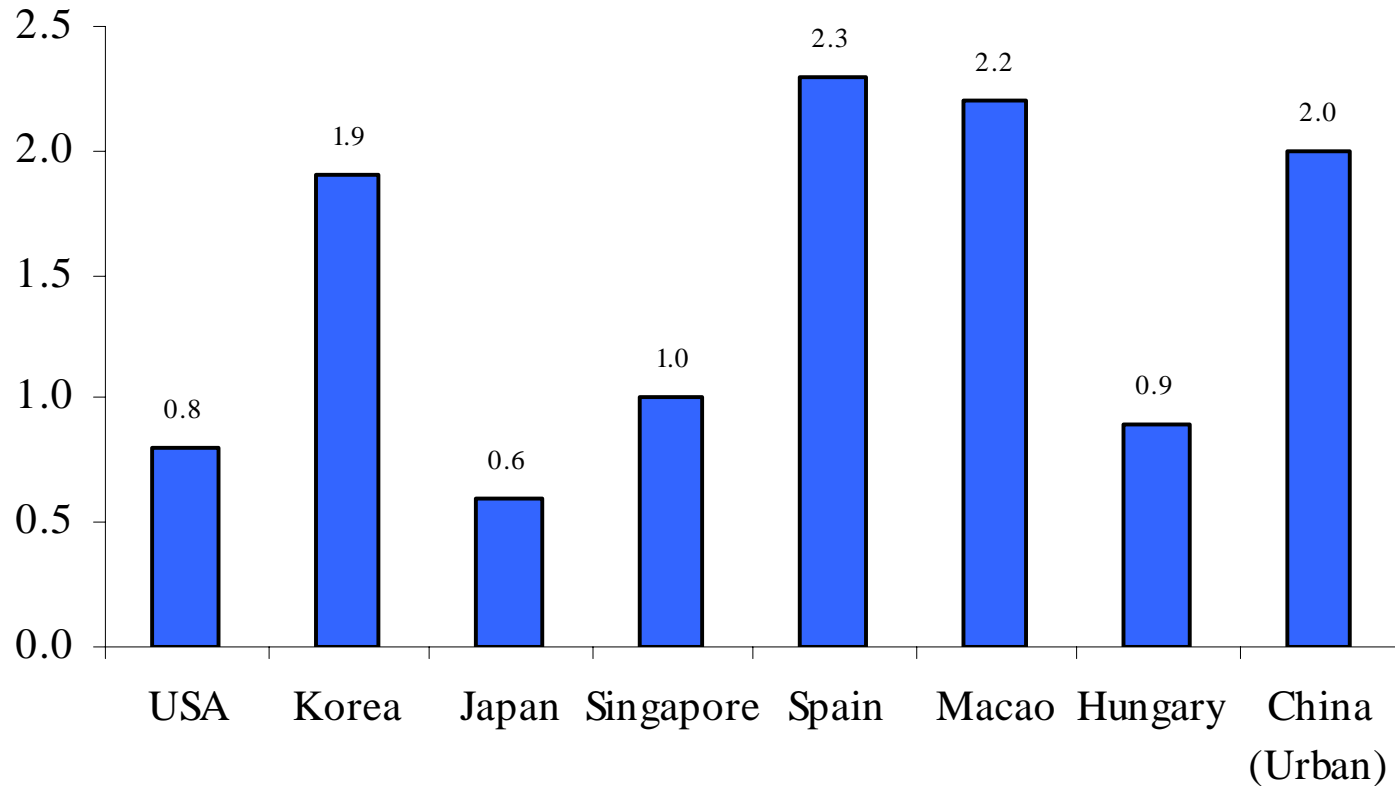
Number of Online Friends Never Met in Person

Source: http://www.worldinternetproject.net/

Average Number of Online Friends Met in Person: by User Category
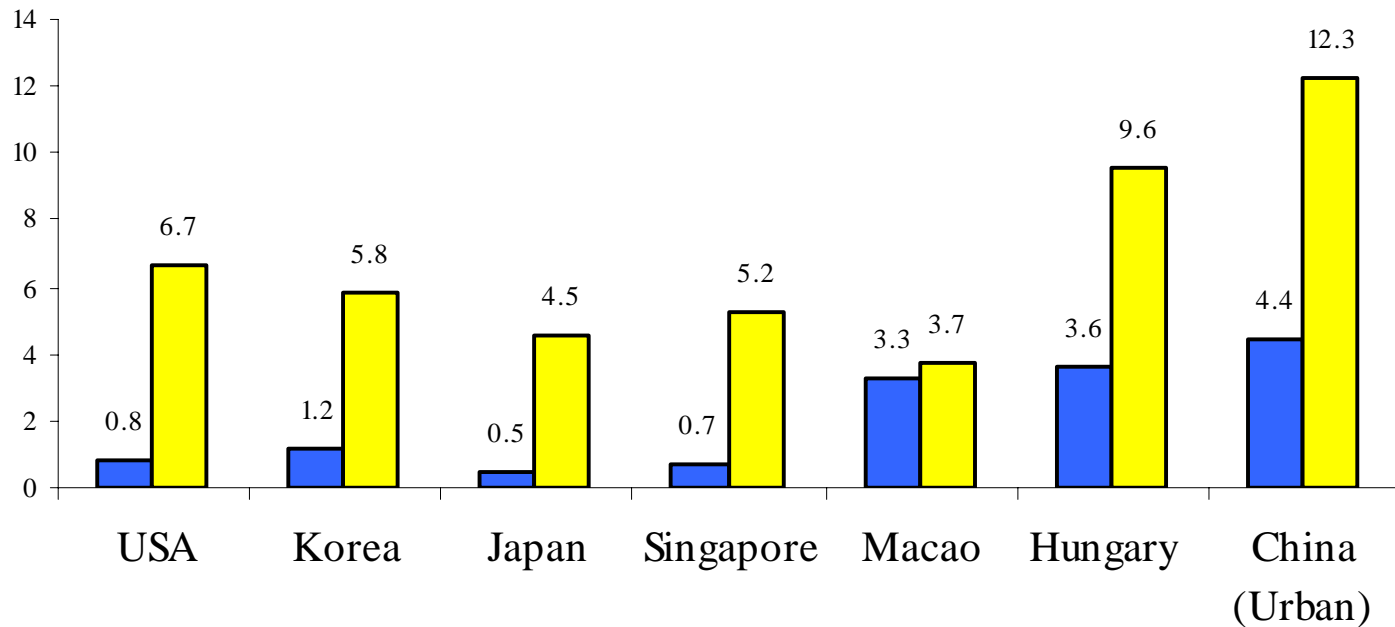
Source: http://www.worldinternetproject.org/

Average Number of Online Friends Never Met in Person by User Category

■ Light Users (Less than 5 hours a week)

■ Heavy Users (24 hours or more per week)

The Logic of Comparative Inquiry

- Problems with National Comparisons
  - Two possible results: similar vs. different (null hypothesis vs. alternative hypothesis)
  - Nations differ on many dimensions
  - Interpretations or ad hoc speculations
- Przeworski & Teune (1981): develop "national-level variables" and explicitly build these variables into analyses

Issues of Comparative Inquiry

- Data collection (face-to-face, telephone)
- Recoding (criteria of grouping values
- Cross-national equivalence of measures (identical questions v common variables)
- Sampling designs
- Weighting of cases
- Other: treatment of missing data; DK

Illustrative Data Sets*

_____

- OxIS 2005: Probability sampling
    – in-house interview (N=2185)
    – Executed by professional survey company

- HKIS 2005: Probability sampling
    – telephone interview (N=1187)
    – Executed by professional survey company

- Macao 2005: Probability sampling
    – telephone interview (N=1851)
    – Conducted by Macao University

*Thanks to Professor William H. Dutton, OxIS, Professor Jonathan Jian-Hua Zhu, HKIS, and Dr. Angus Cheong, Macao University.

Measurement: Trust

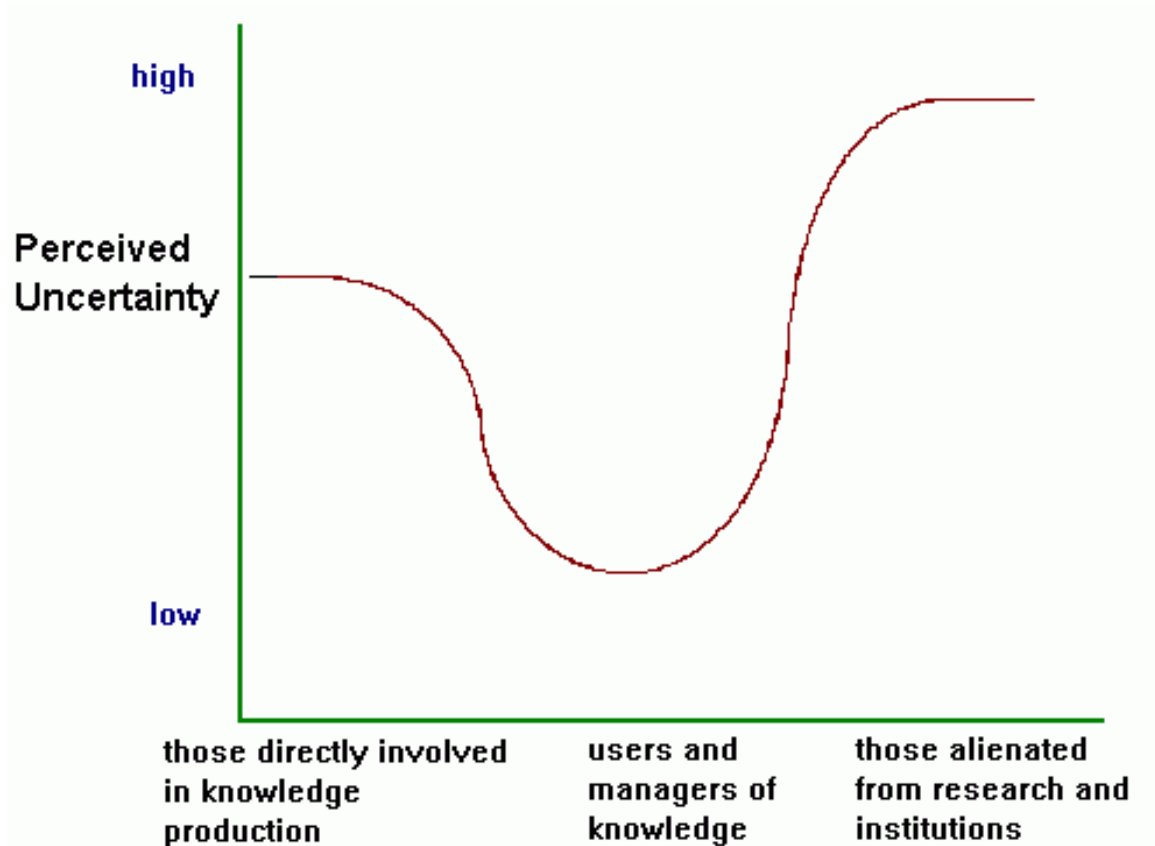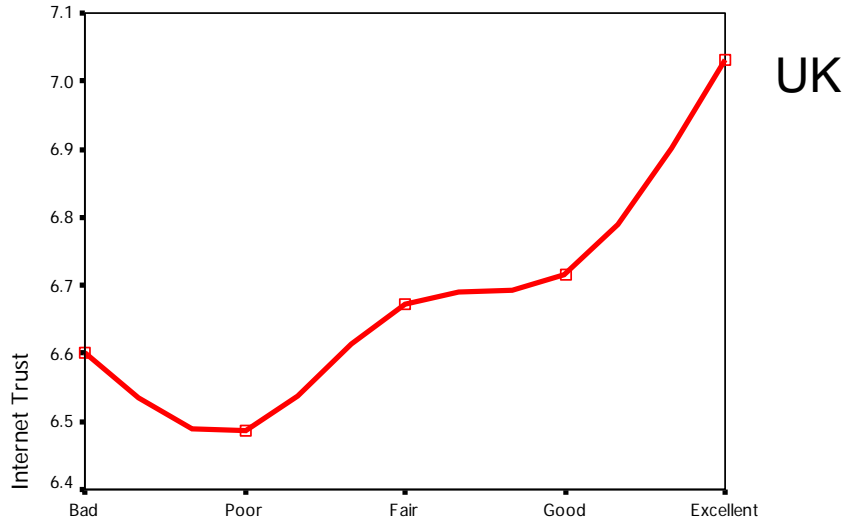|	Internet trust
OxIS	*QA03: Whether or not you use the Internet, how reliable and accurate would you rate the information on the Internet?* **(1. Totally unreliable; …10. Totally reliable; 88: DK; 98. No opinion)**
HKIS	*Q29: No matter whether you have used the Internet, how much do you trust it?* **(1: completely distrust; 5: completely trust; 6: DK)**
Macao	**q29. Do you trust the Internet?** **(1: completely distrust; 5: completely trust; 6: DK)** **Relia: (wip) Information on the Internet: Is it reliable and accurate? (1: totally unreliable; 4: totally reliable; 9: DK)**

Measurement: Proficiency

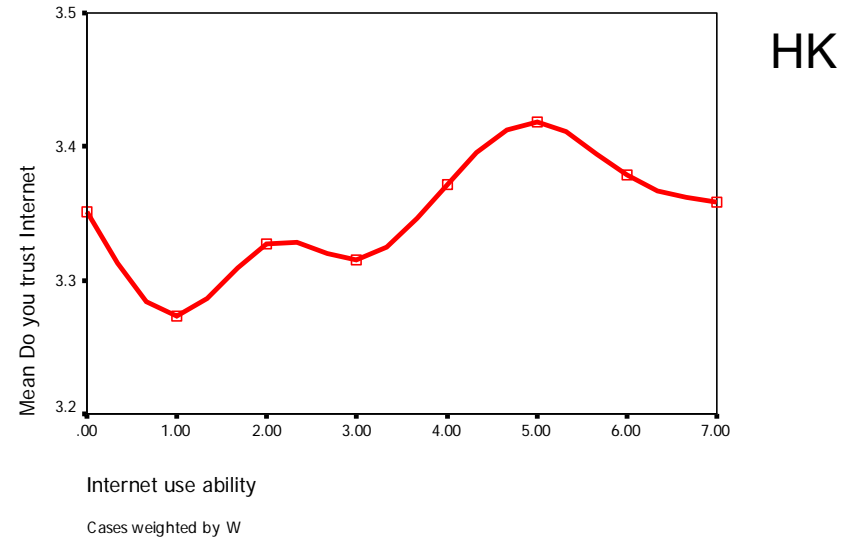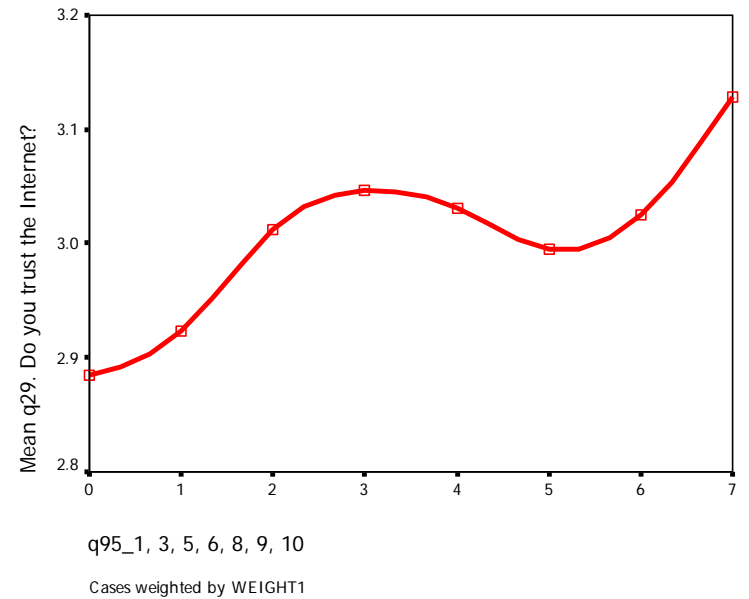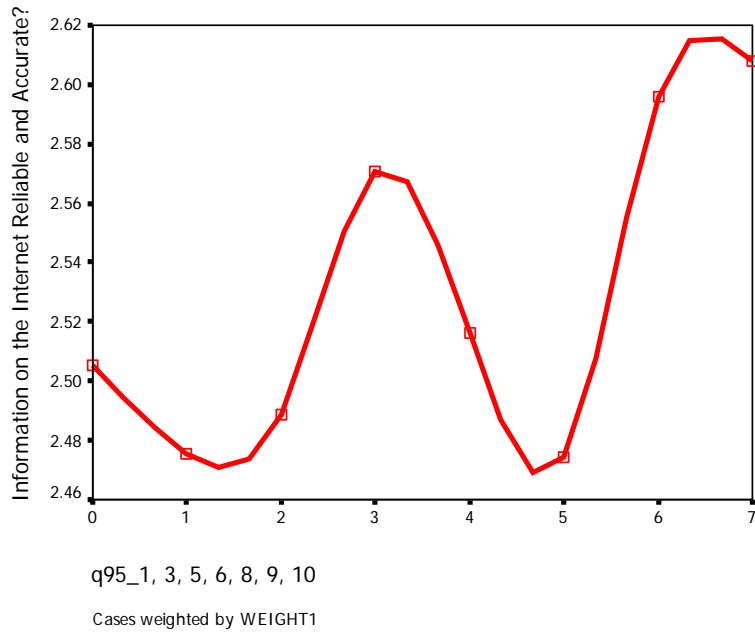|	Internet proficiency
OxIS	**How would you rate your ability to use the Internet?** (*5. Excellent; …1. Bad.*)
HKIS	*Q92+Q95+Q97+Q98+Q99+Q99a+Q99b* (e.g. **Do you know how to include attachments in email** ? 1: Yes; 0: no)
Macao	**q95_1. Can you sent attached files?** **q95_3. Can you create and maintain websites?** **q95_5. Can you chat through ICQ/MSN?** **q95_6. Can you install software?** **q95_8. Do you know how to use Internet phone?** **q95_9. Do you know how to filter spam emails?** **q95_10.Do you know how to play multi-player games?**

Trust Trough

Internet Trust vs. Internet Use Ability

UK

Internet Trust

Bad — Poor — Fair — Good — Excellent

Q.C.5 How would you rate your ability to use the Internet?

Internet trust vs. Internet use ability

HK

Mean Do you trust Internet

Internet use ability

Cases weighted by W

Information on the Internet Reliable and Accurate?

q95_1, 3, 5, 6, 8, 9, 10

Cases weighted by WEIGHT1

Macao

Mean q29. Do you trust the Internet?

q95_1, 3, 5, 6, 8, 9, 10
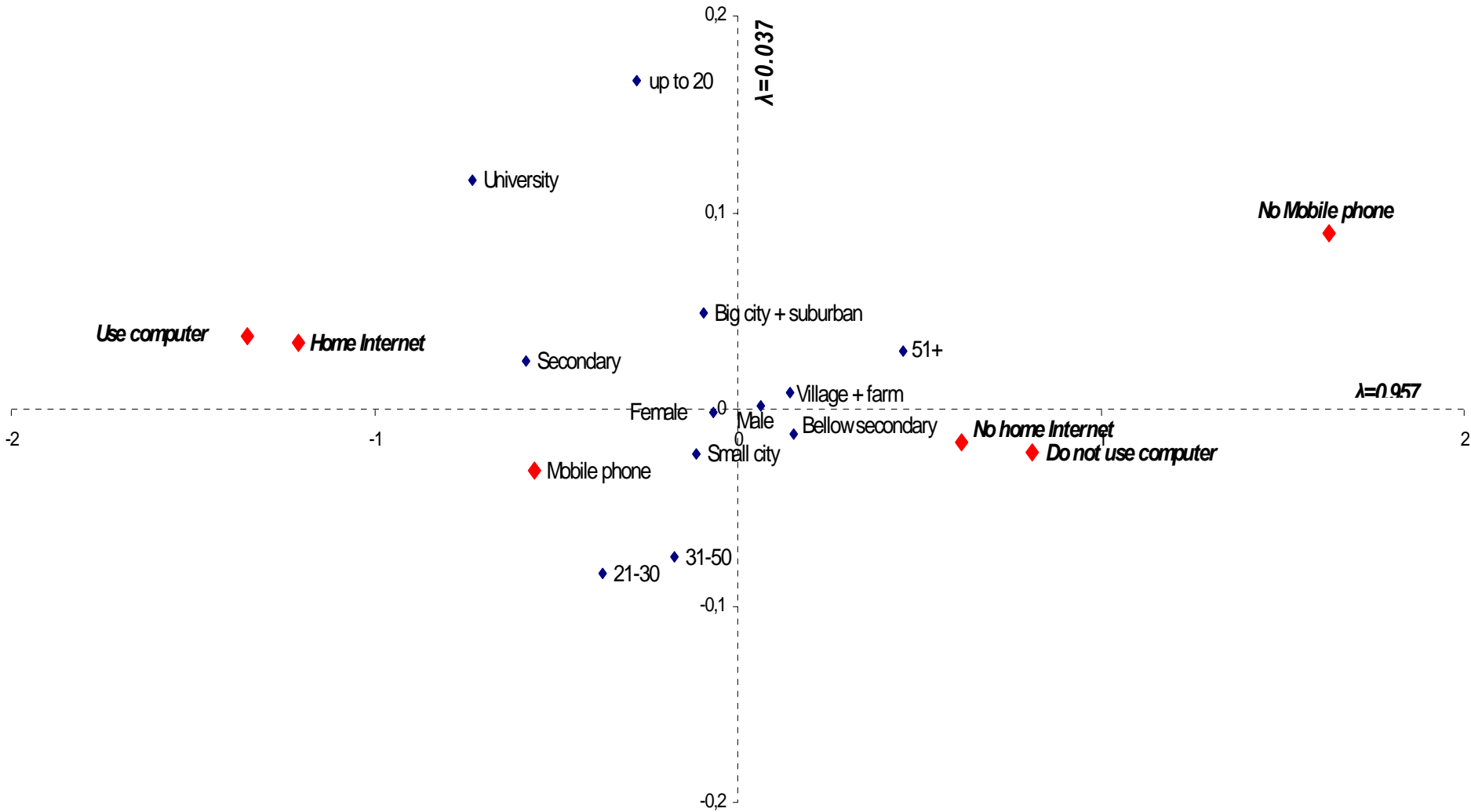
Cases weighted by WEIGHT1

Patterns of Digital Divides in Britain
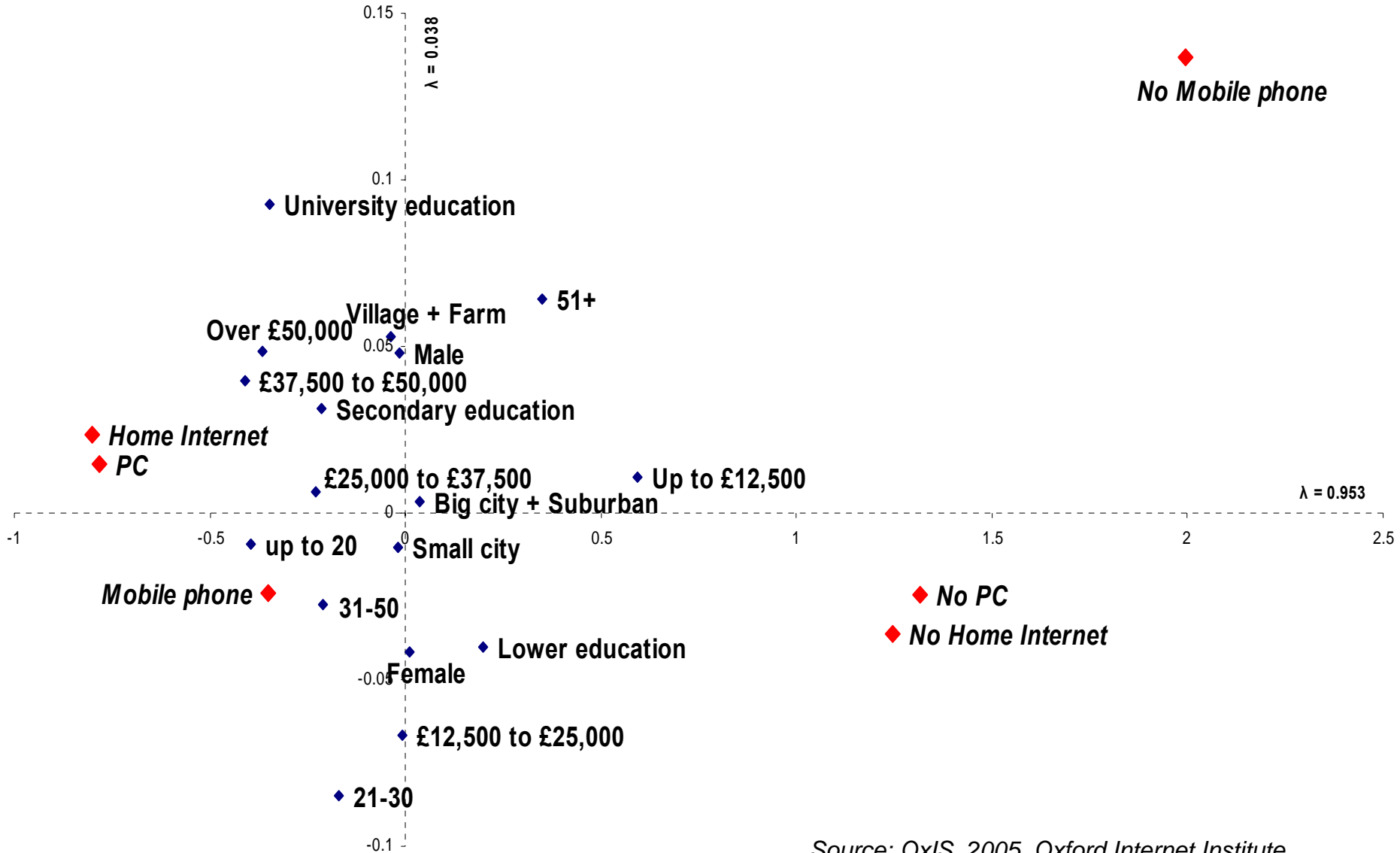
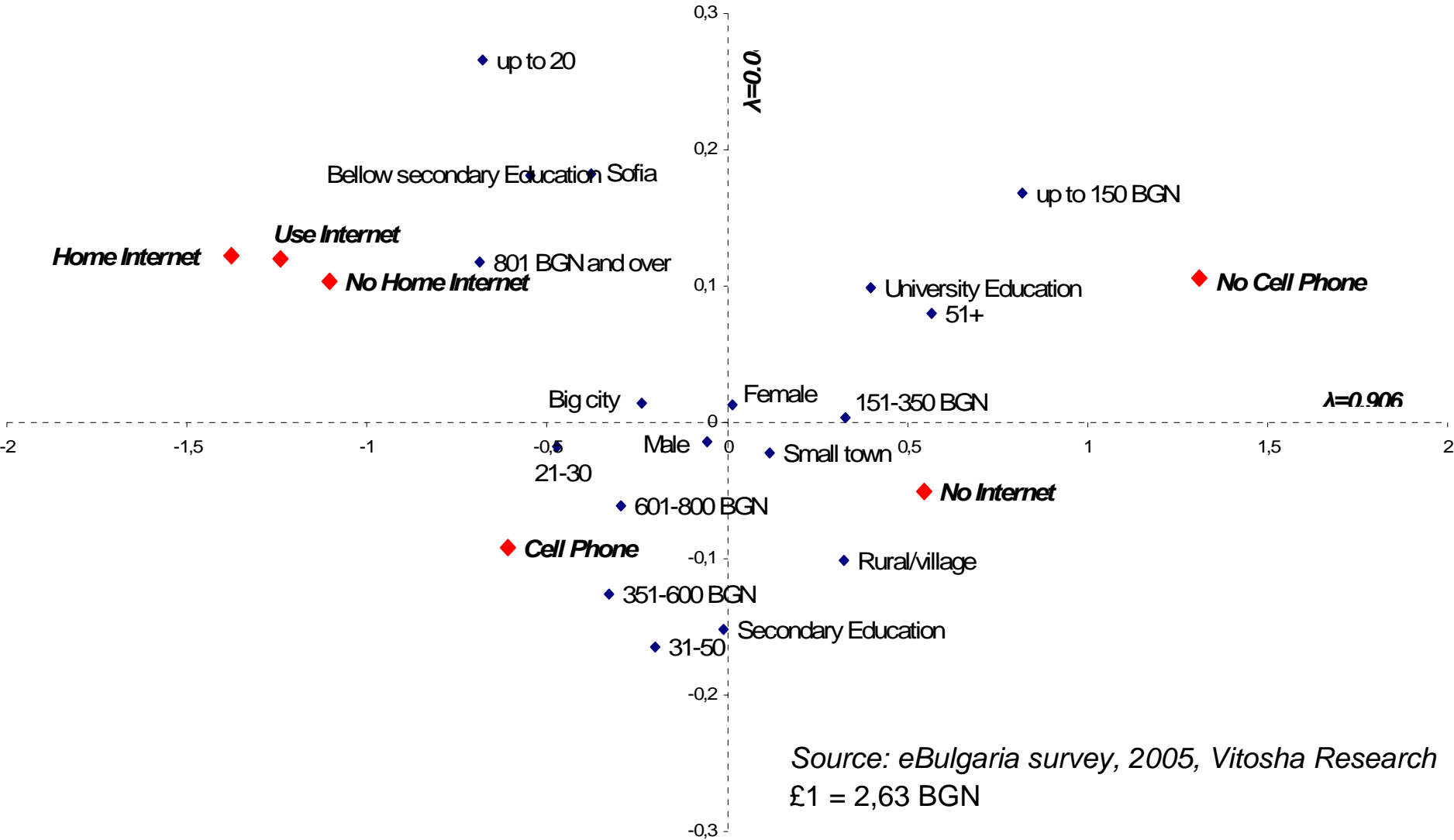Source: OxIS, 2005, Oxford Internet Institute
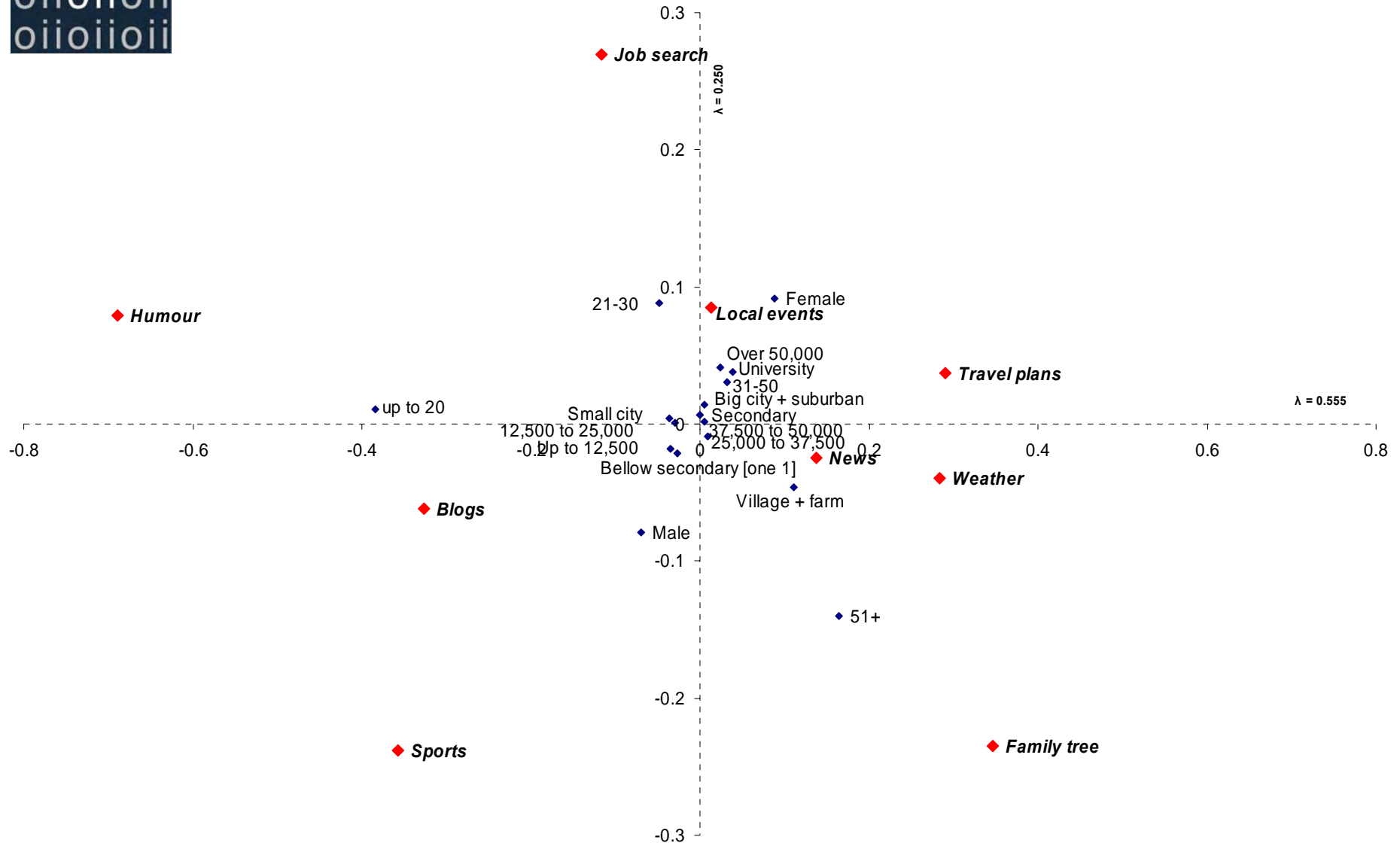
Patterns of Digital Divides in Portugal

Patterns of Digital Divides in Bulgaria

Source: eBulgaria survey, 2005, Vitosha Research
£1 = 2,63 BGN

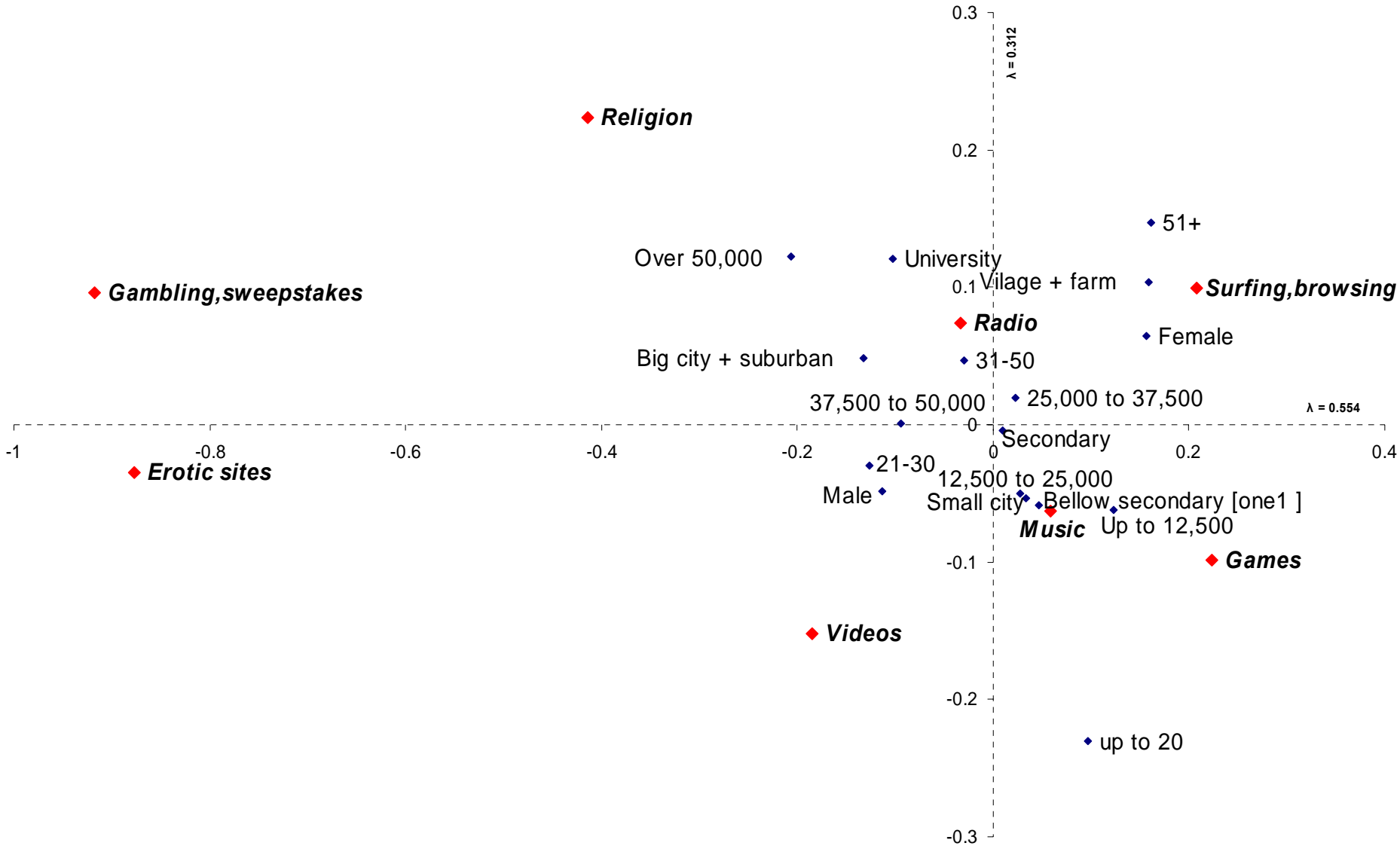# Patterns of Use in Britain, 2005

Patterns of Interest in Media Content in Britain, 2005

- Thank you

- OxIS www.oii.ox.ac.uk/research/project.cfm?id=8

- WIP http://www.worldinternetproject.net/

- E-mail: oxis at oii.ox.ac.uk