Internet Generations

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Presentation for an OII workshop on the Oxford Internet Surveys (OxIS),
Internet Generations

- Age Cohorts
- Ageing
- Life Stage
Oxford Internet Surveys (OxIS)

- OxIS: 2003 and 2005
- Cross-sectional surveys
- Probability sample of England, Scotland & Wales
- Respondents: 14 year olds and older
- Face-to-face interviews

Acknowledgements to: Corinna di Gennaro, Andrea Millwood-Hargrave, Helen Margetts, Orges Ormanidhi, Richard Rose, Adrian Shepherd, and others at OII
## Oxford Internet Surveys (OxIS)

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fielded in</td>
<td>June-July</td>
<td>February-March</td>
</tr>
<tr>
<td>Number of respondents</td>
<td>2,030</td>
<td>2,185</td>
</tr>
<tr>
<td>Response rate</td>
<td>66%</td>
<td>72%</td>
</tr>
</tbody>
</table>
The World Internet Project

- The World Internet Project (WIP)
  - Initiated 2000, UCLA, now at USC
  - data for 22 nations (and expanding)
  - 2003 WIP Conference in Oxford
  - www.worldinternetproject.net

- The Oxford Internet Surveys (OxIS)
RECONFIGURING ACCESS

TECHNOLOGIES
- What know-how you require
- How you do what you do

SERVICES
- How you obtain services
- From whom and from where you obtain services

PEOPLE
- Who you know
- How you communicate

INFORMATION
- How you get information
- What you know

W. H. Dutton, OII, 2004
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)
Percent Who Use the Internet: Lowest and Highest Economic Quartiles, circa 2003

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

Source: OxIS 2003, Number of respondents = 2,030 – OxIS 2005 Number of respondents = 2,185
Tried to set up a Web-page by life stage (2005)

OxIS 2005: N=1,309 (Internet users only)
On average how often do you…..?

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

- Check email: 92
- Product info: 87
- Surf/Browse: 83
- Travel plans: 78
- Buying online: 74
- Book travel: 71
- Looking for jobs: 66
- Online banking: 66
- Looking for jokes: 61
- Paying bills: 56
- School materials: 55
- Weather forecasts: 54
- Sports information: 54
- Downloading/listening to music: 54
- Look up word definition: 48
- Play games: 47
- Look up fact: 45
- Online banking: 45
- Look for jobs: 42
- Look for bills: 39
- Look for material: 39
- Look for recipes: 36
- Lookup news: 33
- Listen to radio: 33
- Download/watch videos: 33
- Look for jokes: 36
- Sexual sites: 13
- Read blogs: 17
- Distant learning: 21
- Family tree: 22
- Chat: 26
- Listen to radio: 33
- Religious sites: 10
- Invest stock & funds: 10
- Gambling: 9
- Phone calls: 13
- Local events info: 33
- Online banking: 45
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)
Factor Analysis: Items not Included

- Gambling
- Looking up religious sites
- Looking up sexual sites
- Making/receiving phone calls
- Reading blogs
- Looking up family tree
- Chatting
- Listening to radio stations
- Buying online
- Surf/browse
Entertainment by Level of Education

![Graph showing the mean of e-Entertainment by level of education. The levels are displayed as follows: No qualifications, GCSEs, A levels, Vocational, Degree or higher, Other education. The graph indicates a decrease in mean entertainment with increasing education levels.]
Use for Entertainment by Age

![Graph showing the mean of e-Entertainment by age groups]

- Age 14-17: Mean of e-Entertainment 3.00
- Age 18-24: Mean of e-Entertainment 2.50
- Age 25-34: Mean of e-Entertainment 2.00
- Age 35-44: Mean of e-Entertainment 1.50
- Age 45-54: Mean of e-Entertainment
- Age 55-64: Mean of e-Entertainment
- Age 65-74: Mean of e-Entertainment
- Age 75+: Mean of e-Entertainment
One Way Anova: F = 3.7, Sig = .001
Current Internet Users by Age

N = 1,309 (Current Internet users)
Places of Access by Age

N = 1,309 (Current Internet users)
Always On Broadband

N = 1,309 (Current Internet users)
Multi-tasking by Age

N = 1,309 (Current Internet users)
Where would you go first if looking for information on… (2005)

N=2,185 (All respondents)
Where would you go first for Information (Name of MP) by Age

N = 1,309 (Current Internet users)
Generally speaking, how interested would you say you are in the Internet (2005)

Don't know

Very interested

Interested

Not very interested

Not at all interested

Users

Drop-outs

Non users

N=2,185 (All respondents)
Interest in the Internet by Age

N = 2,185  All respondents
Importance of the Internet by Age

N = 1,309 Current Internet Users
Reliability of Information Accessible Online, 2003-2005

The chart shows the reliability of information accessible online for different internet connection types: Narrow, Broadband, and All Users, for the years 2003 and 2005.
NARROWBAND:
Reliability and accuracy of information found on the Internet

- Over 74
- 65 to 74
- 55 to 64
- 45 to 54
- 35 to 44
- 25 to 34
- 18 to 24
- Until 17

2005: Mean
2003: Mean
BROADBAND:
Reliability and accuracy of information found on the Internet

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2005:Mean</th>
<th>2003:Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over 74</td>
<td></td>
<td></td>
</tr>
<tr>
<td>65 to 74</td>
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<tr>
<td>55 to 64</td>
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<tr>
<td>45 to 54</td>
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<tr>
<td>35 to 44</td>
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<tr>
<td>25 to 34</td>
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<tr>
<td>18 to 24</td>
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<tr>
<td>Until 17</td>
<td></td>
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</tr>
</tbody>
</table>

[Graph showing comparison between 2005 and 2003 means for different age groups]
Confidence in Internet Providers, 2003-2005

Narrow Broadband All Users

2003 2005
NARROWBAND:
Confidence in institutions of the Internet

Until 17
18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 to 74
Over 74

2005:Mean
2003:Mean
BROADBAND:
Confidence in institutions of the Internet

- Over 74
- 65 to 74
- 55 to 64
- 45 to 54
- 35 to 44
- 25 to 34
- 18 to 24
- Until 17

2005: Mean
2003: Mean
NARROWBAND:
Confidence in most people communicating with on the Internet

- Over 74
- 65 to 74
- 55 to 64
- 45 to 54
- 35 to 44
- 25 to 34
- 18 to 24
- Until 17

2005: Mean
2003: Mean
BROADBAND:
Confidence in most people communicating with on the Internet

Over 74
65 to 74
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45 to 54
35 to 44
25 to 34
18 to 24
Until 17

2005:Mean
2003:Mean
<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Income</th>
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</thead>
<tbody>
<tr>
<td>Male</td>
<td>14 and over</td>
<td>Up to £25,000</td>
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<tr>
<td>Female</td>
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<td>£25,000 to £37,500</td>
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<td></td>
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<td>£37,500 and over</td>
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<td>No qualifications</td>
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<tr>
<td>GCSEs/A levels/Vocational</td>
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<tr>
<td>Degree or higher</td>
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<td>Other education</td>
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<tr>
<td>Other education</td>
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</tr>
</tbody>
</table>
Control Variables

**Broadband connection**
- Yes
- No

**Self-rated Internet ability**
- Bad/Poor
- Fair
- Good
- Excellent

**Length of use**
- Novices (6 months to 1 year)
- Middle range users (1 year to 5 years)
- Veterans (5 years and over)
## Multivariate Analysis I: Internet Adoption & Integration into Everyday Life

* = p. < 0.05, ** = p. < 0.01, *** = p. < 0.001

<table>
<thead>
<tr>
<th>Variables</th>
<th>Internet Use</th>
<th>Places of access</th>
<th>Mobile access</th>
<th>Always on broadband</th>
<th>Multi-tasking</th>
<th>Go to Internet first (MP)</th>
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<tr>
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<td>SE</td>
<td>B</td>
<td>SE</td>
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<td>SE</td>
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<td>Gender</td>
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<td></td>
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<td></td>
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<tr>
<td>Female</td>
<td>-.43*** .11</td>
<td>-.38* .16</td>
<td>-.40* .17</td>
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<td>-</td>
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<tr>
<td>Age 14 and over</td>
<td>-.04*** .00</td>
<td>-.05*** .01</td>
<td>-.06*** .01</td>
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<td>-.04*** .01</td>
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<td>Education</td>
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<td></td>
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<tr>
<td>GCSEs/A levels</td>
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<td>-</td>
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<td>Degree/Higher</td>
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<td>High</td>
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<td>Constant</td>
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<td>-.01*** .34</td>
<td>-.38 .37</td>
<td>-.81** .34</td>
<td>-.28 .35</td>
<td>-.02 .24</td>
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<td>1,857</td>
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# Multivariate Analysis II: Patterns of Use

<table>
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<th>Variables</th>
<th>Entertainment</th>
<th>Information</th>
<th>Banking</th>
<th>Learning</th>
<th>Communication</th>
<th>Planning</th>
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<tbody>
<tr>
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<td>Beta</td>
<td>SE</td>
<td>Beta</td>
<td>SE</td>
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<td>Female</td>
<td>-.18***</td>
<td>.05</td>
<td>-.21***</td>
<td>.06</td>
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<tr>
<td>Age</td>
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<td>14 and over</td>
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<td>.01</td>
<td>.52**</td>
<td>.01</td>
<td>.92***</td>
<td>.01</td>
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<td>Age square</td>
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<td>.00</td>
<td>-.38*</td>
<td>.00</td>
<td>-.73***</td>
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<td>GCSEs/A levels</td>
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<td>Degree/Higher</td>
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<td>.10**</td>
<td>.08</td>
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<td>.09**</td>
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<td>1,309</td>
</tr>
</tbody>
</table>

* = p. < 0.05, ** = p. < 0.01, *** = p. < 0.001
Younger people are significantly more likely to:

- use the Internet
- access email and the Internet via their mobile phone
- access the Internet at multiple locations
- multi-task while they are online
- have their broadband connection always on
- turn to the Internet first to look for information

even when controlling for other socio-demographic variables and for self-rated Internet experience and length of time one has used the Internet
Internet Generations

- Cohort?
- Ageing?
- Life Stage?

http://www.oii.ox.ac.uk/research/?rq=oxis/index