



Internet Generations

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Wanadoo, London, March 2006.





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



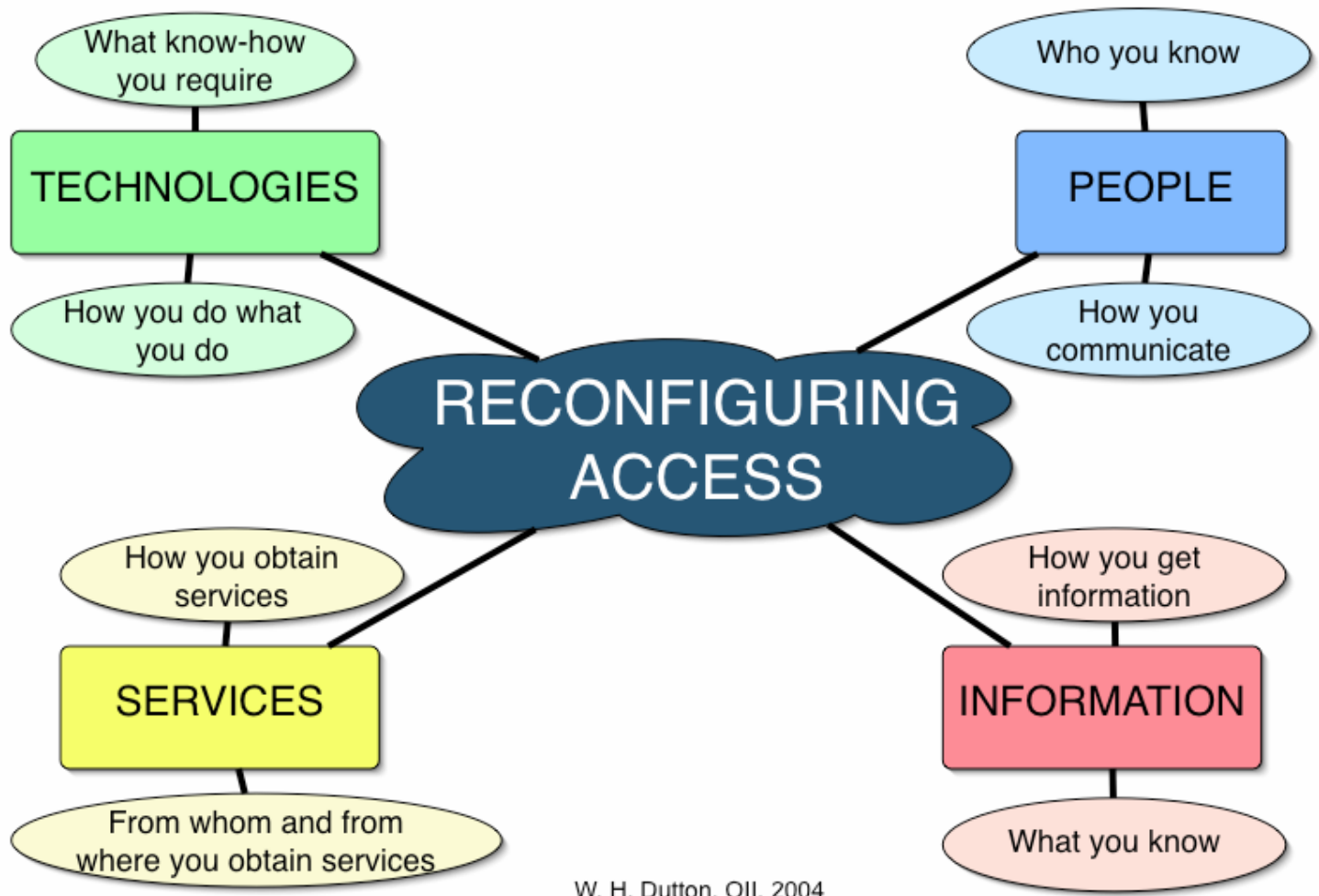
Oxford Internet Surveys (OxIS)

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



The World Internet Project

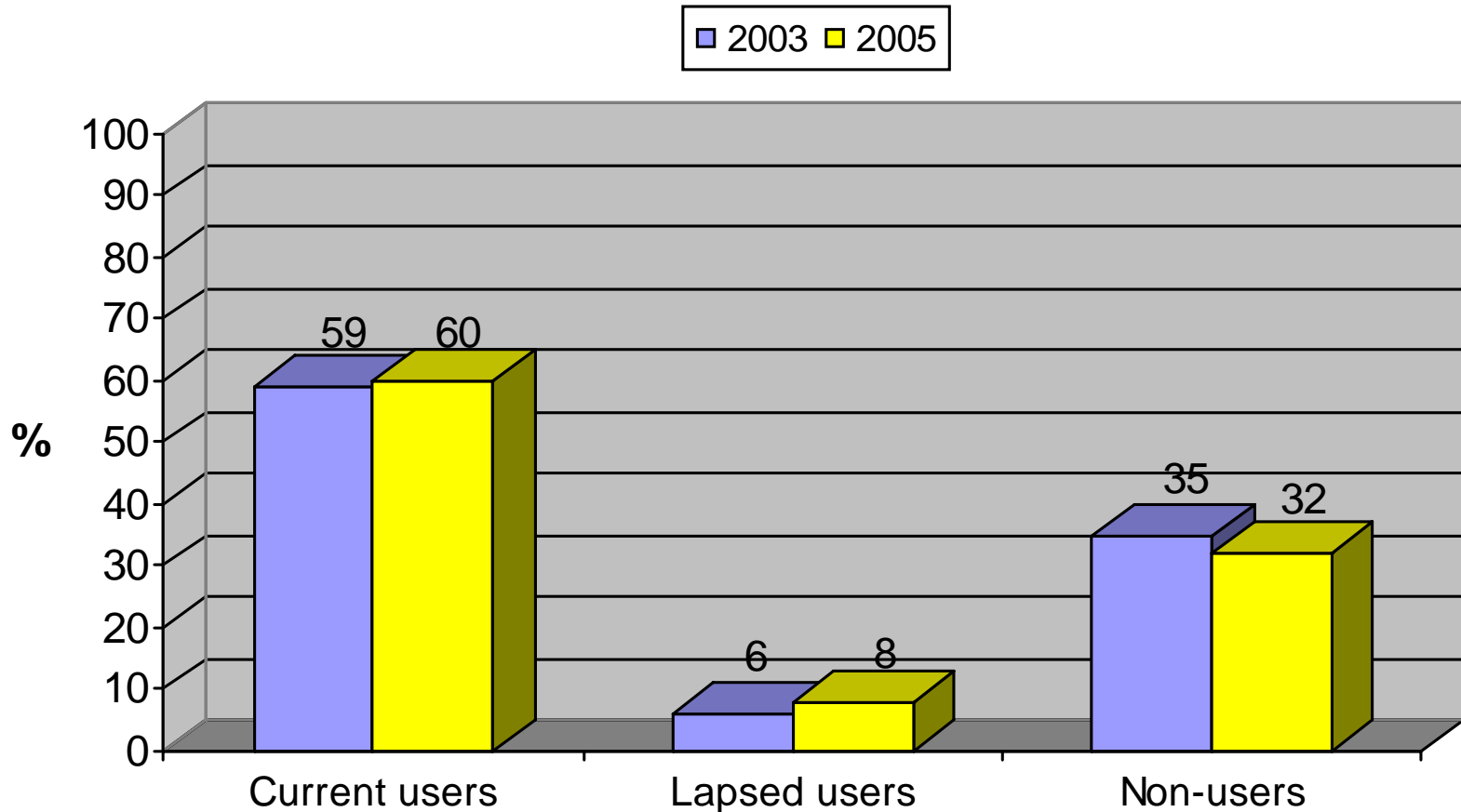
- The World Internet Project (WIP)
 - Initiated 2000, UCLA, now at USC
 - data for 22 nations (and expanding)
 - 2003 WIP Conference in Oxford
 - www.worldinternetproject.net
- The Oxford Internet Surveys (OxIS)



W. H. Dutton, OII, 2004



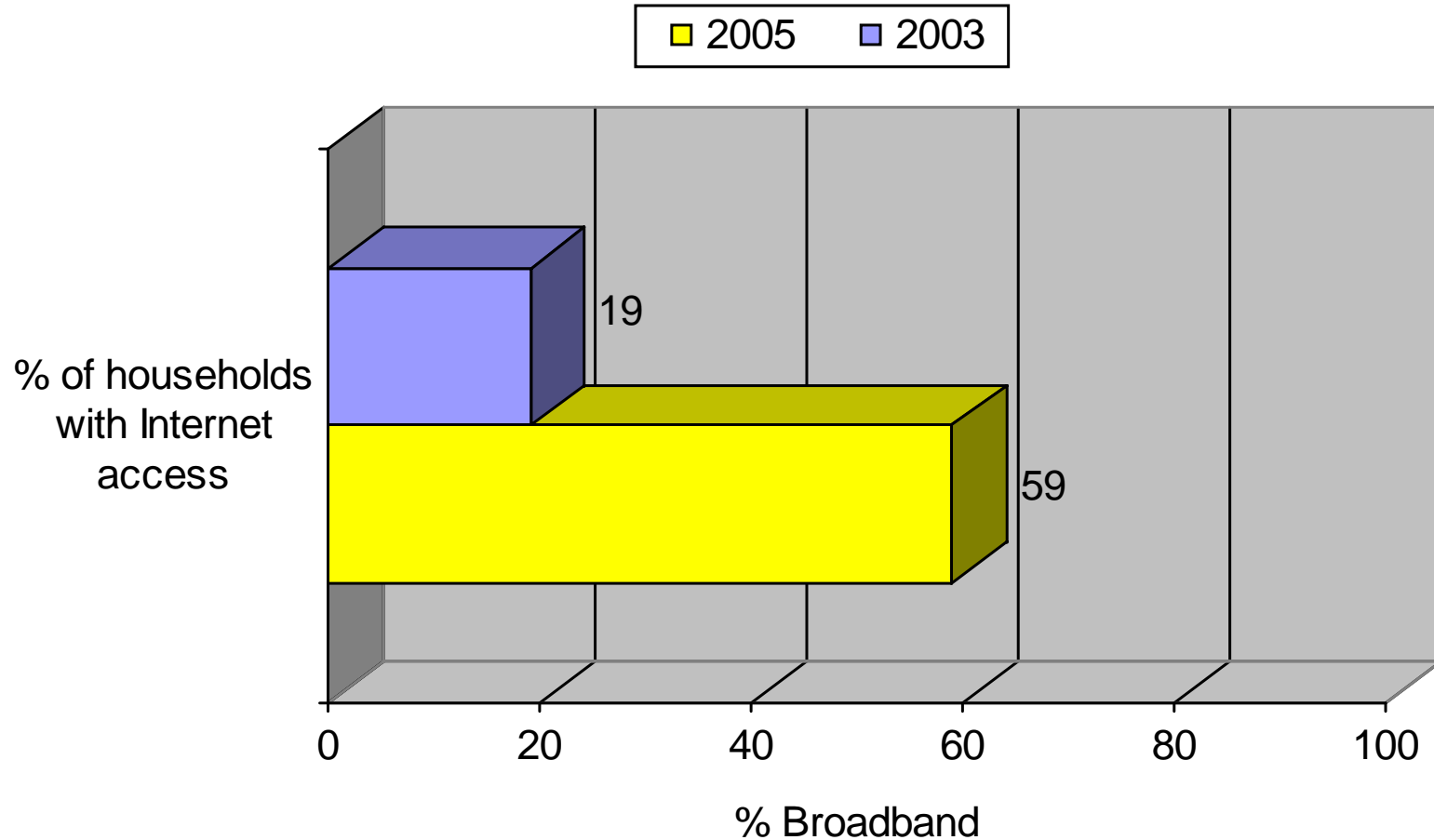
Has Internet adoption reached a plateau? Adoption in Britain (2003–2005)



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



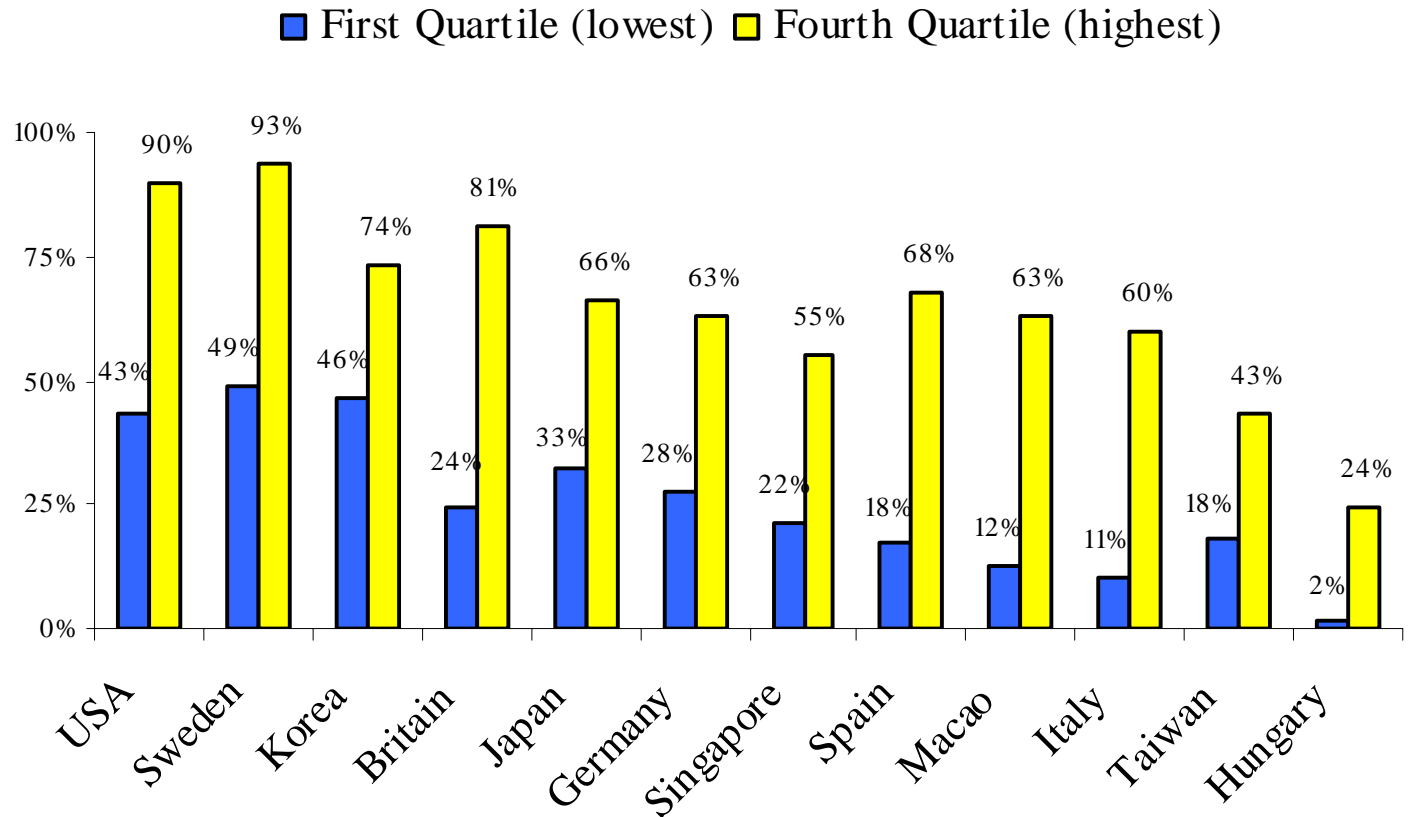
Broadband connection per household with Internet access (2003-2005)



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

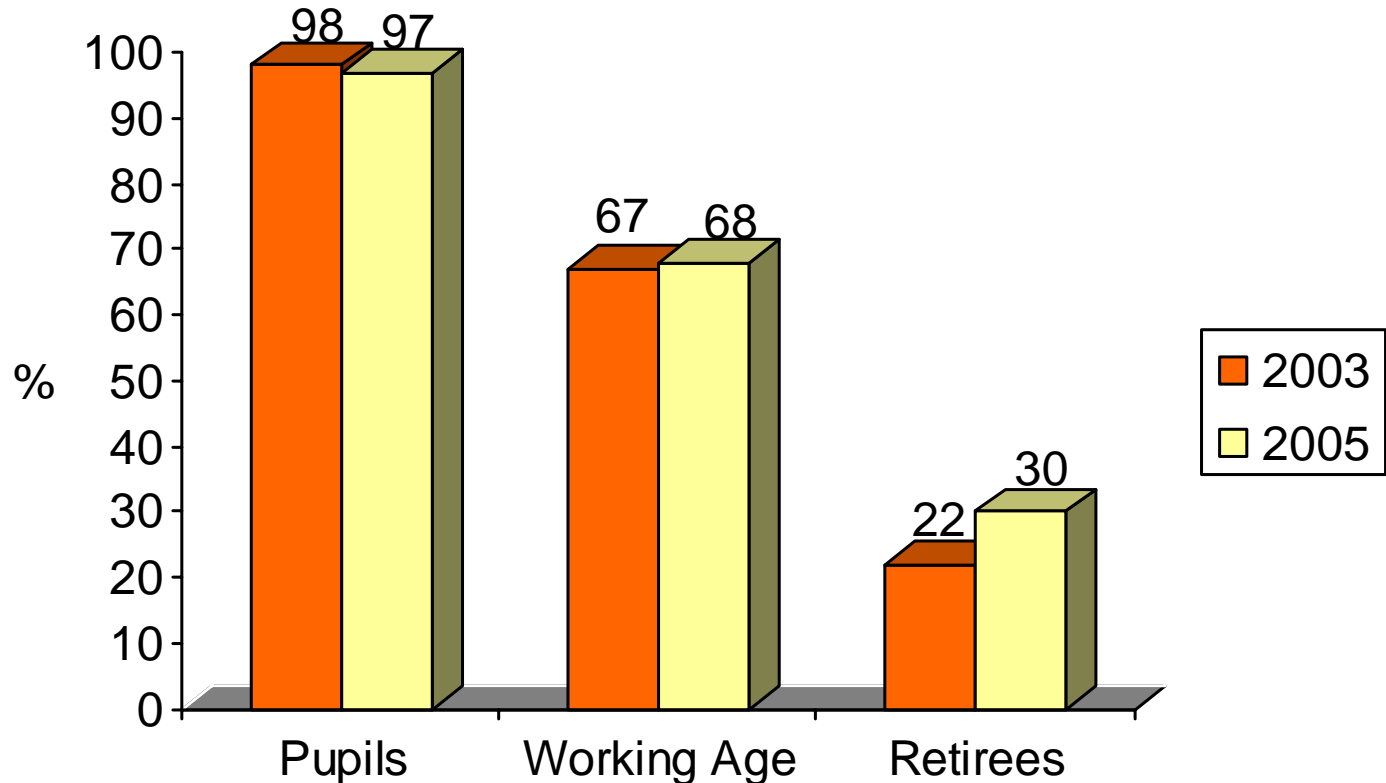


Percent Who Use the Internet: Lowest and Highest Economic Quartiles, circa 2003





Internet Use by Life Stage, 2003-2005



Pupils: age 14-22 years and in full time education.

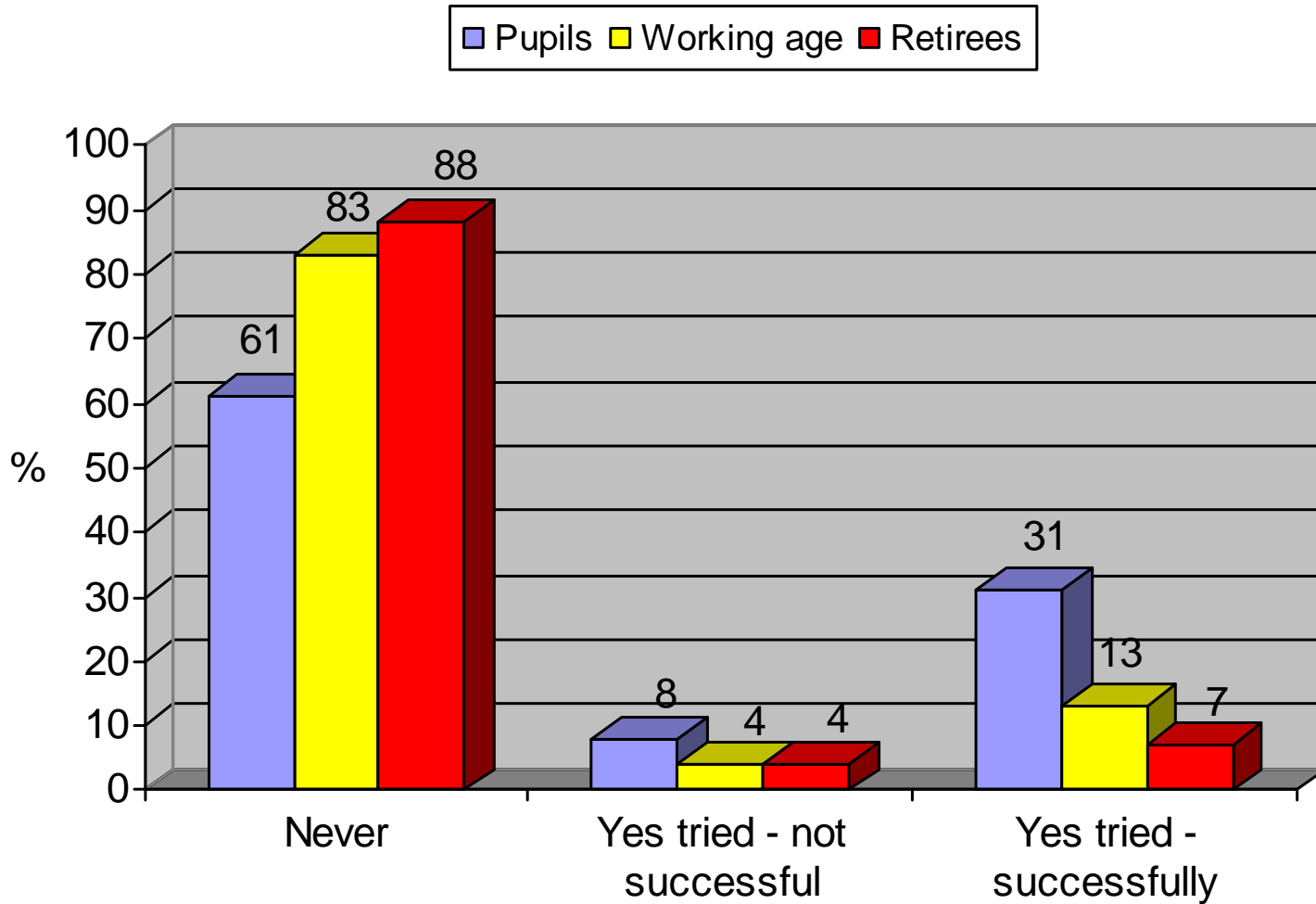
Working age: employed of any age and all other persons not in employment up to age 55.

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)



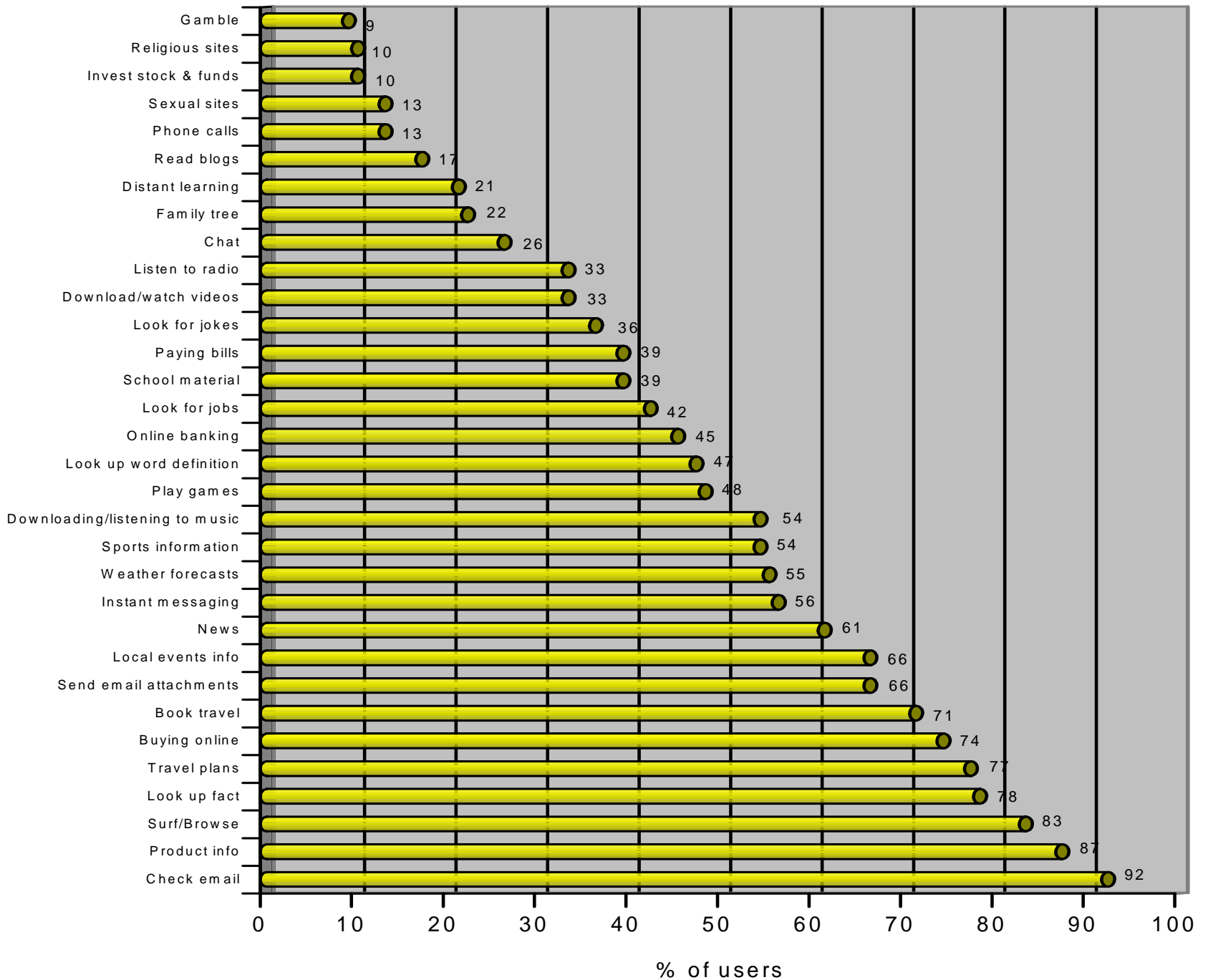
OxIS 2005: N=1,309 (Internet users only)



OxIS 2005 Question

On average how often do you.....?

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





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)

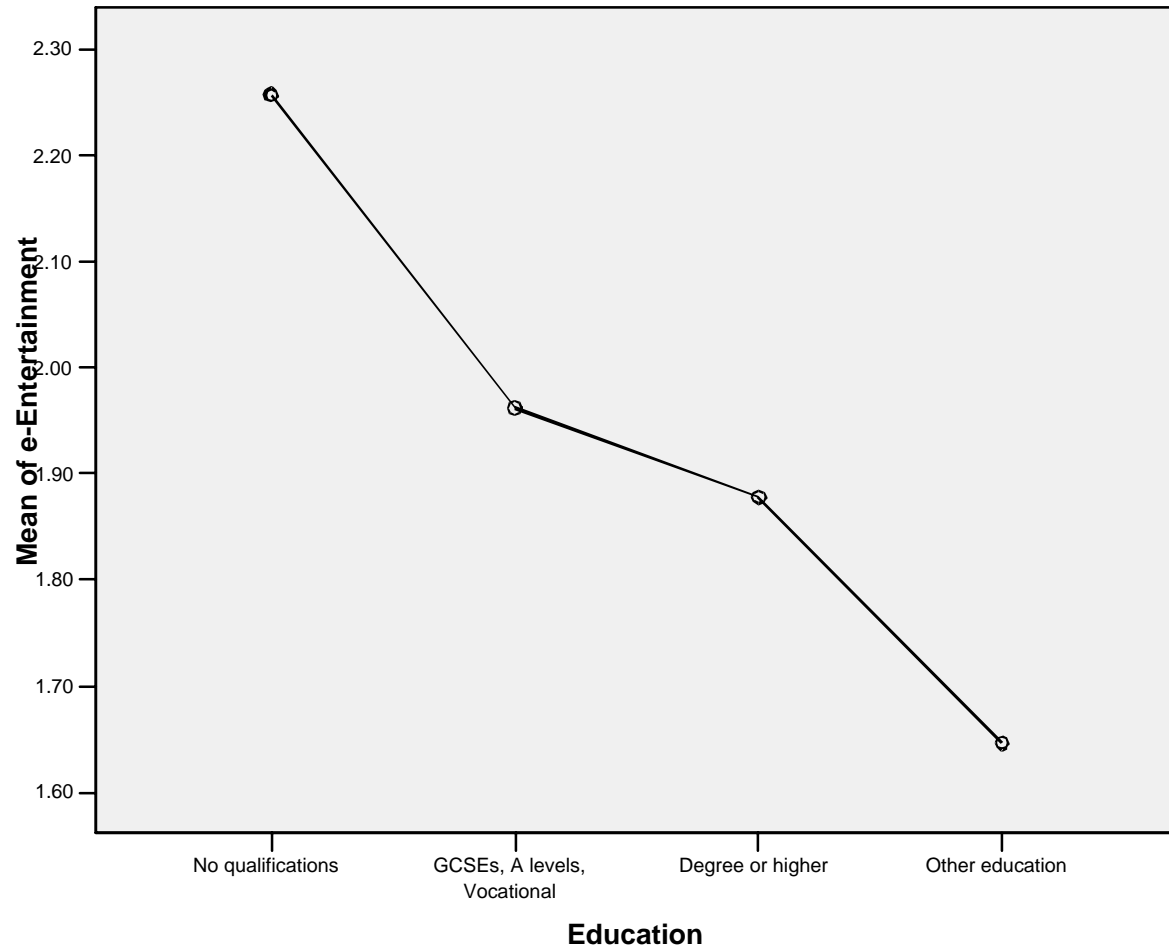


Factor Analysis: Items not Included

- 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

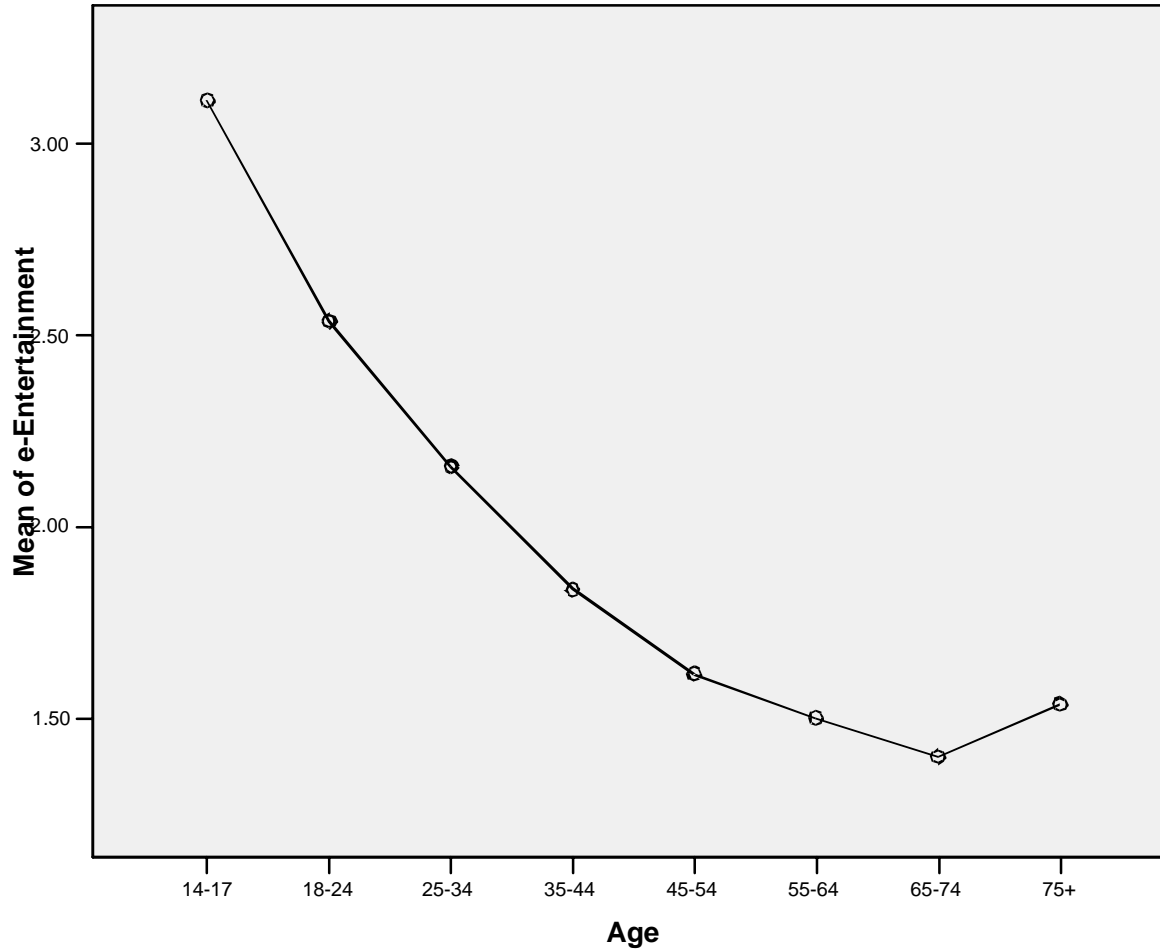


Entertainment by Level of Education



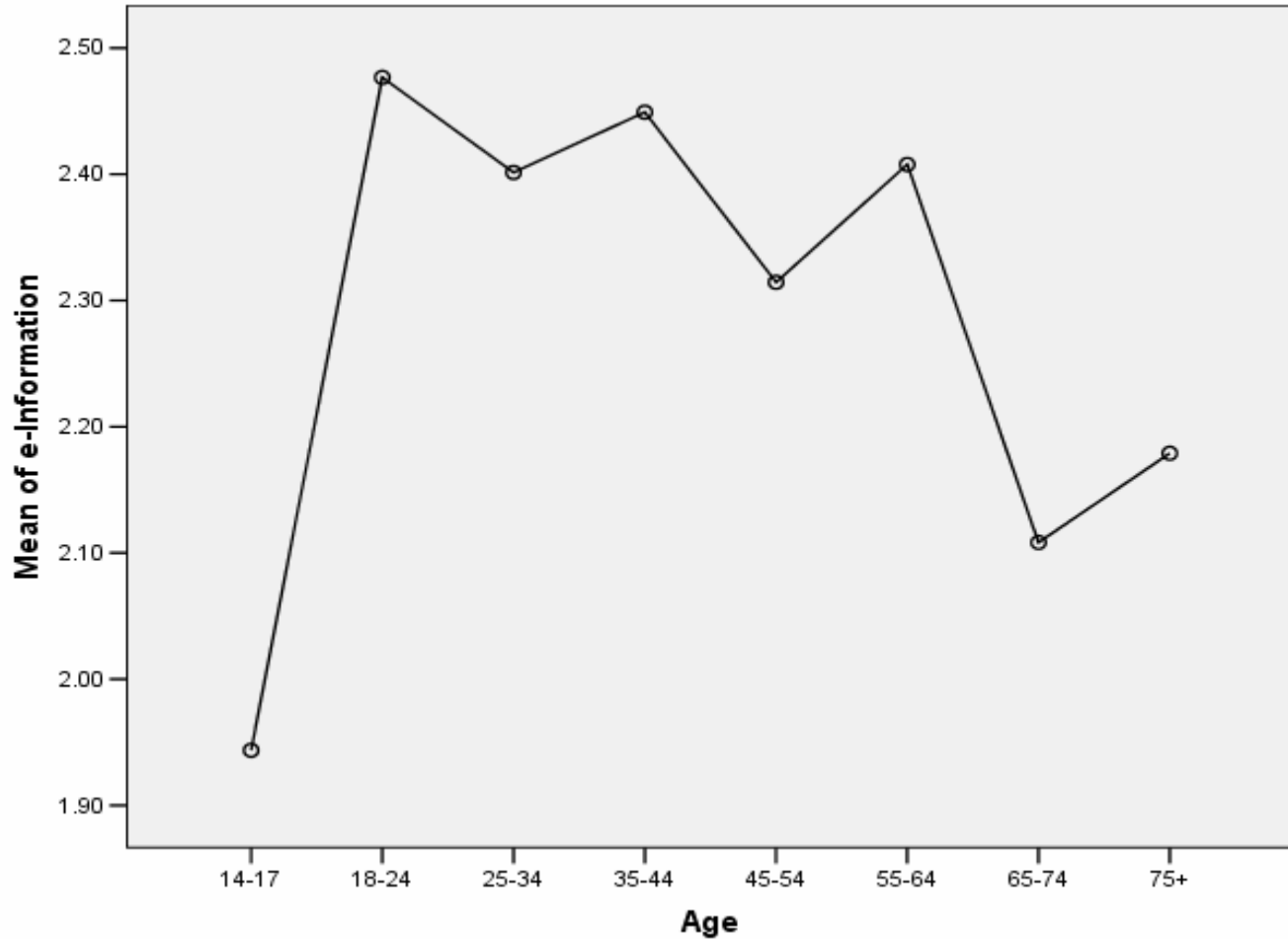


Use for Entertainment by Age

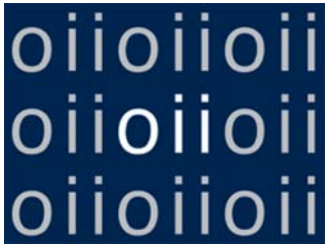




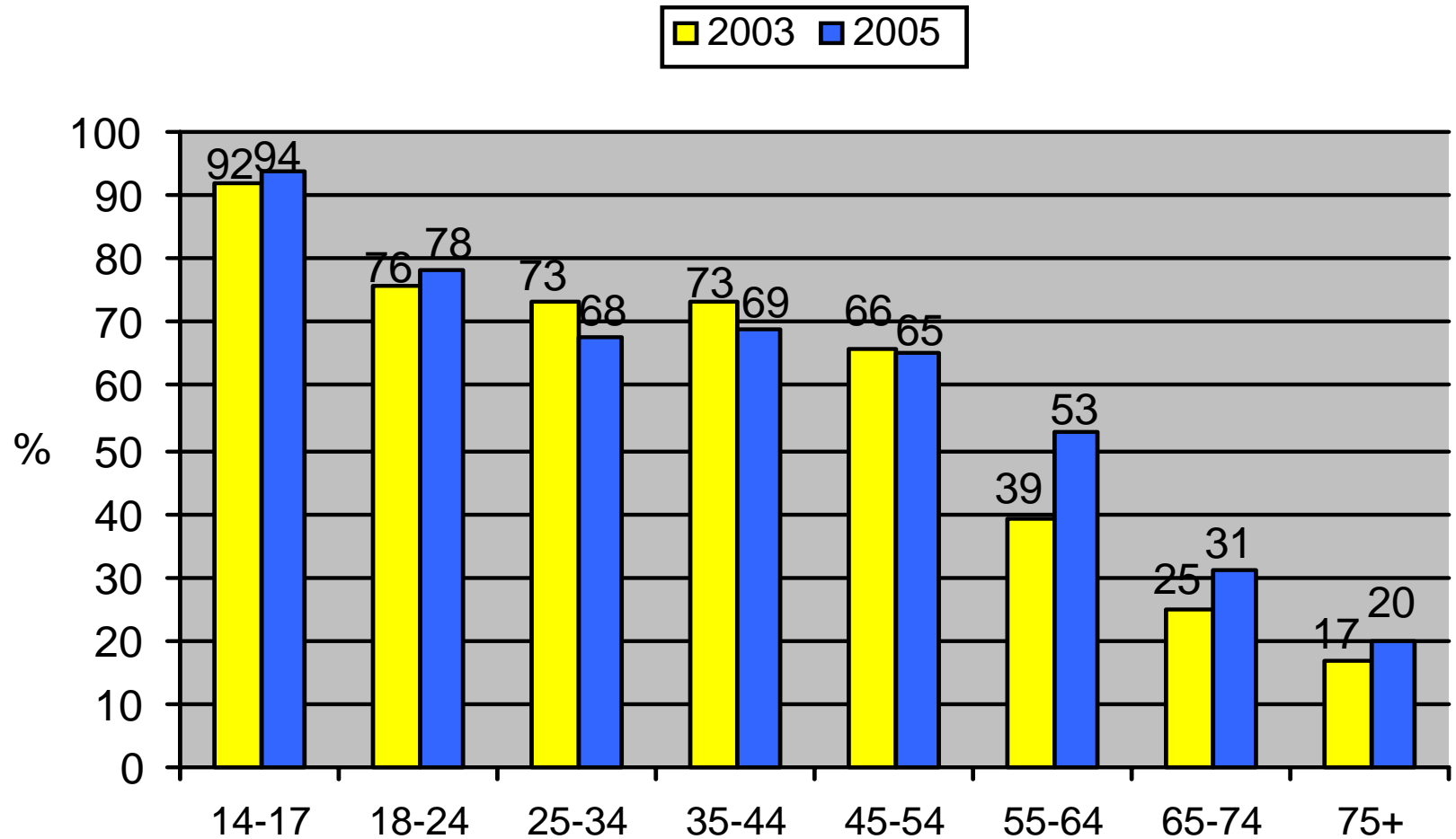
e-Information by Age



One Way Anova: $F = 3.7$, $Sig = .001$



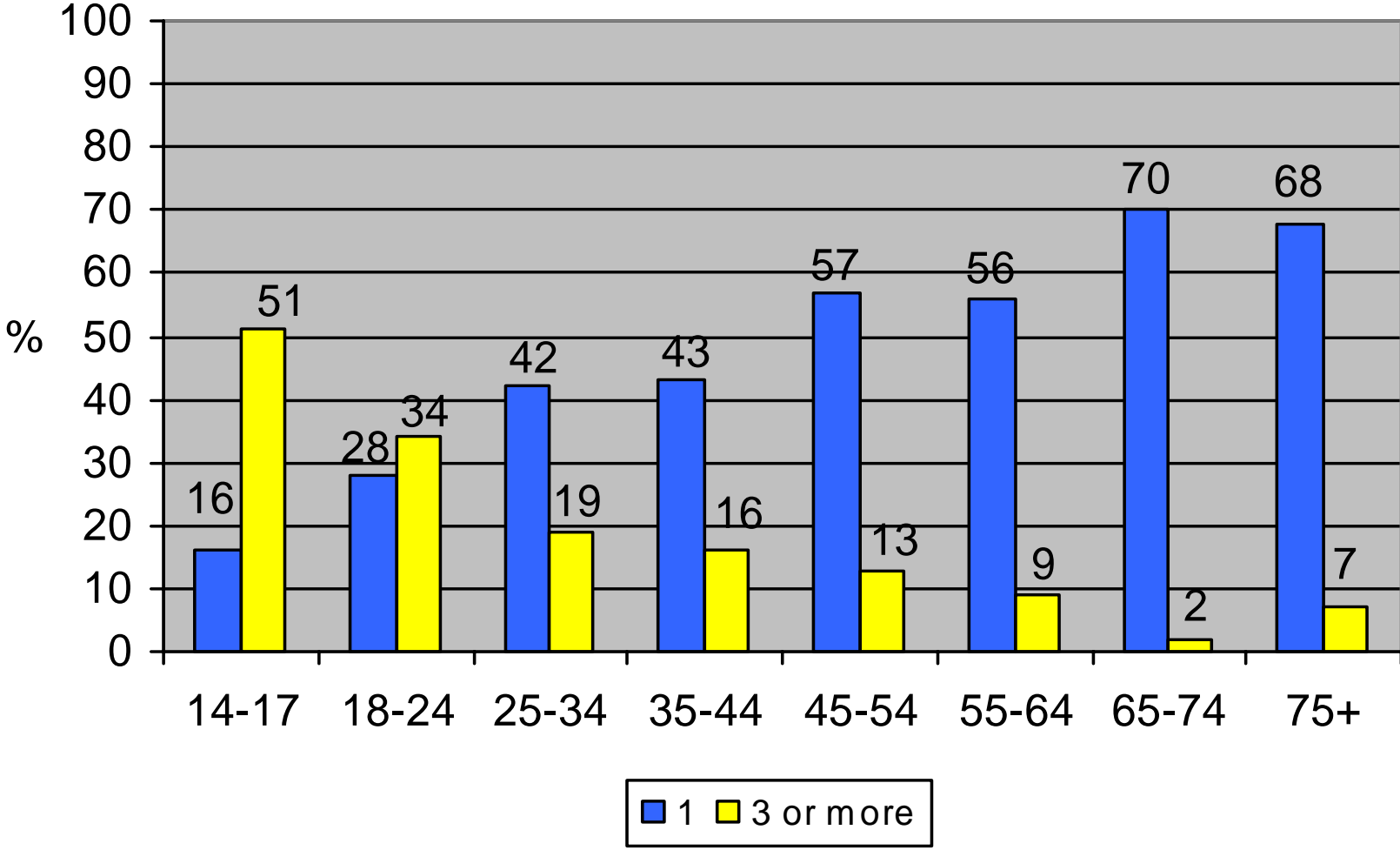
Current Internet Users by Age (2003 – 2005)



N = 1,309 (Current Internet users)



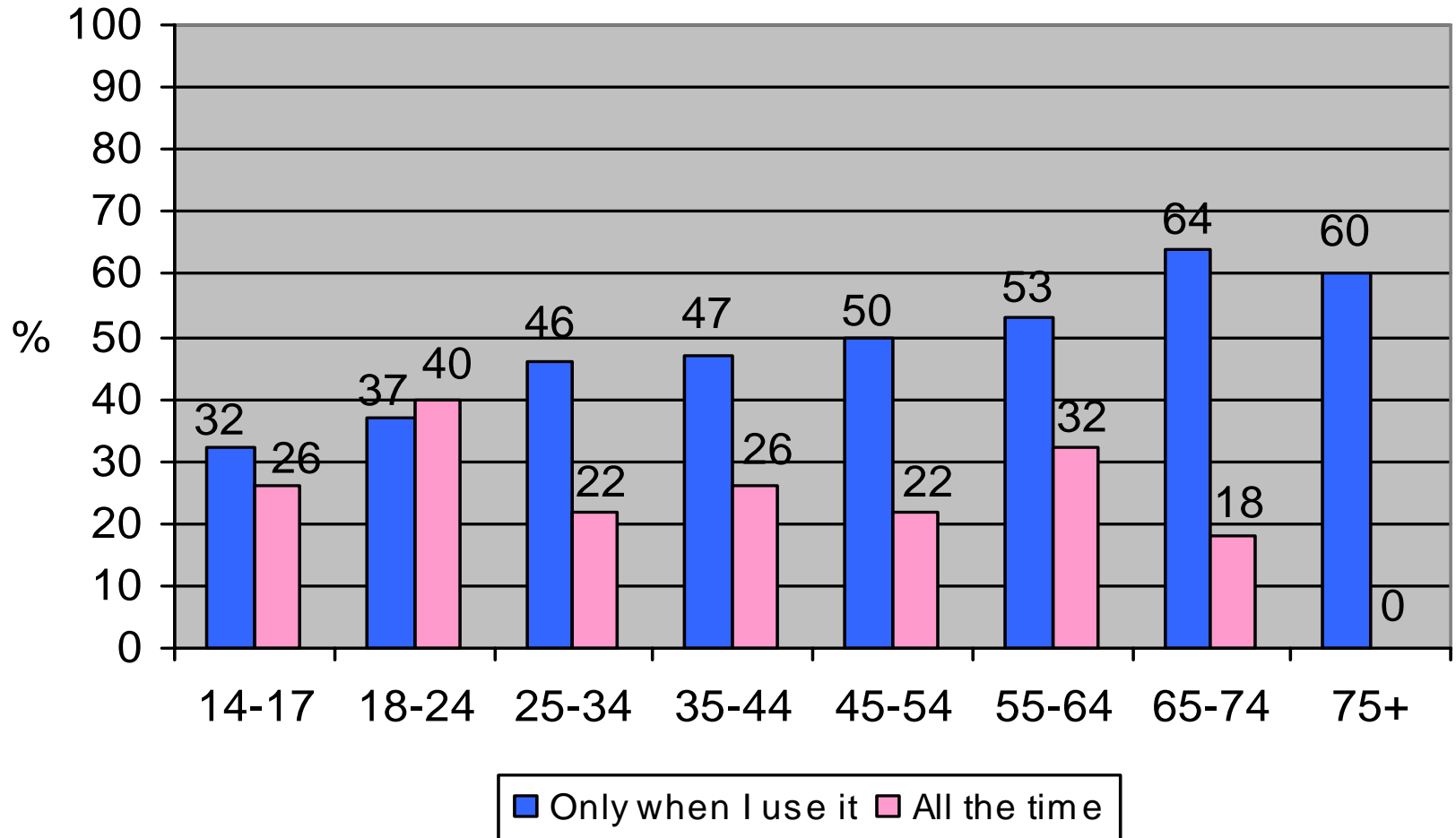
Places of Access by Age



N = 1,309 (Current Internet users)



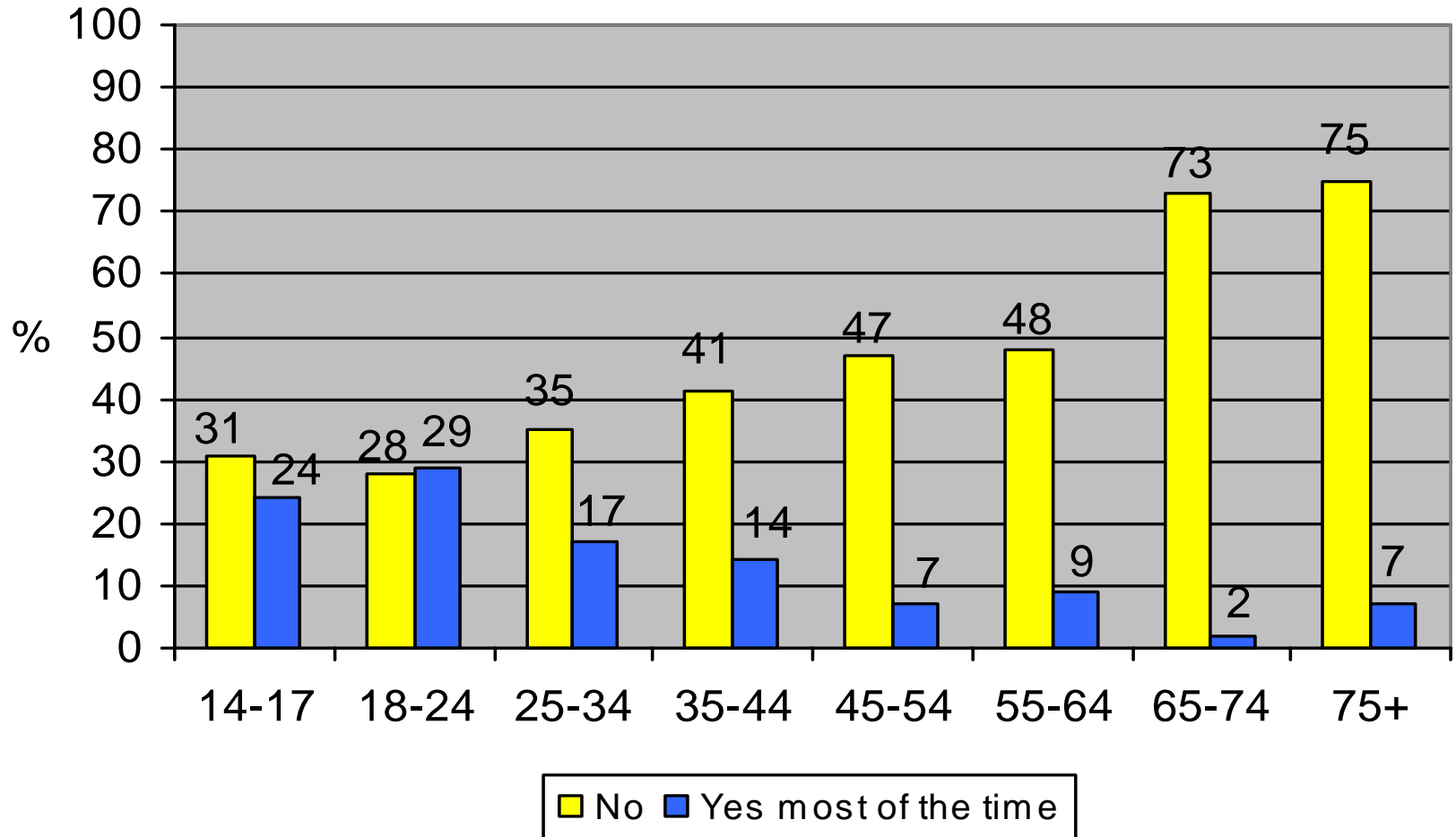
Always On Broadband



N = 1,309 (Current Internet users)



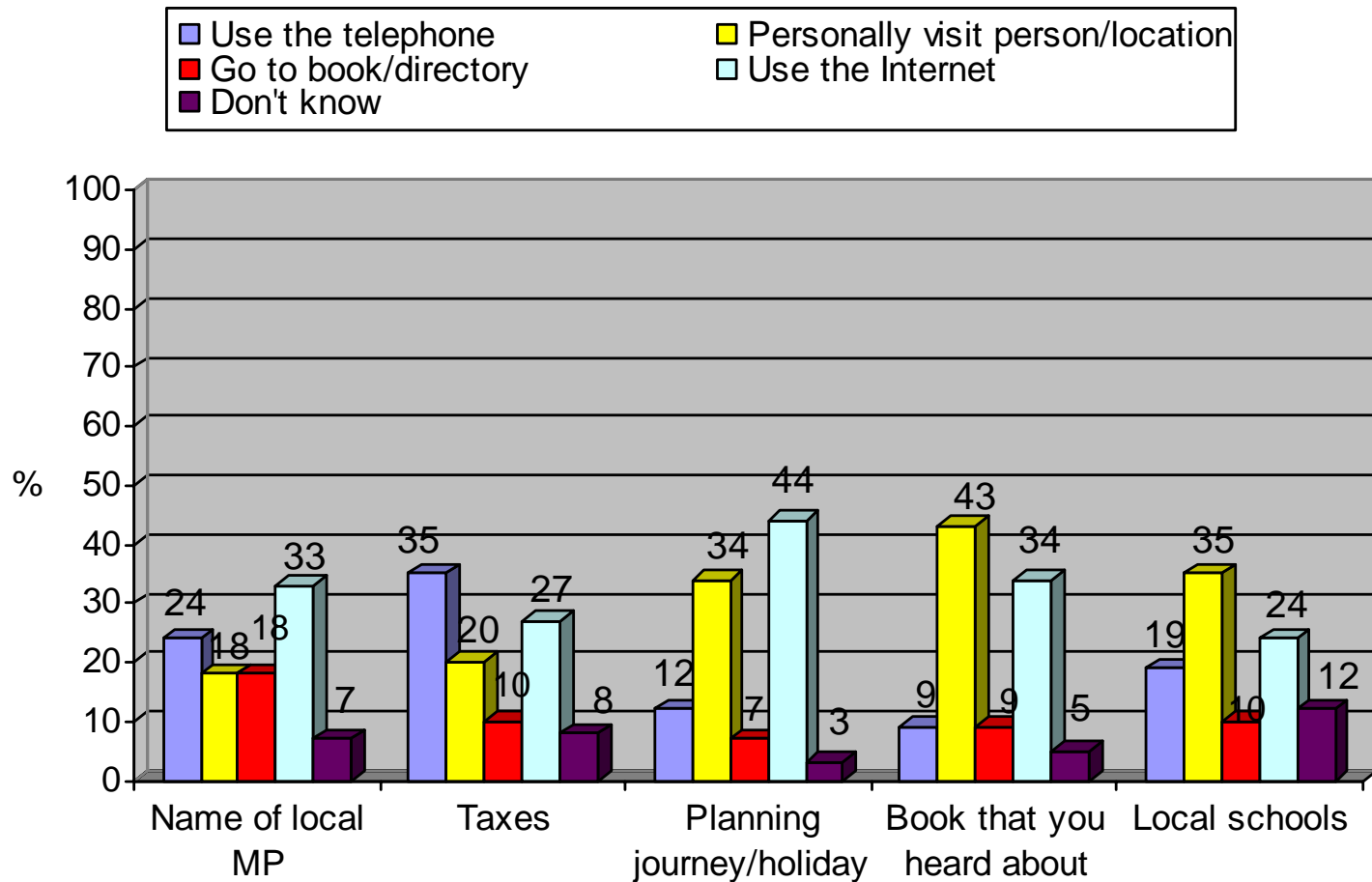
Multi-tasking by Age



N = 1,309 (Current Internet users)



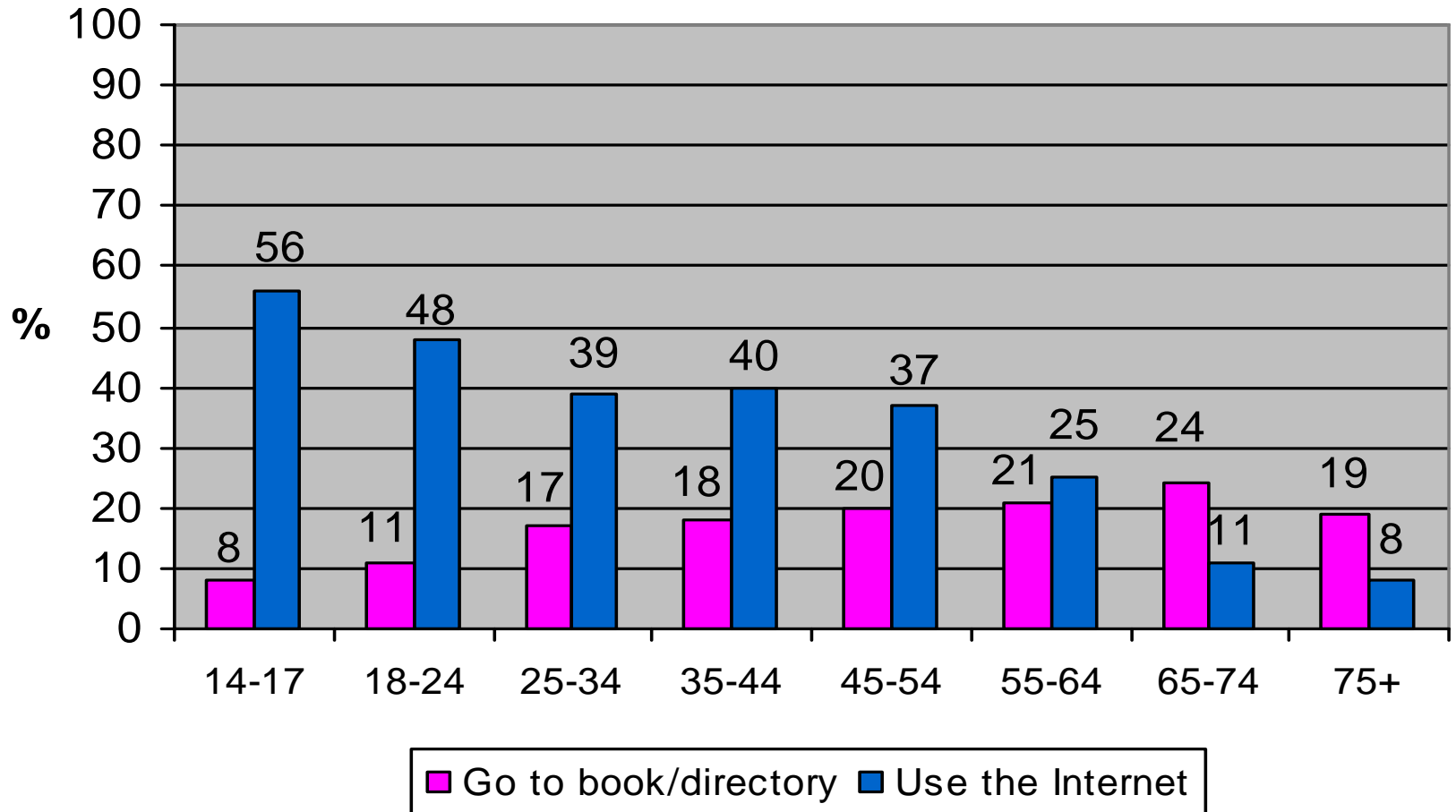
Where would you go first if looking for information on... (2005)



N=2,185 (All respondents)



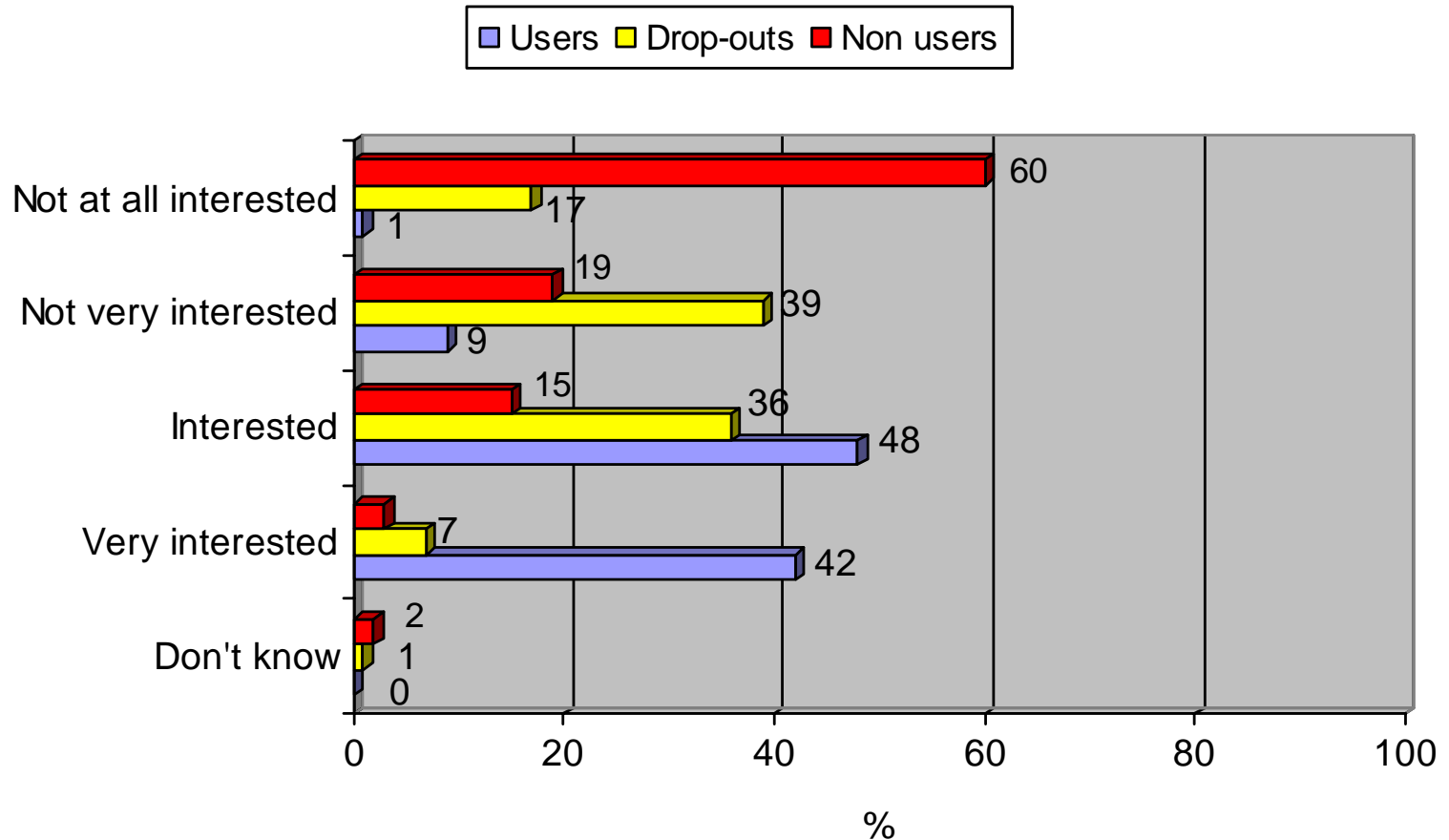
Where would you go first for Information (Name of MP) by Age



N = 1,309 (Current Internet users)



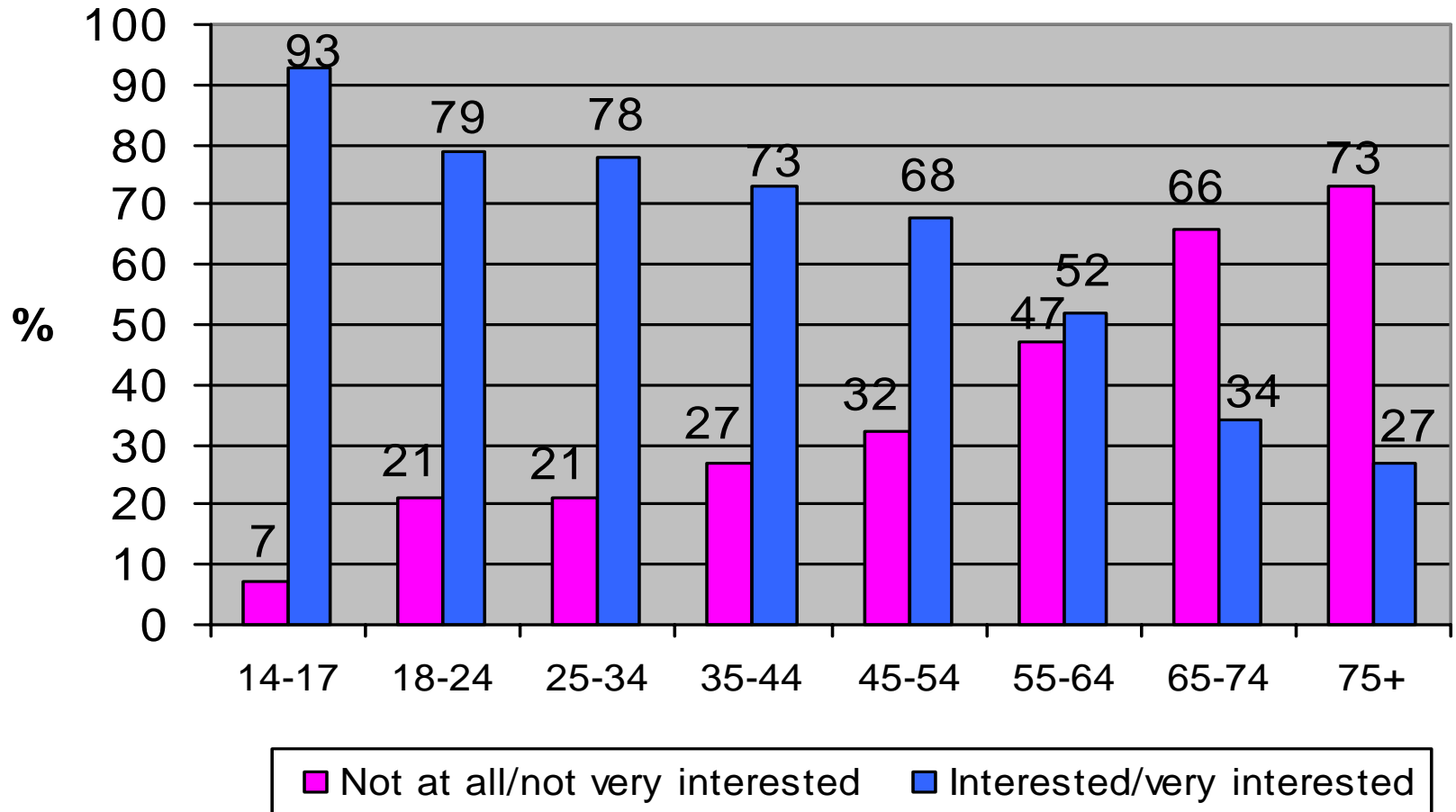
Generally speaking, how interested would you say you are in the Internet (2005)



N=2,185 (All respondents)



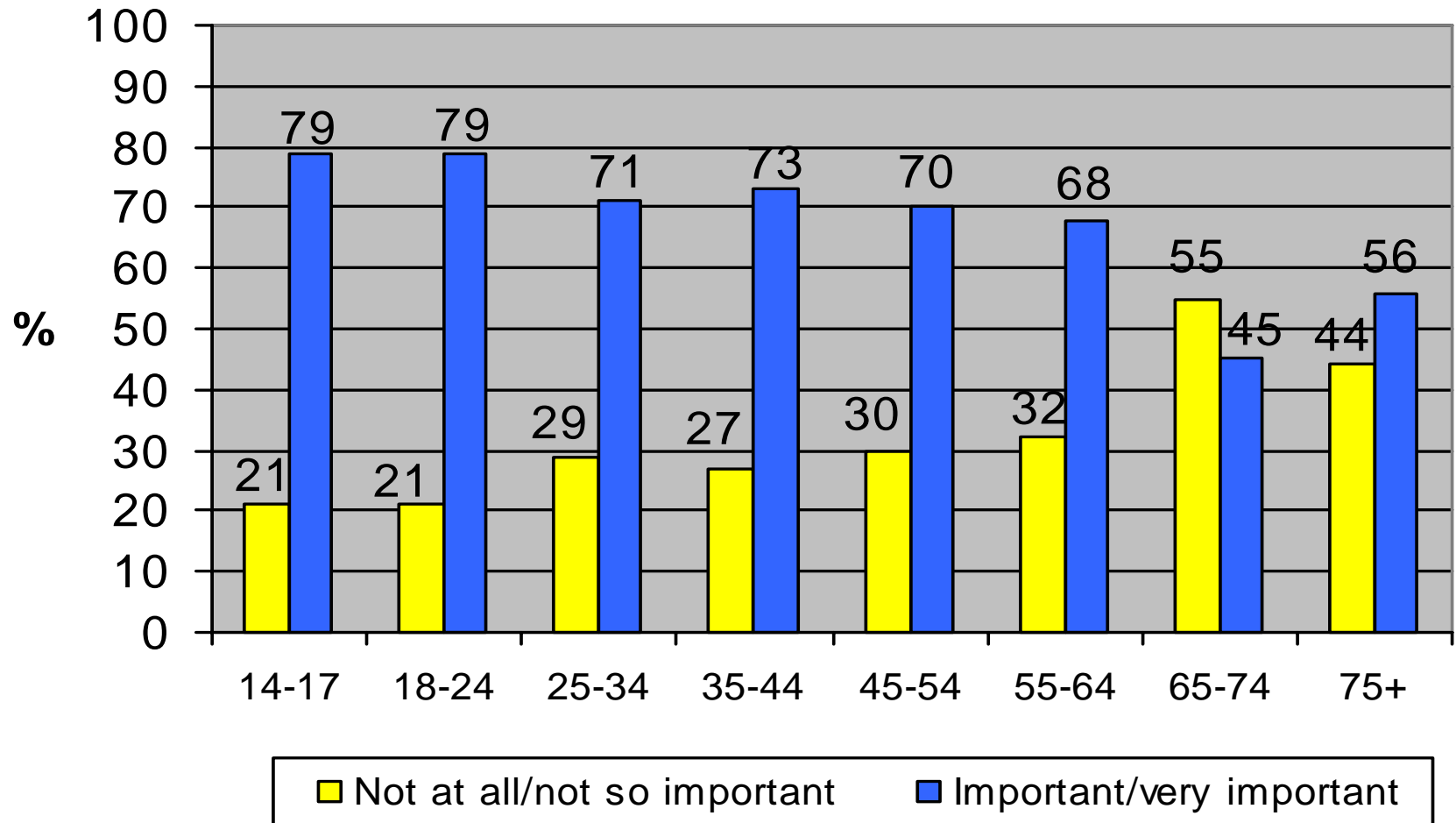
Interest in the Internet by Age



N = 2,185 All respondents



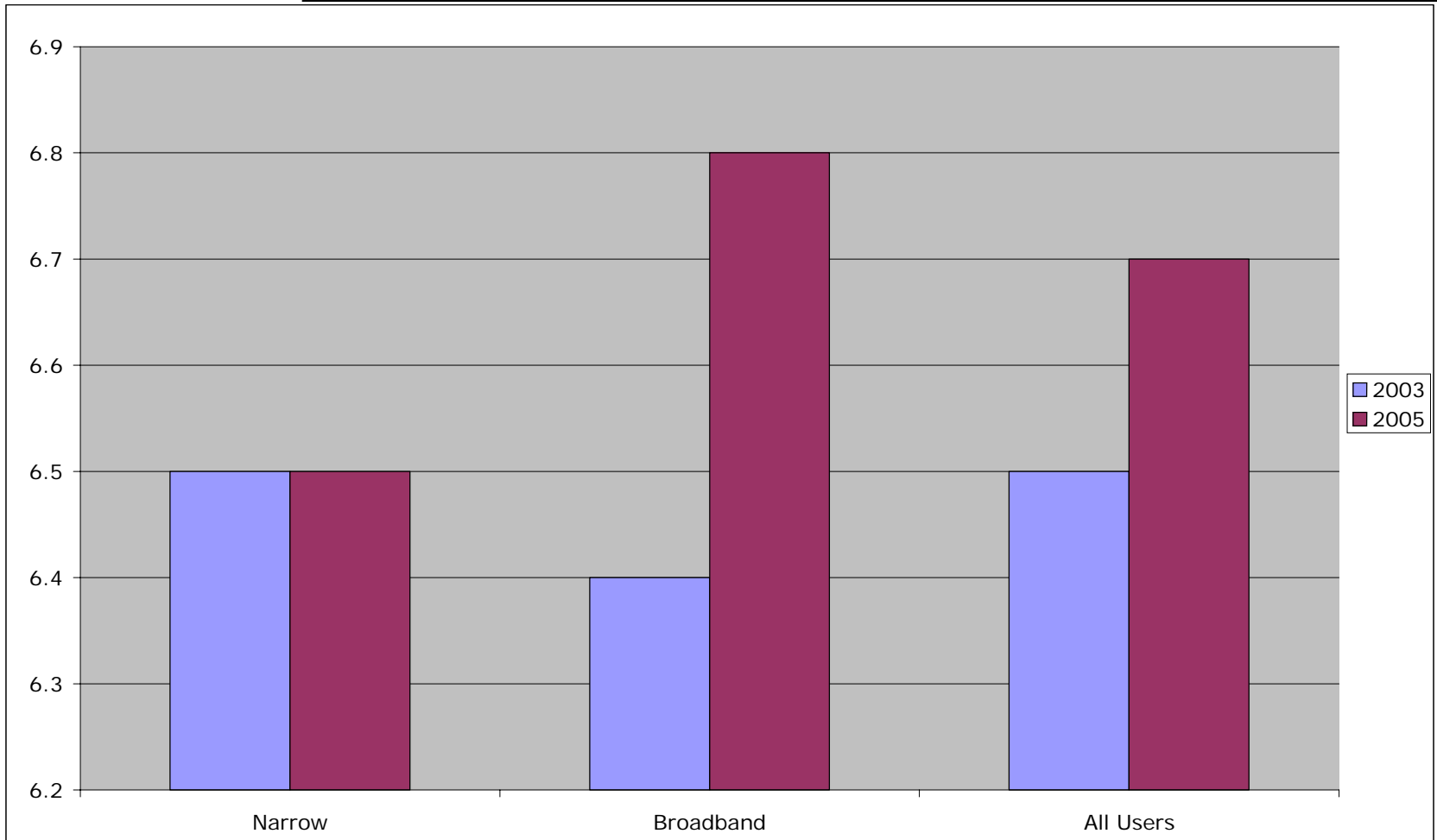
Importance of the Internet by Age



N = 1,309 Current Internet Users

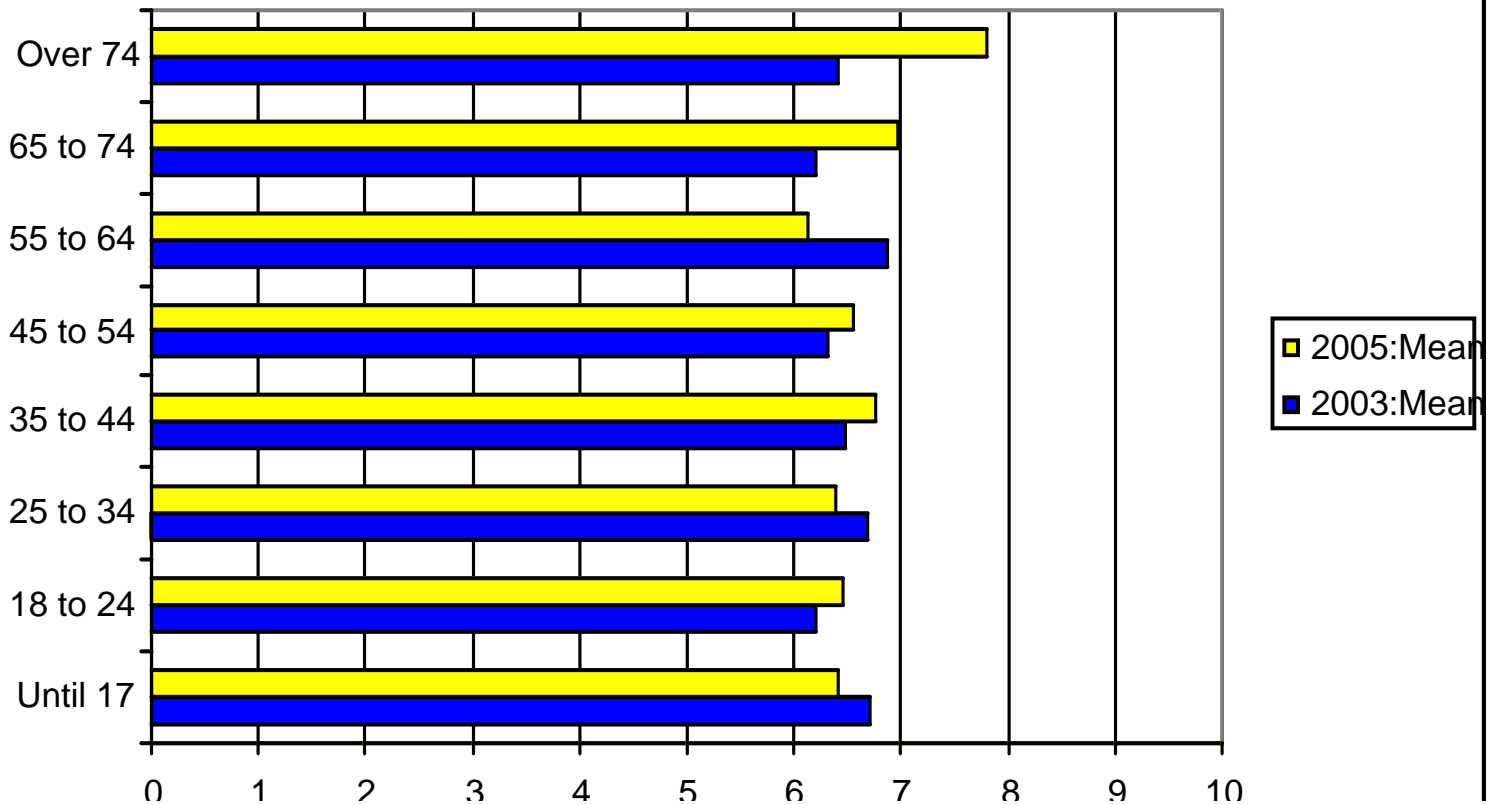


Reliability of Information Accessible Online, 2003-2005



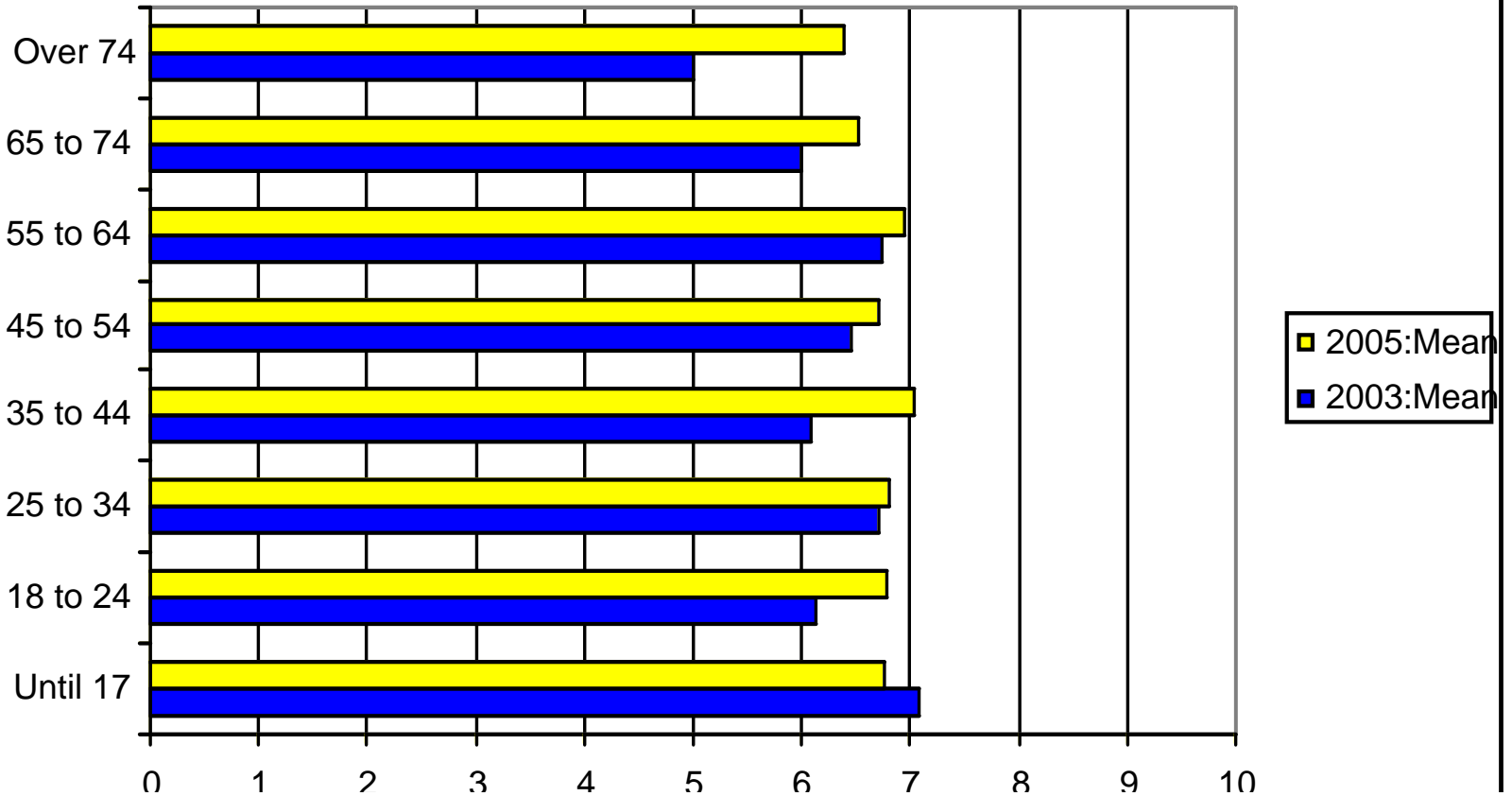


NARROWBAND: Reliability and accuracy of information found on the Internet



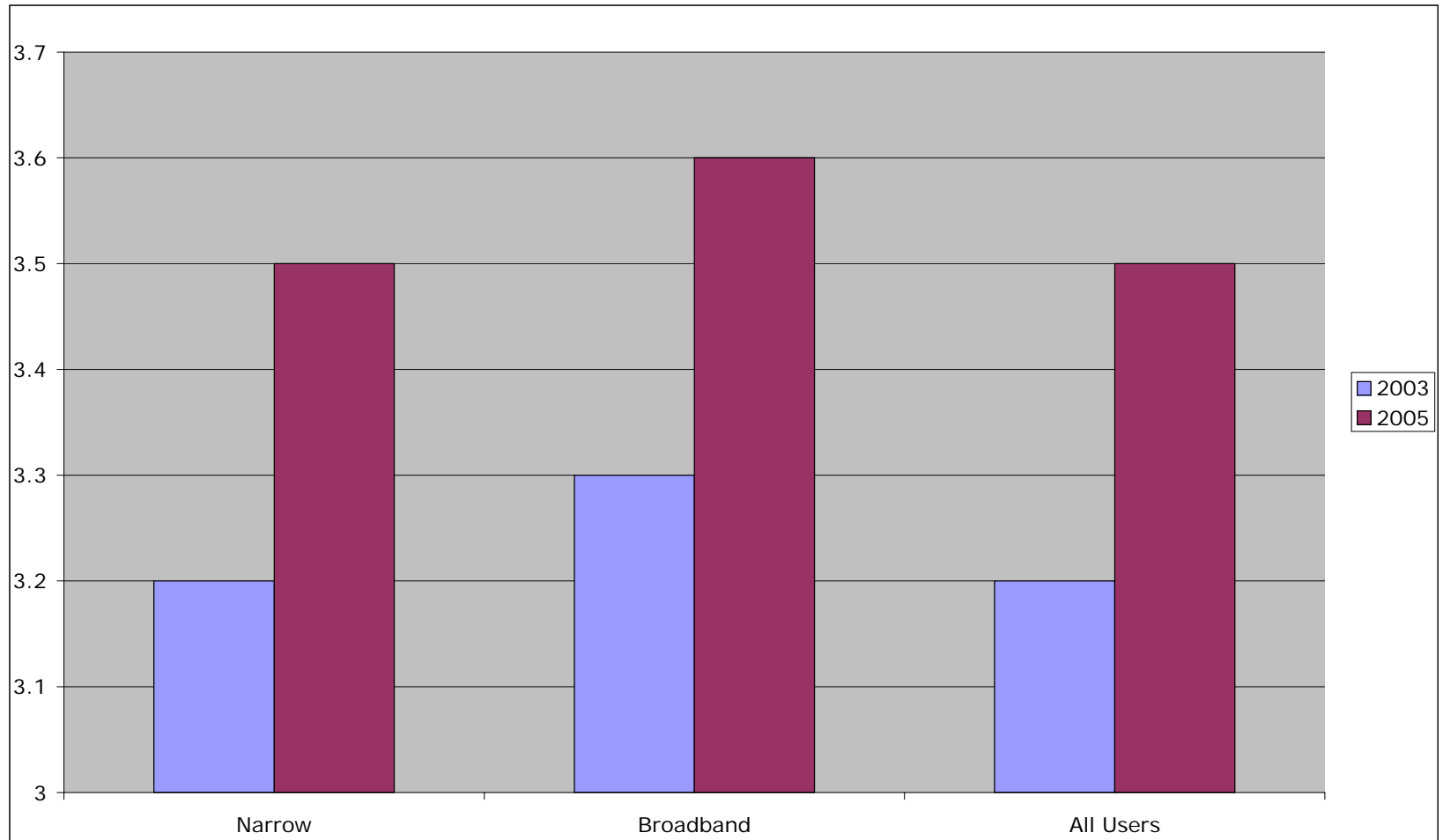


BROADBAND: Reliability and accuracy of information found on the Internet



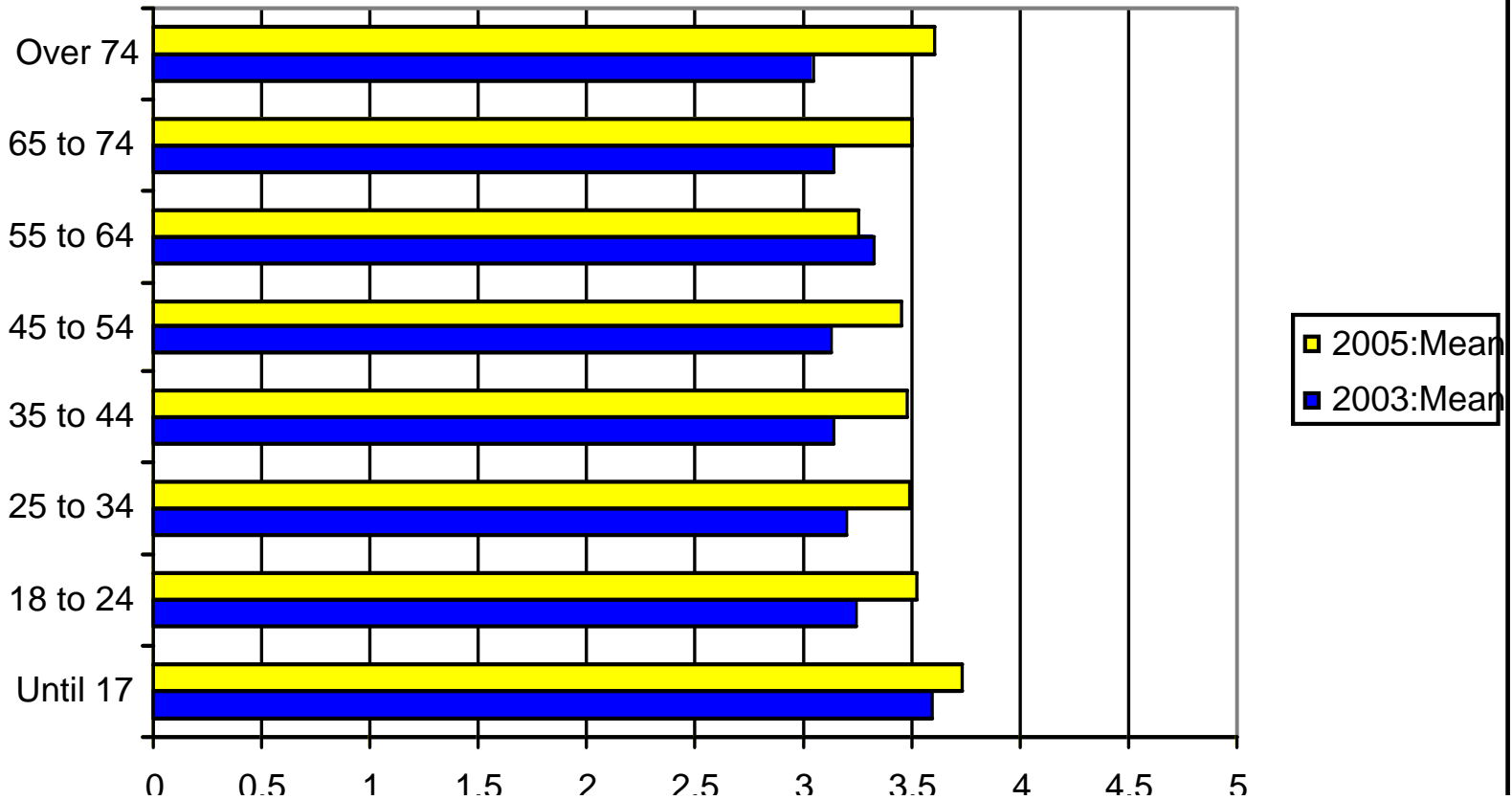


Confidence in Internet Providers, 2003-2005



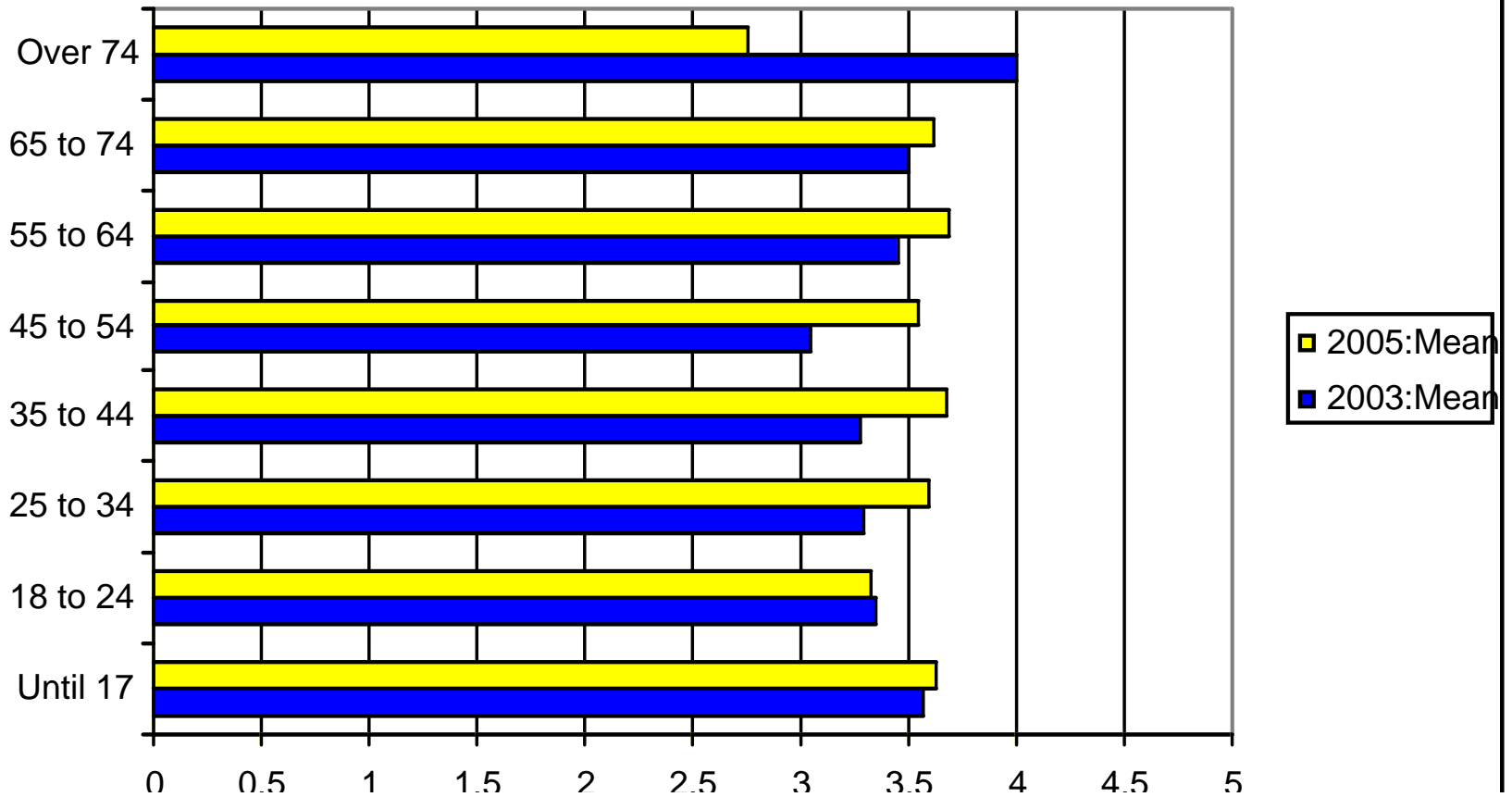


NARROWBAND: Confidence in institutions of the Internet



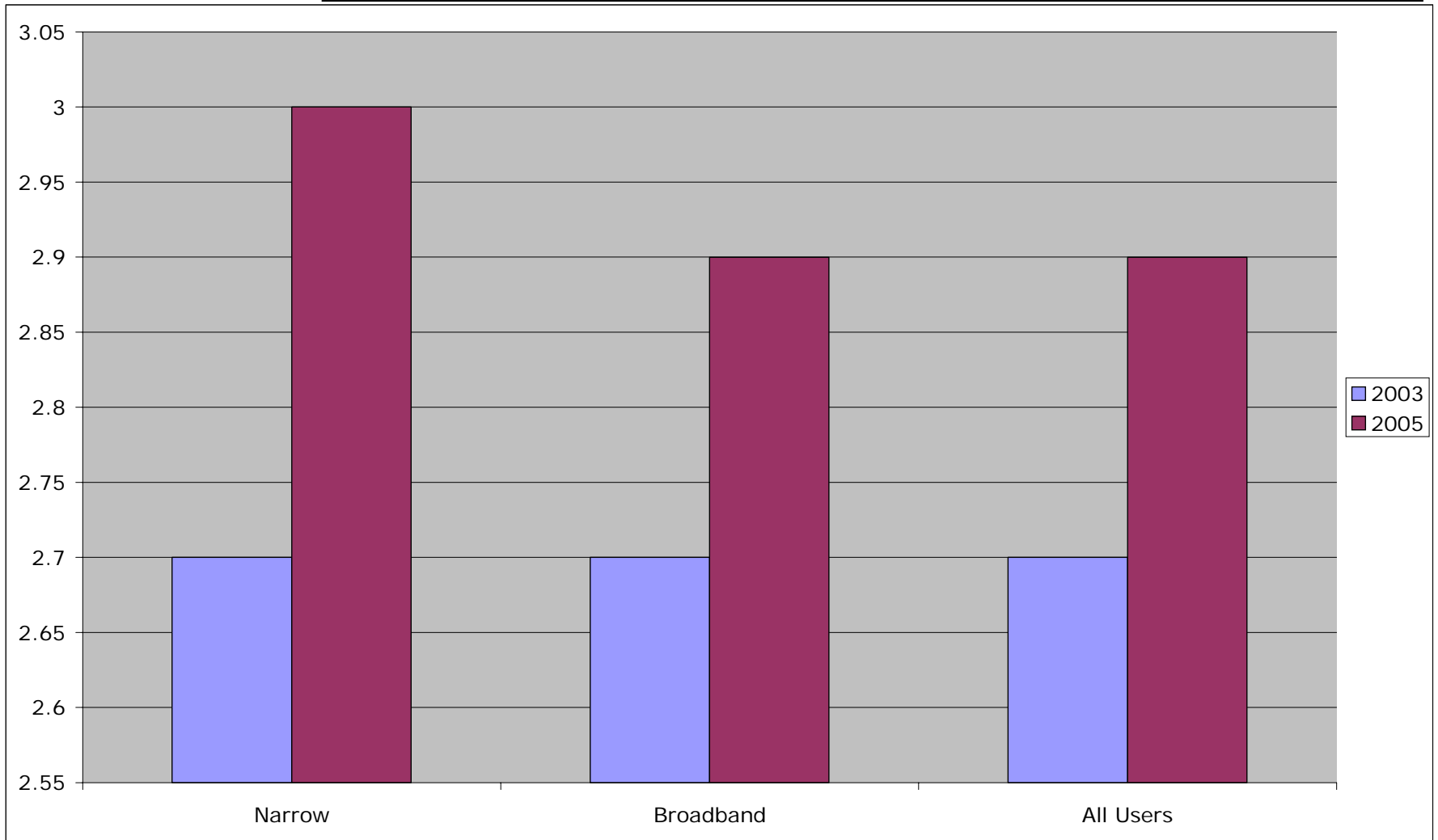


BROADBAND: Confidence in institutions of the Internet



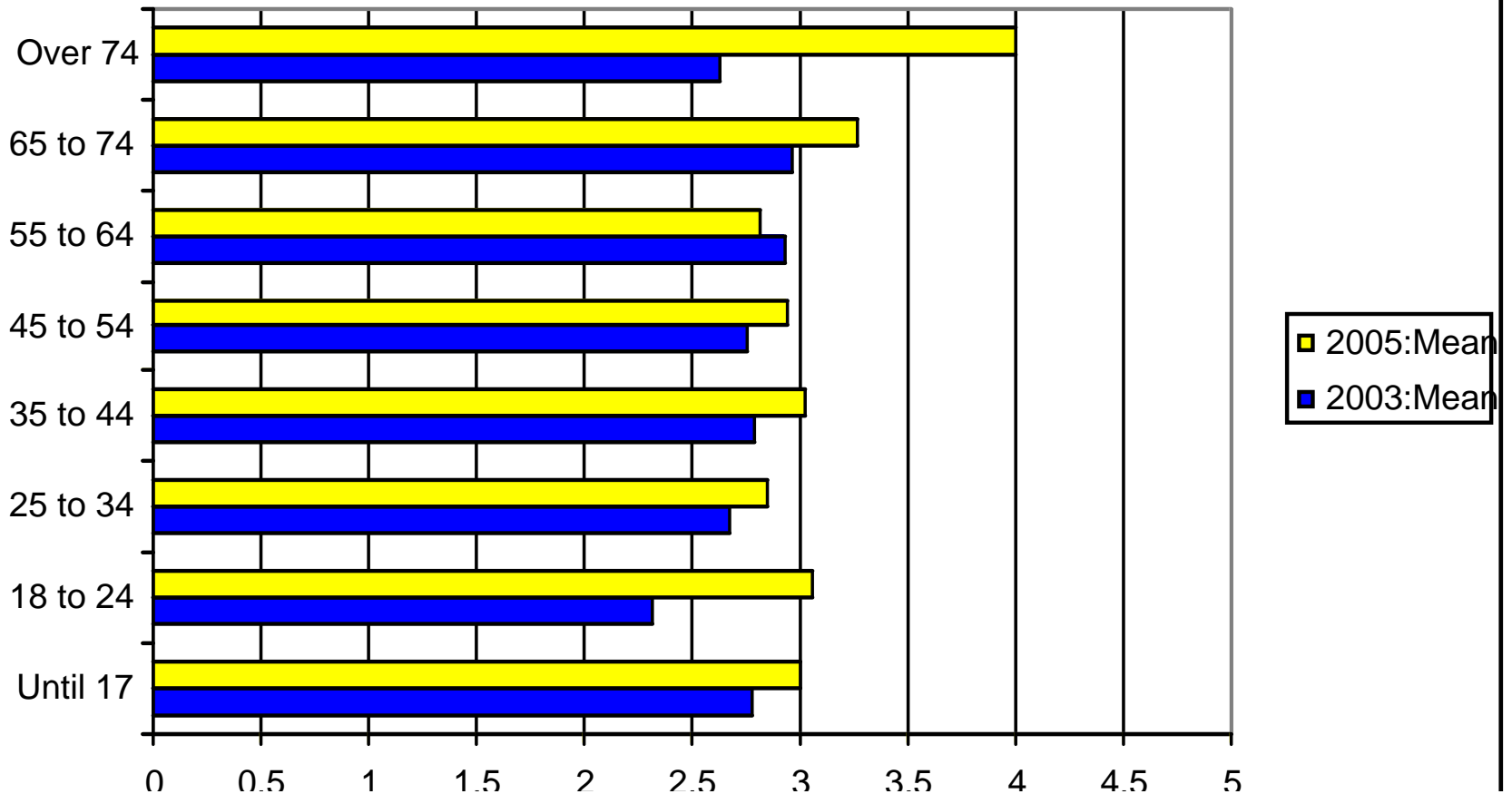


Confidence in People Online, 2003-2005



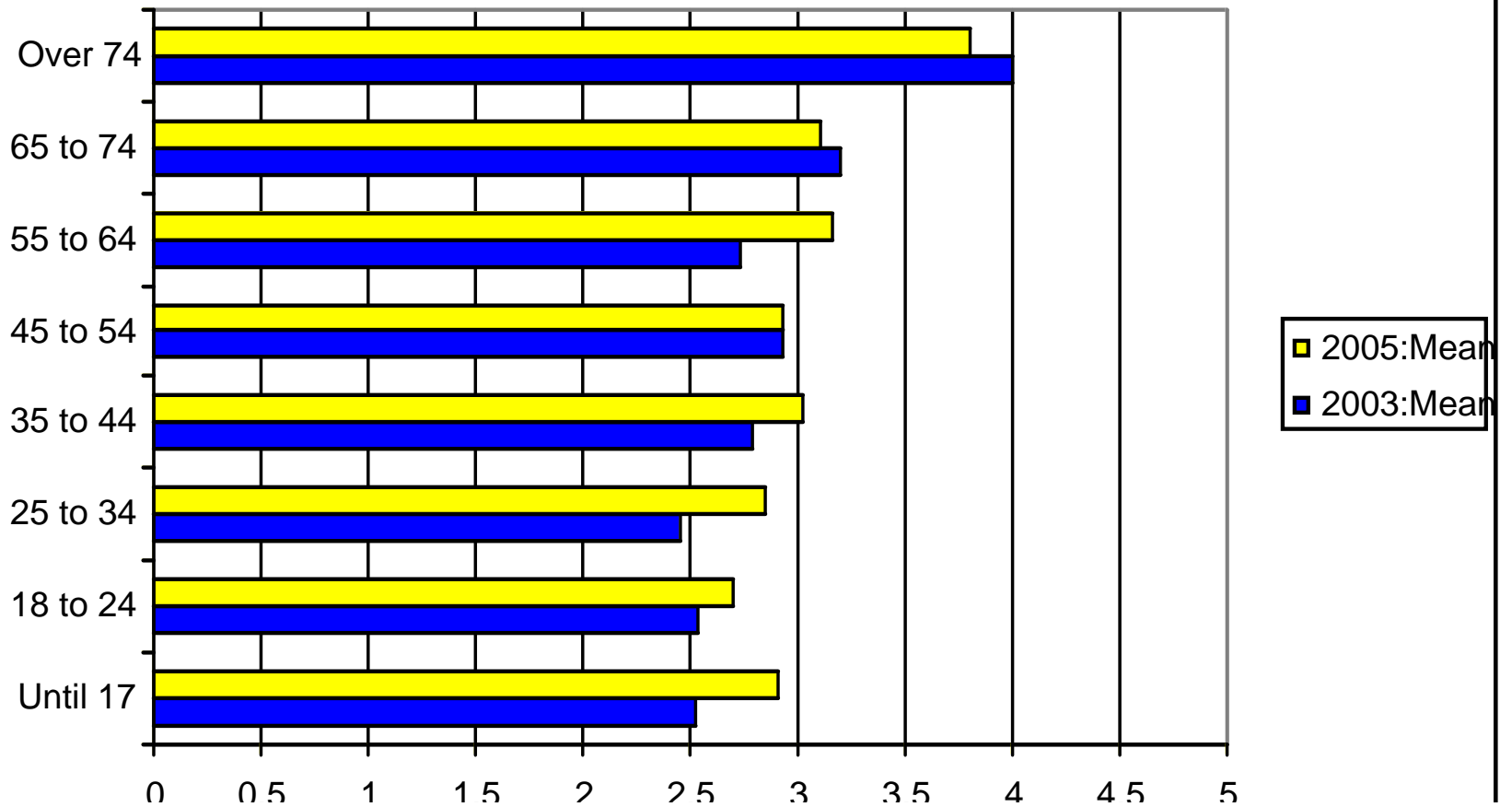


NARROWBAND: Confidence in most people communicating with on the Internet





BROADBAND: Confidence in most people communicating with on the Internet





Multivariate Analysis: Socio-demographic variables

Gender

- Male
- Female

Education

- No qualifications
- GCSEs/A levels/Vocational
- Degree or higher
- Other education

Age

- 14 and over

Income

- Up to £25,000
- £25,000 to £37,500
- £37,500 and over



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

Variables	Internet Use		Places of access		Mobile access		Always on broadband		Multi-tasking		Go to Internet first (MP)	
	B	SE	B	SE	B	SE	B	SE	B	SE	B	SE
<i>Gender</i>												
Female	-.43***	.11	-.38*	.16	-.40*	.17	-	-	-	-	-.38***	.11
<i>Age</i>												
14 and over	-.04***	.00	-.05***	.01	-.06***	.01	.02**	.01	-.04***	.01	-.03***	.00
<i>Education</i>												
GCSEs/A levels	1.23***	.14	-	-	-	-	-	-	-	-	.72***	.17
Degree/Higher	2.00***	.21	.92**	.32	.93**	.33	-	-	-	-	1.25***	.20
Other	1.34***	.32	-	-	-	-	-	-	-	-	-	-
<i>Income</i>												
Medium	.63***	.14	-	-	-	-	-	-	-	-	.38**	.13
High	1.17***	.16	.52**	.19	-	-	-	-	-	-	.69***	.14
Constant	.84***	.22	-.01***	.34	-.38	.37	-.81**	.34	-.28	.35	-.02	.24
N	2,185		1,309		1,857		1,309		1,309		2,185	

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



Multivariate Analysis II: Patterns of Use

Variables	Entertainment		Information		Banking		Learning		Communication		Planning	
	Beta	SE	Beta	SE	Beta	SE	Beta	SE	Beta	SE	Beta	SE
<i>Gender</i>												
Female	-.18***	.05	-.21***	.06	-	-	.14***	.06	-	-	.06*	.06
Age												
14 and over	-1.31***	.01	.52**	.01	.92***	.01	-.80***	.01	-	-	.90***	.01
Age square	.83***	.00	-.38*	.00	-.73***	.00	.61***	.00	-	-	-.97***	.00
<i>Education</i>												
GCSEs/A levels	-.17***	.07	-	-	.08**	.08	-	-	-	-	-	-
Degree/Higher	-.19***	.09	-	-	-	-	.08*	.11	.11**	.10	.13**	.11
Other	-	-	-	-	-	-	-	-	-	-	-	-
<i>Income</i>												
Medium	-.10***	.06	.09**	.08	.10**	.08	-	-	-	-	-	-
High	-.12***	.07	.08*	.08	.20***	.08	-	-	-	-	-	-
<i>Experience</i>												
Fair	-	-	.24**	.15	-	-	-	-	.25***	.14	-	-
Good	-	-	.32***	.15	.18*	.15	.16*	.15	.46***	.14	-	-
Excellent	-	-	.24***	.17	.12*	.16	.22***	.17	.47***	.16	.19**	.17
<i>Length of use</i>												
Middle range	-	-	-	-	-	-	-	-	.10*	.11	-	-
Veterans	-	-	-	-	.12*	.13	-	-	.19***	.12	-	-
<i>Broadband</i>												
Yes	.09**	.05	-	-	.07*	.06	-	-	.21***	.06	-.08**	.06
R square	.35		.11		.13		.11		.21		.11	
N	1,309		1,309		1,309		1,309		1,309		1,309	

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



Adoption & Integration: The Internet Generation?

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>