Oxford Internet Survey (OXIS)

New directions, new questions

Professor Helen Margetts
Dr Rebecca Eynon
2005 Survey Instrument

• 115 questions (max for face-to-face survey) in sections:
  – Information & Trust (11, all)
  – Internet Access and Technology in Household (23, all)
  – Internet Use & Access at Individual Level (37, users only)
    • Access and skills (7)
    • Communications (10)
    • Information-seeking (7)
    • E-Entertainment (3)
    • E-Commerce (2)
    • E-Government (1)
    • E-learning (2)
    • Attitudes about the internet (5)
  – Non-use of internet
    • Reasons for stopping (6, ex-users only)
    • Reasons for not starting (4, non-users only)
  – Attitudes about life, ICTs, privacy (5, all)
  – Social relations (7, all)
  – Political Outlook and Political Involvement (8, all)
  – Demographics (24, all)
OII Research Themes

• The internet and everyday life
• Digital-era governance and democracy
• E-learning and E-science
• Shaping the internet: governance and regulation
Segmenting Society by Internet Use

• Multi-layered segments of internet users
  – By digital choice
    • i.e. social networking, entertainment, learning, government, banking, commerce
  – By domestication of internet into information-seeking
    • Importance as information source, internet
  – By internet skills
    • Self-rated internet ability
    • Internet experience

• And non-users
  – By intermediary/non-intermediary

All underpinned by demographics
• Age, education, income, gender
Segmenting society: what we know about digital choices

- younger people use internet mainly for e-Entertainment & e-Learning; older people more for e-Banking & e-Information (inc. health)
- e-Information & e-Banking predominant among better off users; e-Entertainment or meeting friends online more predominant among lower income groups
- e-Entertainment, e-Information and e-Sex more popular among men; e-Learning, e-Government and e-Health more popular among women. No gender divide in e-Communication, e-Banking, e-Travel/Jobs or meeting friends online.
Segmenting society: what we know about domestication of internet in information-seeking

– Internet as first port-of-call for information seeking (eg. name of MP, information about taxes/schools, planning a journey) (38-70%)

– Use internet but not first-port-of-call for information seeking
Segmenting society: what we know about internet skills

• Greater experience with internet => greater trust and higher e-communication, more hours spent on-line

• The higher self-rated internet ability => the greater the level of trust; self-rated internet ability key variable for e-information
Segmenting society: what we know about non-users

- Could find intermediary to use internet on their behalf (70%)
- Couldn’t find intermediary (30%)
- Never-users/ex-users
What we don’t know?

- Further definition of segments
  - For non-users, which intermediaries, for what? What other channels are most important?
  - For social networking and e-entertainment, far greater range of sites available (need to identify sites to define segment)
  - For some digital choices (eg. e-government, e-commerce), on-line behaviour defines segment (need stimulus of web-site to explore)
Possible follow-ups to main survey?

- Panel data?
- On-line survey of most sophisticated/enthusiastic users?
- Experiments?
- Focus groups?
Segments in eGovernment use (UK)

- Internet users (60%)
  - Internet first port of call for information—expect to use e-government (25%)
  - Internet users – open to using e-government (35%)
  - Could find proxy user for Internet and e-government (29%)
- Non-users (40%)
  - Adamant non-users of Internet and e-government (11%)
  - Potential users of e-government (89%)
Targeting digital and non-digital groups for eGovernment (UK)

- **e-government users (25%)**
  - Segment users using usage stats to re-design sites eg. Transport for London

- **Internet users – not e-government (35%)**
  - Identify digital choices (e.g. social networking, music, commerce) – identify incentives - use those sites as channels for e-government (eg. paid advertising)

- **Non-users with proxy (29%)**
  - Identify groups of intermediaries (eg. Carers, Advice Bureaux, friends and family) and target those groups

- **Adamant non-users of Internet (11%)**
  - Identify other channels (eg. Mobile phone) – can use internet to reach those channels
Constraints?

• Questionnaire already maximum length – so adding means cutting
• Some questions asked for comparability with WIP
• Desirable to have some time-series data – so need to ask some questions again
• Follow-ups are expensive and difficult to sample
What don’t we need in OXIS 2007?

• Duplication with other regular surveys eg Ofcom, ONS – particular for most general questions?
• Questions that yielded less interesting responses?
• Use it or lose it – some questions have limited value in isolation?
• Can we continue to cover all OII research themes in one survey?
What don’t we need in OXIS 2007?
What do we need in OXIS 2007?

• What was particularly useful in 2003/5?
What do we need in OXIS 2007?

What was missing?