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%)
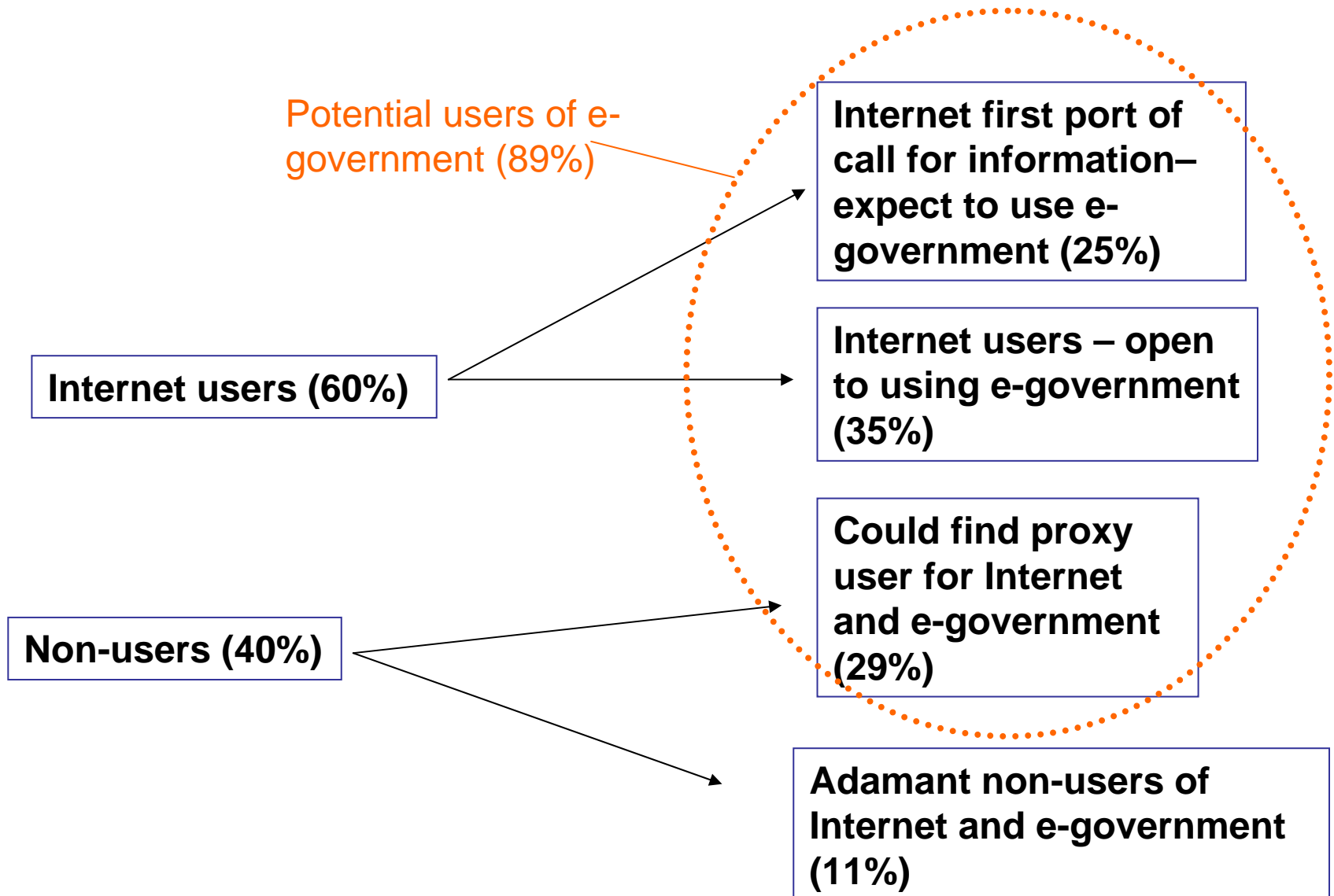

- Never-users/ex-users

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)

Potential users of e-government (89%)

Internet first port of call for information– expect to use e-government (25%)

Internet users – open to using e-government (35%)

Internet users (60%)

Could find proxy user for Internet and e-government (29%)

Non-users (40%)

Adamant non-users of Internet and e-government (11%)

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?