

Researching Trends in Internet Use

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'Trendy' Debates in Policy

- Digital divides
 - Digital choice
 - Predicting engagement
 - Risk and security – Digital literacy
-
- Linking social and digital engagement

 - What can we do to understand developments over time and predict the future?

'Trendy' Problems

- Lack of integrated theory
- Lack of detailed, representative cohort evidence
- Lack of longitudinal evidence
- Measurement of 'effect'
- Rapid change
- Our poor record in knowing our future selves

Trend Models: Basic conflicting theories

- Vicious circle (differences get bigger)
 - Digital Exclusion
- Consistent separation (continued catch up)
 - Digital Divide
- Narrowing gaps (time heals)
 - Diffusion of innovation
- Disparate processes for different groups:
 - ‘They will die eventually’ (Generation/Cohort model)
 - ‘Ingrained inequality’ (Life stages/Panel model)

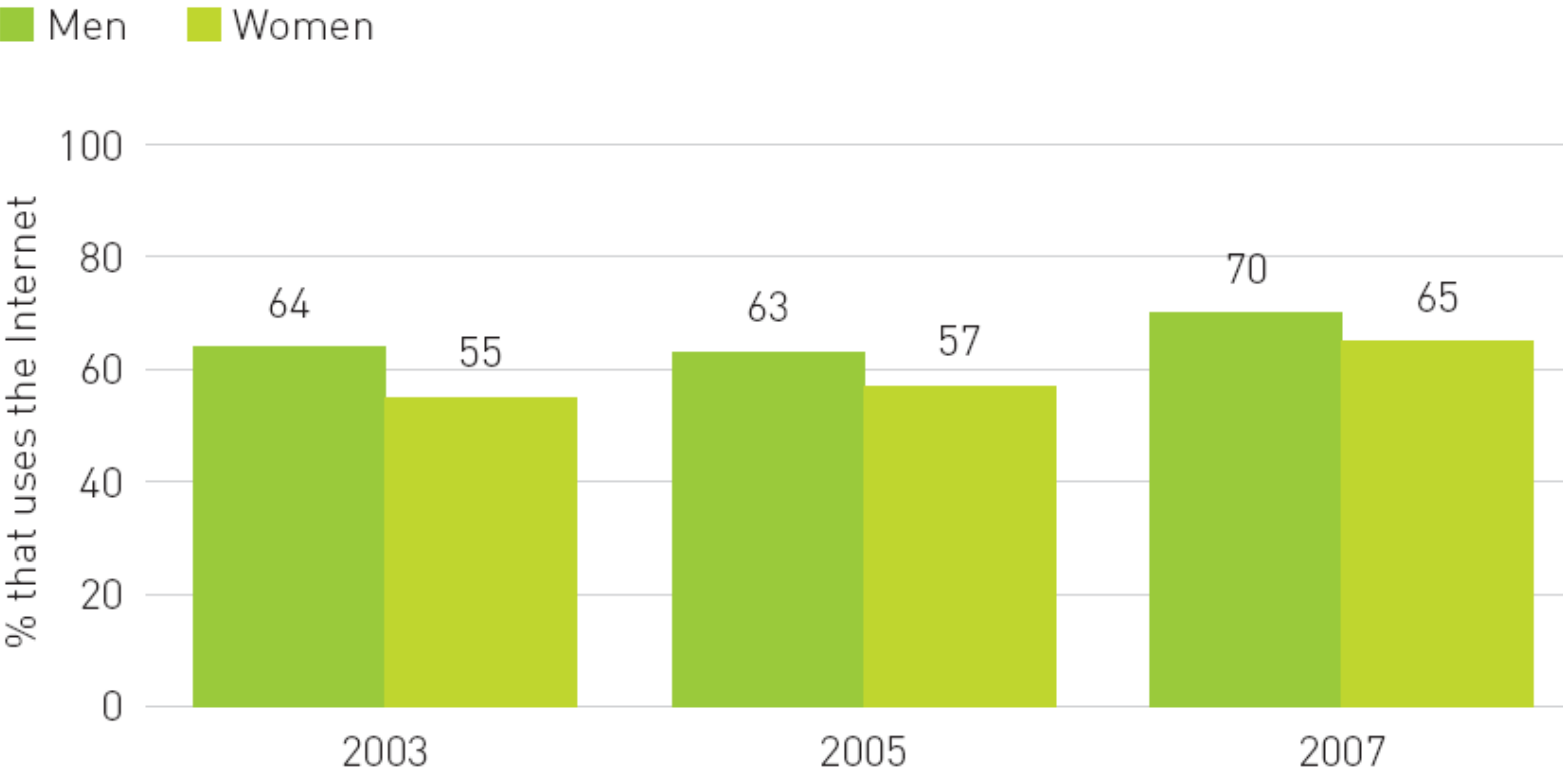
Lets focus on Gender

- Generational differences? – Diffusion of innovation
- Life stage differences? – ‘Continued’ inequalities

Or both?

Focus on Gender

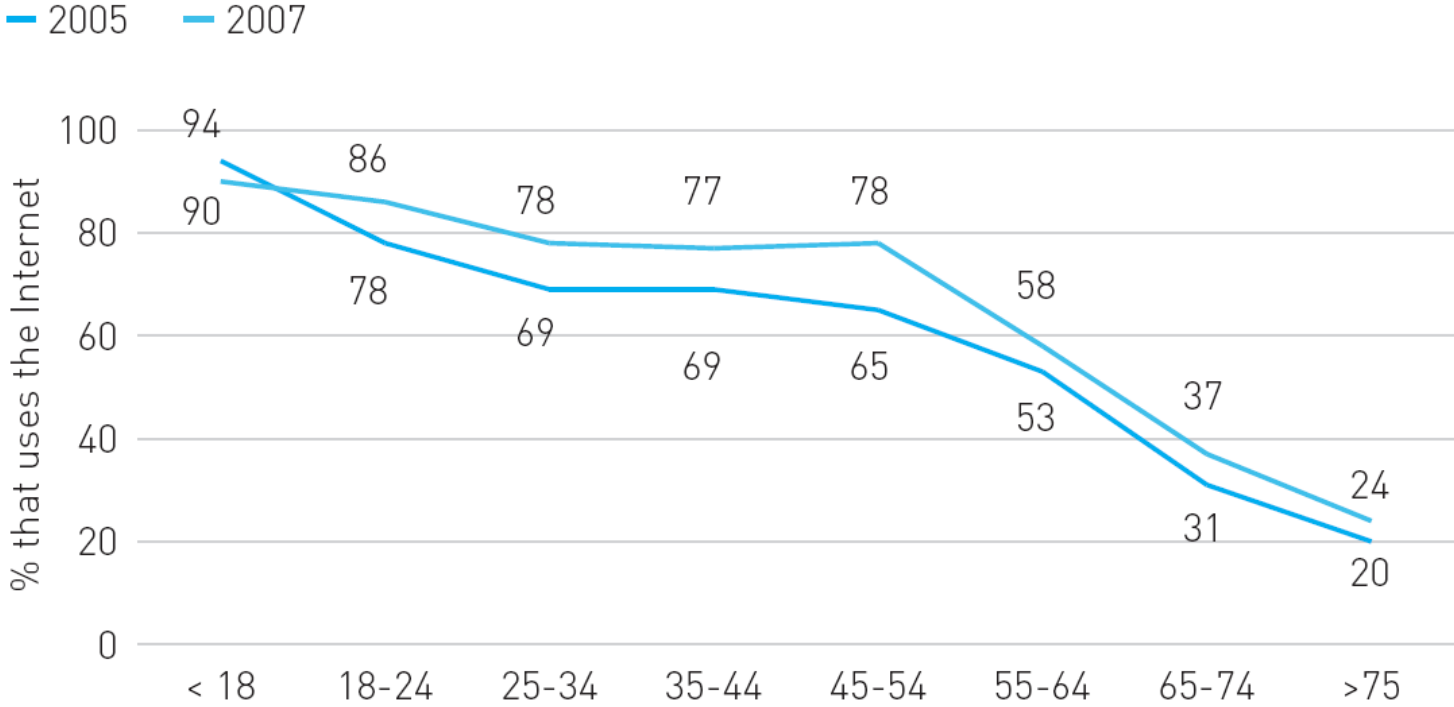
Use by Gender (QH19 by QD3)



OxIS 2003: N=2,029; OxIS 2005: N=2,185; OxIS 2007: N=2,350 (Women=1,222; Men=1,128)

Focus on Age

Use by Age (QH19 by DQ1)

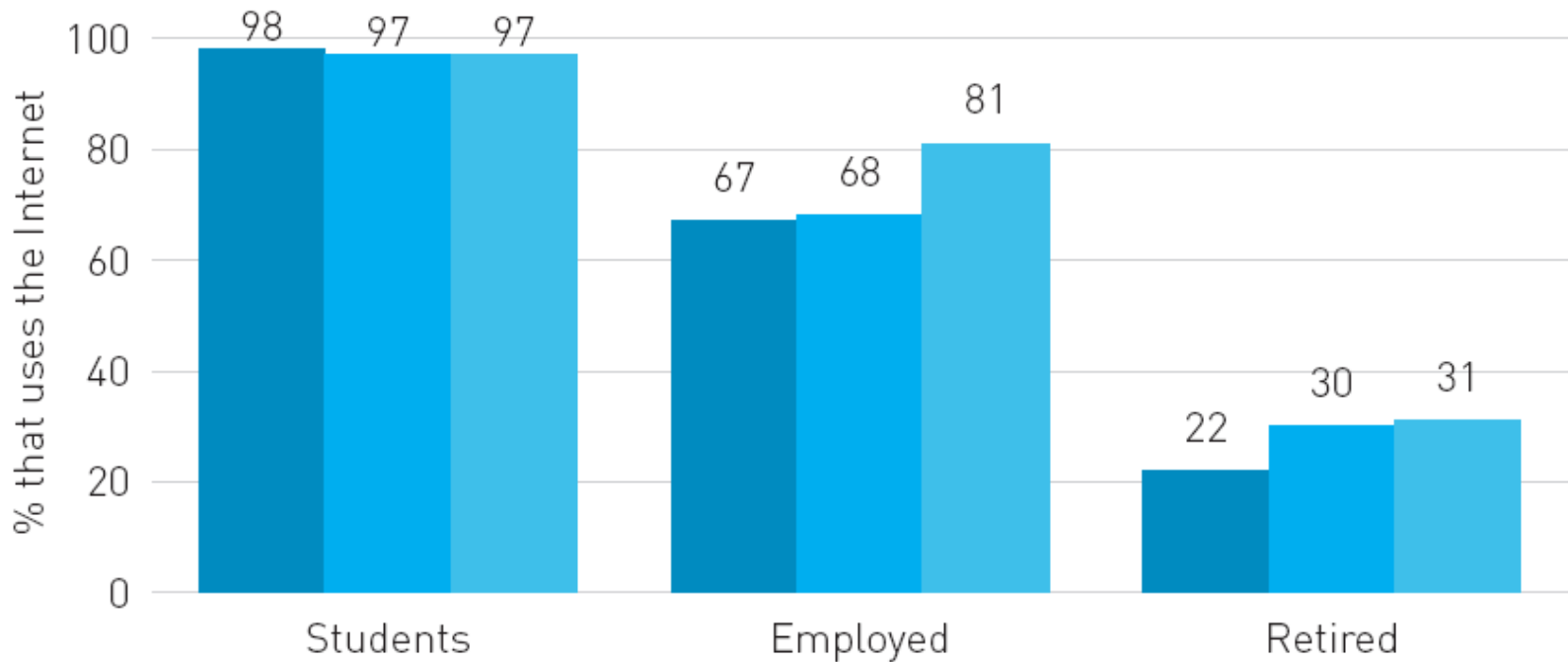


OxIS 2005: N=2,185; OxIS 2007: N=2,350

Focus on Life stage

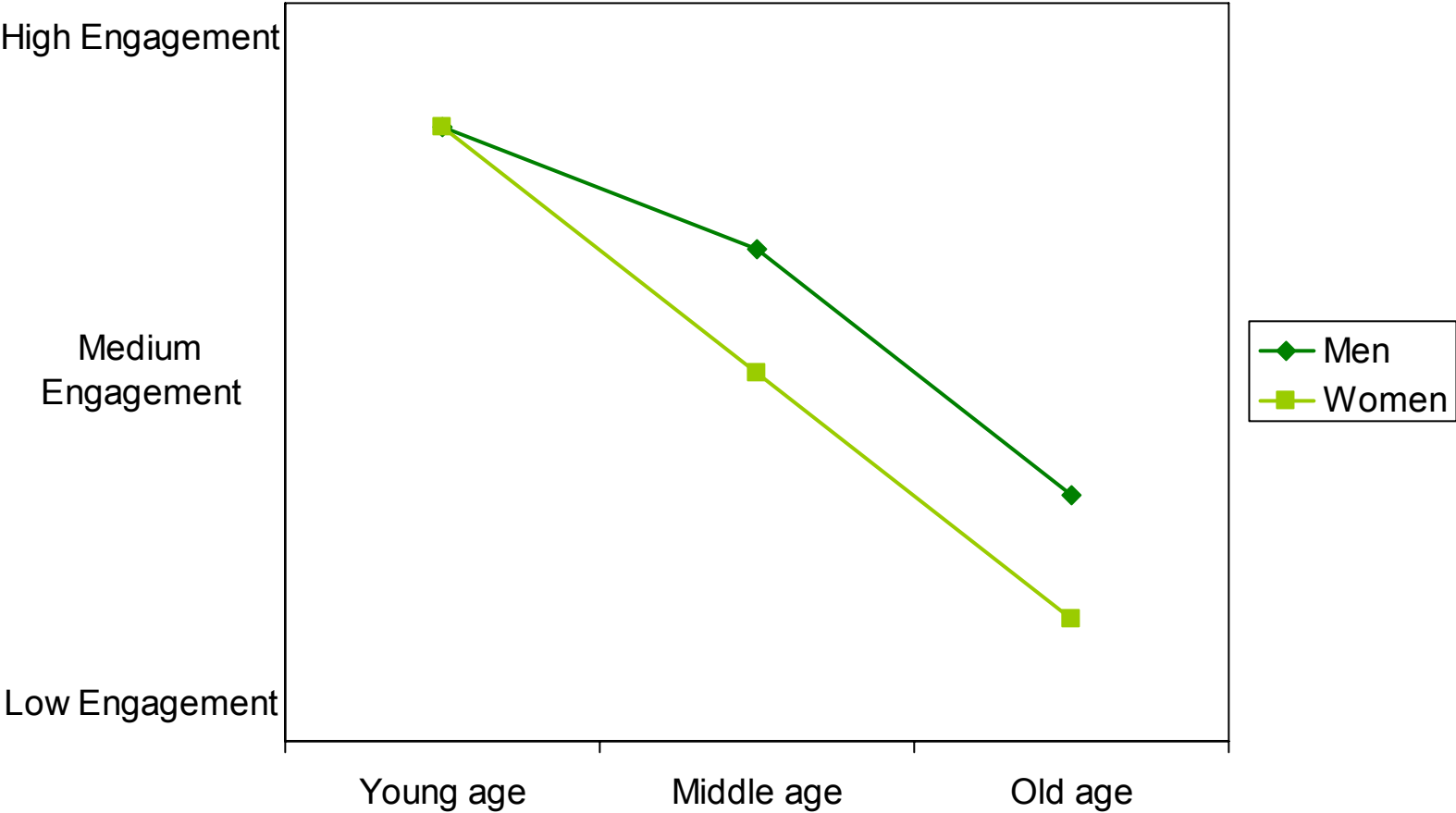
Use by Lifestage (QH19 by QD14)

■ 2003 ■ 2005 ■ 2007

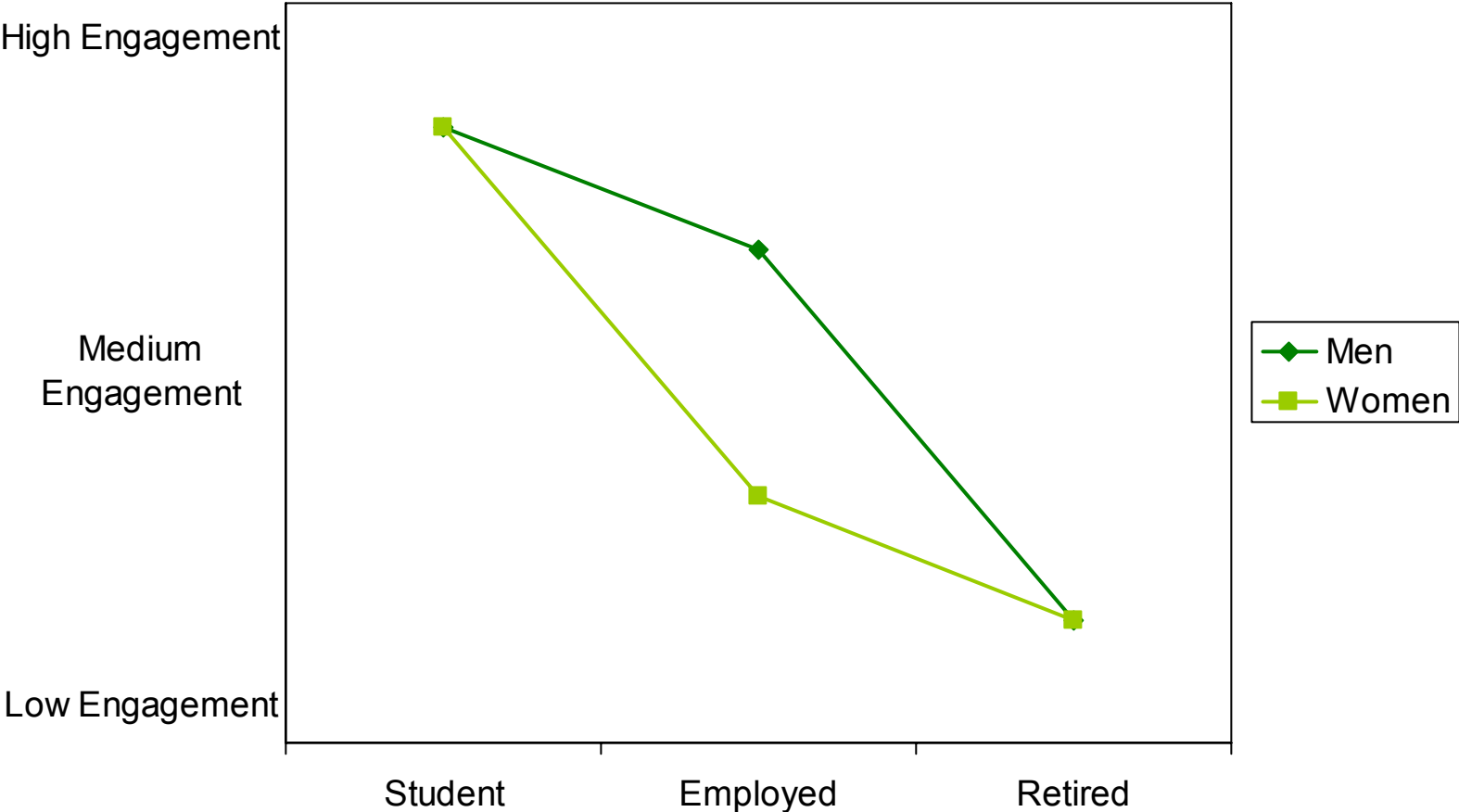


OxIS 2003: N=2,029; OxIS 2005: N=2,185; OxIS 2007: N=2,350 (Students: N=202; Employed: N=1,262; Retired: N=506)

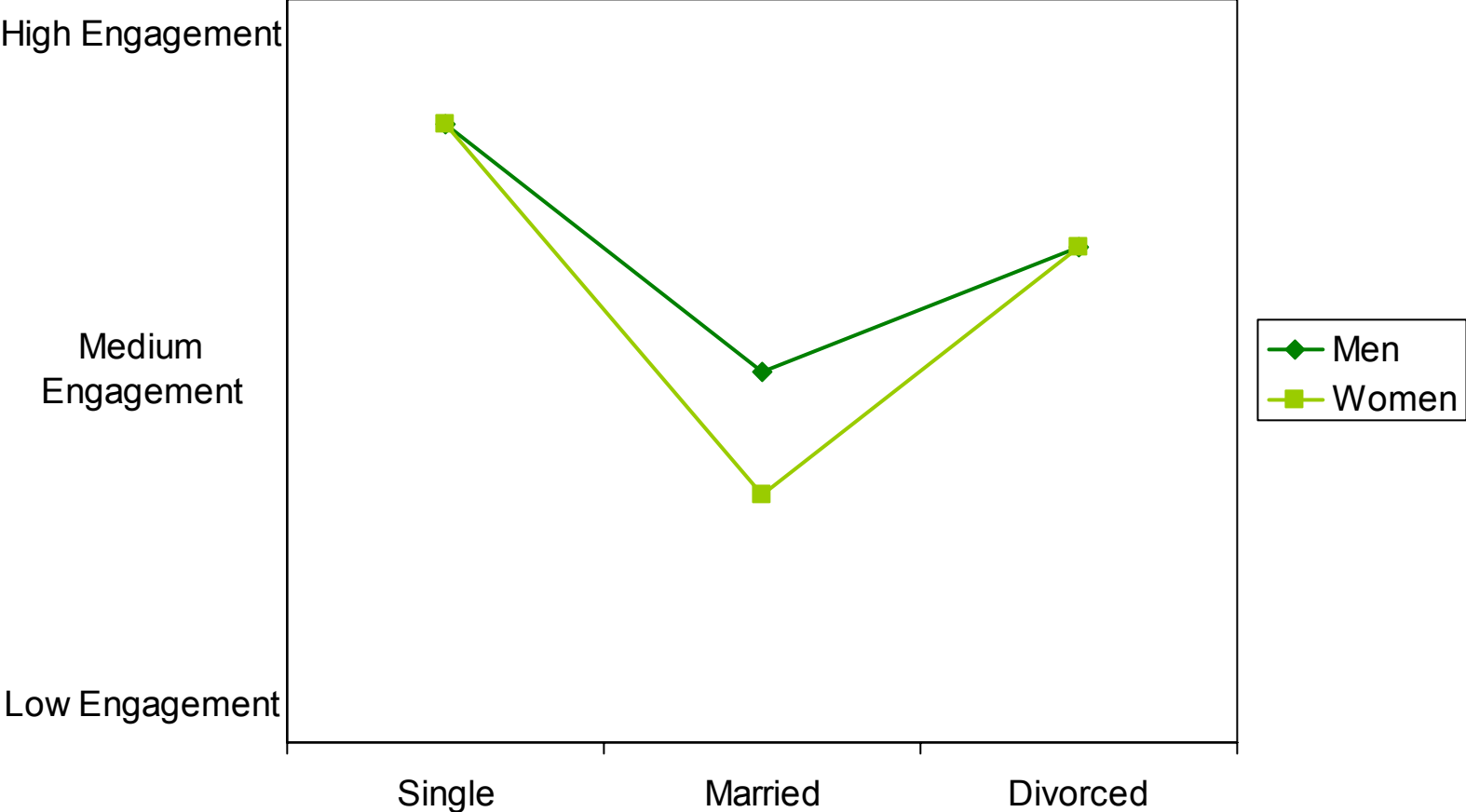
Hypothetical models: Cohort



Hypothetical models: Life Stage - Labour



Hypothetical models: Life Stage - Freedom



Interactions: Breadth of Use: 2007

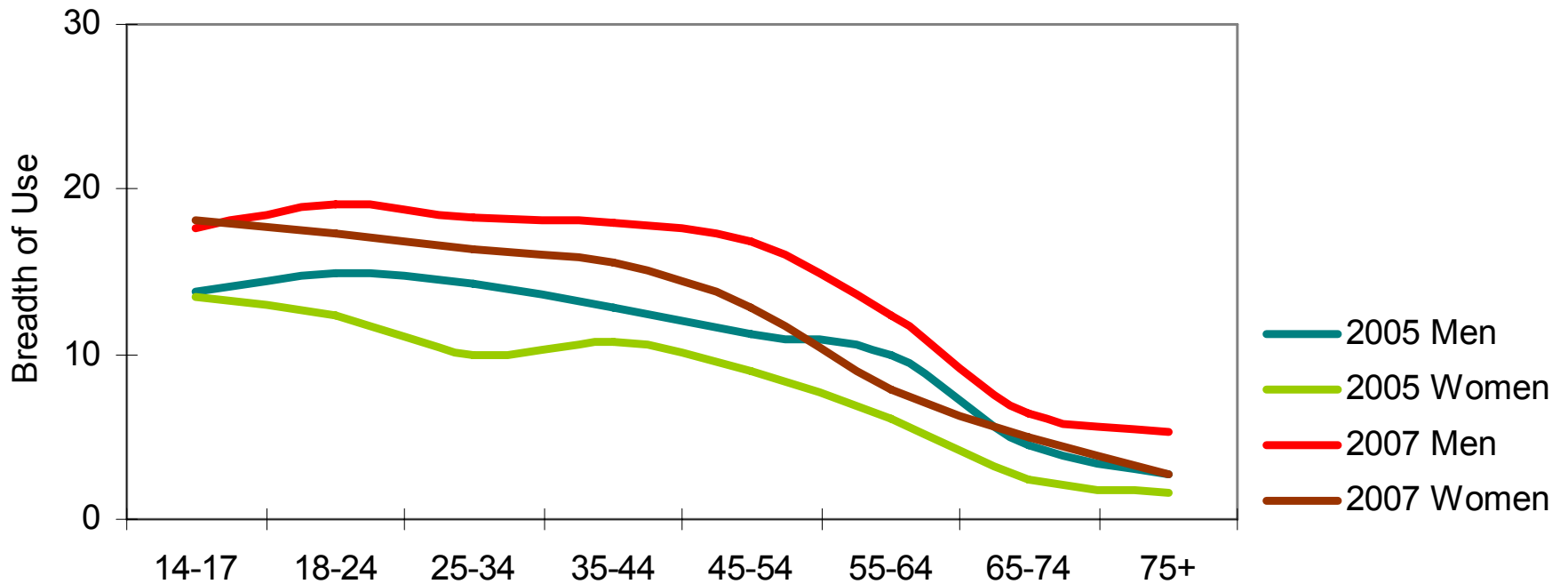
	B	Beta	p.
(Constant)	12.15		0.00
Gender (Female)	-4.79	-0.21	0.00
Age	-1.16	-0.19	0.00
Retired	-2.92	-0.10	0.00
Employed	5.94	0.25	0.00
Student	8.02	0.19	0.00
Divorced	2.30	-0.08	0.00
GenXSingle	-0.84	-0.07	0.02
GenXUnempl	-1.95	-0.12	0.00

Interactions: Breadth of Use: 2003 & 2005

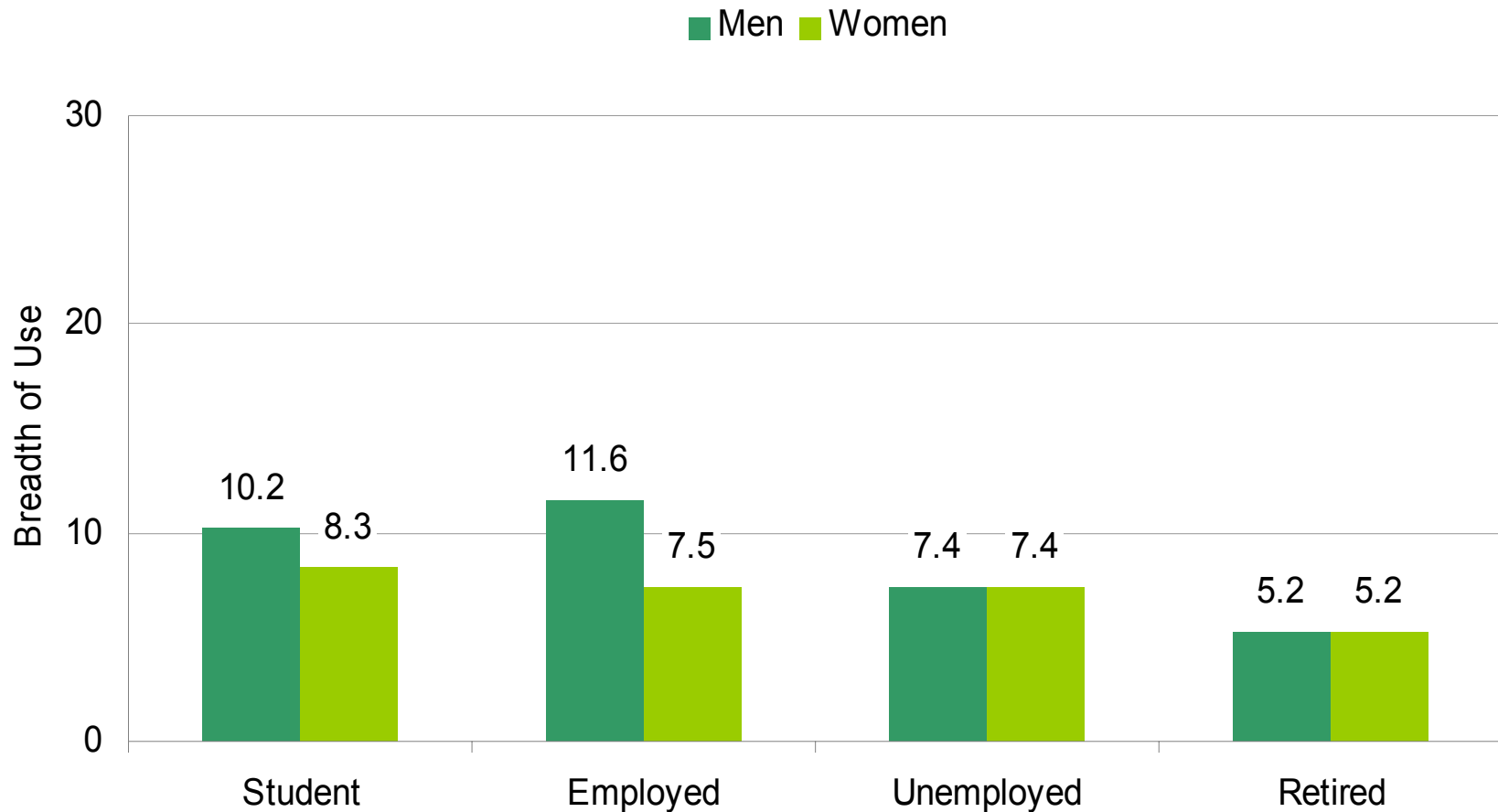
2003	B	Beta	p.
(Constant)	2.97		0.00
Gender	-0.75	-0.09	0.00
Retired	-1.63	-0.17	0.00
Employed	2.36	0.29	0.00
Student	4.26	0.28	0.00

2005	B	Beta	p.
(Constant)	13.26		0.00
Gender	-1.90	-0.10	0.00
Age	-1.12	-0.22	0.00
Employed	4.51	0.23	0.00
Student	7.46	0.20	0.00
Divorced	-2.03	-0.08	0.00
GenXSingle	-1.52	-0.12	0.00
GenXEmpl	0.66	0.05	0.04

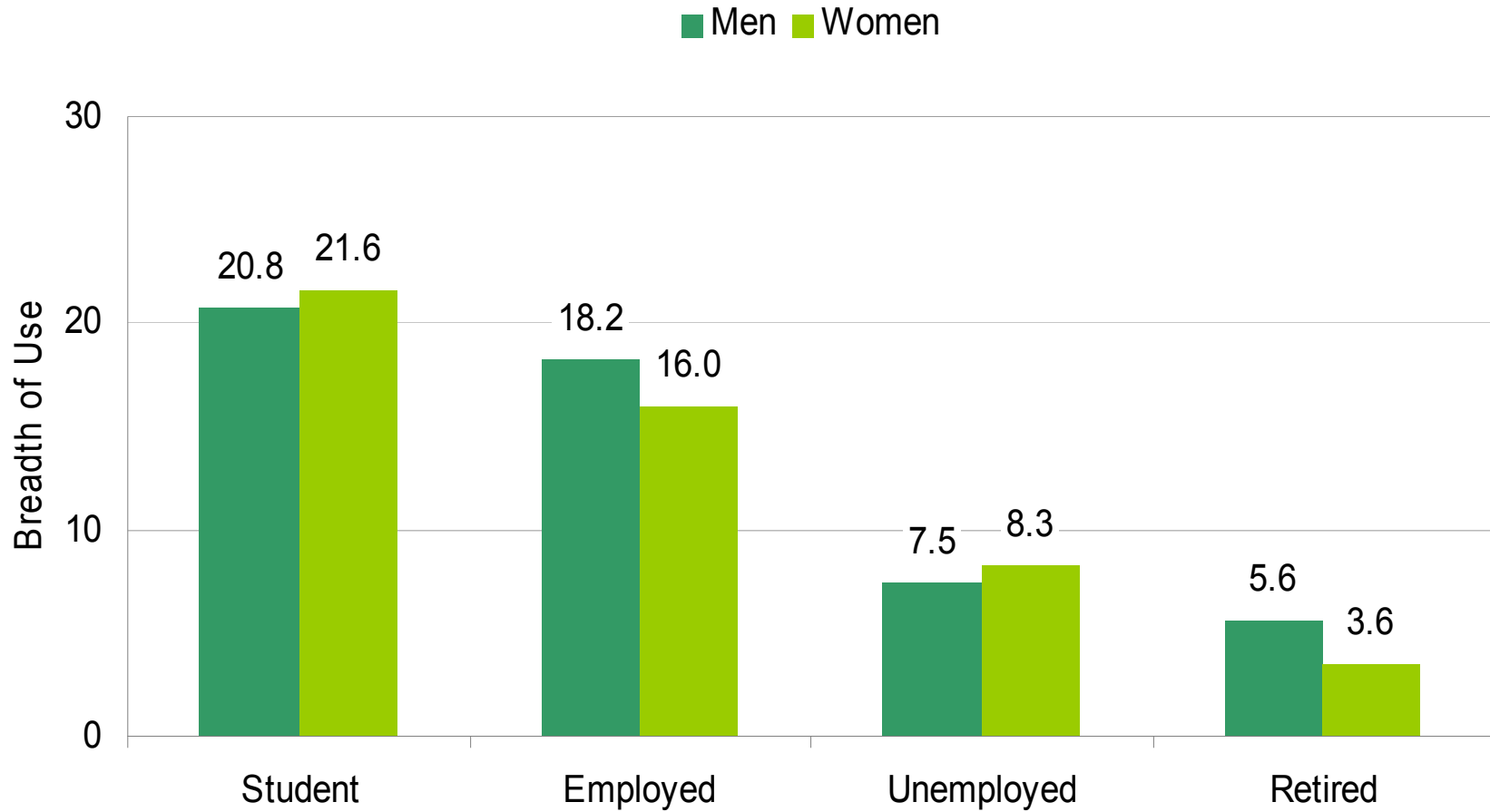
Trends and analyses: Cohorts 2005/2007



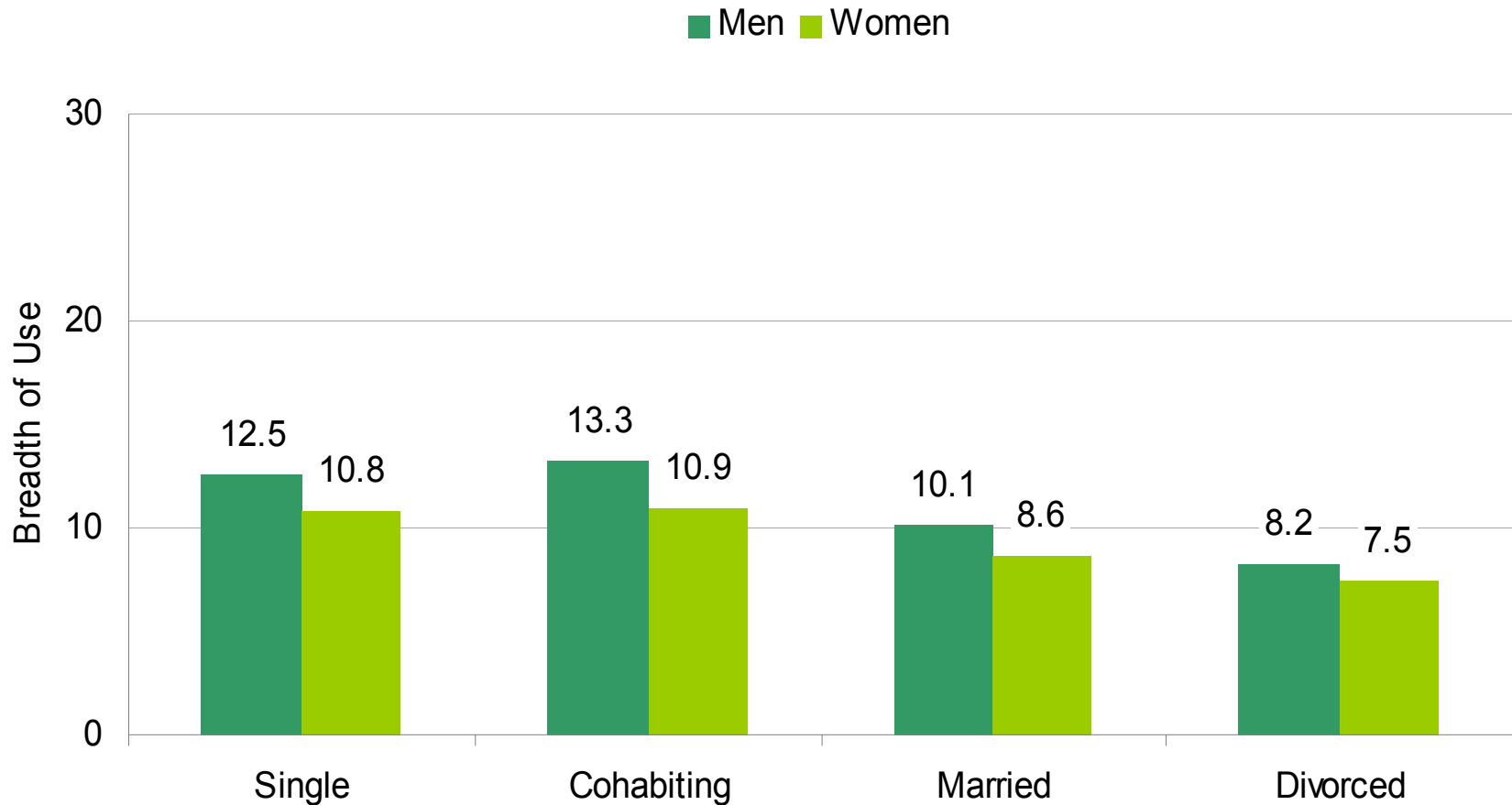
Breadth of Use, Gender and Life stage I 2005



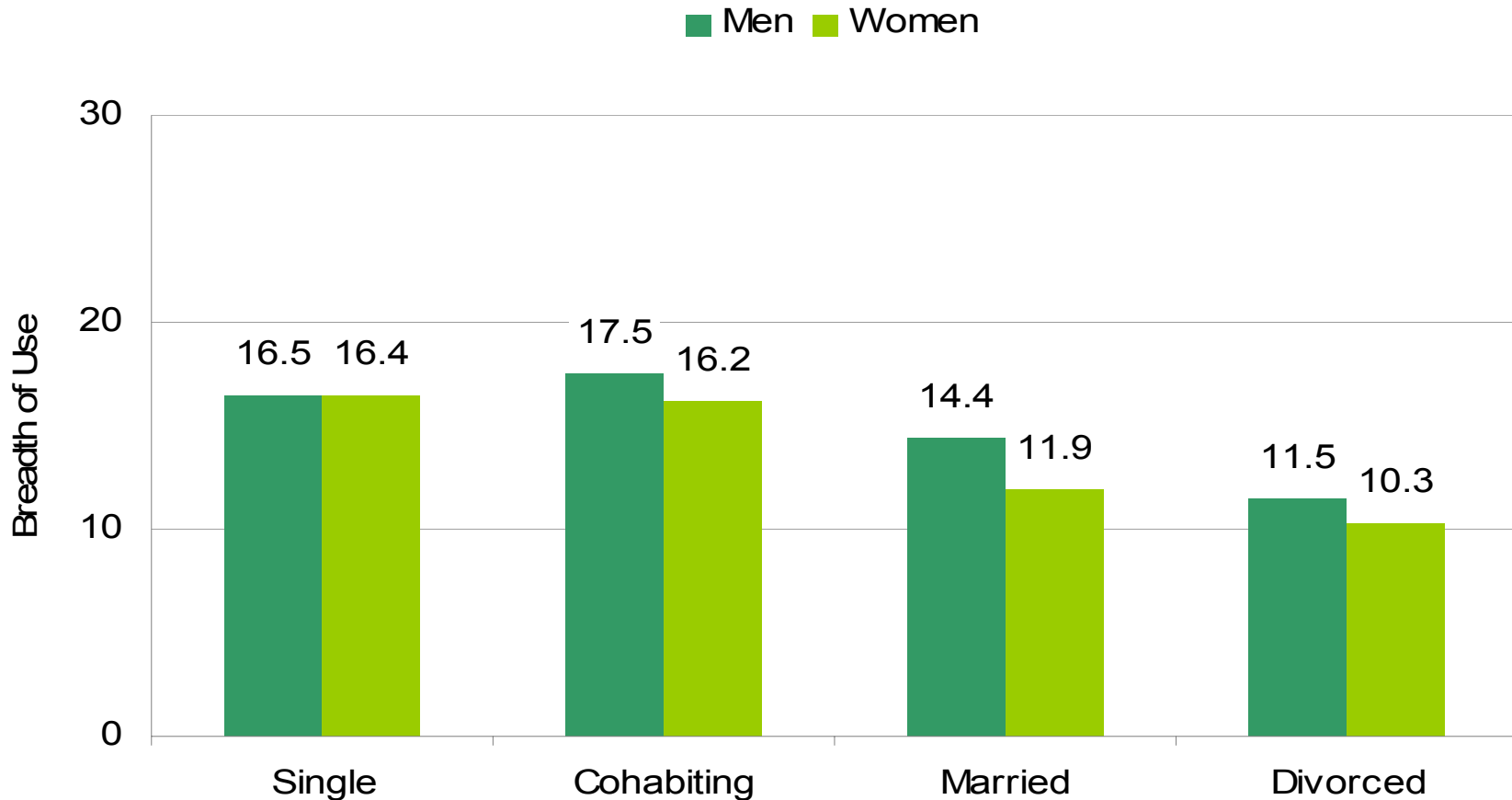
Breadth of Use, Gender and Life stage I 2007



Breadth of Use, Gender and Life stage II 2005



Breadth of Use, Gender and Life stage II 2007



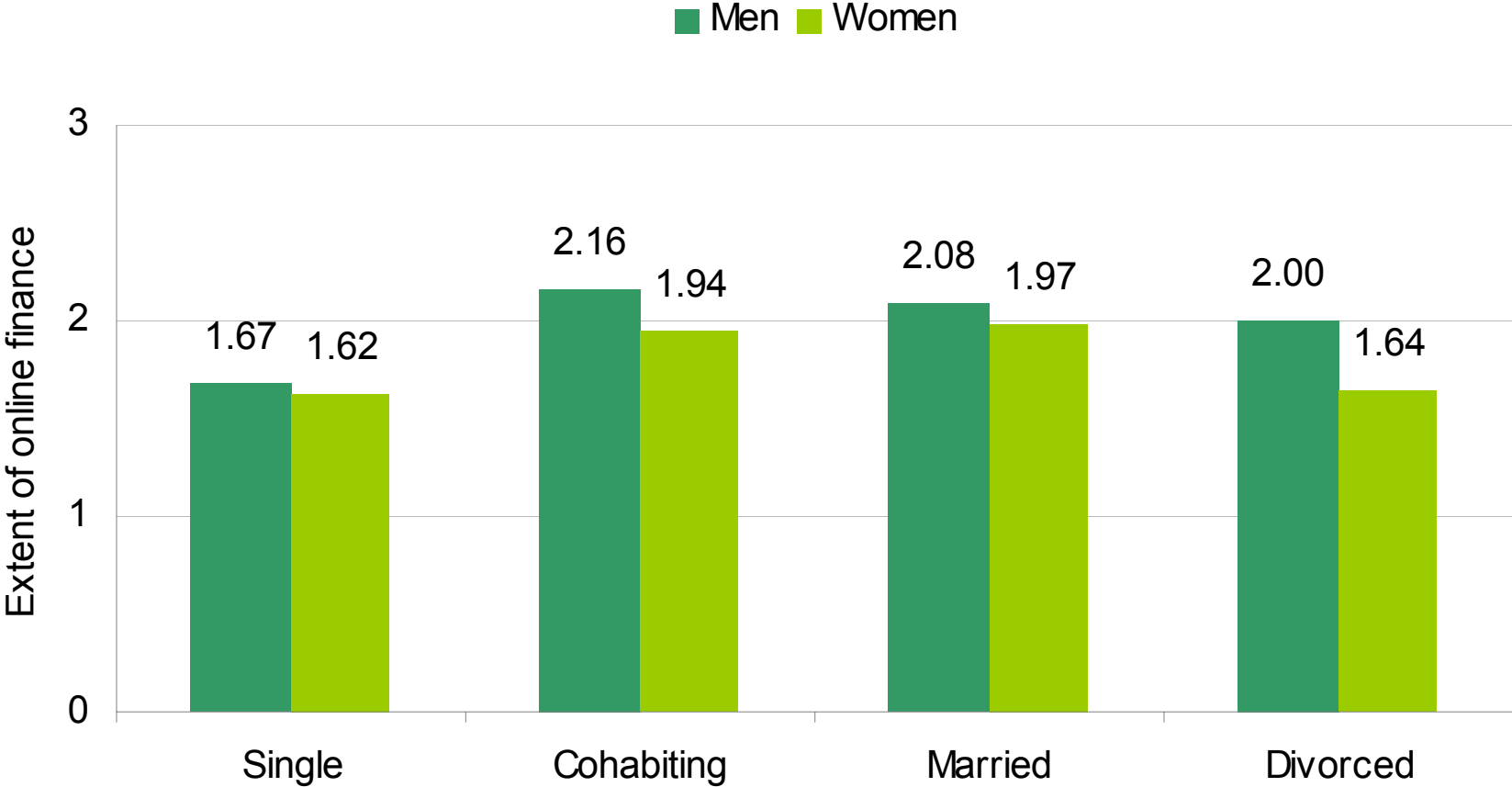
Specific behaviours

♀ **Health:** Gender and Employment
Throughout the life stages

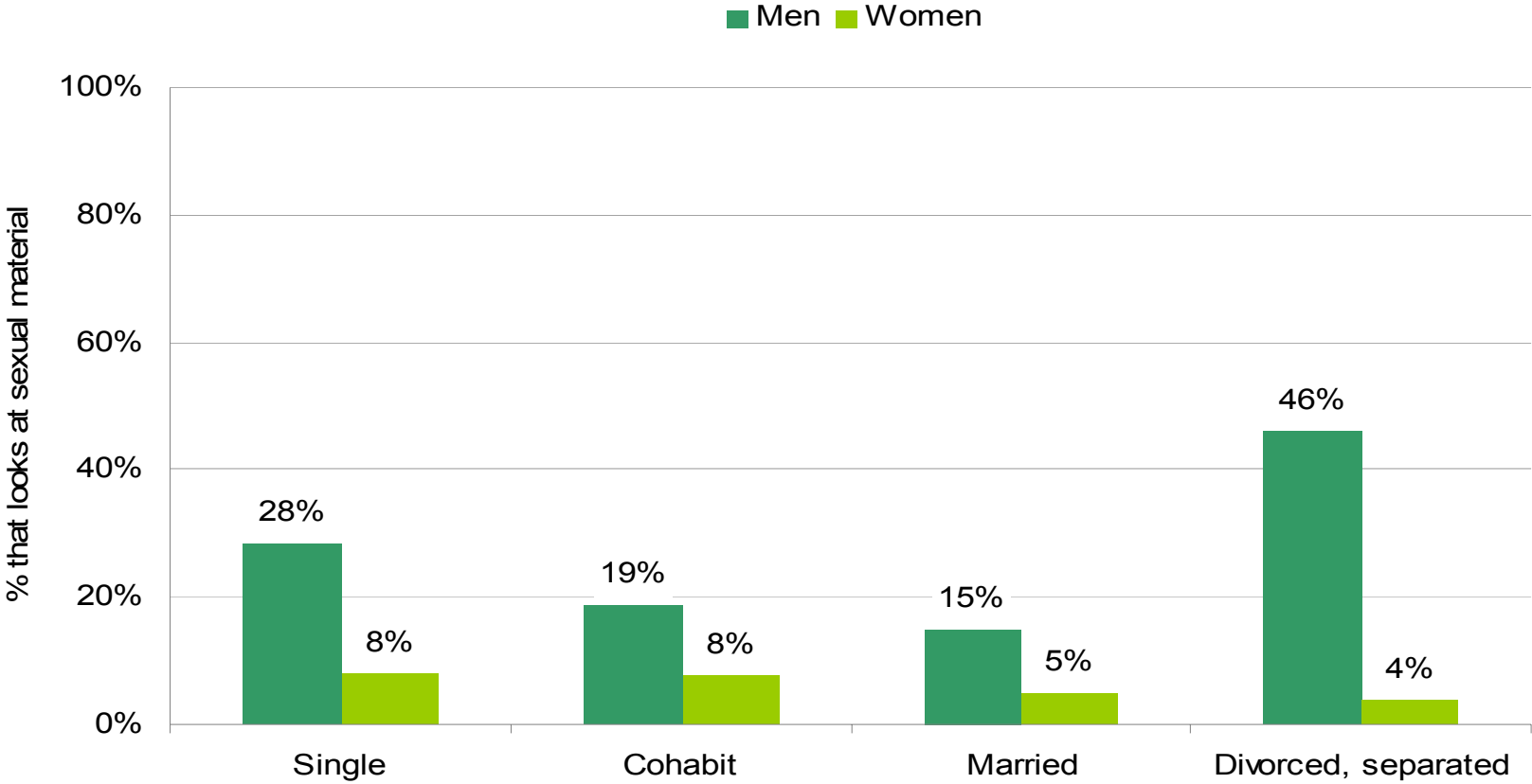
➤ **Finance:** Gender, Employment and Divorced
Gender interacts with life stage (Single

♂ **Sexual material:** Gender
Gender interacts strongly with life stage (Student,
Retired, Single, Married)

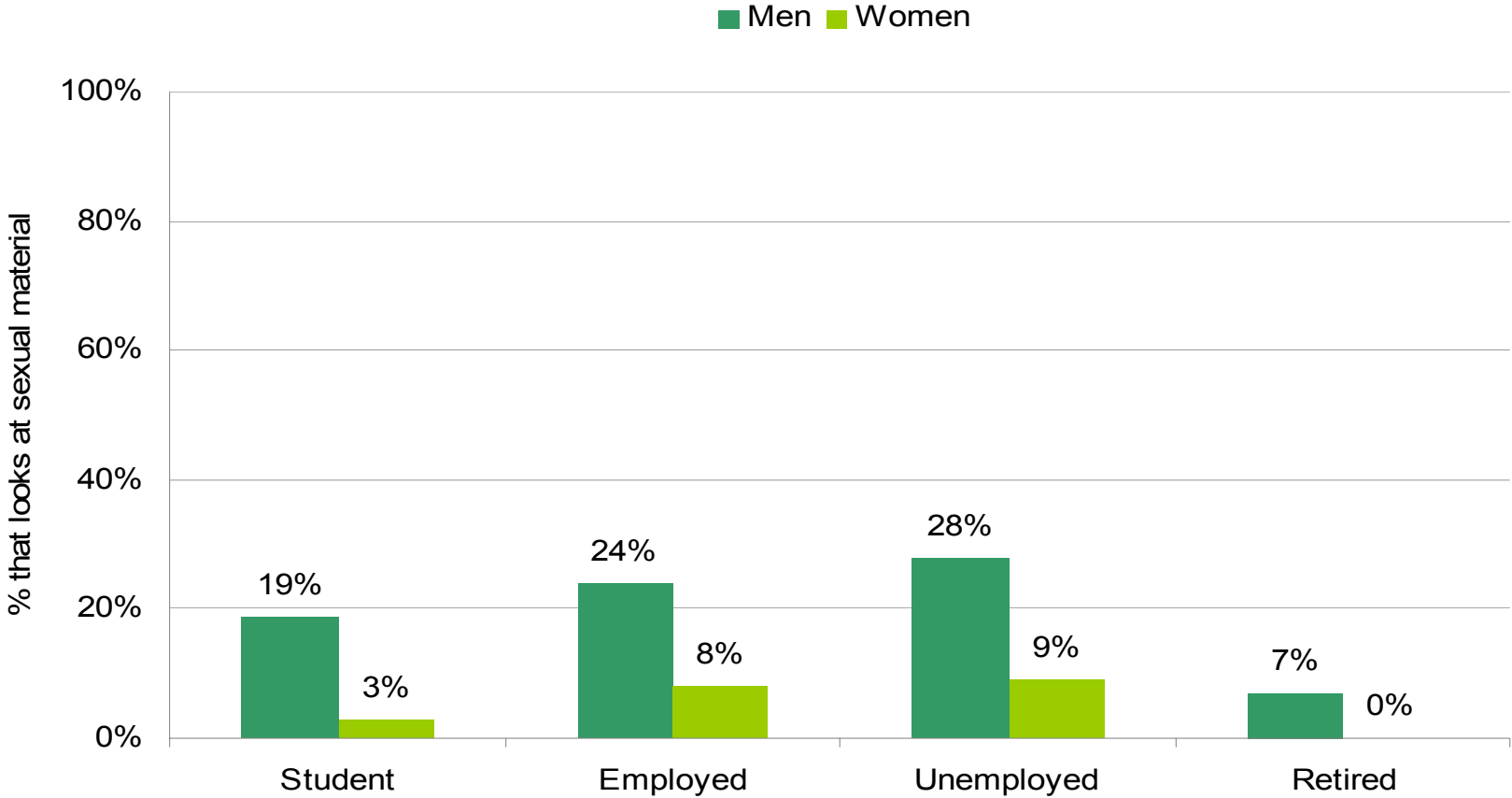
Finance, Gender and Life stage



Sexual material, Gender and Life stage I



Sexual material, Gender and Life stage II



Conclusions

OxIS

- Trends based on current data
- Trends based on cohort data
 - As always life is not straightforward and it is NOT either...or...

What we need

- Changing nature of the internet complicates research replicability – If only we had known then what we would think is important now.

What we really need

- A crystal ball

Thank you.



Oxford Internet Surveys

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