

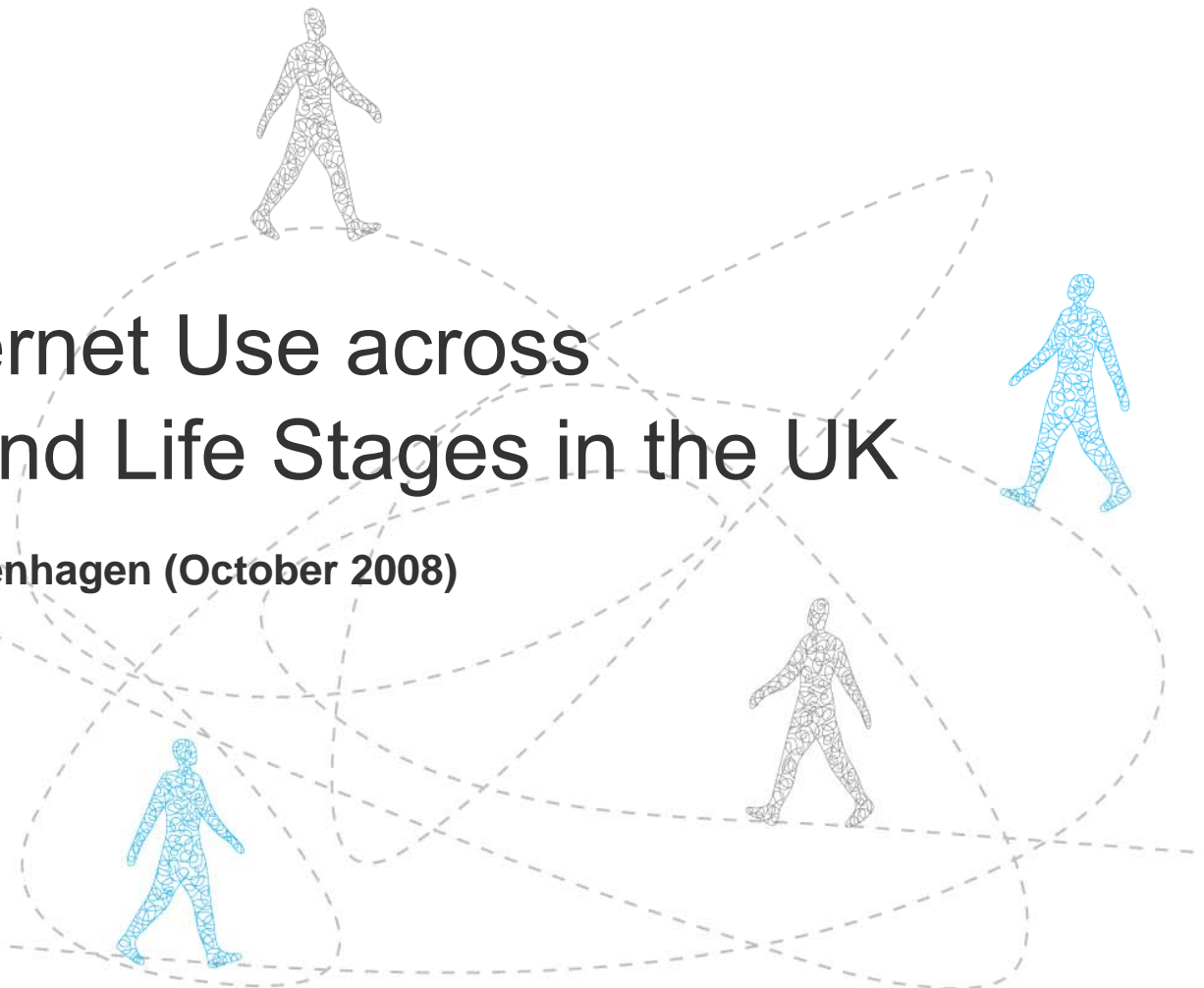
Gendered Internet Use across Generations and Life Stages in the UK

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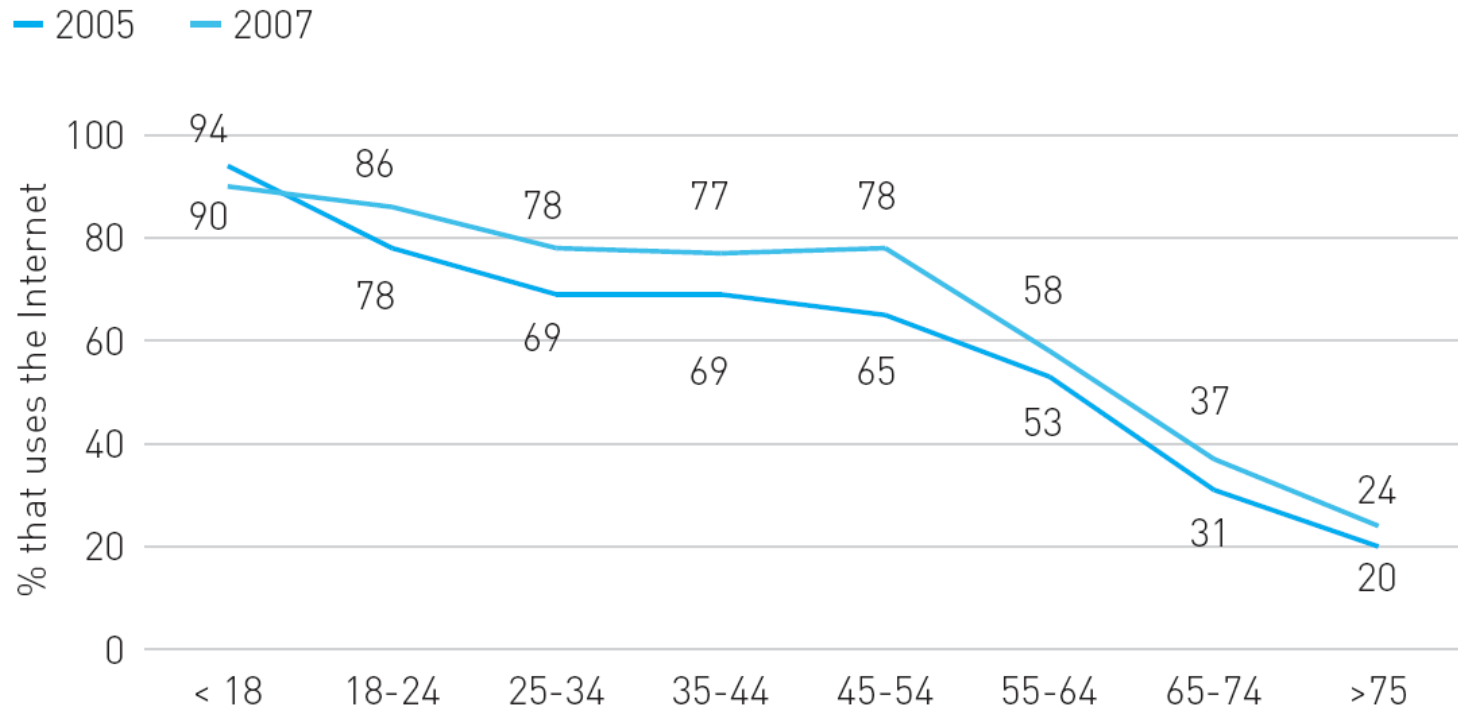


Background

- What explains people's engagement with ICTs? EJ1
 - Resources?
 - Focus on Access, Skills, Attitudes – Digital inequalities
 - Culture? Identity?
 - Focus on differences in use – Digital engagement
- If culture what kind of culture?
 - When/where we grew up?
 - Centuries old 'offline' socialisation processes?

Age

Use by Age (QH19 by DQ1)

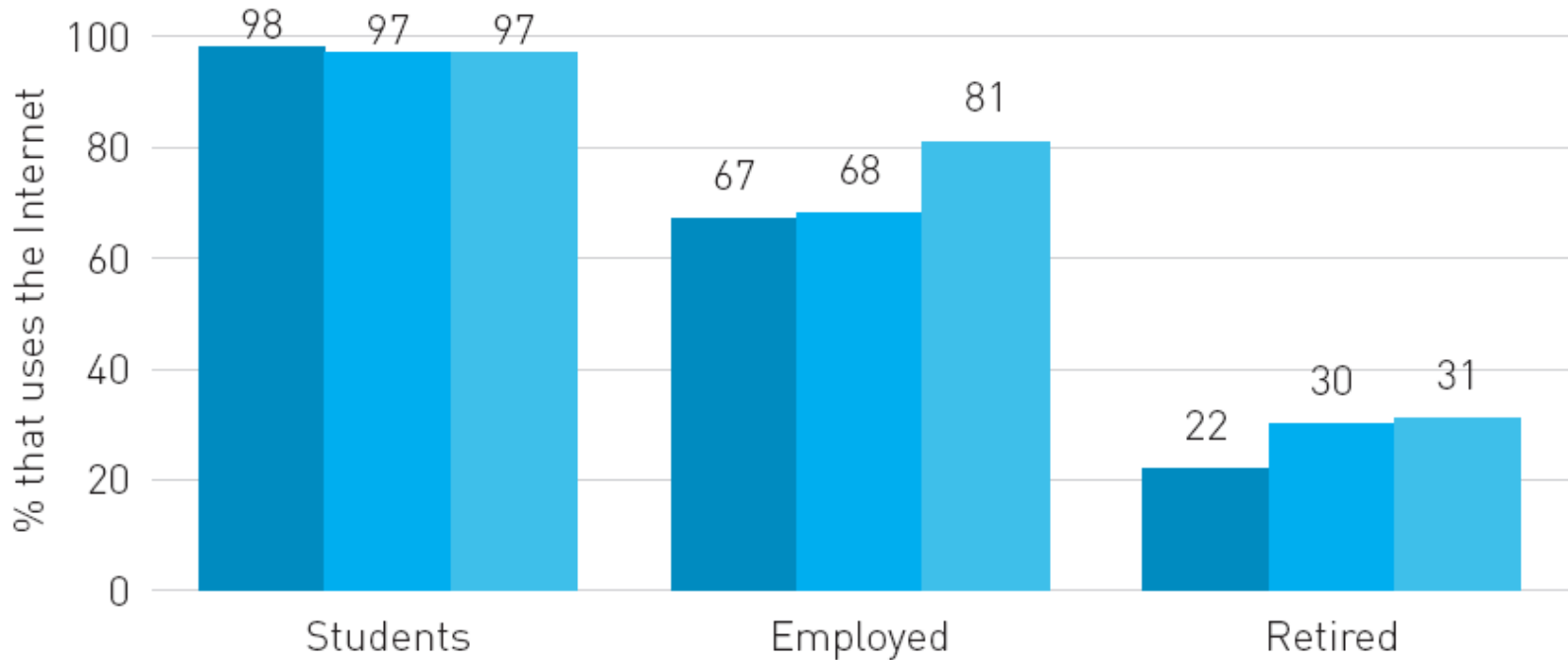


OxIS 2005: N=2,185; OxIS 2007: N=2,350

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)

Differences between men and women

- Access differences minimal, still differences in intensity and use.

Which model is the most appropriate for continuing gender differences in usage intensity and genre?

- Generational – Time limited inequalities/differences
 - Solution to inequalities = ‘Die off’
- Life stage – ‘Continued’ inequalities/differences
 - Solution to inequalities = Changing patterns of socialisation

Or both?

Generation as the be all and end all?

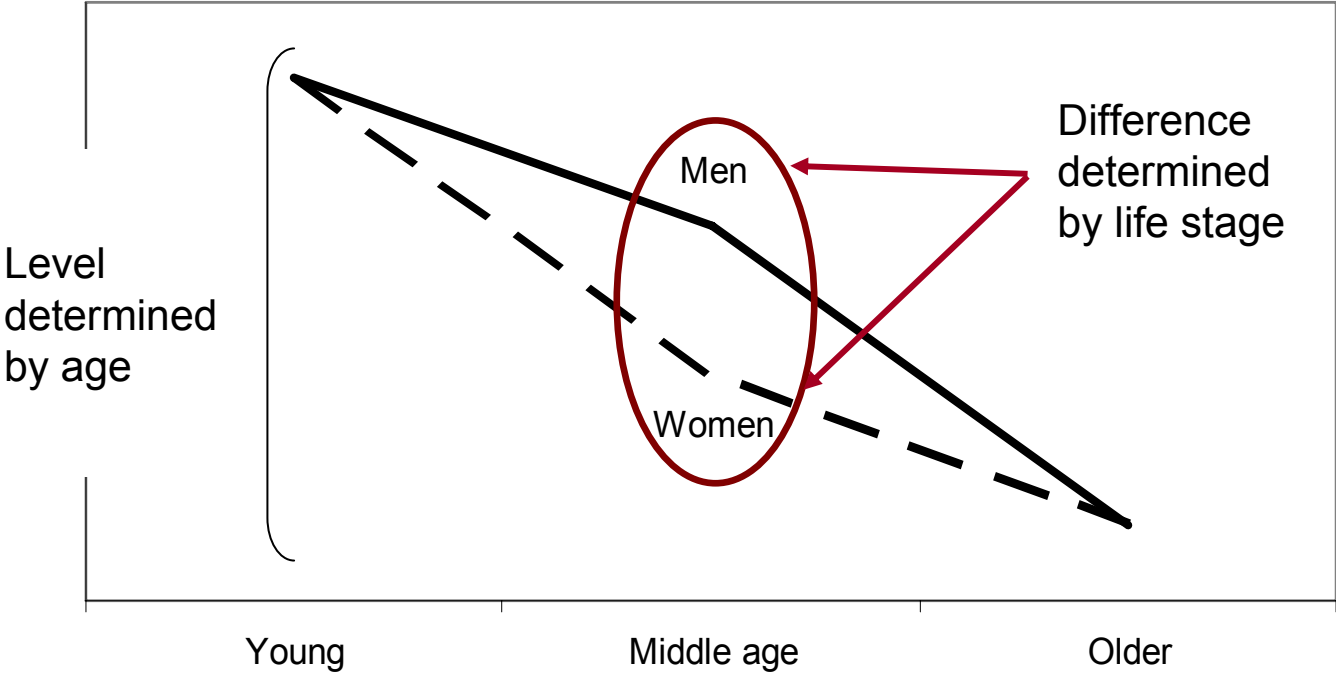
Place and time – Terminology grouping different cultures together

- Place gaps: 'Information societies', 'Knowledge society', 'Network society' (Manuel Castells and many many others)
- Time gaps: 'The (Tech savvy) Next generation' (Carlson 2005); 'Nintendo generation' (Murdoch – Green, Reid & Bigum 1998) ; 'Digital Natives and Immigrants' (Prensky 2001); 'Cyberkids' (Holloway and Valentine 2000)

The individual embedded in immediate social cultural context

- Domestication (Silverstone & Haddon)
- Socialisation (Sociologists & Social psychologist – Any number) in relation to Gender/Ethnic/Racial/Sexual Identities

Life stage model: Gender case study



Interactions: Breadth of Use: 2007

	<i>b</i>	<i>SE</i>	β	<i>t</i>	<i>p</i>
(Constant)	11.46	1.92		5.96	0.00
Age	-1.46	0.20	-0.30	-7.18	0.00
Employed	4.33	0.51	0.25	8.40	0.00
Student	3.73	0.83	0.15	4.49	0.00
GenderXAge	0.53	0.09	0.22	5.76	0.00

Base: Users of the internet ($N = 1,578$)

Interactions: Breadth of Use: 2003 & 2005

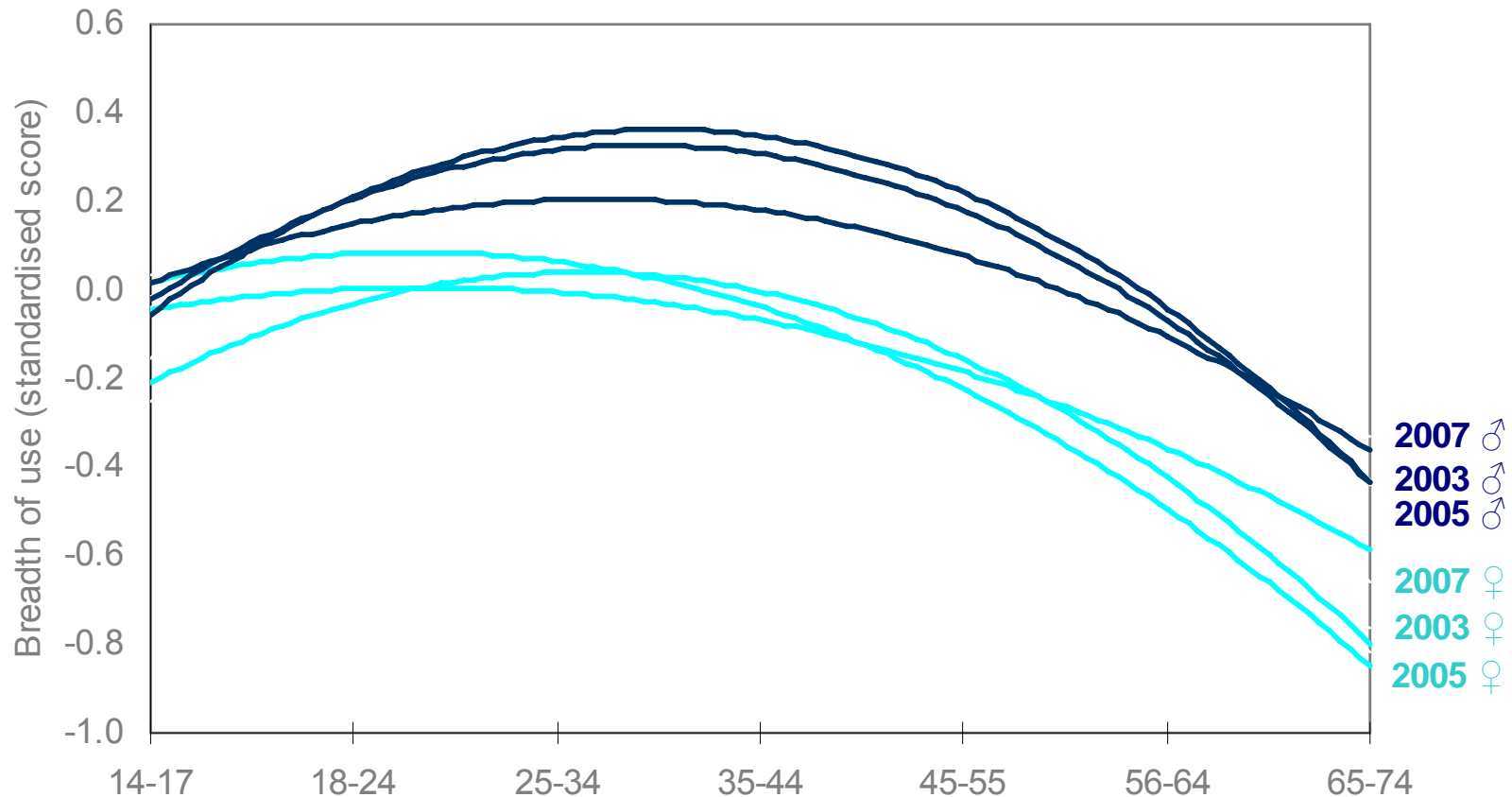
2003	b	β	p
(Constant)	6.83		0.00
Gender	-0.94	-0.15	0.00
Retired	-0.68	0.06	0.07
GenXStudent	0.67	0.11	0.00
GenXEmployed	0.33	0.08	0.04

2005	b	β	p
(Constant)	20.23		0.00
Gender	-2.09	-0.14	0.00
Age	-0.69	-0.16	0.00
Employed	1.98	0.13	0.00
Single	1.52	0.09	0.03
GenXMarried	1.65	0.10	0.00
GenXSingle	-1.10	-0.12	0.00

Current Users N=1,187;

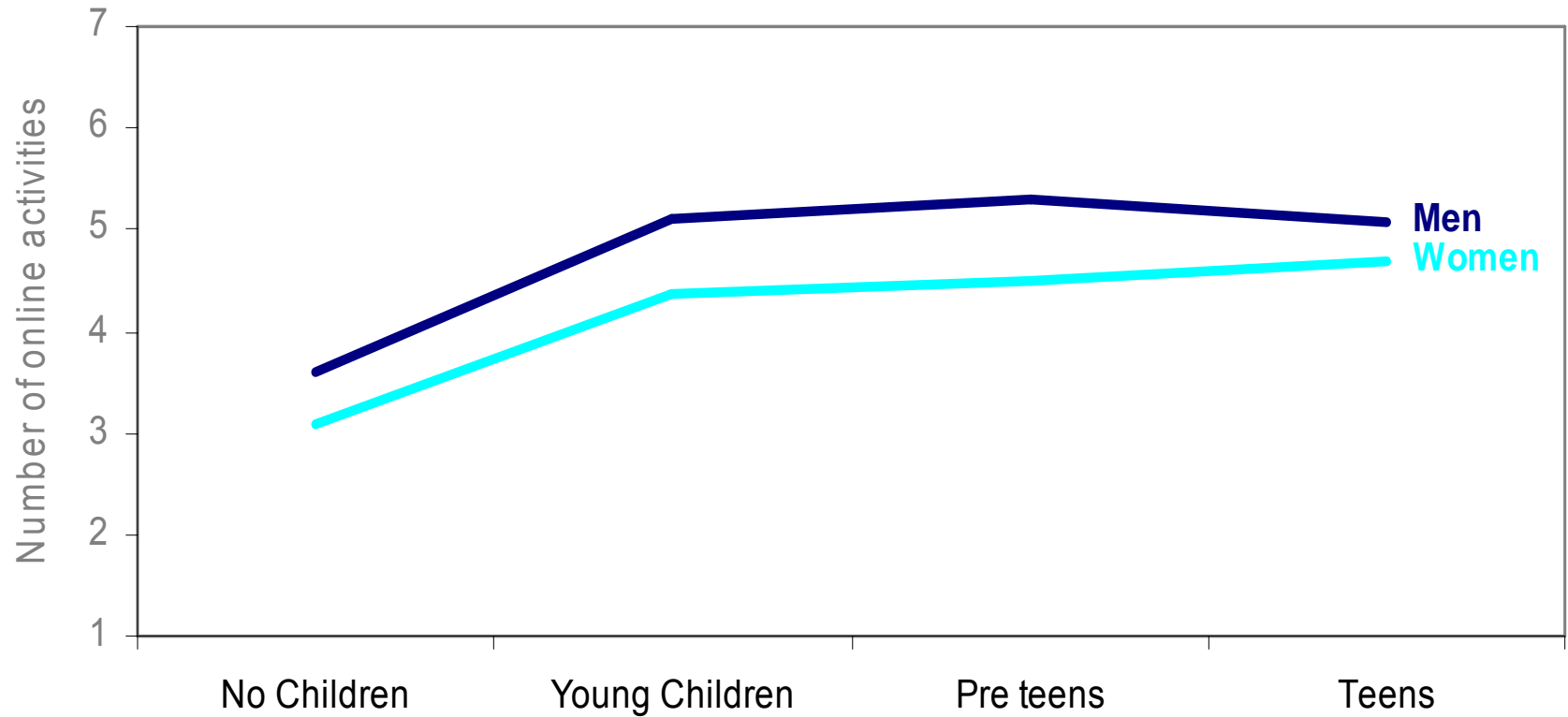
Current Users N=1,305;

Age and breadth of use



Current Users 2003 N=1,187; 2005 N=1,305; 2007 N=1,578

What about children?



Base: Users of the internet ($N = 1,578$)

Specific uses: Mars & What about Venus?

♀ **Health:** Predominantly female

➤ **Shopping:** Gender 'neutral' - ambiguous

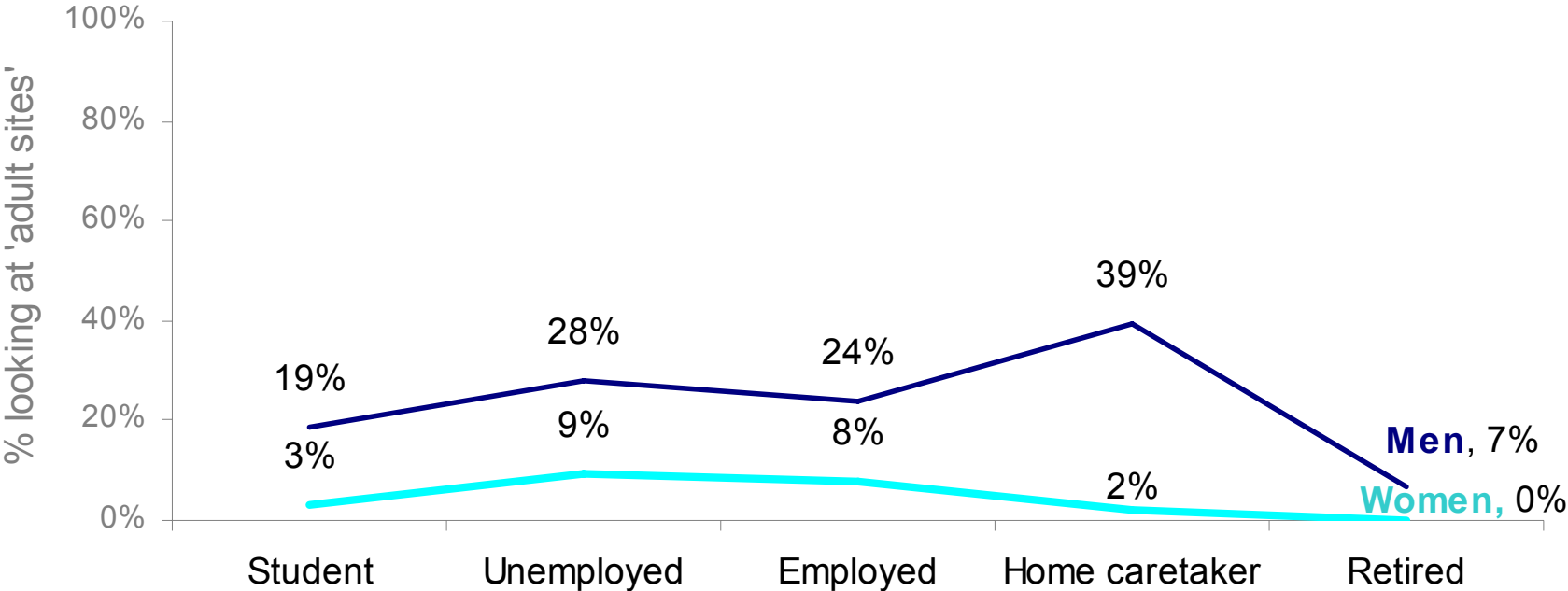
♂ **Sexual material:** Predominantly male

Specific (gendered) uses

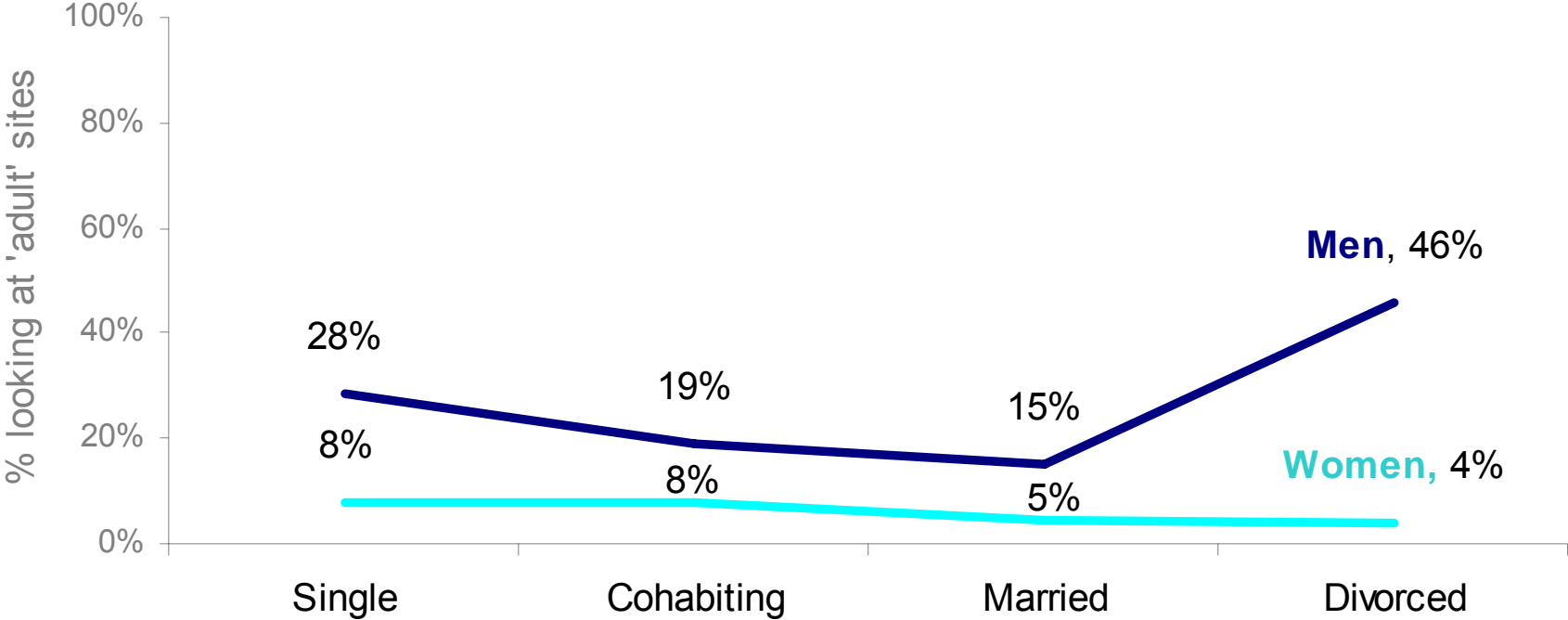
	<u>Sexual material</u>		<u>Health</u>		<u>Shopping</u>	
	<i>B</i>	β	<i>B</i>	β	<i>B</i>	β
(Constant)	0.81		1.63		2.19	
Gender	-0.63	-0.43**	0.24	0.12**	0.35	0.21**
Age					-0.15	-0.31**
Employed			0.24	0.12**	0.29	0.17**
Unemployed					-0.20	-0.06*
Cohabiting					0.23	0.10**
GenXAge					0.08	0.34**
GenXStudent	-0.16	-0.17**				
GenXRet	-0.10	-0.10**				
GenXSingle	0.08	0.11*				
GenXMarried	-0.09	-0.13**			0.07	0.09*

Base: Users of the internet ($N = 1,578$)

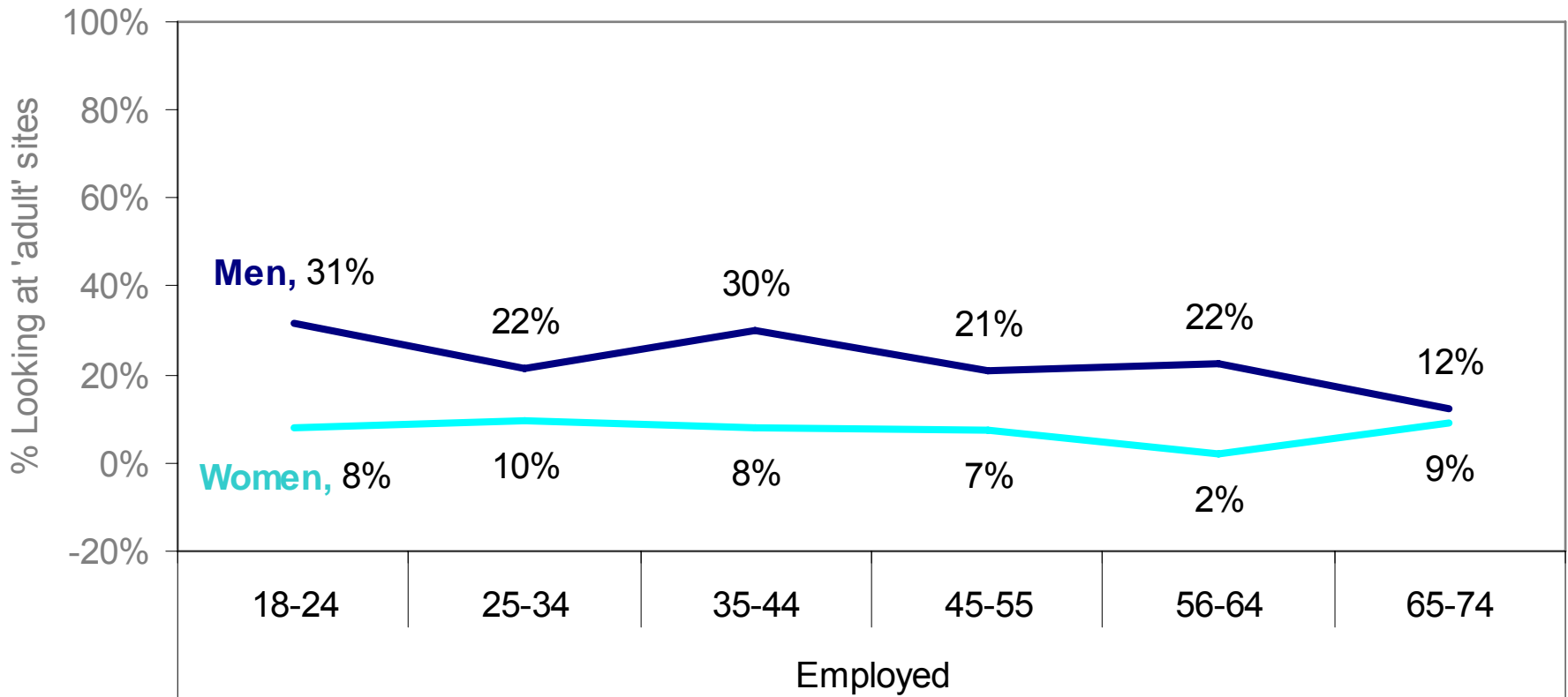
Sexual material, Gender and Life stage



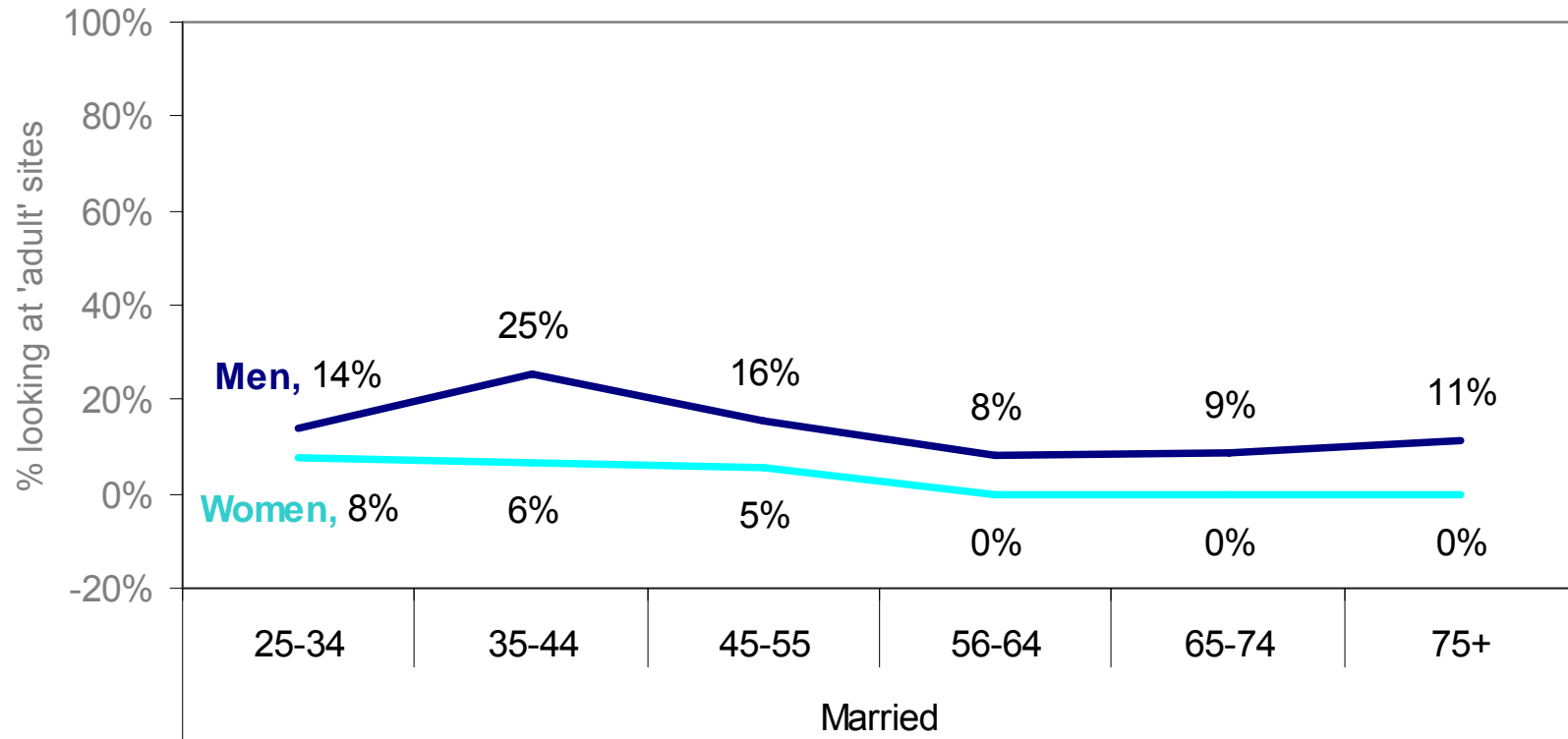
Sexual material, Gender and Life stage



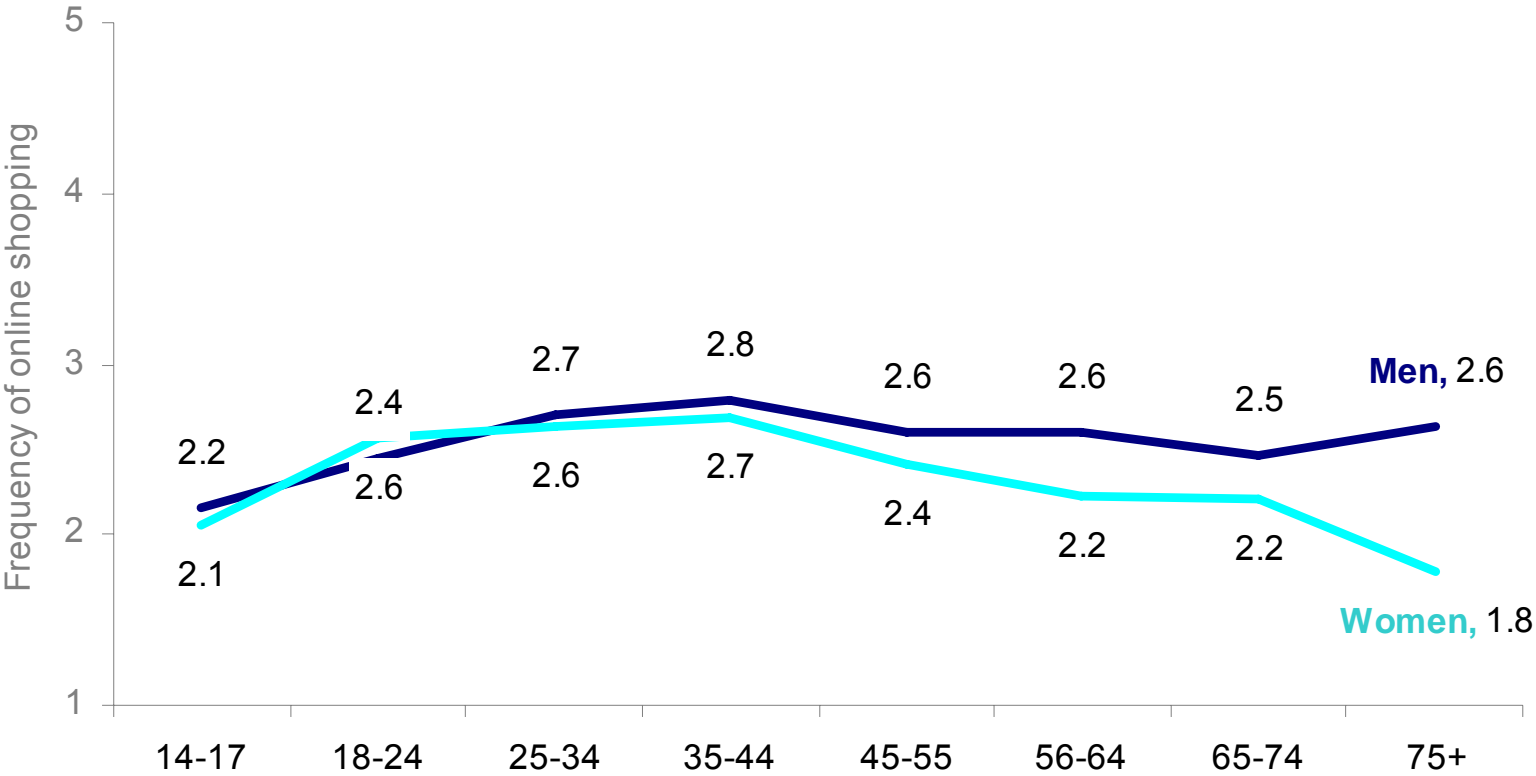
Age X Life Stage: Sexual material and Employed persons



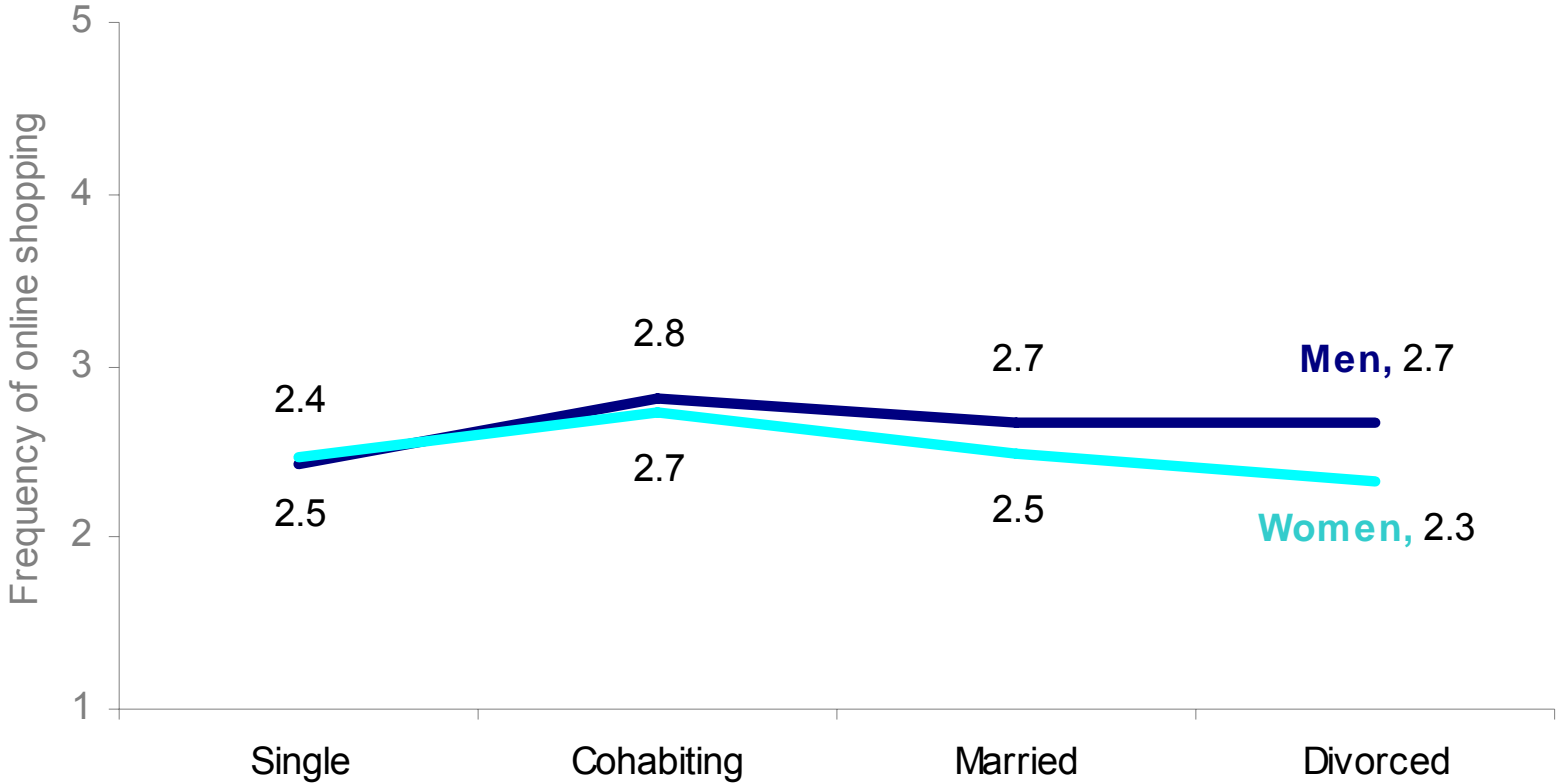
Age X Life Stage: Sexual material and Married persons



Shopping, Gender and Life stage



Shopping, Gender and Life stage



Base: Users of the internet (N = 1,578)

Specific behaviours

- ♂ **Sexual material:** Gender throughout life stage
Gender interacts strongly with life stage (Employment and marital status)
- ♀ **Health:** Gender and Employment throughout the life stages – No changes
- **Shopping:** Gender, Age, Employment and Marital status
Gender interacts with age and life stage

Conclusions

- A *generational model* of engagement with ICTs (i.e. Digital natives) does not fully reflect reality - Age effect is not-linear
- *Socialisation* cannot be ignored, but needs to be understood as part of different life stages – Gender roles differ depending on life circumstances
- *Life circumstances* are important and reflected in internet practices – Life stage model useful to explain some of the age effects ... We need to look at how the internet fits into people's everyday lives
- Life stage and generational models need to be specified according to the *nature of engagement* – Identity related/culturally coded uses might feel greater pressure due to life stage effects

Wanted!

o Panel studies

- What really happens when people go from being single to cohabiting to marrying to divorcing to remarrying to...?
- What really happens when people go from studying to working to unemployment to retirement?

o Household studies & Qualitative research

- How are these relationships played out in different household types?
- What are the negotiation processes?
- What are the reinforcements/discouragements that take place?

Thank you.



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Oxford Internet Surveys

<http://www.oii.ox.ac.uk/microsites/oxis/>

Sample and design OxIS (WIP-UK)

- 2003, 2005 and 2007
- Probability sample of England, Scotland & Wales
- Respondents: 14 year olds and older
- Face-to-face interviews
- Sponsorship: Hefce, British Library, Cisco, Ofcom, Talisma, AOL, BT, and Orange



TALISMA



Sample composition

	2003	2005	2007
Fielded in	June-July	February-March	March -April
Number of respondents	2,030	2,185	2,350
Response rate	66%	72%	77%