

Networked Individuals Networked Libraries

Lee Rainie, Director, Pew Internet Project

3.7.11

LAUNC-CH – Chapel Hill

Email: Lrainie@pewinternet.org

Twitter: @Lrainie



Pew Internet
Pew Internet & American Life Project

PewInternet.org



Apology



THE CHRONICLE

of Higher Education

we need a tshirt, "I survived the keynote disaster of 09"

it's awesome in the "I don't want to turn away from the accident because I might see a severed head" way

too bad they took my utensils away w/ my plate. I could have jammed the butter knife into my temple.

November 1

**Conf
Back**

By Marc

Tweckle
he/sh

Conf

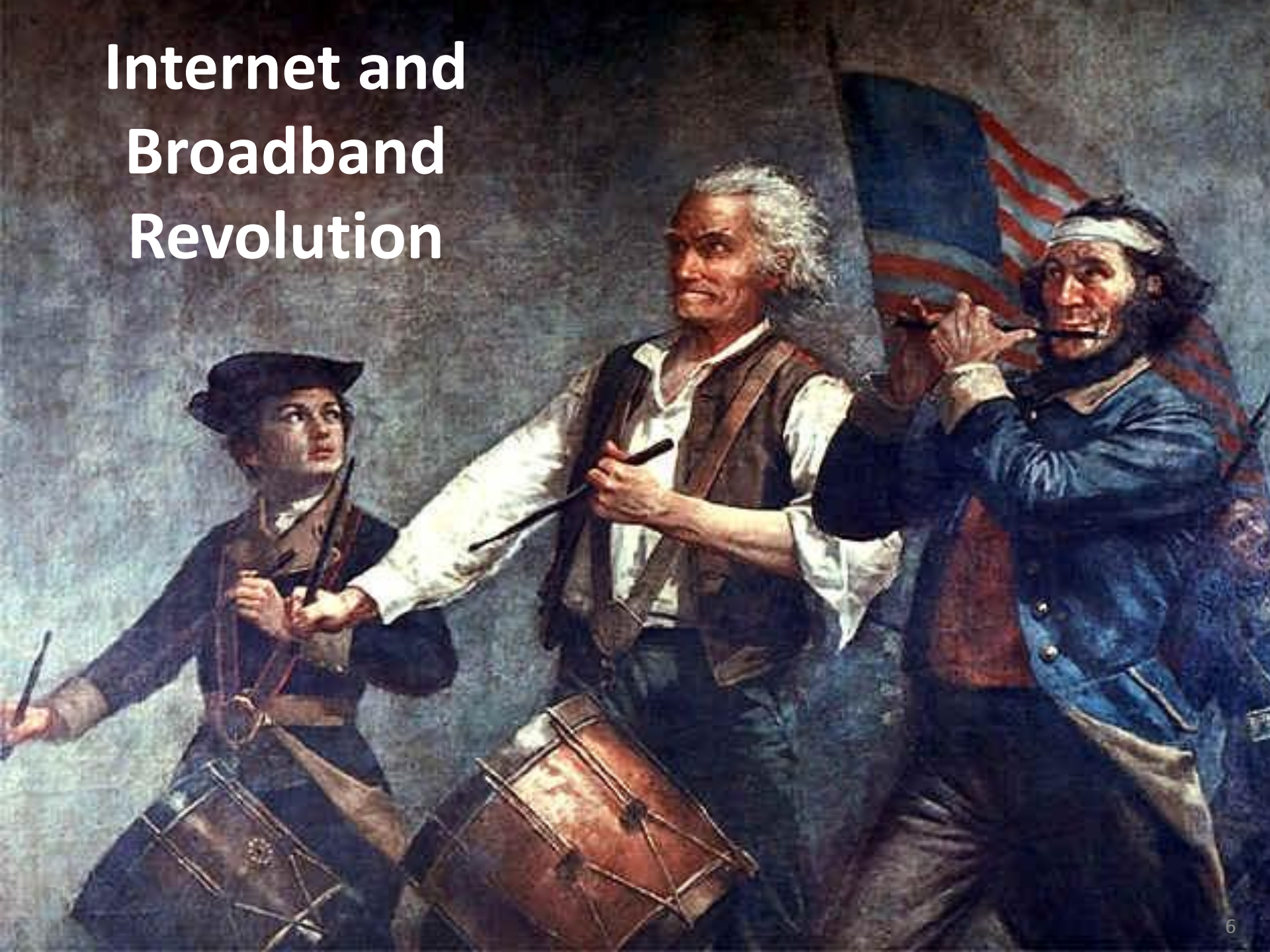
Th

And you n

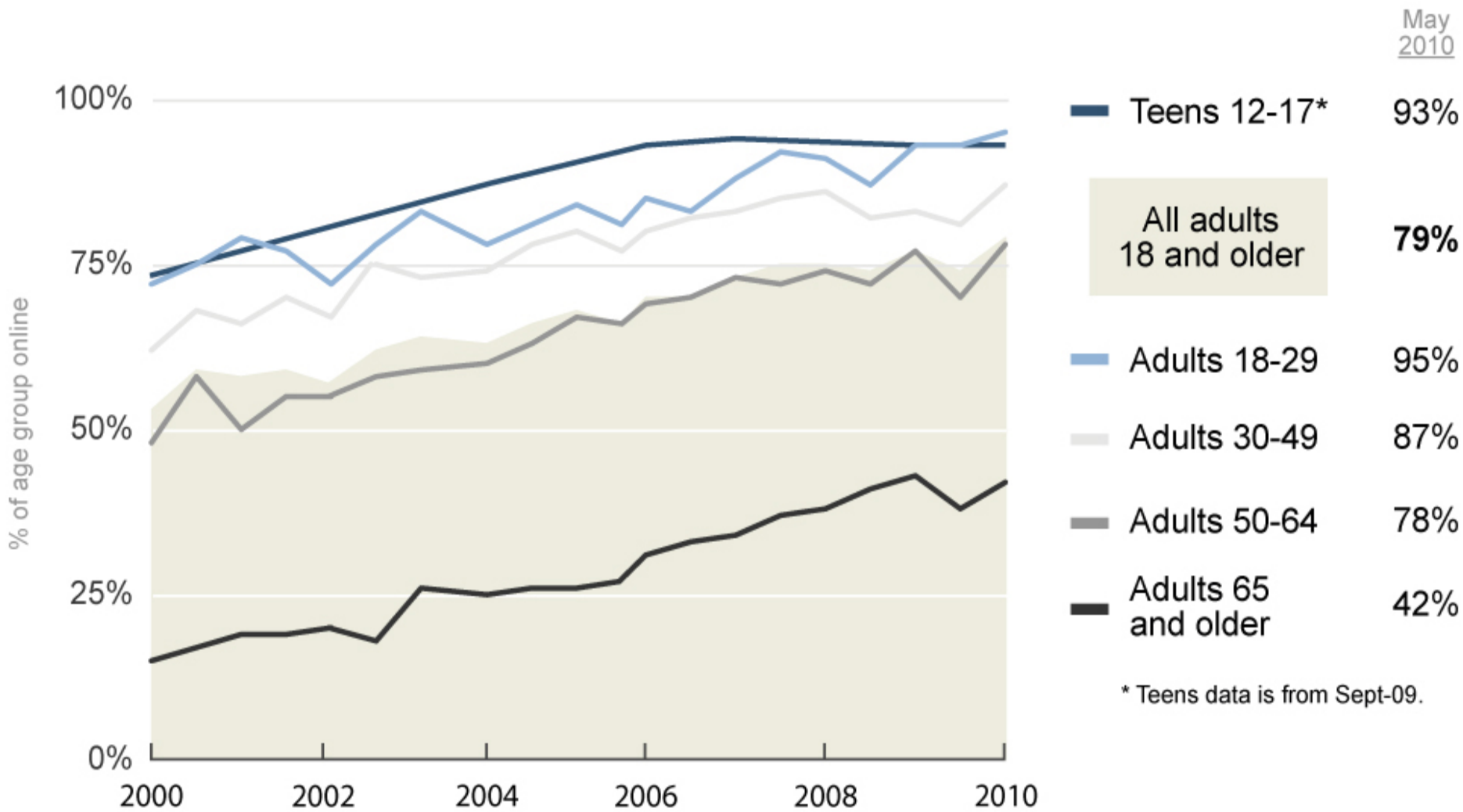
Networked individuals emerge as tight-knit groups give way to looser networks

- Weaker boundaries for small, tight-knit groups
- More connectivity
- More personal autonomy

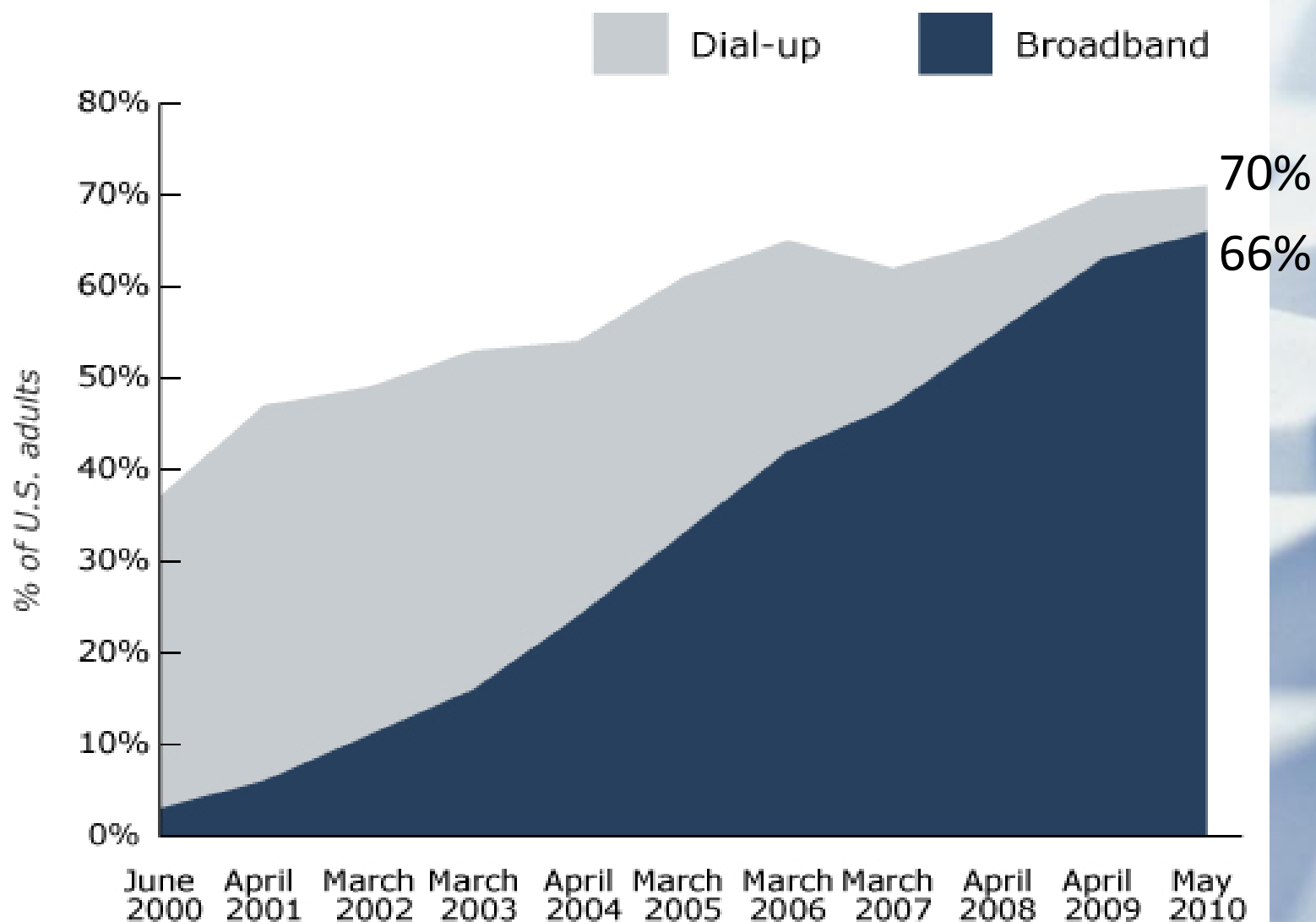
Internet and Broadband Revolution



Change in internet use by age, 2000-2010



Home Broadband Adoption, 2000-2010

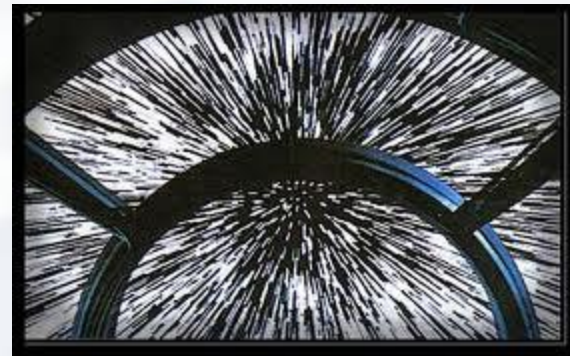


Source: Pew Internet & American Life Project surveys 2000-2010. Based on all American adults 18 and older.

Consequences for info ecosystem



Volume



Velocity

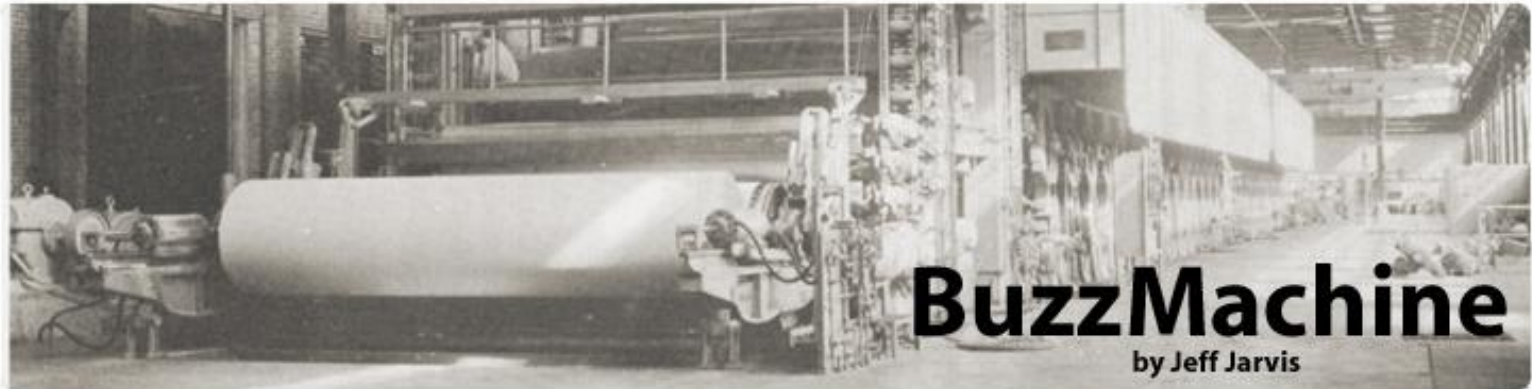


Vibrance



Valence /
Relevance

Consequences for info ecosystem



Broadband nation

December 7th, 2008

I've been offline in a UK castle with wi-fi only in the basement (but I suppose that's a miracle) and then in a Holiday Inn (what a fall) with gawdawful and gawdawfully expensive so-called broadband so I'll take this opportunity while sitting in the Apple store (bless it) to just join in the chorus of celebration that Barack Obama pledged to [fix](#) our gawdawful broadband status in America. Now let's speculate about



XML

Explosion of creators and niches

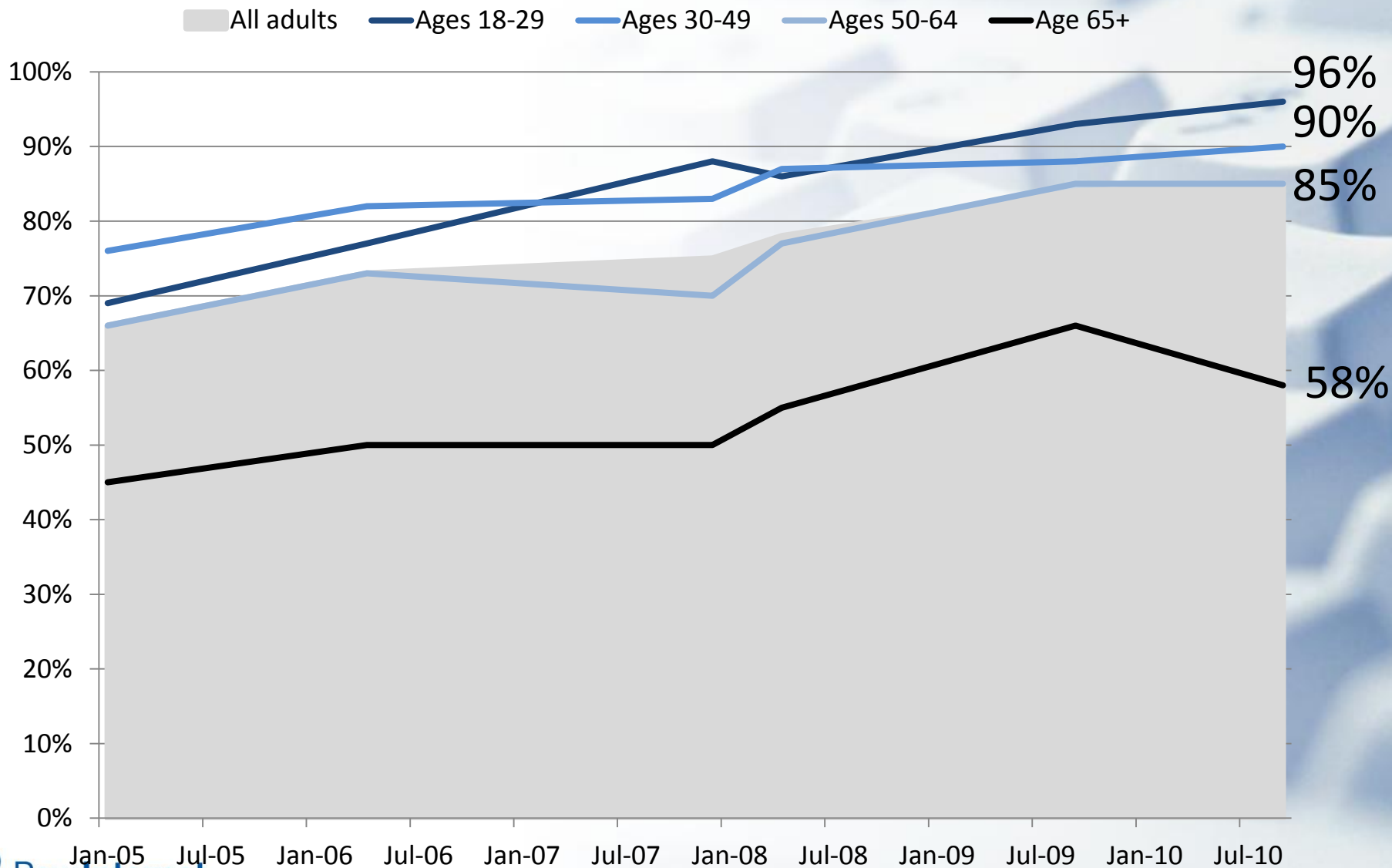
Networked creators among internet users

- 62% are social networking site users
- >50% share photos
- 33% create content tags
- 32% contribute rankings and ratings
- 30% share personal creations
- 26% post comments on sites and blogs
- 15% have personal website
- 15% are content remixers
- 14% are bloggers
- 12% use Twitter
- 4%-17%??? use location-sharing services

Wireless Connectivity Revolution

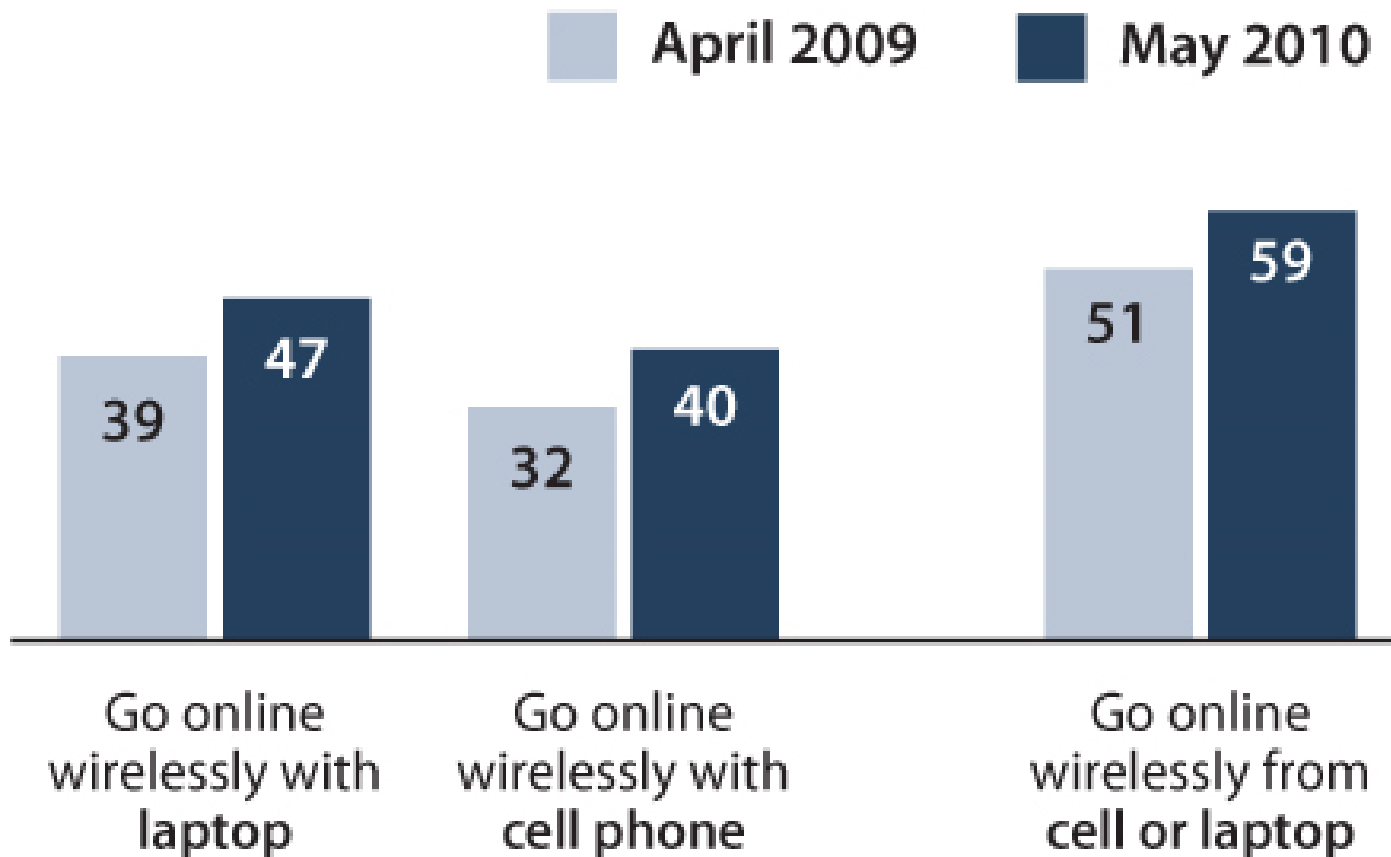


Cell phone owners – 85% adults



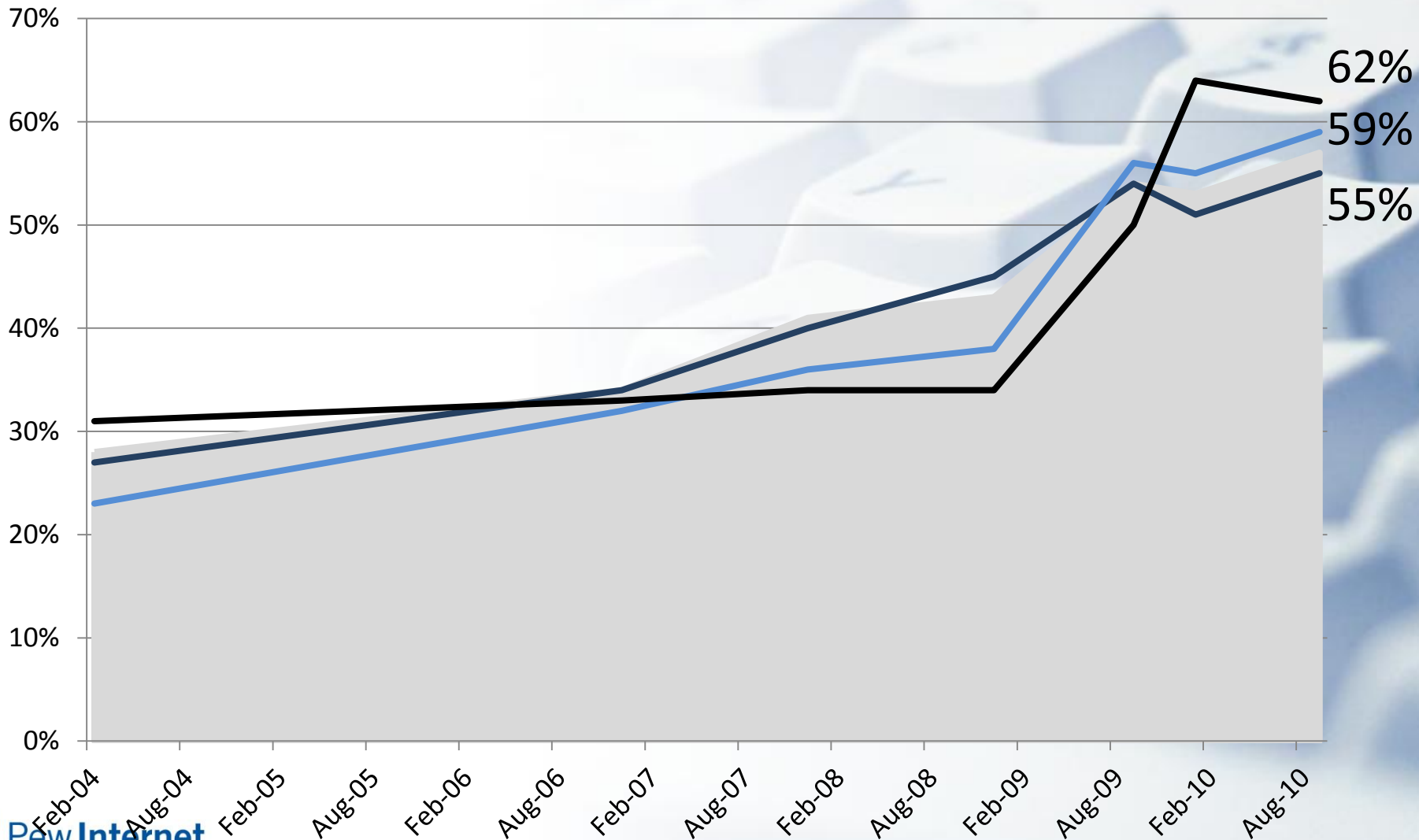
Wireless internet use, 2009-2010

The % of all adults who do the following



Mobile internet connectors – 57% adults

■ All adults — Whites — Blacks — Hispanics



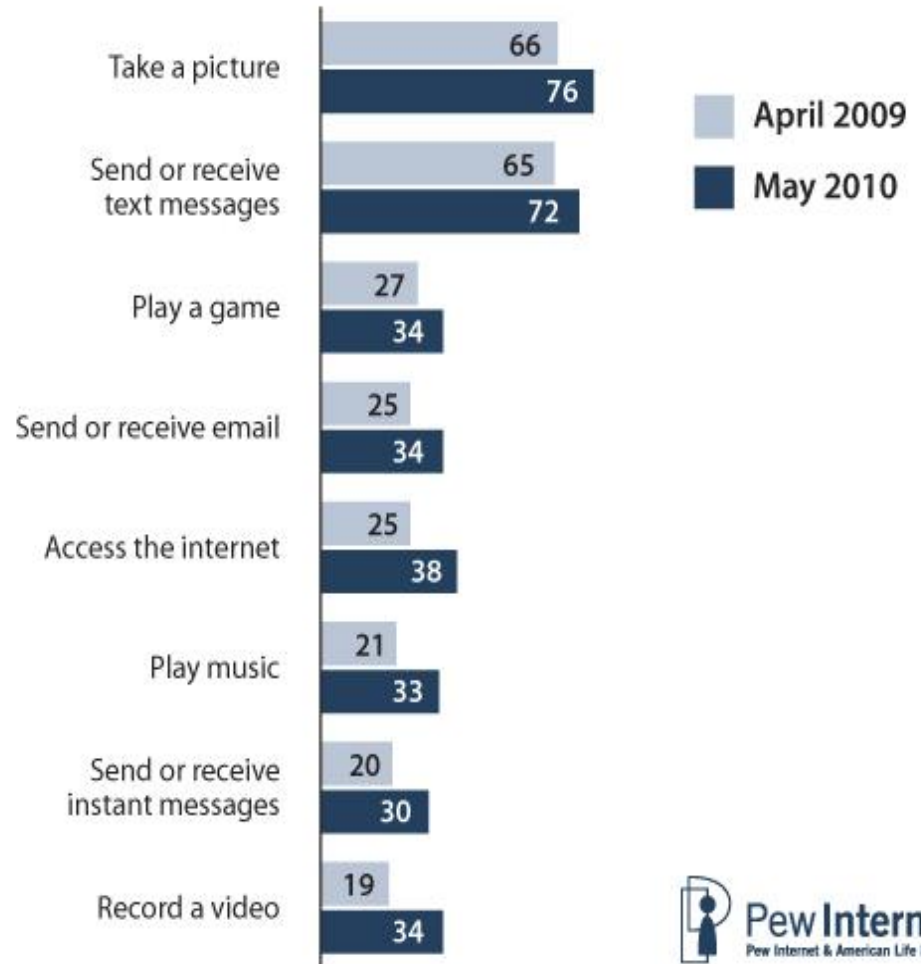
Cell owners are doing more with their phones than ever before

The % of cell phone owners who use their phones to do the following



YES, WE'RE ALL VERY INTERESTED IN WHAT YOU'RE HAVING FOR DINNER TONIGHT.

(Please keep phone conversations to yourself.)



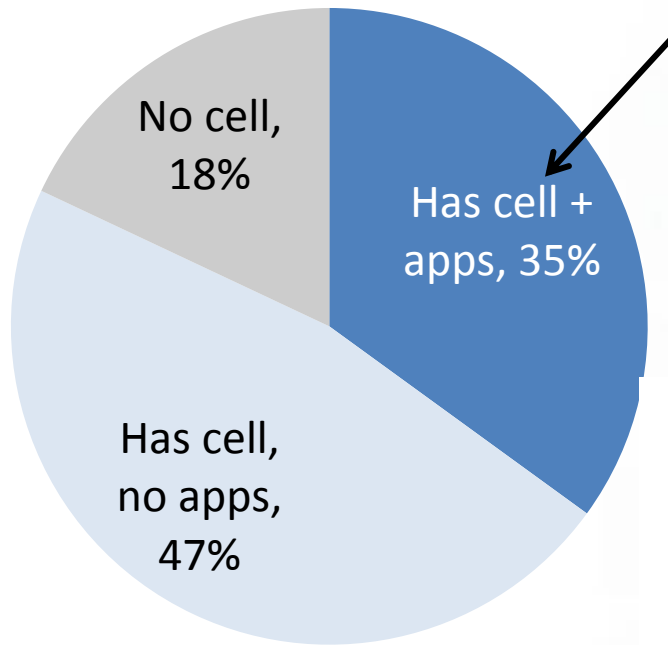
Cell phones as social tools

% of cell owners

- 54% send photo or video
- 23% access a social networking site
- 20% watch a video
- 15% post a photo/video online
- 11% have purchased a product
- 11% charitable donation by text
- 10% status update service such as Twitter



What about apps?



Just two-thirds of this group actually uses the apps on their phone

App use ranks low on a list of non-voice cell phone activities

% of adult cell phone users who do each of the following on their phone...

Take a picture	76%
Send or receive text messages	72
Access the internet	38
Play a game	34
Send or receive email	34
Record a video	34
Play music	33
Send or receive instant messages	30
Use an app	29

App User Profile:

- Male
- Young
- Well educated/affluent



55% of adults own **laptops** –
up from 30% in 2006



50% of adults own **DVRs** –
up from 3% in 2002



45% of adults own **MP3 players** –
up from 11% in 2005



42% of adults own **game consoles**



7% of adults own **e-book readers** - Kindle



7% of adults own **tablet computer** – iPad
doubled in 6 months

Consequences for info ecosystem



Anywhere



Any device

Place
Presence



Any time

Alone
together

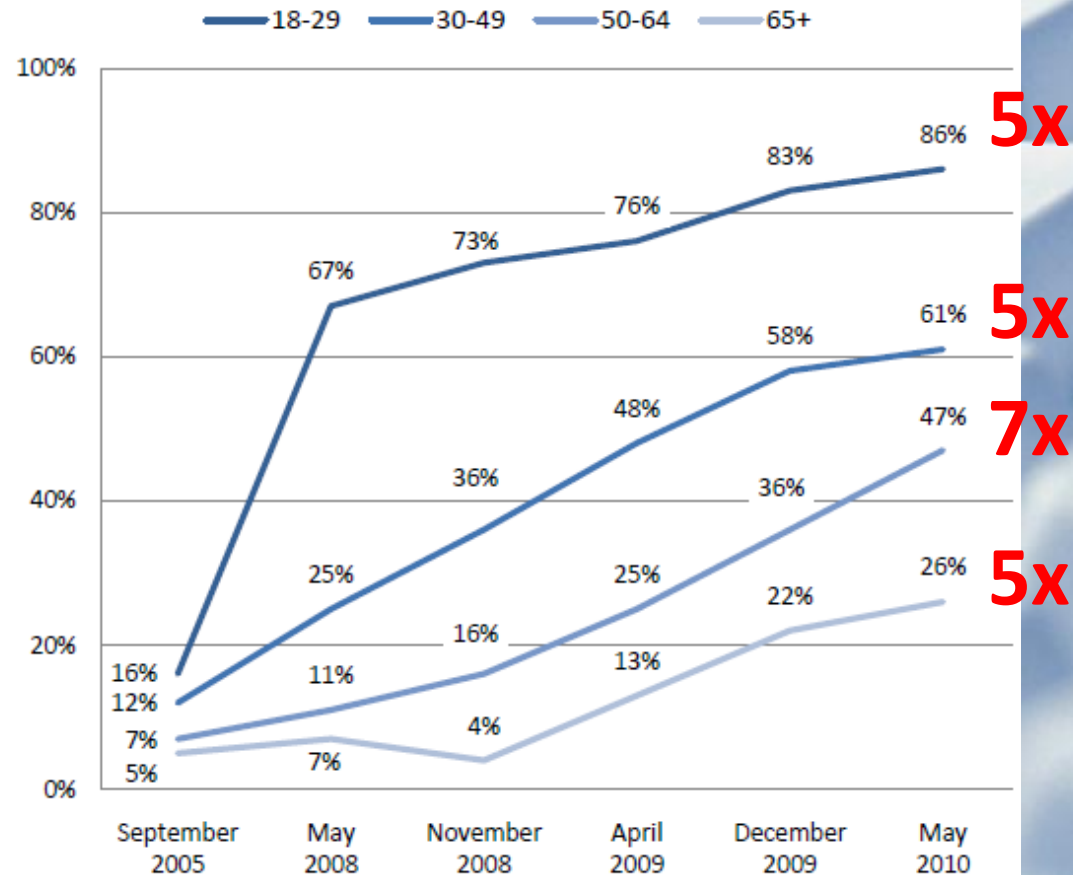
Social Networking Revolution



The social networking population is more diverse than you might think

Social networking use continues to grow among older users

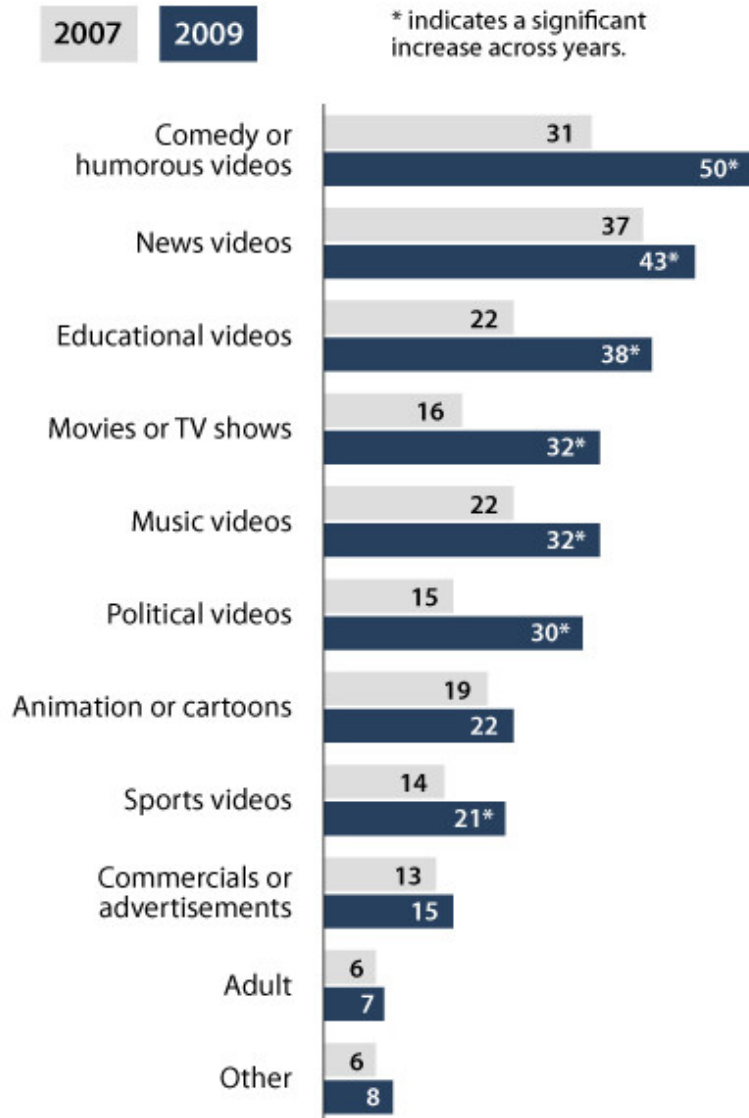
The percentage of adult internet users who use social networking sites in each age group



Source: Pew Research Center's Internet & American Life Project Surveys, September 2005 - May, 2010. All surveys are of adults 18 and older.

Online video

% of online adults who say they watch each type of video, by year



What You Need to Know:

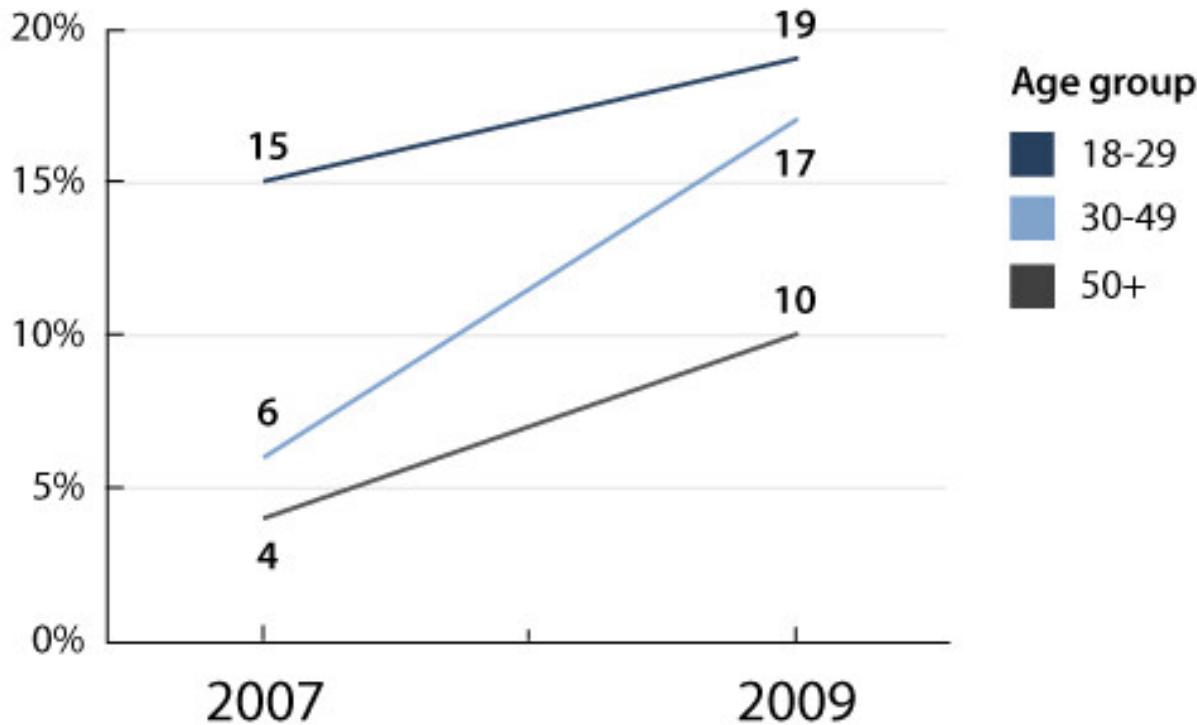
69% of internet users (half of all US adults) watch videos online – and not just funny cat videos

14% of internet users have uploaded their own video content (up from 8% in 2007); sharing as likely to occur on social networking sites as specialized video sites



Video creation

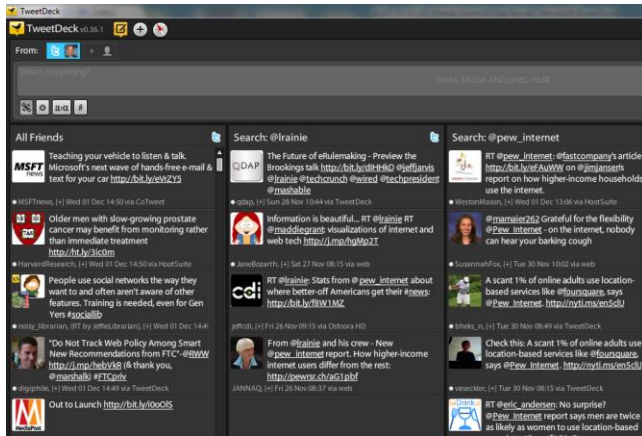
% of internet users in each age group who upload video, over time



What You Need to Know:

- 14% of adult internet users have posted video online
- Up from 8% in 2007
- Biggest growth among older adults, women

Online social networks + ubiquitous mobility



Social Dashboard



Pervasive Awareness

- Makes it possible for experts to become “nodes” in people’s networks that can help them solve problems and make decisions
- Allows for immediate, spontaneous creation of networks
- Gives people a sense that there are more “friends” in their networks that they can access when they have needs

So what for you? (1)

NI exist in a networked media ecology

Attention zones

Continuous
partial attention
Deep dives
Info-snacking
Day dreaming???

Media zones

Social streams
Immersive
Creative /
participatory
Study / work

So what for you? (2)

NI rely on social networks in new ways

- As sentries – word of mouth matters more
- As information evaluators – they vouch for/discredit a business's credibility and authenticity
- As forums for action – everybody's a broadcaster/publisher

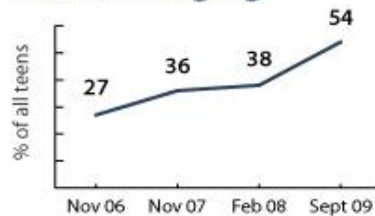
So what for you? (3)

NI communications patterns change

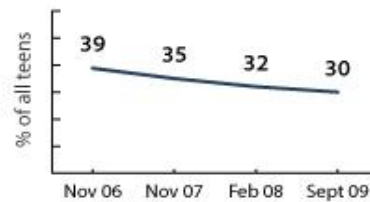
Texting takes off, while use of other communication channels remains stable over time

the % of all teens who have used each communication method to contact their friends daily, since 2006

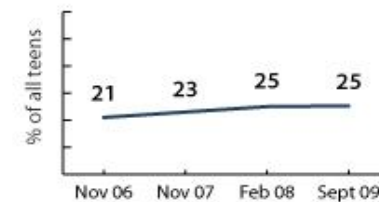
Text messaging



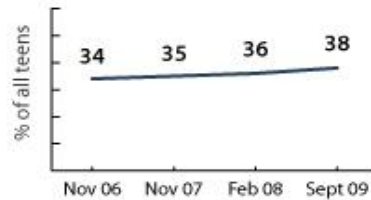
Talk on a landline phone



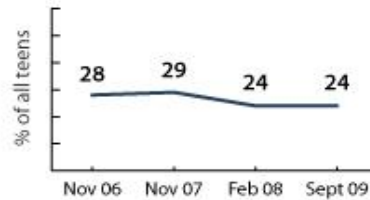
Social networking site



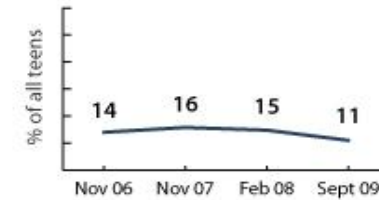
Call on cell phone



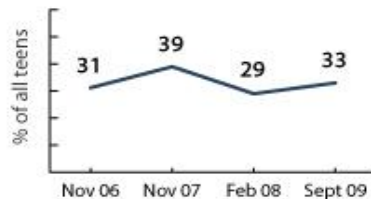
Instant messaging



Email



Talk face-to-face



Source: Pew Research Center's Internet & American Life Project surveys. Percentages are for all teens ages 12-17.

So what for you? (4)

NI must master new literacies / norms

- screen literacy - graphics and symbols
- navigation literacy
- connections and context literacy
- skepticism
- value of contemplative time
- how to create content
- ethical behavior in new world

Be not
afraid

