



Social Transformation in the Information Society

by

William Dutton

Oxford Internet Institute

University of Oxford

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Digital Divides

- Digital Exclusion
- Digital Choice
- Significance of Inclusion



Ox/S

- Multi-stage probability sample, projectable to England, Wales and Scotland
- 14 years and older
- Face to face interviews
- 2,030 respondents
- 66% response rate

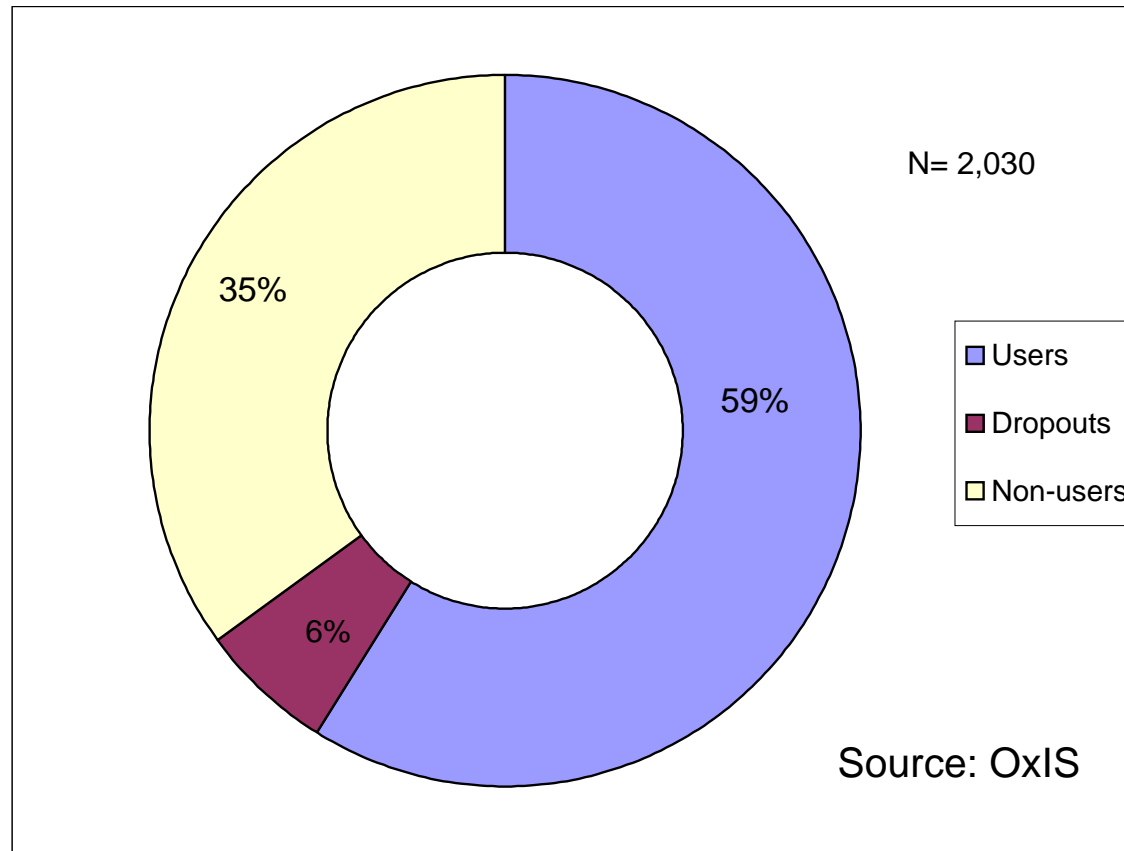


The World Internet Project

- The World Internet Project (WIP)
 - 4th Year
 - Initiated 2000, UCLA, now USC
 - 15 nations (and expanding)
 - Oxford 2003 (WIP Conference)
 - www.worldinternetproject.net
- The Oxford Internet Surveys (OxIS)



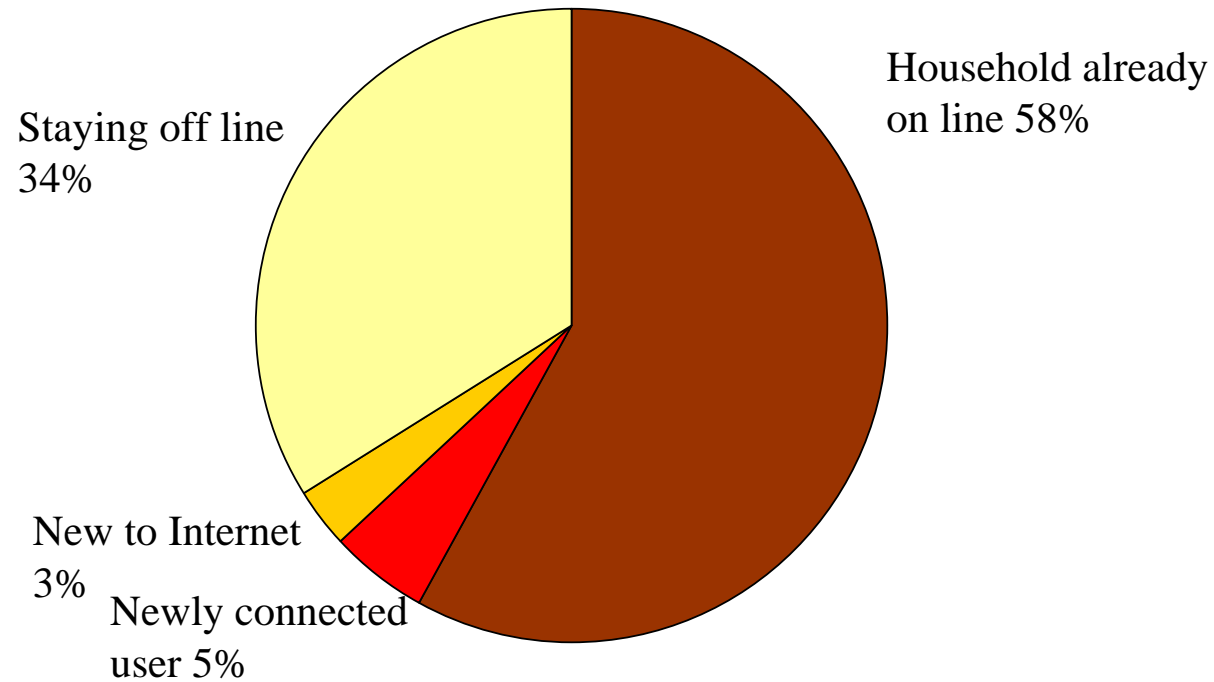
Use in Britain, 2003



Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.



HOUSEHOLDS LIKELY TO BE ON LINE IN A YEAR'S TIME



Newly connected users: Already on line away from home and definitely or probably planning a household connection within a year.

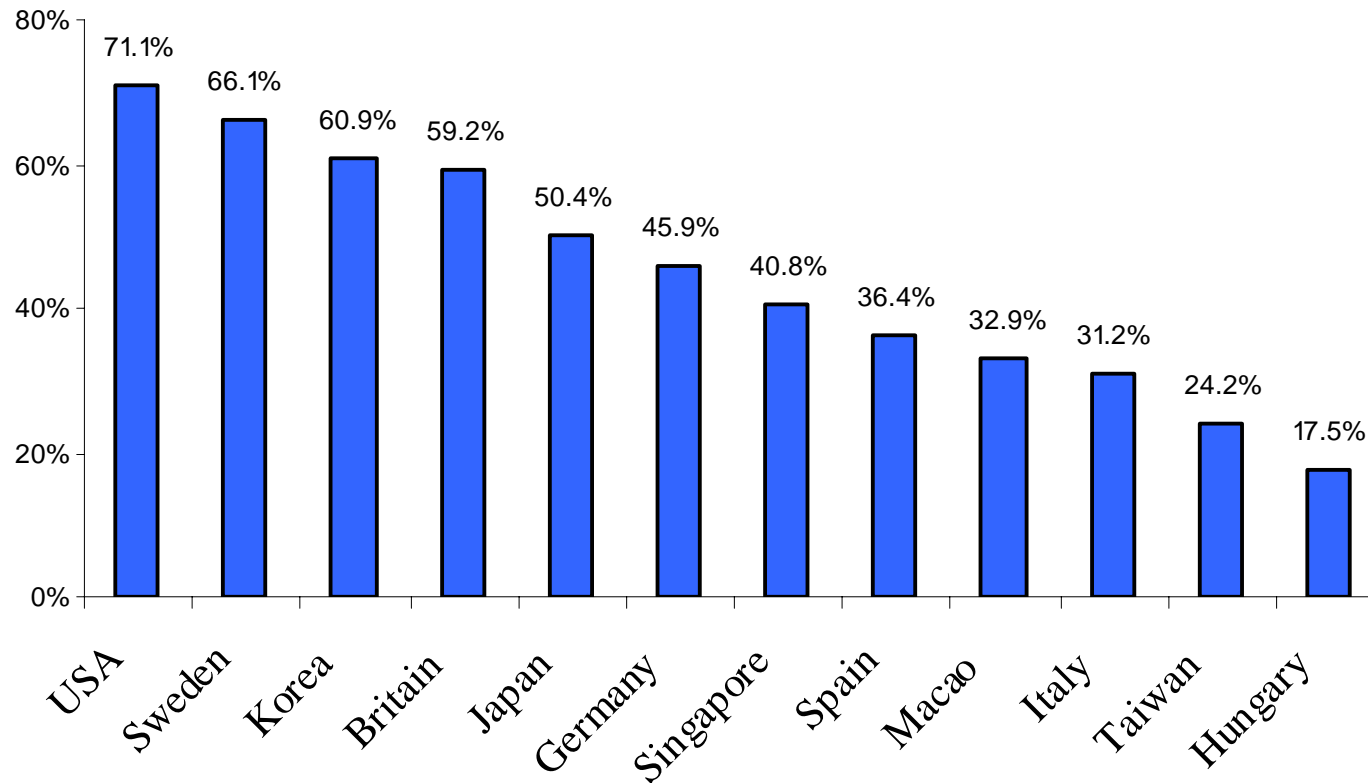
New to internet: Non-users planning household connection

Staying off line: Non-users not planning household connection

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.



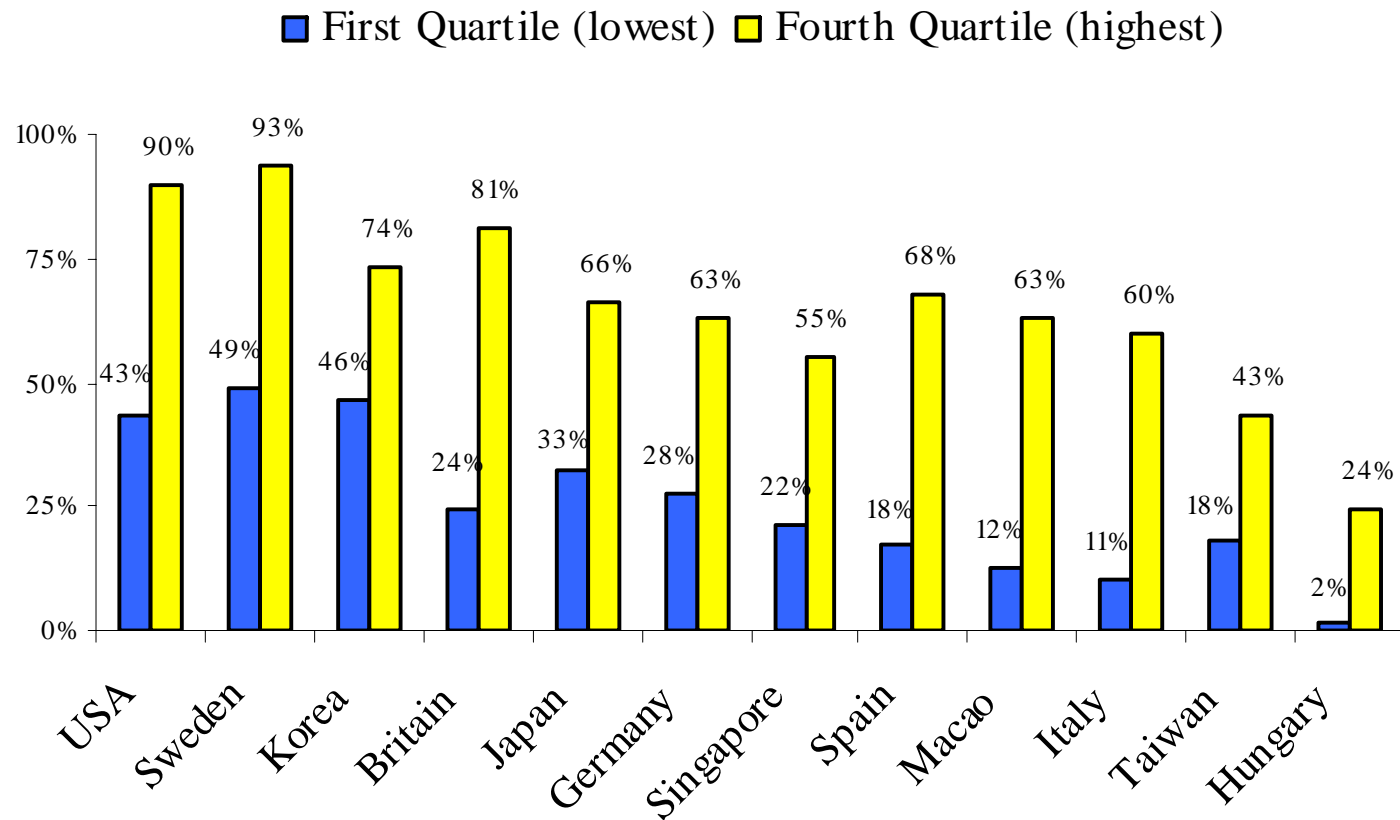
Cross-National Use, circa 2003



Source: <http://www.worldinternetproject.net/>



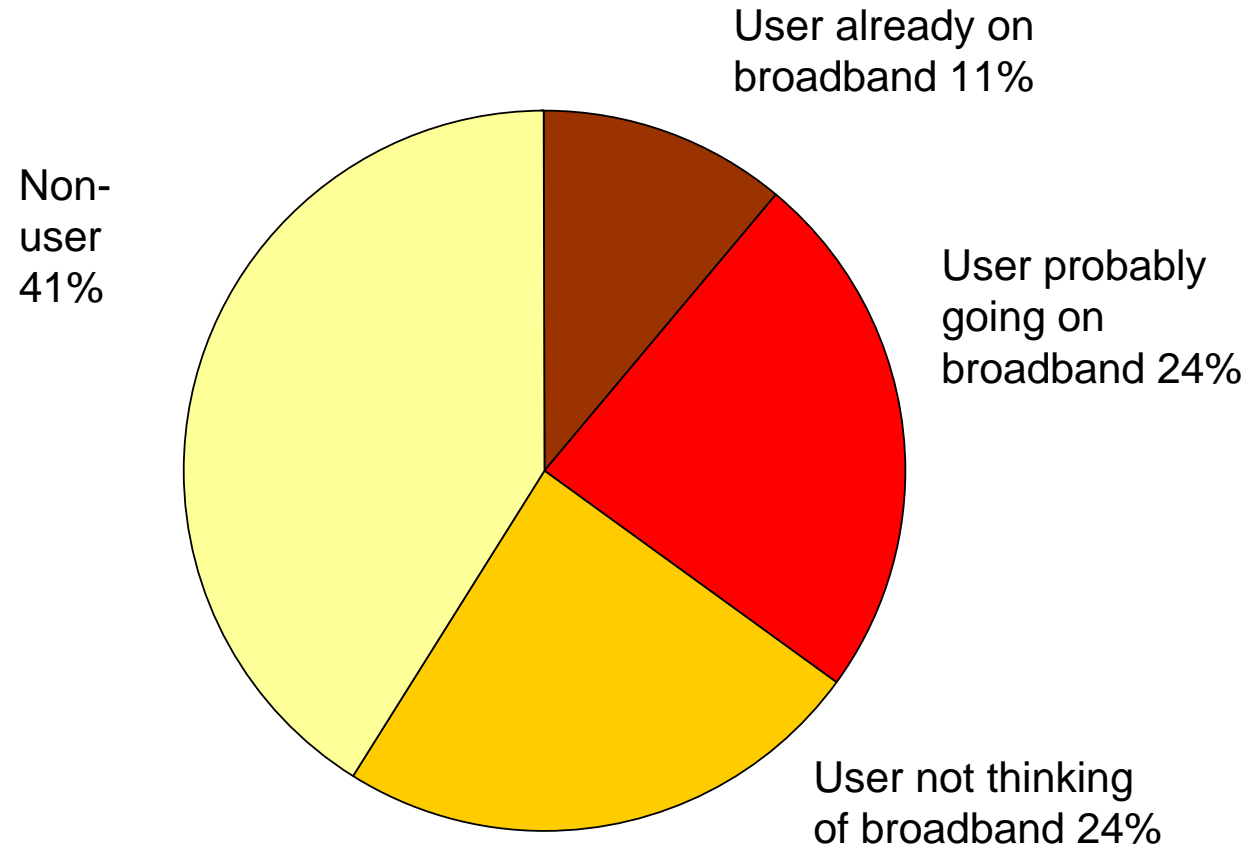
Percent Who Use the Internet: Lowest and Highest Economic Quartiles



Source: <http://www.worldinternetproject.net/>



New Broadband Divides in Britain, 2003



Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.



Moore's Divide

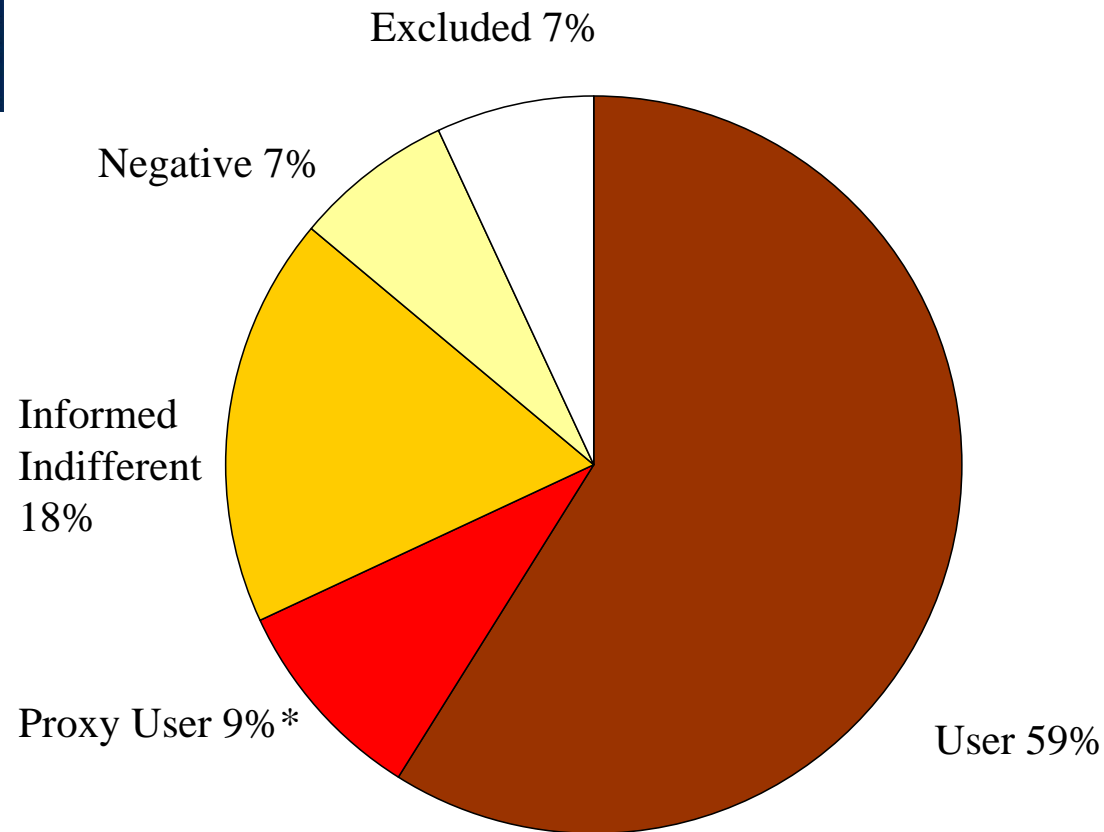
- Internet as a bottleneck
- Keep pace with devices inside and outside households
- Intel's Digital Home Fund
- Supply push as well as demand pull



Digital Choice



Figure 1: BRITONS AND THE INTERNET



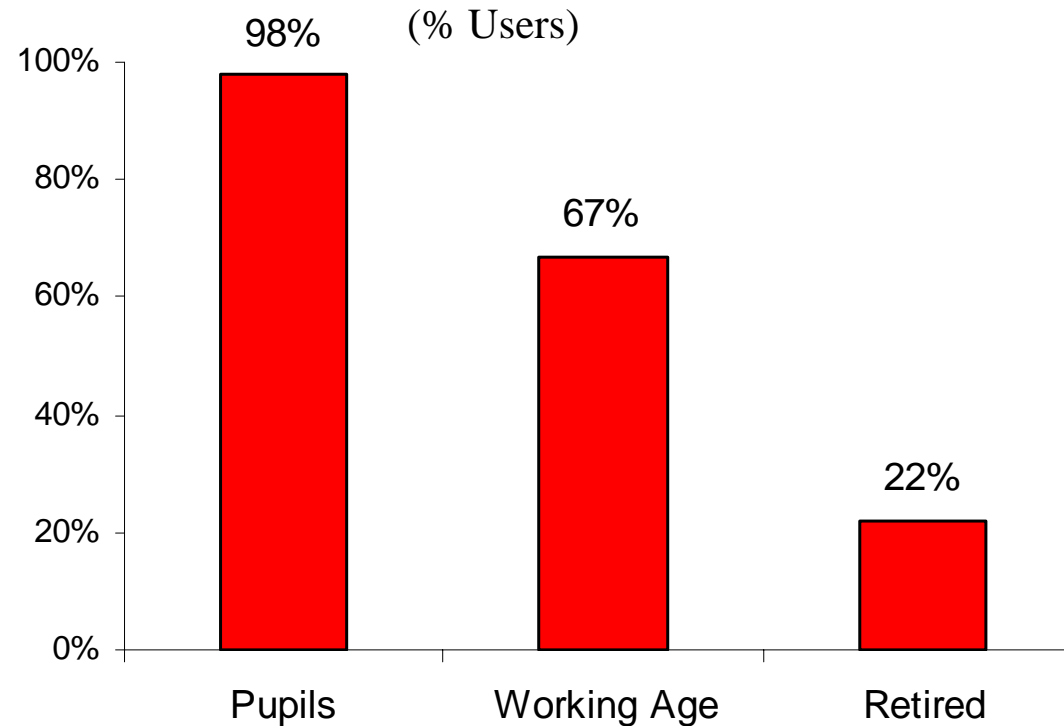
*Has asked someone to access Internet for them in the past year

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.



Figure 4: INTERNET USE BY AGE

Q. Do you yourself use the internet at home, work, school, college, or elsewhere ?



Pupils: age 14-22 years and in full time education.

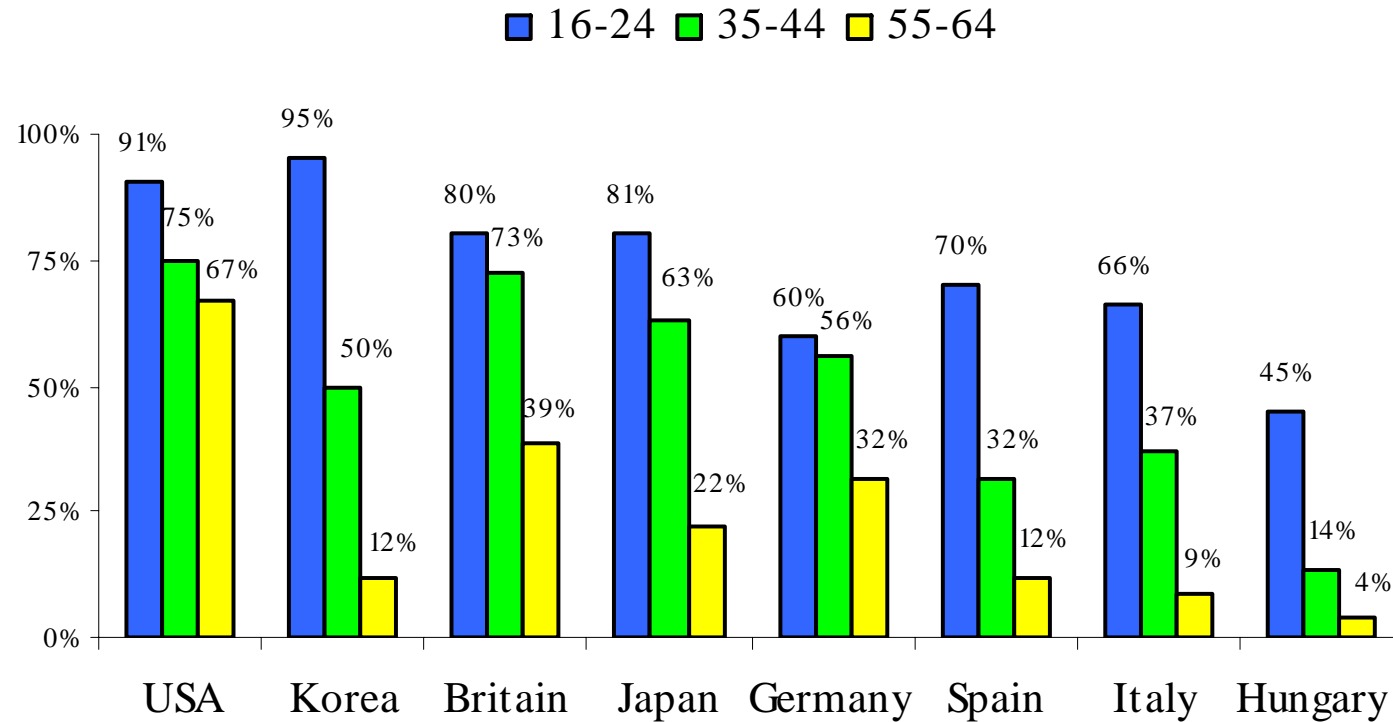
Working age: employed people of any age and all other persons not in employment up to age 55.

Retired: 55 or over and are not in employment.

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May-28 June 2003. Number of respondents: 2,030.



Internet Use by Age, circa 2003



Source: <http://www.worldinternetproject.net/>

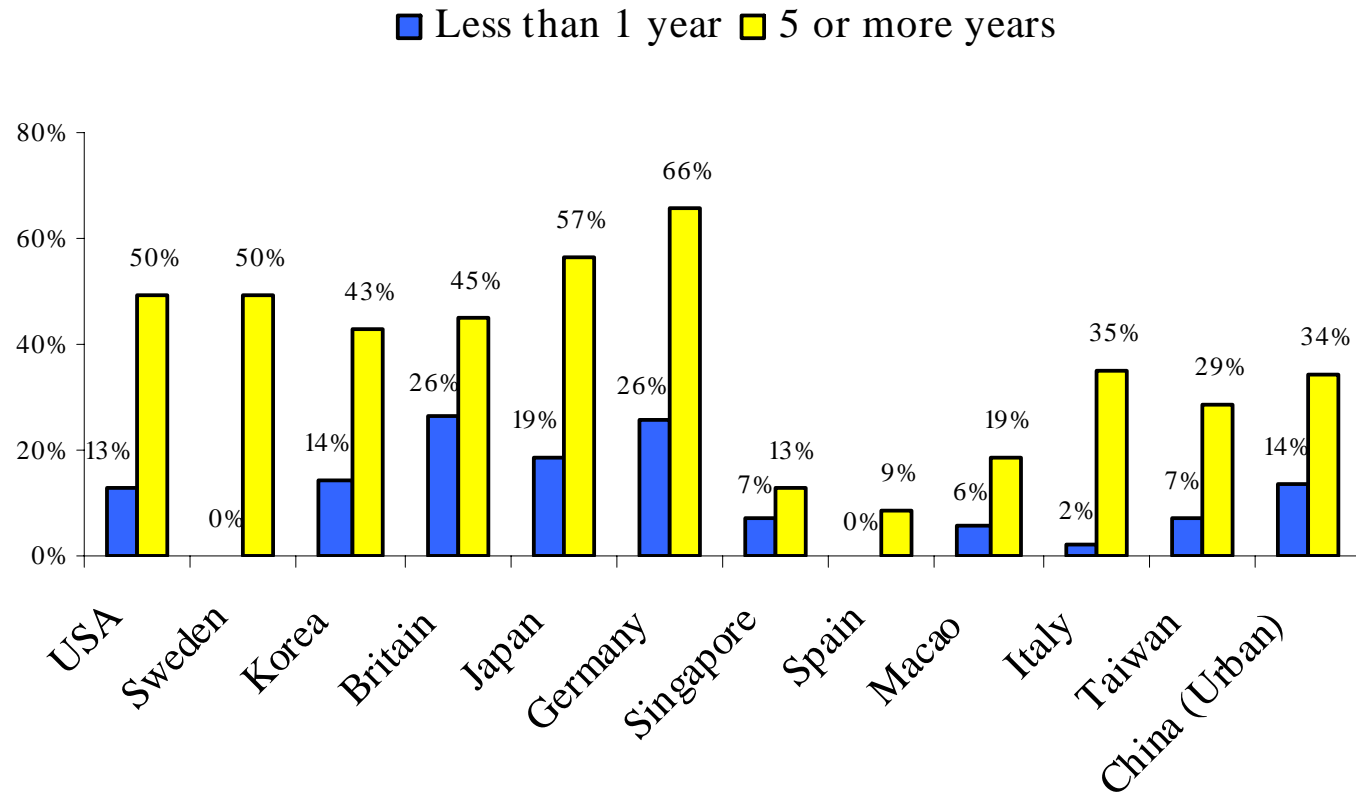


Internet: an Experience Technology

- Experience shapes trust
(confidence and perceived risk)
- Trust shapes use of the Internet



Percent of Users Who Purchase Online by Experience



Source: <http://www.worldinternetproject.net/>



Societal Implications

No Effect?

Reinforcement?

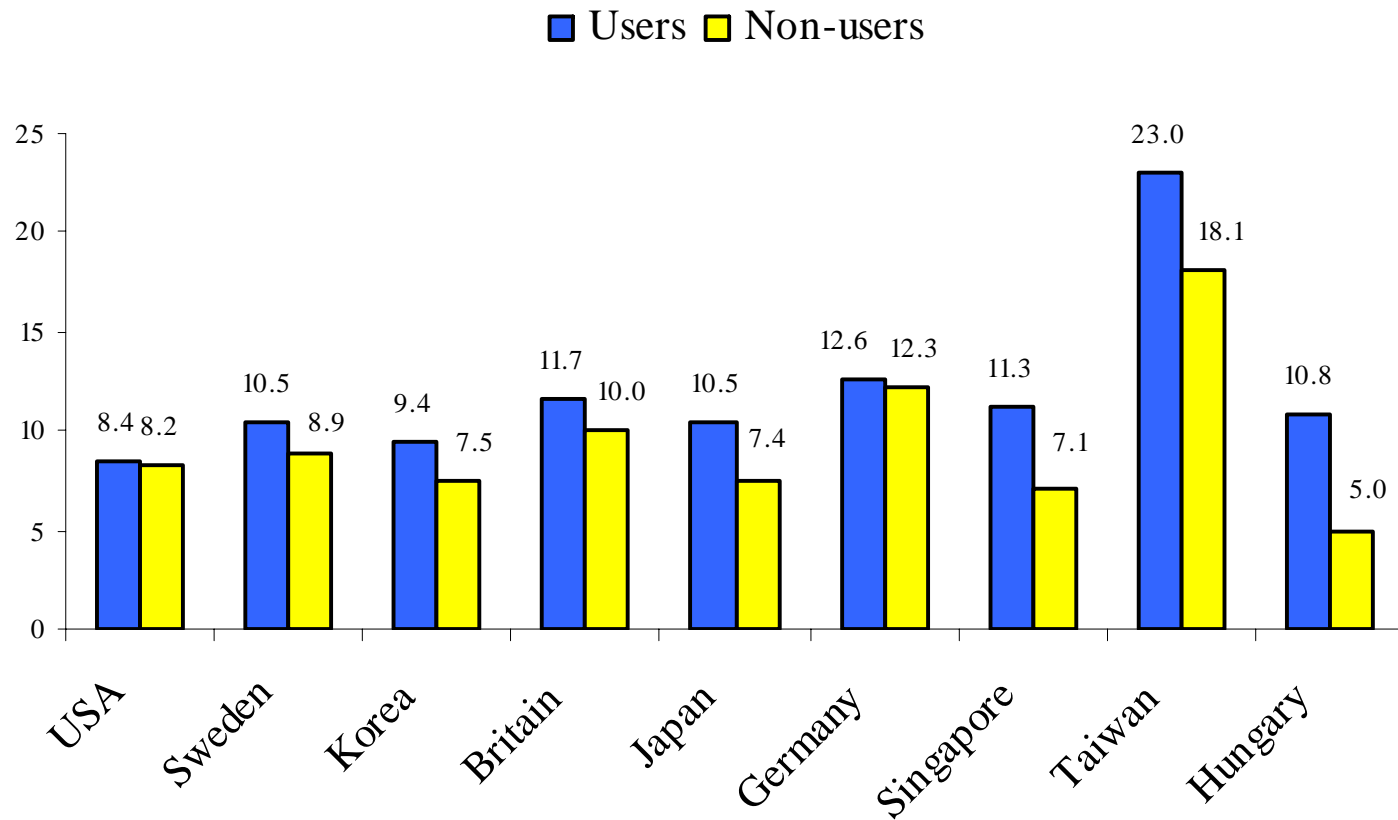
Transformation? Virtual Society?

-

Isolating or Connecting People?



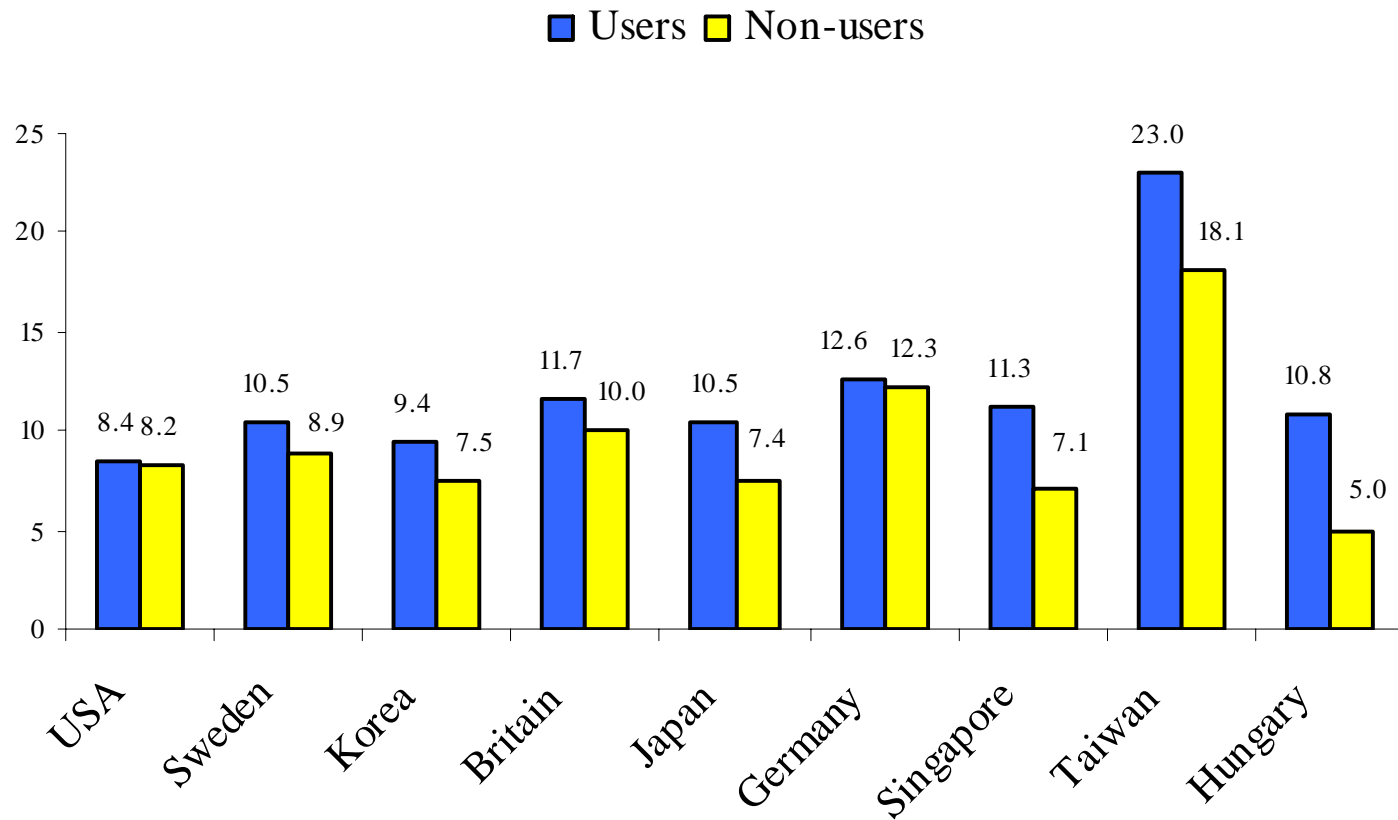
Average Hours per Week Spent Socializing with Friends: Users vs. Non-users



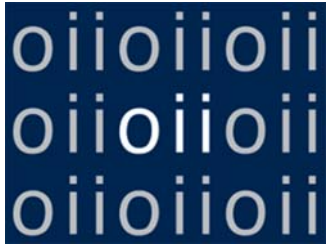
Source: <http://www.worldinternetproject.net/>



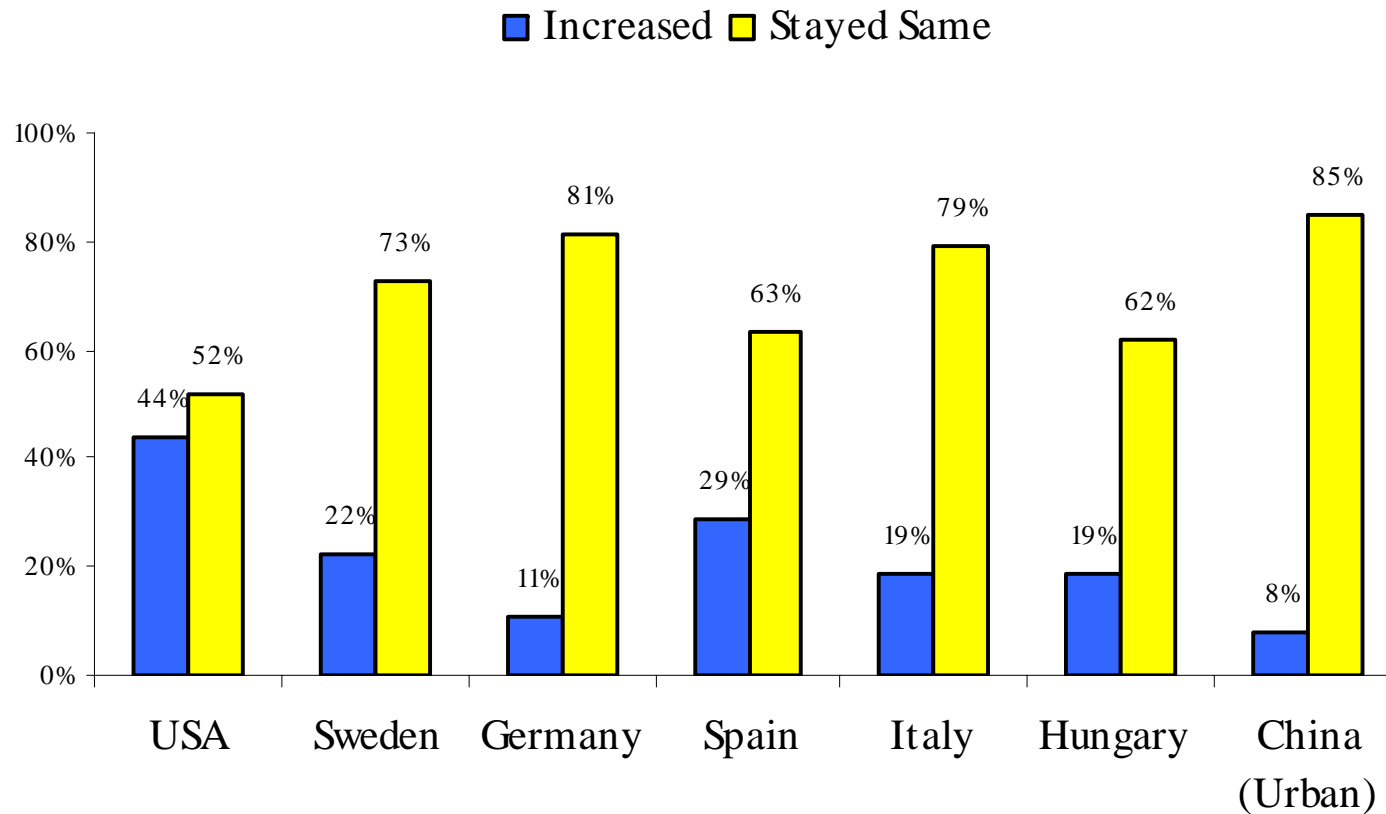
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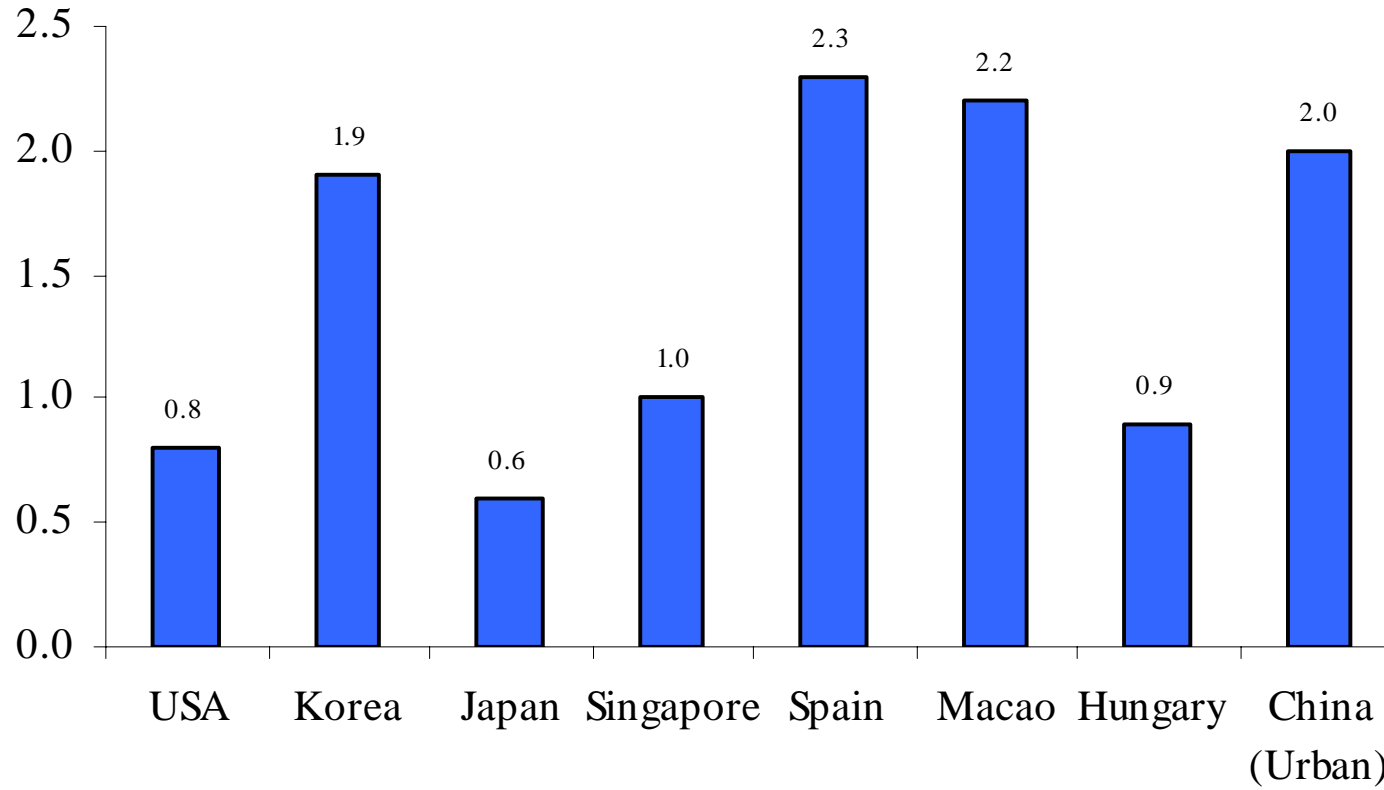
“Has the use of Internet increased or decreased your contact with your family and friends?”



Source: <http://www.worldinternetproject.net/>



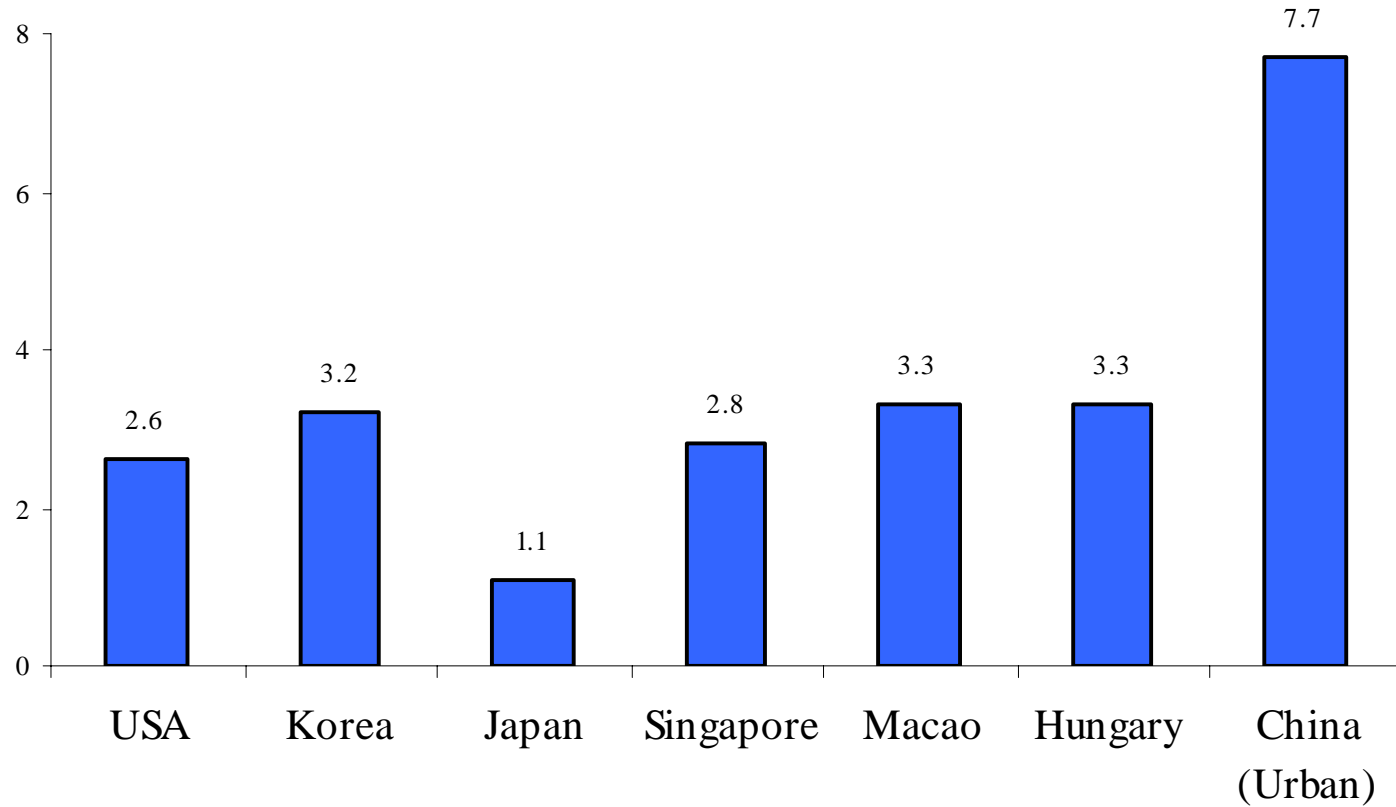
Average Number of Online Friends Met in Person



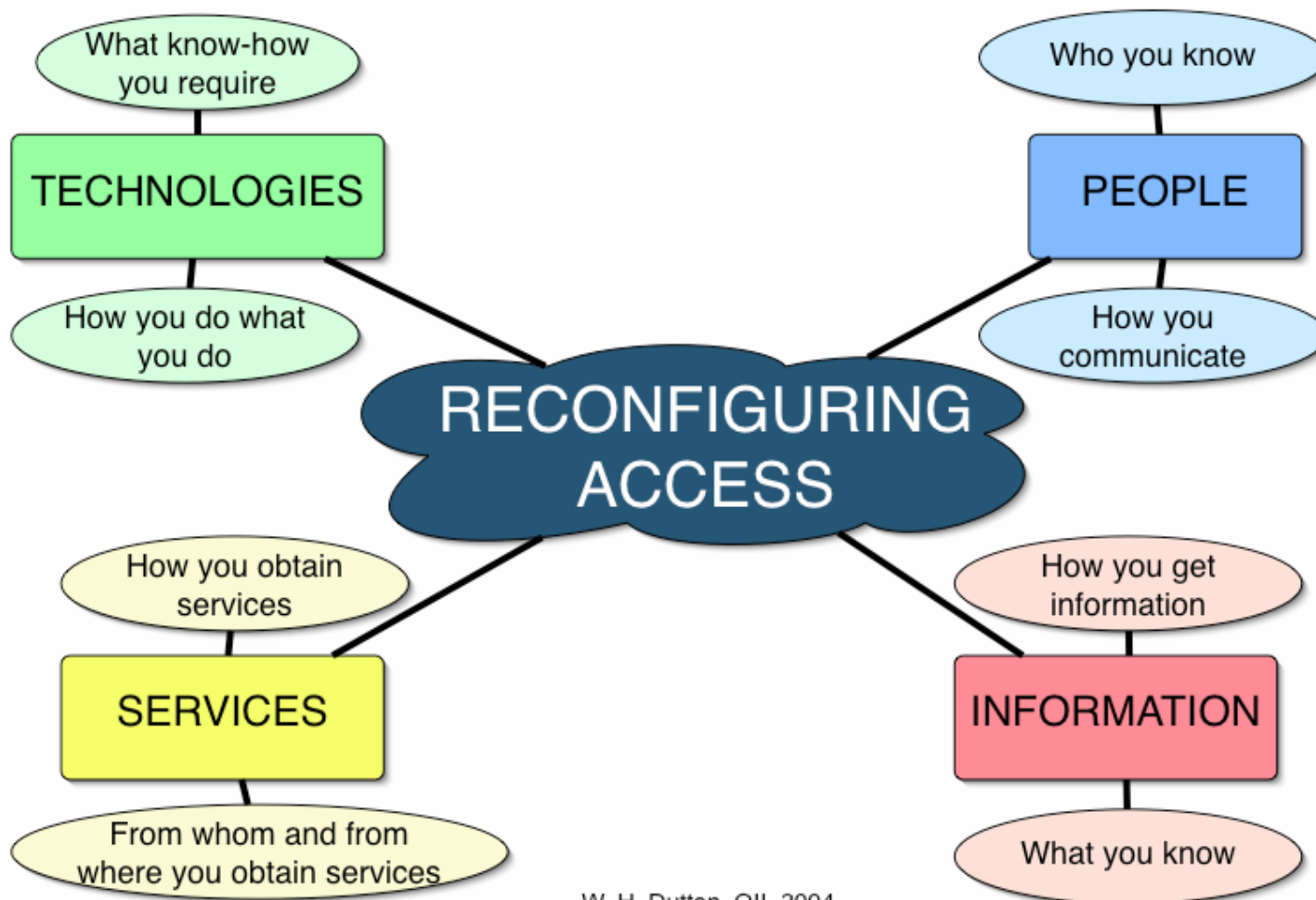
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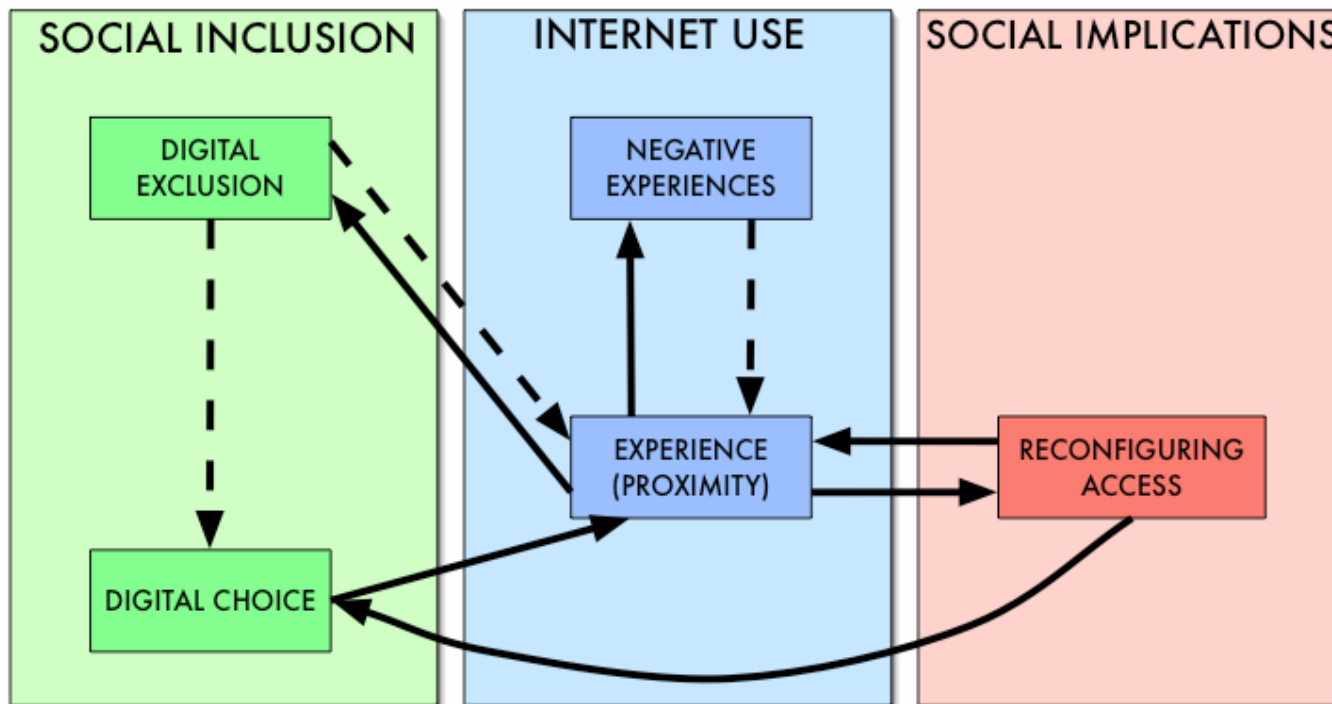
Number of Online Friends Never Met in Person



Source: <http://www.worldinternetproject.net/>



W. H. Dutton, OII, 2004





General Points of Conclusion

- Exclusion will remain an issue
- Digital choice merits more attention
- Initiatives should enable experience online
- The Internet and related ICTs are potentially transformative -- reconfiguring access
- Exclusion undermines the 'communicative power' of individuals, communities, and regions



Further Information

Dutton, W. H. (2004), *Social Transformation in the Information Society* (Paris: UNESCO WSIS Publication Series).

www.oii.ox.ac.uk

Director@oii.ox.ac.uk