

Who uses new media?

The digital divide



Learning objective:

To discuss the digital divide

Who uses new media?

OFCOM Communication Market Report 2019

<http://media.ofcom.org.uk/facts/>

Internet take-up and smartphone ownership are both unchanged in 2019. Household internet take-up remains at 87%, and 79% of UK adults personally use a smartphone.

- **Consumers are upgrading to faster broadband.** The number of fibre-to-the-cabinet connections overtook standard broadband copper connections for the first time this year, and the number of superfast broadband lines increased by 17% as people upgraded from standard broadband services.
- **And people are using more data.** The volume of data used on fixed and mobile connections both grew by around a quarter, with 240GB being used on average each month per fixed broadband connection and 2.9GB in an average month being used on each mobile data connection.
- **Much of the growth in data use is driven by online video.** Fifty-eight per cent of people watched on-demand video services, up from 53%. This is driven by increased use of subscription video-on-demand services such as Netflix and Amazon Prime Video. There was no change in the proportion of people watching the PSB broadcasters' free catch-up services (BBC iPlayer, ITV Hub, All4 and My5), and for some age groups, this declined.
- **The total volume of voice calls has fallen, but people are using their mobiles more for calling – and using their landlines less.** The volume of minutes originating from fixed-line connections fell again in 2019 (by 17%), while the volume of minutes originating from mobiles went up by 5%. Losses in revenues from fixed voice services contributed to a 4% real-term decline in fixed telecoms revenues year-on-year.
- **And the volume of traditional text messages continues to fall.** More than 5 billion fewer traditional SMS and MMS messages were sent in 2018, as people switched to messaging services such as WhatsApp. This will also have contributed to the increased data volumes on mobile connections.

Who uses new media?

Internet access across Europe is 14 hours per week v 12 hours per week of TV viewing

(Microsoft survey)

In 2014:

- 84% of households in the UK have internet access
- 80% population used the internet
- 48% of all adults had a social network profile- most used facebook

Tasks:

Read p. 257 and make notes of 2 more statistical facts about new media usage

The digital divide

The gap between those people who have effective access to the digital media and information technology and those who lack such access

The digital divide

- Media usage is **stratified** differentiated by social class, gender, age and location
- **Jones (2010)** patterns in internet usage reflect and amplify existing inequalities
- **Dutton and Blank (2011)** 91% of those with HE education had used the internet compared to 34% of those with no formal education

- **Office of National Statistics**

In 2014, more than 38 million adults in GB used the internet every day, but 6.4 million adults had never used the internet; 16% of households in GB did not have home internet access

- **Helsper (2011)** showed that it was healthy, young, well-educated people with high incomes and professionals who take up broadband; less frequent users were those with health problems, elderly, those with no formal education, low income earners and those with manual occupations

Task:

Make a note of figure 3.2 on p. 258TB in your WB

The digital divide: Social class inequalities

Helsper (2011) a digital underclass was forming in Britain

A group of people, mainly those from lowest social classes, the least educated and the unemployed, who are increasingly disadvantaged in comparison to those who have full access to and use of the internet and other digital media

The digital divide: Social class inequalities

Socio-Economic Group AB:	Socioeconomic Group DE:
<ul style="list-style-type: none">● 97% use a mobile phone● 73% watch on-demand or streamed content● 74% have a social media profile● 57% correctly identify advertising on Google● 6% do not use the internet (2)	<ul style="list-style-type: none">● 93% use a mobile phone● 46% watch on-demand or streamed content● 56% have a social media profile● 37% correctly identify advertising on Google● 23% do not use the internet (2)

Note:

The highest socio-economic group (AB) with the lowest socio-economic group (DE):



















1.OFCOM – Online Nation 2019 –

https://www.ofcom.org.uk/_data/assets/pdf_file/0024/149253/online-nation-summary.pdf

2.OFCOM – Media Use and Attitudes Report 2019 –

https://www.ofcom.org.uk/_data/assets/pdf_file/0021/149124/adults-media-use-and-attitudes-report.pdf

Thoughts?

Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock 'n' Roll Nuclear families Defined gender roles — particularly for women	Cold War Post-War boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-orientated Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks Playstation Social media Invasion of Iraq Reality TV Google Earth Clonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percentage in U.K. workforce*	3%	33%	35%	29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" — entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

The digital divide: The generational divide

The New Media Generation Divide (2019)

AGE 16-24s

- 99% use a mobile phone
- 79% watch streamed content
- 93% have a social media profile
- 1% do not use the internet (2)
- 47% play games online (4)

AGE 75+

- 81% use a mobile phone
- 22% watch streamed content
- 20% have a social media profile
- 48% do not use the internet (2)
- 5% play games online (4)

Source: OFCOM – Media Use and Attitudes Report 2019

The digital divide: The generational divide

Note:

The highest socio-economic group (AB) with the lowest socio-economic group (DE):

Socio-Economic Group AB:	Socioeconomic Group DE:
<ul style="list-style-type: none">● 97% use a mobile phone● 73% watch on-demand or streamed content● 74% have a social media profile● 57% correctly identify advertising on Google● 6% do not use the internet (2)	<ul style="list-style-type: none">● 93% use a mobile phone● 46% watch on-demand or streamed content● 56% have a social media profile● 37% correctly identify advertising on Google● 23% do not use the internet (2)

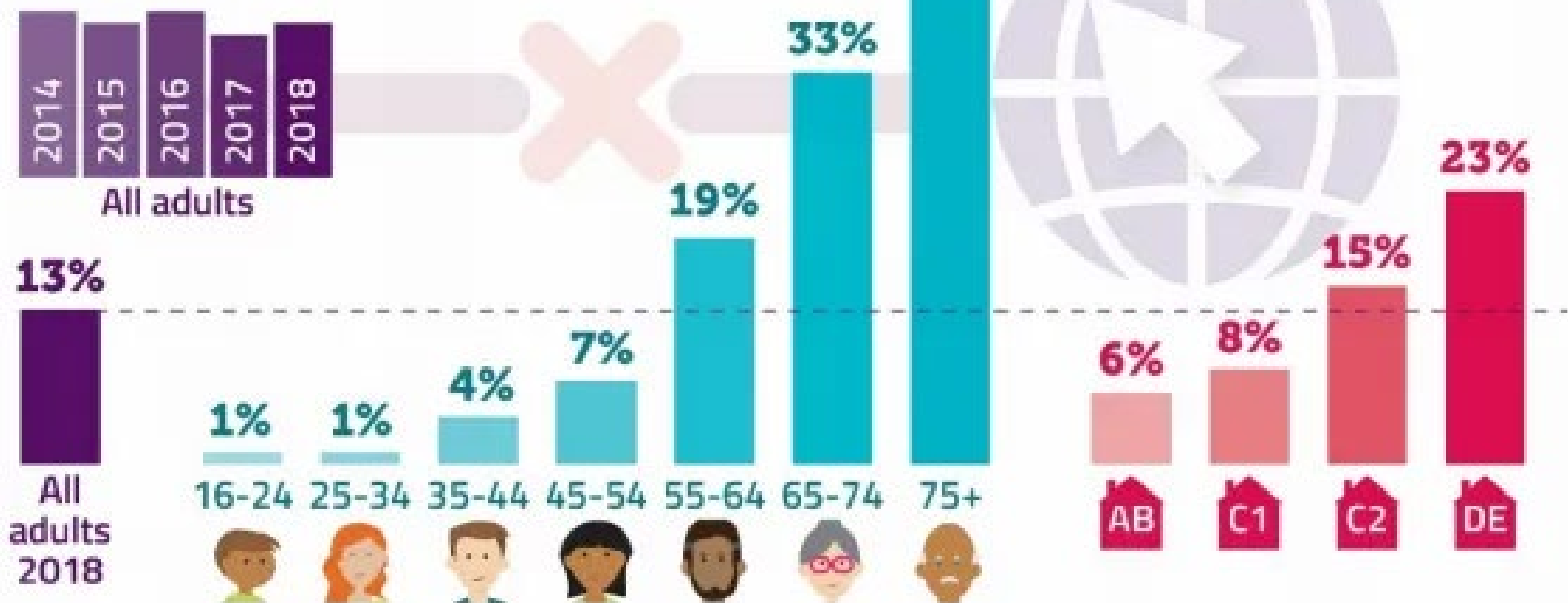
Boyle (2007) new media are often associated with young people. Young people have grown up with the latest developments in the new media and have learnt to use the internet at home, at school and from their peers; they are more media savvy than previous generations

The digital divide: The generational divide

Note:

The highest socio-economic group (AB) with the lowest socio-economic group (DE):

The proportion of non-users of the internet is unchanged since 2014; older people and those in the DE socio-economic group remain less likely to be online



The digital divide: The gender divide

Focus on research

Helen Haste (2005) Joined-up texting

Helen Haste conducted a survey to investigate the use of mobile phones by young people. She took a random sample of 200 schools and colleges and used self-completion questionnaires to collect data.

Haste found that many young people owned mobile phones for reasons of personal safety and security. Possession of a mobile phone ensured that parents could contact them quickly. Young women and younger children were most concerned with parental concern and personal safety. Some 73 per cent of respondents had used phones in emergencies and nearly a quarter had dialled 999.

Young people used their phones to organize their social lives. A whole range of different rules emerged over the way phones were used in certain situations. Text messaging was most commonly used in seeking information. More complex social negotiations, such as



maintaining or ending relationships, were achieved through a phone conversation. Females were more likely to use a landline for arranging to meet friends. Females were also more likely to use letters to say thank you and to use email to keep in touch with their parents. Males were happy to use a mobile phone conversation to flirt, whereas only 10 per cent of girls were comfortable with this. Females preferred to flirt using text messaging. Serious disagreements were conducted using landline telephones.

Haste, H. (2005) 'Joined-up texting: mobile phones and young people', *Young Consumers*, Quarter 2, 6(3), pp.56-67

- 1 Identify three ways in which young people used mobile phones.
- 2 Give two examples of gender differences in the use of mobile phones.

The digital divide: The gender divide

- In 2017, women (81%) continue to be more likely to have a profile/account, compared to men (74%).
- Women are more likely than men to say they have ever seen content that upset or offended them in social media over the past year (58% vs. 51%).
- (50%) of men say they are 'very' interested in the news (50%) compared to only a third (34%) of women. Twice as many women (15%) as men (8%) are not interested.
- A quarter of men (24%) play games online, compared to 9% of women.

Source:

- https://www.ofcom.org.uk/_data/assets/pdf_file/0011/113222/Adults-Media-Use-and-Attitudes-Report-2018.pdf

The digital divide: The gender divide

Li and Kirkup 2007

In a study of gender differences in the use of, and attitudes towards the internet among Chinese and British students, suggested that there are two global-gender based cultures with respect to the internet

Findings:

There is an increasing number of women going online (gender gap is narrowing)
Online behaviour there is still gendered- visiting websites, reasons for searching.

Men in both countries, compared to women were:

- more likely to have positive attitudes towards the internet, spent more time on it and used it more extensively
- More self confident about their computer skills than women and more likely to express that using a computer was a male activity/ skill
- More likely to use chatrooms and played more computer games
- Were less likely to use the internet for studying

The digital divide

Location and the global digital divide

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

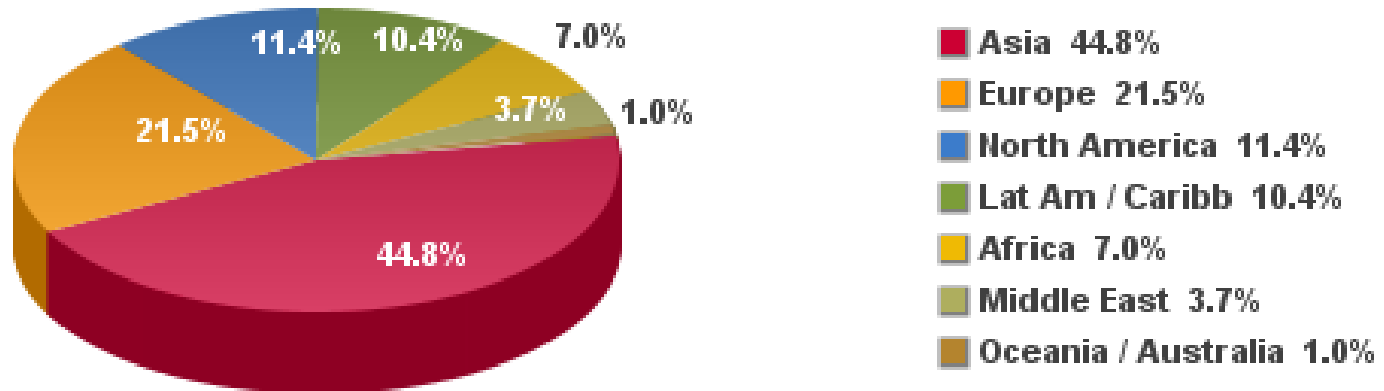
ACTIVE MOBILE
SOCIAL USERS



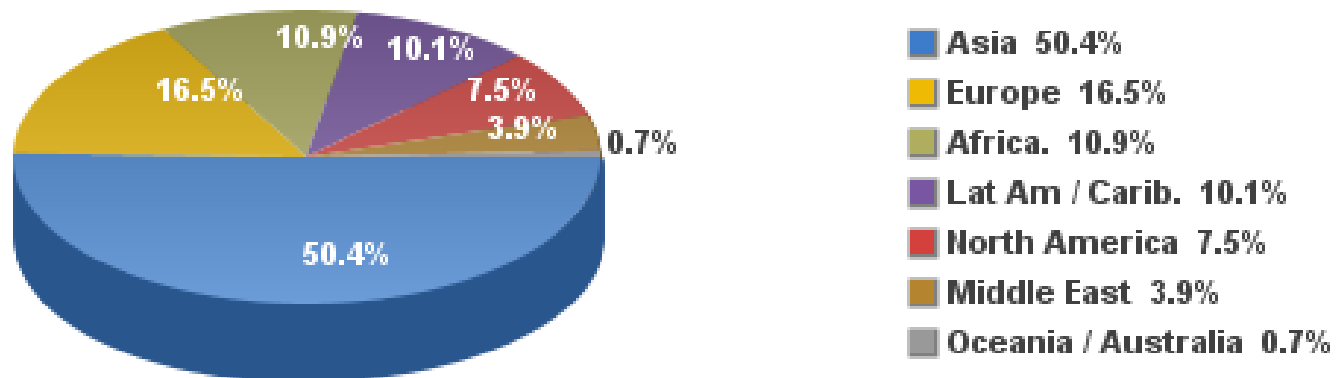
2.958
BILLION

PENETRATION:
39%

Internet Users in the World Distribution by World Regions - 2012 Q2



Internet Users in the World by Regions - March, 2019

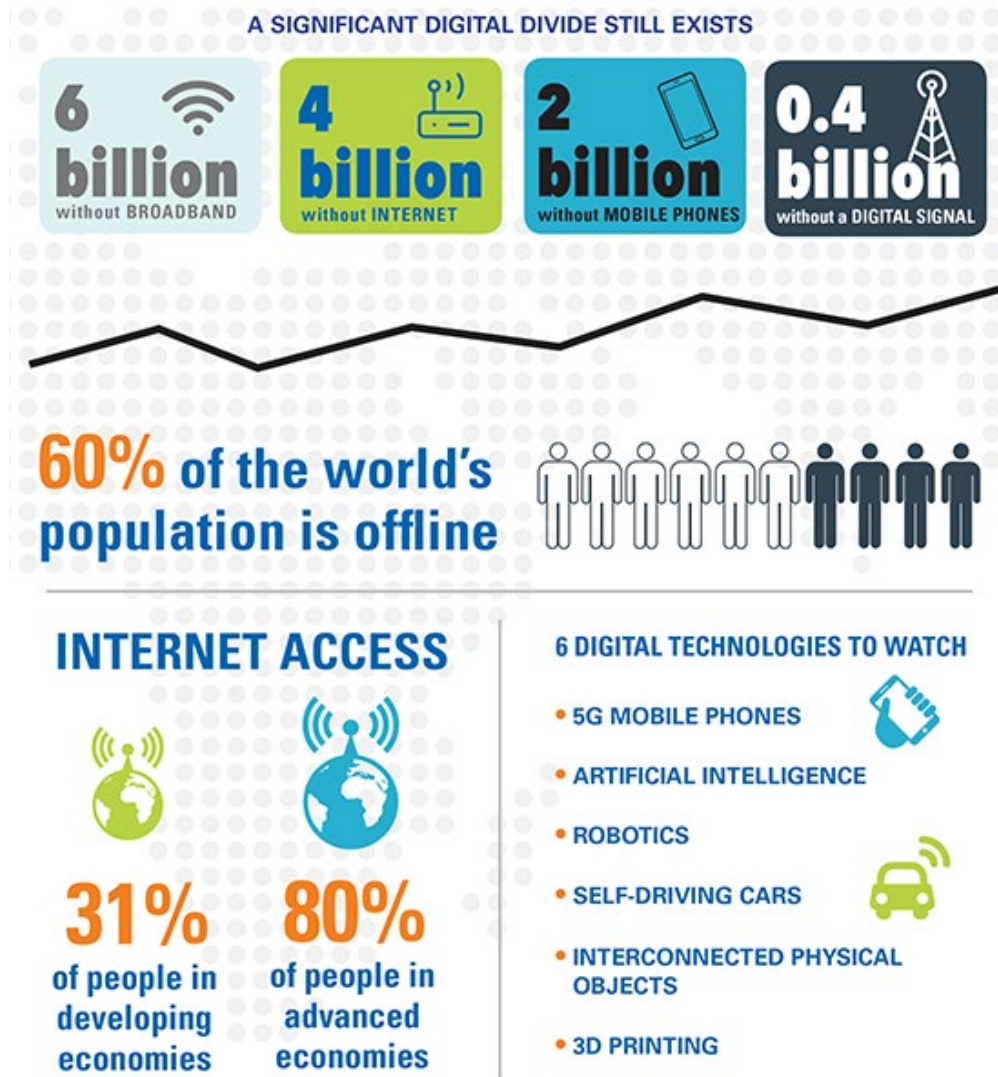


Source: Internet World Stats - www.internetworldstats.com/stats.htm

Basis: 4,346,561,853 Internet users in Mar. 31, 2019

The digital divide

Location and the global digital divide



The digital divide

Location and the global digital divide

USA and Western Europe generate most of the content of the worldwide web.

This dominance is reinforced by the fact that an estimated 85% of the web is written in English despite less than 10% of the world's population speaking that language

<https://www.bbc.co.uk/news/av/business-51377951/how-orange-s-mobile-services-are-bridging-the-digital-divide>

BBC Sign in News Sport Weather iPlayer Sounds CBBC CBeebies Food Bitesize More Search

NEWS

Home UK World Business Politics Tech Science Health Family & Education Entertainment & Arts Stories Video & Audio In Pictures Newsbeat More

Business Your Money Market Data Companies Economy



How Orange's mobile services are bridging the digital divide

As African nations continue to develop, there is a continued need to bridge the digital divide.

While computer and broadband internet access is not a standard across the continent, efforts have been made to improve mobile internet access.

Orange Middle East and Africa says that it currently spends €1bn (£840m) a year in maintaining its mobile networks to improve speeds and connectivity.

04 Feb 2020

f Share

Check your understanding

Outline and explain two ways the usage of new media is stratified. (10 marks)

Homework

1. Consolidation card: The Digital Divide
2. Year 1 consolidation cards
3. Wider reading logs
4. Flipped learning: Find examples contemporary examples of the censorship of social networking sites in other countries