

User Generated Content

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The Basics

- 73% of American adults 18 and older go online
- 87% of American teens 12-17 go online
- 60% of home internet users have broadband access

[All data reported from PIP RDD & callback telephone surveys]

What is user-generated content?

- User generated content can be anything produced by the user – text, audio, video, categories or ranks, networks
- Among adults, 35% of internet users have created content and posted it online
 - 8% of internet users keep a blog
 - 14% work on their own webpage
 - 13% create or work on webpages for others
 - 26% share something online that they created themselves, such as artwork, photos, stories, or videos.

Expanding the Definition

- 34% have used the internet to share & display photos or get photos developed
- 30% of internet users have rated a product, service or person using an online rating system
- 18% have taken material found online and remixed into a new creation
- 11% of adults 18 and older have used online social or professional networking sites

Where can I find user-generated content ?

- Blogs and vlogs (includes, posts, comments, photos/images, video, podcasts)
- Photosharing sites
- Video sites
- Social networking sites like MySpace and Facebook (profile content and networks created)
- Wikis
- Dating sites
- Sites where users tag, categorize, "digg" or rank items/people/services
- Classified ad sites, auction sites
- MMPOGs, Second Life



Who is creating content?

- Home Broadband users – 73% of content creators have broadband at home
- Men more than women, 37% vs. 32%
- Young people – 43% of under 30, vs. 18% of 65+
- Income level is less determinative, particularly when we look at broadband users
- 46% of bbd users with incomes under \$50,000 post content
- 41% of bbd users with incomes \$50,000 and up post content
- Teens

Teens

- 57% of online teens create content of some kind for the internet
- 33% share their own creations online: artwork, photos, stories, video
- 32% have created a webpage or site for others
- 22% have created a personal webpage
- 19% have remixed content they found online into their own creation
- 19% have their own online journal or blog
 - Do not update blogs frequently—largest group (less than a third) update the blog 1-2 times a week
 - 38% read the blogs of others
 - Two-thirds read only the blogs of people they already know. Another third read both the blogs of friends and strangers.
- Creators: Broadband users, frequent internet users

Why?

- From blogging survey...
- Main reasons for keeping a blog
 - Creative expression
 - Sharing personal experiences
- It's a hobby, not a serious thing
- First foray into authorship for many
- 2/3rds blog for themselves, 1/3 to engage an audience
- Conversation –87% of bloggers allow comments

Things to think about

- Who owns the content created by the user?
- What about privacy? Who gets to determine how content or data is used?
- Vox: Wave of the future? – new blogging device with highly integrated multi-media applications and nuanced privacy controls.

