



Faces of America

Challenges to Measuring the Demographics of an Information Age Population

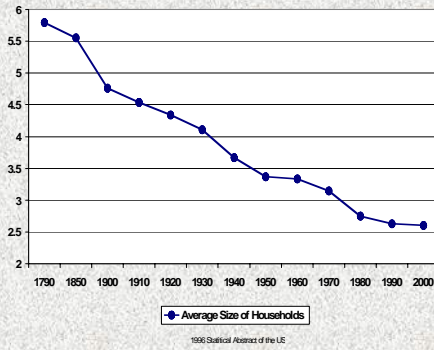
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A Caution and a Challenge for Policy as we Engage
the Many Faces of America

- ❖ Different peoples/cultures access and construct different media environments in their homes and in their communities.
 - ❖ These patterns are not easily explained as caused by income differences alone.

- ❖ Metaphors drive policy discourse,
 - ❖ and the demographics of the 21st century call for new metaphors.

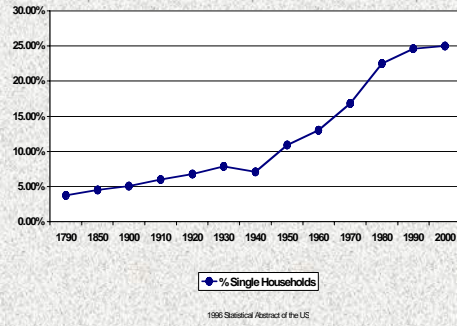
Average Size of Households 1790-1995



Two historic trends reaching the end of their course.

The average size of households has dropped while single person households have risen, affecting social networks and a sense of individuality.

Single Person Households as a Percentage of Total Households 1790-1995



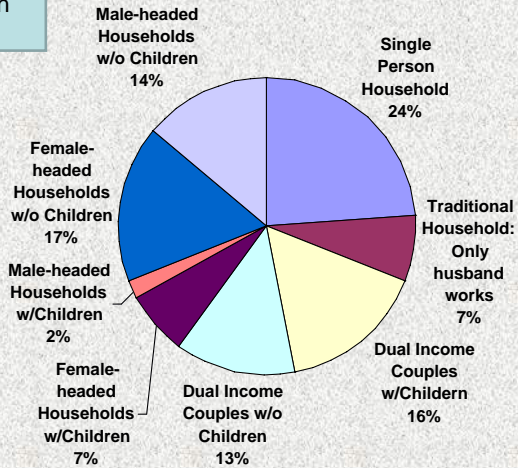
Persistent Myth: A typical US household includes a married couple.

- 55% of households do not include a married couple.
- 27% of households have one person only.
- 2/3 of households have no children.
- 7% of households are “traditional” with a working father, non working mother, and children.
- Anglos make up 75% of US population, but make up 60% of “traditional” households.

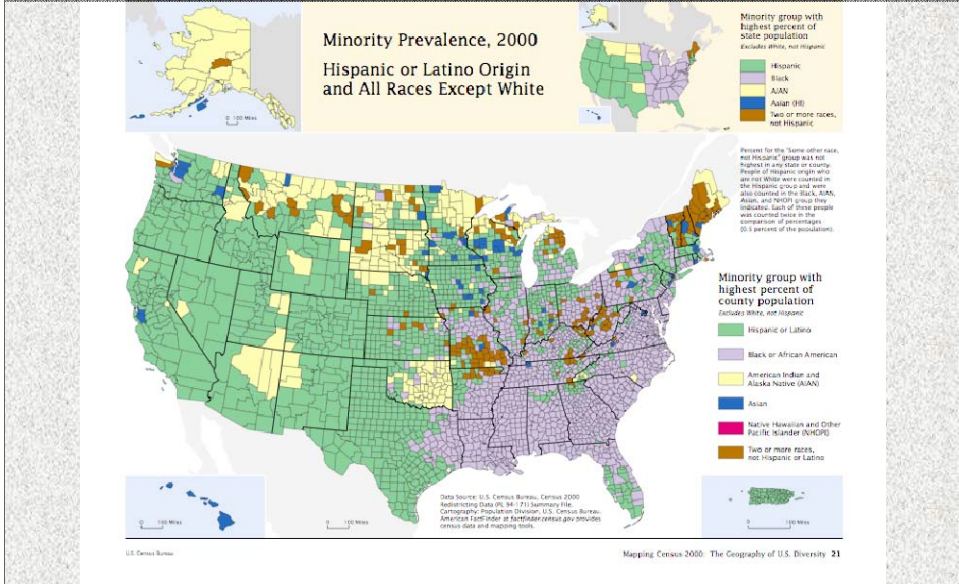
The traditional notion of the household is questionable at best. 21st century households are more malleable with fluidity of membership.

Composition of Household Types as a % of All Households (2000 Census)

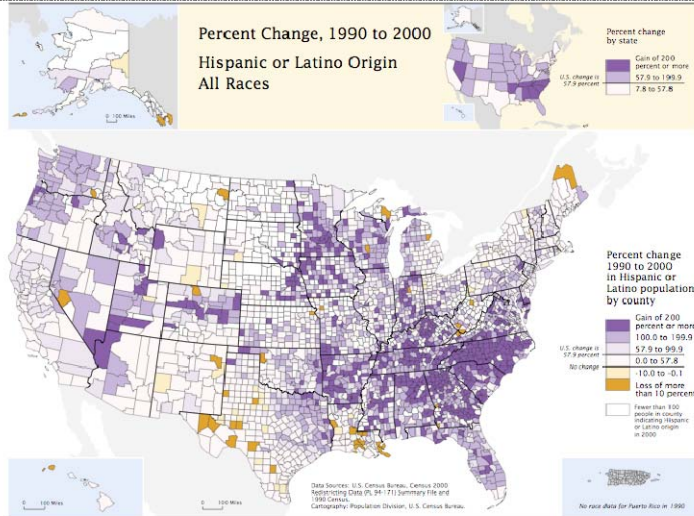
55% of households do not include a married couple. Less than 1/3 have children.



Historic regions of geographic concentration demarcate the two largest minority groups. But, that is beginning to change.



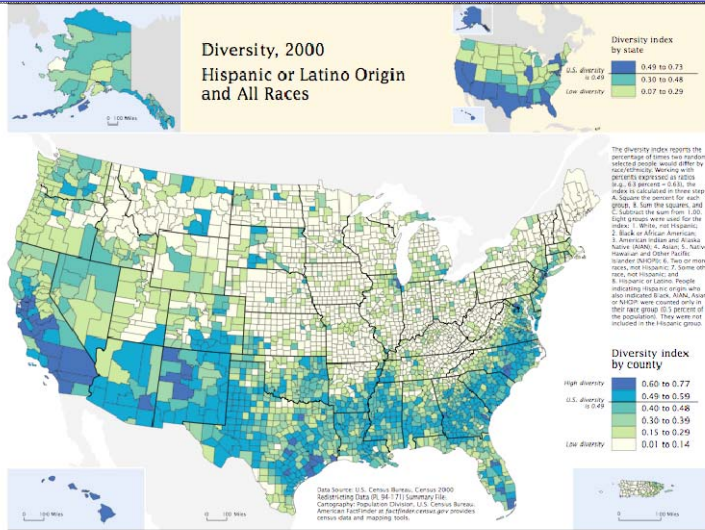
21st century migration of Latinos will turn the South and Midwest into multi-ethnic regions.



92 Mapping Census 2000: The Geography of U.S. Diversity

U.S. Census Bureau

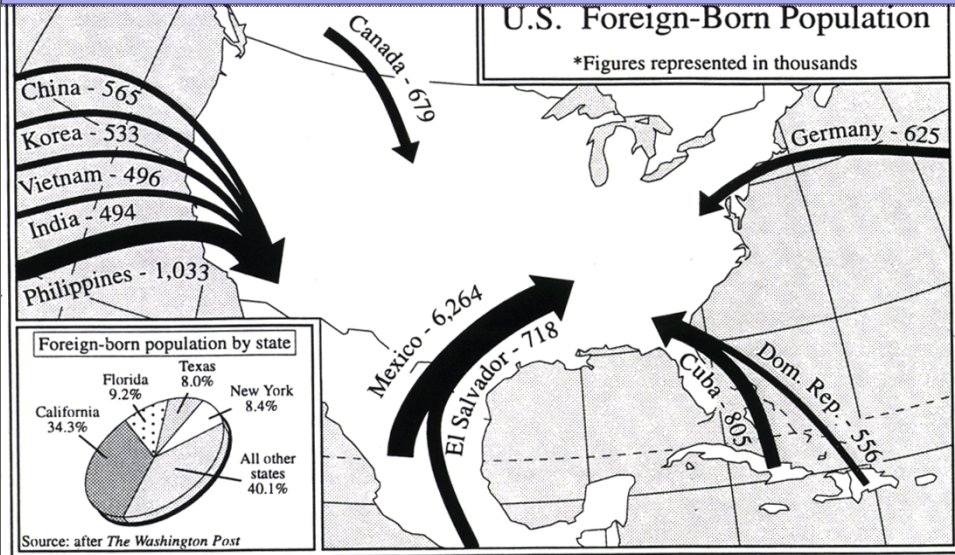
Ethnically mixed communities will proliferate across the southern half of the United States, changing economies, culture, and political discourse.



22 Mapping Census 2000: The Geography of U.S. Diversity

U.S. Census Bureau

Immigration Will Reshape the Profile of America's Population in the 21st Century.
Note: After Mexicans, Filipinos immigrate in the largest numbers

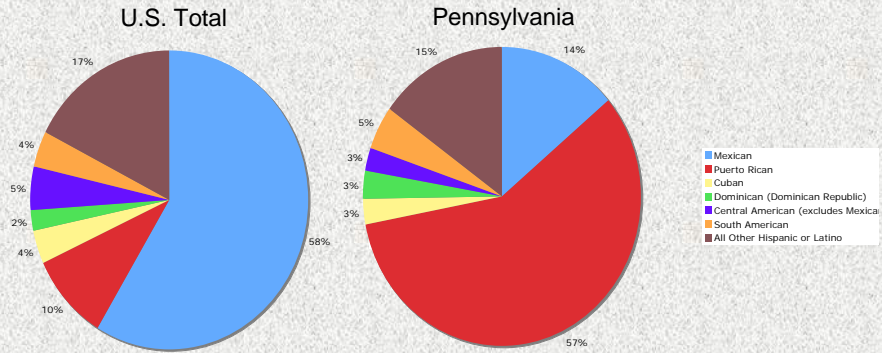


Source: Bureau of the Census
Geography in the News

D. Lambert

Latinos in the United States by Ethnicity, 2000

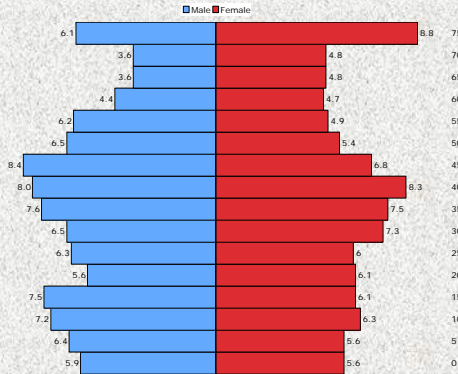
Pennsylvania is an example of the regional variations exhibited by the Latino population



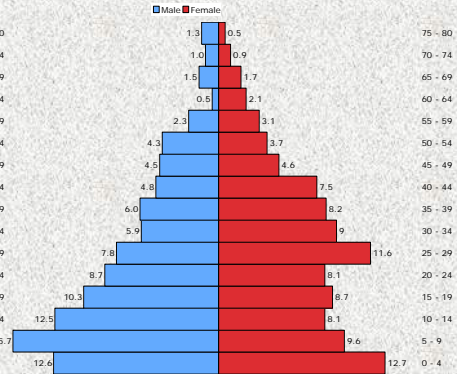
Compiled from: Census 2000 Summary File 1, Matrix PCT11. Washington, D.C., U.S. Census Bureau.

Population Reality: As with most eastern states, all of Pennsylvania's population growth will come from its Hispanic and Immigrant populations.

PA Non-Hispanic Population



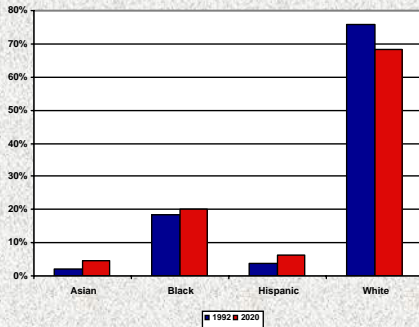
PA Hispanic Population



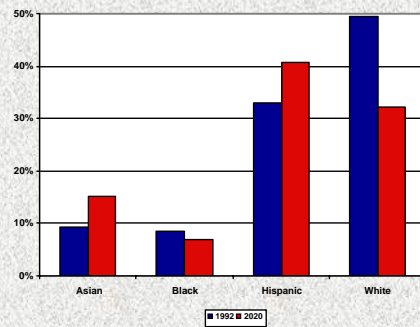
Compiled from: Current Population Survey, Annual Social and Economic Supplement, 2004.
 Note: Since Hispanic is an ethnicity and not a race, some Hispanics may be included in these totals.

Persistent Myth: All cities look alike. Changing demography of Philadelphia and Los Angeles ⇒ diverse socio-economic cultures ⇒ distinct political cultures.

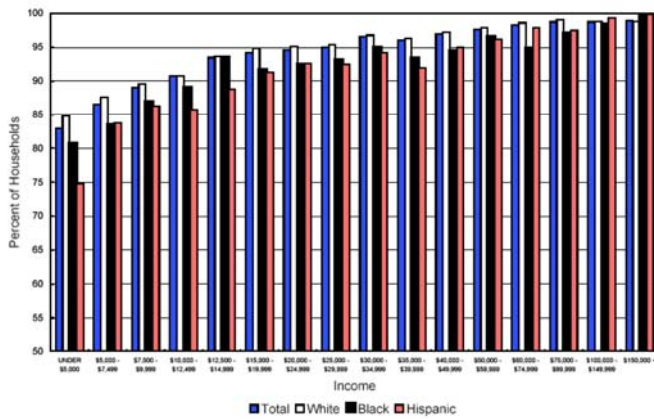
Selected Ethnic Population for Philadelphia, PA
1992 and 2020



Selected Ethnic Population for Los Angeles, CA
1992 and 2020



Telephone Penetration by Income Level and Race/Ethnicity
March 2008



Data Source: U.S. Census Bureau, Current Population Survey, March 2008

Even at the same level of income, evidence persists for differences in telephone penetration among the three major ethnic groups.

Moreover, these differences have persisted since data was first gathered in the 1980s.

These are the two disciplines that form the foundation of our school.

Let me draw your attention to the categories in bold and those in red.

The categories in bold demonstrate how these fields have converged over the last twenty or so years.

They reflect convergence of questions and ideas, just as we have all experienced the convergence of communication & information technologies.

The red categories represent the professional fields encompassed within the School, and how they relate to the disciplines. Note that communication studies has come to embrace information studies, and information studies has come to embrace communication studies.

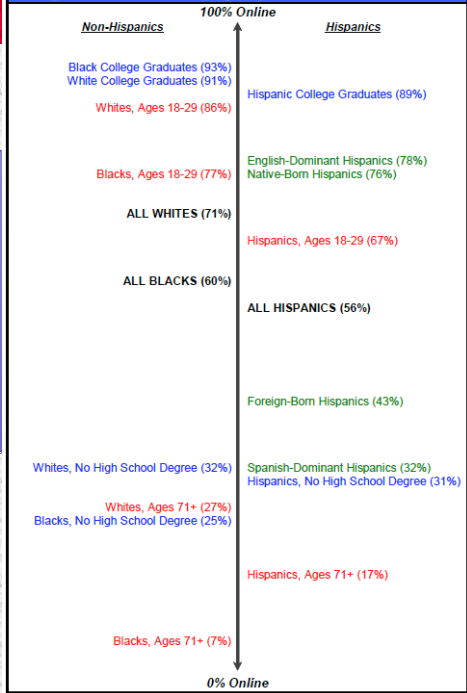
Note how the study of each of our professions depends on both of the foundational disciplines.

Internet use (and access) varies according to traditional variables of socio economic status (SES), which is highly correlated with income.

Yet, across SES, ethnicity makes itself felt across all categories.

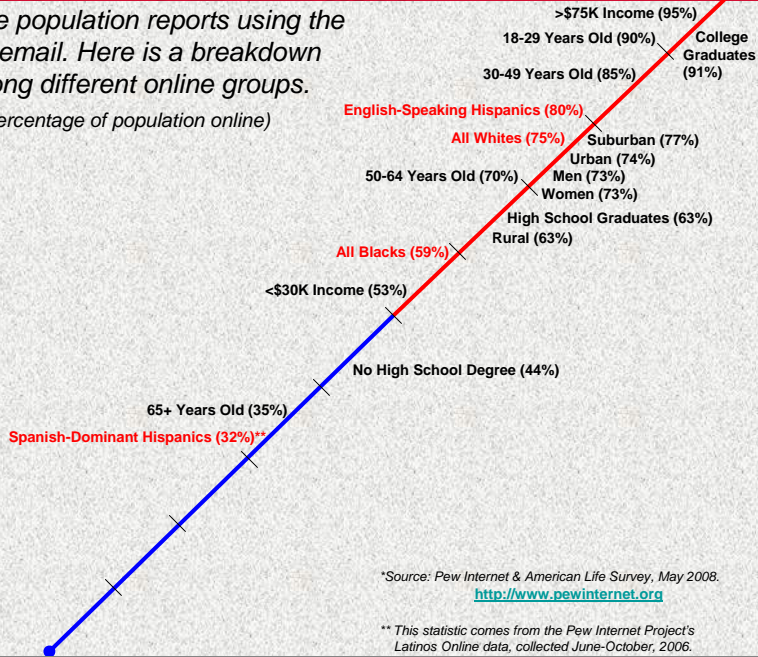
Moreover, we do not have a good understanding of the causes.

Figure 1. Internet Use Among Hispanics, Whites, and Blacks



73%* of the population reports using the internet or email. Here is a breakdown of use among different online groups.

(shown as a percentage of population online)

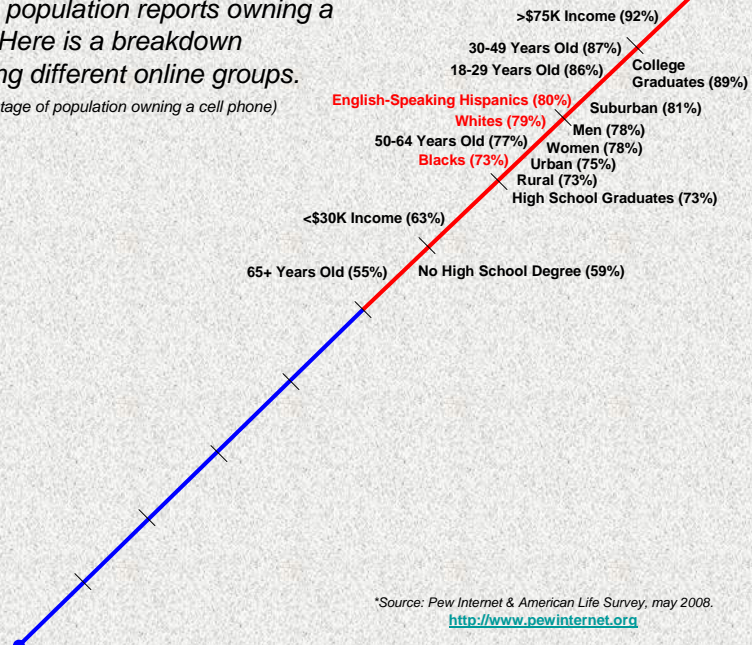


*Source: Pew Internet & American Life Survey, May 2008.
<http://www.pewinternet.org>

** This statistic comes from the Pew Internet Project's Latinos Online data, collected June-October, 2006.

78%* of the population reports owning a cell phone. Here is a breakdown of use among different online groups.

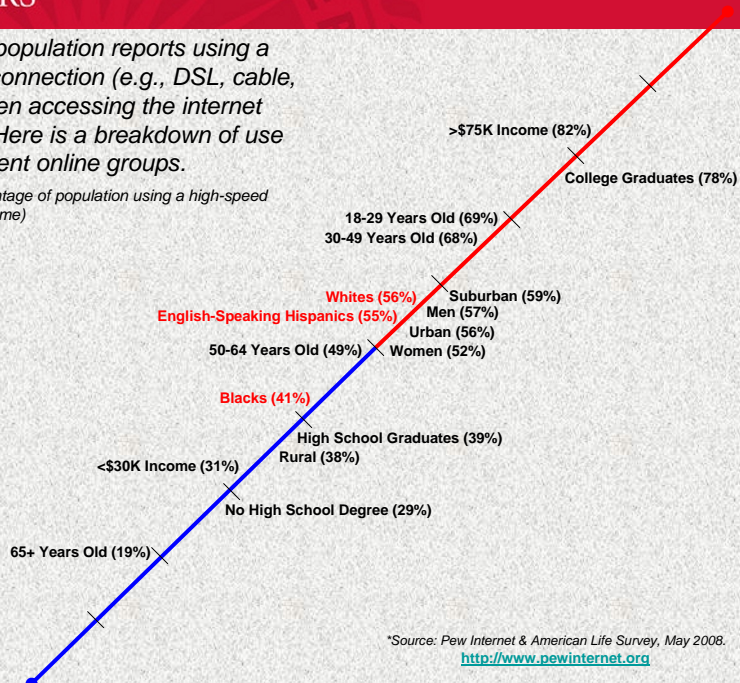
(shown as a percentage of population owning a cell phone)



*Source: Pew Internet & American Life Survey, may 2008.
<http://www.pewinternet.org>

55%* of the population reports using a high-speed connection (e.g., DSL, cable, wireless) when accessing the internet from home. Here is a breakdown of use among different online groups.

(shown as a percentage of population using a high-speed connection from home)



*Source: Pew Internet & American Life Survey, May 2008.
<http://www.pewinternet.org>

Persistent Myth: Eventually, we all end up as part of a vast mass culture.
Primetime TV Preferences by Ethnicity - 2003

<i>Whites' Favorite Shows</i>	<i>Blacks' Favorite Shows</i>	<i>Latinos' Favorite Shows</i>
1. ER (NBC)	1. Steve Harvey Show (WB)	1. Guinness World Records (Fox)
2. Friends (NBC)	2. Jamie Foxx Show (WB)	2. Wildest Police Videos (Fox)
3. Frasier (NBC)	3. Monday Night Football (ABC)	3. Monday Night Football (ABC)
4. Veronica's Closet (NBC)	4. For Your Love (WB)	4. Simpsons (Fox)
5. Jesse (NBC)	5. CBS Sunday Night Movie	5. Sabrina the Teenage Witch (ABC)
6. Monday Night Football (ABC)	6. Touched by an Angel (CBS)	6. ER (NBC)
7. NYPD Blue (ABC)	7. 60 Minutes (CBS)	7. Friends (NBC)
8. Touched by an Angel (CBS)	8. Moesha (UPN)	8. Wonderful World of Disney (ABC)
8. (tie) 60 Minutes (CBS)	9. Walker Texas Ranger (CBS)	9. X-Files (Fox)
10. CBS Sunday Night Movie	10. Wayans Bros. (WB)	10. Boy Meets World (ABC)

Source: TN Media Inc. 2003



The Changing Face of American Culture

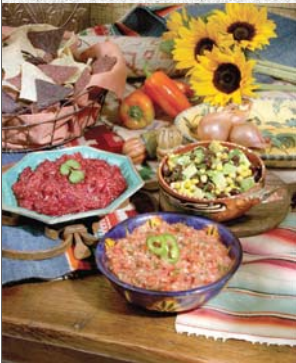


Americans ...

...buy more salsa than ketchup,
...buy more corn chips than potato chips.



...have learned to play with tortillas, just like Mexican kids.



...no longer see Mexican food as foreign.

... bring piñatas to their kids birthday parties.



Lessons From the Many Faces of America

- ❖ U.S. demographic groups that figure prominently in policy discourse exhibit diverse patterns of access and use.
 - ❖ Yet, because policy discourse tends to focus at the national level, these diverse patterns are rarely engaged.
- ❖ For the same reasons, regional differences receive little attention.
- ❖ In time, home Internet access will reach a saturation level, most likely below the saturation level for the telephone.
 - ❖ Those left out, will experience significant social, political, and economic isolation, with resultant costs to the rest of society.
- ❖ Purely market-centric policies aimed at raising access levels will not gain much beyond saturation.
 - ❖ Extrapolate from the experience of telephone access.
- ❖ Ethnic differences in access and use persist, but we don't know why.
 - ❖ Given the future demographic profile of the U.S., we should explore policy perspectives that embrace the value of diverse uses and outcomes.

The background of the slide is a solid red color. In the top left corner, the Rutgers University logo is displayed in white, featuring the word "RUTGERS" in a large, serif font, with "THE STATE UNIVERSITY OF NEW JERSEY" in a smaller, sans-serif font below it. A large, faint, circular seal of Rutgers University is visible in the background, centered behind the text.

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