



New Media Talks

User centered design

Kath Straub, PhD

Usability.org

SOME OBSERVATIONS

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reser
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser	Research product
6	Download Music	Buy Something	Get News	Make travel reser	Get news	Visit Gov't Site	Buy something
7	Get Health Info	Get Health Info	Get Health Info	Get health info	Research product	Get health info	Make travel reser
8	Get Religious Info	Visit Gov't Site	Get religious info	Visit SNS	Podcast	Watch video	Watch video
9	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
10	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
11	Rate Product	Read blog	Rate product	Play games	IM	Download	Podcast
12	Download Video	Download Video	Read blog	Download music	Download music	Download video	Research for job
13	Rate Product	Rate Product	Download video	Download video	Download video	Get job info	Auction
14	Get Religious Info	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
15	Auction	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
16	Podcast	Podcast	Create SNS profile	Create SNS profile	Create SNS profile	Create blog	Visit SNS
17	Create Blog	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
18	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

50% **PEW Internet & American Life Project**
collects self-report data on what people
do (or don't) online...

58%

of respondents asked how they
solved one of 10 possible problems
requiring connection or information from
the government said they did it

on the internet

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

**Information searches that
solve problems**

How people use the internet, libraries, and
government agencies when they need help

DECEMBER 2011

58%

of respondents asked how they solved one of 10 possible problems requiring connection or information from the government said they did it

How people look for information has changed.

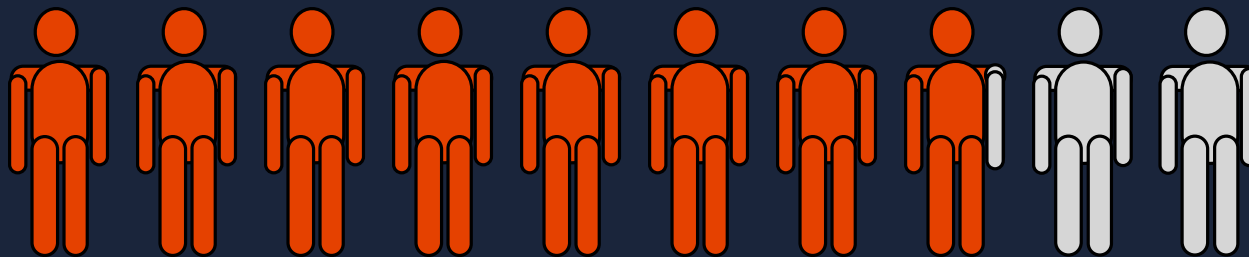
on the internet

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Information searches that solve problems

How people use the internet, libraries, and government agencies when they need help

DECEMBER 2011



78% of people have visited a government website.

Top Tasks

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
		Email	Email	Email	Email	Email	Email
2	Personal tax problem	Search	Search	Search	Search	Search	Search
3	Explore govt. benefits	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Community matters	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Programs agencies offer	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Getting car liscence	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	Research for school or work	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Pe						

REPORTS: DEMOGRAPHICS

Generations Online in 2009

1/28/2009 |  Report | [Sydney Jones](#) [Susannah Fox](#)

face to face

**over
the phone**

BUT
**the way people interact
with government is still
evolving...**

**via the
internet**

PEW / INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

**Information searches that
solve problems**

How people use the internet, libraries, and
government agencies when they need help

DECEMBER 2011

face to face

**Get a
drivers
license**

**over
the phone**

**Resolve a
personal
tax issue**

**Learn
about
programs**

**Explore
benefits**

**via the
internet**

**Do
research**

**The way people interact with government
depends on the problem they are trying to solve.**

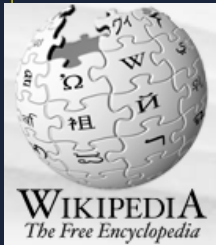
Reminder
For some tasks
people still want
to interact with
other people.

Not websites.



Evidence-driven DESIGN

What is User-centered design?



User-centered design (UCD) is a **process** in which the needs, wants, and limitations of the end user of an interface or document are given extensive attention at each stage of the design process. User-centered design can be characterized as a **multi-stage** problem solving process that not only requires designers to **analyze** how users are likely to use an interface, but also to **test** the validity of their assumptions with regards to user behaviour in real world tests **with actual users**.

User-centered design

Usability Ergonomics

Human Factors Engineering

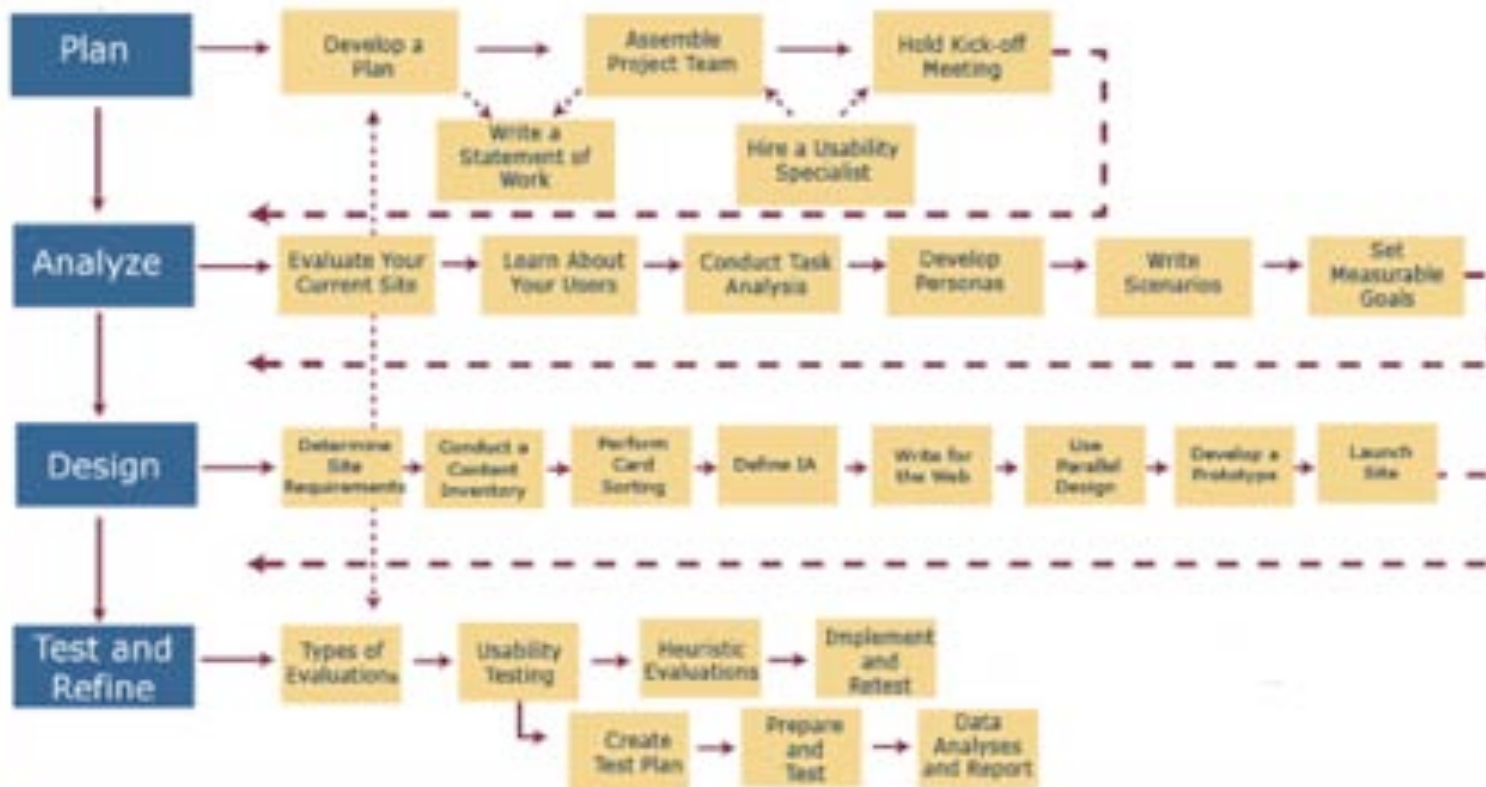
Citizen-centered design

Persuasive Design

Usability fact: A good way to confuse people is to give one thing 5 names and then use them interchangeably.



Usability.GOV | A step-by-step guide to User-centered design



Usability.gov – Usability Home

http://usability.gov/index.html

Usability.gov – Usability Home

Usability.gov

Your guide for developing usable & useful Web sites

SHRRE Font Size Print Download Reader

Home Basics Methods Templates Resources Across Government Articles & Discussion Guidelines About Us

Please don't make me think!

Usability.gov is a one-stop source for government web designers to learn how to make websites more usable, useful, and accessible. The site addresses a broad range of factors that go into web design and development. The site will help you to:

- Plan and design usable sites by collecting data on what users need
- Develop prototypes
- Conduct usability tests and write up results
- Measure trends and demographics

Usability Basics and Methods

The [Usability Basics](#) section provides information about what usability is, why it is important, how much it costs, measurement and other basic information. The [Usability Methods](#) section includes various user-centered design methods that can help improve the usability of your site. Find out how to perform card sorting, create personas and other great methods.

Templates

Usability.gov provides a wide range of [templates](#) for your use. They can be customized for your organization's usability needs. All of the templates are in the public domain and can be freely downloaded.

Guidelines

Articles & Discussion

Organizing Content on Web Sites

As many of you well know, designing a Web site can be very difficult. Part of that difficulty is in creating an information architecture that represents your content and labeling the links to make that content easy to find. [Read More and Comment.](#)

join in

Blog With Usability.gov

Want to hear from you?

new RSS feeds

Done

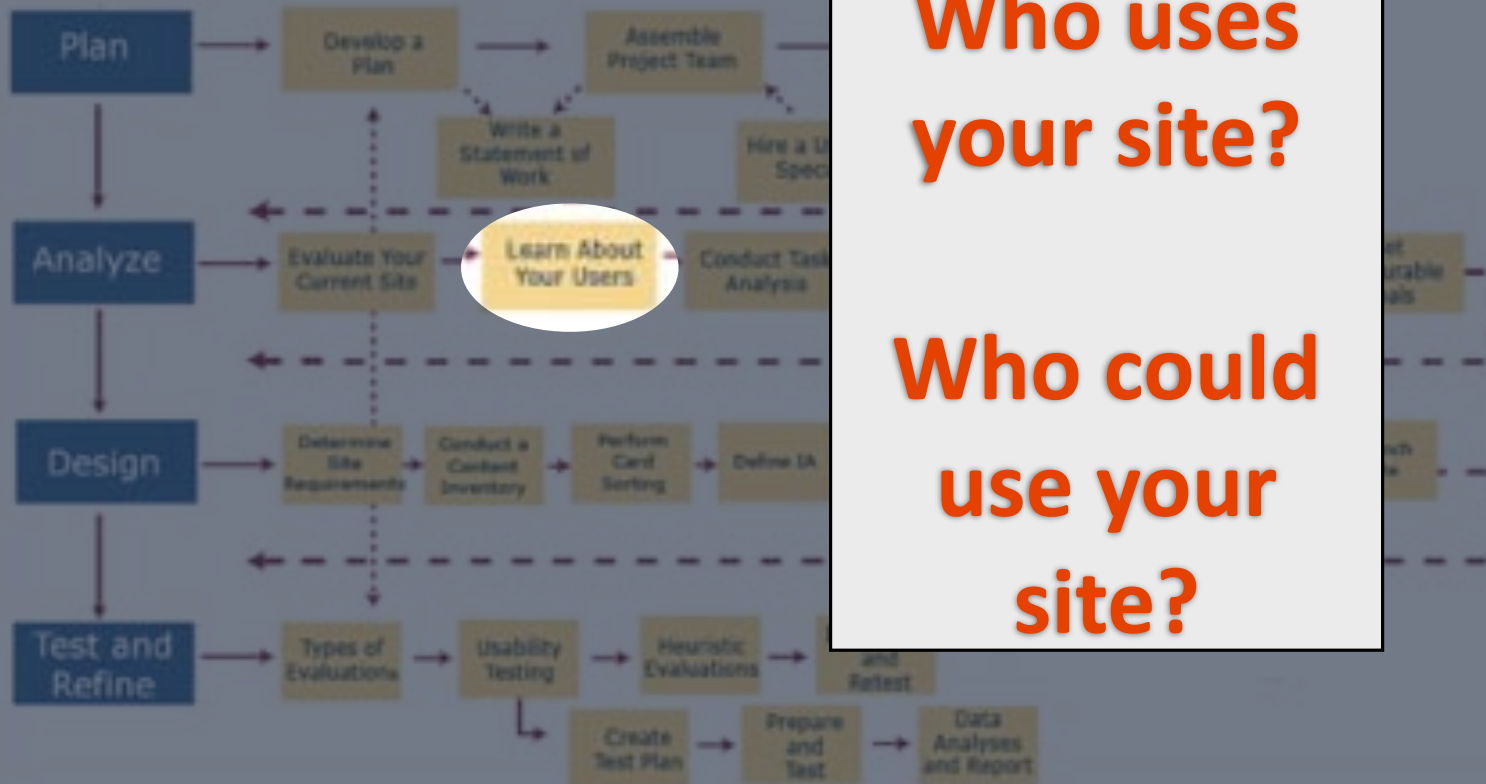
GREAT resource

Take-away

User-centered design is an

iterative process

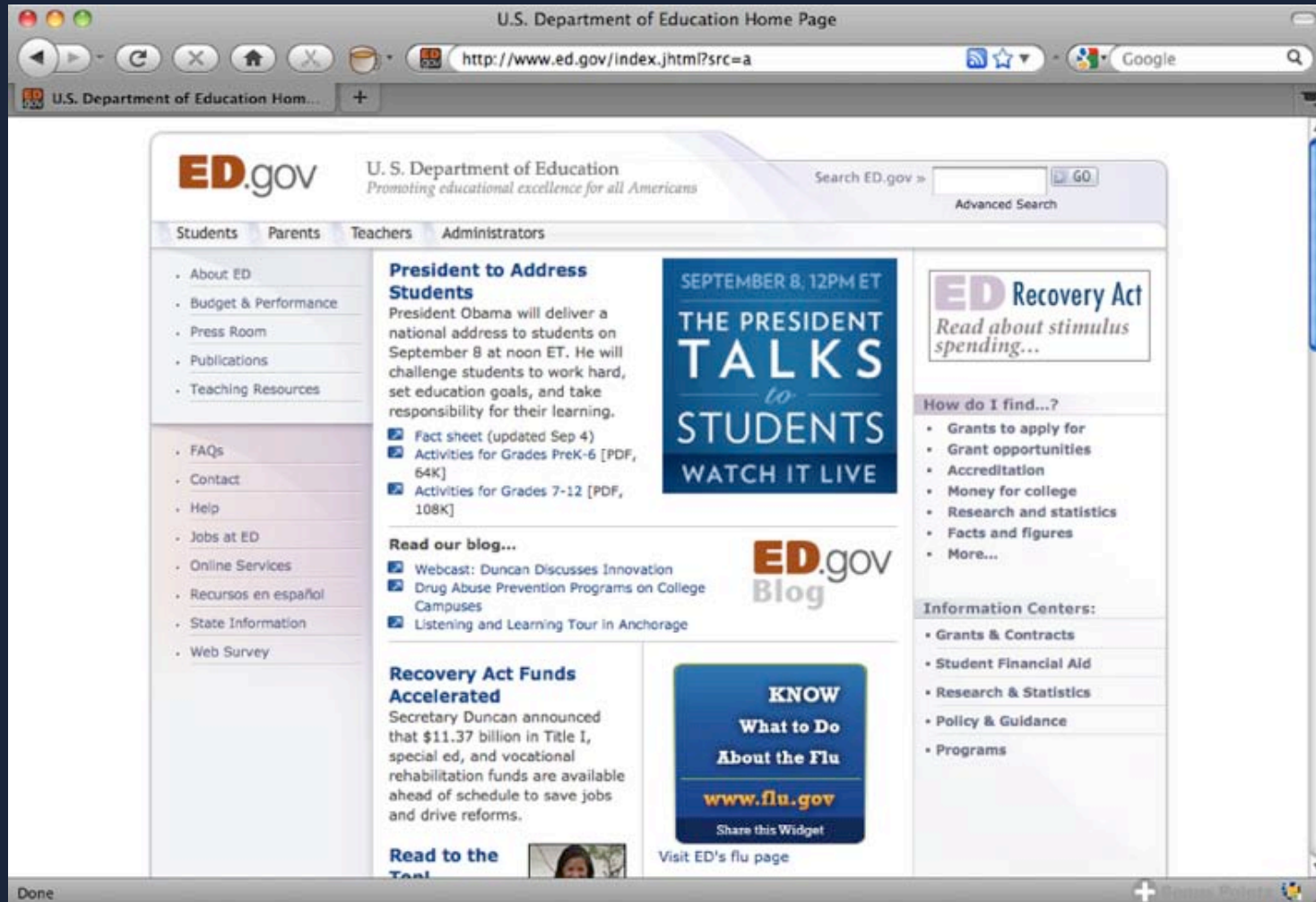
Usability.GOV | A step-by-step guide to User-centered design



**Who uses
your site?**

**Who could
use your
site?**

Usability tip: Usability.gov has tools to help you do these things.



Usability tip: Sometimes your obvious users are not your primary users.

Task-Focused Templates and Resources - WebContent.gov: Better websites. Better government.

http://www.usa.gov/webcontent/managing_content/task

WebContent.gov
Better websites. Better government.

Home Our Community Web Manager University Resources & Tools A-Z Index

Site Topics

- Requirements & Best Practices
- Managing Content
- Usability & Design
- Management & Governance
- Improving Your Website
- Using Technology
- Getting Started

Home > Managing Content > Task-Focused Templates and Resources

Task-Focused Templates and Resources

[Quick-and-Easy Customer Profile Template and Instructions](#)
 (MS Word doc, 54KB, 3 pages, 11/2008)

- Customer Profile, Example 1: [ConsumerAction.gov](#)
 (PDF 55KB, 2 pages, 12/2007, requires [Adobe Acrobat Reader](#))
- Customer Profile, Example 2: [FEMA.gov](#)
 (PDF 54KB, 2 pages, 12/2007, requires [Adobe Acrobat Reader](#))
- Customer Profile, Example 3: [GSA.gov](#)
 (PDF 54KB, 2 pages, 4/2008, requires [Adobe Acrobat Reader](#))
- Customer Profile, Example 4: [USA.gov](#)
 (PDF 308KB, 2 pages, 4/2008, requires [Adobe Acrobat Reader](#))
- Customer Profile, Example 5: [Webcontent.gov](#)
 (PDF 53KB, 2 pages, 4/2008, requires [Adobe Acrobat Reader](#))

Done

Quick & Easy Customer Profile

Quick-and-Easy Customer Profile

Spend 1-2 hours with a colleague completing this questionnaire. The results will help you identify your website's top customers and their top tasks.

Webpage name and URL:

What are your website goals? (Your agency's business goals—e.g., have visitors use the web instead of the phone, and your website customer's goals—e.g., complete an online form as painlessly as possible)

What sources will you use to measure your goals? (e.g., productivity reports)

Webpage statistics for [Insert month, year]:

Number of website visitors:

Top visited pages:

Top search terms (internal and external):

Who are your top customer types?

a)

b)

c)

Estimate the number of visitors of each customer type as a percentage of the total website visitors.

a)

b)

c)

Customer Profile

Page 2 of 3

GREAT resources

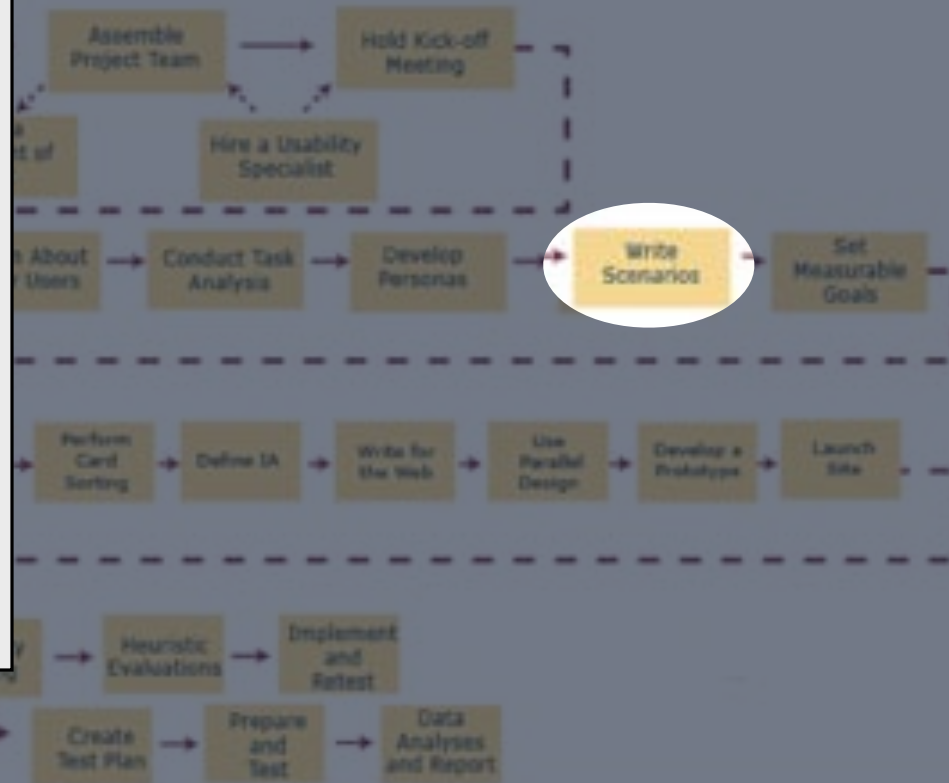
Take-away

The first step in the process is to

know your users

**What are your
users top tasks?**

**What do people
- want to do?
- want to learn?**



Usability tip: Prioritize top tasks according to agency mission and the user goals.

3.
Volume
control →



1.
← ON/OFF →



2.
← Change
channels ←

Usability tip: Learn your users' top 2 or 3 tasks. Get those right first.

Eyetracking is a research technique that lets us watch where people look how long they look there.



Usability tip: Put important things where people will naturally “trip over them”

Shameless plug:

**Learn more about eyetracking
and other usability research
@ the
Web Manager University
Research in Practice
December 9th .**



Internal Revenue Service

http://www.irs.gov/

Change Text Size | Contact IRS | About IRS | Site Map | Español | Help

IRS.gov

Advanced Search Search Tips

Individuals | Businesses | Charities & Non-Profits | Government Entities | Tax Professionals | Retirement Plans Community | Tax Exempt Bond Community

Forms and Publications >>

Top Forms and Publications:

1. [Form W-4](#)
2. [Form W-9](#)
3. [Form 1040](#)
4. [Form 941 for 2009](#)
5. [F. 941 Instructions](#)

Recovery

Buy New Car, Get Tax Break
Sales, other taxes or fees may be deductible on next year's tax return.

Tax Credits for Energy Efficiency
2009 law increases tax credit for improving a home's energy efficiency.

First-Time Homebuyer Credit Expands
2009 law allows tax credit for homes purchased in 2008 or 2009.

5 of 5

I Need To >>

- Report Phishing
- Call or Contact the IRS
- Get a Copy of My Return
- Change my Address

Filing and Payments >>

- where's my refund?
- Go!file
- freefile
- EFTPS

Online Services >>

- Check on Your Refund
- Online Payment Agreement (OPA) Application
- Recovery Rebate Credit Calculator
- How Much Was My Stimulus Payment?
- Apply for an Employer Identification Number (EIN) Online
- Search for Charities

Savings Initiatives Outlined
Changes allow easier savings bond purchases, 401(k) enrollment and more.

Tax Benefits of the American Recovery and Reinvestment Act of 2009
Energy, education, new vehicle and homebuyer credits available to help save you money.

Special Interest

- Too much or too little tax withheld?**
You may be due for a change. Check out the withholding calculator.
- Ask the Experts**
Get up-to-the-minute tax information at the IRS Tax Forums.

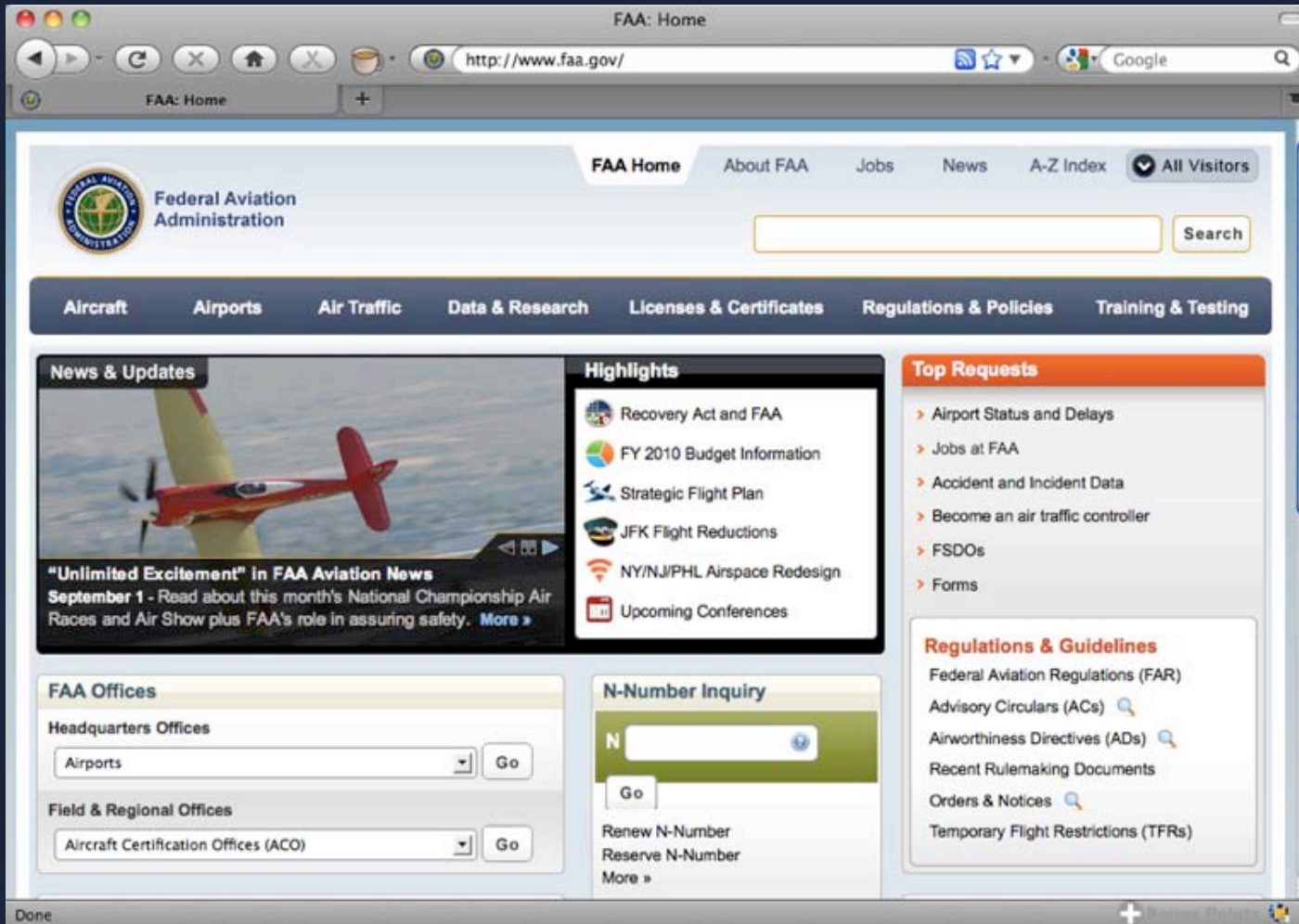
Information About

- Frequently Asked Questions
- Newsroom
- Taxpayer Advocate Service
- Tax Stats

Accessibility | Appeal a Tax Dispute | Careers | Contracting Opportunities | Freedom of Information Act | Important Links

Done

Usability tip: Put the information that people want where they look first.



Usability tip: Design elements like bright colors draw user's attention to key content.

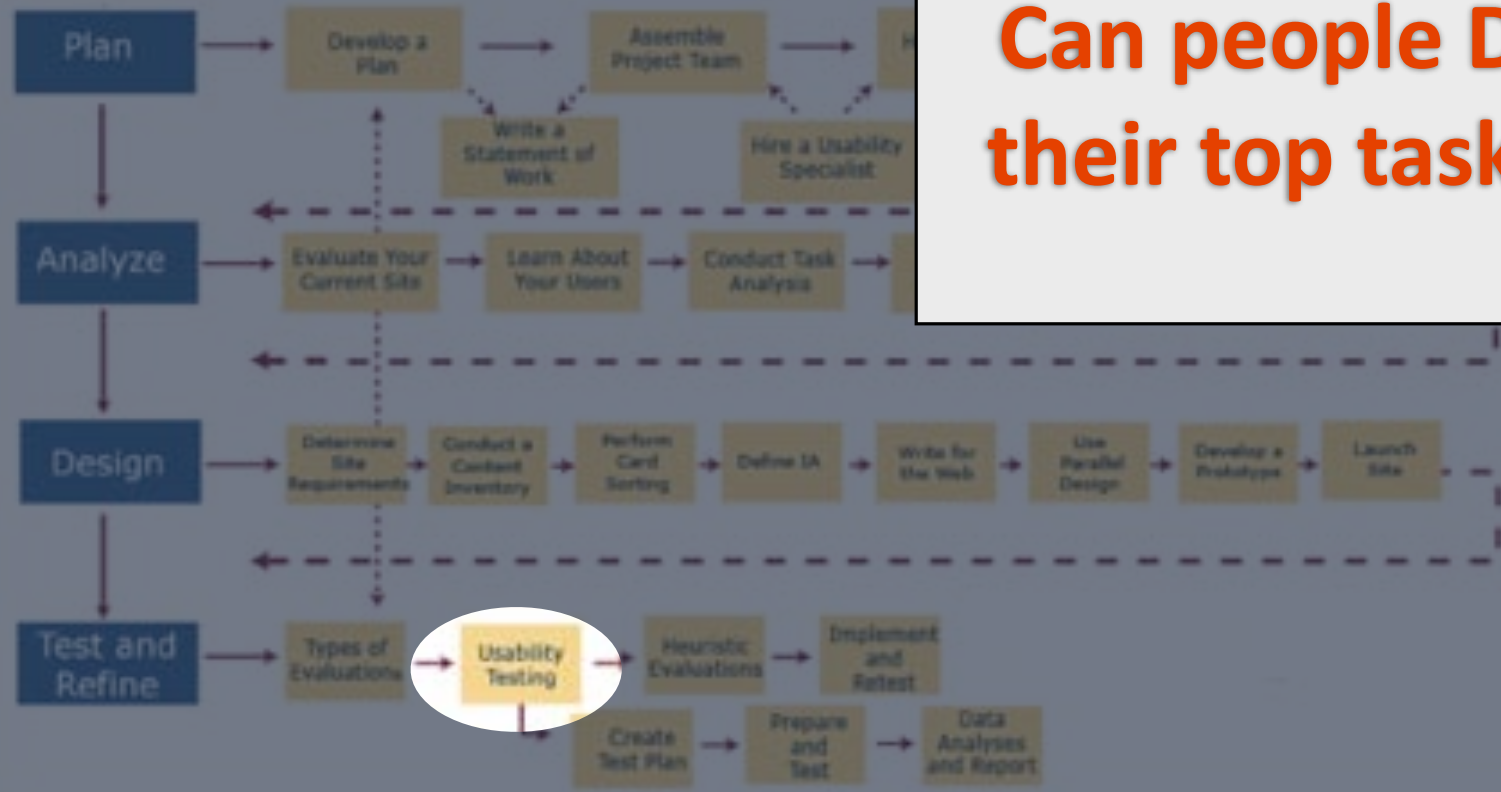
Take-away

Great websites help people do

a few top tasks

really well.

Usability.GOV | A step-by-step guide to User-centered design



Can people DO their top tasks?

Benefits of Usable Websites

1. Citizen get MORE done more efficiently
2. GovStaff does MORE meaningful work
3. Getting things done costs LESS

Why WEBSITES FAIL





"You put your hands under other dryers, rub them a bit, then give up and wipe your hands on your trousers. It's something that's always annoyed me."

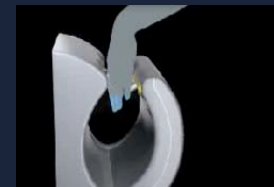
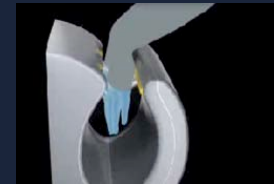
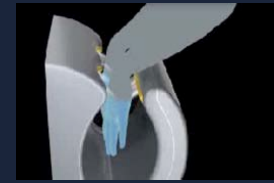
James Dyson



**James
Dyson** →
**The cyclonic separation
vacuum cleaner inventor guy**







If you watch people use this* →

1. They put their hands in.
2. They try to rub them a bit
3. They give up ... and wipe their hands on their trousers.



Usability Tip: Observing people in the field is a form of usability testing.

If you watch people use this* →

1. They put their hands.
2. They try to rub them a bit
3. They give up ... and wipe their hands on their trousers.



← Sound familiar?



Usability Tip: In usability terms this is a “mental model mismatch”

Take-away

Tasks feel easy when they reflect the
mental model
that the user already has.

Other common problems cited by usability test participants

“The wrong stuff
is on top”

“I can’t find
things”

“Content
isn’t helpful”

“Content
is outdated”

“Its in
GovSpeak”

“ Its a giant wall
of words”

“The pictures
don’t help me”

“I’m not after
a news feed”

“Its organized
like the
government”

”I know its here, I just cant find it”



Watch representative users try to do their top tasks.

Can they....

- 1. Find what they need**
- 2. Understand it**
- 3. Act on it**

Usability tip: Its important to watch REPRESENTATIVE users. Not your workmates.

HHS has **2** Usability testing **labs**

available for

FREE

to government employees
on an as available basis.

GREAT resource

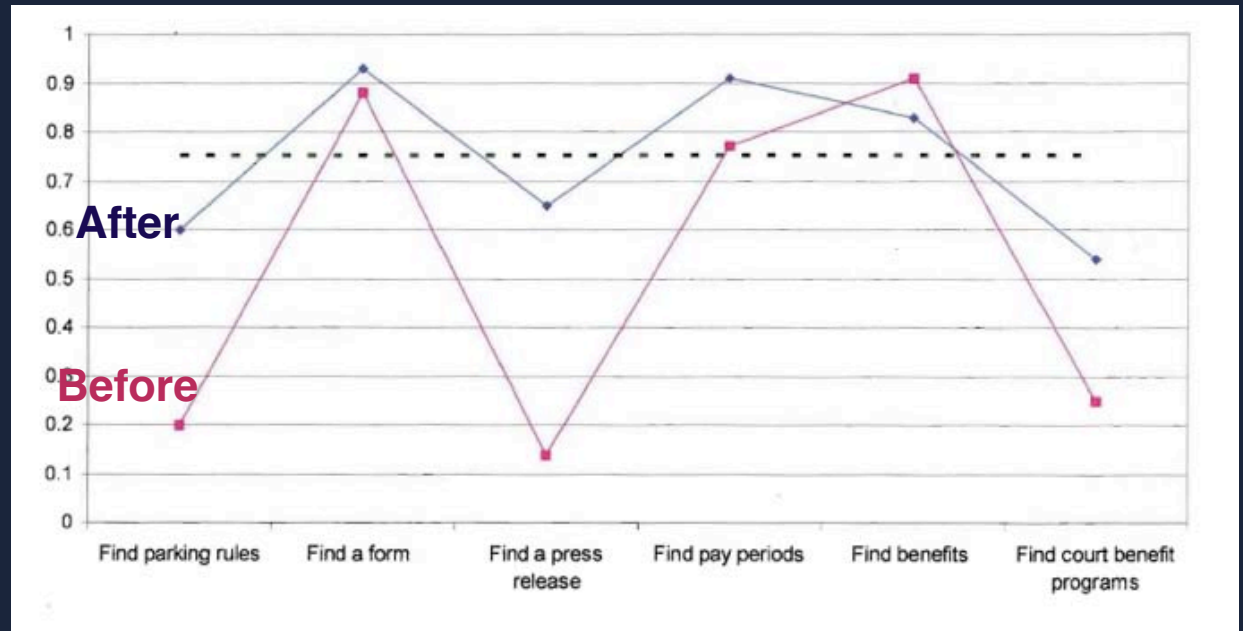
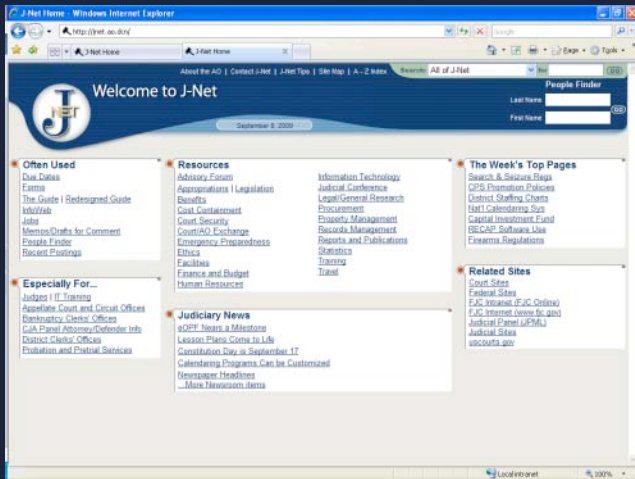


Testing doesn't always need to be formal. Guerilla testing works, too.

Usability tip: Guerilla testing means using paper prototypes to test a few tasks with a few people.

Measure Improve REPEAT

USCourts Intranet



↑ Top Tasks ↑

Small, **VISIBLE** incremental steps.

Usability tip: Mature usability programs, tracks improvement on top tasks over time.

Take-away

User centered design is an
iterative process

A step-by-step guide to User-centered design




The Federal Government has many specialists and many resources (like web.cotent.gov) for people who want to learn more.

Usability tip: A good usability specialist will also mentor your web team as he or she works.

WMU Schedule of Classes Fall 2009 - WebContent.gov: Better Websites. Better Government.

http://www.usa.gov/webcontent/wmu/schedule.shtml

managers university



Home | Our Community | **Web Manager University** | Resources & Tools | A-Z Index

Site Topics

- Requirements & Best Practices
- Managing Content
- Usability & Design
- Management & Governance
- Improving Your Website
- Using Technology
- Getting Started

Home > Resources > Training > [Web Manager University](#) > Fall 2009 Schedule

Web Manager University and New Media Talks for Government

Web Manager University - Fall 2009 Class Schedule

[Register NOW](#) (NOTE: You will be redirected to a 3rd party registration site)

[About Web Manager University](#)

Date	Class	Presenters	Location
Sep 23-24	Managing Government Websites 101	Candi Harrison	Wash, DC (2-day)
Sep 29	Best Practices for Multilingual Websites	Lee Vann	Webinar
Oct 7	Creating Web Metrics Reports That Rock NEW	Jennifer Veesenmeyer	Webinar
Oct 20	Hands-On Card Sorting	Lisa Battle	Wash, DC (Seminar)
Oct 22	Building Online Communities for	Judith	Webinar
	Manager's Playbook NEW		
Dec 2	Finding Your Social Media Voice NEW	Jed Sundwall	Webinar
Dec 9	Latest Usability Trends: Bringing Research Into Practice NEW	Kath Strawn	Wash, DC (1-day)
Dec 15	Intro to Podcasting NEW	Shel Holtz	Wash, DC (Seminar)

me again →

Done

GREAT learning opportunities

Web Content Managers Forum

http://forum.webcontent.gov/

Web Content Managers Forum

An Online Community of U.S. Government Web Professionals

A service of [WebContent.gov](#)

Directory Search

Enter search criteria...

Search »

Home

About the Forum

Member Registration

Member Search »

Groups to Join »

Discussion Forums »

Community News

Community Calendar »

FAQs

Website Policies

Resources

Jump to a Group Homepage...

Contact Us | Sign In | Register

Join the Web Content Managers Forum Today!

Network with other members, stay up-to-date with news, find out about upcoming events, visit your group homepages, submit notes and photos, maintain your personal profile page, and much more!

Register now and after you have been approved, you can enjoy the benefits of staying connected. The site is only open to registered members so you will be able to interact without the worry of your information being viewed by outside parties.



Calendar

9/9/2009 » 9/10/2009 Gov 2.0 Summit	9/16/2009 Talking Social Media With Managers
9/10/2009 User Centered Design - A FREE WEBINAR	9/17/2009 Virtual Panel of Social Voting Tools - (Forum Call)
9/16/2009 » 9/18/2009 2009 NAGW National Conference	9/21/2009 Cooliris: Uses in Government

NEWEST MEMBERS

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N. Bryant Government: Federal	Sign Up
C. Rose Government: Federal	Sign Up
S. Pollock Government: State/Territory	Sign Up
J. Markatos	Sign Up

FEATURED MEMBERS

Nicole Burton

LATEST NEWS

21 hours ago

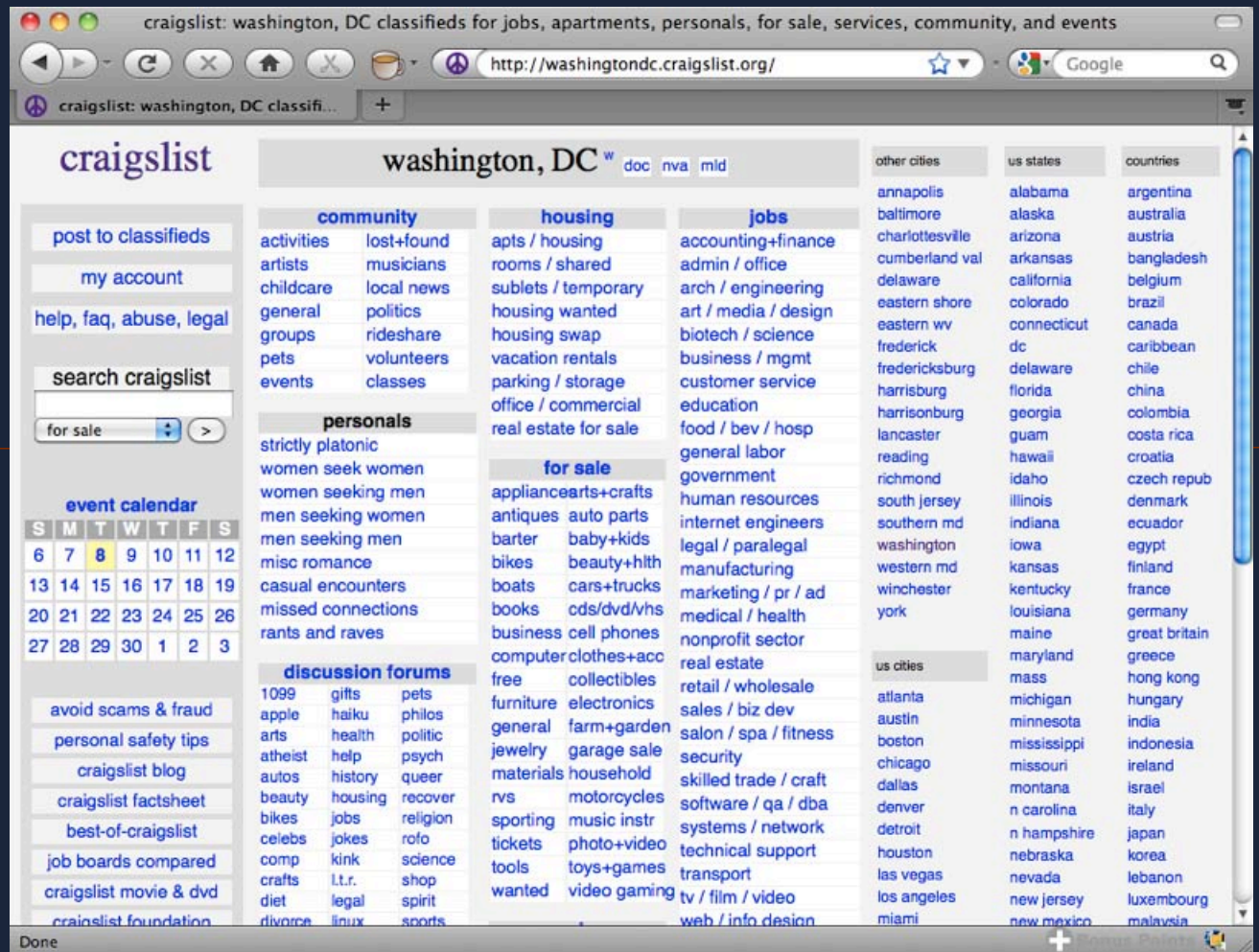
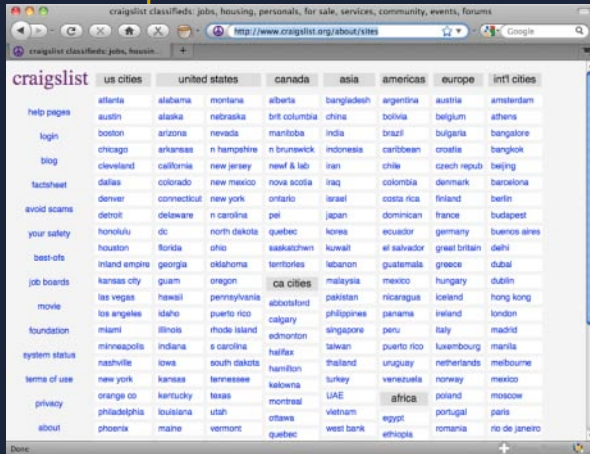
Transferring data from forum.webcontent.gov...

GREAT sharing forum

Take-away

The best websites are

evidence-driven.



Craig's list
Usable
Useful
not pretty

Take-away

People use websites that help them
get things done.

If you do nothing else



1. Make a list of your top tasks
2. Watch real users try to do them
(better yet conduct usability testing)
3. Learn more
 - Tools and Information
 - Learning opportunities

Presenter information

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+1.443.831.1351



kas



kstraub



researchdrivebys.usability.org

A caution

Usability &

SOCIAL NETWORKING

Top Citizen-to-Government Tasks

Learn things

Do things

Participate in government

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation	
1	Play Games	Email	Email	Email	Email	Email	Email	
2	Email	Search	Search	Search	Search	Search	Search	
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info	
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reser	
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser	Research product	
6	Download Music	Buy Something	Get News	Make travel reser	Get news	Visit Gov't Site	Buy something	
7	Visit virtual world	Get Health Info	Make Travel Reser	Buy something	Make travel reser	Buy something	Get news	
8	Head Blog	Make Travel Reser	Visit Gov't Site	Research for job	Bank	Bank	Get job info	
9	Buy something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank	
10	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games	
11	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product	
12	Get Health Info	Bank	Bank	IM	IM	IM	Read blog	
13	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video	
14	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video	
15	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info	
16		Read blog	Rate product	Play games	IM	Download	Podcast	
17	19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
18	20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
19	21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
20	22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
21	23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
22	24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
23	25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

PEW Internet & American Life Project

collects self-report data on what people do (or don't) online...

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy something	Get health info	Get health info	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make travel reserv	Buy something	Make travel reserv	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make travel reserv	Visit Gov't Site	Research info	Bank	Bank	Get religious info
10	Buy Something	Get job info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Rate product	Rate product	Rate product	Rate product	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

Generations Online explores who does what by age cohort

Data is from December 2008

50%

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19		Download Video	Read blog	Download music	Download music	Download video	Research for job
20		Rate Product	Read blog	Download music	Download music	Get job info	Auction
21		Get Religious Info	Read blog	Download music	Download music	Visit SNS	Create blog
22		Read Blog	Read blog	Download music	Download music	Visit SNS	Download music
23		Read Blog	Read blog	Download music	Download music	Visit SNS	Visit SNS
24	-	Create blog	Create blog	Create blog	Create blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

**Video watching is going up.
But it is still only common with only digital natives.**

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser.	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make Travel Reser.	Buy something	Make travel reser.	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get Job Info	Get religious info	IM
12	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
13	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

Social networking sites get more press than traffic.

Blogs are, arguably, the most well known of the social networking tools. Many a blog exists. Only a few are read...by a only few.

50%

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Research product	Research product	Research product
4	Get News	Watch Video	Buy something	Buy something	Buy something	Buy something	Buy something
5	Watch video	Get Health Info	Make Travel Reser	Buy something	Make travel reser	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser.	Visit Gov't Site	Research for job	Bank	Bank	Get religious info
10	Buy Something	Get Job Info	Research for job	Bank	Research for job	Research for job	Bank
11	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Get religious info	IM
12	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
13	Create Blog	Download Music	Download Music	Get religious info	Rate product	Play games	Rate product
14	Get Health Info	Bank	IM	Rate product	Get religious info	IM	Read blog
15	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
16	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
17	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
18	-	Read Blog	Rate product	Play games	IM	Download	Podcast
19	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
20	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
21	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
22	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
23	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
24	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

	TEENS	GEN Y	GEN X	Younger Boomers	Older Boomers	Silent Generation	G.I. Generation
1	Play Games	Email	Email	Email	Email	Email	Email
2	Email	Search	Search	Search	Search	Search	Search
3	Instant Message	Research Product	Research Product	Research product	Get health info	Research	Get health info
4	Visit SNS	Get News	Get Health Info	Get health info	Research product	Get health info	Make travel reserv
5	Get News	Watch Video	Buy Something	Get news	Buy something	Make travel reser.	Research product
6	Download Music	Buy Something	Get News	Make travel reser	Get news	Visit Gov't Site	Buy something
7	Watch Video	Get Health Info	Make Travel Reser	Buy something	Make travel reser	Buy something	Get news
8	Create SNS Profile	Visit SNS	Bank	Visit Gov't Site	Visit Gov't Site	Get news	Visit Gov't Site
9	Read Blog	Make Travel Reser	Visit Gov't Site	Search for job	Bank	Religious info	IM
10	Download Video	Create SNS Profile	Watch Video	Watch video	Get job info	Religious info	IM
11	Get job info	IM	Get job info	Get job info	Watch video	Rate product	Play games
12	Create Blog	Rate product	Rate product	Rate product	Rate product	Rate product	Rate product
13	Get Health Info	Research for Job	Research for Job	Research for Job	Research for Job	Research for Job	Research for Job
14	Get Religious Info	Visit Gov't Site	Get religious info	IM	Play games	Watch video	Watch video
15	Podcast	Research for Job	Play Games	Auction	Auction	Read blog	Download video
16	Visit virtual world	Play Games	Visit SNS	Read blog	Read blog	Auction	Get job info
17	-	Read Blog	Rate product	Play games	IM	Download	Podcast
18	-	Download Video	Read blog	Download music	Download music	Download video	Research for job
19	-	Rate Product	Download video	Download video	Download video	Get job info	Auction
20	-	Get Religious Info	Auction	Visit SNS	Podcast	Visit SNS	Create blog
21	-	Auction	Create SNS profile	Podcast	Visit SNS	Podcast	Download music
22	-	Podcast	Podcast	Create SNS profile	Create SNS profile	Create blog	Visit SNS
23	-	Create Blog	Create Blog	Create Blog	Create Blog	Create SNS profile	Create SNS profile
24	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world
25	-	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world	Visit virtual world

50%

The channels and tools that you use determine who you reach.