



Future of the Internet: Role of the Web and New Media in the Public Sector

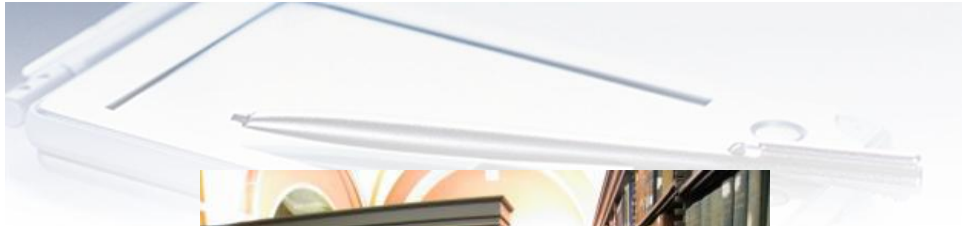
Webmanager University – Joseph Pagano Memorial Lecture
December 13, 2011
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Pew Internet
Pew Internet & American Life Project

a project of the
PewResearchCenter

PewInternet.org





THE CHRONICLE
of Higher Education

November 1
Conf
Back
By Marc
Tweck
he/sh
Conf
TY
And you

we need a tshirt, "I survived the keynote disaster of 09"

it's awesome in the "I don't want to turn away from the accident because I might see a severed head" way

too bad they took my utensils away w/ my plate. I could have jammed the butter knife into my temple.

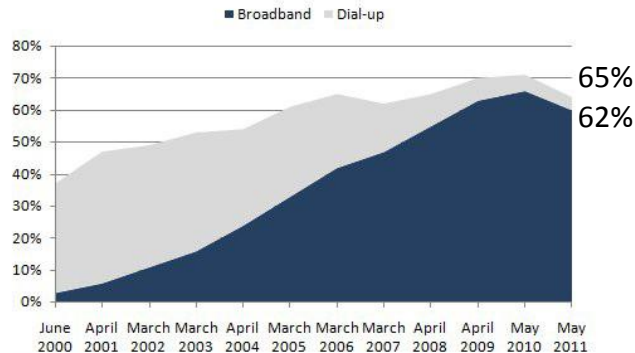


Three revolutions have created a new world

Digital Revolution 1 Internet (78%) and Broadband at home (62%)

Broadband and Dial-up Adoption, 2000-2011

% of American adults (age 18+) who access the internet at home via dial-up or broadband, over time.



Source: Pew Internet & American Life Project Surveys, March 2000-May 2011.

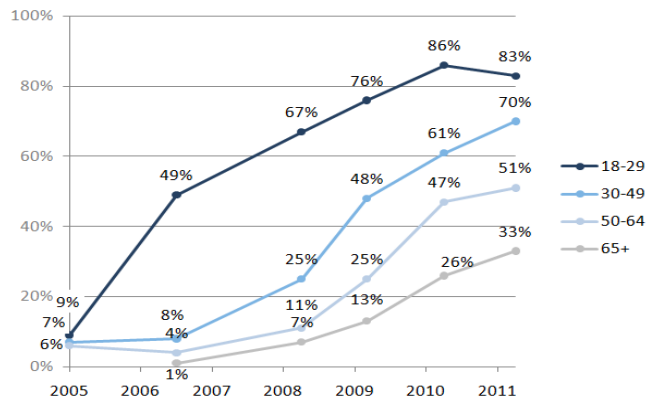
pewinternet.org

Networked creators among internet users

- 65% are social networking site users
- 55% share photos
- 37% contribute rankings and ratings
- 33% create content tags
- 30% share personal creations
- 26% post comments on sites and blogs
- 15% have personal website
- 15% are content remixers
- 14% are bloggers
- 13% use Twitter
- 6% location services – 9% allow location awareness from social media

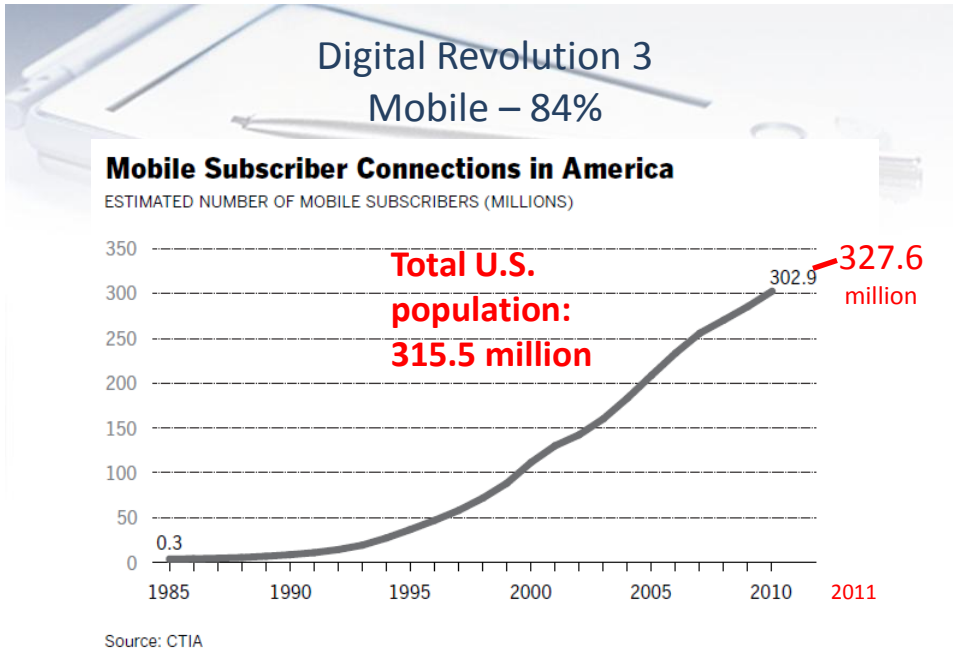
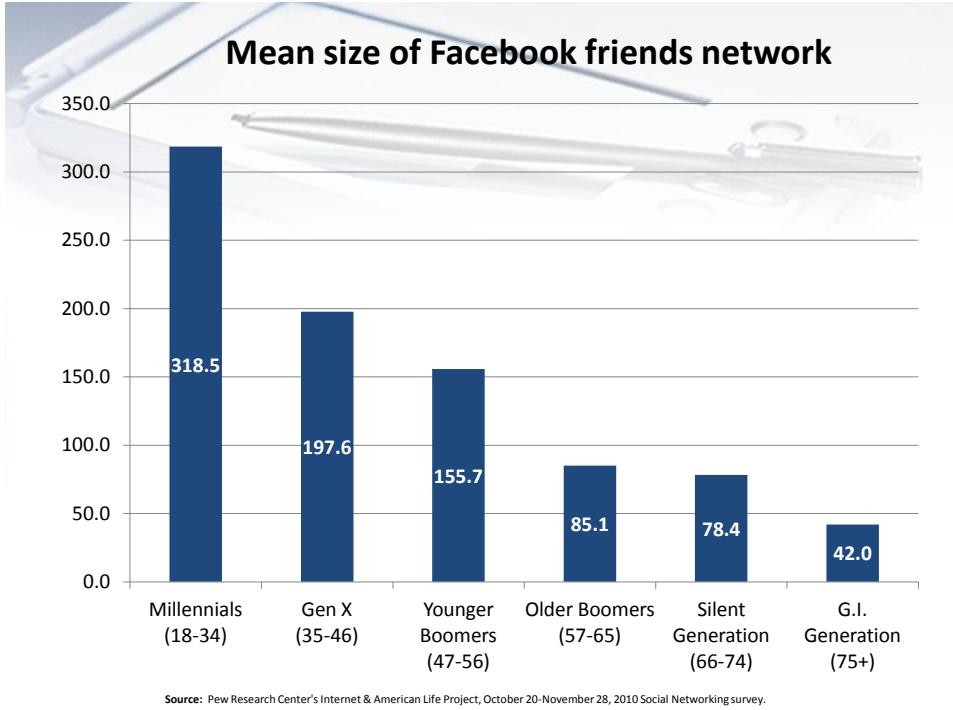
Digital Revolution 2 Social networking – 50% of all adults

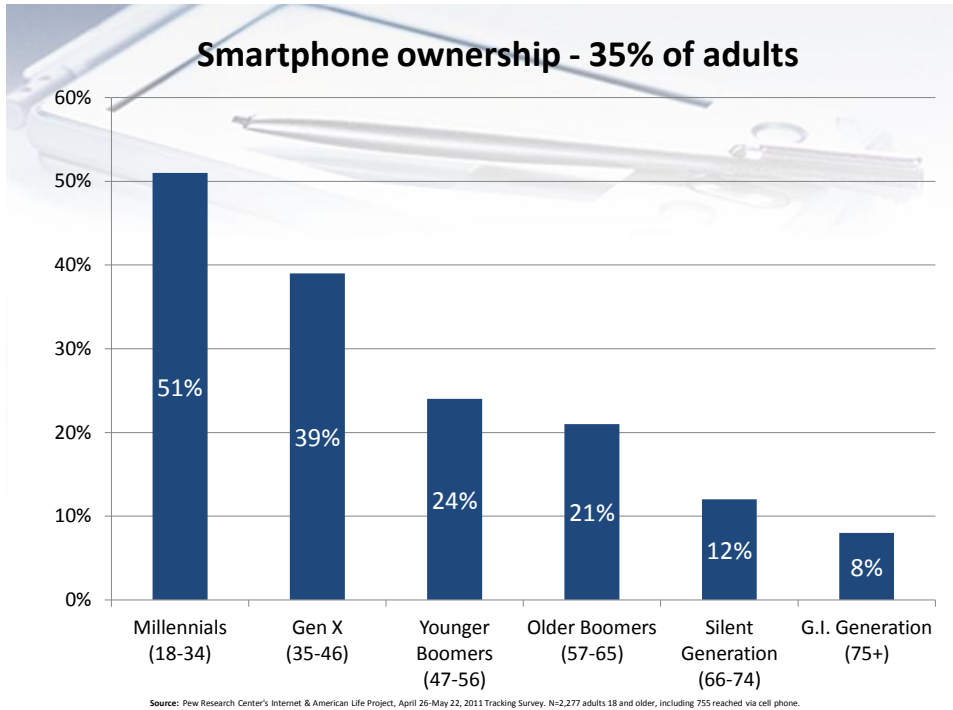
Social networking site use by age group, 2005-2011
The percentage of adult internet users in each age group who use social networking sites



Note: Total n for internet users age 65+ in 2005 was < 100, and so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011.





56% of adults own **laptops** –
up from 30% in 2006



52% of adults own **DVRs** –
up from 3% in 2002



44% of adults own **MP3 players** –
up from 11% in 2005



42% of adults own **game consoles**



12% of adults own **e-book readers** - Kindle



11% of adults own **tablet computer** - iPad

New Reality 1) The world is full of networked individuals using networked information

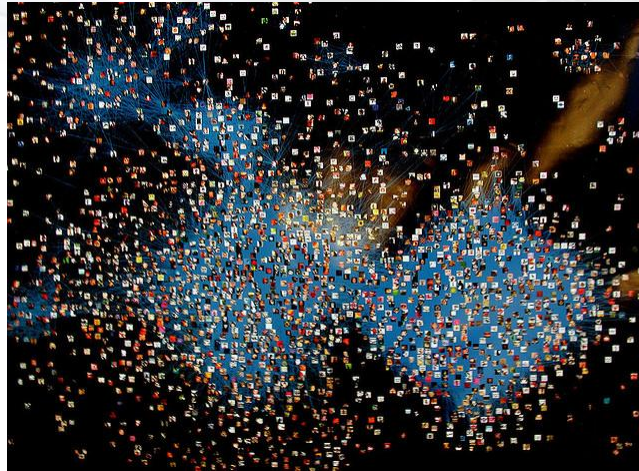


Image attribution: Flickrverse, Expanding Ever with New Galaxies Forming Cobalt123
<http://www.flickr.com/photos/cobalt/34248855/sizes/z/in/photostream/>

New Reality 2) Giant changes in civic culture and mediasphere have created new contours of public life

In America



Abroad



New Reality 3) There are new ways to interact with government

The screenshot shows the USA.gov website with the following elements:

- Navigation links: Home, FAQ, Site Index, E-mail Us, Chat, Publications
- USA.gov logo with the tagline "Government Made Easy"
- Search bar with a "SEARCH" button and a phone number: 1-800-FED-INFO (333-4636)
- Search Trends: Mailing Packages, Arizona Immigration Law, Mortgage Options, Holiday Trivia
- Main navigation: Get Services, News, Explore Topics, Find Government Agencies, Contact Government
- Featured section: "Give the Gift of Service" with a "DAY 8" counter and a "HOLIDAY TIPS" button. Text: "During the holidays, sometimes the best gift you can give is yourself. Find out where you can invest a little time in your community to make a big impact on your neighbors' lives."
- POPULAR TOPICS list:
 - Government Jobs
 - A-Z List of Agencies
 - Grants, Loans, and Financial Assistance
 - Government Auctions
 - Unclaimed Money
- Just for You ... section with categories: Citizens, Businesses and Nonprofits, Government Employees, Visitors to the United States, Seniors, Military and Veterans. Includes a "MORE AUDIENCES" button.
- U.S. Postal Service App section: "Track a package, find Post Offices, look up a ZIP code and many more tools. More on U.S. Postal Service App >" with a "FIND MORE APPS" button.
- Take Our Poll section: "How much do you plan on spending on the holidays this year?" with radio button options: Less than \$100, \$100-\$300, \$300-\$500, More than \$500. Includes a "VOTE TO SEE RESULTS" button.
- Connect with Government section with social media icons for Facebook, Twitter, RSS, Mobile, YouTube, Our Blog, and Share.

New places for transactions

% of internet users who did following in last 12 months:

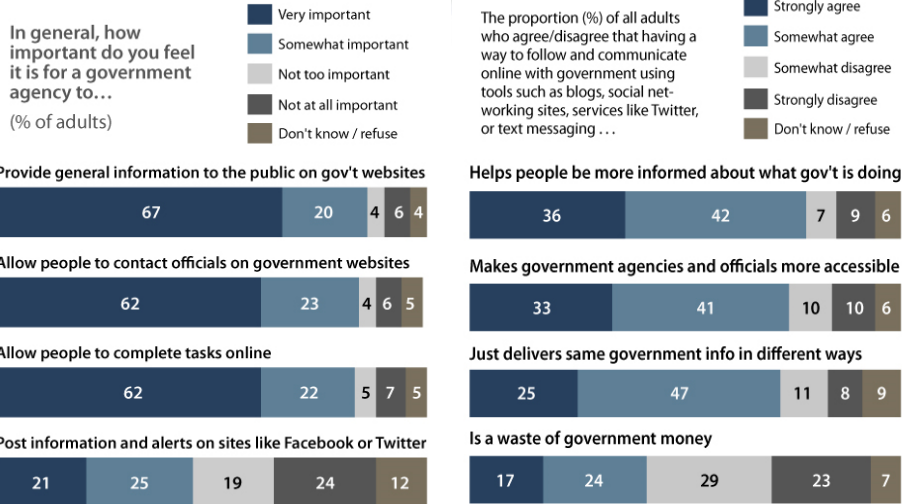
Look for info about a public policy or issue	48%
Look up what services a government agency provides	46%
Download government forms	41%
Research official documents or statistics	35%
Renew a driver's license or auto registration	33%
Get recreational or tourist info	30%
Get advice/info about a health or safety issue	25%
Apply for government benefits	23%
Apply for a government job	19%
Pay a fine	15%
Apply for a recreational license	11%

Other avenues for gov. info and interaction

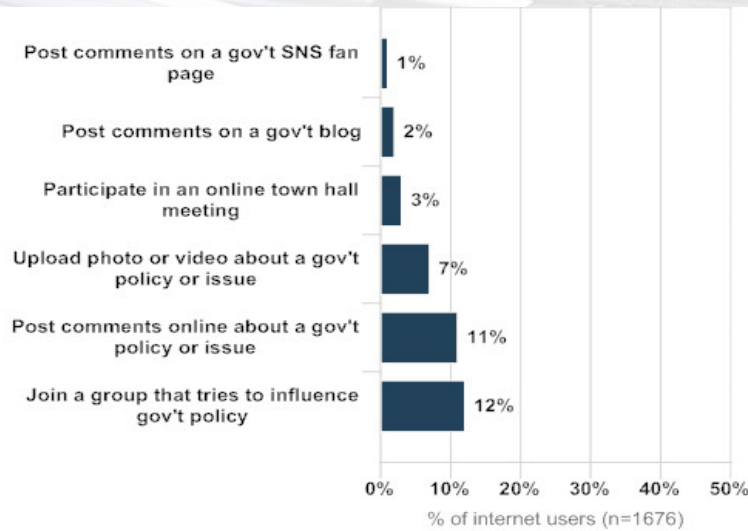
31% of internet users did at least one of the following activities in the preceding 12 months:

- 15% of internet users watched a video on a government website
- 15% of email users signed up to receive email alerts from a government agency or official
- 13% of internet users read the blog of a government agency or official
- 5% of internet users followed or become a fan of a government agency or official on a social networking site
- 4% of texters signed up to receive text messages from a government agency or official
- 2% of internet users followed a government agency or official on Twitter

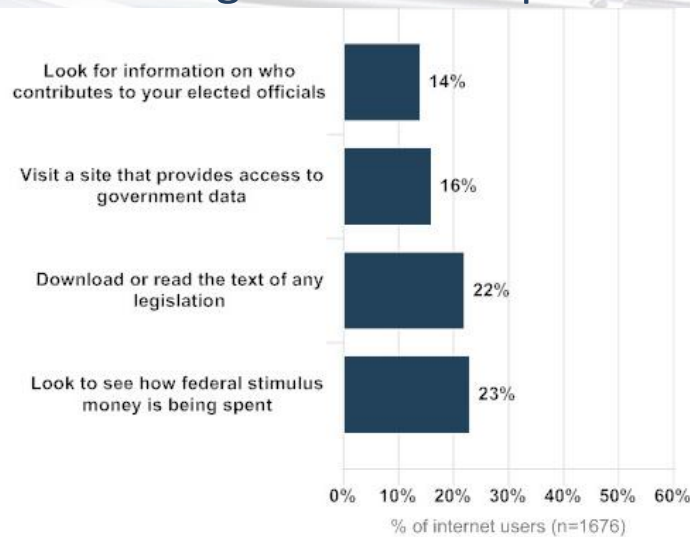
Mixed views on social media outreach



Nearly one-quarter of internet users are “government participators”



40% of internet users go online for data about government operations



New Reality 4) Influence is migrating from organizations to networks and new “experts”

Traditional experts with new platforms, esp. blogs



Amateur experts who are avid contributors – sometimes with tribes



New algorithmic authorities



New Reality 4) Corollaries

Social networks are more influential and are differently segmented and layered

Sentries



New Reality 4) Corollaries

Social networks are more influential and are differently segmented and layered

Evaluators



New Reality 4) Corollaries

Social networks are more influential and are differently segmented and layered

Audience



New Reality 5) The exchange of health information has become a peer-to-peer proposition

The % of internet users who have looked online for information about...	
66	specific disease or medical problem
56	certain medical treatment or procedure
44	doctors or other health professionals
36	hospitals or other medical facilities
33	health insurance, including private insurance, Medicare or Medicaid
29	food safety or recalls
24	drug safety or recalls
22	environmental health hazards
19	pregnancy and childbirth
17	memory loss, dementia, or Alzheimer's
16	medical test results
14	how to manage chronic pain
12	long-term care for an elderly or disabled person
7	end-of-life decisions
28	another health topic not included in the survey
80	at least one of the above topics

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Survey. N=3001 adults and the margin of error is +/- 3 percentage points for the full sample. Margins of error for sub-populations are higher.

Health care now is....

- Social networking experience
 - 34% have read someone else's commentary or experience on an online news group, website, or blog
 - 25% have watched an online health video
 - 24% have consulted online reviews of particular drugs/ treatments
 - 18% have gone online to find others who have similar health issues
 - 11% of SNS users posted comments/queries
 - 9% have joined health-related group on SNS
- Participatory
 - 13% more broadly posted comments/reviews
 - 16% have consulted online rankings of doctors
 - 15% have consulted online rankings of medical facilities.
- Mobile
 - 17% of cell owners have used their phone to look up health info
 - 9% of cell owners have health "apps"

Have you or anyone you know been helped by following medical advice or health information found on the internet?

	All adults	Total helped
Yes, major help	6%	30%
Yes, moderate help	15	
Yes, minor help	9	
No/don't know/refused	69	-

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Survey. N=3001 adults and the margin of error is +/- 3 percentage points for the full sample.

Have you or anyone you know been harmed by following medical advice or health information found on the internet?

	All adults	Total harmed
No/don't know/refused	97%	-
Yes, minor harm	1	3%
Yes, moderate harm	1	
Yes, serious harm	1	

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Survey. N=3001 adults and the margin of error is +/- 3 percentage points for the full sample.

New Reality 6) The flow of news has changed – and so have people's attention zones

- Continuous partial attention to media streams
- Immersion in deep dives
- Info-snacking in moments



New Reality 7) All organizations are under more scrutiny and transparency is a new marker of trust

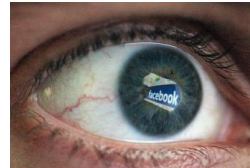
Surveillance – powerful
watch the ordinary



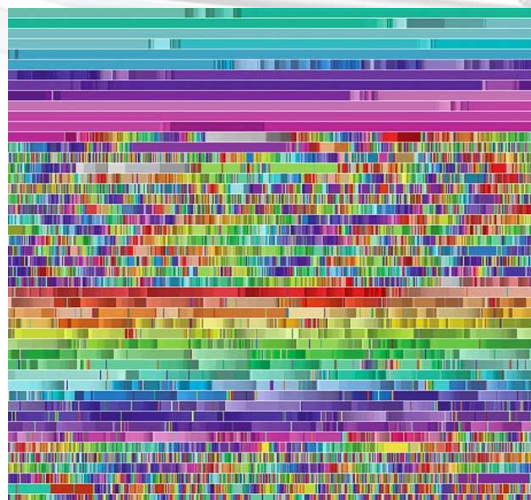
Sousveillance – ordinary
watch powerful



Coveillance – peers stalk
peers



New Reality 8) The age of big data is upon us –
and will give new power to analytics



"Visualizing Big Data." *Wired Magazine*. June 23, 2008.

http://www.wired.com/science/discoveries/magazine/16-07/pb_visualizing

New Reality 9) Still ruled by uncertainty



Your map is wrong!

New Reality 9) Corollaries

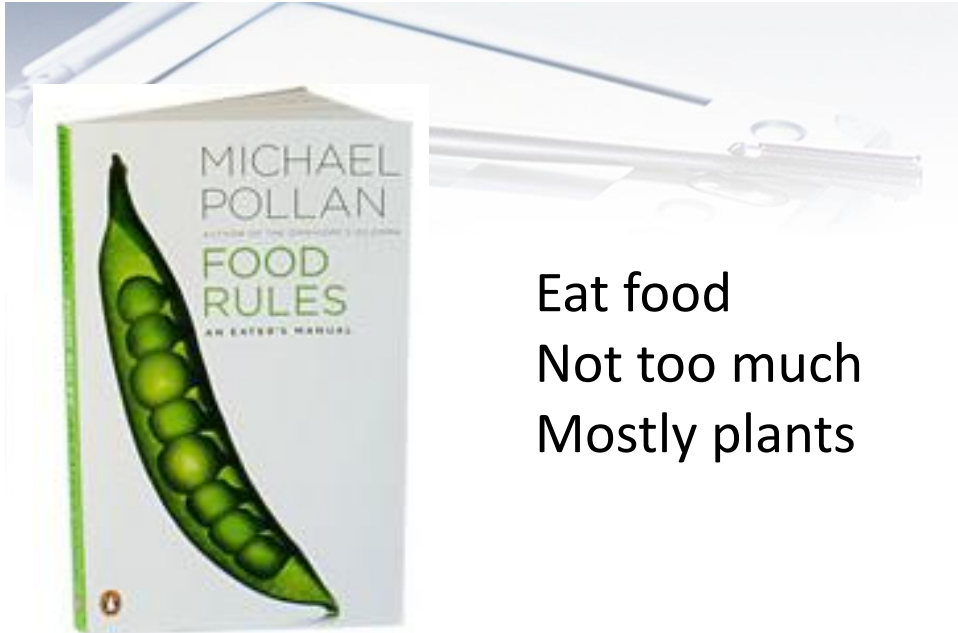
The architecture itself



Information policies



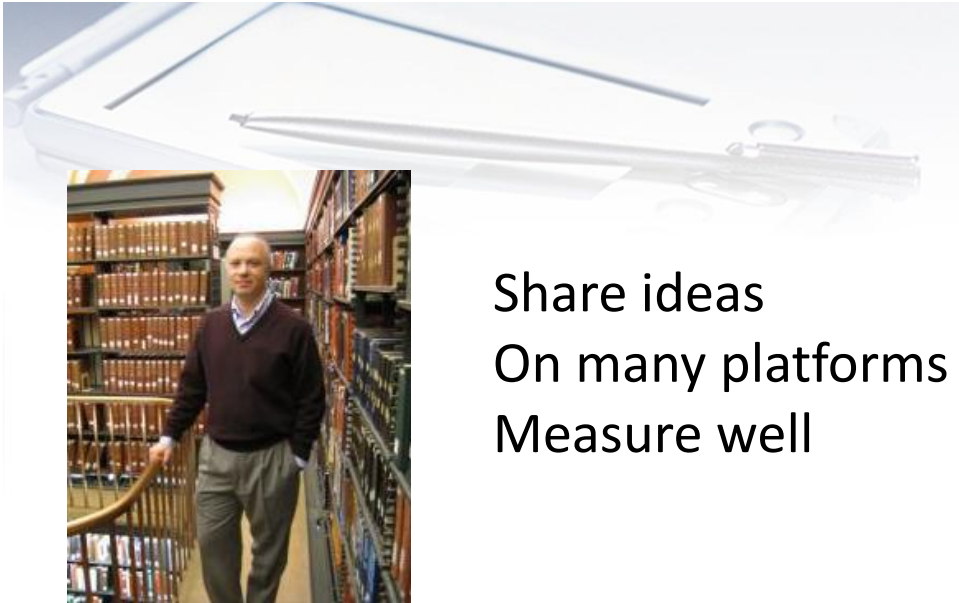
Social norms and attitudes



Eat food
Not too much
Mostly plants



Be unforgettable
Engage the crowd
Adjust accordingly



Share ideas
On many platforms
Measure well



Thank you!