



New Media Usage among Youth



Ova konferencija za štampu realizovana je zahvaljujući građanima SAD u okviru programa podrške medijima Američke agencije za međunarodni razvoj (USAID). Izneti stavovi pripadaju isključivo autoru i ne predstavljaju zvaničan stav USAID-a.



Članovi konzorcijuma

- IREX
- OSCE
- MEDIA S
- Institute for Sustainable Communities




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Methodological info

- Ad hoc CATI survey, representative sample for population of Serbian citizens aged 12 and more, Target population size is 6,557,000, Sample size is 2088
- 9 days Diary (5 working days and 2 weekends), 30 minutes time slots, Data were collected via Internet (On Line), Data were collected in period September, 1st to September, 9th, Sample is convenient, non-random, with rough quotas. Total number of respondents – 207

A close-up, angled shot of a black clapperboard against a light blue background. The clapperboard has a white and black striped top bar. The text 'On Media in General' is written in a bold, yellow, italicized font across the center. Below the title, the clapperboard's grid is partially visible with labels 'PROD. NO.', 'SCENE', 'TAKE', and 'DATE' in white capital letters.

***On Media in
General***

PROD. NO.
SCENE

TAKE

DATE

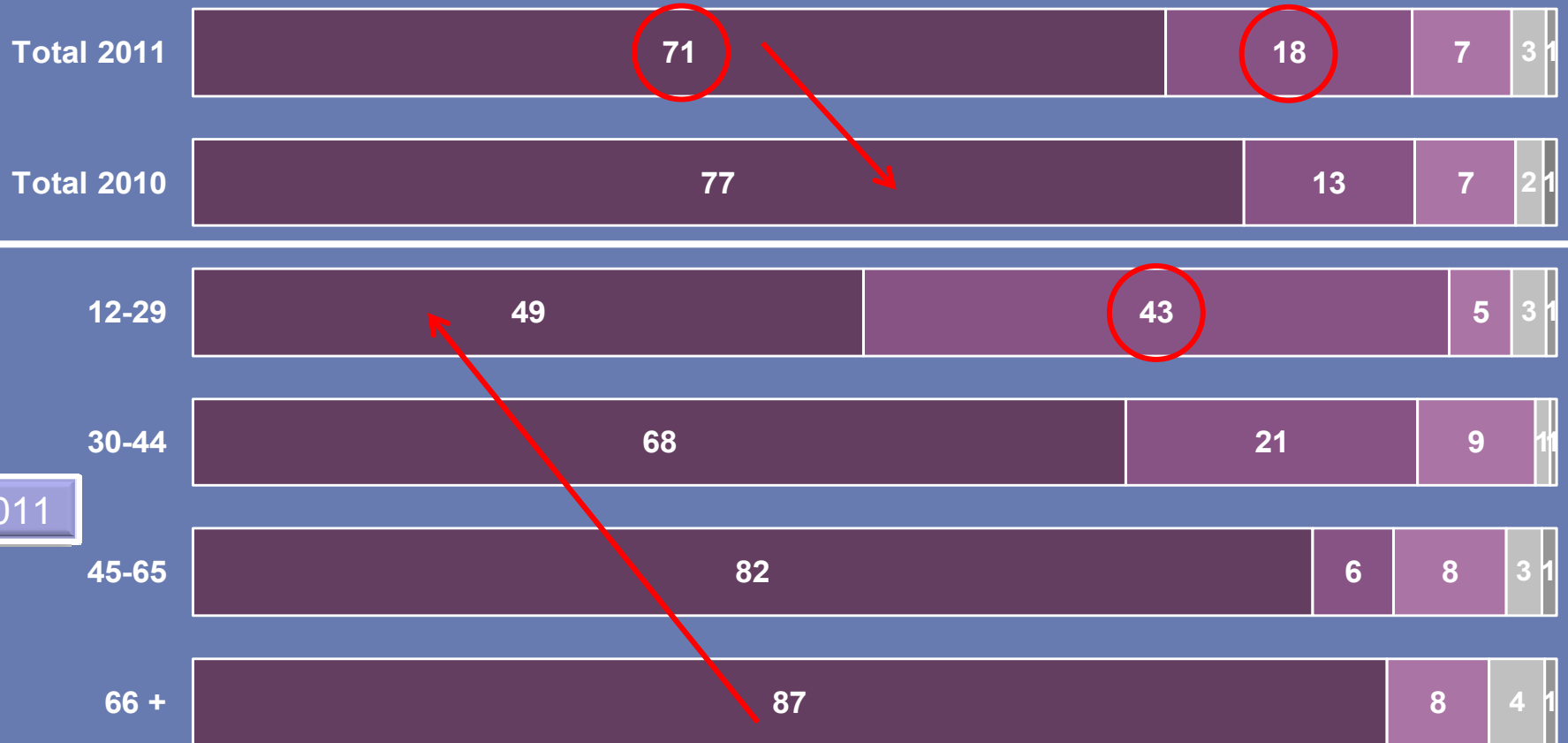


Main source of information

Base: Total target population

Which medium do you follow the most to collect information in general?

■ % TV ■ % Internet ■ % Daily newspapers ■ % Radio ■ % Other ■ % None/DK/Ref



2011

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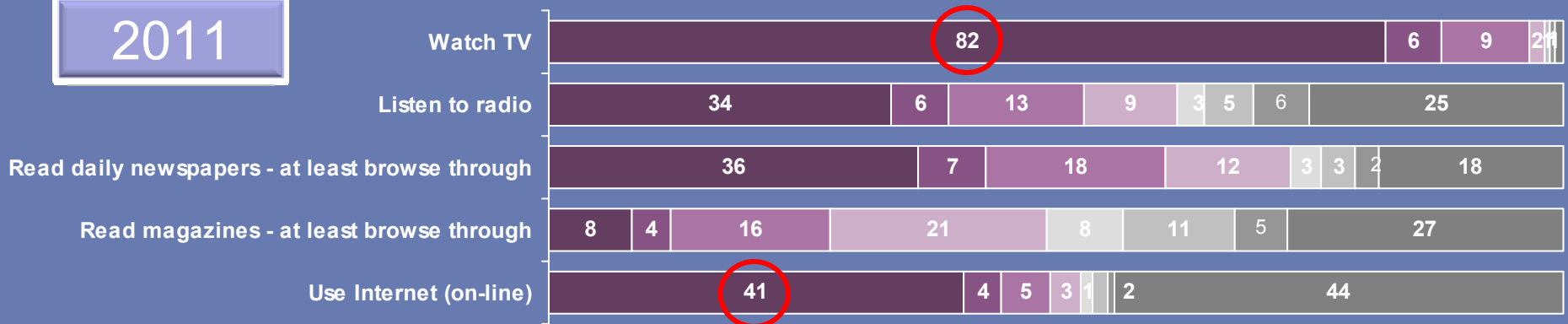


How often do you...?

Base: Total target population

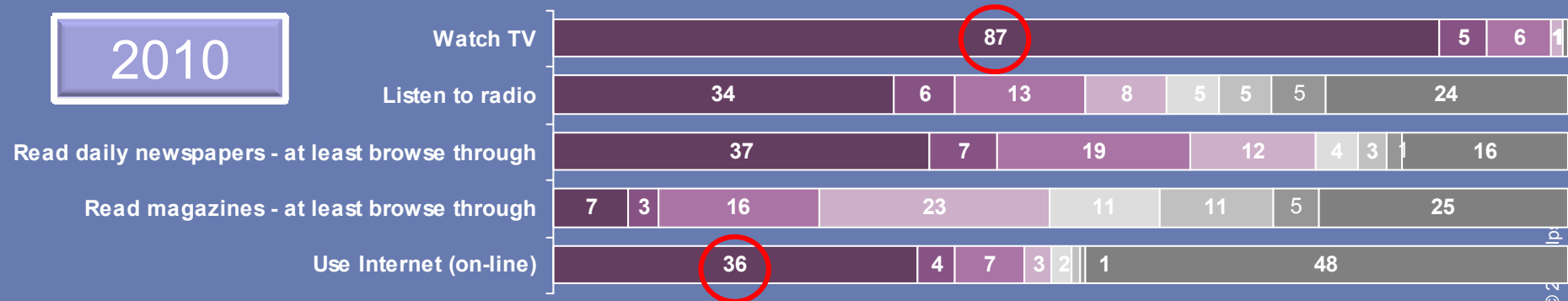
To start with, how often do you follow certain media. How often do you...

2011



■ Every day ■ 4 - 6 times a week ■ 2 - 3 times a week ■ Once a week
 ■ Several times a month ■ Once a month ■ Less than once a month ■ Never

2010





How often do you...? – Digital natives (12-29)

Base: People 12-29 years old (26% of total population) - 2010
Base: People 12-29 years old (26% of total population) - 2011

To start with, how often do you follow certain media. How often do you...

- Every day
- 4 - 6 times a week
- 2 - 3 times a week
- Once a week
- Several times a month
- Once a month
- Less than once a month
- Never



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On Media in General – Conclusions

- TV is losing its influence, especially among youth. But, TV is still most important media for gathering information, since 82% of people are watching it every day
- Internet is becoming more and more important. Now, 56% of all people are using Internet, and 41% of total population are surfing every day (vs. 36% in 2010)
- Furthermore, 80% of all Digital Natives (12-19 y.o.) are using Internet every day (vs. 68% in 2010)



Internet

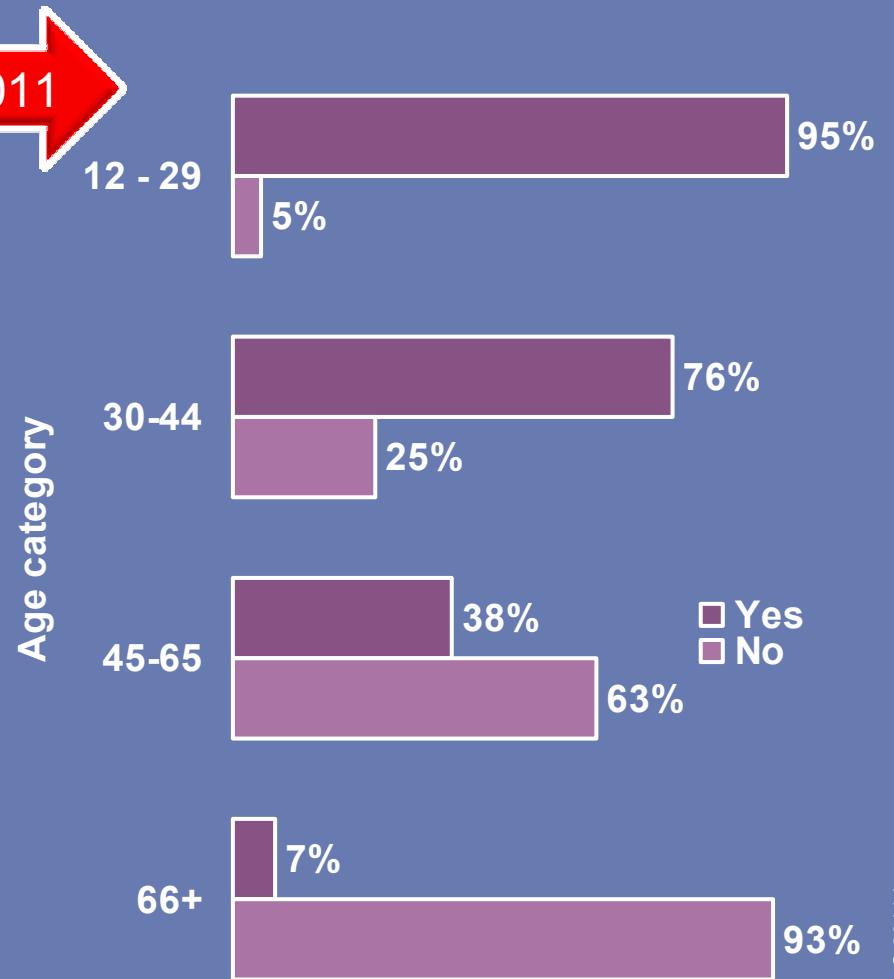
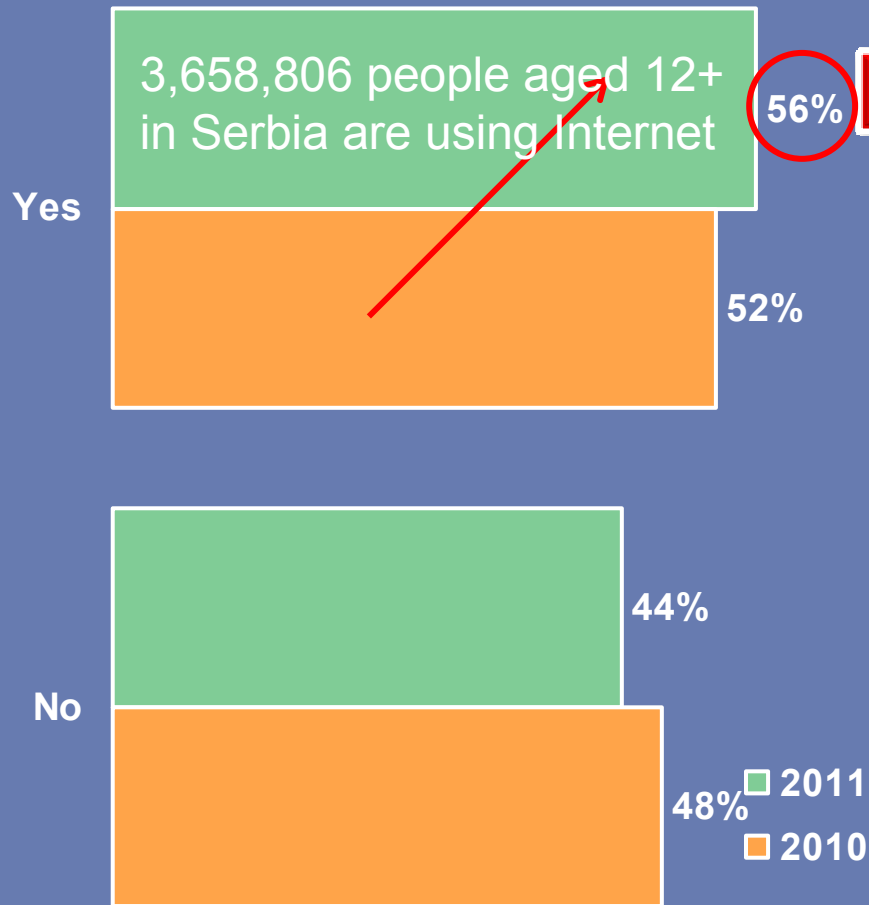




Internet usage

Base: Total target population

Now we will talk a bit about Internet. Do you use Internet at least occasionally, regardless of where you use it – at work, home or elsewhere?



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Heavy Internet User Profile (Using Every Day)

Base: Heavy Internet Users (41% of total target population) - 2011

Now we will talk a bit about Internet. Do you use Internet at least occasionally, regardless of where you use it – at work, home or elsewhere?



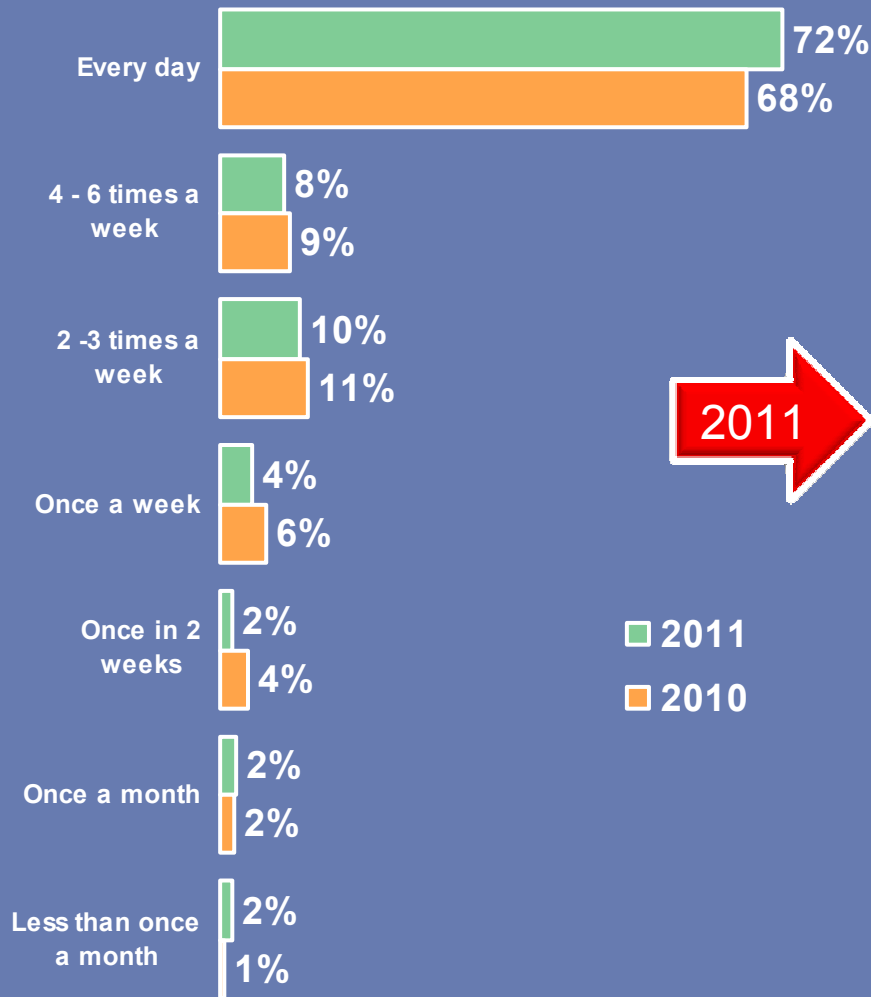
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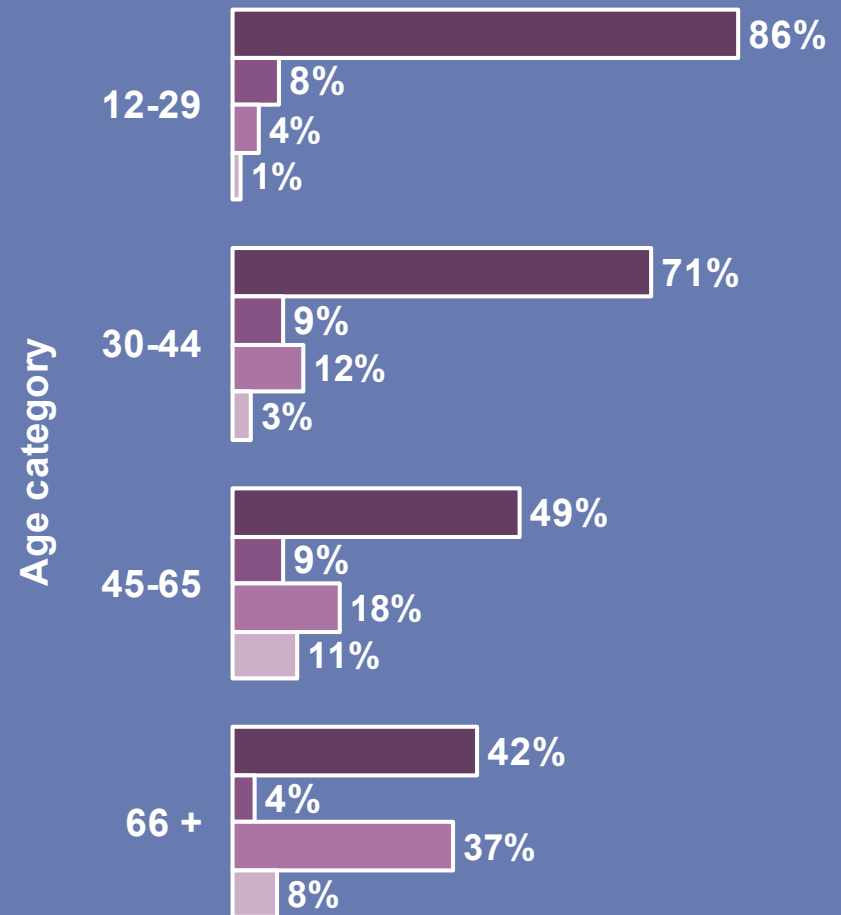
Frequency of using Internet at home

Base: Those who use Internet in their household
 (42% of target population) - 2010
 (45% of target population) - 2011

How often do you yourself use Internet in your household?



■ Every day ■ 4 - 6 times a week
 ■ 2 - 3 times a week ■ Once a week



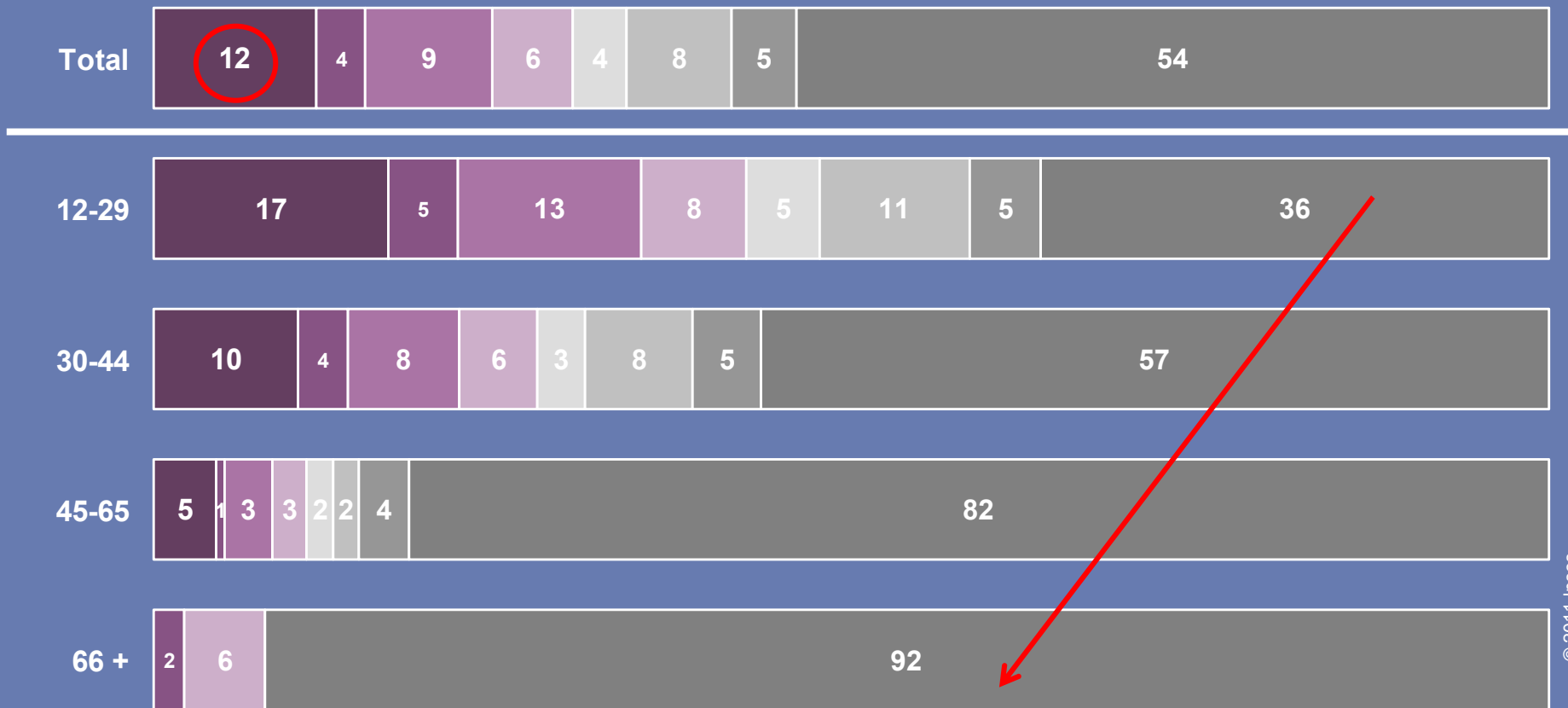


Frequency of using Internet via mobile phones (GPRS, EDGE, 3G, Wireless)

Base: Internet users – Wave 2011 - (29% of target population)

How often do you yourself use Internet via mobile phones (GPRS, EDGE, 3G, Wireless)?

- % Every day
- % 4 - 6 times a week
- % 2 -3 times a week
- % Once a week
- % Once in 2 weeks
- % Once a month
- % Less than once a month
- % Never



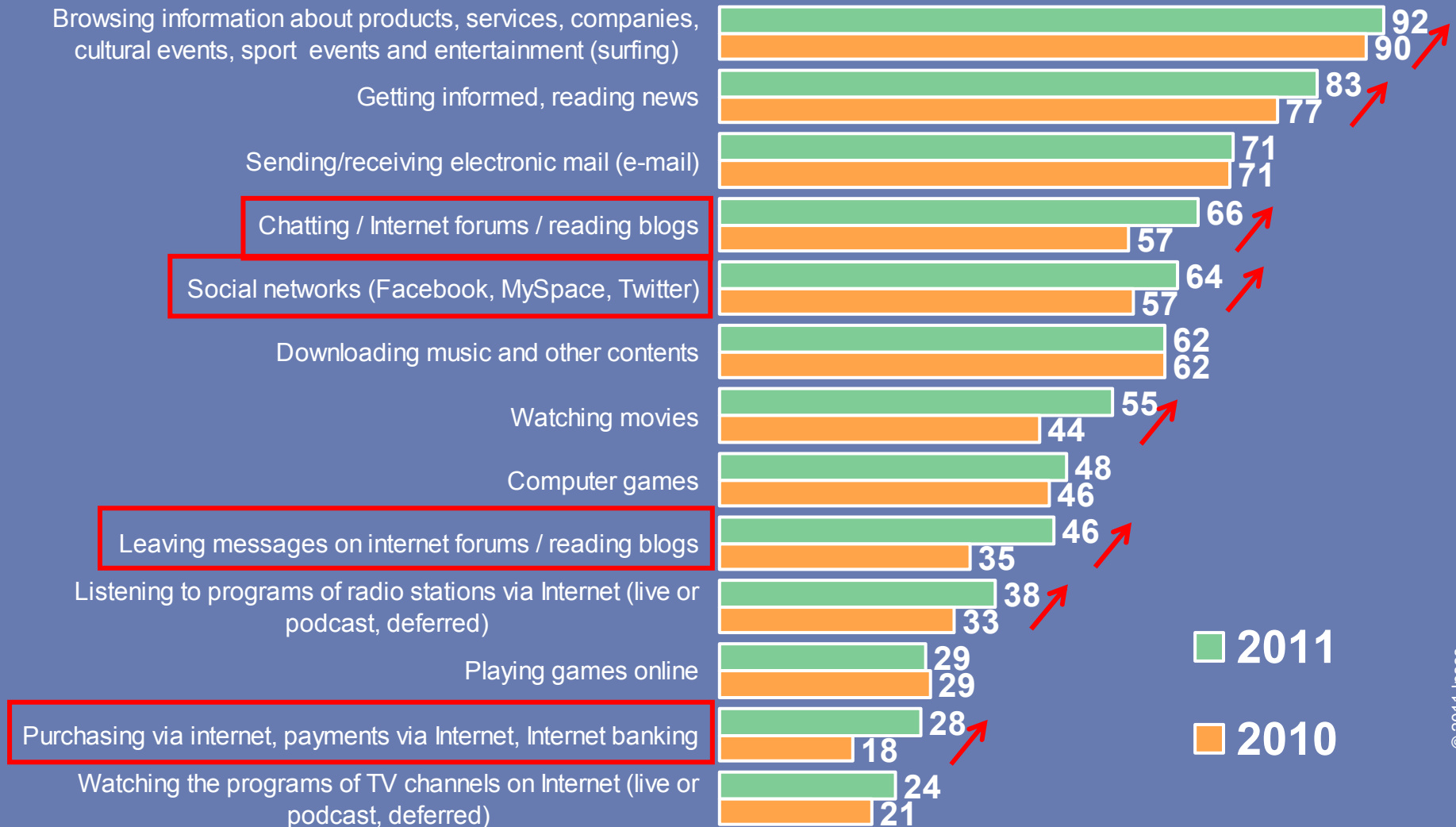
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Internet Usage Habits – What for do you use Internet...

Multiple answers; Base: Internet users
(52% of target population) - 2010
(54% of target population) - 2011

For which of the following purposes do you use Internet?



2011

2010

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Social networks – Have a profile

Base: Total Internet Users ,
52% of target population - 2010
56% of target population - 2011

In which social networks do you have open profile?

■ % Facebook ■ % My Space ■ % Twitter ■ % Linked In ■ Google+ ■ Other ■ None



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Facebook* – Active Networker

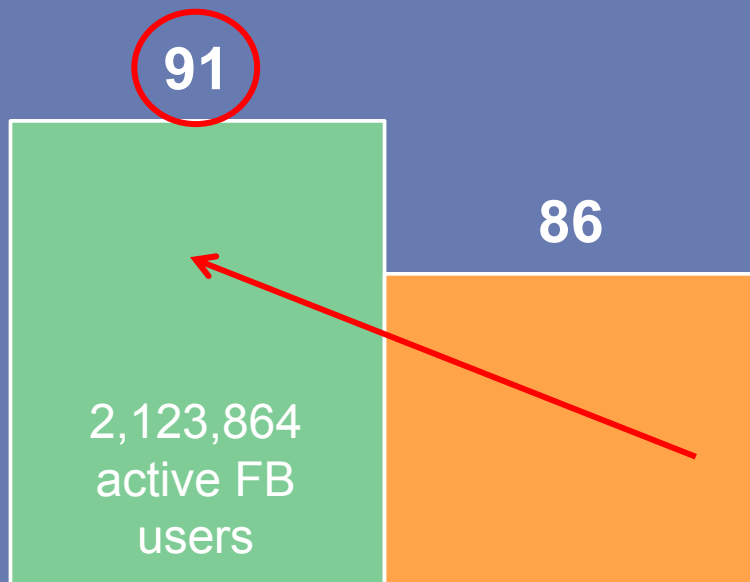
Base: Those who have open profile in some social networks

(32% of target population) - 2010

(34% of target population) - 2011

In which social networks are you active, i.e. which social networks do you visit at least 3-4 times a week?

■ % 2011 ■ % 2010



Facebook users



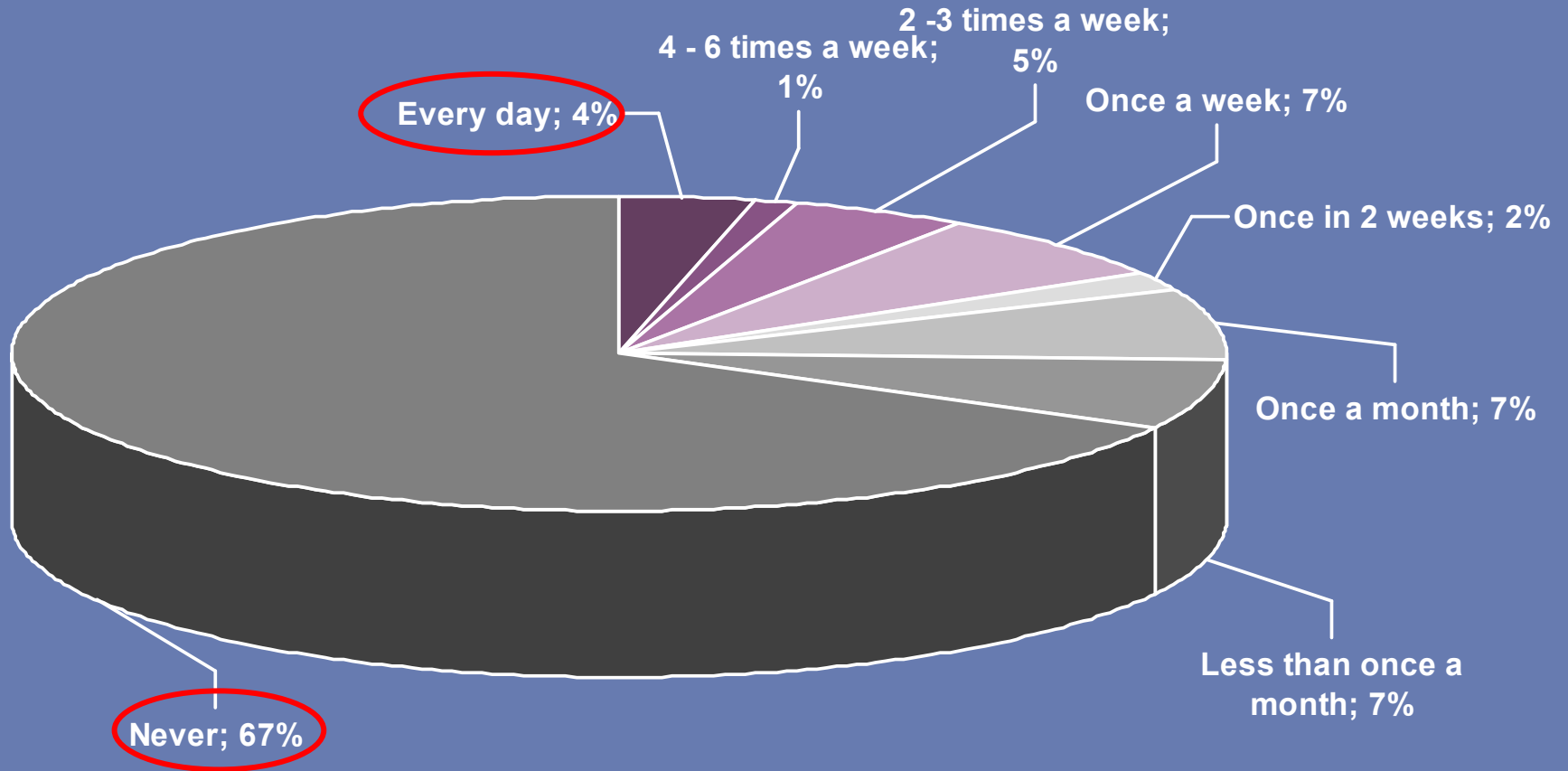
64% of all Internet users have a profile on Facebook – that is 36% of total Serbian population aged 12+ - that is 2,341,635 people

*Other Social Networks are not relevant, because of low usage rate



How often do you write comments on news, blogs or at forums that you read?

Base: Internet users – wave 2011 (28% of target population)



17% at least once a week

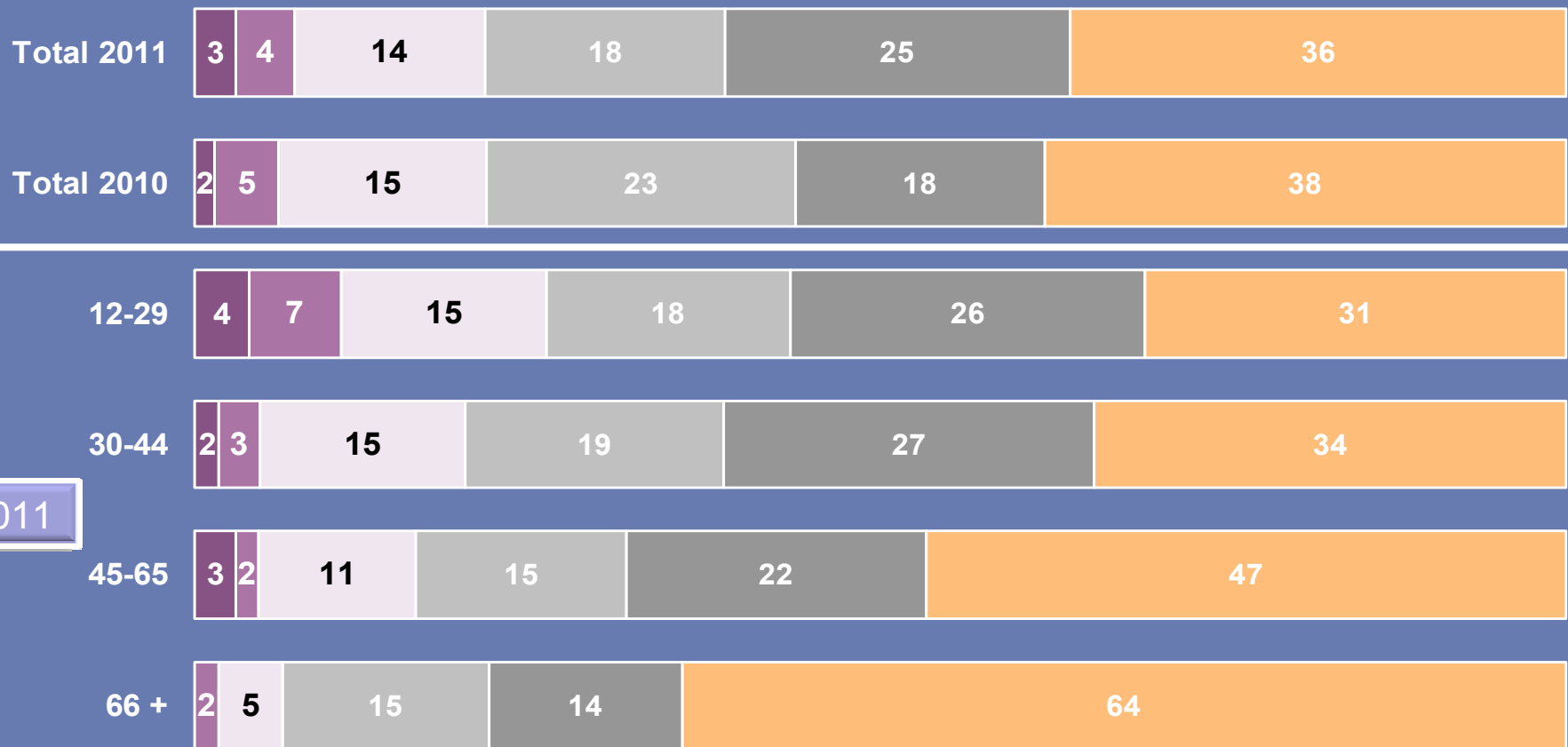


Frequency* of clicking banners on websites

Base: Total Internet Users ,
52% of target population - 2010
56% of target population - 2011

How often do you click on banners that you see on some website?

■ % Very often ■ % Often ■ % Occasionally ■ % Rarely ■ % Very rarely ■ % Never



2011

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INTERNET USAGE – CONCLUSIONS

- More than half of citizens are using Internet sometimes (56% in 2011 vs 52% in 2010), and 95% of Digital Natives are surfing...
- 60% of all household have Internet access and only 4% of them have Dial Up connection... That mean that great majority of households have broadbent connection
- Internet usage is strongly correlated to the age – only 7% of people older than 65 have Internet experience
- Typical Internet User is young male from urban Belgrade with University diploma...
- Percentage of people who are going to the Internet via Laptop increased from 2010 to 2011 (17% vs 23%)
- 12% of Serbian population are using Internet via Mobile phone. This habit is also strongly correlated to age (17% of Digital Natives)



Internet Usage – Conclusions

- Almost 40% of all Internet users are visiting some social networks every day
- The same percentage of Internet users are reading news every day
- 34% are sending / receiving e-mails every day
- 72% never purchase via Internet, 62% never listen radio via Internet and 76% never watch TV via Internet
- Most of Internet users are surfing from 20 – 24h.

- 2/3 of all Internet users have a profile on a Facebook (64% in 2011 vs 58% in 2010) and 91% of them are active (more than in 2010)
- In average, Internet users spend almost 3 hours per day on a computer and almost 1 hour on Facebook.

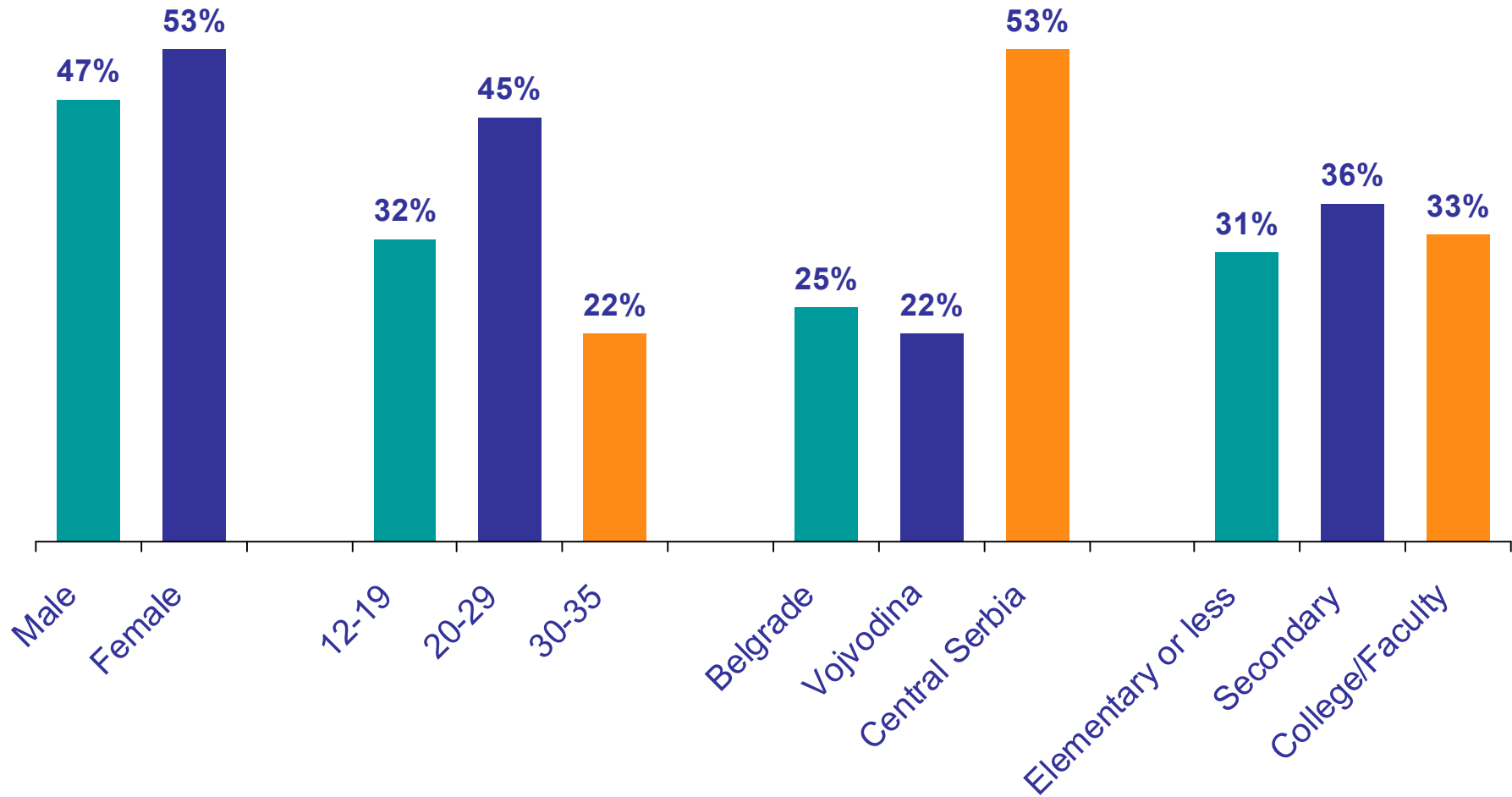


New Media Usage

OnLine survey, Internet Users Only



Sample structure

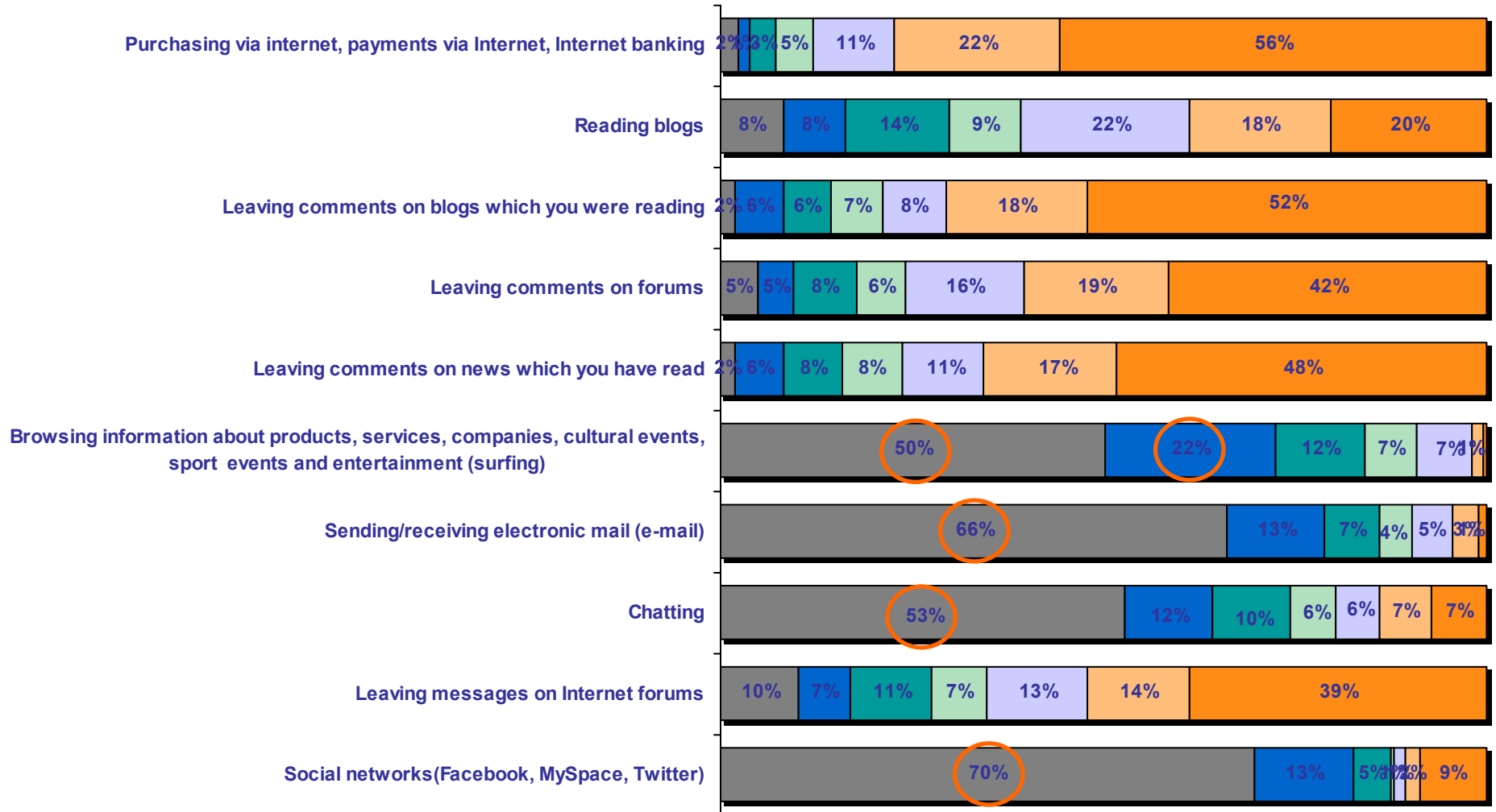




Internet Activities - Usage

Base: Internet Users

How often do you use Internet for the following activities?

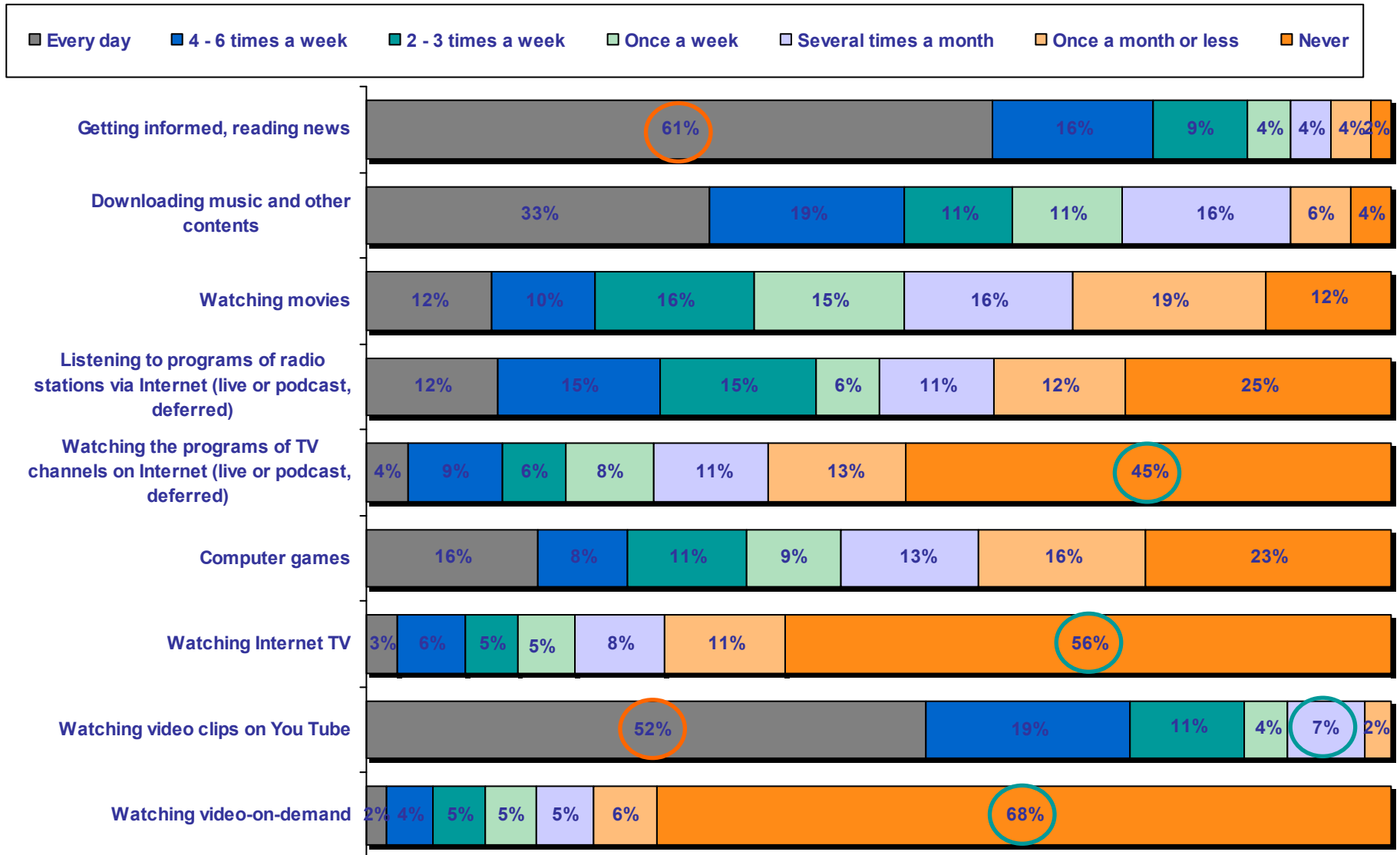




Internet Activities - Usage

Base: Internet Users

How often do you use Internet for the following activities?





Internet Activities - Usage

- Everyday Internet activities are social networking, sending e-mails, reading news, chatting, watching YouTube and browsing in general.
- Internet Users rarely watch Internet TV, videos on demand, shop via Internet, comment news, blogs or forums etc.

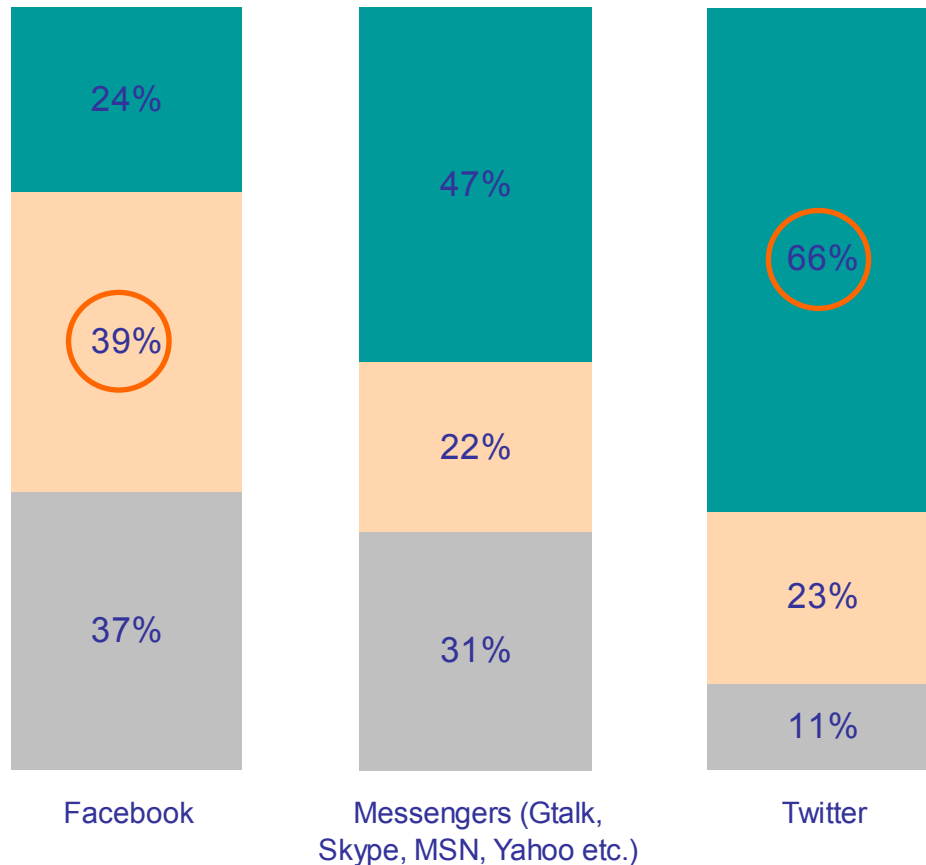


The way they use Facebook and IMs

Base: Internet Users who use Facebook, Twitter, or any IM

- I am logged in only when I need to find out something or establish contact with someone
- I am logged in just occasionally, without any particular rule as to when this happens
- I am logged in the whole time while the computer is turned on

Which of the following statements best describes the way you use Facebook and Internet messengers, MSN, Gtalk, Skype, Yahoo?



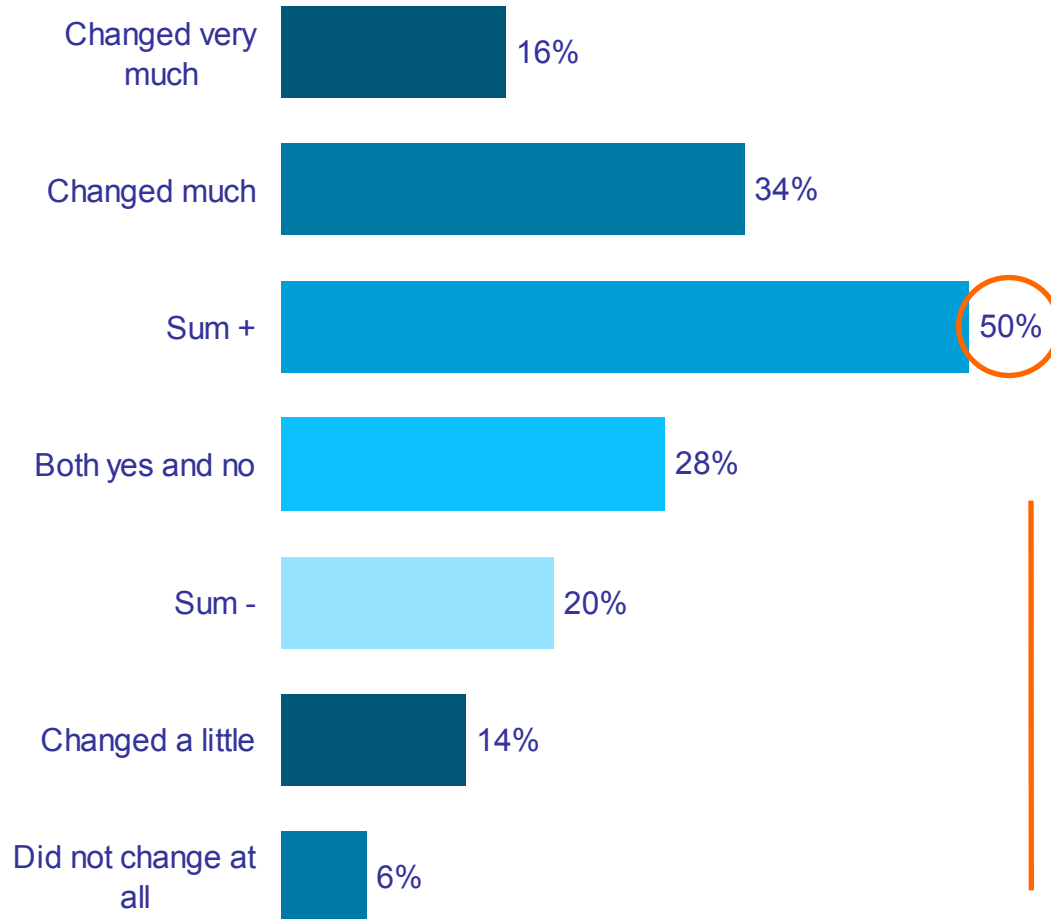
- About 35% of Internet Users are logged on Facebook all the time computer is turned on
- About 31% are non-stop logged on some IM and more than 10% on Twitter
- IMs are usually used more intentionally, since people are logging on when they want to chat



Did Internet change life habits?

Base: Internet Users

When you think about your habits in use of Internet and the way in which Internet affects your everyday life, would you say that your life habits have changed under the influence of Internet...?



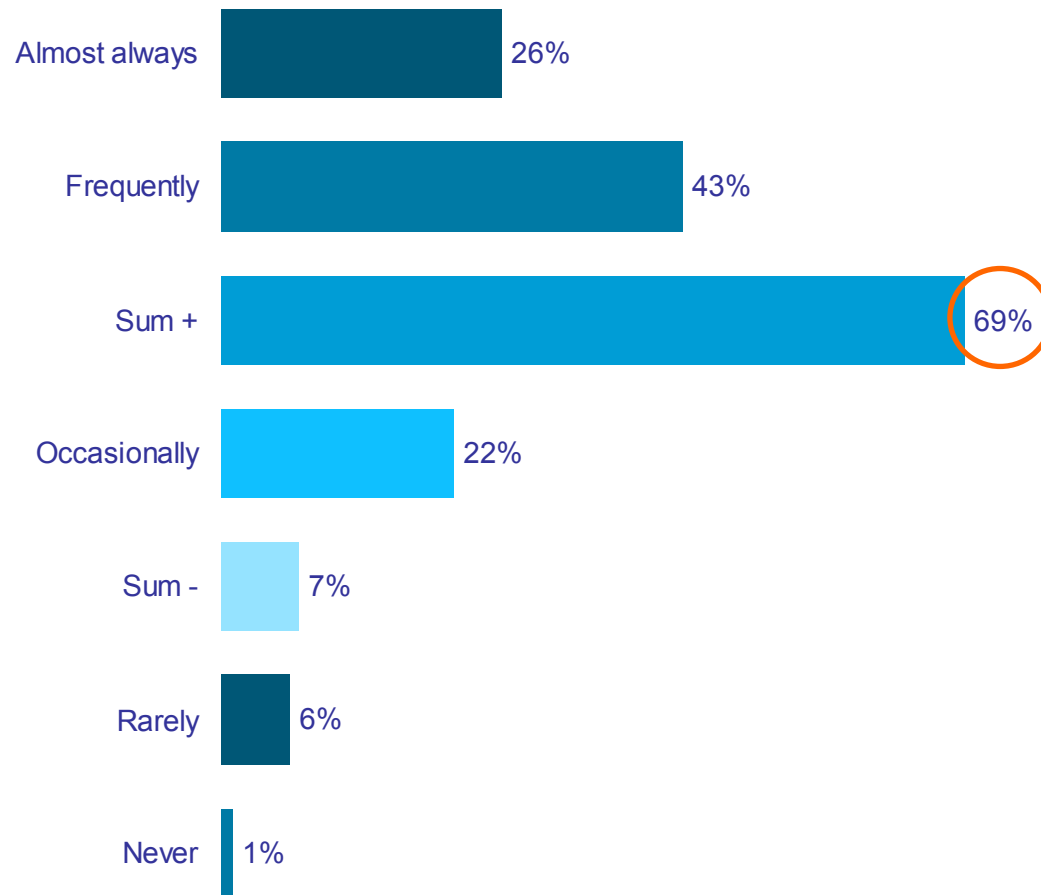
- One half of Internet Users claim Internet has changed their life habits; only 6% claim nothing has changed
- People with University diploma more often say Internet has changed their life



Staying on Internet longer than intended

Base: Internet Users

How often does it happen to you that you stay on Internet longer than you intended to stay?



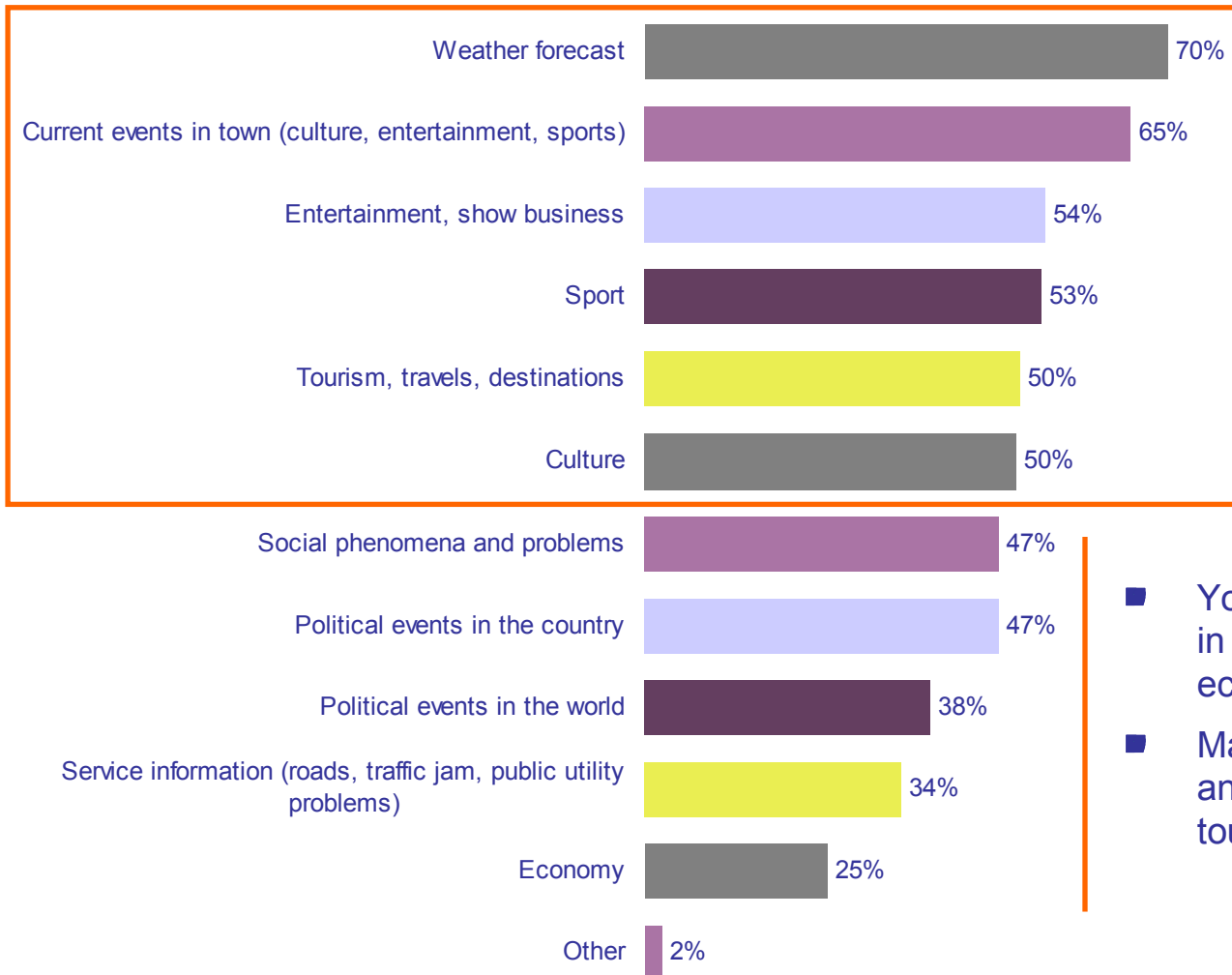
- Almost 70% of Internet Users admit they stay on the Internet more than Intended



What are the 'News'?

Multiple answers; Base: Internet Users

When you want to get informed about latest events, what information do you look for?



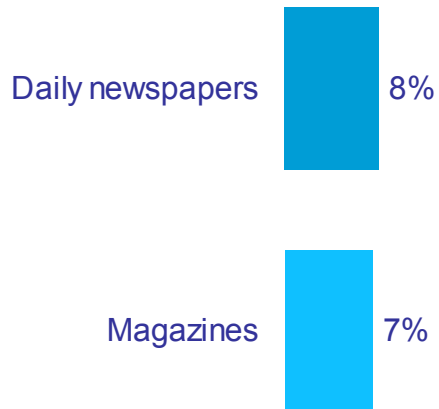
- Younger people are more interested in entertainment, and older in politics, economy and service information
- Males are more interested in sports and domestic politics, women in tourism and culture



Consuming other media while using Internet

Multiple answers; Base: Internet Users

Does it ever happen to you that you consume some other medium while using the Internet? What media do you consume while you are on the Internet?



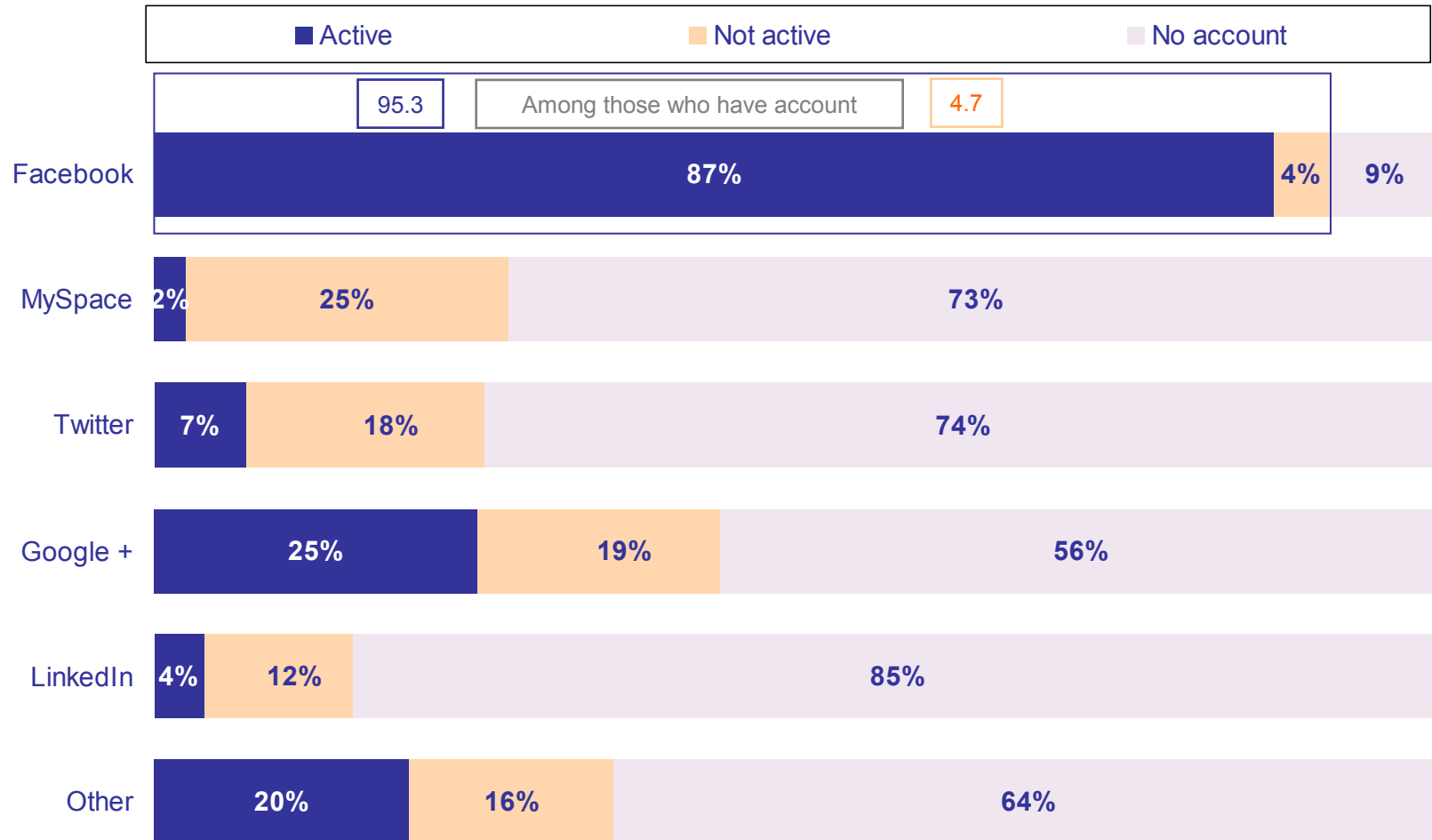
- Television is most frequently consumed media while surfing Internet



Having Profile and Activity

Base: Internet Users

Do you have open account on the following social networks and are you active on those social networks

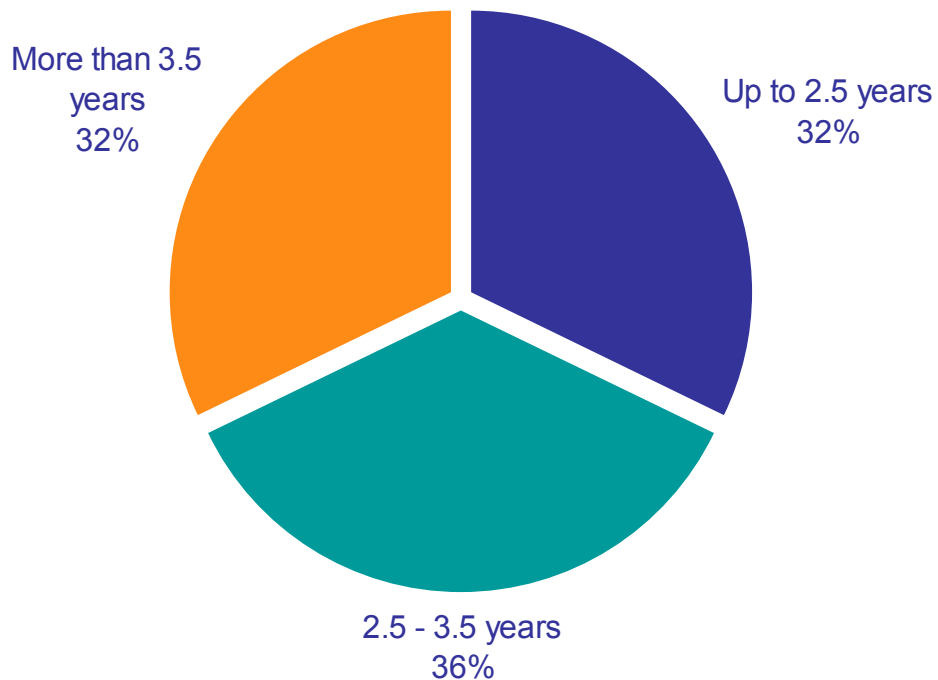




How long on Facebook?

Base: Those who have Facebook account
(66% of all Internet Users)

How long have you had a profile on Facebook?



Average: 38 months

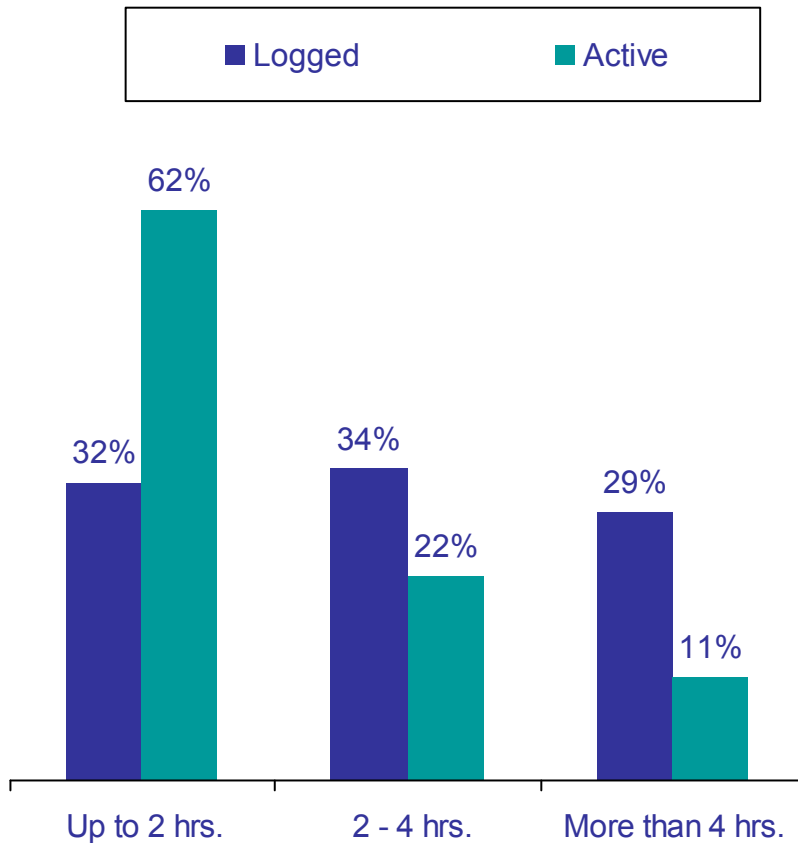
- More than 90% of Internet Users have Internet profile, and about 95% of them are active of FB (87% in total)
- 100% of youngest people have FB profile, and 85% of those aged 30-35
- In average, people have FB profile for more than 3 years
- Only ¼ have Twitter profile, and only 15% have LinkedIn profile



How much time a day do you spend on Facebook?

Base: Those who have Facebook account
(91% of all Internet Users)

On average, how much time a day do you spend ... on Facebook?



- People are logged on FB about 3.5 hours per day, and are active about 2 hour and 45 minutes
- Youngers spend more time logged on and active on FB than people aged 40+
- There is no main difference between males and females

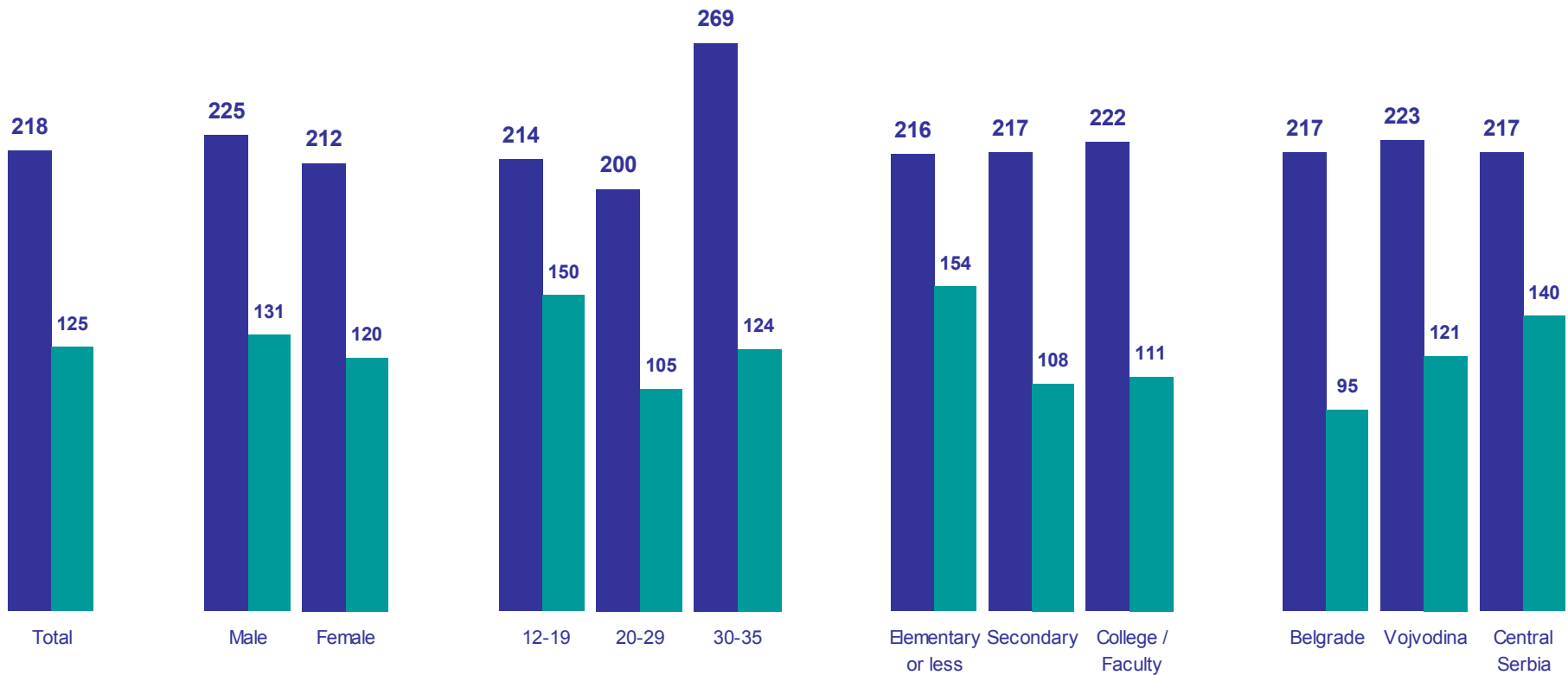
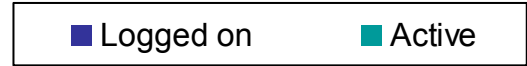
Average logged: 218 minutes
Average active: 125 minutes





How much time a day do you spend on Facebook?

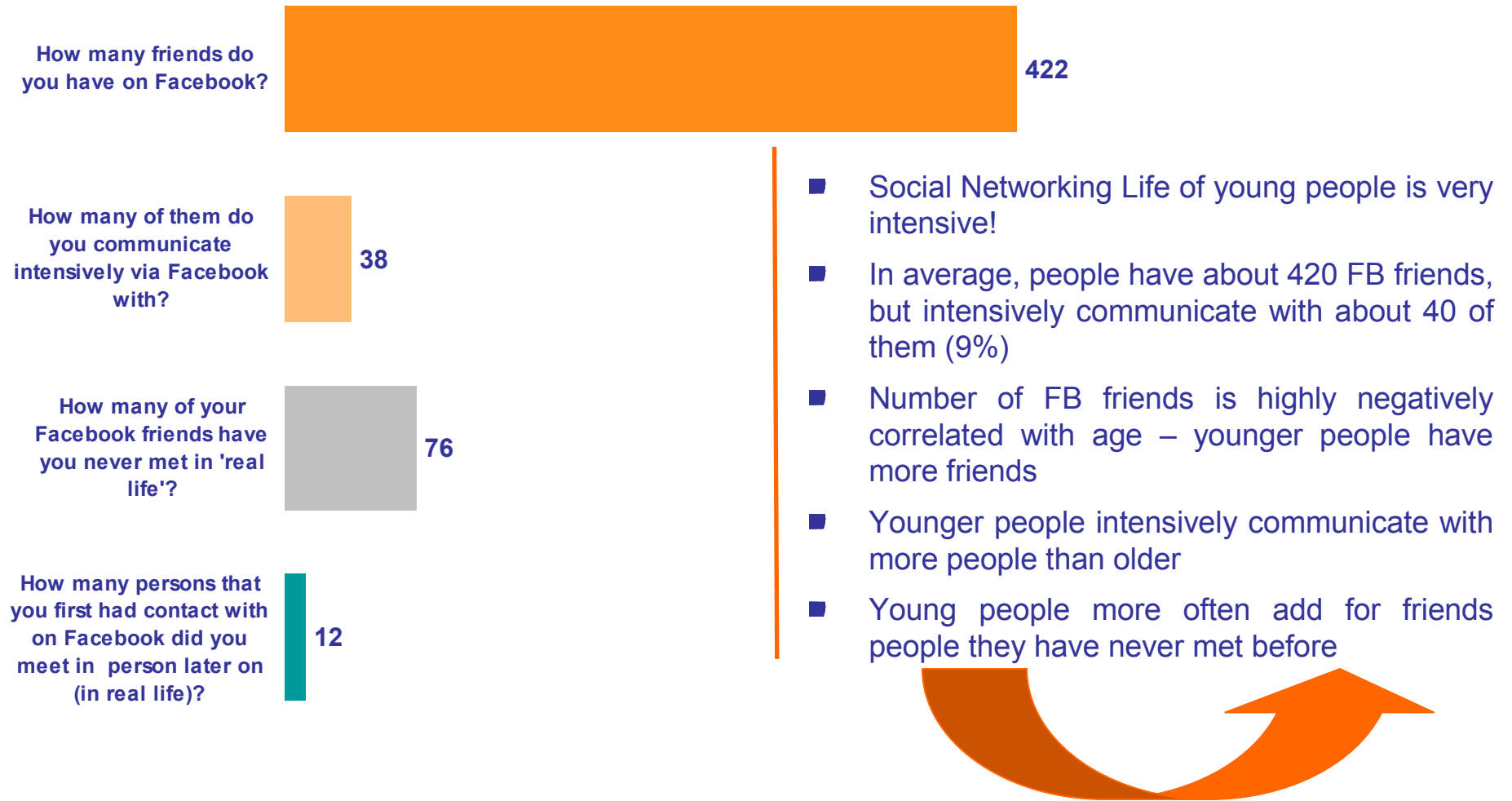
Average values; Base: Those who have Facebook account (91% of all Internet Users)





How many Facebook friends...

Average values; Base: Those who have Facebook account (91% of all Internet Users)

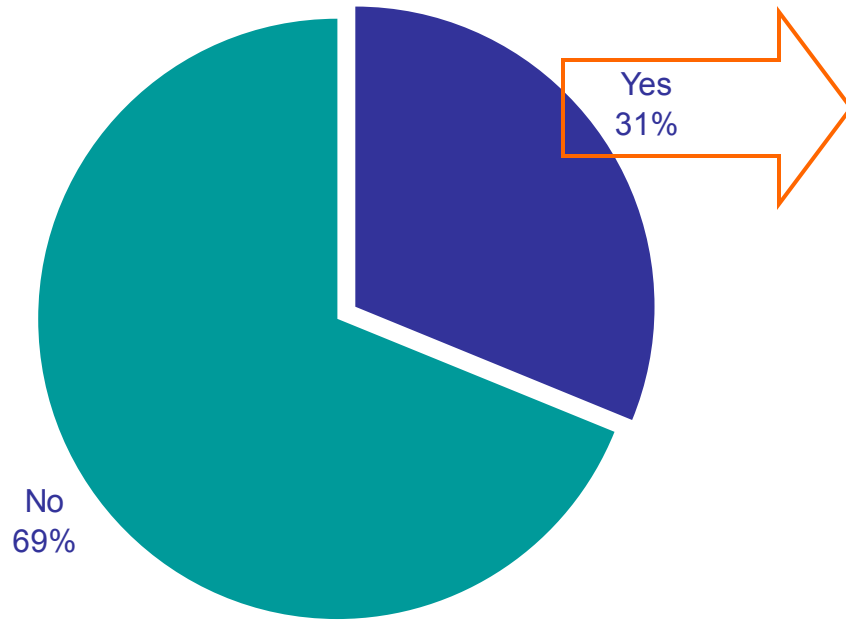




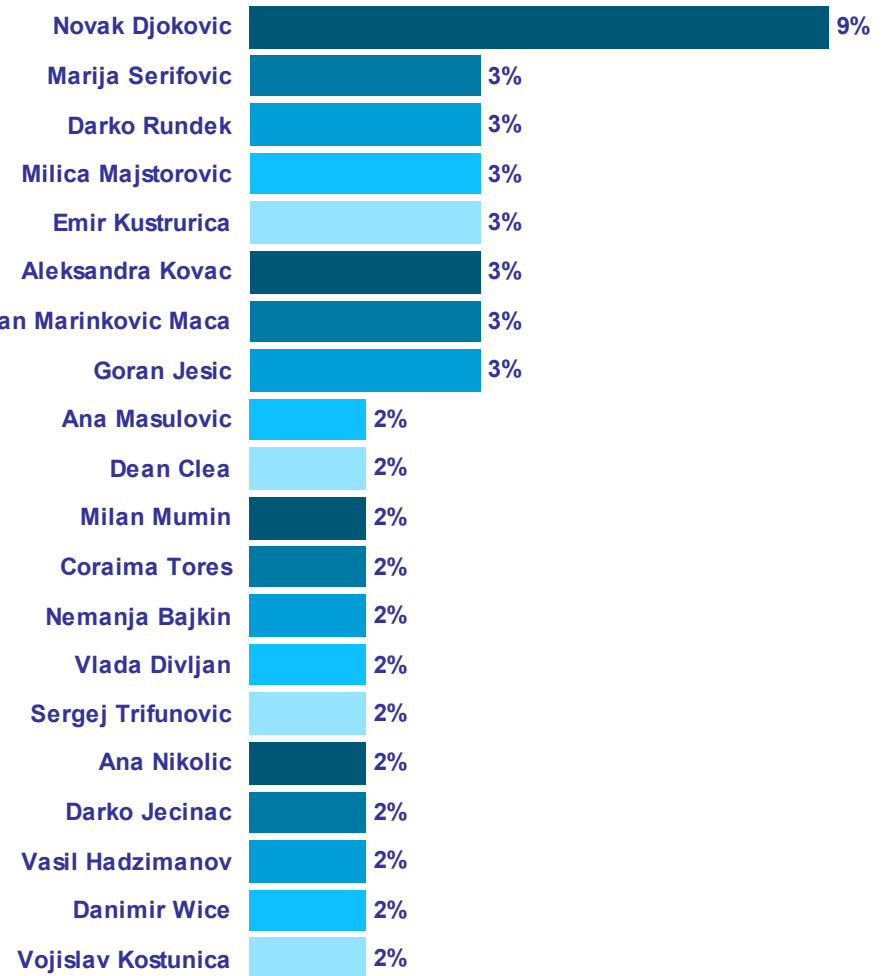
Facebook friend with any celebrity?

Base: Those who have Facebook account
(91% of all Internet Users)

Are you a Facebook friend with any celebrity?
With which celebrity are you a friend via Facebook?



Who?

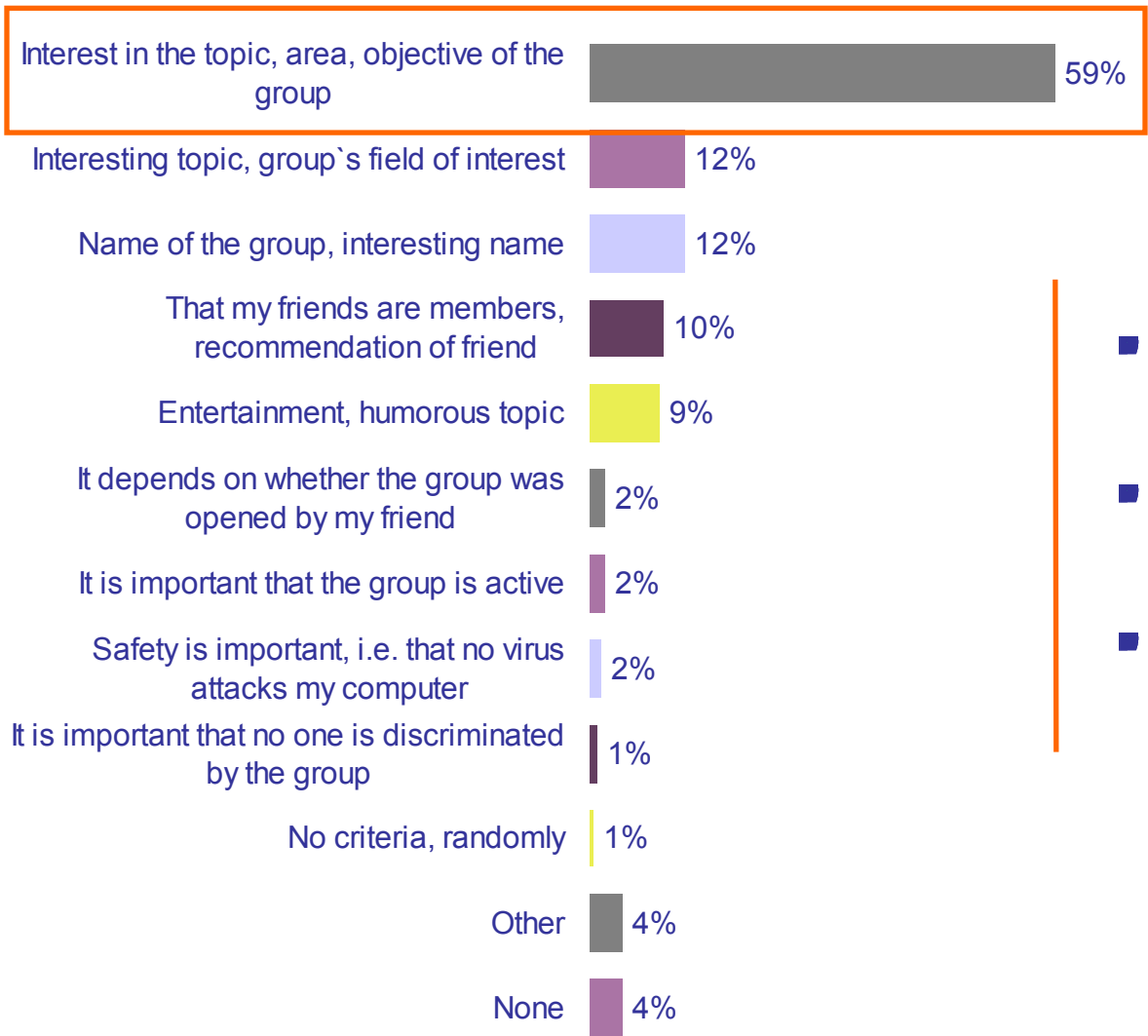




Key factors for joining Facebook group

Multiple Answers; Base: Those who have Facebook account (91% of all Internet Users)

I suppose that you are a member of some groups on Facebook. How do you decide which group to join? What are the key factors?



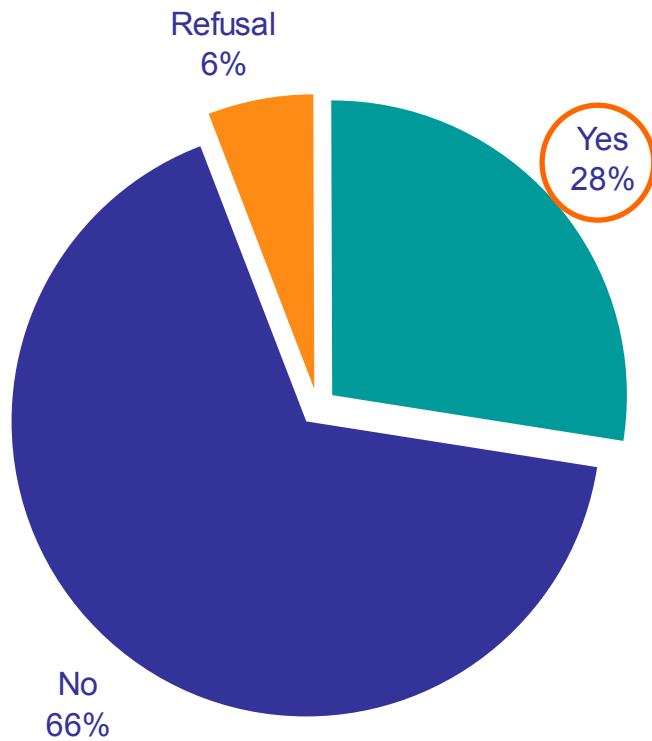
- Most important reasons for joining FB groups are common interests and group topics and content
- Important factors are, also, friend's invitation and recommendations, group name and humor
- There are no big differences between socio-demographic groups



Facebook group became 'real world' group

Base: Those who have Facebook account
(91% of all Internet Users)

Has it ever happened to you personally that you join a group on Facebook and that initiative initiated on Facebook is transferred to the real world?



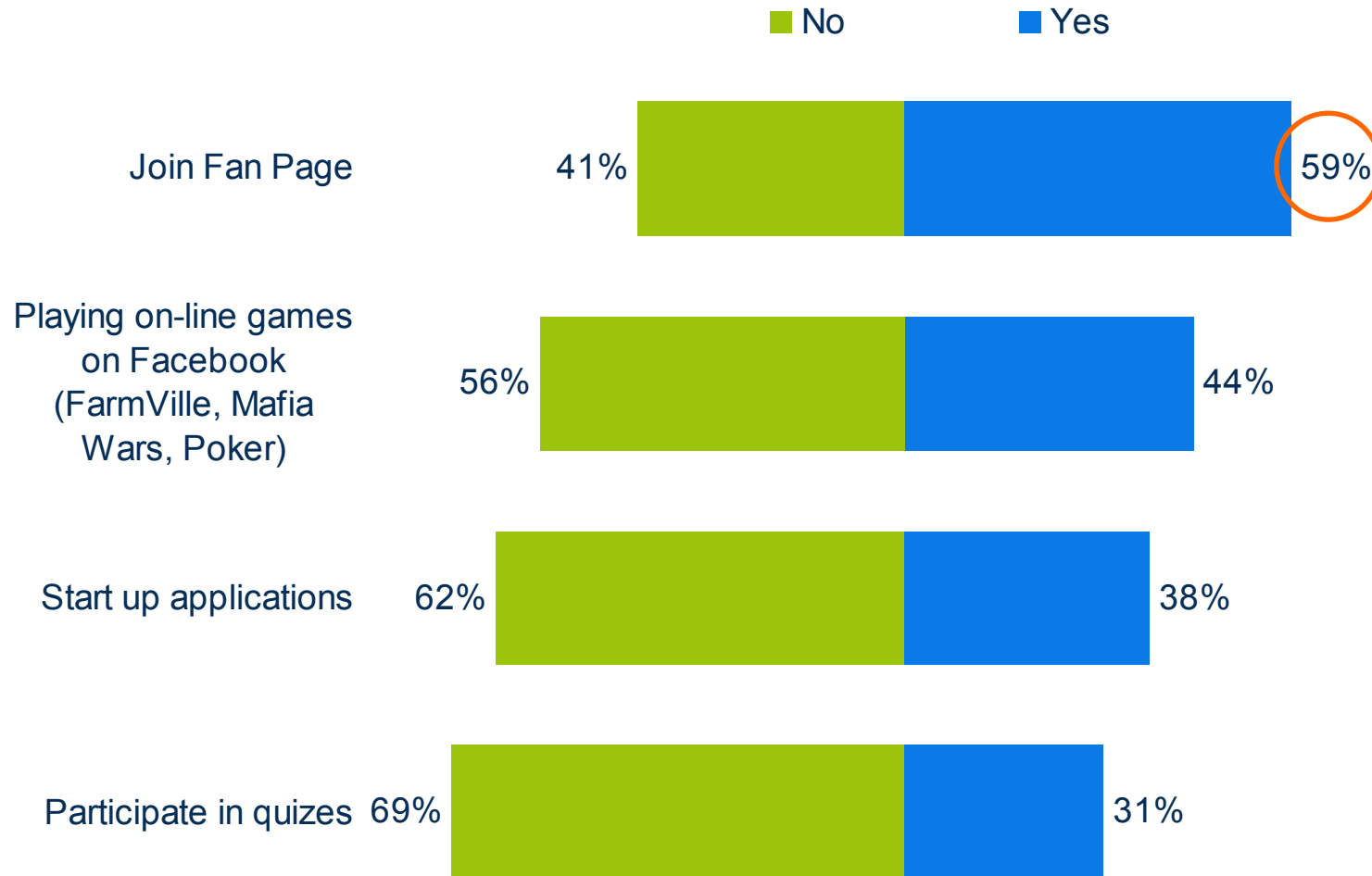
- 28% of all Internet Users claim that one or more FB groups has been transferred to 'real world'



Facebook Activities

Base: Those who have Facebook account
(91% of all Internet Users)

Which of the following do you do on Facebook?

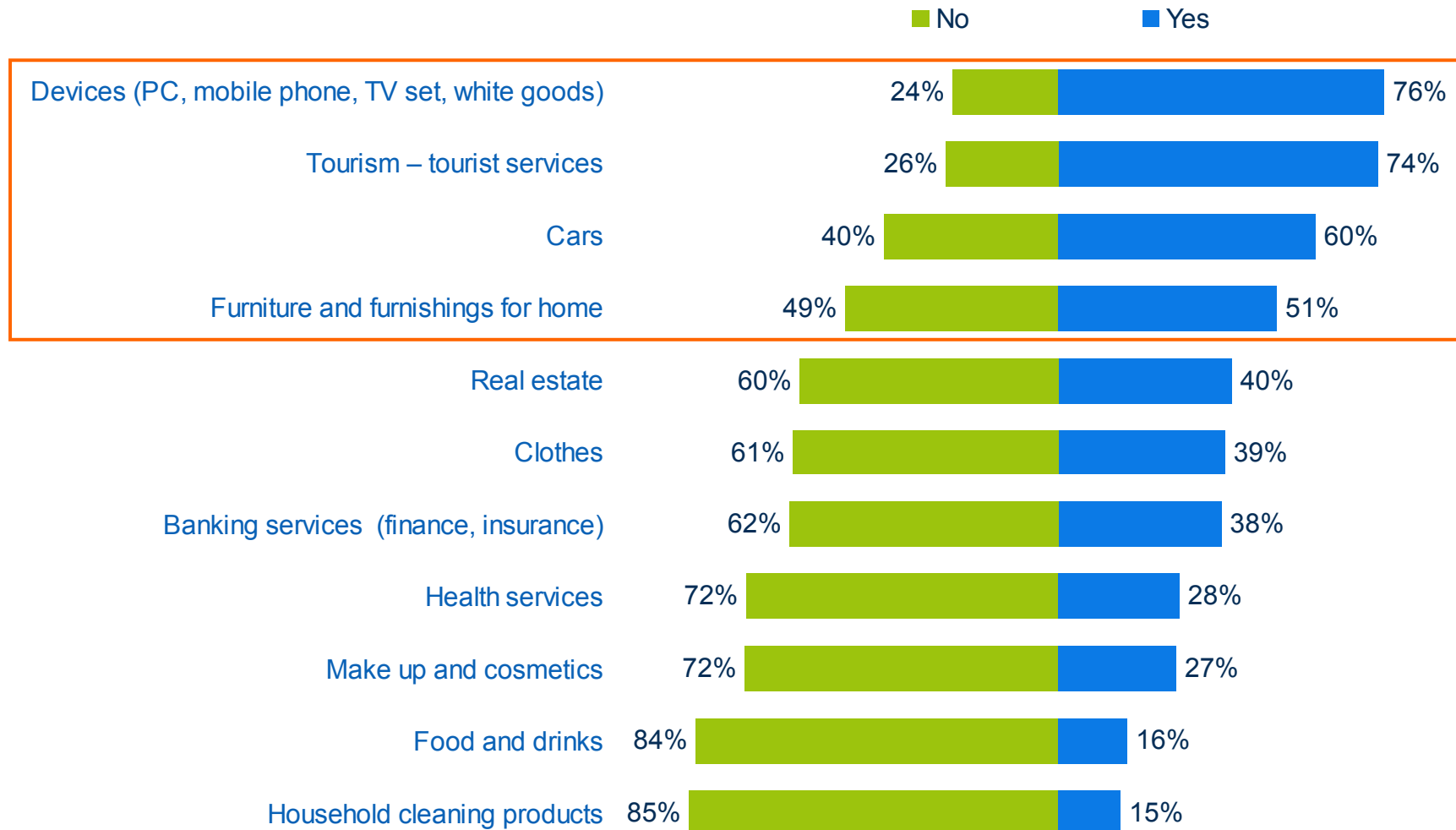




What product are being bought with Internet search?

Base: Internet Users

Please indicate for each of them whether you looked for information about it on the Internet prior to purchase.

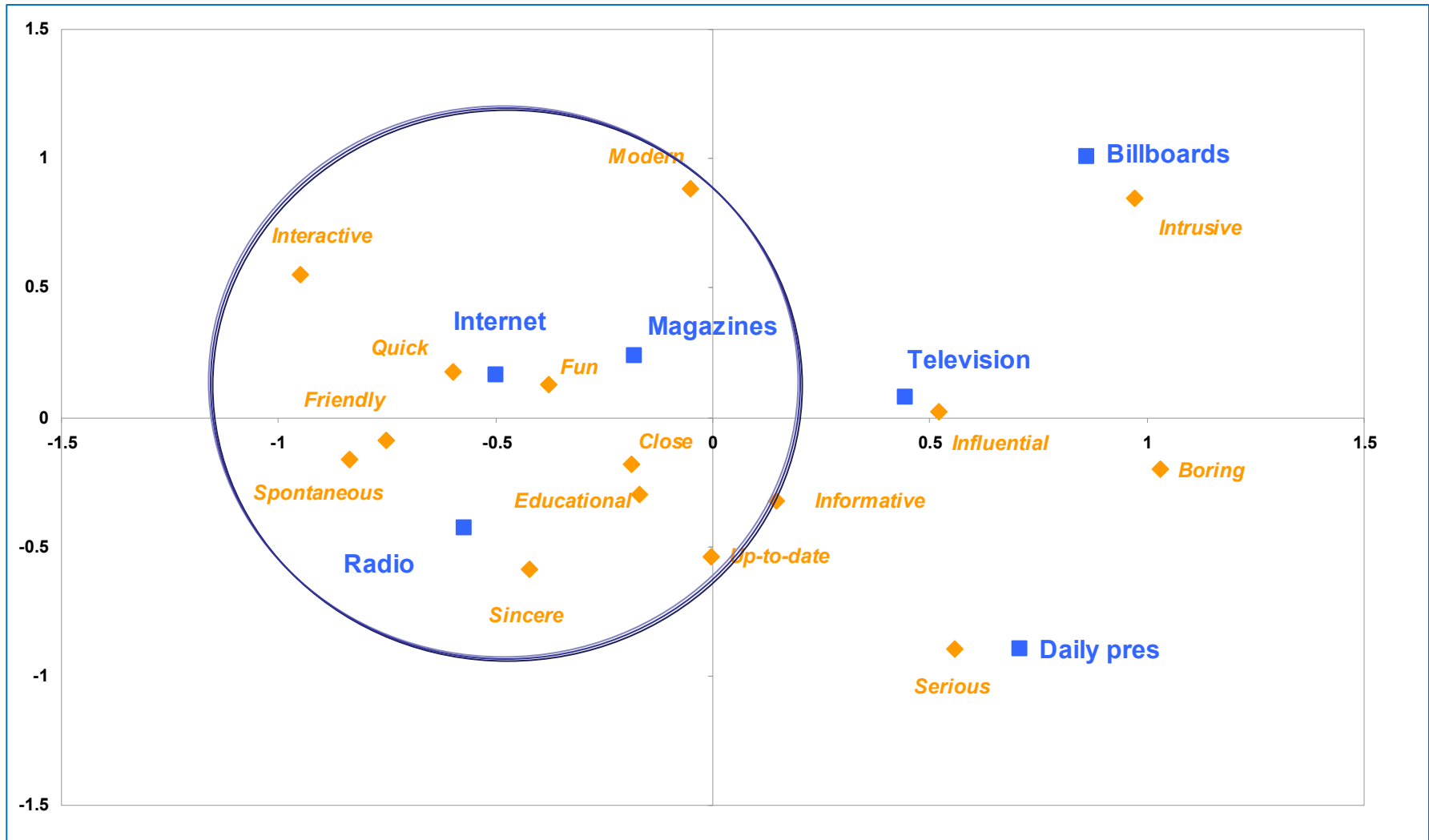




Media Image

Multiple answers; Base: Internet Users

Please indicate whether you think that the following attributes apply to the media in the list

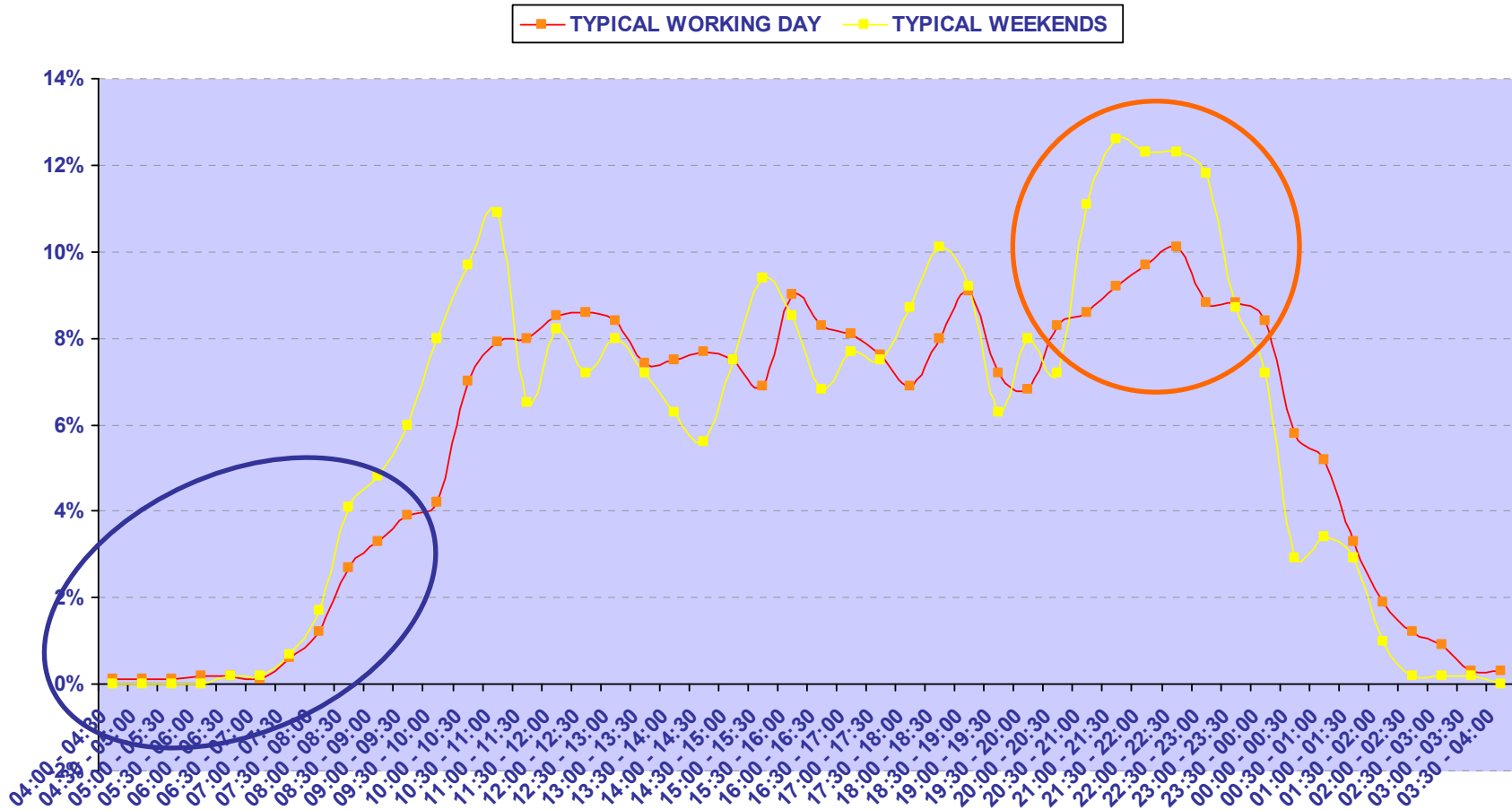




Going Online

Base: Internet Users

Please think about time you spent yesterday. The list of possible activities will be shown. For every interval, please tick off all activities you have been practicing during that period of the day. Overlapping of these activities is possible.

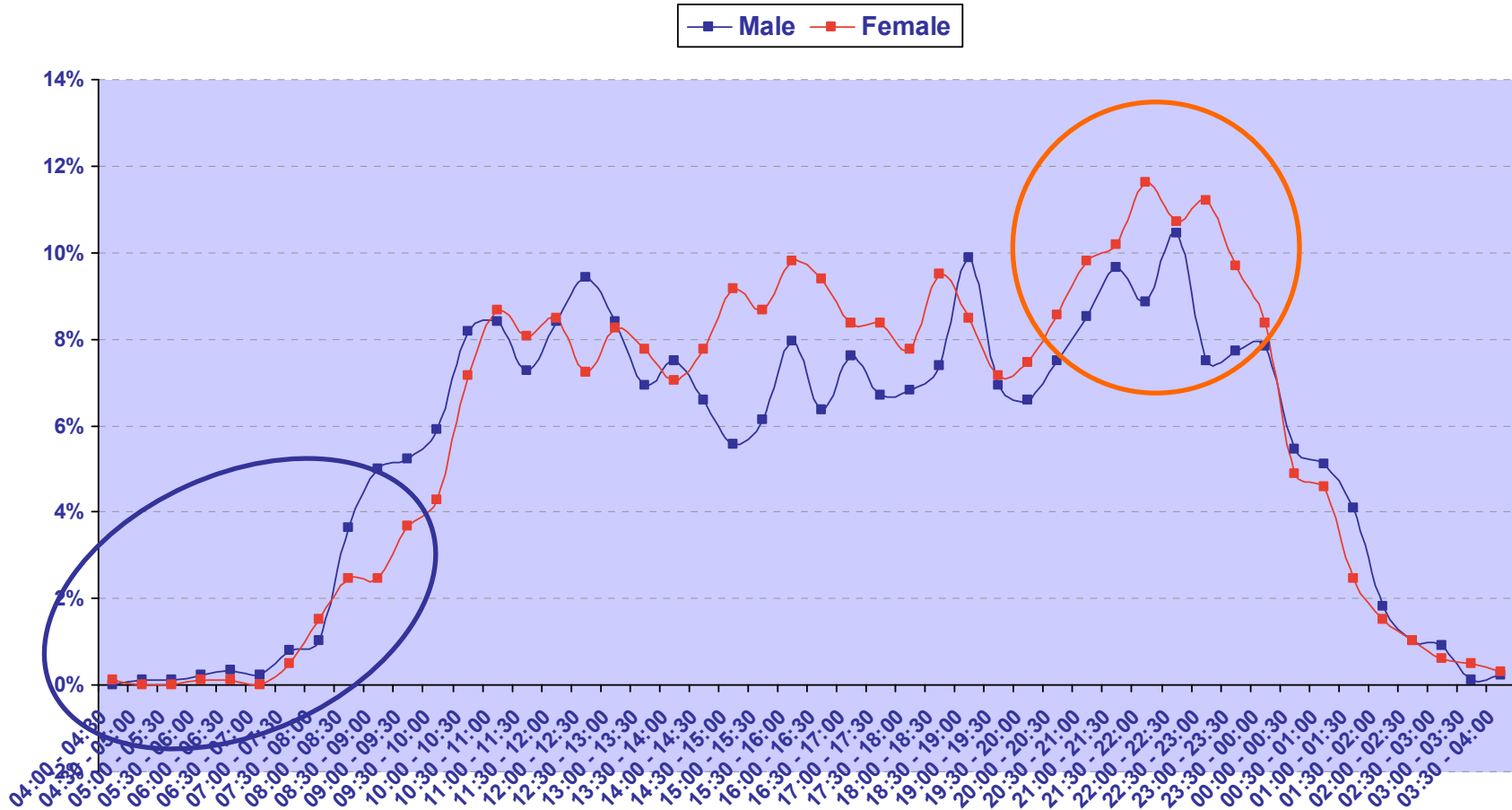




Going Online

Base: Internet Users

Please think about time you spent yesterday. The list of possible activities will be shown. For every interval, please tick off all activities you have been practicing during that period of the day. Overlapping of these activities is possible.



A large crowd of people at a festival, with many hands raised in the air. The image is slightly blurred, emphasizing the collective movement of the crowd. The lighting is warm, suggesting an outdoor setting during the day or early evening.

Any Questions?

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