Networked: The New Social Operating System

Consortium of Social Science Associations
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Networked Individualism

Personal networks are:
More important
Differently composed
Perform new functions
Lubricated by social media
But it is not just technological story

Other drivers are changes in...
Family life
Business structures & labor shifts
Transportation & living patterns
Identity shifts – including in politics, religion
... then comes technology
Digital Revolution 1: Broadband at home - 70% (+10% more have smartphones) - Internet users overall: 85%

Dial-up  Broadband
Impact on networked individuals

Volume, velocity, variety of information

Networked information arises

Vastly expands media ecosystem – “fifth estate” creates more fights about more “facts”
Digital Revolution 2
Mobile – 91% ... smartphone 56% ... tablets 34%

Mobile Subscriber Connections in America
ESTIMATED NUMBER OF MOBILE SUBSCRIBERS (MILLIONS)

Source: CTIA
Impact on networked individuals

Attention zones change
Real-time, just-in-time experiences change people’s expectations and social calculations
The “metaverse” occurs as data are injected into the “real world”
Digital Revolution 3
Social networking – 61% of all adults

% of internet users

- 18-29
- 30-49
- 50-64
- 65+

2005 2006 2007 2008 2009 2010 2011 2012 2013
# The Landscape of Social Media Users (among adults)

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who...</th>
<th>The service is especially appealing to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Any Social Networking Site</td>
<td>72%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Facebook</td>
<td>71%</td>
<td>Women, adults ages 18-29</td>
</tr>
<tr>
<td>Use Google+</td>
<td>31%</td>
<td>Higher educated</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>22%</td>
<td>Adults ages 30-64, higher income, higher educated</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>21%</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>18%</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>17%</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6%</td>
<td>Adults ages 18-29</td>
</tr>
<tr>
<td>reddit</td>
<td>6%</td>
<td>Men ages 18-29</td>
</tr>
</tbody>
</table>
Impact on networked individuals

Trust and “expertise” get shifted
Sentries, evaluators, audience
Organizations become important “nodes” in personal networks
DIY learning and action is elevated
4th revolution +

- Wearables, driveables, flyables, scannables
- Interfaces – haptic, gesture, voice, “mind”
- Expanded search into video and audio
- 3D printing – Maker culture
- Cloud of Things: Smart appliances and systems and the resulting “big data”
- Gamification of information
Thank you!