

The Internet

Fast Forward to Tomorrow

CASE Assembly

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Basic premises

- The Internet matters, it **really** matters
 - The promise and peril of ubiquity
 - Here's why it's important now
 - Managing complexity
- Here's what's coming up

Why it matters

Who was online in 2002?

- Overall access
 - UCLA: “More than 70 percent (71.1 percent) of Americans ... went online”¹
 - Pew: more than 60% of Americans have access; 40% online for more than three years²
- Home access “grew steadily to 59.3% of users”¹
- Number of hours online “continued to grow” to an average of 11.1 hours/week¹
- 69% of Americans “expect to find reliable, up-to-date news online—85% of Internet users say this”²
- About 25% of the online population looks for news on the Net every day²

Source: 1. *The UCLA Internet Report, Surveying the Digital Future, Year Three*, February 2003; 2. Pew Internet & American Life Project, *Counting on the Internet*, 29 December 2002.

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Here's why the Internet matters:

“With over 60% of Americans now having Internet access and 40% of Americans having been online for more than three years, the Internet has become a mainstream information tool. Its popularity and dependability have raised all Americans' expectations about the information and services available online ... and even 40% of people who are not Internet users say they expect the Web to have information and services in these essential online areas.”

Source: Pew Internet & American Life Project, “Counting on the Internet,” 29 December 2002, www.pewinternet.org.

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Online influence on offline buying

- “Because of their zeal for gathering product information online, the far-reaching influence of the Internet on off-line as well as online purchasing decisions is likely profound.”
- 77% of online consumers in the US “regularly or occasionally use the online medium as a resource when gathering information about products to buy.”

Source: AOL/RoperASW International Cyberstudy White Paper Analysis, 3 March 2003.

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The implications for giving

- 58% of Internet users have engaged with nonprofits online
- While 20% of those who visited charity-oriented websites donated online, 40% donated *offline*
- While online giving totals remain small, it engages younger people

Source: Don Howard and Ken Weber, “Towards e engagement: Nonprofits and individuals engaging online,” 9 March 2003.

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Online news and the war, before

- Americans have been using foreign WWW news sources for coverage of other perspectives on the war
 - In January, >50% of visitors to Guardian (UK newspaper) site were American¹
 - Internet traffic to all news sites (including CNN and MSNBC) went up in January¹
- “What the first Gulf War was to CNN, this one will be to CNN.com and its peers.”
[editor of Time.com]²

Source: ¹“Media Watchdogs Caught Napping,” Wired News, 17 March 2003. ²Financial Times, 12 March 2003.

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Online news, after the war and SARS ...

- 77% of online Americans used the Internet in connection with the war¹
- 45% of American Internet users went online for news about the war in the first days of the conflict¹
- 26% of Internet users reported that the Net was their primary source of news pre-war¹
- Visitors to WebMD increased 62% in first week of April—they were seeking info on SARS²

Source: ¹The Internet and the Iraq War, Pew Internet & American Life Project, ²NielsenNetRatings, 11 April 2003.

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What's coming up

Trends that we're tracking

- Blogs
 - Student recruiting, internal/external communications
 - Mobile blogging
- Communities
- *Smart Mobs*
 - The implications of ubiquitous, always-on communications
- The coming of the N-gen
 - We ain't seen nothing yet!

Implications

- Personalization
- Choice
- The bar keeps rising
 - Management is the key

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Resources

- Blogs
 - Chuck's Corner: www.proctoracademy.org
 - Mobile blogging: joi.ito.com/moblog/
 - Audio blogging: www.audblog.com/
 - mStoner: www.mStonerblog.com
- Howard Rheingold, *Smart Mobs: The Next Social Revolution*
 - www.smartmobs.com
- Howard Rheingold, *Virtual Communities*
- Don Tapscott, *Growing Up Digital*

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