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Olle Findahl

Swedes and the Internet



.se | internetstatistik

2013

Swedes and the Internet 2013

Version 1.0 2013
Olle Findahl



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Foreword

Eighteen years after the the diffusion started in 1995, the internet today has an assured place in the majority of Swedes' everyday life next to the daily newspaper, magazines, radio, books and television. Use has stabilized and become part of the daily routine.

In recent years, the mobile internet has made inroads. The internet has been moved from the desktop computer to smartphones and tablets. After the primary diffusion phase and the subsequent broadband phase, we are now in the mobile phase. How does it change the internet's availability and human use patterns? When new technologies are spreading, new digital divides arise. What do they look like? Is there potential to bridge the gap?

Smartphones and tablets make the internet available everywhere. Does this mean that they will eventually outrank the traditional computer?

The content of traditional media such as newspapers, radio and television is now easy to peruse on the internet anytime and anywhere. Does this mean that the traditional media forms are about to lose out to the digital forms on the internet?

There are still many questions to answer eighteen years after the diffusion of the internet started to take up speed and new questions arise all the time.

Olle Findahl



Summary

Internet use has stabilized while the mobile boom continues

The overall use of the internet continues at a slight increase, but the biggest change is in mobile internet. The time spent on mobile internet has more than tripled in just two years.

There are still 1.1 million without internet

The internet continues to spread more and more, but the expansion is decreasing every year. The number of those not using the internet or using it very rarely has declined by 100,000 since last year.

More and more have smartphones

Two out of every three people use a mobile phone to connect to the internet. This is an increase from 22 to 65 percent in three years.

Young people drive development further

Young people are the main drive in the growth of smartphones. This is most noticeable for those between the ages of 12 to 15 years where 78 percent use a smartphone daily. Just two years ago, this figure was only at five percent.

Only the latest mobile phone suits the young

Young people have the latest model of smartphone purchased in the last 12 months, while older people generally use an older model. The younger you are, the newer the model.

Young women are taking over the internet

Four years ago, young women were the most active on social networks and blogs. Today, smartphones have reinforced this dominance even further. It appears that girls between the ages of 12 to 15 are more involved in the information society than boys.

The spread of the tablet has taken off

In the past two years the spread of tablets has gained momentum. Every third Swede (31%) has access to such a platform. It is primarily the current generation of young parents and their children that have the largest interest in tablets.

Nearly half of two-year olds use the internet

Almost half (45%) of two-year olds today use the internet and among preschool children this number is now 25 to 30 percent that use the internet daily. Four years ago, it was only a few percent.. Virtually all children up to seven years, who daily use the internet, also use a tablet.

The internet takes a larger role in schools

Over the past four years, time with the internet in schools has doubled. Half of school children over ten years use the internet to do school work at least once or several times a week.

There are still many children not using the internet in school

More than half of children that are younger than 10 years never do schoolwork on the internet and a majority between the ages of ten to eleven years old use the internet for schoolwork only occasionally.

Many school children believe the internet to be as important for their studies as for their private lives

Two out of three students between the ages of 12 to 15 years, believe that the internet has become essential or very important to their schoolwork. There are almost as many who believe that the internet has become an important part of their private life. For those slightly older, there are somewhat more who believe that the internet is more important for studies than for privacy.

Young people are the most active on the internet

Young people between the ages of 16 to 25 years are the most active of all. Eight out of ten young people comment on what others have published. Eight out of ten post status updates, while five out of ten post comments on open discussion forums.

File sharing is on the same level as before

File sharing remains at the same level as before. Twenty percent of the population uses some type of file-sharing service to share or download music and videos. The highest rate is among boys between the ages of 20 to 25 years where 70 percent participate in file sharing.

Many people find new friends on the internet

Many people have made new friends through the internet. One-third of all people who use the internet have found new friends. The vast majority have since met some of these off the internet as well. On average, people have five new friends they have met in this manner.

Facebook keeps a firm grip

Virtually all people who visit social networks also visit Facebook. Two out of every three (66%) internet users, which represents more than half the population, visit Facebook at some time. Last year the amount was 64 percent. The most active are men between the ages of 16–25 where 76 percent visit Facebook daily. Among seniors, less than 10 percent do the same.

Younger and younger children are on social networks

Social networking sites are frequented by younger and younger children. Already at eight years old, 18 percent visit social networks. In nine years this has climbed to 30% continuing at a rapid pace to the age of twelve with 81% users. Two out of three (65%) girls make daily visits.

A third of young people's internet time is spent on social networks

The amount of time that young people (12–15 years) spend on social networks occupies a third of the time they spend with the internet at home or at other locations outside of the school. For ages 26 to 55 years, the proportion drops to one-fifth.

Twice as likely to follow Twitter than to write

It is more than twice as likely for people to read what others write on Twitter rather than writing something themselves. Twenty-one percent follow what's happening on Twitter, while 10 percent actually write. Two percent write daily.

Seven out of ten girls between the ages of 12 to 15 use Instagram

Instagram is used mainly by young people. Just over half of young people aged 12

to 19 years are there. Most active are girls aged 12 to 15 years, of which seven out of ten (71%) are users. A total of 15 percent of the population has visited Instagram at least once.

Mobile internet has not replaced the computer

The mobile internet has not replaced the computer. Virtually everyone with a smartphone also has a computer, and almost everyone with a tablet has both a PC and a mobile phone. Even those who use a smartphone several times a day, or surf daily on a tablet, use their computer at least as much.

40% of internet time is spent sharing content from traditional media

A large amount of time on the internet is spent on newspapers, tv and radio. About 40 percent of the time spent on the internet between the ages of 25 to 65 years, on average, takes part of content from traditional media.

The internet has not replaced the mainstream media

Media use by Swedes is still dominated by traditional media in its traditional form, eighteen years after the internet started to diffuse. At the same time, web versions of this traditional media are also used diligently, but it is very rare that the traditional form is completely abandoned.

The mobile evolution creates new digital divides

Digital divides disappear and new ones arise. Now it's the young and the young parents' generation who are in the lead while older users are more cautious. Even

income and education play a role so that the proportion of smartphones is significantly higher among those with a higher income and education and doubled when it comes to tablets.

Personal activity on the internet creates a sense of belonging

Those who are active on the internet feel the most included in the new information society. They are predominantly young and well educated with a good income and interest to try new technical things. Internet time on YouTube plays a role as well as time on social networks. It helps if a person visits blogs or Twitter. Most of these people spend several times a day on Twitter or on different forums posting mail and commenting on what others have written.

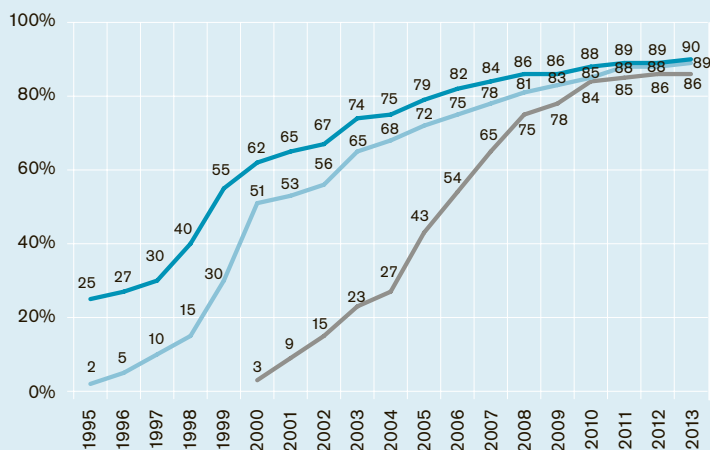
The internet is the most important news source among young people

The internet has gradually assumed the role as the main news source for those up to 45 years and is completely dominant among young people up to the age of 35. The older you are, the more important traditional media becomes, such as tv, newspapers and radio. With increasing age, the internet's role as a news source decreases.

Reading e-books is unchanged while fewer purchase special e-readers.

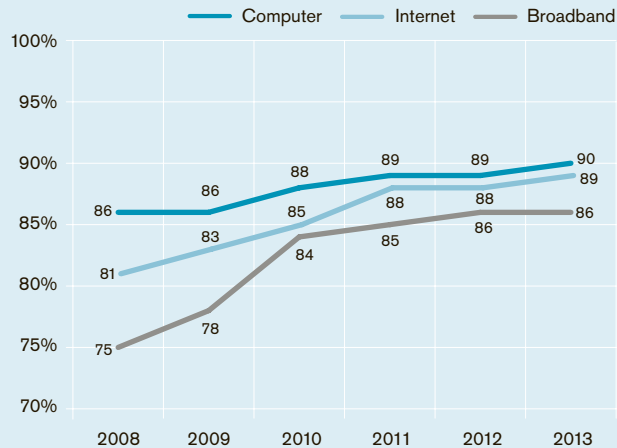
One in ten (11%) have at some time read an e-book. It is almost exactly the same figure as last year. Most who read an e-book do it on a computer and almost all that read e-books also read ordinary paper books. Special e-book readers are rare. In comparison with the United States, Sweden lies far behind. ●





Access to computer, internet and broadband 1995–2013.

Diagram 1.1 Access to computer, internet and broadband from 1995–2013 among those over 18.



Access to computer, internet and broadband 2008–2013.

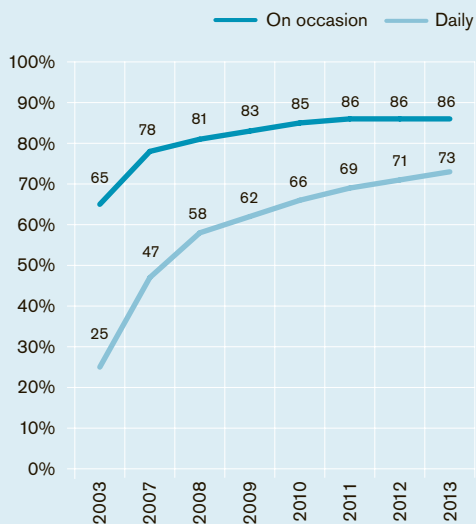
Diagram 1.2 Access to computer, internet and broadband from 2008–2013 among those over 18.

OI Stability in usage and increasing mobility

The overall use of the internet continues to grow and even the diffusion that has remained static during the last years has slightly increased, but the major changes concern increasing use of mobile internet in the form of smartphones and tablets.

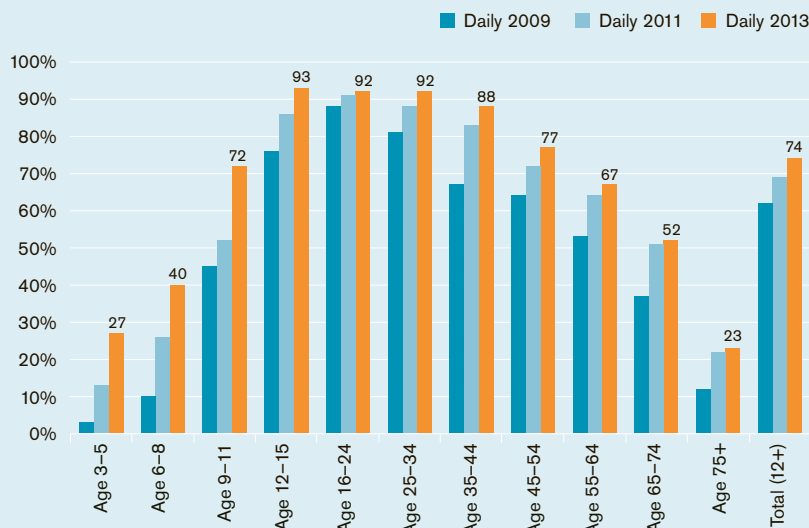
With the exception of this, the use of the internet on the whole has stabilized. Changes compared to the previous years

are small. The spread has slowed while the curve has leveled off. The percentage of internet users has remained at roughly the same level in recent years, although there are more that have become daily users. The time that Swedish people spend on the internet at home and at work is about the same as last year. The internet has in many ways found its place in the home and at work, and is included as a routine part of daily life similar to radio, television and the morning paper. The internet has “been domesticated.”



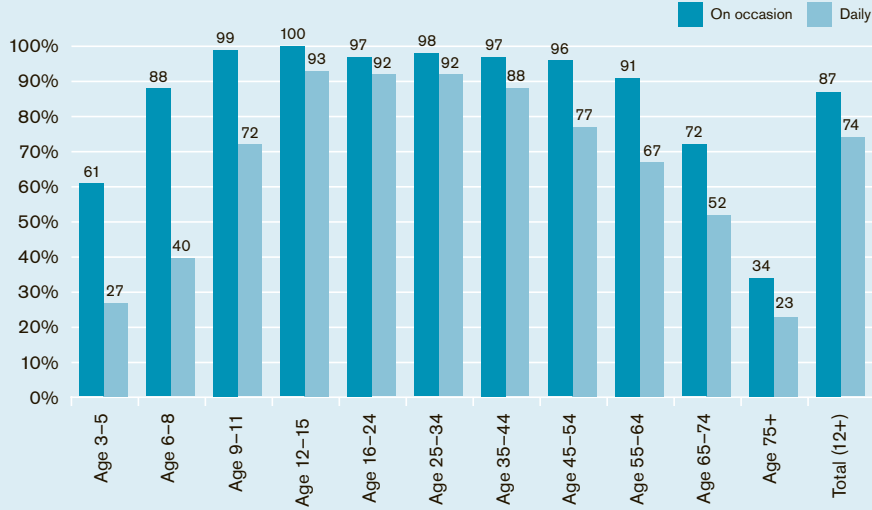
Use of the internet at home 2003–2013.

Diagram 1.3 Percentage of the population (18+) who use the Internet at home, on occasion and daily.



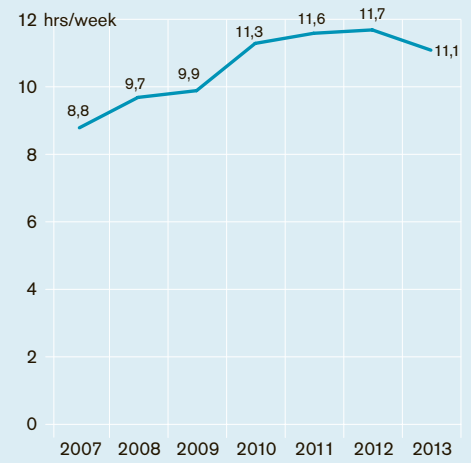
How has daily use of the internet changed among different ages 2009–2013?

Diagram 1.4 Percentage of various age groups who use the internet at home daily.



How much was the internet used among various age groups in 2013?

Diagram 1.5 Percentage of different age groups who use the internet at home on occasion and daily.



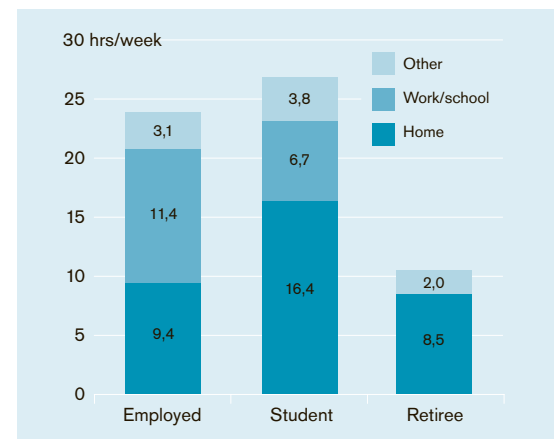
How much time is spent using the internet in the home? Comparison from 2007-2013.

Diagram 1.6. The average time (hours/week) internet users (ages 12+) spend on the internet at home.

Major changes under the surface

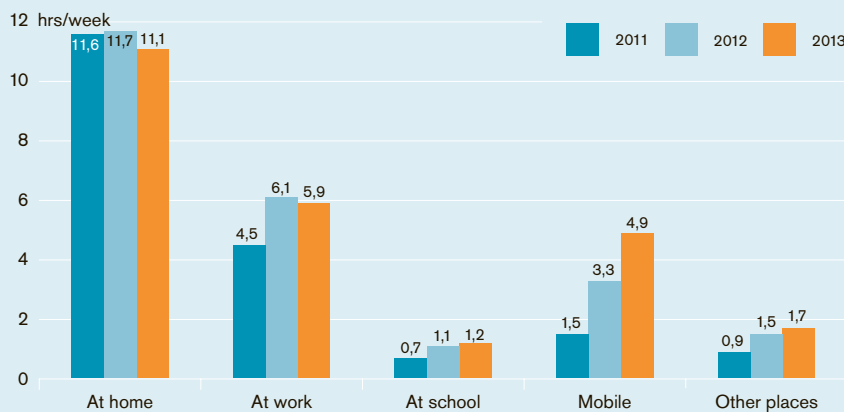
Under this stable surface, however, are changes. Through mobile internet, the internet can be used outside the home and workplace. During daily breaks the internet is available on the sofa and at the dining table as well as on the bus and subway. This has been explored by young people especially. This means that there are more people connecting themselves to the internet while commuting or in other locations, which at the same time creates small reductions in usage at home and at work.

Two thirds of the population (65%) now use a smartphone and one in three (31%) a tablet. More on this in chapter two.



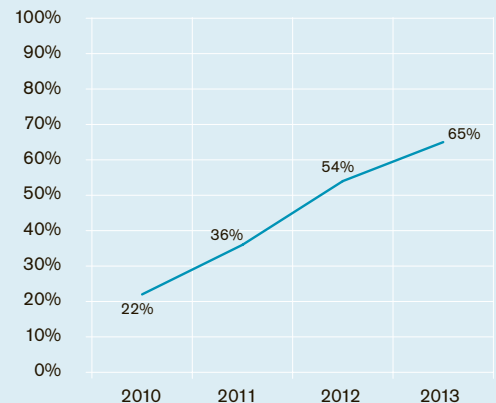
Allocation of time spent online between home, work/school and other locations.

Diagram 1.7 Average time (hrs/week) that workers, students (12+ yrs) and seniors spend on the internet in different locations.



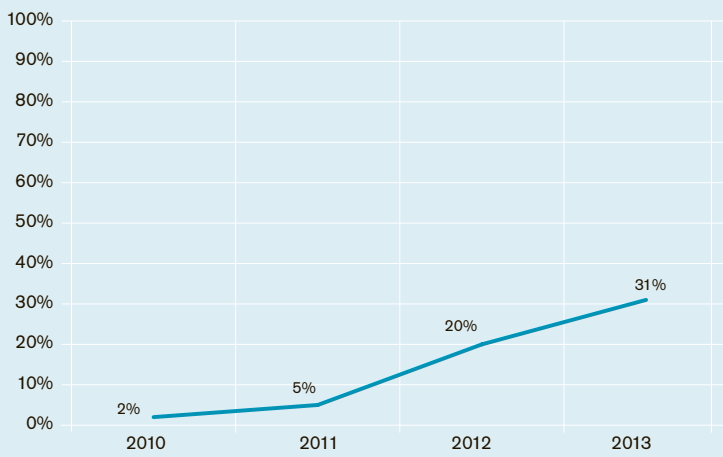
How much time is spent online in various locations?

Diagram 1.8 Average time (hrs/week) spent online at home, at work, in school, on mobile devices and in other locations.



How many people use a smartphone?

Diagram 1.9. Percentage of the population connecting to the internet via a smartphone.



How many people have access to a tablet computer?

Diagram 1.10. Percentage of the population who have access to a tablet computer.

How are people connecting?

A growing number have acquired mobile devices in the form of smart phones and tablets. Have these appliances replaced traditional computers? No, almost all users of mobile devices can also connect via desktop or laptop computer. Only 0.7% of internet users have only mobile equipment to connect with. Almost everyone with mobile devices also has access to a computer.

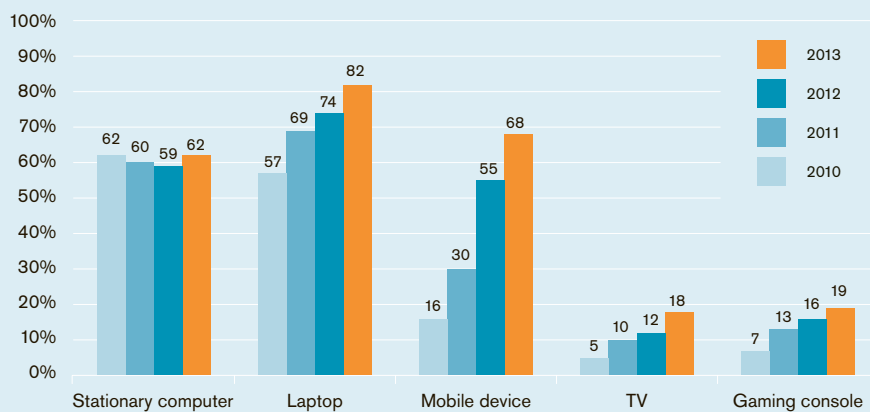
95% of internet users have broadband internet access. ADSL still dominates over fiber and cable tv. During the last year, more and more (23%) have acquired mobile broadband (3G). Half of them only have a mobile broadband while the other half has both traditional and mobile broadband.

The most common reason that people still do not have access to broadband is that there is no access where they live. Other reasons are that it's too expensive, people are not interested or they already have access to mobile broadband. The question of which broadband people are connected to is surrounded by a degree of uncertainty because some people don't know how they are connected. Some people also use the internet even though they don't have access to it at home.

90% of internet users up to 55 years of age have a wireless network at home, which makes it so that their smartphones are also able to use wifi.

Large differences in how much time people use the internet

The amount of time a person is on the internet varies widely between different internet users. Some spend an hour a week while others may spend forty to fifty hours connected to the internet. The average time at home is eleven hours a week, which is just over an hour and a half a day.



How do people connect to the internet? A comparison 2010–2013.

Diagram 1.11. Percentage of internet users (12+) who connect to the internet using various devices.

Many users, however, are not so frequent in their visits to the internet. Sixteen percent of internet users average less than 2 hours a week, for about a quarter of an hour a day. Another 23% average just 3–6 hours a week. This means that 40% of users are on the internet less than one hour per day. On the other hand, there is an extreme group of 6 percent who spend a work week, 40 hours, or more online. Added to this is internet activity that occurs outside the home.

How many people do not use the internet? Those who do not use the internet are found predominantly among the oldest and the youngest. The youngest may not,

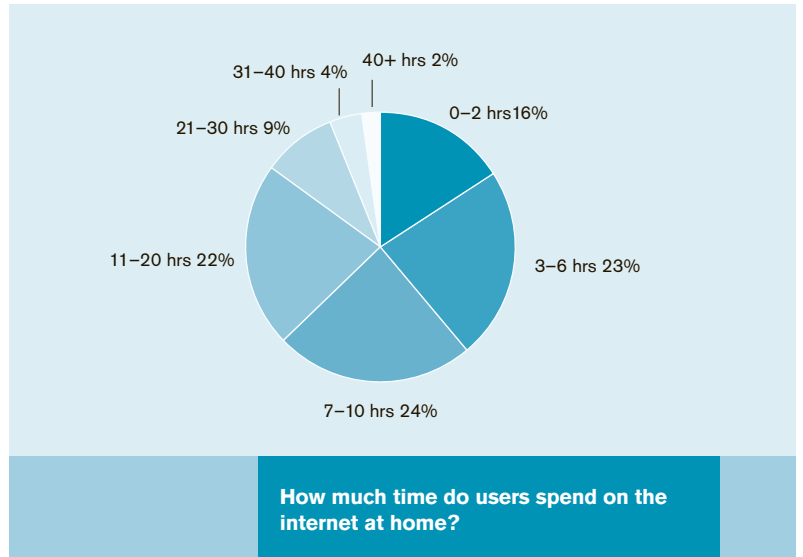


Diagram 1.12. Percentage of internet users (12+) that use the internet in the home for various time periods during the week.

Portrait I.

Traditionalist who belongs to the silent majority of internet users

A teacher born in 1958 with a keen interest in photography of animals and nature. In 1995, he bought a computer and in 2001 a connection to the internet.

In 2007 he has broadband and the internet both at home and at work which he uses daily. He spends a total of two hours a week on each site. A computer has moved into the children's room and he has a laptop in the den. He shares files sometimes, which he started doing in 2002. The advantage is that he can hear how music sounds before he buys it, but he buys music and videos much like before.

In 2011 the kids have left home and he uses the internet eight hours a week at home and just as much at work. He now feels pretty proficient in using computers and feels that the internet has facilitated his work a lot. TV and newspapers are his most important sources of information. On the internet, he

also takes part in the mainstream media. He looks for facts, culture and literature, watches videos and has started to listen to music on Spotify. He is in communities with others who share his interests. For him, the internet has now become very important to his work and quite important in everyday life. He makes and receives phone calls over the internet.

In 2013, he takes part in the mainstream media in its traditional forms, reads the newspaper (3 hrs/week), books (3 hrs/week) and watches TV (10 hrs/week). Some of these he does not use the internet for, with the exception that he sometimes uses a TV on-demand service (30 minutes/week). He has a smartphone with which he connects to the internet (30 minutes/week). He also has access to a tablet that he only uses occasionally. At home, he is on the internet for three hours and at work for ten hours. In addition to e-mail, he checks facts at some point in the week, equally as often with the computer, mobile phone or tablet. Sometimes he visits Facebook (15 minutes per week). He shares files about once a month and makes and receives phone calls over the internet on a daily basis. TV is his most important news source. Still, the internet is very important for his work and quite important for his private life.

The portrait descriptions appearing in this report are based on real people and their responses that emerged over several years of studies.

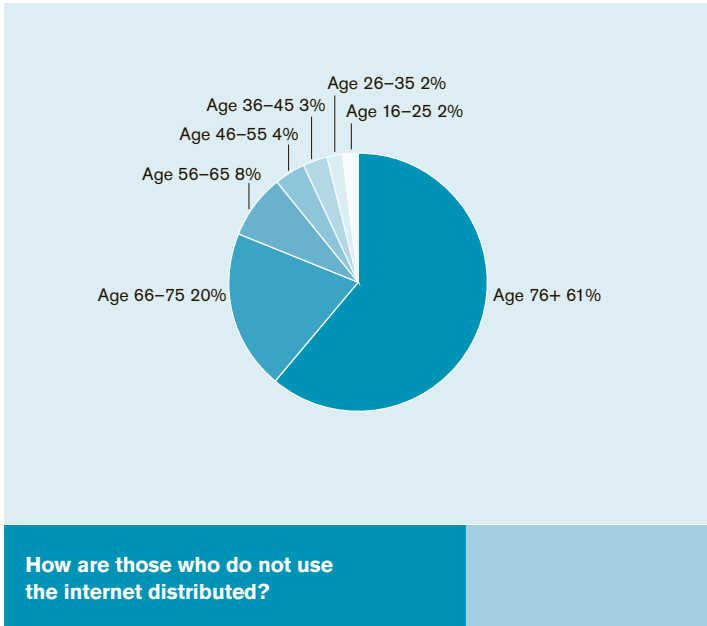


Figure 1.13. Percentage of people that do not use the internet by age group.

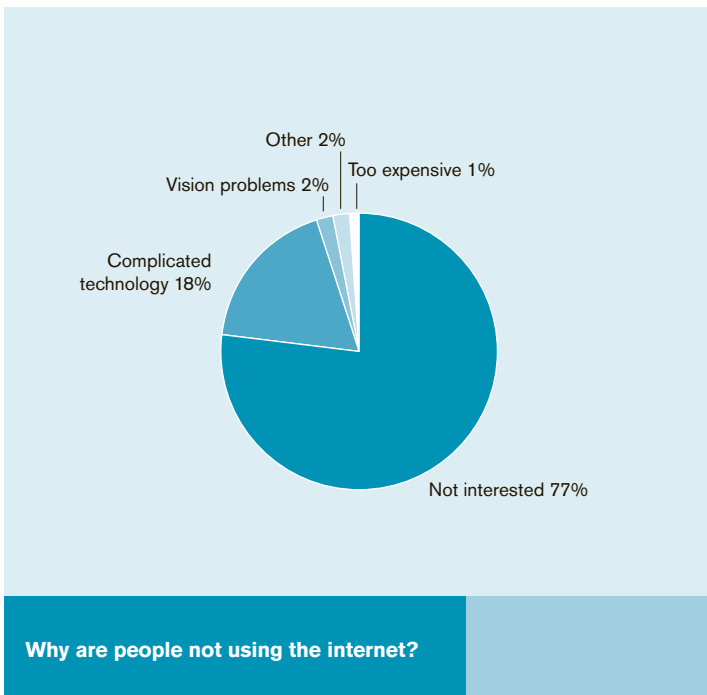


Diagram 1.14. Reasons why non-users do not use the internet.

for obvious reasons, make decisions about their situation and the elderly are largely uninterested. We estimate from those who claim to have internet access at home that the amount is now 89 percent of the population over 18 years of age, excluding any upper age limit. This is a small increase (1%) from the previous year. Some of those who have access, however, do not use the internet, and some use the internet very rarely, less often than once a month. We count those who use the internet at home or more rarely than once a month as 14.2 percent of the population, which is equivalent to 1.1 million people. If we compare with previous years, we can see that the number of people not using the internet has reduced by 100,000 people during the past year. From year to year the numbers go down, but the decline is slowing.

The main reason for not using the internet is not being interested. The proportion who say this, of those who don't use the internet, has become larger over the years. Therefore the potential for new users is smaller. Twenty percent, however, are interested and would like to use the internet. They are found primarily among those who have previously used the internet. ●

Year	Number of persons
2010	1,5 million
2011	1,33 million
2012	1,2 million
2013	1,1 million

Table 1.1. Number of persons (12 + years) who do not or very rarely (less than once a month) use the internet at home.

Swedes and the Internet is now available on the web! On internetstatistik.se you can easily sort the statistics on various topics and share charts from this year's report with your friends.

02

The Mobile Boom

Sweden was among the first to develop a mobile phone system back in 1950, but it took until the 1980's before mobile phones began to be used commercially. In the 1990's, mobile phones became smaller while in 2002 WAP/GPRS was introduced with the possibility to connect to a scaled-down version of the internet. At the same time, mobile phones were equipped with a camera, radio, music player, GPS and in addition to SMS and MMS, one could also send and receive e-mail.

In 2003, 80 percent of the population had access to a mobile phone but there were still few (7%) who used GPRS (mobile data). Five years later, the proportion of the population with mobile phones surged to 93 percent and half of them were now able to connect (Findahl, Sol 2007). But most people did not use this opportunity and when it came to email, very few (8%) used their mobile for this. Almost all young people took advantage of the opportunity to text and photograph with the mobile phone but the Swedish model for mobile internet did not seem to fit the young internet generation.

Sweden is not Japan

Unlike in Japan, where internet in mobile phones was a success already in 2000, the mobile phone in Sweden had not yet become a natural gateway to the internet. Almost everyone had a mobile phone with

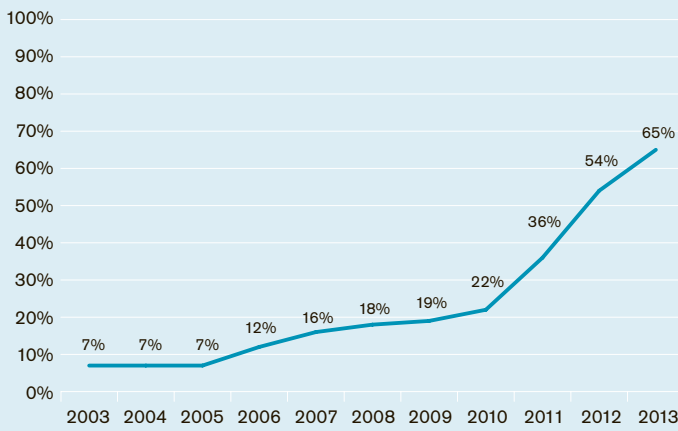
the possibility for an internet connection, but only two in ten (18%) availed themselves of this possibility in 2009.

It wasn't teenagers, but younger and middle-aged men, 26–45 years of age, who were the most active users. Many of these most likely had their subscriptions paid for by their employers. The technology was flawed and the cost for users was high.

Early on in Japan, a simple technique was used. A common market and a lot of interesting content was aimed at a mass audience, especially the young. In Sweden and Europe, telecom companies built up their own territory and went for premium customers who had their fees paid through work (Funk, 2001).

Sharp rise of smart phones in the last two years

It was not until 2011 that improved technology and affordable fees led to a resurgence of the internet on mobile phones. Not only did the number of users grow strongly but also the intensity of use. More and more began to use their mobile phones daily. Among adolescents, the use of smart phones doubled between 2010 and 2011. The increase during the early and mid 2000s was a few percent per year, a leap from 22 to 36 percent in 2011, to 54 percent in 2012 and now in 2013 there is 65% of the population (12+ years) that use a smartphone. Two out of three Swedes at



How many people use the internet on their mobile phone?

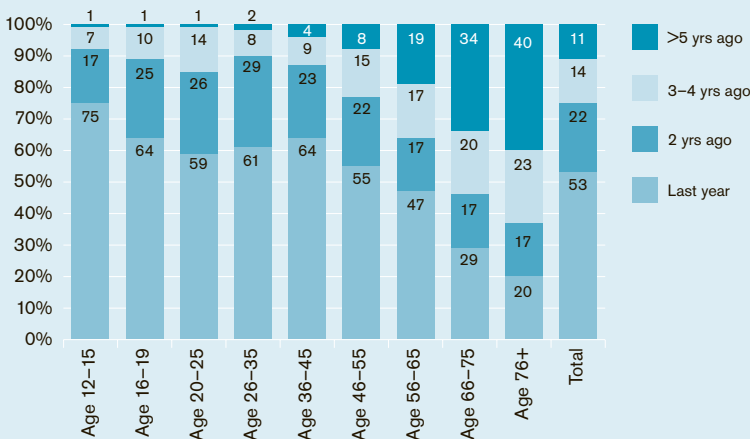
Diagram 2.1. Percentage of population (12 + years) using a smartphone.

some time use a mobile phone to connect to the internet.

In contrast to the spread of the internet in the middle and the end of the 1990's, which was dominated by the adults who worked in offices and which already had computers, it is now the young people who are pushing development. This is most clearly seen in the age of 12-15 years.

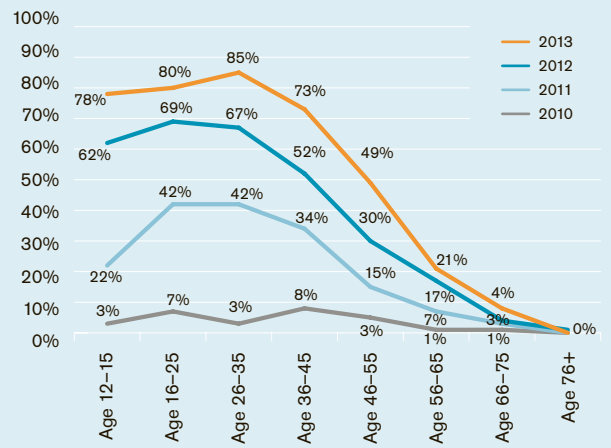
In 2010, only a few percent of these teenagers used their smartphone daily.

In 2011, mainly the older youth (16-35 years) started to get smartphones which created a jump in daily use from 5 percent to over 40 percent in one year. The younger (12-15 years) were drawn in a year later and in this age group the jump is from 22 to 62 percent between 2011 and 2012.



When did you buy your current mobile phone?

Diagram 2.3. How old are the mobiles owned by mobile users of different ages.



How many people use the internet on their mobile phone daily? A comparison 2010-2013.

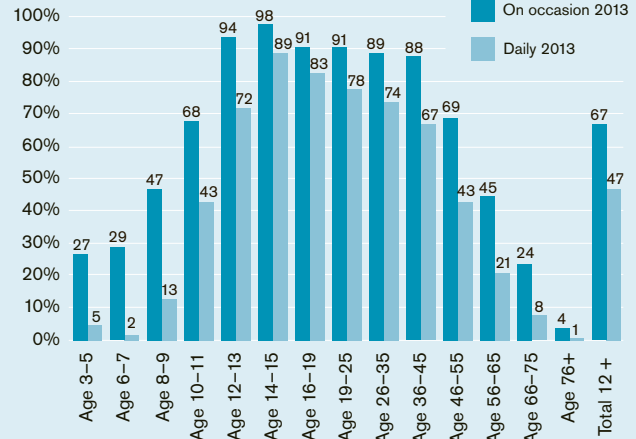
Diagram 2.2. Percentage of those with mobile phones in different age groups who use the internet daily on their phone.

Now, in 2013, 93 percent of them have a smartphone and 78 percent use it daily to connect to the internet. This means an increase of daily use of the internet on mobile phones from three to 78 percent in three years.

Young people have the latest mobile phone models

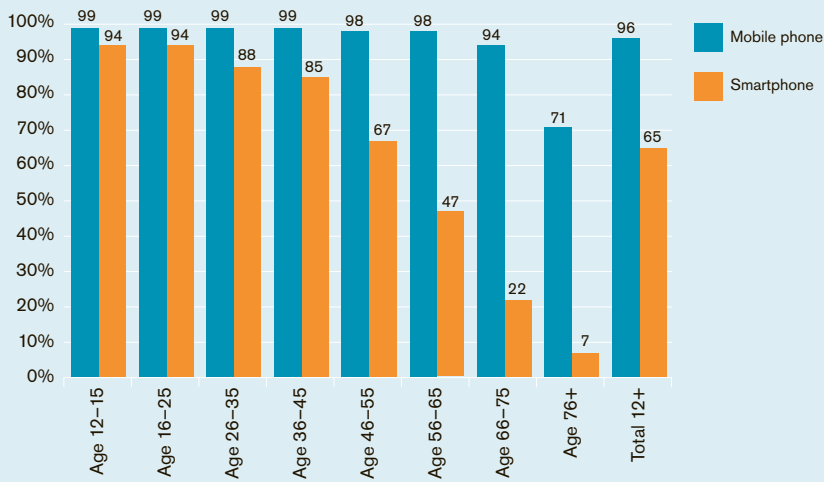
Almost all young people use a mobile phone they bought in the past year, while older people use older mobile phones. The younger a person is, the more recent a mobile phone they have. It drives development (diagram 2.3).

Today 90 percent of the population aged 12 to 45 years old use a smart phone on occasion and at least three out of four



How many people of different ages use the internet on their mobile daily or on occasion?

Diagram 2.4 Percentage of different age groups that use internet in their phones daily and occasionally.



How many have a mobile phone and how many have a smartphone?

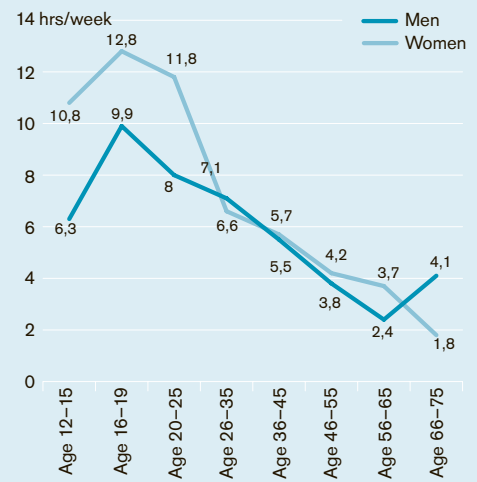
Diagram 2.5 Percentage of the different age groups that have their own mobile phone and percentage that have a smartphone.

use it daily. The spread has also gone down in age among schoolchildren even though their daily use is limited. However, the spread has not gone up in age.

There is a clear age limit (diagram 2.4). The smartphones are not for the elderly. While 47 percent aged 56 to 65 years have access to a smartphone and 45 percent use the internet at some point, the daily use of the internet on the mobile phone is low (21%), and among pensioners very low. However, they have access to older models of mobile phones. 94 percent of the younger retirees have their own mobile (diagram 2.5).

Young women devote more time to smartphones than young men

Women use the internet on mobile phones more than men: on average 7.1 hours a week compared to men's 5.8 hours per week (diagram 2.6). The differences between men and women are also found among the young. The most avid users of smartphones are young women aged 16-25 years. Visits to social networks like Facebook play a central role, but they also use computers to keep up to date. Their use of tablets is not as frequent. See the chapter on children and adolescents.



How much time do men and women devote to using internet on the mobile phone?

Diagram 2.6. The average time (hours/week) that women and men of different ages use the internet on their mobile phone.

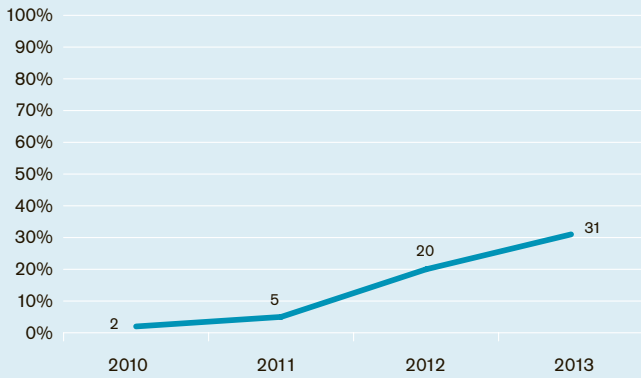
Overall, however, men spend more time on the internet than women. 12.3 hours a week in the home versus 9.8 hours for women.

Young women are taking over the internet

When the internet was first introduced it was dominated by young men. They learned the new technology and learned from each other to master computers. The women communicated via mobile phones, not just by voice but also by SMS and through pictures (MMS). With time, they have also become increasingly active on the internet. Four years ago, it was the young women aged 14 to 21 years old who were most active in uploading images to the internet, reading and writing blogs and being active in social networks (Findahl, Sol 2009).

Today, smartphones reinforce this dominance further. It's the young women who spend the most time on the internet using their laptops and smartphones. The only exception applies to gaming, which is still dominated by men.

One consequence of young women's active use of the internet, in which they partly create their own content, has become a heightened sense of belonging in the new information society. If we compare today's



How many people have access to a tablet?

Diagram 2.7. Percentage of the population (12+ yr) that have access to a tablet.

boys and girls aged 12 to 15 years, girls feel more involved than boys. It is a fundamental change if we compare the situation of 10–15 years ago when computers and the internet were something only for boys.

Continued growth in tablets

April 2010 saw the launch of Apple's iPad; a small portable computer with a touch-

screen. The growth was not quite as fast as many predicted, but new brands and models were presented, and two years later growth increased. In 2012 one in five Swedes (20%) had access to a tablet and now in 2013, it has risen to one in three (31%).

Among adults, the age groups from 26 to 45 years old are the most interested in tablets. Younger age groups (16–25 years), which otherwise stand out as very frequent users of smartphones, are not as interested. It is the young internet-experienced parents' generation with small children who have tablets. Of the parents aged 36 to 45 years with children (3–11 years) two out of three (63%) have a tablet. They generally already have a computer and smartphone.

The most diligent users of tablets are their small school children (6–11 years)

Portrait 2

15-year-old girl completely and fully involved in the information society

She began using the internet in 2005, and now uses the internet at home 35 hours a week. At home, there are three computers and a tablet. She uses her own computer several times a day as well as the smartphone which was purchased a few months ago. She uses the tablet daily. Her mother works as a student assistant and uses the home computer daily. She is also very computer literate.

The girl is also very knowledgeable on computers and among her interests are exercise and dance. She reads books (12 hours/week) watches TV (35 hours/week), sometimes on the internet (two hours/week). Sometimes she reads newspapers (one hour/week). There is a home subscription to a newspaper.

For 14 hours a week she uses her mobile phone. She sends sms and mms messages several times a day and follows Instagram daily. She is also on Facebook, Twitter, and reads blogs daily. She spends seven hours a week on different social networks.

She is on the internet daily when she's on the road, and uses the internet at other locations outside the home and school (7 hours/week). While in school she uses the internet occasionally (2 hours/week). A few times a month she is given school tasks where the internet is used.

For many activities, like visiting social networks, checking facts, seeking information about culture and science, and listening to music, she uses the computer, mobile phone and tablet. For other activities such as games, news, email, and surfing, she uses the mobile phone most frequently. When she watches television and video or is looking for information on school projects, she mainly uses the computer.

She makes daily status updates about what she is doing at the moment. She also comments on a daily basis about what others publish and a few times during the week she posts on open discussion forums.

The internet has become her most important news source and is very important for both her private life and school work. She feels as if she belongs completely and fully to the new information society. Without the internet she often feels worried and depressed.

who, at least occasionally, put their fingers on the tablet's screen (diagram 2.8). The tablet is the easiest to use without any computer knowledge so it seems to overcome the usual thresholds. Right down to the preschool age among the 2 and 3 year olds, it's possible to find many tablet users. More about this in the chapter on children. Interest among the elderly has been weak. Eleven percent of the younger pensioners admit to having access to a tablet but only six percent use it. Here the United States is ahead (Pew, 2013). In total there are 34 percent who use a tablet, which is more than those who have access at home. Sixteen percent use a tablet daily.

Since the spread of the tablet is in the first stages, there are digital divides. It's the well-educated, well-off, and their children who are first in obtaining a tablet. See the chapter on the digital divide. There are no noticeable differences between men and women.

Is there a continuing demand?

What does the future hold for the mobile internet? Is there a demand from those who have not yet acquired a mobile connection? Yes, but it's not among the elderly where there are the most non-users, but among younger and middle aged non-users in the age groups where many already use mobile internet. A third of those who do not yet have a smartphone in the ages of 26–35 years think it likely or very likely that they will get a smartphone. When it comes to tablets, a quarter of those in the ages of 36–45 years who do not have a tablet say that they are likely to get one.

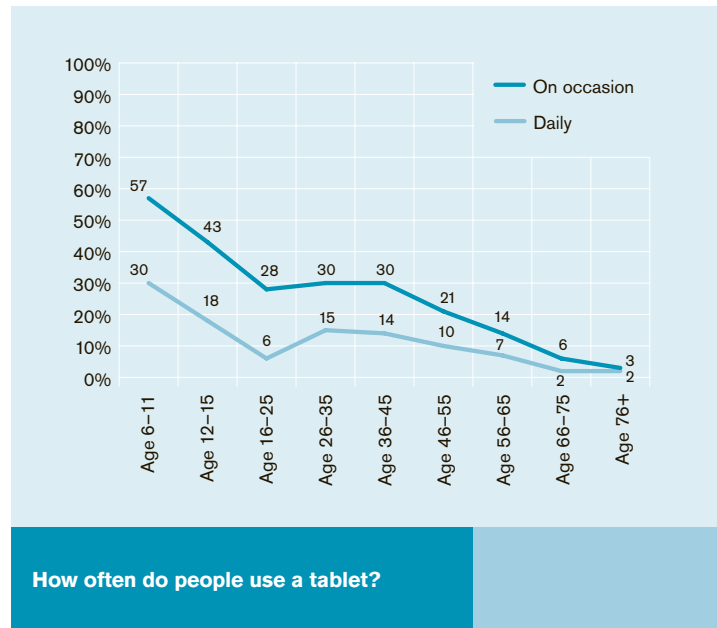


Diagram 2.8. Percentage of various age groups who daily or occasionally use a tablet.

Is the adoption of smartphones the fastest in the history of technology?

The extremely fast diffusion of the mobile internet brings to mind the history of technology and if there has ever been such a rapid spread. A complete answer cannot be given yet because we have only seen the primary diffusion phase. With this limitation, we can compare the proliferation rate of adoption of smartphones and tablets with the internet's spread in the late 1990's and with the spread of television in the late 1950's (Findahl, Internet 15 år 2009b).

We then see that the primary diffusion is similar for all four technologies. The television diffusion curve is the steepest but it went up 40 to 50 percent in three years. It is still uncertain how far it will go for tablets.

If we compare the spread of the internet with television, we see that it begins to bend and level off at 50 percent, while

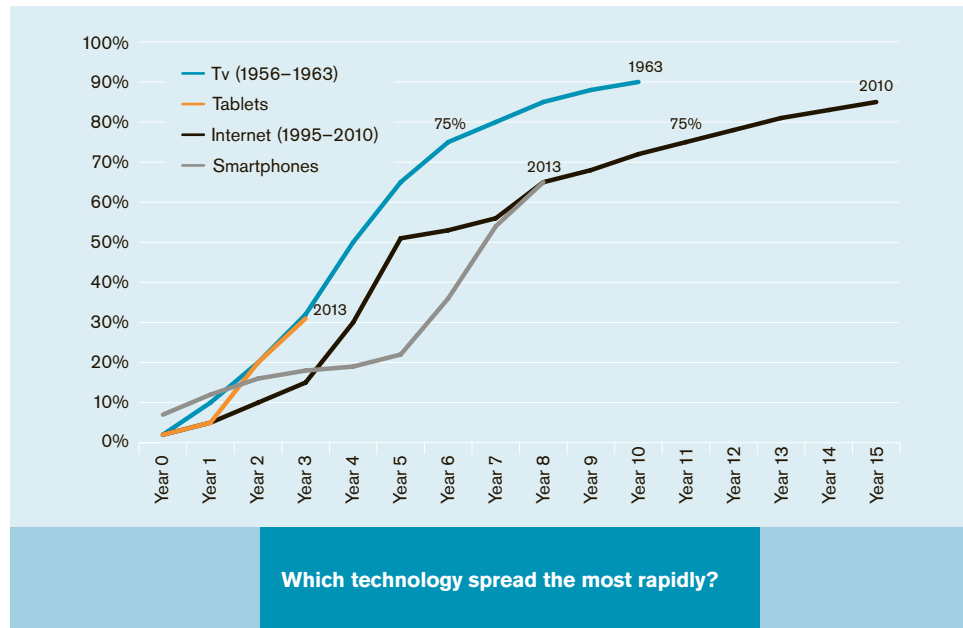


Diagram 2.9. Percentage of the population during different years that have had access to smartphones and tablets compared to the spread of television in the late 1950s and the spread of the internet in the late 1990s.

the television went up to 80 percent before the curve began to flatten out.

Neither the older or the younger ages were involved when the use of the internet began to spread in the population during the late 1990's.

Access to smartphones has continued through 70 percent of the population. It is a development which, to a large extent, is carried forward by young people. But unless the elderly become more interested, the curve will begin to level off.

How does it work with the speed of the spread if we look at a single group such as young people, aged 12 to 15 years? In three years, the availability of mobile internet in this age group has gone from 19 to 93 percent and the proportion of daily users has risen from three to 78 percent.

It shows an unusually rapid rate of adoption among young people. If we compare

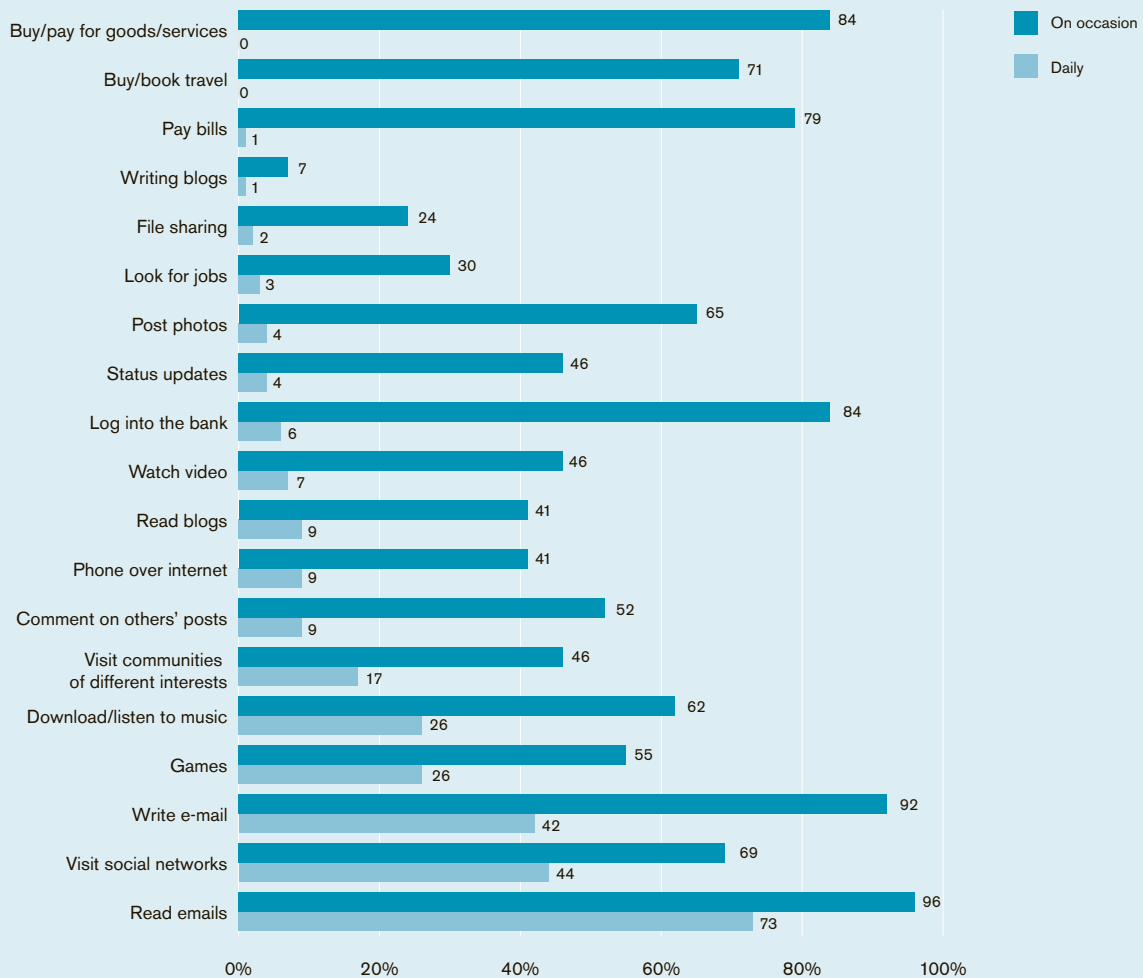
the internet's spread, it was mainly white-collar workers who quickly took to the internet. In five years, 85 percent of them acquired the internet. They had a head start because they were already computer users. However, it can also be said about today's young people that before they started using smartphones, they were daily users of sms and mms on their regular phones.

Although the diffusion curves are largely similar to each other, there is the question of completely different processes. The internet's spread in the late 1990s was driven by the needs of working life and here it was the white-collar workers who were the first to adopt the new technology. The spread of the smartphone is powered by the young. Here, primarily the needs of private life are the driving force. ●

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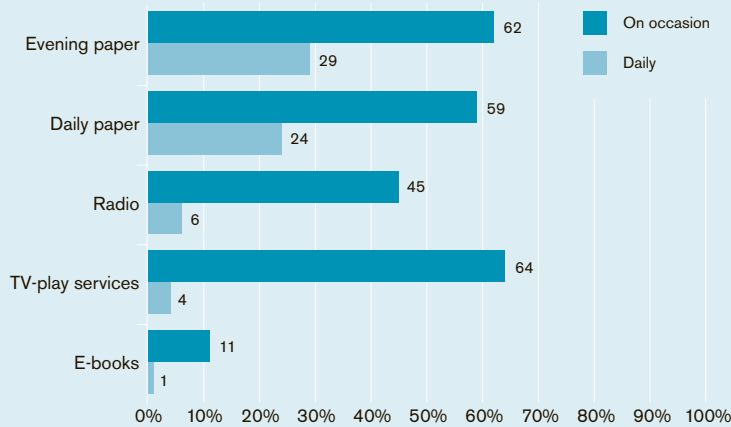
03

The most common activities, the most popular sites and new friends



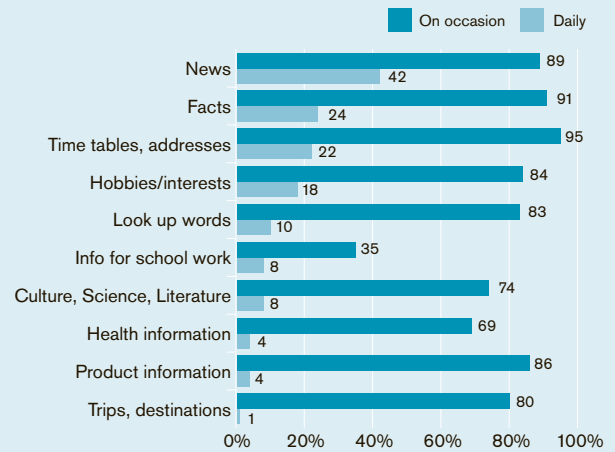
Things people do on the internet.

Diagram 3.1. Percentage of internet users (12 + years) who occasionally or daily do different things on the internet.



Types of media people use on the internet.

Diagram 3.2. Percent of internet users (12+ years) who occasionally or daily take part in various media on the internet.



Information people seek.

Diagram 3.3. Percent of internet users (12+ years) who occasionally or daily search after various types of information.

The most popular on the internet

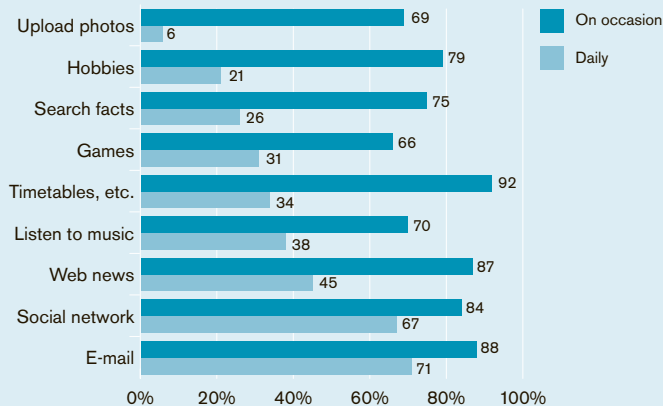
Email, social networking, news, magazines, games, music and video along with opportunities to seek facts and check schedules and addresses, dominates the use of the internet.

During the last year, activity has increased in some areas. More people visit social networks and update their status. More people search for facts and check schedules, TV listings and addresses. There are also more people playing games and uploading digital photos. We can attribute this increased activity on the internet to the increasing use of smartphones,

because these are the type of activities that dominate the use of smartphones.

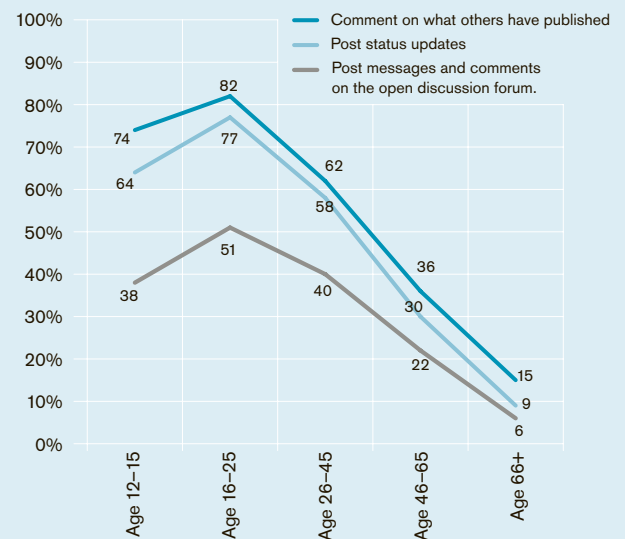
Many people are active on the internet

Most people who visit social networking sites, interest communities or discussion forums are there to read and take note of what is happening. But many are active even if they are not writing on a blog or Twitter themselves. The most common activity is to comment on what others have published. Half of all internet users (52%) do this on occasion and most are young people 12–25 years (74 and 82%). This is almost the same with status updates (46%).



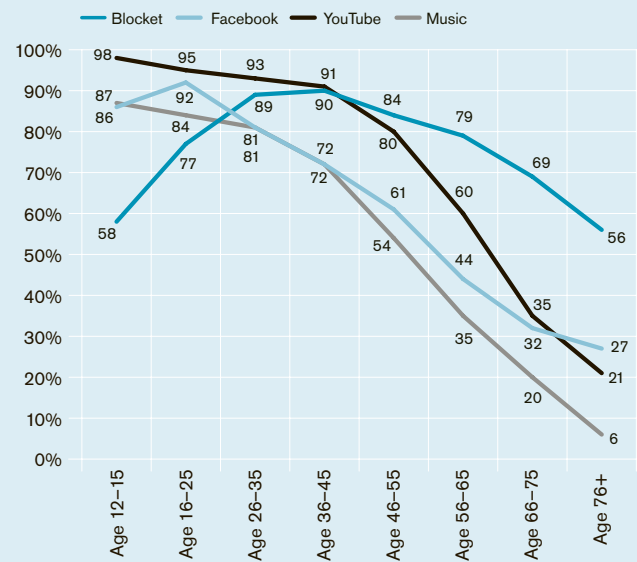
The most popular tasks on the mobile phone.

Diagram 3.4. Percentage of those with smartphones (12+ years) who perform various tasks occasionally or daily on the internet in their mobile phone.



How many people take part in activities on the internet?

Diagram 3.5. Percentage of internet users (12+ years) of different ages who are active and at some point producing posts on the internet.



Popular sites on the internet.

Diagram 3.6. Percentage of internet users (12+ yr) who occasionally visit popular sites on the internet.

Many (32%) also make posts and comments on various discussion forums even though it's not as common.

Popular sites on the internet are Facebook with their social network (45% daily, 66% occasionally), YouTube's video clips (17% daily, 78% occasionally), music services with streaming (26% daily, 62% occasionally) and Blocket ads for buying and selling (7% daily, 80% occasionally). The largest share of the population visits Blocket, which is due to people of all ages using the site, including pensioners. Facebook and music services are of interest mainly to the younger part of the population. YouTube does the same but also has a majority interest of middle-aged people.

Blocket is certainly popular in all ages but is not included in daily use. People go to Blocket occasionally while Facebook, YouTube and music services are included in daily visits for the younger people.

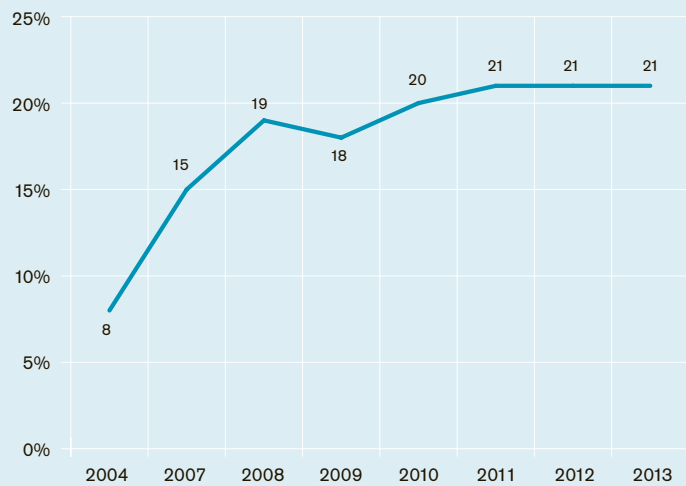
File sharing is on the same level as in previous years

Ever since 2008, file sharing has been staying around the same level, which means that about 20 percent of the population occasionally uses file sharing services to share and download things such as music, video, games and software. This year is the same as previous years. At the same time, Spotify and other services that offer streaming music and video have be-

come very popular and the music industry looks toward a brighter future with more and more digital services. (Svenska Dagbladet, 2013)

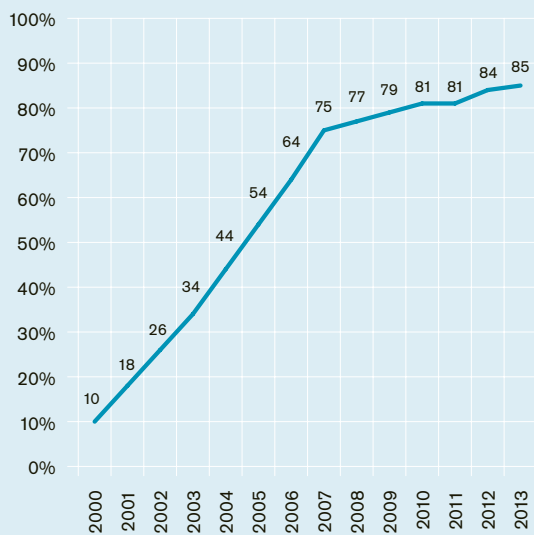
E-Commerce increases slightly

The proportion of the population who occasionally bought and paid for goods and services over the internet rose by ten percent-



How the percentage of file sharers varied over the period 2004-2013.

Diagram 3.7. The proportion of the population that participates in file sharing a few times a year.



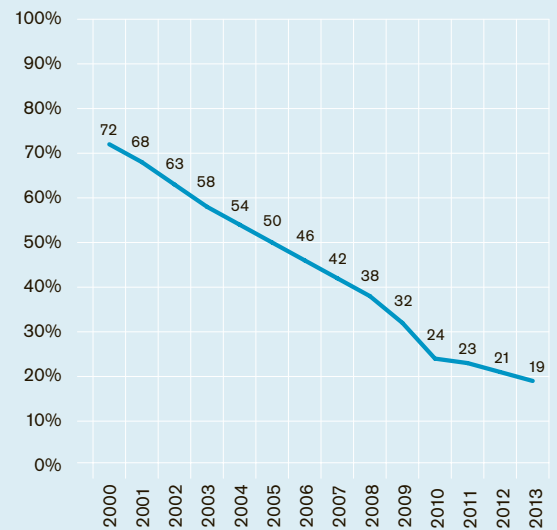
E-commerce continues

Diagram 3.8. Percentage of internet users who purchase and pay for goods and services over the internet.

age points for each year until 2007. Since then, the annual growth rate has slowed and is now one percentage point per year.

Concerns about credit card fraud declines

As more people shop and pay over the internet, concerns have decreased over security in the payment system. Ten years



Credit card worries are further reduced.

Diagram 3.9. Percentage of internet users who say they are "very" or "quite a bit" concerned about credit card fraud.

ago, many (58%) were skeptical of paying by credit card over the internet. Today, that figure has dropped to 19 percent. Above all, it's the elderly who are worried about credit card fraud.

No breakthrough for sms payments

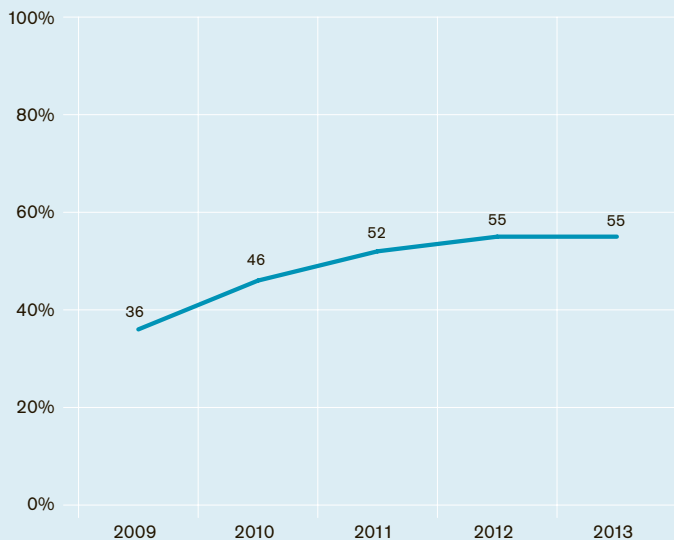
The percentage of people who pay with their mobile phone has not increased during the year. Today 24 percent state they have at some point paid via sms. This is the same proportion as last year that indicated they paid by sms.

Percentage with e-identification has not increased

Not all have access to e-identification. Half the population are without it while others, especially those with high education and good income have had one. The situation has not changed in recent years.

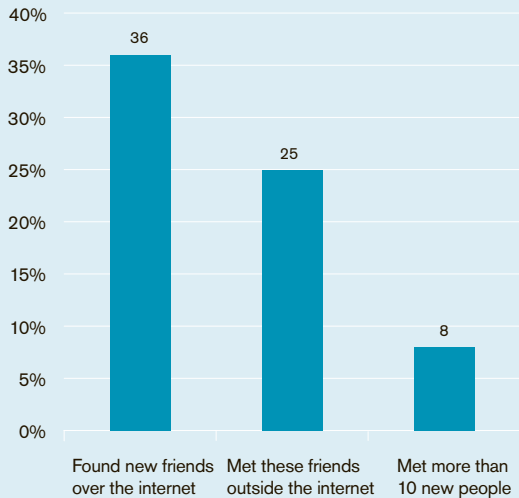
Many have made new friends through the internet

The internet has, for many, been a way to create new contacts with people they would otherwise have never met. Just over a third (36%) of all internet users have made new friends through the internet.



How many have an e-identification?

Diagram 3.10. Percentage of the population that say they have an e-identification.



How many have found new friends over the internet?

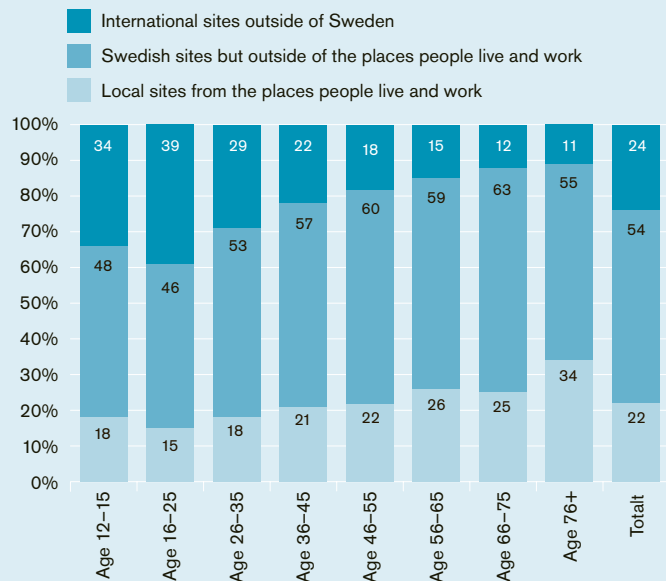
Diagram 3.11. Percentage of internet users who made new friends through the internet and then met them off the internet.

It occurs in all age groups but most often between the ages of 12 to 35 years where half have made new friends. In the ages of 16 to 25 years, the figure is up by 59 percent.

The vast majority (70%) have since met some of these new friends outside of the internet. On average, five new friends are met in this way. A third have met more than ten. Most common were the ages of 26 to 45 years.

Local, national or international content?

The internet has made content produced worldwide available through touching a button. In most countries, especially in large ones, the usage of the internet is geared toward their own country and



Where are we on the internet? Locally, nationally or internationally?

Diagram 3.12. The average proportion of international, national and local pages that people visit on the internet in various age groups. Those interviewed have themselves been asked to distribute 100 percent between the three content categories.

their own language. How does this work in a small country like Sweden? Is it primarily Swedish sites being looked up online or also targeted interest sites outside of Sweden?

Yes, the Swedish sites dominate. Half (54%) of the web pages visited are national sites. A quarter (24%) are international sites and one-fifth (22%) are local pages with content from the place where people live and work.

The difference between age groups is large. The most internationally oriented are the young (12-35 years). The older people get, the more their interest turns to less international and more national and local. In all age groups, the national is dominant. ●

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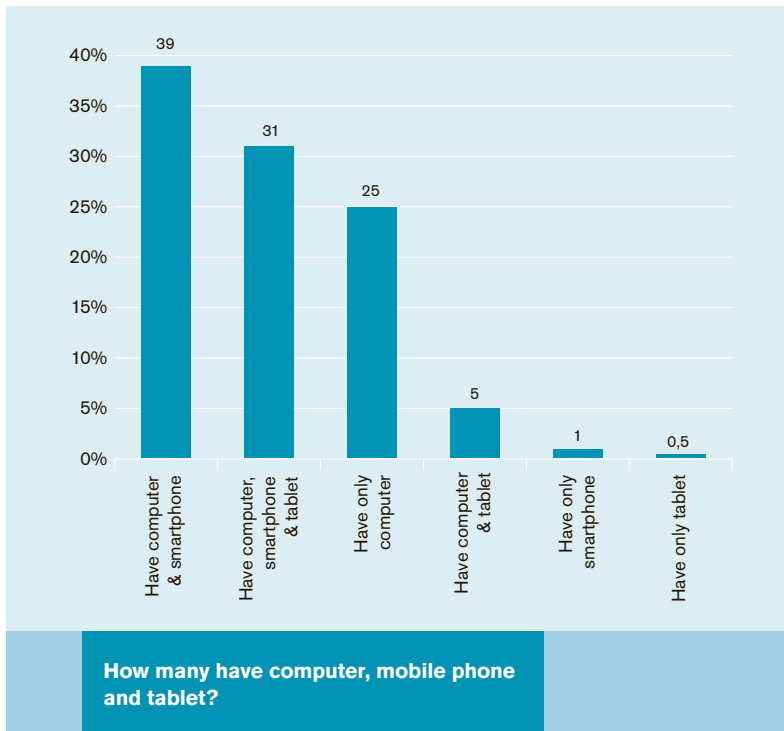


Diagram 4.1. Percentage of internet users (12+ years) who have computer, smartphone and tablet or various combinations of these.

04

Will the mobile internet replace the computer?

The computer, with its permanent connection, direct or over a network, was long synonymous with the internet. Internet via mobile phone, by a smartphone or a tablet has changed that. In principle, wherever you are now, the internet is available. To what extent has this changed the use of the internet? Have mobile phones and tablets begun to replace traditional computers? Two in three (68%) have internet access on mobile phones.

Portrait 3

Twelve-year old athletic girl with a smartphone

She began using the internet when she was seven years old. It was teachers and friends who tipped her off about interesting sites on the internet. At home there are two children and a mother with three computers and two tablets. The 12-year old regards herself as fairly computer literate and has a smartphone which is less than a year old. Her major interest is sports and ballet and she is a member of a sports club.

She uses the internet daily in the home and also when she is on her way somewhere. She sends an sms via her mobile phone several times a day and links just as often to the internet (10 hours/week). She reads books, watches tv, both traditional (8 hours/week) and via mobile (3 hrs/week). She listens to radio both traditional (1 hour/week) and via the internet (7 hrs/week). She also uses her mobile phone for games (4 hours/week). Television and the internet are her most important news sources.

She primarily uses the computer for news, otherwise she uses the smartphone when she visits Facebook, watches YouTube and reads blogs. She uses a tablet sometimes during the week. The school does not use the internet. Sometimes she thinks that she spends too much time on the internet. She does not feel included in the information society.

Her single mother is well-educated and works as a pharmacist. She uses the internet on a daily basis at home and feels pretty knowledgeable about computers. She does not recall her daughter seeing anything on the internet that made her upset or worried.

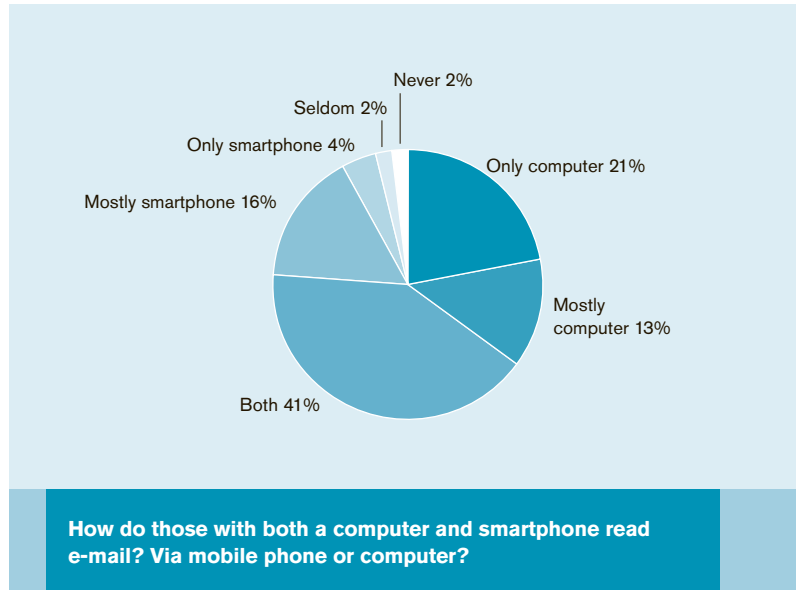
If we only look at ownership of the devices, the mobile internet has not replaced the computer. Virtually everyone with a smartphone also has a computer, and almost everyone with a tablet has both a computer and a mobile phone (diagram 4.1).

The computer is still the standard although new purchases are often directed toward equipment for the mobile internet. What about the use? Will the easier to use and always available internet access through a mobile phone take over? Will mobile usage increase over the use of the computer? In age groups from 12 to 45 years, between 70 and 90 percent daily use their internet via a mobile phone. Tablets are used less frequently. Just under half (45%) are daily users.

Writing and reading e-mail

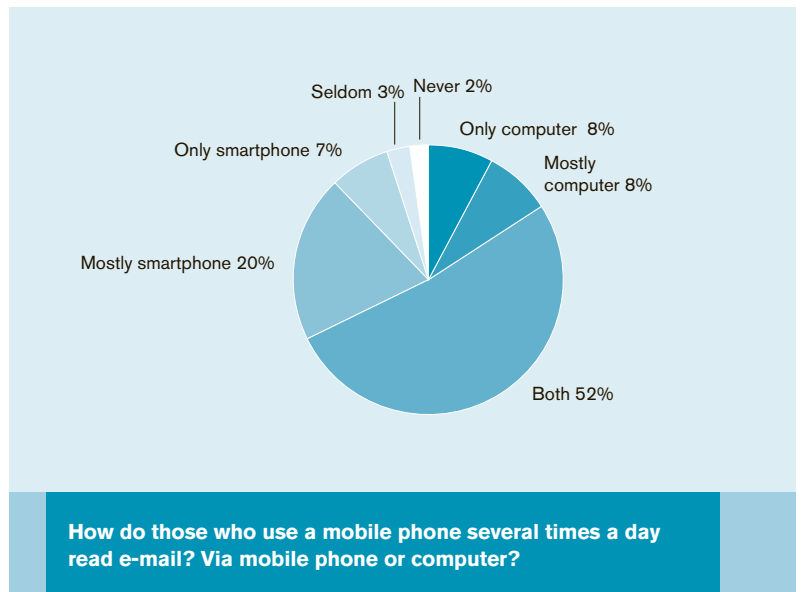
Let us look at some individual internet activities such as reading and writing e-mail, playing games, reading the newspaper, watching television, etc. We start with the e-mail and those who have access to both a computer and a mobile phone. 70% (13% + 41% + 16%) use both the computer and mobile phone to check their email but there are fewer (4%) who only read their e-mail via the mobile phone. However, it is more, 21%, which only use the computer for e-mail even though they have a smartphone (diagram 4.2).

Is the relationship different if we limit ourselves to the very active mobile users who use their smartphone several times a day? Yes, to some extent, because the proportion which only uses the computer to read their e-mails is reduced from 21 to 8 percent and those that use both a computer and a mobile phone will increase from



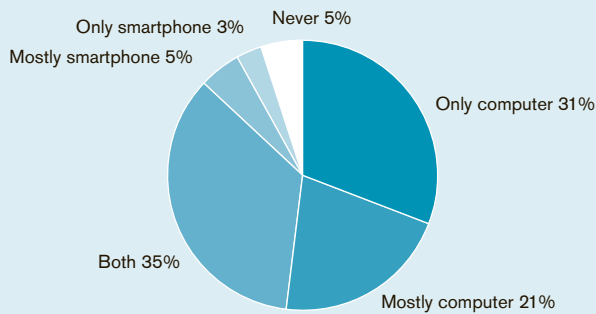
How do those with both a computer and smartphone read e-mail? Via mobile phone or computer?

Diagram 4.2. Percentage of those with both a computer and a smartphone that read their e-mails in different ways (12+ years).



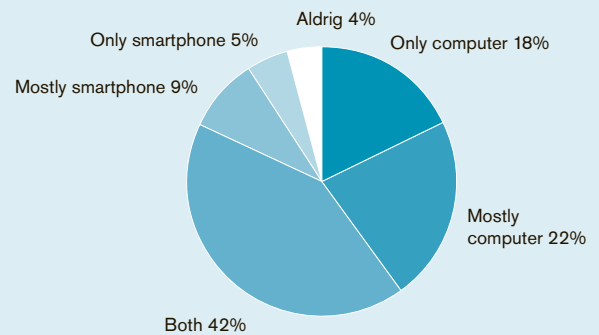
How do those who use a mobile phone several times a day read e-mail? Via mobile phone or computer?

Diagram 4.3. Percentage of those who read e-mail in different ways (12+ years) of those with both a computer and a smartphone, and who use a mobile phone several times a day.



How do those with both a computer and a mobile phone write e-mail? Through the mobile phone or computer?

Diagram 4.4. Percentage of people with both a computer and a mobile phone who write their e-mails in different ways (12+ years).



How do those who use a mobile phone several times a day write e-mail? Via mobile phone or computer?

Diagram 4.5. Percentage of those with both computer and mobile phones who use their mobile several times a day, writing e-mails in different ways.

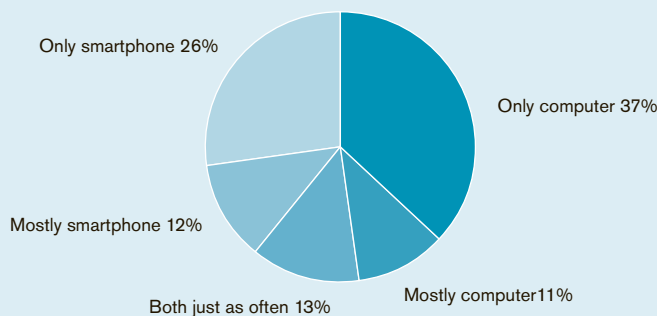
70 to 80 percent. On the other hand, the proportion of those who only read their e-mails from a mobile phone increases from four to seven percent (diagram 4.3).

Therefore, it is very unusual for a mobile to compete with a computer even for an activity that is easy to carry out with the mobile phone. Rather, the mobile phone complements the computer. This is true both for daily reading of e-mail and more sporadic reading.

To read an e-mail on a mobile phone is relatively simple. Somewhat more demanding is to write e-mail on mobile phones. Does it affect the interplay between a computer and a mobile phone? Yes, it's much more common to only use the computer when writing even if you have a mobile phone. 52% only use the computer or mainly to write compared with 35% in reading. 40% of people who use their mobile phone daily also use the computer mainly for writing. Many people use their computer and mobile phone about equally. The proportion using only a mobile phone for writing increases very little even when we look only at those who use the internet in their mobile phone several times a day. The mobile phone is not a replacement for their computer but when mobile phone use becomes more and more frequent, the use increases.

Digital games

A more complex activity is games on the internet. How is computer use affected by those who use their smartphones many times a day among those who play several times a week? This shows a clearer division. 36 percent are using both mobile phones and computers for their gaming but 27 percent use only a mobile phone and 37 percent use only a computer. The



How do those who use mobile phones play games several times a day? Through the mobile phone or computer?

Diagram 4.6. Percentage of those with both a computer and smartphone who use the internet in their mobile several times a day, and how they play in different ways (12+ years).

Portrait 4

1990's gamer with computer, tablet and smartphone

He began using the internet when he was 6 years old, which was very early in 1998. He has always liked to try new technical things and considers himself to be very computer literate.

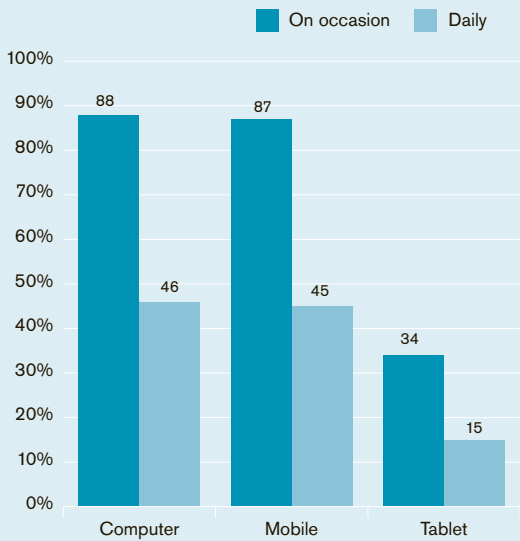
In 2011 he goes to school and still lives at home. His major interests are video games and comics. He plays 25 hours a week, preferably with unknown people that he has met online. He prefers massive online games like World of Warcraft, strategy games like StarCraft and "first person shooter" games such as Counter-strike. Sometimes he even plays adventure games. In total he spends 50 hours on the internet at home during the week and half an hour with internet access at school. He visits Facebook, Twitter, YouTube, and special game interest communities every day. He also uses the internet daily for school work, checking facts, and looking up words. The internet is his most important source of information and he followed the 2010 election daily via the internet. He updates his status and comments about what others have written. He listens to music daily and shares files occasionally. At home there is no subscribed newspaper but he reads a newspaper every now and then. He watches TV, both traditional and online, and reads a book 15 minutes a week. He has a smartphone that is less than a year old.

In 2012 he has left home, quit school and is unemployed. Internet time at home has been reduced to 30 hours a week. He is looking for a job, checking the news and commenting on what others write as well as writing his own posts. He also looks up political information and visits Facebook, Twitter, YouTube and Loady, a website for the gaming magazine Level. He plays 15 hours a week and is

also connected to the internet via Playbox. He watches traditional TV for five hours a week and one hour via the net. He reads a newspaper one hour a week and three hours of morning and evening papers on the web. He also listens to the radio via the web (2 hours/week) and reads regular books (one hour/week). He has a mobile which is a few months old.

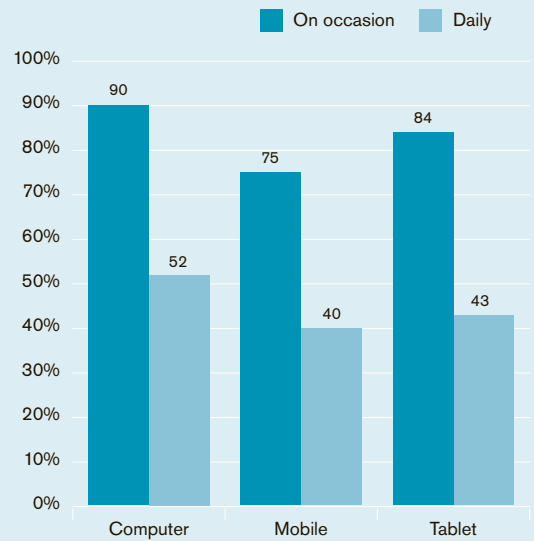
In 2013, he has once again begun to study and during a week he is on the internet an hour in school and 35 hours at home. He now has a laptop, a tablet and a smartphone and uses them all on a daily basis. The time that he is connected via his smartphone has now increased to ten hours a week from three hours in 2012 and an hour by 2011. He still plays games 15 hours a week, watches traditional TV ten hours a week and watches ten hours on the internet. He reads a newspaper a half hour per week and three hours of online news. He listens to the radio via the internet (two hours/week) and visits Facebook seven hours a week. For 15 hours a week he dedicates himself to reading comic magazines.

For most activities, he daily uses his computer, mobile phone and tablet with a slight preponderance for the computer. He only uses the computer to pay bills and watch video and TV. To upload photos, he uses just his mobile phone and he uses his tablet for games. In addition to games and comics, he has also become interested in urban planning. He is very active not only in updating his status but also commenting and posting his own posts on the open discussion forum. He feels as he largely belongs to the new information society while at the same time feels that he sometimes spends too much time online. He sometimes feels worried or depressed without internet.



How do those who use a smartphone several times a day take part in web news?

Diagram 4.7. Percentage of those using their smartphone several times a day that read web news with different devices.



How do those who use a tablet daily take part in web news?

Diagram 4.8. Percentage of those using their tablet daily that read web news with different devices.

whole thing is complicated by the fact that mobile games and video games are not directly comparable. Here it is the content or the type of game which makes a difference, not the type of device.

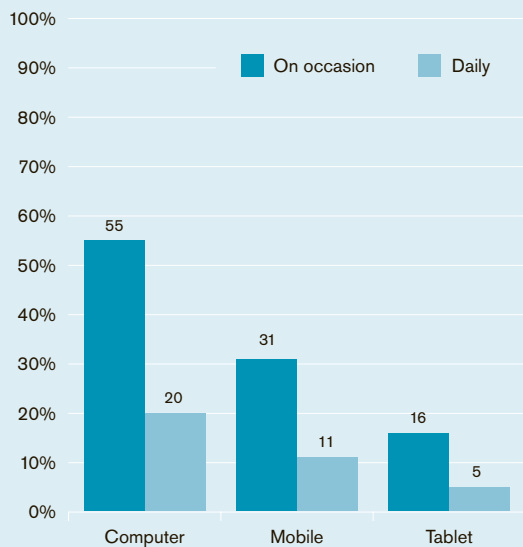
Web news

One of the most common things that users of the internet do is to check the latest news. Calculated on the basis of all internet users, it is most common to use the computer to look at web news. This is not surprising because everyone has a

computer, but not as many have a smartphone or a tablet.

If we focus instead on those who use their smartphone several times a day, we can see that they are also using their computer to check the news at least as much as they're using their smartphone. It is worth noting that the use of the computer is not declining (diagram 4.7).

Those who use a tablet daily also do not reduce their computer use. They use tablets as much as mobile phones and computers to see what's new on the internet (diagram 4.8). On the whole, tablet users are more frequent than others to update themselves on the latest news and they use all the opportunities they have, tablet, mobile phone and computer.



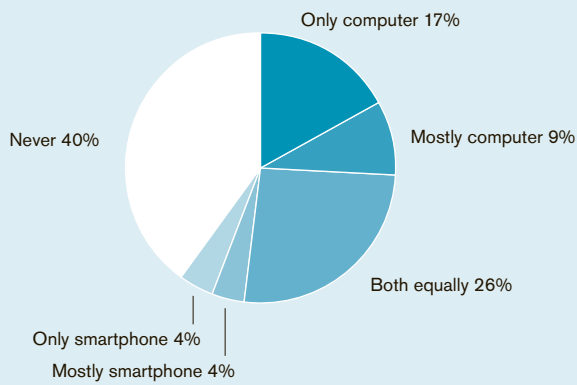
How do those with both a computer and a smartphone choose to read news on the internet?

Diagram 4.9. Percentage of internet users that use different devices to read daily news on the internet (12+ years).

Reading the newspaper on the web

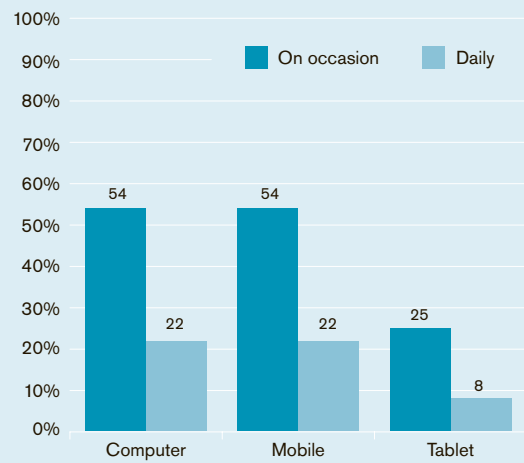
Many people read newspapers on the internet at least once every now and then. Of all the internet users, 55 percent use their computer to read the newspaper, 31 percent are using a mobile phone and 16 percent a tablet.

Everyone who uses the internet does not have a mobile phone or tablet so the above comparison is not really accurate.



How do those with both a computer and a smartphone choose to read daily news on the internet?

Diagram 4.10. Percentage of those with both computers and smartphones who read the daily news on the internet via different devices (12+ years).



Just as common to read the daily news with the mobile phone for frequent mobile users

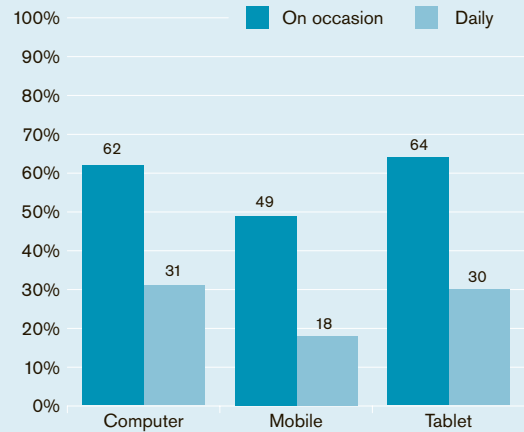
Diagram 4.11. Percentage of those who use their smartphone frequently during the day who also use different devices to read the daily news on the internet (12+ years).

Does the image change if we choose to only study those using both a computer and a mobile phone? At the end of this chapter, there is a comparison between mobile phones and tablets.

The computer still dominates daily news reading on the internet and we need to focus on those who use their smartphone several times a day to find those who use the computer and mobile phone equally in their reading of newspapers on the web. And in focusing on those who use a tablet several times a day, we find a group that uses tablets, computer and mobile phones about as much for their daily newspaper reading on the net. It is, however, not at the expense of the computer usage.

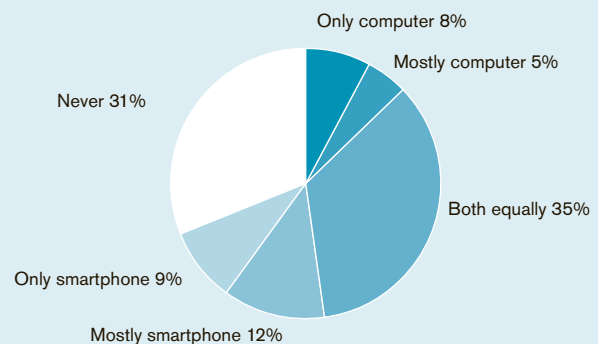
Reading the evening newspaper on the web

Today more people enjoy reading newspapers digitally than in a paper version (see Chapter 7) and many mobile users stay updated via web news. This mirrors itself in those who use mobile phones several times a day. 21 percent are using mainly a mobile phone to read newspapers on the internet, while 13 percent mainly use a computer. Most people, just like when it comes to e-mails or newspapers, use both a computer and mobile phone.



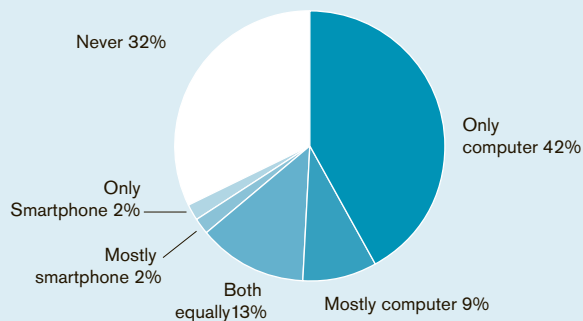
Just as common to read a daily paper with a tablet for frequent tablet users.

Diagram 4.12. Percentage of those who use a tablet frequently during the day who use different devices to read the daily news on the internet (12+ years).



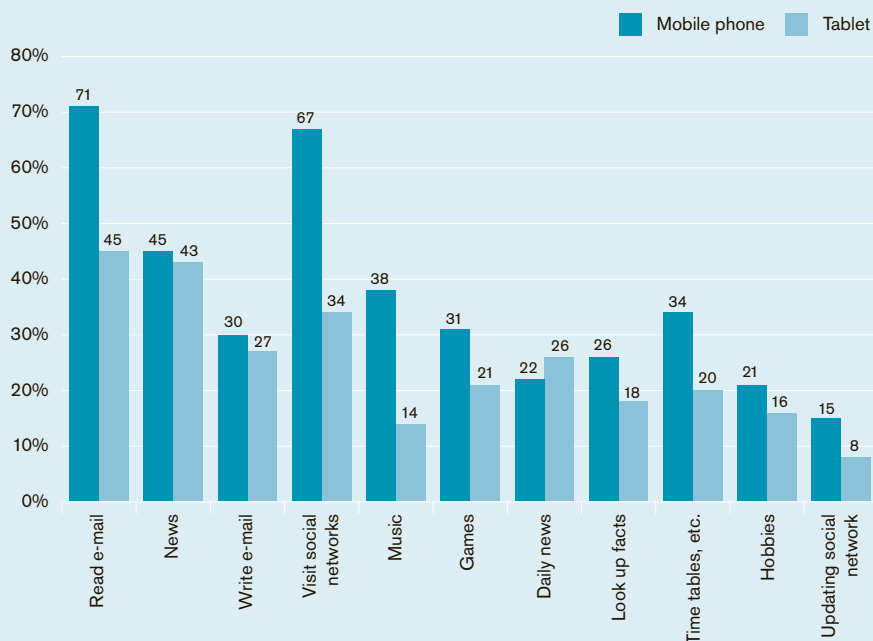
How do those with both a computer and a mobile phone choose to read the evening news on the internet?

Diagram 4.13. Percentage of those with both a computer and a mobile phone who read the evening news on the web via different devices (12+ years).



How do those with both a computer and a mobile phone choose to watch TV on the internet?

Diagram 4.14. Percentage of those with both a computer and mobile phone who watch TV on the web with different devices.



What do people use a mobile phone and a tablet for daily?

Diagram 4.15. Percentage of people who daily use a tablet and the proportion of those several times a day using a smart phone, which daily do different things with their tablet or mobile.

Watching TV via the internet

Television, especially streaming television, has been difficult to see on a phone unless the connection has been very good.

It is also evident among internet users where 61 percent occasionally watch TV online via their computer, 19 percent via their mobile phone and 15 percent via a tablet.

Among those who use both a mobile phone and a computer, there are 51% who mainly use the computer when they watch TV, 4 percent using mainly mobile phones and 13 percent using both (diagram 4.14).

Those who use the mobile phone frequently do not differ significantly from other mobile users when it comes to TV viewing, but the difference is that they look slightly more at web TV than others.

What is best suited for mobile phones and what is best suited for tablets?

Are there any special activities that work better on a mobile phone or are best suited for a tablet? A person can take a mobile phone everywhere in their pocket while a tablet has a much larger screen. Here we make a comparison between those who daily use tablets and those who daily use a mobile phone.

There are some tasks that stand out and dominate the daily use of smart phones (diagram 4.15). This is checking e-mail and visiting social networks. Also when it comes to listening to music, checking out flight schedules and addresses, the differences favor for mobile phone.

In daily use, the difference is small between checking out the latest new devices, writing e-mails and reading newspapers. It is even slightly more common to read the newspaper on a tablet rather than on a mobile phone. Although most other activities are found among those who daily use tablets, the tendency is to use smart phones more than tablets. This reflects the fact that it is the young who dominate mobile phone use and that many have their own mobile phone while tablets in many households are shared among family members. ●

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05

Communication and social networks

The ability to send messages electronically was one of the driving forces for the development of the internet and has since served as the gateway for many internet users. E-mail still tops the list of the most popular activities. Almost all (96%) both read and write (92%) at least occasionally. Already children in small schools are beginning to write emails and in age 12–15 years, nine out of ten (87%) e-mail even if the daily use is limited.

The difference in the number and frequency between the reading and writing of e-mail is less than that on the social networks. E-mail is reciprocal and is in most cases a matter of communication, which requires a response.

More frequent than e-mail among the young and even older is to send text messages (sms) via a mobile phone which all (91–100%) do occasionally and a majority do daily up to 65 years of age. On the other hand, the previously popular "messaging" with "instant messaging" (IM) has decreased, which was noticed as early as 2011 (Findahl, Soi 2011). This past year, the proportion who occasionally use IM decreased from 59 to 26 percent. Many other services that offer text messaging have in part taken over.

Facebook keeps their grip

Facebook was established in 2004 and from 2008 until 2011, the number of Swedish us-

ers of Facebook has risen by about 10 percentage points each year pro: 10, 27, 39, 53, and respectively 62 percent. In 2012 this development slowed and then 64% of internet users over 12 years old were members, representing 56 percent of the population. Just over half of the Swedish population visited Facebook and over the world the number of members in 2013 reached to over a billion. (1.15 billion, Wikipedia, March 2013).

Are users starting to abandon Facebook now? No, admittedly the spread has largely halted, but Facebook keeps its central position as the most visited social network of all. Virtually all who visit social networking sites, visit Facebook. When asked how many people visited social networking sites and how many people visited Facebook, the number is almost identical. Today, 66% of internet users over

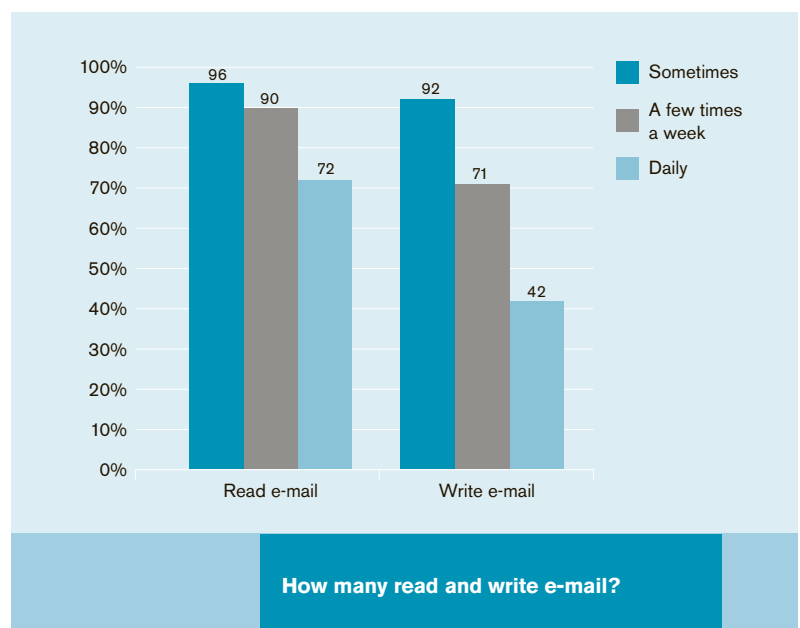
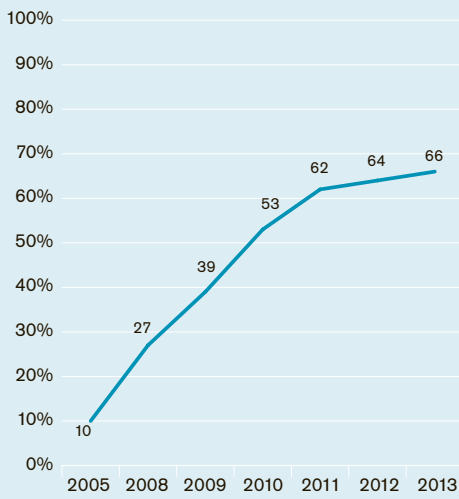
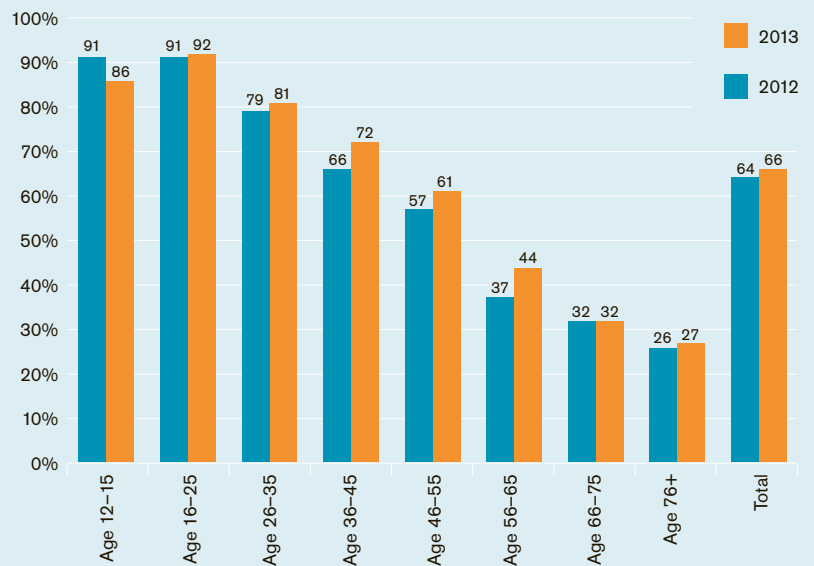


Diagram 5.1. Percentage of internet users (12+ years) who with different frequencies write and read e-mail.



How many visit social networks?

Diagram 5.2. Percentage of internet users (12+ years) who occasionally visit a social network.



How many occasionally visit Facebook? A comparison 2012-2013.

Diagram 5.3. Percentage of internet users in different ages who in 2012 compared with 2013 occasionally visited Facebook.

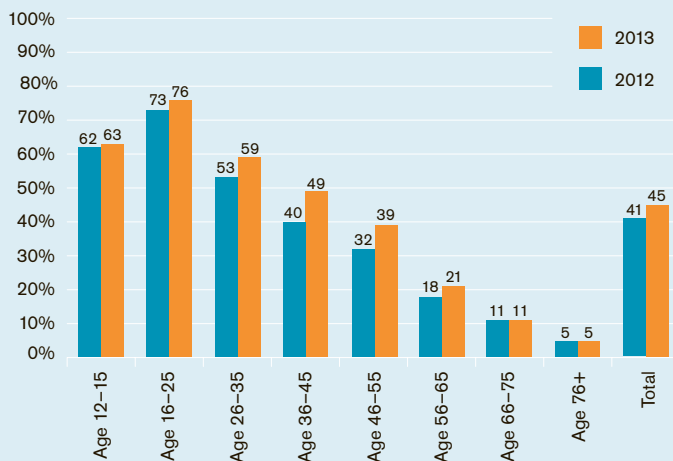
the age of 12 are visitors and added to this is the increase in the number of children visiting under 12 years of age.

More about this in the chapter about children and young people. Among young people, however, the proportion of daily users has decreased slightly while daily use increased among the elderly.

If we look closely at what has happened over the past year, we can see that the number of visitors reflects a slight increase in almost all age groups (diagram 5.3). We also see the frequency in use has increased in the ages up to 65 years. There are more here who visit Facebook daily compared

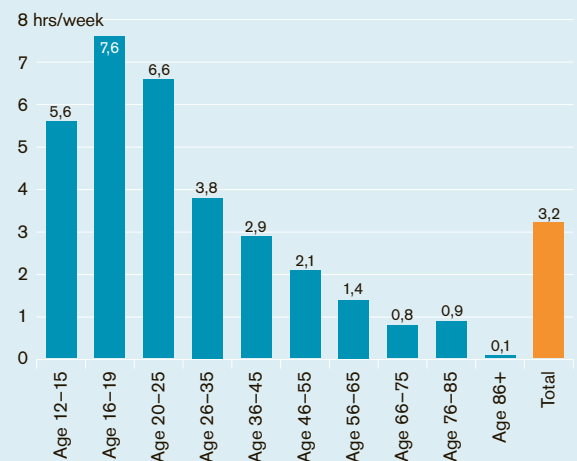
to last year (diagram 5.4). This also applies throughout almost all age groups.

The average user spends just over three hours a week (3 hours and 14 minutes), on social networks, most notably Facebook. For young people (12-25 years) the time on social networks is almost twice as long, close to an hour per day, while for the older (56-85 years) it's around one hour a week. The most active on social networks are young girls (16-25 years). They are also the most prolific users of smart phones and are analyzed in a special section in the chapter on children and young people.



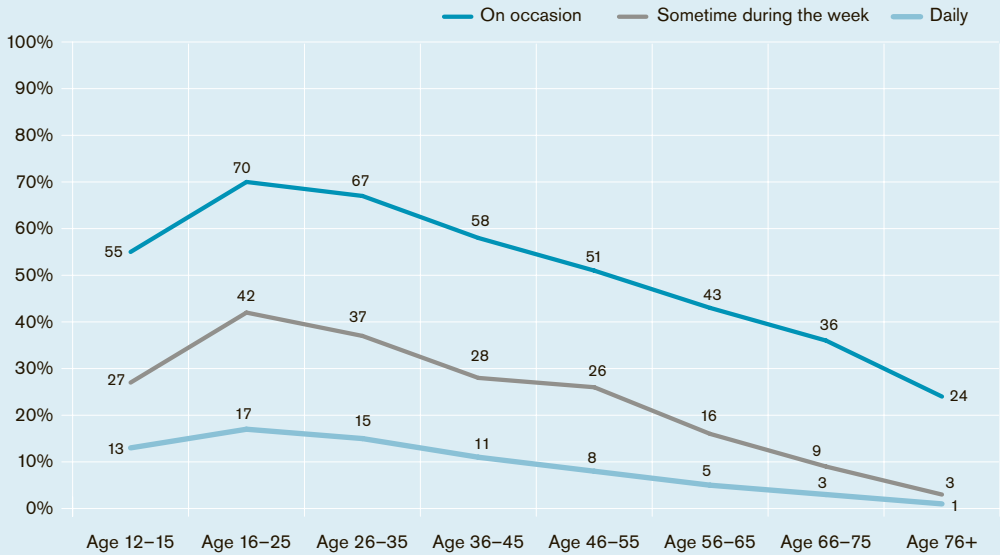
How many visit Facebook daily? A comparison 2012-2013.

Diagram 5.4. Percentage of internet users of different ages who visited Facebook in 2012 and 2013.



How much time do people of different ages spend on social networks?

Diagram 5.5. Number of hours in a week that internet users spend on social networks.



How many visit networks that are based on similar interests?

Diagram 5.6. Percentage of people in different age groups who visit interest driven sites on the internet in different frequencies.

Many combine Facebook with other social networks like Instagram (14%), Twitter (12%) or LinkedIn (7%). But there are few who are interested in social networks that do not visit Facebook.

One third of internet time spent on social networks

The extensive amount of time young people spend on social networks means that a large part of their overall internet time is occupied by Facebook and other social networks. In relation to the amount of time they spend on the internet at home and in other places outside the school, the time they spend social networking is around one third (33%) of their internet time in ages 12 to 25. For the older 26 to 55 years, the proportion drops to one-fifth (22%).

Interest Communities

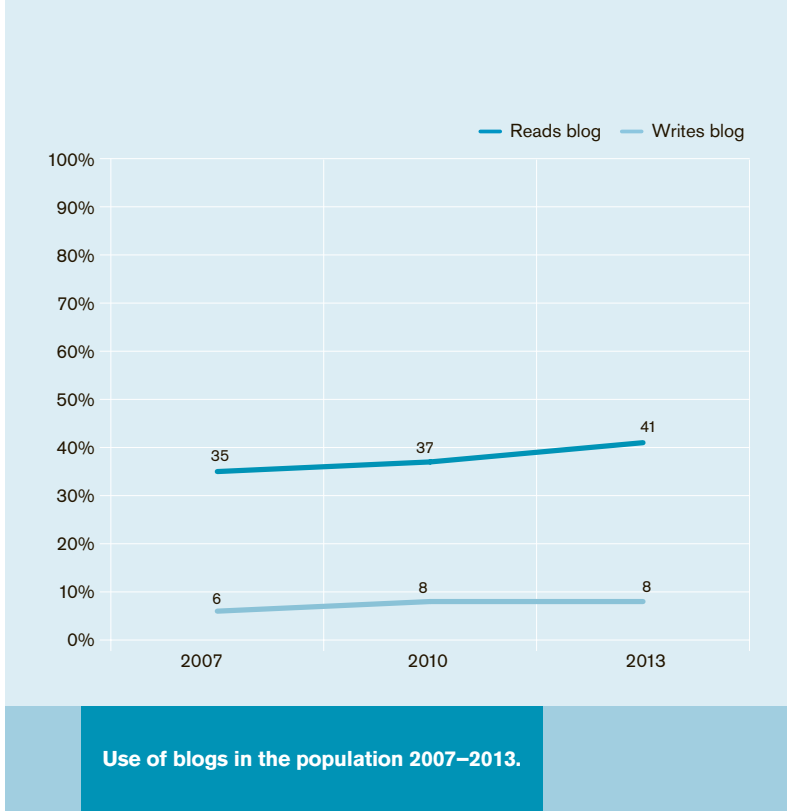
Network and interest communities bring together people with common interests for discussions and sharing of tips and advice. Such internet communities have been involved with the internet since its

inception and a majority of internet users up to 55 years visit and participate in such networks. Many are involved in several and they can range from cars, boats, sport, exercise, food, environment, dogs, children, politics and so on. This also includes discussion forums like Reddit and Flashback.

Young people are more active on social networks such as Facebook while older people are more focused on online communities built around common interests. The most active are young people from 16 to 35 years. It is here that 7 of 10 are users and 4 of 10 make visits to interest communities at least once a week. Also, many older people are interested, in fact a higher proportion than those who visit. This is 36 percent of the younger pensioners compared to 32 percent who use Facebook. A total of 46 percent of the population sometimes visits interest communities. 17% do so daily.

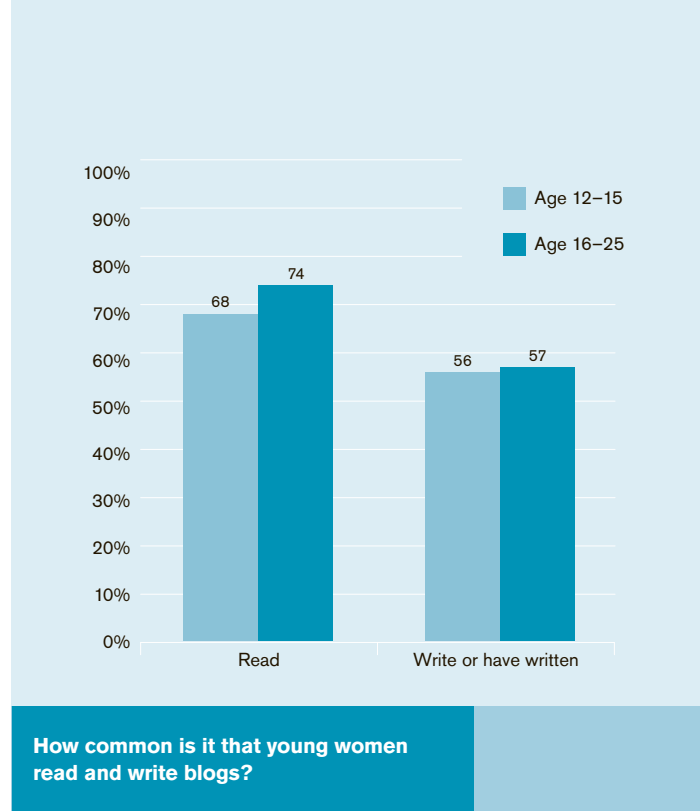
Young women blogging

The ability to blog, to publish your own thoughts and write about events experienced on a particular webpage, has been



Use of blogs in the population 2007–2013.

Diagram 5.7. Percentage of internet users (12+ years) who occasionally write or read a blog.



How common is it that young women read and write blogs?

Diagram 5.8. Percentage of young women who occasionally read or write or have written on a blog.

around as long as the internet has existed. A few percent of internet users took advantage of this possibility to begin with. Since then, there has been a certain proliferation but the spread has been weak.

The exception is what happens among young girls from the age of 12 and above. This is where one’s own writing and, above all, reading of blogs is very widespread. In the same way as it relates to the social network, there are significantly more visitors (41%) that follow what is happening on blogs than writing their own blogs (8%).

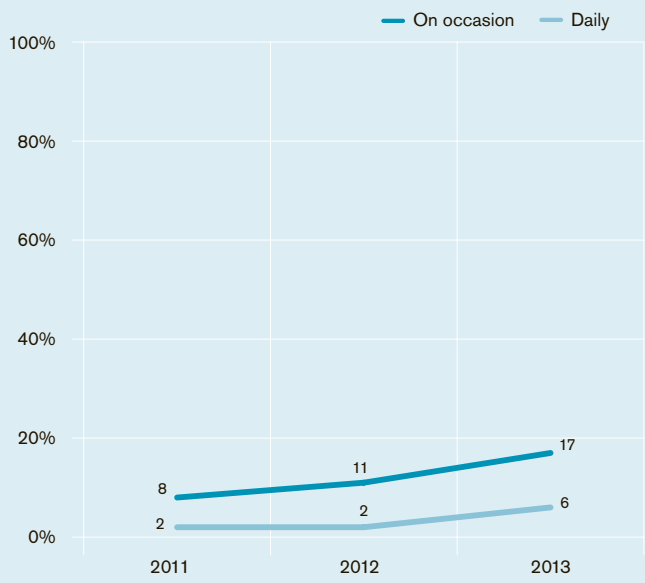
The experience of reading blogs is shared by a majority of young women up to the age of 45. It begins early (68%, 12–15 years) and intensifies in the ages of 16–25 years where three out of four (74%) read occasionally. Just as many don’t write their own blogs but if we put together those who sometimes write with those who have previously written, the result is that a majority of young women (20% + 37% = 57%) aged 12–25 years share this experience. It is many times more than among young men. This is not a new phe-

nomenon as young women’s interest in blogging has been around for many years.

Blogs are addressed primarily to the close friends. But the internet can also bridge geographical distances and many bloggers count more distant acquaintances that they have had little contact with outside the internet. Some bloggers are targeting the entire world, which also represents at least a theoretical possibility. Family is also present as potential readers, but close friends constitute the most important readers (Findahl, Soi 2010).

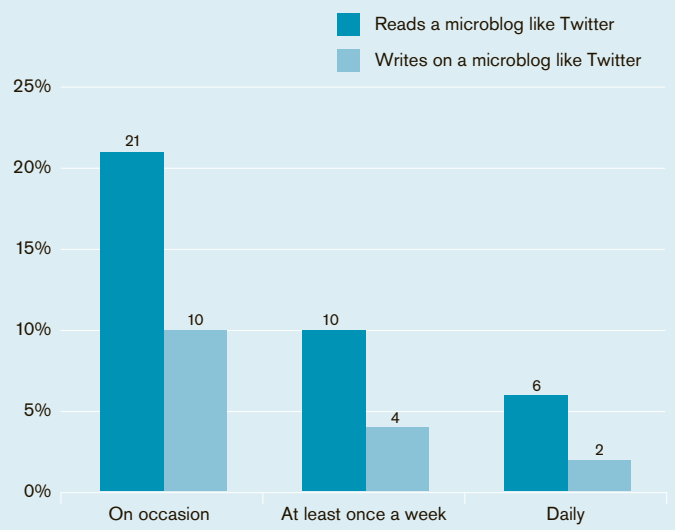
Twitter

There are a variety of microblogging services like Twitter where on a profile page, one can publish short messages, “tweets”, which may contain a maximum of 140 characters. Members can read and subscribe. Internationally, Twitter is large with several hundred million registered users. Nationally, the proportion of users is more limited but here there has been an increase in the last year and a doubling over two years (from 8 to 17 percent).



How many use Twitter? A comparison 2011–2013.

Diagram 5.9. Percentage of internet users who use Twitter.



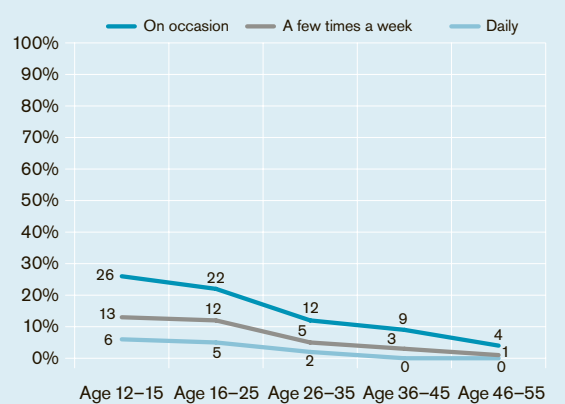
How many take part of the content of microblogs like Twitter and how many write themselves?

Diagram 5.10. Percentage of internet users (12+ years) who read and/or write on microblogs such as Twitter.

Similar to conditions on other social networks, more visit and follow what others write rather than writing themselves. We have therefore asked three questions in 2013. The first, which was also raised in previous years and whose answers are in diagram 5.9: How often do you use a website or online service like Twitter? Another part of the interview asked: How often do you read a microblog like Twitter and how often do you write? The difference is significant. 21 percent occasionally follow what

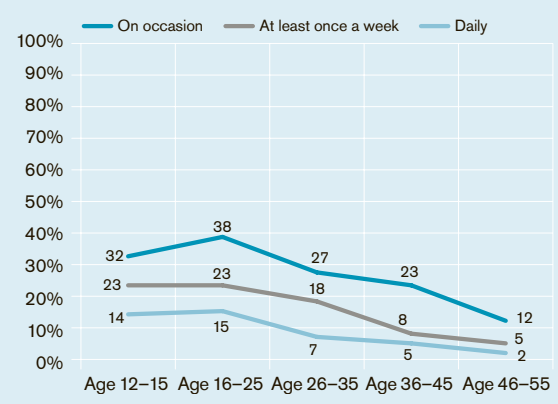
happens on a microblog while only 10 percent occasionally write. Two percent write daily.

Young people are the most active on Twitter. A third of people between the ages of 12 to 25 years visit Twitter occasionally. 15 percent are there daily. It is also among the youngest (12–15 years) that are the majority of active participants. One in four has at some time contributed a short message. Six percent do it every day. The daily visitors among those older than 45 years are few.



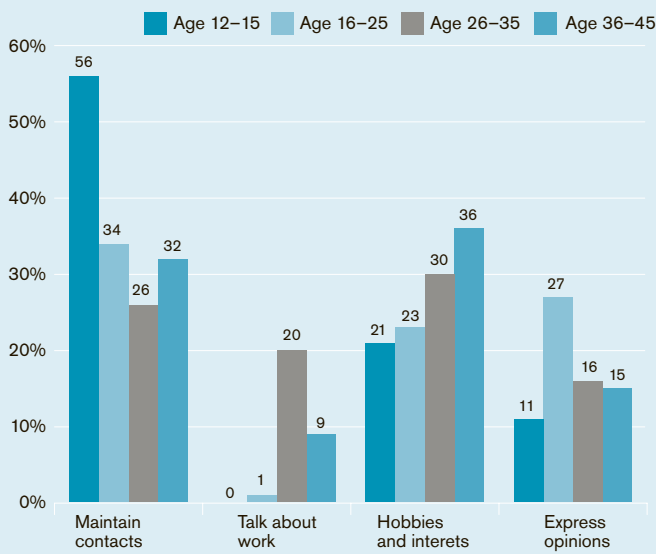
Which ages are most active on Twitter?

Diagram 5.11. Percentage of different age groups who write on Twitter with different frequency.



How many follow what happens on Twitter?

Diagram 5.12. Percentage of different age groups who visit and follow what happens on Twitter with different frequency.



What is the main purpose of Tweeting?

Diagram 5.13. Percentage of different age groups stating the primary purpose of their tweeting.

The main purpose of tweeting is to maintain contacts

To answer the question about the point of tweeting, many respond that it is about creating and maintaining contacts with friends. This motive can be found in all ages, but especially in the youngest (56%) where the percentage of tweeters are greatest. The older you get, the greater the role of hobbies and special interests. Another purpose in tweeting can be to express opinions on current issues. It is especially evident in the older young people (16 to 25 years). Among the slightly older (26–35 years old), Twitter can have a function in the work life if one is an official. Among workers, hobbies and interests dominate as motives. However, there are few who are using Twitter to write a diary or to inform families and relatives.

As it emerged from last year's survey (SOI 2012) it is common for those who use Twitter in the workplace to mix contacts from their working life and their private life, but here private life is the majority addressed. Those who use Twitter mainly in their professional role often have managerial functions as CEO, project manager, supervisor, principal or coordinator.



How workers and officials state the primary purpose of their tweets.

Diagram 5.14. Percentage of officials and workers stating primary purpose of their tweeting.

When we compare workers and officials who tweet, it is the workers who mainly preserve contacts and link to hobbies and interests while officials often express opinions and provide information about work.

Instagram

On Instagram, one can use their mobile phone to upload photos and manipulate them with different filters. You can share these photos with others and follow others' photos. Today, Instagram has become a social networking site where people upload their profile with photos, and can select images by using the search term "hashtags". The launch took place in October 2010 and in February 2013, Instagram had 100 million active members around the world (Instagram blog Feb 2013). A number that is rising quickly.

Instagram is dominated by the young

Instagram has become the young medium. To upload photos and send images to each other is something the teenagers have done for a long time and with Instagram they have acquired a new gathering place. Just over half of young people aged

12 to 19 years are there at sometime. The most active are girls and the younger you are, the more active you are.

71% of girls (12–15 years) are there compared to 41 percent of boys of the same age. Overall, the proportion of Instagram users is double as great among girls. 39 percent of the young girls (12–15 years) are daily users, compared with only 18 percent of the boys.

Although the use of Instagram is dominated by the young, it is spreading up in age. The proportion of those who have tried Instagram is 36 percent (20–25 years), 22% (26–35 years), 12% (36–45 years). It is mainly women who are users. A total of 15 percent of the population has at least once used Instagram, and five percent do so daily. ●

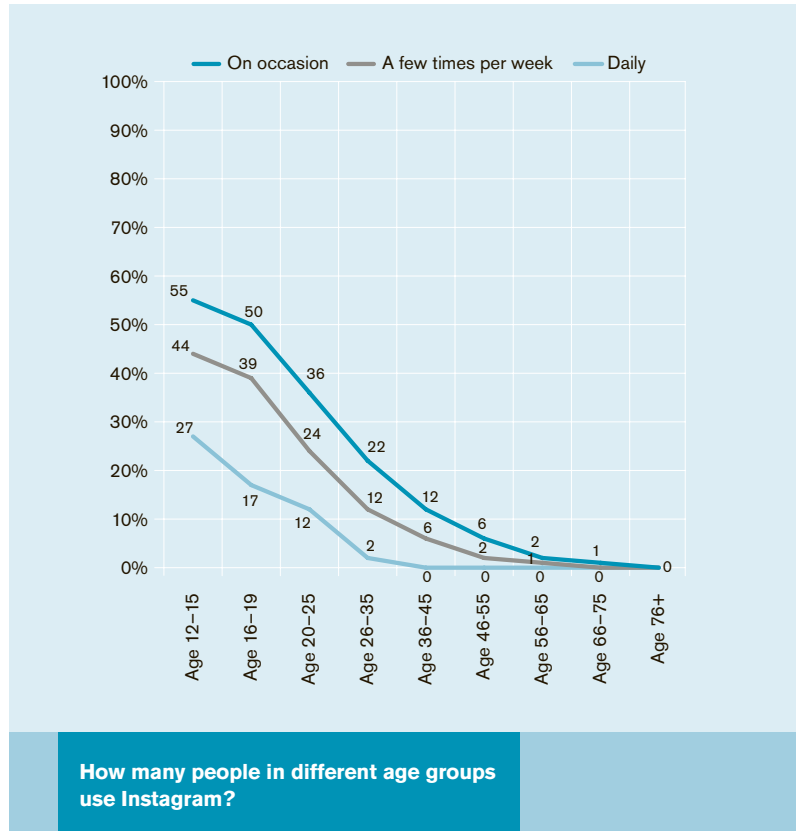
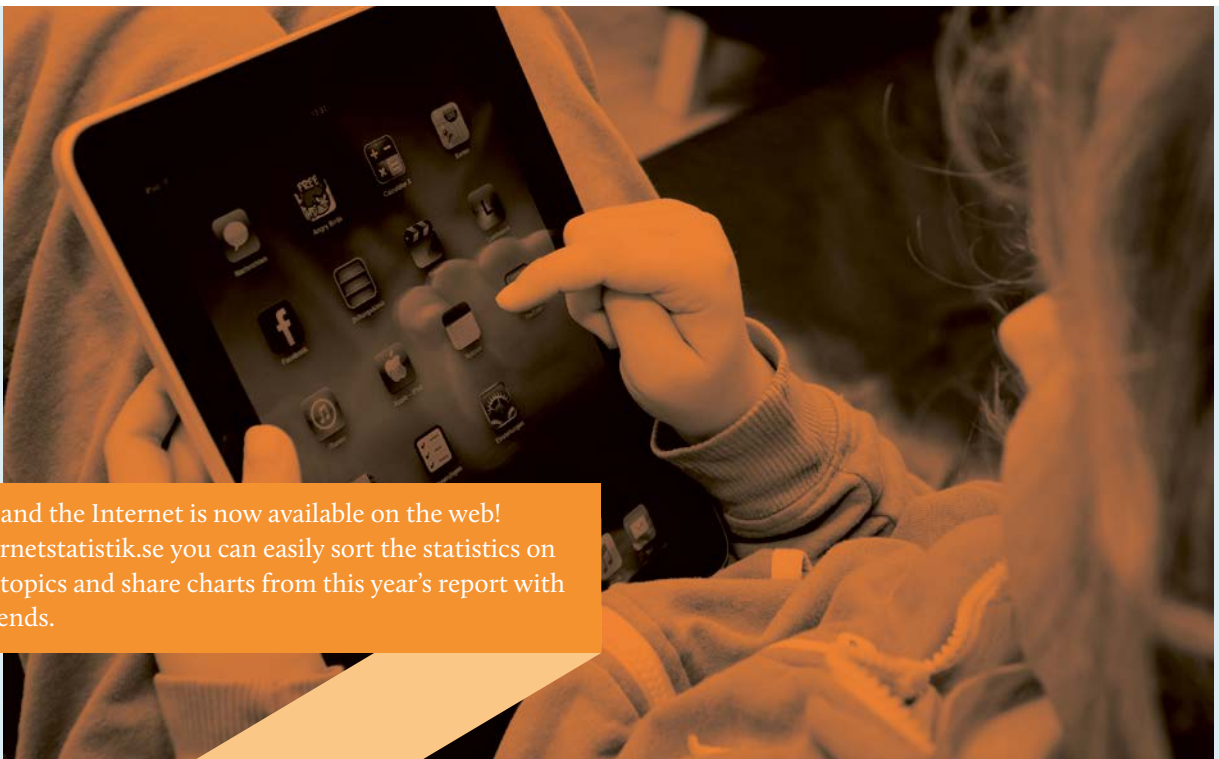


Diagram 5.15. Percentage of different age groups who use Instagram with different frequency.



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06 Children and young people

Today, nearly half (45%) of two year olds have tried to use the internet. In the near future, at least half of this age group will become internet users. It is a far cry from the situation that existed when the internet really started to spread in Sweden at the end of the 1990's. Over the nearly twenty years that have elapsed since then, the internet has become somewhat familiar even to the youngest.

Half of two year olds will soon use the internet

In the late 1990's, the internet was nothing for pre-school children and nothing for young people. Around the turn of the millennium, when half of the Swedish people

had acquired the internet, most young people and virtually all children were off the internet. Half of 13-year-olds had begun, but considerably fewer of the younger ones. Then the age at which half the age group was using the internet gradually dropped. In 2008 half of five year olds used internet, in 2011 half of three year olds and now 2013 almost half of two year olds. The internet has thus crept down to the smallest. This is a development that tablets are reinforcing.

Today, the internet is part of the young people's world. Already at six to seven years of age, nine out of ten are internet users. Virtually all teens are internet users. This does not mean that everyone uses the internet every day. Among pre-school children there are around 25% of daily users, then this increases when they start school by up to 50 percent. At the age of eleven, 90% are daily users.

Seen in a global perspective, it is the children who are among the biggest changes in recent years while the spread

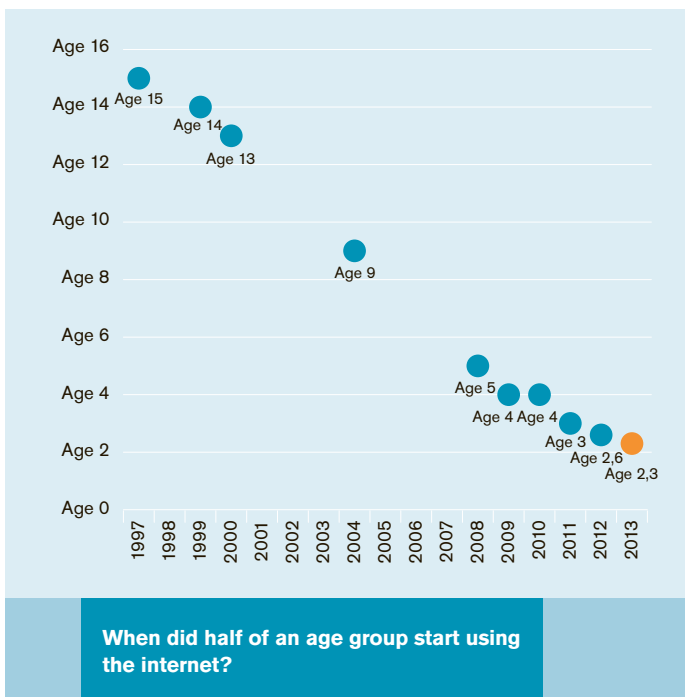


Diagram 6.1. Ages when 50 percent of an age group started using the internet.

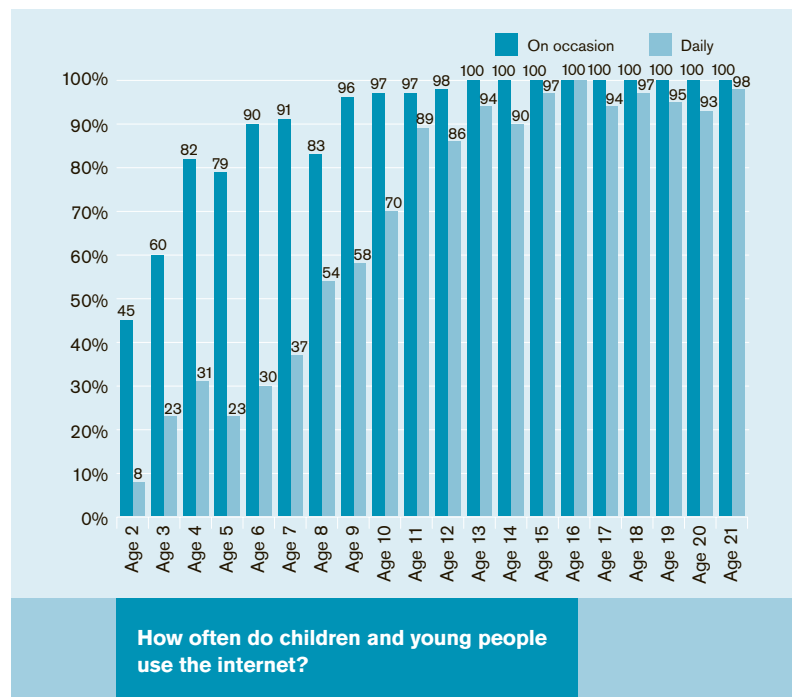


Diagram 6.2. Percentage of the young population who use the internet with different frequency.



What big changes have taken place over four years?

Diagram 6.3. Percentage of different ages that use the internet occasionally.

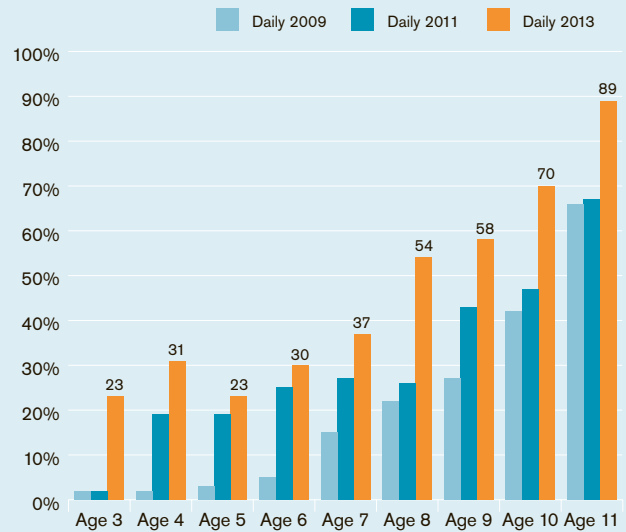
of the internet among the elderly has become stagnant.

If we compare four years back, the changes are clearly visible (diagram 6.3). Among three year olds, 60% are internet users today compared with 22 % in 2009. And among six year olds use has increased from 74 % to 90 %. With the older kids, changes have been small, because already in 2009, 90% of seven year olds already used the internet.

More and more children are using the internet on a daily basis

There have been major changes in daily use. Four years ago it was a few percent of pre-school children who daily used the internet. Today it is 25-30% that are daily users between the ages of three to six years. But even with the older, aged seven to eleven years, the proportion of daily users increased by 20 to 30 percentage points over the past four years.

As children grow and develop, their use of the internet also changes. In school age children especially as they develop into reading and writing individuals begin to



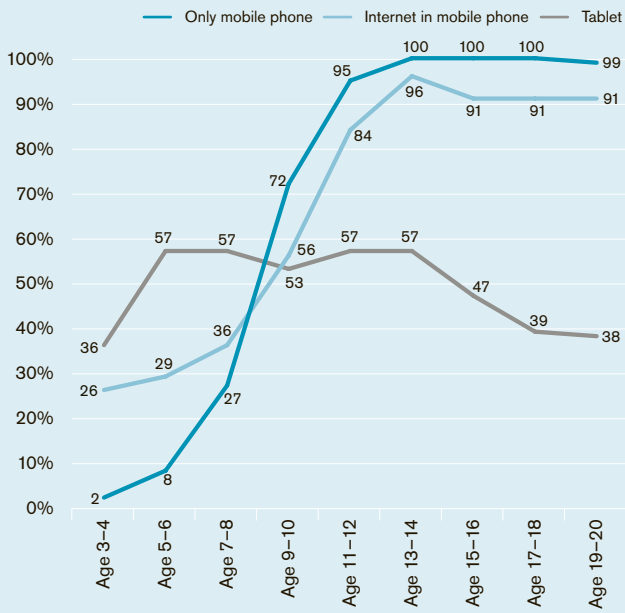
How has daily internet use changed over four years?

Diagram 6.4. Percentage of different ages that use the internet daily.

use the internet in a new way. An eight year old's use of the internet looks completely different compared to a four year old. And a sixteen year old's use of the internet would compare in a similar way to an eight-year old. We can distinguish four phases:

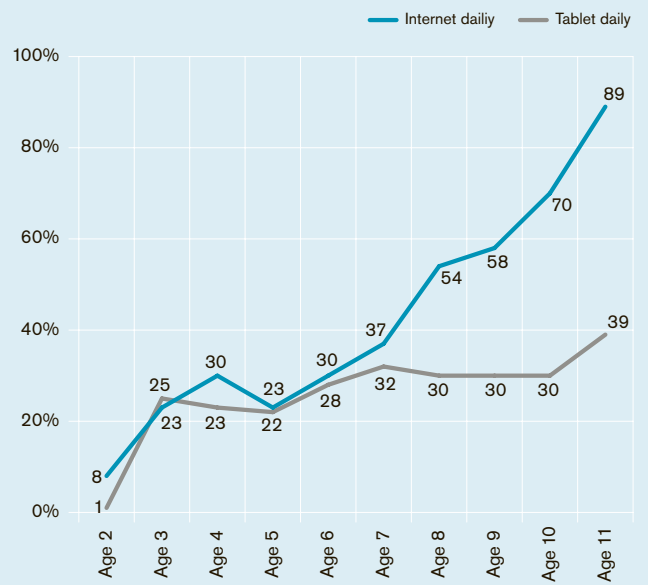
- The first phase: 2-6 years
- The second phase: 7-11 years
- The third phase: 12-15 years
- The fourth phase: 16-19 years

Children in almost all families have access to a computer because the parents use the internet at home. 96 to 98% of those aged 25 to 55 years old use the internet at some point. Now many families also have a tablet which slightly more than half of the children from five years and older also have access to and use. And then comes mobile phones which have become increasingly common among pre-schoolers. School children from seven to eight years old are beginning to change out the usual mobile phones to smartphones and most eleven to twelve year olds have a smartphone that they can connect to the internet.



Access to mobile phone, internet in mobile phone and tablets

Diagram 6.5. Percentage of different ages that have access to mobile phones, mobile phones with internet as well as tablets.



Those who use the internet daily as well as tablets

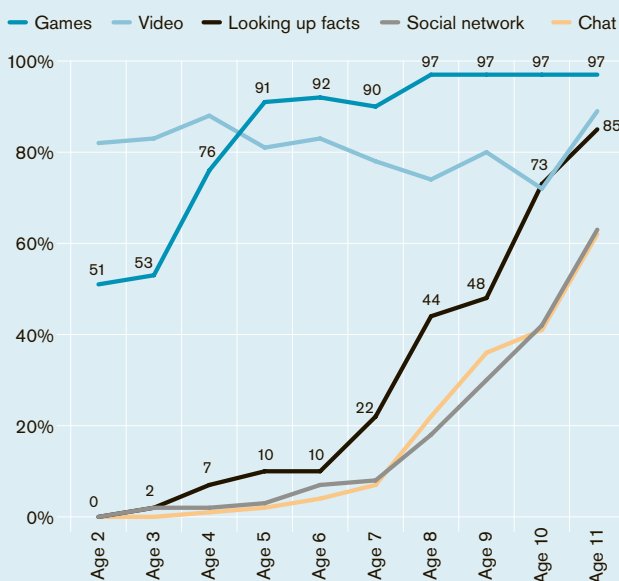
Diagram 6.6. Percentage of different ages that daily use the internet as well as tablet.

The first phase: 2-6 years

One feature of pre-school children is the major difference in the use of the internet. Some use the internet daily, while others are not users at all, which is the case for half of the children who are two to three years in age. The most who use the internet do it occasionally, while far fewer are daily users. Among the older children, eleven years and upwards, almost all are everyday users.

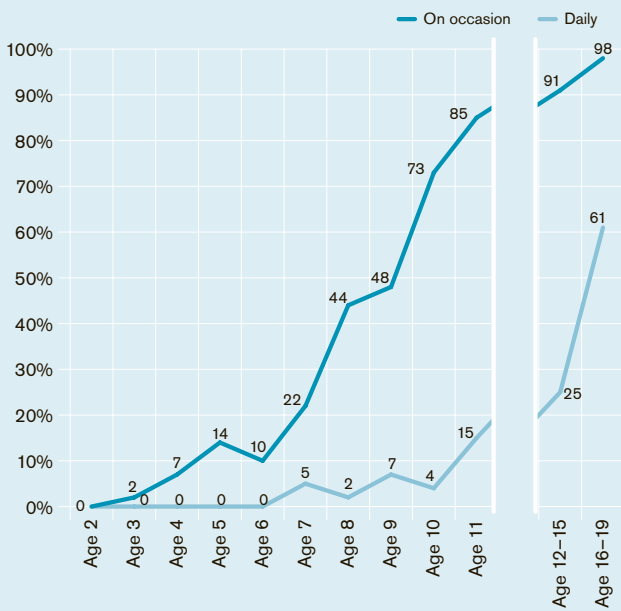
As we have seen in the past, there have been major changes among the young. Today, nearly half of two year olds have tried to use the internet and one of four three year olds use the internet daily. It is the inclusion of the tablet in families with children which has contributed to this development. Virtually everyone who uses the internet on a daily basis among the youngest up to the age of seven also uses a tablet (diagram 6.5). This means that there are also major differences between families depending on education and income. See the chapter on digital divides.

Video and different types of games and puzzles dominate usage among the youngest. 80% of the youngest children watch videos and half play different games. From the age of five, almost all play some sort of game while watching video is still very common. A limited number of them have begun to search via search engines like Google and visit social networks. However, it is only after the age of seven when children have started school that use becomes multifaceted.



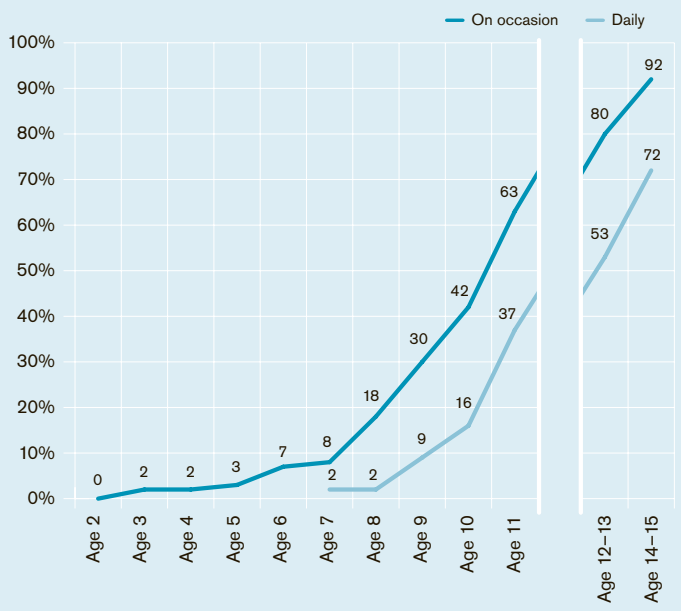
What do children do on the internet?

Diagram 6.7. Percentage of children in different ages who occasionally try different activities.



How old are children when they begin to look up facts on the internet?

Diagram 6.8. Percentage of every age group who daily or occasionally seeks facts on the internet.



How old are children when they start to visit social networks?

Diagram 6.9. Percentage of every age group who daily or occasionally visits a social network.

The second phase: 7–11 years

Gaming and video viewership continues to dominate internet usage during the early school years, but now that kids can write and read, they can also search on the internet. They can also communicate with text messages and become members of the social network. It is during the first four or five school years that the use of the internet is developed and deepened. Discovering new things constantly and steadily becomes more engaging. At the same time, there are large differences between children. Some are very active with a variety of activities on the internet while others mostly play and watch videos.

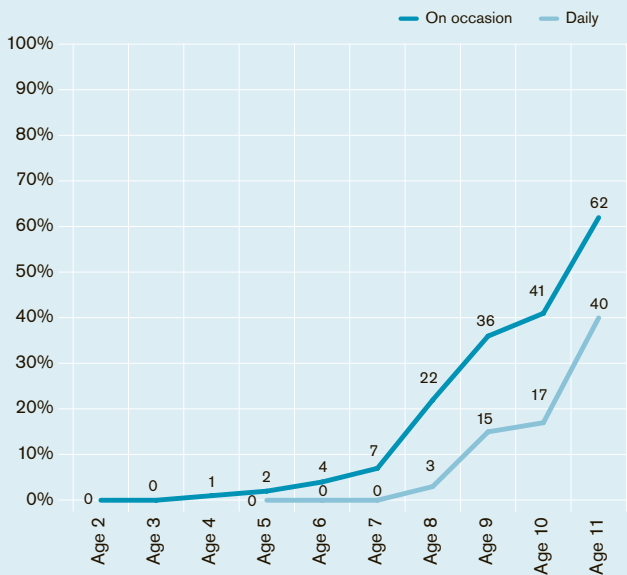
One of the first things children learn is to search on the internet. The knowledge can be used to look for information and search for facts as well as to search for odd videos on YouTube. At eight to nine years of age, half of children have tried this. At ten years old, a majority, but at least up to teenage years, have almost all tried it.

Social networks

Interest in social networks comes a little later. Despite the fact that, for example, Facebook has an age limit of 13 years, some girls start to visit a social networking site already when they are eight to nine years old. After that, it goes faster and more and more are visitors. The climax is reached in late adolescence, when 94 percent of both boys and girls are users and 80% make daily visits. In particular in the first phase up to 12–13 years, there are very large differences between boys and girls.

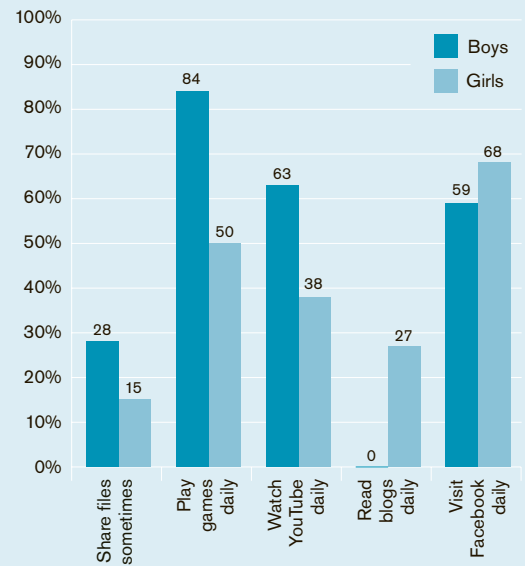
Chat

Children learn early on to send and receive text messages between each other. The most common is the sms via mobile phone, where half are in the ages between eight and nine and includes almost all school children when they are twelve. At the beginning of adolescence virtually all use sms and 71 percent do so daily. Chatting, using instant messaging, such as MSN, is not quite as widespread, but engages more and more during the first school years.



At what age do children begin to chat with each other over the internet?

Diagram 6.10. Percentage of every age group who chat occasionally or daily.



What do boys and girls do on the internet when they are between 12-15 years old?

Diagram 6.11. Percentage of boys and girls between the ages of 12-15 years who do things with different frequency over the internet.

The third phase: 12-15 years

In this age, the use of the internet is more multifaceted and usage among boys and girls begins to differ. The girls are more interested in the social networks and blogs while the boys continue to play and watch videos. The internet has also become important for schoolwork.

The fourth phase: 16-19 years

Certainly some young girls are on the social networks already during the early school years, but it is only in the late teens that almost all teenagers are there. 94 percent of older teenagers have a smartphone, 93 percent use the internet daily, 90% are sending text messages daily, 93% visit social networks and 80 percent do so daily.

Disturbing and upsetting experiences on the internet

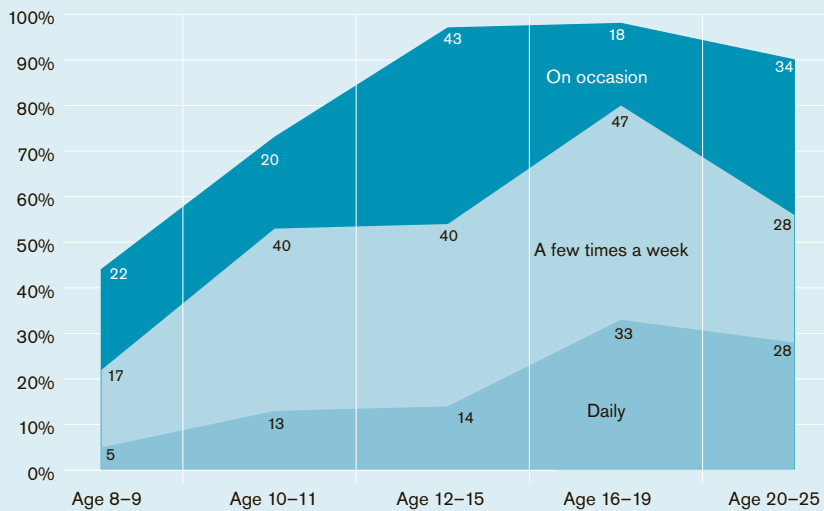
According to parents, there are 13% of pre-school children (three to seven years) that have experienced something on the internet that made them upset or worried. This percentage increases during the

early school years (seven to eleven years) to 20 percent. When the question is narrowed into what has happened in the past year, the figure is reduced to more than a tenth of those between the ages of nine to ten years and increases to a quarter among the older kids (15-16 years). Those who repeatedly, at least once a month, felt disturbed or upset ranged from a few percent among the younger to 8 percent among 15-16 year olds. (von Feilitzen et al. 2009; Findahl et al. 2013b)

The internet has become increasingly important for school work

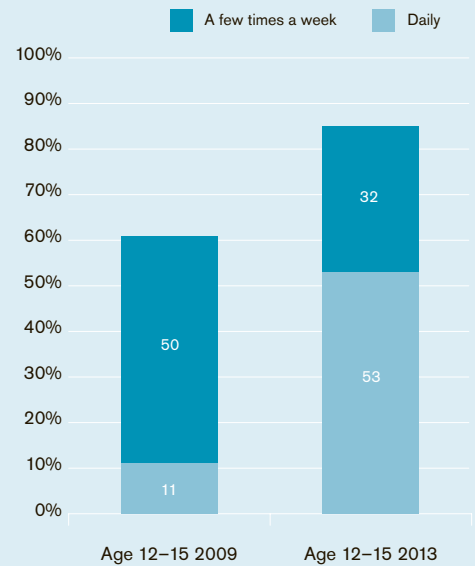
School has long struggled to integrate the internet into school work. But the big changes have occurred in recent years. Many signs indicate that students say internet is used more often and it has become much more common to use it in school to do school work (diagram 6.12). The time that students spend on the internet in school has increased.

Students can also search on the internet themselves to obtain information for



How often is the internet assigned to use in school?

Diagram 6.12. Percentage that the internet is assigned in school in different frequency for school work.



How often is the internet used in school among the ages of 12-15. A comparison 2009-2013.

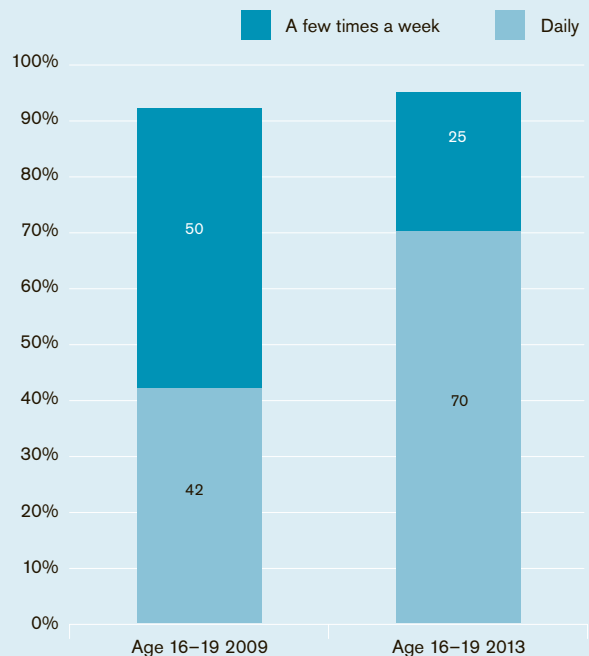
Diagram 6.13. Percentage of children between the ages of 12-15 who use the internet in school daily or at some time during the week in 2009 and 2013.

school work to a much greater extent than before, and they believe that the internet has become increasingly important for their school work, and even more important than for their private life outside school. But there are still many schools where the internet is not used at all.

If we compare a few years back, we can see that there have been big changes. It is particularly between the ages of 12 to 15 years, where the daily use of internet in school work increases (6.13). This is a very large increase, from 11 percent in 2009 to 53% daily users today. Among the older young people, the internet is used more frequently, but here too the daily use increased from 42 to 70% (6.14).

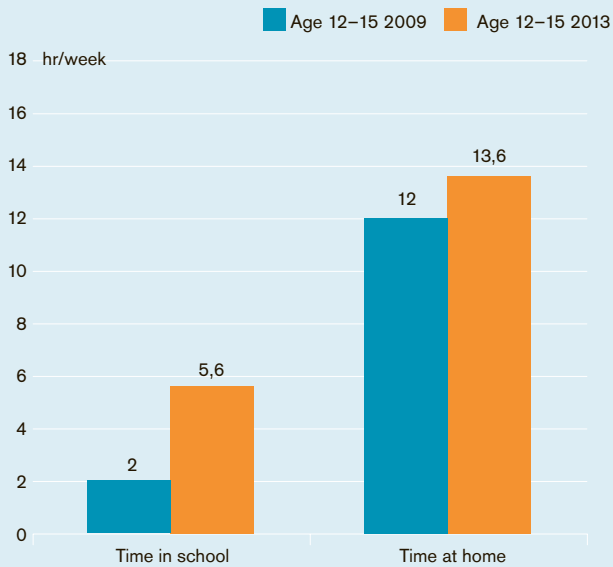
Half of the school children, from 10 years upwards, do schoolwork on the internet at least sometimes or a few times a week. 80% of children between the ages of 12 to 15 do this. That the internet is used daily for homework, however, is not so common. Such daily use is only covered by 14% of children aged 10-15 years and by about 30 percent among the older children.

All school children have at some time checked facts on the internet and acquired information related to schoolwork. Seven out of ten do this at least once a week (12-15 years) and among the older ones (16-19 years) it's nine out of ten.



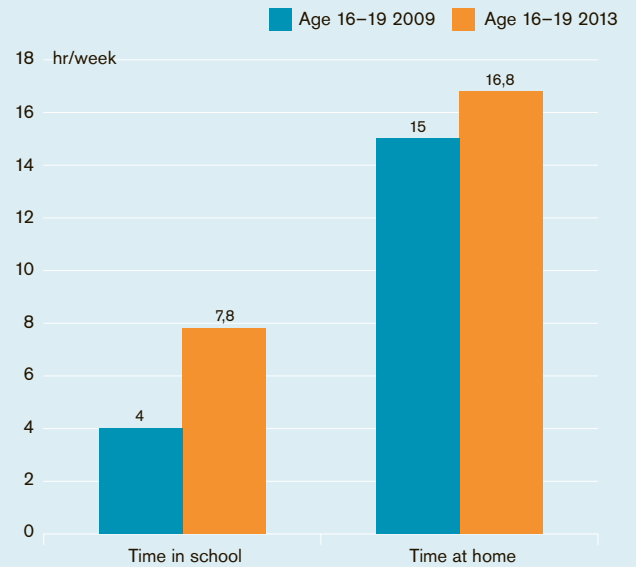
How often is the internet used in school between the ages of 16-19? A comparison 2009-2013.

Diagram 6.14. Percentage of children between the ages of 16-19 who use the internet in school a few times during the week or daily during 2009 and 2013.



How long do 12-15 year olds use the internet in school compared to at home in 2009 and 2013?

Diagram 6.15. Average time children between the ages of 12-15 use the internet during a week in the home and in school in 2009 and 2013.



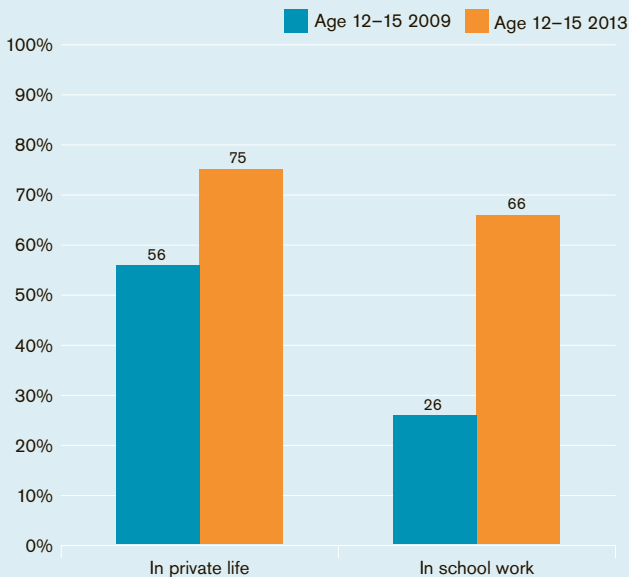
How long do 16-19 year olds use the internet in school compared to at home in 2009 and 2013?

Diagram 6.16. Average time children between the ages of 16-19 use the internet during a week in the home and in school in 2009 and 2013.

Time with the internet in schools has doubled

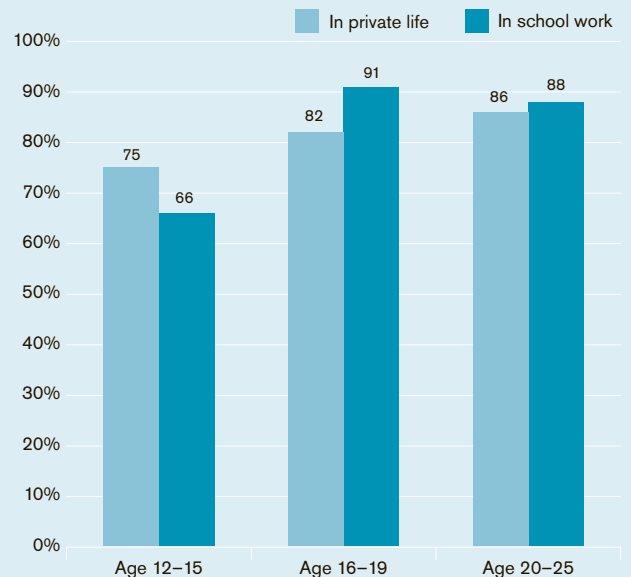
If we look at how much time is spent in school for the internet we also find great changes over the past few years. Four years ago, in 2009, 12-15-year olds spent two hours a week on the internet, and 16-19 year olds

twice as much with four hours. Today, the younger ones have more than doubled their use to 5,6 hours per week while the older ones have almost doubled their use. The time spent on the internet at large has also increased in recent years but not nearly to the same extent as internet time in school.



How many believe that the internet is important for private life and for school work? Comparing 2009 to 2013.

Diagram 6.17. Percentage of children 12-15 years who believe that the internet is important or very important to them in private life and for their studies in 2009 and 2013.



How many believe that the internet is important for private life and for school work?

Diagram 6.18. Percentage of children in different age groups who believe that the internet is important or very important to them in private life and for their studies in 2013.

The internet is more important today to young people's studies than for their private life

The growing importance of the internet for school work has also left its mark in the student's own assessments. The proportion of children aged 12 to 15 years who believe that the internet is important or very important to their studies has increased from 26% (2009) to 66 percent this year (6.17). This represents more than a doubling. The interesting thing about these assessments is that young people today believe that the internet is just as important for their studies as for privately in everyday life. This was not the case when the internet was considered to be mainly relevant to private life outside the school with music, social networking and video. Today 82 percent of the older young people (16–19 years) believe that the internet is important or very important to their private lives while over 91 percent think the same about the internet's role in their studies (diagram 6.18).

On the whole, it seems that young people's activities, such as checking facts, providing information related to school work, etc., becomes more frequent than the internet tasks given at school. Still, there are many school children seven to nine years old that never use the internet in school and many aged ten to eleven years old that only use the internet in school occasionally or never. ●



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07

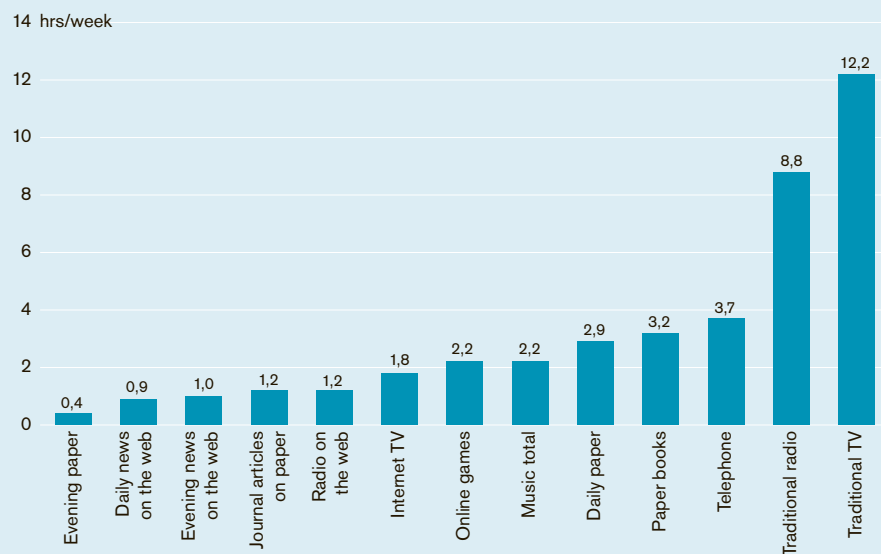
Will web versions replace traditional media?

Traditional media in its original form is still dominant after 18 years with the Swedish usage of internet media. We devote most of our time to watching television and listening to radio. Then paper products follow such as books and newspapers. However, traditional media is also available in web versions on the internet and occupies a significant part of the time we spend on the internet accessing the contents of television, radio and newspapers (Findahl, 2013a). Thus, we still devote most of our time to traditional forms but web versions have become part of everyday use. It is a development that has remained fairly stable in recent years.

The mainstream media still retains its readers and its audience. However, the problem is economic. Advertising revenues have fallen, in particular for the newspapers. The challenge is how to make the web versions profitable when they are available for free. The trend for many years has been declining circulation figures, but savings and mergers have kept up the profits. The report of the Board of Press Subsidies (Presstödsnämnden, 2012) shows that 2010 was actually the fifth best year since 1976 for the daily press and that 2011 was the seventh best last year. (See also Gustafsson, 2012). The result for 2012, however, became considerably worse after a sharp decline in ad sales (Presstödsnämnden, 2013).

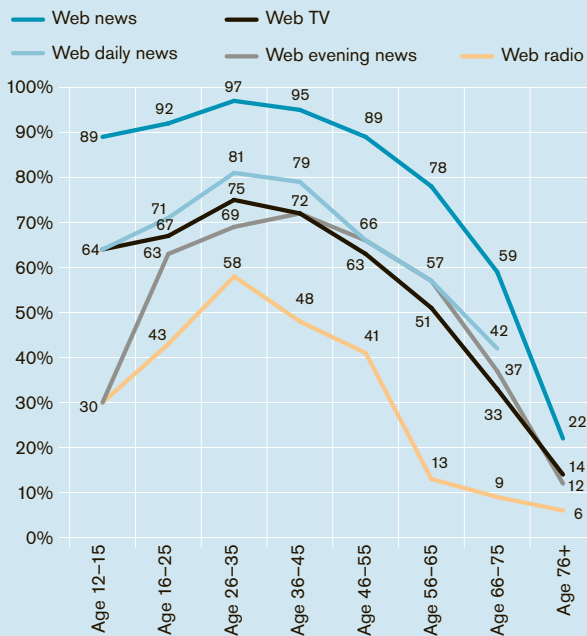
How common is traditional media on the internet?

A large proportion of time spent on the internet is taken up by traditional media in its web versions. Almost all up to 55 years of age take part, at least sometimes,



How much time per week do Swedes dedicate to different media?

Diagram 7.1. Number of hours per week that Swedes (12+) use for different media on average in 2013.



How many occasionally take part in traditional media on the internet?

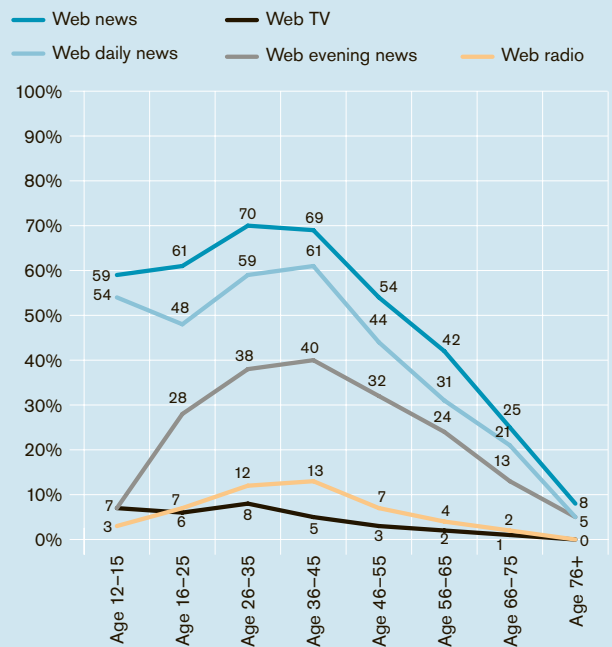
Diagram 7.2. Percentage of internet users in different ages that occasionally take part in traditional media on the internet.

of the news on the internet, which is produced by traditional media companies. A large majority also occasionally reads the morning and evening newspapers on the internet (59 and 62 percent) and watch television (64%), especially between the ages 26 to 45 years. Listening to radio via the internet is less frequent (45%) but occurs up to 55 years (diagram 7.2).

The daily use, especially of radio (6%) and TV (4%), is limited but a majority in the ages up to 45 years check the news and read the newspapers daily (diagram 7.3).

Distinguishing between daily use and occasional use

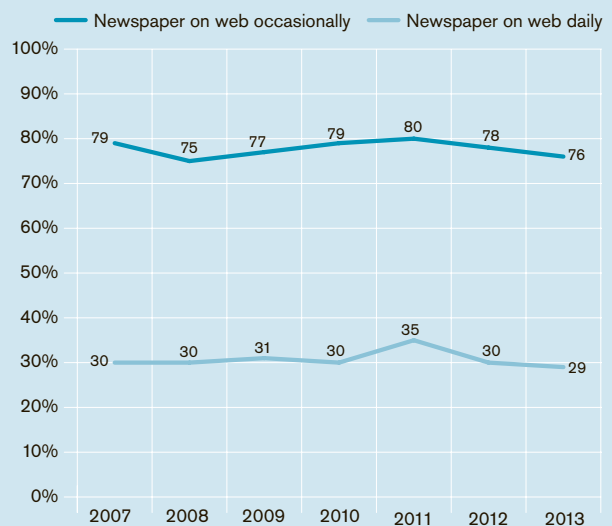
A characteristic of traditional media usage is that it has become part of our daily routine. We read the morning paper at breakfast, listen to the radio in the car or when we cook and watch TV after dinner. The result is a high daily usage. For the web versions on the internet, it's different. Many have discovered that newspapers, radio and TV programs are there and most sometimes seek out and take part in the content.



How many daily take part in traditional media on the internet?

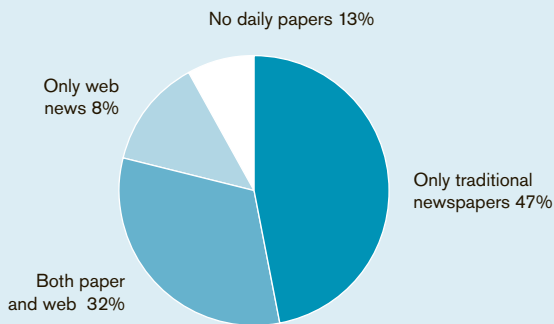
Diagram 7.3. Percentage of internet users in different ages that daily take part in traditional media on the internet.

This is the same with television on the internet as more and more have discovered in recent years. But the daily viewership of Play TV is still limited (4%) and has been for a long time (diagram 7.7). The exceptions are the daily newspapers that have a loyal daily audience on the web (30%) of which most also read print editions (diagram 7.5).



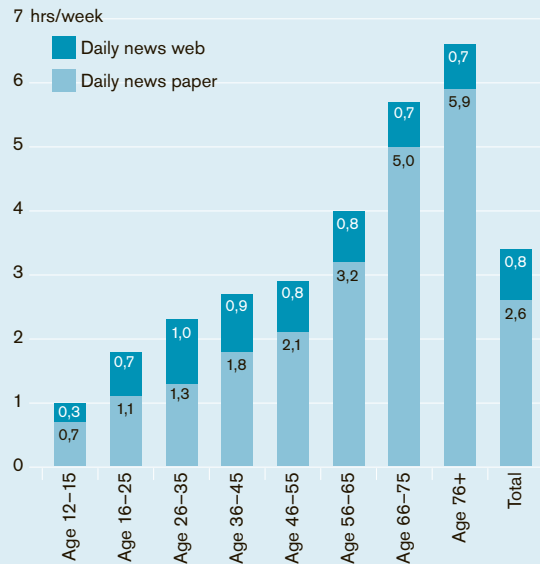
Has reading the news on the web changed from 2007-2013?

Diagram 7.4. Percentage of internet users who read a newspaper on the internet occasionally vs. daily.



How is reading a newspaper broken down between paper and the web?

Diagram 7.5. Percentage of the population that reads daily news on paper or the web or a combination of the two.



How does the population divide their reading time between paper and web during a week?

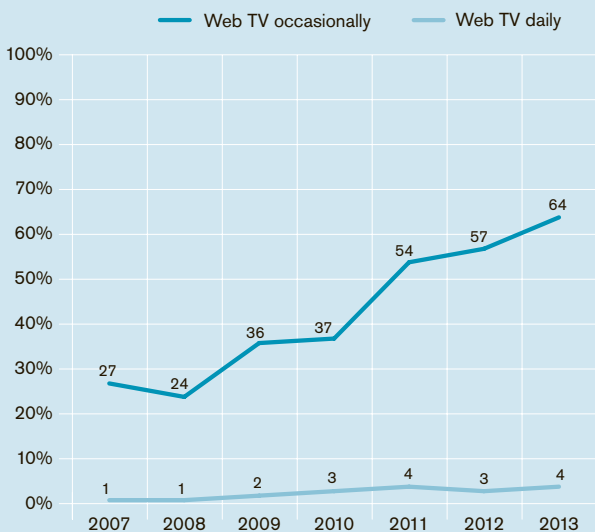
Diagram 7.6. Average time that different age groups in the population take to read the daily news on paper or on the web.

Reading a newspaper on paper and on the internet

To read a daily newspaper has long been a part of Swedish people's daily routines. This continues to be the case particularly among the older part of the population. The papers are also available in their web versions on the internet which many use. But approximately half of internet users

(47%) still read their newspaper only on paper. A smaller group (8%), mostly the young, only read newspapers online.

More time is given to traditional newspapers suggesting that reading on the web is often brief and informal. This requires further in-depth studies to find out how reading occurs on the web. Among the younger people, 16-35 years, where newspapers have not been routine, there is a more even distribution of time between traditional newspapers and newspapers on the web. The total is 77 percent of traditional newspapers and 23 percent in the web versions.

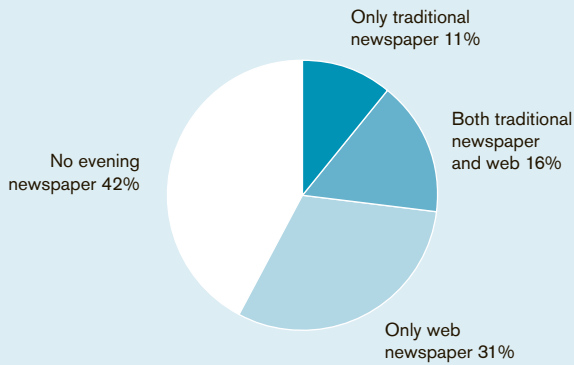


How has watching web TV changed between 2007-2013?

Diagram 7.7. Percentage of internet users who watch TV on the internet occasionally vs. daily.

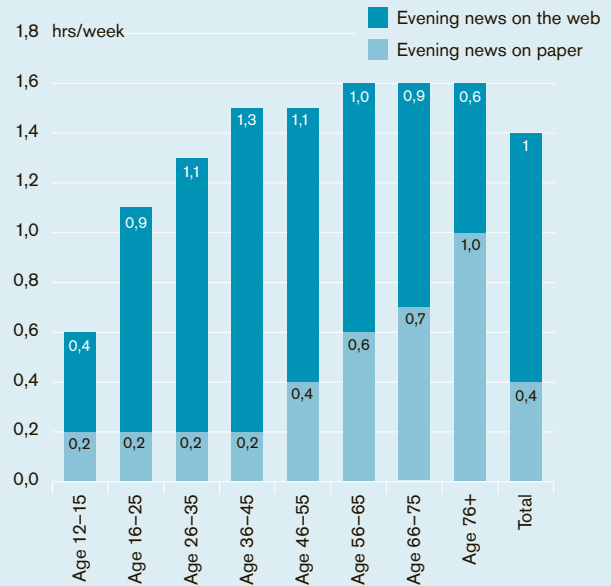
Evening Newspaper Reading on paper and on the web

Evening newspapers which traditionally are dependant on newsstand sales can not rely on a fixed group of subscribers. This opens up opportunities for evening papers to be made available on the internet, and this is what has happened. However, the problem is still how to make their web versions viable when at the same time, the figures for the paper editions are fall-



How many read the evening paper on paper, the web or both?

Diagram 7.8. Percentage of the population that reads the evening paper on paper or the web or a combination of both.



How do people divide their time for reading the evening news between paper and the web?

Diagram 7.9. Average time that different age groups in the population divide their time reading the evening news on paper and on the web.

ing. Half of the daily press' declining circulation figures are derived from tabloids.

Aftonbladet was an early adopter in the mid 1990's with a web edition on the internet and continues to dominate. A small minority (11%) of the population read today evening newspapers only on paper. The largest group (31%) reads evening news only on the web and a slightly smaller group (16%) reads both on paper and on the web.

Therefore, most people who are reading a tabloid newspaper today read it only in its web version. This also reflects how the reading time is divided between the paper and the web. Only among pensioners who still prefer evening newspaper on paper, is time distributed between paper and the web pretty evenly. In all other age groups the web dominates more reading time. In total, 70 percent of evening news reading is done on the internet.

TV watching traditionally and/or on the web

In recent years, the technology of streaming television and video has become increasingly better and more and more are discovering that TV shows are also avail-

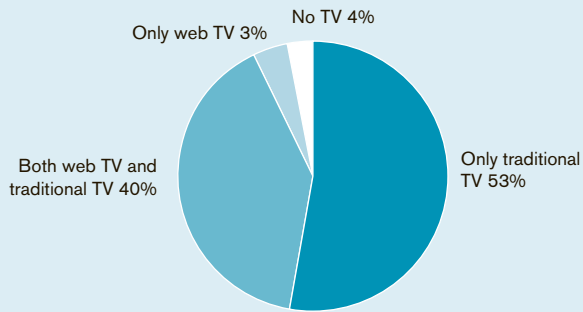
able on the internet (diagram 7.7). 64% have at some time seen a TV program via the internet. Virtually all of these viewers also watch TV in the traditional way. Only three percent of the population watch TV only through the internet (diagram 7.10).

Daily TV viewing on the web is still very limited, as can be seen when comparing the times devoted to traditional TV and web TV. Five to ten percent of TV time is devoted to the internet from 46 years old and upwards. Even here, the young are divided from the older. They also watch traditional TV, but 20 to 25 percent of their TV time is devoted to the internet (diagram 7.11).

Sometimes young people find it hard to remember which platform they used when they watched a TV program (Findahl, 2013c). A total of the population devotes 87% of viewing time to traditional television.

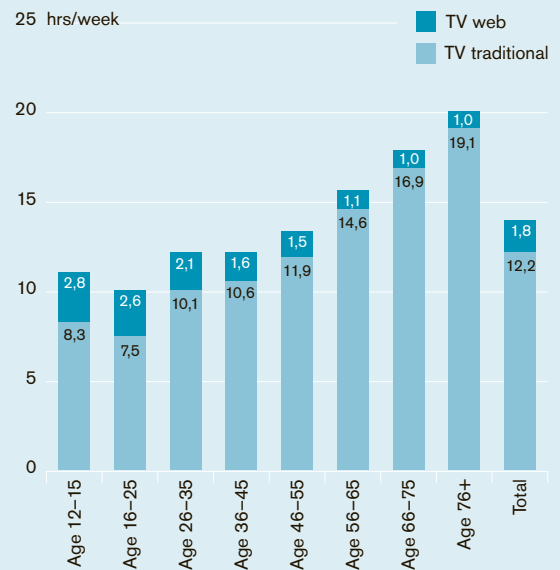
Listening to the radio on traditional radio and on the internet

Music was the entry point for many young people to the internet. It was here they could save their music and swap and share with others. The music service Spotify also



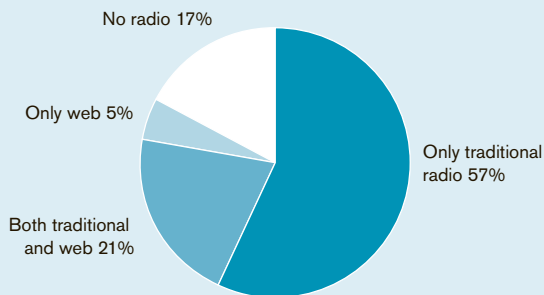
How many watch TV traditionally, on the internet or both?

Diagram 7.10. Percentage of the population (12+ years) who watch TV traditionally, on the internet or a combination of both.



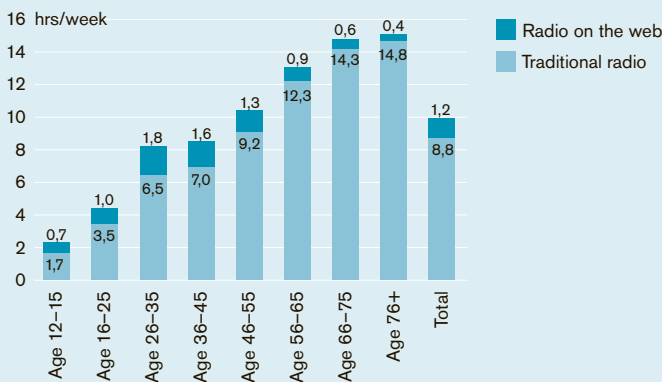
How do people divide their TV watching between the internet and traditional TV?

Diagram 7.11. Average time that different age groups in the population divide their time between traditional TV and TV on the internet.



How many listen to traditional radio, internet radio or both?

Diagram 7.12. Percentage of the population (12+ years) who listen to traditional radio, internet radio or a combination of these.



How do people divide their radio listening between the internet and traditional radio?

Diagram 7.13. Average time that different age groups in the population divide their time between traditional radio and internet radio.

opened the streaming of music that many today are connected to.

Radio as a traditional medium has had a harder time finding its audience on the internet. Its audience is older and many listening situations are linked to daily routines in which there are already radios at home, in the car or in headphones.

The traditional radio listener still dominates and only five percent of the population use only the internet to listen to radio. All other listeners use traditional radio although a growing proportion also compliments this with the internet. This means that the vast majority of time listening to the radio (88%) is devoted to traditional radio.

How much time on the internet is spent on traditional media?

Most of the time we spend with media goes to traditional media in its traditional forms, but if we sum up how much time we spend reading newspapers on the internet, listening to radio and watching TV on the internet, the time ranges from 2.7 hours a week for the oldest to six hours a week for

those 26 to 35 years old. This means that roughly 40 percent of the time 26 to 65 year olds spend on the internet is spent perusing content from traditional media. Here we have merged the internet time at home with the time spent on the internet in other places outside the home and work/school. Calculated over the entire population, one-third (33%) of "free" internet time is used to access content from traditional media.

Main news source in different ages

Television was long judged to be the main news source for most people of all ages, in addition to personal contacts with family and friends.

But gradually, the internet has taken over the role among the young people and today, the internet is the main source of news for ages up to 45 years old and totally dominant for the young people up to 35 years. After that, the television takes the spot as the main news source.

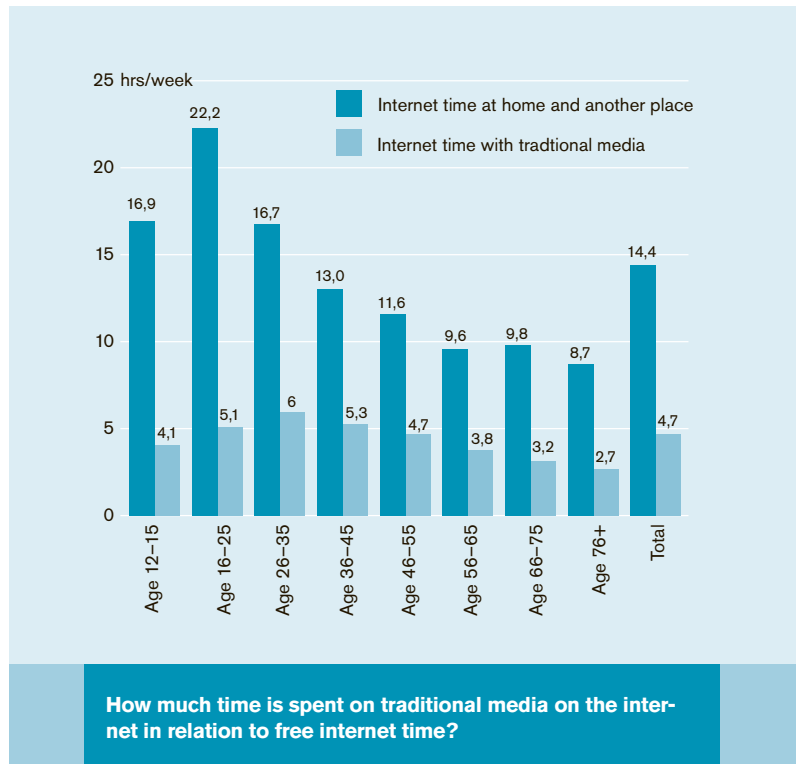


Diagram 7.14. Average time during a week that different age groups spend time on the internet at home and other places (outside home and school/work) and the time they use the internet to follow traditional media (newspapers, radio and TV).

Portrait 5

Very committed female doctor, 66 years old, who feels "addicted" to the internet

2013. The female doctor works and is living in a two person household with her own computer, mobile phone and access to a tablet that she uses once in a while. In addition to her work, she is very much involved in a wide range of issues related to the environment and culture, and above all social movements and ecclesiastical matters.

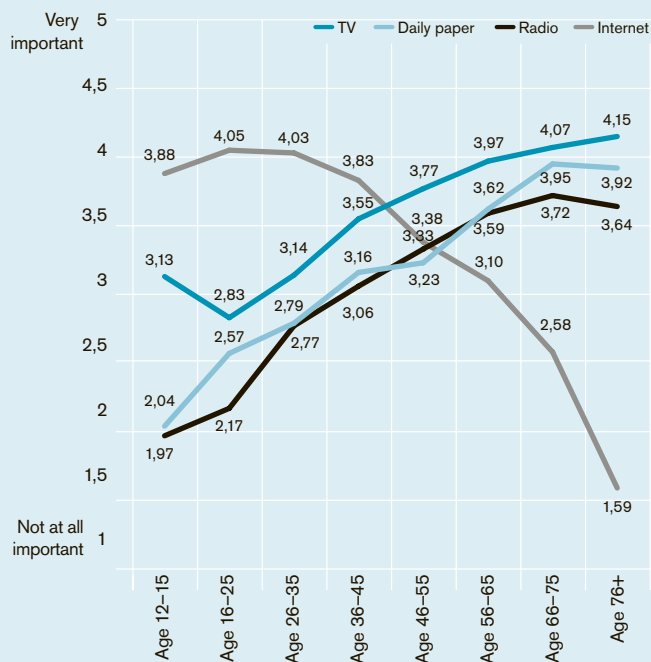
In 2004, she began using the internet with the help of family and friends. In 2005, she used the internet at home 10 hours a week and one hour at work. With the help of the internet, she increased contacts with people who shared her hobbies and interest in religion. She is not yet a member of any community of interest on the internet.

In 2011, she visits Facebook daily and even interest communities about politics and nature. She uses her smartphone (5 hours/week) and has 25 apps on it. She is also on Twitter and posts daily where

she is. She feels fully involved in the information society. At home she uses the internet 25 hours a week. She reads the traditional form of a daily paper, reads magazines and books and watches regular TV. At the same time, she looks up news on the internet, reads the newspaper on the internet, and listens and downloads music.

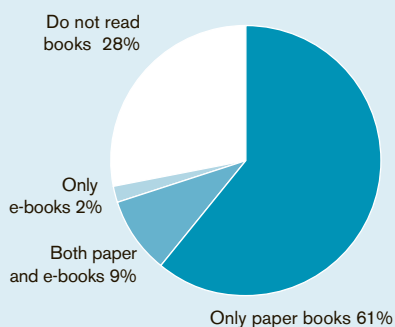
2013. She still looks at traditional TV (14 hrs/week), listens to the radio (nine hrs/week) and reads a newspaper (six hrs/week). She sometimes reads a newspaper on the internet or watches a TV show, but the traditional media dominates just as it did ten years ago before she began using the internet. She also spends a lot of time to read books as she has always done.

The amount of time she spends on the internet (15 hrs/week) is slightly above average and she spends a large amount of time on Facebook or on Dagens Seglora, which is a news and discussion site that deals with religious matters. The internet has become very important for her both in her private life and at work. She uses the internet on a daily basis when she is traveling and other places outside the home and feels a strong belonging to the information society. At the same time she feels a certain dependence. She often feel anxious or depressed when she does not have access to the internet.



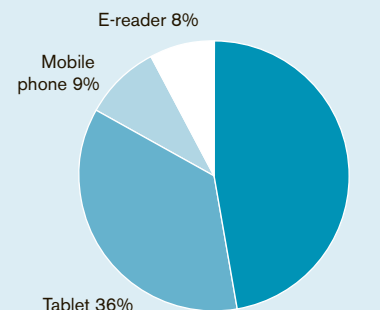
How important as a news source are different media in different ages?

Diagram 7.15. Average estimation of different media's importance as a news source on a 5 point scale in different age groups of the population.



How many read paper books and/or e-books?

Diagram 7.16. Percentage of the population (12+ years) that read books, e-books or a combination of these during an average week.



What do people use to read e-books?

Diagram 7.17. Proportion of different e-book reading devices (12+ years) that people use to read e-books.

The older you are the more important traditional media is, such as radio, newspapers and even television. At the same time, the internet's role as a news source decreases. To people in the ages of 46 to 55 years, all media is equally important. In summary: it's internet for the young, daily newspaper for the older and television for most people.

Calculated over the whole population, however, television retains its spot as the most important source of news with 3.6 on the four-degree scale, followed by the internet (3.4), daily newspaper (3.2) and radio (3.1). The most important, however, are personal contacts with friends and family (3.9).

Few people read e-books and even fewer have special reading tablets

While trade and the reading of e-books is constantly growing in the United States, it has never really gotten started in Sweden. Three percent of the population reads an e-book at some point in the week, and

in total there are 11% who, at some time, read an e-book. It's almost the exact same figures as last year (Findahl, Soi 2012).

Most (47%) who read an e-book do it on the computer, then comes tablets (36%), while far fewer are reading the e-book on their mobile phone (9%) or on a special e-reader (8%). In particular, it's between the ages of 35 to 65 years that tablets are used for book reading. Almost everyone who reads e-books also reads ordinary paper books.

People who file share read e-books, but not more than others

It is sometimes said that the widespread habit of downloading music, movies and books distorts the market for e-books, because books are downloaded for free. It would mean that file sharers read more e-books than others, but that is not the case. The percentage of file sharers in the population is 21% (24% of internet users) and the percentage of file sharers among e-book readers is 25 percent. ●

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When the internet began to spread in the mid-1990's, the differences were quite large between different groups in society. It was mostly officials in offices working with computers who first started to use the internet. The differences were also large between women and men, and at that time the internet was still nothing for children and adolescents (Findahl, Soi 2000). The gap between officials and workers grew and peaked in 1999 (80% vs. 40%) and then slowly began to decrease when the spread among white-collar workers began approaching 95 percent and then hit the ceiling. At the same time, the proportion of internet users among the workers continued to increase slightly for each year (Findahl, Soi 2009).

Digital divides will disappear and new ones will arise

How does it look today, two decades after the introduction of the internet? Are there any digital gaps left? Yes, they are still there, but they have a completely different dimension. At the end of the 1990's, the differences in internet usage (between income and education groups) were between 30 to 40 percentage points, while the difference today is less than 10 percentage points. However, there is one exception – the elderly. Among them there are still large groups who do not use the internet, particularly among the low-educated and women.

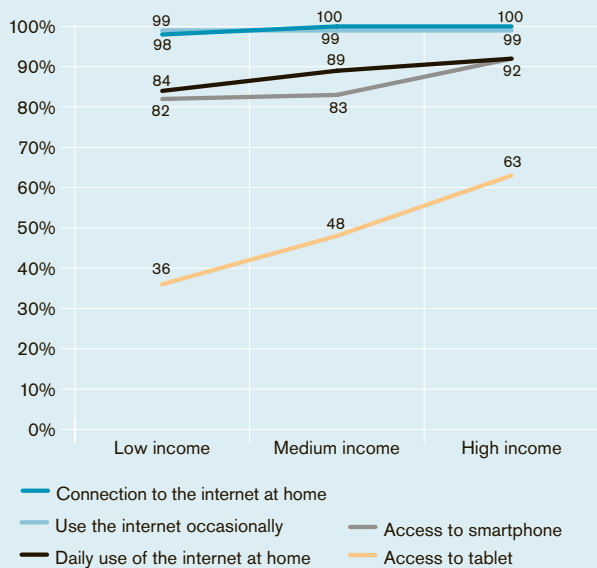
At the same time, new digital divides grow with mobile development. Smartphones and tablets have, in just a few short years, altered the possibilities to connect to the internet. Now, the young and the new generation of parents are first while the elderly are more reluctant. Income and level of education also come into play so that the proportion of smartphones is significantly higher among those with high income and high education, and doubled when it comes to tablets.

Among young people and families with children, however, smartphones have become so common today that differences depending on income and education in these groups are very small but at the same time they are still important for access to tablets even among families with children.

Digital gaps among children and young people from 2 to 25 years

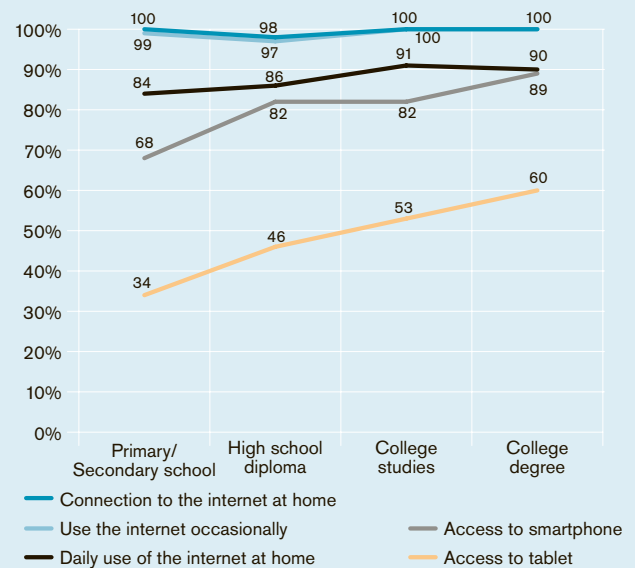
Almost all children and young people today have access to the internet and use the internet at home. This means that the digital divide has largely disappeared and that most children regardless of parents' education or income use the internet. Even when it comes to access of smartphones, the differences are small (80 to 90 percent have a smartphone), except for those with less educated parents where the percentage is considerably lower (68%).

The differences between children with different parental backgrounds, however, is clear when it comes to tablets. This is where today's digital divide exists. The proportion of children with tablets is twice as great in families with high levels of education and income than children in families where the parents are low-



Use and access to different devices according to parents' income.

Diagram 8.1. Percentage of children of parents with different incomes (three similar large groups) who use and have access to different devices to connect with the internet.



Use and access to different devices according to parents' education.

Diagram 8.2. Percentage of children with parents of different education who use and have access to different devices to connect with the internet.

educated with a low income. This is expected because the tablet is in its primary diffusion phase where various groups are quick to keep up on the latest developments. The differences between children from different backgrounds are also present among pre-schoolers and young school children.

**Children 2 to 11 years:
How many use a tablet?**

Tablets have become very popular among families with children during the past year, but all children do not have access to them. The children of well-educated and affluent parents are the most common, even though a majority of children in other families have access to tablets.

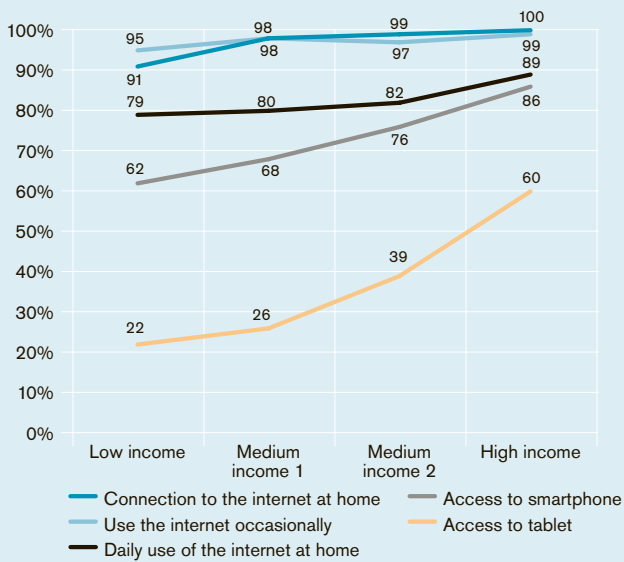
Digital divides in the working population aged 25 to 65 years

Although there is great variation in how much the internet is used in different occupations, the differences which existed 15 years ago between workers and employees in the access and use of the internet at home has largely disappeared. There are still differences in how much one uses the internet. Daily use in the home is larger among those with a high education and income.

Today's digital divides can be seen most clearly when it comes to the mobile internet and in particular to the supply and use of tablets. However, there are also clear differences in the use of smartphones. Up to 90 percent of those with a high education and the third of those with the high-

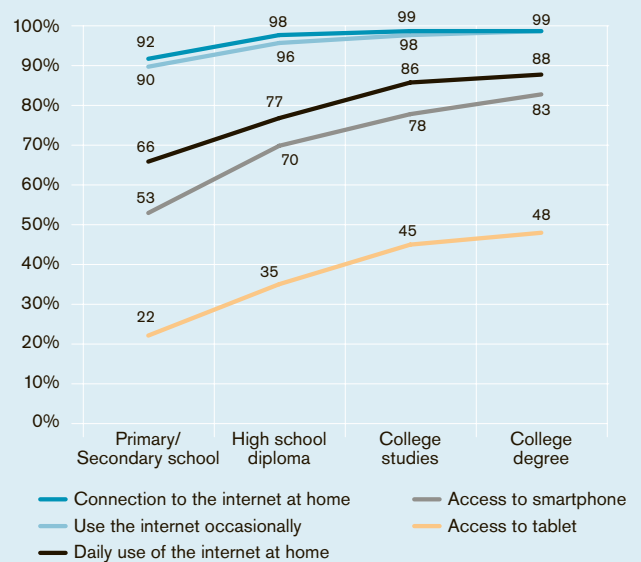
	Parents' education			Parents' income		
	High school diploma or less	College studies	College degree	Low	Middle	High
Use of tablets	56%	59%	71%	54%	58%	74%

Table 8.1. Percentage of children between the ages of 2–11 of parents with different income and education levels who use a tablet.



Use and access to different devices according to incomes in ages 25–65 years.

Diagram 8.3. Percentage of four income groups in the ages of 25–65 who use and have access to different devices for connecting to the internet.



Use and access to different devices according to education in ages 25–65 years.

Diagram 8.4. Percentage of four education groups in the ages of 25–65 who use and have access to different devices for connecting to the internet.

est income have a smartphone compared to 50 percent of those with the lowest education and 60 percent of those with the lowest income.

The differences are even more noticeable for tablets. Here the difference is 20%, compared with 50–60% among those with high levels of education and income.

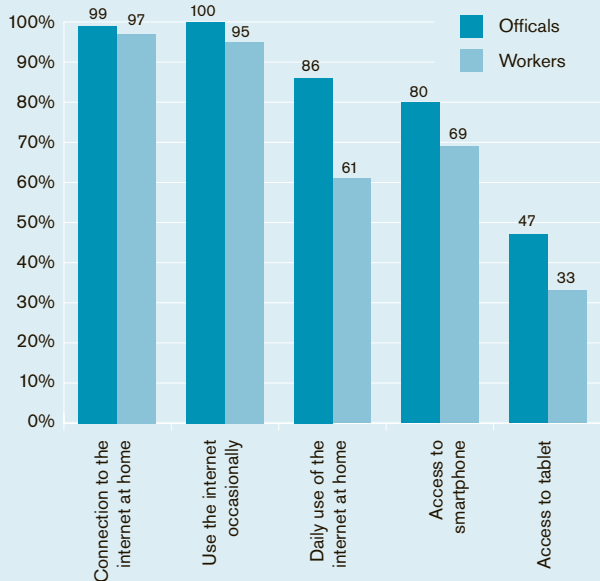
Digital divides among those over 65 years

In the group of those over the age of 65, there are still major differences even when it comes to internet usage, depending on education and income. It is, above all, the pensioner’s professional background that comes into play. Almost all senior citizens with a high education and income use the internet, compared with about 40 percent among those with low income and education. The differences are also significant in the range between women and men.

Access to the mobile internet is small among all seniors, resulting in minor differences between different pensioner groups. The major differences are instead between the younger and middle-aged and pensioners, although 45 percent of the most well-to-do pensioners have a smartphone.

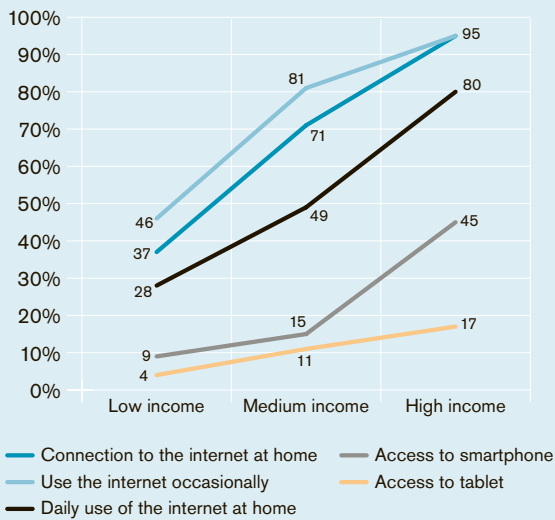
Summary

The classic digital divides between the rich and poor, between high and low educated, and between workers and officials have largely disappeared. Virtually all are



Use and access to different devices according to career in the ages of 25–65 years.

Diagram 8.5. Percentage of workers and officials who use or have access to different devices to connect to the internet.



Use and access to different devices according to income in ages over 65 years.

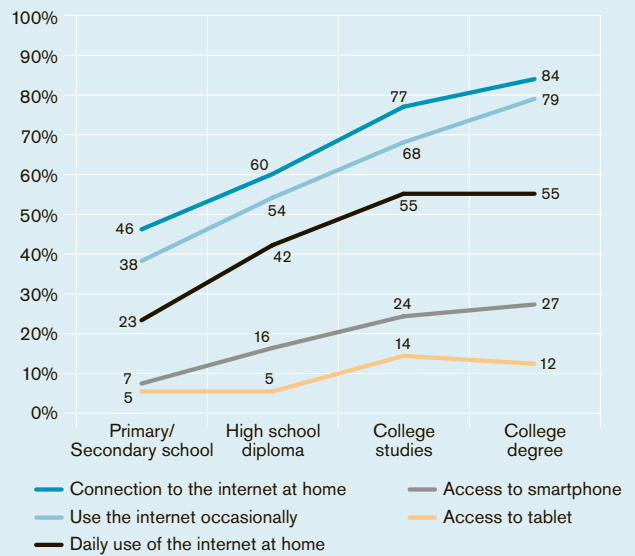
Diagram 8.6. Percentage of three income groups in the ages over 65 years who use or have access to different devices to connect to the internet.

users and have internet access at home. Remnants of the digital divide remain among seniors, where many still are not internet users.

When a divide disappears, another one shows up. This now applies to how the mobile internet is spreading. Among the young, most already have a smartphone, which means that the differences are small in those age groups. The differences are larger among the middle-aged and here the it lies between the low educated and the higher educated groups. They have access to smartphones and tablets to a much lesser extent than other. Even clearer are the differences among pensioners. Here, those who are educated with good economy separate themselves from the rest.

City and countryside

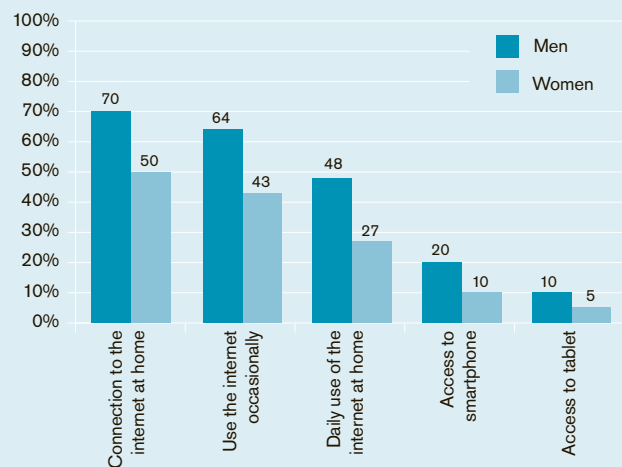
The city and the countryside is no different when it comes to the use of the internet. 89 percent of those living in the city, and 88 percent of those who live in the countryside use the internet at least occasionally. The interviewees themselves



Use and access to different devices according to education in ages over 65 years.

Diagram 8.7. Percentage of four education groups in the ages over 65 who use or have access to different devices to connect to the internet.

have determined for themselves whether they live in a city or in the countryside. About as many in the city as in the countryside (95%) have a mobile phone. On the other hand, there are more who have smartphones in the city (71%) than in the countryside (61%), and use it for a longer time: 6.8 hours a week vs. 5.7 hours. More people in the city also use a tablet: 37% vs. 30%. Most have access to broadband in both the city and countryside, but there are more without broadband on in the countryside: 6% vs. 4%. ●



Use and access of different devices according to sex over age 65 years.

Diagram 8.8. Percentage of men and women in ages over 65 years who use and have access to different devices for connecting to the internet.

09

Inclusion and Dependency

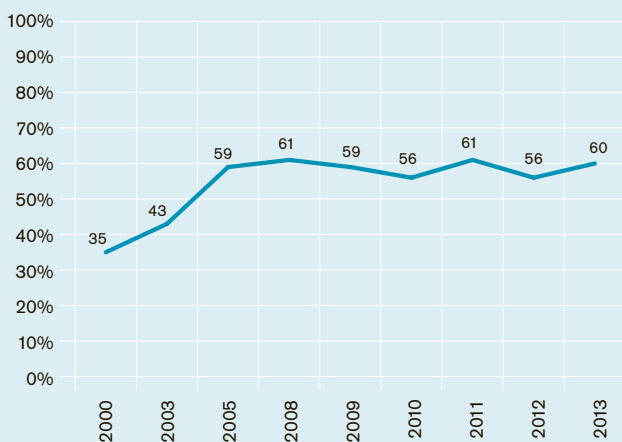
Ever since the first survey of the "Swedes and the Internet", which was made in 2000, those interviewed had to answer the question as to what extent they felt a part of the new information society. In 2000, approximately half of Swedes started using the internet and 35 percent of the population answered yes, they felt largely or completely and fully that they belonged to the information society. The proportion of participants increased up to 2005 as more began using the internet. At the time, seven out of ten had become internet users. But then the part who felt this way did not increase further, though it's now nearly 9 out of 10 people who use the internet. Instead, the proportion who have a sense of belonging in the new information society has been around 60 percent and still in 2013, 40 percent of the population either feels that they belong

very little or not at all. This requires an explanation. Does this mean that it may not be sufficient just to use the internet to have a feeling of belonging in the information society? The sense of empowerment is perhaps combined with how one uses the internet and for what.

What is it that distinguishes those who feel like participants in the information society?

What is it that distinguishes those who feel fully involved in the information society? Yes, of course they have their own computer. They are predominantly young and well educated with a good income and like to try new technological gadgets. They spend a lot of time on the internet. It seems that internet time spent at work plays a greater role than internet time at home. Much time is also spent on the social networks. Another factor can also be watching many videos on YouTube or using the internet on a daily basis for cultural, literary or scientific knowledge. It helps if you write on a blog or microblog like Twitter. Those who sense a strong feeling of belonging are small groups who, for example, spend several times a day on Twitter or multiple times a day with mail posts and comments on the open discussion forum.

The things that seems to affect the feeling of empowerment is how active you are. This does not just mean blogs and mi-



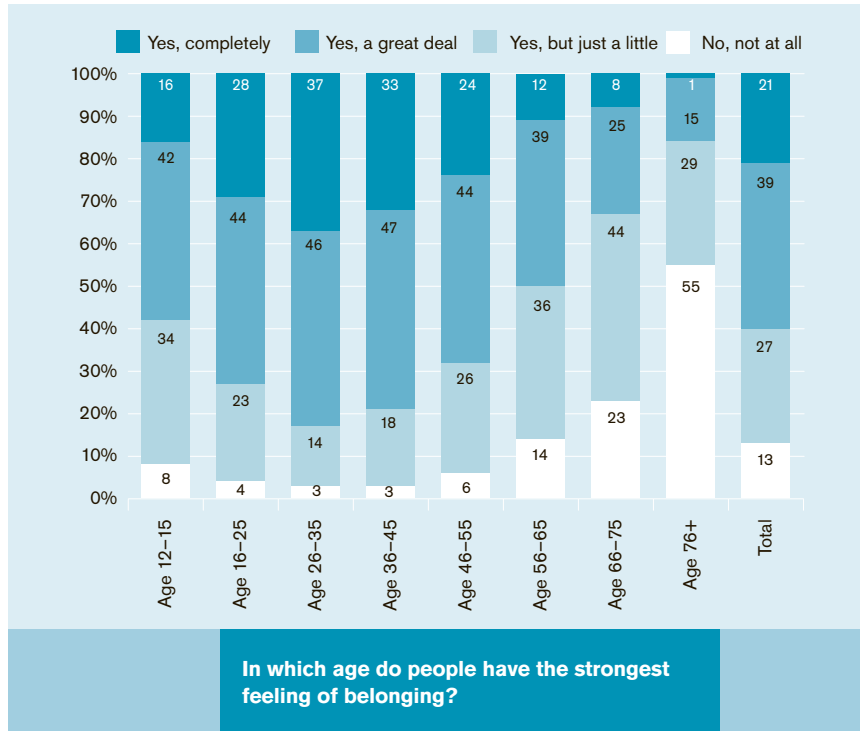
How large a percent of the population feels a part of the information society?

Diagram 9.1. Percentage of the population that feels completely and fully that they belong in the new information society.

croblogs, but also the extent to which one makes their own status updates, comments on what others are writing and posting on open discussion forums. This is also where we find the strongest links between the feeling of belonging and different activities.

The strongest correlation, however, shows background variables such as education and income, which means that those with high education and income on average have a greater feeling of belonging. Then comes how central the internet is for one's work, and then a variety of other activities.

The clearest association with the feeling of participation is the age. It increases initially with increasing age. Most of those that sense a feeling of belonging are in the ages of 16 to 45 years, where just over eight out of ten feel fully or largely involved. The



In which age do people have the strongest feeling of belonging?

Diagram 9.2. Percentage of the population in different age groups who feel different levels of belonging in the new information society.

Portrait 6

45-year-old woman with two children who feels that she fully belongs in the new information society

In 1993, she began using the internet and belonged to the then innovative providers who were interested in the internet before it had been distributed on a larger scale. She likes to try new things, and is currently a developing technical engineer and designer. She is married and has two children, aged 12 and 15 years old.

2013. At home, there are six computers. She has her own computer and a smartphone which is less than a year old that she uses several times a day. The time she is connected to the internet is ten hours a week in the home much like the average internet user, seven hours by mobile phone and one hour a week at work. The internet is very important for her private life and she is very knowledgeable on computers. She uses the computer more than a mobile phone except when it comes to games. She uses the computer and mobile phone about equally to read e-mail and visit her social networks. One of her major interests is handicrafts and in addition to Facebook and LinkedIn, she is also a member of Ravelry which focuses on knitting and crochet and is also a member of the network Allt för föräldrar (All for parents).

At home she subscribes to a daily paper and she reads the newspaper (2 hours/week), listens to the radio (2.5 hrs/week), reads books (2 hours/week) and watches TV (14 hours/week). This is about the same media use she had ten years ago. She still spends very little time seeking out traditional media online, except for Aftonbladet (the evening news) sometimes.

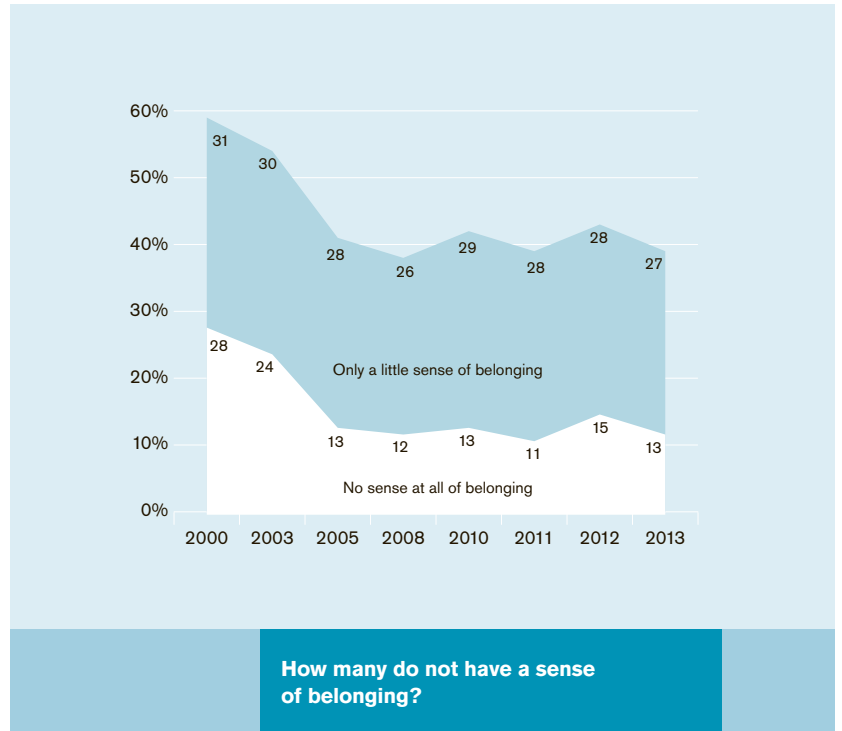
At home, there is also a tablet that she uses one or more times a week. Her 12 year old daughter is on the internet daily and she watches videos, visits the social networks, plays games, looks for facts and does school work. When the kids were in pre-school age their internet use was mostly games and puzzles. When they got older, they continued to play but also began messaging with friends (MSN), searching for information through Google, taking part in contests and doing homework.

2003. A decade ago, she was a single parent with two small children and her internet use was focused, in addition to e-mail and hobbies, on contact searches. She made contact with new people across the net and has since met a dozen off the internet. "One advantage of internet is that you can find e-mail friends that you can talk to, upload photos and even compare different products without having to go around and visit the shops". She is interested in orientation and has been in several sports clubs. Through the internet, she has made many new contacts. In 2007, she had a Wap telephone that she could connect to the internet, but she didn't use that feature.

sense of belonging decreases with advancing age, and among pensioners there are few who feel fully involved. The majority feel the opposite. Among older seniors (76 + years), four out of five feel that they belong only a little or not at all.

What distinguishes those who do not have the feeling of belonging?

One thing that distinguishes those without the feeling of belonging in the new information society may be that they don't have internet access at home. However, as we have seen, this is not enough of an explanation. There are also a lot of those who use the internet that do not have this feeling. Since 2005, the percentage of internet users in the population has increased from 70 to 90 percent, but the



How many do not have a sense of belonging?

Diagram 9.3. Percentage of the population who feel they belong little or not at all in the new information society.

Portrait 7

Cautious male baby boomer without a smartphone

Male baby boomer (born in the 1950's) who does not feel that he belongs in the information society and uses the internet very sparingly. In 2004 he started using the internet.

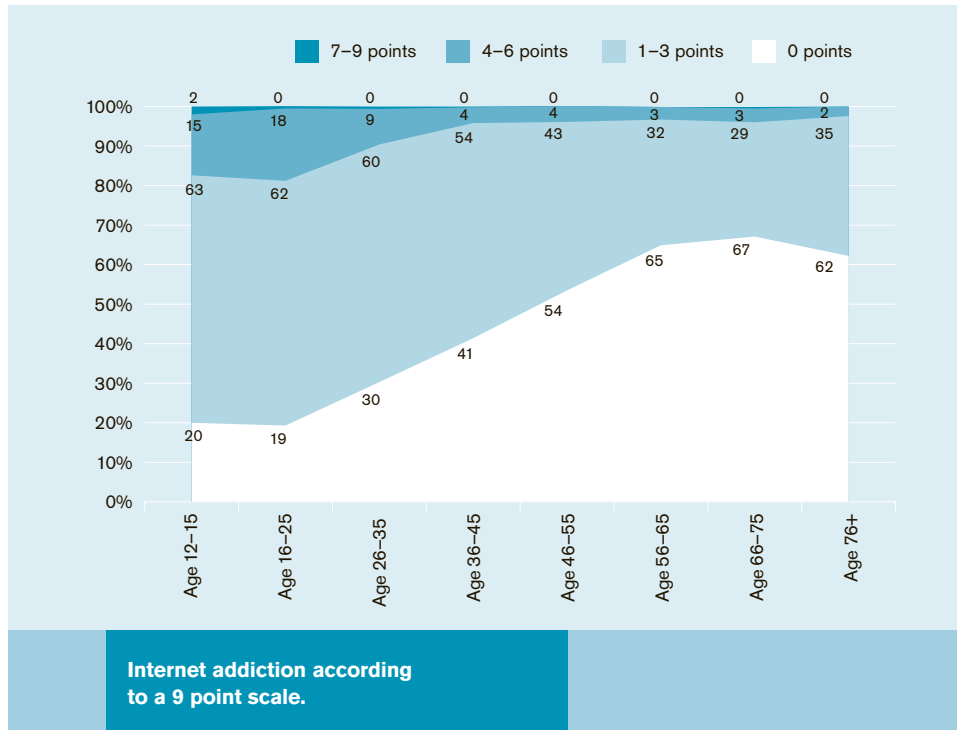
In 2008, he works as a janitor and does not have access to the internet at work. He is living together with a child at home. They have two computers at home, but it is mostly the child who uses it. The man devotes about 15 hours a week to the internet. He is interested in religion, weight training, playing badminton and does not believe that the new communication technology has made the world a better place. He watches TV (10 hours/week), reads magazines (4 hours/week) and the newspaper Metro (3 hours/week).

In 2009, he is unemployed and is connected to the internet seven hours per week. He looks for a job a few times a week, he takes part in political information, plays games, even betting and searches sports news. He has a mobile phone, which he

sometimes uses for e-mail, but he is concerned for credit card fraud. He has a lot of new contacts with people who share his religious interests.

In 2011, he has received a contract-based position and uses the internet at home 2.5 hours a week and the mobile internet occasionally with his mobile phone from 2007.

In 2013, he is single and works as a logistic manager and uses the internet on a daily basis at work (3 hrs/week). At home, he uses the internet a few times a week (1 hour/week) mostly for e-mail. He is not a frequent user of the internet. A few times a month he visits Blocket, Facebook, looks for jobs, checks facts, looks up words, play games and watches TV via a play service. A significantly greater proportion of his time is devoted to traditional media on traditional platforms: TV (15 hours/week), daily newspapers (5 hours/week), evening newspapers (1 hour/week), radio (1 hour/week), and magazines (1 hour/week). Television is his most important news source. He does not use the mobile internet. He says he does not have it in his mobile phone. He doesn't have a tablet and does not plan to get one. He does not have a feeling of belonging in the new information society.



Internet addiction according to a 9 point scale.

Diagram 9.4. Percentage of internet users of all ages who have different points on the scale (0-9 points) where 7-9 points indicates a maximum dependence or "addiction".

proportion of the population who do not have a sense of belonging has remained at around 40 percent. Half of those who do not feel that they belong at all have access to the internet at home.

Is there an internet addiction?

The flip side of a strong sense of involvement could be an addiction so that they, more than others, feel that they spend too much time on the internet.

They sometimes feel depressed and anxious if they do not have access to the internet. There is a correlation between the sense of belonging and feeling of addiction, but it is very weak ($r=0.17$). The strongest

correlations found here between the experience of addiction and the time spent on Youtube (.398), so-called social networks (.358), and time with internet at home (.369). (The higher the value, the greater the connection on the scale 0-1.)

Expressing complaints and problems

Of all who use the internet, not so many express discomfort and problems.

When asked if they sometimes feel anxious and depressed if they don't have access to the internet, only three percent respond that they often have the feeling. Four percent say they often try to limit their use of the internet without success.

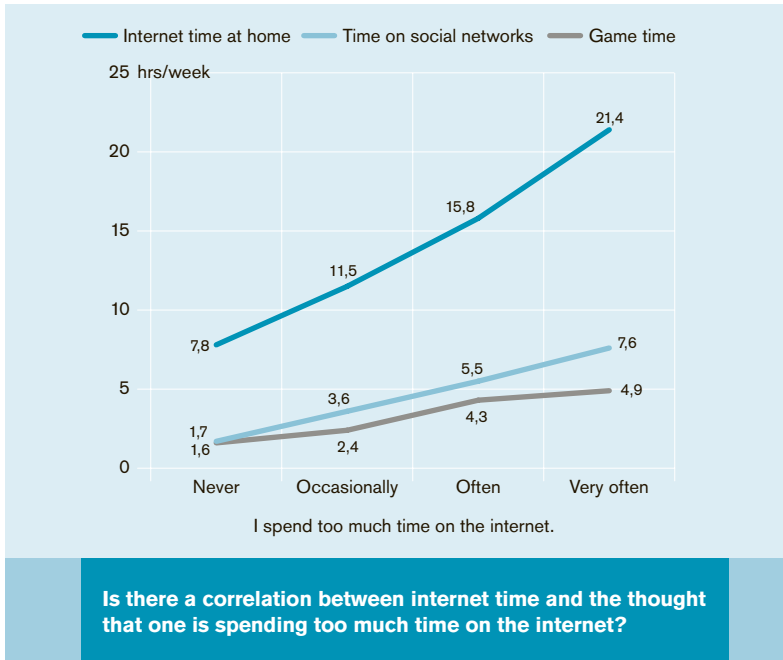


Diagram 9.5. Average internet time in the home among those who think that they spend too much time on the internet.

How often do you feel you spend too much time on the internet?

	Never	Occasionally	Often	Very often
2008	55%	30%	12%	2%
2012	44%	33%	16%	6%
2013	46%	34%	16%	6%

Table 9.1. Percentage of internet users (12+ years) who state that they think they spend too much time on the internet.

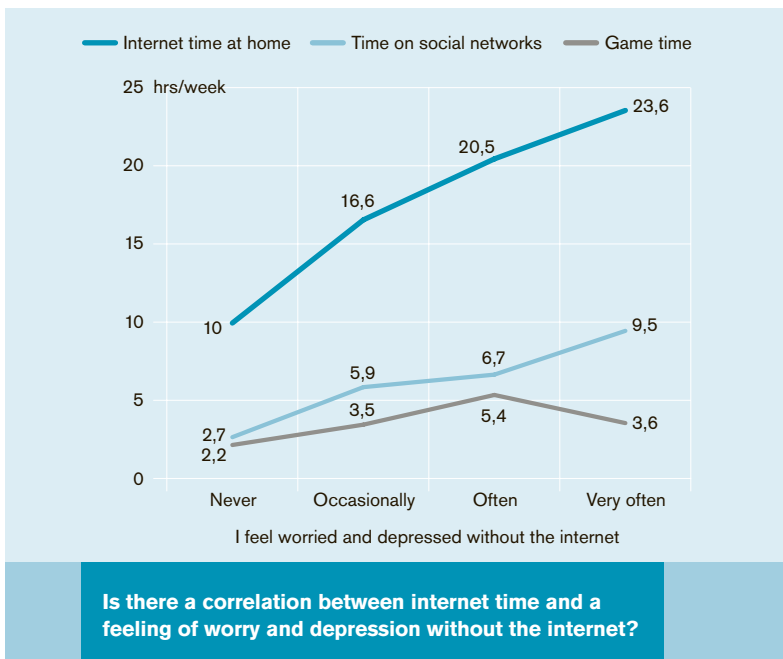


Diagram 9.6. Average internet time in the home among those who feel worried and depressed without the internet.

The most common is the thought that too much time is spent with the internet. 21 percent of users often get that feeling.

If the three questions are combined on a nine point scale that measures the degree of distress which the use of the internet can cause, 71% of users report no problems. 25 percent say they have occasionally had an unpleasant feeling. Only four percent fall over five points on the nine point scale.

It is, above all, among young people in the ages of 12–25 years where this can be found and it is the primary issue of whether they think they spend too much time on the internet that gives this verdict. ●

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Portrait 8

Young woman who spends a lot of time with games and Facebook and feels dependant

2013. 21-year-old female student who likes computers and dogs. She still lives at home out in the country in a household with five people. She has a laptop and a smartphone that she bought during the last year. She is not interested in a tablet. She spends a large part of the day (7 hours) on internet games or on Facebook, but she also does a lot of other things like reading blogs and listening to Spotify. She belongs to the group of internet users who could be called the "communicative modernists" (Findahl, Soi 2011). In addition to their very frequent communicating via all channels, they also use the internet for practical help, information and knowledge.

For the most common activities, like games, visits to the so-called social networks, listening to music or watch videos, she uses both her computer and her smartphone. However, when it comes to searches, uploading photos or paying bills and visiting her bank, she uses the computer.

The internet is very important to her, both in private life and studies. She is not interested in traditional media, neither in their traditional forms or web versions. However, she reads a lot of books (10 hours/week). Sometimes she reads e-books on her computer but generally books in print versions. She writes on her own blog, but not as often as before. Through the internet, she has received many new contacts and ten of these, she has met outside of the internet.

She began using the internet when she was nine years old with the help of her brothers. This was a typical beginner's age in 2001. In 2008 when she finished school, she was

unemployed, had her own computer and a mobile phone without internet. She communicated via text message, and had begun to write on her own blog. Internet time was limited (seven hours/week) and she read the newspaper and watched regular TV.

In 2009 she studies and now the time she spends on internet is up to 35 hours/week. She plays games and is actively involved in a number of online communities focused on animals and photography. Her extensive use of the internet has led to discussions in the home and she often thinks she spends too much time on the internet. In 2010, the time with the internet at home has risen to 40 hours/week. She now also has internet access in her mobile phone, where she, among other things, publishes photos.

In 2011, the total internet time at home has risen to 50 hours/week. Every day she works on her blog, visits social networks, listens to music on Spotify, uses email, comments on others, makes status updates, watches YouTube and plays adventure games to which she dedicates five hours/week. "It is fun, relaxing and addictive." She also uses the internet in school (7 hrs/week).

In 2013 she continues her frequent gaming and her extended internet use via computer and mobile phone, but for years she has felt that she spends too much time on the internet and has repeatedly tried to limit her use without success. Without the internet she feels worried and depressed. She belongs to a small group of less than one percent of internet users that could be called addicted to the internet.

10

Sweden in the world

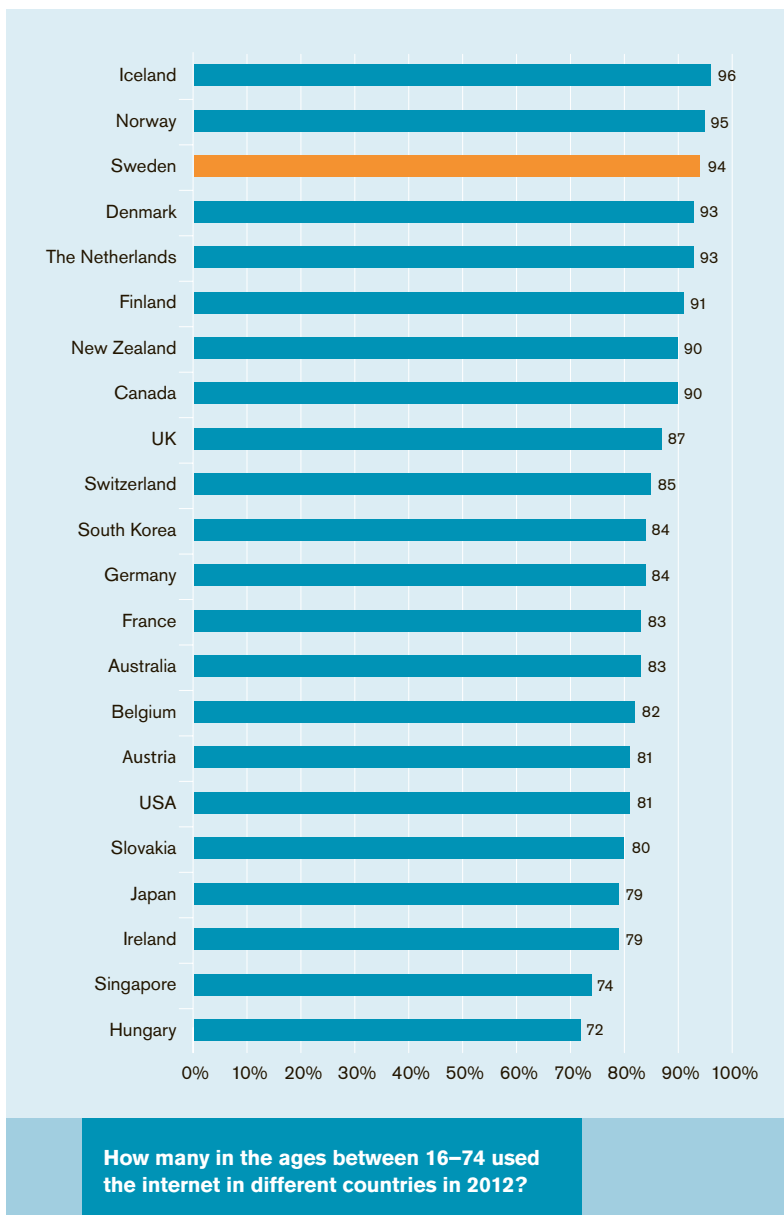


Diagram 10.1. Percentage of the population between the ages of 16–74 who use the internet according to their country's official statistics. Source: ITU (2013).

Internet usage in the Nordic countries are the most dense in the world

When it comes to the spread of the internet, the population is the most advanced in the Nordic countries. The countries are small and homogenous, technologically advanced with good economies and less class differences than in many other countries. Internet development started about the same time in most countries but has stabilized at different levels. Some countries are already at 70 percent, others at 80 percent and some at 90 percent. The United States, which has long had the highest percentage of internet users, has fallen behind. Even in the highly technically advanced countries such as Japan and South Korea, a significant proportion of the population is still left out.

Broadband growth

The government's ambition is that Sweden should be the best in the world at taking advantage of the internet's opportunities. In 2009, a broadband strategy was devised with the goal of 90 percent of all households and businesses having access to broadband of at least 100 Mbit/s by the year 2020. By 2015, it should be 40%.

However, there are more who want to be the best in the world. In England, the government said in December that it would be the first to have the best super-fast broadband network in Europe

by 2015. Later, they realized the difficulty of comparing themselves with the small Nordic countries and the goal was changed to England being the best of the five big European countries — England, Germany, France, Italy and Spain.

Ofcom, the independent regulator and competition authority within the British communications sector, conducted a study to see how England places in competition with other countries. It processed data from sources such as Eurostat and “the digital agenda scoreboard 2012” (Ofcom 2013).

According to the report, based on the conditions near the end of 2012, Sweden is well-placed in most broadband comparisons with the 27 other European countries. However, we must not forget

that, among other things, South Korea and Japan have come significantly farther than in Europe.

The development of mobile internet in the United States is very similar to the Swedish

The spread of the internet in Sweden, shown in diagram 10.1, has reached farther than in the United States but in terms of mobile internet, the differences are small. A majority of Americans over 18 years (56%) and Swedes (62%) use a smartphone and in the United States as well as in Sweden, there are more smartphones than regular mobile phones (Pew 2013a).

A third of Swedes (31%) as well as Americans (34%) have access to a tablet, and nearly half of those are in the ages of 35 to

Sweden’s rank among the 27 European countries:

- 1/27 Percentage of individuals using the internet at least once a week .
- 1/27 Mobile broadband connections per 100 people.
- 2/27 Percentage of individuals who ordered goods or services over the internet during the past year.
- 2/27 Percentage of people who had contact online with public authorities in the last 12 months.
- 2/27 Best price offer for superfast broadband (30 + Mbit/s) .
- 4/27 Best price for standard broadband (12–30 Mbit/s).
- 5/27 Super-fast broadband connections per 100 individuals.
- 5/27 Fixed broadband connections per 100 individuals.
- 7/27 Fixed broadband connections per 100 households .
- 19/27 Percent of the population living in areas with superfast broadband (≥ 30 Mbit/s).

Sweden is among the 16 EU countries where 95–100 percent of households live in areas with standard broadband (144 kbit/s–30 Mbit/s).

Sweden is among the 19 EU countries where 95–100 percent live in areas with mobile broadband (3G).

45 years. Among a quarter of the population with the highest income, a majority has access to a tablet. (Pew 2013b).

This applies both in Sweden and in the United States. One difference is when it comes to pensioners. In the United States, the proportion of tablet owners among the elderly is almost twice as great as in Sweden, 18% vs. 11%.

Another difference is that the reading of e-books and access to tablets have developed much faster in the United States. 26 percent of the population, for instance, has access to an e-reader such as a Kindle, Sony or Letto, while the corresponding figures for Sweden are around 1 percent. In Sweden, most people read e-books on

the computer. 11 percent read e-books occasionally compared with 23 percent in the United States (Pew 2013c).

At third place in the Network readiness index

Last year Sweden placed first in the World Economic Forum’s ”Network readiness index” designed to measure how well a country has utilized the benefits of IT to promote work and entrepreneurship. Sweden is also far ahead in 2013 but has slipped down to third place behind Finland and Singapore (The Global Information Technology Report 2013, World Economic Forum). The index is based on 54 indicators and covers 142 countries. ●

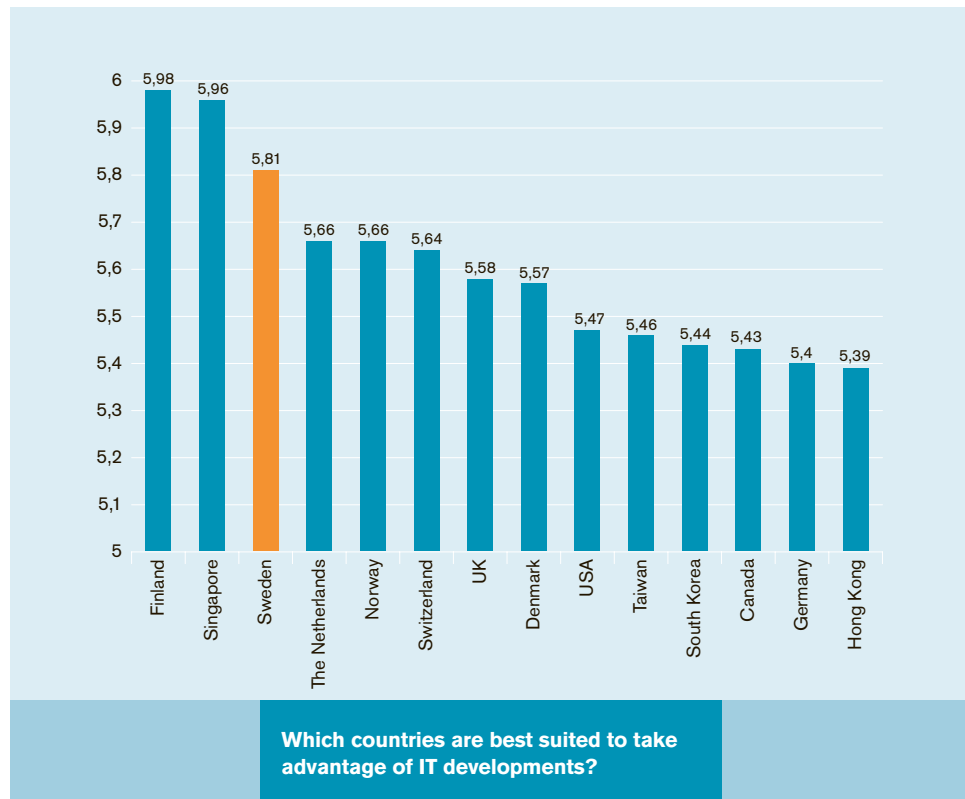


Diagram 10.2. Top-rated countries in ITU's Network Readiness Index 2013.

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Conclusion

The first years when the internet started to spread in the population, there arose great digital divides between officials and workers, between rich and poor, between men and women, between those who worked and young and old. Today, a large part of these divisions have disappeared in all cases regarding access and use of the internet, but it has taken more than 15 years.

To begin with, the improvement of work life was the driving force behind the internet's spread, but soon people's private interests became equally important, and so it has continued. It is above all personal needs and interests that are driving the spread of the mobile internet.

For today's young people, the internet has developed into the most important medium, which has become even clearer with the mobile internet. However, there have also been big changes where boys' earlier dominance has been challenged by girls.

When the internet was introduced, the new information technology was not for girls. The young men dominated. Internet was the men and boys' world. It was all about technology. The girls communicated via mobile phones with sms and mms. Over time, they also became increasingly active on the internet. Four years ago, it was the young women 14 to 21 years old who were the most active at uploading images on the internet, reading and writing blogs and participating in social networks.

Today, smartphones reinforce this dominance further. It's the young women who spend the most time on the internet using their laptops and smartphones. It is no longer a matter of technology but a matter of content. The only exception is for gaming where young men continue to dominate.

One consequence of young women's active use of the internet, where they create their own content, has resulted in more and more of them feeling that they belong in the new information society. When we compare today boys and girls aged 12–15 years, girls feel that they belong more in the new information society than boys. It is a radical change if we compare it with the situation 10–15 years ago when computers and internet was something only for boys. Changes can be made and it is possible if the content is interesting and attractive.

Time with internet in schools has doubled over the last four years, which means that the internet has taken an increasingly important place in the school, but there are still many kids in primary school who never use the internet at school. This sits badly with children's own experiences of checking facts and obtaining information related to school work. For school children, the internet has become increasingly important for school work, almost as important as it is for their own private lives.

Mobile internet has made the internet available outside home, work and school

and more time is devoted to the internet while in other places or on the road. At the same time, the time with internet has only fallen marginally in the home and at work. This means that the total time with internet access has increased. A closer examination of how smartphones are used show large generational differences.

While almost 100 percent of young people from 12 to 45 years use smartphones, the daily use among people over 65 years is much lower. The small format and lack of ease-of-use sets the limits. It makes it difficult to bridge the generation gap.

Tablets with their apps have helped make use of the internet easy. Many difficulties a computer user normally encounters are gone. This is evident especially for preschool children who cannot read and write but still become daily internet users by using tablets. Only time will tell if this is also a solution for older users. When a new technology begins to spread, usually the older generation gets involved last and tablets have only existed for a few years.

Fifteen years after the television was introduced, many, 10–20% of the elderly, still only listened to the radio (Wachtmeister, 1972). Today, in contrast, there are not as many who watch TV as the old. The ones who were uninterested in television are now the largest backers. This does not mean that they abandoned the radio. They also listen to the radio. Television has not beat the radio. Instead, it compliments it.

The relationship seems to be the same between the internet and traditional media. Although the newspaper, radio and television's content is available in many ways on the internet, the traditional media remains in its traditional forms. However, many compliment this by also

seeking out traditional media content on the internet. It is, therefore, rare to completely replace the traditional paper, newspaper, radio or TV for an e-version online. This is also true among the young in which the internet has become the main source for news, information and entertainment.

There is one exception. Reading the evening paper for many, especially for the young, only take place on the internet. Evening newspapers are dependent on newsstand sales and cannot rely on a solid crowd of followers. This opens up the opportunity for web versions which are freely available on the internet. It also shows the complicated interaction between content, form and media habits.

The result has been that a large amount of time on the internet is spent taking note of the contents of newspapers, TV and radio. In the ages of 25–65 years, 40 percent of the time is spent taking part in traditional media. It shows the attractiveness of traditional media content.

Added to this is the content that the users themselves produce on social networks, blogs and forums of interest. The amount of time that young people (12–15 years) spend on social networks occupies one-third of their internet time. For the older 26 to 55 year olds, the proportion drops to one-fifth.

There are the active users who also feel the most part of the new information society. They are predominantly young and well-educated with a good income and interests in trying new technical things. It helps if one visits blogs or Twitter. Most of those who feel involved are on Twitter several times a day, posting on different forums several times daily and commenting on what others have written.

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Method

Since 2000, the World Internet Institute has collected data on how the Swedish population uses information and communications technologies and how this affects individuals, families and society. This has mainly been done by the study "Swedes and the Internet", a panel study which originally covered 2000 telephone interviews and today covers 3000 interviews, based on a random sample of the population 16 years and older (2007 and earlier from 18 years). From the year 2010, .SE has been the head of the study.

Telephone interviews are extensive and include questions about the interviewed person's background data, access to technology, the use of traditional media and especially the use of the internet in different forms. For parents with dependent children between 3 and 13 years, today 2–11 years, the questions frequently regard the children's use of the internet. To young people aged between 12 and 15 years old, the questions are also asked toward their parents.

In recent years, those who received letters that they had been selected to participate in the research were able to choose whether they wanted to be interviewed by phone or if they wanted to answer the questions in a web survey. In 2013, the annual survey had 641 people (21%) that made use of the possibility to participate in the survey via the internet.

Swedes and the Internet is the Swedish part of the World Internet Project, an international research project that follows the spread and use of the internet around the world. The number of participating countries is increasing every year and in 2013, the project has some thirty member countries. Each partner in each country is financing its own activities in the project. The national samples are representative samples of the population. In question packet is just over 100 questions that are common to all countries, the so-called "Common Questions". These are exactly the same in each country in order to create comparable results.

What is unique about the survey?

The survey is designed as a panel study which provides the opportunity to follow different people for longer periods of time. Most other internet surveys are one-time surveys. In the entire population, even the oldest are interviewed. Many other internet surveys do not include persons over 65 years who are both users and non-users. In this way, the internet is seen in a very broad context. The access, use and effects are all studied. International comparisons are possible.

Method Description

Swedes and the Internet is posted after a so-called revolving panel design. This means that the basis consists of a panel of people

Selection Swedes and the Internet 2013			Swedish population's age distribution according to SCB in December 2012	
Age	Number	Percent	Age	Percent
Age 12-15	209	6,9%	Age 12-15	5,4%
Age 16-25	412	13,6%	Age 16-25	13,3%
Age 26-35	363	12,0%	Age 26-35	14,5%
Age 36-45	508	16,8%	Age 36-45	15,2%
Age 46-55	479	15,8%	Age 46-55	16,5%
Age 56-65	449	14,8%	Age 56-65	14,6%
Age 66-75	321	10,6%	Age 66-75	12,1%
Age 76+	289	9,5%	Age 76+	8,4%
Total	3 030	100,0%		100,0%

who are interviewed year after year. A part of the panel falls off for various reasons.

They either do not want to take part any longer or they have moved, changed names or for other reasons find it difficult to take part again.

Therefore, a new selection of people each year to fill up the loss of the panel. There is also a control group that makes it possible to control panel effects. The aim is that the total sample of people interviewed each year must be representative of the population.

Portrait

The portrait captions in the report were based on real people and their responses over several annual surveys. These are people included in the panel that form the basis of the longitudinal study of Swedes and the Internet.

Selection

The first year the survey was conducted, in 2000, there was a random sample of the Swedish population from a national telephone registry. This selection is supplemented annually for the loss incurred as the total should be up to 3,000 people. Usually, about 700 new recruits to the panel compensate for people who no longer want to participate. The recruitment of the panel is made by a layered selection guide on age and gender to ensure a balanced representation of these variables.

Samples can be ordered via SPAR, the state's personal address register, which is now operated by the tax authorities. This is a public register which covers all persons who are residents in Sweden, both Swedes and foreign citizens.

The total sample for the adults, 16 years and older, was 5,090 of which 4,801 had a reachable phone number, which represents the net sample. 1,887 (39%) did not want to participate and 76 had language problems. The number of completed interviews amounted to 2,824. This provides a response percentage of 59%.

In interviews with young people, 12 to 15 years, the parents' consent must be obtained first, which makes the response rate lower. In a net sample 623, of which 330 (53%) did not want to participate, the number of completed interviews was 201. Response rate was 32%.

Time period

With the exception of the very first years, the survey is given out at the beginning of the year. In 2013 the survey lasted from February to April.

Adult study in 2013

The Swedes and the Internet interview surveys a sample of the population 16 + years (no upper limit) (number of interviewed: 3 030).

Youth survey in 2013

Interviews survey a sample of young people between 12 and 15 years of age and their parents (209 youngsters and 209 parents).

Parents survey 2013

Additional questions to those parents who have children between the ages of 2-11 years, about children's use of mobile and internet (702 children).

50% men and 50% women
62 percent live in the city and 38 percent in rural areas.

Employment	
Work	59%
Student	10%
At home with children	2%
Unemployed	3%
Sick leave/ early retirement	3%
Pensioner	23%



Tables

Diagram 1.1

	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Computer	25%	27%	30%	40%	55%	62%	65%	67%	74%	75%	79%	82%	84%	86%	86%	88%	89%	89%	90%
Internet	2%	5%	10%	15%	30%	51%	53%	56%	65%	68%	72%	75%	78%	81%	83%	85%	88%	88%	89%
Broadband						3%	9%	15%	23%	27%	43%	54%	65%	75%	78%	84%	85%	86%	86%

Diagram 2.2

	2010	2011	2012	2013
Age 12–15	3%	22%	62%	78%
Age 16–25	7%	42%	69%	80%
Age 26–35	3%	42%	67%	85%
Age 36–45	8%	34%	52%	73%
Age 46–55	5%	15%	30%	49%
Age 56–65	1%	7%	17%	21%
Age 66–77	1%	3%	4%	8%
Age 76+	0%	0%	1%	0%

Diagram 2.3

	>5 years ago	3–4 years	2 years ago	Last year
Age 12–15	1%	7%	17%	75%
Age 16–19	1%	10%	25%	64%
Age 20–25	1%	14%	26%	59%
Age 26–35	2%	8%	29%	61%
Age 36–45	4%	9%	23%	64%
Age 46–55	8%	15%	22%	55%
Age 56–65	19%	17%	17%	47%
Age 66–75	34%	20%	17%	29%
Age 75+	40%	23%	17%	21%
Total	11%	14%	22%	53%

Diagram 3.6

	Facebook	Blocket	Musik	Youtube
Age 12–15	86%	58%	87%	98%
Age 16–25	92%	77%	84%	95%
Age 26–35	81%	89%	81%	93%
Age 36–45	72%	90%	72%	91%
Age 46–55	61%	84%	54%	80%
Age 56–65	44%	79%	35%	60%
Age 66–77	32%	69%	20%	35%
Age 76+	27%	56%	6%	21%

Diagram 6.2

	Age 2	Age 3	Age 4	Age 5	Age 6	Age 7	Age 8	Age 9	Age 10	Age 11	Age 12	Age 13	Age 14	Age 15	Age 16	Age 17	Age 18	Age 19	Age 20	Age 21
On occasion	45%	60%	82%	79%	90%	91%	83%	96%	97%	97%	98%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Daily	8%	23%	31%	23%	30%	37%	54%	58%	70%	89%	86%	94%	90%	97%	100%	94%	97%	95%	93%	98%

Diagram 6.3

	Age 3	Age 4	Age 5	Age 6	Age 7	Age 8	Age 9	Age 10	Age 11
Occasionally 2009	22%	41%	64%	74%	89%	90%	95%	97%	98%
Occasionally 2011	49%	69%	74%	91%	90%	93%	98%	98%	98%
Occasionally 2012	60%	72%	79%	90%	91%	90%	96%	97%	97%

Diagram 6.4

	Age 3	Age 4	Age 5	Age 6	Age 7	Age 8	Age 9	Age 10	Age 11
Daily 2009	2%	2%	3%	5%	15%	22%	27%	42%	66%
Daily 2011	2%	19%	19%	25%	27%	26%	43%	47%	67%
Daily 2013	23%	31%	23%	30%	37%	54%	58%	70%	89%

Diagram 6.7

	Age 2	Age 3	Age 4	Age 5	Age 6	Age 7	Age 8	Age 9	Age 10	Age 11
Game	51%	53%	76%	91%	92%	90%	97%	97%	97%	97%
Video	82%	83%	88%	81%	83%	78%	74%	80%	72%	89%
Chat	0%	0%	1%	2%	4%	7%	22%	36%	41%	62%
Social network	0%	2%	2%	3%	7%	8%	18%	30%	42%	63%
Search facts	0%	2%	7%	10%	10%	22%	44%	48%	73%	85%

Diagram 7.2

	Web news	Web daily newspaper	Web evening newspaper	Web TV	Web radio
Age 12-15	89%	64%	30%	64%	30%
Age 16-25	92%	71%	63%	67%	43%
Age 26-35	97%	81%	69%	75%	58%
Age 36-45	95%	79%	72%	72%	48%
Age 46-55	89%	66%	66%	63%	41%
Age 56-65	78%	57%	57%	51%	13%
Age 66-77	59%	42%	37%	33%	9%
Age 76+	22%		12%	14%	6%

Diagram 7.3

	Web news	Web daily newspaper	Web evening newspaper	Web TV	Web radio
Age 12-15	59%	54%	7%	7%	3%
Age 16-25	61%	48%	28%	6%	7%
Age 26-35	70%	59%	38%	8%	12%
Age 36-45	69%	61%	40%	5%	13%
Age 46-55	54%	44%	32%	3%	7%
Age 56-65	42%	31%	24%	2%	4%
Age 66-77	25%	21%	13%	1%	2%
Age 76+	8%	5%	5%	0%	0%

Diagram 7.15

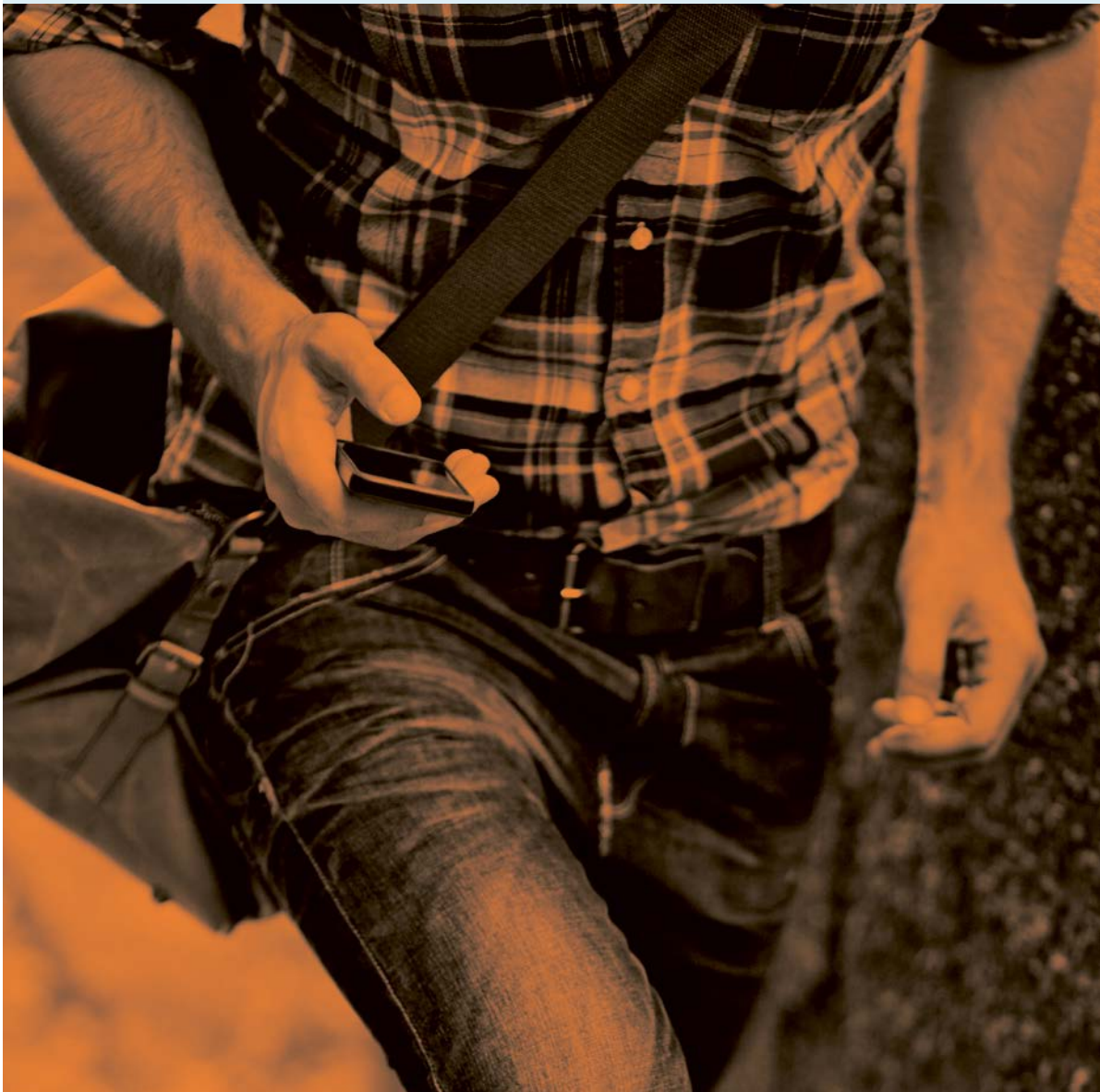
	TV	Radio	Daily paper	Internet
Age 12-15	3,13	1,97	2,04	3,88
Age 16-25	2,83	2,17	2,57	4,05
Age 26-35	3,14	2,77	2,79	4,03
Age 36-45	3,55	3,06	3,16	3,83
Age 46-55	3,77	3,33	3,23	3,38
Age 56-65	3,97	3,59	3,62	3,10
Age 66-77	4,07	3,72	3,95	2,58
Age 76+	4,15	3,64	3,92	1,59

Diagram 9.2

	No, not at all	Yes, but only a little	Yes, a big part	Yes, completely and fully
Age 12-15	8%	34%	42%	16%
Age 16-25	4%	23%	44%	28%
Age 26-35	3%	14%	46%	37%
Age 36-45	3%	18%	47%	33%
Age 46-55	6%	26%	44%	24%
Age 56-65	14%	36%	39%	12%
Age 66-77	23%	44%	25%	8%
Age 76+	55%	29%	15%	1%

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Swedes and the Internet is the annual report of .SE (the Internet Infrastructure Foundation) that maps internet users development and change in the Swedish population.

In 2013 the annual report highlighted, among other things:

- Internet use has stabilized while the mobile boom continues.
- Two of three people use a smartphone.
- The spread of tablets has taken off.
- Young women are taking over the internet.
- Will the mobile internet replace the computer?
- In four years time internet in schools has doubled.
- Facebook keeps it's hold.
- Digital divides disappear and new ones arise.
- What distinguishes those who feel involved in the information society?
- Will the internet replace traditional media?

Through participation in the World Internet Project, Swedes and the Internet takes part of one of the world's largest studies of internet usage.

Swedes and the Internet is now available as a Web version! At internetstatistik.se, you can easily sort the statistics on various topics and share charts from this year's report with your friends.



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