



THE INSTITUTE OF CULTURE, DISCOURSE & COMMUNICATION



The Internet Biographies of New Zealanders

World Internet Project New Zealand
Institute of Culture, Discourse and Communication
Auckland University of Technology

WIPNZ Funders





WIPNZ

The World Internet Project New Zealand

- International collaborative project involving 30 countries
- Social, political and economic impact of the Internet
- Three NZ surveys: 2007, 2009, 2011
- Sample of 1250 New Zealanders
- Shared questions allow international comparisons
- Questions designed specifically for New Zealand
- Telephone interviews conducted by Phoenix Research



WIPNZ 2011 Highlights

- Use of the Internet and broadband access in New Zealand have continued to rise
- Usage of smartphones and other handheld wireless devices has risen sharply
- Social networking has grown quickly, and is strongly stratified by age
- Signs of growing Internet mobility, and increasing embeddedness of the Internet in everyday life
- An increasing majority rate the Internet as important for information, while newspapers are losing influence
- At the same time, the Internet has become slightly less important for entertainment, particularly for people in their 20s.
- *Has the Internet shifted from being for fun to being pragmatic?*



A focus on Internet biographies

- Reading patterns after three survey periods (2007, 2009 and 2011)
- From trends to narratives: stories of how New Zealanders relate to the Internet
- Snapshots of how individuals' perceptions, attitudes, use and valuing of Internet changed over time
- Linking the micro-dimension of individual daily lives to the macro-dimension of Internet engagement in society

Billy
20s
Asian
Male

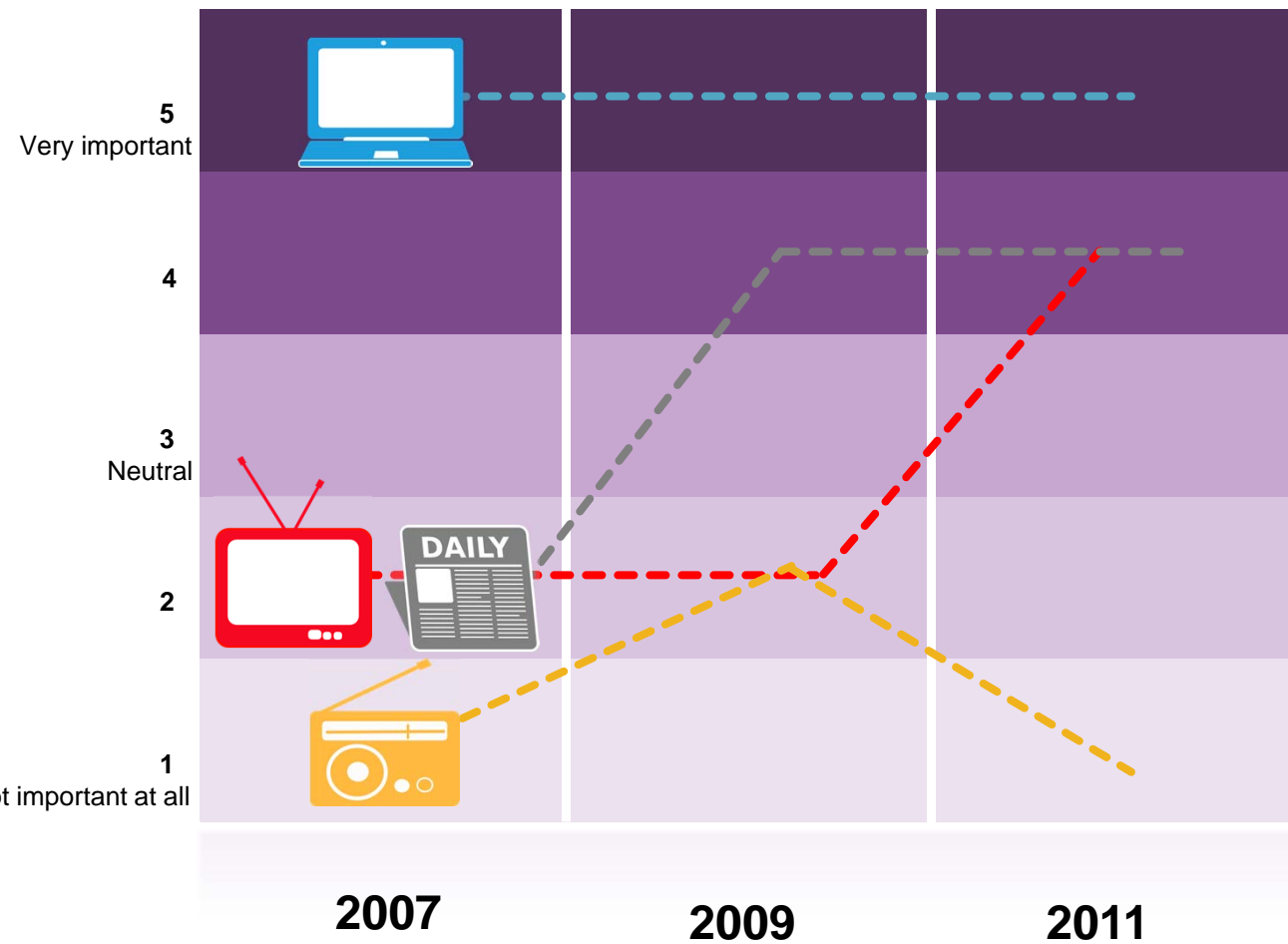


Internet user
2007 2009 2011

Billy
20s
Asian
Male



Entertainment *

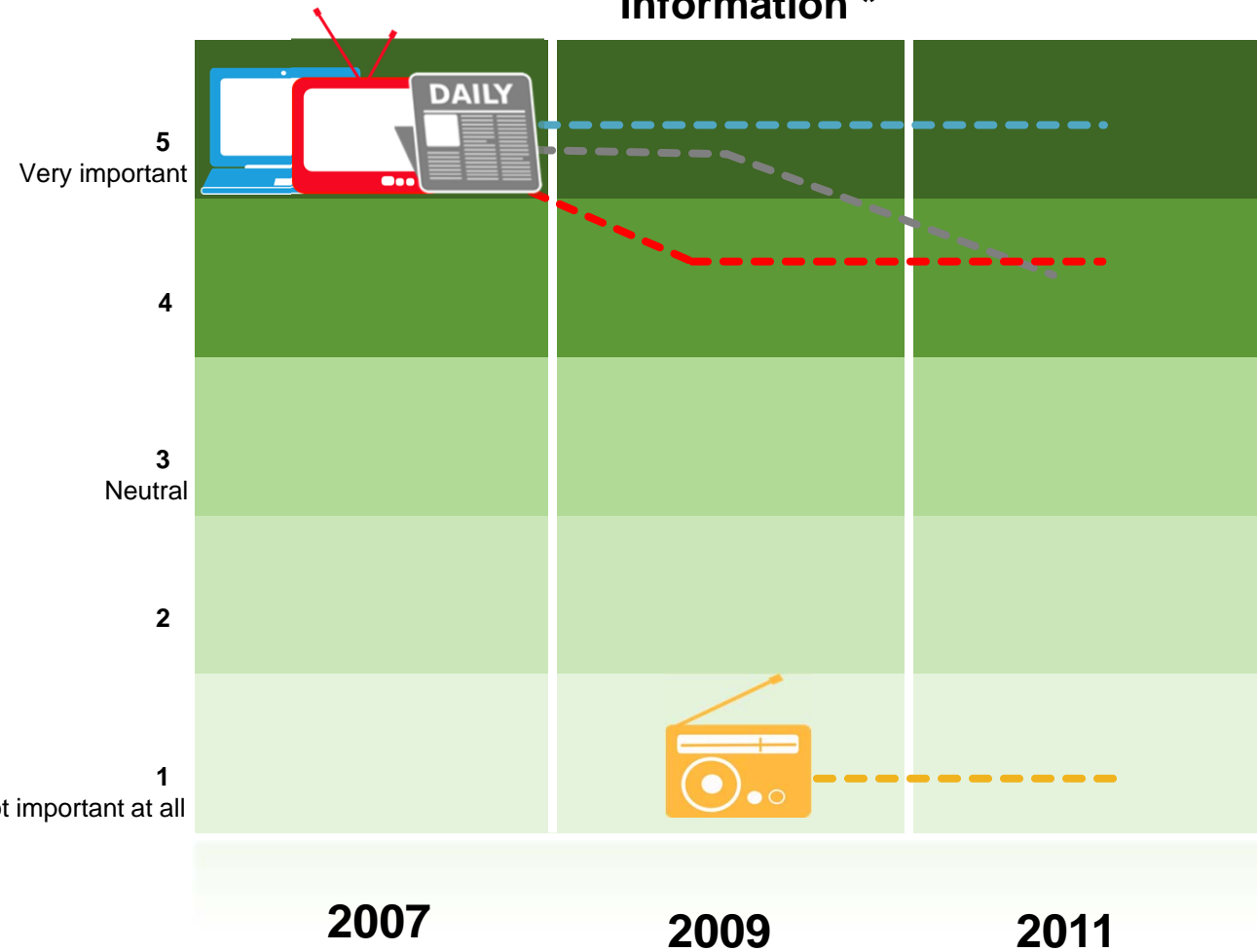


- Q18: How important is each of the following media to you as a source of entertainment?
- A portion of the respondents interpret the question as pertaining to both online and offline versions of television, newspaper and radio

Billy
20s
Asian
Male



Information *



- Q18: How important is each of the following media to you as a source of information?
- A portion of the respondents interpret the question as pertaining to both online and offline versions of television, newspaper and radio

Billy
20s
Asian
Male



Playing games online vs. Looking for jobs online

Billy
20s
Asian
Male



Tane
60s
Maori
Male



2007
Non-user



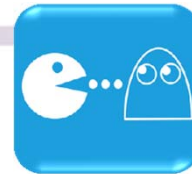


Tane
60s
Maori
Male



2009/2011
Internet user
Broadband

Tane
60s
Mao
Male



2009/2011
Internet user
Broadband

Tane
60s
Maori
Male



Entertainment

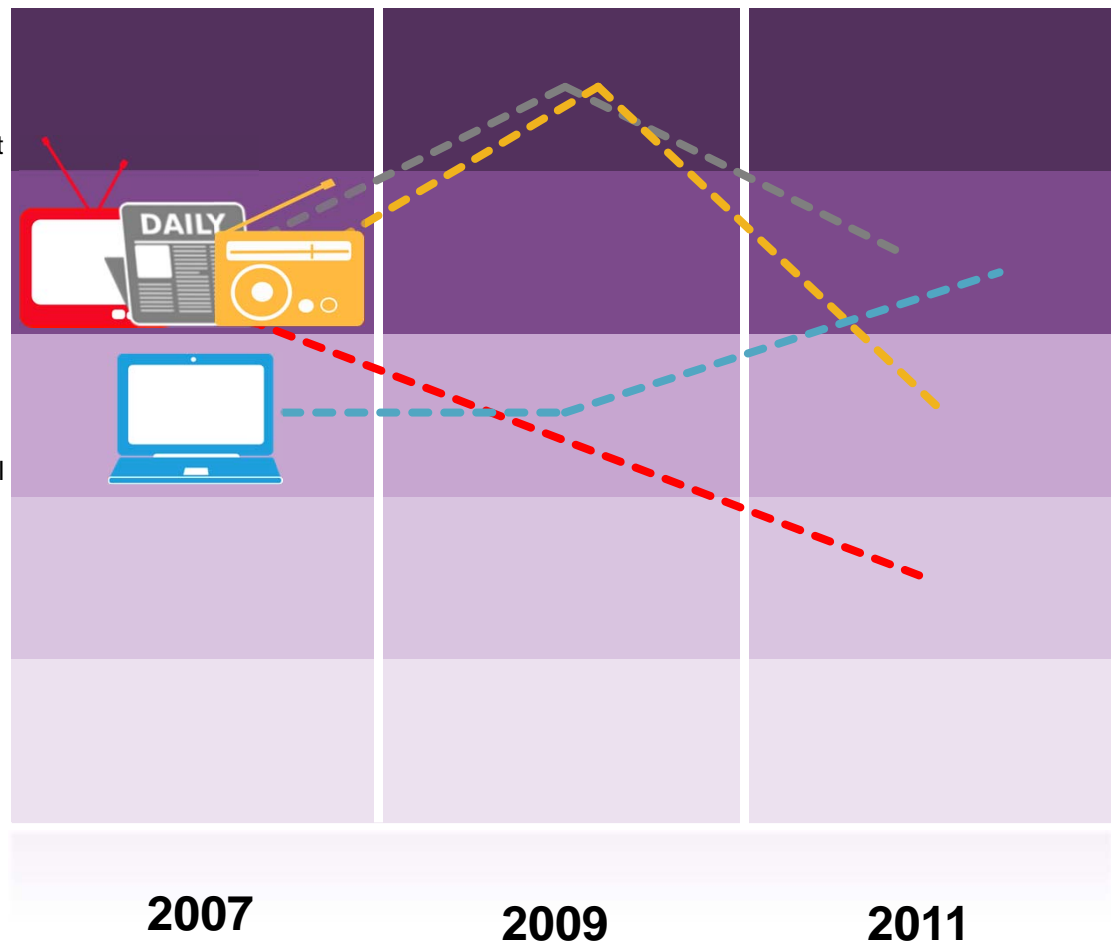
5
Very important

4

3
Neutral

2

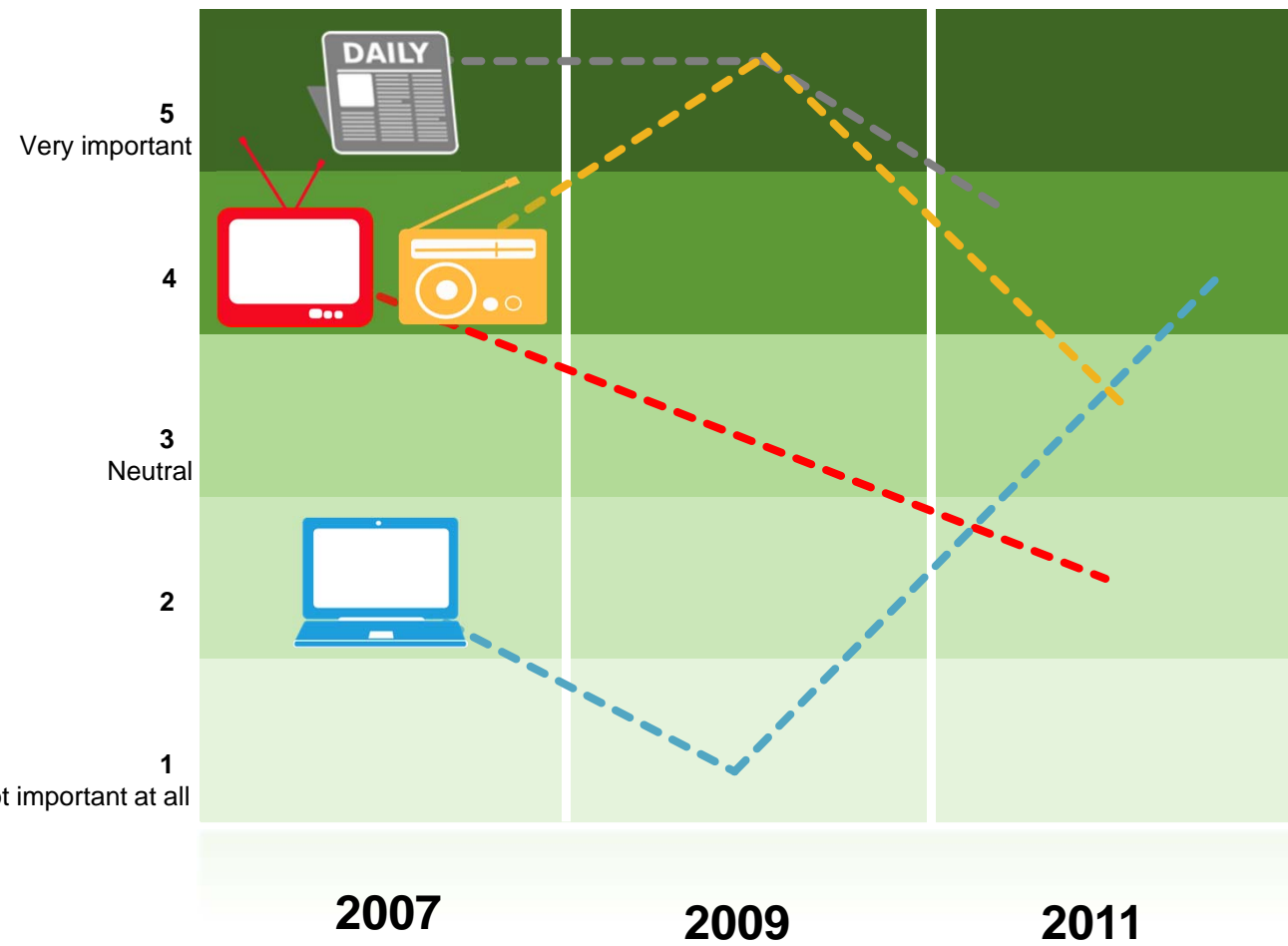
1
Not important at all



Tane
60s
Maori
Male



Information





Liz
20s
Pakeha
Female



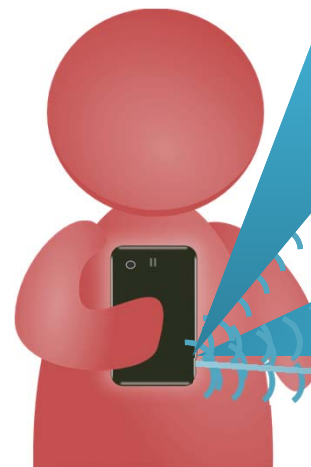
Internet user
2007 2009 2011

Liz
20s
Pakeha
Female



Internet user
2007 2009 2011

Liz
20s
Pakeha
Female



2011

2009

2009

2007

Hours per week

Increased use of mobile phone to access Internet

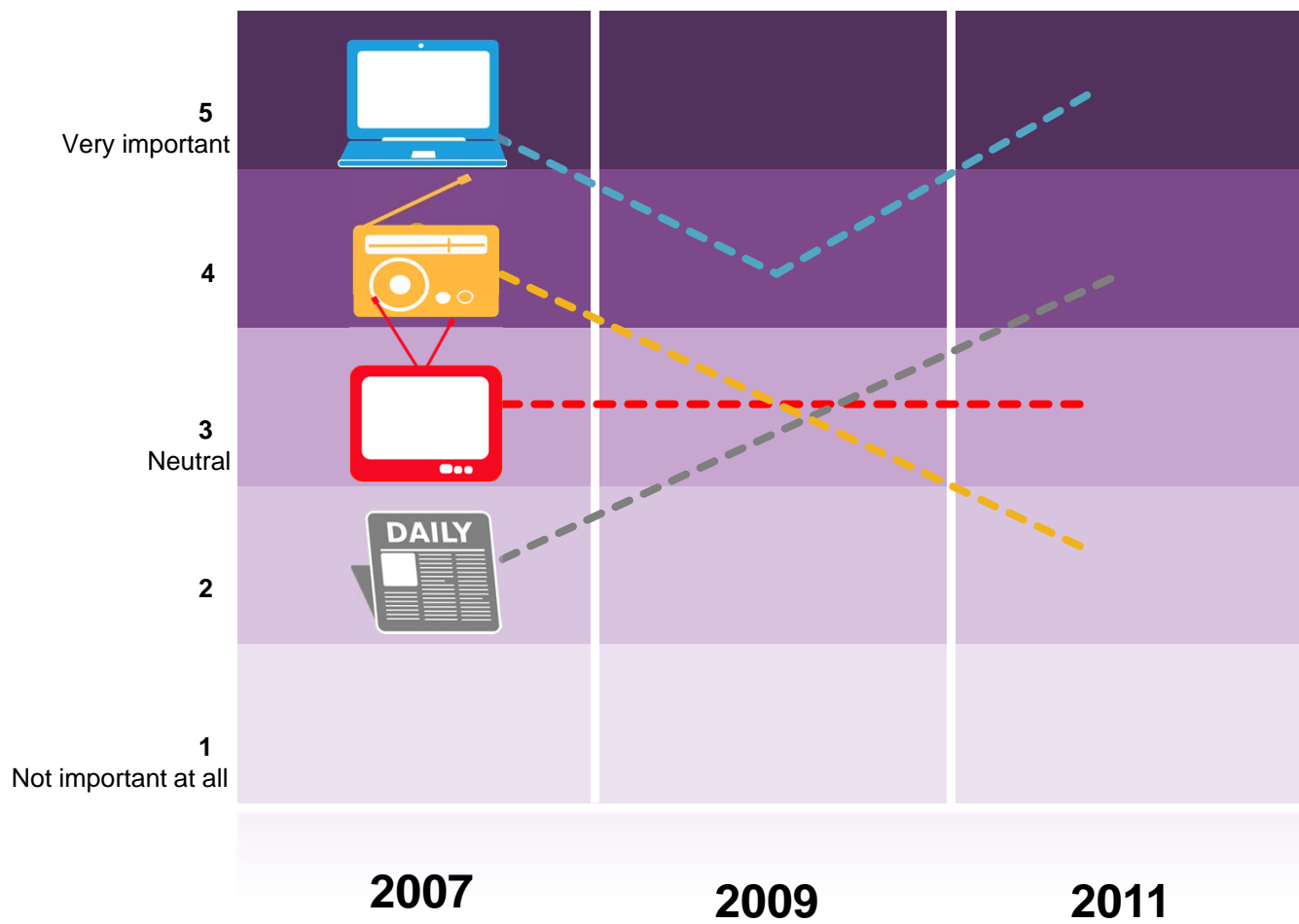
Liz
20s
Pakeha
Female



Liz
20s
Pakeha
Female



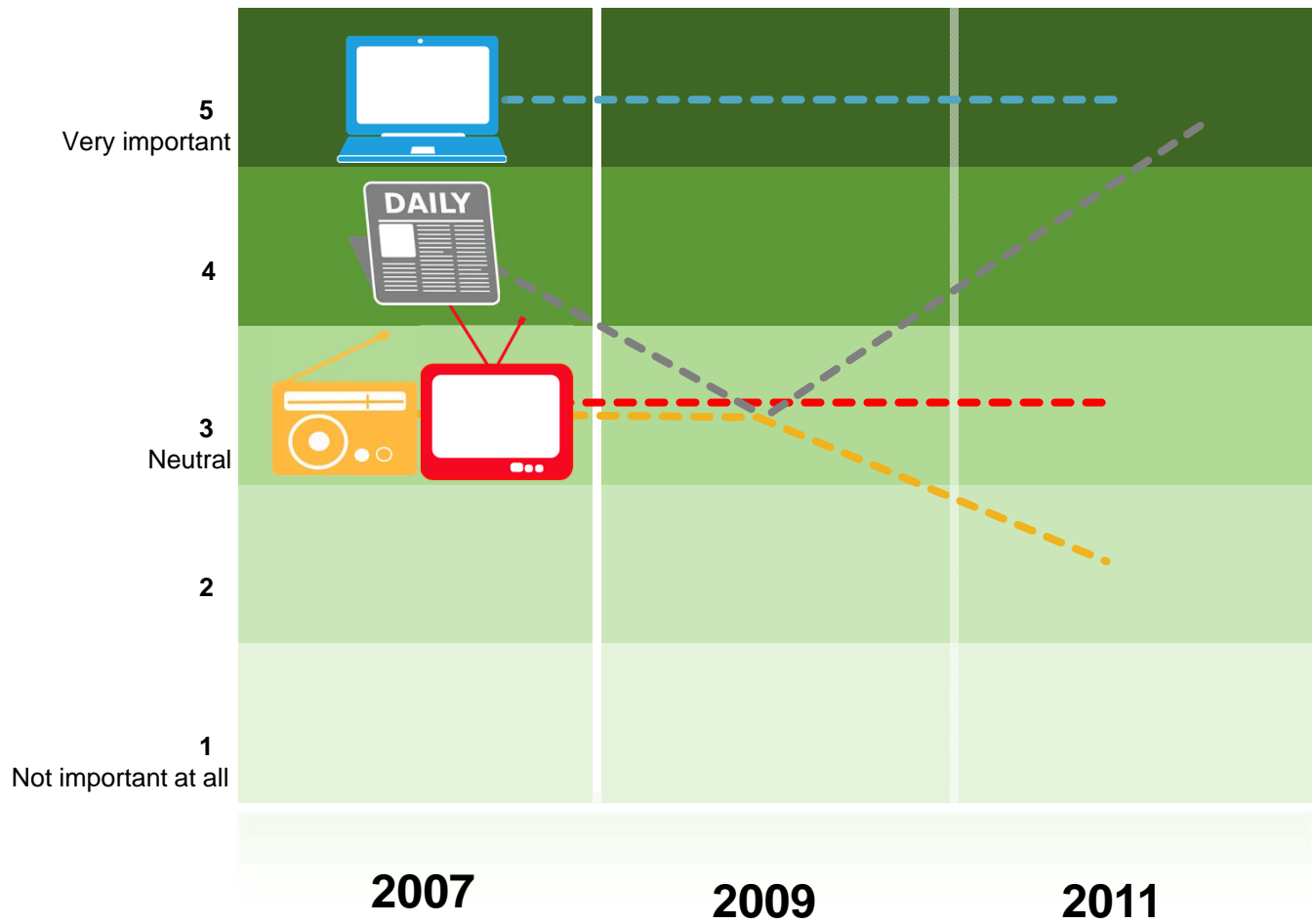
Entertainment



Liz
20s
Pakeha
Female



Information



Liz
20s
Pakeha
Female





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Looking at both trends and narratives

1. Individual profiles reveal the role of the Internet in particular lives and its trajectory in individuals' biographies:
 - Billy: from gaming to job seeking
 - Tane: from non-user to user
 - Liz: from wired to mobile
2. Their biographies reflect social trends, but represent individual choices and practices.
3. The Internet has changed the way these individuals:
 - relate to others
 - find jobs
 - use their time
 - use their space.



World Internet Project NZ

The value of Internet research

Internet research is a rich source of baseline information for the private and public sectors on the Internet's developing role in our lives.

- Grounds 'common knowledge' in scientific data
- Overturns common misperceptions
- Generates new questions
- Encourages rethink and re-view of *everyday* Internet practices

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