



## EDUCATION

August 2002: 78% of middle and high school students use the Internet. Students surveyed repeatedly said that the quality of their Internet-based assignments was often poor and uninspiring, failing to take advantage of the Web resources they have found on their own.

Students use the Internet dozens of ways to help them in school. They see the Internet as a virtual textbook and reference library, a virtual tutor and study shortcut, a place to conduct virtual study groups, a virtual locker, backpack and notebook, and as a virtual guidance counselor when they are deciding about careers and colleges.

The students argue that the nation's multi-billion dollar effort to wire schools is at risk of being squandered if educators don't know how, don't want, or aren't able to use online tools to help them learn or enrich their studies.

Most teens use the Internet for school assignments and in other learning situations, but they say their Internet use occurs mostly outside of the school day, outside of the school building, and outside of the direction of their teachers. The study suggests that educators will either adapt or they will be dragged into a new learning environment.

-source: *American Institutes for Research*

## EMAIL

July 2002: A unique experiment demonstrated that a non-commercial mass emailing received less response to a specific call to action than individually addressed emails to the same specific demographic. The authors cite a "diffusion of responsibility" that occurs with email recipients who see other addressees listed, similar to bystanders at a crime scene, who feel less obliged to intervene if many others are present. More studies are planned.

-source: *Technion Technology Institute*

[COMMENT: marketers might call it a "diffusion of ownership" of the user experience. And all of us might consider reworking those forwarded chain emails that go around to dozens of friends if we want them to be acted upon.]

## Newsletter

September/2002

### Who's on The Web?

August 2002: Kids and teenagers accounted for nearly 20 percent of the active online population in the US during July. Children accounted for a quarter of the population using Instant Messaging (IM) for the month, and 9 out of the top 10 online destinations for kids feature IM tools and services.

-source: *Nielsen-Netratings*

July 2002: 54 percent of Americans think that telecommuting would improve the quality of their lives. A third of Americans surveyed said they would forego a pay raise in order to work from home.

-source: *The Winston Group*

August 2002: One third of all Internet users in the US have used the medium to research housing options, this is 40 million Americans, a 66 percent increase from two years ago. Approximately three million Americans daily look online searching for a new place to live.

-source: *Pew Internet & American Life Project*.

### Web Properties

August 2002: American Internet users are happy with news and information sites, but less so with portals and search engines, according to the American Customer Satisfaction Index (ACSI). ABCNews.com ranks highest (74 score out of 100). Portals average 68, but Yahoo leads with 76, followed by MSN with 72, while AOL trails at 59. Search engines also average a 68 score, but Google tops the list with a remarkable 80.

-source: *University of Michigan*

## Streaming Media

August 2002: The European corporate sector is an early adopter of streaming media, using it primarily for internal communications and training. The market is still very young (13% of corporations) but growing significantly.

-source: IDC

## Browsers

August 2002: Netscape's global usage share is now 3.4 percent, down from 13 percent at this time last year. Internet Explorer now has a global usage share of 96 percent.

-source: StatMarket

## Healthcare

Jul 22 2002: Almost half of Physicians in the US feel that the Internet has had a major impact on the way they practice medicine. Around 78 percent of US physicians now use the Net and their use of the web is becoming more frequent. Approximately three out of ten physicians using the Internet currently have a website.

-source: American Medical Association

## Wireless

August 2002: 9.9 million Internet surfing adults in the U.S. use a personal digital assistant (PDA) or cell phone to access the Internet. Usage is currently male-driven (72%), with skews to higher income and youth compared with general Internet demographics.

-source: comScore Networks, Inc.

## NETWORKING

August 2002: Over 50 percent of American Internet households are interested in networking digital entertainment content among PCs, TVs, stereos, and DVD players.

-source: Parks Associates

August 2002: Sales of music CDs fell by seven percent during the first six months of this year. The number of pirated compact discs acquired by Internet users has doubled from a year ago.

-source: Recording Industry Association of America

August 2002: There is no evidence of decreased CD buying among frequent digital music consumers. The 15 percent drop in music sales in the past two years can be attributed to a number of causes including the economic downturn and competition from surging video game and DVD sales. Consumers want the right to control their music by burning it onto CDs or copying it onto an MP3 player, and will demand the right to pay by the song or album, not just via the subscription services currently offered by labels. By 2005, labels will endorse a standard download contract that supports burning and a greater range of devices.

-source: Forrester Research

August 2002: Consumers will continue to flock to unlicensed file sharing services because of their unlimited content and zero cost. In 2001, US Consumers downloaded 5.16 billion audio files in the US via unlicensed file-sharing services.

-source: Yankee Group