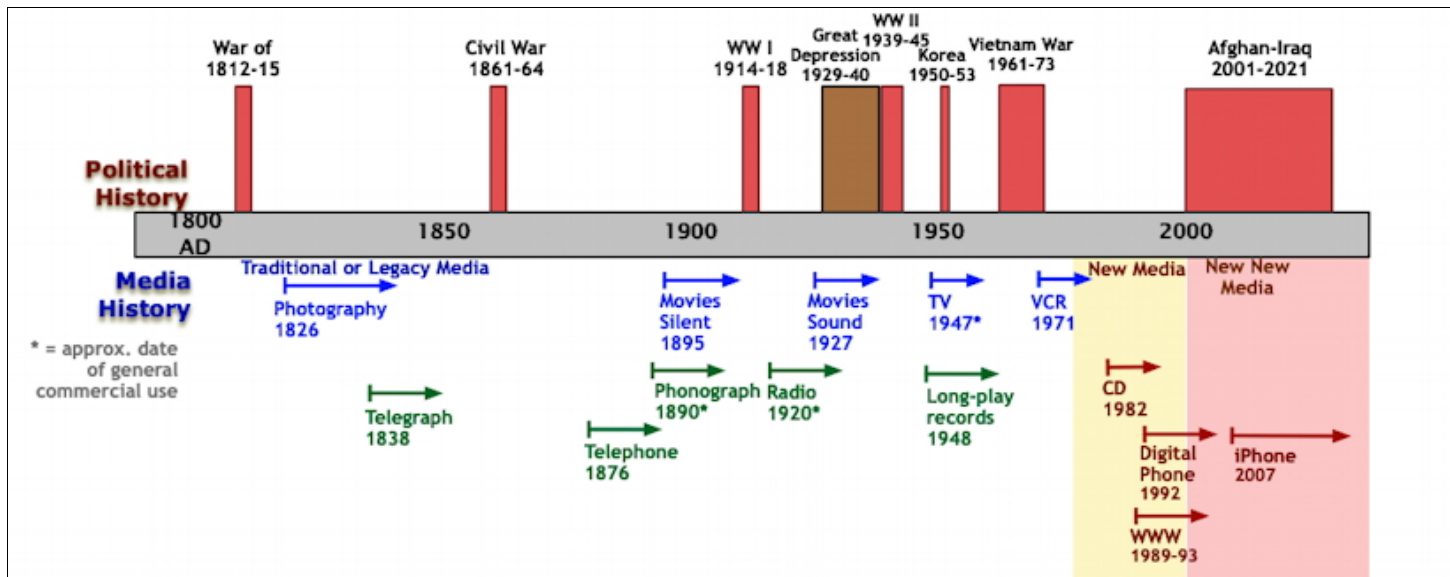




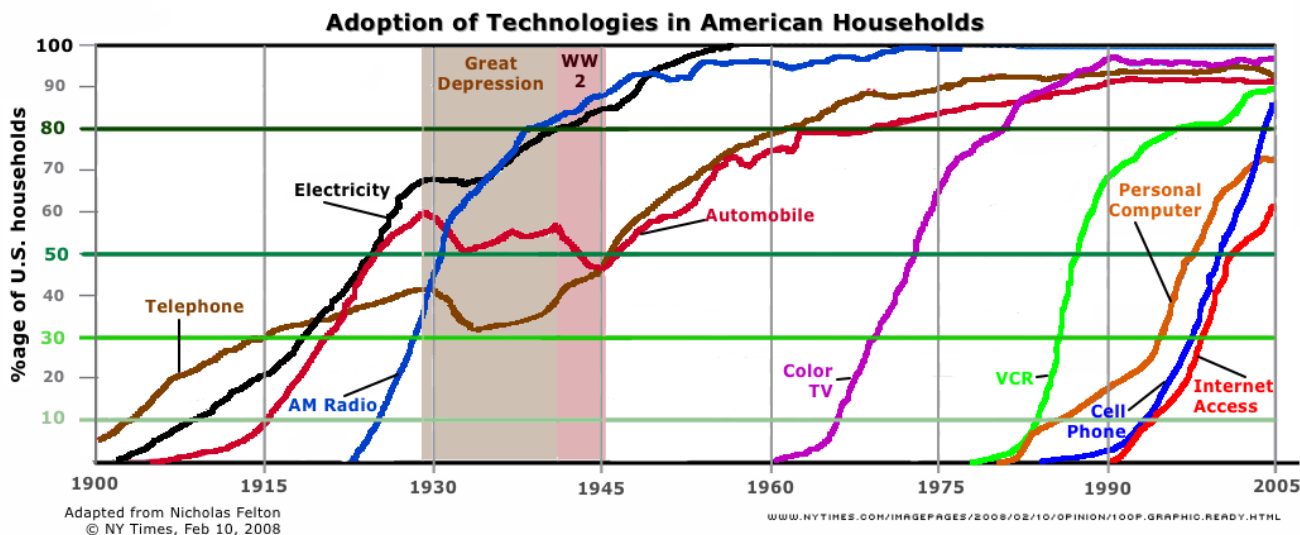
PSY 355 Psychology & Media in the Digital Age

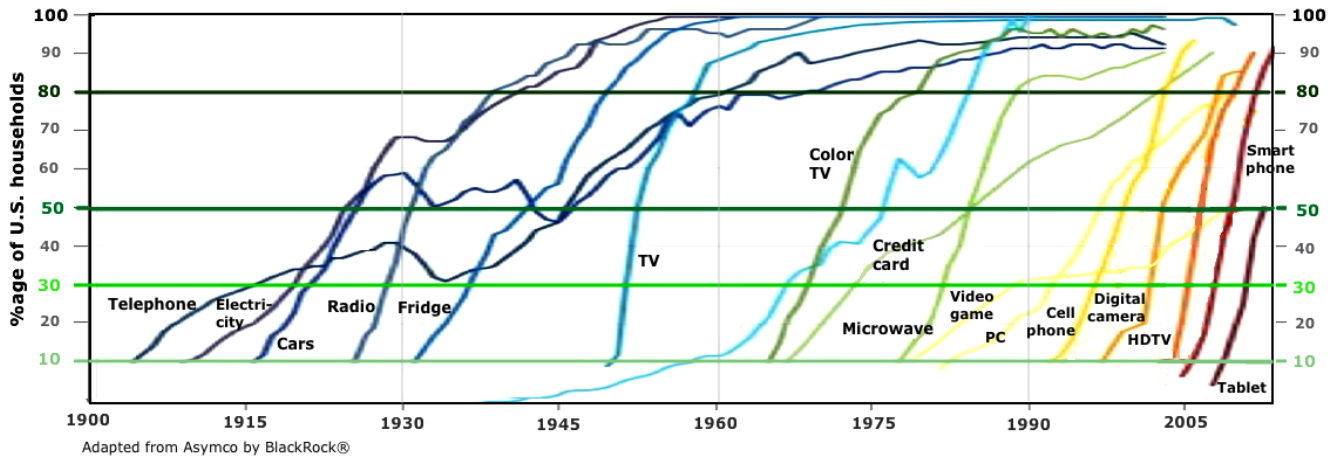
This page was last modified on September 7, 2024

Trends in Media Use: Historical, National, International



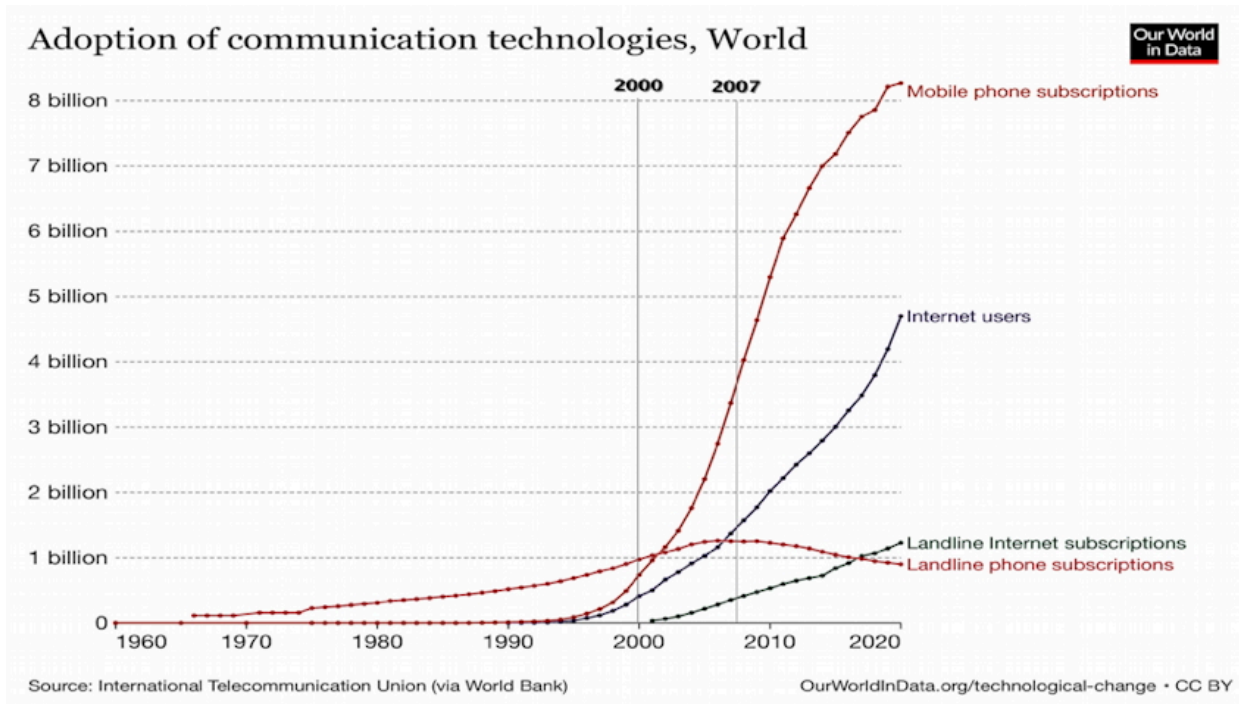
Adoption of Technology in the United States, 1900-2013



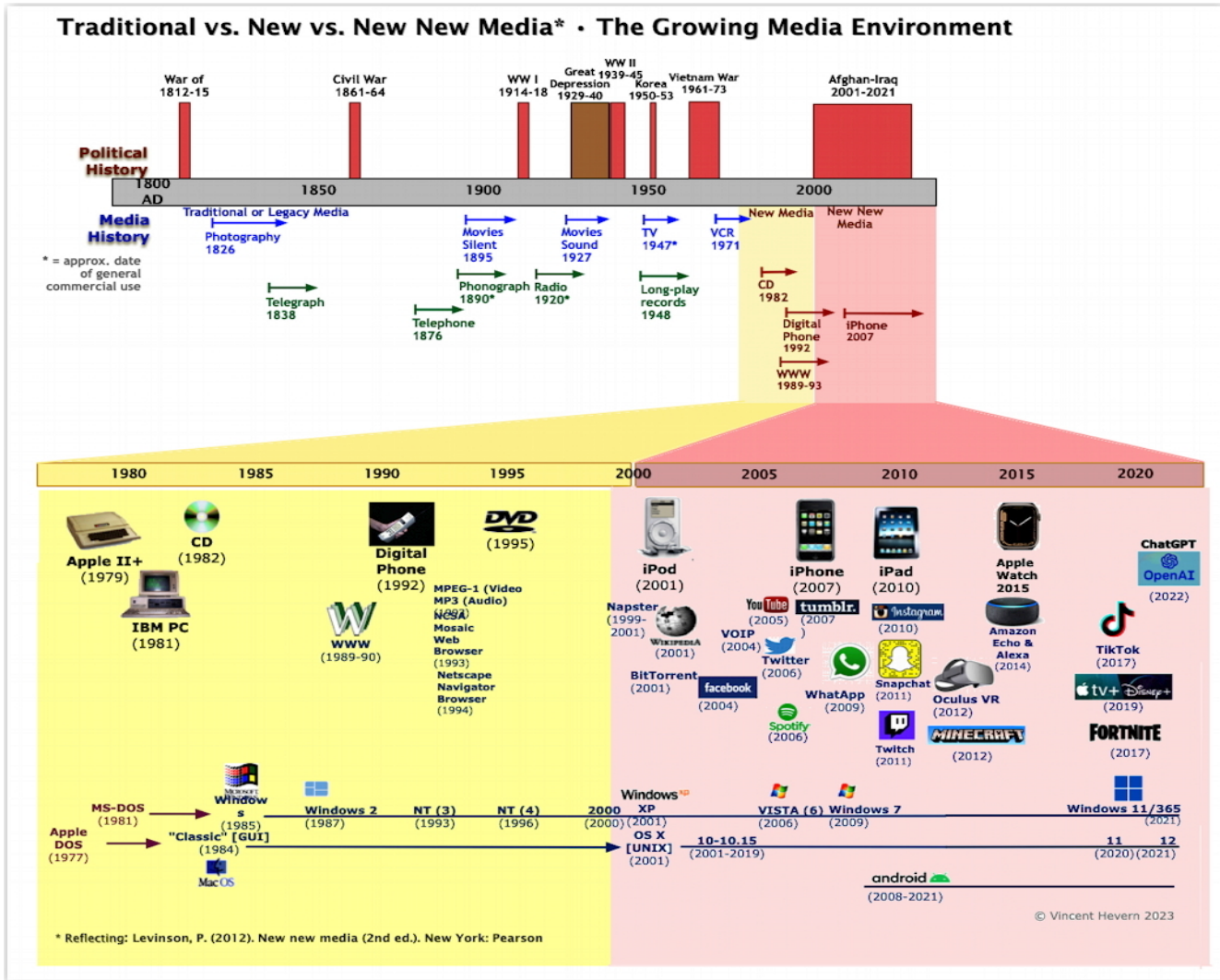


What is most notable about how US households adopted different technologies between 1900 and 2013?

Adoption of the Digital Technology Worldwide



The Growing Media Environment

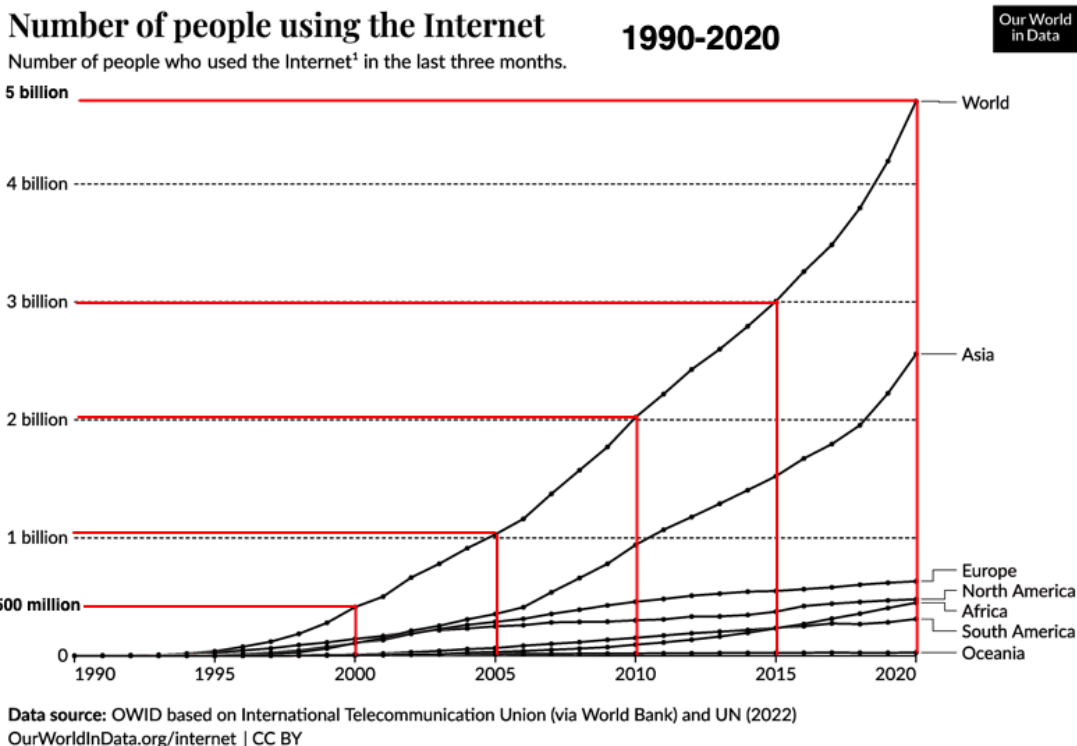


What do you see as the major differences or changes between the new media (1980-2000) and the "new new" media (2000-present)

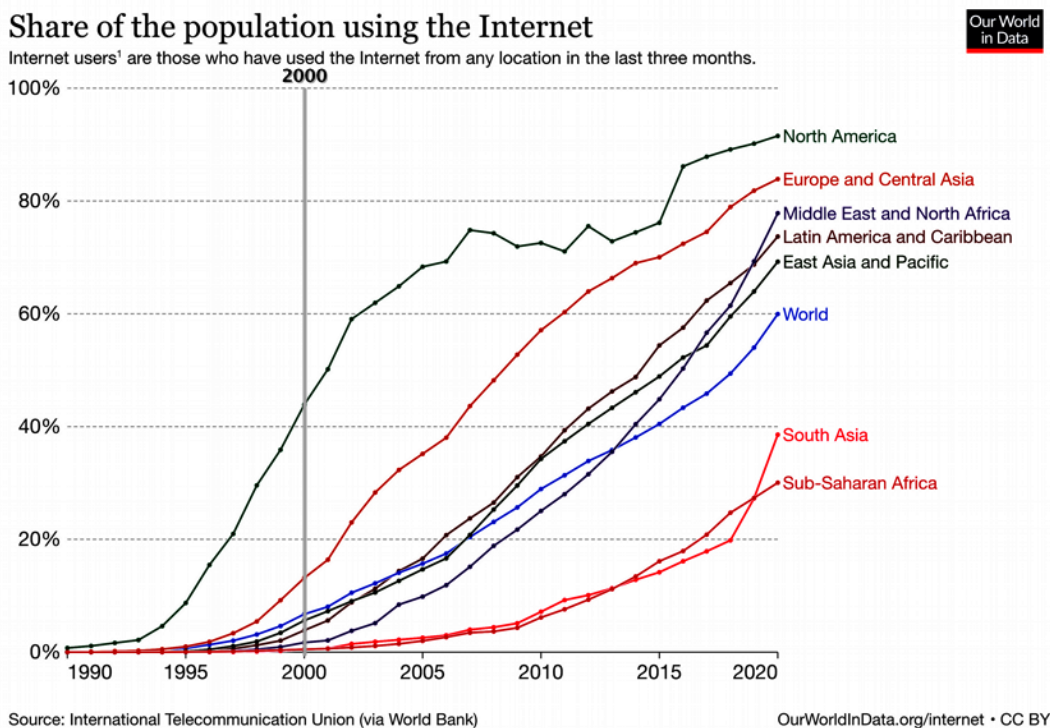
Where do you stand in this history? Fill out "putting yourself in the history of contemporary media" page

Our World In Data: Internet
 (Max Rosier, Hannah Ritchie, & Esteban Ortiz-Ospina)
 & other sources of information

The Growing Use of the Internet Worldwide



1. Internet user: An internet user is defined by the International Telecommunication Union as anyone who has accessed the internet from any location in the last three months. This can be from any type of device, including a computer, mobile phone, personal digital assistant, games machine, digital TV, and other technological devices.



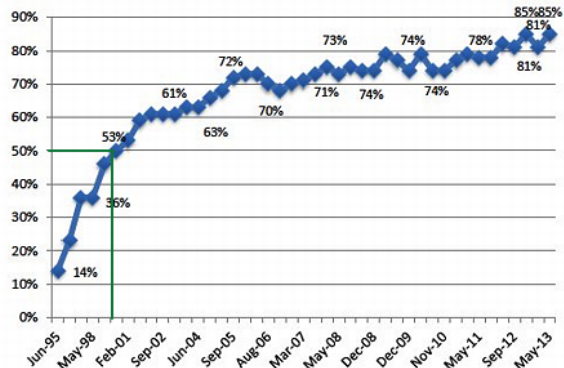
1. Internet user: An internet user is defined by the International Telecommunication Union as anyone who has accessed the internet from any location in the last three months. This can be from any type of device, including a computer, mobile phone, personal digital assistant, games machine, digital TV, and other technological devices.

What did the Internet look like at the beginning of the 21st century?

What does it look like two decades later?

Internet adoption, 1995-2013

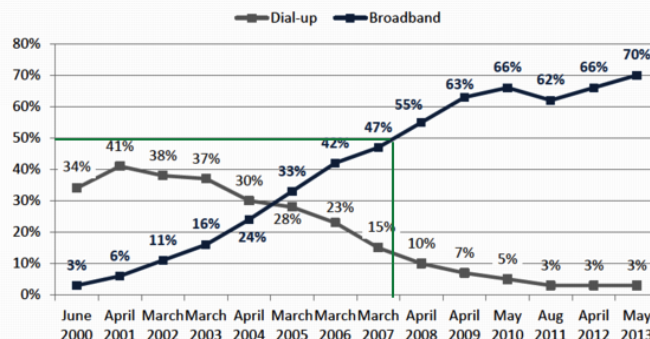
% of American adults who use the internet, over time



Source: Pew Internet & American Life Project Surveys, March 2000-May 2013. All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press.

Home broadband vs. dial-up, 2000-2013

Among all American adults ages 18 and older, the % who access the internet at home via dial-up or high-speed broadband connection, over time. As of May 2013, 70% of adults have home broadband.



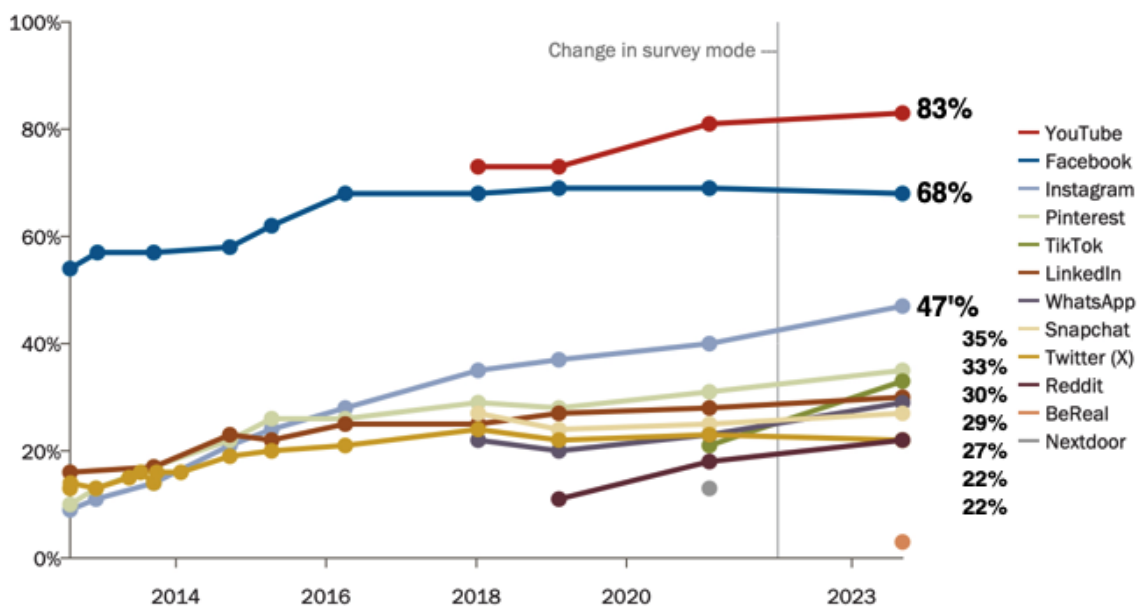
Source: Pew Internet & American Life Project Surveys, March 2000-May 2013. Question wording has changed slightly over time. Our method for measuring home internet use changed in 2011, which would contribute to the seeming decline in adoption. See Methods section for more information.

Social Media Platforms

Which social media platforms are most popular

2012-2023

% of U.S. adults who say they ever use ...

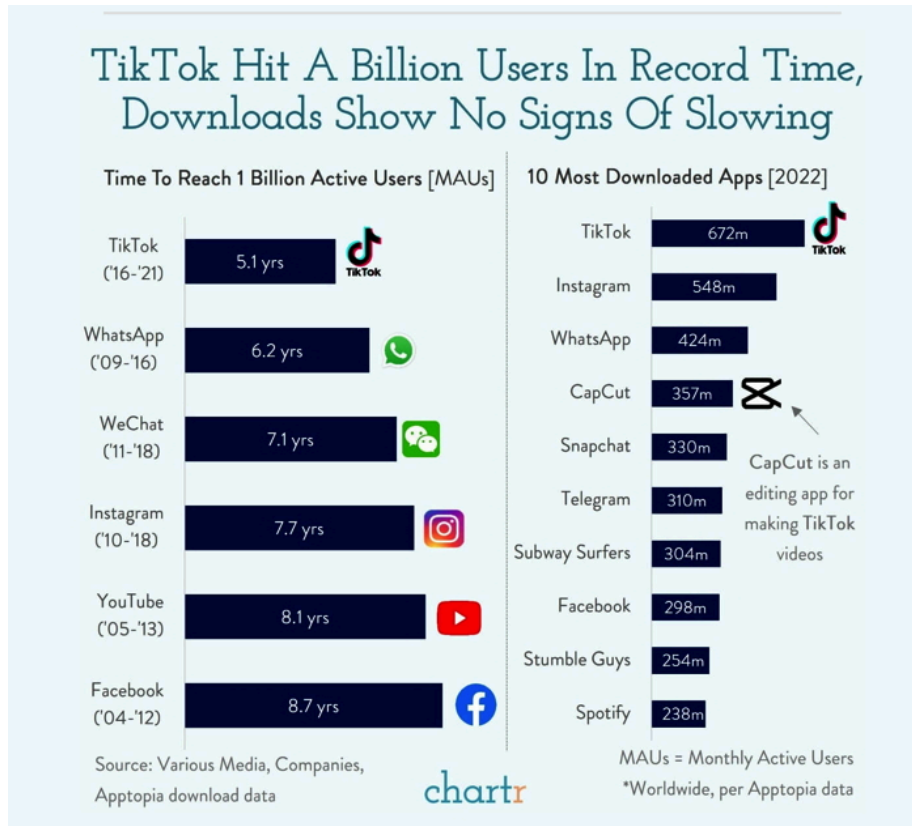


Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. For more details on this shift, please [read our Q&A](#). Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2012-2023.

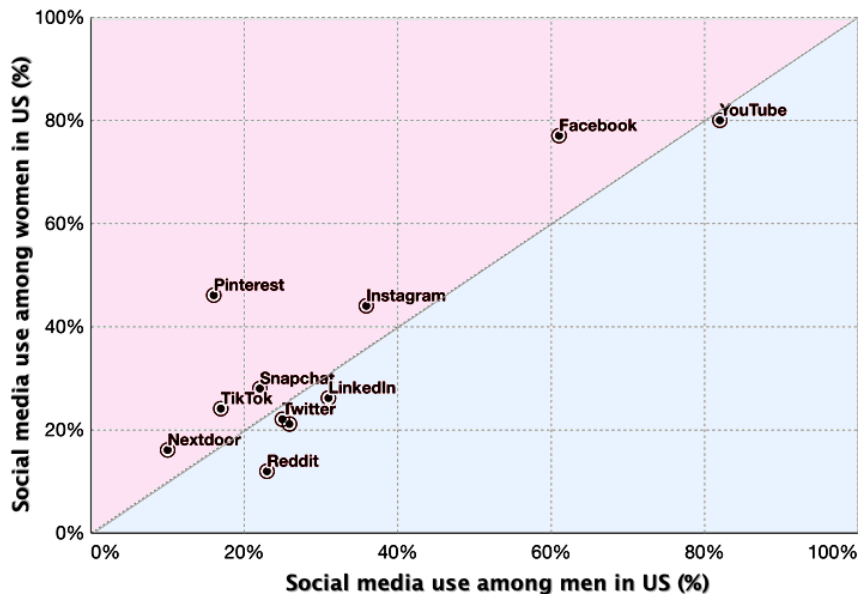
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Social Media Platforms: Speed of Growth



Social Media Platform Use by Adults in US: Gender Differences

Share of US adults who use social media platforms, by gender, 2021



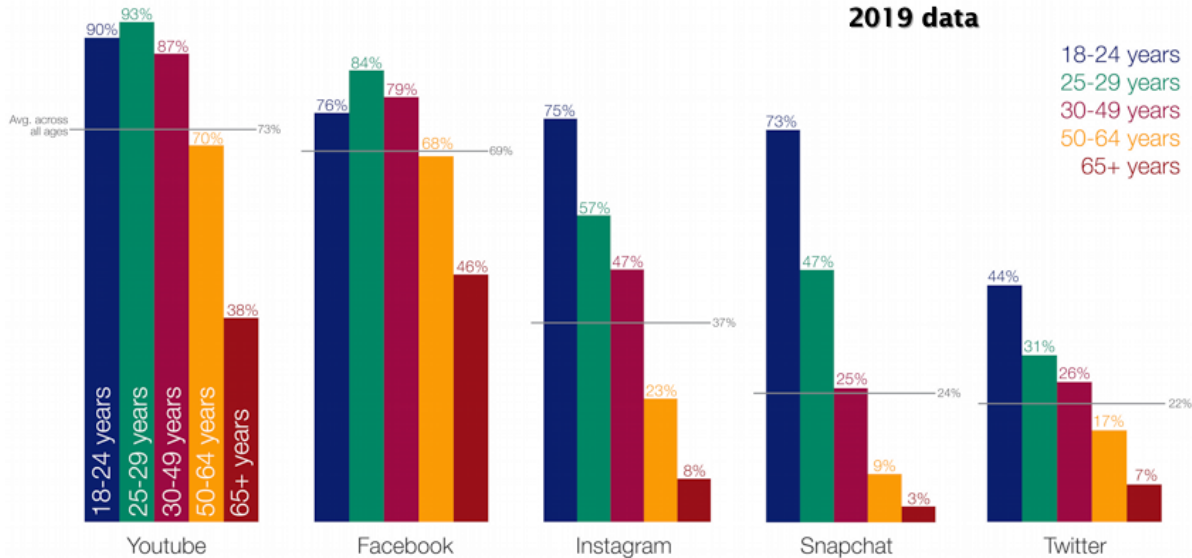
Source: Pew Research Center (2021)

OurWorldInData.org/internet • CC BY

Social Media Platform Use by Adults in US: Age Differences (2019)

Use of social media platforms by age group in the US

The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.



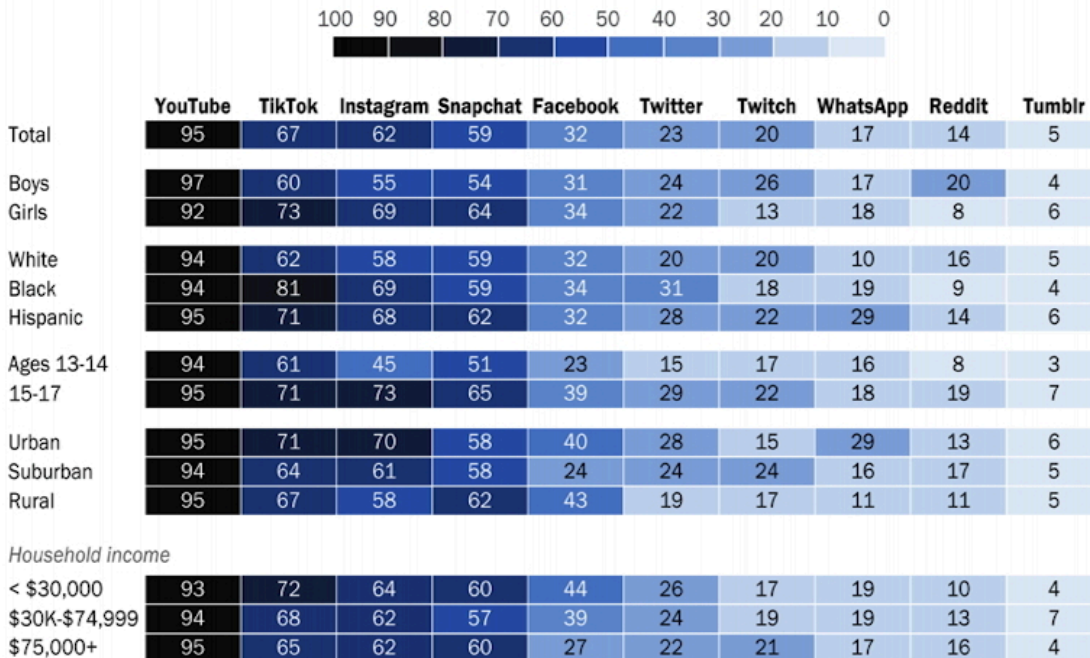
Data source: Pew Research Center (2019).

This is a visualization from OurWorldinData.org, where you find data and research to make progress against the world's largest problems.

Licensed under CC-BY by the author Esteban Ortiz-Ospina.

Social Media Use by US Teens, Aged 13-17 (2022)

% of U.S. teens who say they ever use each of the following apps or sites



Note: Teens refer to those ages 13 to 17. Not all numerical differences between groups shown are statistically significant. Those who did not give an answer or gave other responses are not shown. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race.

Source: Survey conducted April 14-May 4, 2022.

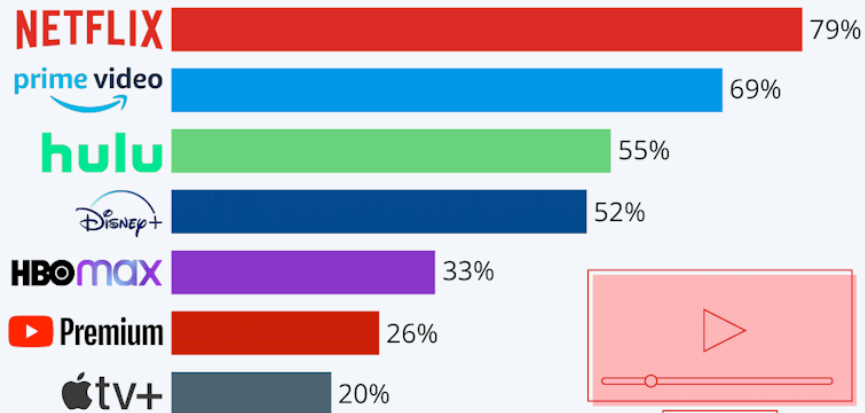
"Teens, Social Media and Technology 2022"

PEW RESEARCH CENTER

Streaming Video Use: 2020-2021

Where Americans Get Their Stream On 2020-2021

Share of paying online video users in the U.S. who paid for the following services in the past 12 months



Based on a survey of 3,843 paying online video users aged 18 to 64 in the U.S. conducted in three waves between July 2020 and June 2021
Source: Statista Global Consumer Survey



statista

What do YOU do vis-à-vis Social and Other Digital Media?

Fill out form and we will discuss the results in groups

Reference

Vogels, E. A., Gelles-Watnick, R., & Massarat, N. (2022, August 10). *Teens, social media and technology 2022*. Pew Research Center. <https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022>

This page was first posted on January 26, 2014