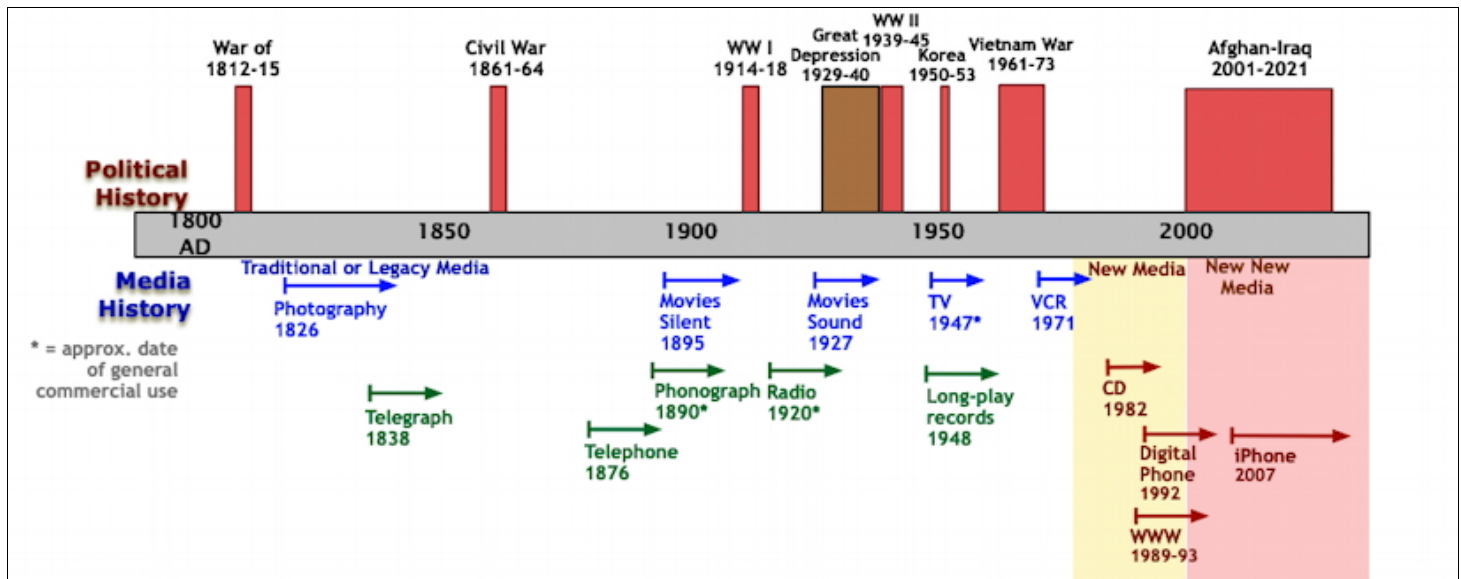




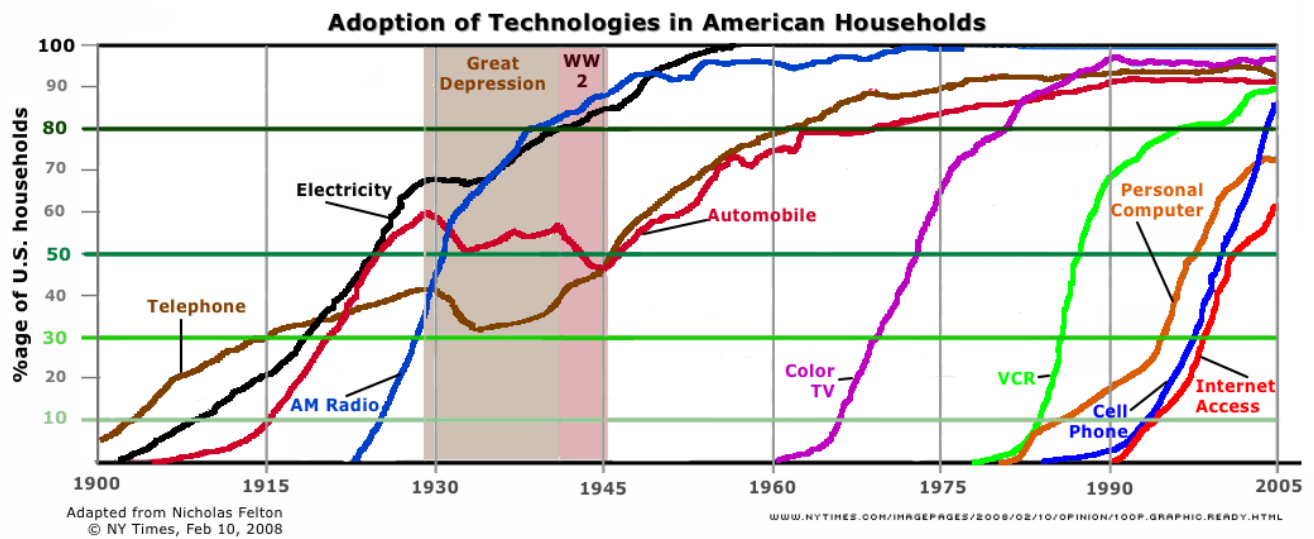
PSY 355 Psychology & Media in the Digital Age

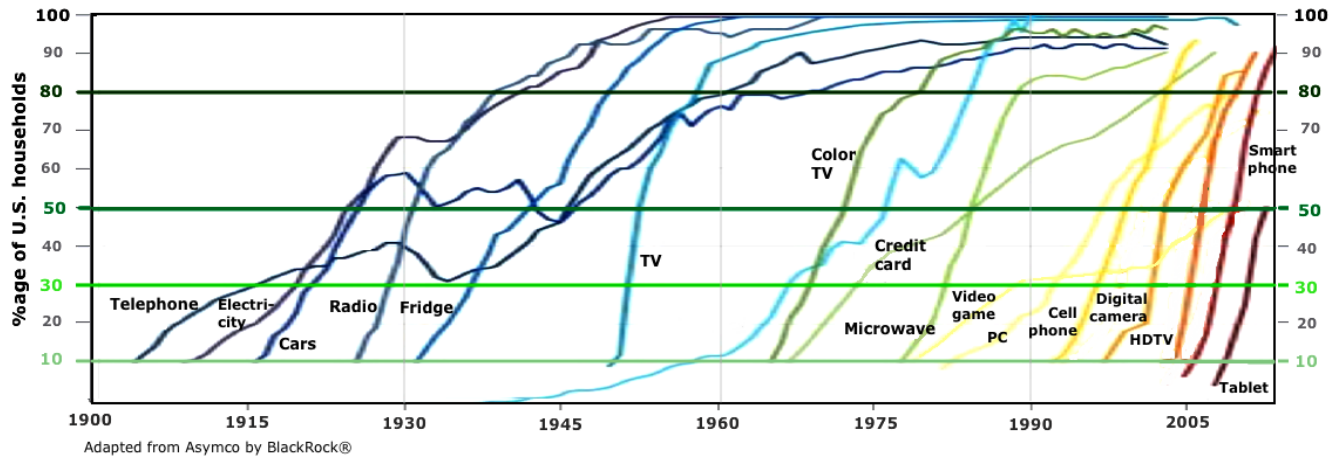
This page was last modified on January 27, 2026

Trends in Media Use: Historical, National, International



Adoption of Technology in the United States, 1900-2013



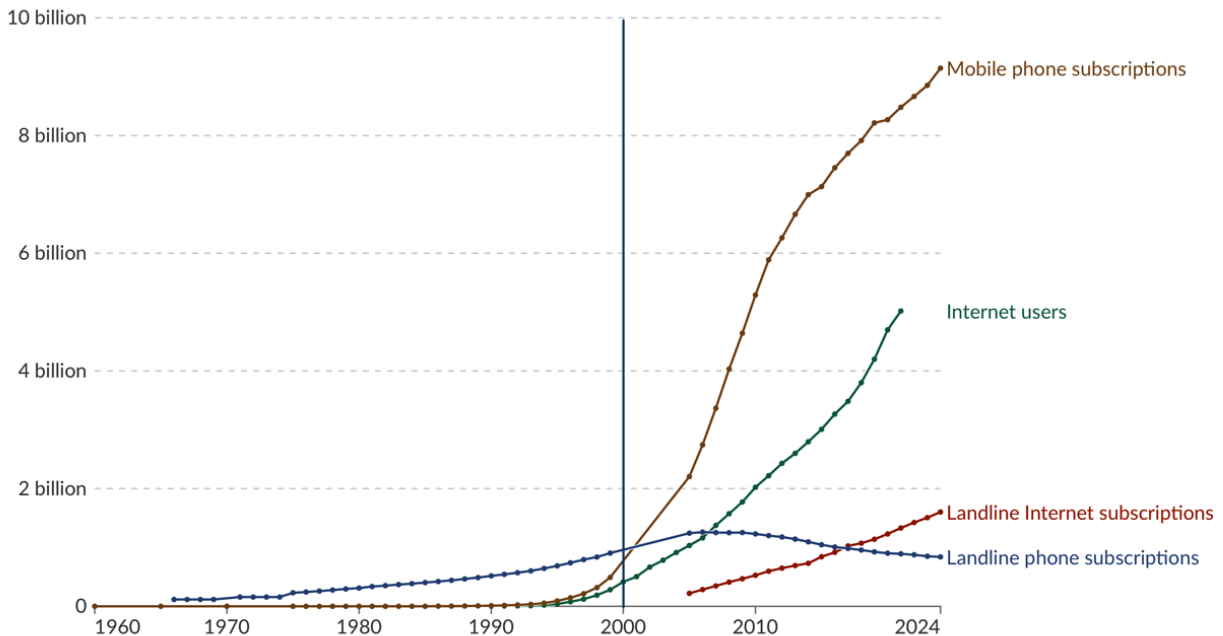


What is most notable about how US households adopted different technologies between 1900 and 2013?

Adoption of Digital Technologies Worldwide

Adoption of communication technologies, World

Our World in Data

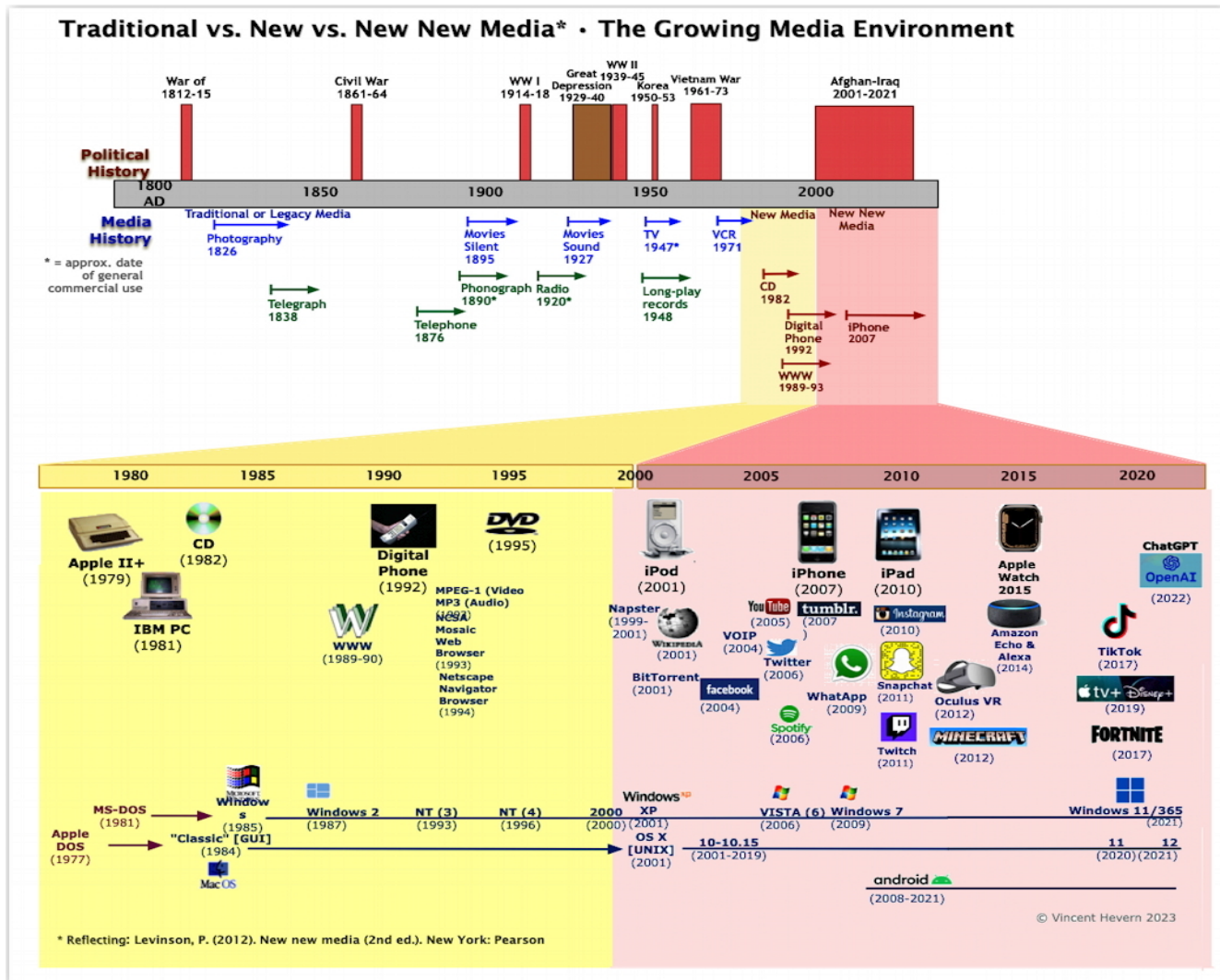


Data source: International Telecommunication Union (ITU), via World Bank (2025); Multiple sources compiled by World Bank (2024); Population based on various sources (2024)

Note: Landline Internet subscriptions are defined as a fixed access to the public Internet with a download speed of at least 256 kbit/s. Internet users are people who have accessed the Internet from any location in the last three months.

OurWorldinData.org/technological-change | CC BY

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

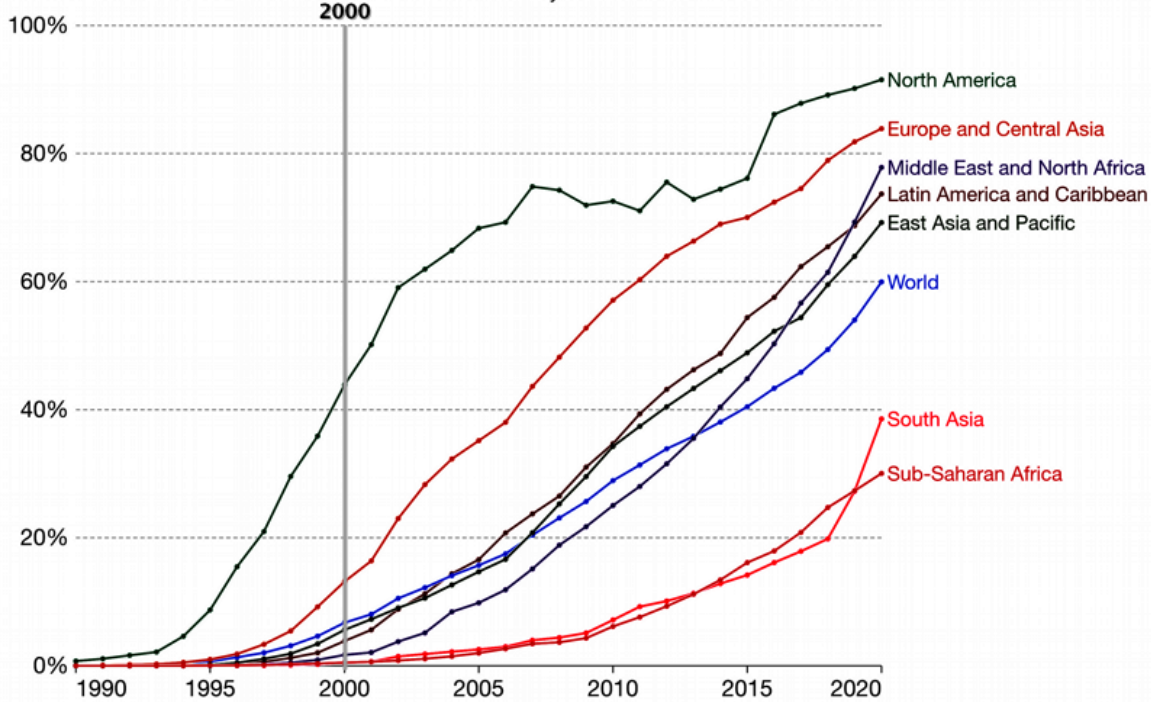
Our World In Data: Internet
(Max Rosier, Hannah Ritchie, & Esteban Ortiz-Ospina)
& other sources of information

The Growing Use of the Internet Worldwide

Share of the population using the Internet

Internet users¹ are those who have used the Internet from any location in the last three months.

Our World
in Data



Source: International Telecommunication Union (via World Bank)

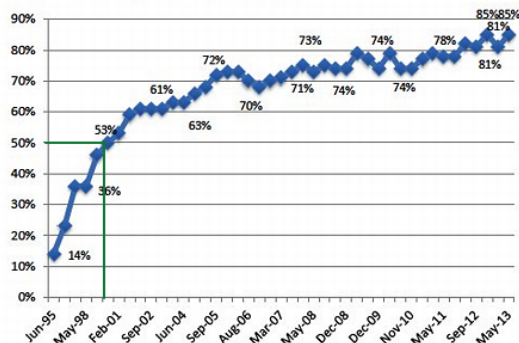
OurWorldInData.org/internet • CC BY

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

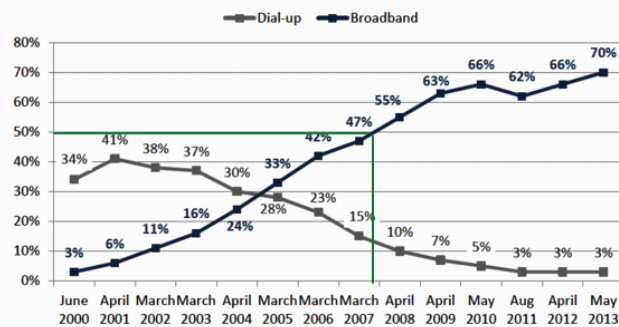
% of American adults who use the internet, over time



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.



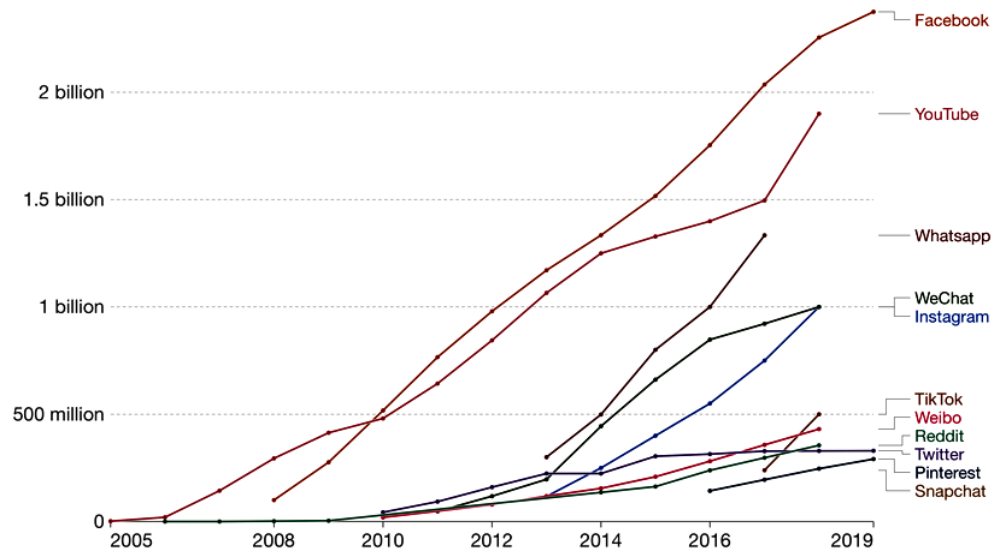
Source: Pew Internet & American Life Project Surveys, March 2000–May 2013. Question wording has changed slightly over time. Our method for measuring home internet use changed in 2011, which would contribute to the seeming decline in adoption. See Methods section for more information.

Social Media Platforms: General

Number of people using social media platforms, 2005 to 2019

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

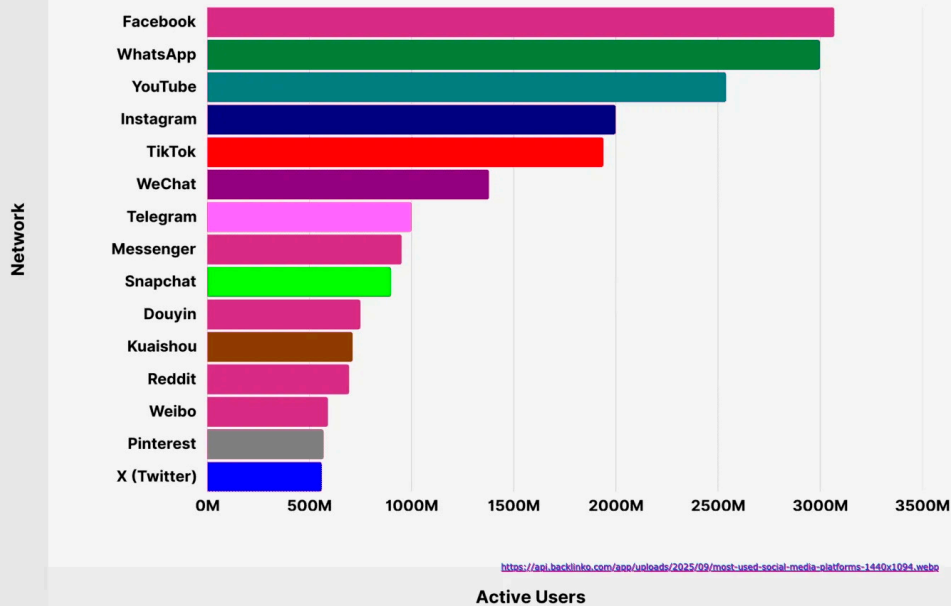
Our World
in Data



Source: Statista and TNW (2019)

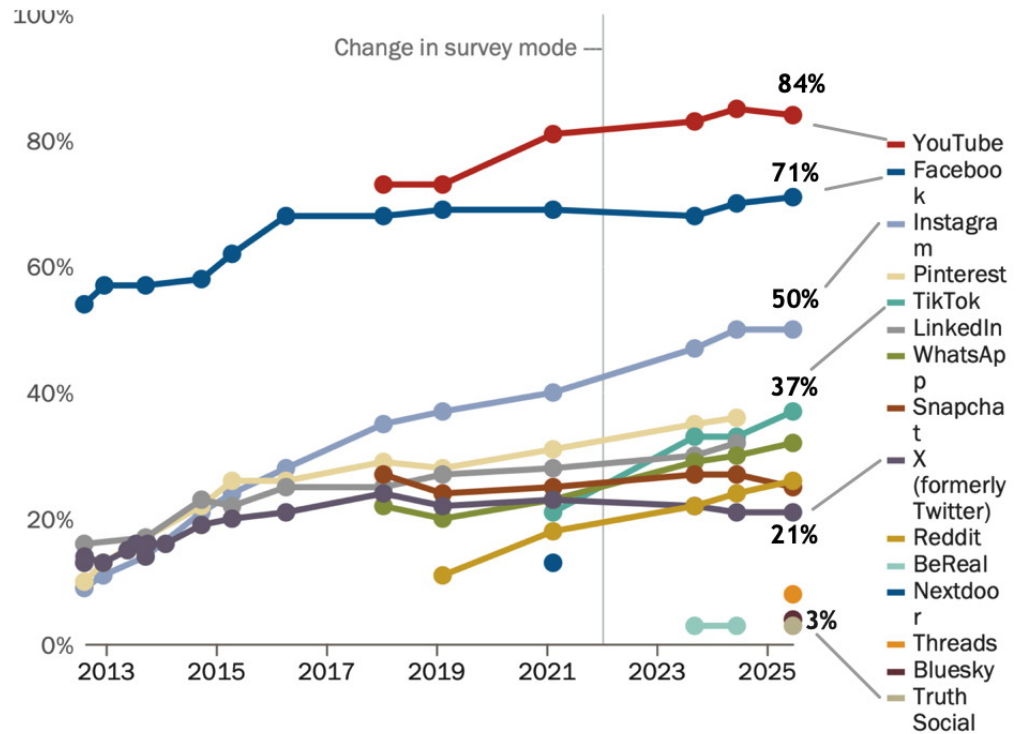
CC BY

Most Used Social Media Platforms Worldwide [2025]

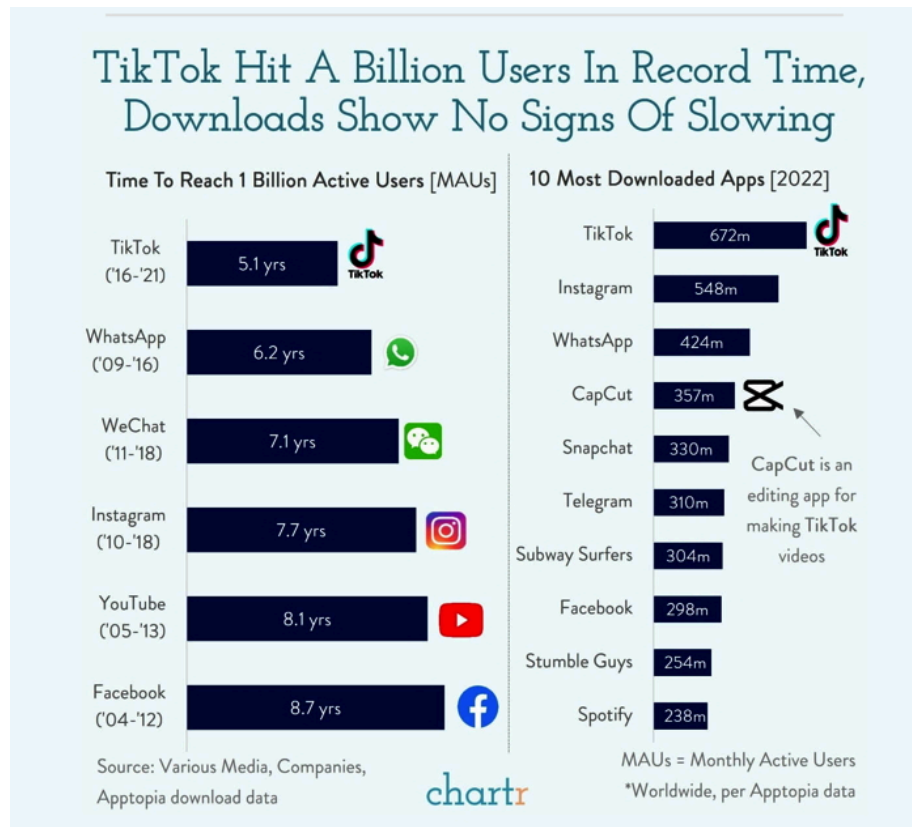


Which social media platforms are most popular

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



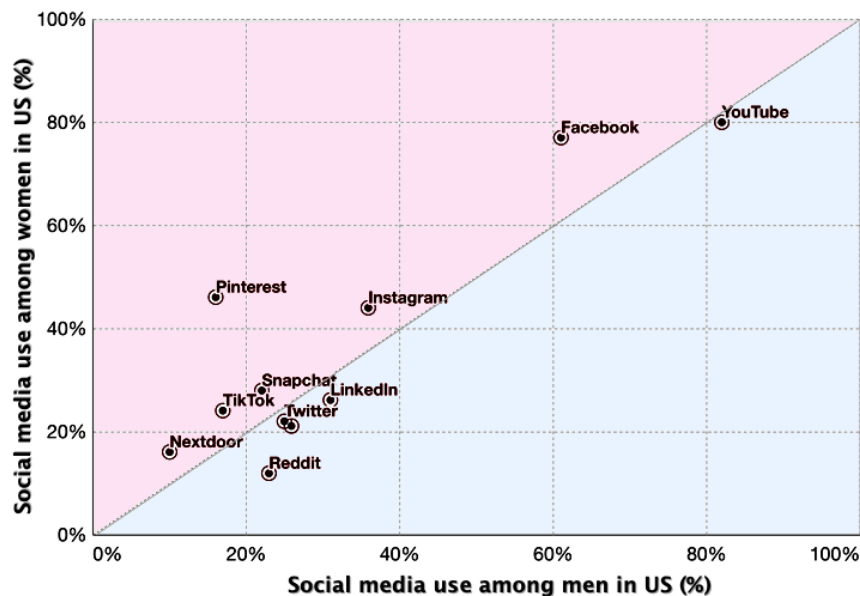
Social Media Platforms: Speed of Growth



Social Media Platform Use by Adults in US: Gender Differences

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

Our World in Data



Source: Pew Research Center (2021)

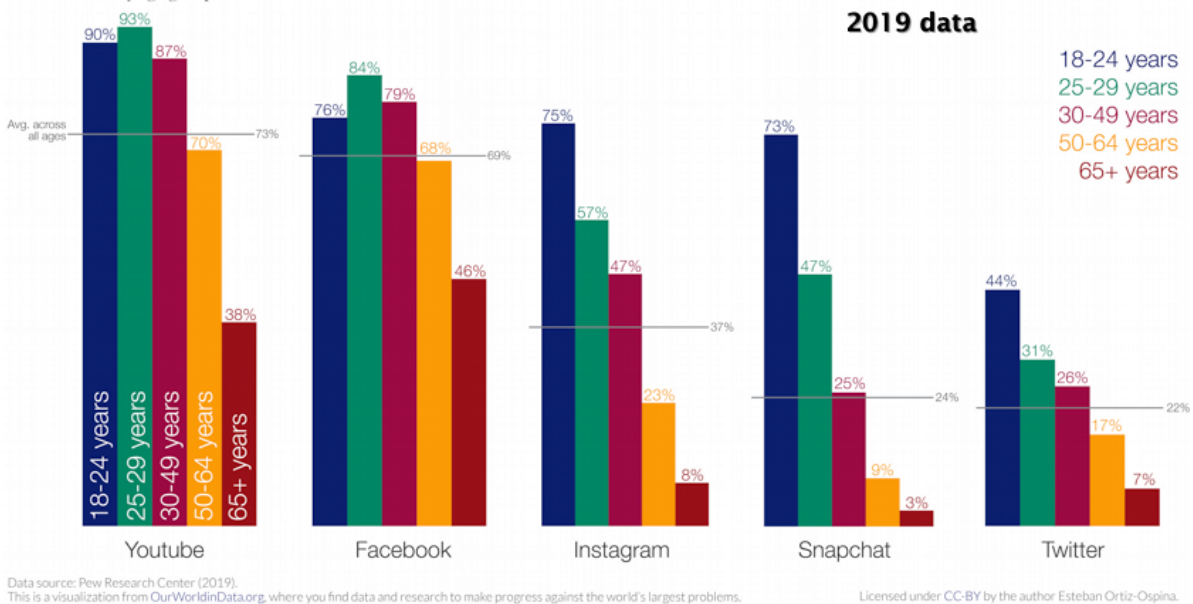
OurWorldInData.org/internet • CC BY

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.

Our World
in Data



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

	YouTube	TikTok	Instagram	Snapchat	Facebook	Twitter	Twitch	WhatsApp	Reddit	Tumblr
Total	95	67	62	59	32	23	20	17	14	5
Boys	97	60	55	54	31	24	26	17	20	4
Girls	92	73	69	64	34	22	13	18	8	6
White	94	62	58	59	32	20	20	10	16	5
Black	94	81	69	59	34	31	18	19	9	4
Hispanic	95	71	68	62	32	28	22	29	14	6
Ages 13-14	94	61	45	51	23	15	17	16	8	3
15-17	95	71	73	65	39	29	22	18	19	7
Urban	95	71	70	58	40	28	15	29	13	6
Suburban	94	64	61	58	24	24	24	16	17	5
Rural	95	67	58	62	43	19	17	11	11	5
Household income										
< \$30,000	93	72	64	60	44	26	17	19	10	4
\$30K-\$74,999	94	68	62	57	39	24	19	19	13	7
\$75,000+	95	65	62	60	27	22	21	17	16	4

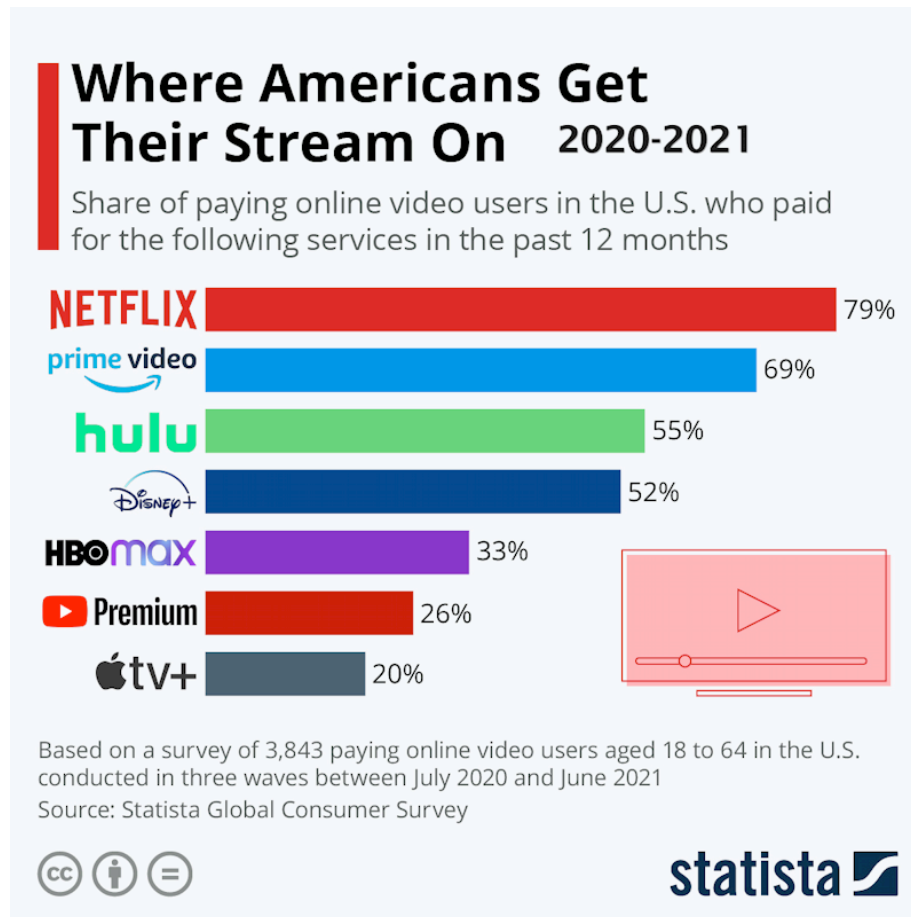
Note: Teens refer to those ages 13 to 17. Not all numerical differences between groups shown are statistically significant. Those who did not give an answer or gave other responses are not shown. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are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



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