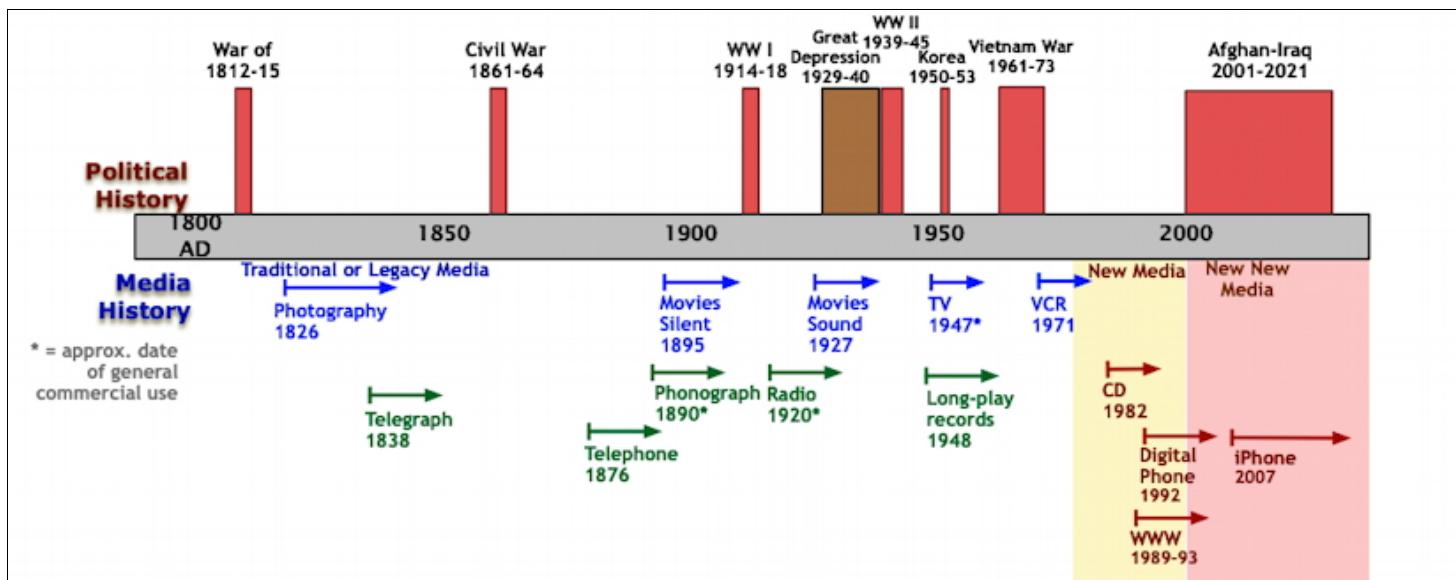
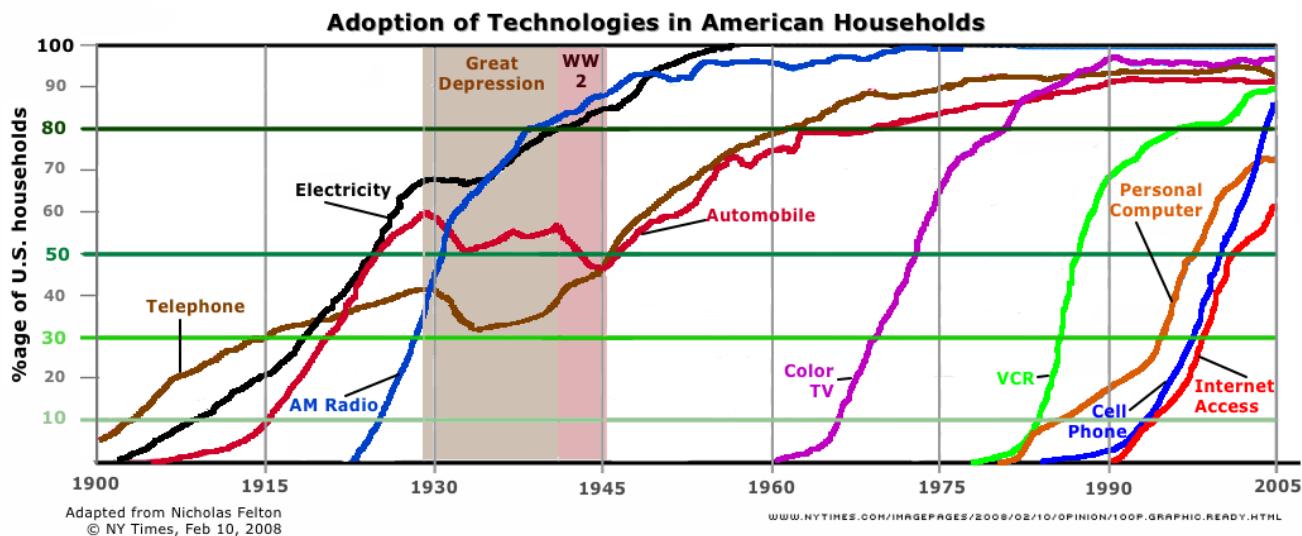


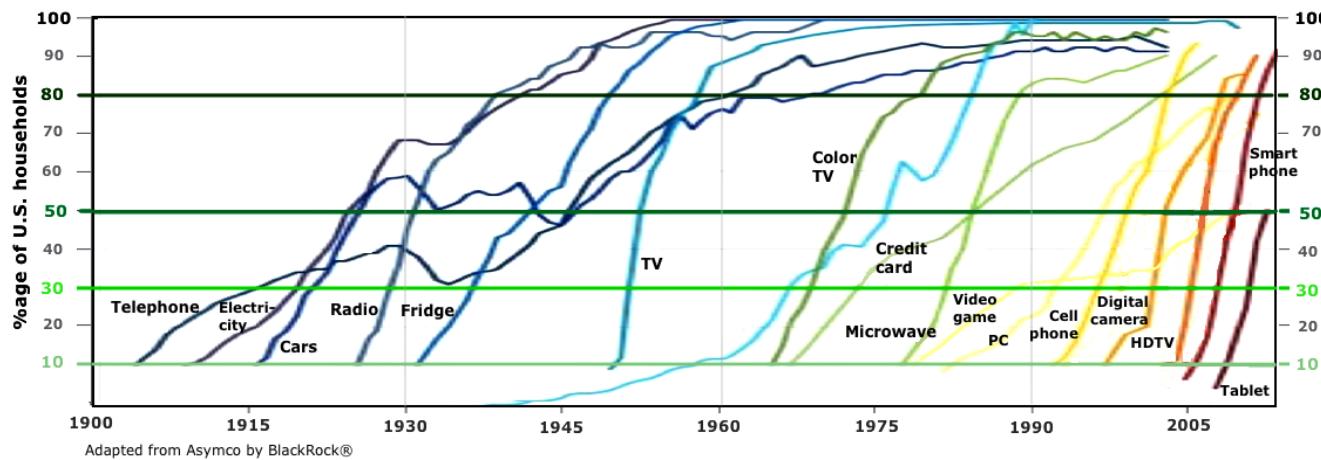


## Trends in Media Use: Historical, National, International



## Adoption of Technology in the United States, 1900-2013



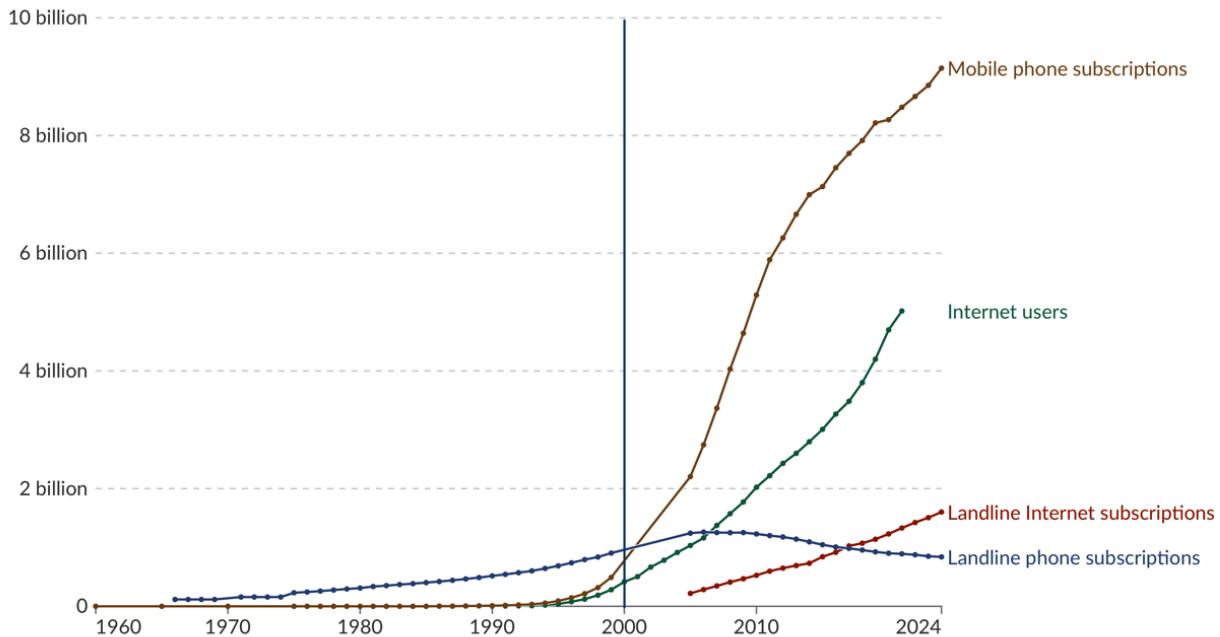


**What is most notable about how US households adopted different technologies between 1900 and 2013?**

### Adoption of Digital Technologies Worldwide

#### Adoption of communication technologies, World

Our World in Data

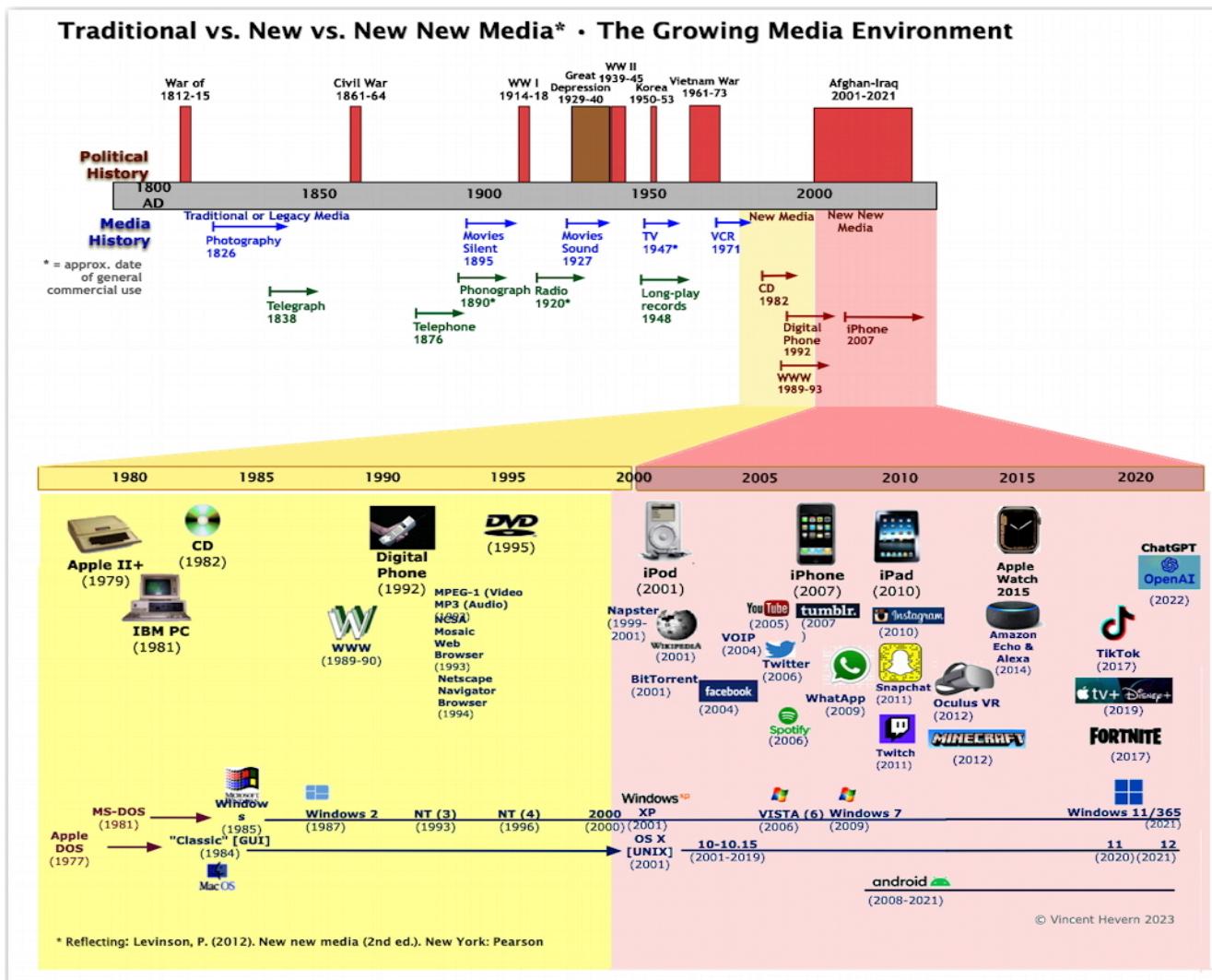


Data source: International Telecommunication Union (ITU), via World Bank (2025); Multiple sources compiled by World Bank (2024); Population based on various sources (2024)

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

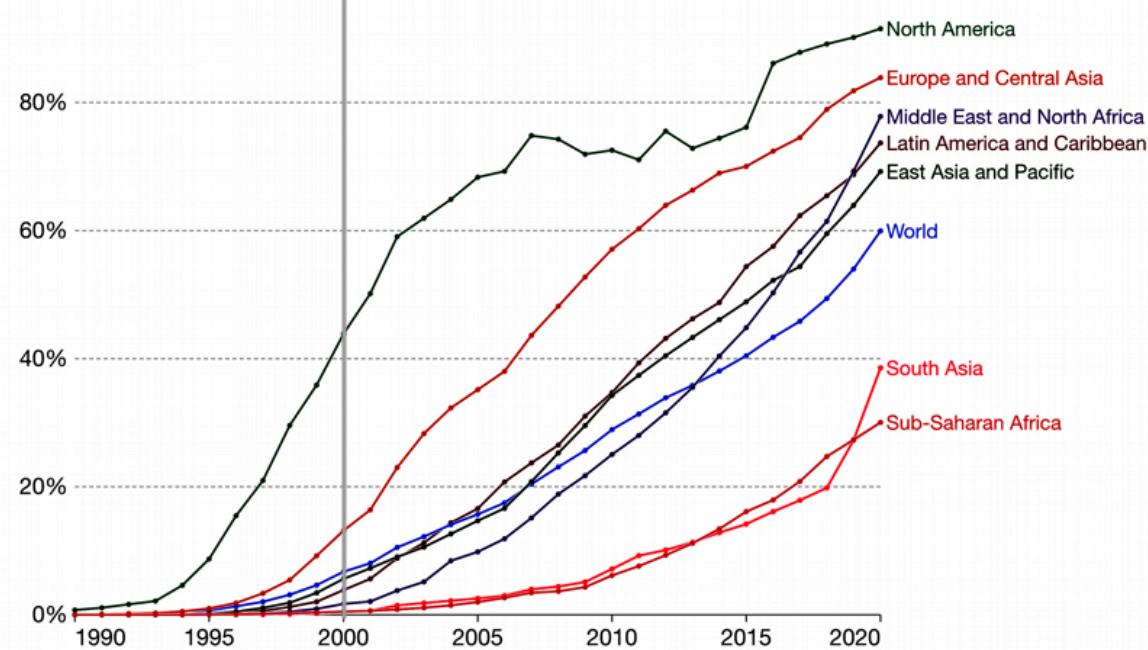
## Share of the population using the Internet

Our World in Data

Internet users<sup>1</sup> are those who have used the Internet from any location in the last three months.

2000

100%



Source: International Telecommunication Union (via World Bank)

OurWorldInData.org/internet • CC BY

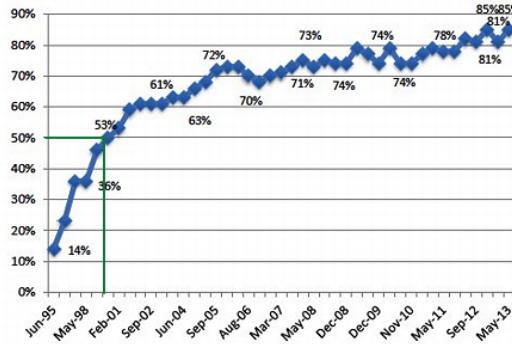
**1. Internet user:** An internet user is defined by the International Telecommunication Union as anyone who has accessed the internet from any location in the last three months. This can be from any type of device, including a computer, mobile phone, personal digital assistant, games machine, digital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

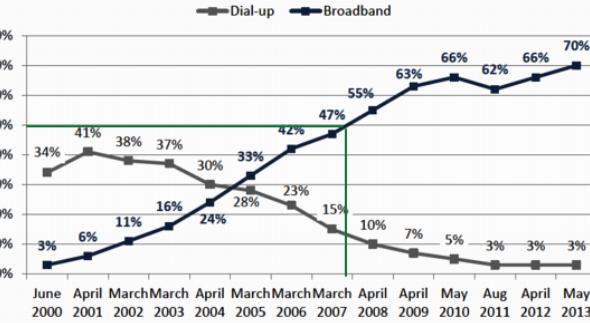
% of American adults who use the internet, over time



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.

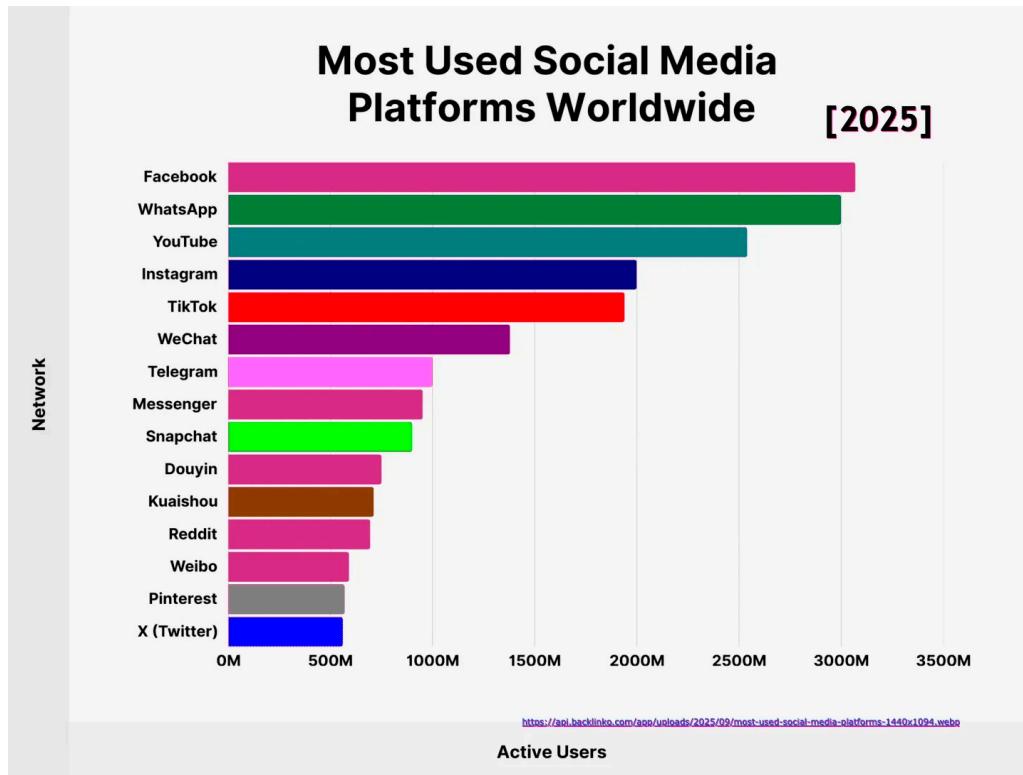
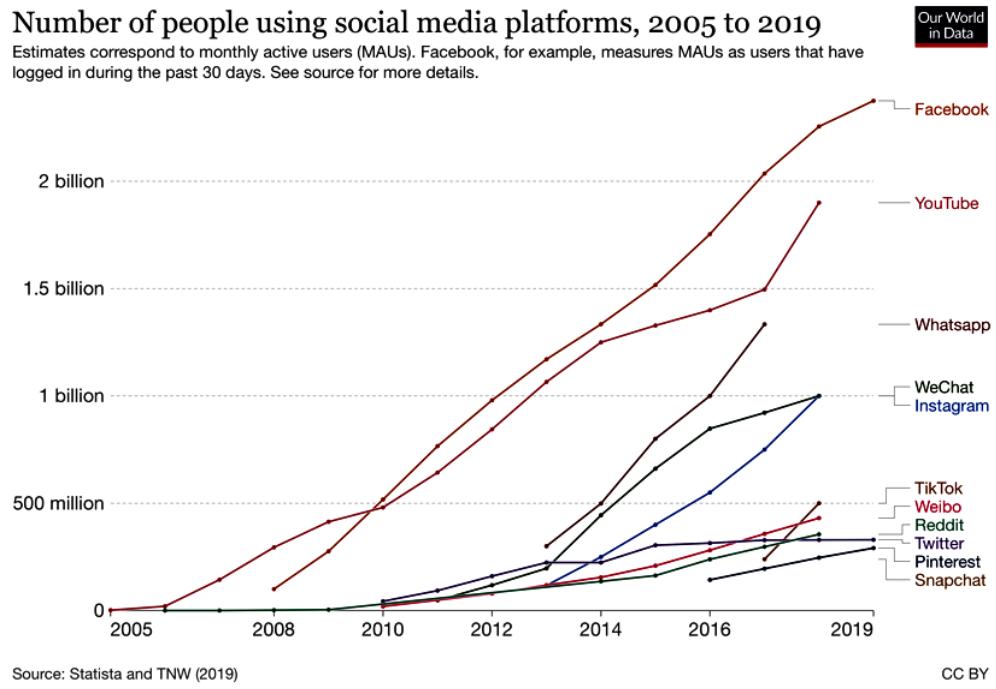
### Home broadband vs. dial-up, 2000-2013

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.



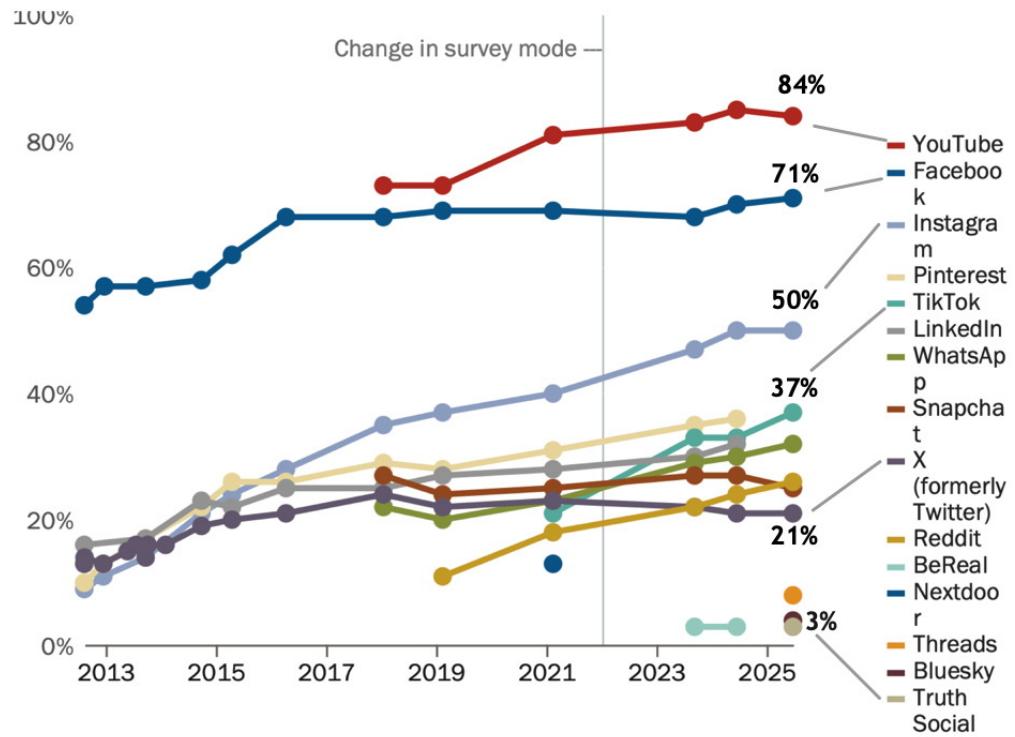
Source: Pew Internet & American Life Project Surveys, March 2000-May 2013. Question wording has changed slightly over time. Our method for measuring home internet use changed in 2011, which would contribute to the seeming decline in adoption. See Methods section for more information.

## Social Media Platforms: General

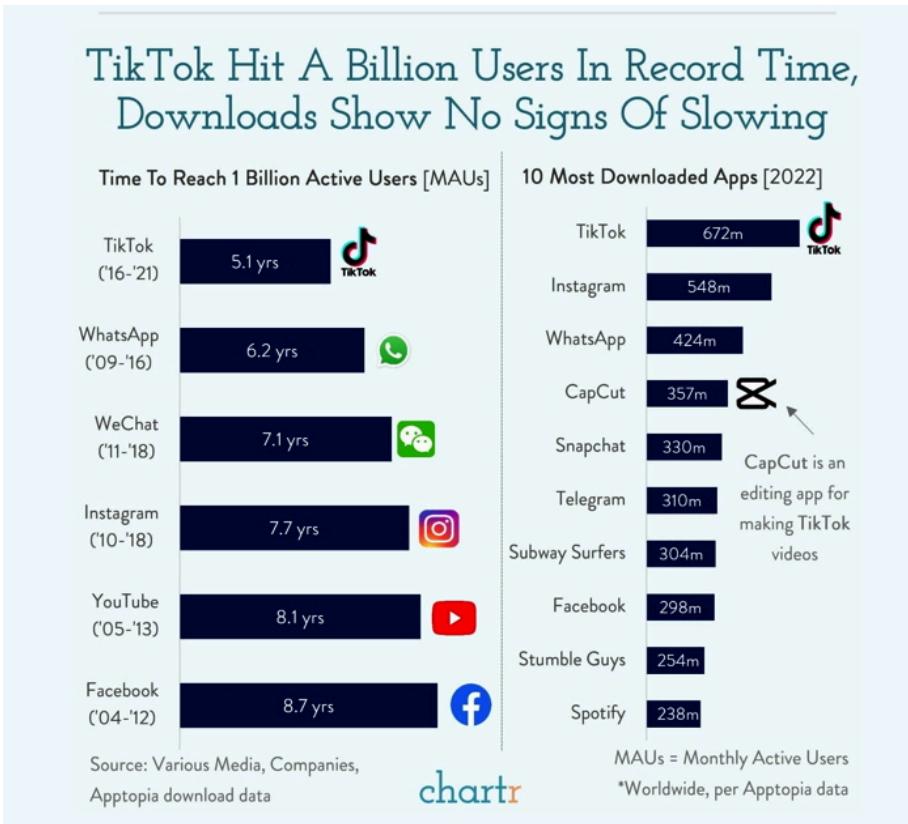


## Which social media platforms are most popular

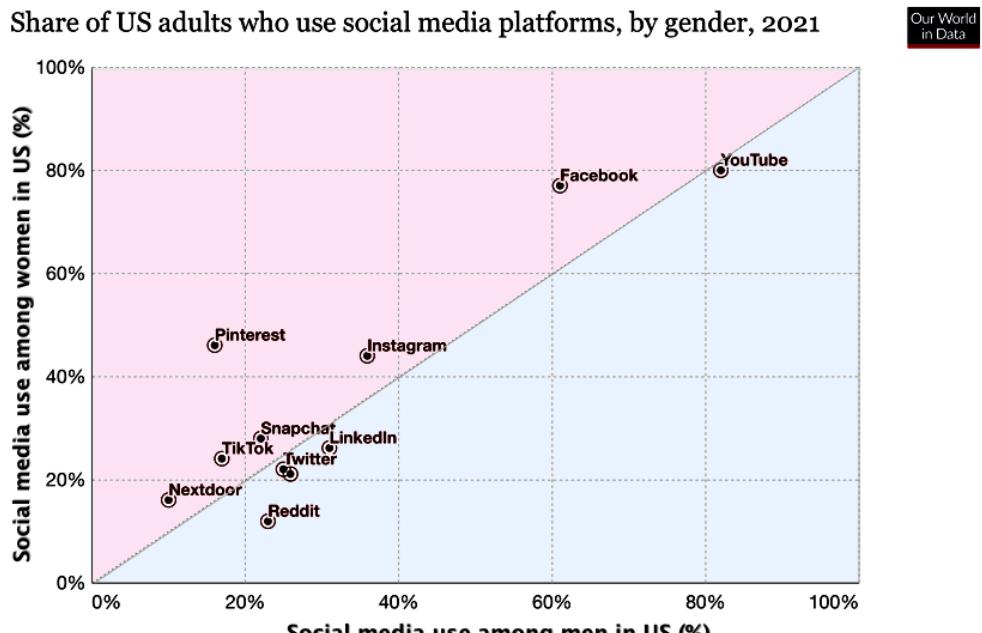
*% of U.S. adults who say they ever use ...*



## Social Media Platforms: Speed of Growth



### Social Media Platform Use by Adults in US: Gender Differences

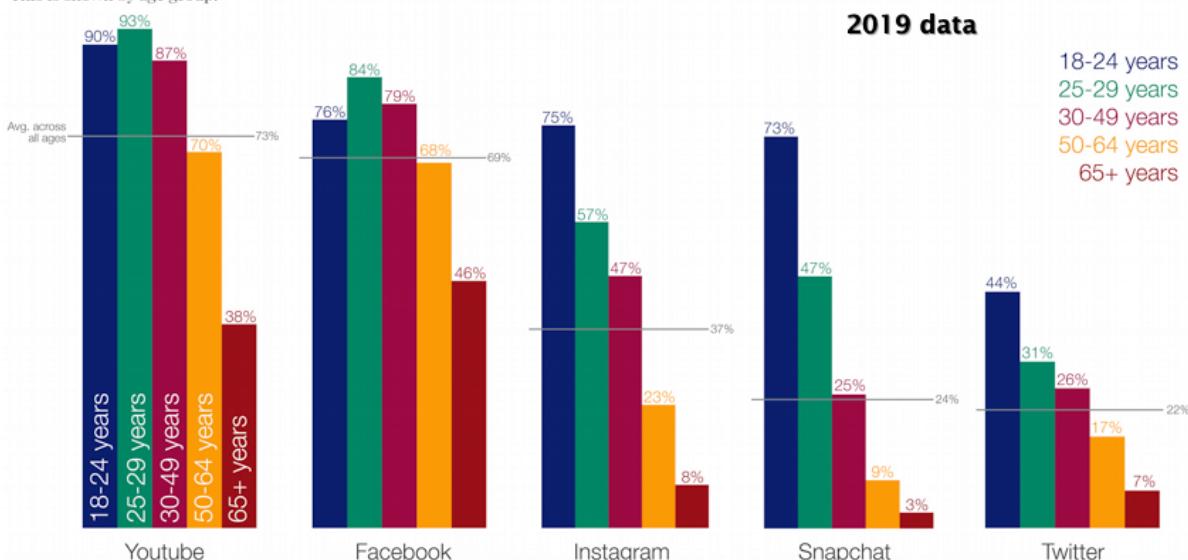


### Social Media Platform Use by Adults in US: Age Differences (2019)

## Use of social media platforms by age group in the US

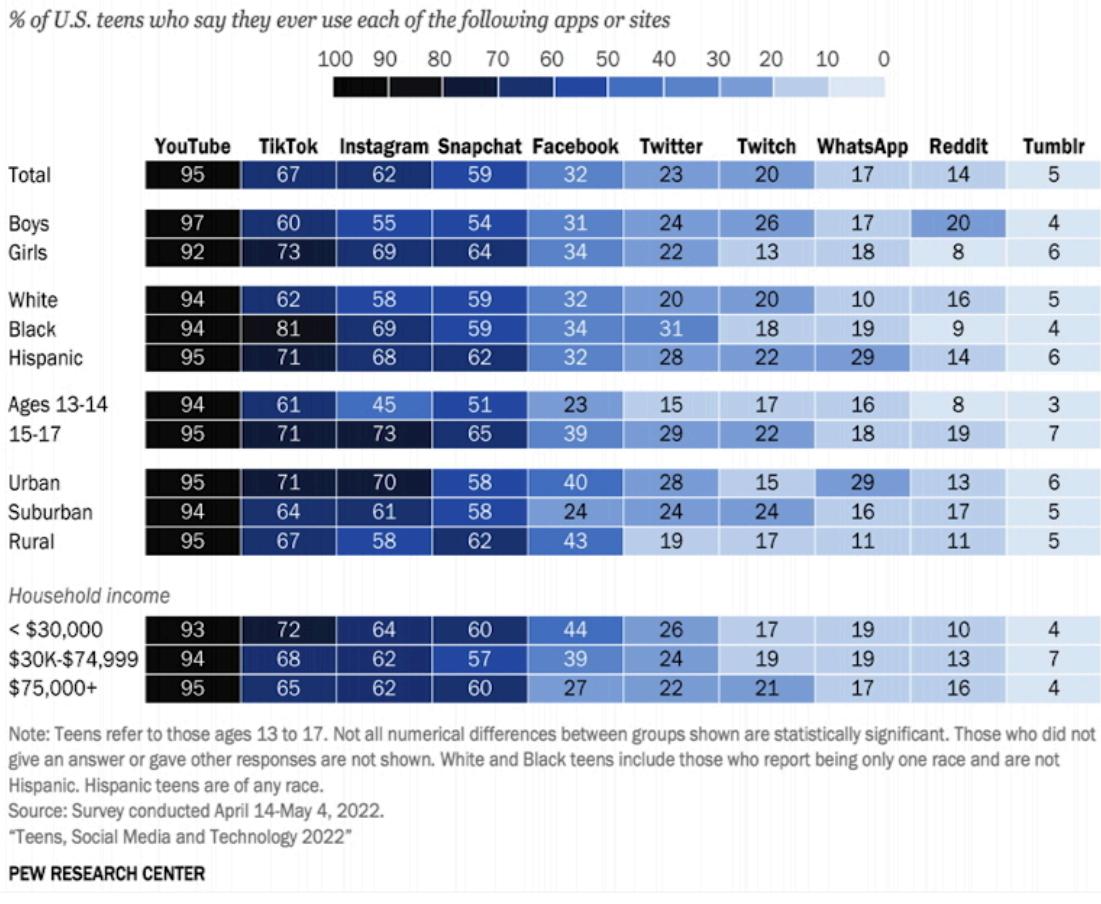
The share of adults in the United States who say they ever use the following online platforms or social media apps in 2019. This is shown by age group.

Our World in Data



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)



## 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