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THE MEDIA MENUS OF

DANISH INTERNET USERS

2009

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The report is based on a web-survey conducted by Capacent Epinion for the Research Project ‘Changing Borderlines – Mediatization and Cultural Citizenship’ in 2009. The report contains a detailed account of the results concerning the general patterns in media usage (Q1-Q36). Results concerning the subthemes of particular projects on political, cultural and social use of the internet are reported in a variety of publications of the participants in the research group. Most of these publications can be found on the permanent website of the project. Lecturer Hans-Peter Degn assisted the project group analyzing the survey data.

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The report can be quoted and used if the source is mentioned.

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Project website:  http://www.changingborders.au.dk/

The age groups are presented as: 20+ = age 20-29; 30+ = age 30-39 etc. 20++ is used for age 20-39; 30++ for age 30-49 etc.

‘Respondents in the age group 18-19, and 70+ are only taken into account in a few cases, as they are relatively small groups in the survey.
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Introduction

In the following we present the findings from a national survey of media usage among Danish Internet users (Question 1-36). The survey was conducted in 2009 as part of the Research Project Changing Borderlines – on Mediatization and Cultural Citizenship, funded by the National Danish Research Council for Culture and Communication. Other parts of the survey (Question 37-90) and findings from a number of qualitative interviews are presented and further discussed in various articles listed on the project website changingborders.au.dk.

Most significant results

1) People compose their daily media menus by selecting a particular constellation from the full array of media available whether printed, electronic or digital.

2) Age matters, but the patterns are more varied than assumed in the simple juxtaposition of ’digital natives’ versus ’digital immigrants’. Elderly people (60-74) use the internet to a very high degree, but they choose a different set of websites than younger generations.

3) The circulation of news on the internet follows two patterns. One the one hand 20\textsuperscript{th} century mass media have gained a significant position on the new platform. At the same time the internet serves as a platform for a much wider and often more specialized set of news services including the viral spread of news via Facebook, Twitter, YouTube and many other similar services. The relation between these two circuits need further study.

4) The use of the internet is highly individualised. A great majority use Google, Facebook and the websites of national media, weather sites etc. but they use ‘the long tail’ of less known sites even more. 1160 respondents mentioned approx. 4500 favourite sites (1250 unique). Of the 1250 unique sites less than 50 were mentioned by more than two respondents, while 947 sites was mentioned only once all together. The number of readers, listeners and viewers which are relevant for traditional mass media is not as relevant for the functioning of the internet and the concept of users should possibly be replaced by a notion of ‘information retrievers’.

5) It is well known that the internet is used for social communication, but the survey shows that it is also widely used for cultural purposes.

6) Transnational use on the contrary is very limited, except for buying products and seeking information about products. The use of foreign language news media on the net is low and the number of respondents who have participated in discussions and debates in foreign languages is even lower.
The project was designed to provide information on how internet users in Denmark use the huge array of media available in Denmark. Many theories of media development suggest that old media will be replaced by digital and digitized media, while other theories suggest that old media may survive if they redefine their roles and accommodate to the new digital and mobile media landscape. The survey does not bring any conclusions on the development over time, but it certainly shows that ‘old media’ still plays a significant role in the individual media-menus and are also important agencies on the internet as well. It also shows that people are not that concerned with which media they use, they choose the most convenient media due to their particular daily routines.

The media included was Internet, Television, Radio, News Papers, Teletext, Mobile Phones, Magazines, Books, MP3/Ipod. The survey was conducted before the launch of the Ipad in Denmark.

A complete set of the data will be delivered to the national Dansk Dataarkiv, http://www.sa.dk/dda/. Further results are analysed and combined with interviews and focus group studies in a variety of publications by the project members.

Denmark - a few characteristics
The diversification in usages is interesting as Denmark is one of the most homogenous countries in the world, the Gini-coefficient being among the lowest, and dominated by a well educated modern middleclass with only small groups of ethnic and linguistic minorities.¹

Denmark belongs among the countries with the highest penetration rates of the internet as well as mobile devices.² Our materials, however, do not allow us to conclude whether our findings are due to particularities of Denmark or whether it is a result of more developed and domesticated practices which might also be found in other countries with similar penetration rates. The first interpretation is maybe favored by the fact that Denmark in the early 2000’s went through a period of national self sufficiency and quasi traditionalization. One might expect this also to include a traditionalistic approach to digital media usage. The second is maybe favored by the fact that the process of penetration and domestication of internet and mobile media continued throughout these years, while the country in many other respects felt backwards on a number of international ranking lists.

In any case Denmark is a highly institutionalized welfare society with free access to public educational institutions and most health services. If the younger generations may be considered “digital natives” they are for sure “institutional natives”, as a great majority have been socialized in public welfare institutions from nurseries and kindergartens to schools and youth clubs from they were one year old to at least 18 and often until they leave the free, public higher education system in their 20-es. If the market and civil society have been main drivers of the American development, the welfare state has played an important role on a par with both commercial and civic drivers in the

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¹ The Gini coefficient is internationally recognized and standardized measure for the degree of inequality in a society. See World Bank-website for definition. According to official sources the number of “Non-western” ethnic minorities (1. and 2. generation) is stipulated to be approx. 5% of 5.5 mill. inhabitants. (Source: Ministeriet for... (2010))

² For comparing global figures see http://www.internetworldstats.com/ For more detailed and newer national figures see dst.dk
Danish and Scandinavian cases (Castells & Himanen 2001, Finnemann, 2009). This is not simply the result of deliberate efforts to include IT in the educational system and in the national welfare policies in general. It is also a result of the previous development of public welfare institutions initiating a high percentage of women on the labor market, thus becoming familiar with personal computers at work in the years before the breakthrough of the internet as a publicly available facility. Contrary to the domestication of the radio and television, which took place within the home, the domestication of the internet most often took its point of departure at work. This also paved the way for the incorporation at home via tax subsidies to companies who equipped the employees with free PC and internet access at home. Public institutions which constitute a major sector in Denmark were also funded to provide similar services to their personnel.

Voting is not compulsory in Denmark and the participation in political elections is relatively high with a voter turnout between 80-90% in the last thirty years.

**The Method**

The questionnaire is based on a representative panel of the Danish internet population in 2009 which represented 86% of the whole national population. We decided for a web based survey where the respondents were invited by e-mail. The consultant company Capacent Epinion was chosen to carry out the survey as they have one of the largest panels of Internet Users in Denmark. The questionnaire was answered by 1709 of 4969 of the possible respondents who received an invitation in the period between June 8th and July 8th 2009. The response rate, 34.4 percents, is within the normal range of similar surveys. The average response time to complete the survey was 33 minutes and 4 seconds.

The use of a web based method implies of course a bias as the internet population differs from the overall population demographically. Elderly people (65+), ethnic minorities, and people outside the labor market are underrepresented among internet users compared to the general population. There has been made a few corrections in order to take into account the demographic bias of Internet users compared to the general population.

If we look at the demographic composition of the participating respondents, compared to what we know about the Internet population, all strata are relatively well represented. There is a small bias regarding the level of education. The group which has nine years of education or less is under-represented by 3.5 percentage points. Similarly, respondents having a long further education (university degrees or similar) are over-represented by 3 percentage points. Regarding age, the youngest age category (18-24 years) is under-represented by 7.3 percentage points. There is a similar over-representation for the age category between 25 and 54 years. Finally, there is a minor gender bias as women are over-represented by 2.4 percentage points. Such tendencies are not outstanding for this survey but reflect a general survey problem of recruiting the youngest and the lowest educated, well known from similar surveys. The demographic characteristics of the respondents were provided by Capacent Epinion, while all the questions in the questionnaire were provided by the research group.

We consider the age bias to be the only one potentially critical, since for instance the use of social media might be under-estimated as the youngest age cohort might be the most eager users. Taking that remark into consideration, however, we estimate that the demographic bias is within the
acceptable limit not least because we are primarily interested in the general media usages of internet users.

Last, some words about the margin of error. For the sample of 1,709 respondents a 95% significance level is employed. For frequency distributions of 1/99 the margin of error is 0.62 percent, for frequency distributions 50/50 the margin of error is 3.10 percent. Both figures correspond to the margin of error in similar surveys.
Media usage. (Q 1-9, 22-26, 27-29, 31-36 in the questionnaire)
The survey aimed to tell how people compose their media menus and incorporate digital media in everyday media usage. The questionnaire therefore included both a series of questions on the usage of a variety of media and a series of questions on a variety of purposes and contexts.

The questions on media usage were organized around three levels. On the most general level, we asked to the usage of a selected range of media related to different areas of interests and purposes of use (Q 1-21). The media included were books, magazines, mp3-players, teletext, newspapers, radio, television and internet. While these questions focussed on the overall media, a second group of questions focussed more detailed on the use of new media, particularly Internet and cell phones (Q 22-36). In respect to internet use we were particularly interested in depicting the variety of purposes, and areas of interests. While most studies of internet usage are primarily concerned with dominant practices, such as use of the internet as news medium, as platform for political participation, social networking and so forth, we also included questions relating the internet to older media and cultural institutions.

Furthermore we wanted to test whether the internet actually is a platform for extensive transnational communication as is often assumed. With the questions on transnational use we wanted to get a detailed picture of the respondents’ use of the borderless internet to inform themselves and especially whether they participate actively in communication in foreign languages - primarily UK/US – on debate forums, social network sites, game sites etc. To validate the answers we added a few questions on international family relations, international work relations and foreign language experiences.

We asked how often and on what platforms respondents use the Internet (Q 22-26) and for what purposes (Q 27). Further, we asked about favourite websites, own contributions and knowledge about a variety of websites (Q 28-32). Question 33-36 addressed the transnational use of the Internet, i.e. whether and how respondents use Internet services in other languages than Danish.

In the following we present the survey findings concerning five main themes: 1) The constellation of media used; 2) patterns of internet usage; 3) patterns in the production of user generated content and popular services; 4) Favorite websites - The long tail of internet usage; and 5) Transnational use.

The findings concern the general pattern for all respondents including variations in respect to gender and age. The findings are presented as evidence for a number of claims.

Section 1: General media usage. (Q 1-9, 22-26)

Claim 1: The survey shows, that Internet users are also heavy users of other media.
Almost all internet users also use television and mobile phone (Table 1, col. 7). More than 80% use these three media every day. 70 % of the respondents also use radio every day. The number of daily newspaper readers is considerably lower (48%). Daily use of teletext is more widespread than daily use of newspapers, mainly due to the priorities of the 30++ (Claim 3, Table 2). The pattern is more
or less the same if weekly use is included (Table 1), except that the newspaper reaches 81% while teletext only reaches 75%.

<table>
<thead>
<tr>
<th></th>
<th>Daily</th>
<th>Weekly</th>
<th>D+W</th>
<th>Daily</th>
<th>Weekly</th>
<th>D+W</th>
<th>Average 1+4</th>
<th>Average 3+6</th>
</tr>
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<tbody>
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<td>97,5</td>
<td>2,1</td>
<td>99,6</td>
<td>92,4</td>
<td>7,1</td>
<td>99,5</td>
<td>94,9</td>
<td>99,6</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>90,1</td>
<td>7,3</td>
<td>97,4</td>
<td>89,7</td>
<td>7,6</td>
<td>97,3</td>
<td>89,9</td>
<td>97,4</td>
</tr>
<tr>
<td><strong>Cell/Smartphone</strong></td>
<td>84,5</td>
<td>10,9</td>
<td>95,4</td>
<td>86</td>
<td>9,5</td>
<td>95,5</td>
<td>85,2</td>
<td>95,4</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>74,2</td>
<td>15,2</td>
<td>89,4</td>
<td>72,4</td>
<td>17,8</td>
<td>90,2</td>
<td>73,3</td>
<td>89,8</td>
</tr>
<tr>
<td><strong>Newspaper</strong></td>
<td>48,9</td>
<td>33,1</td>
<td>81,2</td>
<td>46,5</td>
<td>33,8</td>
<td>80,3</td>
<td>47,6</td>
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<td><strong>Teletext</strong></td>
<td>55,7</td>
<td>22,2</td>
<td>77,7</td>
<td>53,7</td>
<td>19</td>
<td>72,7</td>
<td>54,7</td>
<td>75,3</td>
</tr>
</tbody>
</table>

**Table 1: General media usage, and Men and Women. N = 1708**

Claim 2: There are only minor differences in the constellation of media used by men and women except for reading books.

More women (68%) than men (49%) read books both on a daily and weekly base.

Books are more read on a daily basis than magazines and as many women are reading books on a daily basis as women reading newspapers. When adding weekly reading however more women are reading newspapers than books. More men than women tend to use teletext both on a daily base and on a weekly base, but the difference is less (approx. 5%) than for reading books (approx. 18%). More women than men use magazines on a daily base (17% vs 13%) and in general (59% vs. 54%). MP3 players tend to be more used by men than by women, and only used by a minority (21%) including daily+weekly media usage.

Male internet users are online every day except for very few (< 3%). Most of the remaining few are online weekly. A few more women (7%) are only weekly users. 90% of both men and women are also television viewers while 85% are mobile phone users on a daily base. Next follows for both men and women radio and printed newspapers, though the frequency is lower as the percentage of weekly users increases while the percentage of daily users decreases.

Equally many men and women use television, mobile phones, radio and newspaper both on a daily and weekly base.
Claim 3: Age matters for all media, but it matters less for internet usage than for other media, television included.

The relation to age is either continuously decreasing (internet, mobile phone and MP3) or increasing (other media) except for teletext which is most used within the age groups 30-50 (Table 2 and 2a). Even if internet usage decreases with age it is still used by more than 90% of the 60+ while only 70% of those use mobile phone.

Table 2: Media Usage Age Groups, (daily use) - Graphics: News media only. N = 1590 % within age groups

Claim 3a: The older generations have a more varied range of media.

Internet usage, mobile phone usage and MP3 usage decrease with age. The usage of other media increase. On a daily base less than 50% of the younger generations use newspapers, teletext and radio and their use of television are below those aged 40++. Tele-text provides a slightly different pattern (mountain pattern) as it is most used among 30++. The usage among 50++ is still higher than among the 20+.

Claim 3b: The general level of media usage is high in all age groups.

If daily and weekly usage is combined each of the five most used media are used by at least 70% within each age group and most of them are used of more than 80%. The 20+ differ as only three media (internet, television and cell phone) are used by at least 80%.
Newspapers have the lowest reach of all media in all age groups reaching 63.5% of the 20+. While daily radio usage increases with age, there are two minor mountains in daily+weekly radio usage. The 40+ and 60+ are more frequently listening to radio than other age groups on a daily+weekly basis.

The most popular media are most popular in all age groups. As we shall see there are also a number of usages, which are most popular in all groups. Internet activities like reading news, buying

Table 2a: Media Usage Groups. Daily use. N = 1688

<table>
<thead>
<tr>
<th></th>
<th>18-19</th>
<th>20+</th>
<th>30+</th>
<th>40+</th>
<th>50+</th>
<th>60+</th>
<th>70+</th>
<th>Average</th>
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<td>95.6</td>
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<td>96</td>
<td>91.7</td>
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<td>Television</td>
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<td>95.6</td>
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<td>70.5</td>
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<td>85.6</td>
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<td>26.8</td>
<td>41.6</td>
<td>61.5</td>
<td>69.4</td>
<td>81.3</td>
<td>47.7</td>
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<td>Teletext</td>
<td>34.2</td>
<td>46.6</td>
<td>59.4</td>
<td>63.1</td>
<td>51.2</td>
<td>52.9</td>
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<td>9.4</td>
<td>14.5</td>
<td>21.7</td>
<td>20.9</td>
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<td>Mp 3</td>
<td>38.5</td>
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<td>7.9</td>
<td>4.4</td>
<td>4</td>
<td>1.7</td>
<td>8.9</td>
</tr>
</tbody>
</table>

Table 3: Daily + Weekly Media Usages. Age groups. N = 1585

% within age groups
products, and surfing, using Facebook, YouTube and Wikipedia are also most popular in all age groups. (Claim 9, table 6 and table 11).

### Table 3a: Daily & weekly Media Usage , Age Groups, Percentages N = 1688

<table>
<thead>
<tr>
<th></th>
<th>18-19</th>
<th>20+</th>
<th>30+</th>
<th>40+</th>
<th>50+</th>
<th>60+</th>
<th>70+</th>
<th>Average</th>
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<td><strong>Internet</strong></td>
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<td>2.4</td>
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<td>3.6</td>
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<td>12.6</td>
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<td><strong>Cell/Smartphone</strong></td>
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<td>10.1</td>
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<td>25.2</td>
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<th>20+</th>
<th>30+</th>
<th>40+</th>
<th>50+</th>
<th>60+</th>
<th>70+</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internet</strong></td>
<td>100</td>
<td>100</td>
<td>99.6</td>
<td>99.7</td>
<td>99.5</td>
<td>99.8</td>
<td>98.5</td>
<td>99.7</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>87.1</td>
<td>93.2</td>
<td>97.5</td>
<td>98.8</td>
<td>98.1</td>
<td>99.2</td>
<td>98.5</td>
<td>97.5</td>
</tr>
<tr>
<td><strong>Cell/Smartphone</strong></td>
<td>100</td>
<td>99</td>
<td>99.1</td>
<td>98.2</td>
<td>94.6</td>
<td>90.6</td>
<td>80.9</td>
<td>95.4</td>
</tr>
<tr>
<td><strong>Radio</strong></td>
<td>84.9</td>
<td>76.6</td>
<td>87.5</td>
<td>91.9</td>
<td>87.2</td>
<td>93.1</td>
<td>92.4</td>
<td>89.6</td>
</tr>
<tr>
<td><strong>Newspaper</strong></td>
<td>87.2</td>
<td>63.5</td>
<td>70.7</td>
<td>82</td>
<td>87.2</td>
<td>91.6</td>
<td>92.2</td>
<td>81.3</td>
</tr>
<tr>
<td><strong>Teletext</strong></td>
<td>71</td>
<td>73.8</td>
<td>82.2</td>
<td>80.3</td>
<td>71</td>
<td>71.3</td>
<td>67.7</td>
<td>75.2</td>
</tr>
</tbody>
</table>

| N                | 39    | 206  | 321  | 329  | 369  | 360  | 64   |

### Claim 4: The degree of domestication in respect to use at home is high

The degree of domestication of digital media can be considered in respect to general penetration rates, in respect to the familiarity, and the array of usages in everyday life at home, at work, in public spaces and on the fly. Domestication may also be considered in relation to the kind of practices concerned. Some practices may be slight modifications of existing everyday life practices (word processing, e-mailing, reading old media news on the internet) while other practices are more transformative (home banking, consulting expert systems etc.). These more transformative practices replace the need to be present on location and face to face with – written – online communication or they are based on the appropriation of new capacities such as new textual forms of social and phatic communication, elaborated use of hypertext, interactive formats, multimedia etc. For the array of usages see also claim 6, 16, 17 and 18. For the appropriation of new capacities see 7, 10, 12, 13, and 19.

A main limitation for the notion of domestication can be found in the fact that the use of any medium is subject to historical changes as is all routines of everyday life. The notion is conservatively biased.
as if the actual state is a kind of final state. Since digital media are particularly malleable and highly sensitive to innovative forms of usages it becomes even more difficult to establish a certain set of usages as a standard representing some sort of stabile domestication. This goes both for the distinctive properties of digital media as based on hypertext, interactivity and multimodality, which are constantly employed in new ways, and for the ever ongoing innovation of digital media which is reinforced by the distinctive properties of the internet, which

1. is a medium for both public and private communication - and a variety of intermediate spaces.
2. It allows for a variation of reach, from the local to the global.
3. It is a medium for differentiated communication, as both senders and recipients may select and differentiate among a huge repertoire of possible connections (one-to-one, few-to-many, and network- and group communication).
4. It offers constant availability, with optional combinations of live, synchronous, nearly synchronous, and asynchronous communication.
5. It brings corporations, public institutions an all sort of civic groups and individuals into the same platform, thus affording both new forms of surveillance and of collaboration. (Finnemann 2011: 87-88.)

A second aspect of the concept of domestication is the soft reference to the process of taming and civilizing the wild nature. When applied to digital media the metaphor of taming the civilization process becomes disturbing as these processes involves complex interactions between otherwise disconnected agencies, who don’t know of each others activities (you never know how the expressions given off may come back to you or are used by others, you never know whether you end up on YouTube tomorrow, you never know what the service providers or even the state makes of your electronic communication etc.).

In the following the notion is used keeping these limitations in mind and referring primarily to the widespread penetration in society of a range of specific usages, and without implying that the medium itself, or for all sorts of actual usages – not speaking of potential future usages – has been domesticated.

Almost everybody access the internet from their home, and 90% of the internet users do so on a daily base. 60% access the net from work or educational institutions. Thus at least half of the respondents access the internet from more than one IP-address. The extreme low number of people who access the internet from libraries and internet cafes further indicate a high degree of domestication in respect to use at home. Only few internet cafes are left in Denmark. As we shall see below, this is confirmed in the widespread use of the internet for personal, social and practical communication. The survey did not include the use of the internet in public transport, hotels and city hotspots. The figures for mobile devices also show that:

Claim 5: Mobile internet access had not really taken off and the cell/smart phone is only slowly changing into a general mobile device
Data from a more recent survey show that 23% of the whole population have a smart phone as of March 2011. They are mainly used to access the internet for e-mail, reading news, mms and download. 73% of those who have a smart phone use it for reading mail (≈ 17% of the whole population), news 71%, download of apps 70%, listening music and radio 67%, navigation social networking 58%, while 45% play games; view videos and television 51%. Almost 30% of the smart phones owners don’t use the phone for internet access at all.

According to Green’s survey the smart phone is mostly used at home (85%) while 74% use it during transport and 65% at work. Males are more inclined to smart phones than women (28% versus 18%) and young people 18-30 are more inclined than those above 30, gradually declining with only 4% of smart phone users aged 60+.

In 2011 the internet is accessed slightly more frequently via smart phones, primarily to read news, but smart phones are still predominantly used for personal communication such as phoning, texting, as camera and eventually to send photos, and to navigate (Google maps). The penetration rates are far below other electronic media. The mobile phone is only slowly transformed into a general mobile device or it will remain as such for a minority.

## Section 2: Internet usage (Q 27, 33-36)

To get a more detailed picture of the use of the internet the respondents were asked to their use of a selected set of internet services (user selected content) including both traditional services and user generated activities within the last year (in this context ordinary mail was excluded).

### Claim 6: Internet usage is highly diversified

To read news (89%), to buy products (86%) and services (76%) were by far the most common activities (Table 5). More than half of the respondents (55%) also use the internet for social networking. More surprising is maybe that 45 % use the internet to request materials from archives and libraries, which is considerably higher than the number of respondents downloading music (30%) or playing games (24%). On the other hand the number of mail-list and RSS-feed subscribers is somehow surprisingly low (19%).

---

The overall array of internet activities and services goes far beyond the array provided by the mass media. But that’s not the end of the diversification, which is also manifested within each of these areas, be it reading news, surfing, buying products etc.

Compared to consumption of news in other media, reading news on the internet can be seen as a change in the way things are done rather than in what people do. Doing what you may have always done, but in a more easy way, eventually more frequently, imply only a slight change in the habits. Thus reading news can be seen as a continuation of mass media consumption on a new platform.\textsuperscript{4} The survey confirms that the websites of mass media are widely used (Claim 16, Table 12). They still function as media for the daily updating of the population with the same set of edited news, though increasingly delivered via the internet. Even so, internet users also read news from a wider set of - often more specialized - news providers. These may include all sorts of political, commercial and civic agencies providing news based on a much wider set of editorial criteria. Thus the circulation of news on the internet simultaneously follows two patterns. One the one hand old mass media, which act in accordance with particular juridical laws for media outlets, has gained a significant position on the new platform, while the internet at the same time serves as platform for a much wider and often more specialized set of news services, which are regulated due to a variety of other laws. Included in this wider set is also the viral spread of news via Facebook, Twitter, YouTube and many other similar services. This double circuit is further documented in the long tail-analysis below (Claim 17). The survey did not include questions to the interconnections between these two circuits, which are in fact often intertwined. The traditional mass media are accommodating them selves and increasingly inscribed into an internet centered media landscape. Internet users might be better understood as information retrievers than as users.

If there is a diversification in the case of ‘reading news’, it is even more the case for ‘surfing the net’ as opposed to predetermined goal oriented navigation. Surfing is a new kind of activity, directed towards the exploration of the services provided on the internet platform. Surfing is by definition sensitive to individual needs and related to the often hyped serendipity which among book lovers was formerly related to browsing of library catalogues, bookshelves and books. For women it is often related to browsing in the malls. The motives to surf the net may include such older forms, but in a new format and within a much wider spectrum. The high percentage of surfers probably reflects both these and many other forms of looking for curiosity that is strongly facilitated by the internet.

Not only reading news and surfing, but all of these different activities including the most common ones, are likely to cover a great variety of individual practices. The fact that we are all emailing does not mean that we are writing and reading the same messages as it is more often the case with mass media. On the contrary, like e-mail also reading news, buying products and services, requesting materials from archives and libraries, downloading of music are diversified activities in respect to possible topics of news, to the kind of products bought, to the services used and to the requested kind of archive and library materials etc.

\textsuperscript{4} Compared to print media the difference is the synchronicity; compared to electronic media the difference is the predominance of the written format which is not possible in radio and only marginally used in television. Both of these two new dimensions were known from the mass media, but never blended this way.
For these reasons we may assume that most internet activities (reading news, buying products, surfing, requesting materials) are more varied and individualized than mass media consumption patterns. This assumption will be further analyzed below in the section on long tail findings (Claim 17).

**Claim 7: The internet is a medium for extended textualization.**  
Even if already well known, it is still striking to find that more than half of the respondents participate in mediated social networking. Together with the percentages of email and chat (Table 7, Q 29, + Table 1) it shows that digital media today are deeply embedded in both private and semiprivate everyday life. This also implies that everyday life conversations (as well as a variety of former oral and embodied practices on particular locations such as banking) have been transformed into textual practices to a degree never seen before. Thus in some instances physical presence and face-to-face communication is being replaced by means of textualisation of both physical transport and spoken communication. Written text is accompanied by a relatively high rate of photo- and video production and circulation (Table 7: 29% Q 29) which in some respects can also be seen as textual practices.\(^5\)

As said the most unexpected figure here is maybe the percentage of respondents who claim that they have downloaded materials from archives and libraries (46%), and that 20% of the respondents claim they have visited net-art sites.

The use of the internet to access materials from libraries and archives possibly reflects the establishing of a national library site for searching and ordering of library materials on top of a widespread system of public libraries in DK. There are no specific policies, which might help to explain the relatively huge net-art-audience. Net-art is still far from public attention in the mass media and the established museum world. But the finding is maybe consistent with the even higher percentage of people (29%) who in another set of questions (Q 10) found it important to them to stay updated on art (film, literature, theater, dance).

Online computer gaming on the other hand would be expected to be relatively higher.

**Claim 8: Internet usage varies due to gender**  
There are no significant gender differences visible neither concerning reading news, buying products and services, surfing nor concerning computer gaming (Table 5). Interesting is also that there is no difference between the number of men and women playing games online. One would however suspect that a closer view of the news topics, the products actually bought and the particular sites visited during surfing would reveal such differences. Similarly one might suppose that men and women differ in their choice of games, as it is known that many mid-age women in other countries play social games like FarmVille.\(^6\) We have no data for this in the survey.

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5 First, because various symbolic formats, such as images and sound pieces, theoretically are often considered as part of a wide notion of text. Second because the digital representation is basically textual in form as all expressions – be it of texts, images, sounds or programs – are manifested in the binary alphabet and processed as series of bits which functions as mechanical letters in a binary alphabet.

6 Information Solutions Group (ISG) 2010. The survey found that 55% of social gamers in UK and US are female and 45% are male. Females are more avid gamers, too; 38% of females said they play multiple times a day, but just 29% males said the same. Women are
Gender differences are more explicitly manifested in the other activities and services mentioned. Social networking, request of library and archive-materials, and viewing net-art is slightly more widespread among women and the ratios are more or less identical (W-M: 55-45). The remaining activities are more widespread among men and the ratio’s are more varied, but significantly higher (from M-W: 58-42 to 71-29) except for the talkative IP-phone/Skype with the ratio 52-48. The greater variation is connected with the generally lower level of penetration of these activities (download 30%, computer gaming 24%, visiting dating sites (8%) and gaming for money (7%). As we shall see, they are predominantly activities attracting younger men.

Some might expect dating sites to be far more visited than poker sites, but the main difference is a stronger appeal to men than to women, most clearly in gaming for money.

Claim 9: Age is more related to the specific kind of activity than to the medium.
(See Table 6 below)

There are significant and interesting variations due to age. It is generally assumed that younger people are using computers and the internet to a higher degree because they are more familiar with the use of computers and the internet from school, high school and university and to some extent also from the families. It is also often said that the young people use more hyper textual, interactive and multimodal features than older people, eventually also that they use a wider array of sites and sophisticated IT features.

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
<th>M = W</th>
</tr>
</thead>
<tbody>
<tr>
<td>To read news (not further specified)</td>
<td>89,3</td>
<td>m = w</td>
</tr>
<tr>
<td>To buy products etc.</td>
<td>85,6</td>
<td>m = w</td>
</tr>
<tr>
<td>To surf without pre-specified purpose</td>
<td>74,0</td>
<td>m = w</td>
</tr>
<tr>
<td>To participate in social networking</td>
<td>56,8</td>
<td></td>
</tr>
<tr>
<td>Requested of materials from archives and libraries</td>
<td>46,2</td>
<td>46 - 54</td>
</tr>
<tr>
<td>Download/streaming of music</td>
<td>29,5</td>
<td>60 - 40</td>
</tr>
<tr>
<td>Computergaming, online</td>
<td>24,2</td>
<td>m = w</td>
</tr>
<tr>
<td>Viewed net-art (e.g. images, poems, novels)</td>
<td>20,3</td>
<td>45 - 55</td>
</tr>
<tr>
<td>IP phone (skype)</td>
<td>19,9</td>
<td>52 - 48</td>
</tr>
<tr>
<td>Subscribed to maillists, RSS Feeds</td>
<td>19,2</td>
<td>62 - 38</td>
</tr>
<tr>
<td>Podcasts</td>
<td>16,9</td>
<td>58 - 42</td>
</tr>
<tr>
<td>Visited Dating sites</td>
<td>8,2</td>
<td>58 - 42</td>
</tr>
<tr>
<td>Gaming for money (poker)</td>
<td>7,7</td>
<td>71 - 29</td>
</tr>
</tbody>
</table>

more likely to play with people they know (68% vs. 56% for males), and men are more likely to play with strangers (41% vs. 33%) than women are. "The average social gamer is a 43-year-old woman".
On a very general level this is also confirmed in this survey, but we cannot tell whether these differences follow the digital native interpretation or are the result of persistent differences in the behavior of older versus younger generations. Anyway, the differences are more varied than one would expect from the general claim. Media usage varies due to age and service. Age is more related to the specific kind of activity than to the medium. We shall comment here on those variations which differ from a picture of a general, continuous decline with age.

a) declining with age:

For reading news the decline is steady over the age-groups, but still no less than 86% of those 60+ are using the net to read news. Even among 70+ 78% (out of 64 respondents) use the net for this purpose. Further studies are needed to identify differences in types of preferred news. For subscribers of feeds and mail lists the decline is stronger. While 32% 30+ (itself a small percentage) subscribe to such services this is the case only for 11.4 % of those 60+. For podcast the decline is less gradual jumping from 34% of the 20+ to 22% of the 30+ and then more gradually down to 10% of those 50++. It is not decidable whether the reason is that podcast took of rather recently, for instance while the 20+ were still in school, or whether in a long term perspective it will stay as a service more preferred among the younger, and more mobile, generations. For materials requested from libraries and archives the decline is a bit bumpy, but falling from 52.7% of those 20+ to 41.9% of those 60+. The 40+ are lowest; only 39% have used the service while 45% users among the 50+ thus leaving a weak indication of a valley pattern.

Bying products are highly popular in all age groups - ranging from 90.2% among the 20+ to 80% among the 60+. The uses of social networks are much more diversified. Among 20+ and 30+ there are 77-81 % users, falling to 57% among the 40+ and 7% among the 60+. The number of gamers are considerably lower, and the decline rate stops when aged 40+ (thereafter it is little below of 20%, while it is 40 % for 20+). The percentage of 60+ using social network services (SNS) is close to the percentage of gamers among 20+.

Use of dating sites is relatively stable for the age groups including 40+ (a little above 10%) and again stable for the 50+ and 60+ (a little above 5%).

Thus the decline over ages varies from a very low nearby non existent level to very high level.

For news and buying goods and services there is only a small decline over the ages. For two of the most popular activities, SNS and download the decline is remarkable. It may indicate that the younger generations are digital natives, while the older generations are immigrants, but it might also be an indication that socializing communication whatever the format, is more important for younger generations than for older generations. Differences in use in different age groups need further study.

b) High – Low – a little Higher: valley pattern.
A second pattern can be characterized as a valley-pattern, with higher percentages among the youngest and oldest age groups and lower percentages among some of the mid age groups. This is however only found in very weak forms, as a bumpy development from the 30++ to the 60++. Skyping and IP-phone is one example with 28% of the 20+ are and between 18 and 22% for all age groups from 30+. The 40+ are lowest but the differences are very small. Online access to libraries and archives, & net art, also depict a rising percentage of 60+ users compared to one or more of the younger groups. The tendency continues among the 70+ but the total number included is small. Net-art-sites are used by nearly 30% of those 20+, while only 15% of those 30+, and then raising again to 21% of those 50+ and 60+.

There is no clear evidence for the existence of a mountain pattern as was the case for the use of teletext (table 2, 2a). Still the patterns vary to a degree, which tell that age is in fact much more related to the specific activity than to the internet in general (cf. Claim 9). The variations also put
doubt on the general character of the E. Rogers ‘S-curve’ as the take up rates vary depending on the features.\textsuperscript{7}

It is interesting to see that some of the most hyped activities in recent years haven’t attracted that many people. Except for Facebook the most hyped activities have either been failures, low ranging or haven’t been domesticated yet. This includes Twittering, Skype (hyped in DK also because one of the Skype inventors, Janus Friis is Danish) podcasting (strongly supported by the highly influential Public Service channel DR), I-phone, dating, computer gaming, (heavily supported by the state as an area of professional development). At the time the I-pad was not yet marketed in Denmark.

Section 3: Usergenerated content (Q29, 31-32)

Claim 10: Social communication is more widespread than opinion oriented writings

In the survey the respondents were asked whether they have used various formats for user generated content, though we did not ask the respondents to separate private communication from professional communication.

In spite of the breakthrough of social media (see below) the result shows that e-mail is by far the most widespread format in all age groups for both men and women. E-mail is followed by chat and messaging, which are also formats primarily used among people who know each other relatively well.

Since the respondents might have included professional activities, the figures for user generated content produced by amateurs and citizens are even lower than the following tables show.

However the use of internet at home is more widespread than use at work which may reflect that use for individually and personally defined purposes prevail even if work from home is growing (Table 4, Q 22).

The table confirms that social communication is much more widespread than opinion oriented writings.

Claim 11: The number of active content producers is low, men are slightly more active.

Men are slightly more active than women. E-mail and blogging seems to appeal equally to men and women (topics, genres and style not considered), while posting and publishing messages, and having your own website appeals to more men than women. More women than men are chatting, and sending messages to radio and television programs, while a few more men than women tend to publish photos and videos. The most significant differences are found in posting of messages, (M-W: 63-37) having a web page (M-W: 60-40) and participation on dr.dk (M-W: 70-30).

We have not looked in to the themes and type of blogs. See below for further analysis of chat and discussion forums on dr.dk

\textsuperscript{7} Rogers, E. (1962) presented the S-curve as a general pattern for the spread of ‘innovations’, categorizing the process as steps leading from 1) the innovators, 2) a few early adopters, 3) early majority, 4) late majority, and 5) laggards.
Table 7: User generated content. Percentages of the whole population of internet users and gender distribution. N = 1690 - 1693

<table>
<thead>
<tr>
<th>Activity</th>
<th>%</th>
<th>% M = W</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td>86.7</td>
<td>50 - 50</td>
</tr>
<tr>
<td>Chat (on Messenger, Facebook, Jabber...)</td>
<td>48.7</td>
<td>46 - 54</td>
</tr>
<tr>
<td>Published photos or videos</td>
<td>29.7</td>
<td>54 - 46</td>
</tr>
<tr>
<td>Send phone or text messages to radio/Television programs</td>
<td>24.9</td>
<td>43 - 57</td>
</tr>
<tr>
<td>Posted a message (post, question, discussion)</td>
<td>21.3</td>
<td>63 - 37</td>
</tr>
<tr>
<td>Have my own web page</td>
<td>13.5</td>
<td>60 - 40</td>
</tr>
<tr>
<td>Written on my own blog or commented on other blogs</td>
<td>10.4</td>
<td>m = w</td>
</tr>
<tr>
<td>Participated in discussion or chat forum on the dr.dk</td>
<td>9.2</td>
<td>70 - 30</td>
</tr>
<tr>
<td>None of these</td>
<td>8.2</td>
<td>46 - 54</td>
</tr>
</tbody>
</table>

Claim 12: Younger generations are more active creating content than older generations. (Table 8)

Table 8: User generated content. % within age groups. N = 1595

<table>
<thead>
<tr>
<th>Activity</th>
<th>20-30</th>
<th>30-40</th>
<th>40-50</th>
<th>50-60</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mail</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chat</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photos/videos</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Posted text</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phone-in</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blog posts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Own web page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participated on dr.dk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

N = 205 320 331 379 360
While email is for everybody most other sorts of user generated content is for a more limited group of primarily younger users, among them relatively close to the ‘power distribution law’ (20-80)\textsuperscript{8}.

Except for chat there is a relatively small decline over the age groups. None of the activities follow the valley curve, which appeared in the broader use of internet services (Table 6, Q 27). For Phone-in to television programs and chat on dr.dk there is a very small mountain curve with the highest percentage among the 30+. A mountain curve was also found for teletext as a result of mid aged respondents preferences.

The often flat decline rates show that the younger generations are not that much more active on the internet than older generations. The differences between age groups are more likely to reflect that younger generations can be considered more active than older generations rather than a manifestation of a digital divide between age groups. However since there are no valleys and only few mountains the decline in creating content may give a hint that the younger generations are more likely to articulate themselves on the net.

<table>
<thead>
<tr>
<th>Table 8a: User generated content. Percentages within age groups. N = 1690</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td>E-mail</td>
</tr>
<tr>
<td>Chat (on messenger, facebook, jubil...)</td>
</tr>
<tr>
<td>Published photos or videos</td>
</tr>
<tr>
<td>Send phone or text messages to Radio/Television programs</td>
</tr>
<tr>
<td>Posted a text (post, question, discussion)</td>
</tr>
<tr>
<td>Have my own web page</td>
</tr>
<tr>
<td>Written on my own blog or commented on other blogs</td>
</tr>
<tr>
<td>Participated in discussion or chatforum on the dr.dk</td>
</tr>
<tr>
<td>None of these</td>
</tr>
</tbody>
</table>

\textsuperscript{8} The 80-20% rule of thumb is also called a power law of distribution or the Pareto Principle (20% in a group will produce 80% of the activity), which seem to be valid in a huge variety of biological, social and cultural matters. For internet participation some evidence is found in a study of radical Jihadist forums in 2005 which found that 87% of users had never posted on the forums, 13% had posted at least once, 5% had posted 50 or more times, and only 1% had posted 500 or more times (Awan, A. N. 2007). A similar observation is found in van Dijck 2009 criticizing the concept ‘user-generated content’ (compare also our figures).}

Still the percentages of active content producers even within the younger generations are low except for e-mail, chat and photo/video publishing. Having ones own webpage seems to be nearby as popular among the 60+ (11%) as among the 20+ (16%). It might be an indication that having a personal webpage is not that important today.
The strongest indication for a digital native interpretation is that the number of non-users increases with age. This, however, might also be a result of an increasing level of education (the rise from 7 to 9 year in primary school attendance and an increase in percentages of people with further education).

Finally we asked to the knowledge and use of a broad specter of social networking sites, including popular sites for classified ads and second hand products.

Claim 13: Next to Facebook there is huge variety of popular sites, though less known.
Facebook is by far the most known and most used of these sites. ‘Den blå avis’ is originally known as printed classified add weekly, distributed all over the country since 1981 and well known in the pre-internet era. It is now a combined print and online outlet bought by eBay in 2008. While ‘den blå avis’ is the popular mass market for classified ads, Trendsales is more specialized and trendier second-hand outlet mainly used by younger women and without an offline version. I-form is one of the most popular combined website and print magazine for modern ‘active women’ as they claim, and comes in both a Danish and Swedish edition.

Although there are some differences the most known sites are also among the most used. ‘Den blå avis’ is an exception, probably because it is known independently of and prior to the internet. Also for MySpace and Twitter there is a discrepancy between knowledge and use. MySpace came to Denmark before Facebook (and therefore is still known) but had lost its grip in 2009. Among the less known sites LinkedIn has a relatively high percentage of users compared to knowledge of the service. More than one out three who knows LinkedIn is also a user, while only one out seven who know the photo service Flickr is also using the service. After some years relatively stagnation LinkedIn has had an increase in the number of users since 2009. It is now calculated to be around 8% of the population.9

In the case of Twitter it is not to decide whether it is heading toward a breakthrough or turn into a failure in Denmark similarly to the story of Second Life. More recent estimates demonstrate stagnation at a very low level (20.000 twitters half of them with less than ten updates). The users are also estimated to be younger in 2010 than in 2009.10

The very low level use of Twitter might indicate a specific Danish state of art. In an American survey performed early 2010 knowledge of Twitter has risen from 5% in 2008 to 87% in 2010 while in 2010 7% US-Americans use Twitter.11 The majority of those (2/3) use Twitter via their mobile device. A small majority of the US-users (51%) also say they follow companies, brands or products on social networks. In the Danish survey conducted half a year before the American only 21% know about Twitter while used only by less than 1%. This might indicate a delay in the uptake, but newer data says that Twitter still has only a very limited number of users and many of those are only active in a short period.12 The most popular twitter in Denmark, the high ranked professional tennis player Caroline Wozniacki have approx. 80.000 followers and the medium seem to develop as a quasi personalized service for a few media star-fans and top-politicians. Half of the total number of tweets

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9 Lund, J. 2009. Danish Facts...
10 Ibid.
11 Edison Research and Arbitron (2010)
12 In March 2010 the number of twitter users in Denmark is said to have passed 20.000 (still less than 1%). Source: Overskrift.dk (2010). According to overskrift.dk the figures have raised as of January 2011, but still far from a breakthrough. There are now 28.000 twitters with a profile. http://blog.overskrift.dk/2011/02/21/blogosf%C3%A6r-en-danske-sociale-netv%C3%A6rk-2010/
are generated by only 400 users, most of them actually being professionals (in sports, entertainment or politics, media outlets and other tweeting machines) using twitter to communicate directly to fans and supporters.

According to another study performed in 2011 (Lomborg, 2011) there is a small twitter community using twitter as conversational platform in Denmark. Whether these groups will stay in the periphery or will obtain a status of early adapters is not yet to decide. The lacking breakthrough so far, however, cannot be explained simply as a delay due to lacking knowledge.\(^{13}\)

A possible reason for failure might be that twitter to some extent competes with the since-long widespread use of texting in Denmark, especially as a medium for interpersonal peer-communication.

**Claim 14: Gender matters in the choice of social networking sites and popular services**

The major differences between men and women are stereotypical. The most significant ratio is found in the use of Trendsales (M-W: 10-90). Women also outnumber men in the use of Facebook (but not in knowing of), twittering (M-W: 33-67 but in this case with very low and insignificant number in total), MSN, and I-form, while more men than women use MySpace, LinkedIn, YouTube, Flickr, Music services, ‘den blå avis’ and Wikipedia. There are no equals and the ratios range from (M-W: 45-55) to the above mentioned (10-90).

<table>
<thead>
<tr>
<th>Site</th>
<th>Know %</th>
<th>Regular Use</th>
<th>Most used</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>86,1</td>
<td>52,1</td>
<td>(1)</td>
</tr>
<tr>
<td>Den Blå avis</td>
<td>80,0</td>
<td>26,5</td>
<td>(4)</td>
</tr>
<tr>
<td>YouTube</td>
<td>77,9</td>
<td>39,9</td>
<td>(2)</td>
</tr>
<tr>
<td>MSN</td>
<td>65,0</td>
<td>25,4</td>
<td>(5)</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>58,8</td>
<td>33,7</td>
<td>(3)</td>
</tr>
<tr>
<td>Myspace</td>
<td>38,9</td>
<td>4,2</td>
<td>(11)</td>
</tr>
<tr>
<td>Music services (last.fm, itunes, - pirate sites)</td>
<td>27,2</td>
<td>10,7</td>
<td>(7)</td>
</tr>
<tr>
<td>Itorm</td>
<td>26,6</td>
<td>7,6</td>
<td>(8)</td>
</tr>
<tr>
<td>Trendsales</td>
<td>24,5</td>
<td>5,5</td>
<td>(10)</td>
</tr>
<tr>
<td>Twitter</td>
<td>21,9</td>
<td>0,9</td>
<td>(13)</td>
</tr>
<tr>
<td>Linkedin</td>
<td>16,1</td>
<td>6,1</td>
<td>(9)</td>
</tr>
<tr>
<td>Flickr</td>
<td>13,1</td>
<td>1,9</td>
<td>(12)</td>
</tr>
<tr>
<td>None of these</td>
<td>2,8</td>
<td>17,5</td>
<td>(6)</td>
</tr>
</tbody>
</table>

\(^{13}\) Twitter is used in several ways in US: as info-service, about specific themes, as fan-service, as event sharing service (news), as social conversation – and mixtures, in DK: it is mainly used as a fan service, as event-sharing (peaks), and in a small scale also to social conversation.
Table 10: Social network sites and popular services. (*know of* and *regular use*).  
Gender distribution. N = 1710

<table>
<thead>
<tr>
<th>Service</th>
<th>Know M/W</th>
<th>Use M/W</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>50/50 m = w</td>
<td>45/55 w</td>
</tr>
<tr>
<td>Den Blå avis</td>
<td>50/50 m = w</td>
<td>54/46 m</td>
</tr>
<tr>
<td>YouTube</td>
<td>52/48 m</td>
<td>62/38 m</td>
</tr>
<tr>
<td>MSN</td>
<td>52/48 m</td>
<td>45/55 w</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>55/45 m</td>
<td>57/43 m</td>
</tr>
<tr>
<td>Myspace</td>
<td>57/43 m</td>
<td>62/38 m</td>
</tr>
<tr>
<td>Music services (last.fm, Itunes, - pirate sites)</td>
<td>62/38 m</td>
<td>62/38 m</td>
</tr>
<tr>
<td>Itform</td>
<td>40/60 w</td>
<td>27/73 w</td>
</tr>
<tr>
<td>Trendsales</td>
<td>31/69 w</td>
<td>10/90 w</td>
</tr>
<tr>
<td>Twitter</td>
<td>60/40 m</td>
<td>33/67 w</td>
</tr>
<tr>
<td>Linkedin</td>
<td>57/43 m</td>
<td>57/43 m</td>
</tr>
<tr>
<td>Flickr</td>
<td>70/30 m</td>
<td>64/36 m</td>
</tr>
<tr>
<td>None of these</td>
<td>42/58 w</td>
<td>45/55 w</td>
</tr>
</tbody>
</table>

Claim 15: Age matters in some cases. ([Table 11](#))

Table 11: Social network sites and (free) popular services, (regular use).  
Age distribution percentage. N = 1710

<table>
<thead>
<tr>
<th>Service</th>
<th>18-19</th>
<th>20-29</th>
<th>30-39</th>
<th>40-49</th>
<th>50-59</th>
<th>60-69</th>
<th>70-74</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>77</td>
<td>74</td>
<td>70</td>
<td>49</td>
<td>47</td>
<td>34</td>
<td>30</td>
<td>52</td>
</tr>
<tr>
<td>Myspace</td>
<td>3</td>
<td>12</td>
<td>6</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Twitter</td>
<td>0</td>
<td>1.5</td>
<td>0.9</td>
<td>0.6</td>
<td>1.3</td>
<td>0.6</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>MSN</td>
<td>68</td>
<td>36</td>
<td>29</td>
<td>23</td>
<td>22</td>
<td>20</td>
<td>13</td>
<td>25</td>
</tr>
<tr>
<td>Linkedin</td>
<td>0</td>
<td>11</td>
<td>11</td>
<td>9</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>YouTube</td>
<td>97</td>
<td>63</td>
<td>52</td>
<td>40</td>
<td>32</td>
<td>22</td>
<td>24</td>
<td>40</td>
</tr>
<tr>
<td>Albino...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Flickr</td>
<td>0</td>
<td>4</td>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Last.fm, Itunes</td>
<td>33</td>
<td>22</td>
<td>16</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>11</td>
</tr>
<tr>
<td>Trendsales</td>
<td>13</td>
<td>13</td>
<td>8</td>
<td>6</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>6</td>
</tr>
<tr>
<td>Bli Avis</td>
<td>3</td>
<td>28</td>
<td>32</td>
<td>33</td>
<td>28</td>
<td>26</td>
<td>22</td>
<td>29</td>
</tr>
<tr>
<td>Itform</td>
<td>16</td>
<td>8</td>
<td>11</td>
<td>9</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>74</td>
<td>59</td>
<td>34</td>
<td>30</td>
<td>30</td>
<td>24</td>
<td>23</td>
<td>34</td>
</tr>
<tr>
<td>None of...</td>
<td>n/a</td>
<td>2</td>
<td>7</td>
<td>18</td>
<td>28</td>
<td>38</td>
<td>7</td>
<td>18</td>
</tr>
</tbody>
</table>
The three most popular sites, Facebook, YouTube and Wikipedia, are the most popular in all age groups (as with some services, cf. table 6, p 21: (text p. 19). MSN is the fourth most used among the younger generations until the age of 30. For 30+ number four is “den blå avis” even passing Wikipedia among the 40+ and also passing YouTube among 60+ thus becoming the second most used site in this group. Trendsales is primarily for women between 18 and 30.

Facebook is the only service, which is used by more than 50% in total, but YouTube comes close with 40% and Wikipedia with 34%.

There are no valleys, but ‘den blå avis’ and ‘Iform’, services, which are strongly rooted offline tend to follow the mountain-curve. It is also worth to note, that there is no rise in the percentages from 50+ to 60+ as was seen for some media and services in the general media and internet use patterns (table 2 (television, newspapers, books), table 6 (netart)) and a small rise only for radio.
Section 4: Q 28 Favorite websites - The long tail.

In the survey the respondents were asked to mention their most preferred websites (max. 5). 1165 of the 1709 respondents answered the question (68%). Altogether 4516 sites were mentioned of which 1223 were unique. A few of the unique sites were, however, generic, as for instance “newspapers” without further specification.\textsuperscript{14}

Claim 16: The "head" is overwhelmingly Danish, dominated by Facebook, national mass media websites and Google.

Facebook was by far the most popular site mentioned by more than 30% of those who answered the question. This is 50% more than those who mention no. 2, dr.dk (National Danish Broadcast Corp on the net).

More than a half of the 1165 respondents (650) mention one or another of the national media (print and electronic media) and a good part mention two or more news sites. Six among the ten most popular sites are news sites driven by national mass media. One is generic (mail sites) one is the national weather institute and the last is Google (including both .com and .dk references). Eight sites only are mentioned by more than 100 respondents, and only 48 sites by at least ten respondents.

The head is made up of Facebook and the major printed and electronic National News Media. With the internet, the National Weather Institute (DMI) has gained its own public and popular position, while the Institute formerly had to broadcast the weather reports via the mass media.

The national profile of the head is overwhelming. US-owned Facebook, MSN and Google are also to be counted as primarily Danish in respect to language and Facebook and MSN also in respect to use.\textsuperscript{15} Wikipedia, YouTube, Yahoo and Amazon are the only non-Danish sites among the top 50. The Danish wikipedia is rudimentary and 20 of the 22 references are made to wikipedia.org.

Among public institutions are only the public service media (DR and TV2) and the libraries in top 50. Nobody would probably mention the national tax office as a favorite, even if Danes in general accept high taxation for well fare services, but as for home banking a great part of the population uses web based transactions as the sole or main contact to the tax-office. A number of public institutions though appear in the long tail (municipalities, universities, educational institutions).

The most significant result however seems to be the length and strength of the long tail: while 48 sites is mentioned by ten or more respondents, more than 95% of the sites are mentioned by less than ten respondents. 935 sites are mentioned only once, which means that 4 out of 5 respondents (935 of 1165) mention at least one site not mentioned by any other respondent. Further 120 sites are

\textsuperscript{14} The following sites have been aggregated in generic terms: \textbf{Net Bank}. (including individually named banks or bank branch, 'home banking', 'bank', 'web bank', etc..References to Danske Bank are listed separately. \textbf{Public Libraries}: Including local library sites, the national portal, and bibliotek.dk. \textbf{DR-regions} include regional PSB radio channels. \textbf{Football Clubs} include both club-site and fan-site. \textbf{Mail}: Include mail services, webmail, and mail-software. \textbf{MSN}: include Microsoft’s Messenger program in a variety of forms: Messenger, MSK MNS. \textbf{Online news media}: Include online editions of offline media and unspecified news-sites. \textbf{Net only news media} include news services which can be identified as such. \textbf{Travel sites}: include a variety of such sites. \textbf{Weather}: include references to "weather", "weather forecast", DR-weather forecast, TV2 Weather forecast, but exclude DMI (National Weather Forecast Institute) which is listed separately.

\textsuperscript{15} The national horizon of Google is both the result of user habits and of Google’s politics. Google offer a national version (google.dk) based on your IP-address as default even if you go for google.com. The national bias is reinforced by the inclusion of your search history in the ranking of the findings, you are provided.
mentioned only twice, which means that 1055 of 1223 sites (86%) are only mentioned by one or two respondents.

Services like Facebook and the mass media websites can be considered as mass media due to the daily reach of a national audience, but the result show that the internet as a whole does not function as a mass medium, even if some sites may belong to this category.
Claim 17: The long tail indicates high degree of use due to specialized and individualized needs

For most people the internet is also a medium allowing a strongly specialized and/or individualized communication space and information resource. A main reason is that internet use can be tailored to individual needs in a degree which is incomparable to other media.

This also makes clear that the internet contrary to other media are also valuable for society because it allows for a much wider and more differentiated set of mechanisms to produce, circulate and consume symbolic content as well as a all sorts of goods. The number of readers, viewers and listeners are one of the main parameters for measuring the impact of old mass media. The many sites on the internet each with very few visitors in an aggregate perspective may be as valuable as the chosen few sites with enormous amounts of visitors. In the extreme one may argue that the number of people visiting a search engine-site like Google, or even Facebook or dr.dk is much less significant, and may not mobilize as much or as influential knowledge, information or entertainment as the huge number of sites each having only few visitors. The commercial mass media paradigm of number of visitors is not as relevant as it was in the media matrix of 20th century.

The case of Facebook is of special interest, as it is basically organized around personal relationships, while the widespread use make it a kind of shared public medium, which can be referred to as known to everybody, a new kind of imagined community, (Anderson, 1983). At the same time it also serves as a semipublic viral medium which reaches beyond the various friends-circles both because of the intersection of these circles, because of the ever flourishing group- and issue pages, and because the mass media constantly follow politicians and other publicly known peoples open Facebook sites.
Section 5: Transnational use (Q 33-36)

The internet is often seen as a globalizing medium or as a medium which opens for transnational communication and consumption as it allows the individual to chose transnational sources and services and communities. With the high penetration rate of digital media in Denmark and with English as the dominating second language it should be possible to trace to which extent these expectations hold.

The respondents were asked (Q 33-34) how often they use news-sources, information on personal interests and hobbies, information related to work etc. in foreign languages as for instance CNN, BBC, Google News, Al Jazeera, Indymedia.

They were also asked whether they bought goods or sought information about goods, took part in online debates, games or other sorts of communities.

They were asked whether they are used to read in English and whether they have family relations, work relations or lived abroad in longer periods (three months or more). (Q 35-36)

The number of frequent users (daily and weekly) is lower than both the number of occasionally users and those who never use foreign language sites for all the services we asked to.

Claim 18: The national horizon is strong except for ‘Searching’ info about and ‘Buying goods’

The slightly lower number of work-related info-users indicates that professional activities are not a main driver. More important is general news and most important are personal interests, which is consistent with the general assumption that civic individual needs are a main driver of internet use also for transnational use.

<table>
<thead>
<tr>
<th></th>
<th>Frequently use</th>
<th>Occasional use</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Daily + Weekly</td>
<td>Monthly or less</td>
<td></td>
</tr>
<tr>
<td>Read News</td>
<td>22</td>
<td>35</td>
<td>42</td>
</tr>
<tr>
<td>Info on personal interest, hobbies</td>
<td>26</td>
<td>35</td>
<td>38</td>
</tr>
<tr>
<td>Work related info</td>
<td>20</td>
<td>26</td>
<td>53</td>
</tr>
<tr>
<td>Searching info about and Buying goods</td>
<td>19</td>
<td>46</td>
<td>34</td>
</tr>
<tr>
<td>Participate in discussions</td>
<td>6</td>
<td>18</td>
<td>76</td>
</tr>
<tr>
<td>Games and communities</td>
<td>11</td>
<td>16</td>
<td>72</td>
</tr>
</tbody>
</table>

Note: The total number of “non-Western” immigrants in Denmark is 4-6% of the population. The total number of all immigrants and descendants (1 and 2 gen.) is stipulated to be 10%. Source: Ministeriet for Flygtninge, Indvandrere og Integration (immigrant Authorities) (2010)

The relatively low numbers for all categories however show that the national horizon is strong, and rooted in the heads and practices of people and not simply a consequence of lack of accessibility.
The strength of the national horizon is also manifested in the figures for participation in discussions and game/communities. The most dominant groups are the respondents who never participate in discussions on foreign language and the group who never participate in foreign language online games or other sorts of communities. The figures for searching and buying products on the other hand show the lowest number of “never does that”.

The primary barrier is not language in so far 55% of the male respondents and 40% of the female respondents read a foreign language regularly, while only half as many use foreign pages on the internet (Q 39). The barrier is more likely to be a matter of preferences for shared references and knowledge of contextual cues.

Claim 19: Men are more transnational oriented than women. There are significant differences between men and women. Men are more frequent users of all the services, though there are not that many male weekly users of games and communities.

<table>
<thead>
<tr>
<th>Men/women</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read News</td>
<td>69/31</td>
<td>68/32</td>
<td>59/41</td>
<td>47/53</td>
<td>38/32</td>
</tr>
<tr>
<td>Info on personal interest, Hobbies</td>
<td>81/19</td>
<td>66/34</td>
<td>49/51</td>
<td>44/56</td>
<td>36/64</td>
</tr>
<tr>
<td>Work related info</td>
<td>70/30</td>
<td>62/38</td>
<td>54/46</td>
<td>53/47</td>
<td>41/59</td>
</tr>
<tr>
<td>Searching info about and Buying goods</td>
<td>82/18</td>
<td>67/33</td>
<td>57/43</td>
<td>43/57</td>
<td>36/64</td>
</tr>
<tr>
<td>Participate in discussions</td>
<td>81/19</td>
<td>82/18</td>
<td>70/30</td>
<td>62/38</td>
<td>43/57</td>
</tr>
<tr>
<td>Games and communities</td>
<td>72/28</td>
<td>54/46</td>
<td>59/41</td>
<td>61/39</td>
<td>44/56</td>
</tr>
</tbody>
</table>

Age

The number of readers of foreign language news sites does not vary much due to age, except for the higher rate among the 20+. It may seem surprising that the number of 50++ daily readers are slightly higher than the number of 30+ and 40+ daily readers (valley pattern). This pattern reverses the pattern of teletext and, with a higher or lower frequency among the mid age groups.

There are as many regular users of news among the 60+ as among other groups except the 20+. Even if the number of daily readers (in %) among the 60+ is higher than the 30+ and 40+, the group is also on the top of those who never read foreign language news sites. Remember the total number reading news in foreign languages is 23% of all respondents.
The pattern for personal interests and hobbies is more as expected. The highest number of frequent users are the 20+ and lowest the 60+. The pattern is fairly the same for the age groups in between (approx 25% frequent users.)

The rate of frequent use of work related foreign language websites is lower than the use for private interests. The very high rate of 60+ who never use such sites reflect that a great number within the age group has left the labour market.

Table 16: Transnational use. Activities in foreign languages, Age N = 1582

<table>
<thead>
<tr>
<th></th>
<th>Read News</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>20+</td>
<td>30+</td>
<td>40+</td>
<td>50+</td>
</tr>
<tr>
<td>Daily</td>
<td>11.2</td>
<td>7.2</td>
<td>7.3</td>
<td>9.7</td>
<td>8.4</td>
</tr>
<tr>
<td>Weekly</td>
<td>13.6</td>
<td>14.2</td>
<td>13</td>
<td>12.9</td>
<td>11.2</td>
</tr>
<tr>
<td>Monthly</td>
<td>13.6</td>
<td>12.9</td>
<td>11.5</td>
<td>10.2</td>
<td>5.6</td>
</tr>
<tr>
<td>Seldom</td>
<td>32.5</td>
<td>26.4</td>
<td>24.5</td>
<td>26.1</td>
<td>19.7</td>
</tr>
<tr>
<td>Never</td>
<td>29.1</td>
<td>39.3</td>
<td>43.8</td>
<td>41</td>
<td>55.1</td>
</tr>
</tbody>
</table>

Table 17: Transnational usage for personal interests and hobbies N = 1577

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20+</td>
<td>30+</td>
<td>40+</td>
<td>50+</td>
<td>60+</td>
</tr>
<tr>
<td>Daily</td>
<td>17</td>
<td>8.8</td>
<td>9.1</td>
<td>7.6</td>
<td>4.2</td>
</tr>
<tr>
<td>Weekly</td>
<td>22.3</td>
<td>16.4</td>
<td>15.5</td>
<td>17.2</td>
<td>13.1</td>
</tr>
<tr>
<td>Monthly</td>
<td>18.4</td>
<td>18</td>
<td>14.3</td>
<td>13.6</td>
<td>12.8</td>
</tr>
<tr>
<td>Seldom</td>
<td>21.4</td>
<td>28.1</td>
<td>24</td>
<td>20.4</td>
<td>14.8</td>
</tr>
<tr>
<td>Never</td>
<td>20.9</td>
<td>28.7</td>
<td>37.1</td>
<td>41.1</td>
<td>55.3</td>
</tr>
</tbody>
</table>

Table 18: Foreign language related to work N = 1570

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20+</td>
<td>30+</td>
<td>40+</td>
<td>50+</td>
<td>60+</td>
</tr>
<tr>
<td>Daily</td>
<td>11.4</td>
<td>9</td>
<td>7.6</td>
<td>9.7</td>
<td>2.5</td>
</tr>
<tr>
<td>Weekly</td>
<td>21.3</td>
<td>16.3</td>
<td>12.2</td>
<td>11.9</td>
<td>5.3</td>
</tr>
<tr>
<td>Monthly</td>
<td>15.3</td>
<td>12.2</td>
<td>11.6</td>
<td>8.1</td>
<td>3.4</td>
</tr>
<tr>
<td>Seldom</td>
<td>20.8</td>
<td>20.2</td>
<td>18.3</td>
<td>18.9</td>
<td>9.2</td>
</tr>
<tr>
<td>Never</td>
<td>31.2</td>
<td>42.3</td>
<td>50.3</td>
<td>51.4</td>
<td>79.6</td>
</tr>
</tbody>
</table>
About one half of the 20+ and 30+ searches or buys good on the net either daily, weekly or more likely monthly, while the 40% of those 40+ and 35% of those 50+ and only 27% of those 60+ use the net for searching and buying goods.

<table>
<thead>
<tr>
<th></th>
<th>20+</th>
<th>30+</th>
<th>40+</th>
<th>50+</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>9.8</td>
<td>5.1</td>
<td>4.8</td>
<td>4.3</td>
<td>2.2</td>
</tr>
<tr>
<td>Weekly</td>
<td>17.1</td>
<td>16.8</td>
<td>13.6</td>
<td>12</td>
<td>9.7</td>
</tr>
<tr>
<td>Monthly</td>
<td>31.7</td>
<td>26.9</td>
<td>20.9</td>
<td>19.4</td>
<td>15</td>
</tr>
<tr>
<td>Seldom</td>
<td>27.3</td>
<td>24.7</td>
<td>27.3</td>
<td>28</td>
<td>22</td>
</tr>
<tr>
<td>Never</td>
<td>14.1</td>
<td>26.6</td>
<td>33.3</td>
<td>36.7</td>
<td>51</td>
</tr>
</tbody>
</table>

To articulate oneself in a foreign language seems to be a huge barrier. Even among the younger generations a huge majority of 78% have never or only seldom done so.

Again students in the 20’s (and among them mainly men) seem to be the most active participants in discussions.¹⁶

The youngest generation/cohort are gamers and using communities to a much higher degree than older generations, there are only minor differences among the 30++ though gradually declining.

A majority of 20+ are active in these areas while a huge majority of older cohorts never participate.

Reading foreign languages regularly varies much with the younger generation in the top (85% reads regularly) and with gradually falling rates among the older generations – for 60+: 35 %.

We do not know whether the various age groups use the same measurement for their answers though.

¹⁶ A great part of the 20+ are still students in Denmark.
Note on TV-meter and Gemius.
Some of the findings differ from various other sources, primarily Gemius-based data provided by the Danish Association of Internet media, FDIM and TV-meter data measuring television usage. In both cases data are obtained via automatically registering usages of radio, television, computer and internet.

While our survey is based on what people say they do, Gemius data (On internet) and TV-meter (on Television) are based on the use of the mechanical registration. The main differences relate to:

Table 1: FDIM-Gemius has a higher percentage of MP3-users.
Table 2: TV-meter has lower figures for use of Television and Teletext
Table 5: FDIM-Gemius does not give significant figures for requesting materials from libraries and similar activities.
Table 10: Gemius gives a higher rate of men using Trendsales. (24-75 for M/W)
Table 11: Gemius: ‘den blå avis’ also outperform Wikipedia among younger generations. While Gemius data are within a given month we did not specify any particular period.
Table 12 Gemius: Google is used by 88% of the internet users; Facebook, 68%; YouTube, 47%

<table>
<thead>
<tr>
<th></th>
<th>20+</th>
<th>30+</th>
<th>40+</th>
<th>50+</th>
<th>60+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily</td>
<td>11,4</td>
<td>4,1</td>
<td>3,9</td>
<td>3,5</td>
<td>0,6</td>
</tr>
<tr>
<td>Weekly</td>
<td>12,9</td>
<td>6,9</td>
<td>3,9</td>
<td>3,8</td>
<td>3,6</td>
</tr>
<tr>
<td>Monthly</td>
<td>7,5</td>
<td>8,2</td>
<td>4,5</td>
<td>2,2</td>
<td>2,5</td>
</tr>
<tr>
<td>Seldom</td>
<td>21,4</td>
<td>15,8</td>
<td>10,3</td>
<td>10,6</td>
<td>5,9</td>
</tr>
<tr>
<td>Never</td>
<td>46,8</td>
<td>65</td>
<td>77,3</td>
<td>79,9</td>
<td>87,4</td>
</tr>
</tbody>
</table>
References


Greens Analyseinstitut & Børsen. Phone interviews with 1060 respondents 18+, 28.2-2.3 2011. Quoted in Børsen 8.3 2011.


Lom


Rogers, E. 1962 (and later reprints). *Diffusion of Innovations*.


Visited 28 October 2011
Medieforbrug

Tak, fordi du vil deltage. Indledningsvist kommer en række spørgsmål om dit forbrug af forskellige medier.

1. **(Single)** Hvilke af følgende medier anvender du?

Hvor ofte anvender du følgende medier? Sæt gerne flere kryds)

<table>
<thead>
<tr>
<th>Medier</th>
<th>Dagligt</th>
<th>Ugentligt</th>
<th>Månedlig</th>
<th>Sjældner</th>
<th>Aldrig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aviser</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blade / magasiner</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bøger</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tekst-tv</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobiltelefon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MP3 / I-pod</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

10. **(Multipel)** Hvad er vigtigt for dig at blive holdt ajour med? (sæt kryds ved alle, der er vigtige)

Hvilke af følgende områder er vigtige for dig at blive holdt opdateret med? Sæt gerne flere kryds

**<Svaralternativernes rækkefølge randomiseres>**

Vejret  .................................................................

Danske nyheder ...........................................................
Internationale nyheder .......................................................... □
Sport .................................................................................. □
Miljø / klima .................................................................. □
Nyheder om de kendte ...................................................... □
Lokalstof ......................................................................... □
Sundhed ........................................................................... □
Vennernes gøren og laden ............................................. □
Livsstil ............................................................................. □
Musik ............................................................................... □
Kunst (f.eks. film, litteratur, teater, dans)........................ □
Ingen af de nævnte <Udelukker andre svarmuligheder> □
Ved ikke <Udelukker andre svarmuligheder> □

11. (Multipel) Hvilke medier bruger du til at følge med i nyhederne?

<table>
<thead>
<tr>
<th>Aviser</th>
<th>Blade / magasiner</th>
<th>Bøger</th>
<th>Radio</th>
<th>TV</th>
<th>Tekst-tv</th>
<th>Internet</th>
<th>Mobiltelefon</th>
<th>MP3</th>
<th>- I-pod</th>
</tr>
</thead>
</table>

12. (Multipel) Hvilke medier bruger du til at finde information om kulturelle tilbud, fritidsaktiviteter (fx biograf, teater, musik, sport, personlige interesser og hobbies mv.)?

<table>
<thead>
<tr>
<th>Aviser</th>
<th>Blade / magasiner</th>
<th>Bøger</th>
<th>Radio</th>
<th>TV</th>
<th>Tekst-tv</th>
<th>Internet</th>
<th>Mobiltelefon</th>
<th>MP3</th>
<th>- I-pod</th>
</tr>
</thead>
</table>

13. (Multipel) 14.
Hvilke medier bruger du til at slappe af/lade dig underholde

| Aviser | Blade / magasiner | Bøger | Radio | TV | Tekst-tv | Internet | Mobiltelefon | MP3 | - I-pod |
15. **(Single)** Hvor vigtige er følgende kilder til at holde dig orienteret om politik og samfundsspørgsmål?

**<Udsagnsrækkefølgen randomiseres>**

<table>
<thead>
<tr>
<th>Kilde</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10 – Meget vigtig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internettet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landsdækkende tv-kanaler</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lokale eller regionale tv-kanaler</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landsdækkende avis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lokale avis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Landsdækkende radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Lokal- eller regionalradio</td>
<td></td>
<td></td>
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<td></td>
<td></td>
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</tr>
</tbody>
</table>

**Brug af nye medier**

Nu vil vi stille dig en række spørgsmål om de såkaldt "nye medier", især Internettet men også mobiltelefoni, GPS og lignende.

22. **(Single)** Hvor og hvor ofte anvender du internettet?

**<Udsagnsrækkefølgen randomiseres>**

<table>
<thead>
<tr>
<th>Lokalitet</th>
<th>Dagligt</th>
<th>Ugentligt</th>
<th>Månedligt</th>
<th>Sjældner</th>
<th>Aldrig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hjemme (via computer)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arbejdsplads/uddannelsessted (via computer)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offentlige steder (bibliotek, internetcafe mv.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Via mobiltelefon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Via mobilt modem (fx 3, Telia mv.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
27.  
(Multipel) Hvilke af følgende ting har du brugt Internettet til inden for det seneste år? Sæt gerne flere kryds.

(Svaralternativerne rækkefølge randomiseres)

Læst nyheder ................................................................. ☐
Abonneret på mail-lister, RSS-feeds e.l. ___________________________ ☐
Hentet podcasts (lydbøger, programmer) ..................................... ☐
Søgt eller bestilt materialer fra arkiver og biblioteker ...................... ☐
Købt varer, rejser eller tjenester .............................................. ☐
Deltaget i sociale netværk såsom Facebook, MySpace og Twitter .... ☐
Spillet computerspil såsom World of Warcraft, Backgammon o.l. ........ ☐
Spillet pengespil, f.eks. poker .................................................. ☐
Anvendt datingsider .............................................................. ☐
Telefoneret (f.eks. via Skype) ..................................................... ☐
Hentet eller delt filer (f.eks. musik og film) .................................. ☐
Set på netkunst (f.eks. billeder, digte eller litteratur online) .............. ☐
Surfet rundt uden egentligt formål .......................................... ☐
Ingen af de nævnte <Udelukker andre svarmuligheder> ................. ☐
Ved ikke <Udelukker andre svarmuligheder> ................................ ☐

28.  
(Single) Hvad er dine yndlingsnetsteder (hjemmesider)? Nævn op til 5 forskellige.

(Jeg har læst og/eller skrevet e-mails ............................................. ☐

29.  
(Multipel) På hvilke af følgende måder har du bidraget med indhold på nettet eller andre medier inden for det seneste halve år? Sæt gerne flere kryds.

(Jeg har læst og/eller skrevet e-mails ............................................. ☐
30. (Single) Hvilke debatfora/chatrum på dr.dk har du deltaget i?

   (Single) Noter venligst:_________________ÅBENT ____________________________

31. (Multipel) Hvilke af følgende internetsider / tjenester kender du?

   (gerne flere kryds)

   Facebook
   Myspace
   Twitter
   MSN
   Linkedin
   YouTube
   Albinogorilla
   Flickr
   Musiktjenester (fx itunes eller Last.fm)
32. (Multipel) Hvilke af følgende internetsider / tjenester anvender du regelmæssigt?

(gerne flere kryds)

Facebook
Myspace
Twitter
MSN
Linkedin
YouTube
Albinogorilla
Flickr
Musiktjenester (fx. itunes eller Last.fm)
Trendsales
Den Blå Avis
IForm
Wikipedia

33. (Single) Hvor ofte bruger du nyhedssider på andre sprog end dansk (f.eks. CNN, BBC, Google News, Al Jazeera, Indymedia)?

(Single)

Dagligt: .................................................................

Ugentligt: .................................................................

Månedligt: .................................................................

Sjældnere: .................................................................

Aldrig: .................................................................
34. (Single) Hvor ofte bruger du dig hjemmesider på andre sprog end dansk til at...

**<Udsagnsrækkefølgen randomiseres>**

<table>
<thead>
<tr>
<th></th>
<th>Dagligt</th>
<th>Ugentligt</th>
<th>Månedligt</th>
<th>Sjældner</th>
<th>Aldrig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>...hente information om interesser, hobbyer?</td>
<td>☐</td>
<td>☐</td>
<td>☑</td>
<td>☑</td>
<td>☑</td>
<td>☐</td>
</tr>
<tr>
<td>...hente information i forbindelse med arbejde?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>...søge information om eller køber varer?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>...deltage i diskussioner?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>...deltage i spil og andre fællesskaber?</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

35. (Single) Læser du regelmæssigt på andre sprog end dansk?

Ja, noter venligst:_________________ÅBENT__________________________ ☐

Nej__________________________________________________________ ☐

Ved ikke____________________________________________________ ☐

36. (Multipel) Har du tilknytning til udlandet?

**<Udsagnsrækkefølgen randomiseres>**

Ja, jeg har familie i udlandet______________________________ ☐

Ja, jeg har boet i udlandet i over 3 måneder__________________ ☐

Ja, Jeg arbejder / har arbejdet i en international virksomhed/eksportvirksomhed._____________________________ ☐

Nej, jeg har ikke tilknytning til udlandet____________________ ☐
37. *(Multipel)* Dette spørgsmål handler om hjemmesider for de traditionelle medier (tv, radio, aviser, blade).

Hvilke af følgende ting bruger du regelmæssigt disse hjemmesider til? (gerne flere krydder)

- Ser tv
- Hører radio
- Hører musik
- Læser blade og magasiner
- Andre, noter venligst: _______________

*ÅBENT ________________

Ingen af de nævnte <Udelukker andre svarmuligheder>

Ved ikke <Udelukker andre svarmuligheder>

38. *(Single)* Hvilken af følgende tre kilder får dig hyppigst til at besøge nye steder på nettet?

- Tips fra venner, kolleger eller familie
- Omtale i tv eller radio
- Omtale i aviser, blade og magasiner

Ingen af de nævnte <Udelukker andre svarmuligheder>

Ved ikke <Udelukker andre svarmuligheder>

39. *(Multipel)* Digitale medier gør det i stigende omfang muligt at navigere eller følge med i, hvor man selv og andre befinder sig henne i verden

Vi vil bede dig angive, om du bruger nogle af følgende tjenester? Sæt gerne flere kryds.>
Jeg anvender Kraks (eller andres) rutekort og rejseplaner

Jeg anvender GPS

Jeg anvender Google Earth eller andre lignende programmer

Jeg anvender services på nettet såsom Twitter og Albinogorilla til via mobil at angive mine egen geografiske positioner og bevægelser

eller følge med i andres

Ingen af de nævnte <Udelukker andre svarmuligheder>

Ved ikke <Udelukker andre svarmuligheder>

40.
(Single) Hvor let eller svært har du ved at gøre følgende?

<table>
<thead>
<tr>
<th></th>
<th>Meg let</th>
<th>Let</th>
<th>Hverk</th>
<th>Meget</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Læse hjemmesider</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sende e-mails</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deltage i diskussioner på nettet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Købe varer online</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bruge internet via mobilen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sende SMSer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Social networking

<FILTER: Udsagnet præsenteres kun til respondenter, som har svaret ”Deltaget i sociale netværk såsom Facebook, MySpace og Twitter” i spørgsmål 27>

Nu følger en række spørgsmål om socialt netværk såsom Facebook, MySpace og Twitter.

<FILTER: Spørgsmålet præsenteres kun til respondenter, som har svaret ”Deltaget i sociale netværk såsom Facebook, MySpace og Twitter” i spørgsmål 27>
46. **(Single?)** Hvad er de **vigtigste** formål for dig ved at være med i et socialt netværk såsom Facebook, MySpace og Twitter? (max. to kryds)

**<Udsagnsrækkefølgen randomiseres>**

<table>
<thead>
<tr>
<th>Formål</th>
<th>Helt enig</th>
<th>Delvis enig</th>
<th>Hverken/ eller</th>
<th>Delvis uenig</th>
<th>Helt uenig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>For sjov</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For at skabe nye kontakter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For at føle sig som en del af en gruppe</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Af nysgerrighed</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For at holde en lille pause fra arbejdet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Andre årsager, noter venligst: :<strong><strong><strong><strong><strong><strong><strong><strong>ÅBENT</strong></strong></strong></strong></strong></strong></strong></strong>__</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ingen af de nævnte <em>Udelukker andre svarmuligheder</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ved ikke <em>Udelukker andre svarmuligheder</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**<FILTER: Spørgsmålet præsenteres kun til respondenter, som har svaret ”Deltaget i sociale netværk såsom Facebook, MySpace og Twitter” i spørgsmål 27>**

47. **(Single)*** Hvor enig eller uenig er du i følgende påstande om sociale netværksstjenester såsom Facebook, Myspace, Twitter?

**<Udsagnsrækkefølgen randomiseres>**

<table>
<thead>
<tr>
<th>Påstand</th>
<th>Helt enig</th>
<th>Delvis enig</th>
<th>Hverken/ eller</th>
<th>Delvis uenig</th>
<th>Helt uenig</th>
<th>Ved ikke</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeg kunne godt forestille mig at anvende dem til at finde en kæreste</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>De minder om ”byens torv”, fordi de ting man siger, bliver offentligt kendte med det samme</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>De bringer mit tættere på mine venner, bekendte og familie</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nettet er én ting, mit øvrige sociale liv er noget andet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I begyndelsen brugte jeg dem mest af nysgerrighed, men så blev jeg bidt af det</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeg tænker over, hvem der læser det, jeg skriver, eller hvem der ser mine billeder</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jeg bruger det ikke så meget mere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Radiobrug
<FILTER: Spørgsmålet præsenteres kun til respondenter, som har svaret ”Dagligt”, ”Ugentligt”, ”Månedligt” i til Radio spørgsmål 1>

Nu følger en række spørgsmål om dit radioforbrug.

54. (Single) Hvilke radiokanaler er dine foretrukne?

Noter venligst:_________________ÅBENT________________________________________________

Ved ikke. .........................................................................................................................

55. (Multiple) Hvornår hører du typisk følgende former radio? Sæt gerne flere kryds i hver række

<Udsagnsrækkefølgen randomiseres>

<table>
<thead>
<tr>
<th>Morg</th>
<th>Formidag</th>
<th>Eftermiddag</th>
<th>Seneftermiddag</th>
<th>Aften</th>
<th>Nat</th>
<th>Hører ikke denne form for radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>kl. 6:00-8:59</td>
<td>kl. 9:00-11:59</td>
<td>kl. 12:00-14:59</td>
<td>kl. 15:00-17:59</td>
<td>kl. 18:00-23:59</td>
<td>kl. 0:00-5:59</td>
<td>☐ ☐ ☐ ☐ ☐ ☐ ☐</td>
</tr>
</tbody>
</table>

FM ☐ ☐ ☐ ☐ ☐ ☐ ☐

DAB ☐ ☐ ☐ ☐ ☐ ☐ ☐

Inter netradio ☐ ☐ ☐ ☐ ☐ ☐ ☐

56. (Single) Nævn tre radioprogrammer (som ikke er nyhedsprogrammer) du har lyttet til inden for den seneste uge.
57. (Multiple) Bruger du www.dr.dk til at...

(gerne flere krydser)

<Udsagnsrækkefølgen randomiseres>

(Hvordan programmet har henvist til...)

(Ved ikke...)

<FILTER: Spørgsmålet præsenteres kun til respondenter, som har svaret ”Dagligt”, ”Ugentligt”, ”Månedligt” i til Radio spørgsmål 1>

58. (Multiple) Hvilket stof er dit foretrukne til podcasts? (gerne flere krydser).

(Andet, noter venligst:_________________ÅBENT________________________________)

Jeg benytter ikke podcast <udelukker andre svarmuligheder>______________

Ingen af de nævnte <udelukker andre svarmuligheder>___________________

Ved ikke <udelukker andre svarmuligheder>_______________________________
59. (Multiple) Hvilke kanaler podcaster du typisk? (Sæt gerne flere kryds).

(Multiple)
DR P1 .................................................................
DR P2 .................................................................
DR P3 .................................................................
DR P4 .................................................................
Andre danske kanaler, noter venligst:__________ÅBENT
Udenlandske kanaler, noter venligst:__________ÅBENT
Ingen af de nævnte <Udelukker andre svarmuligheder>
Ved ikke <Udelukker andre svarmuligheder>

Politisk deltagelse

Nu følger en række spørgsmål om at deltage og følge med i politik.

60. (Multiple) < Indledningsvist bedes du tænke tilbage på det seneste år.
På hvilke måder har du fulgt med i og deltaget i politik inden for det seneste år?>

(Multiple)
Jeg er medlem af et politisk parti. _____________________________
Jeg har været til politiske møder eller demonstrationer._______________
Jeg har kontaktet en politiker eller en repræsentant for myndighederne enten personligt eller skriftligt.__________________________
Jeg har deltaget i borgermøder, kommunale høringer o.l._______________
Jeg har skrevet læserbreve eller andre indlæg i aviser og blade._____________
Jeg har diskuteret politik med venner og kolleger.______________________
Jeg har set politiske debatter, folketingsdebatter mv. på tv._____________
Jeg har deltaget i en underskriftsindsamling.___________________________
Andet, noter venligst:__________ÅBENT ________________________________
Har du på en af følgende måder anvendt Internettet til at deltage og følge med i politik?

Jeg har deltaget i debatter på nettet med andre vælgere .......................................................... □

Jeg har deltaget i underskriftsindsamlinger på nettet ............................................................. □

Jeg har kontaktet en politiker eller en repræsentant for myndighederne jeg har søgt information om partier, kandidater og deres holdninger ............................................................... □

Jeg har testet min politiske holdninger i tests eller quizer (på TV2, JP eller Politiken f.eks.) .......................................................... □

Jeg har læst en eller flere politikeres blog .......................................................... □

Jeg har deltaget i afstemninger på nettet .......................................................... □

Jeg har orienteret mig om politikere og partier på MySpace, Facebook, YouTube eller lignende .......................................................... □

Ingen af de nævnte .......................................................... □

Ved ikke .......................................................... □

Tillid og medborgerskab

62. (Single) Vi stiller dig nu nogle spørgsmål om din opfattelse af politik og samfundsforhold.

Vi beder dig angive, hvor enig eller uenig du er i følgende udsagn:

<Udsagnsrækkefølgen randomiseres>

<table>
<thead>
<tr>
<th>Helt enig</th>
<th>Delvis enig</th>
<th>Hverken/eller</th>
<th>Delvis uenig</th>
<th>Helt uenig</th>
<th>Ved ikke</th>
</tr>
</thead>
</table>

Page 50
Vi beder dig angive, hvor enig eller uenig du er i følgende udsagn:

<table>
<thead>
<tr>
<th>Udsagnsrækkefølgen randomiseres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helt enig</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Man kan generelt stole på andre mennesker</td>
</tr>
<tr>
<td>Jeg føler mig tryg, hvor jeg færdes til dagligt</td>
</tr>
<tr>
<td>Enhver er i sidste ende sig selv nærmest</td>
</tr>
<tr>
<td>Jeg er bange for at blive syg eller få dårligt helbred</td>
</tr>
<tr>
<td>Jeg føler mig ofte ensom</td>
</tr>
</tbody>
</table>

72. (Single) Vi stiller nu en række spørgsmål om tilhørsforhold.

Vi vil bede dig angive i hvilken grad du føler dig knyttet til en række områder eller grupper:

<table>
<thead>
<tr>
<th>Udsagnsrækkefølgen randomiseres</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meget stærkt tilknytning</td>
</tr>
<tr>
<td>-----------------------------</td>
</tr>
<tr>
<td>Mit lokalområde</td>
</tr>
<tr>
<td>Det danske samfund</td>
</tr>
<tr>
<td>Europa</td>
</tr>
</tbody>
</table>
Min arbejdsplads / uddannelsesinstitution

Mine kolleger / studiekammerater

En fangruppe eller en fankultur

Foreslår "etnisk miljø" udgår

---

76. (Single) Der følger nu en række spørgsmål om mad, sundhed og livsstil.

Hvor enig eller uenig du er i følgende udsagn om mad, sundhed og livsstil?

<Udsagnsrækkefølgen randomiseres>

<table>
<thead>
<tr>
<th>Dagligt</th>
<th>Ugentligt</th>
<th>Månedligt</th>
<th>Sjældnere</th>
<th>Aldrig</th>
<th>Ved ikke</th>
</tr>
</thead>
</table>
| Køber mad på nettet
| Følger programmer om sundhed og livsstil på TV eller i radioen
| Læser om sundhed og livsstil i blade og magasiner
| Læser om sundhed og livsstil på nettet
| Udveksler opskrifter og gode råd med andre

<FILTER: Spørgsmålet præsenteres kun til respondenter, som har svaret ”Dagligt”, ”Ugentligt”, ”Månedligt”, ”Sjældnere” til udsagnet ”Udveksler opskrifter og gode råd med andre” i spørgsmål 76>

81. (Single) Hvilket medie bruger du typisk til at udveksle opskrifter og gode råd med andre?

(Single)

Noter venligst:_________________ ÅBENT ____________________________

Ved ikke:______________________________

82. (Single) Hvor enig er du i følgende udsagn?

<Udsagnsrækkefølgen randomiseres>

<table>
<thead>
<tr>
<th>Helt enig</th>
<th>Delvis enig</th>
<th>Hverken/ eller</th>
<th>Delvis uenig</th>
<th>Helt uenig</th>
<th>Ved ikke</th>
</tr>
</thead>
</table>
Det er vigtigt for mig at købe økologisk
Jeg går op i, hvad jeg spiser
Jeg er bekymret for kemi i mad
Jeg kan som forbruger påvirke producenterne
Jeg boykotter varer fra fx Israel, Burma eller andre lande

## Kultur og fritidsvaner

87. **(Multipel)** På hvilke måder har du fulgt med i kulturelle emner og deltaget i kulturelle aktiviteter inden for det seneste år?

### Svaralternativerne rækkefølge randomiseres

<table>
<thead>
<tr>
<th>Alternativ</th>
<th>Svar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeg har besøgt et historisk museum</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har besøgt et kunstmuseum</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har deltaget i en sportsbegivenhed</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har været på et bibliotek</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har været i teatret eller til en klassisk koncert</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har været til en rytmisk koncert</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har været i biografen</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har besøgt en festival, et marked eller en messe</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har deltaget i en eller flere grupper på nettet vedr. litteratur, billeder eller musik</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har anvendt hjemmesider relateret til enten litteratur, kunst, musik eller historie</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har besøgt en dansksproget museumshjemmeside</td>
<td>☐</td>
</tr>
<tr>
<td>Jeg har besøgt en udenlandsk museumshjemmeside</td>
<td>☐</td>
</tr>
<tr>
<td>Ingen af de nævnte</td>
<td>☐</td>
</tr>
<tr>
<td>Ved ikke</td>
<td>☐</td>
</tr>
</tbody>
</table>
88. **(Multiple)** Hvad var dit formål med at besøge museumshjemmesider? Sæt gerne flere kryds

   - At planlægge besøg
   - At se en online udstilling
   - At finde materiale om et emne
   - Andre formål, noter venligst: ____________ ÅBENT ________________
   - Ingen af de nævnte <Udelukker andre svarmuligheder> ____________________
   - Ved ikke <Udelukker andre svarmuligheder> ____________________

89. **(Single)** Har du nogensinde indsendt materiale til et museum/en hjemmeside for et museum?

   - Ja ____________________________________________________________________
   - Nej ____________________________________________________________________
   - Ved ikke ____________________________________________________________________

90. **(Single)**

   - Hvilken form materiale, noter venligst: ____________ ÅBENT ________________
   - Hvor har du indsendt materialet, noter venligst: ____________ ÅBENT ________________
   - Ved ikke <Udelukker andre svarmuligheder> ____________________