

“Generation NeXt on Broadband ”

A presentation at

Blandin Broadband Conference

October 19, 2006

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Who is Generation NeXt?

- **Also known as Generation Y.**
- **Includes people born in the 80's and 90's (6-26 years of age).**
- **Represents about a quarter of all Americans.**

Who is Generation NeXt?

- Their cumulative spending power is over \$172 billion a year (2003)
- 1 in every 3 consumer dollars spent is influenced by someone under the age of 18.
- They are often the most tech-savvy members of their household.
- They are frequently tapped for opinions in family purchasing decisions.

How are they using the Internet?

Teen and Young Adult Media Exposure

Type	Hours per Week
Internet (excluding email)	16.7
Watching TV	13.5
Listening to Radio	12
Talking on Phone	7.7
Reading (excluding school)	6

Source: Harris Interactive and Teenage Research Unlimited (TRU)

How are they using the Internet?

- Social Networking sites like MySpace.com
- Internet enabled phones
- Music, TV shows, Movies
- News and information

- 33% of online teens share their own creations such as artwork, photos, stories or videos. (www.pewinternet.org)

Social Software

- Social software enables people to rendezvous, connect, or collaborate through computer-mediated communication and to form online communities.
- Peer-to-peer: Instant Messaging, mostly for fun, relationship building, bonding, but also collaboration.
- “Like Soylent Green,” these applications “are made of people.”

Facebook

“When I made Facebook two years ago my goal was to help people understand what was going on in their world a little better. I wanted to create an environment where people could share whatever information they wanted, but also have control over whom they shared that information with. I think a lot of the success we've seen is because of these basic principles.”

-- Mark Zuckerberg

Social Networks

- Myspace A Place for (Young?) Friends
- LinkedIn – INSEAD Entrepreneurs/PE
- FMSpace – Alternative (non-Young?) sites
- Google Video Creative Physics
- YouTube (Google + \$1.65e9)

Social Network Common Features

- Intent to share profiles, establish links, build network of the like-minded.
- Public or selectively private space to share content, documents, resumes, lifestyles, pictures, videos, jokes
- Form competitions among group members, as birds flutter faster, or squawk louder to be noticed, or establish dominance.

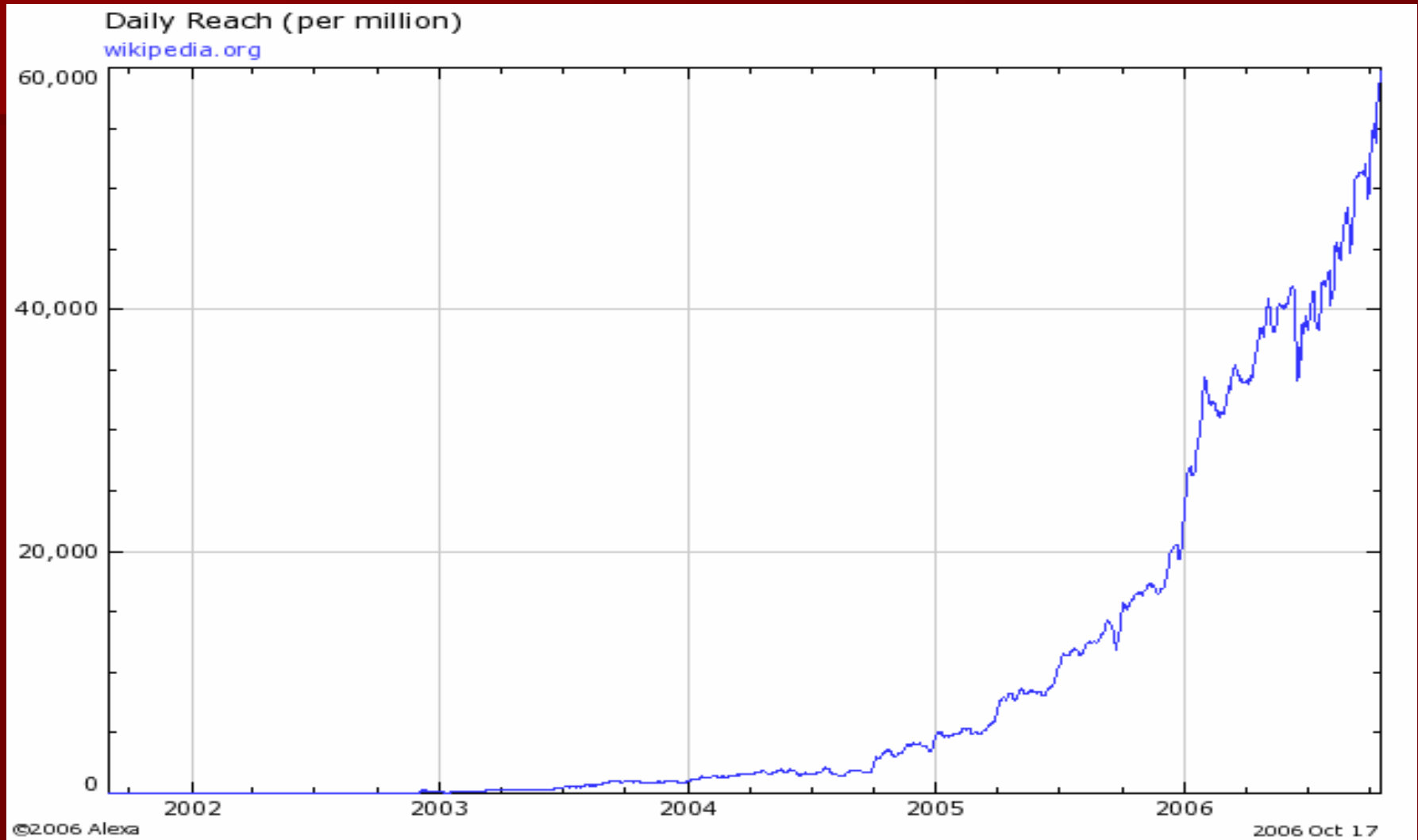
Wikipedia –



- A free encyclopedia built collaboratively using Wiki software. (GNU Free Documentation License).
- Poster child for open source software and for Web 2.0
- Juried content as the mainstay

What is a MMOG?

Wikipedia – Daily Reach Since Inception



Reference

Web 2.0

- Instant Messaging – MSN, ICQ, Gaim (1.0)
- Wiki – Publicly Editable Content – Shared Documents - (Hypercard 2003)
- UThink: Blogs at the University Libraries
- Podcasts– Education, Journalism
- Social Bookmarking – Tagged Content

Web 2.0 – Why Not?

- Failed to recognize value to personal or work environment.
- Lack of understanding on what it is, what it does.
- Regarded for younger generations.
- Considered to be clumsy, clunky, or hard to use.
- Slow or unreliable connections?

Online Shopping

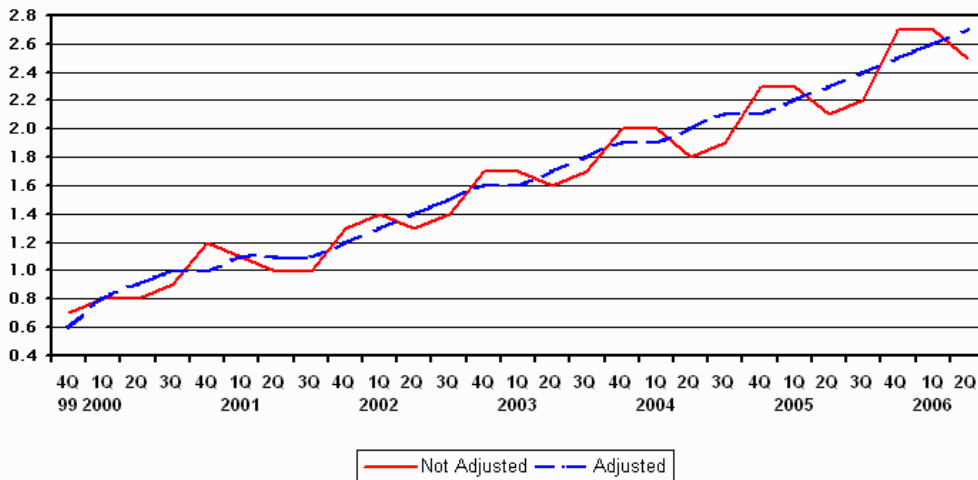


- Amazon
- Cabelas
- ABCDistributing
- DicksSportingGoods
- Macy's, Nordstroms
- Victoria Secret

Why Not Shop Online? Bandwidth? Security?

Rural America Online Shopping

- 16% more likely than other consumers to shop online (Nov. 2004)
- Account for 38% of visits to all web sites.
- Account for 44% of visits to online shopping sites. (shop.org)

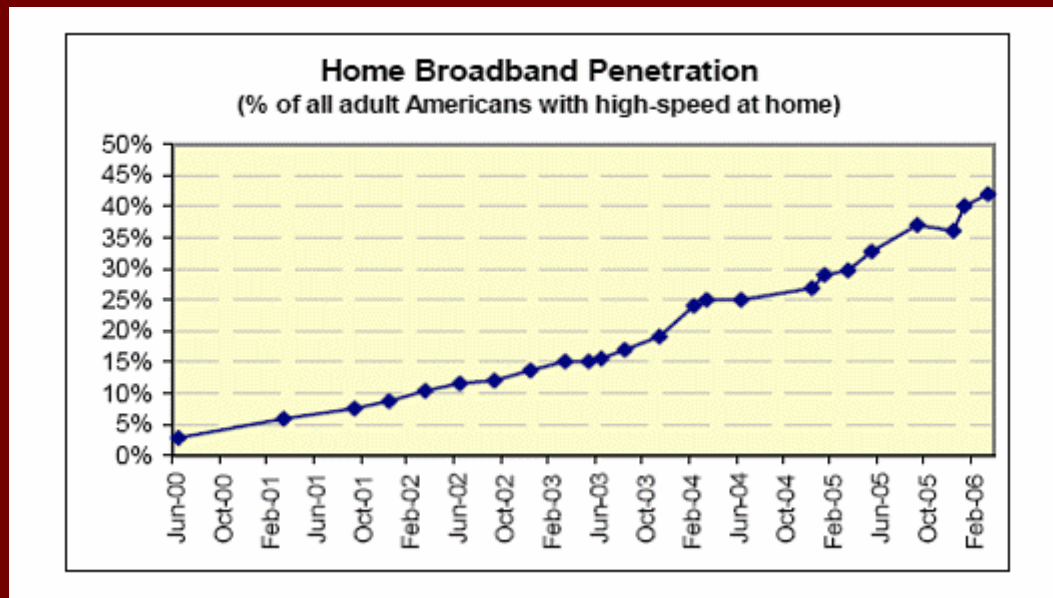


Estimated Quarterly U.S. Retail E-commerce Sales as a Percent of Total Quarterly Sales during the 1999-4Q through 2006-2Q

US Census Bureau

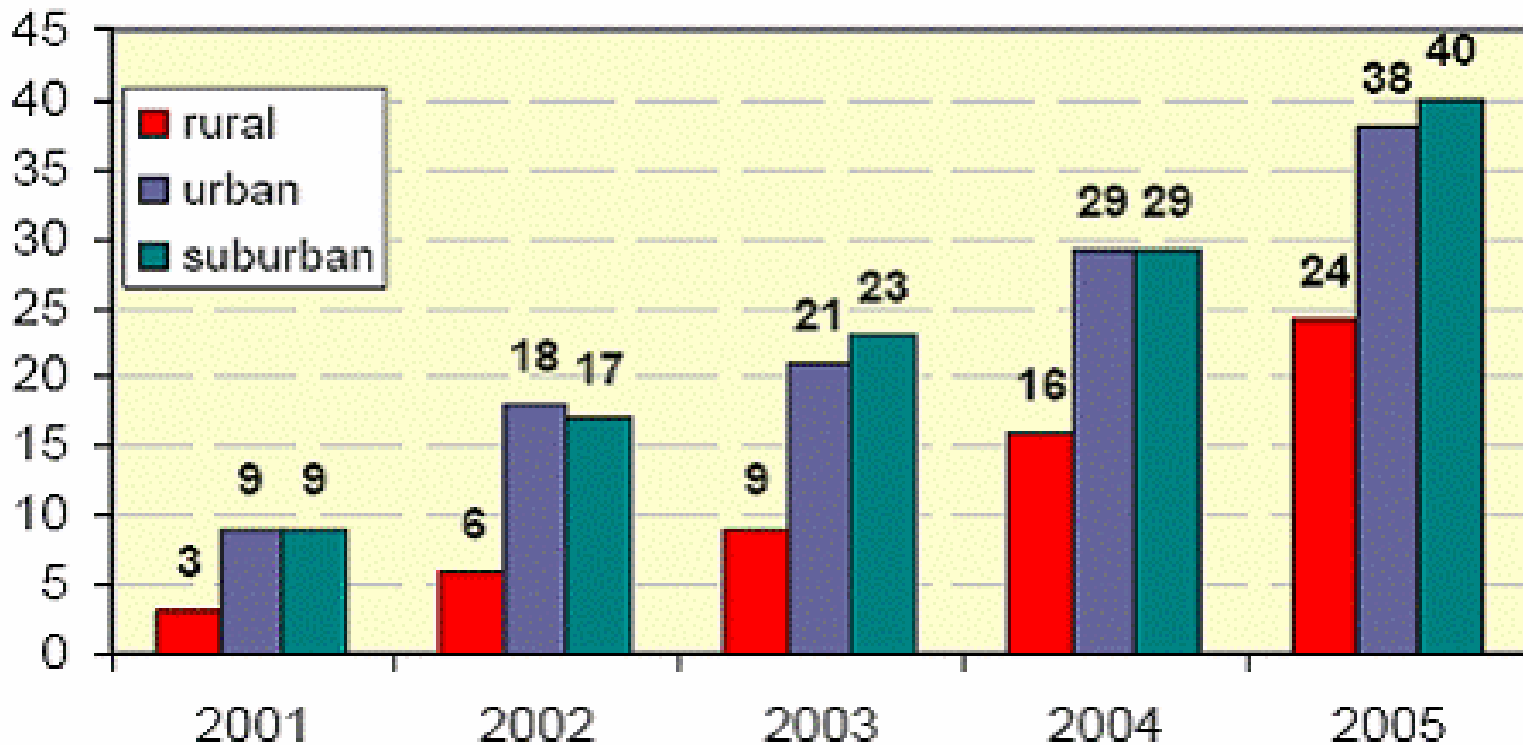
If we build it, they (did) come.

Half of online users (53%) say they spend more time online since getting a high-speed internet connection at home, while 40% say the amount of time they spend online has not changed since getting broadband (6% say they spend less time online).



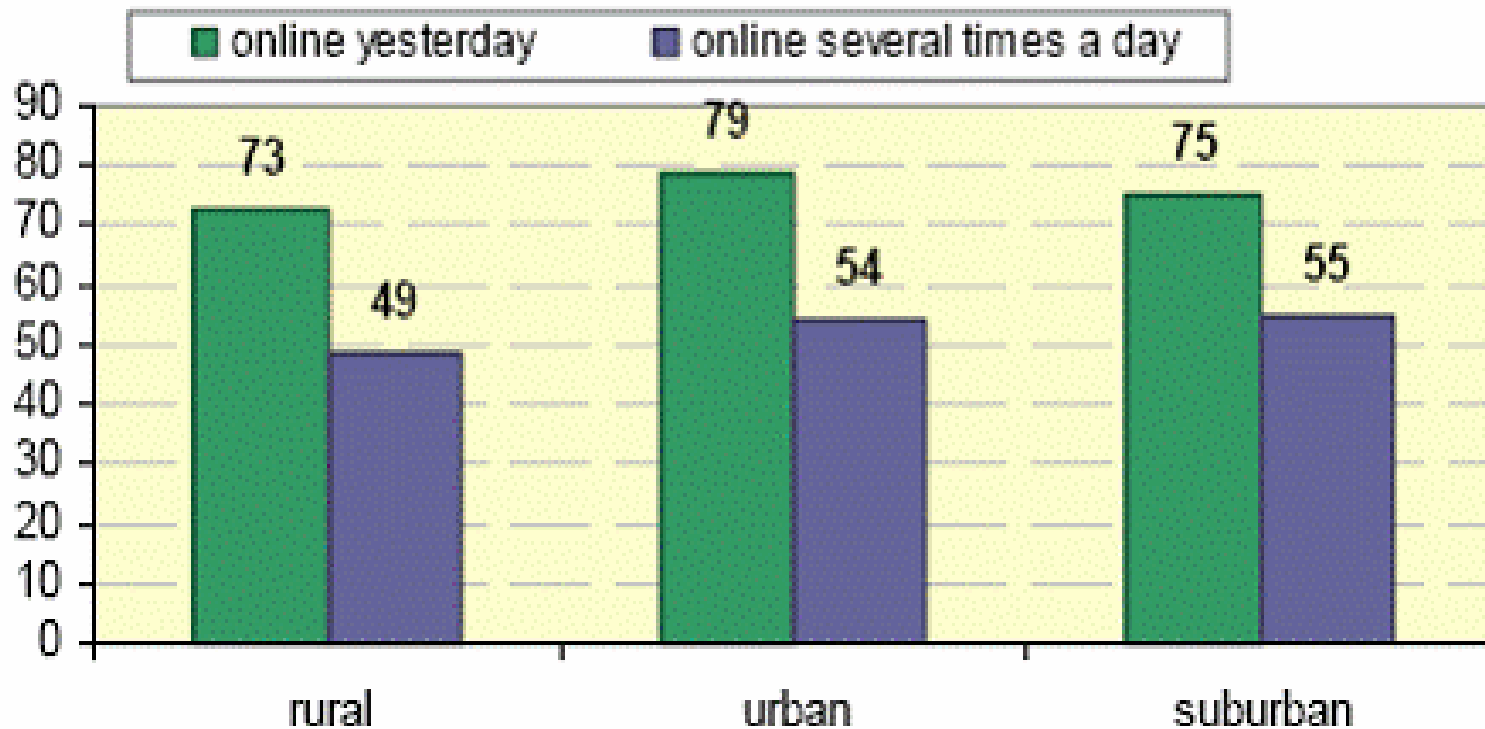
Home BB by Community Type →

Home broadband penetration by community type
(% of all adults in each group)

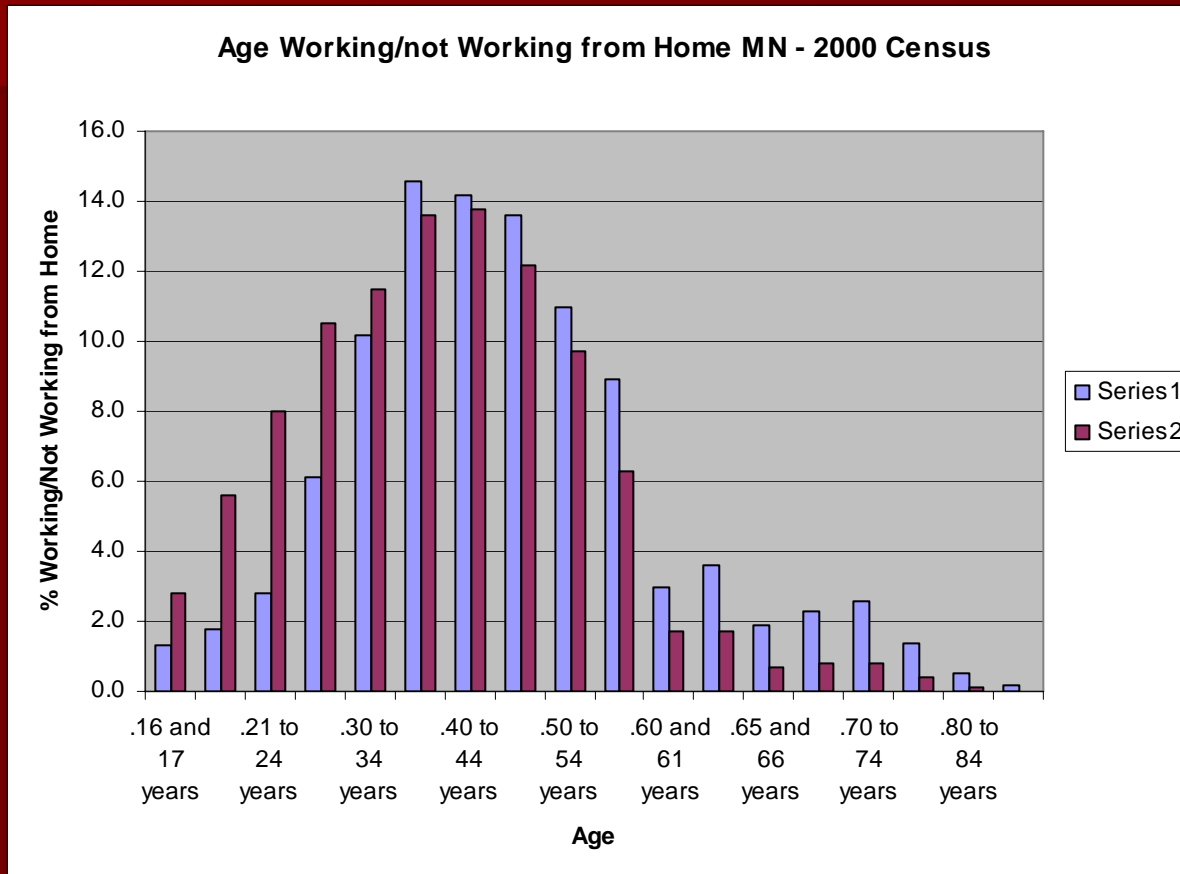


Home BB by Users

Frequency of online use -- home broadband users
(Sept-Dec 2005)

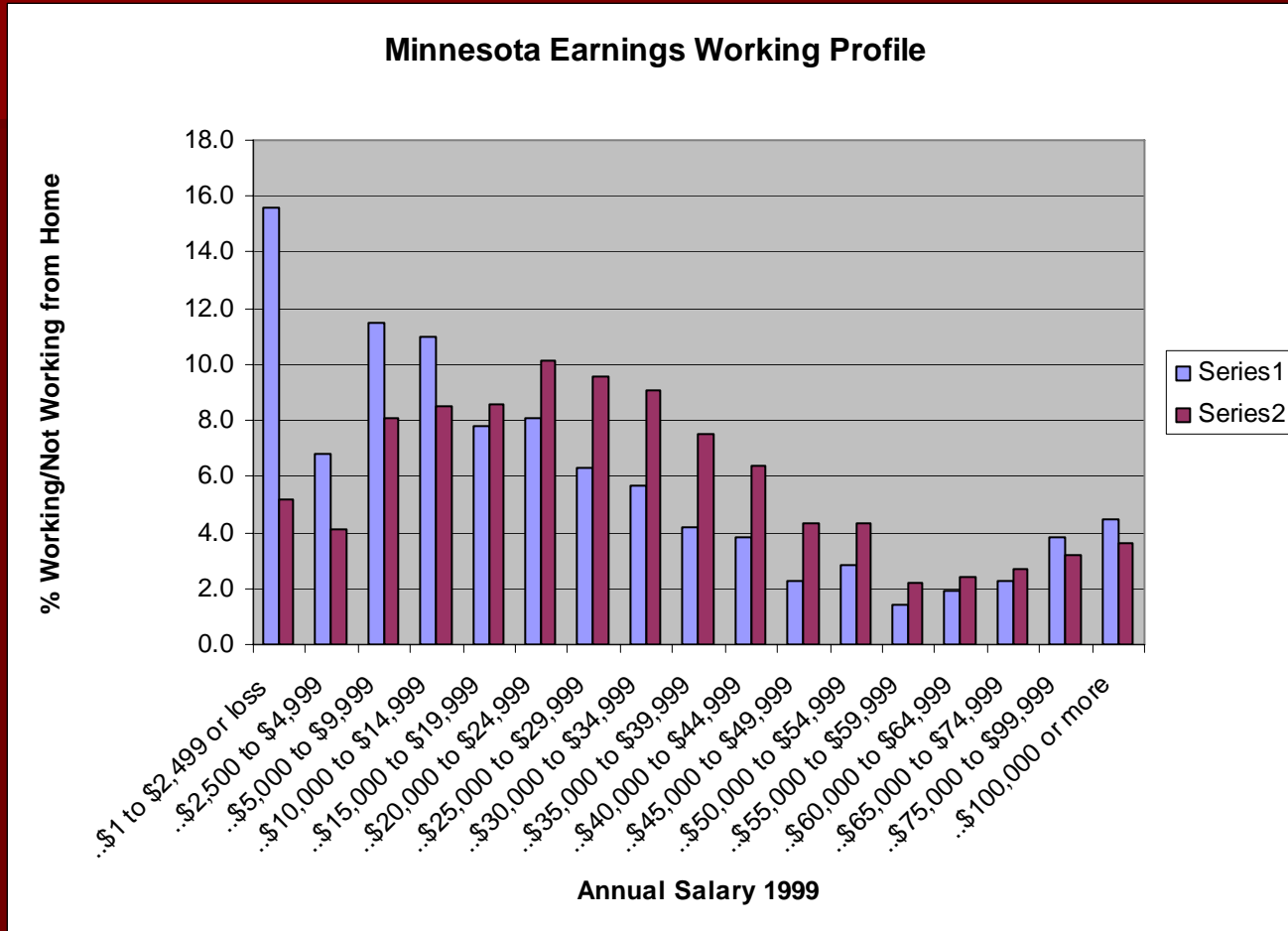


MN Home Age Distribution



Indicates the distributions of the total population who work at home, and who do not, by age in MN – 2000 Census

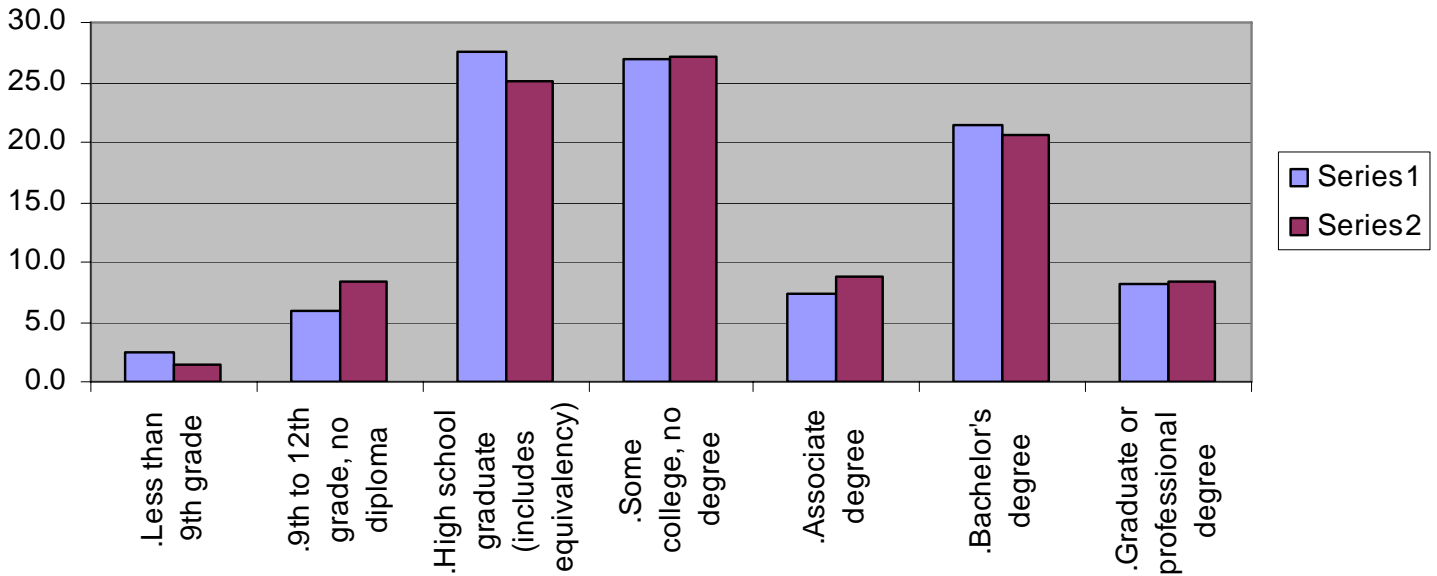
MN Earnings Profile



%Working, not working from home as a function of annual earnings – US Census 2000

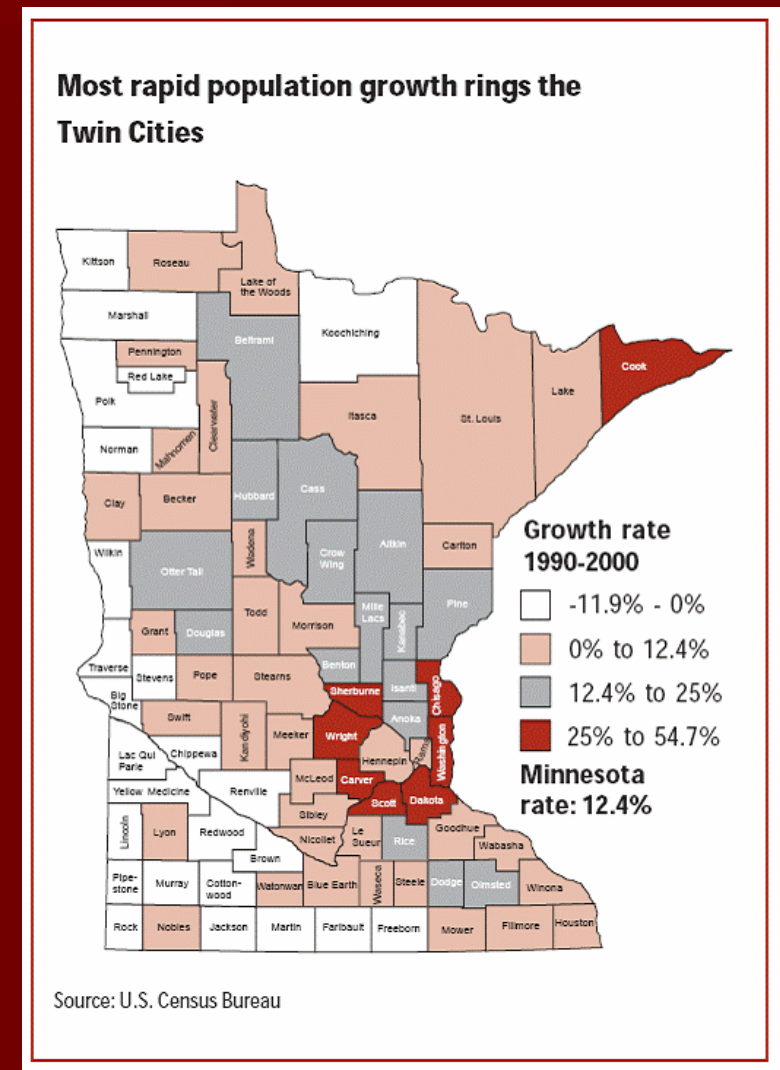
Education Distribution MN

Educational Attainment MN 2000 Census



An Argument for Broadband

- Evidence for growth in much of MN.
- Trend measured as continuing in 2001.
- Higher bandwidth applications including Social Networks, Online shopping, Education needs will continue to grow in all of Minnesota.



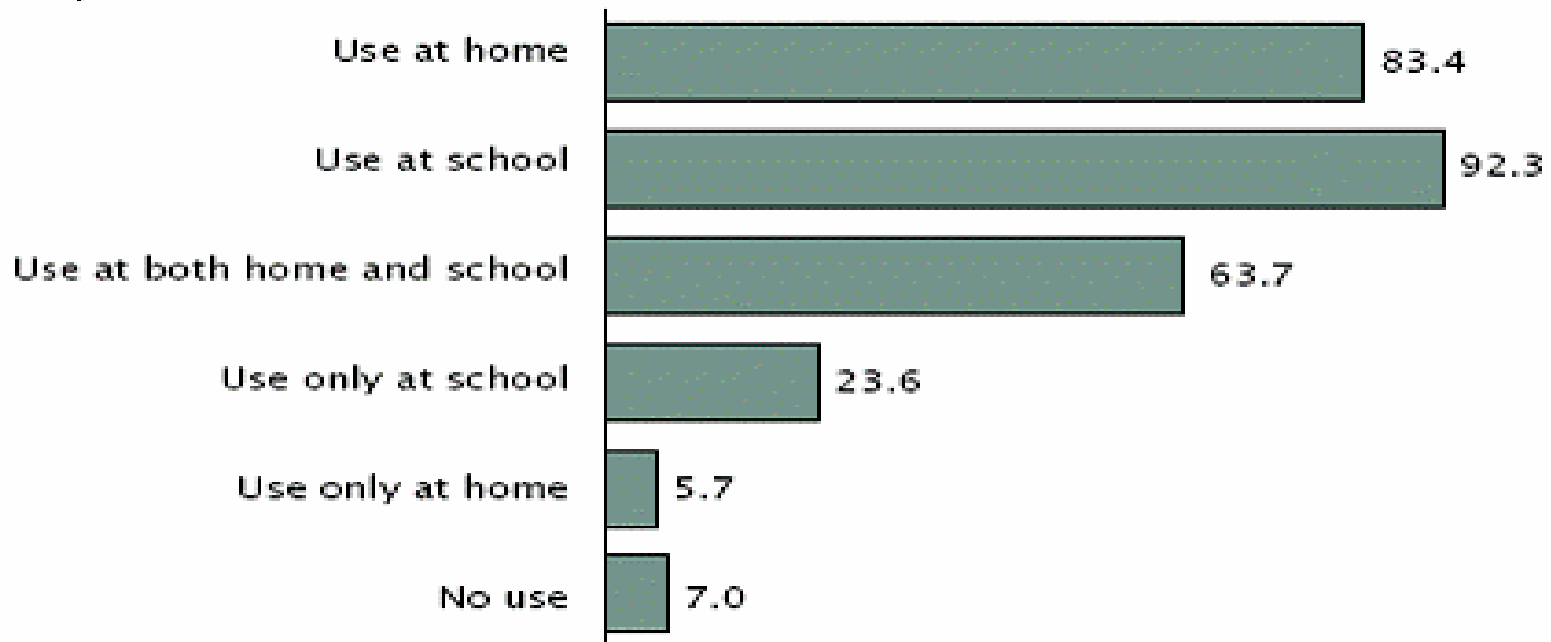
Applications Requiring Reliable Bandwidth

- MMOG – Giant Persistent Real Time Gaming
- GoogleEarth – Virtual Visiting, mapping
- Planning – Trips, Scheduling
- eMedicine – Remote Doctor Visits, Journaling
- Government Services – Licenses, Contact Information, Homeland Security, Elections
- Citizen Monitoring Groups
<http://riverwatch.umn.edu>
- Food Distribution <http://localfoods.umn.edu>
- Post-secondary and work force education.

Computer Use Among K-12 Children

Figure 4.
Use of Computers Among Children Enrolled in Grades K-12: 2003²

(In percent)



* The percentages for home and school computer use differ from the corresponding percentages in Table C because this figure excludes children who were not enrolled in grades K-12.

Source: U.S. Census Bureau, Current Population Survey, October 2003.

Impact on Education

- "...learning as a comprehensive, holistic, transformative activity that integrates academic learning and student development, processes that have often been considered separate..."
- "...the focus must shift from information transfer to identity development (transformation)"

(Learning Reconsidered)

Impact on Education

- **“The most important factor is that transformative learning always occurs in the active context of students’ lives.”**

(Learning Reconsidered)

Impact on Education



- **Global**
- **Social**
- **Distance Learning**
- **Teacher collaboration**
- **Commodification of knowledge**
 - Programs as a service
- **Medium for creativity**
- **Outlet for creativity**
- **Parental involvement**

Impact on Education

- Collaboration on projects with students in different countries.
- Student weblogs.
- Access to every major speech, news event, lecture, etc.
- Computer simulations
- Language learning
- ...

Business Impact

- **Data transfer: Backup and Disaster Recovery**
- **Data protection**
- **Virtual Office**
- **Conferencing**
- **Services**
 - **Web services**
 - **Software as a Service (SaaS)**

A Look Ahead

- **“...a global, low-cost network will be thriving in 2020 and will be available to most people around the world...”**
- **Minority Report: “The center of the resistance, they say, will be in the businesses anxious to preserve their current advantages and in policy circles where control over information and communication is a central value.”**

(Future of the Internet II. Pew Internet & American Life Project)

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