



# Out of Information and into Communication: *Networked Communication and Internet Usage*

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# Out of Information and into Communication...

*... a Worldwide trend?*

## Internet Usages around the World

### Top 10 daily uses of the Internet, selected countries

	Australia	Bolivia	China	Colombia	Sweden	UK	USA
1	Email	Email	Browse the Web	Email	Email	Email	Email
2	Look for news	Chat rooms	Instant Messaging	Instant Messaging	Look for news	Browse the Web	Browse the Web
3	Instant Messaging	Instant Messaging	Look for news	Information for school	Instant Messaging	Instant Messaging	Look for news
4	E-banking	Listening/downloading music	Listening/downloading music	Checking a fact	Browse the Web	Look for news	Instant Messaging
5	Browse the Web	Looking up for a definition	Email	Browse the Web	Listening/downloading music	Checking a fact	Play online games
6	Information for school	Browse the Web	Play games online	Looking up for a definition	Checking a fact	Information about products	E-banking
7	Checking a fact	Information for school	Watching/downloading video	Look for news	Listening to online radio	Play online games	Checking a fact
8	Listening/downloading music	Checking a fact	Checking a fact	Listening/downloading music	Look for a job	Listen to online radio	Information about products
9	Looking up for a definition	Watching/downloading video	Information for school	Watching/downloading video	Make phone calls	Information for school	Listening/downloading music
10	Watching/downloading video	Look for news	Look for a job	Look for health information	Play online games	Make phone calls	Information for school

Profile 1 - Latin America and South Europe: *Communication Driven Usage*

**communication** e-banking e-commerce  
education **entertainment** information

Profile 2 – China: *Entertainment Driven Usage*

communication e-banking e-commerce education  
**entertainment** information

Profile 3 - USA and Australia: *Triumvirate Driven Model (Comm-Info-Enter)*



Profile 4 - Sweden and Britain: *Dual Driven Model (Comm-Info)*



*Some ideas...*

# Diversity of uses of Internet Worldwide.

Even in Europe there is not a single "Eurocentric usage approach" but several.

*Some ideas...*

# Technology might be neutral, people and organizations aren't.

An example, actually P2P distribution channels are probably the future for European Movies distribution channels (given the specificity of financing cinema in Europe) but are a threat to Hollywood based movie pictures production.

*Some ideas...*

**there is not a single solution but  
a network of available solutions**

Current “Speed” of regulators to address problems needing immediate solving is not adequate.

Inability rooted in the enormous diversity of actors that a technology built around the ability to build networks and coalitions of interest offers...

*Common trends?*

# People not just Technology