Internet Experts Web Survey

Final Combined Topline   12/06/04

Data for September 20 – November 1, 2004

Princeton Survey Research Associates
for the Pew Internet & American Life Project

Sample: *n* = 1,286 internet experts from Wave 1 and Wave 2
Interviewing dates: 09.20.04 – 11.01.04

NOTE: The current survey results are based on a non-random online sample of 1,286 internet experts, recruited via email invitation from the Pew Internet & American Life Project. Since the data are based on a non-random sample, a margin of error cannot be computed, and the results are not projectable to any population other than the experts in this sample.

Q1   How did you learn of this survey?

CURRENT

%		
	81	Email invitation from the Pew Internet & American Life Project
	15	Email alert from another person
	1	Posting on a web site
	2	Another way
	1	Did not respond

Q2   What year did you first start using the internet?

CURRENT

%		
	6	1982 or earlier
	38	Between 1983 and 1992
	54	1993 or later
	1	Did not respond

Q3   What is your primary area of internet interest?

CURRENT

%		
	17	Research Scientist
	14	Entrepreneur/Business Leader
	13	Author/Editor/Journalist
	11	Technology Developer/Administrator
	8	Futurist/Consultant
	6	Advocate/Voice of the People/Activist User
	2	Legislator/Politician/Lawyer
	1	Pioneer/Originator
	27	Other
	1	Did not respond

Q4   What is the name of the organization where you work? If you currently work for more than one organization, please feel free to list them all.

Did not tab

Q5   What type of organization is that? If you work for more than one organization, circle all that apply.

CURRENT

%		
	31	A college or university
	16	A non-profit organization
	15	A company whose focus is not mainly on information technology but extensively uses it
	13	A company whose main focus is on information technology
	13	A consulting business
	11	A government agency
	8	A research organization
	5	A publication
	15	Other
	2	Did not respond

Note: Table total exceeds 100% due to multiple response

Q5b   If you would like, please give us your name.

Did not tab

Q5b1   If you would like, please give us your title.

Did not tab

Q5c   If you were forwarded an email invitation from another person, please tell us how you found out about this survey.

Did not tab

Q6   On a scale of 1-10 with 1 representing no change and 10 representing radical change, please indicate how much change you think the internet will bring to the following institutions or activities <u>in the next decade</u>.

		1	2	3	4	5	6	7	8	9	10	DID NOT RESP	MEAN
a	Politics and government	*	1	3	5	7	11	19	22	14	16	2	7.39
b	Education	*	*	1	3	5	8	16	21	19	24	2	7.98
c	Medicine and health care	*	1	3	4	7	10	15	20	17	20	2	7.63
d	Workplaces	*	*	1	2	7	9	18	22	18	20	2	7.84
e	Military	1	3	7	7	14	11	16	15	10	12	4	6.53
f	News organizations and publishing	*	*	1	1	3	5	12	20	23	33	2	8.46
g	Music, literature, drama, film and the arts	*	2	4	7	10	10	15	19	14	16	2	7.18
h	Families	*	3	8	9	17	15	16	16	7	7	2	6.24
i	Neighborhoods and communities	1	5	7	9	17	14	19	14	6	7	2	6.16
j	Religion	5	14	16	11	16	11	11	7	2	3	3	4.69
k	International relations	1	3	7	5	13	12	17	17	9	13	2	6.74

Q7   **Elaborate your thinking**: In the next decade, which institutions and human endeavors will change the most because of the internet? Tell us how you see the future unfolding or point us to your favorite recent statement about the impact of the internet in the future.

Did not tab

Q8a   Prediction on social networks

By 2014 use of the internet will increase the size of people's social networks far beyond what has traditionally been the case. This will enhance trust in society, as people have a wider range of sources from which to discover and verify information about job opportunities, personal services, common interests, and products.

CURRENT

%		
	39	Agree
	20	Disagree
	27	Challenge the prediction
	15	Did not respond

Q8b   Please explain your answer. If you like, please elaborate further.

Did not tab

Q9a   Prediction on attacks on network infrastructure.

At least one devastating attack will occur in the next 10 years on the networked information infrastructure or the country's power grid.

CURRENT

%		
	66	Agree
	11	Disagree
	7	Challenge the prediction
	16	Did not respond

Q9b   Please explain your answer. If you like, please elaborate further.

Did not tab

Q10a Prediction on digital products

In 2014, it will still be the case that the vast majority of internet users will easily be able to copy and distribute digital products freely through anonymous peer-to-peer networks.

CURRENT

%		
	50	Agree
	23	Disagree
	10	Challenge the prediction
	17	Did not respond

Q10b Please explain your answer. If you like, please elaborate further.

Did not tab

Q11a Prediction on civic engagement.

Civic involvement will increase substantially in the next 10 years, thanks to ever-growing use of the internet. That would include membership in groups of all kinds, including professional, social, sports, political and religious organizations – and perhaps even bowling leagues.

CURRENT

%		
	42	Agree
	29	Disagree
	13	Challenge the prediction
	17	Did not respond

Q11b Please explain your answer. If you like, please elaborate further.

Did not tab

Q12a   Prediction on embedded networks.

As computing devices become embedded in everything from clothes to appliances to cars to phones, these networked devices will allow greater surveillance by governments and businesses. By 2014, there will be increasing numbers of arrests based on this kind of surveillance by democratic governments as well as by authoritarian regimes.

CURRENT

%	59	Agree
	15	Disagree
	8	Challenge the prediction
	17	Did not respond

Q12b Please explain your answer. If you like, please elaborate further.

Did not tab

Q13a   Prediction on formal education.

Enabled by information technologies, the pace of learning in the next decade will increasingly be set by student choices. In ten years, most students will spend at least part of their "school days" in virtual classes, grouped online with others who share their interests, mastery, and skills.

CURRENT

%	57	Agree
	18	Disagree
	9	Challenge the prediction
	17	Did not respond

Q13b Please explain your answer. If you like, please elaborate further.

Did not tab

Q14a Prediction on democratic processes.

By 2014, network security concerns will be solved and more than half of American votes will be cast online, resulting in increased voter turnout.

CURRENT

%		
	32	Agree
	35	Disagree
	15	Challenge the prediction
	18	Did not respond

Q14b Please explain your answer. If you like, please elaborate further.

Did not tab

Q15a Prediction on families.

By 2014, as telework and home-schooling expand, the boundaries between work and leisure will diminish significantly. This will sharply alter everyday family dynamics.

CURRENT

%		
	56	Agree
	17	Disagree
	9	Challenge the prediction
	18	Did not respond

Q15b Please explain your answer. If you like, please elaborate further.

Did not tab

Q16a Prediction on the rise of extreme communities.

Groups of zealots in politics, in religion, and in groups advocating violence will solidify, and their numbers will increase by 2014 as tight personal networks flourish online.

	CURRENT	
%	48	Agree
	22	Disagree
	11	Challenge the prediction
	19	Did not respond

Q16b Please explain your answer. If you like, please elaborate further.

Did not tab

Q17a Prediction on politics.

By 2014, most people will use the internet in a way that filters out information that challenges their viewpoints on political and social issues. This will further polarize political discourse and make it difficult or impossible to develop meaningful consensus on public problems.

	CURRENT	
%	32	Agree
	37	Disagree
	13	Challenge the prediction
	18	Did not respond

Q17b Please explain your answer. If you like, please elaborate further.

Did not tab

Q18a   Prediction on health system change.

In 10 years, the increasing use of online medical resources will yield substantial improvement in many of the pervasive problems now facing healthcare— including rising healthcare costs, poor customer service, the high prevalence of medical mistakes, malpractice concerns, and lack of access to medical care for many Americans.

	CURRENT	
%	39	Agree
	30	Disagree
	11	Challenge the prediction
	19	Did not respond

Q18b Please explain your answer. If you like, please elaborate further.

Did not tab

Q19a   Prediction on the personal entertainment and media environment.

By 2014, all media, including audio, video, print, and voice, will stream in and out of the home or office via the internet. Computers that coordinate and control video games, audio, and video will become the centerpiece of the living room and will link to networked devices around the household, replacing the television's central place in the home.

	CURRENT	
%	53	Agree
	18	Disagree
	10	Challenge the prediction
	19	Did not respond

Q19b Please explain your answer. If you like, please elaborate further.

Did not tab

Q20a   Prediction on creativity.

Pervasive high-speed information networks will usher in an age of creativity in which people use the internet to collaborate with others and take advantage of digital libraries to make more music, art, and literature. A large body of independently-produced creative works will be freely circulated online and will command widespread attention from the public.

	CURRENT	
%	54	Agree
	18	Disagree
	9	Challenge the prediction
	20	Did not respond

Q20b Please explain your answer. If you like, please elaborate further.

Did not tab

Q21a   Prediction about how people go online.

By 2014, 90% of all Americans will go online from home via high-speed networks that are dramatically faster than today's high-speed networks.

	CURRENT	
%	52	Agree
	20	Disagree
	8	Challenge the prediction
	20	Did not respond

Q21b Please explain your answer. If you like, please elaborate further.

Did not tab

Q22 Thinking back to your views a decade ago, where has the use or impact of the internet fallen short of your expectations?

Did not tab

Q23 What impacts have been felt more quickly than you expected?

Did not tab

Q24 What are you anxious to see happen? What is your dream application, or where would you hope to see the most path-breaking developments in the next decade?

Did not tab

Methodology

Internet Expert Web Survey

Prepared by Princeton Survey Research Associates International
for the Pew Internet & American Life Project

December 2004

SUMMARY

The Internet Expert Web Survey, sponsored by the Pew Internet & American Life Project, obtained online interviews with a non-random sample of 1,286 internet experts. The interviews were conducted online, via SPSS, in two Waves: Wave 1 took place from from September 20 to October 18, 2004 and Wave 2 took place from October 19 to November 1, 2004. Details on the design, execution and analysis of the survey are discussed below.

Sample Design/Contact Procedures

Across both waves of the project, email invitations to participate in the survey were sent to just under 1,000 internet experts (367 of these were sent *after* the completion of the first Wave of the project). Overall, approximately seven percent of the email addresses proved invalid, for a working rate of 93%. The email invitations provided a direct link to the survey, and contained the following language:

Dear [name here]:

The Pew Internet & American Life Project is surveying experts about the future of the internet and we would very much like to include your views in our research.

The idea for this project grew out of work we did with Elon University to develop a database of over 4,000 predictions about the impact of the internet made by experts during the period between 1990 and 1995. Now we are conducting a web-based survey about the impact the internet might have in the next decade. We are canvassing many of the people whose predictions are included in the original 1990-1995 database—and we are soliciting predictions from other experts who have established themselves in recent years as thoughtful analysts.

We hope you'll take 10-15 minutes to fill out our survey, which you will find at http://surveys.spss-sb.com/spssmr/survey/surveyentry.aspx?project=p3280003. The survey asks you to assess several predictions about the future impact of the internet and to contribute your own thoughts about what will happen in the next 10 years.

This is a confidential survey. However, we encourage you to take credit for your thoughts. When you start the survey, please use this personal identification number (PIN):

[PIN]

The Pew Internet & American Life Project will issue a report based on this survey during autumn; we hope the results will be useful to policy makers, scholars, and those in the information technology industry. Our goal is to include material from this new survey in the predictions database. (While we have not publicly talked about that effort yet, you can browse through the existing material at http://www.elon.edu/predictions.) Be assured that we will not use your name or email address for any purpose other than this research project, and will not share your information with outside solicitors.

We're sure we have not identified all experts whose views would be helpful to this research, so I would invite you to send an invitation to participate in this survey to any friends or colleagues whose insights you would be interested in learning. Please ask them to use **PIN 700** when taking the survey.

I hope you enjoy taking the survey and sharing your views about the future of the internet. If you have any questions, please feel free to contact me at lrainie@pewinternet.org.

Thank you,

Lee Rainie

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As the above text indicates, Pew Internet encouraged the initial sample of experts to forward the email invitation to any colleagues whose thoughts on the future of the internet they would consider useful and important. This created an additional snowball sample of internet experts, whose ideas are also included in the final data.

Completion Rate

Based on figures supplied by SPSS, PSRAI has calculated the following completion rate for the Experts Survey:

TABLE 1: Overall Survey Completion Rate		
	Number	Rate
Total Hits	1,892	
Total Completes	1,286	68.0%
Final Completion Rate		**68.0%**

In Table 1, total hits (1,892) indicate the number of times the survey link was accessed between September 20 and November 1, or roughly the number of potential respondents who reached the survey's title page during the field period. The survey title page gave the following brief description of the survey and its sponsors, along with instructions for how to complete the survey:

PEW/INTERNET
PEW INTERNET & AMERICAN LIFE PROJECT

Forecasting the internet

Welcome to the Pew Internet & American Life Project survey of technology experts and social analysts about the future of the internet. This survey asks you to assess some predictions and contribute your own thoughts about the impact of the internet in the next 10 years.

This survey has grown out of as yet unpublished research by the Project and Elon University to study predictions made between 1990 and 1995 about the evolution of the internet. The "Imagining the internet" database of those predictions is available at http://www.elon.edu/predictions. We plan to update the database to include responses from this survey as well as your unfiltered answers.

The project's goal is to see where experts agree and disagree about the potential social impact of the internet. We hope the findings will illuminate issues for policy makers,

spark debate and further research among scholars, and encourage those who build technology to ponder the societal effects of their creations.

This is a confidential survey. However, we encourage you to take credit for your thoughts. Please feel free to put your name in any space that allows for written answers. We will only credit to you the individual statements to which you add your name in the answer block. If your name is not there, your comments will be attributed to an anonymous voice when they are added to the Pew Predictions Database.

We plan to publish the results of this survey in a report that will be issued this autumn.

S1.   If you received an email invitation from Pew Internet with an individual PIN for taking this survey, please enter it here.

Those who were invited to participate by a friend or colleague should use guest PIN 700.

If you did not receive either an individual or guest PIN, please enter 999 and proceed.

Total completes (1,286) indicate the number of respondents who completed the survey through at least Question 6. The final completion rate for the survey is computed as the number of completes (1,286)/the number of hits (1,892), or 68.0%.

Questionnaire Development

The questionnaire was developed by PSRAI in collaboration with staff of the Pew Internet & American Life Project and their partners at Elon University.

Note About Survey Data

PSRAI recommends including the following note with any public release of the data:

NOTE: Results are based on a non-random online sample of 1,286 internet experts, recruited via email notices sent to an initial sample of pre-identified experts as well as a snowball sample of their colleagues. Since the data are based on a non-random sample, a margin of error cannot be computed, and the results are not projectable to any population other than those experts who completed the survey.