

PewResearchCenter

To National Religious Broadcasters
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The Great Disruption

Three Digital Revolutions and Those Yet to Come

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FACTTANK

A stylized graphic element consisting of four vertical bars of increasing height from left to right, colored in a light beige or tan. An orange line graph is overlaid on the bars, starting at the top of the first bar, dipping below the second, rising above the third, and ending at the peak of the fourth bar.

NEWS IN THE NUMBERS

Big points

- We live in a world of “networked individuals” practicing “networked individualism”
- Three technology revolutions have pushed along pre-existing trends towards NI
- People’s experience of media is orchestrated by their social networks and expanded by social media
- The next technology revolutions are clearly evident now ... **so be prepared**

1) We live in a world of
“networked individuals” practicing
“networked individualism”

Networked Individualism

The move to looser, far-flung networks





Personal networks are:

More important – trust, influence awareness

Differently composed – segmented, layered

**Perform new functions – sentries, evaluators,
audience**

But it is not just technological story

Other drivers are changes in ...

**Identity shifts – starting with
religion & politics**

Family life changes

Business structures & labor shifts

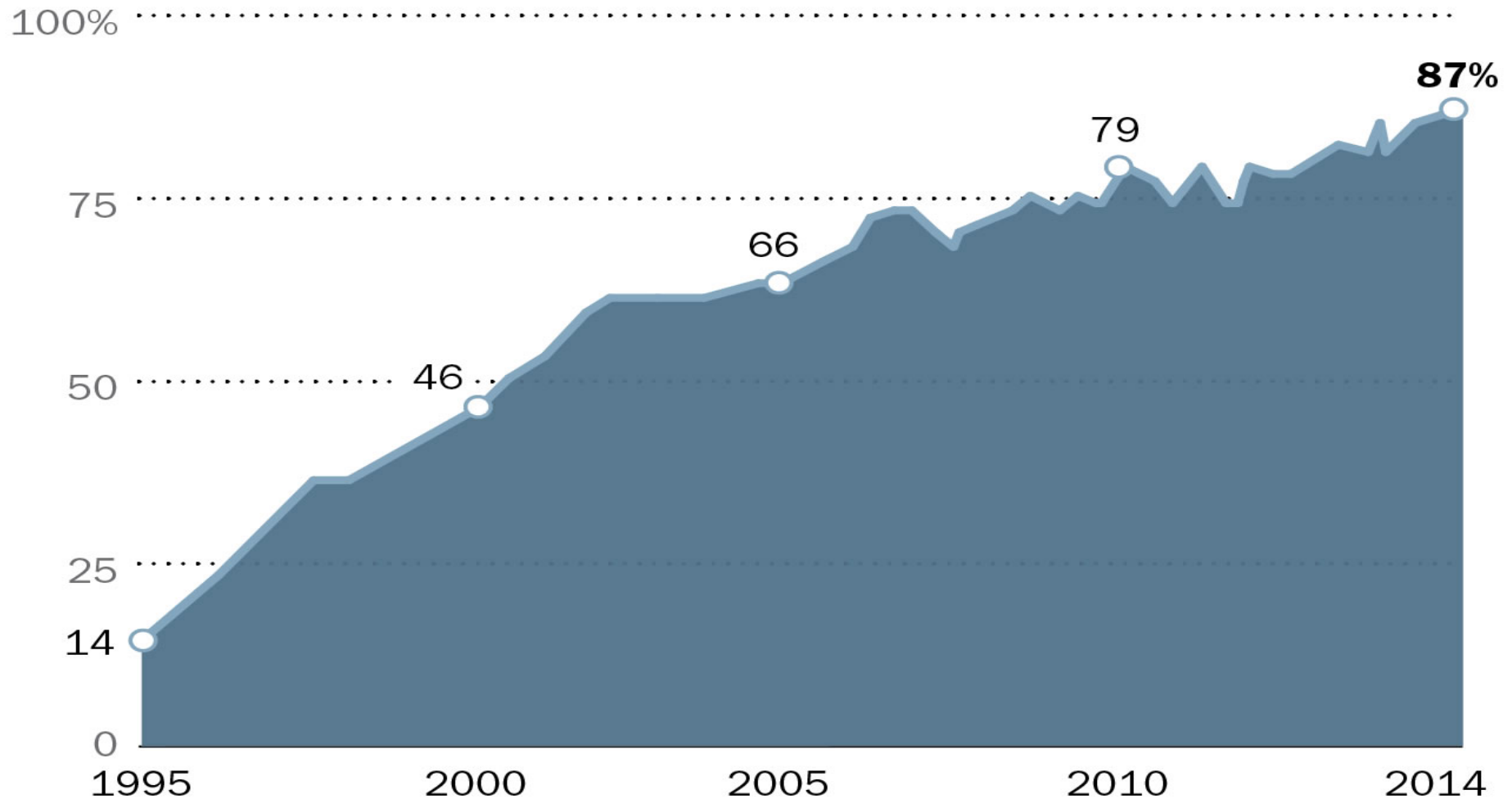
Transportation & living patterns

... then comes technology

2) Three technology revolutions
have pushed along pre-existing
trends towards networked
individualism

First: Internet and broadband

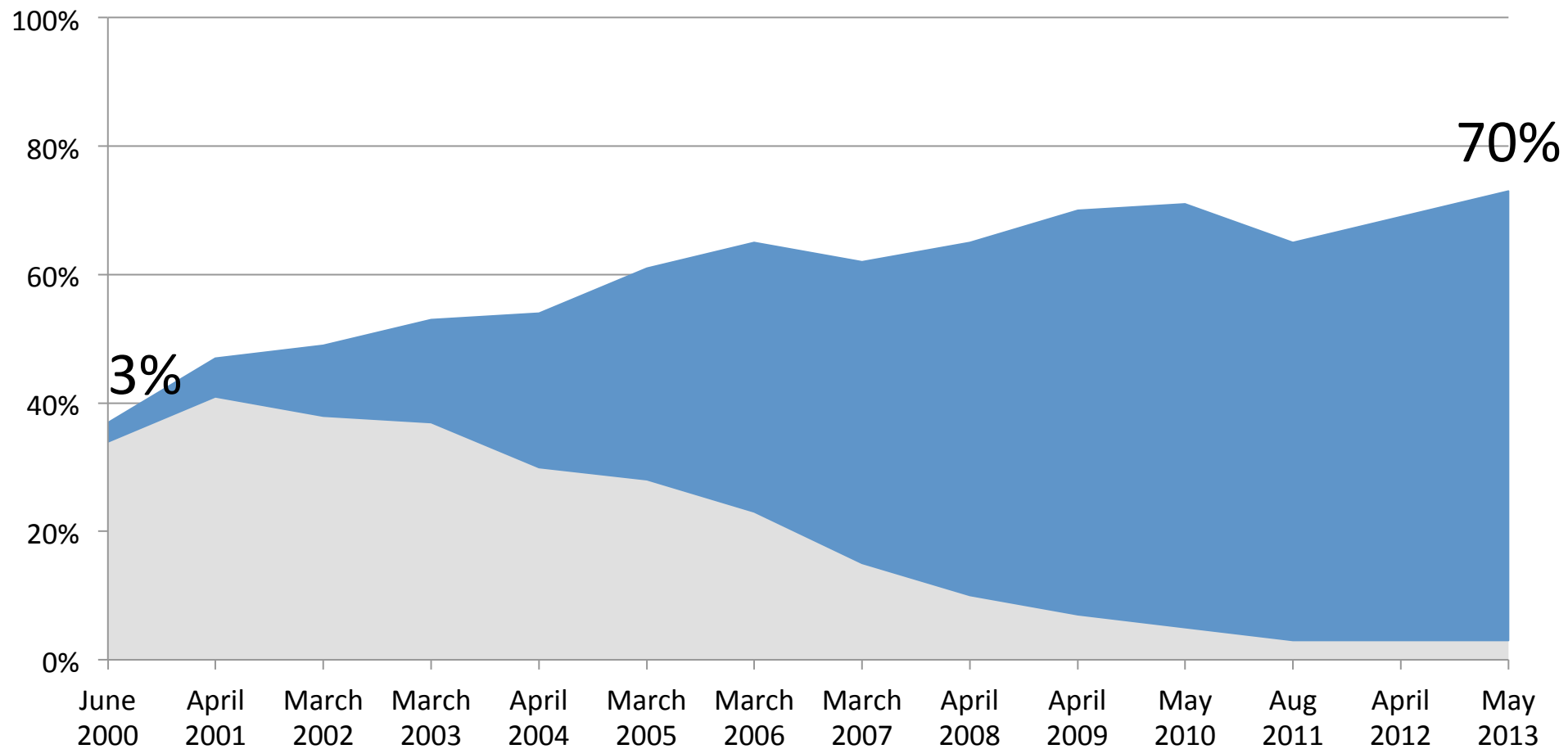
Internet adoption 1995-2014



First: Internet and broadband

Broadband adoption 2000-2013

■ Dial-up ■ Broadband

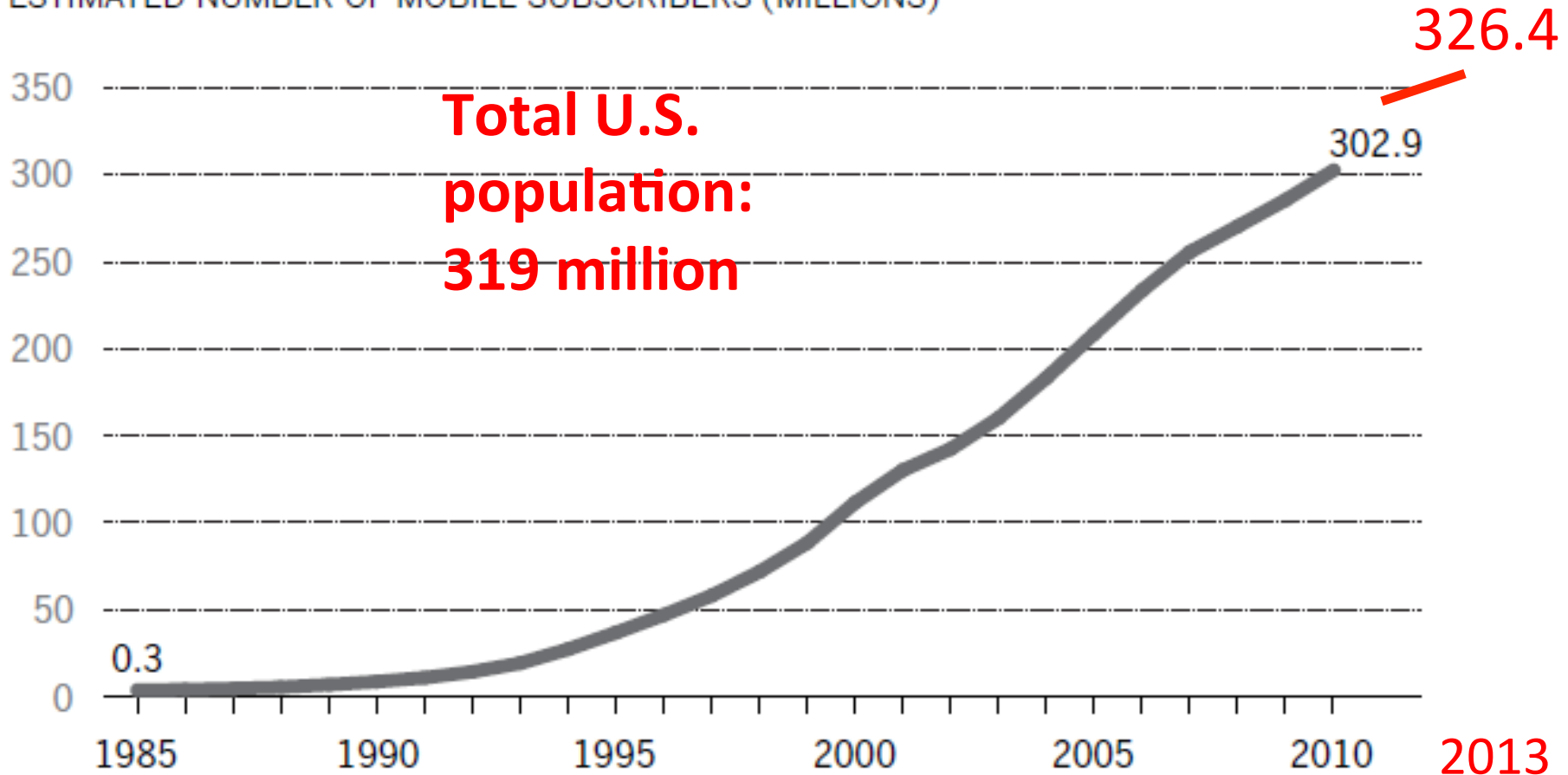


Second: Wireless connectivity

Mobile – 90% ... smartphone 58% ... tablets 42%

Mobile Subscriber Connections in America

ESTIMATED NUMBER OF MOBILE SUBSCRIBERS (MILLIONS)

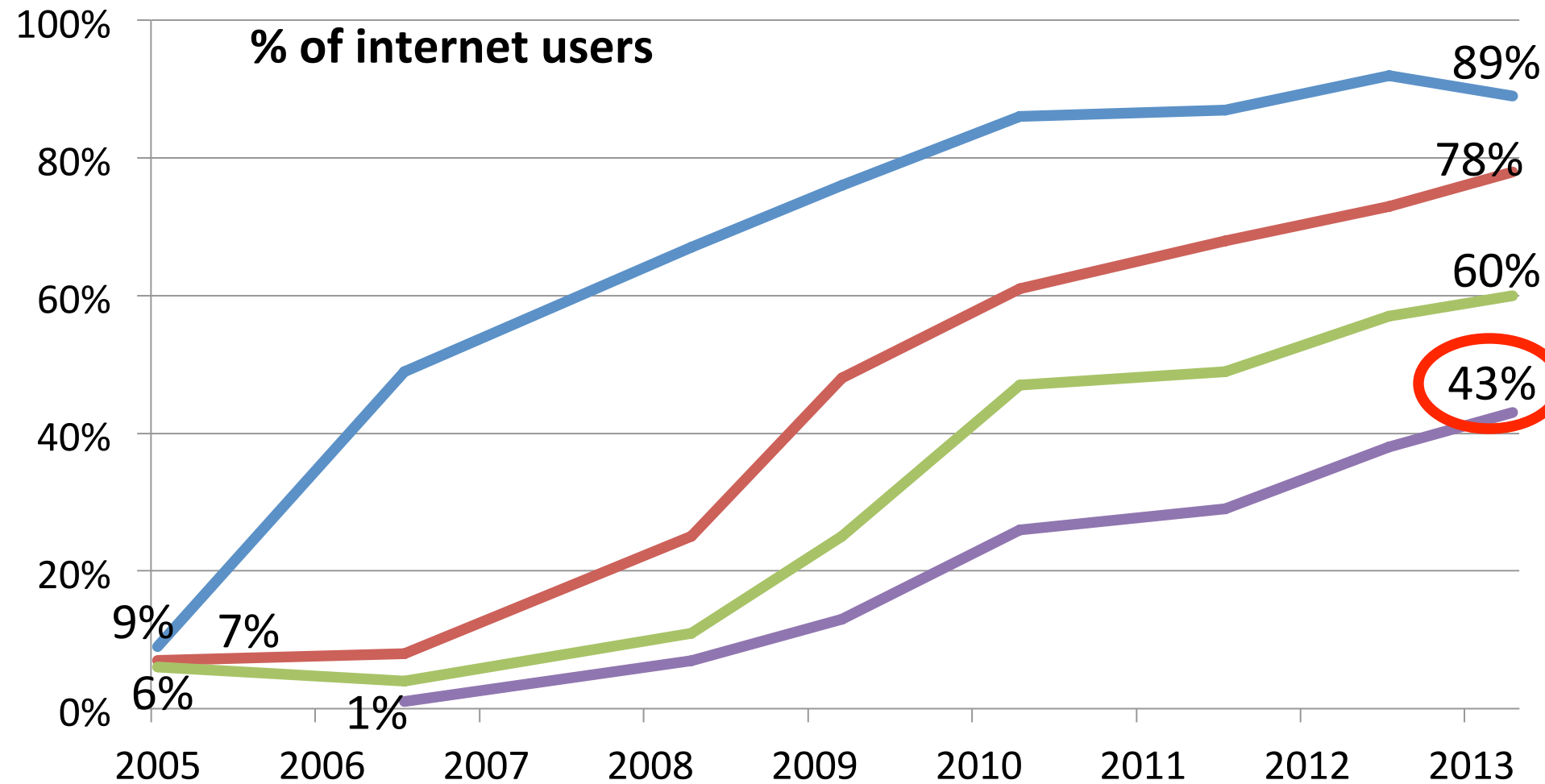


Source: CTIA

Third: Social media

61% of all adults

18-29 30-49 50-64 65+

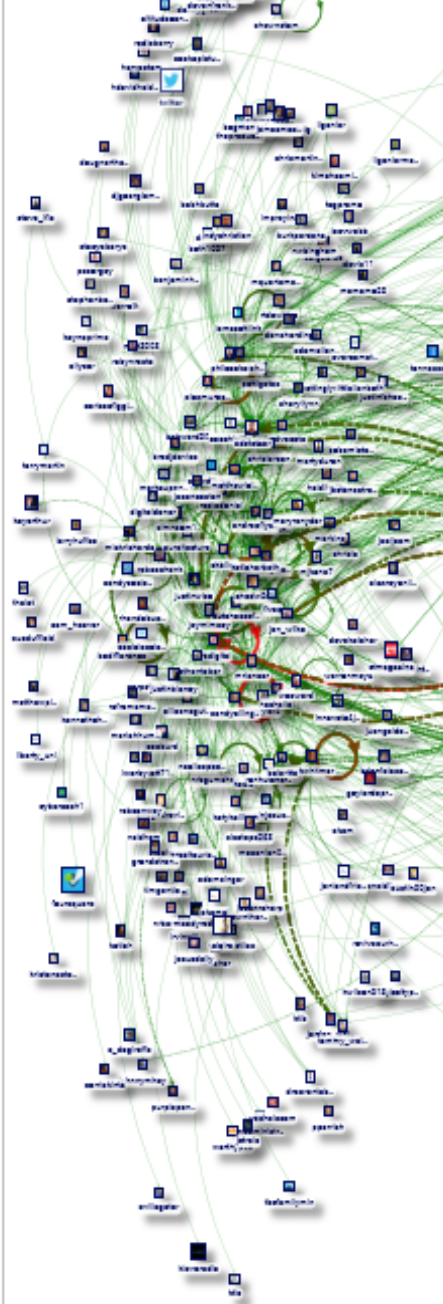


3) People's experience of media is orchestrated by their social networks and expanded by social media

Impacts

- Information flows change – my network, my playlist
- Shifting time and attention
- Changed relationships to larger institutions (including media organizations)
 - Every organization a media company and a node
 - Every individual a brand
- Amateurs rise to sit alongside and sometimes challenge experts
- Conversations and disputes are much more drawn out

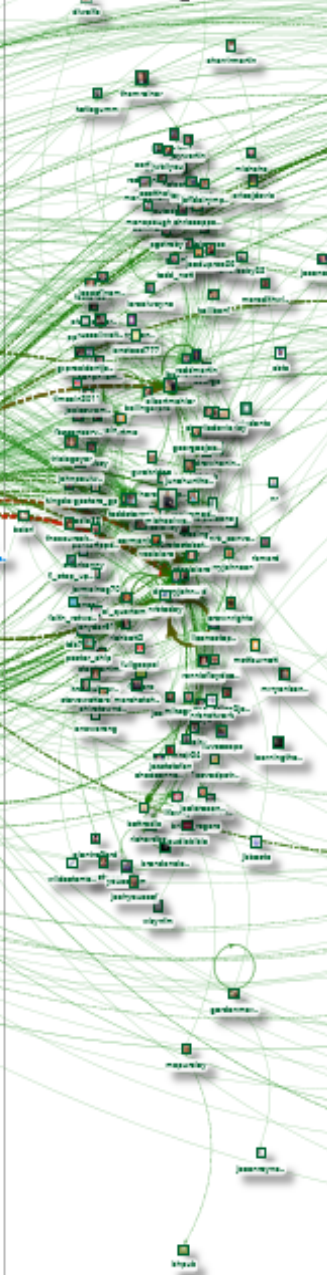
G1: nrb14 rt nrbdigital media social
nrbconvention edstetzer katienarbath
amp people



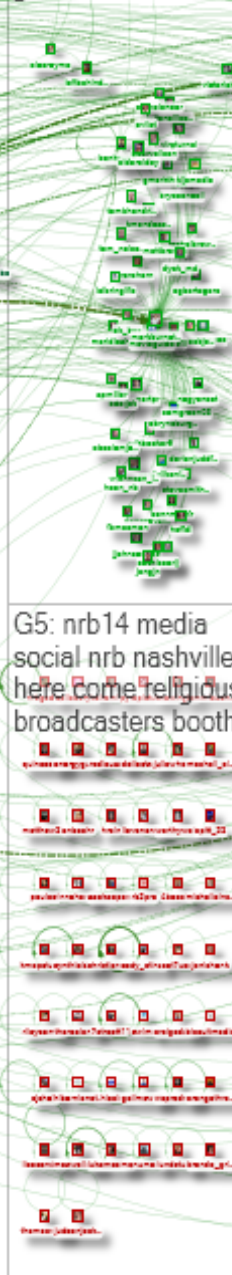
G2: nrb14 rt nrbconvention
nrbdigital booth amp
drjerryjohnson great nrb
media



G3: nrb14 rt nrbconvention
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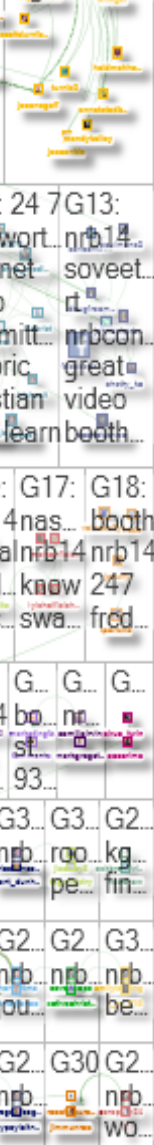
G4: movieguide
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G6: nrb14 rt meetmatt
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G7: nrb14 rt check
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G8: nrb14
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G13:
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G18:
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G10: nrb14
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pe... fin...

G39: G2... G2... G3...
nrb nrb nrb
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4) The next technology revolutions are clearly evident now ... **so be prepared**

4th revolution +++

- Internet fades into the environment as the “internet of things” expands and “big data” mushrooms
- Interfaces change – gesture, voice
- Personal connectivity grows
- Search expands to all media
- Surveillance takes new forms
- Personal empowerment develops (3D printing)
 - Maker culture

