

Digital view: Life on the Danish Internet, September 28 -
October 4, 2009

Women socialize, men gather information

The new genderized Internet



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“Digital view: Life on the Danish Internet, September 28 - October 4, 2009. Women socialize, men gather information - The new genderized Internet” is written by Jon Lund.

You can download your own free copy at www.jon-lund.com or order it at

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INTRODUCTION

Digital view: Life on the Danish Internet provides a weekly overview of the evolution of traffic on and from the Danish internet, as measured for the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

Data stems from an ongoing research carried out by Gemius for FDIM.

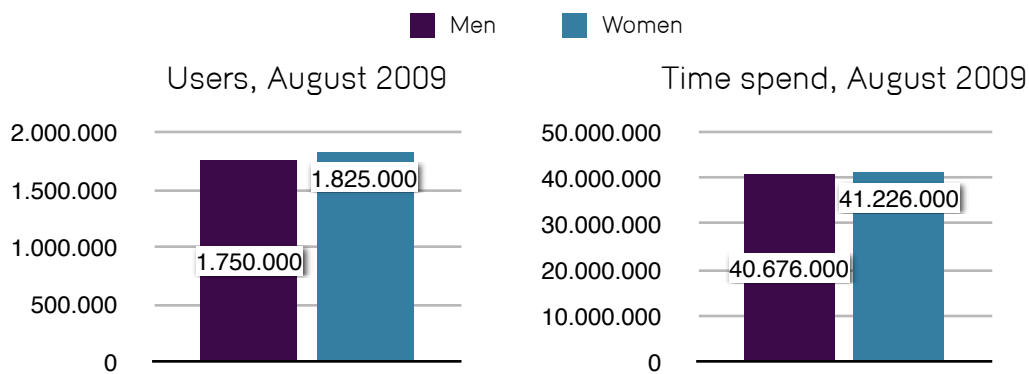
Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

THE GENDERIZATION OF THE DANISH INTERNET

Scratching the surface

At the first glance, the internet in Denmark showcases close to perfect gender equality. At least judging from the sheer numbers: half (51 percent) of the 3,7 million adult Danes online within a single month are men. Half women. (49 percent).

The pattern also applies when looking at how much time Danish users spend online. The 82 million hours divides nicely into to equal parts (of 48,5 and 51,5 percent respectably; mens favour).



Number of +15 year old Danes having accessed the internet at least once during the month of August 2009/number of hours spend. By gender. Source: FDIM/gemiusAudience.

On a second look, not everything is quit as harmonious, though. Significant differences exist on where on the internet, men and women chooses to spend their time. As it turns up, large parts of the Internet is severely genderized.

Social Networks are women's domain

Facebook.com is by far the largest social networking site in Denmark. Actually it is not only the largest social networking site, it's the largest site at all, except from Google. With it's more than 2,4 mio monthly adult users, it surpassed number three on the list, live.com, with 700.000 users in August 2009. Facebook reached 65 percent of the entire online population and 24 percent of total timespend.

The 2,4 mio users splits up into 1,1 million men and 1,3 million women, indicating a slightly screwed gender distribution, an impression which is dramatically confirmed when looking at time spend on the site. Of the 19,3 million hours used by adult Danes in August 2009, men accounted for only 6 million hours and women 13 million hours. Women used more that double the time updating and reading status messages used by men. The 1,3 million Danish women who used facebook.com in August spend on average 19 minutes a day on the site - compared to mens nearly 11 minutes a day.

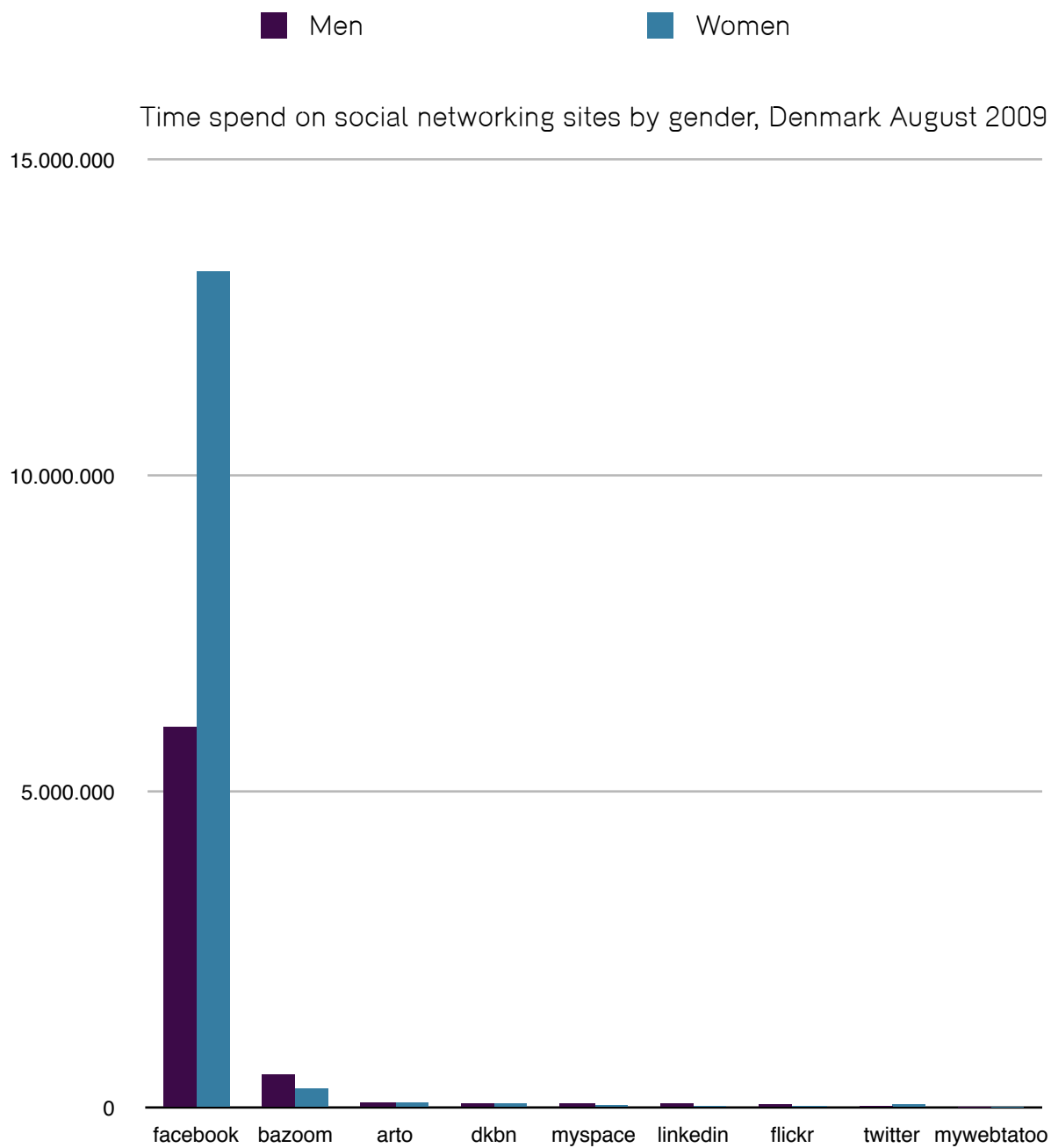
Investigating the 500 largest Danish websites shows the results to hold true not only for facebook, but for social networking generally. On twitter.com, arto.com, dkbn.dk and winx-club women timespend dominates. A few social networking sites however is dominated by men. Most notably bazoom.dk (centered around a number of galleries, car-gallery, mc-gallery etc. A part of the site is build up around a baby-gallery!).

The dominance of women on social networking highlights how gender-based behavioural patterns, known from the physical world, reproduces themselves on the internet. Social networking sites simply attracts women more than men and - importantly - women are much more likely to fully embrace the time-consuming efforts required to maintain your social network.

As social networking techniques have constituted the main driver of the development of the internet for the past years and will most likely continue to do so in various forms.

This has spurred discussions on the nature of "social capital": an asset which a company or an individual can hold, and which supplements traditional forms of capital, such as liquids, machines or work-force. In the new social networking-based world, it is held, social capital gains importance and may in certain situations be among the most important types of capital.

The findings therefore implies that women have put themselves in a winning position. If you're able to control the workings of the social internet, you're in a position to build yourself social capital, and you have been taking side with the future. Women does this. But what about men?



Number hours spend by +15 year old Danes on selected social networking websites during the month of August 2009. By gender. Source: FDIM/gemiusAudience.

	Men	Women
facebook.com	5.954.921	13.023.868
bazoom.dk	528.376	303.336
facebook.dk	120.152	206.351
arto.com	83.287	87.071
dkbn.dk	60.220	70.353
myspace.com	70.502	40.946
linkedin.com	66.976	25.841
flickr.com	58.036	24.366
twitter.com	24.889	48.032
mywebtattoo.com	1.108	3.599

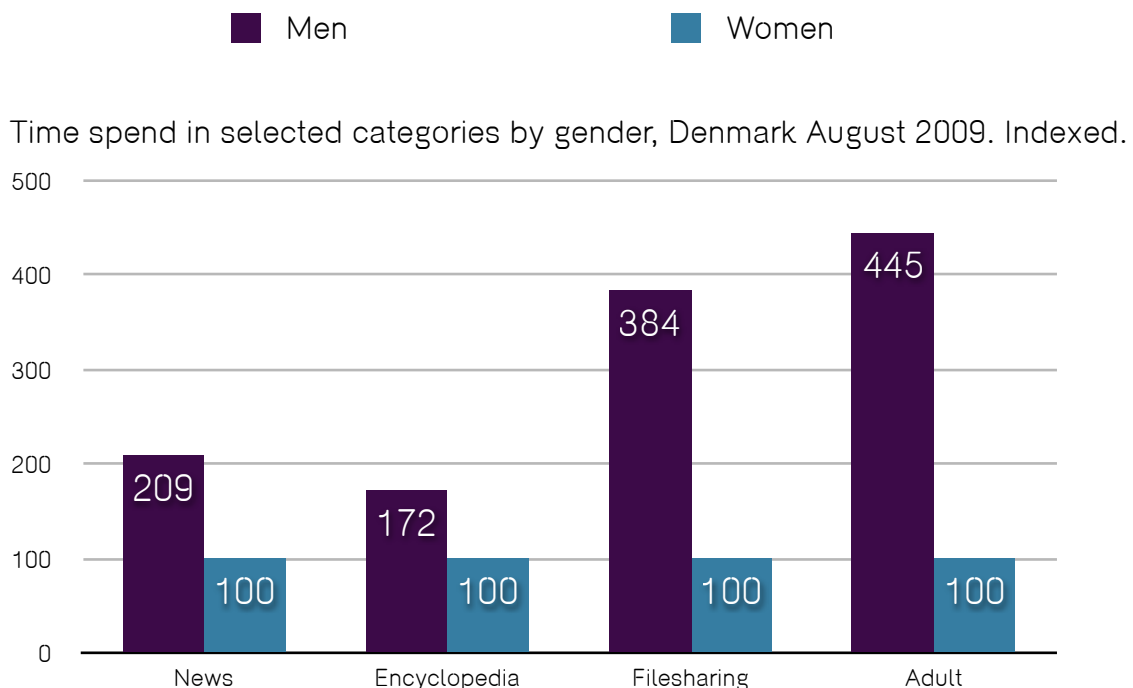
Number hours spend by +15 year old Danes on selected social networking websites during the month of August 2009. By gender. Source: FDIM/gemiusAudience.

Men are content-focused

The time-spend of men indicates a substantial different focus in their online activities. They're much more into content, as opposed to relations. Clustering the top 500 Danish websites together brings out a number of categories in which men clearly dominates.

Clustering together 80 different news-sites shows a very clear pattern. Overall, men spend 209 % of the time used by women in visiting news-sites. And no matter the specific character of the news-website, men dominate time-spend. Regional news sites, business news sites, sports news websites, leisure news websites, IT news websites and general news websites: on all of these categories, men spend at least fifty percent more time compared to women. Only websites of radio-stations (used for listening to internet-radio) have a similar overweight of women.

Encyclopedic use of the internet - a similar content-centered area - also shows a strong dominance of male use. File-sharing activities (mostly piratebay.com) is clearly a mens business. As are use of adult sites.



Indexed hours spend by +15 year old Danes on selected thematic clustered websites during the month of August 2009. By gender. Source: FDIM/gemiusAudience.

	Men		Women	
	Hours	Index	Hours	Index
News	8.129.172	209	3.882.593	100
Encyclopeida	193.857	172	303.336	112.588
Filesharing	24.950	384	6.490	100
Adult	434.954	445	97.746	100

Hours and indexed hours spend by +15 year old Danes on selected thematic clustered websites during the month of August 2009. By gender. Source: FDIM/gemiusAudience..

Stoneage revisited?

The results highlighted here poses the question: are we heading into a new divided and genderized world, in which men and women resides in different spheres. Where women naturally acts as social capitalists, whereas men takes on the role of information-gatherers. Somewhat similar to the earliest human societies, where men had the responsibility to find food and women for taking care of child rearing and domestic activities.

The implications of such a scenario are widespread. It stresses the importance of having both businesses, societies and individuals aligned with both demands of the new internet-based world: both to have a socially networked setup and at the same time a knowledge based content-setup. You need to address both the talking and facts. Because both are in demand.

This applies to internal business processes. Human Ressouce, eg, should be aware of women social skills in setting up recruitment evaluation criteria. And for organizational purposes you should ensure close cooperation between male information-hunters and female socializers in all work processes: the two supplements each other and have different "natural talents".

The findings also has bearings on marketing activities: Eg. women are your best ambassadors, since their most likely to spread the word. Women are key influencers, to take one example.

The scenario poses challenges to society and government. As society, the findings should be addressed form a gender mainstreaming perspective. How can we as a society benefit from the new behavioral structures, on which men and women so obviously have a different takes.

Though only sketched in this analysis, significant changes may be about to arrive. Changes propelled by new tools and ways of communication, unfolding and spurring new and old behavioral practices and opportunities.

DATA AND METHODOLOGY

“Digital view: Life on the Danish Internet” provides a weekly overview of the evolution of Danish activity on the internet, as measured for the Interactive Bureau of Denmark (Foreningen af Danske Interaktive Medier, FDIM).

The Data stems from an ongoing research carried out by Gemius for FDIM. The research falls in two parts: one part measures all pageviews of the sites taking part of the survey. Key results are published on <http://fdim.dk/?pageid=123>.

The other part of the research investigates Danes’ use of websites not actively participating in the study, such as Google, Facebook, Youtube and Twitter. This research is based on a panel with 7000+ actively participating panelists, which is adjusted to align with actual demographic composition and behavioural characteristics of the overall Danish internetpopulation.

The querying and processing of data, identification of key parameters for selected sites showing significant trends is done by Jon Lund based on a profound experience in traffic-analysis and an in-depth knowledge of the Danish internet-landscape.

Data is collected through a peer-reviewed, automatic, structured and rule-based methodology and is generally of very high quality.

The official statistics are available on www.fdim.dk and through a special analytics application.



ABOUT JON LUND

Jon Lund is advising, speaking and analyzing the impact of new media and new technology on business and society. Jon Lund views openness and transparency as factors contributing to the growth of business, the welfare of societies and the well-being of individuals. Open up, give away data, figures, facts and opinions, invite customers, business-partners and society in general to engage with you, in the long term will leave you better off.

From 2004 to 2009 Jon Lund was general manager of IAB Denmark (Foreningen af Danske Interaktive Medier, FDIM) and headed as such the official measurement of activity and ad spend on the internet.

Jon Lund is member of the board of IAB Europe and has held honorary positions as member of the Danish Ministry of Cultures advertising forum, member of the board of directors of the forum of the Danish Media, member of ICC Denmark's marketing committee. He holds a masters degree in Political Science and has worked with internet since starting his own agency in 1995.