

# DIGITAL CITIZENSHIP SERIES

## DIGITAL COMMUNICATION



**DIGITAL COMMUNICATION** is the electronic way to exchange information. It includes methods such as: email, cell phones, text messages, video conferencing,

blogs, wikis, social media, and instant messaging. Why is this important? Consider these statistics: 380 million texts are sent per day; 2.8 emails are sent every second; 96 percent of Americans use some form of

computers in their jobs; YouTube reaches more U.S. adults aged 18-34 than any cable network; every second two new members join LinkedIn. Social activities account for 91 percent of mobile internet access.

### FACEBOOK STATS\*



- > 23% of Facebook's users check their account five or more times daily.
- > More than 300 million photos are uploaded to Facebook every day.
- > 968 million people are active on Facebook each day, on average. (June 2015)
- > About 83% of Facebook users are outside the U.S. and Canada.

### Pros and Cons of Digital Communication

#### PROS

- > Digital communication allows users to multitask.
- > Messages can be sent at any time, and the recipient can respond when it is convenient.
- > Communication is instant.

#### CONS

- > People are always connected. Most adults continue to work after they come home.
- > It is difficult to interpret tone and facial expression when communicating online.
- > Misinformation can spread quickly.

### TWITTER STATS\*



- > In 2015, there were 340 million tweets per day. Since Twitter began, there have been more than 163 billion tweets.
- > The average Twitter user has tweeted 307 times.
- > Every second, 11 accounts are created on Twitter.
- > It's always changing, but as of September 2015, the most-followed celebrities were: Katy Perry, Justin Bieber, President Barack Obama, Taylor Swift and YouTube.

### Talk About It

Which digital communication fact surprised you? What is your experience with digital communication? What items would you add to the pros and cons of digital communication?

Some critics say that digital communication has hurt relationships. Why would they say that? Do you agree or disagree?

### INSTAGRAM STATS\*



- > More than 80 million photos are uploaded to Instagram every day.
- > The average Instagram user spends 257 minutes accessing the photo-sharing site per month.
- > 75% of Instagram users are from outside the U.S.
- > 40% of brands have adopted Instagram for marketing.

### In The News

Is your newspaper connected to Facebook, Instagram, Twitter or Google+? How do they use these

digital tools to communicate? How could they use these tools more effectively?

### PINTEREST STATS\*



- > The most popular age group of Pinterest users is 25-34. 80% of Pinterest users are women, and 50% of all Pinterest users have children.
- > The average Pinterest user spends 98 minutes per month on the site.
- > 69% of online consumers who visit Pinterest have found an item they've bought or wanted to buy, compared with 40% of Facebook users.

### Try It

Keep track of your family's digital communication use for one week. Are they using digital communication for work, school, or entertainment? What types of are being used? How many

cell phone calls are made? How many texts are sent? How many minutes of social media are used? Create an infographic to display your results. Compare your results to your classmates.

### GOOGLE+ STATS\*



- > The Google +1 button is used 5 billion times per day.
- > Google+ active users spend more than 60 minutes a day across Google products.
- > 68% of Google+ users are male, 32% are female, 42% of worldwide Google+ users are single; 27% are married.
  - > 48% of Fortune global 100 companies are now on Google+.

**Academic Standards:** Reading nonfiction text for main idea and supporting detail. Comparing and contrasting. Analyzing data and drawing conclusions.

\* Digital statistics are constantly changing.