

ELECTRONIC COMMUNICATIONS

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Tim Berners-Lee
created the
internet

January 2015

**JAN
2015**

GLOBAL DIGITAL SNAPSHOT

A SNAPSHOT OF THE WORLD'S KEY DIGITAL STATISTICAL INDICATORS

TOTAL
POPULATION



we
are
social

**7.210
BILLION**

URBANISATION: 53%

FIGURE REPRESENTS TOTAL GLOBAL
POPULATION, INCLUDING CHILDREN

ACTIVE
INTERNET USERS



we
are
social

**3.010
BILLION**

PENETRATION: 42%

FIGURE INCLUDES ACCESS VIA
FIXED AND MOBILE CONNECTIONS

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

**2.078
BILLION**

PENETRATION: 29%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

UNIQUE
MOBILE USERS



we
are
social

**3.649
BILLION**

PENETRATION: 51%

FIGURE REPRESENTS
UNIQUE MOBILE PHONE USERS

ACTIVE MOBILE
SOCIAL ACCOUNTS



we
are
social

**1.685
BILLION**

PENETRATION: 23%

FIGURE REPRESENTS ACTIVE USER
ACCOUNTS, NOT UNIQUE USERS

3.010 billion
Internet users

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YEAR-ON-YEAR GROWTH

HOW THE DIGITAL WORLD HAS EVOLVED OVER THE PAST 12 MONTHS

TOTAL
POPULATION



we
are
social

+1.6%

+115 MILLION

ACTIVE
INTERNET USERS



we
are
social

+21%

+525 MILLION

ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

+12%

+222 MILLION

UNIQUE
MOBILE USERS



we
are
social

+5%

+185 MILLION

ACTIVE MOBILE
SOCIAL ACCOUNTS



+23%

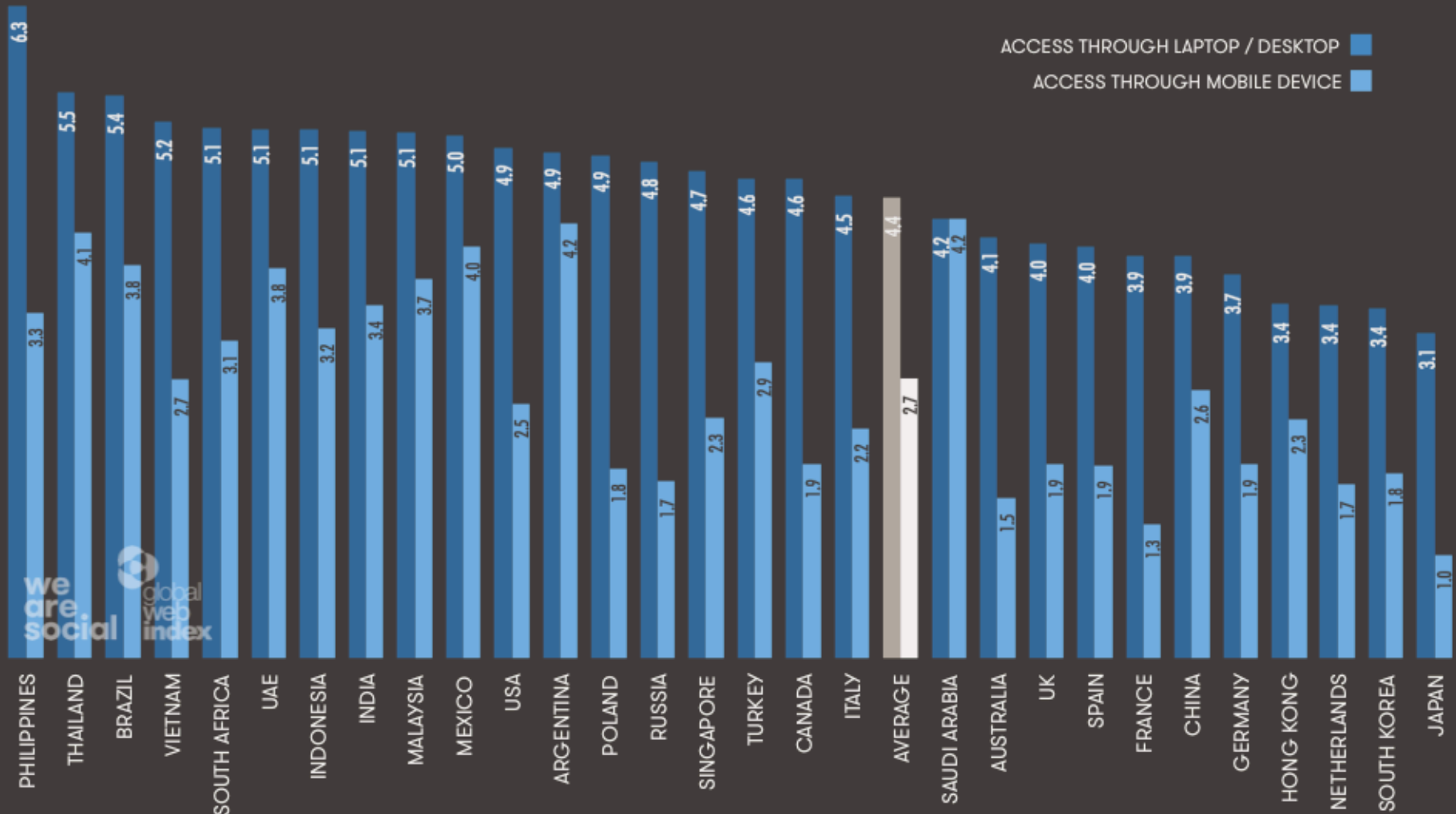
+313 MILLION

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TIME SPENT ON THE INTERNET

AVERAGE NUMBER OF HOURS SPENT USING THE INTERNET PER DAY, SPLIT BY PC USE AND MOBILE PHONE USE

NOTE THAT AVERAGE TIMES ARE BASED SOLELY ON PEOPLE ACCESSING THE INTERNET VIA EACH SPECIFIC DEVICE, AND DO NOT FACTOR NON-USERS



<https://www.youtube.com/watch?v=wMB77eJPYs8>



The Hardware

- Desktop & laptop
Computers
 - Smart phones
 - Tablets
 - Smart watches
- Games consoles
 - Music players



The Platforms

Web 2.0 is a term that was introduced in 2004 and refers to the second generation of the World Wide Web. The term "2.0" comes from the software industry, where new versions of software programs are labeled with an incremental version number. Like software, the new generation of the Web includes new features and functionality that was not available in the past. However, Web 2.0 does not refer to a specific version of the Web, but rather a series of technological improvements.

- The Internet (1.0 & 2.0)
 - E-mail
 - Instant messaging
 - Voice & Video chat
 - Social Networking
 - The Cloud
 - Sharing



Social Media



WIKIPEDIA
The Free Encyclopedia

Google™

You Tube



YAHOO!®

skype™

facebook®

myspace.com

WordPress



twitter



Blogger

LinkedIn™



Pinterest



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SOCIAL MEDIA USE

BASED ON THE MONTHLY ACTIVE USER NUMBERS REPORTED BY EACH COUNTRY'S MOST ACTIVE PLATFORM

TOTAL NUMBER
OF ACTIVE SOCIAL
MEDIA ACCOUNTS



we
are
social

2.08B

ACTIVE SOCIAL ACCOUNTS
AS A PERCENTAGE OF
THE TOTAL POPULATION



we
are
social

29%

TOTAL NUMBER OF
SOCIAL ACCOUNTS
ACCESSING VIA MOBILE



we
are
social

1.65B

ACTIVE MOBILE SOCIAL
ACCOUNTS AS A PERCENTAGE
OF THE TOTAL POPULATION

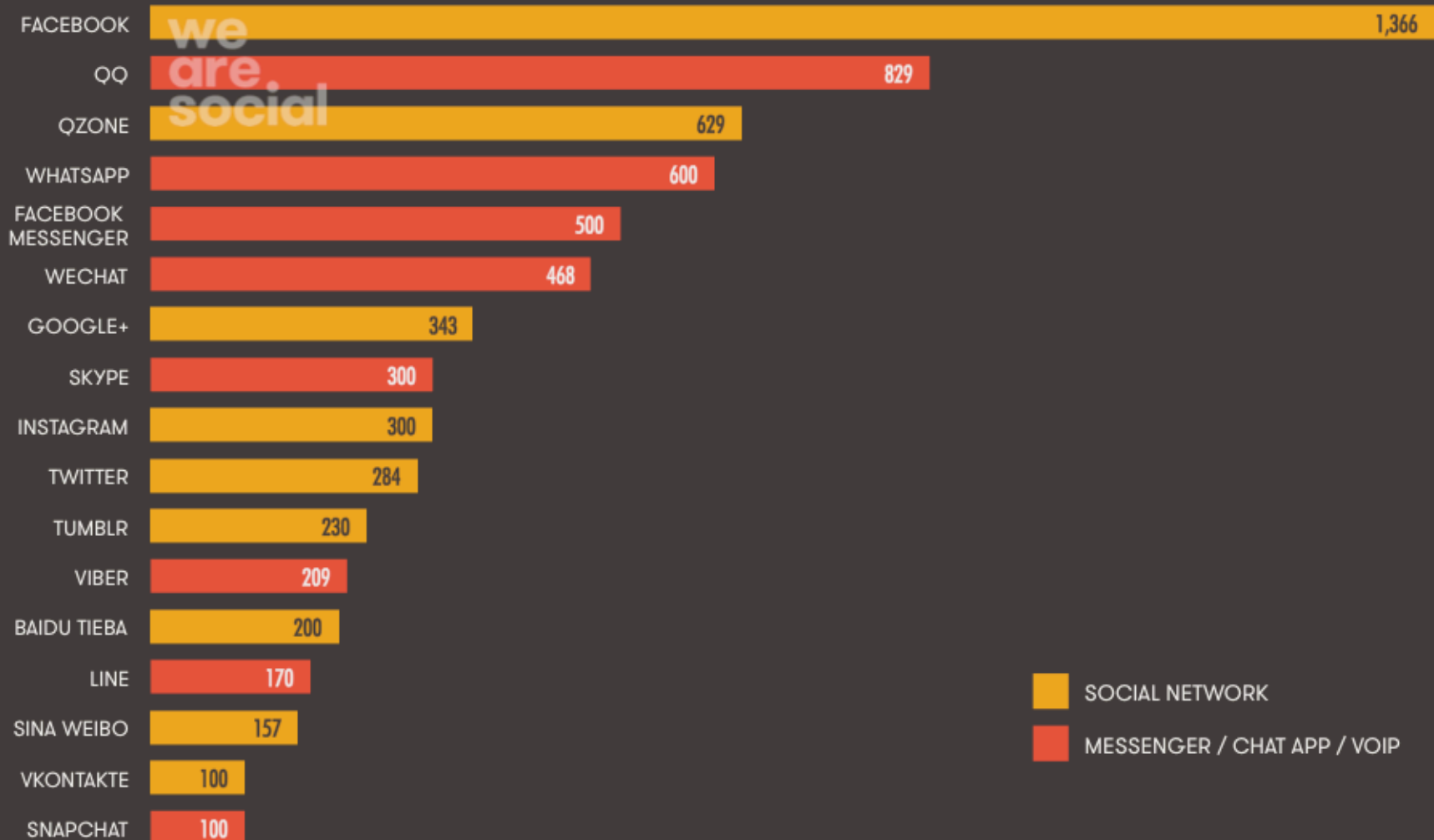


23%

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ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS



<https://www.youtube.com/watch?v=DYedZth9ArM>

<https://www.youtube.com/watch?v=OEzyex2HvqA>

What do you know
about the architecture
of internet diffusion and
content?

- Social interaction
 - Information
 - Entertainment
 - Education
- Communication



Effects

Mental, emotional
and
communicative
expansion

Risk, id theft, social
isolation,
addiciton,
promiscuity

There is a definite
extrinsic and intrinsic
change caused by
immersion in
communication
technologies

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