

Internet overload? No, survey says

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In a survey of US users, three-fourths said they are better informed about national and international news and pop culture because of the Internet

Most people are happy with the Internet as a source of on-demand information, with only a small percentage hit by "information overload," a survey of US users showed Monday.

Some 72 percent of those surveyed said they liked having the Internet's resources at their fingertips, and 26 percent felt overwhelmed by the amount of data online.



"We have asked this 'information overload' question since the beginning of our research in 2000 and have consistently found the same thing: Americans like lots of information choices and don't feel particularly oppressed by the growing flows of material into their lives," said Lee Rainie, Internet project director at the Pew Research Center.

"Even through all the tech change in the past generation, people say they are coping fine and relish the new options they have to get and share the <u>information</u> that matters to them."

The Pew survey shows that 87 percent of adults who access the Internet said it has improved their ability to learn new things.

Some three-fourths of those surveyed said they are better informed about national and international news and pop culture because of the Internet.

And 67 percent said they are better informed about friends and 60 percent know more about their family from online tools.

More than seven in 10 Internet users say digital technologies have improved their ability to share their ideas and creations with others, up from 55 percent in 2006, the report said.

This comes with two thirds of those online using social networking sites.

The survey found 77 percent of adult Internet users say today's students are better informed because of online access, and just eight percent said it has made them less well-informed.

Surprisingly, the respondents under age 30 were less convinced of the Internet's value: 19 percent in that age group said the Internet has had little impact on students, compared with nine percent of those older than



30.

The report is based on an online <u>survey</u> conducted September 12-18 among a sample of 1,066 adult Internet <u>users</u>. The margin of error is estimated at 3.3 percentage points.

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