

Yahoo! and OMD present

DISCONNECTED

LIFE WITHOUT THE INTERNET



This is the story of...



BOSTON

CHICAGO

PORTLAND

13 Brave households

28 People

2 Weeks

0 Internet

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LIFE WITHOUT THE INTERNET

PRESENTED BY: **YAHOO!** **OMD**
INSIGHTS • IDEAS • RESULTS
Research conducted by **CONIFER**

Why did we do this?

137,000,000 people online in the US

- Fastest growing medium ever

50.4% of those have broadband

- Internet has infiltrated popular culture, business, and every day lives

Source. Nielsen/NetRatings, July 2004

But...

What role does it play in our lives?

Is it just another medium? Easily replaced? Not missed?

What happens when it is removed from our lives?

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Recruitment was not easy...

Our recruiters told us...

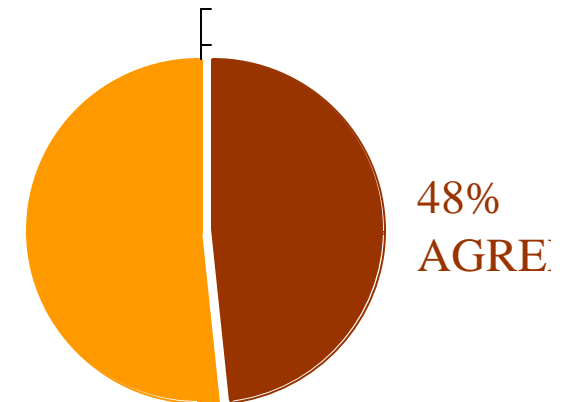
“... the number of approached individuals was around 200 to 250 in-person... The number of dials is estimated at 500 to 600.”

“Most people were not even conscious of how much of an impact their daily Internet usage had until we asked them to refrain from using it.”

“...there’s no way we can get along for even a day without the Internet.”

... and these households were paid \$950 for participation!

// I could not go without the Internet for more than 2 weeks. //

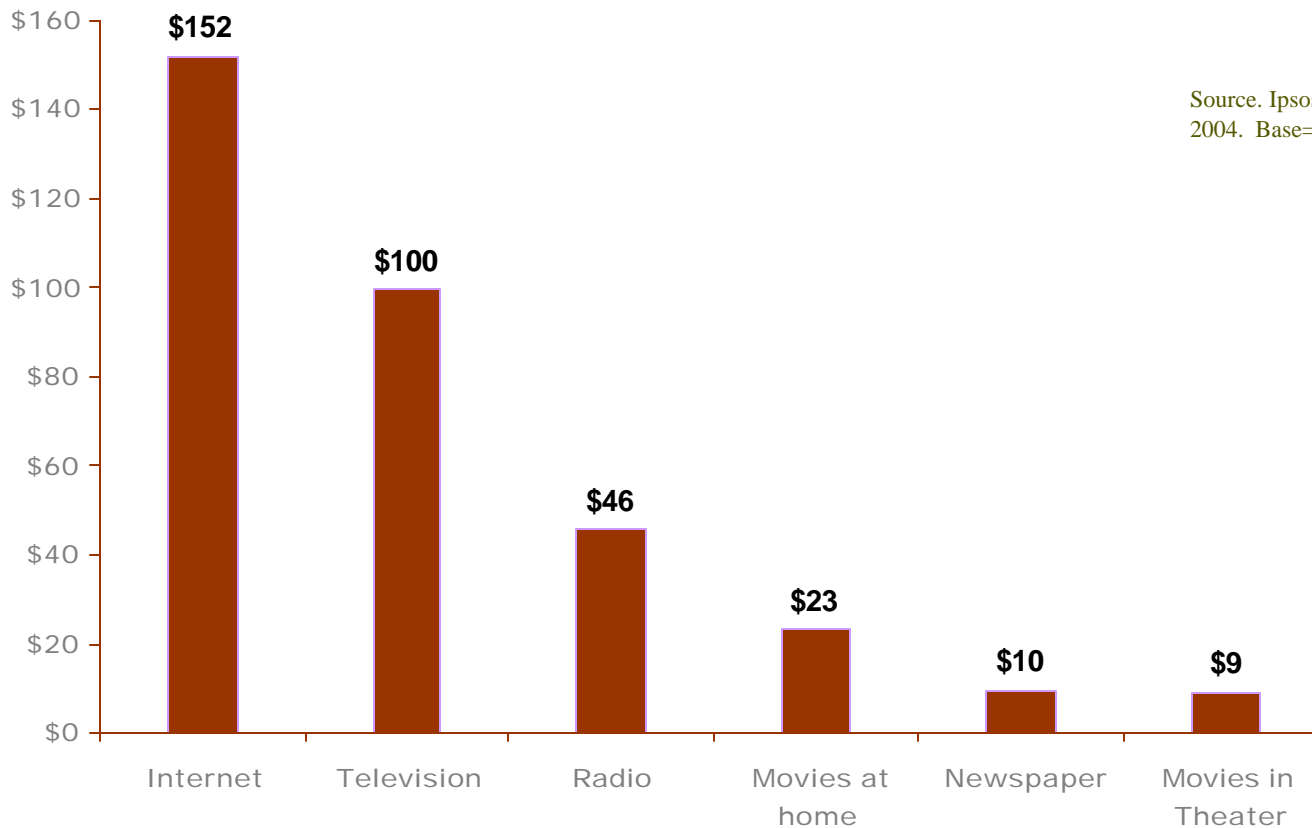


Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

Recruitment was not easy...

Imagine that you were part of an experiment and you were being paid not to use each of the following for personal purposes for 2 weeks.

What is the minimum amount you would have to be paid to go without...



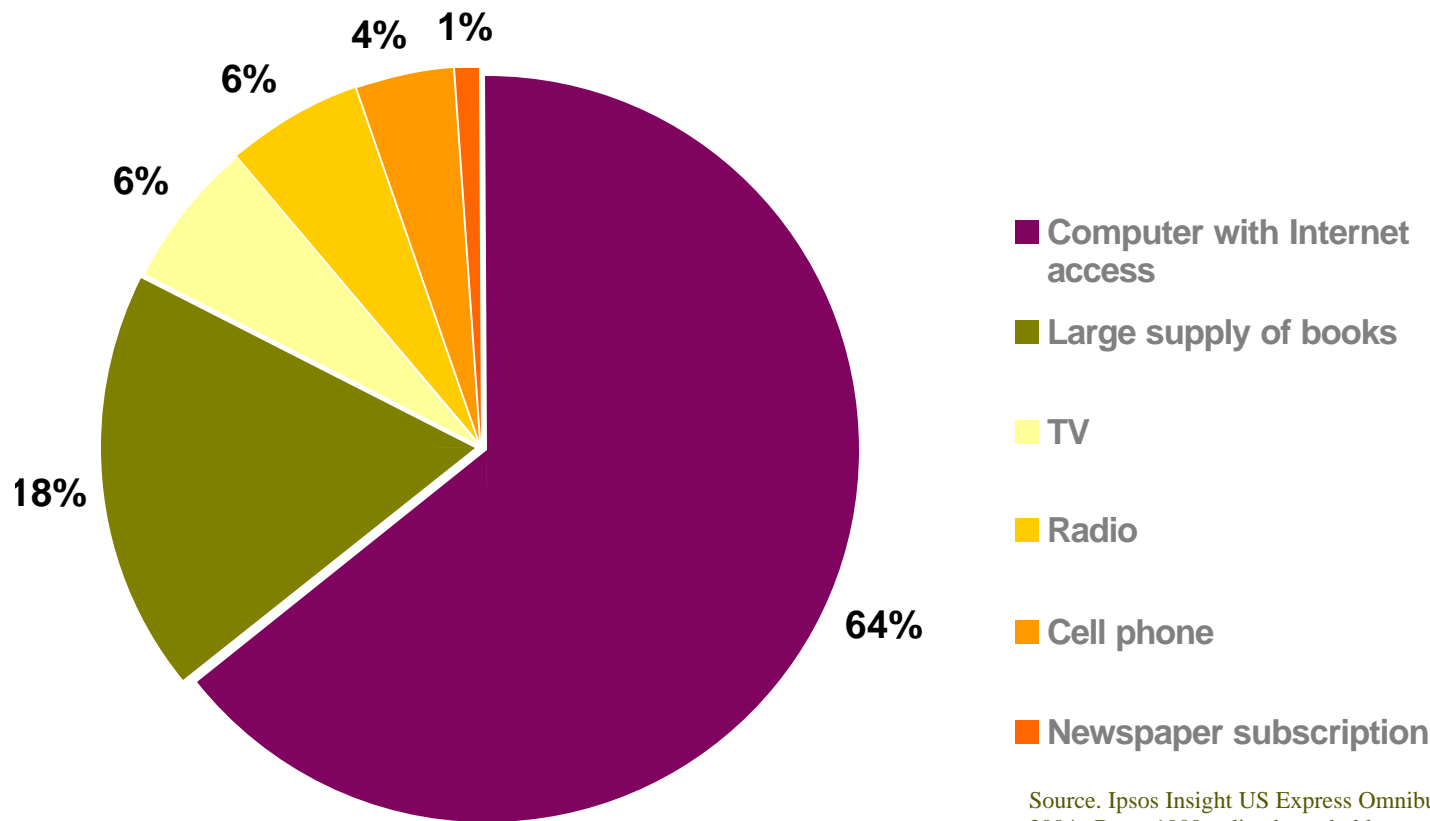
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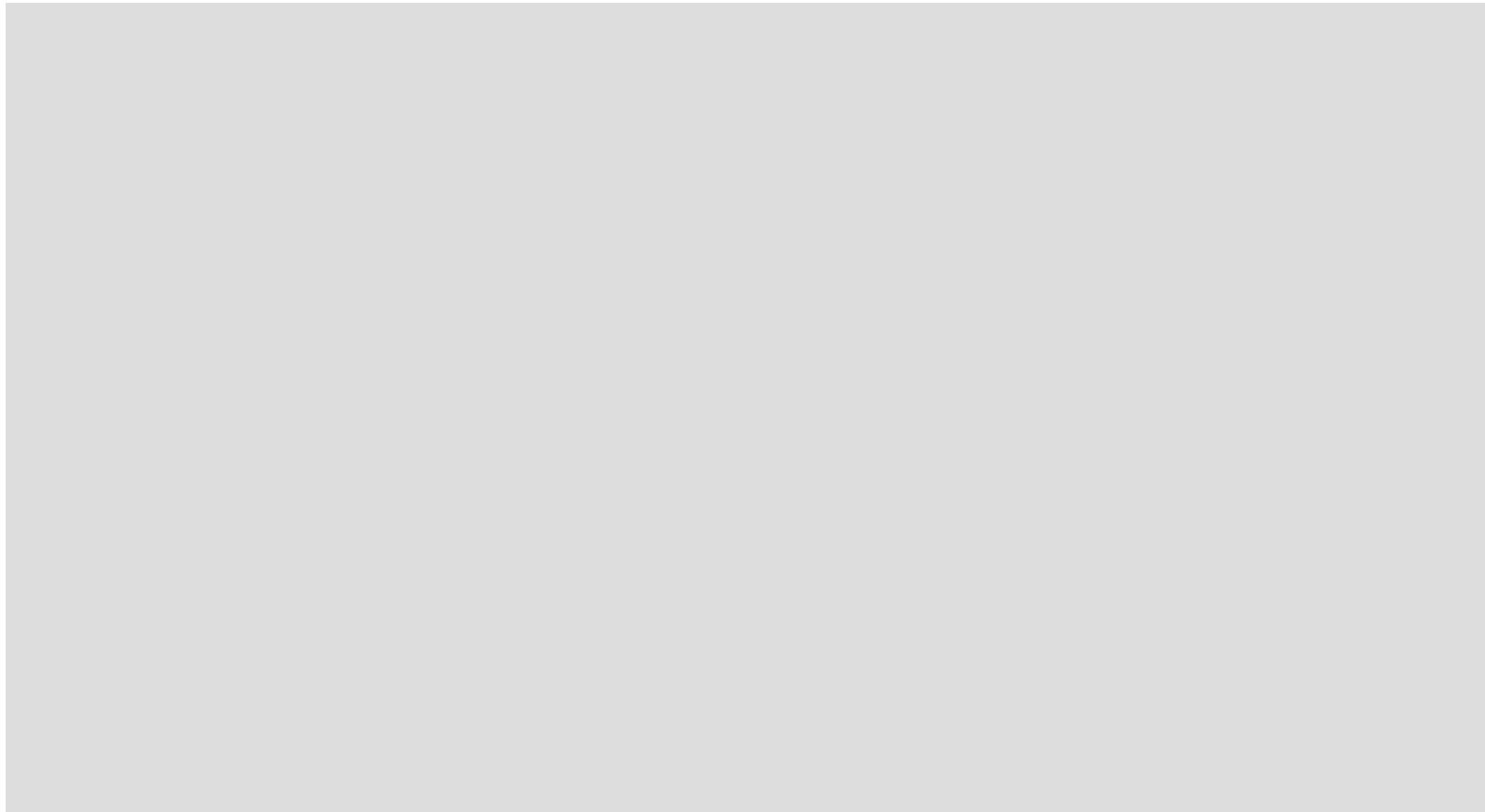
Recruitment was not easy...

If you had to live on a deserted island and could only take one of the following with you, **which** would you take?



Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

Who Braved It....



Who Braved It....

16 Men



12 Women



8 Young Adults

4 Families

4 Couples



9 Students

5 Self Employed

10 Employed Otherwise

The gruelling process



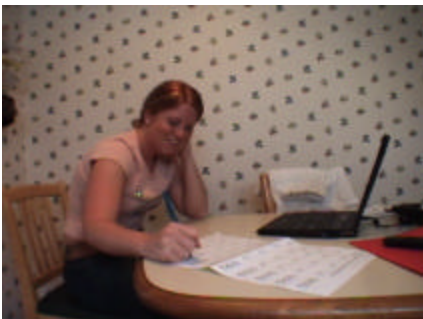
Pre-test Interviews

Establish baseline
user patterns



Test Phase

Users self document
the experience

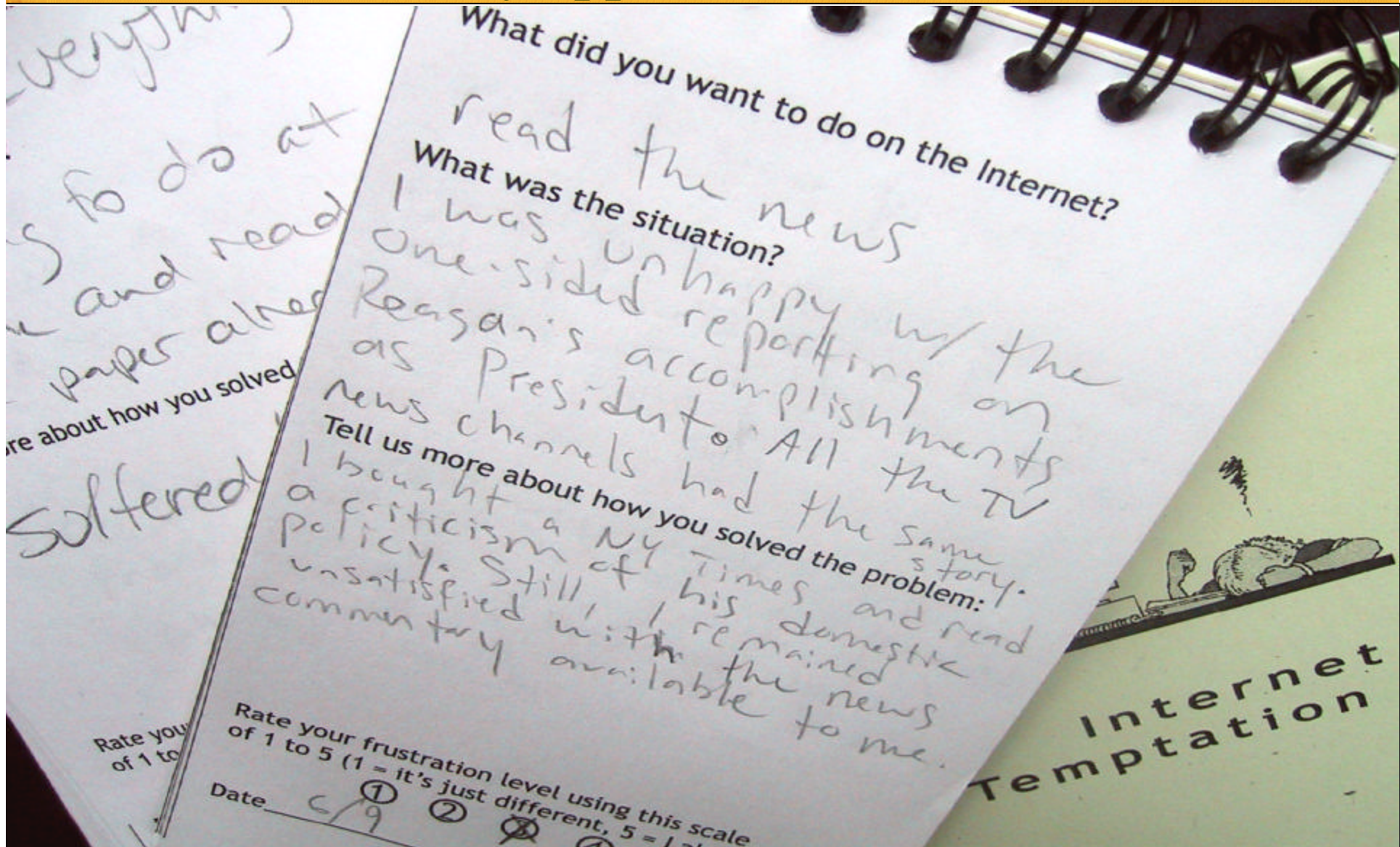


Review the experience
Assess the impact

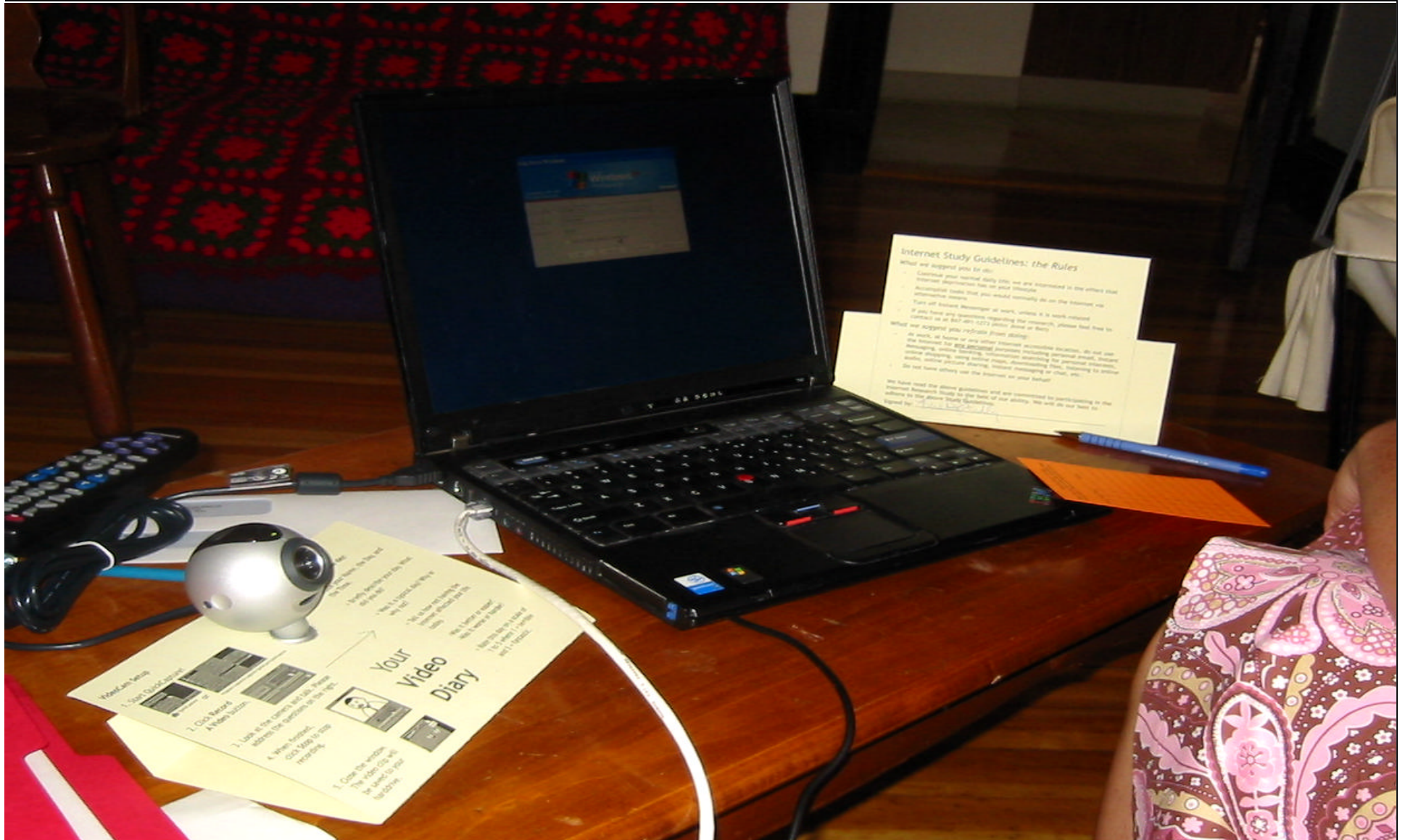
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Self-documentary approach




Self-documentary approach



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Self-documentary approach



Internet Lifeline

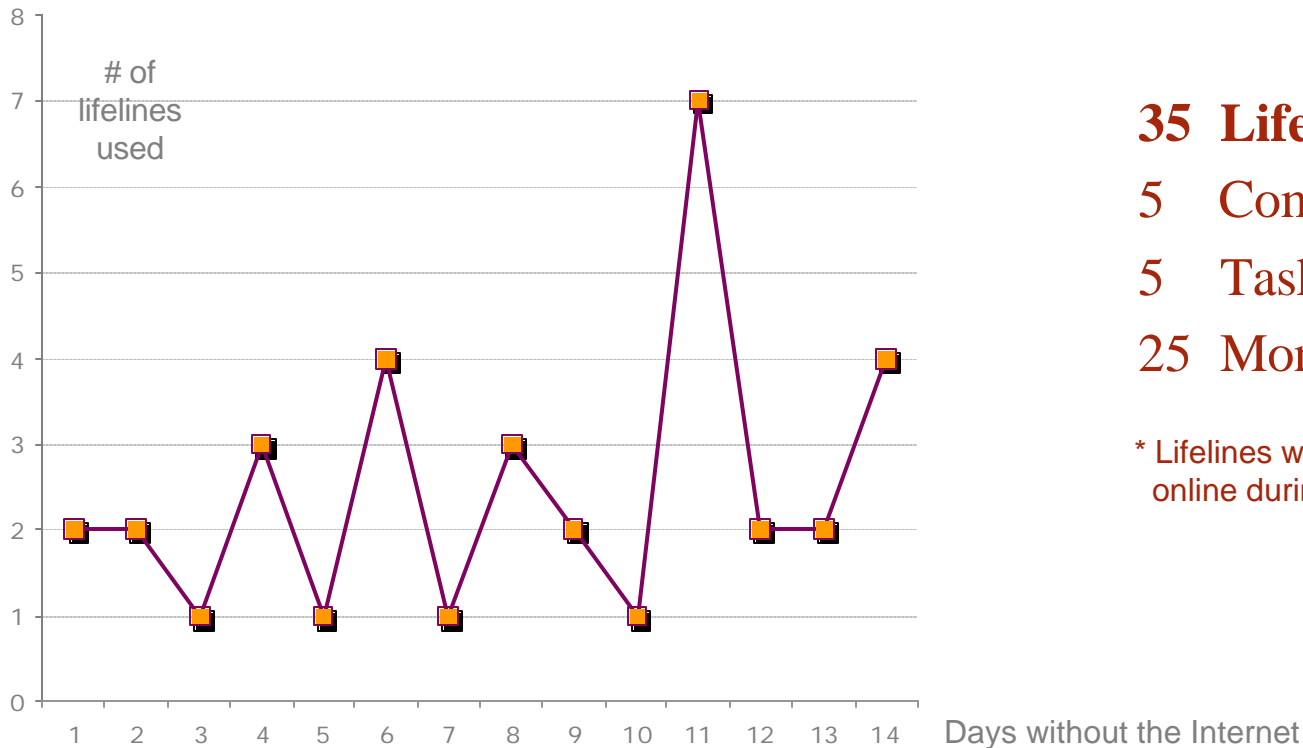
What did you do on the Internet? Looked up information on checking accounts, what was the situation? I had an emergent car repair situation so I felt the need to see our bank as so as to know if we might have overdrawn.

about why you chose to use this lifeline. It was important to figure out information. Withdrawing it would be very costly.

thfield

Preliminary findings indicate...

Yes, they are survived.
But it was not easy.



35 Lifelines* were used

5 Communication

5 Task oriented

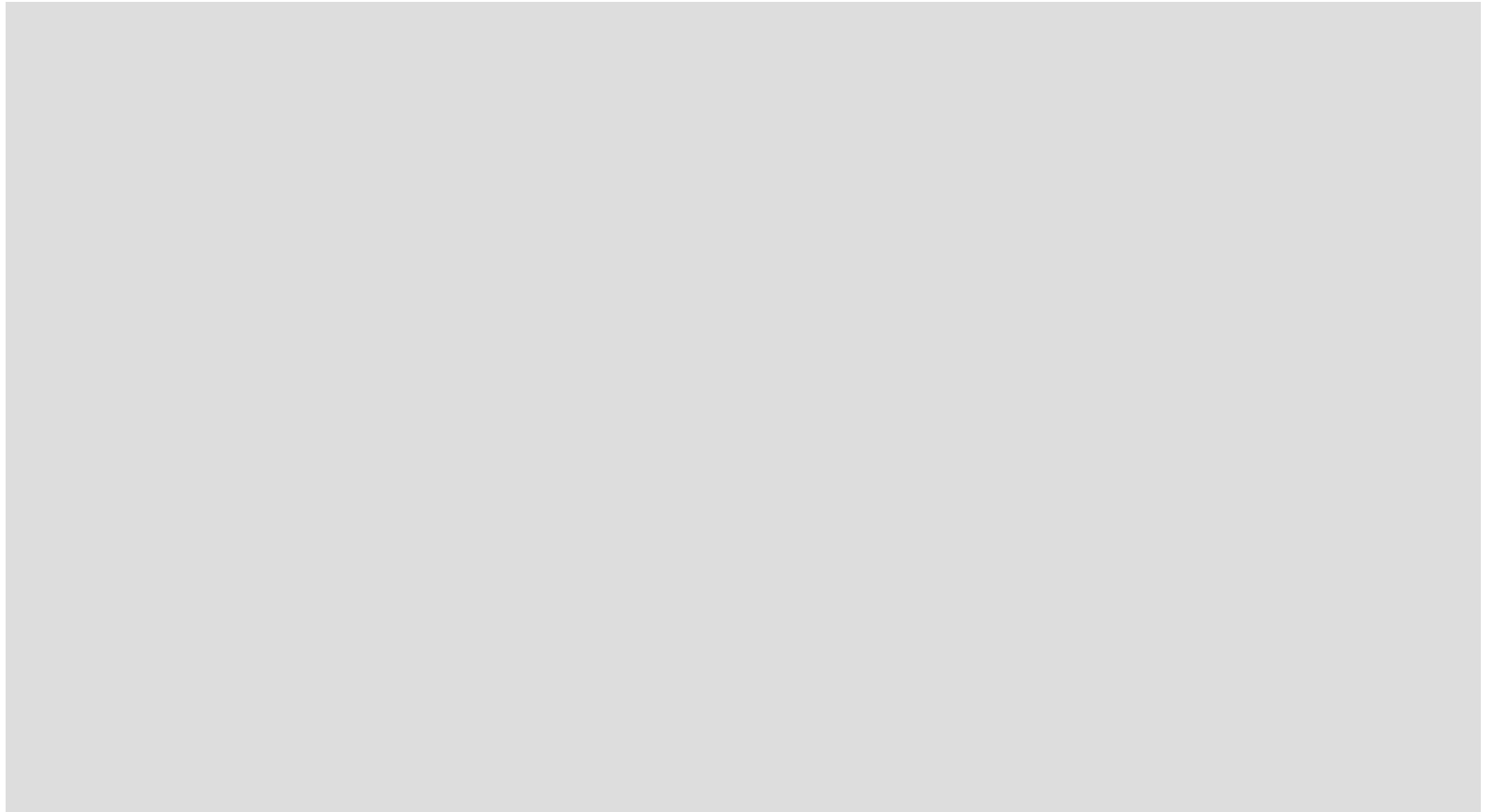
25 Money related

* Lifelines were a single activity done online during the deprivation study

Many people saw this study as a personal challenge.

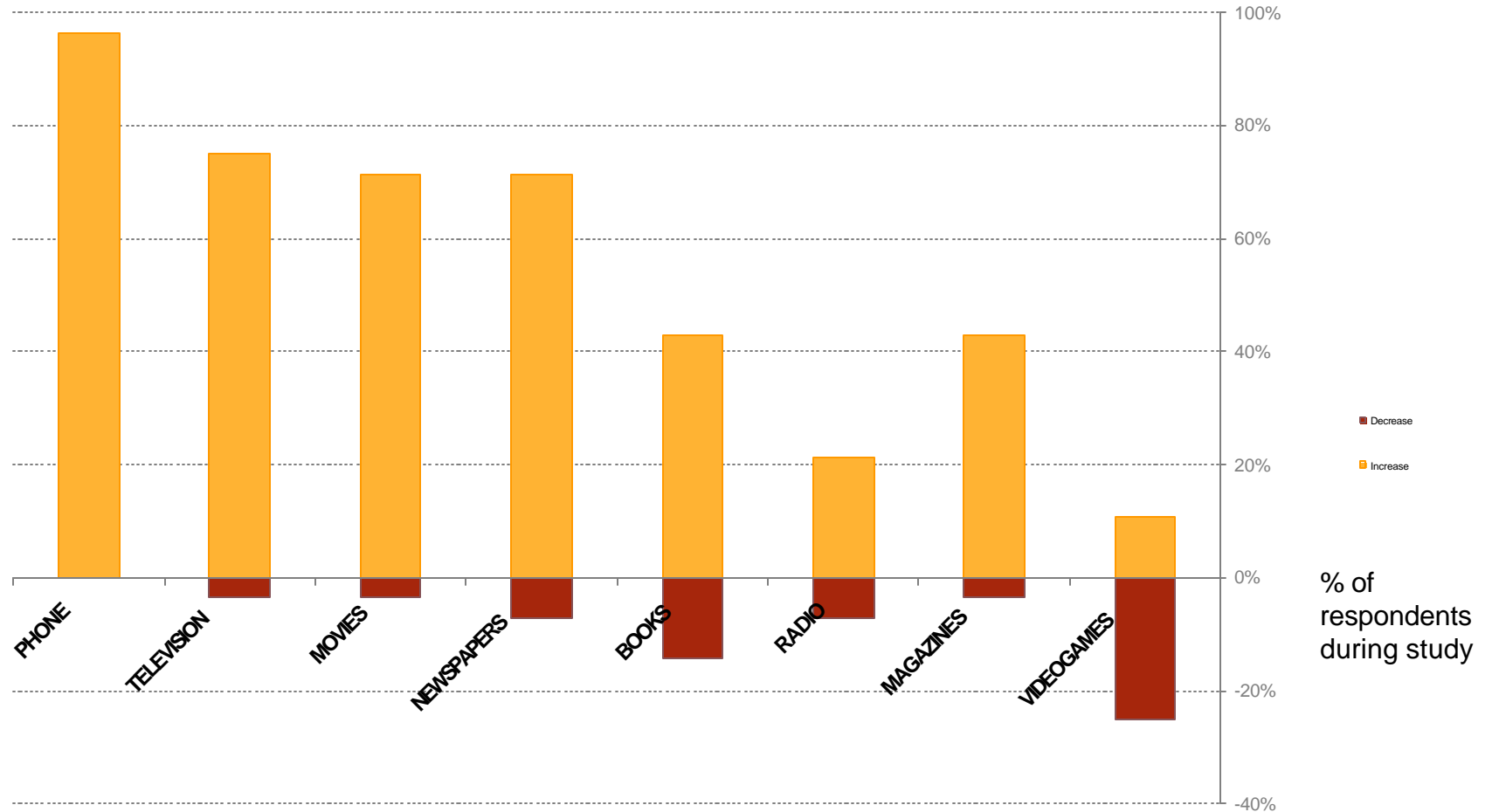
Preliminary findings indicate...

VIDEO DIARIES



Preliminary findings indicate...

People substituted alternative media



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% of respondents not allocated in this graph reported no change in usage

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Preliminary findings indicate...

They spent their time in other ways

SUBSTITUTES Conference Calls. Buying newspaper. Postal mail. Shopping Malls. Text messaging. Family Time. Long Telephone Calls. Asking for directions. Faxing documents. Priority Mail. Looking in the phone book. Reading old magazines. Pulling out the roadmap. Offline videogames.

NEW ACTIVITIES Discovering the pool. Outdoor activities. Board Games. Bike. Getting out of the house. Physical activity. Social gatherings. Sporting events. Visiting the neighbors. Bowling. Garage sale-ing. Boating. Staying home. Weekend excursion. Getting on tread mill.

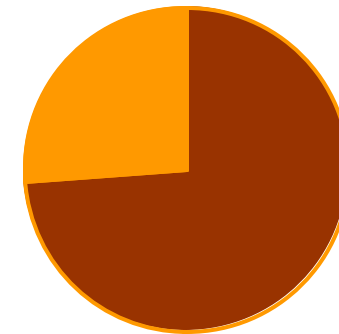
Preliminary findings indicate...

A Digital Divide

Feeling nicked and dimed

- Paying to go to a teller at the bank
- Calling 411
- American Airlines started charging \$5 for paper tickets
- \$15 for college course catalog
- Cell phone bills increase

// The Internet gives me an advantage over those who do not have or use the Internet



//
**74%
AGREE**

Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

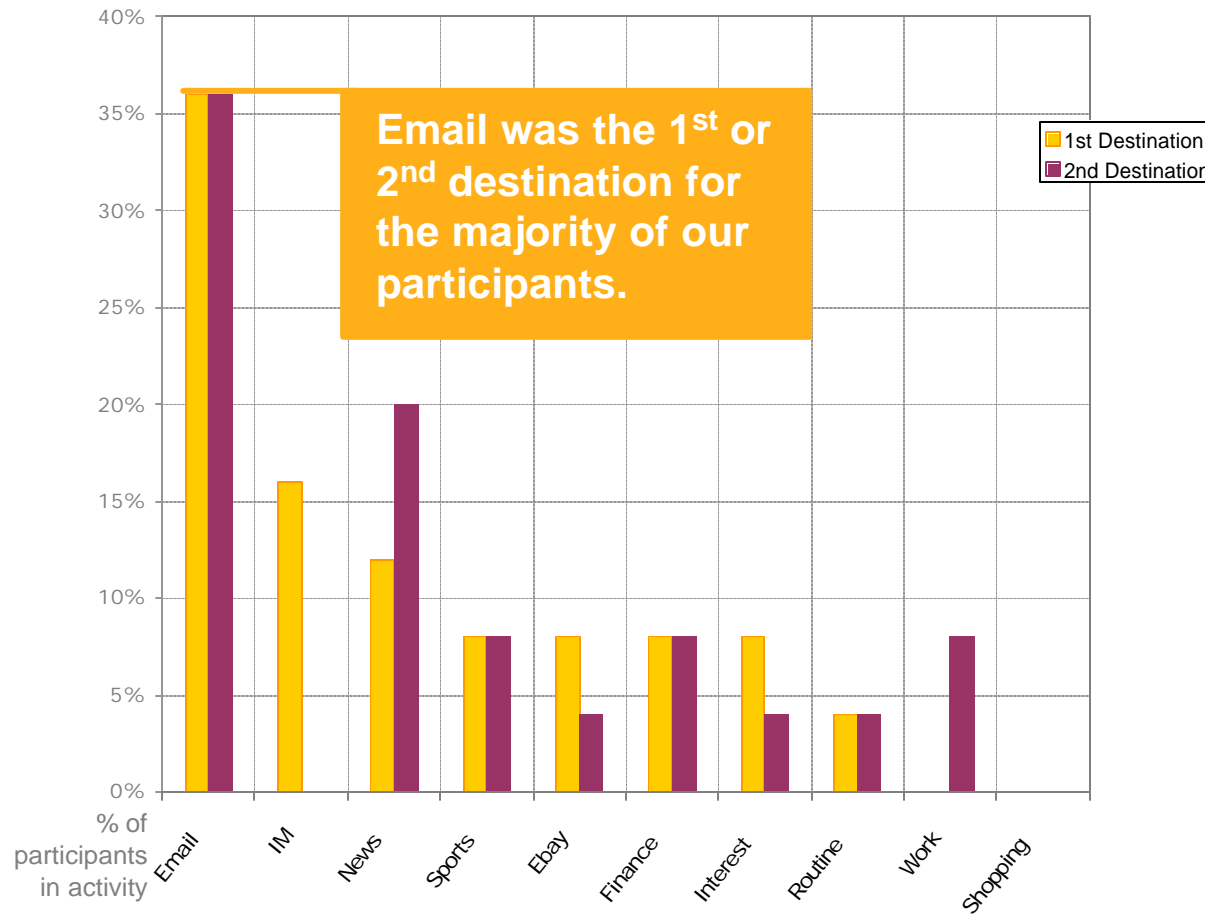
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Preliminary findings indicate...

Communication was a first priority in their first few minutes online*

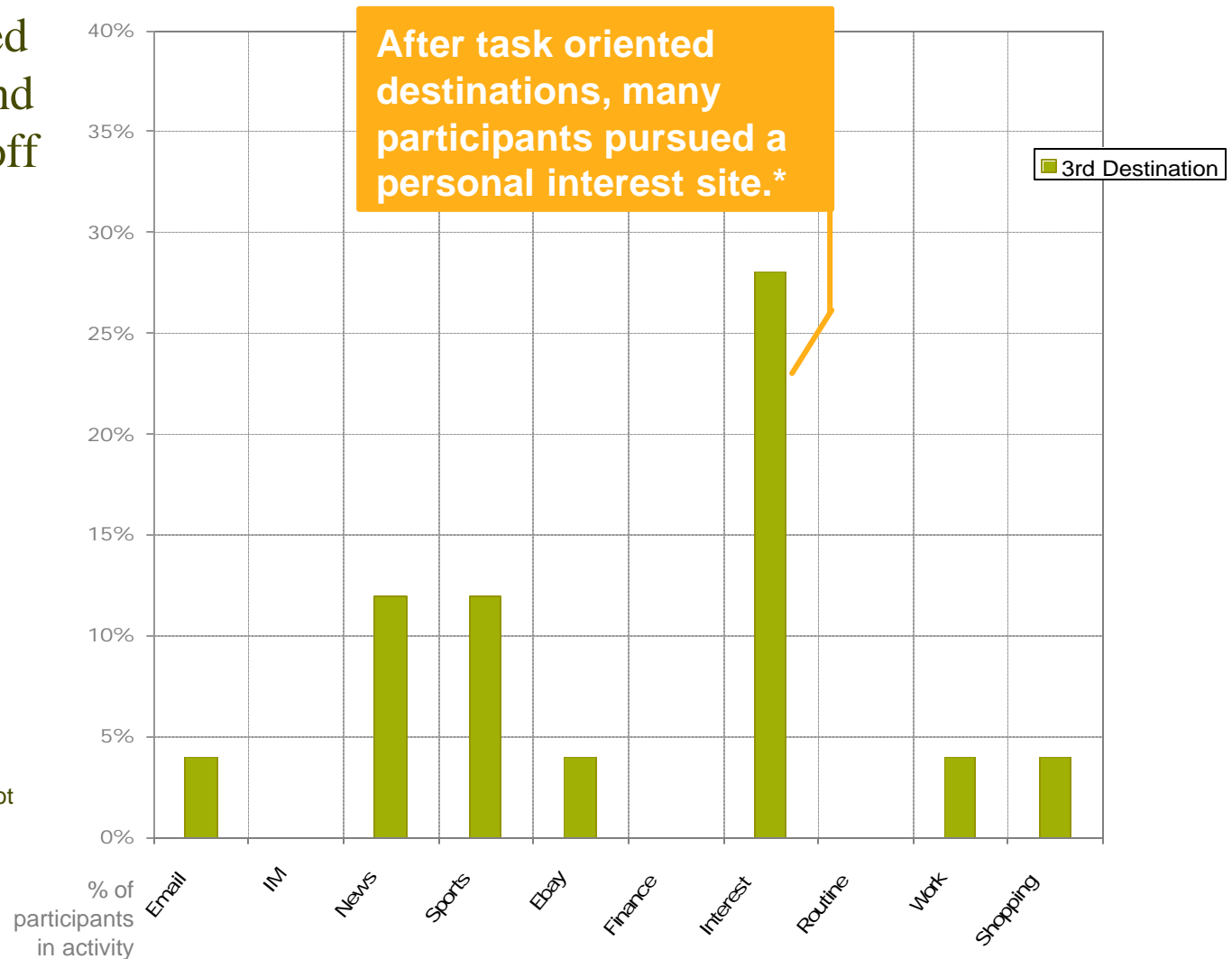


*a timed exercise to explore which online tasks were most important to participants after not having access for 2 weeks

Preliminary findings indicate...

Participants wanted to explore ideas and topics they'd put off for the study

*A timed exercise to explore which online tasks were most important to participants after not having access for 2 weeks



Themes that cut across...

Ostriching at Work

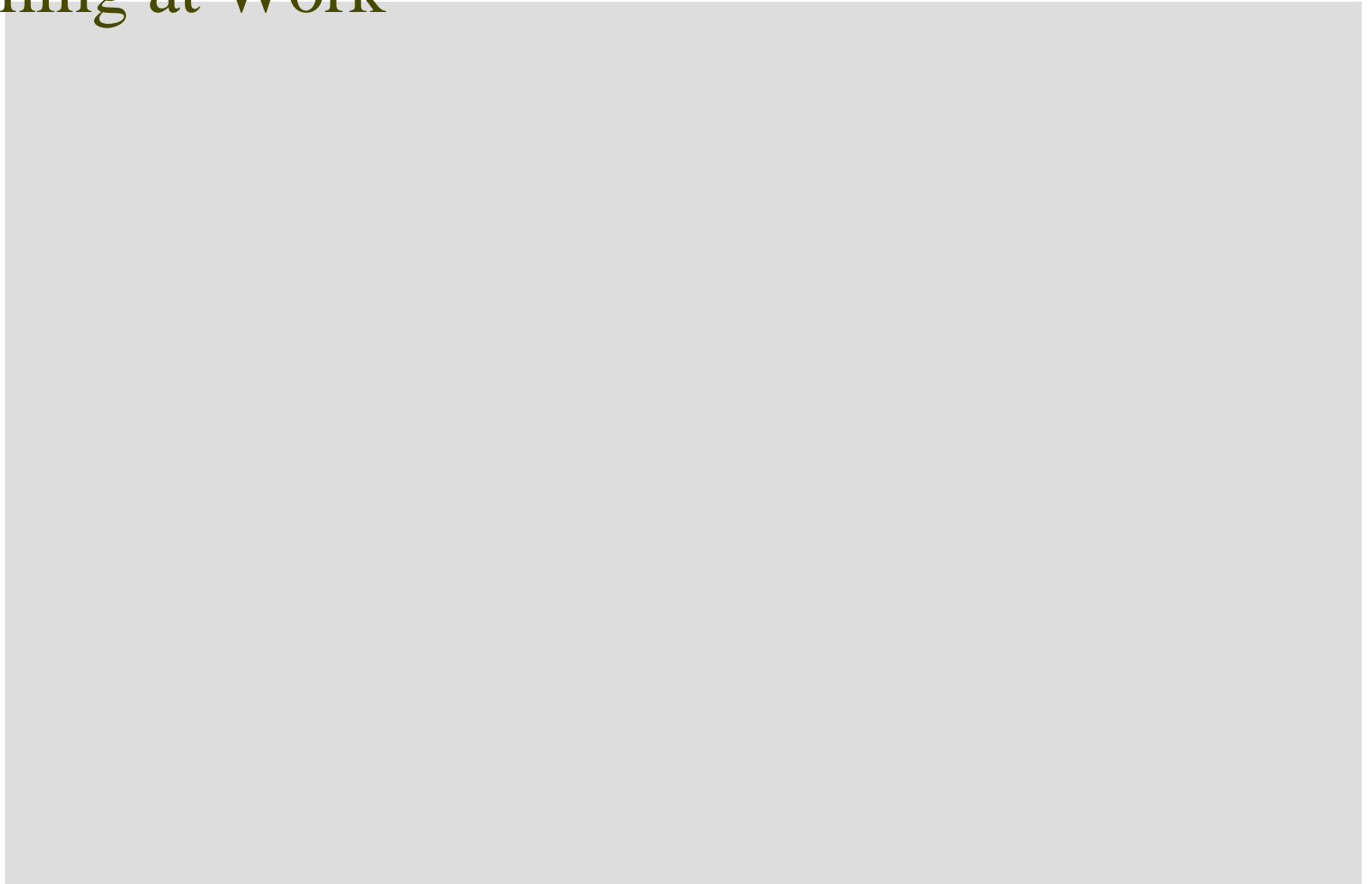
Just-In-Time Information

Nuanced Social Networks

Shopping Catalyst

Themes that cut across...

Ostriching at Work



New behavior and expectations

Ostriching at Work

- I am on and off all day long
- It's how I get away
- Can't put my personal life on hold all day
- I feel it's socially acceptable at work



MOVE OVER, PRIME-TIME!

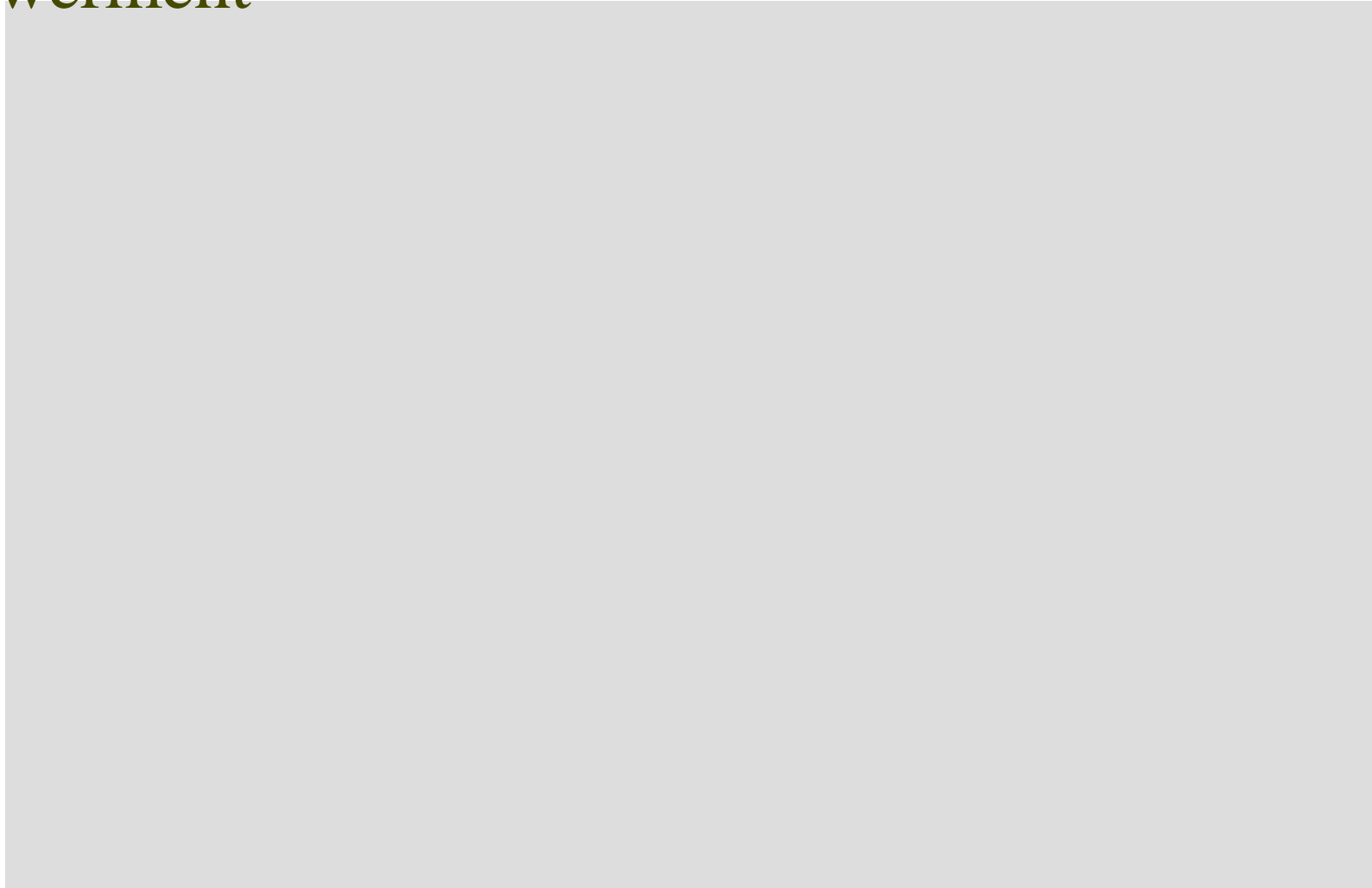
Jul 1, 2004,

American Demographics

An "at-work" day part emerges because it's where consumers - especially young ones - with money are making purchase decisions and doing research...

Themes that cut across...

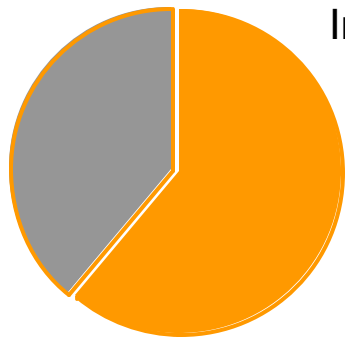
Empowerment



New behavior and expectations

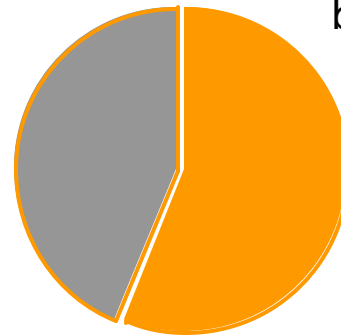
Empowerment

- Answers & information, when & how I want it
- Immediate
- Communication & transactions on my time
- I feel confident, empowered and respected
- I form my own opinions from sources I trust



I would rather use the Internet to get answers to my questions than contact a customer service representative on the telephone.

61%
Agree



The Internet allows me to be less reliant on others to accomplish my personal and professional goals.

56%
Agree

Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

Themes that cut across...

Nuanced Social Networks

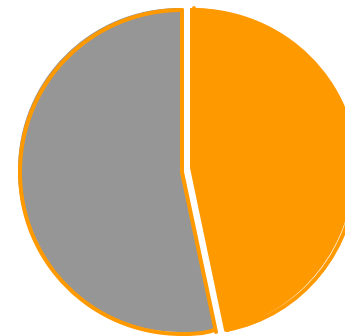
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New behavior and expectations

Nuanced Social Networks

- I have my own broadcasting network (& a captive audience)
- There are people I only talk to online
- I have never met some of my closest friends
- People assume my availability and a quick response
- Each communication tool (phone, IM, email) allows me to manage time and functionality differently



The Internet makes it easier to manage my personal & professional relationships.

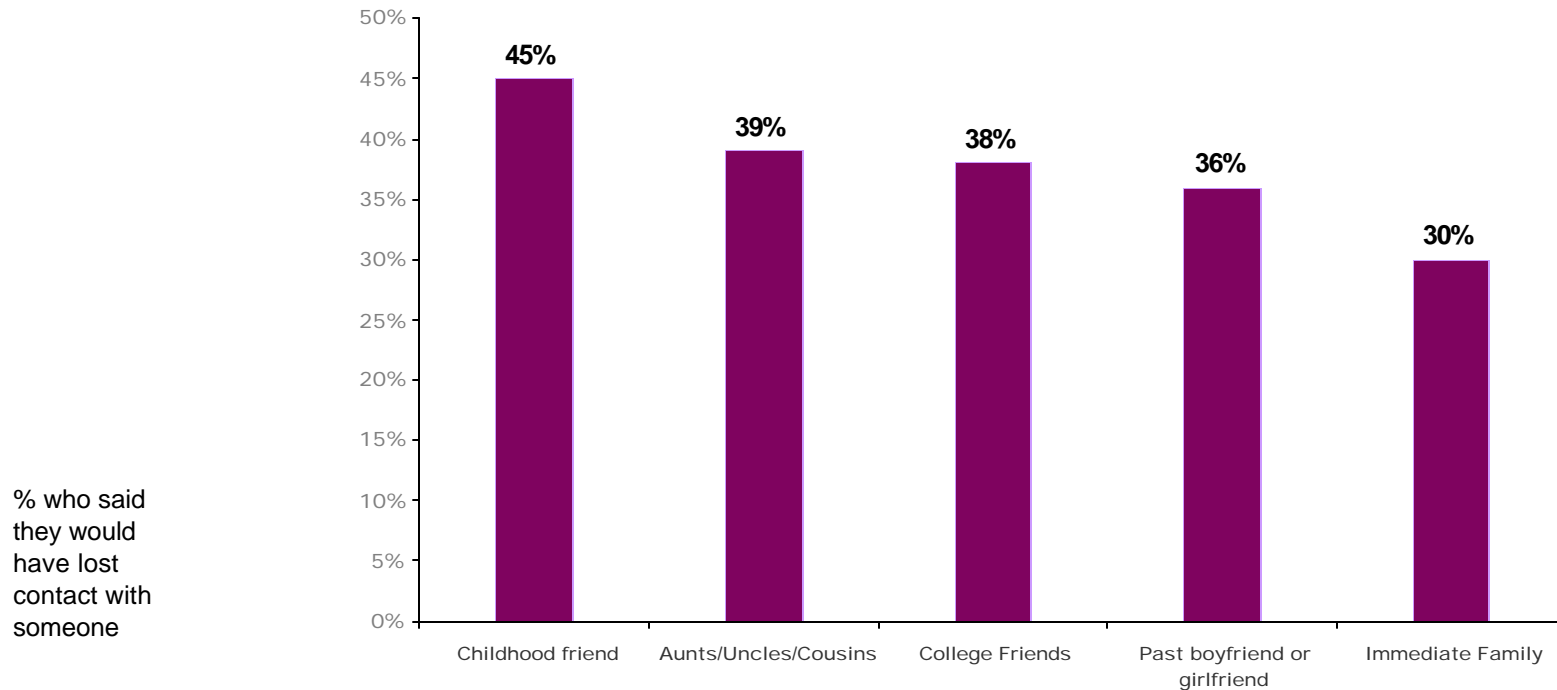
47%

Agree

Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

New behavior and expectations

Internet plays a vital role in maintaining social relationships



Thinking about your personal or professional relationships, approximately what percentage of people you know would you have lost contact with had it not been for the Internet?

Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

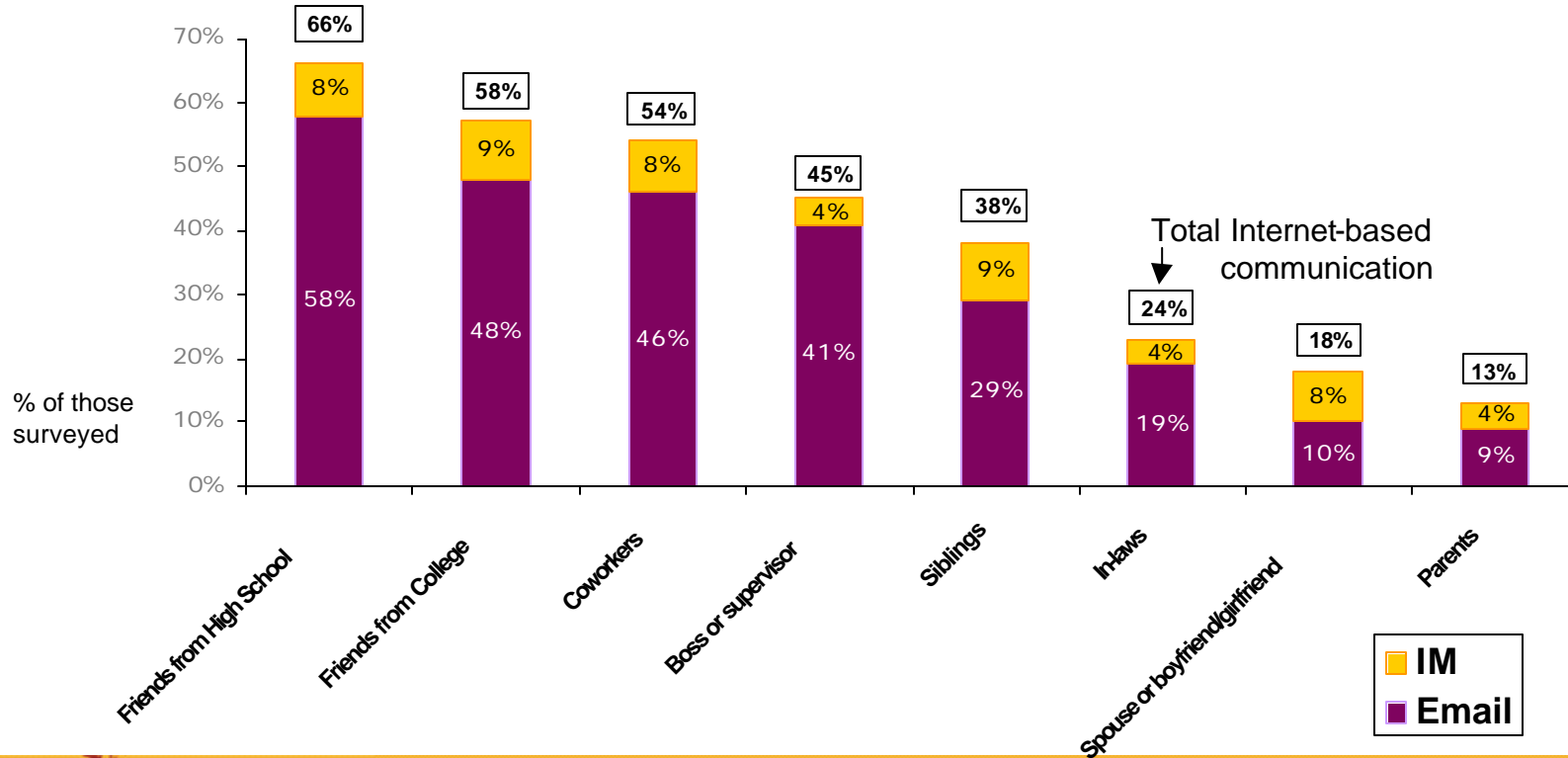
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New behavior and expectations

Internet as a preferred method for communication with...

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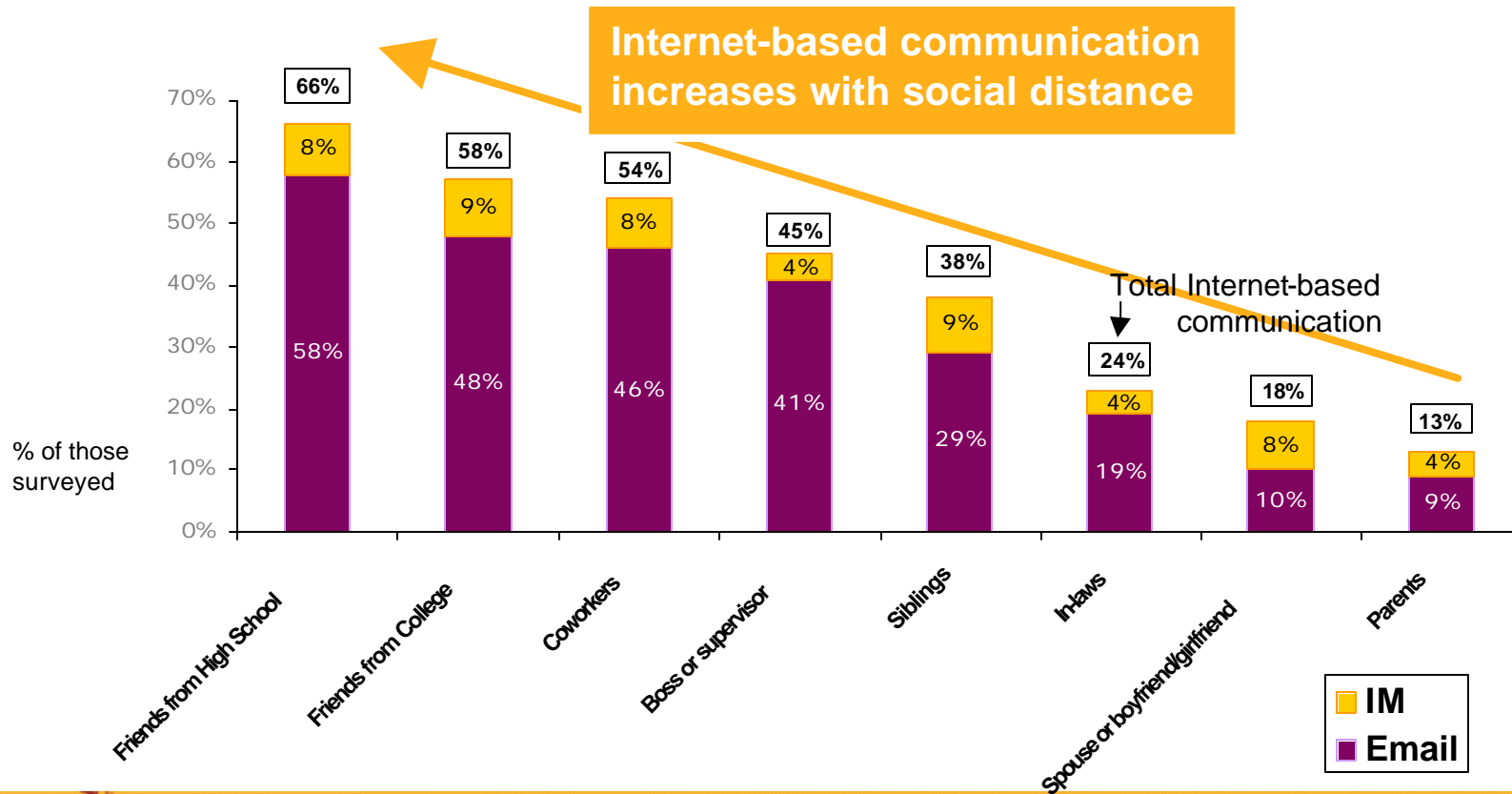
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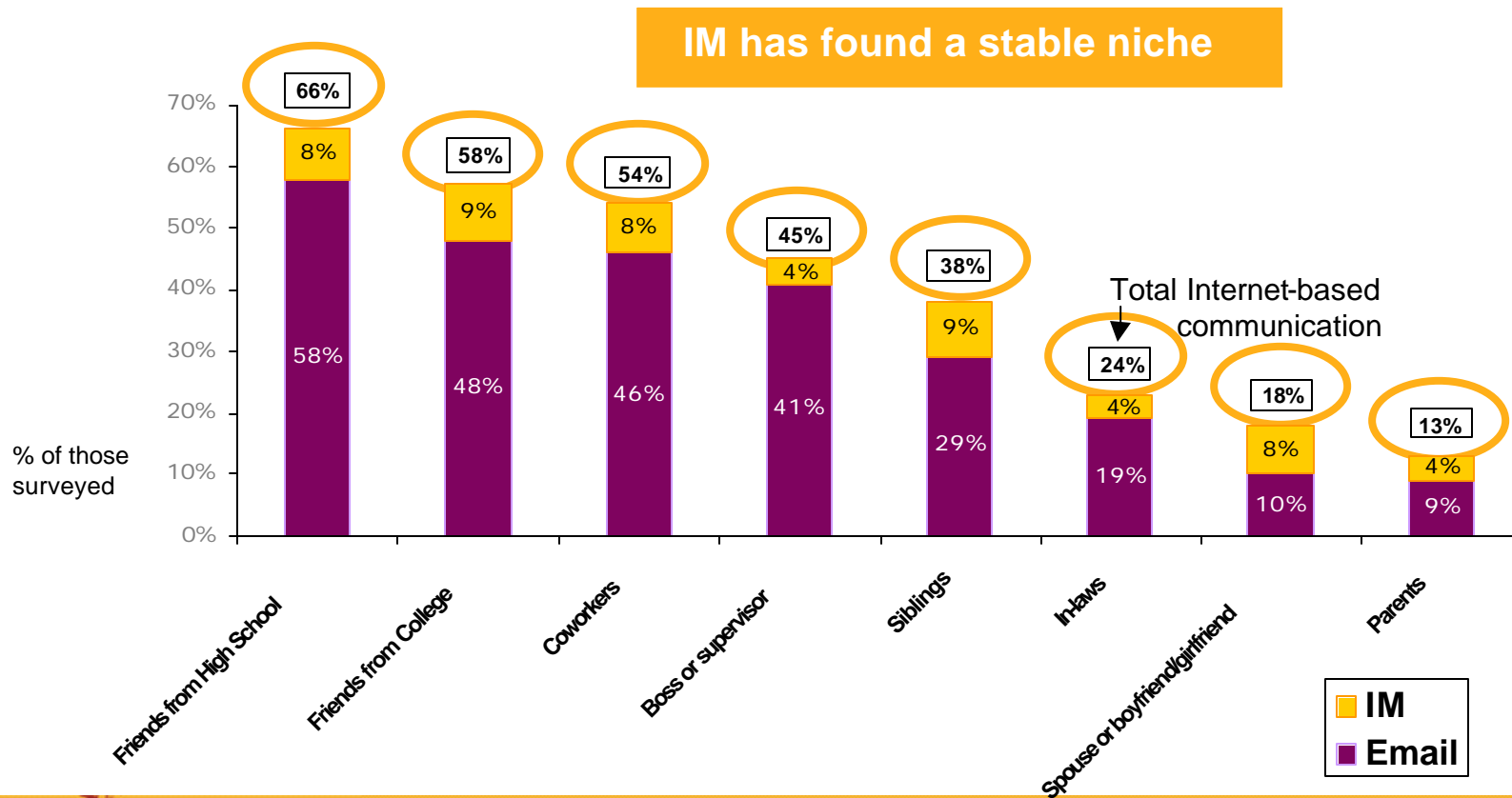
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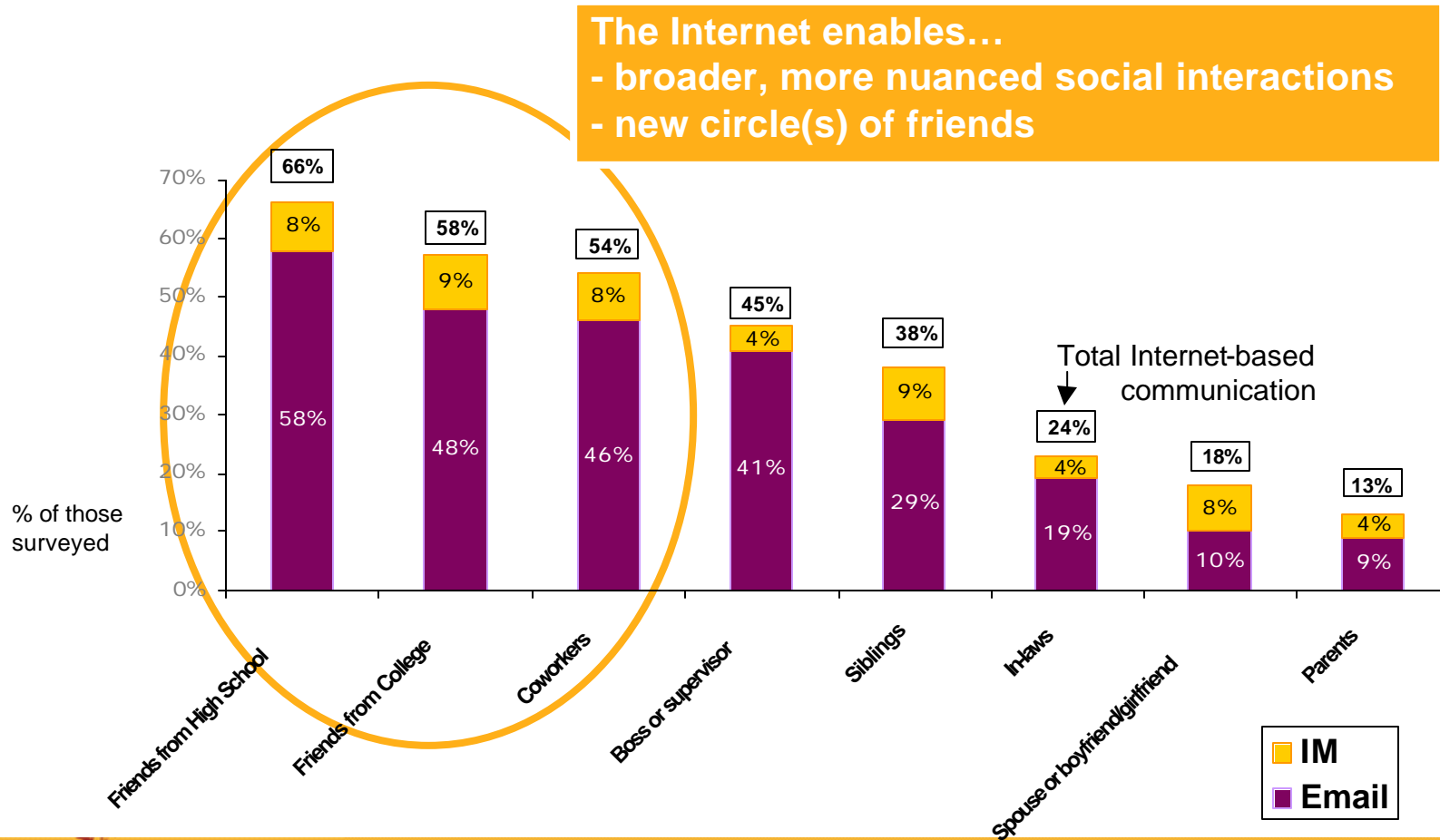
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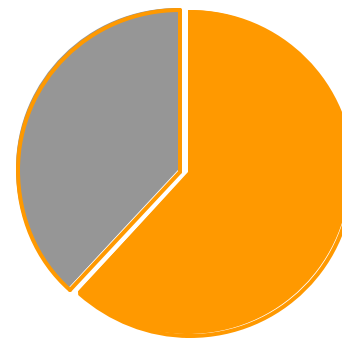
Shopping Catalyst



New behavior and expectations

Shopping Catalyst

- I know I have options
- I like to be able to compare them
- I can making decisions confidently
- Purchases are convenient
- As a shopper, I have rights and ways to exercise them



I am more confident making purchases I have researched online.

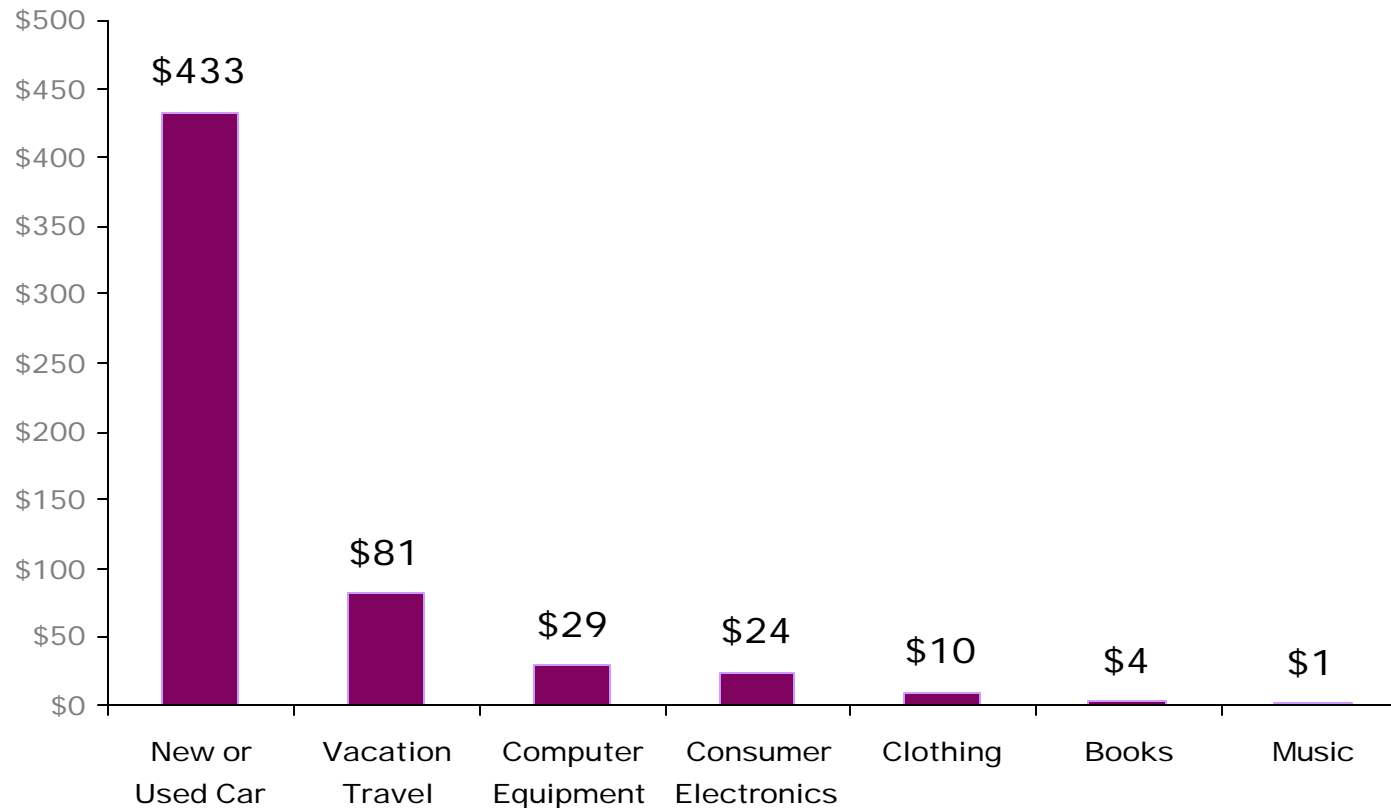
62%
Agree

Source. Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.

New behavior and expectations

Researching at all \$ thresholds

Source: Ipsos Insight US Express Omnibus, August 2004. Base=1000 online households.



For each of the following product categories, what is the minimum amount a product has to cost before you will use the Internet to research it online?

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Broad impact

Travel & Entertainment

Money Management

Shopping & Commerce

News & Information

Sports

Changed ACTIVITIES

- Extensive Research
- Plan
- Locate
- Review

- Daily check
- Last-minute Transactions
- Money transfers
- Budgeting

- Make Money
- Save Money
- Entertainment
- Collect

- Seek More Perspectives
- Follow Stories
- Passive Quick-Scan
- Proactive Hunt

- Participate & Compete
- Gamble
- Track Scores & Teams
- Trash Talk

Changed SENSE OF SELF

- Knowledgeable
- Savvy
- Skilled Negotiator

- Fiscally Responsible
- Good with Money
- Obsessed with Money

- Entrepreneur
- Smart Consumer
- Expert

- Well-Informed
- Widely Aware
- Your Own Private Eye
- Local to Global Citizen

- Part of a Community
- Opinionated
- Identity & Fan Loyalty

Changed EMOTIONAL RESPONSE

- Confident
- Proud
- Unique
- Adventurous

- Responsible
- Competent
- Relief
- Attentive

- Confident
- Thrill
- Respect

- Connected
- Without Bounds
- Smarter
- Efficient & Competent

- In the Loop
- Passionate
- Camaraderie
- Ownership

Changed EXPECTATIONS

- Easy to compare
- Plan to their Schedule
- Others Opinions
- Transparency

- Real-time Information
- Anytime Access
- Opacity
- Security & Safety
- Reliability

- Bargains
- Voice in Commerce
- Anonymous Consumption
- Find & Sell Anything

- Authentic
- Around the Clock Updates
- Community
- More Voices

- To Win
- Global Interaction
- Virtual Locker Room

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Changed SENSE OF

- Knowledgeable
- Savvy
- Skilled Negotiator

- Fi
- R
- G
- O
- M

I can...

“...Put a price on my time”

“...Form closer bonds with people”

“...Be self reliant”

“...Escape”

“...Get multiple points of view”

“...Be spur of the moment”

Changed EMOTIONAL

- Confident
- Proud
- Unique
- Adventurous

- R
- C
- R
- A

Changed EXPECTATIONS

- Easy to compare
- Plan to their Schedule
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Broad impact

	Travel & Entertainment	Money Management	Shopping & Commerce	News & Information	Sports
Changed SENSE OF SELF	<ul style="list-style-type: none"> - Knowledgeable - Savvy - Skilled Negotiator 	<ul style="list-style-type: none"> - Fiscally Responsible - Good with Money - Obsessed with Money 	<ul style="list-style-type: none"> - Entrepreneur - Smart Consumer - Expert 	<ul style="list-style-type: none"> - Well-Informed - Widely Aware - Your Own Private Eye - Local to Global Citizen 	<ul style="list-style-type: none"> - Part of a Community - Opinionated - Identity & Fan Loyalty
Changed EMOTIONAL STATE	<ul style="list-style-type: none"> - Confident - Proud - Unique - Adventurous 	<ul style="list-style-type: none"> - Re - Co - Re - At 	<div data-bbox="835 662 1948 1250" style="background-color: #f4a460; padding: 20px;"> <p>I am...</p> <ul style="list-style-type: none"> “...Seat of the pants responsible” “...An entrepreneur” “...A smart purchaser” “...Connected” “...Obsessed with news” “...A vital part of my community” </div>		
Changed EXPECTATIONS	<ul style="list-style-type: none"> - Easy to compare - Plan to their Schedule - Others opinions - Transparency 	<ul style="list-style-type: none"> - Re - Ir - Ar - Oj - Se - Re 			

Broad impact

Travel & Entertainment	Money Management	Shopping & Commerce	News & Information	Sports
Changed EMOTIONAL RESPONSE				
<ul style="list-style-type: none"> - Confident - Proud - Unique - Adventurous 	<ul style="list-style-type: none"> - Responsible - Competent - Relief - Attentive 	<ul style="list-style-type: none"> - Confident - Thrill - Respect 	<ul style="list-style-type: none"> - Connected - Without Bounds - Smarter - Efficient & Competent 	<ul style="list-style-type: none"> - In the Loop - Passionate - Camaraderie - Ownership

Changed EXPECTATIONS

- Easy to compare
- Plan to their Schedule
- Others Opinions
- Transparency

- Re
- Ir
- Ar
- Oj
- Se
- R

I feel...

“...Excited to find things”

“...In the loop and in the know”

“...A little safer”

“...A little more satisfied”

“...Addicted to the Internet”

Broad impact

Travel & Entertainment	Money Management	Shopping & Commerce	News & Information	Sports
Changed EXPECTATIONS <ul style="list-style-type: none">- Easy to compare- Plan to their Schedule- Others Opinions- Transparency	<ul style="list-style-type: none">- Real-time Information- Anytime Access- Opacity- Security & Safety- Reliability	<ul style="list-style-type: none">- Bargains- Voice in Commerce- Anonymous Consumption- Find & Sell Anything	<ul style="list-style-type: none">- Authentic- Around the Clock Updates- Community- More Voices	<ul style="list-style-type: none">- To Win- Global Interaction- Virtual Locker Room

I know...

“...It is another option and it’s free”

“...It will be the best thing ever”

“...That I can get it daily”

“...Where my money is”

“...I can customize my life”

Things to Consider

This is not a medium, it's a maximum

Insights

The Internet has become an indispensable tool for many aspects of our lives

- Communication
- Entertainment
- News/information
- Research/shopping



Implications

Due to the wide range of usage of the internet, it allows a breadth of opportunities for marketers to communicate with their consumers

- Branding
- CRM
- PR

People's lives are complex; so is the internet

Insights

There is a blurring of lines between work, family life and personal interests

The internet also allows consumers to be efficient and productive in managing their lives and interests during the day; it also allows workers to connect and remain productive on evenings and weekends

Implications

Marketers have a unique opportunity to reach consumers throughout the day

However, they must communicate with the right message based on location of the consumer as well as frame of mind or purpose for being online

Everybody is a CEO

Insights

The Internet makes consumers empowered, informed and entrepreneurial

There is a strong expectation that everything should be available online

Consumers feel hobbled without the internet and are loathe to do things the old way

Implications

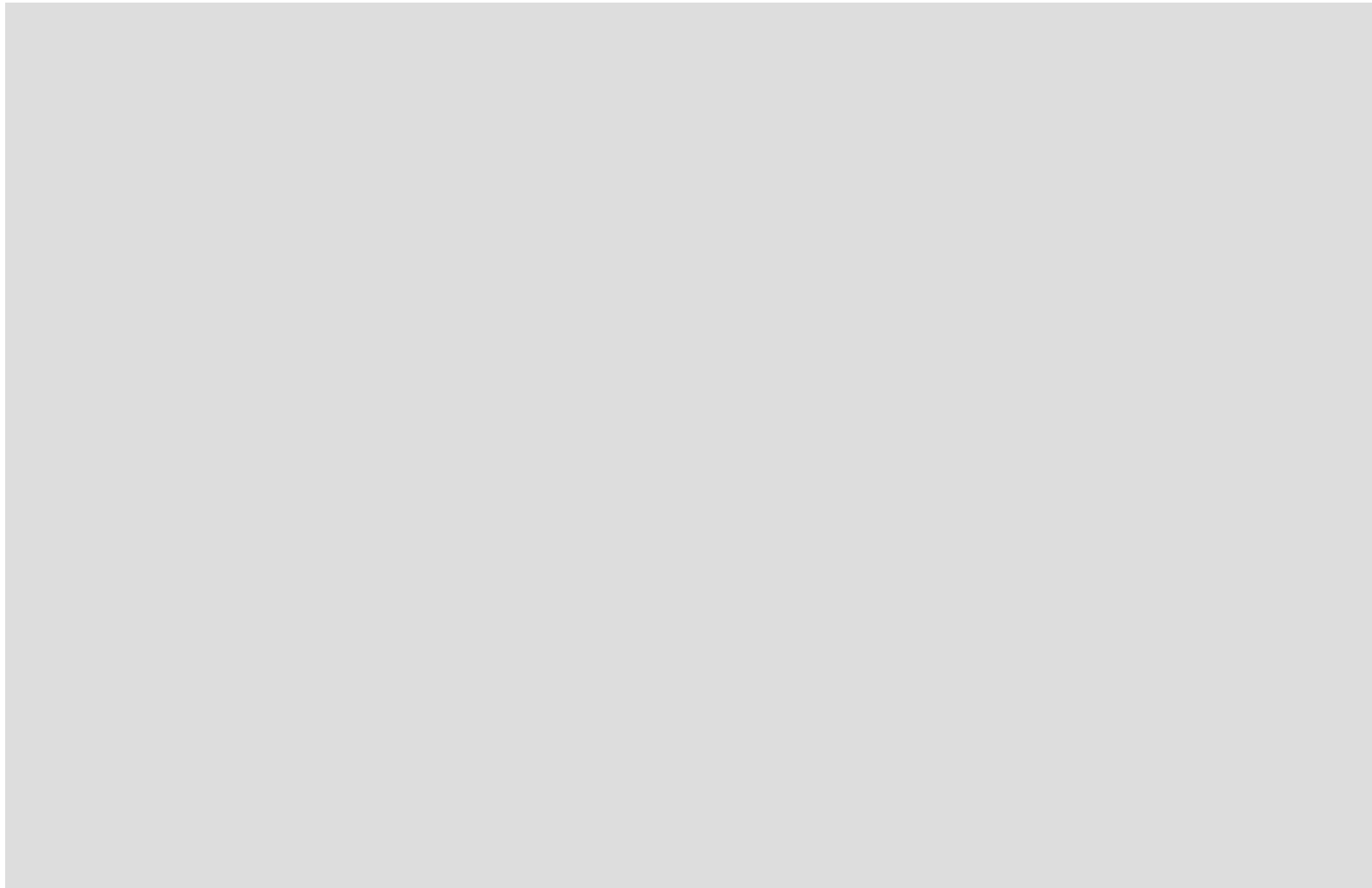
Give me the tools
Show me the benefits
Make it easy

Integrate online experience with offline environment

Make it easy for buyers to get information and service that they need

Provide unique tools to further empower consumers

Finale



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Thank You.

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