



INTERNET FACTS: DEMOGRAFIA, CRONOLOGIA, GLOSSARIO

Laboratorio di Informatica filosofica
Corso di Laurea in Filosofia - Università degli Studi di Verona
A.A. 2012/2013 - A cura di Luca Morisi

DEMOGRAFIA INTERNET: STATISTICHE MONDO, EUROPA, ITALIA

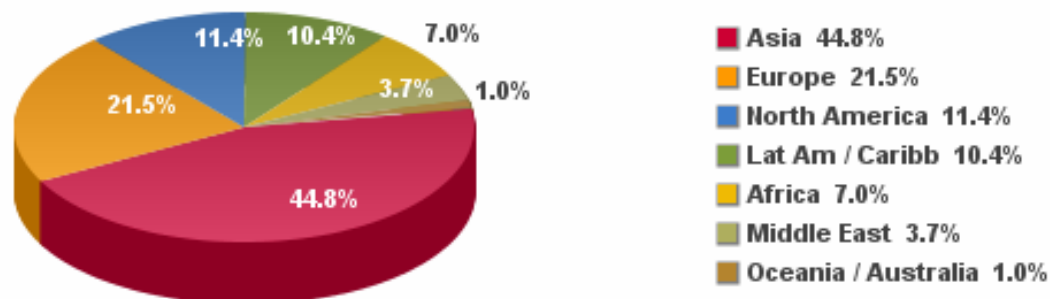
Fonte: <http://www.internetworldstats.com>

POPOLAZIONE INTERNET

NUMERO DI UTENTI

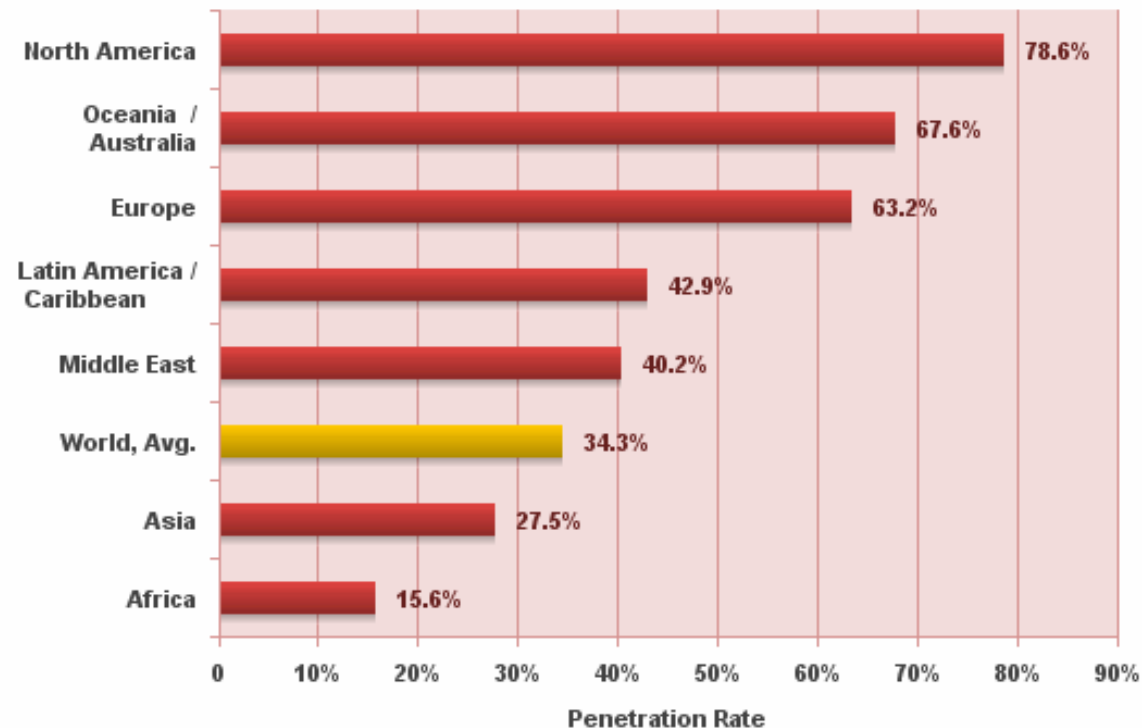
WORLD INTERNET USAGE AND POPULATION STATISTICS June 30, 2012						
World Regions	Population (2012 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2012	Users % of Table
Africa	1,073,380,925	4,514,400	167,335,676	15.6 %	3,606.7 %	7.0 %
Asia	3,922,066,987	114,304,000	1,076,681,059	27.5 %	841.9 %	44.8 %
Europe	820,918,446	105,096,093	518,512,109	63.2 %	393.4 %	21.5 %
Middle East	223,608,203	3,284,800	90,000,455	40.2 %	2,639.9 %	3.7 %
North America	348,280,154	108,096,800	273,785,413	78.6 %	153.3 %	11.4 %
Latin America / Caribbean	593,688,638	18,068,919	254,915,745	42.9 %	1,310.8 %	10.4 %
Oceania / Australia	35,903,569	7,620,480	24,287,919	67.6 %	218.7 %	1.0 %
WORLD TOTAL	7,017,846,922	360,985,492	2,405,518,376	34.3 %	566.4 %	100.0 %

NOTES: (1) Internet Usage and World Population Statistics are for June 30, 2012. (2) CLICK on each world region name for detailed regional usage information. (3) Demographic (Population) numbers are based on data from the [US Census Bureau](#) and local census agencies. (4) Internet usage information comes from data published by [Nielsen Online](#), by the [International Telecommunications Union](#), by [GfK](#), local ICT help and methodology, please refer to the [Site](#) www.internetworldstats.com. Copyright © 2001



POPOLAZIONE INTERNET LIVELLO DI PENETRAZIONE

**World Internet Penetration Rates
by Geographic Regions - 2012 Q2**



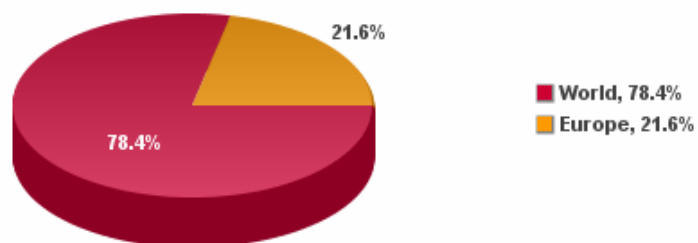
POPOLAZIONE INTERNET EUROPA

Internet and Facebook Usage in Europe

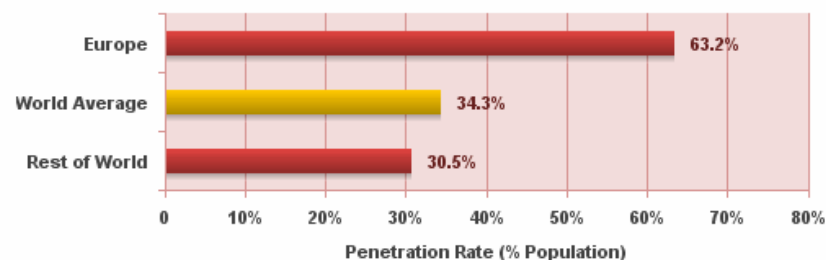
EUROPE	Population (2012 Est.)	Pop. % of World	Internet Users, 30-June-12	Penetration (% Population)	Internet % World	Facebook 31-Dec-12
Europe	820,918,446	11.7 %	518,512,109	63.2 %	21.6 %	250,934,000
Rest of World	6,196,928,476	88.3 %	1,887,006,267	30.5 %	78.4 %	725,009,960
TOTAL WORLD	7,017,846,922	100.0 %	2,405,518,376	34.3 %	100.0 %	975,943,960

NOTES: (1) European Internet Statistics were updated for June 30, 2012. (2) Facebook subscriber data is for December 31, 2012. (3) Population is mid-year 2012 based mainly on data from the [US Census Bureau](#). (4) Internet usage numbers come from various qualified sources, mainly from data published by [Nielsen Online](#) , [ITU](#), [Facebook](#), [GfK](#) , and other trustworthy sources. (5) Data may be cited, giving the due credit and establishing an active link back to [Internet World Stats](#) . Copyright © 2013, Miniwatts Marketing Group. All rights reserved worldwide.

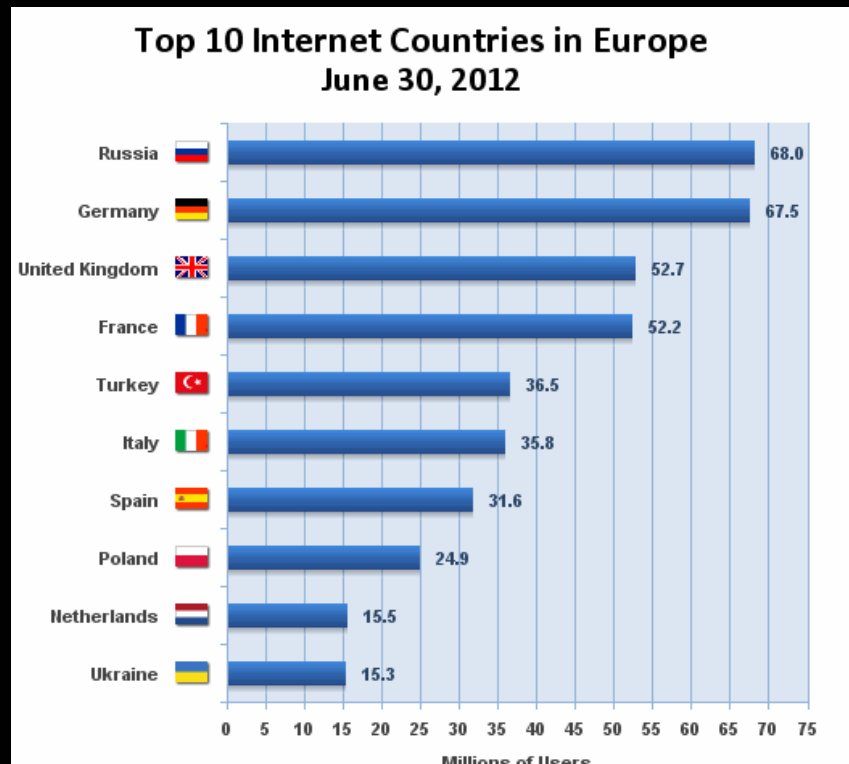
Internet Users in Europe
June 30, 2012



Internet Penetration in Europe
June 30, 2012



POPOLAZIONE INTERNET EUROPA



ITALY

IT - 61,261,254 population (2012) - Country Area: 301,323 sq km

Capital city: Rome - population 2,419,287 (2012)

35,800,000 Internet users as of Dec.31, 2011, 58.4% p.r., per Audiweb.

23,202,640 Facebook subscribers on Dec 31, 2012, 37.9% penetration rate.

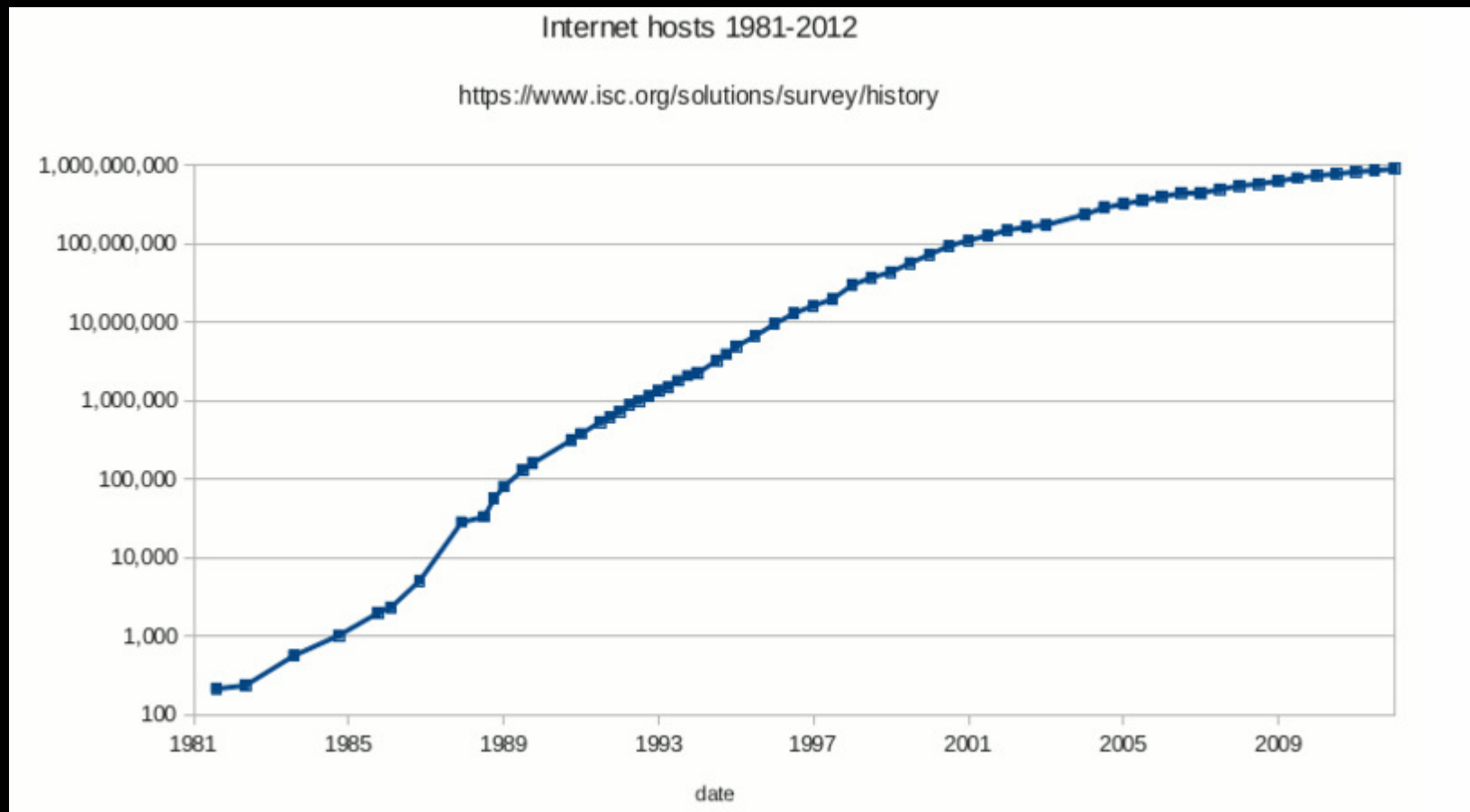
EUROPE	Population (2012 Est.)	Internet Users, 30-June-12	Penetration (% Population)	Users % in Europe	Facebook 31-Dec-12
Albania	3,002,859	1,471,400	 49.0 %	0.3 %	1,097,800
Andorra	85,082	68,916	81.0 %	0.0 %	34,540
Austria	8,219,743	6,559,355	79.8 %	1.3 %	2,915,240
Belarus	9,643,566	4,436,800	46.0 %	0.9 %	533,360
Belgium	10,438,353	8,489,901	81.3 %	1.6 %	4,922,260
Bosnia-Herzegovina	3,879,296	2,327,578	60.0 %	0.4 %	1,345,020
Bulgaria	7,037,935	3,589,347	51.0 %	0.7 %	2,522,120
Croatia	4,480,043	3,167,838	70.7 %	0.6 %	1,595,760
Cyprus	1,138,071	656,439	 57.7 %	0.1 %	582,600
Czech Republic	10,177,300	7,426,376	73.0 %	1.4 %	3,834,620
Denmark	5,543,453	4,989,108	 90.0 %	1.0 %	3,037,700
Estonia	1,274,709	993,785	78.0 %	0.2 %	501,680
Faroe Islands	49,483	39,948	80.7 %	0.0 %	31,820
Finland	5,262,930	4,703,480	 89.4 %	0.9 %	2,287,960
France	65,630,692	52,228,905	 79.6 %	10.1 %	25,624,760
Germany	81,305,856	67,483,860	 83.0 %	13.0 %	25,332,440
Gibraltar	29,034	20,660	71.2 %	0.0 %	21,700
Greece	10,767,827	5,706,948	 53.0 %	1.1 %	3,845,820
Guernsey & Alderney	65,345	48,300	73.9 %	0.0 %	2,620
Hungary	9,958,453	6,516,627	65.4 %	1.3 %	4,265,960
Iceland	313,183	304,129	 97.1 %	0.1 %	227,000
Ireland	4,722,028	3,627,462	76.8 %	0.7 %	2,183,760
Italy	61,261,254	35,800,000	 58.4 %	6.9 %	23,202,640
Jersey	94,949	45,800	48.2 %	0.0 %	32,760
Kosovo	1,836,529	377,000	20.5 %	0.1 %	n/a
Latvia	2,191,580	1,570,925	71.7 %	0.3 %	414,520
Liechtenstein	36,713	31,206	85.0 %	0.0 %	12,780
Lithuania	3,525,761	2,293,508	65.1 %	0.4 %	1,118,500
Luxembourg	509,074	462,697	90.9 %	0.1 %	227,520
Macedonia	2,082,370	1,180,704	 56.7 %	0.2 %	962,780
Malta	409,836	282,648	69.0 %	0.1 %	217,040
Man, Isle of	85,421	39,460	46.2 %	0.0 %	39,380
Moldova	3,656,843	1,639,463	44.8 %	0.3 %	285,640
Monaco	30,510	30,700	100.6 %	0.0 %	36,220
Montenegro	657,394	328,375	50.0 %	0.1 %	306,260
Netherlands	16,730,632	15,549,787	92.9 %	3.0 %	7,554,940

Arretratezza
digitale
Italiana
58,4%

Italia - 58,4%

Norway	4,707,270	4,560,572	 96.9 %	0.9 %	2,771,480
Poland	38,415,284	24,940,902	 64.9 %	4.8 %	9,863,380
Portugal	10,781,459	5,950,449	 55.2 %	1.1 %	4,663,060
Romania	21,848,504	9,642,383	 44.1 %	1.9 %	5,374,980
Russia	142,517,670	67,982,547	 47.7 %	13.1 %	7,963,400
San Marino	32,140	17,000	 52.9 %	0.0 %	9,420
Serbia	7,276,604	4,107,000	 56.4 %	0.8 %	3,377,340
Slovakia	5,483,088	4,337,868	 79.1 %	0.8 %	2,032,200
Slovenia	1,996,617	1,440,066	 72.1 %	0.3 %	730,160
Spain	47,042,984	31,606,233	 67.2 %	6.1 %	17,590,500
Svalbard & Jan Mayen	2,191	n/a	n/a	n/a	n/a
Sweden	9,103,788	8,441,718	 92.7 %	1.6 %	4,950,160
Switzerland	7,925,517	6,509,247	 82.1 %	1.3 %	3,055,800
Turkey	79,749,461	36,455,000	 45.7 %	7.0 %	32,131,260
Ukraine	44,854,065	15,300,000	 34.1 %	3.0 %	2,312,920
United Kingdom	63,047,162	52,731,209	 83.6 %	10.2 %	32,950,400
Vatican City State	535	480	 89.7 %	0.0 %	20
TOTAL EUROPE	820,918,446	518,512,109	63.2 %	100.0 %	250,934,000

Crescita host Internet (siti) 1981-2012



Ultimi 10 anni, che cos'è cambiato

 ITALY
IT - 61,016,804 population (2011) - Country Area: 301,323 sq km
Capital city: Rome - population 2,473,972 (2010)
35,800,000 Internet users as of Dec.31, 2011, 58.7% p.r., per Audiweb.
21,826,060 Facebook users on Mar 31/12, 35.8% penetration rate.

- Utenti Internet ITA più che triplicati (10 mln circa nel 2002, oltre 35 milioni oggi)
- Nascita e diffusione dei **social-network** (Facebook, Twitter, YouTube, Google+, Pinterest)
- Diffusione di dispositivi **mobili** (smartphone e tablet) e **cultura delle 'app'**
- Diffusione massiccia della cultura digitale in generale in tutte le fasce della popolazione
- Nascita e crescita dei **'digital natives'**

STATISTICHE DI UTILIZZO DEI SOCIAL NETWORK NEL MONDO E IN ITALIA

Fonti:

<http://www.go-gulf.com/blog/social-networking-user/>

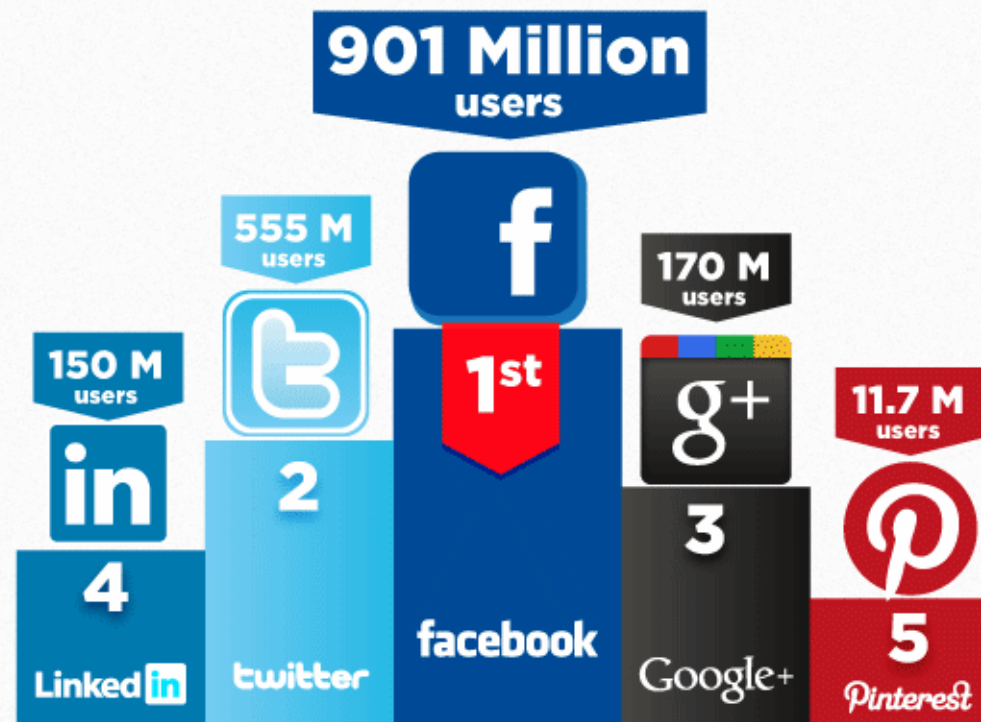
<http://www.socialbakers.com>



USER ACTIVITY

Comparison Of Social Networking Sites

Number of Users on Popular Social Networking Sites

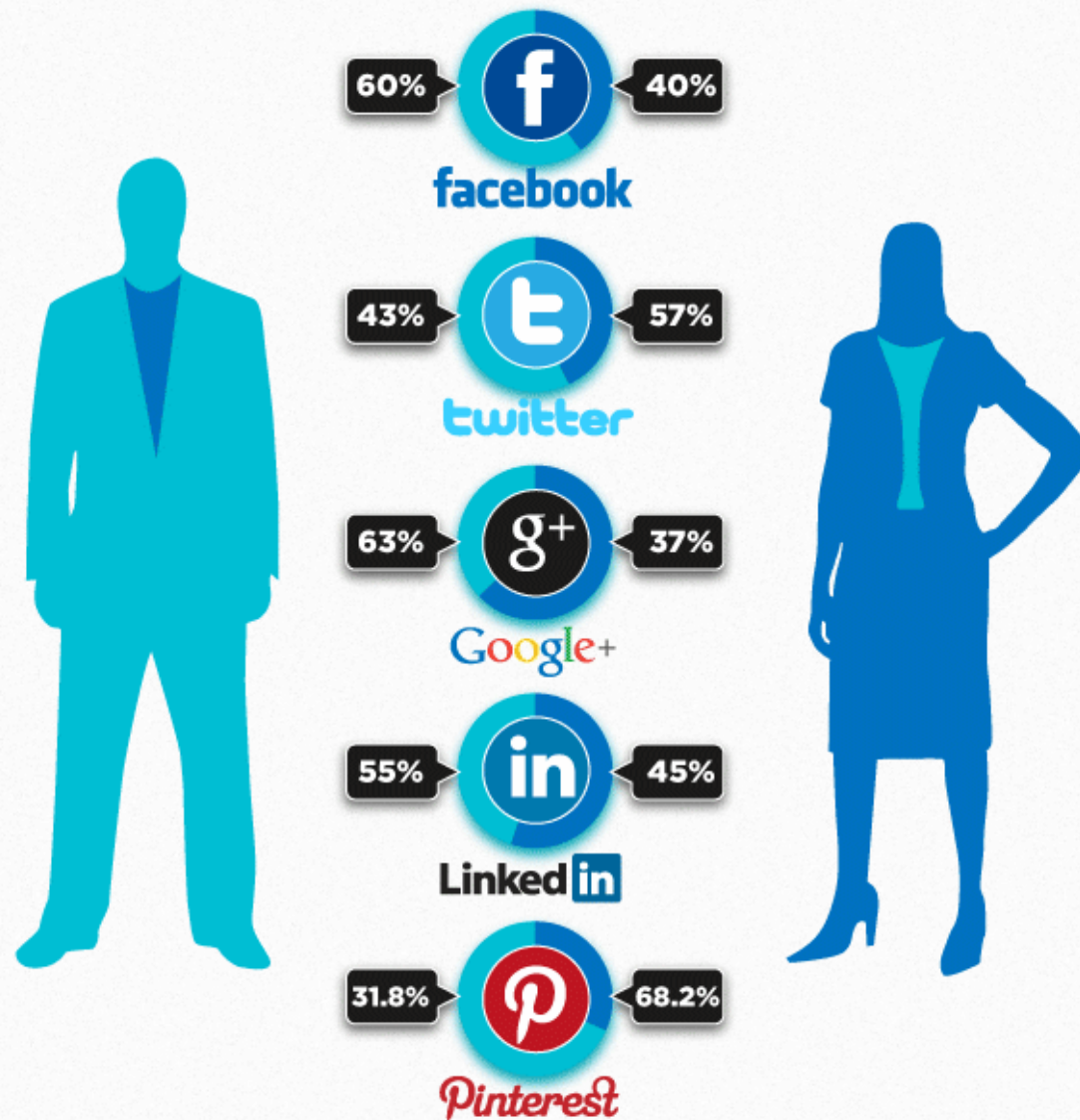


Maggio 2012
GO-gulf.com

Monthly Visits on Top Social Networking Websites



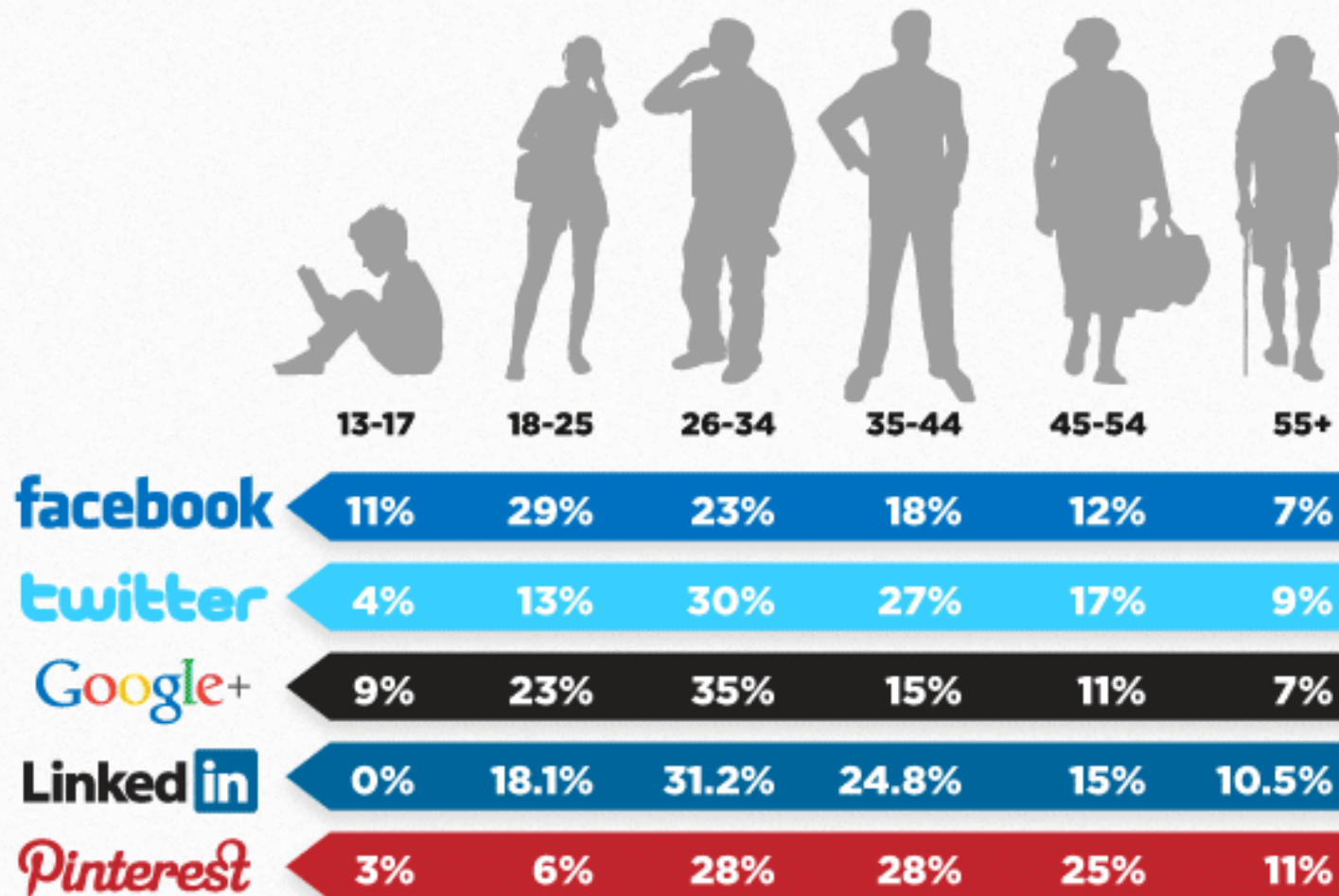
Male-Female Ratio



Time Spend by Average Social networking user per month



Age Demographics of Social Networking Users



Estimated User Worth of popular Social networking sites



facebook



twitter



LinkedIn



Pinterest

List of Countries on Facebook

Last 6 months Last 3 months Last month Last 2 weeks Last week					
#	Country	Number of Users ▼	Change	(± %)	Penetration
1.	United States	163 071 460	-2 971 120 ↴	-1.80%	52.56%
2.	Brazil	66 552 420	+3 634 780 ↱	+5.44%	33.09%
3.	India	61 499 220	+67 280 ↱	+0.11%	5.24%
4.	Indonesia	47 165 080	-3 663 540 ↴	-7.77%	19.41%
5.	Mexico	39 945 620	-55 520 ↴	-0.14%	35.52%
6.	Turkey	32 438 200	+264 900 ↱	+0.82%	41.69%
7.	United Kingdom	32 175 460	-1 165 240 ↴	-3.57%	51.61%
8.	Philippines	30 094 560	+92 760 ↱	+0.31%	30.12%
9.	France	25 307 820	+139 380 ↱	+0.55%	39.07%
10.	Germany	25 063 880	-206 800 ↴	-0.83%	30.64%
11.	Italy	23 028 220	-10 880 ↴	-0.05%	38.16%
12.	Argentina	20 403 520	-175 300 ↴	-0.86%	49.35%
13.	Thailand	18 202 320	+352 580 ↱	+1.93%	27.13%
14.	Canada	18 002 560	-557 540 ↴	-3.10%	53.45%
15.	Colombia	17 685 920	+35 280 ↱	+0.20%	40.01%

Facebook

Italy Facebook Statistics

[Socialbakers](#) > [Facebook Stats](#) > [Europe](#) > [Italy](#)



[+ Add to Market Insights](#)

Total Facebook Users 23 028 220

Position in the list 11

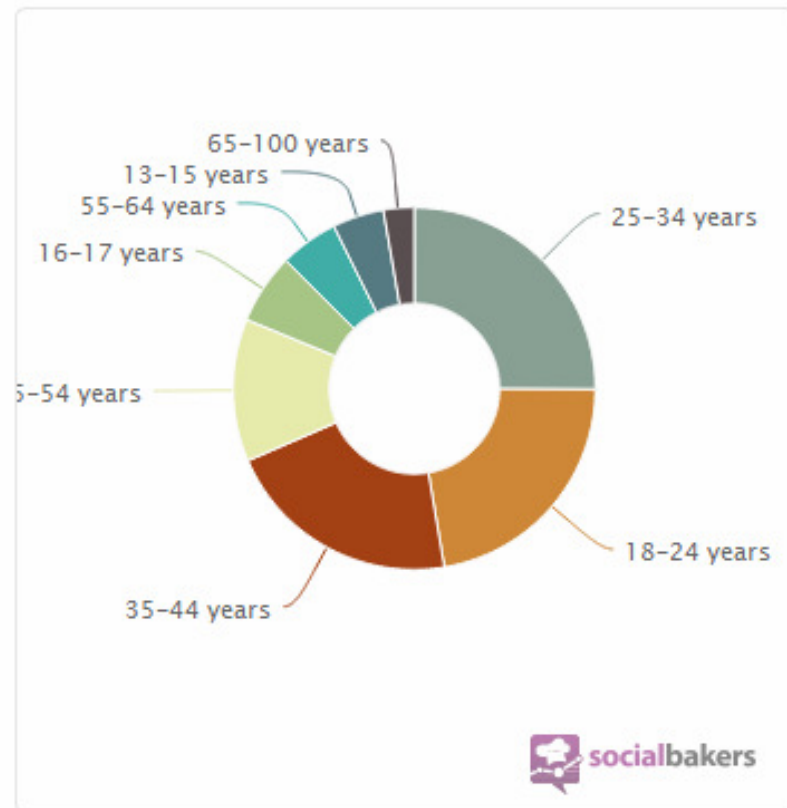
Penetration of population 38.16%

Penetration of online population 70.85%

Average CPC \$0.18

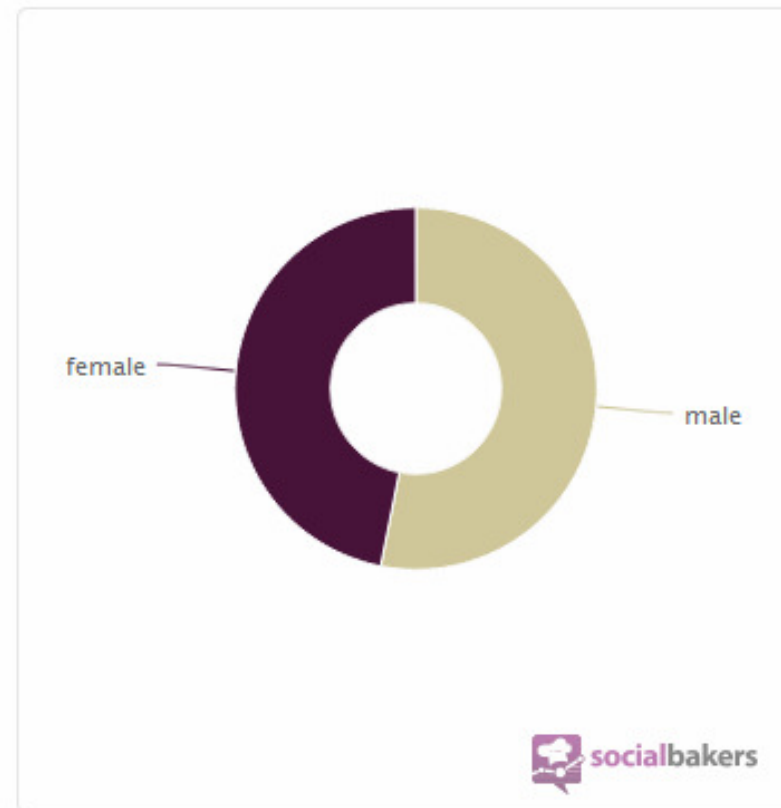
Average CPM \$0.05

User age distribution on Facebook in Italy



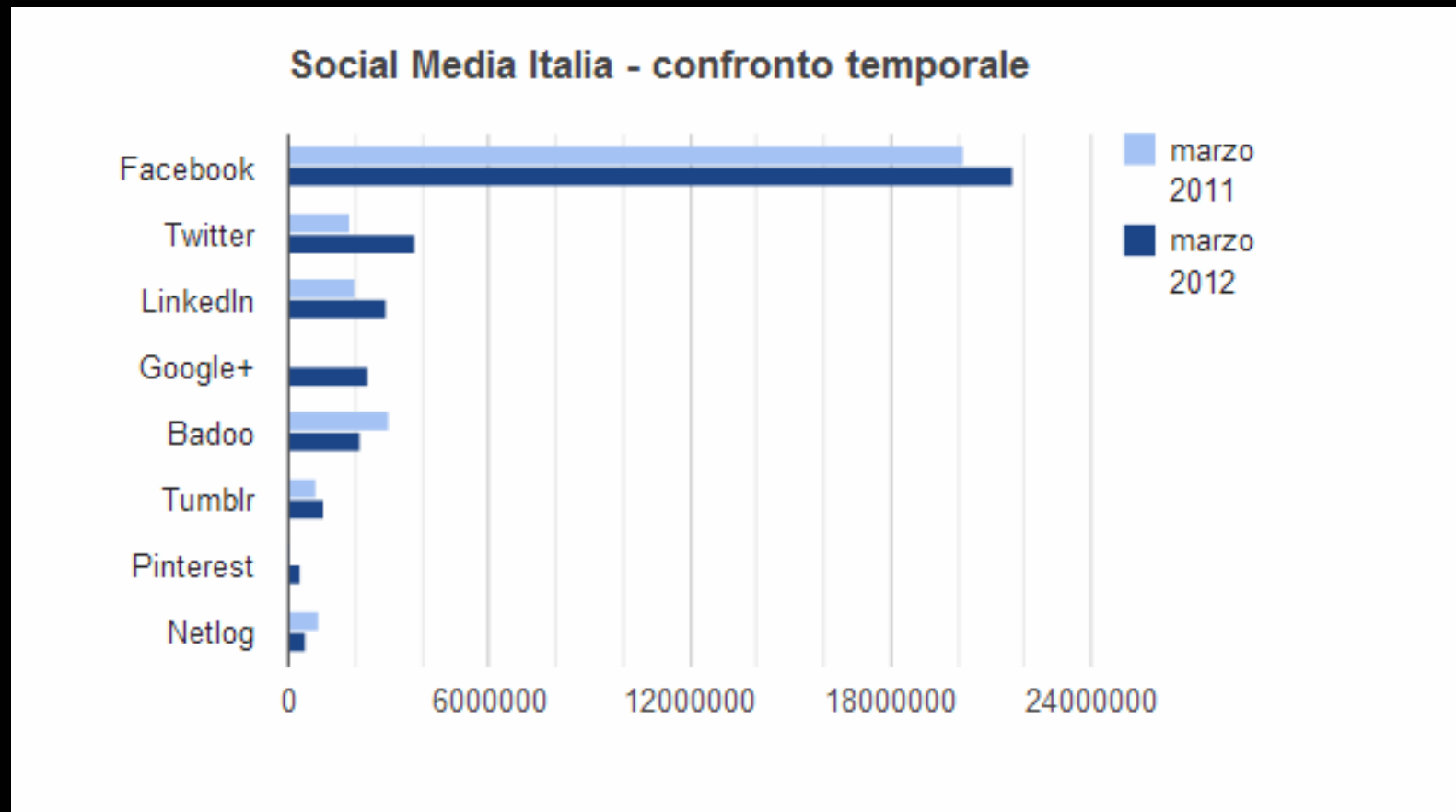
Italy Facebook demographics is other social media statistics we monitor. The largest age group is currently **25-34** with total of 5 784 500 users, followed by the users in the age of **18-24**.

Male/Female User Ratio on Facebook in Italy



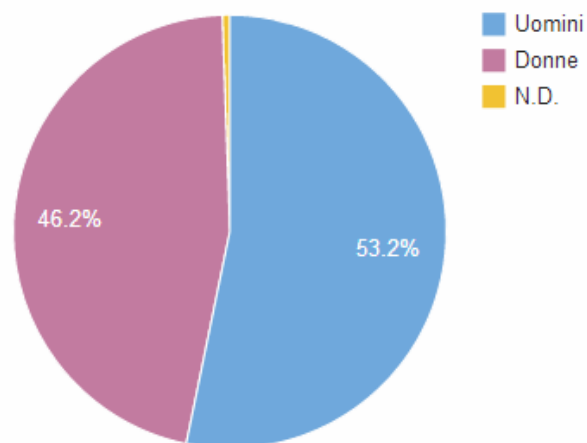
There are **53% male** users and **47% female users** in **Italy**, compared to 52% and 48% in **Germany** and 48% and 52% in **Argentina**.

Questa diapositiva e seguenti > Dati Audiweb/Nielsen - <http://vincos.it/osservatorio-facebook/>

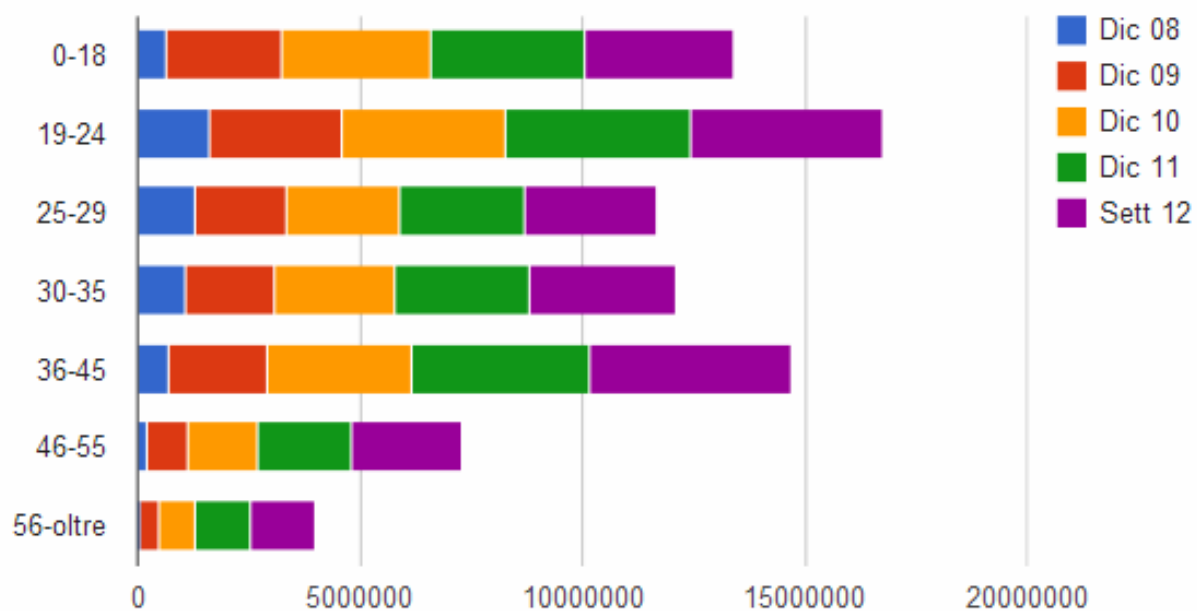




Facebook - genere degli iscritti



Età degli italiani su Facebook nel tempo



CRONOLOGIA DEI PRINCIPALI SERVIZI INTERNET

Anni '60	Prime reti a scambio di pacchetti, ARPANET (difesa USA)	
1971	FTP (File Transfer Protocol), E-mail	
1973	Primi collegamenti internazionali intra-europei	
1979	Usenet (gruppi di discussione, antenato dei social-network)	
1983	Internet (interconnessione diverse reti fisiche [internet] tramite protocollo TCP/IP), DNS (Domain Name System)	
1988	IRC (Internet Relay Chat)	
1990	Primi Internet provider commerciali	
1991	Gopher (primo esempio di organizzazione ipertestuale delle informazioni, sostituito quasi subito dal World Wide Web [Tim Berners-Lee al CERN])	
1992	Linguaggio HTML (struttura ipertestuale e multimediale > testi, immagini, file)	

1993	Blog (weB log, diario digitale)	
1994	Amazon.com, Geocities, Yahoo!	
1995	Ebay, Altavista, concetto di Wiki	
1996	Ticketmaster, Hotmail, Internet Archive	
1997	BabelFish, Netflix, Go Daddy	
1998	Google, PayPal	
1999	RSS, Monster.com, Napster	
2000	Blogger, TripAdvisor	
2001	Wikipedia , Meetup	
2002	LinkedIn	
2003	Skype, iTunes, MySpace	

2004	Facebook , concetto di Podcast , Flickr	
2005	YouTube , Google Earth, Pandora Radio	
2006	Twitter	
2007	Google Street View, Kindle , Tumblr - iPhone	
2008	TinEye, Spotify, Dropbox	
2009	Bing, Google Docs	
2010	Instagram, Pinterest - iPad	
2011	Google+	
2012	Google Hangout	

Alcuni termini “chiave”

- ICT
- CPU / RAM / ROM
- KB / MB / GB / TB
- Sistema operativo (SO) e software applicativo
- Hardware e software
- Memorie disco
- Periferiche di input e di output
- Tipi di connessione (ADSL, WiFi, GPRS/3G/HSDPA)
- Tipologie di file
- Combinazioni rapide da tastiera
- Struttura disco (file e cartelle)
- Testo digitale / testo “immagine”
- Download / Upload
- Backup
- Smartphone / tablet
- App
- Augmented Reality (o realtà aumentata)
- WWW / URL / HTTP / HTTPS (SSL)
- Differenza tra Internet e Web
- Servizi di Internet oltre al web (email, FTP, scambio peer-to-peer, instant messaging/chat, audio/video streaming); distinzione strumenti di comunicazione sincroni e asincroni
- Server / Client / Browser / HTML
- Dominio Internet
- Differenza tra motore di ricerca e directory
- Ricerca per frase esatta e altre forme di ricerca avanzata
- Database
- Spider / Indice / Google Pagerank > come funziona un motore di ricerca
- Iper testo
- OPAC
- Piattaforme di social-networking e User-generated Content
- Spamming / F.A.Q. / Netiquette

**GRAZIE A TUTTI
PER LA VOSTRA
ATTENZIONE**