

Use of portals

Dimension - Science & Technology

Associated Key Factor:

Diffusion and uptake of technologies by the market

Data Source:

Nielsen Netratings

http://www.nielsen-netratings.com/news.jsp?section=dat_to&country=ge

<http://www.nielsen-netratings.com>

General Availability:

Reporting unit:

Reporting level: national

Reporting period: monthly

Data available from 2003

Availability by country:

2003 - 2003: Germany

2003 - 2003: Spain

2003 - 2003: France

2003 - 2003: Netherlands

2003 - 2003: Sweden

2003 - 2003: United Kingdom

The indicator:

Defines the use of internet portals.

Description

Audience to different internet portals by country, percentage of internet users reached and time of visit.

How is it measured?

Internet portal has a system that collects the information on which sites are opened by how many users for what time period.

What are the advantages of the indicator?

The use of the portals gives some indication on the use of the internet by people (e.g. length of time each hit remains on eBay gives an indication on the popularity of this means of e-commerce)

What are the disadvantages of the Indicator?

The indicator does not give very precise information on the way in which the access to the internet is used, since many 'parent companies' or 'websites' provide several services, nor does it give an indicator of the user (white, middle-class, well-educated males are the group with highest internet access).

The Indicator is relevant for the following pathways of the FORESIGHT FOR TRANSPORT exercise:

	Transport Impact	External Determining Variable	Intermediate Variable	Contextual Information
Flexibilisation of the labour market	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Technological innovation and diffusion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>