

Activity: Sifting through the new media demographic data

Created by [Kyle Oliver](#) for [Digital Media for Ministry](#)
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[Note to instructors: You should share a [shortened link to this document](#) to give your students access to the links and [note-taking space](#) below.]

Our goal for this brief class activity is to learn about how different groups of people use technology/the Internet/new media. We will use resources created by the Pew Internet Project and other research organizations.

Choose a group of four. Your group has 30 minutes to review and discuss a selection of the resources below and prepare to report to the class about what you learned. Choose at least one resource from each category.

As a group, decide how to report to the class on the following questions.

- What finding stuck out as particularly surprising and why?
- What finding stuck out as particularly important and why?
- What short- and/or long-term action(s) should churches consider in light of your learning?

You may want to take some notes for your group at the bottom of this document. *[Note to instructors: You'll need to share the document under the setting "Anyone with the link can comment.]*

After the 30 minutes are up, we'll have a conversation about what you learned.

[Note to instructors: You will need to periodically update the links below. Start with the [Pew Internet Project](#).]

General

[Video: Networked: The New Social Operating System](#)
[Reports and graphics: Online Behavior via Marketing Land \(choose a few\)](#)
[Social Media Update 2016](#)
[Social Networking & Social Capital](#) (section 4)

Race and Ethnicity

[Report: African Americans and Technology Use](#)
[Report: Latinos and Technology Adoption](#)
[Prezi: Overcoming the Digital Divide](#)
[Video: Anthony Guillen on Latinos Online \(31:18-35:00\)](#)

Geography & Socio-Economic Status

[Slides: Technology use by different income groups](#)

[Report: Computer and Internet Use from U.S. Census](#)
[Report: Global Internet Use/Access in 2014](#)
[Report: Global Attitudes on Internet](#)

Religion

[Report: Religion and Electronic Media](#)
[Blog post: New media and the reshaping of religious practice](#)
[Blog post: Thinking theologically about social media](#)
[Article: Understanding Religion Online and Offline](#) (skim)

Generations

[Report: Older Adults and Internet Use](#)
[Report: Teens and Technology](#)
[Interview: danah boyd on teens & tech](#)

Notes

Group 1

Group 2

Group 3