Adapting to the Mobile Internet and Cutting Cable

Brandon Wolff

The Mobile Internet

[*Pink Razor*]. Retrived from https://www.amazon.com/Verizon-Motorola-Contract-Camera-Phone/dp/B004VG84VQ

The mobile internet is advancing and has made

individuals wonder who is using the mobile internet and

for what purposes.

[*LG enV*]. Retrived from https://www.amazon.com/LG-VX9900-Silver-Verizon-Wireless/dp/B000LNOFH0

[*Oneplus* 3]. Retrived from https://alienskart.com/oneplus-3-graphite-64-gb

The Data

- Pew Research Center “June 10- July 12, 2015 - Gaming, Jobs, and Broadband”.
  - 2001 Participants
  - Representative sample of the US.

- Variables of interest
  - Mobile internet use
  - Internet frequency
  - Having home broadband internet - if not reasons why are asked
  - Having cable - if not reasons why are asked

Adoption Model

- According to the technology adoption model more and more individuals will eventually accept the new media (mobile internet). It starts with the innovators which are usually teens but will spread to the rest of the population at some time (Reuver et al. 2012, 112).
- The first hypothesis states that there is no statistical difference in the use of the mobile internet by age.
- Multiple Logistic Regression on Mobile internet and Generations with control variables.

GENERATIONS

Reference group is Millennials. (Proportionate increase, not absolute and net of all other factors)

- Generation X - Odds drop 65% compared to millennials **
- Younger boomers - Odds drop 90% compared to millennials ***
- Older boomers - Odds drop 94% compared to millennials ***
- Silent Generation - Odds drop 97% compared to millennials ***
- G.I. Generation - Odds drop 95% compared to millennials ***

Mobile Internet Demographics

Increased odds of using the mobile internet.

- Income***
- Education Level**
- Parents**
- Female***

Race is in reference to White

- Asian or Pacific Islander*
- Black or African American*

Reinforcement Vs. Displacement

"Literature show ambiguous results concerning possible reinforcement or displacement effects between different media" (Reuver et al. 2012, 113). In this study the two final hypotheses are examining reinforcement vs. displacement effects.

- The first: The mobile internet is displacing broadband internet.
- The second: The internet is displacing Cable television.

Mobile Internet Vs. Home Internet

- Creating the variable *broadband_cat.*
  - 1 = Having Broadband Internet
  - 2 = No Broadband because it is to expensive
  - 3 = No Broadband because computer is to expensive
  - 4 = No Broadband because smartphone is enough
  - 5 = No Broadband because use internet outside of home
  - 6 = No Broadband because it is unavailable
  - 7 = No Broadband because of other reasons

- Multinomial Logistic Regression showed no evidence to support the hypothesis.

Cable Vs. Internet

- Creating the variable *cable_cat*
  - 1 = Having Cable
  - 2 = No Cable because do not watch TV
  - 3 = No Cable because of cost
  - 4 = No Cable because can access content online and with antenna
  - 5 = No Cable because of cost and do not watch
  - 6 = No Cable because can access online and don't watch TV
  - 7 = No Cable because can access online and cost
  - 8 = No Cable because of all reasons

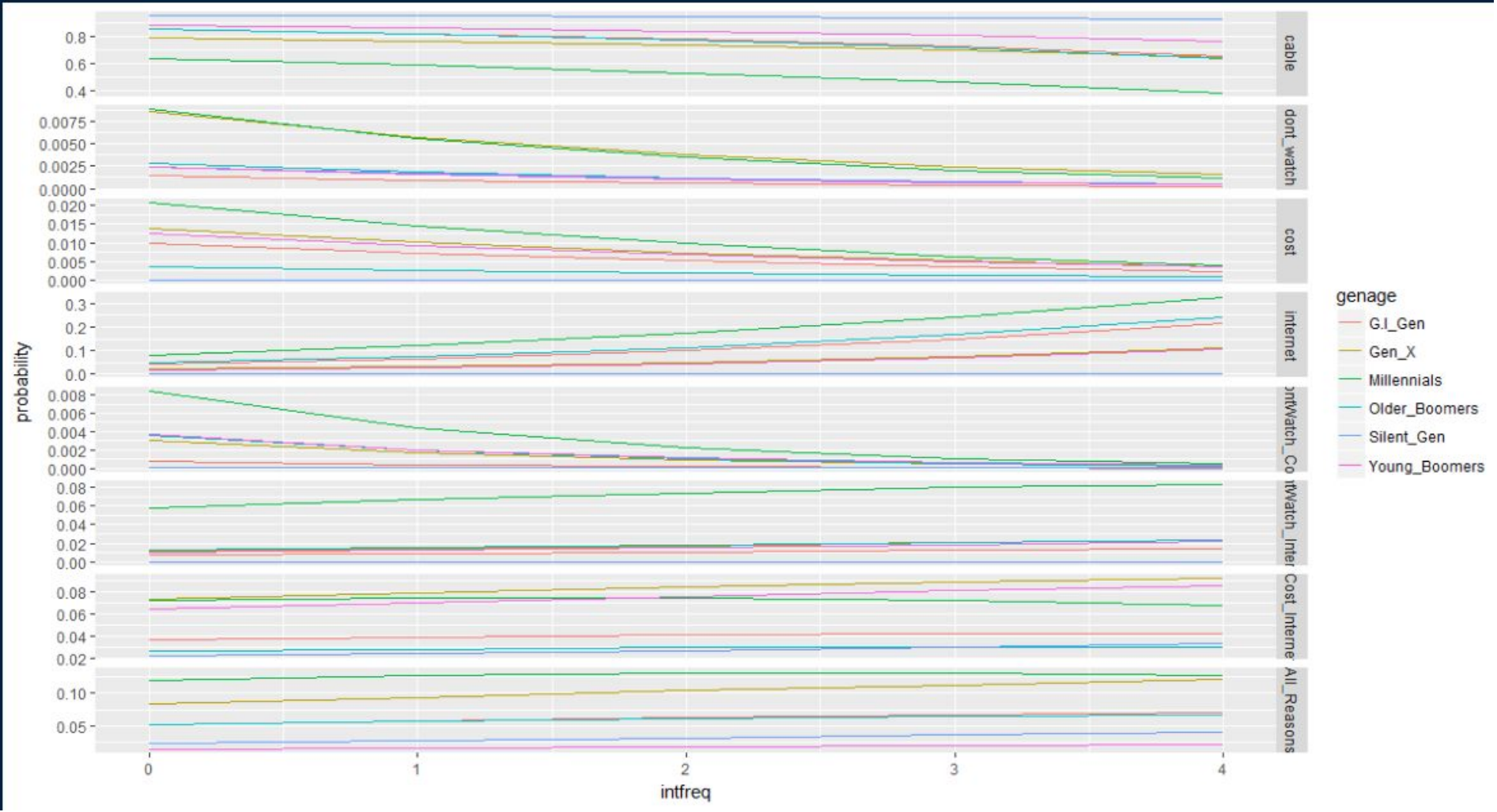
Multinomial Logistic Regression - using mobile internet, internet frequency, having internet at home and controls.

Results

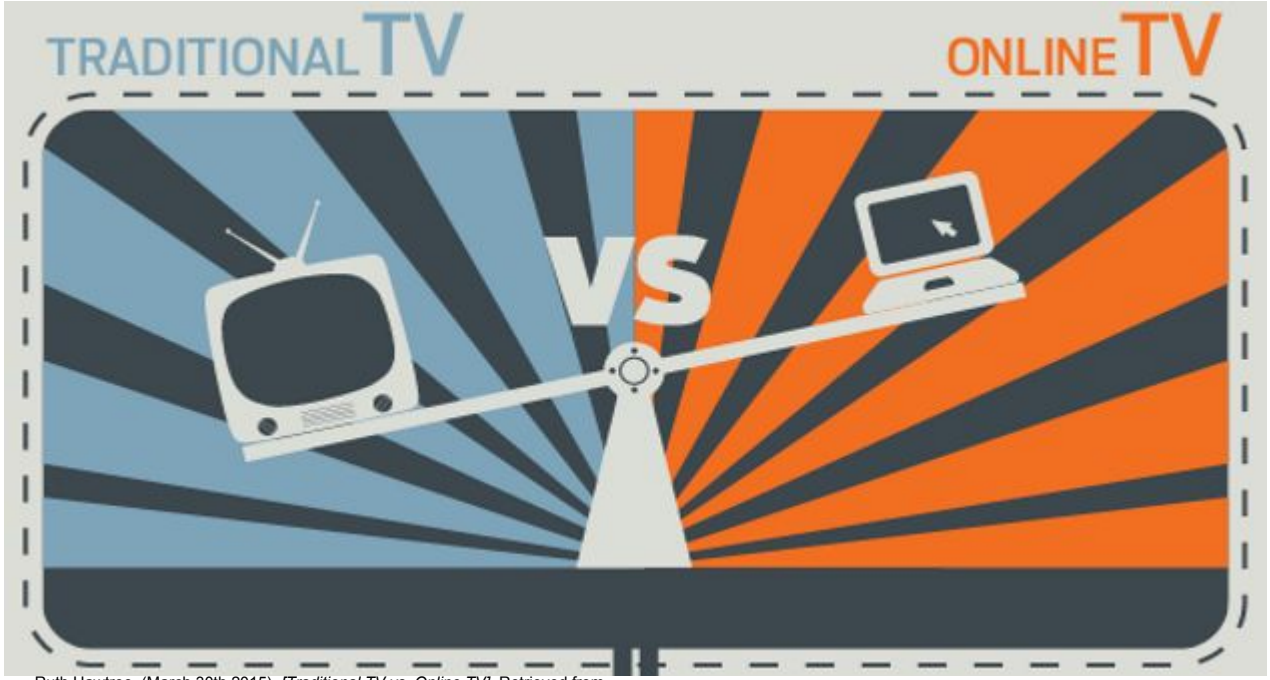
- For every category increase in internet frequency the relative risk of not having cable because the internet/antenna is enough goes up by 2.78 compared to having cable, net of all other factors ($p < 0.01$).

- For those who have home internet (vs. those who do not) their relative risk of not having cable because the internet/antenna is enough goes up by 7.72 compared to having cable, net of all other factors ($p < 0.05$).

- For those who use the mobile internet (vs. those who do not) their relative risk of not having cable because the internet/antenna is enough goes up by 18.47 compared to having cable, net of all other factors ($p < 0.05$).


probability
intfreq
0
1
2
3
4
cable
dont_watch
cost
internet
DntWatch_Co
ntWatch_Inter
Cost_Interne
All_Reasons
genage
G.I_Gen
Gen_X
Millennials
Older_Boomers
Silent_Gen
Young_Boomers

Conclusion



Ruth Hawtree. (March 30th 2015). *[Traditional TV vs. Online TV].* Retrieved from http://ipswichantennainstallation.blogspot.com/2015/03/the-battle-of-screens-tv-vs-internet.html

Important information for cable companies and cable networks.

More research needs to be done.

References

De Reuver, M., Ongena, G., & Bouwman, H. (2013). Should mobile Internet be an extension to the fixed web? Fixed-mobile reinforcement as mediator between context of use and future use. *Telematics and Informatics*, *30*(2), 111-120. Accessed November 21, 2016. doi:10.1016/j.tele.2012.02.002.

Horrigan, J. B., & Duggan, M. (December 2015). Home Broadband 2015 The share of Americans with broadband at home has plateaued, and more rely only on their smartphones for online access. *Pew Research Center*, *21*.