



This is a draft/review version.

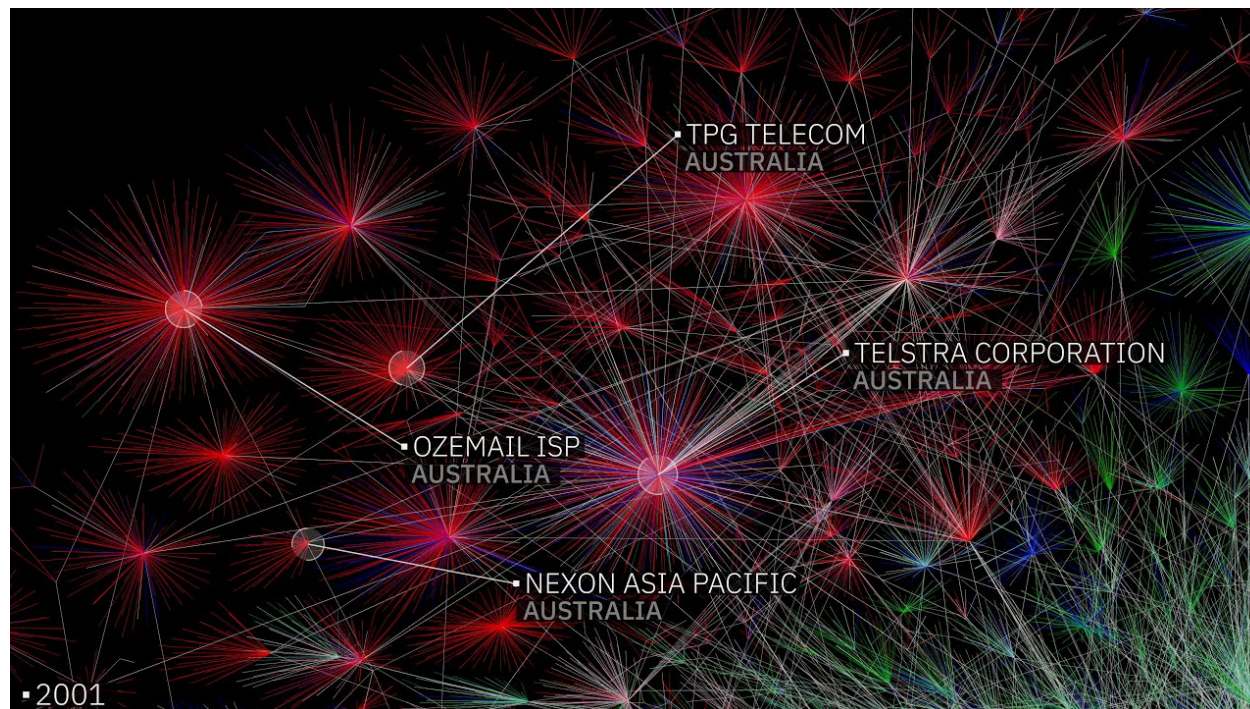
It will be replaced with the final version by end of day on the day prior to the associated session.

This slide will be removed from the final version.

# **Size and Shape**

**Tour of the World Wide Web — Session 1**  
**Duke OLLI Fall 2023**

**David Shamlin**



- 2 billion websites cit-21
- 2.25 billion pages on the indexed web cit-145
- More than 1200 petabytes of data cit-19
- 3.5 quintillion bytes of data created daily cit-19
- 9 billion Google searches daily cit-21



**JAN  
2023**

## OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL  
INTERNET  
USERS



**5.16**  
BILLION



INTERNET USERS AS  
A PERCENTAGE OF  
TOTAL POPULATION



**64.4%**  
YOY: +1.1% (+70 BPS)

YEAR-ON-YEAR CHANGE  
IN THE TOTAL NUMBER  
OF INTERNET USERS



**+1.9%**  
+98 MILLION



PERCENTAGE OF THE  
TOTAL FEMALE POPULATION  
THAT USES THE INTERNET



**61.6%**  
YOY: +1.4% (+87 BPS)



PERCENTAGE OF THE  
TOTAL MALE POPULATION  
THAT USES THE INTERNET



**67.2%**  
YOY: +0.8% (+53 BPS)

AVERAGE DAILY TIME  
SPENT USING THE INTERNET  
BY EACH INTERNET USER



**6H 37M**  
YOY: -4.8% (-20M)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA MOBILE DEVICES



**92.3%**  
YOY: +0.2% (+20 BPS)



PERCENTAGE OF USERS  
ACCESSING THE INTERNET  
VIA COMPUTERS AND TABLETS



**65.6%**  
YOY: -7.9% (-560 BPS)



PERCENTAGE OF THE  
TOTAL URBAN POPULATION  
THAT USES THE INTERNET



**78.3%**



PERCENTAGE OF THE  
TOTAL RURAL POPULATION  
THAT USES THE INTERNET



**45.8%**

28

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APJII; KANTAR & IAMA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. TIME SPENT AND MOBILE SHARE DATA FROM GWI (Q3 2022). SEE [GWI.COM](https://www.gwi.com) FOR MORE DETAILS. **NOTES:** GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". PERCENTAGE CHANGE FIGURES IN THE BOTTOM ROWS OF DATA SHOW RELATIVE YEAR-ON-YEAR CHANGE. "BPS" FIGURES REPRESENT BASIS POINTS, AND SHOW ABSOLUTE YEAR-ON-YEAR CHANGE. **COMPARABILITY:** SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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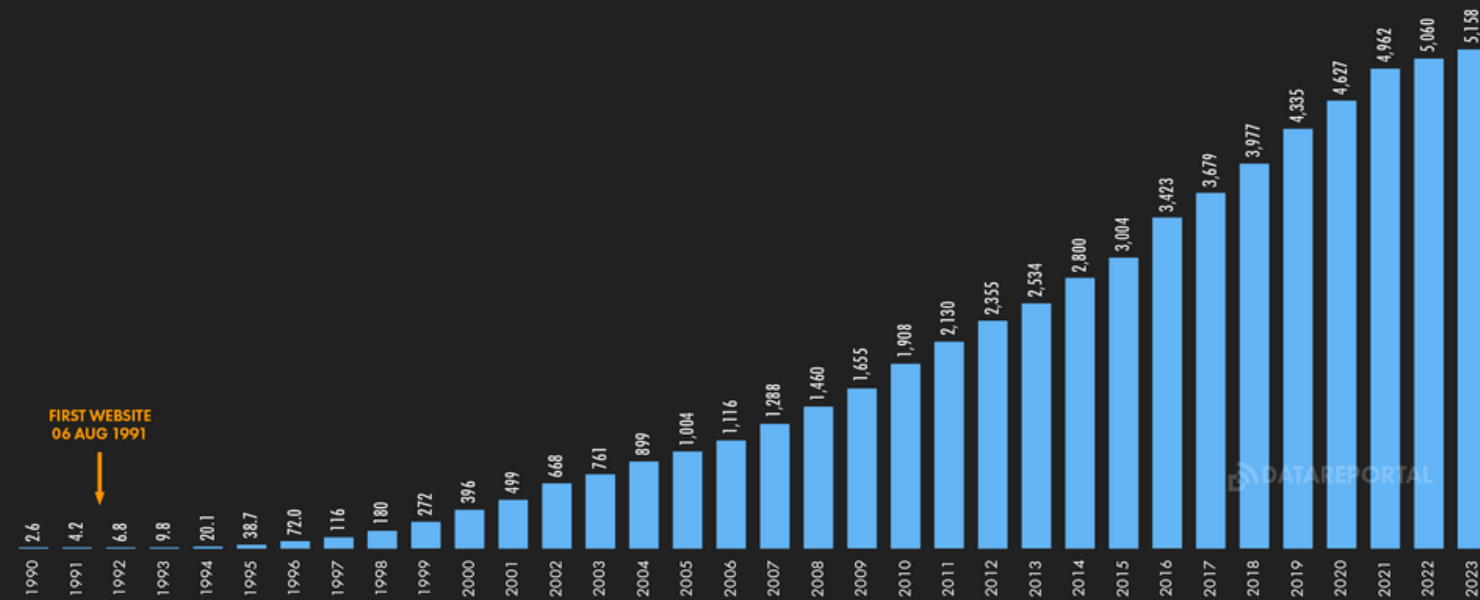
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## INTERNET USERS: TIMELINE

NUMBER OF INTERNET USERS BY YEAR (IN MILLIONS)



FIRST WEBSITE  
06 AUG 1991

30

**SOURCES:** KEPIOS ANALYSIS; ITU; GSMA INTELLIGENCE; EUROSTAT; WORLD BANK; GOOGLE'S ADVERTISING RESOURCES; CIA WORLD FACTBOOK; CNNIC; APIII; KANTAR & IAMA; LOCAL GOVERNMENT AUTHORITIES; UNITED NATIONS. **NOTES:** THE TIME REQUIRED TO COLLECT, PROCESS, AND REPORT INTERNET USER RESEARCH DATA MAY MEAN THAT USER FIGURES AND GROWTH TRENDS FOR RECENT PERIODS UNDER-REPRESENT ACTUAL VALUES. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS. **COMPARABILITY:** SOURCE AND BASE CHANGES. FIGURES MAY NOT MATCH OR CORRELATE WITH FIGURES PUBLISHED IN PREVIOUS REPORTS. ALL FIGURES USE THE LATEST AVAILABLE DATA, BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE [NOTES ON DATA](#) FOR DETAILS.

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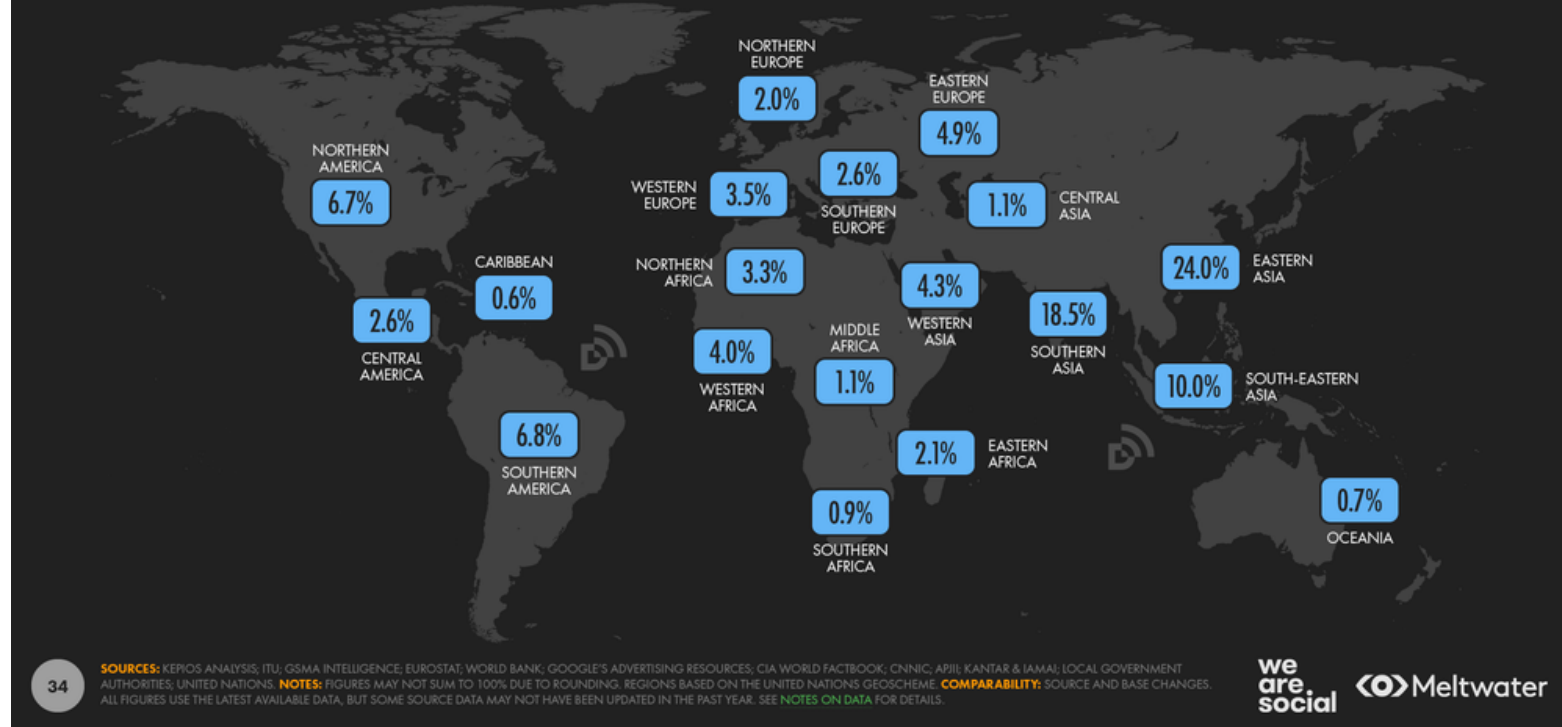
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## SHARE OF GLOBAL INTERNET USERS

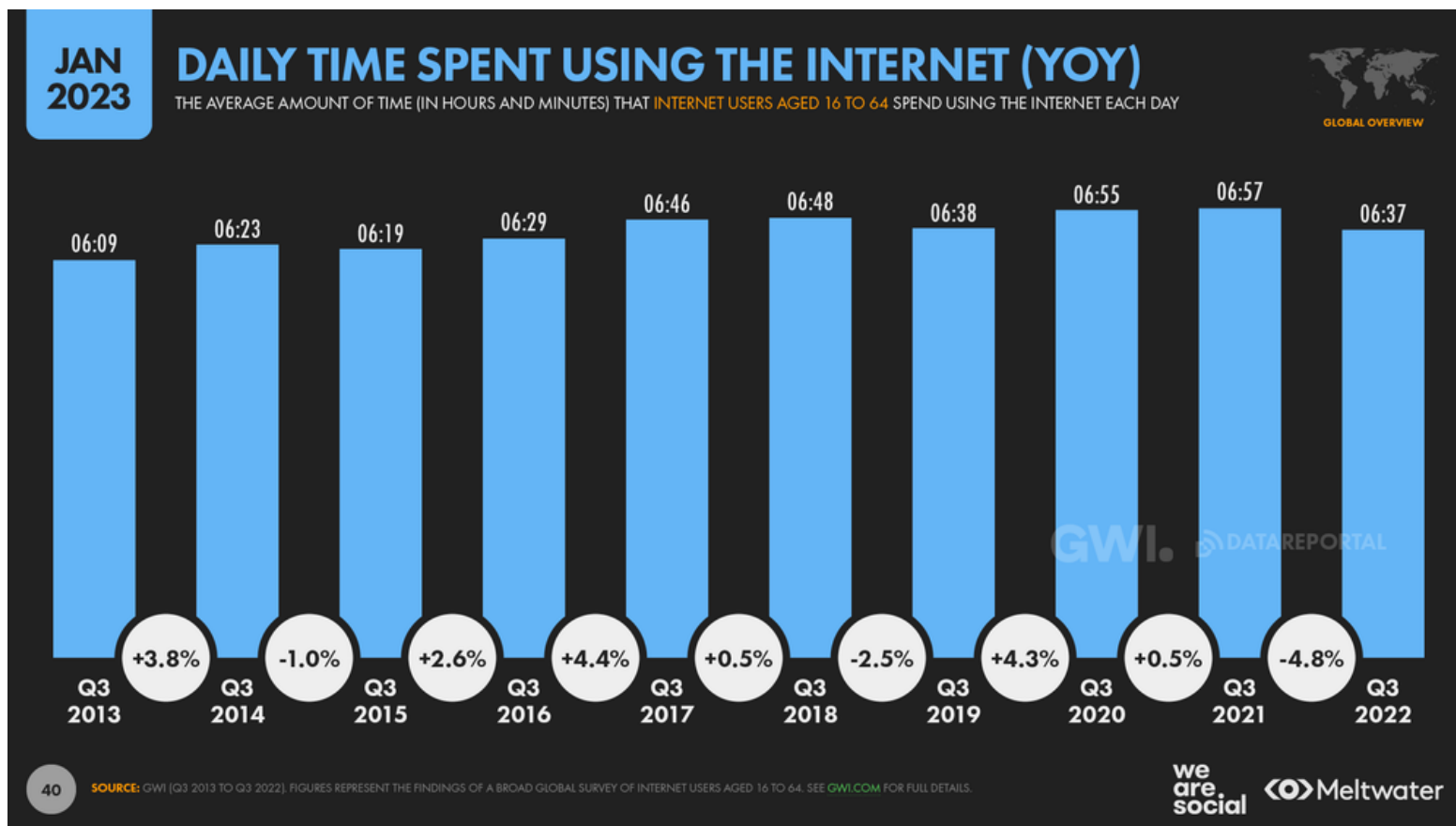
INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL INTERNET USERS

GLOBAL OVERVIEW



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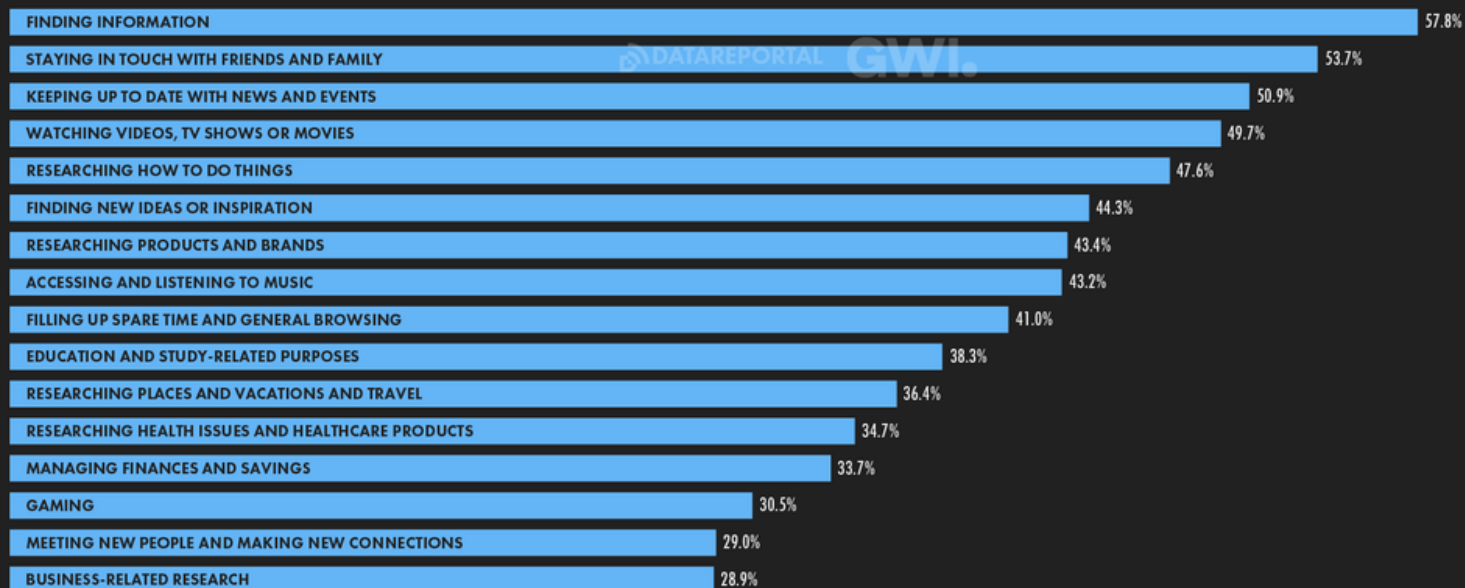
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## MAIN REASONS FOR USING THE INTERNET

PRIMARY REASONS WHY INTERNET USERS AGED 16 TO 64 USE THE INTERNET



GLOBAL OVERVIEW



63

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS.

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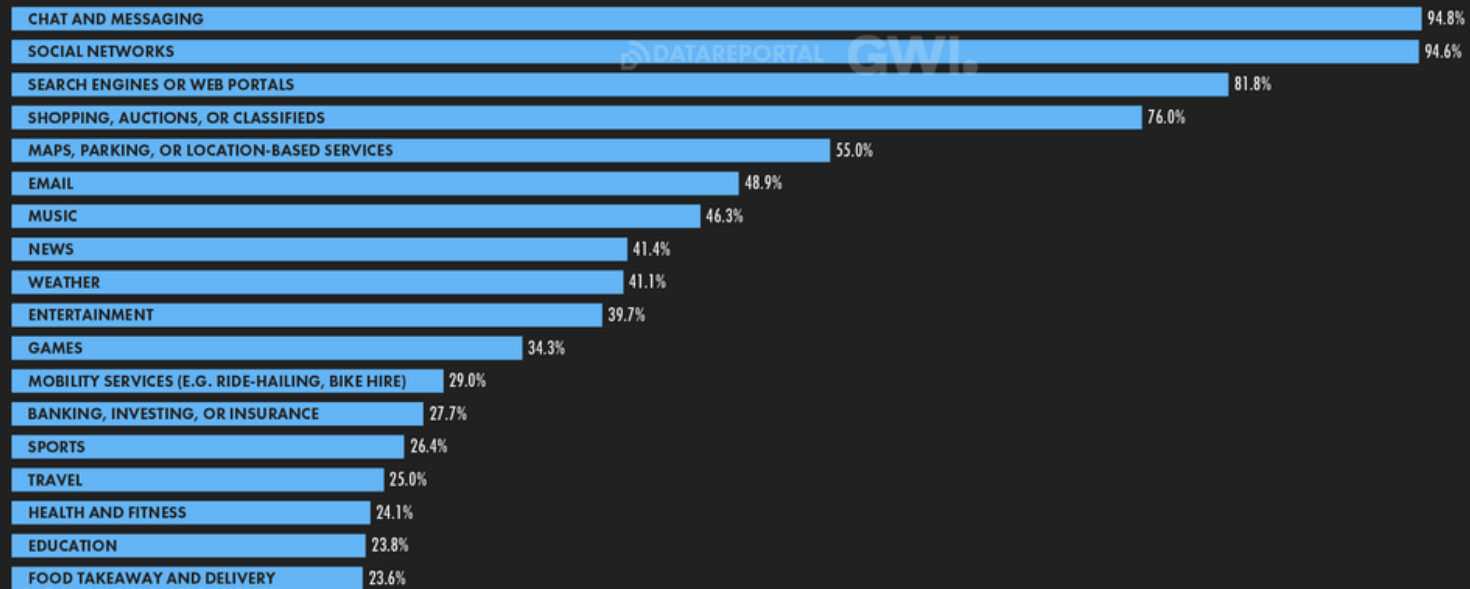
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## TOP TYPES OF WEBSITES VISITED AND APPS USED

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO HAVE VISITED OR USED EACH KIND OF DIGITAL PROPERTY IN THE PAST MONTH



65

SOURCE: GWI (Q3 2022). FIGURES REPRESENT THE FINDINGS OF A BROAD GLOBAL SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com) FOR FULL DETAILS.

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## TOP WEBSITES: SEMRUSH RANKING

SEMRUSH'S RANKING OF THE MOST VISITED WEBSITES, BASED ON WEBSITE TRAFFIC BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022



#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
01	GOOGLE.COM	88.4 B	8.13 B	21M 51S	3.6
02	YOUTUBE.COM	74.8 B	5.85 B	36M 04S	6.1
03	FACEBOOK.COM	10.7 B	2.48 B	22M 43S	3.0
04	PORNHUB.COM	10.2 B	2.14 B	10M 35S	6.9
05	XVIDEOS.COM	8.77 B	1.79 B	12M 10S	7.3
06	TWITTER.COM	8.18 B	2.10 B	21M 55S	1.8
07	WIKIPEDIA.ORG	6.67 B	1.97 B	11M 09S	2.1
08	REDDIT.COM	4.82 B	1.25 B	17M 53S	3.0
09	INSTAGRAM.COM	4.46 B	1.57 B	17M 27S	2.2
10	XNXX.COM	3.74 B	991 M	10M 55S	7.0

#	WEBSITE	TOTAL VISITS (MONTHLY AVE.)	UNIQUE VISITORS (MONTHLY AVE.)	AVERAGE TIME PER VISIT	AVERAGE PAGES PER VISIT
11	YAHOO.COM	3.34 B	614 M	17M 36S	3.2
12	SPANKBANG.COM	3.02 B	743 M	13M 25S	7.7
13	AMAZON.COM	2.70 B	898 M	13M 01S	5.8
14	FANDOM.COM	2.65 B	803 M	13M 16S	3.1
15	XHAMSTER.COM	2.62 B	756 M	14M 06S	6.1
16	YANDEX.RU	2.59 B	314 M	17M 22S	2.6
17	WEATHER.COM	2.54 B	1.14 B	7M 56S	1.5
18	TIKTOK.COM	2.18 B	995 M	9M 37S	2.0
19	YAHOO.CO.JP	1.95 B	208 M	21M 53S	5.4
20	LIVEDOOR.JP	1.70 B	107 M	19M 10S	5.0

73

**SOURCE:** SEMRUSH. FIGURES REPRESENT TRAFFIC VALUES FOR THE PERIOD BETWEEN 01 SEPTEMBER AND 30 NOVEMBER 2022. **NOTE:** VALUES IN THE "UNIQUE VISITORS" COLUMN REPRESENT THE NUMBER OF DISTINCT "IDENTITIES" ACCESSING EACH SITE, BUT MAY NOT REPRESENT UNIQUE INDIVIDUALS, AS SOME PEOPLE MAY USE MULTIPLE DEVICES OR BROWSERS. FIGURES ENDING IN "B" REPRESENT BILLIONS; FIGURES ENDING IN "M" REPRESENT MILLIONS. TIME SHOWN IN MINUTES AND SECONDS. **ADVISORY:** SOME WEBSITES FEATURED IN THIS RANKING MAY CONTAIN ADULT CONTENT. PLEASE USE CAUTION WHEN VISITING UNKNOWN DOMAINS. **COMPARABILITY:** SOURCE METHODOLOGY CHANGES. VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS.

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# Percentage of population using the internet in the US

Year	% of population using the internet
2016	85.54
2017	87.27
2018	87.27
2019	87.27
2020	87
2021	90
2022	89.4
2023	91.8

Cit-21

## 'Tech readiness,' which is tied to people's confident and independent use of devices, varies by age

% of U.S. adults who ...

**26%**

say they **usually need someone else** to set up a new computer, smartphone or other electronic device for them or show them how to use it

**10%**

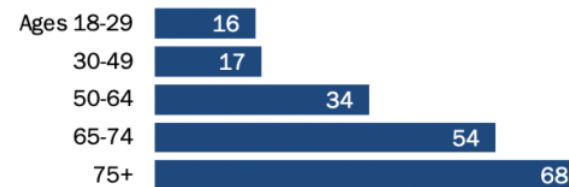
say they are **not at all** or **only a little confident** using computers, smartphones or other electronic devices to do things they need to do online

**30%**

say one (25%) or both (5%) of these things

These adults are considered to have **"lower tech readiness"**

% of U.S. adults who have **"lower tech readiness"**\*



\*Those with lower tech readiness say they are either not at all or only a little confident using their computers, smartphones or other electronic devices to do the things they need to do online, or they usually need someone else to set up or show them how to use a new computer, smartphone or other electronic device when they get it. Note: Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted April 12-18, 2021.

"The Internet and the Pandemic"

cit-424

- Speed of the internet
  - DukeOLLI site: <https://www.olliatduke.online/>
  - amazon.com (or something else found on the West Coast)
  - A site found in India—or halfway around the world from Durham