



PRESS RELEASE

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## **“New world of youth on the Net” survey by Breakthrough Uzone21.com**

### **reveals that The Internet contributes to widening youths’ horizons**

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Breakthrough Uzone21.com announced today the findings of a survey on youths’ usage of the Internet conducted in May, 2000. The survey reveals that it is already common practice for local youths to search for information on the Net for better understanding of the world. The Internet not only helps youngsters increase their knowledge of the world, but also strengthens their social connections.

This survey targeted local youths aged 12 to 25 with online experience. Random telephone calls were made, with 1,166 respondents. The response rate was 66.2% with a standard deviation of less than 3%. The survey investigated the usage of the Internet for information search, and the changes in young people’s relationships with their families and friends after using the Internet.

#### **Online over 4 days a week**

Youths surveyed used The Internet frequently, on average on 4.07 days per week. 28.2% of the respondents spent time online every day, for 2.15 hours each time on average. They were fond of reading entertainment news (35.5%), downloading music (19.4%) and current issues (15.1%). They also communicated with friends (45.4%) through messaging programs such as ICQ. All these findings show that the Internet plays an important role in youths’ lives.

#### **Knowing more about the world**

Over half of the respondents knew how to search for information through The Internet (55%). Most of them (76.5%) said that the information acquired was useful. A majority (77.3%) of youths agreed that

they could be connected to the whole world, could widen their horizons and could know more about their surroundings through the Internet.

### **Increased connection with friends**

This survey also indicated that youngsters generally think that after beginning to use the Internet they had not reduced the time they spent with their families, nor did their relationship with them worsen. On the contrary, the Internet increased youths' connection with their friends (62.2%) and even strengthened their relationship (52.5%).

### **Proactively searching for information**

The survey showed that 70.6% of the surveyed would study the recommendations on websites from traditional magazines and newspapers before they browsed on the Net.

Mr. Gary Lai, Researcher of Breakthrough, said, "These findings reveal that traditional learning channels can no longer satisfy youngsters' demand for knowledge. The Internet can help young people learn proactively. Looking ahead, we believe that the Internet will play a more important role in youths' learning. However, there are many unhealthy websites accessible by the younger generation. It is therefore necessary for society to provide more healthy and diversified websites."

Mr. David Wong, Website Project Manager of Breakthrough, added, "Our survey indicated that today's youths are eager for new information. It also proves the value of Uzone21.com. Catering to the needs of the new generation, Breakthrough Uzone21.com ([www.uzone21.com](http://www.uzone21.com)) launched **World of Knowing**, Hong Kong's first online community created solely from youth's perspective. **World of Knowing** redefines local and international news and information from a youthful perspective. Given the chance to express their unique opinions and personal feelings, young people find it easier to understand the news and develop more interest in the outside world. **World of Knowing** is also a channel for understanding youth. Apart from the **World of Knowing**, Uzone21.com will continue to introduce more 'Worlds' to satisfy the needs of the young."