



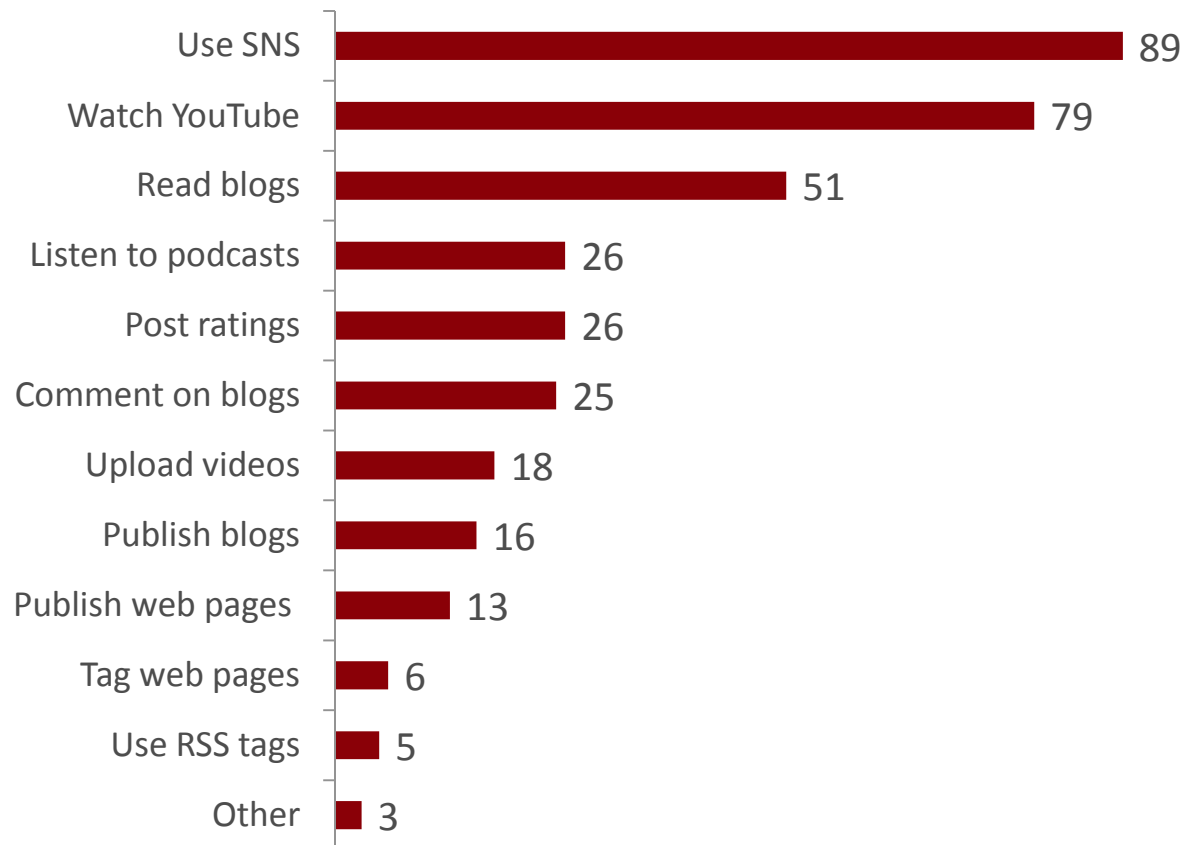
an Outdoor Nation Special Report

- The overwhelming majority of Outsiders actively engage in social media websites, primarily Facebook and YouTube. Only one tenth of Outsiders use Twitter.
- According to Outsiders, social media is so popular because it enables voyeurism, fosters narcissism, and reduces social inhibitions. It is also convenient, easy to access, and provides instant gratification.
- In terms of one's daily life, social media makes event-planning and news gathering much more easy. However, it can also turn into a time-consuming and addictive habit that replaces face-to-face interaction.
- Outsiders believe that the concept of social media is here to stay and that older generations should become familiar with the social media space.
- GPS, iPods and MP3 players, and mobile phones both enhance and worsen the outdoor experience by providing practical benefits that also act as distractions.
- The most popular ideas for optimizing mobile phones for the outdoors were enhanced GPS, beacon, and mapping technologies; image recognition and improved image quality; as well as solar power, waterproofing, and weather forecasting.
- While almost all Outsiders own mobile phones, just under half have broadband Internet access on their phones.

- LG and Samsung are the most popular mobile phones brands among Outsiders. More than half of Outsiders have Verizon as their service provider.
- Among the Outsiders with mobile broadband access, two thirds download apps to their phone. Facebook is by far the most downloaded app, followed by the Weather Channel, Pandora radio, and Google Maps.
- Playing Call of Duty on Xbox 360 is by far the most popular video game among the one third of Outsiders who are also gamers.
- For Outsiders, a successful social media campaign reaches its target audience where they are most likely to be hanging out online, and rewards fans with discounts and shareable content.
- Outsiders like to be marketed to with bright colors and images of sunlight, adrenaline pumping excitement, sweeping landscapes, and a sense of oneness.
- In terms of outdoor projects that integrate social media, Outsiders believe in the potential of mobile apps for initiating and rewarding outdoor challenges. They also believe that active Twitter and Facebook groups can be efficient tools for mobilizing outdoor activities.

- When online, Outsiders are highly active using social networking sites (SNS), viewing YouTube videos, and reading blogs. One quarter of Outsiders listen to podcasts.
- Less than one quarter actually publish their own blogs. Very few Outsiders participate in RSS tagging.

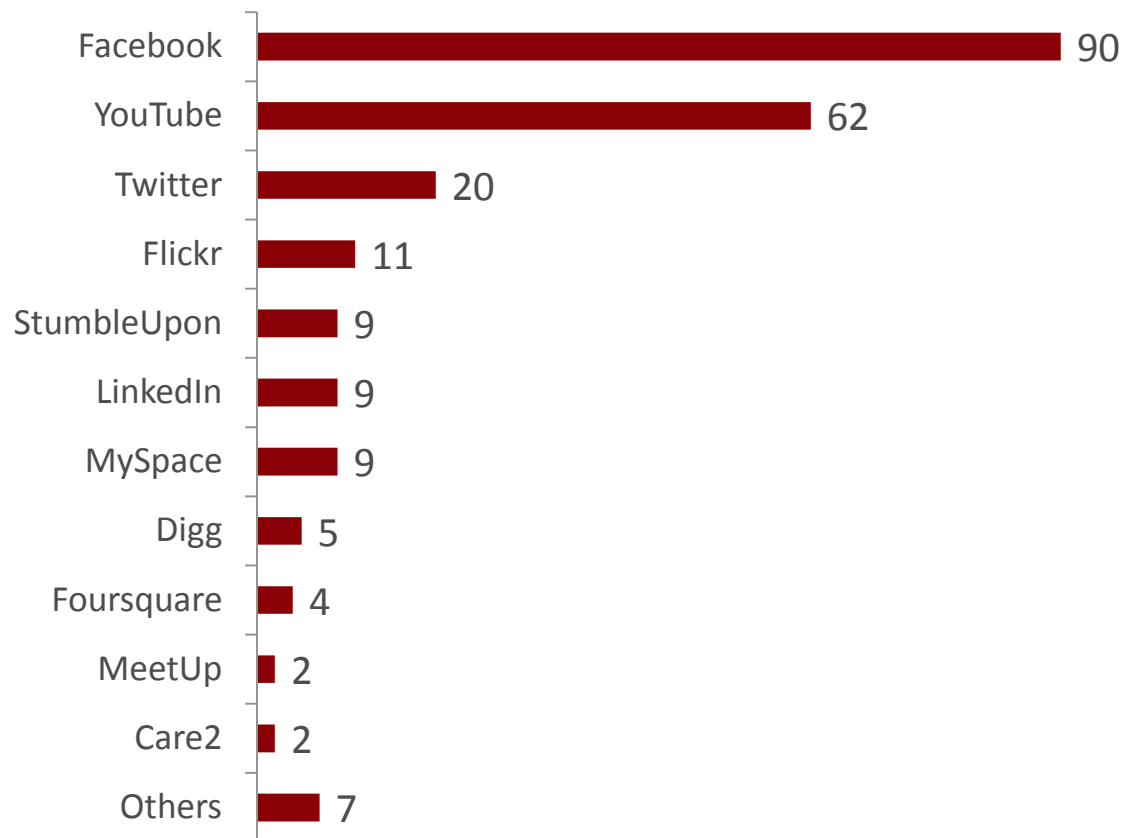
Online Activity Usage among Outsiders (%)



Weekly social media usage

On a weekly basis, the vast majority of Outsiders are on Facebook and YouTube compared to other popular social media websites. Only one fifth of Outsiders use Twitter and less than one tenth are on MySpace or Foursquare, the latter of which is growing in popularity.

Weekly Social Media Usage among Outsiders (%)



Q. Below is a list of popular social media and social networking sites. Please select the ones that you visit at least once per week.

Reasons for popularity

Outsiders have a number of explanations for why social media sites have become so popular, including personal satisfactions like voyeurism, narcissism, and the reduction of social inhibitions, as well as the practical benefits like convenience, ease of access, and instant gratification.

Voyeurism

"You can read about other people's lives and legally be voyeuristic! It's also fun to see other people's photos. You can basically know a lot about another person without actually having to be their face-to-face friend. For some reason, that's a huge draw."

Narcissism

"We're trying to satisfy our needs of being the center of attention. I think deep down avid Facebook and Twitter users tend to be somewhat narcissistic."

Reduces social inhibitions

"Talking to people online makes being forthcoming and dealing with rejection easier for some. It gives a sense of confidence and courage they might not normally have."



Convenience

"Convenience and speed. You can connect to anyone in the world within a matter of seconds. You don't have to send emails to every person. Instead, just post info and pictures right on the site."

Ease of access

"The ease at which these social sites can be accessed and navigated. There's very little effort required to log on to a social networking site and keep up with people."

Instant gratification

"Today's generation feel like they need to be connected to the world at all times. With sites such as Facebook, a person can receive so much information from just logging on. They are instantly connected to all of their friends and can find out everything that is going on."

Q. Why have social media sites become so popular? What motivates young people to be so highly engaged that they can spend hours every day on these kinds of sites?

The effect of social media on daily behavior

Outsiders see the effect of social media on one's daily behavior as having both positive and negative effects. On the positive side, social media makes event-planning and news gathering much more efficient. On the negative side, it is time-consuming, addictive, and replaces face-to-face interaction.

Positive effects

Event planning convenience

"It has made it way easier to plan events and get groups together without the need of calling everyone or wasting paper on sending invitations."

New source of quick news

"I get much of my news no longer from the major networks, but from blogs or smaller papers that without the internet I never would have heard. Daily I interact with facebook, social and news aggregate websites, something extremely new to history."

"People always have the desire to know the latest information. These sites are loaded with new information and can be updated by anyone to share their latest news as well."

Negative effects

Time-consuming

"I spend far more time in front of the computer than I would ever choose to. I check my Facebook multiple times a day, message my friends who I don't live near daily, and when I'm bored I simply surf the pages and pictures of my friends."

Addictive

"I think I am full-on addicted to these sites. Even when I have better things to do or things I really need to do, I'll sit in front of the computer and hit refresh for hours."

Replaces face-to-face interaction

"It has reduced my face to face communication with people and replaced it with computer communication. I think it's a bad change."

Q. Thinking of yourself, how has social media changed the way you behave on a daily basis? Give us some clear, solid examples of how your favorite sites have changed your life (for better or for worse!).

Social media is here to stay

Although the sites through which people connect to share information and ideas will change in popularity, Outsiders strongly believe that the concept of social media is no passing fad. Some Outsiders are concerned about bringing older generations up to speed as the participation gap continues to widen.

Social media sites will come and go, but the concept is here to stay

"Individual sites will come and go, and things will morph and change, but the idea of it all is here to stay - the ease of it, the 'me' value of it - doing everything yourself instantly without having to know any special code or know special people - that is here to stay."

"Facebook itself will fade away, however the concept of linking people together and allowing them to share their thoughts and feelings with like minded individuals, or even the world, will continue to develop."

"The overall idea of social networking sites will not fade, it will continue to evolve. People do so many things online now and the mainstream media has embraced this. This is how young people know how to communicate and it will continue to be true for a few generations."



Concern for older generations

"People are joining only more and more of these websites to make sure that they are connected in every aspect of their lives. We need to make sure that older generations grasp this level of information exchange."

"It's here to stay because of the amount of people who use it in the older demographics. But even though elders are getting involved, there could be way more."

High tech tools and the outdoor experience

Outsiders identified GPS, iPods and MP3 players, and mobile phones as high tech tools that **both enhance and worsen** the outdoor experience. In all cases, the practical benefits of such tools are displaced by what they take away from the natural experience of being outdoors.

Enhances the outdoor experience

GPS

"I use my GPS to find some of the most fabulous places to hike to and to explore. It also never fails to help me out of a sticky situation when I wander through the woods and forget which way the road is."

iPods and MP3 players

"I think that iPods and MP3 players have enhanced outdoor activities such as running because people can enjoy music and the outdoors at the same time."

Mobile phones

"Some of today's cell phone apps allow instant access to things like trail maps, information on outdoor activities occurring in your location, safety /survival information and more!"

Worsens the outdoor experience

GPS

"I went on a GPS hike and relied too much on the GPS - I forgot to look around me and take in the beauty. When I didn't use it, I paid attention to trees, the sky, and other landmarks that helped me mark my route."

iPods and MP3 players

"I think it worsens the experience because I don't take in all the sounds of the outdoors when I am listening to my iPod."

Mobile phones

"Cell phones take away from the feeling of being out in nature, cut off from everything except the natural world around you."

Q. Overall, do you believe that technology enhances or worsens your outdoor experiences? Take a moment to think about this and then provide some examples of high-tech tools that you've used in your outdoor activities and if they had a positive or negative effect.

Optimizing mobile phones for the outdoors

Outsiders had no trouble coming up with ways in which their phones could make the outdoors more enjoyable. The most popular ideas involved enhanced GPS, beacon, and mapping technologies; image recognition and improved image quality; as well as solar power, waterproofing, and weather forecasting.

Image recognition

"Take pictures of plants and have an application that identifies them."

Universal GPS

"Legitimate GPS outside of my service provider's coverage area, like in the mountains where I could track where I have hiked."

Accurate weather forecasting

"It would help by accurately telling me the forecast for my specific area."

Better camera / video

"Better image quality! I love taking pictures but they aren't detailed enough."

Beacon / locator

"An emergency beacon capability would be cool... Would allow my phone to double as an avalanche beacon."

Solar-powered

"Solar panels for emergency re-charging!"

Compass and topographic maps

"Have a digital compass! Also, it should be able to access up-to-date topographical maps."

Waterproof

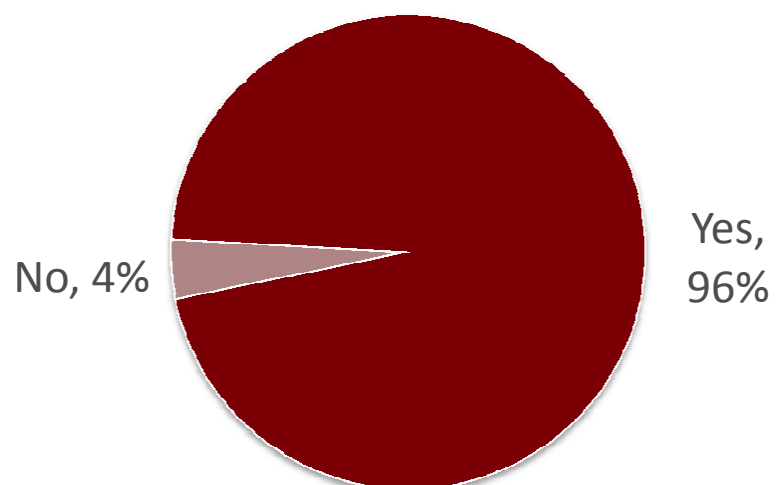
"I would appreciate a phone that is highly resilient and waterproof."



Outsiders and mobile phones

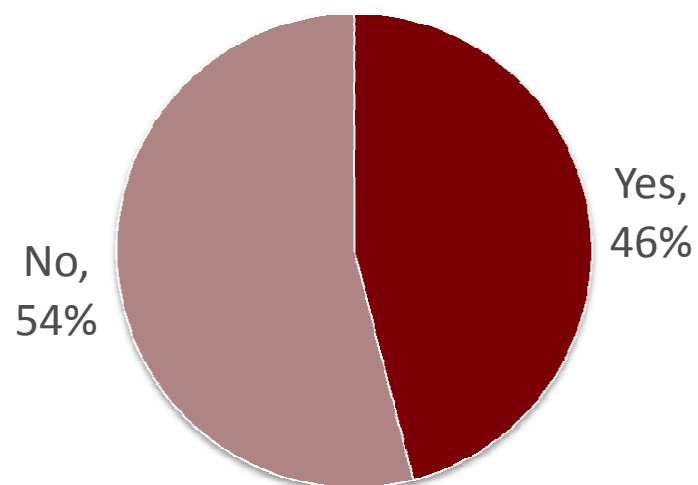
- Almost all Outsiders own mobile phones.
- Just under half of Outsiders have broadband Internet access on their phones.

Outsider Mobile Phone Ownership



Q. How about talking on the go? Do you own a mobile phone?

Outsiders with Broadband Mobile Phones

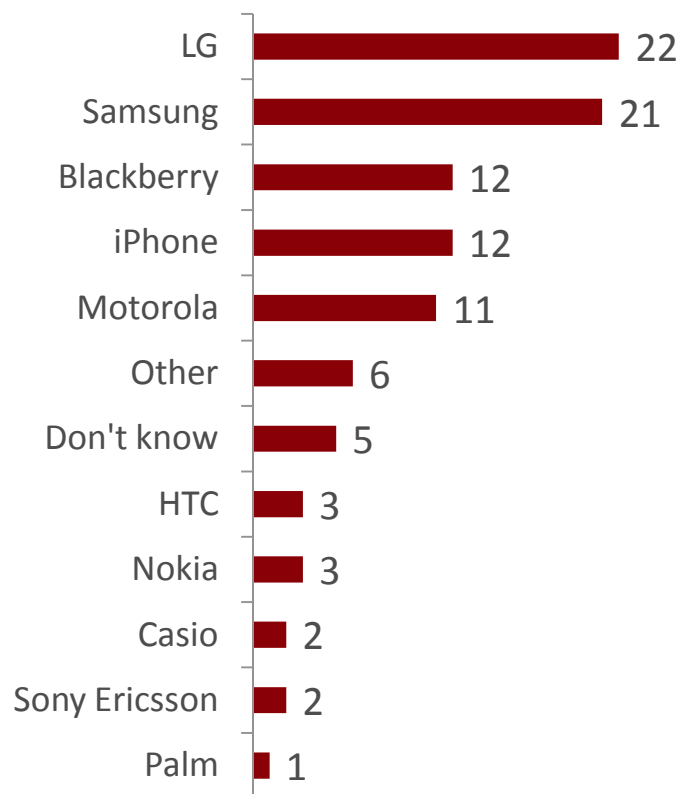


Q. Does your mobile phone have Internet access?

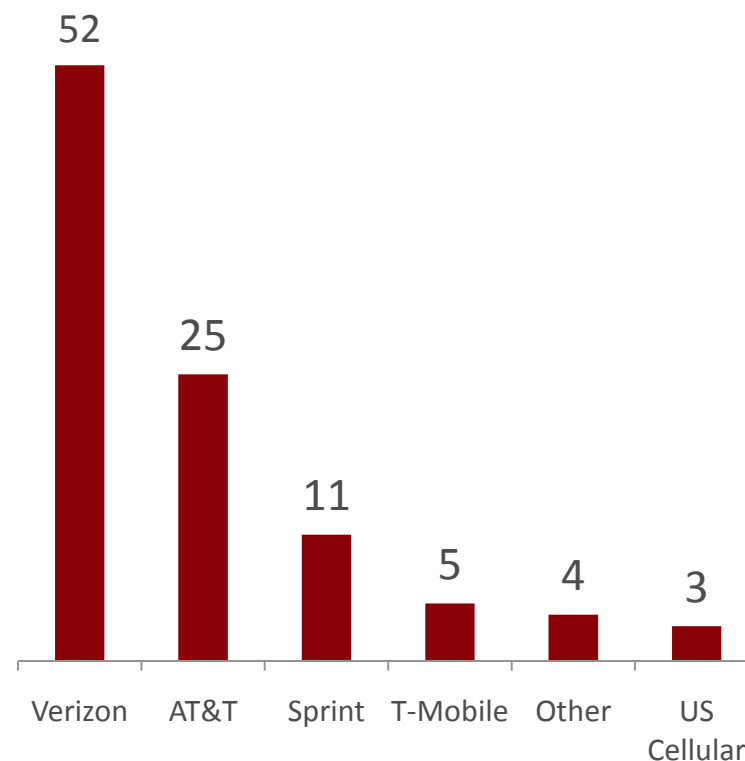
Outsiders and mobile phones

- LG and Samsung are the most popular mobile phones brands among Outsiders. Only 12% have Blackberry phones and iPhones, respectively.
- More than half of Outsiders subscribe to Verizon for their mobile service.

Outsiders' Mobile Phone Brands (%)



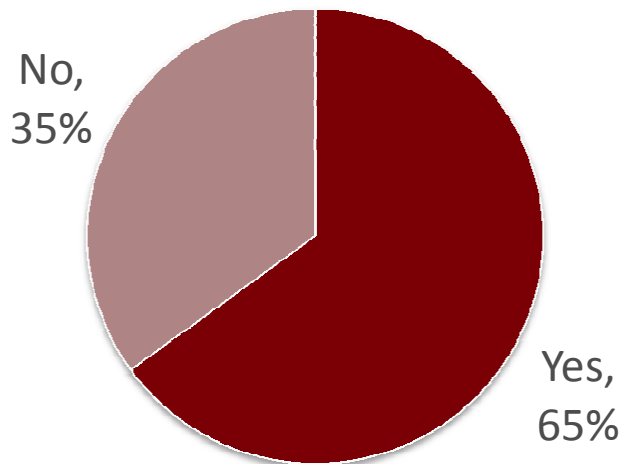
Outsiders' Mobile Service Providers (%)



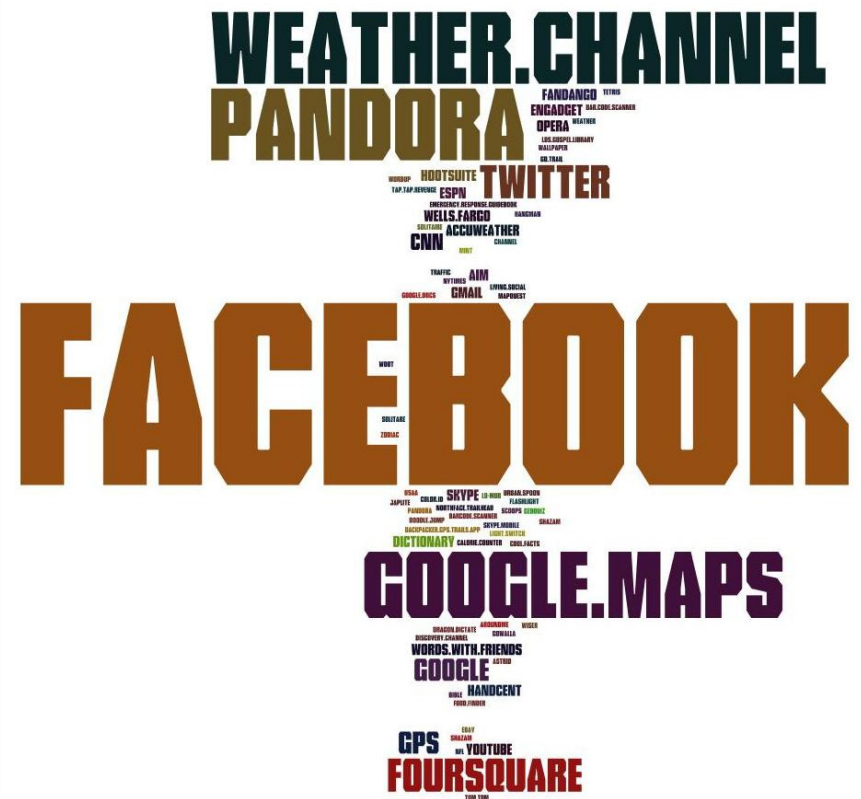
Outsiders and mobile phone apps

- Among the Outsiders with mobile broadband access, two thirds download apps to their phone.
- Facebook is by far the most downloaded app among Outsiders, followed by the Weather Channel, Pandora radio, and Google Maps.

% of Outsiders with mobile broadband access that Download Apps



Downloaded Apps



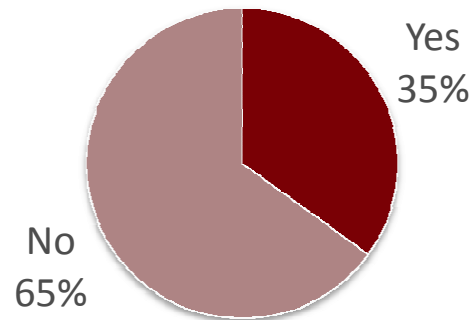
Q. Do you download apps on your mobile phone?

Q. Which 5 apps have you downloaded and used the most?

Outsiders and Video Games

About one third of Outsiders play video games. By far, **Xbox 360** is the most popular video game console and **Call of Duty** is the most popular video game series. Other popular games are Wii Fit, Mario Kart and Madden NFL.

Outsiders that play video games (%)



Game Consoles used by Outsiders



Video Games played by Outsiders



Q. Do you download apps on your mobile phone?

Successful social campaigns

- For Outsiders, a social media campaign is successful when it creatively reaches its target audience where they are most likely to be hanging out – on Facebook, YouTube, Twitter, and TV-viewing websites.
- Successful social media campaigns also leverage the immediate nature of the medium by instantly rewarding fans with discounts and enabling them to share content toward making it spread virally.

Political campaigns

"I think politicians have used social media to their advantage. They have found a way to tap into the 18-35 year old demographic by delivering their messages in short news feeds, and Tweets, which catches the attention span of 18-35 year olds."



Internet commercial spots

"Venus, the razor for women used the site Hulu.com to promote their new product by playing an ad before every video. Most of the videos were ones that young women watch. I think it was successful because they were hitting their target age group."

Targeted ads on Facebook

"Companies that use Facebook to specifically target a group of people based on their demographics. If one person 'likes' something, then 'suggestions' would spread to friends. The more friends I see becoming fans, the more likely I am to become one too."

Discounts and deals for fans

"Sierra Trading Post, the discount outdoor gear catalogue, is always promoting special contests and offers to its Facebook fans. They make it easy to participate (just submit a comment, pic, etc.). People then talk about their products on many levels."



"I love it when EMS or REI use their twitter accounts to tweet special deals, its great because you feel like you are getting a special privilege."

YouTube campaigns

"I love those Old Spice commercials and YouTube definitely made it so that they can easily be viewed and sent to others."

Q. Think about a company that did a good job of using social media to promote its products or services. In what ways did the company use social media and why do you think its strategy was so successful?

Marketing preferences

- Outsiders are moved by bright colors, sunlight, and images of adrenaline pumping excitement when being marketed to, they are also attracted to sweeping landscapes and a sense of oneness.
- As Outsiders may already be loyal to specific outdoor products and services, the opportunity try new things at low or no cost is sure to get their attention when being marketed to.

Bright colors

"I like bright colors that catch my eye, like climbers climbing above bright blue waters and hikers hiking in that wonderful redwood forest."

Sunlight

"Imagery of sunlight and fresh air showing the greenness of the world are a must. These things encourage me to get outside, even if its to just to sit on the porch."

Adrenaline pumping excitement

"Adrenaline-pumping excitement is definitely the most eye-catching. When I see something like a rock climber hanging from a thousand foot cliff by one hand, sweat dripping, and his muscles corded as he strains... I'm interested."



Landscapes

"I like seeing sweeping landscapes that provide solitude from the everyday business of the world. I like reminders of what the world is like outside of my daily city life and that such places are relatively close by."

Oneness

"I really like the sense of wholeness/oneness with outdoor ads. The feeling of infinite possibilities and vastness. "

Free swag, low cost opportunities

"Showcase free swag, opportunities to experience new things at a low cost."

The ultimate outdoor project with media

- Ideas for outdoor projects that incorporate video games, social media, and mobile phones focus mainly on integrating GPS technology with these media.
- Outsiders also see potential for mobile apps that initiate and reward outdoor challenges, as well as the efficient use of Twitter and Facebook groups for mobilizing outdoor activities.
- Although it may not actually lead to outdoor participation, Outsiders would like to see more video games with Outdoor themes.

Scavenger hunts

“Put together a text message scavenger hunt. Participants would use their phones to get clues for doing outdoor activities. They’d have to text back a picture doing the activity, or some kind of answer to the clue that they found at that location in order to move on.”

Geocaching

“Geocaching based like races with the info and routes posted online. Use your phone’s GPS to receive clues when you get close to a checkpoint and then post the results through the phone.”



Apps outdoor challenges

“A mobile app that challenges people to do a task or go somewhere outdoors, take a picture, and get points that are redeemable for rewards.”

Twitter and Facebook groups

“Encourage event planning and photo uploads within common groups, including using common hash tags.”

Survival video games

““Make a video game modeled after Survivorman. Like a solo game with you alone in the backcountry, forced to make decisions and coming across obstacles that could potentially be life-threatening.”



GET
OUT.
STAND
OUT.
SPEAK
OUT.

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ABOUT THE OUTDOOR FOUNDATION®

The Outdoor Foundation is a not-for-profit organization dedicated to inspiring and growing future generations of outdoor enthusiasts. Through ground-breaking research, action oriented convening and outreach and education programs, the Foundation works with partners to mobilize a major cultural shift that leads all Americans to the great outdoors.

ABOUT OUTDOOR NATION™

Created by The Outdoor Foundation and supported by a diverse coalition of public, private and not-for-profit organizations, Outdoor Nation and its community of Outsiders™ are committed to increasing and expanding youth participation in the outdoors through entertainment, education, engagement and action - especially among urban communities and communities of color – resulting in a healthier, more active generation.

For additional information about The Outdoor Foundation and its Outdoor Nation initiative, research and or its Outsider™ community, please contact:

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