
What To Expect From The Digital World In 2018

Posted by [Derek A. Lackey, Editor](#) / February 21, 2018

Did you know that:

1. there are now 3.722 billion people around the world using the internet?
2. almost 1/2 of the planet is NOT on the internet (think about that for a moment!)

Thats a lot of people. A lot of searches and a whole lot of online communication.

The beginning of a new year, for me, is all about understanding change. Add to that, what to expect over the coming months. We may be in February, but understanding the digital world in 2018, and looking at data is a great way to understand:

What has happened

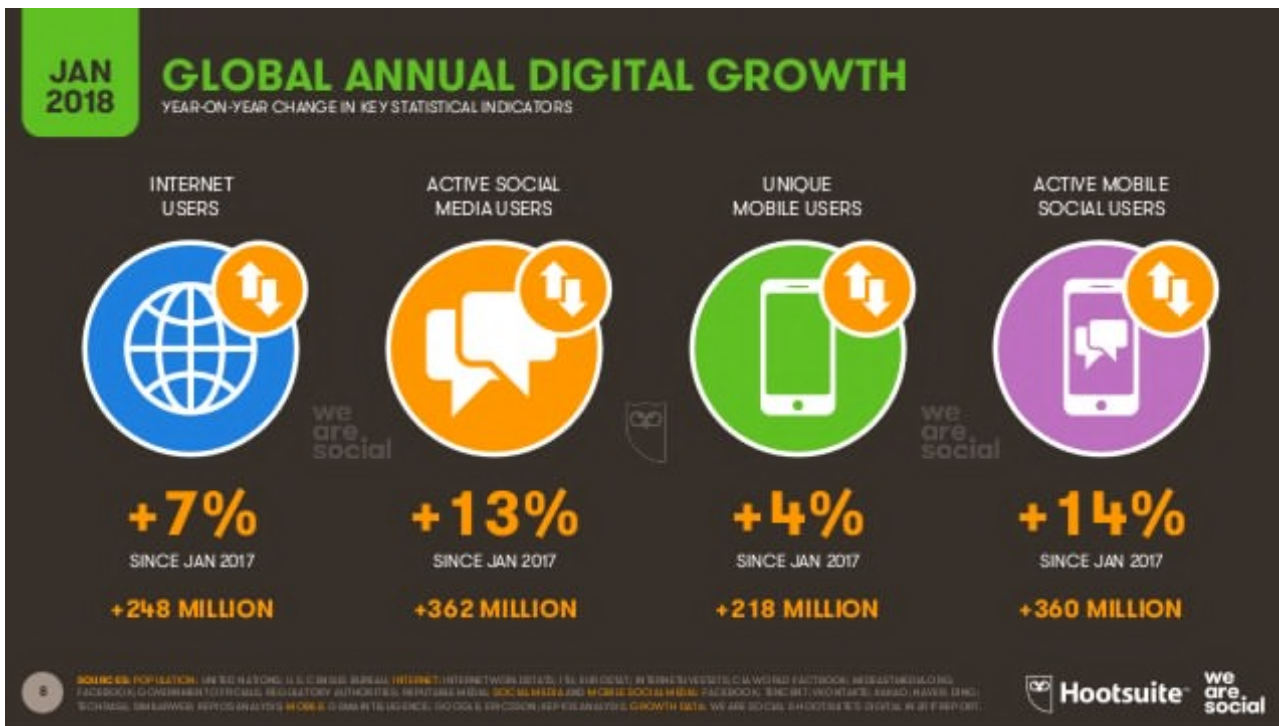
Why there has been a change

What the future looks like for a business marketing online

Thanks to We Are Social and Hootsuite's Global Digital Report for 2018, I have all of the statistics I need and so can give you a better understanding of what to expect from the digital world in 2018.

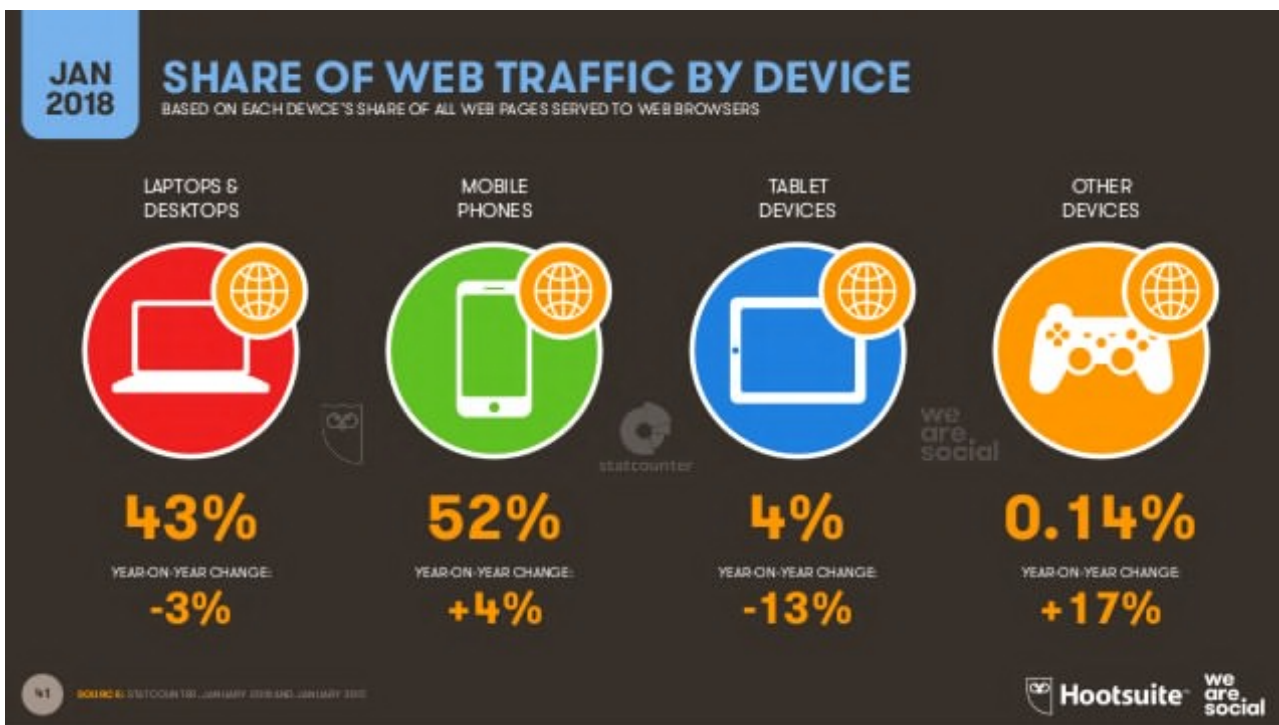
One of the most notable changes I found when looking at the data, was the digital growth from 2017 to 2018.

There has been a 7% increase in internet users, a 13% increase in active Social Media users, a 4% increase in unique mobile users and a 14% increase in active mobile social users.



Internet usage will always increase year on year, but the statistic that stood out for me, and which shows a change in device popularity, is the active mobile social users. 360 million people have started using social media on their mobiles, rather than their other devices.

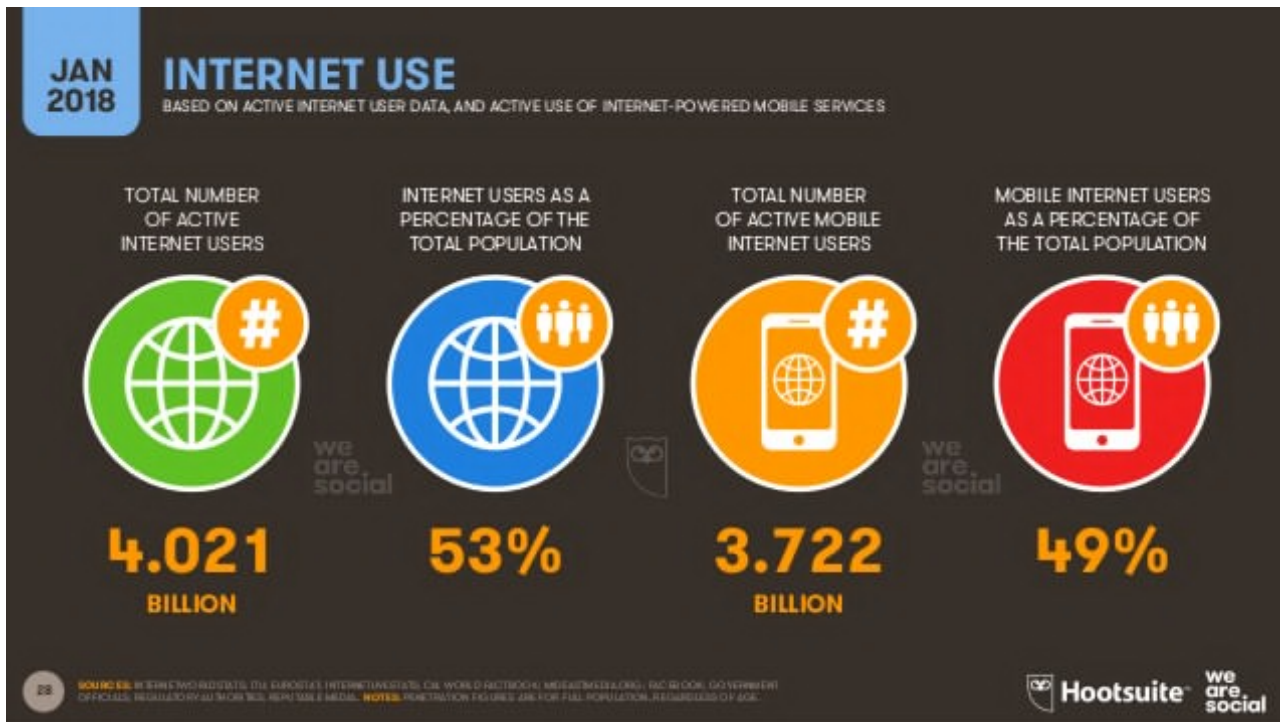
More than two-thirds of the world's population now has a mobile. Most people now use a smartphone. The more smartphone users there are, the more mobile social users there are. This, therefore, equates to on-the-go communication being a huge trend for 2018.



As you can see above, 52% of all web traffic takes place on a mobile phone. A further 43% of traffic takes place on a laptop/desktop. There has been a drop in tablet device usage. Why? Because gaming devices have finally become more intelligent, and now allow users to do more than just play games.

Internet Usage

As the active number of internet users increased, you can see below how the percentage of total population using the internet changed. As a consequence, mobile users also increased.



Its not just the number of people using the internet that has increased this year, the amount of time that people spend on the internet has also gone up over the past 12 months.

Data from GlobalWebIndex shows that the average internet user now spends around 6 hours each day using internet-powered devices/services.

When looking at the 6 hours a day being used by the 4 billion internet users, thats a staggering 1 billion years online in 2018.

Social Media Usage

A new record: almost 1 million people started using Social Media for the first time, every single day over the past year. Thats more than 11 new users every single second.

As you can see below, the number of people using...

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