Edgar Einemann

Information on the book

The Internet in Germany. Cities, Divides and Differences.

The book starts with an introduction to the international discussion about the relevance of local, respectively regional internet power and networking regarding surviving in the global capitalist network society.

The internet situation in Germany is investigated based on several initial questions:

- How does the internet power differ; is there a digital divide?
- Can a concentration of internet power be found in a metropolis?
- Which cities and regions show what internet power?
- Does the internet power show an economical and social connection?

Until now analyses on the development of the internet were mostly based on surveys (personal, by phone, online) and very few indicators (mainly the number of telephone lines, available computers and internet access lines). The new approach consists of defining the term of "internet power" empirically according to sectors (production, consumption and frame conditions of the internet) as well as according to players (companies, private individuals, government) with the aid of a model consisting of 30 indicators. Not only the author's own internet research but even more data measured by leading internet companies (1&1, GMX, ING-DIBA, ebay, CortalConsors, mobile.de, allesklar.de) and institutions such as DENIC, the Federal Census Bureau and the German Association of University Presidents provide the database. To give some examples, 8 billion clicks on websites measured by IVW, 6 million registered German internet domains, the domains hosted by 1&1 and their 2 billion pageviews, 16 million e-mail addresses at GMX, nearly half a million online accounts at ING-DIBA as well as the transfer volume and online time of the broadband access lines at 1&1. A total of over 13,000 basic numbers are applied.

Local units (the 50 largest German cities and 75 quarters of the City of Bremen), to which economical structural data as well as indicators related to persons could be assigned in addition to the internet data, served as fixed points of the approach to analyzing the internet power. The examination of factors explaining the findings on city level focuses on profile data (size, political function, dominating industries, innovative power, sites of company centers) as well as on the geographical location and the economical and social position of the city. The case study on the

City of Bremen aims at private users and mainly concentrates on the correlation to personal factors (level of education, professional status, citizenship).

Evidence is given on a strong digital contrast, clear divides, a geographical digital division of Germany into three sections as well as the economical and social correlation of the internet.

The **innovative internet** centers are found in the large cities; however, they do not dominate the complete internet development. Thus 26% of all German citizens live in the 50 largest German cities, though 66% of the pageviews measured by IVW apply to content offers from those cities; on the other hand there is only a slight deviation regarding the share of e-mail addresses (28%) and domain registrations (38%), for instance.

A detailed examination of all cities show impressively that Germany has neither a digital gap nor a digital divide but rather a graded hierarchy between the cities. The findings give evidence of a **digital differentiation**. However, there are differences between the poles that take on features similar to that of a divide: With 82% of all possible scores Munich holds the German top internet position, while Mülheim/Ruhr, claiming 20%, ranks at the very bottom.

Upon examining North Rhine Westphalia separately (differentiating between the "Rhine Line" and the „Ruhr Region"), the analysis on the regional level shows a **geographical digital division of Germany into three sections** with a strong position of the Rhine/South Region (index value 118), average values in the North and a particularly weak position within the Ruhr/East Region (index value 68). The relatively strong internet position of the Ruhr Region cities Dortmund and Bochum, however, indicates the complexity of the situation.

The digital contrast, the differentiations and the divides are in synchronicity with economical and social differences of the same kind and extent: There is an **economical and social correlation of the internet in Germany** clearly proven by statistics.

Despite the excellent position held by Munich the German internet development is not dominated by a single metropolis.

The internet power, especially concerning production as well as economical strength, show Munich, Düsseldorf/Cologne/Bonn, Frankfurt/Wiesbaden/Mainz, Stuttgart/Karlsruhe as well as Hamburg to be the **leading greater** areas.

The case study on the City of **Bremen** clearly confirms the results for Germany.

The author:

Dr Edgar Einemann has been Professor at the Faculty of Computer Science at the University of Bremerhaven since 1989. He teaches in the field of use and effects of the application of new information technologies. His participation in corporative as well as governmental projects (IT strategy, IT management) has ensured the continuous relevance of his field to practical application. In recent years empirical studies regarding the internet economy have been the focus of his research.

A variety of related essays and studies as well as a presentation of his book are available under http://www.einemann.de

How to order the book (€ 24,90 + shipping) : eMail to the publisher schueren@schueren.de