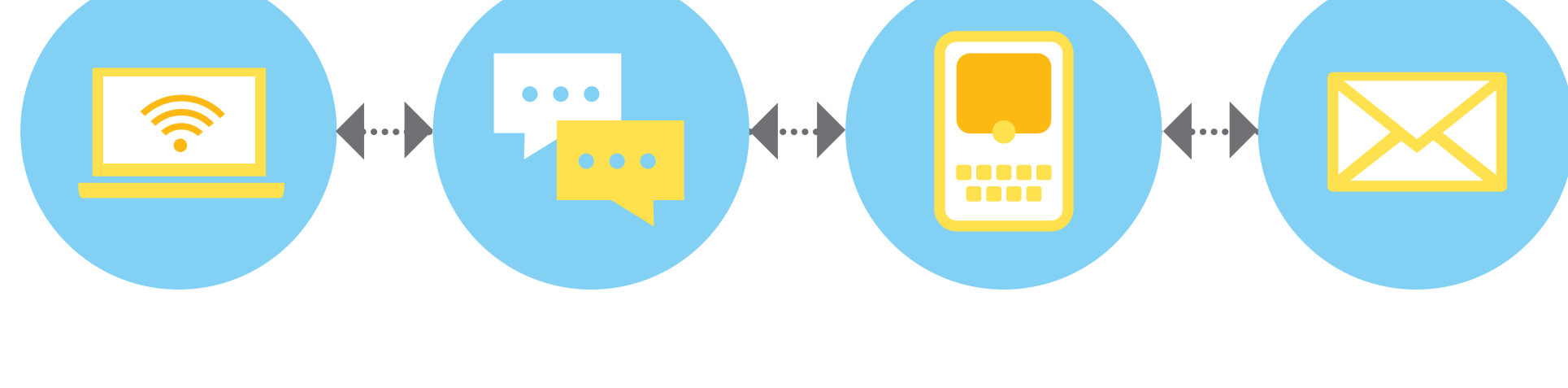


The class of 2012

The connected generation



Today's graduates were born into a world rich with emerging technology. Their lives have been shaped by the digital tools that are defining how we work, live and play.

The class of 2012 has witnessed:

The spread of the Internet

In 2000

In 2012



361 million

people using the Internet.¹

5.8%

of the world's population.¹



2.67 billion

people using the Internet.¹

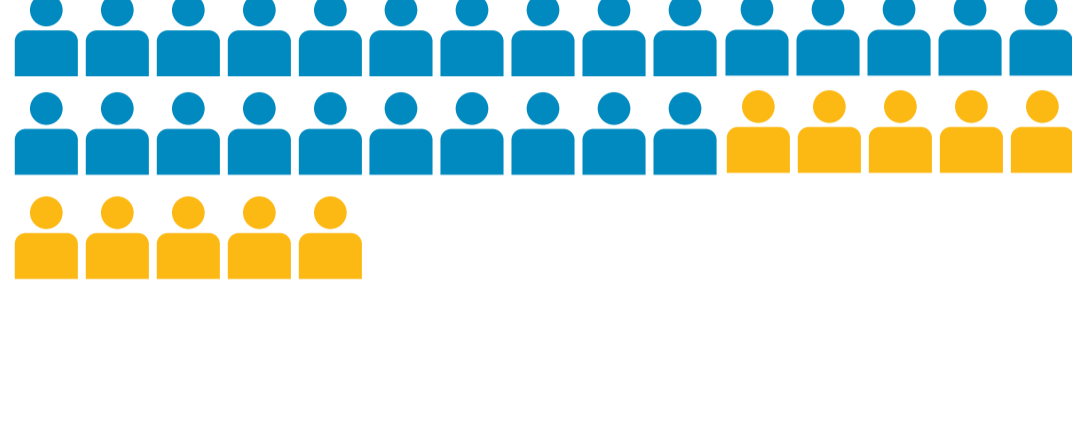
33%

of the world's population.¹

The advent of social computing

80%

of teens who are online are active on social networks.²



37%

of teens send Facebook messages to friends every day.³

The rise of mobile

In 2000

In 2012



720 million

mobile subscribers worldwide.⁴

12%

of the world's population.⁴



6 billion

mobile subscribers worldwide.⁵

87%

of the world's population.⁴

Africa



90% of phones in Africa are mobile.⁶

China

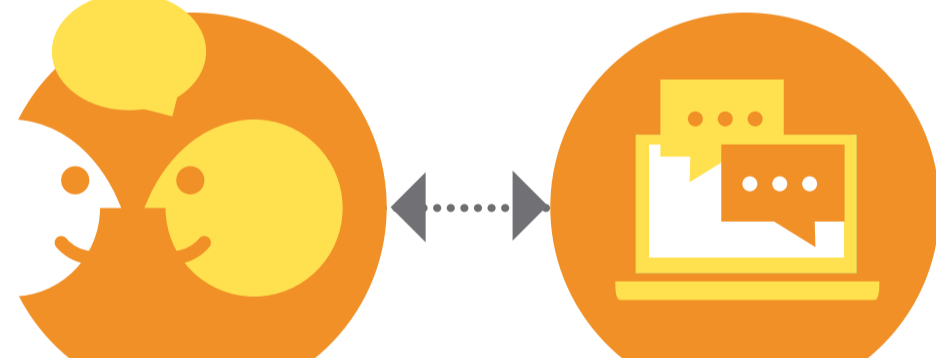


75% of people in China use mobile devices.⁶

The Internet makes it possible to shop, learn, socialize, network, and share on a global scale. But with all of that access, it's important to remember:

You can't replace the real world

The leaders of tomorrow won't replace face-to-face interactions with digital ones, they will find ways to balance and get the most out of both.



The digital world has risks



In 2011 there was a

19%

increase in the number of tools released publicly that can be used to attack mobile devices.⁷



In 2011 there was an

80%

increase in phishing attacks, many of which impersonate social networking sites.⁷

Think before sharing on social networks

37%

of employers use social networks to research job candidates.⁸

What you share on social networks can become part of your reputation forever.



If you wouldn't say it in person, don't say it online

With the reach of social computing your words have staying power – you can't take them back.

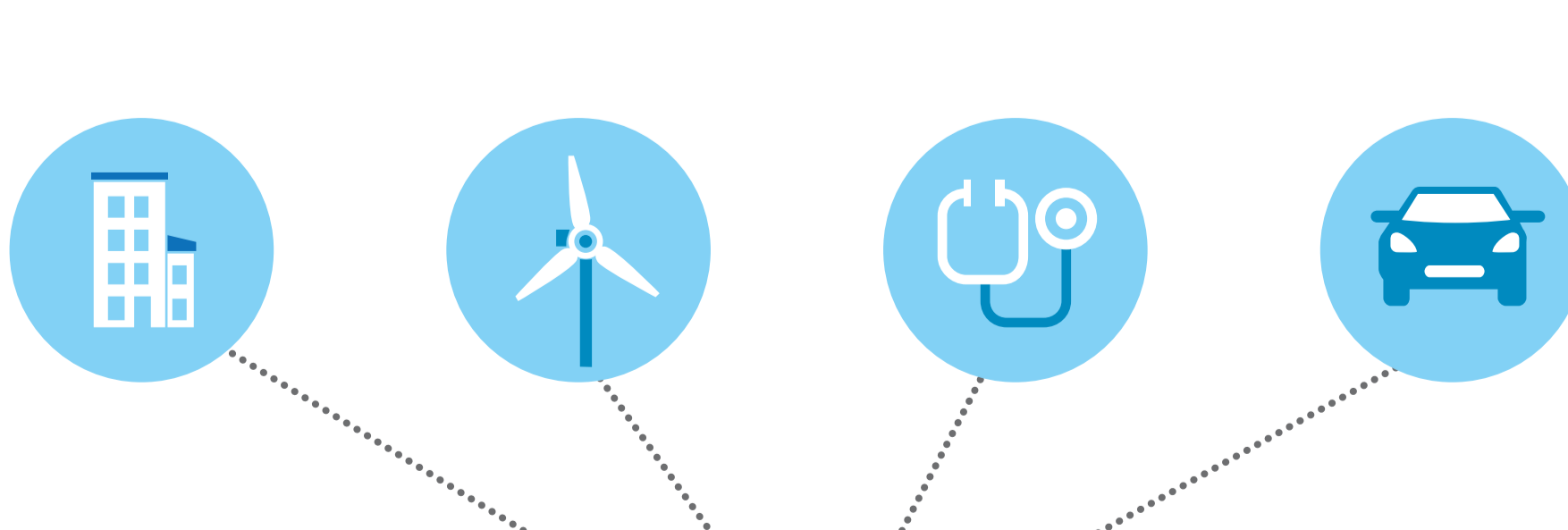


25%

of people say they have posted something they regret.⁹

Beyond 2012:

What will the future bring? What's in store for generations to come?



Much will depend upon how today's graduates and future generations harness the digital world – to drive progress in healthcare, transportation, cities, and more.

As people's lives are increasingly digitally connected, being social, secure and smart is not only a rallying cheer for the Class of 2012, it is becoming a way of life.