

Future of the Internet: Perceptions, Content, and Emerging Facilities

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Abstract

INTRODUCTION: The Internet has transformed communication, content sharing, and expectations for digital futures. This study explores current practices and perceptions regarding online content and emerging Internet facilities.

OBJECTIVES: To identify sharing patterns across content types, assess perceptions of the Internet's role, and evaluate attitudes toward future technologies.

METHODS: A survey was administered to Internet users. Descriptive statistics and k-means clustering were applied to responses on sharing behaviours and perceptions of future Internet developments.

RESULTS: The study shows that online sharing practices are largely private, with public sharing concentrated in visual media, and three distinct user profiles identified through clustering. Perceptions of the Internet emphasized its professional consequences, global connectivity, and a shift toward predictive, video-centered environments. Attitudes toward emerging technologies revealed support for AI and connectivity but caution toward biometrics and immersive interfaces, with three attitudinal groups—skeptics, realists, and enthusiasts—capturing this heterogeneity.

CONCLUSION: Content sharing is context-driven, reflecting both privacy concerns and social expression. Users anticipate a video-centered, AI-enhanced, and globally unifying Internet, while remaining wary of technological overreach.

Keywords: Digitalization, analytics, augmented reality, artificial intelligence, online content

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1. Introduction

The Internet has become a central infrastructure of contemporary society, shaping how people communicate, access information, and interact with one another. Beyond its technical foundations, it serves as a cultural and social space where individuals produce, consume, and share content across diverse platforms. Social networks, messaging applications, and media-sharing services have amplified the circulation of digital artefacts such as images, videos, memes, and articles, each carrying distinct implications for self-presentation, community building, and information exchange [1].

At the same time, perceptions of the Internet are evolving in response to rapid technological advances [2]. Emerging capabilities—including artificial intelligence (AI), biometric authentication, augmented and virtual reality (AR/VR), and ubiquitous connectivity—are expected to further transform digital practices. These developments invite questions not only about convenience and innovation but also about privacy, autonomy, and the broader social consequences of life increasingly mediated by digital technologies.

Studying how users currently engage with online content and how they envision the Internet's future, is crucial for understanding both behavioral patterns and societal expectations. Such insights can guide the design of digital

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platforms, inform policy debates, and contribute to media literacy initiatives [3]. Against this backdrop, the present study investigates (i) patterns of online content sharing, (ii) perceptions of the Internet's current and future influence, and (iii) user attitudes toward emerging Internet facilities.

2. Internet Futures: related work

This section reviews prior scholarship on online content practices, public and expert perceptions of the Internet's trajectory, and emerging digital facilities (AI, biometrics/passkeys, AR/VR, and ambient connectivity), and delineating points of consensus, tension, and gaps that motivate our study.

Online content practices

Research consistently shows that users calibrate visibility by content type, audience, and platform affordances rather than choosing a single “public vs. private” stance. Early and continuing work on social platforms documents how granular privacy tools and audience segmentation drive mixed regimes of disclosure—some content is public by design while other content circulates in semi-private or private channels (e.g., DMs, messaging apps) [4].

In parallel, surveys highlight a maturing privacy literacy: large shares of users report actively managing privacy settings and other controls—evidence of an adaptive “privacy management” rather than a simple “privacy paradox” [5, 6]. On the consumption side, traffic measurements confirm a structural shift toward video: recent network telemetry shows “Video” as the dominant downstream category worldwide ($\approx 38\%$ overall; $\approx 39\%$ fixed/ $\approx 31\%$ mobile), with on-demand streaming alone accounting for $\sim 54\%$ of downstream traffic and YouTube leading per-subscriber volumes. This reallocation of bandwidth underpins the rising centrality of short-form and streaming video in everyday sharing practices [7].

Perceptions of the Internet future

Internet experts are optimistic about technological advances but divided on social impacts. Multiple large-scale expert surveys reveal this pattern consistently. The evidence comes from substantial expert consultation: Anderson et al. [8] surveyed 1,196 Internet specialists and stakeholders about scenarios through 2020, while a separate study gathered responses from nearly 900 Internet stakeholders. These surveys included leaders from major organizations like IBM, Google, Microsoft, Harvard, and MIT.

Experts consistently predict major technological advances including mobile devices becoming primary Internet access points, improved voice recognition, and enhanced virtual reality integration. Three-quarters believe Internet use enhances human intelligence, and two-thirds see improvements in reading and writing [9].

However, experts disagree sharply on social outcomes, showing uncertainty about whether technological progress will lead to greater social tolerance or better human relations.

Concerns persist about security, privacy, and maintaining Internet openness [10].

Marwick and Boyd [11] introduce the concept of context collapse, which describes how digital platforms create moments of collision of information norms where different social contexts merge unexpectedly. Nissenbaum's complementary theory of contextual integrity argues that privacy violations occur when information sharing deviates from context-specific social norms Nissenbaum [12]. The author specifically emphasizes that privacy concerns aren't about preventing information sharing, but about ensuring information is distributed according to appropriate contextual norms. This approach recognizes that contemporary information systems threaten social life when they ignore established social values and expectations.

Future Internet facilities

The research demonstrates strong conceptual foundations for future Internet facilities, such as AI, passwordless authentication, immersive media and ambient connectivity, with varying levels of technical specificity across the literature.

The sources strongly support that AI is becoming pervasive across services and platforms, with expert focus shifting from technical feasibility to governance challenges around human agency, bias, and oversight. Multiple recent studies spanning 2021-2025 provide robust evidence for this trend. Trincado-Munoz et al. [13], explicitly identifies concerns about explainability, privacy, and human agency “as key deployment challenges. Barmer et al. [14], emphasizes the critical need for oversight to address risks of bias, misuse, abuse, and unintended consequences.

On the standards side, the Web Authentication enables strong, phishing-resistant, public-key credentials that often leverage on-device biometrics. Bicakci et al. [15] argues complete password elimination remains unlikely despite technological advances. While the technical foundation is robust with broad platform, support confirmed across multiple studies, real-world adoption remains limited by implementation complexity and organizational barriers rather than technical limitations.

Systematic reviews demonstrate substantial evidence supporting AR/VR effectiveness for engagement and learning outcomes, with emerging evidence for presence effects, though significant implementation constraints persist. The evidence base is considerable: one overview analysed 10 reviews encompassing 332 studies with over 9,878 participants, confirming improved student learning and behaviours [16]. Regarding presence, a comprehensive review of 78 studies identified presence as critical for user engagement, motivation, and skill mastery across disciplines [17]. However, significant constraints are well documented: high costs, technical infrastructure requirements, content development complexities [18] inadequate teacher training and policy support gaps [19].

3. Methodology

This study followed a three-stage design. First, a focused literature review mapped prior work on online content practices, perceptions of the Internet’s future, and emerging digital facilities, and informed construct operationalization. Second, based on this review, we developed a structured online survey to capture the target constructs and administered it to respondents. Third, the resulting dataset was analyzed using descriptive statistics and multivariate techniques (including reliability diagnostics and unsupervised clustering), enabling both summary characterization and identification of underlying behavioral and attitudinal profiles.

Study design and data

A cross-sectional survey study was conducted. The survey was focused in three dimensions: (i) content-sharing behaviours across seven content types; (ii) perceptions about the Internet’s near-term societal impact; and (iii) expectations regarding future Internet facilities.

The dimension regarding content sharing behaviours captures how respondents report their usual dissemination of seven content types - images, videos/clips, memes/GIFs, selfies, articles/news, websites, and music/playlists - across three mutually exclusive modes: public, private or not shared.

The dimension related to perceptions of the Internet’s impact measures respondents’ agreement with five statements about the near-term evolution of the Internet - e.g., that it will become more video-based, that online actions affect job opportunities, that sites will predict needs, that it will bring the world closer, and that it may determine daily routines. Answers used a five-point Likert scale (1 = Totally disagree ... 5 = Totally agree).

Finally, the dimension regarding future Internet facilities assesses attitudes toward anticipated capabilities of the Internet - biometric authentication, AI embedded across platforms, voice/motion interaction, AR/VR impact, and ambient (always-connected) access - using a five-point Likert scale (1 = Totally disagree ... 5 = Totally agree). Table 1 presents a summary of the last two dimensions designed.

Table 1. Dimensions of the survey related to the future of Internet

Item	
Perceptions about the future of Internet	P1 The Internet will be more video-based than text-based.
	P2 Your online actions (including your social media posts and past purchases) may influence your job offers.
	P3 Sites will know what you're looking for online, before you tell them
	P4 The Internet will help bring the world closer together.
	P5 The Internet will determine what you do on a daily basis.

Future Internet functionalities	F1 With biometrics (e.g. fingerprint and facial recognition) Internet authentication will be done without a keyboard.
	F2 All software and digital websites/experiences will have digital learning/Artificial Intelligence capabilities.
	F3 Interaction with the Internet will take place using voice or movements instead of keyboard and/or mouse.
	F4 Through AR (augmented reality) or VR (virtual reality), the Internet will impact our worldview.
	F5 The Internet will be permanently and automatically everywhere, so no network access (Wi-fi, ...) will be required

Between April and June 2024, we fielded a structured online questionnaire via Google Forms. All items were configured as mandatory (forced-response), yielding 102 complete cases. The instrument comprised predefined closed- and open-ended items aligned with the study objectives, and the online administration enhanced accessibility for respondents while supporting data integrity and completeness.

Statistical analysis

All analyses were conducted in IBM SPSS Statistics v29. The dataset contained no missing values because the online questionnaire enforced mandatory responses. The described methodology aligns well with established best practices for Likert scale analysis and visualization, with strong empirical support for the chosen approaches [20].

Descriptive statistics. Categorical variables were summarized with frequencies and row/column percentages. For Likert-type variables (five response levels), we reported percentage distributions and summary measures (means, standard deviations, medians, interquartile ranges) to support both ordinal and interval-level interpretations in line with common practice. Distributions were visualized with stacked 100% bar charts and divergent bar plots; agreement profiles were additionally displayed using heatmaps of row-normalized percentages.

Reliability and dimensionality. Internal consistency of multi-item constructs was examined using Cronbach’s α and corrected item–total correlations. Latent structure was explored via Exploratory Factor Analysis (EFA) with principal-axis factoring and oblimin rotation after verifying sampling adequacy (Kaiser-Meyer-Olkin) and Bartlett’s test of sphericity. The Kaiser-Meyer-Olkin (KMO) test measures sampling adequacy, with values closer to 1 indicating better suitability for factor analysis [21]. Bartlett’s test of Sphericity checks whether the correlation matrix represents significant relationships between variables, with a significant p-value (typically < 0.001) suggesting the data is appropriate for factor analysis. Factor retention considered eigenvalues > 1, scree-plot inflection, and pattern-matrix interpretability.

Cluster analysis. To identify respondent profiles, we applied k-means clustering to standardized variables (z-scores) using

Euclidean distance and maximum of iterations ≥ 300 to reduce initialization sensitivity [22]. The number of clusters (k) was chosen using elbow inspection of within-cluster sum of squares and substantive interpretability. Cluster stability and separation were assessed through replication across seeds, ANOVA of cluster centers, and between-cluster distance diagnostics. For visualization, we computed principal components and plotted respondents on the first two components (PCA scatterplots).

Researchers recommend using multiple validation indices to achieve reliable clustering structures. The Silhouette index measures how similar an object is to its own cluster compared to other clusters, providing a graphical aid to interpret clustering quality. A higher Silhouette width indicates better-defined clusters. The Dunn index evaluates cluster validity by calculating the ratio of the smallest inter-cluster distance to the largest intra-cluster distance, with higher values suggesting better clustering [23].

4. Analysis of the results and discussion

To contextualize the behavioral data obtained in the survey on Internet use, we conducted a demographic characterization of the sample population. There is a significant overrepresentation of female participants (71.6%) in the sample, which may influence perspectives related to Internet use behaviours and preferences. The mean age of participants was 22.2 years, with a standard deviation of 10.06 years, indicating a primarily young cohort but with some age dispersion. This age profile aligns with the demographic most frequently engaged with digital platforms and mobile technology, supporting the relevance of the study population to the investigation. Regarding educational qualifications, the sample is a relatively educated sample, with over 97% having completed or being in high school or higher education. This factor should be considered in interpreting digital literacy and technology adaptation attitudes in the broader dataset.

Online content sharing practices

As shown in Figure 1, respondents' sharing practices are highly content-dependent and skew toward private circulation.

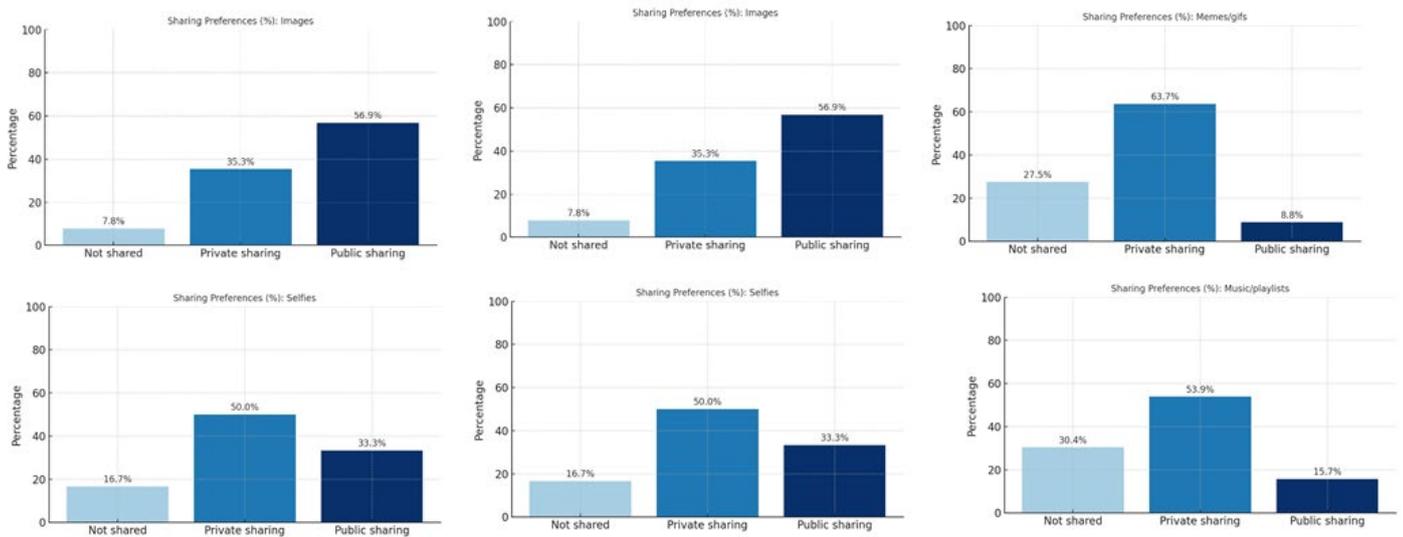


Figure 1. Sharing preferences by content type: (A) Images; (B) Articles/news; (C) Memes/GIFs; (D) Selfies; (E) Videos/clips; (F) Music/playlists. Bars show the proportion selecting Not shared (light), Private sharing (medium) or Public sharing (dark).

Public sharing clearly peaks only for images, consistent with their role in visible self-presentation. Selfies are more mixed but still lean private. Memes/GIFs, articles/news, and music/playlists are predominantly shared in private channels, suggesting targeted exchange with known audiences. Videos/clips—and to a lesser extent websites—show comparatively higher “not shared” responses, indicating greater selectivity or effort/cost to share. Overall, the pattern supports a limited-audience norm for informational and entertainment items, with public display concentrated in visual formats.

The pattern observed - public sharing concentrated in visual formats (especially images) and predominantly private circulation of informational/entertainment items - is consistent with prior work on self-presentation and audience management online. Visual platforms such as Instagram are widely used for identity expression and impression management; uses-and-gratifications studies repeatedly link photo posting to motives like self-promotion, creativity, and social interaction, helping explain why images are the most publicly shared item in the $M = 3.14$, $SD = 1.10$ [24].

The high “not shared” rates for videos are plausible given the greater production effort/exposure associated with video, alongside privacy/safety concerns that are more salient on video platforms. Recent work links short-form video use with privacy worries, and creator-oriented studies document the risks of negative/hostile feedback—factors that can dampen public posting [25]. Using responses to the six sharing items, categorical options were label-encoded by visibility and partitioned with k-means (k = 3); PCA was applied only for two-dimensional visualization (Figure 2). The solution yields three interpretable profiles. Cluster 0 - conservative sharers - concentrate their activity in private channels or choose not to share, avoiding public exposure. Cluster 1 - mixed sharers - adopt a context-dependent strategy, tending to share visual/personal items publicly while directing informational or utilitarian items to private audiences.

respondent, plotted on the first two principal components (PCA used for visualization only).

Cluster 2 - public sharers display a broad willingness to publish across content types, consistent with comfort in visible self-presentation. The PCA scatterplot shows clear separation among groups, indicating that sharing choices reliably differentiate user behaviour. These profiles provide a useful basis for tailoring communication interventions and platform features to privacy preferences and audience-selection norms.

With sharing practices established, the analysis turns to how participants envision the Internet’s near-term evolution and emerging facilities.

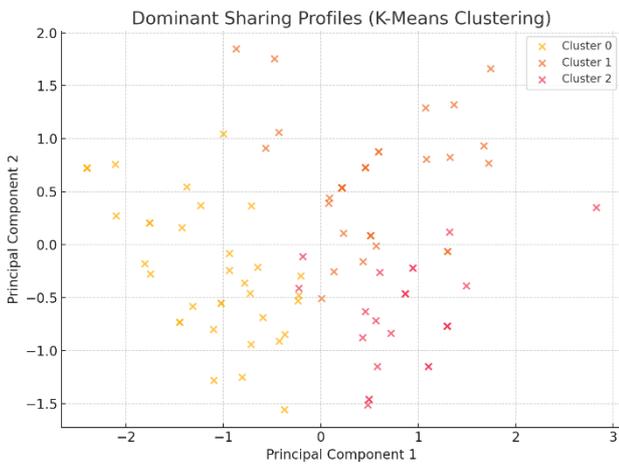


Figure 2. Dominant sharing profiles from k-means clustering (k = 3). Each point represents a

Perceptions about the Future of the Internet

Participants were asked to indicate their level of agreement (5-point Likert scale) with five statements regarding the evolution of the Internet over the next five years:

- The Internet becoming more video-based than text;
- Online actions influencing job offers;
- Sites predicting what users want before being told;
- The Internet helping bring the world closer;
- The Internet determining daily actions.

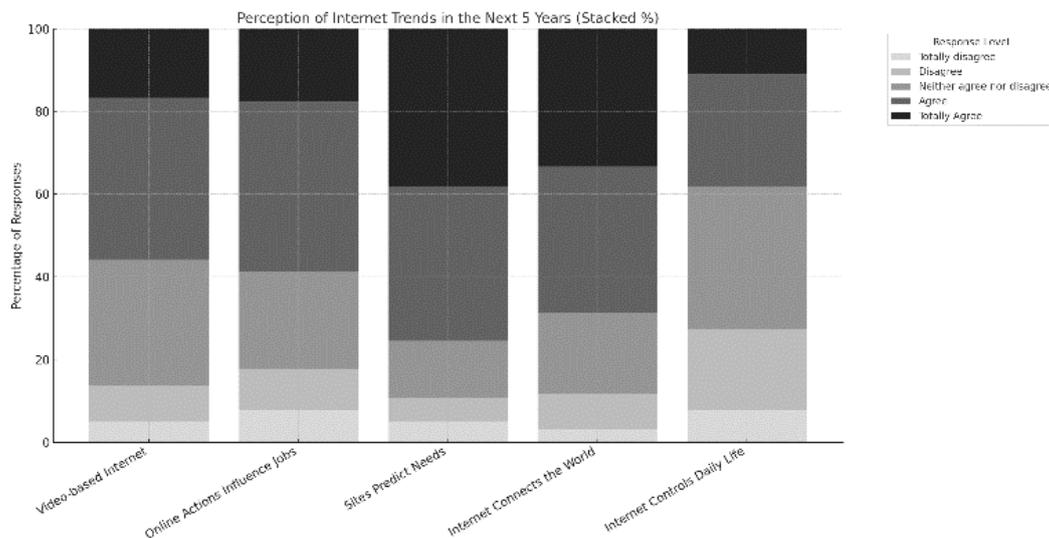


Figure 3. Perception of Internet trends in 5 years

A majority of participants expressed agreement with the view that the Internet will become increasingly video-based rather than text-based, suggesting an anticipated shift toward more visual forms of content consumption, although some respondents either disagreed or remained neutral, indicating that this transformation is not perceived as inevitable by all.

The strongest level of agreement emerged in relation to the professional consequences of digital behaviour, as most participants recognized that online actions may influence employment opportunities, a finding that reflects widespread awareness of digital footprints and their potential impact on employability. Similarly, there was broad support for the idea that predictive technologies will become central to online interactions, with many respondents acknowledging that websites are likely to anticipate user needs before they are explicitly articulated, underscoring perceptions of the growing influence of artificial intelligence and personalization.

Optimism was particularly evident in responses to the statement that the Internet will bring the world closer together, which received near-unanimous endorsement and illustrates the prevailing belief in the unifying potential of digital connectivity to bridge cultural and geographical divides.

Table 2. Level of agreement, thinking about the near future (5 years from now) about the Internet.

Item	Min	Max	Mean	Median	St. Dev.
P1	1.0	5.0	3.54	4.0	1.03
P2	1.0	5.0	3.51	4.0	1.13
P3	1.0	5.0	3.98	4.0	1.1
P4	1.0	5.0	3.87	4.0	1.07
P5	1.0	5.0	3.14	3.0	1.1
Cronbach's Alpha: 0.62					

By contrast, opinions were more divided on whether the Internet will determine daily routines: while roughly half of respondents agreed with this possibility, a substantial proportion expressed disagreement and others remained neutral, highlighting a tension between the Internet’s empowering role in structuring daily life and concerns about dependence and loss of personal autonomy.

Table 2 presents respondents’ levels of agreement with statements about the Internet’s near future. Overall,

expectations were moderately positive, with mean scores ranging from 3.14 to 3.98 on a five-point scale. The strongest agreement emerged for the prediction that “sites will know what you’re looking for online” (M = 3.98, SD = 1.10) and the perception that “the Internet will help bring the world closer together” (M = 3.87, SD = 1.07). In contrast, participants expressed more ambivalence toward the idea that “the Internet will determine daily activities” (M = 3.14, SD = 1.10). The internal consistency of the scale was moderate (Cronbach’s $\alpha = 0.62$), indicating acceptable reliability for exploratory analysis.

Nonparametric tests were used to assess whether perceptions of the Internet’s future varied by gender, age group, or educational qualifications. Specifically, we applied Mann–Whitney U tests for binary comparisons (gender) and Kruskal–Wallis H tests for multi-category factors (age, education). Across the five items comprising this dimension, no contrasts remained statistically significant after correction ($p > .05$).

Future internet functionalities: emerging technologies

Participants were asked to indicate their level of agreement with five statements regarding the evolution of the Internet over the next five years. Their responses are visually summarized in Figure 4. This heatmap illustrates respondents’ agreement levels (rows) with each proposed future internet concept (columns). Darker blue shades represent higher percentages, indicating areas of stronger consensus. Across all items, responses cluster in the Agree band, indicating broad openness to a more capable and ubiquitous Internet. The strongest endorsement is for AI capabilities embedded across platforms (the largest share of “Agree/ Totally agree”). Ambient, always-connected access also attracts high support and yields the highest proportion of “Totally agree.”

By contrast, biometric authentication and voice/motion interaction show larger neutral shares, signaling cautious evaluation—likely tied to privacy, security, or usability considerations. AR/VR’s societal impact is viewed positively overall but with moderate dispersion. Notably, outright disagreement is low across concepts. Taken together, the heatmap indicates respondents anticipate an Internet that is more AI-driven and continuously available, while reserving judgment on modalities that change how users authenticate or interact.

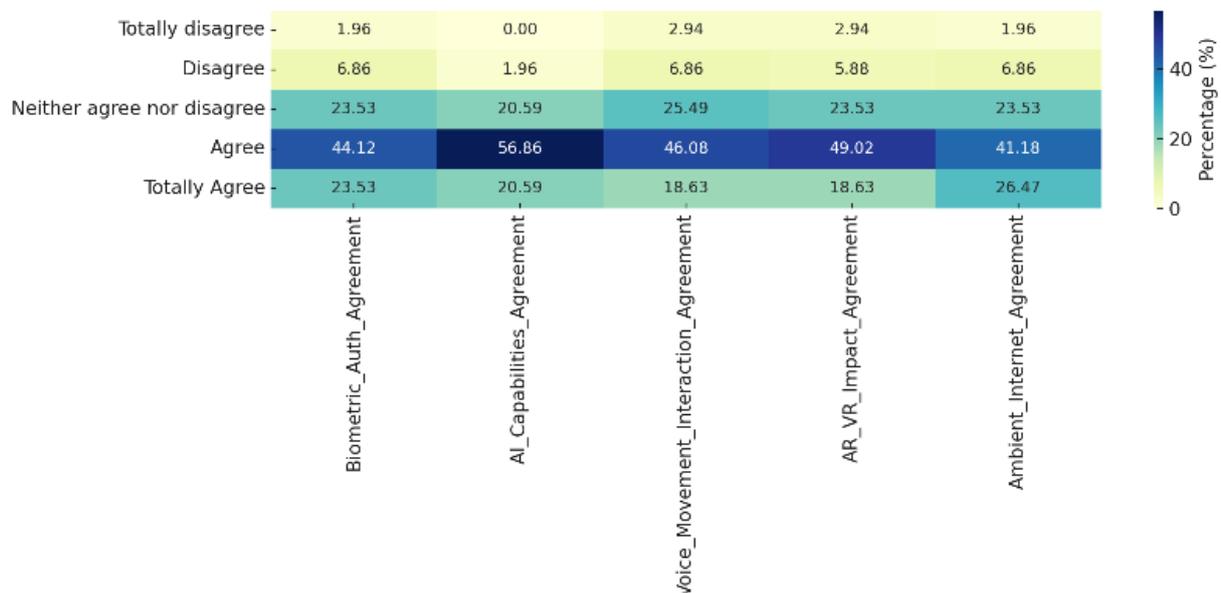


Figure 4. Agreement with future Internet facilities related to emerging technologies

The strong agreement that the Internet will become more video-centered, predictive/AI-driven, and socially connective, with greater dispersion on whether it will govern daily routines, aligns well with peer-reviewed evidence. Studies of short-form video platforms show that visual, bite-sized media are central to contemporary gratifications and participation, supporting expectations of a video-first Internet [26].

The results (Table 3) indicate overall agreement with the proposed future Internet functionalities (F1–F5), with mean values ranging from 3.71 to 3.96 on a five-point scale. The strongest consensus emerged around the integration of artificial intelligence into software and digital experiences, while lower though still positive agreement was observed for interaction through voice or movement and the impact of AR/VR on worldviews. The reliability of the scale was acceptable (Cronbach’s alpha = 0.80), supporting the consistency of these measures.

Table 3. Level of agreement future Internet functionalities

	Min	Max	Mean	Median	St. Dev.
F1	1.0	5.0	3.8	4.0	0.94
F2	2.0	5.0	3.96	4.0	0.7
F3	1.0	5.0	3.71	4.0	0.95
F4	1.0	5.0	3.75	4.0	0.93
F5	1.0	5.0	3.83	4.0	0.97

Cronbach's Alpha: 0.80

Finally, it was intended to identify distinct groups of respondents based on their answers to the future-oriented questions. The resulting clusters propose to characterize their distinguishing features and to interpret meaningful differences in attitudes. The analysis yielded three distinct clusters, as Table 4 shows. Cluster 0 (Skeptics) is characterized by comparatively conservative attitudes, particularly toward augmented/virtual reality and voice-based interaction. Cluster 1 (Realists) represents the largest and most nuanced group, occupying an intermediate position between the extremes. Finally, Cluster 2 (Tech Enthusiasts) demonstrates strong optimism, showing near-complete alignment with futuristic predictions.

Table 4. Mean agreement scores for each cluster across future internet concepts

Cluster	Biometric	AI	Voice/Motion	AR/VR	Ambient
0 – Skeptic	3.17	3.31	2.66	2.66	3.07
1 – Realistic	3.68	3.96	3.90	4.04	3.84
2 – Tech enthusiastic	4.87	4.78	4.61	4.48	4.78

To assess the validity of the clustering solution, two internal validation indices were calculated: the Silhouette coefficient and the Dunn index. The clustering model,

based on three clusters derived from participants' digital sharing behaviors, yielded a Silhouette score of 0.424, indicating modest intra-cluster cohesion and inter-cluster separation. Additionally, the Dunn index value of 0.25 suggests relatively low inter-cluster distances in relation to intra-cluster compactness. Collectively, these metrics indicate a moderate clustering structure, with potential overlap between clusters, warranting further exploration or refinement of clustering parameters and input features.

The patterns identified in this study have direct implications for industrial digital transformation and emerging Industry 5.0 paradigms, which emphasize human-centric, resilient, and socially responsible technological integration. The predominance of private and context-dependent content sharing observed among respondents suggests that digital workplace environments must accommodate nuanced privacy expectations and audience management practices when deploying collaborative platforms and data-driven tools. In human-machine interaction contexts, the strong endorsement of AI-enabled and predictive Internet functionalities, coupled with more cautious attitudes toward biometric authentication and immersive interfaces, highlights the need for transparent, explainable, and user-controllable systems in industrial settings. These findings align with Industry 5.0 principles by underscoring that technological advancement alone is insufficient; user trust, perceived autonomy, and alignment with social norms are critical for adoption. Moreover, the identified attitudinal clusters - skeptics, realists, and enthusiasts - suggest heterogeneity in workforce readiness for advanced digital infrastructures, implying that industrial digital transformation strategies should be adaptive rather than uniform, integrating technical innovation with organizational change management, ethical governance, and digital literacy initiatives.

5. Conclusions

This study examined contemporary practices of online content sharing, perceptions of the Internet's future, and attitudes toward emerging digital facilities. The results show that sharing practices are highly context-dependent, with private circulation dominating across most content types and public sharing concentrated in visual media such as images and, to a lesser extent, selfies. K-means clustering of sharing behaviours revealed three distinct profiles - conservative sharers, mixed sharers, and public sharers - highlighting how privacy considerations and audience management strategies shape digital expression. In terms of perceptions about the Internet's near-term evolution, respondents expressed strong agreement that online actions have professional consequences and that the Internet plays a unifying role in connecting people globally. Expectations also pointed to an increasingly video-centered and predictive online environment, although opinions diverged regarding the extent to which

the Internet will determine daily routines. Attitudes toward future facilities demonstrated broad support for AI and ambient connectivity, coupled with greater caution toward biometric authentication and voice/motion interaction. A second clustering analysis further distinguished three attitudinal groups: skeptics, realists, and tech enthusiasts. These clusters illustrate heterogeneous orientations toward technological adoption and highlight the coexistence of optimism and caution in user expectations.

Despite these contributions, the study presents certain limitations. The sample was relatively small (N = 102) and skewed toward younger and highly educated respondents, limiting the generalizability of the findings to broader populations. In addition, the sample is skewed toward younger, highly educated respondents and overrepresents women, which may influence reported content-sharing practices and attitudes toward emerging Internet technologies. Accordingly, the results should be interpreted as exploratory rather than representative of the broader population. The study relied on self-reported data collected at a single point in time, which may be subject to recall and social desirability biases. The cross-sectional survey design also constrains the ability to capture temporal dynamics in user behaviours and perceptions. Moreover, the self-reported nature of the data may introduce biases related to social desirability or recall. Ethical considerations were addressed by ensuring voluntary participation, informed consent, and anonymous data collection.

The implications of the study are both practical and conceptual. For platform designers and policymakers, the results emphasize the importance of tailoring privacy controls, communication strategies, and user education to the diverse sharing profiles identified. The findings also point to the need for careful governance of emerging facilities, particularly in areas where user caution is evident, such as biometrics and immersive interfaces. At a conceptual level, the clustering analyses enrich the understanding of how behavioral and attitudinal heterogeneity shapes digital practices and expectations.

Future research should expand on these results by engaging larger and more demographically diverse samples, enabling more robust generalization across age groups, cultural contexts, and levels of digital literacy. Longitudinal designs would be valuable to track how attitudes toward emerging technologies evolve as these facilities become mainstream. Further integration of qualitative methods, such as interviews or focus groups, could also provide deeper insights into the motivations and concerns underlying users' choices. By combining broader sampling, mixed-methods approaches, and temporal analysis, future work can offer a more comprehensive understanding of the evolving interplay between content practices, technological adoption, and societal expectations for the Internet.

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