Subgroup on Measuring Internet Users 2020

United Nations Educational, Scientific and Cultural Organization

Regional Center for Studies on the Development of the Information Society under the auspices of UNESCO

Brazilian Network information Center

Brazilian Internet Steering Committee

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EGH, 8th Meeting

São Paulo, September 2020

// Agenda

- About Cetic.br
- Origins of the subgroup and conclusions from 2019
- Points discussed in 2020
- Data from Brazilian ICT in Households Survey
- Proposals for ICT Module and ICT Stand-alone surveys
- Closing remarks

15 ANOS
PESQUISAS TIC
15 Years ICT Surveys

ABOUT NIC.br & CETIC.br

The **Brazilian Network Information Center** (NIC.br) implements decisions and projects of the **Brazilian Internet Steering Committee** (CGI.br).

- Registry and maintenance of domain names under the ccTLD ".br"
- Allocation of Autonomous System Numbers (ASN), IPv4 and IPv6 addresses
- Treatment & response to Internet security incidents
- Projects to enhance the Brazilian network infrastructure
- **ICT-data & statistics production**
- Operational standards for the web

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15 ANOS
PESQUISAS TIC
15 Years ICT Surveys

ABOUT NIC.br & CETIC.br

The **Regional Center for Studies on the Development of the Information Society** (Cetic.br) has the mission of producing ICT statistics.

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1. KNOWLEDGE CENTER ON ICT-DATA PRODUTION

2. CAPACITY-BUILDING METHODOLOGIES FOR THE PRODUCTION AND USE OF ICT-STATISTICS

3. LABORATORY OF IDEAS & METHODOLOGICAL INOVATION

4. MEASUREMENT OF IMPACTS OF ICT IN SOCIETY, PRODUCTION OF STRATEGIC RECOMENDATIONS & POLICY BRIEFS

ICT-DATA & STATISTICS PRODUCTION CAPACITY-BUILDING IN SURVEY METHODOLOGIES

INTERNATIONAL FRAMEWORKS

ICT STAND-ALONE SURVEYS

INDIVIDUALS

- HOUSEHOLDS & INDIVIDUALS
- KIDS ONLINE (RIGHTS & PROTECTION)

ORGANIZATIONS

- EDUCATION
- HEALTH
- CULTURE
- ENTERPRISES
- GOVERNMENT
- CIVIL SOCIETY ORGANIZATIONS
- ISP PROVIDERS
- PUBLIC ACCESS CENTERS

15 ANOS PESQUISAS TIC 15 Years ICT Surveys

PUBLIC POLICIES & INTERNATIONAL AGENDA

- Digital Inclusion *(Households, Individuals, Enterprises, Government)*
- Broadband Access
- Electronic Government
- ICT in Education
- ICT in Health
- ICT in Culture
- eLAC 2018
- SDGs & WSIS

Fonte: CGI.BR/NIC.BR, Centro Regional de Estudos para o Desenvolvimento da Sociedade da Informação (Cetic.br)

// Origins of the Subgroup

- In 2018, the EGH agreed to create a subgroup to discuss application users not being counted as Internet users in HH7.

- In 2019, the subgroup presented to the EGH two possible explanations for the issue.

- The EGH then decided to extend the subgroup for another year to discuss possible solutions.

// Key conclusions from 2019

The explanation for the issue is twofold:

Awareness - the individual does not know that by using those applications they are actually using Internet.

Zero-rating - the individual considers the use of part of the Internet as being different than the use of the whole Internet, since he is charged differently by the provider.

Both effects can occur at the same time and we don't have enough data to determine their prevalence.

// The subgroup in 2020

- The subgroup was coordinated by Cetic.br and received contributions from the following countries and organizations: Brazil, Kuwait, Malawi, Saudi Arabia, ITU, OECD, Pew Research and Web Foundation.

- The subgroup held two meetings in June and July and prepared a proposal in August.

// Points discussed in 2020 (1)

- Contributions were received from Malawi and Web Foundation. In both examples, users who reported having used applications based on an Internet connection were counted as Internet users.

- Most countries solve this issue by implementing strategies to count the users of Internet based applications as Internet users.

- The consensus within the group was that zero-rated users should be counted as Internet users.

// Points discussed in 2020 (2)

- The Internet of Things (IoT) was also raised as an eventual source of error as connected devices might bring similar problems of reporting.

- The group concluded that IoT devices at the household level and their relation to the individual use of Internet requires further discussions, which could be the focus of future work by the EGH forum.

// Points discussed in 2020 (3)

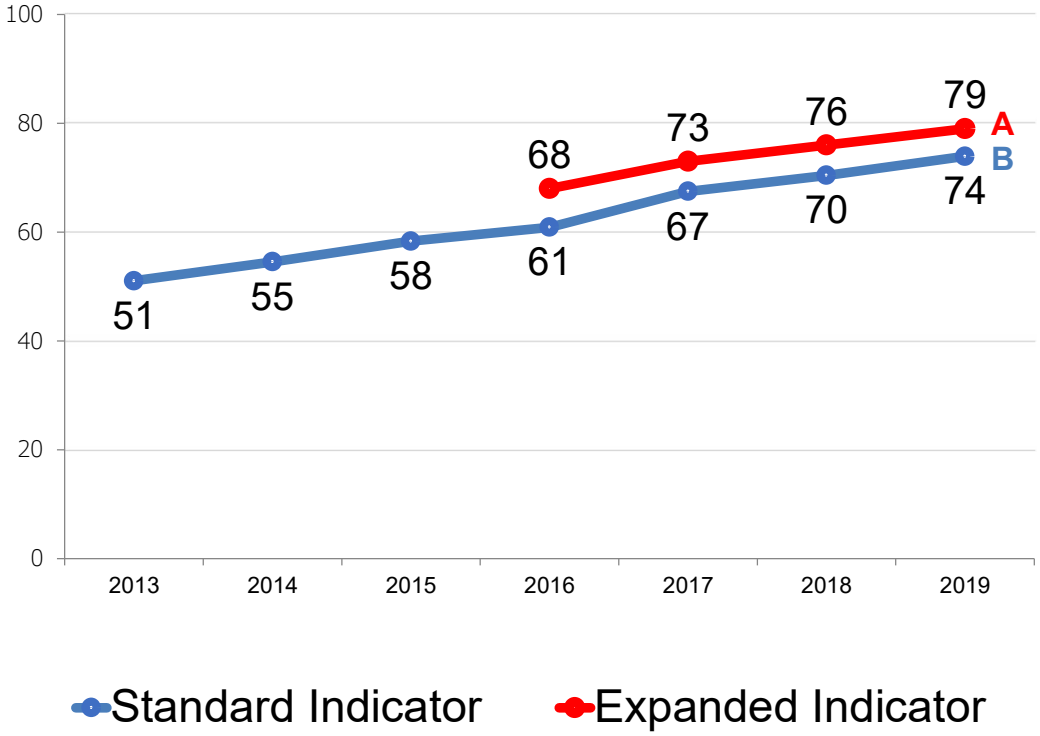
- Proposals for fixing this issue on surveys need to take into consideration the type of survey that collects ICT indicators.

- Comparability issues are already present in currently available data, since some countries are working on fixing the issue while others stick to the standard indicator.

// Data from Brazilian ICT in Household Survey

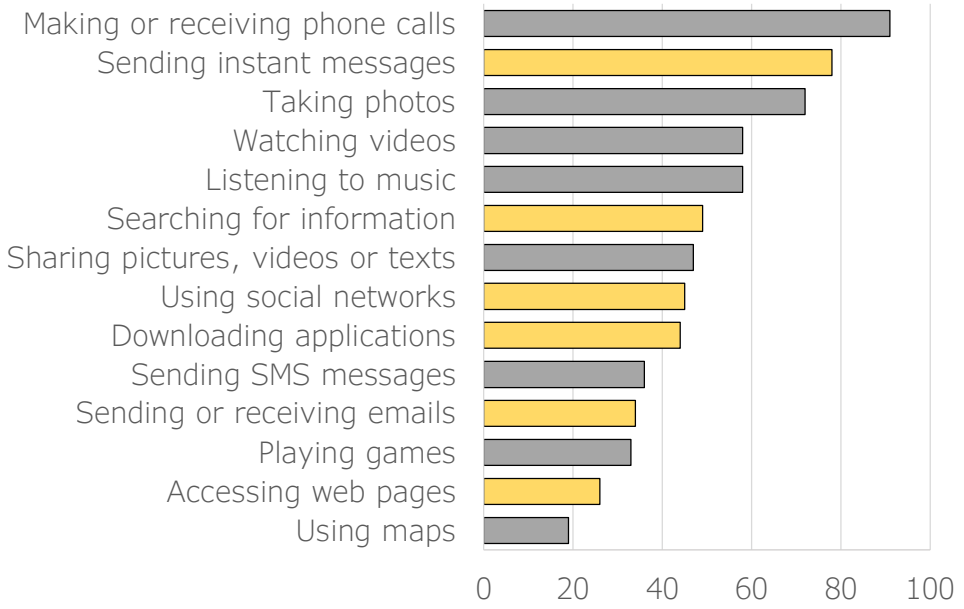
Internet users

% total population



Activities carried out on mobile phones

% only in expanded indicator (A - B), 2019



Source: CGI.br (2020), Survey on the use of ICT in Brazilian Households 2019.

// Recommendation for surveys – ICT Module

- Before the standard question “Have you used the Internet in the last 3 months”, provide the respondent with an explanation such as the following:

Explanation: *Now we will talk about Internet use. The Internet is a technology that allows people to look for information and communicate. Apps such as WhatsApp or Instagram, searching for information on Google or Bing are all examples of using the Internet.*

// Recommendation for surveys – ICT Stand-alone

- After the standard question “Have you used the Internet in the last 3 months”, ask the respondent a second question such as the following:

Follow-up question: *In the last 3 months, have you...*

› Sent emails using apps such as Gmail or Hotmail? Y/N

› Sent messages using apps such as WhatsApp or Telegram? Y/N

› Looked for information using services such as Google or Bing? Y/N

› Downloaded apps on a mobile phone? Y/N

// Closing remarks (1)

- Explanations can improve accuracy by counting as Internet users those who are not aware while also orientating those who use zero-rated apps.

- It is suggested that countries implement one of the recommended solutions, depending on the type of survey or availability on the survey vehicle. Implementing both can be redundant and repetitive.

- Asking for brands instead of categories risks mistaking the brand for the category. It is recommended to ask for a group of services and provide several examples.

// Closing remarks (2)

- The examples provided are a mix of items that were used in the Brazilian ICT in Households Survey covering several possibilities of unaware or zero-rated Internet use.

- New item was added for the emergency relief fund for Covid-19, which in Brazil must be requested exclusively online.

- Local examples are highly recommended as brand recognition is important. Other possible examples are: social networks, e-government services, multimedia content, mobile money transfer services, and so on.

Спасибо!

Merci!

Obrigado!

Thank you!

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شكرا!

¡Gracias!

谢谢！

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