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TITLE: ICT Kids 2009 Survey - Brazil's experience in collecting indicators related to measuring ICT usage by children



ICT KIDS 2009 SURVEY

Brazil's experience in collecting indicators related to measuring ICT usage by children

WTIM - 8th ITU World Telecommunication/ICT Indicators Meeting
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ICT KIDS 2009 SURVEY

Context and Scope

RESOLUTION 1306 / ITU-2009

"The Internet has become a major platform for many different kinds of educational, cultural and fun activities for children".

"Children are among the most active participants online".

"Parents, guardians, and educators are not always aware of children's activities on the internet".



2009

ACCESS TO ICT

USE

CHILD ONLINE PROTECTION

2010

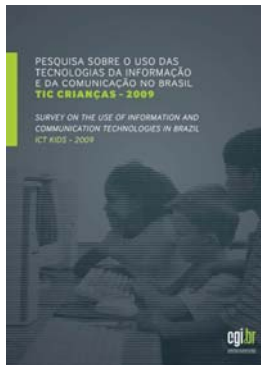
(*) Safenet – Brazil / EU Kids Survey
Data collection has been completed by Nov/10

The ICT KIDS 2009 Survey aims at measuring access and use of ICTs by children aged between 5 and 9 years old across the Brazilian national territory.



ICT KIDS 2009 SURVEY

ICT Indicators: Children aged 5 to 9 years-old



Respondent

- Parents / Legal guardians
- Kids

Module A – Household Access to ICTs

Module B – Computer Use

Module C – Internet Use

Module D – Computer and Internet Skills

Module E – Wireless Access (mobile phone)

Module F – Child Online Protection (2010)

(*) Safenet – Brazil / EU Kids Survey
Data collection has been completed by Nov/10

ICT KIDS 2009 SURVEY

Sample plan and methodology

- 2,502 interviews with children:
 - 2,102 interviews in urban areas
 - 400 interviews in rural areas
- The sample is systematic, stratified by conglomerates and quotas in the last stage.
- Data collection period: September to October 2009.
- Parents/ legal guardians were present during interviews;
- Cognitive tests to adapt the methodology to the universe of the interviewees;

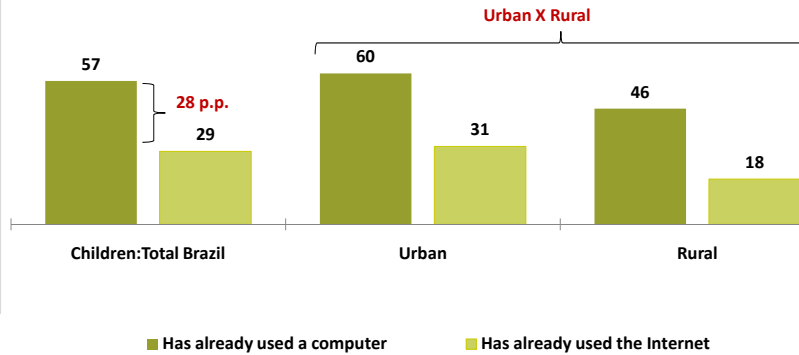


The conceptual and methodological framework was adapted from the ICT Households framework.

Computer Use X Internet Use

- Close relationship between younger generations and computers (general population 53%).
- Difference between computer and Internet use.
- Difference can not be explained by regional variables.

PERCENTAGE OF COMPUTER VS. INTERNET USE (%)
 Percentage over the overall population aged 5 to 9 years old

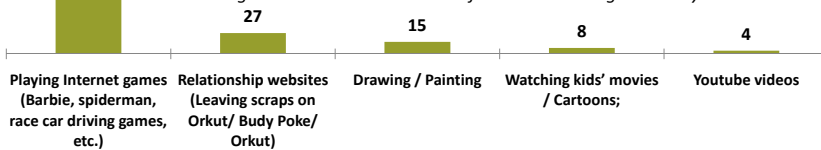


Computer Use X Internet Use

- Difficulty to differentiate computers and Internet.
- Use the network primarily to play games.
- Household income is an important factor to the kids Internet use.
- Parental skills may have an impact.
- 27% of the children are likely to meet people through the internet.

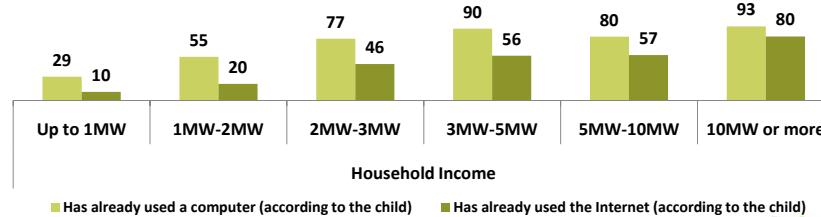
ACTIVITIES CARRIED OUT OVER THE INTERNET (MAIN ACTIVITIES MENTIONED SPONTANEOUSLY)

Percentage over the overall number of Internet users aged 5 to 9 years old



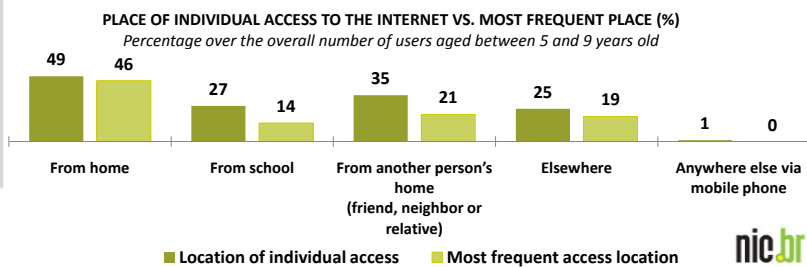
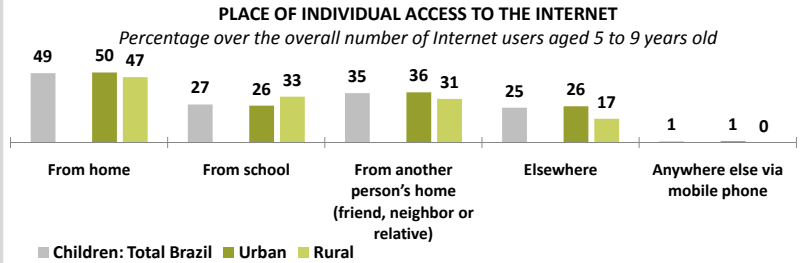
COMPUTER X INTERNET USE

Percentage over the total number of interviewees aged 5 to 9 years old



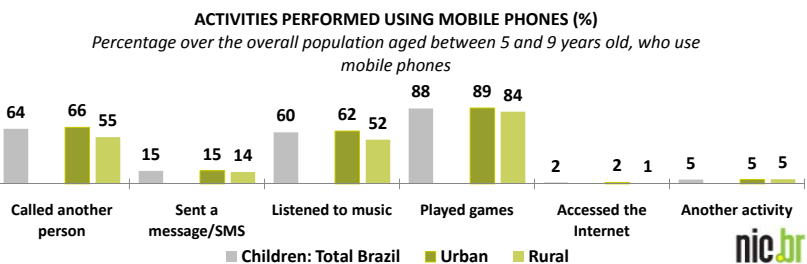
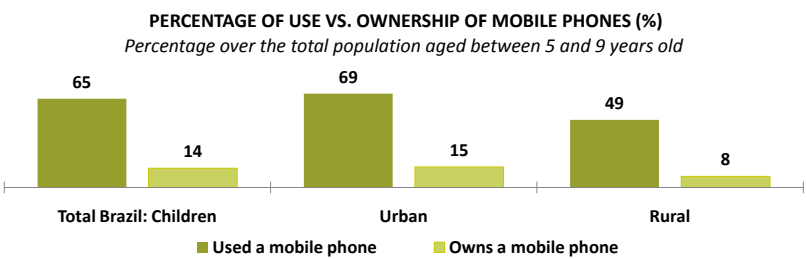
Internet Use

- Only 27% of the children had accessed the Internet from school.
- The same proportion had accessed the network from public access centers.
- Schools are less prominent than public access centers.
- Although Internet access is available in most Brazilian schools; obstacles preventing its use are still to be overcome.



Mobile Phone Use X Ownership

- Mobile phones are one of the most widely used ICT among children (more popular than computers).
- Use of the Internet via mobile phones is almost nil.
- As the mobile access obstacles are overcome the online protection will become a greater challenge to governments.



ICT KIDS 2009 SURVEY

Lessons learned

- ❑ Children's cognitive framework is an important issue:
 - Difficulty to differentiate time and space (specific period of time, frequency, etc);
 - Complex concepts and specific vocabulary require adapted language;
 - Cognitive tests with children are of paramount importance;
 - Qualitative approach (focus group or in-depth interview) is recommended.
- ❑ The questionnaire should contain stimulated and spontaneous questions;
- ❑ The length of questionnaire impacts the children's concentration and behavior during the interview;
- ❑ The use of ICT Kids Survey and its relationship with public policy makers:



The ICT KIDS 2009 SURVEY
is available for *download* at:
www.cetic.br

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