12th World Telecommunication/ICT Indicators Symposium (WTIS-14)

Tbilisi, Georgia, 24-26 November 2014

Presentation

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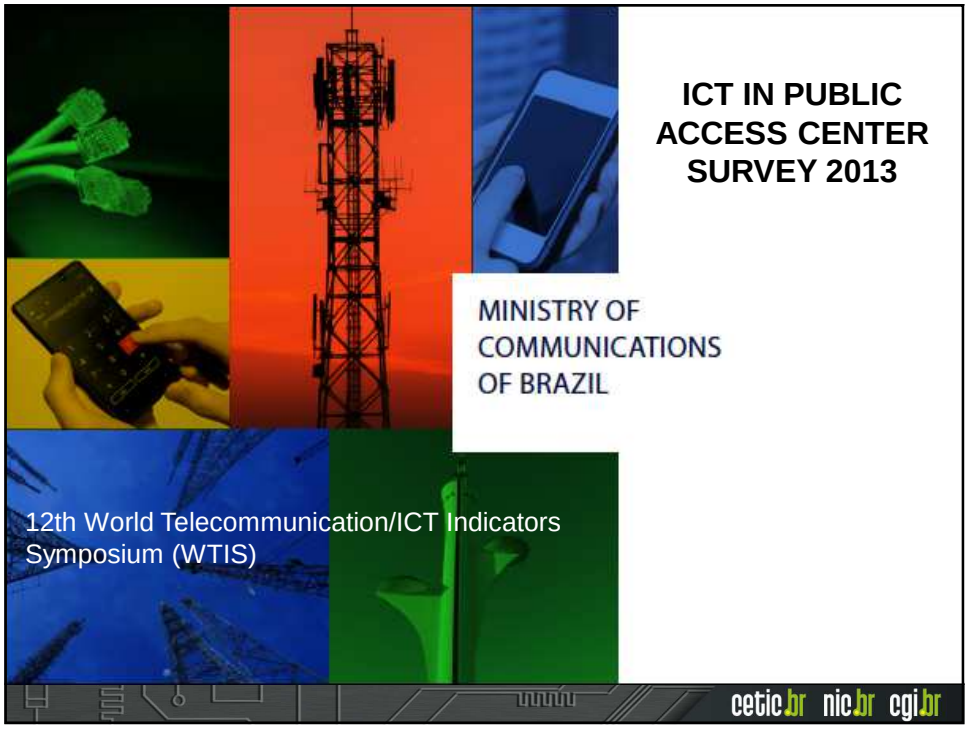
English

SOURCE: Ministry of Communications and Cetic, Brazil

TITLE: Side-event: ICT in Public Access Center Survey 2013


ICT IN PUBLIC ACCESS CENTER SURVEY 2013
MINISTRY OF COMMUNICATIONS OF BRAZIL
12th World Telecommunication/ICT Indicators Symposium (WTIS)
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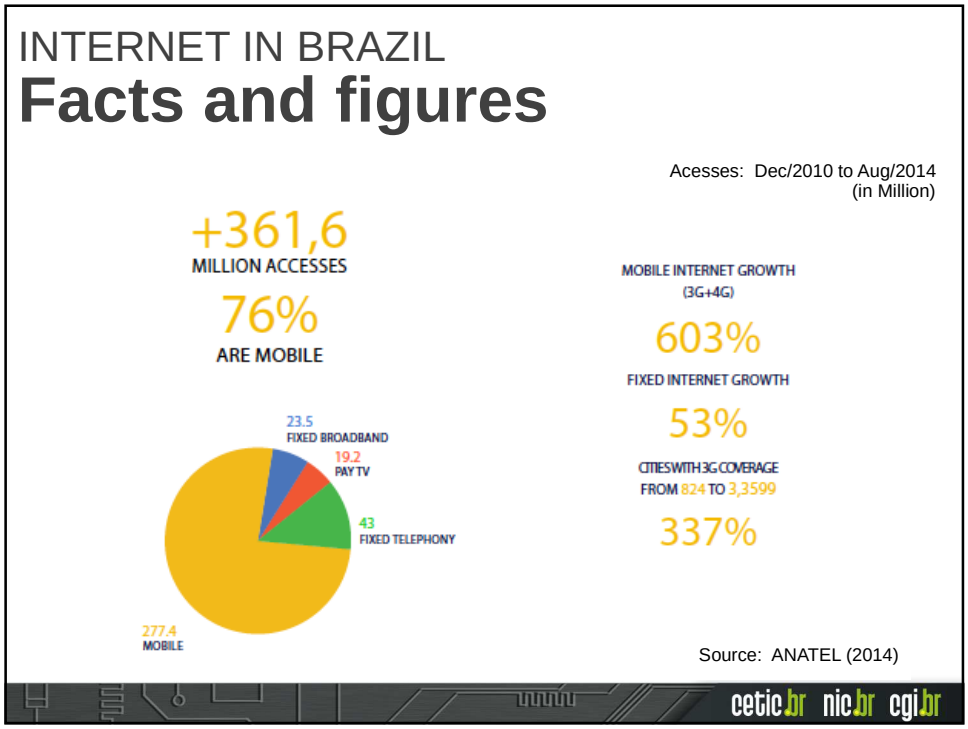
INTERNET IN BRAZIL
Facts and figures
Acesses: Dec/2010 to Aug/2014
(in Million)
+361,6
MILLION ACCESSES
76%
ARE MOBILE
23.5
FIXED BROADBAND
19.2
PAY TV
43
FIXED TELEPHONY
277.4
MOBILE
MOBILE INTERNET GROWTH
(3G+4G)
603%
FIXED INTERNET GROWTH
53%
CITIES WITH 3G COVERAGE
FROM 824 TO 3,3599
337%
Source: ANATEL (2014)
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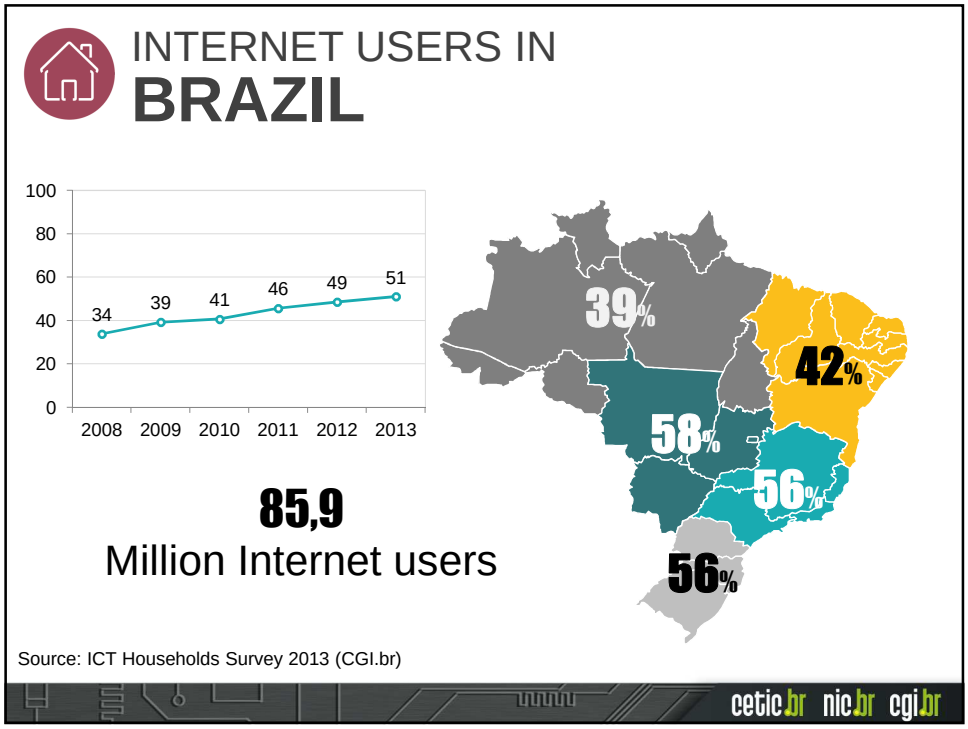
INTERNET USERS IN
BRAZIL
100
80
60
40
20
0
34
39
41
46
49
51
2008
2009
2010
2011
2012
2013
85,9
Million Internet users
39%
42%
58%
56%
56%
Source: ICT Households Survey 2013 (CGI.br)
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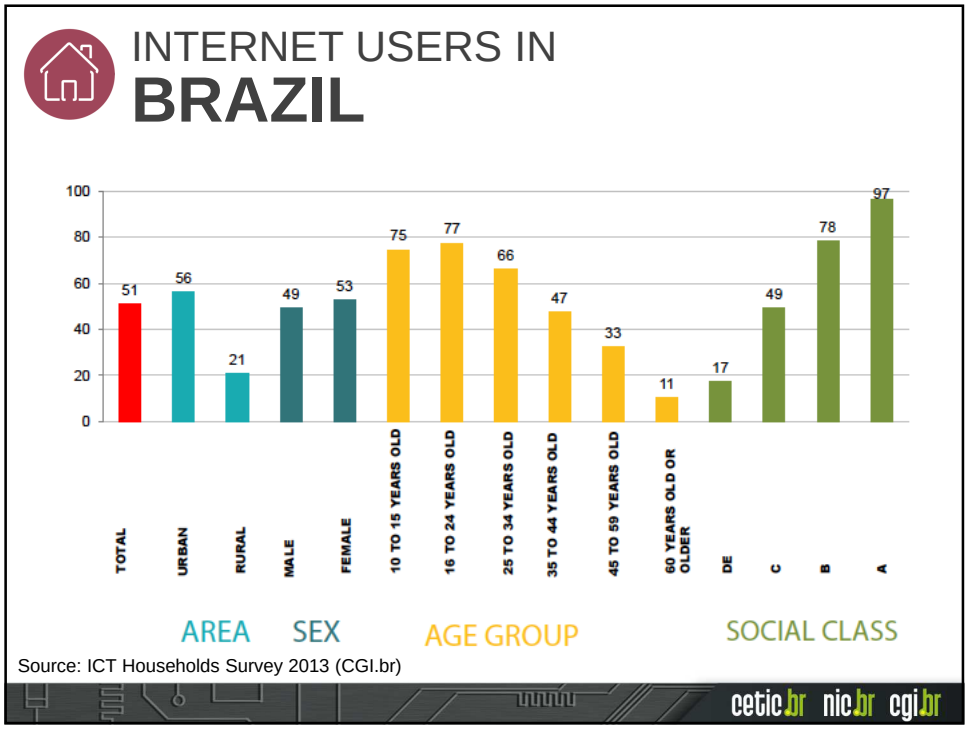
INTERNET USERS IN
BRAZIL
100
80
60
40
20
0
51
56
21
49
53
75
77
66
47
33
11
17
49
78
97
TOTAL
URBAN
RURAL
MALE
FEMALE
10 TO 15 YEARS OLD
16 TO 24 YEARS OLD
25 TO 34 YEARS OLD
35 TO 44 YEARS OLD
45 TO 59 YEARS OLD
60 YEARS OLD OR OLDER
DE
C
B
A
AREA
SEX
AGE GROUP
SOCIAL CLASS
Source: ICT Households Survey 2013 (CGI.br)
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HOW TO INCLUDE THIS POPULATION?

- Deployment of infrastructure via state-owned company (TELEBRAS)
- National Broadband Program (popular broadband, tax exemption program)
- 700MHz Auction for rural area coverage
- **Telecenter Policies**

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TELECENTERS: HOW TO MEASURE IMPACT?

Telecenters are non-profit, public centers that provide free computer and Internet access for use by individuals. They are aimed at promoting social and economic development of local communities, reducing social exclusion and creating opportunities for digital inclusion.

How do they work?
Through a partnership between Ministry, municipalities and entities that are responsible for the maintenance of these spaces.

From the Federal Government:
Computer hardware, connectivity and furniture
Monitors Training

What about effectiveness and impact?

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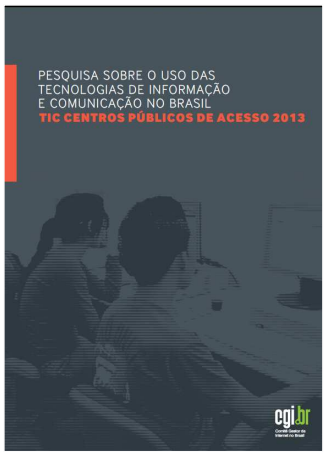
ICT PUBLIC ACCESS CENTER



Objectives:

- Investigate the contribution of Federal Government's Telecenters policies for digital inclusion;
- Institutional support: Ministry of Communications and Institute for Applied Economic Research (Ipea).

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SURVEY METHODOLOGY

Phase	Scope	Methodology	Target Population	Mode of Data Collection	Number of cases	Period of Data Collection
1	Operational status of telecenters	Census	Telecenters from Ministry of Communications' records	Web form and *CATI*	5.013 telecenters	September 2012 – January 2013
2	Characteristics of telecenters and it's users	Sample of telecenters	Telecenters managers and users	PAPI Interview, structured questionnaire	362 managers/ 608 users	May – August 2013
3	Impacts of telecenters within its community	Qualitative case study	Users of telecenters	In depth interview	22 users	December 2013

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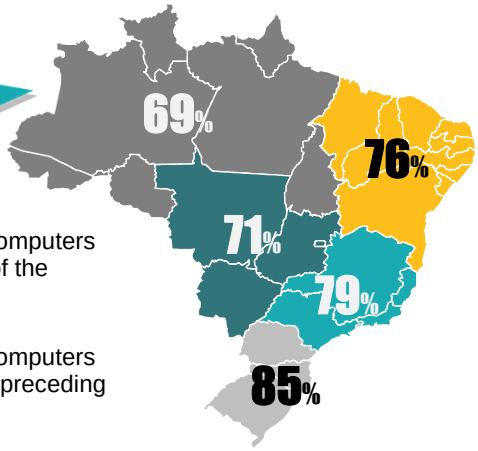
PHASE 1
CENSUS

78%
of the telecenters was in operation



Telecenters that was providing computers and Internet access at the time of the survey

Telecenters that was providing computers and Internet in the three months preceding the survey

Source: ICT Telecenters Survey 2013 (CGI.br)

Base : 5.013 telecentros.

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PHASE 1
CENSUS

MOST CITED REASONS FOR TELECENTERS WERE NOT IN OPERATION (2013)

22%
of telecenters were not in operation

22%
Computer and Internet were not installed

27%
Lack of maintenance or technical assistance

24%
Problems with the physical space or the infrastructure

Source: ICT Telecenters Survey 2013 (CGI.br)

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PHASE 1
CENSUS

MAIN ACTIVITIES PROVIDED BY TELECENTERS

94% of telecenters have monitor

74% of telecenters allow print

72% of telecenters offer computer and Internet courses

94% of telecenters provide computer games

51% of telecenters help with electronic public services

72% of telecenters have professional trainning

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PHASE 2
SAMPLE

53% users declared the telecenter is the main place of Internet access

PERIOD OF USAGE (2013)

21% For less than a month or visited for the first time

40% One month up to one year

38% More than a year

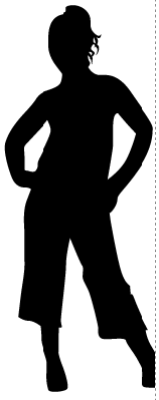
Source: ICT Telecenters Survey 2013 (CGI.br)

USERS PROFILE (2013)

62% From 16 to 24 years old

61% Complete or incomplete Secondary

61% Social Class C



Base: 608 users of telecenters.

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PHASE 2
SAMPLE

REASONS TO USE TELECENTERS (2013)

71%
of users do not have Internet at home

59%
of users do not have computer at home

BEYOND INTERNET AND COMPUTER ACCESS:
Services and Skills

86%
of users requested help or guidance from the monitor

45%
of users have done course in the telecenter

41%
of users Obtained their skills for computer use in the telecentre

Base: 608 user of telecenters.

Source: ICT Telecenters Survey 2013 (CGI.br)

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CONCLUSIONS
TELECENTERS

- Telecentres as promoters of skills and training for the use of ICT;
- Challenges for the sustainability and maintenance of telecentres;
- Strategies for dissemination and visibility of telecentres;
- Use of assessment tools and receiving suggestions from users of telecenters

Source: ICT Telecenters Survey 2013 (CGI.br)

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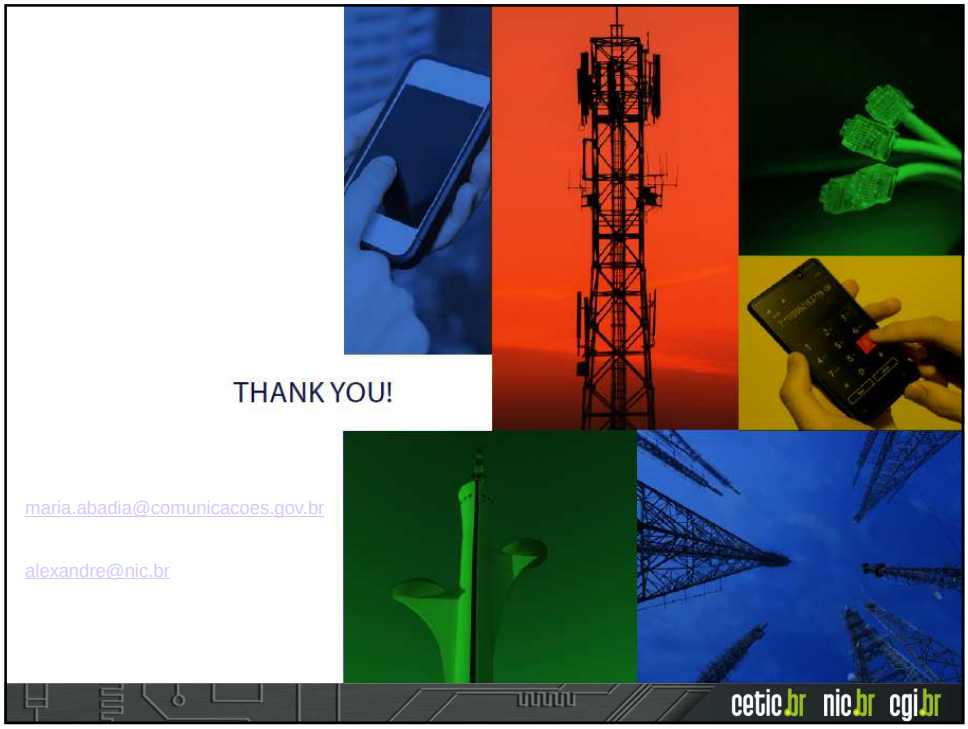
THANK YOU!
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