

nic.br cgi.br

cetic.br

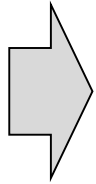
**GKO: from research on children's rights in the digital  
age to national and international policy**  
**ICT KIDS ONLINE BRAZIL SURVEY**

**IGF 2016 | Guadalajara, Mexico 05 December 2016**

# MEASURING ACCESS TO AND USE OF ICT

*CETIC.br: areas of investigation*

cgi.br  
nic.br



United Nations  
Educational, Scientific and  
Cultural Organization

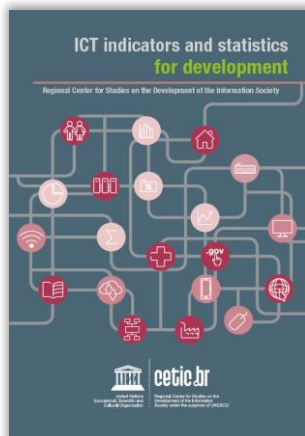
cetic.br

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

## ICT SURVEYS IN BRAZIL

*Producing data for evidence-based  
policymaking since 2005*

### QUALITATIVE RESEARCH



### QUANTITATIVE NATIONAL ICT SURVEYS



HOUSEHOLDS



ENTERPRISES



PUBLIC ACCESS  
CENTERS



KIDS ONLINE



NON-PROFIT  
ORGANIZATIONS



ISP  
PROVIDERS



EDUCATION



ELECTRONIC  
GOVERNMENT



HEALTH



CULTURE

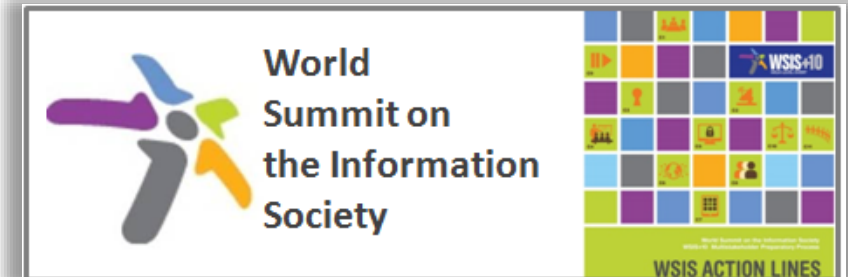
# MEASURING ACCESS TO AND USE OF ICT

*CETIC.br: areas of investigation*

## UN Sustainable Development Goals



## WSIS Action Lines



## Agenda Digital de América Latina y el Caribe



## ICT STATISTICS PRODUCTION NATIONWIDE ICT SURVEYS

### INDIVIDUALS

- ❑ HOUSEHOLDS & INDIVIDUALS
- ❑ RIGHTS & PROTECTION

### ORGANIZATIONS

- ❑ EDUCATION
- ❑ HEALTH
- ❑ CULTURE
- ❑ ENTERPRISES
- ❑ GOVERNMENT
- ❑ NON-GOV'T ORG.
- ❑ ISP PROVIDERS
- ❑ TELECENTERS



# BRAZILIAN KIDS ONLINE SURVEY

## *Survey design*

- ❑ **Survey objectives:** to understand how the population aged 9 to 17 years uses the Internet and how they deal with risks and opportunities related to its use.
- ❑ **Geographical coverage:** nationwide.
- ❑ **Target population:** children aged 9 to 17 years.
- ❑ **Data collection period:** (Annual) between Nov and Jun.
- ❑ **Sample size:** 6.163 interviews carried out in 350 municipalities (3.068 interviews with children and 3.068 interviews with parents and legal guardians).
- ❑ **Mode of data collection:** interviewer-administered face-to-face interviews, self-completion questionnaire for sensitive topics.

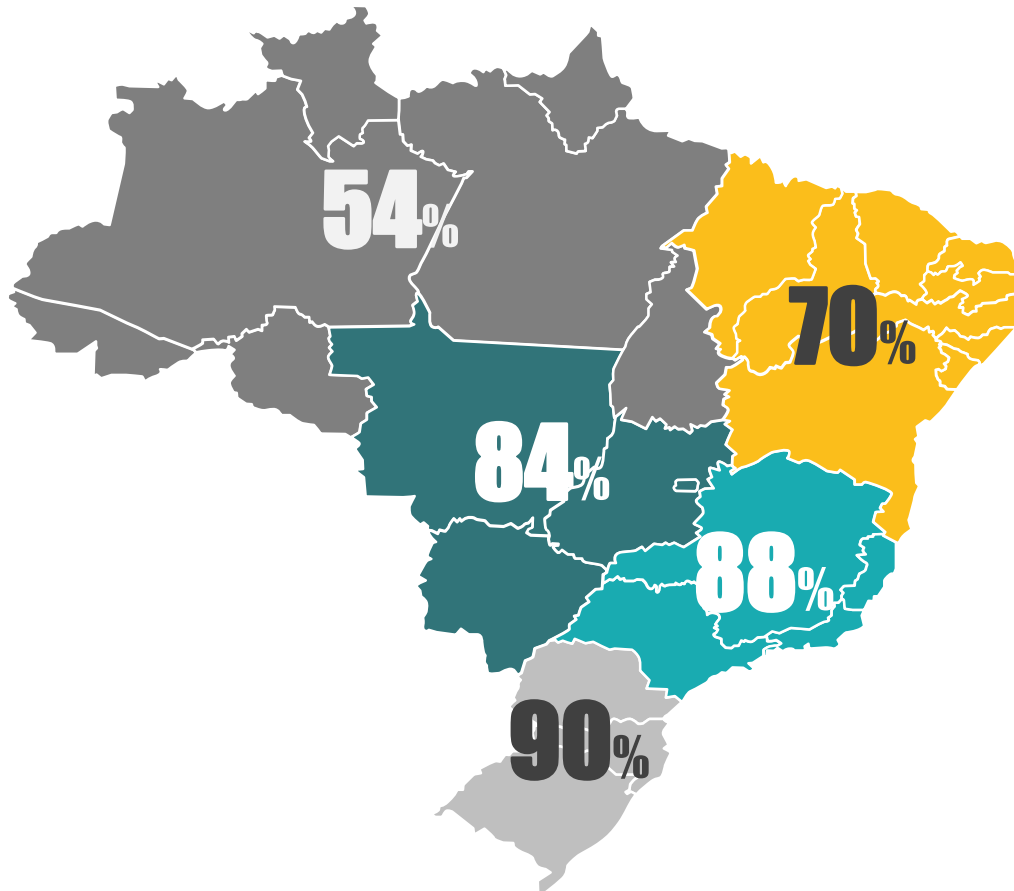


# **CONNECTIVITY AND DYNAMICS OF ACCESS TO THE INTERNET IN BRAZIL**



# PROPORTION OF CHILDREN WHO ARE INTERNET USERS

*Percentage of the total number of children from 9 to 17 years old*



**79%** of children aged 9 to 17 years are Internet users

**23.4 million** young Internet users in the country

**6.3 million** children are still unconnected

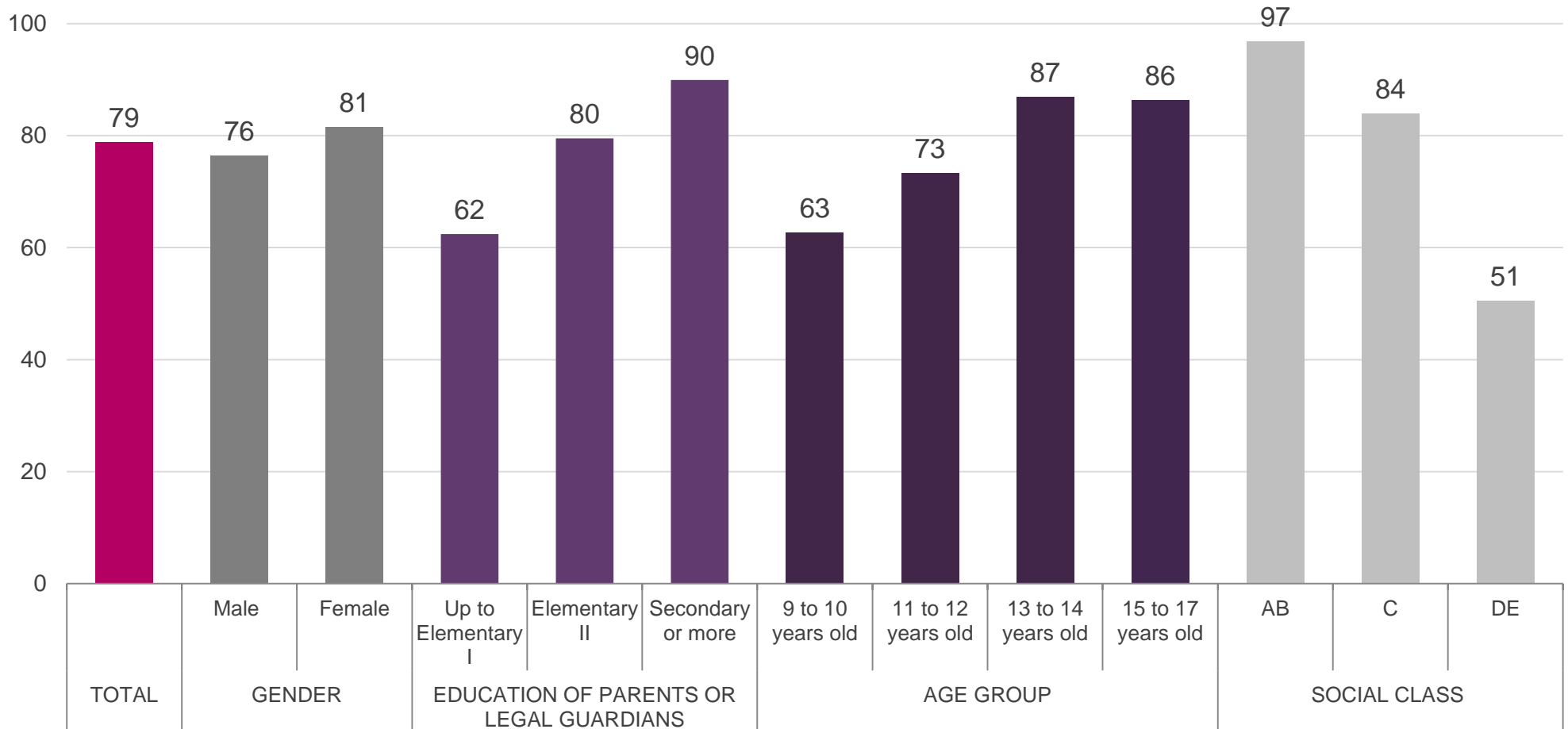
Among them, **3.6 million** never accessed the Internet

Base: 29.648.072 children from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).



# PROPORTION OF CHILDREN WHO ARE INTERNET USERS

*Percentage of the total number of children from 9 to 17 years old*



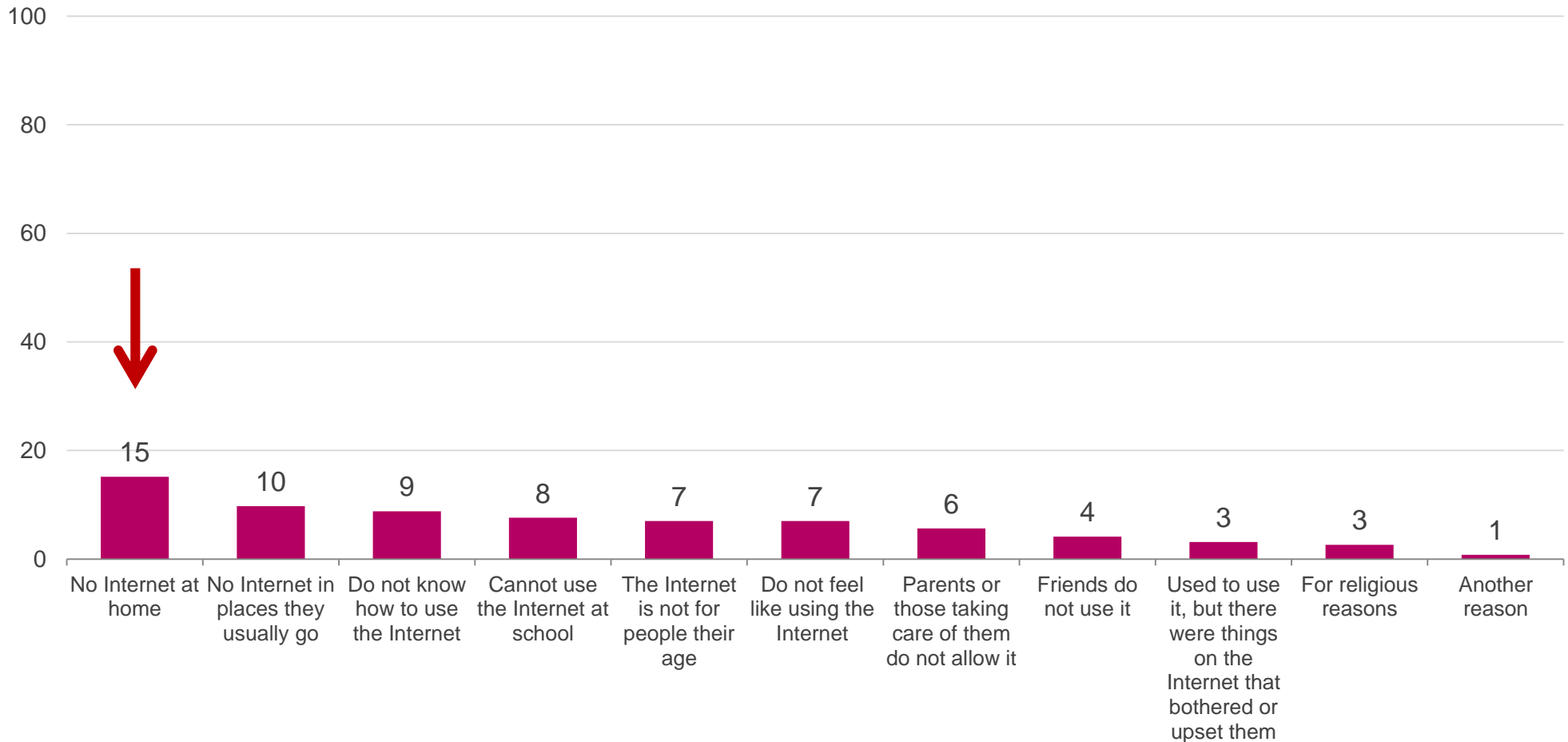
Base: 29.648.072 children from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).





# PROPORTION OF CHILDREN BY REASON FOR NOT ACCESSING THE INTERNET

*Percentage of the total number of children from 9 to 17 years old*



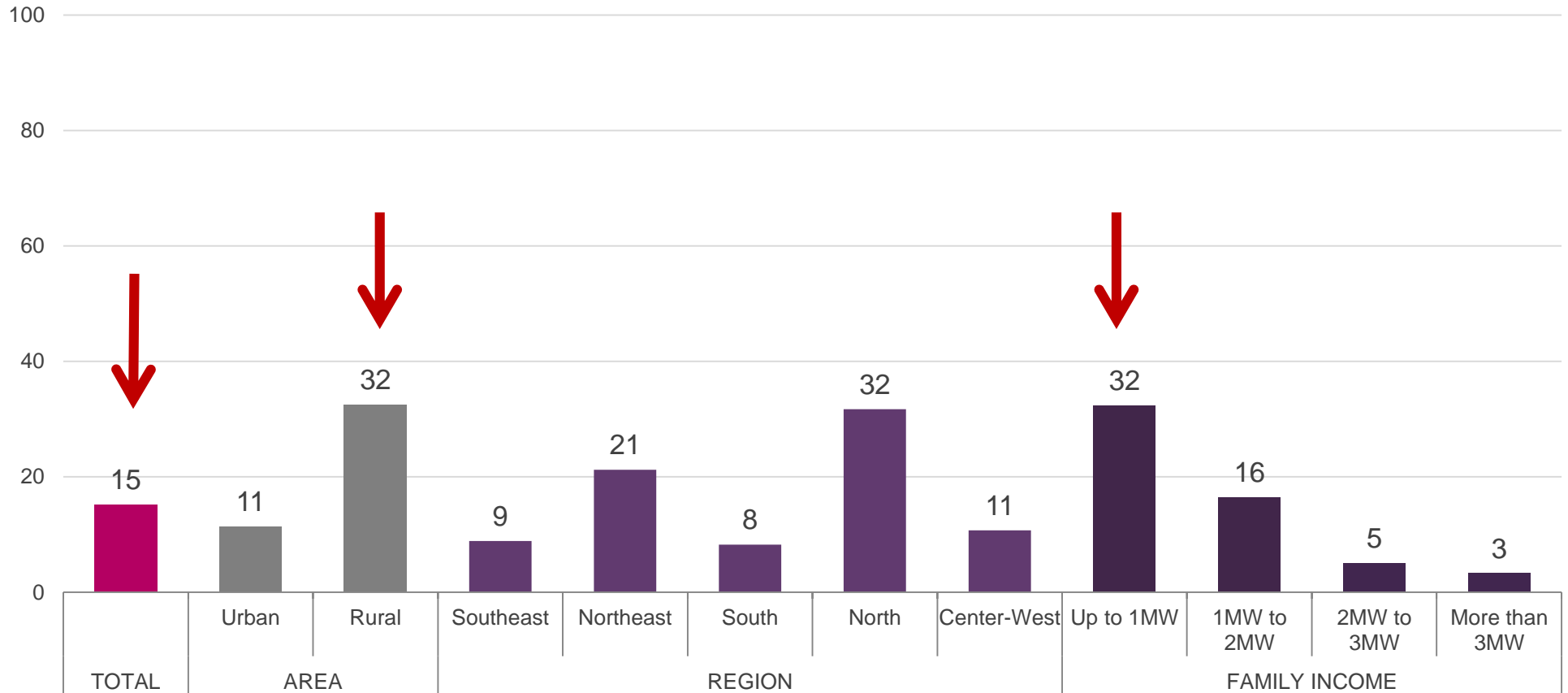
Base: 29.648.072 children from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).





# PROPORTION OF CHILDREN WHO DO NOT ACCESS THE INTERNET BECAUSE IT IS UNAVAILABLE IN THE HOUSEHOLD

*Percentage of the total number of children from 9 to 17 years old*

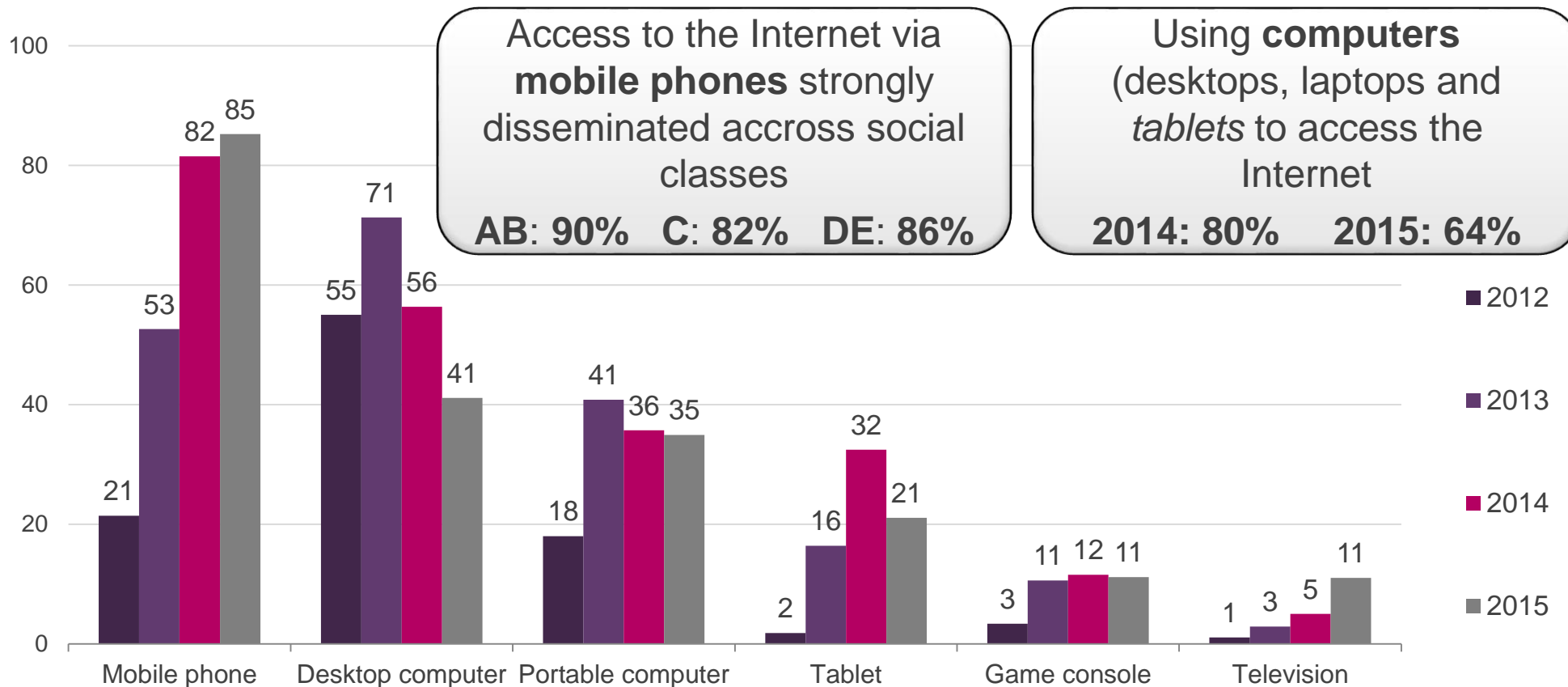


Base: 29.648.072 children from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).



# PROPORTION OF CHILDREN BY TYPE OF DEVICE USED TO ACCESS THE INTERNET (2012-2015)

*Percentage of the total number of Internet users from 9 to 17 years old*



Base: 23.380.494 Internet users from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).



# PROPORTION OF CHILDREN WHO ACCESSED THE INTERNET ONLY ON MOBILE PHONES

*Percentage of the total number of Internet users from 9 to 17 years old*

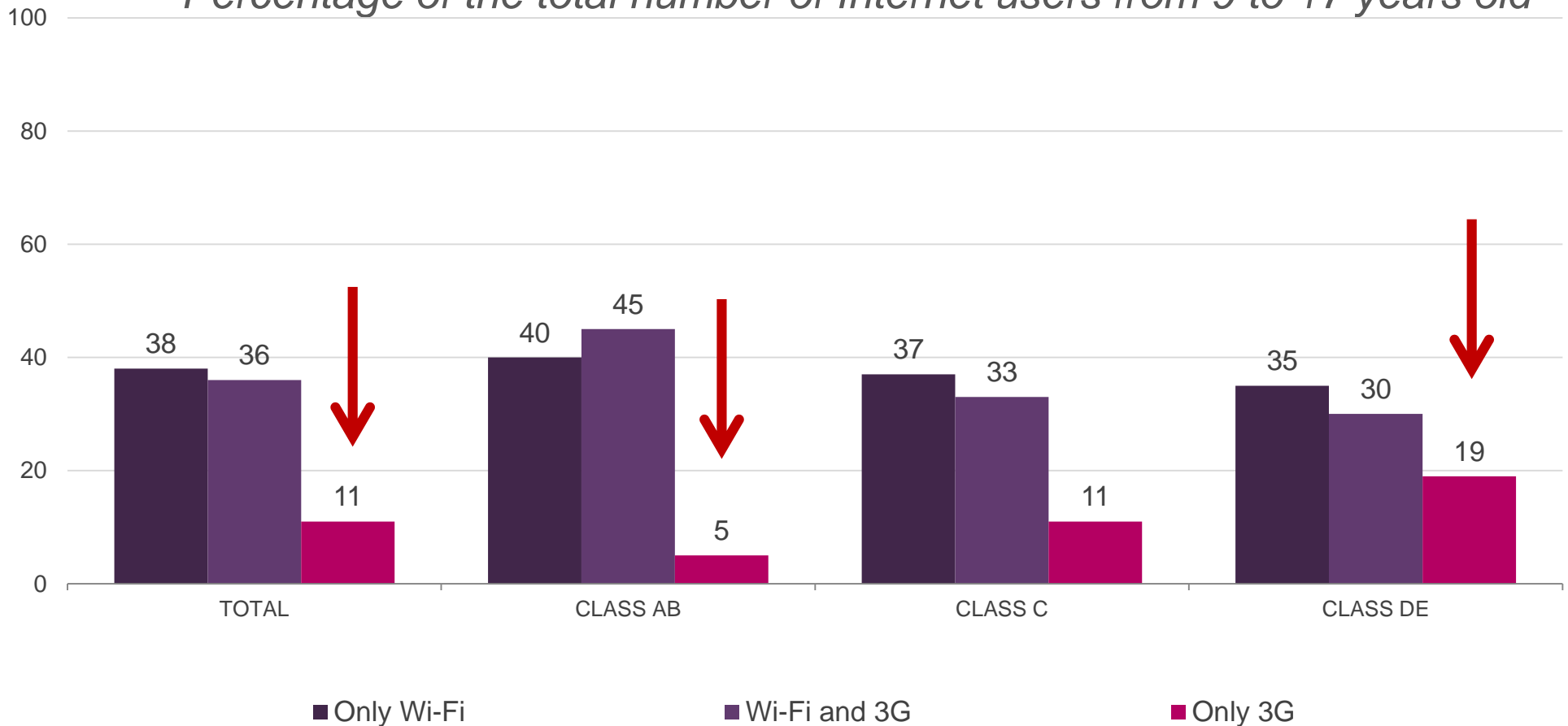


Base: 23.380.494 Internet users from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).



# PROPORTION OF CHILDREN BY TYPE OF INTERNET CONNECTION ON MOBILE PHONES, BY FAMILY INCOME

*Percentage of the total number of Internet users from 9 to 17 years old*



Base: 23.380.494 Internet users from 9 to 17 years old. Internet users are considered those individuals who used the Internet at least once in the three months prior to the interview, according to the definition of the International Telecommunications Union (ITU, 2014).



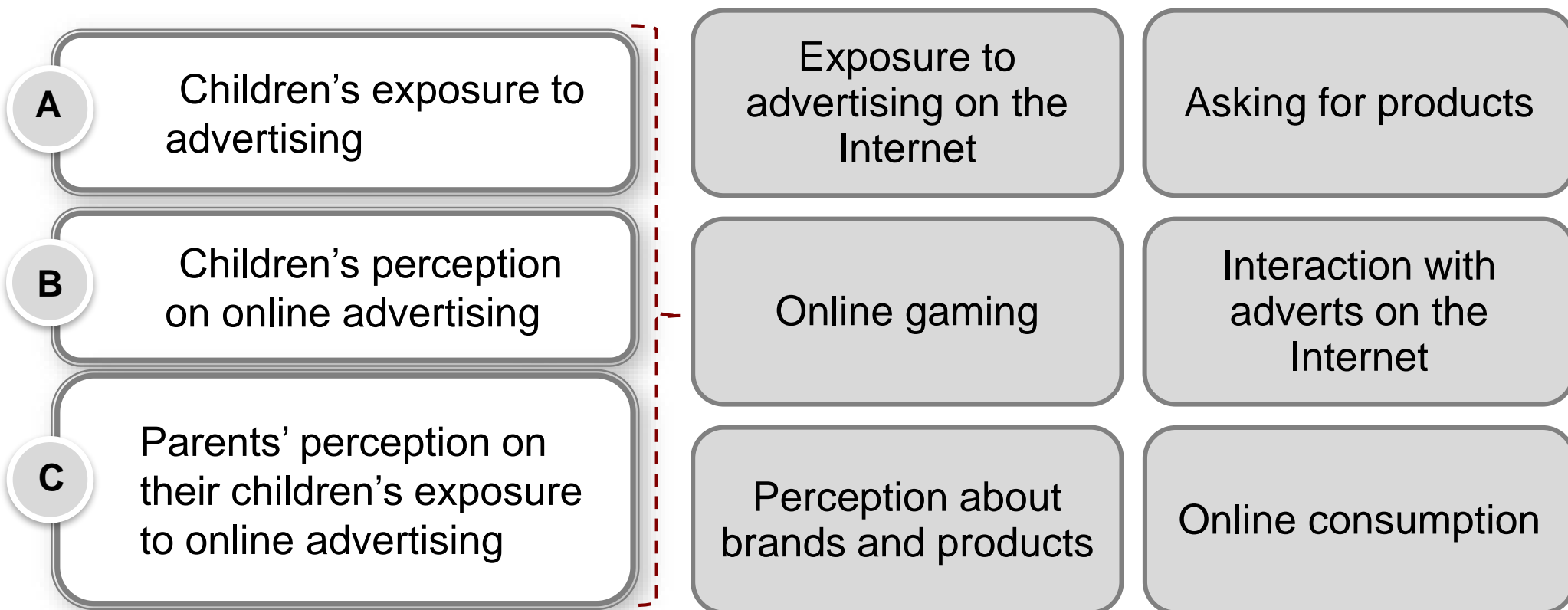
# **BRAZILIAN POLICY AND RESEARCH AGENDA**



# CONSUMPTION AND EXPOSURE TO ADVERTISING

2013-2016

## Academic and public debate on exposure to online advertising and advertising regulation in Brazil





## OTHER TOPICS OF INTEREST

*Addressing the national agenda*

### ❑ **Inclusion of new topics of research:**

- Intolerance debate: hate speech, racism, sexism, homophobia (and other discrimination-related behaviors);

### ❑ **Support to and conduction of qualitative studies:**

- Support to a qualitative study on child advertising conducted by the Universidade Federal do Ceará in cooperation with the Ministry of Justice;
- Comparative study on ICT and Gender between Brazil and Argentina, in cooperation with FLACSO – Latin American School of Social Sciences.





# ICT KIDS ONLINE BRAZIL

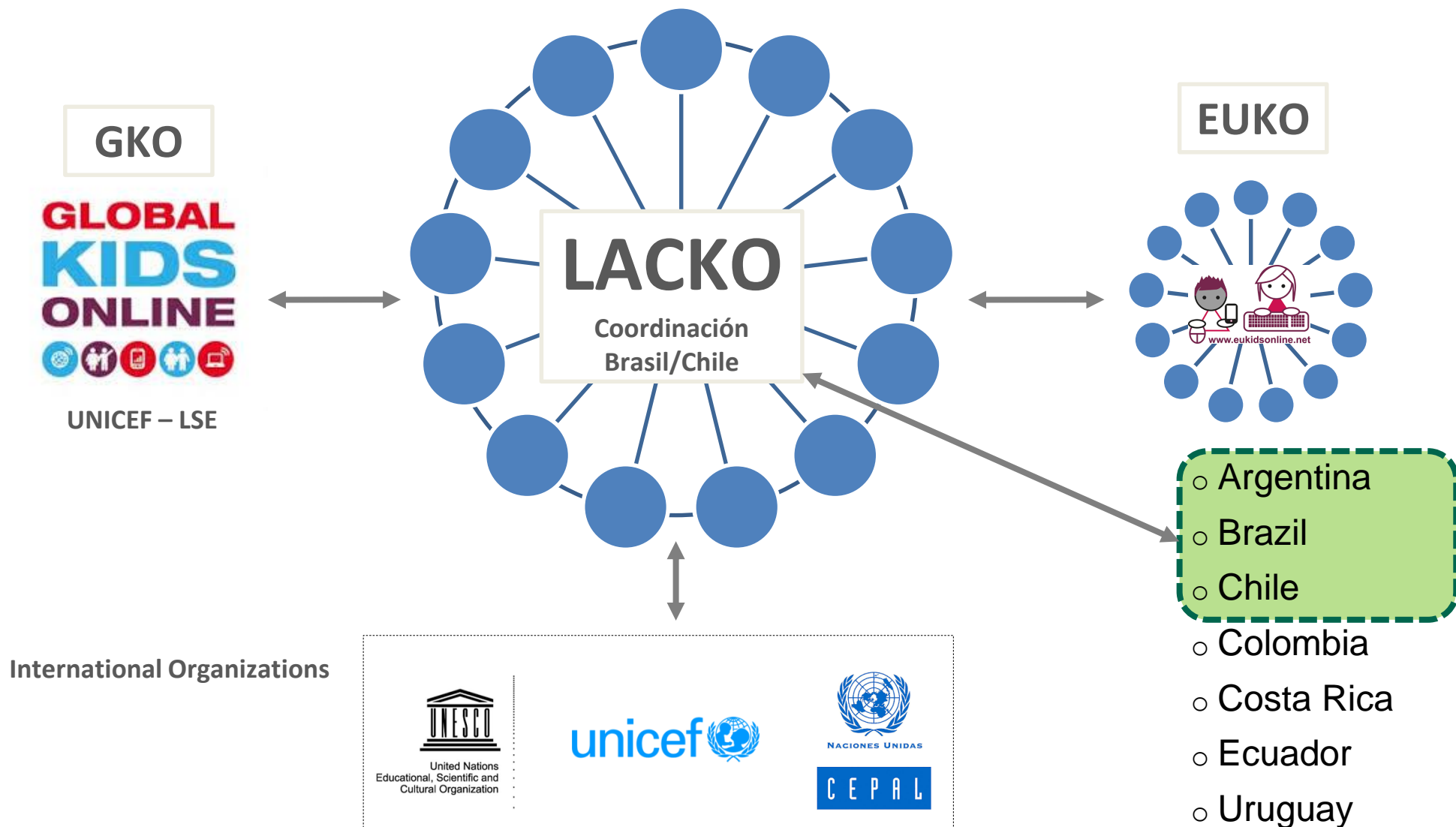
*Future expectations and next steps*

- Deepen our understanding of regional differences – e.g. Brazilian Northeast Researchers' Network;
  - Enhance our evidence-base through qualitative studies;
  - Further explore children's relation to their social community;
  - Enhance comparability across countries – e.g. short reports comparing Brazilian and European results;
- 
- **And last, but not least:**
    - Produce a regional evidence-base for Latin American countries – e.g. LA Kids Online.



# ORGANIZING THE LATIN AMERICA

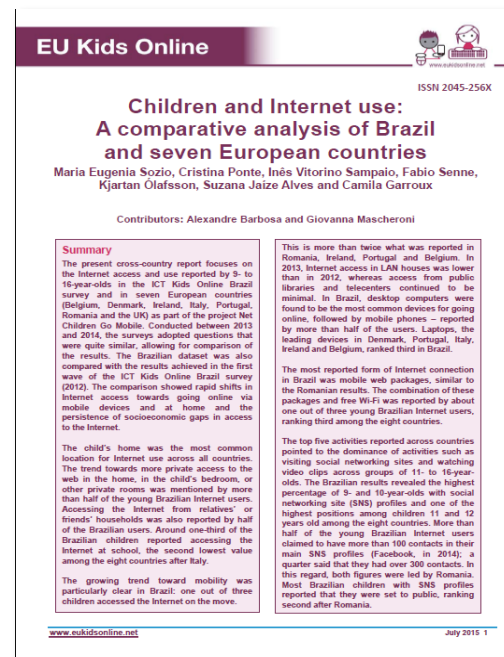
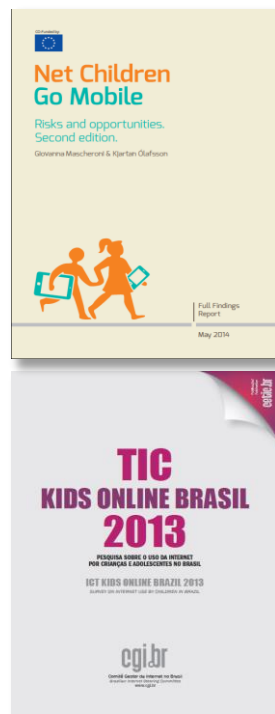
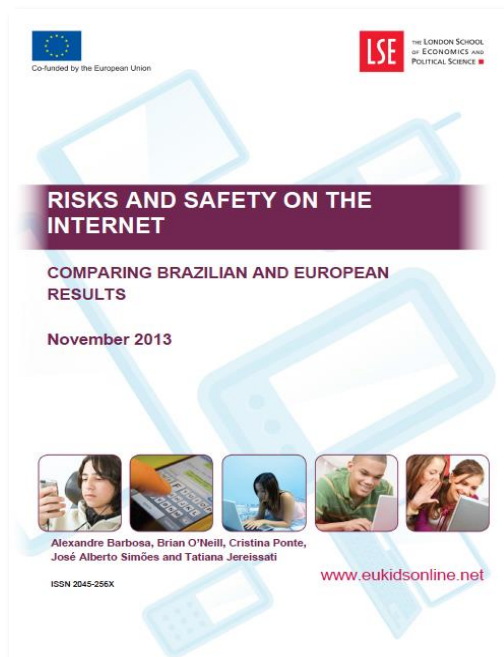
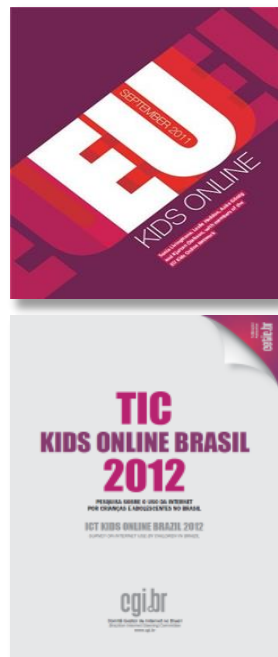
*Kids Online Network – LACKO*





# COMPARATIVE ANALYSES

## ICT Kids Online Brazil



Barbosa, A., O'Neill, B., Ponte, C., Simões, J.A., and Jereissati, T. (2013). **Risks and safety on the internet: Comparing Brazilian and European children.** LSE, London: EU Kids Online.

Sozio, M. E. ; Ponte, C. ; Sampaio, I. V. ; Senne, F. J. N. ; Olafsson, K. ; Alves, S. J. Z. ; Garroux, C. (2015) . **Children and Internet use: A comparative analysis of Brazil and seven European countries.** EU Kids Online, v. 1, p. 1-19.

# Thank you!

[www.cetic.br](http://www.cetic.br)

**nic.br cgi.br**

[www.nic.br](http://www.nic.br) | [www.cgi.br](http://www.cgi.br)