GLOBAL KIDS ONLINE

Brazil: building strategic partnerships

Summary

The Impact good practice examples aim to demonstrate how different research teams from the Global Kids Online network planned their knowledge exchange and impact strategies in a way that matches the particular country contexts, responds to the challenges faced and draws on the resources available to them. The examples introduce the key Global Kids Online findings and the challenges presented by the country context, outline the decisions made regarding impact priorities and the choices of impact strategy and actions, and discuss the outcomes and example activities. Some ways in which the impact has been measured are also outlined, mostly related to the short- and medium-term impact.

The Brazilian country example highlights how the Regional Centre for Studies on the Development of the Information Society (Cetic.br) has managed to build long-term, successful relationships with key stakeholders, which allow the Centre to make an important input into policy and practice development. Using their established position as a trusted provider of ICT statistics, the Centre's focus is on the wide communication of the research findings.

Global Kids Online research findings

The Regional Centre for Studies on the Development of the Information Society (Cetic.br) has been carrying out national representative surveys on Brazilian children's use of the internet since 2012. The sixth edition of the survey is already under way, supported by the Brazilian Ministry of Justice, Ministry of Human Rights and the Brazilian offices of UNESCO and UNICEF (Sozio, 2017).

Over the years, the Brazilian Kids Online survey has pointed to a significant portion of children who do not use the internet. The latest findings (from 2017) show that about eight in ten children aged 9 to 17 – about 24.3 million – are internet users, although 5.2 million are still unconnected (CGI.br,

2017). Even among those who are connected, results show that there are persistent regional and socioeconomic inequalities restricting the online opportunities afforded to children. Although internet use through mobile digital technologies has become increasingly popular in the lives of Brazilian children from all socioeconomic backgrounds, a significant proportion still face rather limited access to online devices: more than half of connected children from low-income families rely exclusively on mobile phones to go online, and the mobile-only users are 12% among children from high-income families. With mobile-only access having an impact on children's digital skills, this is a concern.

Intolerance and hate speech online were also among the research findings, with discrimination on the basis of skin colour or race the most prominent. In total, 10 million young internet users saw someone discriminated against online, and 1.7 million had themselves been discriminated against.

Challenges presented by the Brazilian context

- Inequalities remain a significant challenge in Brazil. Considerable efforts must be made to promote equal online opportunities for those who have not been able to overcome initial barriers to digital inclusion. Investigating the profile of non-users is an important step in relation to this.
- Children's digital skills need to be improved, particularly in relation to online opportunities, media and communication literacy, and safety. A national strategy for media literacy is still not

- in place.
- The young population in Brazil is connected, but around half of their parents are not. Parental mediation needs to be improved.
- The public focus and media attention falls overwhelmingly on the online risks faced by children, amplifying concerns and downplaying the positive outcomes of internet use.

Deciding on impact priorities

To address the gap between the research and policy agendas, Cetic.br focuses on producing reliable data that are useful for policy-makers, making the datasets publicly available, and training research users to work the data (Barbosa, 2017). The Centre has an established network of strategic partnerships and a reputation among stakeholders as the most reliable and go-to long-term provider of statistics on ICT in Brazil, and uses its position to communicate widely the study findings (Barbosa, 2017).

Impact strategy and actions

- **Acting as the ICT data expert in Brazil:** in order to combine both the research and policy agendas, the Cetic.br team focuses on producing data that are reliable, policy-relevant, timely (to inform policy decisions), accessible (to all key stakeholders), cost-effective, interdisciplinary (to address cross-cutting issues such as access, protection, education, etc.) and comparable (for datasets). This has helped them establish their position as the experts in the field who can provide relevant statistics to inform policy and law discussions. The Cetic.br team has also developed quality assurance guidelines and procedures, including dealing with difficult situations, such as correcting

mistakes in published outputs.

- **Strategic partnership and ongoing stakeholder engagement:** this has proven to be a vital ingredient for the project's success, with over 50 experts engaged in data production and communication. The Cetic.br team is working with a group of experts from government institutions, academia and civil society organisations who have had an input into the design of the survey, validation of the findings, communication events and findings outputs. It is an ongoing collaboration that has been fostered over the years. There have also been discussions around inviting industry representatives to have an input. From the beginning of the project, Cetic.br has had the institutional support of UNESCO and UNICEF, and has collaborated with the EU Kids Online network and later Global Kids Online. Based on their experience, Cetic.br acts as a regional hub, fostering the development of comparative research on ICTs in Latin America. This regional collaborative network includes Argentina, Brazil, Chile and Uruguay, with Colombia, Costa Rica, Ecuador and Mexico also trying to find funding to conduct research in their countries.

- **Data portal:** the gathered data is freely accessible online, where research users can run their own analysis. This, in turn, prompts wider use of the dataset.

- **Capacity building:** Cetic.br runs an annual capacity building workshop for about 60 data users and producers in government and academia. The workshop offers insights into how the research is conducted (e.g. on cognitive interviewing, data categories and data collection), as well as guidance on how to use the data. It serves as an opportunity to get a

range of relevant stakeholders engaged with the data.[1] The workshop is also delivered in other countries in Latin America and Africa.

- **Informing policy and research:** Cetic.br works to maintain its position as a valued partner that can provide data or analyses to inform ICT programmes and initiatives, intergovernmental dialogue, and policy and practice development. It often receives requests from policy-makers and other research users to present data or to carry out additional analyses informing policy, legislation, planned activities or joint publications. Cetic.br provides these services free of charge.

- **Data launching events:** The Cetic.br team emphasises the data communication initiatives carried out to launch the new findings. These include activities for a range of stakeholders, including policy-makers, researchers, the media and wider public. For example, the Centre traditionally organises a large public debate that is attended by academics, international organisations and the government, which is also open to the wider public. This event opens up opportunities for fostering an ongoing dialogue with stakeholders for developing and discussing public policies aimed at promoting the participation and protection of children in the online environment. Cetic.br also organises online webinars with media representatives to discuss key findings, produce press releases and give interviews to the media on key issues highlighted by the new research.
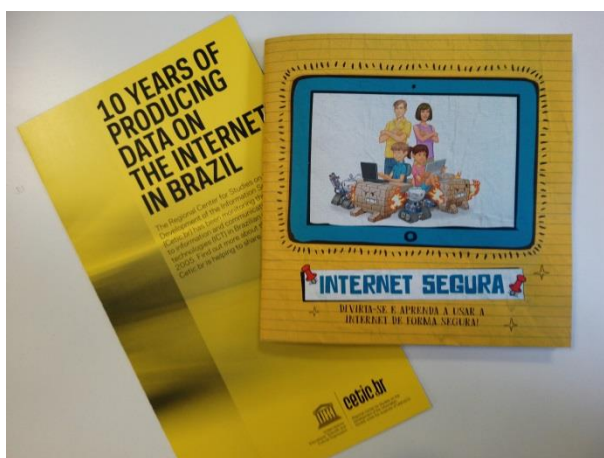
- **User-friendly outputs:** the Brazilian National Computer Emergency Response Team – also a department of the Brazilian Network Information Centre (Cert.br) – produces a range of user-friendly outputs for a number of stakeholders, such as policy-makers and children. The key messages are identified based on the gaps that the research highlights in relation to the current policy agenda, and aim to highlight what the policy priorities should be.

Outcomes and impact activities

- Some examples of the areas of activity discussed above include responding to requests for data provision to facilitate the policy debate and practice development, such as evaluating the Ministry of Communication's Telecentres programme and providing data for the formulation of the government's National Broadband Plan and National Digital Strategy. During 2017 the team was invited to contribute to the parliamentary debate underpinning the

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[1] More information is available at http://cetic.br/semana-metodologias-pesquisas/

formulation of ICT laws. The Cetic.br team was also invited to the annual intergovernmental dialogue meetings for a third year in a row to present the key issues related to children's use of digital technologies in Brazil in front of several public managers.

- Cetic.br organises a launch event every year, based on recent research findings. In 2016, the event included a public debate on 'From research to policy: Challenges for the media information literacy for children and adolescents', with the participation of Divina Frau-Meigs (Paris III – Sorbonne Nouvelle), Ellen Helsper (London School of Economics and Political Science), Regina De Assis (Brazilian Ministry of Education) and Juliana Doretto (Cetic.br).

- In order to strengthen knowledge exchange about children online and how policies should facilitate the policy impact from the research, Cetic.br held a seminar, 'Children in the digital age: New perspectives for public policies', which took place in São Paulo on 4 April 2017. The initiative was organised by NIC.br, UNICEF Brazil, SaferNet Brazil and the Alana Institute.

- In spite of its successful collaboration with key stakeholders and efficient strategies for using research to inform policy and practice, there are areas that the team is still working on, such as developing an effective data communication strategy to reach a larger audience; developing monitoring mechanisms to understand how data from the Kids Online survey is used, particularly by policy-makers and academic researchers; and building stronger relationships with decision-makers and advocates for children's wellbeing, so that the data is actually integrated into actions.

Measuring impact

- While data is gathered on the number of downloads of data and on the consultations provided to research users, there are currently no formal impact assessment procedures in place, and Cetic.br relies on feedback from data users, experts groups, public debates and academic researchers.

Future directions

- Cetic.br will make publicly available all the survey's data files, including tables of results, microdata, questionnaires, metadata documentation, etc., for free download, ensuring that all the information available meets open data requirements, facilitating access to the data for all stakeholders.

Global Kids Online's areas of impact	Areas of impact demonstrated by the case study
✓ Academic	✓
✓ Conceptual	✓
✓ Capacity-building	✓
✓ Collective	
✓ Instrumental	
More about GKO's approach to impact and the five areas of impact: www.globalkidsonline.net/impact	

References

Barbosa, A. (2017). Engaging with stakeholders: The experience of Brazil. In S. Livingstone et al. *Global Kids Online: Knowledge exchange and impact meeting report.* London: London School of Economics and Political Science, http://blogs.lse.ac.uk/gko/working-on-knowledge-exchange-and-impact/

CGI.br Brazilian Internet Steering Committee (2016). *ICT Kids Online Brazil. Survey on internet use by children in Brazil,* http://cetic.br/media/docs/publicacoes/2/TIC_KIDS_ONLINE_2016_LivroEletronico.pdf

Sozio, M.E. (2017). *Preparations for the sixth Brazilian Kids Online survey, Global Kids Online,* http://blogs.lse.ac.uk/gko/preparations-for-the-6th-brazilian-kids-online-survey/

Appendix 1

Population (in 000s)[1]	207,848
GDP per capita[2]	8,649.9 PPS per inhabitant
Fixed-telephone subscriptions per 100 inhabitants[3]	20.4
Mobile-cellular subscriptions per 100 inhabitants	118.9
Fixed (wired)-broadband subscriptions per 100 inhabitants	11.7
Mobile-broadband subscriptions per 100 inhabitants	89.5
Households with a computer (%)[4]	46
Households with internet access at home (%)	54
Individuals using the internet (%)	61

Sources:

[1] UNESCO

[2] The World Bank (2016)

[3] ITU (2016)

[4] CGI.br

Appendix 2

Survey sample size: 33,000 households (as part of the ICT in Households survey, only households with 9- to 17-year-old children were eligible to respond)

Valid responses: 2,999 children and 2,999 parents

National partner: Regional Centre for Studies on the Development of the Information Society, Cetic.br

Age group: 9–17

Data collection: November 2016–June 2017

Data collected by: IBOPE Inteligência

Areas: Rural and urban

Administration: Home, face-to-face

Language: Portuguese

Further details: www.globalkidsonline.net/brazil

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