

Information Society from a comparative perspective

Some results of the World Internet Project

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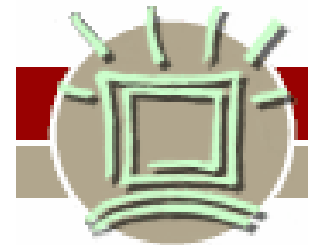
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Cyberspace 2006, November 24-25, Brno



I. Research Design and Basic Facts

WIP History & Research Design

- **The World Internet Project** was initiated by UCLA, USA & NTU University, Singapore in 2000
- **Participating countries:** Singapore, Italy, Sweden, Great Britain, Germany, France, Hungary, China, Hong Kong, Taiwan, Japan, Korea, India, Iran, Chile, Argentina, Bolivia, USA, Czech Republic
- **Research particularities:**
 - **International** comparison
 - Focusing on the **social effects** of the new technologies
 - Investigating both **users and non users** of the Internet
 - **Longitudinality** (Fieldwork is conducted in every year or every other year in all countries)

WIP International comparison

- **WIP** core questions:
 - Approx. 70 common variables
 - Topics: Basic penetration, Social effects (family, friends, work, politics), Internet and media usage & Demography
- First **Common Database** compiled in 2006
- **Participating countries:**
 - Czech Republic, Hungary, Singapore, USA
- Year of data collection: 2006
- Representativity: Populations 18 years old and older

Data sources

- **USA:** USC Annenberg Center for the Digital Future
 - 2269 respondents, 12 years old and older
- **Singapore:** Singapore Internet Research Centre (SiRC),
Nanyang Technological University
 - 1000 respondents, 18 years old and older
- **Hungary:** ITHAKA Information Society and Network
Research Center, University of Eötvös Loránd
 - 3970 respondents, 14 years old and older
- **Czech Republic:** Institute of Children, Youth and Family
Research, Masaryk University
 - 1706 respondents, 12 years old and older

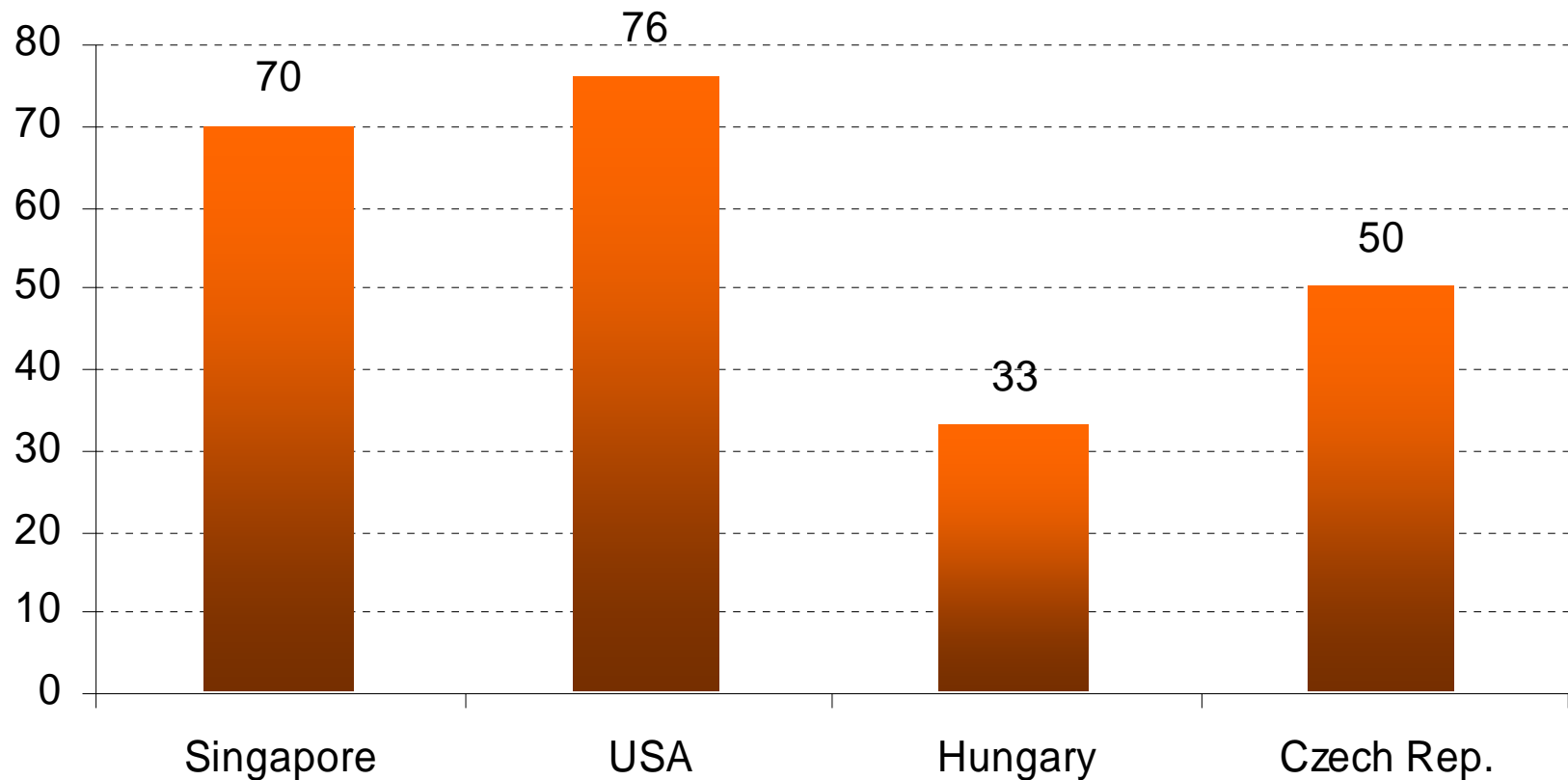
Country profiles

	United States	Czech Republic	Hungary	Republic of Singapore
Land Area	9,161,923 sq km	77,276 sq km	92,341 sq km	683 sq km
Population	300,000,000	10,235,455	9,981,334	4,492,150
Density per sq km	32	132	108	6577
Grow rate	0.9%	-0.1%	-0.3%	1.4%
Life expectancy	77.8	76.2	72.7	81.7
Ethnicity/race	White 75.1%, Black 12.3%, Asian 3.6%, American Indian and Alaska Native 0.9%, Hispanic 12.5%, other 5.6%	Czech 90.4%, Moravian 3.7%, Slovak 1.9%, other 4%	Hungarian 92.3%, Roma 1.9%, other or unknown 5.8%	Chinese 76.8%, Malay 13.9%, Indian 7.9%, other 1.4%
Religion	Protestant 52%, Roman Catholic 24%, Mormon 2%, Jewish 1%, Muslim 1%, none 10%	Roman Catholic 27%, Protestant 2%, unaffiliated 59%	Roman Catholic 52%, Calvinist 16%, Lutheran 3%, Greek Catholic 3%, other Christian 1%, unaffiliated 15%	Buddhist 43%, Islam 15%, Taoist 9%, Hindu 4%, Catholic 5%, other Christian 10%, none 15%
GDP per capita	\$42,000	\$18,100	\$16,100	\$29,900

II. Penetration and Digital Divide

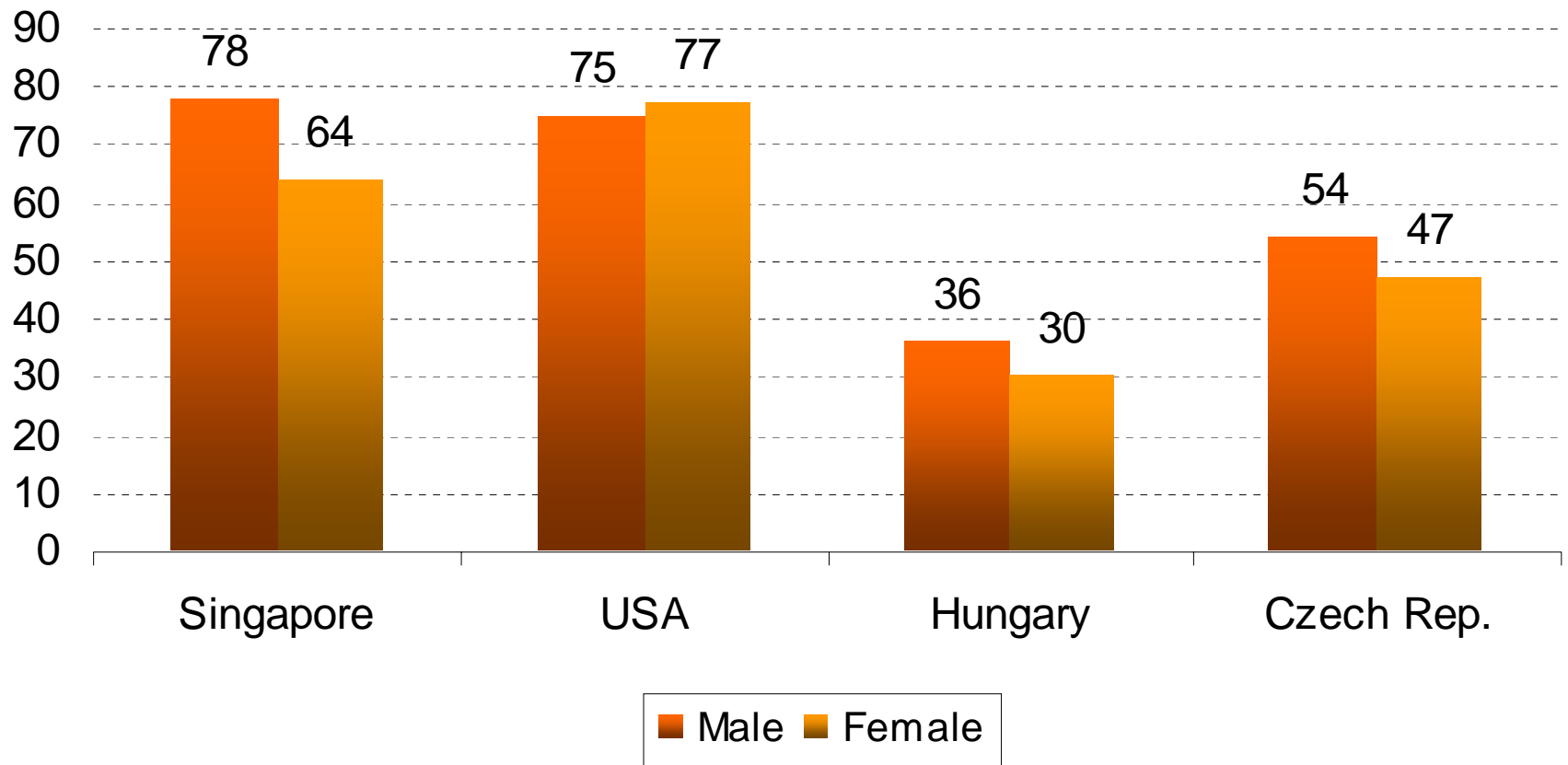
Penetration

Percentage of Internet users in the four countries, 2006



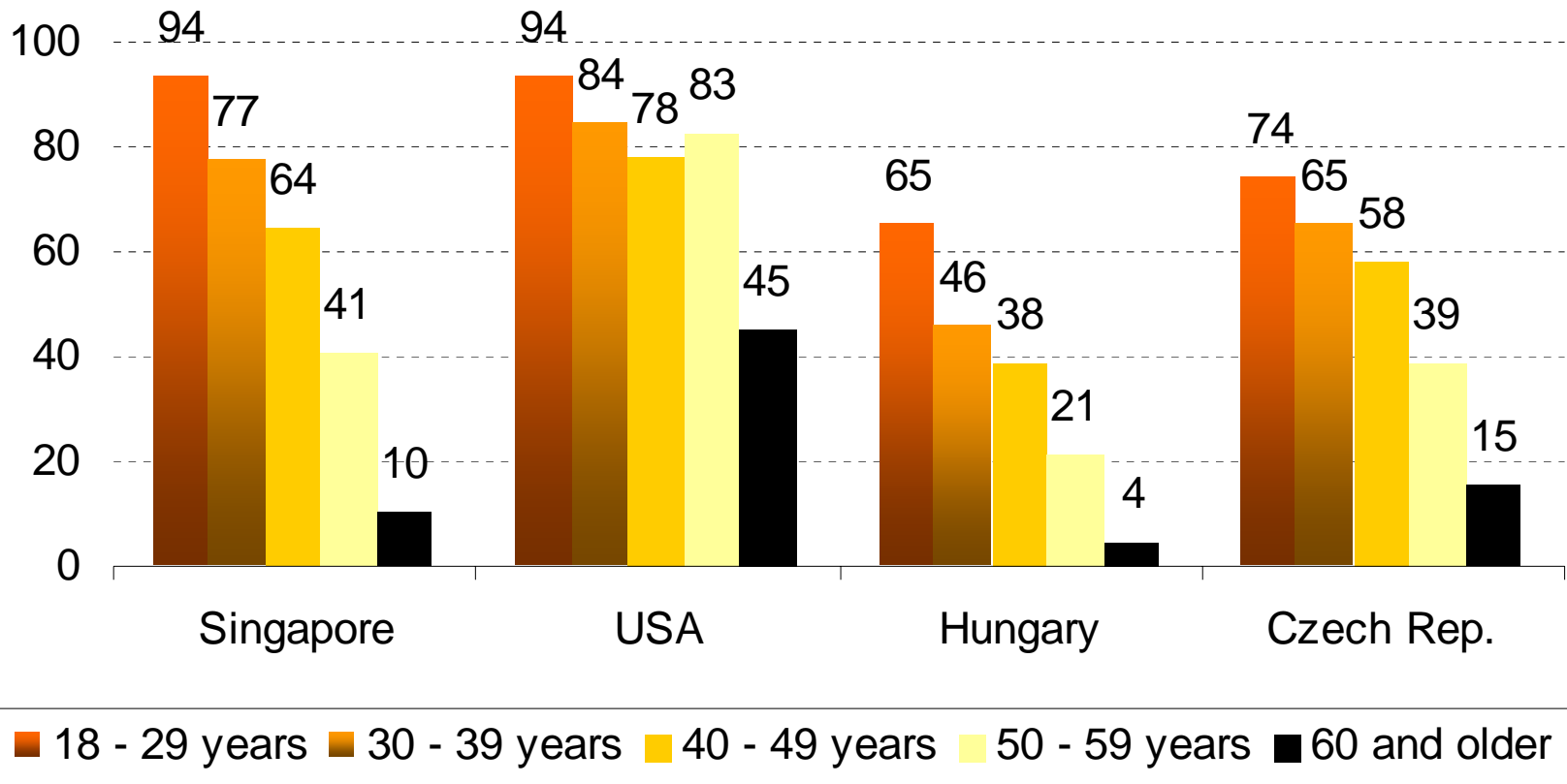
Digital Divide I.

Gender Gap



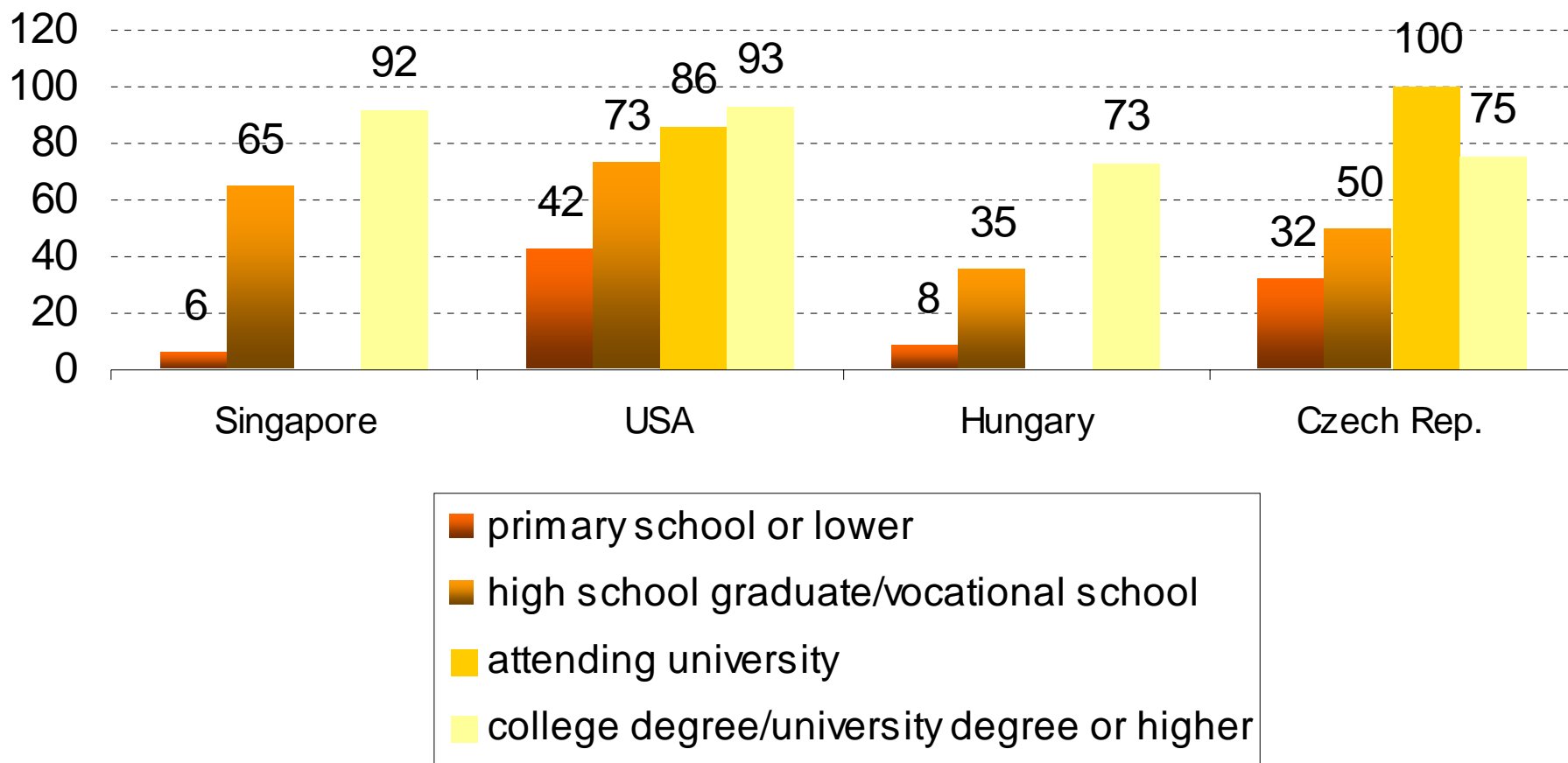
Digital Divide II.

Age Gap



Digital Divide III.

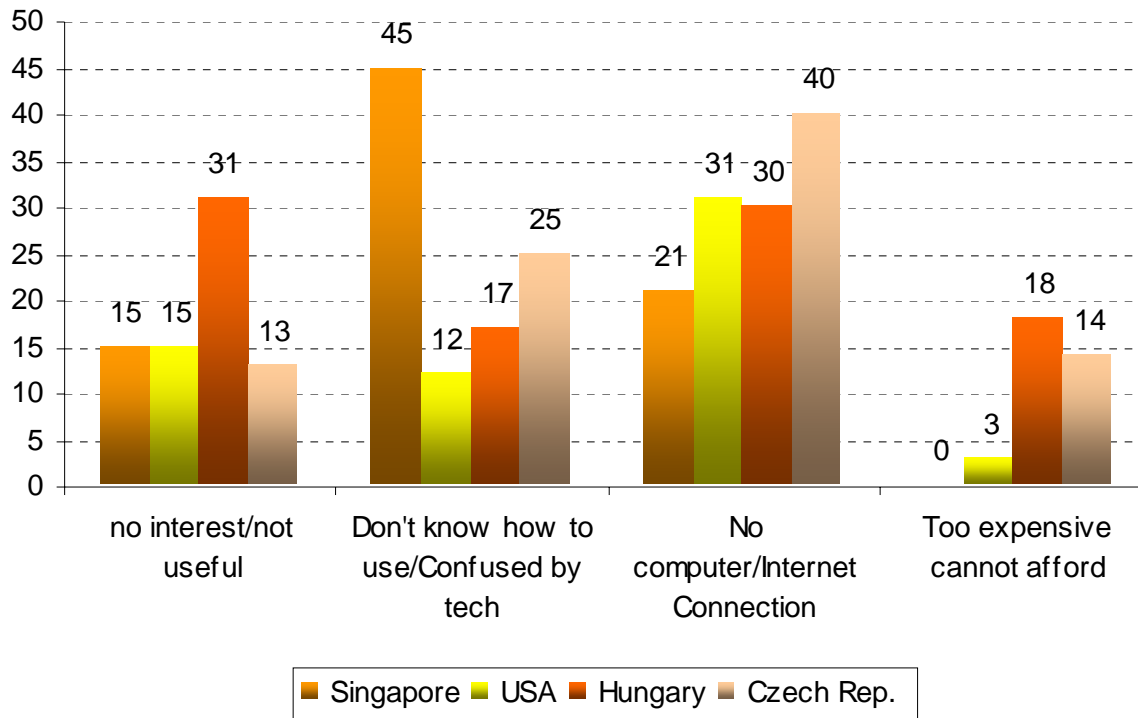
Education Gap



Why not using the Internet: material or motivational obstacles?

Reasons for not using the Internet:

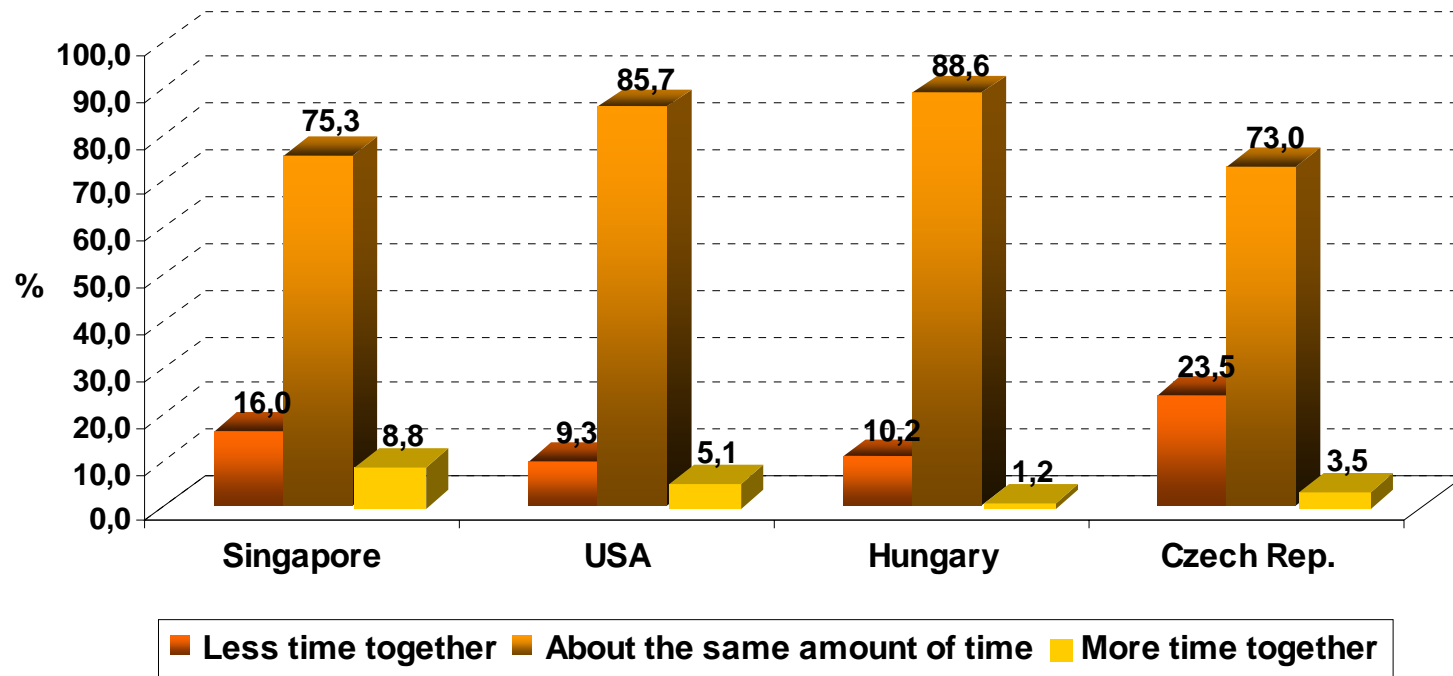
- **Material:** “Do not have a computer”, “The Internet is too expensive”
- **Cognitive:** “Not interested”, “No need for the Internet”, “Do not know how to use it”



III. Social Effects

The effect of the Internet according to the amount of time face to face which families spend together I.

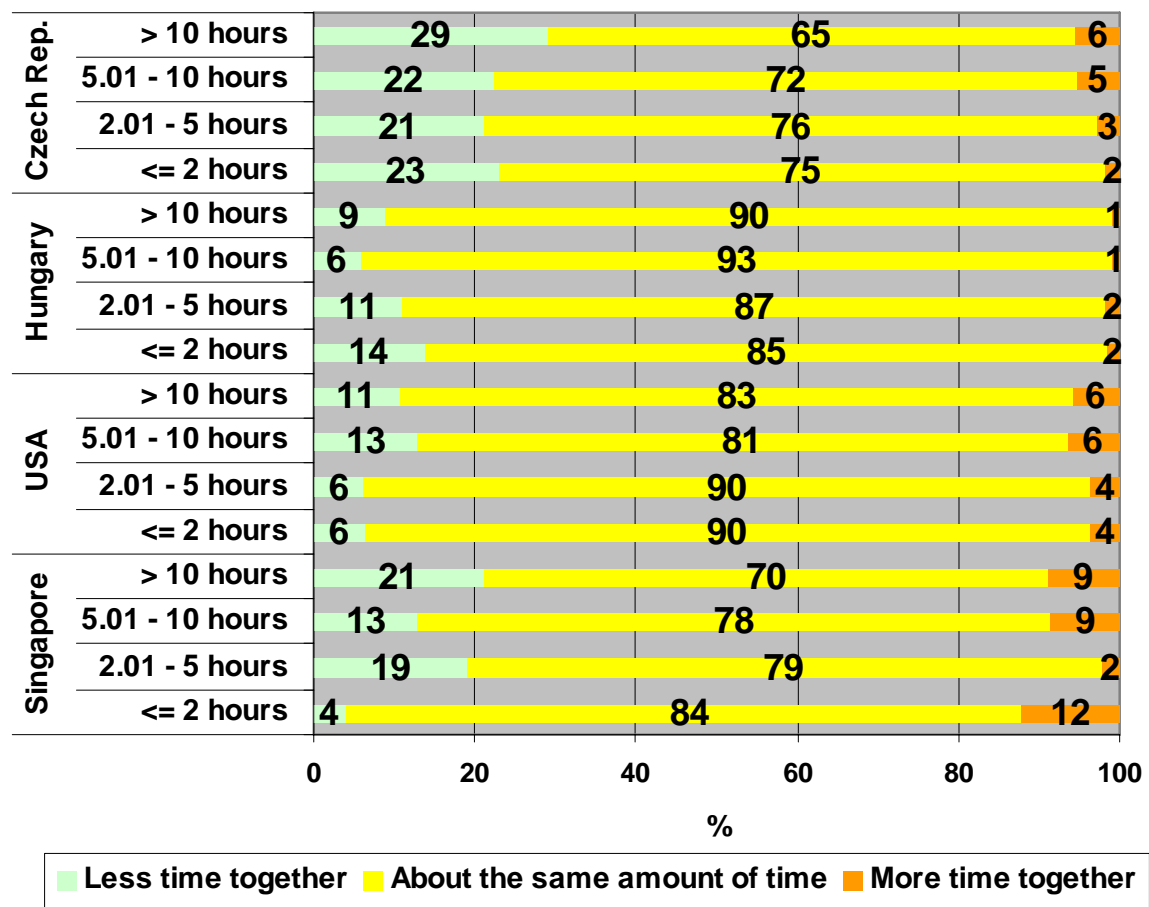
Since being connected to the Internet at home, the members of your household have spent more face-to-face time together, spent less face to face time together, or spent about the same amount of face to face time together?



(Gender differences in USA and Singapore: men spent less time with family...)

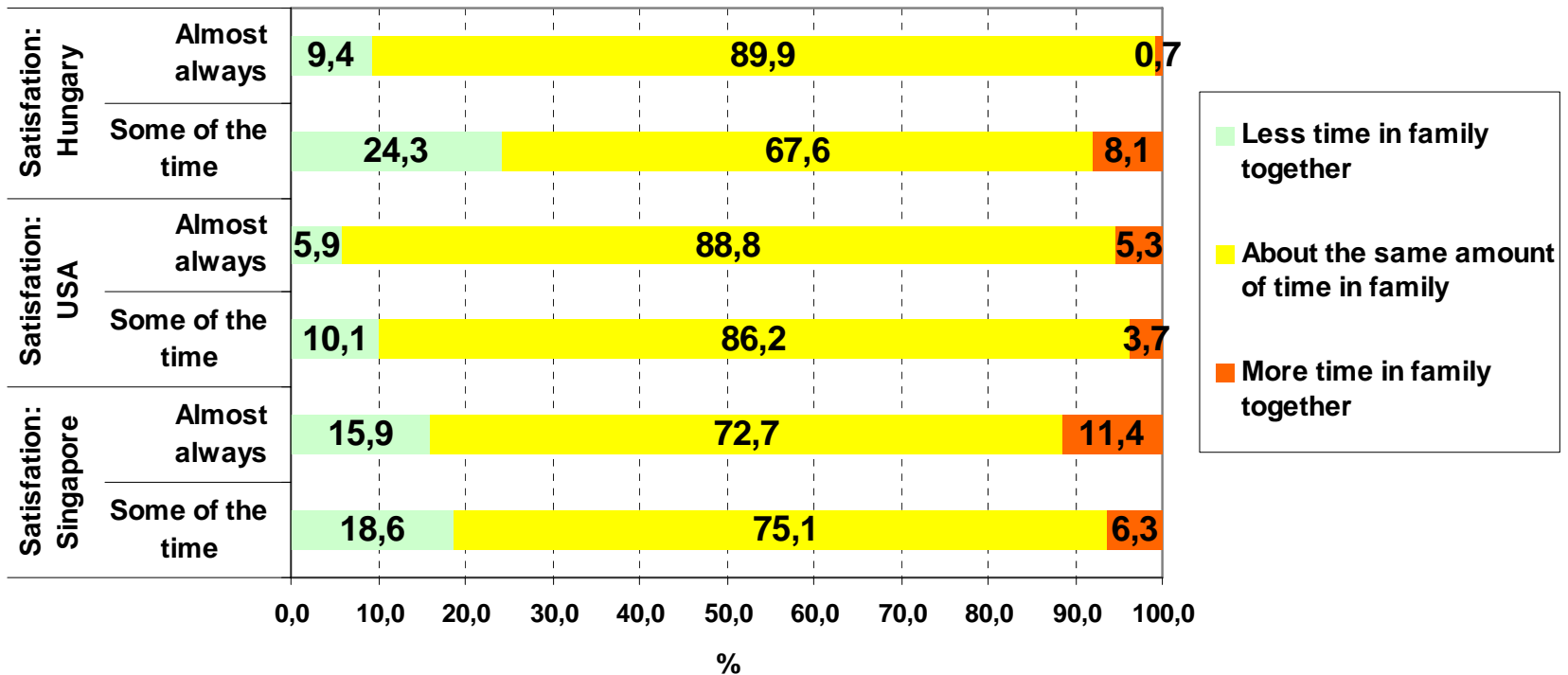
The effect of the Internet according to the amount of time face to face which families spend together II.

Amount of time spent face to face together with family according to the hours per week spent on the Internet at home



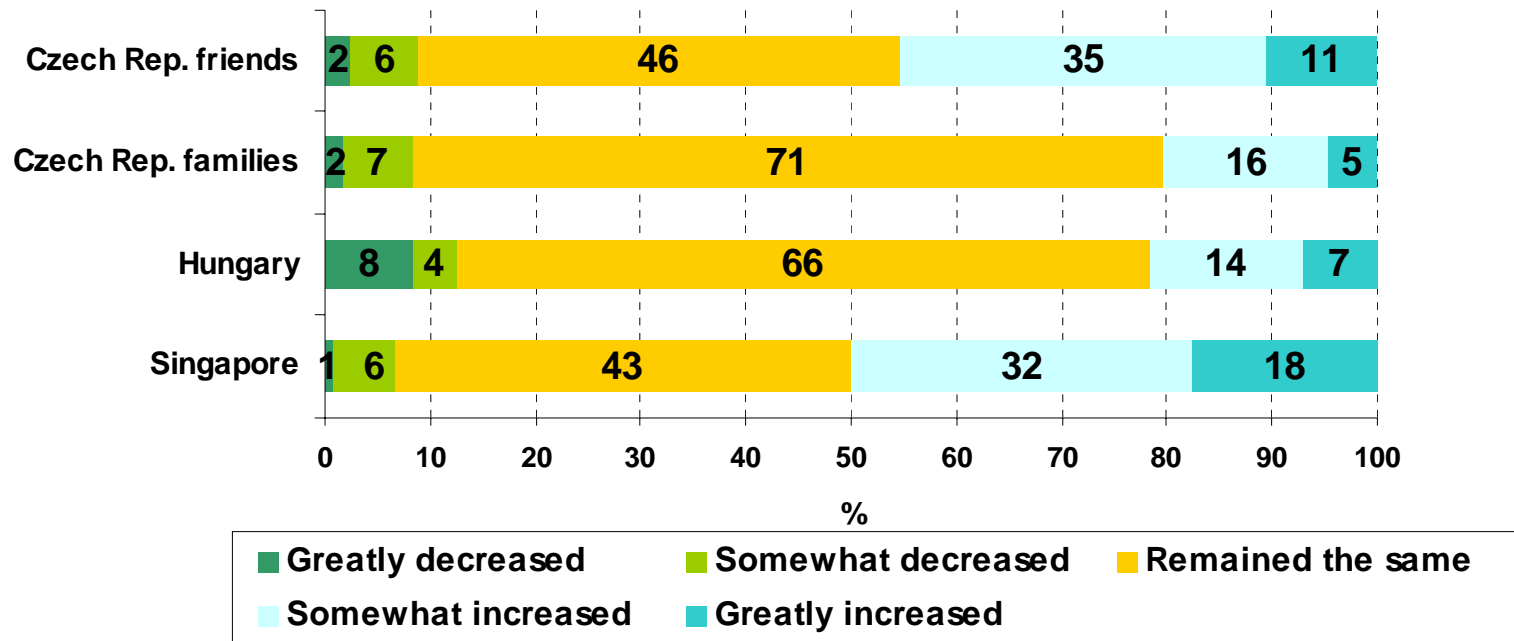
The effect of the Internet according to the amount of time face to face which families spend together III.

Satisfaction with the way family discusses items of common interest and shares problem solving according to face to face time in family together



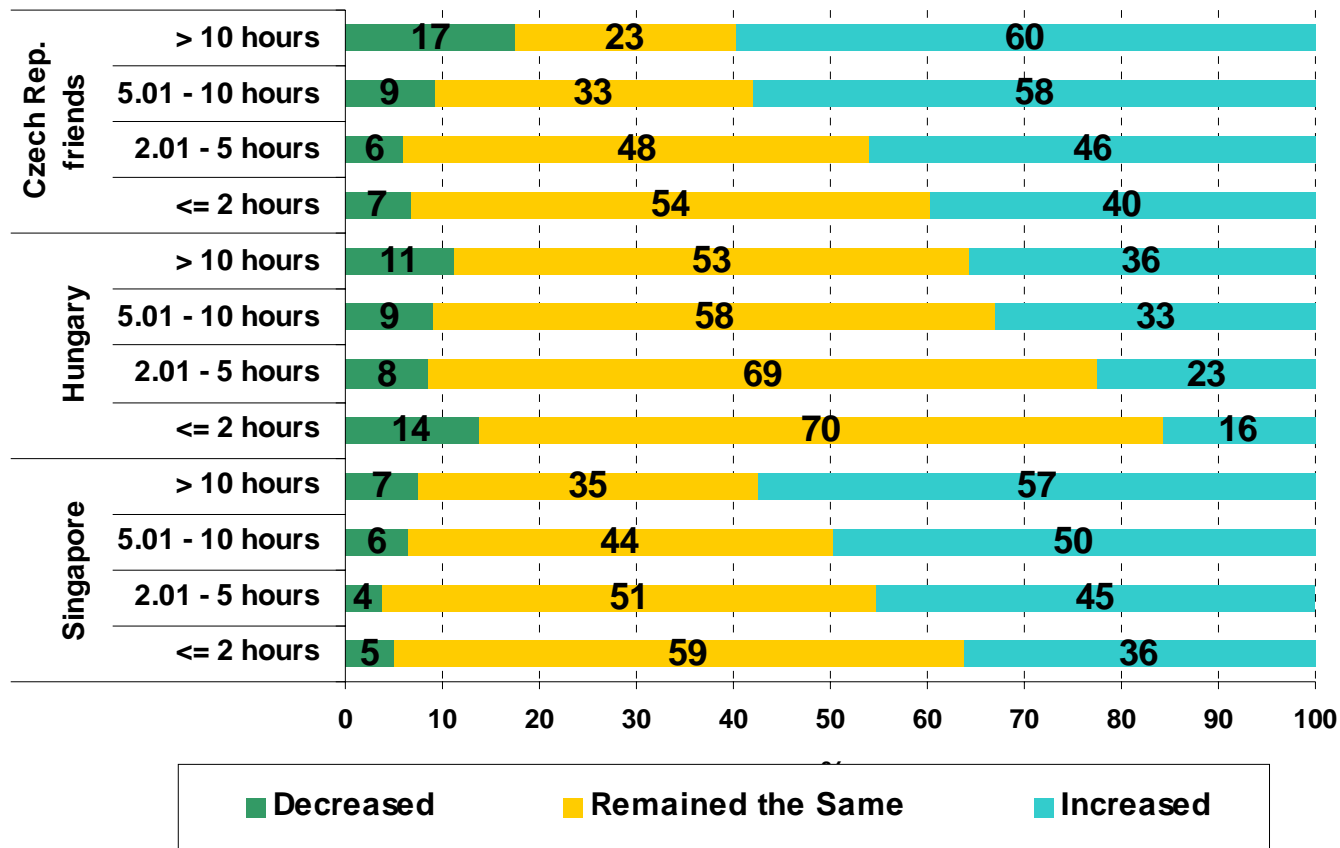
The Internet as a networking tool: family and friends

The use of the Internet increased/decreased the contact with families and friends



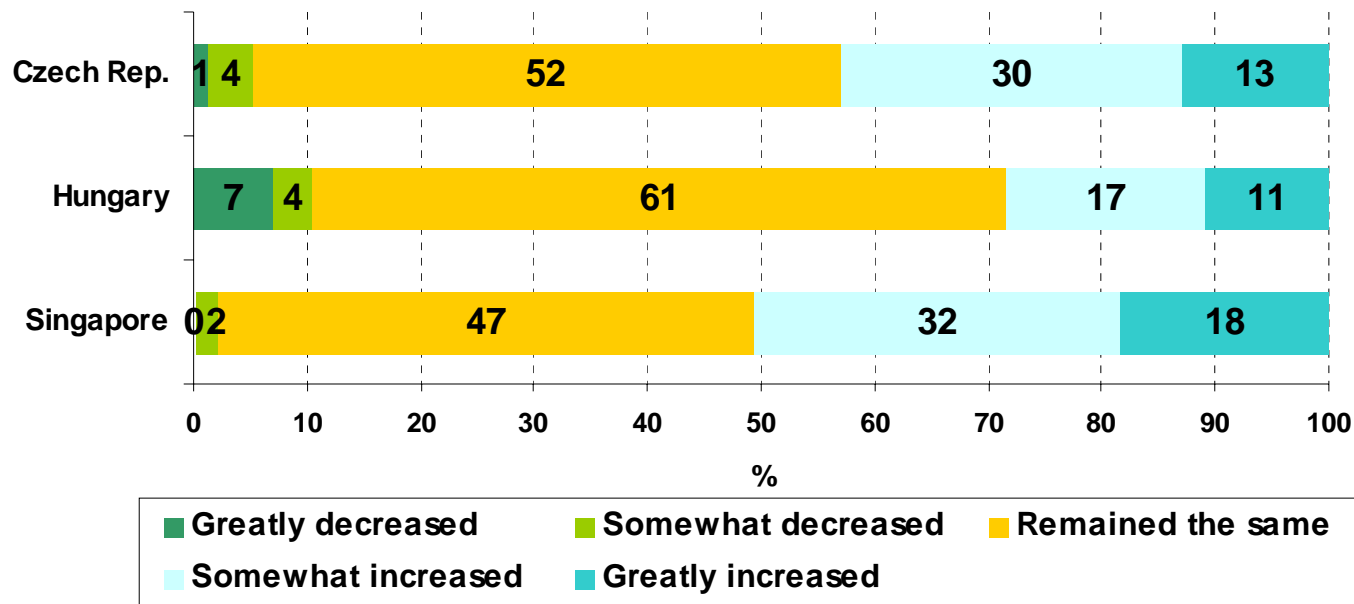
The Internet as a networking tool: influence of the time spent on the Internet

The use of the Internet increased/decreased the contact with families and friends according to hours weekly on the Internet

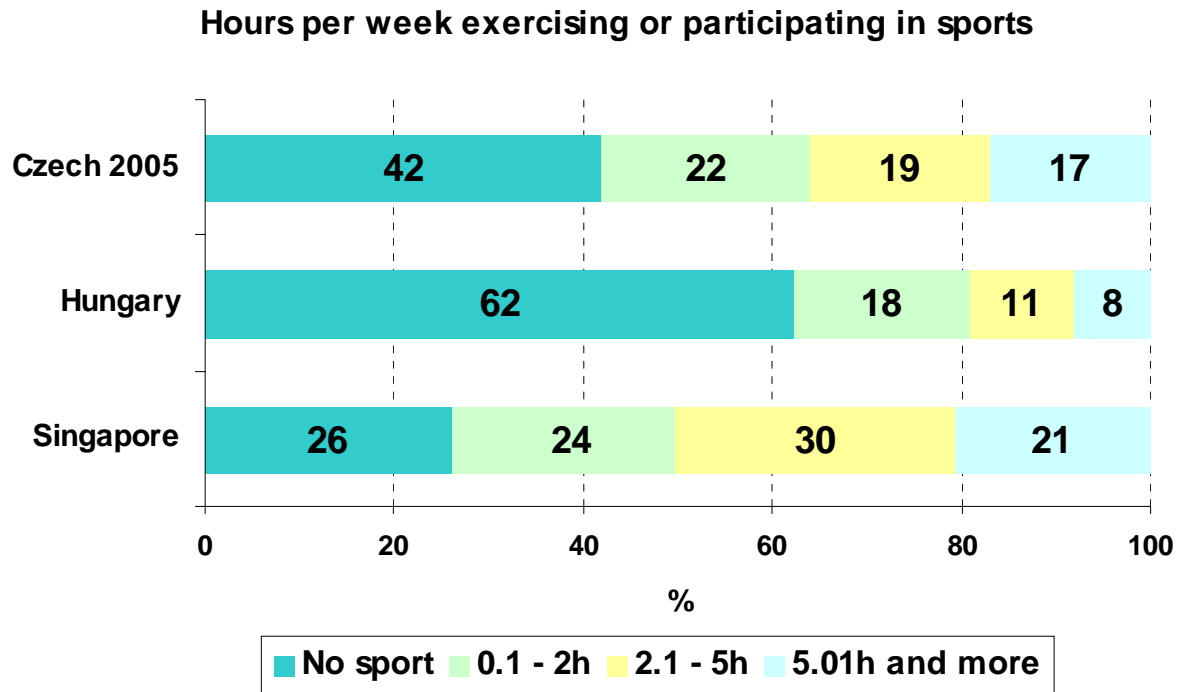


The Internet as a networking tool: professional contacts

The use of the Internet increased/decreased the contact with people in the same profession

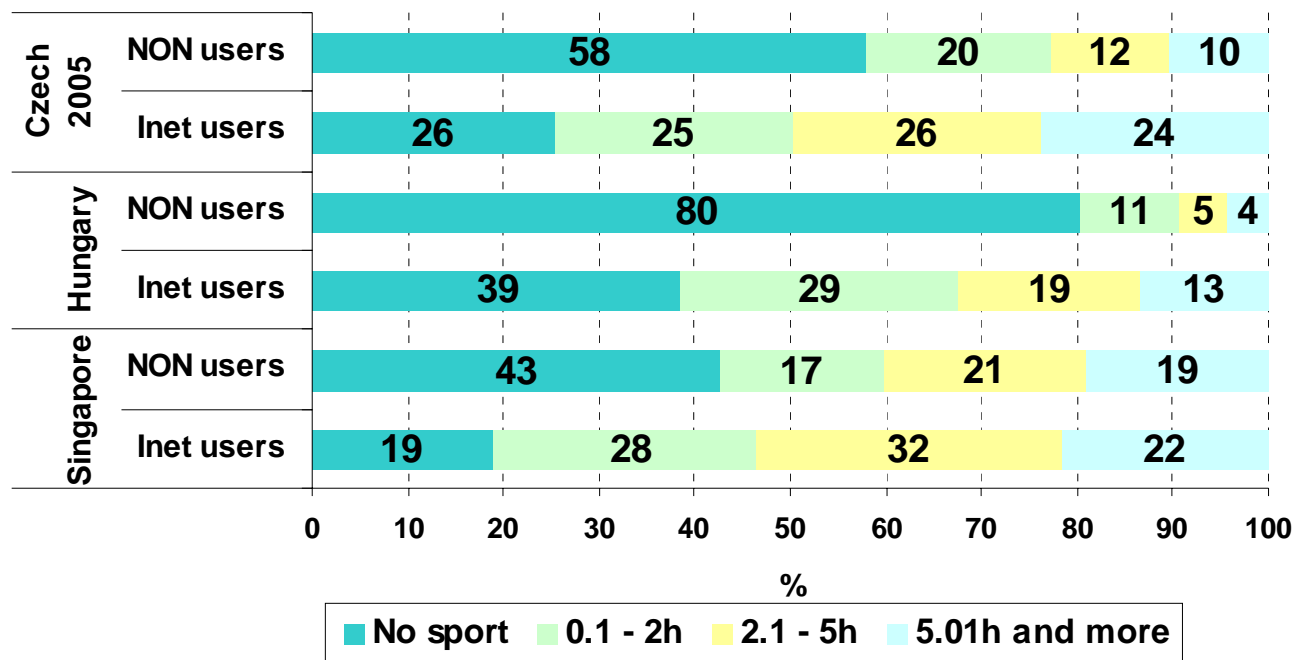


Exercising and sporting activities



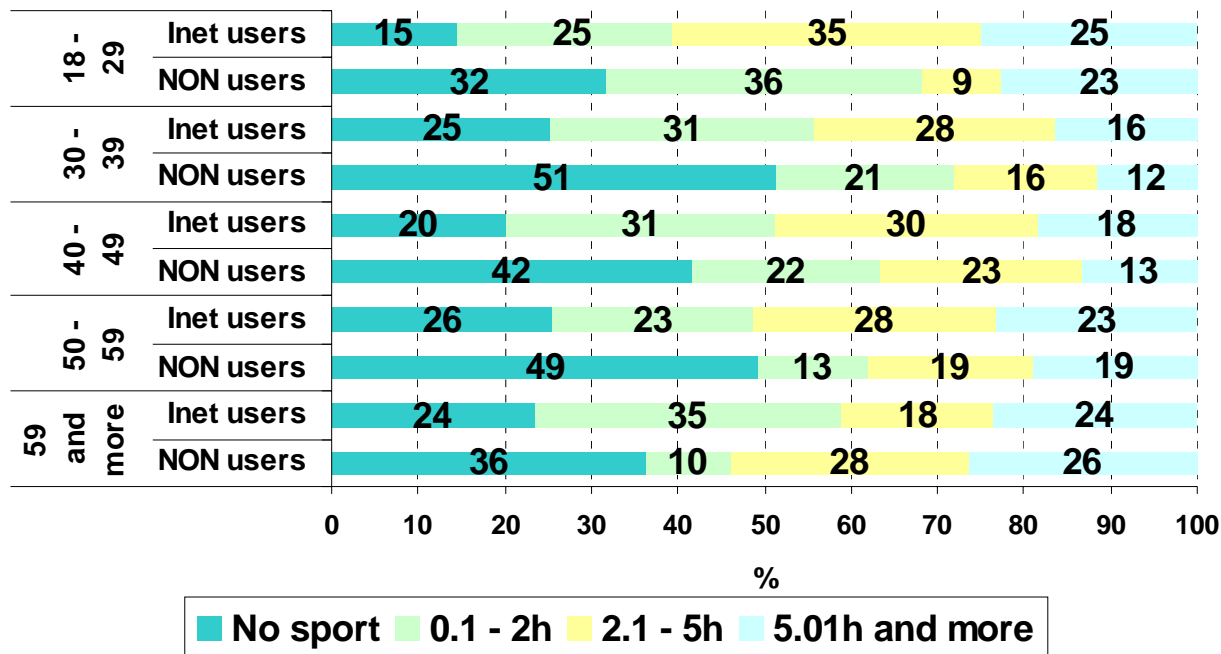
Exercising and sporting activities: Internet users versus non users

Hours per week exercising or participating in sports according to the Internet use



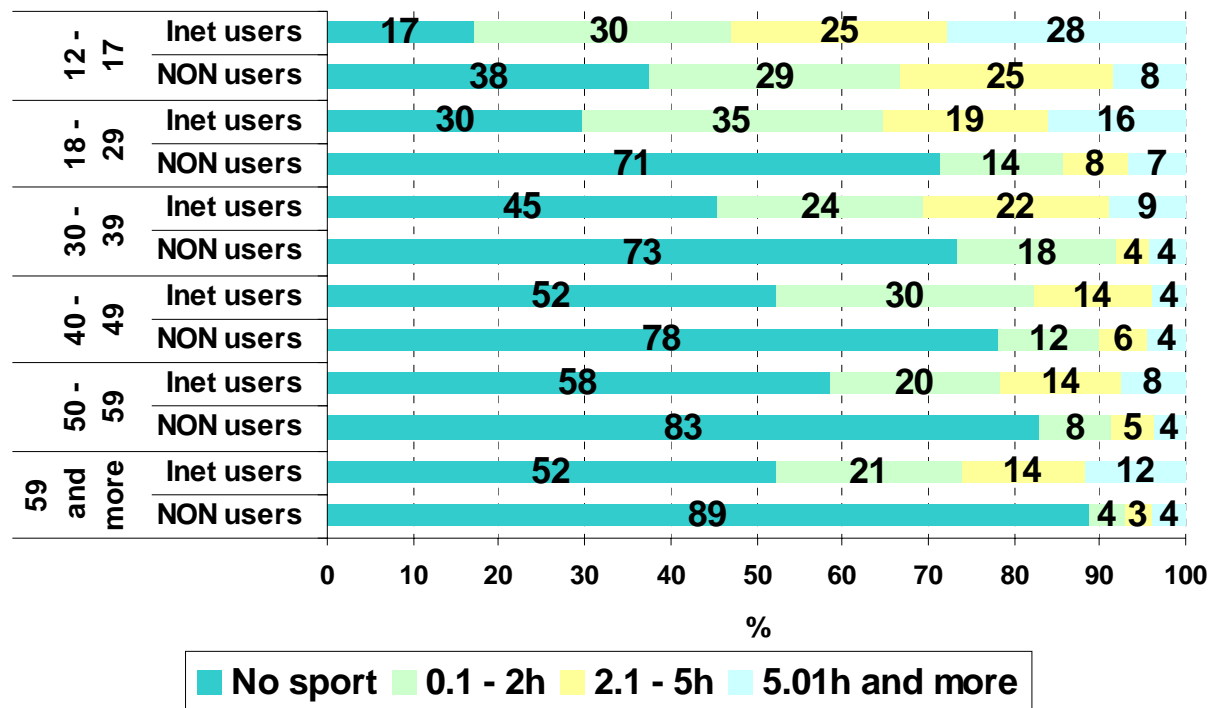
Exercising and sporting activities: Internet users versus non users according to the age: Singapore

Singapore:
Hours per week exercising or participating in sports
according to the Internet use and age



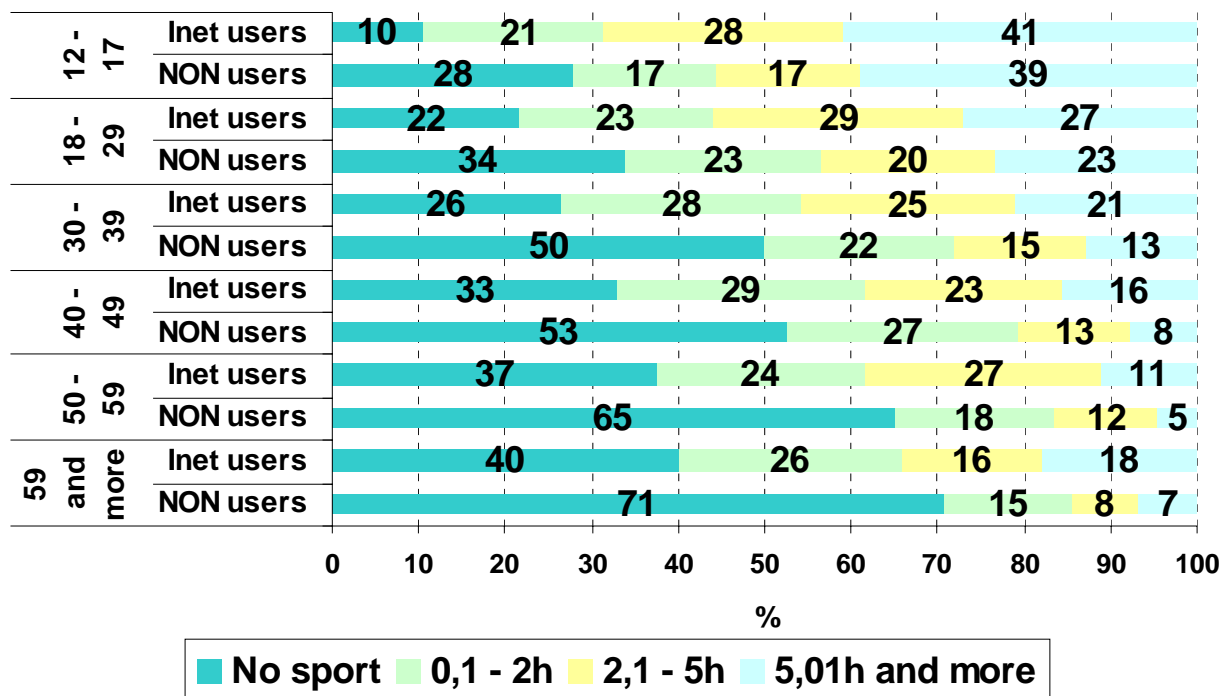
Exercising and sporting activities: Internet users versus non users according to the age: Hungary

Hungary:
Hours per week exercising or participating in sports
according to the Internet use and age



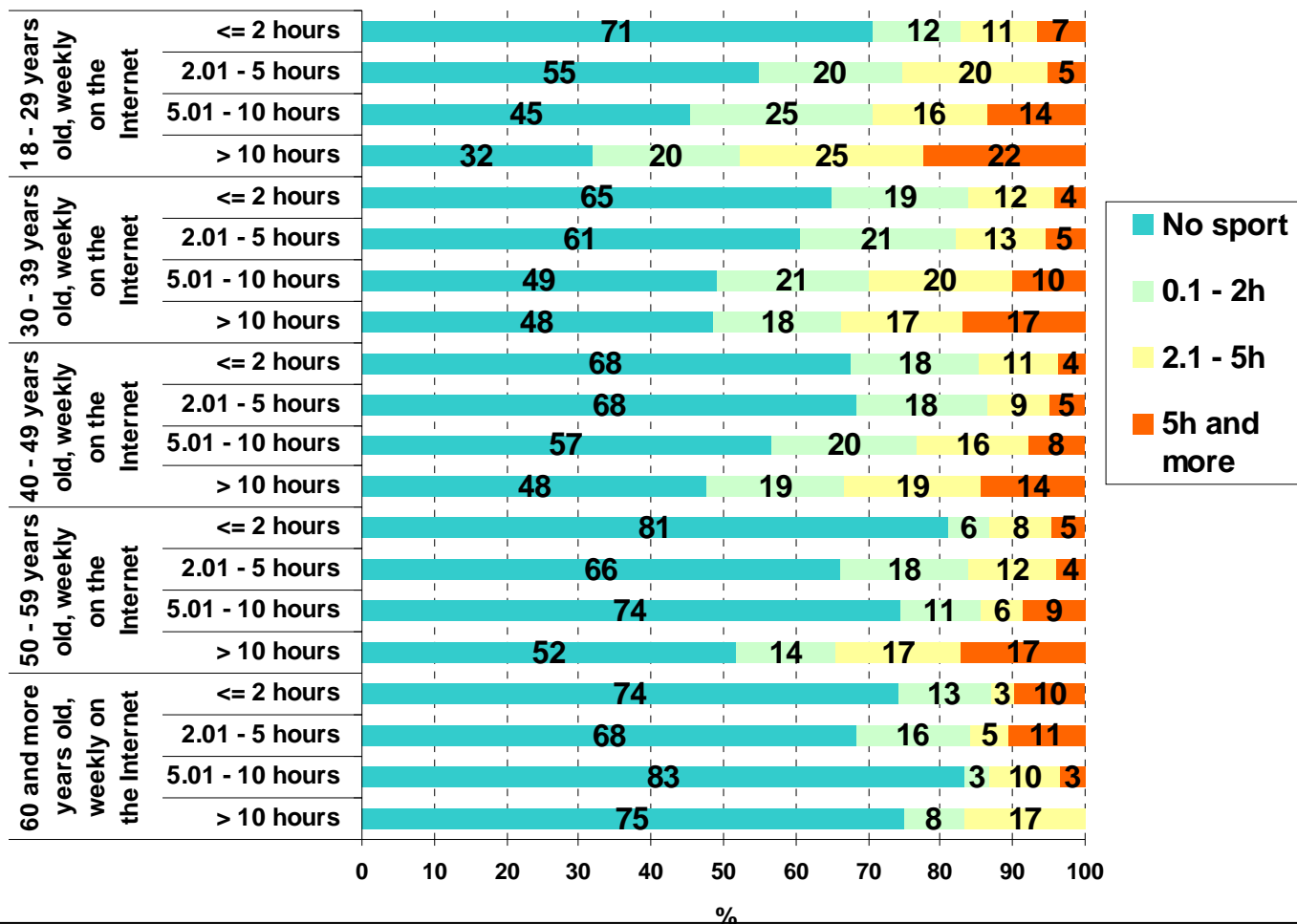
Exercising and sporting activities: Internet users versus non users according to the age: Czech Rep.

Czech Republic 2005:
Hours per week exercising or participating in sports
according to the Internet use and age



Heavy Internet user = sportsmen ?!?

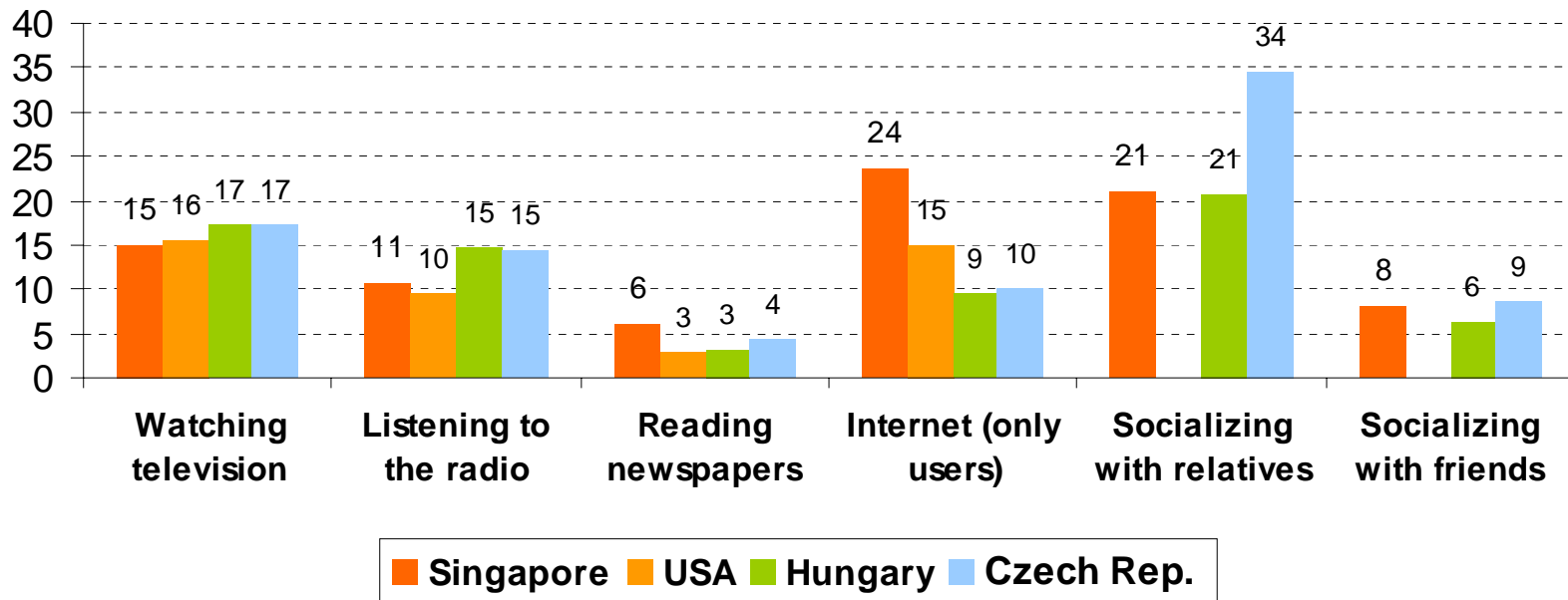
Hours per week sporting according to the hours on the Internet weekly at home (Singapore + Hungary) according to the age



IV. Media Usage

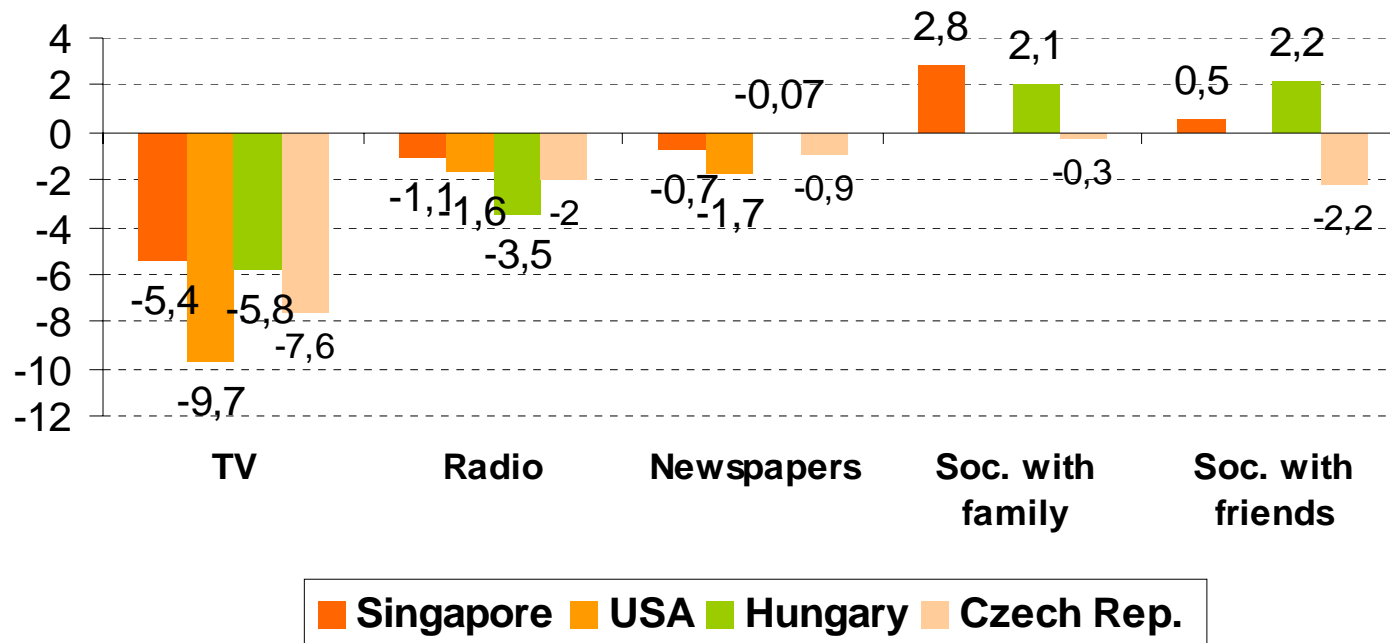
Popularity of different media in the four countries

Media consumption in the 4 countries (average hours/week)



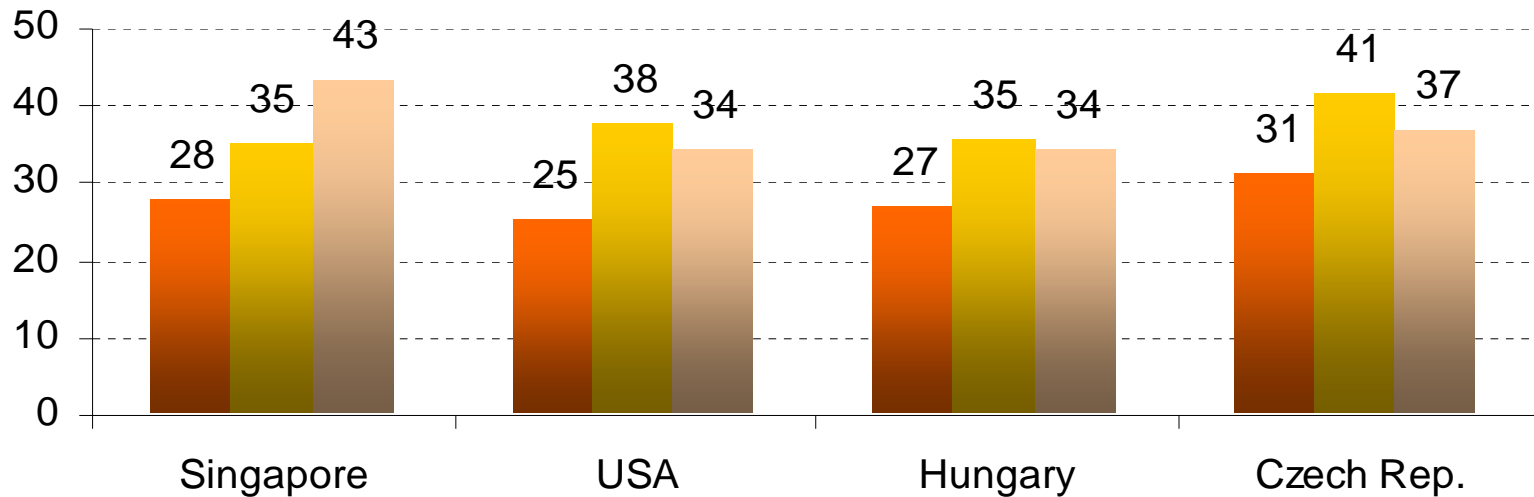
Patterns of media usage in the group of users compared to non users II.

Media consumption: Users compared to non users
Average hours per week: users minus nonusers



Patterns of media usage in the group of users compared to non users I.

**Media use all in all: totals for TV, radio, Newspapers and Internet
Users x NON-users**



- Internet users: TV + Radio + Newspaper
- NONUsers: TV + Radio + Newspaper
- Internet users: TV + Radio + Newspaper + Internet at home

V. Conclusions

Conclusions: Digital Divide

- The culture is a very important factor influencing the development of the digital divide.
- Easier access to the Internet does not mean a jump in penetration automatically. Cognitive obstacles still remain important.
- Digital divide can be closing very slowly in some aspects, some differences are deep (education, race etc.) and the culture can “fixate” the differences.
- Question: Could the digital divide be really overcome in all countries OR is the culture a stronger element?

Conclusions: Social Effects

- Face to face contact with family remains mostly the same but could also be lower for heavy home users.
- Overall contact with several groups is increasing: mostly with people in the same profession, but also with family and friends
- Are Internet users sportsmen? Is the Internet and sport a sign of modern and active people?

Question: The contact is increasing but we should also think about the quality of these relationships and the deep changes which are appearing in communication. Does the Internet change our relationships in several groups?

Conclusions: Media Use

- The Internet users' habits are probably different in different cultures:
- Internet users tend to watch less television but socialize with friends more (not in the Czech Republic).
- The total media use is almost a constant, Internet non users often spend more time consuming other media than Internet users including the Internet use.

Question: What is the culture influence on the Internet and overall media use? Do some nations tend to use more passive media (such as TV), while others prefer the Internet as an active medium?

**THANK YOU
FOR YOUR ATTENTION!**

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