

**MASARYK UNIVERSITY IN BRNO  
FACULTY OF SOCIAL STUDIES  
Czech Republic**

**Institute for Research on Children, Youth and the Family**



# **World Internet Project in the Czech Republic: The rise of the Internet generation?**

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# World Internet Project – Introduction

- organized by “The Center for the Digital Future” at USC Annenberg School, University of Southern California
- a longitudinal international study of the individual and social effects of PC/Internet technology
- started in October 2000
- countries: Singapore, Italy, Sweden, Britain, Germany, France, Hungary, China, Hong Kong, Taiwan, Japan, Korea, India, Iran, Chile, Argentina, Bolivia, USA, Czech Republic
- major focus: examining the ways in which technology and the Internet is affecting current media use and the ways in which people use media for information and entertainment.

# WIP methodology worldwide

- representative population samples
- aged 12 years and older
- minimally 1500 respondents
- face to face interviews, telephone surveys
- ‘core’ questions

## Methodology and sample – Czech Republic

- representative sample of the population according to the gender, age, education, region and size of the place of residence
- 1832 respondents aged 12 years and older
- face to face interviews, collected in September 2000
- psychological questions were added

# USA – Ten Years, Ten Trends

Source: Center for Digital Future: Internet Report  
<http://www.digitalcenter.org/>

- (1) In America, the digital divide is closing, but is not yet closed as new divides emerge – 75% of Americans can access the Internet from some location in 2004, the fastest-growing Internet user populations are groups that were once considered the primary victims of the digital divide.
- (2) The media habits of the nation have changed, and continue to change. Internet users have “bought” their time to go online from the time they previously spent watching television – and, we emphasize, that time spent online seems to have little negative effect on other personal and social activities.

# USA – Ten Years, Ten Trends

(3) The credibility of the Internet is dropping

“How much of the information on the Worldwide Web is reliable and accurate,” those who said most or all information was reliable and accurate totalled 55 percent in 2000, 58 percent in 2001, 53 percent in 2002, and 50 percent in Year Four (2003)

(4) We have just begun to see the changes to come in buying online. Many Internet users previously said, “I'm concerned and not buying;” now, in increasing numbers, they are saying, “I'm concerned, but less concerned, and I *am* buying.”

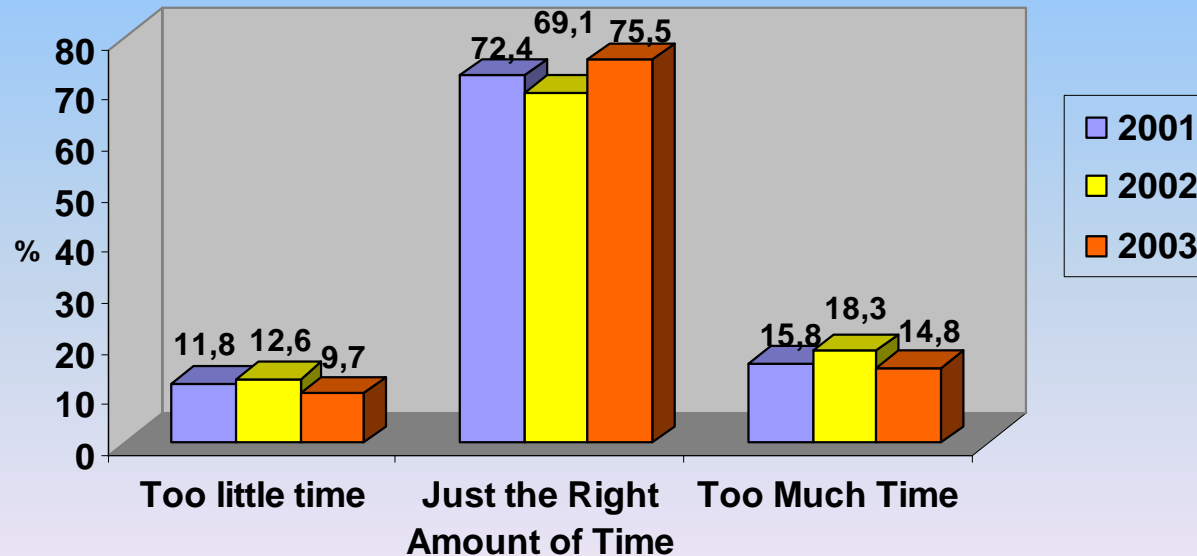
## USA – Ten Years, Ten Trends

- (5) Going online did not put the social lives of users at risk. The Internet has little or no impact on time spent with family or friends, or on sleeping, exercising, or most other personal activities (other than watching television).
- (6) Privacy and security: concerns remain, but the high levels are changing (fewer concerns about user's tracking, monitoring e-mails etc).
- (7) The Internet has become the most important source of current information for users – the primary place they go for research, general information, hobbies, entertainment listings, travel, health, and investments. The “always-on” function of broadband has accelerated this importance.

# USA – Ten Years, Ten Trends

(8) The benefits and drawbacks of the Internet for children are still coming into focus. How adults perceive the role of the Internet in their children's lives?

**Children online: the right amount of time?  
(Adults with children in the household)**



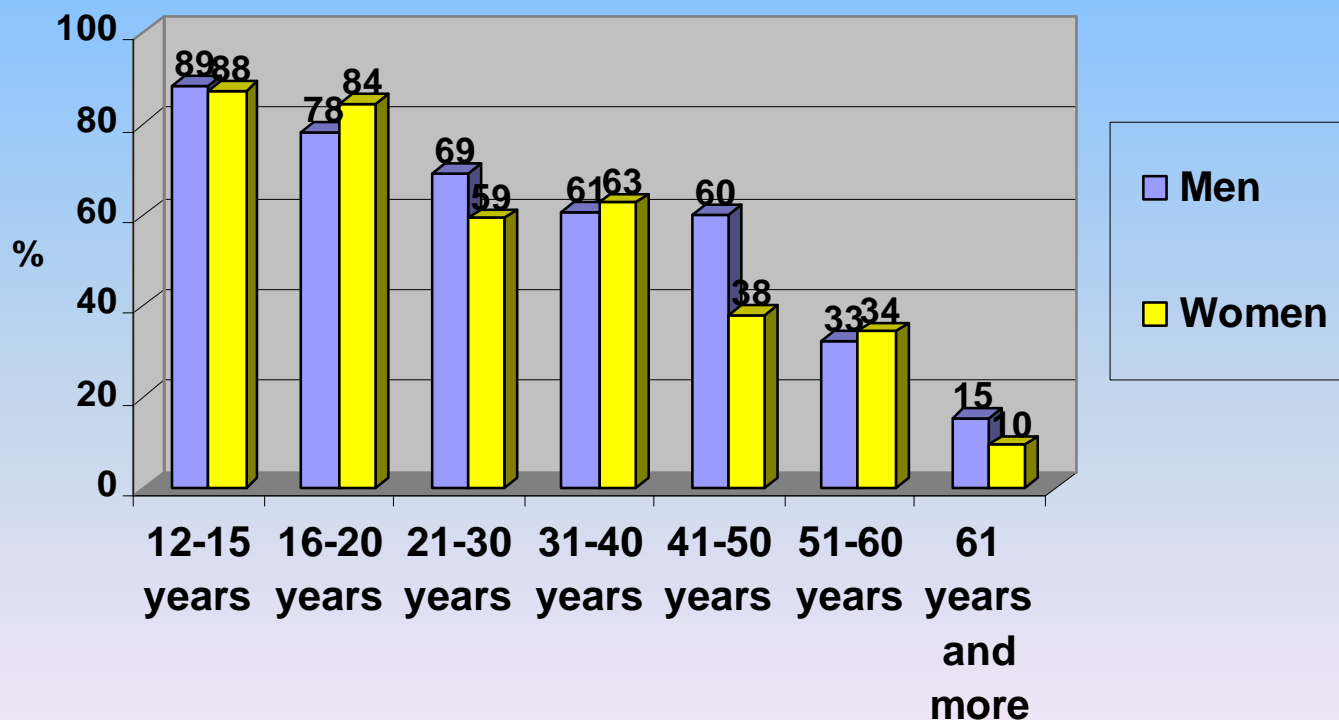
## USA – Ten Years, Ten Trends

- (9) E-mail is still the single most important reason people go online. E-mail opens opportunities to communicate more often and with a much broader circle of people than we ever reach by telephone or by mail. E-mail is certainly a great convenience, but it is also a great irritation. Today, users voice certain concerns about e-mail such as spam, inbox overload, time commitments required to respond, etc.
- (10) Broadband will change everything – again. Broadband is changing entirely our relationship with the Internet at home – how often we go online, how long we stay online, and what we do online. “Always on” feature has broad effects on Internet use.

# Internet penetration in the Czech Republic

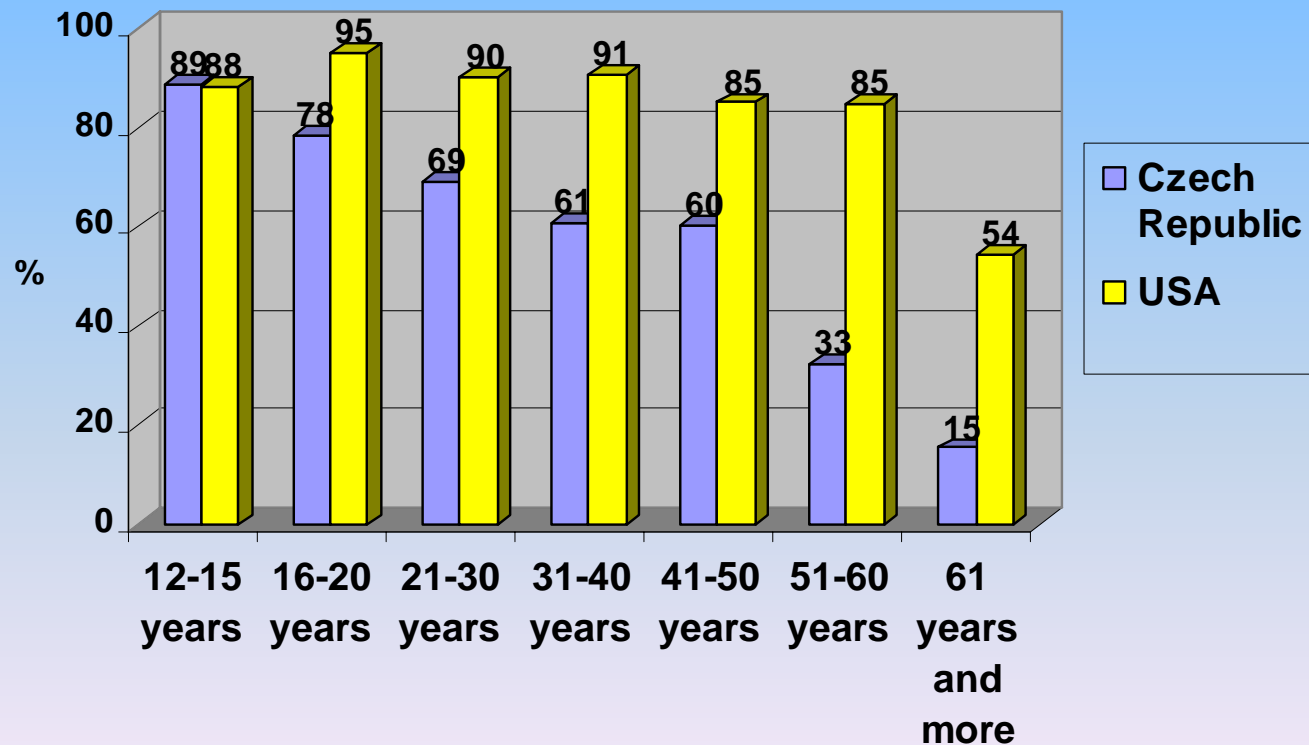
49.6% of the population use the Internet, 53.9% men, 45.7% women

## Internet penetration in the Czech Republic according to the age and sex



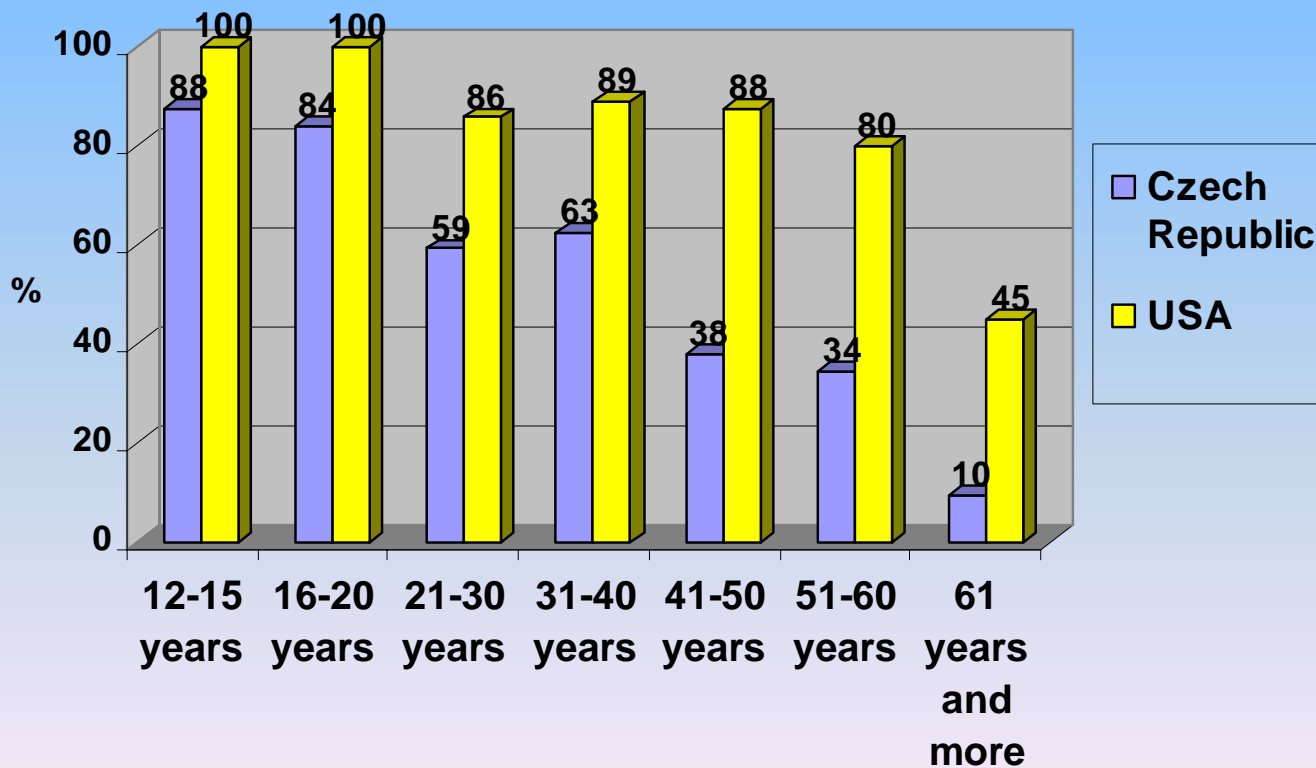
# Penetration in the USA vs. the Czech Republic – Men (2005)

Internet penetration according to the age  
(MEN only)



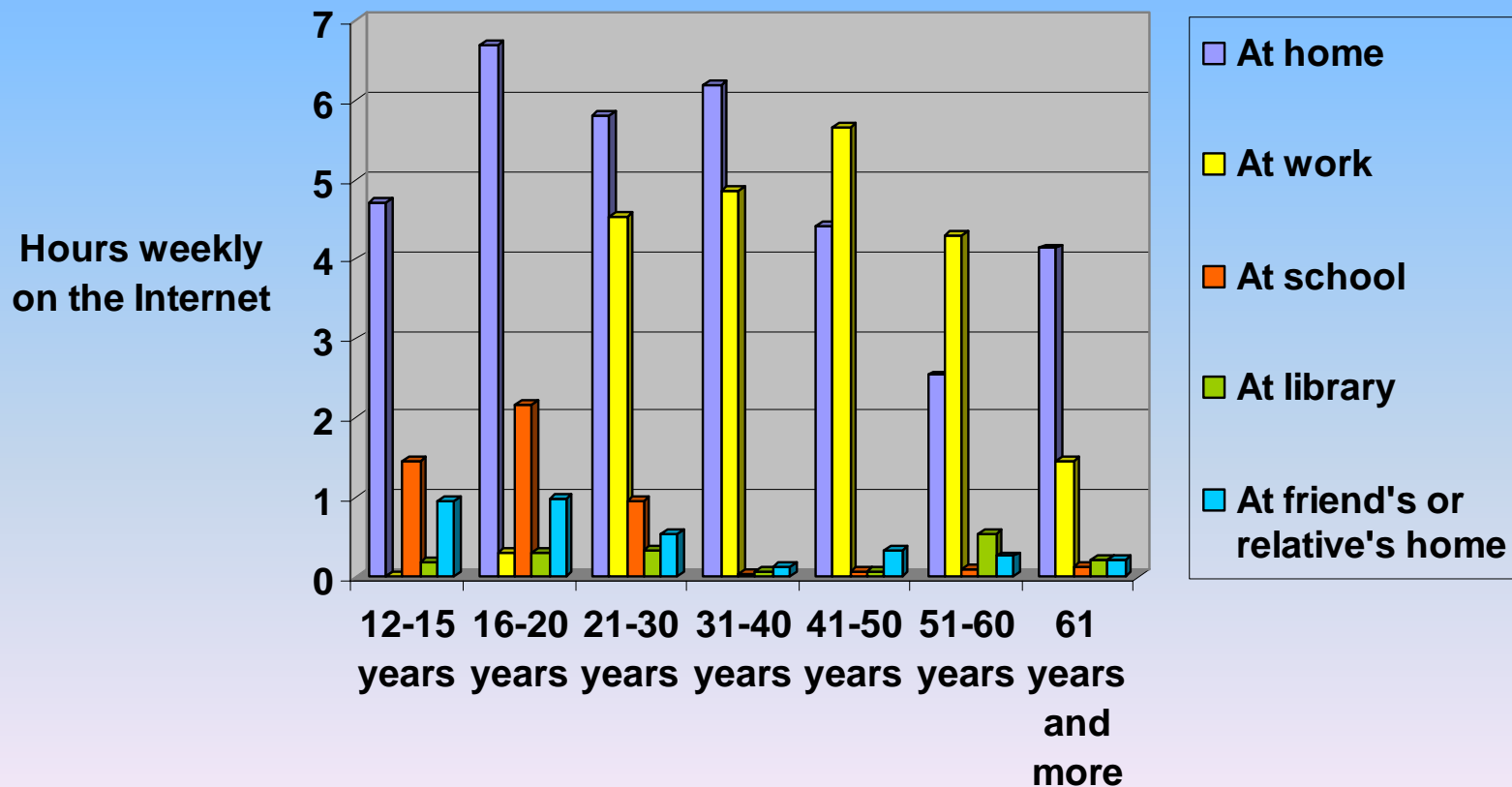
# Penetration in the USA vs. the Czech Republic – Women (2005)

Internet penetration according to the age  
(WOMEN only)



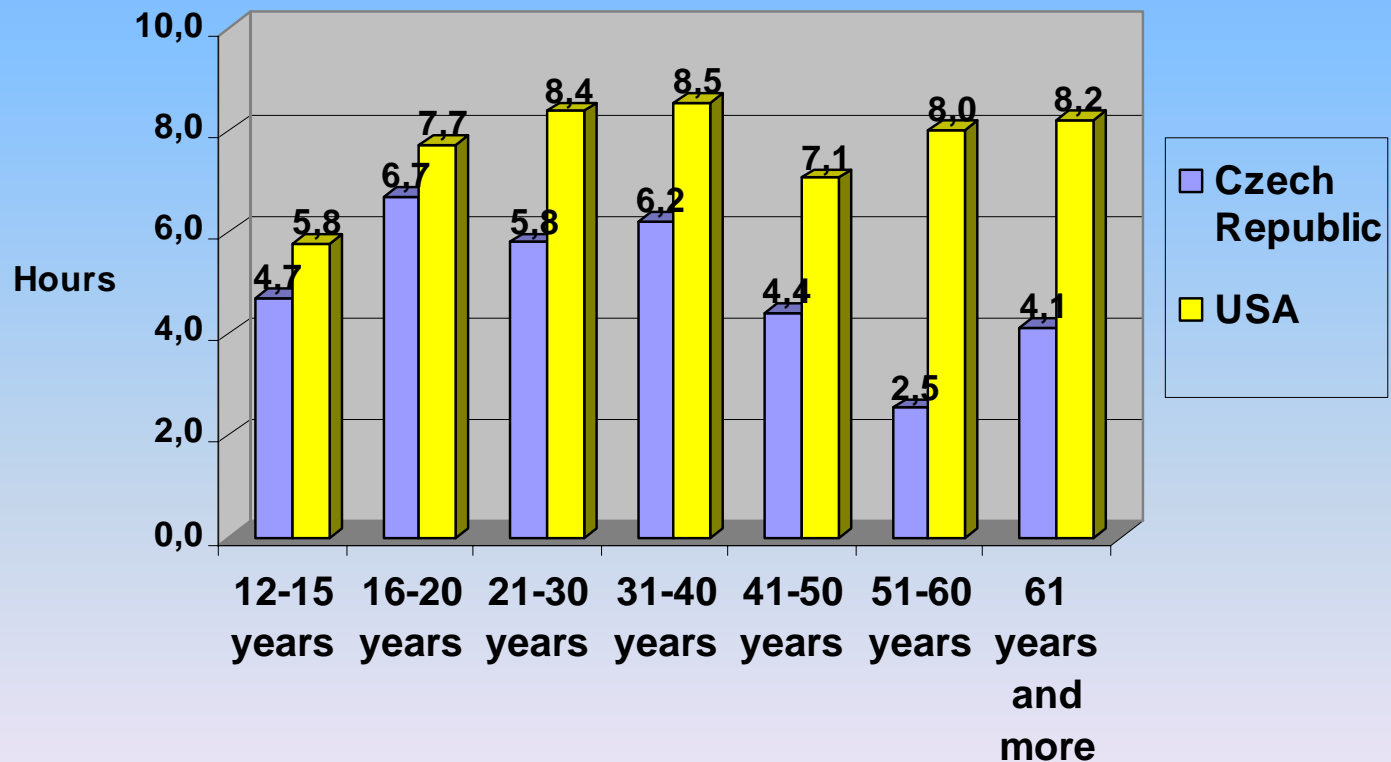
# Hours weekly on the Internet in the Czech Republic

Hours weekly on the Internet according to the age and locations where people use the Internet



# Internet use at home - USA vs. the Czech Republic

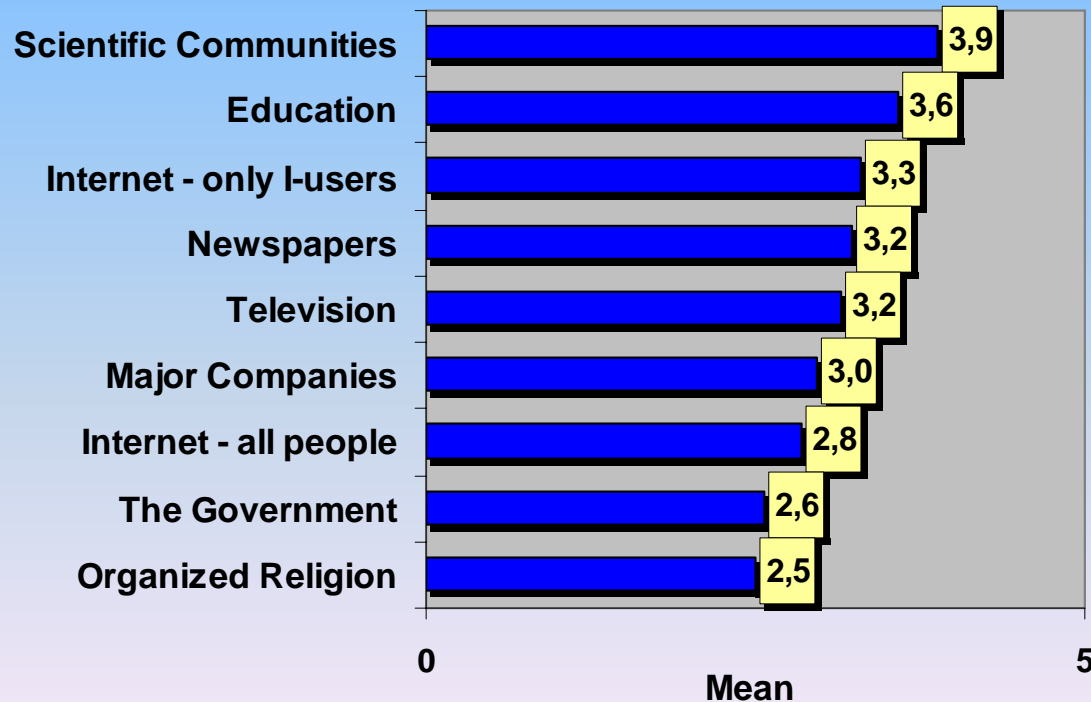
## Internet use at home - hours on average weekly



# Confidence in institutions

Question: “How much confidence you have in the people running each one. Use a scale of 1 to 5 where “1” means no confidence at all and “5” means total confidence.”

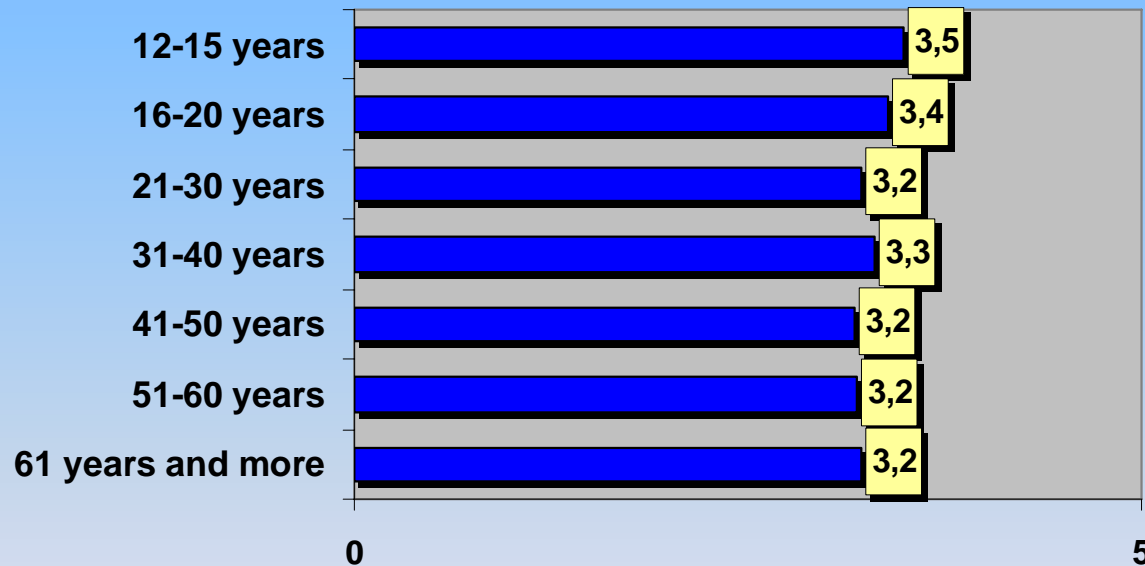
## Confidence in Institutions



# Confidence in the Internet according to the age

- No difference between men and women

## Confidence in the Internet - only Internet users



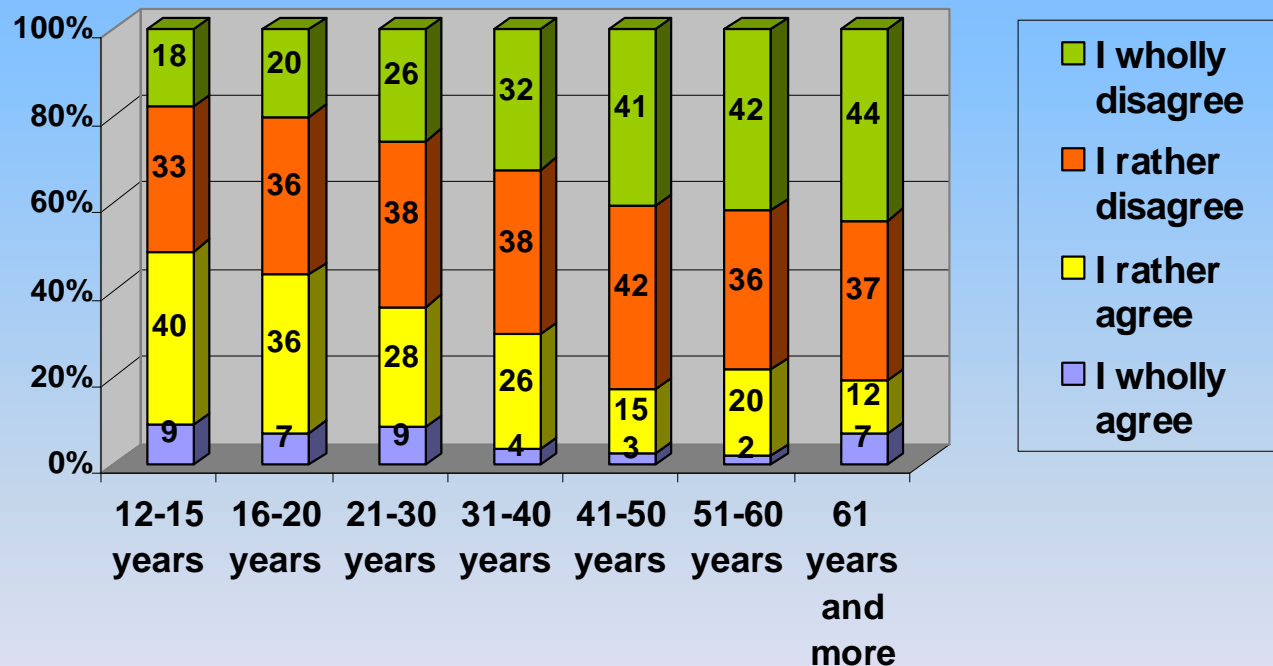
[F (1, 593) = 2.60, p < .05]

## Internet generation specifics – “self expression”

- “I find it easier to express myself on the Internet than in a normal conversation.”– agree 32.2% population (only Internet users!)
- agree 31.4% women, 32.8% men (not stat. sig.!)
- aged 12 – 20 years: agree 48.7% girls, 42.8% boys
  - [ $\chi^2 (3, N = 245) = 7.67, p = .053, \phi = 0.177$ ]
- “I’m rather bashful” ..  $r = 0.13$  ( $p < .01$ )
- “If I could choose between a normal face-to-face conversation and communication using the Internet, I would choose the Internet (e-mail, chat, etc.)”  $r = 0.46$  ( $p < .01$ )
- “I am more open on the Internet than in reality“  $r = 0.66$  ( $p < .01$ )
- “I can better express my emotions (feelings, senses) on the Internet.”  $r = 0.73$  ( $p < 0.01$ )

# Internet generation specifics – “self expression”

"I find it easier to express myself on the Internet than in a normal conversation" according to the age

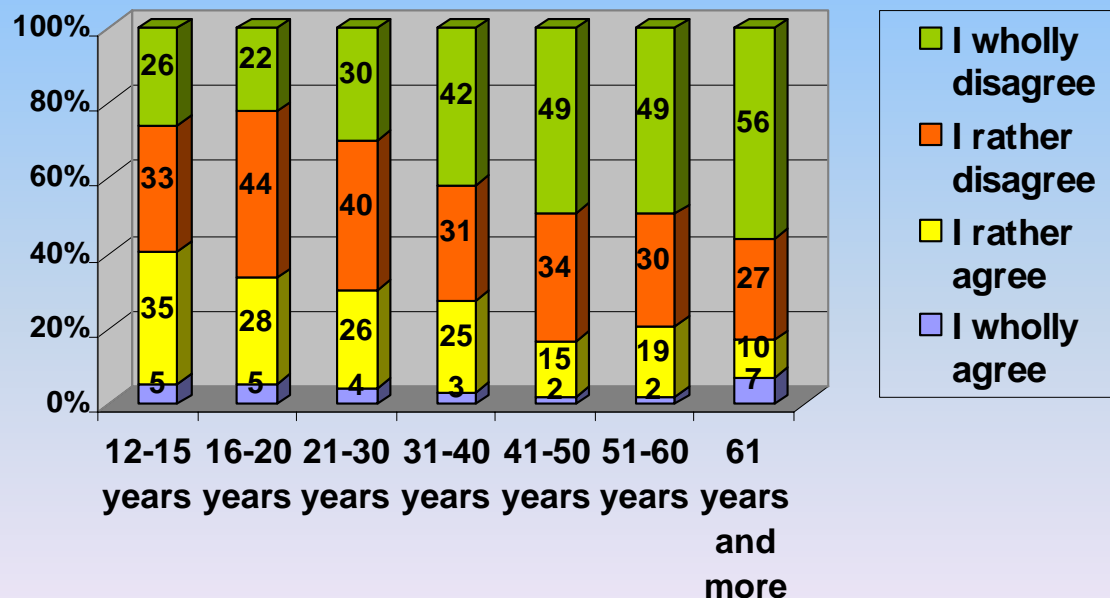


[ $\chi^2(1, N = 899) = 62.34, p = .000, \text{phi} = 0.263$ ]

# Internet generation specifics – emotion expression

- “I can better express my emotions (feelings, senses) on the Internet.” – agree 27.4% of population
- women 26.2%, men 28.5% (not stat. sig.)

**“I can better express my emotions (feelings, senses) on the Internet” according to the age**

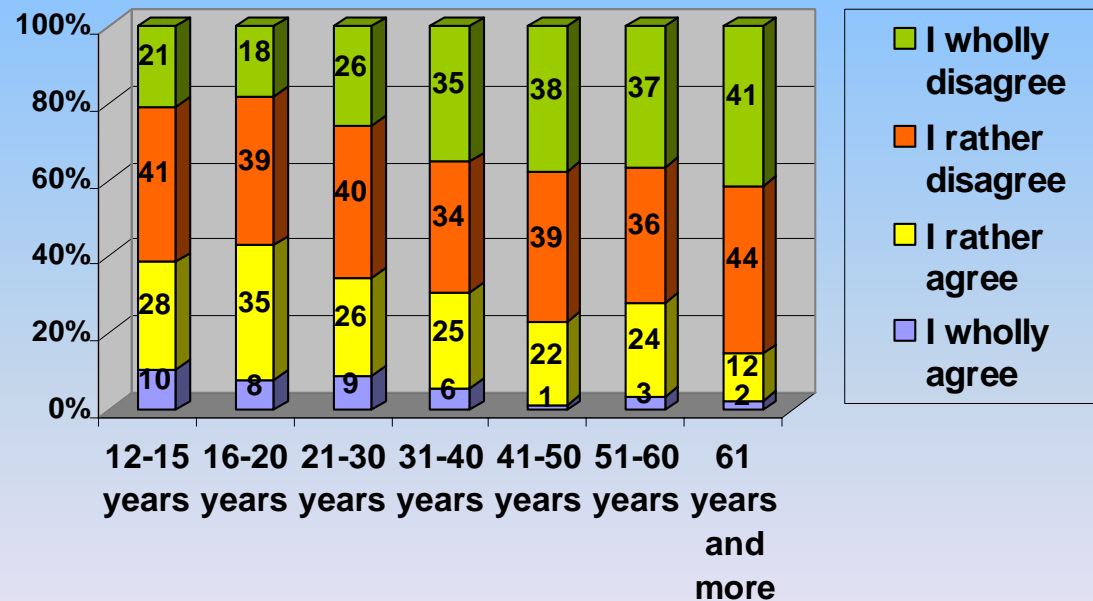


[ $\chi^2$  (1, N = 899) = 59.74,  $p$  = .000,  $\phi$  = 0.258]

# Internet generation specifics – virtual openness

- “I am more open on the Internet than in reality” – agree 31.9% of population

“I am more open on the Internet than in reality”  
according to the age



$[\chi^2 (1, N = 897) = 43.52, p = .001, \phi = 0.220]$

# Conclusions

Half of the population of the Czech Republic is using the Internet.

“Digital Divide” still exists in the Czech Republic, but as we can see from the US trends, the perspectives are positive.

- We are still at the beginning – the broadband is coming!
- We can expect deeper changes in the people’s lives and behaviour.

Young generation trends:

- Adolescents' specifics      OR
- Internet generation          ?

**You can download this presentation from the following link:**

<http://fss.muni.cz/ivdmr/info/storage/smahel2005-cyberspace.pdf>

**Thank you for your attention.**