



World Internet Project

International Report 2009

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World Internet Project

International Report 2009

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World Internet Project 2009

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Contents: World Internet Project 2009

Introduction:

World Internet Project 2009	10
--	-----------

Highlights	12
-------------------------	-----------

International Partners: Status Reports.....21

Australia	22
Canada	25
Urban China	29
Colombia	32
Czech Republic.....	34
Hungary	36
Israel	39
Macao	41
New Zealand.....	43
Singapore.....	46
Sweden.....	48
United Kingdom	52
United States of America	55

Findings.....	58
----------------------	-----------

Internet Users and Non-Users58

1. Internet Use in the World Internet Project (WIP) Countries and Regions.....	59
2. Gender Divide: Internet Use Among Men and Women	60
Detailed Responses.....	61
3. Internet Use and Education Levels.....	62
Detailed Responses.....	63

4. Age and Internet Use	66
Detailed Responses.....	67
5. Internet Use and Income Level	71
6. Internet Use at Home	72
7. Internet Use at Work	73
8. Internet Use at School.....	74
9. Internet Access from Other Locations	75
10. Years Online.....	76
11. Internet Connections: Broadband, Modem, Cell Phone	77
12. Wireless Devices and Internet Access.....	78
13. Internet Access by Wireless Computers: Hours Per Week.....	79
14. Internet Non-Users – Reasons for Not Going Online	80
Detailed Responses.....	81

Access to Online Information Sites84

15. Overview: Access to Online Information Sites.....	85
16. Searching for Products Online	86
Detailed Responses.....	87
17. Internet Surfing.....	91
Detailed Responses.....	92
18. Travel Information	96
Detailed Responses.....	97
19. Internet Use to Look for Jobs or Work	101
Detailed Responses.....	102
20. Health Information	106
Detailed Responses.....	107
21. Religious or Spiritual Web Sites.....	111
Detailed Responses.....	112

Access to Online Services..... 116

22. Overview: Access to Online Services.....	117
23. Playing Games Online.....	118
Detailed Responses.....	119

24. Downloading or Watching Videos	123
Detailed Responses.....	124
25. Downloading or Listening to Music.....	128
Detailed Responses.....	129
26. Online Radio	133
Detailed Responses.....	134
27. Betting Online.....	138
Detailed Responses.....	139
28. Sexual Content	143
Detailed Responses.....	144
29. Distance Learning.....	148
Detailed Responses.....	149
30. Travel Reservations or Bookings	153
Detailed Responses.....	154
31. Paying Bills	158
Detailed Responses.....	159
32. Online Banking Services	163
Detailed Responses.....	164
33. Investing in Stocks, Bonds, or Funds	168
Detailed Responses.....	169
34. Finding or Checking a Fact.....	173
Detailed Responses.....	174
35. Looking up the Definition of a Word.....	178
Detailed Responses.....	179

Online Purchasing

Views about Credit Card Security 183

36. Internet Purchasing: Frequency.....	184
Detailed Responses.....	185
37. Buying Online: How Many Purchases Per Month?.....	189
38. Concerns about Credit Card Security.....	190
Detailed Responses.....	191

The Internet and Social Connections 194

Internet Use and Online Connections to Others

39. Online Contact for Hobbies and Recreation	195
Detailed Responses.....	196

40. Online Contact for Political Engagement.....	200
Detailed Responses.....	201
41. Online Connections for Religion	205
Detailed Responses.....	206
42. The Internet and Professional Connections	210
Detailed Responses.....	211
43. Internet Use: Contact with Family	215
Detailed Responses.....	216
44. Internet Use: Contact with Friends.....	220
Detailed Responses.....	221
45. Face-to-Face Time with Family	225
Detailed Responses.....	226
46. Face-to-Face Time with Friends.....	228
Detailed Responses.....	229
47. Time Spent Socializing with Friends: Users vs. Non-Users ..	231
48. Time Spent Socializing with Family: Users vs. Non-Users ...	232
49. Internet Use and Productivity at Work	233
Detailed Responses.....	234

The Internet and The Political Process 238

50. The Internet for Understanding Politics	239
Detailed Responses.....	240
51. The Internet and Engaging Public Officials.....	244
Detailed Responses.....	245
52. The Internet and Political Empowerment	249
Detailed Responses	250
53. Does the Internet Give Users More Involvement in Government?	254
Detailed Responses.....	255

Media Reliability and Importance 259

54. Information on the Internet: Is it Reliable?	260
Detailed Responses.....	261

Views about the Importance of Media as Information Sources

Comparison: Importance of Media as Information Sources.....	265
---	-----

55. The Internet: Importance as Information Source	266
Detailed Responses.....	267
56. Television: Importance as an Information Source.....	271
Detailed Responses.....	272
Users vs. Non-Users	276
57. Newspapers: Importance as Information Sources	277
Detailed Responses.....	278
Users vs. Non-Users	282
58. Radio: Importance as an Information Source	283
Detailed Responses.....	284
Users vs. Non-Users	288
59. Using the Internet to Look for News	289
Detailed Responses.....	290
Views about the Importance of Media	
as Sources of Entertainment.....	294
60. The Internet: Importance as a Source of Entertainment.....	295
Detailed Responses.....	296
61. Television: Importance as an Entertainment Source	300
Detailed Responses.....	301
Users vs. Non-Users	305
62. Newspapers as Sources of Entertainment	306
Detailed Responses.....	307
Users vs. Non-Users	311
63. Radio as an Entertainment Source.....	312
Detailed Responses.....	313
Users vs. Non-Users	317
Comparison: The Internet's Importance	
as a Source of Information or Entertainment	318
Offline Media Use: Internet Users vs. Non-Users.....	319
64. Television Viewing: Users vs. Non-Users.....	319
65. Radio Listening: Users vs. Non-Users.....	320
66. Newspaper Reading: Users vs. Non-Users.....	321
67. Multitasking while Using the Internet.....	322

Online Communication 323

68. E-mail Use	324
Detailed Responses.....	325
69. Instant Messaging	329
Detailed Responses.....	330
70. E-mails and Attachments	334
Detailed Responses.....	335
71. Participation in Chat Rooms	339
Detailed Responses.....	340
72. Online Telephone Calls	344
Detailed Responses.....	345

Blogs349

73. Work on Blogs	349
Detailed Responses.....	350
74. Reading Blogs	354
Detailed Responses.....	355

The Internet and Education 359

75. The Internet and School-Related Work	360
Detailed Responses.....	361
76. Distance Learning.....	365
Detailed Responses.....	366

Appendix 1: The World Internet Project: International Contacts 370

Appendix 2: Research Methods..... 371

World Internet Project 2009

Welcome to the findings of the 2009 World Internet Project.

This report presents the first published results of the World Internet Project, collaboratively produced by the Center for the Digital Future in the USC Annenberg School for Communication in the USA and 13 other member countries and regions. This work on the impact of the Internet has evolved during eight years of exploration and reveals an international picture of change brought about by online technology.

We originally created this project in 1999 because the Internet represents the most important technological development of our generation; the effects of the Internet may surpass those of television and could someday rival those of the printing press.

In little more than a decade, the Internet has become a worldwide phenomenon, transforming entertainment, communication, information-gathering, and education across the globe. The scope of change varies widely from country to country -- a prime reason for a comparative international study.

By beginning our study of the Internet early in its evolution, we have built a broad base of knowledge and analyze the effects of the

Internet as it evolves, and not as postscripts after it has matured.

This global perspective is increasingly useful as it becomes clear that individual countries and regions are taking the technological lead in a variety of ways. For example, some countries and regions now have near-universal access to the Internet through a broadband connection. The implications of these differences are significant; how is always-on, high-speed online access shaping the lives of individuals in these leading countries?

To achieve our objectives, the partners in the World Internet Project conduct surveys of individuals in thousands of households, compiling the responses of Internet users and non-users. We explore how online technology affects the lives of those who use the Internet, and how the views and behavior of users differ from those of people who are not online.

The World Internet Project partners are expanding their exploration of Internet use as technology evolves. As new types of access become available -- such as the growth of broadband five years ago, wireless access today, or when other methods now unknown come tomorrow -- the project will track them.

The World Internet Project: Why An Ongoing Study Of The Internet?

The research by the global network of partners in the World Internet Project differs from most other studies of online technology in four principal ways:

1. The World Internet Project looks at the social impact of the Internet

Most Internet studies gather data about who is online, how long they are online, and what they do online. The World Internet Project also compiles this information, but then examines the implications of the use of online technology, and links this use to a broad range of values, behavior, attitudes, and perceptions.

2. The project focuses on Internet non-users as well as users

The World Internet Project follows how the behavior and views of Internet users differ from those of non-users. Especially important as we go along is noting changes in the behavior and views of individuals who are initially non-users and later become users.

3. The World Internet Project engages government and private industry decision-makers who can create policy based on our findings

Our work involves public and private organizations that use our results. Many WIP partners work closely with corporations – some of which are direct competitors – and foundations, all of whom are engaged with us in an ongoing dialogue about the issues we explore in our studies.

The World Internet Project: Key Areas

As you will see in these pages, the World Internet Project includes findings that compare the actions and views of Internet users and non-users. The survey is organized into nine general subject areas and 76 specific categories :

- Internet users and non-users
- Access to online information sites
- Access to online services
- Online purchasing and views about credit card security
- The Internet and social connections
- The Internet and the political process
- Media reliability and importance
- Online communication
- The Internet and education

We hope these findings from the first World Internet Project report will enlighten you about the many ways in which online technology is transforming our world.

Jeffrey I. Cole, Ph.D.
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Founder and Organizer, World Internet Project

Highlights: World Internet Project 2009

Highlights: World Internet Project 2009

Internet Users and Non-Users

1. Internet Use in the World Internet Project (WIP) Countries and Regions -- A majority of people age 18 and older in all of the World Internet Project (WIP) countries and regions except Hungary are current Internet users -- with particularly high Internet penetration in most WIP countries. (Page 59)

2. Gender Divide: Internet Use Among Men and Women -- In six of the reporting countries and regions in the World Internet Project, Internet use is approximately the same for men and women. However, gender gaps from 5-15 percent still exist. In two WIP countries, slightly more women than men report use of the Internet. (Page 60)

3. Internet Use and Education Levels -- In all of the WIP countries and regions, high levels of education in general correspond with high percentages of Internet use. (Page 62)

4. Age and Internet Use -- In all of the WIP countries and regions, Internet use relates directly to age. Among those ages 12-14, Internet use is extremely high, and in five WIP countries and regions, nearly all respondents in that age range are users. (Page 66)

5. Internet Use and Income Level -- The WIP countries and regions reported some level of disparity in Internet use when comparing users at the upper 50 percent of income with those in the lower 50 percent. (Page 71)

6. Internet Use at Home -- All of the WIP countries and regions report some use of the Internet at home through a wired PC, but usage varies widely. (Page 72)

7. Internet Use at Work -- Internet users who are employed and have a wired PC at work in the United States and Canada reported the highest number of hours per week online at work outside the home. Urban China reported the lowest. (Page 73)

8. Internet Use at School -- Users in Australia reported the highest number of hours per week online from a wired PC at school -- two hours more per week than the next highest country. (Page 74)

9. Internet Access from Other Locations -- All of the responding countries and regions report some Internet access using a wired PC in locations other than home, school, or work, but that usage is primarily quite low -- under one hour per week in five WIP countries and regions. (Page 75)

10. Years Online -- Users in 11 WIP countries and regions report an average of more than a half-decade of experience online. (Page 76)

11. Internet Connections: Broadband, Modem, and Cell Phone -- In all of the WIP countries and regions, large majorities of users go online at home through a broadband connection. In Macao, access by broadband at home is almost universal (97 percent). Phone modems seem to be shrinking as a factor in the lives of Internet users. Internet access by cell phone is used by very small percentages of users, with the exception of the United Kingdom, which reported the only double-digit percentage of online access by cell phone. (Page 77)

12. Wireless Devices and Internet Access -- Internet access through wireless devices is still low in the World Internet Project countries and regions. (Page 78)

13. Internet Access by Wireless Computers: Hours Per Week -- Users report much higher online access through wireless connection on computers -- either desktop or laptop -- compared to other wireless devices. (Page 79)

Access to Online Information Sites

15. Overview: Access to Online Information Sites -- Internet users in all of the WIP countries and regions go online at least weekly to explore a broad range of information sites, but the percentage of users varies widely. (Page 85)

16. Searching for Products Online -- High percentages of users in most of the reporting countries and regions go online for product information. In eight WIP countries and regions, more than 35 percent of users said they go online at least weekly to look for information about a product. (Page 86)

17. Internet Surfing -- Internet users report a wide range of experiences in “surfing” or general browsing of Web sites. (Page 91)

18. Travel Information -- Large percentages of users access the Internet for travel information; relatively low percentages have never gone online for travel information. (Page 96)

Access to Online Services

22. Overview: Access to Online Services -- A broad range of users in the WIP countries and regions go online to access services. However, as with using the Internet for online information sites, the percentage of those who use online services at least weekly varies widely. (Page 117)

23. Playing Games Online -- Relatively small percentages of users in all of the WIP countries and regions go online to play games. (Page 118)

14. Internet Non-Users -- Reasons for Not Going Online -- In all of the WIP countries and regions other than the Czech Republic, Singapore, and the United States, “no interest/not useful” is the most-cited reason for being an Internet non-user. The expense of going online is not a significant factor in most WIP countries. (Page 80)

19. Internet Use to Look for Jobs or Work -- More than 20 percent of users in eight WIP countries and regions do so at least monthly. (Page 101)

20. Health Information -- Twenty percent or more of users in six WIP countries and regions go online for health information at least weekly. (Page 106)

21. Religious or Spiritual Web Sites -- Small percentages of users go online to look at Web sites for religious or spiritual information. In three countries and regions -- Israel, New Zealand, and Singapore -- 20 percent or more of users go online at least monthly for religious or spiritual Web sites. (Page 111)

24. Downloading or Watching Videos -- Only in urban China (37 percent) did more than 30 percent of users go online at least weekly to download or watch videos. (Page 123)

25. Downloading or Listening to Music -- Compared to those who go online for video content, larger percentages of users go online to download or listen to music. In five WIP countries and regions, more than 30 percent go online at least weekly to listen to music or download songs. (Page 128)

26. Online Radio -- While moderate percentages of users go online to download music, lower percentages of users listen to online radio. (Page 133)

27. Betting Online -- The largest percentage of users who bet at least weekly is in Sweden: four percent. (Page 138)

28. Sexual Content -- In all of the WIP countries and regions, less than 15 percent say they go online at least weekly to look at sexual content. (Page 143)

29. Distance Learning -- More than eight percent of users in all of the WIP countries and regions except Sweden do so at least monthly. (Page 148)

30. Travel Reservations or Bookings -- In six countries and regions, 15 percent or more of users go online at least monthly to make travel reservations. (Page 153)

Online Purchasing Views about Credit Card Security

36. Internet Purchasing: Frequency -- Purchasing online is not a part of the regular Internet experience in many WIP countries. The WIP countries and regions report a wide range of online buying frequency; the percentage of users who never buy online ranges from 12 percent in the United States to 92 percent in Colombia. (Page 184)

31. Paying Bills -- Thirty percent or more of users in seven WIP countries and regions go online to pay bills at least monthly. (Page 158)

32. Online Banking Services -- In eight responding countries and regions, at least 25 percent of users go online for online banking services at least weekly, and at least 35 percent in eight countries and regions go online for these services at least monthly. (Page 163)

33. Investing in Stocks, Bonds, or Funds -- Going online to invest on a regular basis is done by small percentages of users in the WIP countries and regions, with urban China (13 percent) and Macao (15 percent) reporting double-digit percentages of users who go online at least weekly to invest in stocks, bonds, or funds. (Page 168)

34. Finding or Checking a Fact -- Forty percent or more of users in eight WIP countries and regions go online at least weekly for fact finding or fact checking; at least 30 percent do so in all of the responding countries and regions. (Page 173)

35. Looking up the Definition of a Word -- Thirty percent or more of users in seven WIP countries and regions go online at least weekly to look up a word -- in particular, Macao (41 percent), and Canada and Colombia (both 36 percent). (Page 178)

Looking at users who do buy online, four countries and regions reported double-digit percentages of users who buy online at least weekly, and nine countries and regions in which more than 20 percent of users report buying online at least monthly.

37. Buying Online: Purchases Per Month -- Online purchasing remains at relatively low levels in most of the countries and regions in the World Internet Project, with only Macao reporting more than two purchases per month. (Page 189)

38. Concerns about Credit Card Security -- Levels of concern about the security of credit card information during online purchasing are high. At least 70 percent of Internet users age 18 or older in all of the

WIP countries and regions report some level of concern when or if they bought something online. (Page 190)

The Internet and Social Connections

Internet Use and Online Connections to Others

39. Online Contact for Hobbies and Recreation -- In all of the WIP countries and regions except Colombia, more than half of users say that the Internet has no impact on their contact with people who share their hobbies or recreational activities. (Page 195)

40. Online Contact for Political Engagement -- In all of the WIP countries other than Colombia or Hungary, more than 70 percent of users say the Internet has no impact on their contact with people who share their political interests. (Page 200)

41. Online Connections for Religion -- Only Colombia, Israel, Singapore, and the United States report more than 10 percent of users who said that Internet use has increased their contact with people who share their religion. (Page 205)

42. The Internet and Professional Connections -- In all of the WIP countries and regions except Australia, Colombia, and New Zealand, 50 percent or more of users said that the Internet has no impact on contact with people who share their professional connections. (Page 210)

43. Internet Use: Contact with Family -- In Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States, more than 30 percent of respondents said that Internet use increased their contact with their families. In most of the WIP countries and regions, more than half of users cite no effect on their contact with family. (Page 215)

44. Internet Use: Contact with Friends -- More users reported that Internet use had an effect on contact with friends, compared to those who said that going online affects contact with family. More than 40 percent of users in Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States reported such increases. (Page 220)

45. Face-to-Face Time with Family -- More than 60 percent of Internet users in all of the WIP countries and regions reported that Internet use had no effect on face-to-face time in their household. However, of particular note is that in all of the WIP countries and regions, although the time spent by most users with members of their households is unchanged, of those users that do report change, much larger percentages are reporting that they spend less time than more time. (Page 225)

46. Face-to-Face Time with Friends -- More than three-quarters of users in all of the WIP countries and regions except Colombia said that since being connected to the Internet, their face-to-face time spent with friends has remained the same. (Page 228)

47. Time Spent Socializing with Friends: Users vs. Non-Users -- Internet users in all of the WIP countries and regions except the United States report spending the same amount of time or more time socializing face-to-face with friends than do non-users. (Page 231)

48. Time Spent Socializing with Family: Users vs. Non-Users -- Compared with responses about time spent socializing with friends, the responses were more mixed when users and non-users were asked about time spent socializing face-to-face with family. In six WIP countries and regions, users reported more time than non-users spent socializing with family. (Page 232)

The Internet and the Political Process

50. The Internet for Understanding Politics -- In eight WIP countries and regions, less than 50 percent of users believe that the Internet can help people better understand politics. However, more than a majority of users in Australia, urban China, Colombia, Macao, and the United States agree or strongly agree that the Internet helps people understand politics. (Page 239)

51. The Internet and Engaging Public Officials -- The only country or region that reported a majority of users agreeing that Internet use will make public officials care more about what people like them will think is urban China. (Page 244)

Media Reliability and Importance

54. Information on the Internet: Reliability -- While large percentages in the WIP countries and regions report that most of the information online is generally reliable, surprisingly high percentages of users said that only half or less of the information online is reliable.

Views about the Importance of Media as Information Sources

In all of the WIP countries and regions except for Macao and Sweden, larger percentages ranked the Internet as an important or very important source of information than they did for television, newspapers, or radio. (Page 265)

49. Internet Use and Productivity at Work -- Large majorities of respondents in all of the WIP countries and regions except Sweden said that having Internet access at work has improved their performance or productivity. In all of the WIP countries and regions, more than 90 percent of respondents reported no negative effects on productivity. (Page 233)

52. The Internet and Political Empowerment -- Low percentages of users said that the Internet gives users more political power or influence. The highest level of agreement among respondents who said that the Internet gives more political power was reported in Australia (36 percent). (Page 249)

53. The Internet and Involvement in Government -- Relatively low percentages of users in most of the WIP countries and regions said the Internet gives users more of a say in government action. Five countries and regions reported 25 percent or less agreement, and five countries and regions reported 25-40 percent. (Page 254)

In all of the WIP countries and regions, 40 percent or more of users said that one half or less of information on the Internet is reliable. (Page 260)

55. The Internet: Importance as an Information Source -- Two-thirds or more of users in all of the WIP countries and regions except for Sweden said that the Internet is an important or very important source of information. (Page 266)

56. Television: Importance as an Information Source -- Large percentages of users said that television is an important source of information. However, comparing the views of users about the Internet vs. television as information sources, higher percentages of users in all of the WIP countries and regions except Sweden ranked the Internet as important or very important. (Page 271)

56. Television: Importance as an Information Source: Users Vs. Non-Users -- In all of the WIP countries and regions, more than a majority of non-users said television was important or very important for information. In all of the WIP countries and regions except Australia, more than a majority of users as well said that television was important or very important as an information source. (Page 276)

57. Newspapers: Importance as an Information Sources -- Forty-

five percent or more of users in all of the WIP countries and regions ranked newspapers as an important or very important source of information. (Page 277)

58. Radio: Importance as an Information Source -- Less than half of Internet users in all of the WIP countries and regions except Colombia and the United States said that radio was an important or very importance information source. (Page 283)

59. Using the Internet to Look for News -- In all of the reporting countries and regions other than Colombia and the United Kingdom, more than 30 percent of users go online to look for news at least daily. At the opposite extreme, in eight WIP countries and regions 20 percent or less of users never go online to look for news. (Page 289)

Views about the Importance of Media as Sources of Entertainment

While more than half of Internet users in all of the WIP countries and regions said that going online is an important or very important method of accessing information, much lower percentages of users in most of the participating countries and regions ranked the Internet highly in importance for entertainment.

In all of the WIP countries and regions except for urban China and Colombia, lower percentages ranked the Internet as an important or very important source of entertainment than they did for other media (television, radio, or radio).

60. The Internet: Importance as a Source of Entertainment -- More than 30 percent of users said the Internet is an important or very important source of entertainment, with the highs in the range reported in urban China (76 percent), Colombia (72 percent), the United States (58 percent), Canada and Singapore (53 percent), and Israel (52 percent). (Page 295)

61. Television: Importance as an Entertainment Source among Internet Users -- More than half of users in all of the WIP countries and regions said that television is an important or very important source of entertainment. Yet in only one country – the United States (80 percent) – did more than 70 percent of users rank television as important for entertainment.

Users in all of the WIP countries and regions except for urban China reported at least double-digit percentages of those who said that television was not important for entertainment. (Page 300)

62. Newspapers as Sources of Entertainment -- In only five WIP countries and regions (urban China, Colombia, Macao, New Zealand, and Singapore) did more than 40 percent of users say that newspapers are important or very important sources of entertainment. And, in seven WIP countries and regions, more than 30 percent of users said that newspapers were not important as entertainment sources. (Page 306)

63. Radio as an Entertainment Source -- Even with the emergence of online music sources, radio remains an important source of entertainment for Internet users. In six WIP countries and regions, more than 40 percent of users said that radio is important or very important for

entertainment. Only in Macao (19 percent) did less than one-quarter of users say that radio was important as an entertainment source. (Page 312)

Comparison: The Internet's Importance as a Source of Information or Entertainment

Higher percentages of users in all of the WIP countries and regions said that the Internet is an important or very important source of information, compared to the percentages of those who ranked the Internet as important or very important for entertainment.

The largest disparities in the percentages of those who ranked the Internet important or very important for information vs. entertainment were found in Australia (37 percent), Macao (26 percent), and the Czech Republic and the United States (23 percent). (Page 318)

Offline Media Use: Internet Users vs. Non-Users

64. Television Viewing: Users vs. Non-Users -- In all but one of the WIP countries and regions, Internet non-users spend more time than users each week watching television offline. The difference between users and non-users in time spent watching television was largest in the United States (8 hours), the United Kingdom and urban China (7 hours), Australia (6 hours), and the Czech Republic and New Zealand (5 hours). (Page 319)

65. Radio Listening: Users vs. Non-Users -- In all of the WIP countries and regions other than urban China, the Czech Republic, Hungary, and Israel, Internet non-users spent more time than users listening to the radio offline. (Page 320)

66. Newspaper Reading: Users vs. Non-Users -- Non-users in nine WIP countries and regions spent slightly more time reading offline newspapers than do users. However, the differences in all of the countries and regions was marginal. (Page 321)

67. Multitasking while Using the Internet -- Sixty percent or more of Internet users in all of the WIP countries and regions multitask while online by using other technology – such as listening to music, watching television, or talking on the telephone -- with a high of 79 percent in the United States. (Page 322)

Online Communication

68. E-mail Use -- Large percentages of users in almost all of the WIP countries and regions check their e-mail at least daily, and often several times a day. Only in urban China did fewer than 40 percent of users report checking their e-mail daily.

Yet significant percentages of Internet e-mail users in some countries check monthly or less, or don't use e-mail at all. (Page 324)

69. Instant Messaging -- Small numbers of Internet users in most of the WIP countries and regions routinely use instant messaging. In seven WIP countries and regions, 30 percent or more of respondents said they use instant messaging daily or several times a day. However, in nine WIP countries and regions, at least 40 percent of users said they never use instant messaging. (Page 329)

70. E-mails and Attachments -- Internet users are also frequent senders of e-mails with attachments. In 10 WIP countries and regions, more than half of users report sending e-mails with attachments at least weekly. (Page 334)

Blogs

73. Work on Blogs -- Most Internet users do not work on blogs. However, in urban China, Colombia, the Czech Republic, Macao, and Singapore, 10 percent or more of users work on their blog at least weekly. (Page 349)

74. Reading Blogs -- Larger percentages of users read blogs than work on their own. In three countries and regions, 20 percent or more of

71. Participation in Chat Rooms -- Small percentages of users report participating in chat rooms. The largest percentage of users who report some level of chat room participation were in the Czech Republic (50 percent), compared to a low of 13 percent in Australia, 12 percent in Israel, and 11 percent in Sweden. (Page 339)

72. Online Telephone Calls -- Making telephone calls through the Internet is done by small percentages of users in all of the WIP countries and regions except for the Czech Republic, where 45 percent use this service. In eight WIP countries and regions, 10 percent or more of users make telephone calls on the Internet at least weekly. (Page 344)

users read blogs at least weekly: China at 37 percent, Macao at 29 percent, and the Czech Republic at 20 percent.

However, more than half of users in all of the WIP countries and region except for urban China never read blogs; in five of the countries, more than 70 percent never read blogs. (Page 354)

The Internet and Education

75. The Internet and School-Related Work -- Large percentages of Internet users who are students go online to find information for their school-related work. In all of the WIP countries and regions except Israel, more than half of Internet users who are students and not employed go online at least weekly to get information for school work.

Yet in spite of the high use reported for school work, surprisingly high percentages of students never go online for schoolwork, or do so less than monthly; nine WIP countries and regions reported double-digit percentages of these students. (Page 360)

76. Distance Learning -- Only small percentages of Internet users go online to participate in distance learning for an academic degree or job training. In all of the WIP countries and regions, more than 70 percent of users have never participated in distance learning. However, in nine WIP countries and regions, 10 percent or more of users participate in distance learning at least monthly. The highest percentages of those who participate in distance learning at least monthly were reported in New Zealand (21 percent), Singapore (18 percent), and urban China (15 percent). (Page 365)

World Internet Project 2009

International Partners: Status Reports

The Internet in Australia

ARC Centre for Creative Innovation
Institute for Social Research
Swinburne University of Technology
www.cci.edu.au/projects/digital-futures

Geography and history have shaped the Internet in Australia. The growth of Internet use has been a story in two parts: rapid acceptance of dial-up access during the 1990s, followed by more slowly accelerating broadband take-up in the new millennium. While broadband use is now increasing, its current status is the result of a distinctive communications landscape, characterized by infrastructure and competition issues, and policy questions that have taken many years to resolve.

Australia has a small population concentrated in a few major cities dispersed across a large area. Supporting communication services for Australians living outside of major cities has long been a critical problem for governments. At the same time, the policy decisions that have led to comparatively low levels of subscription television enrollment have also influenced the adoption of broadband.

The issue of lagging broadband take-up became important during the 2007 national election with the two major parties putting forward distinct options for the development of high-speed Internet infrastructure. Australia's new Labor government is committed to public funding for a new network based on fibre to the node technology. The objective is to provide a minimum 12 Mbps connection to 98 percent of the Australian population by 2012.

Internet Users

Currently, the overwhelming majority of Australians are Internet users; almost three-quarters of Australians had used the Internet in the three months leading up to our 2007 survey. A fifth of the population have never used the Internet, while slightly less than one in ten Australians have used the Internet at some point but are not current users.

The Internet is a fairly mature technology in Australia. A majority of Internet users are "experienced users," having been online between six and ten years. Just under one in five are "old hands" (10 years or more). A very small proportion of users had taken up use in the last year. On average men have been online 16 months longer than women.

Internet use in Australia varies greatly between different groups. Younger people, students, employed persons, and higher educated and higher income individuals are all more likely to use the Internet than retired people, home-makers, older people, and lower educated and lower income individuals. Men are slightly more likely than women to be Internet users, but based on previous research this gap seems to be narrowing.

Internet Access

Almost three-quarters of Australians have home Internet access and the majority of those now have broadband access. Home is the most popular location for people to access the Internet, followed by work, and then school or other educational institutions. Other locations do not account for a high level of use across the population.

While having a broadband connection at home does not make Australians more likely to use the Internet than those with a dial-up connection, it does make them more likely to use the Internet for longer periods.

Non-users

Ex-users and non-users have different reasons for not using the Internet. Ex-users are more likely to cite being too busy or not having a computer or Internet connection while non-users are more likely say they are confused by the technology or have no interest.

The Internet and Communication

E-mail is the most popular means for communicating online. Over three quarters of our respondents check their e-mail at least once a day. Instant messaging is also a popular communications tool with one in five users messaging daily. Most people do not make phone calls over the Internet but those that do use it very regularly.

The Internet has become a very important source of information dissemination in Australia. It is more important to users than the traditional media of newspapers, radio, and television. About six in ten users would visit an online news service if either a large international or large local story was breaking. Overall, Internet users rate the Internet as reliable an information source as newspapers and more reliable than television. Internet users are more likely to consider the Internet as a reliable source of information than non-users while these groups have very similar view of television's reliability. Non-users are slightly more skeptical of newspapers than Internet users.

Media Use

Internet users spend less time watching television, listening to radio and reading newspapers than non-users. Television watching is the media-related activity most affected by Internet use. Four in ten users say they watch less television while less than a quarter feel they read newspapers or books less since they gained access to the Internet.

While the Internet is an important source of entertainment for some Australians, it has yet to challenge television or even radio for most users. However, the proportion of users who describe the Internet as a very important source of entertainment is just slightly less than the proportion for television, which points to the potential of the Internet, particularly as the broadband network in Australia extends its coverage and capacity.

The most popular entertainment-related Internet activities being undertaken by Australian users are downloading or listening to music online, surfing or browsing the web, finding out information about food such as recipes, looking for information about restaurants, and visiting sites dedicated to particular artists.

Australians are beginning to embrace the Internet as a source of entertainment and cultural content. Currently, Australians still have a clear preference for "hard copy"; almost half of Internet users would not consider downloading music or movies instead of buying a physical copy at any price. Only around one in twenty users would be prepared to pay a price comparable to an offline version of a CD or DVD for a downloaded version. Internet users are much more likely to access their movies and music in traditional offline ways than through the Internet. Even in relation to digital music, users are more likely to copy their own or a friend's CD than to buy songs by downloading from the net.

The Internet, Productivity, and Personal Creativity

Australians are positive about the impact of Internet use on creativity and productivity. Half of users felt that Internet access had improved their work performance, and less than one in twenty thought it had deteriorated since gaining access to the Internet. While only a small proportion of Australians have a personal website or blog and one quarter post their photographs, most still feel that their Internet access has enabled them to share creative work they liked with others. Just under half of Australians say that the Internet has enabled them to share their own creative work while nearly a quarter of users feel that access has encouraged them to produce their own creative work and share it with others.

Politics Online

Australia had a federal election in 2007, so the relationship between politics and the Internet was certainly topical. This was the first federal election where the Internet was extensively used by the major parties to get their message across. The Australian Labor Party, in particular, concentrated heavily on its online advertising, using the Internet to respond almost instantly to television advertising put out by its opponents. The Internet was also a major source of political satire during the campaign, which was also responsible for a number of news and current affairs sites increasing their visitation and recognition amongst the broader population.

Internet users in Australia are much more optimistic about the capacity of the Internet for informing and empowering Australian citizens than non-users. They also believe that the Internet is becoming important for the political campaign process. Just under half of users agreed with this statement. Close to a third of non-users said they did not know if this was the case.

Online Purchasing

Australia's relatively small and spatially dispersed domestic consumer market would appear well suited to online commerce. The size of the Australian market and its dispersal across a large area means that many specialist consumer goods may be expensive or hard to obtain through traditional distribution channels.

Just under half of Australian Internet users purchase at least one product a month, and those who use the Internet to purchase spend on average \$200 per month online (the median amount spent was \$100). Most Internet users are using the net to research products. Making travel bookings, paying bills, banking, and purchasing event tickets are all popular online activities.

Privacy and Security

Despite the widespread use of the Internet to buy goods, Australians are still concerned about the security and privacy of online commerce. A majority of users are "very" or "extremely concerned" about credit card security online, while an even greater proportion of non-users say they "would" be concerned about credit card security if they were to purchase online. Around a half of users are concerned about their personal information being revealed to third parties as a result of purchasing online.

The Future

The new government's ambitious plans for broadband delivery in Australia promise to make the next few years a period of dynamism and innovation in Australians' use and experience of the Internet.

The Internet in Canada

Canadian Internet Project/Recherche Internet Canada
www.ciponline.ca

In Canada, the Internet and emerging digital technologies continue to proliferate and remain seamlessly integrated into the everyday lives of a majority of Canadians.

Since 2004, Canada has had relatively high levels of Internet penetration and high-speed broadband connectivity. Seventy-eight percent of Canadians over age 12 are current Internet users and nearly 80 percent of those have access to a high-speed connection. Only 10% of Canadians are “hard core” non-users, who have never used the Internet and have no plans to do so. Internet use is almost universal among younger Canadians; 96% of those aged 12–17 and 90% of those aged 18–29 are current users. For all Canadian Internet users, the average time spent online from all locations is 17 hours per week.

Today, Canadians are predominantly home users of the Internet, emerging technologies and Information and Communication Technologies (ICTs). Access from more public locations is much less common. Canadians tend to be early adopters; the ever-expanding range of online services have led them to engage in a wide variety of communication, information-seeking, commercial, entertainment, and social activities on the Internet.

Recently, we have witnessed increasing use of the Internet for socializing and self-expression. In addition, we are finding a transformation in perceptions about the purposes for going online: the Internet is being seen increasingly as a place for experience in itself, rather than just a medium for transmission, especially among younger users.

Internet Access and Use

In 2007, about 95 percent of Internet users reported having access at home, a significant increase from 2004. In the past few years, high-speed broadband connectivity has become common. In 2007, four in ten Internet users reported having a broadband connection at home, representing an eight percent increase from 2004. Our data suggest that cost has not been a significant factor inhibiting participation in the online world.

Canadians also access the Internet through wireless connections and mobile devices, but in much smaller numbers. In 2007, less than one in ten Internet users relied on a satellite or wireless connection at home or accessed the Internet on a cell phone or other mobile device. This is not to say that mobile devices are being rejected by Canadians. Nearly three-quarters of Canadian households have a cell phone, and 85 percent of Internet users have a mobile phone for their personal use. However, mobile phones are seen primarily as communication technologies, for voice and text messaging. Only 13 percent of Canadian Internet users employ cell phones to surf the web, send e-mail, or download music or videos.

It appears that for the foreseeable future Internet access in Canada will be predominantly through personal computers, with some increase in mobility through wireless access. In 2007, about 85 percent of the time Canadians spent online was through a wired computer, even

though one in three have used a wireless connection mostly through laptops and PDAs. The predominance of computer-based delivery reflects widespread availability of cable systems and high-speed telephone Internet services, as well as technological habits and cultural preferences. The proliferation of services for mobile devices has not yet overcome these barriers.

Popular Internet Activities

In 2007, the most common Internet activities used by Canadians during a typical week were: 1) reading and writing e-mail; 2) generally searching and browsing online; 3) checking maps or addresses; 4) reading the news; 5) looking for product information; 6) checking weather and traffic conditions; 7) looking up health and medical information; 8) looking for travel information; 9) surfing the Web; and 10) instant messaging.

Some of these activities are used more frequently than others; 80 percent of Canadian Internet users work on their e-mail at least once a day; almost 60% use a search engine at least daily; nearly one in three look for news at least once per day; and nearly half surf the web at least once every day.

On average, Canadian Internet users online report that 60% of their time is spent on information-related activities and 40% on entertainment-related activities. Entertainment engagement on the Internet has grown considerably since CIP's first survey in 2004. Online commerce is becoming commonplace.

More than seven in ten Canadian Internet users check for product information online. About half of Canadian Internet users have made a purchase online and 39 percent had done so in the previous month, an increase of close to 10 percent since 2004. Nearly two-thirds have done some banking online and more than half pay bills or make travel bookings via the Internet.

Books, clothes, music, travel bookings, electronics, and software continue to be the most purchased items. Between 2004 and 2007 the proportion of Internet users buying the most popular items increased considerably.

Online Media

Traditional media consumption online has grown over the past three years. Most significant is the increase in the use of the radio. While only about 18 percent of Canadian Internet users listened to radio online in 2004, 39 percent did so in 2007. The proportion watching television or movies online also increased substantially, from about four percent to 17 percent between 2004 and 2007.

Going online for news, already quite high in 2004, has remained steady. Reading newspapers offline has remained about the same. In Canada, the Internet is used more to supplement traditional media than to replace them. Time spent online comes not so much from traditional media as from face-to-face social activity or time with family and friends.

Self-expression Online

While the Internet retains its primary function as an instrument for communication and information-seeking, it is increasingly also a place for self-expression and content production and sharing. More than one in five Canadian Internet users report keeping a blog or personal website and a similar number have shared an original creation online.

Nearly one-third of all Internet users have posted a photo – a practice that is becoming common even among older users – and one in every ten have shared a video. In the 18-29 age group, more than half have posted a photo and almost 40% have posted on a social networking site. Nearly one in five has posted a video.

Social Networking

Similar to users in other countries, Canadians are increasingly involved in social networking sites; 40 percent of all Canadian Internet users and more than half of those ages 12 to 29 have visited a community or social networking site.

For younger users, the Internet has become more of a place for social engagement than anything else. Facebook was by far the most frequent site for engagement. Of those who engage in social networking sites, 53 percent have visited Facebook. Canadians indicated the most important reason for visiting a social networking site was to interact or socialize with others. Other reasons to visit and engage in a social networking site include: generally seeking entertainment and sharing information or opinions.

Online Government Services

Canada continues to be a leader in providing government services online. More than 60 percent of Canadian Internet users report accessing government information online and nearly as many have downloaded a form or application from a government site. The traffic on formal government websites is substantial: 62 percent of adult Internet users had visited a federal site, 57 percent had visited a provincial government site, and 48 percent had accessed a municipal site.

Civic Engagement and Politics

In general, Canada lags considerably behind other countries – most prominently, the United States - in using the web for civic engagement and political purposes. Canadian political parties and leaders are closely watching developments in the U.S., but are still using the Internet predominantly for internal communication and repurposing speeches and television spots.

In 2007, only one in five Canadian Internet users reported visiting the website of a political party or a politician, essentially unchanged from 2004. In 2007, only 19% reported communicating with a public official in the previous year. These findings suggest a lack of civic engagement online, particularly given that five provinces, including Canada's two largest, held elections in the 12 months prior to the survey. Even so, 31 percent of Internet users reported visiting a non-partisan political or public policy website, which represents an increase of 11 percent from 2004.

More generally, Canadians have become a little more optimistic about the political benefits of being online. About one in four Internet users believe that being online increases their political power or influence on government. More than 40 percent believe that the Internet increases their understanding of politics. More than two-thirds of Canadian voters would be interested in voting online if the system were secure.

Online Security

Not surprisingly, the growth of the Internet has brought with it a number of concerns. As in most countries, a majority of Canadians are very concerned about the security of their financial information when they conduct business online, even though online transactions continue to grow. In part, no doubt, this is because many have received requests for banking details or other financial scams, such as phishing and requests for funding via e-mail. Nevertheless, fewer Canadians reported being very concerned in 2007.

Children and the Internet

Those with children are worried about the possibility of interaction with undesirable persons online. Even though 60 percent of parents believe their children have the skills and judgment to browse safely, almost as many are concerned about inappropriate interactions. There is also concern about how much time children spend online. About three in ten parents think their children spend too much time online, missing out on other important activities.

Canadian Culture Content

While the vast majority of Canadian Internet users view the Internet as a vital window on a globalized world, a considerable number also hope to find Canadian cultural content online. In 2007 nearly 60 percent of Internet users said they look specifically for Canadian content at least sometimes when they are online. More than half reported that it was important to them to be able to obtain information from Canadian sources; 22 percent said it was important

to have access to Canadian-produced entertainment. But for a majority the country of origin of entertainment content was not seen as relevant.

The Future

The Internet becomes more multi-faceted as it evolves, at once an instrument of communication; a repository for information; a virtual bazaar; a place to socialize, play games, and look for entertainment; and, increasingly, a place or destination to feel comfort with oneself and others through engagement and participation. For a growing number of Internet users, especially younger ones, being online is a

collective activity; nearly half are in conversation with someone, in the room or on the phone, at least sometimes when they are online.

Although most Canadians have access to the Internet, just more than half of users are online at home where most leisure use takes place. We envision this will increase, especially as the Internet begins to deliver movies and television programming more conveniently and social networking opportunities increase. As access to high-speed broadband continues to expand and users and service providers find innovative new uses for the Internet, the online world will continue to transform itself and Canadian society.

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Sponsored by:

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The Internet in Urban China

Chinese Academy of Social Sciences
www.wipchina.org/en

Internet use has mushroomed in China since the public Internet service was first provided in late 1995. The total number of Internet users, according to the China Internet Network Information Center (<http://www.cnnic.cn>), reached about 210 million at the end of 2007, making China the second largest Internet country in the world. Yet compared to its large population, China's penetration rate of Internet users is quite low, about 16 percent. So most Internet research in China, including ours, is focused on a selection of larger urban areas.

In general, people's attitudes towards the Internet are generally more negative compared to developed countries. More than 80 percent of people surveyed believe that the Internet should be managed or controlled. Pornography, violence, and junk mail are of much concern.

In addition, there has been a steep increase in the percentage of respondents who believe that political content should be controlled--from 8 percent in 2005 to 41 percent in 2007. There has also been an increase in the proportion of respondents who advocate greater control of chatting (from 8 percent to 28 percent), gaming (from 16 percent to 49 percent), and online advertising (from 33 percent to 60 percent).

Internet Access and Use

The Internet in urban China is used mainly by young, well-educated, and urban males.

Compared to 2003, the proportion of employed users using the Internet at work places has significantly increased from 48 percent to 69 percent, the proportion of student users logging online has increased from 43 percent to 62 percent, and the proportion of users using the Internet at home has increased from 73 percent to 81 percent.

Most Internet users who go online from home are using a broadband connection, including 58.9 percent of ADSL users, 19.1 percent LAN-based broadband users, and 3 percent campus network users.

In the early days of the Internet in China, many users went online at Internet cafés. But in 2007, only 32 percent went online at an Internet café (often in addition to their home, work, or school connections). Internet café users are mainly young males with low income. Although China has a large number of cell phone users, access to the Internet through wireless or mobile devices is not popular.

A significant increase in online duration and frequency of use was observed in 2007, probably because inexpensive monthly access fees were established. Heavy users (those who spend four hours or more online every day) are predominantly based in the main metropolitan cities. Until now the Internet in China has been more like an entertainment highway rather than an information highway.

Nevertheless, search engine use has increased significantly from 43 percent in 2003 to 79 percent in 2007, suggesting that the Internet is increasingly becoming an information and study tool.

Internet Use and Other Media

We have observed a correlation between the increase in Internet use and a decrease in both use and duration of watching TV and reading newspapers. Some 87.3 percent of all the interviewees in 2007 watched TV, and 75.2 percent read newspapers. But compared to the survey results in 2005, the number of those who watch TV or read newspapers has dropped about 10 percent. The penetration rate of the Internet increased to 66.1 percent, surpassing the number of those who read books, making the Internet the third most popular form of mass media.

Overall, the Internet is considered as more of a source of entertainment than is television or any other traditional media. At the same time the Internet is considered of equal value with TV as an information source. Most respondents trust domestic media news more than foreign news media. However, they do trust non-Internet foreign news media more than online news (both domestic and foreign).

The mobile phone is a widely used form of communication in urban China, both for voice calls and for text messages, with rates of 90.3 percent and 90.9 percent respectively. E-mail and QQ (ICQ) have also been widely adopted by Internet users, with adoption rates of 80.2 percent and 73.0 percent respectively.

MSN is becoming popular. Over one third of Internet users, 37.4 percent, now use MSN services. Despite the fact that more people have an e-mail account, e-mail is significantly less frequently used than QQ and MSN. These statistics demonstrate that online communication tools are being internalized into the daily interactions of large numbers of people in Chinese urban areas.

Social Communication

Many methods of social relations are developed and sustained in China. Children mainly communicate with their parents face-to-face. Voice calls on mobile phones are most frequently used by spouses, romantic partners, close friends, and peers. E-mail is used primarily among friends and colleagues, and is seldom used for communication with family members. QQ is heavily used by online and close friends, while MSN is used by peers and close friends, albeit much less frequently. Internet use has not much changed the time spent for face-to-face communication, but it has introduced a new way to make new friends.

Online Commerce

Online shopping is yet not popular in China. Only 31.6 percent of Internet users made purchases online in 2007, and shopped online less than twice a month. Although many citizens have credit cards or debit cards, they prefer cash transactions. The most important reason why Internet users in urban China do not buy online is lack of trust; 79 percent of respondents thought that they could easily be cheated through online shopping.

Government and Internet Communications

Most people believe that the Internet is a positive force for increased political participation and communication with government. Nevertheless, these perceptions have been declining, especially their view as to whether they can have more political power by being online (a decrease from 62.7 percent in 2003 to 30 percent in 2007).

E-government has undergone significant development in China. Nevertheless, despite the government's building many web sites, 75.8 percent of respondents had not much knowledge of e-government. Slightly more than 45 percent of Internet users never visited government web sites, while only 9.7 percent visited them frequently.

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Sponsor for the China Internet Project: The Markle Foundation

The Internet in Colombia

CINTEL – Centro de Investigación de las Telecomunicaciones
www.cintel.org.co

Commercial Internet access services were first offered in Colombia in 1995. Ever since, the number of subscriptions and users, access speed, and traffic have increased year-by-year.

Since 2002, Internet use in Colombia has grown at an increasingly accelerated pace since 2002. According to the Commission of Telecommunications Regulation of Colombia (CRT -- the national telecommunications regulatory authority), Internet penetration reached 15.8 percent in December 2006, and by June 2007 it was up to 23.1 percent. By June 2007, the number of Internet users in Colombia passed 10 million -- an increase of more than 50 percent since December 2006.

Online Access

Colombians once preferred public Internet rooms (*Café Internet*) to access the Internet. But increasingly users prefer to access the Internet from home.

Broadband connections are now more popular than telephone modems for accessing the Internet in Colombia. In 2006 dedicated (always-on) subscriptions surpassed dial-up modem use.

Competition in the broadband market has been fostered by a broader DSL offering, as well as increased competition between public switched telephone network operators and cable operators. More

intense competition has also pushed broadband prices downward to more affordable levels for Colombian population.

Until October 2007, access between 150 kbps and 500 kbps was considered broadband. Since this date the Colombian Regulatory Authority has defined broadband access as equal to or above 512 kbps; this policy affects our comparisons between narrowband and broadband during different periods.

In the early days of the Internet in Colombia, cable was the most popular broadband access technology, followed by DSL. But by 2004 DSL had a higher growth rate, and as of December 2006 these connections surpassed those of cable.

Internet Subscriptions

Despite a high rate of growth, Internet use in Colombia still lags behind most developed nations. Nevertheless, increasing competition among operators and government diffusion programs should improve Internet penetration.

Online Activities

The most popular Internet activities in Colombia are e-mail and instant messaging; however, there are an increasing number of users who demand entertainment content, such as games, music, and video.

Government Connections

In recent years the national government has developed Internet services through which people can interact with the government officials. For example, people can visit web sites that provide information about various governmental departments and that allow them to pay their taxes online. The government has also taken steps to stimulate general use of the Internet.

Virtual Communities

In the more general social sphere, virtual communities have become significant for many Internet users in Colombia. For example,

a march against the Colombian guerrilla organization FARC was coordinated by a small group of young people through Facebook. This initiative organized more than 10 million Colombians around the world to march in their home cities and express their opposition to FARC.

The Future

The use of the Internet in Colombia is increasing, as are the ways in which the Internet is used. This will no doubt lead to important changes in the behavior of Colombians.

The Internet in the Czech Republic

Masaryk University Brno
www.fss.muni.cz/ivdmr

1989: Czechoslovakia Gets Connected

The communist regime in Czechoslovakia had no interest in building a connection to the blossoming worldwide computer network. After the fall of the regime, the telecommunication infrastructure was in a desperate state: there were almost no digital switches, some parts of the analogue network had been in use since the 1950s, and the telecommunication services were atrocious compared to standards in the developed world.

For example, in 1993 the average waiting time for establishing a new telephone station was 47 months. That year, there were an average of 34 residence telephone stations in fixed network per 100 flats (source: Ministry of Transport and Communications of the Czech Republic).

As a result, the first networks in Czechoslovakia used a traditional telecommunication infrastructure. The very first was FidoNet. In May 1990, the first academic UNIX computer was connected to the EUnet network. In October 1990, the first Czech node of the European Academic and Research Network (EARN) became operational in the Czech Technical University in Prague. (The transfer rate of the first line between Prague and Linz, Austria, was 9600 bps.) Until the mid-1990s computer network use was restricted to computer science academicians, enthusiasts, and a few people working in computer-related industry.

Development of the Internet was limited by the absence of an adequate communication infrastructure. With this in mind, plans were made to interconnect all of the important Czech academic centers.

Constructing a Backbone

The idea of constructing a national academic backbone emerged in 1991. The project was named the Federal Educational and Scientific Network (FESNET). The structure of the network was designed with Prague serving as the central hub. Showing some foresight, TCP/IP was favored over the European x.25 protocol.

After the split of Czechoslovakia on January 1, 1993, the backbone was renamed the Czech Educational and Scientific Network (CESNET). In 1994, the Czech Republic joined the European TEN-34 project (Trans-European Network Interconnect at 34 Mbit/s), the goal of which was the construction of a pan-European network interconnecting universities and research centers. In 1997, problems arose over the commercial use of the backbone. As a solution, commercial clients remained at the original CESNET network, whereas the non-commercial traffic was assigned to TEN-34.

Czech Internet Politics: 1989-2005

In 1991, the government set out to transform Czechoslovak telecommunications. Because of the poor state of the infrastructure, part of the state telecommunications company was sold and became a monopoly. While this decision allowed for the restoration of the telecommunications infrastructure during the 1990s, the main investor in the new monopoly (the state-owned company TelSource) was guided by conservative practices that delayed the informationalization of the Czech Republic.

Liberalization of the telecommunication market finally started in 1996 after prompting by the European Union. A new telecommunications act that fully replaced the older standard from 1964 was passed in 2000. But a key problem remained: the state was both the owner of the major telecommunications company and the regulator of the telecommunications market. One negative result of this was the tardy arrival of ADSL technology and broadband Internet in general -- at least compared with the implementation in other European countries.

In 2002, the Ministry of Education, Youth, and Sport started the “Internet to Schools” project. This led to the installation of Internet connections at more than 90 percent of primary and secondary schools in the Czech Republic. In 2003, the Ministry of Informatics was established to manage activities related to the “informationalization” process. Among its efforts to increase Internet use were the National Program of Computer Literacy and an e-government project. In 2005, the Electronic Communications Act significantly simplified the process of entering and pursuing electronic communication business.

The Czech Internet Catches Up

Until the mid-1990s the possibilities of private Internet use were severely limited by existing law. One solution was using the CESNET academic network, to which the telecommunications law did not apply. After 1995, the situation steadily improved, but the price of Internet connection remained a major obstacle for the majority of citizens and small businesses (a monopoly in dial-up services that kept prices high continued until 2002). Dissatisfaction with the situation and high dial-up connection costs led to “The Internet Against Monopoly” action of 1998. Since then, the situation has steadily improved, although a lag in Internet access has continued.

A combination of monopoly obstacles, the hilly landscape of Prague, and the Czech do-it-yourself tradition led to the blossoming of Wi-Fi non-commercial (or partly commercial) communities. In 2005, 32 percent of all broadband connections in the Czech Republic were wireless (according to conservative estimates of Eurostat). This means that the absolute number of 180,000 connections represented about two thirds of all Wi-Fi connections in EU25 (the population of the Czech Republic represents only 2 percent of EU25).

By 2000, an estimated 10 percent of the Czech population used the Internet. The demographic profile of the Internet users mirrored that of other economically developed countries during the 1990s; the majority of users were young, technically skilled people with higher education, mostly from Prague or Brno. In 2007, 55 percent of the Czech population aged 12 years and older said they used the Internet -- up from 50 percent in 2005. Among business enterprises, 95 percent had Internet access in 2006, and 82 percent of those enterprises had a broadband (at least 144 kb/s) connection (source: Czech Statistical Office).

The World Internet Project - Czech Republic was supported by the Czech Ministry of Education, Youth and Sports (MSM0021622406, 1P05ME751).

The Internet in Hungary

ITHAKA – Information Society and Network Research Center
www.ithaka.hu

The Development of the Hungarian Information Society

The change of regime in Hungary brought about a dual transition: in the political sphere, socialism was superseded by a constitutional democracy, while the planned economy was replaced by capitalism. This significant societal shift came during a time when a profound transformation had begun in a significant part of the world: the rise of the information society.

When measured by the traditional indicators of information societies, Hungary started off in a relatively bad position. A low level of infrastructural development, a temporary decrease in standard of living brought about by the low number of knowledge-intensive areas of economic activity, the change in economic system, and economic consolidation all hampered the expansion of Internet use as well as the more widely defined “digital literacy.”

Thus, when measuring the achievements of the information society, Hungary was underdeveloped for many years. According to surveys conducted by the European Union, Hungary consistently ranked in the lowest third among countries in the region. The first WIP-survey in 2001 showed that 22 percent of Hungarian households possessed a computer, and only 7 percent had Internet access. Internet use was low as well: just 30 percent of the Hungarian population over the age of 14 used a computer, and only 18 percent used the Internet. Moreover, penetration levels grew slowly -- about 4 percentage points annually.

Telecommunications Infrastructure Expands

Meanwhile, many social, political, and economic trends shaped the development of the information society. Perhaps the most important change was the liberalization of the telecommunications market. In exchange for the state telecommunications company’s promise to intensively build infrastructure, it was allowed to maintain its state-guaranteed monopoly in the Hungarian market until 2001. The opening of the market in 2001 brought an increase in competition and an accompanying reduction in prices and expansion in services.

Similarly, beginning in 1999, the cellular phone business exploded onto the scene and soon became the fastest growing telecommunications service industry. In 2007, nearly 80 percent of the Hungarian population had a cellular phone. In January 2008, there were 110 cellular phone plans for every 100 people.

In policy-making, it was the late 1990s when the Internet was addressed as an issue in governmental politics. The succeeding governments launched numerous programs; between 2002 and 2006 a separate ministry dealing with informatics and telecommunications also operated in Hungary. One of the most successful governmental initiatives has been the Ministry of Education’s ‘Sulinet’ (*Schoolnet*). The framework of this initiative led to the establishment of a communications infrastructure for primary and secondary schools. Moreover, it fostered support for the diffusion of computer science and informatics education, and the educational employment of digital resources.

Internet Use Grows

Meanwhile, Internet use in Hungary increased slowly, and a true shift did not occur until 2007, when the rate of growth suddenly accelerated. In less than one year, home Internet-penetration increased by 14 percent, while the proportion of Internet users increased by 9 percent. As a result, the most recent WIP survey found that 35 percent of the households had an Internet connection and 45 percent of those over the age of 14 Internet. This perhaps demonstrates that dynamic growth has begun in Hungary as well.

It is difficult to say what caused this sudden increase. Certainly, the significant decrease in cost of Internet use has had a sizable impact. A few years ago, the average monthly cost of a broadband home connection was around 10-12 thousand forints (approximately 50-60 US dollars), today, households can purchase one for as little as 4 thousand forints (about 25 dollars).

Internet Non-use Remains High

However, for several years the WIP data has shown that the major barrier to the proliferation of Internet usage has not been cost. Since 2003 a large portion of the non-users have mentioned cognitive or attitudinal reasons and not financial considerations as explanations for why they do not go online.

In 2007, 32 percent of the non-users stated that they do not use the Internet because they have no need for it, and 20 percent said they are not interested in the Internet; only 11 percent said that high cost was their main reason for not going online. This demonstrates that in Hungary, the greatest barrier to further expansion of Internet use may be that a significant portion of the population does not know how they would use this technology in their lives – an explanation that could be traced back to a lack of positive experiences and a lack of information.

The Digital Divide Continues

The still relatively low penetration, at the same time, also shows that the digital divide in Hungary is still relatively significant, and has not considerably decreased in the recent years since the inception of WIP-research.

The most important dimensions of the inequalities are age, educational background, place of residence, and income.

Generally, among the youth, Internet use is widespread: 94 percent of those between 14 and 17, and 76 percent of those between the age of 18 and 29, go online. However, among those between the age of 50 and 59, the proportion of users is only 29 percent, while among those over the age of 60, the proportion is just 7 percent. The overwhelming majority of Hungarians with a college or university degree (81 percent) use the Internet, while merely 31 percent of those with only a primary education do so.

A much larger-than-average proportion of residents of Budapest are users (59 percent). However, only 34 percent of those living in villages or smaller towns use the Internet. Eighty-one percent of those at the highest income levels are Internet users, while only 25 percent of those with the lowest incomes go online.

It is important to note that the Hungarian Roma population, a disadvantaged minority, have a low usage rate: 46 percent of the non-Roma are Internet users, while only 21 percent of the Roma use the Internet regularly. This disparity can be explained by disadvantages of economics, place of residence, and education.

Broadband Dominates

Another trend to observe in Hungary is the rapid growth of broadband access. Today, the analog modem connection has virtually disappeared from households. Home connection by analog/modem has dropped from 60 percent of online households in 2001 to only 8 percent in 2007. Now the most popular ways of connecting are ADSL and the cable modem. Forty-three percent of the households with Internet access use an ADSL line, and 41 percent use a cable connection.

Internet Use

Internet users in Hungary mostly use the Internet to acquire information and maintain relationships. E-mail is the most popular Internet activity; 92 percent of the Hungarian Internet users send and receive electronic mail. Many users read the news online (88 percent), search for product information (83 percent), or check facts and data online (86 percent). Searching for health-related information (65 percent) and topics related to travel (78 percent) are also popular.

Going online for entertainment is less widespread. However, we find some activities that are more popular than others: 65 percent of the Hungarian Internet users listen to or download music, 62 percent search for jokes, and 54 percent play games.

Online Commerce Remains Low

However, the proportion of Hungarian users that use online transactions is small. In Hungary, few people shop on the Internet: only 1 percent of users purchase goods or services online often, and an additional 21 percent rarely do so, and 78 percent never do.

Such a level of under-exploitation of online shopping stems partially from deficiencies among providers of goods and services. Yet an important factor is the fact that a large percentage of Hungarian Internet users say their credit card information is not secure during online transactions: 72 percent of them worry, or would worry, if they pay/paid online with their credit card. Thus, a large portion of consumers settle their bills not in this manner, but instead pay COD.

Other transactions are even less popular. Only 18 percent of the Internet users is using online banking services, and merely 8 percent pays bills online.

Among all online transactions, making travel reservations is the most popular: 36 percent of the Hungarian Internet users use the World Wide Web, with some frequency, for this reason.

Online Social Communities

In 2008, increasing number of Hungarians are talking about web 2.0 applications, such as user-developed content and online communities. For some users, these applications are the main attraction of the online world.

Fifty-one percent of Internet users in Hungary are members of some kind of online community. The proportion is especially high among the youth. The largest Hungarian community webpage, iwiw, is the second most visited Hungarian language webpage (<http://www.webaudit.hu/>). Many new Internet users have their first online experiences on iwiw.

Blog reading is much less popular: merely 25 percent of the Internet users browse online journals. Eight percent of the users have their own blog, which, considering the nature of the activity, can be regarded as quite high.

The Future

All things considered, the Hungarian information society is still taking shape, especially given that the marginal social strata still do not use the Internet at all. The big question for the near future in Hungary concerns the evolution of the digital divide: will the dynamic diffusion result in a parallel reduction in social disparities and inequalities, or will these solidify, resulting in further societal polarization?

The Hungarian fieldwork was conducted by TARKI - Social Research Center. BME-Information Society Research Institute (ITTK) is a scientific partner of the Hungarian WIP. For our summary, we made use of the ITTK publication titled Magyar Információs Társadalom Jelentés (1998-2008) [The Hungarian Information Society Report] (ITTK, Budapest, 2007, www.ittk.hu/web/docs/ITTK_MITJ_1998-2008.pdf), as well as the WIP Reports (www.itbaka.hu/Kutatas/WIP).

The Hungarian WIP 2007 research project was funded by the National Office for Research and Technology.

The Internet in Israel

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The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Israel is a small country (smaller than Wales), but it has a proportionally large IT sector. Many of its startup and high tech companies are involved in the worldwide Internet realm. This has had a significant impact on the level of penetration of the Internet into Israeli society, with more than 70 percent of the population regularly using the Internet.

Israel is an exceptionally fast-paced society, and many Israelis are technology junkies -- as is demonstrated by the almost obsessive use of mobile phones, iPods, and the Internet. Internet use is widespread and its uses are varied and rich. When Internet development was still in its infancy, Israelis were already eager to become involved in this new medium. Today they use the Internet as an integral part of their daily lives -- for example, by planning vacations, paying bills, and keeping up with contacts.

Following the news on the net is a major part of the daily life of many Israelis since dramatic events take place here almost continuously and Israeli citizens feel the need to stay on top of things.

Hebrew Language Sites Expand

One factor that illustrates the success of the web here is the burgeoning number of Hebrew language sites, many more than one might expect for a population of around 4 million users. As Israelis are both family-orientated and intrepid travelers, the Internet plays a major part in keeping those Israelis abroad in touch with family and friends.

Israel has compulsory national service for those ages 18-23, which may be satisfied through community service or through serving in the army. Following these years of compulsory service there is an almost universal phenomenon of the "big trip abroad" -- often to South America or India. This, in part, explains the huge success of Internet social networks such as MySpace and Facebook, with hundreds of thousands of Israelis participating.

The Internet in Schools

Most schools in Israel have computer facilities with Internet access and have integrated the Internet into the regular studies. In many schools, communication with parents takes place online and pupils are expected to use the Internet to carry out research for homework assignments. Wikipedia is available in Hebrew, and in a more limited edition in Yiddish. Among the younger generations use of the Internet is taken as a given. Computer skills are being taught in many golden age centers, but there is less use among the older population.

Buying Online

Suspensions among Israelis about buying online are progressively decreasing, and growing sales reflect this trend. For example, Google Israel announced sales of more than 50 million dollars during 2007, an increase of 150 percent over 2006. The efforts to teach the older generation how to use the Internet are gradually coming to fruition, and an increase in Internet sales among the 65-plus age group is expected.

Israeli Technology Milestones

From its earliest stages Israel inventors have taken an active part in the development of the Internet. Internet instant messaging, ICQ, is the invention of an Israeli company. It was the first net program that showed people when their friends were online and communicated with them in real time, even while they continued to use the net in other ways. The company that invented ICQ was a small start-up run by four young Israeli entrepreneurs. Their international success, including the sale of their small enterprise to AOL in 1998 for more than 400 million dollars, has made them a symbol of Israeli chutzpah, and has encouraged many young Israelis to try to repeat this triumph.

There are many other Israeli success stories. For example, the Israeli company VocalTec was the first to build a telephone network

based on Internet (VoIP). Its accomplishment occurred in 1994, many years before Skype was developed. Babylon, another Israeli invention, is the world's leading one-click translation software, enabling users to translate words without breaking the flow of their writing. Babylon 7 is capable of translating 14 languages. Another Israeli innovation is the user-friendly PHP computer scripting language. Originally designed for producing dynamic web pages, PHP supports web development by replacing many of the older, more complicated Internet applications. Today PHP is installed on millions of websites.

The idea of protecting computer networks by creating a virtual wall is another Israeli initiative. It was first developed by Checkpoint in 1994, and the product was called Firewall1. Since then Checkpoint has maintained its dominant position in the market.

Foreign companies have also opened research and development centers in Israel. On a recent visit here, Microsoft CEO Steve Ballmer said, "Microsoft is as much an Israeli company as an American company." Ballmer went on to point out that the proportion of Microsoft employees per capita in Israel was similar to that in the United States. Over the past two years Microsoft has purchased five additional companies here. At present it employs around 600 people and plans to take on another 150 staff.

The strong involvement of Israeli companies in Internet development and the growing number of Israeli Web surfers creates a very special, exciting, and fascinating environment for Internet research.

The Internet in Macao

University of Macau
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The Internet was first introduced in Macao in 1994 at the University of Macau. It opened to public use in 1995. By the end of 2007, 77 percent of total households in Macao have computers that are online. Among all online connections, 96 percent are broadband. Between 2001 and 2007, broadband penetration increased from 22 percent to 96 percent.

Internet Users and Access in Macao

In 2007, approximately 313,000 people in Macao ages 6 to 84 -- 64 percent of the population -- were Internet users. Internet users in Macao are more likely to be male, younger, better educated, and with higher monthly household income than non-users. The penetration rate has increased faster for men, younger people, civil servants, better-educated individuals, students, single people, and the high household income group.

Among all Internet users, the heaviest users are those under age 24, males, students, unmarried people, managerial-professional or white-collar workers, and those who have a senior middle school degree or below.

Wireless connection is becoming increasingly popular. The adoption rate rose from 11 percent in 2006 to 27 percent in 2007 (with 8 percent directly connected to the ISP or the mobile operators' networks).

Online Activities

In Macao, the Internet is used more frequently for utilitarian functions (information searching, communication, and news exposure) than for entertainment (online games and audio/video downloads).

More than 75 percent of those online use search engines, read news, communicate by e-mail, and search for information about education. Between 50 and 70 percent use the Internet for instant messaging, BBS, downloading music, downloading/uploading pictures, searching the meaning of a word or a fact, viewing others' blogs, and accessing government Web sites. In addition, online financial management is becoming increasingly popular, with one-third of the users in 2007 participating.

Nineteen percent of the Internet users purchase products online; popular online purchases include clothing, books, electric appliances, houseware items, and art crafts.

Users in Macao usually visit Chinese Web sites. More than 80 percent of users often visit Hong Kong Web sites, and almost 50 percent frequently visit local Macao Web sites. Users typically read Hong Kong and local online news.

Online Government Services

In Macao, Internet users can access e-government services. They search for and download government-related information and application forms, make inquiries, make complaints, and offer suggestions. Only 1 percent of them browse government Web sites daily. Most Internet users access government Web sites less than once per month or just several times annually. More than 90 percent of Internet users use the government websites for information seeking. Only 10 percent of users use the Internet to make inquiries, and only 3 percent use the websites to make complaints or to offer suggestions.

Almost 40 percent of Internet users indicate that they rarely or never access the government's Web sites.

Communication and Media

Internet users say that using the Internet increases the time they spend on interpersonal communication and social connections. However, going online decreases the amount of time they spend on using other media such as newspapers, magazines, radio, and television, and users say that the time spent watching TV is most affected. However, a small proportion of users said that the time spent on other media increases.

The Internet in Work, Studies, and Personal Lives

Users and non-users both agree that the Internet helps increase efficiency partly or greatly for their work and/or studies, whereas in other areas, such as sociability and family functioning, they do not see the Internet as leading to significant change. Internet users articulate clearer ideas and express stronger attitudes towards the Internet than non-users.

Media Use and Trust

Despite the fact that Macao residents mainly use the Internet as the communication tool and information source, among public institutions and traditional media they rated the Internet as the least trustworthy. Though many Macao residents embrace the Internet, many still have reservations. Nearly 70 percent of them claim that the information on the Internet should be controlled and regulated. More than 80 percent of the residents are not willing to provide personal or credit card information via the Internet. In addition, although people acknowledge the merits of the Internet in enhancing efficiency, a sizable number say that the Internet has some negative effects.

The Future

With the fade out of dial-up, broadband has become the dominant Internet connection method. We expect the use of mobile Internet via notebooks and 3G mobile phones to continue to expand and become increasingly popular. With the Internet providing a huge platform for Macao's people to express their opinions, discussion of the control and regulation of forums and BBS will remain on the public agenda. As the Internet evolves, it will no doubt continue to transform Macao and its people.

Sponsored by the University of Macau.

The Internet in New Zealand

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With a population of only 4.2 million and an isolated geographic location in the southwest of the Pacific Ocean, New Zealand is a nation that quickly recognized the potential value of the Internet. Since 1989, when the first link to the Internet was established through a connection between the University of Waikato and the University of Hawaii, the Internet in New Zealand has developed rapidly.

Originally a communication tool used by academics for education and research, the Internet has quickly become a multi-purpose technology that touches almost every aspect of New Zealand society, from social and cultural to economic and political facets.

Internet Infrastructure

Given this rapid development, New Zealand now has relatively high overall Internet access figures. However, it has fallen behind the rest of the developed world in the growth and use of broadband. Issues involving technical infrastructure, and the performance and coverage of the central telecommunications network still need to be addressed.

Specifically, regions outside of the central business districts of the main urban centres lack fibre, and rely on aging copper cables. Moreover, many broadband user packages in New Zealand are offered with data caps, and generally have relatively low upstream speeds. Thus, whilst broadband tariffs are reasonable by international standards, the services arguably deliver less value for the money.

Such factors may well have contributed to New Zealand being ranked 22nd out of 30 OECD countries in terms of broadband growth as of June 2006. The reasons behind this state of affairs are, of course, complex and contested. However, it is arguable that Telecom NZ, New Zealand's largest incumbent telecommunications company, has held too much sway in the marketplace, and has underinvested in technical infrastructure since it was privatized in 1990.

Developing Broadband Strategies

With these issues in mind, the need to accelerate the rate of broadband development in New Zealand has become an increasingly high-profile issue. Recognizing the need to shift New Zealand towards a knowledge economy, the current Labour government announced a comprehensive "Digital Strategy" in 2005. A key aim of this strategy was to improve New Zealand's broadband use, with the stated goal of achieving a ranking in the top quarter of OECD countries by 2010.

This Strategy includes a NZ\$24 million "Broadband Challenge" fund, aimed at facilitating the development of open access fibre networks in regional centres. The government has also committed itself to countering Telecom's control of the market, and in early 2008 completed its legislated break-up of Telecom into three separate divisions, each focused on different responsibilities: a "network access division" that controls and maintains the physical infrastructure; a wholesale division; and a retail division.

The goal of the break-up is to encourage more market competition, which is intended to lower broadband prices, increase service quality, and create more incentives for all market players to invest in network development.

Building on the outcomes of the initial Digital Strategy policy document, in September 2008 a revised policy known as the Digital Strategy 2.0 was released. This broadened the focus of policy, continuing emphasis on required infrastructure improvements, but expanding its scope to include outcomes related to human use of technology.

This expansion was at least partly driven by public submissions to the process including those made by the WIP New Zealand team. Centering on four strands -- Connection, Capability, Confidence and Content -- Digital Strategy 2.0 reflects a growing awareness that the Internet is a social as well as technological phenomenon. The salience of Internet issues in New Zealand society was highlighted by frequent mention in policy debate prior to the general election in November 2008.

The heightened discourse about the government's Digital Strategy has prompted the proposal of increasingly proactive policies, including a substantive new broadband investment policy from the principal opposition party, National, based on encouraging the roll-out of fibre to businesses, educational institutions, and 75 percent of all New Zealand homes.

This commitment to building "fibre to the home/premises" marks a major change in telecommunications policy. If implemented, it will radically change telecommunications development, as currently neither Telecom nor any of its competitors have such extensive plans to roll out fibre. (Current strategies focus on a continuing strategic dependence on improving DSL/ADSL services.)

Other proposed initiatives include directing funds towards rolling out fibre in isolated rural communities, and the creation of public/private partnerships aimed at developing fibre-optic infrastructure.

The political and economic arena within which the Internet exists has never been more dynamic, nor have issues surrounding the development and use of online technology been higher on the country's agenda.

Despite these widely acknowledged problems with broadband infrastructure -- which no doubt have delayed broadband growth -- in late 2007 New Zealand reached a significant historical milestone. For the first time, Statistics New Zealand reported that broadband subscribers (19.6 per 100 inhabitants) outnumbered dial-up subscribers (15.9 per 100 inhabitants). While in the general absence of fibre, the dominant technology remains DSL (which limits data speeds) and 92.5 percent of broadband users have a subscription package that includes a data cap, the shift to broadband is certain to influence Internet use and is likely to accelerate many current trends.

The first WIP benchmark survey, conducted in September-October 2007, clearly demonstrates that New Zealanders already use the Internet in myriad ways. Indeed the data suggest that, despite problems with infrastructure, the Internet has become firmly embedded into New Zealand society and is highly valued for education and training, information, commerce, entertainment, and socializing.

Online Social Networking Grows

How such varied uses will evolve in an increasingly broadband-oriented environment is a matter for speculation, but some particularly interesting areas in the 2007 survey are worth highlighting. Of particular note is the rise of social networking, predominantly among the young, with roughly one-third of users participating in social networking sites. These include the sites that dominate social networking internationally, such as MySpace, Facebook and Beebo.

Aside from social networking, many users report having actually made friends online, and most users report that the Internet has increased their contact with other people. These changes in the ways New Zealanders socialize could become increasingly significant as the Internet continues to develop.

Wide-Ranging Online Activity

Also noteworthy is the high level of Internet use by New Zealanders to conduct their everyday business -- from booking travel to purchasing online to online banking. The economic impact of this activity is difficult to measure, but the 2007 findings show that the Internet allows New Zealanders to engage in commercial transactions in new ways.

Moreover, whilst most New Zealanders remain skeptical about the power of the Internet to increase people's influence over the political process, a notable minority have been relatively quick to use the Internet to express their own points of view and create their own content; 10 percent of users report owning a blog.

A large majority of Internet users in New Zealand also rate the Internet above all other sources as an important or very important source of information – a significant finding with broad cultural, social, and political implications.

Concerns about Going Online

While such activities and attitudes demonstrate that the Internet has become a key mechanism for sharing information, socializing, and conducting business, there are some areas of concern that emerge from

the 2007 survey. Along with the increased use of the Internet by New Zealanders, there has been a rise in anxieties surrounding its security. The majority of parents report placing restrictions on their children's Internet use. In most households, children under 18 years old who use the Internet are told to avoid visiting some sites, not to give out personal information online, not to chat with strangers online, and to refuse to meet up in person with anyone whom they have met online. Many users have household website filters.

Perhaps more importantly, the survey indicates that New Zealanders' Internet access, usage, capability, and attitudes are all strongly related to age, income, area of residence, and ethnicity. For example, the younger, wealthier, and more urban people are, the more connected and confident they are online.

The Future

In sum, Internet use in New Zealand is dynamic, and the Internet's profile has never been higher. Despite problems with infrastructure, Internet use in New Zealand is evolving rapidly, especially given the shift towards broadband.

Sponsored by the National Library of New Zealand and Internet NZ.

The Internet in Singapore

Singapore Internet Research Centre
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

National and Economic Development

In its short history, Singapore has experienced immense changes. It has gone from being a Malay fishing port, to a British colony, to merging with Malaysia, to becoming an independent country in 1965. Today, the small city-state of only approximately 683 square kilometers is densely populated with about four million people from three main ethnic groups (77 % Chinese, 14% Malays, and 8% Indians).

Singapore is surrounded by sea and has no natural resources, except a natural harbor that is conducive for trading. The economy has evolved from being based on labor-intensive textile manufacturing to higher-end electronics, computer chips production, and chemical engineering, and is now reaching the status of a developed economy. With a changing economy influenced by the processes of globalization, Singapore is also looking for new engines of growth.

Growth in Management of Information and Technology

In the digital age, information and its accompanying communication technology (ICT) have become the key ingredients of the knowledge economy and the basis of power, just as land is the focal point of an agricultural society or money and capital goods are central to an industrial society (Dahlan, M. A. 1995. Information, technology, and society. *Media Asia*, 22 (3), 128-131).

Since ICT can power economic and national development, Singapore's ability to acquire and manage them will likely play a critical role in the progress of the country -- a point that the government of Singapore recognizes. Moreover, the government sees development of ICT as a key global trend and the country's evolution into an information society as inevitable. Strategic planning and investments have ensured that ICT will be incorporated into all aspects of business, education, and services.

The government has also called for Singaporeans to upgrade and prepare for ICT development and to reap the resulting benefits (see Goh, C. T. 1997, June 9. Address by the Prime Minister at the Opening Ceremony of the Asia Telecom 97 at the World Trade Centre, Singapore).

The First Fully Wired Country

To harness ICT, heavy investments have been made into state-of-the-art telecommunications and IT infrastructure, matching the world's most advanced information and communication systems. An example of national ICT infrastructure development is "Singapore ONE," which was built to offer a high-speed nationwide broadband network that incorporates optimized and integrated digital technologies. Singapore is the globe's first fully wired country, with all homes, offices, schools, and commercial centers wired with ICT networks.

The use of the Internet -- especially wireless -- will most likely increase as the Singapore government continues its emphasis on creating a connected island. Plans will soon provide free island-wide wireless Internet access at shopping centers, commercial buildings, and many other public places. Singapore even offers wireless Internet access to ships located within 15 kilometers of the Singapore port.

Because of the central role education plays in development and acceptance of ICT, the Singapore government has launched the *IT 2000 Masterplan* for the integration of ICT into the educational system. The *Masterplan for IT in Education* is a systematic and comprehensive strategy to create an IT-based teaching and learning environment in every school and to equip students with IT skills necessary to live and work in Singapore or any advanced country in the world.

Regulation

As part of its effort to maintain Singapore's position as a business-friendly communication and information hub, the Media Development Authority of Singapore (MDA) has established an Internet regulatory framework that promotes and facilitates the growth of the Internet while also safeguarding social values and racial and religious harmony. In formulating its policies, the MDA receives feedback from the National Internet Advisory Committee on the regulation and development of the Internet industry.

The MDA's regulatory framework for the Internet is embodied in the Broadcasting (Class License) Notification 2001. Under the Class License Scheme, Internet content providers and service providers are licensed automatically and have to observe and comply with the Class License Conditions and the Internet Code of Practice, which outline what the community regards as offensive or harmful to Singapore's racial and religious harmony. The industry is encouraged to self-regulate and set its own standards according to MDA's guidelines.

The Internet in Sweden

World Internet Institute
www.wii.se

The Swedes were a little slow to get access to the Internet in the beginning of the 1990s. But around 1995, diffusion took off with a peak rate of new users reached in 1998-1999. In 2000, half of the population had access to the Internet. Until then, during the primary part of the growth, the development followed the normal S-shaped diffusion curve quite nicely.

After the peak, the curve increased at a gradually slower rate as fewer and fewer individuals adopted the Internet. But instead of leveling out completely, Internet growth has continued until the present day. The overall percent of users is still rising -- not only in Sweden, but also in the other Nordic countries.

The Swedish Media Landscape

Sweden and the other Nordic countries have the tradition of being strong newspaper countries. For the last 150 years, public education and widespread literacy have given the printed word a high standing with broad sectors of the population.

In 2000, more than 80 percent of the adult population read a newspaper on an average day. Most of the newspapers are published in the morning, and almost all are local or regional. Typically the morning papers are sold via subscription with early morning home delivery, even in remote areas of Sweden. Still in 2007 -- when a majority of Swedes are using the Internet and reading online newspapers daily -- 80 percent continue to read an off-line newspaper on an average day.

Radio and television is dominated, like in many other European countries, by public service organizations, and are financed by license fees. Public service radio (four channels) has managed to keep a 60 percent audience share. In television, where the competition is stronger, the public television (four channels) audience share is around 40 percent..

Digital television was introduced in 1999 but, in spite of a lot of advertisements to promote digital television, very few bought a digital decoder; Swedish TV viewers did not feel they needed digital distribution. But the politicians decided that the transition was necessary, forcing Swedes to buy a digital TV decoder whether they wanted to or not. The analogue transmission was gradually phased out, and Sweden became the first country to completely transform to digital transmission in January 2008.

Swedish Internet History

Sweden was at the technological forefront at the end of the 1980s when the Internet started to expand. The University computer network, Sunet, had connected the universities and joined the Internet protocol TCP/IP that was used in the US. But in other parts of Europe, the EU invested in another protocol, OSI, which the state-owned telecom companies favored. The development continued and e-mail became the “killer application.”

With simplicity and cost on its side, TCP/IP became the winning protocol. As the TCP/IP protocol became the standard all over the world, the Internet became a network of networks. Because Sweden early on had chosen that protocol, the country was in a central technology position from the beginning of real Internet growth.

But Internet development in Sweden lagged, even though there were more fixed telephones per capita in Sweden than anywhere else in the world. The state-owned Telecom Company, which controlled the copper lines, was simply not interested in developing the Internet. And neither the right-wing nor the left-wing government invested much energy in the development of the Internet.

Internet Use and Access in Sweden: 2007

Internet access: 90 percent of all Swedes over 18 have access to the Internet from somewhere. Seventy-nine percent have access to the Internet at home.

Internet use: 76 percent of Swedes use the Internet somewhere. Seventy-one percent use the Internet at home. Sixty-eight percent use the Internet at home at least once a week. Fifty-two percent use the Internet daily.

The most popular Internet activities: 93 percent use e-mail, 87 percent read online news, 86 percent look up information about schedules and products, 79 percent read an online newspaper and visit web pages that are associated with their hobbies and special interests, and 78 percent of Internet users pay their bills online.

Communities and blogs: 11 percent of the population over age 18 is a member of a web community. Three percent have a blog. Of young people aged 18-29 years, 34 percent are a member of a community and seven percent have a blog. These two activities did not exist in 2000.

Concern about viruses and fraud: 42 percent are worried about credit card fraud. This is a decrease from 72 percent in 2000. Forty-nine percent are worried about computer virus attacks.

E-commerce: 37 percent of the population shop at least a few times per year via the Internet. That is an increase from eight percent in 2000.

Swedish Characteristics

The World Summit for the Information Society (WSIS) has tried to summarize the technological and social conditions of countries into a measure called “Infostate.” Sweden was the top-ranked country from 1995 to 2003.

More up-to-date is the “e-readiness” scale that includes measurement of both the infrastructure of a country and the political, commercial, legal, and social conditions that facilitate ICT development. The founder of “e-readiness” is the Economist Intelligence Unit, which publishes yearly e-readiness rankings on a scale from 1 to 10. Sweden receives high rankings -- especially in 2007.

What is the reason for the high ranking of Sweden? If we look closer at the different measures, we find that the network, the technological infrastructure, and connectivity receive high marks. However, the real difference between Sweden and many other countries is found among the elderly. In most other countries around the world, the growth of Internet use among older people has been slow. But in Sweden, the Internet reaches not only young people and the highly educated, but senior citizens and the less educated as well. The “digital divide” still exists, but not in the same manner as in many other countries, where senior citizens and less educated are almost entirely excluded.

Equality and cultural values

During the secondary phase of Internet growth, when many people are supposed to adopt a new technology, the economic and social divides among different groups in society are particularly important. Compared to most other countries, economic equality in Sweden is quite high. That does not mean that everyone in Sweden is rich, but rather that the ten percent richest are only six times richer than the ten percent poorest.

Beyond economic equality, another characteristic that makes Sweden notable is cultural values. This is shown most clearly in the position of Sweden on the Inglehart values map (Inglehart, R {1997}, *Modernization and Postmodernization*, Princeton).

One dimension on this two-dimensional map is tied to the cultural influence from religion that is transformed into more rational and secular values. The second dimension traces survival-values to more self-expression values. In the upper corner to the right on the map, where self-expression and secular/rational values dominate, we find the Christian protestant countries. And Sweden is positioned furthest out in this corner.

Skepticism

Although many Swedes use the Internet and most of them appreciate and are satisfied with it, they are at the same time skeptical of the technology. In other countries, a majority thinks that most of the information on the Internet is trustworthy and correct, however, that is not the case in Sweden (World Internet Project 2004).

The Swedes do not believe that the Internet will bring about fundamental changes. Even if the use of the Internet makes it easier to find information, people do not believe that democracy will be strengthened, or that the politicians will listen more to what the citizens think. On the whole, the Internet is of minor importance for politics in Sweden. During the last election campaign in autumn of 2006, the Internet played little role. Even among the young generation, the traditional media, especially TV and newspapers, were the most important sources of information.

Four Use Patterns

From all the data that has been collected within the project “The Swedes and the Internet”, some typical patterns of online use emerge. The most dominant pattern is that of the “*advanced enthusiasts*” (eight percent of all Internet users). Young men who tend to have more access to everything on the Internet and use it for more applications than others, dominate this group. They share files, network, and read and write blogs. They are the group most involved in Web 2.0 activities. The Internet is very important to them.

Their opposites are “*the cautious*” (22 percent). They do not spend much time on the Internet, and when they do it is generally to find facts and information. The Internet is not important to them and they do not feel like participants in the information society.

Between these two extremes we find the majority of Internet users, the traditionalists and modernists.

The *modernists* (30 percent) are a little younger than the traditionalists and are mostly interested in communication and entertainment. But they also use the Internet for information and fact-finding. They are optimistic about the potential of the Internet and regard themselves as participants in the information society.

The *traditionalists* are the largest group (40 percent). They do not spend as much time on the Internet as the other groups and are mostly interested in its traditional role as a source of information, for checking facts, and for practical matters. They generally have positive feelings about the Internet, but regard other media as more important.

The Majority of Users: Still Cautious Traditionalists

Most Internet users are, however, not young, but middle-aged. Besides sending e-mail, they use the Internet in a traditional way, focusing on information. They have a positive attitude toward the Internet, but other media are in many cases more important to them.

Sponsors: Fiber Optic Valley, .SE - The Internet Infrastructure Foundation, Uppsala University, The Swedish Urban Network Association, Institute for Humane Technology, The Municipality of Gävle

Growing Numbers of Pre-schoolers Use the Internet

The time Swedes spend on the Internet has tripled in the last seven years. The Internet has spread to younger users, down to those of pre-school age. Internet use for children under the age of 7 has doubled during the last few years. Nowadays, one in three pre-schoolers uses the Internet. For school children, beginning from grade one, the Internet is already well established. Virtually everyone is an Internet user in this group. Of all groups, school children have the largest percent of Internet users.

Broadband Offers New Opportunities

The increase in Internet use is due in large part to the fact that two-thirds of Swedes access the Internet through a broadband connection. Broadband has dramatically expanded the use of the net. Besides being the traditional fount of information, the Internet has become an encyclopedia -- an aid for finding timetables, schedules, and addresses; a dictionary and language resource; a market place; and a place to find news and peruse magazines. For younger users in particular, the Internet has also become a source of entertainment, including music, videos, and gaming.

Summary

In today's Sweden, the Internet is in a consolidation phase. A few new users are going online, while those who already have access to the Internet are using it more and becoming more versatile. Young people and the younger senior citizens are the groups who show the most increased Internet activity over the last few years.

The Internet in the United Kingdom

Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Digital Infrastructure and Policy in the United Kingdom

The UK was a pioneer of telecommunications privatization in Europe. This created a strong competitive market, but led to a lack of leadership in national optical fibre cabling. Investment in broadband cabling was hampered by the continuing demand for antenna-based public broadcasting (e.g., by the BBC), together with the development by Sky of satellite transmission as the main alternative.

In addition, some consumer confusion was created by diverse price and service offerings, with cost and operational barriers arising in connection and service-switching procedures.

As a result, the UK lags slightly behind most northern European countries in some key aspects of Internet penetration and use, but shows more engagement with the technology than southern EU countries. Adoption of the Internet by large businesses was relatively speedy; after a slow start, small business and general citizen use has accelerated more recently.

Internet Use at Home

Telephone wires remain the prime home connection to the Internet. The Oxford Internet Institute's Oxford Internet Surveys (OxIS: undertaken in 2003, 2005, and 2007) found that 80 percent of Internet users in 2007 relied on their fixed telephone line to access the Internet at home.

The availability of ADSL technology enabled broadband links from home to increase from just 19 percent of Internet connections in 2003 to 85 percent in 2007 (56 percent of all households). Overall, 94 percent of users access the Internet at home.

The UK government has consistently promoted the Internet and other information and communication technologies as being fundamental to economic and social development. For example, awareness of the convergence triggered by digital technologies led to the establishment of Ofcom in 2003 as the prime regulator across all UK communications industries.

Many units in national, regional, and local government have been responsible for the development and adoption of digital networks. The Prime Minister's Cabinet Office has taken a strong leadership role through an eEnvoy unit between 1999 and 2004 that aimed to maximize benefits to the country from the knowledge economy.

Government, policy, and academic approaches to the Internet have shifted over time from access and infrastructure provision to focusing on broader social issues. For example, digital inclusion policies have emphasized access at school to help avoid social exclusion among children without home access.

Other efforts to provide Internet access in public spaces include a program targeting access and support from public libraries. In 2008, a Minister for Digital Inclusion was appointed.

Since 2005, almost all young people of school age in the UK have used the Internet at school or elsewhere. Increasing Internet access in all homes with school children is a government priority. However, a significant age-based digital divide continues to exist, with those over 55 years old and the retired using the Internet much less than younger generations.

The government's strategy is complemented by market-driven policies for home and business use. This has supported growth in Internet use, for example, with the UK second only to the US in the number (14,000) of WiFi wireless hotspots.

Content Creation Remains Low

The UK gains a significant advantage from English being the most widely used language on the Web. This offers users a worldwide wealth of content to stimulate their engagement and opens potentially large online global audiences for media enterprises and other content creators.

Yet despite the rapid growth in broadband use, OxIS has found no evidence of an expected related increase in creative production as opposed to just consumption of content. Photo sharing and publication websites such as Flickr and YouTube are the only such activities with over 20 percent of UK users (28 percent in 2007); other creative uses (e.g., design) remain consistently low (typically around 16 percent).

Uses of the Internet in the UK

The main activities undertaken by UK Internet users include:

- *Communication* is the most popular online activity, with e-mailing leading since the first OxIS survey (in 2007, 93 percent of Internet users). Instant messaging (60 percent) and chat room participation (29 percent) are other consistently used communication services. Although social networking has generated much media coverage and excitement among some groups, only 17 percent of users had a profile on a social networking site in March 2007. The most active bloggers and social networkers were 25 to 44 year olds, not the teenage generation.

- *E-commerce*, including browsing for products online (90 percent of UK Internet users in 2007) and making travel reservations (77 percent) continue to be popular. The main growth has been in access to Web sites offering price comparisons, checking of investments and stocks, and online banking.
- *Entertainment, information searching, and learning activities* have remained popular, but with no significant increases since 2003. About a third of UK users have downloaded music and/or videos; illegal downloading was seen to be less problematic in 2007 than in 2005. Formal online education has not taken off, although several institutions (e.g., the Open University) provide high-quality online courses.

Developments in Information Search

Information searching in the UK has evolved in three interesting ways:

1. In 2007, the Internet became the first port of call for almost all information searching, with the online user very unlikely to turn first to other media to find information about vacations, books, or government-related issues.
2. A trend has emerged away from seeking specific Web sites towards a greater reliance on search engines. In 2005, 62 percent looked for information on both; in 2007, most used only search engines (57 percent).
3. In the UK, health information is the only subject matter that women search for on the Internet more than men. This is also one of the use categories where the UK has seen a large increase since 2003.

E-Government and E-Democracy

Despite considerable effort to promote eGovernment (for example, see: www.direct.gov.uk), the UK lags behind EU and many non-EU countries (see the Government on the Web research project; www.governmentontheweb.org) in these services, particularly in terms of interactive engagement rather than information seeking alone.

For example, in 2007 about a third of users looked for information on schools and local services on the Internet, but only 11 percent paid their taxes online.

Civic engagement in eDemocracy activities is generally low; the most popular activity of signing petitions is carried out more actively offline (25 percent of Internet users) than online (7 percent). Fewer than 2 percent of Internet users go online for activities such as donating money or contacting a civic or political organization.

Future Trends in the Use of the Internet in the UK

Internet use in the UK is likely to continue to grow, although not dramatically and not equally in all social groups. The most important change will probably be a shift to using the Internet as the first port of call for communication as well as information. This is likely to be bolstered by a growth in Web 2.0 social networking and “Web 3.0” co-creation applications (typified by Wikipedia and open source software).

One social activity that may grow online is making contact with others, especially those living further away (in 2007, 23 percent of users met someone on the Internet that they did not know before). Although most such contact occurs among younger age groups, older users more frequently go on to meet the person offline.

Unresolved Challenges

Issues of privacy, data protection, and online safety of children

have been widely debated, with high-profile concerns expressed in areas such as:

- Government proposals for an identity card system based on biometric databases, and identity management online;
- High-profile cases of the loss of personal digital data by government and private enterprises;
- Online identity theft and fraud;
- Threats to children’s safety from online bullies and pedophiles;
- Occasions where candidates have been refused work or entry to university based on information they have posted on the Web; and
- Journalists using information about a person found online.

A successful resolution of such debates includes a need to ensure that users have the skills to understand and control the risks of going online. However, OxIS has identified strong divides in digital literacy, which means that generally vulnerable groups (by education, income, age, disability, and gender) also have much lower levels of online skills and experience.

The British Library <http://www.bl.uk>

Cisco <http://www.cisco.com/web/uk.index.html>

Hefce <http://www.hefce.ac.uk>

Ofcom <http://www.ofcom.org.uk>

Talisma <http://www.talisma.com>

The Internet in the United States of America

Center for the Digital Future
USC Annenberg School for Communication
www.digitalcenter.org

The Internet in the United States is characterized by its high penetration rate and its diversified use. Initially Internet service was limited to those in big corporations, academia, and research labs. Since opened to public use in 1994, going online has become increasingly affordable for the majority of households thanks to technological development.

With the increase of penetration over the years, ordinary users have found the Internet to be a powerful communication tool for social, political, and financial purposes. The wide availability of Internet technology and people's creative use of it have helped transform the communications landscape in the United States.

Internet Use at Home

In the United States, home is the primary place where people access the Internet. The vast majority of Internet users (94%) reported having Internet access at home in 2007, whereas in 2000 only one-fifth of Internet users (21%) had such access.

The speed at which people can access the Internet at home has been increasing significantly. The number of people with broadband Internet connection at home has steadily grown. In 2000, a majority of home Internet connection was through telephone modem service (88%), whereas in 2007, 76% of home Internet users accessed the Internet through broadband.

Wireless and Mobile Access

Wireless and mobile Internet access have been gaining ground as well. In addition to the sense of instantaneity presented by the Internet, the mobility possible through wireless Internet access offers the possibility of connecting from anywhere. The percentage of Internet users reporting use of the Internet through wireless devices has increased from 3% in 2002 to 27% in 2007. Internet access via cell phone is also slowly growing, from 5% in 2002 to 13% in 2007.

A key feature of the Internet is its openness. The unique architecture of the Internet, as opposed to that of traditional media, has allowed the Internet in the United States to grow into a powerful media platform through which people communicate, gather information, socialize, and entertain themselves. Further, as reflected in a newer trend referred to as “Web 2.0,” the Internet has broadened the potential of user-creativity, collaboration, and sharing and networking among users in unprecedented ways.

Most Popular Internet Uses

The five most popular online activities overall in the US in 2007 were: 1) e-mailing, 2) web surfing, 3) product information-gathering, 4) news reading, and 5) online shopping.

In 2007, the five most popular online activities that Internet users report engaging in virtually at least once-a-day were: e-mail checking, web surfing, news reading, instant messaging, and game playing.

Media Use Online

Some other online activities are growing at a fast pace. They include traditional media consumption, personal expression and sharing, and online community participation. Traditional media, such as television, newspaper, and radio, are increasingly consumed via the Internet. In an average week in 2003, Internet users spent 17 minutes listening to radio online and 27 minutes reading online newspapers, and no one reported watching television via the Internet. In an average week in 2007, however, Internet users spent 47 minutes, 41 minutes, and 13 minutes on the same activities online, respectively.

Self-Expression on the Internet

An increasing number of those online also use the Internet as a venue for self-expression and sharing. In 2007 they displayed photos

on the web (41% versus 11% in 2003), kept blogs (13% versus 3% in 2003), and maintained personal Web sites (16% versus 9% in 2003).

An increasingly important facet of online life involves social networking sites, music and video sharing websites, and user-generated content websites. Also in 2007 a growing percentage (15%) of Internet users participated in online communities and generally reported a strong sense of community from their participation. The percentage reporting membership in online communities has doubled since this question was first asked three years ago. And more than half of the online community members reported feeling as strongly about their online communities as they felt about their real-world communities.

Social Relationships and Political Involvement Online

The Internet has also become an important platform for forming and maintaining social relationships. In 2007, 45% of Internet users said the Internet was important or very important for maintaining their social relationships. Internet users also report that they have friends online whom they have never met in person (an average of 5.2 friends in 2007).

The Internet has an important political dimension in the United States as well. Most prominently, the movement of political campaigns online is one of the most dramatic trends of our time.

Political candidates have increased their online presence not only through campaign websites and supporter blogs, but also by actively embracing social networking sites such as Facebook, MySpace, and YouTube. In 2007, 64% of Internet users aged 16 and above said that the Internet had become important for political campaigns, up from 59% in 2006.

Privacy and Security: Concerns Continue

Along with the great growth and increasingly diversified use of the Internet in the United States, there are some concerns. For example, as more and more people purchase online, privacy has become a major concern among Internet users. About nine in ten people have some level of concern about the privacy of their personal information when they buy on the Internet.

When it comes to credit card security, 57% of respondents had concerns about the issue. Yet, this level of concern is lower than when the issue was first tracked in 2001. This trend may reflect the increased use of new tools and solutions to deal with the issue.

As users have become active in disclosing personal information online, safety and security issues have received increasing attention, including problems such as sexual solicitation and harassment via social networking sites, chat rooms, and instant messaging.

Children Online

There are also multiple concerns about children online. A large percentage of adults (63%) say that they are uncomfortable with the children in their households participating in online communities. In general, there has been a continuous increase of adults' reservations about children spending too much time using the Internet.

In 2007, 25% of adults with children in their household who use the Internet said those children spend too much time online, compared to 11% in 2000. This figure is notable in comparison to adults' views about their children's TV watching, which has shown relatively little change during the past several years (the percentage of adults who thought their children spent too much time on the medium was 46% in 2000 and 49% in 2007).

The Digital Future

The Internet in the United States is ever changing. We expect the Internet to continue to grow in terms of penetration and speed as faster and better technology becomes available. It should also continue to grow in terms of people's innovative use to fulfill their communication needs.

The Internet has made human communication more multifaceted, and people's creative use of the Internet has made the Internet a richer medium. This type of interaction will continue to transform the Internet into an ever more dynamic media platform in the years to come.

Findings

World Internet Project 2009

Internet Users and Non-Users

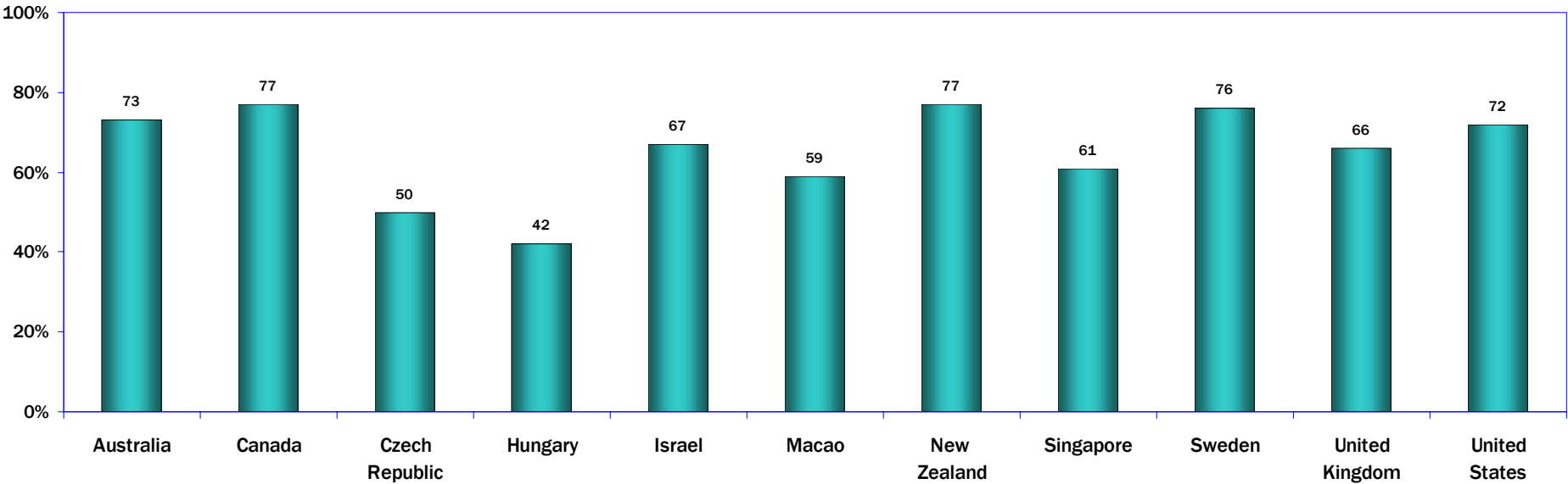
1. Internet Use in the World Internet Project Countries and Regions

A majority of people age 18 and older in all of the World Internet Project (WIP) countries and regions except Hungary are current Internet users.

Of particular note is the high Internet penetration in most of the WIP countries. In five of the countries, Internet use surpasses 70 percent of

respondents age 18 and older; of those below 70 percent, two are from Eastern Europe. Singapore reported lower-than-expected Internet use -- surprising given the country's strong commitment to online access.

**Overall Internet Use
(Respondents Age 18 and Older)**



Q2 S-1

2. Gender Divide: Internet Use Among Men and Women

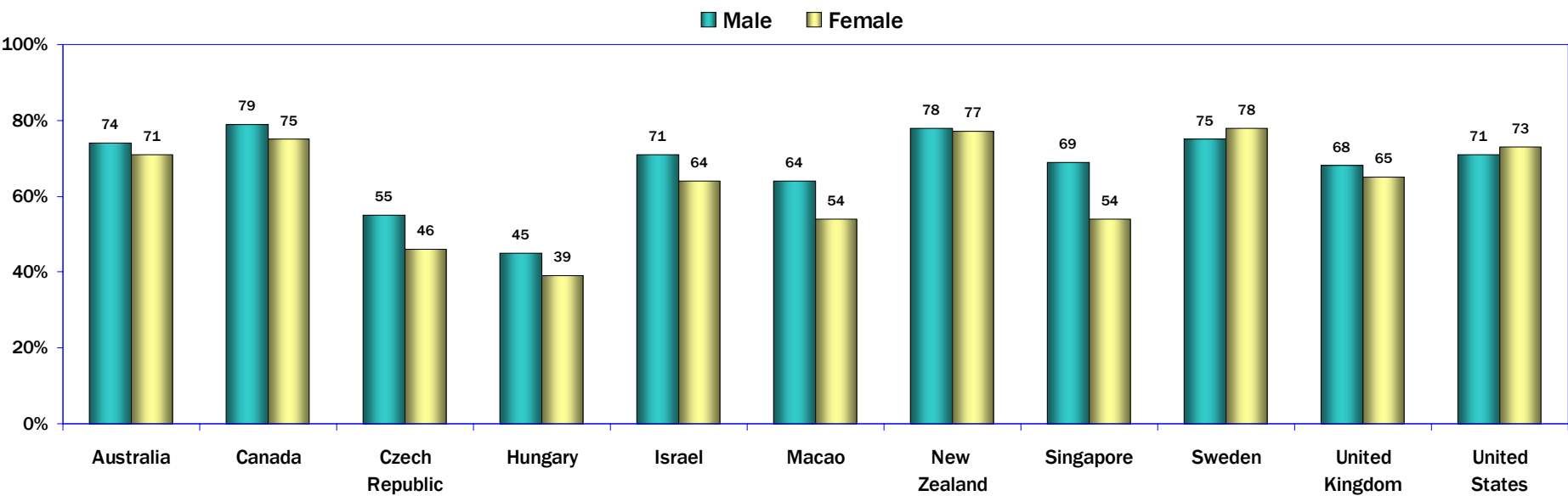
In six of the reporting countries and regions in the World Internet Project, Internet use is approximately the same for men and women. The gender divide is quite narrow in most of the WIP countries; in most of the more-developed WIP countries, there is essentially no gender gap in statistical terms.

However, gender gaps from 5-15 percent still exist, with the gaps of more than five percent in Singapore (15 percent), Macao (10 percent), the Czech Republic (9 percent), Israel (7 percent), and Hungary (6 percent).

In two WIP countries, slightly more women than men report use of the Internet: the United States and Sweden (although for the United States, that trend is only a recent development).

Women seem to be closing the gap in the more-developed countries, and may end in some countries with women surpassing men.

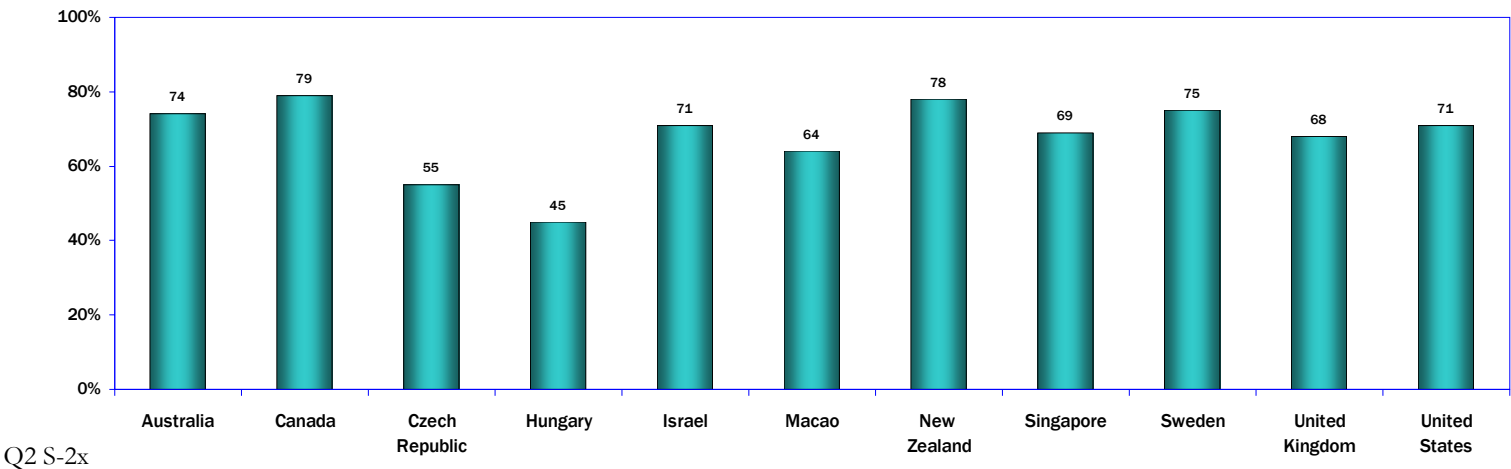
**Internet Use by Gender
(Respondents Age 18 and Older)**



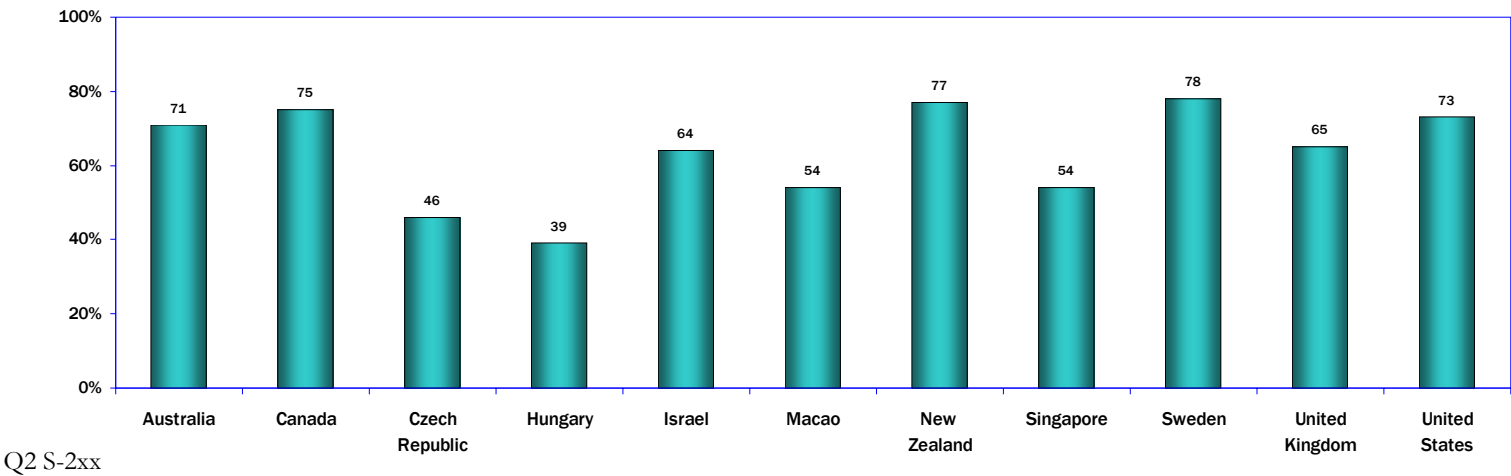
Q2 S-2

2. Gender Divide – Internet Use Among Men and Women: Detailed Responses

Men
(Respondents Age 18 and Older)



Women
(Respondents Age 18 and Older)



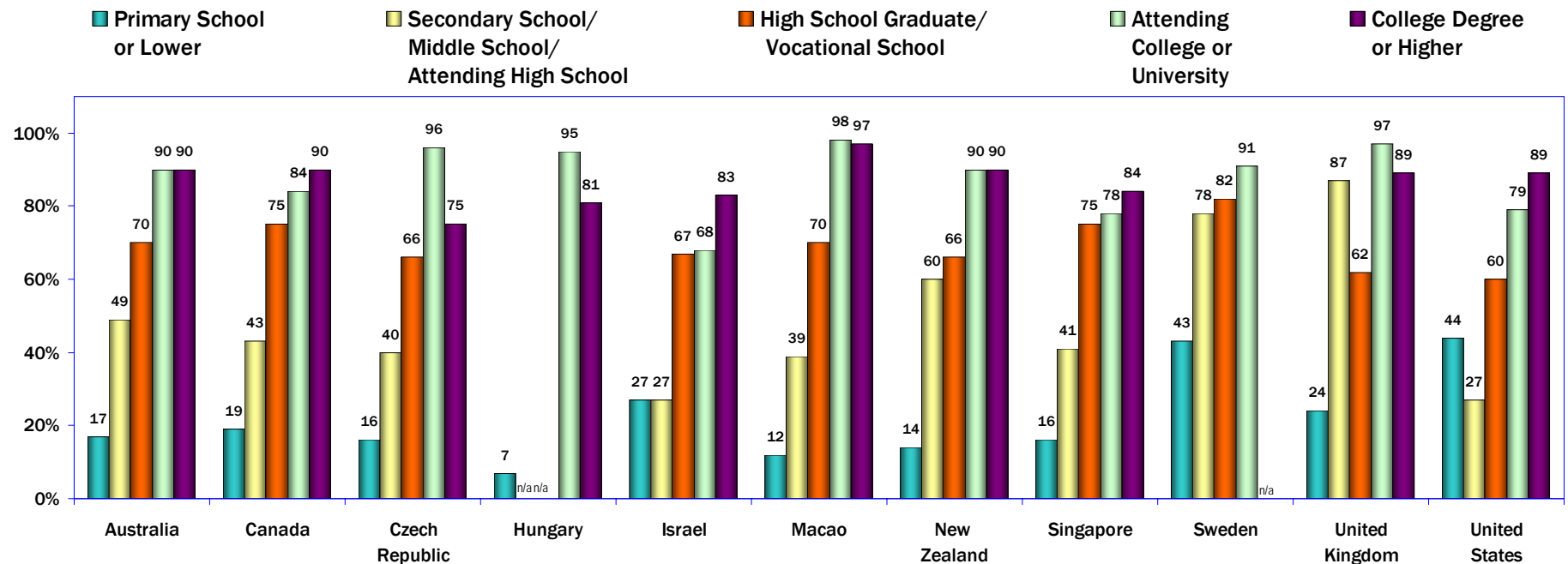
3. Internet Use and Education Levels - Adult Users

In all of the WIP countries and regions, high levels of education in general correspond with high percentages of Internet use.

Most of the WIP countries and regions found generally high percentages of users, among those with a high school education.

However, Internet use remains generally low among adult users who have a primary education or less. In seven of the WIP countries and regions, less than 20 percent of adult respondents with a primary education or less use the Internet.

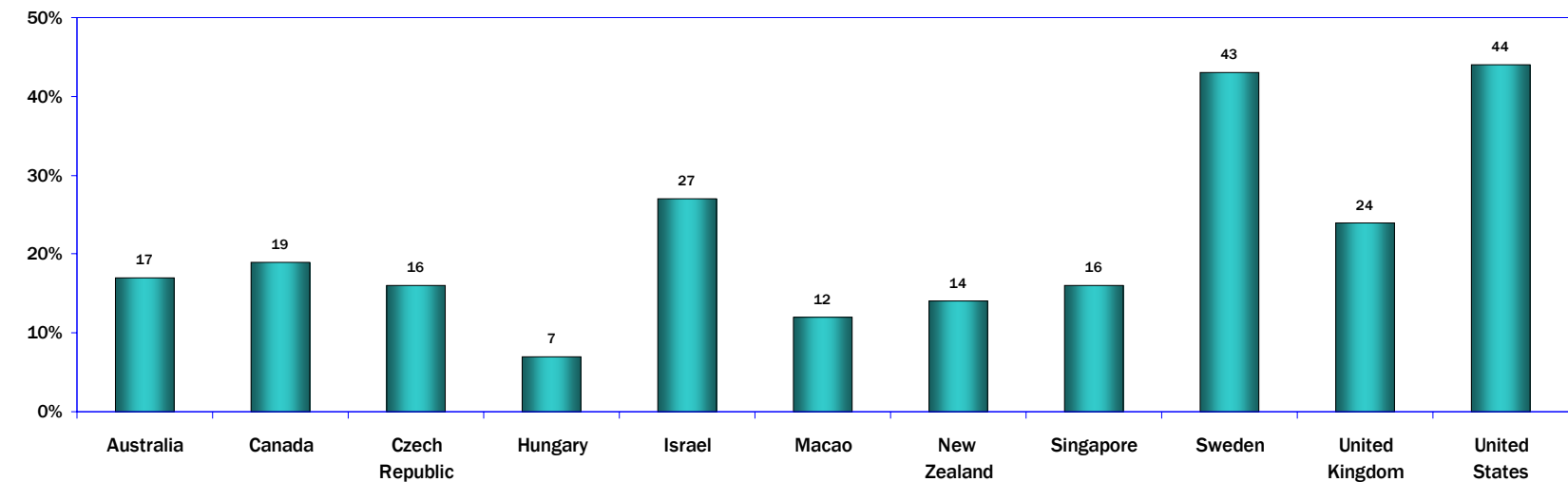
**Internet Users by Education Level
(Respondents Age 18 and Older)**



Q2 S-3

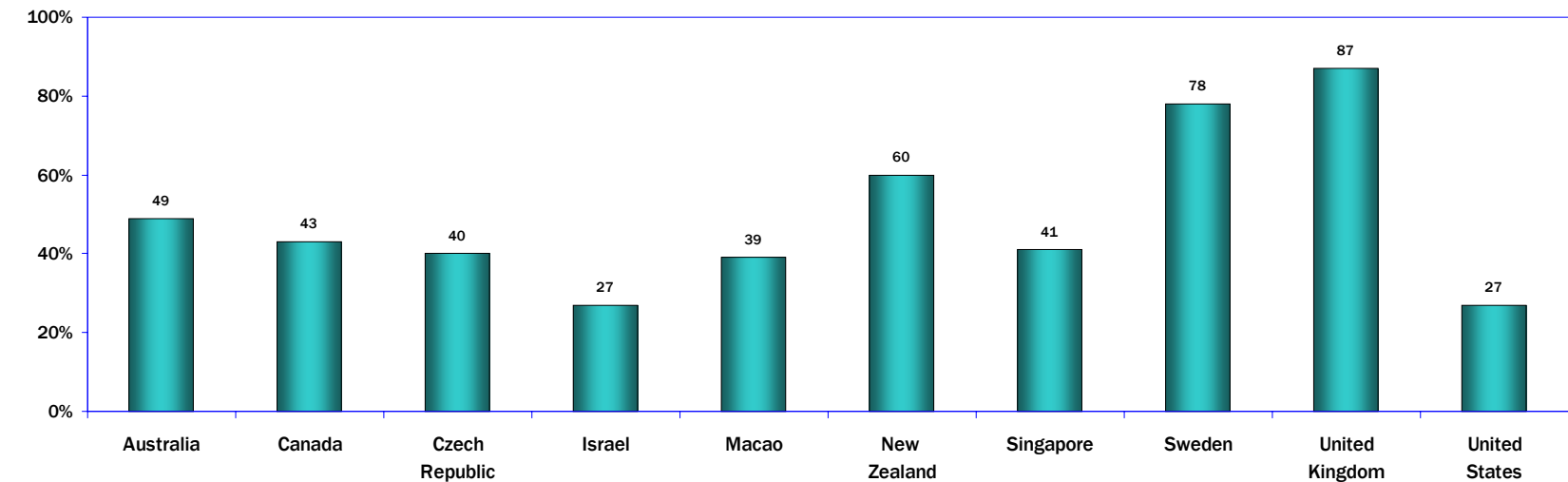
3. Internet Use and Education Levels – Adult Users: Detailed Responses

Primary School or Lower



Q2 S-3A

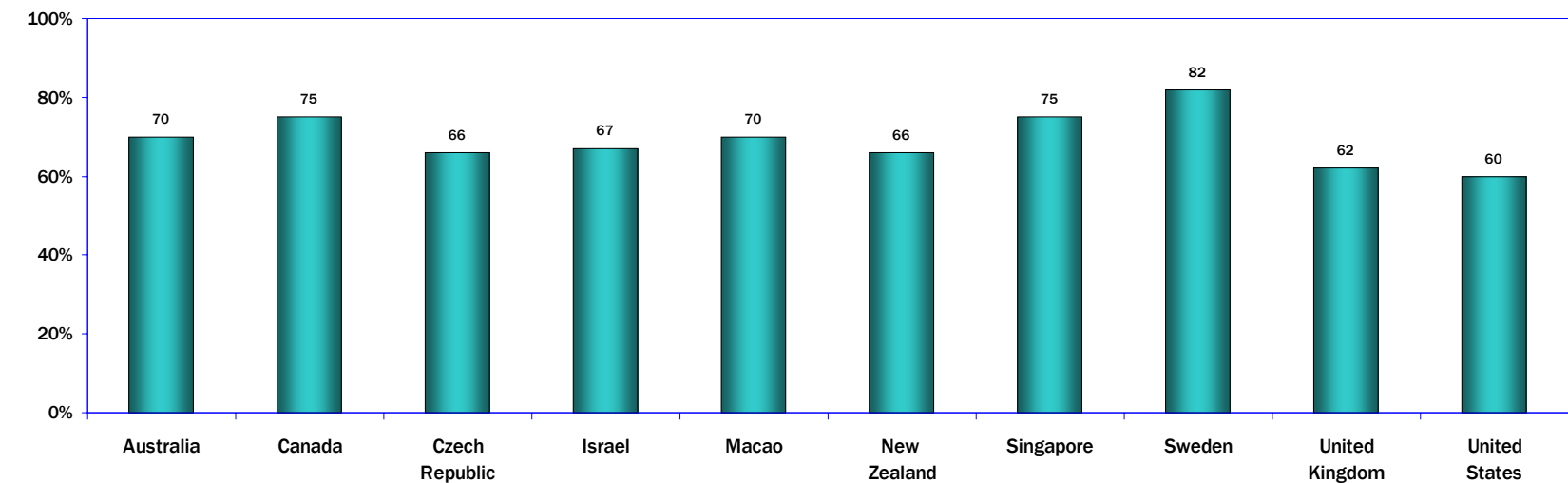
Secondary School, Middle School, or Attending High School



Q2 S-3B

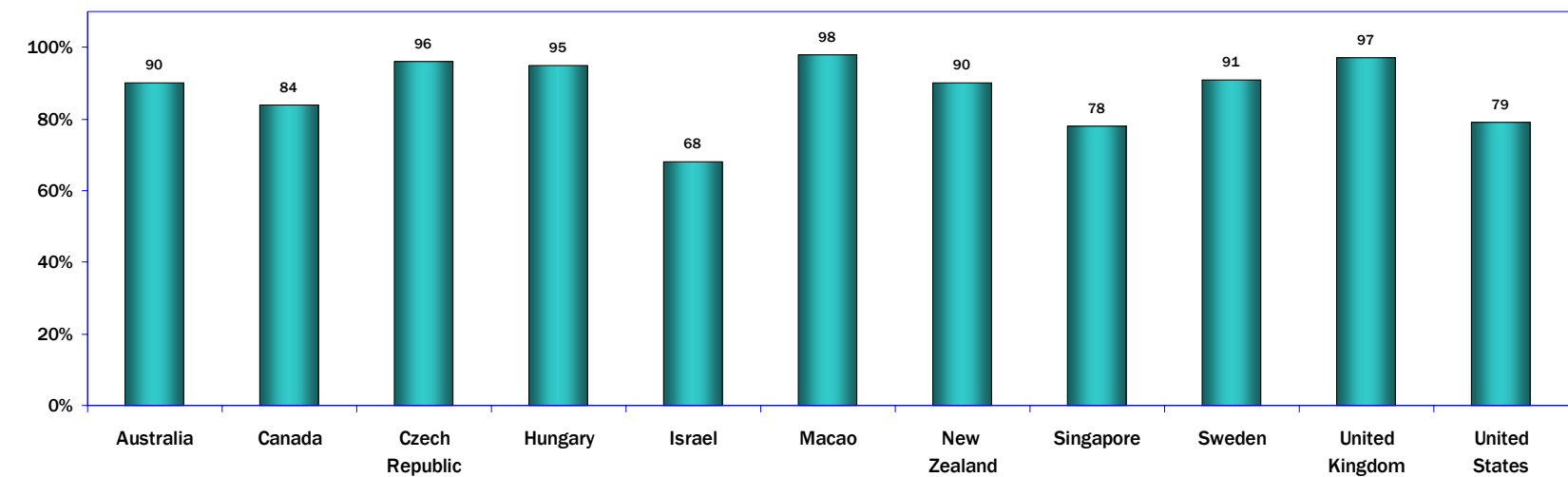
3. Internet Use and Education Levels – Adult Users: Detailed Responses

High School or Vocational School



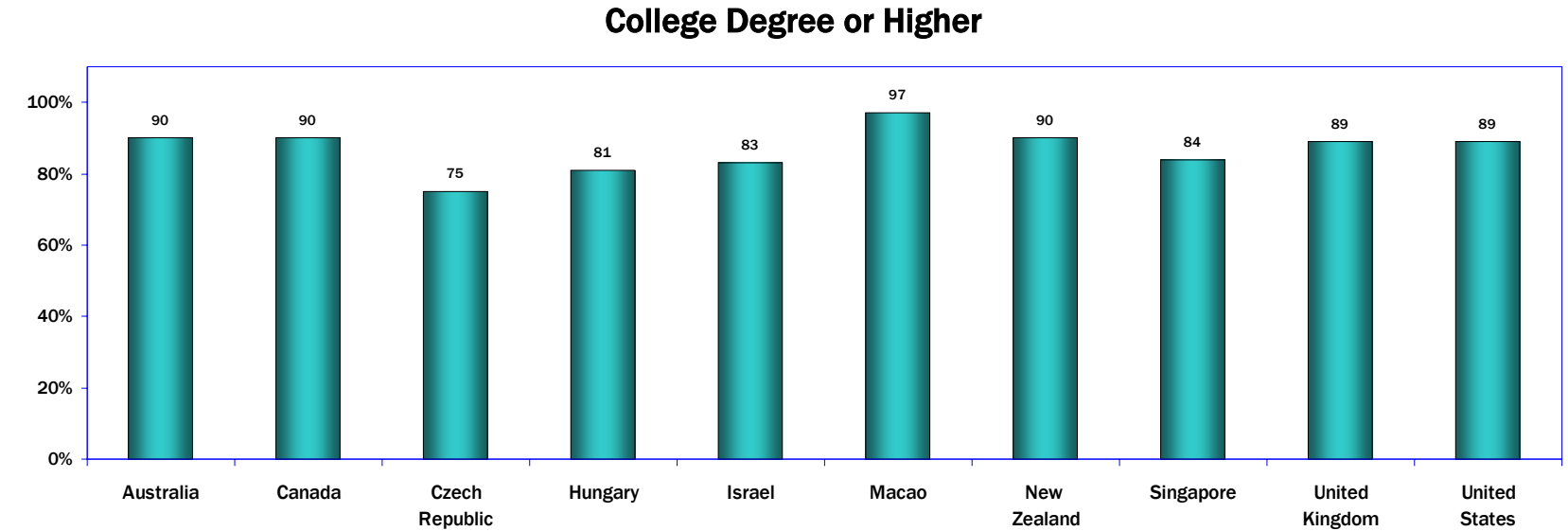
Q2 S-3C

Attending University



Q2 S-3D

3. Internet Use and Education Levels – Adult Users: Detailed Responses



Q2 S-3E

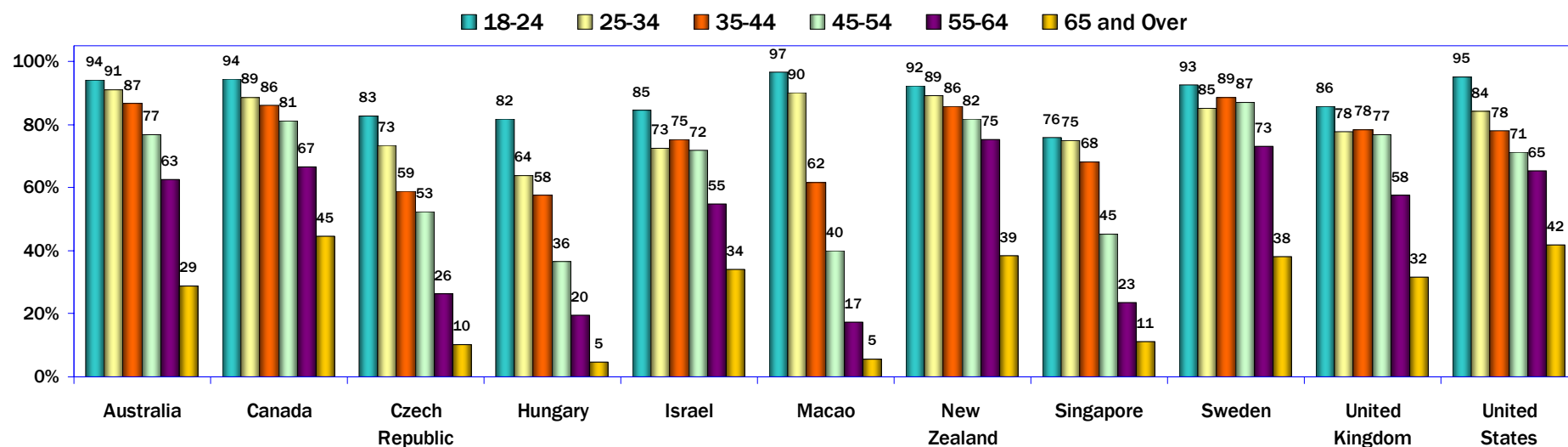
4. Age and Internet Use

In all of the World Internet Project countries and regions, Internet use relates directly to age.

A high percentage of people under age 24 use the Internet. Even in the country with the lowest percentage of users ages 18-24 -- Singapore -- three-quarters of respondents in that age range are users.

However, Internet use among those over 65 is extremely low in several countries and regions, with the Czech Republic, Hungary, and Macao reporting 10 percent or less of respondents as Internet users in that age range. By comparison, in Canada, New Zealand, Sweden, and the United States, at least 38 percent of respondents over 65 said they go online.

**Internet Use by Age
(Respondents Age 18 and Older)**



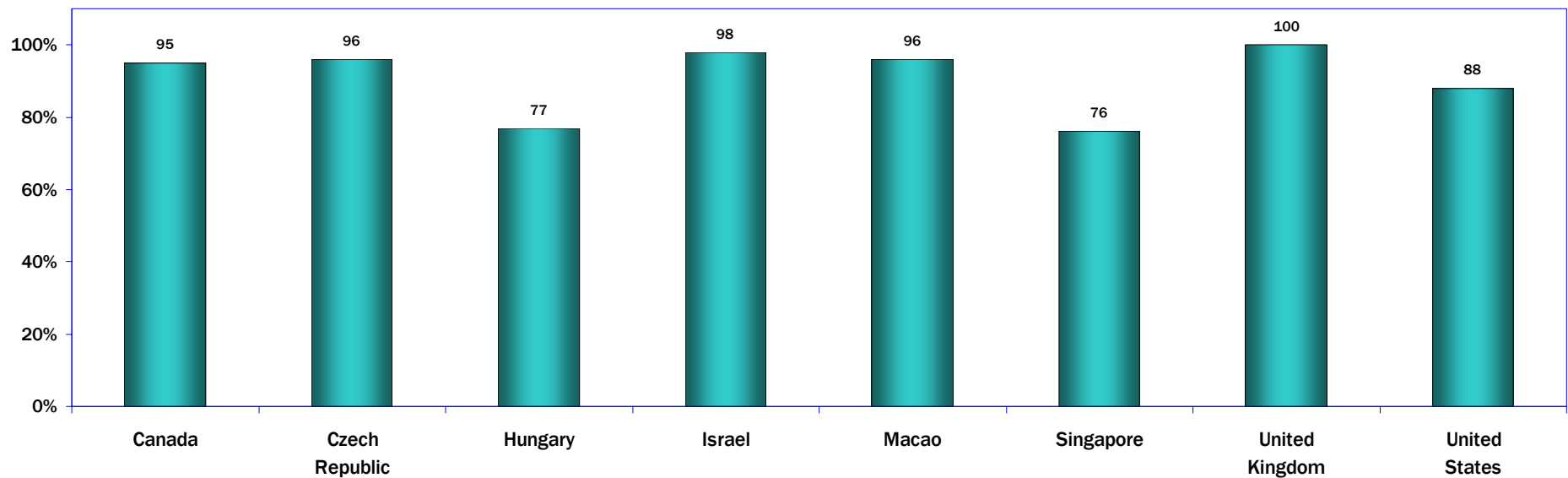
Q2 S-4

4. Age and Internet Use: Detailed Responses

Among those ages 12-14, Internet use is extremely high (see below), and in five of the WIP countries and regions (Canada, Czech Republic, Israel,

Macao, and the United Kingdom) nearly all respondents in that age range are users.

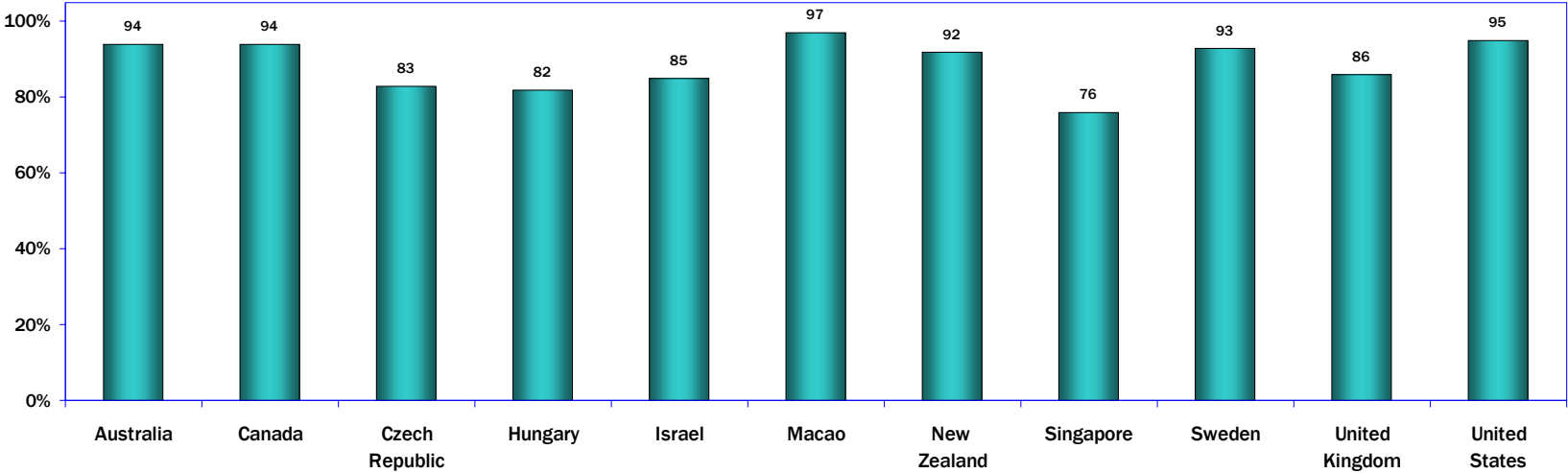
Internet Use by Age
(Respondents Ages 12 to 14)



Q2 S-4-2

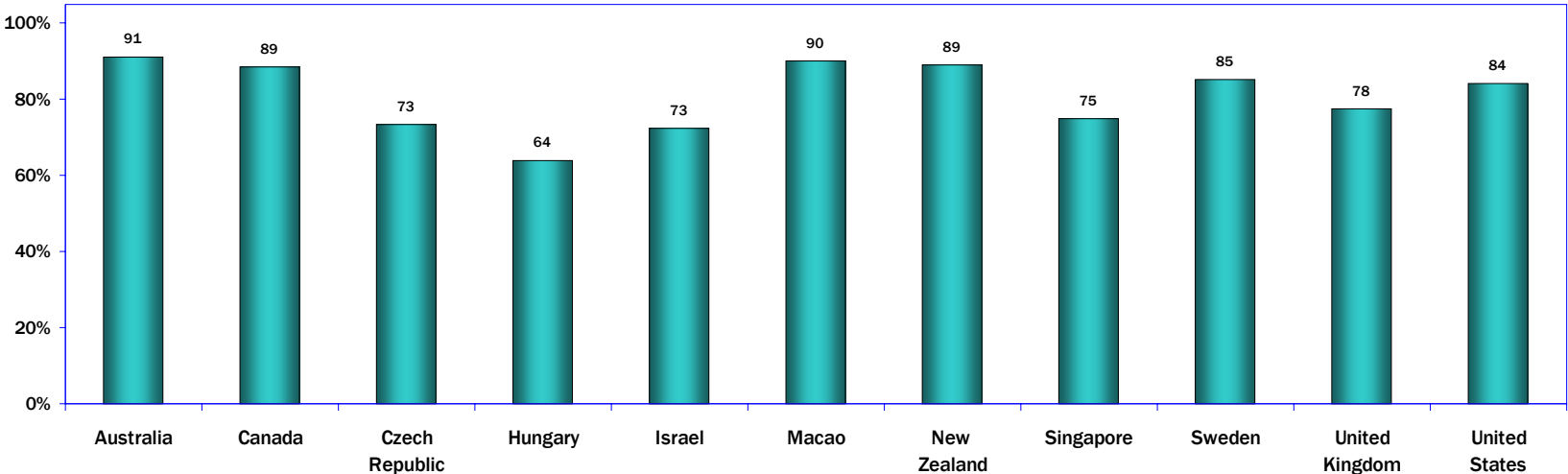
4. Age and Internet Use: Detailed Responses

Ages 18 to 24



Q2 (S-4a)

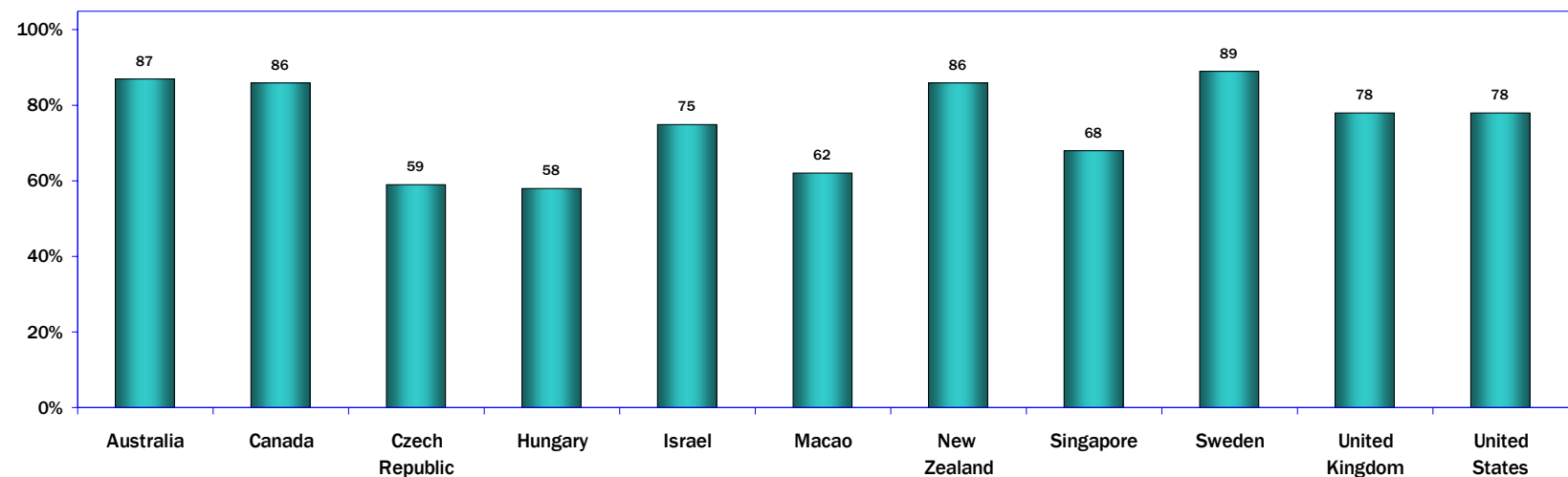
Ages 25 to 34



Q2 (S-4ax)

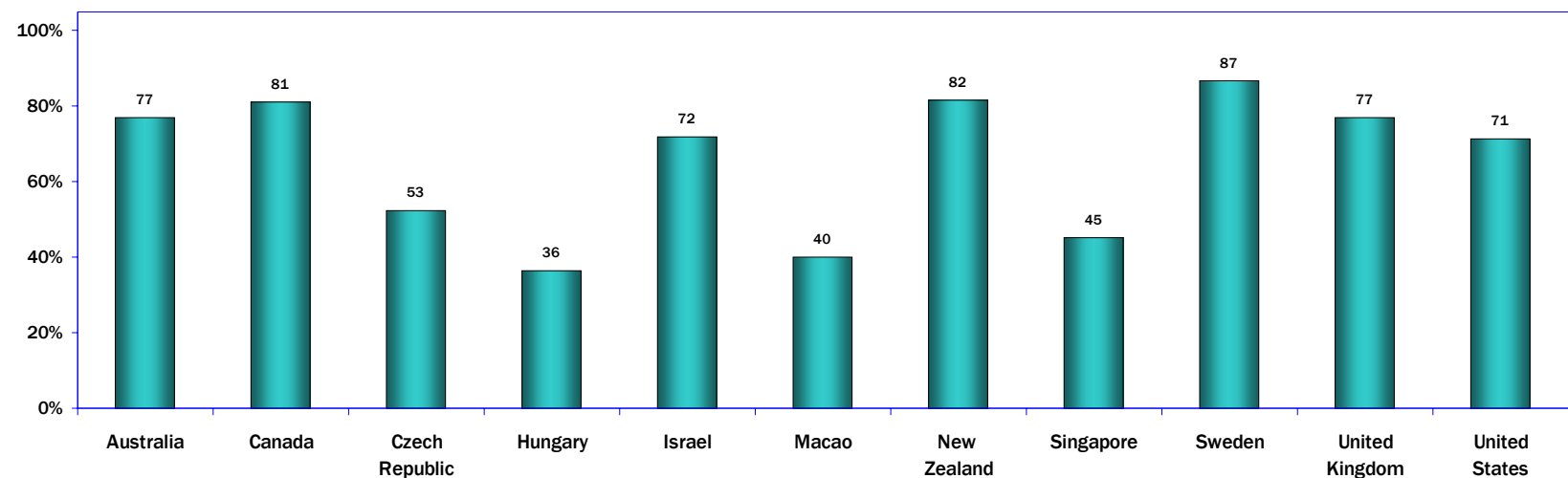
4. Age and Internet Use: Detailed Responses

Ages 35 to 44



Q2 (S-4B)

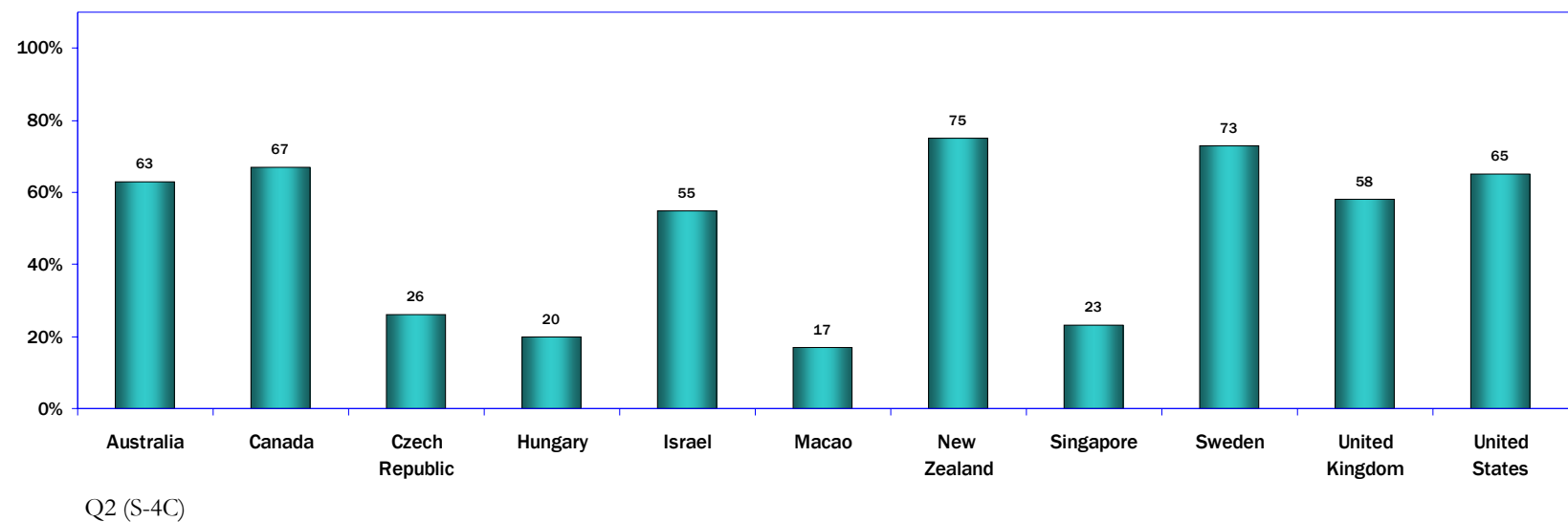
Ages 45 to 54



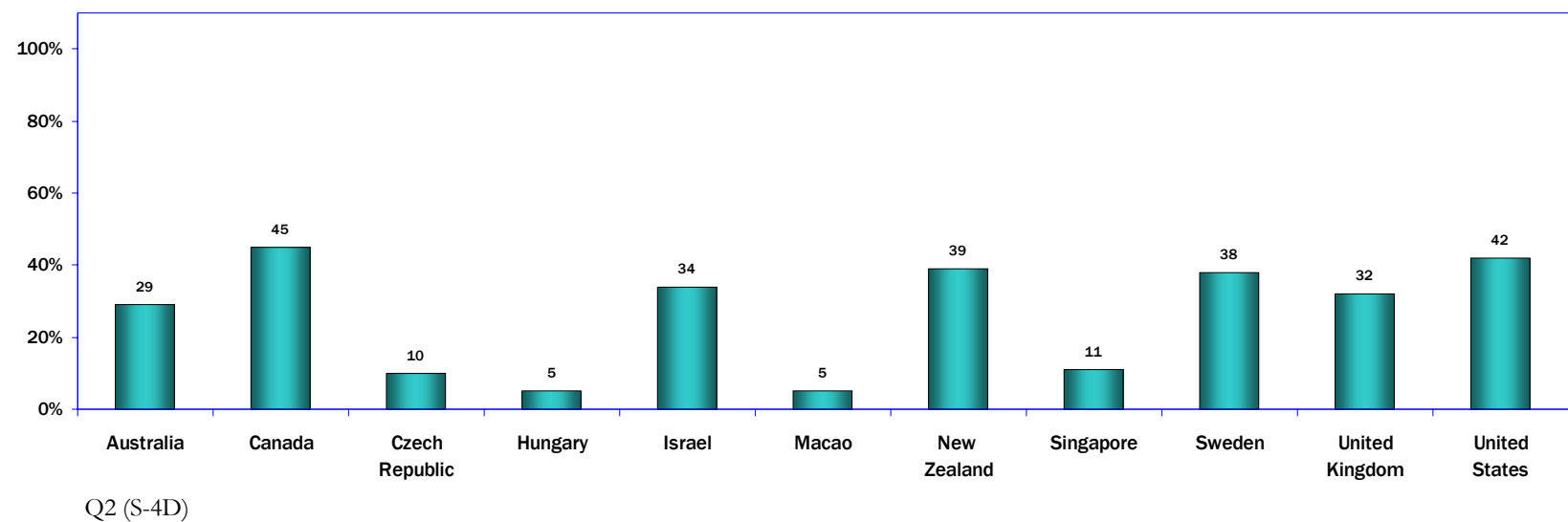
Q2 (S-4Bx)

4. Age and Internet Use: Detailed Responses

Ages 55 to 64



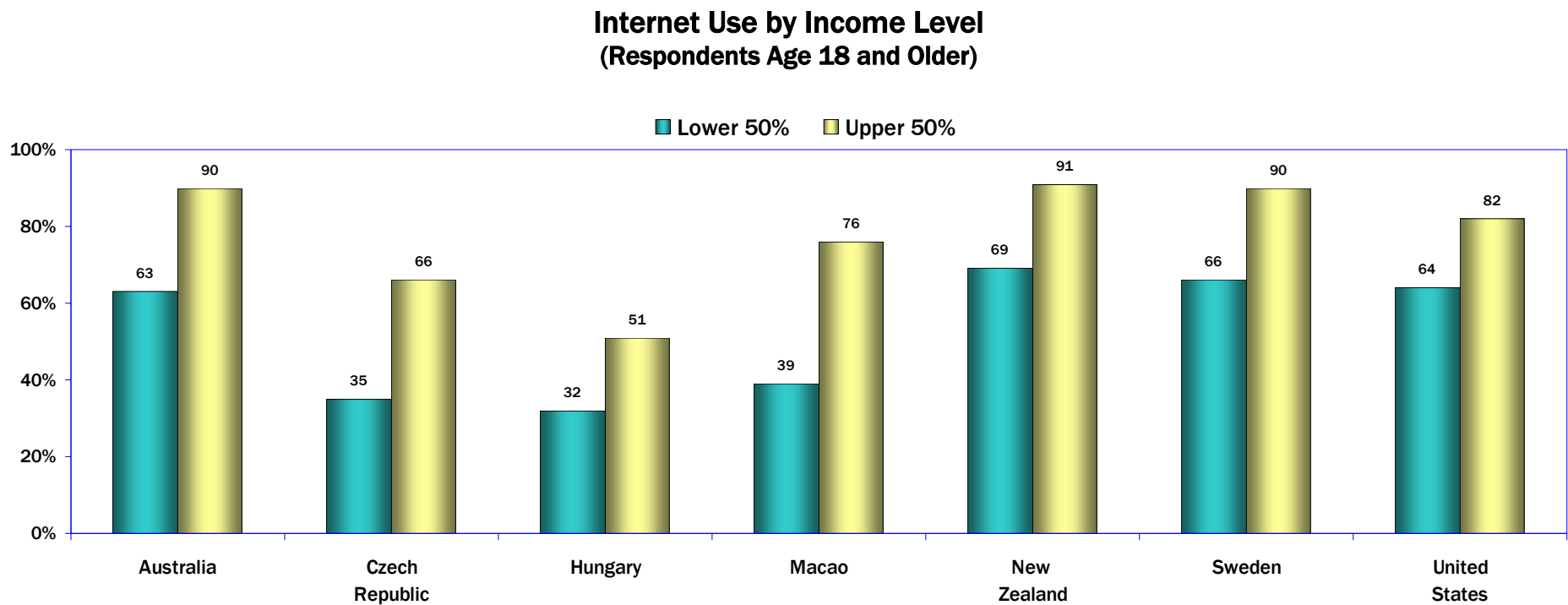
Age 65 and over



5. Internet Use and Income Level

The WIP countries and regions reported some level of disparity in Internet use when comparing users at the upper 50 percent of income with those in the lower 50 percent.

The largest differences in use based on income level are in the Czech Republic (31 percent) and Australia (27 percent). The smallest gap is in the United States -- 18 percent.



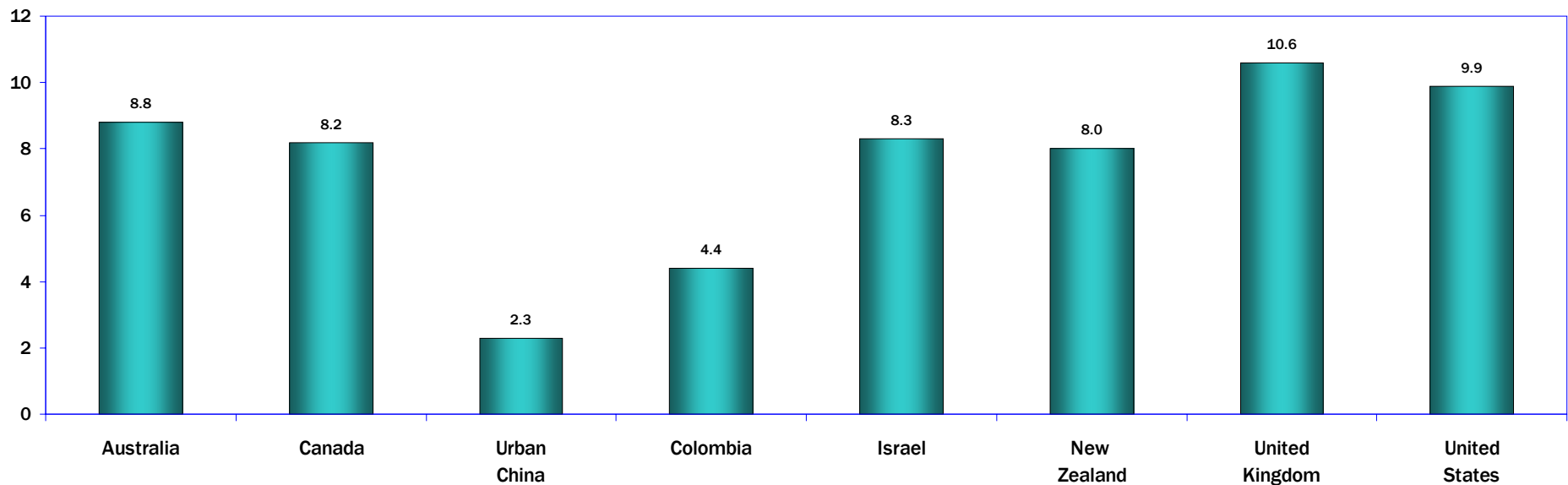
Q2 S-5

6. Internet Use at Home

All of the World Internet Project countries and regions report some use of the Internet at home through a wired PC, but usage varies widely --

from a low of 2.3 hours per week in urban China to a high of 10.6 hours per week in the United Kingdom.

Internet Use at Home, Per Week
(All Internet Users with Wired PCs)

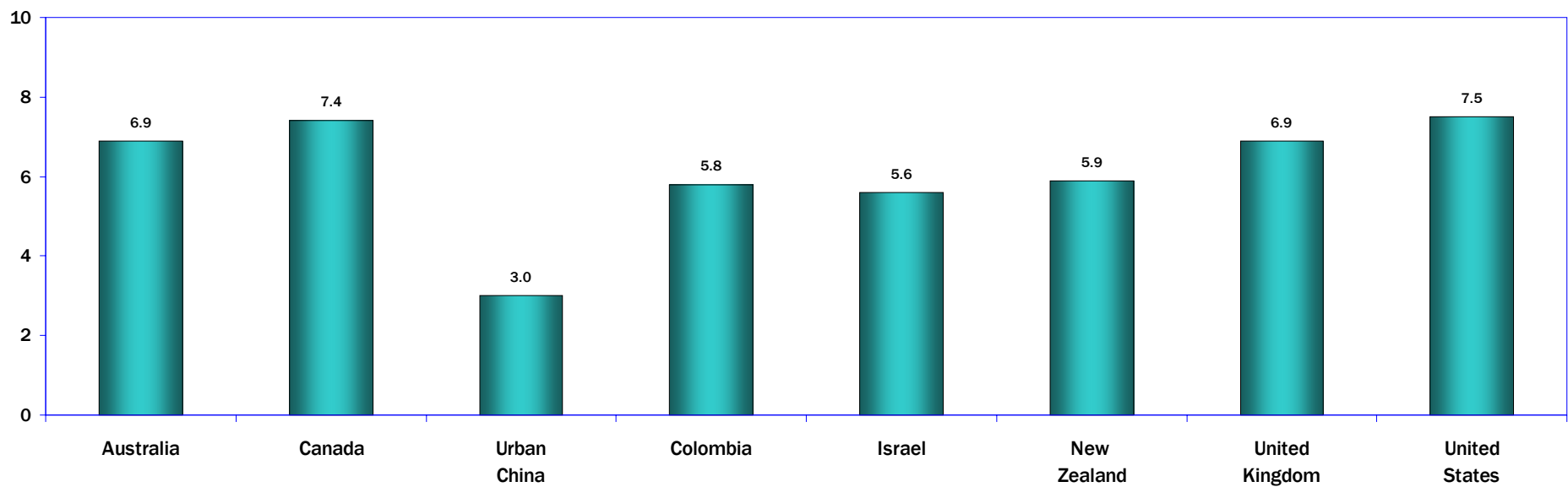


Q4 S-1

7. Internet Use at Work

Internet users who are employed and have a wired PC at work in the United States and Canada reported the highest number of hours per week online at work outside the home. Urban China reported the lowest.

Internet Use at Work, Per Week (Not in the Home)
(Internet Users Who are Employed, With a Wired PC)

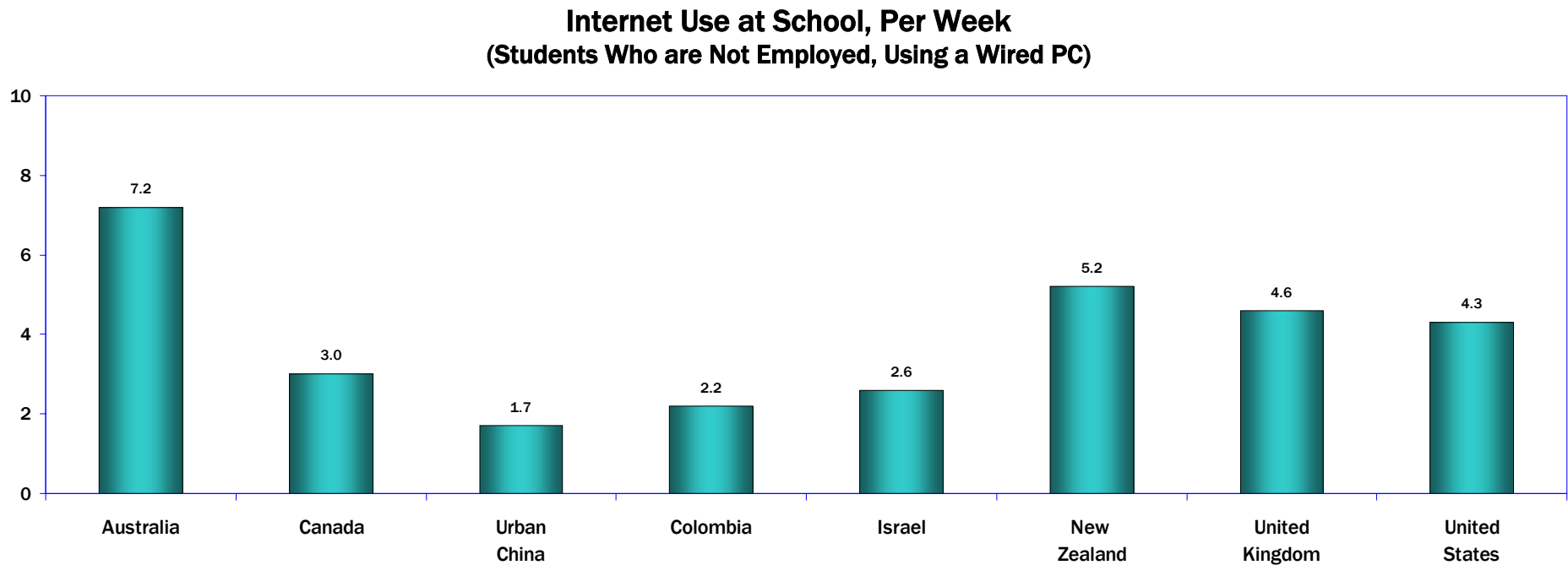


Q4 S-2

8. Internet Use at School

Users in Australia reported the highest number of hours per week online from a wired PC at school -- two hours more per week than the next

highest country, neighboring New Zealand. Urban China reported the lowest.



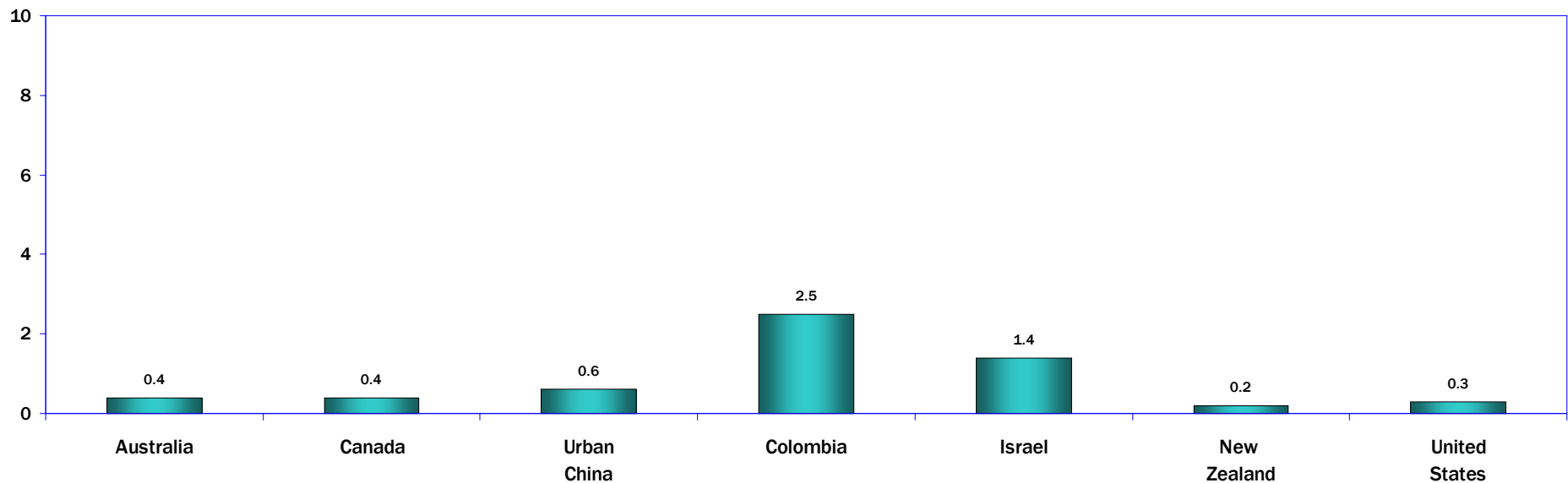
Q4 S-3

9. Internet Access from Other Locations

All of the responding countries and regions report some Internet access using a wired PC in locations other than home, school, or work, but that usage is primarily quite low -- under one hour per week in five of the WIP countries and regions.

Colombia -- where public Internet rooms (*Café Internet*) have typically been the preferred method of Internet access -- reported the highest level of this type of use (2.5 hours per week). In contrast, New Zealand reported only an average of 12 minutes per week of Internet access from a wired PC in locations other than home, school, or work.

**Weekly Internet Use from Locations other than Home, School, or Work
(All Internet Users, Using a Wired PC)**



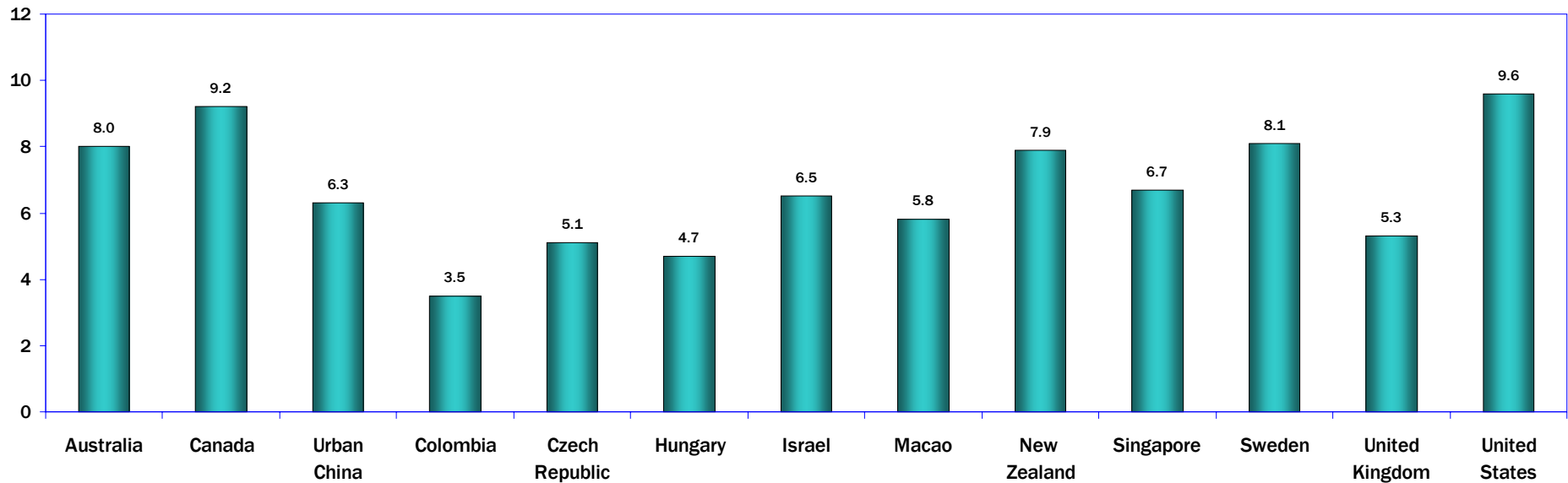
Q4 S-4

10. Years Online

With the Internet portals opened to public use in many regions of the world for more than a decade -- in the U.S. general public access to the Internet began in 1994 -- users in 11 of the WIP countries and regions report an average of more than a half-decade of experience online.

Four countries -- Australia, Sweden, Canada, and the United States -- reported an average of eight years or more of Internet use.

Internet Use: Total Average Years Online
(All Internet Users)



Q5JC-1

11. Internet Connections: Broadband, Modem, and Cell Phone

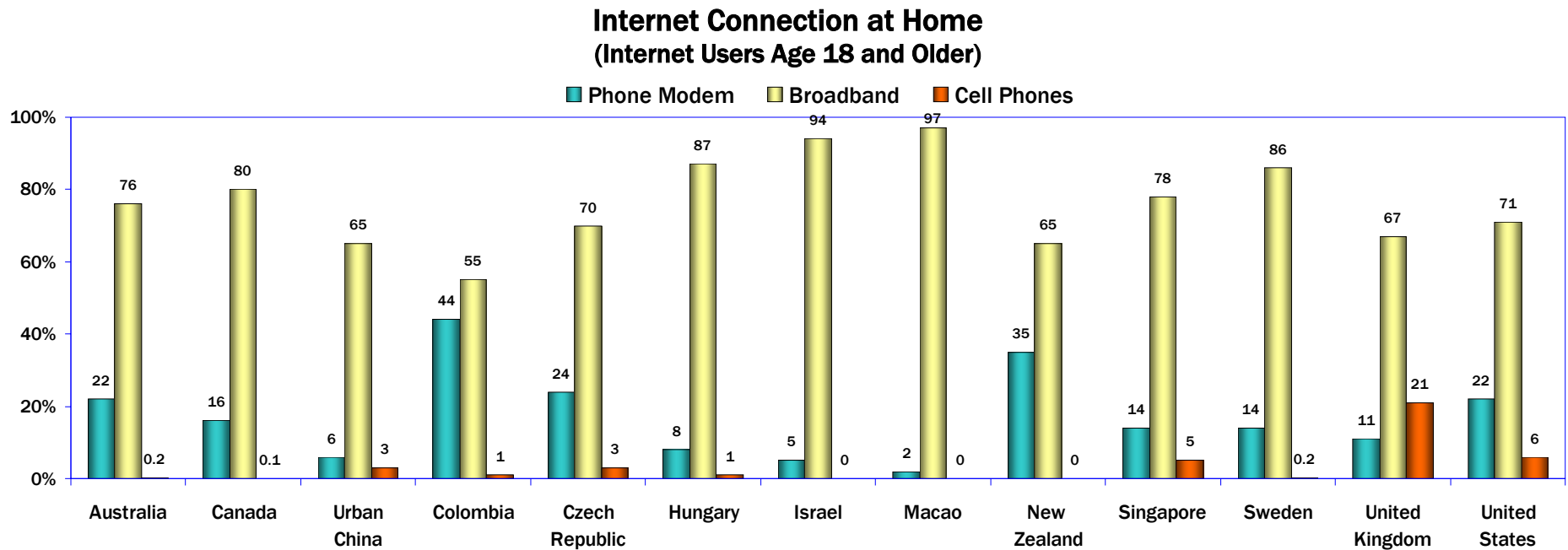
In all of the participating countries and regions, large majorities of users go online at home through a broadband connection.

In Macao, access by broadband from home is almost universal (97 percent). The lowest percentage of high-speed access was in Colombia, which nevertheless has more than half (55 percent) of users going online from home through a broadband connection.

It is significant to see how quickly phone modems seem to be shrinking as a factor in the lives of Internet users. In four countries, they are barely a presence at all; telephone modem use from home is under 10 percent in urban China, Hungary, Israel, and Macao. The only place where phone modems continue to have real presence is Colombia (44 percent) and New Zealand (35 percent).

Looking at broadband, it is compelling to see near-100 percent penetration among users from home in Israel and Macao, which are both small countries. Yet even in large countries, such as Australia, Canada, and the United States, more than 70 percent of users have adopted broadband at home.

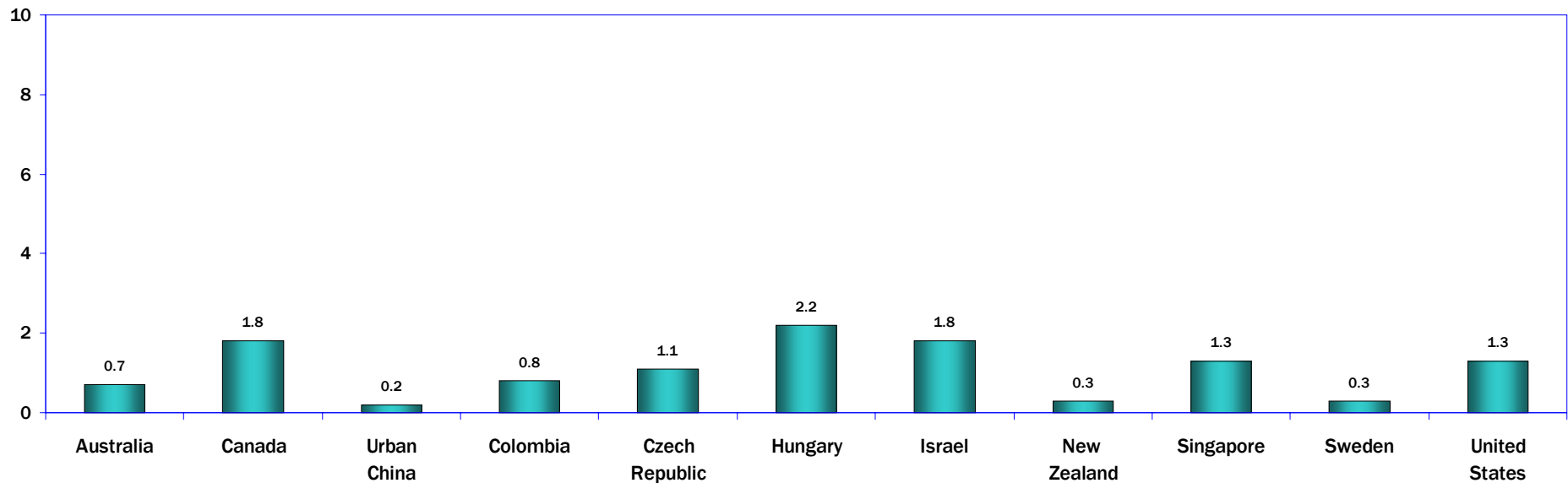
Internet access by cell phone from home is used by very small percentages of users, with the exception of the United Kingdom (21 percent of users), which reported the only double-digit percentage of online access by cell phone from home. Modest cell phone access is beginning to emerge in urban China, the Czech Republic, Singapore, and the United States.



12. Wireless Devices and Internet Access

Internet access through wireless devices is still low in the World Internet Project countries and regions. Hungary reports the highest average weekly access by wireless device, with 2.2 hours, while urban China, New Zealand, and Sweden report the lowest.

Internet Access by Cell Phone: Hours Per Week
(Internet Users Who Go Online through a Wireless Device)



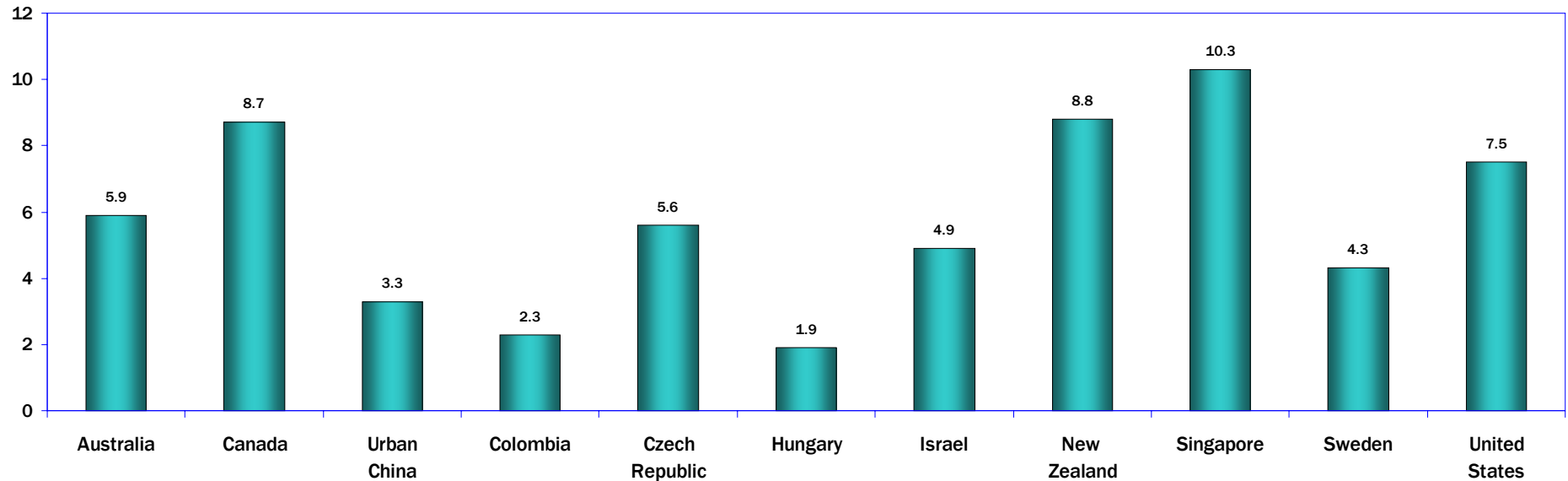
Q4 S-5a

13. Internet Access by Wireless Computers: Hours Per Week

Users report much higher online access through wireless connection on computers -- either desktop or laptop -- compared to other wireless devices. Wireless computer users in Singapore reported more than 10 hours online per week; Canada and New Zealand reported almost nine hours per week.

The lowest Internet access by wireless computer was reported in Hungary (1.9 hours per week).

Internet Access by Wireless Computer: Hours Per Week
(Users Who Go Online through a Wireless Computer)



Q4 S-5B

14. Internet Non-Users – Reasons for Not Going Online

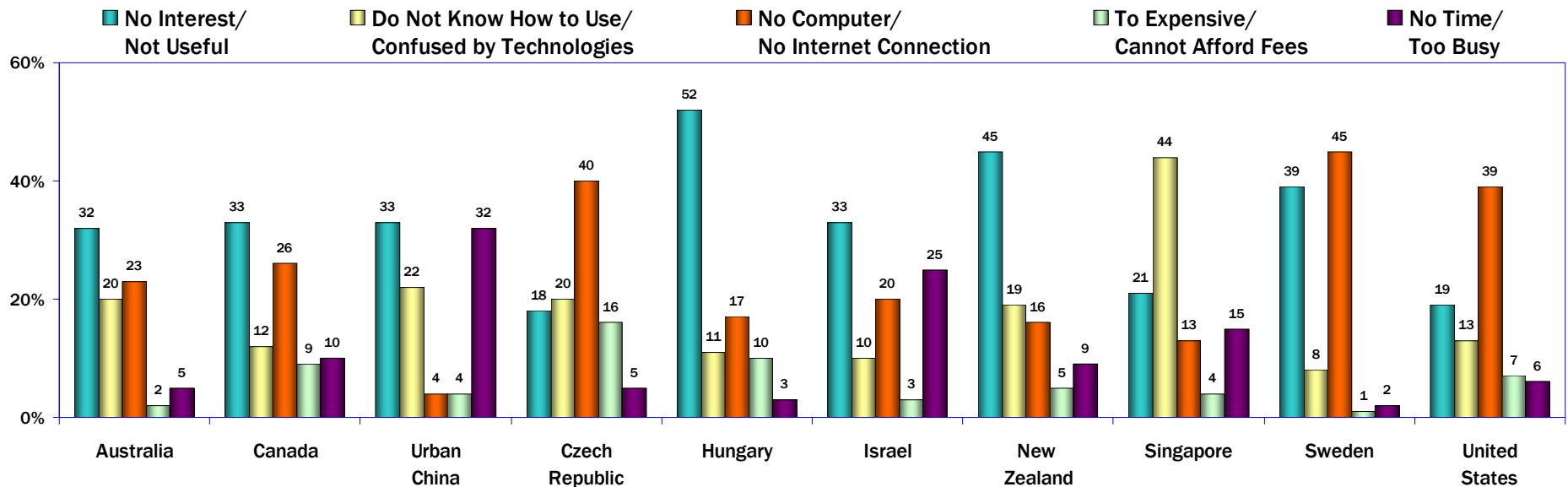
Why are people not online? In every WIP country other than the Czech Republic, Singapore, and the United States, “no interest/not useful” is the most-cited reason. “No interest” or “not useful” was cited by more than half of all non-users in Hungary, 45 percent in New Zealand, almost 40 percent in Sweden, and about one-third in Australia, Canada, Urban China, and Israel.

Of particular note is that the expense of going online is no longer a significant factor in most WIP countries, with 10 percent or less of non-

users in all of the countries except the Czech Republic saying that going online was too expensive or they cannot afford the fees.

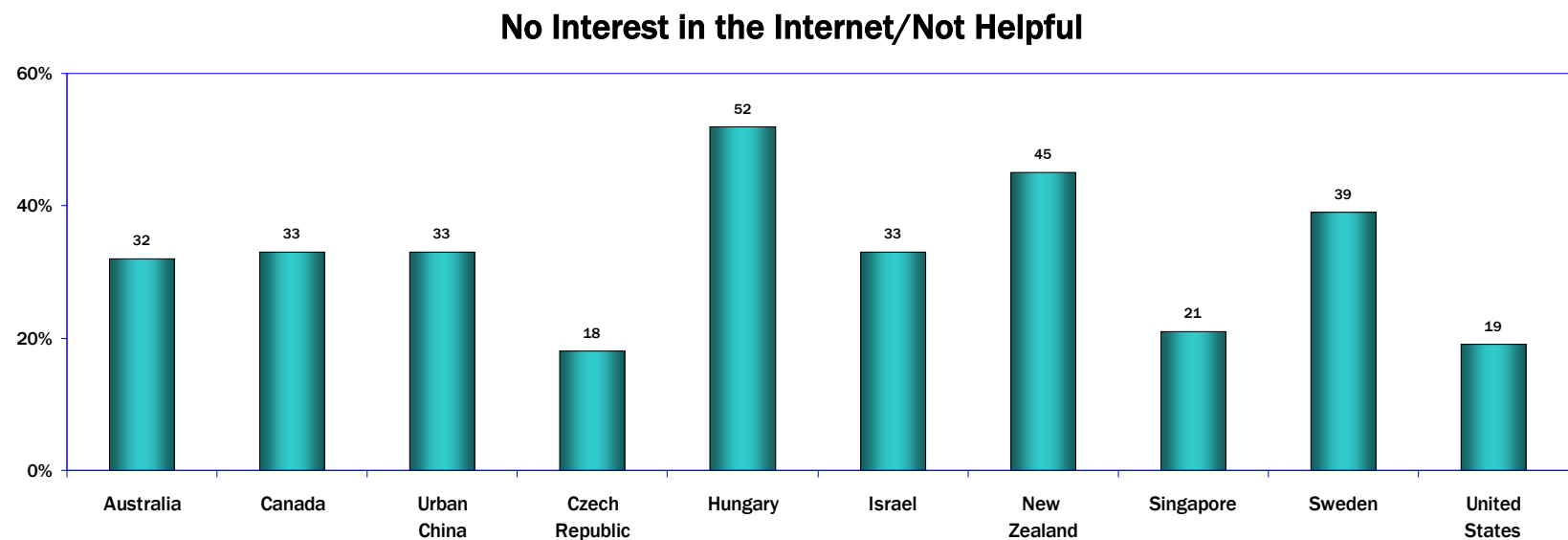
Nine of the WIP countries reported 22 percent or less of non-users who said they don’t go online because they don’t know how to use the Internet or they are confused by technology. Notably, 44 percent of non-users in Singapore, a country with a broad commitment to a national technology infrastructure, said that they don’t use the Internet because of lack of knowledge -- twice as high as the next highest country or region (urban China with 22 percent).

Internet Non-Users: Why Not Online?
(Non-Users Age 18 and Older)

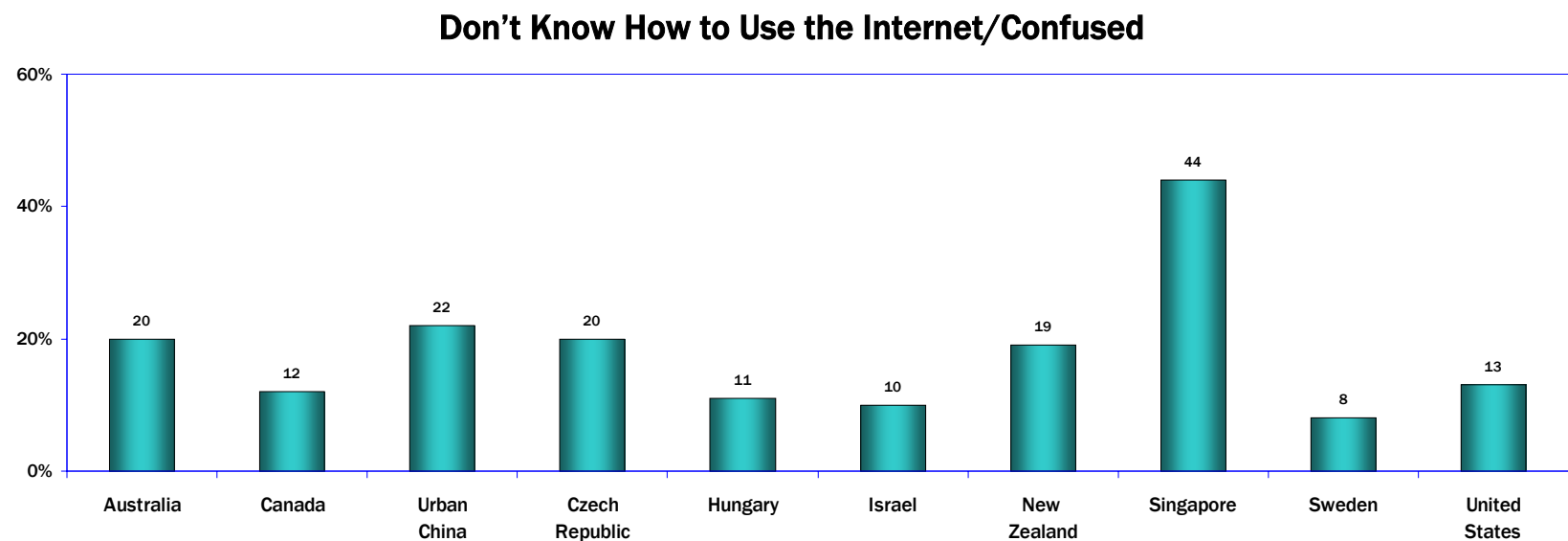


Q3 S-1

14. Internet Non-Users – Reasons for Not Going Online: Detailed Responses



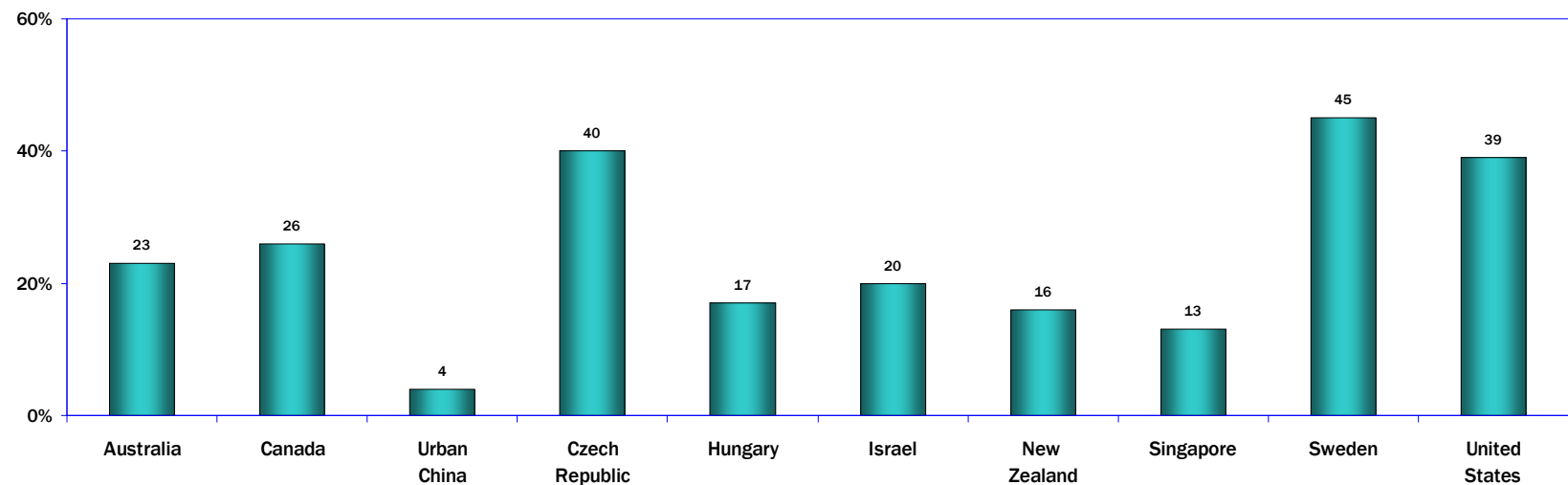
Q3 S-1A



Q3 S-1B

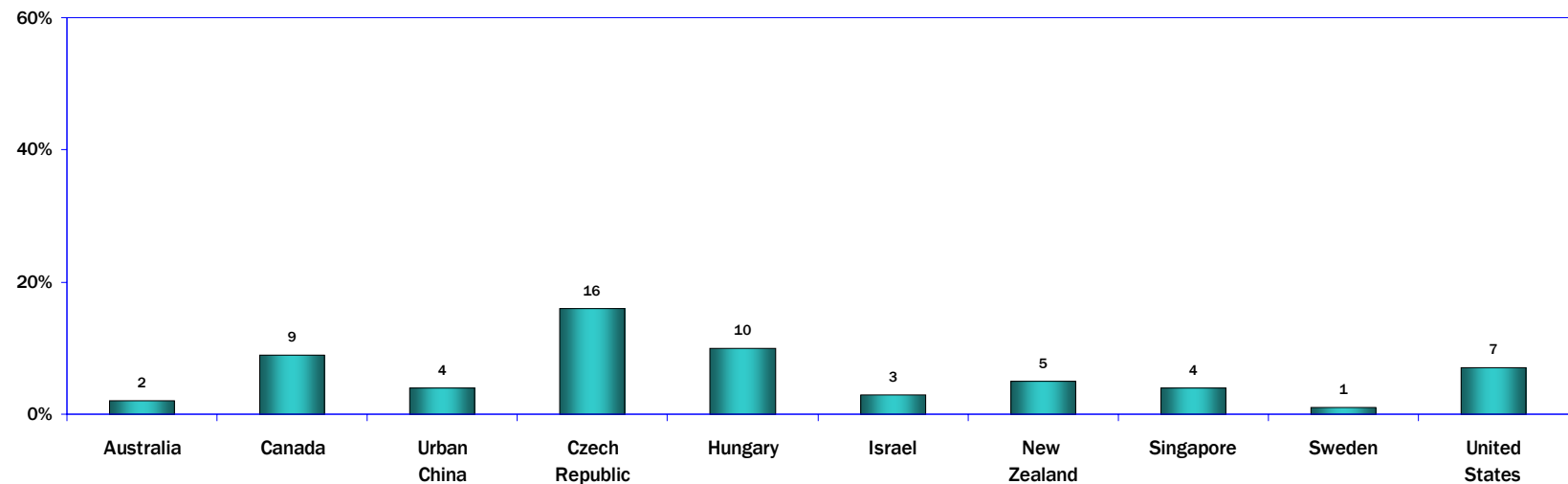
14. Internet Non-Users – Reasons for Not Going Online: Detailed Responses

No Computer or No Internet Connection



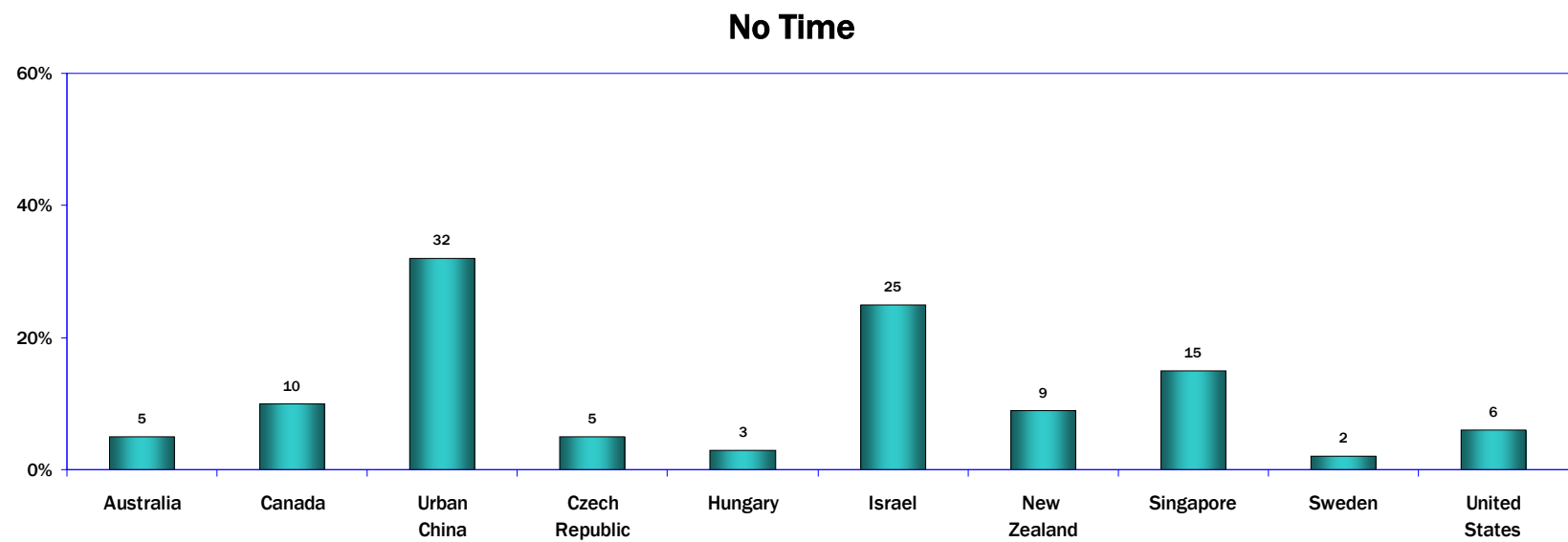
Q3 S-1C

Too Expensive



Q3 S-1D

14. Internet Non-Users – Reasons for Not Going Online: Detailed Responses



Q3 S-1E

Findings

World Internet Project 2009

Access to Online Information Sites

15. Overview: Access to Online Information Sites

Internet users in all of the WIP countries and regions go online at least weekly to explore a broad range of information sites, but the percentage of users varies widely.

For example, the percentage of users who go online weekly for job information is relatively consistent in all of the reporting countries and regions, with a low of nine percent in Singapore and a high of 23 percent in urban China. However, the percentage of users who weekly surf the

Web with no particular destination in mind varies from 38 percent in Colombia to 84 percent in Israel.

For specific details on responses to questions about specialized Web sites, see pages 85-112.

Access to Online Information Sites Weekly, Daily, Several Times a Day Internet Users Age 18 and Older

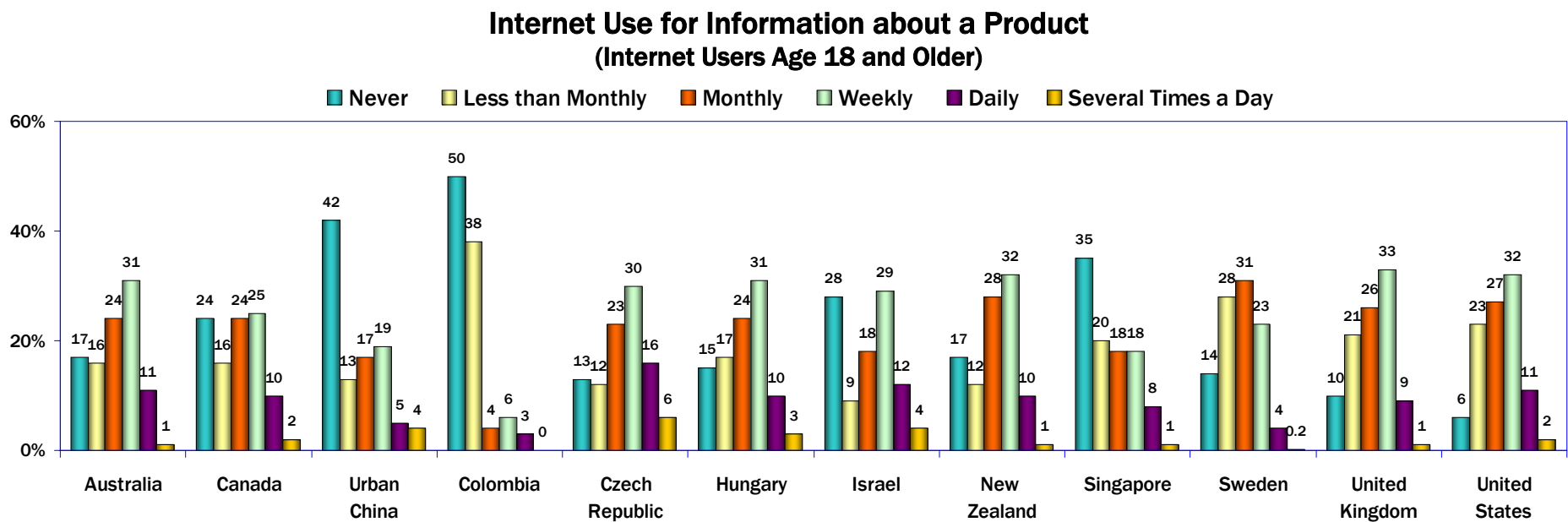
	Australia	Canada	Urban China	Colombia	Czech Republic	Hungary	Israel	New Zealand	Singapore	Sweden	United Kingdom	United States
Searching for Products	43	37	28	9	52	44	45	43	27	27	43	45
Internet Surfing	39	68	81	38	66	77	84	82	73	46	74	69
Travel Information	21	16	18	6	40	21	33	20	15	19	10	15
Looking for Jobs or Work	14	13	23	11	18	15	10	13	9	11	13	14
Health Information	16	19	32	14	27	23	41	17	20	10	12	21
Religious or Spiritual	3	7	4	6	5	1	21	16	12	2	2	8

16. Searching for Products Online

High percentages of users in most of the reporting countries and regions go online for product information.

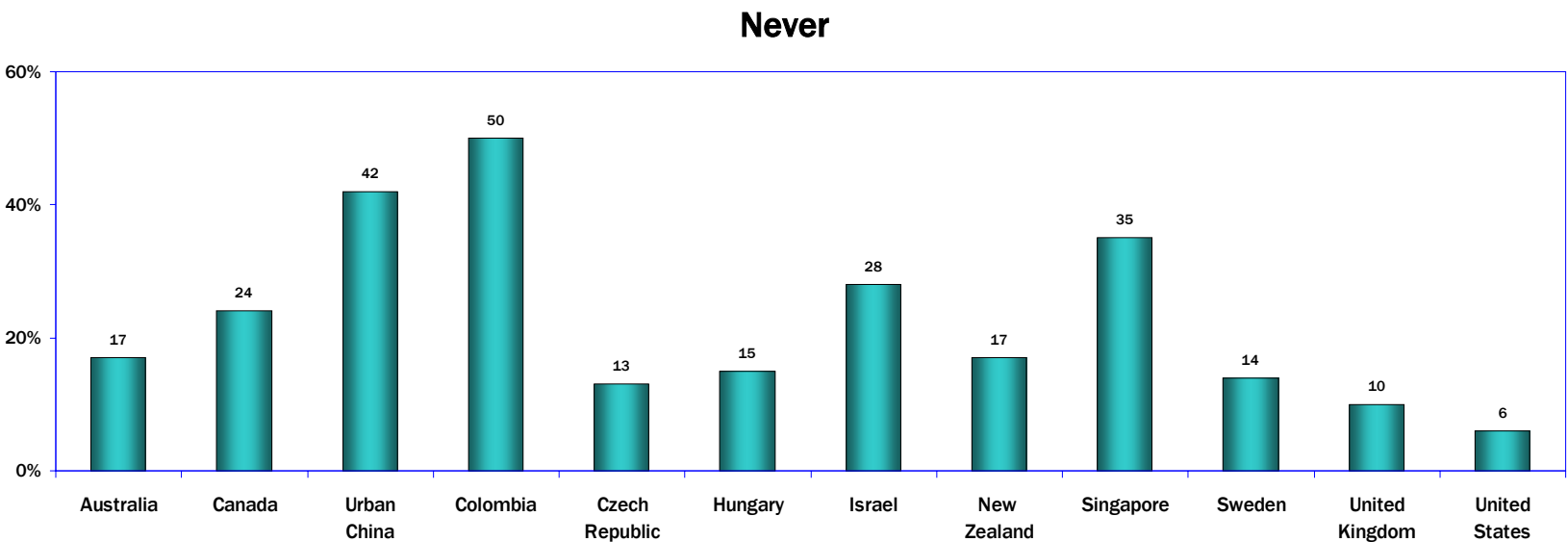
In eight of the WIP countries and regions, more than 35 percent of users said they go online at least weekly to look for information about a

product. In eight countries and regions, about three-quarters or more of those online use the Internet to obtain information about a product.

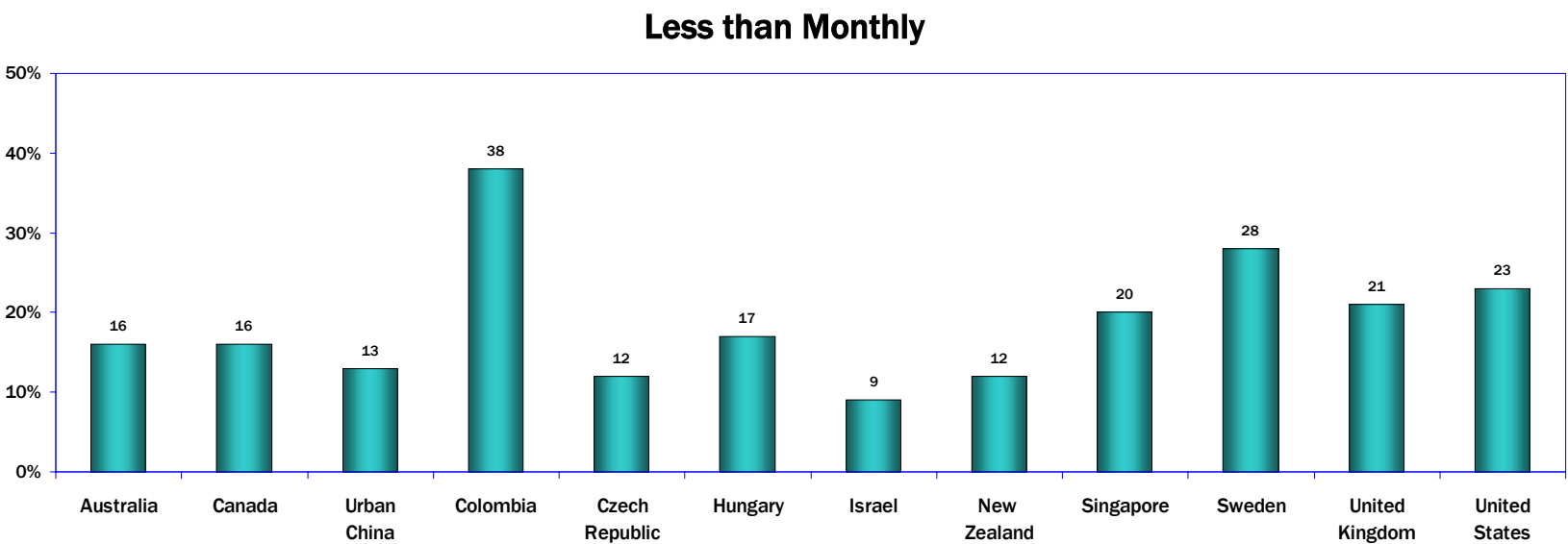


Q23A M-1A

16. Searching for Products Online: Detailed Responses



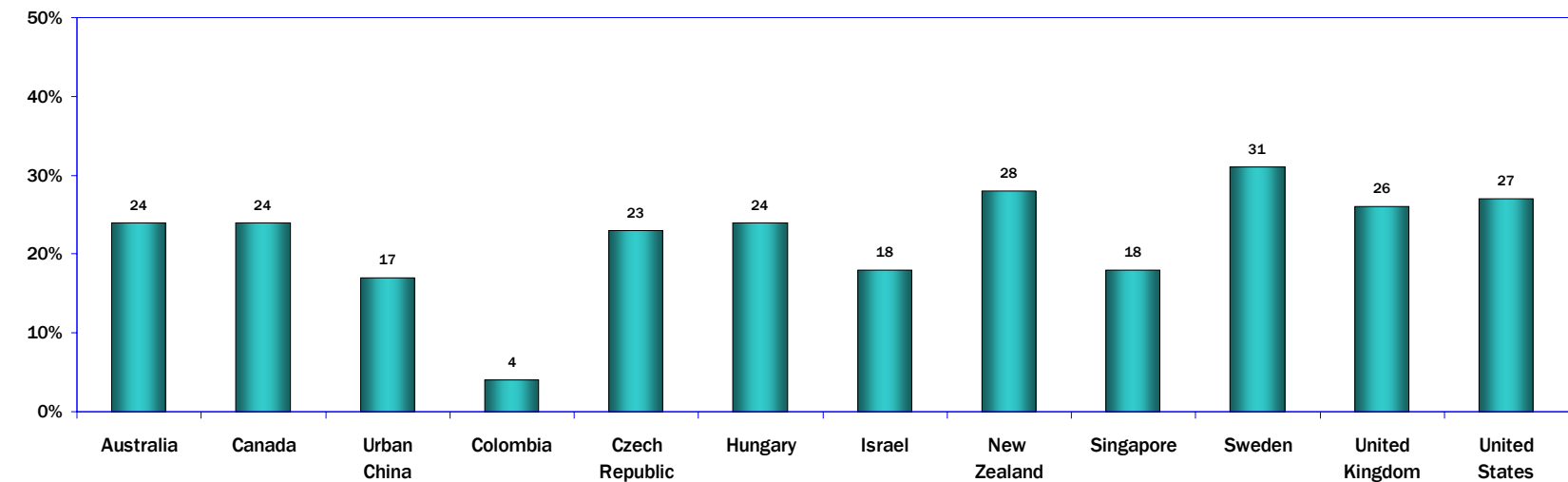
Q23A M-1A-1



Q23A M-1A-2

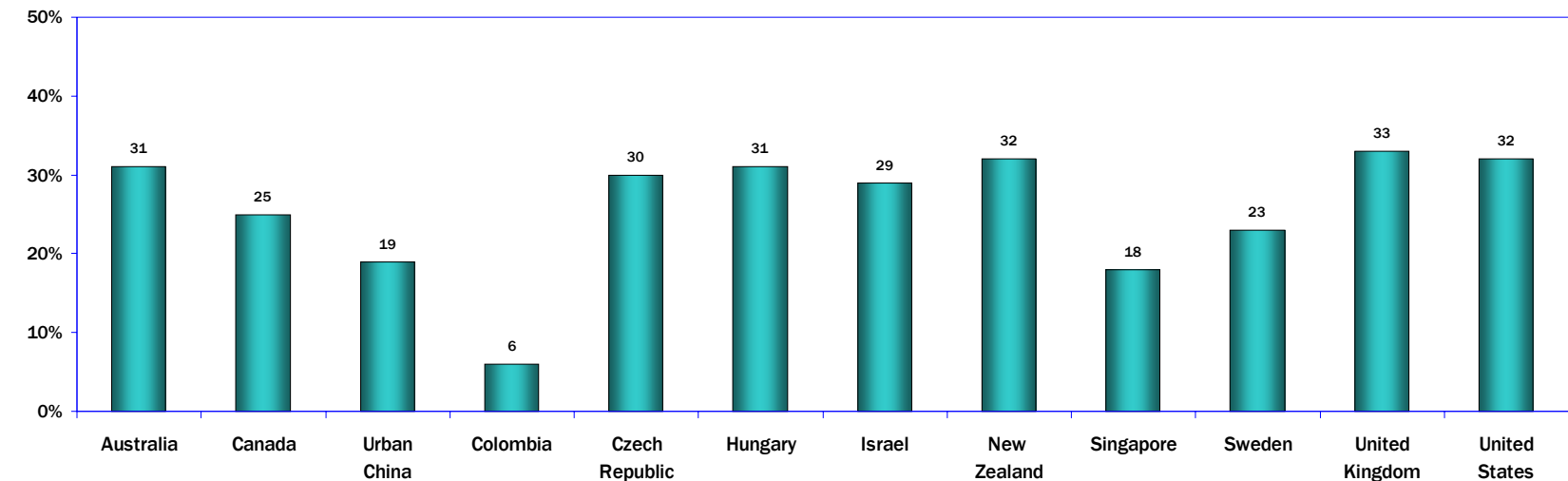
16. Searching for Products Online: Detailed Responses

Monthly



Q23A-M1A-3

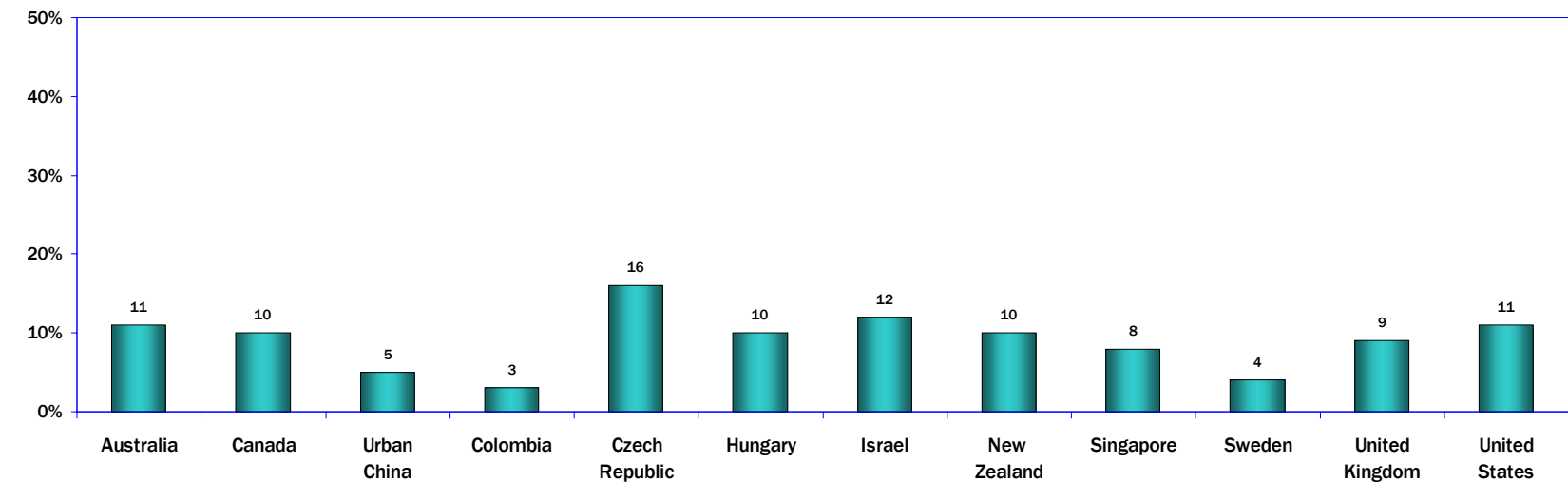
Weekly



Q23A-M1A-4

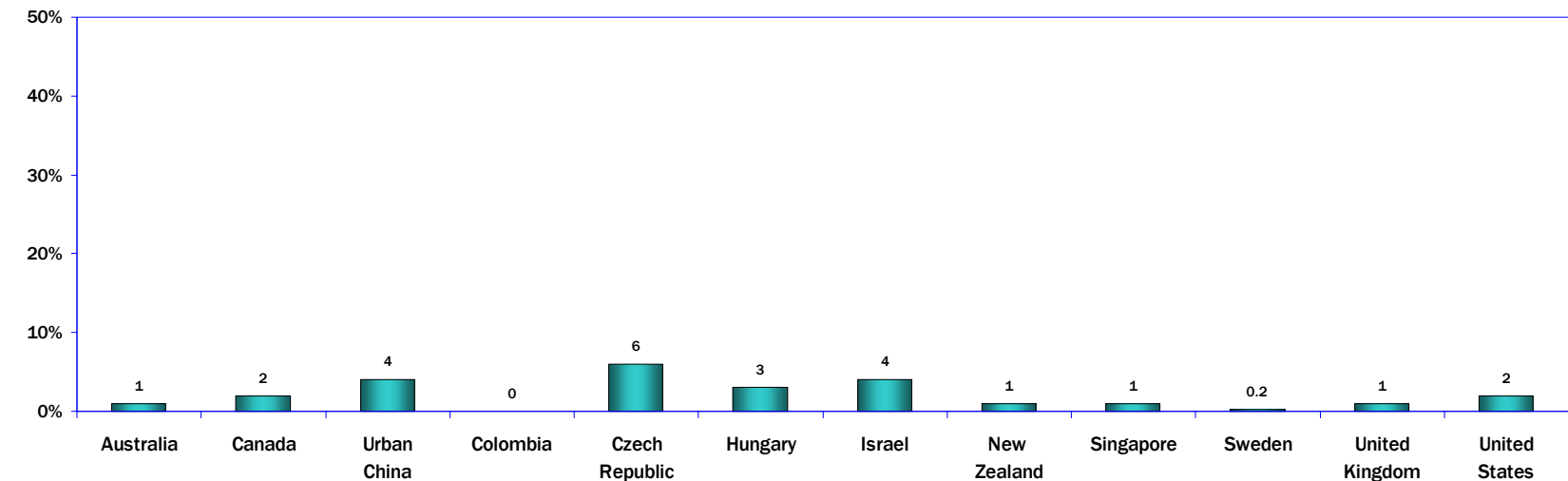
16. Searching for Products Online: Detailed Responses

Daily



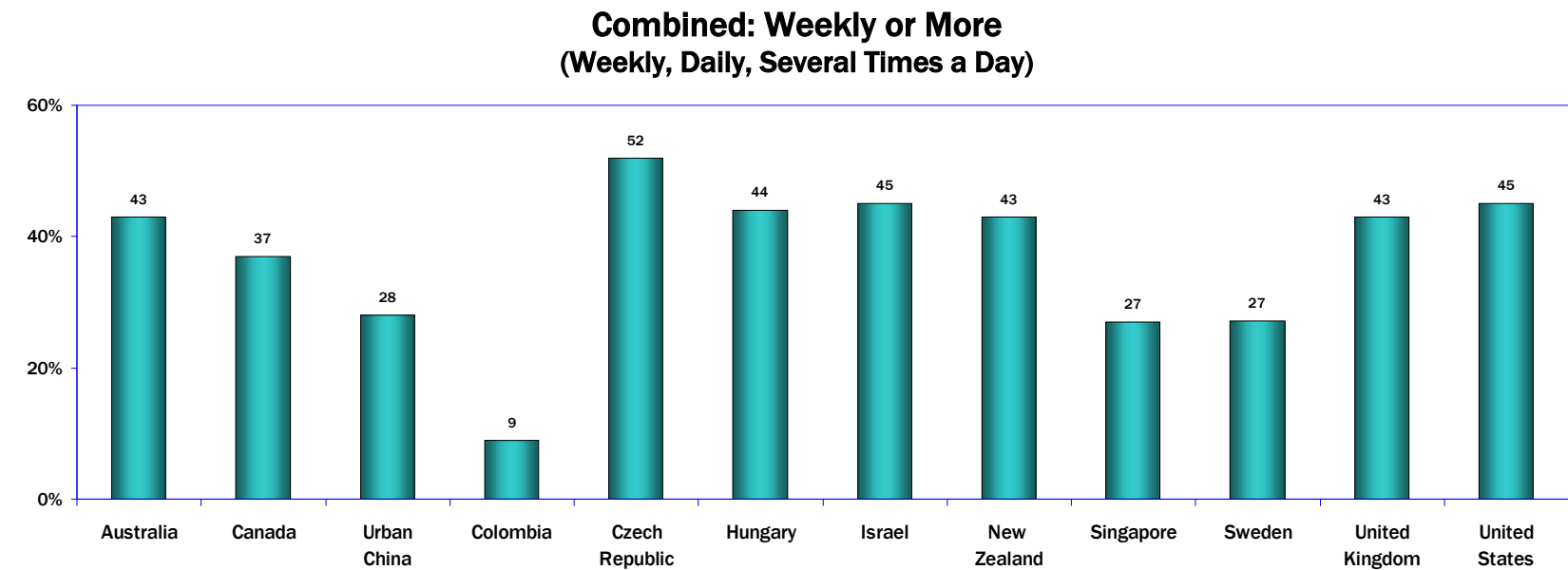
Q23A-M1A-5

Several Times a Day



Q23A-M1A-6

16. Searching for Products Online: Detailed Responses



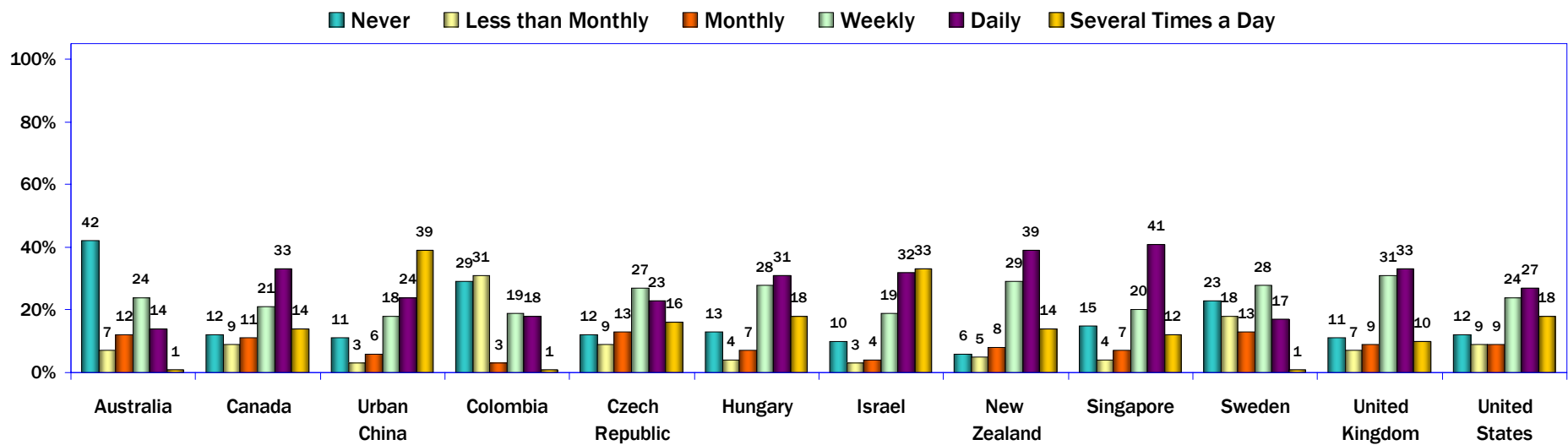
Q23A-M1A-4-6

17. Internet Surfing

Internet users report a wide range of experiences in Internet “surfing” or general browsing of Web sites.

The range of users who surf the Internet on at least a weekly basis runs from a low of 38 percent in Colombia and 39 percent in Australia to a high of 84 in Israel and 82 percent in New Zealand.

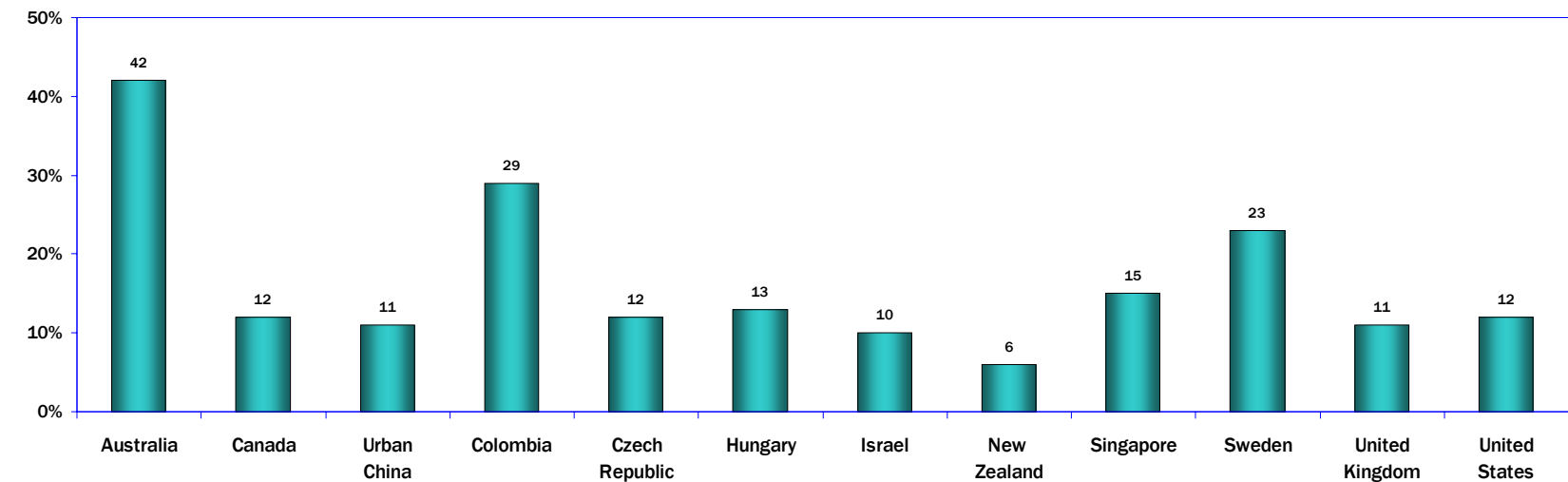
Surfing or Browsing Internet Sites
(Internet Users Age 18 and Older)



Q22G M-1G

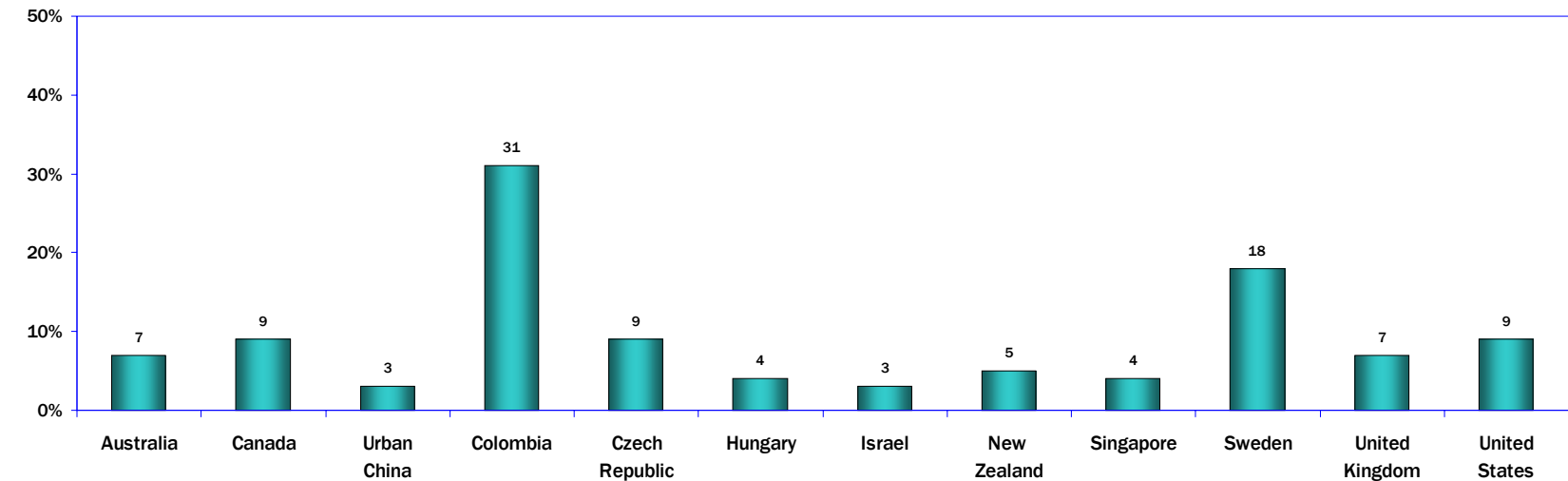
17. Internet Surfing: Detailed Responses

Never



Q22G M-1G-1

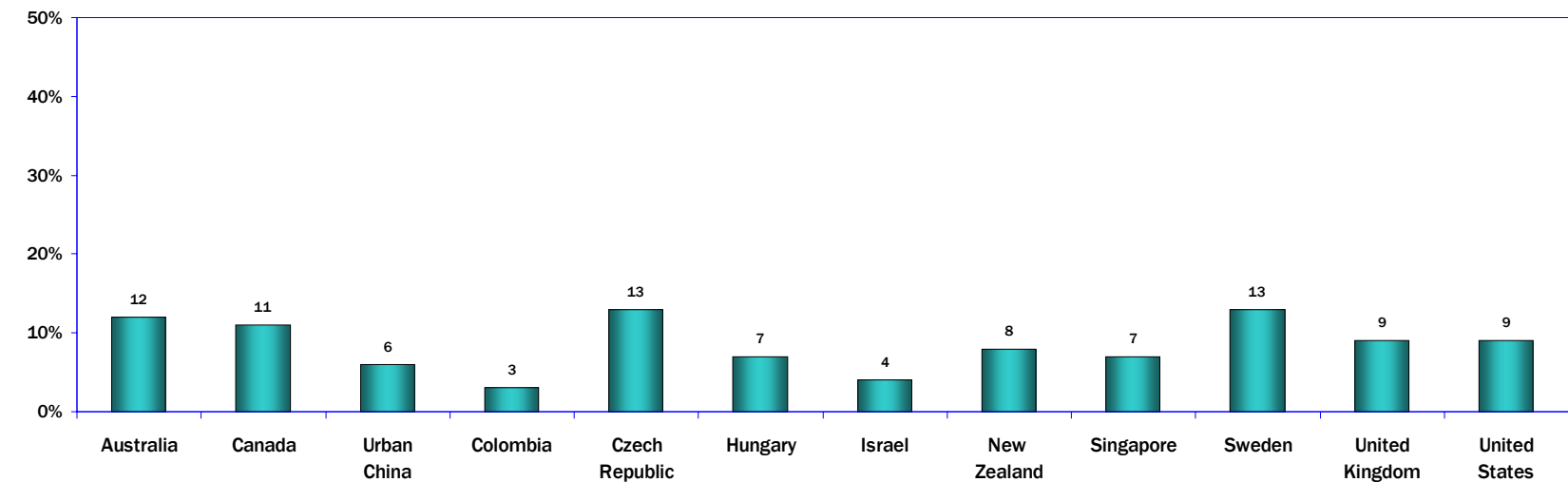
Less than Monthly



Q22G M-1G-2

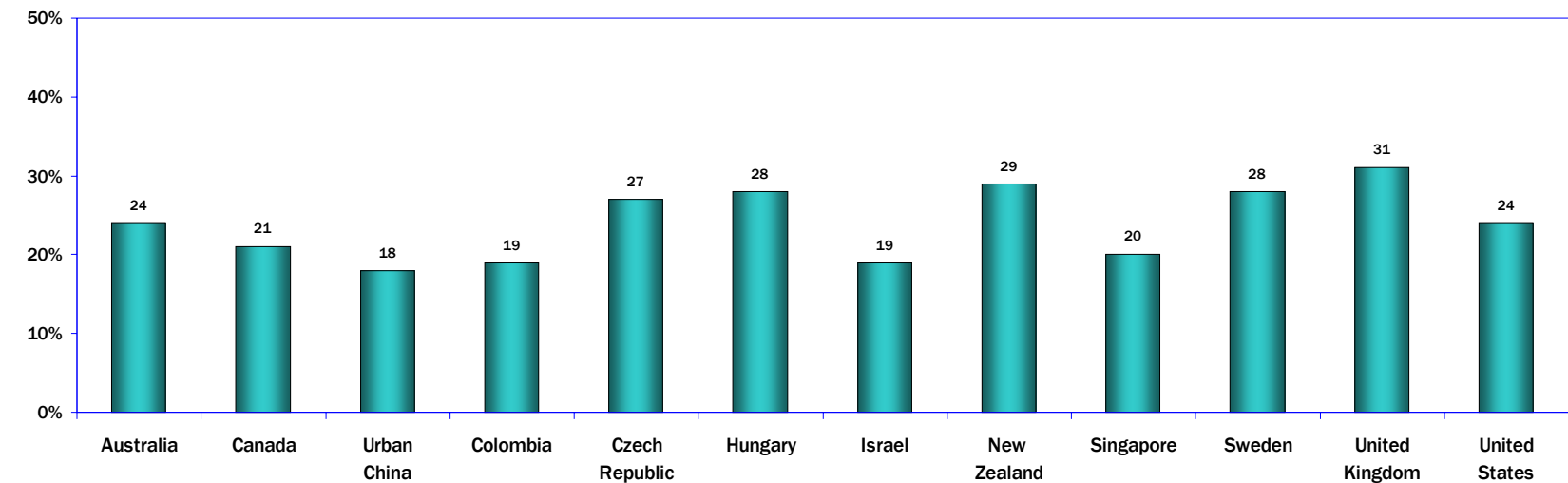
17. Internet Surfing: Detailed Responses

Monthly



Q22G M-1G-3

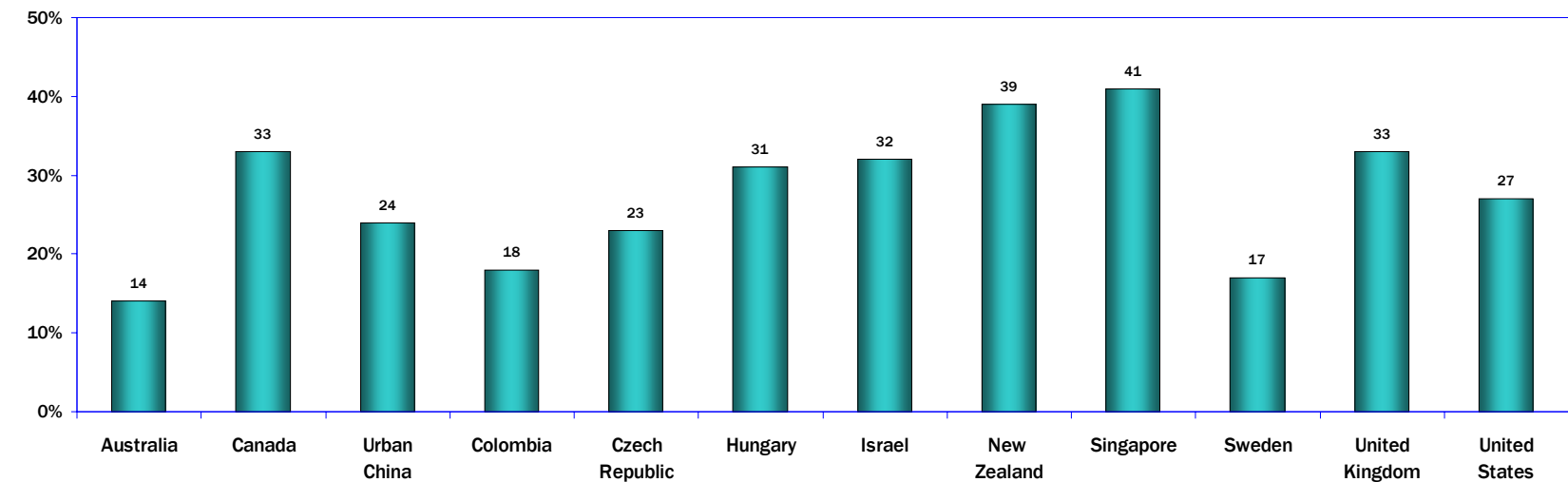
Weekly



Q22G M-1G-4

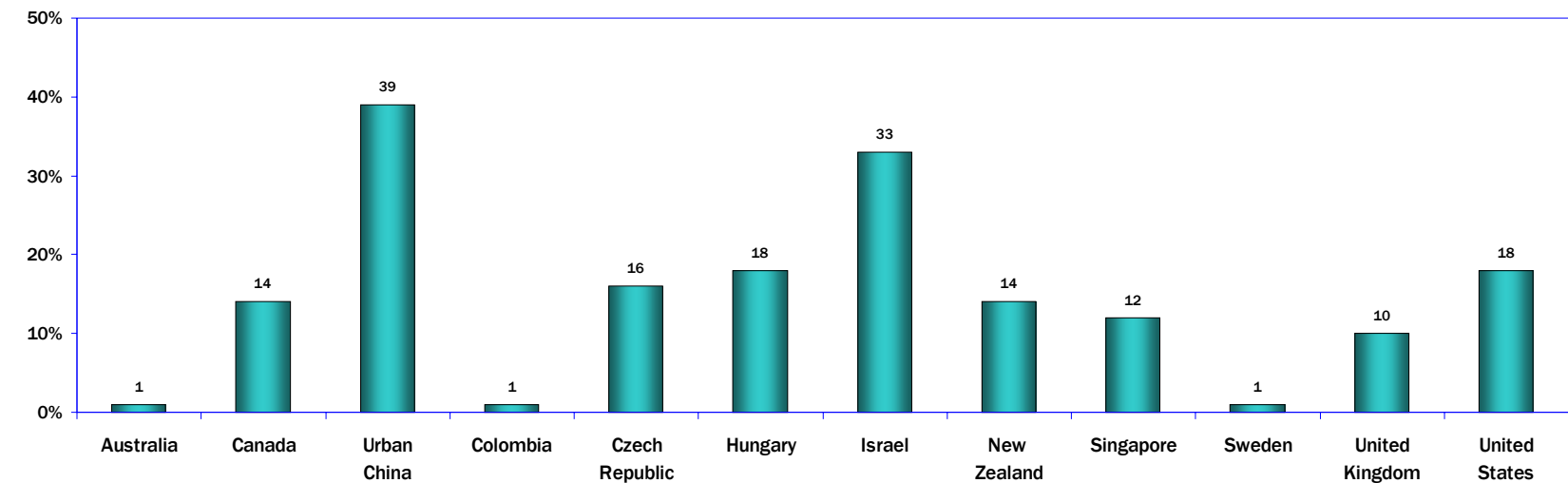
17. Internet Surfing: Detailed Responses

Daily



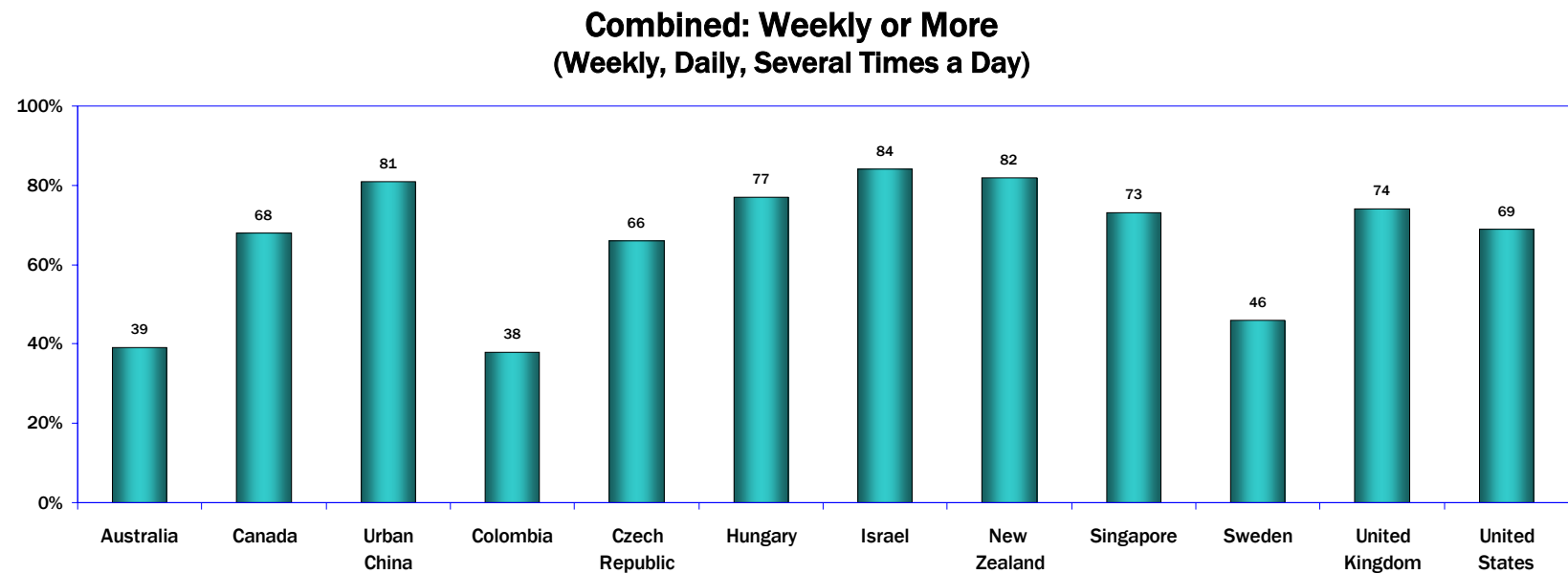
Q22G M-1G-5

Several Times a Day



Q22G M-1G-65

17. Internet Surfing: Detailed Responses



Q22G M-1G-4-6

18. Travel Information

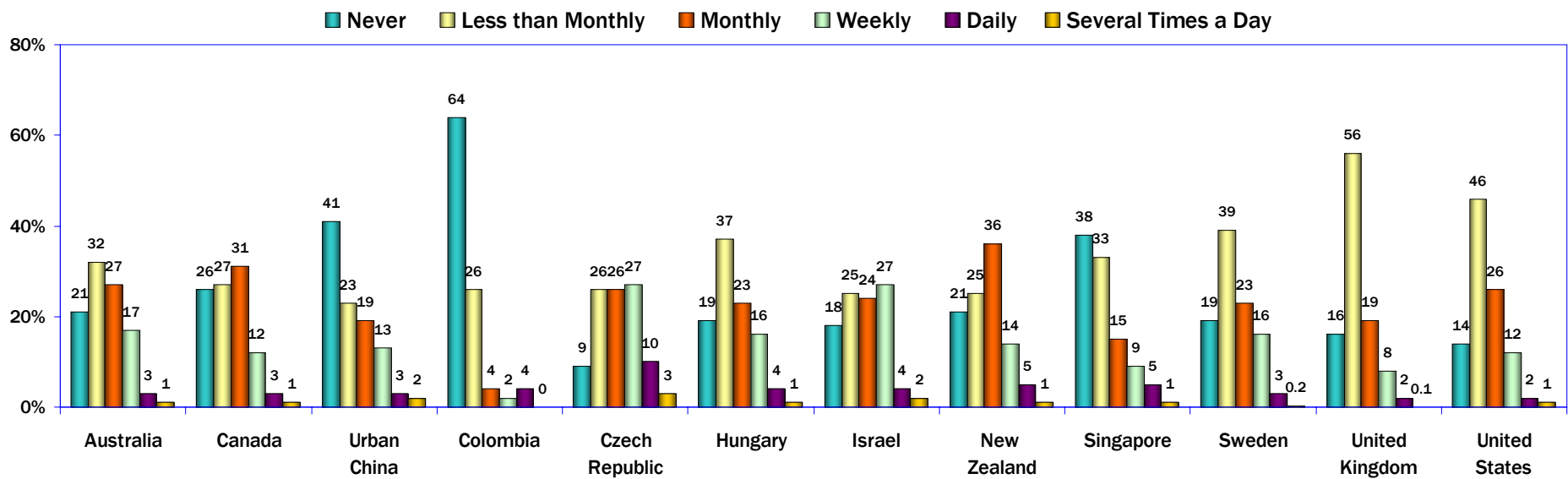
Large percentages of users access the Internet for travel information; relatively low percentages have never gone online for travel information.

Looking at those who go online to learn about travel, more than 30 percent of users in all of the responding countries and regions except for Colombia and the United Kingdom go online for travel information at

least monthly -- in particular, users in the Czech Republic (66 percent), Israel (57 percent), and New Zealand (56 percent).

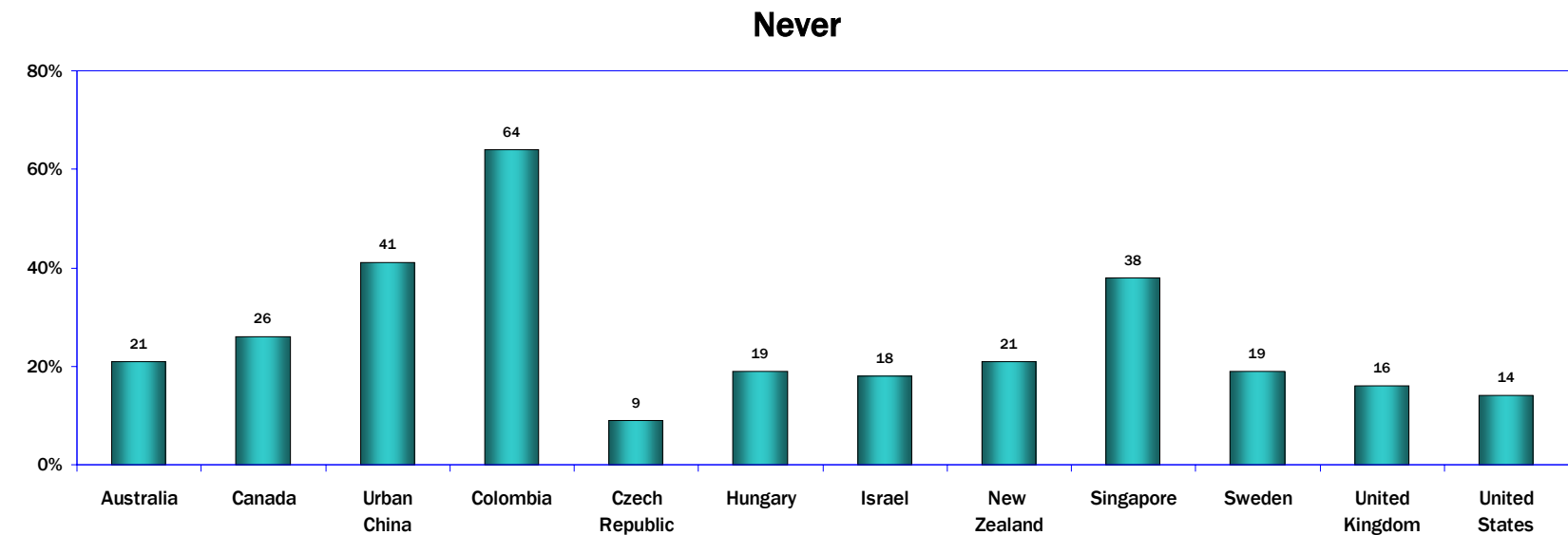
(Note: this question looks at respondents' use of the Internet for information about travel; for the question about using the Internet for travel reservations or bookings, see page 153).

Internet Use to Look for Travel Information
(Internet Users Age 18 and Older)

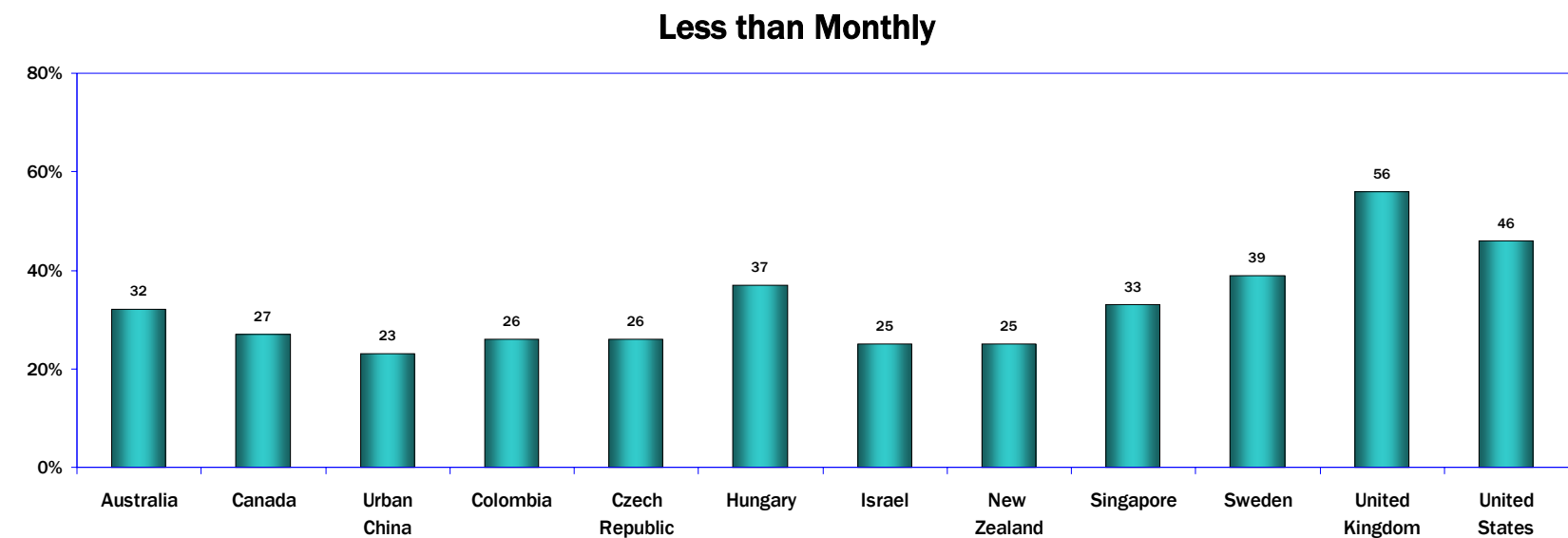


Q21B M-1B

18. Travel Information: Detailed Responses



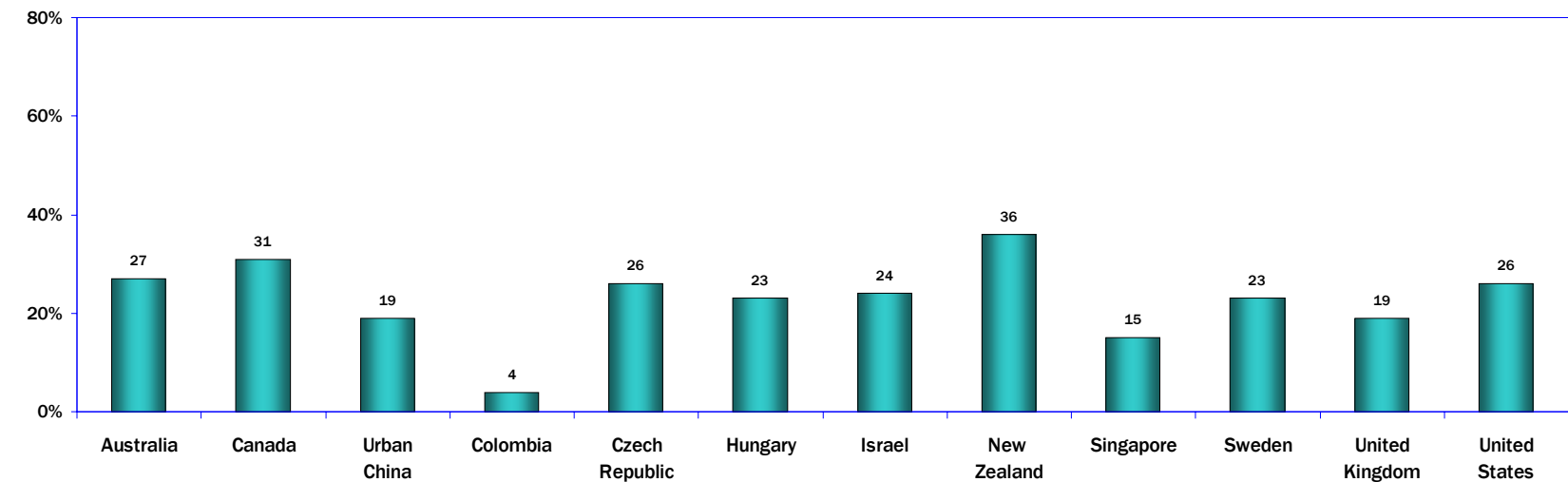
Q21B M-1B-1



Q21B M-1B-2

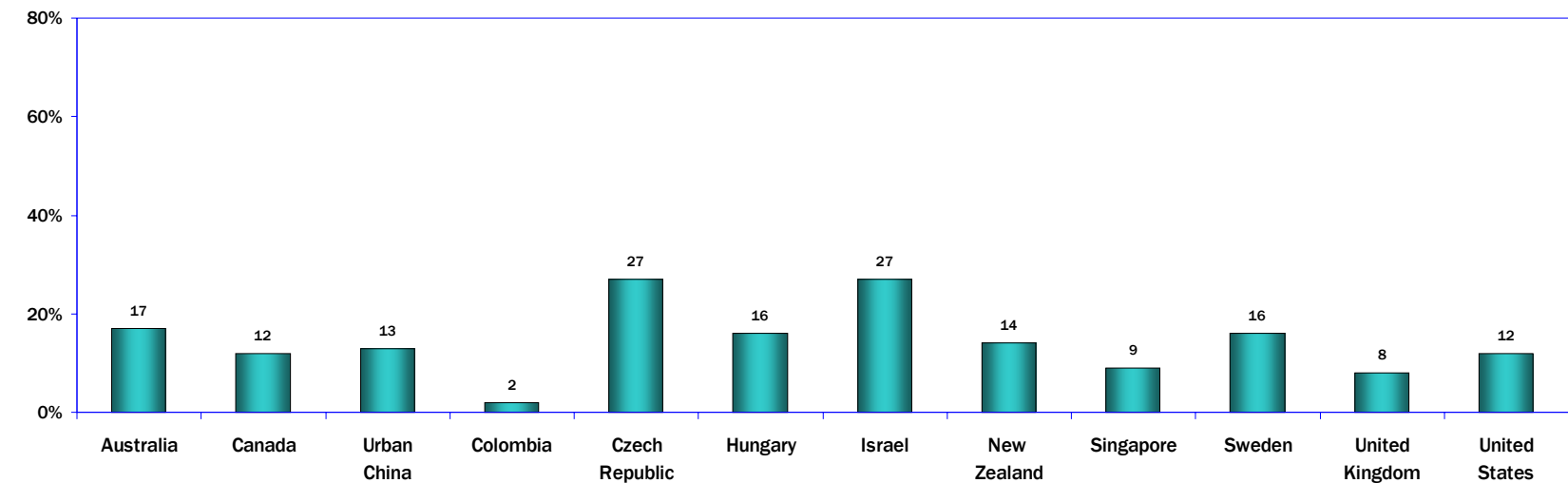
18. Travel Information: Detailed Responses

Monthly



Q21B M-1B-3

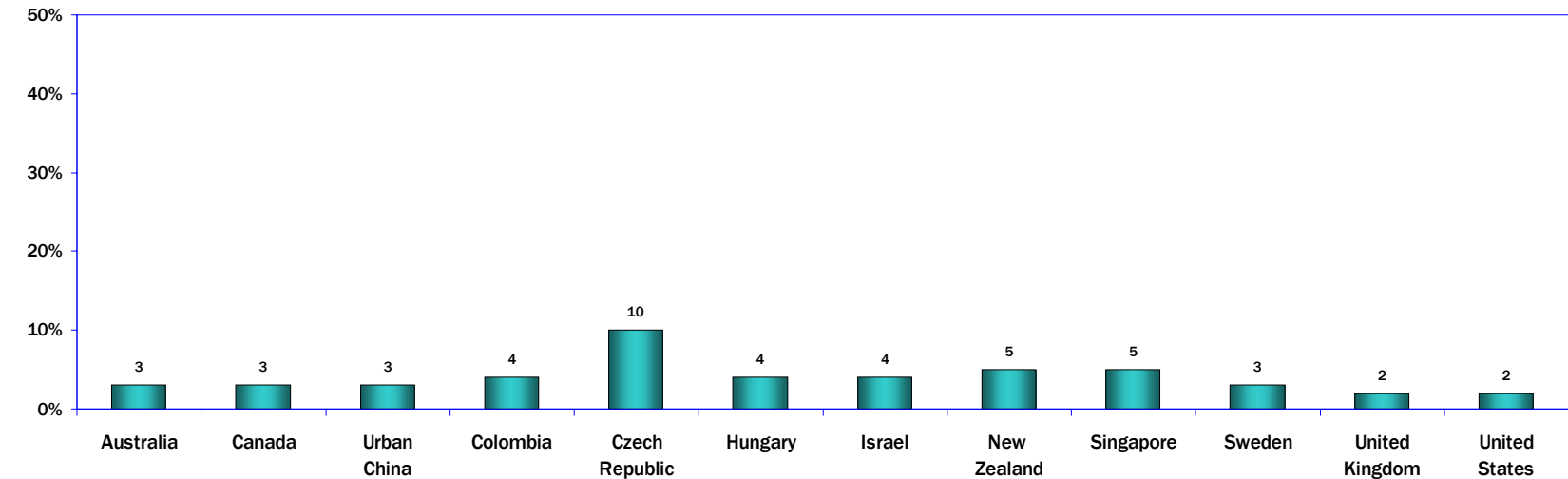
Weekly



Q21B M-1B-4

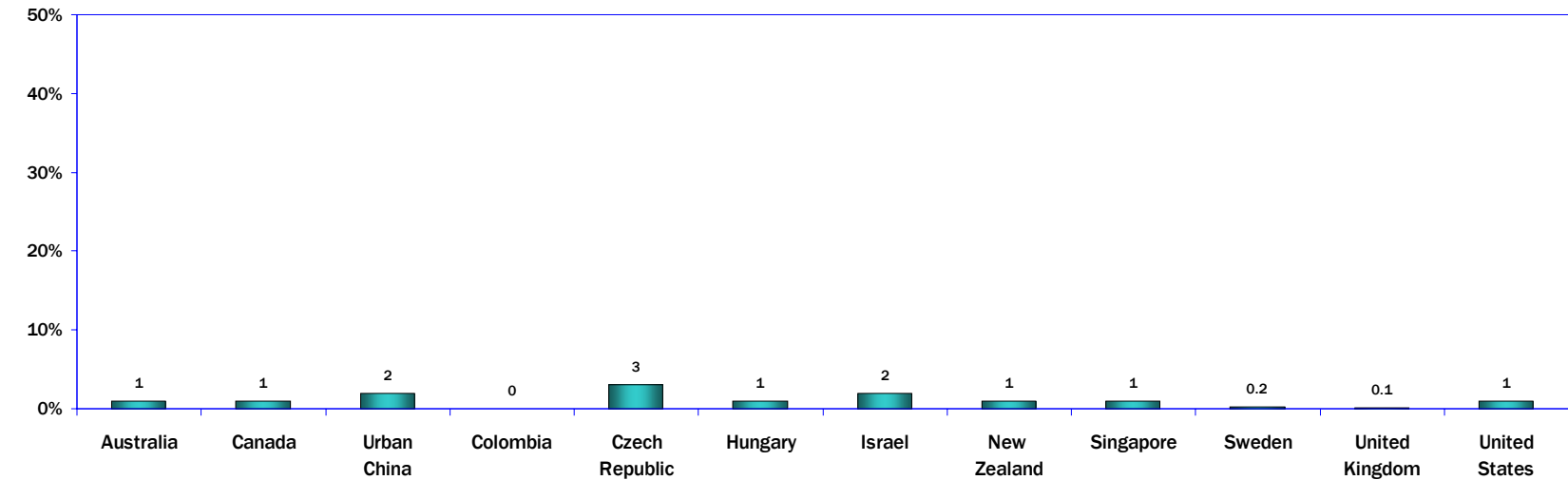
18. Travel Information: Detailed Responses

Daily



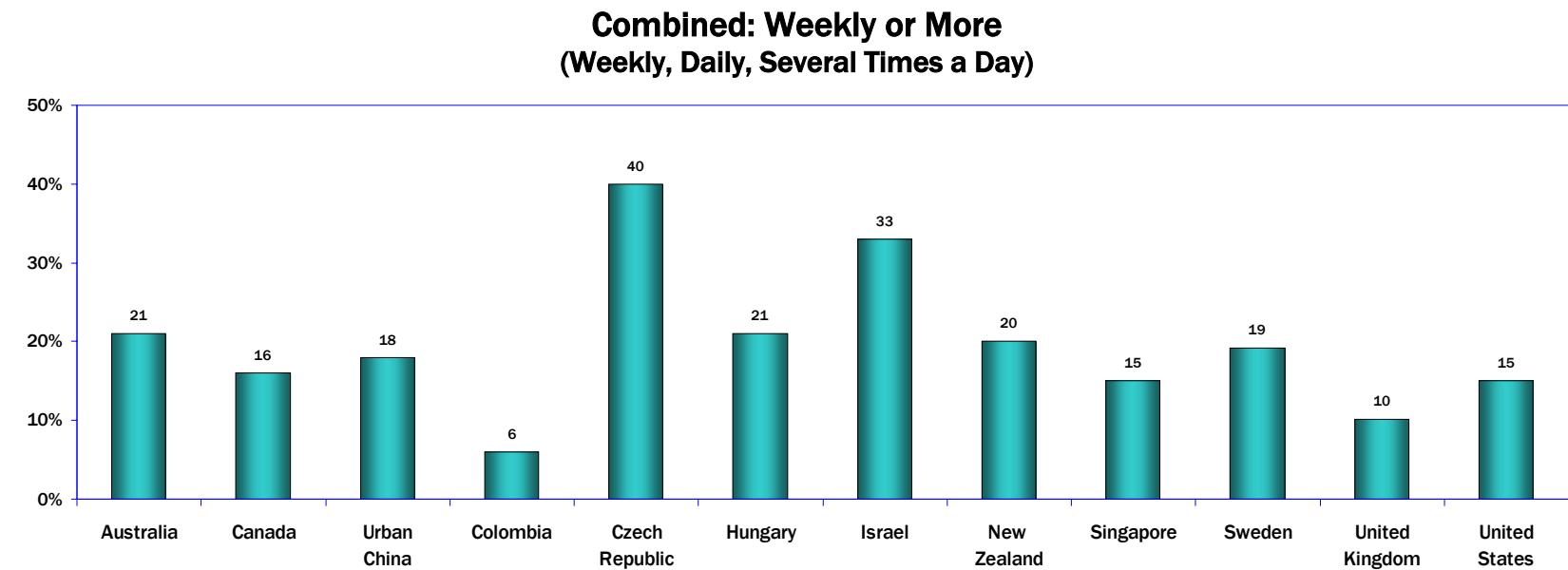
Q21B M-1B-5

Several Times a Day



Q21B M-1B-6

18. Travel Information: Detailed Responses



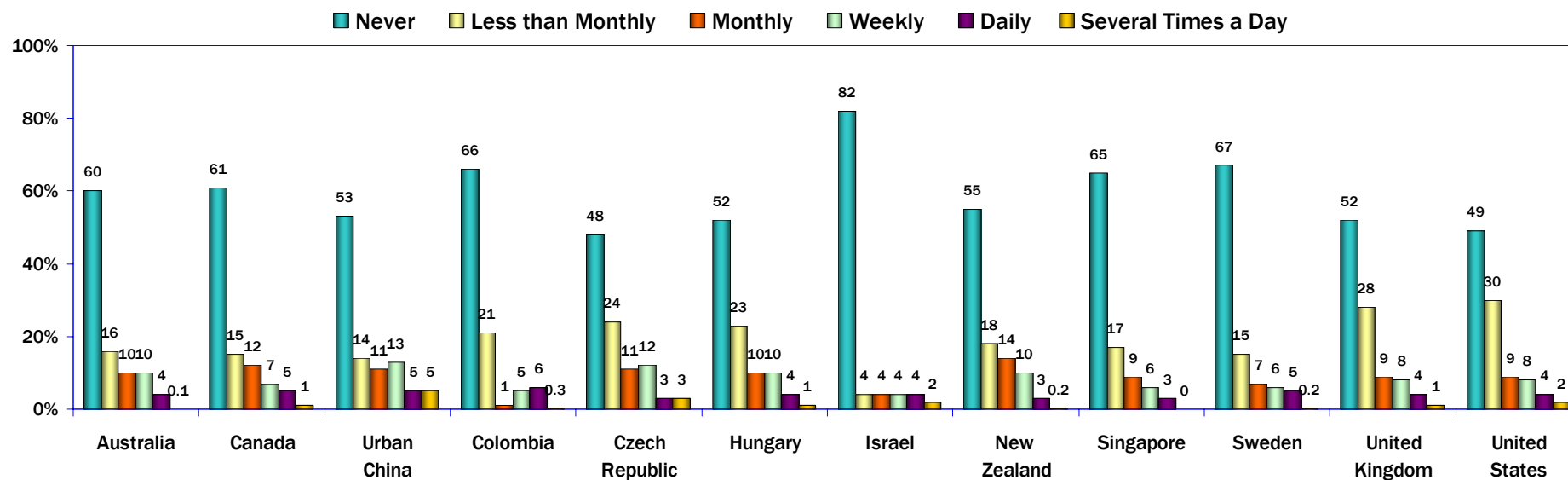
Q21B M-1B-6

19. Internet Use to Look for Jobs or Work

A small percentage of users goes online regularly to do job searches.

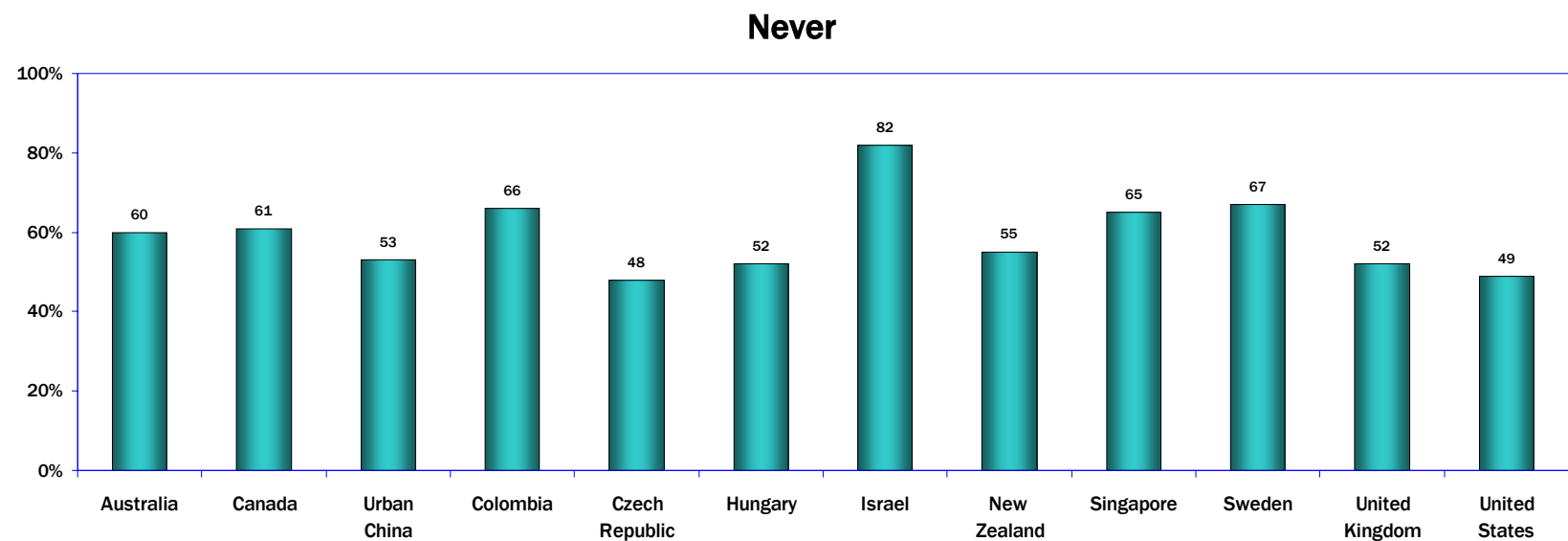
More than 20 percent of users in eight of the WIP countries and regions do so at least monthly -- of particular note are users in Urban China (34 percent) and the Czech Republic (29 percent).

Internet Use to Look for Jobs or Work
(Internet Users Age 18 and Older)

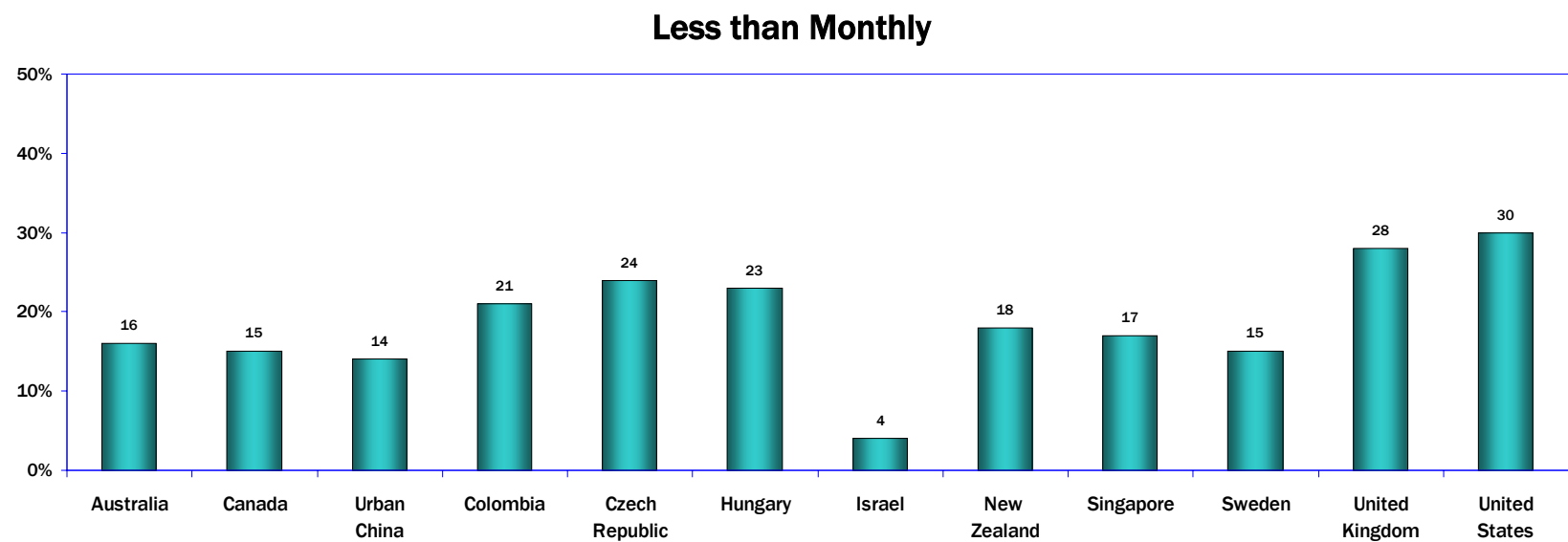


Q21C M-1C

19. Internet Use to Look for Jobs or Work: Detailed Responses



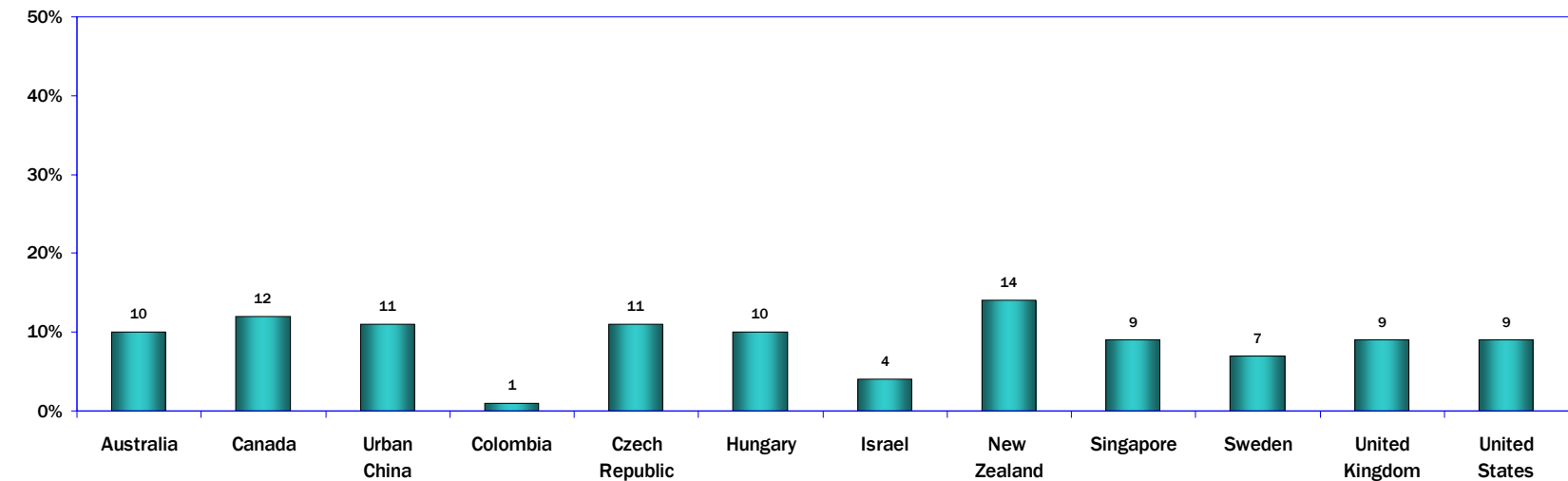
Q21C M-1C-1



Q21C M-1C-1

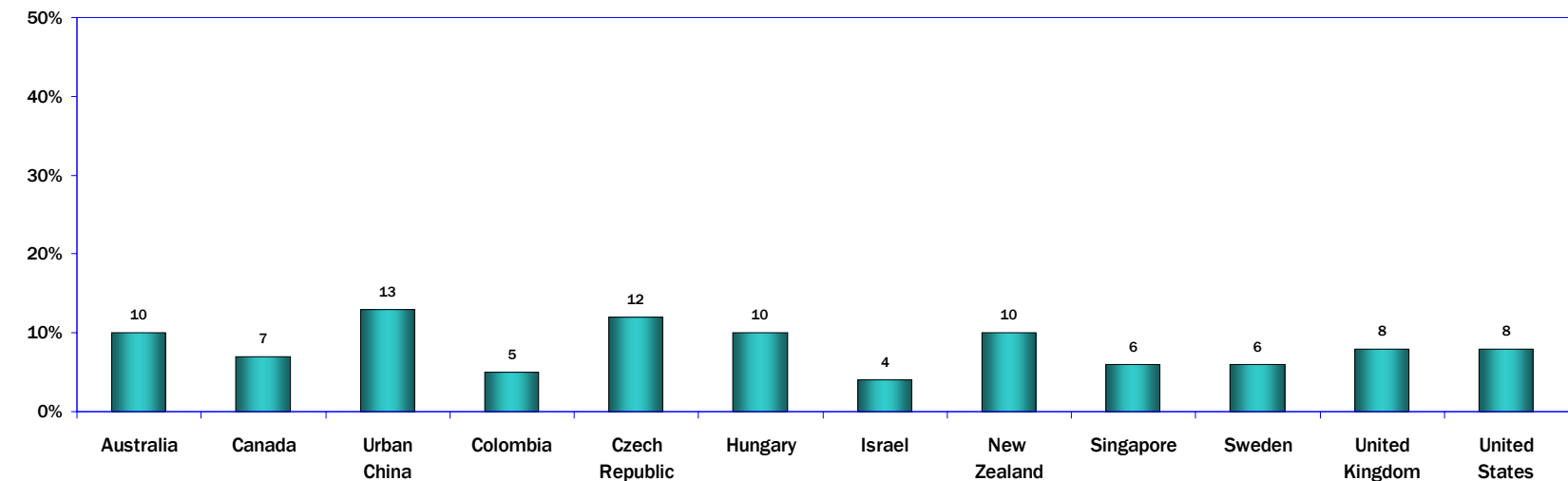
19. Internet Use to Look for Jobs or Work: Detailed Responses

Monthly



Q21C M-1C-3

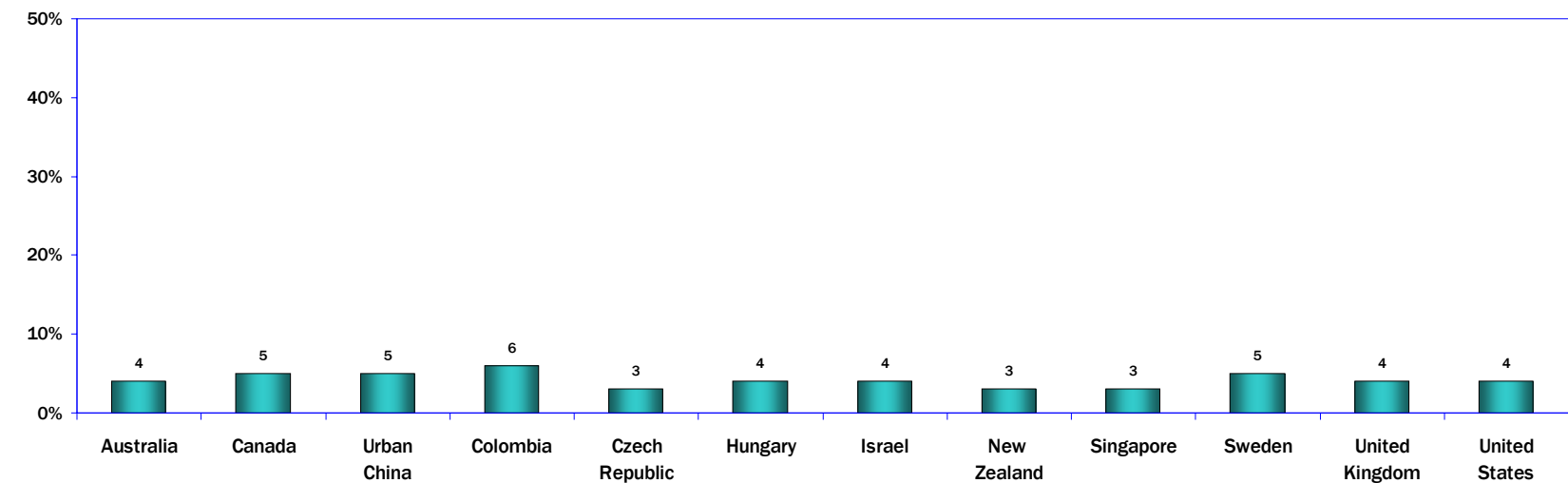
Weekly



Q21C M-1C-4

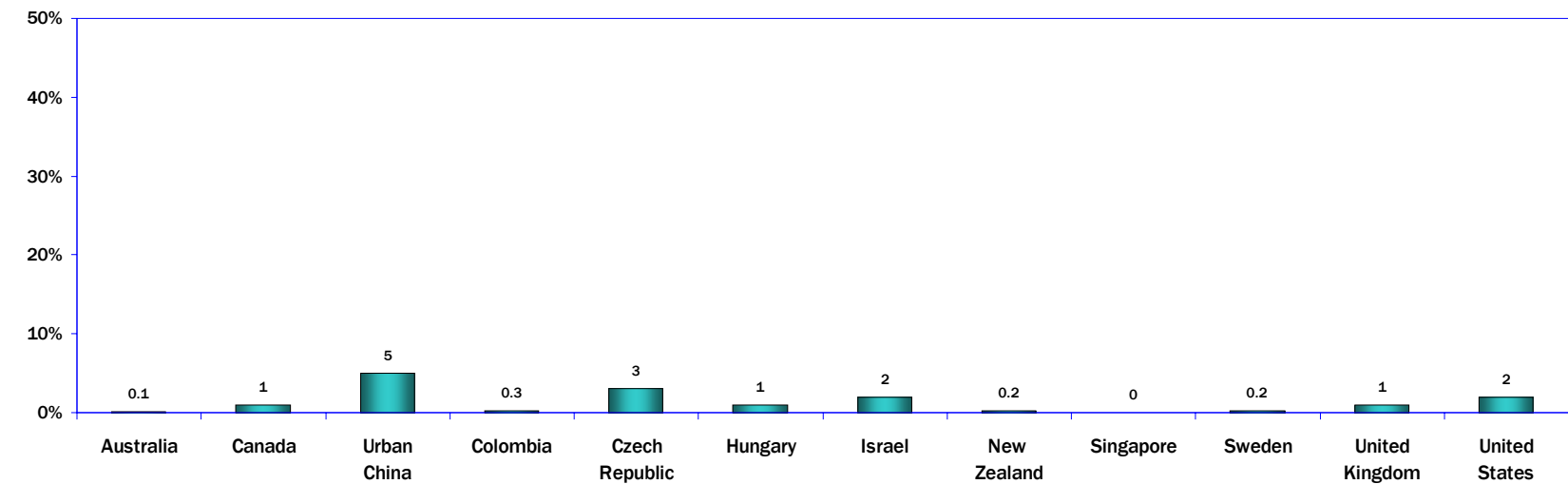
19. Internet Use to Look for Jobs or Work: Detailed Responses

Daily



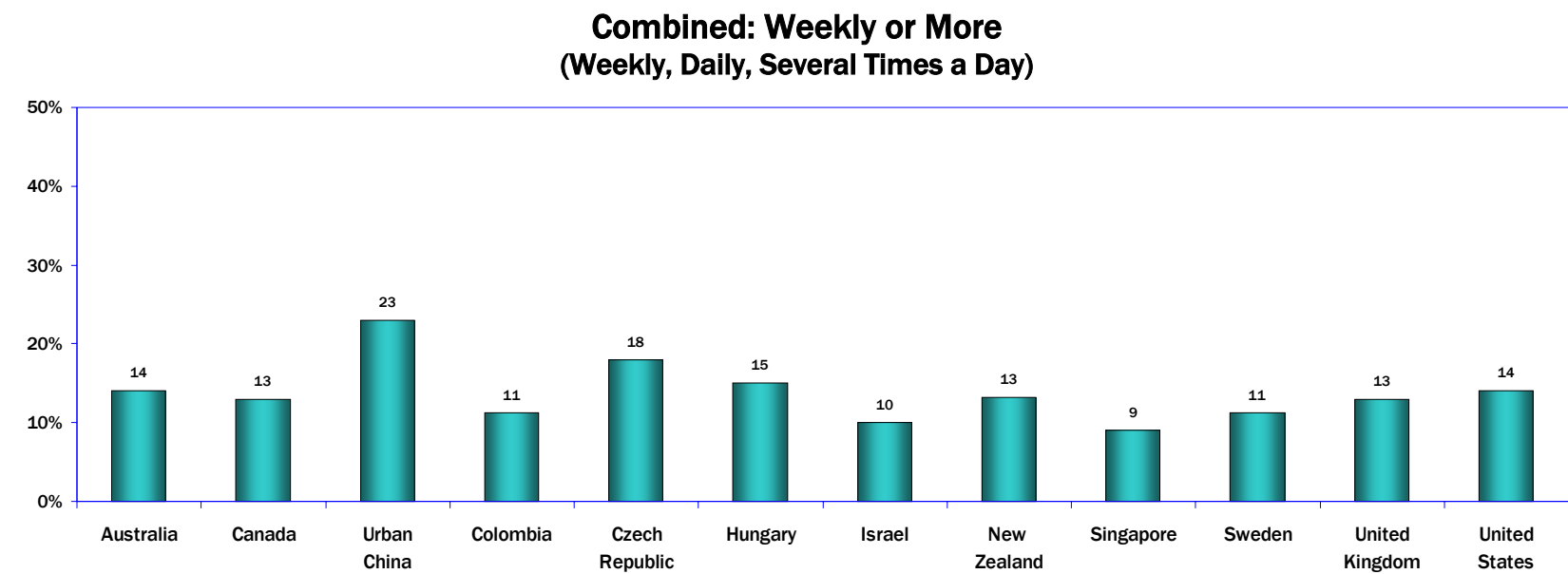
Q21C M-1C-4

Several Times a Day



Q21C M-1C-5

19. Internet Use to Look for Jobs or Work: Detailed Responses



Q21C M-1C-4-6

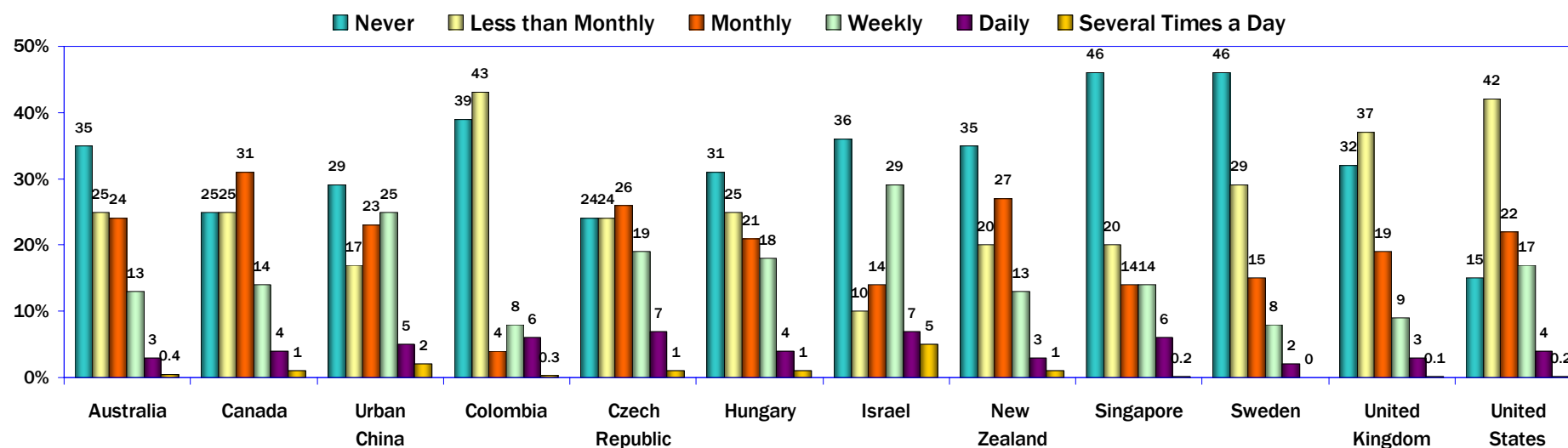
20. Health Information

Significant percentages of users frequently access online information about health issues.

Looking at those who access the Internet for health information, 20 percent or more of users in six of the WIP countries and regions go

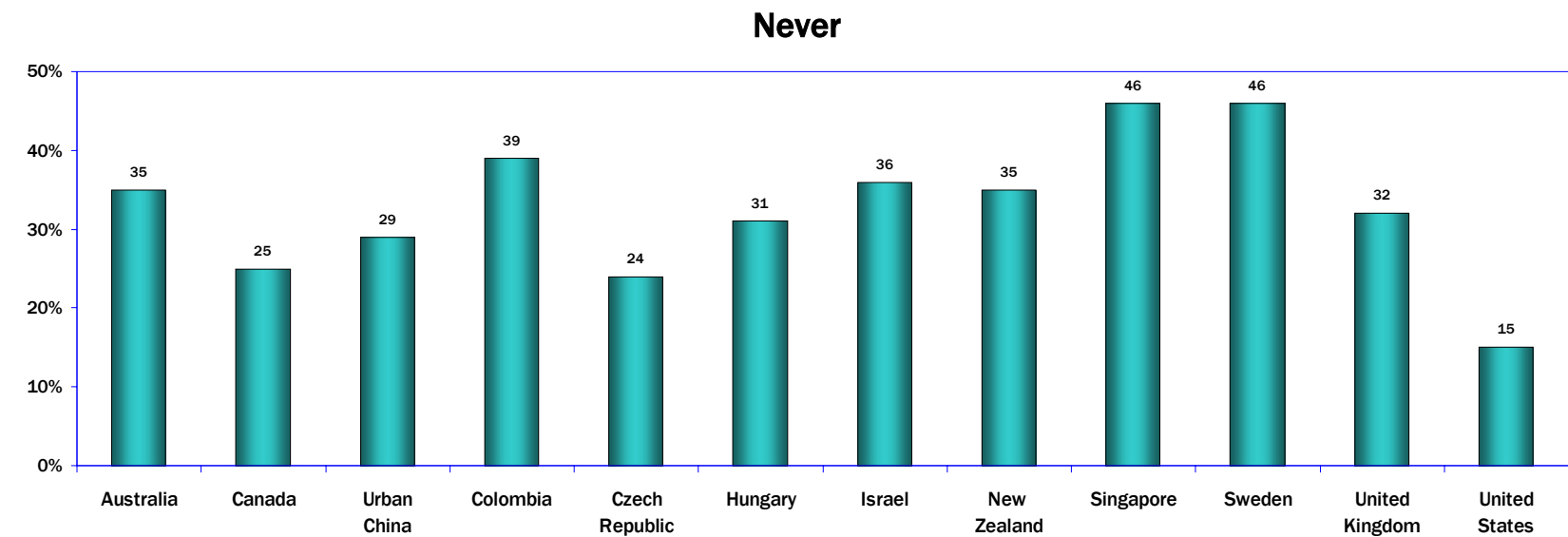
online for health information at least weekly, and at least 30 percent of users in 10 of the reporting countries and regions seek health information on the Internet at least monthly. Internet use to look for health information at least monthly is particularly high in Urban China and Israel (55 percent) and Canada (50 percent).

Internet Use to Look for Health Information
(Internet Users Age 18 and Older)

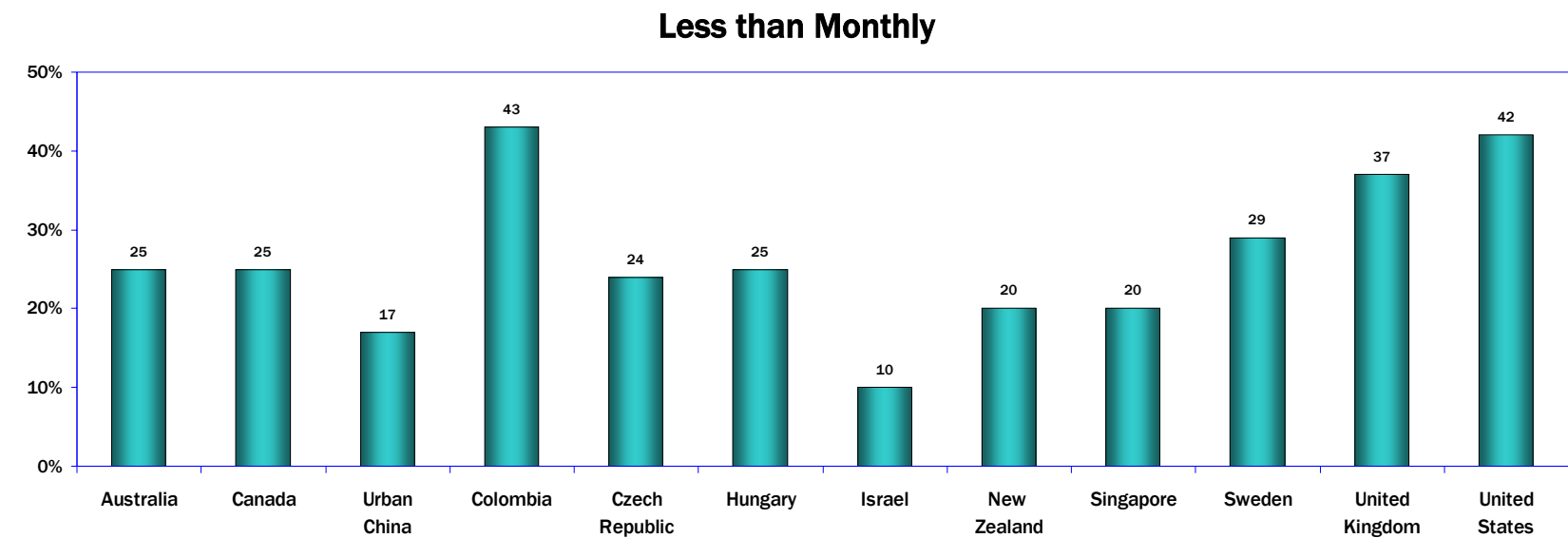


Q21F M-1F

20. Health Information: Detailed Responses



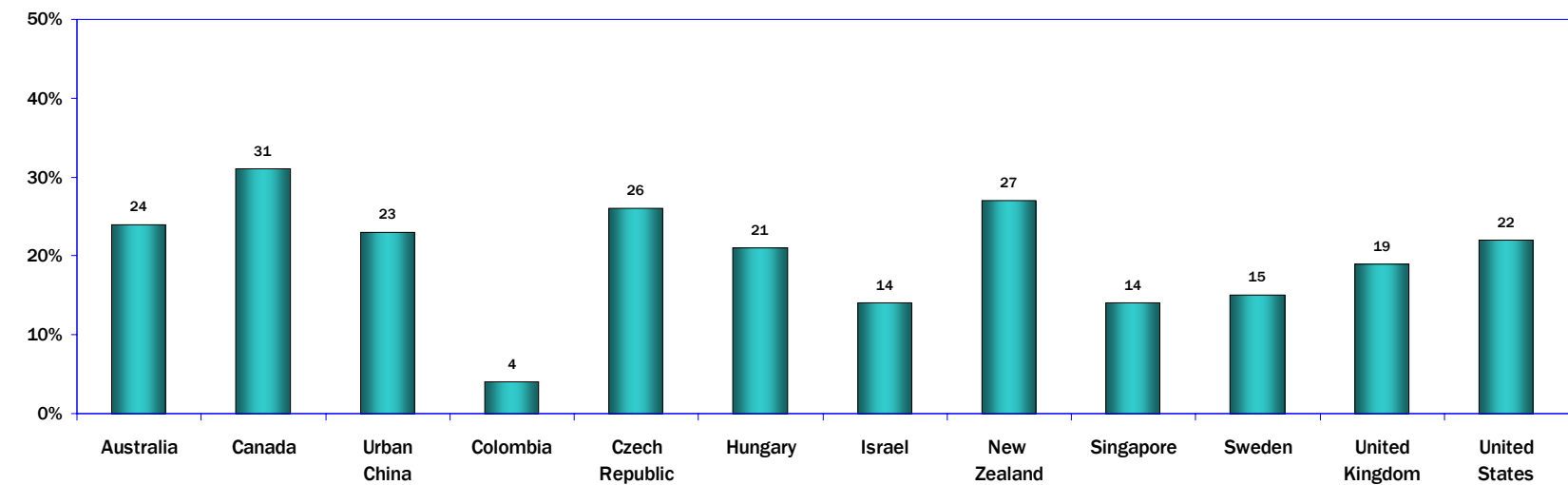
Q21F M-1F-1



Q21F M-1F-2

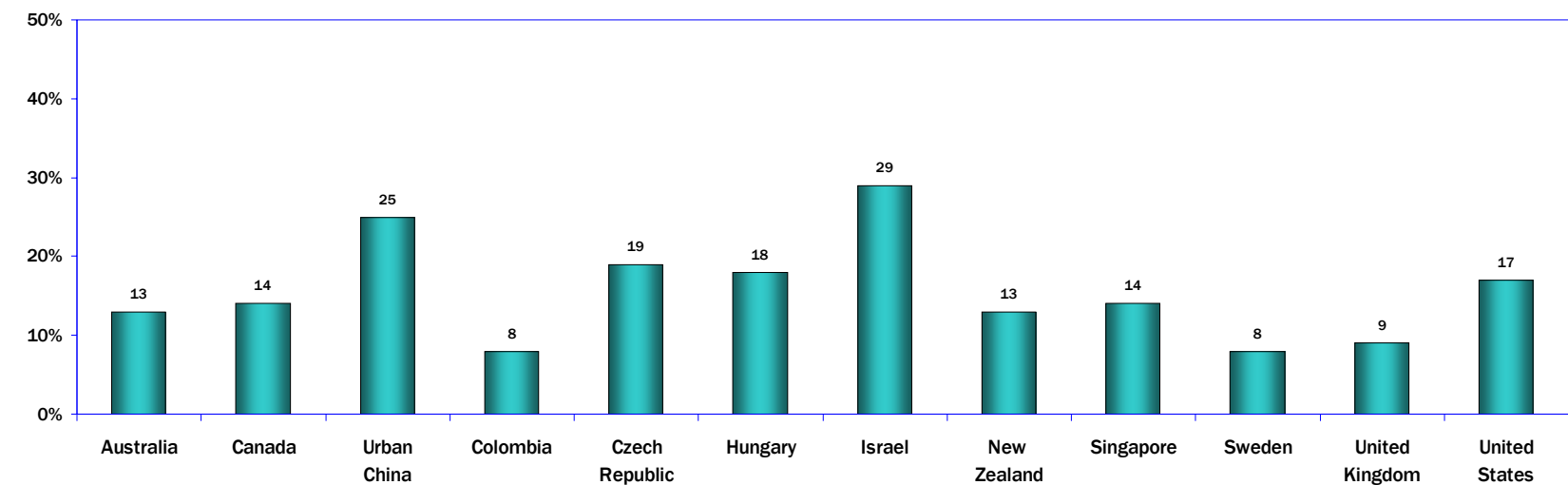
20. Health Information: Detailed Responses

Monthly



Q21F M-1F-3

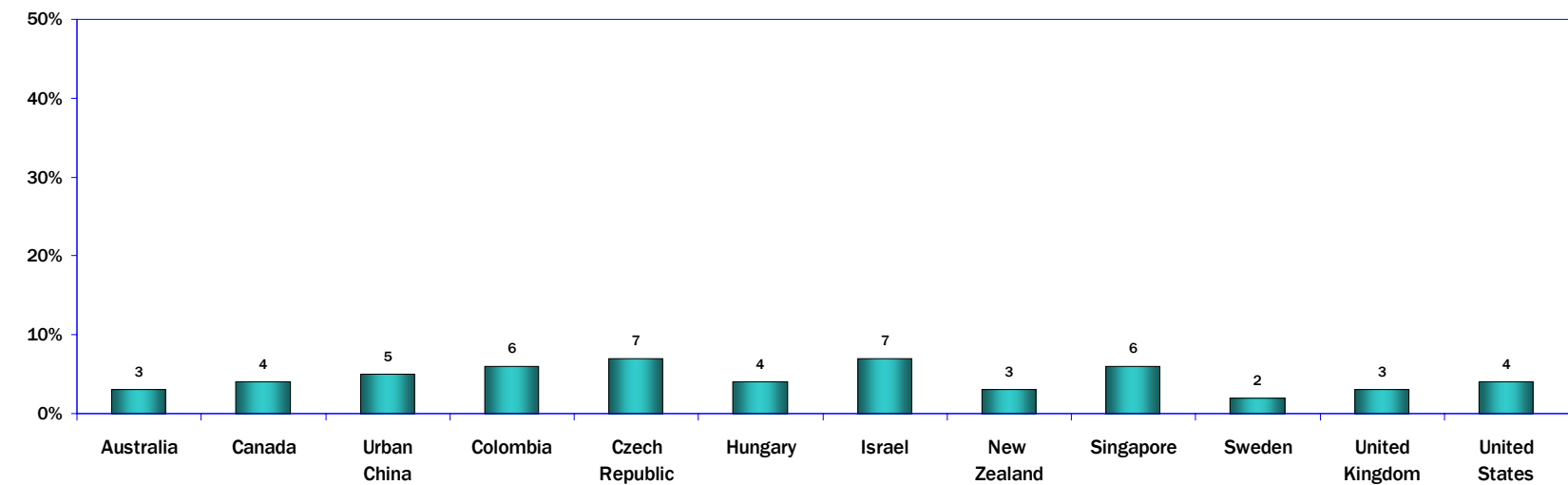
Weekly



Q21F M-1F-4

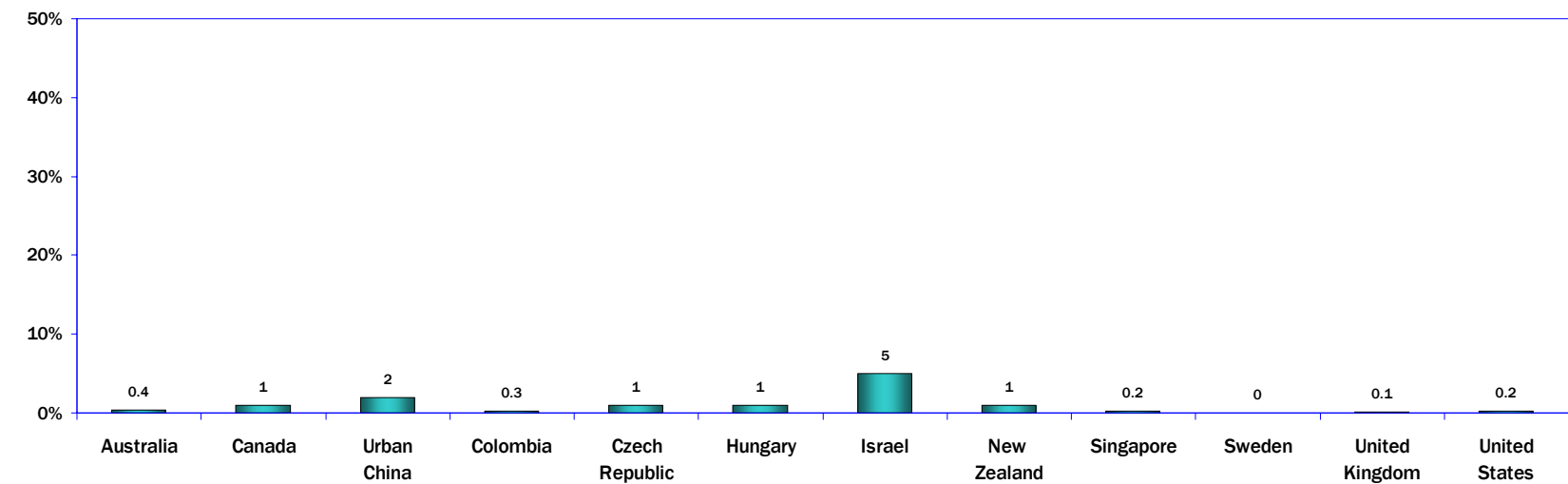
20. Health Information: Detailed Responses

Daily



Q21F M-1F-5

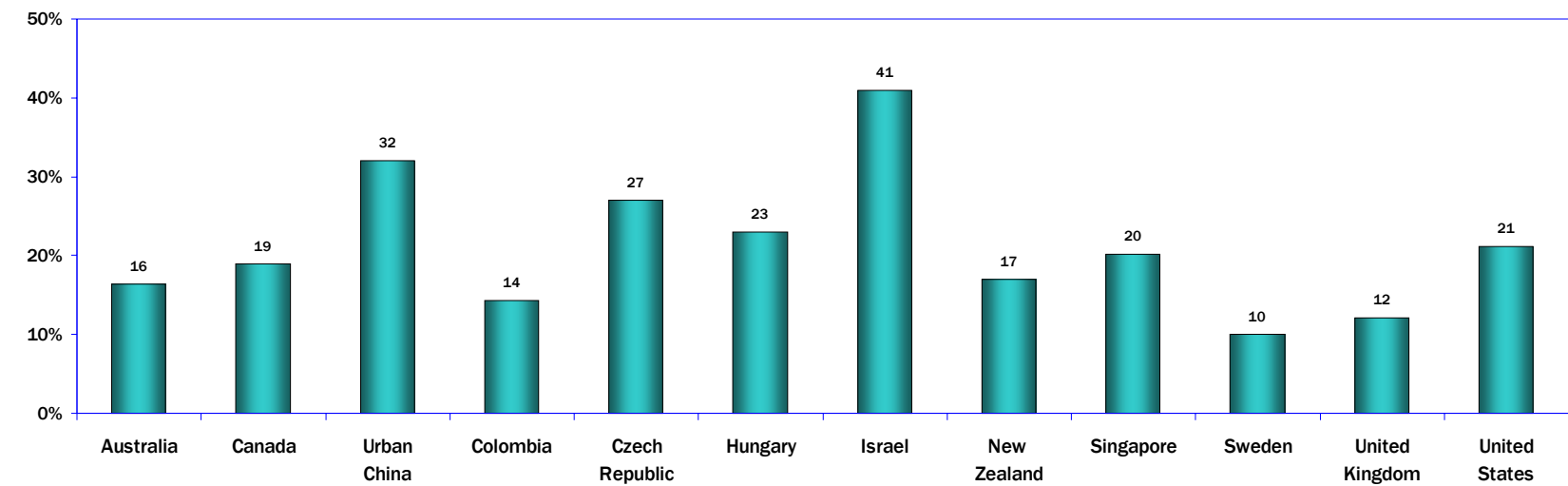
Several Times a Day



Q21F M-1F-5

20. Health Information: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



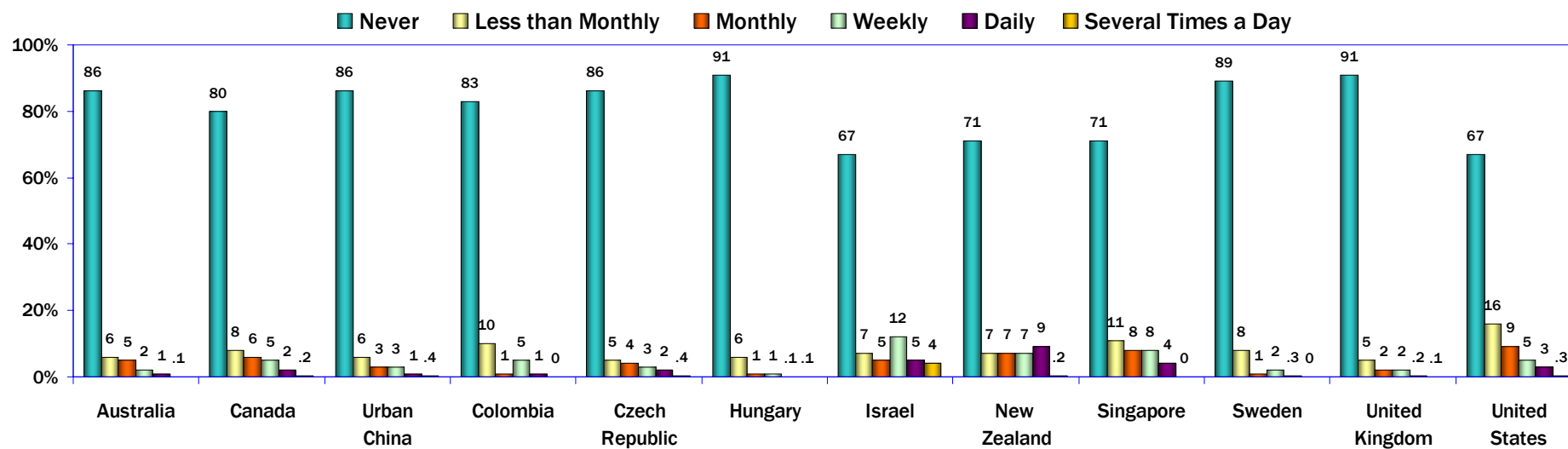
Q21F M-1F-4-6

21. Religious or Spiritual Web Sites

Small percentages of users go online to look at Web sites for religious or spiritual information.

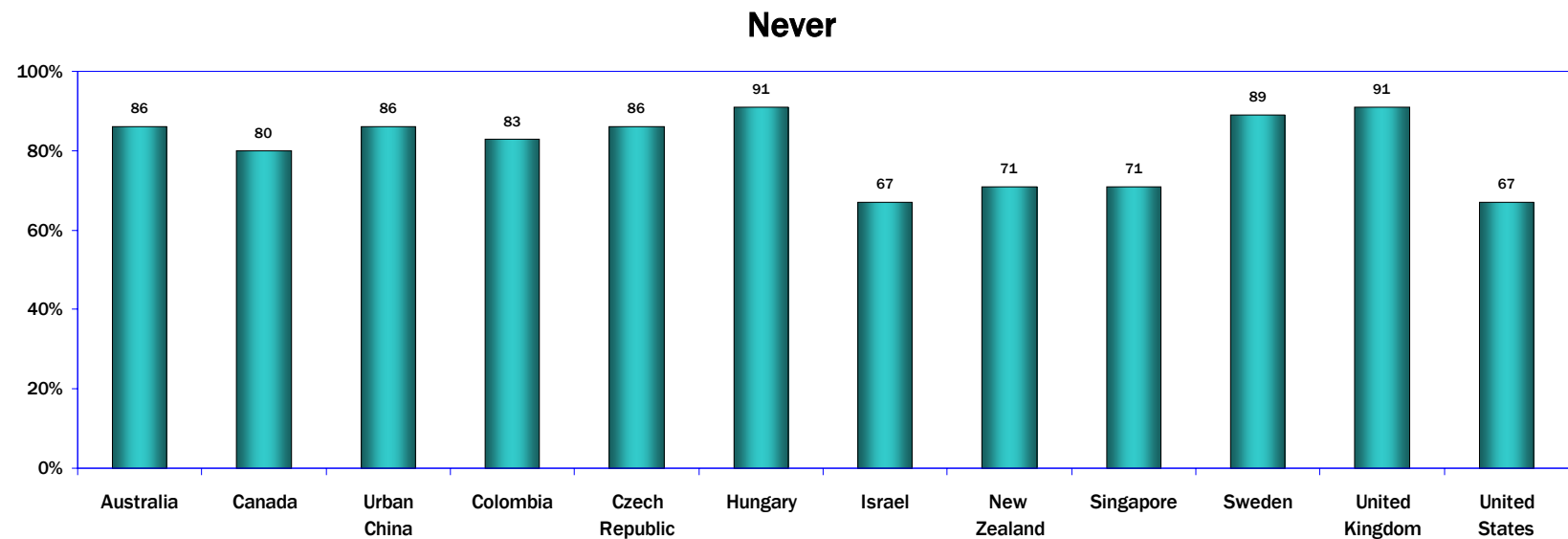
In three countries and regions – Israel, New Zealand, and Singapore – 20 percent or more of users go online at least monthly for religious or spiritual Web sites.

Internet Use to Look at Religious or Spiritual Web Sites
(Internet Users Age 18 and Older)

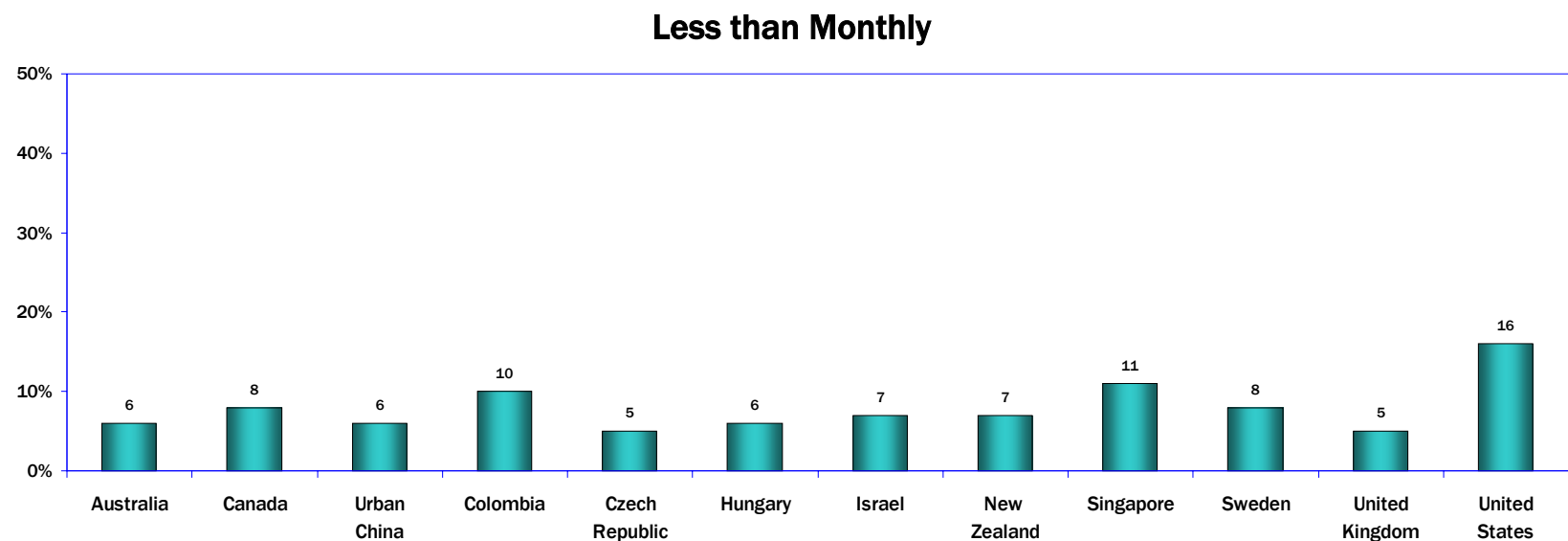


Q22D M-1D

21. Religious or Spiritual Web Sites: Detailed Responses



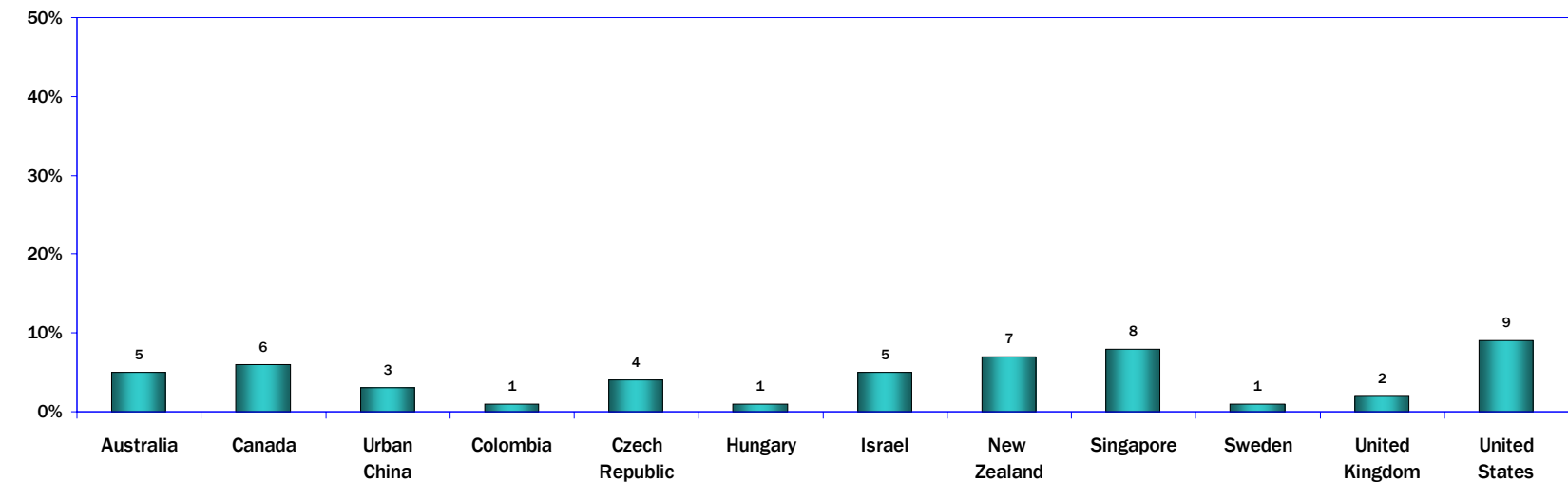
Q22D M-1D-1



Q22D M-1D-2

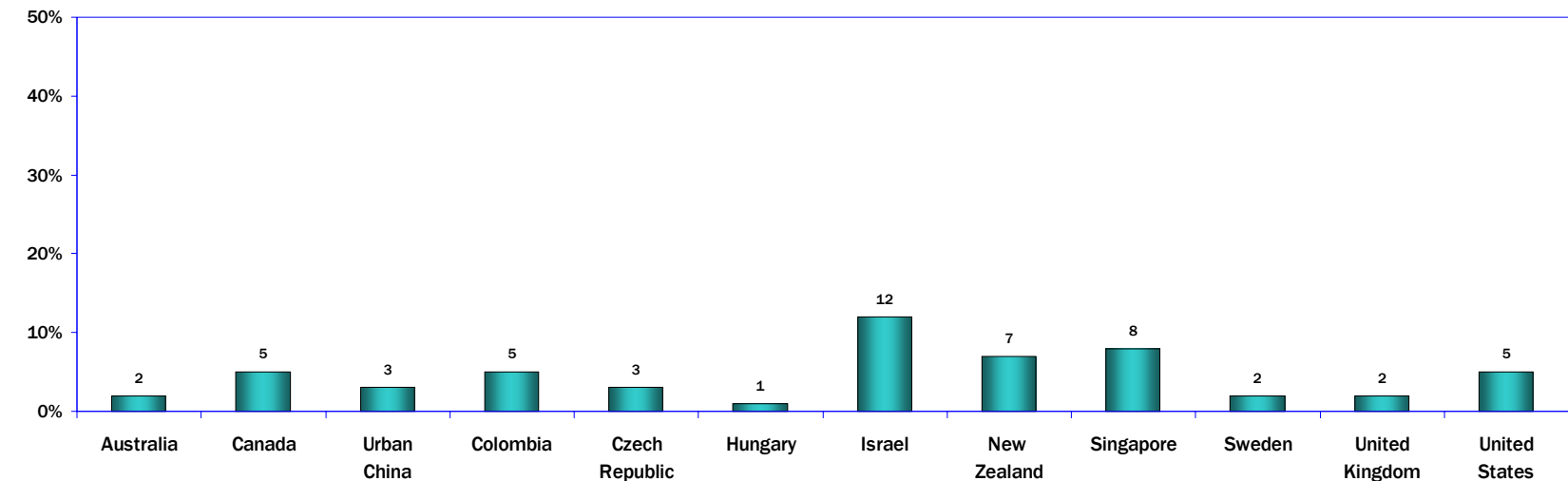
21. Religious or Spiritual Web Sites: Detailed Responses

Monthly



Q22D M-1D-3

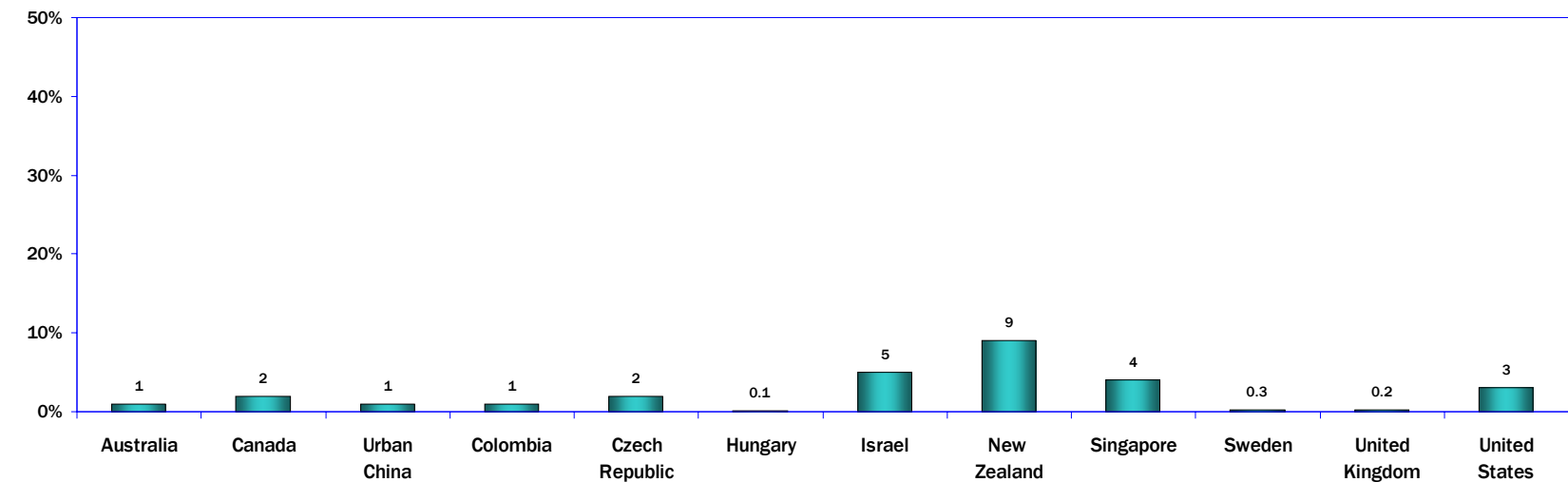
Weekly



Q22D M-1D-4

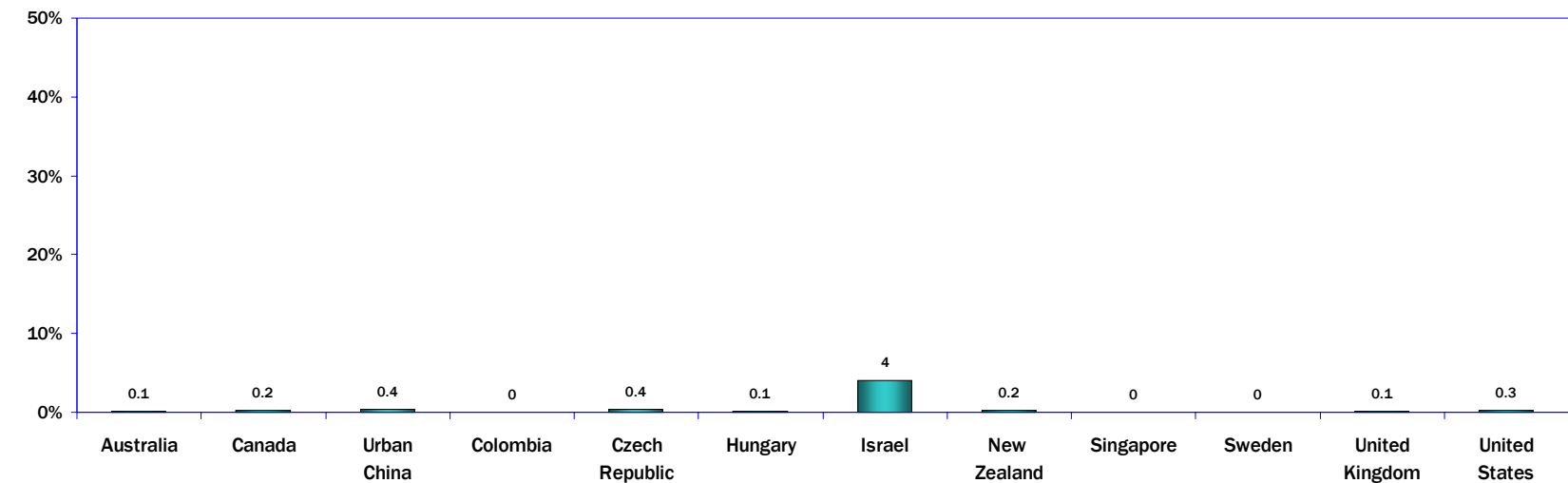
21. Religious or Spiritual Web Sites: Detailed Responses

Daily



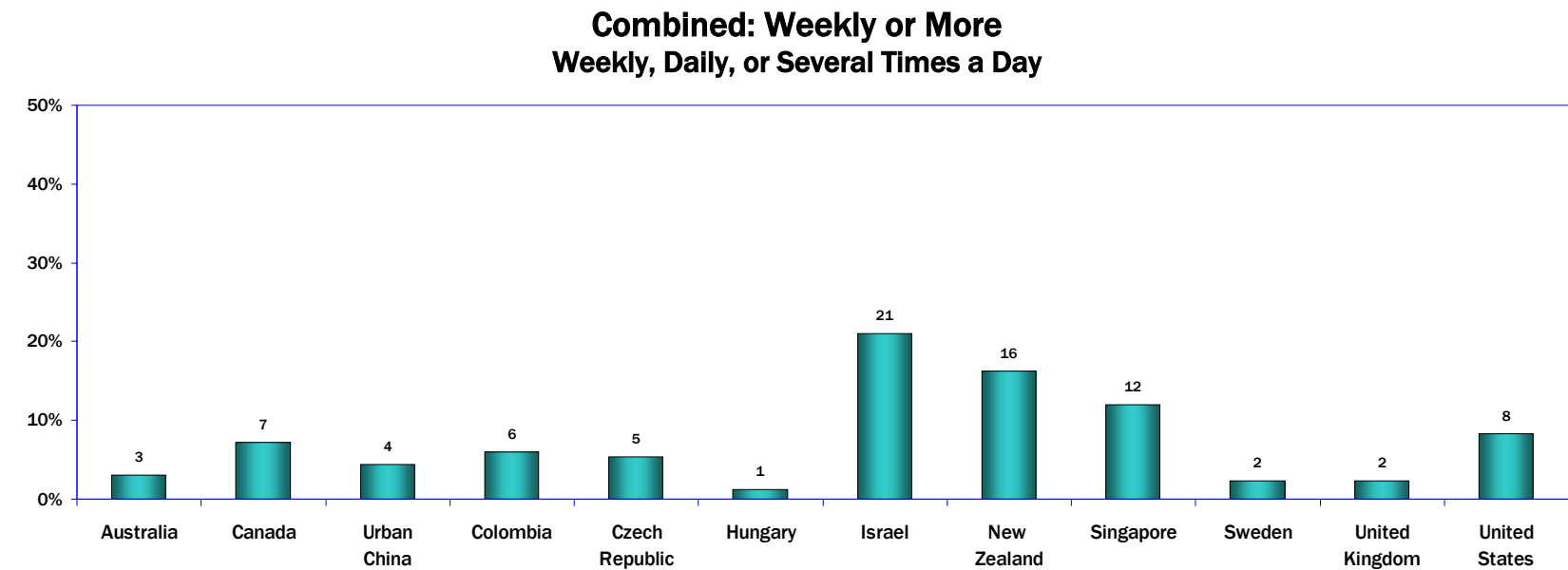
Q22D M-1D-5

Several Times a Day



Q22D M-1D-6

21. Religious or Spiritual Web Sites: Detailed Responses



Q22D M-1D-4-6

Findings

World Internet Project 2009

Access to Online Services

22. Overview: Access to Online Services

A broad range of users in all of the WIP countries and regions go online to access services. However, as with using the Internet for online information sites, the percentage of those who use online services at least weekly varies widely.

Overall, low percentages of users who access services on the Internet go online at least weekly to bet, gamble, or play sweepstakes. Nearly as low were the percentages of users who go online to make travel reservations.

At the other extreme, much higher percentages of users go online at least weekly to look up facts or the definition of words, use banking services, download music or videos, or play games.

For specific details on responses to questions about access to online services, see pages 116-179.

Access to Online Information Services Weekly, Daily, Several Times a Day: Internet Users Age 18 and Older

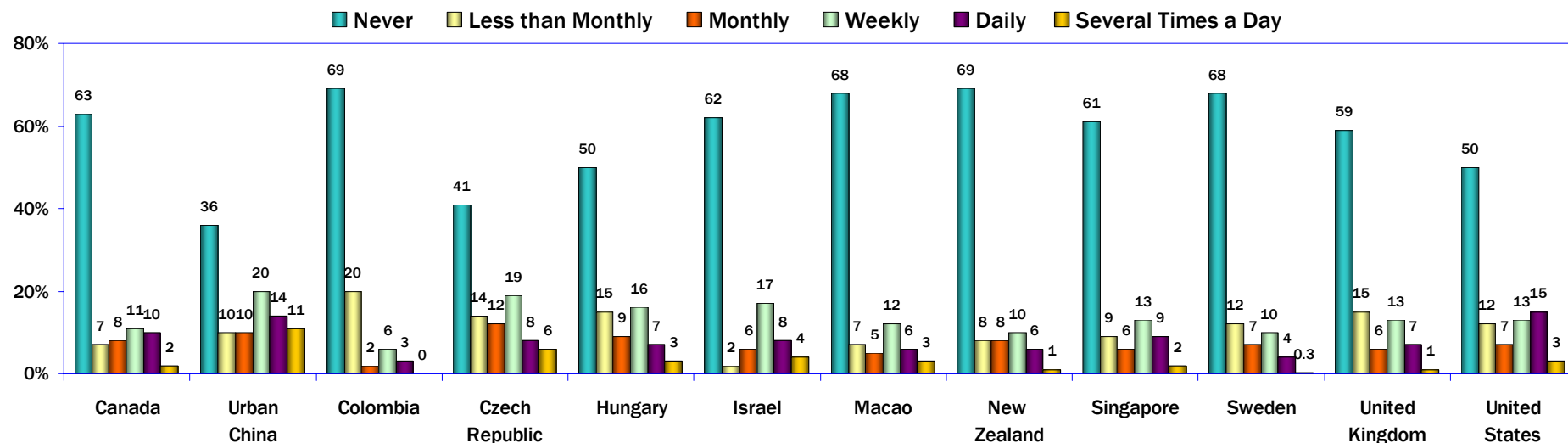
	Australia	Canada	Urban China	Colombia	Czech Republic	Hungary	Israel	Macao	New Zealand	Singapore	Sweden	United Kingdom	United States
Games	–	23	45	9	33	26	29	21	17	24	14	21	31
Music	28	28	67	23	34	35	46	37	25	29	21	–	24
Videos	19	20	37	17	27	18	35	26	19	26	12	–	17
Online Radio	8	17	9	8	25	15	26	–	11	12	18	19	16
Betting	2	2	3	1	4	2	–	3	1	2	3	3	3
Sexual Content	7	6	13	2	13	6	11	–	5	5	2	4	13
Distance Learning	8	6	8	7	5	5	7	–	12	11	2	8	7
Travel Reservations	3	1	1	1	8	1	3	1	2	5	3	4	3
Bills	35	32	4	2	23	4	7	–	25	5	6	10	18
Banking Services	55	47	8	4	25	8	26	–	56	15	39	27	43
Investing	4	3	12	1	2	0	8	–	15	2	6	7	4
Look up a Word	23	36	21	36	27	33	32	41	30	30	19	19	24
Fact-finding	35	49	37	42	41	53	40	47	47	30	32	36	41

23. Playing Games Online

Relatively small percentages of users in all of the WIP countries and regions go online to play games. In urban China the percentage who play games at least weekly exceeds 40 percent (45 percent); in the Czech

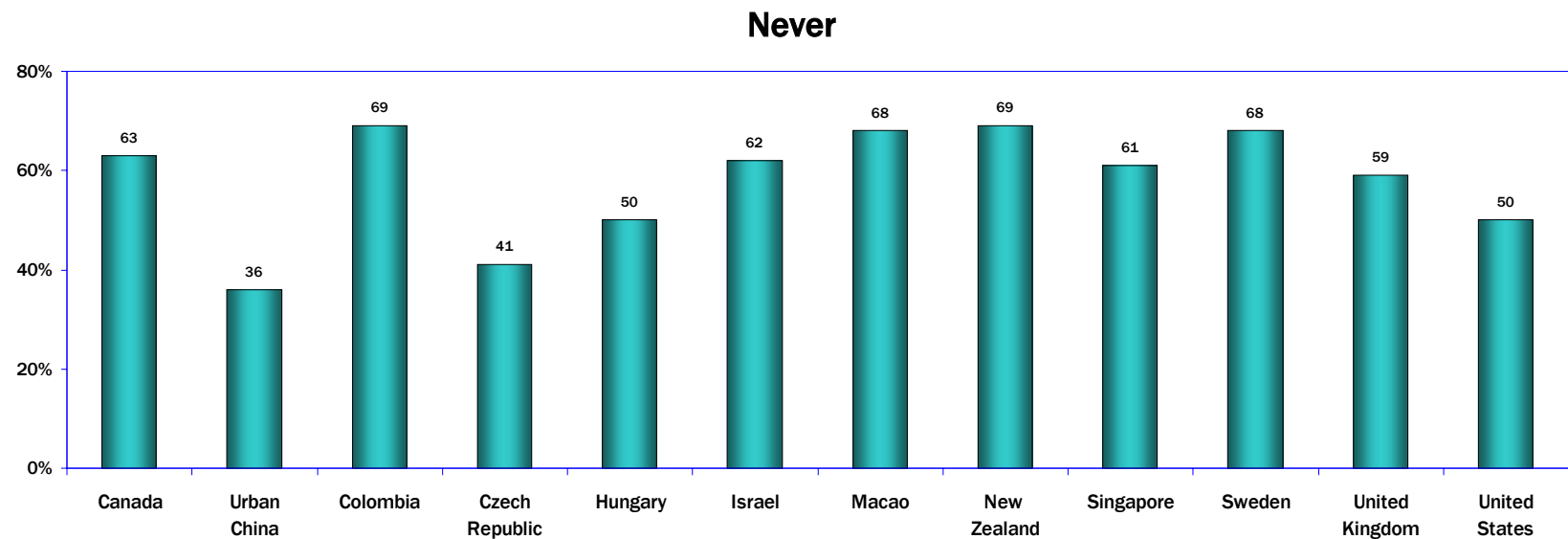
Republic and the United States, the percentage exceeds 30 percent (33 and 31 percent respectively).

**Internet Use to Play Games
(Internet Users Age 18 and Older)**

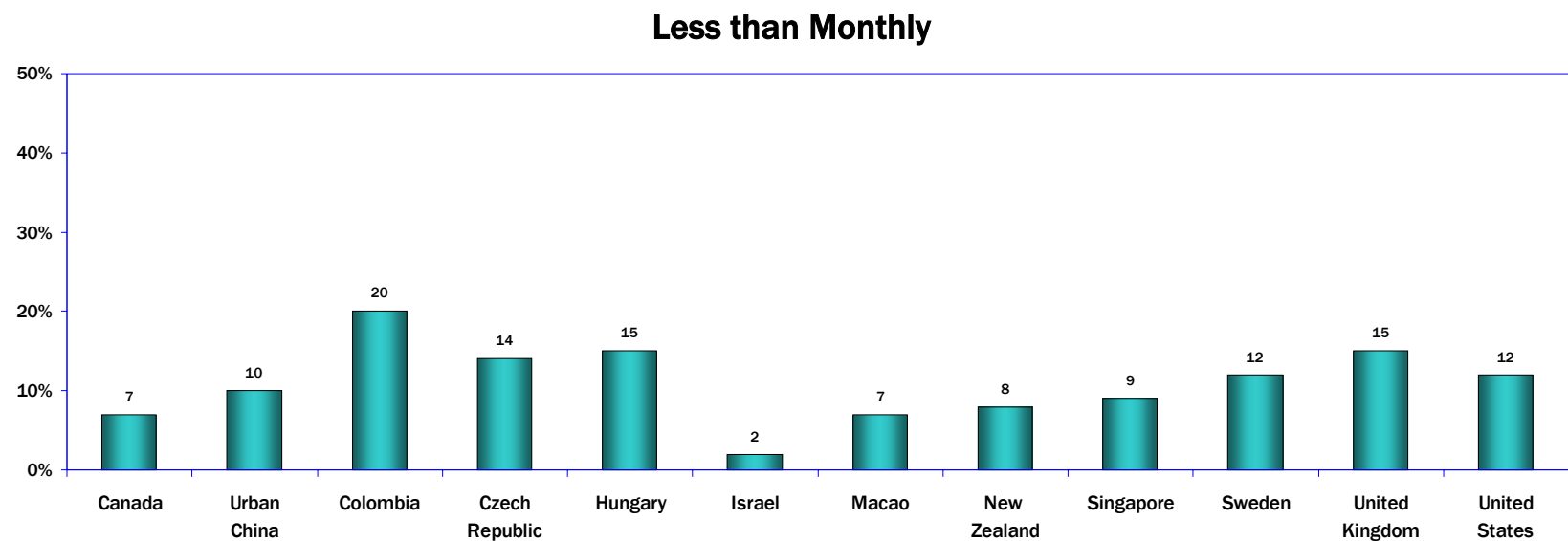


Q22A M-1A

23. Playing Games Online: Detailed Responses



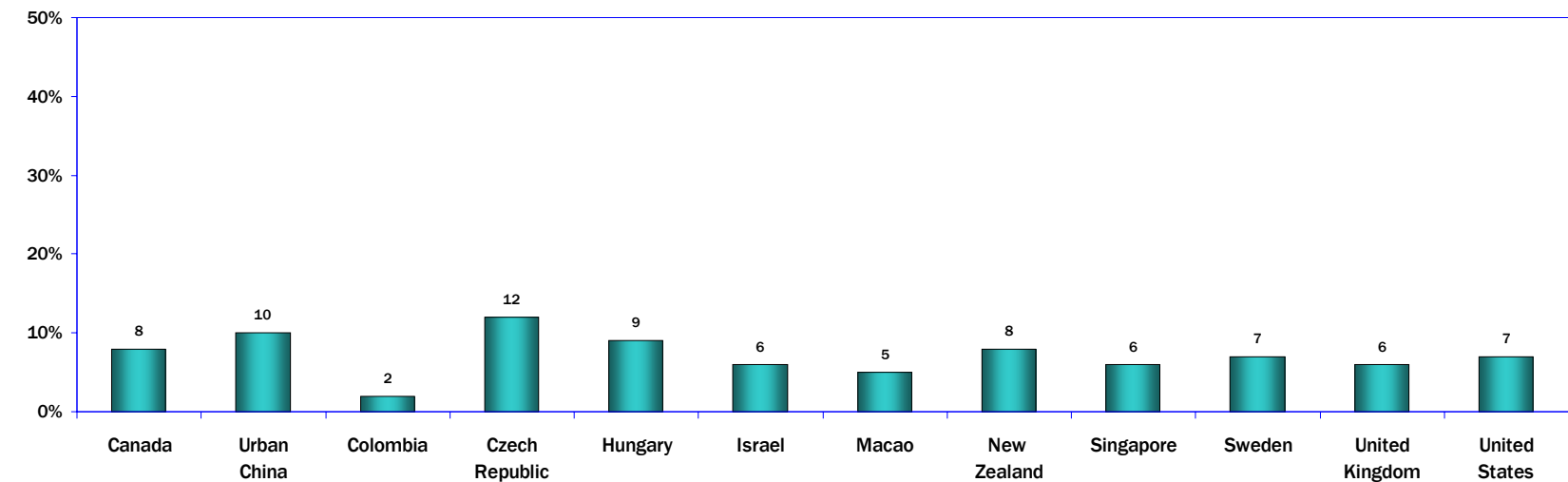
Q22A M-1A-1



Q22A M-1A-2

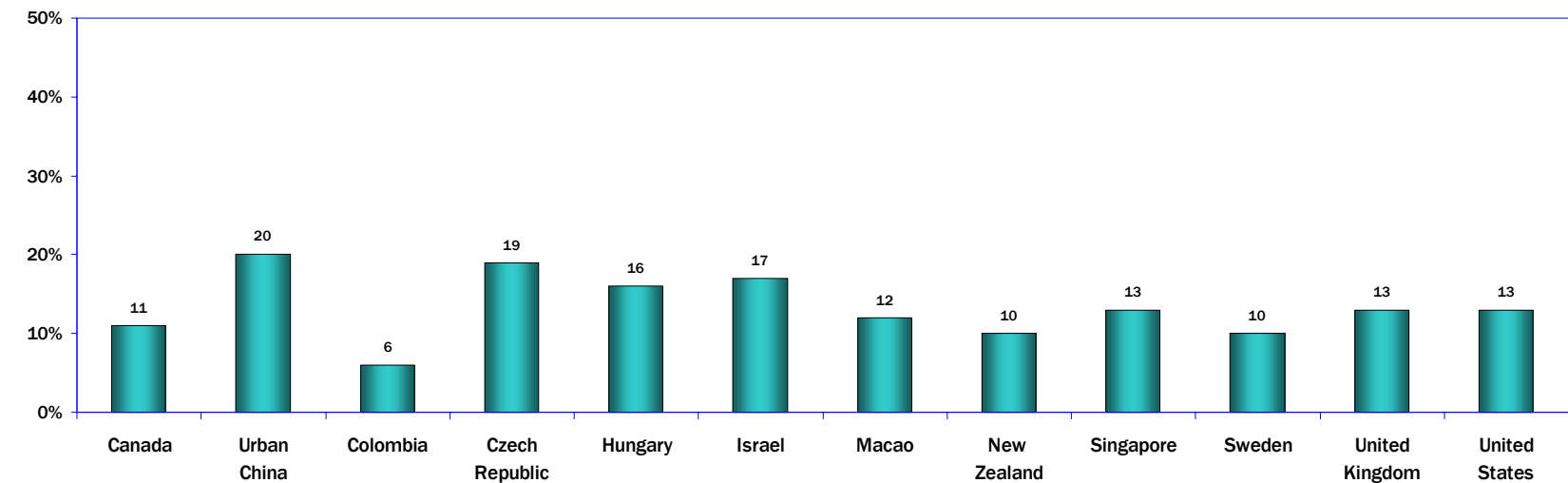
23. Playing Games Online: Detailed Responses

Monthly



Q22A M-1A-3

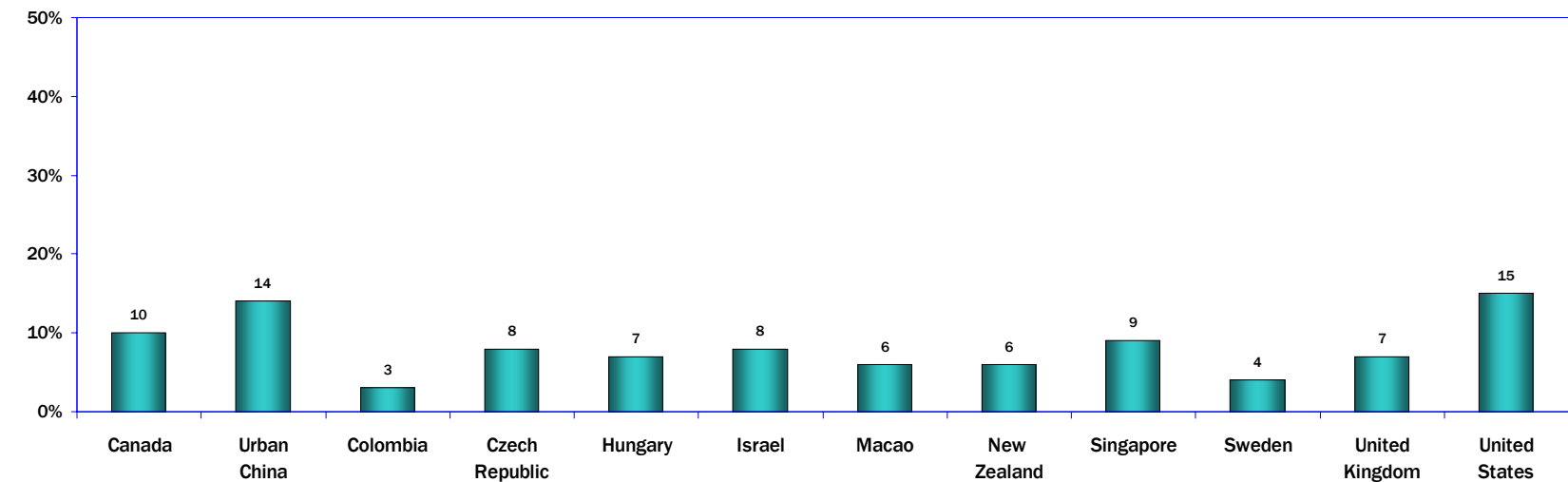
Weekly



Q22A M-1A-4

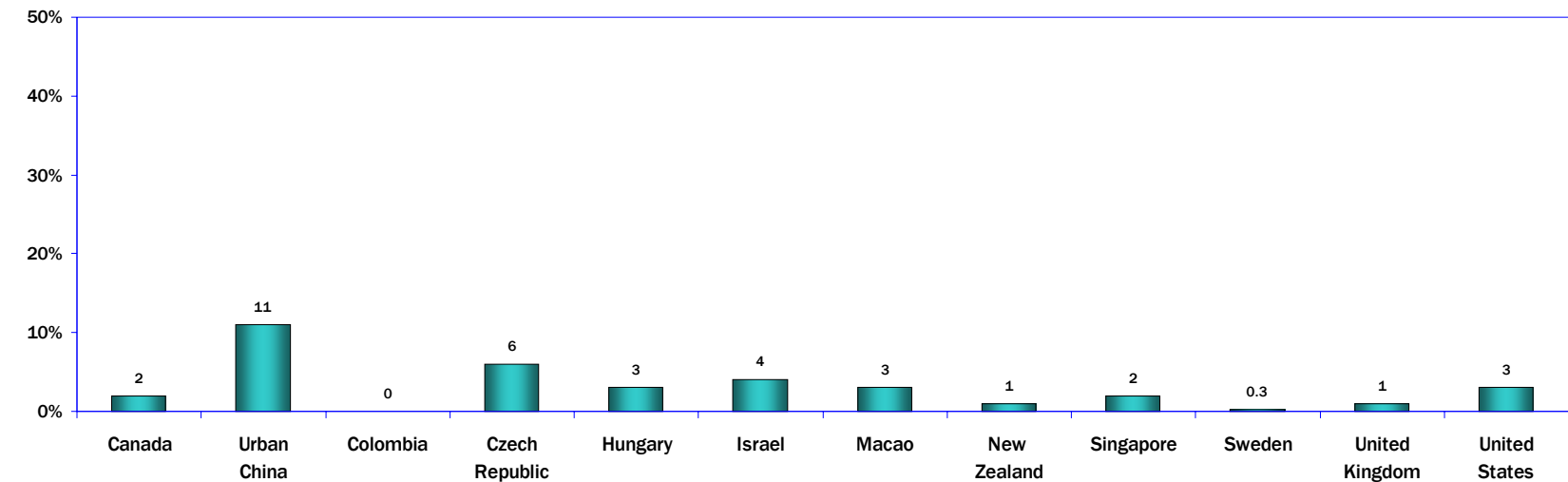
23. Playing Games Online: Detailed Responses

Daily



Q22A M-1A-5

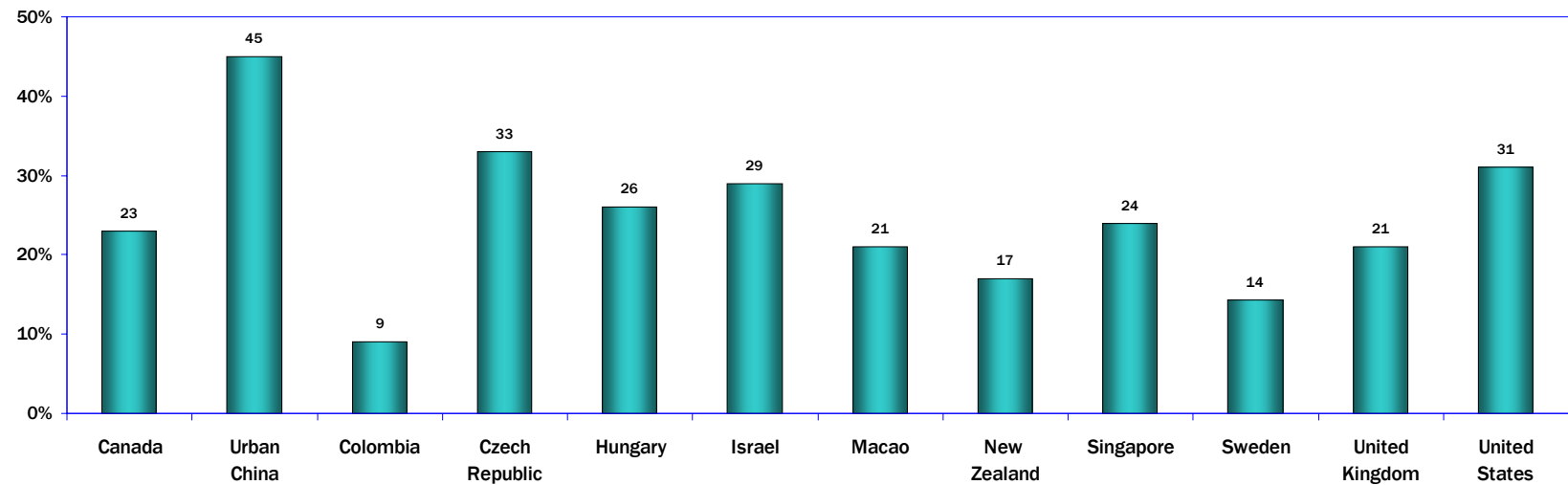
Several Times a Day



Q22A M-1A-6

23. Playing Games Online: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, Several Times a Day)

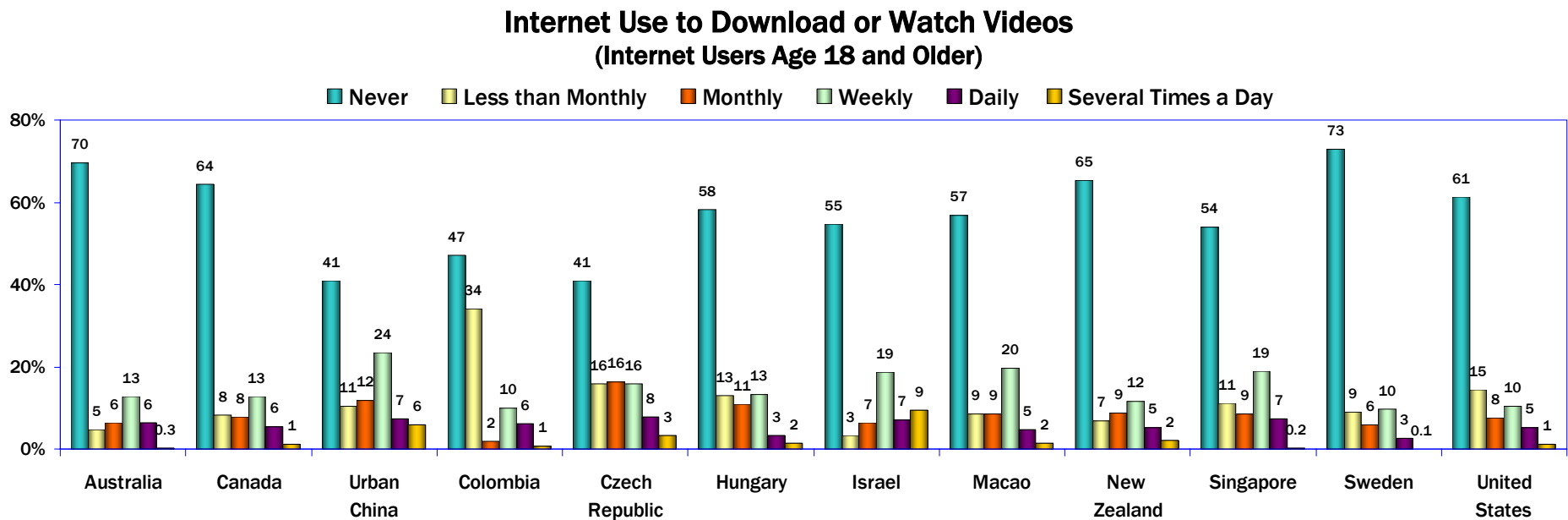


Q22A M-1A-4-6

24. Downloading or Watching Videos

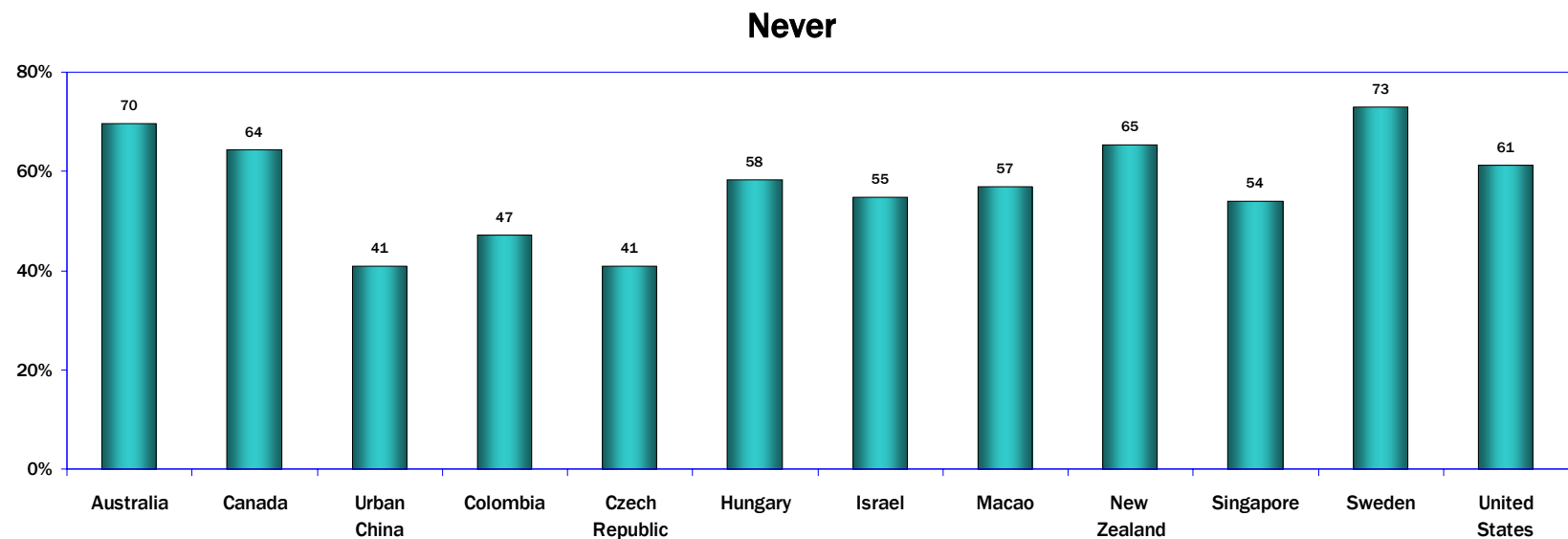
Overall, relatively low percentages of users go online to download or watch videos.

Only in urban China (37 percent) did more than 30 percent of users go online at least weekly to download or watch videos. Forty-nine percent of users in urban China go online at least monthly for videos, along with 43 percent of users in the Czech Republic, and 42 percent in Israel.

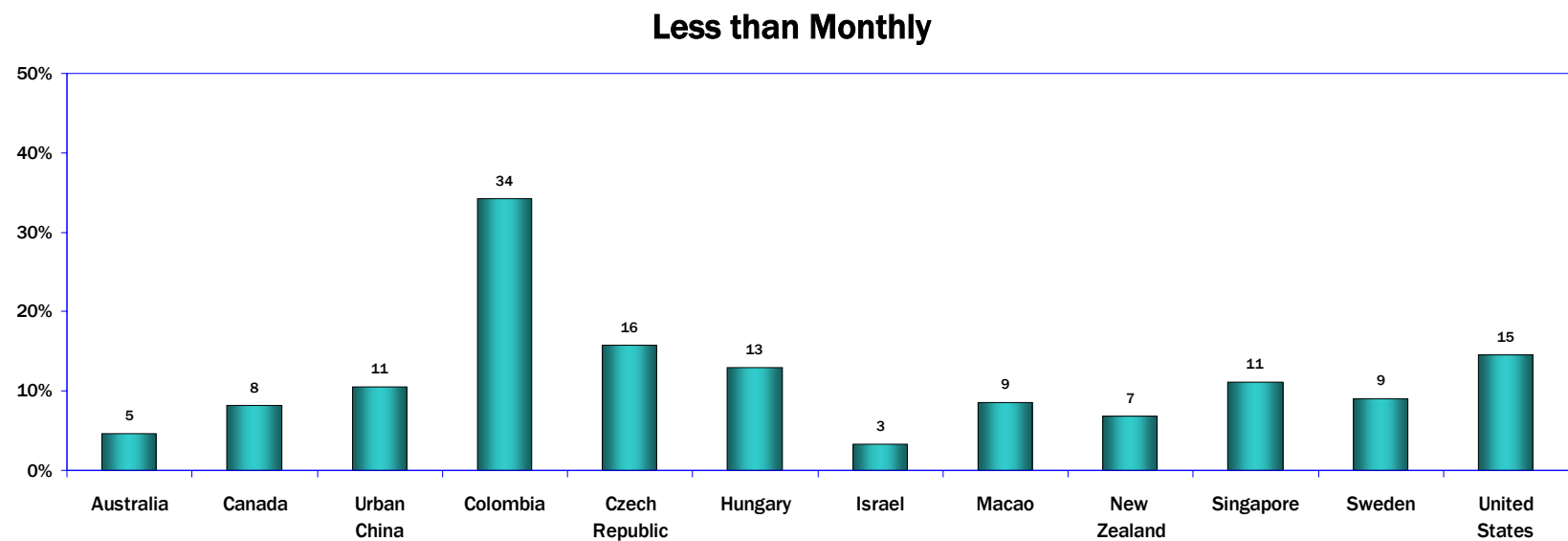


Q22C M-1C

24. Downloading or Watching Videos: Detailed Responses



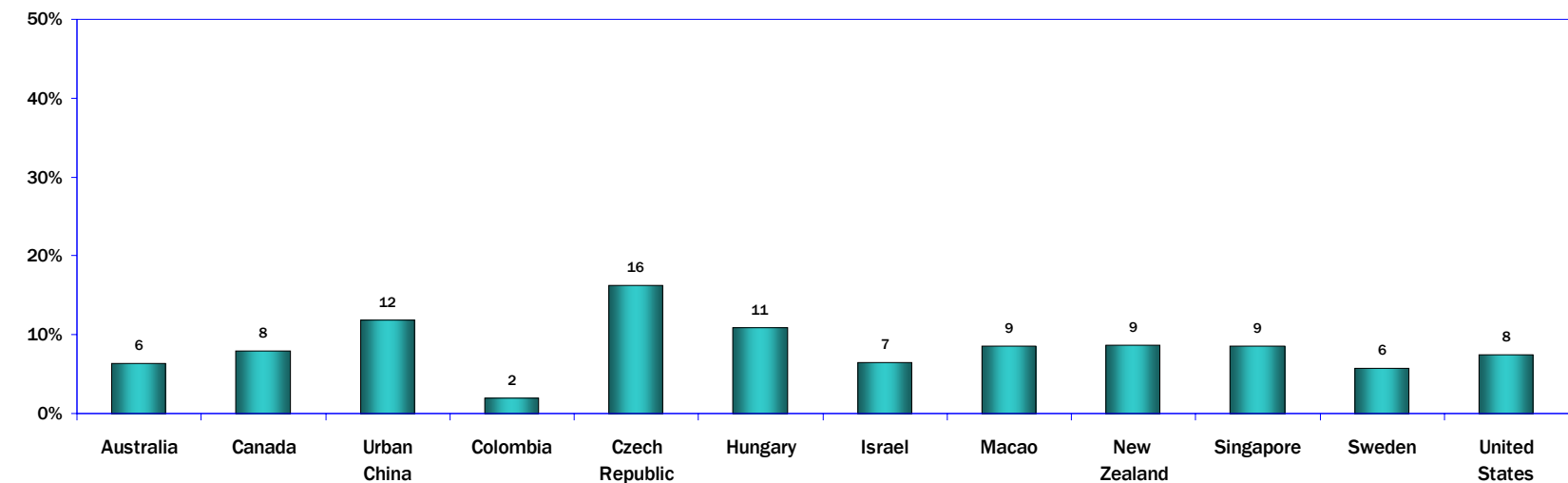
Q22C M-1C-1



Q22C M-1C-2

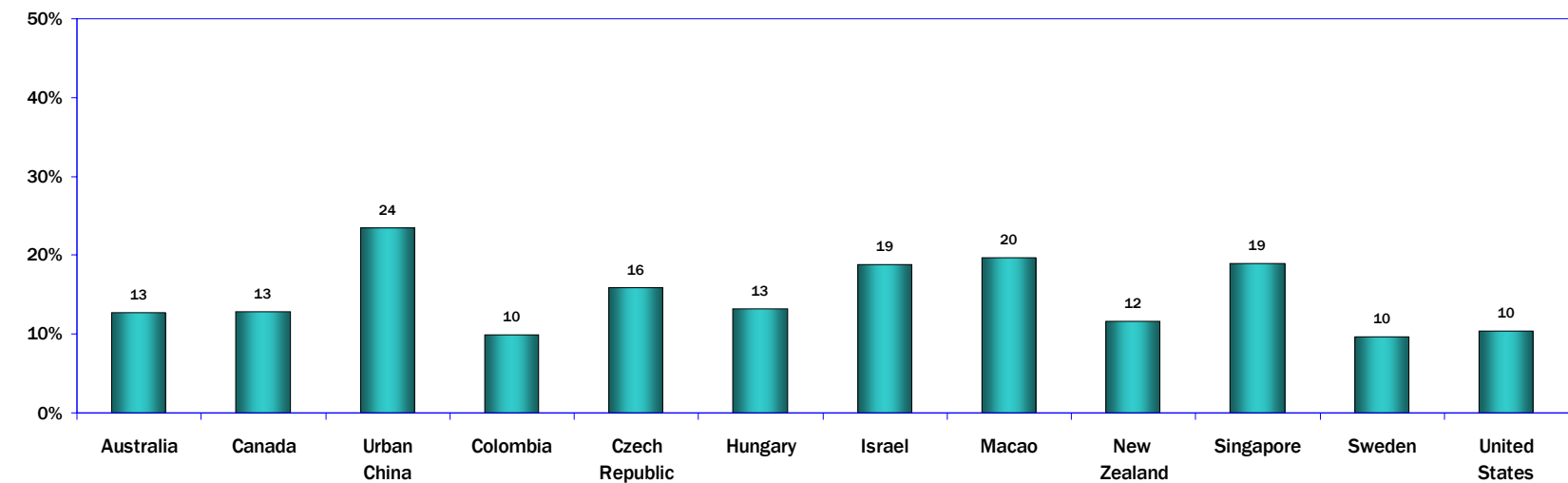
24. Downloading or Watching Videos: Detailed Responses

Monthly



Q22C M-1C-3

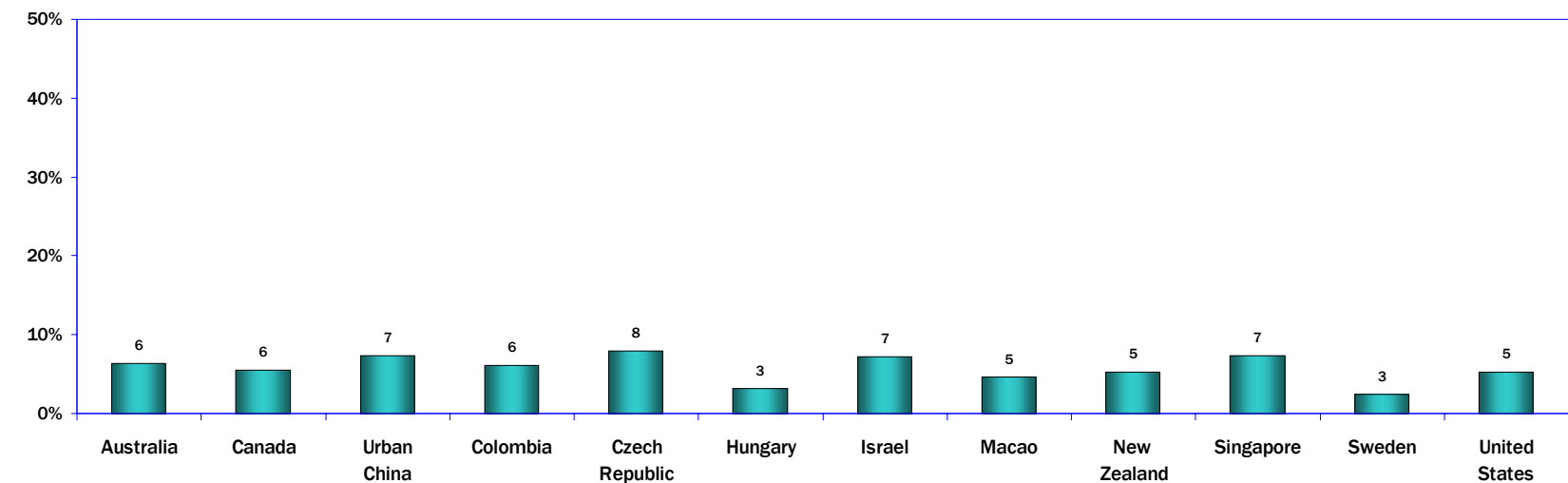
Weekly



Q22C M-1C-4

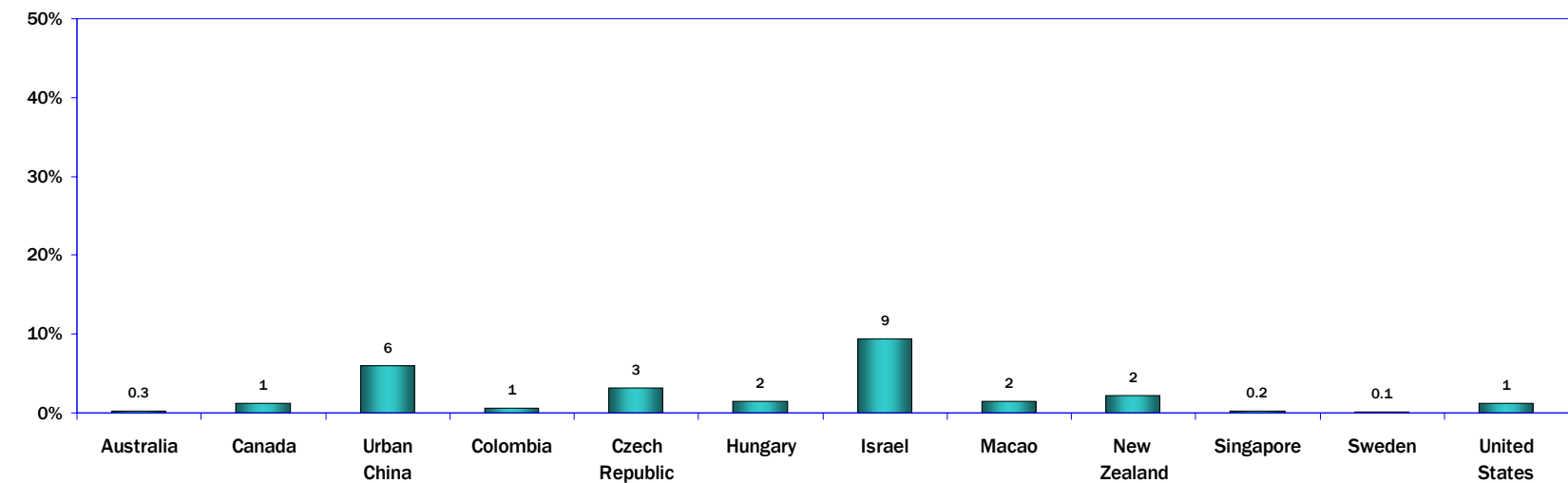
24. Downloading or Watching Videos: Detailed Responses

Daily



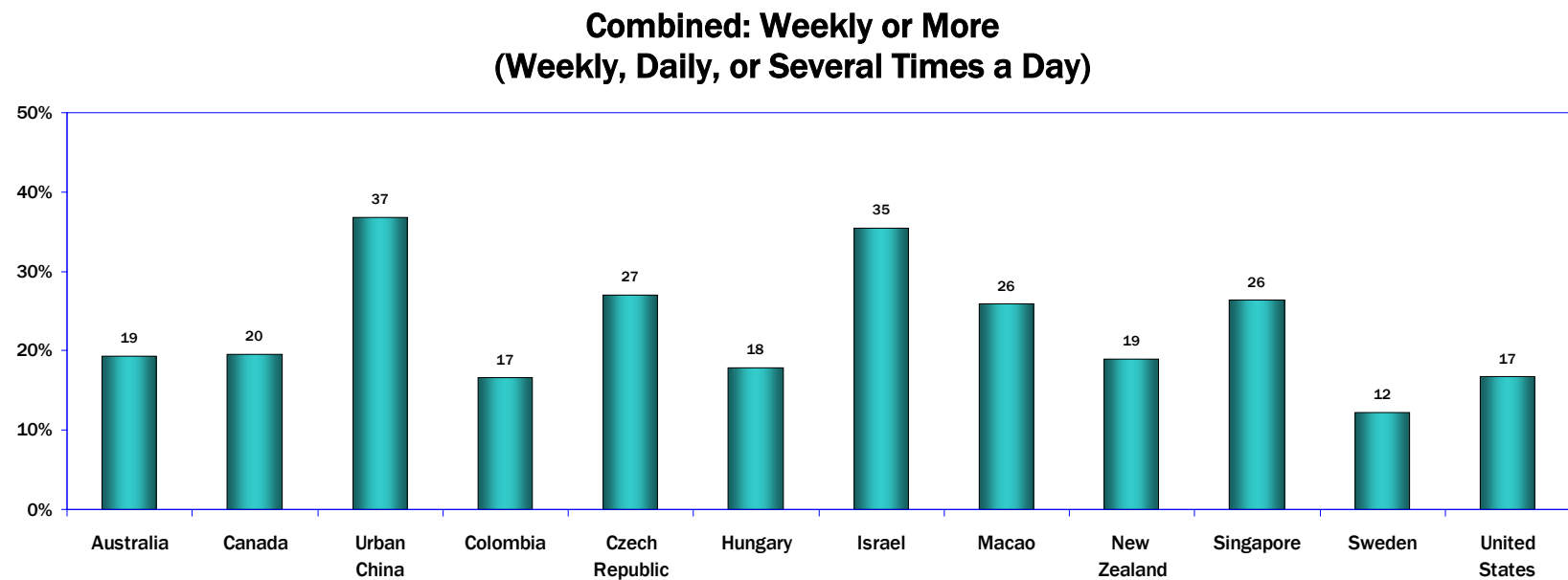
Q22C M-1C-5

Several Times a Day



Q22C M-1C-6

24. Downloading or Watching Videos: Detailed Responses



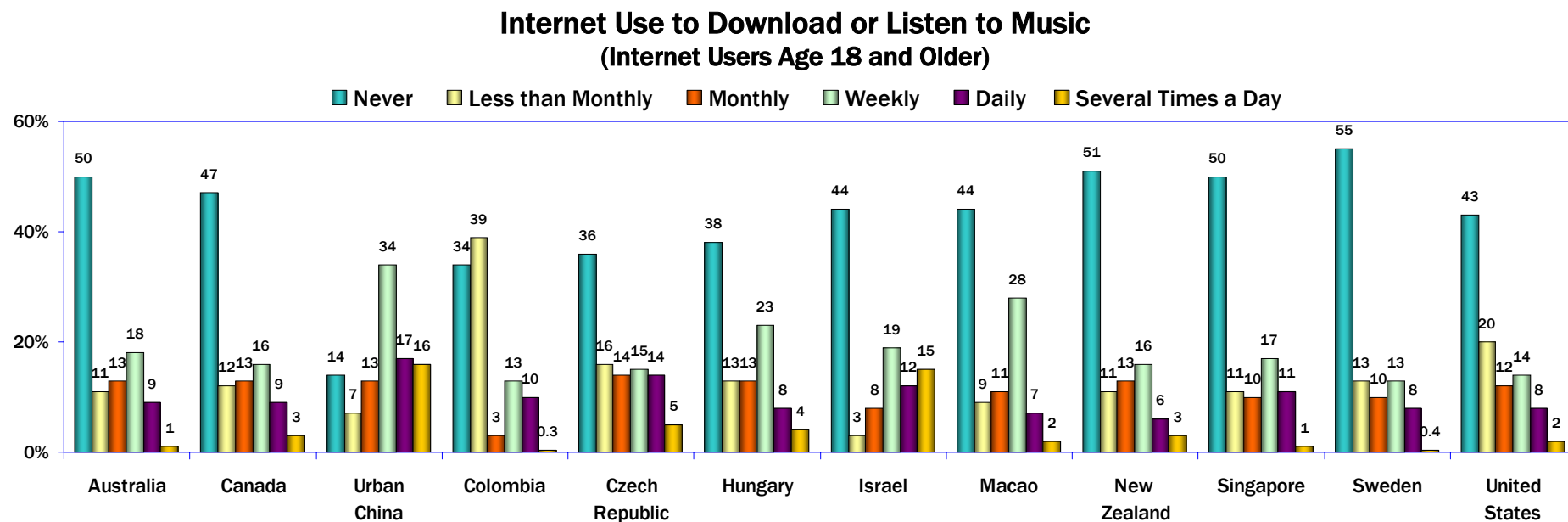
Q22C M-1C-6

25. Downloading or Listening to Music

Compared to those who go online for video content, larger percentages of users go online to download or listen to music.

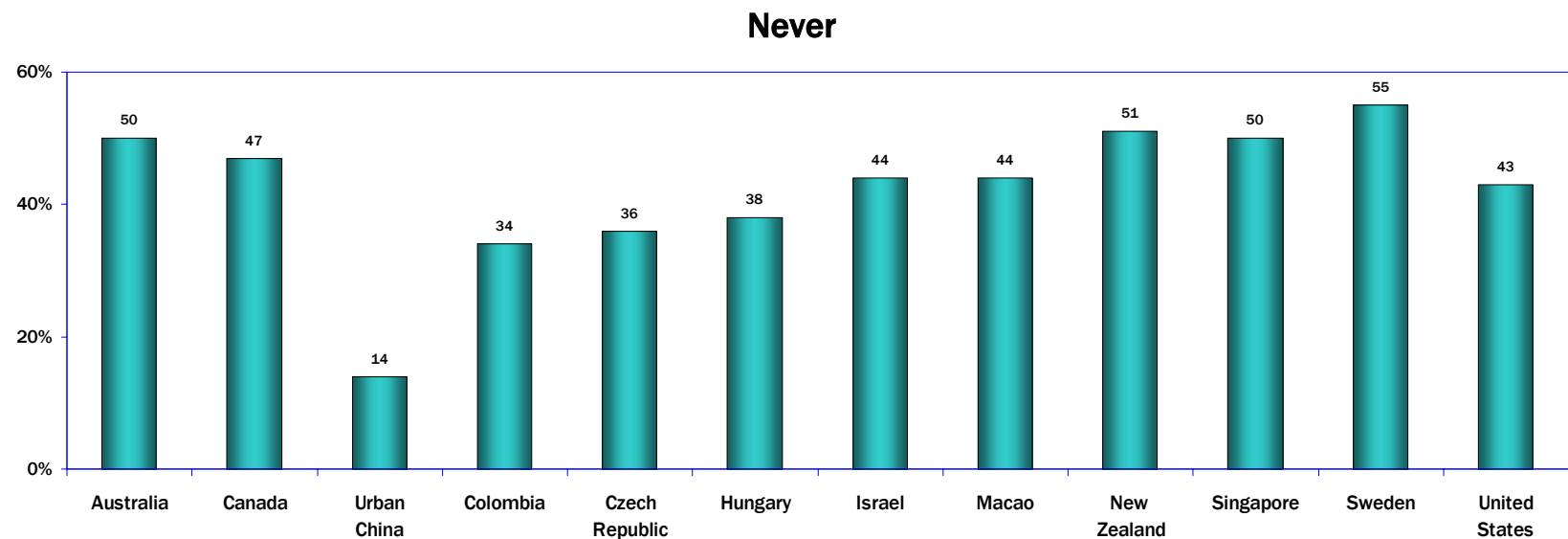
In five WIP countries and regions, more than 30 percent go online at least weekly to listen to music or download songs.

In urban China, the Czech Republic, Hungary, Israel, and Macao, 47 percent or more of users download or listen to music online at least monthly.

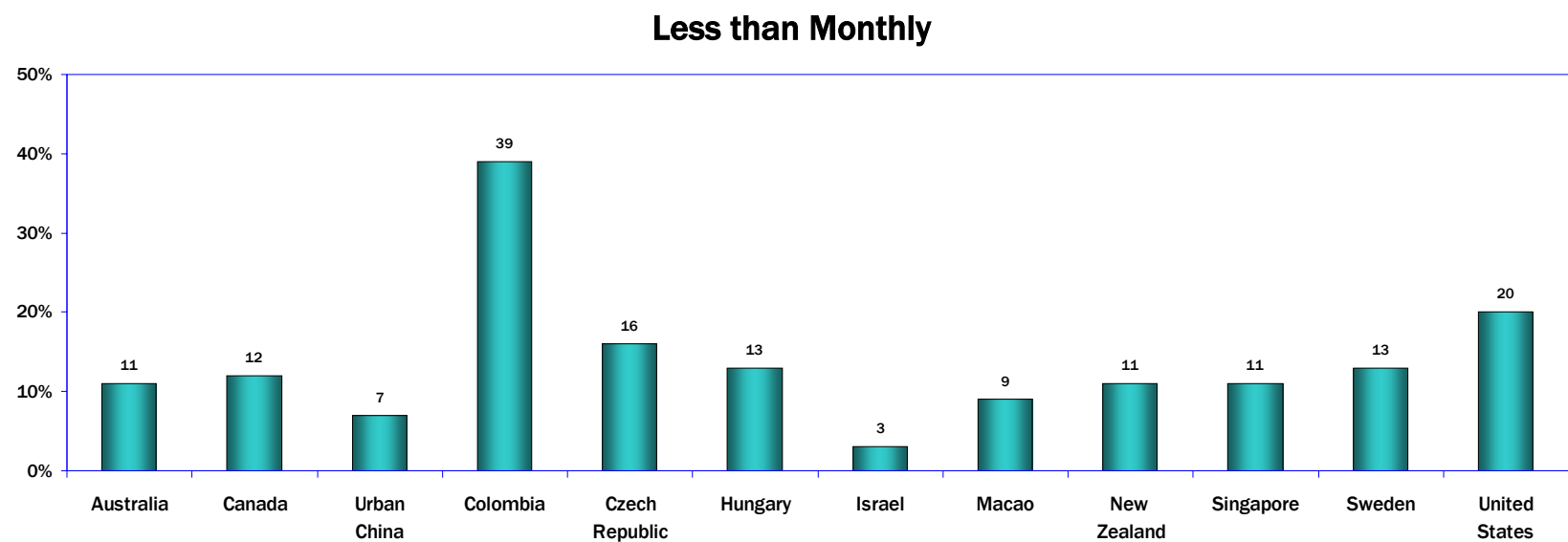


Q22B M-1B

25. Downloading or Listening to Music: Detailed Responses



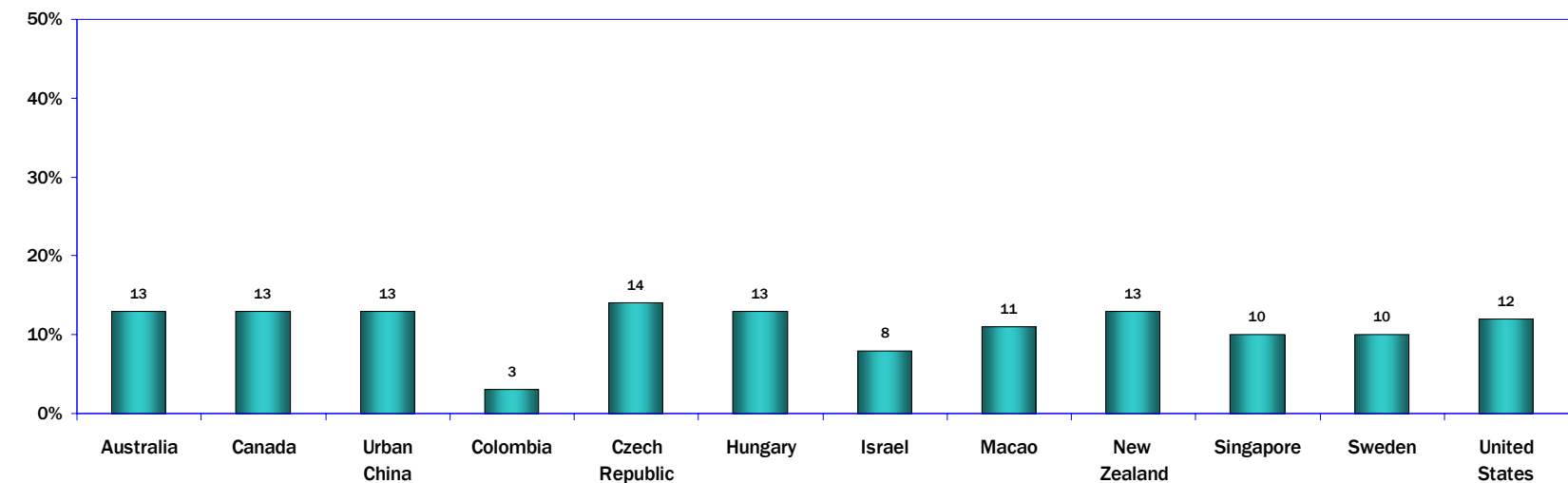
Q22B M-1B-1



Q22B M-1B-2

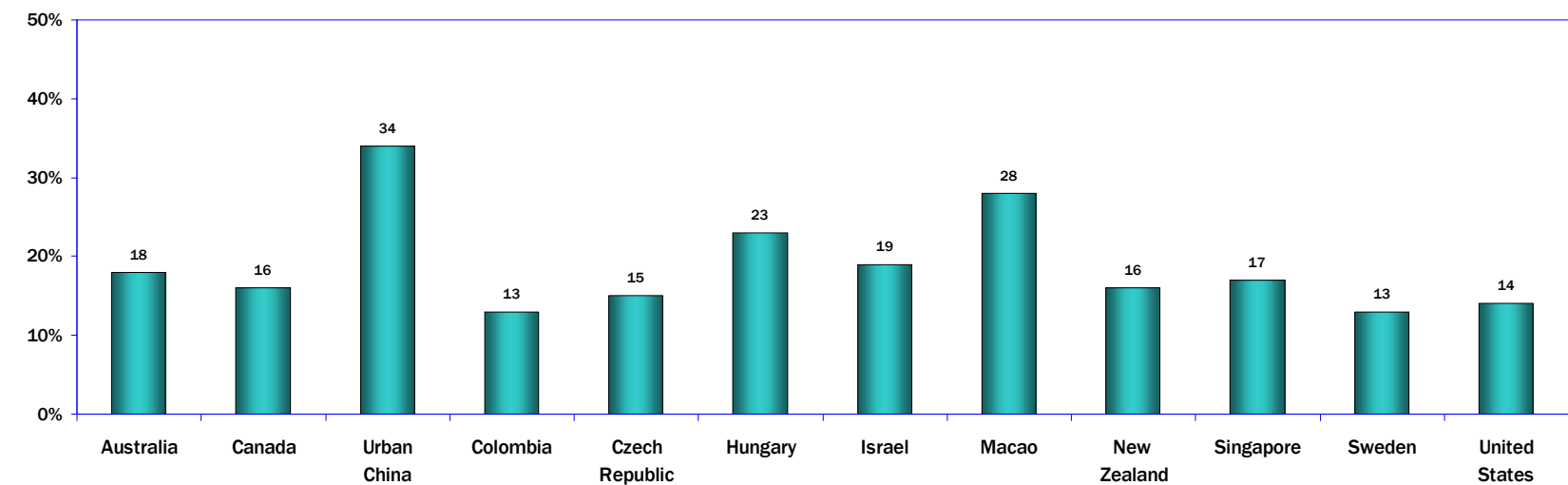
25. Downloading or Listening to Music: Detailed Responses

Monthly



Q22B M-1B-3

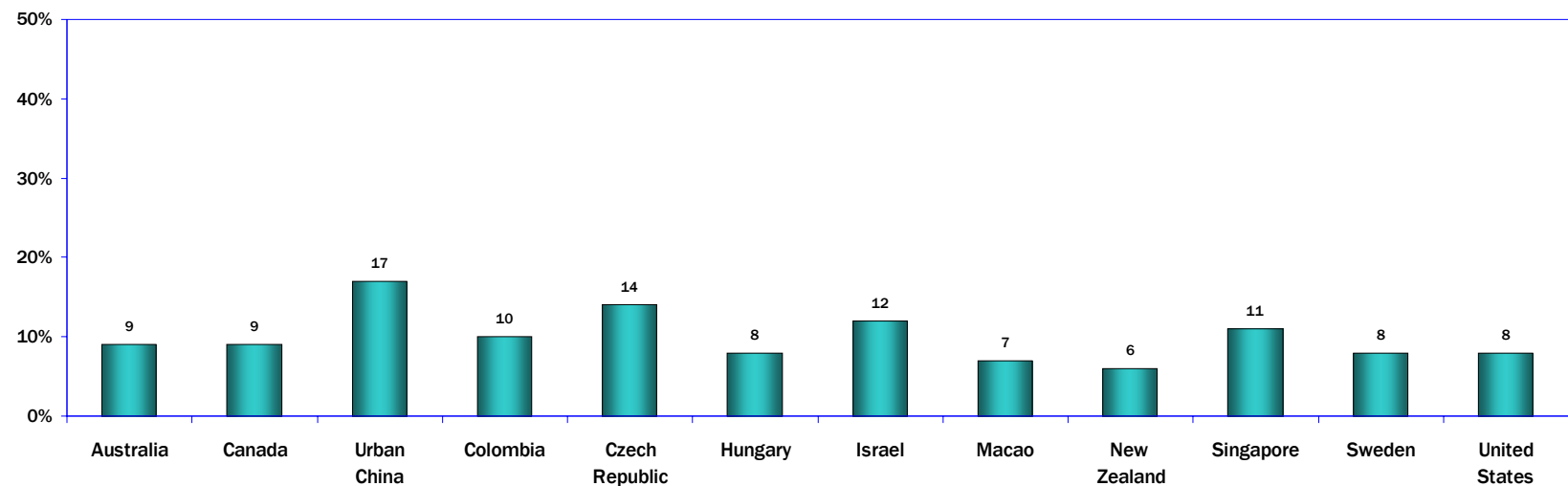
Weekly



Q22B M-1B-4

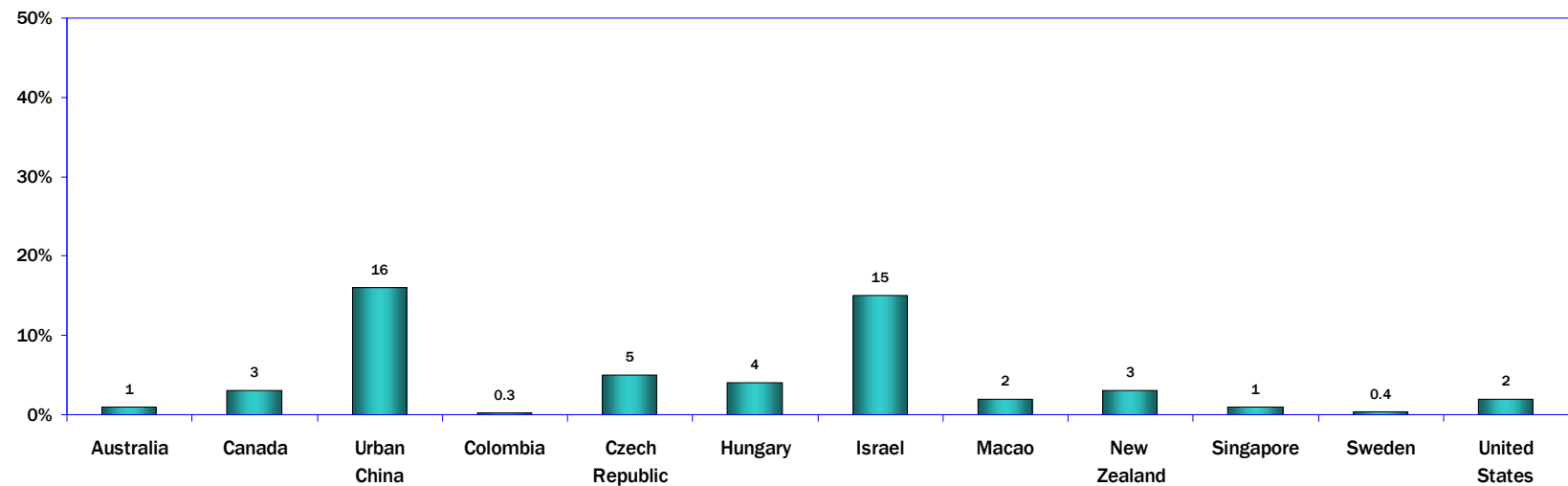
25. Downloading or Listening to Music: Detailed Responses

Daily



Q22B M-1B-5

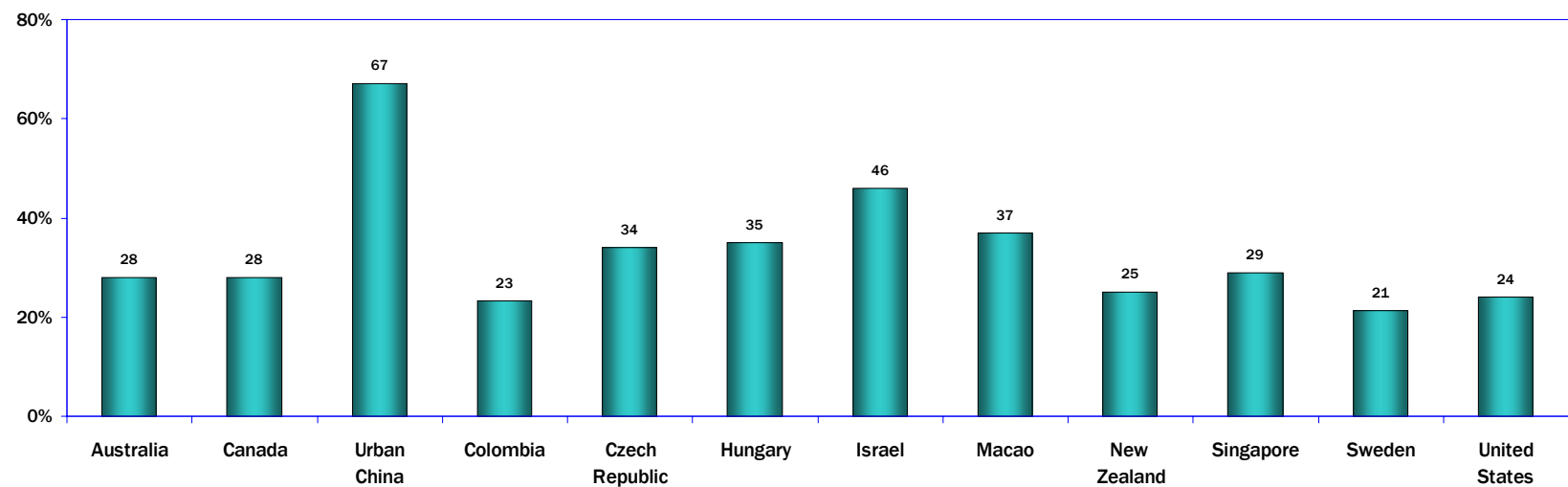
Several Times a Day



Q22B M-1B-6

25. Downloading or Listening to Music: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)

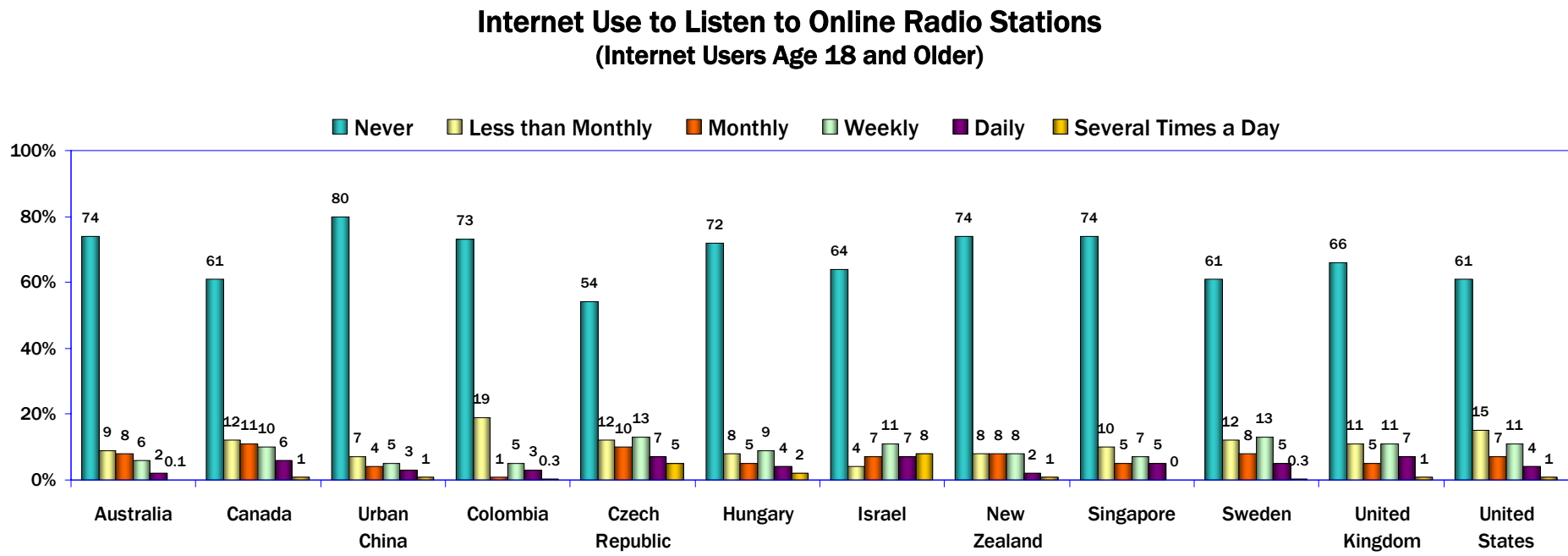


Q22B M-1B-6

26. Online Radio

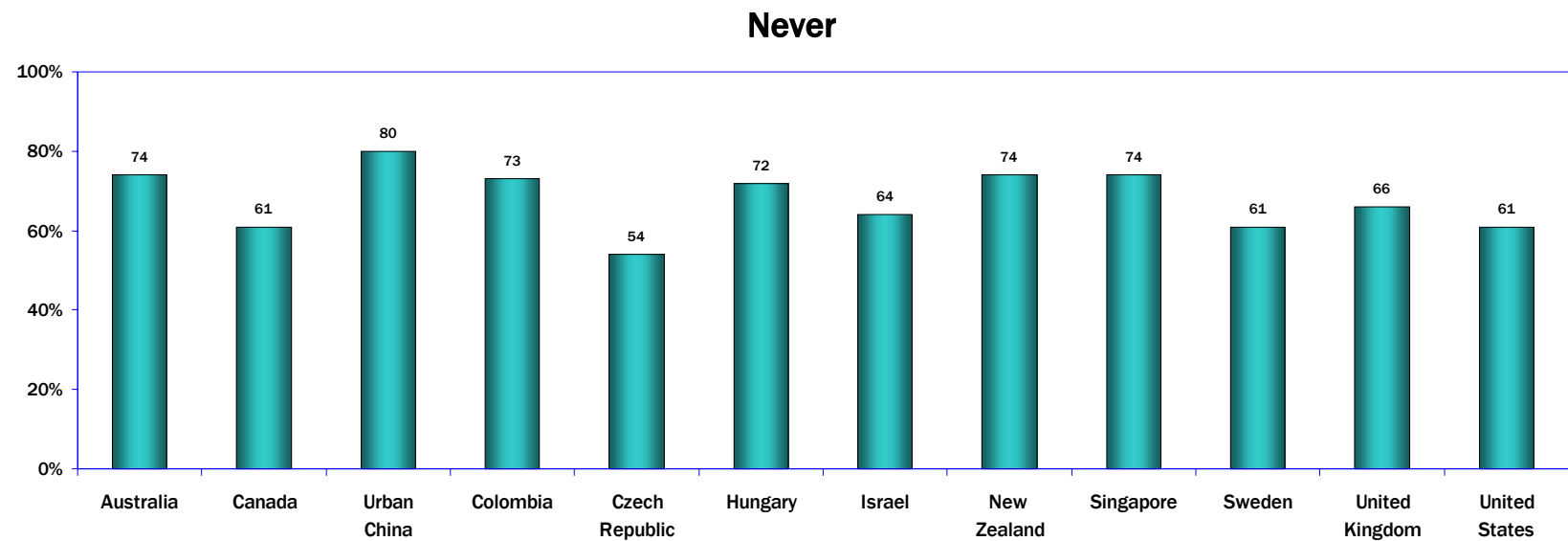
While moderate percentages of users go online to download music, lower percentages of users listen to online radio.

More than 20 percent of users listen to radio online at least weekly in Israel (26 percent) and the Czech Republic (25 percent).

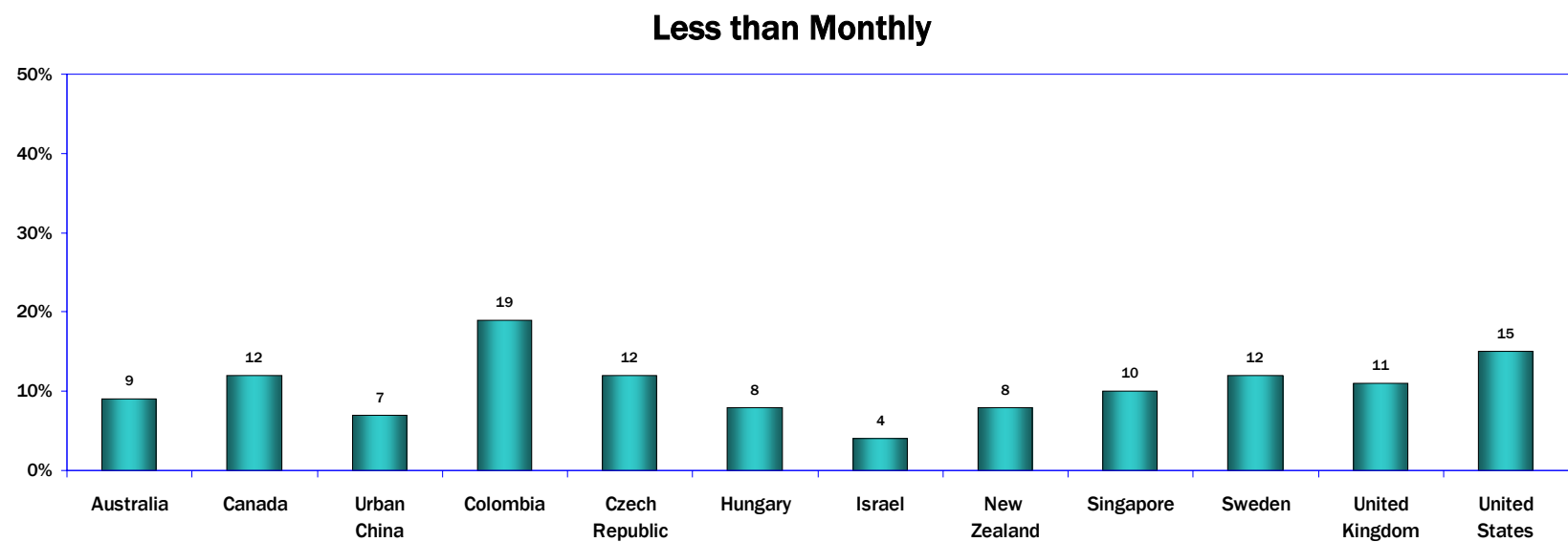


Q22E M-1E

26. Online Radio: Detailed Responses



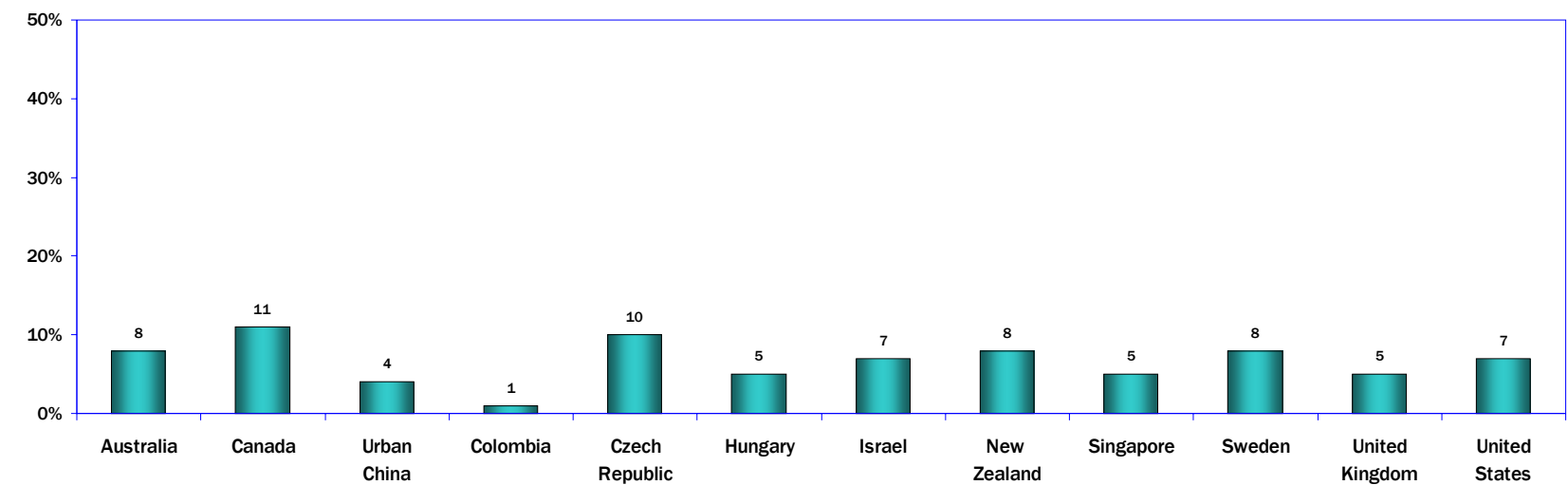
Q22E M-1E-1



Q22E M-1E-2

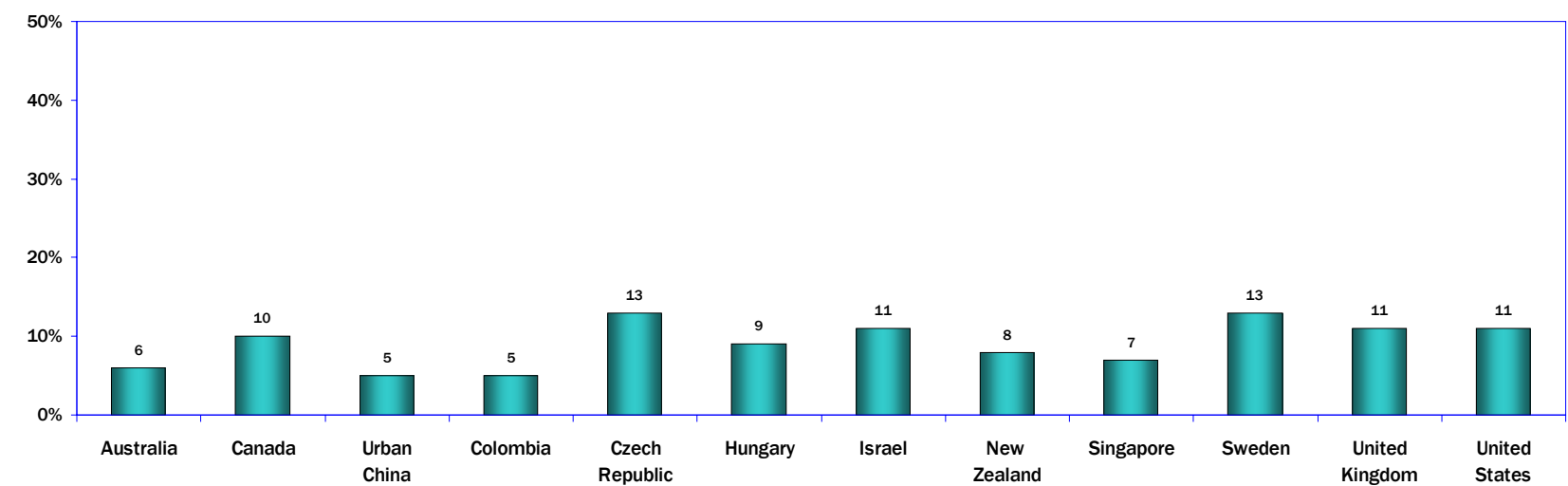
26. Online Radio: Detailed Responses

Monthly



Q22E M-1E-3

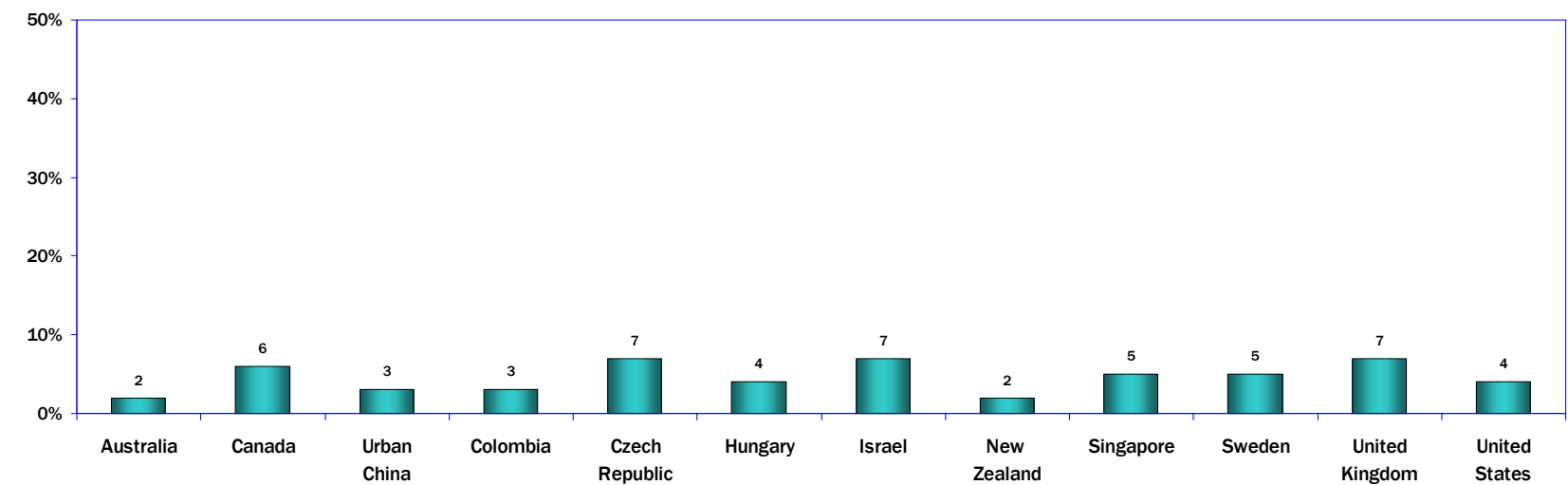
Weekly



Q22E M-1E-4

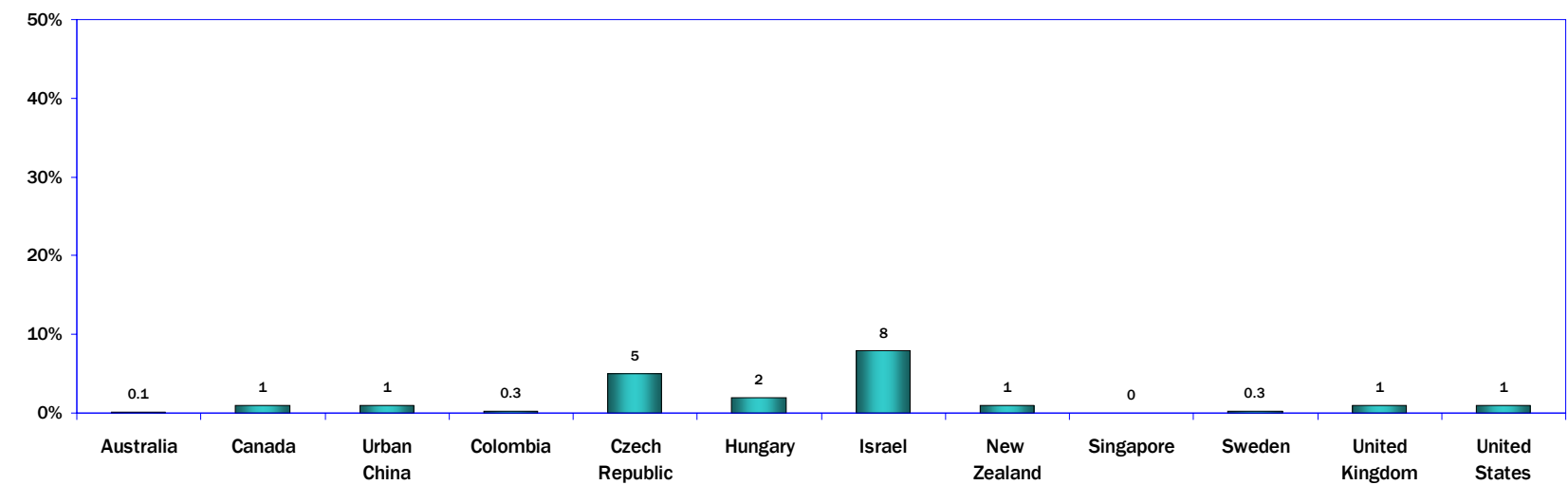
26. Online Radio: Detailed Responses

Daily



Q22E M-1E-5

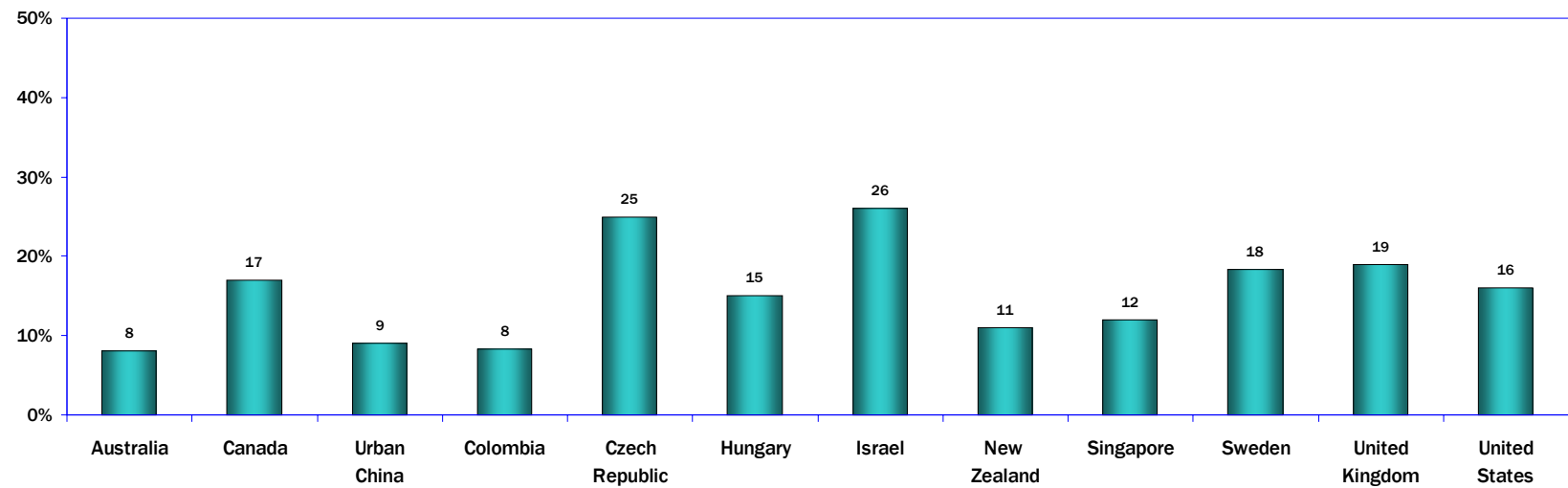
Several Times a Day



Q22E M-1E-5

26. Online Radio: Detailed Responses

Weekly or More
(Weekly, Daily, or Several Times a Day)

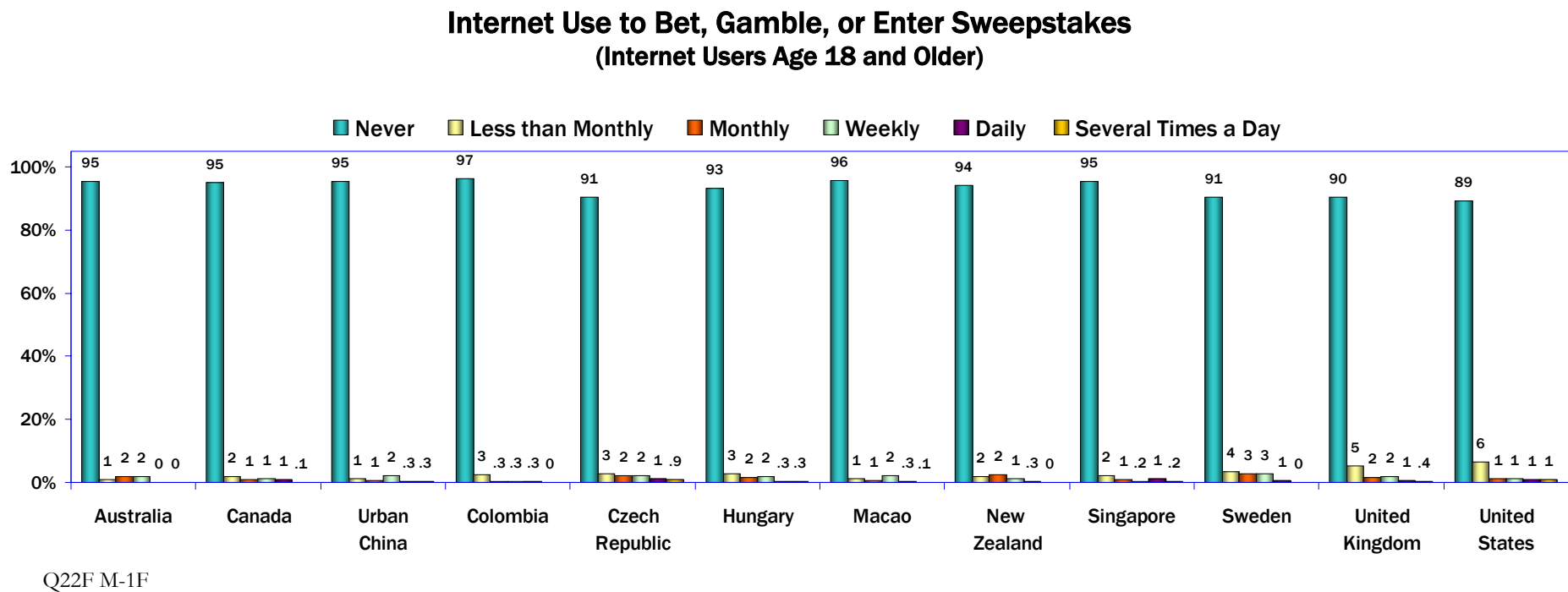


Q22E M-1E-4-6

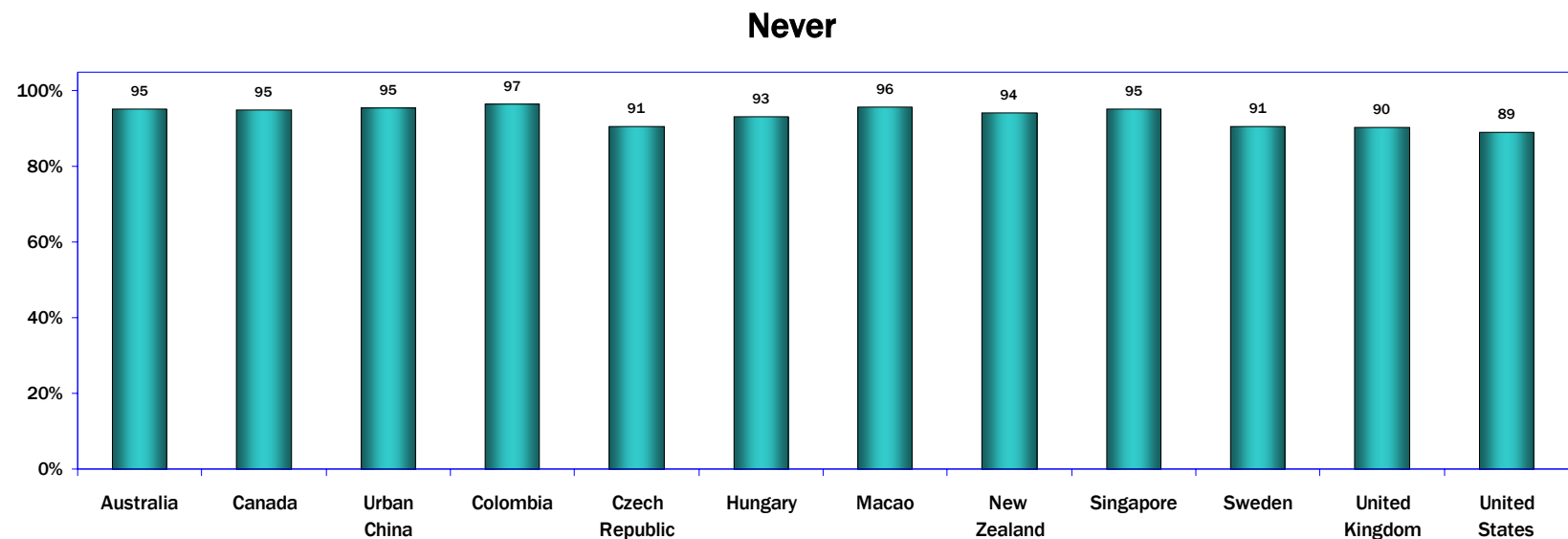
27. Betting Online

Using the Internet to bet, gamble, or enter sweepstakes is not commonplace in the WIP countries and regions. The largest percentage of users who bet at least weekly is in Sweden: four percent.

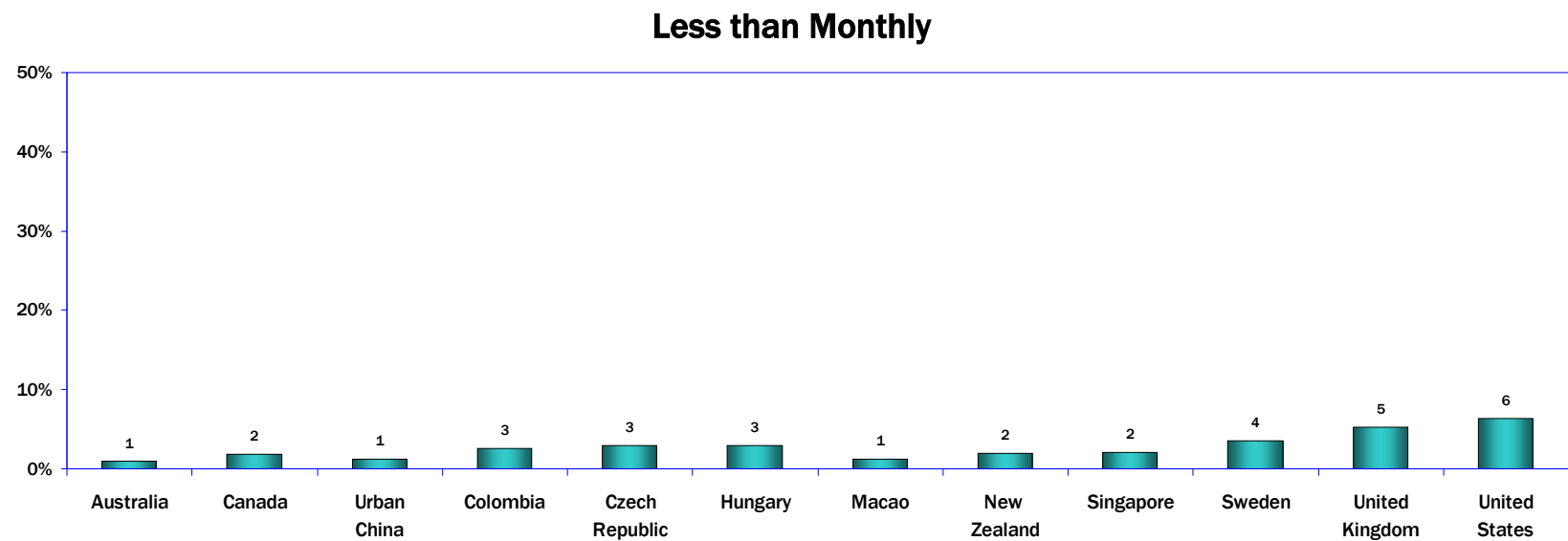
In all of the responding countries and regions except for the United States, 90 percent or more of users never bet online.



27. Betting Online: Detailed Responses



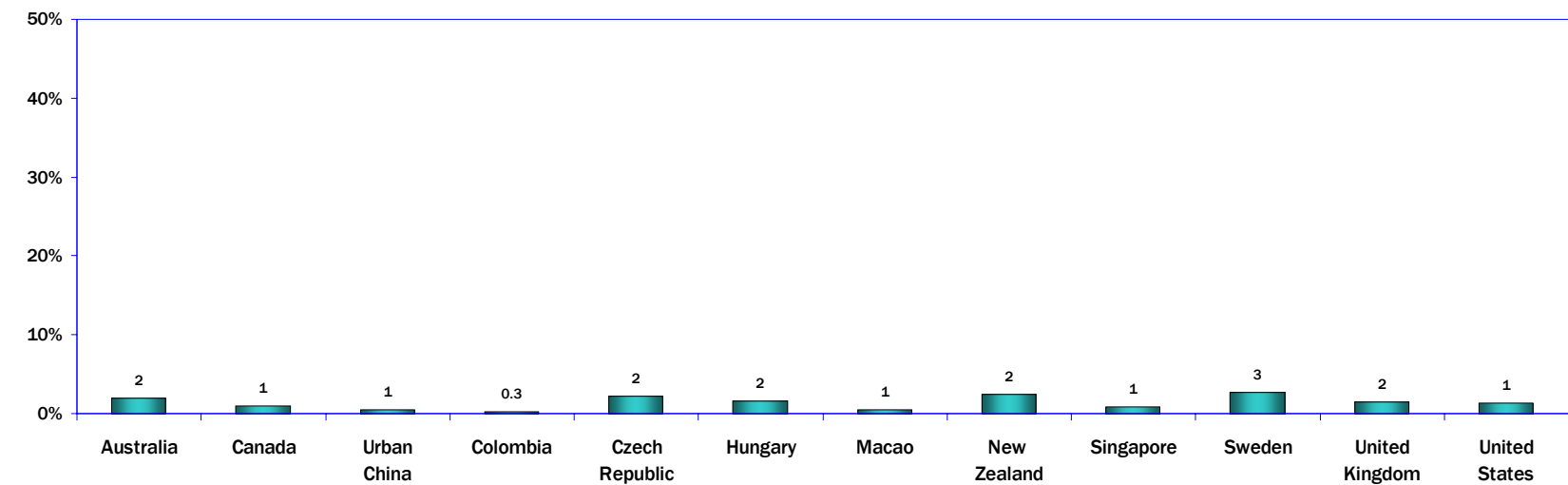
Q22F M-1F-1



Q22F M-1F-2

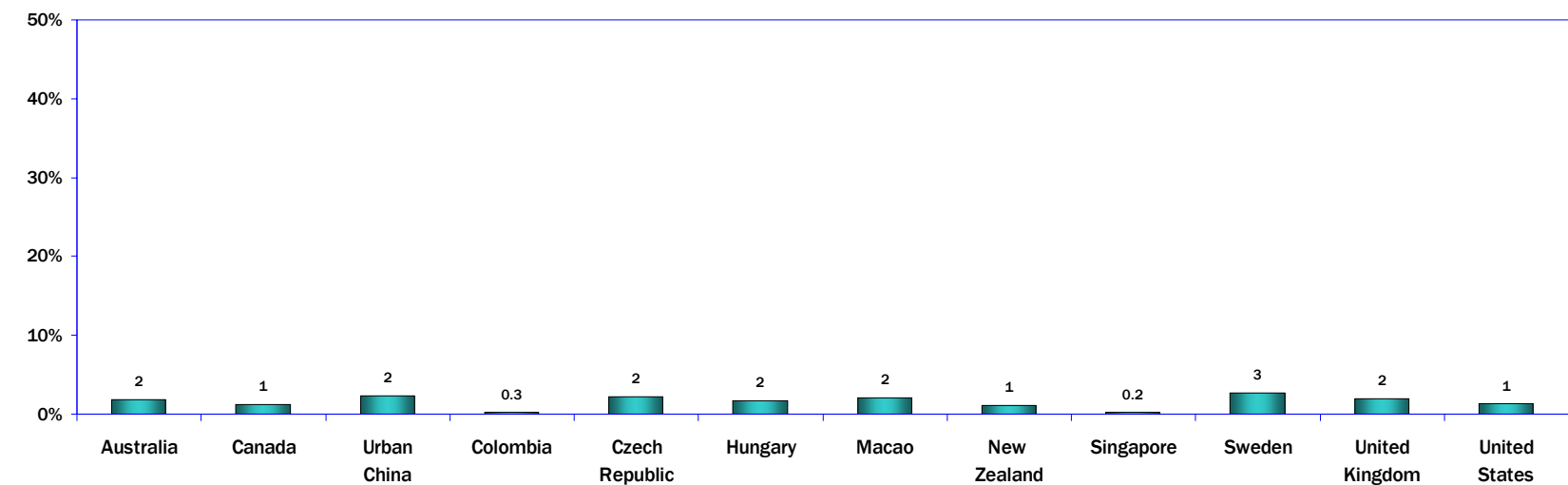
27. Betting Online: Detailed Responses

Monthly



Q22F M-1F-3

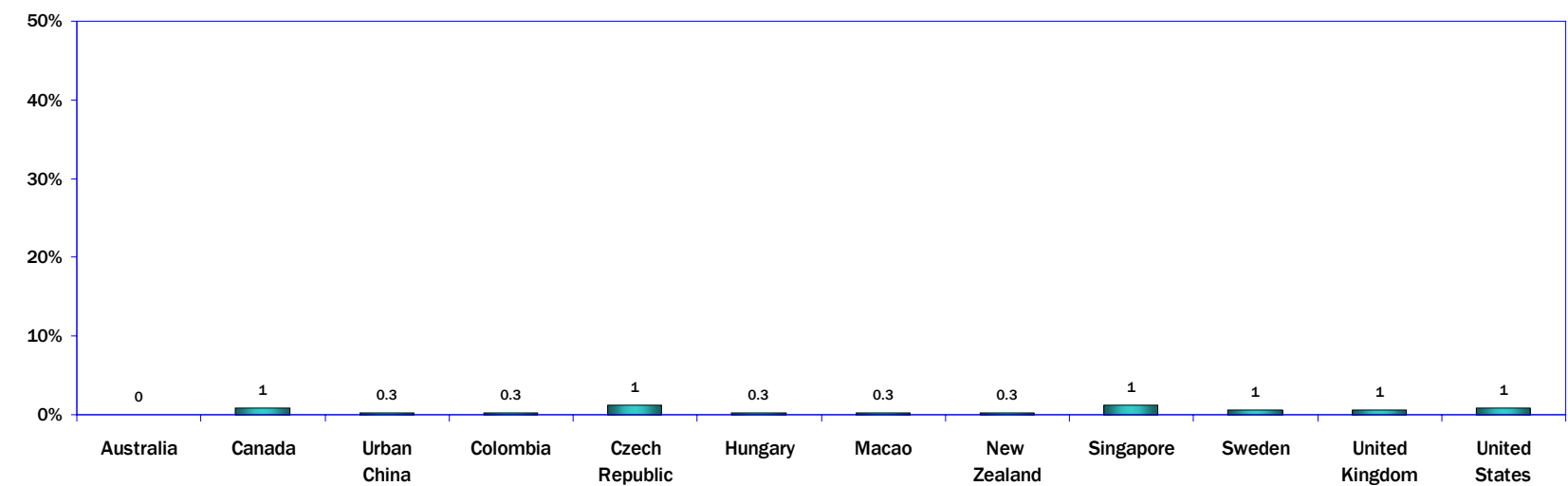
Weekly



Q22F M-1F-4

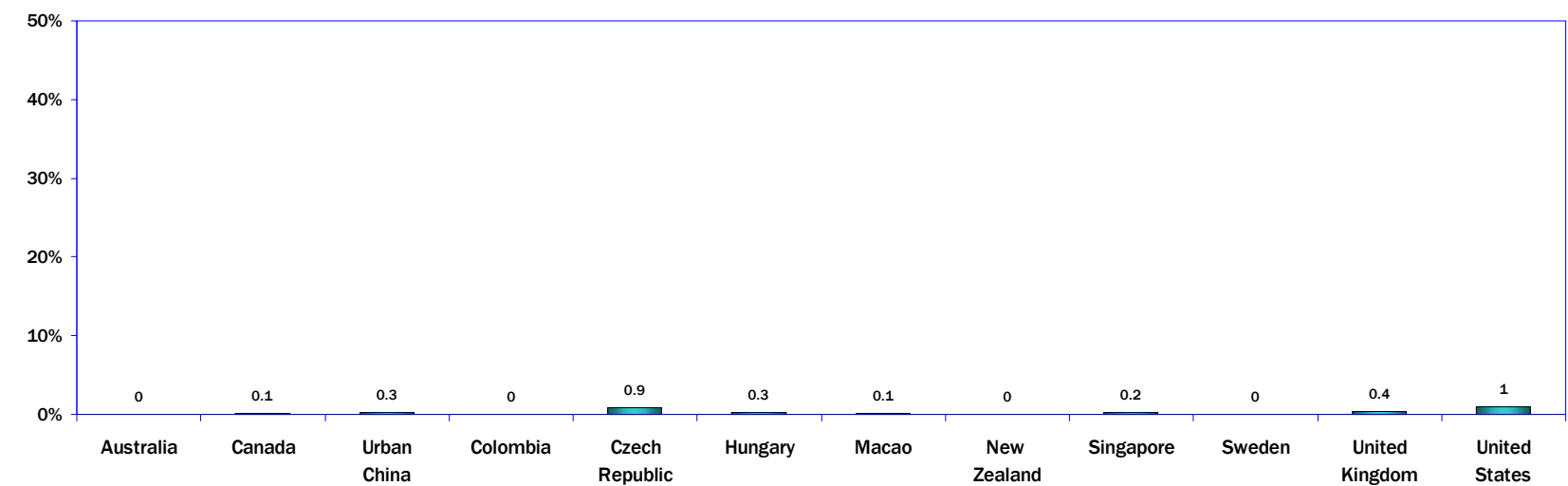
27. Betting Online: Detailed Responses

Daily



Q22F M-1F-5

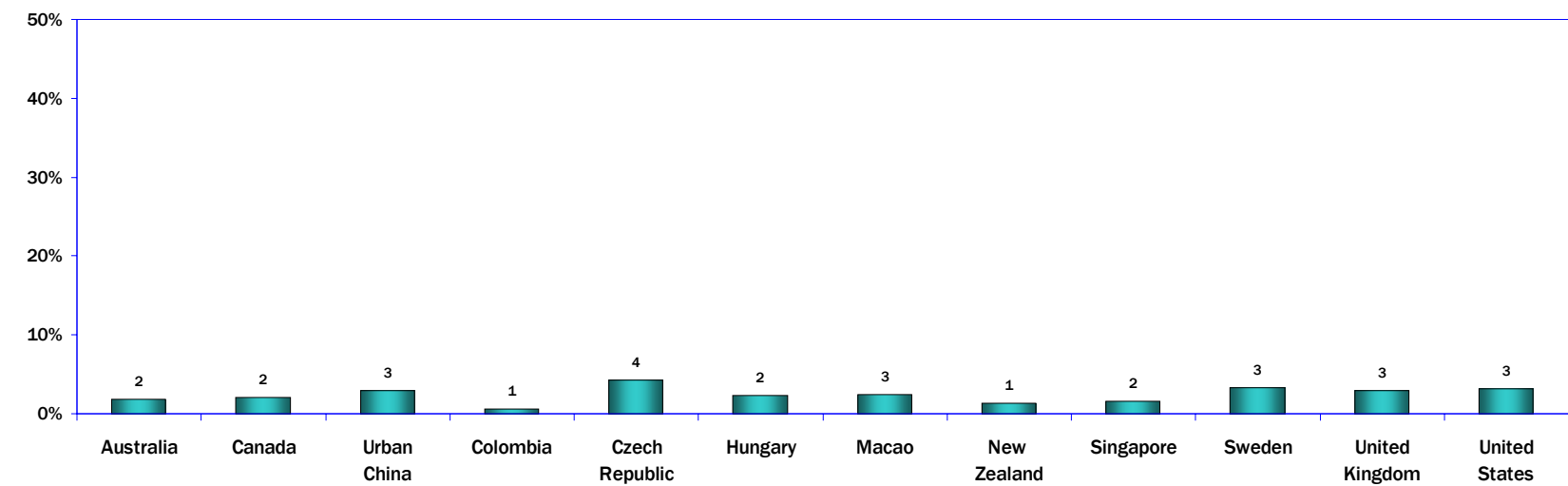
Several Times a Day



Q22F M-1F-6

27. Betting Online: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



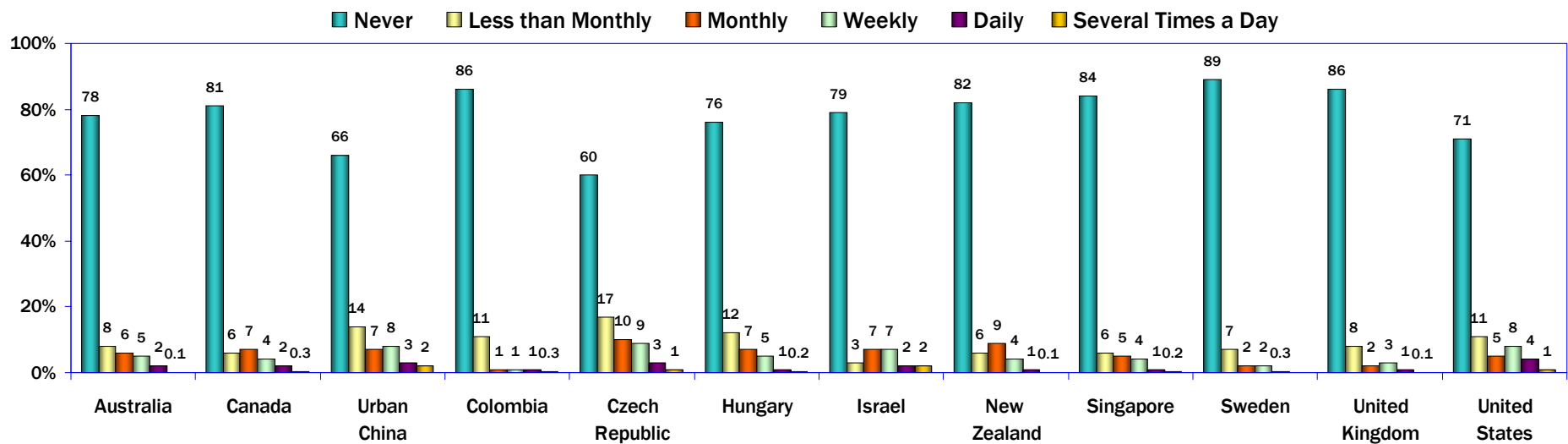
Q22F M-1F-4-6

28. Sexual Content

Few users say they go online regularly to look at Web sites with sexual content. In all of the WIP countries and regions, less than 15 percent say they go online at least weekly to look at sexual content.

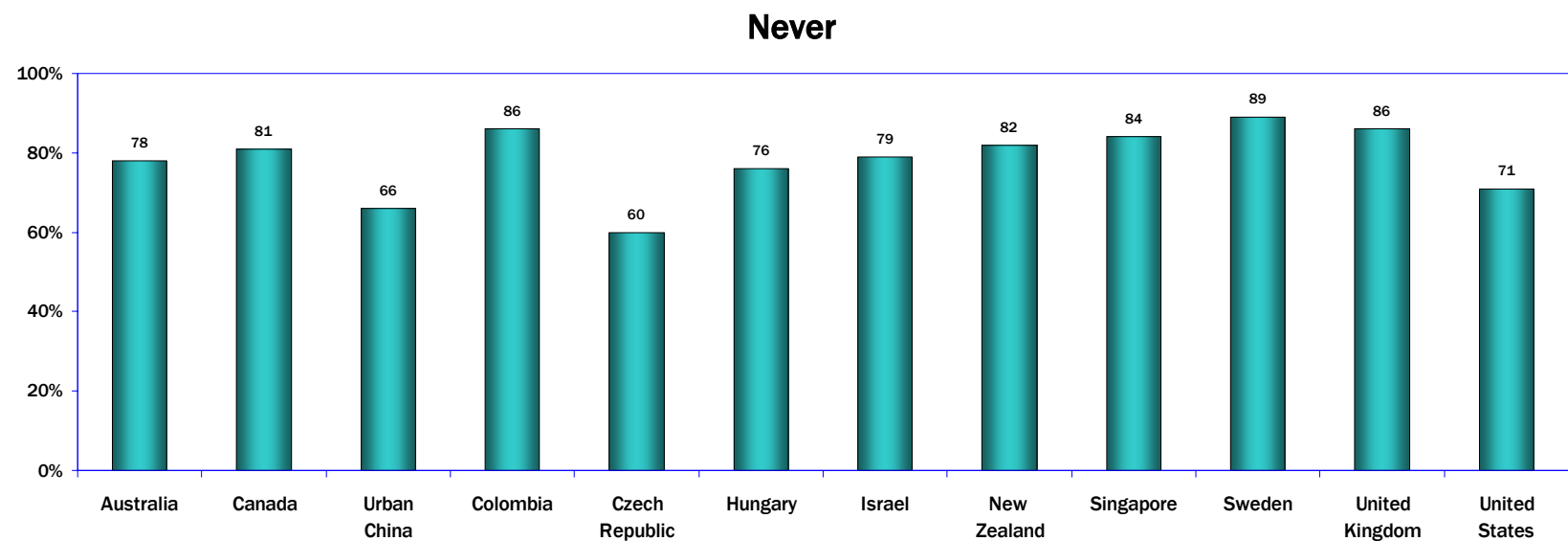
In urban China and the Czech Republic, 20 percent or more of users say they go online at least monthly to look for sexual content.

Internet Use to Look at Sites with Sexual Content
(Internet Users Age 18 and Older)

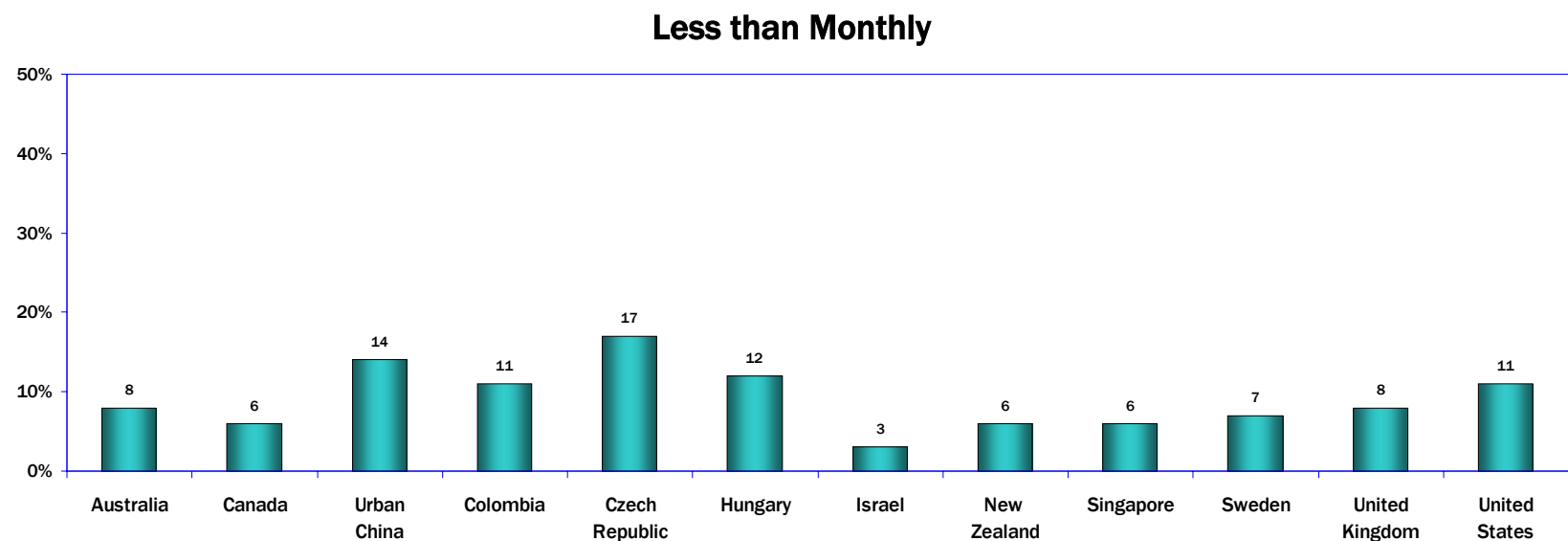


Q22H M-1H

28. Sexual Content: Detailed Responses



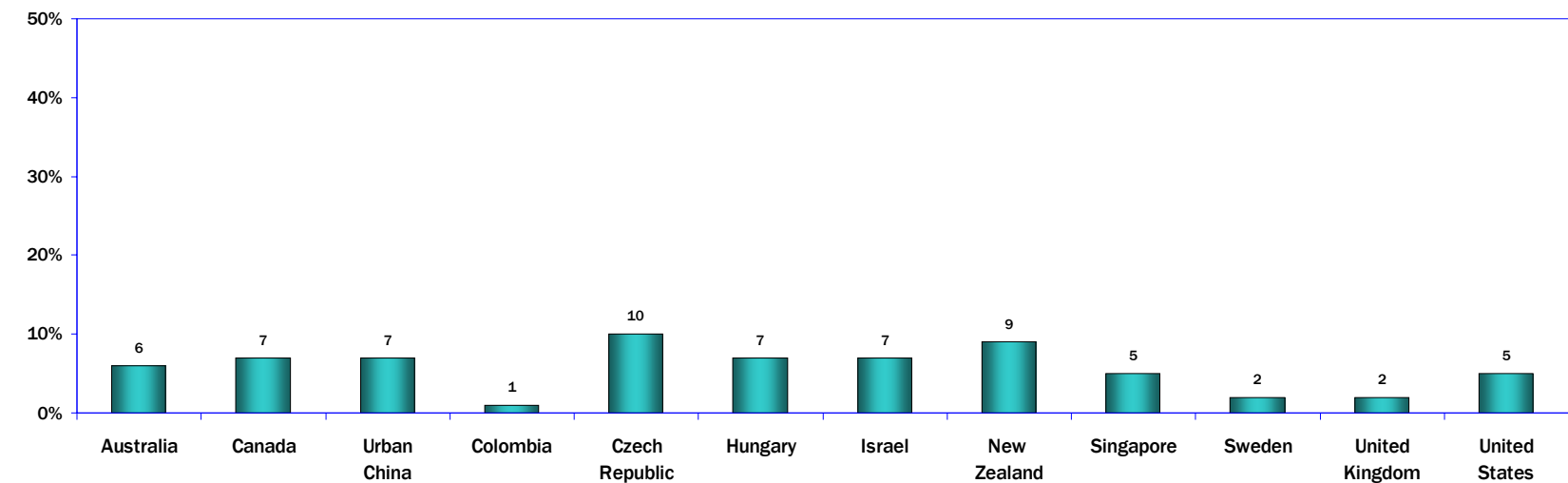
Q22H M-1H-1



Q22H M-1H-2

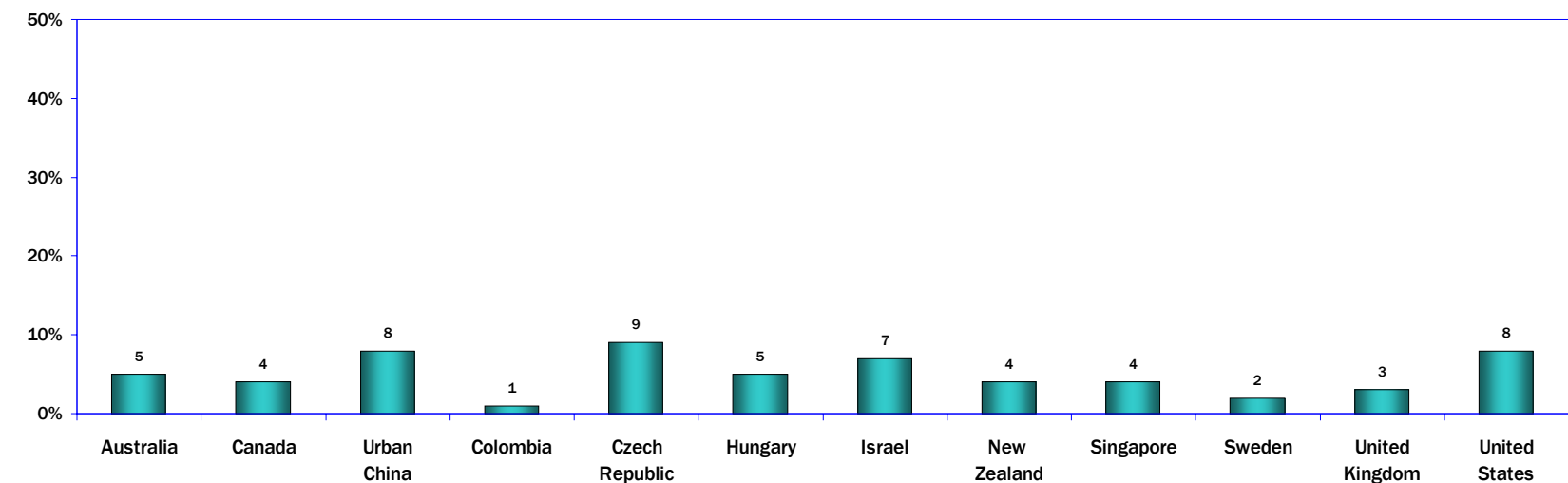
28. Sexual Content: Detailed Responses

Monthly



Q22H M-1H-3

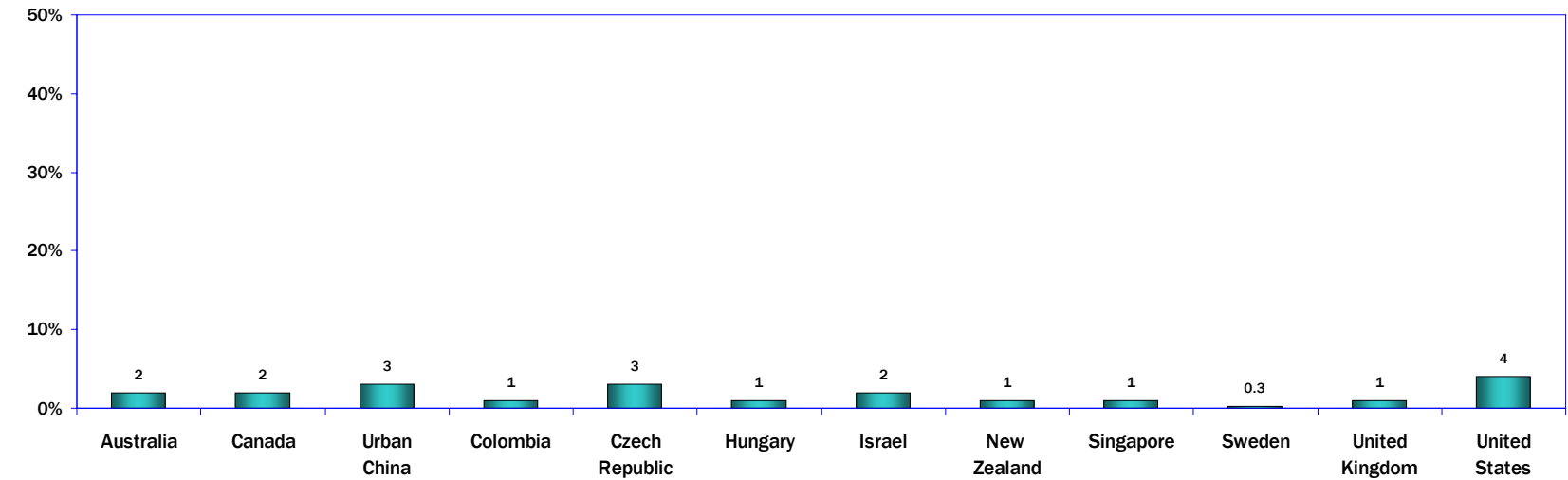
Weekly



Q22H M-1H-4

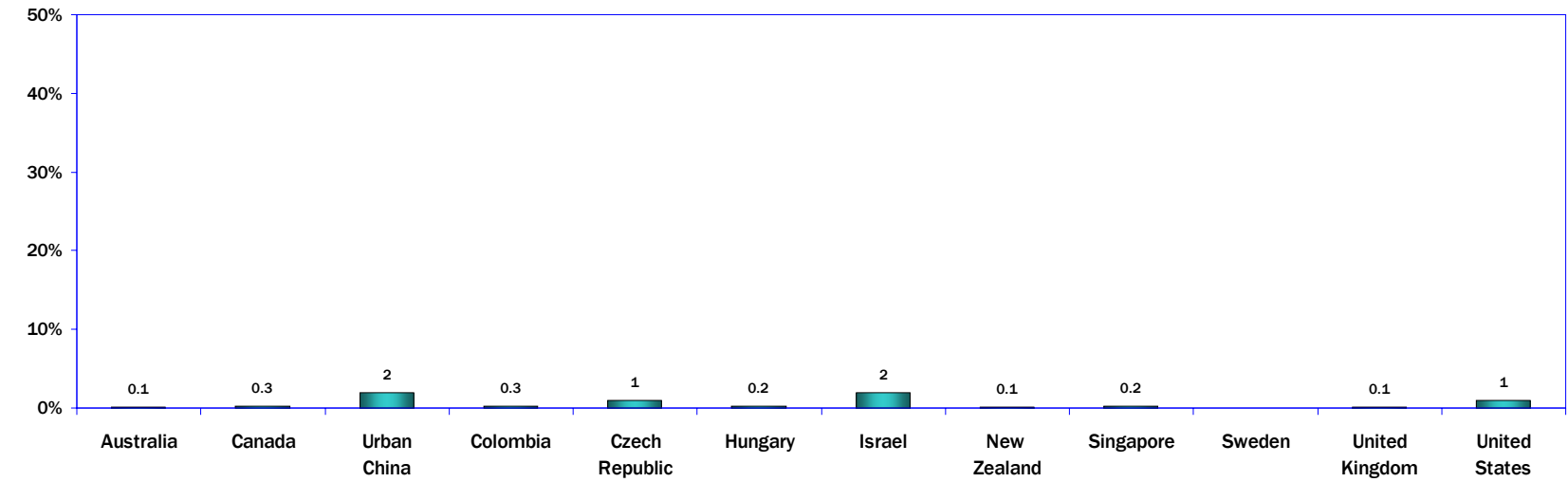
28. Sexual Content: Detailed Responses

Daily



Q22H M-1H-5

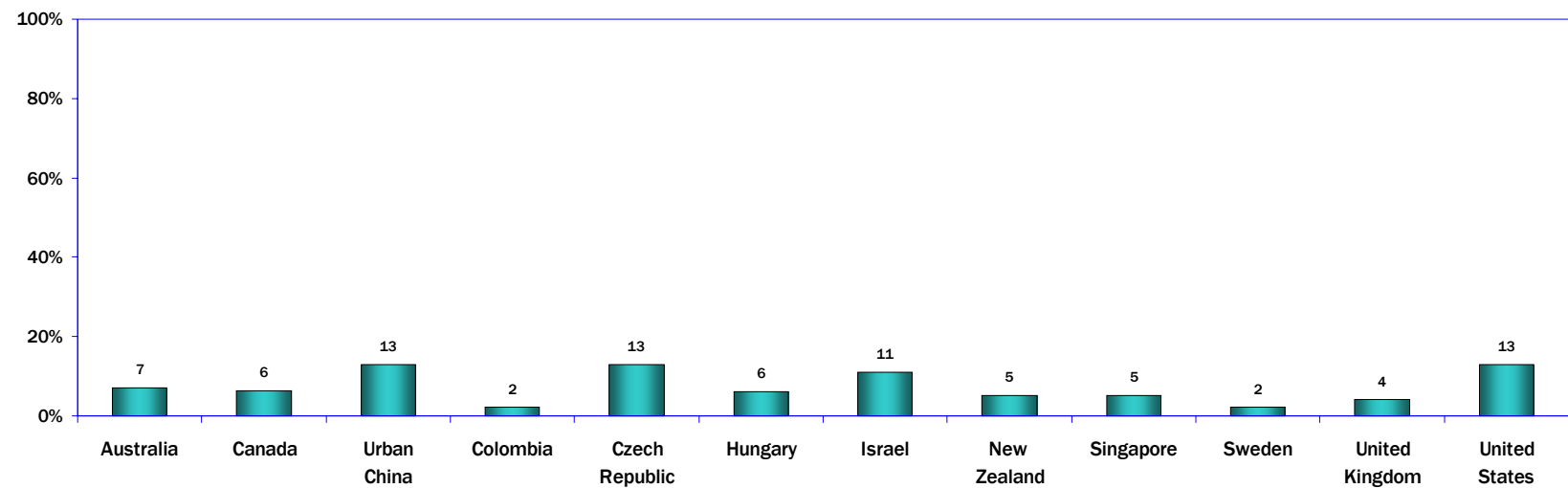
Several Times a Day



Q22H M-1H-6

28. Sexual Content: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)

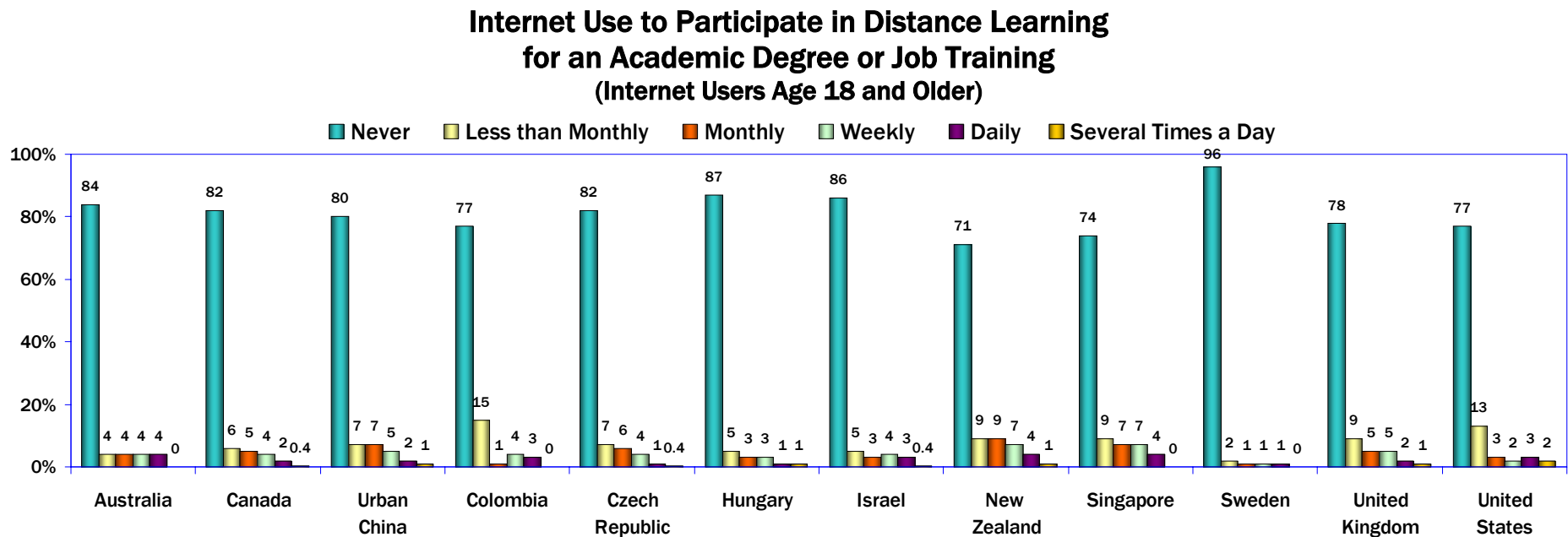


Q22H M-1H-4-6

29. Distance Learning

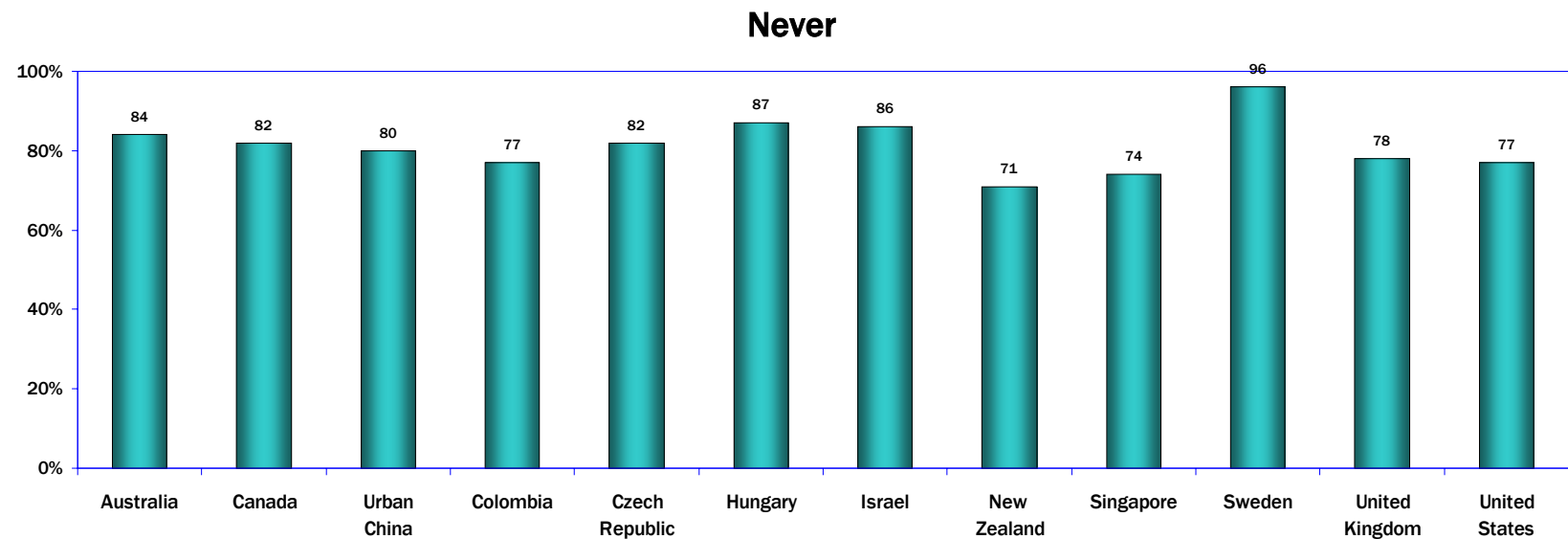
Small percentages of Internet users go online to participate in distance learning for job training or an academic degree.

More than eight percent of users in all of the WIP countries and regions except Sweden do so at least monthly.

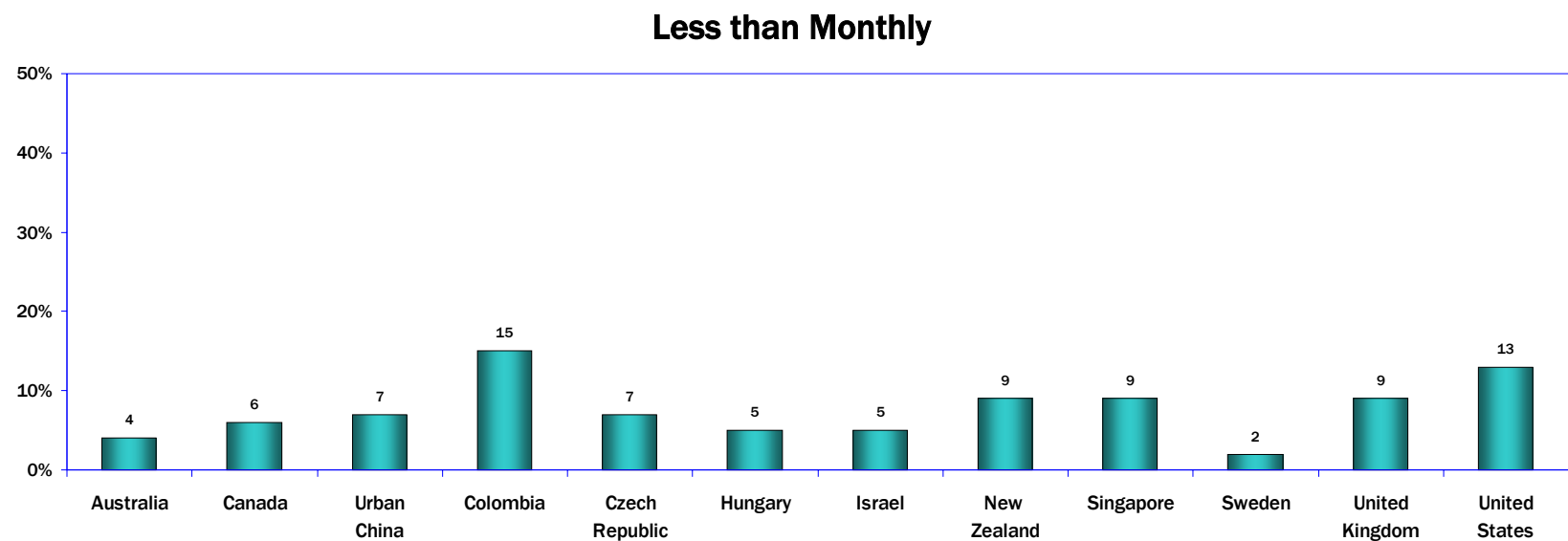


Q24D M-1D

29. Distance Learning: Detailed Responses



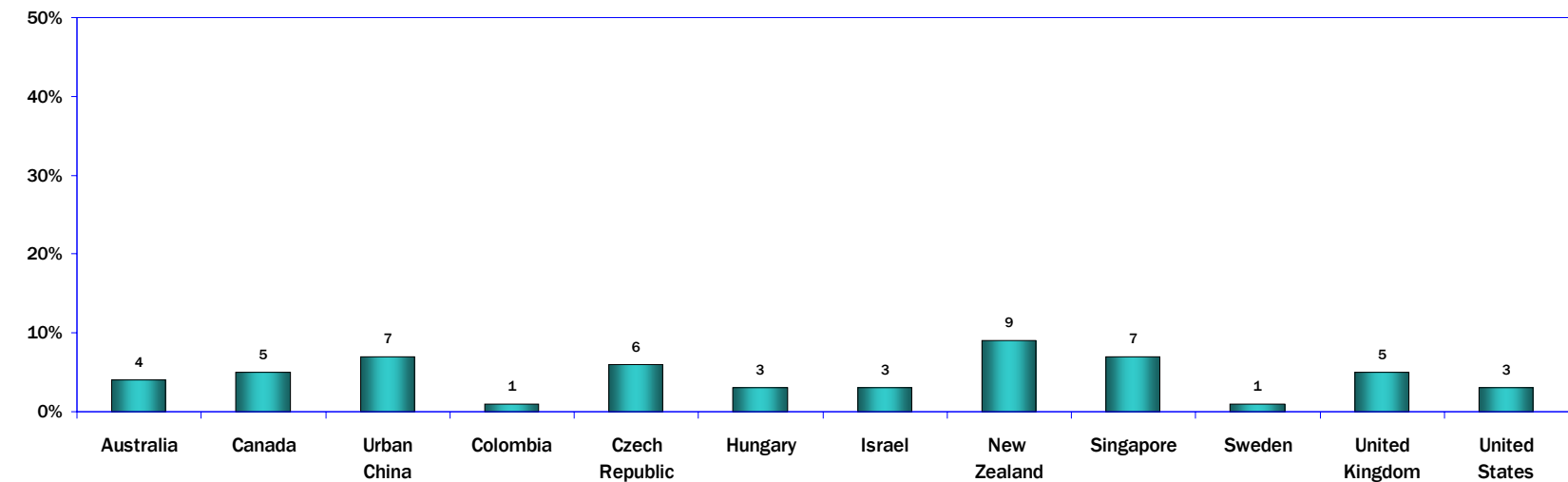
Q24D M-1D-1



Q24D M-1D-2

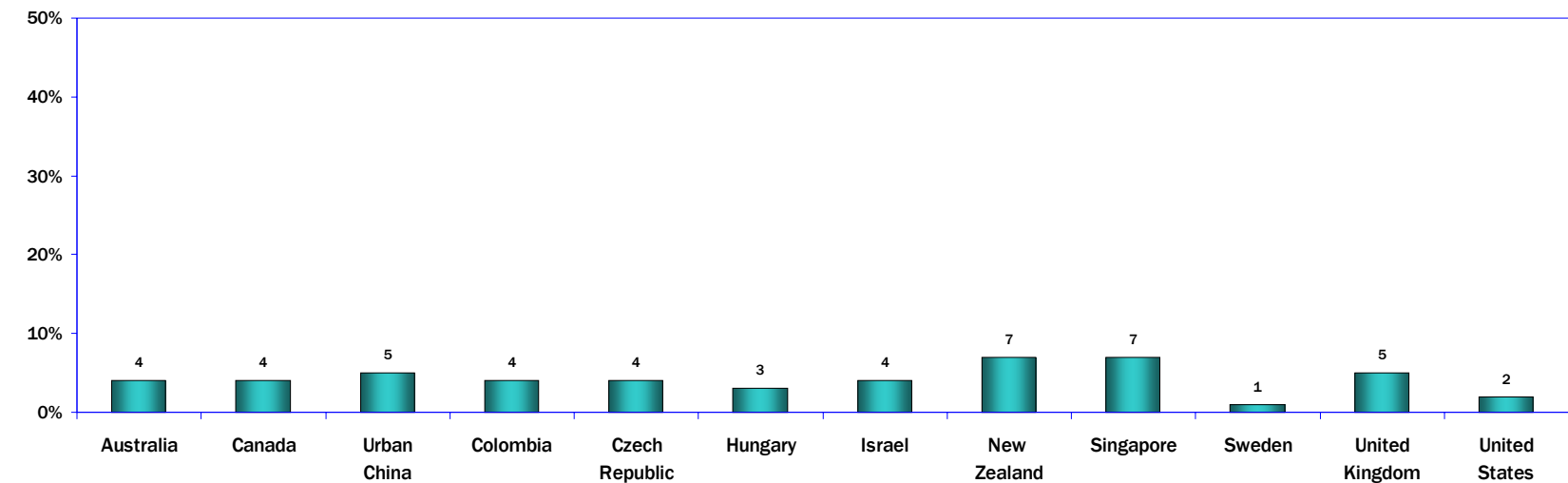
29. Distance Learning: Detailed Responses

Monthly



Q24D M-1D-3

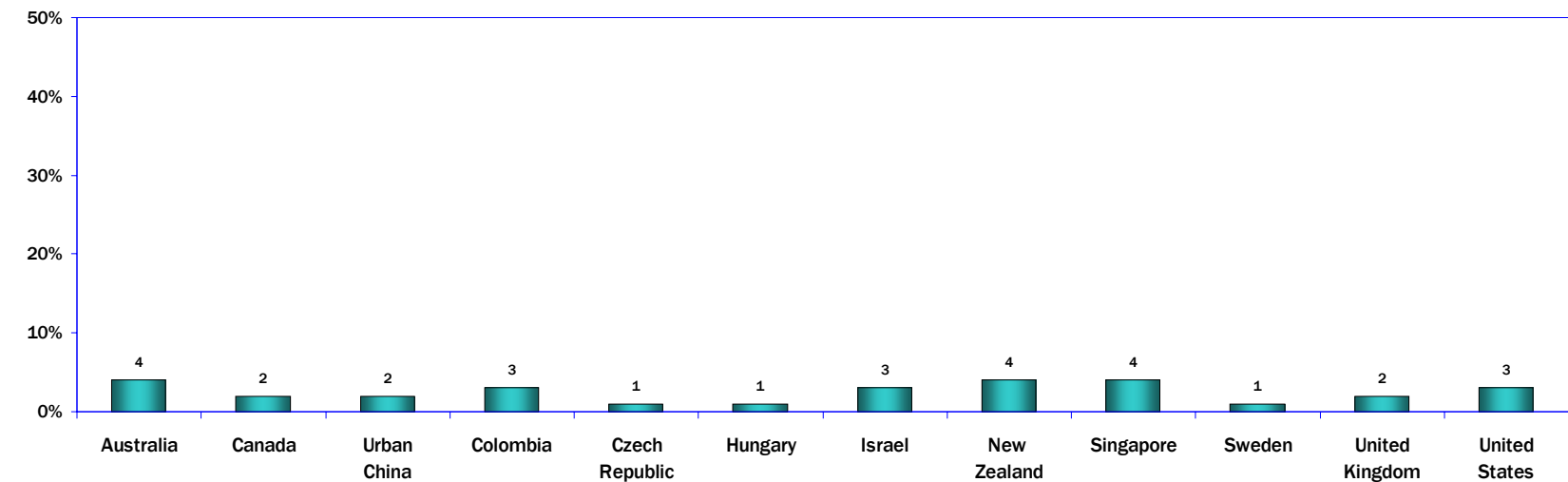
Weekly



Q24D M-1D-4

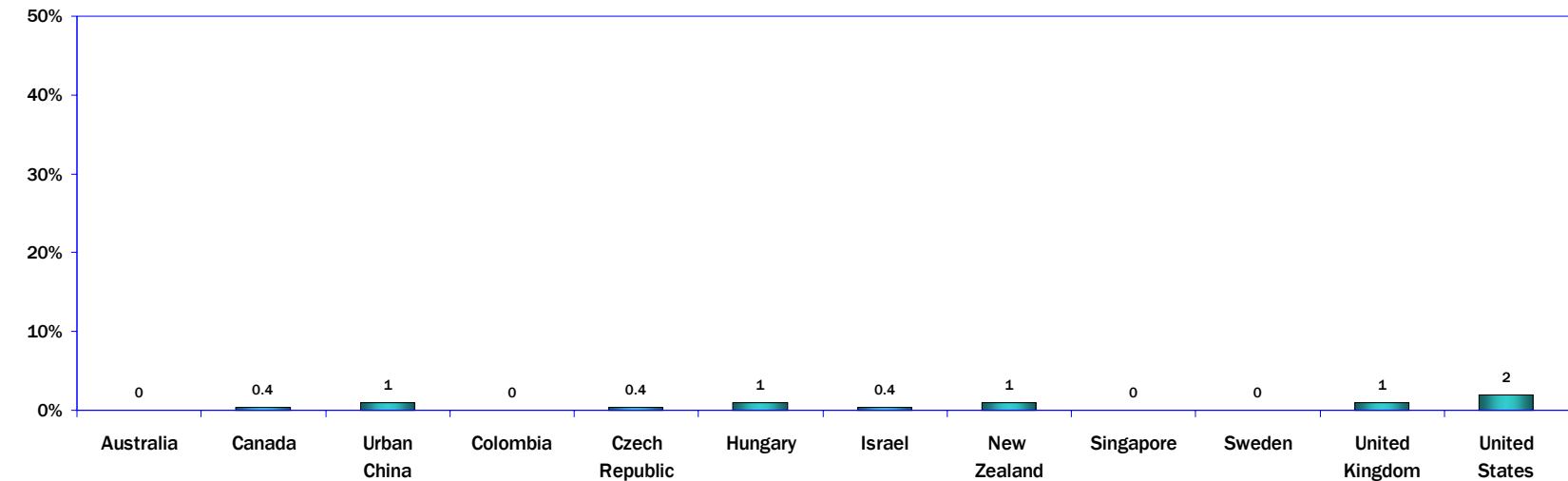
29. Distance Learning: Detailed Responses

Daily



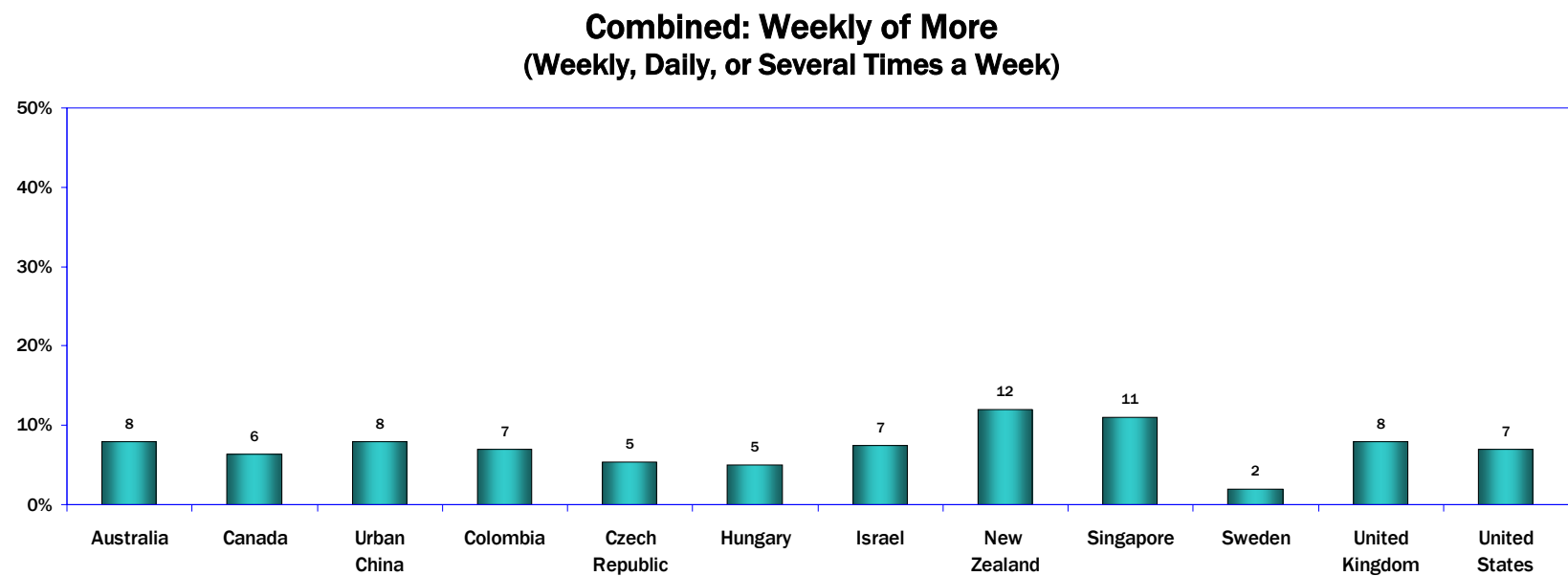
Q24D M-1D-5

Several Times a Day



Q24D M-1D-6

29. Distance Learning: Detailed Responses



Q24D M-1D-4-6

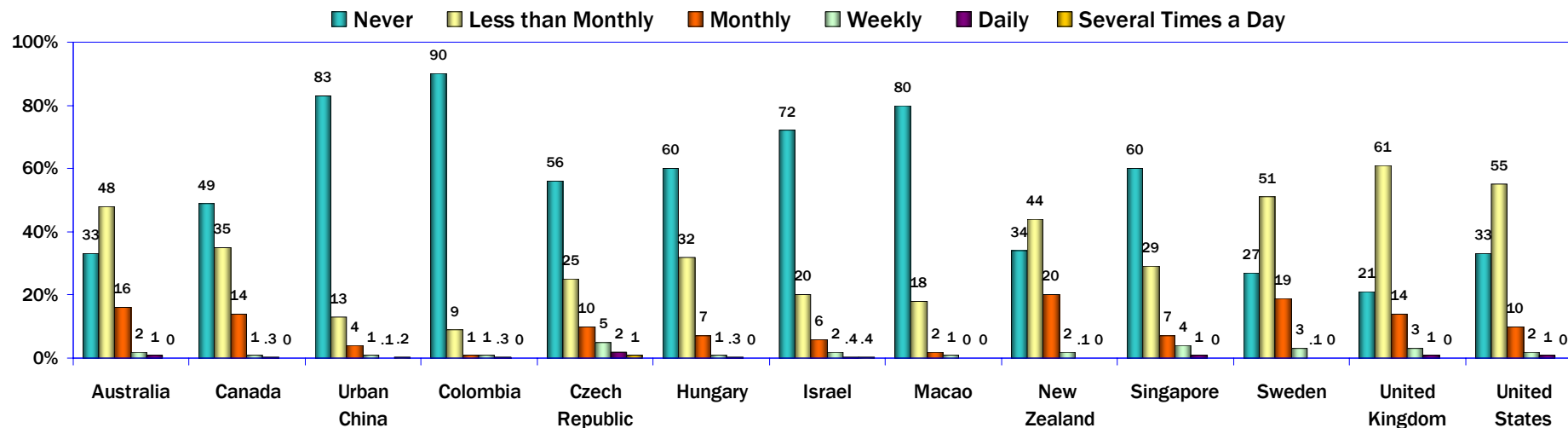
30. Travel Reservations or Bookings

Relatively small percentages of users in all of the WIP countries and regions go online at least monthly to make travel reservations or to book travel.

In six countries and regions, 15 percent or more of users go online at least monthly to make travel reservations: Australia at 19 percent, Canada at 15 percent, the Czech Republic at 18 percent, New Zealand at 22 percent, Sweden at 22 percent, and the United Kingdom at 18 percent.

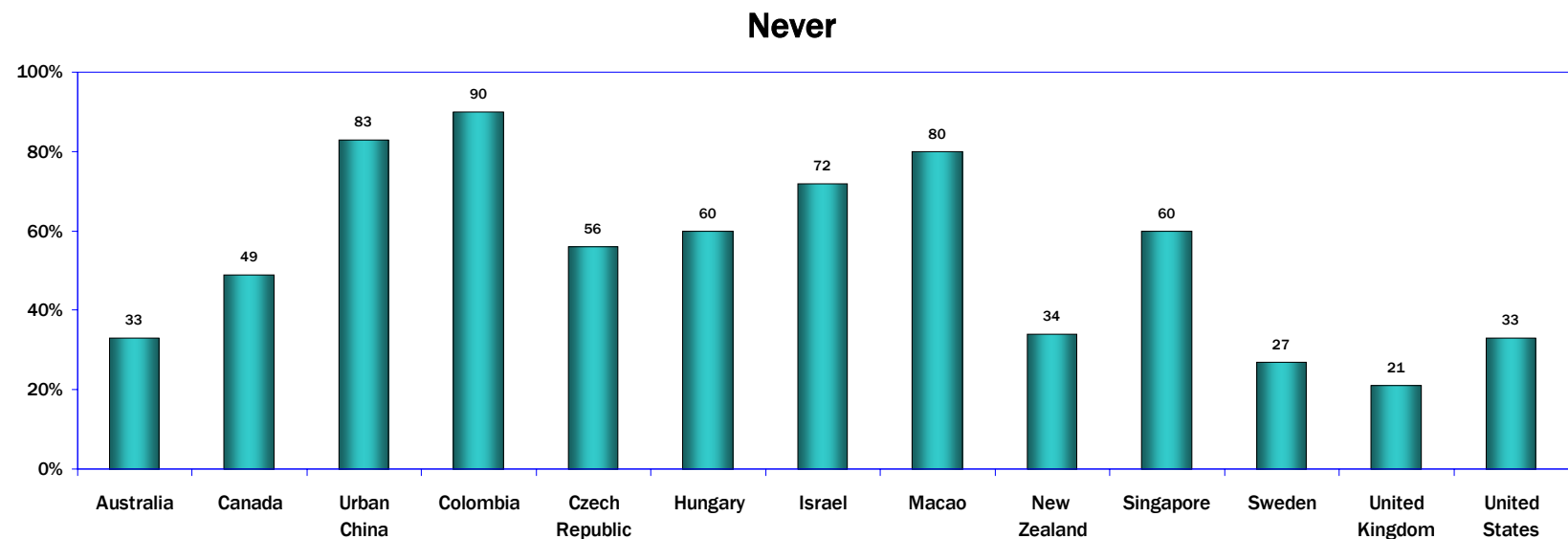
(For the question about seeking travel information online, see page 96.)

Internet Use to Make Travel Reservations or Bookings (Internet Users Age 18 and Older)

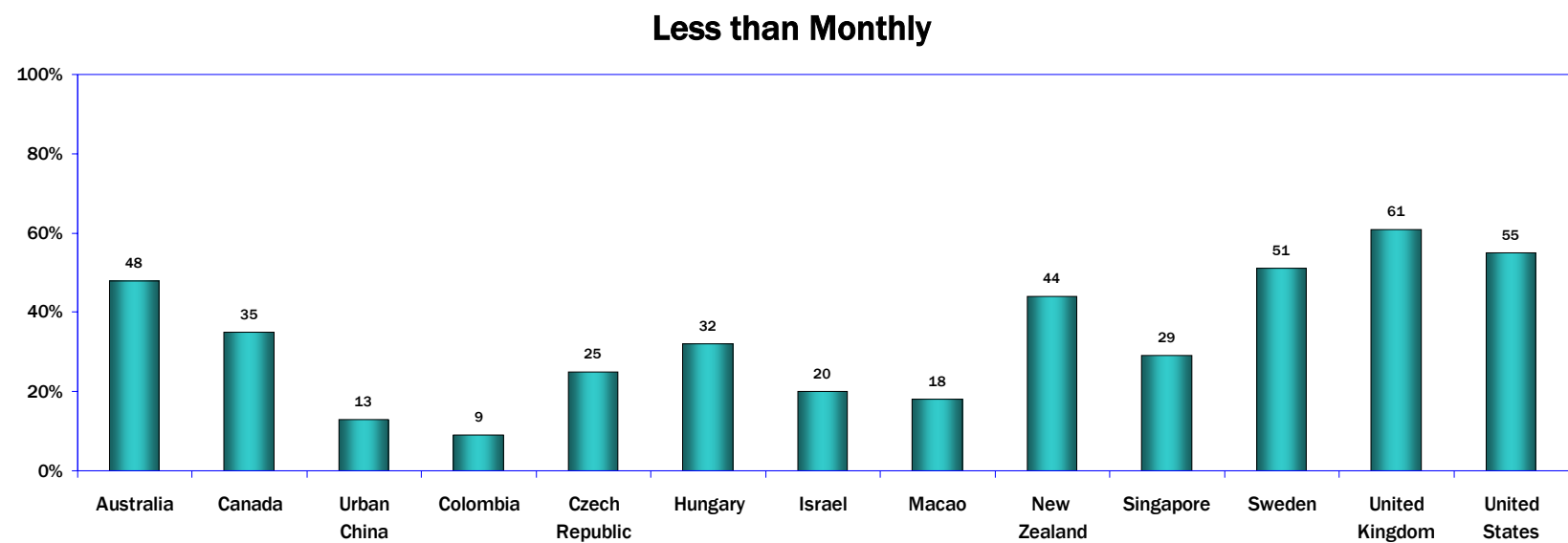


Q23C M-1C

30. Travel Reservations or Bookings: Detailed Responses



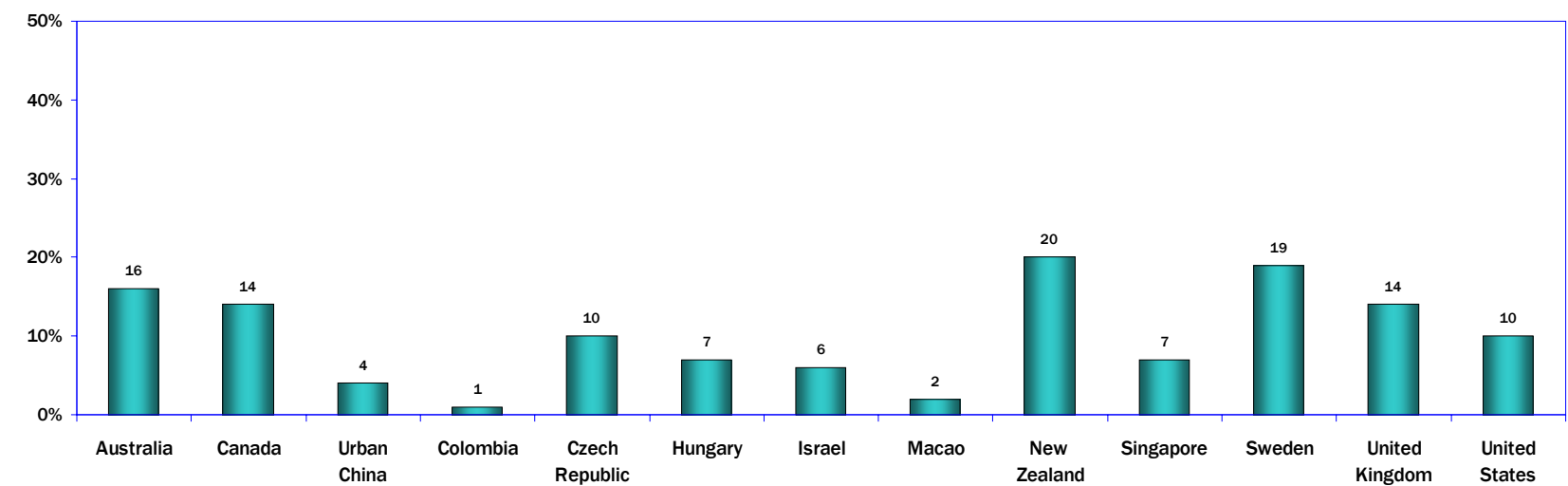
Q23C M-1C-1



Q23C M-1C-2

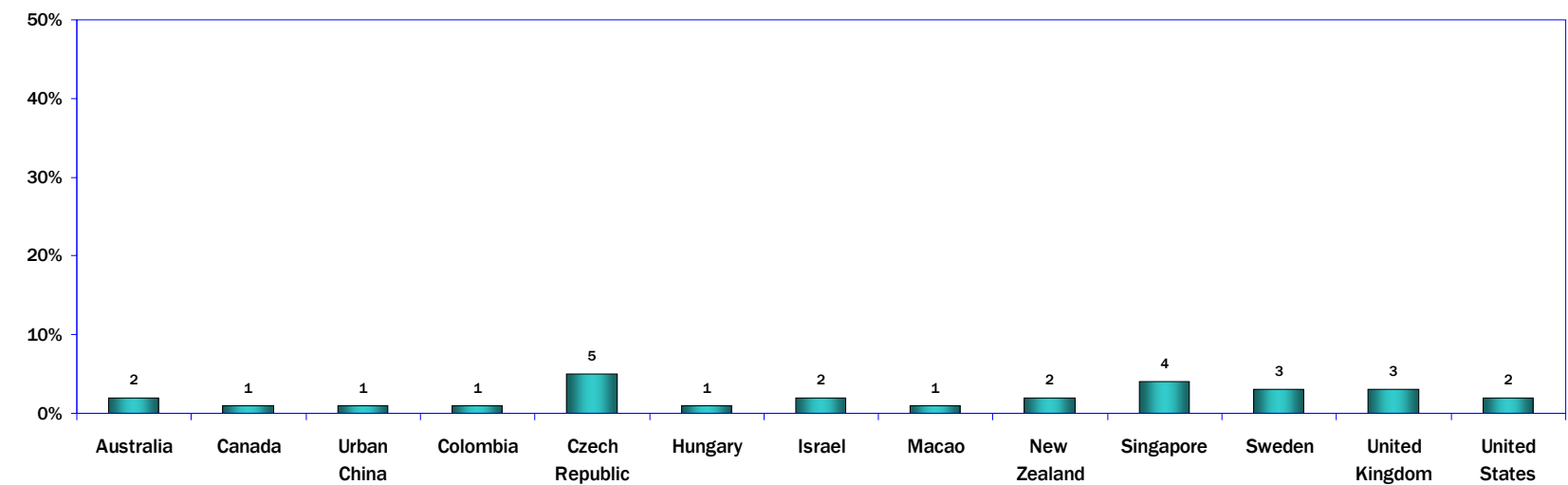
30. Travel Reservations or Bookings: Detailed Responses

Monthly



Q23C M-1C-3

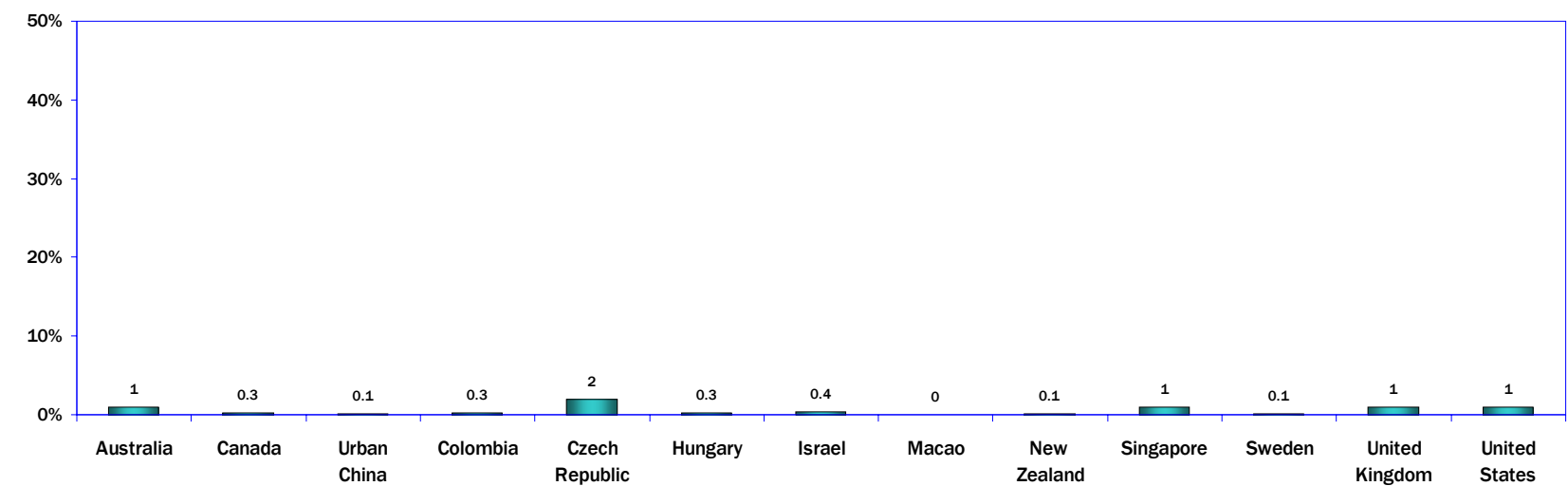
Weekly



Q23C M-1C-4

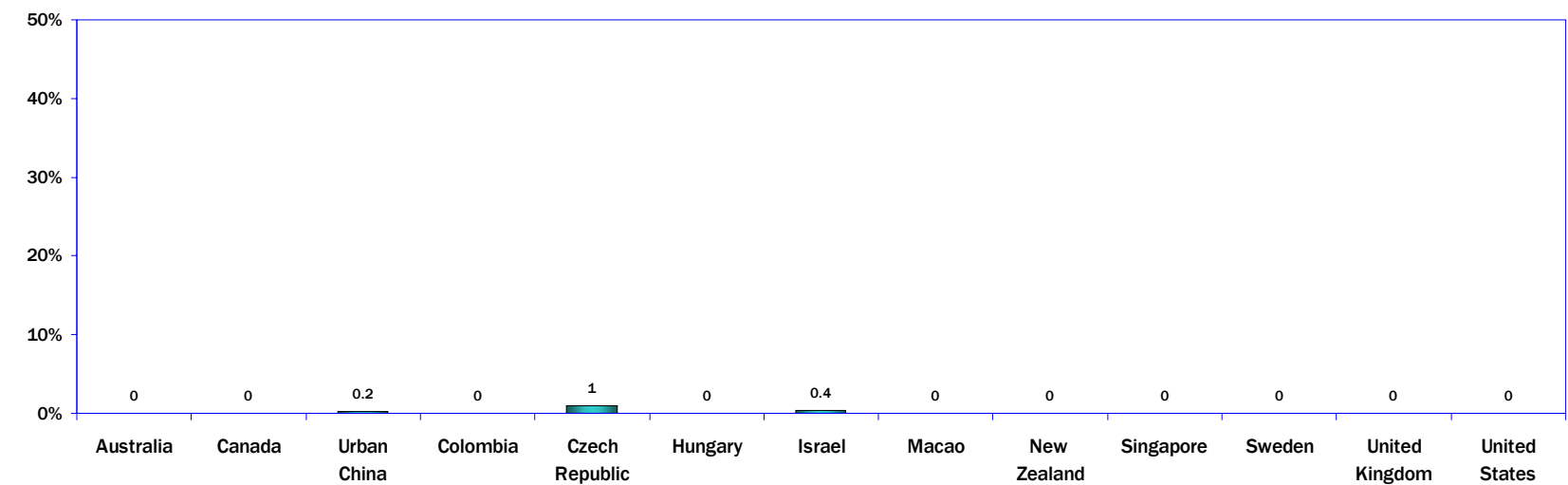
30. Travel Reservations or Bookings: Detailed Responses

Daily



Q23C M-1C-5

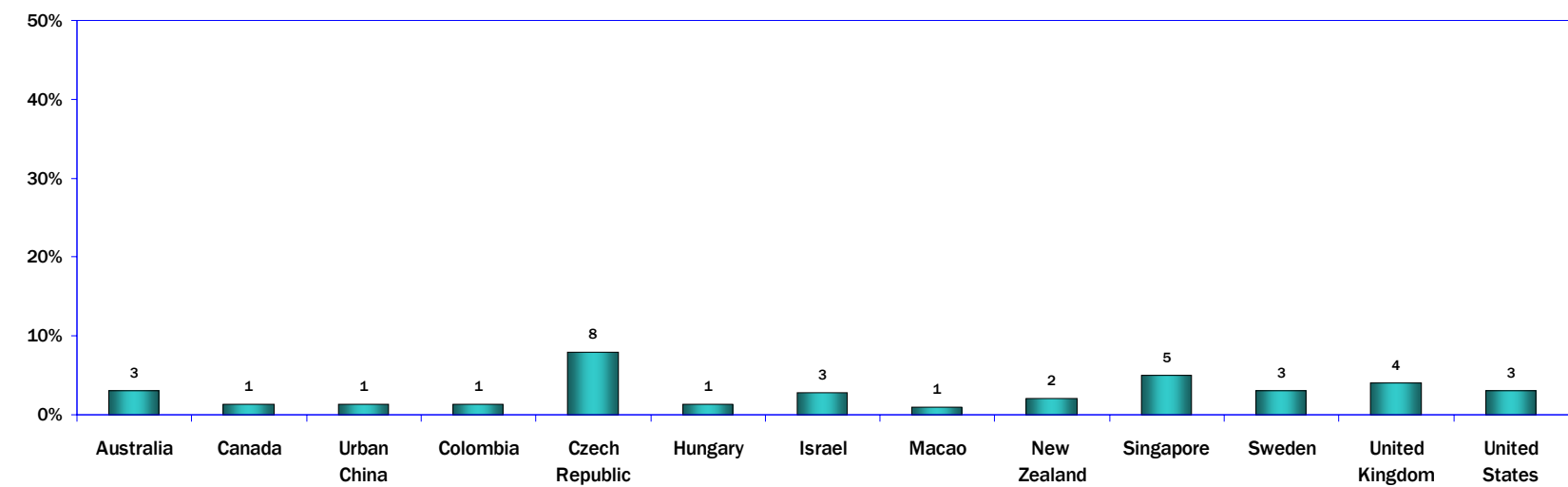
Several Times a Day



Q23C M-1C-6

30. Travel Reservations or Bookings: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



Q23C M-1C-4-6

31. Paying Bills

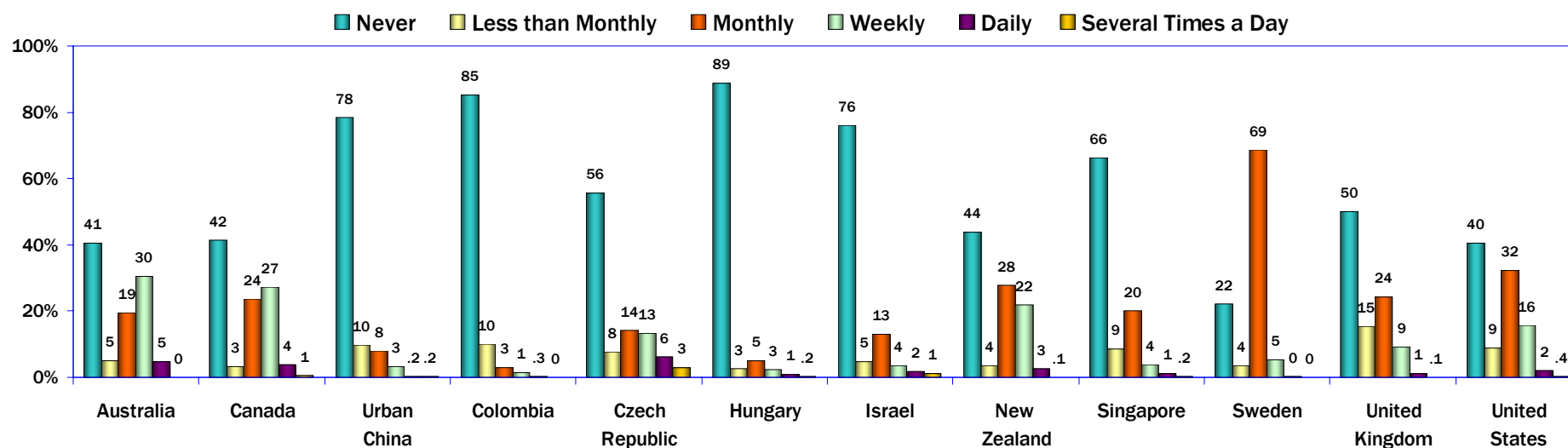
Bill paying online is done by moderate percentages of users in most of the WIP countries and regions. Thirty percent or more of users in seven of the WIP countries and regions go online to pay bills at least monthly (a typical bill paying cycle).

Online bill payment is most common in Sweden; more than two-thirds of users reported going online to pay bills on at least a monthly basis. Four

additional countries and regions report more than 50 percent of users paying bills online at least monthly: Australia at 54 percent, Canada at 56 percent, New Zealand at 53 percent, and the United States at 50 percent.

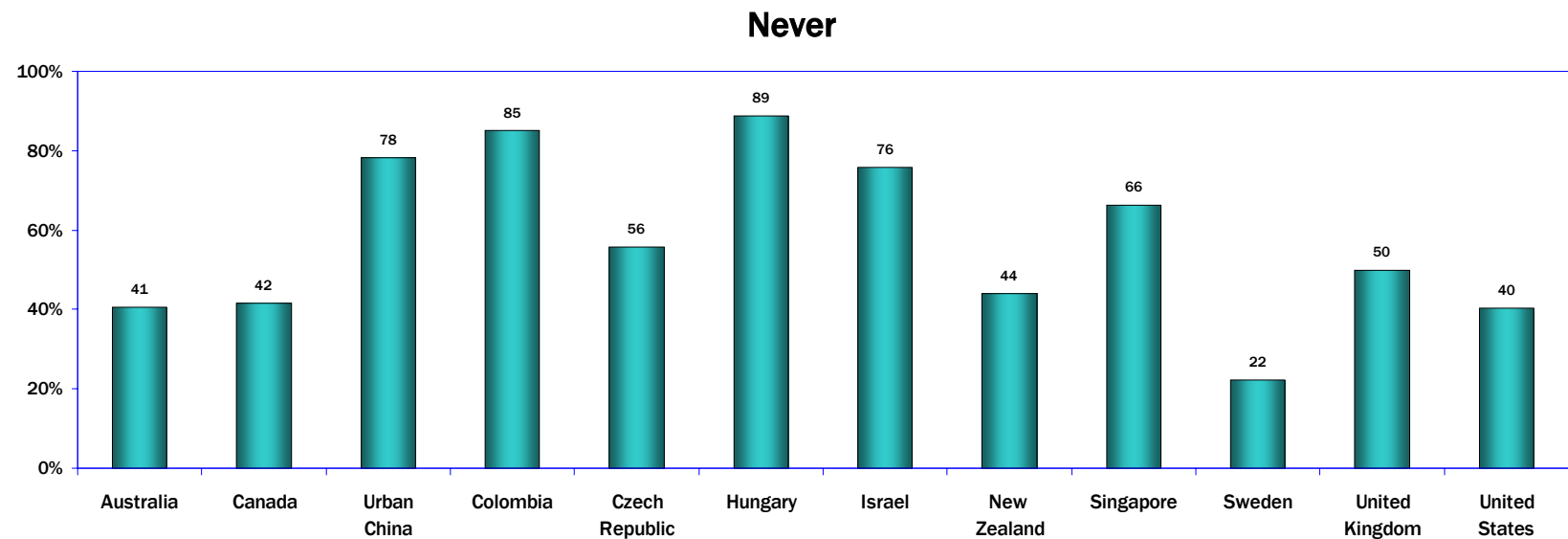
At the other extreme, large percentages of users in Hungary (89 percent), Colombia (85 percent), urban China (78 percent), and Israel (76 percent) never use the Internet to pay bills.

Internet Use to Pay Bills
(Internet Users Age 18 and Older)

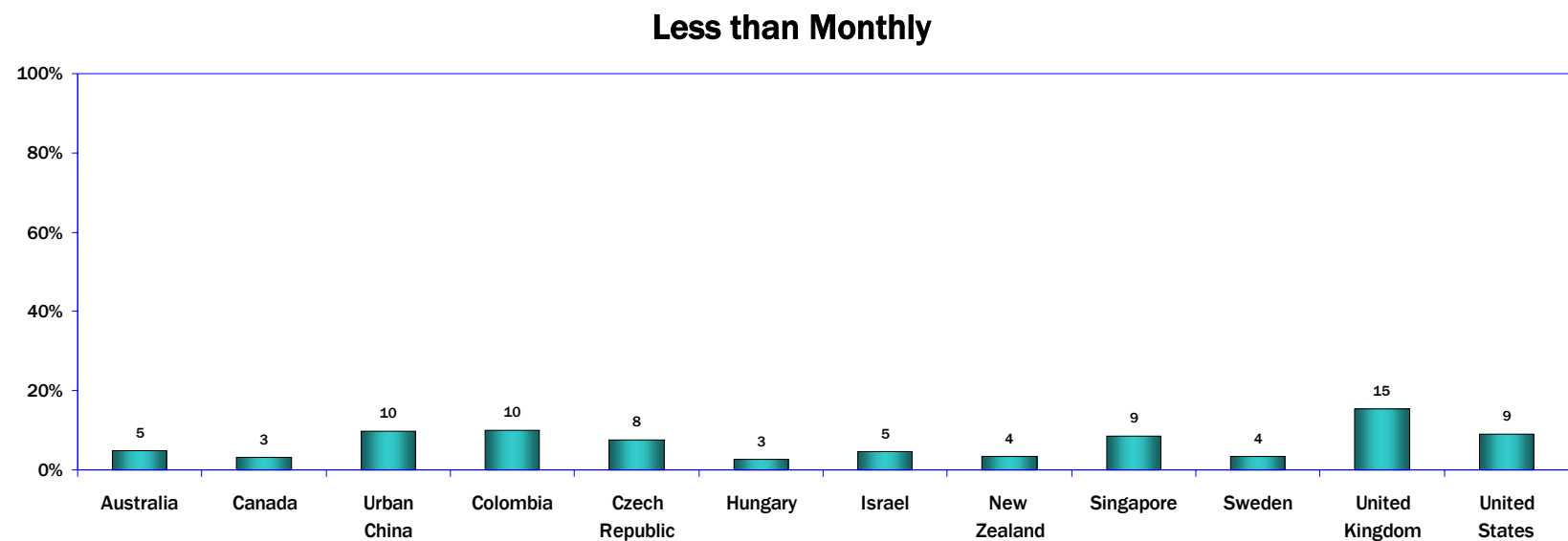


Q23D M-1D

31. Paying Bills: Detailed Responses



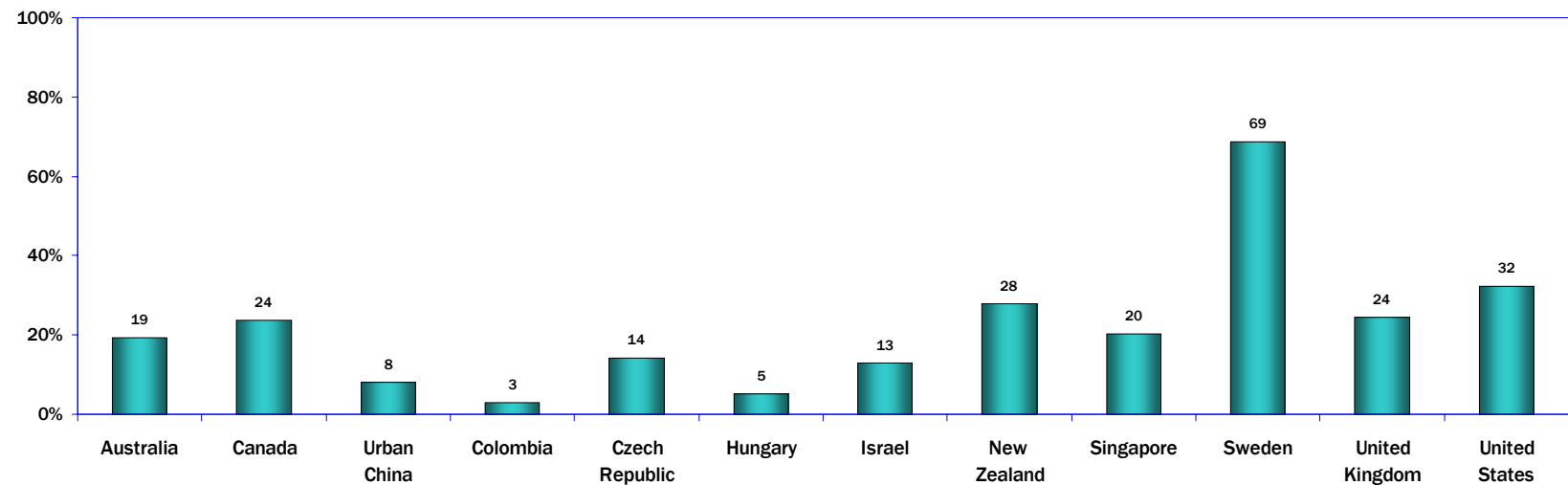
Q23D M-1D-1



Q23D M-1D-2

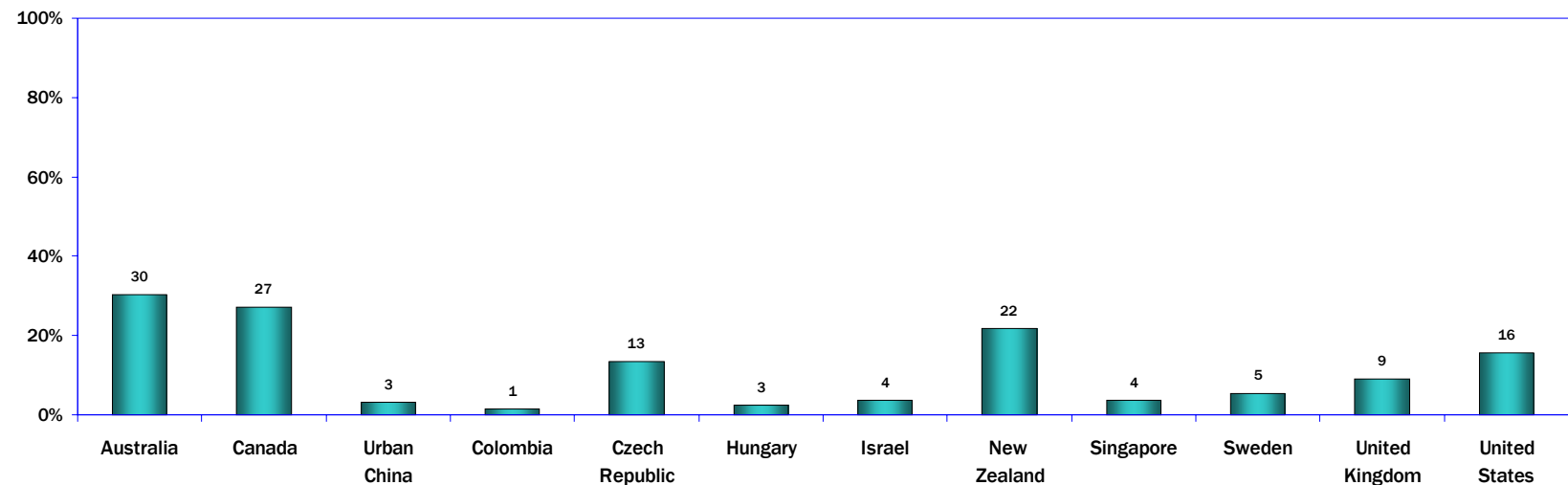
31. Paying Bills: Detailed Responses

Monthly



Q23D M-1D-3

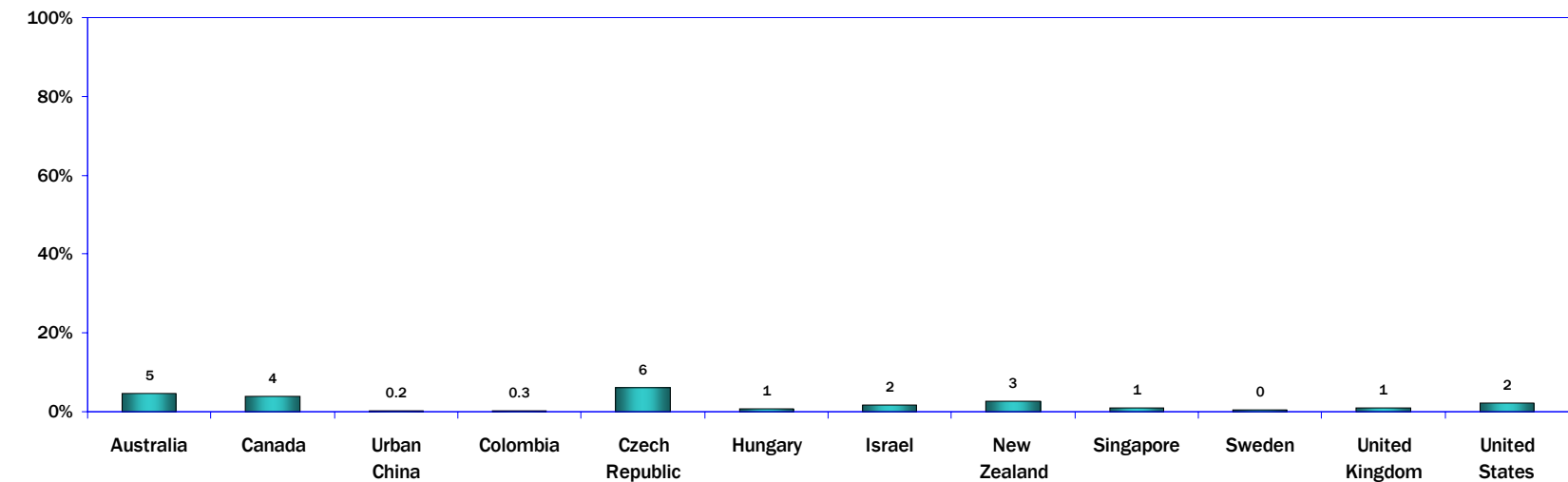
Weekly



Q23D M-1D-4

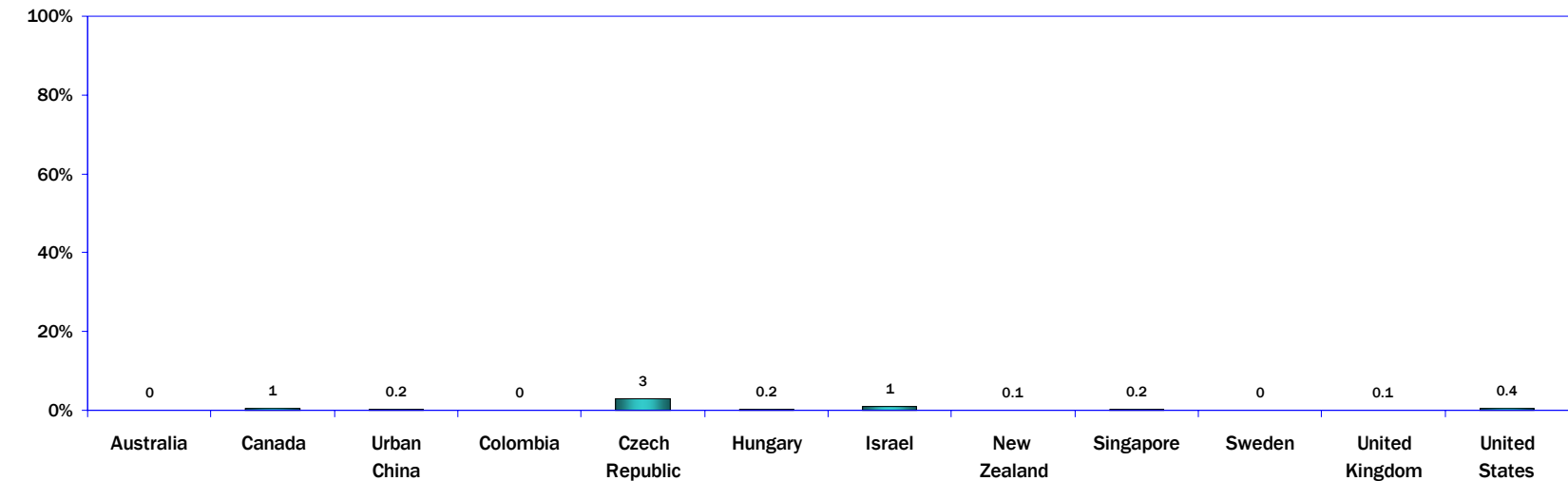
31. Paying Bills: Detailed Responses

Daily



Q23D M-1D-5

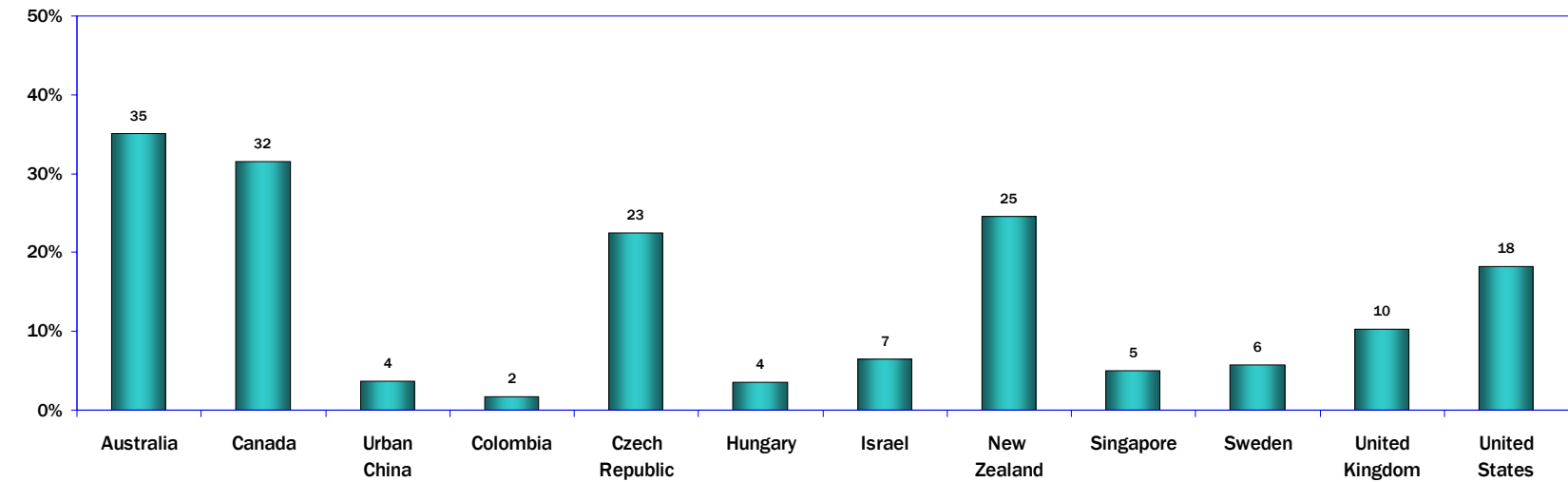
Several Times a Day



Q23D M-1D-5

31. Paying Bills: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



Q23D M-1D-4-6

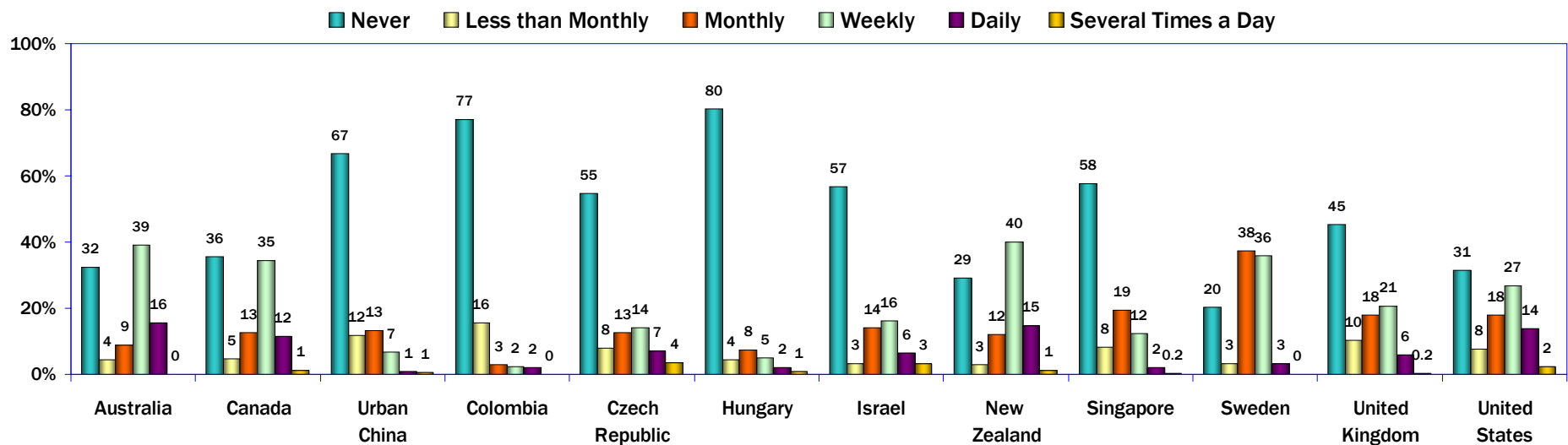
32. Online Banking Services

Compared to those who use the Internet to pay bills (page 158), much higher percentages of users go online to use the online services provided by banks.

In eight of the responding countries and regions, at least 25 percent of users go online for online banking services at least weekly, and at least 35

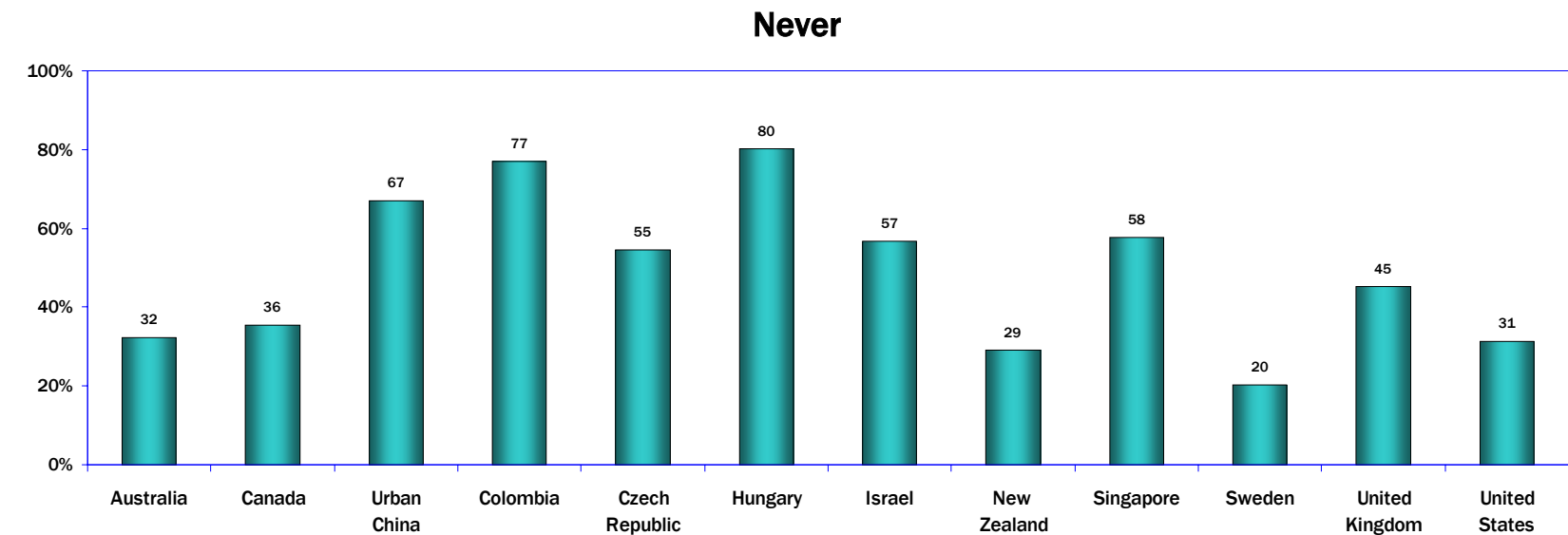
percent in eight countries and regions go online for these services at least monthly. The highest percentages of use at least weekly were reported in New Zealand (56 percent), Australia (55 percent), Canada (48 percent), and the United States (43 percent).

Internet Use for Bank Online Services
(Internet Users Age 18 and Older)

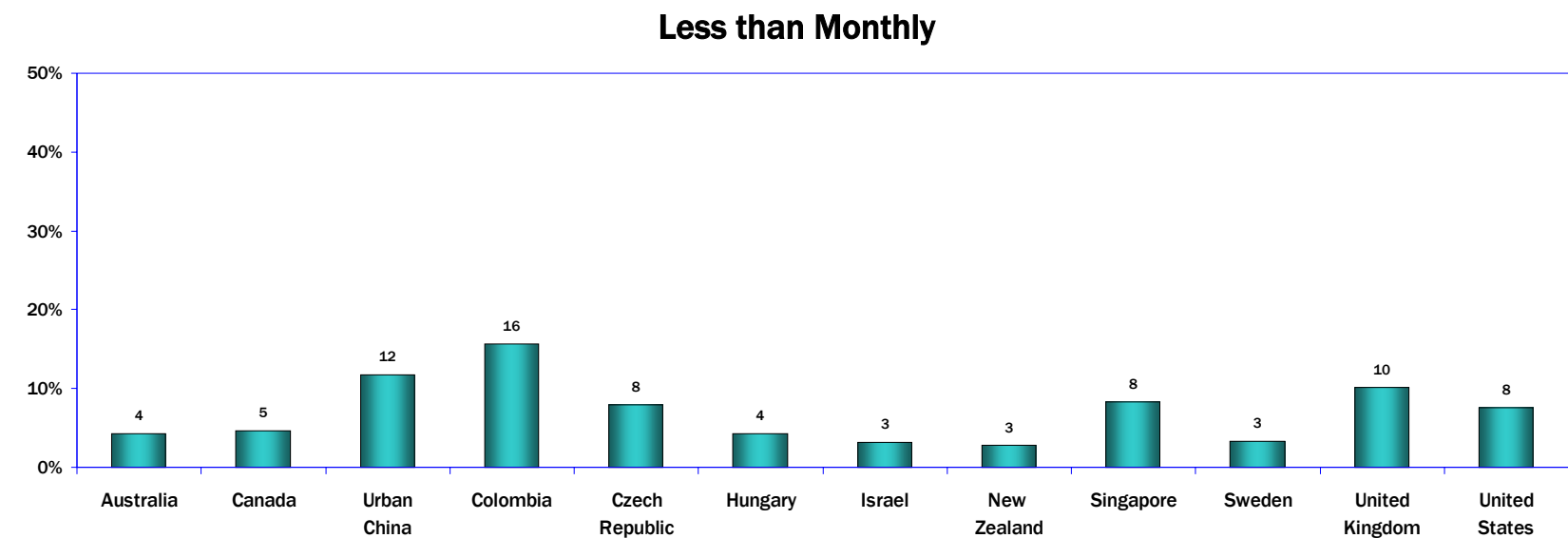


Q23E M-1E

32. Online Banking Services: Detailed Responses



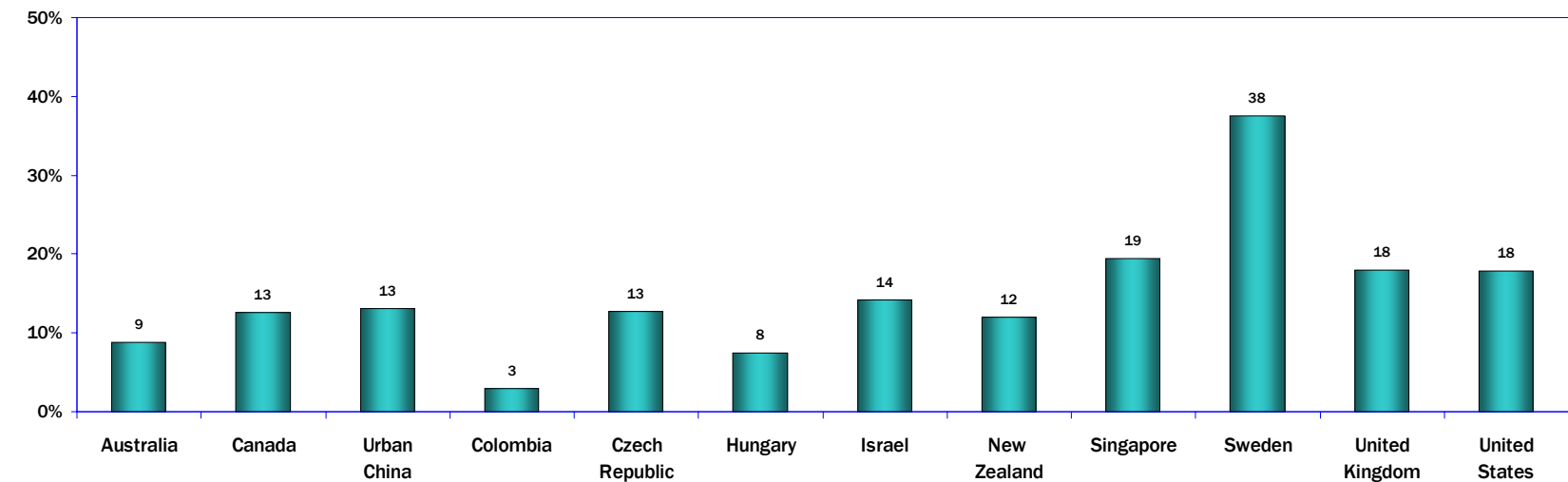
Q23E M-1E-1



Q23E M-1E-2

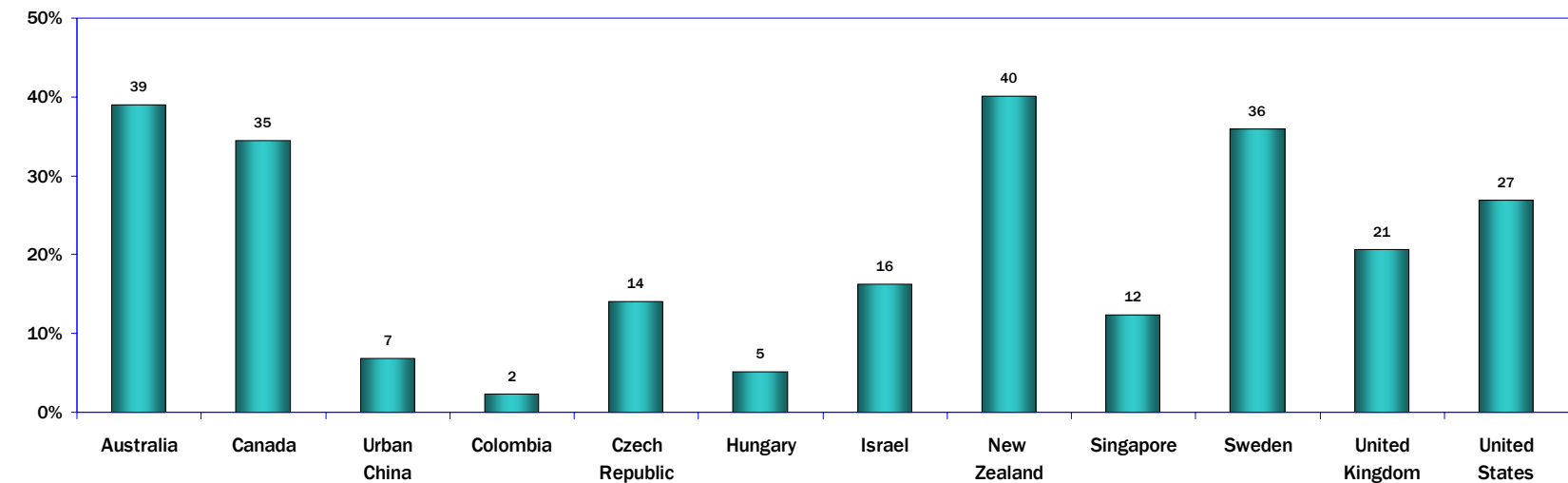
32. Online Banking Services: Detailed Responses

Monthly



Q23E M-1E-3

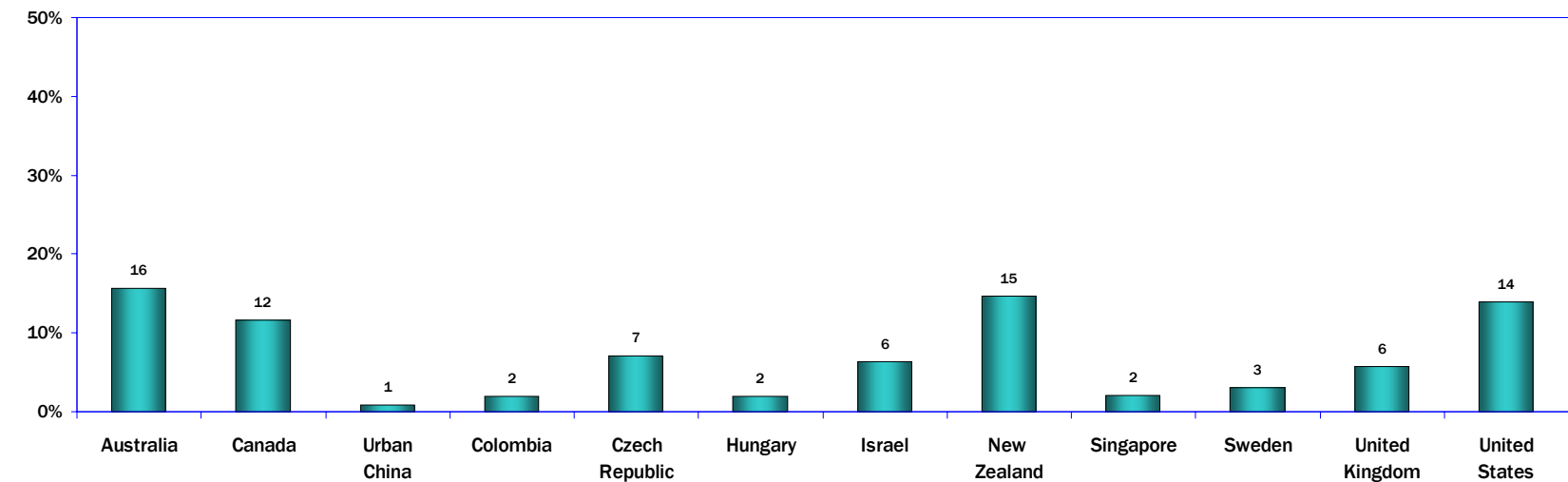
Weekly



Q23E M-1E-4

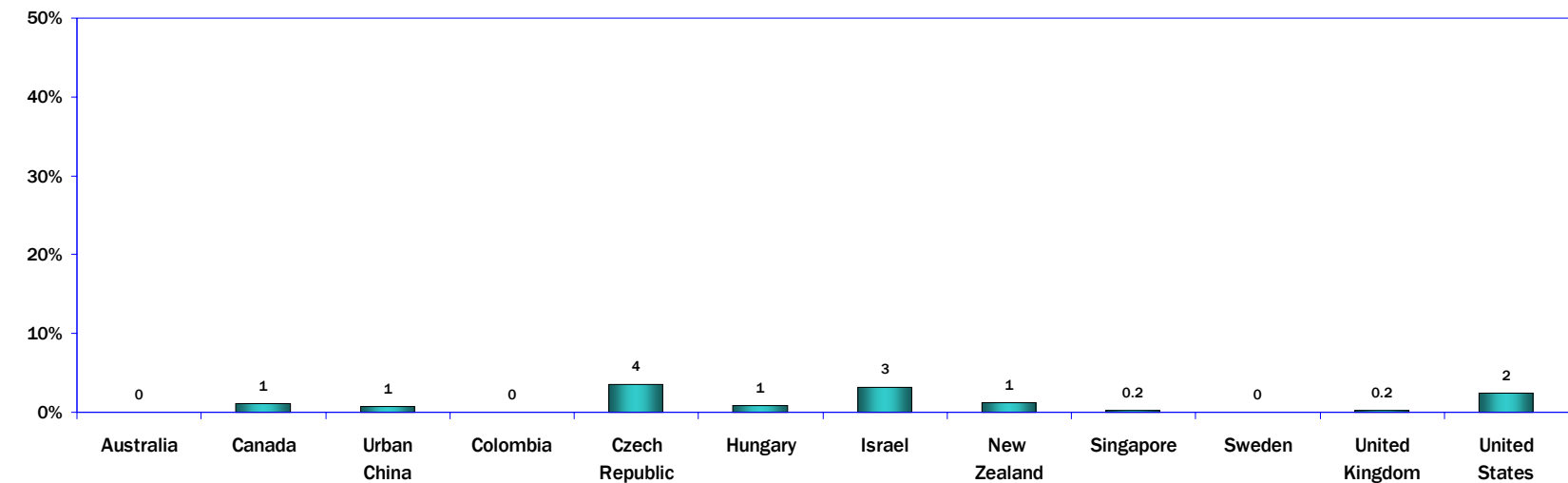
32. Online Banking Services: Detailed Responses

Daily



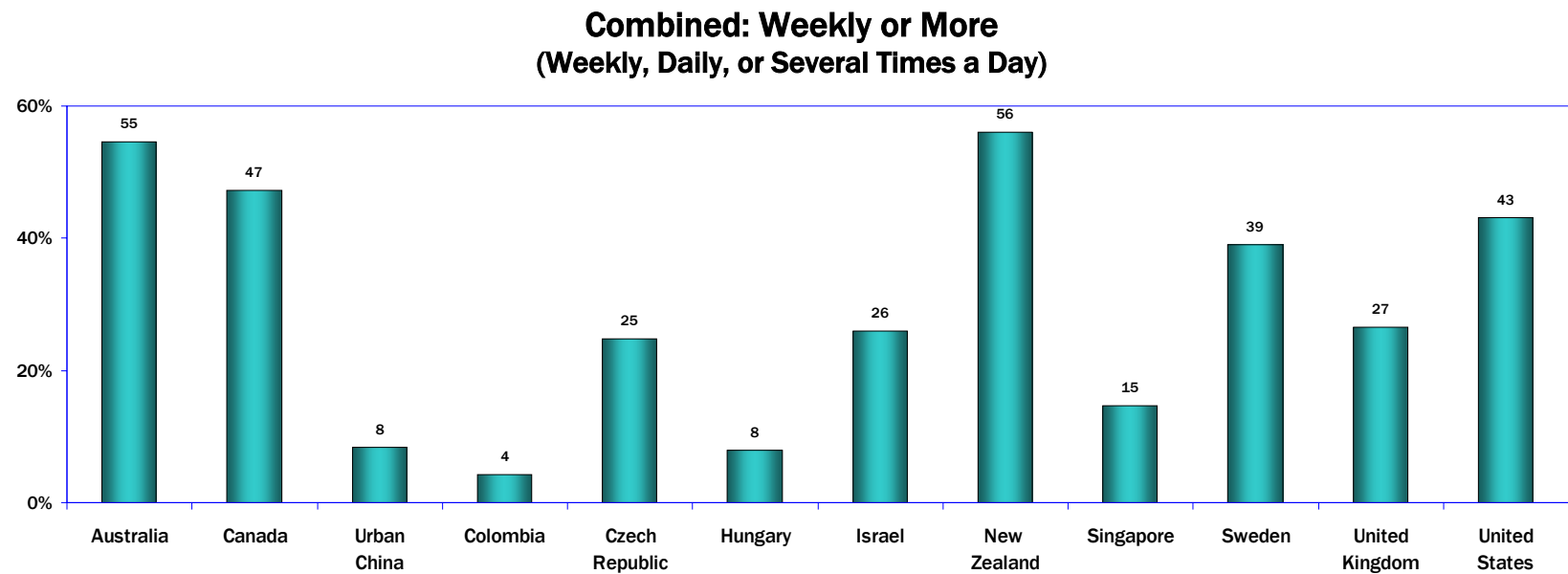
Q23E M-1E-5

Several Times a Day



Q23E M-1E-6

32. Online Banking Services: Detailed Responses

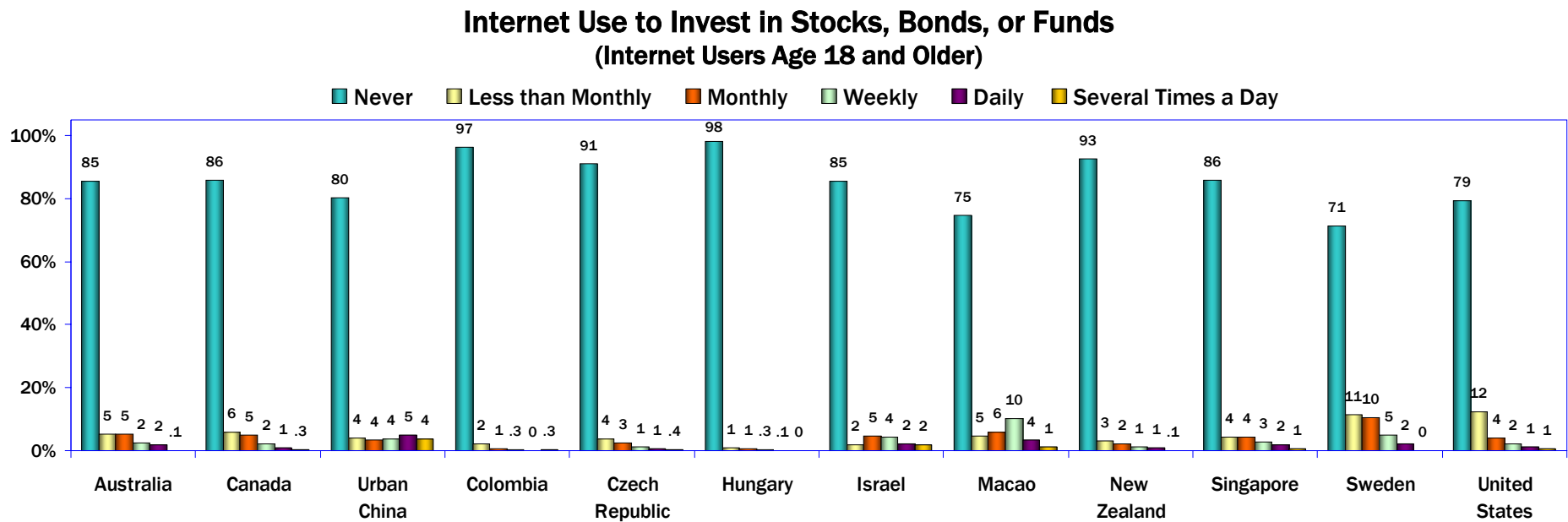


Q23E M-1E-6

33. Investing in Stocks, Bonds, or Funds

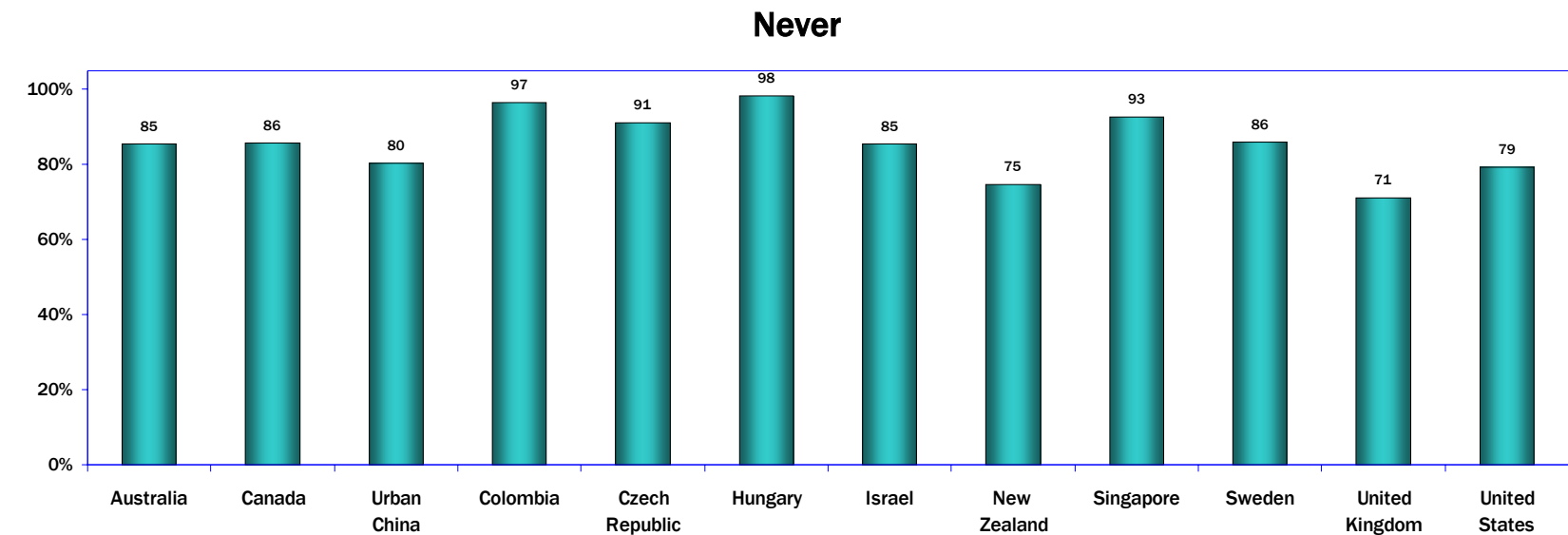
Going online to invest on a regular basis is done by small numbers of users in the WIP countries and regions, with urban China (13 percent)

and Macao (15 percent) reporting double-digit percentages of users who go online at least weekly to invest in stocks, bonds, or funds.

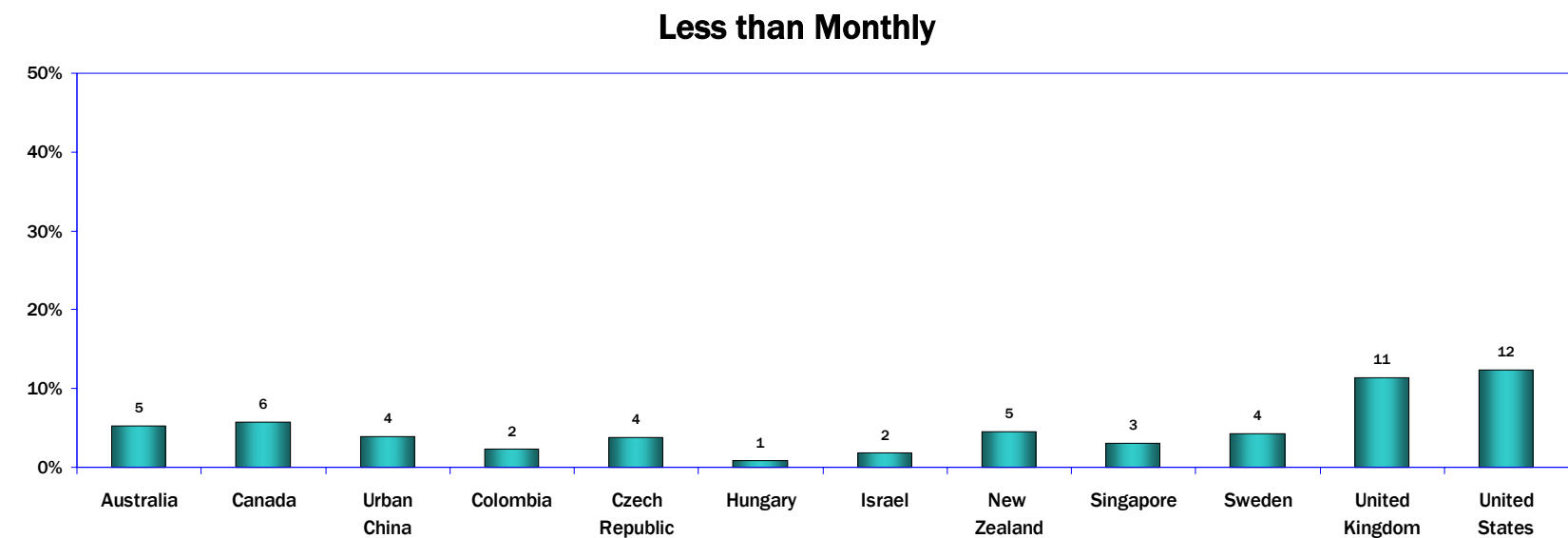


Q23F M-1F

33. Investing in Stocks, Bonds, or Funds: Detailed Responses



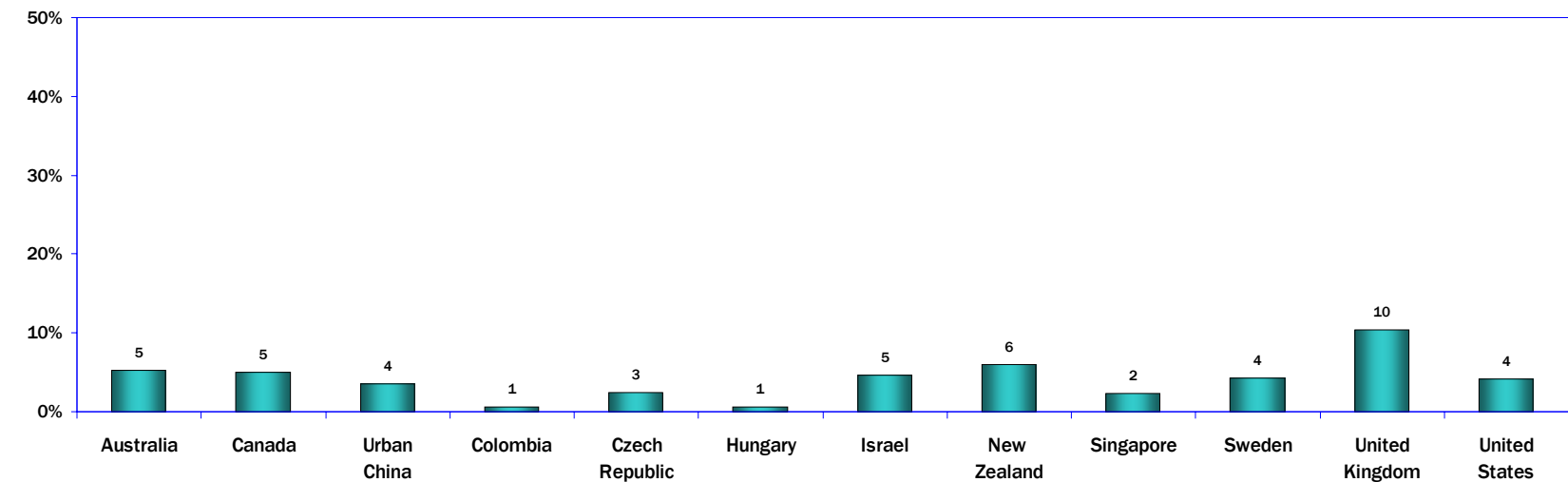
Q23F M-1F-1



Q23F M-1F-2

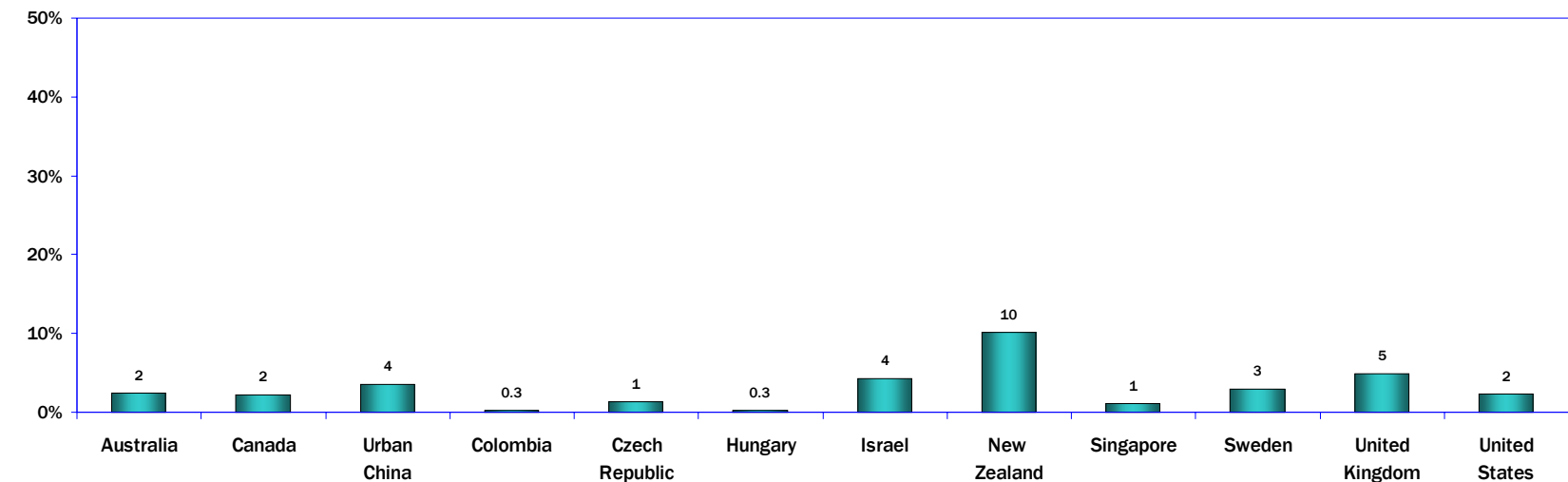
33. Investing in Stocks, Bonds, or Funds: Detailed Responses

Monthly



Q23F M-1F-3

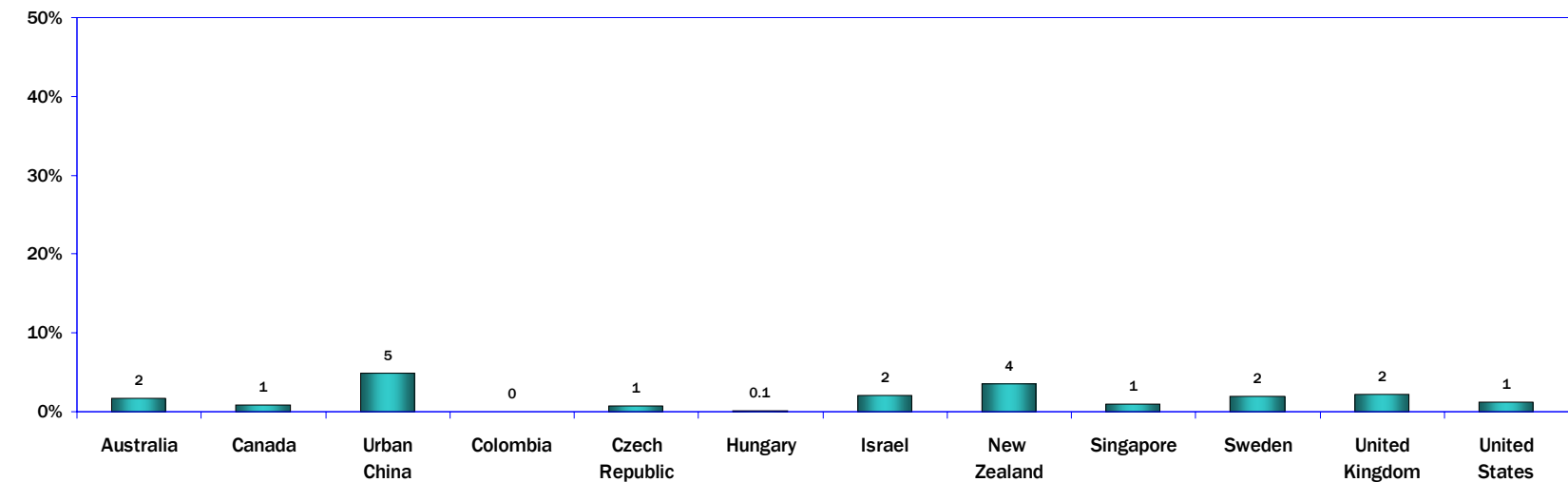
Weekly



Q23F M-1F-4

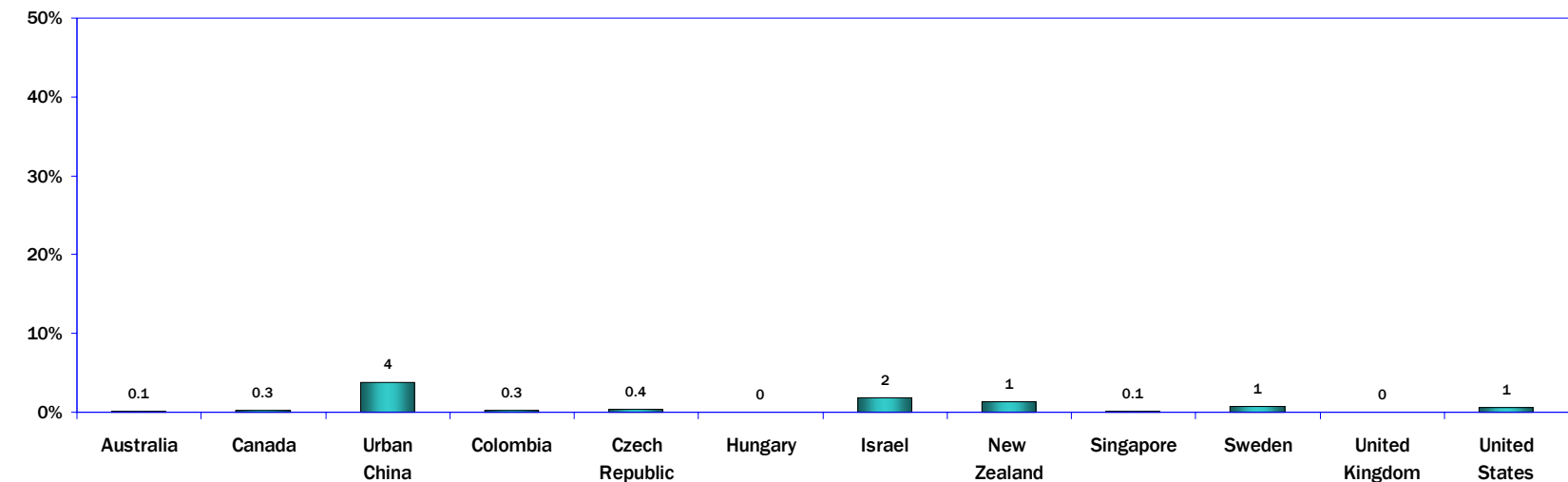
33. Investing in Stocks, Bonds, or Funds: Detailed Responses

Daily



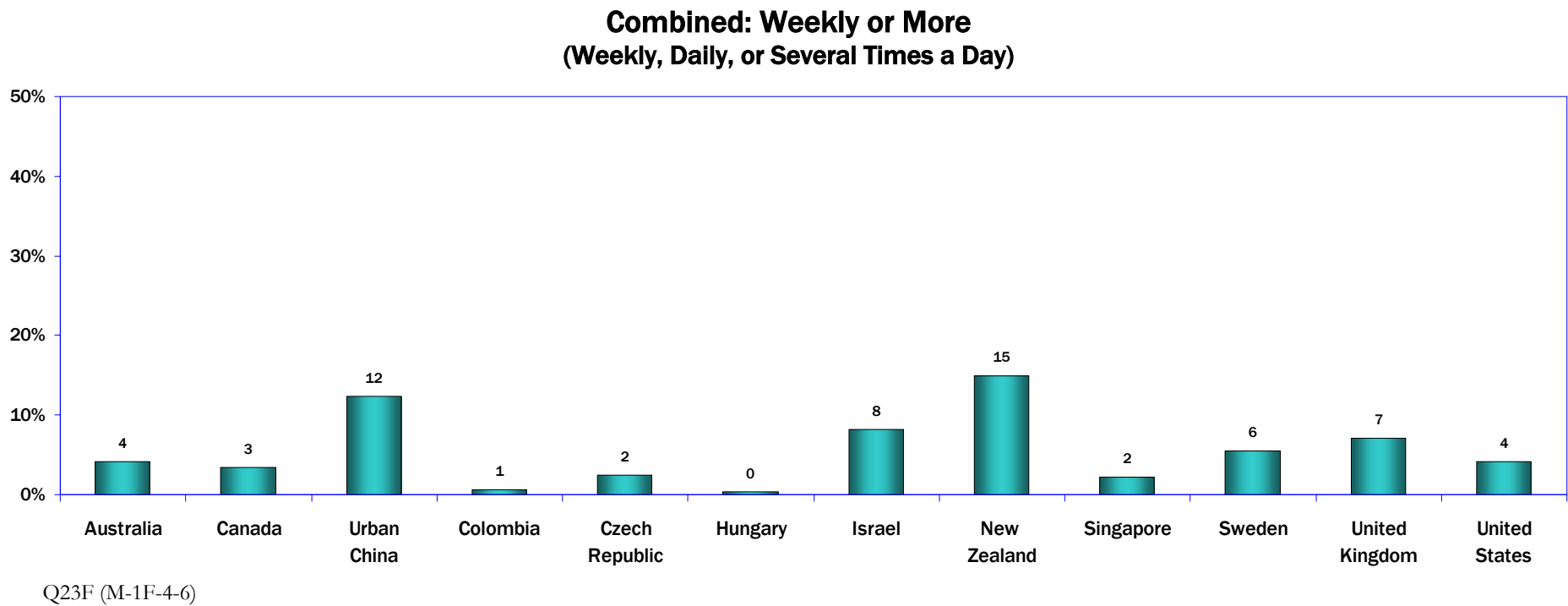
Q23F M-1F-5

Several Times a Day



Q23F M-1F-6

33. Investing in Stocks, Bonds, or Funds: Detailed Responses



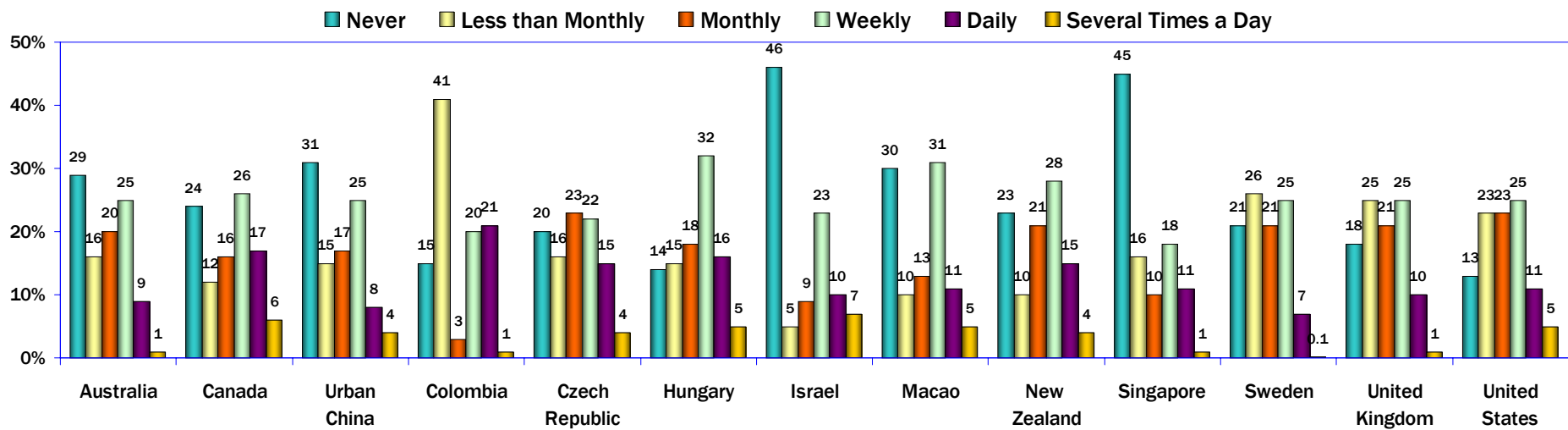
34. Finding or Checking a Fact

Large percentages of Internet users go online regularly to find or check facts.

Forty percent or more of users in eight of the WIP countries and regions go online at least weekly for fact finding or fact checking; at least 30

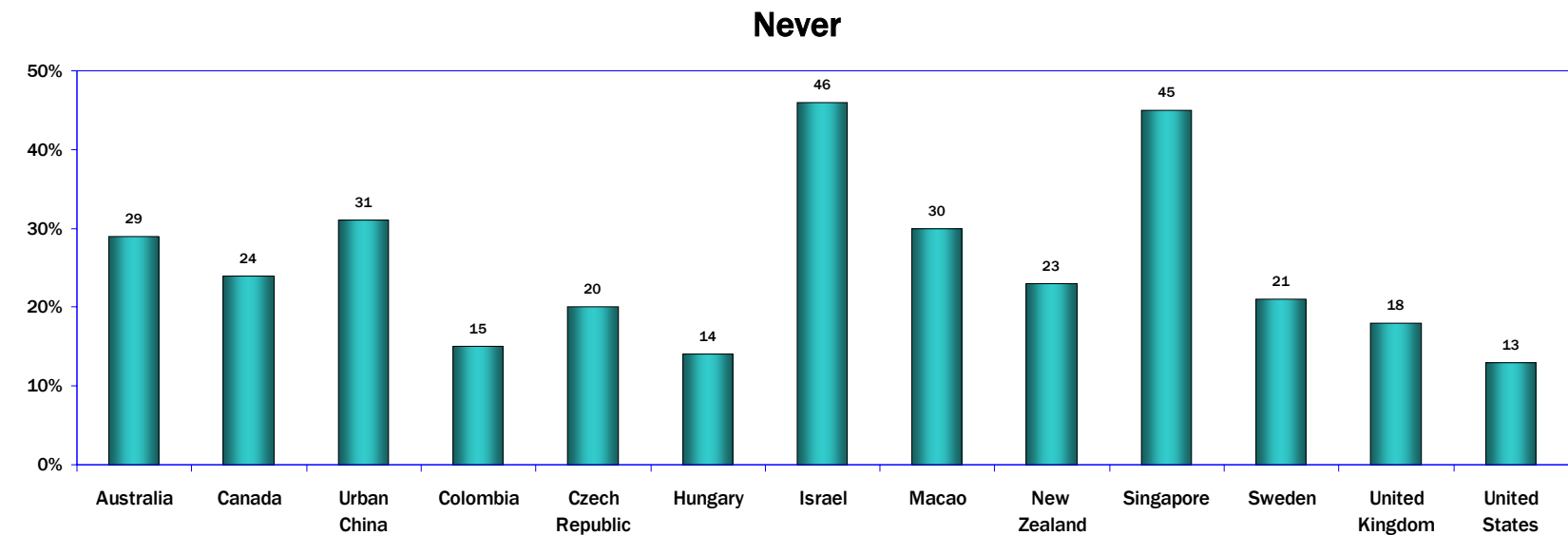
percent do so in all of the responding countries and regions. Internet use for fact finding or checking at least weekly was especially high in Hungary (53 percent) and Canada (49 percent).

Internet Use to Find or Check a Fact
(Internet Users Age 18 and Older)

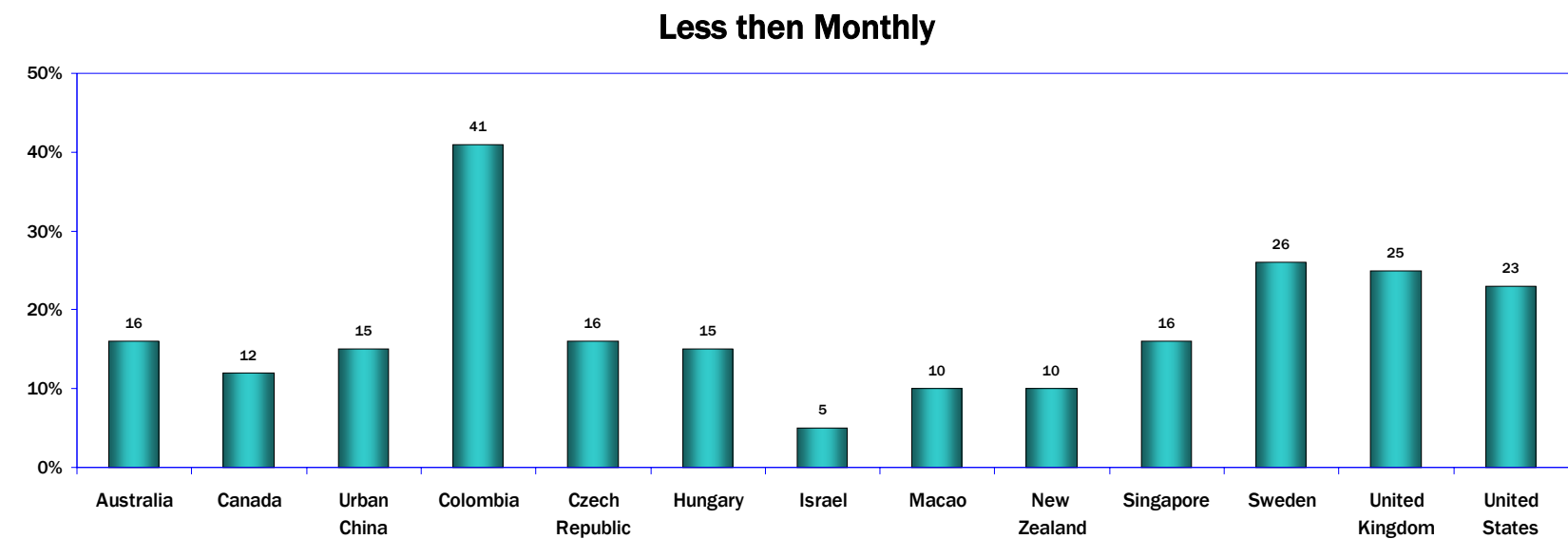


Q24B M-1B

34. Finding or Checking a Fact: Detailed Responses



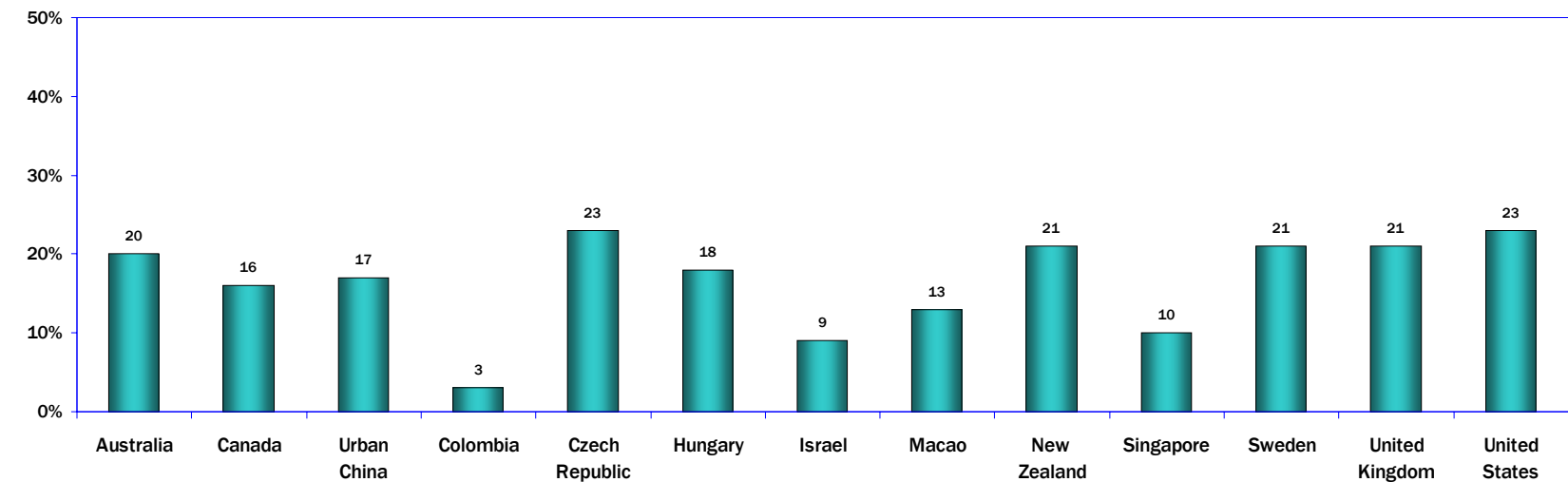
Q24B M-1B-1



Q24B M-1B-2

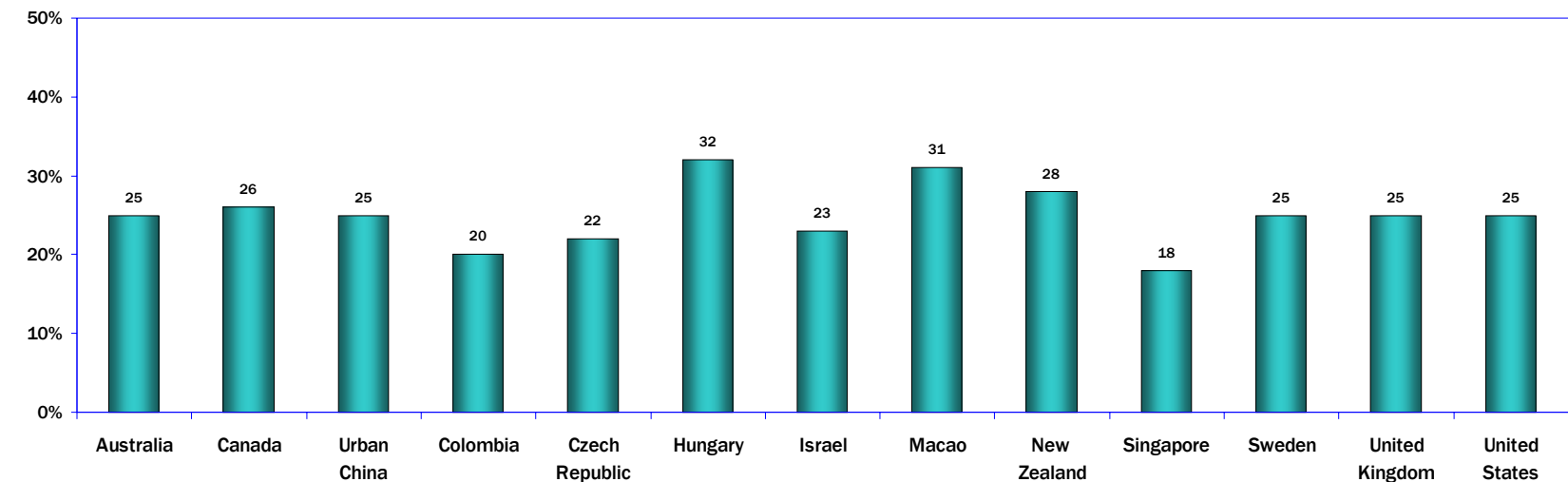
34. Finding or Checking a Fact: Detailed Responses

Monthly



Q24B M-1B-3

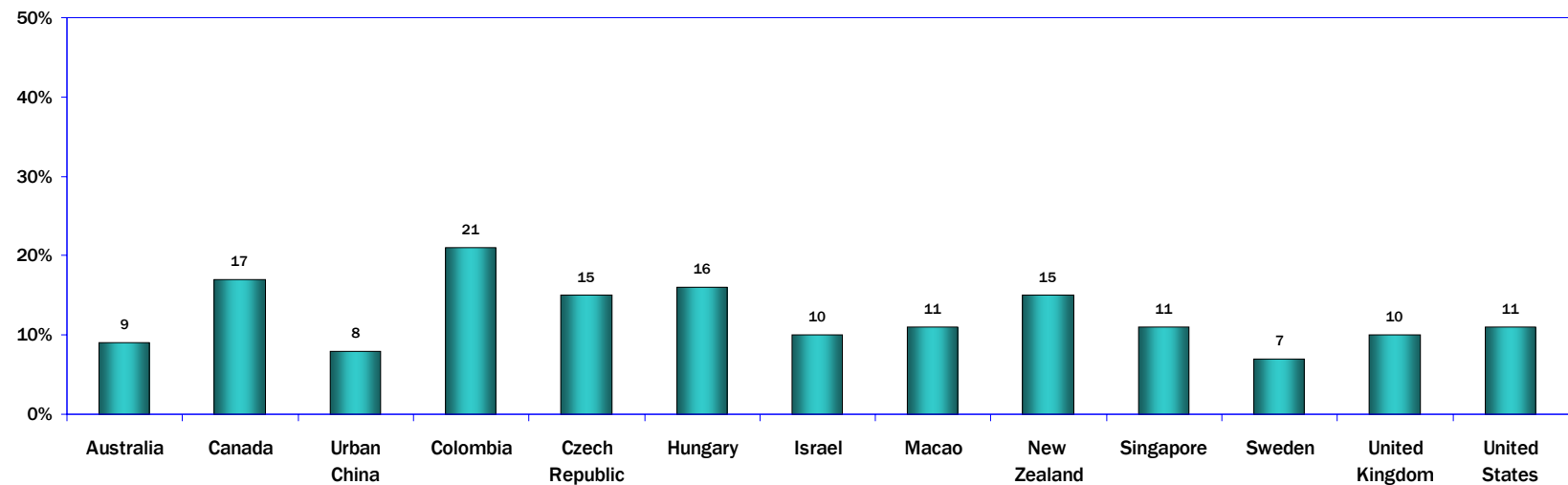
Weekly



Q24B M-1B-4

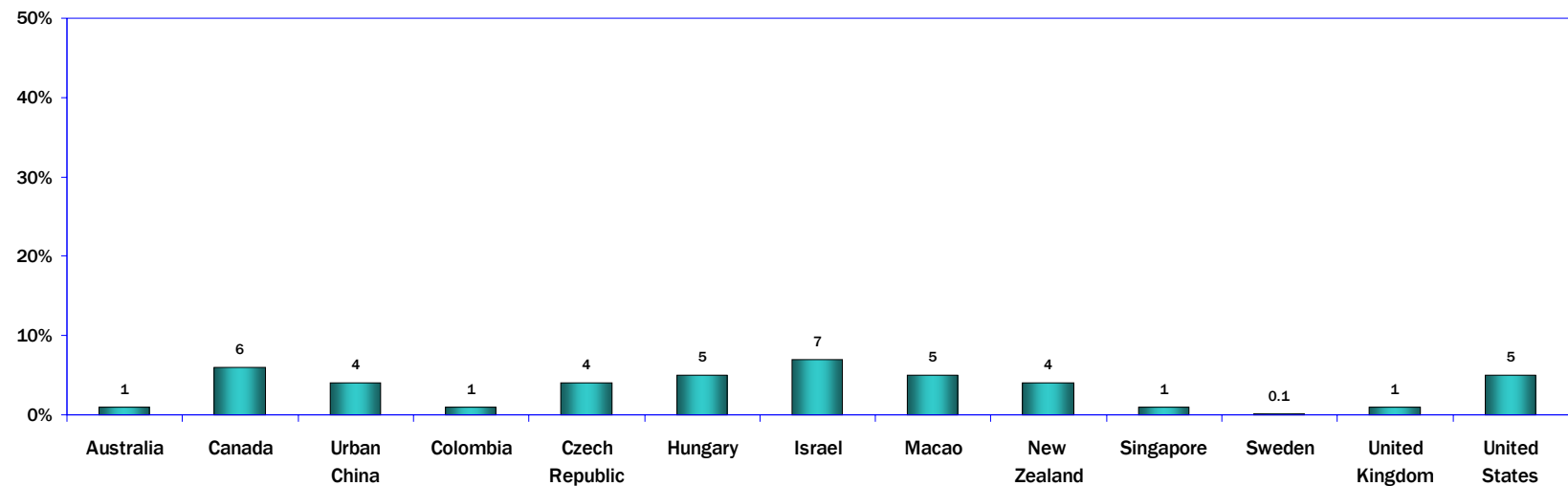
34. Finding or Checking a Fact: Detailed Responses

Daily



Q24B M-1B-5

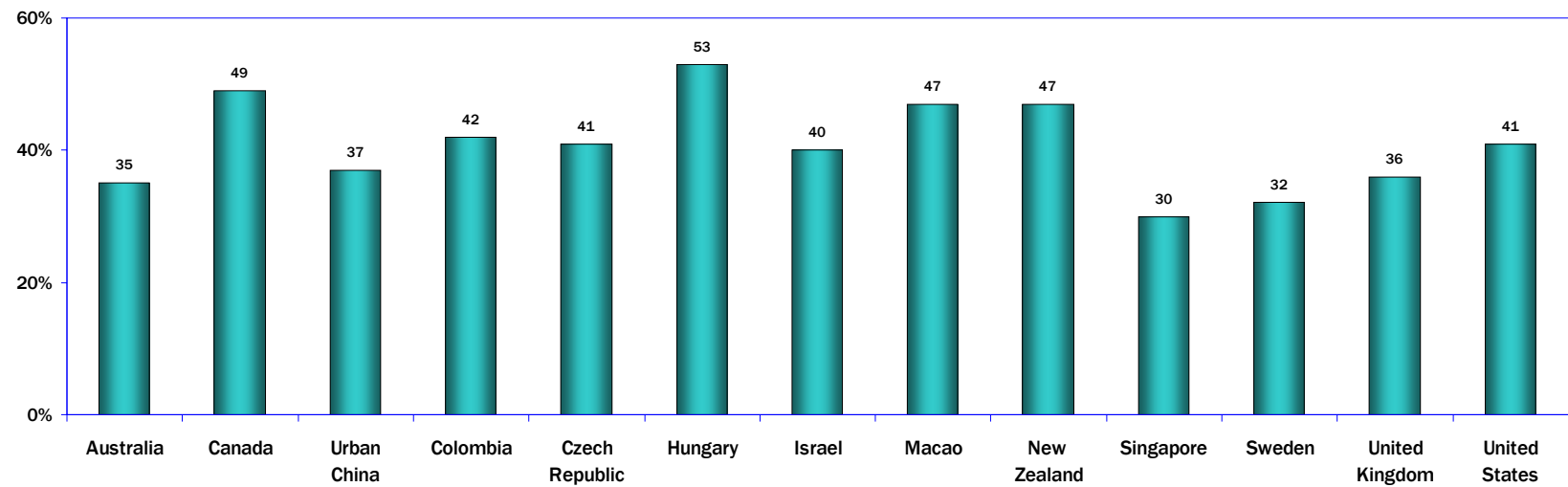
Several Times a Day



Q24B M-1B-6

34. Finding or Checking a Fact: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, Several Times a Day)



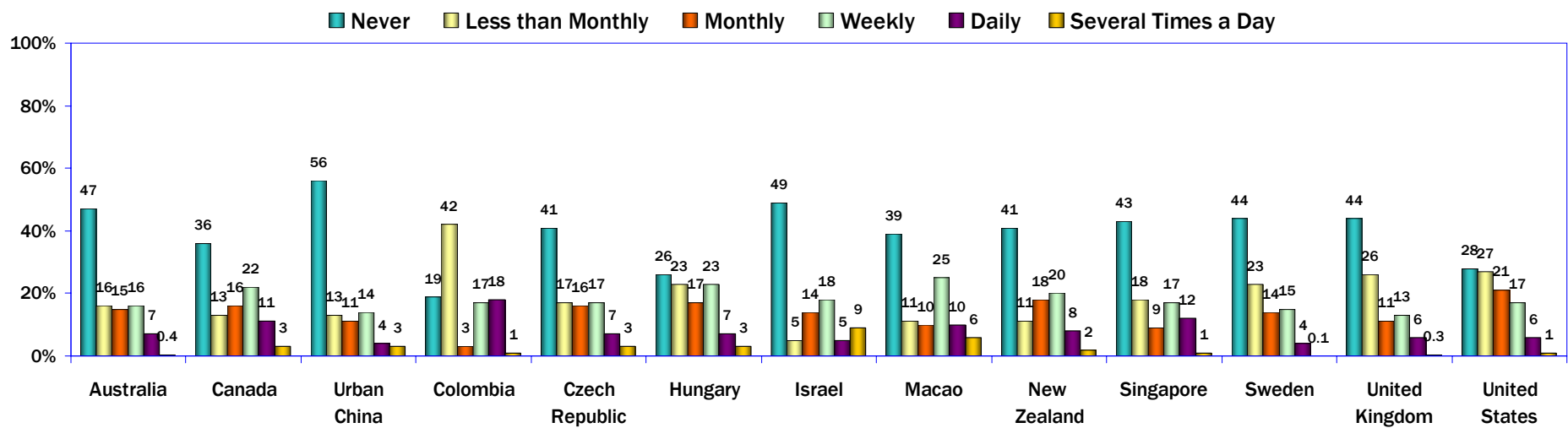
Q24B M-1B-4-6

35. Looking up the Definition of a Word

Large percentages of users go online to look up the definition of a word on a regular basis, but lower than those who use the Internet for fact finding.

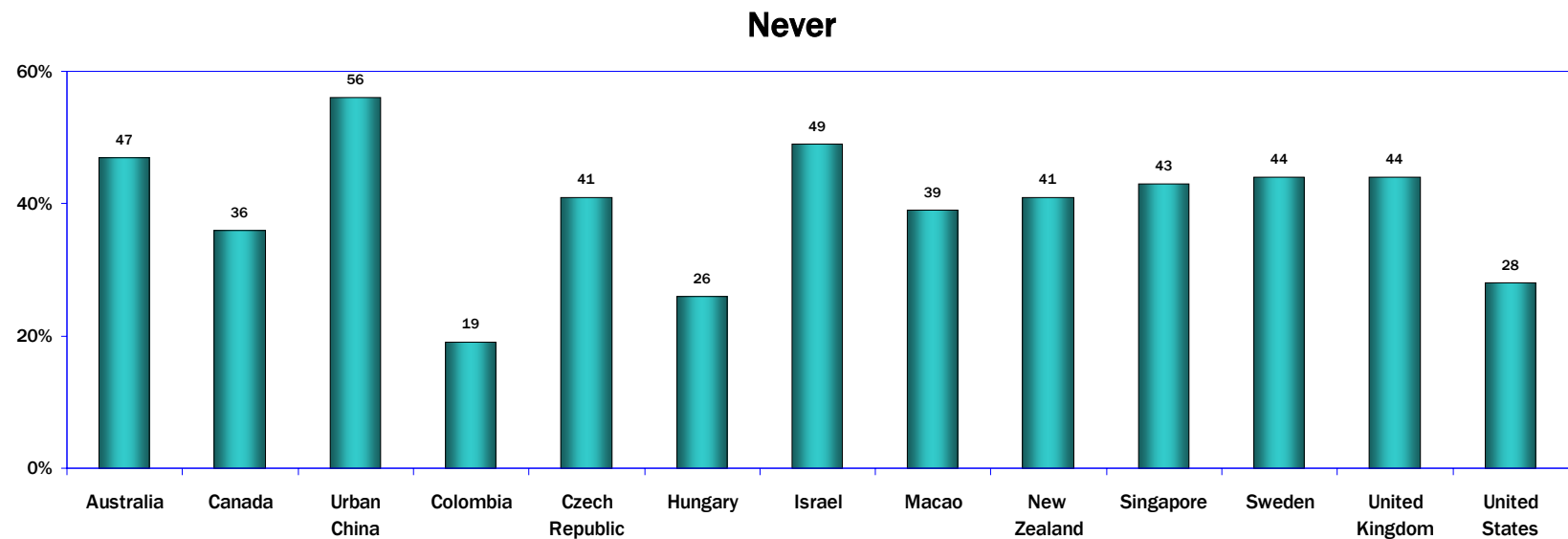
Thirty percent or more of users in seven of the WIP countries and regions go online at least weekly to look up a word -- in particular, Macao (41 percent), and Canada and Colombia (both 36 percent).

Internet Use to Look Up the Definition of a Word
(Internet Users Age 18 and Older)

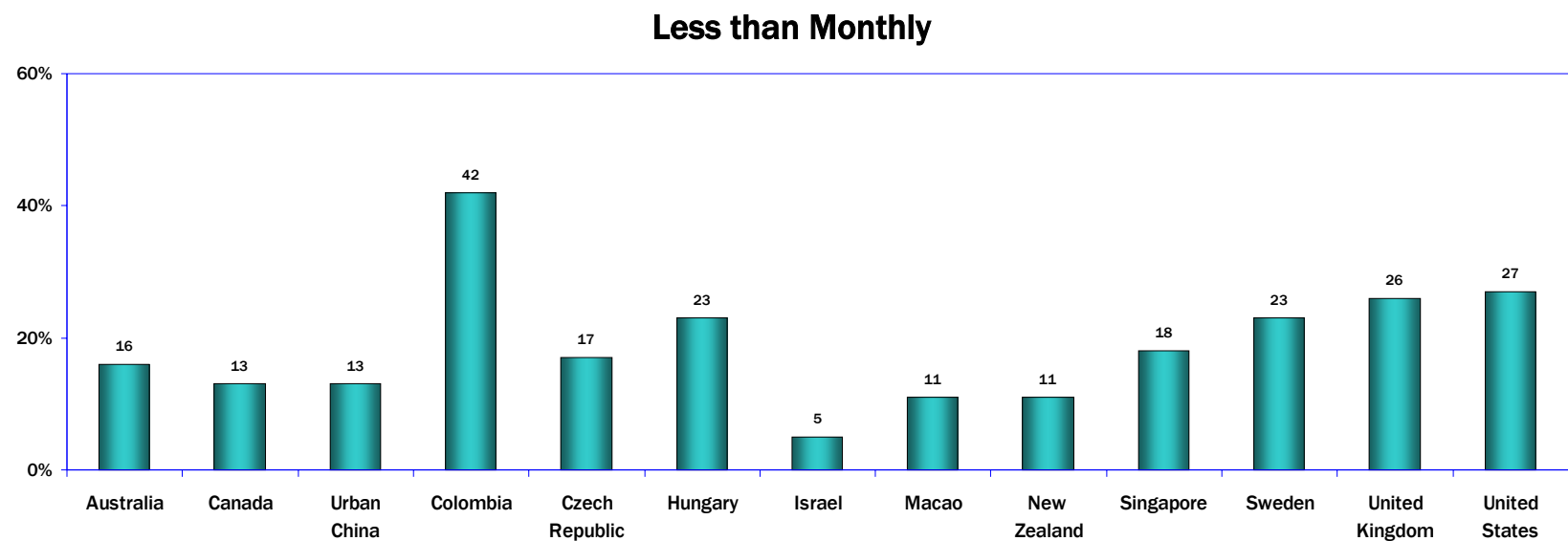


Q24A M-1A

35. Looking up the Definition of a Word: Detailed Responses



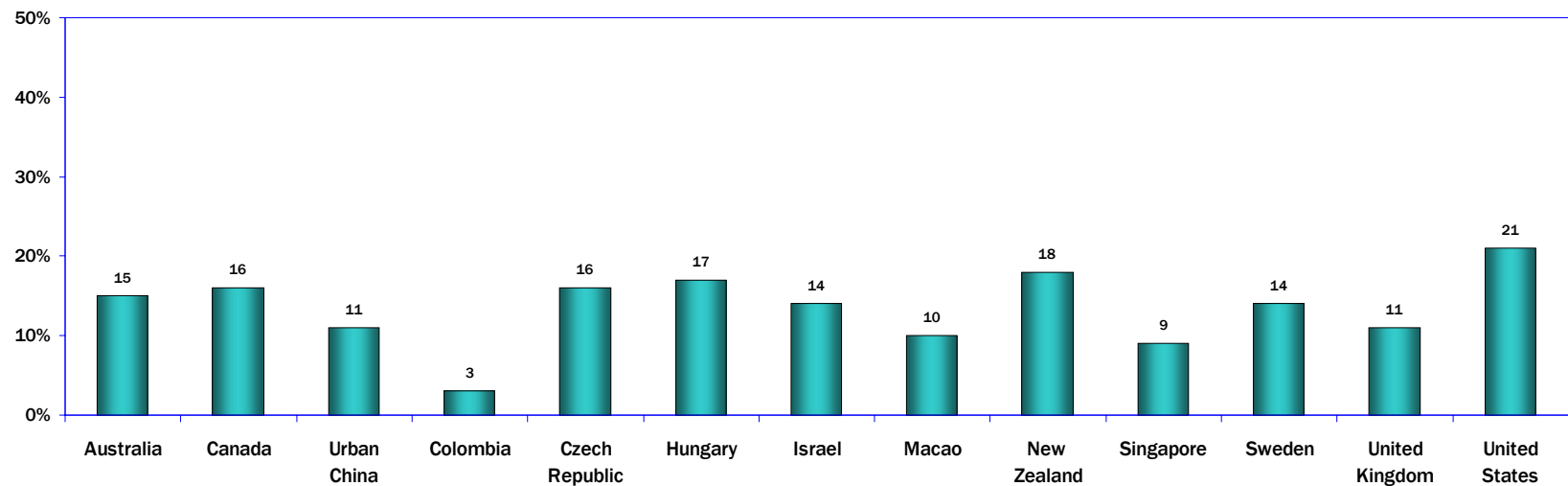
Q24A M-1A-1



Q24A M-1A-2

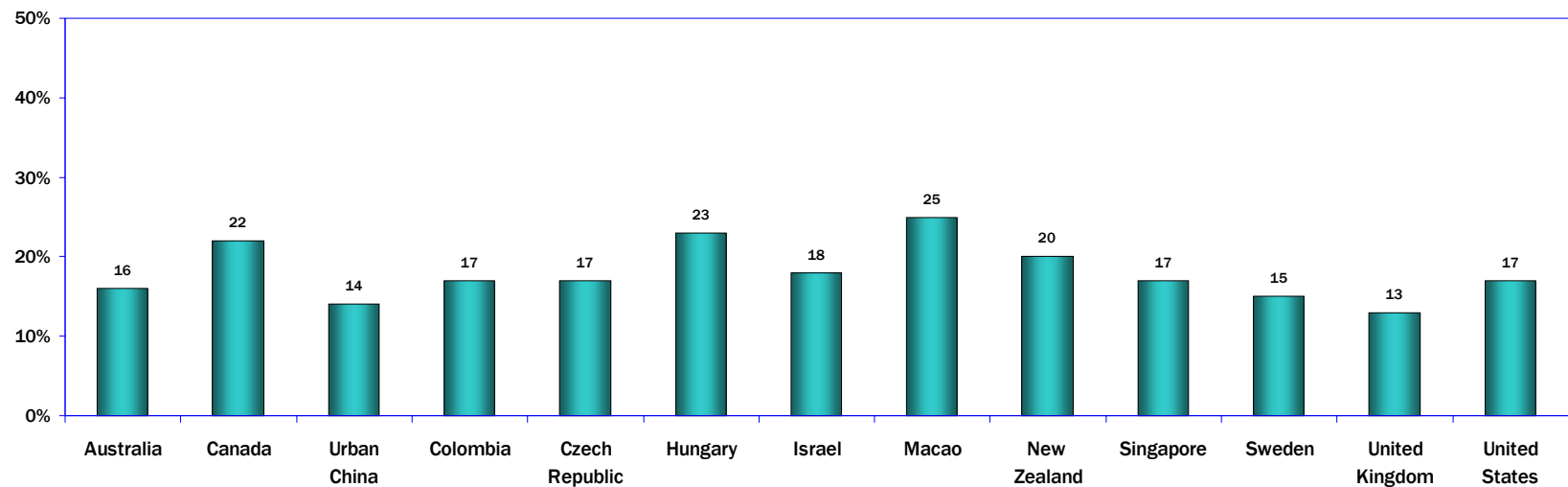
35. Looking up the Definition of a Word: Detailed Responses

Monthly



Q24A M-1A-3

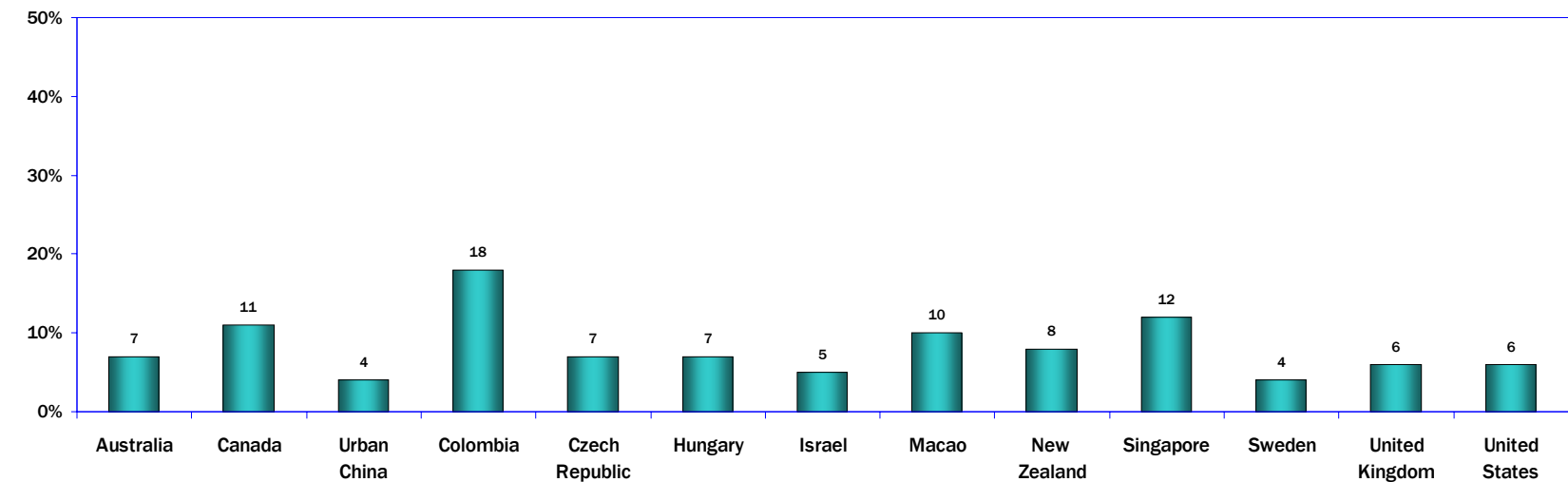
Weekly



Q24A M-1A-4

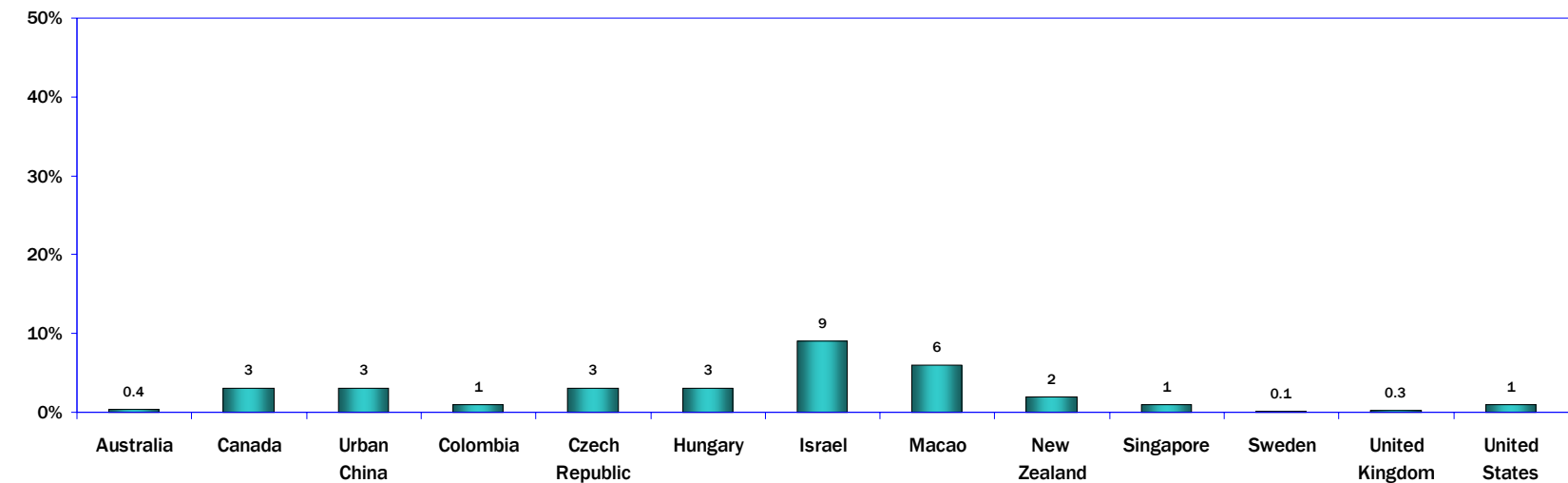
35. Looking up the Definition of a Word: Detailed Responses

Daily



Q24A M-1A-5

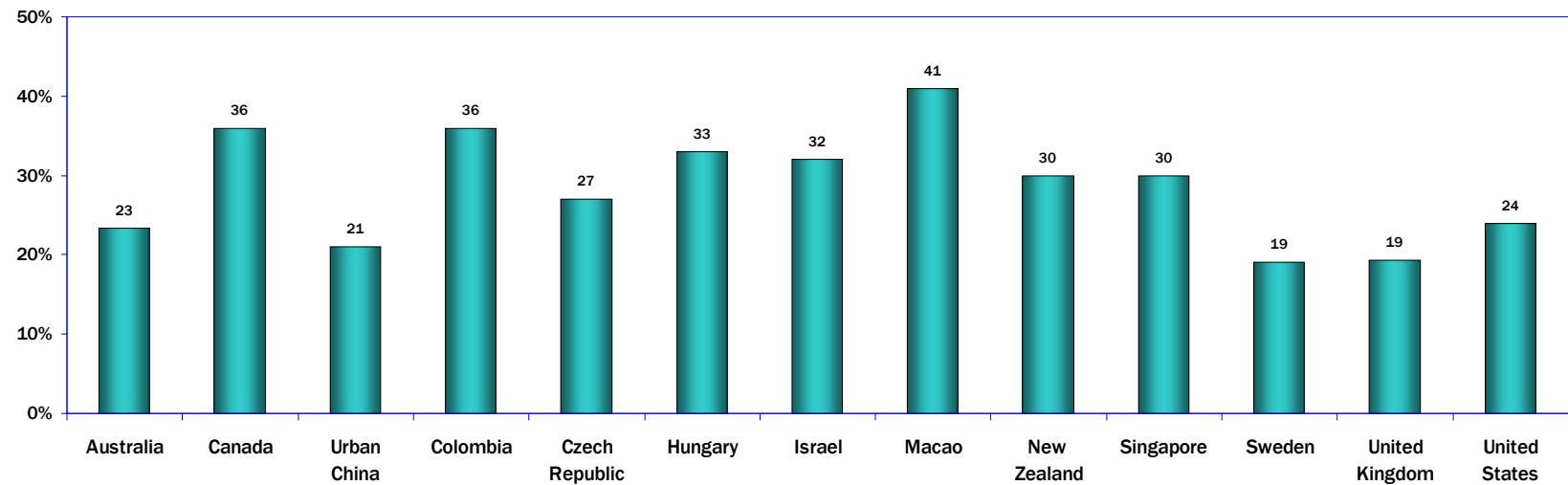
Several Times a Day



Q24A M-1A-6

35. Looking up the Definition of a Word: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a day)



Q24A M-1A-4-6

Findings

World Internet Project 2009

Online Purchasing Views about Credit Card Security

36. Internet Purchasing: Frequency

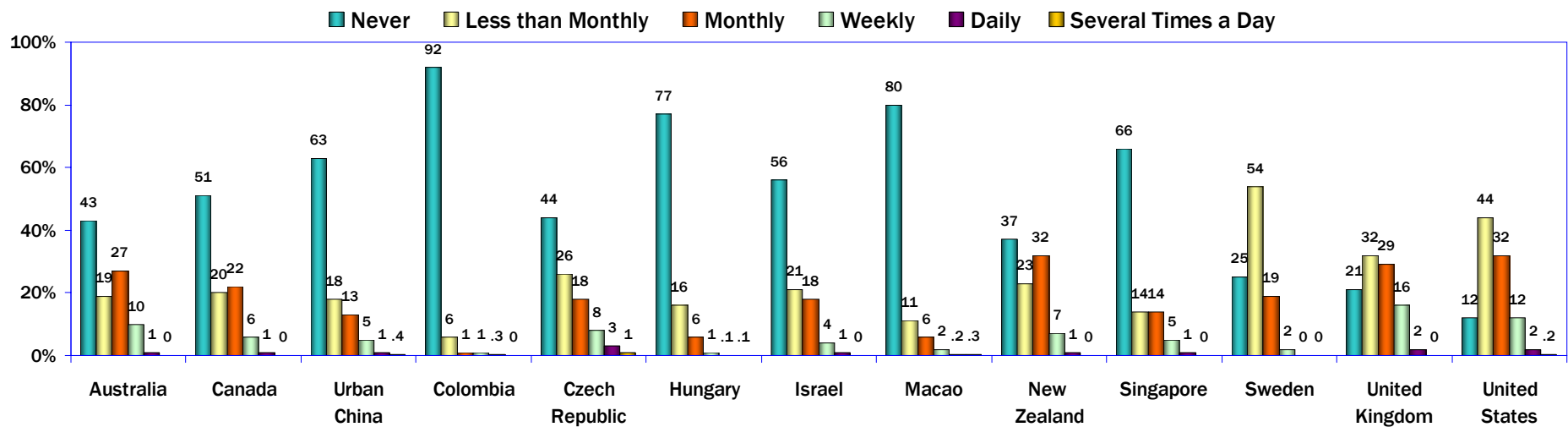
Purchasing online is not a part of the regular Internet experience in many of the WIP countries.

The WIP countries and regions report a wide range of online buying frequency; for instance, the percentage of users who never buy online ranges from 12 percent in the United States to 92 percent in Colombia. In total, ten of the countries and regions reported 37 percent or more of users who never buy online; in seven of the countries, more than half of those who go online have never made a purchase.

Looking at users who do buy online, four countries and regions reported double-digit percentages of users who buy online at least weekly: the United Kingdom (18 percent), the United States (14 percent), and Australia and the Czech Republic (12 percent).

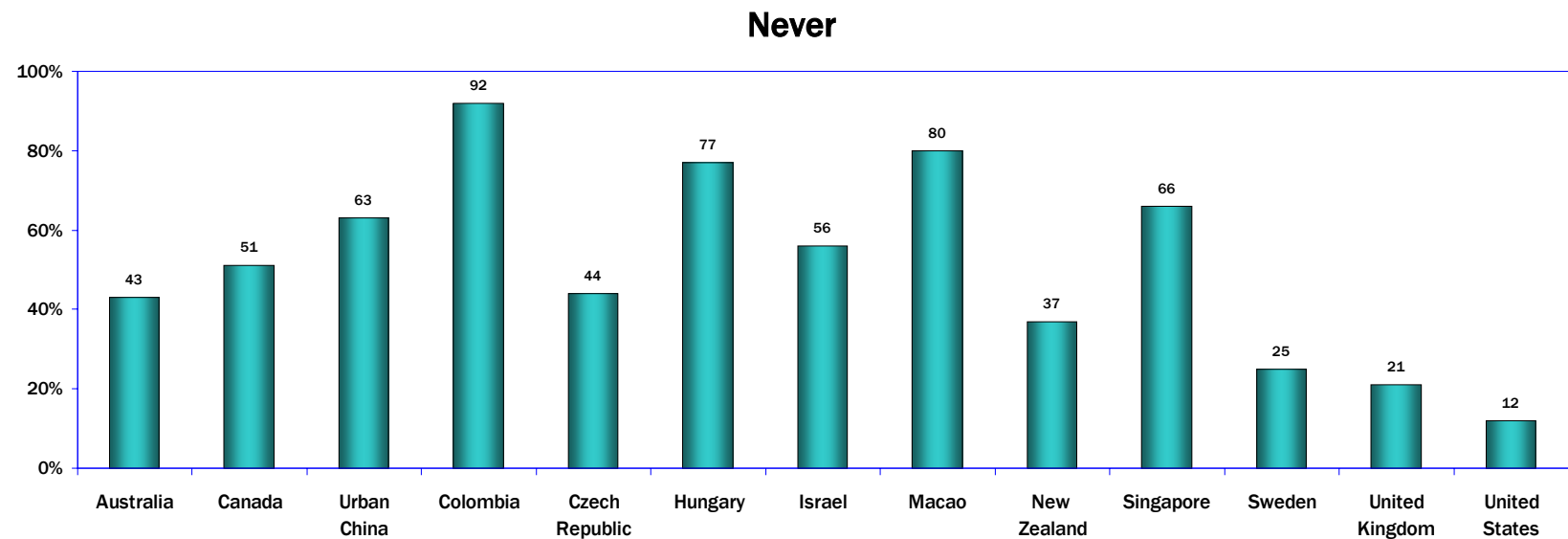
In nine countries and regions, more than 20 percent of users report buying online at least monthly, with the highest percentages in the United Kingdom (47 percent), the United States (46 percent), New Zealand (40 percent), and Australia (38 percent).

Online Purchasing
(Internet Users Age 18 and Older)

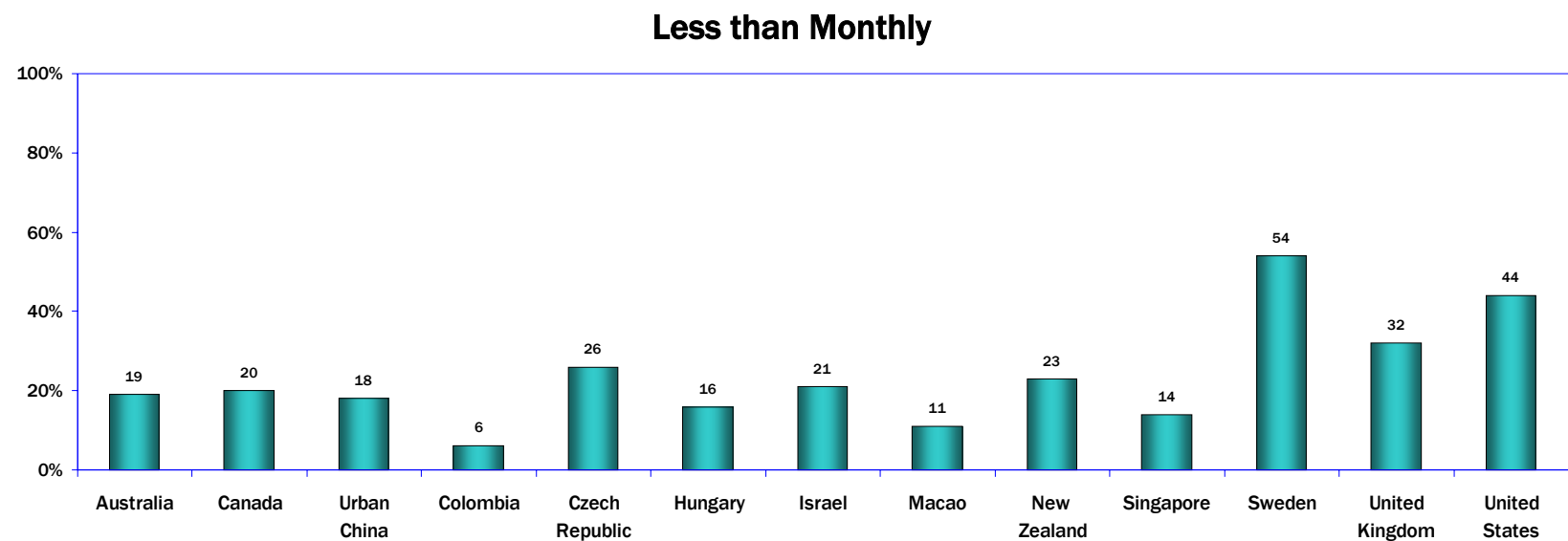


Q23B M-1B

36. Internet Purchasing: Detailed Responses



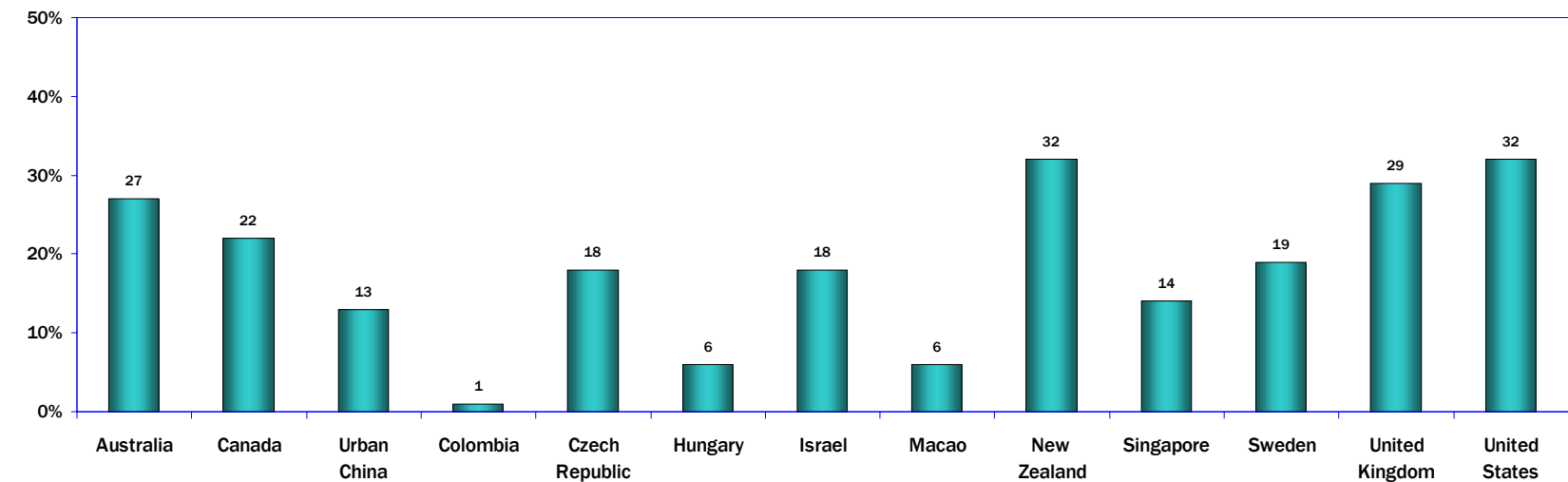
Q23B M-1B-1



Q23B M-1B-2

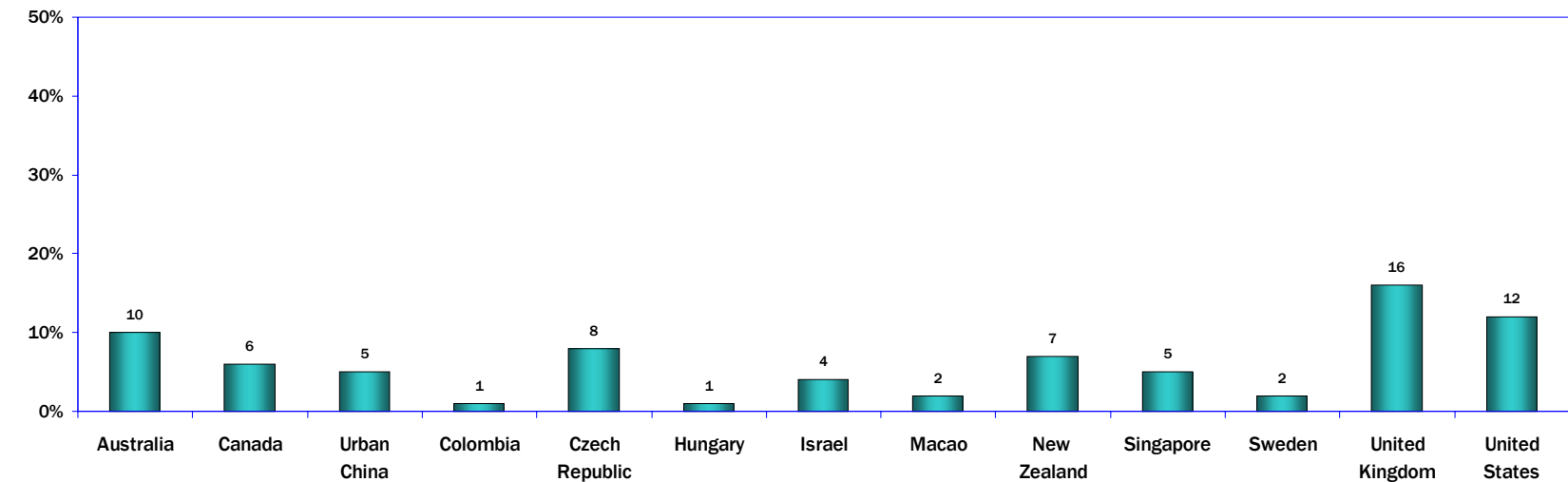
36. Internet Purchasing: Detailed Responses

Monthly



Q23B M-1B-3

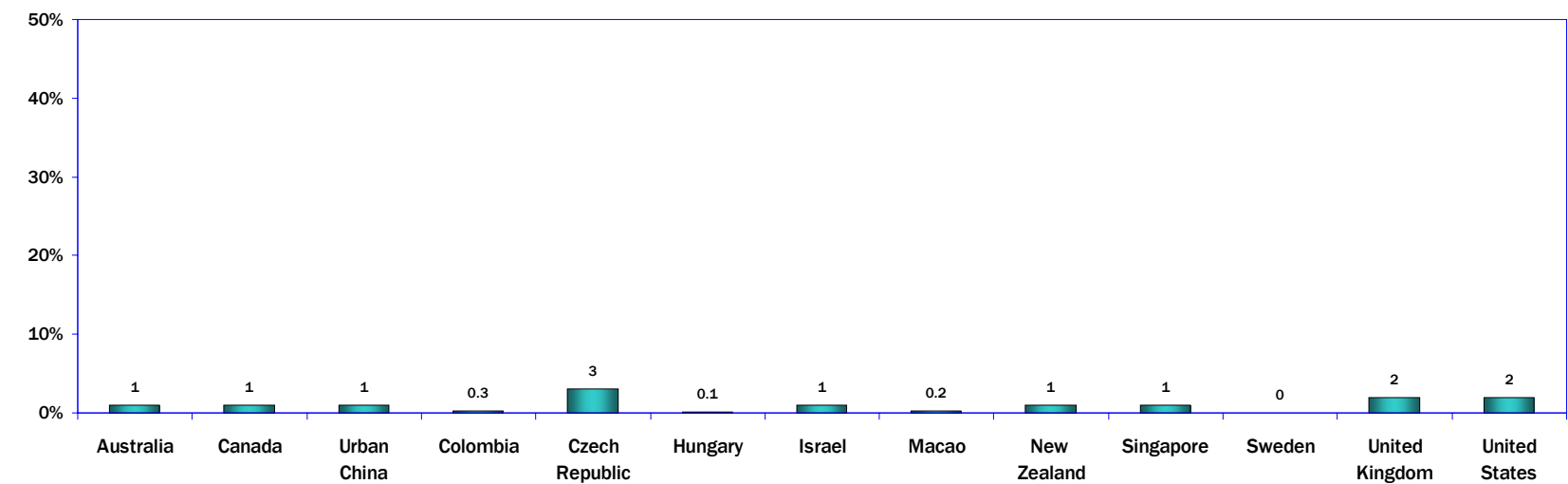
Weekly



Q23B M-1B-4

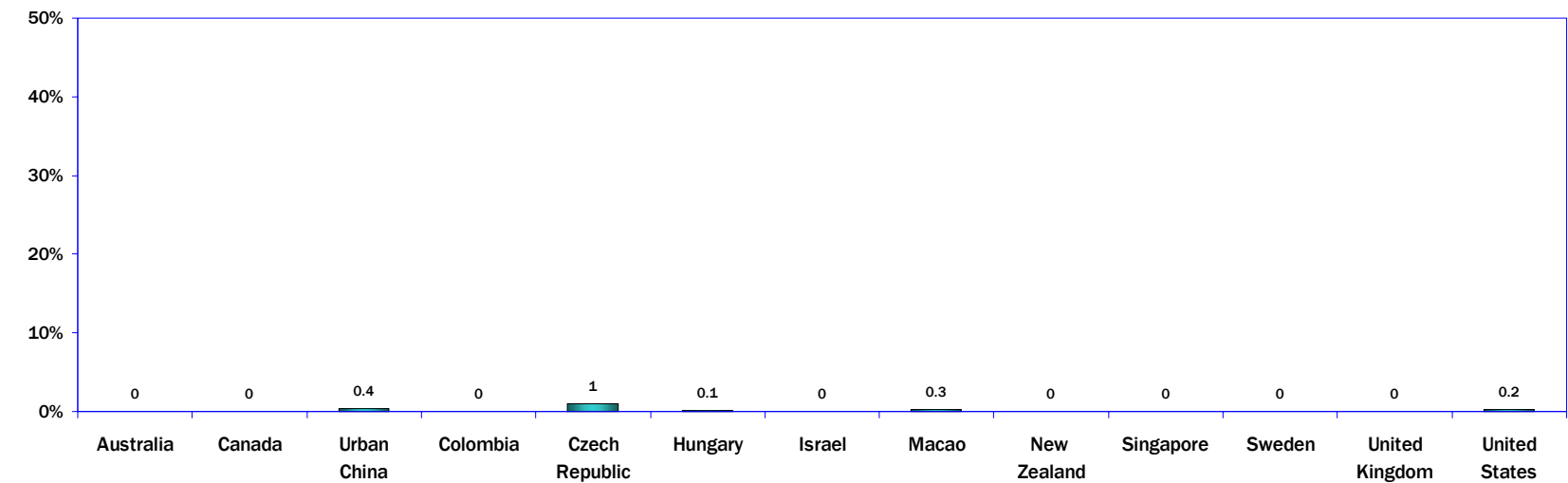
36. Internet Purchasing: Detailed Responses

Daily



Q23B M-1B-5

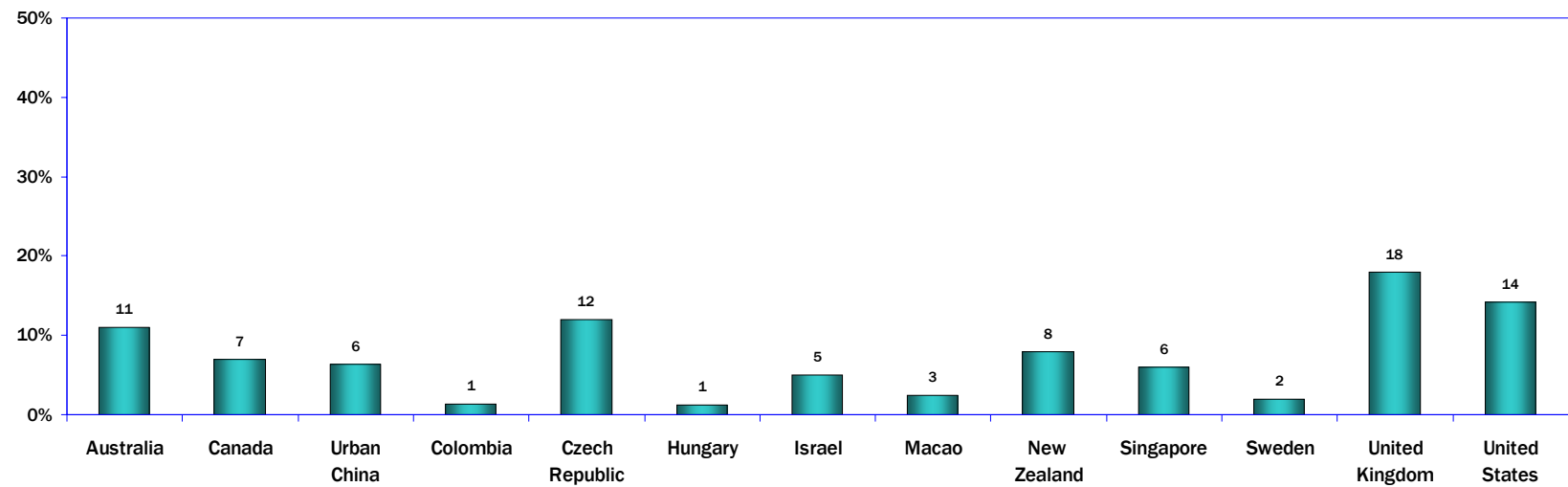
Several Times a Day



Q23B M-1B-6

36. Internet Purchasing: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)

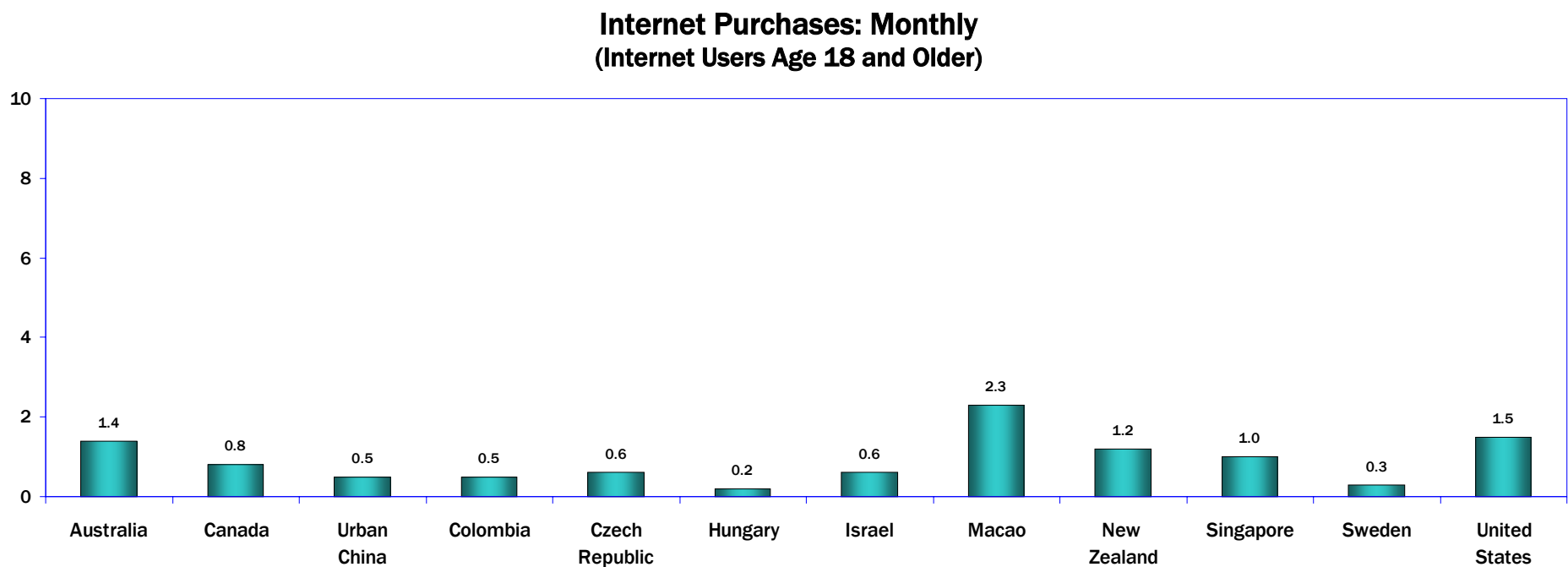


Q23B M-1B-4-6

37. Buying Online: How Many Purchases Per Month?

Online purchasing remains at relatively low levels in most of the countries and regions in the World Internet Project, with only Macao reporting more than two purchases per month.

For findings on how often users go online to find product information, see page 86.



(Not including payments for Internet connection, or bill payments for non-Internet services such as gas or phone)

Q6 JC-1

38. Concerns about Credit Card Security

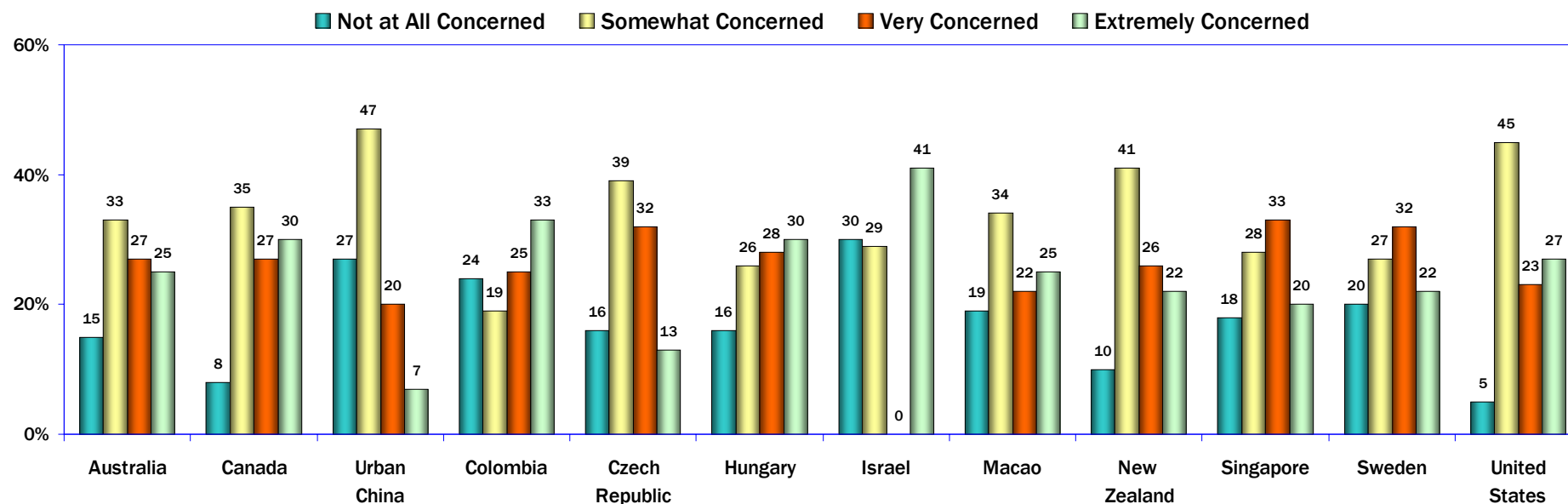
Levels of concern about the security of credit card information during online purchasing are high. At least 70 percent of Internet users age 18 or older in all of the WIP countries and regions report some level of concern when or if they bought something online.

Israel reported a relatively high percentage of non-concern (30 percent), with urban China (27 percent) and Colombia (24 percent) reporting the next highest levels of non-concern.

In seven countries in the World Internet Project, 50 percent or more of respondents are very concerned or extremely concerned about the security of credit card information when buying online: Colombia, with its relatively high percentage of non-concern, nevertheless reported 58 percent of users who are very or extremely concerned.

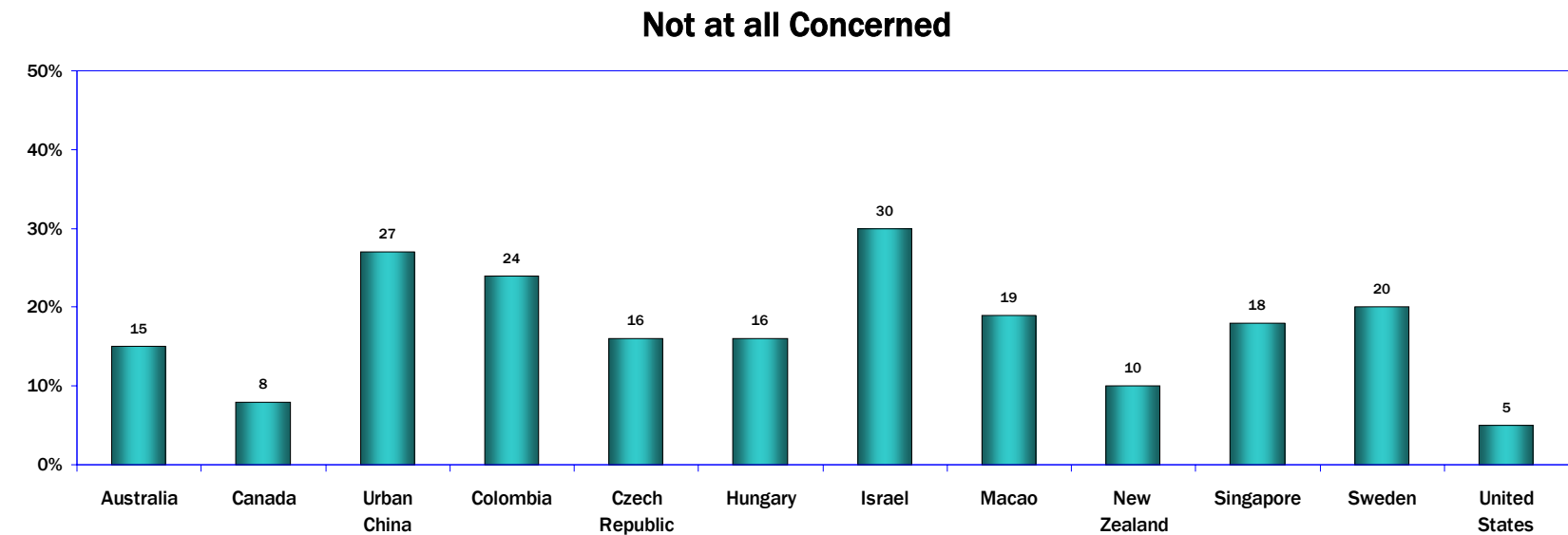
Other high levels of concern (very or extremely high) were reported in Hungary (58 percent), Canada (57 percent), Sweden (54 percent), Singapore (53 percent), Australia (52 percent), and the United States (50 percent).

**Concerns about the Credit Card Security
when or if Users Ever Bought Something Online
(Internet Users Age 18 and Older)**

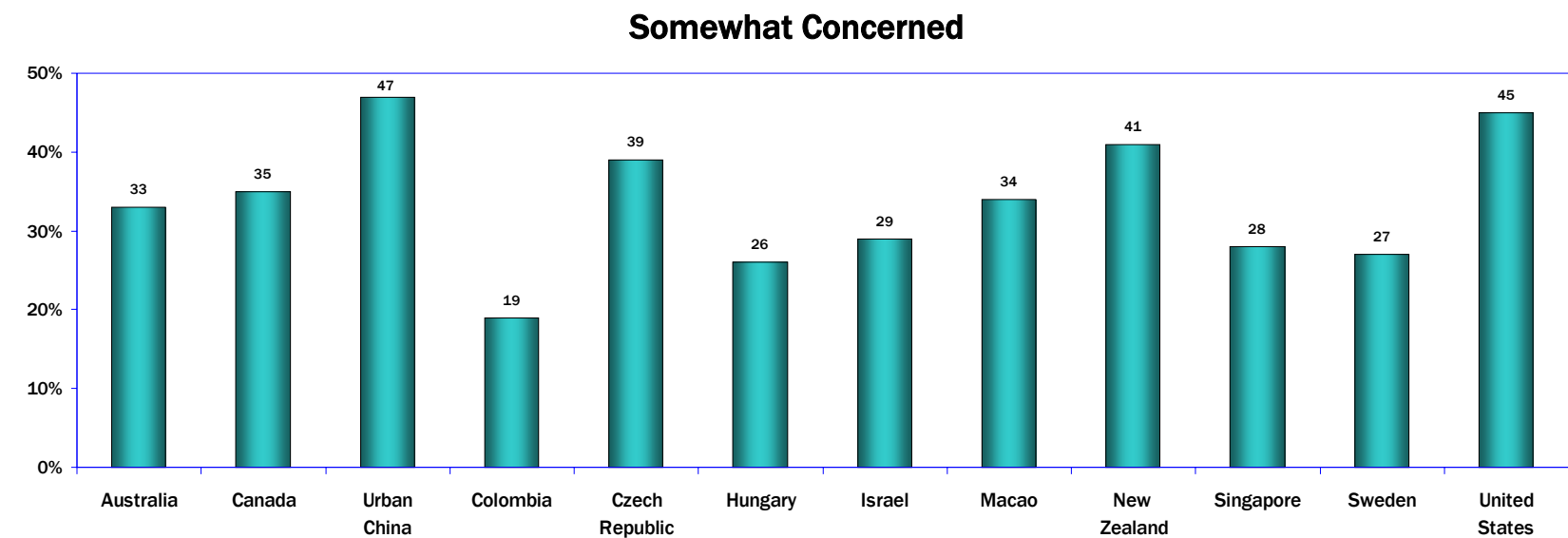


Q7 S-1

38. Concerns about Credit Card Security: Detailed Responses



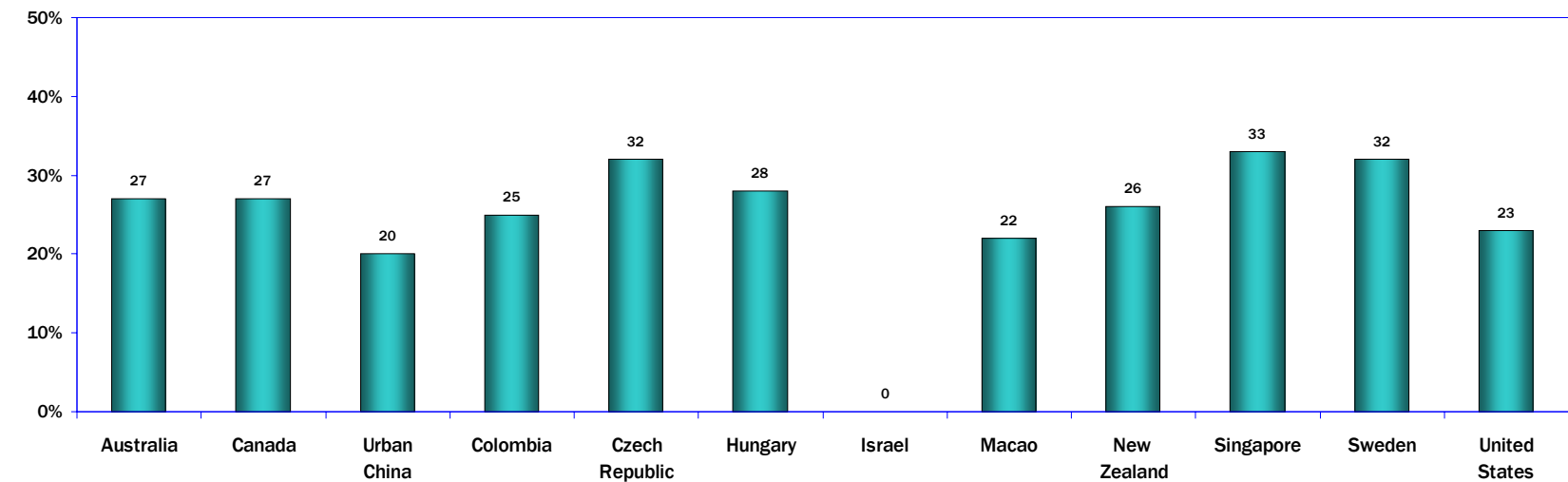
Q7 S-1A



Q7 S-1B

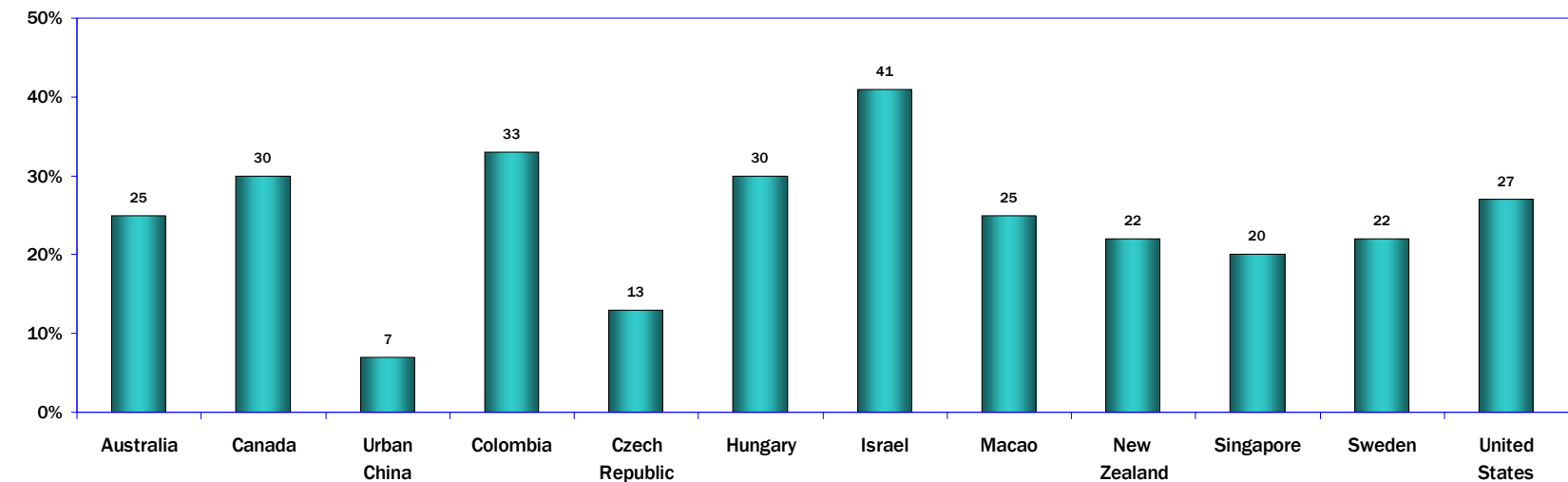
38. Concerns about Credit Card Security: Detailed Responses

Very Concerned



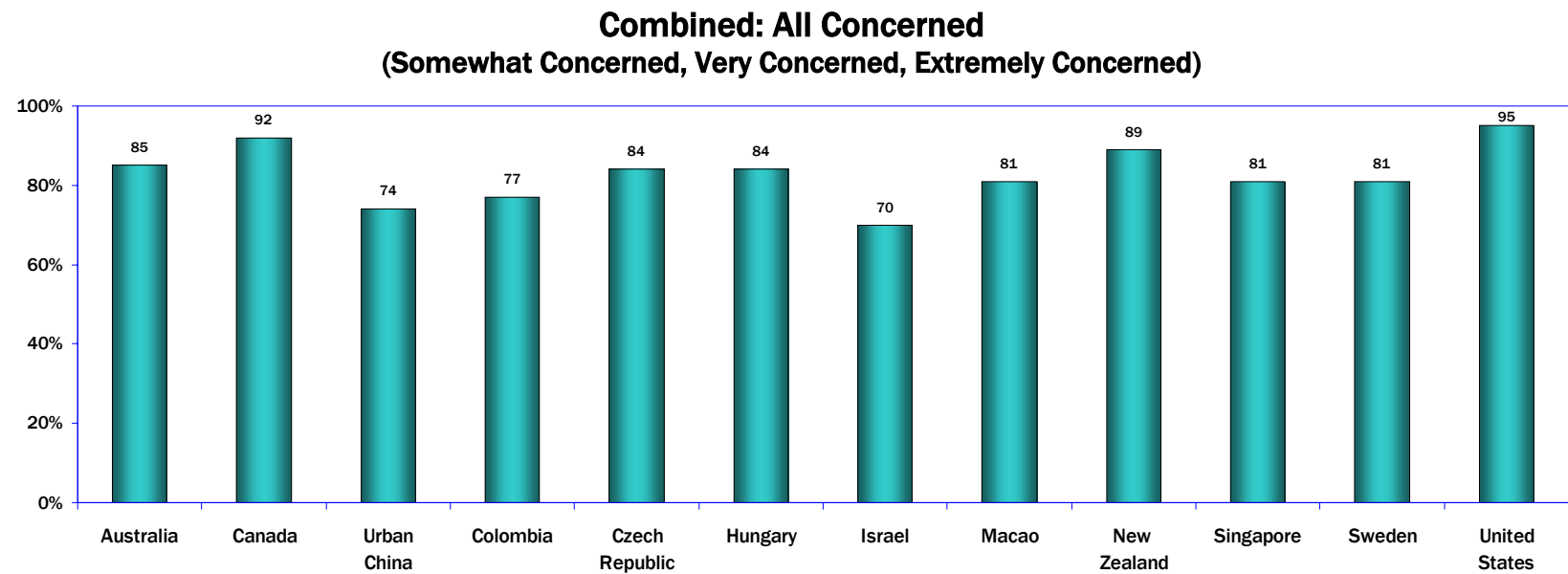
Q7 S-1C

Extremely Concerned



Q7 S-1D

38. Concerns about Credit Card Security: Detailed Responses



Q7 S-1B-D

Findings

World Internet Project 2009

The Internet and Social Connections

Internet Use and Online Connections to Others

39. Online Contact for Hobbies and Recreation

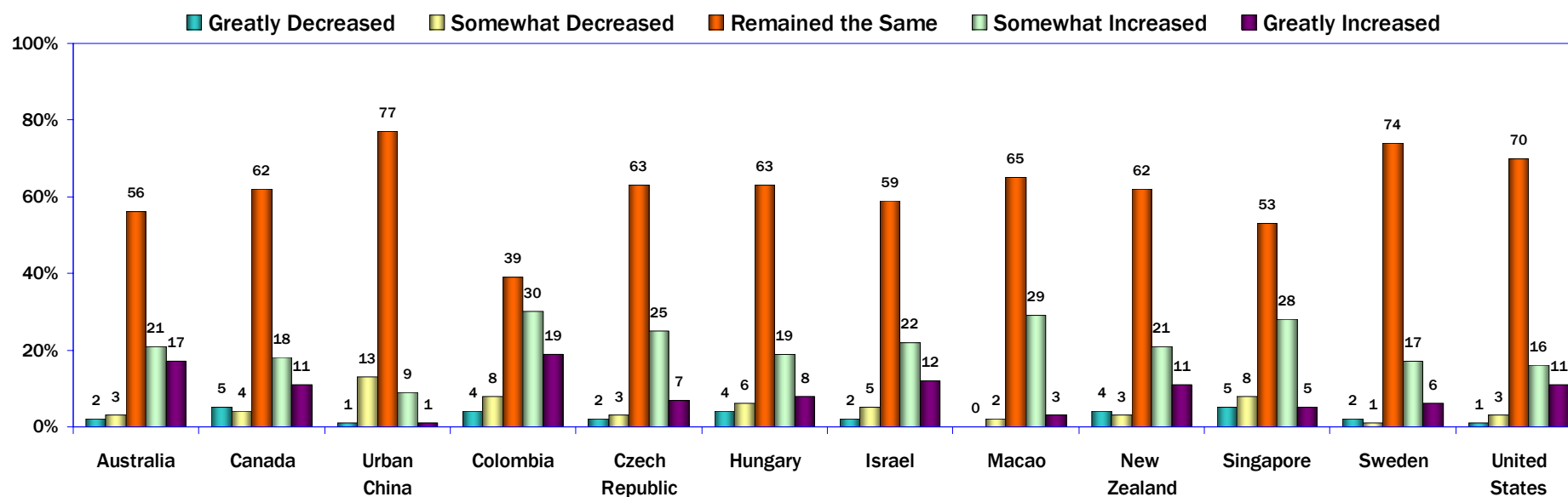
Users in all of the World Internet Project countries and regions report that Internet use has increased their contact with people who share their hobbies or recreational activities.

Almost half of users in Colombia (49 percent) report that Internet use has increased their contact with people who share their hobbies or recreational activities -- the highest level among the WIP countries and regions.

Other countries and regions with more than 25 percent of respondents reporting increases are Australia, Canada, the Czech Republic, Hungary, Israel, Macao, New Zealand, Singapore, Sweden, and the United States.

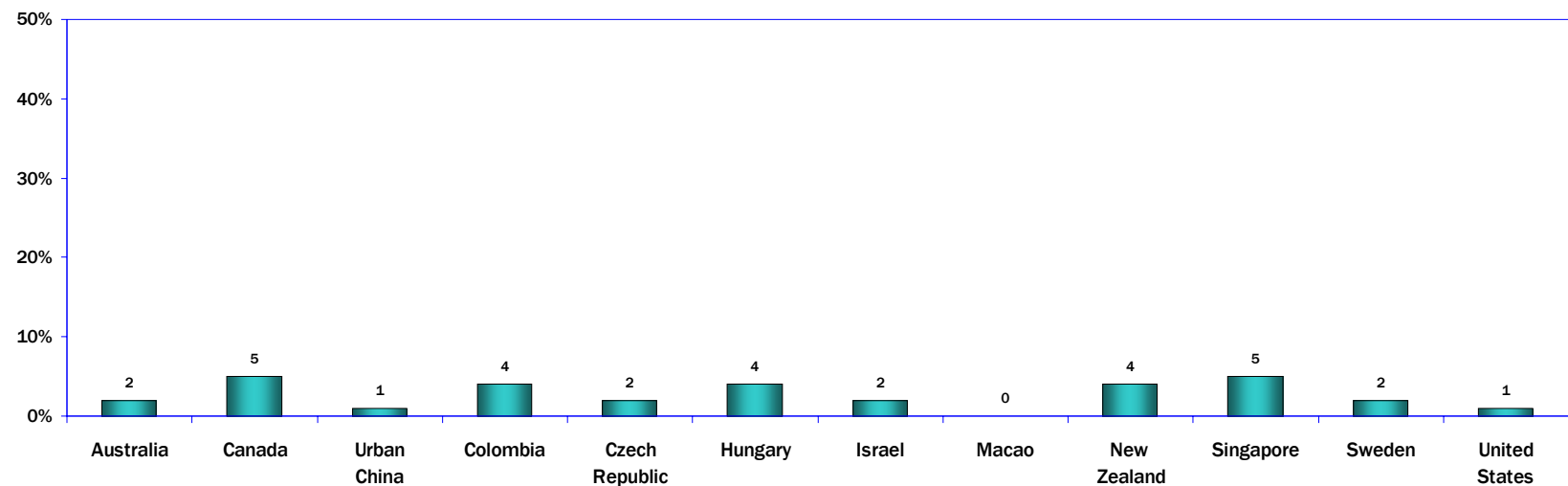
However, in all of the WIP countries and regions except Colombia, more than half of users say that the Internet has no impact on their contact with people who share their hobbies or recreational activities.

**Internet Use: Effect on Contact with People
Who Share Users' Hobbies or Recreational Activities**
(Internet Users Age 18 and Older)



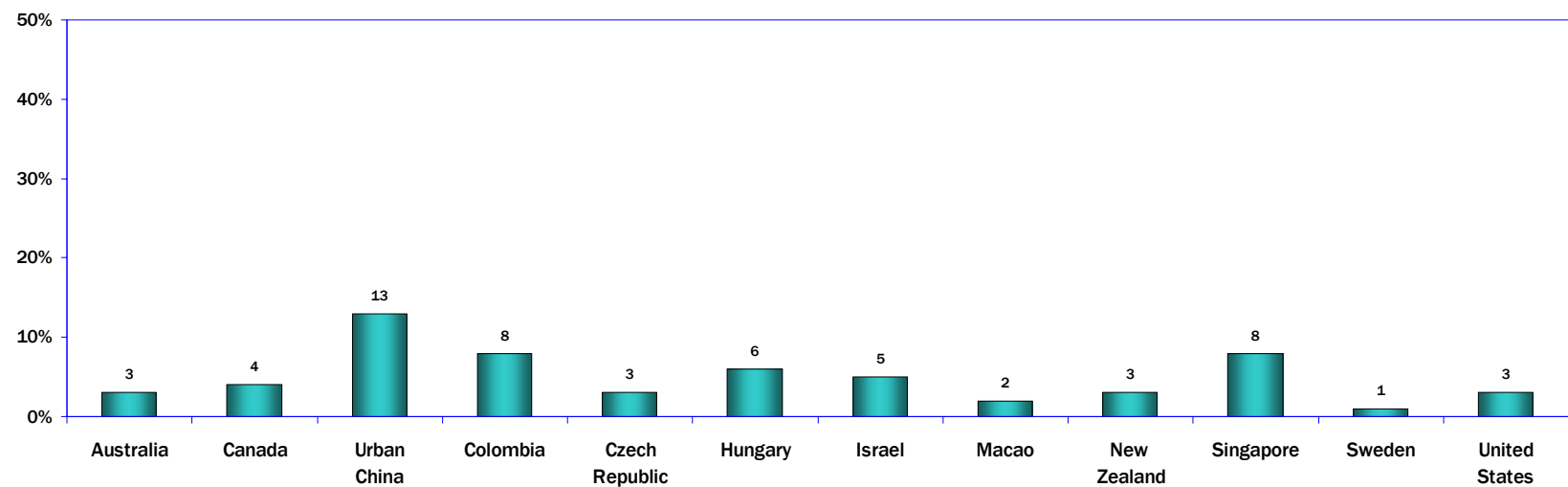
39. Online Contact for Hobbies and Recreation: Detailed Responses

Greatly Decreased



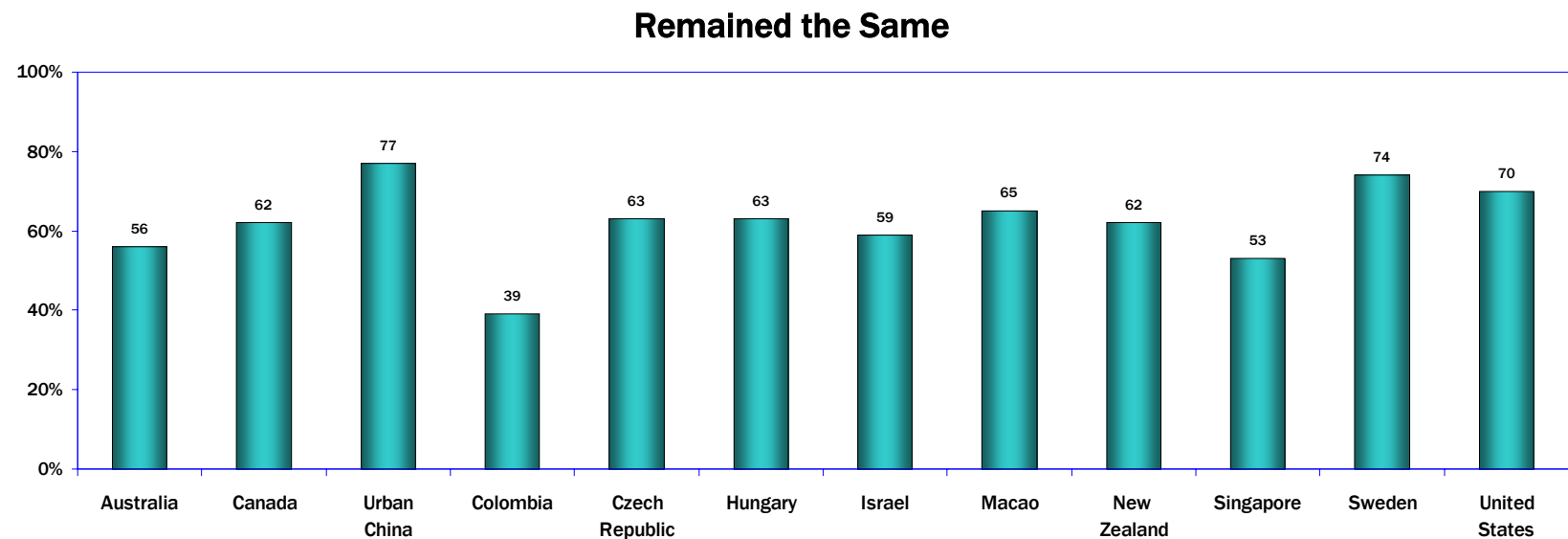
Q8A M-1A-1

Somewhat Decreased

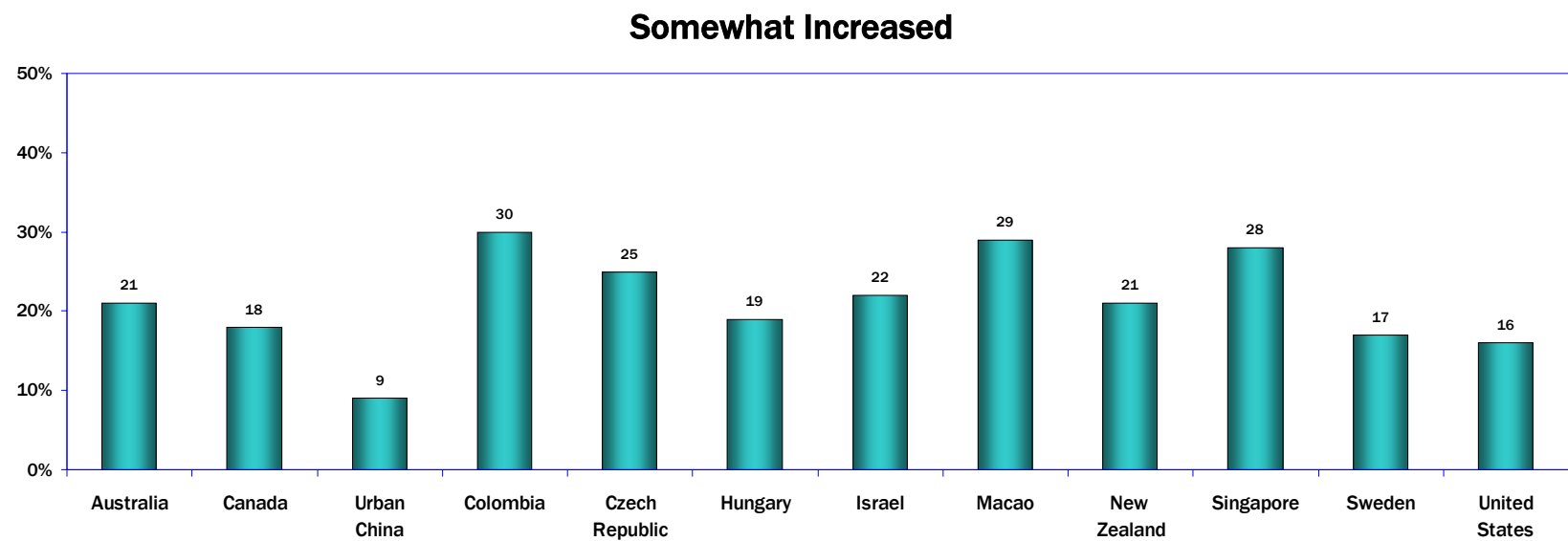


Q8A M-1A-2

39. Online Contact for Hobbies and Recreation: Detailed Responses

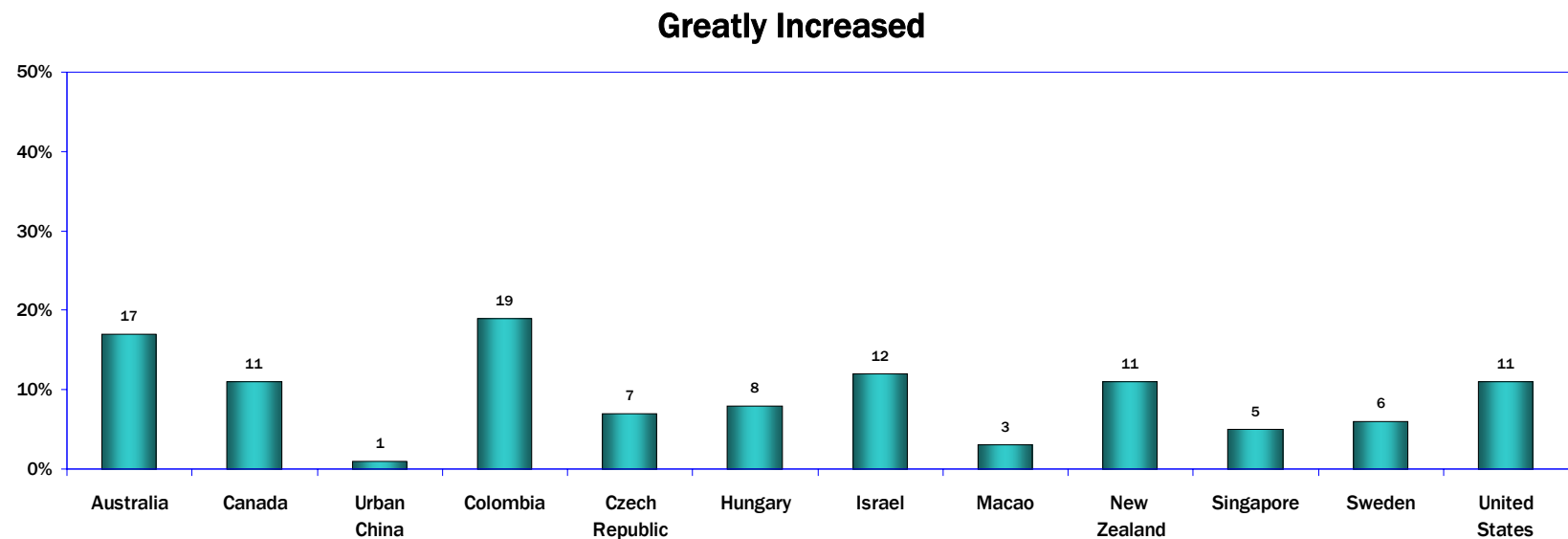


Q8A M-1A-3



Q8A M-1A-4

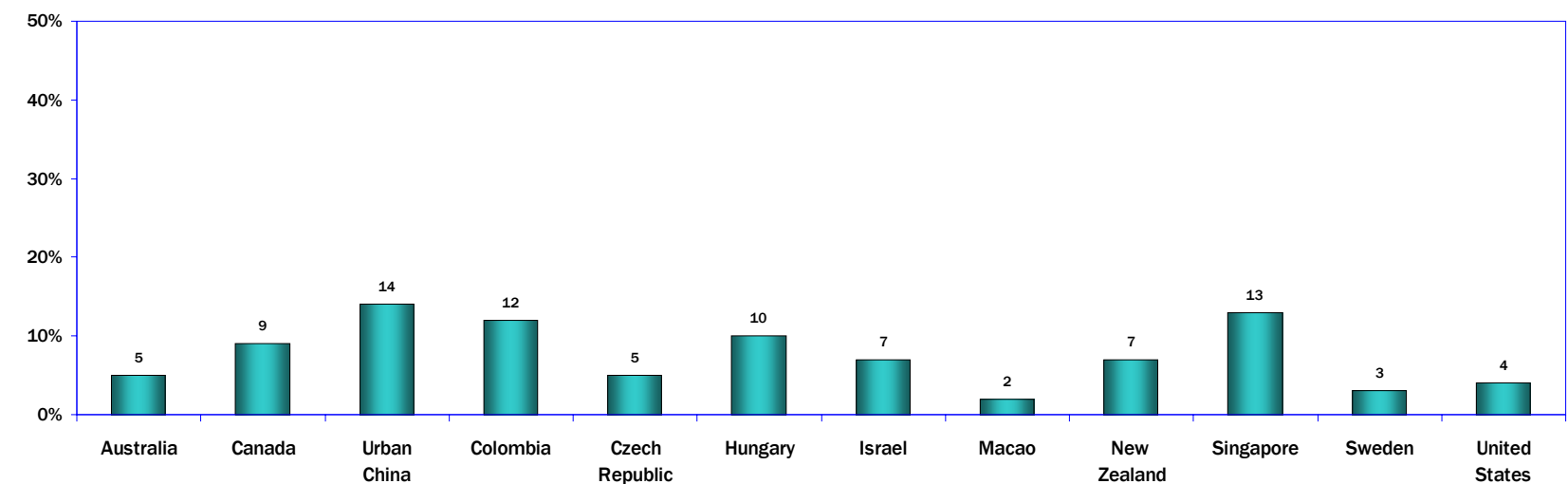
39. Online Contact for Hobbies and Recreation: Detailed Responses



Q8A M-1A-5

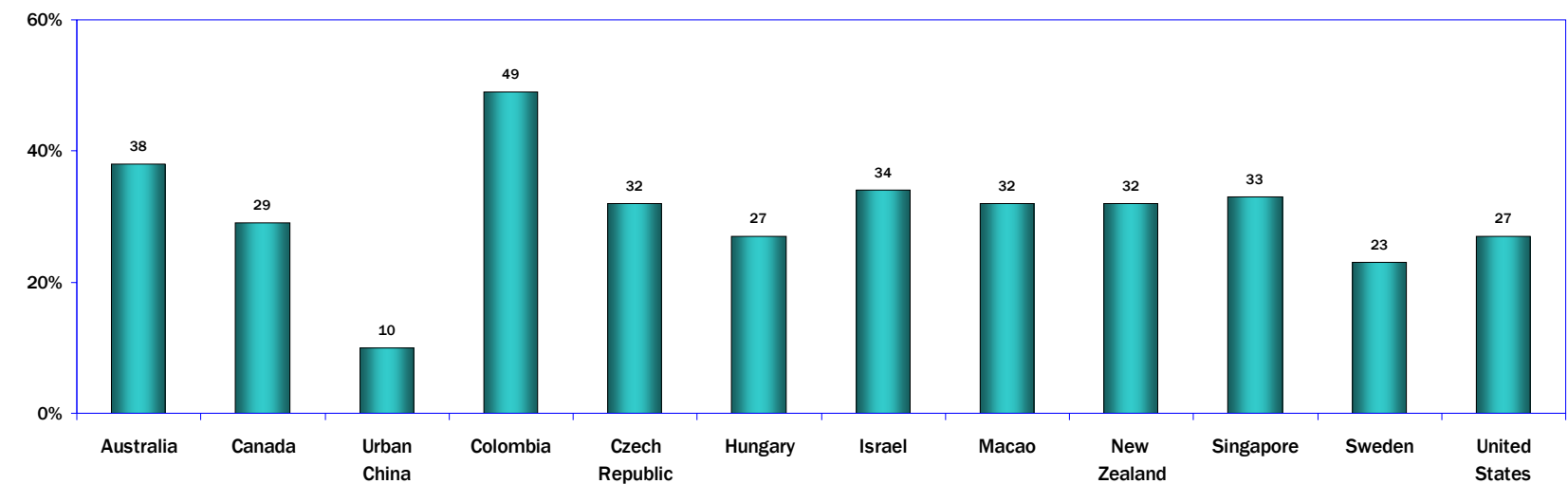
39. Online Contact for Hobbies and Recreation: Detailed Responses

Combined: Somewhat Decreased and Greatly Decreased



Q8A M1A-1-2

Combined: Somewhat Increased and Greatly Increased



Q8A M-1A-4-5

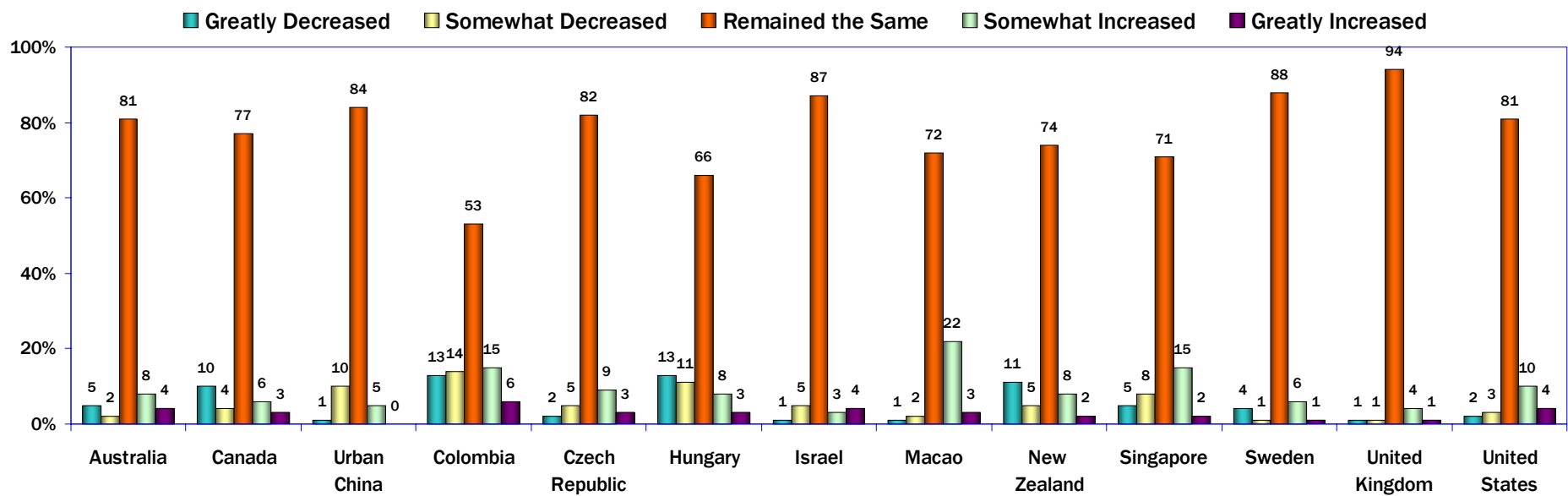
40. Online Contact for Political Engagement

Relatively low percentages of users report that the Internet has increased their contact with people who share their political interests. The highest percent of users who reported increased contact with people who share their political interests was in Macao (25 percent). Colombia was the only other participant with more than 20 percent of users reporting increased contact.

Colombia also reported 27 percent of users who said their contact has decreased with people who share their political interests; 24 percent in Hungary reported the same response.

In all of the WIP countries other than Colombia or Hungary, more than 70 percent of users say the Internet has no impact on their contact with people who share their political interests.

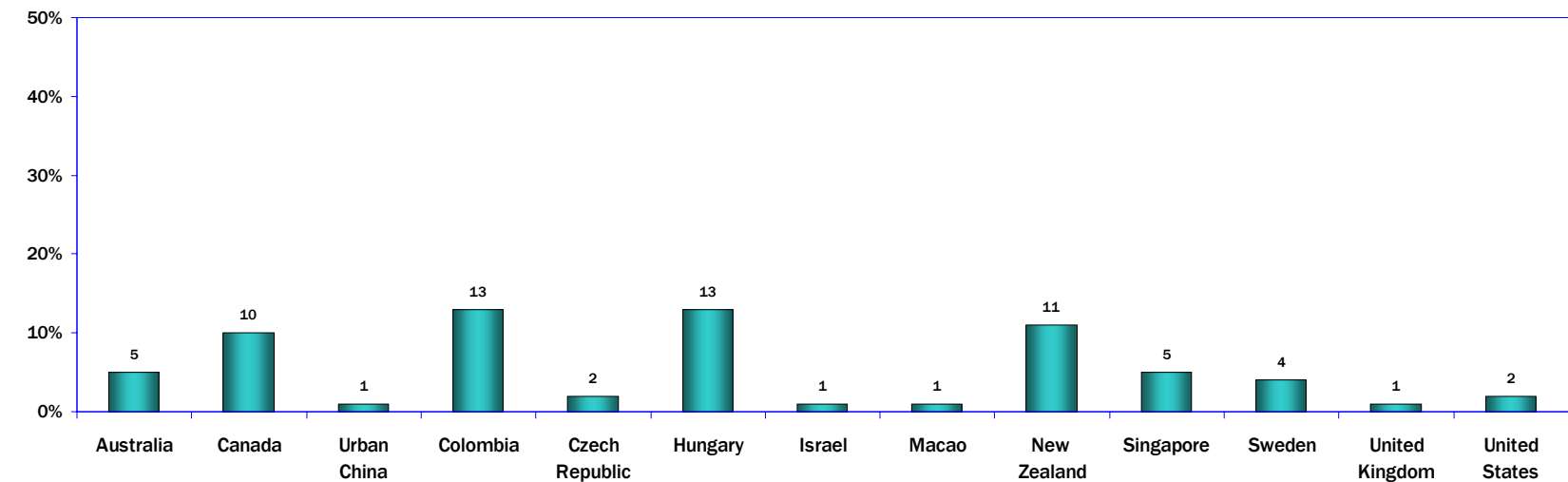
Internet Use: Effect on Contact with People Who Share Users' Political Interests (Internet Users Age 18 and Older)



Q8B M-1B

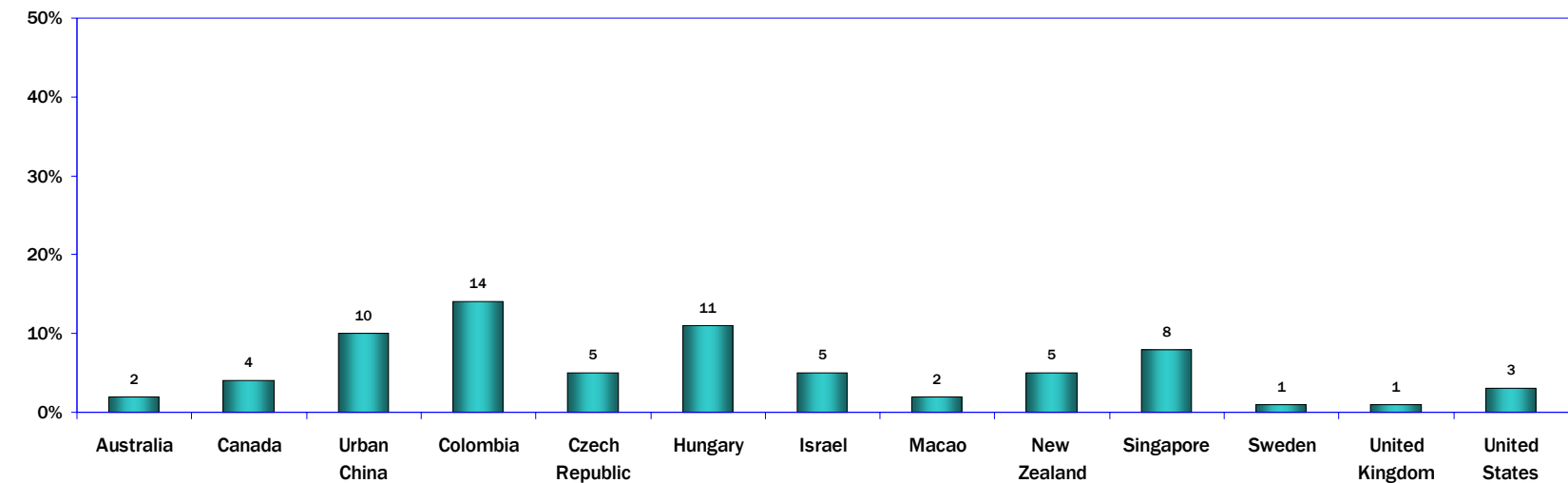
40. Online Contact for Political Engagement: Detailed Responses

Greatly Decreased



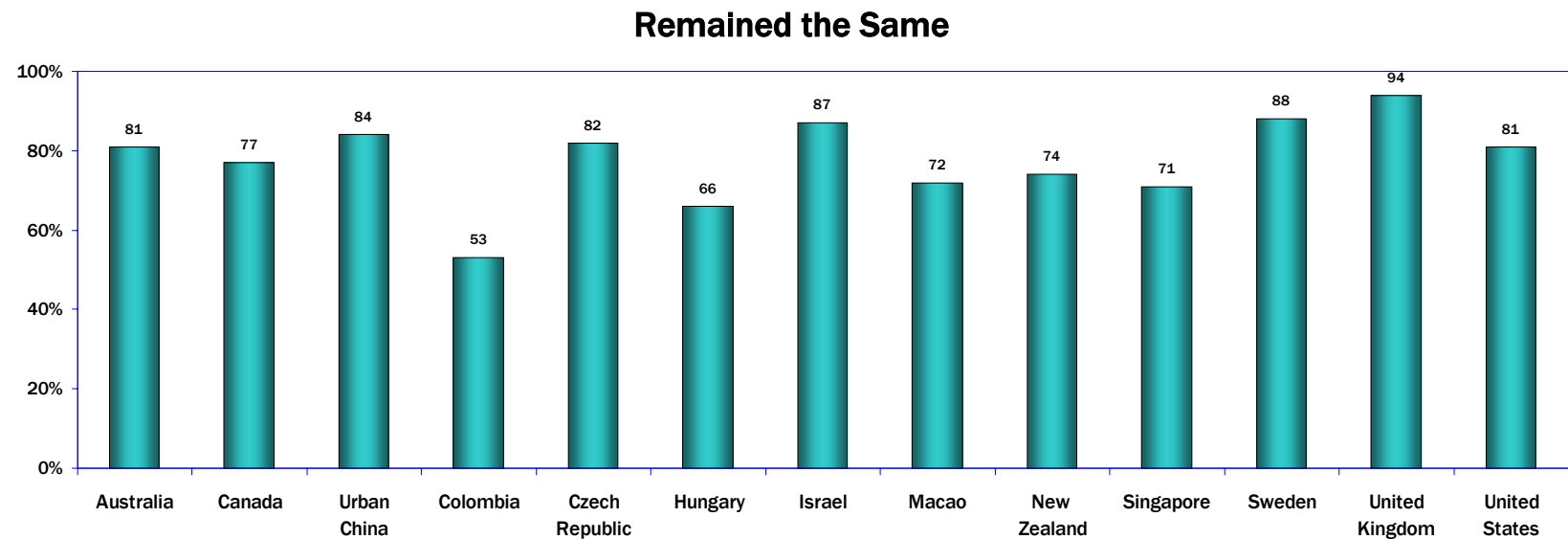
Q8B M-1B-1

Somewhat Decreased

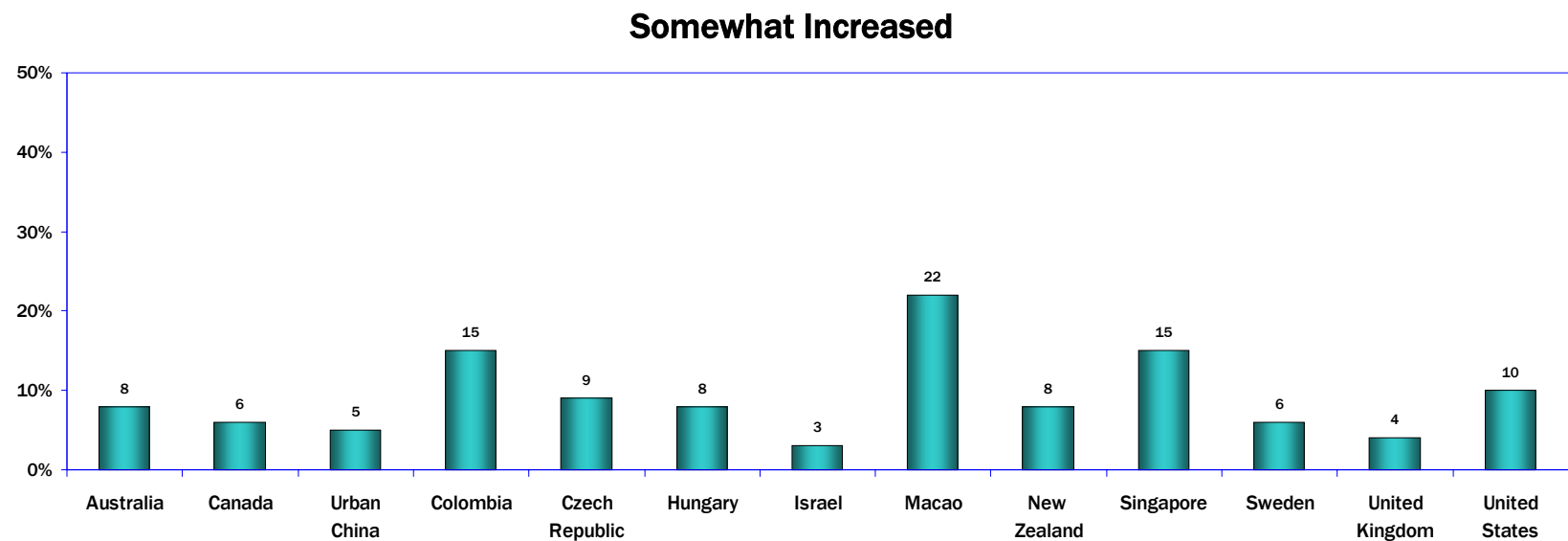


Q8B M-1B-2

40. Online Contact for Political Engagement: Detailed Responses

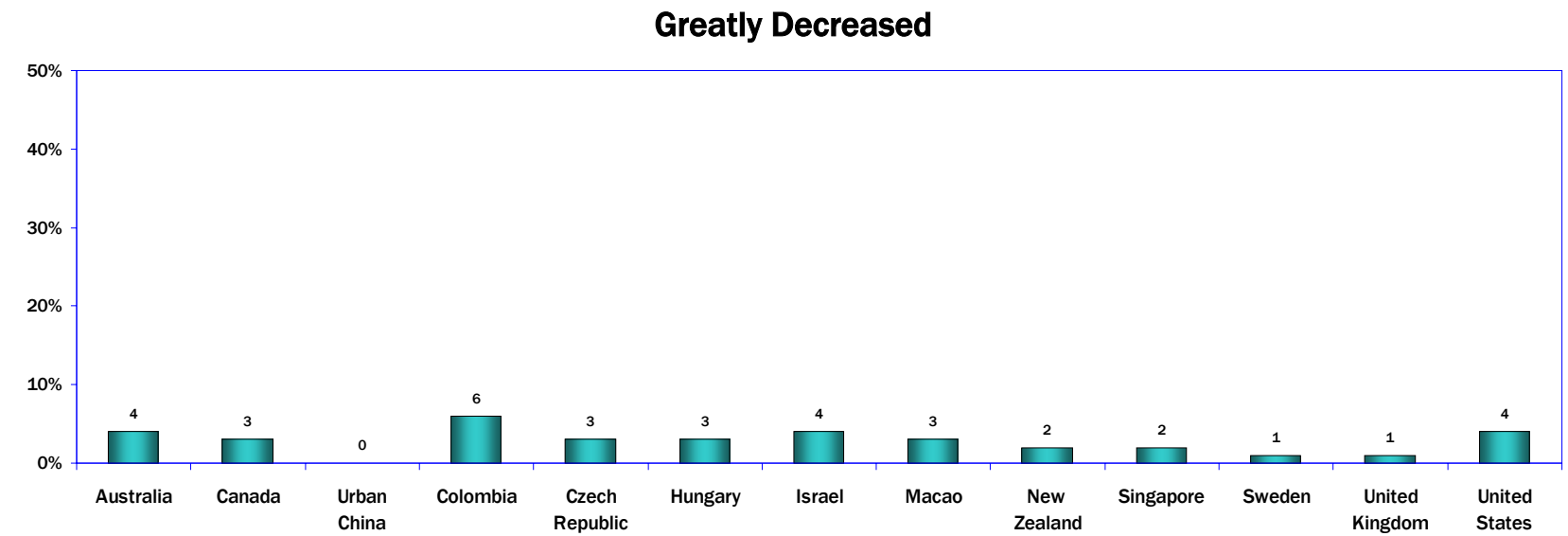


Q8B M-1B-3



Q8B M-1B-4

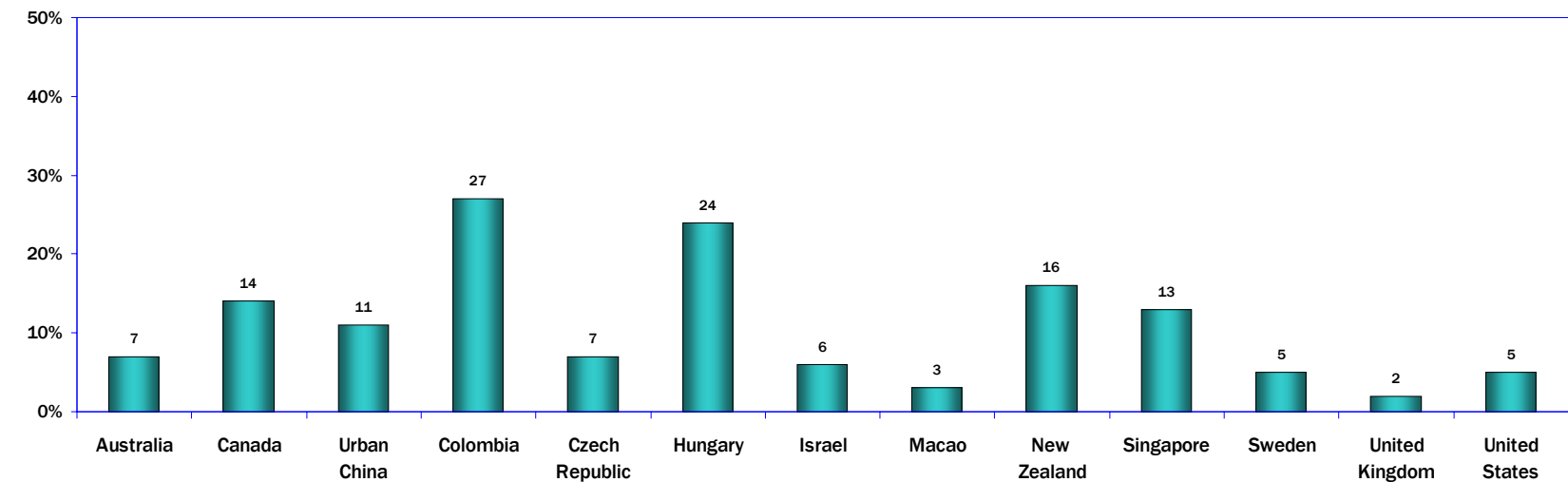
40. Online Contact for Political Engagement: Detailed Responses



Q8B M-1B-5

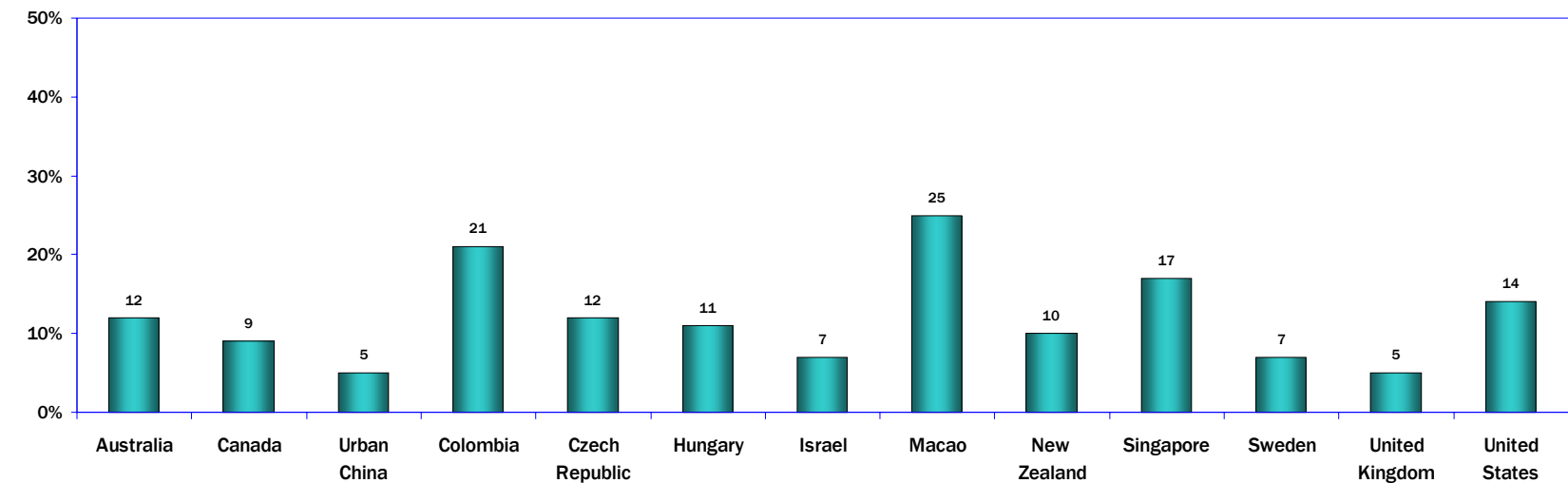
40. Online Contact for Political Engagement: Detailed Responses

Combined: Greatly Decreased or Somewhat Decreased



Q8B M-1B-1-2

Combined: Somewhat Increased or Greatly Increased



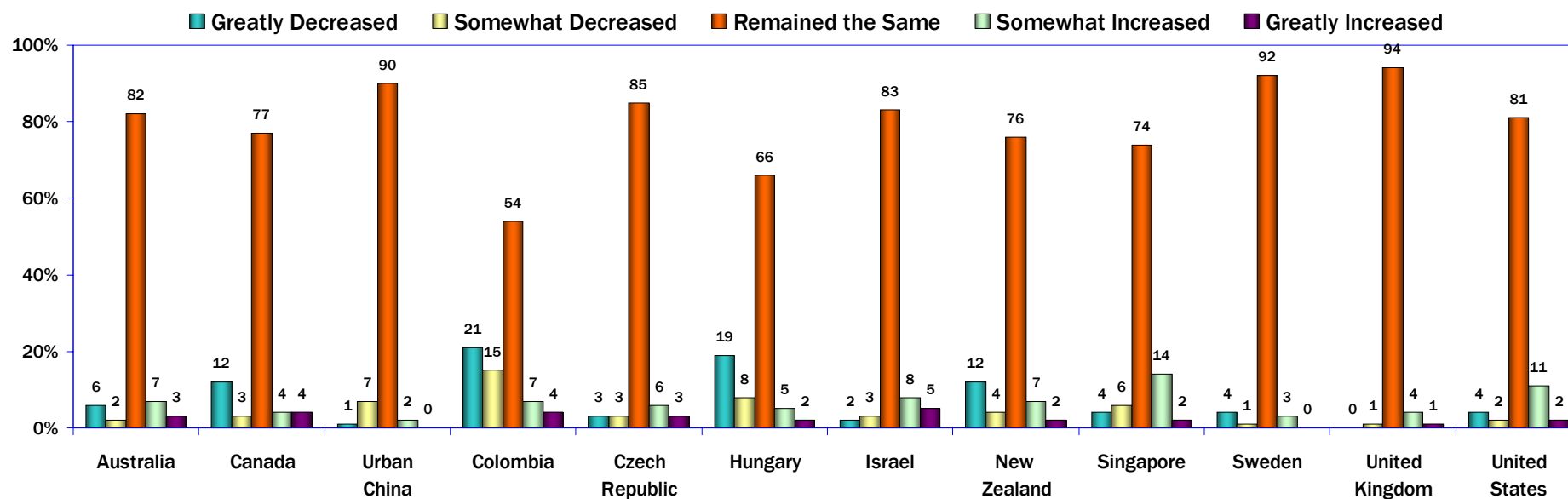
Q8B M-1B-4-5

41. Online Connections for Religion

Modest percentages of respondents in most of the WIP countries and regions said that Internet use has increased their contact with people who share their religion. Only Colombia, Israel, Singapore, and the United States report more than 10 percent of users who said that Internet use has increased their contact with people who share their religion.

As with responses to the question about the effect of the Internet on political contact, users in Colombia and Hungary reported the largest percentages of users who said their contact with people who share their religion has decreased since using the Internet. Yet in all of the other WIP countries and regions, more than 70 percent of users said the Internet had no impact.

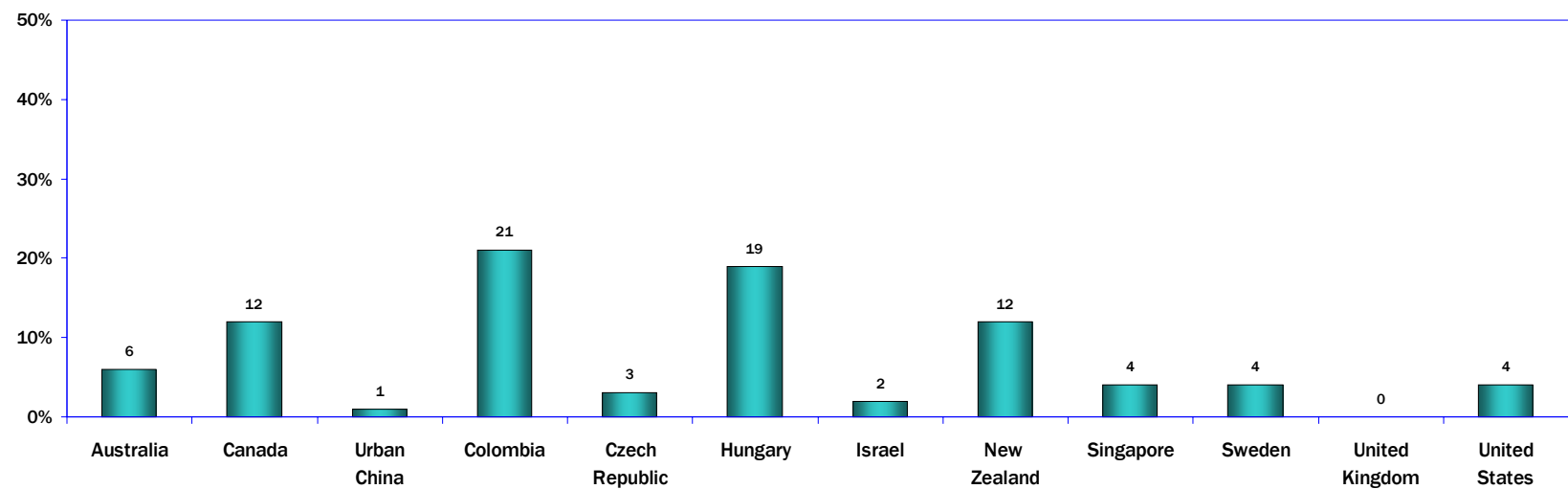
**Internet Use: Effect on Contact with People
Who Share Users' Religion
(Internet Users Age 18 and Older)**



Q8C M1-C

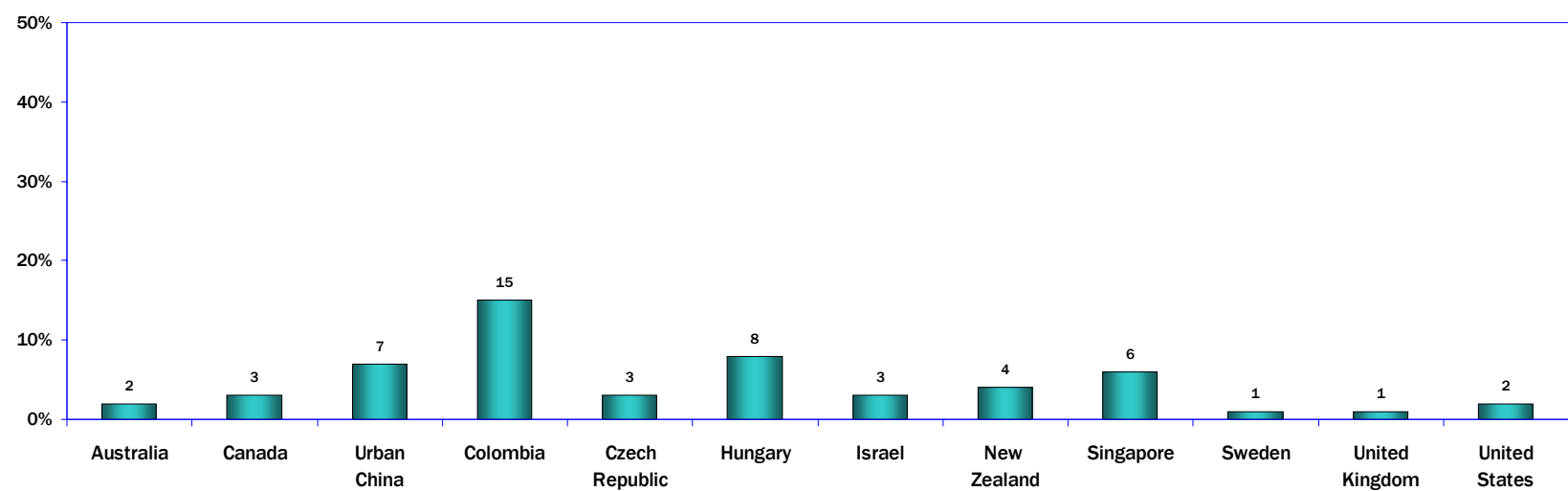
41. Online Connections for Religion: Detailed Responses

Greatly Decreased



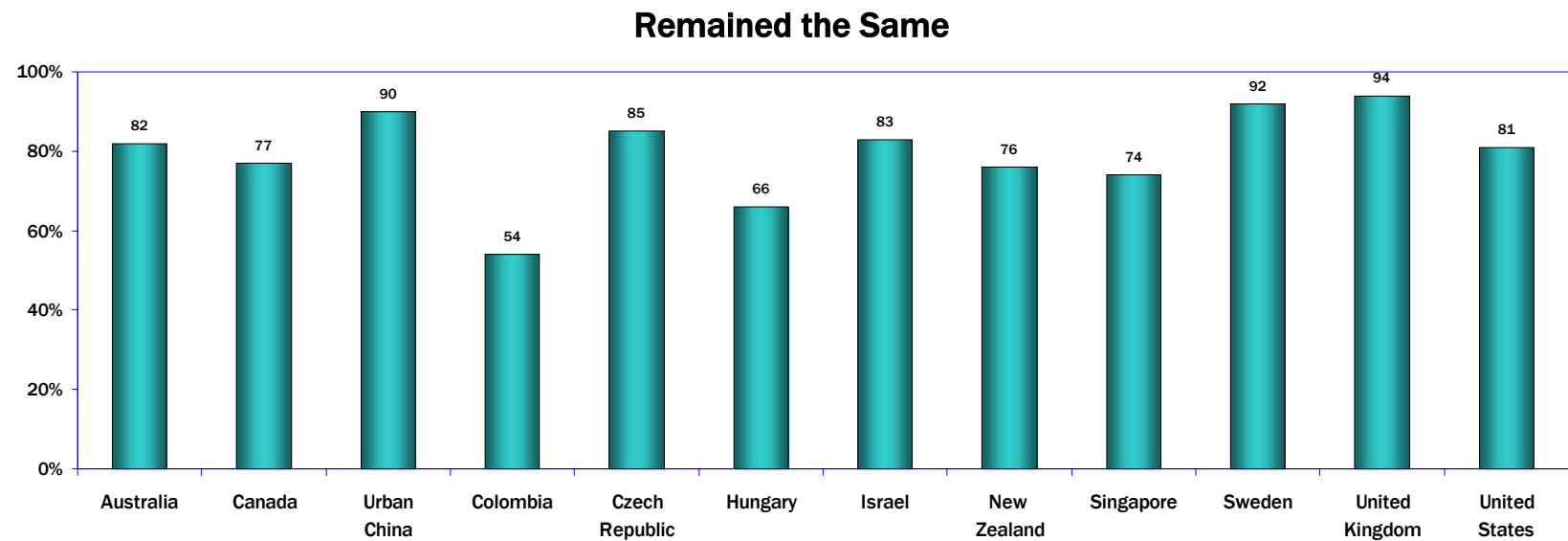
Q8C M1-C-1

Somewhat Decreased

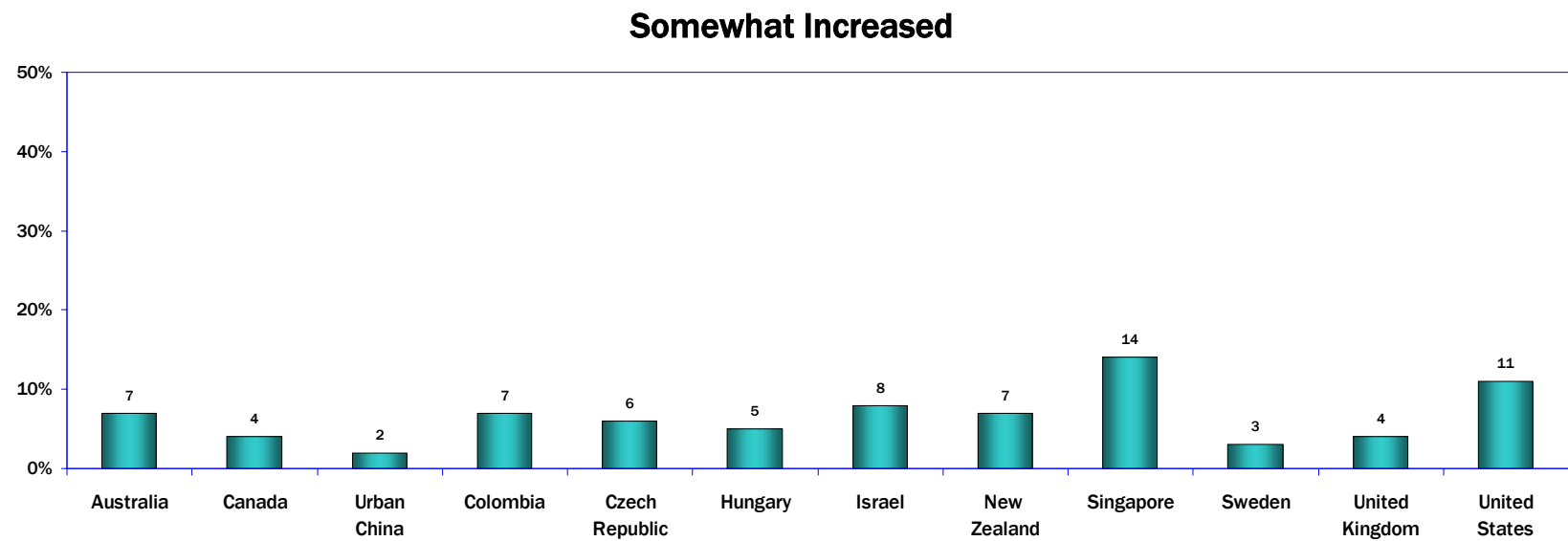


Q8C M1-C-2

41. Online Connections for Religion: Detailed Responses

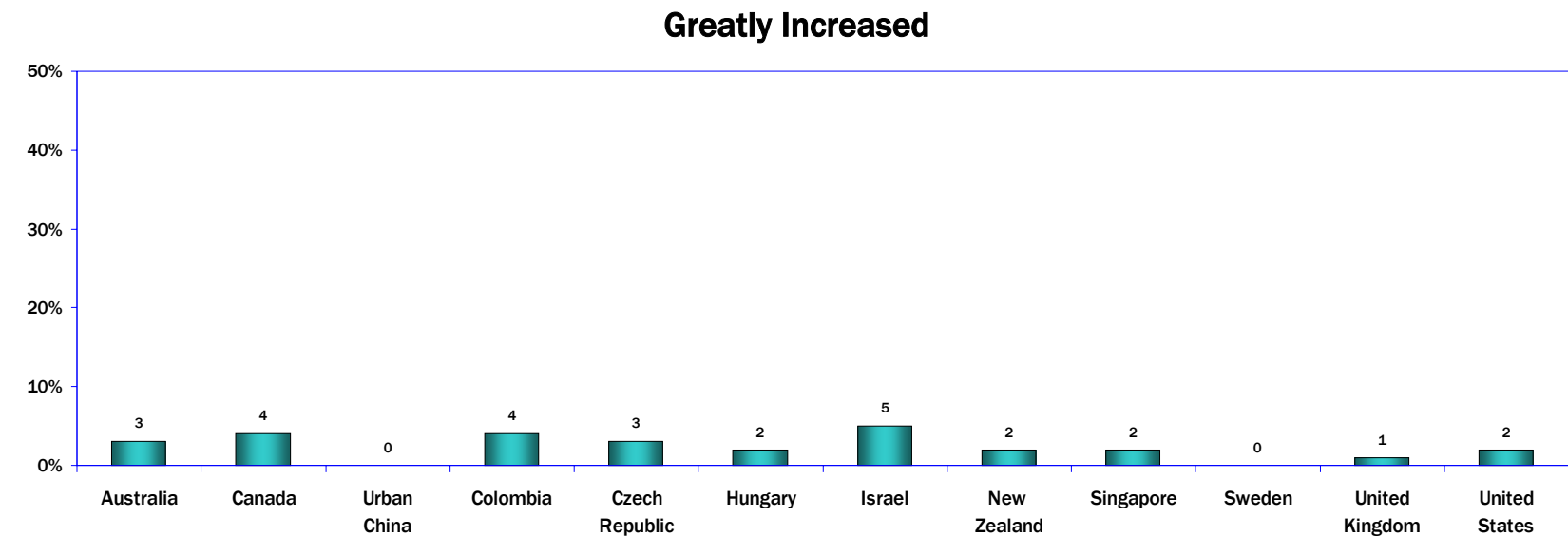


Q8C M1-C-3



Q8C M1-C-4

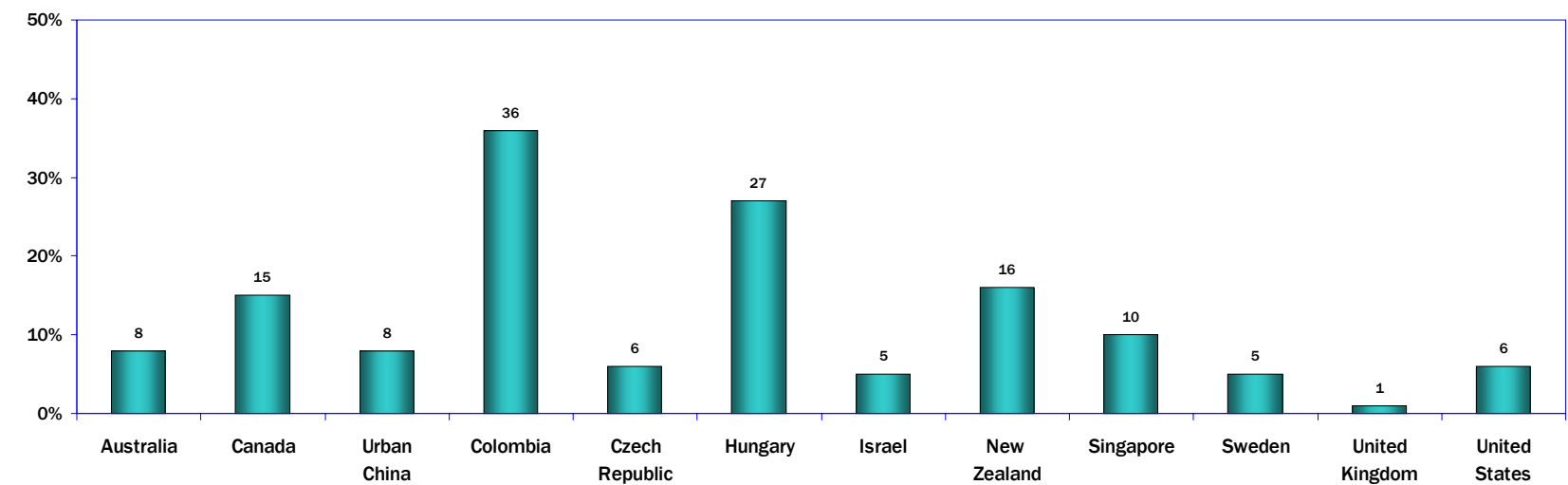
41. Online Connections for Religion: Detailed Responses



Q8C M1-C-4

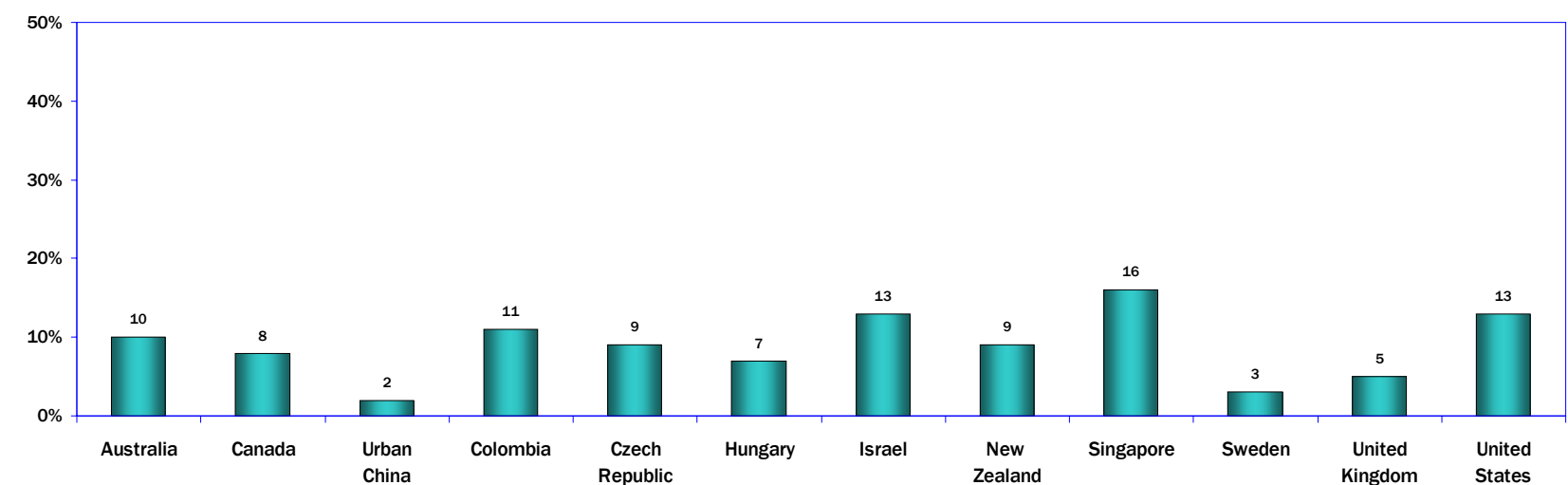
41. Online Connections for Religion: Detailed Responses

Combined: Somewhat Decreased and Greatly Decreased



Q8C M1C-1-2

Combined: Somewhat Increased and Greatly Increased



Q8C M1C-4-5

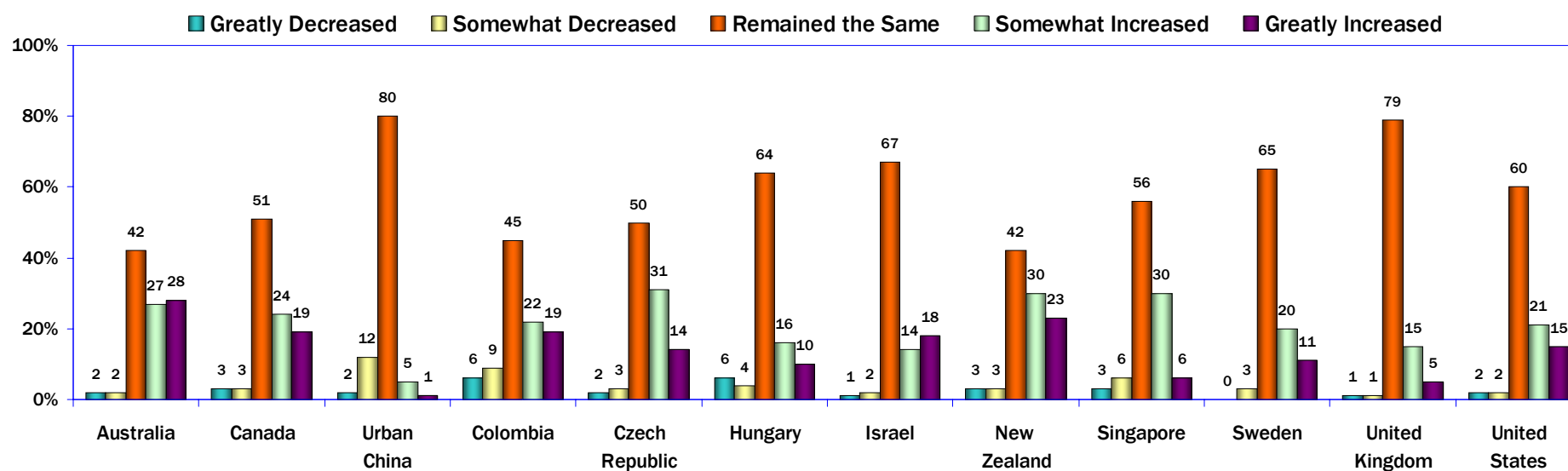
42. The Internet and Professional Connections

High percentages of users reported that going online has increased their contact with people in their profession.

More than half of Australians (55 percent) said the Internet has increased contact with people in their profession. Other countries and regions with more than 40 percent of users who reported increases are Canada, Colombia, the Czech Republic, and New Zealand.

In all of the WIP countries and regions except Australia, Colombia, and New Zealand, 50 percent or more of users said that the Internet has no impact on contact with people who share their professional connections.

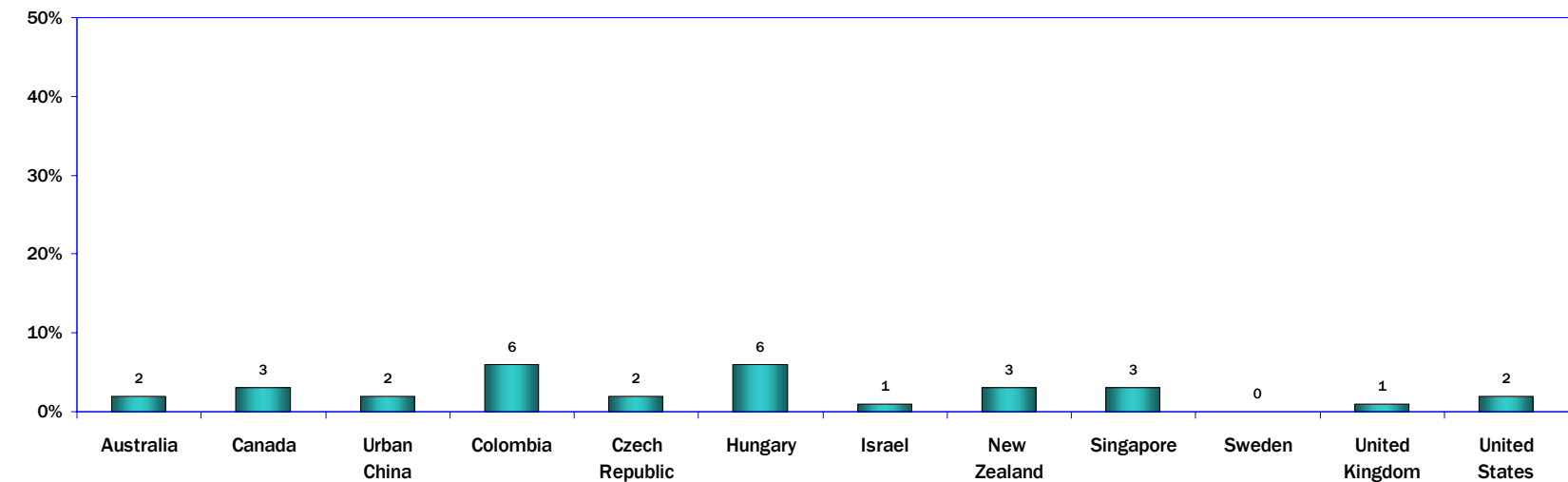
**Internet Use: Effect on Contact with People
Who Share Users' Profession**
(Internet Users Age 18 and Older who are Employed or Retired)



Q8F M-1F

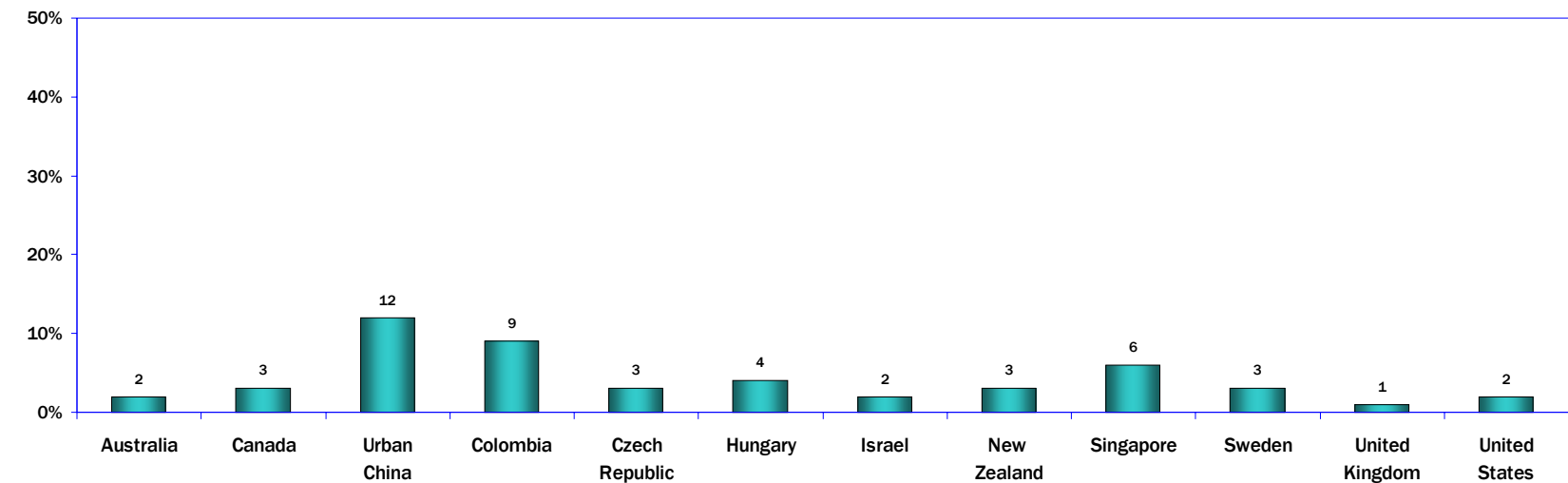
42. The Internet and Professional Connections: Detailed Responses

Greatly Decreased



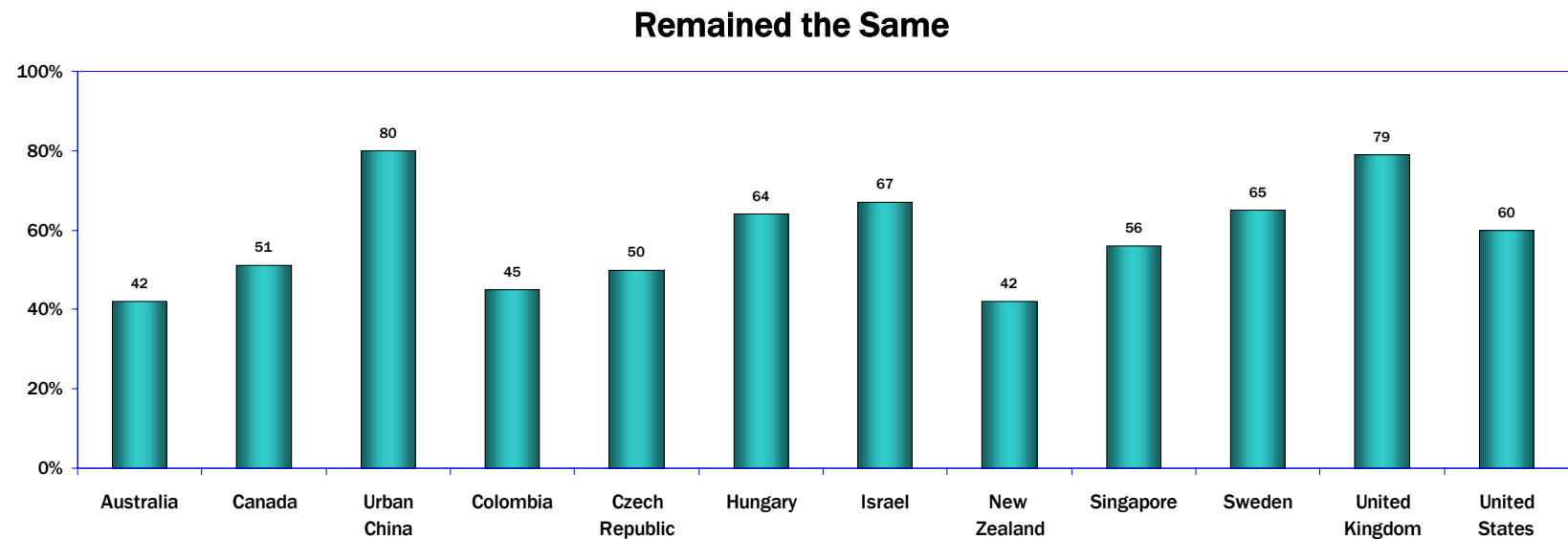
Q8F M-1F

Somewhat Decreased

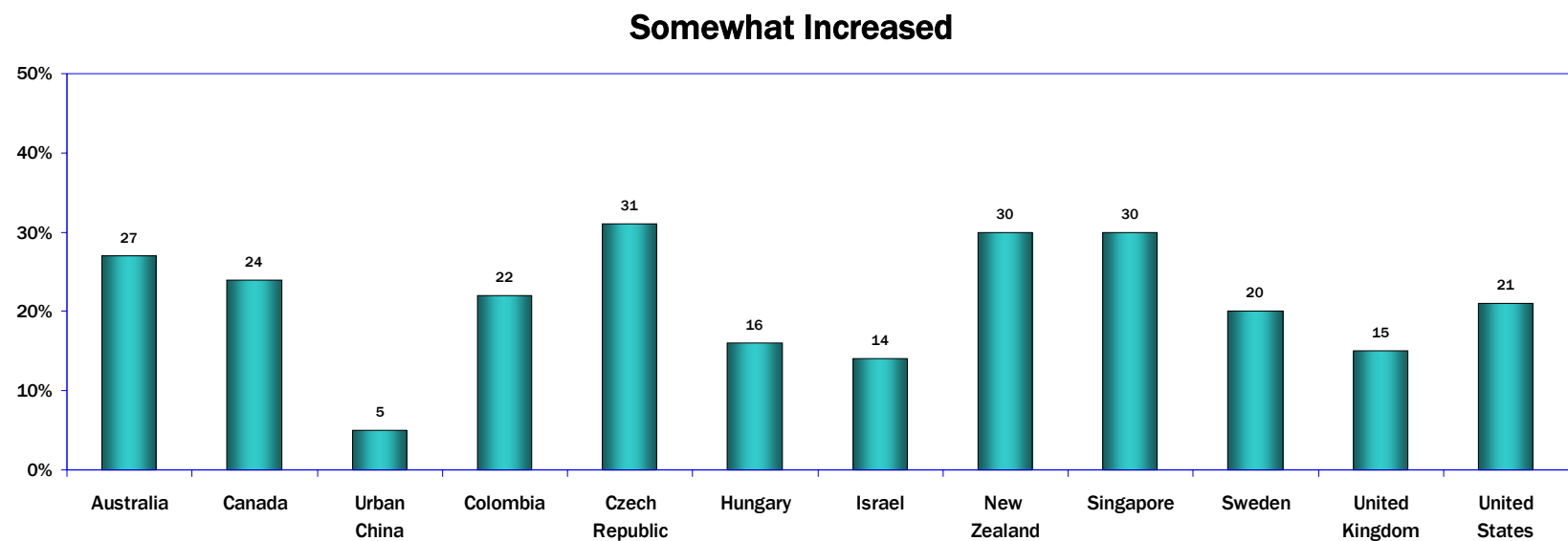


Q8F M-1F-2

42. The Internet and Professional Connections: Detailed Responses

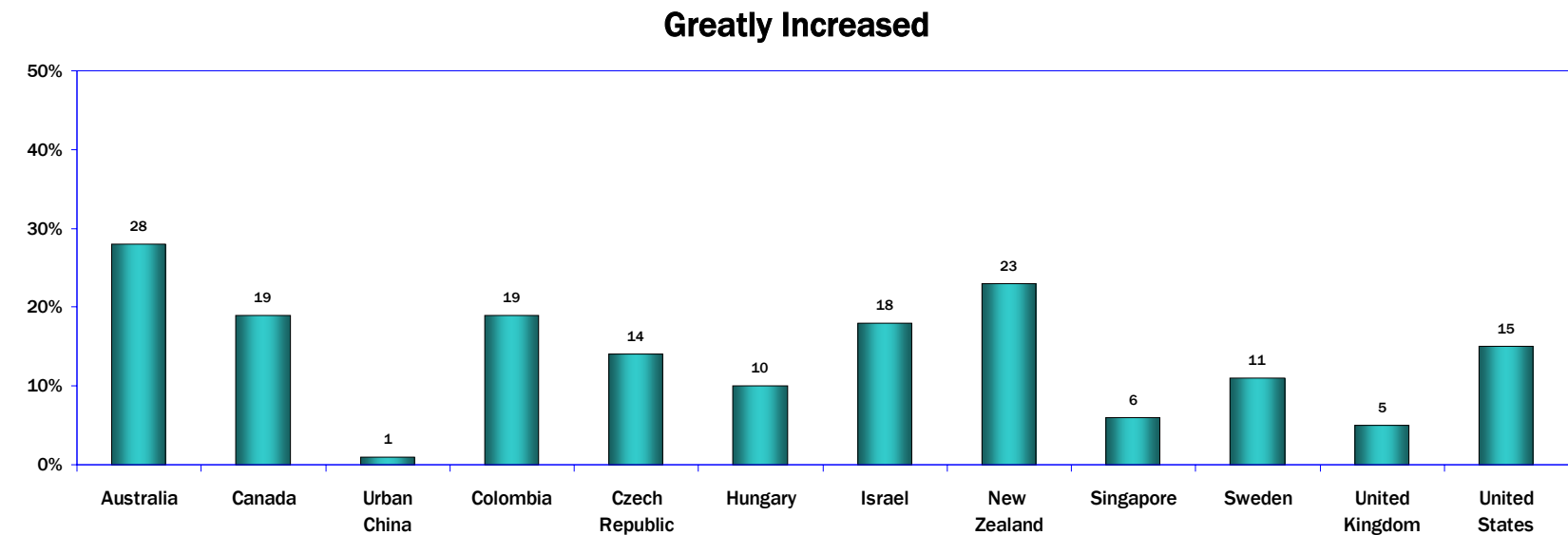


Q8F M-1F-3



Q8F M-1F-4

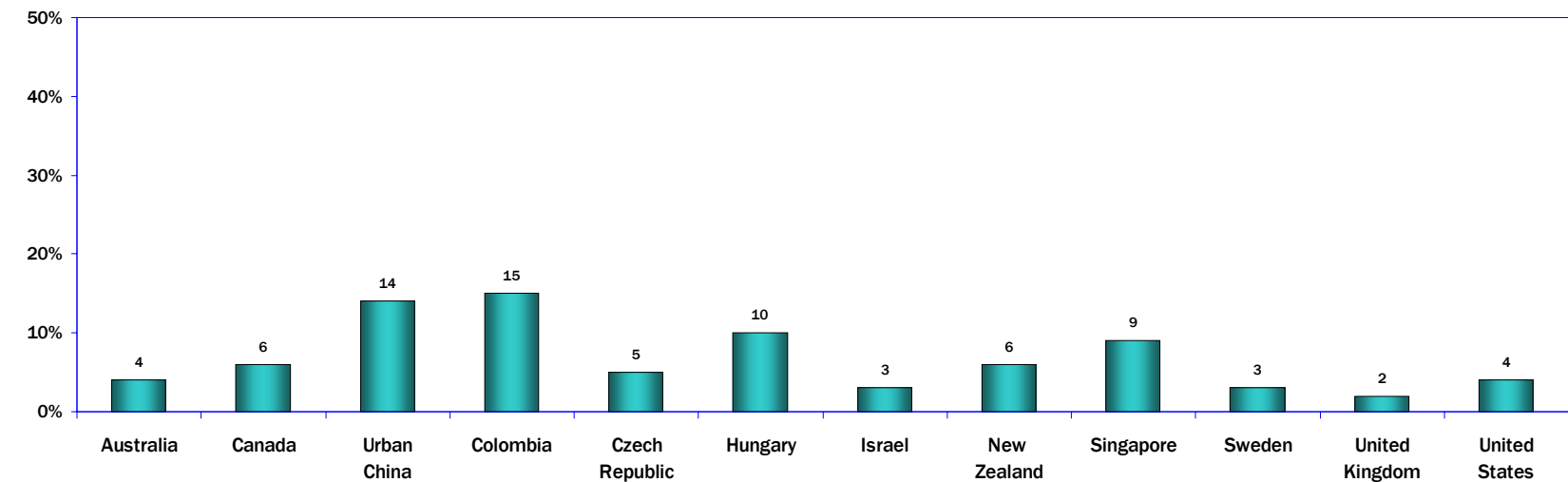
42. The Internet and Professional Connections: Detailed Responses



Q8F M-1F-4

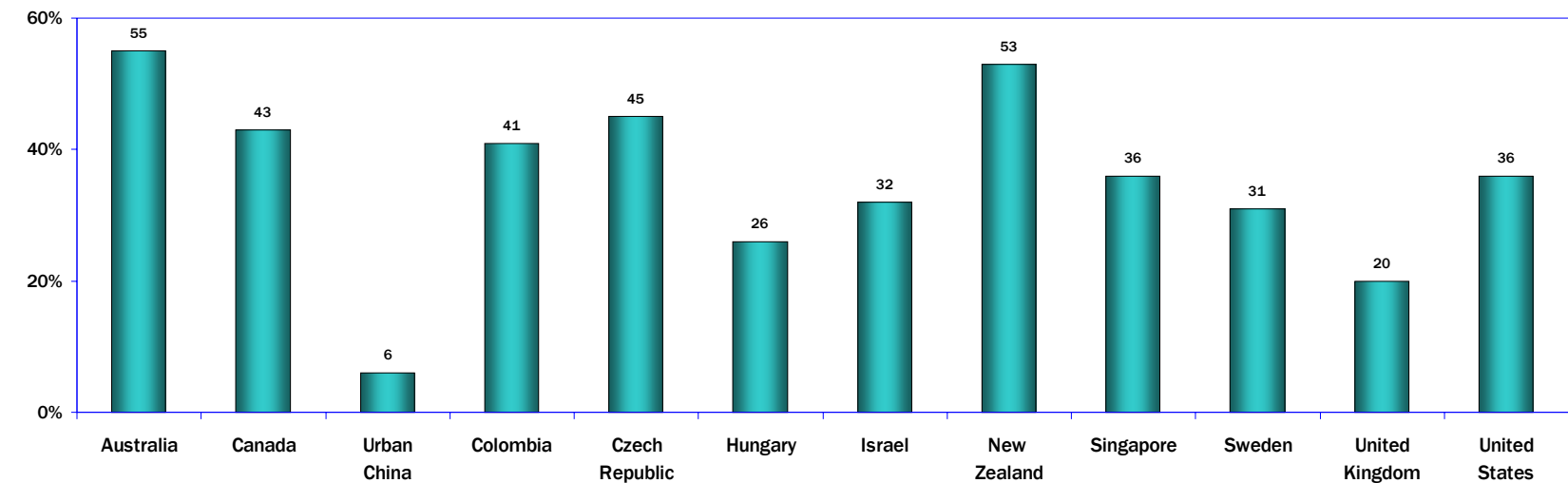
42. The Internet and Professional Connections: Detailed Responses

Combined: Somewhat Decreased and Greatly Decreased



Q8F M-1F-1-2

Combined: Somewhat Increased and Greatly Increased

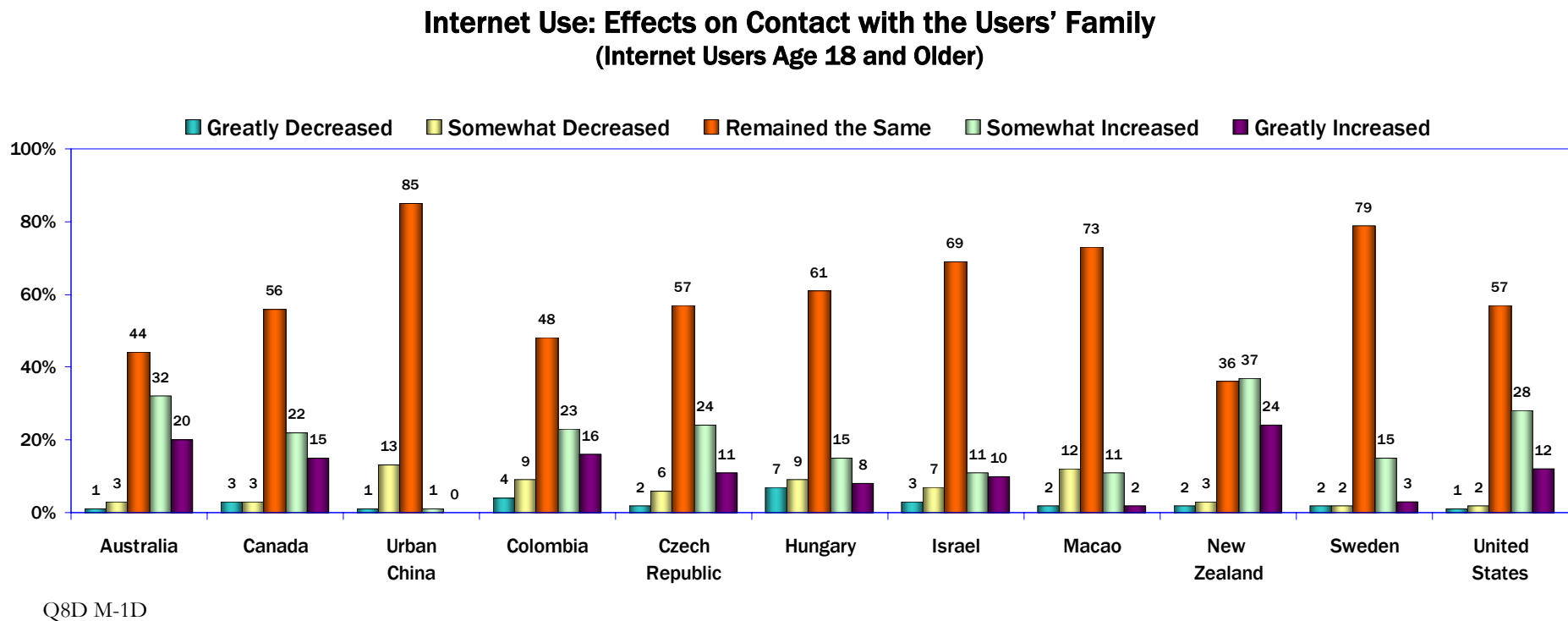


Q8F M-1F-4-5

43. Internet Use: Contact with Family

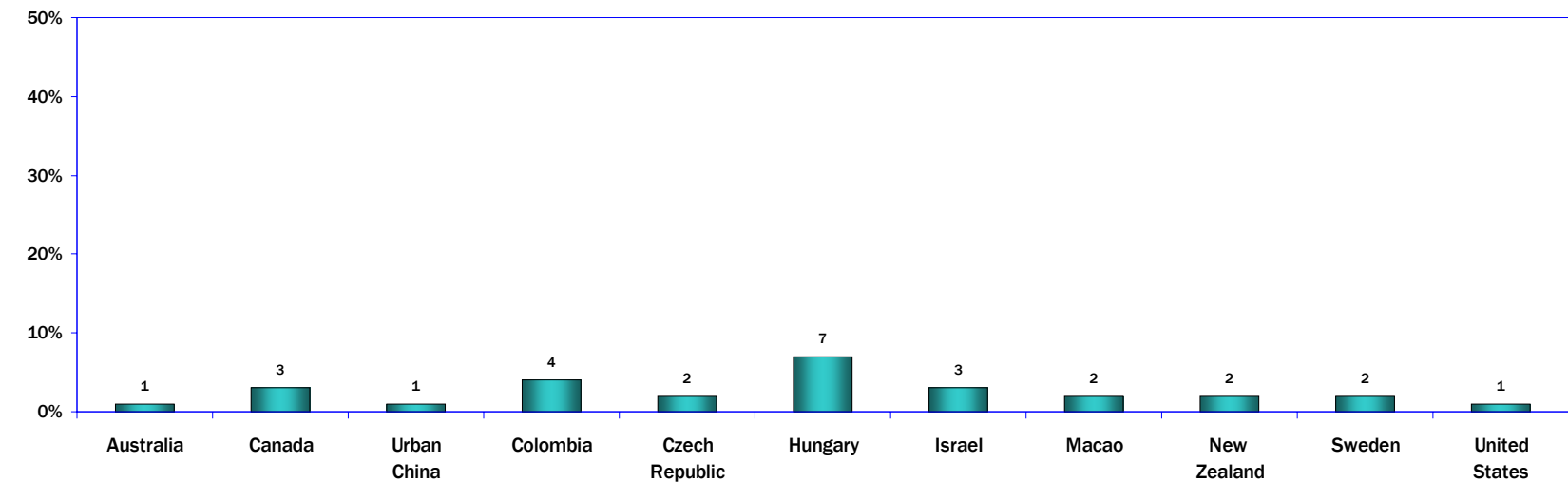
In Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States, more than 30 percent of respondents said that Internet use increased their contact with their families.

In most of the WIP countries and regions, more than half of users cite no effect on their contact with family -- the highest percentages reporting no effect were in urban China, Sweden, Macao, and Israel.



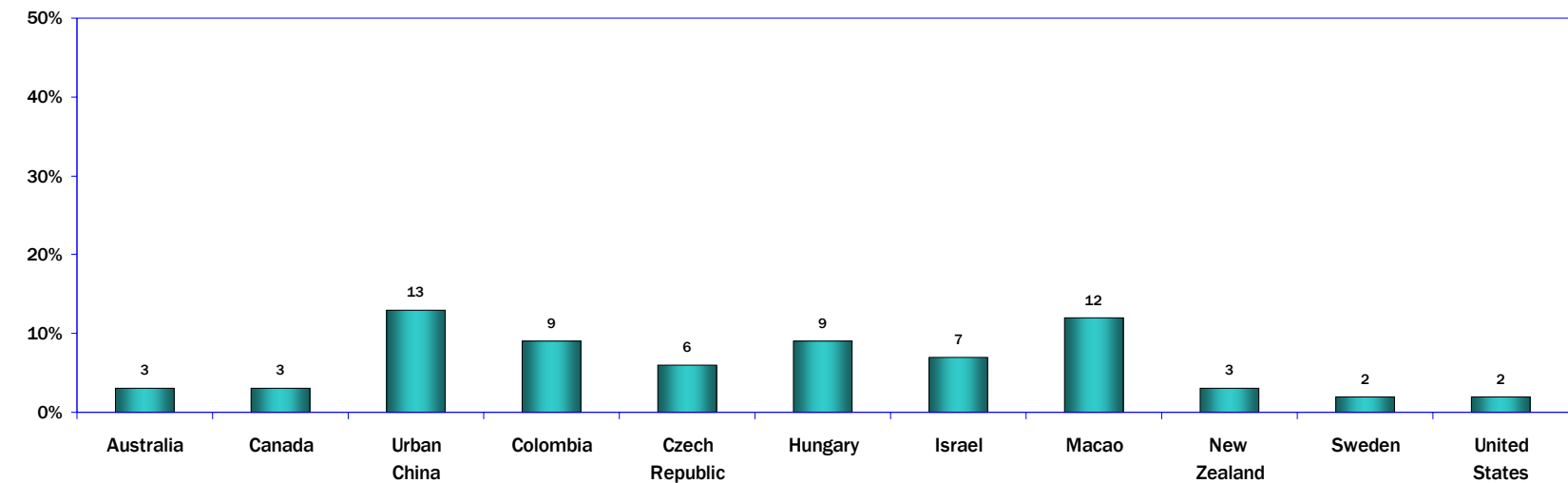
43. Internet Use: Contact with Family: Detailed Responses

Greatly Decreased



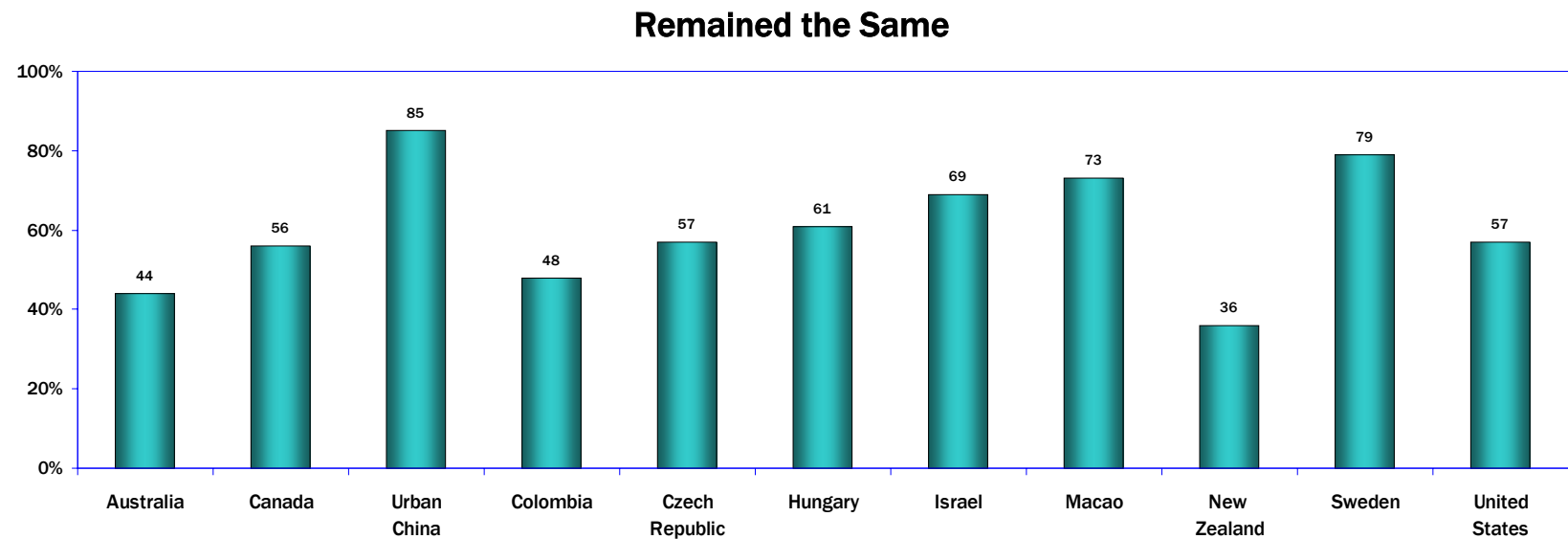
Q8D M-1D-1

Somewhat Decreased

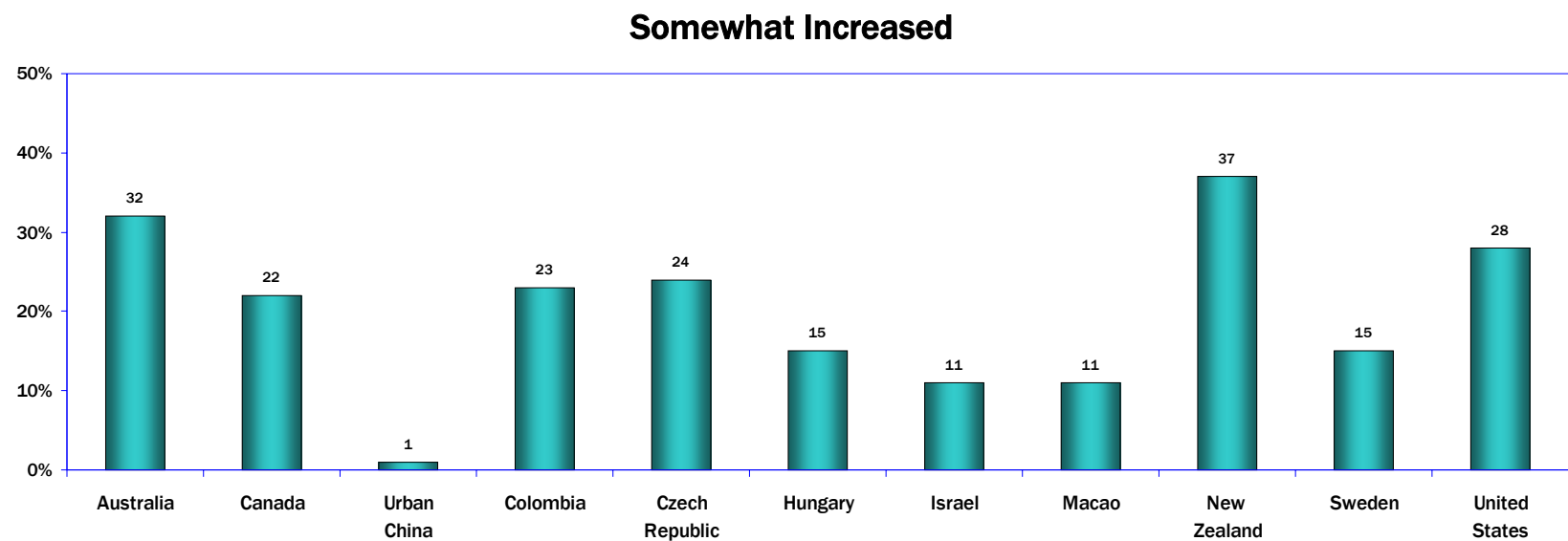


Q8D M-1D-2

43. Internet Use: Contact with Family: Detailed Responses

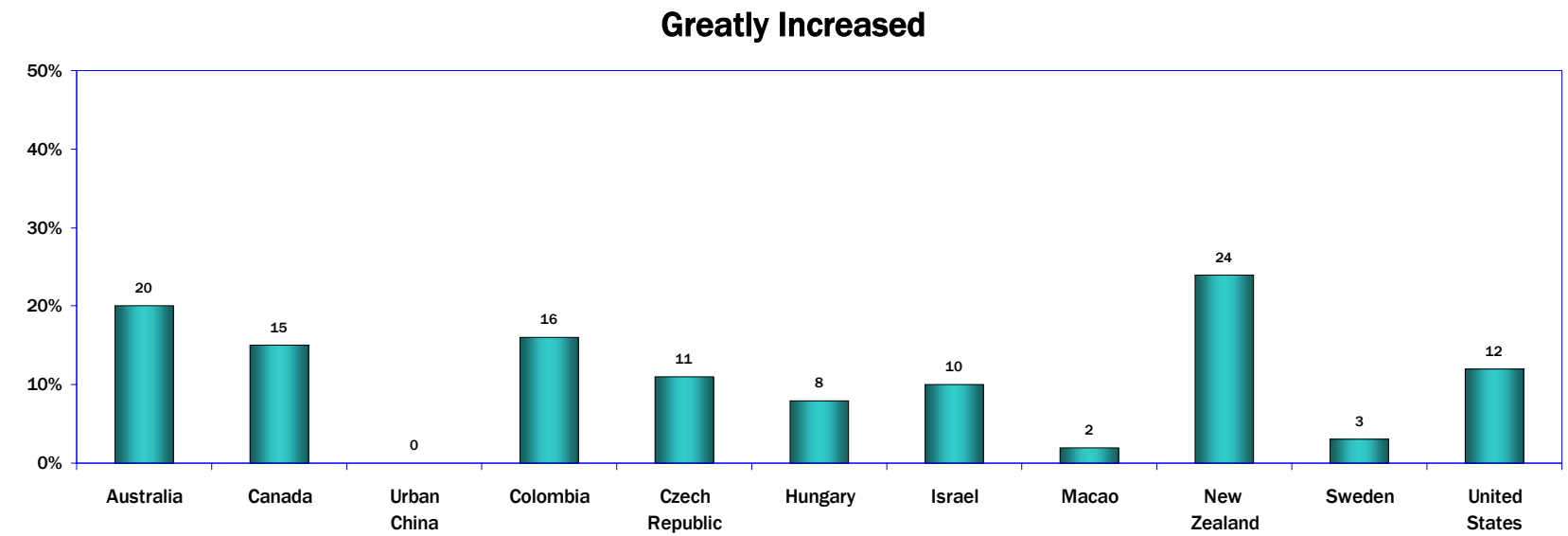


Q8D M-1D-3



Q8D M-1D-4

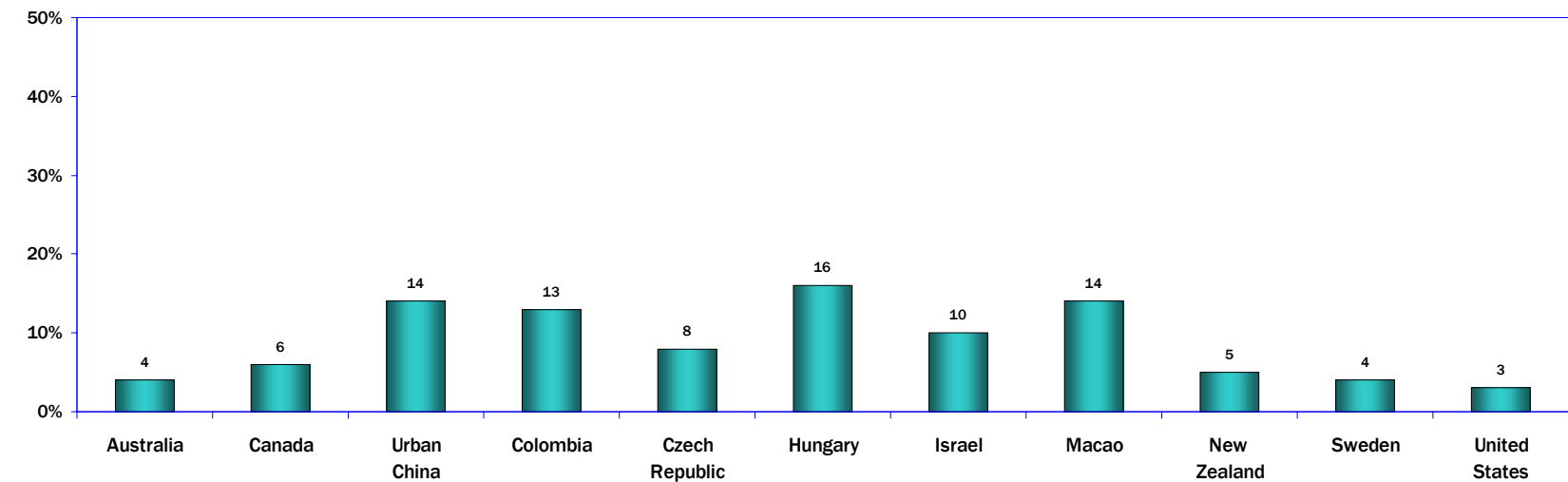
43. Internet Use: Contact with Family: Detailed Responses



Q8D M-1D-5

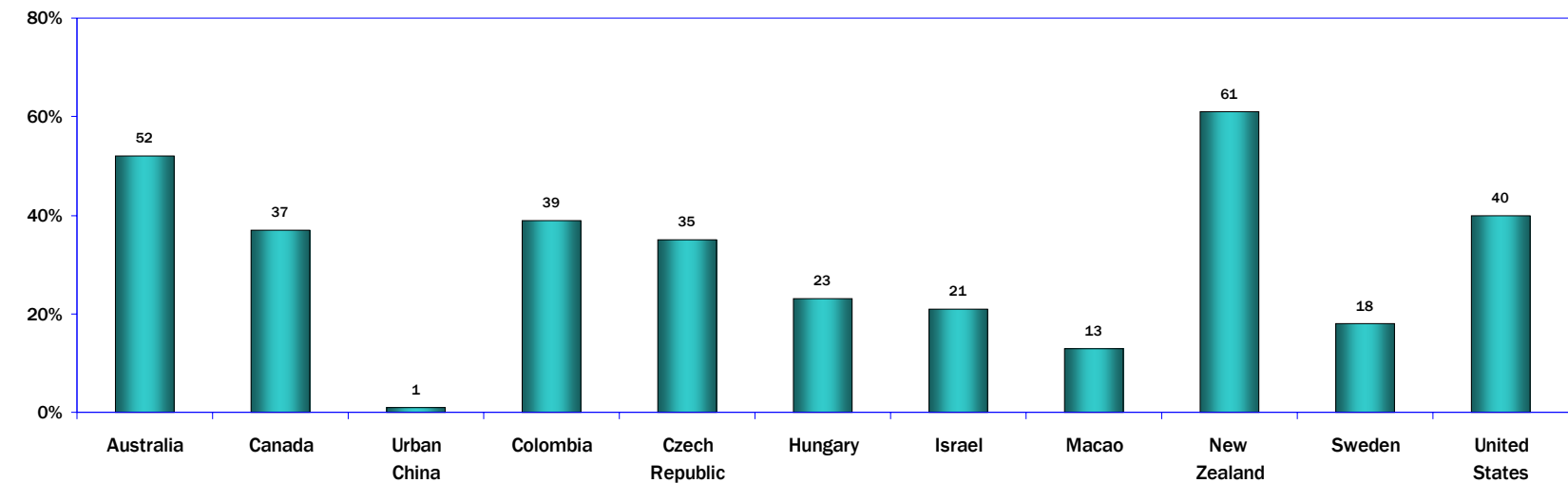
43. Internet Use: Contact with Family: Detailed Responses

Combined: Somewhat Decreased and Greatly Decreased



Q8D M1D-1-2

Combined: Somewhat Increased and Greatly Increased



Q8D M1D-4-5

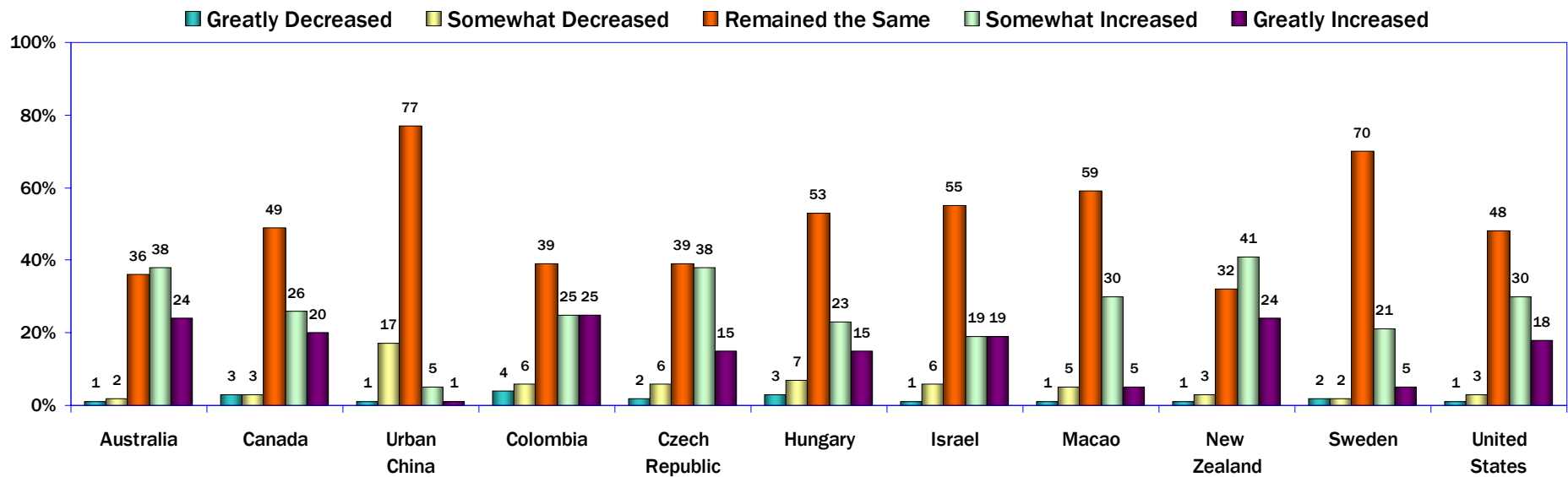
44. Internet Use: Contact with Friends

More users reported that Internet use had an effect on contact with friends, compared to those who said that going online affects contact with family.

More than 40 percent of users in Australia, Canada, Colombia, the Czech Republic, New Zealand, and the United States reported such increases.

Urban China has the largest percentage of users who said that the Internet has had no effect on contact with friends.

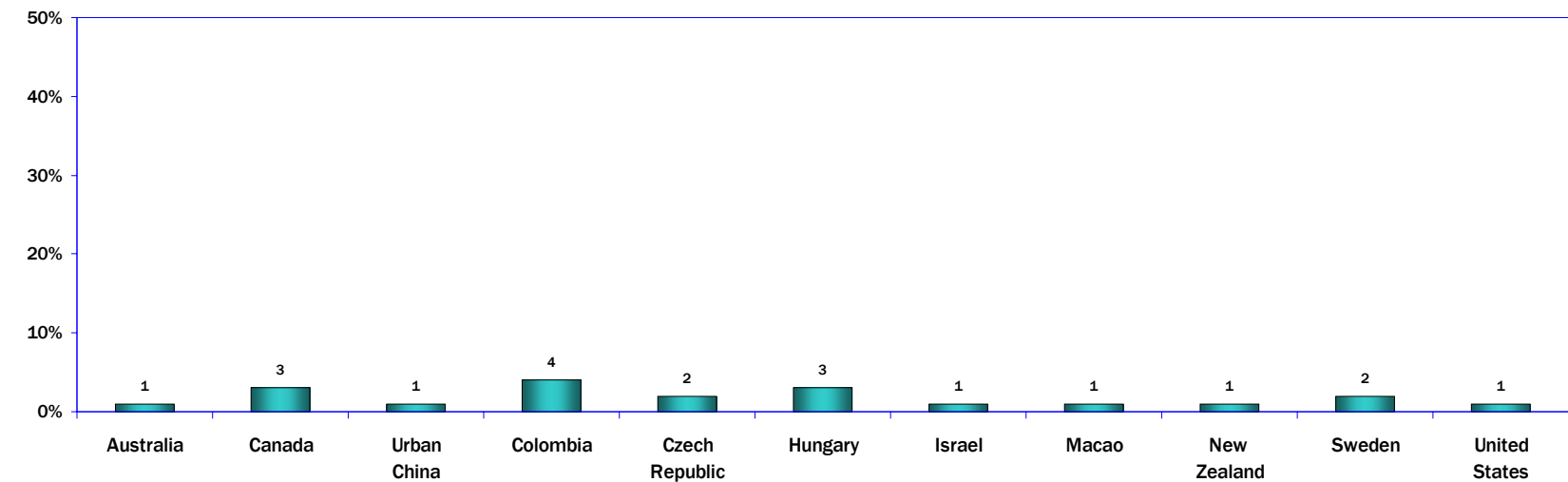
Internet Use: Effects on Contact with the Users' Friends
(Internet Users Age 18 and Older)



Q8E M-1E

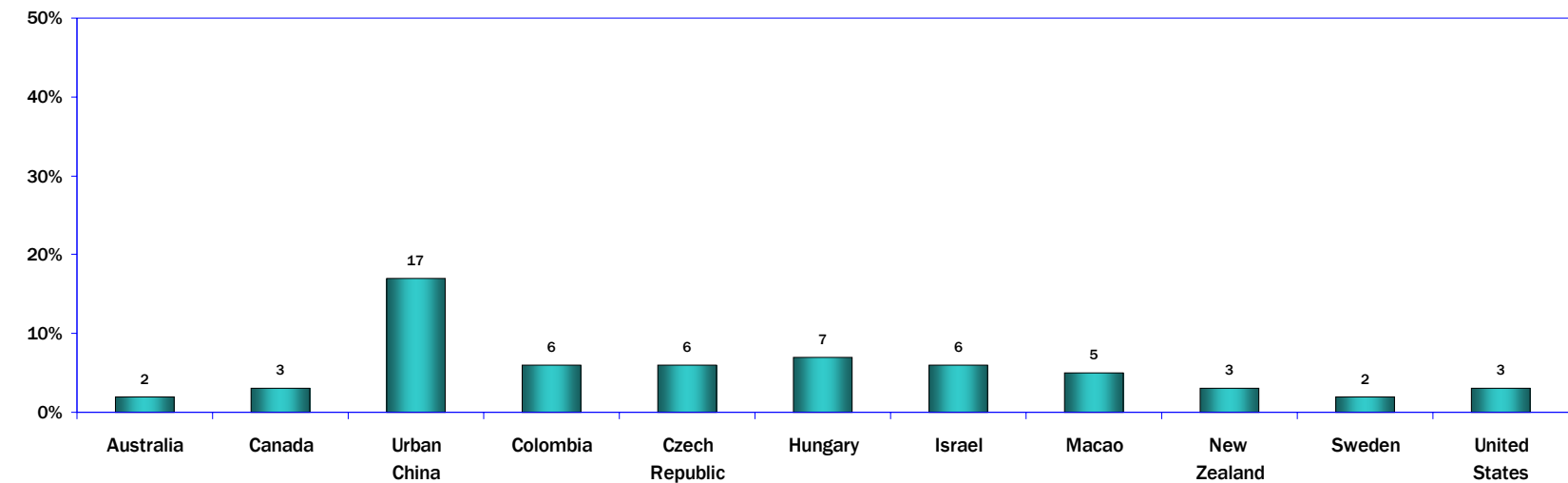
44. Internet Use: Contact with Friends: Detailed Responses

Greatly Decreased



Q8E M-1E-1

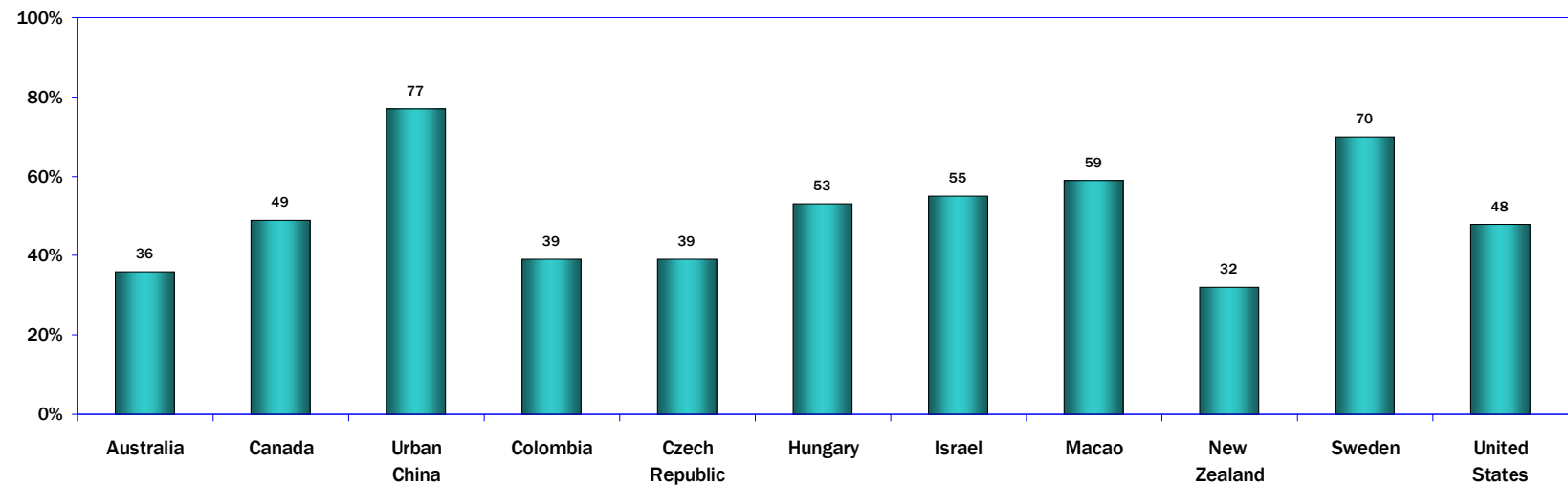
Somewhat Decreased



Q8E M-1E-2

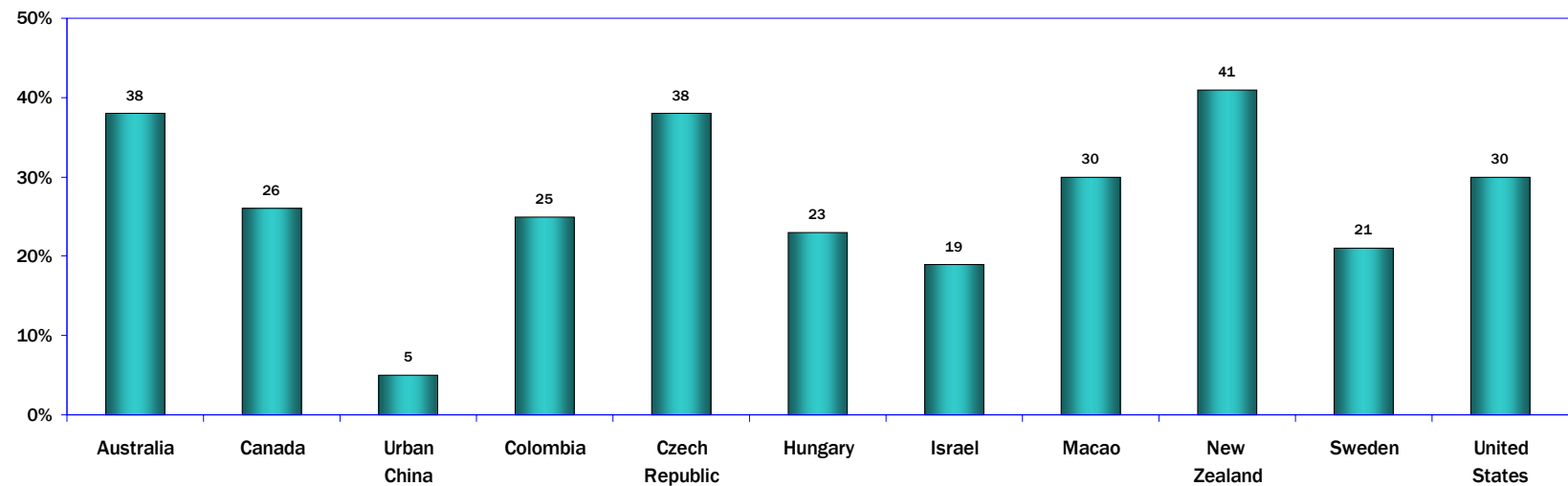
44. Internet Use: Contact with Friends: Detailed Responses

Remained the Same



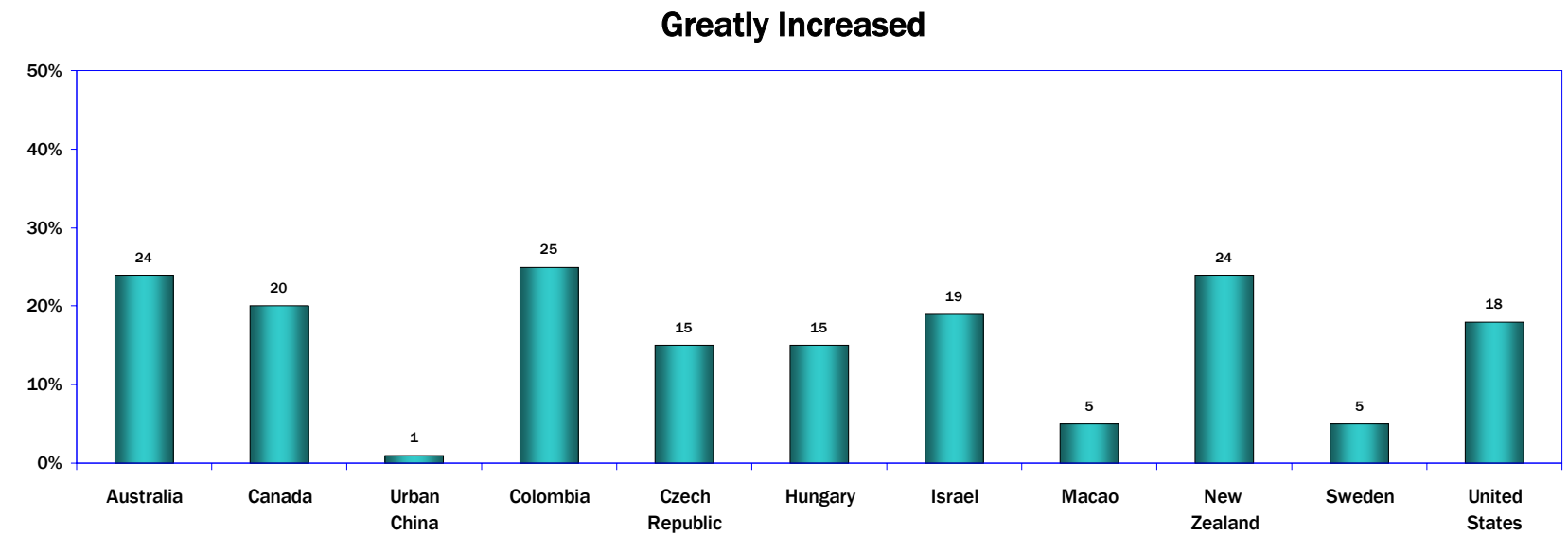
Q8E M-1E-3

Somewhat Increased



Q8E M-1E-4

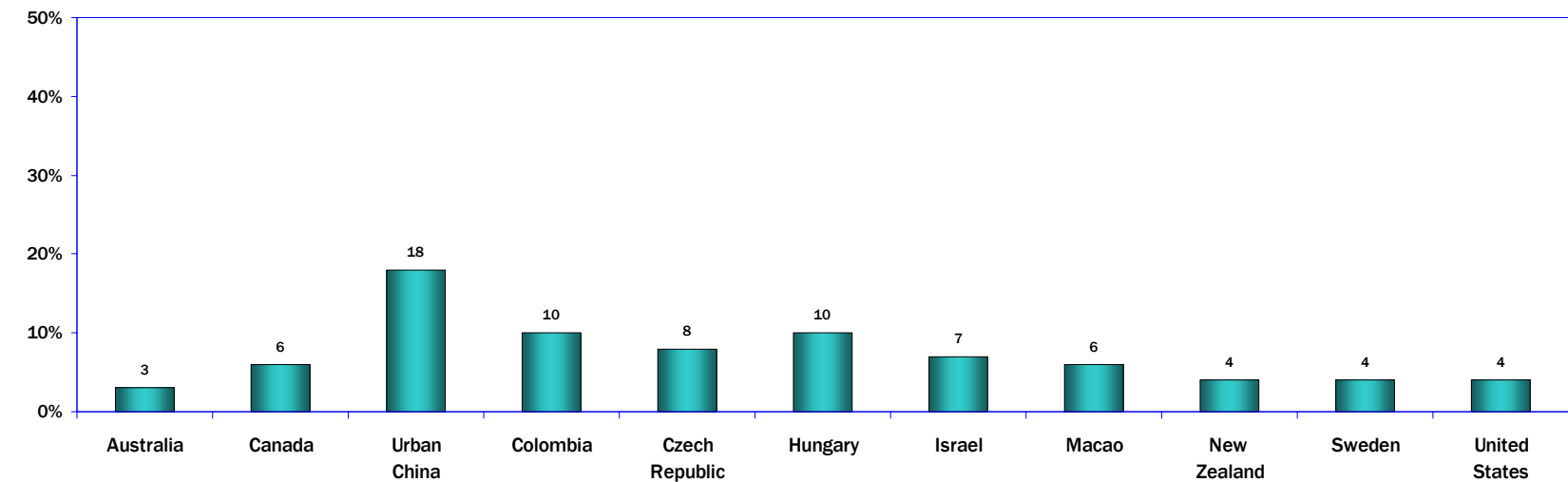
44. Internet Use: Contact with Friends: Detailed Responses



Q8E M-1E-4

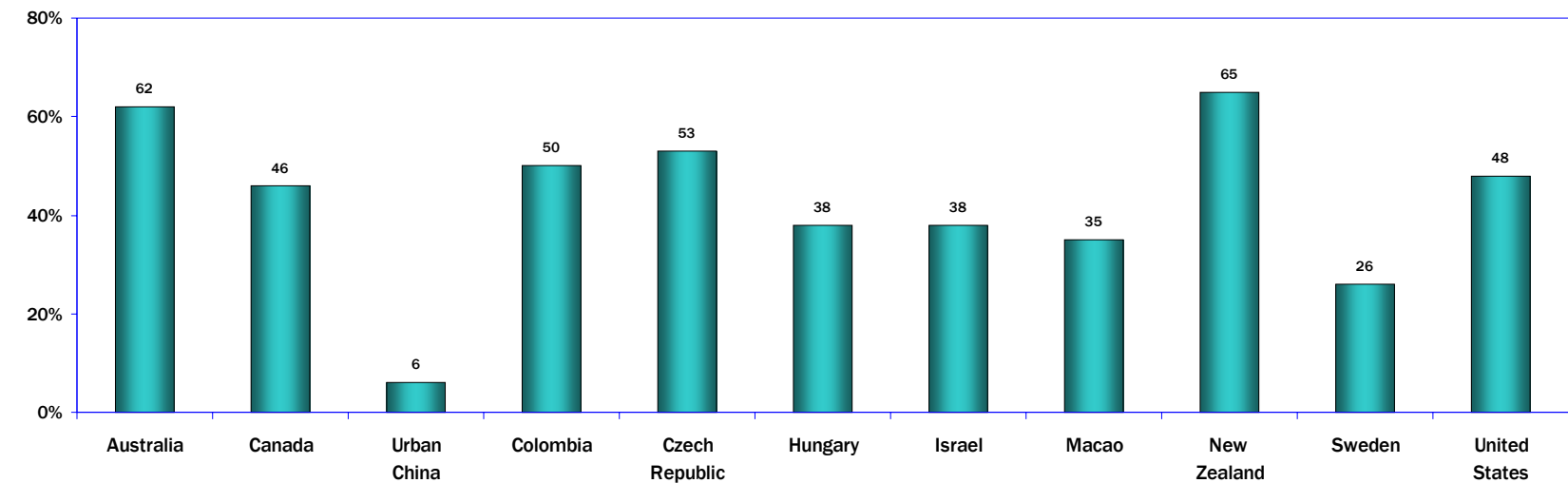
44. Internet Use: Contact with Friends: Detailed Responses

Combined: Somewhat Decreased and Greatly Decreased



Q8E M1E-1-2

Combined: Somewhat Increased and Greatly Increased



Q8E M1E-4-5

45. Face-to-Face Time with Family

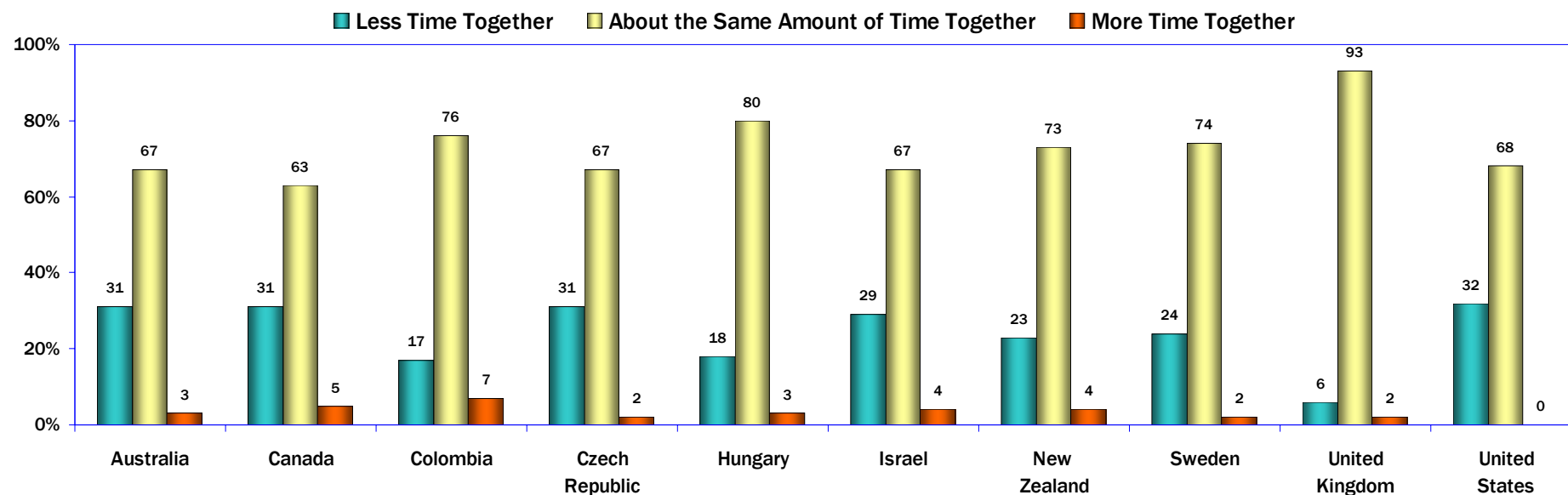
Large majorities of users said that they spend the same amount of time face-to-face with members of their household since being connected to the Internet at home. More than 60 percent of Internet users in all of the WIP countries and regions reported that Internet use had no effect on face-to-face time in their household.

Of particular note is that in all of the WIP countries and regions, although the time spent by most users with members of their households is

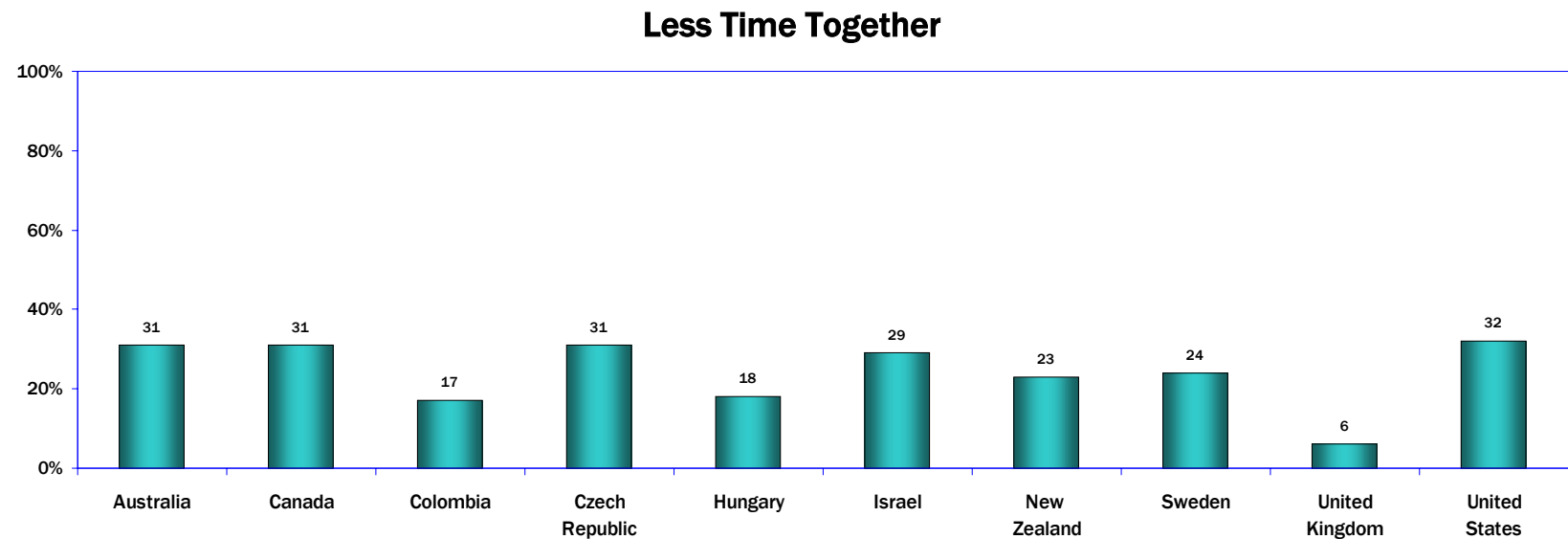
unchanged, of those users that do report change, much larger percentages are reporting that they spend less time than more time.

For example, in the Czech Republic, almost sixteen times as many users said they are spending less face-to-face time with members of their household, compared to those who said they are spending more time. Similar large differences were reported in Sweden (twelve times more), Australia (ten times more), and Israel (seven times more).

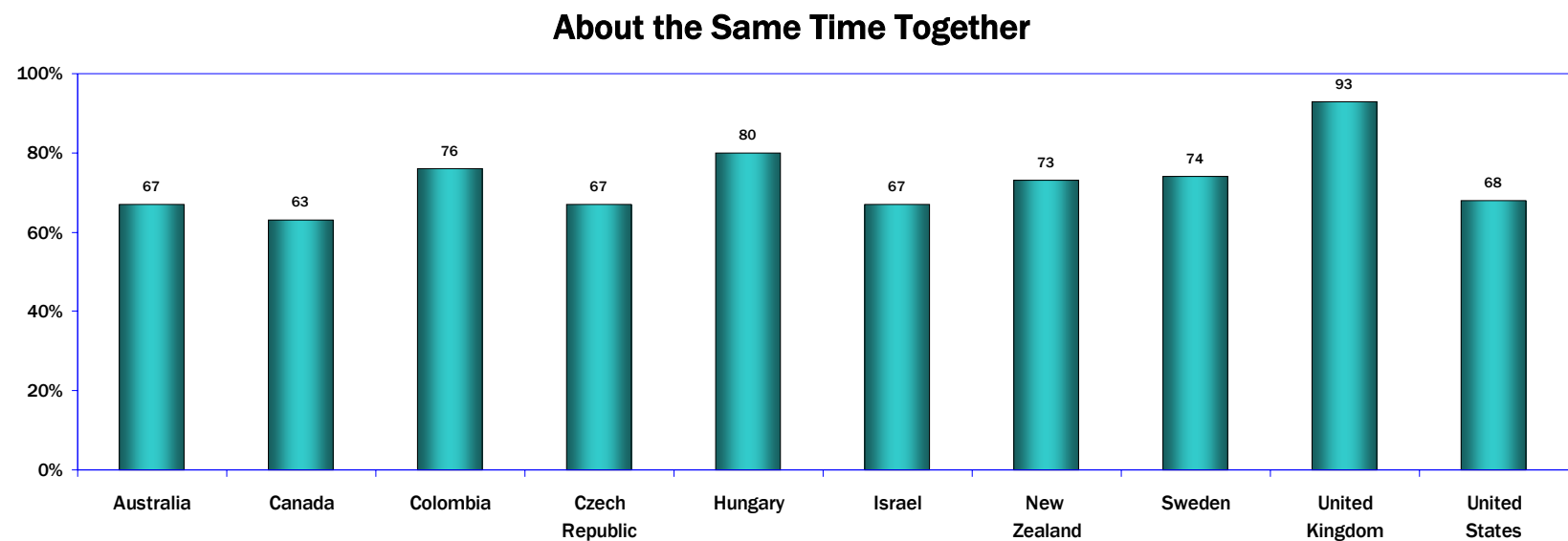
**Face-to-Face Time Spent with Household Members
Since Being Connected to the Internet at Home**
(Internet Users Age 18 and Older Who Use the Internet at Home,
and Have More Than One Person in the Household)



45. Face-to-Face Time with Family: Detailed Responses

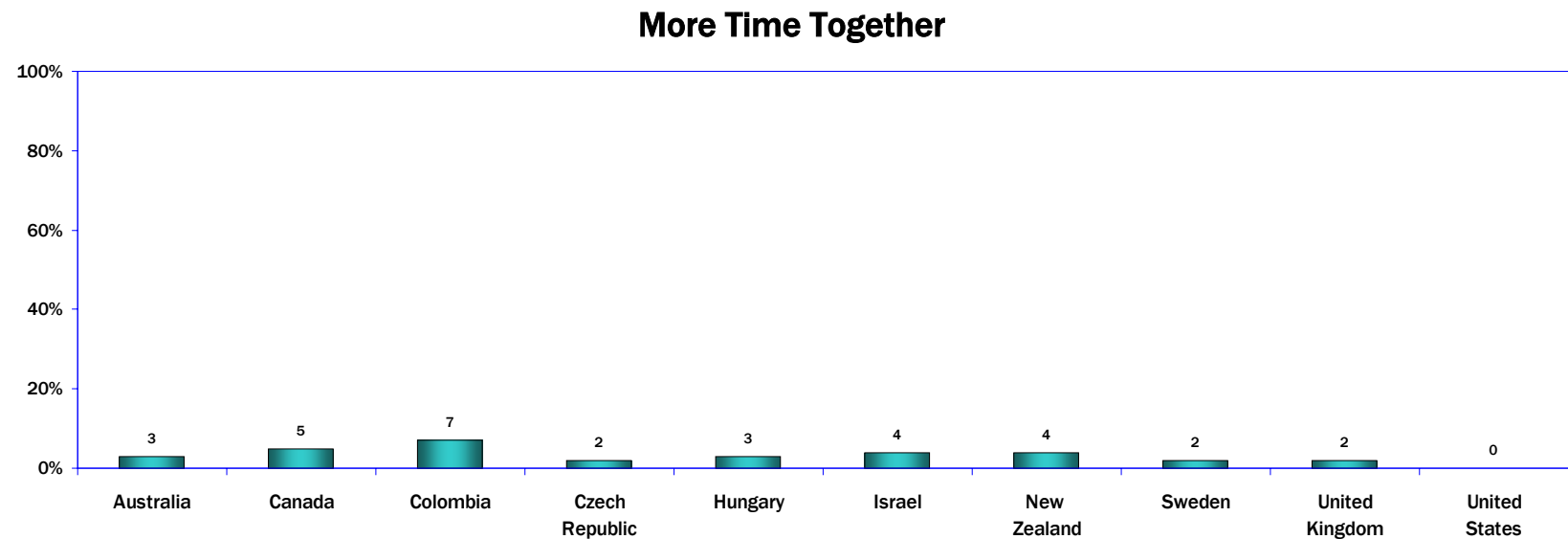


Q9A M-1A-1

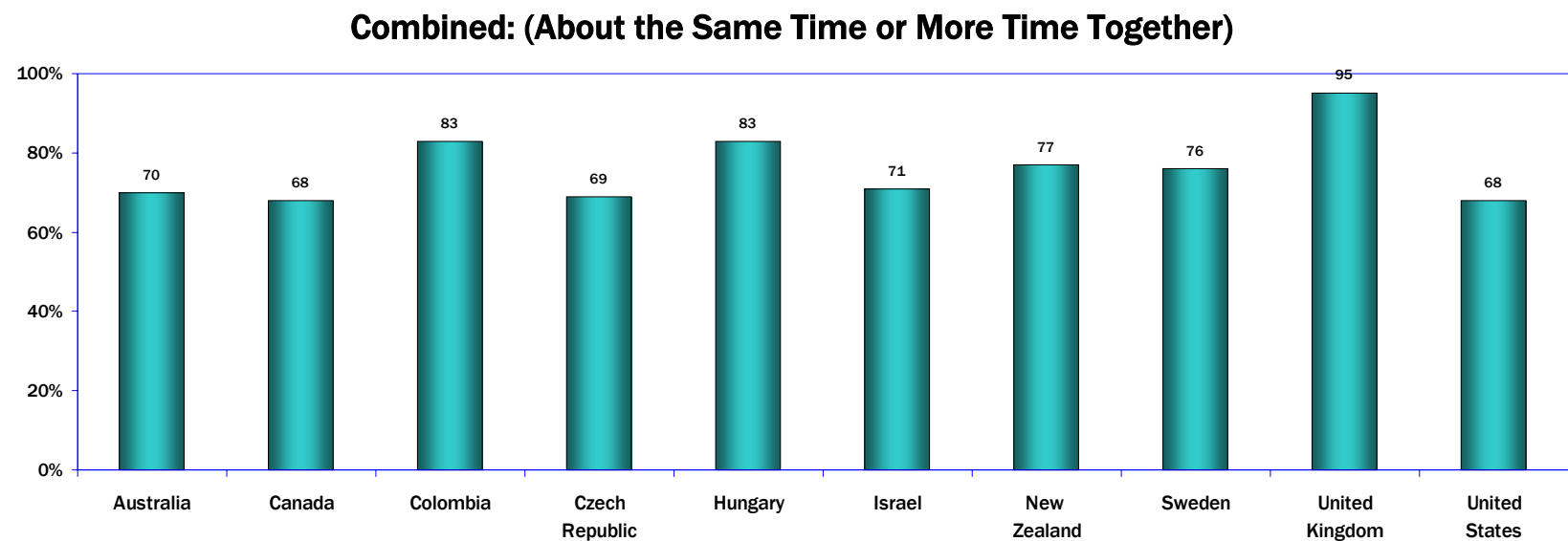


Q9A M-1A-2

45. Face-to-Face Time with Family: Detailed Responses



Q9A M1A-3



Q9A M1A-2-3

46. Face-to-Face Time with Friends

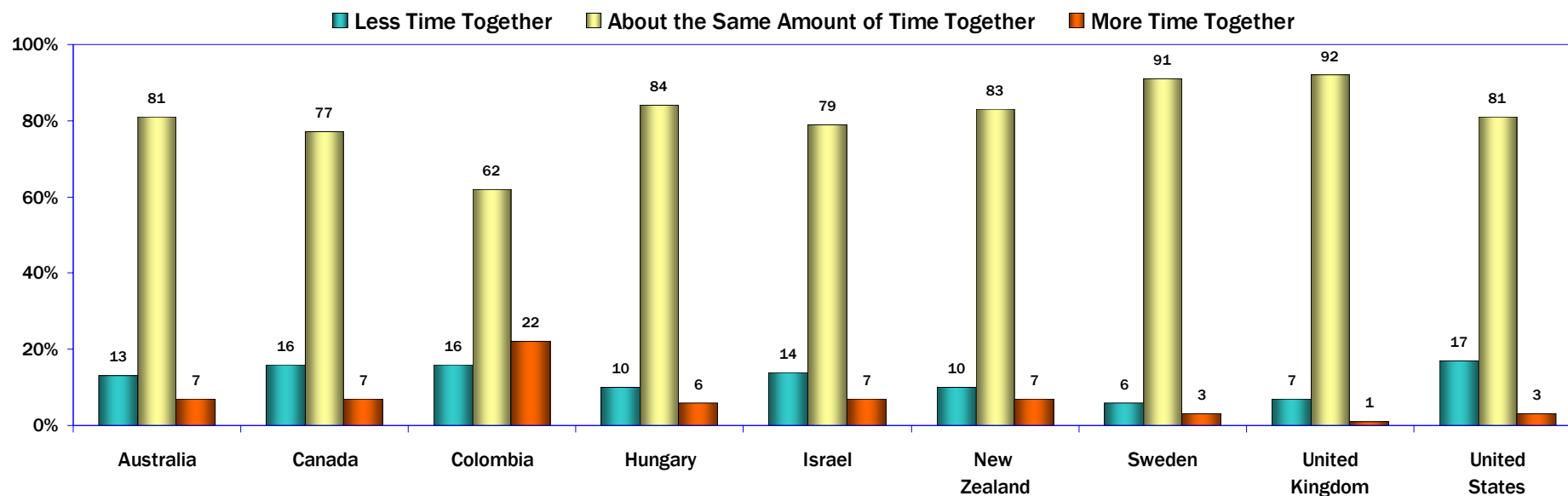
When asked about face-to-face time spent with friends, more than three-quarters of users in all of the WIP countries and regions except Colombia said that since being connected to the Internet, their face-to-face time spent with friends has remained the same.

Of those who said that their face-to-face time with friends has been affected, the percentages are generally smaller than for those who reported less time spent with family (see the previous section). Moreover,

the discrepancy between those spending less time with friends and those spending more time with friends is much smaller. And in Colombia, a higher percentage reports spending more time compared to those spending less.

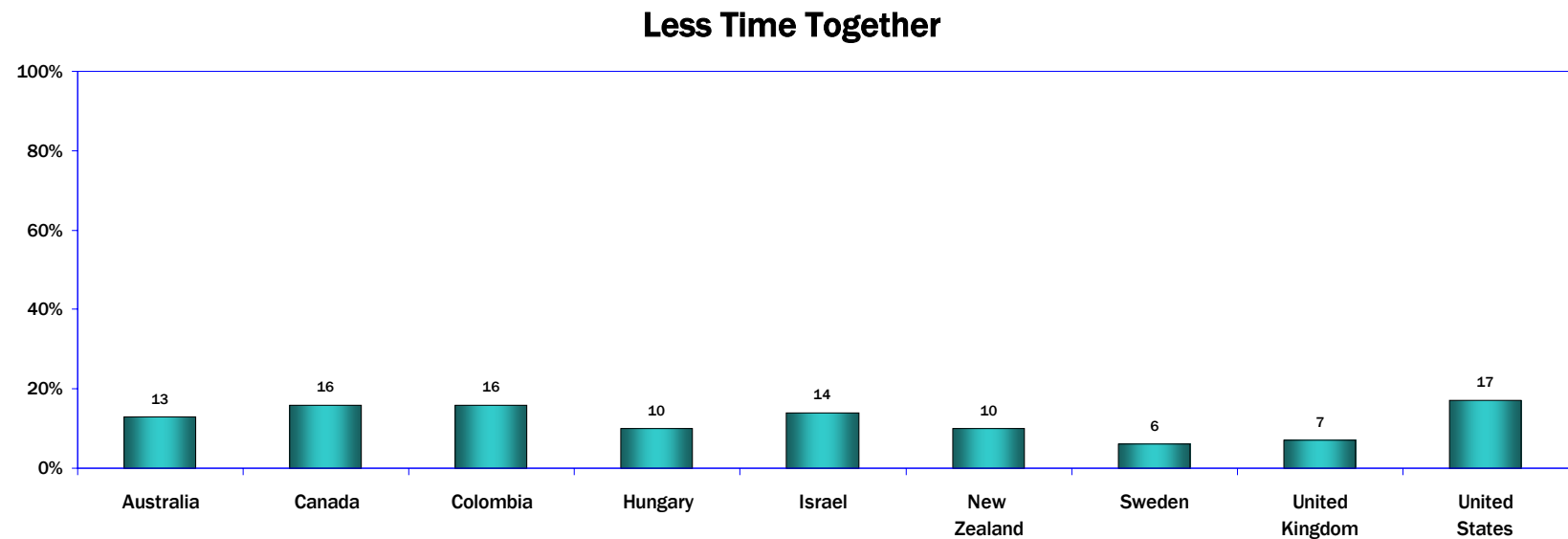
All of the WIP countries and regions reported less than 20 percent of users who said they spend less time with friends since being connected to the Internet.

**Face-to-Face Time Spent with Friends
Since Being Connected to the Internet
(Internet Users Age 18 and Older)**

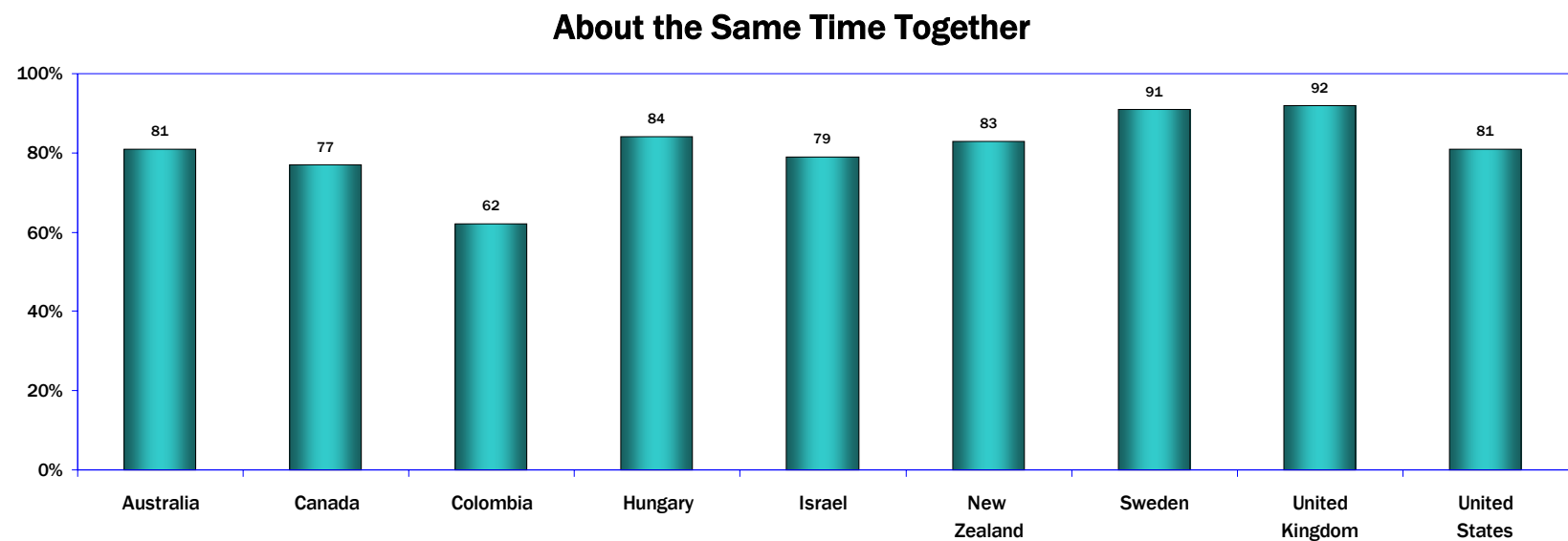


Q9B M-1

46. Face-to-Face Time with Friends: Detailed Responses

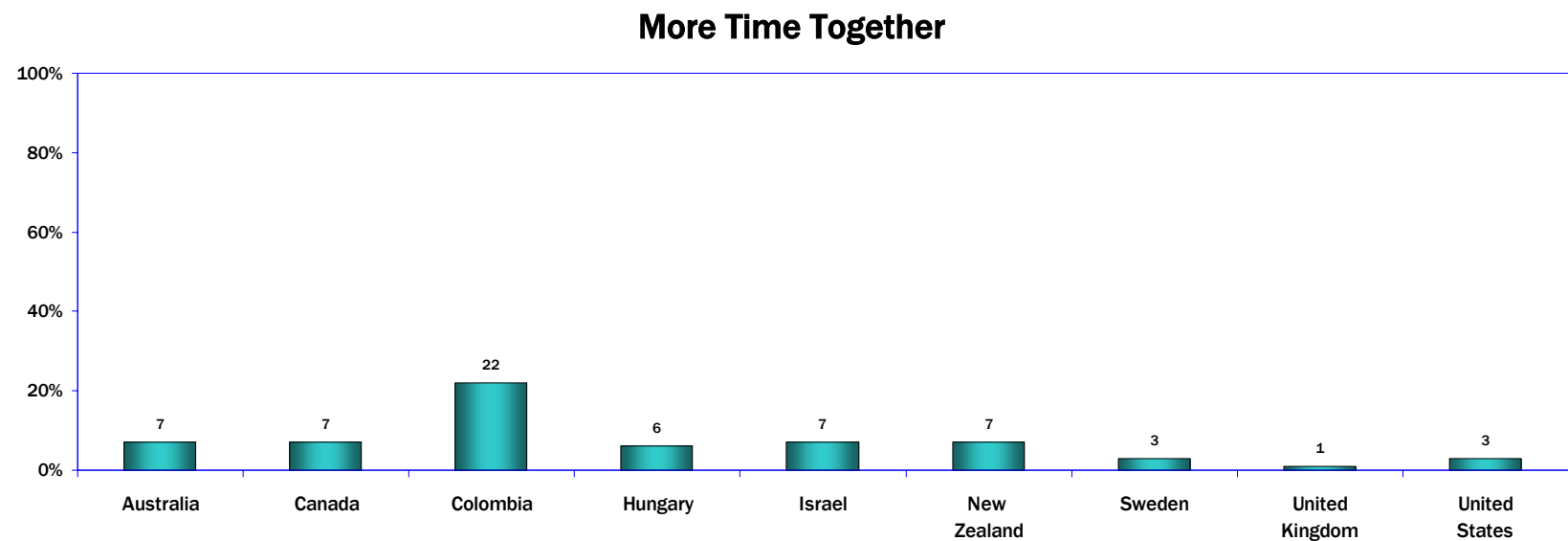


Q9B M-1B-1

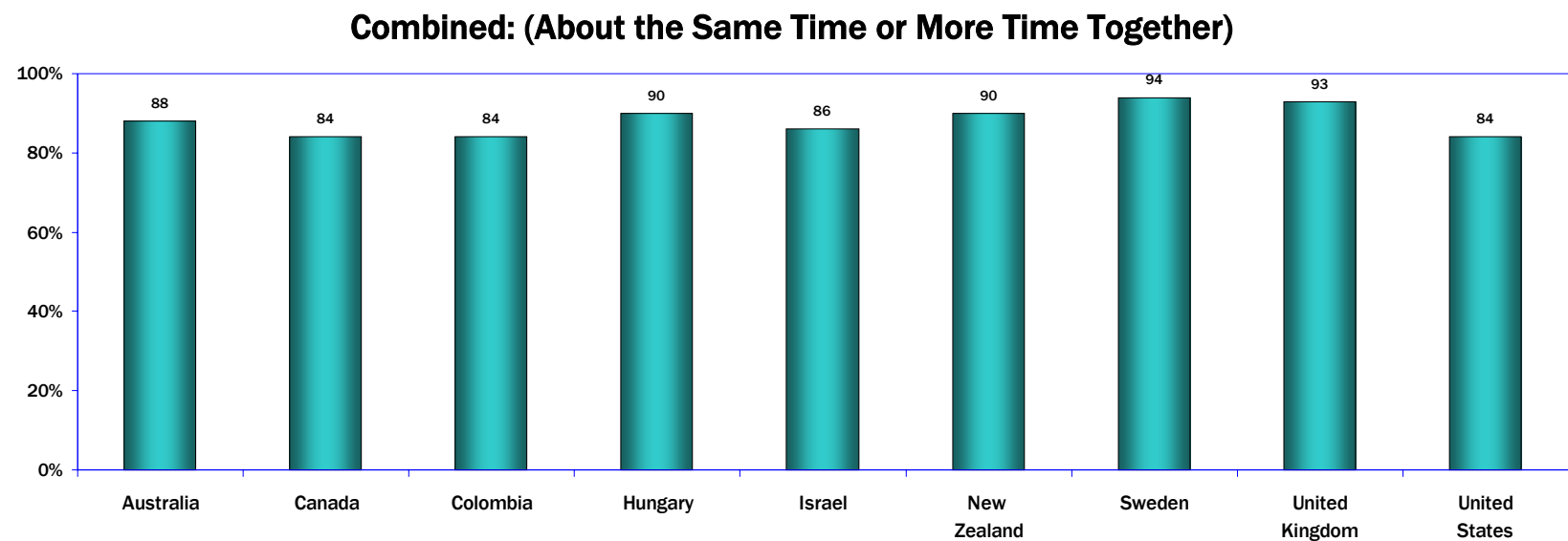


Q9B M-1B-2

46. Face-to-Face Time with Friends: Detailed Responses



Q9B M1B-3



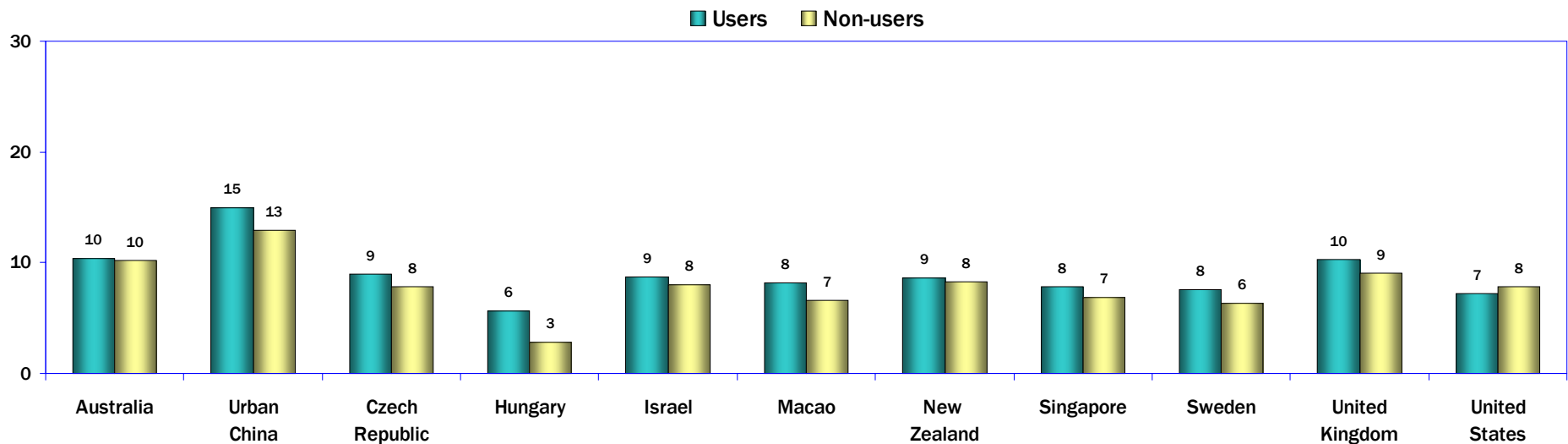
Q9B M1B-2-3

47. Time Spent Socializing with Friends: Users vs. Non-Users

Internet users in all of the WIP countries and regions except the United

States report spending the same amount of time or more time socializing face-to-face with friends than do non-users.

Time Spent Socializing Face-to-Face with Friends
Outside of School or Outside of Office Hours
(Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)

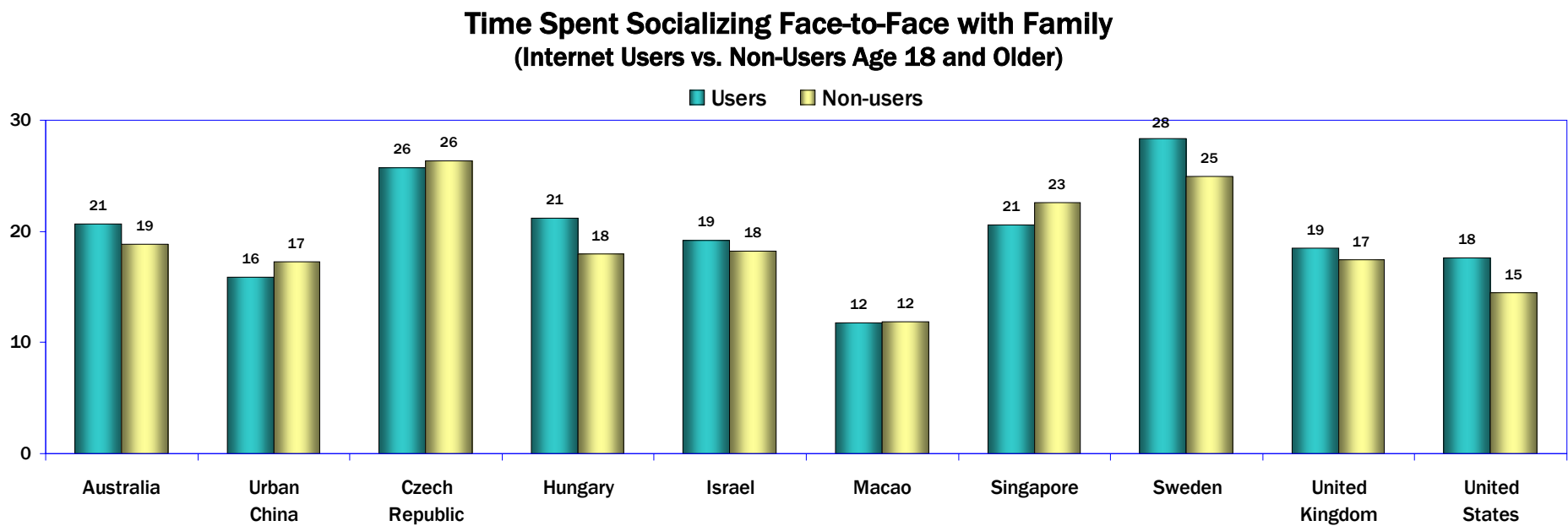


Q16 JC-1

48. Time Spent Socializing with Family: Users vs. Non-Users

Compared with responses about time spent socializing with friends (see the previous page), the responses were more mixed when users and non-users were asked about time spent socializing face-to-face with family.

In six of the WIP countries and regions, users reported more time than non-users spent socializing with family.



Q17 JC-1

49. Internet Use and Productivity at Work

Large majorities of respondents in all of the WIP countries and regions except Sweden said that having Internet access at work has improved their performance or productivity.

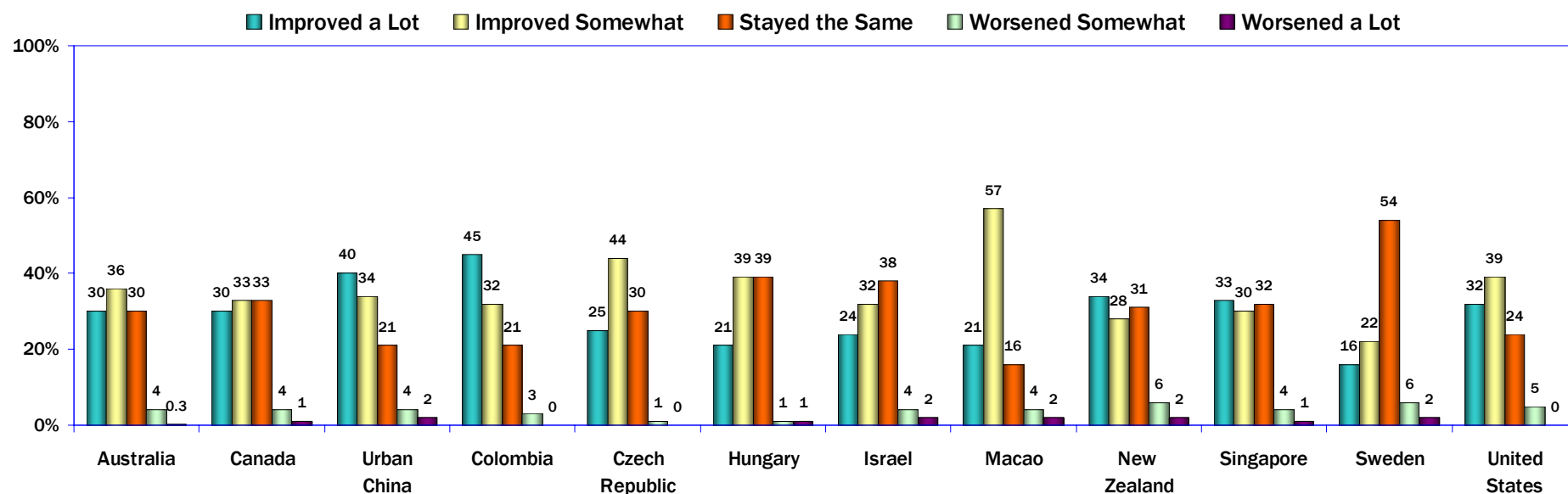
Sixty percent or more of respondents in 10 of the 12 countries and regions reported that their work performance improved a lot or somewhat since having Internet access at work.

The highest percentages who reported that the Internet improved work performance or productivity somewhat or a lot were reported in Macao (78 percent), Colombia (77 percent), urban China (74 percent), the United States (71 percent), and the Czech Republic (69 percent).

In all of the WIP countries and regions, very small percentages report that the Internet has diminished their productivity. The largest of the small percentages who said the Internet worsened their productivity were reported in Sweden and New Zealand (8 percent), and urban China, Israel, and Macao (6 percent).

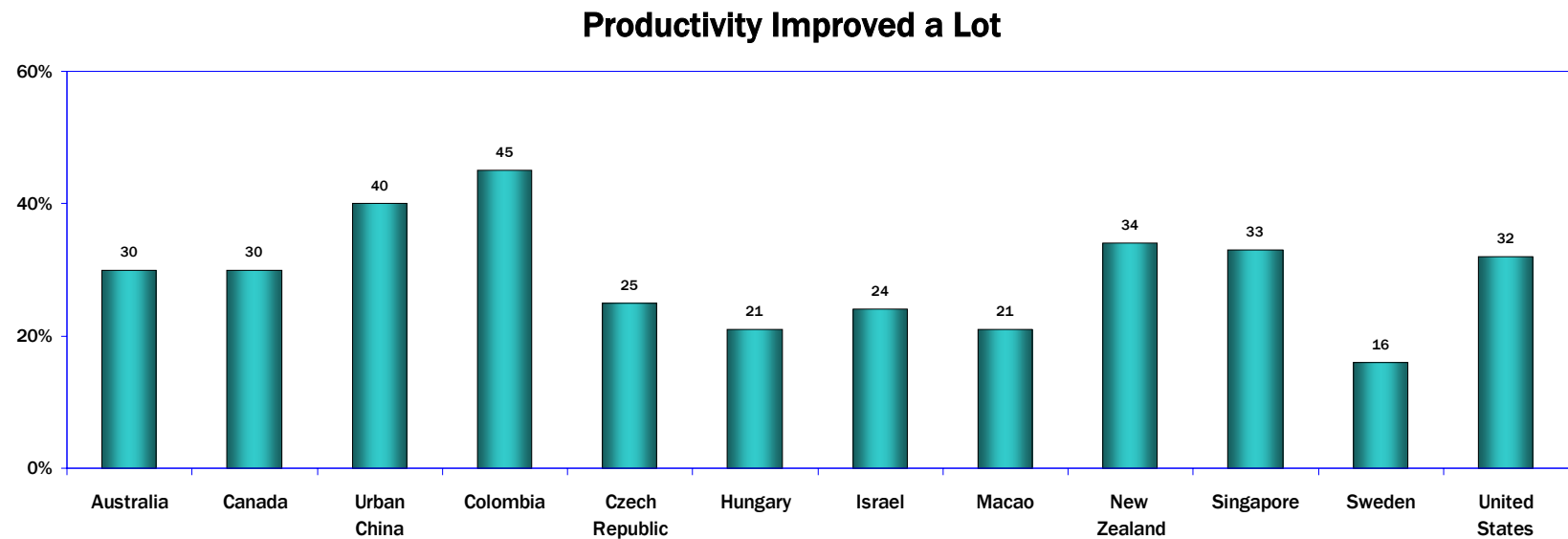
More than 90 percent of all respondents reported no negative effects. The highest percentages who reported that the Internet had no effect on productivity were reported in Sweden (54 percent), Hungary (39 percent), Israel (38 percent), and Canada (33 percent).

Internet Access at Work: Effects on Work Performance/Productivity
(Internet Users Aged 18 and Older Who Use the Internet at Work)

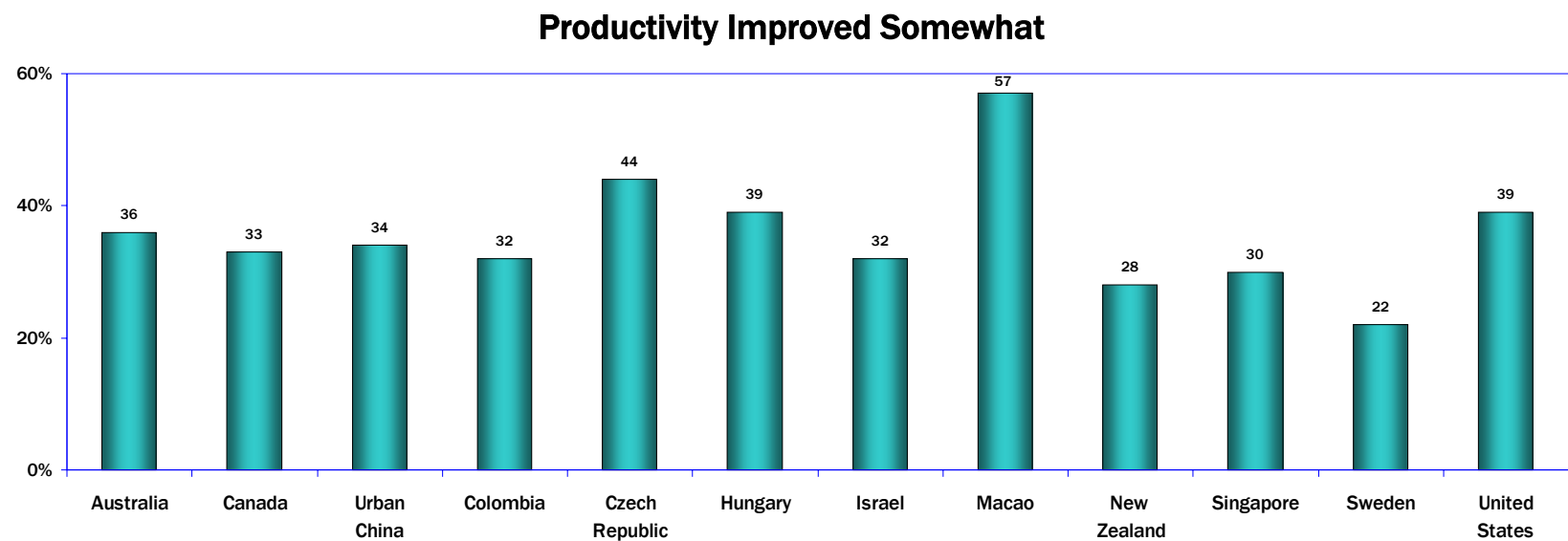


Q10 M-1

49. Internet Use and Productivity at Work: Detailed Responses



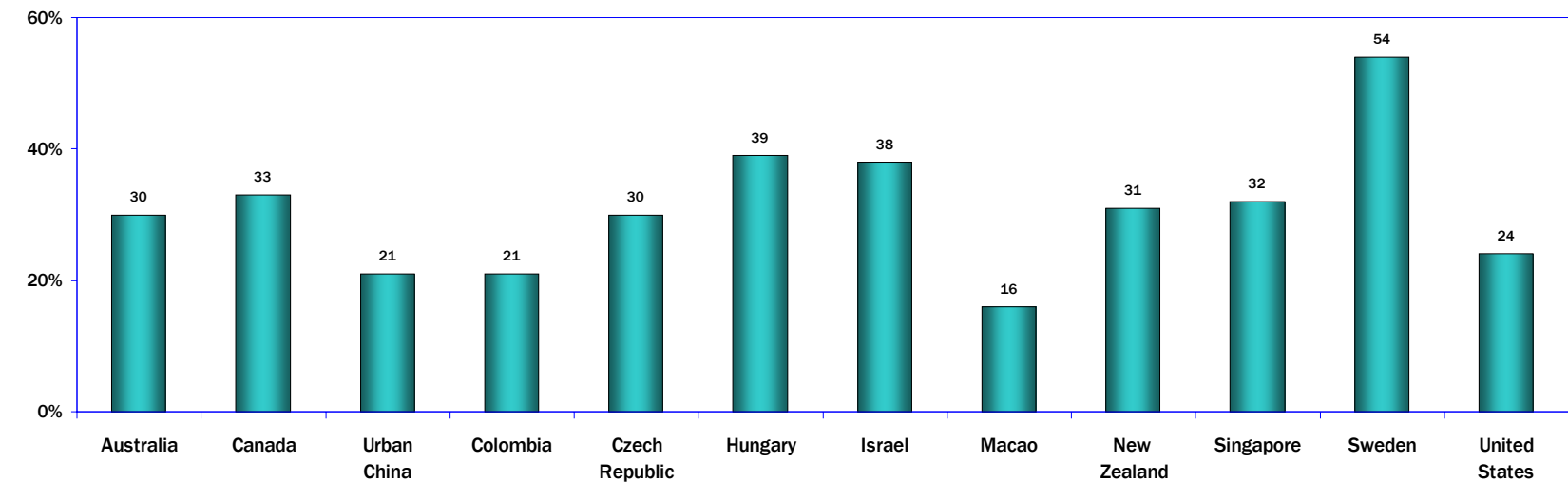
Q10 M-1A



Q10 M-1B

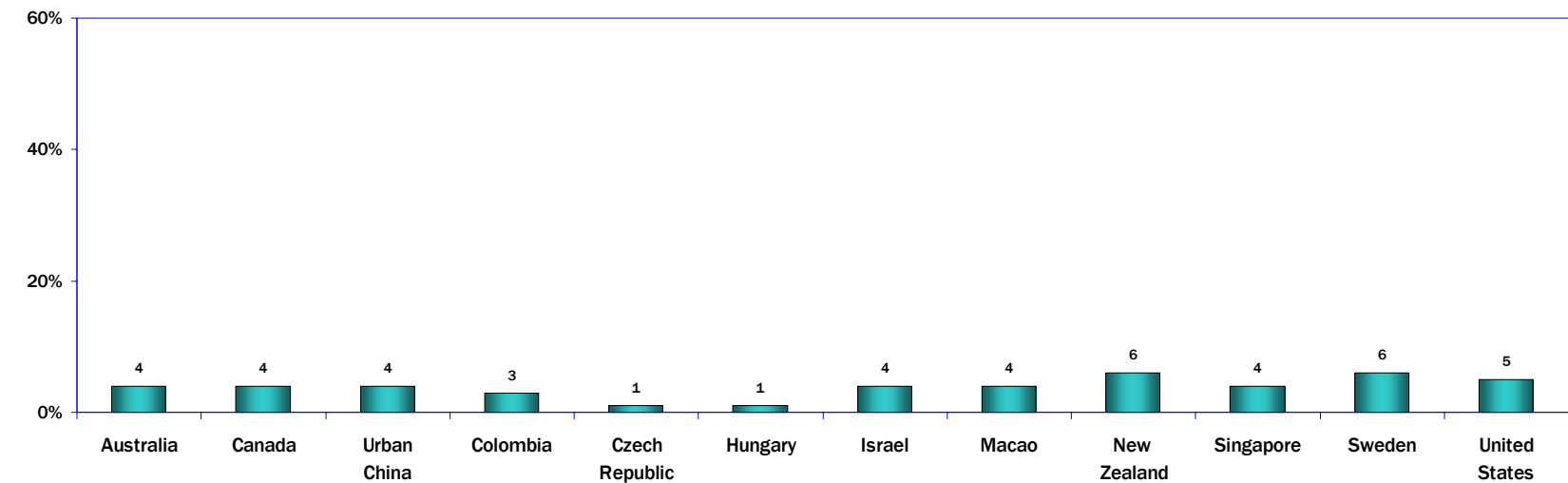
49. Internet Use and Productivity at Work: Detailed Responses

Productivity Stayed the Same



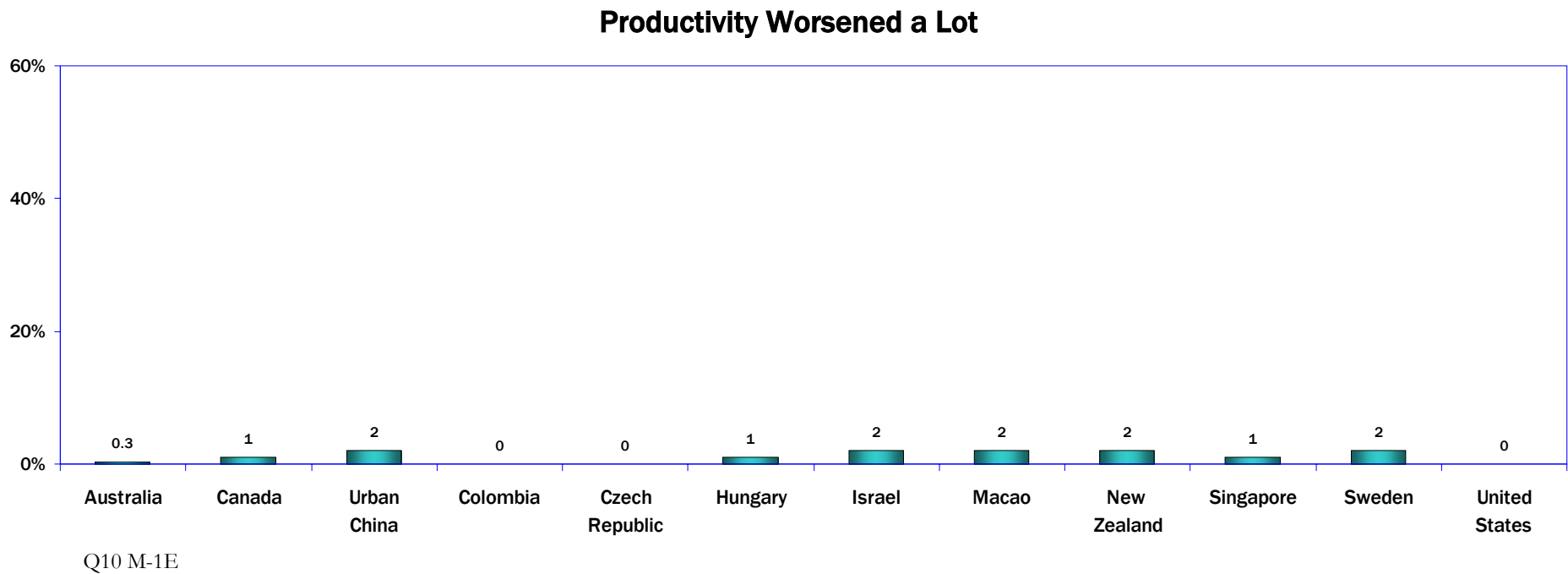
Q10 M-1C

Productivity Worsened Somewhat



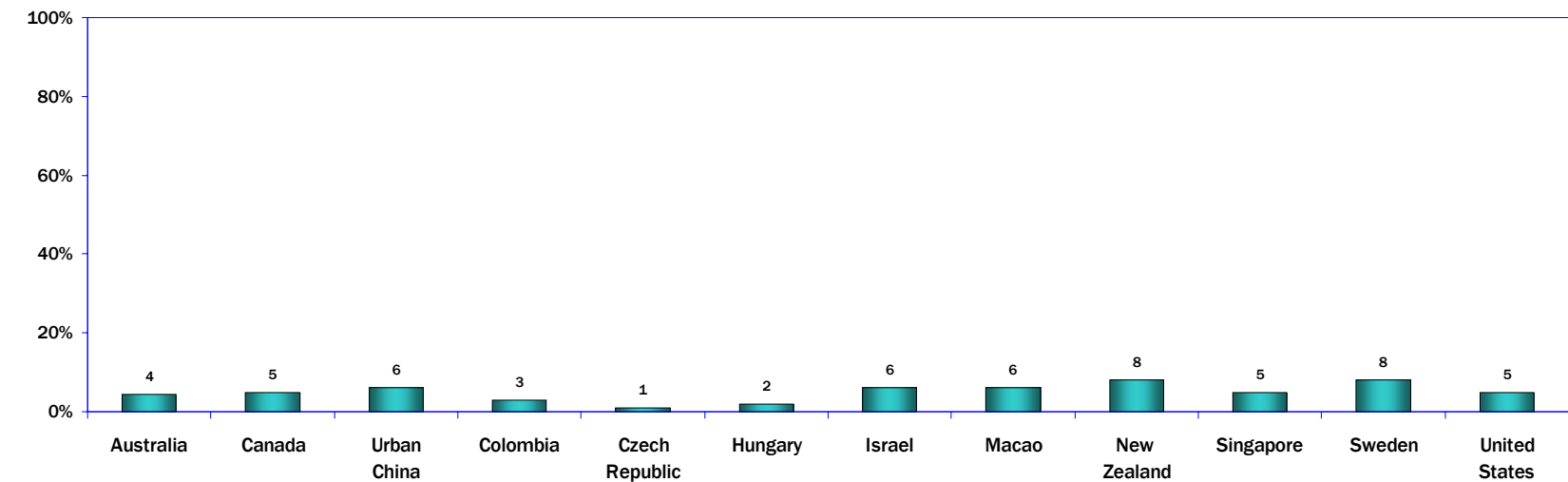
Q10 M-1D

49. Internet Use and Productivity at Work: Detailed Responses



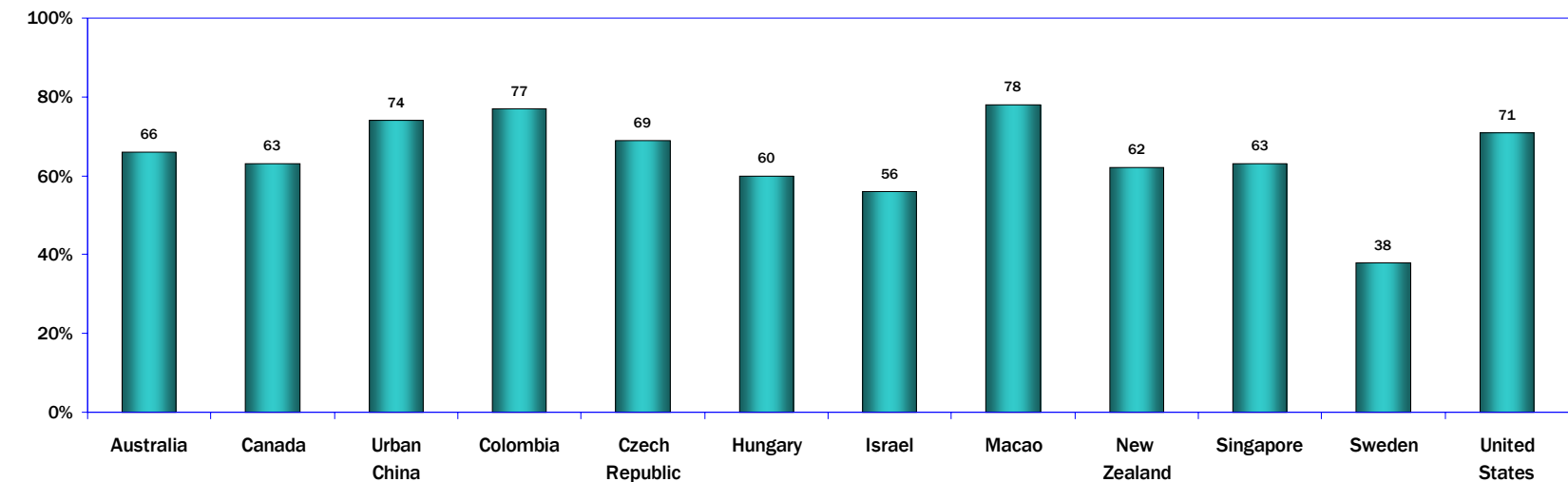
49. Internet Use and Productivity at Work: Detailed Responses

Combined: Productivity Worsened Somewhat or a Lot



Q10 M1D-E

Combined: Productivity Improved Somewhat or a Lot



Q10 M-1A-B

Findings

World Internet Project 2009

The Internet and the Political Process

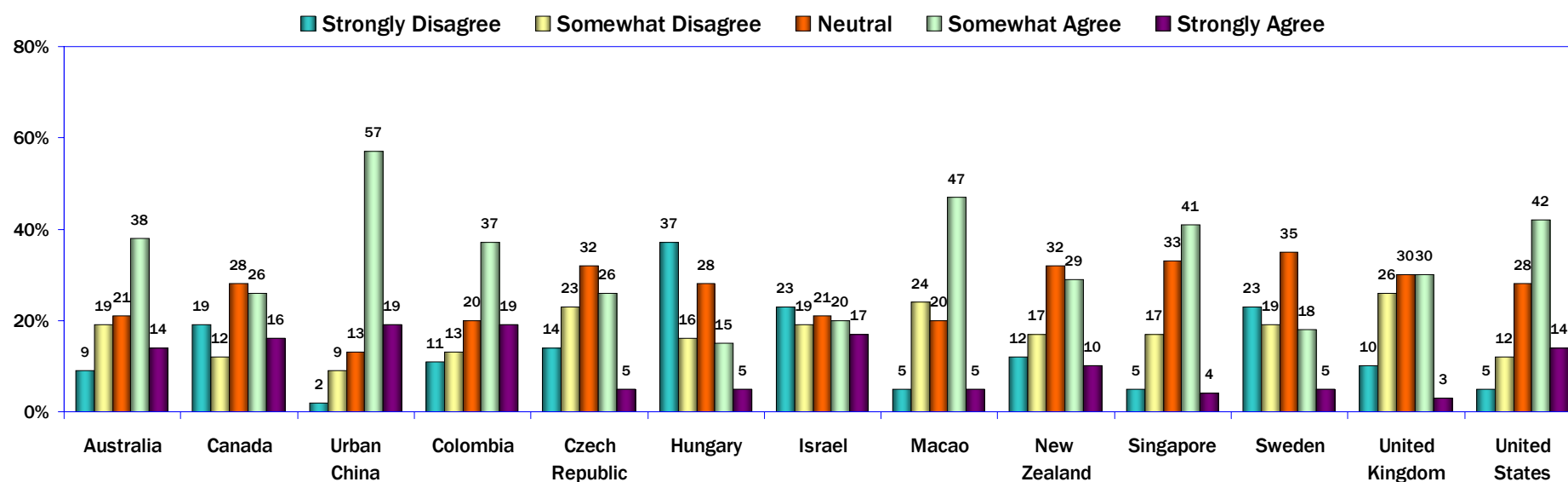
50. The Internet for Understanding Politics

In eight of the WIP countries and regions, less than 50 percent of users believe that the Internet can help people better understand politics, with the lowest percentages in Hungary (20 percent) and Sweden (23 percent) agreeing with this statement.

However, more than a majority of users in Australia (52 percent), urban China (76 percent), Colombia (56 percent), Macao (52 percent), and the United States (56 percent) agree or strongly agree that the Internet helps people understand politics.

Conversely, in 10 WIP countries or regions, more than 20 percent of users disagreed or strongly disagreed that the Internet can help people better understand politics: Hungary (53 percent), Israel and Sweden (42 percent), the Czech Republic (37 percent), the United Kingdom (36 percent), Canada (31 percent), Macao (29 percent), Australia (28 percent), Colombia (24 percent), and Singapore (22 percent).

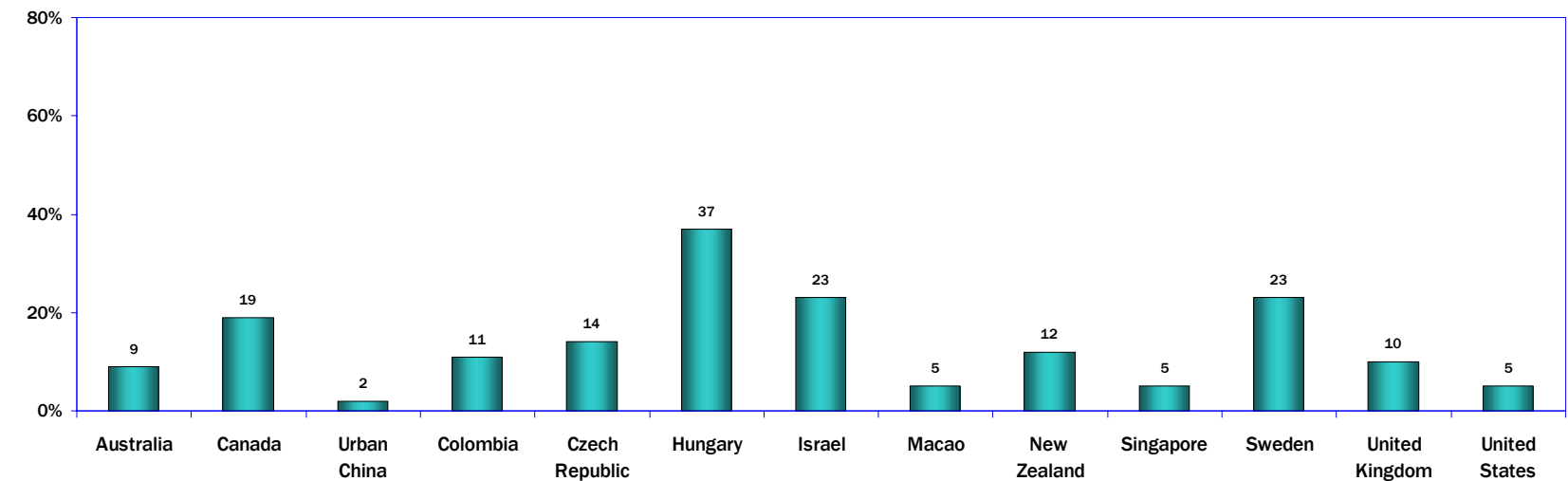
By Using the Internet, People Like You can Better Understand Politics (Internet Users Age 18 and Older)



Q11C M-1C

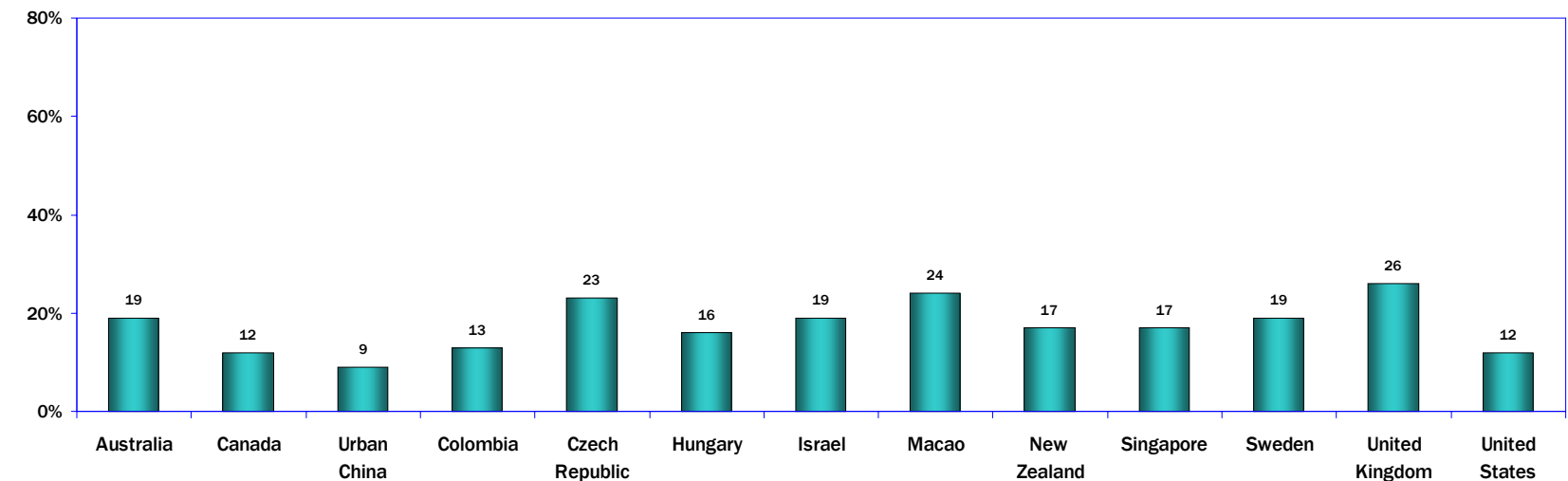
50. The Internet for Understanding Politics: Detailed Responses

Strongly Disagree



Q11C M-1C-1

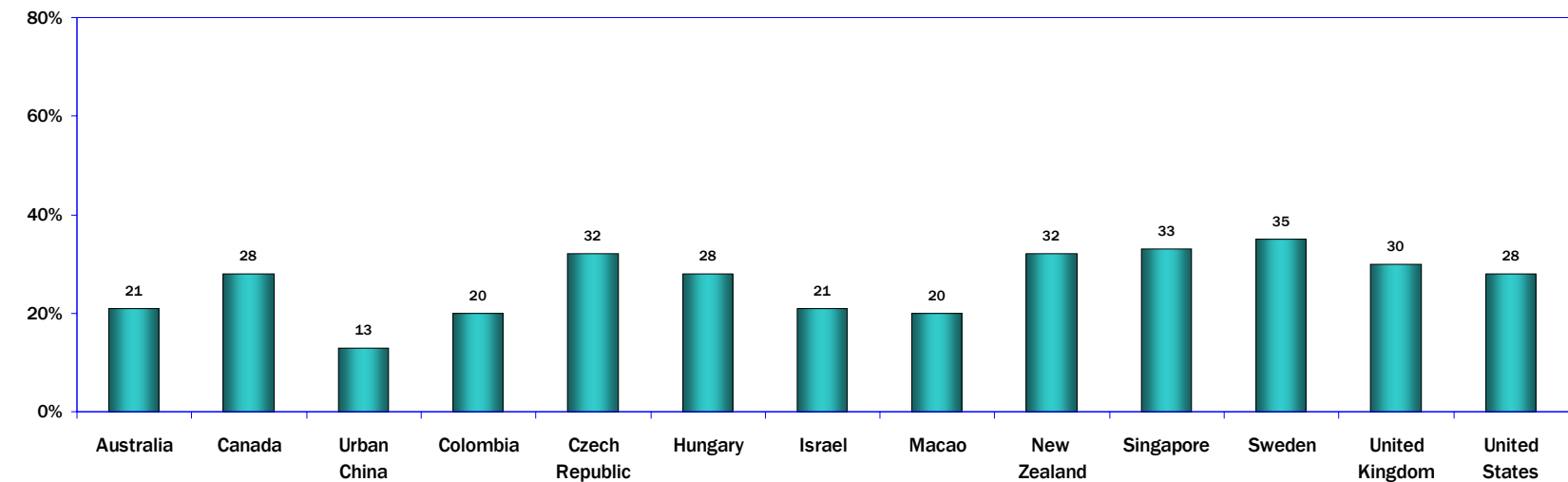
Somewhat Disagree



Q11C M-1C-2

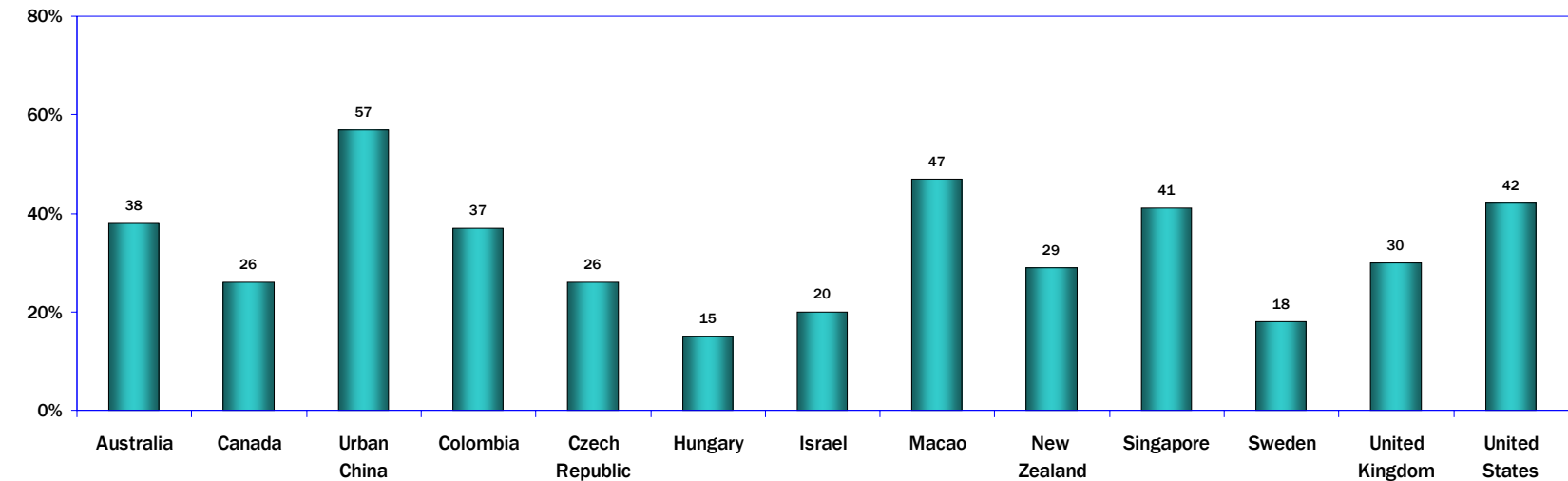
50. The Internet for Understanding Politics: Detailed Responses

Neutral



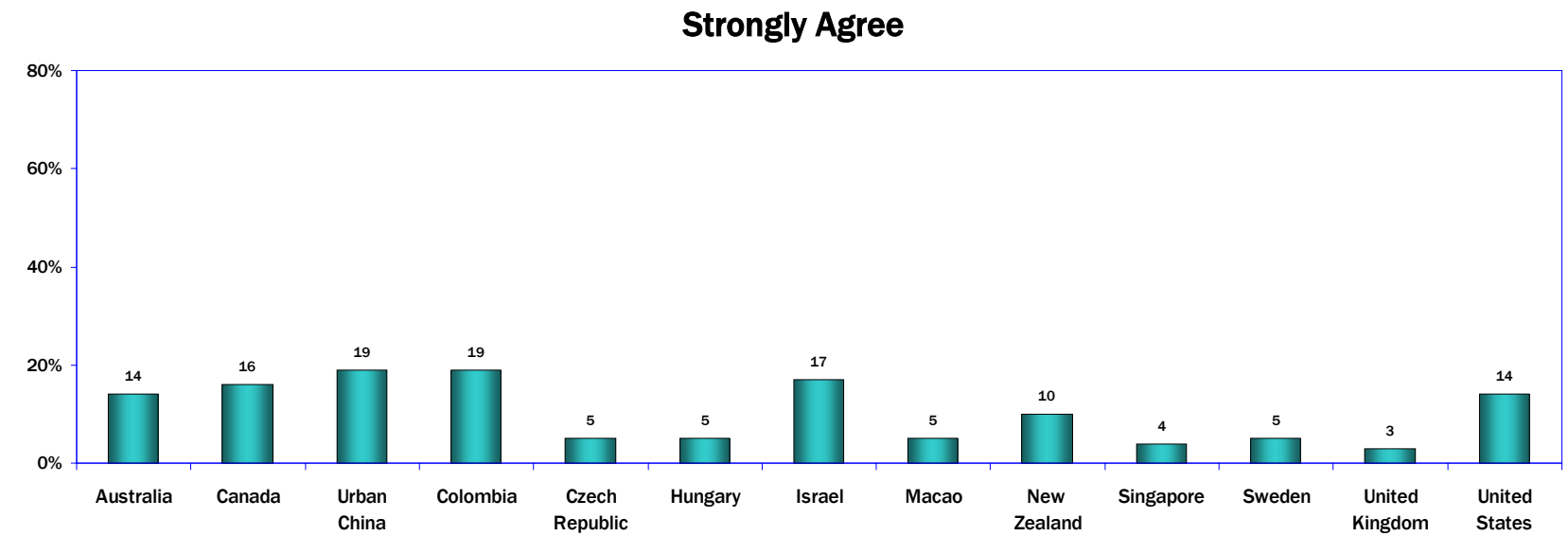
Q11C M-1C-3

Somewhat Agree



Q11C M-1C-4

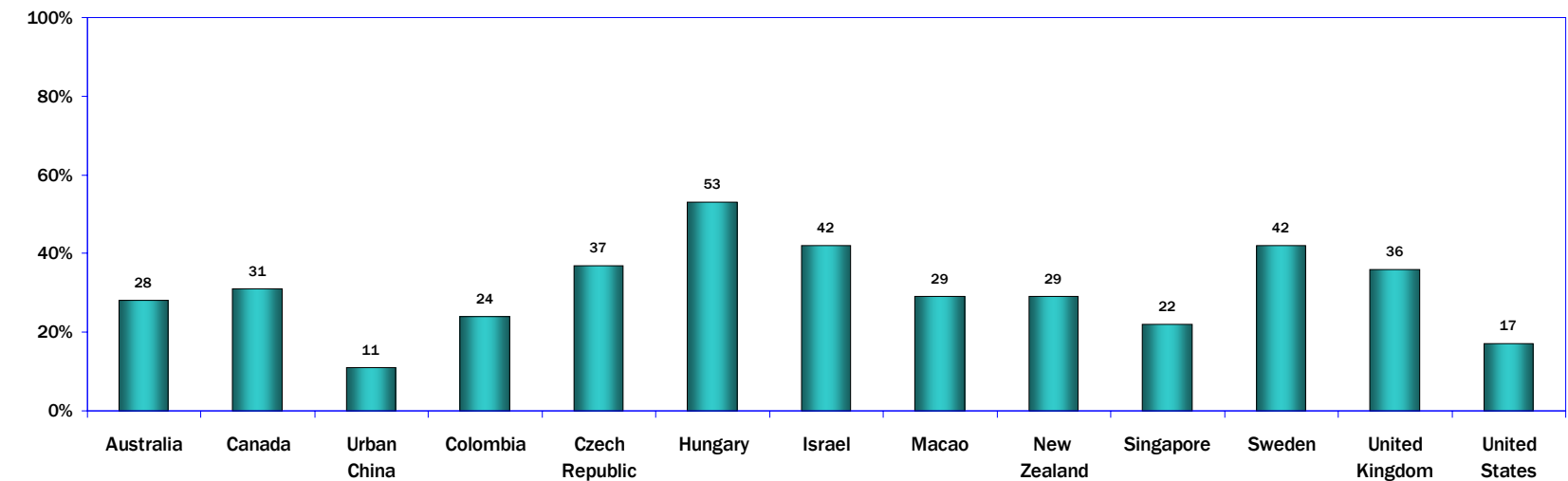
50. The Internet for Understanding Politics: Detailed Responses



Q11C M-1C-5

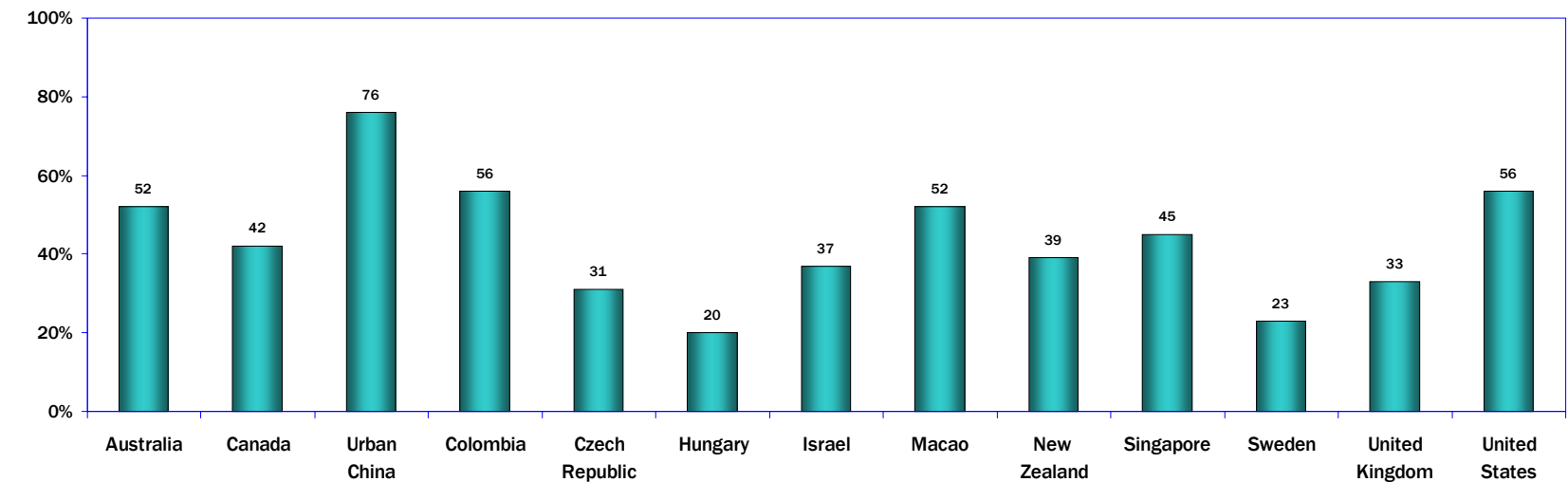
50. The Internet for Understanding Politics: Detailed Responses

Combined: Somewhat Disagree and Strongly Disagree



Q11C M-1C-1-2

Combined: Somewhat Agree and Strongly Agree



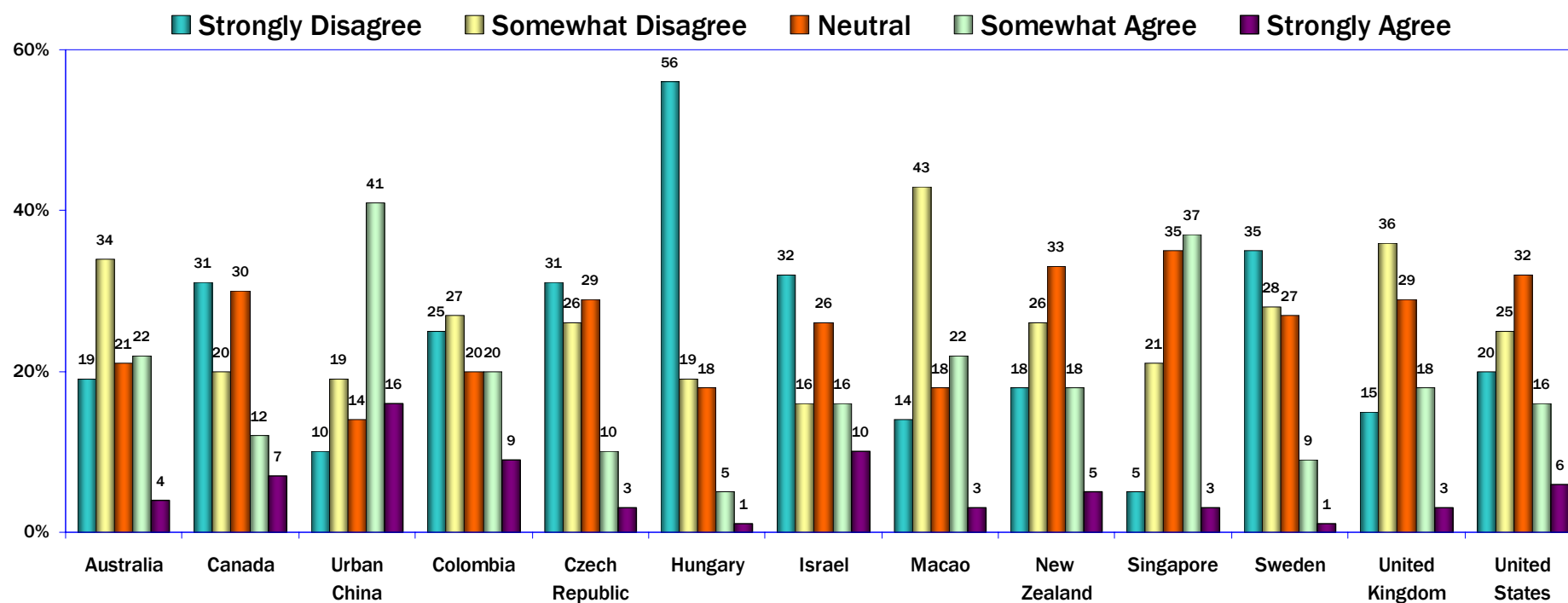
Q11C M-1C-4-5

51. The Internet and Engaging Public Officials

Relatively low percentages of users believe that Internet use will make public officials care more about what people like them think. The only country or region that reported a majority of users agreeing with this statement was urban China (57 percent).

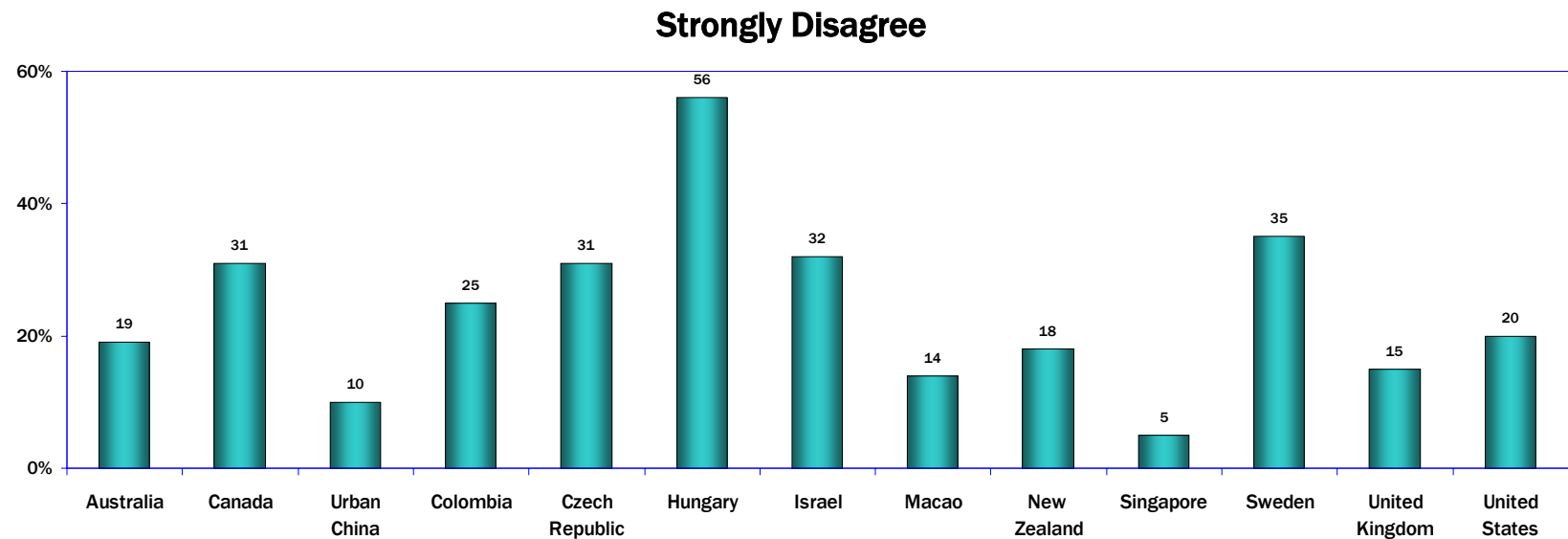
In contrast, the lowest percentages of agreement were reported in Hungary (6 percent), Sweden (10 percent), Czech Republic (13 percent), Canada (19 percent), United Kingdom (21 percent), the United States (22 percent), and New Zealand (23 percent).

By Using the Internet, Public Officials Will Care More about What People Like You Think (Internet Users Age 18 and Older)

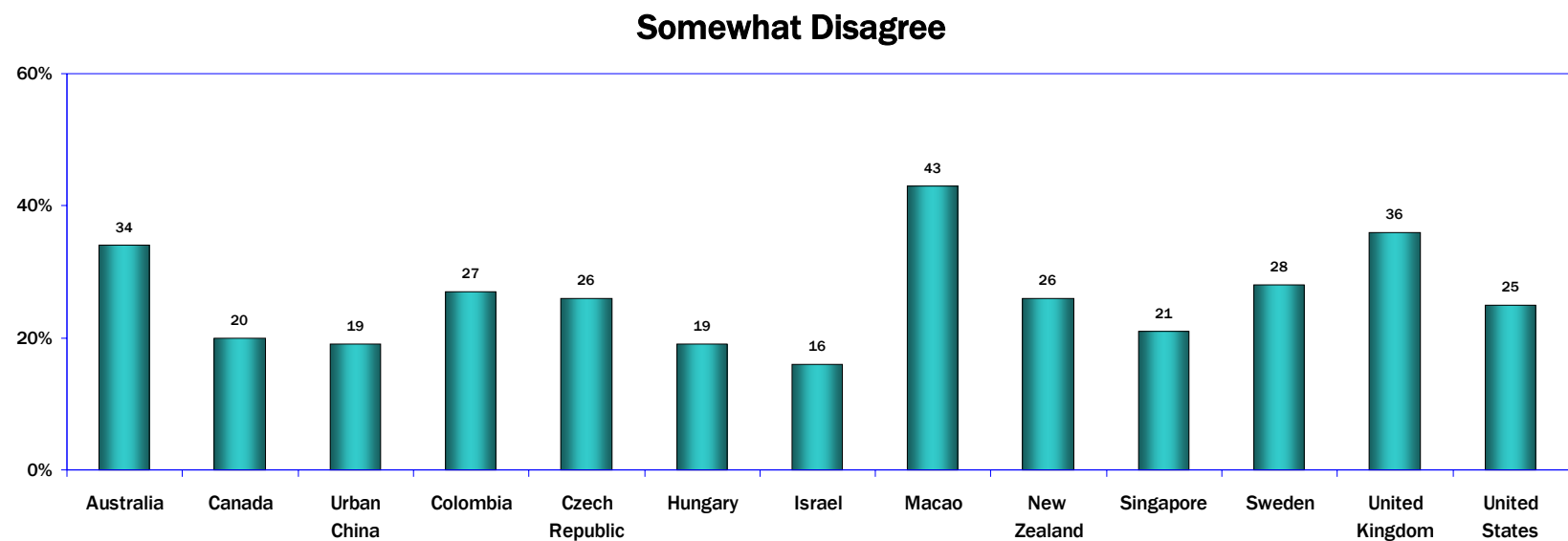


Q11D M-1D

51. The Internet and Engaging Public Officials: Detailed Responses



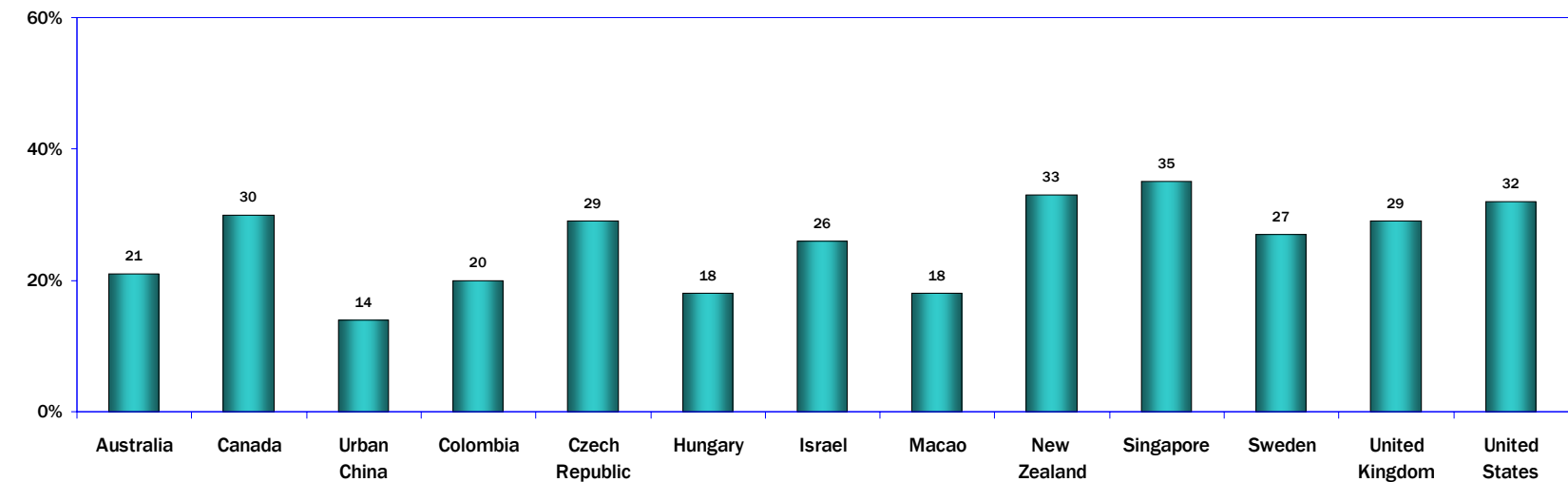
Q11D M-1D-1



Q11D M-1D-2

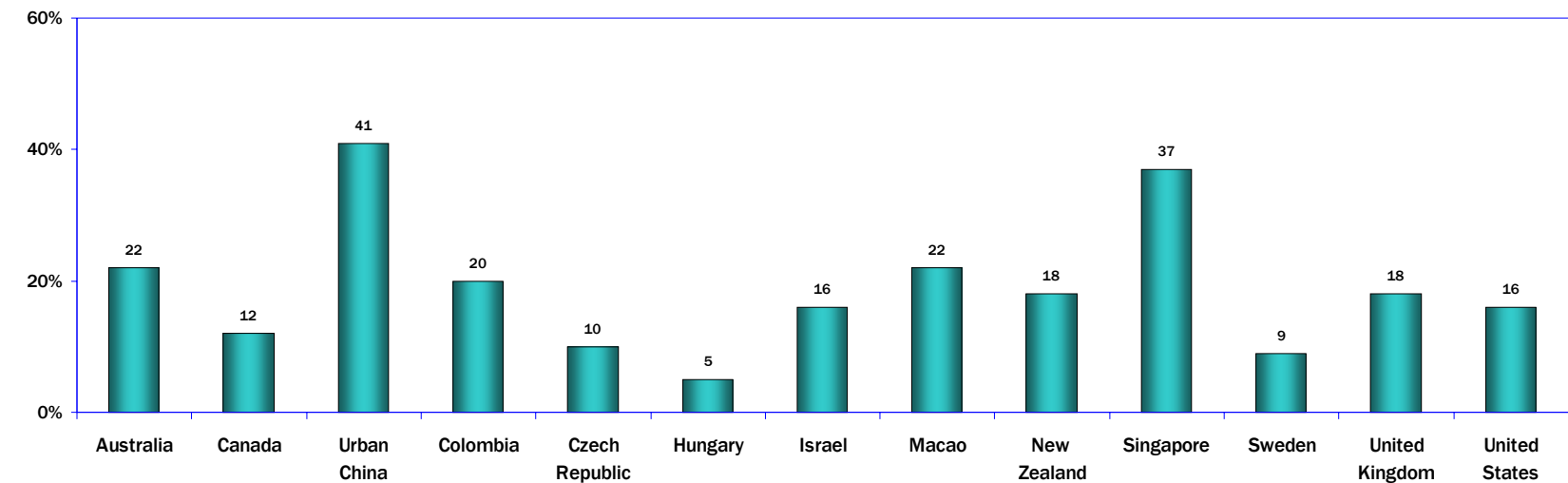
51. The Internet and Engaging Public Officials: Detailed Responses

Neutral



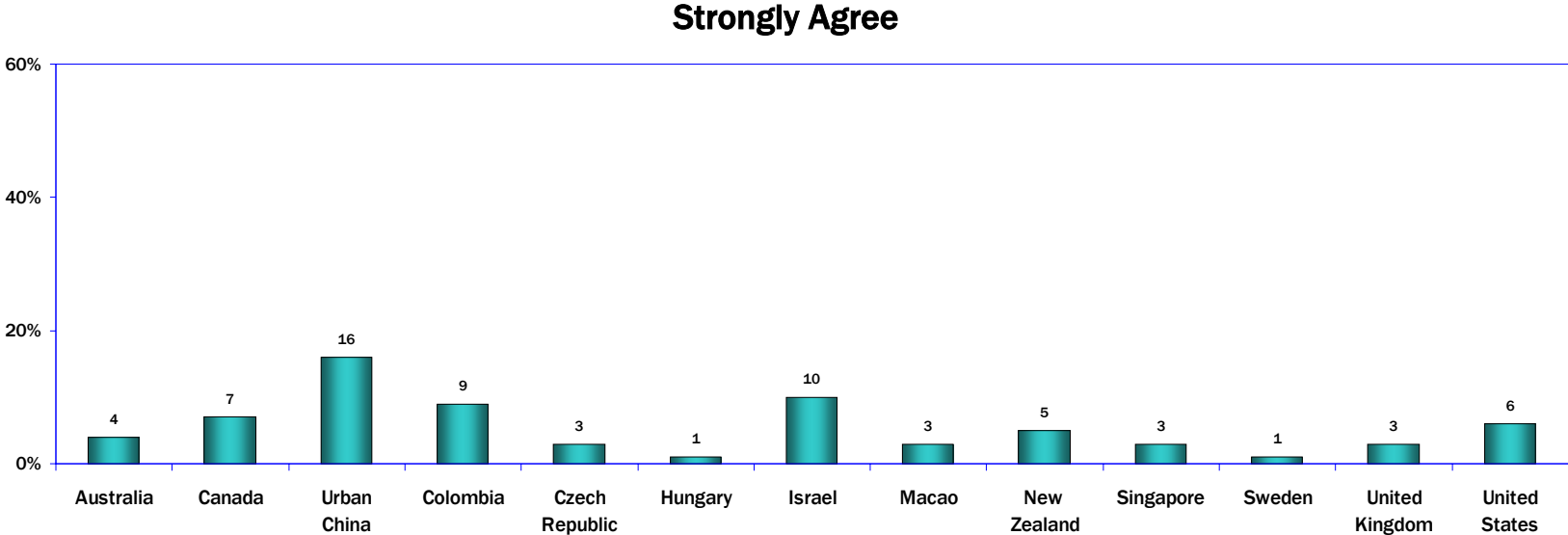
Q11D M-1D-3

Somewhat Agree



Q11D M-1D-3

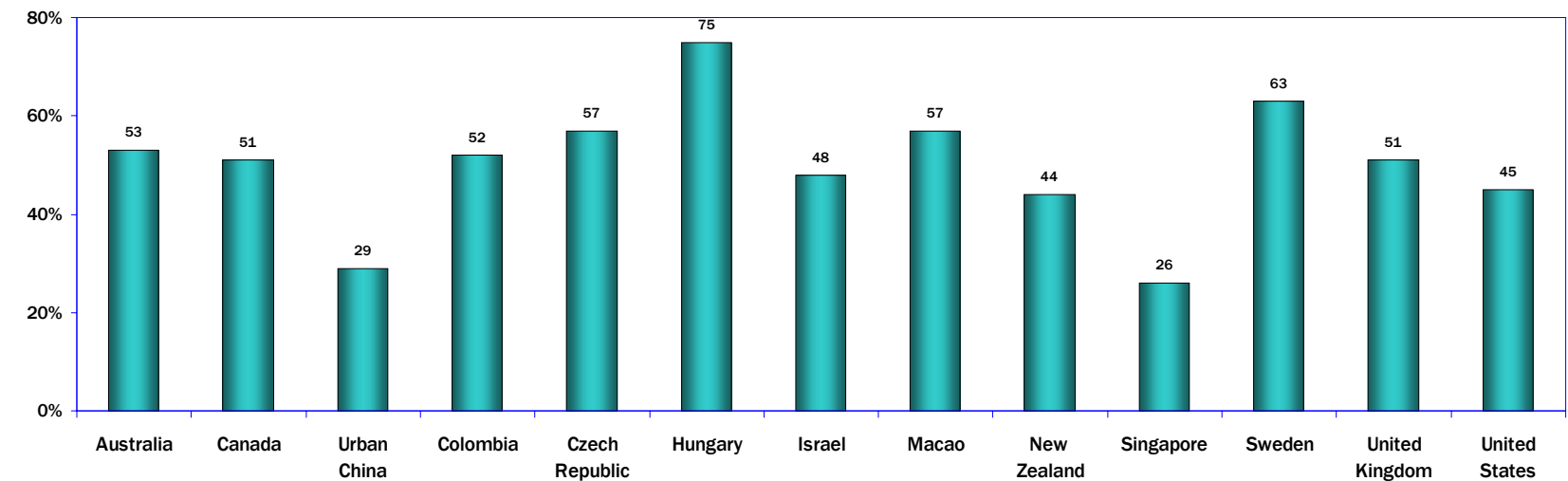
51. The Internet and Engaging Public Officials: Detailed Responses



Q11D M-1D-5

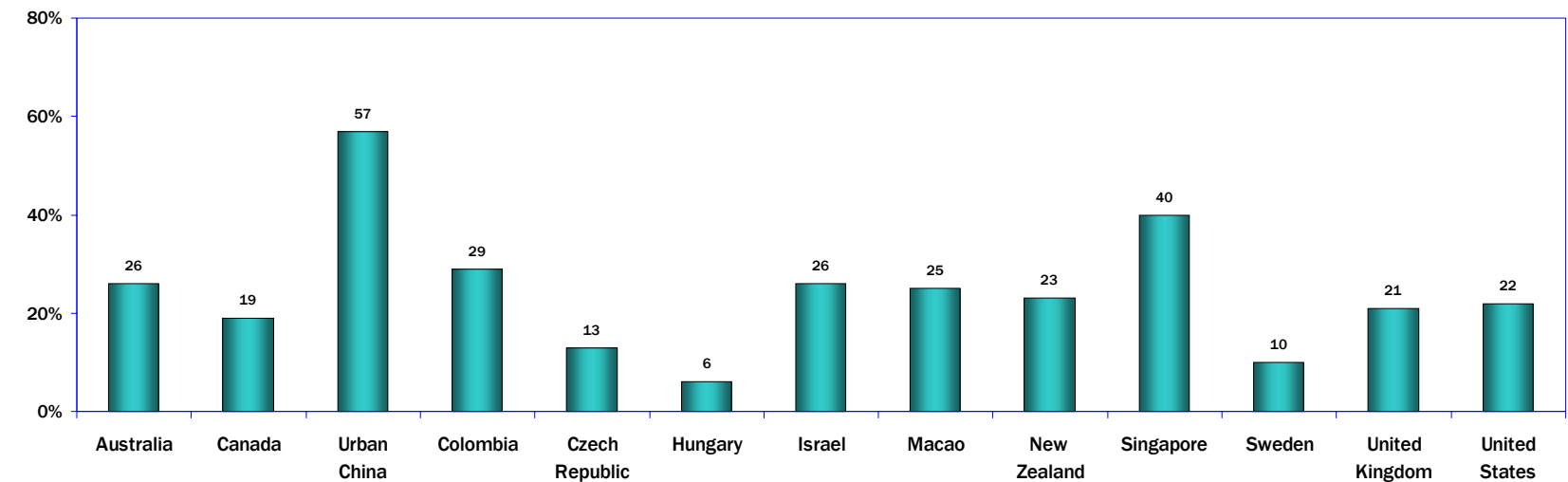
51. The Internet and Engaging Public Officials: Detailed Responses

Combined: Somewhat Disagree and Strongly Disagree



Q11D M1D-1-2

Combined: Somewhat Agree and Strongly Agree

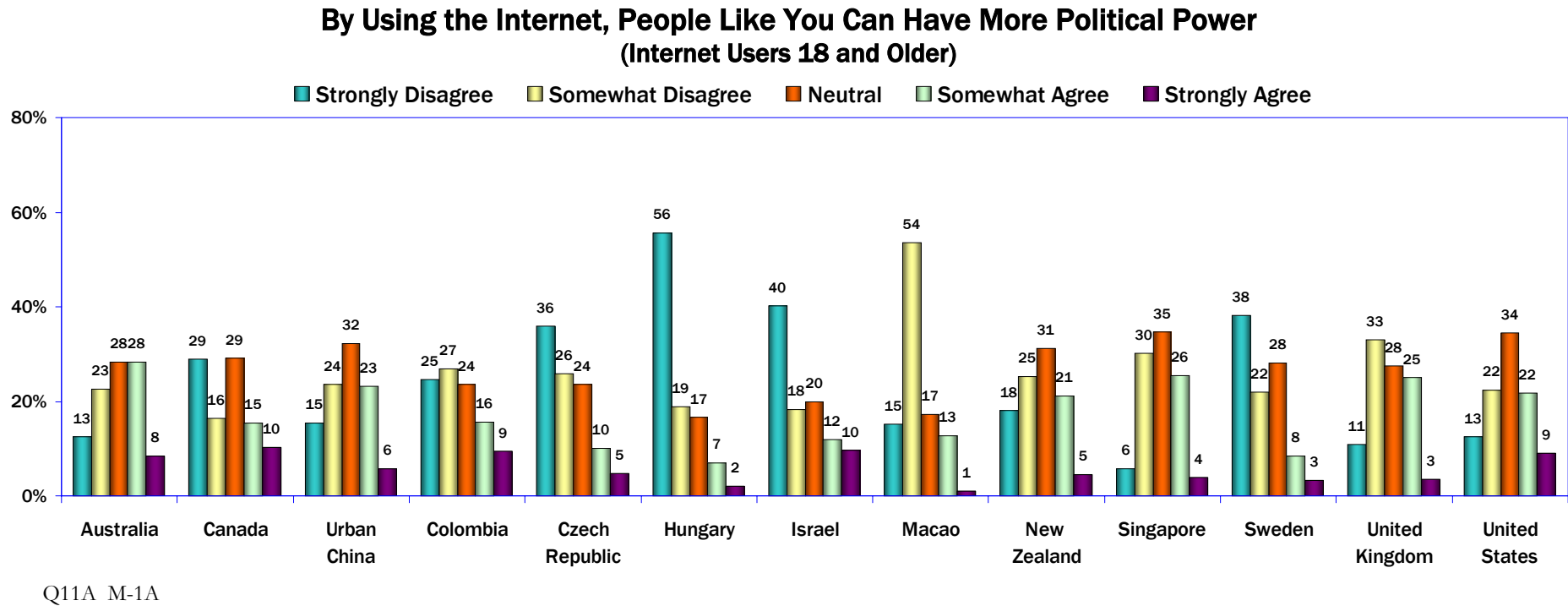


Q11D M-1D-4-5

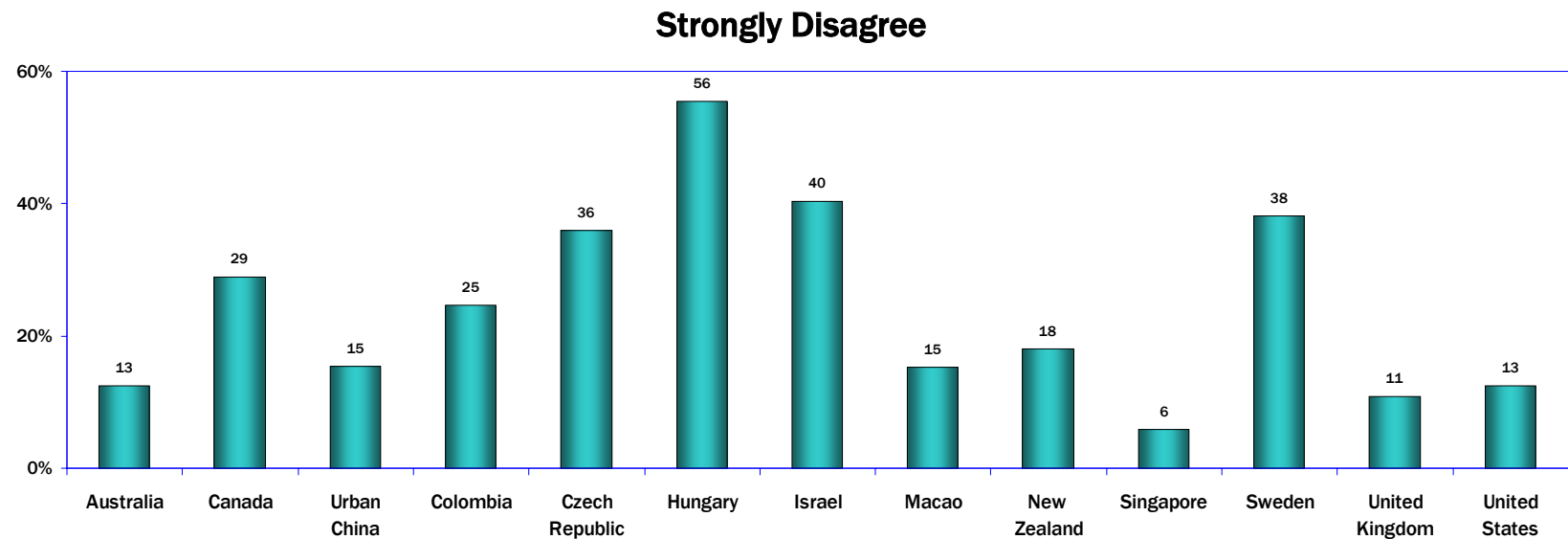
52. The Internet and Political Empowerment

Low percentages of users said that the Internet gives users more political power or influence. The highest level of agreement among respondents who said that the Internet gives more political power was reported in Australia (36 percent); seven countries and regions reported 25 percent or less.

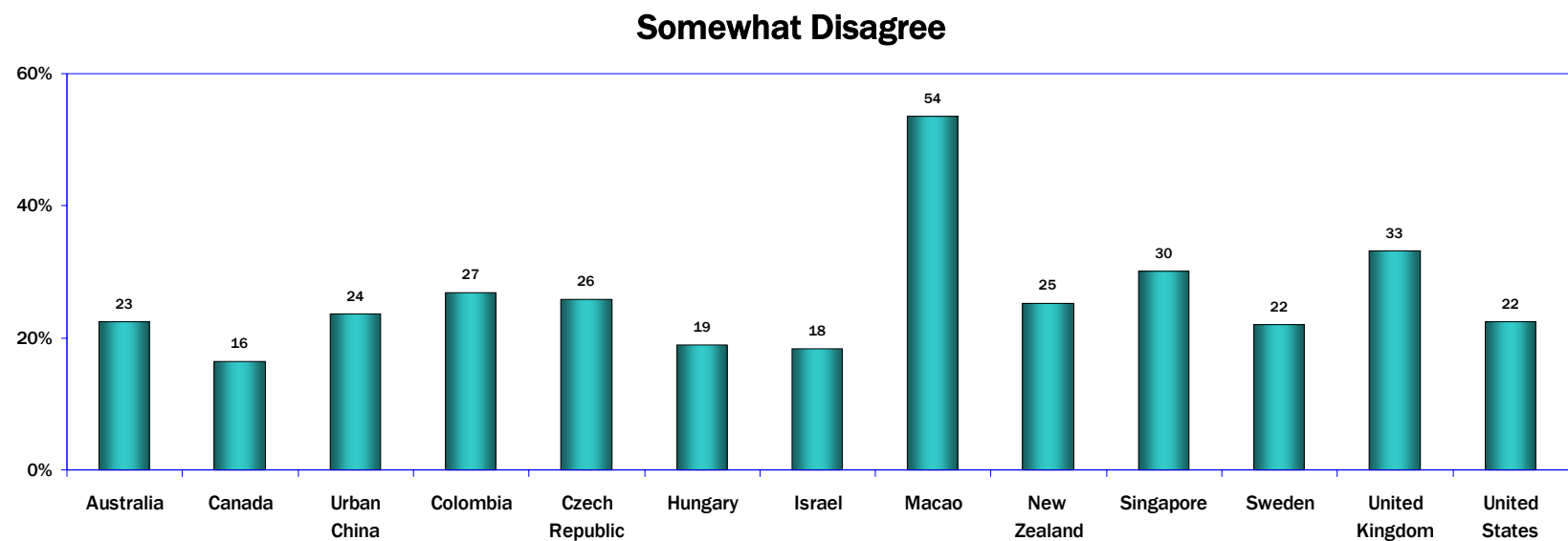
The highest level of disagreement was in Hungary (75 percent), Macao (69 percent), Czech Republic (62 percent), Sweden (60 percent), and Israel (58 percent).



52. The Internet and Political Empowerment: Detailed Responses



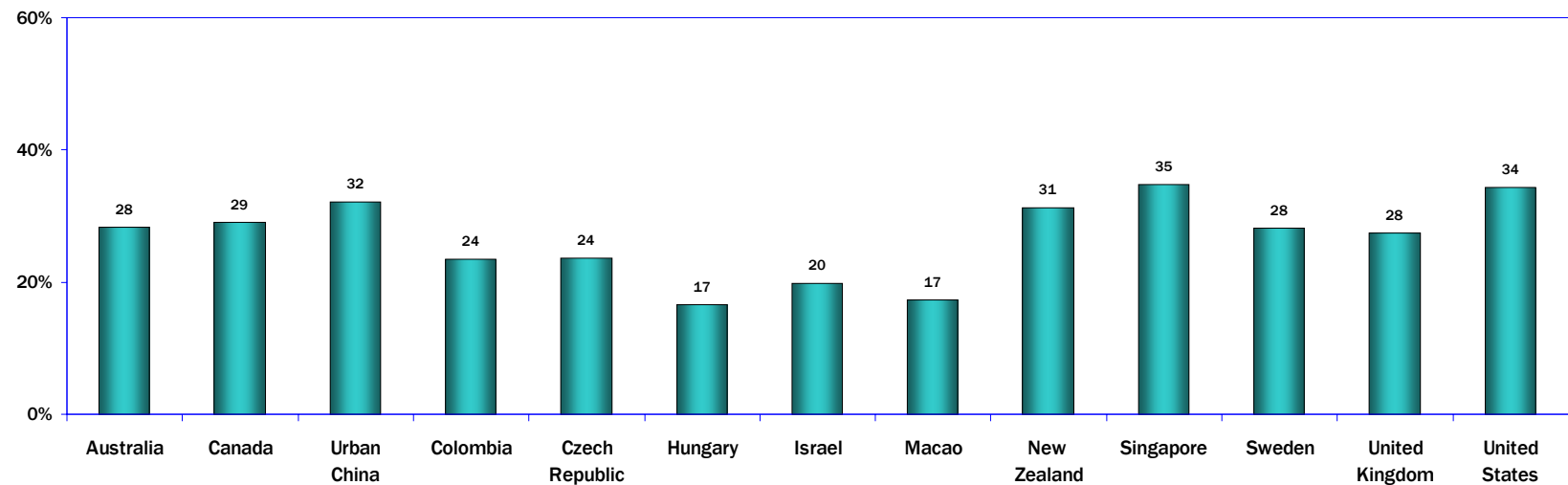
Q11A M-1A-1



Q11A M-1A-2

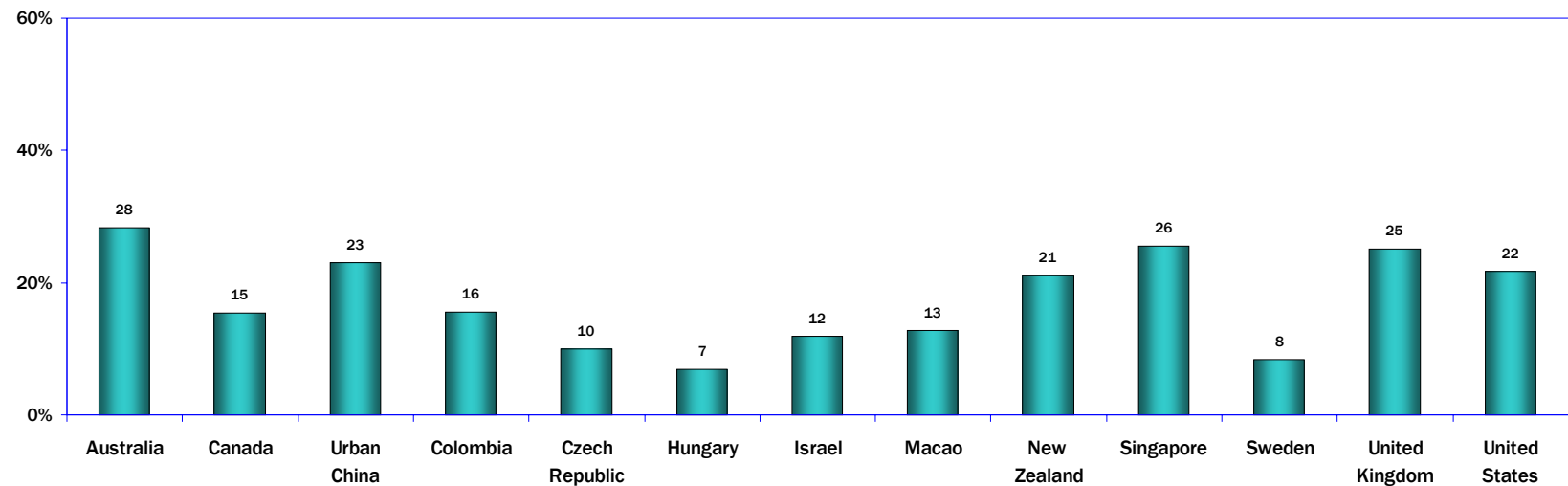
52. The Internet and Political Empowerment: Detailed Responses

Neutral



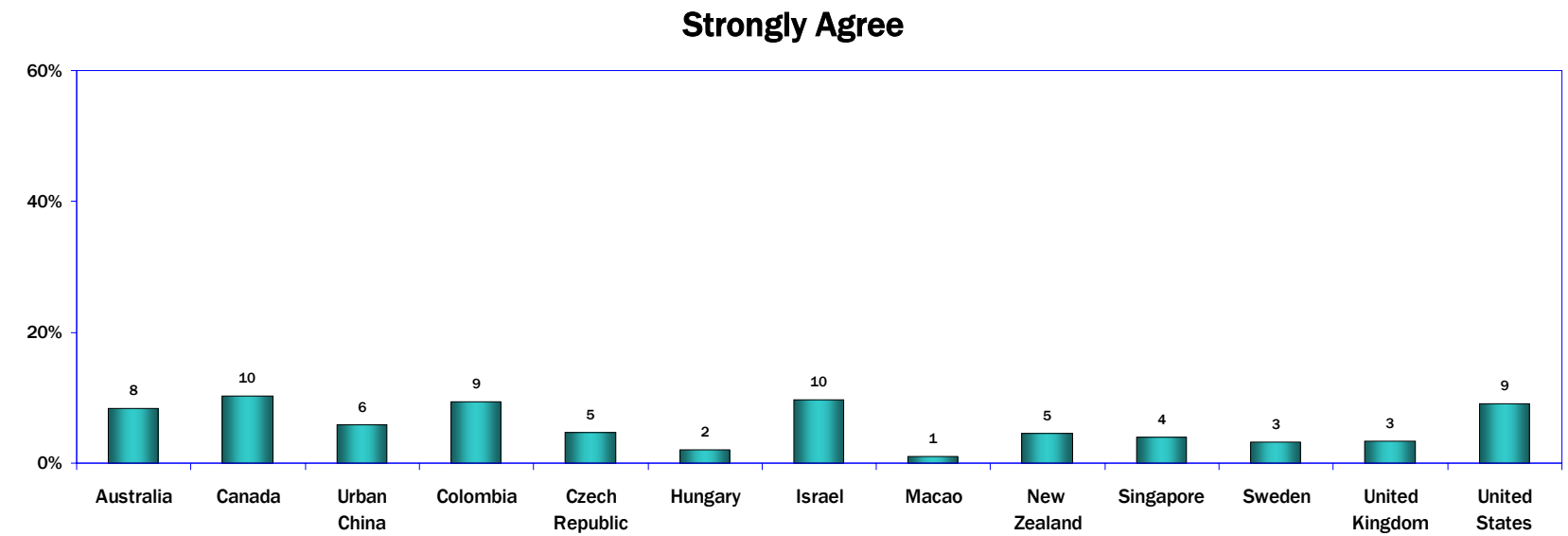
Q11A M-1A-3

Somewhat Agree



Q11A M-1A-3

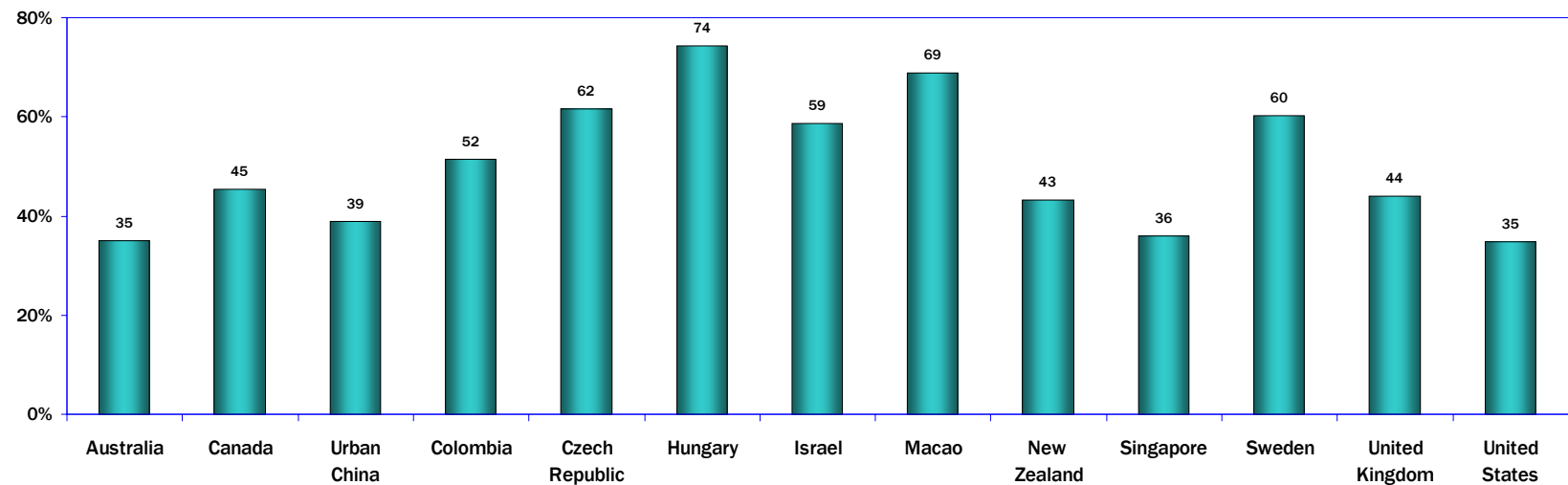
52. The Internet and Political Empowerment: Detailed Responses



Q11A M-1A-5

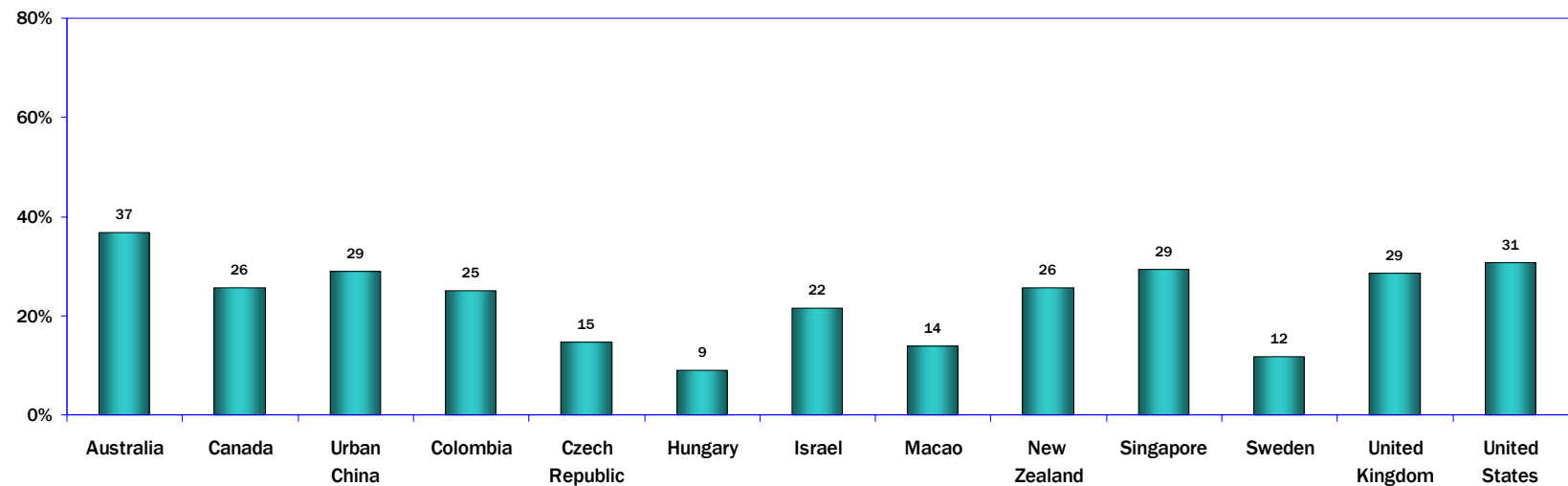
52. The Internet and Political Empowerment: Detailed Responses

Combined: Somewhat Disagree and Strongly Disagree



Q11A M1A-1-2

Combined: Somewhat Agree and Strongly Agree



Q11C M1C-4-5

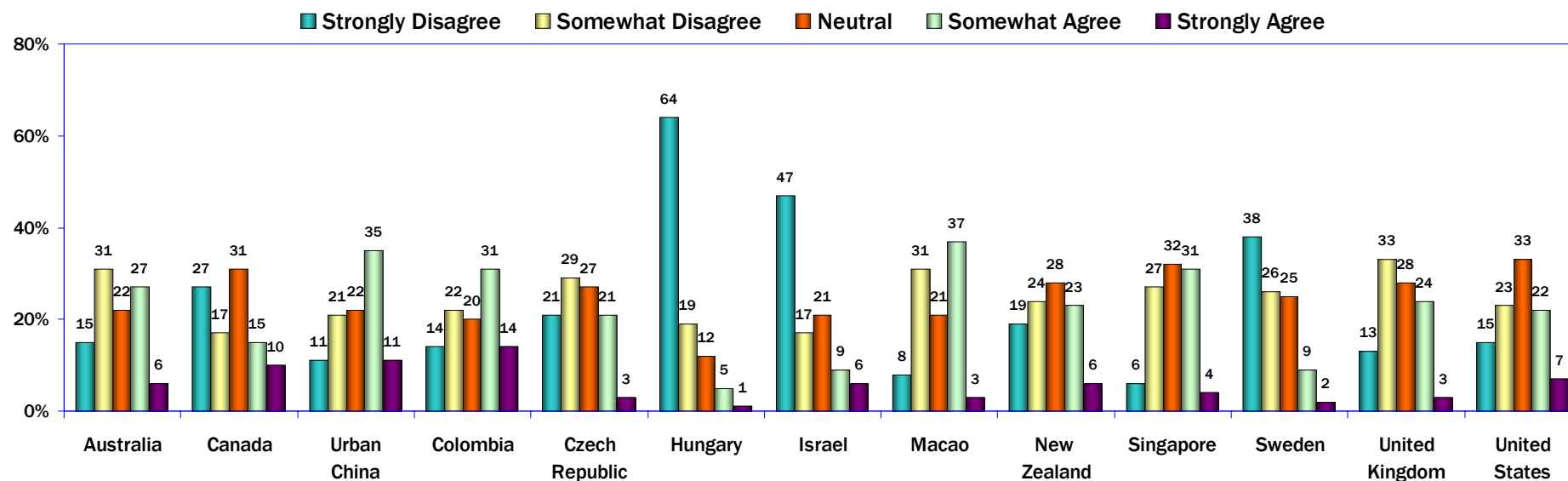
53. Does the Internet Give Users More Involvement in Government?

Relatively low percentages of users in most of the WIP countries and regions said the Internet will give users more of a say in government actions. Urban China (46 percent) and Columbia (45 percent) reported the highest level of agreement with this statement. Five countries and

regions reported 25 percent or less agreement with this statement, and five countries and regions reported 25-40 percent.

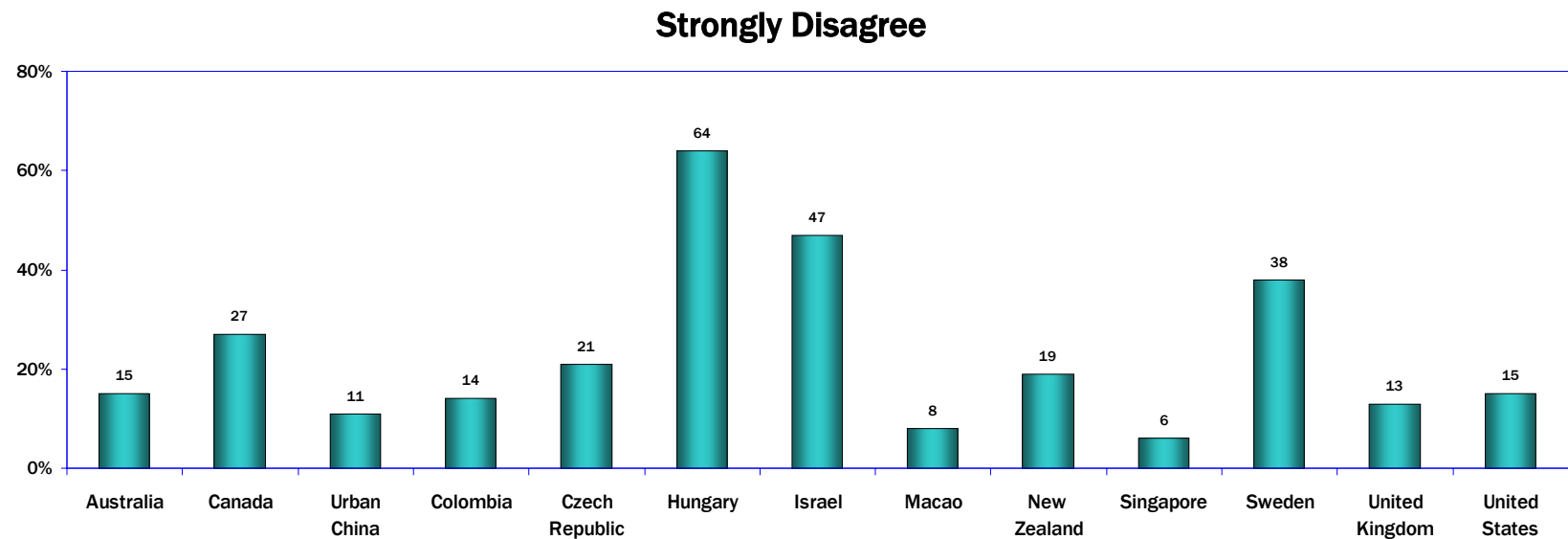
The highest level of disagreement with this question was in Hungary (83 percent), and Israel and Sweden (64 percent).

By Using the Internet, Will People Like You Will Have More Say about what the Government Does (Internet Users Age 18 and Older)

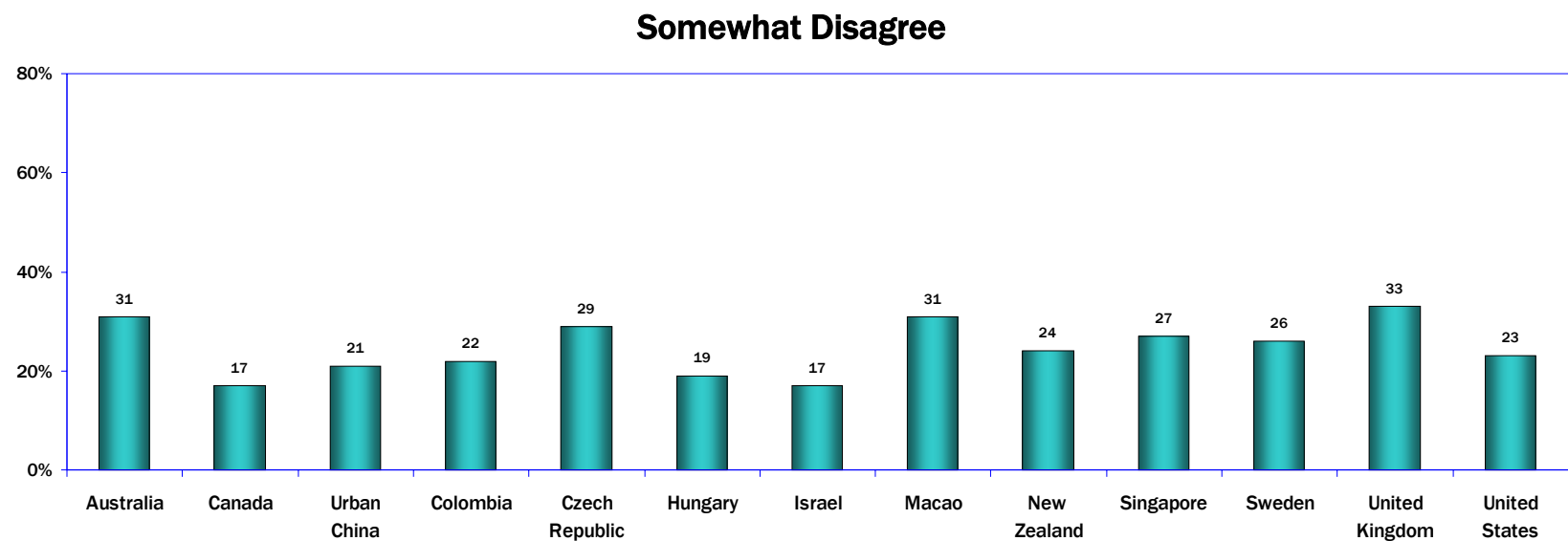


Q11B M-1B

53. The Internet and Involvement in Government: Detailed Responses



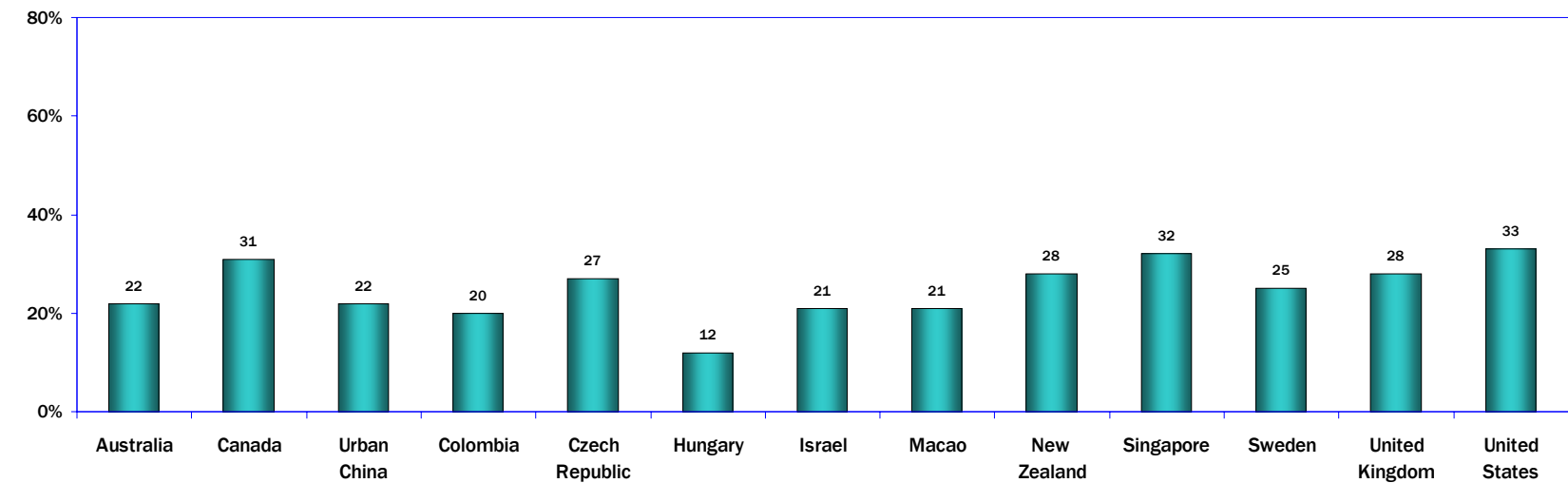
Q11B M-1B-1



Q11B M-1B-2

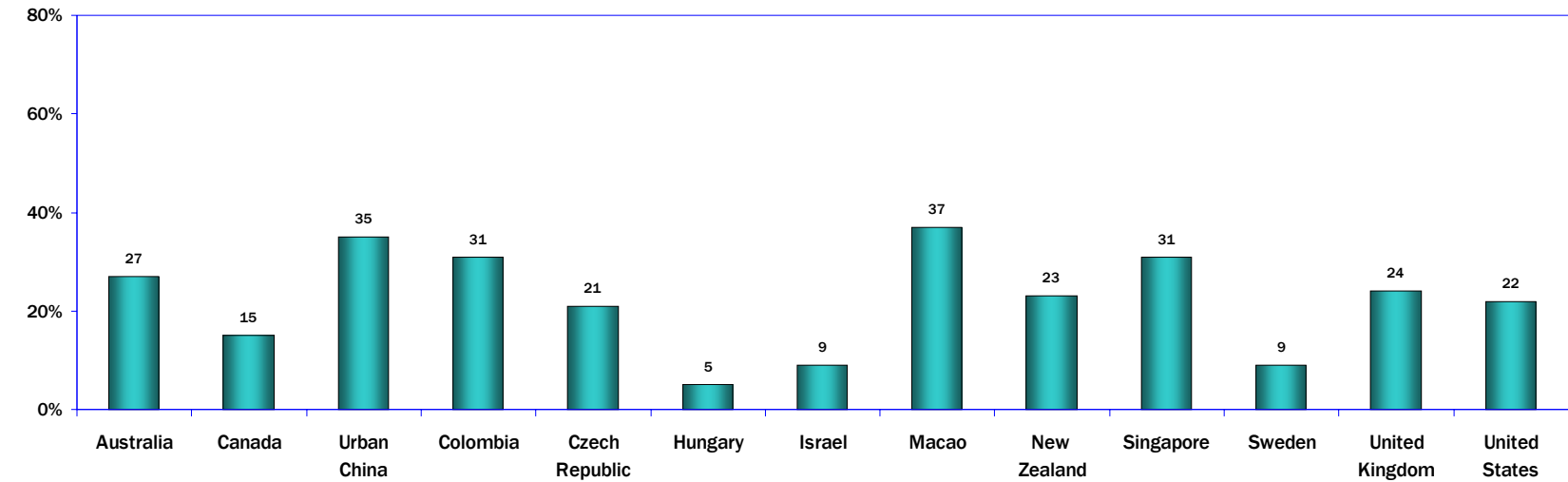
53. The Internet and Involvement in Government: Detailed Responses

Neutral



Q11B M-1B-3

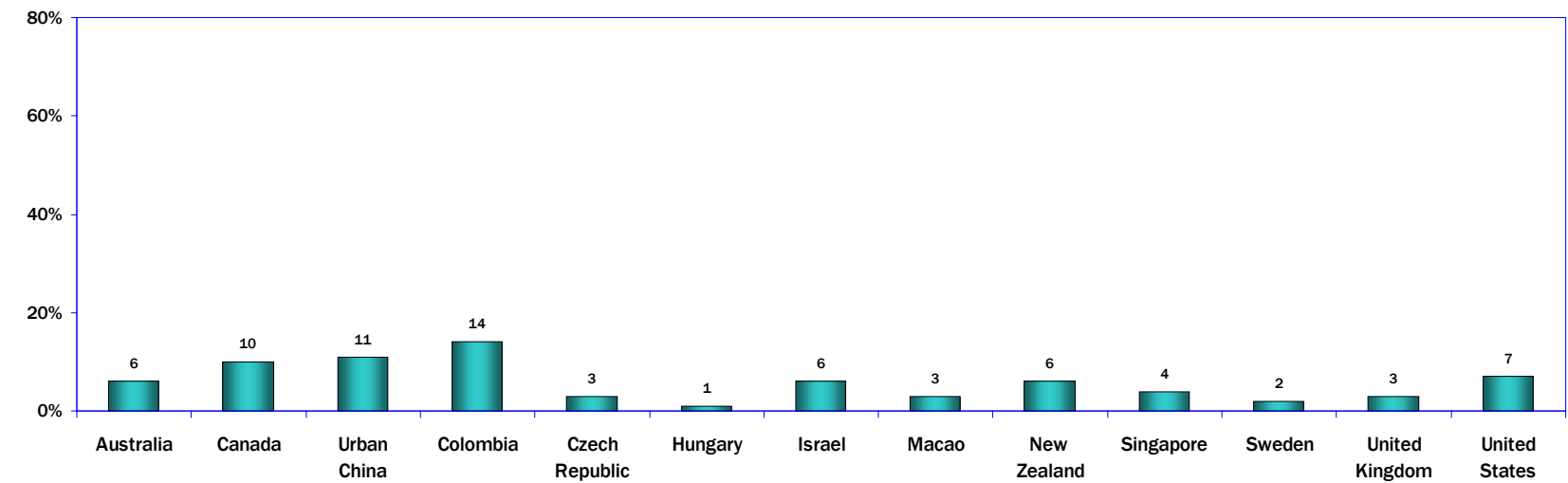
Somewhat Agree



Q11B M-1B-4

53. The Internet and Involvement in Government: Detailed Responses

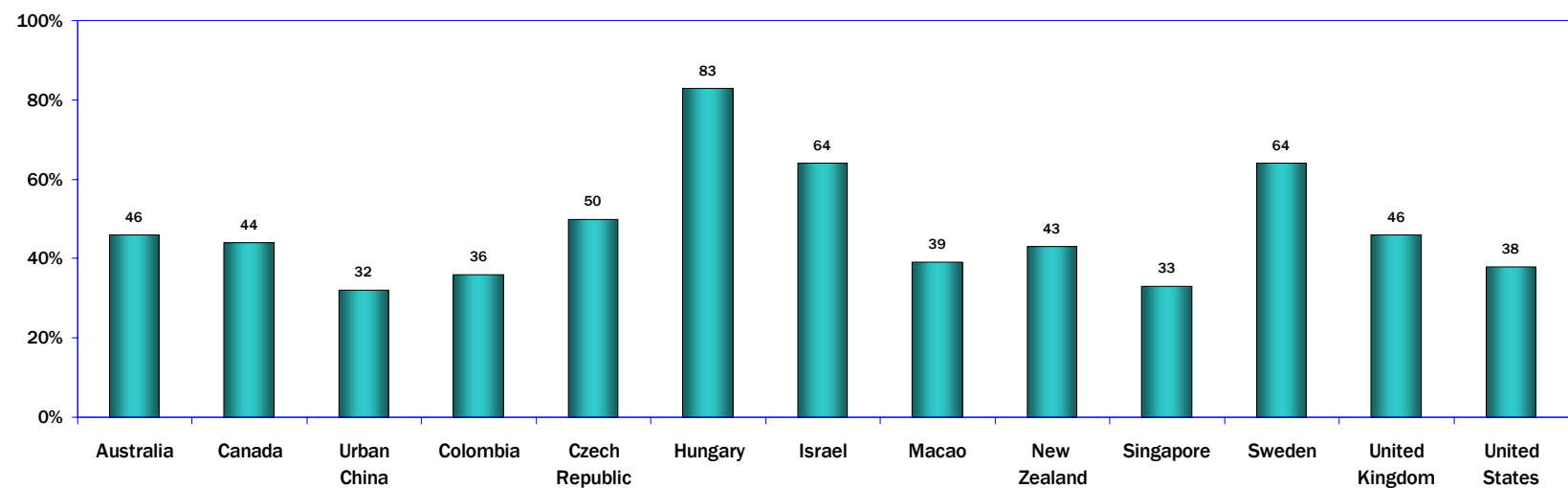
Strongly Agree



Q11B M-1B-5

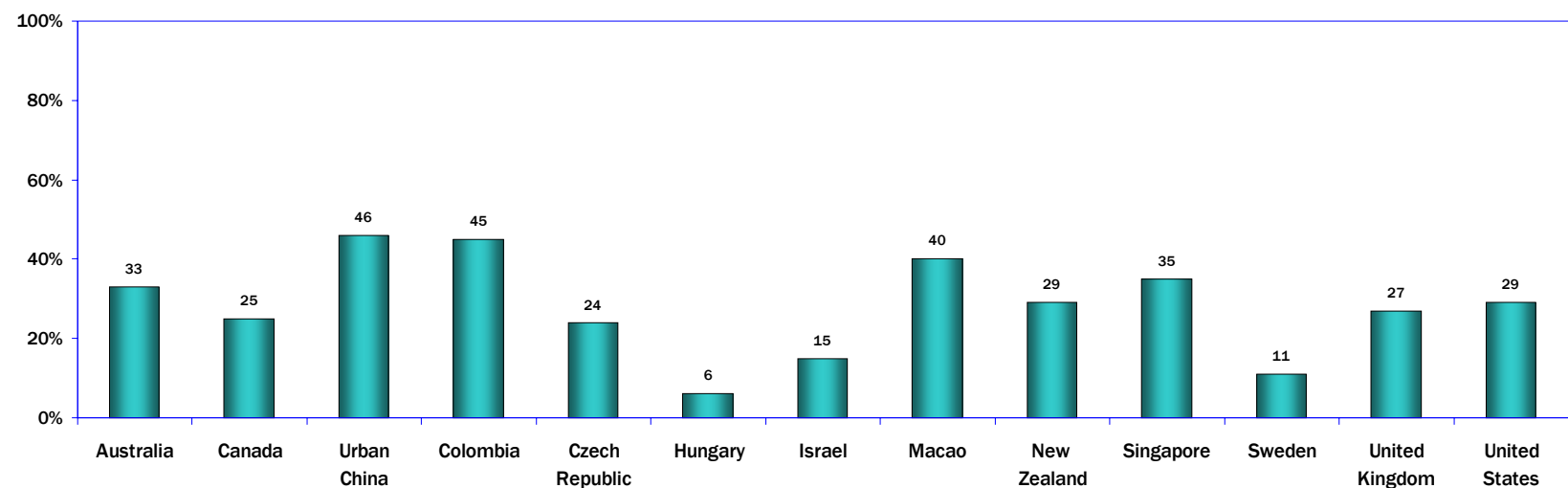
53. The Internet and Involvement in Government: Detailed Responses

Combined: Somewhat Disagree and Strongly Disagree



Q11B M-1B-1-2

Combined: Somewhat Agree and Strongly Agree



Q11B M-1B-4-5

Findings

World Internet Project 2009

Media Reliability and Importance

54. Information on the Internet: Is it Reliable?

Large percentages of Internet users trust less than half of online information to be reliable.

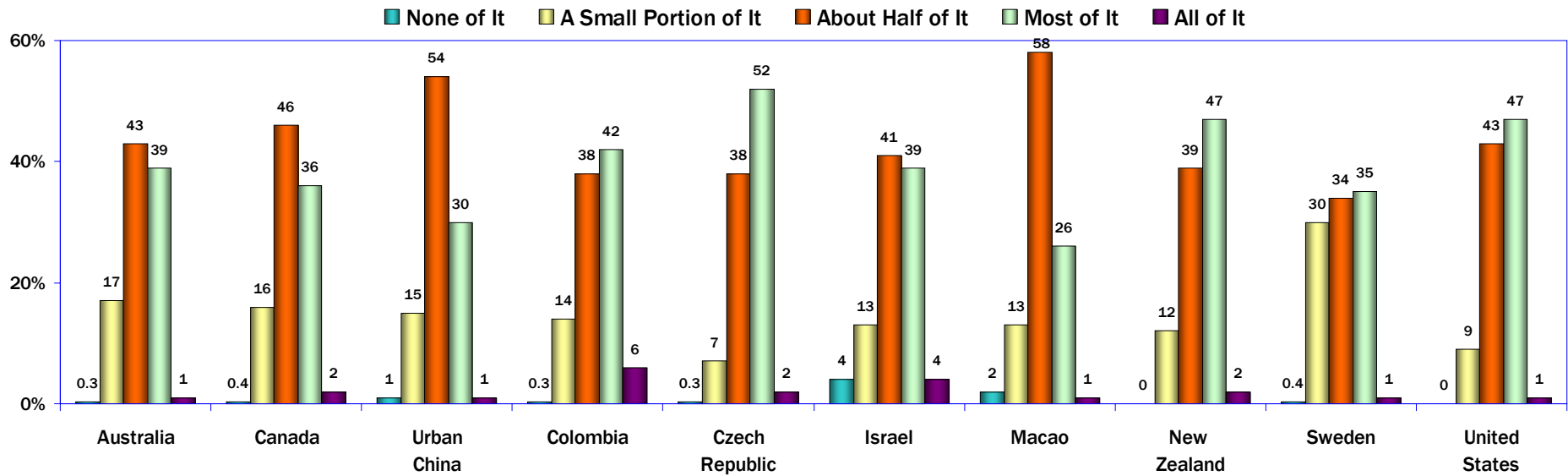
While large percentages in the WIP countries and regions report that most of the information online is generally reliable, surprisingly high percentages of users said that only half or less of the information online is reliable.

Among Internet users, more than 40 percent of users in six of the WIP countries and regions say that most or all of online information is reliable. Countries and regions that reported high percentages of respondents who

said that most or all information online is reliable were the Czech Republic (54 percent), New Zealand (49 percent), and Colombia and the United States (48 percent).

However, in all of the WIP countries and regions, 40 percent or more of users said that one half or less of information on the Internet is reliable. Countries and regions in which a majority of respondents said that about half, a small portion, or none of the information online is reliable were: urban China (70 percent), Sweden (64 percent), Canada (62 percent), Australia (60 percent), Israel (58 percent), Colombia (52 percent), the United States (52 percent), and New Zealand (51 percent).

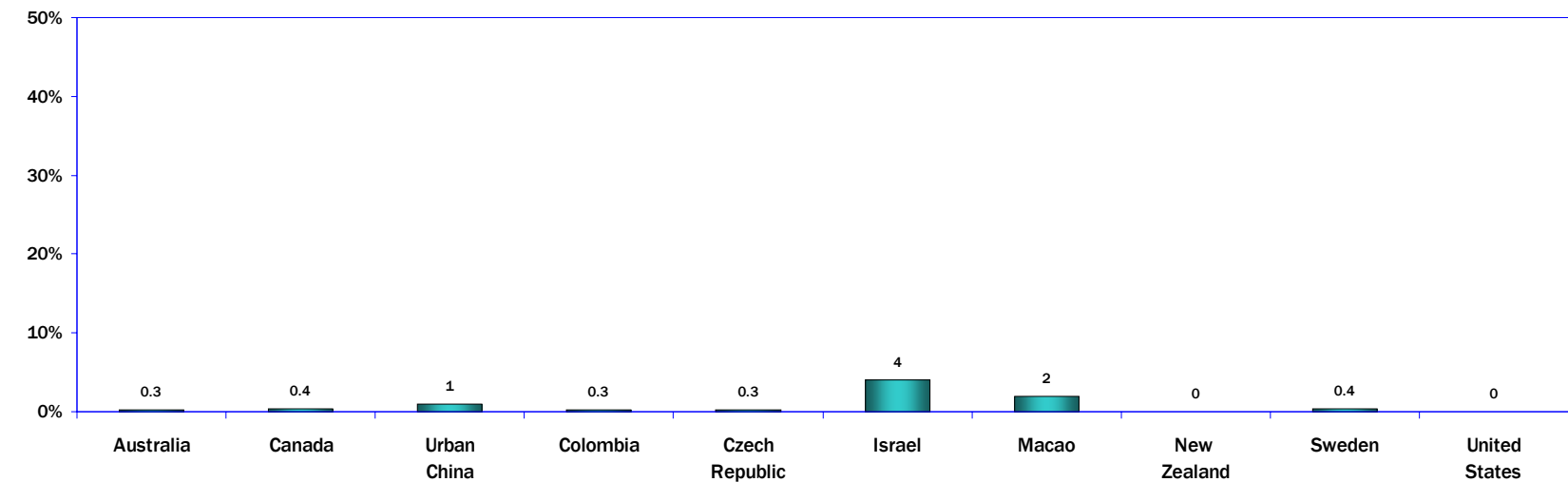
How Much of the Information on the World Wide Web Overall
is Generally Reliable?
(Internet Users Age 18 and Older)



Q12 M-1

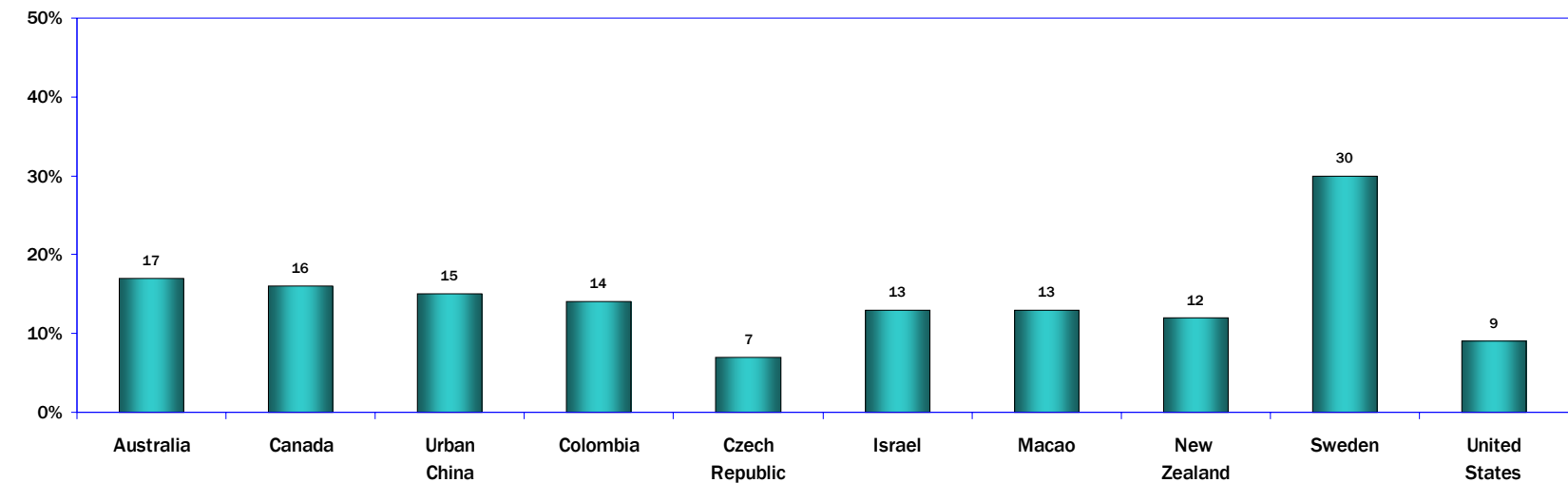
54. Information on the Internet: Is it Reliable? (Detailed Responses)

None of it



Q12 M-1A-1

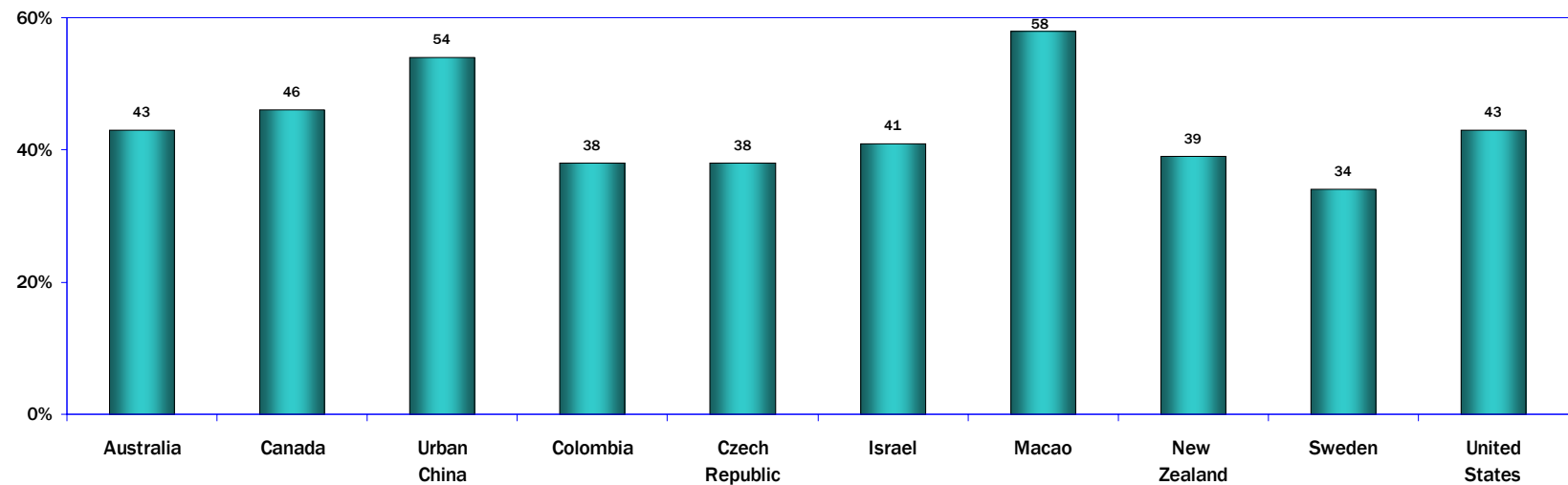
A Small Portion



Q12 M-1A-2

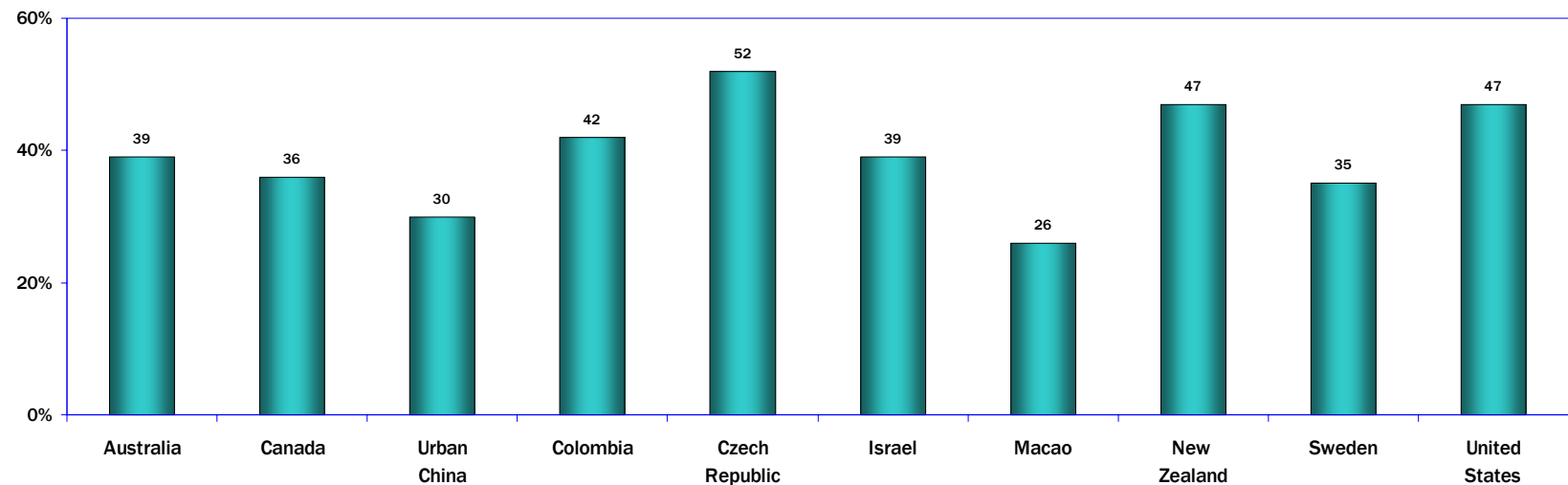
54. Information on the Internet: Is it Reliable? (Detailed Responses)

About Half



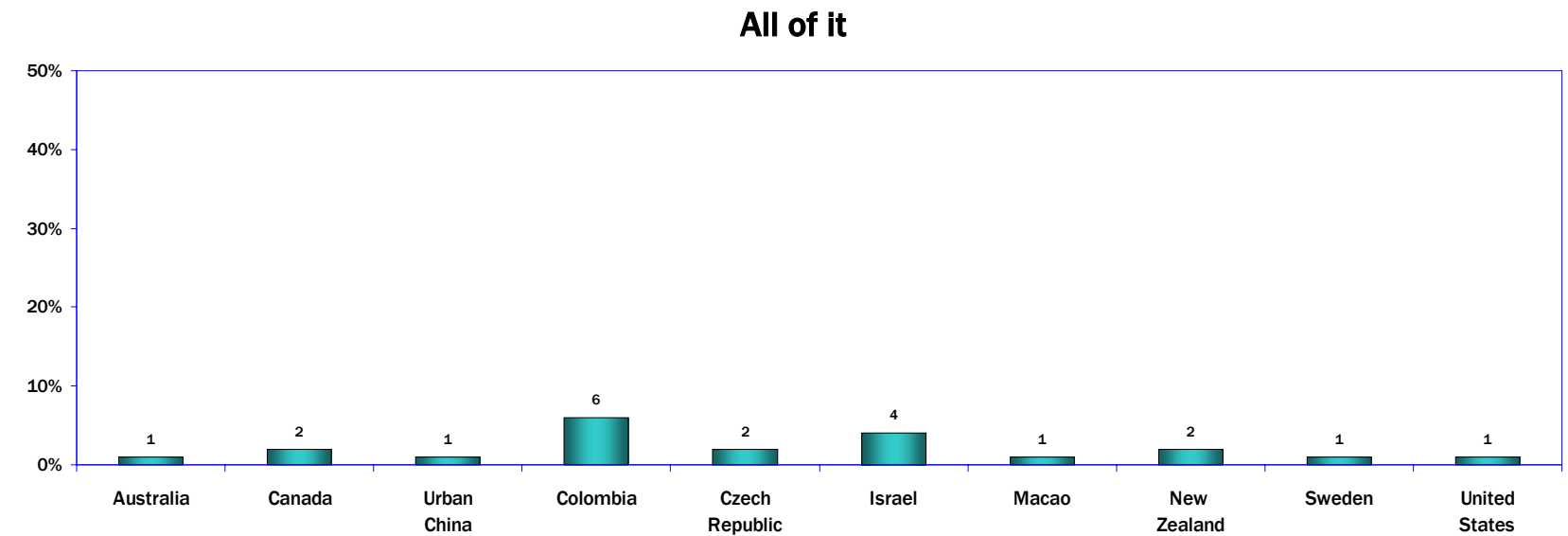
Q12 M1A-3

Most of it



Q12 M1A-4

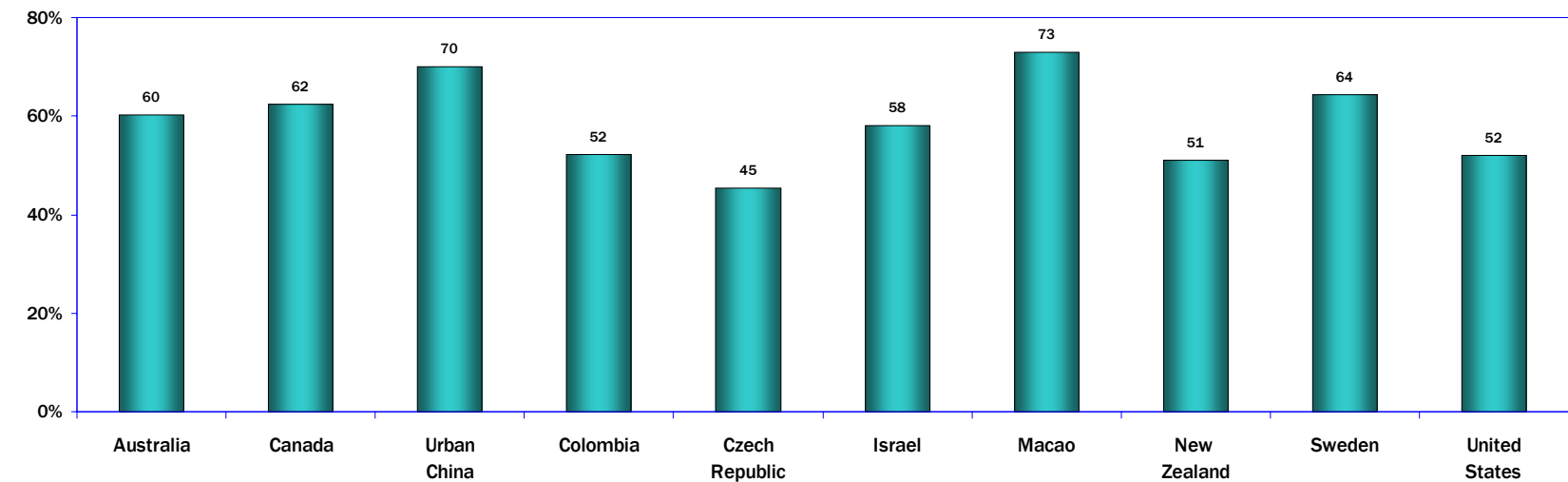
54. Information on the Internet: Is it Reliable? (Detailed Responses)



Q12 M-1A-5

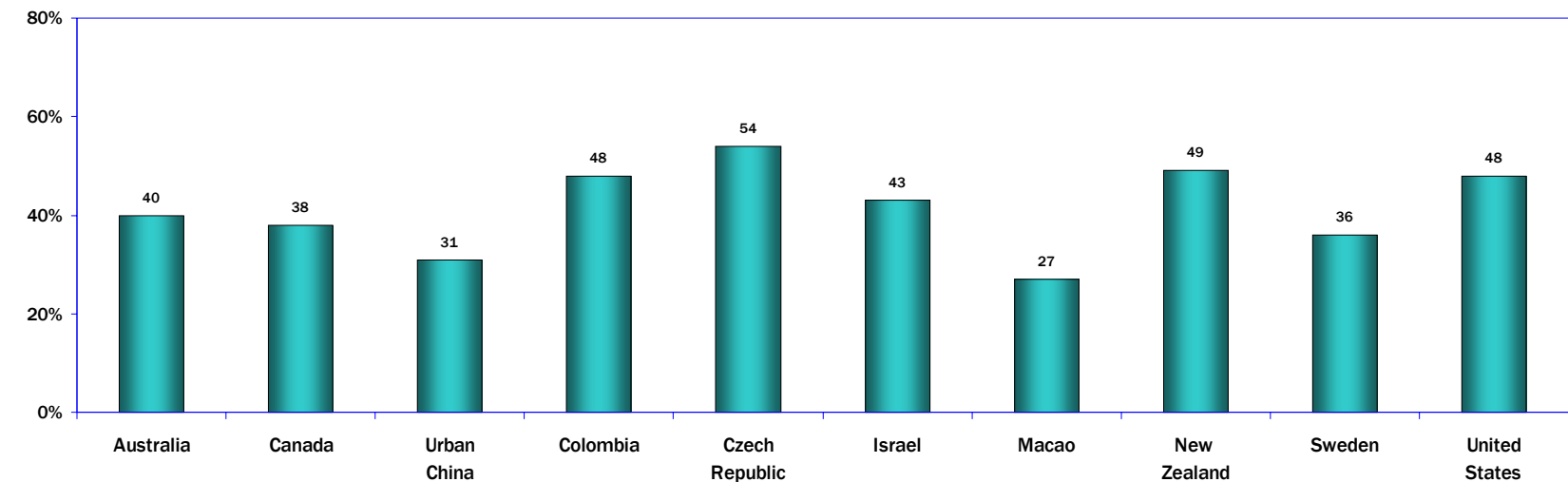
54. Information on the Internet: Is it Reliable? (Detailed Responses)

Combined: None, a Small Portion, About Half



Q12 M1A-1-3

Combined: Most of it, All of it



Q12 M1A-4-5

Views about the Importance of Media as Information Sources

In all of the WIP countries and regions, more than half of users said that the Internet is an important or very important source of information, with the highest percentage in Colombia (86 percent) and the lowest in Sweden (55 percent).

In all of the WIP countries and regions except for Macao and Sweden, larger percentages ranked the Internet as an important or very important source of information than they did for television, newspapers, or radio.

Details on rankings of individual media as information sources appear on pages 266-290.

Comparison: Importance of Media as Information Sources Internet Users Age 18 or Older Ranking the Media as “Important” or “Very Important”

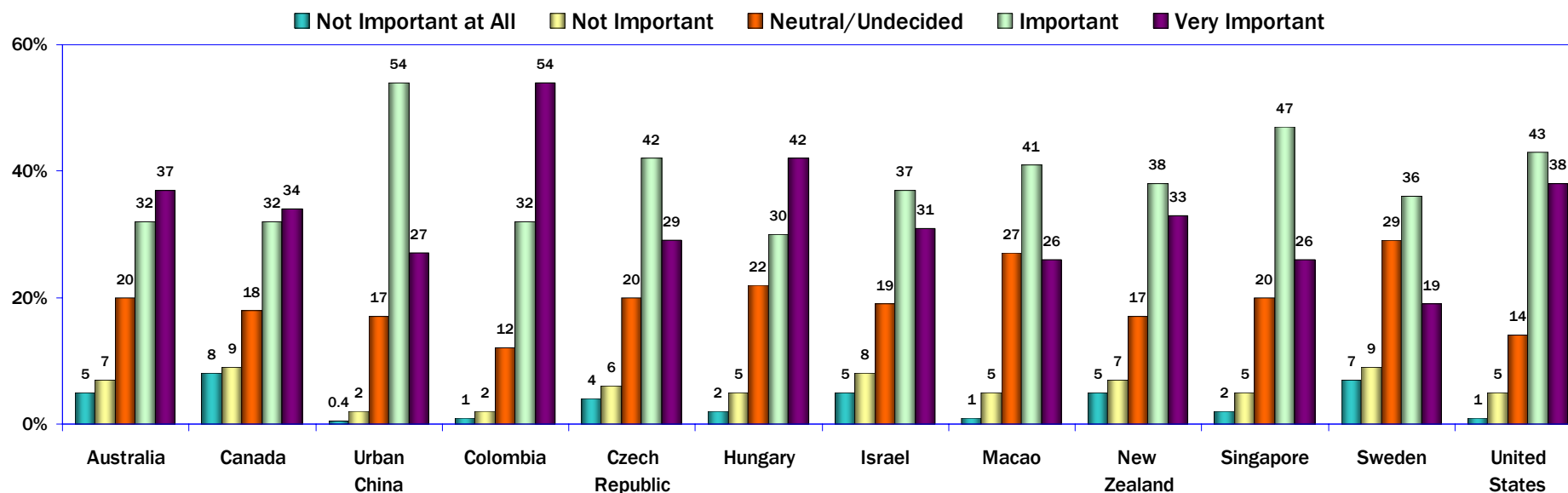
	Internet	Television	Newspapers	Radio
Australia	69	32	47	45
Canada	66	50	51	48
Urban China	81	68	66	34
Colombia	86	67	66	61
Czech Republic	71	68	55	46
Hungary	72	61	57	55
Israel	68	54	45	49
Macao	67	63	72	28
New Zealand	71	53	53	44
Singapore	73	55	70	40
Sweden	55	56	53	44
United States	81	69	62	64

55. The Internet: Importance as an Information Source

Even though large percentages of users consider less than half of online information as being reliable (see page 260), the Internet is nevertheless considered an important source of information by large majorities in all of the WIP countries and regions.

Two-thirds or more of users in all of the WIP countries and regions except for Sweden said that the Internet is an important or very important source of information.

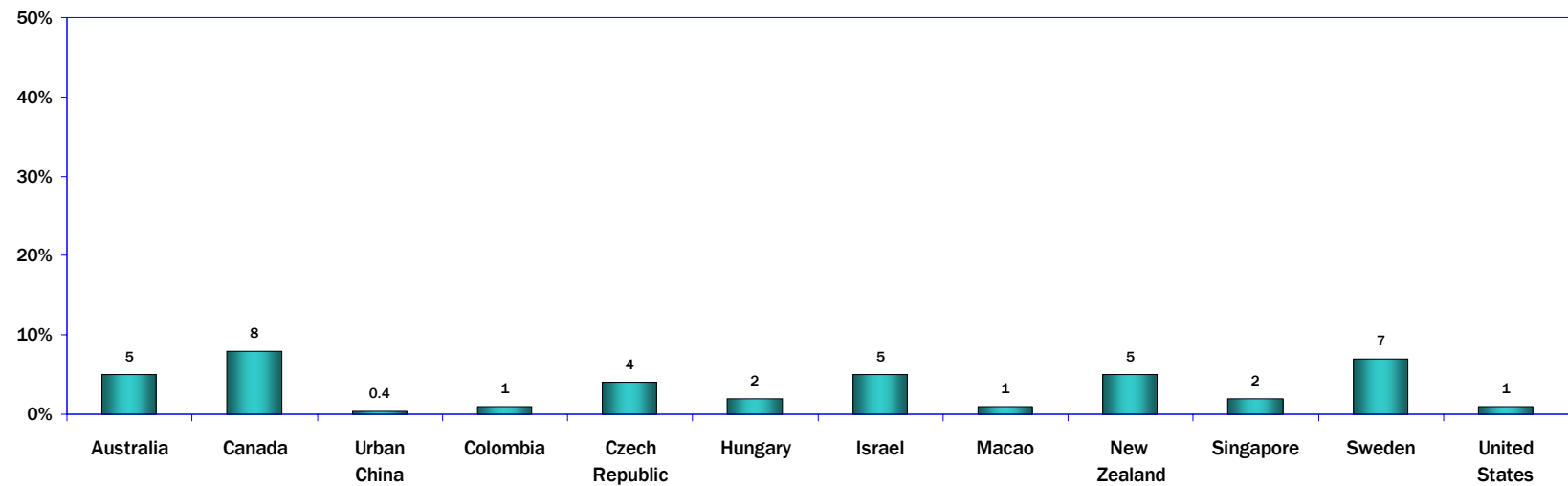
The Internet: Importance as an Information Source
(Internet Users Age 18 and Older)



Q13A M-1A

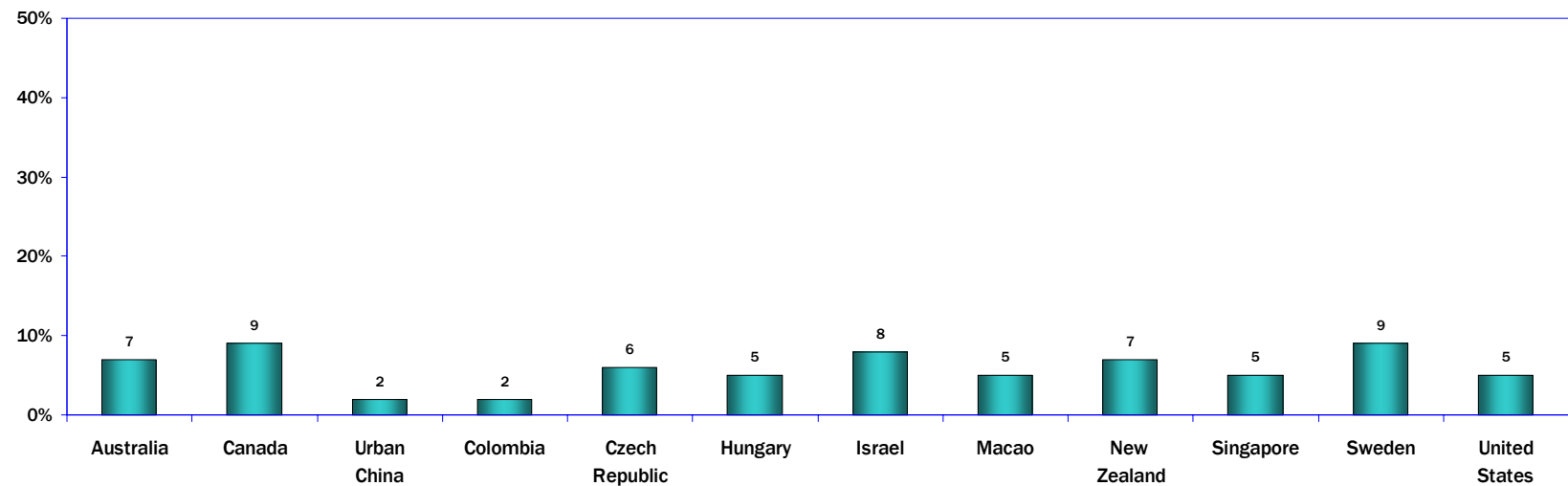
55. The Internet: Importance as Information Source: Detailed Responses

Not Important at All



Q13A M-1A-1

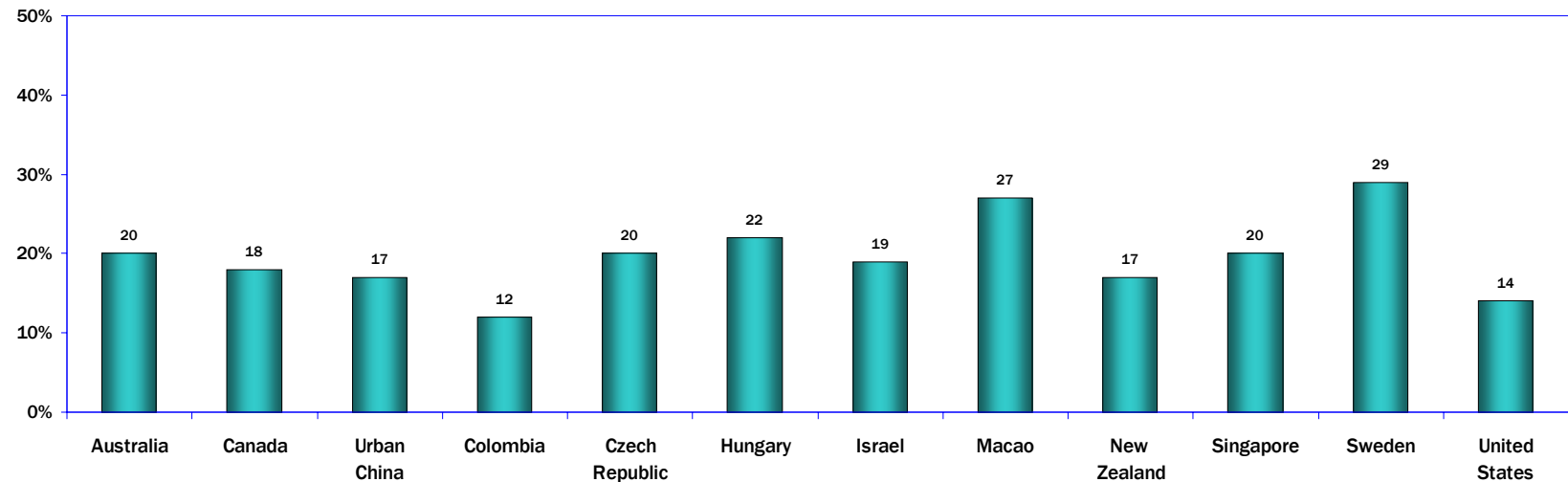
Not Important



Q13A M-1A-2

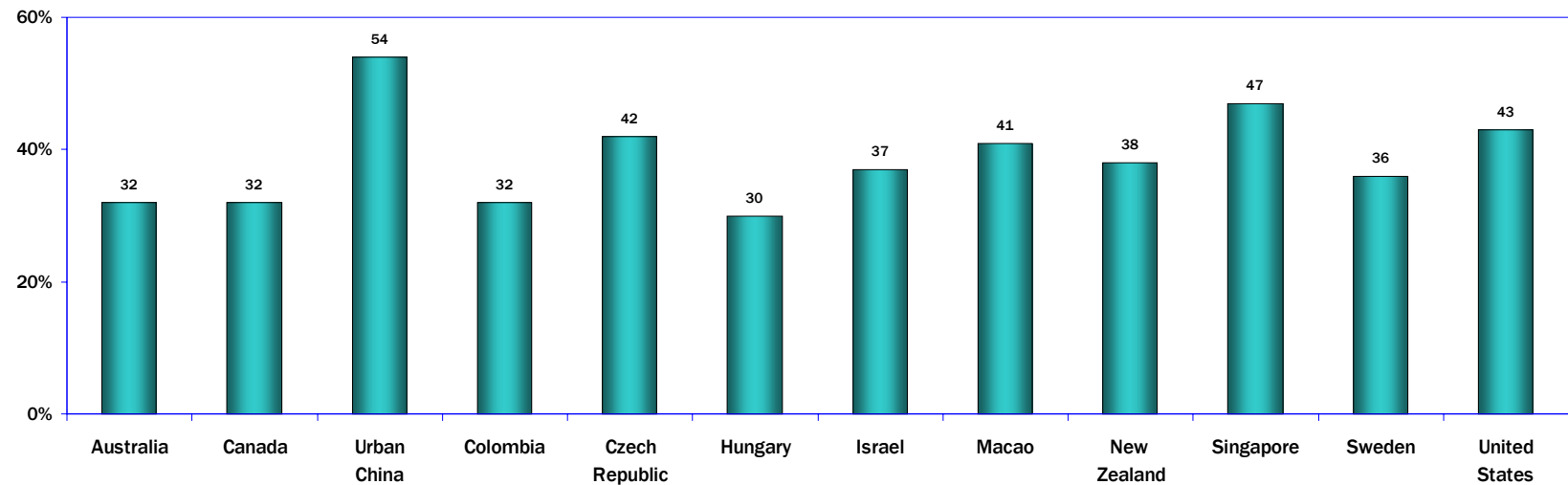
55. The Internet: Importance as Information Source: Detailed Responses

Neutral/Undecided



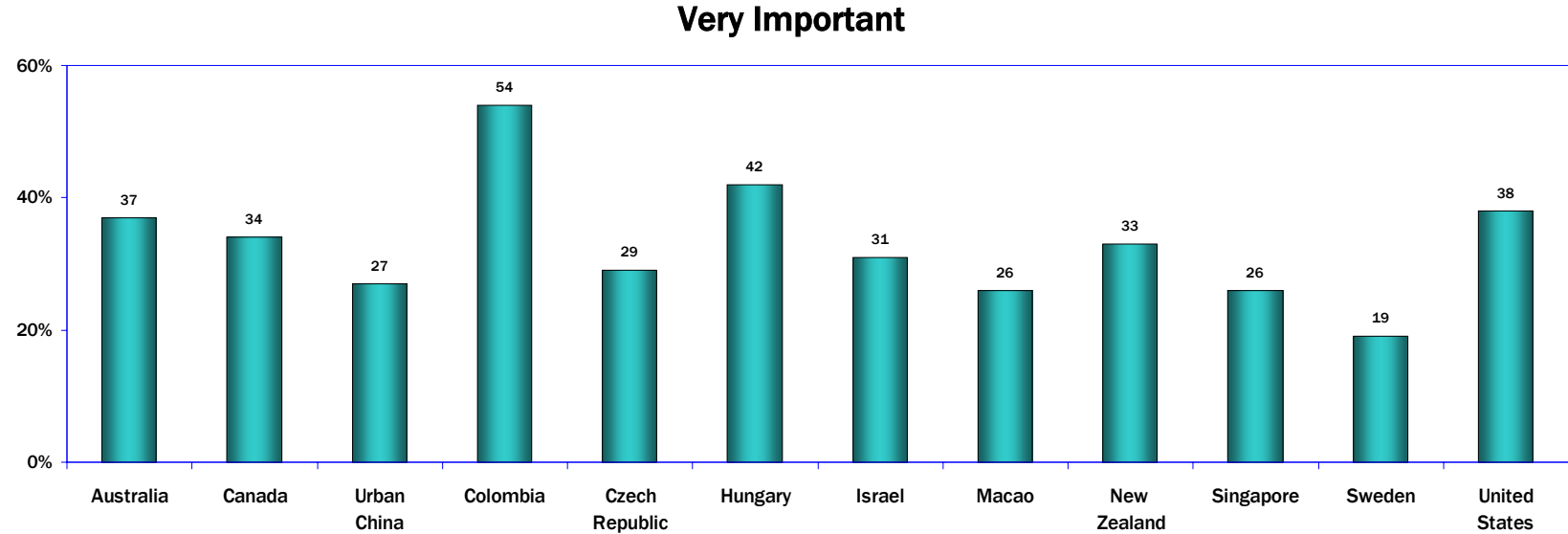
Q13A M-1A-3

Important



Q13A M-1A-4

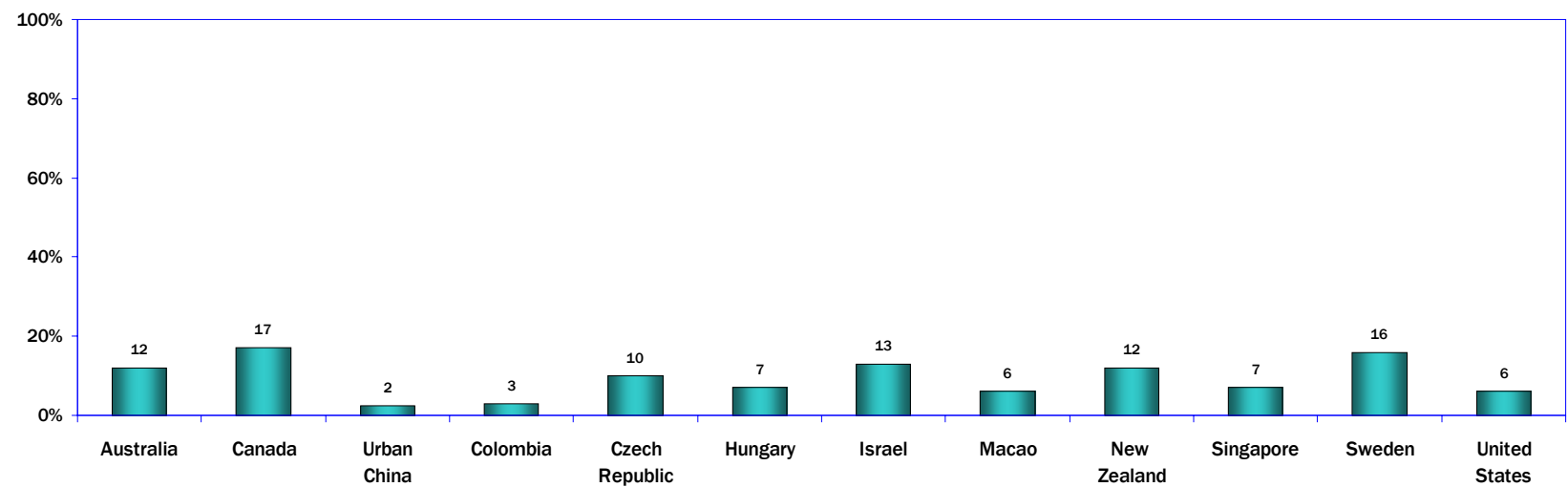
55. The Internet: Importance as Information Source: Detailed Responses



Q13A M-1A-5

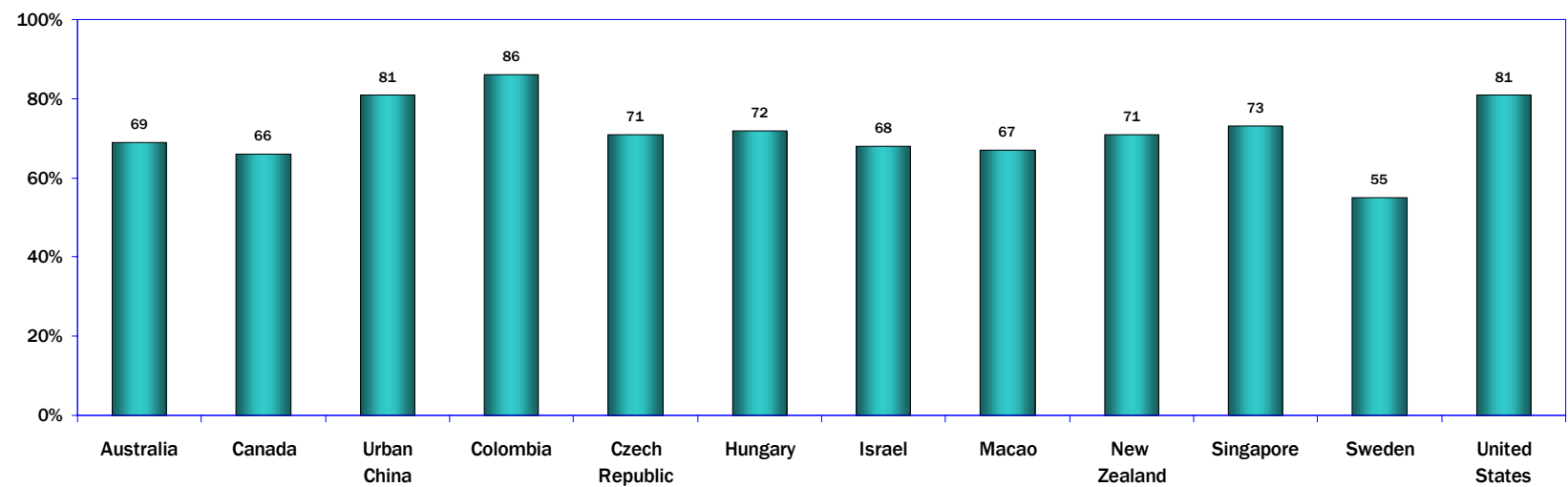
55. The Internet: Importance as Information Source: Detailed Responses

Combined: Not Important at All/Not Important



Q13A M-1A-1-2

Combined: Important/Very Important



Q13A-M-1A-4-5

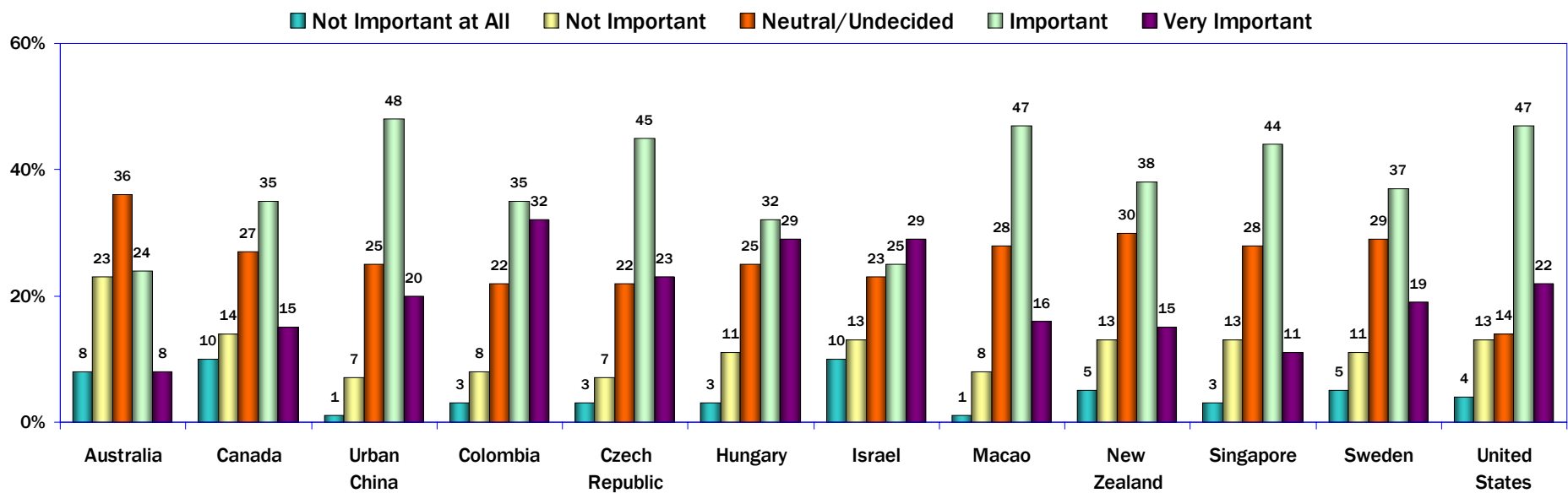
56. Television: Importance as an Information Source

Large percentages of users said that television is an important source of information.

However, comparing the views of users about the Internet vs. television as information sources, higher percentages of users in all of the WIP countries and regions except Sweden ranked the Internet as important or very important.

Even with the rise of the Internet, television remains an important source of information in much of the world. But in several countries, more than 20 percent of users said that television was not important as an information source: Australia (31 percent), Canada (24 percent), and Israel (23 percent).

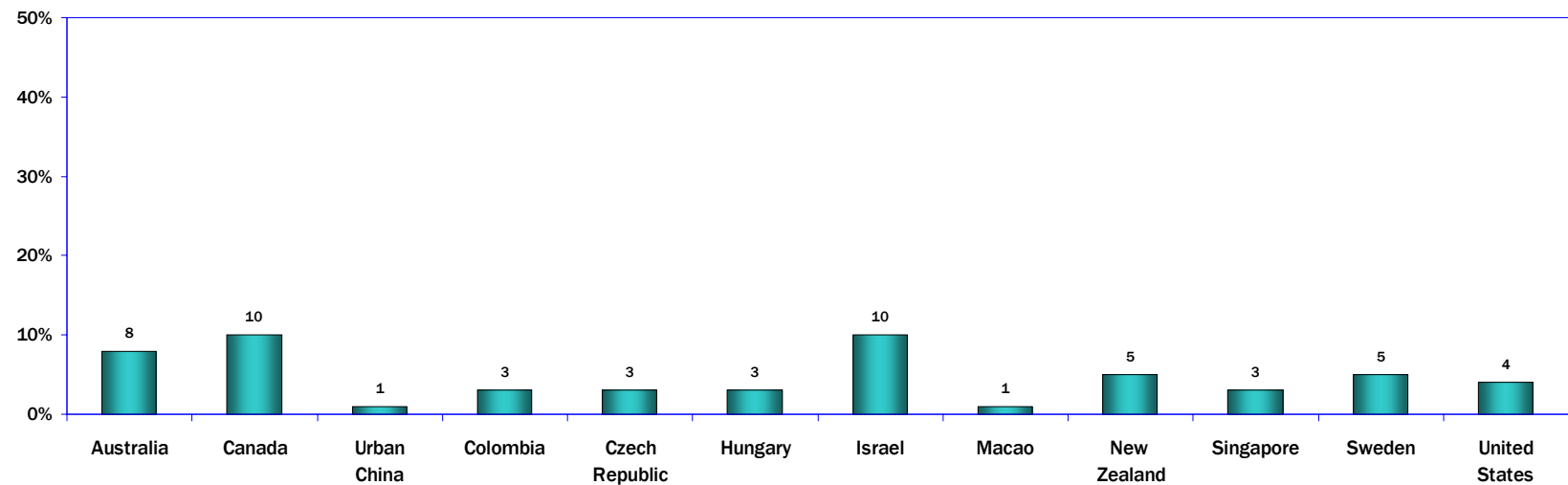
Television: Importance as an Information Source
(Internet Users Age 18 and Older)



Q13B M-1

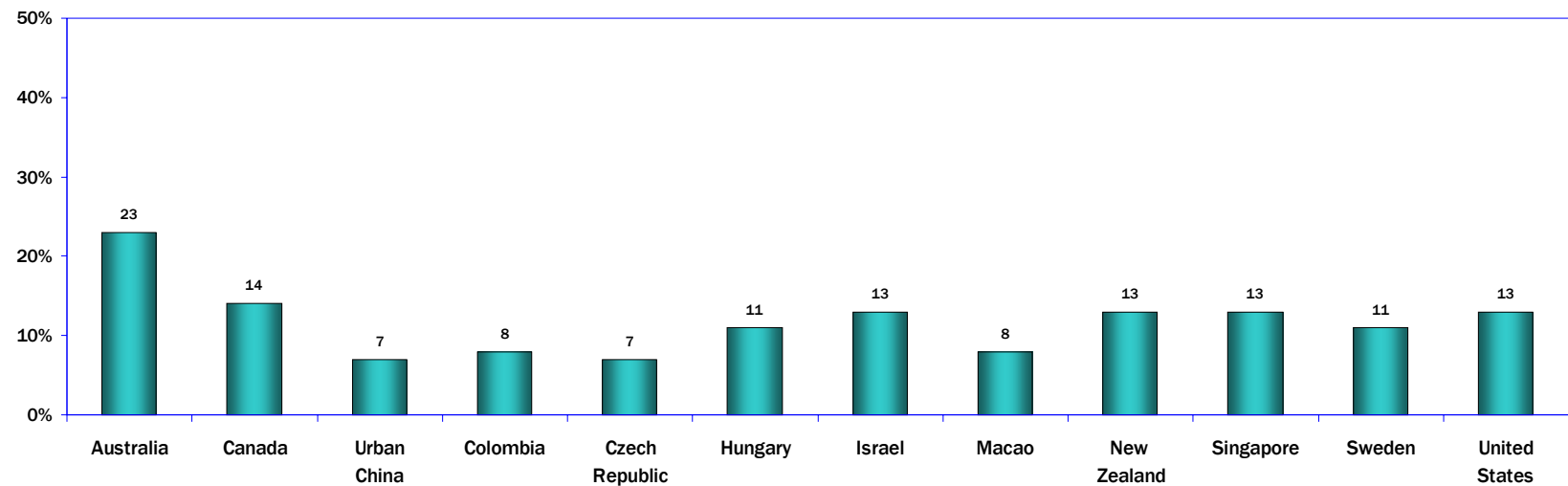
56. Television: Importance as an Information Source: Detailed Responses

Not Important at All



Q13B M1-B-1

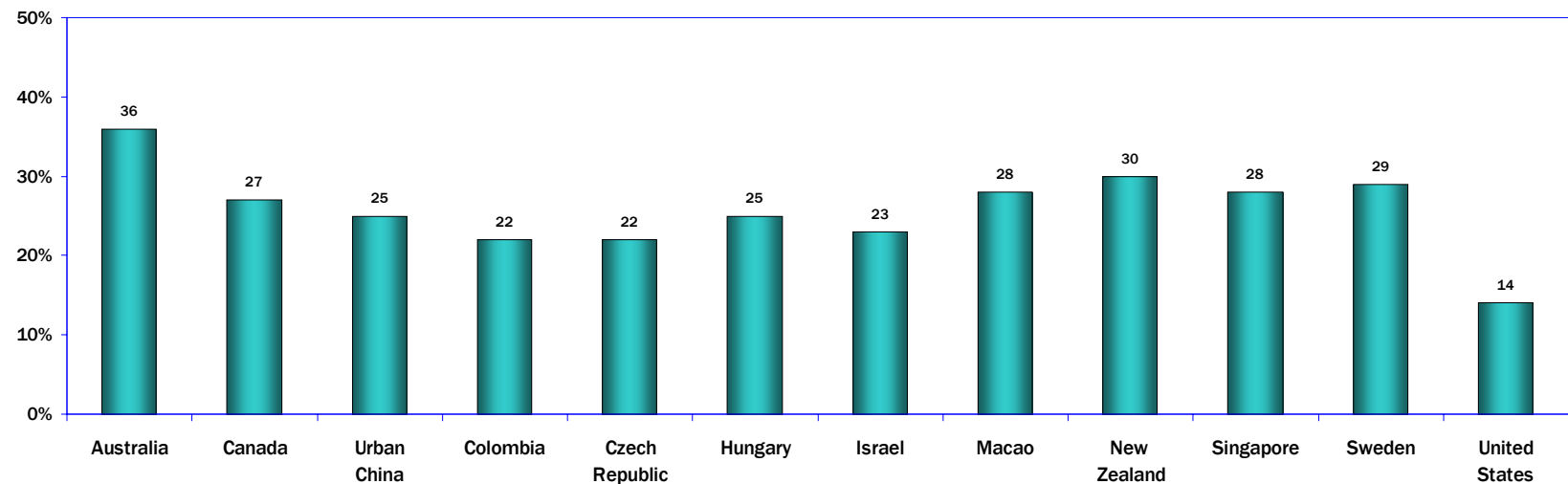
Not Important



Q13B M1-B-2

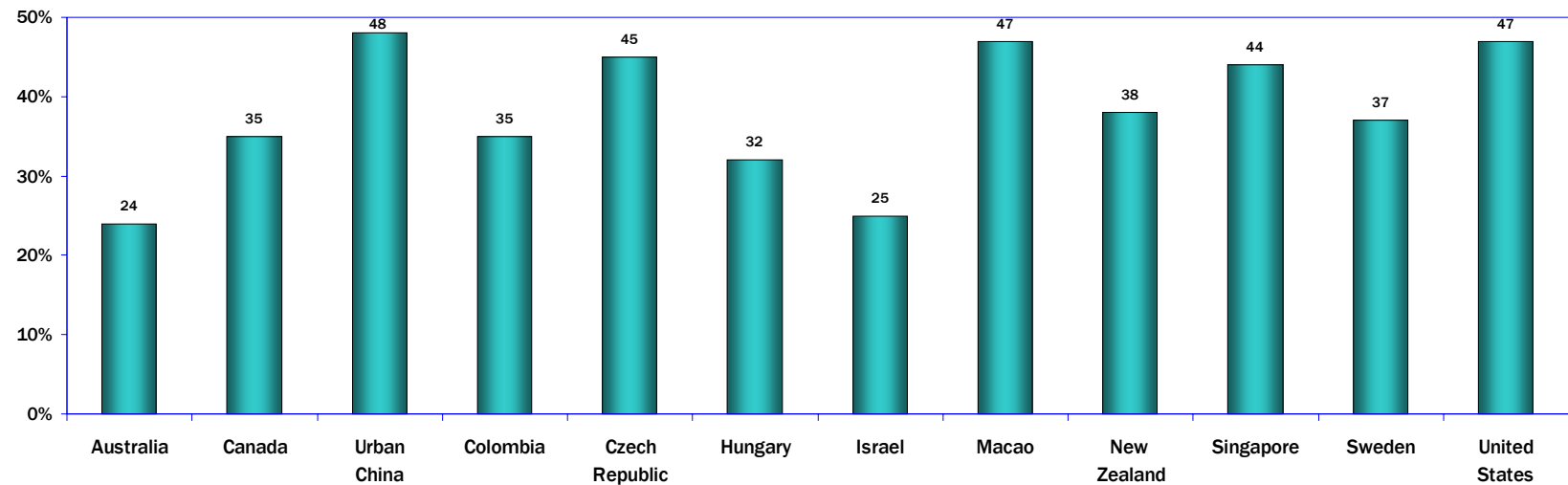
56. Television: Importance as an Information Source: Detailed Responses

Neutral/Undecided



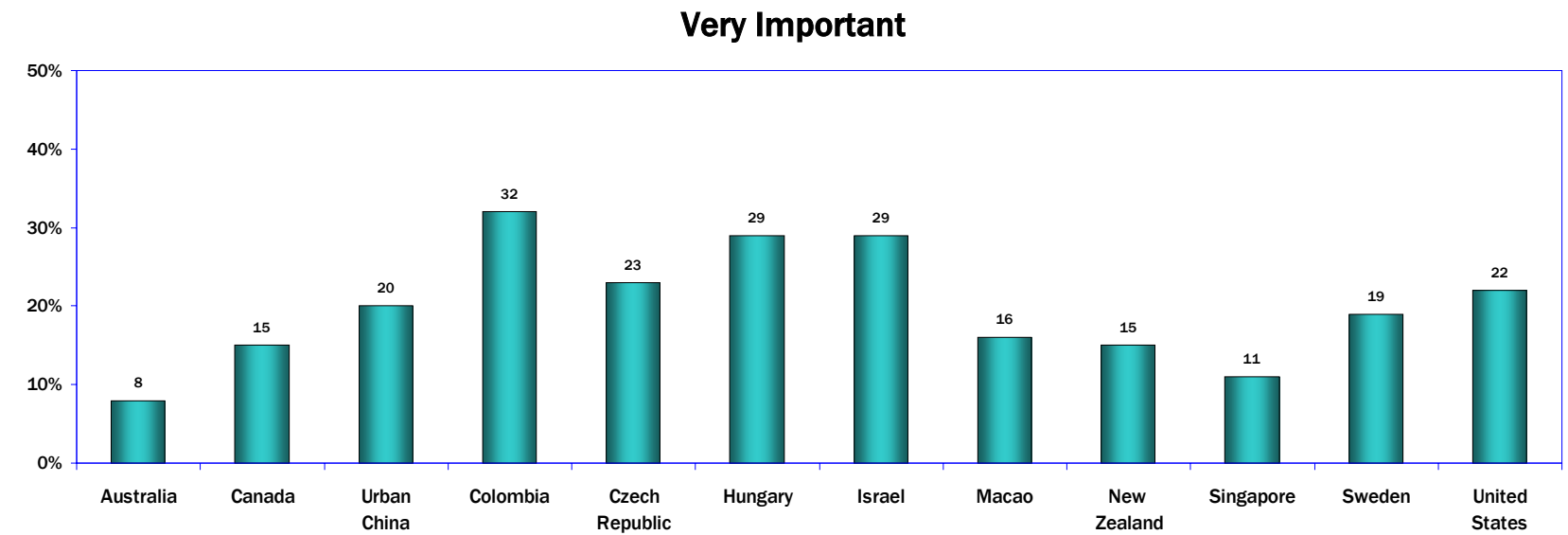
Q13B M1-B-3

Important



Q13B M1-B-4

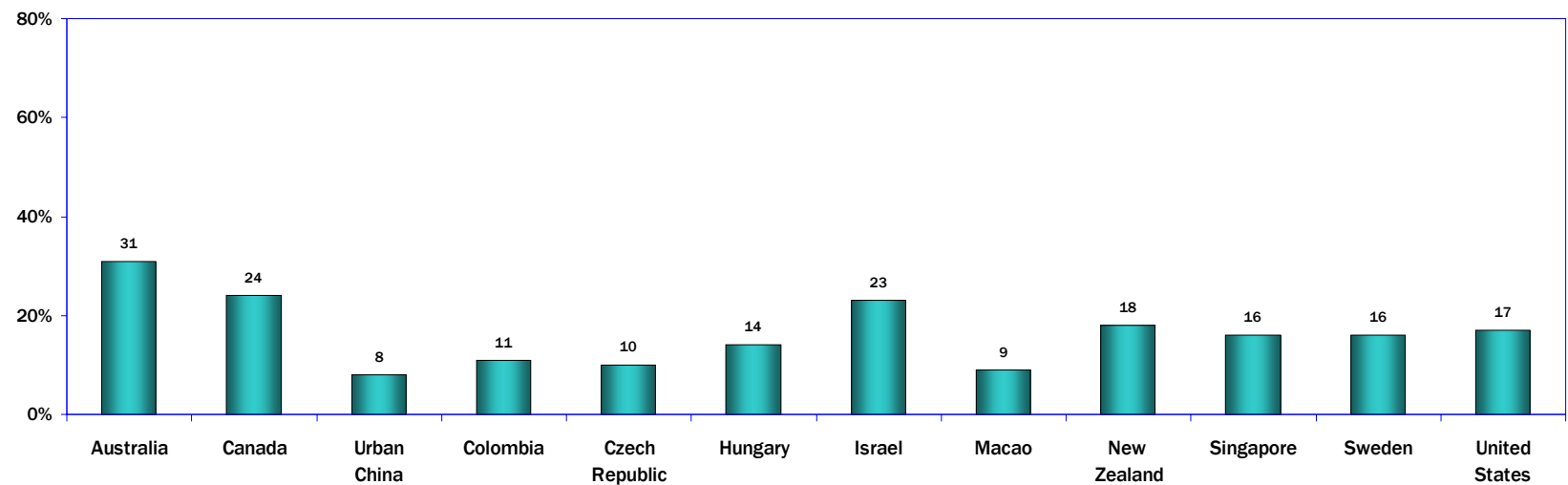
56. Television: Importance as an Information Source: Detailed Responses



Q13B M1-B-5

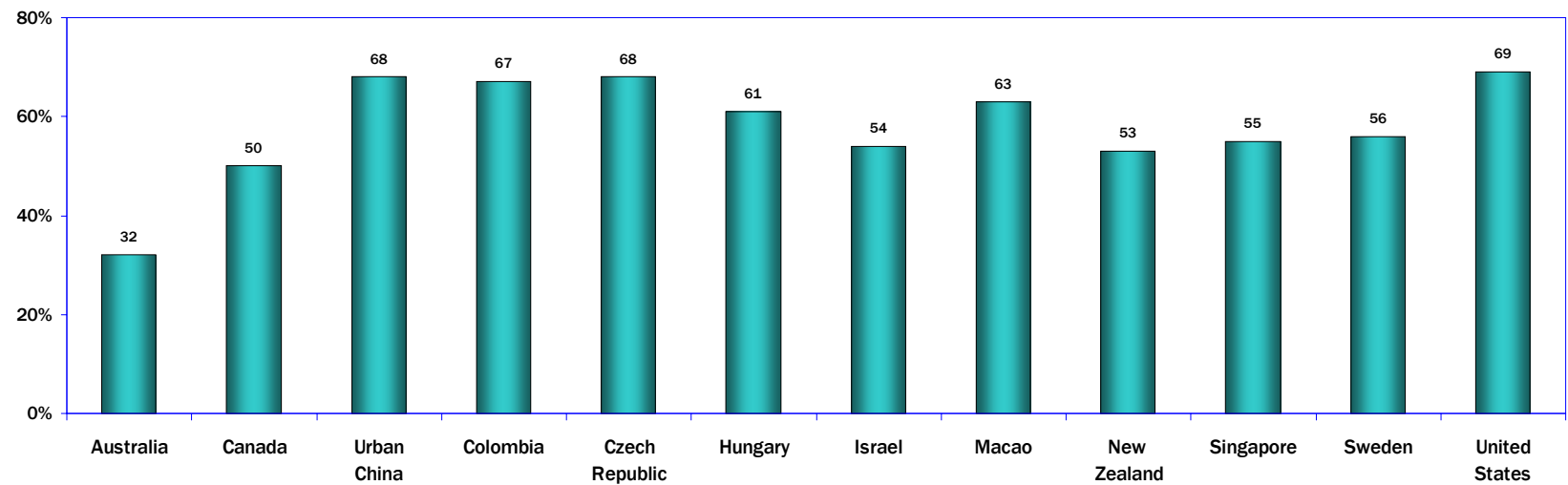
56. Television: Importance as an Information Source: Detailed Responses

Combined: Not Important at All/Not Important



Q13B M-1B-1-2

Combined: Important/Very Important



Q13B M-1B-4-5

56. Television: Importance as an Information Source: Users Vs. Non-Users

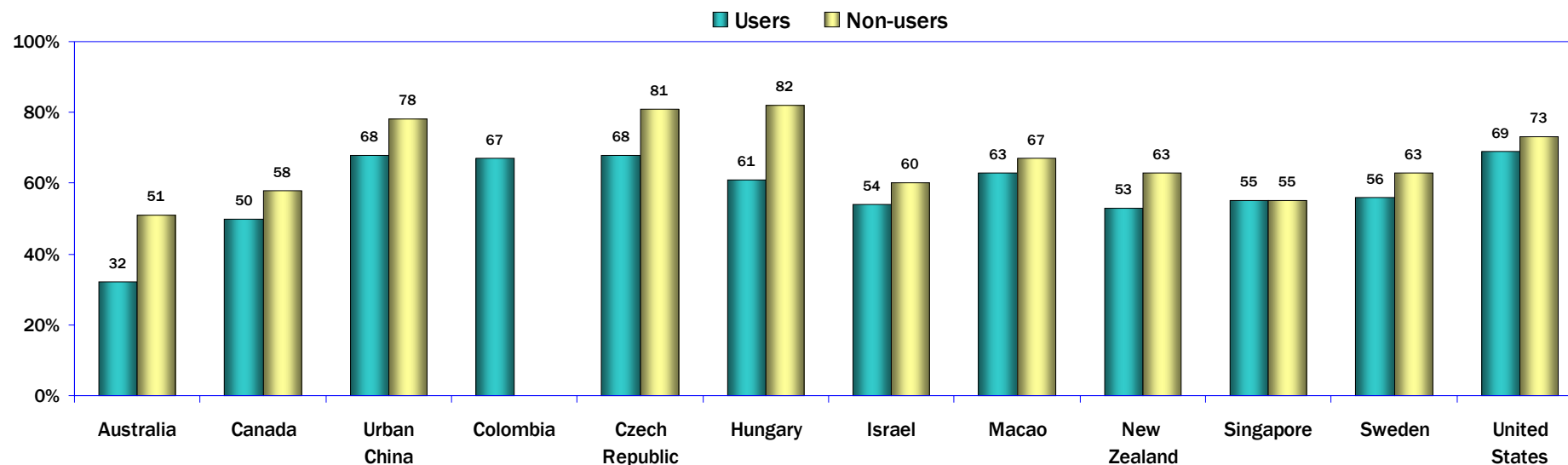
Comparing users and non-users -- significant percentages of users and non-users in all of the WIP countries and regions said that television continues to be an important or very important source of information.

In all of the WIP countries and regions, more than a majority of non-users said television was important or very important for information. In all of the WIP countries and regions except Australia, more than a majority of users as well said that television was important or very important as an information source.

In five of the responding countries and regions, at least two-thirds of non-users said television was an important or very important information source; users in four of the WIP countries and regions responded at the same level.

A higher percentage of non-users than users in all of the responding countries and regions except for Singapore said television was important or very important for information.

Television: Importance as an Information Source
(Internet Users vs. Non-Users Age 18 and Older Responding "Important" or "Very Important")



Q13B M-5

57. Newspapers: Importance as Information Sources

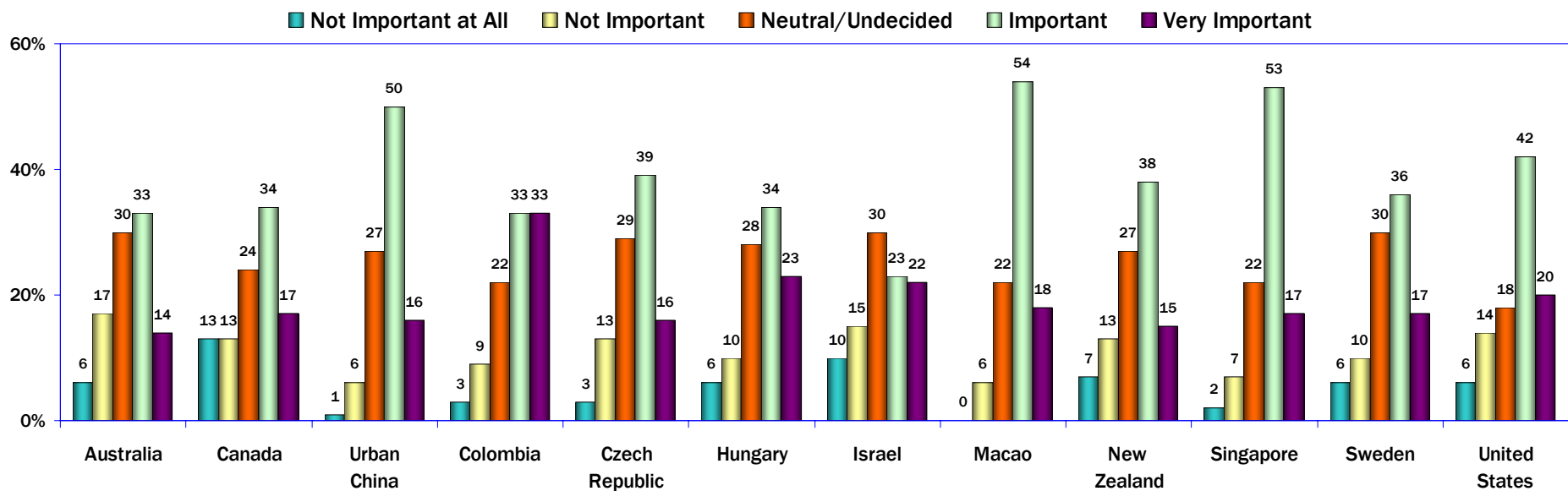
Offline newspapers, too, were ranked highly as information sources among Internet users. Forty-five percent or more of users in all of the WIP countries and regions ranked newspapers as an important or very important source of information.

Only Macao reported a higher percentage of users who thought newspapers were an important or very important source of information

than those who expressed the same views about the Internet (see page 266).

Where are newspapers considered not important as information sources? The highest percentages were reported in Canada (26 percent), Israel (25 percent), Australia (23 percent), and New Zealand and the United States (20 percent).

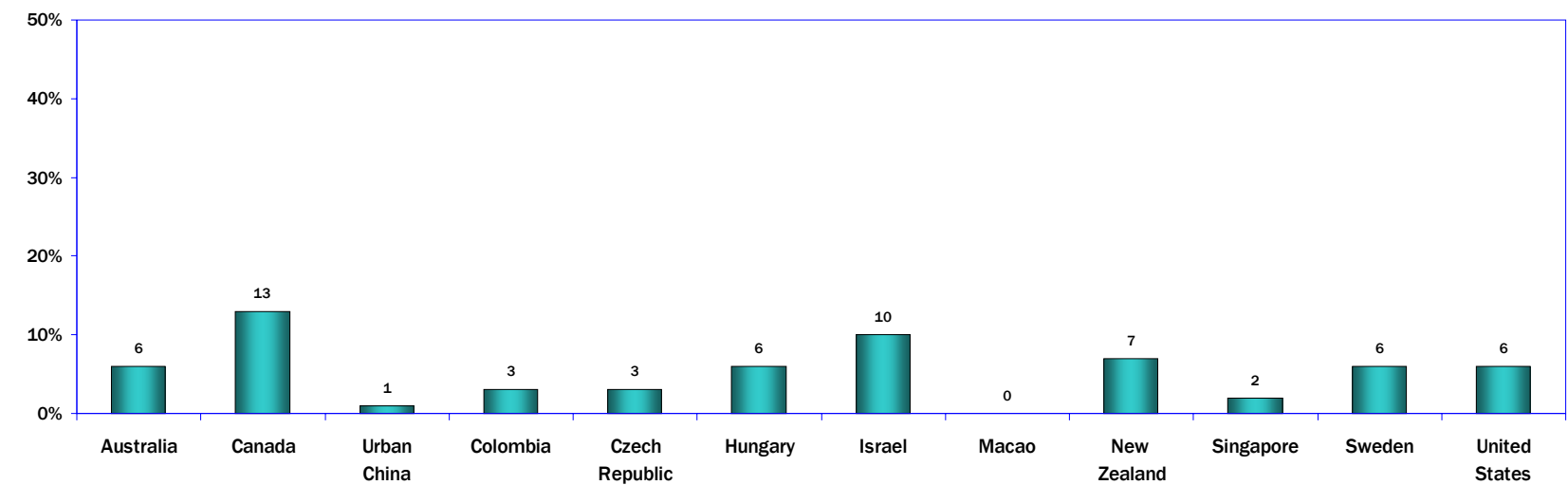
Newspapers: Importance as an Information Source
(Internet Users Age 18 and Older)



Q13C M-1

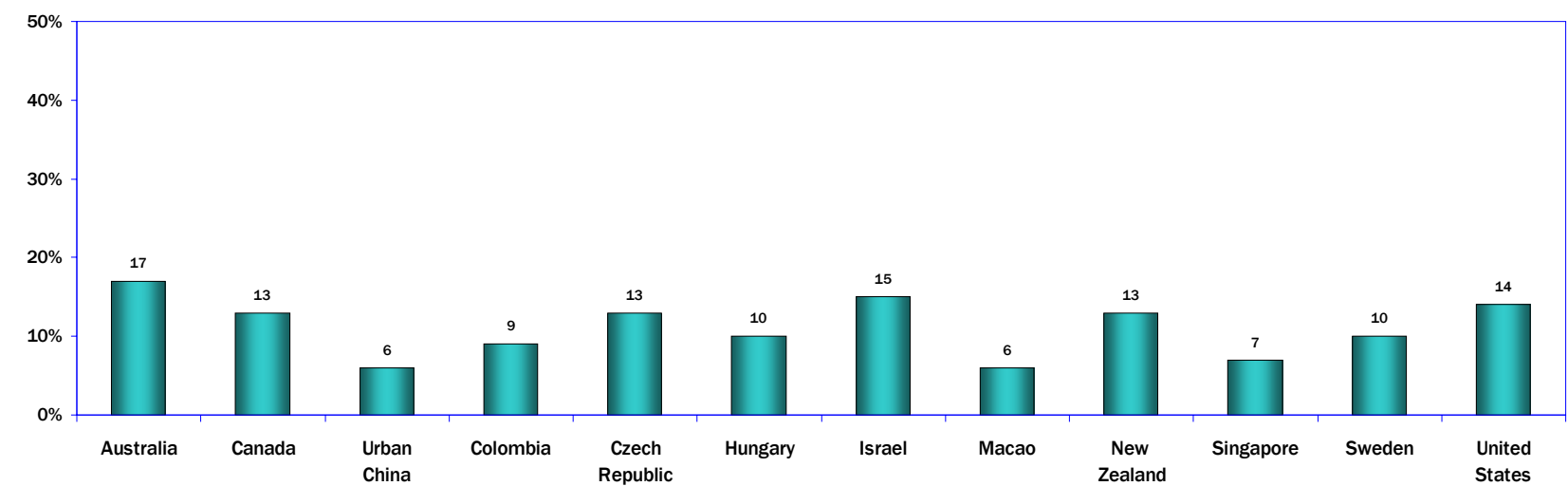
57. Newspapers: Importance as Information Sources: Detailed Responses

Not Important at All



Q13C M-1C-1

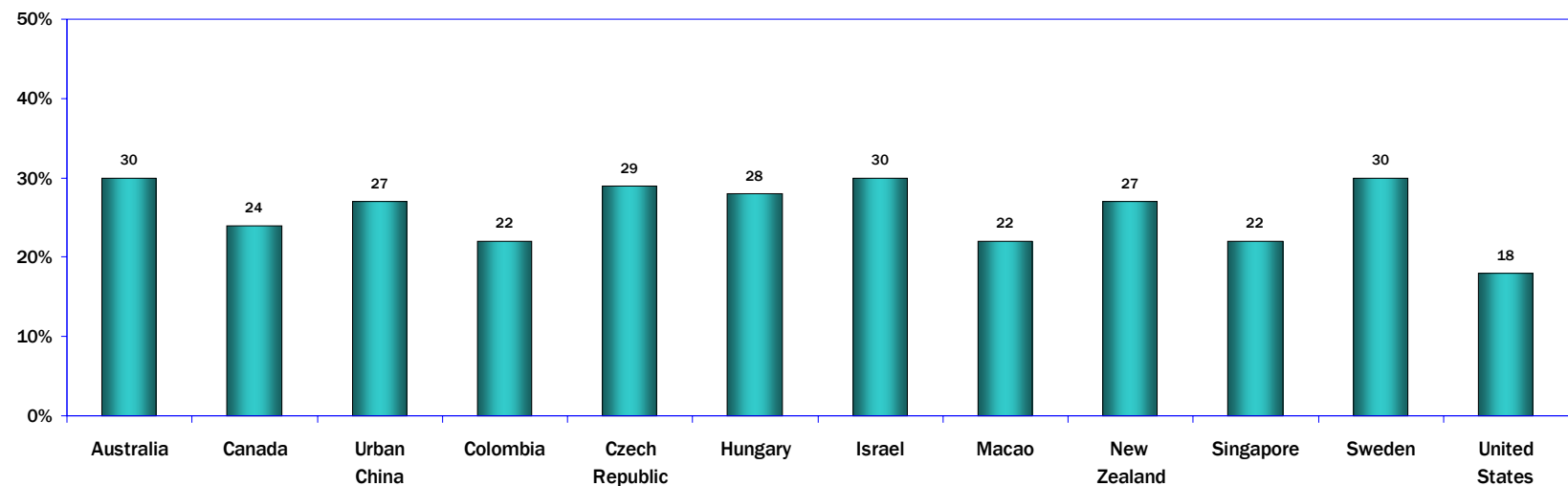
Not Important



Q13C M-1C-2

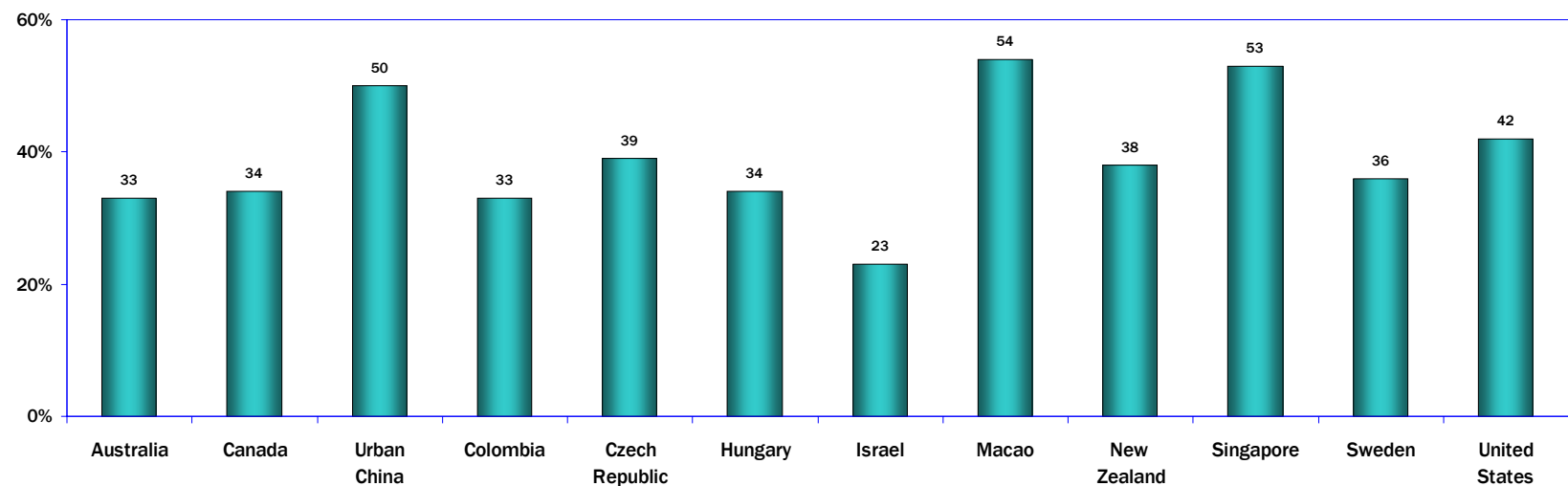
57. Newspapers: Importance as Information Sources: Detailed Responses

Neutral/Undecided



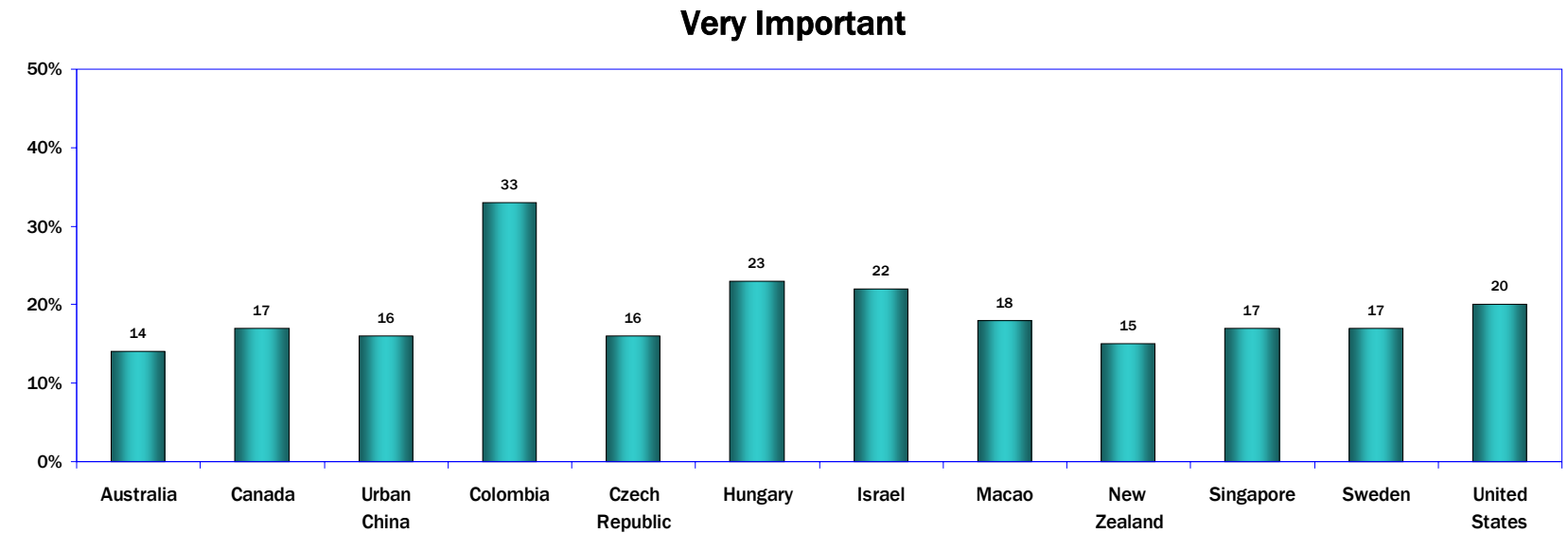
Q13C M-1C-3

Important



Q13C M-1C-4

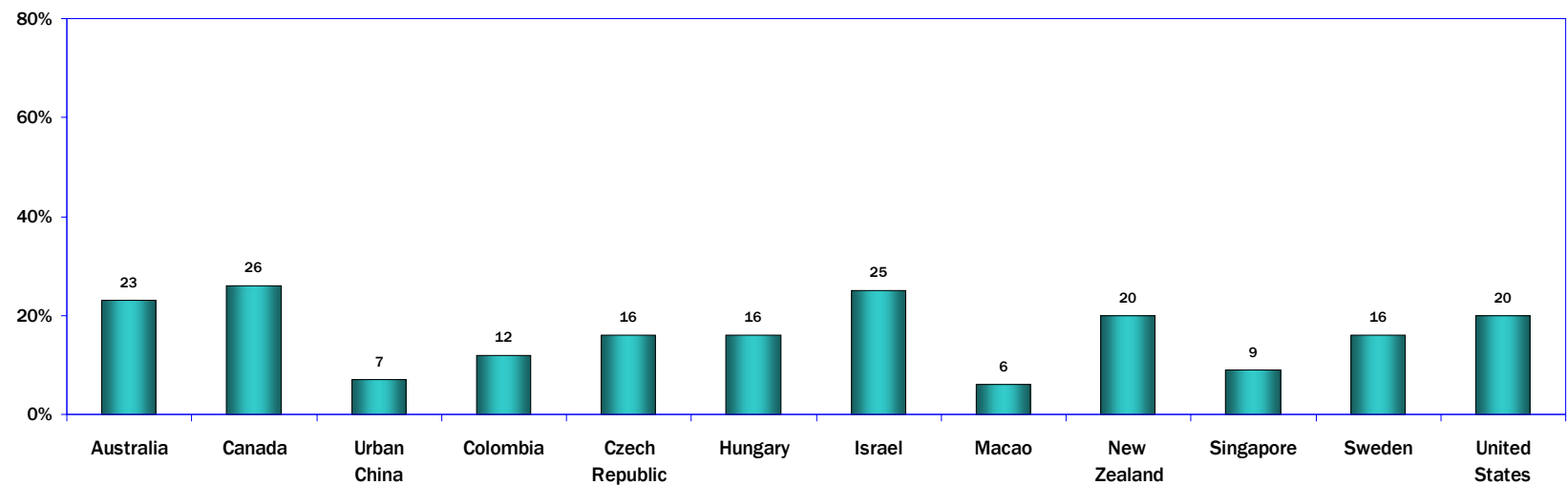
57. Newspapers: Importance as Information Sources: Detailed Responses



Q13C M-1C-5

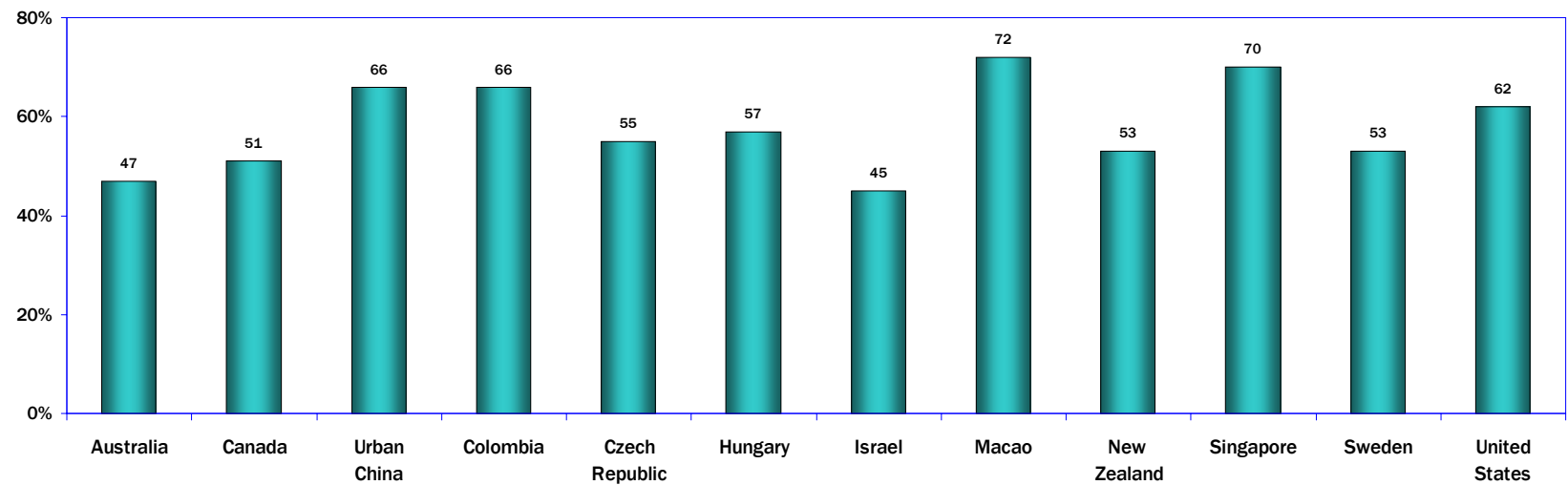
57. Newspapers: Importance as Information Sources: Detailed Responses

Combined: Not Important at All/Not Important



Q13C M-1C-1-2

Combined: Important/Very Important



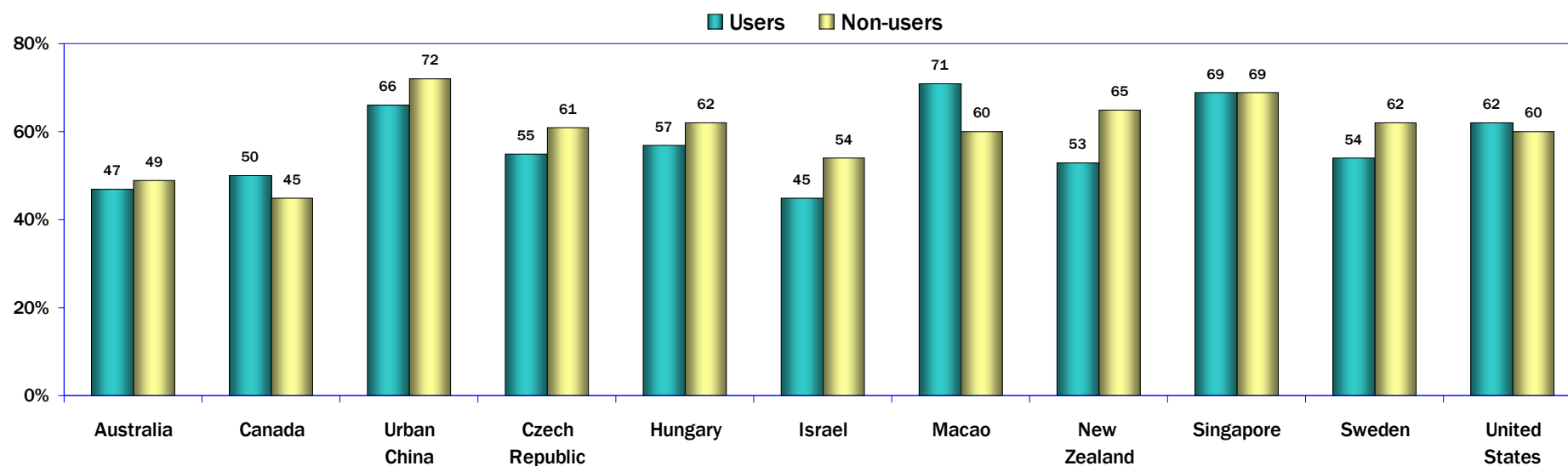
Q13C M 1C-4-5

57. Newspapers: Importance as Information Sources: Users vs. Non-Users

Even though many users go online to obtain news (see page 289), large percentages of users continue to consider newspapers as important or very important sources of information. In three WIP countries and

regions -- Canada, Macao, and the United States -- larger percentages of users than non-users said that newspapers were important or very important as information sources.

Newspapers: Importance as a Sources of Information
(Internet Users vs. Non-Users Age 18 and Older Responding "Important" or "Very Important")



Q13C M-5

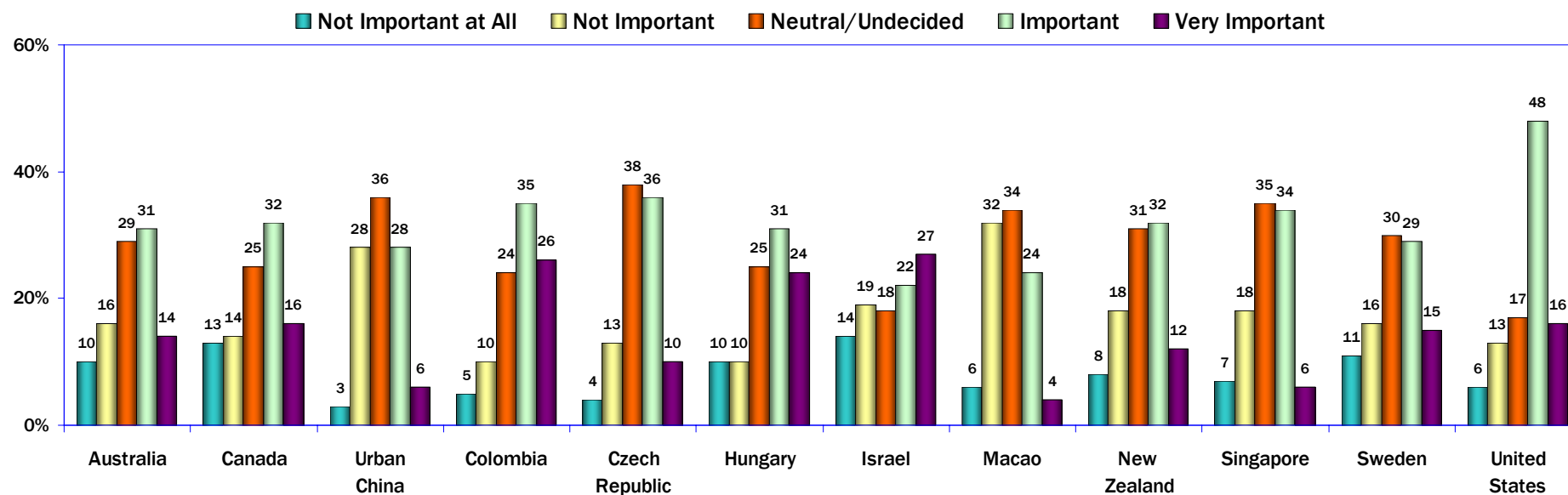
58. Radio: Importance as an Information Source

Less than half of Internet users in all of the WIP countries and regions except Colombia and the United States said that radio was an important or very important information source.

In only two countries – Israel and the United States -- were the percentages of users who said radio was an important or very important information source higher than those who held the same view about newspapers (see page 277).

Only in Australia was the percentage of users who thought radio was an important or very important source of information higher than those who expressed the same views about television (see page 271).

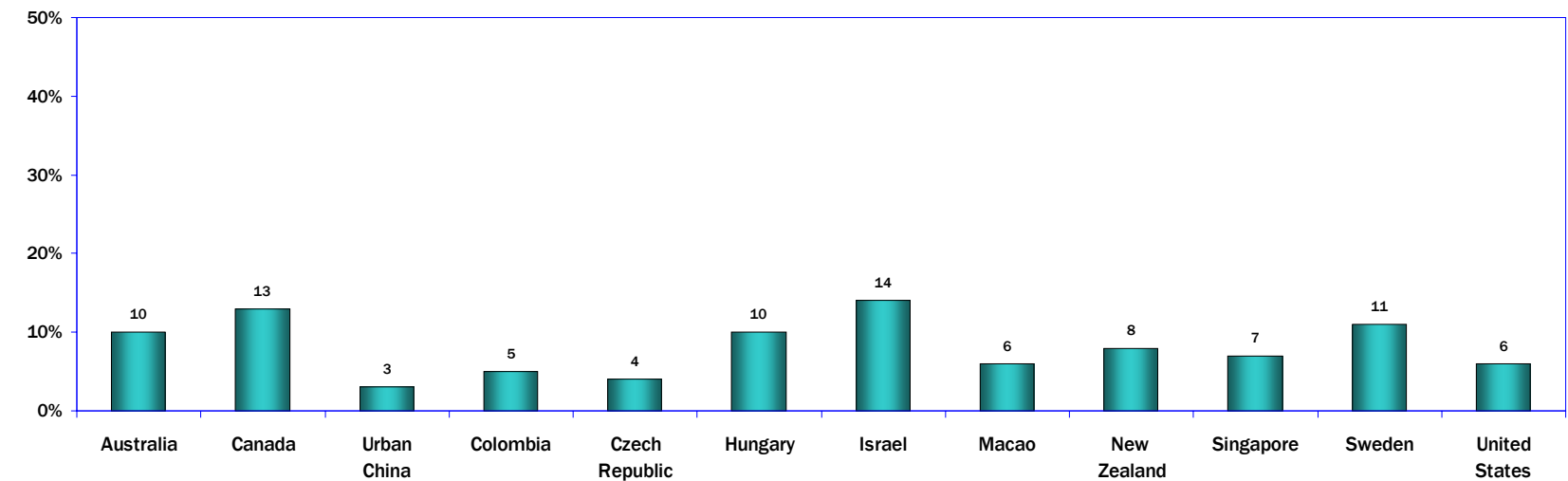
Radio: Importance as an Information Source (Internet Users Age 18 and Older)



Q13D M-1

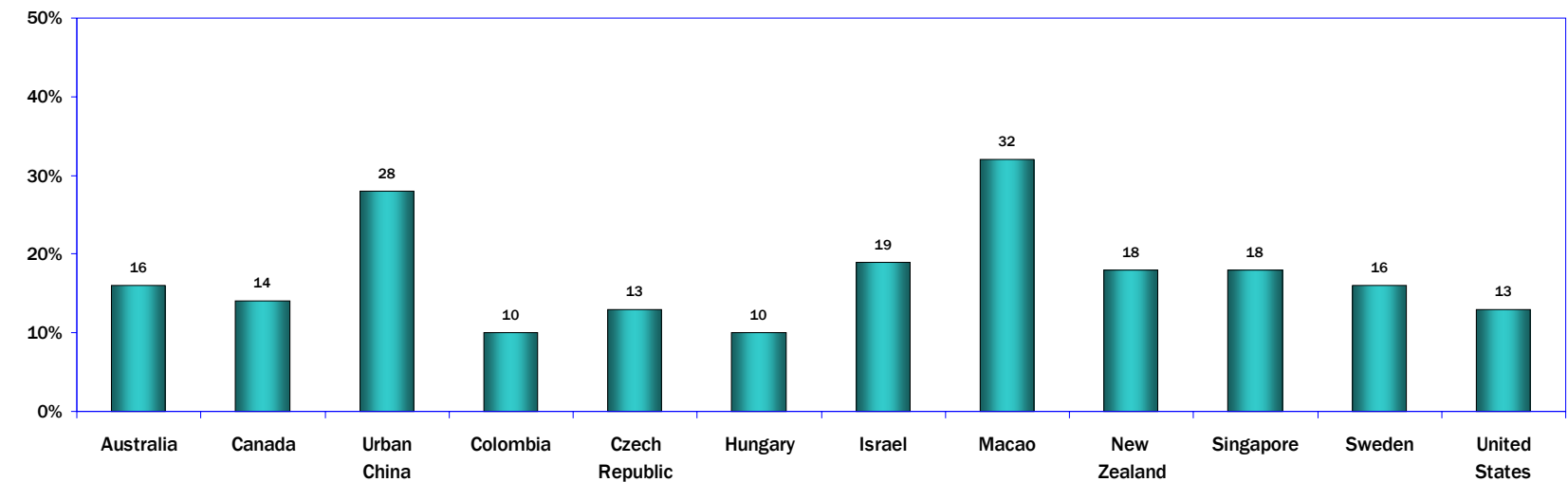
58. Radio: Importance as an Information Source: Detailed Responses

Not Important at All



Q13D-M1D-1

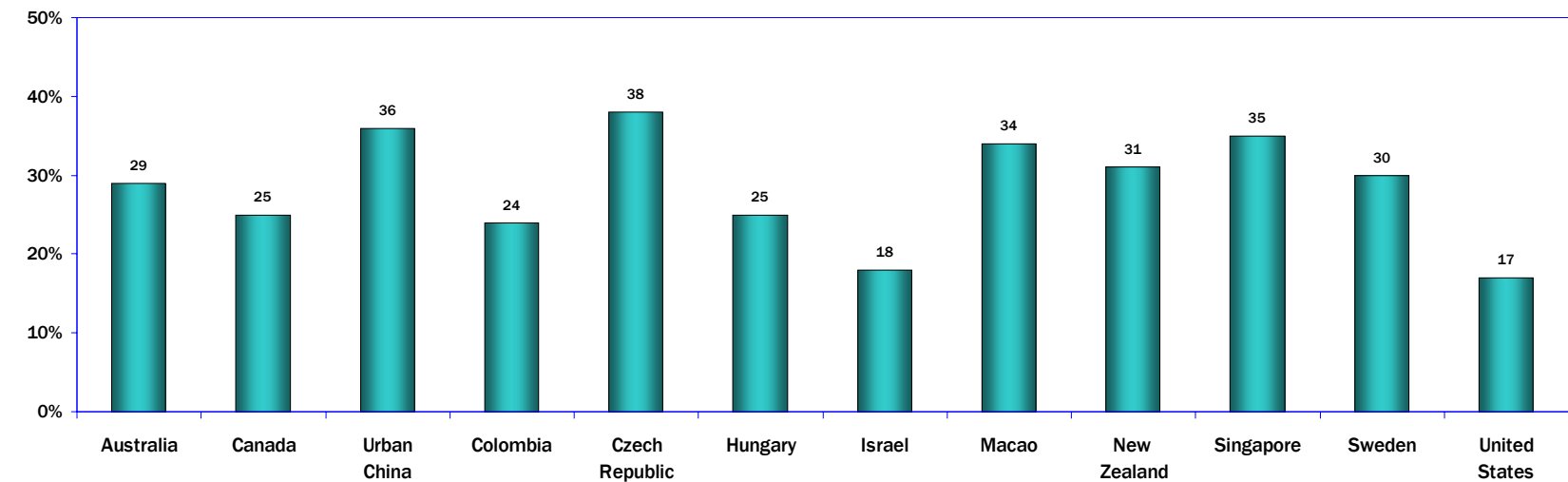
Not Important



Q13D-M1D-2

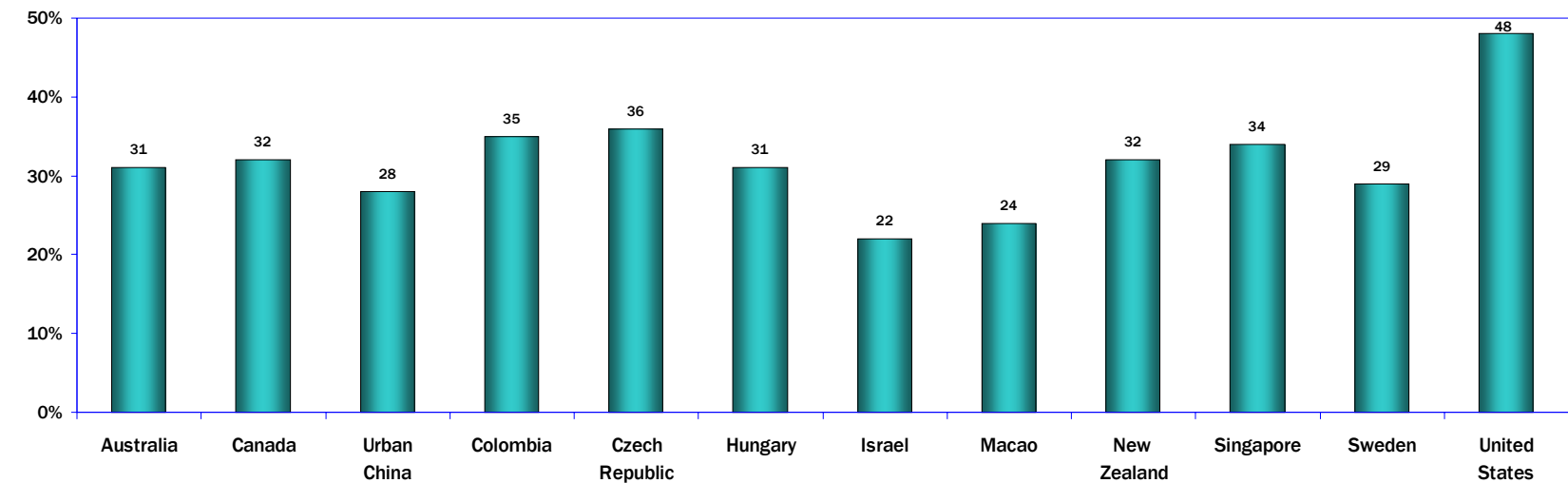
58. Radio: Importance as an Information Source: Detailed Responses

Neutral/Undecided



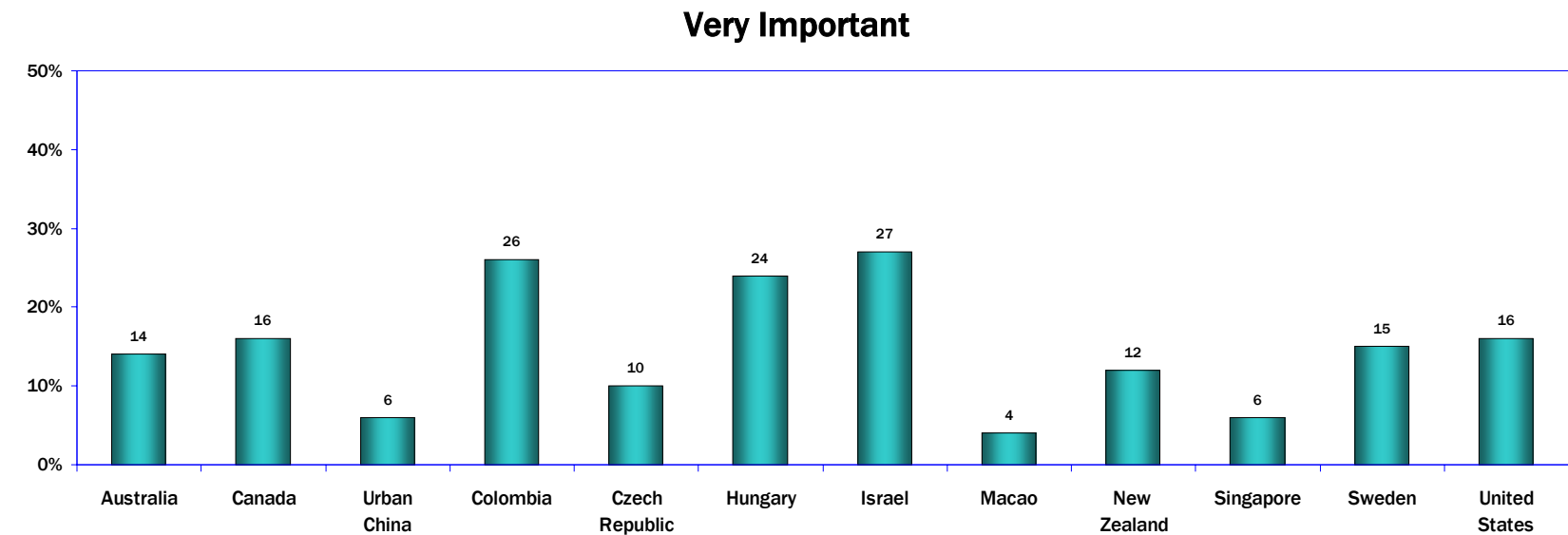
Q13D-M1D-3

Important



Q13D-M1D-4

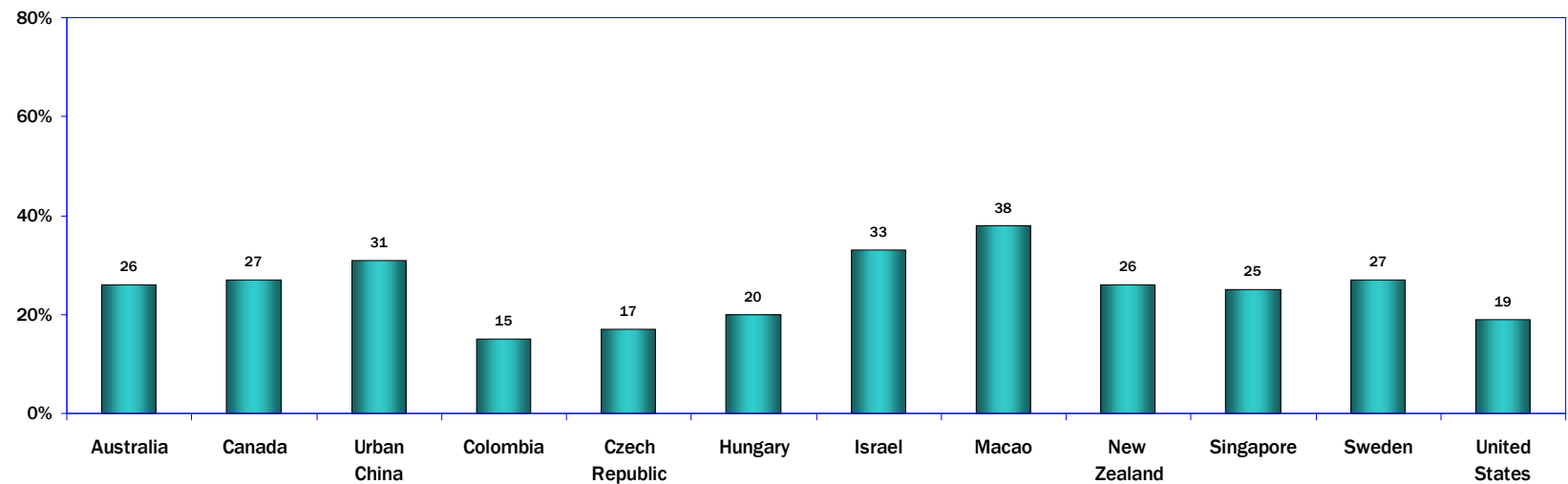
58. Radio: Importance as an Information Source: Detailed Responses



Q13D-M1D-5

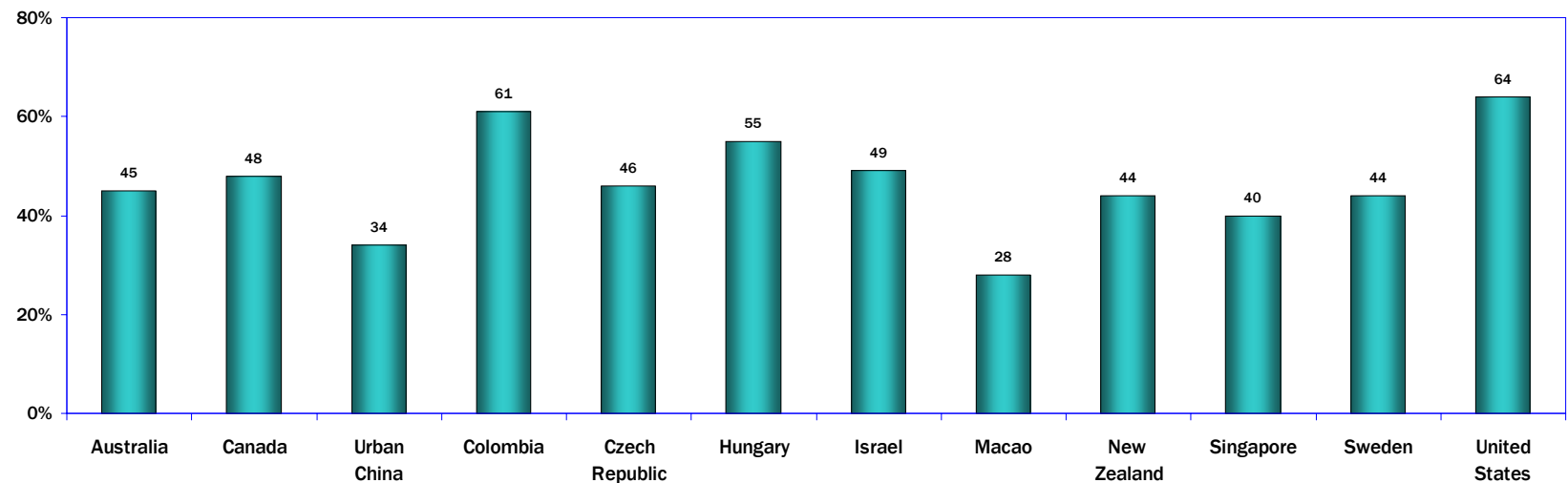
58. Radio: Importance as an Information Source: Detailed Responses

Combined: Not Important at All/Not Important



Q13D M-1D-1-2

Combined: Important/Very Important

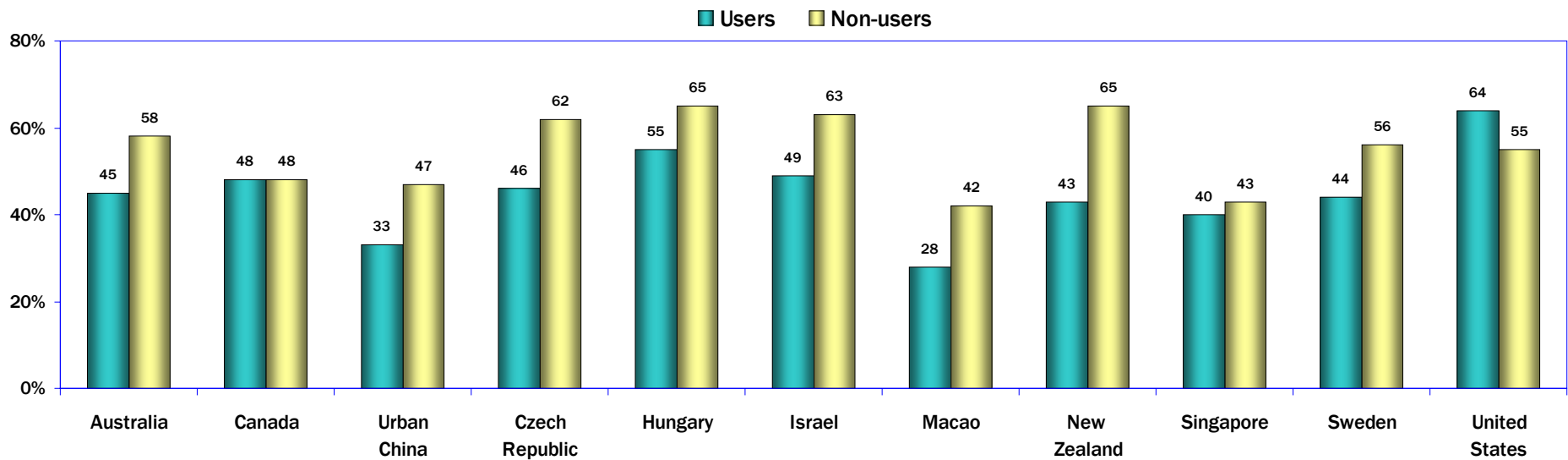


Q13D M-1D-4-5

58. Radio: Importance as an Information Source: Users vs. Non-Users

Higher percentages of Internet non-users compared to users in all of the radio was an important or very important source of information. WIP countries and regions except the United States and Canada said that

Radio: Importance as a Source of Information
(Internet Users vs. Non-Users Age 18 and Older Responding “Not Important”)



Q13D M-5

59. Using the Internet to Look for News

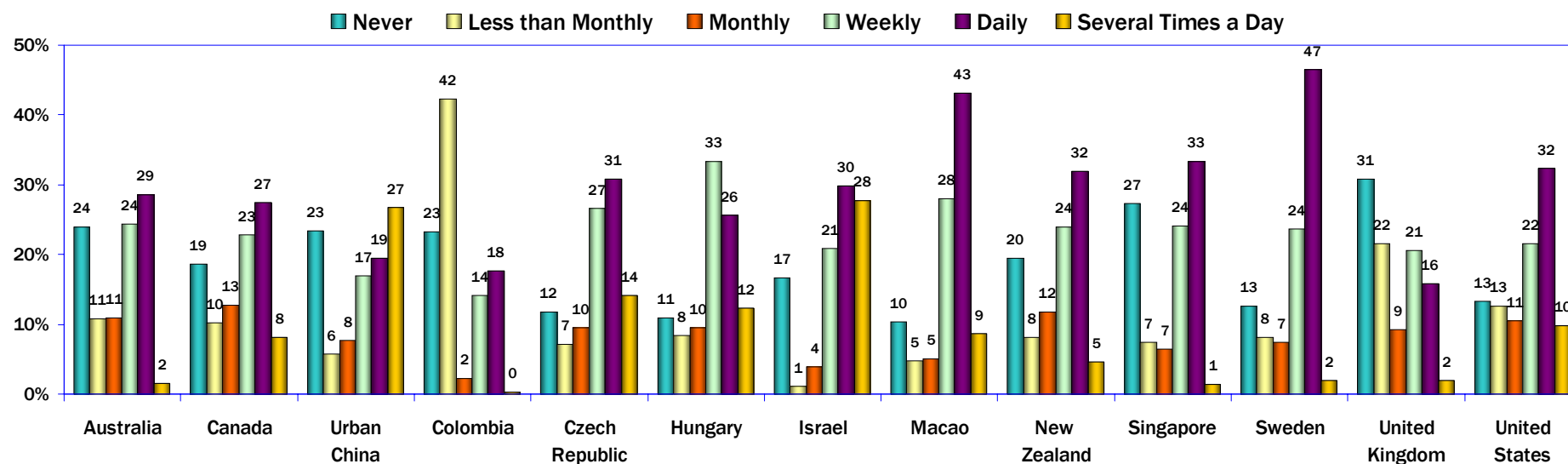
Large percentages of Internet users in most of the WIP countries and regions go online to seek local, national, or international news. In all of the reporting countries and regions other than Colombia and the United Kingdom, more than 30 percent of users go online to look for news at least daily.

More than half of users in 11 of the WIP countries and regions go online to look for news at least weekly; in the Czech Republic, Hungary, Israel, Macao, and Sweden, more than 70 percent of users look for news online at least weekly.

The highest percentages of users who go online daily or several times a day were in Israel (58 percent), Macao (52 percent), Sweden (49 percent), urban China (46 percent), the Czech Republic (45 percent), and the United States (42 percent).

At the opposite extreme, in eight of the WIP countries and regions 20 percent or less of users never go online to look for news.

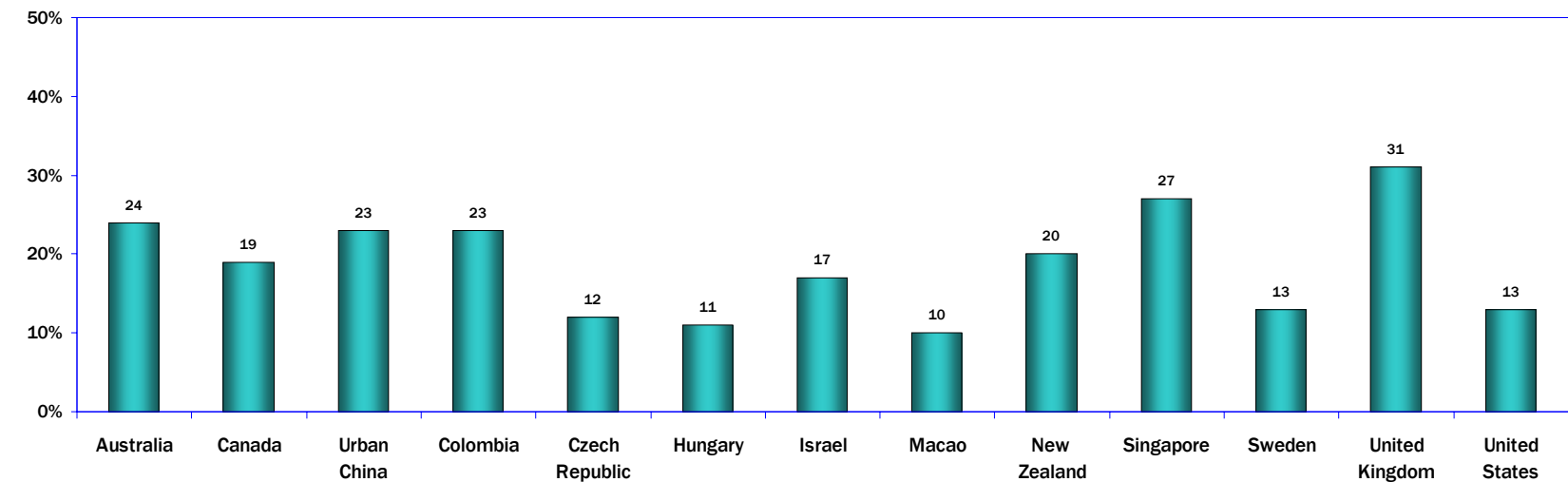
**Using the Internet to Look for News –
Local, National, or International
(Internet Users Age 18 and Older Ranking the Media as “Important or Very Important”)**



Q21A M1A

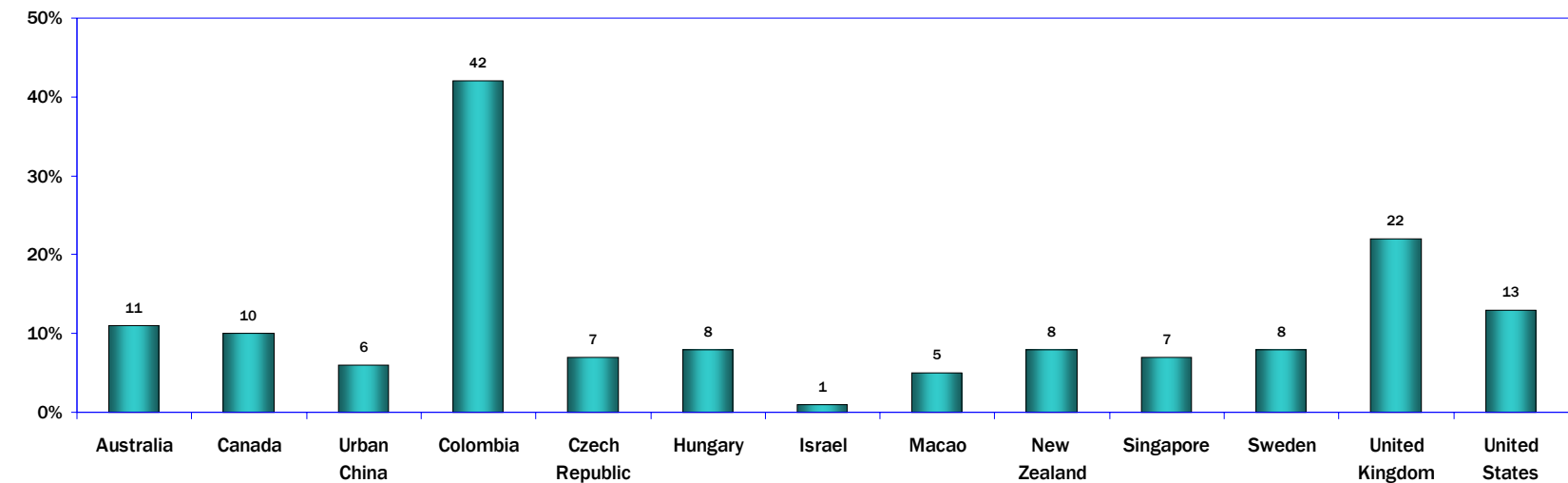
59. Using the Internet to Look for News: Detailed Responses

Never



Q21A M1A-1

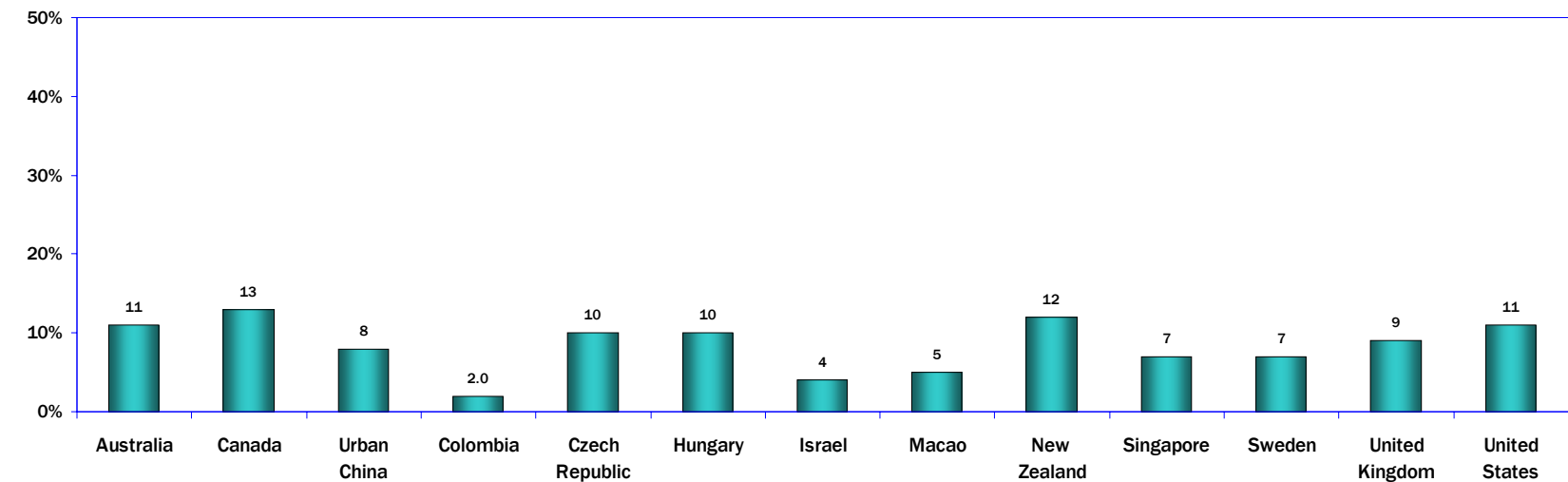
Less than Monthly



Q21A M1A-2

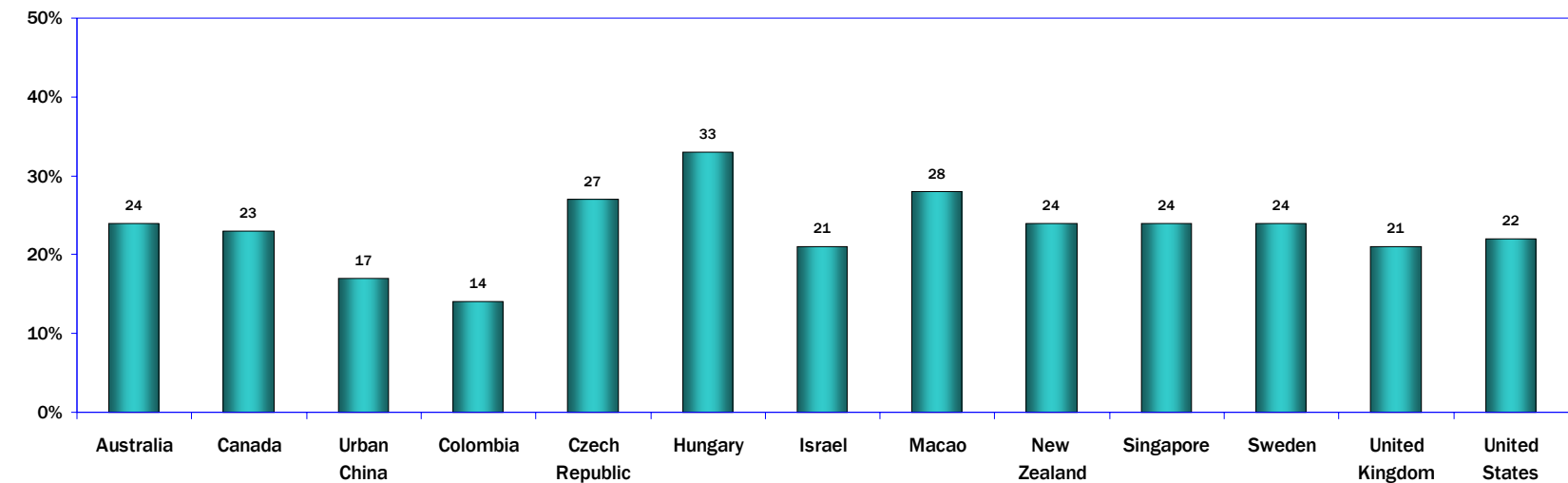
59. Using the Internet to Look for News: Detailed Responses

Monthly



Q21A M1A-3

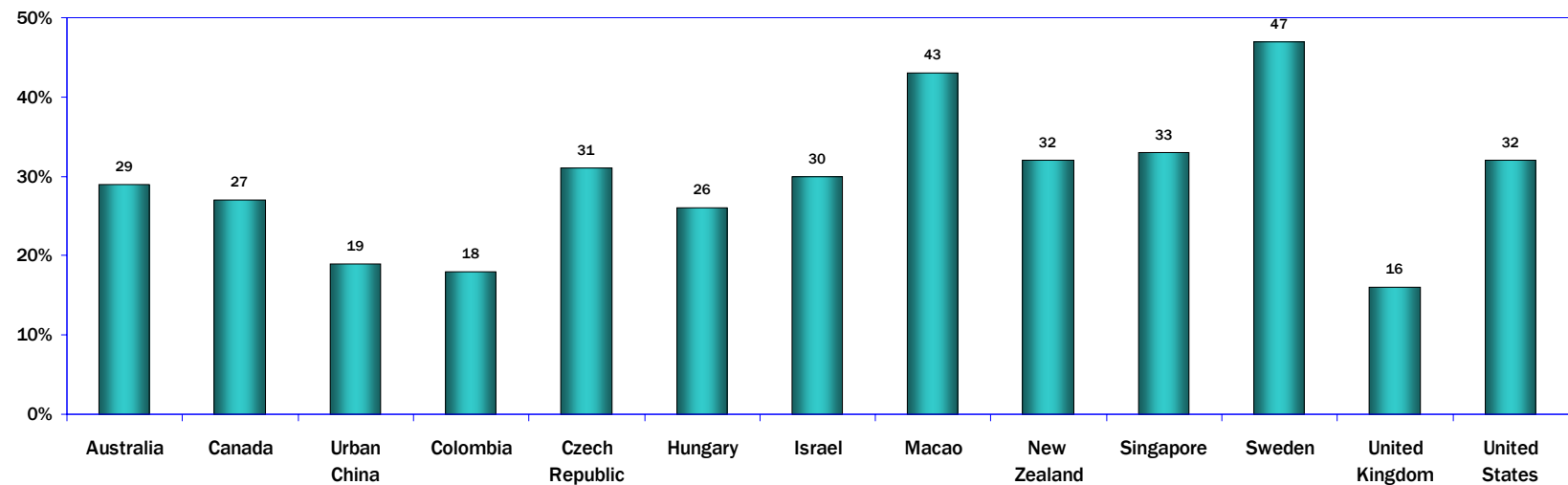
Weekly



Q21A M1A-4

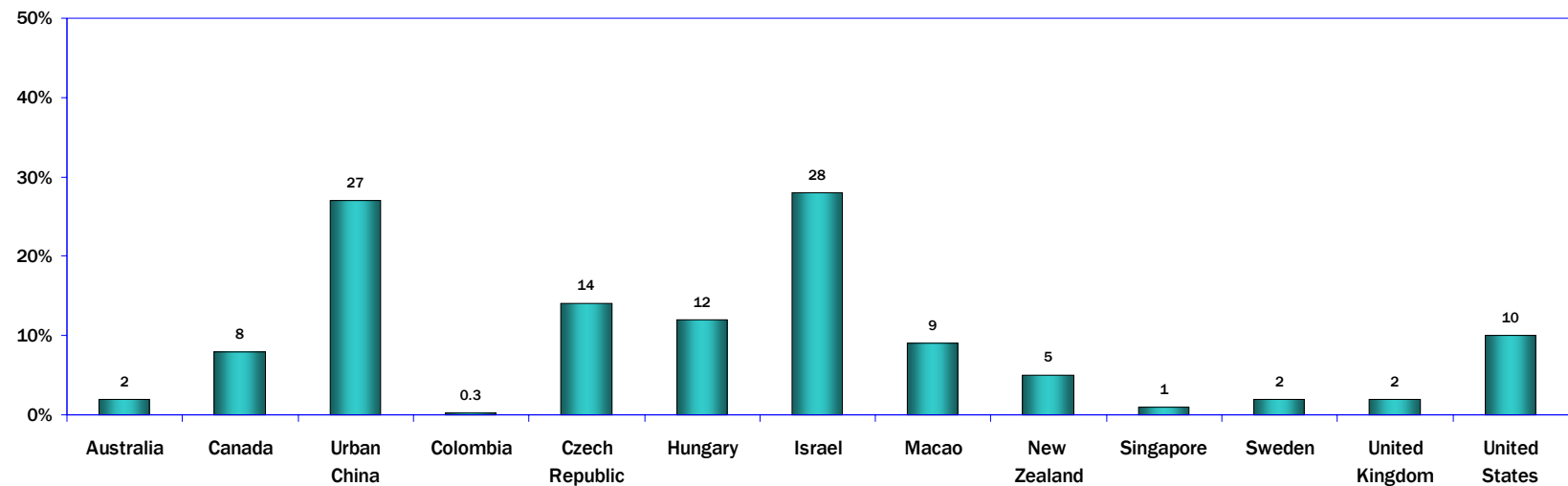
59. Using the Internet to Look for News: Detailed Responses

Daily



Q21A M1A-5

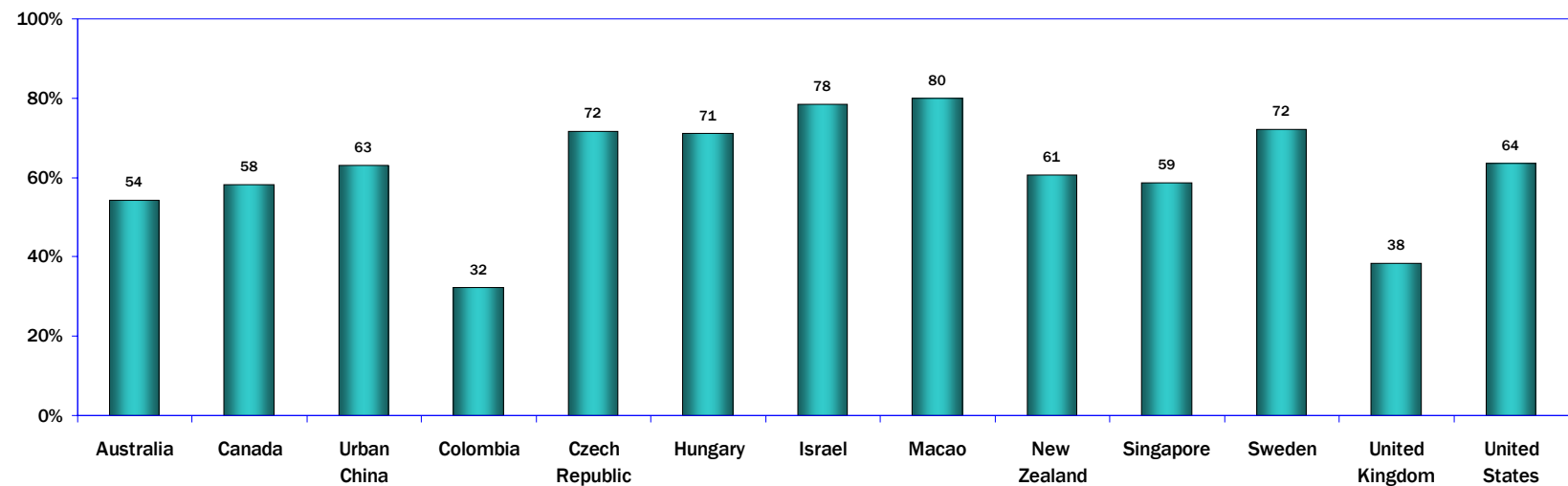
Several Times a Day



Q21A M1A-6

59. Using the Internet to Look for News: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



Q21A M1A-6-4-6

Views about the Importance of Media as Sources of Entertainment

While more than half of Internet users in all of the WIP countries and regions said that going online is an important or very important method of accessing information (see page 266), much lower percentages of users in most of the participating countries and regions ranked the Internet highly in importance for entertainment.

In all of the WIP countries and regions except for urban China and Colombia, lower percentages ranked the Internet as an important or very important source of entertainment than they did for other media (television, radio, or radio).

However, more than 40 percent of users in all of the WIP countries and regions except Australia ranked the Internet as an important or very important source of entertainment.

In 11 of the countries and regions, the highest percentage of users reported television as an important or very important source of entertainment.

For details on rankings of individual media as sources of entertainment, see pages 295-318.

Comparison: Importance of Media as Entertainment Sources: Internet Users Age 18 or Older Ranking the Media as “Important” or “Very Important”

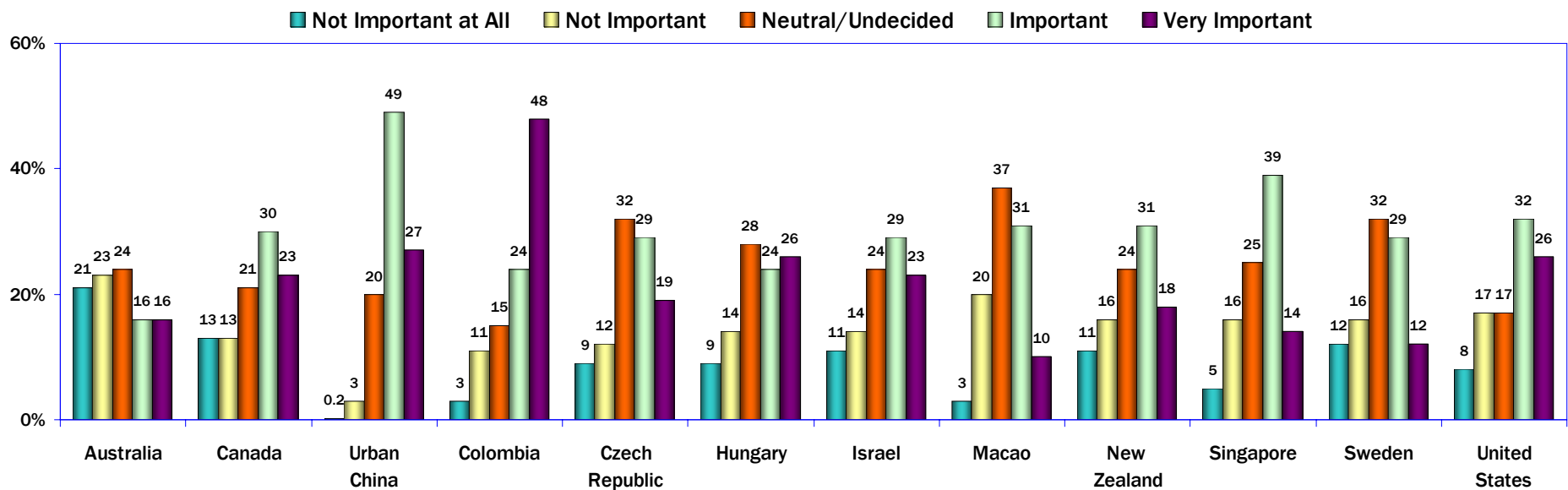
	Internet	Television	Newspapers	Radio
Australia	32	52	17	42
Canada	53	59	28	43
Urban China	76	53	52	29
Colombia	72	68	42	54
Czech Republic	48	66	34	43
Hungary	50	63	36	54
Israel	52	57	25	28
Macao	41	59	44	19
New Zealand	49	54	41	51
Singapore	53	58	42	37
Sweden	41	62	21	33
United States	58	80	31	65

60. The Internet: Importance as a Source of Entertainment

More than 30 percent of users said the Internet is an important or very important source of entertainment, with the highs in the range reported in urban China (76 percent), Colombia (72 percent), the United States (58 percent), Canada and Singapore (53 percent), and Israel (52 percent).

At the other extreme, in all of the responding countries and regions except Australia, less than 30 percent of users said that the Internet was not important as an entertainment source.

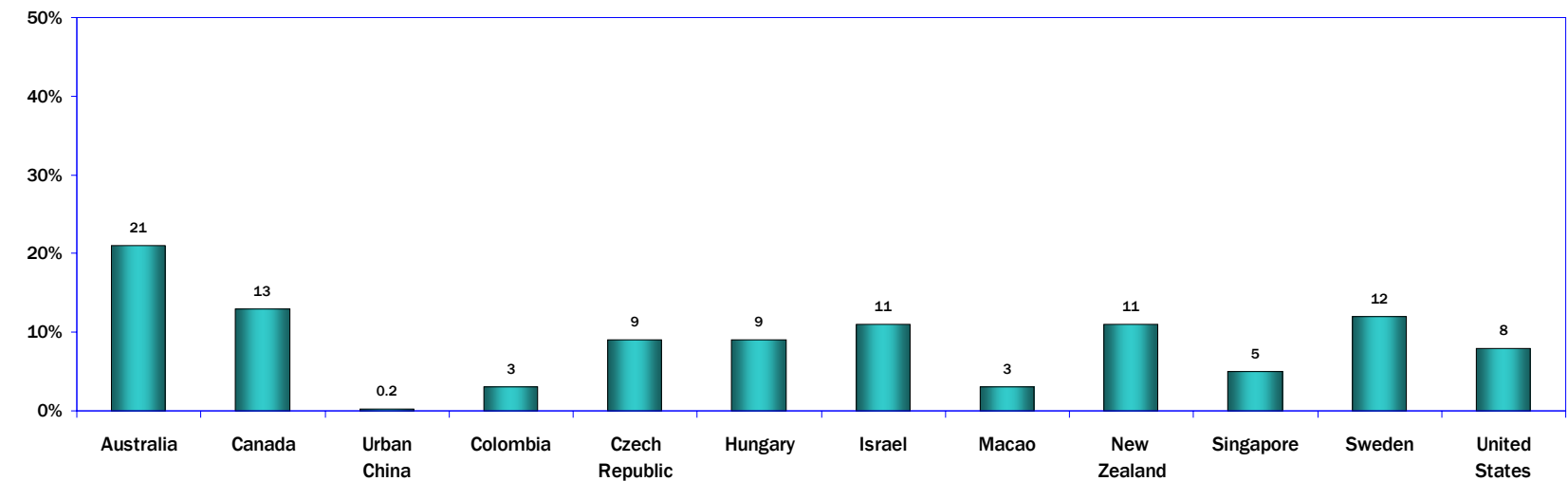
The Internet: Importance as a Source of Entertainment
(Internet Users Age 18 and Older)



Q14A M-1A

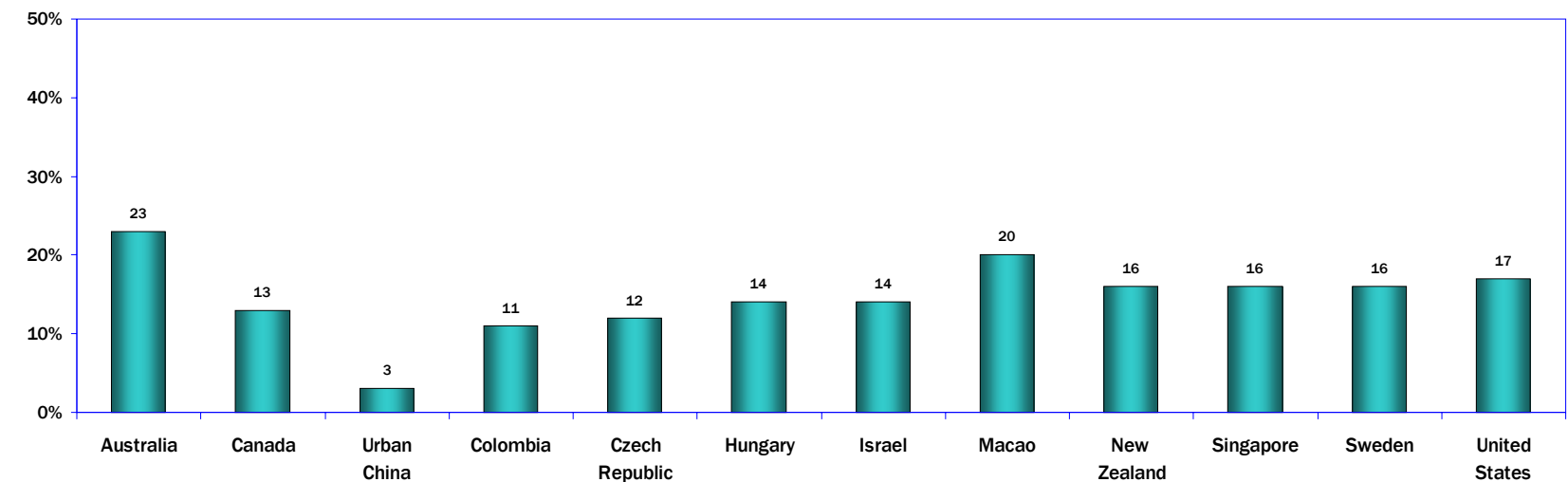
60. The Internet: Importance as a Source of Entertainment: Detailed Responses

Not Important at All



Q14A M-1A-1

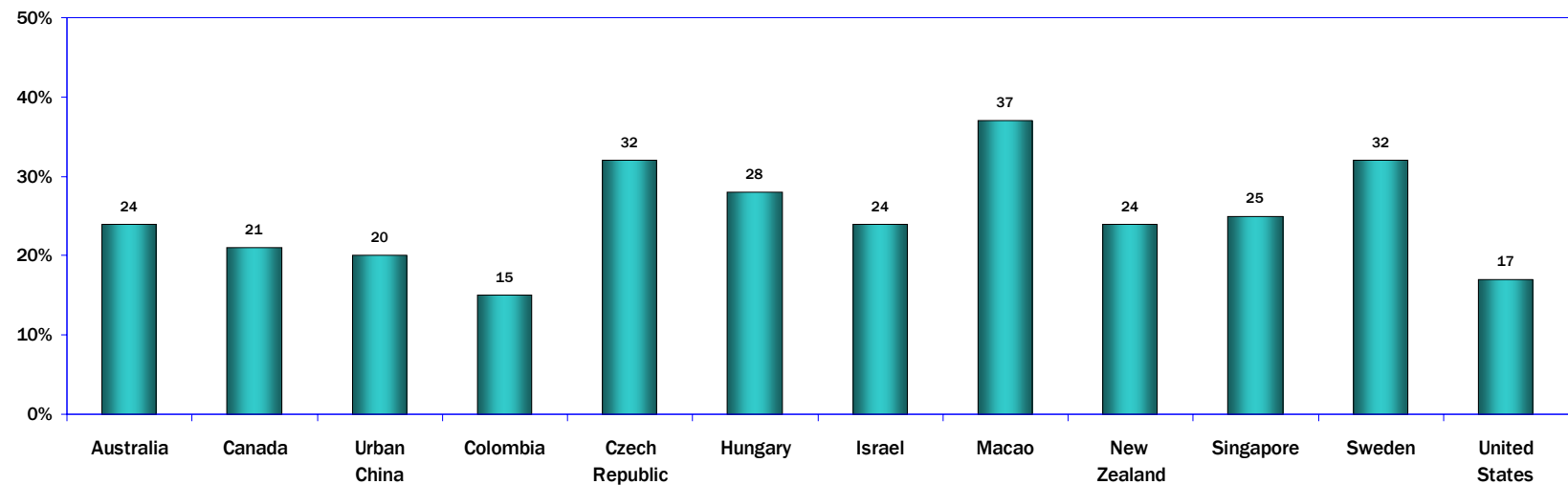
Not Important at All



Q14A M-1A-2

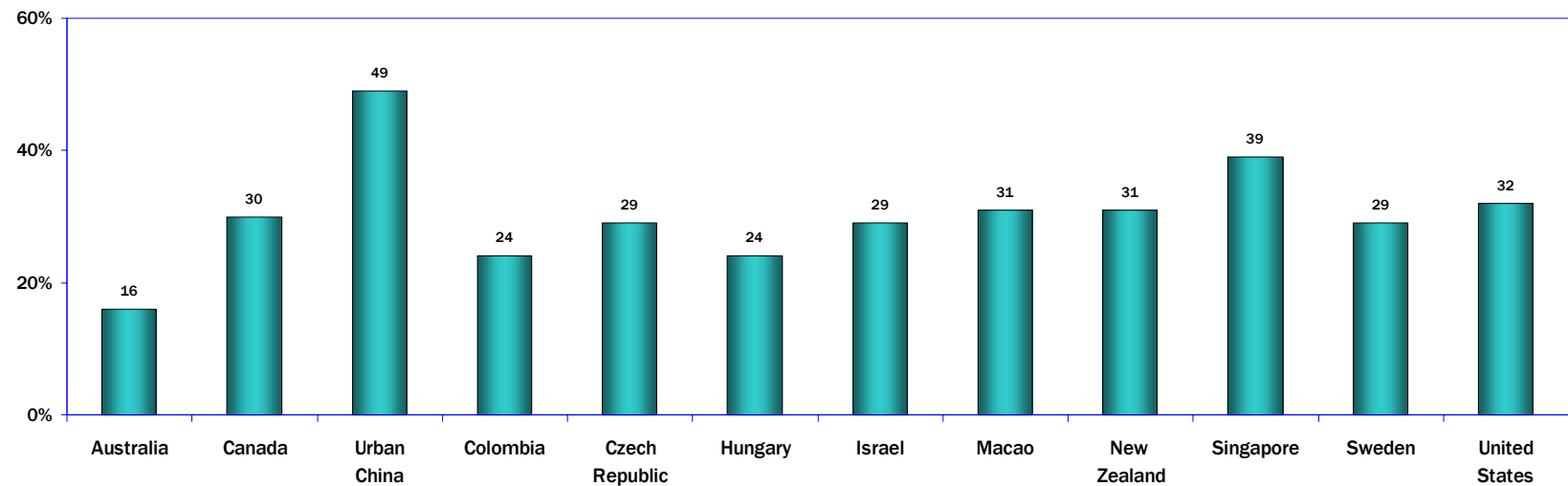
60. The Internet: Importance as a Source of Entertainment: Detailed Responses

Neutral/Undecided



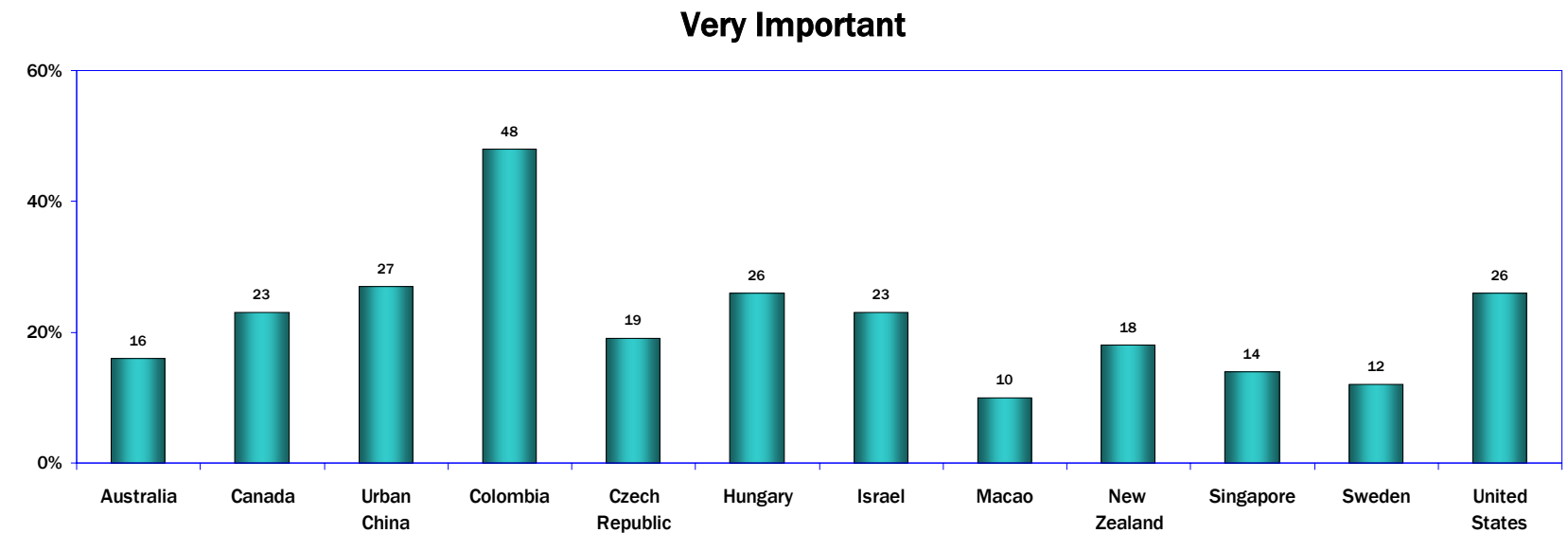
Q14A M-1A-3

Important



Q14A M-1A-4

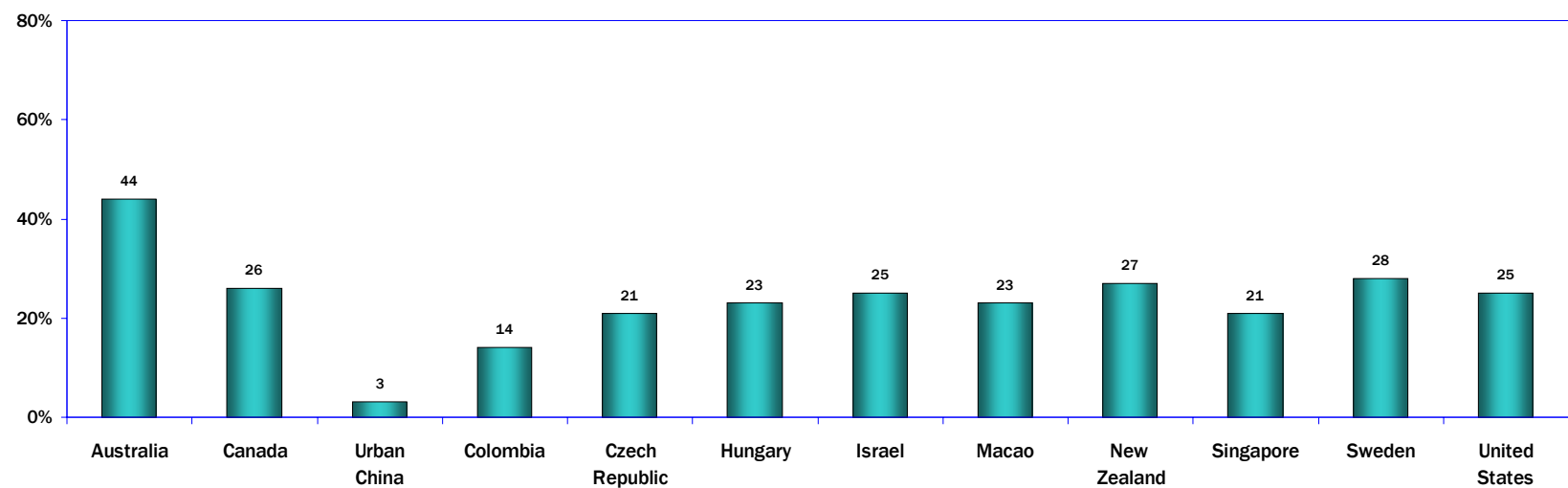
60. The Internet: Importance as a Source of Entertainment: Detailed Responses



Q14A M-1A-5

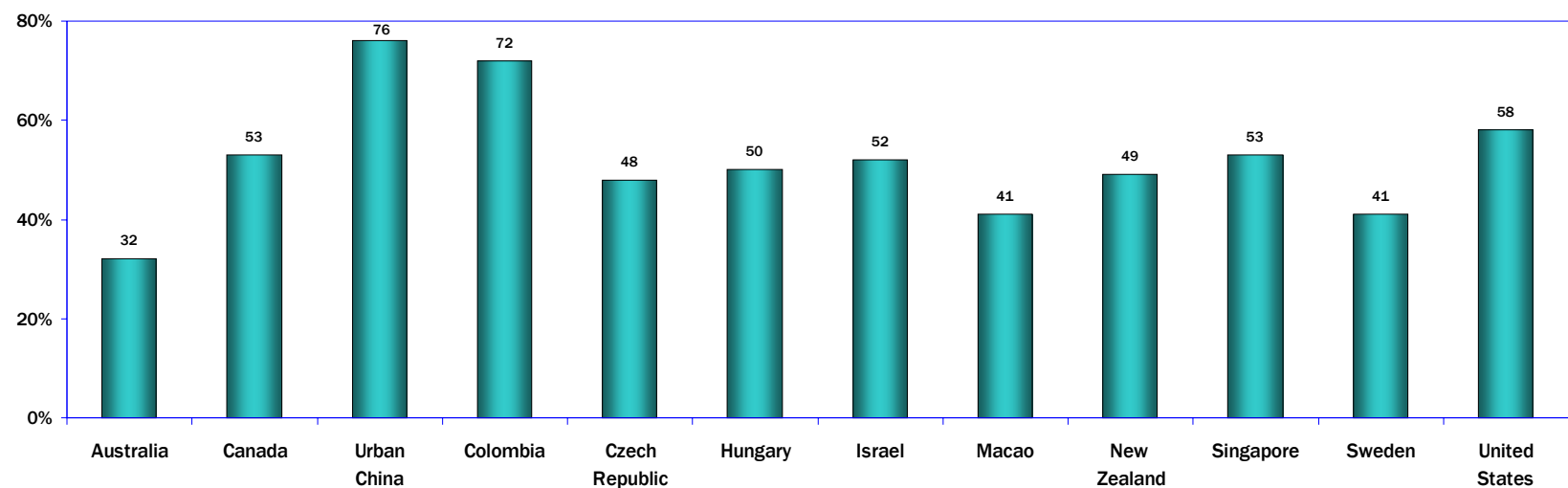
60. The Internet: Importance as a Source of Entertainment: Detailed Responses

Combined: Not Important at All/Not Important



Q14A M-1A-1-2

Combined: Important/Very Important



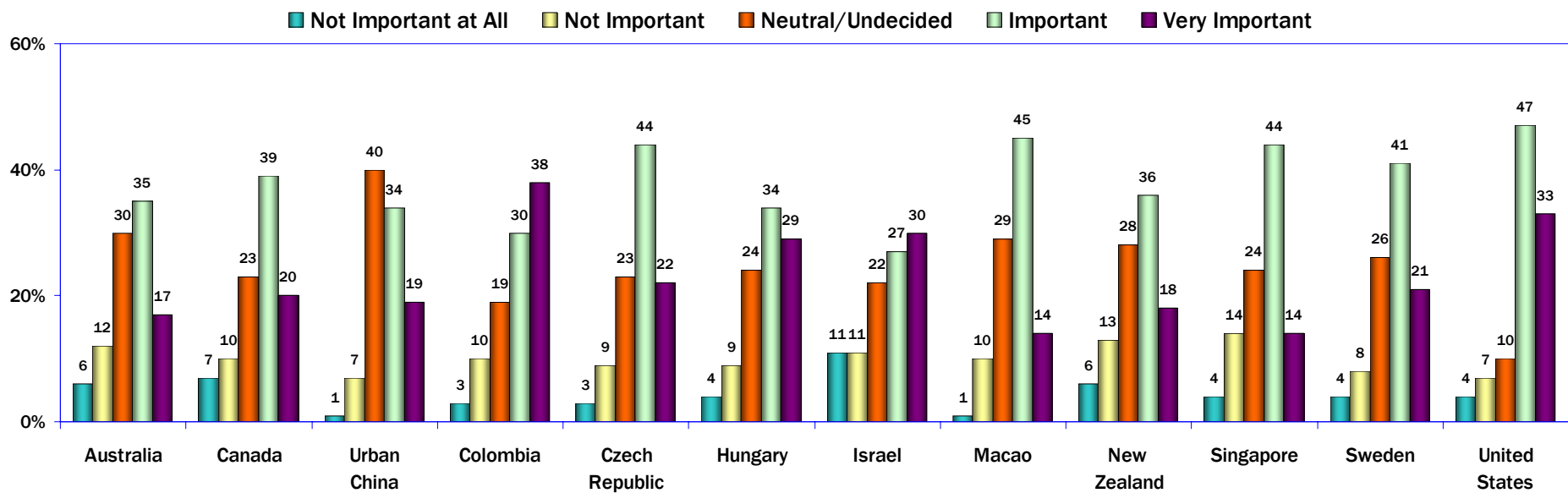
Q14A M-1A-4-5

61. Television: Importance as an Entertainment Source

More than half of users in all of the WIP countries and regions said that television is an important or very important source of entertainment. Yet in only one country – the United States (80 percent) – did more than 70 percent of users rank television as important for entertainment.

Users in all of the WIP countries and regions except for urban China reported at least double-digit percentages of those who said that television was not important for entertainment.

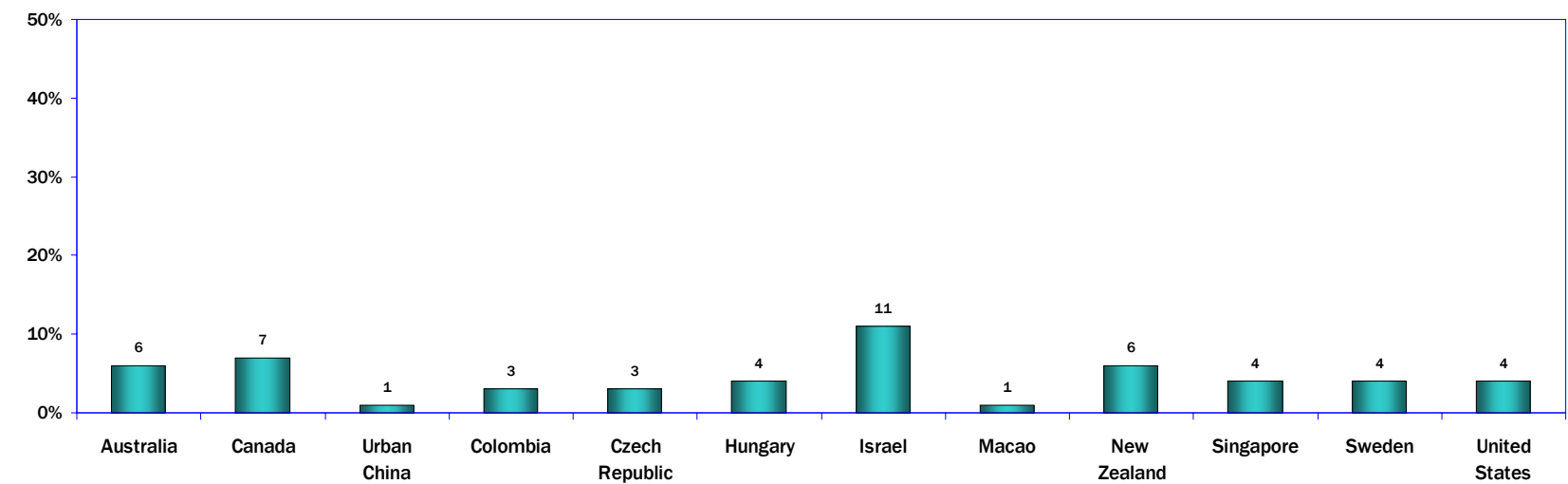
Television: Importance as a Source of Entertainment
(Internet Users Age 18 and Older)



Q14B M-1

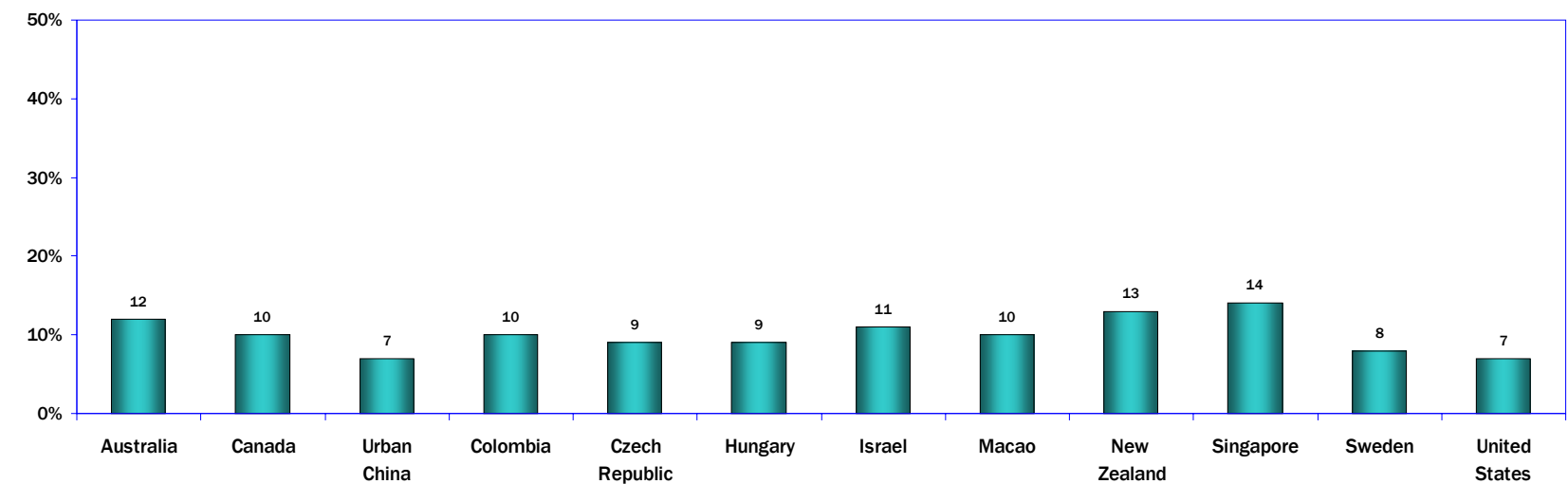
61. Television: Importance as an Entertainment Source: Detailed Responses

Not Important at All



Q14B M-1B-1

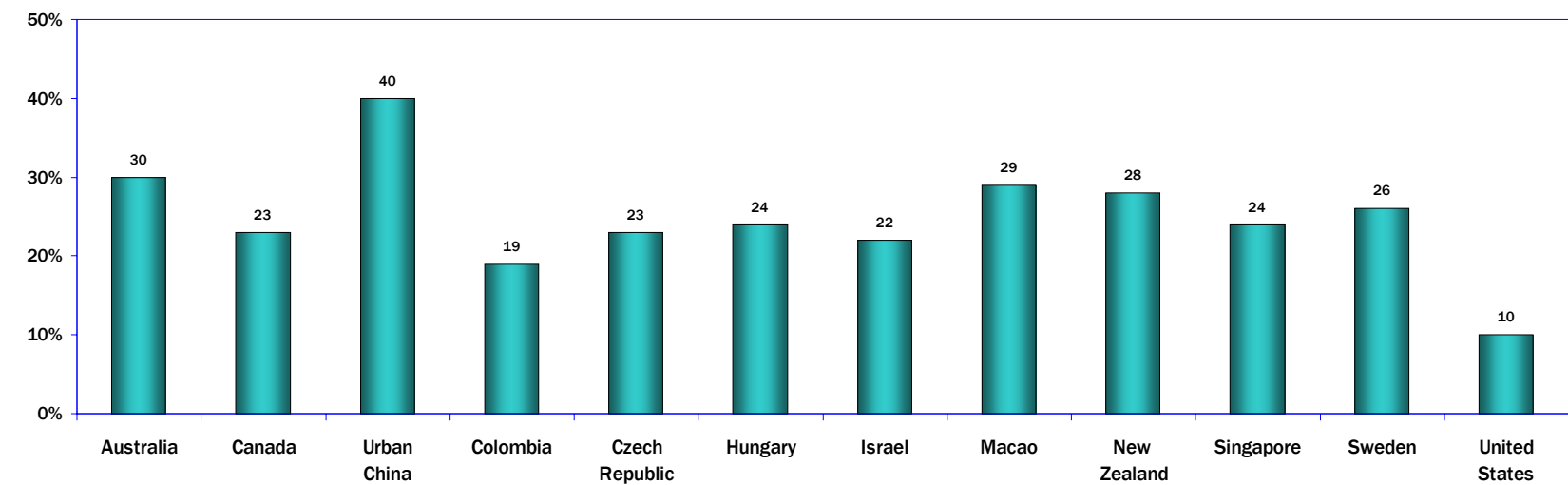
Not Important



Q14B M-2

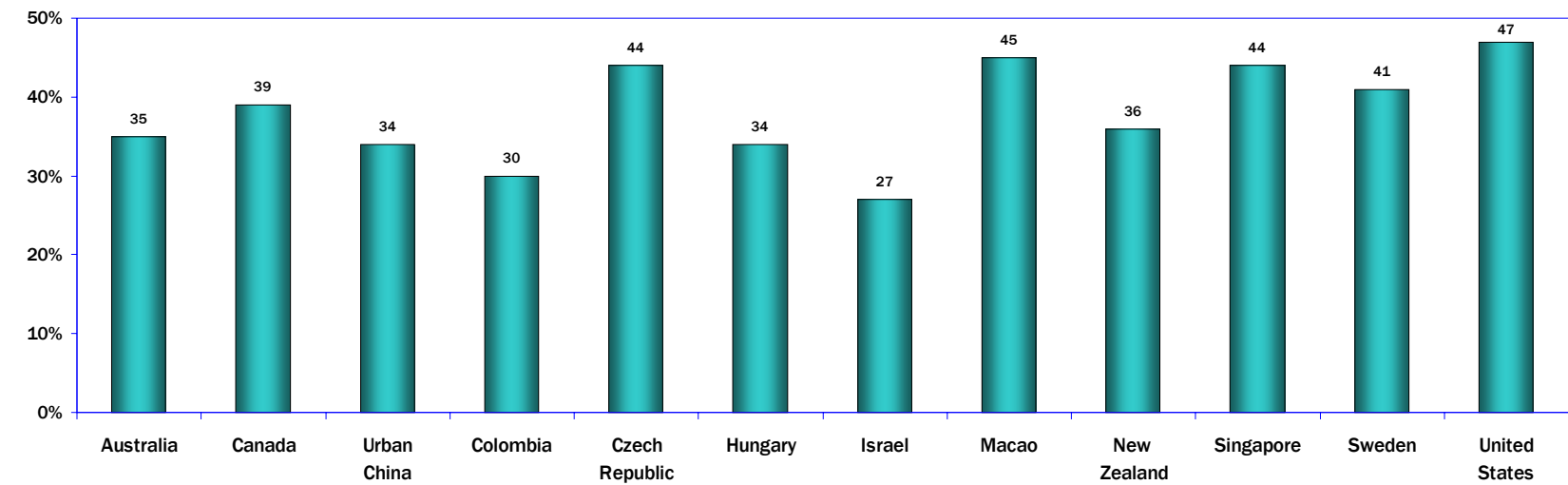
61. Television: Importance as an Entertainment Source: Detailed Responses

Neutral



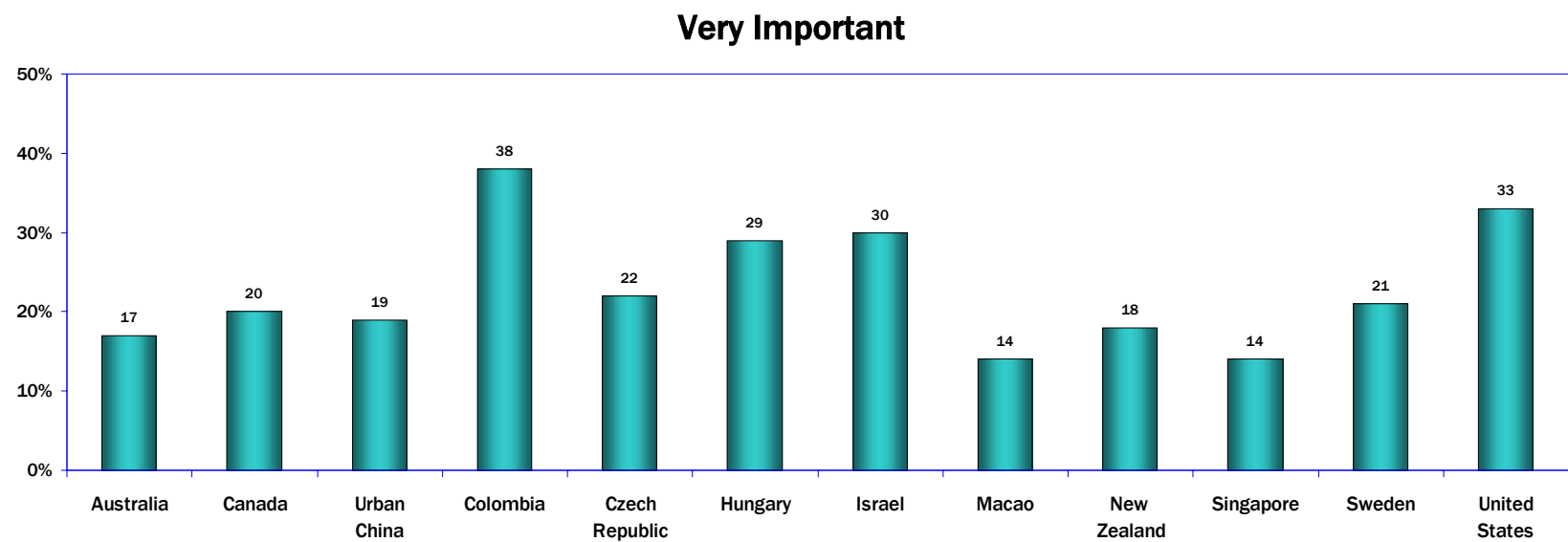
Q14B M-3

Important



Q14B M-4

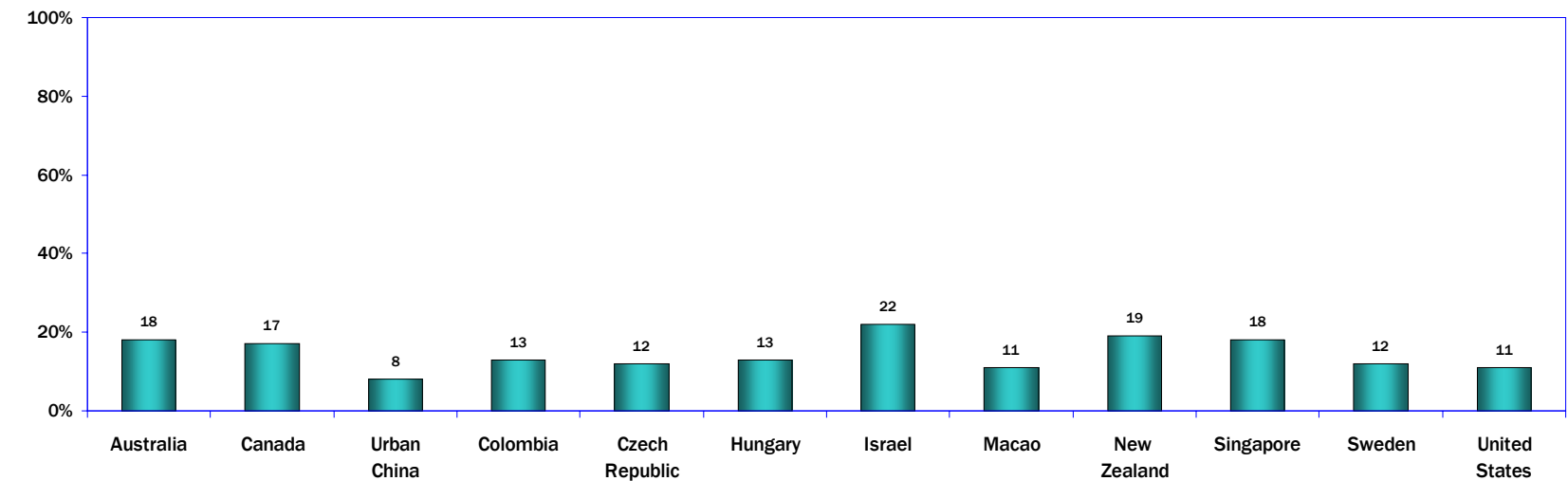
61. Television: Importance as an Entertainment Source: Detailed Responses



Q14B M-5

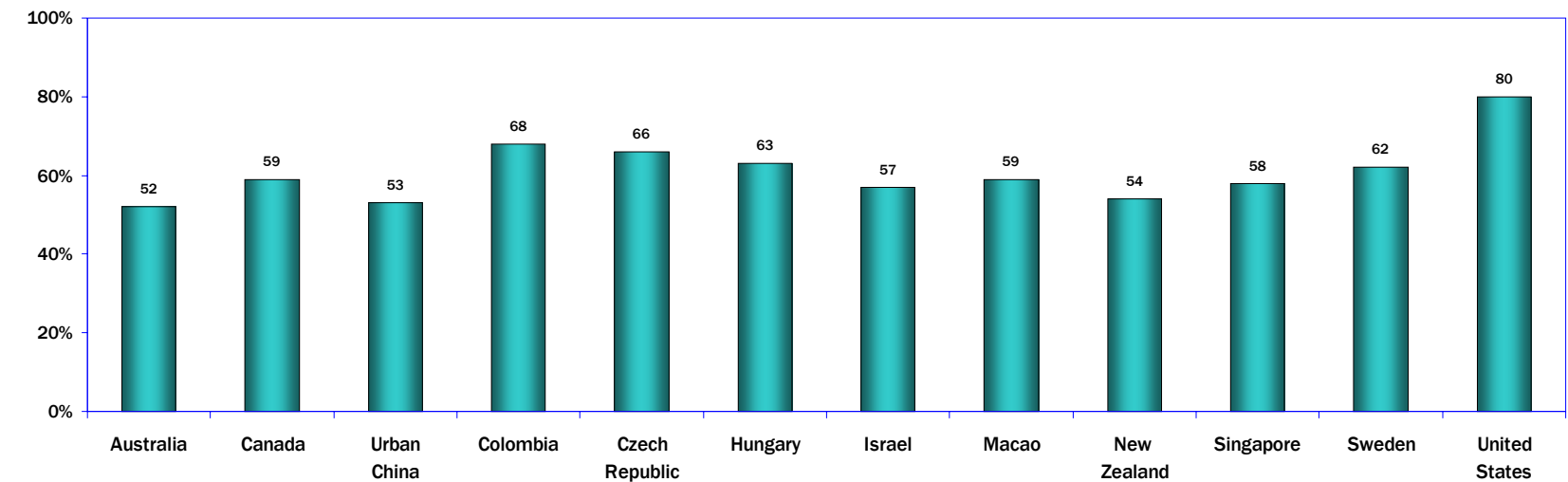
61. Television: Importance as a Source of Entertainment

Combined: Not Important at All/Not Important



Q14B M-1B-1-2

Combined: Important/Very Important

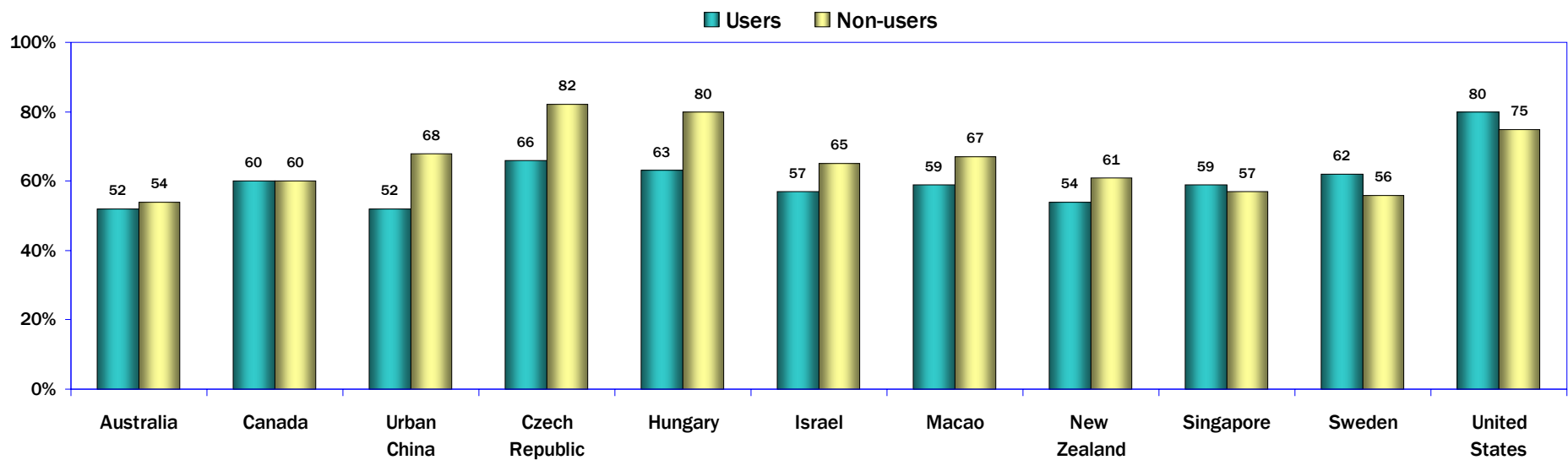


Q14B M-4-5

61. Television – Importance as an Entertainment Source: Users vs. Non-Users

Comparing the views of Internet users and non-users about the importance of television for entertainment, higher percentages of non-users than users in seven of the WIP countries and regions said that television was an important or very important source of entertainment.

Television: Importance as a Source of Entertainment
(Internet Users vs. Non-Users Age 18 and Older Responding
“Important” or “Very Important”)



Q14B M-5

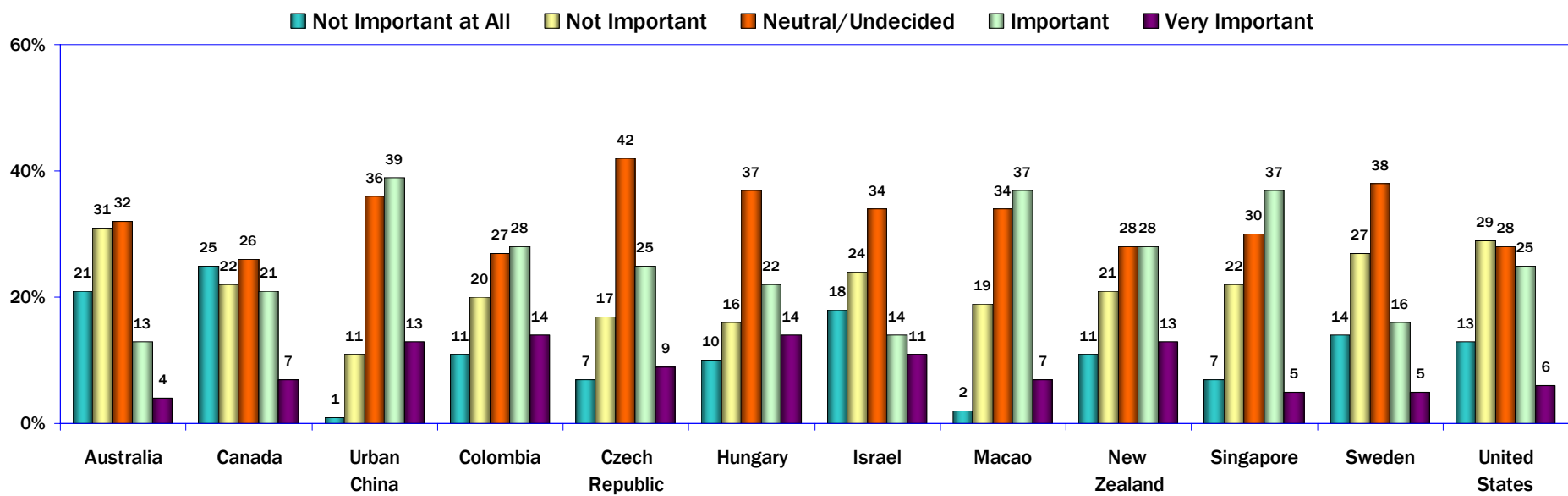
62. Newspapers as Sources of Entertainment

Only moderate percentages of Internet users said that newspapers are important sources of entertainment.

In only five of the WIP countries and regions (urban China, Colombia, Macao, New Zealand, and Singapore) did more than 40 percent of users say that newspapers are important or very important sources of entertainment.

And, in seven of the responding countries and regions, more than 30 percent of users said that newspapers were not important as entertainment sources.

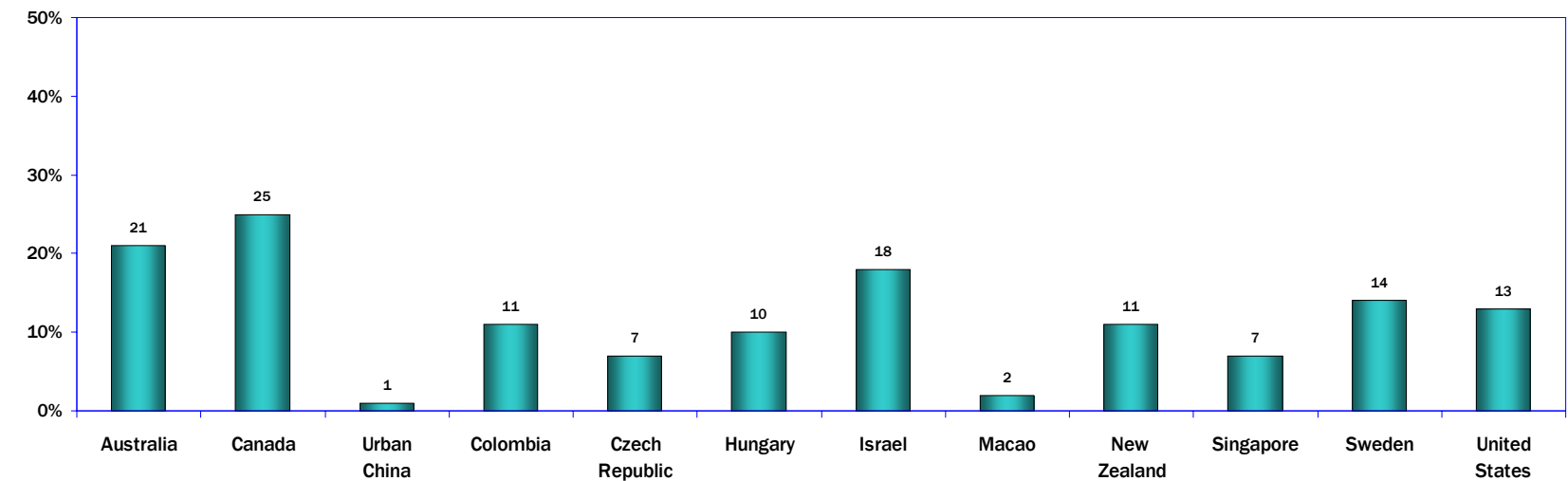
Newspapers: Importance as Sources of Entertainment
(Internet Users Age 18 and Older)



Q14C M-1

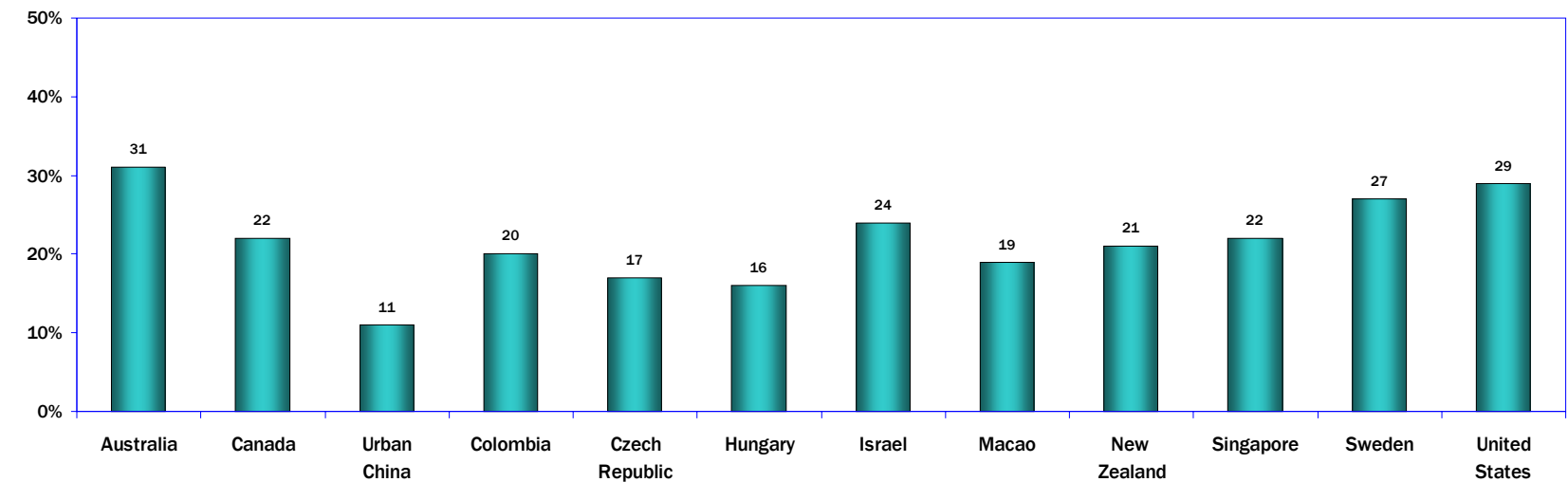
62. Newspapers as Sources of Entertainment: Detailed Responses

Not Important at All



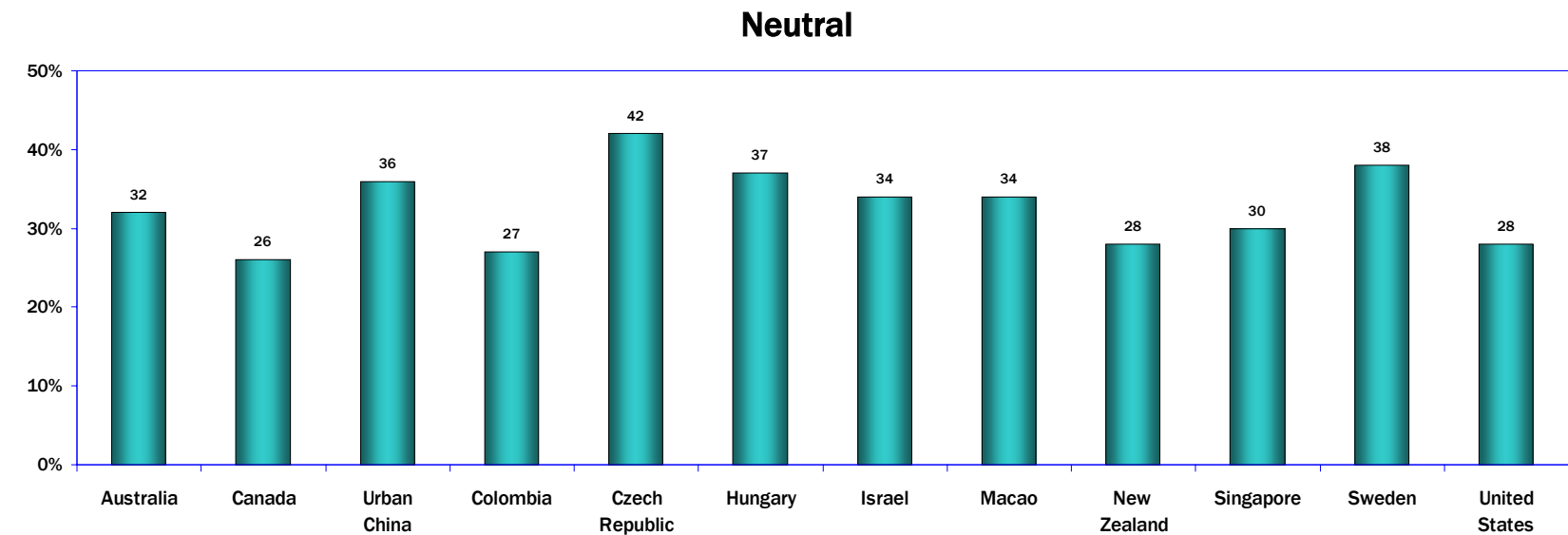
Q14C M-1C-1

Not Important

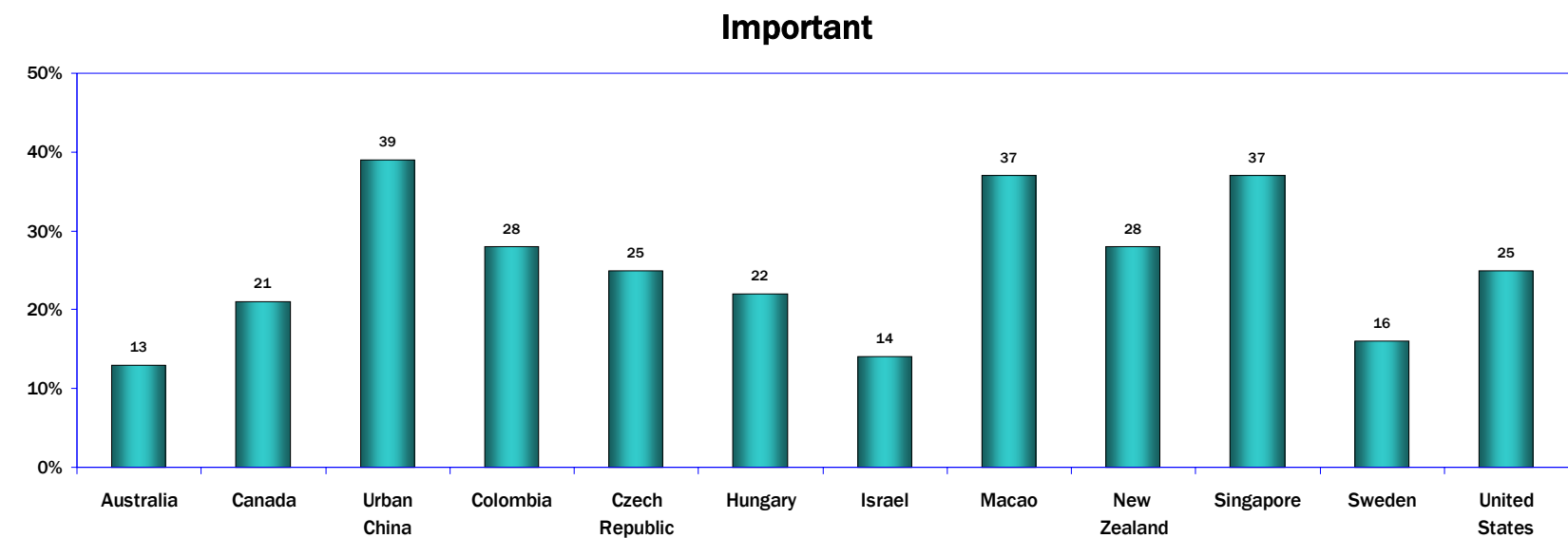


Q14C M-1C-2

62. Newspapers as Sources of Entertainment: Detailed Responses

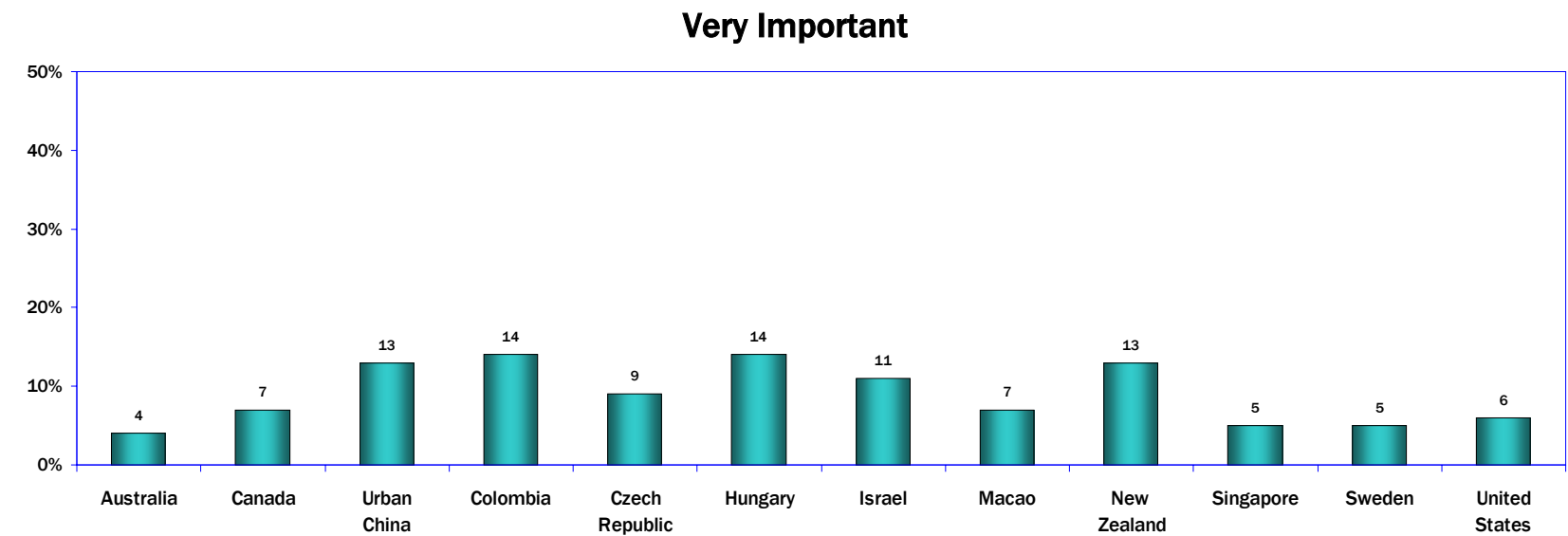


Q14C M-1C-3



Q14C M-1C-4

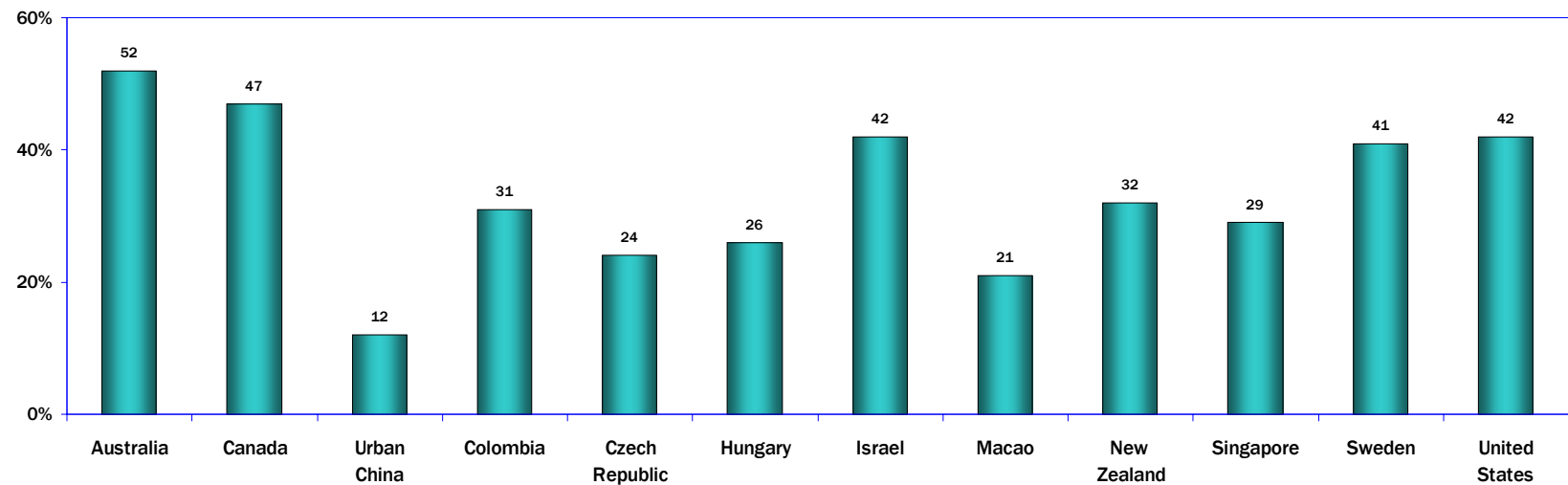
62. Newspapers as Sources of Entertainment: Detailed Responses



Q14C M-1C-5

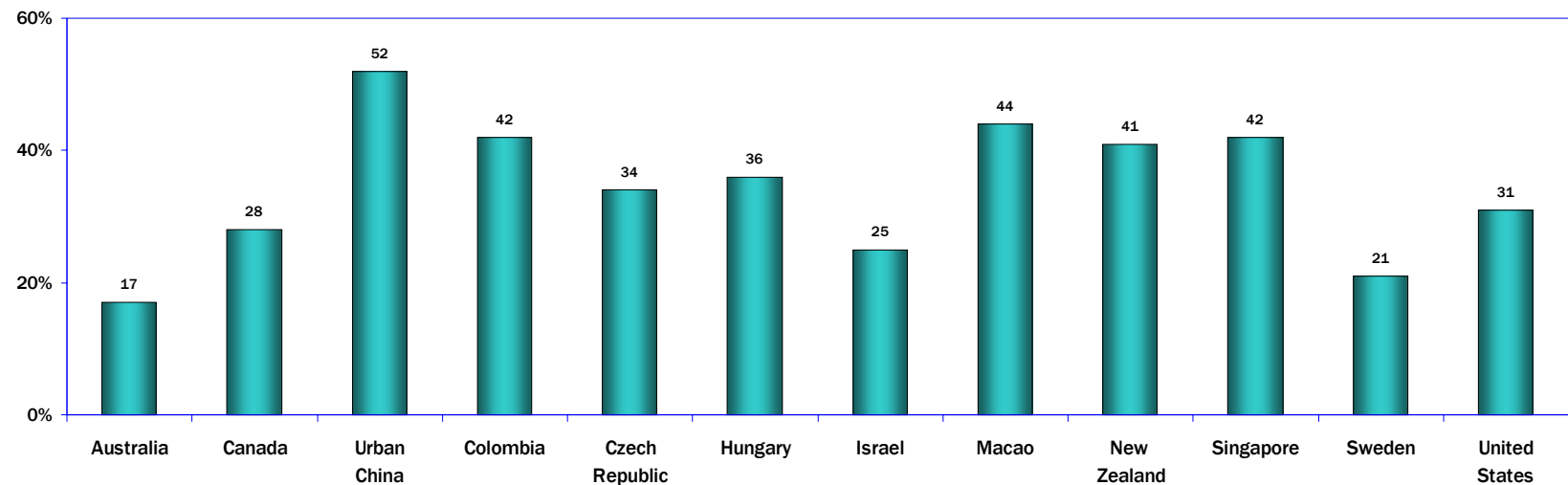
62. Newspapers as Sources of Entertainment: Detailed Responses

Combined: Not Important at All/Not Important



Q14C M-1C-1-2

Combined: Important/Very Important



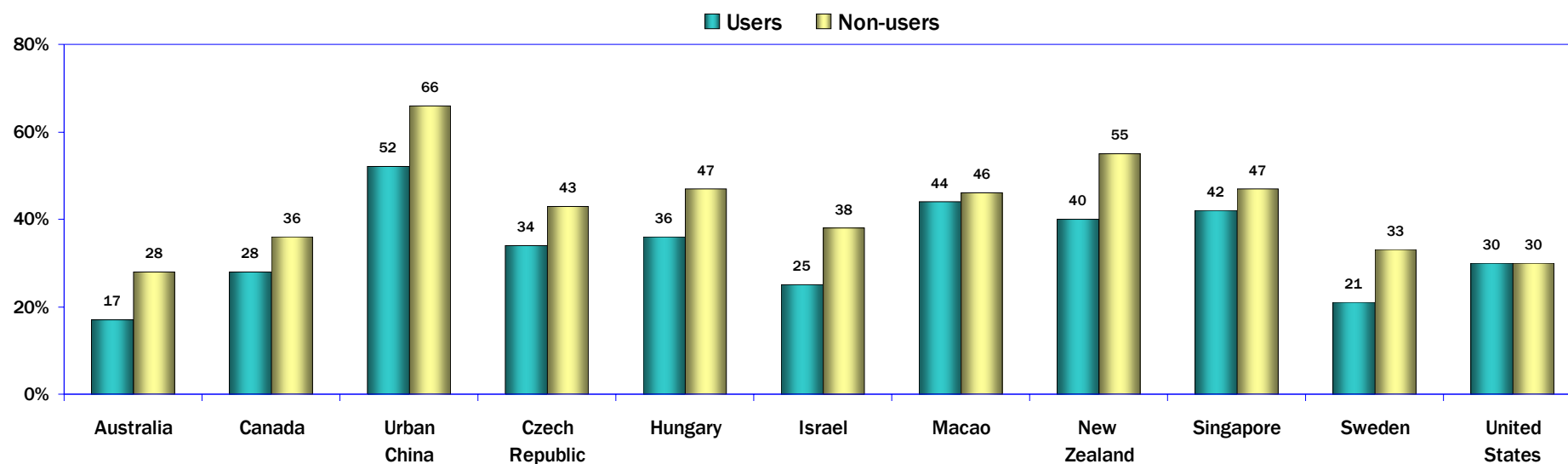
Q14C M-1C-4-5

62. Newspapers as Entertainment Sources: Users vs. Non-Users

Comparing the views of users and non-users about the importance of newspapers for entertainment, higher percentages of non-users than users

in 10 of the WIP countries and regions said that newspapers were important or very important..

**Newspapers: Importance as Sources of Entertainment
(Internet Users vs. Non-Users Age 18 and Older Responding
“Important” or “Very Important”)**



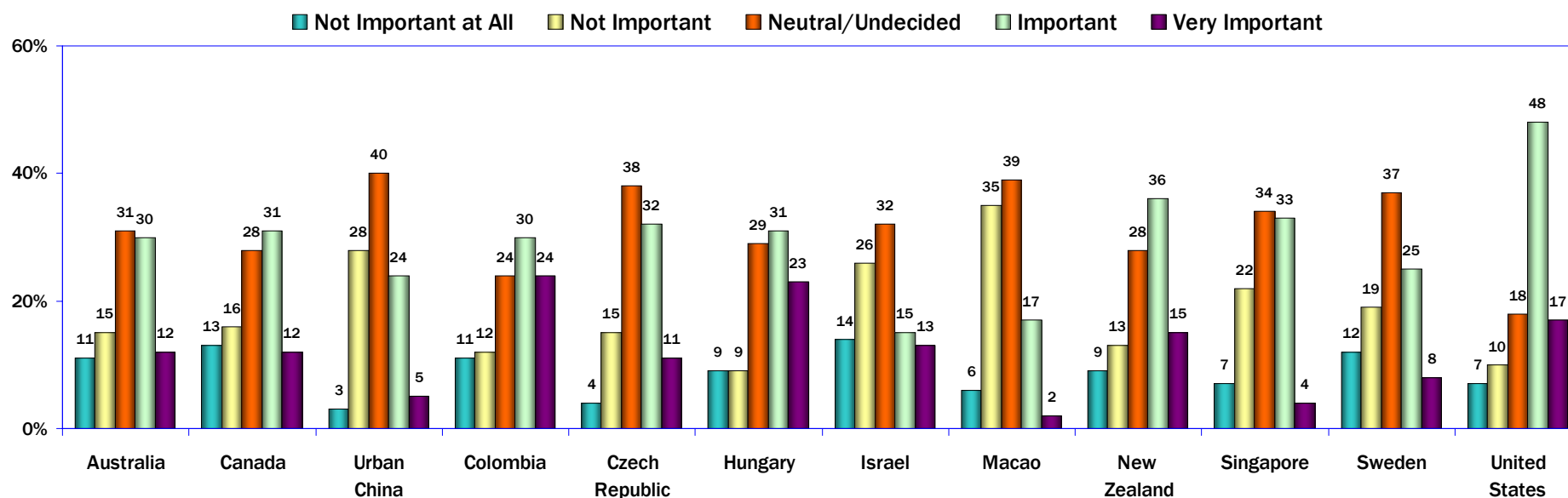
Q14C M-5

63. Radio as an Entertainment Source

Even with the emergence of online music sources, radio remains an important source of entertainment for Internet users.

In six of the WIP countries and regions, more than 40 percent of users said that radio is important or very important for entertainment. Only in Macao (19 percent) did less than one-quarter of users say that radio was important as an entertainment source.

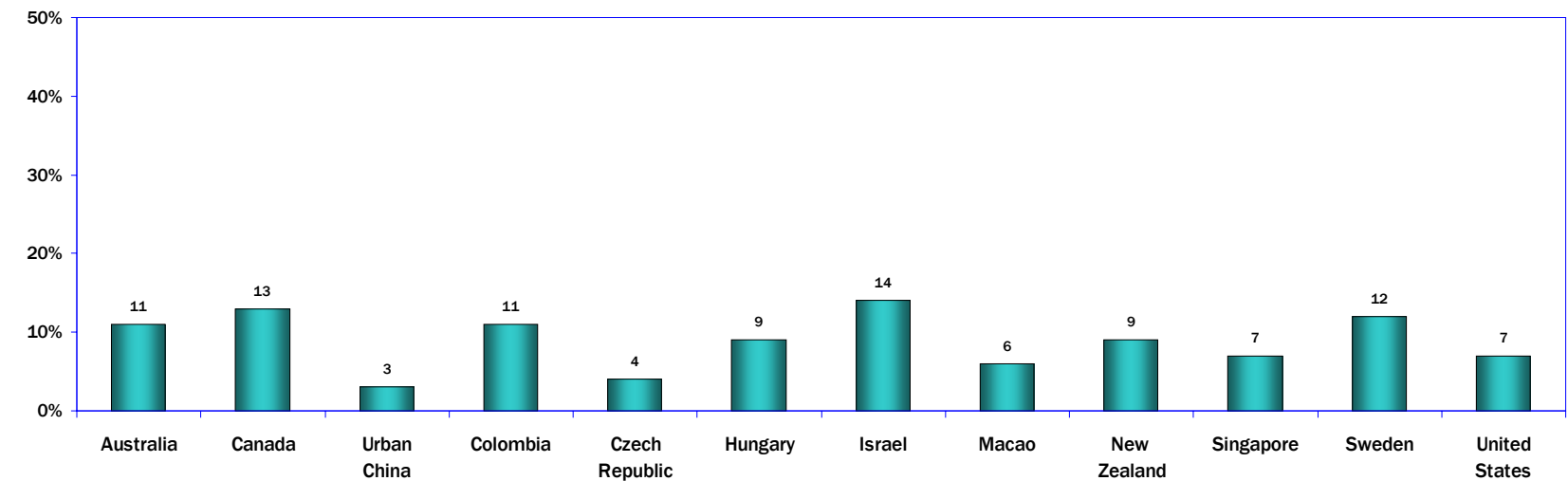
Radio: Importance as a Source of Entertainment
(Internet Users Age 18 and Older)



Q14D M-1

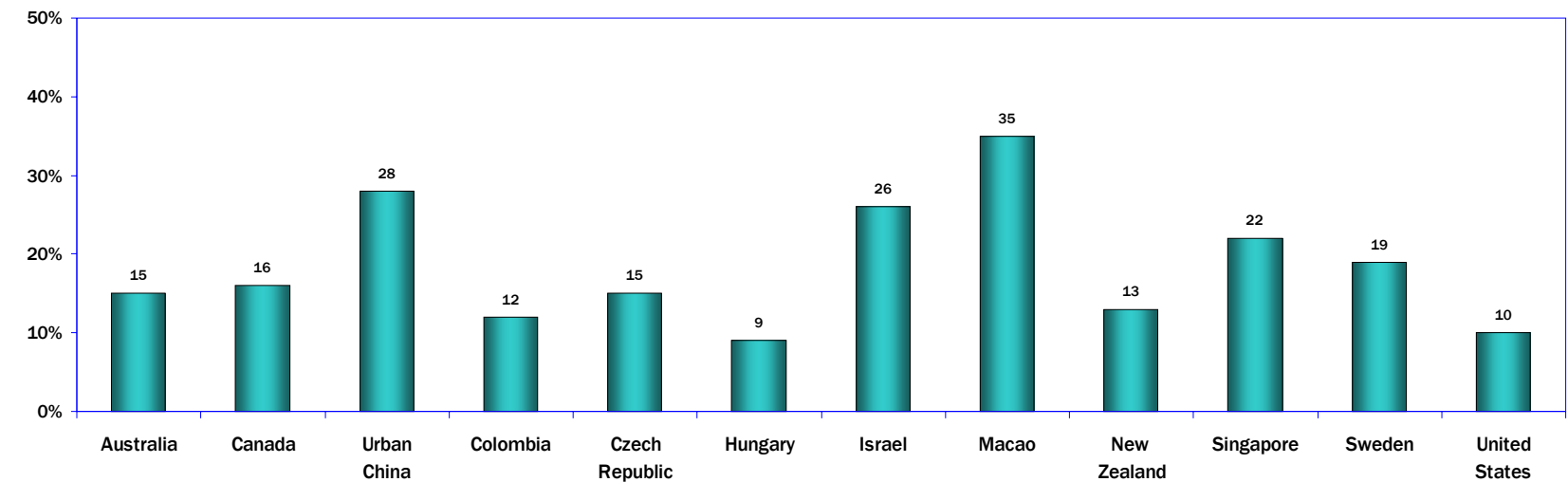
63. Radio as an Entertainment Source: Detailed Responses

Not Important at All



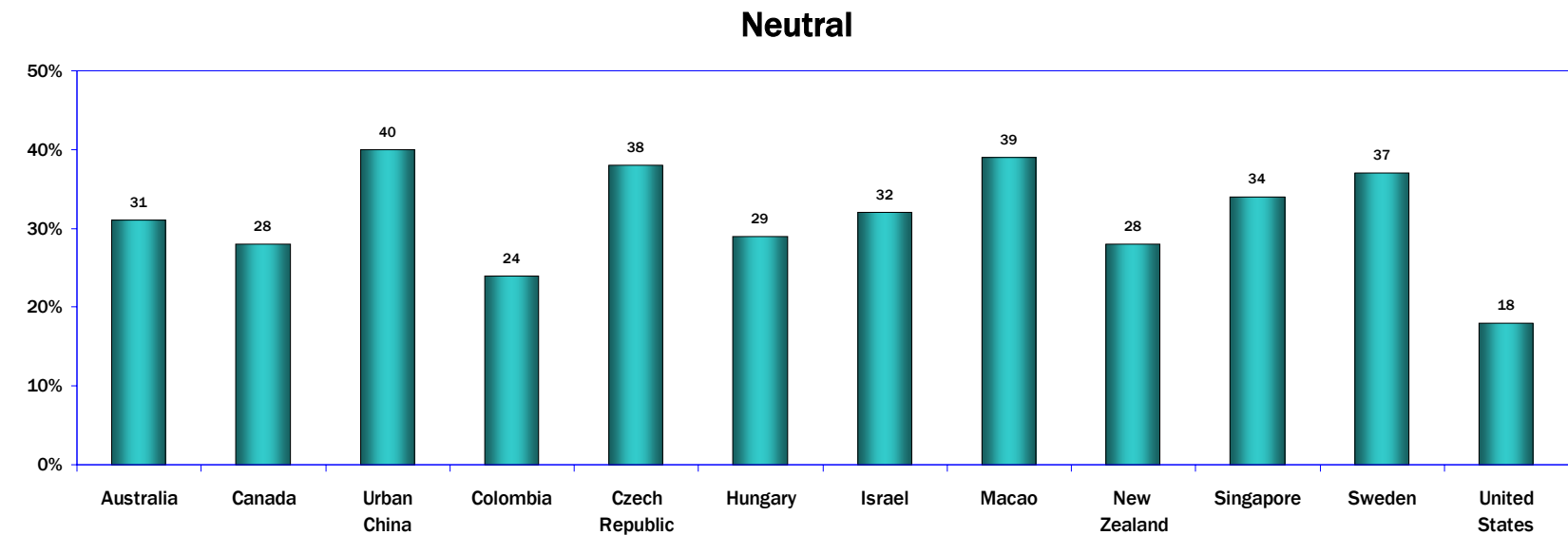
Q14D M-1D-1

Not Important

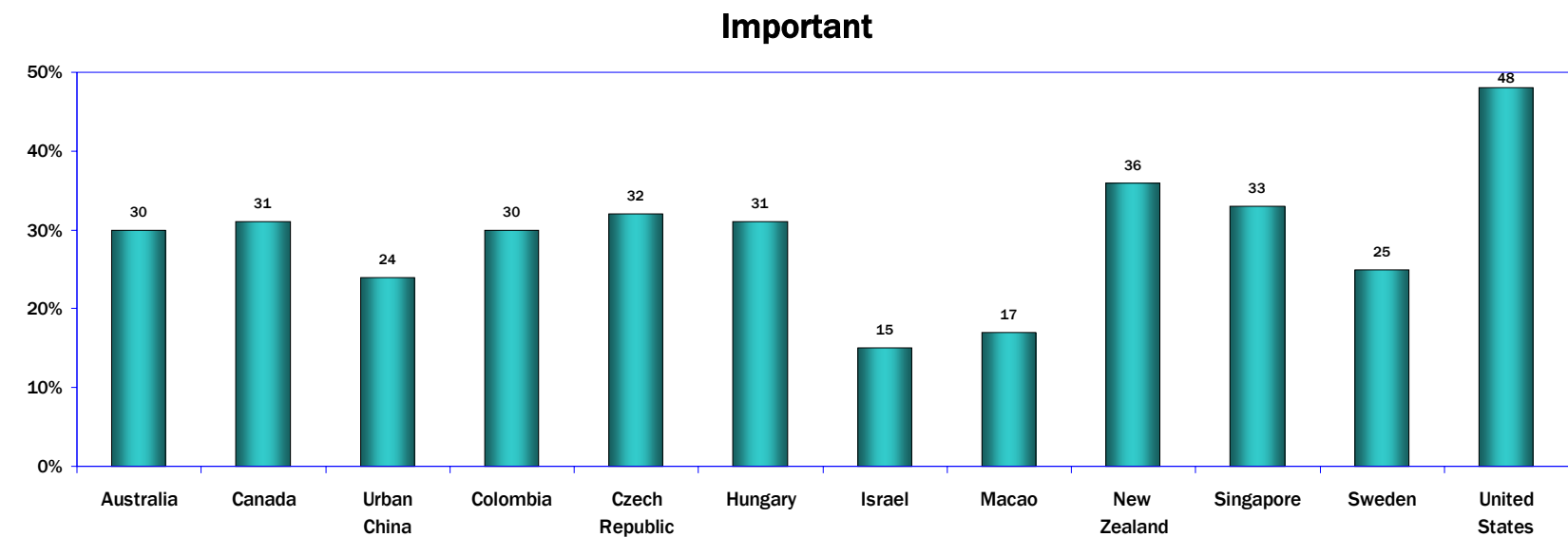


Q14D M-1D-2

63. Radio as an Entertainment Source: Detailed Responses

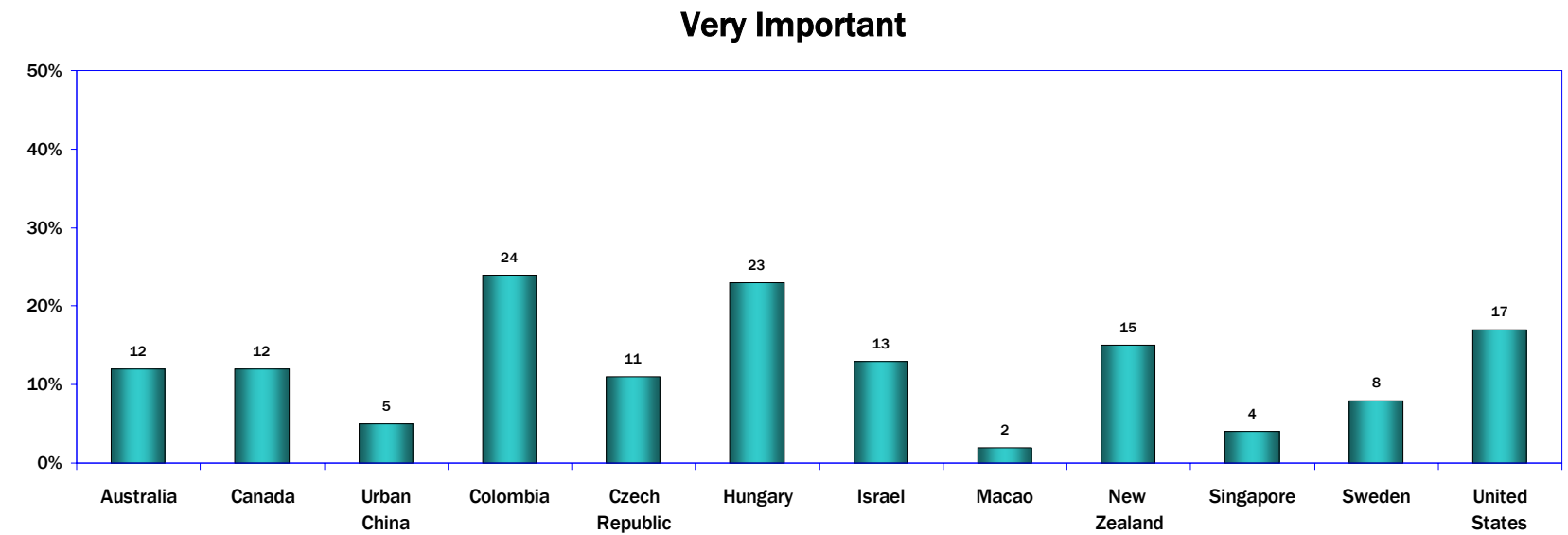


Q14D M-1D-3



Q14D M-1D-4

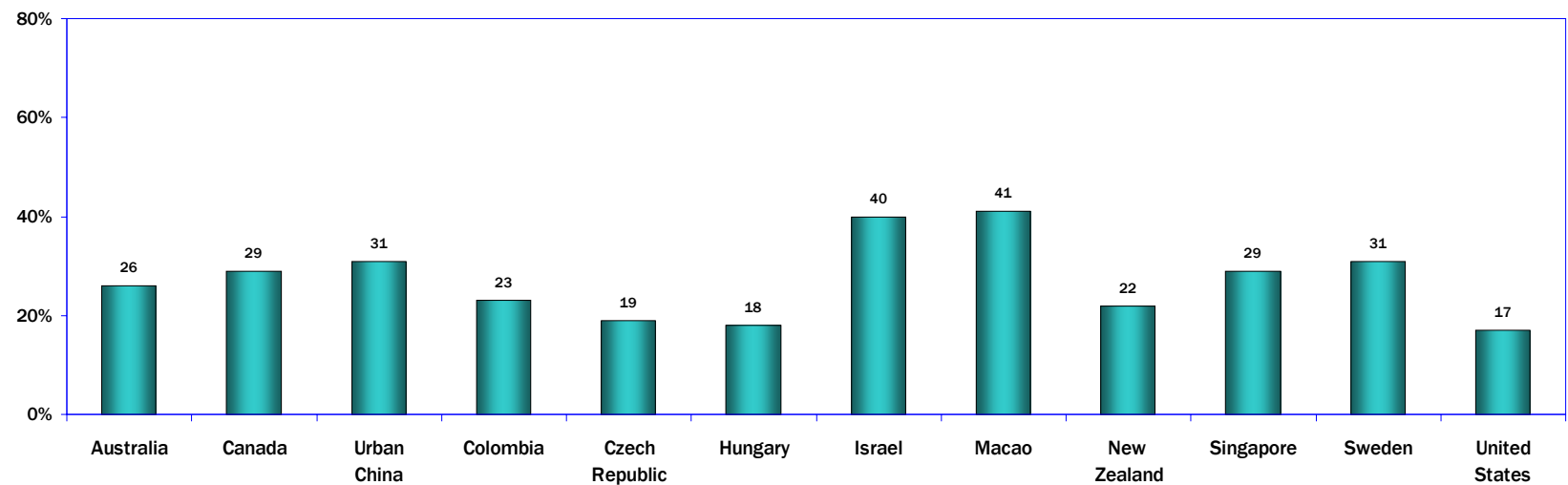
63. Radio as an Entertainment Source: Detailed Responses



Q14D M-1D-3

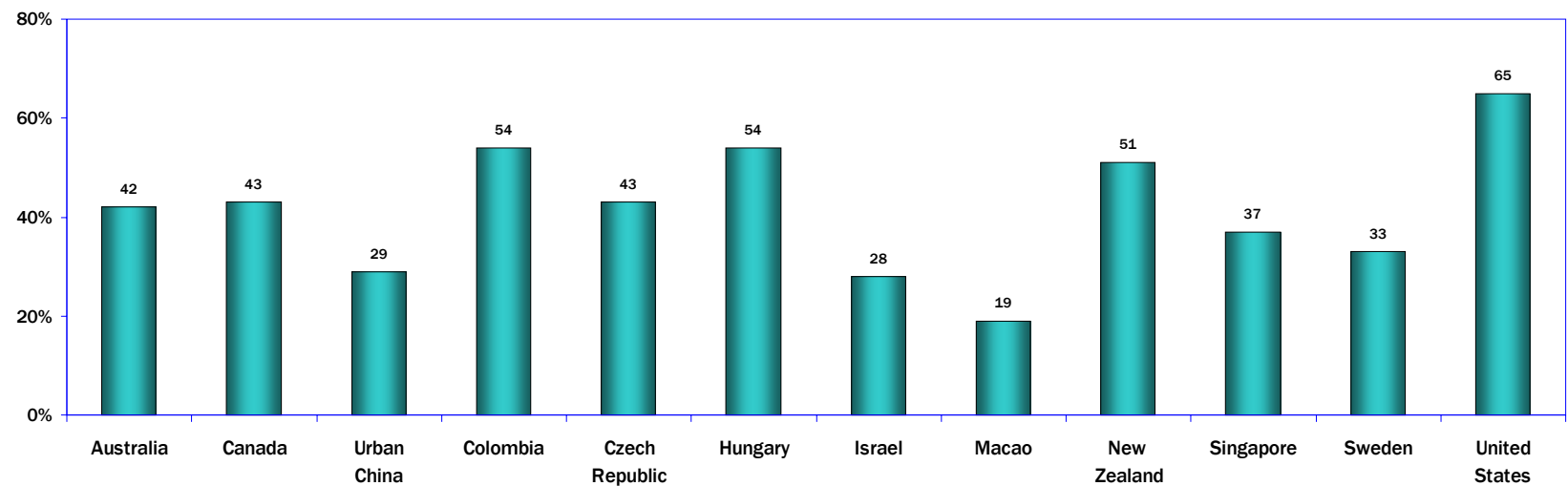
63. Radio as an Entertainment Source: Detailed Responses

Combined: Not Important at All/Not Important



Q14D M-1D-1-2

Combined: Important/Very Important

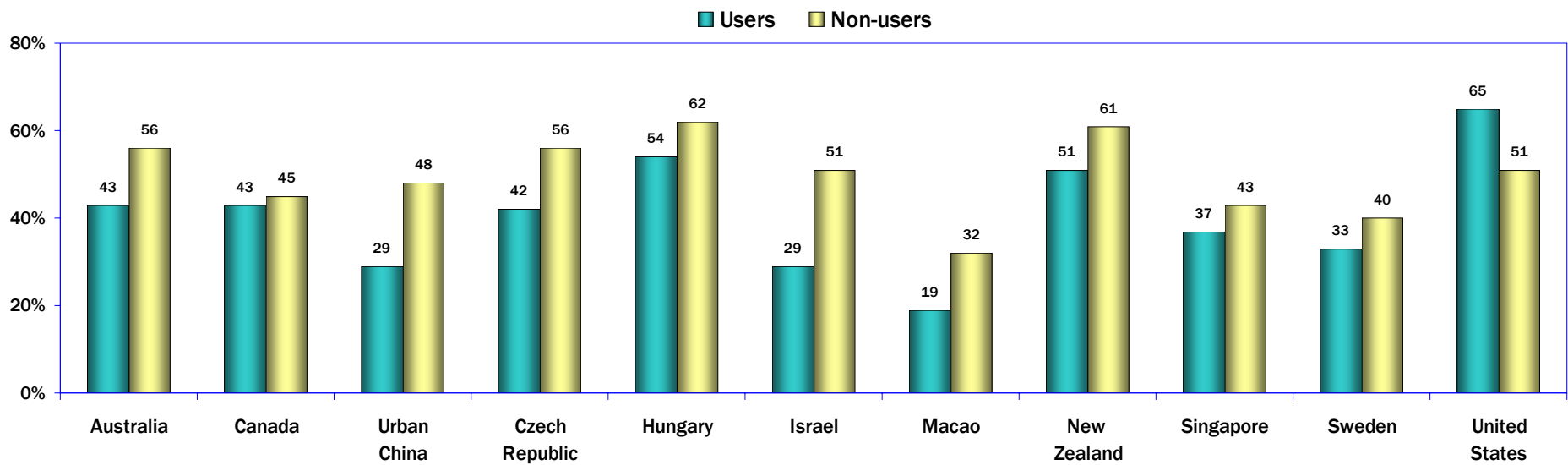


Q14D M-1D-4-5

63. Radio as an Entertainment Source: Users vs. Non-Users

Comparing the views of users and non-users about the importance of radio for entertainment, higher percentages of non-users than users in all of the WIP countries and regions except the United States said that radio was an important or very important source of entertainment.

Radio: Importance as a Source of Entertainment
(Internet Users vs. Non-Users Age 18 and Older Responding
“Important” or “Very Important”)



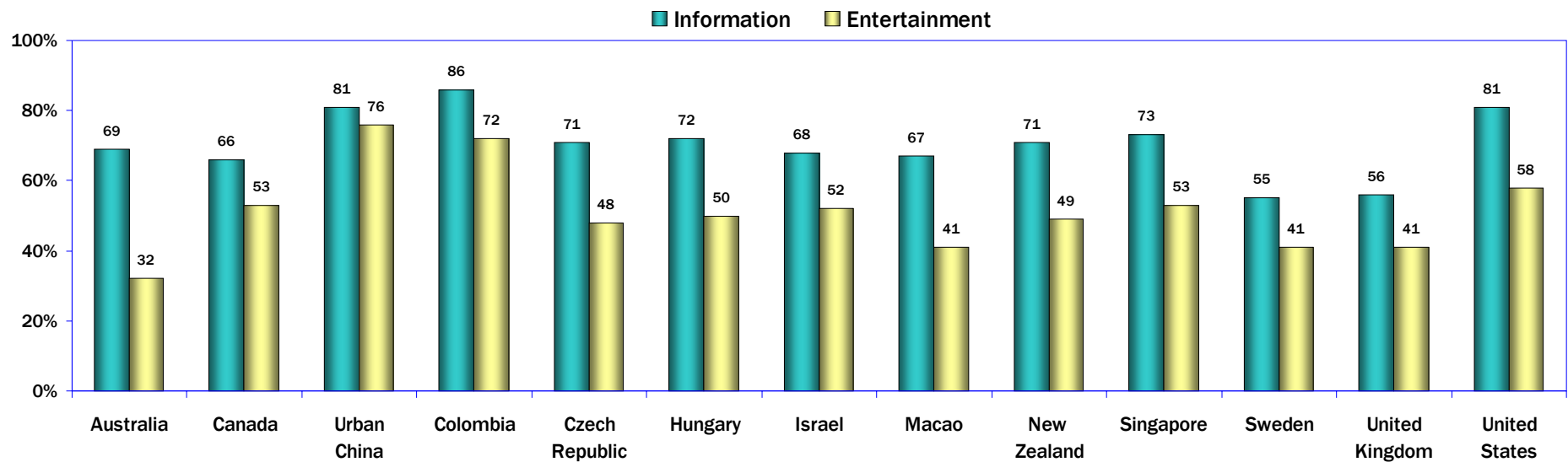
Q14D M-5

Comparison: The Internet’s Importance as a Source of Information or Entertainment

Higher percentages of users in all of the WIP countries and regions said that the Internet is an important or very important source of information, compared to the percentages of those who ranked the Internet as important or very important for entertainment.

The largest disparities in the percentages of those who ranked the Internet important or very important for information vs. entertainment were found in Australia (37 percent), Macao (26 percent), and the Czech Republic and the United States (23 percent).

**Importance of the Internet as a Source of Information or Entertainment:
Internet Users Age 18 or Older Ranking the Internet as “Important” or “Very Important”**



Q13B and A

Offline Media Use: Internet Users vs. Non-Users

64. Television Viewing: Users vs. Non-Users

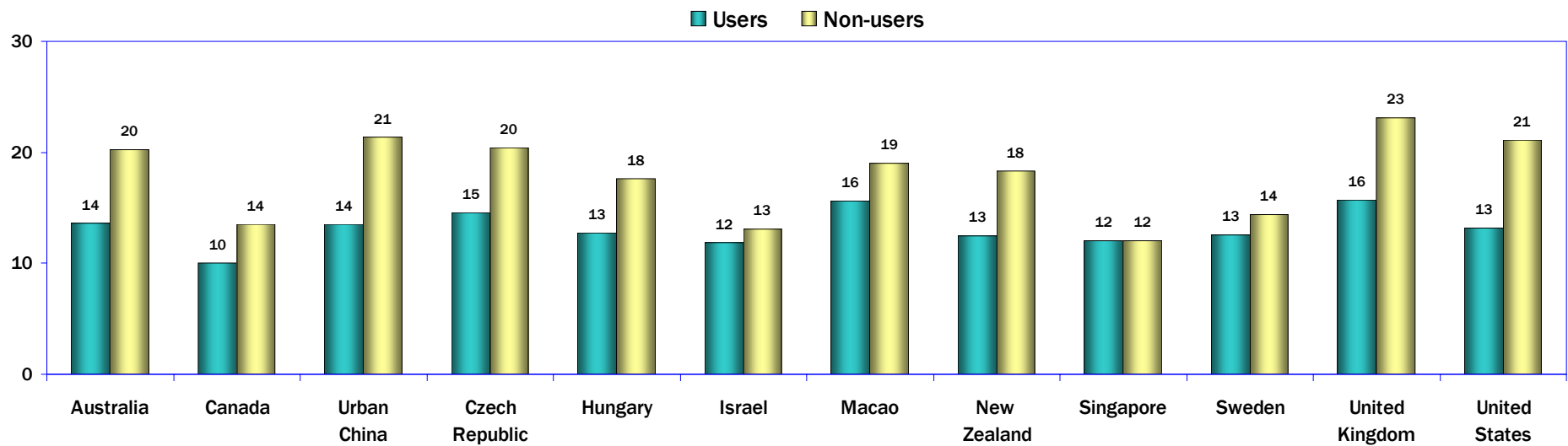
In all but one of the WIP countries and regions, Internet non-users spend more time than users each week watching television offline.

The difference between users and non-users in the amount of time spent watching television was largest in the United States (8 hours), the United

Kingdom and urban China (7 hours), Australia (6 hours), and the Czech Republic and New Zealand (5 hours).

Only Singapore reported no difference in television viewing between Internet users and non-users.

Hours Spent Watching Television Offline
(Internet Users vs. Non-Users Age 18 and Older: Weekly Hours)

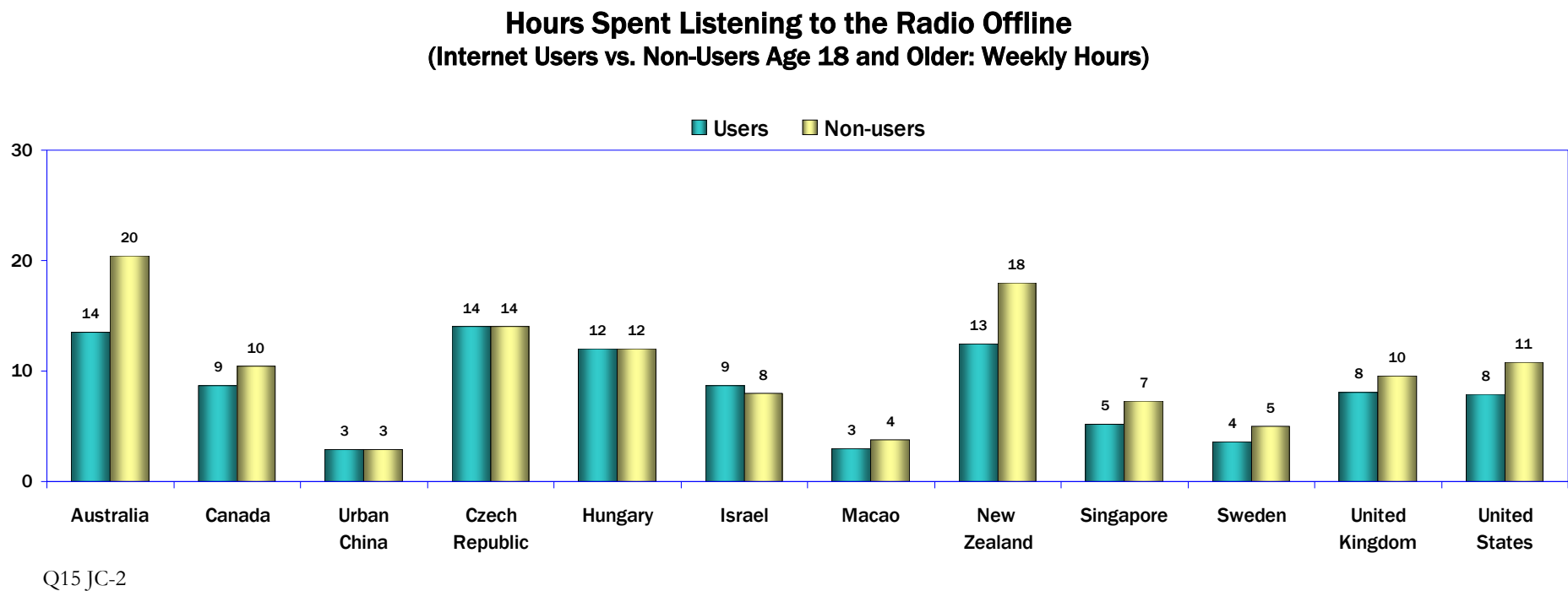


Q15 JC-1

65. Radio Listening: Users vs. Non-Users

In all of the WIP countries and regions other than urban China, the Czech Republic, Hungary, and Israel, Internet non-users spent more time than users listening to the radio offline.

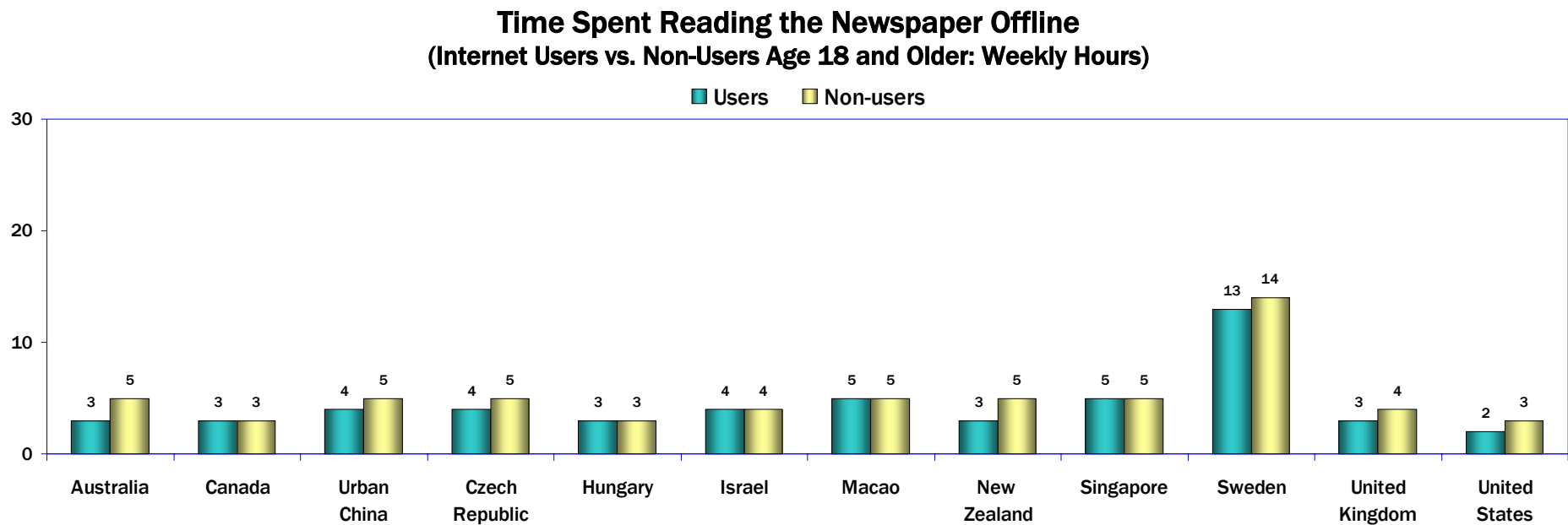
The largest differences in radio listening among users and non-users were found in Australia (6 hours) and New Zealand (5 hours).



66. Newspaper Reading: Users vs. Non-Users

Non-users in nine of the WIP countries and regions spent slightly more time reading offline newspapers than do users. However, the differences in all of the countries and regions was marginal, the largest being the two

hours more per week that non-users in Australia and New Zealand read offline newspapers, compared to users.



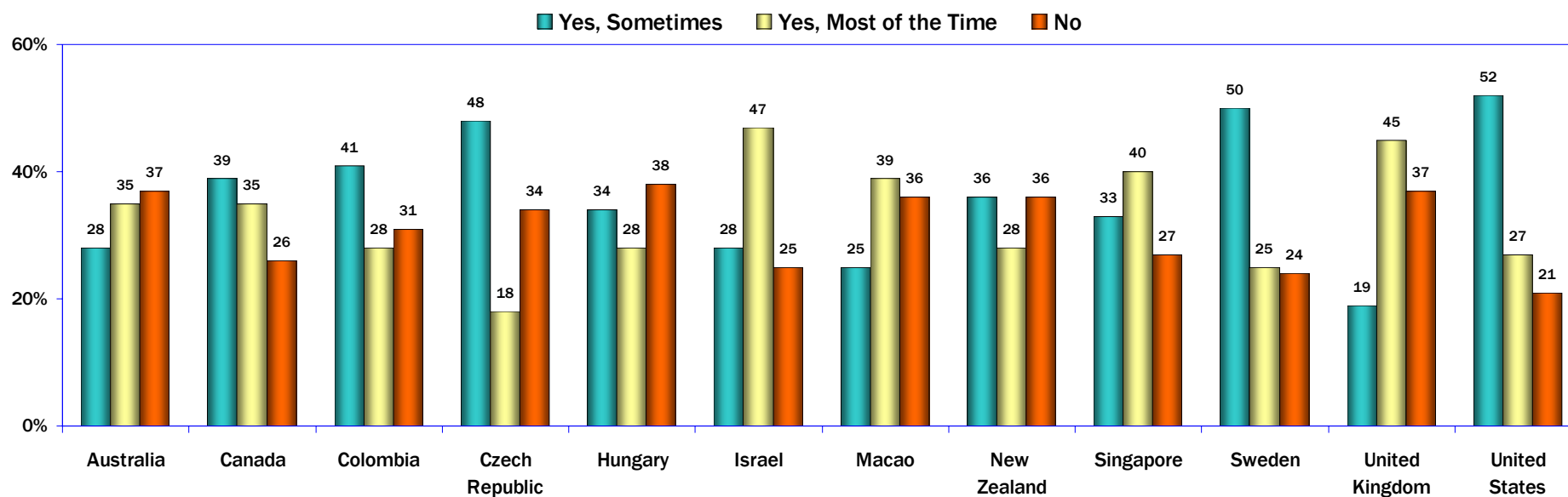
Q15 JC-3

67. Multitasking while Using the Internet

Large percentages of Internet users in all of the WIP countries and regions multitask while online by using other technology – such as listening to music, watching television, or talking on the telephone.

Sixty percent or more of users in the WIP countries and regions report multitasking some of the time or most of the time while online, with a high of 79 percent in the United States

Do You Do More Than One Activity While You are Online, Such as Listening to Music, Watching TV or Using the Telephone? (Internet Users Age 18 and Older)



Q18 JC-1

Findings

World Internet Project 2009

Online Communication

68. E-mail Use

Large percentages of users in almost all of the WIP countries and regions check their e-mail at least daily, and often several times a day.

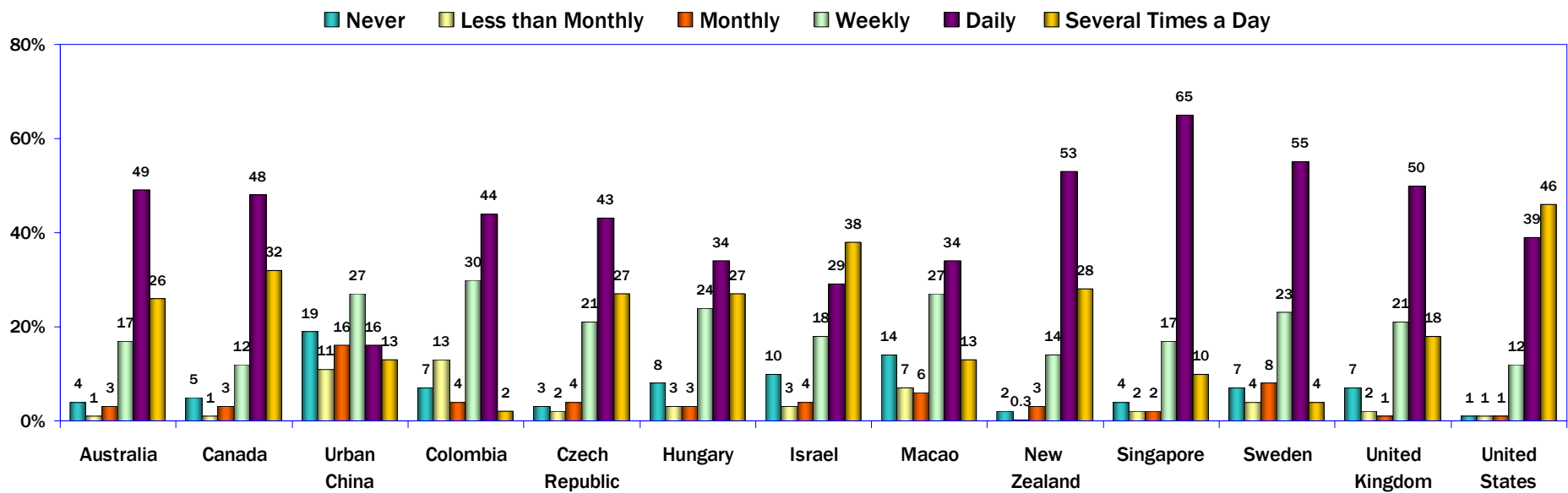
Only in urban China did fewer than 40 percent of users report checking their e-mail daily; in Canada, New Zealand, and the United States, 80 percent or more of users report checking their e-mail daily or several times a day.

Users in the United States check their e-mail most often; 85 percent of users check their e-mail daily or several times a day. Other countries that

reported high percentages of users who check e-mail daily or several times a day are New Zealand (81 percent), Canada (80 percent), Australia and Singapore (75 percent), and Czech Republic (70 percent).

Significant percentages of Internet e-mail users in some countries check monthly or less, or don't use e-mail at all. Countries reporting high percentages of those who never use e-mail or check it less than monthly are urban China (30 percent), Macao (21 percent), Colombia (20 percent), and Israel (13 percent).

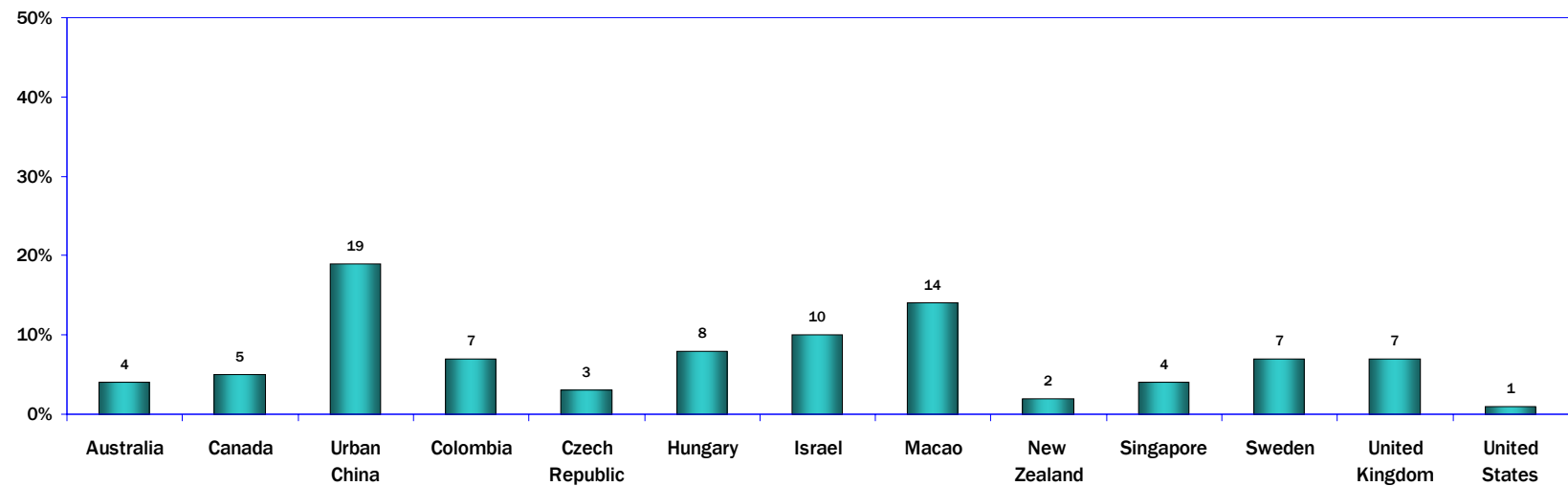
E-mail Use: Frequency
(Internet Users Age 18 and Older)



Q20A M-1A

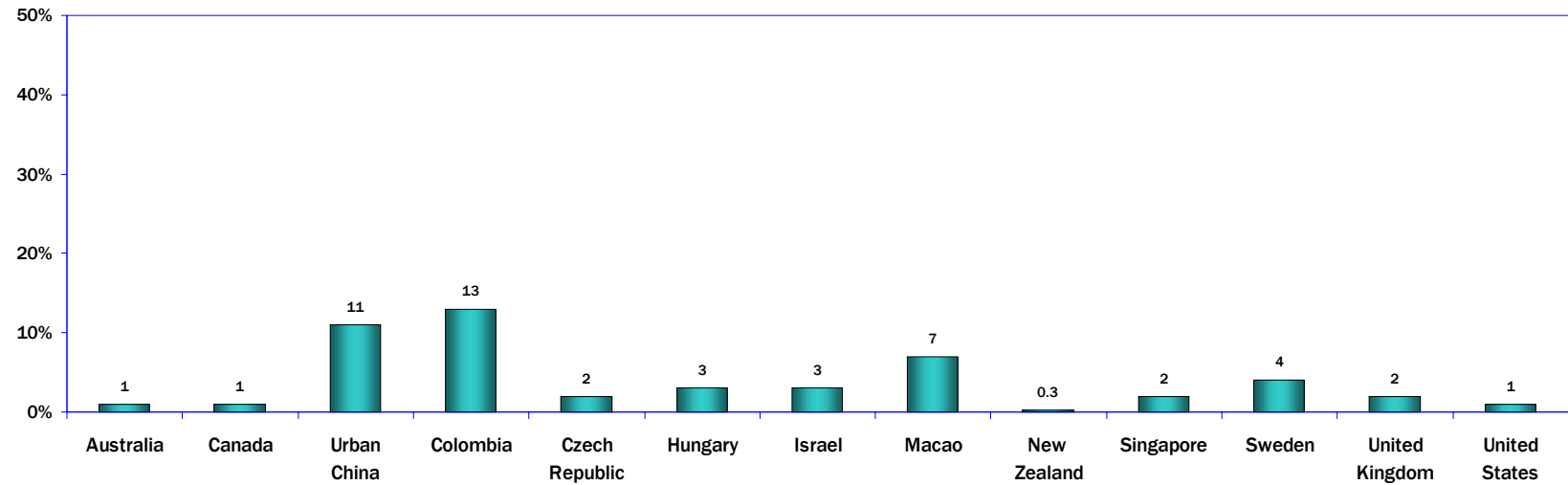
68. E-mail Use: Detailed Responses

Never



Q20A M-1A-1

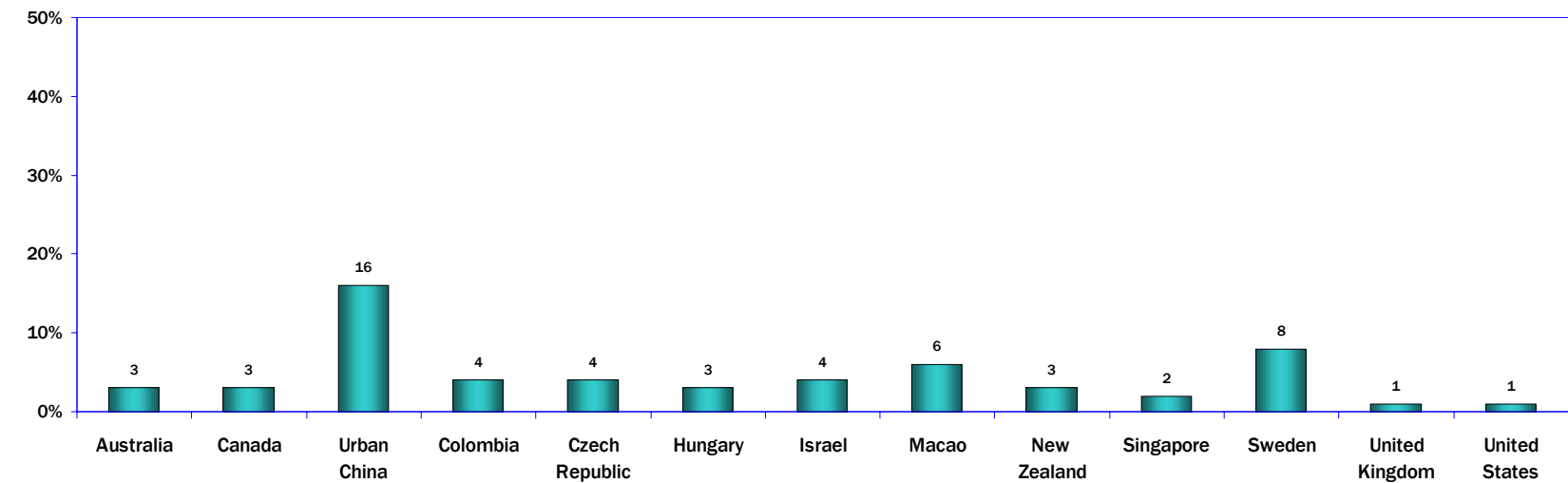
Less than Monthly



Q20A M-1A-2

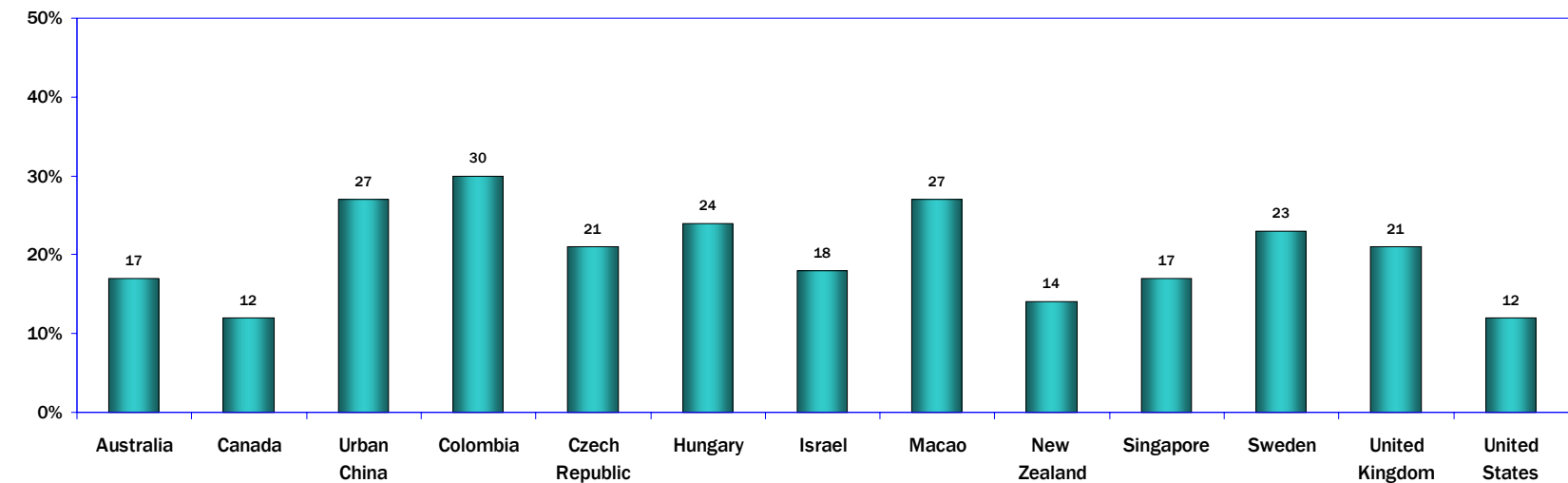
68. E-mail Use: Detailed Responses

Monthly



Q20A M-1A-3

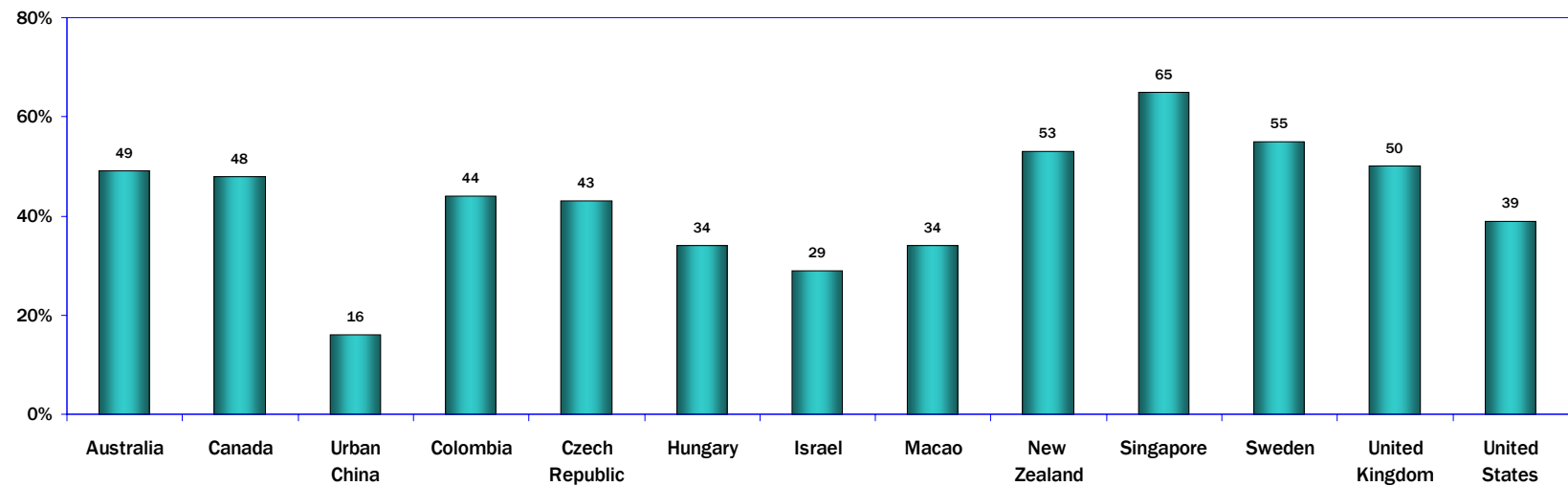
Weekly



Q20A M-1A-4

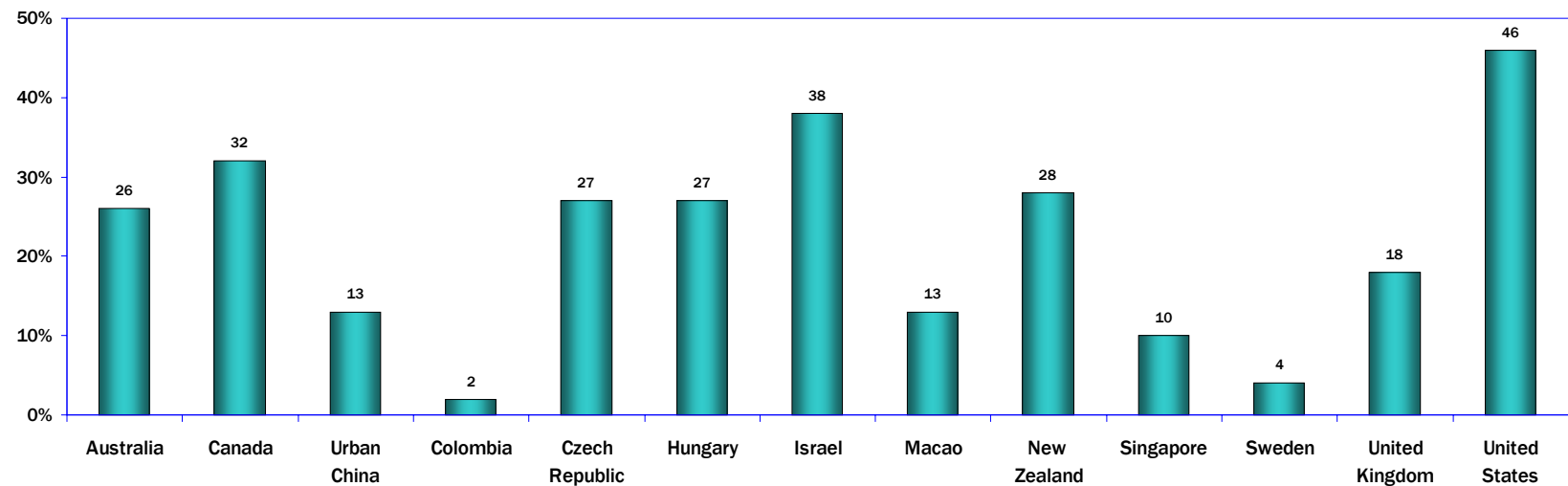
68. E-mail Use: Detailed Responses

Daily



Q20A M-1A-5

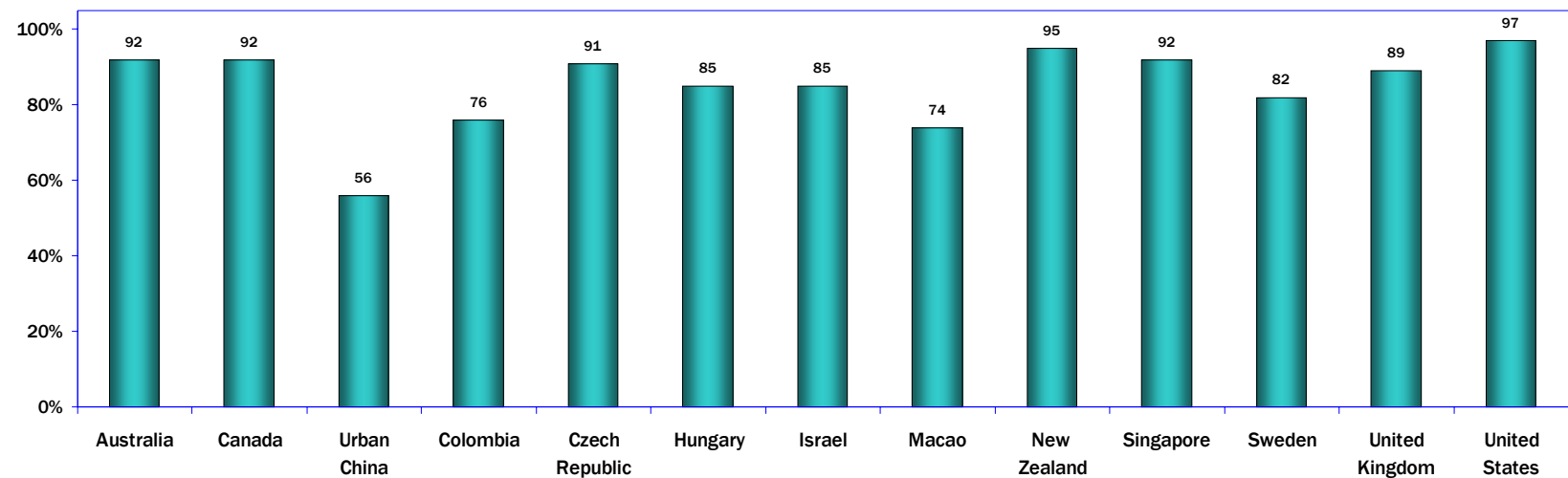
Several Times a Day



Q20A M-1A-6

68. E-mail Use: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



Q20A M-1A-4-6

69. Instant Messaging

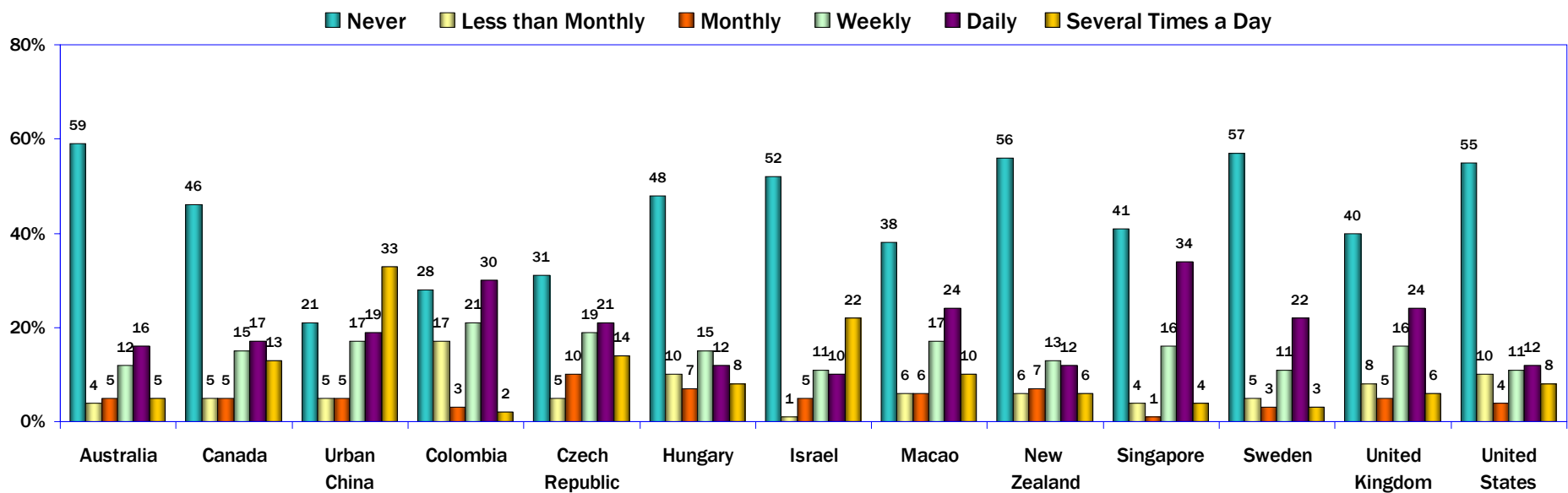
Small numbers of Internet users in most of the WIP countries and regions routinely use instant messaging.

However, in seven of the countries and regions, 30 percent or more of respondents said they use instant messaging daily or several times a day; in urban China, more than half (52 percent) of Internet users said they use instant messaging at least daily. Sixty-nine percent of respondents in

urban China and 54 percent in the Czech Republic and Singapore report using instant messaging at least weekly.

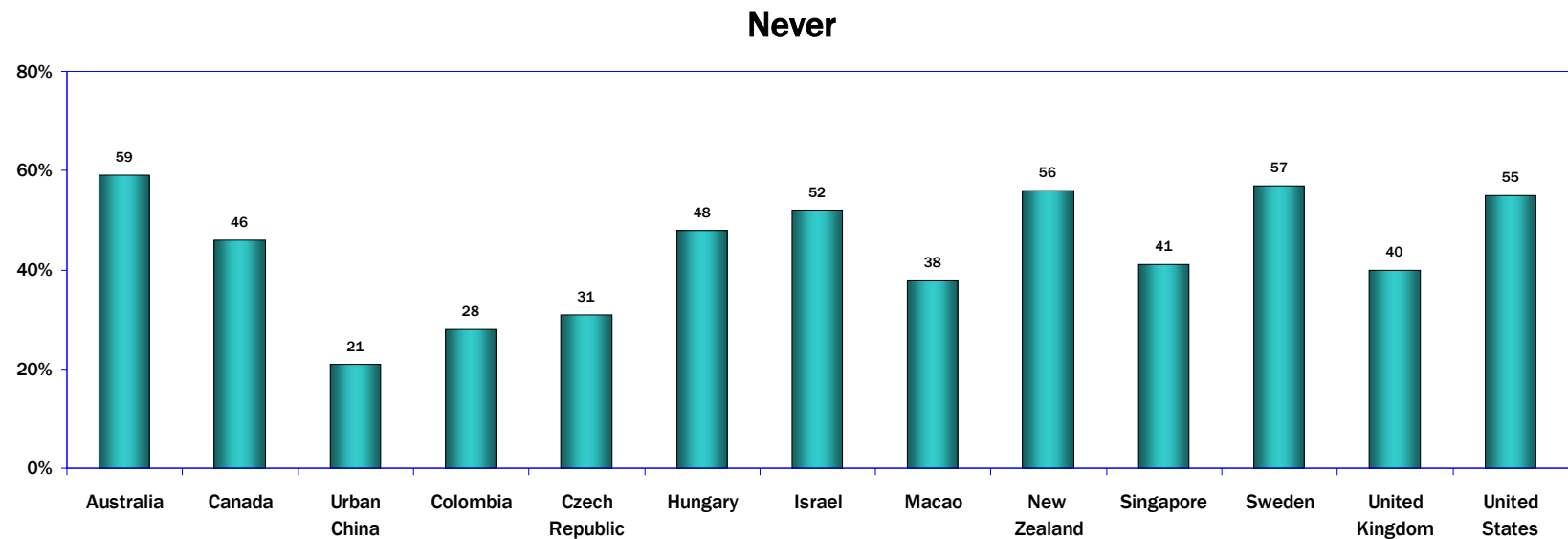
However, in nine of the WIP countries and regions, at least 40 percent of users said they never use instant messaging. More than half of Internet users in five of the WIP countries and regions said they never communicate with instant messaging.

Internet Use for Instant Messaging
(Internet Users Age 18 and Older)

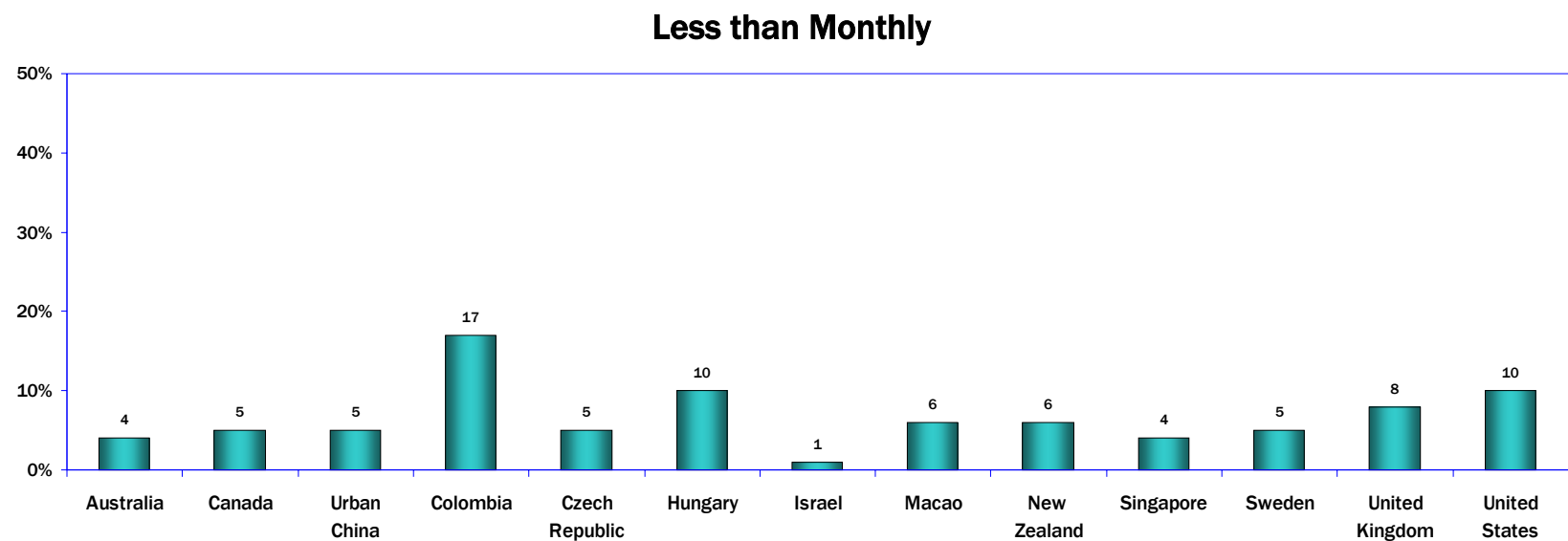


Q20B M-1B

69. Instant Messaging: Detailed Responses



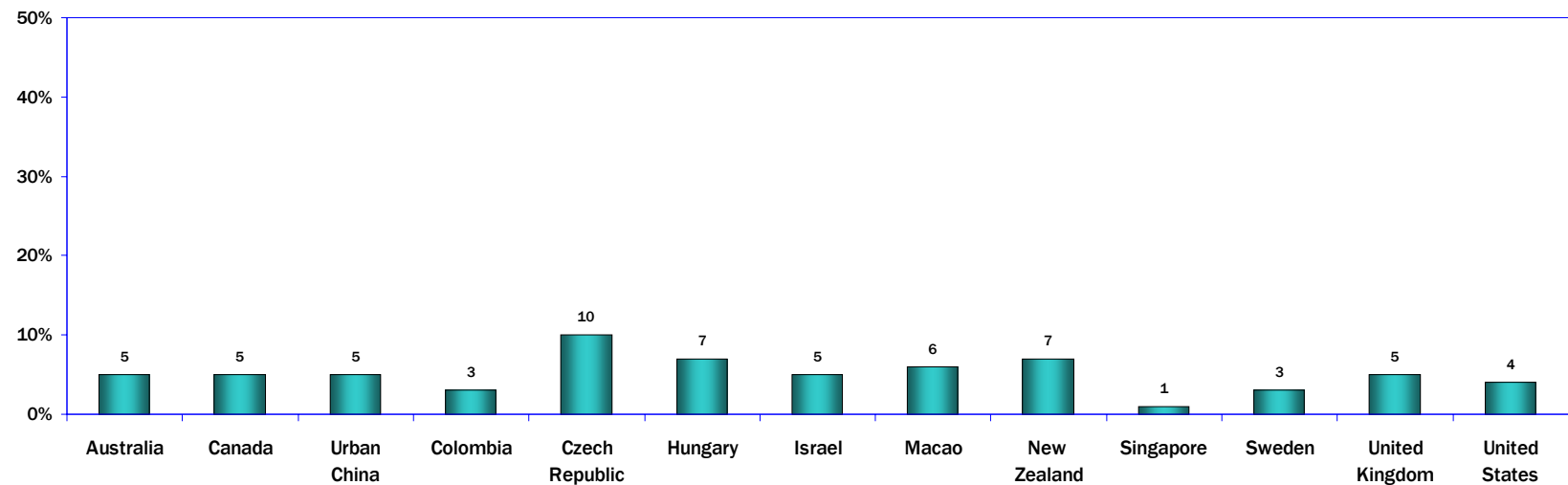
Q20B M-1B-1



Q20B M-1B-2

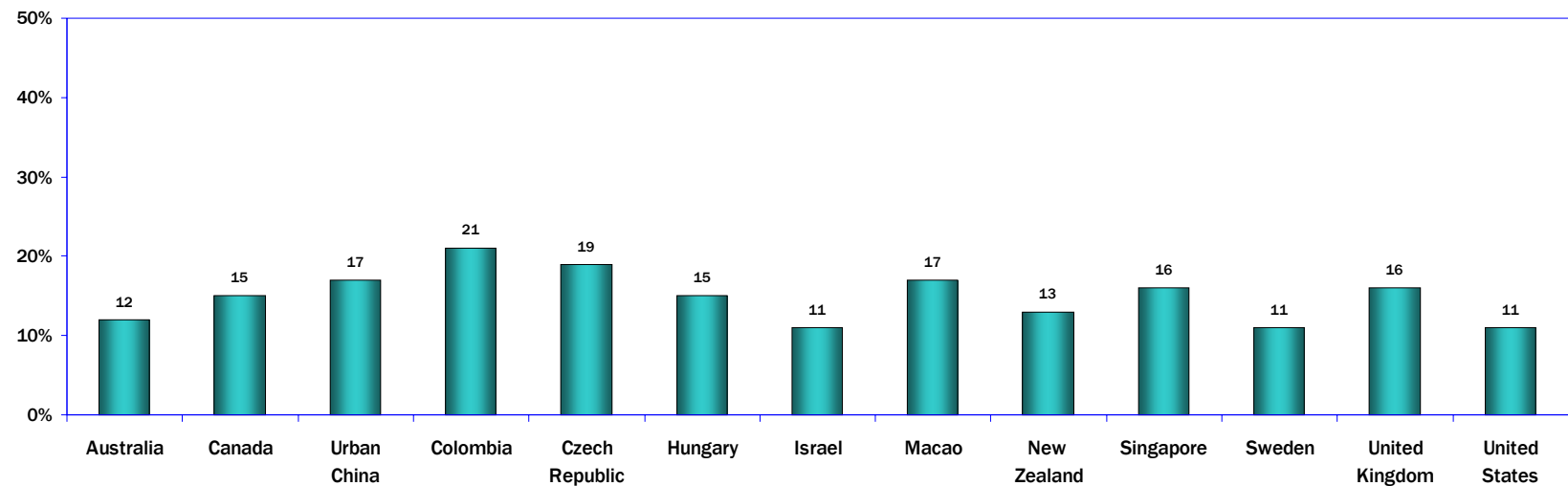
69. Instant Messaging: Detailed Responses

Monthly



Q20B M-1B-3

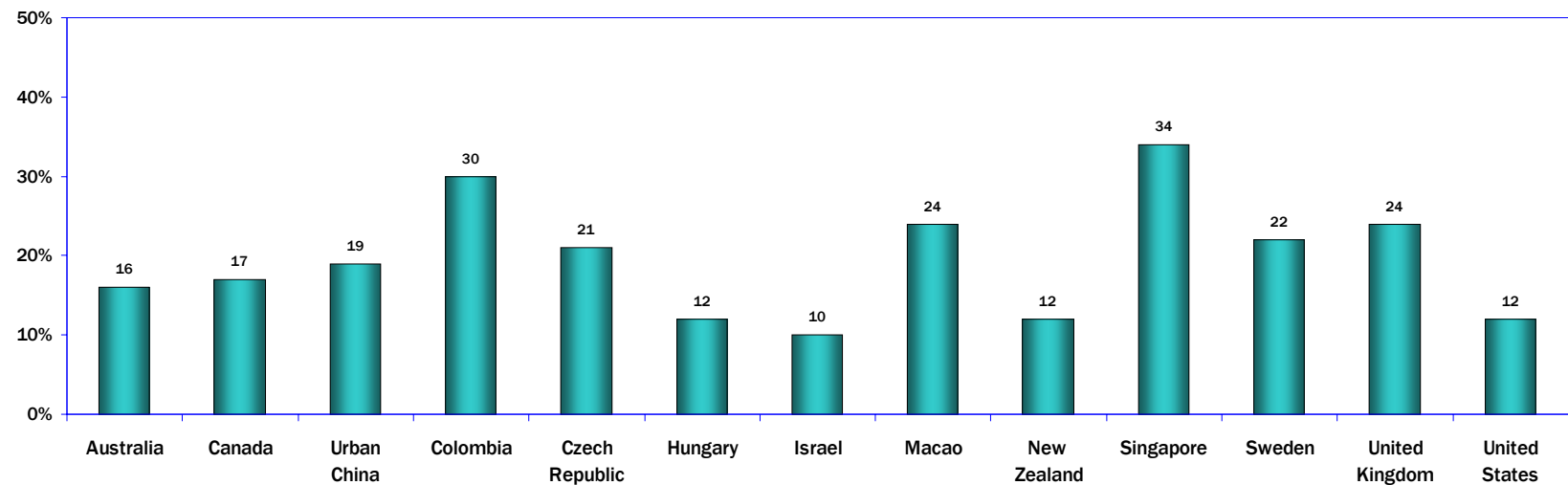
Weekly



Q20B M-1B-4

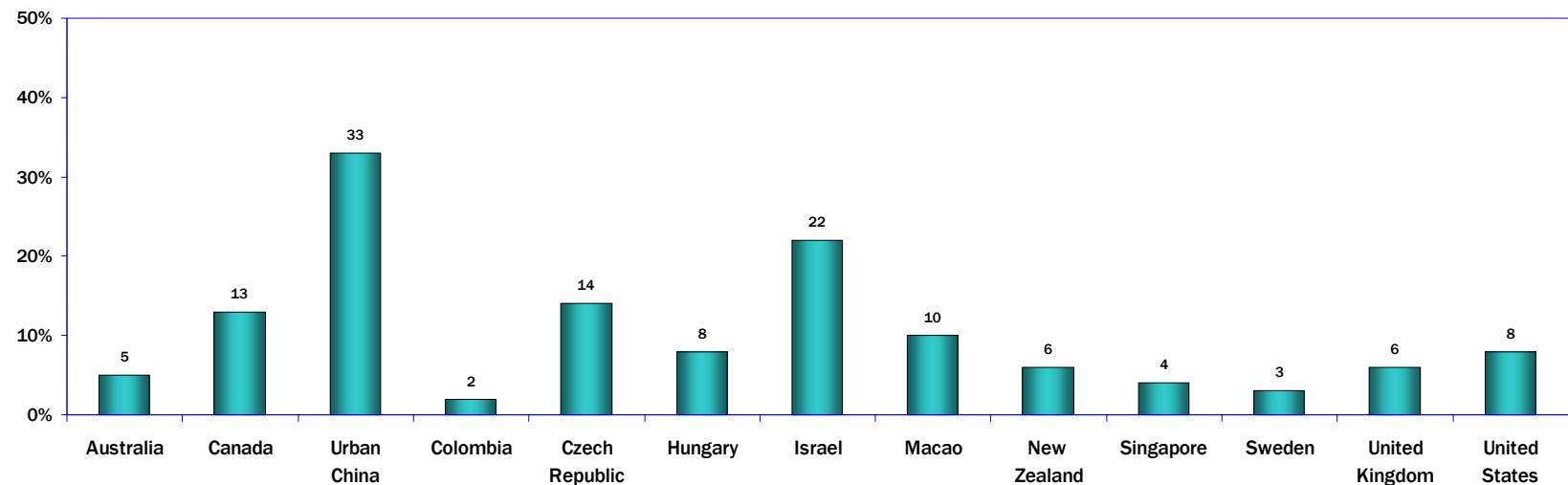
69. Instant Messaging: Detailed Responses

Daily



Q20B M-1B-5

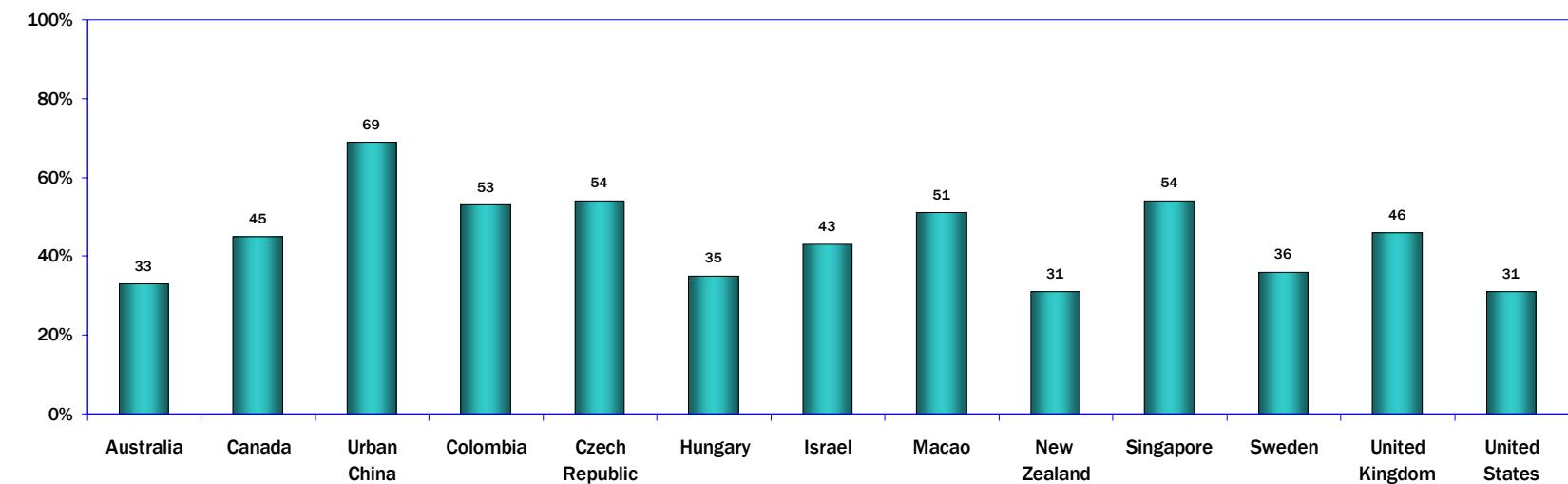
Several Times a Day



Q20B M-1B-6

69. Instant Messaging: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



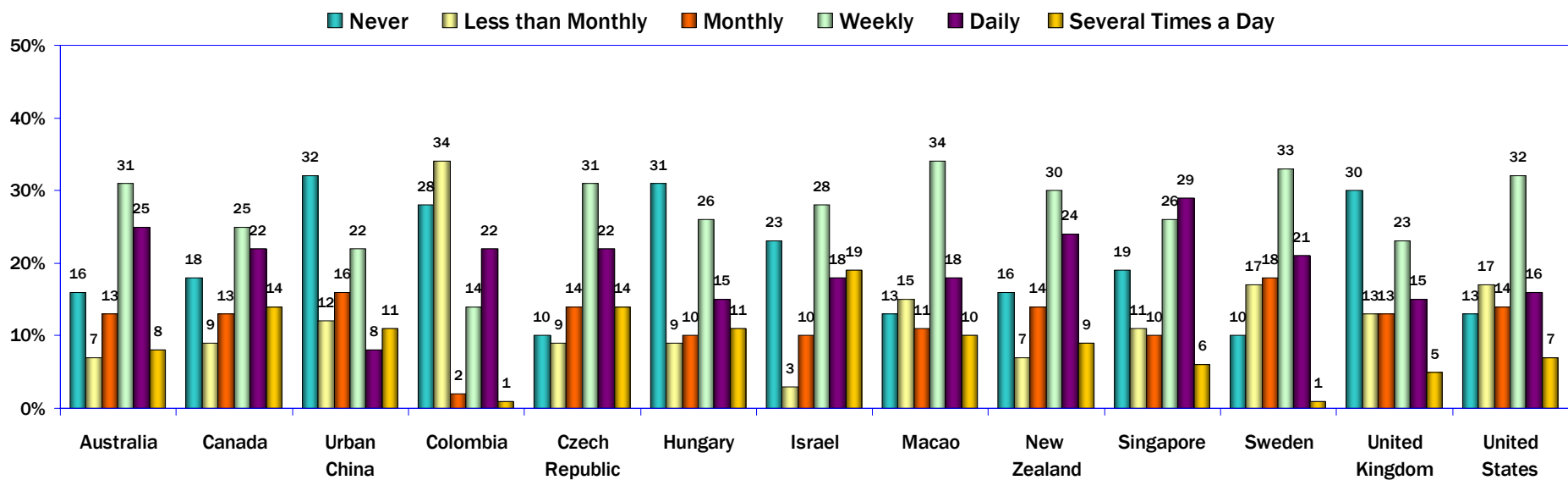
Q20B M-1B-4-6

70. E-mails and Attachments

Internet users are also frequent senders of e-mails with attachments. In 10 of the 13 WIP countries and regions, more than half of users report sending e-mails with attachments at least weekly. In Australia, Canada,

Czech Republic, Israel, New Zealand, and Singapore, more than one-third of users report sending e-mails with attachments daily or several times a day.

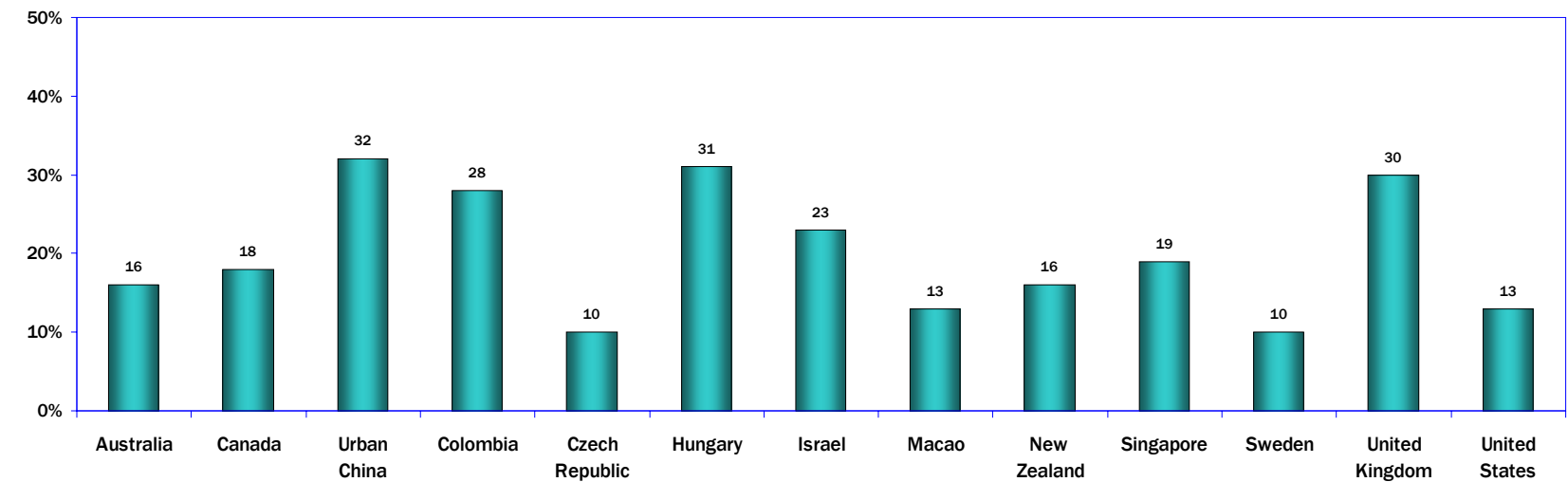
Internet Use to Send Attachments with E-mails
(Internet Users Age 18 and Older)



Q20D M-1D

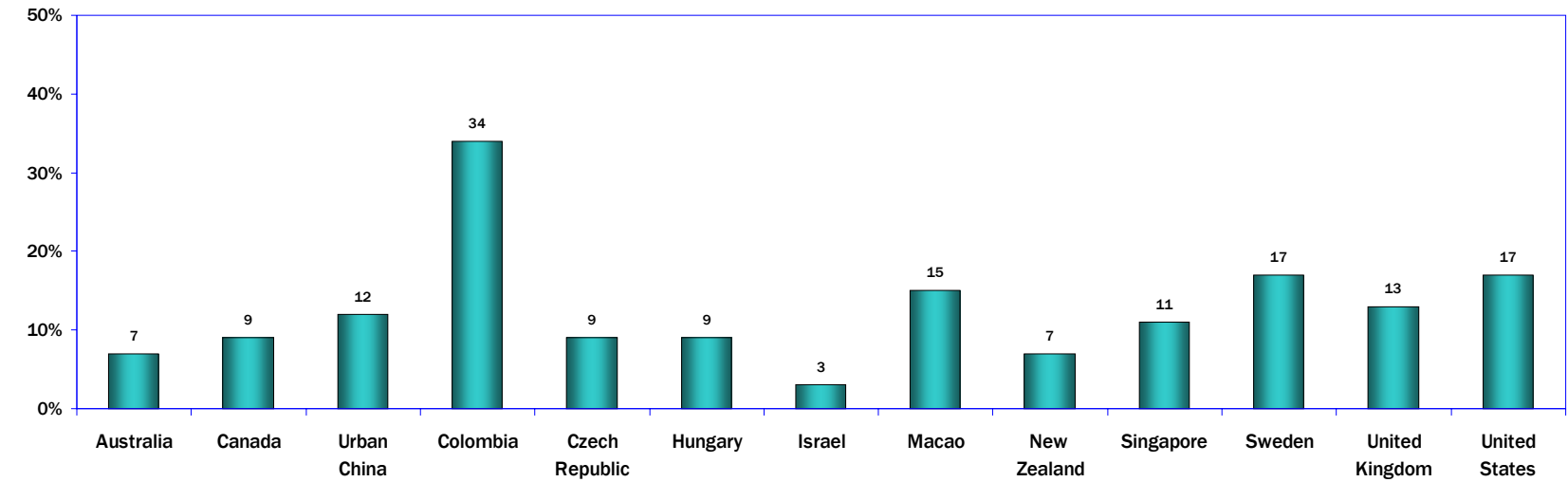
70. E-mails and Attachments: Detailed Responses

Never



Q20D M-1D-1

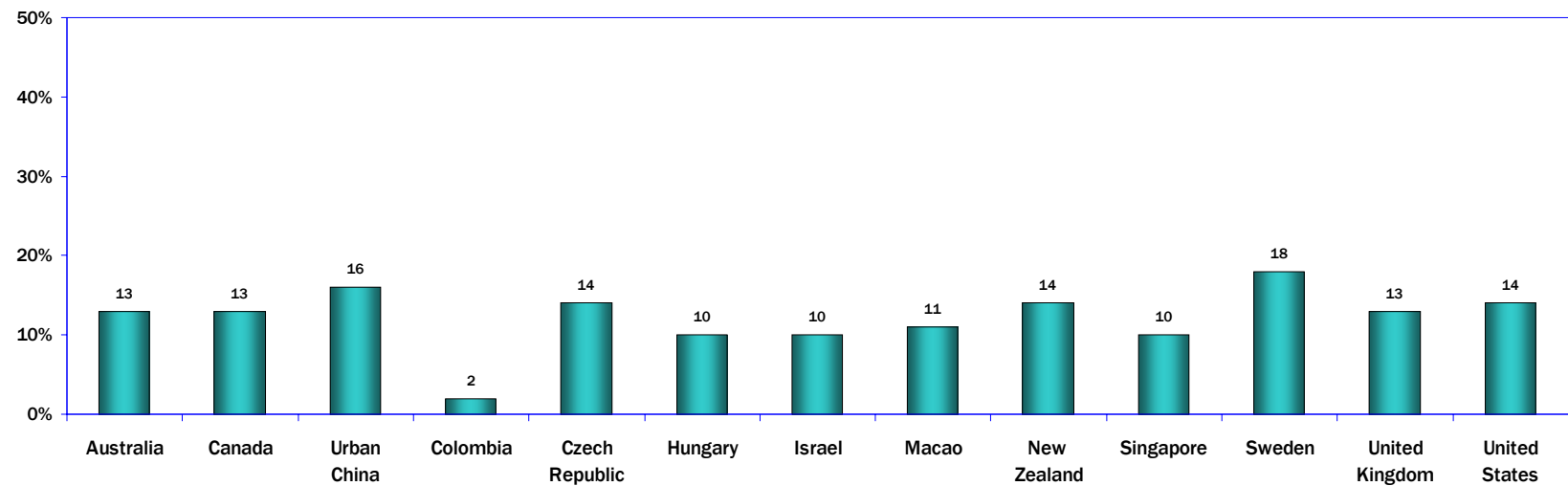
Less than Monthly



Q20D M-1D-2

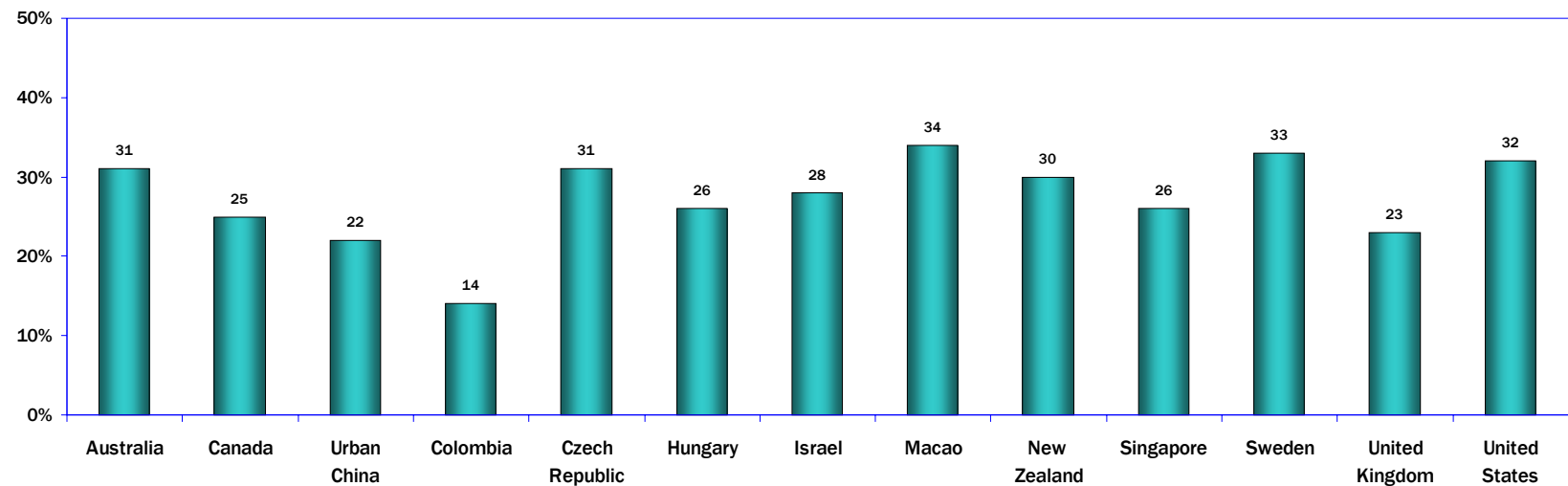
70. E-mails and Attachments: Detailed Responses

Monthly



Q20D M-1D-3

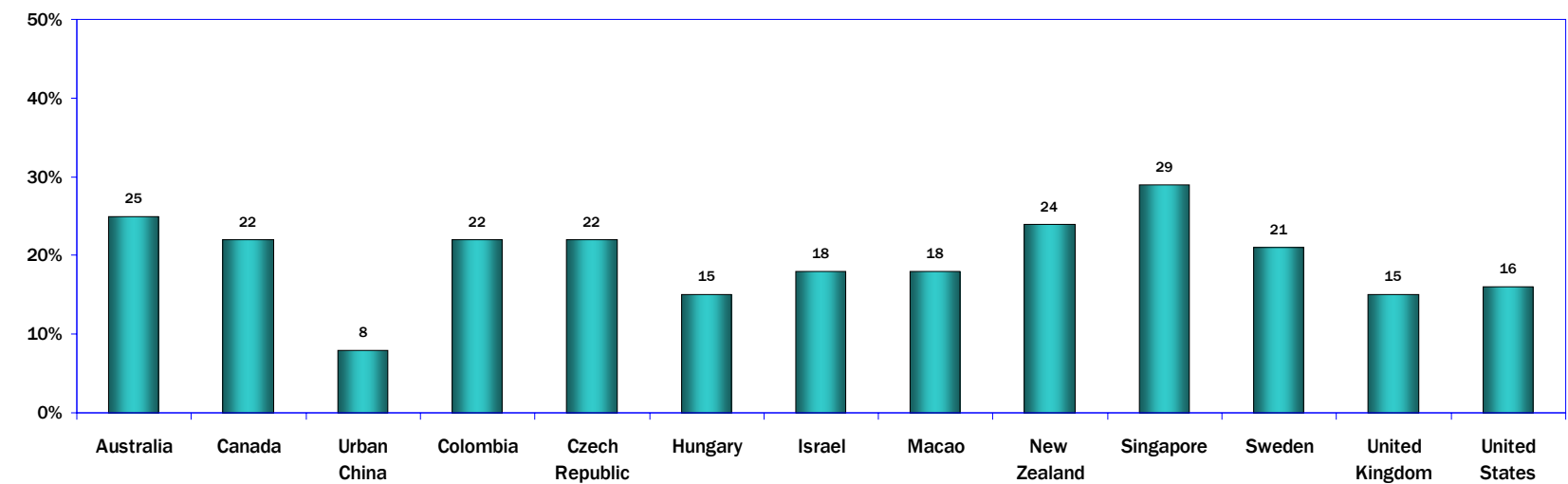
Weekly



Q20D M-1D-4

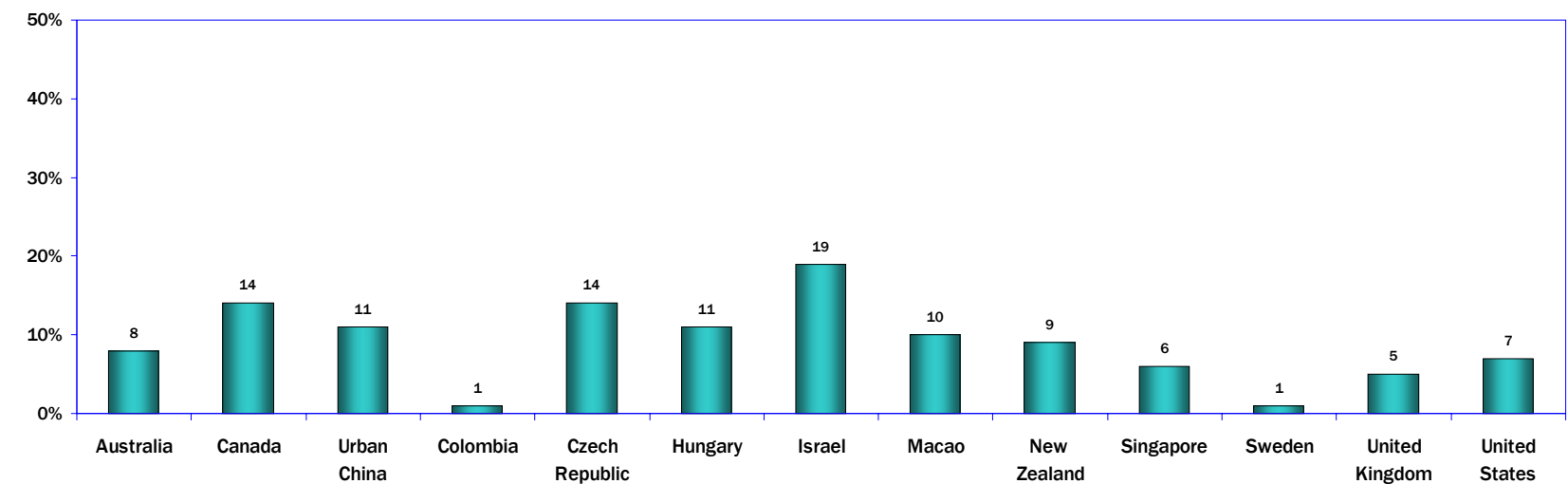
70. E-mails and Attachments: Detailed Responses

Daily



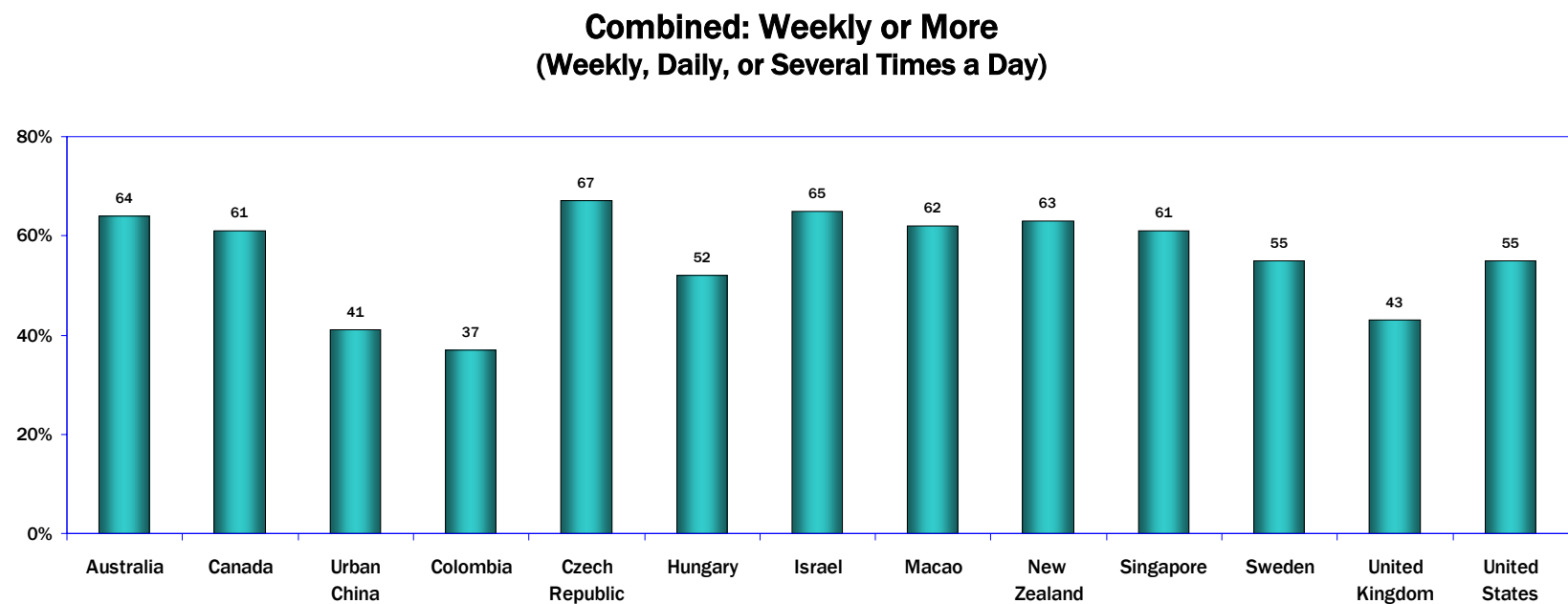
Q20D M-1D-5

Several Times a Day



Q20D M-1D-6

70. E-mails and Attachments: Detailed Responses



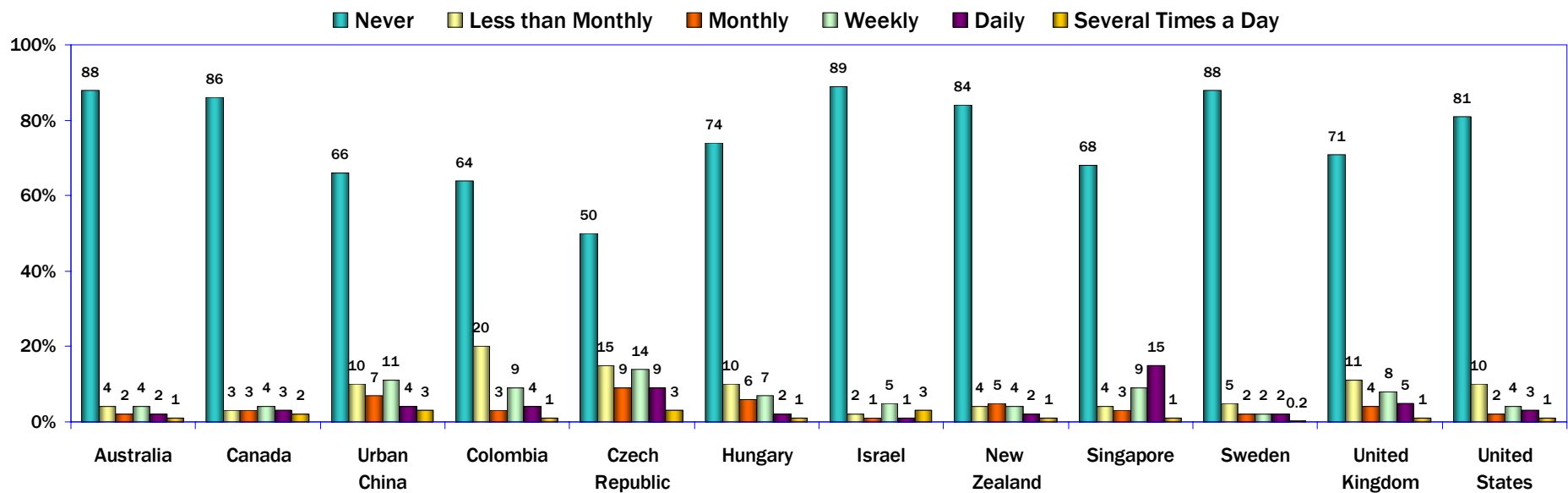
Q20D M-1D-4-6

71. Participation in Chat Rooms

Small percentages of users report participating in chat rooms. The largest percentage of users who report some level of chat room participation were in the Czech Republic (50 percent), compared to a low of 13 percent in Australia, 12 percent in Israel, and 11 percent in Sweden.

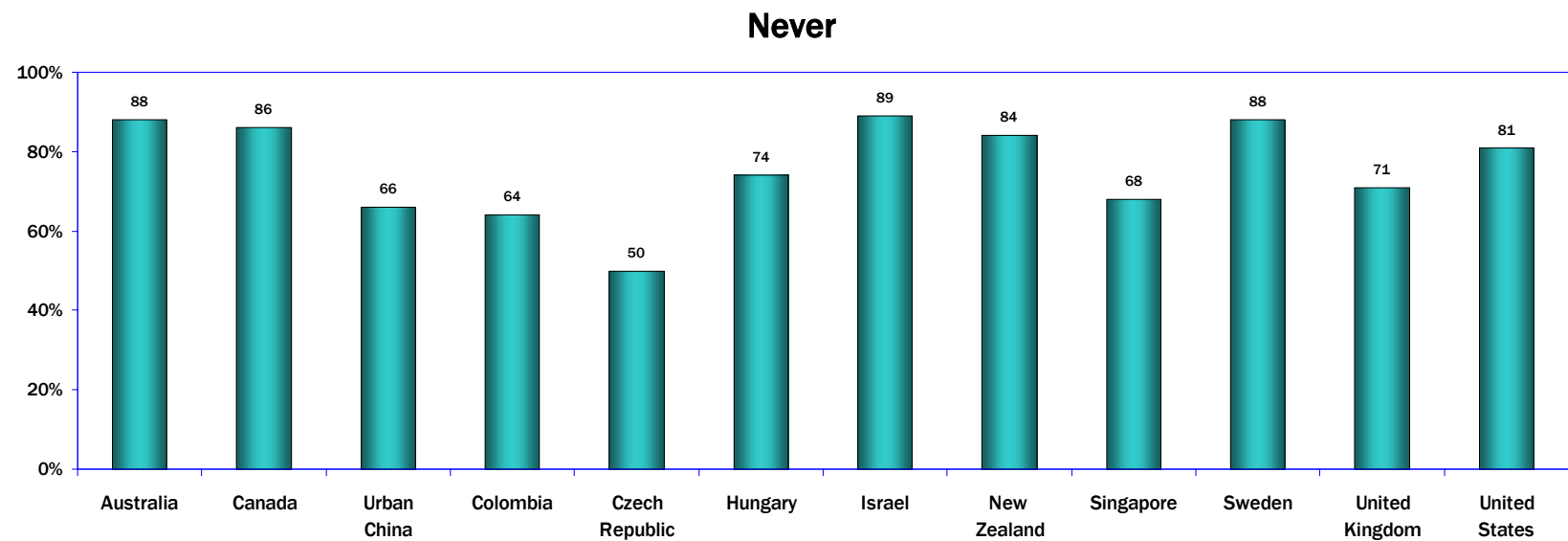
In urban China, Colombia, the Czech Republic, Hungary, Singapore, and the United Kingdom, 10 percent or more of users visit a chat room at least weekly.

Internet Use to Participate in Chat Rooms
(Internet Users Age 18 and Older)

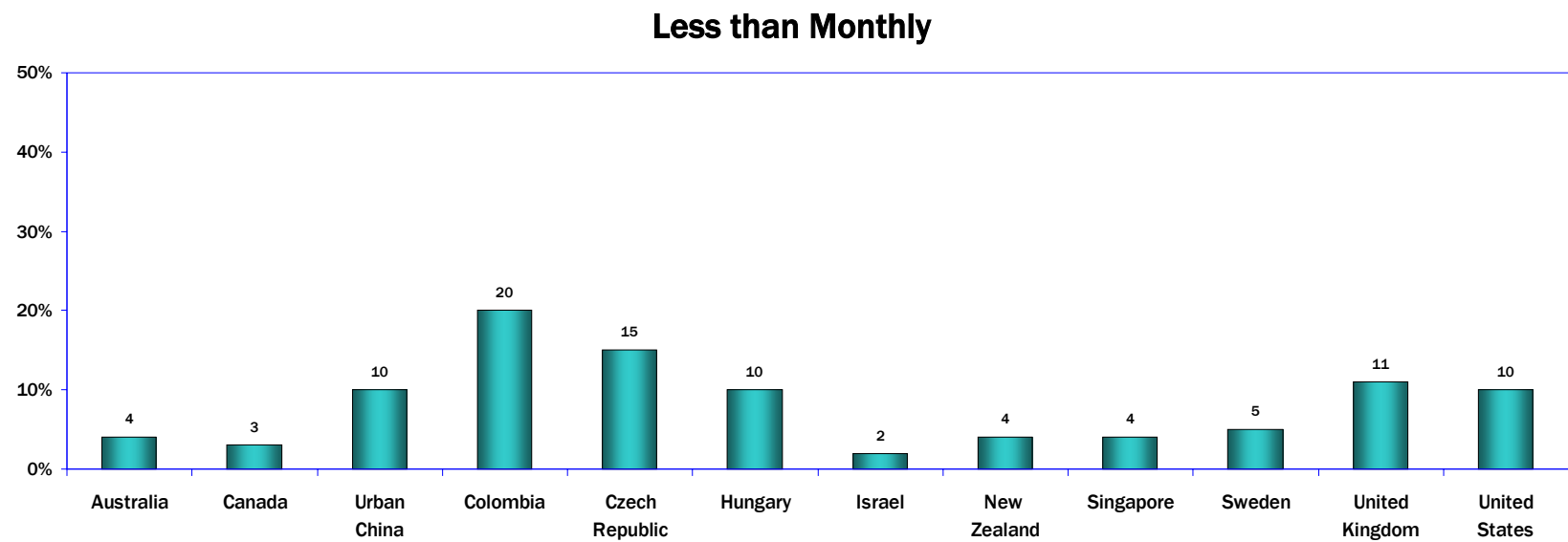


Q20B M-1C

71. Participation in Chat Rooms: Detailed Responses



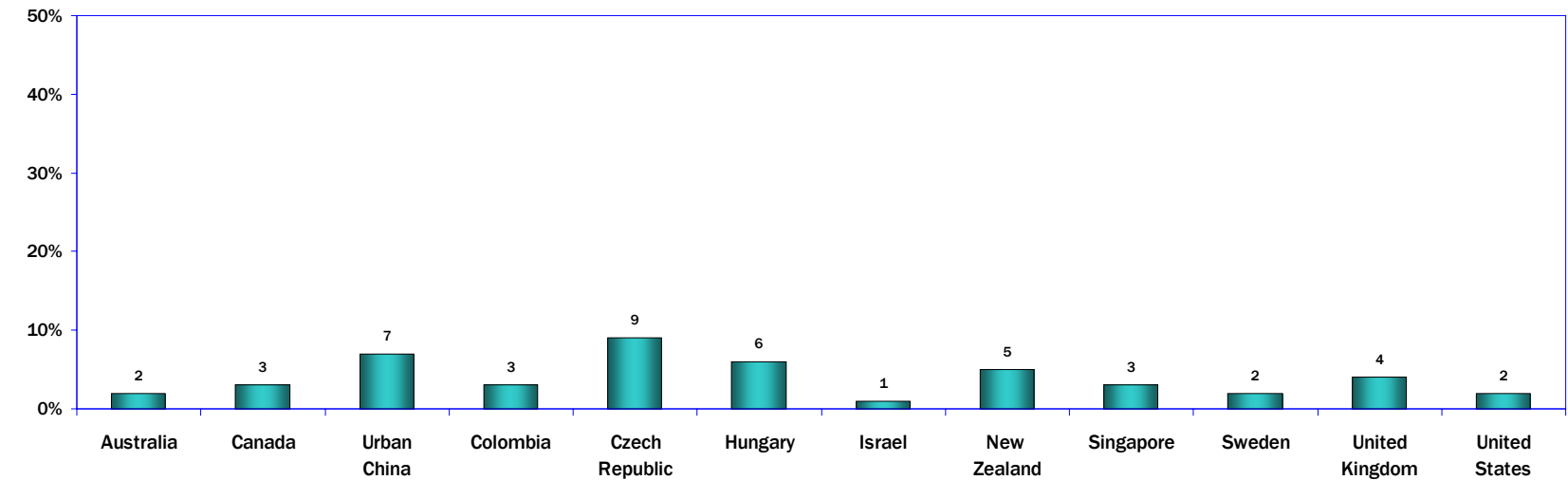
Q20B M-1C-1



Q20B M-1C-2

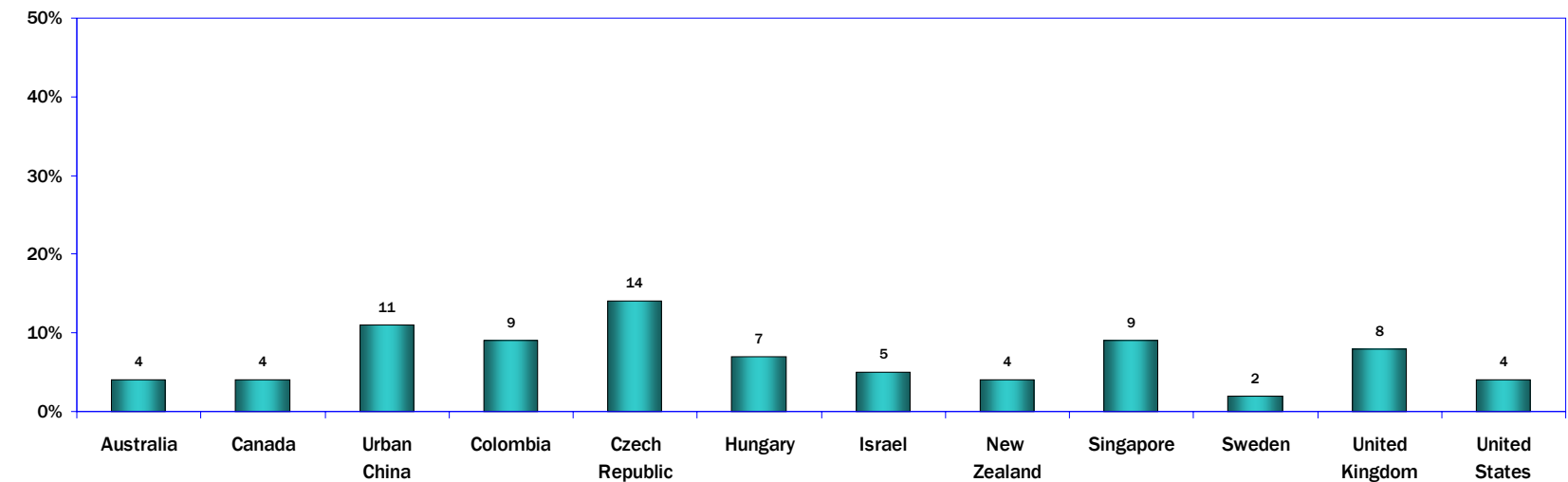
71. Participation in Chat Rooms: Detailed Responses

Monthly



Q20B M-1C-3

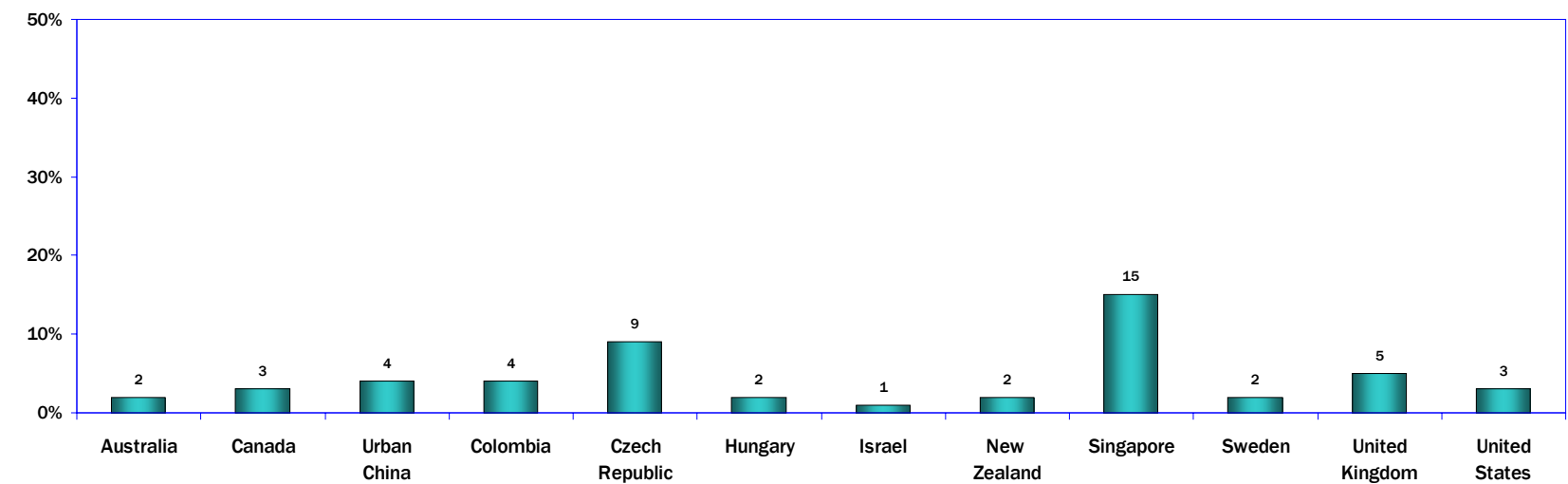
Weekly



Q20B M-1C-3

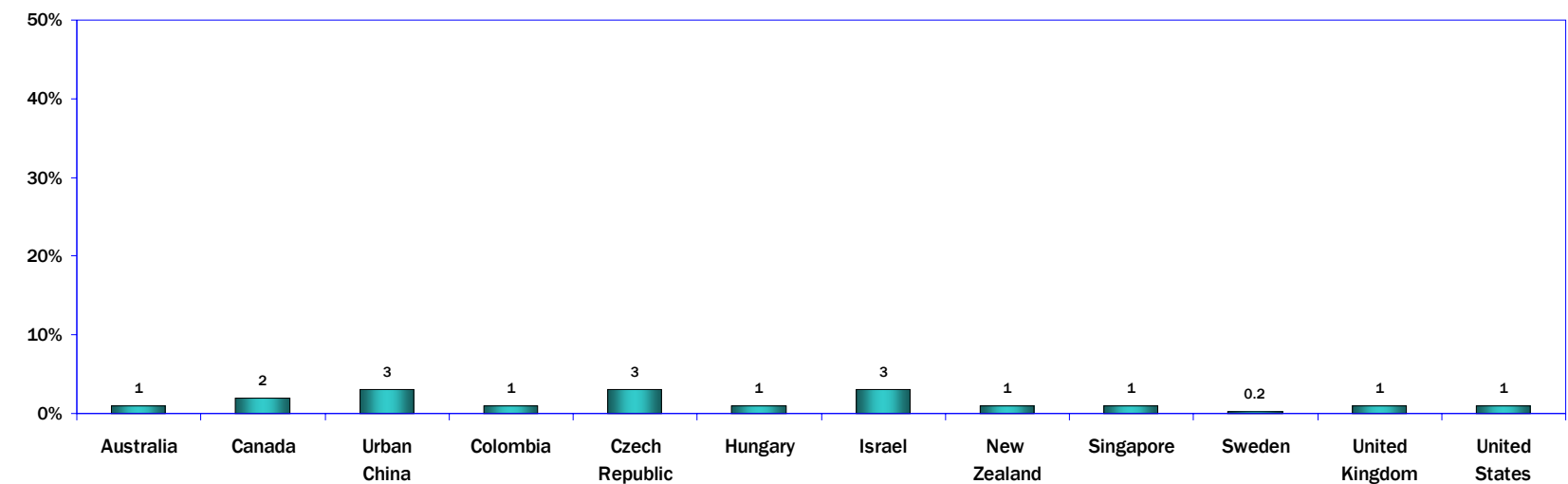
71. Participation in Chat Rooms: Detailed Responses

Daily



Q20B M-1C-3

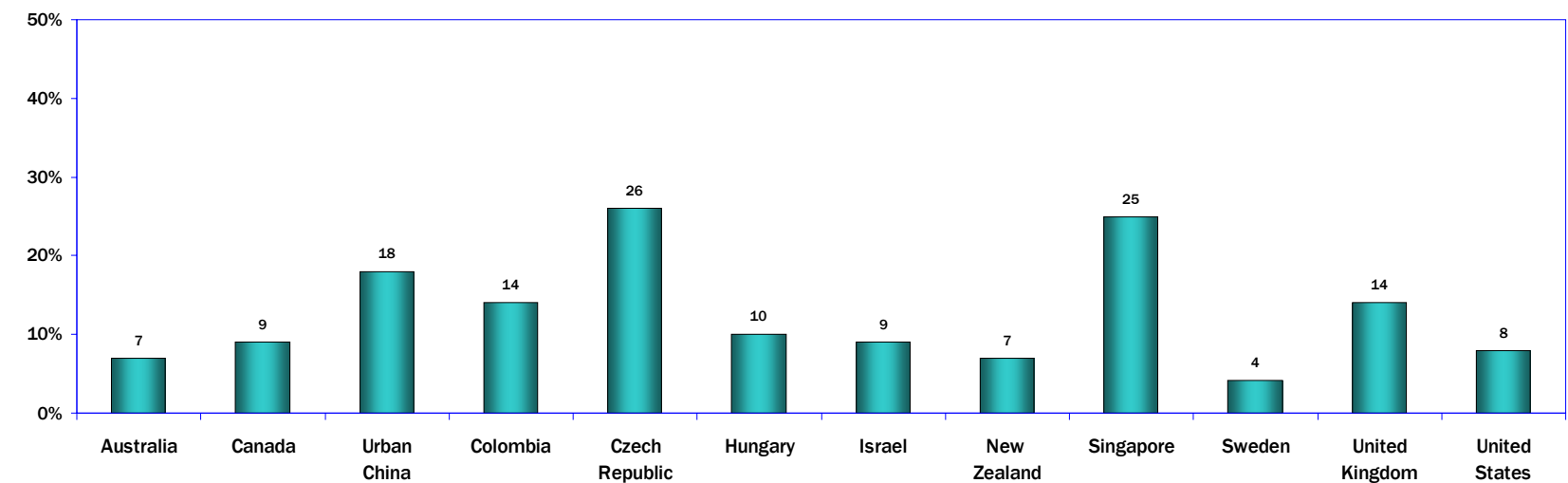
Several Times a Day



Q20B M-1C-3

71. Participation in Chat Rooms: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)



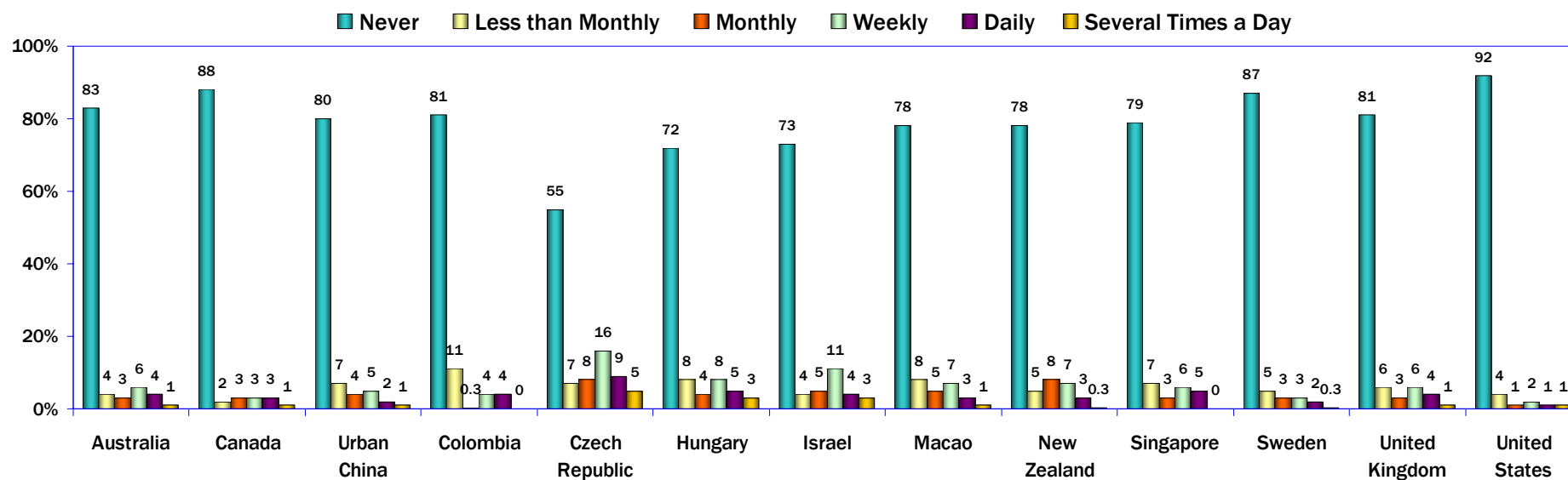
Q20C M-1C-3-4-6

72. Online Telephone Calls

Making telephone calls through the Internet is done by small percentages of users in all of the WIP countries and regions except for the Czech Republic, where 45 percent have used this service.

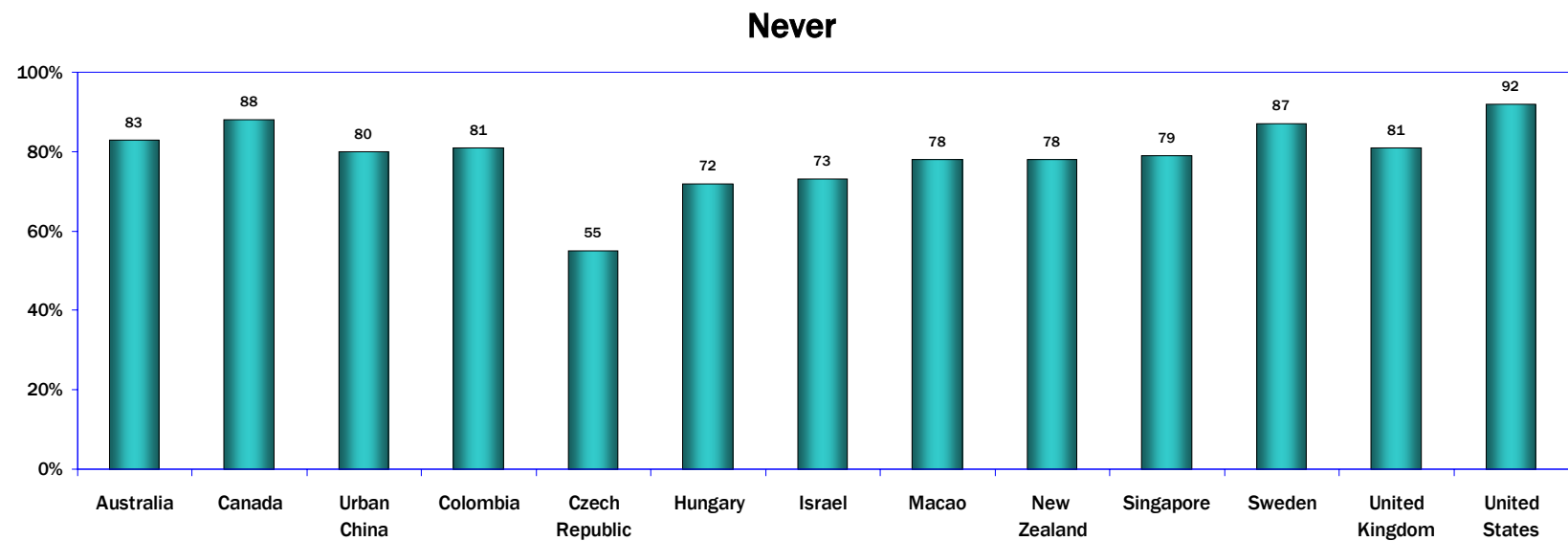
In eight of the WIP countries and regions, 10 percent or more of users reported making telephone calls on the Internet at least weekly.

**Internet Use to Make or Receive Telephone Calls
(Internet Users Age 18 and Older)**

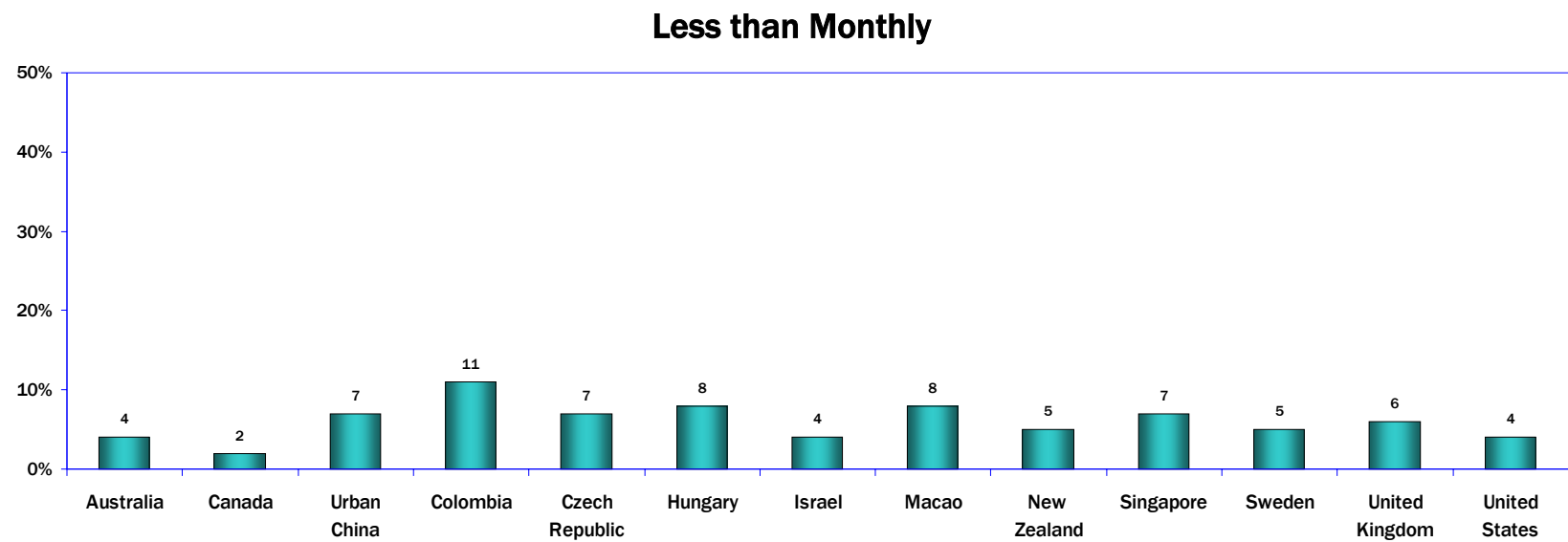


Q20E M-1E

72. Online Telephone Calls: Detailed Responses



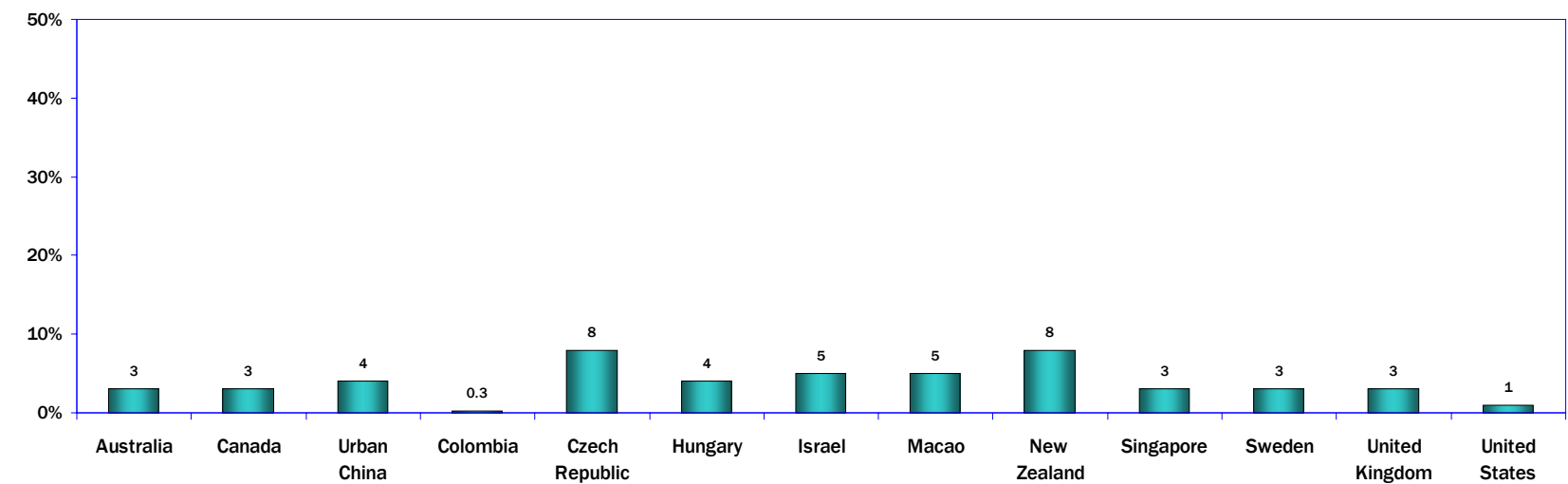
Q20E M-1E-1



Q20E M-1E-2

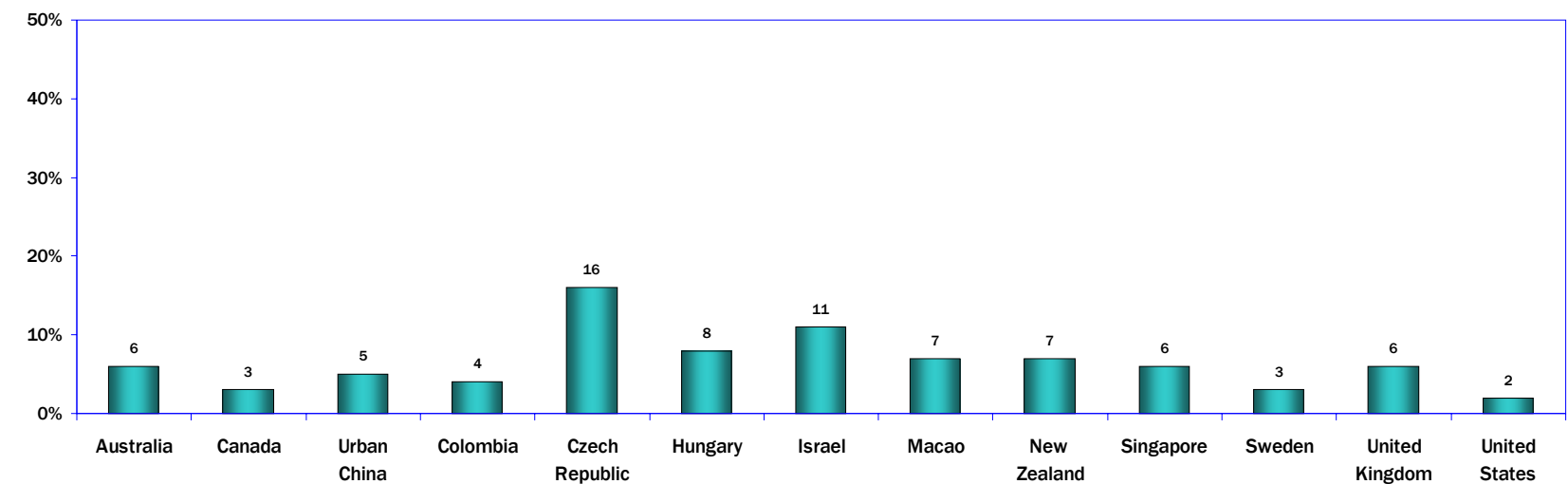
72. Online Telephone Calls: Detailed Responses

Monthly



Q20E M-1E-3

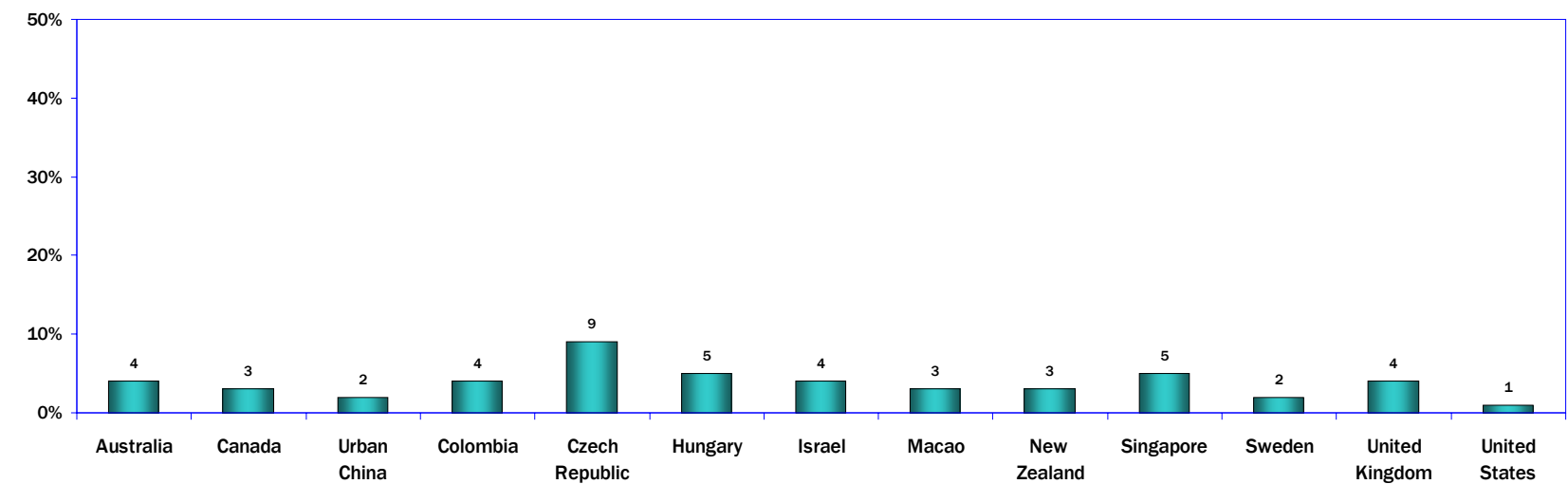
Weekly



Q20E M-1E-3

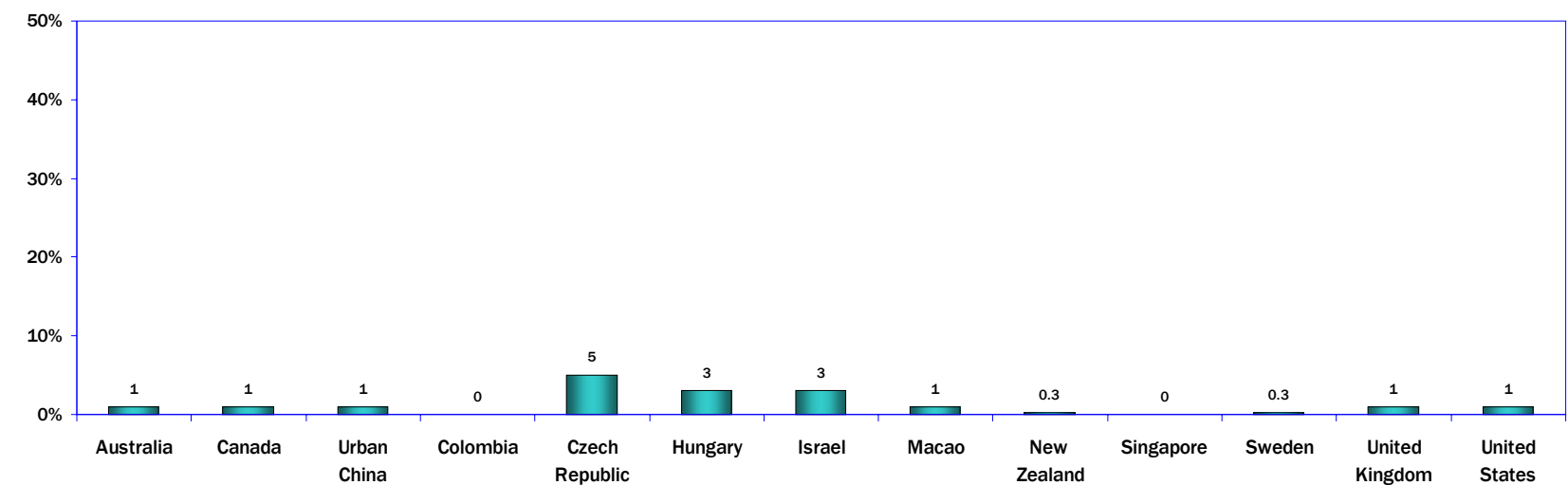
72. Online Telephone Calls: Detailed Responses

Daily



Q20E M-1E-3

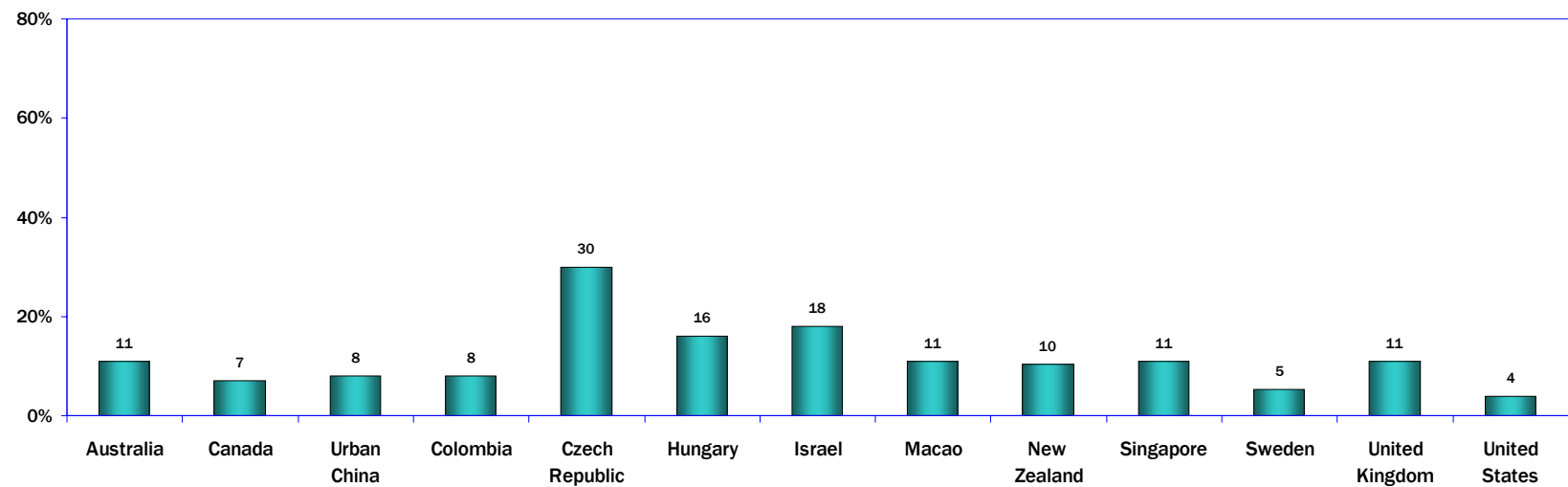
Several Times a Day



Q20E M-1E-3

72. Online Telephone Calls: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, or Several Times a Day)

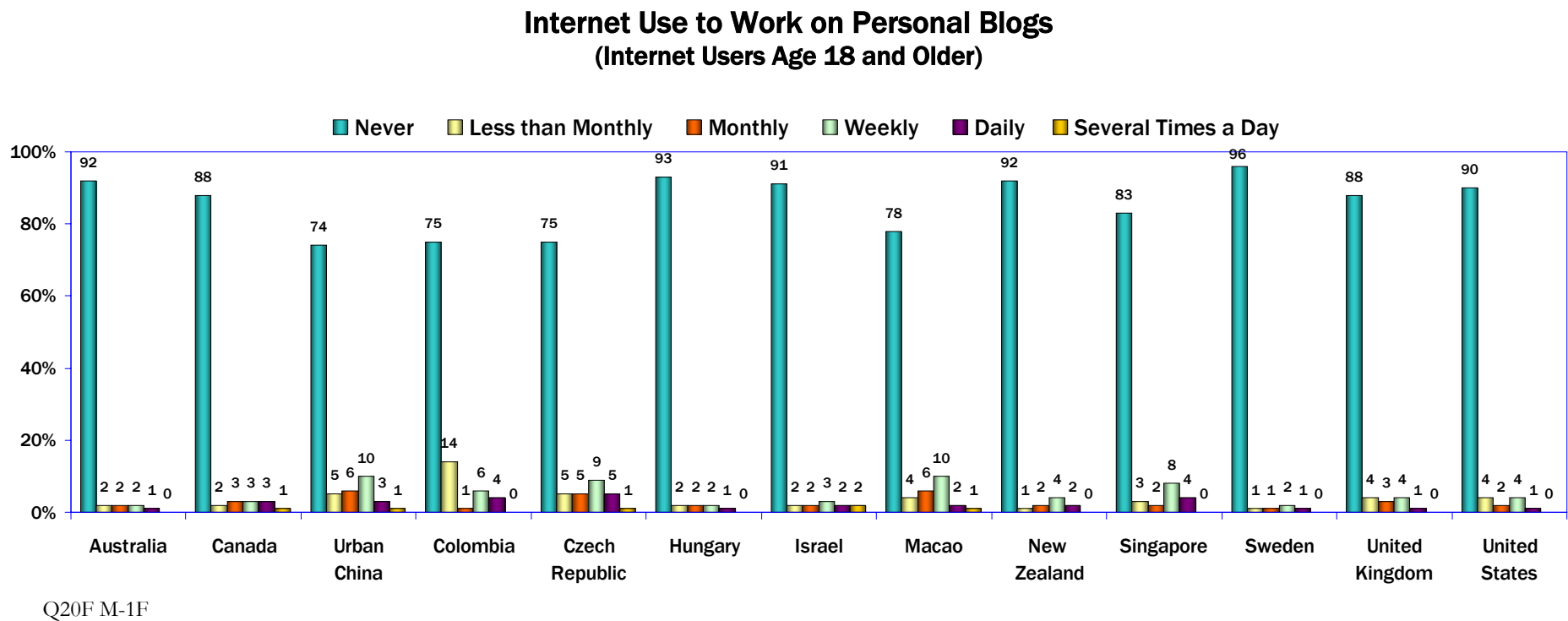


Q20E M-1E-3-4-6

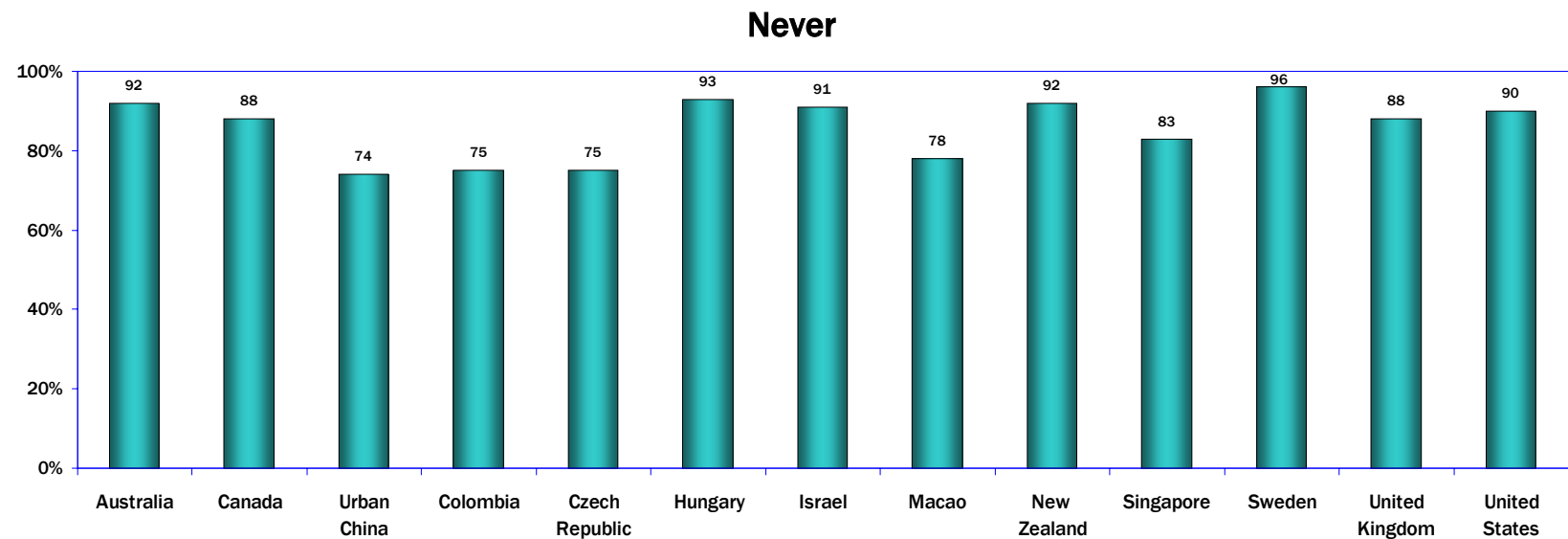
Blogs

73. Work on Blogs

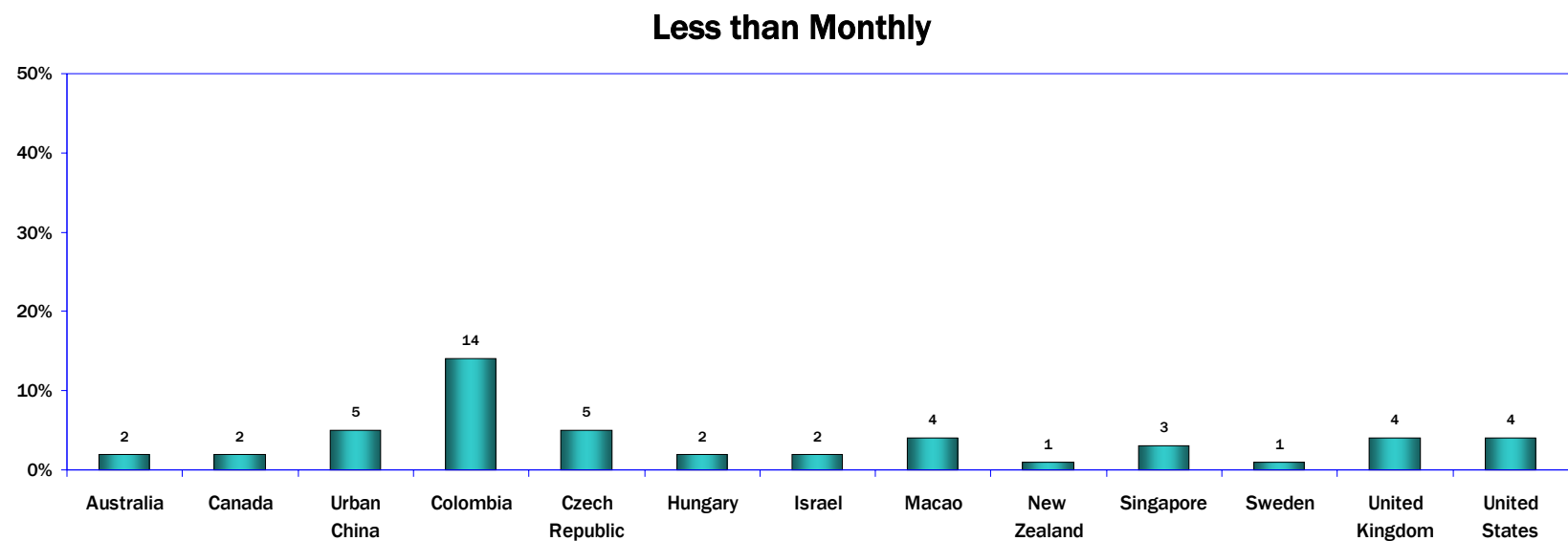
Most Internet users do not work on blogs. However, in urban China, Colombia, the Czech Republic, Macao, and Singapore, 10 percent or more of users work on their blog at least weekly.



73. Work on Blogs: Detailed Responses



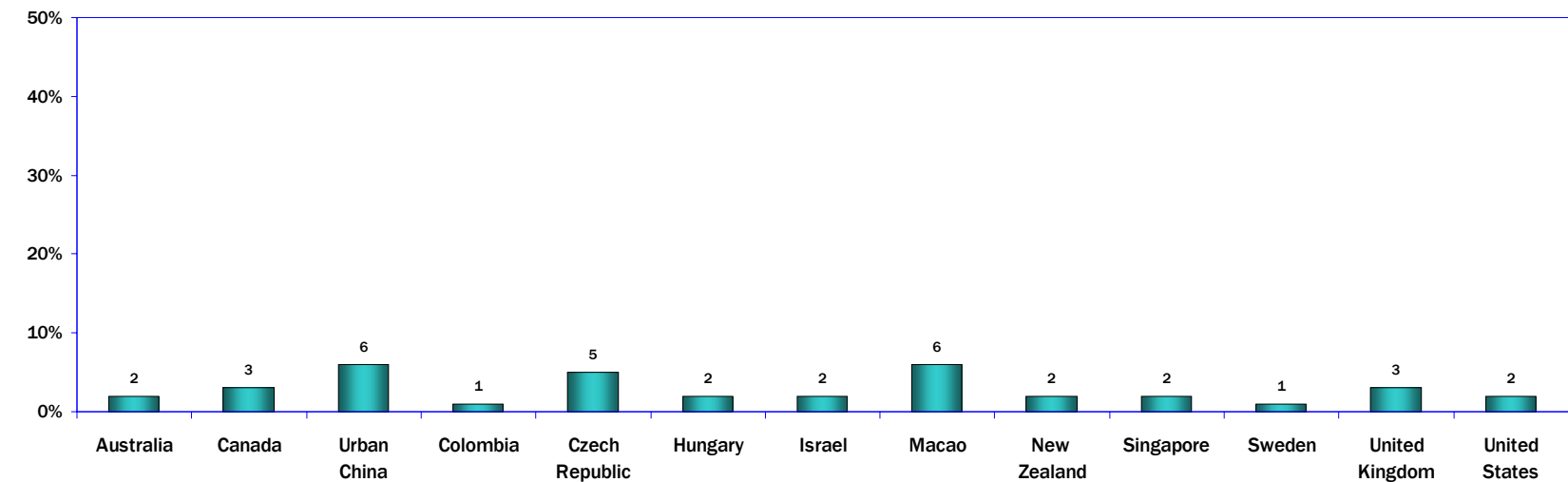
Q20F M-1F-1



Q20F M-1F-1

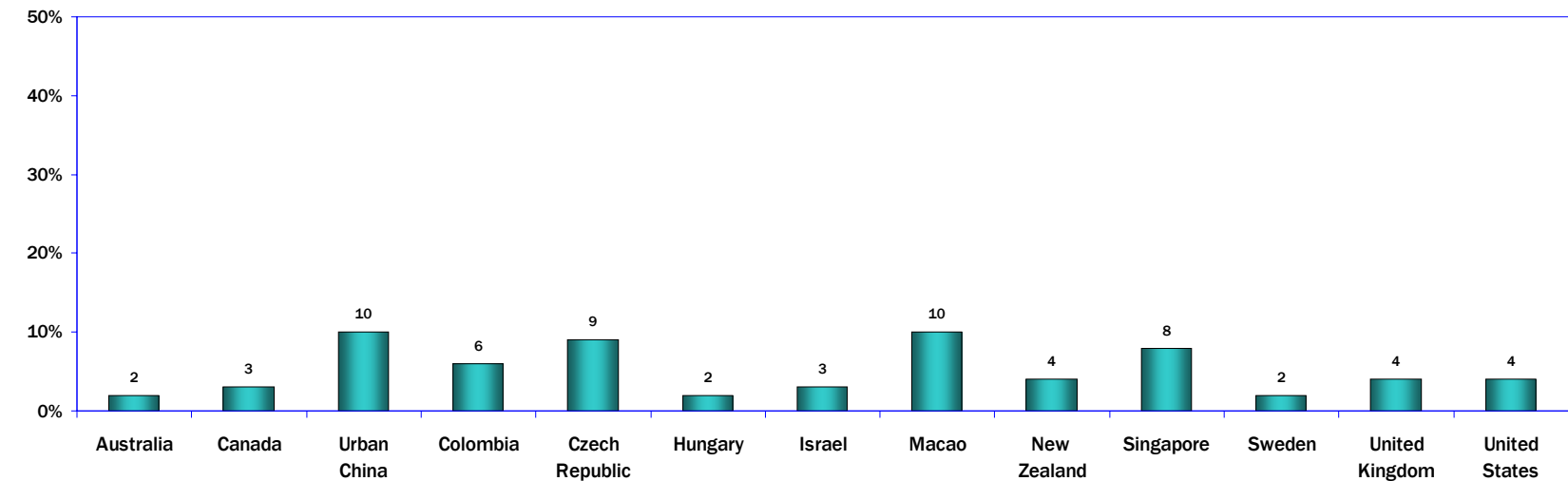
73. Work on Blogs: Detailed Responses

Monthly



Q20F M-1F-1

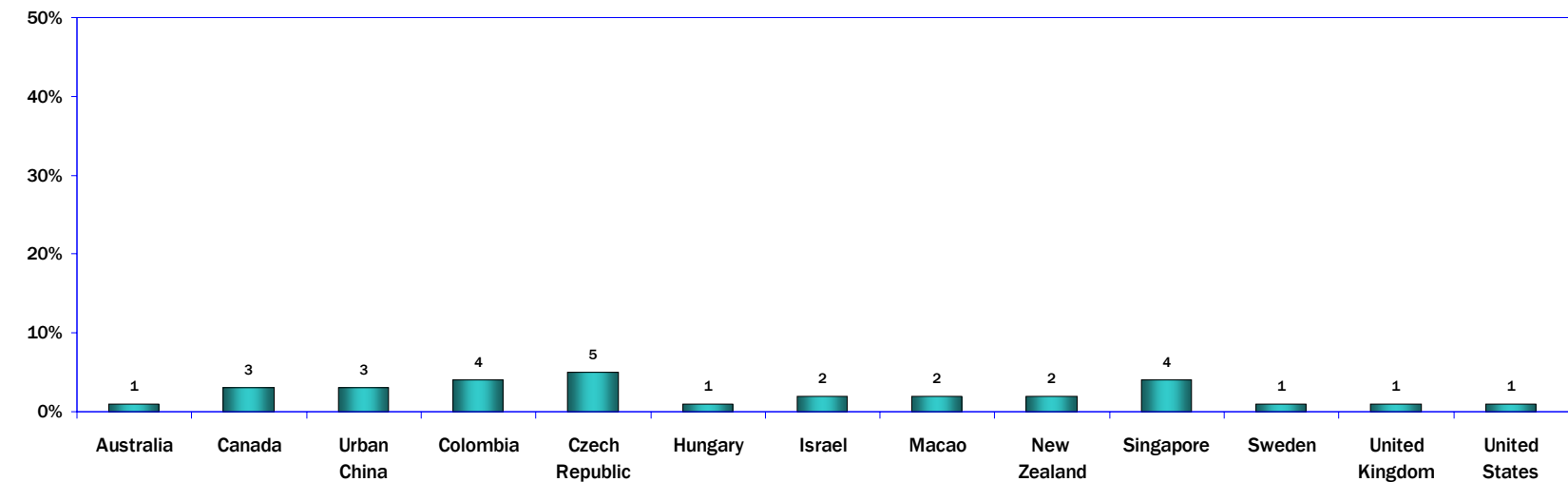
Weekly



Q20F M-1F-2

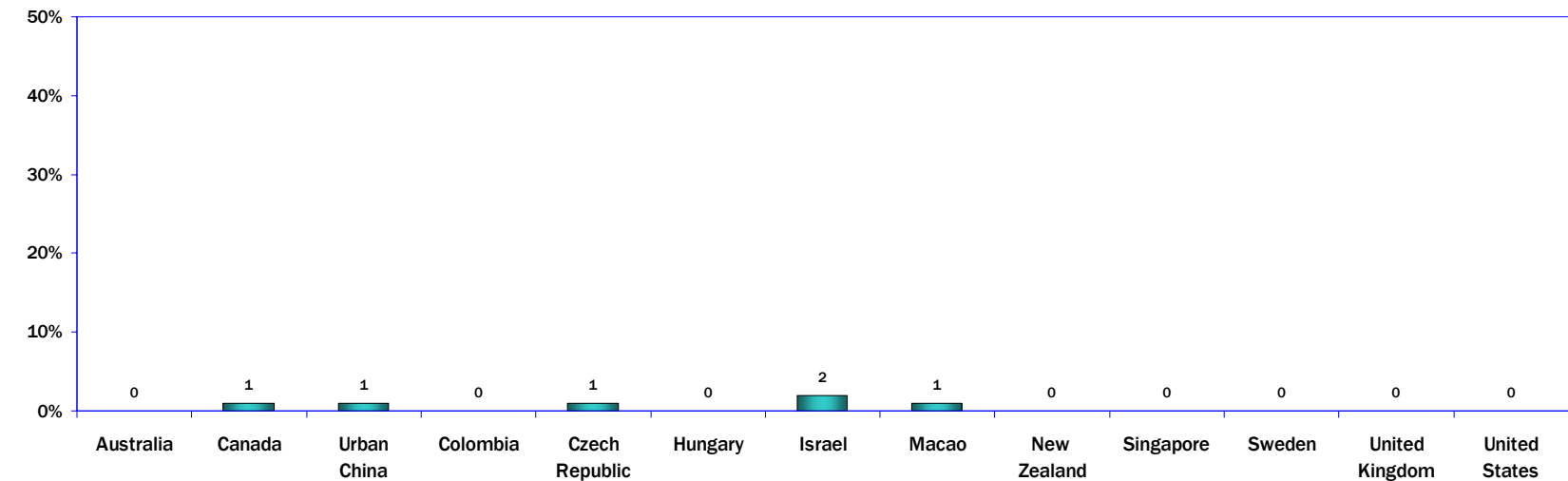
73. Work on Blogs: Detailed Responses

Daily



Q20F M-1F-2

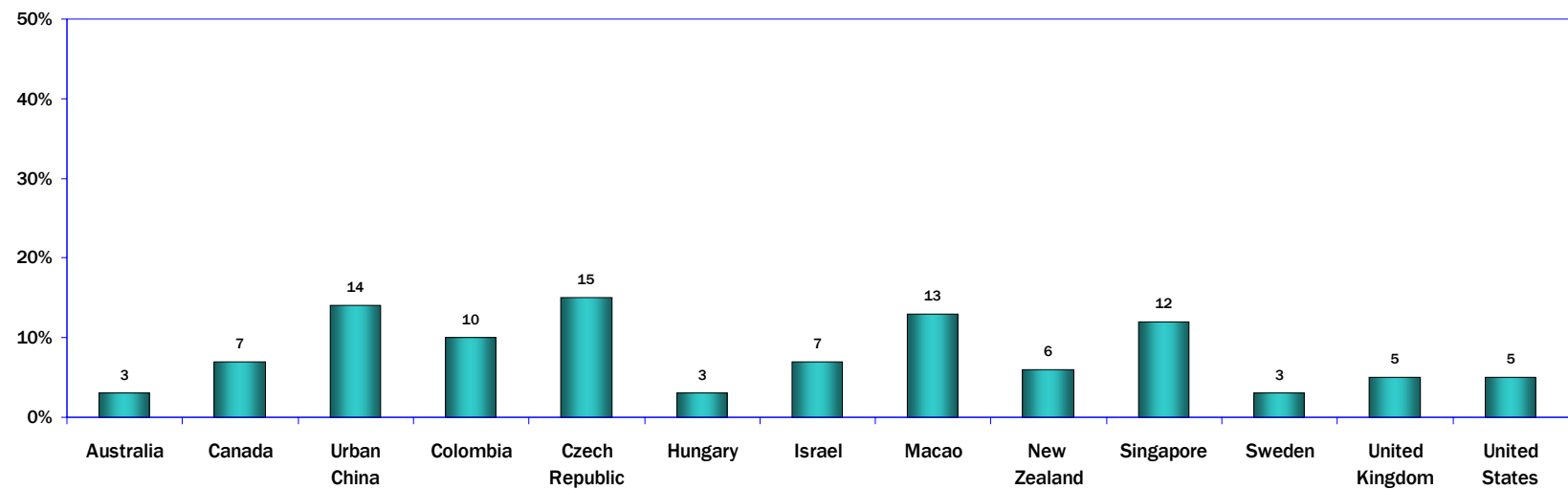
Several Times a Day



Q20F M-1F-2

73. Work on Blogs: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, Several Times a Day)

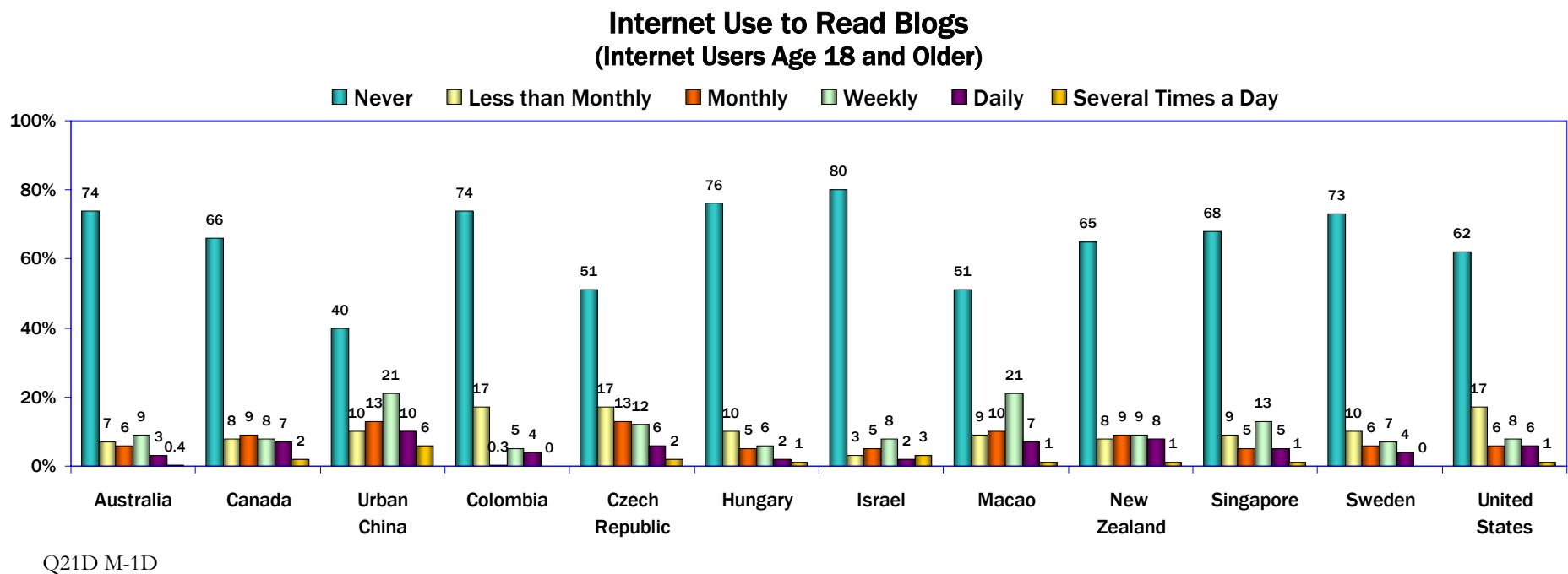


Q20F M-1F-2-4-6

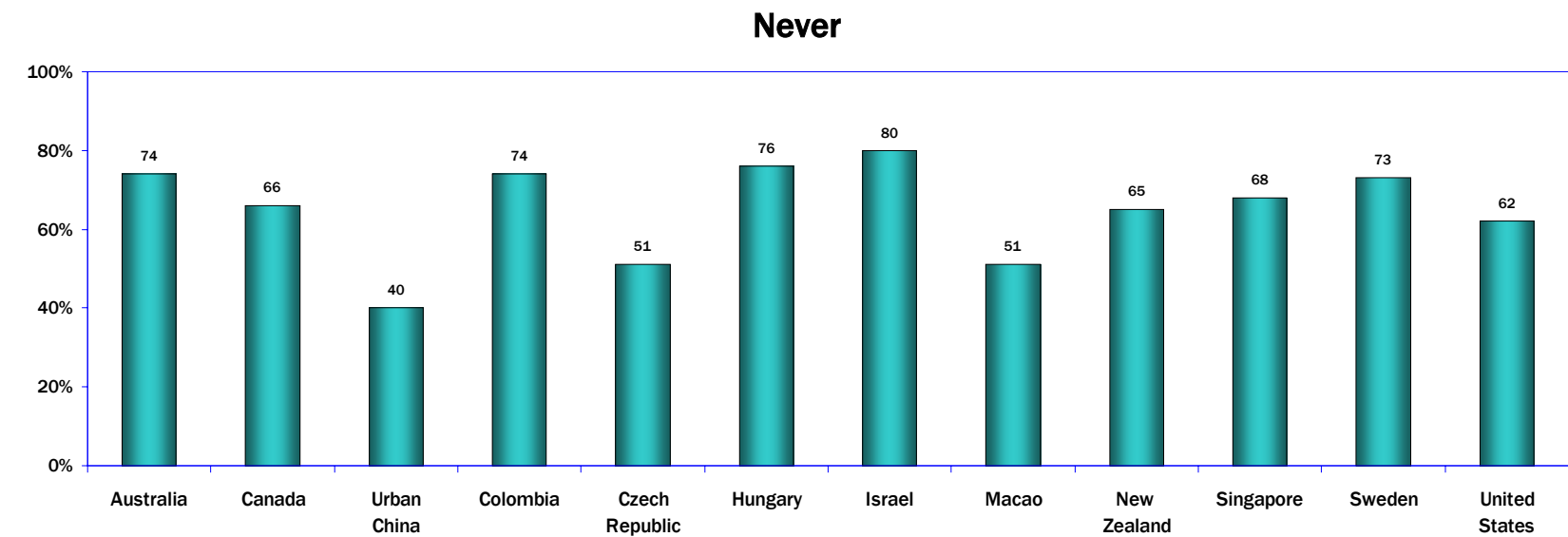
74. Reading Blogs

Larger percentages of users read blogs than work on their own. In three countries and regions, 20 percent or more of users read blogs at least weekly: China at 37 percent, Macao at 29 percent, and the Czech Republic at 20 percent.

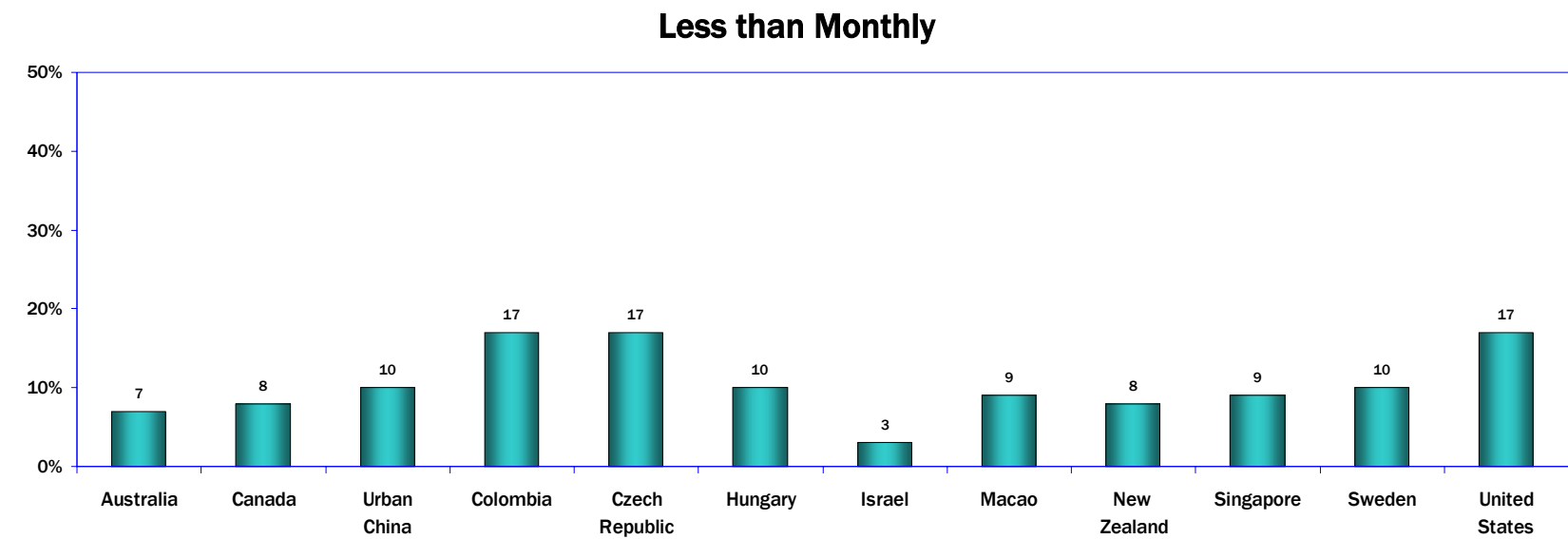
However, more than half of users in all of the WIP countries and region except for urban China never read blogs; in five of the countries, more than 70 percent never read blogs.



74. Reading Blogs: Detailed Responses



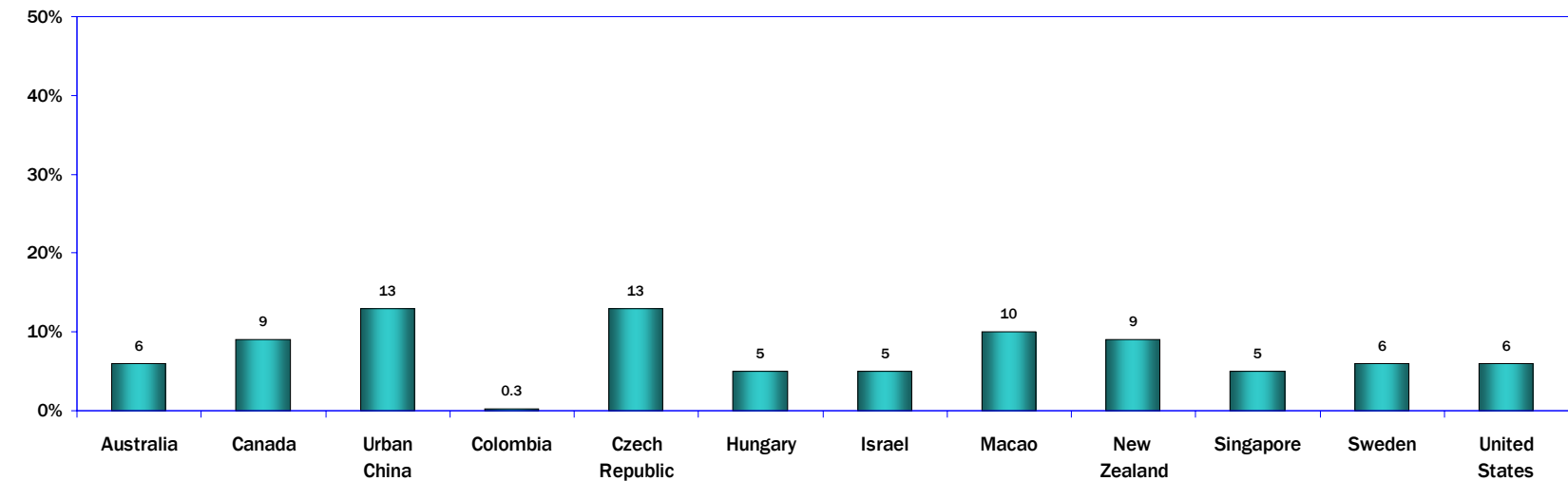
Q21D M-1D-1



Q21D M-1D-2

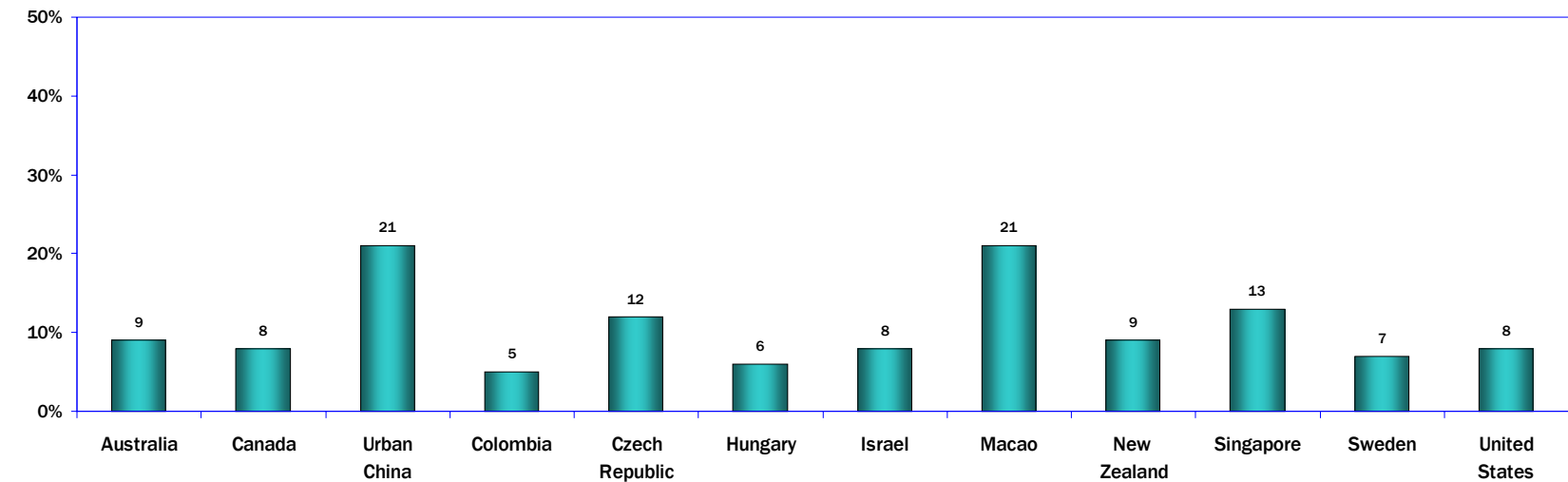
74. Reading Blogs: Detailed Responses

Monthly



Q21D M-1D-3

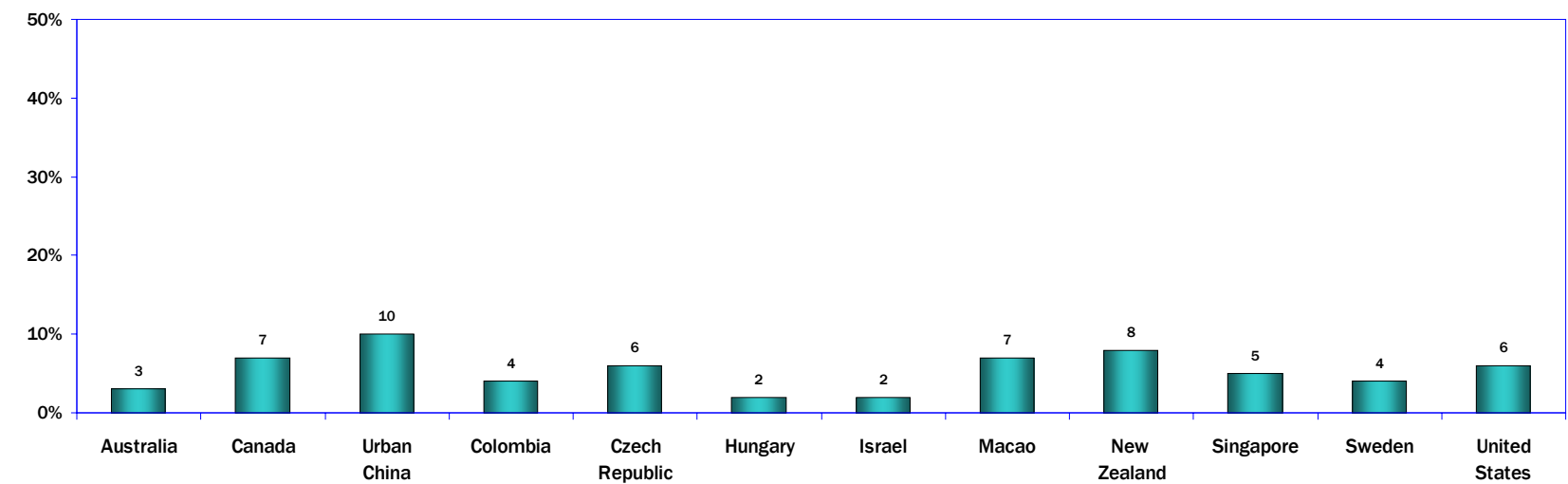
Weekly



Q21D M-1D-3

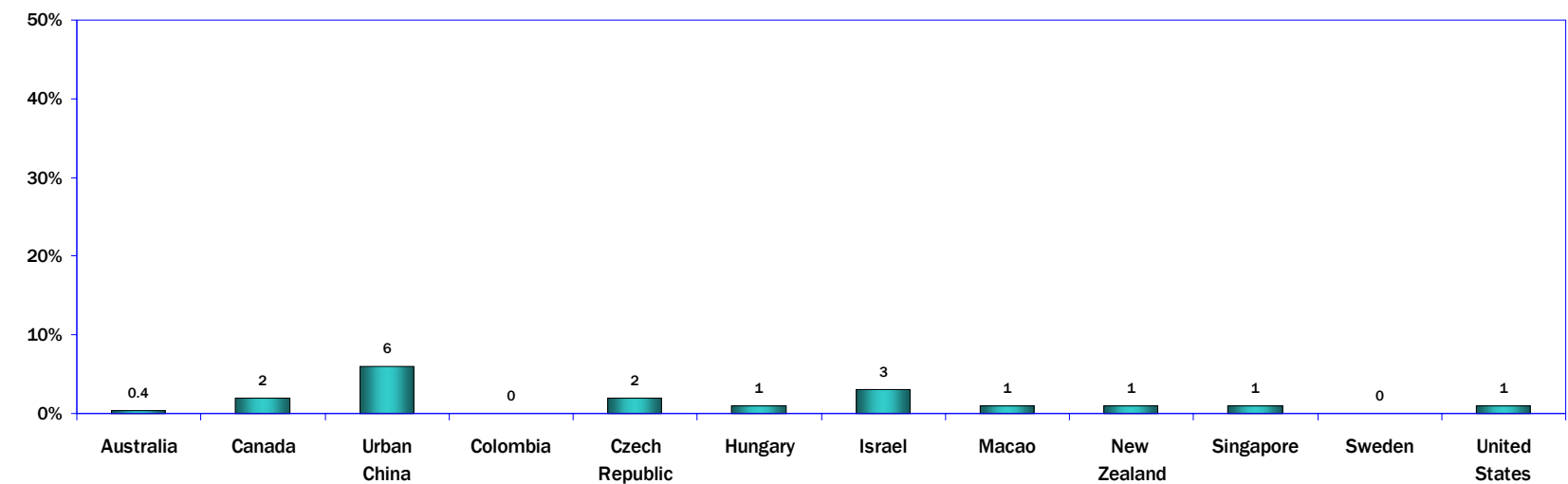
74. Reading Blogs: Detailed Responses

Daily



Q21D M-1D-4

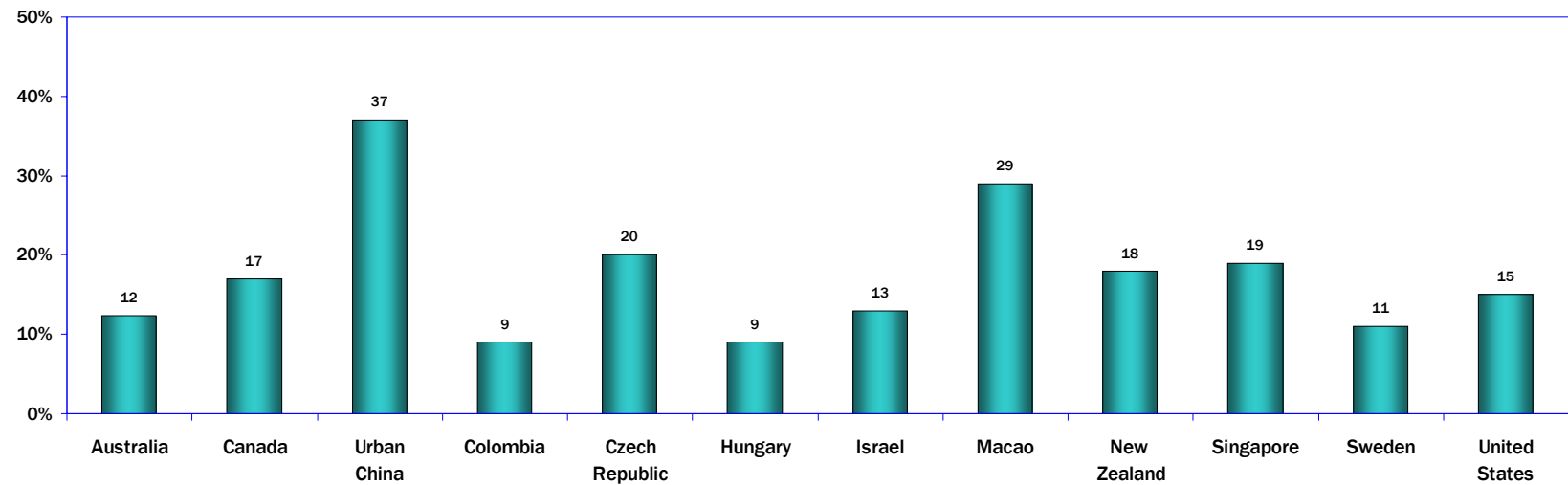
Several Times a Day



Q21D M-1D-5

74. Reading Blogs: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, Several Times a Day)



Q21D M-1D-5

Findings

World Internet Project 2009

The Internet and Education

75. The Internet and School-Related Work

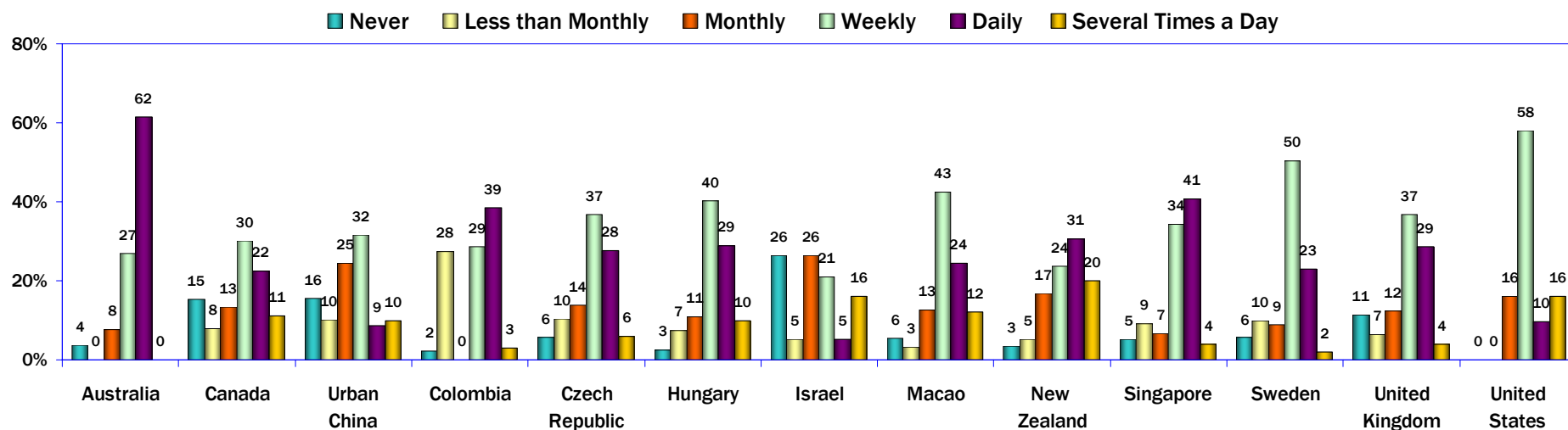
Very large percentages of Internet users who are students go online to find information for their school-related work. In all of the WIP countries and regions except Israel, more than half of Internet users who are students and not employed go online at least weekly to get information for school work.

In 10 of the WIP countries and regions, more than 70 percent of students go online for school-related work at least weekly, and in nine of the WIP countries and regions, more than 30 percent of students go online daily or

several times a day for schoolwork. Australia reported the highest daily use by far (62 percent).

Yet in spite of the high use reported for school work, surprisingly high percentages of students never go online for schoolwork, or do so less than monthly; nine of the WIP countries and regions reported double-digit percentages of these students. Two countries -- Columbia and Israel -- reported 30 percent or more of students who never go online for schoolwork, or do so less than monthly.

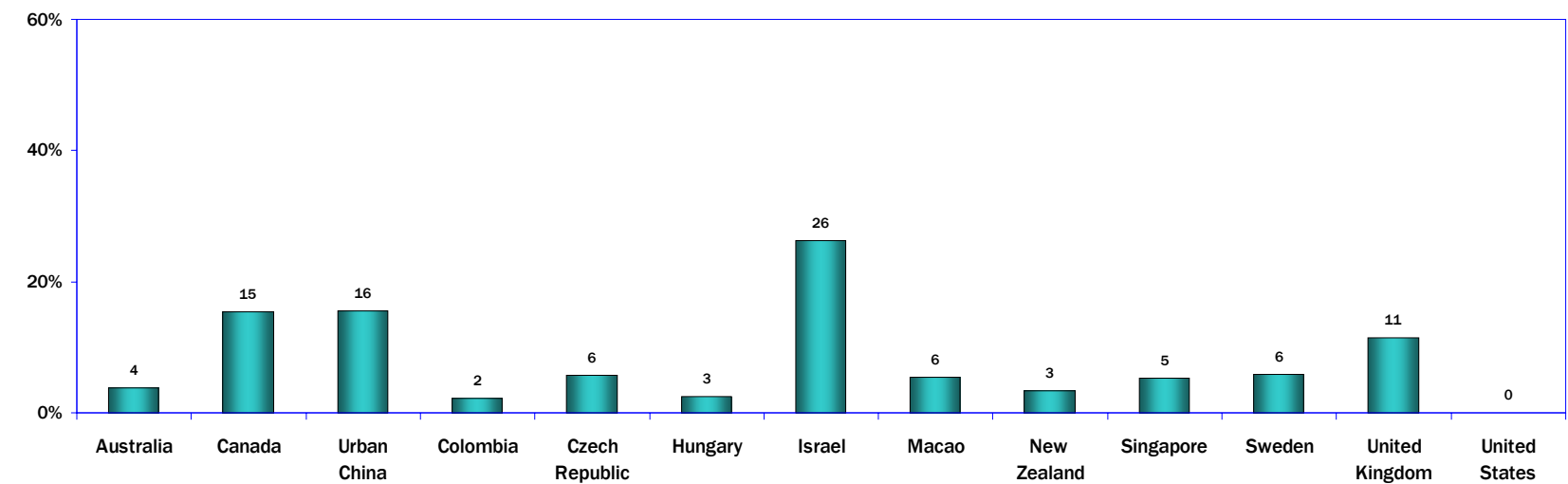
**Using the Internet for School-Related Work
(Student Users Who are Not Employed)**



Q24C M-4C

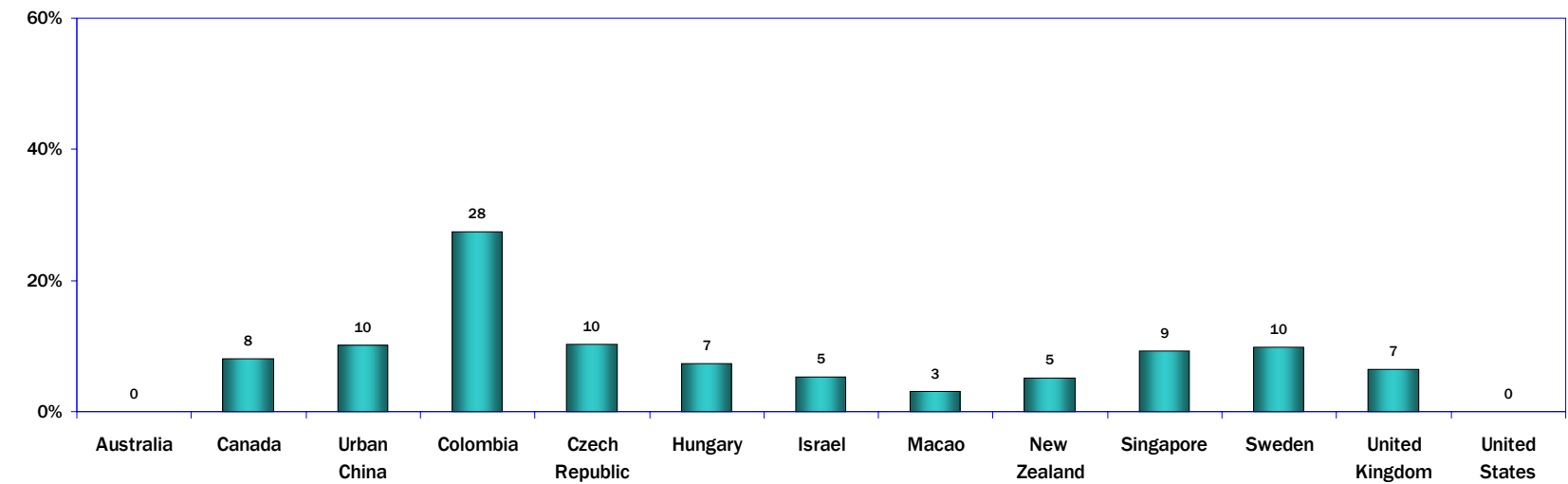
75. The Internet and School-Related Work: Detailed Responses

Never



Q24C M-4C-1

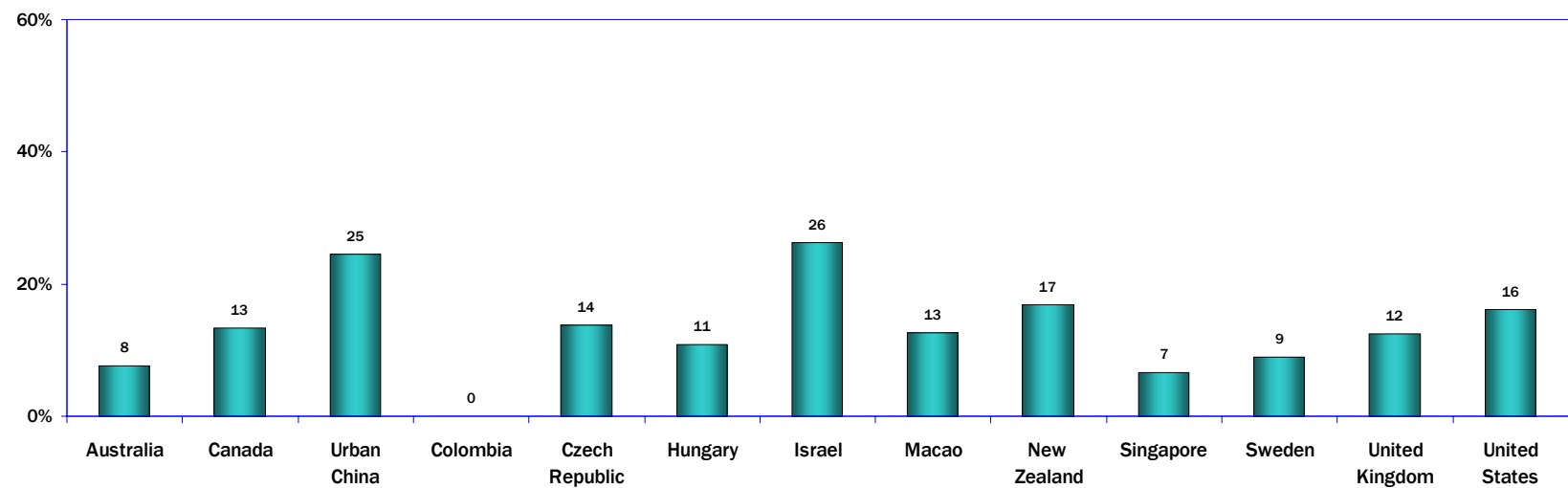
Less than Monthly



Q24C-4C-2

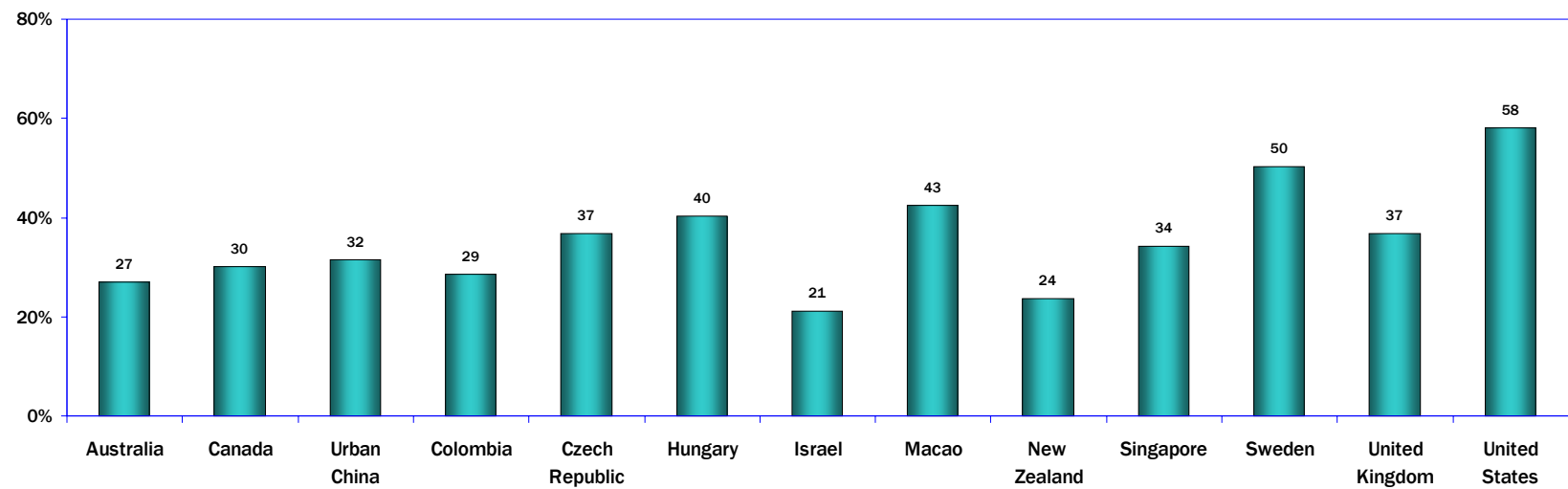
75. The Internet and School-Related Work: Detailed Responses

Monthly



Q24C M-4C-3

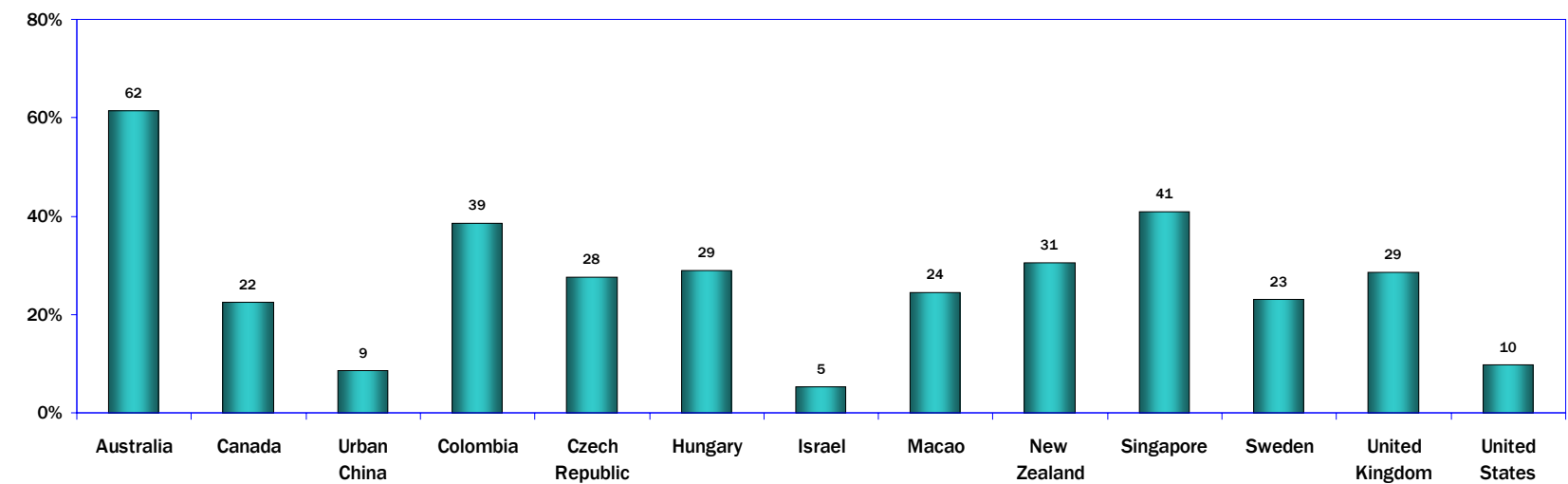
Weekly



Q24C M-4C-4

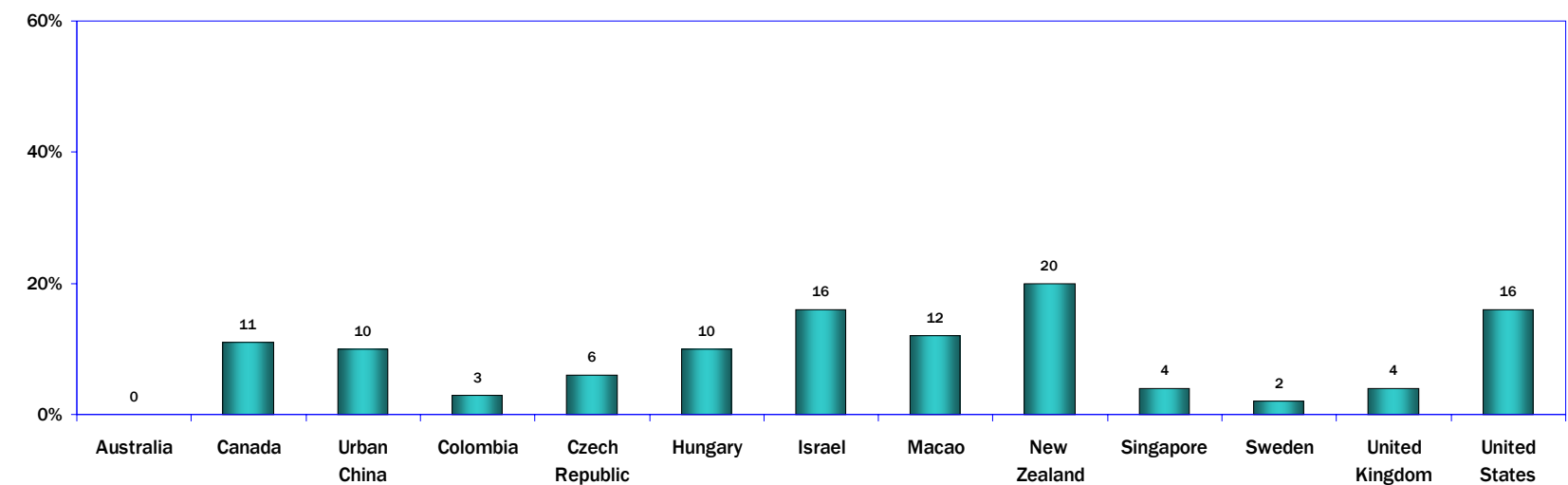
75. The Internet and School-Related Work: Detailed Responses

Daily



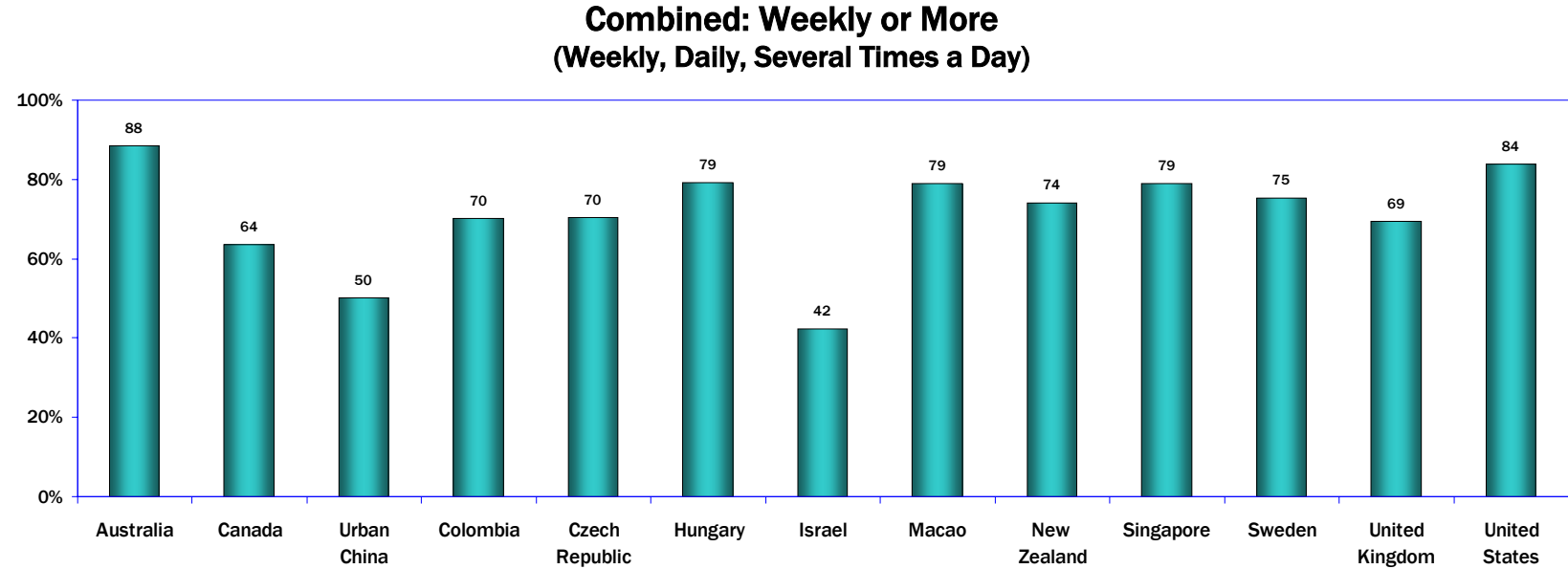
Q24C M-4C-5

Several Times a Day



Q24C M-4C-6

75. The Internet and School-Related Work: Detailed Responses



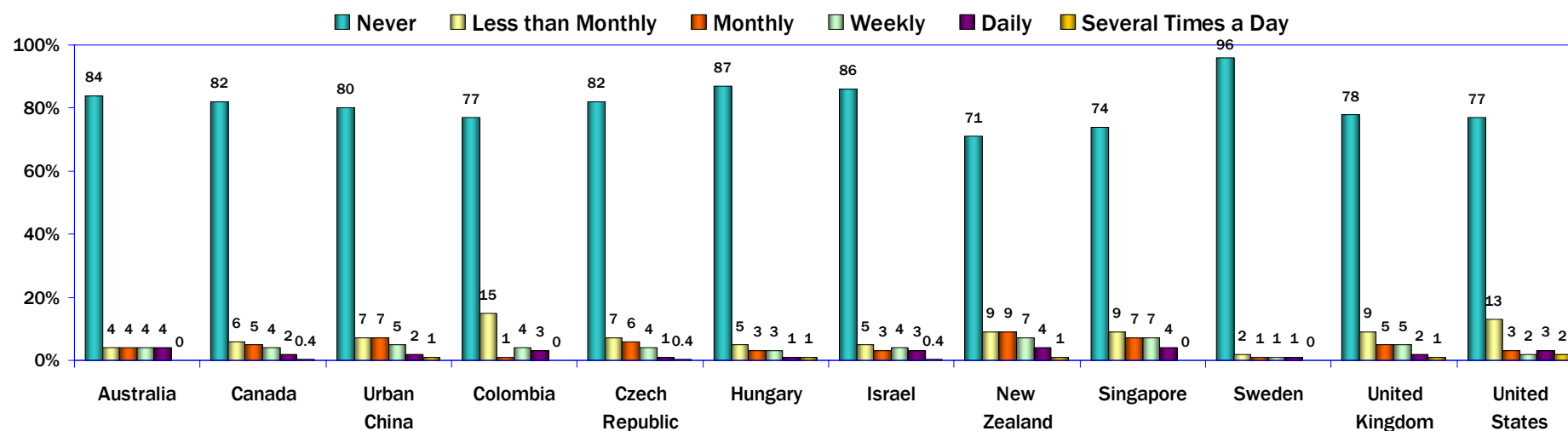
Q24C M-4C-4-6

76. Distance Learning

Only small percentages of Internet users go online to participate in distance learning for an academic degree or job training. In all of the WIP countries and regions, more than 70 percent of users have never participated in distance learning.

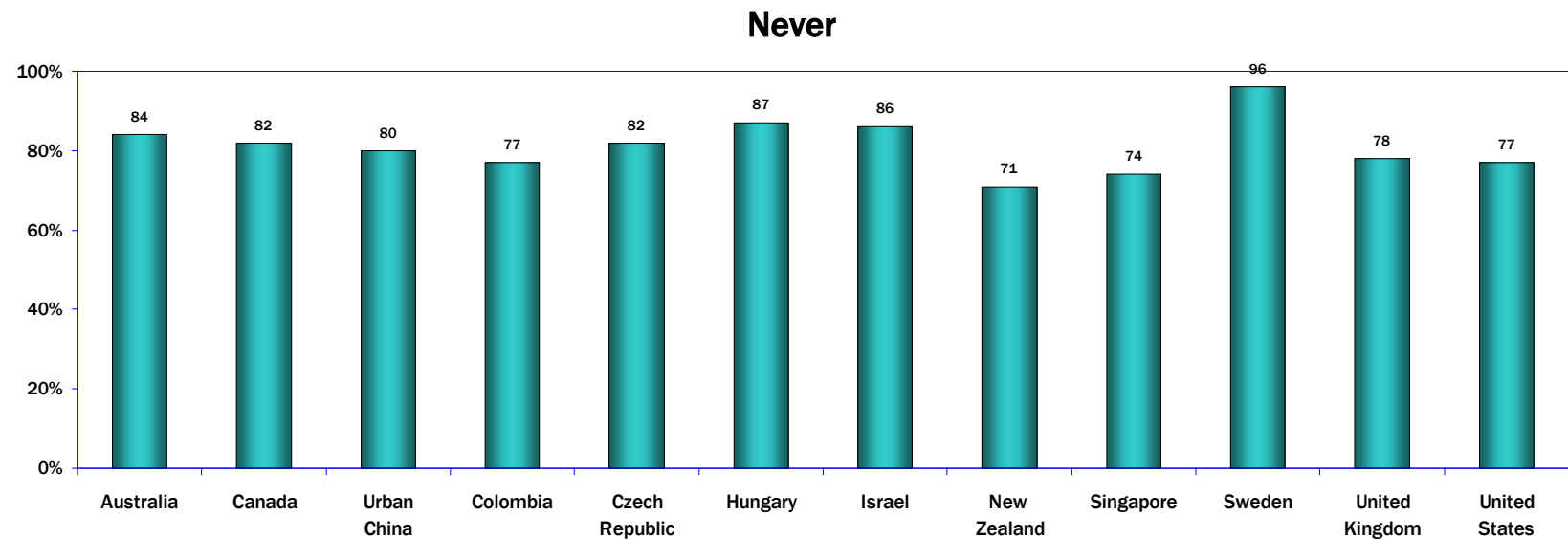
However, in nine of the WIP countries and regions, 10 percent or more of users participate in distance learning on a regular basis (monthly or more). The highest percentages of those who participate in distance learning at least monthly were reported in New Zealand (21 percent), Singapore (18 percent), and urban China (15 percent).

**Participate in Distance Learning for an Academic Degree or Job Training
(Internet Users Age 18 and Older)**

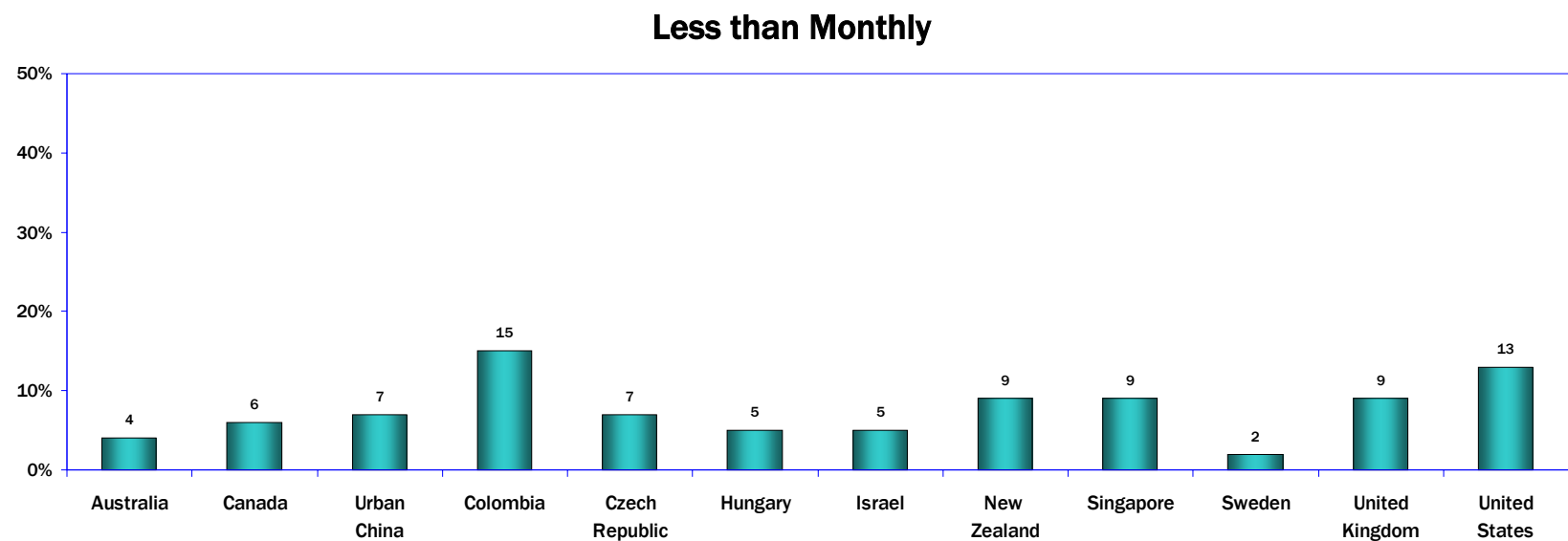


Q24D-M1-D)

76. Distance Learning: Detailed Responses



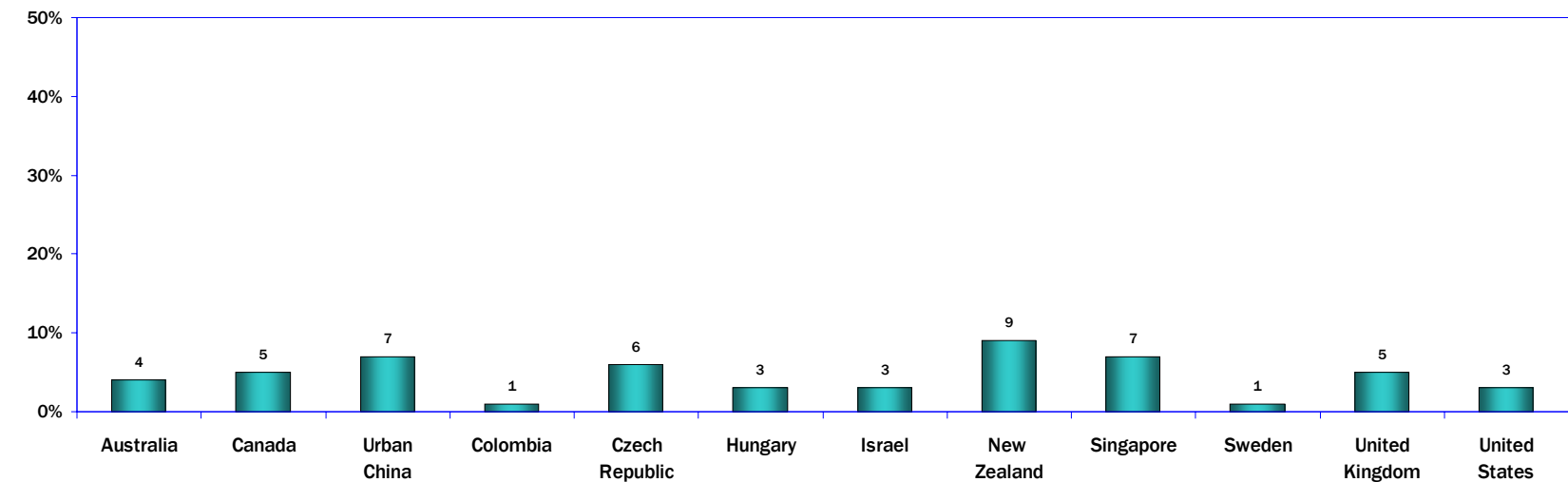
Q24D-M1-D-1



Q24D-M1-D-2

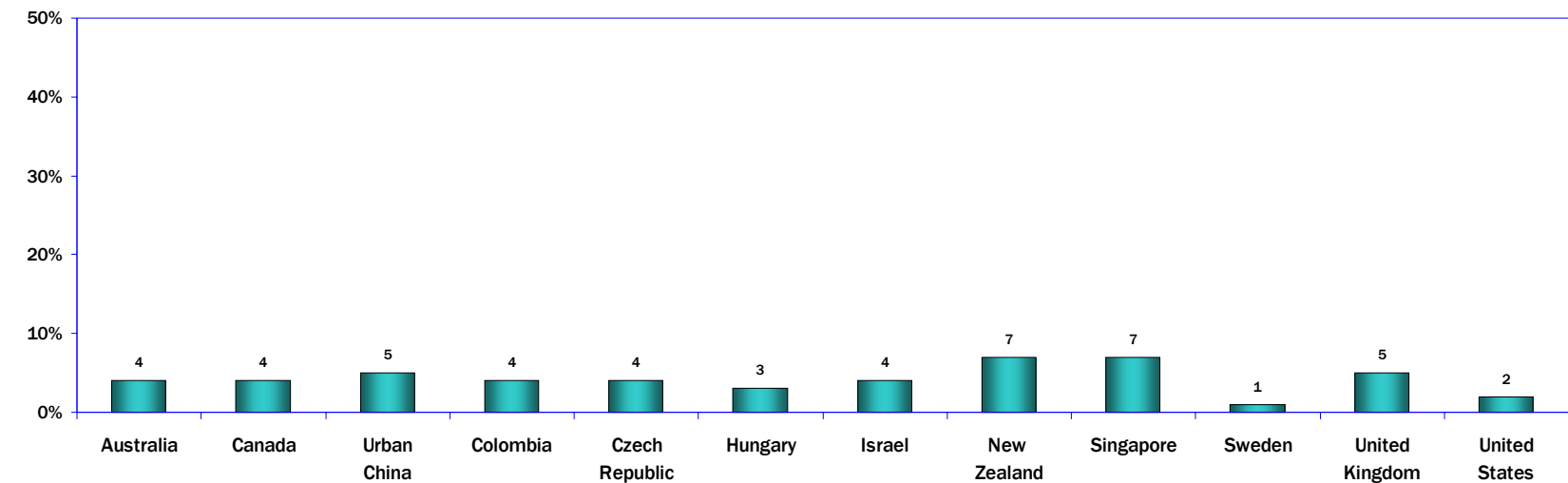
76. Distance Learning: Detailed Responses

Monthly



Q24D-M1-D-3

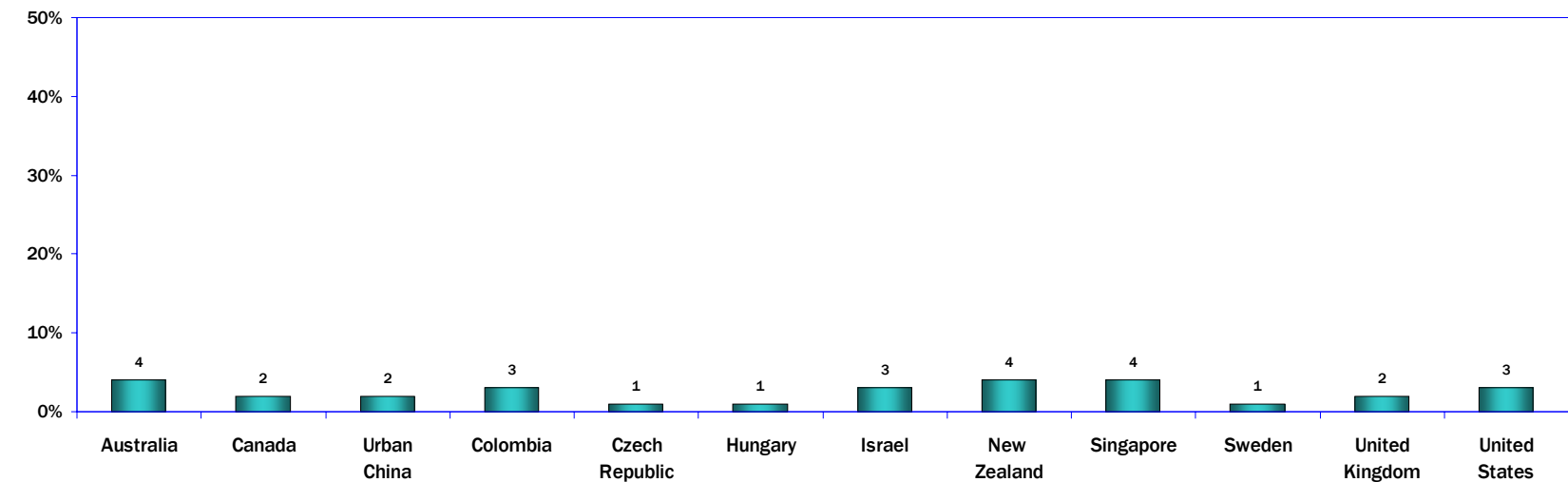
Weekly



Q24D-M1-D-4

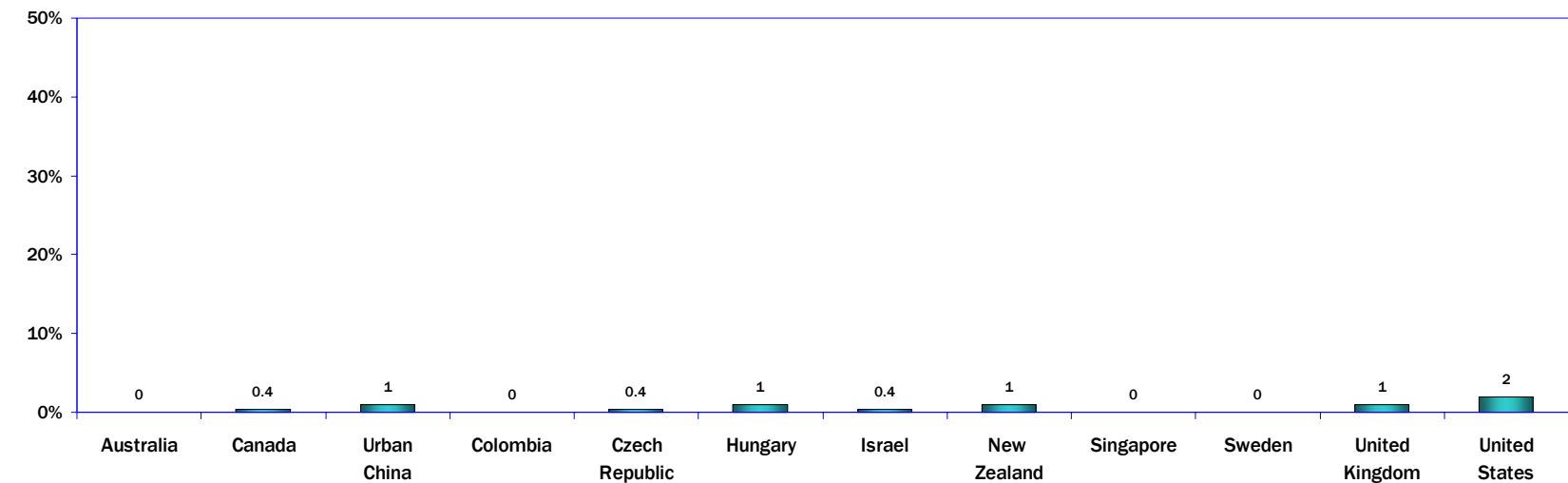
76. Distance Learning: Detailed Responses

Daily



Q24D-M1-D-5

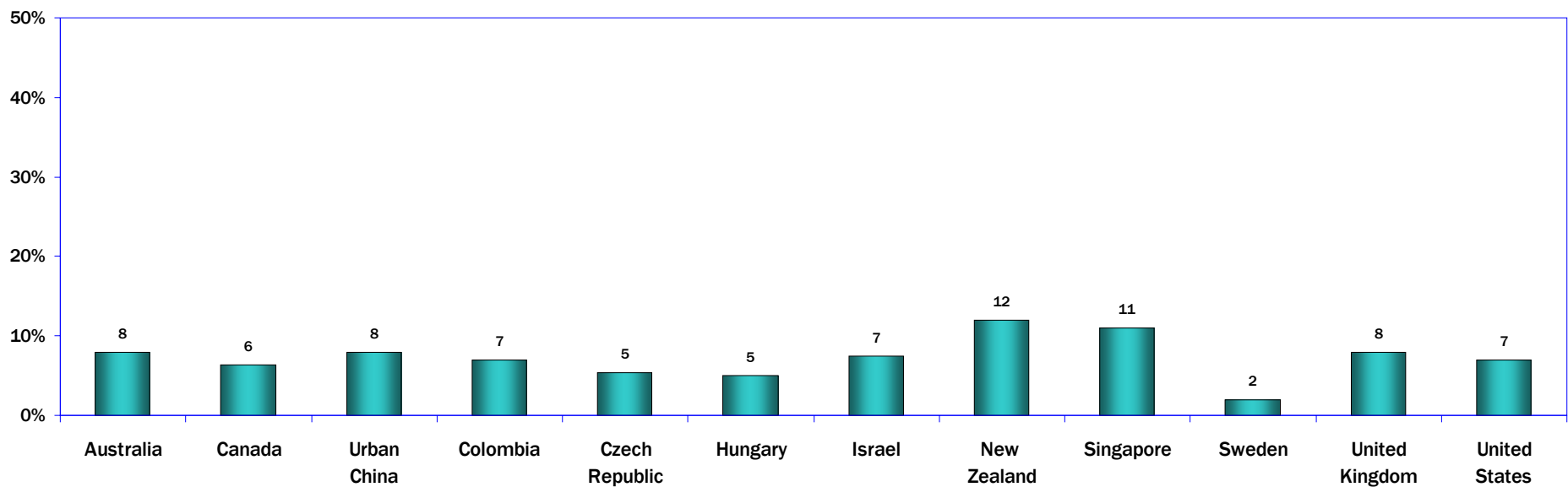
Several Times a Day



Q24D-M1-D-6

76. Distance Learning: Detailed Responses

Combined: Weekly or More
(Weekly, Daily, Several Times a Day)



Q24D-M1-D-6-4-6

Appendix 1

The World Internet Project – International Contacts

United States (Organizer)

Center for the Digital Future
USC Annenberg School for
Communication
www.digitalcenter.org

Argentina

Institute of Applied Economics &
Fundacion de Investigaciones,
Economicas Latinoamericanas
www.fiel.org.ar

Australia

ARC Centre of Excellence for
Creative Industries and Innovation
Institute for Social Research
Swinburne University of Technology
[www.cci.edu.au/projects/
digital-futures](http://www.cci.edu.au/projects/digital-futures)

Bolivia

Universidad NUR
www.nur.edu

Canada

Canada Internet Project/
Recherche Internet Canada
www.cipiconline.ca

Chile

Pontificia Universidad Catolica de
Chile
School of Communications
www.wipchile.cl

China

Chinese Academy of Social Sciences
www.wipchina.org/en

Colombia

CINTEL -- Centro de Investigacion
de las Telecomunicaciones
www.cintel.org.co

Cyprus

Cyprus University of Technology,
Department of Communication and
Internet Studies
www.cut.ac.cy

Czech Republic

Faculty of Social Studies
Masaryk University Brno
www.fss.muni.cz/ivdmr

France

Center for Political Research at
Sciences-po [www.cevipof.msh-
paris.fr](http://www.cevipof.msh-paris.fr)

Germany

Deutsches Digital Institut
www.deutsches-digital-institut.de

Hungary

ITHAKA -- Information Society
and Network Research Center
www.ithaka.hu

Iran

University of Alzahra
www.Alzahra.ac.ir

Israel

The Research Center for Internet
Psychology (CIP)
Sammy Ofer School of
Communications
The Interdisciplinary Center
www.idc.ac.il/communications/cip/en

Italy

SDA Bocconi
Bocconi University
www.sdbocconi.it/home/it/

Japan

Toyo University
[http://media.asaka.toyo.ac.jp/wip/
index.html](http://media.asaka.toyo.ac.jp/wip/index.html)

Macao

University of Macau
www.umac.mo

Mexico

Tecnologico de Monterrey
www.proyectointernet.org

New Zealand

Institute of Culture, Discourse and
Communication, Auckland University
of Technology
www.wipnz.aut.ac.nz

Portugal

LINI (Lisbon Internet and
Networks International Research
Programme)
<http://www.lini-research.org>

Russia

Analytical Center, Video International
www.vi.ru/index.aspx?lang=ENG

Singapore

Singapore Internet Research Centre,
Nanyang Technological University
www.ntu.edu.sg/sci/sirc

South Korea

Yonsei University
www.yonsei.ac.kr

Spain

Internet Interdisciplinary Institute
Open University of Catalonia (UOC)
[www.uoc.edu/in3/pic/eng/
communication.html](http://www.uoc.edu/in3/pic/eng/communication.html)

Sweden

World Internet Institute
www.wii.se

United Arab Emirates

American University of Sharjah
Department of Mass Communication
www.aus.edu

United Kingdom

Oxford Internet Institute
www.oii.ox.ac.uk/microsites/oxis

Appendix 2

Research Methods

Australia

The Australian survey was conducted by telephone between June 12th and July 4th, 2007. A random sample of 1,000 Australians aged 18 years or over was selected using quota sampling method and interviewed. There were three quota requirements – age (5 groups) x gender x location (capital city/balance), resulting in 20 quota groups. Sample numbers were further grouped by state and territory urban (capital city) and rural (balance) regions, with proportionately greater numbers in New South Wales, Victoria, and Queensland. This was done in order to provide data that was more representative of the Australian population.

Canada

The Canadian Internet Project 2007 survey is a national survey of youths (12-17, n = 400) and adults (18+, n = 2,750) living in the ten Canadian provinces in private homes. In total, 3,150 telephone interviews were conducted in French or English in June and July of 2007. A probabilistic sampling model was employed to ensure a random and representative selection of respondents. The results were weighted by region, gender, and age according to 2006 Census of Canada. French speakers were slightly over-sampled.

China

The respondents were limited to urban residents between the ages of 15 and 59. The 2007 survey was conducted in seven major Chinese cities (Beijing, Shanghai, Guangzhou, Chengdu, Changsha, Xi'an and Shenyang) from March 21 to April 14, 2007. Random Digit Dial (RDD) telephone samples were contacted using a computer-assisted telephone interviewing (CATI) system. Gender and age group quotas based on the national population census data were used. In the end, there were 2,035 final valid cases, and the weighted sample size was 2,001, including 1,315 Internet users and 686 Internet non-users.

Colombia

The Colombian WIP survey was conducted between March 10 and April 12, 2007 and covered 913 municipalities. Constituting more than 97% of the national population, these are all the Colombian municipalities-small, medium, and large--with fixed telephone lines. A simple random sample was drawn from the total population of these collective municipalities. A total of 2,656 respondents, aged 12 and above, were interviewed by telephone (2,256 non-Internet users and 400 Internet users).

Czech Republic

The World Internet Project survey in the Czech Republic was carried out by the STEM agency in September 2007 using face-to-face interviews. The survey addressed 1,586 respondents 12 years of age and above. The research sample was stratified and representative of the Czech Republic in terms of sex, education, age, region, and the size of the respondent's domicile.

Hungary

The 2007 Hungarian WIP survey was conducted by the Társi Sociological Institute from May to June, 2007. For the preparation of the sample a multiple-step, proportionally stratified, probabilistic sampling method was employed. After determining the number of individuals to be questioned from each stratum, an address list from the Central Population Registry was purchased. Face-to-face interviews were conducted with the individuals randomly selected for the sample. During the fieldwork 6,462 addresses were approached, out of which 3,059 successful interviews were conducted. The final sample was weighted by gender, age, educational level, and type of residence and was representative for the Hungarian population 14 years old and older.

Israel

The 2007 Israel WIP survey was conducted by TNS Teleseker from June 24 to June 26, 2007. The survey was conducted by phone using a CATI (computer assisted telephone interview) system. The respondent pool consisted of 501 adults, aged 18 and above, drawn from a nationally representative sample of the Israeli Jewish townships. A probabilistic sampling model was employed to ensure a random and representative selection of respondents. Gender and geographical distribution (area codes) quotas were employed. The results were weighted by age and place of birth/origin. Quotas and weighting data were calculated according to the 2006 Census of Israel.

Macao

The 2007 survey was conducted by trained university students, using a computer-assisted telephone interviewing (CATI) system between November 25 and December 10, 2007. A random sample of 1,951 residents between 6 and 84 years of age who speak Chinese (including Cantonese, Mandarin, and other dialects) was successfully interviewed. The data were weighted against the latest Macao Population Census Estimates in terms of cross-distribution of age and gender.

New Zealand

Initially a random sample of 1,200 people (aged 12 and over) was obtained. A booster sample of a further 300 people enabled census proportions of ethnic groups and age groups to be obtained. Geographic areas and gender were sampled by census quota. People without landlines and non-English speakers were excluded. Participants were contacted and interviewed by telephone from September to October 2007. The sample was weighted by age, gender, ethnicity and household size.

Singapore

Singapore Internet Project (SIP) Survey 2007 was conducted between September and October 2007. Using the Computer Assisted Telephone Interviews method, 884 respondents aged 13 and above were selected and interviewed for analysis. The sample, which closely matched the Singapore population characteristics, has equal proportion of males and females. The racial composition (75% Chinese, 14% Malays, 9% Indians, and 3% Others) of the sample is almost identical to the population. Youths 15-24 years old were over-represented, while senior adults were slightly underrepresented. People with low education (primary school or below) were underrepresented, and degree holders were over-represented. Housing type was similar to the population.

Sweden

The Swedish study is planned according to a revolving panel design. In 2000, the first year of the study, a random sample of the Swedish population was pulled from the national registration database. Each year a new random sample of people - chosen through a stratified selection, based on age and gender - is introduced to replace those who leave the panel. Around two thousand Swedes, aged 18 years and above, are interviewed by telephone every year. In 2007 there were 2,016 respondents. Data was collected from February 1 to March 31, 2007.

United Kingdom

The WIP-UK or Oxford Internet Surveys (OxIS) uses a representative probability sample of over 2,000 individuals aged 14 and older in Britain (England, Scotland, and Wales). Three waves of data have been collected (in the years 2003, 2005, and 2007) and another survey is confirmed for 2009. Interviews were conducted face-to-face in people's homes by ICM Research© from March 1st to March 26, 2007. The data were weighted according to the 2001 UK Census based on gender, age, socio-economic grade, and region.

United States of America

Interviews were conducted in English and took place between February 28th and August 6th of 2007. Data was collected from 2,021 respondents, aged 12 and above, through a combination of telephone and web surveys. For both the original sample drawn in 2000, and the replacement samples selected in subsequent years, a national Random Digit Dial (RDD) telephone sample was used. To correct for discrepancies between the sample data and Census data, the sample data was weighted by gender, age, income, and education.

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