

Interactive Generations in Latam: Social and educational challenges

Telefonica, S.A.

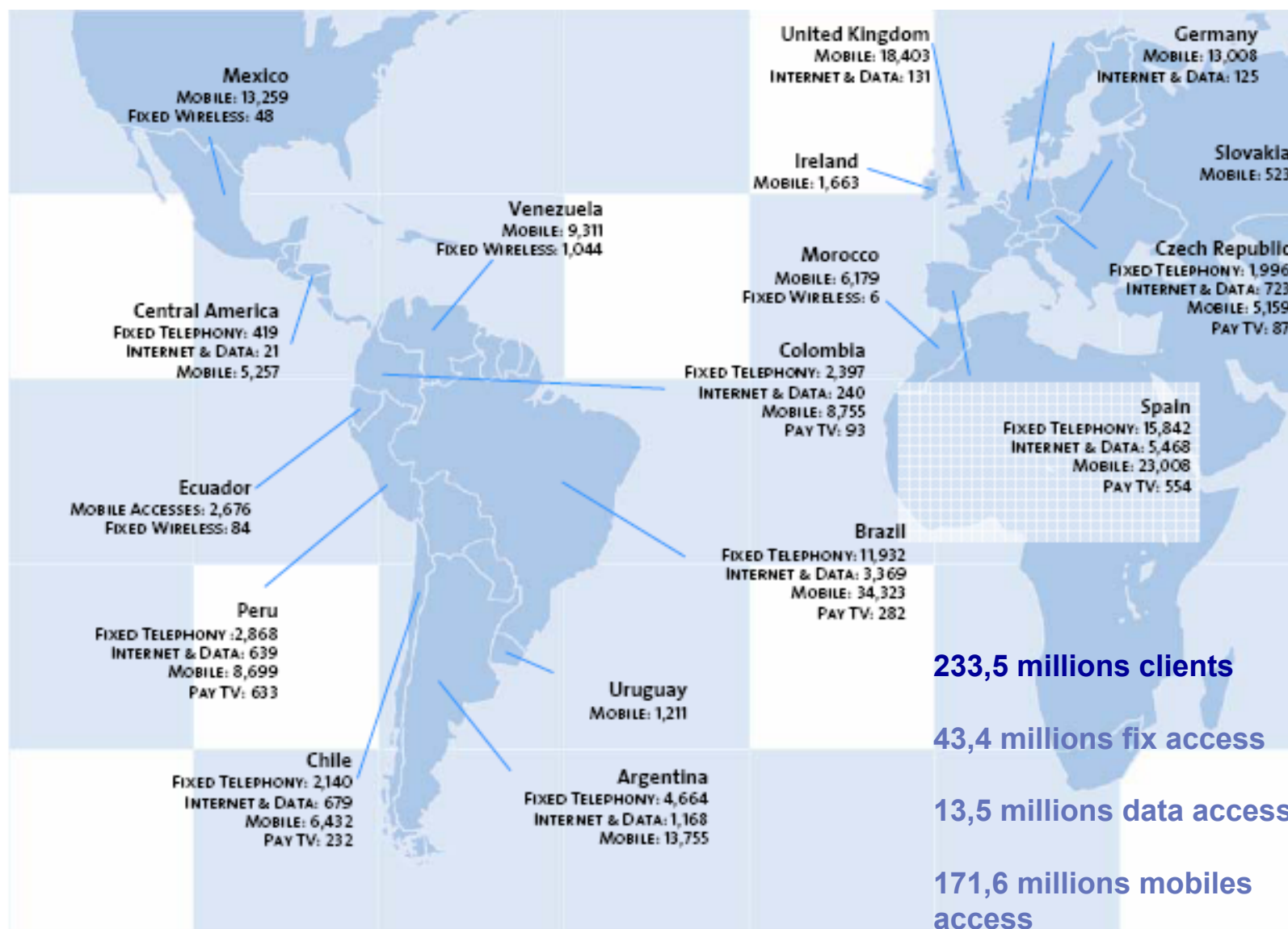
María José Cantarino de Frías

Safer Internet Forum

Luxembourg, 26th September 2008



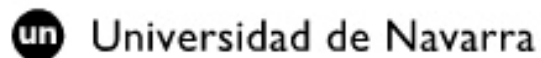
01 Where is Telefonica settled?



02 Civertice Group – University of Navarra

Civertice is a group of researchers, made up of professionals from the University of Navarra and Secondary Schools, which aim is to go deeply into the knowledge of the younger users behavior as consumers, specially in that related with Internet, TV, video games, mobile phones, etc).

In Spain, between 2004 and 2007, a similar research was carried out. Over 11.000 students from 53 schools from the whole country participated on it.



03 Interactive Generations:

Project description (I)

There is a **lack of knowledge** about the way **South American children** are using ICTs:

- **Telefónica**, together with the **University of Navarra** has carried out a survey in several countries (**Argentina, Brazil, Colombia, Chili, Mexico, Peru and Venezuela**) with the aim to find out how these **children** are **behaving** with the **internet, mobiles phones, video games and the TV**.
- It is the **most broad study** about children and technology to date. The study undertakes all technologies available to adolescents and children. More than **80.000 students** participated in the online survey. 25.467 were selected for the representative sample.
- **807 schools** involved from the countries mentioned above.
- Survey took place between **October 07 and May 08**

03 Interactive Generations:

Project description (II)

- The **questions** are filled **online** in the schools, in the computer lab.
- **Two age groups** were established: **6-9** and **10-18** years old. Survey was adapted for both groups.
- **Linguistic and country particularities** were introduced. 14 surveys were elaborated in two languages.
- **No personal information** was asked to participants: they were provided with a school-code that identify them (as urban, rural, public or private, country).
- **Demographical info** was **included** on the survey.
- Urban scholar 6-18 years old population is represented by this sample. **Rural sample** was obtained for **Peru** and **Mexico**

03

Interactive Generations:

Project description (III)

- After completing the survey, **schools** have received a **personalized report** with their students' uses and opinions about the ICTs.
- In a second phase, **feed-back from schools** are required in order to know what kind of needs the information provided arise.
- **Relationship with schools, teachers and parents** starts with the survey but **has a continuity over time** through the website (newsletter, seminars, workshops...).
- www.generaciones-i.net
- Telefonica, will take this survey as a starting point for an awareness campaign in Latin America. Telefonica will use all its distribution channels for this campaign and to foster technology responsible use .
- What we already know is that latin american children prefer Internet to TV.

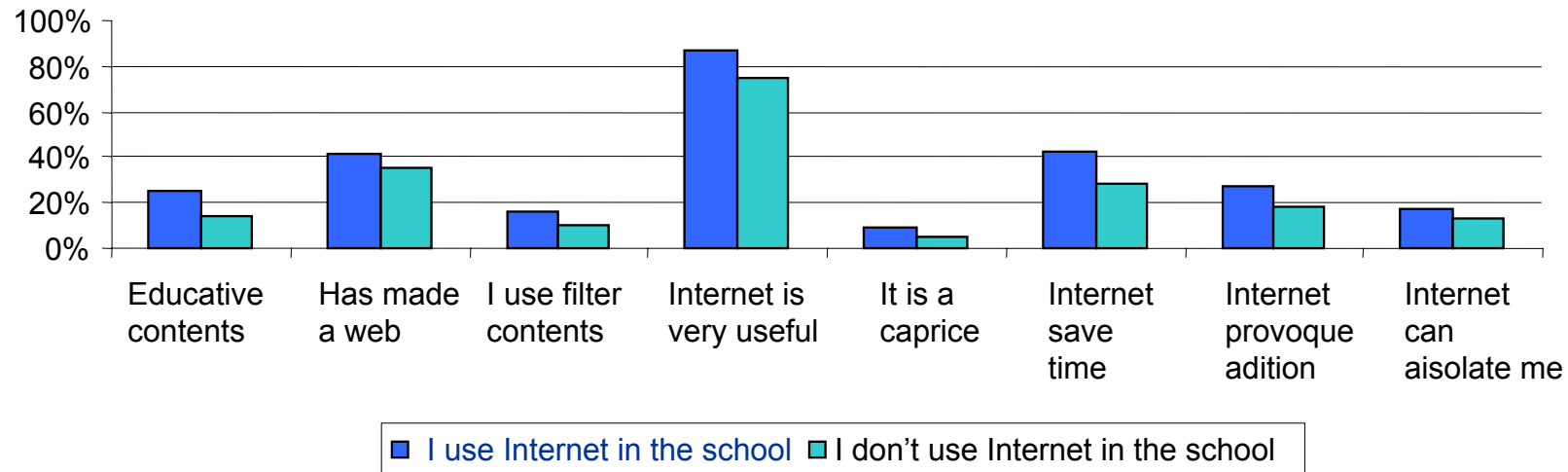
¿What do you prefer?(%)

	11 years	12 years	13 years	14 years	15 years	16 years
Internet	42	51	58	61	61	59
TV	39	34	27	23	27	27

03 Interactive Generations

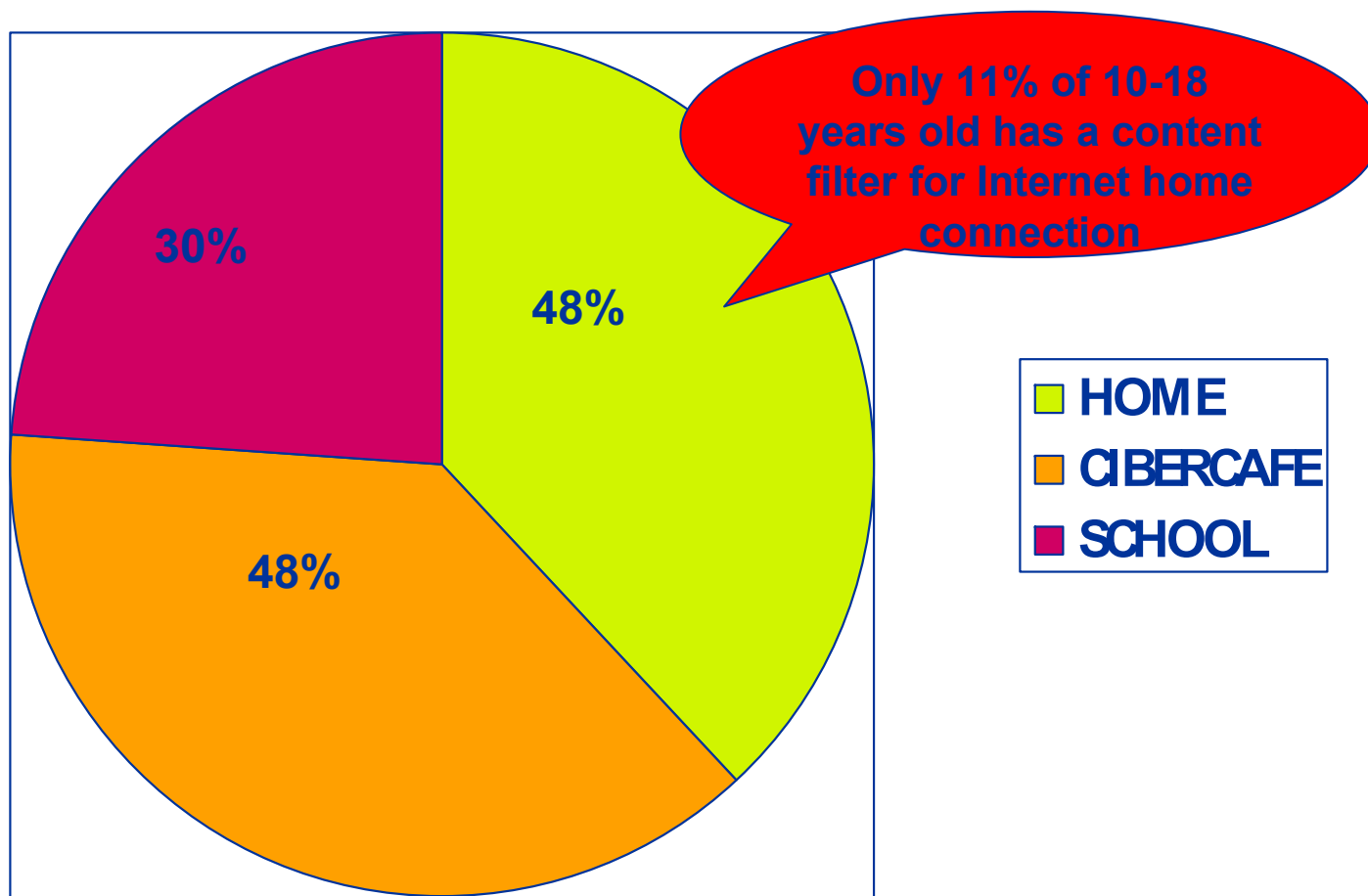
Survey carried on in South America. What we have already realised!

- Different uses of internet if they learn to use it at school or not!

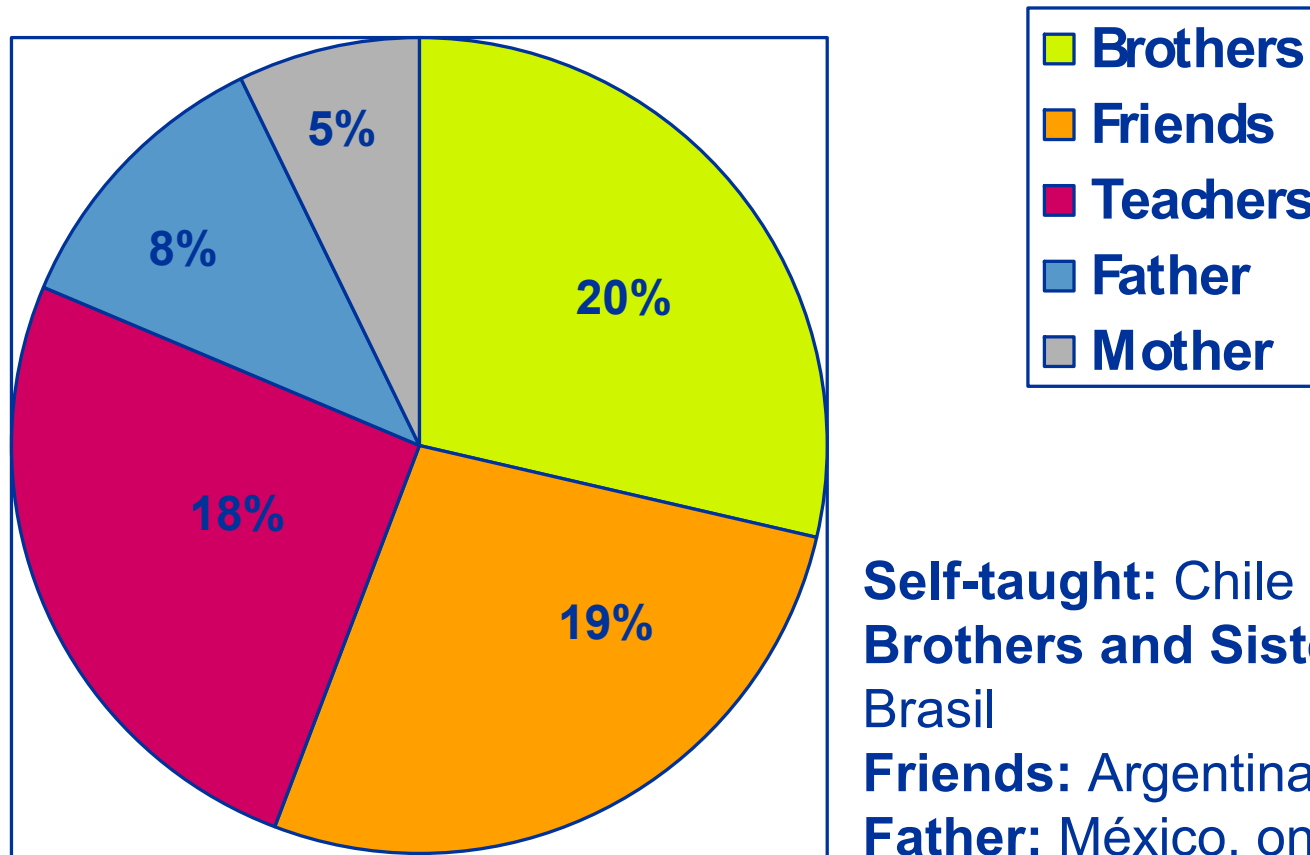


Where are they accessing the Internet from?

They are using significantly the Net from non-controlled environments



Who teaches children to use the Internet



Self-taught: Chile and Argentina

Brothers and Sisters: Mexico and Brasil

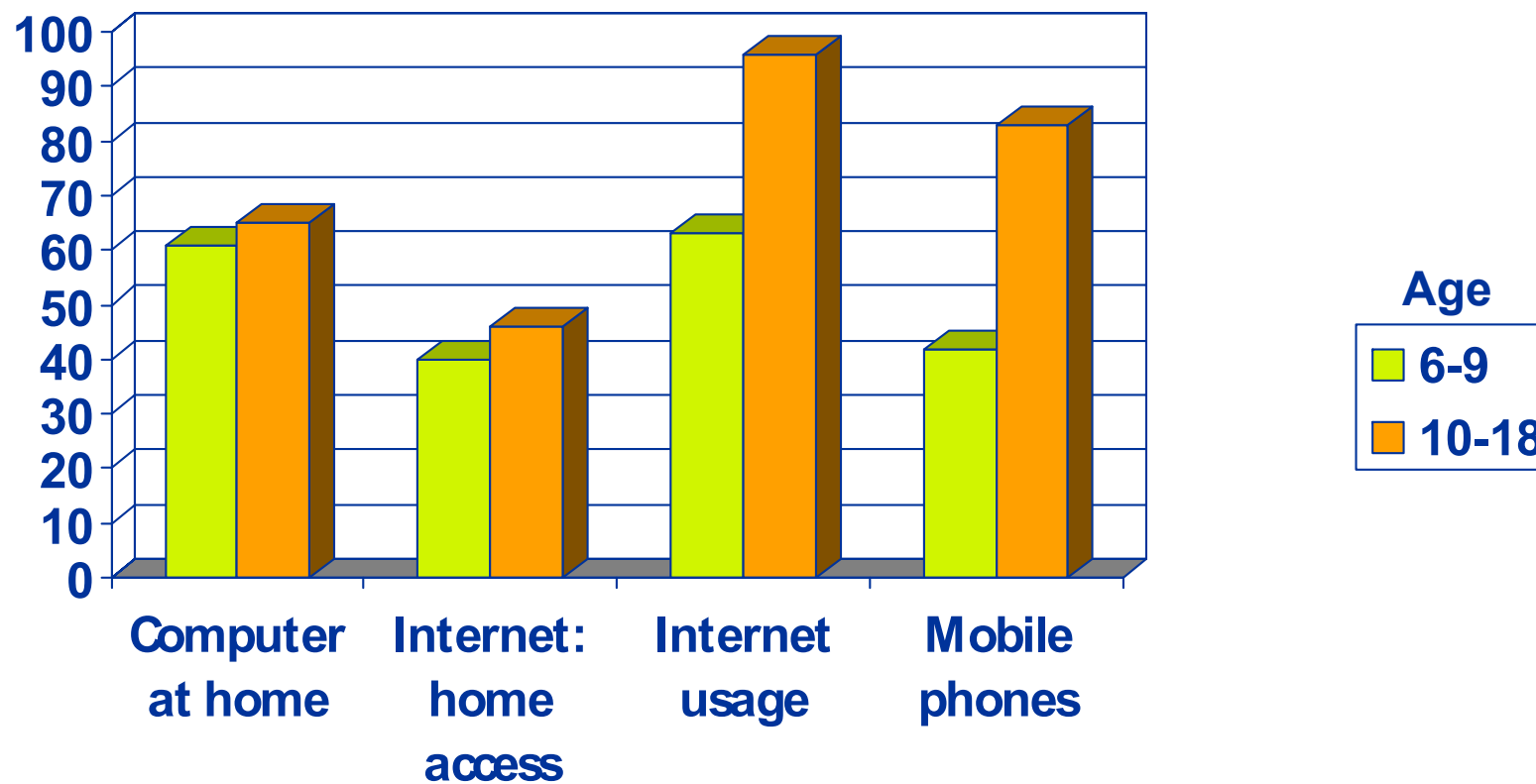
Friends: Argentina

Father: México, one of each ten minors

Mother: Mexico 6%

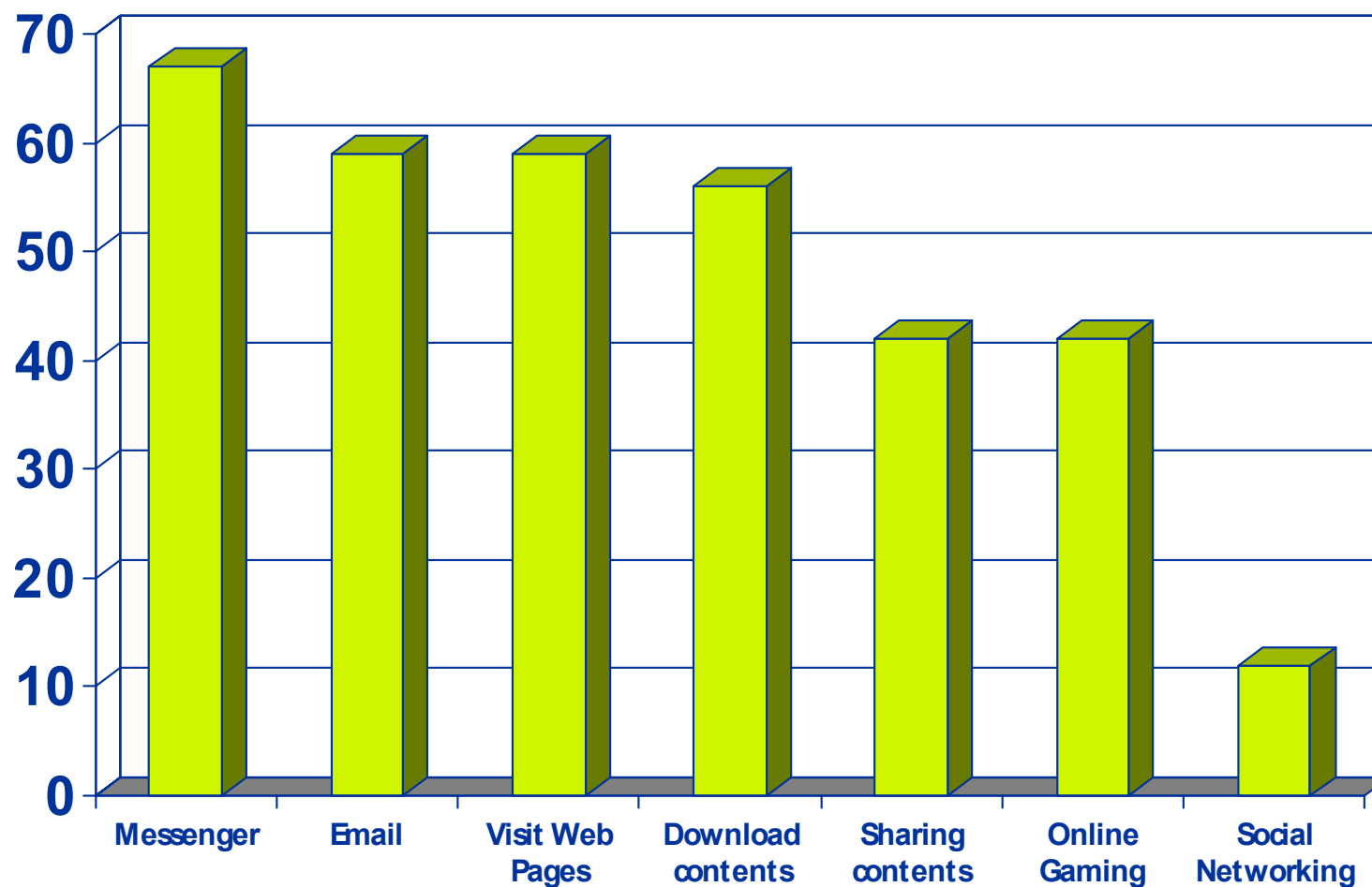
Teachers: Colombia 28 % vs Brazil: 10% aprox.

Some findings: posesesion and usage

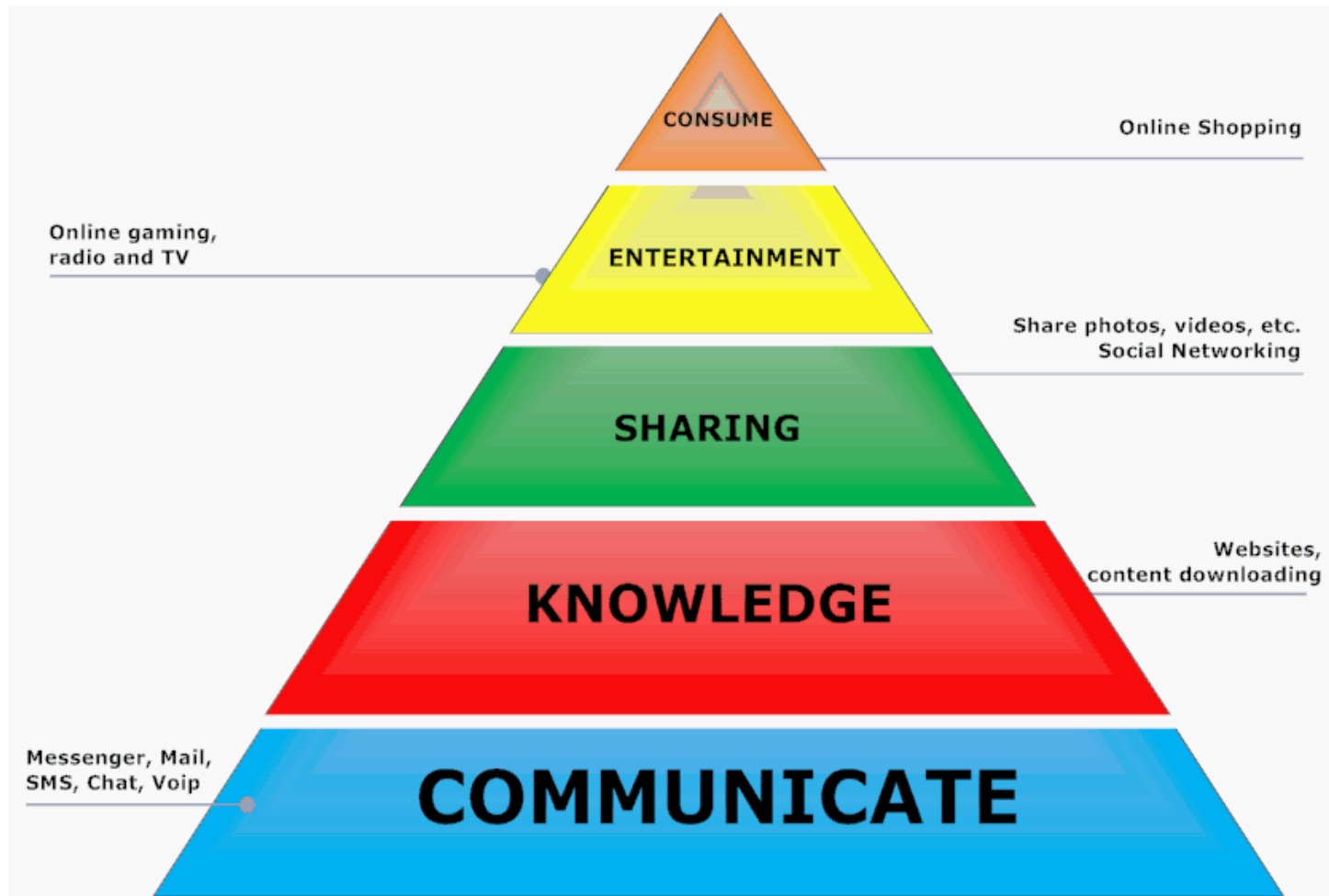


What do they do online?

Most popular applications (10-18 years old)



What do they do online?



What do they do online?

Comunication

Messenger:	Average 70% More (Chile 85% and Argentina 84%) Less (México 68% and Colombia 53%)
Mail:	Average 62% More (Perú 71% and Argentina 70%) Less (Venezuela 55% and Colombia 53%)

Knowledge

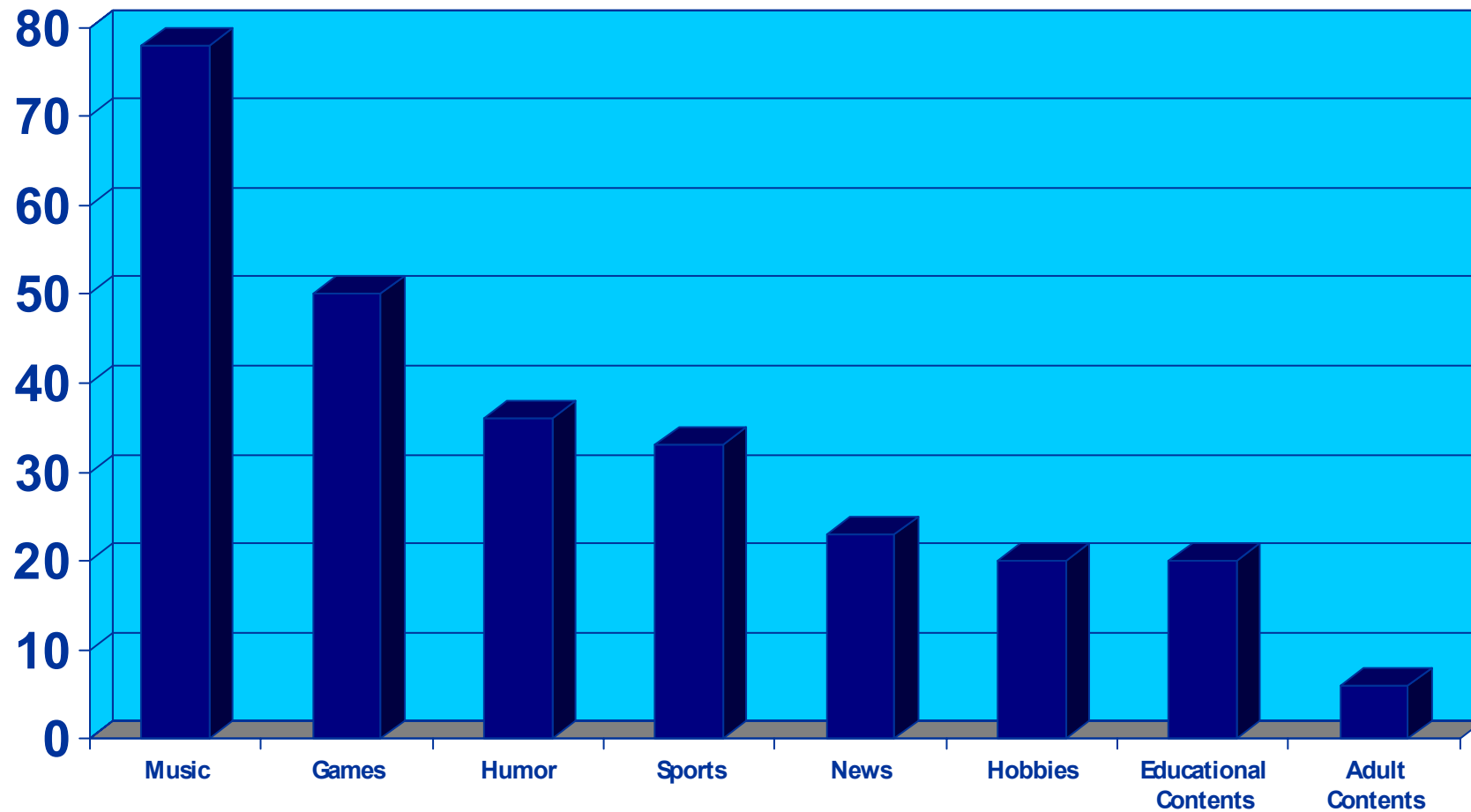
Webs	Average 61% More (Argentina 75% and Chile 72%) Less (Colombia 44%)
Download:	Average 59% More (Chile 73%) Less (Colombia 41%)

Share Contents

Pics-videos	Average 43% More (Chile 59%) Less (Venezuela 38% and Colombia 25%)
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What do they do online?

Preferred contents (10-18 years old)

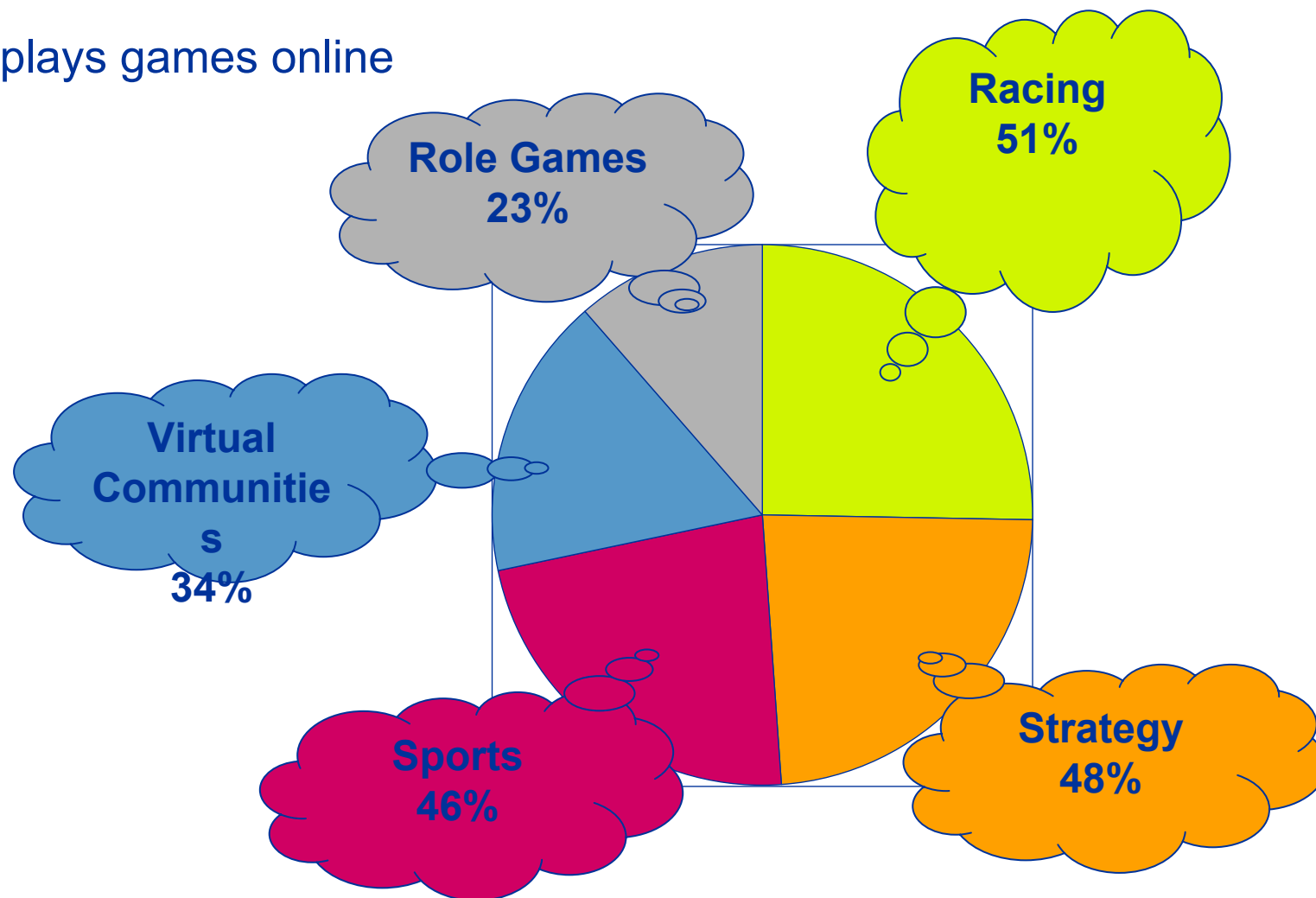


What do they do online? (10-18 years old)

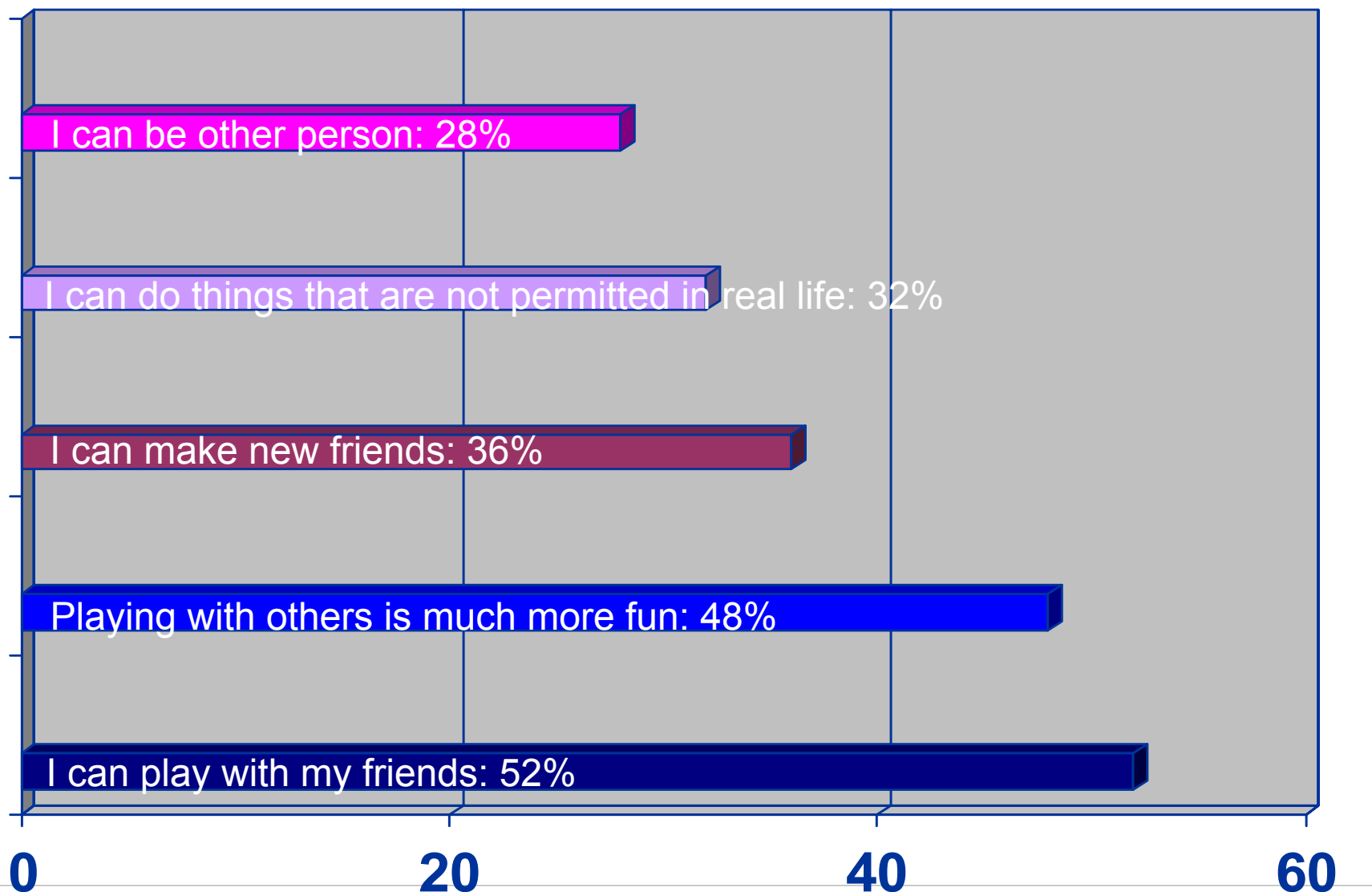
- ¿Content creators?
 - 16% has a blog
 - 12% has a personal website
 - 8% has both
- Friends online:
 - 68% use the Messenger to talk with friends
 - 34% has a virtual friend and meet offline
 - 34% has not any virtual friend
 - 25% has a virtual friend but does not meet off
- Saying the truth online...
 - 68% use to say always the truth online
 - 36% use to chat with unknown people
 - 22% use to lie online

Online games (10-18 years old)

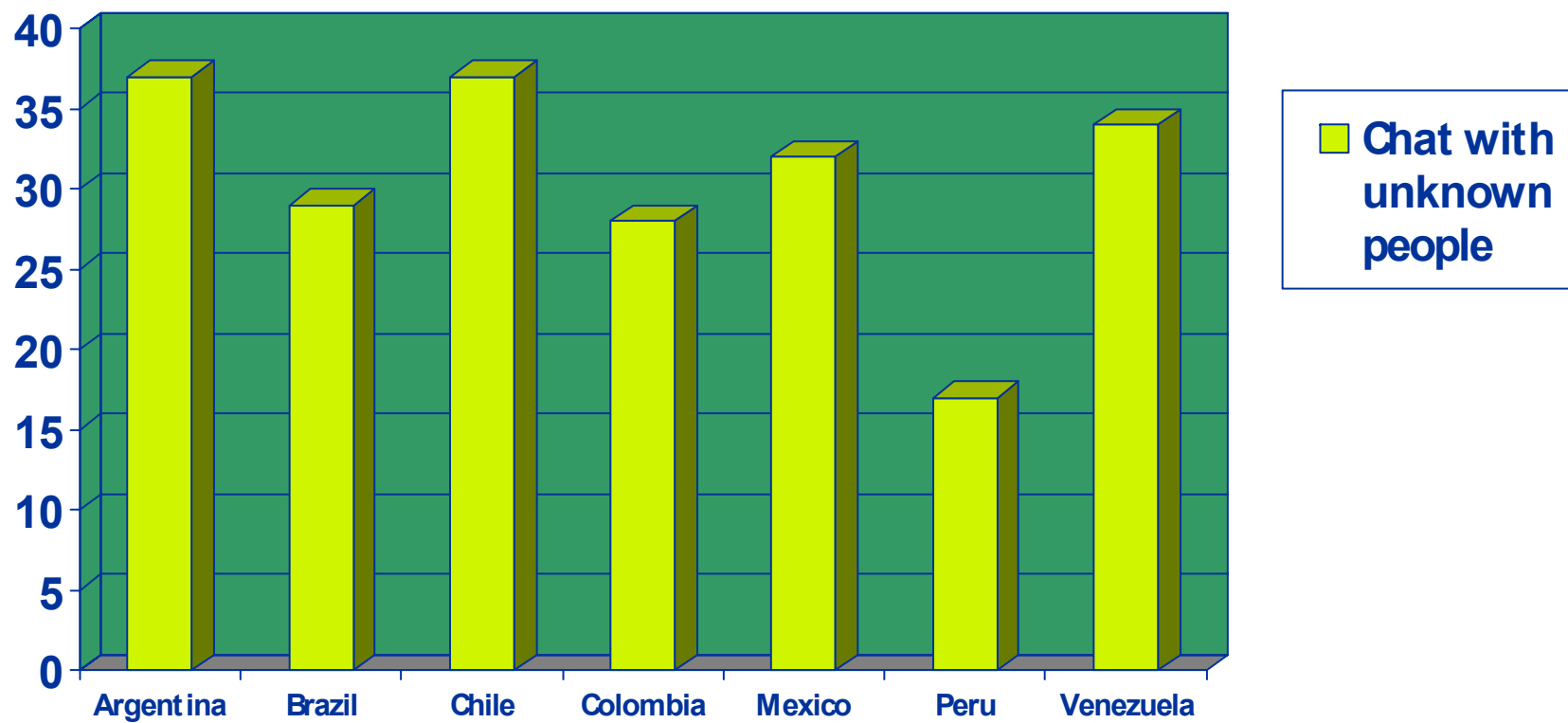
38% plays games online



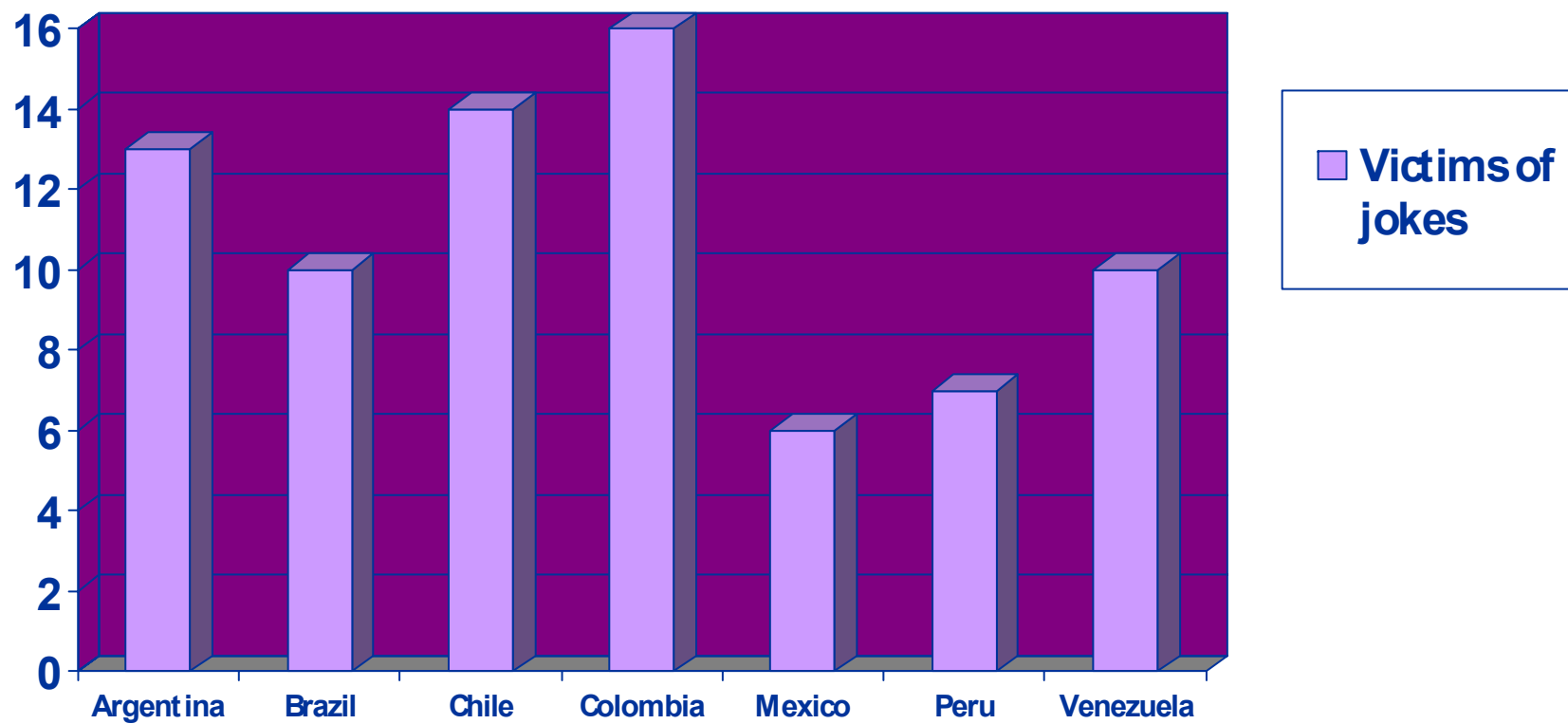
Why do they play games online?



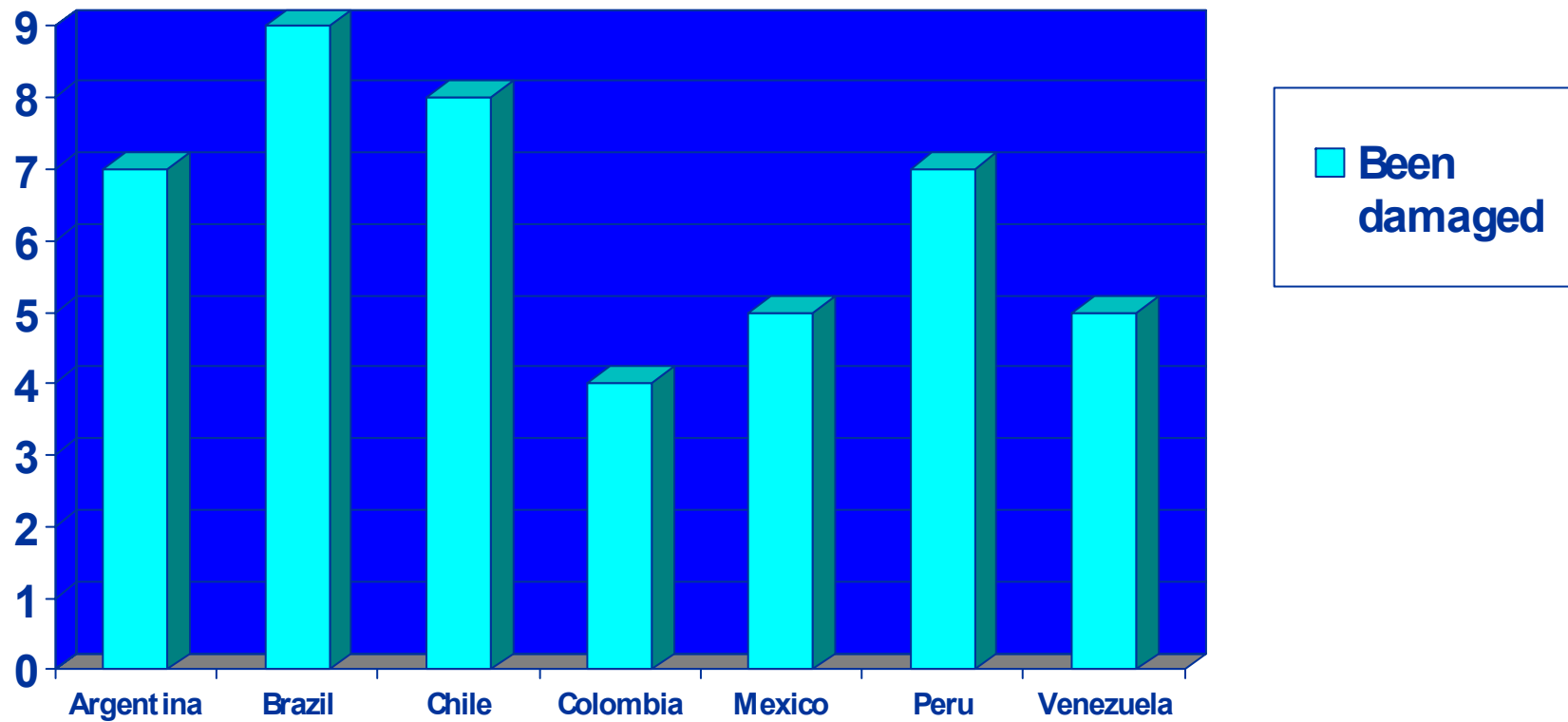
Undesirable Contacts



Victims of jokes



I have been damaged



What do the children do with mobile phones?

	Average	Argentina	Brasil	Chile	Colombia	México	Perú	Venezuela
COMUNICATIONS								
Calls	80	83	82	86	70	81	83	80
Text	77	95	66	82	61	81	76	88
Chat	14	13	16	14	15	11	13	42
CONTENTS								
Listening music	55	51	60	56	37	63	45	62
Watch pics or videos	47	46	49	60	31	52	36	52
Surfing on the net	13	15	13	17	11	11	12	21
Wathching TV	6	3	8	5	3	7	4	10
FREE TIME								
Playing	52	50	45	65	48	53	56	53
CREATIVE								
Take pics	49	47	52	50	30	58	49	46
Record videos	45	43	44	52	31	52	37	50
ORGANIZATION								
Watch	60	72	65	76	45	56	59	58
Agenda	46	57	51	59	33	43	44	48

Telefónica
