Global Internet User Survey

31 August 2011
Overview

1) Background: About the Global Internet User Survey programme

2) Key Goal: Coordinating with and supporting Chapters

3) Next Steps: Enhancing the Global Internet User Survey

4) Feedback: Questions and Discussion
Background:
About the Global Internet User Survey programme
Global Internet User Survey Goals and Strategy

By providing a unique worldwide view of Internet users’ opinions on key issues, the Global Internet User Survey (GIUS) is envisioned as a sustained programme that aims to:

- Support the Internet Society’s messaging and positioning as a trusted leader on Internet issues
- Provide a foundation for Chapter efforts
- Inform programmatic and strategic planning
- Benchmark global awareness of the Internet Society
Survey Programme Plan: 3-year view

**Year 1:** An initial effort to trial and test the Global Internet User Survey methods and process

**Year 2:** A globally-scoped survey developed in coordination with Regional Bureaus and Chapters

**Year 3:** Based on experience gathered from first two programme years explore a sustained worldwide survey
Global Internet User Survey: 4 Key Components

- Global data gathering effort
- Support for developing and conducting parallel complementary surveys by Chapters
- Coordinated roll out and announcement plan to support the programme goals
- Consultation to further develop the programme
Global Internet User Survey: Year 1 Development

- **Background research** was conducted on existing surveys
- An **initial set of countries** were selected to provide global coverage and representation within each region
- A statistically significant sample of **Internet users** were polled within each country
- Questions within **defined topic areas** were developed in consultation with expert Internet Society staff
- Key goals of year one included:
  - Developing data on **high-interest topics**
  - **Benchmarking awareness** of the Internet Society, and
  - Developing **processes and initial data** as a basis to explore further global Internet user survey efforts
YEAR 1: Global Internet User Survey Questions

Topics covered areas of interest to Internet Society programmatic efforts, including:

- Internet usage
- Online privacy and personal data use
- Network Neutrality
- Awareness of the Internet Society and other organizations
YEAR 1: Global Internet User Survey Coverage

Responses from more than 6000 Internet users in 11 countries:

- Argentina
- Brazil
- France
- India
- Italy
- Indonesia
- Russia
- South Africa
- South Korea
- Spain
- United States
YEAR 1: Sample results (1 of 2)

Greater than 9 out of 10 would like greater control over personal data shared online:

- 93% would like better information about how websites use data
- 92% would like better tools for managing data
- 88% support “do not track” mechanisms

Internet is seen as having an important role in contributing to progress:

- 88% believe the Internet has a role in solving global issues (UN Millenium Development Goals)
- 59% believe the Internet will be most effective in building global partnerships for economic development
- 52% believe the Internet has improved access to primary education
YEAR 1: Sample results (2 of 2)

Nearly universally (95%) respondents said that the Internet has not come close to reaching its full potential, and will become an even more important part of their lives in the future.

Other interesting results:

- 90% of respondents agree (58% strongly) with the need for national privacy standards.
- 49% of respondents said that they would be willing to pay a monthly premium to ensure their privacy, while 51% said they would not be willing to do so.
- 81% of respondents agree that the Internet needs to be controlled to protect end-users.
- 80% of respondents agree that there should be no restrictions on accessing lawful content via the Internet.
- 96% of respondents agree (65% strongly) that having a choice of Internet service provider is important to them.
- If given 30 minutes of free time, nearly 60% of respondents would browse the web or check email over other options, including spending quality time with friends and family.
Key Goal: Coordinating with and supporting Chapters
Key Coordination Points

Chapter-led survey development and deployment

- Development of Chapter-specific survey questionnaire
- Templates for survey invitation and other supporting material
- Translation of questionnaires and other templates
- Hosting of online survey and facilitation of data collection

Announcement coordination

- Develop and distribute news releases for local media in coordination with Chapters
- Leverage website at InternetSociety.org/survey to provide access additional Chapter survey results
- Provide additional support for use by Bureaus and Chapters for local channels
- Draft a “pattern op-ed” for use by Bureaus and Chapters for local channels
Supporting Materials

- Central website: InternetSociety.org/survey
- Top line results report
- Global news release
- Regional news releases
- Infographics of key findings
- Presentation resources
- Full survey data and detailed methodology
Next Steps: Enhancing the Global Internet User Survey
Timeline

- **Deployment and initial development of rollout plan** (through 30 August)
  - Conduct and initial assessment on first year survey effort
- **Chapter Consultation** (beginning on 31 August)
  - Further input and feedback, especially on Chapter-oriented efforts
- **Supporting materials finalized** (through 12 September)
  - Including website, reports, and other materials
- **Media outreach** (beginning 12 September)
  - Coordinated global, regional, and Chapter announcements
- **Phase 2 implementation based on further refinement and input** (beginning August)
  - Currently underway, aiming to complete Year 2 by April 2012
Areas to Explore

How can the survey be expanded to include additional countries and areas?

What areas of interest ought to be considered for the survey programme?

Are there other options for leveraging this effort that would provide value for Chapters?

How best to coordinate going forward?

What other questions or areas should we explore about survey processes?
Feedback:
Questions and Discussion
Areas to Explore

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Thank you!

Please contact me with questions or suggestions:

Greg Wood
wood@isoc.org