

A young man with short dark hair, wearing a dark blue jacket over a light blue shirt, is looking down at a mobile phone held in his right hand. He is in a room with white plastic walls. On the wall behind him, there is a small framed picture of a red rose, a grey speaker, and a clock. A light bulb hangs from the ceiling. The overall scene suggests a modest living environment.

# Generation Mobile

**Internet and Online Media Usage on Mobile Phones  
among Low-Income Urban Youth in Cape Town**

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Mobile 2.0: Beyond Voice? – ICA Preconference, May 20-21, 2009, Chicago

# This Study

- ▣ Detailed survey on mobile phone usage among grade 11 students [N = 441] from highly deprived areas in Cape Town, South Africa
- ▣ One-year project - data capturing concluded in November 2008
- ▣ In-depth snapshot, not meant to be representative
- ▣ Goal: Obtain detailed reliable quantitative data on mobile phone usage by low-income urban South African youth



# The Challenge: Reliable Usage-based Statistics

67% “own a cell phone”  
(AMPS, 2008)

62% “own a mobile phone or a SIM card”  
(RIA, 2009)

72% of youth “have a cell phone”  
(KFF/SABC, 2006)

33% of “households with access to cell phones”  
(Tabela et al., 2007)

15% of households have “a computer at home”  
(RIA, 2009)

5% of households have “a working Internet connection”  
(RIA, 2009)



# The Challenge:

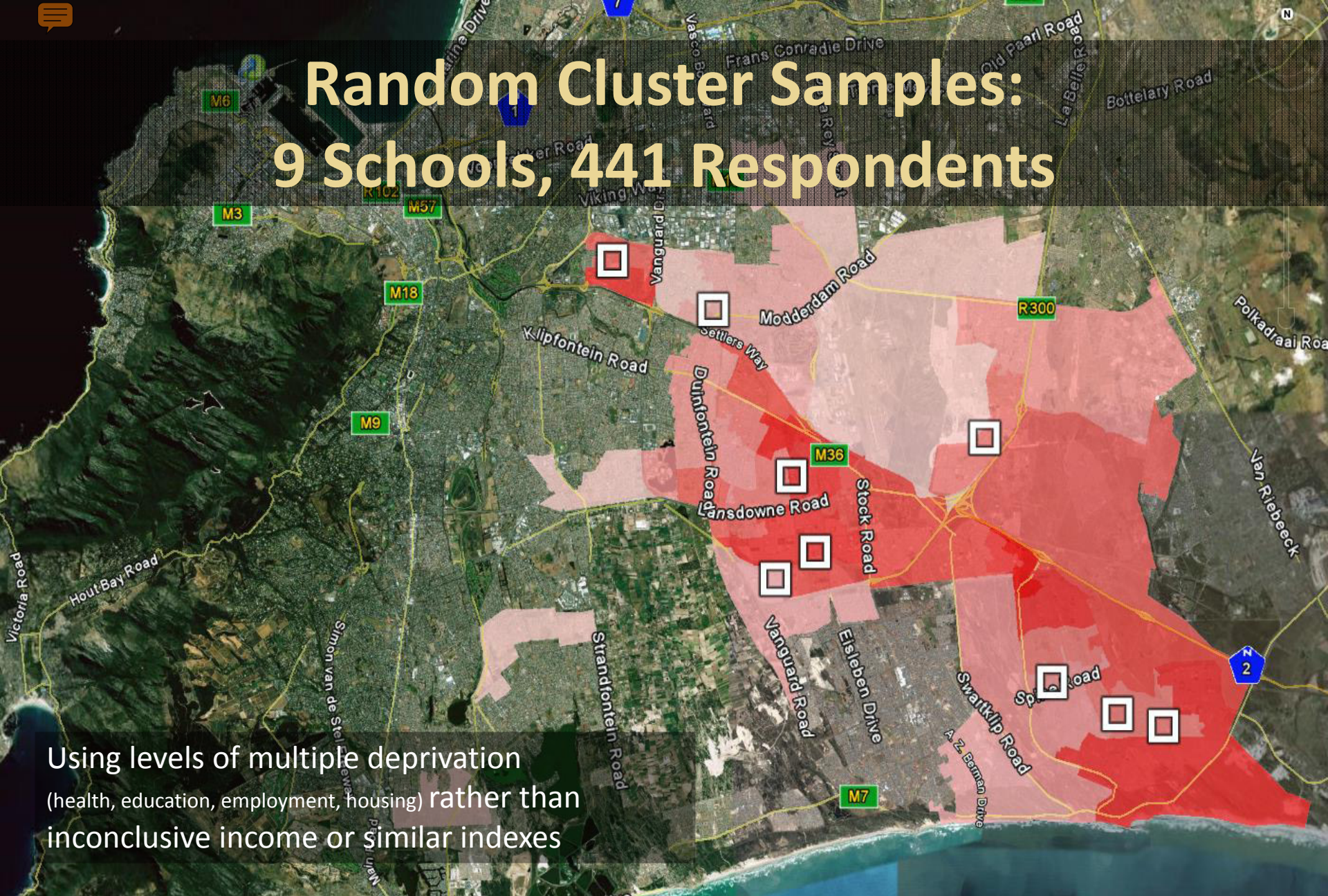
## Reliable Usage-based Statistics

- ▣ Household surveys often struggle to assess recent trends because of question design
  - E.g. “Do you ever use the Internet?”
  
- ▣ Industry reported data is insufficient
  - Only shows number of active SIM cards
  
- ▣ Extreme inequalities among racial groups and between urban/rural users for Internet usage
  
- ▣ Fast-changing trends and uptake

# Low-income Urban Youth - at the Crossroads

- ▣ Grade 11, aged 16-20 (mean avg. 17.8)
- ▣ Confronted with crime, HIV/AIDS, unemployment...
  - but: chance to finish high school, attend university
- ▣ Population in relative or extreme poverty
- ▣ Early technology adopters
- ▣ Of prime interest to politicians, social workers, etc.

# Random Cluster Samples: 9 Schools, 441 Respondents



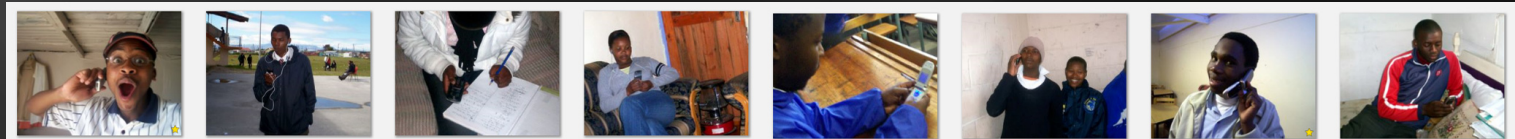
Using levels of multiple deprivation  
(health, education, employment, housing) rather than  
inconclusive income or similar indexes

Targeted bottom 50% most deprived neighborhoods in Cape Town metropolitan area (shaded),  
showing school locations



# Getting the Questions Right


- ▣ Biggest challenge: no shared vocabulary
- ▣ Qualitative methods and interviews to identify survey weaknesses



- ▣ Usage 'ever' and 'yesterday' to establish absolute and typical-day usage
- ▣ Detailed activity questions on online activities

# Getting the Questions Right

- ▣ 299 direct variables
- ▣ 52 variables assessing Internet usage; 13 activities

26. We're interested in what you do when you use a <b>CELL PHONE</b> . Please tell us whether you <b>EVER</b> do these activities, and whether you've done them yesterday. Please also tell us if you <b>NEVER</b> do these things.	have EVER done this before	did YESTERDAY	have NEVER done this
Play games 	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Play music	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
transfer or 'download' files (music or video) to your phone (using Bluetooth or Infrared)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use the Internet to get news or information about current events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research information for school on the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Look for health or medical information on the Internet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
go to Facebook, MySpace, Hi5 or similar websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go to websites about movies, TV shows, music groups, or sports stars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Go online for no particular reason, to 'Google' or browse for fun	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Results



# Universal Usage

100% mobile phone users

**77% owners**

(but also co-users)

**23% co-users**

(including 4% SIM-only owners)

# Multi-modal Tool

96% use a mobile on a typical day

73%  
make calls

68%  
use Internet

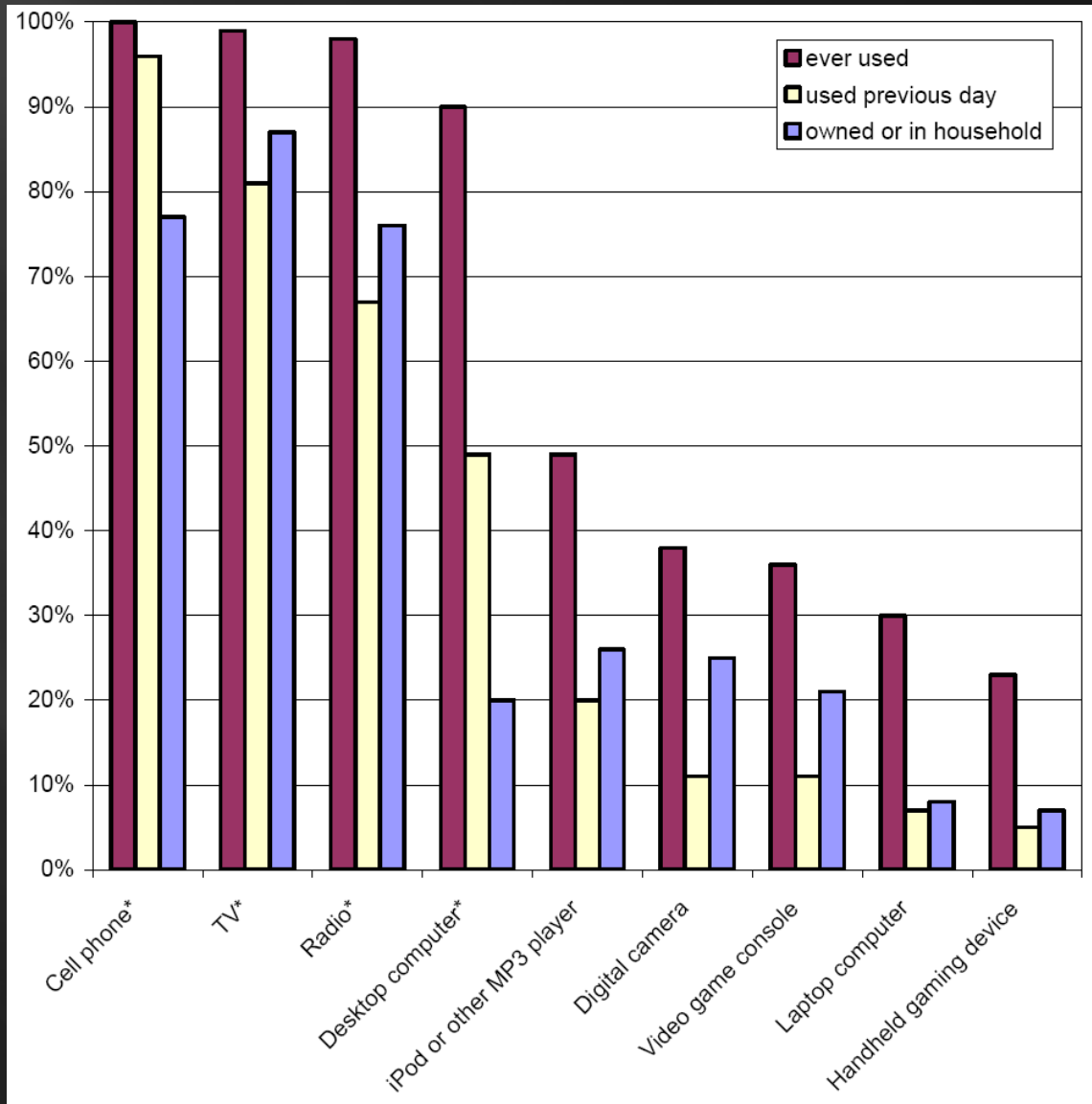
56%  
listen to  
music

50%  
take pictures

49%  
play games

37%  
record  
videos

# Most-used Technology



# iWhat?

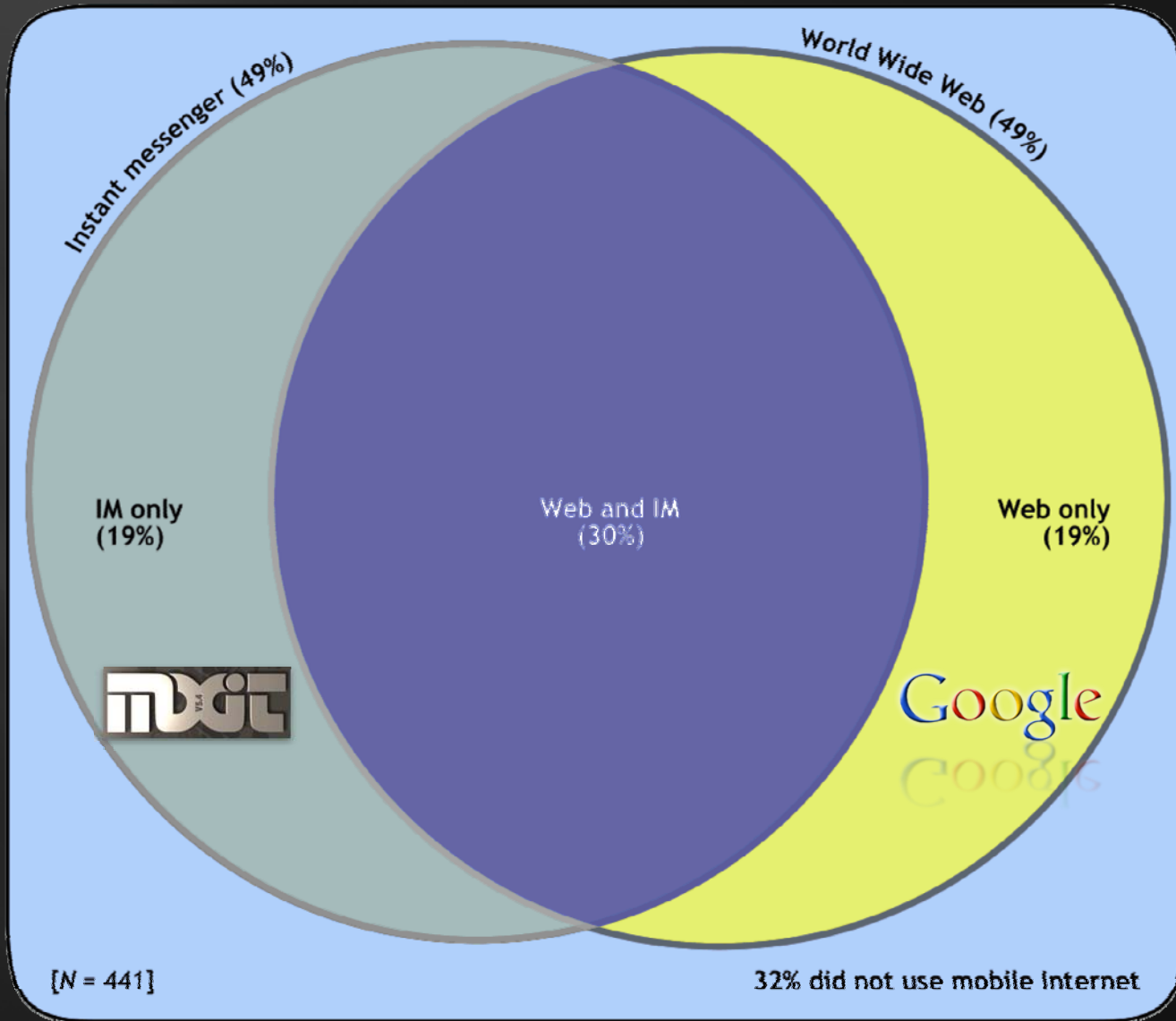
## Top 10 most *used* phones

		% of all models
Samsung	E250	20
Motorola	V360	9
Nokia	1100 *	4
Samsung	E370	4
Samsung	J750	3
Motorola	V3 Razr	2
Nokia	3310 *	2
Nokia	1600 *	2
Nokia	N70	2
Samsung	D900i	2
Other		52

\* Models not supporting Internet access  
Differences to 100% due to rounding. ( $n = 366$ )



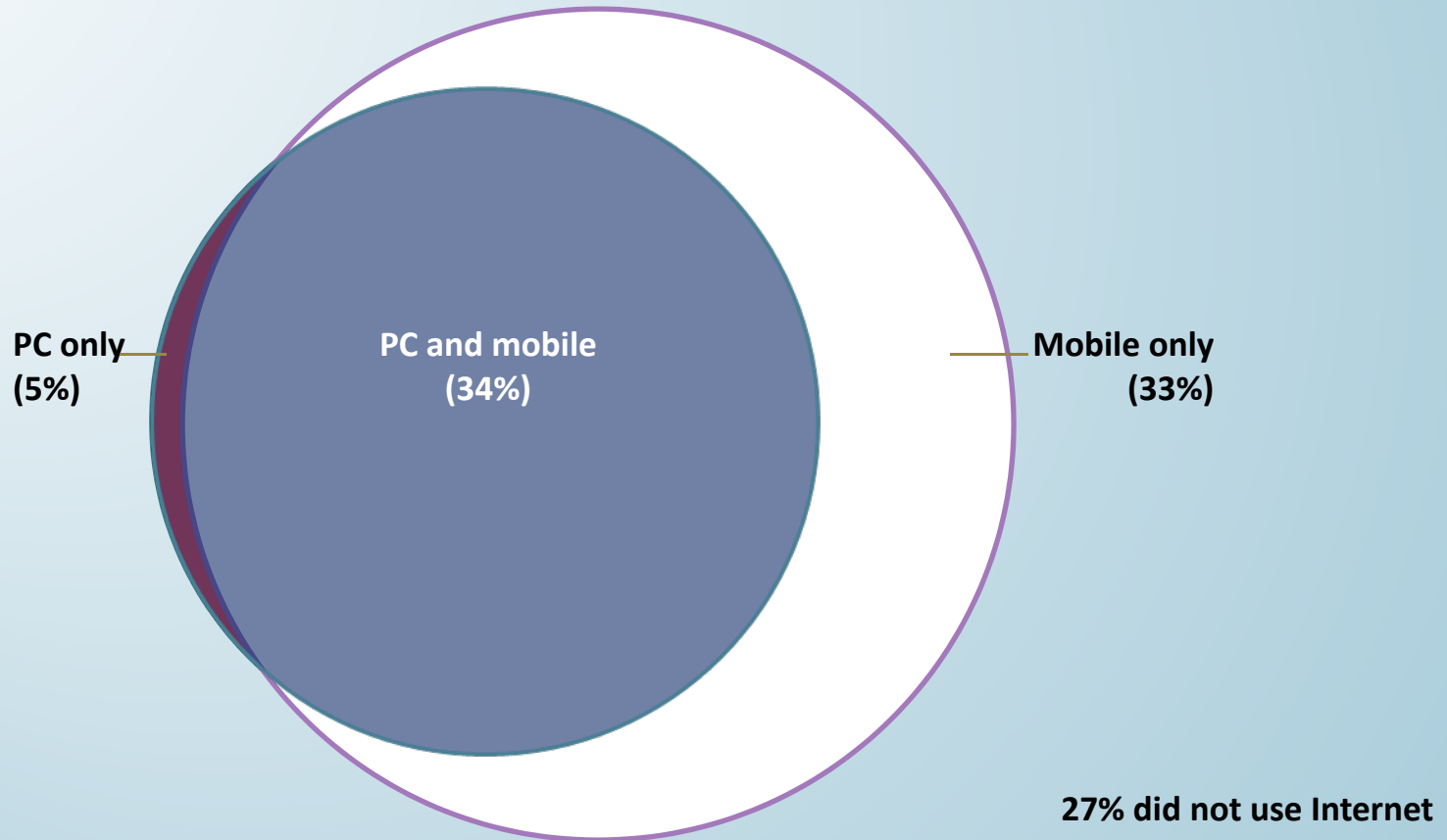
# Using Mobile Internet on a Typical Day...





# Source of Internet Usage on a Typical Day

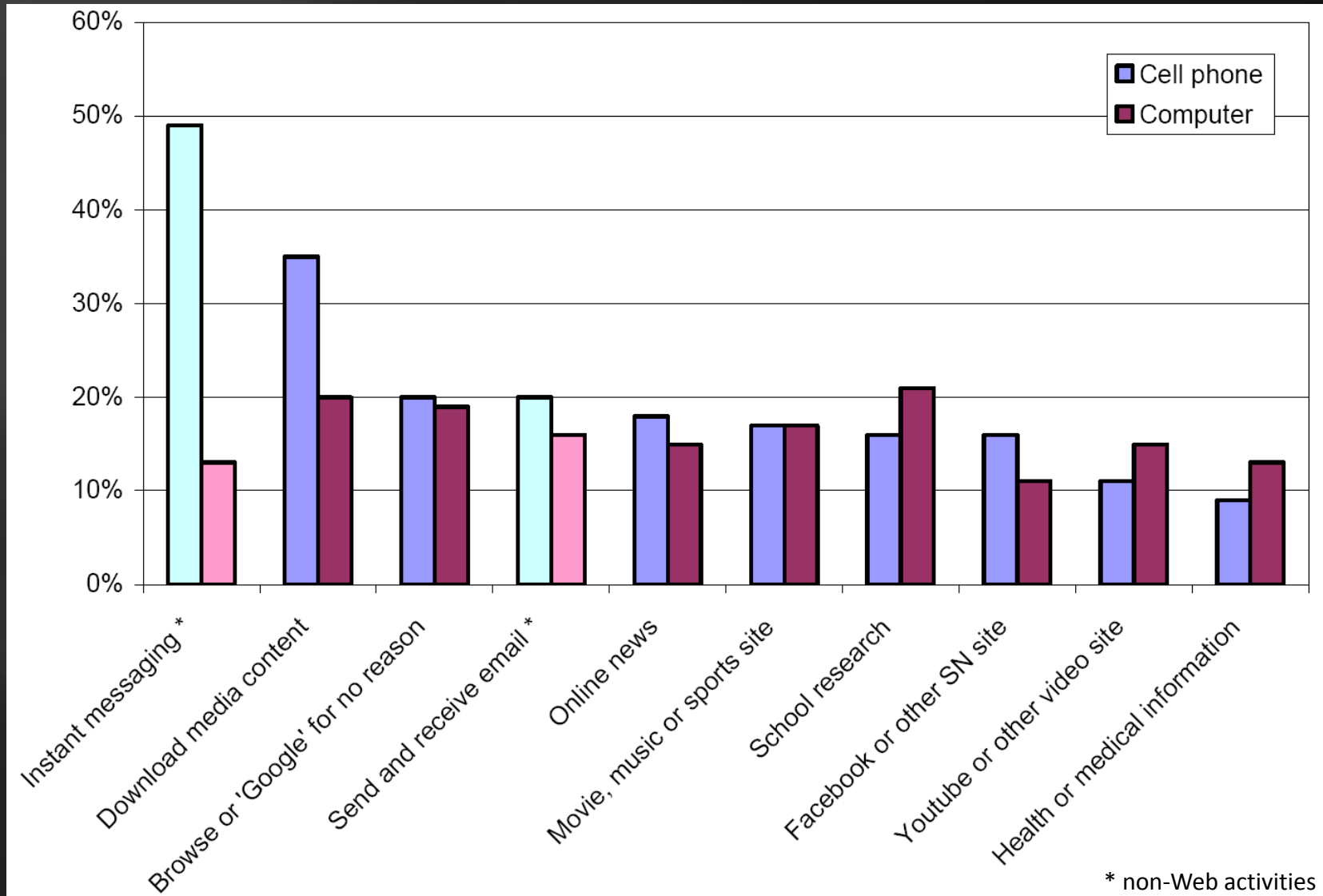
63% have used the Internet  
at least once




# Mobile Mass Media?



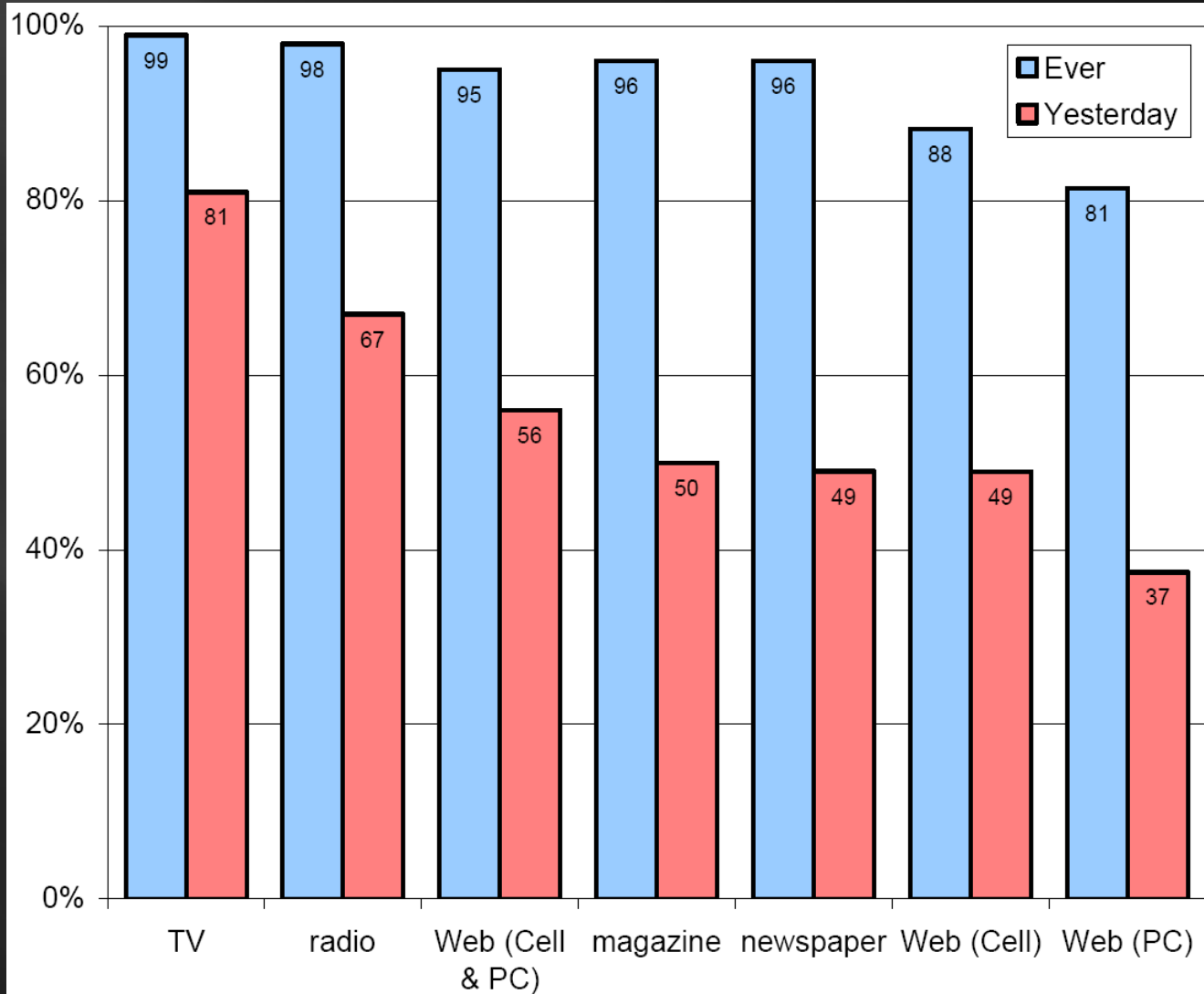
# Internet variables for mobile phones and computers, used 'yesterday'



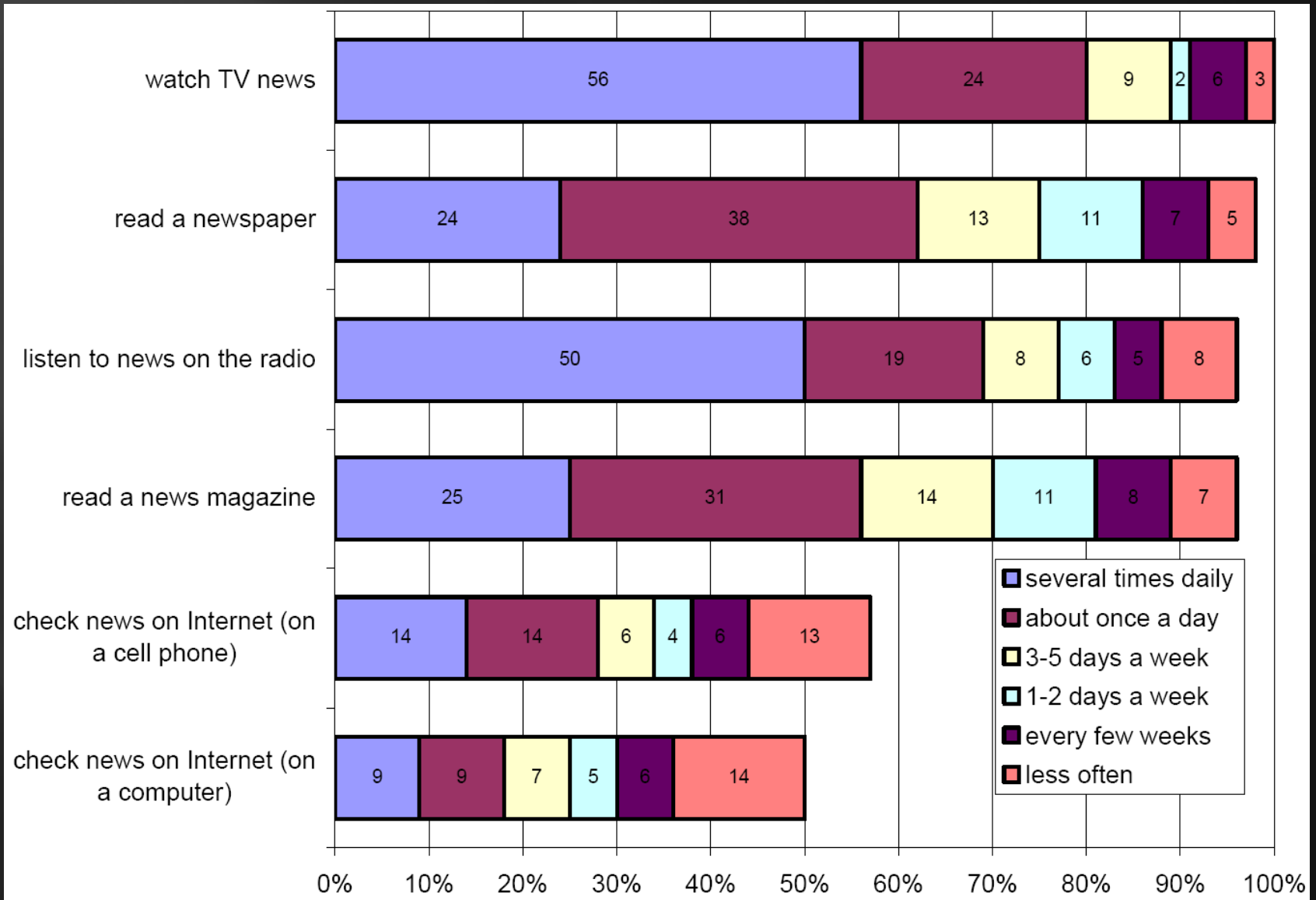
# Google and a Long Tail

- ▣  named 37% among 2115 websites
- ▣ Portals WAP media portals make up 15% combined
  - ▣ Offering music, videos, games, pictures, etc for mobiles
- ▣ 6% each: waptrick.com, nabster.wen.ru, Yahoo

# Mobile Mass Media?



# Mobile News Media?



# Other Measures Available

- ▣ Personal communication
- ▣ Gaming
- ▣ Personal digital media
- ▣ Instant messaging
- ▣ Expenditure
- ▣ Phone capabilities
- ▣ Media preferences
- ▣ Socio-economic position

Topline and full results available on [tinokreutzer.org/mobile](http://tinokreutzer.org/mobile)

# Where Next?

- ▣ More valuable content needs to become accessible from mobile phones
- ▣ Better questionnaires in quantitative research
- ▣ More qualitative probes to provide crucial context





All results

[tinokreutzer.org/mobile](http://tinokreutzer.org/mobile)

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