9th World Telecommunication/ICT Indicators Meeting (WTIM-11)
Mauritius, 7 - 9 December 2011

SOURCE: Research ICT Africa

TITLE: Measuring the use of Social Media through household surveys

Measuring the use of Social Media through household surveys
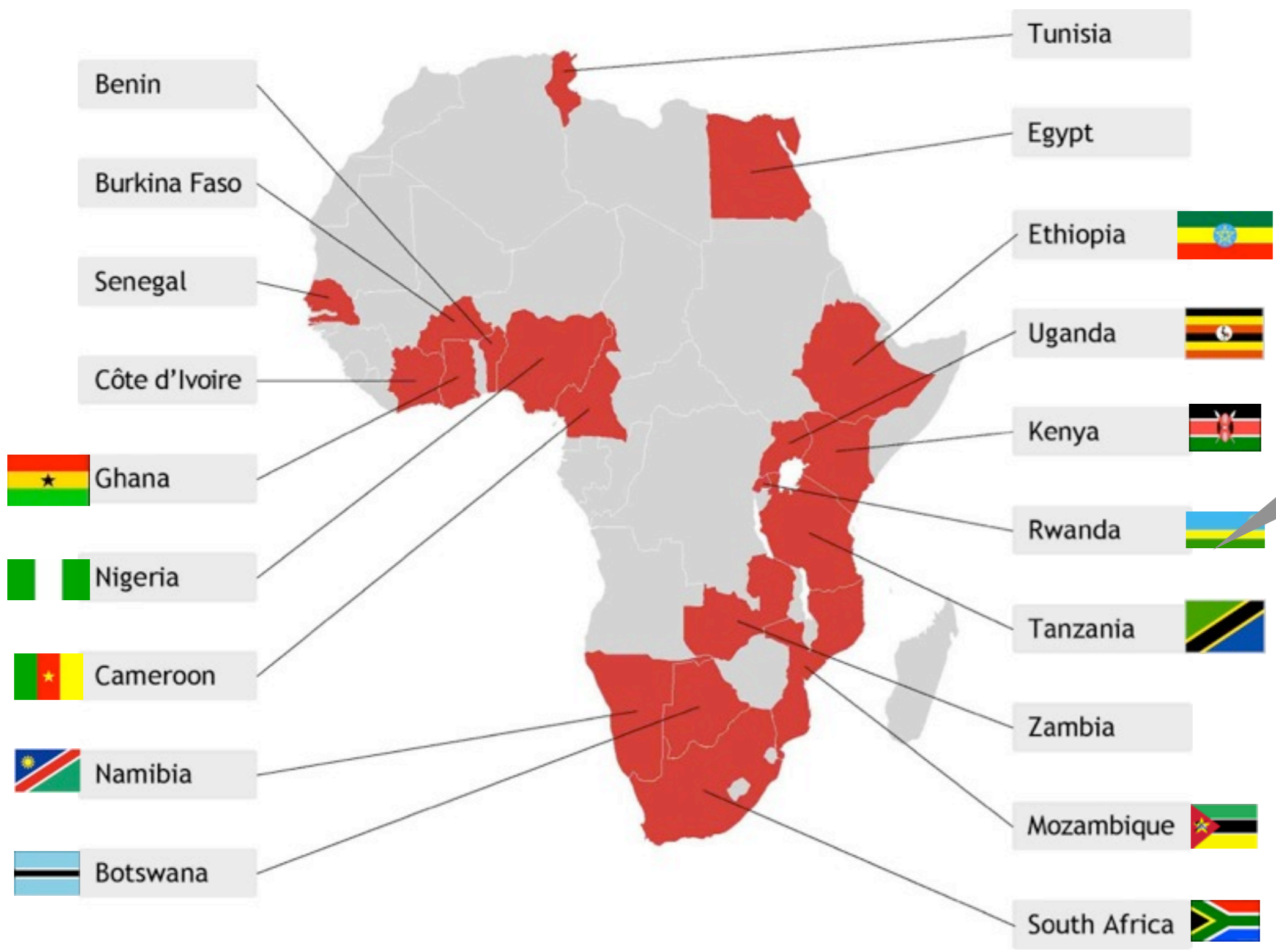
Namibian case
Enrico Calandro

researchICTafrica.net

RIA: the network and Household surveys coverage

Mobile: Supply side vs Demand side

MTC (2011). Active SIM cards in 1000

Research ICT Africa (2007, 2011). Namibians who own, access and use a mobile service, 15 years or older in 1000

ITU World Telecommunication/ICT indicators database (2011). Mobile cellular telephone subscription in 1000

ITU/MTC: Mobile Subscription RIA: Mobile ownership, access and usage
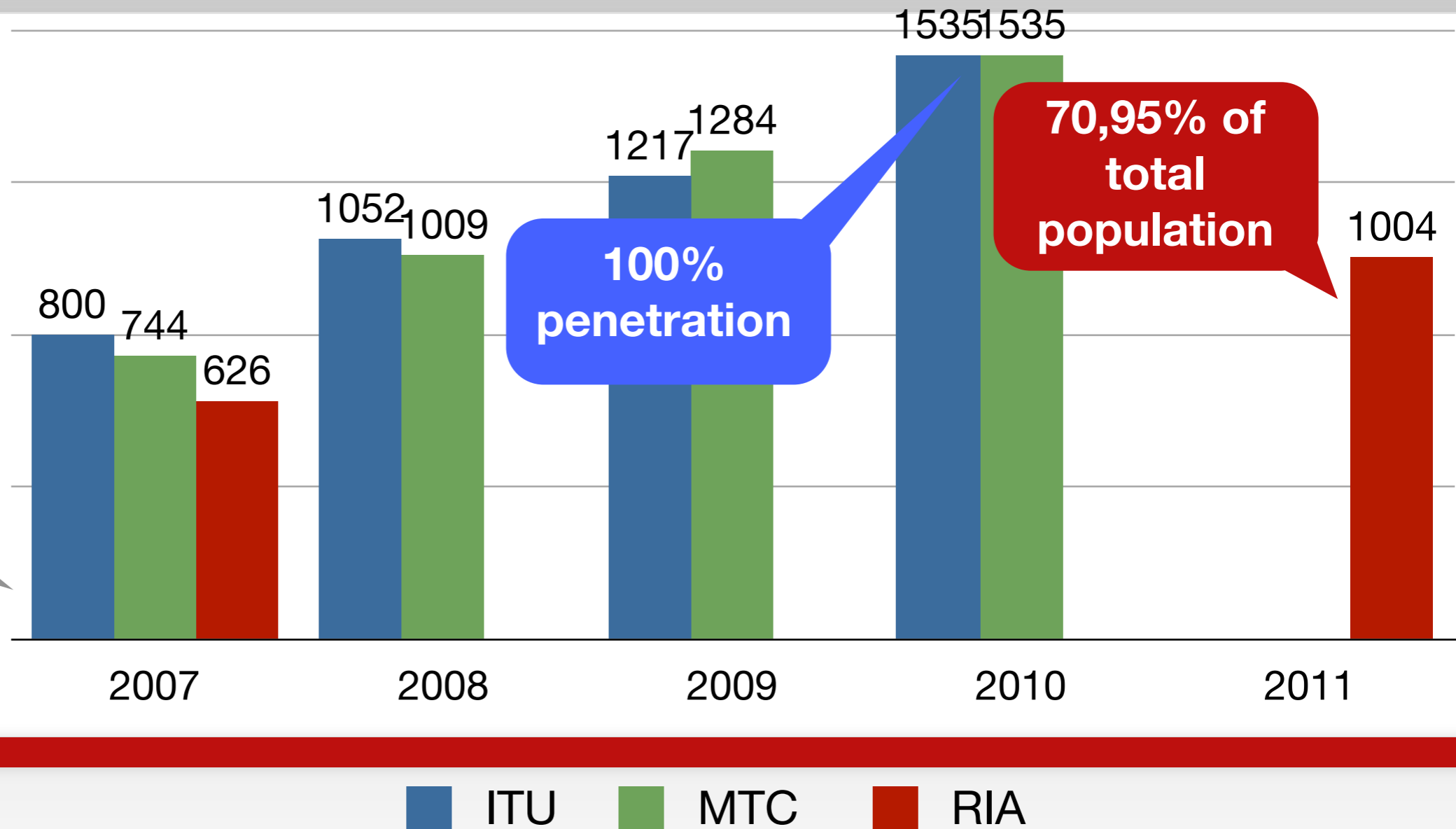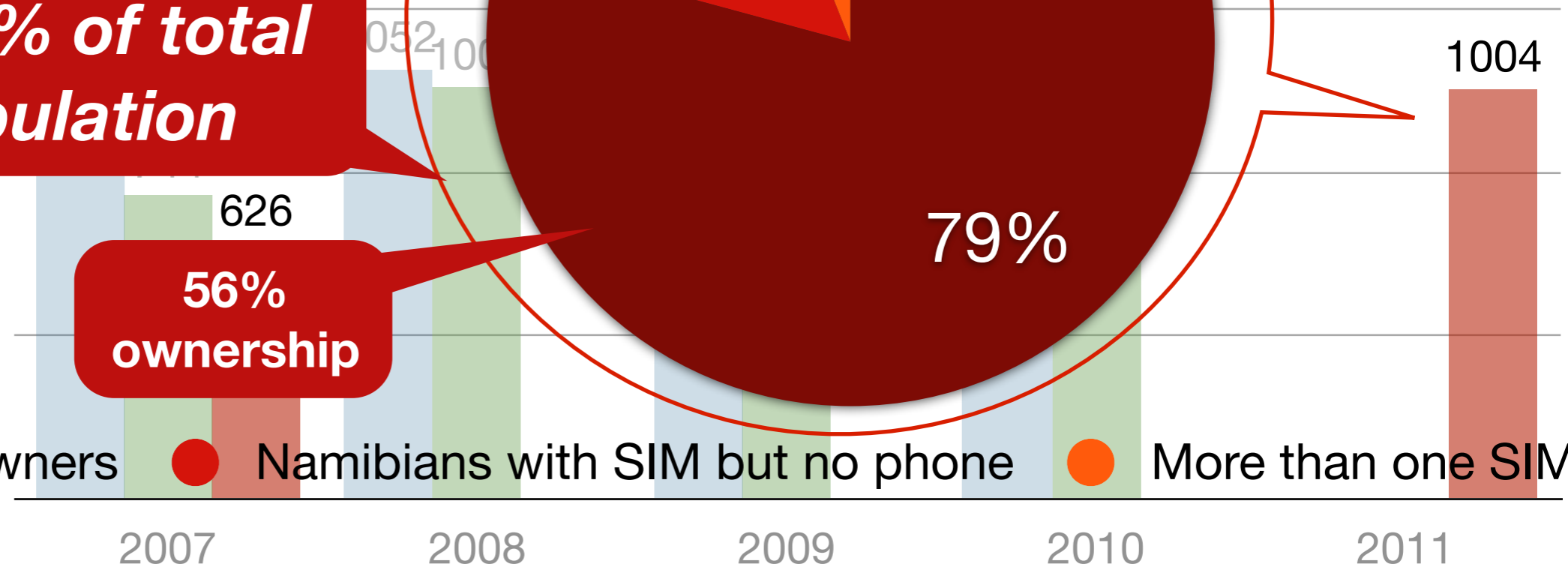
Mobile: Supply side vs Demand side

MTC (2011). Active SIM cards in 1000

Research ICT Africa (2007, 2011). Namibians who own, access and use a mobile service, 15 years or older in 1000

ITU World Telecommunication/ICT indicators (2011). Mobile cellular telephone

940k Mobile access and usage 66,43% of total population

6%

15%

79%

56% ownership

626

1052 100

1004
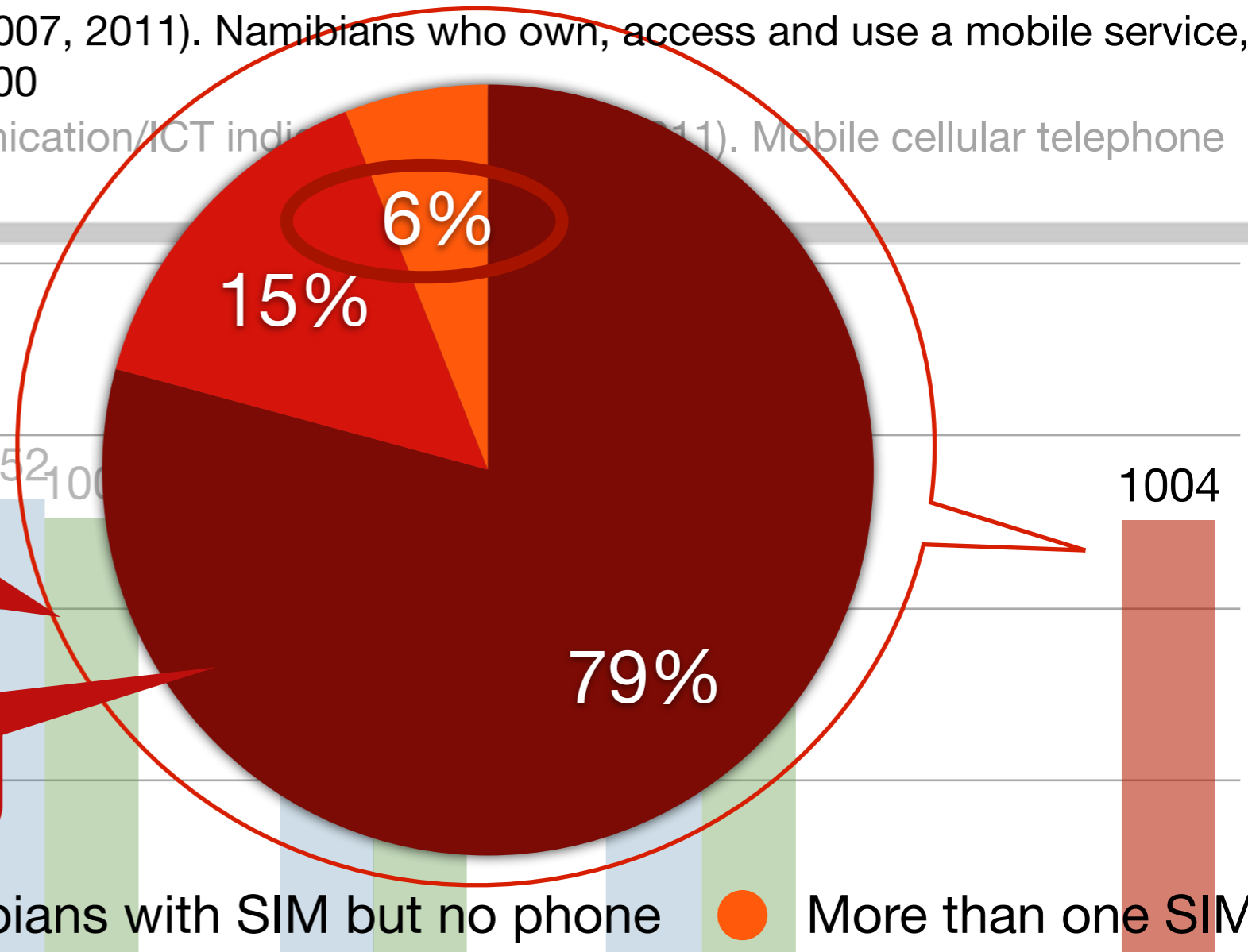
● Mobile owners   ● Namibians with SIM but no phone   ● More than one SIM

2007   2008   2009   2010   2011

researchICTafrica.net

ITU   MTC   RIA

Friday 09 December 11

Namibians 15 years or older using the Internet

7,1% ↗

15,9%

8,8%

RIA Household 2007 RIA Household 2011

researchICTafrica.net
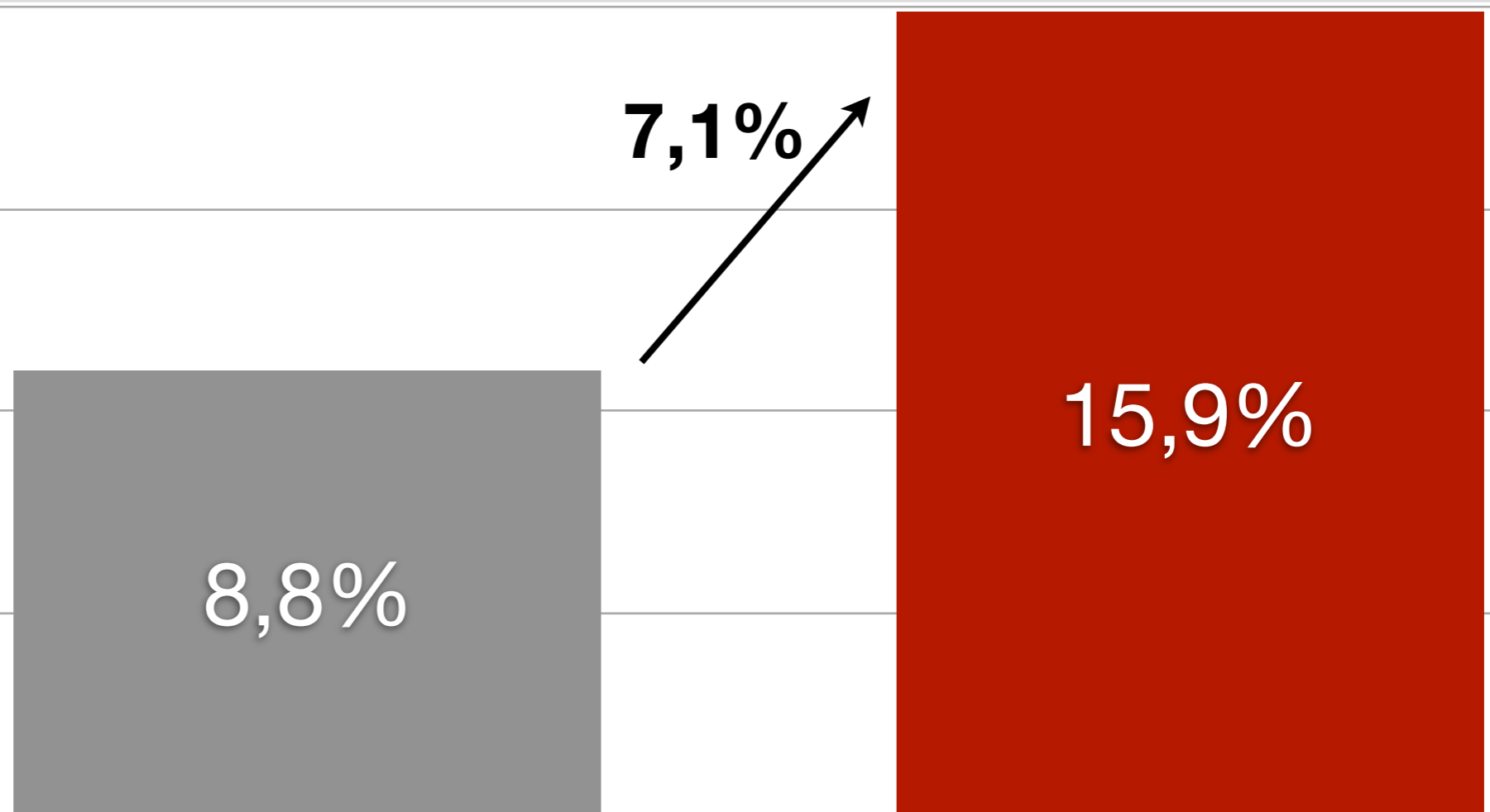
How frequently on average have you used the Internet in the last 3 months

58,9%

+23,7%

35,2% 33,0%

35,2%

15,1% 16,8%

-16%

5,1%

0,8%

- ■ Every day or almost
- ■ At least once a week
- ■ At least once a month
- ■ Less than once a month
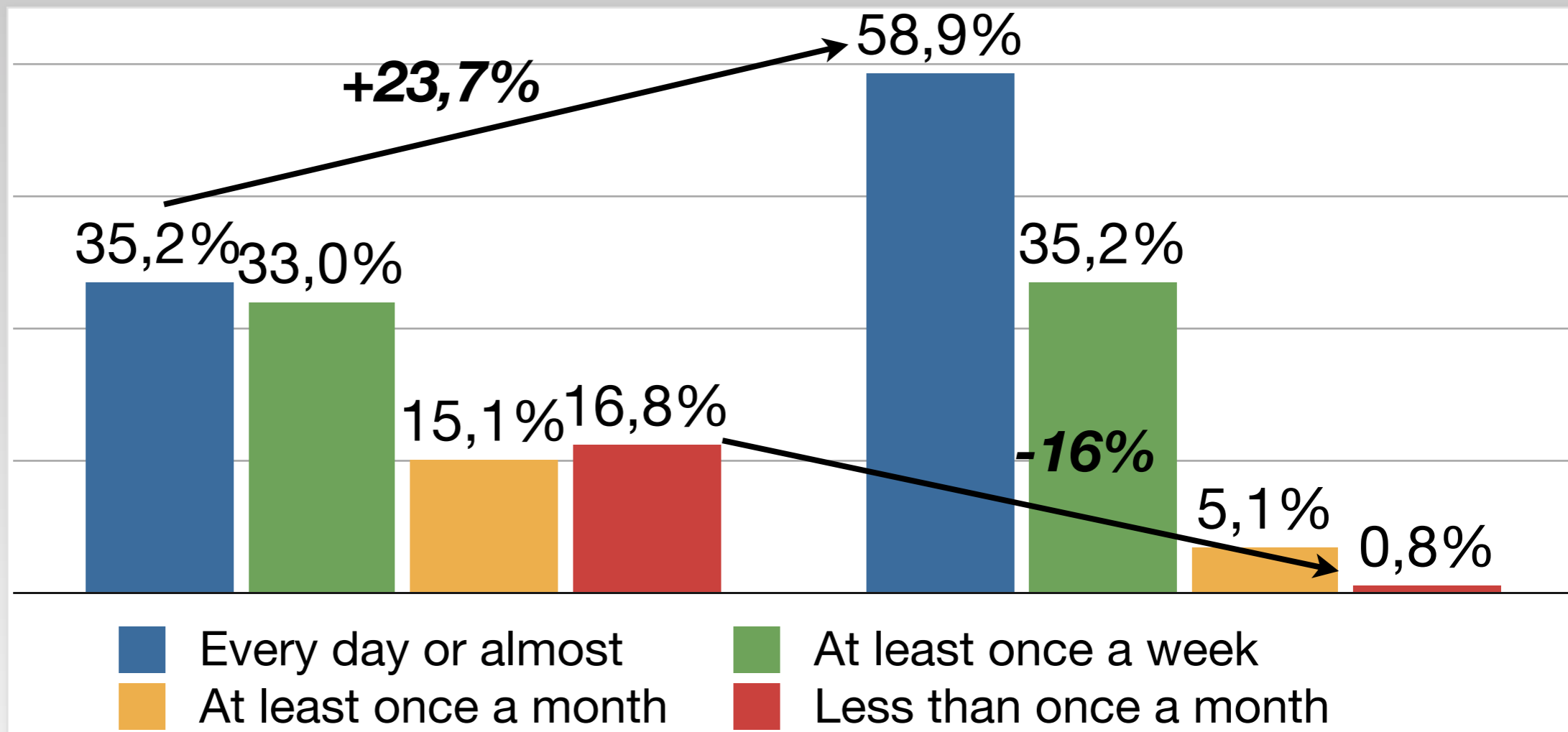
RIA Household Survey 2007

RIA Household Survey 2011

Mobile phone owners with a handset capable of browsing the Internet

17,36% of total population

31%

69%

Rural 15,3

Urban 49,8
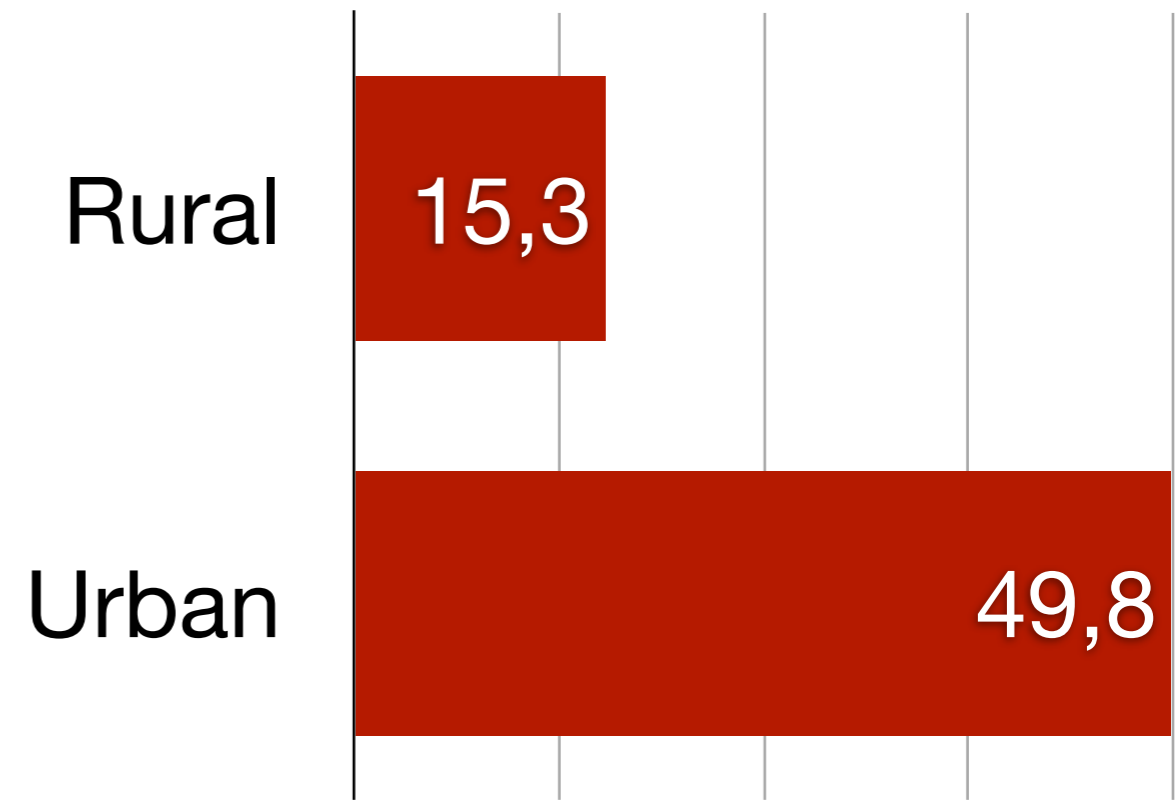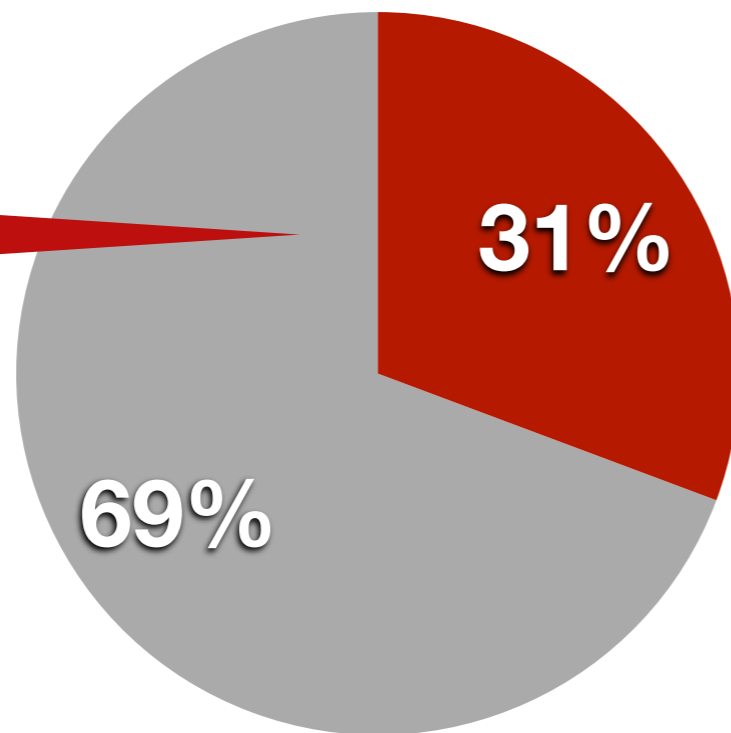
● Handset capable of browsing the Internet
● Handset not capable of browsing the Internet

researchICTafrica.net

Share of mobile phone owners that use their mobile for browsing the Internet

12,7% of total population

23%

77%

Rural 10,1

Urban 38,6
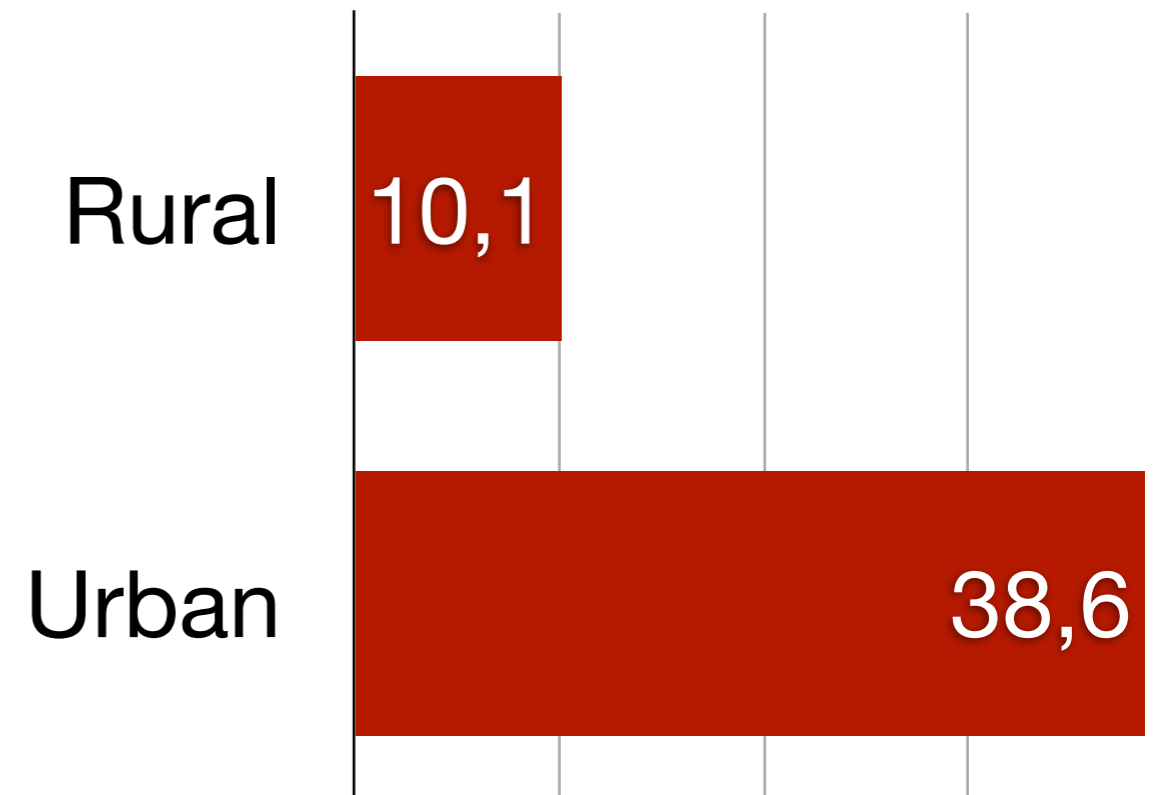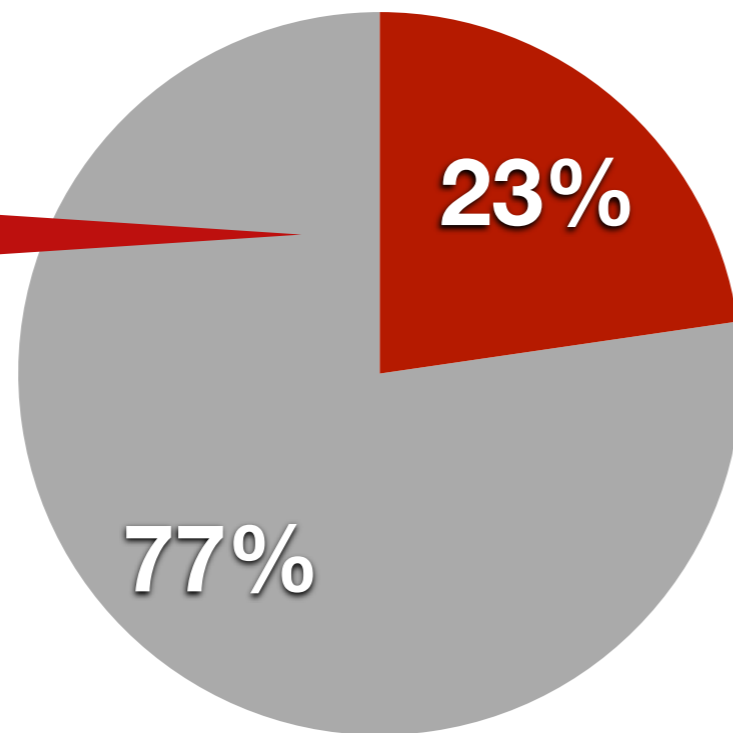
● Mobile phone owners who use their mobile for browsing the Internet
● Mobile phone owners who do not use their mobile for browsing the Internet

Share of Internet users that used the Internet first on a mobile phone

National level

7,63% of total population

48% 52%

BoP	63,2
Rural	84,6
Urban	37,0
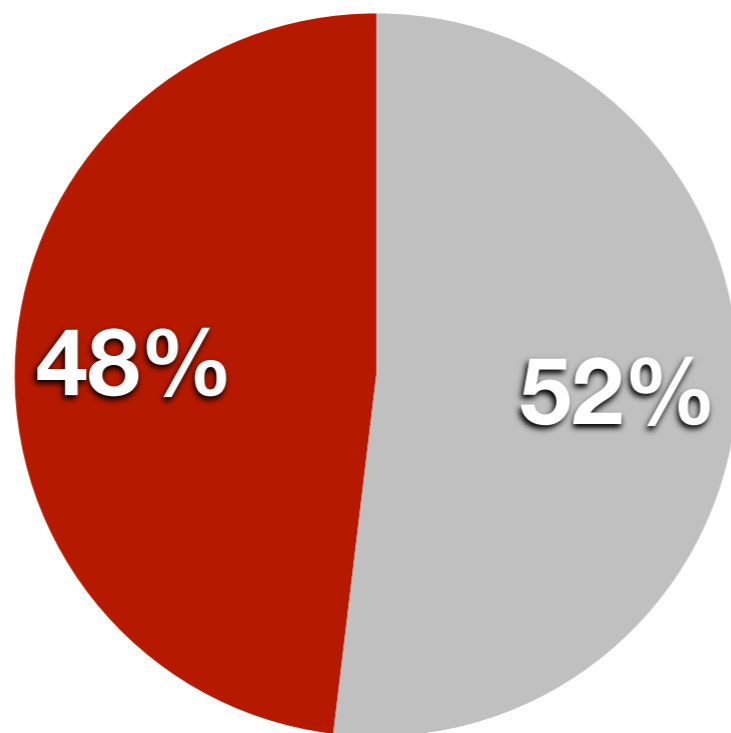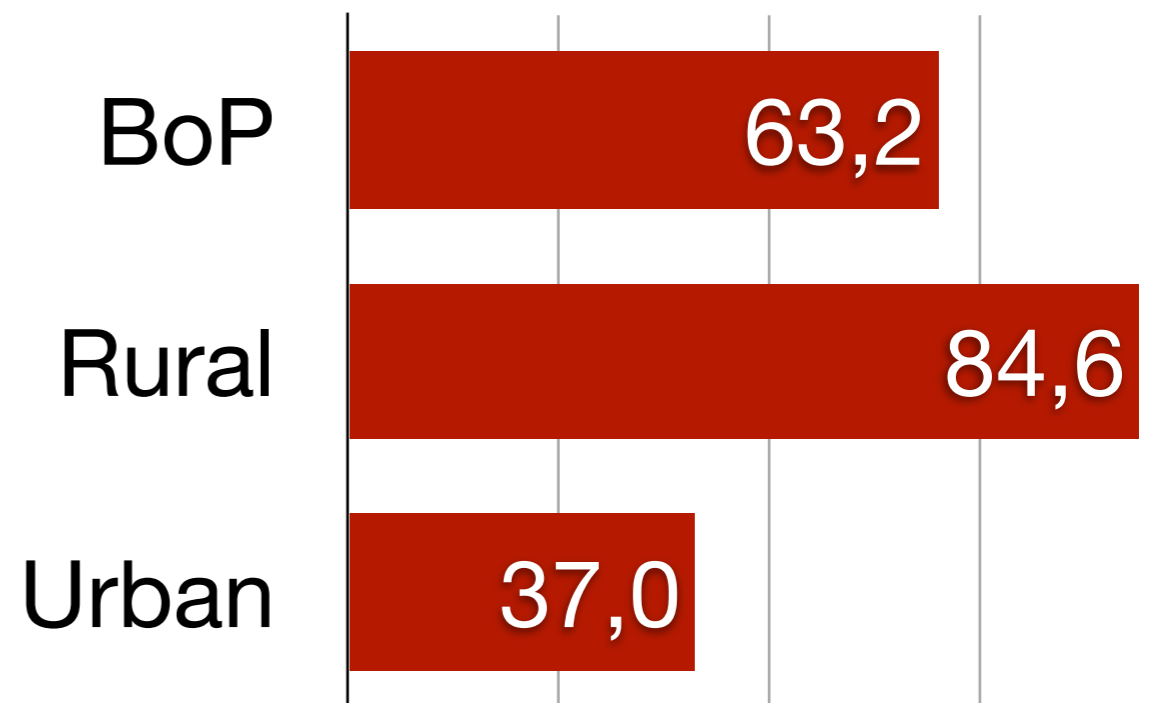
⬤ Share of Internet users that used the Internet first on a computer or laptop
⬤ Share of Internet users that used the Internet first on a mobile phone

researchICTafrica.net

Computer (HH National)
- 2004: 4,6%
- 2007: 11,2%
- 2011: 14,7%
- +3,5%
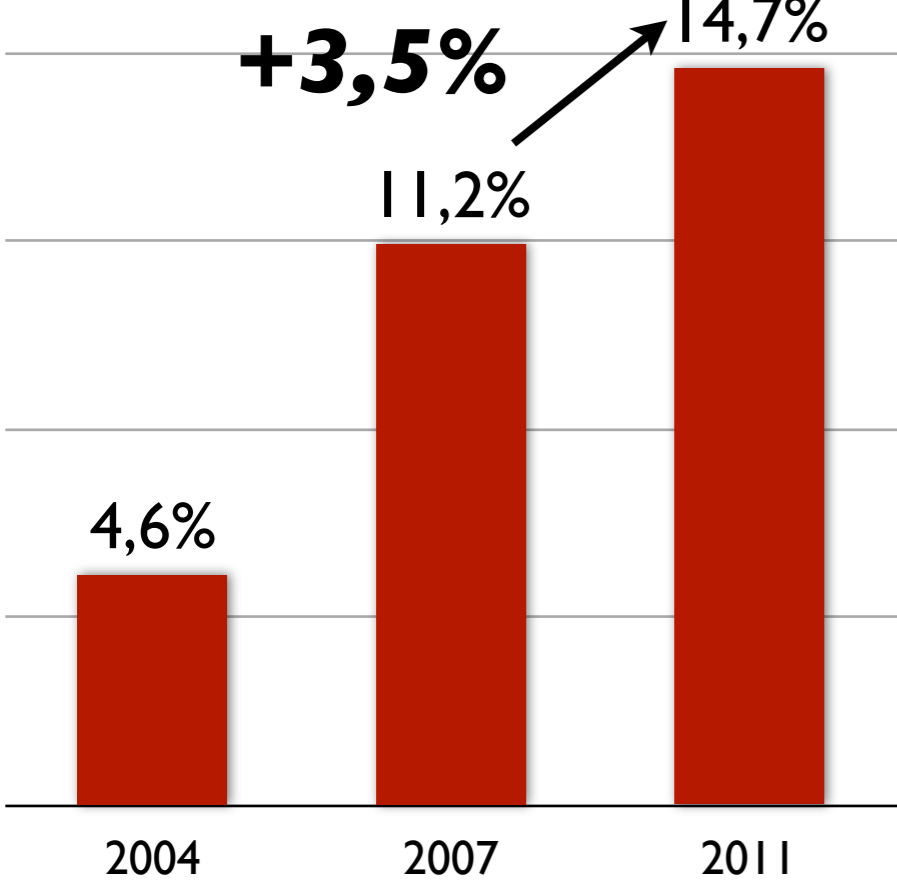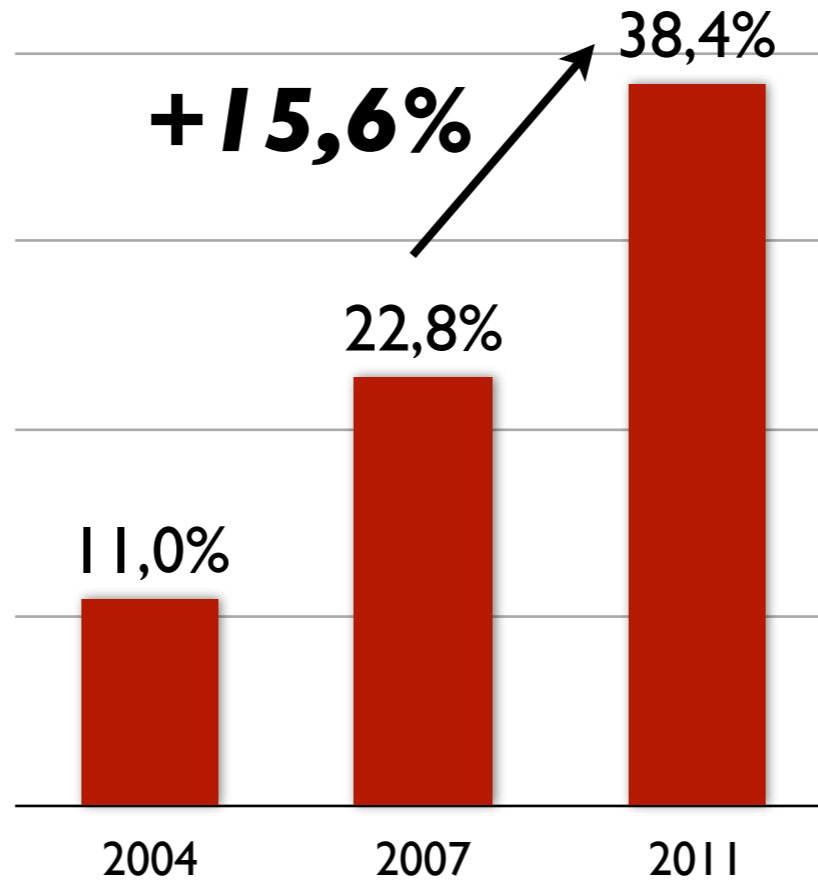
Computer (HH Urban)
- 2004: 11,0%
- 2007: 22,8%
- 2011: 38,4%
- +15,6%

Computer (HH Rural)
- 2004: 0,4%
- 2007: 3,6%
- 2011: 1,3%
- -2,3%

Internet (HH National)
- 2004: 1,6%
- 2007: 3,3%
- 2011: 11,9%
- +8,6%

Internet (HH Urban)
- 2004: 4,1%
- 2007: 6,7%
- 2011: 26,9%
- +19,9%
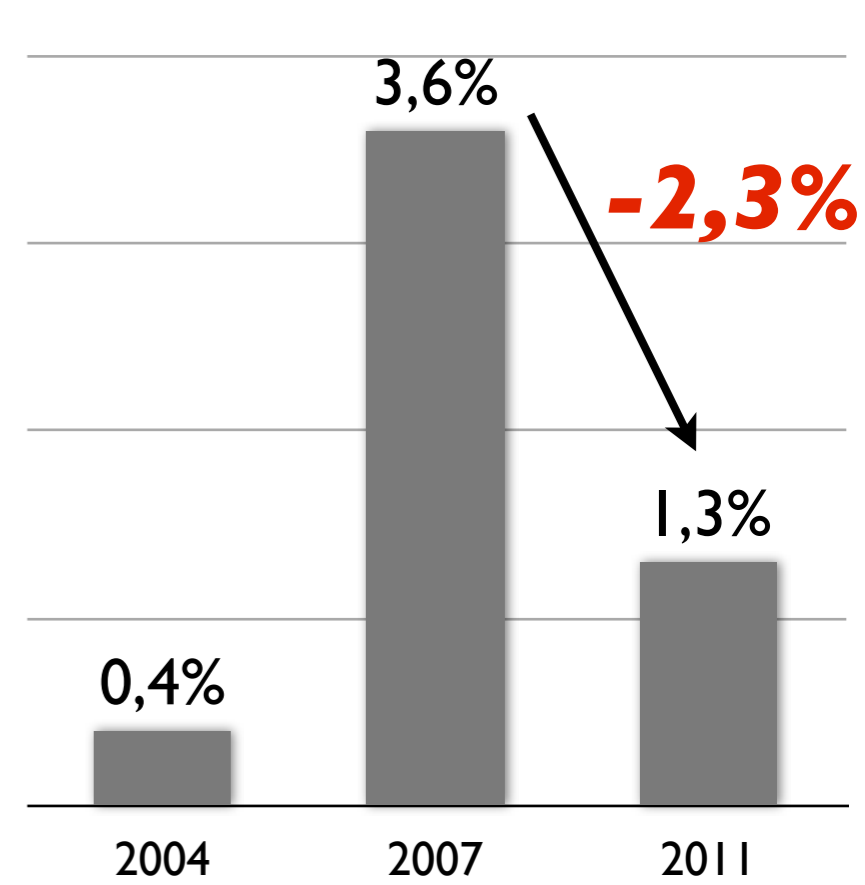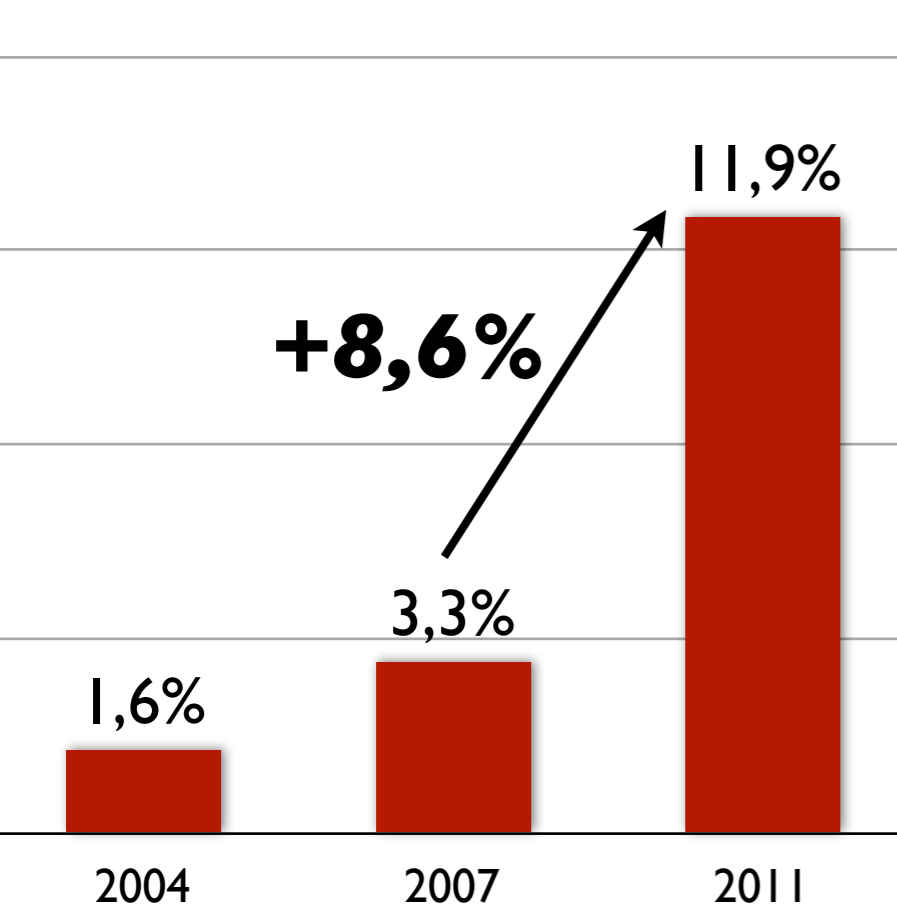
Internet (HH Rural)
- 2004: 0%
- 2007: 1,1%
- 2011: 1,9%
- +0,8%
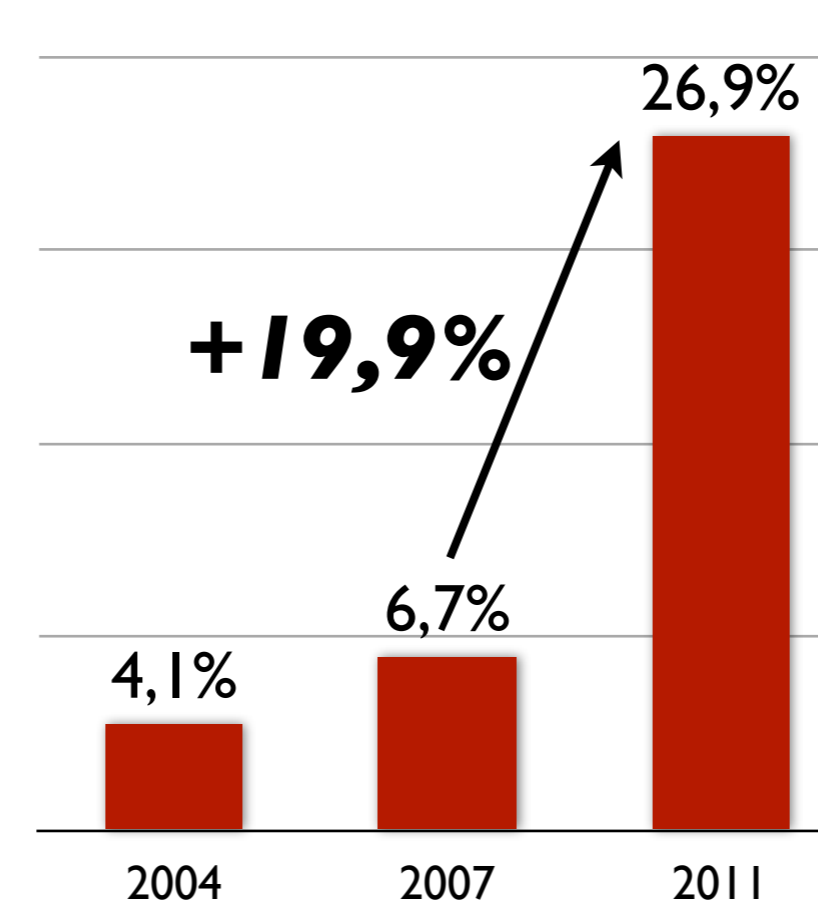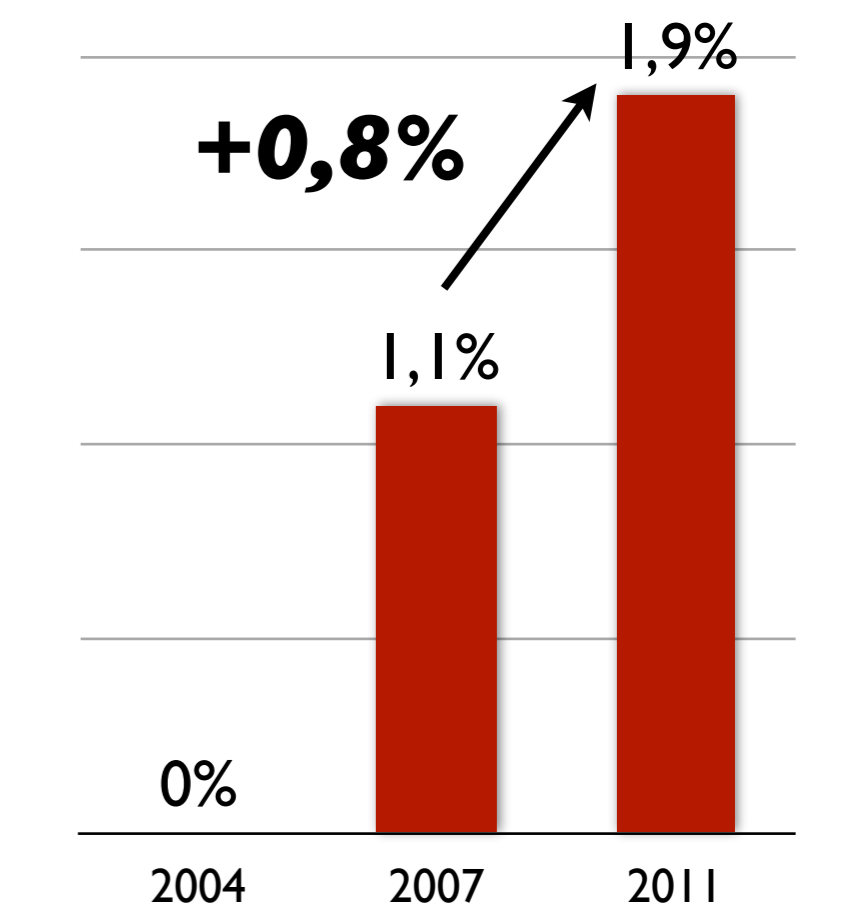
Daily usage of the Internet for the following purposes

→ Social networking or video-sharing ████████████████ 31,1

Check a fact/Look up a definition ███████████████ 30,9

Email ██████████████ 28,6

Gaming █████ 10,6

Health information ████ 9,0

School or university info/researching a topic ████ 8,9

e-government ███ 7,3

Internet banking ███ 6,4

VoIP ██ 5,9

→ Formal/Informal distant learning █ 3,7
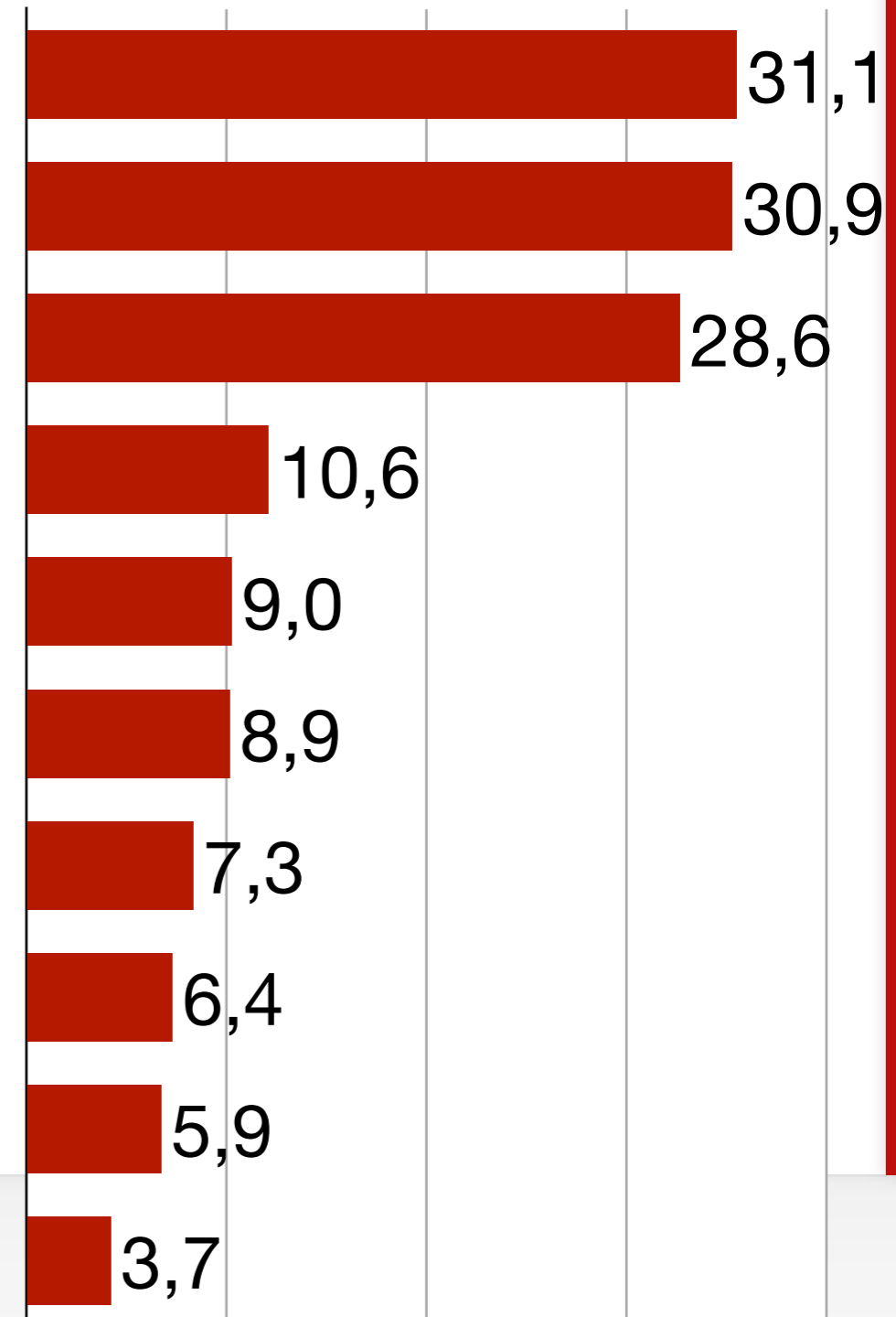
Are you signed up for any online social network?

12,9% of total population

19%

81%

● Yes   ● No

BoP 81,5

Rural 85,0

Urban 79,8

researchICTafrica.net
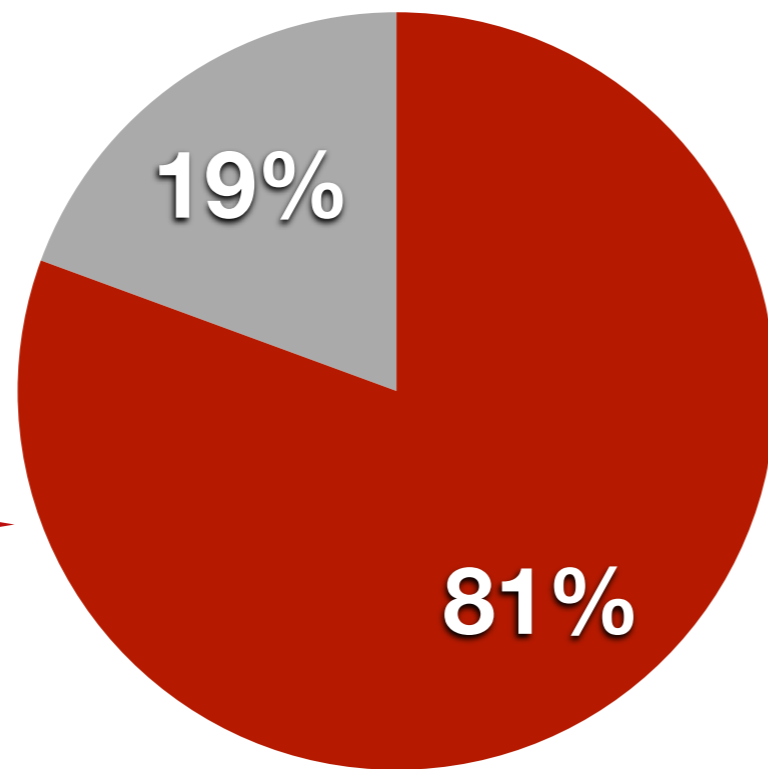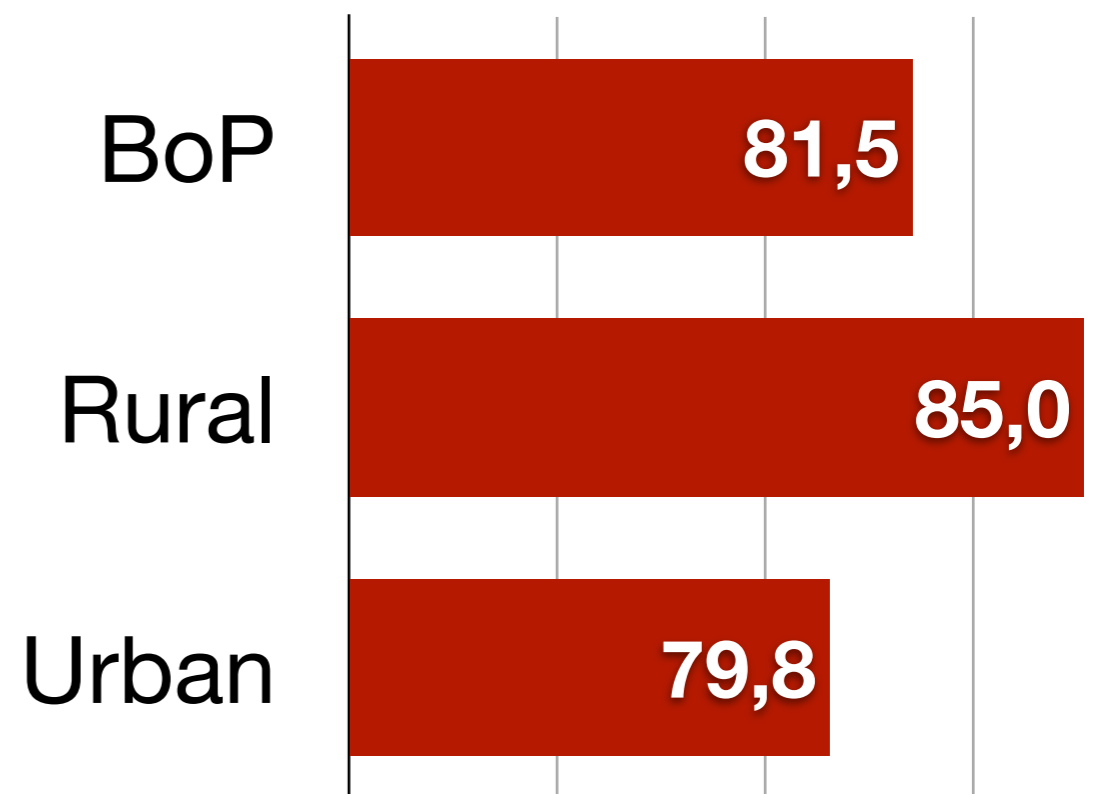
Percentage of Internet users who signed up for an online social network

Using mobile for accessing social networking applications

9,69% of total population

12,7% (of total population) mobile owners use their mobile for browsing the Internet

17%

83%

BoP 12,4

Rural 4,9

Urban 32,8
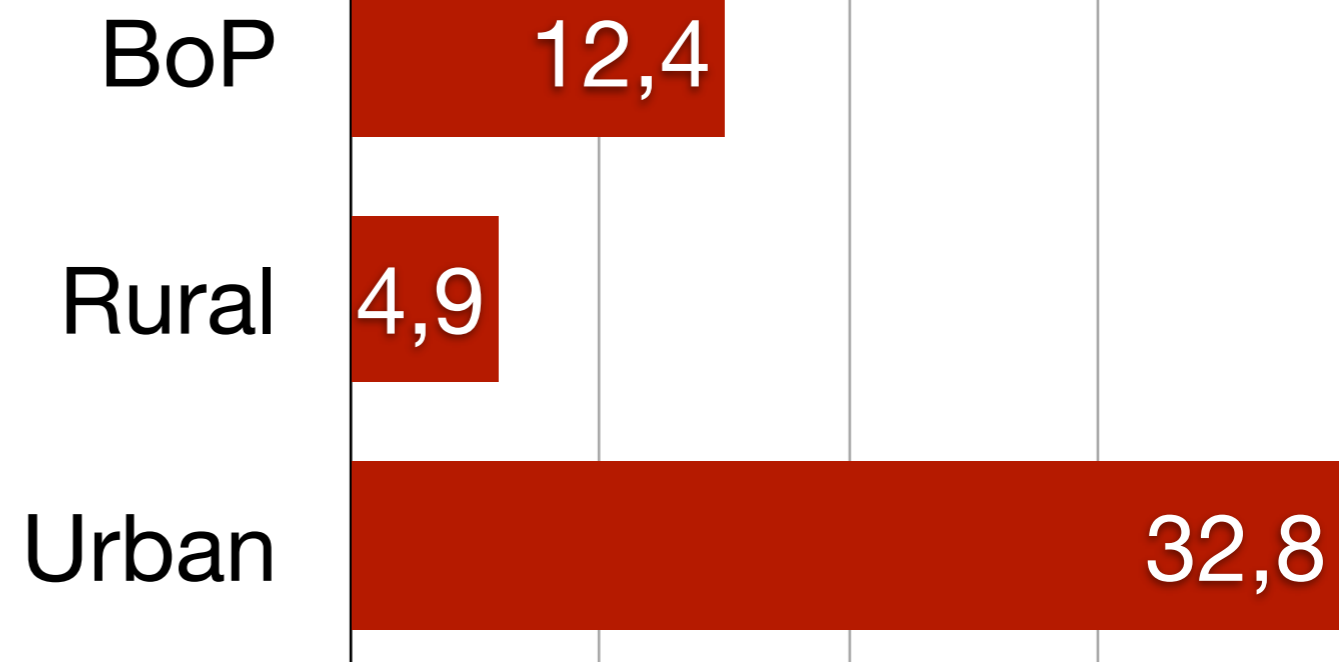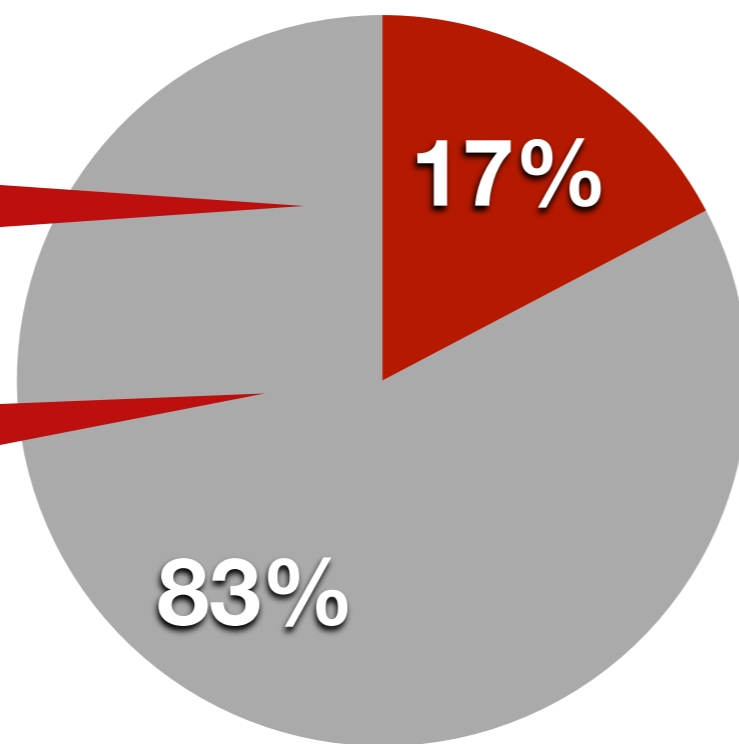
● Using mobile for accessing social network
● Not using mobile for accessing social network

Conclusions

- The increasing reliance on the mobile phone and the growth in the use of applications that land themselves to the mobile platform - such as social media - indicate that the mobile phone is key entry point for Internet adoption in Namibia.

- The mobile phone is thus not only narrowing the voice gap in Namibia, but is being used to reduce the differences in Internet usage.

Research Methodology


```
National Census Sample Frame
            │
Split into rural and urban
Enumerator Areas (EA)
            │
PPS Sampling of EAs for rural
and urban separately
            │
        Listing in EA
        ╱         ╲
All households in EA    All businesses in EA
        │                      │
Simple Random Sampling    Simple Random Sampling
24 households             10 businesses
        │
Simple Random Sampling
1 individual
```

EA Listing

Office Use		Lister				
Business Serial	HH Serial	Structure ID	1=Business 2=HH 3=Empty	Owners Name Household Head Name	No of HH members	Address / Description

Survey Characteristics	Household & Individuals	Businesses
Target Population	All households Individuals 15 years or older.	All businesses
Domains	1 = national level	
Tabulation groups	Urban, Rural	national level
Oversampling	Urban 60% Rural 40%	
Clustering	Enumerator Areas (EA) national Census	
None Response	Random substitution	
Sample Frame	Census sample from from NSO	
Confidence Level	95%	
Design Factor	2	1
Absolute precision	5%	
Population Proportion	0.5, for maximum sample size	
Minimum Sample Size	768	384

Country	Sample		
	Household	**SME**	**Total Sample**
Botswana	900	400	1,300
Cameroon	1,200	500	1,700
Ethiopia	1,600	600	2,200
Ghana	1,200	500	1,700
Kenya	1,200	500	1,700
Nigeria	1,600	600	2,200
Rwanda	1,200	500	1,700
Tanzania	1,200	500	1,700
Uganda	1,200	500	1,700
Namibia	900	400	1,300
South Africa	1,600	600	2,200
Mozambique	1,200	500	1,700

Pros

Cons

- Nationally representative

- Data and results publicly available

- Countries comparison

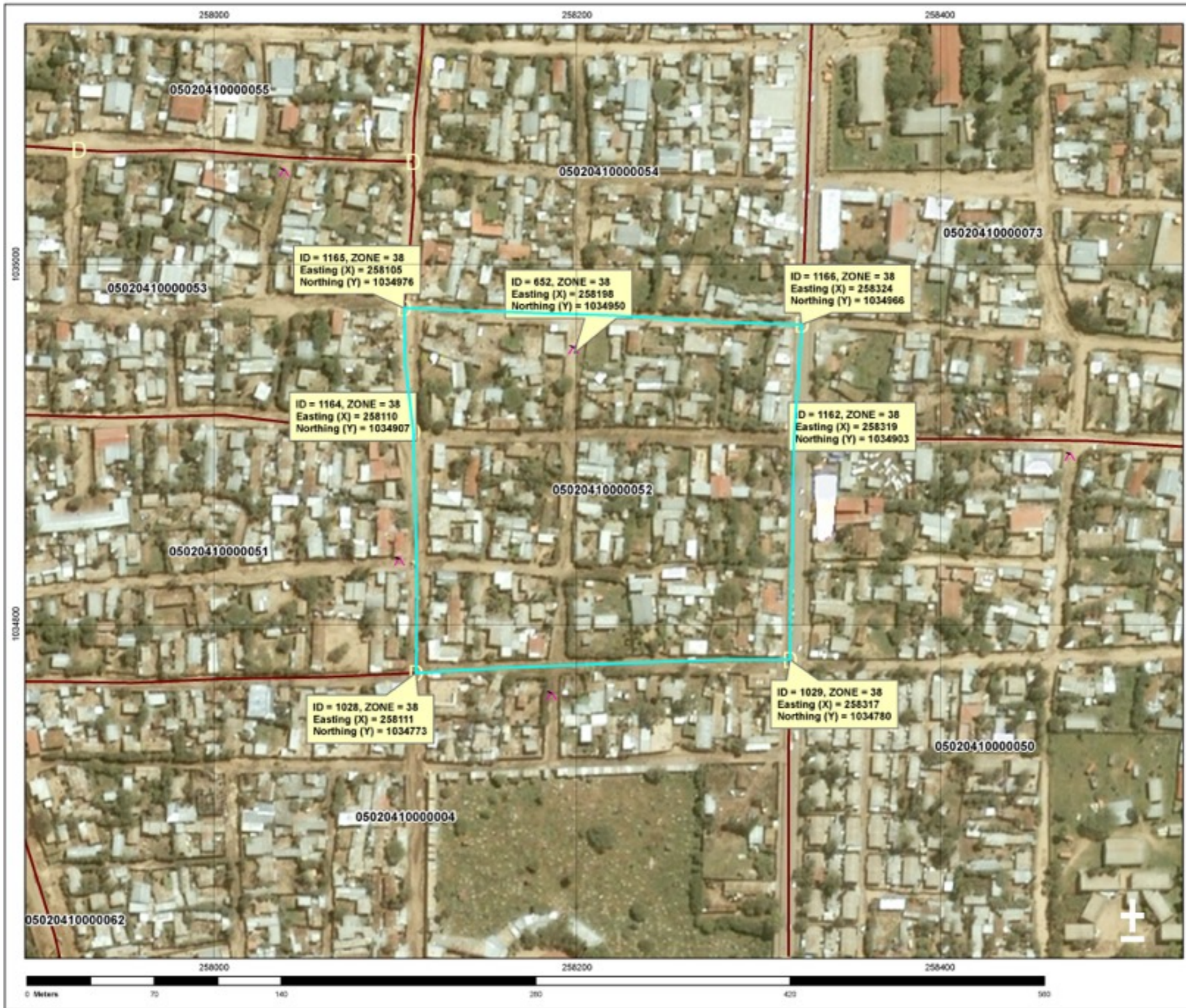- Provides insights into ICT access and usage

- Measures the contribution of the informal sector to the overall economy

- Only nationally representative (does not provide regional/provincial breakdown)

researchICTafrica.net

2007 POPULATION & HOUSING CENSUS

ETHIOPIA

Enumeration Area Map

EA MAP

EA No: 05020410000052
SA No: 91
Region: SOMALIE
Zone: JIJIGA
Woreda: JIJIGA
Est Families in EA:
EA Area: 0.04 Km sq
EA Type: Urban
Kebele Name:
Kebele Chair Person:

Map Legend

Current Boundary		)	Mosque
EA Boundary		a	Cemetery
SA Boundary		&	Locality
Starting Point		a	Clinic
Permanent River			Veterinary Clinic
Intermittent River		r	Flour Mill
All Weather Road		n	Administration Office
Dry Weather Road		$	Mountain
Trail			
International Boundary		■	Bridge
Zone Boundary		e	Air Field/Strip
Woreda Boundary			Scrub
Bono		W	Woreda Capital Town
Pond		□	Kebele
Primary School			
Church			

Overview

Projection: UTM WGS84 Z38 N Adindan
SCALE 1:2,000

MAPS geosystems
www.maps-geosystems.com

ID = 1165, ZONE = 38
Easting (X) 258105
Northing (Y) 1034976

ID = 652, ZONE = 38
Easting (X) 258198
Northing (Y) 1034950

ID = 1166, ZONE = 38
Easting (X) 258324
Northing (Y) 1034966

ID = 1164, ZONE = 38
Easting (X) 258110
Northing (Y) 1034907

ID = 1162, ZONE = 38
Easting (X) 258319
Northing (Y) 1034903

ID = 1028, ZONE = 38
Easting (X) 258111
Northing (Y) 1034773

ID = 1029, ZONE = 38
Easting (X) 258317
Northing (Y) 1034780

05020410000055
05020410000054
05020410000073
05020410000053
05020410000052
05020410000051
05020410000050
05020410000004
05020410000062

258000
258200
258400

SCALE 1:2,000

0 Meters   70   140   280   420   560

Friday 09 December 11

ETHIOPIA

Enumeration Area Map

EA MAP

EA No: 05090400000005

SA No: 10

Region: SOMALIE

Zone: LIBEN

Woreda: UDET

Est Families in EA:

EA Area: 145.31 Km sq.

EA Type: Pastoral Area

Kebele Name:

Kebele Chair Person:

05090400000002

05090400000008

05090400000006

ID = 218, ZONE = 37
Easting (X) = 617588
Northing (Y) = 520690

ID = 203, ZONE = 37
Easting (X) = 610837
Northing (Y) = 517719

05090400000003

ID = 383, ZONE = 37
Easting (X) = 618720
Northing (Y) = 516083

ID = 5, ZONE = 37
Easting (X) = 603228
Northing (Y) = 516585

El Medera

05090400000005

ID = 201, ZONE = 37
Easting (X) = 599669
Northing (Y) = 514167

Bar Dabat

ID = 217, ZONE = 37
Easting (X) = 622416
Northing (Y) = 513455

05090400000012

ID = 341, ZONE = 37
Easting (X) = 604819
Northing (Y) = 511721

05090400000011

ID = 204, ZONE = 37
Easting (X) = 613069
Northing (Y) = 510840

ID = 205, ZONE = 37
Easting (X) = 616946
Northing (Y) = 509967

05090400000004

05090400000017

El Niabo Niabo
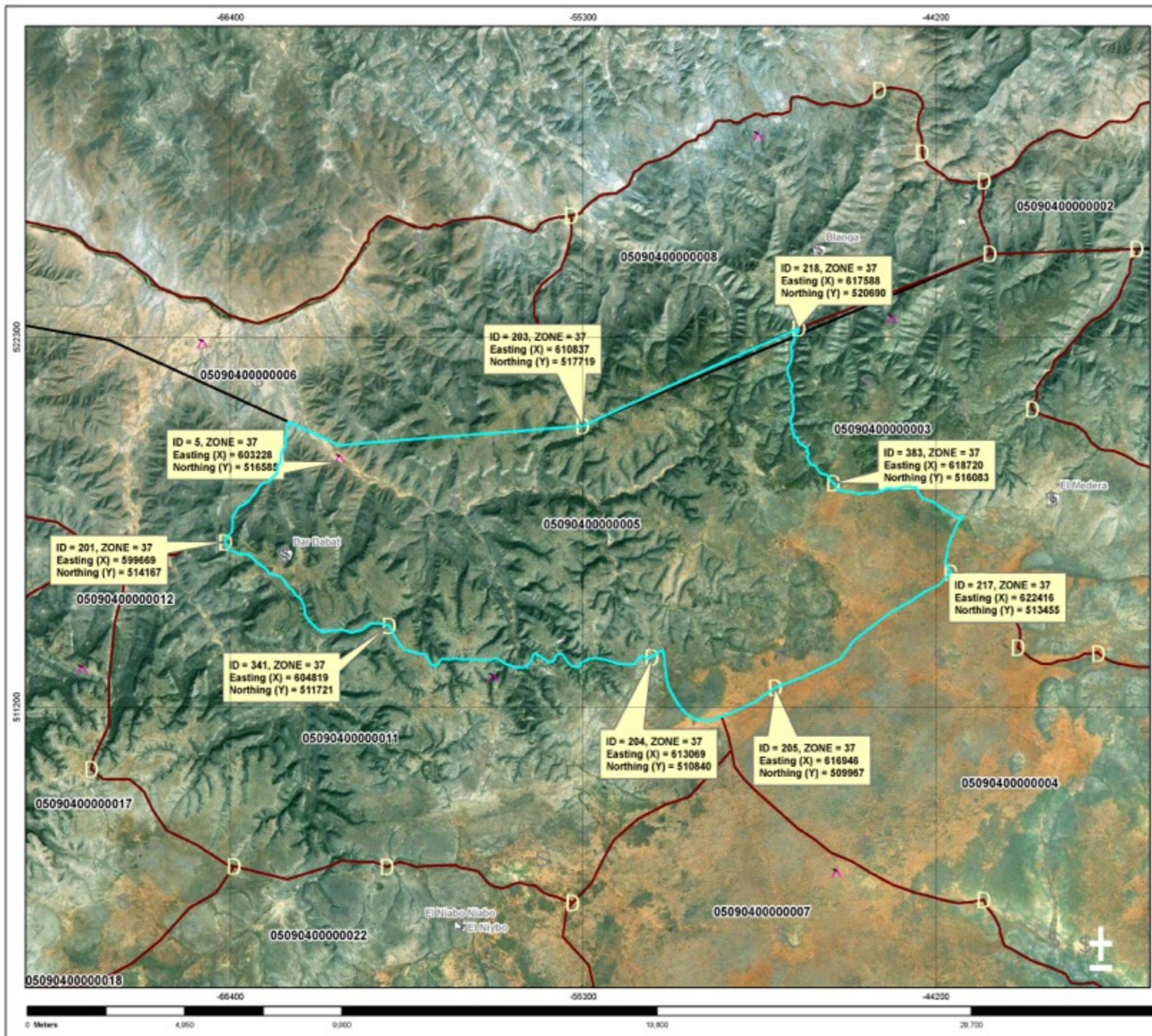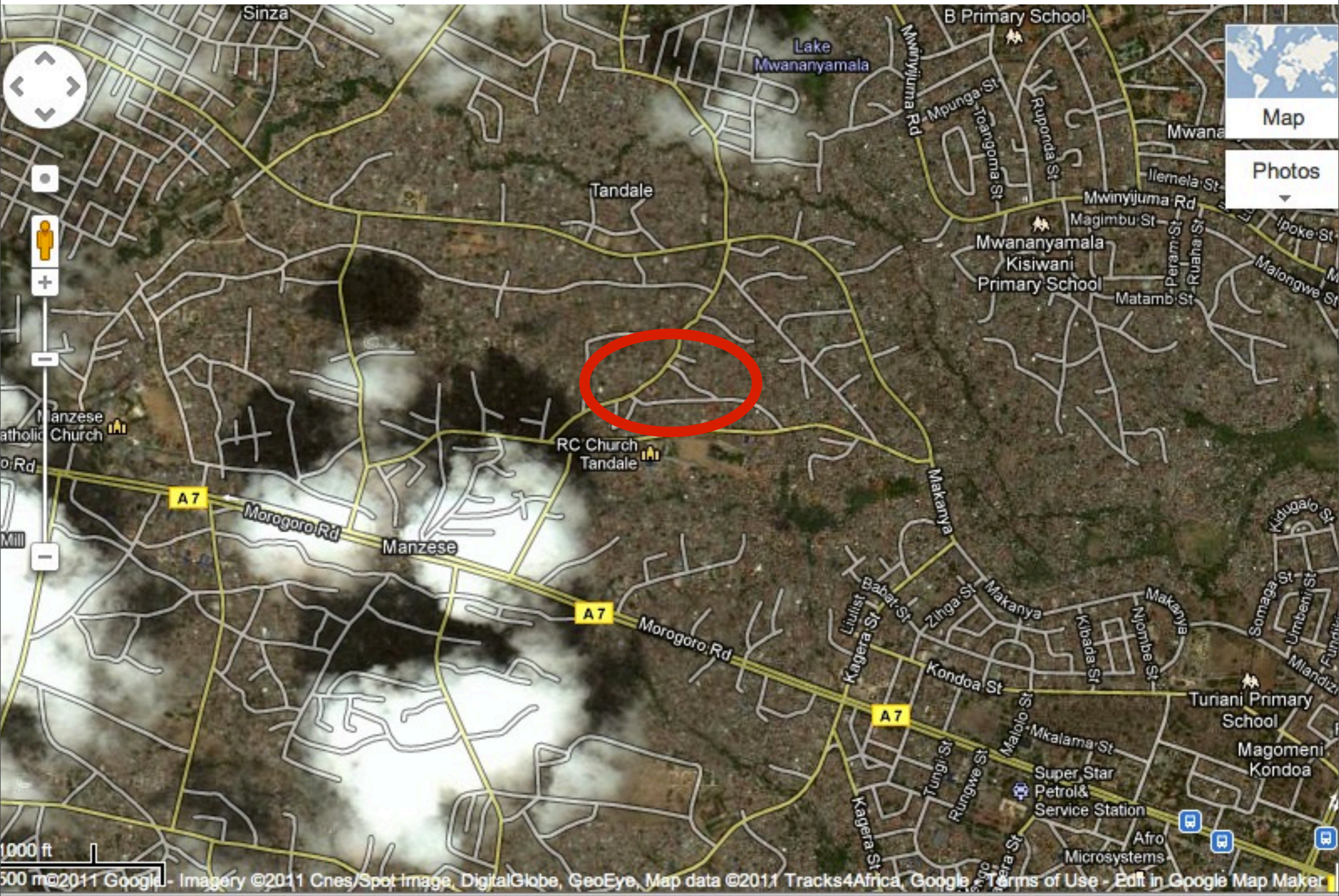El Niybo

05090400000022

05090400000007

05090400000018

Map Legend

Current Boundary
EA Boundary
SA Boundary
Starting Point
Permanent River
Intermittent River
All Weather Road
Dry Weather Road
Trail
International Boundary
Zone Boundary
Woreda Boundary
Bono
Pond
Primary School
Church

Mosque
Cemetery
Locality
Clinic
Veterinary Clinic
Flour Mill
Administration Office
Mountain
Bridge
Air Field/Strip
Scrub
Woreda Capital Town
Kebele

Overview

05090400000002
05090400000008
05090400000003
05090400000005
05090400000012
05090400000011
05090400000004
05090400000018
05090400000007

Projection: UTM WGS84 Z38 N Adindan

SCALE 1:111,000

0 Meters   4,950   9,900   19,800   29,700

-66400   -55300   -44200

522300   511200

MARS
www.maps-geosystems.com

Friday 09 December 11

Friday 09 December 11

Dar es Salaam
1 of 2 Photos

200 ft
50 m

Imagery ©2011 DigitalGlobe, GeoEye, Map data ©2011 Tracks4Africa - Terms of Use
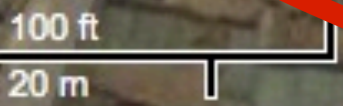
Salaa

Dar es
Salaam

B 2

⚙▾ | GPS ▾ | Move Pins   ☑ Show Labels | Satellite | Road | Terrain

Date ▾ | ▭ ⊞ ≡ | 1 selected – 209 items displayed | ▦ ▦ | 🔍 | Q▾ Unrated or Better

DSC_0115   DSC_0116   DSC_0117

Dar es Salaam
1 of 2 Photos

RC Church
Tandale

POWERED BY
Google
200 ft
100 m

Map data ©2011 Tracks4Africa - Terms of Use

⚙▾ | GPS ▾ | Move Pins

Satellite | Road | Terrain

Date ▾ | 🔍 1 selected – 209 items displayed | 🔍▾ Unrated or Better

DSC_0118

DSC_0119

Thank you
www.researchICTafrica.net

IDRC ✳ CRDI