

**8<sup>th</sup> World Telecommunication/ICT Indicators  
Meeting (WTIM-10)**  
Geneva, Switzerland, 24 - 26 November 2010



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*Contribution to WTIM-10 session 3*

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**TITLE:** Recent developments in measuring individual ICT use - Online Activities, Internet Security

# Recent developments in measuring individual ICT use

## Online Activities, Internet Security

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Society Statistics

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## Outline

- Background on ICT usage surveys in the European Union
- New indicators of online activities
- Security and trust
  - Households and individuals



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## Background

- Annual Surveys on the usage of ICT in **enterprises** and in **households/by individuals** in European Economic Area, EU candidate and accession countries
- Core set of indicators with possibility to add new indicators
- Elaboration of new indicators and questions based on user needs
  - i2010 strategy and benchmarking framework
  - Digital Agenda for Europe
  - Benchmarking Digital Europe 2011-2015

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## Benchmarking Digital Europe 2011 - 2015

- Conceptual Approach
  - Supply
  - Use
  - Impact
- Topics for specific modules
  - eSkills
  - eGovernment
  - Security and trust
  - ICT and sustainable development
  - Mobile use of the internet – ubiquitous computing
  - Cloud computing, software as a service

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## Benchmarking Digital Europe 2011 - 2015

- More focus on
  - Broadband access
  - Speed of broadband
  - Mobile (broadband) access to the internet
  - Mobile devices
  - Individual use of the internet
    - Access to information
    - Civic and political participation
    - eHealth
    - Professional life
    - Social life and personal communication
    - Entertainment

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## New Indicators of Online Activities

- Frequency of internet use
  - Daily or almost daily use of the internet
- Personal communication
  - Participating in social networking (facebook, twitter, etc.)
- Use of entertainment
  - Listening to web radios or watching web TV
- Access to information
  - Reading / downloading online newspapers / news magazines
  - Subscribing to news services or products to receive them regularly (including RSS, ... )

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## New Indicators of Online Activities

- Civic and political participation
  - Accessing or posting opinions on websites (e.g. blogs, social networks, etc) for discussing civic and political issues
  - Taking part in consultations, voting and opinion polls on-line on political issues
- Creativity (user generated content: photos, music, blogs, wikipedia)
  - Uploading self created content (including software) to any website to be shared
  - Creating websites or blogs

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## New Indicators of Online Activities

- e-Health
  - Making an appointment with a practitioner
  - Consulting a practitioner online
- Professional life
  - Using professional networking sites

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## Security and trust in 2010 ICT use Surveys

- Security is considered as vital issue for the further development of the Internet
- Special modules in enterprise and household surveys
- General Approach
  - Awareness
  - Experience
  - Behaviour
- Difficult topic as respondents might not be aware of security incidents

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## Security and trust in Household Survey 2010

- Awareness
  - Degree of concern of the respondent
    - Virus or other computer infection
    - Receiving unsolicited emails (spam)
    - Privacy violations
    - Financial loss due to phishing or pharming attacks
    - Financial loss due to fraudulent payment
    - Children accessing inappropriate websites



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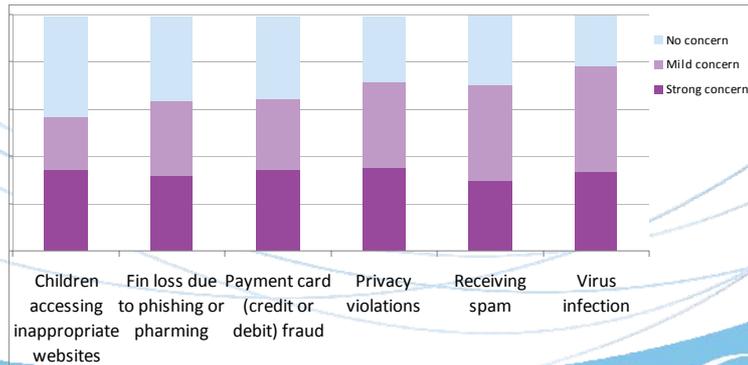
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## Security and trust in Household Survey 2010

### ■ Awareness

- Degree of concern of the respondent in European Union
- **8% of persons aged 16-74 have no concern at all**



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## Security and trust in Household Survey 2010

### ■ Experience

- Security related incidents
  - Virus or other computer infection
  - Receiving unsolicited emails (spam)
  - Privacy violations
  - Financial loss due to phishing or pharming attacks
  - Financial loss due to fraudulent payment
  - Children accessing inappropriate websites



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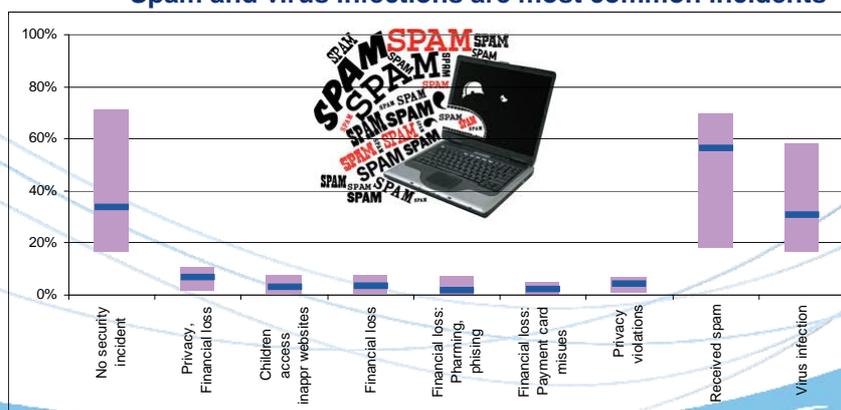
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## Security and trust in Household Survey 2010

### ■ Security related incidents:

- Spam and virus infections are most common incidents



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## Security and trust in Household Survey 2010

### ■ Behaviour

- Omission of activities due to security concerns
  - Ordering goods or services
  - Internet banking
  - e-government services
  - Provision of personal information to social networking sites
  - Download of files (software, audiovisual content, data, ...)
  - Wireless connection to Internet outside home
- Use of IT security software
  - Virus, anti-spyware, firewall, email filtering, parental control
- Regular update of IT security software
- Reasons for not updating IT security software
- Frequency of safety copies or data back-up

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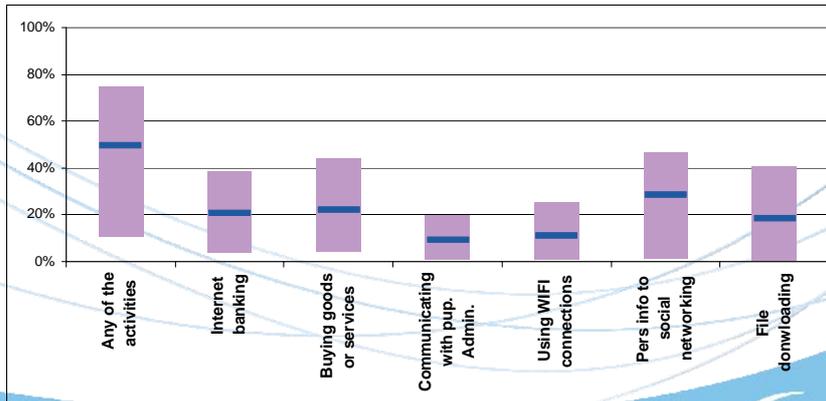
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## Security and trust in Household Survey 2010

### ■ Omission of activities due to security concerns

- Half of persons do not perform an activity due to security concerns



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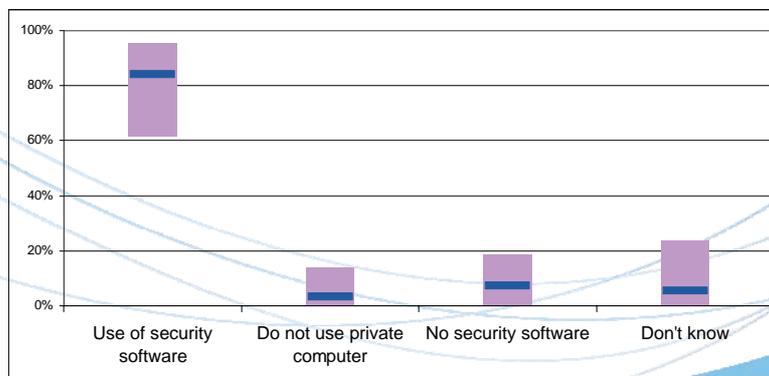
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## Security and trust in Household Survey 2010

### ■ Use of IT security software

- Large majority of persons use security software



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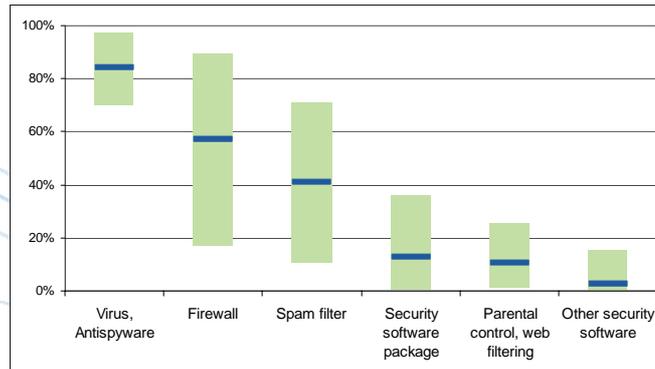
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## Security and trust in Household Survey 2010

### ■ Behaviour

– Antivirus, firewalls and spam filters most common security tools



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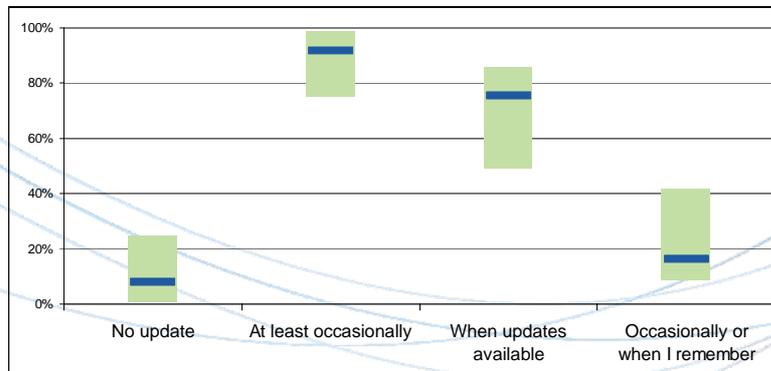
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## Security and trust in Household Survey 2010

### ■ Regular update of IT security software

– 3/4 of persons update security software when new updates available



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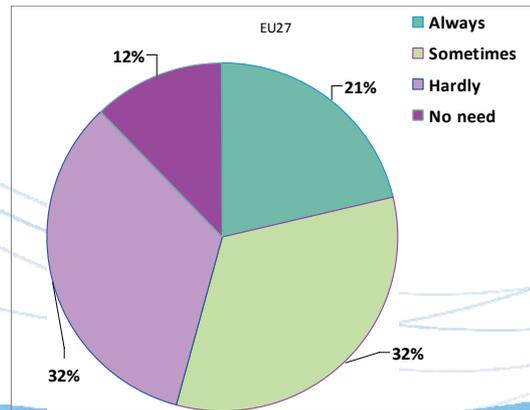
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## Security and trust in Household Survey 2010

### ■ Behaviour

– ½ of persons backup files at least sometimes



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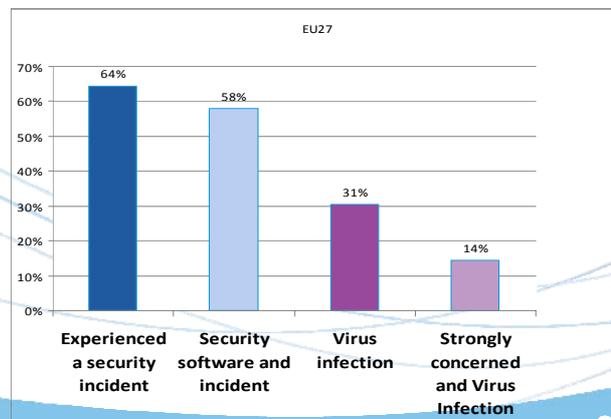
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## Security and trust in Household Survey 2010

### ■ Use of security software, high awareness, security incidents

– High awareness necessary for successfully preventing security incidents



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## Thank you for your attention

- Questions?
- Further information  
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