World Internet Project
New Zealand

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Digital immigrant
Digital native
World Internet Project – Background

- International collaborative project involving 40+ countries
- Social, political & economic impact of the internet and new technologies
- Shared questions allow international comparisons
- Also questions designed specifically for NZ
Sample design

- 2007–2011 were telephone only surveys, 2013 included additional online component
- Variables: gender, age, ethnicity, geographic location, household income
- Exclusions: internet non-users without landlines; non-English speakers; those refusing
- 95% confidence intervals:
  - ~ ±2.3% on full sample; ~ ±2.5% on internet users
Internet Trends in New Zealand 2007–2013

WORLD INTERNET PROJECT
NEW ZEALAND

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User status

- 2007:
  - Non-user: 6
  - Ex-user: 5
  - User: 6
  - Total: 13

- 2009:
  - Non-user: 3
  - Ex-user: 5
  - User: 5
  - Total: 13

- 2011:
  - Non-user: 2
  - Ex-user: 7
  - User: 3
  - Total: 12

- 2013:
  - Non-user: 2
  - Ex-user: 4
  - User: 3
  - Total: 5
User status by age

Base: All respondents
Internet access through various devices

Base: Internet users (n=1847) | Graphs with no year labels refer only to 2013 data
Use of wireless devices

% use internet through wireless devices

Base: Users | Note: different questionnaire wording in different years
Device in household by income

% have access to device in their household

- Desktop
- Laptop
- Mobile Phone (any)
- Smartphone
- Tablet
- E-reader
- Game console

Base: Users

- <$50k
- $50k to <$100k
- $100k+
Phone calls over the internet (including video calls)

Base: Users
Social networking site membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Use other SNS most</th>
<th>Use Facebook most</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>12</td>
<td>39</td>
</tr>
<tr>
<td>2011</td>
<td>3</td>
<td>64</td>
</tr>
<tr>
<td>2013</td>
<td>11</td>
<td>70</td>
</tr>
</tbody>
</table>
Online consumer activities

Base: Users
NZ a leader in online purchasing

Figure 1  Purchase online, selected countries, 2013*

Source: CCI World Internet Project data

* US data is 2012
Internet security issues

Bought something that was misrepresented

- 2007: 9
- 2009: 11
- 2011: 14
- 2013: 16

Had credit card details stolen

- 2007: 2
- 2009: 3
- 2011: 4
- 2013: 5

Base: Users
Opinions about internet governance

Base: Users

Govt should allocate funds to allow access

- 2007: Disagree 43, Neutral 24, Agree 47
- 2009: Disagree 30, Neutral 22, Agree 49
- 2011: Disagree 29, Neutral 25, Agree 52
- 2013: Disagree 23, Neutral 25, Agree 52

Govt should regulate more than it does

- 2011: Disagree 39, Neutral 31, Agree 30
- 2013: Disagree 48, Neutral 30, Agree 22
Importance of the internet to everyday life

Base: All respondents
Importance of internet as a source of information and entertainment, by age

Base: All respondents
User status by area

Base: All respondents
User status by ethnicity for those aged 16–49

Base: All respondents aged 16-49, and excluding other ethnicities than the four groups shown
Note: Shows only under 50 due to very different age profile of NZ European compared to other ethnicities
Betty: Non-user to user

- mid 70’s, high school educated, low income, living in an urban centre
- 2007 non-user, said she was ‘not likely’ to start using the Internet
- Radio was primary source of information and entertainment
- 2009 started browsing the net for health information, playing games online, and checking emails daily
- Felt the internet decreased her contact with local community
- 2013 the Internet was ‘very important’ to her daily life
Crystal: Confident user

- Asian ethnicity, In her 30s, Broadband Internet connection
- Online activities include email, Facebook, browsing, games, looking for work, chat rooms
- Began paying bills online
- Used non-English websites
- High level of confidence in reliability of information accessed online
Molly: Family rules

• intermediate school
• Satisfied with broadband connection at home
• Uses Internet in her bedroom
• 2009 playing games online, listening to music, watching shows and movies
• 2011 joined Facebook, keeps a blog
• Uses the Internet to support learning
• House rules include not to visit some sites, not to give out personal information online, not to chat with strangers, not to meet up with someone met online
Richard: Alienation

- In his 60s, from non-user to user, and back again
- In 2007, did not have a computer and had asked several people to do things online for him
- 2009 started using Internet at work, listening to the radio online, streaming music and instant messaging, felt the Internet increased time with family
- 2011 stopped browsing the web, felt the Internet decreased time spent with family
- After 3 years of Internet use, said it was too difficult and stopped using Internet
Discussion Points

- New Zealanders as online consumers,
- ‘digital natives’ increasingly become drivers of new online business models
- “anytime-anywhere” internet
- Internet is valued for:
  - Consumer transactions – buying, paying bills
  - Online telecommunications
  - Social networking
  - Source of Information
Discussion Points: Issues

Divides:
- Availability and accessibility
- Impact of new technology
- Ethnic groups
- Geographic divides
WIPNZ Supporters

Te Puna Mātauranga o Aotearoa
NATIONAL LIBRARY
OF NEW ZEALAND
Department of Internal Affairs

InternetNZ

buzzchannel

AUT UNIVERSITY
For more information:

The World Internet Project in NZ

www.wipnz.aut.ac.nz

The World Internet Project - international

www.worldinternetproject.net

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Anne: Non-user

- 60s, NZ European lives in a small town
- Non-user in all 4 surveys
- No computer at home and does not want one
- TV is source of entertainment and information
- 2009 began texting family
- 2007 & 2009 had not asked for anyone’s help to do something on the Internet
- 2011 & 2013 needed someone’s help with internet related tasks
- (Even staunch non-users have increasing need to access Internet)
Hours spent online per day

- Home: 18% <1 hour, 25% 1-2 hours, 21% 2-3 hours, 7% 3+ hours
- Work: 20% <1 hour, 13% 1-2 hours, 7% 2-3 hours, 11% 3+ hours
- School: 4% <1 hour, 5% 1-2 hours, 3% 2-3 hours, 5% 3+ hours
- Others' homes: 7% <1 hour, 4% 1-2 hours, 3% 2-3 hours, 3% 3+ hours
- Library: 4% <1 hour, 3% 1-2 hours, 3% 2-3 hours, 4% 3+ hours
- Internet cafes: 1% <1 hour, 1% 1-2 hours, 1% 2-3 hours, 1% 3+ hours
- Mobile device: 22% <1 hour, 19% 1-2 hours, 13% 2-3 hours, 17% 3+ hours

Base: Users
Moana: Internet success story

- 50s, Maori, tertiary qualification, lives in main city
- 2007 avid TV watcher, checked email daily, played online games weekly, but Internet not important source of information
- 2013 reading online news every day, joined Facebook, started watching videos online every day
- Also began posting audio material and online banking
- Had made friends online
- Said the Internet had greatly increased her contact with friends and local community
- Whanau remained important source of information
Joan: Newspapers to online news

- mid 50’s, married, upper income, urban, broadband in home office
- has been using the Internet since 1998
- 2007 Internet not important as source of information and entertainment
- 2007 Newspapers ‘very important’
- 2009 began downloading music, watching TV on demand, SNS, navigation sites
- 2013 began commenting on people’s blogs, using an e-reader, playing games online
- 2013 Newspapers ‘not important’
Tane: Social networks

- 60s, Maori, high school qualification, low income
- 2007 confused by the Internet, unlikely to use it
- TV and radio for entertainment and information
- 2011 and 2013, watched less TV, online games, local news online, downloads music, reads blogs
- Family, friends and community consistently valued as source of information
- Now uses Twitter and Facebook, made friends online and met them in person
- Emails and texts friends and family
- Wary of Internet security and has never done banking online
- Feels the Internet increases his sense of ethnic and national identity and is now an important part of his life
Stanley: Buying and selling online

- mid ‘70s, married, living on low income
- 2007 had dial-up connection,
  never played games online
- 2009 changed to broadband,
  began playing games every day
- 2013 communicated with friend on SNS,
  occasionally posted content
- Also began buying and selling items online
Uploading/sharing content on social networking sites

Base: Users who are members of a SNS

- Post messages: 87% (2009), 88% (2011), 82% (2013)
- Post pictures, photos or videos: 76% (2009), 74% (2011), 71% (2013)
- Post audio material: 13% (2009), 13% (2011), 14% (2013)
- Post content for financial gain: 3% (2009), 3% (2011), 3% (2013)
Hours online (average day)