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Managing Information, Powering Intelligence

Za'atari Mobile Phone and Internet Use Survey



Data collection: January 2015

Final Report: October 2015

Authors:

Maitland, Tomaszewski, Belding, Fisher, Xu, Iland, Schmitt, Majid

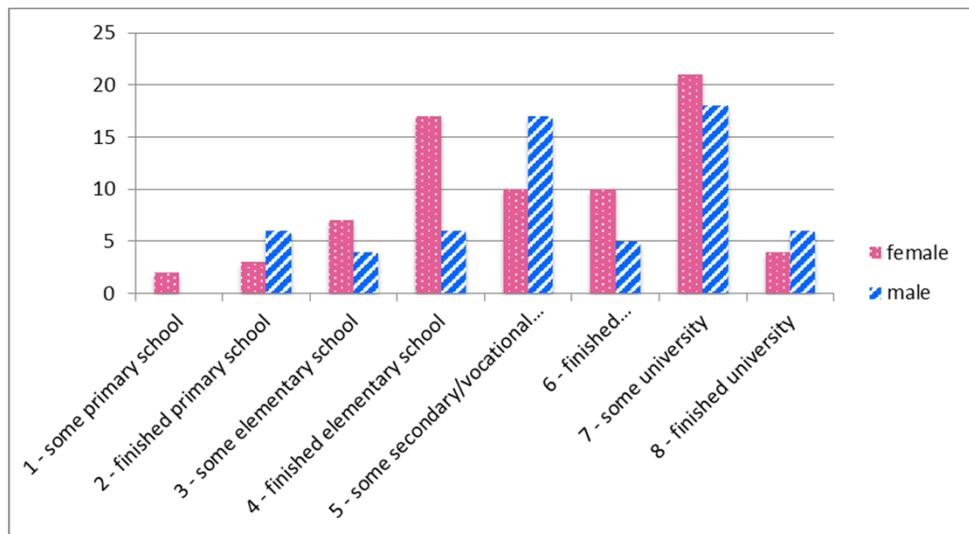


SAMPLE DEMOGRAPHICS

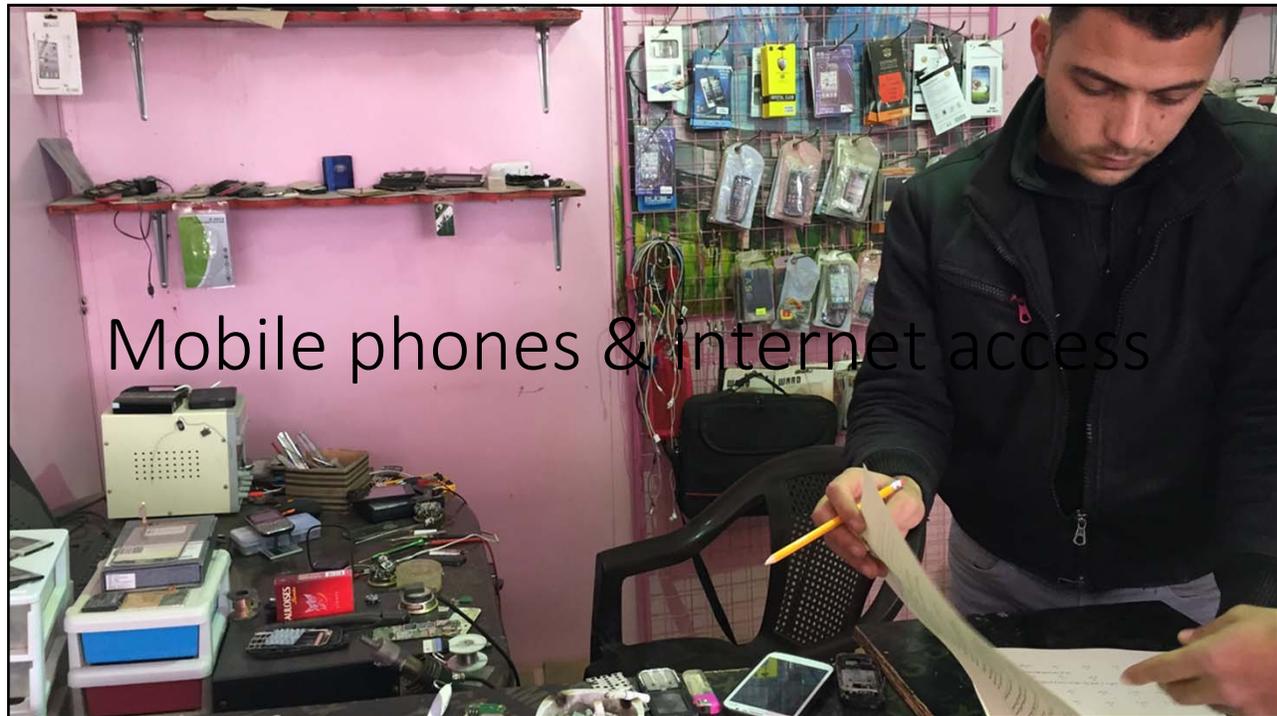
Data collected in January 2015 from Youth Training Centers and on the street.

The sample

- 234 respondents - 157 youth/ 71 adults
- The youth...
 - Average age of 20
 - 74 females vs. 63 males
 - 36% either started or completed a university degree
 - Majority report good (54) or fair (58) English reading skills



Youth Education Distribution by Sex

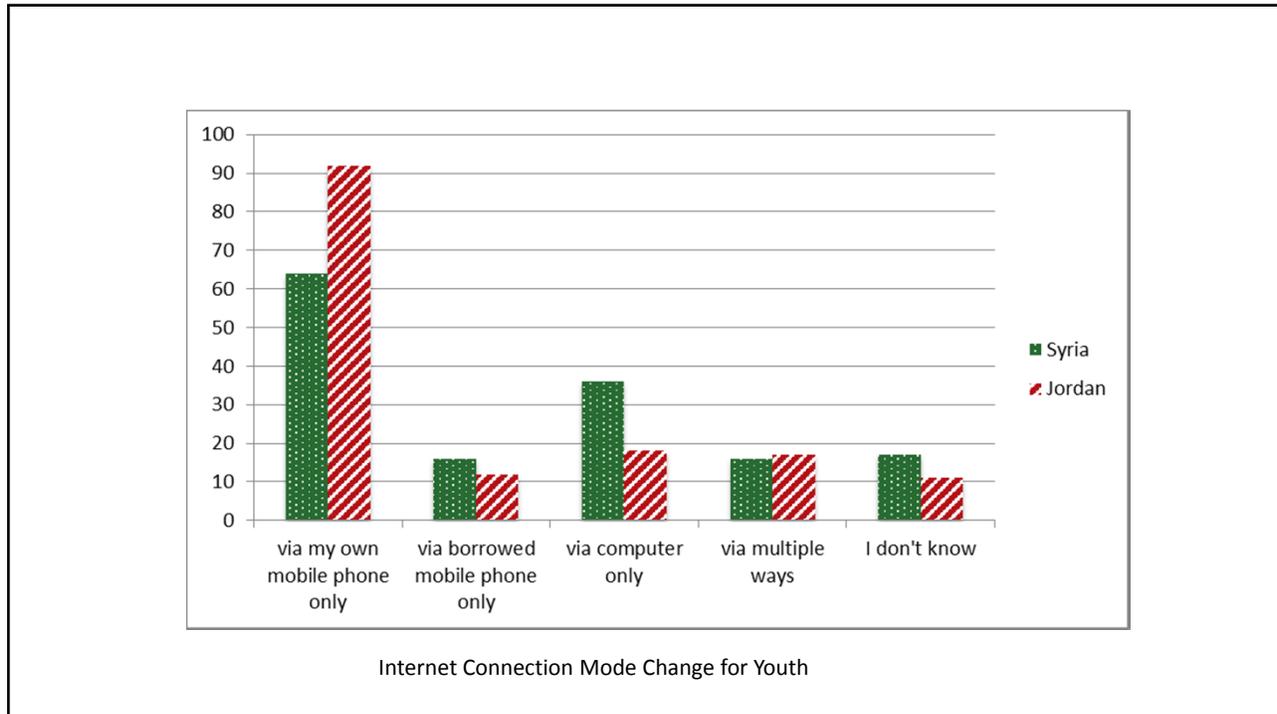


Mobile phones & internet access

Youth Handsets & SIMs

- Handset ownership
 - Most own a handset (134 out of 157 - 85%)
 - Popular brands - **Samsung**, Nokia and iPhone.
 - Most popular carrier – **Zain** 89% - 139 subjects
 - Orange 22% - 35 subjects
 - Umniah 17% - 27 subjects
- SIM ownership
 - Most own SIM cards (134 out of 157 – 85%)
 - Most also borrow (126 of 174 - 80%)
 - Most (124) **both own and borrow**
 - On average, youth *own fewer SIM cards and borrow more than adults*





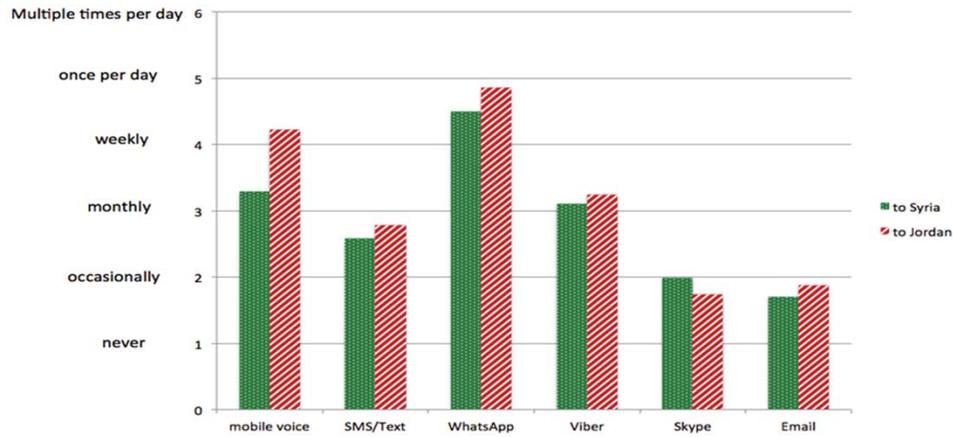
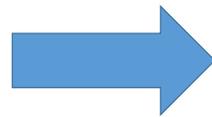
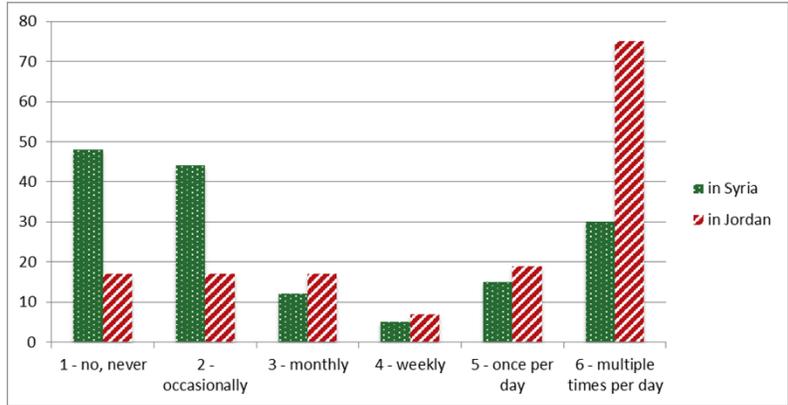


Table 1: Average Frequency of Internet/Social Media/Online Video Use in Jordan and Syria

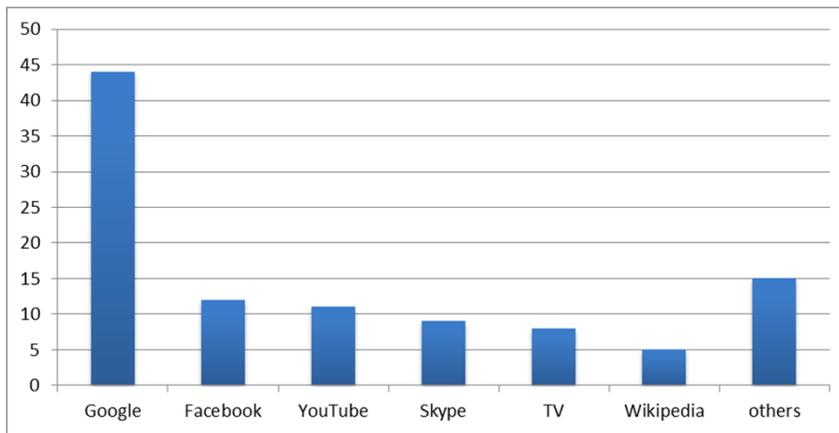
	Syria mentions	Syria mean frequency	Jordan mentions	Jordan mean frequency	Average Difference
Internet use	154	2.90	152	4.41	1.5
Social media use	156	2.72	153	4.26	1.54
Online video	156	2.24	155	3.59	1.35



Sizeable increase



Youth Internet Use Frequency in Syria versus Jordan



Youth Information Source in Syria

Table 1: Ranking by Levels of Interests in Internet-Based Activities for Youth

Ranking	Internet-Based Activities	Level of Interest - Youth	Level of Interest - Adult
1	Instant messaging/WhatsApp	3.88	3.90
2	News	3.86	3.80
3	Information search (health, legal)	3.66	3.47
4	Connecting with people outside the camp via social media (Facebook, etc.)	3.55	3.69
4	Facebook	3.52	3.44
6	Jobs/employment	3.51	3.53
7	Connecting with others inside the camp via social media (Facebook, etc.)	3.40	3.70
8	Participate in online school/education	3.38	3.37
9	Participate in online college/university/vocational training	3.33	3.29
10	Information Search (entertainment, sports)	3.23	2.47
11	YouTube	3.04	3.33
12	Viber/Rounds	2.94	3.00
13	Twitter	2.80	2.42
14	Gaming	2.75	2.15
15	Mapping (Google Maps, etc.)	2.66	3.21
16	Email	2.65	2.54
17	Skype	2.32	2.84

Helping behaviors

- 104 out of 157 youth (66.2%) indicated they had provided assistance frequently to family (60 mentions, 57.7%) and friends (65 mentions, 62.5%).
- Men are more likely to help than women
- People with relatively higher education are more likely to offer help.
- Among youth, age and English reading skills do not influence helping behaviors.

In-camp (Jordanian) ICT use

Table 16 Jordan ICT Use Model for Different Samples

	Full sample	Youth sample	Youth female	Youth male
Adjusted R²	.510***	.538***	.418***	.411***
-Age	-.283**	n.s.	n.s.	n.s.
-Sex	-.363**	-.443**	NA	NA
-Education	.143**	n.s.	.307*	n.s.
-English	n.s.	n.s.	n.s.	.292*
-Handset owner	.261**	.330**	.246*	.494**
-SIM access	.154**	n.s.	n.s.	n.s.
-Syria ICT use	.273**	.259**	.371**	.284*

*p<.05, **p<.01, ***p<.001, n.s. = not significant

Camp-based (Jordan) ICT use

- Among youth, **gender** is the strongest influence on use (males using more frequently) – so we *split the sample* into *male* and *female*
- Results - Demographics
 - **Education** has a strong effect on female ICT use, particularly as compared to males where its effect is insignificant.
 - Conversely, **English language** has no effect except in the male youth subsample.
- Results - Access and experience
 - **Handset ownership** is the strongest predictor of male use as compared to third of three for females.
 - **Previous use in Syria** is the strongest predictor of female use but is third of three for males



Online activity interests & demographics

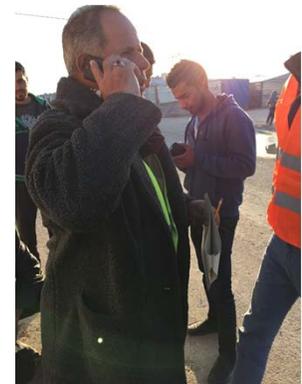
Table 4: Online Youth Activities Factors

	Youth Media1	Youth Media2	Information Communication	Youth Online Education	Youth entertainment
Participate in online school/education				x	
Participate in online College/university/vocational training				x	
Information search (health, legal and news)			x		
Jobs/Employment			x		
Mapping (Google Maps, etc.)			x		
Connecting with others inside the camp via social media (Facebook, etc.)			x		
Connecting with people outside the camp via social media (Facebook, etc.)			x		
Email		x			
Skype		x			
Viber/Rounds		x			
Instant Messaging/WhatsApp	x				
Twitter		x			
Facebook	x				
YouTube		x			
Gaming					x
Information search (entertainment, sports)					x

- **Age** – greater interest by younger users on Media 2 and Entertainment
- **Sex** – greater interest by males for Media 1&2 and Information
- **Education** – those with higher levels are more interested in Media 2, Information and Online Ed
- **English** – no effect
- **Handset ownership** – positively related with Media 1 and Information
- **Jordanian (in camp) ICT use** – highly correlated with Media 1& 2 and Information; predictor of Entertainment
- **Youth Online Education** interest predicted by only education

Conclusions

- Among this youth (potentially biased) sample, a **high level of mobile phone and internet use** exists in the camp
- While mobile phone **ownership is fairly even between men and women**, men have higher usage and higher levels of interest in online activities
- In terms of online interests, the **greatest interest is in news and communication**, with education ranked 8/17. For education, there was no significant difference in interest between men and women, but those with higher levels of education are more interested.
- Differences between men and women exist in the predictors of use – for **women education** is important, while for **men English reading skills** predict use.
- For all this use and interest - **the dominant mode of access is the mobile phone**, with consequences for types of use (lengthy writing, developing resumes, producing content)



Recommendations

- Improve **bandwidth** and provide opportunities for computer-based access
- Expand **computer skills training** so younger residents learn what their older counterparts already know
- Investigate whether UNHCR could use **WhatsApp** for staying in contact with refugees, as this was both the *most used* communication medium and the one of *greatest interest*
- Further research to understand –
 - The role of education in women's use
 - Why men's use is influenced by English reading ability while women's is not
 - How SIM card sharing influences access and why there is a gender difference
 - The extent to which these findings generalize beyond the youth (and likely educated) population of the camp

