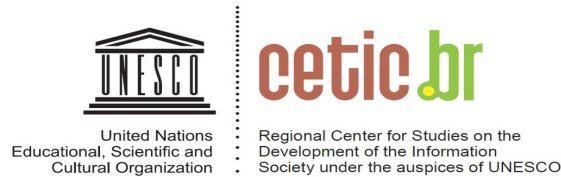# GLOBAL E-HEALTH GRAND ROUNDS
CHILDREN & ADOLESCENTS IN THE DIGITAL ERA: EVIDENCES AND HEALTH CHALLENGES IN THE INTERNET AND SOCIAL MEDIA

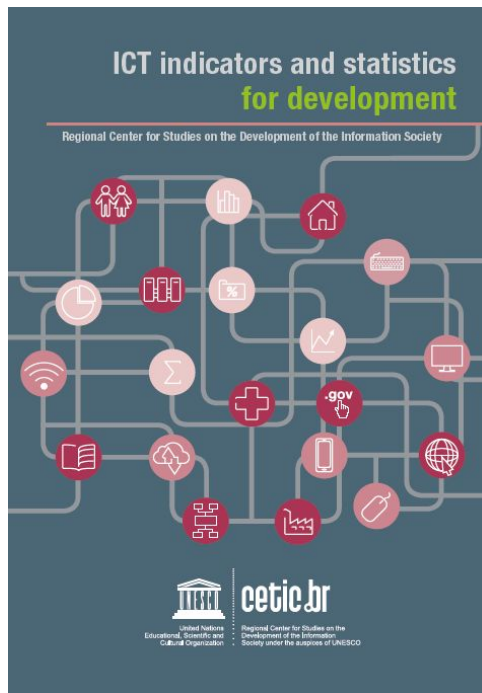o Alexandre F. Barbosa, PhD
o Maria Eugenia Sozio, MSc

27th of September 2016

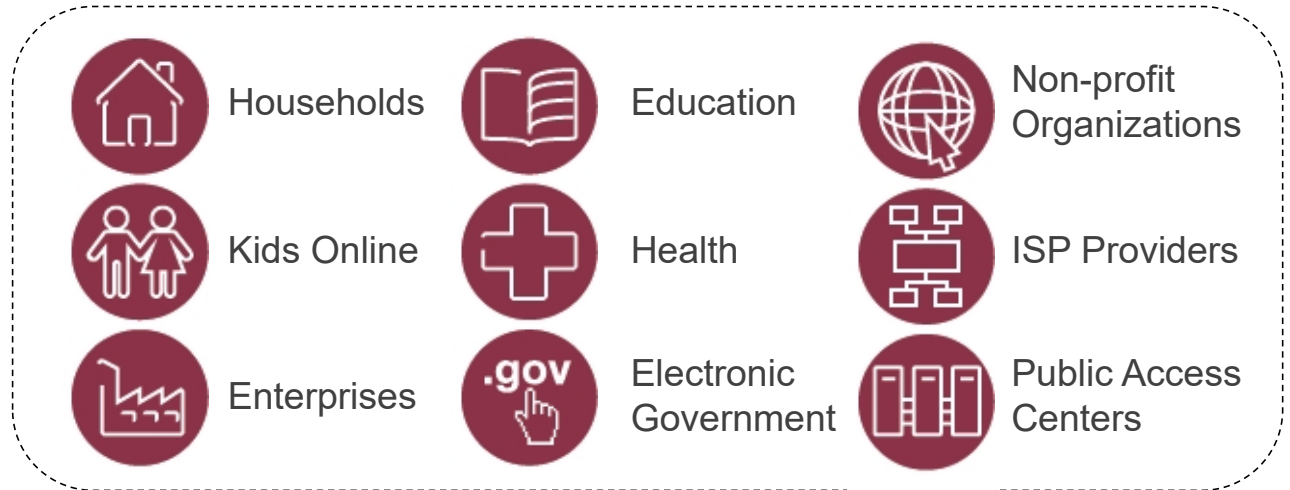# ABOUT
CETIC.BR

Mission: Contribute to building inclusive knowledge societies through information and communication technologies.

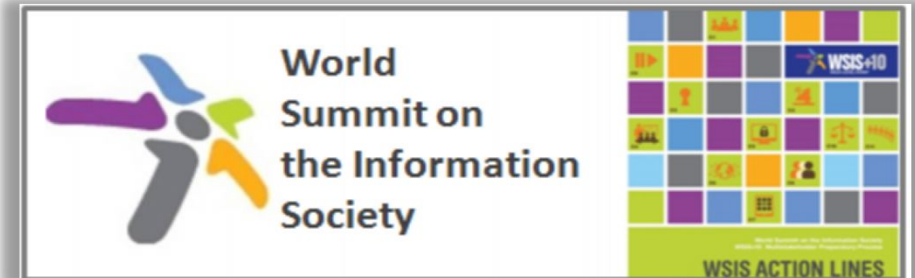ICT indicators and statistics for development

ICT Surveys in Brazil

- Households
- Kids Online
- Enterprises
- Education
- Health
- Electronic Government
- Non-profit Organizations
- ISP Providers
- Public Access Centers

KNOWLEDGE AND INFORMATION SOCIETIES
ICT AS AN ENABLERS TO ACHIEVE GOALS

UN Sustainable Development Goals

WSIS Action Lines
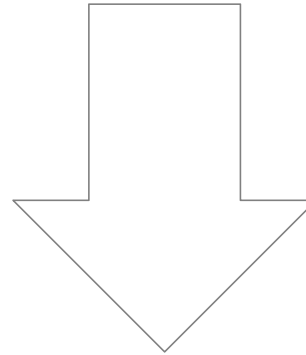
INDIVIDUALS

- ❑ HOUSEHOLDS & INDIVIDUALS
- ❑ RIGHTS & PROTECION

ORGANIZATIONS

- ❑ EDUCATION
- ❑ HEALTH
- ❑ CULTURE
- ❑ ENTERPRISES
- ❑ GOVERNMENT
- ❑ NON-GOV'T ORG.
- ❑ ISP PROVIDERS
- ❑ TELECENTERS

METHODOLOGICAL APPROACHES
PRODUCING QUALITY DATA FOR POLICIES AND RESEARCH

QUALITATIVE APPROACH:
o Focus groups
o Cognitive interviewing
o In-depth interview
o Case studies

DATA ANALYTICS

QUALITATIVE METHODS

Web Scraping
(Semantic Web)

BIG DATA

Organizations Surveys

QUANTITATIVE METHODS

Household Surveys
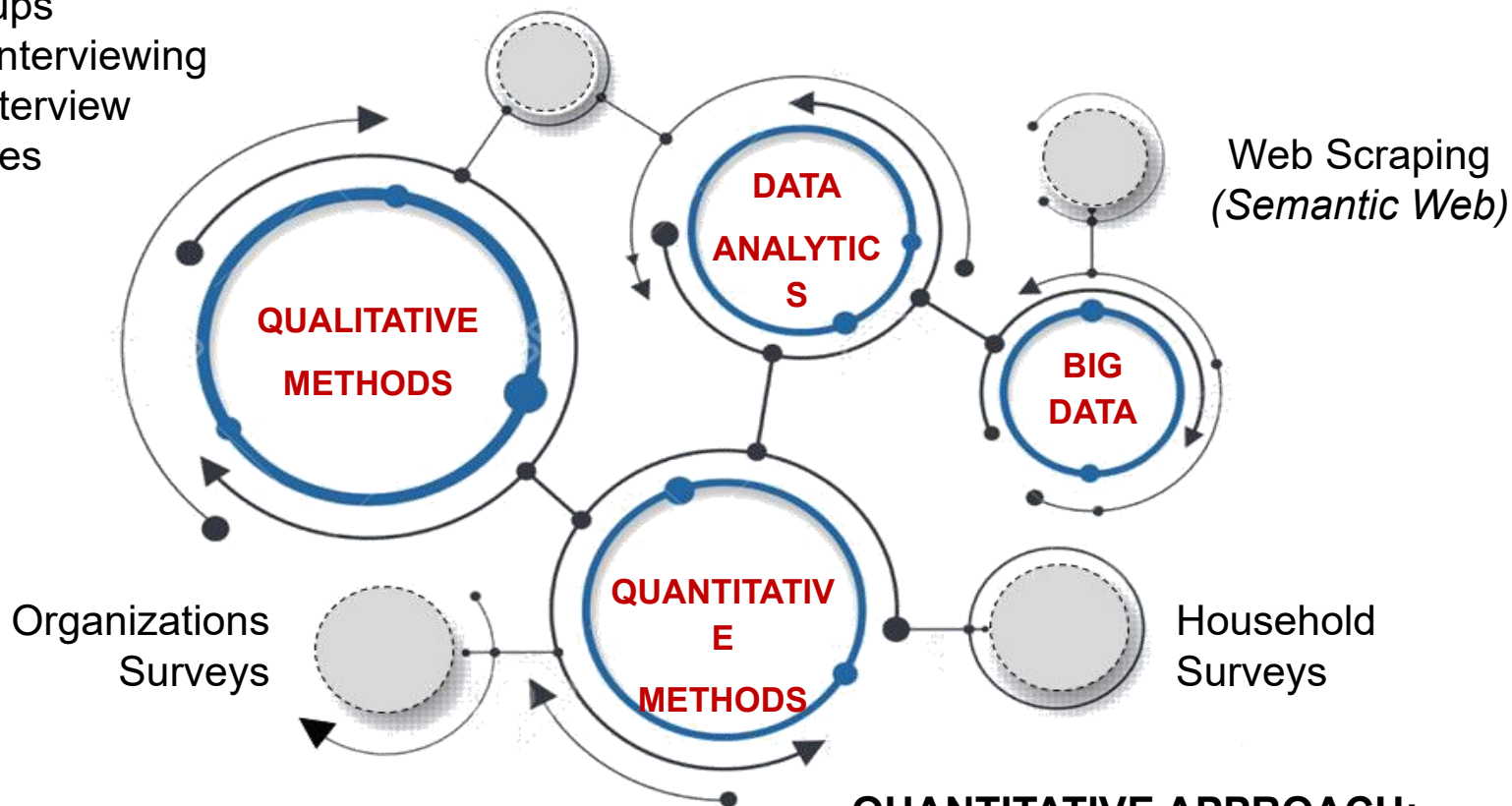
QUANTITATIVE APPROACH:
o National probabilistic surveys
o Disaggregated results

ICT Kids Online Brazil
Survey design

	2012	2013	2014	2015
Sample design	PPS / IS	PPS / IS	PPS / IS	PPS / SRS
Number of municipalities	125	150	150	350
Number of enumeration areas	250	300	300	2.000
Number of interviews — Children	1.580	2.261	2.105	3.068
Number of interviews — Parents/ legal guardians	1.580	2.261	2.105	3.068
Number of interviews — Total	3.160	4.522	4.210	7.136
Mode of data collections	PAPI (Paper-and-pencil personal interviewing)	PAPI (Paper-and-pencil personal interviewing)	CAPI (Computer-assisted personal interviewing)	CAPI (Computer-assisted personal interviewing)
	SAQ (Self-administered questionnaire)	SAQ (Self-administered questionnaire)	CASI (Computer-assisted self-interviewing)	CASI (Computer-assisted self-interviewing)

* Estimated sample sizes. Currently in data collection.
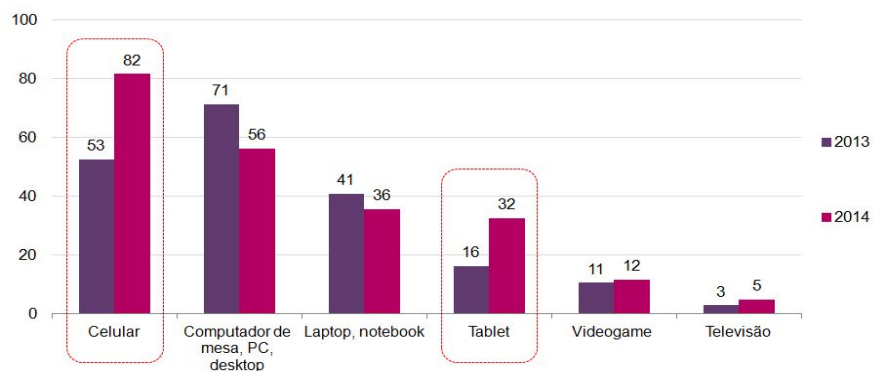
ICT Kids Online Brazil
Areas of investigation

o Patterns of Internet use (location and frequency of Internet use, devices)

o Online activities

o Social networking

o Internet skills

o Parental mediation

o Exposure to advertising
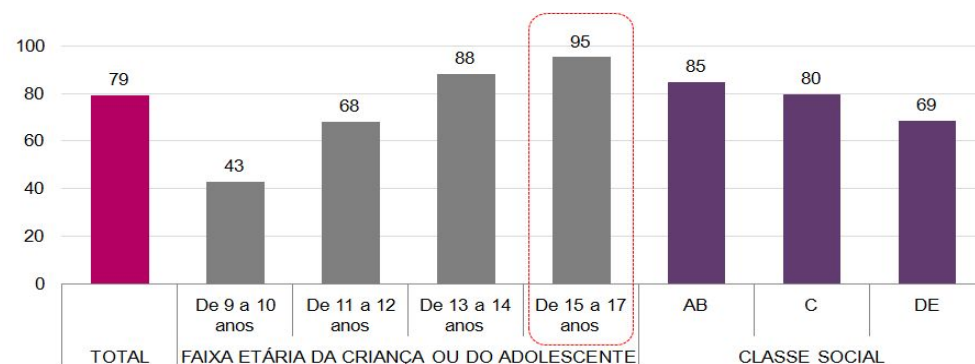
o Risks and harm

140 indicators

Crossing variables: region, sex, age group, level of instruction, SES, family income

➔ Children / parents or legal guardians

Devices used to access the Internet

Device	2013	2014
Celular	53	82
Computador de mesa, PC, desktop	71	56
Laptop, notebook	41	36
Tablet	16	32
Videogame	11	12
Televisão	3	5

Profile in social networks

	TOTAL	De 9 a 10 anos	De 11 a 12 anos	De 13 a 14 anos	De 15 a 17 anos	AB	C	DE
	79	43	68	88	95	85	80	69

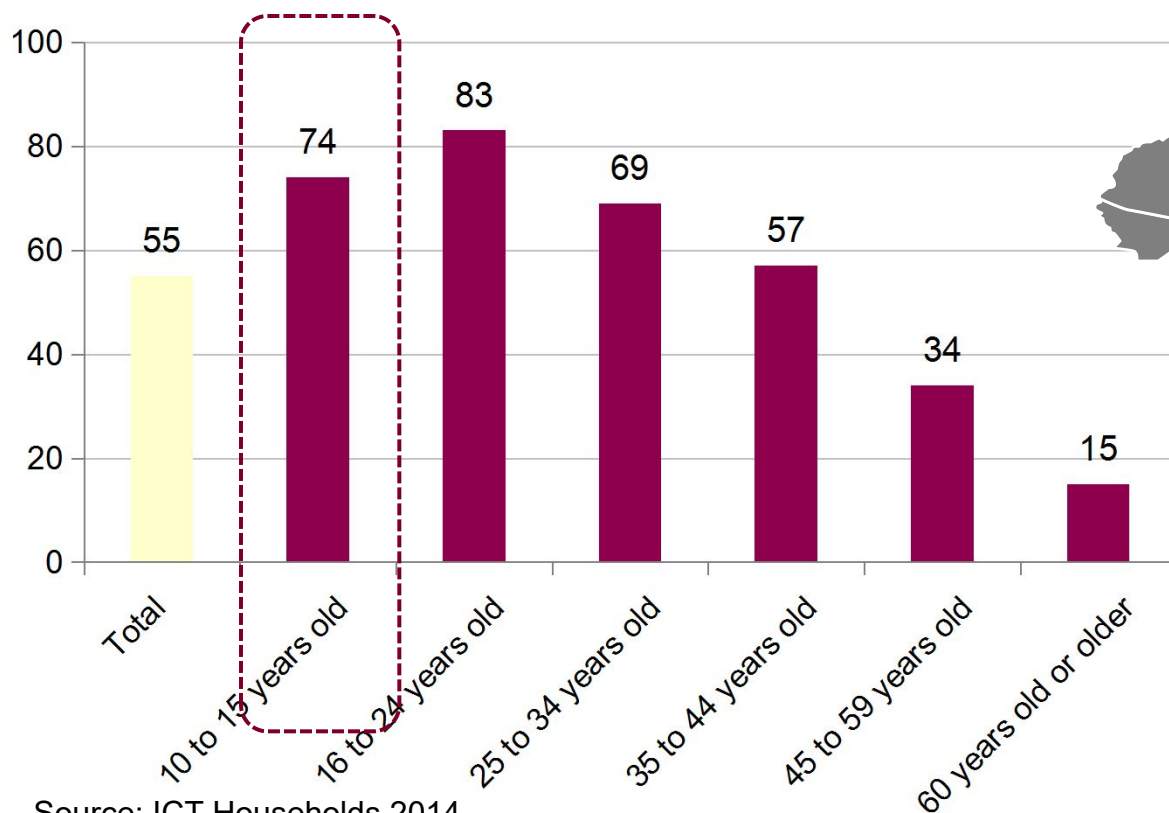FAIXA ETÁRIA DA CRIANÇA OU DO ADOLESCENTE   CLASSE SOCIAL

Setting the context: ICT Households

Young Internet users in Brazil

INTERNET USERS, BY AGE (2014)
% of the total population aged 10 years and above

Chart values:
- Total: 55
- 10 to 15 years old: 74
- 16 to 24 years old: 83
- 25 to 34 years old: 69
- 35 to 44 years old: 57
- 45 to 59 years old: 34
- 60 years old or older: 15

INTERNET USERS, BY REGION (2014)
% of the total population aged 10 to 15 years

Map values:
- 65%
- 61%
- 73%
- 88%
- 76%

cetic.br nic.br cgi.br
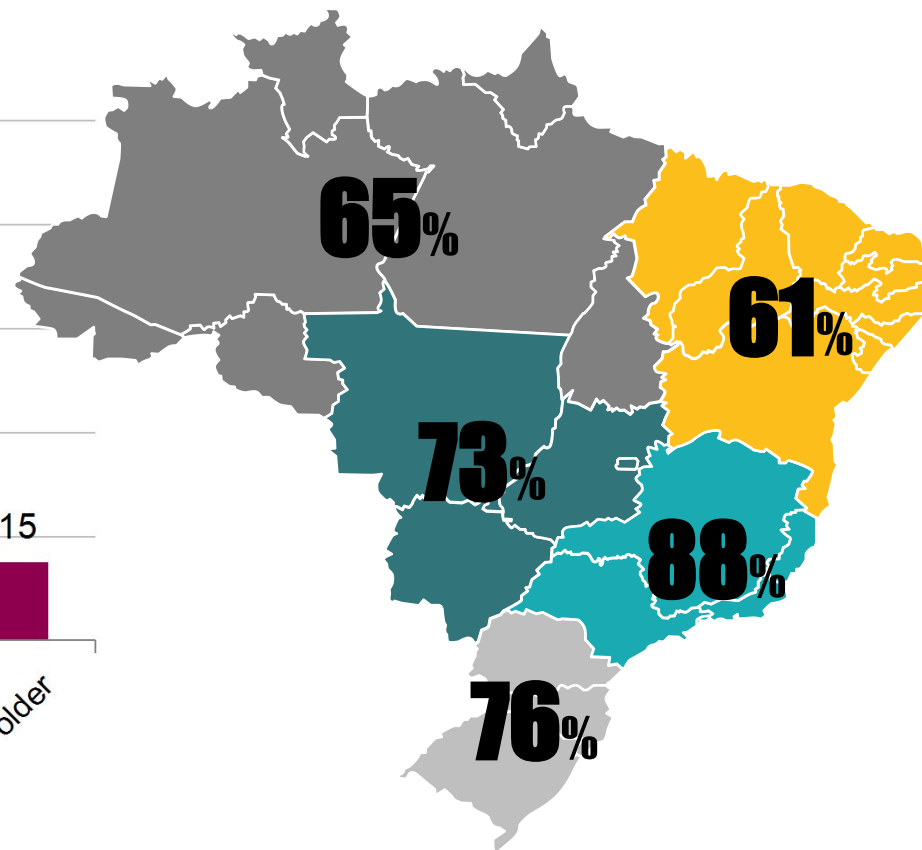
Setting the context: Parents or legal guardians who are Internet users

Percentage of the total number of Internet users aged 9 to 17 years

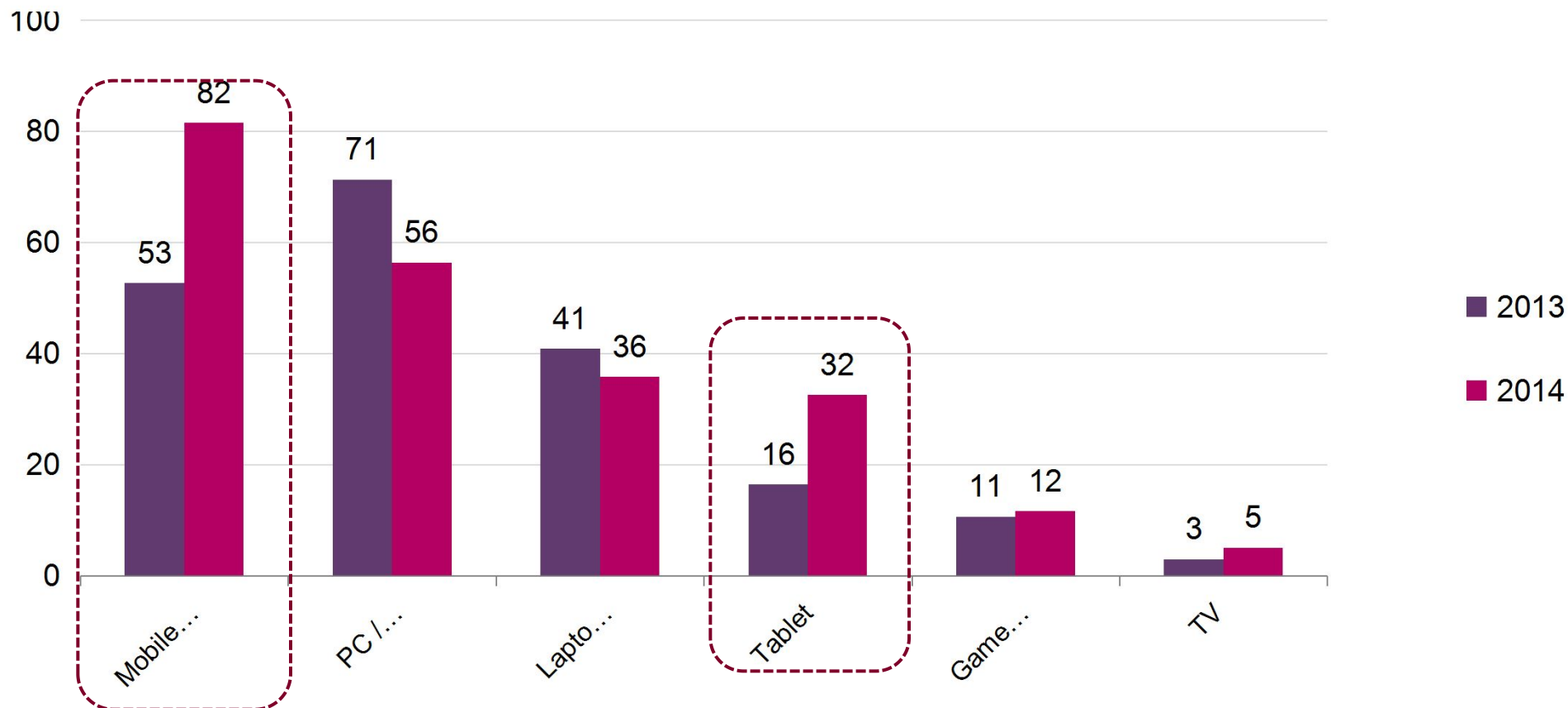Base: 2,105 Internet users aged 9 to 17 years
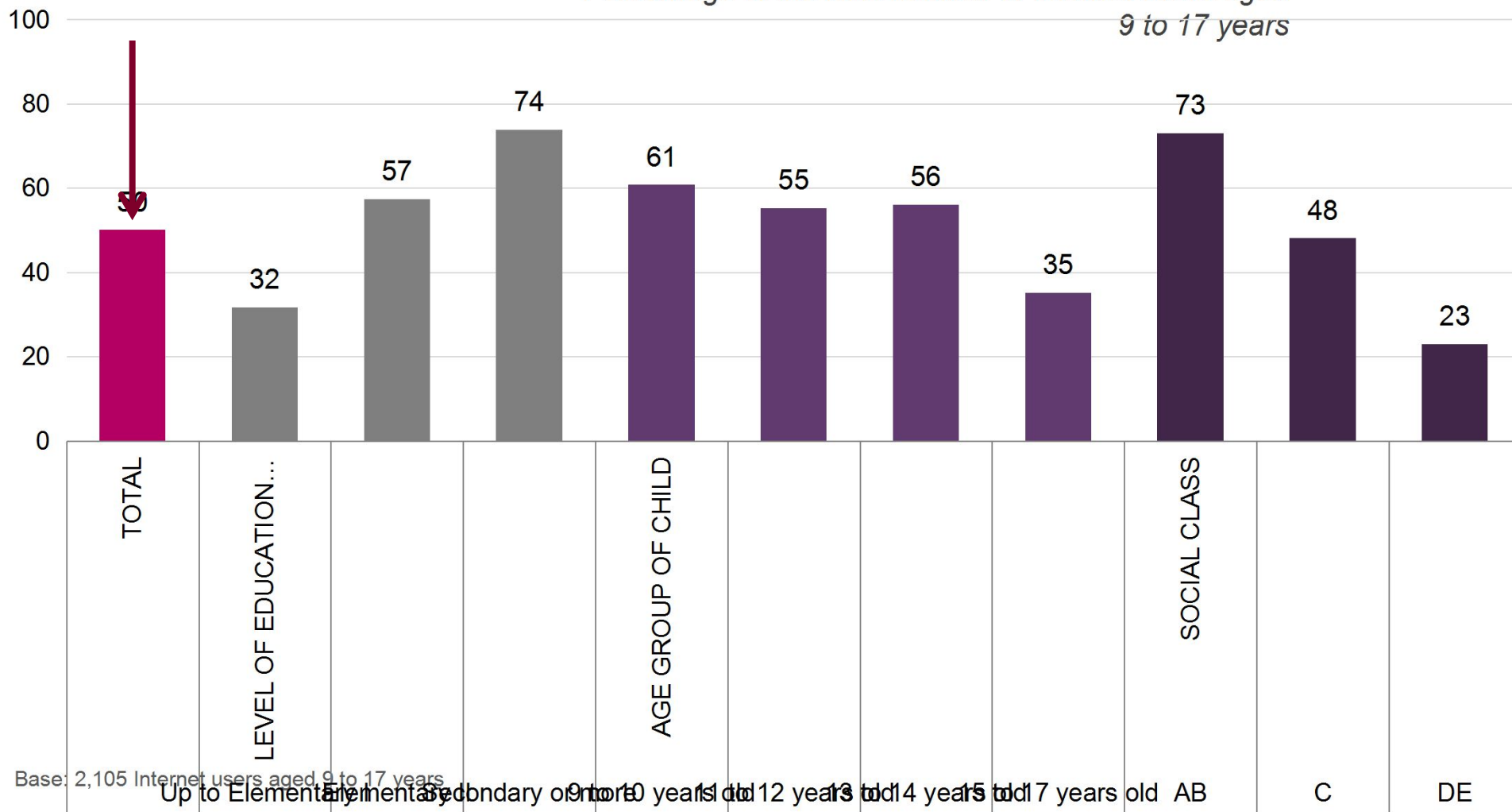
Type of device used to access the Internet

Percentage of the total number of Internet users aged 9 to 17 years

Device	2013	2014
Mobile...	53	82
PC / ...	71	56
Lapto...	41	36
Tablet	16	32
Game...	11	12
TV	3	5

Base: 2,105 Internet users aged 9 to 17 years

Frequency of Internet use

Percentage of the total number of Internet users aged 9 to 17 years
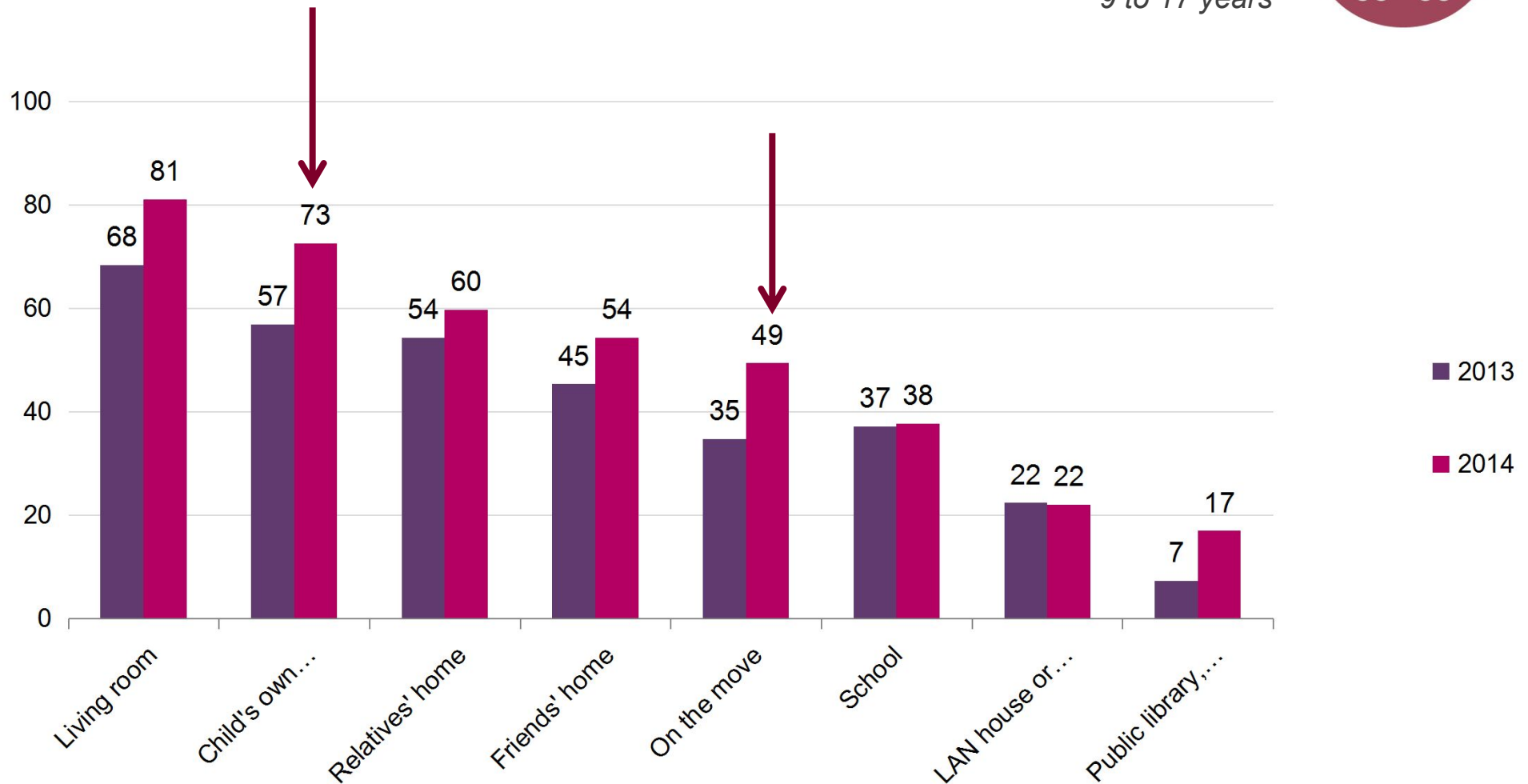

Legend:
- Every day or almost every day
- Once or twice a week
- Once or twice a moth
- Less than once a month
- Does not know
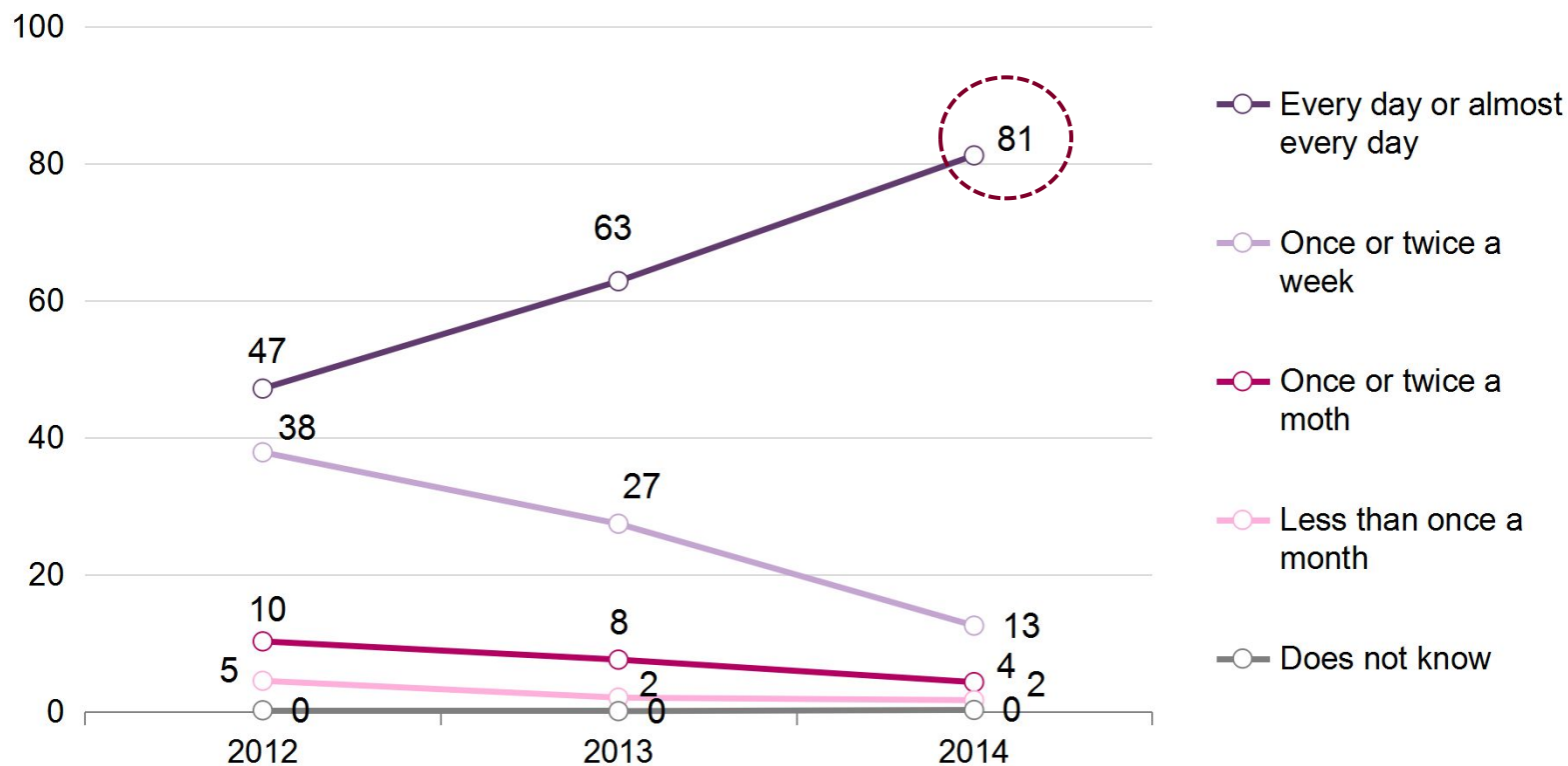
21% used the Internet **several times each day**

	2012	2013	2014
Every day or almost every day	47	63	81
Once or twice a week	38	27	13
Once or twice a moth	10	8	4
Less than once a month	5	2	2
Does not know	0	0	0

Base: 2,105 Internet users aged 9 to 17 years

Location of access to the Internet

Percentage of the total number of Internet users aged 9 to 17 years

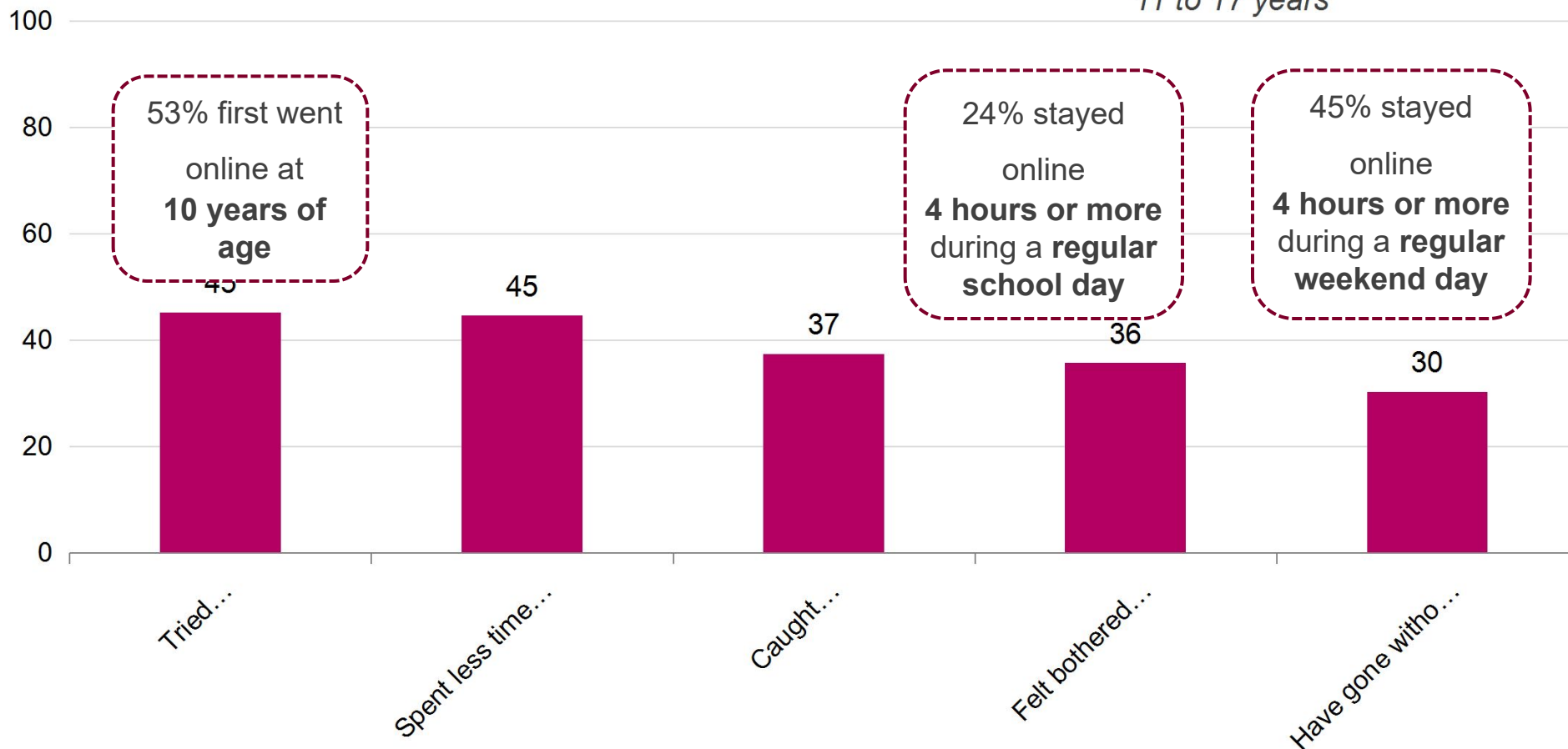| Location	2013	2014
Living room	68	81
Child's own...	57	73
Relatives' home	54	60
Friends' home	45	54
On the move	35	49
School	37	38
LAN house or...	22	22
Public library,...	7	17

Base: 2,105 Internet users aged 9 to 17 years

# Situations experienced online in the last 12 months – Intensive media usage

Percentage of the total number of Internet users aged 11 to 17 years

53% first went online at 10 years of age

24% stayed online 4 hours or more during a regular school day

45% stayed online 4 hours or more during a regular weekend day

45	45	37	36	30
Tried…	Spent less time…	Caught…	Felt bothered…	Have gone witho…

Base: 1,798 Internet users aged 11 to 17 years

Each item presented refers only to the results of the response options 'Very often', 'Fairly often' and 'Not very often'

Children and Internet use:
A comparative analysis of Brazil Europe
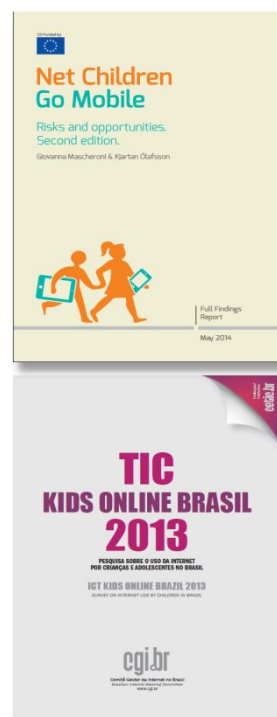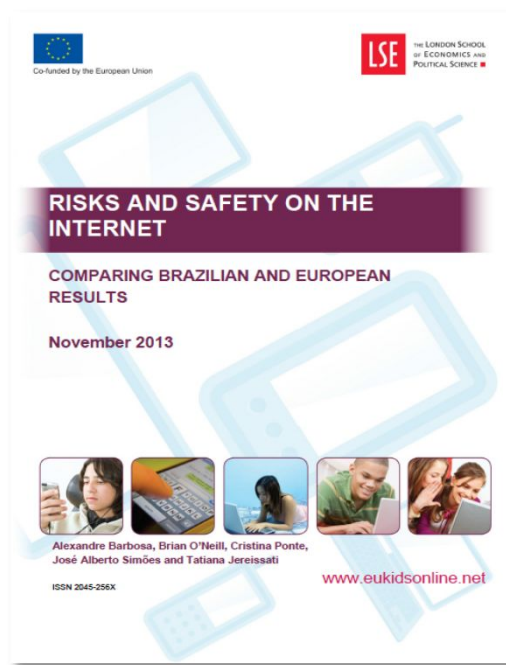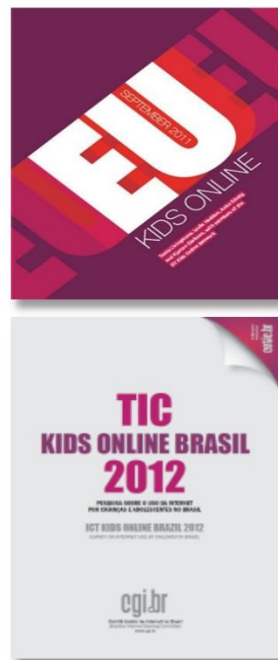
Barbosa, A., O'Neill, B., Ponte, C., Simões, J.A., and Jereissati, T. (2013). **Risks and safety on the internet: Comparing Brazilian and European children**. LSE, London: EU Kids Online.

Sozio, M. E. ; Ponte, C. ; Sampaio, I. V. ; Senne, F. J. N. ; Olafsson, K. ; Alves, S. J. Z. ; Garroux, C. (2015) . Children and Internet use: **A comparative analysis of Brazil and seven European countries**. EU Kids Online, v. 1, p. 1-19.

Thank you!

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