

**PRELIMINARY RESULTS OF FOCUS GROUPS  
MOZILLA FOUNDATION**

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**1. Regarding subsidized data: Hypothesis posed in ToR: “The use of subsidized services only form part of data use”**

- Most focus group participants are not aware of whether they have or use plans with subsidized data. Those who are aware indicate that social network platforms are the most subsidized.
- There is a difference between rural users in Tarapoto (Amazon region), who have more access to Smartphones, and rural users in Ayacucho (Highlands), where almost no participants have access to those devices.
- Young people have the greatest access to mobile devices and indicate that although they used social networks before they had unlimited access, they now look at them more frequently, in both rural and urban areas.
- They look at these networks more frequently and manage Internet data differently. People who are aware of how much data some pages consume prefer to use them only when they have WiFi.
- We find a difference between young people and professional adults, especially in urban Lima, where they say they look at social networks the same way, whether subsidized or not. In this case, we see that they do not place much importance on the amount of data used on these platforms.
- In general, we find that the subsidized plan of which most people are aware is that of social networks, such as Facebook and Whatsapp. All users of these plans indicate that they were already using these platforms, so the plans were not the motivation for using them. It is important to note that participants in one group, especially at lower socio-economic levels, indicate that the subsidized plans have increased their frequency of use.

**2. Internet use from a cellular phone: Hypothesis posed in ToR: “People do not move beyond the use of subsidized services”**

- The fact that social networks are subsidized has not meant that users use only those services; instead, data management is different. Smartphone users make more frequent use of platforms that consume less data, but do not limit themselves to subsidized services. If they have to search for information, for example, they also use the cell phone even though they do not have unlimited access to those pages.
- Users with technical or university education in upper socio-economic groups, especially in Lima, indicate that the subsidy is not important to them; rather, they use Internet platforms as they need them.
- Most participants prefer to use data-hungry platforms, such as YouTube, or to download apps when they have WiFi, so they do not use data and their data purchases last longer.
- In general, people who use the Internet from their mobile devices are aware of the plans' data management. Nevertheless, data use is not limited to subsidized plans. When asked if there is something to which they would like unlimited access, they indicate that YouTube is one of the most data-hungry apps.

**3. Understanding of the Internet: Hypothesis posed in ToR: “Using the Internet first through subsidized services leaves people with less understanding of Internet use”**

- People who have Smartphones are aware that there are plans with unlimited apps, but they do not limit their use only to those apps.
- Understanding and knowledge of the Internet tends to be mediated by uses and needs; people who need the Internet to search for information for work or studies tend to have greater understanding of and confidence in the Internet than people who use it only for communication such as email and social networks. Educational level also influences the way in which people use the Internet; participants with higher education tend to make more diverse use of it. Examples include students who must do searches for assignments and who do not use it only for communication, as is the case with many adults who have not completed secondary school.

**4. Reasons for people's use of their top five sites**

- The reasons why people connect to the most frequently visited sites is based on their interests and their roles in society. Students use the Internet for homework, for assignments and to communicate. Professionals use it for work. Many mothers use the Internet to help their children with homework.
- Among users who spend less time connected to the Internet and who do not use it for work, especially adults and senior citizens, the main motivation for using the Internet is to stay in touch with relatives, especially through Facebook. This is especially true of women who participated.
- The most frequently used platforms are Facebook, the email platforms Gmail and Hotmail, and the Google search engine. While electronic mail is important for work and studies, the search engine is the main tool for finding work- or school-related information and for entertainment. Facebook is the main communication platform used by young people, adults and senior citizens, although it has different uses and meanings depending on the participant's age.

**5. Are people interested in using the Internet beyond the top 10 services?**

- In general, focus group participants indicate that they always use the same pages, and that these depend on their routines and needs. New pages are used only when they need to seek specific information.
- The most common way in which participants enter new sites is through the Google search engine when they are looking for particular information. They indicate that they often find out about new platforms, such as Facebook, through networks of acquaintances and news.
- It is important to note that although most do not visit more than 10 pages in their daily routines, the majority of participants do not recognize a gender gap in Internet use. It is clear, however, that young people seem to use it most.

**6. To what degree does discounted access to the Internet affect a new user's decision to go online?**

- In both Ayacucho and Tarapoto, access cost is crucial for non-users. A discount on the cost of Internet services will influence non-users to begin using the Internet. Nevertheless, most of these people indicate that they prefer to connect from a computer, because it seems easier to use.
- Although there are economic constraints on access, there are other elements that limit Internet use. The main one is fear of learning how the Internet works and of being willing to learn. Many female participants who are not users indicate that there is fear of doing damage to the "machines" when they are learning.
- Most would like to learn to use the Internet, especially because they have the idea that they can find all kinds of information. But many indicate that they have nowhere to learn or no one to teach them, especially in rural areas.
- There is a gender gap at the lowest socio-economic levels, where women indicate that they do not have time to devote to learning, because they are responsible for household tasks and for caring for children or grandchildren, besides their work outside the home. This leaves them little time to devote to learning to use the Internet.
- There is an access gap in rural areas, not only because the Internet is expensive, but because the signal is not good and there are few places to connect.
- Non-use of the Internet among adults is mediated by their professions or work. In most cases, those who have learned to use it are professionals, while manual laborers indicate that the Internet is not important or necessary. Young members of the family sometimes serve as a bridge between participants and the Internet, because older relatives ask younger ones to look for information if they need something.
- It is important to note that in rural areas of Ayacucho, the language barrier becomes a crucial factor in Internet use, because the first language of many participants is Quechua.
- In all regions, willingness to use the Internet is related to the participants' years of formal education. This is not only because many professionals need the Internet for work, but because of the participants' level of reading comprehension, especially in rural areas, where many have not completed primary school.