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# 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
- WIPNZ surveys 2007, 2009, 2011, 2013
- 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:  
~  $\pm 2.3\%$  on full sample; ~  $\pm 2.5\%$  on internet users



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# Internet Trends in New Zealand 2007–2013

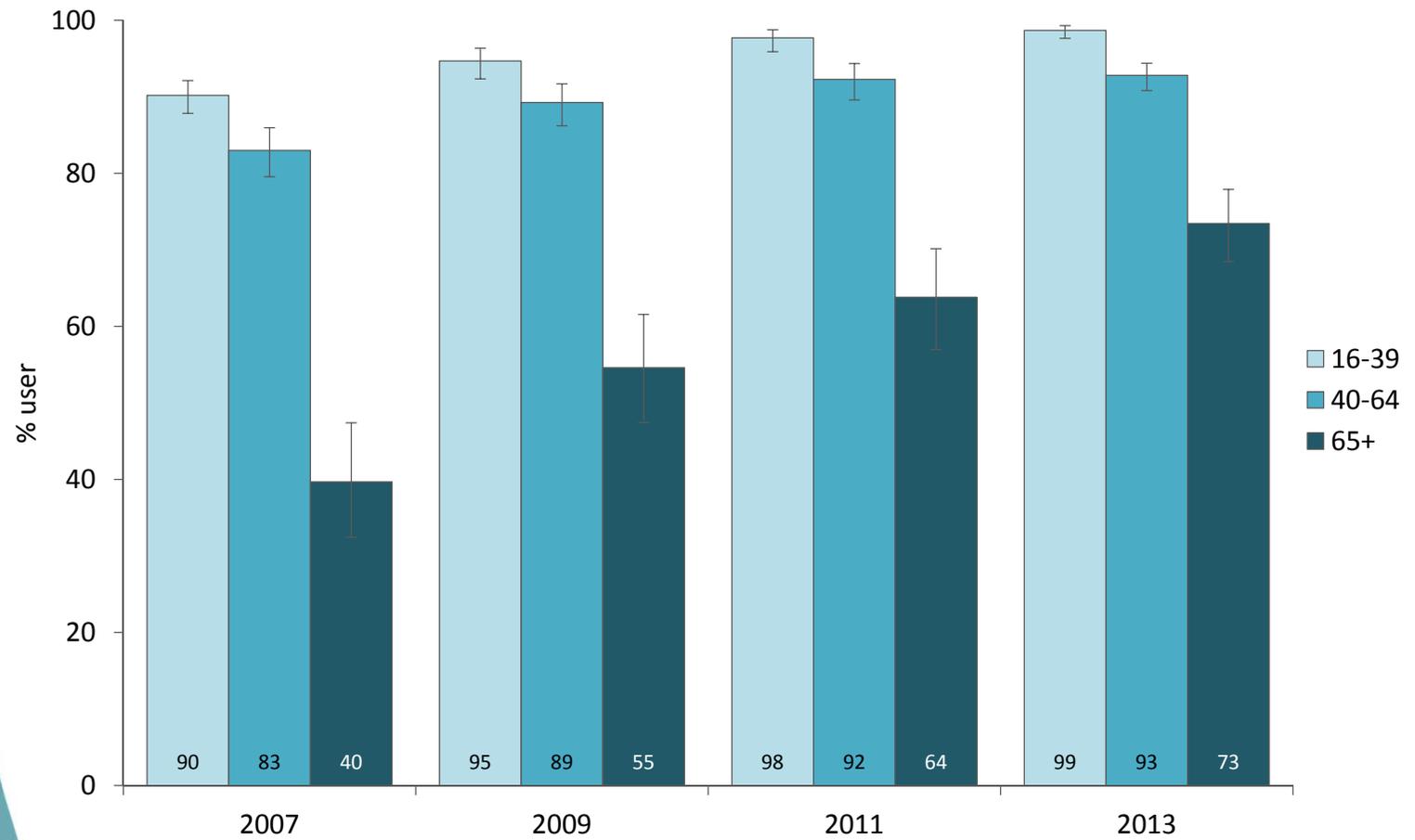
**WORLD INTERNET PROJECT**  
**NEW ZEALAND**

Charles Crothers  
Andy Gibson  
Melissa Miller  
Philippa Smith  
Allan Bell

# User status

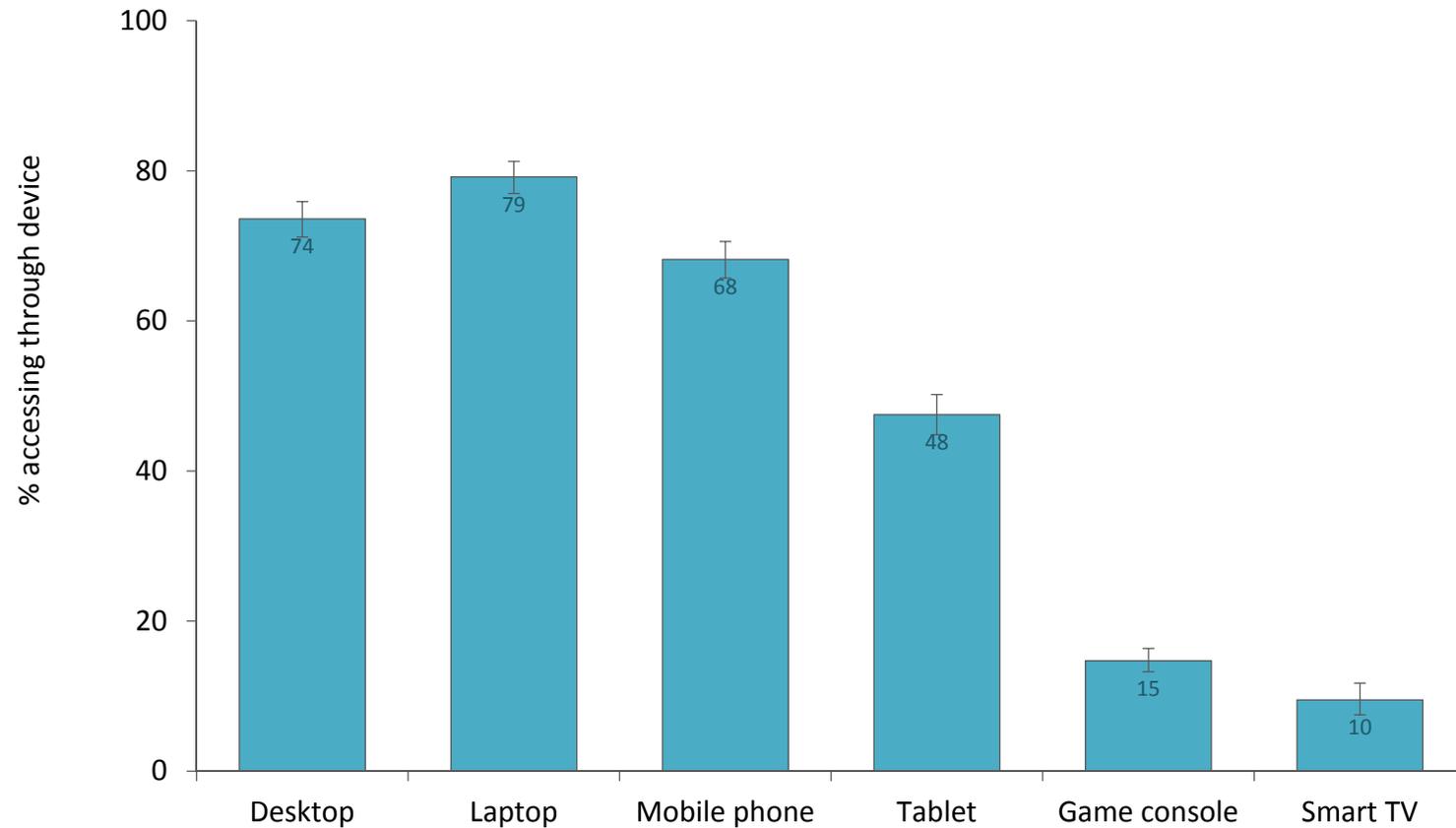


# User status by age



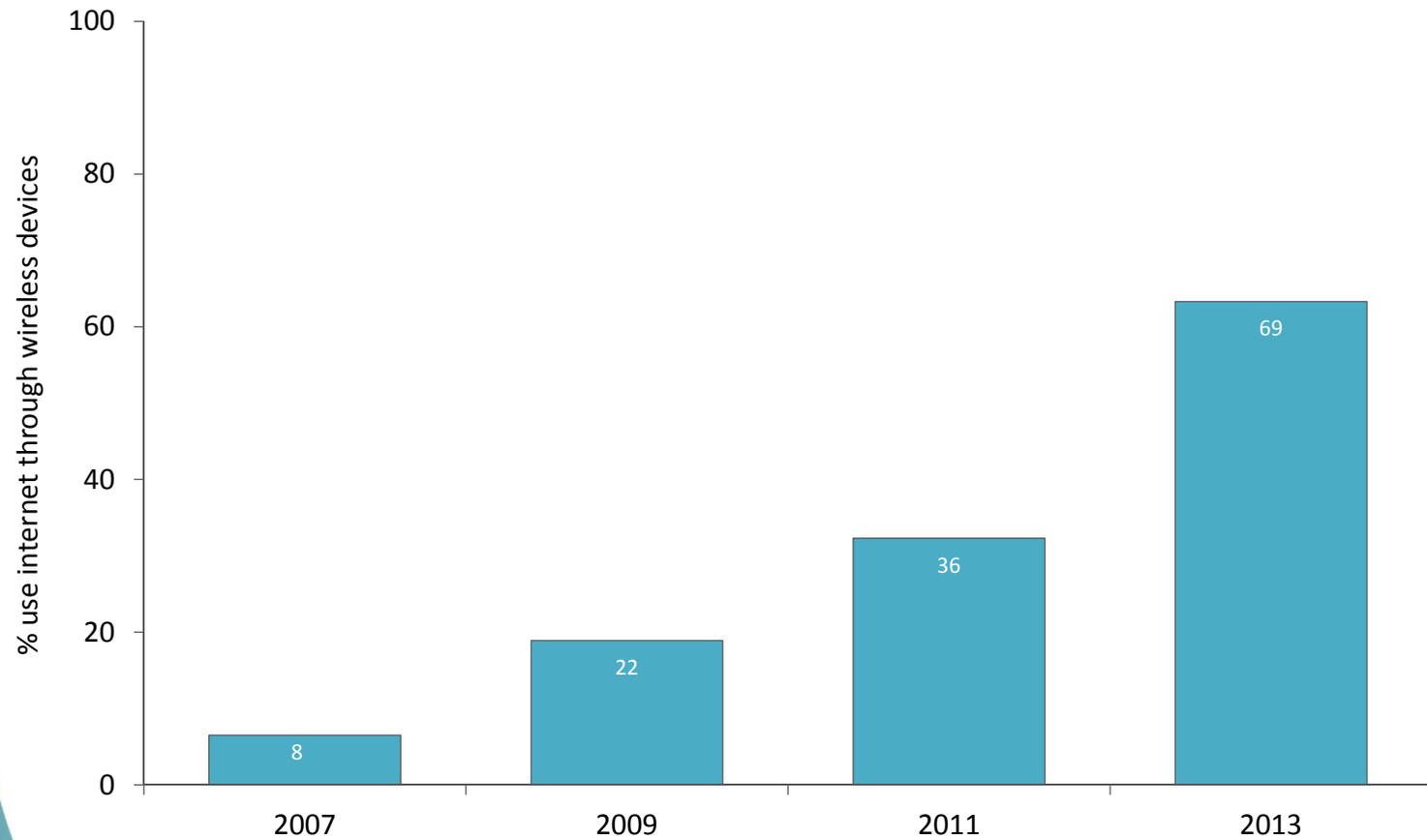
Base: All respondents

# Internet access through various devices



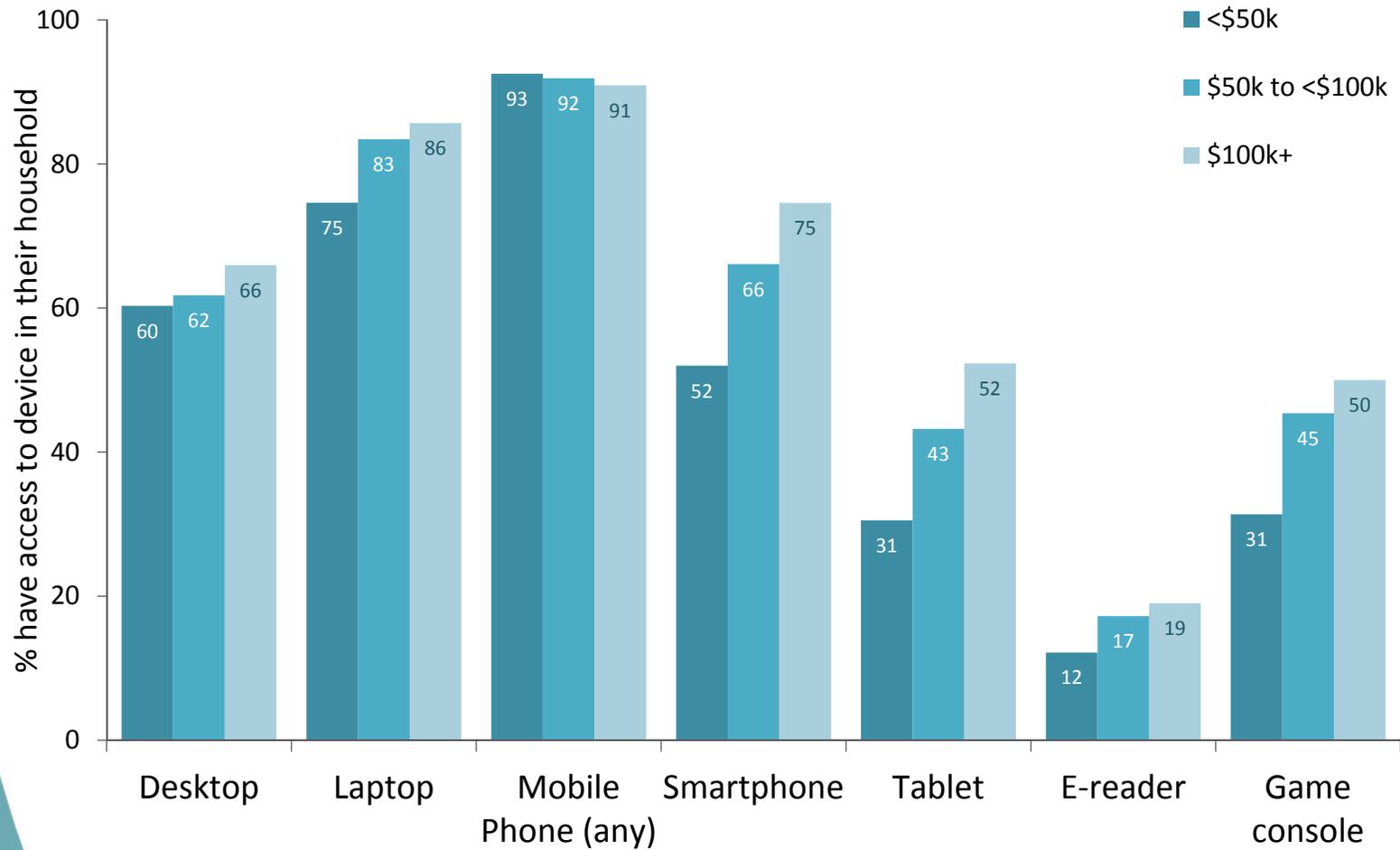
Base: Internet users (n=1847) | Graphs with no year labels refer only to 2013 data

# Use of wireless devices



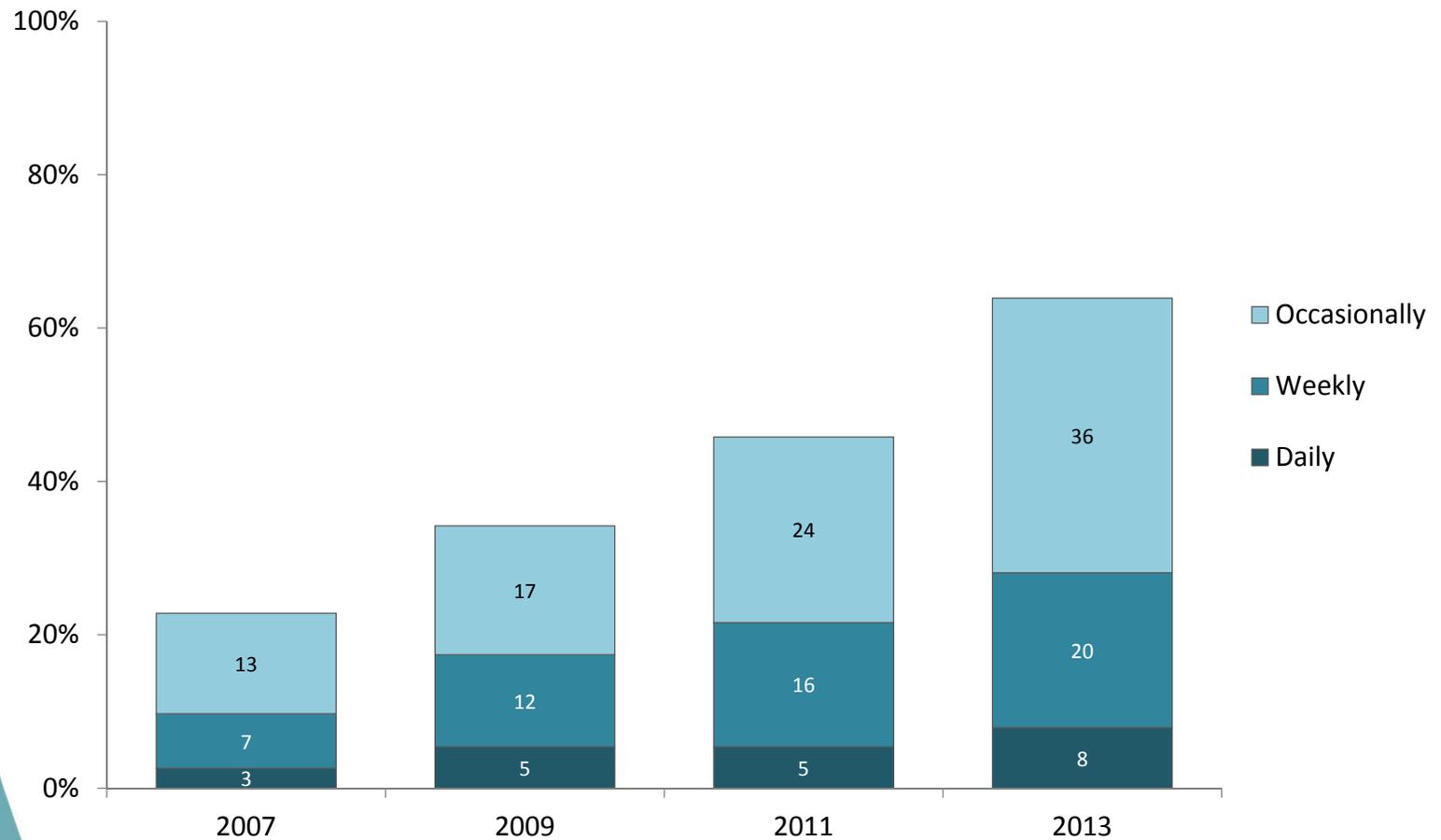
Base: Users | Note: different questionnaire wording in different years

# Device in household by income



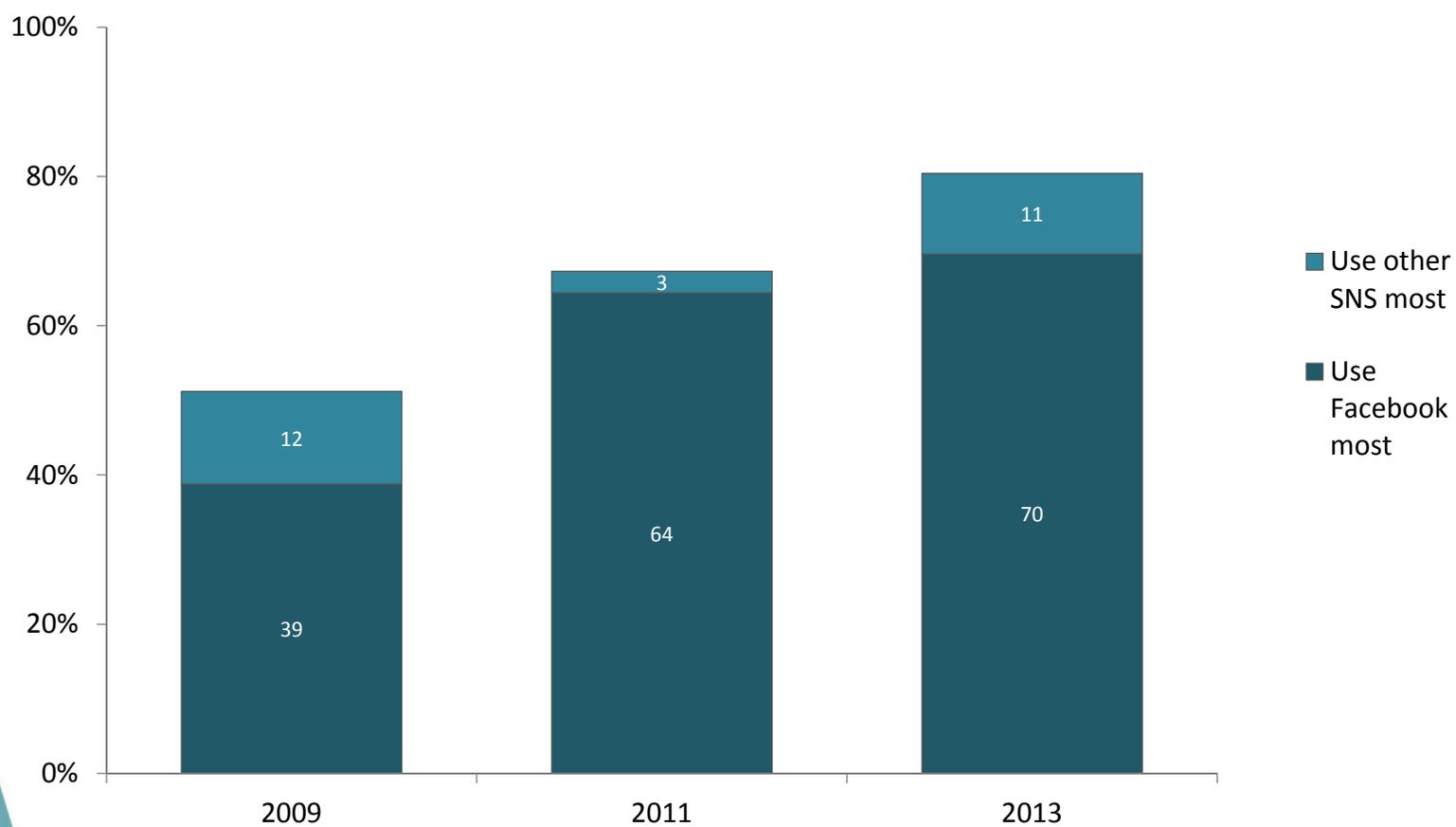
Base: Users

# Phone calls over the internet (including video calls)



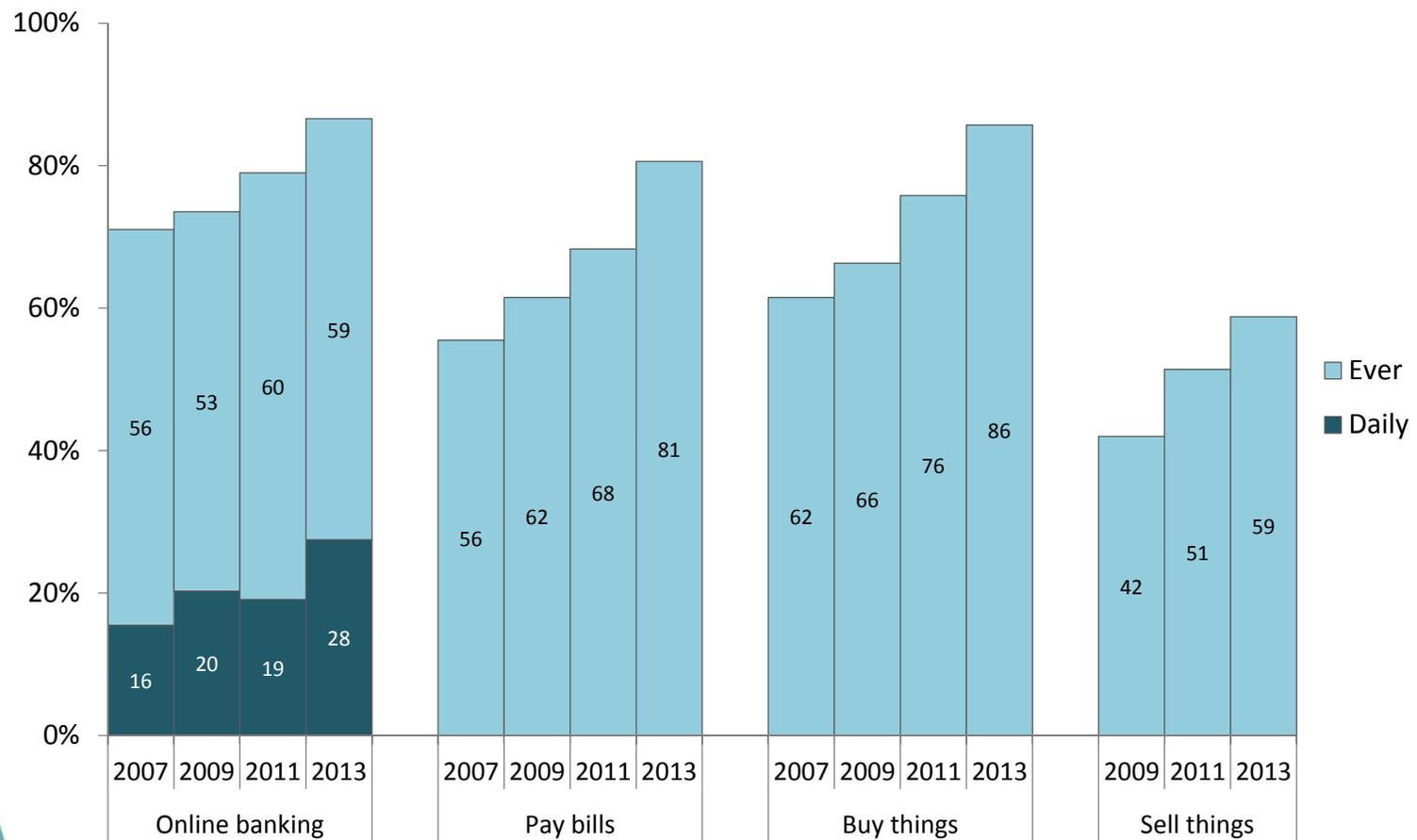
Base: Users

# Social networking site membership



Base: Users

# Online consumer activities

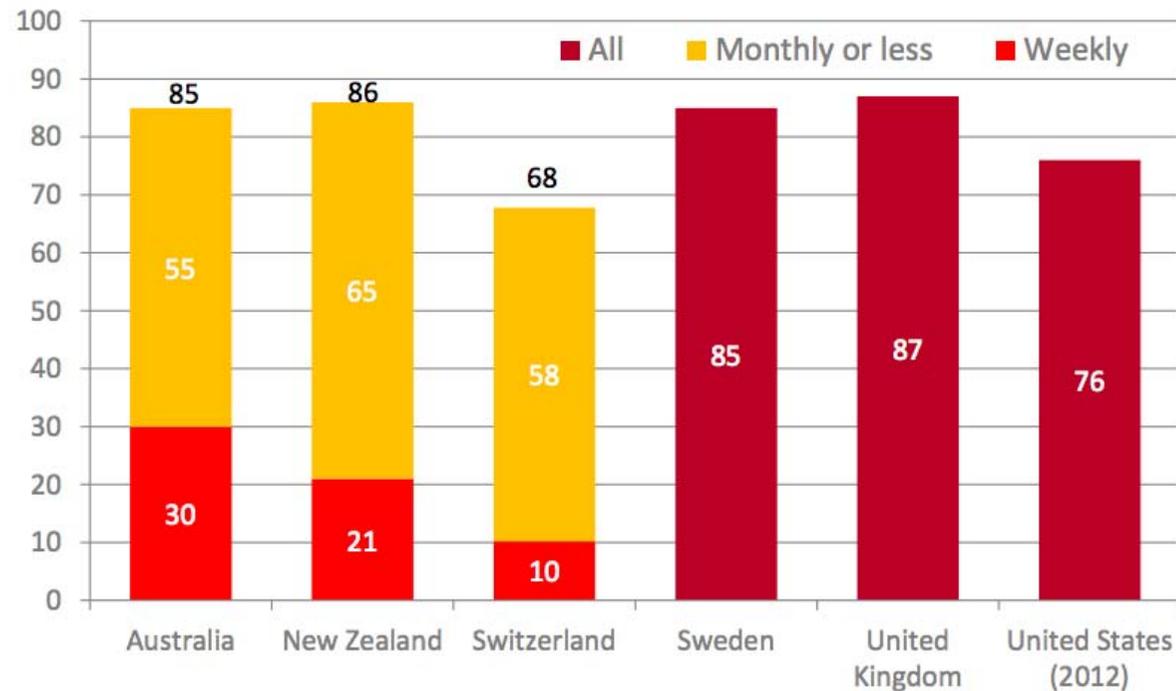


Base: Users

# NZ a leader in online purchasing



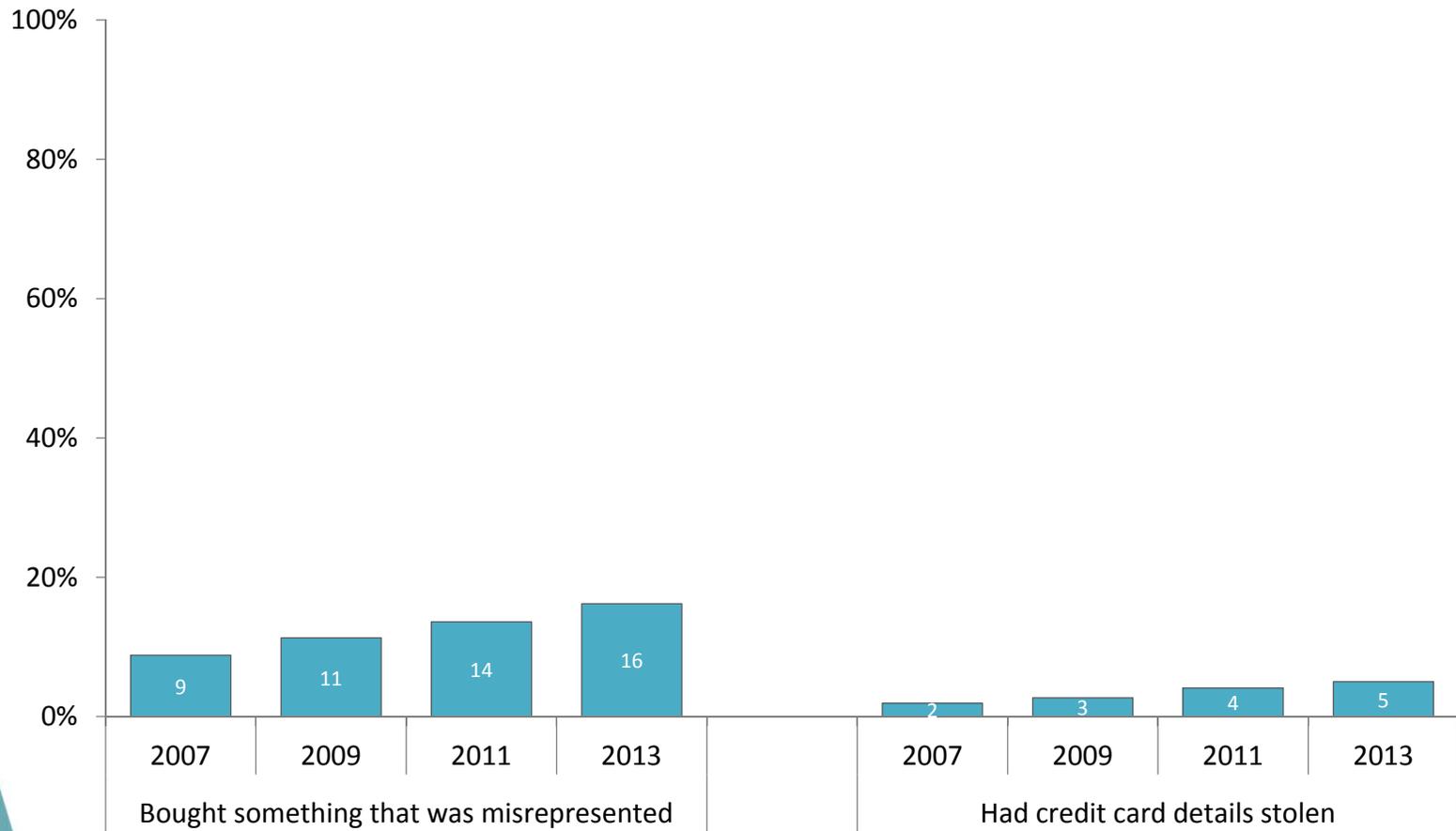
**Figure 1 Purchase online, selected countries, 2013\***



Source: CCI World Internet Project data

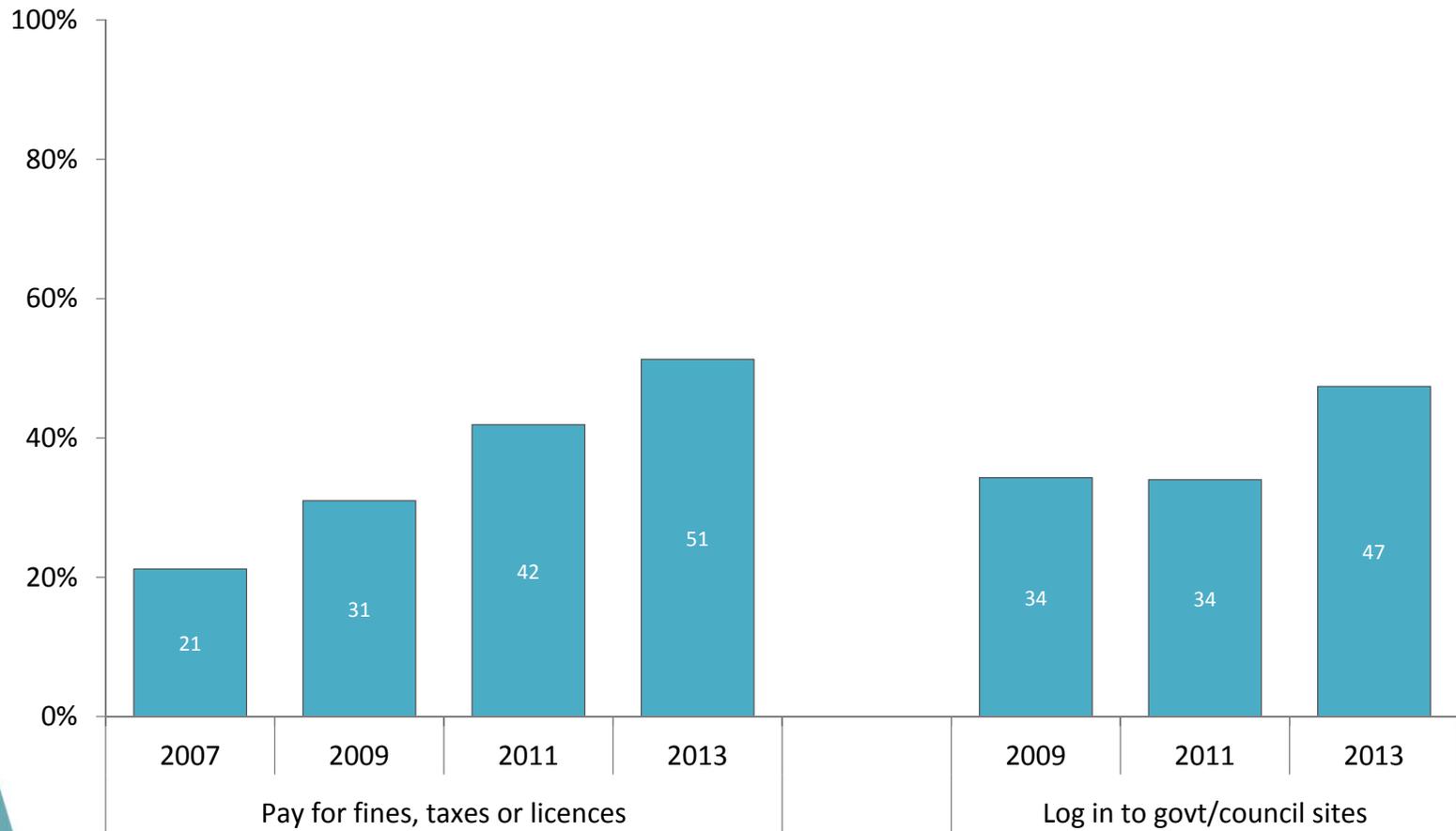
\* US data is 2012

# Internet security issues



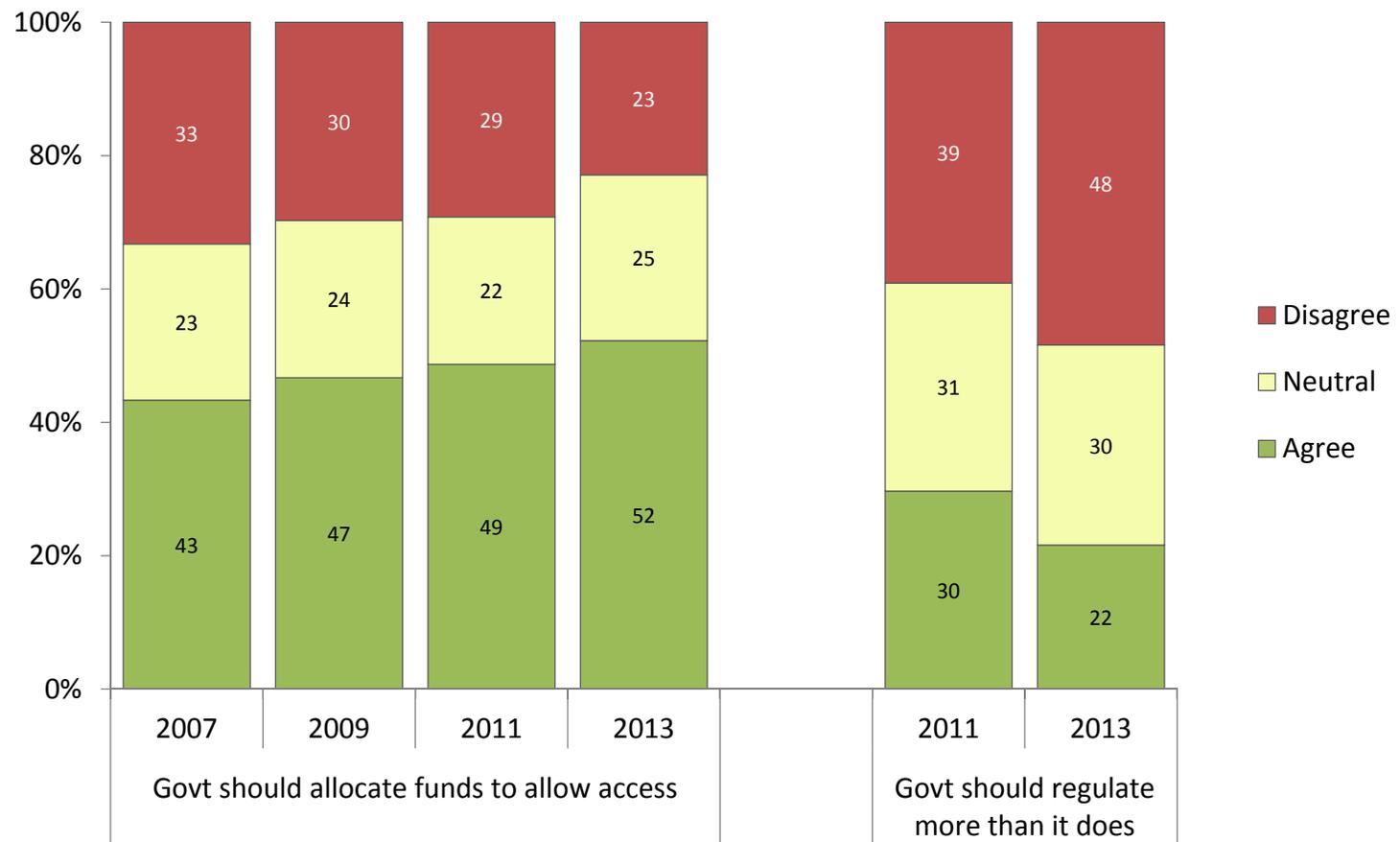
Base: Users

# Government/Council services online



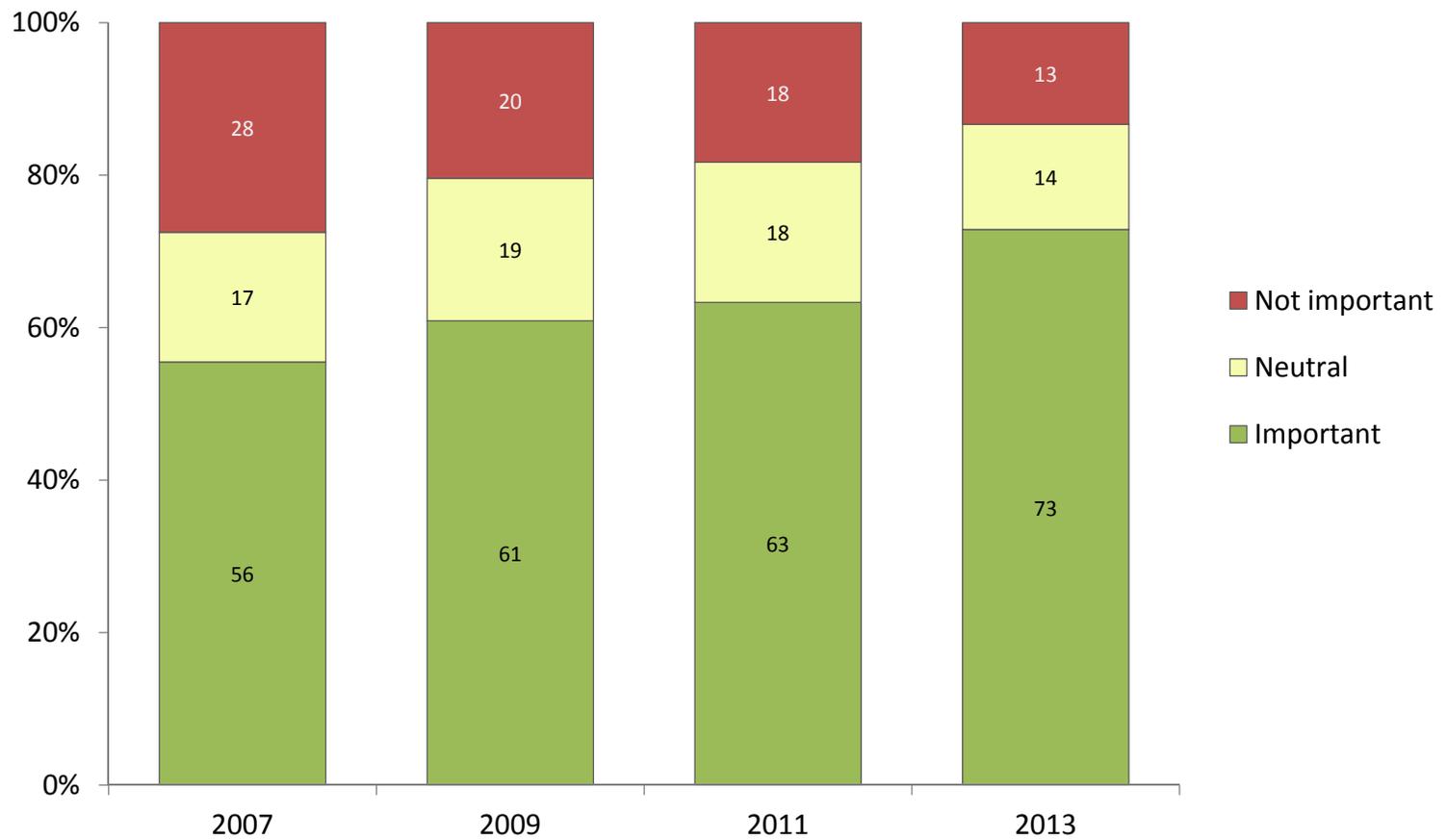
Base: Users

# Opinions about internet governance



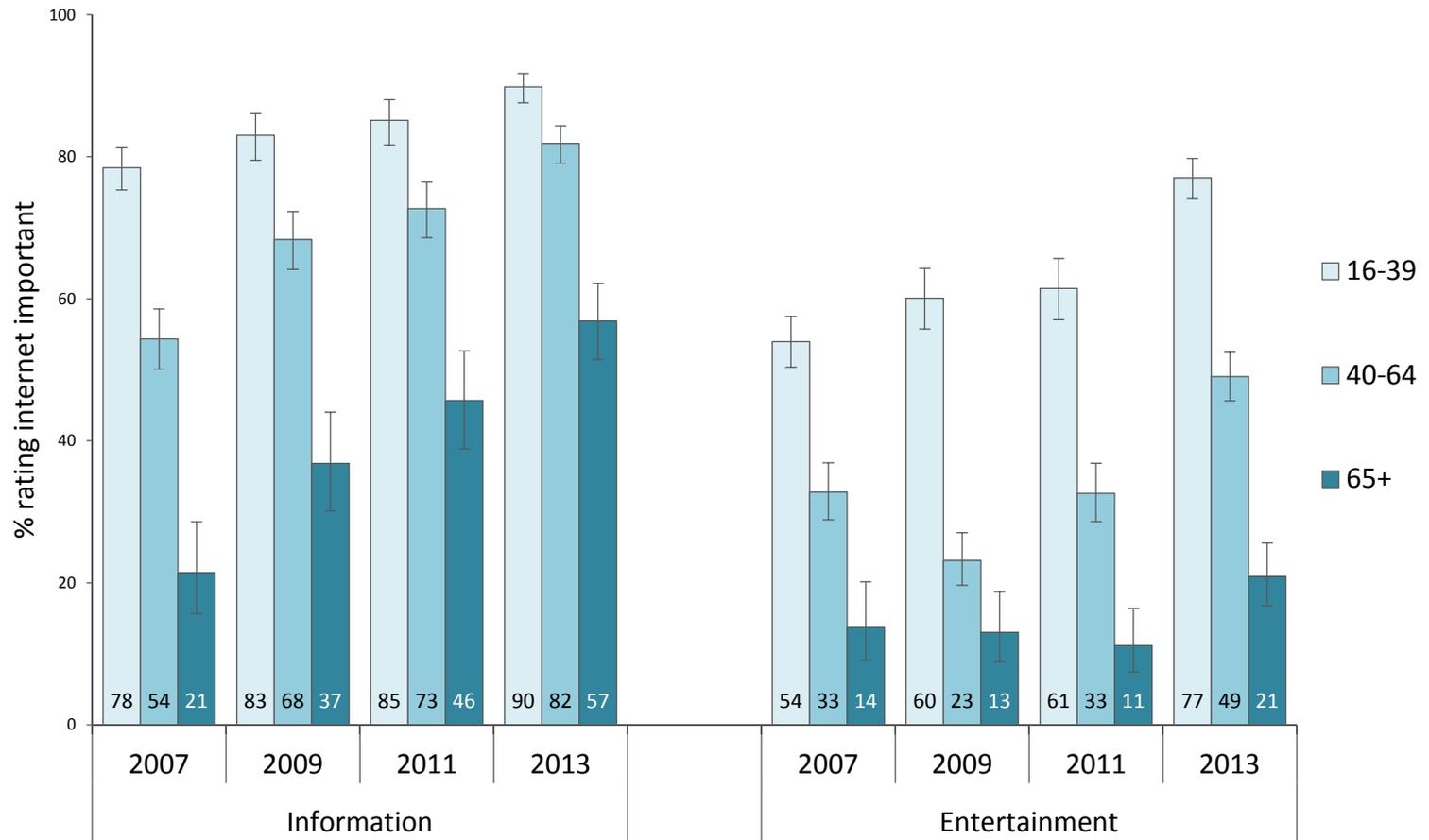
Base: Users

# Importance of the internet to everyday life



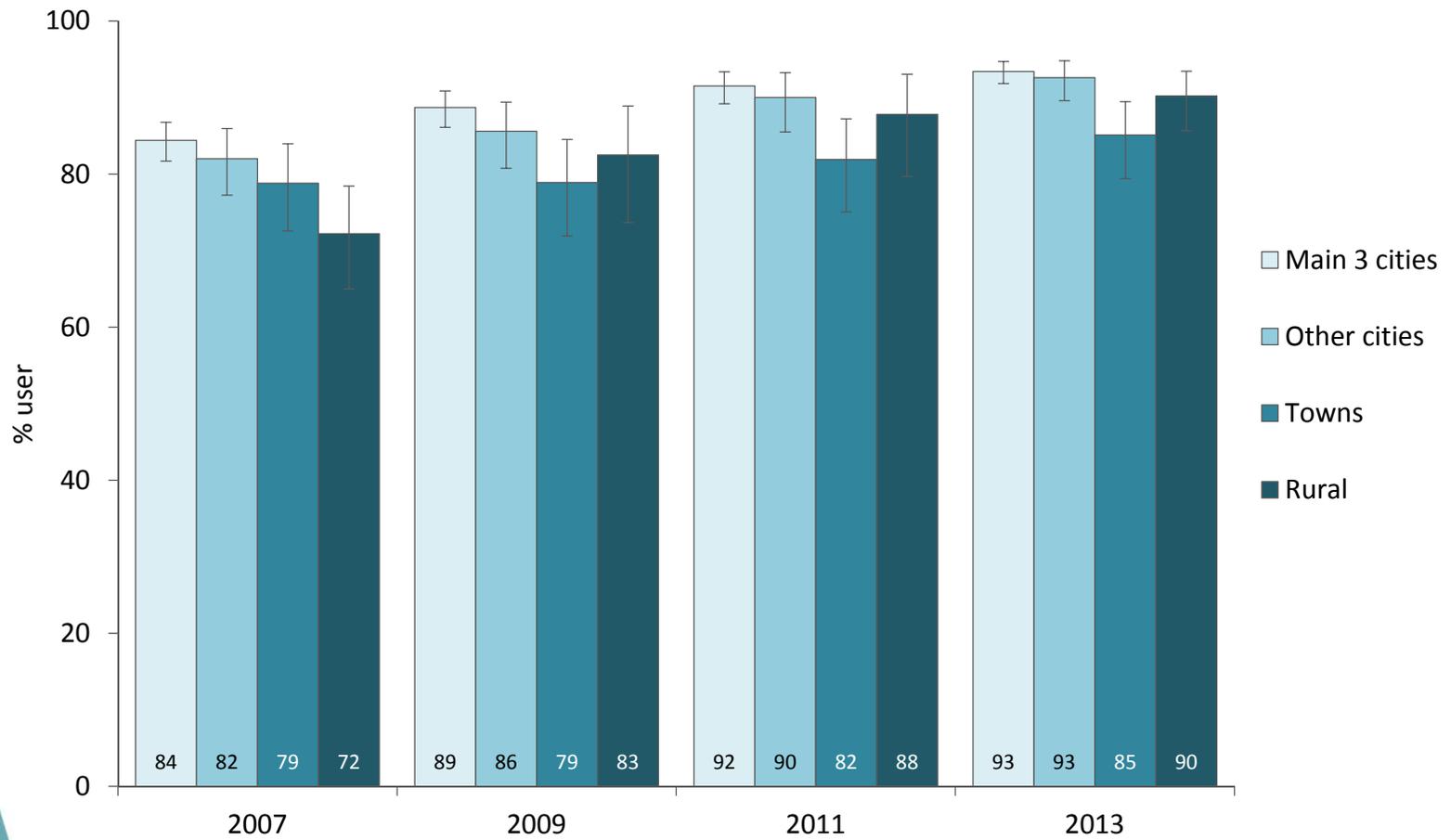
Base: All respondents

# Importance of internet as a source of information and entertainment, by age



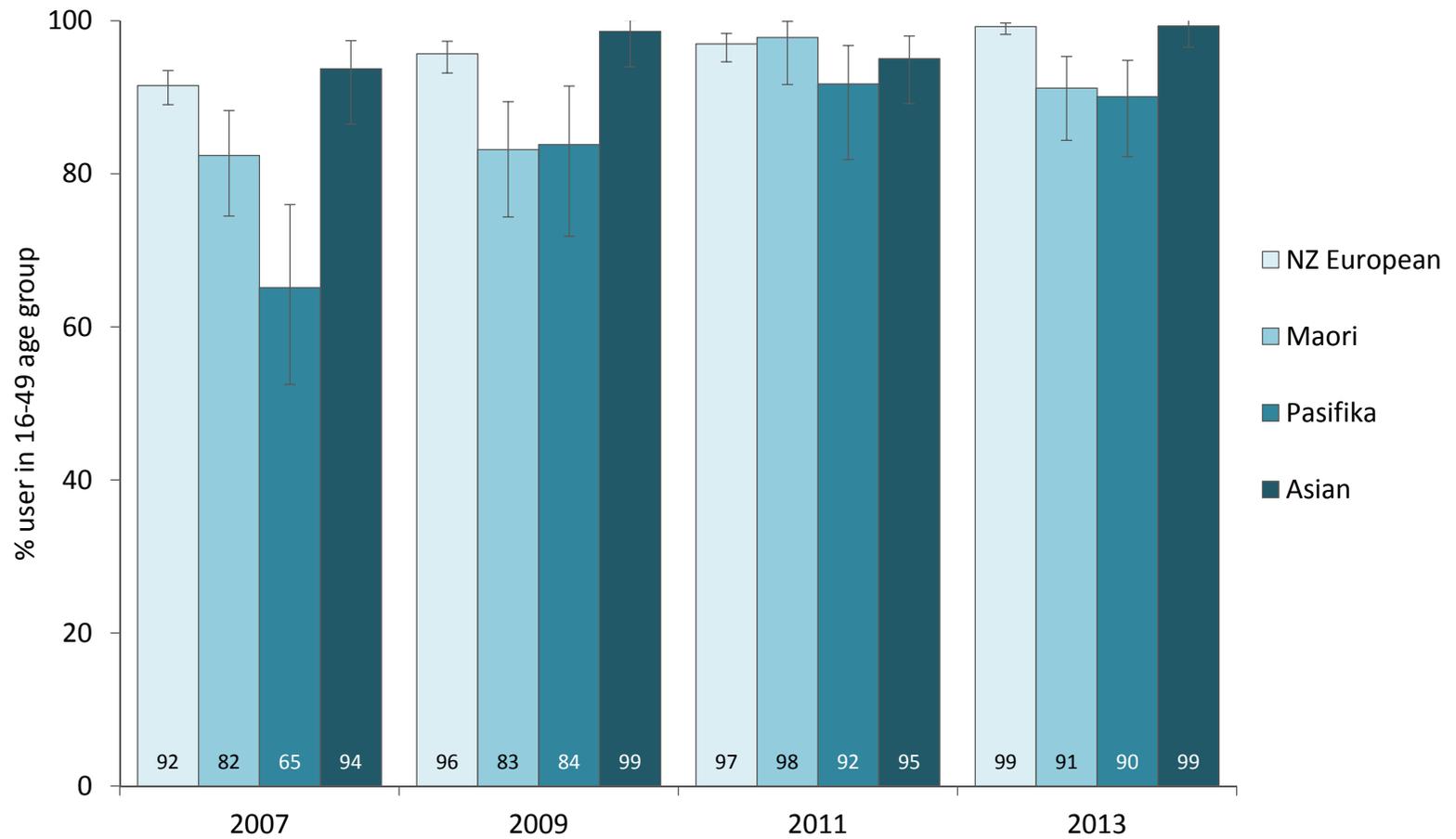
Base: All respondents

# 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 accessibilitiy
- Impact of new technology
- Ethnic groups
- Geographic divides

# WIPNZ Supporters





For more information:

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The World Internet Project in NZ

[www.wipnz.aut.ac.nz](http://www.wipnz.aut.ac.nz)

The World Internet Project - international

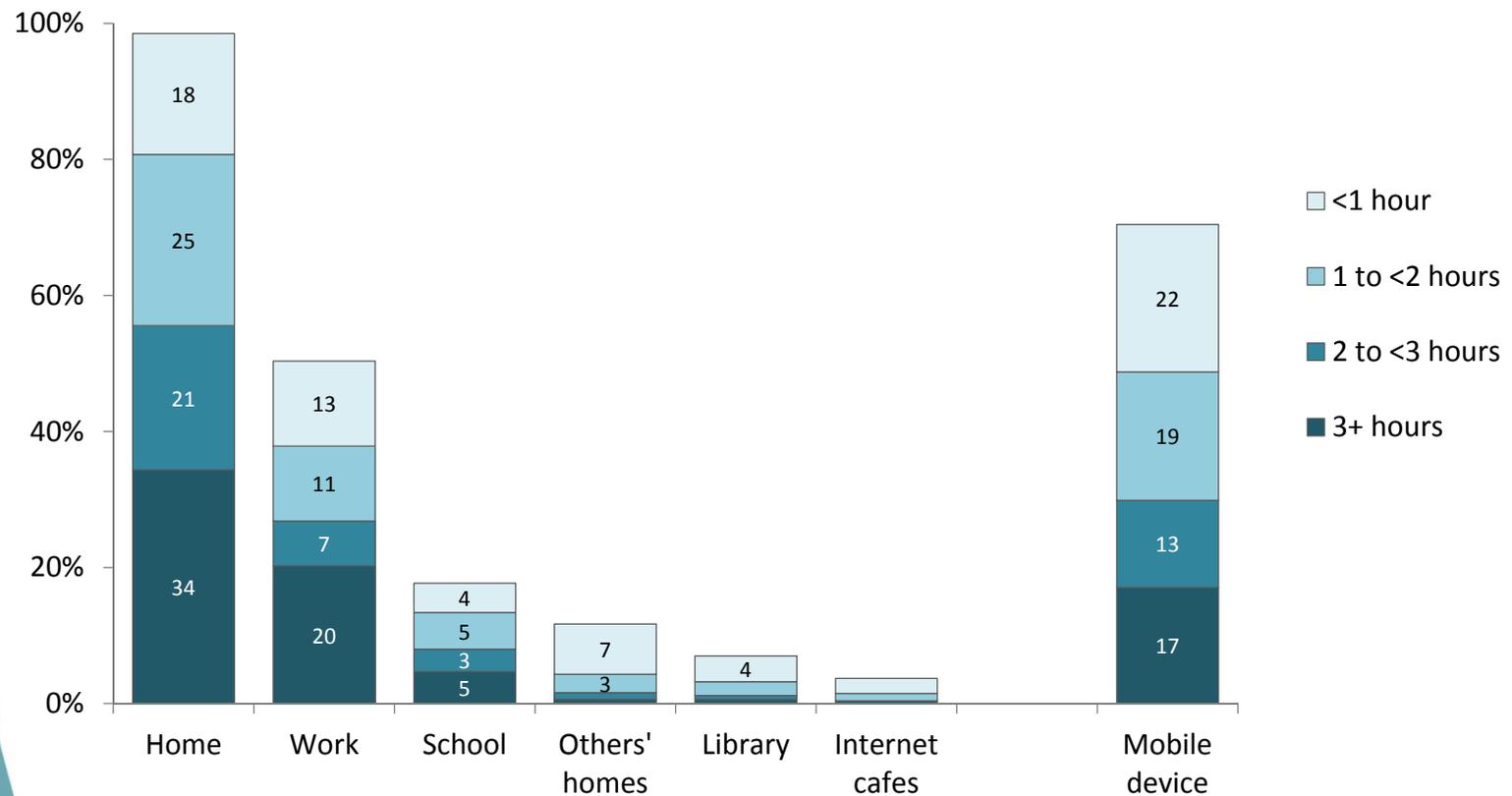
[www.worldinternetproject.net](http://www.worldinternetproject.net)

philippa.smith@aut.ac.nz

# 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



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

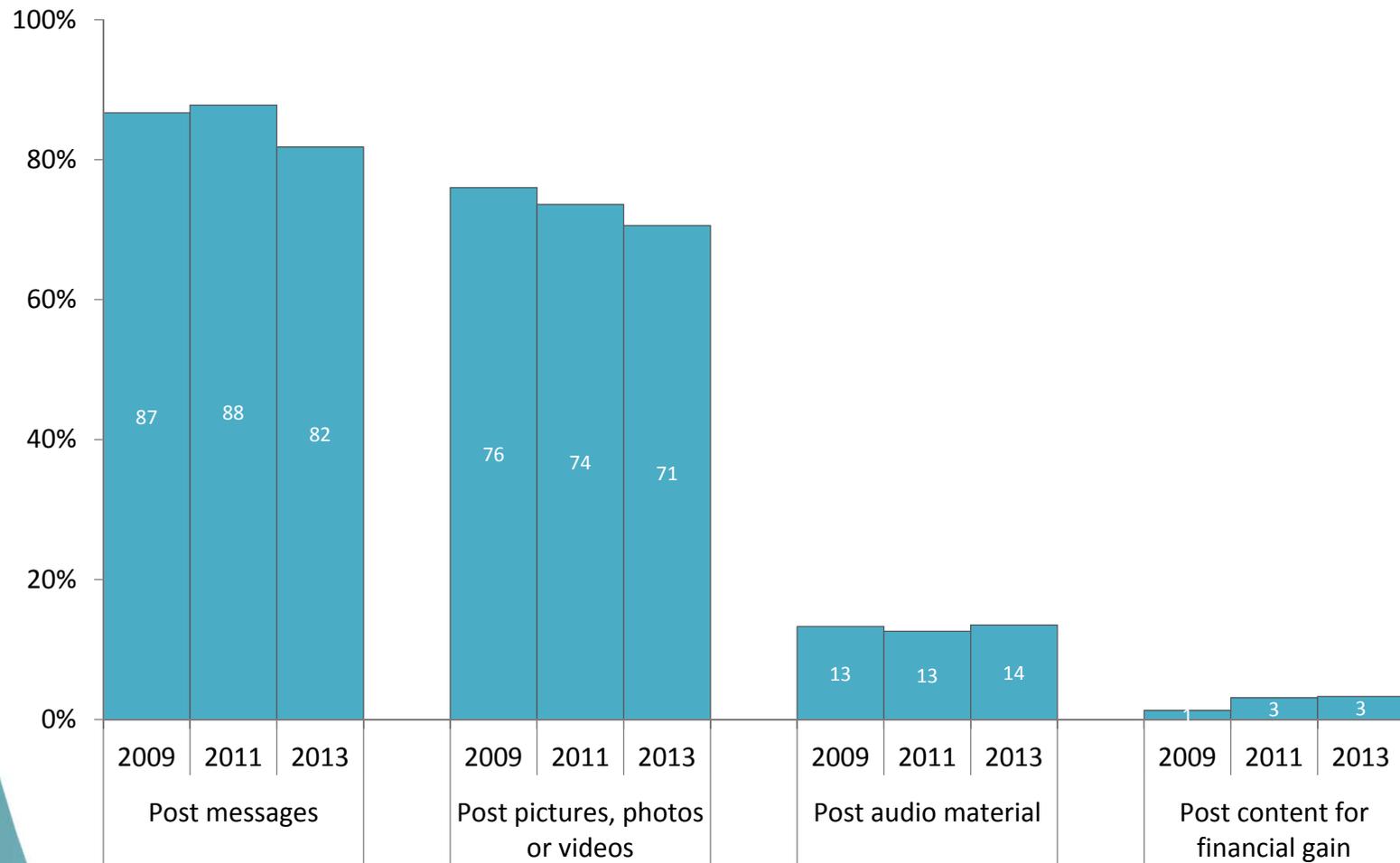
# *Stanley*: Buying and selling online

- 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

# WIPNZ 2013 Supporters



# Uploading/sharing content on social networking sites



Base: Users who are members of a SNS

# Hours online (average day)

