

# ENV.net - Where we are

Claudia Vago

01 ottobre 2013

# Internet penetration and usage

## Albania

ASN and INSTAT surveys for 2011 provide that 23% of businesses (over 13,000 subscribers) have Internet connection.

At the end of 2011 the number of households having access to Broadband Internet was about 161,000 or approximately 22% of households. Based on these data, the number of Broadband connections (fixed and 3G-USB/modem) per 100 inhabitants is about 6.2%, compared with 3.7% in late 2010.

Most Broadband infrastructure and availability is in around Tirana and in towns in the west of the country.

During 2010, several significant changes took place in the provision of Broadband Internet access:

- Increase of ADSL Broadband Internet access speed from 256kbps-2mbps to 2mbps-12mbps, where the minimum and most used speed is 2mbps compared with 256 kbps in 2009.
- International Internet Connectivity (direct international connection) increased from about 6 Gbps in the end of 2009, to about 14 Gbps in the end of 2010 and to about 30 Gbps at the end of 2011.
- Provision of triple play packages: Internet, TV and Telephony
- Significant tariff reduction for Broadband access.

According to Alexa.com, by 2012 Facebook is the most popular social network, with almost one million users in the country. Other popular websites include the most known international websites, such as YouTube, Yahoo!, Windows Live, Wikipedia, and MSN. Unlike in many other countries, Twitter does not seem to be highly popular in Albania, ranking only 17th among the most used websites.<sup>85</sup> e next international most popular network is LinkedIn, ranked 18th. A survey of people under 40 revealed that more than 35 percent of respondents used social networks and Web 2.0 technologies

to interact with friends and families, while more than 25 percent used them for reading articles and opinions; only 5.2 percent of respondents published online articles.

With regard to Albanian websites, those of the established traditional media continue to be the most popular, although newcomers have also risen in the ranking. BalkanWeb ranks first, followed immediately by Top Channel. Ikub.al ranks above BalkanWeb and Top Channel for January 2012, but, unlike the first two, it is not a genuine media outlet, but rather a portal where news from different media are also present. NOA is also popular, followed by Telegrafi.com, Albeu.com, Gazetatema.net, Panorama.com.al, and ora-news.com.

However, none of these websites is a purely social network, although almost all of them have forums of users or other services of a socializing nature. Most of them offer news and information, mainly produced by the traditional media, while comments and forums on this information are an added value. Hence, while the overall popularity of Facebook is indisputable, it is difficult to determine which social network is most used by Albanians.

Attempts to establish social networks in the Albanian language have emerged in the last few years, although their popularity is far from those of the international social networks. The most popular seems to be Top.al, which registered 46,132 users in January 2011.<sup>87</sup> Others include Iliria.net, Albfriend.com, and Adoli.net. However, the users of these sites seem to be mainly Albanians from Kosovo, Macedonia, or the diaspora in general. For example, some 46 percent of visitors to Forumishqiptar.com are in Albania, while the rest are in Kosovo and the diaspora; at Peshkupauje.com, visitors in Albania account for 41 percent of total visitors.

Mobilization through social platforms has been poorly used so far by political parties and civil society.

## Kosovo

The Internet penetration and Internet usage in Kosovo is comparable with regional middle income countries such as Greece and Bulgaria, despite Kosovo's poverty and rampant unemployment.

The Kosovo Association of Information and Communication Technology (STIKK) notes that internet penetration is 72.1% of households, 46,3% based on users. That's an increase of 19% over findings in 2009 by Index Kosova, a private public opinion, media and market research company in Kosovo.

The proportion of users who do not speak English and consequently do not use the Internet is low (4.48%). Similarly, the number of users who stated that they do not know how to use the Internet is also low (1.49%) but in addition to this proportion, one must also consider the proportion of users who do not know how to use computers at all (10.45%). In addition, there is a significant percentage of users who do not have a computer at home (20.9%).

The Internet usage and behavior is highly heterogeneous. Women and men, young and old, have different needs and types of Internet usages. People ages 10-19 and 20-29 are most likely to use the internet: young Kosovars are everyday internet users in English and internet literacy is satisfactory.

The Internet has been traditionally used also for entertainment. The situation in Kosovo is similar because users use the Internet also for playing games and lately for socialising.

The most interested age group in regards to the news (national news too) is the youth of age from 20 – 29.

Female young users are ahead of male population in regards to Internet browsing and reading. This also holds true when it comes to using the Internet for research and studying. Once this population group passes the age of 30, the male population is ahead of using the Internet for research and studying. The reason for this shift could be hypothesized using cultural values, i.e. women mainly tending to the house chores and raising family.

More than a third of the population has a Facebook or another social network account. Younger female population is ahead of male population during the young ages in the use of YouTube. However from 30 and onwards, the male population is more active in using this service.

There is a small difference between villages and cities in regards to Internet connectivity. There is a lack of public information in regards to infrastructure mapping. Currently, wireless technologies are the main driver of broadening the geographical aspects of connectivity.

## Serbia

The latest Statistical Office of the Republic of Serbia (SORS) report on Internet use in Serbia was published in September 2011 with data from surveys providing a description of users as well as their socio-economic background. Internet usage is analyzed based on the penetration, type and frequency of Internet use, education and employment status.

According to the Internet World Report statistics as of June 2011 (Internet World Stats, 2011), in Serbia there were 4,107,000 Internet users which represents a 56% Internet penetration, according to the ITU (International Telecommunications Union), and 2,866,200 Facebook users on June 2011, indicating a 39,2% penetration rate.

However, the SORS survey shows that social-economic factors are the main issue, and the correlation between the use of the Internet and the income of the user demonstrates a significant gap in usage rates depending on income level. Another evident divide is between rural and urban households with relation to ICT use, almost double in percentage for urban populations with 60.8 percent versus 39,7% for rural populations.

In Serbia 52,1% of households own a computer or Internet capable device, 50,6% of the users have a DSL connection, while 7,8% still use modems to get online, and 29,6% use cable Internet. The share of Internet users is linked to level of education: 73,8% of individuals with a university degree use the Internet, as compared to 57,4% of those with secondary school education and 17,7% of individuals with an educational level lower than secondary school.

There is only one information source in the SORS survey on social media usage among the population and it is based on the sole variable "types of Internet use". Respondents who used the Internet reported it was mostly for participation in social networks (69,8%). Also, 91,8% of the Internet population aged 16–24 has one or more accounts on Facebook and Twitter, which indicates that the most frequent users in Serbia are young adults, and most of their Internet time is spent on social networks. They use the Internet for education purposes as well, with 65,5% reporting that they search for information relating to education as well as browsing Wikipedia (45,%).

With regard to the utilization of ICTs within education, computers and access to the Internet: 100 percent of primary and secondary schools have computer labs and 87% of schools have Internet access which is an average of 26 pupils per computer.

As for ICT use in higher education, there is no data available for very important indicators, such as the number of students per computer at a typical university, or the percentage of male and female student users or how often they use the Internet.

More recent data coming from a survey on 2400 households and 1200 individuals around the country published in September 2013 show 59,9% of Serbian households owns a computer and 55,8% an Internet connection, 4,7% and 8,3% more than 2012.

2,4 millions people use Internet on a daily base, 300.000 more than 2012.

Half of Serbia's roughly 7 million people now have an account on the social networking site Facebook. Facebook users in the country also represent 85% of the total number of Internet users in Serbia.

About a million Serbs who use the social network are between 18 and 24, and some 55%t of users are men while 45% are women.

## Turkey

According to the results of ICT Usage Survey in Households and Individuals carried out in April, 2012, 47,2 per cent of households have access to the Internet at home. It was 42,9 per cent in April, 2011. The main reason for households not having access to the Internet at home is “have no need” with 27,6 per cent.

Percentage of households with access to the Internet was 55,5% in urban areas and 27,3% in rural areas.

In April, 2012, 43,2% of households had broadband connection. ADSL was used to access the Internet 31,3% of all households and 66,4% of households with Internet access. 3G were used to access the Internet 13,9% of all households and 29,5% of households with Internet access.

Computer and Internet usage of individuals aged 16-74 were 48,7% and 47,4%, respectively. These rates were 46,4% and 45% in 2011.

According to the results of ICT Usage Survey in Households and Individuals, proportions of the male that use computer and Internet were 59% and 58,1%, while these proportions were 38,5% and 37% for female, respectively in 16-74 age group. Proportion of computer and Internet use were 57,8% and 56,6% in urban areas, and 27,6% and 26,4% in rural areas. These proportions were the highest in TR1 İstanbul with 62,2% and 60,9%. This region was followed by TR5 West Anatolia with 58,6% and 57,1% respectively.

The highest proportion of computer and Internet usage was at 16-24 age groups. For all age groups, proportions of computer and Internet usage for males were higher than females.

In the first quarter of 2012 (January-March 2012), 37,8% of all individuals aged 16-74 used the Internet almost every day or at least once a week (regularly Internet use). This share was found 88,5% in Internet users aged 16-74. Proportion of regular Internet users were 89,7% in urban area, 82,5% in rural area and 90,7% in TR1 İstanbul.

Individuals use the Internet mostly for reading or downloading online news/newspaper/news magazines.

In the first quarter of 2012 (January-March 2012), 72,5% of Internet users read or downloaded online news/newspaper/news magazines for private purpose. This proportion was followed by sending/receiving e-mails (66,8%). Finding information about goods or services with 61,3% and playing or

downloading games, images, films or music with 49,1% were also other popular Internet activities for private purposes.

In the first quarter of 2012 (January-March 2012) the location of Internet usage for individuals using the Internet aged 16-74 was mainly at home (70%), while 33,8% in the workplace, 17,8% at another person's home, 16% at Internet café, 7,2%t at place of education, 5,9% at hotspots. The proportion of Internet café was 18,7% for the location of Internet usage in the first quarter of 2011 (January-March 2011)

23,7% of Internet users aged 16-74 connect to the Internet wirelessly away from home or work via mobile phone or smartphone. This was followed by laptop, notebook or netbook with 15,6% and tablet computer (with touch screen) with 1,3% in the first quarter of 2012.

During the twelve months (April 2011-March 2012) 45,1% of Internet users interacted with public authorities over the Internet for private purposes. This proportion was 38,9% for the period of April 2010-March 2011. Obtaining information from public authorities' web sites was in the first rank with 42,9%.

In Turkey, 23 million consumers spent a total of 45.3 billion minutes on the internet during August 2011, according to comScore. Facebook was the most engaging site with 13.1 billion minutes spent on the site, accounting for 28.8% of all time spent online during the month. International sites Facebook, Microsoft Sites (4 billion minutes) and Google Sites (3.9 billion minutes) took the top three spots with the remainder made up of local Turkish sites.

89% of the Turkish online population consumed online videos in February 2011 and watched an average of 144 videos per person totalling 14.8 hours of viewing time during the month, according to comScore.

Online video engagement showed significant differences by age and gender. Males between the ages of 15-24 viewed 200 videos each, accounting for an average of 20.8 hours of online video viewing during the month, while females in this age group viewed just 12 hours and watched 122.5 videos on average. Online video appealed least to females over 55 years of age, who only spent 8.4 hours watching 91.1 videos per viewer during the month.

During the month, viewers watched nearly 792 million videos on Facebook, for an average of 46.6 videos per viewer in February 2011. Google Sites ranked second, largely driven by viewers of YouTube videos, with 15.4 million unique viewers and 690 million videos watched during the month. Dailymotion.com ranked third with nearly 14.9 million unique viewers, followed by the largest Turkish



platform Nokta Medya. More than 7 million Turkish internet users watched a total of 43.6 million online videos from Nokta.com.

16.6% of internet users over 15 years old in Turkey use Twitter in March 2011, according to comScore Media Metrix. Comscore estimated that Turkey ranked 8th in the top countries in Internet penetration for Twitter.com.

# ENV.net partners

## **Co-PLAN, Institute for Habitat Development**

Co-PLAN's website is built to present the organization, its expertise and projects it's involved in.

There's no space devoted to news in the homepage and the website doesn't feature any blog. Three blogs are linked from the footer of the website, but they're hosted outside of the main domain ([www.co-plan.org](http://www.co-plan.org)) and they're dedicated to specific projects the Institute is working on.

Co-PLAN edits a gazette that can be downloaded as a pdf file, but the articles are not available for simple online reading.

Co-PLAN has a Facebook page with 955 likes (as of October 1st, 2013).

The page shows a wise use of images to illustrate posts, an effective way to attract attention. Videos seem to be less used than pictures, though.

A better scheduling of posts would be advisable, in order to distribute along the day and the week the amount of information shared.

Also, the page URL should be changed (on [www.facebook.com/username](http://www.facebook.com/username)) to make it simpler to remember and share.

Co-PLAN has no Twitter, YouTube, Flickr nor Instagram account.

## Advocacy Training and Resource Center

ATRC's website is strongly centered on events it organizes or is involved in both in announcing events and reporting on them.

The website doesn't feature any proper blog.

ATRC has a Facebook page dedicated to a specific project. The page has 2059 likes (as of October 1st, 2013).

The page shows a wise use of images to illustrate posts, an effective way to attract attention. Videos seem to be less used than pictures, though.

There is no scheduling pattern in the posts publishing. Anyway, posts seem to get attention from the public, considering number of likes and sharing.

Co-PLAN has no Twitter, YouTube, Flickr nor Instagram account.

## Environmental Ambassadors for Sustainable Development

EASD's website is built to present the organization and the projects it's involved in.

There's no space devoted to news in the homepage and the News archive is not easily browsable. The website doesn't feature any blog.

EASD has a Facebook personal profile with 4,115 friends (as of October 1st, 2013). This is not the best choice for an organization, for many reasons. First of all, while the amount of friends on a personal profile page is limited and capped at 5,000, a Fan Page can have an infinite number of fans. Moreover, Facebook Fan Pages are indexed, which means that some of the public content is indexed as well. Of course, you want to direct traffic from search engines to your website first, but having a social presence is very important. Finally, Facebook Fan Pages have great analytics. You can track the amount of views a post receives and monitor your weekly reach to direct the best content to your audience.

EASD has a company profile on LinkedIn, but has no Twitter, YouTube, Flickr nor Instagram account. There's a Twitter link on the website, but it appears to be not working.

## **TEMA - The Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats**

TEMA's website is built to present the organization, the projects it's involved in and to create engagement through donations or becoming a volunteer.

A central space in the homepage is dedicated to news, press releases and events. There's no proper blog, though.

TEMA has a Facebook page with 118,222 friends (as of October 1st, 2013). The only remark could be about the information box: instead of just a link a textual description of what Tema is and does would be preferable.

TEMA has a Twitter account with 16,516 followers, 261 following and 1,786 tweets (as of October 1st, 2013). It publishes tweets almost everyday, with three tweets a day on average.

TEMA has a YouTube account but no Flickr nor Instagram account.