



digital  
opportunity  
trust

DIGITAL RESEARCH PROJECT

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In July 2015, Digital Opportunity Trust (DOT) launched a research project that engaged 19 young people from seven countries to connect with youth in their local communities. The goal was to collect information about how young people are using technology, social media, and digital media in Ethiopia, Kenya, Rwanda, Uganda, Tanzania, Lebanon and Indigenous Canada.

Our youth researchers were each tasked with facilitating a qualitative and quantitative survey that sought to answer two key questions:

1. How are young people using technology in their daily lives?
2. What technology do youth have access to, and how does access vary across socio-economic, geographic, and demographic categories?

Information was collected from youth with an emphasis on evenly representing urban, rural, and refugee young people (particularly in Lebanon, where a large refugee population resides), as well as from youth with a range of educational backgrounds (from early school leavers to college and university graduates) and employment statuses.

The survey was delivered in seven parts, each with a thematic focus: access to technology, the Internet, and digital services; and technology, the Internet, and digital services for entertainment, work, income, learning, leadership, and entrepreneurship.

In total, 580 youth were surveyed across seven countries.

The results will be used to inform DOT's program development, digital strategy, and youth engagement strategies; our key learnings will also be used to engage in broader conversations about youth economic engagement, empowerment, and technology.

DOT is very pleased to have been able to invite our youth researchers to form the foundation of the organization's first Youth ICT Think Tank, which will engage young people as key voices in global discussions about technology and digital engagement.

Analysis of the collected research data is ongoing through to January 2016. Until then, we are pleased to share a short overview of our research team, key survey participant demographics, and a peek into some of what we are learning about how youth are using technology, the Internet, and digital services around the world.

1

**Access** to technology, the Internet, and digital services

2

Technology, the Internet and digital services for **entertainment**

3

Technology, the Internet and digital services for **work**

4

Technology, the Internet and digital services for **income**

5

Technology, the Internet and digital services for **learning**

6

Technology, the Internet and digital services for **leadership**

7

Technology, the Internet and digital services for **entrepreneurship**



## OUR RESEARCHERS



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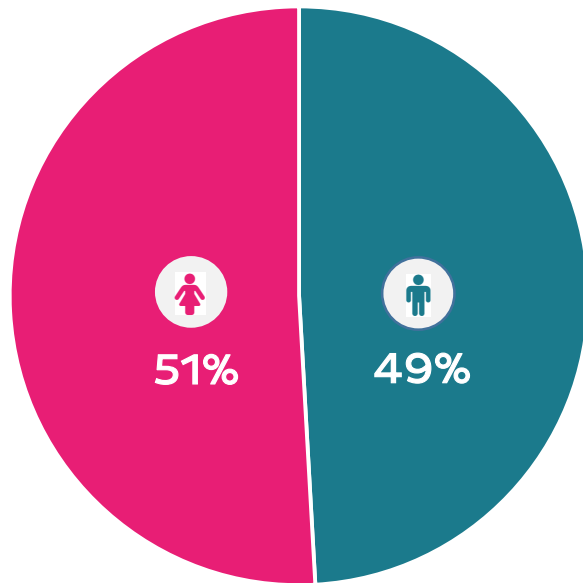
**Brock Lewis**  
Canada  
ReachUp! North

Nineteen youth from seven countries were each engaged to connect with young people in their communities. The researchers are Intern and Teacher-Facilitator alumni – expert facilitators and youth advocates, familiar with DOT programs and their local communities.

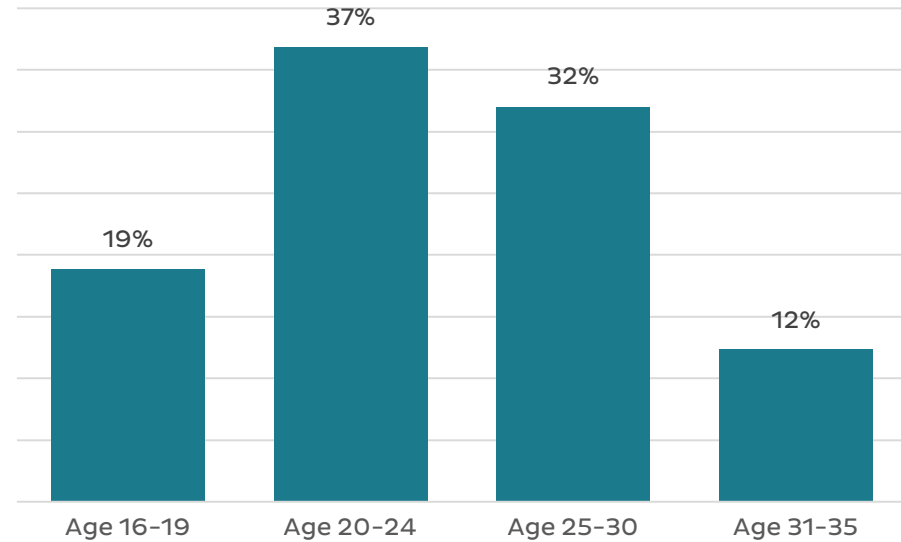
Over the course of eight weeks, the researchers developed research plans, stakeholder maps, and performed landscape assessments before connecting with other young people in their community to learn more about how youth are using technology and digital tools for work, fun, entrepreneurship, leadership, income, and learning.

## OUR 580 SURVEY PARTICIPANTS

GENDER



AGE



104

Uganda

102

Ethiopia

101

Rwanda

89

Kenya

85

Tanzania

73

Lebanon

24

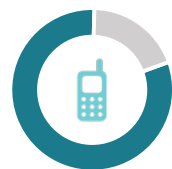
Canada

## ACCESS TO DEVICES



**82%**

Have an **Internet-enabled device** with them at all times



**81%**

Have frequent access to a **basic mobile phone**



**68%**

Have frequent access to a **smart phone**



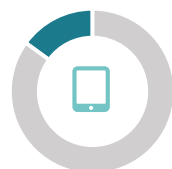
**43%**

Have frequent access to a **laptop computer**



**32%**

Have frequent access to a **desktop computer**



**15%**

Have frequent access to a **tablet**



## A SELECTION OF QUALITATIVE RESPONSES

"I use the Internet to share my products and services with other people and to find customers. I share photos of my products, like dresses, through Instagram, Facebook and WhatsApp mostly."

- Rwanda, female, age 20-24, urban, college or university graduate, microenterprise owner

**How do you use the Internet or digital services to generate an income?**

"When I go on the Internet, I download music and movies and then sell them to people in my community who do not have Internet access. This is a common thing me and my friends do. It's a simple way to earn money."

- Tanzania, male, age 25-30, urban, secondary school graduate, employed

"I connect working people within my [refugee] camp with suppliers, workers, and services in other communities. I feel like the Internet has helped me build many connections outside of the camp."

- Lebanon, male, age 31-35, refugee camp, early school leaver, unemployed

**How does the Internet help you have a positive impact in your community?**

"Sharing my positive experiences on social networks may push others to aim high. For example, sharing my grad pictures on Facebook could show youth in my community that anyone can do it."

- Lebanon, female, age 20-24, rural, college or university graduate, unemployed

"The challenge was Internet stability. Connectivity was a huge problem. But the best part was that there were no fees aside from getting Internet."

- Tanzania, female, age 25-30, urban, college or university graduate, employed

**If you have participated in online courses, what was the best part and what was most challenging?**

"As much as it was free, it was too expensive because it consumed too much data due to video and downloads. I did like that I could attend at my convenience"

- Uganda, female, age 20-24, urban, college or university graduate, unemployed



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