

Mapping subnational gaps in internet and mobile adoption using social media data

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Benefits of digital revolution

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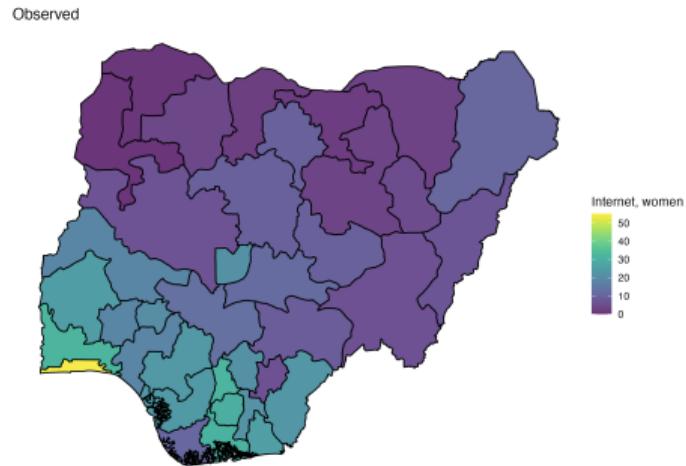
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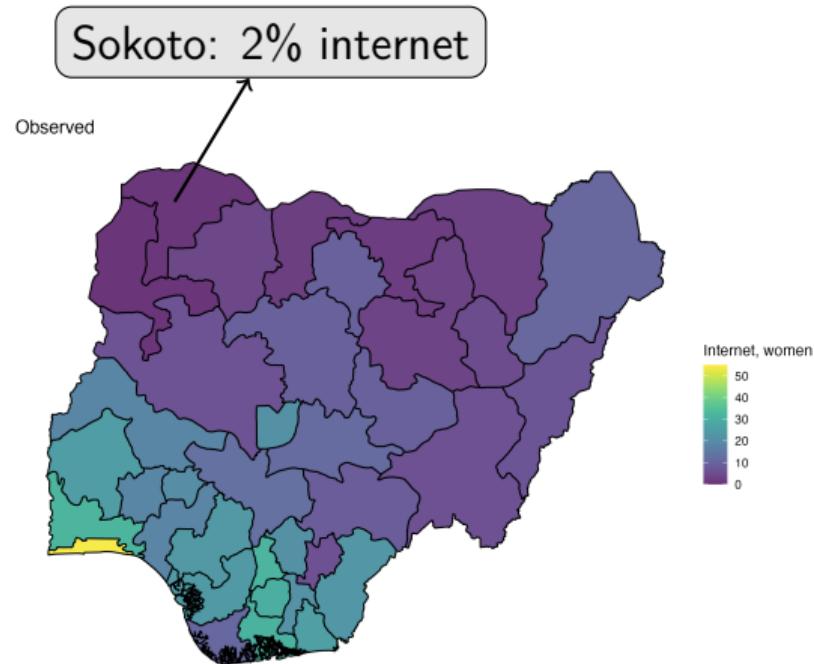
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- ▶ Yet large **inequality** in who has access to digital technology...

Adoption of digital technology varies geographically

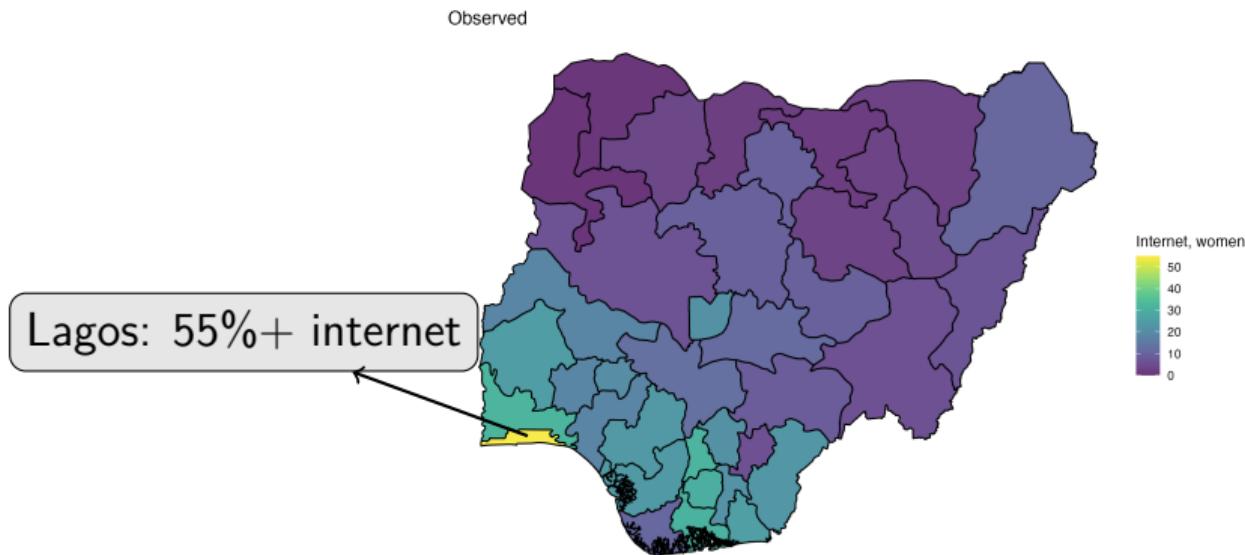


Source: Nigeria, Demographic and Health Survey

Women using internet, past 12 months



Women using internet, past 12 months

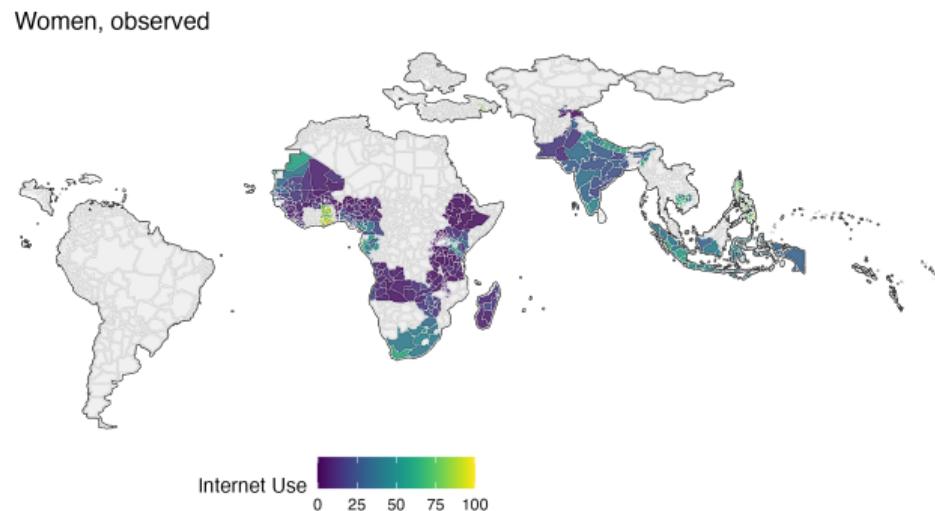


Develop subnational estimates of adoption

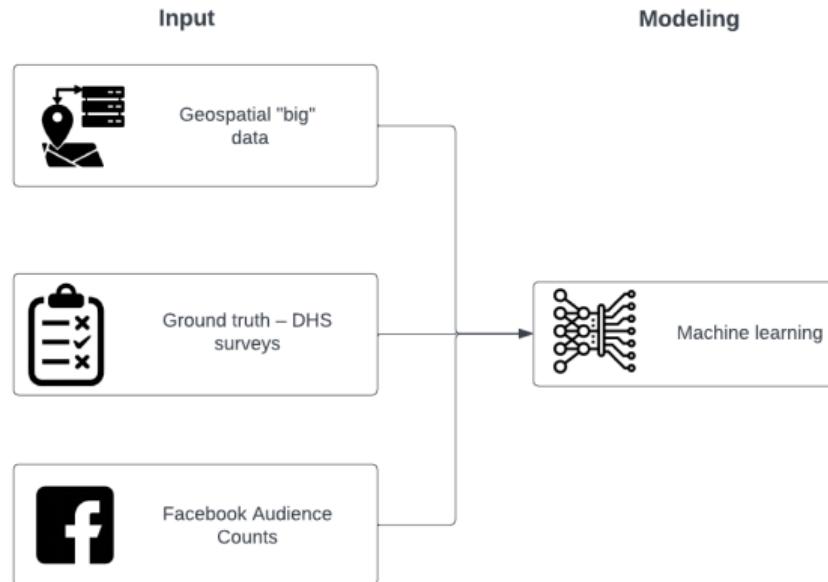
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- ▶ First subnational level
 - ▶ 118 countries, 2,150 subnational units



Overview of approach



32 countries, with
ground truth

Introduction
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Background
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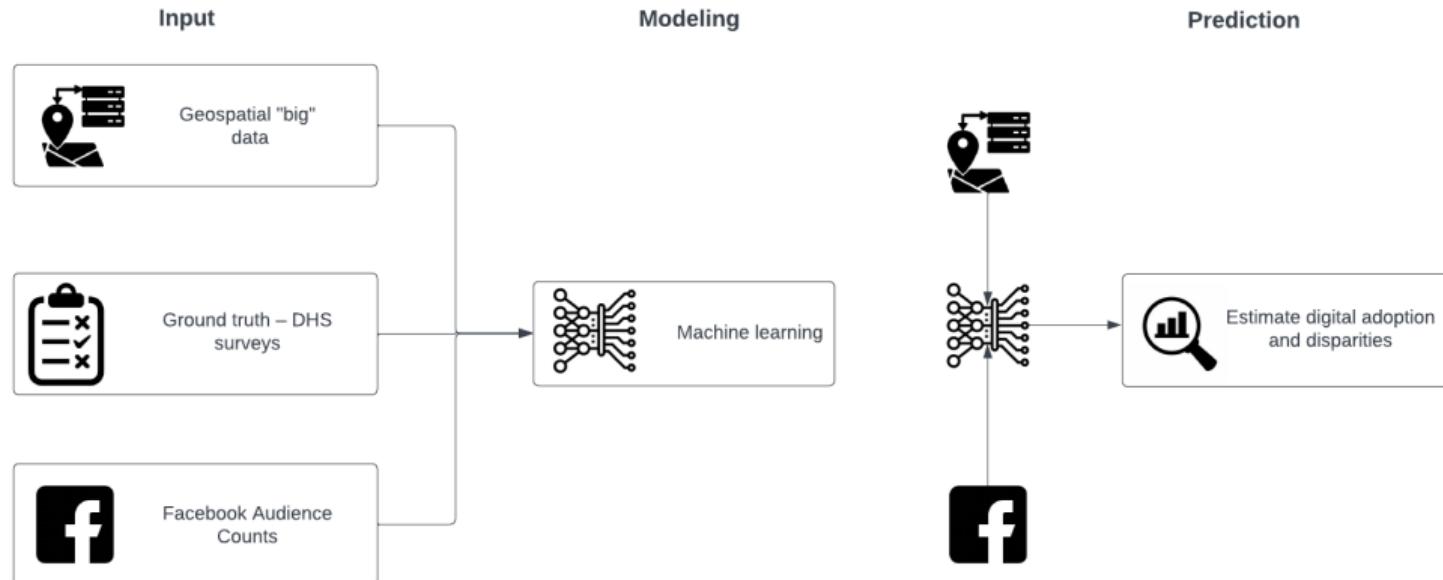
Data + methods
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Results
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Conclusion
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References

Overview of approach

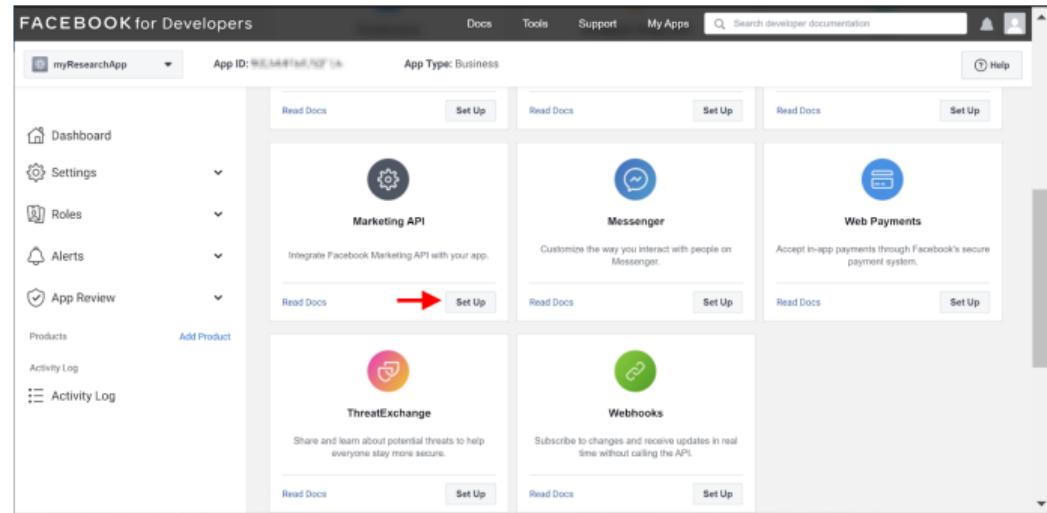


Ground truth – Demographic and Health Surveys (DHS)

- ▶ Household surveys representative at the first subnational level
 - ▶ Standardized sample design, questionnaire, implementation, etc.
 - ▶ Questions on individual-level internet use and mobile phone use (wave 7 onwards)
- ▶ Focus on 32 different DHS surveys, 2016-2022

Facebook monthly active users counts

- ▶ Collected through public marketing API
- ▶ Specify geographic region (FB template or custom region)
- ▶ Disaggregated counts by gender, age, device type, etc.



Big geospatial and population data

- ▶ Include 'offline' predictors that are uniformly available and consistent across subnational units
 - ▶ Satellite-derived nightlights data
 - ▶ Population density (World pop)
 - ▶ Relative wealth index (Meta)
 - ▶ Subnational education index, income index, human development index (HDI), gender development index (GDI)

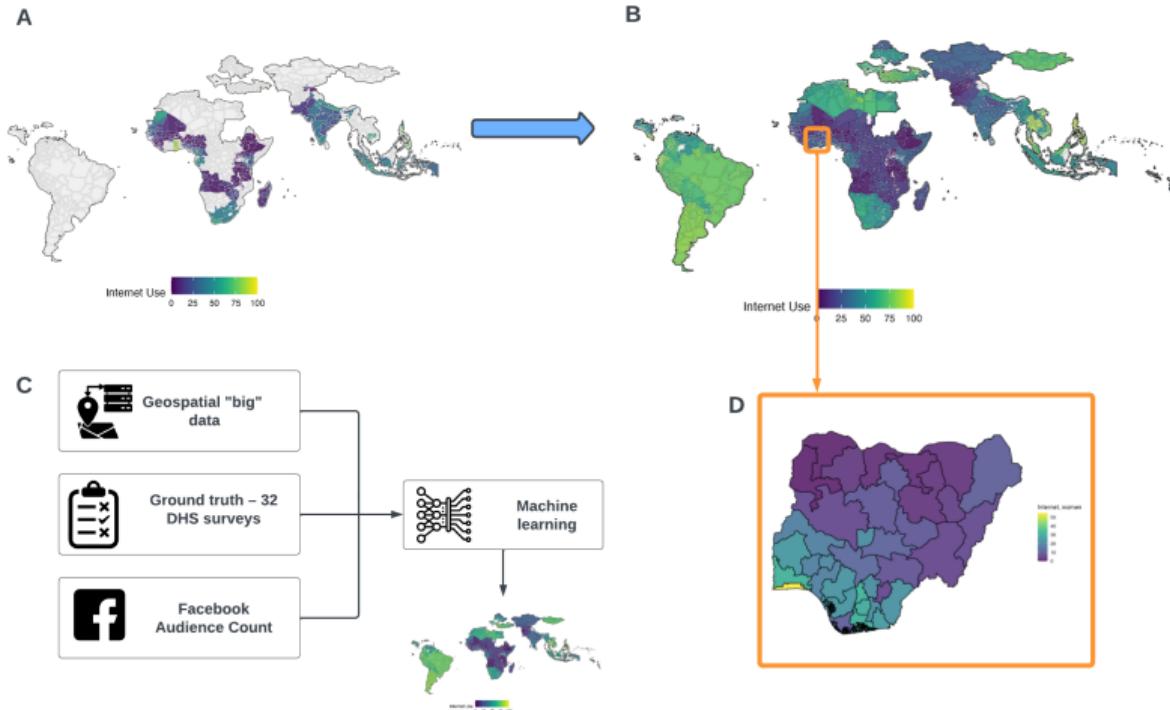
Outcomes of interest (from DHS)

Indicators	Women	Men	Gender Gap
Mobile Phone Ownership	✓	✓	✓
Internet Use, Past 12 Mo	✓	✓	✓

Modeling approach - ensemble machine learning

Algorithm	Description
glmnet (Lasso)	Lasso Regression
glmnet (Ridge)	Ridge Regression
glmnet (Elastic Net)	Elastic Net with 50% L1 Ratio
polyspline	Polynomial Spline
ranger	Random Forest with 100 Trees
gbm	Gradient Boosted Machine
glm	Generalized Linear Model
xgboost	Extreme Gradient Boosting
SuperLearner	Ensemble method combining multiple learning algorithms

Greatly expanded coverage



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Background
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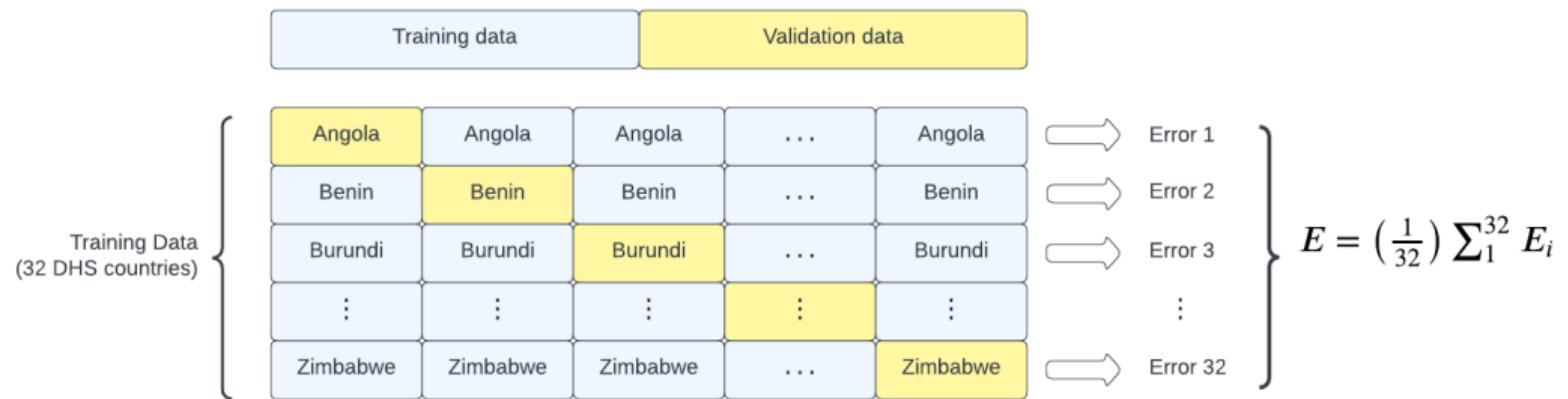
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Leave-one-country-out cross validation

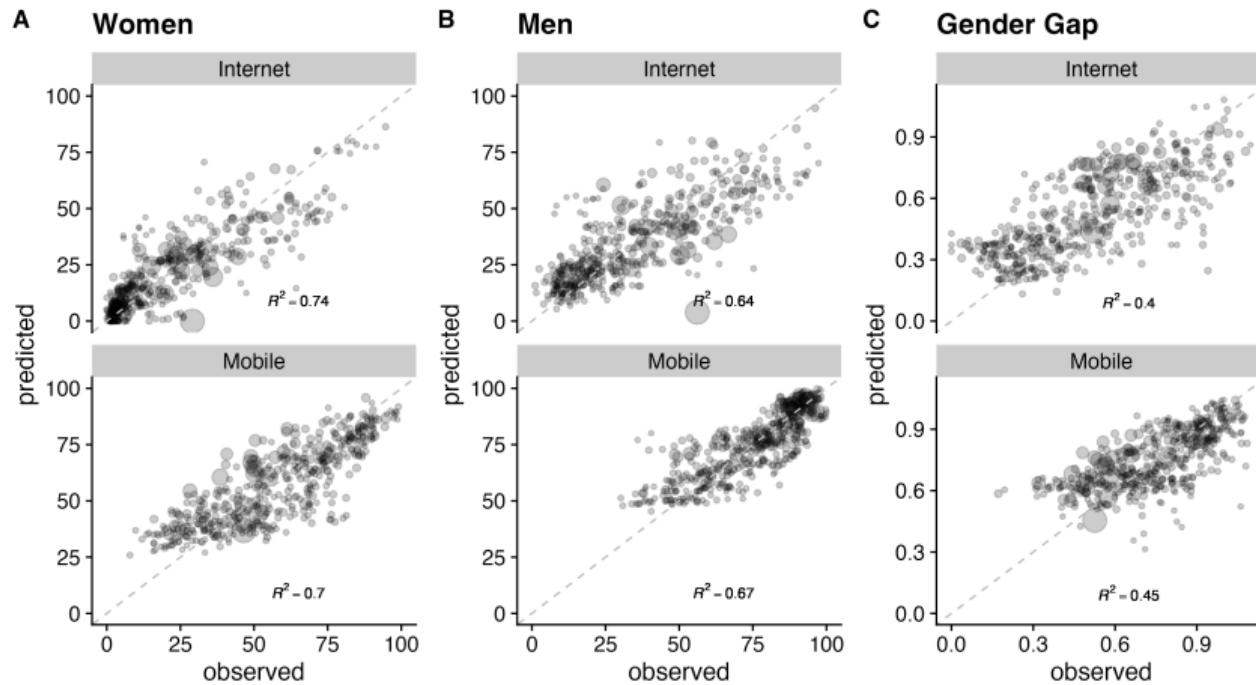


Validation Metric: R^2

$$\begin{aligned} R^2 &= 1 - \frac{SS_{res}}{SS_{tot}} \\ &= 1 - \frac{\sum_{i=1}^n (y_i - \hat{y}_i)^2}{\sum_{i=1}^n (y_i - \bar{y}_i)^2} \end{aligned} \tag{1}$$

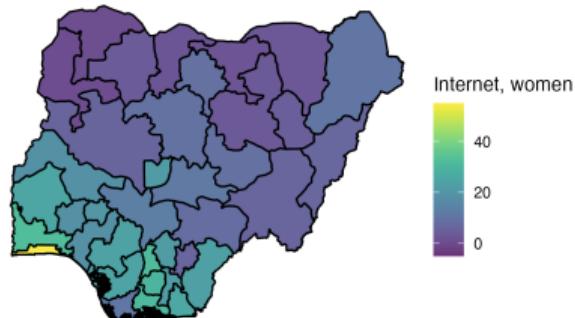
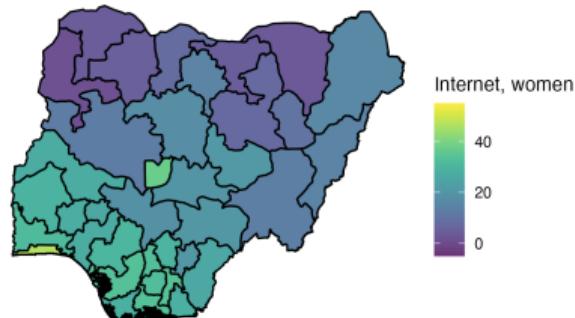
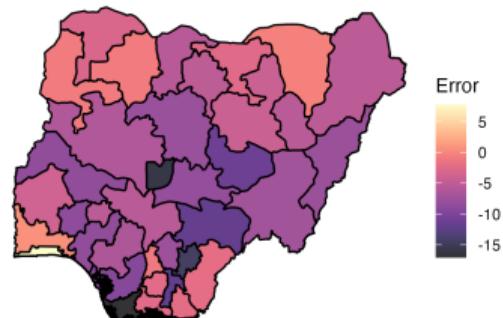
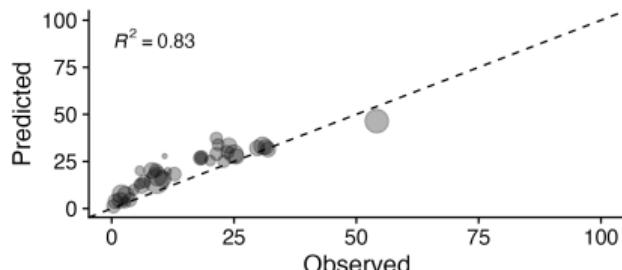
- ▶ 1 = **perfect predictions**
- ▶ 0 = **Mean**

Overall predictive accuracy



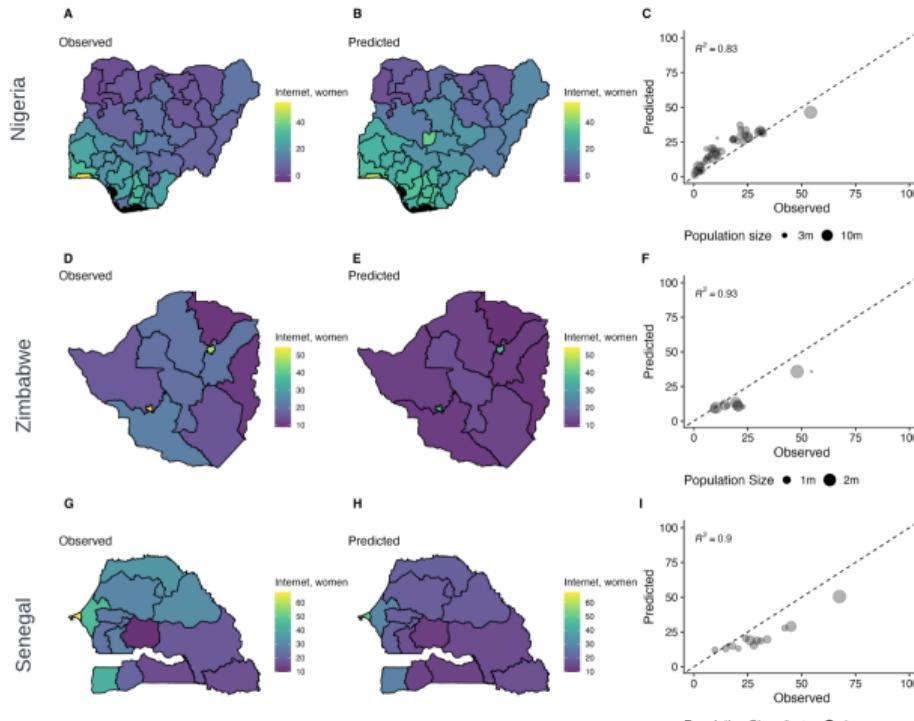
Population Size • 300k • 1m • 3m • 10m

Results for Nigeria (Leave-one-country-out)

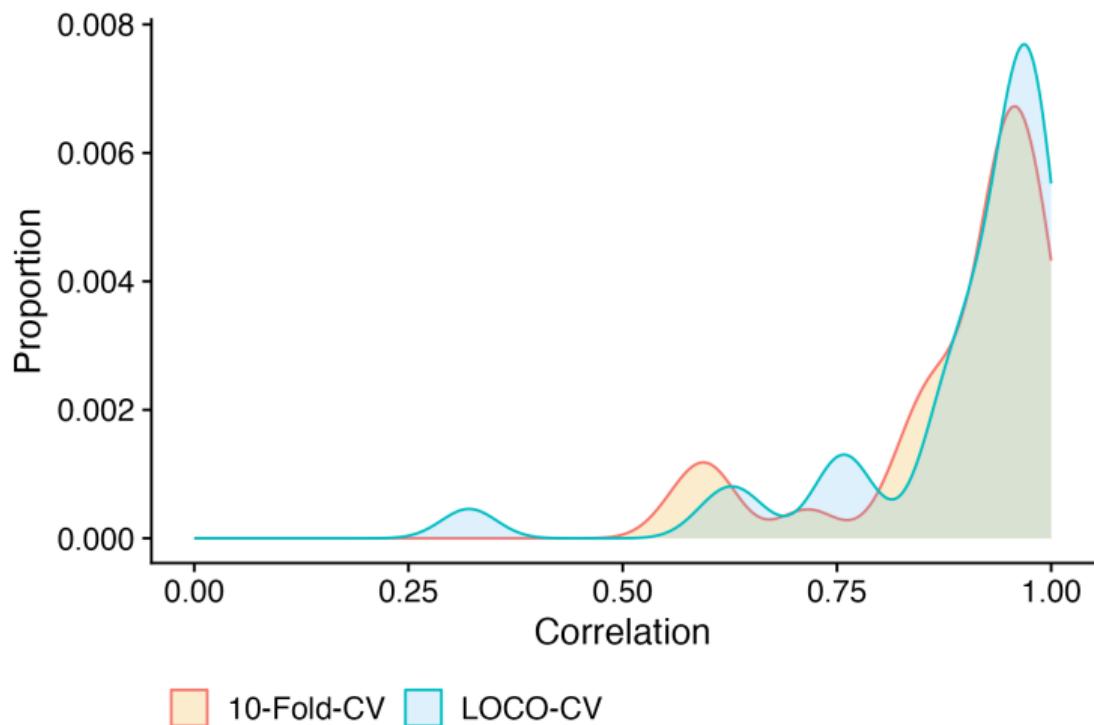
A Observed**B** Predicted**C** Error**D**

Population size • 3m ● 10m

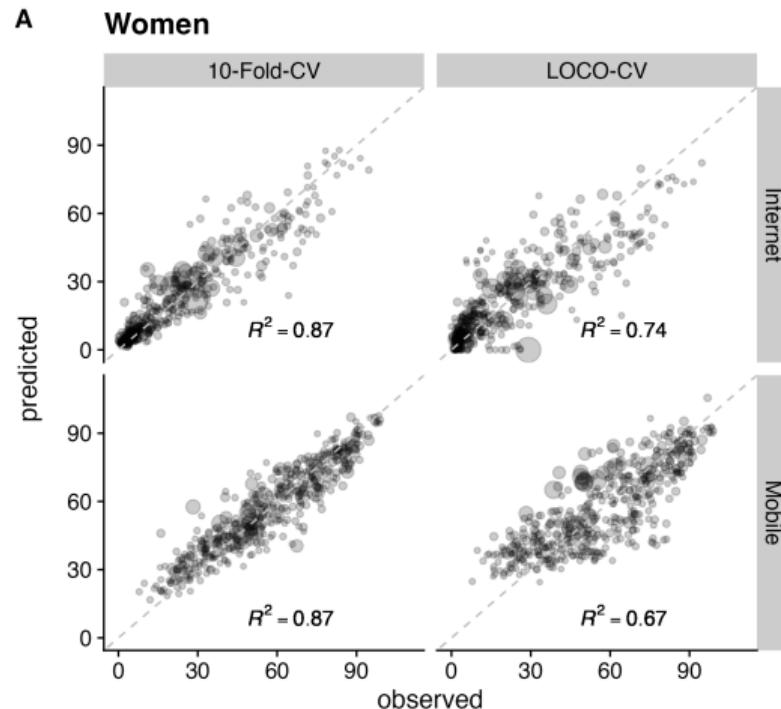
Error by country



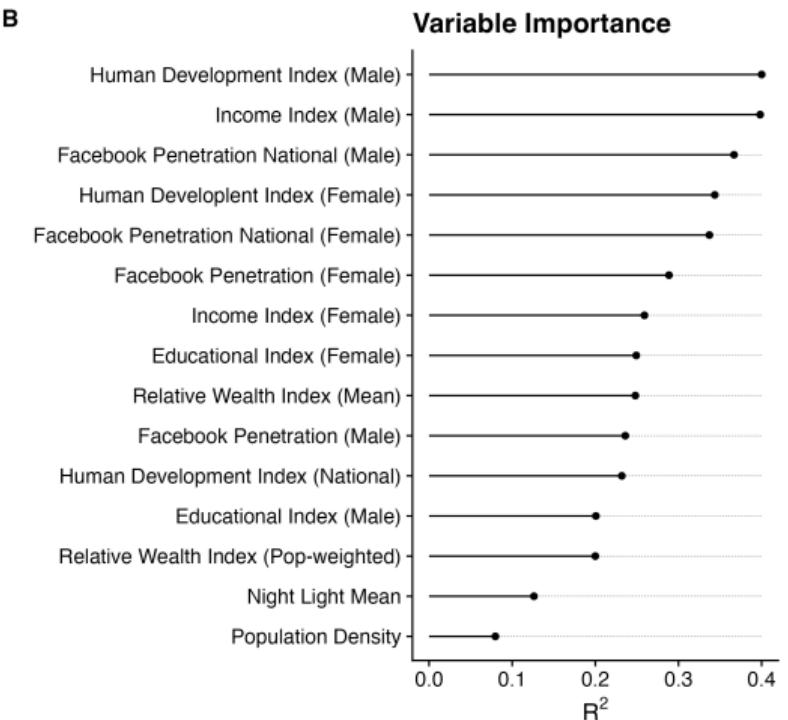
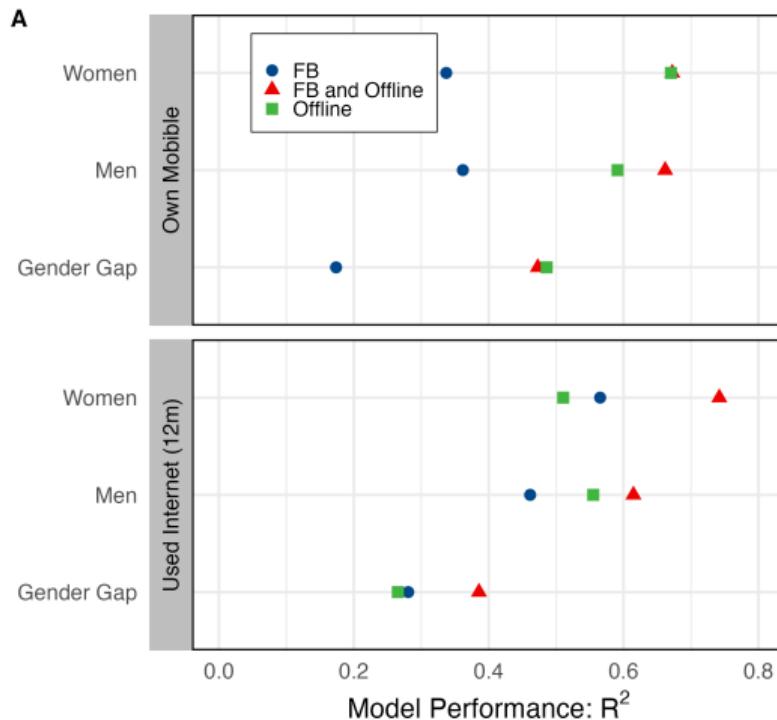
Within-country performance



Leave-one-country-out cross validation is more conservative



Most important predictors



Next steps and future opportunities

- ▶ Modeling of trends over time
- ▶ Modeling residuals / better uncertainty quantification

Summary

- ▶ Using Facebook audience counts **greatly expands** our ability to accurately predict internet adoption in countries with no ground truth

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- ▶ Huge **disparities** in access to mobile and internet technologies between and within countries
- ▶ New opportunities to study **population-level impacts** of digital technology using these subnational estimates

Thank You

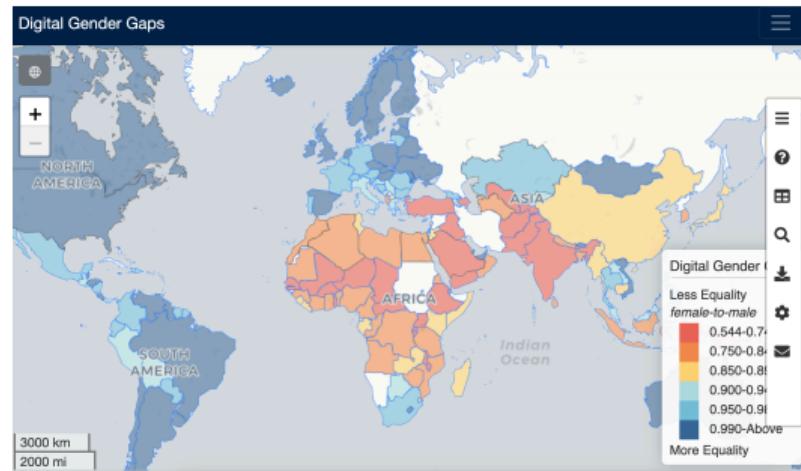
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