

ICT Observatory 2007
**Perception Survey Results
 Report¹**

Version 1.2, 10 November 2006

1 SURVEY BACKGROUND

An online survey (En and Fr) was conducted during the months of August and September 2006 with the objective of determining perceived priorities among development actors (development practitioners using ITC applications) and better tailor the forthcoming ICT Observatory event.

2 SURVEY UNIVERSE AND SURVEY RESPONSE RATES

The survey was launched on 3 August 2006 closed on September 29, 2006. The survey universe includes DGroups administrators (758), readers of ICT Update (1991) and some CTA partner organisations (40). As detailed in Table 1 a total of 3,127 emails were sent out and a total of 2,789 individuals (net of bounced e-mails) were reached, of whom 1992 and 797 were English and French-speaking respectively. Out of these, a total of 486 responded (17.4%).

Table 1 Survey universe and survey response rates

Survey universe	En			Fr			Grand total sent	Grand total delivered	No. Responses		
	Total	Bounces	Net	Total	Bounces	Net			En	Fr	All
Dgroup	816	85	731	33	6	27	849	758			
ICT Update	1,396	135	1,261	842	112	730	2,238	1,991			
CTA partners	0	0	0	40	0	40	40	40			
Totals	2,212		1,992	915		797	3,127	2,789	245	241	486
									Response rate		
									12.30%	30.24%	17.43%

Response rate among French-speaking recipients was higher (30.2%) compared to the one among English-speaking recipients (12.3%). This resulted in an almost equal number of respondents by language (245 En and 241 Fr).

3 SURVEY INSTRUMENT AND ON-LINE RESULTS

SurveyMonkey has been used for designing and administering the survey.

The results of the surveys are available online. The links have been distributed to all those who received the initial invitation.

English: <http://www.surveymonkey.com/Report.asp?U=233063930880>;

French: <http://www.surveymonkey.com/Report.asp?U=244647428957>;

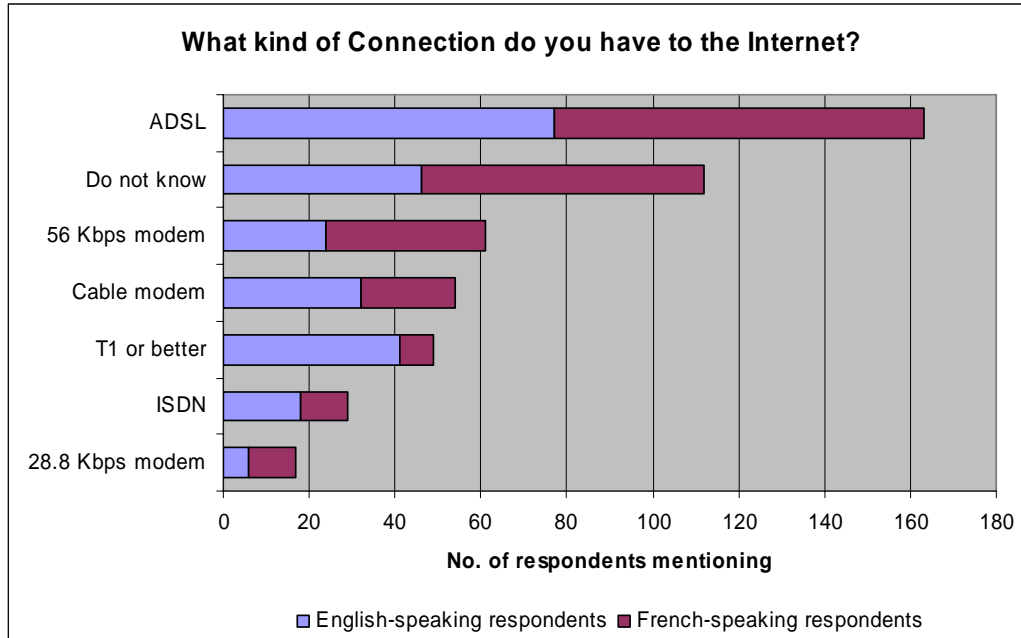
¹ The report has been jointly prepared By Giacomo Rambaldi, Kevin Painting and Koda Traore, CCSD, CTA

4 SURVEY RESULTS

4.1 Internet Access

Results of the survey (Table 2) indicate that most of the respondents (both English and French-speaking) access the Internet via ADSL. This does not mean that this is the prevailing means of access because those having dial-up access may be among those who decided not to reply to the survey because of connectivity problems. Alternatively, one could posit that the internet connections of Dgroups administrators and readers of ICT Update are not, *ipso facto*, poor.

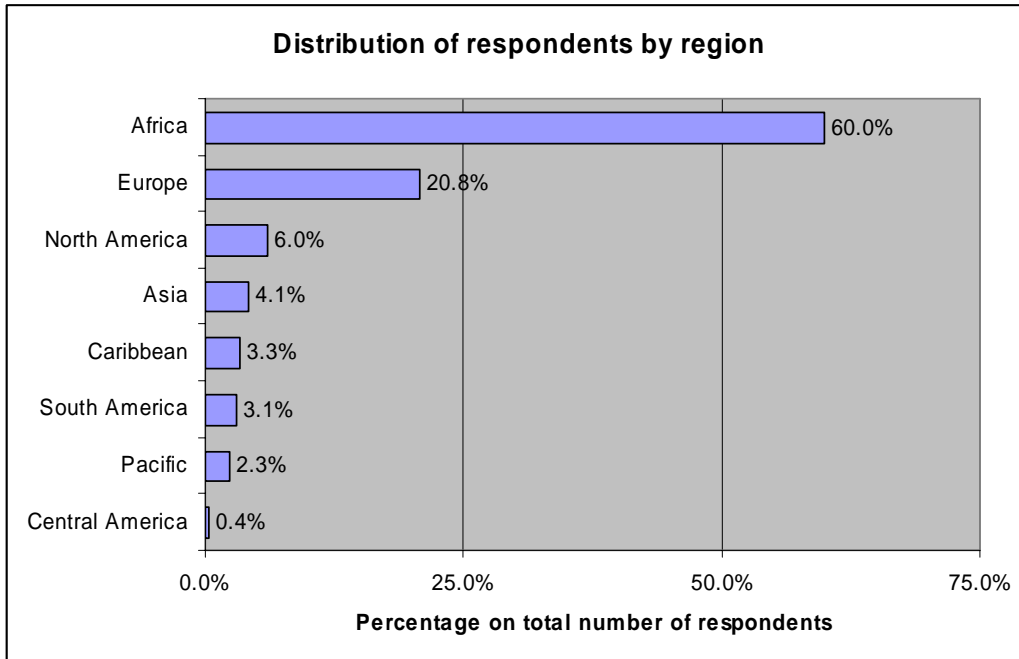
Table 2 Internet Access



4.2 Location of Respondents

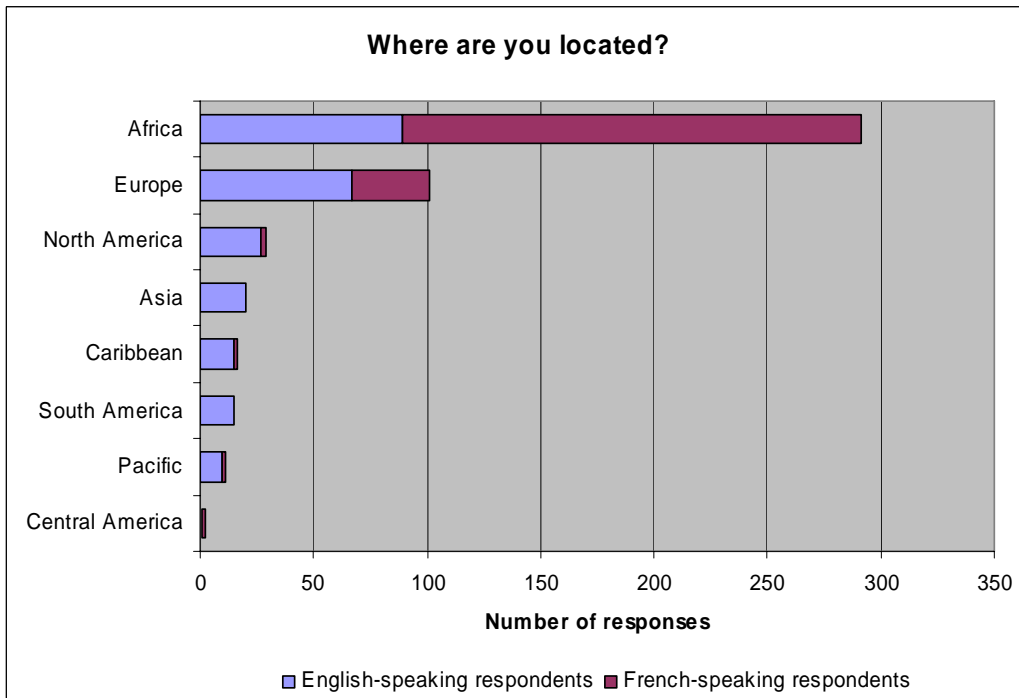
The majority (60%) of the respondents are located in Africa followed by Europe (20%), North America (6%). The Caribbean and the Pacific total for 5.6% of the respondents.

Table 3 Distribution of Respondents by Region



When disaggregating respondents by language one notes for the francophones, the majority are based in Africa (83.8%). English speakers are prevalent in the other regions as one might expect, with 36.5% in Africa. Table 4 shows this breakdown.

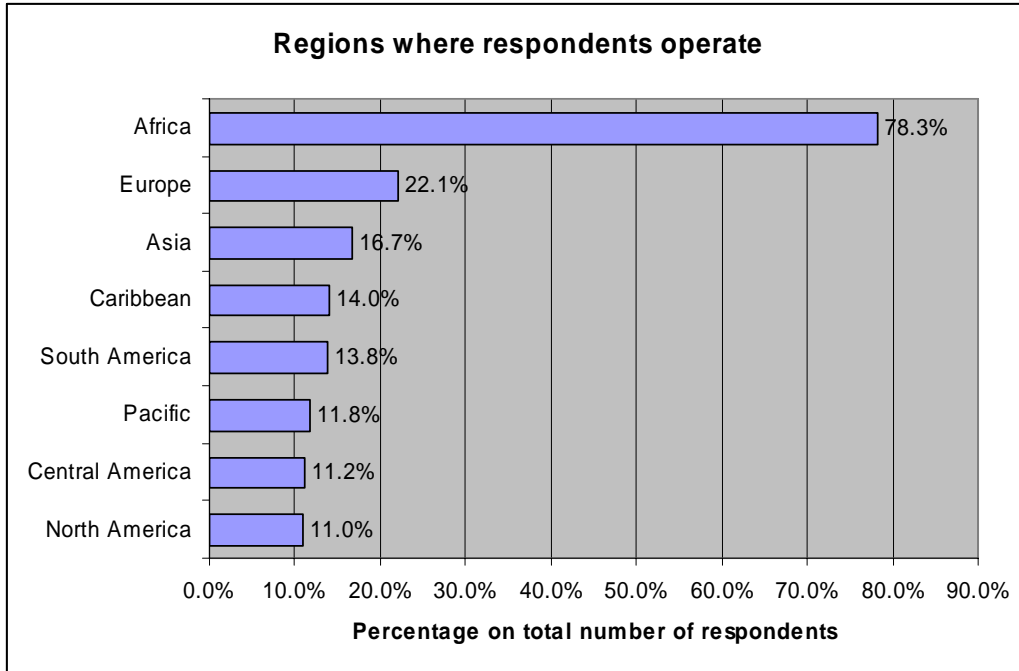
Table 4 Distribution of Respondents by Region and by language



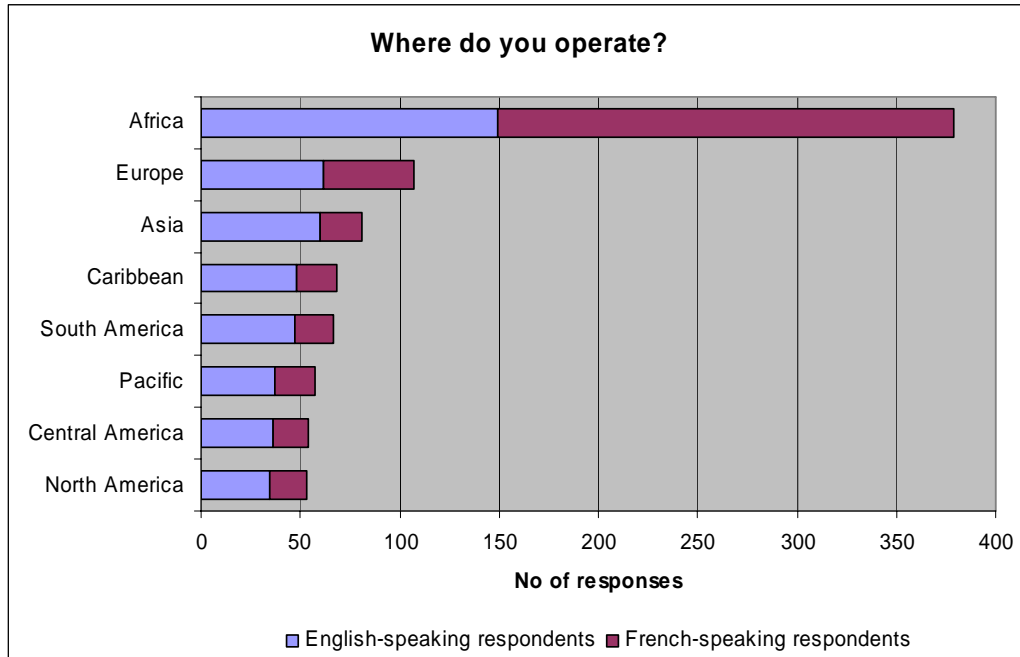
4.3 Geographical coverage of respondents' operations

This question (Where do you operate?) allowed multiple answers. The Table below shows that 78.3% of the respondents operate in Africa, followed by Europe (22.1%), Asia (16.7%), Caribbean (14%), South America (13.8%). The Pacific, Central and North America are covered by an approximately equal percentage of respondents (11-12%).

Table 5 Regions where Respondents Operate



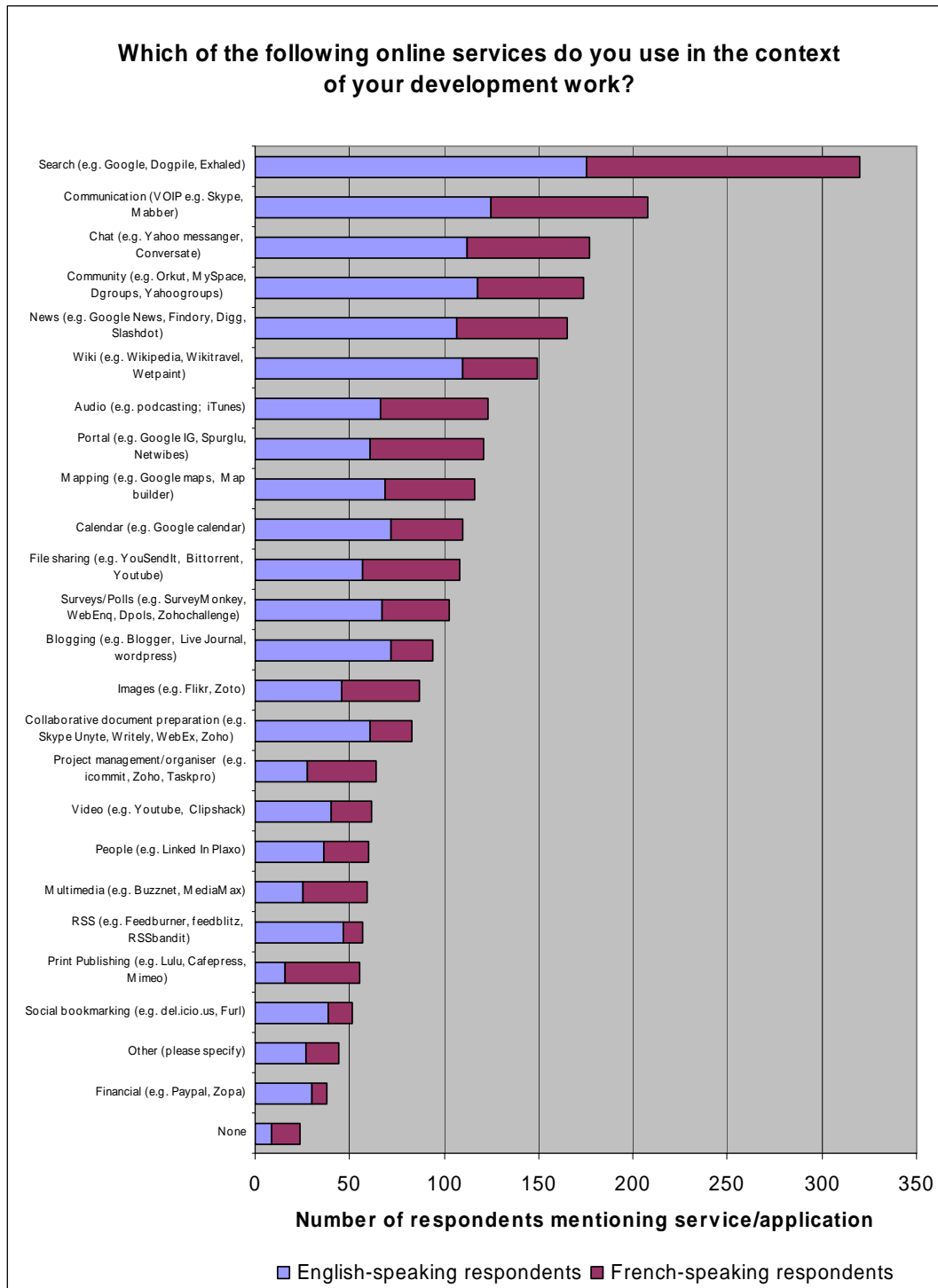
Language disaggregated data (Table 6) point to the fact that among the respondents French-speaking ones prevail in Africa and English-speaking elsewhere.

Table 6 Regions where Respondents Operate (by language of respondent)

By comparing these data with the linguistic origin of the respondents it can be seen that the coverage of the programs in Africa is 95.8% for the francophones compared to 61.1% for the anglophones. This does not reflect however the reality of the connectivity of the African countries even less that of the African population in general².

² The Anglophone country Nigeria makes up about 1 in 5 of the total population in Africa

4.4 Current use of web 2.0 applications and services

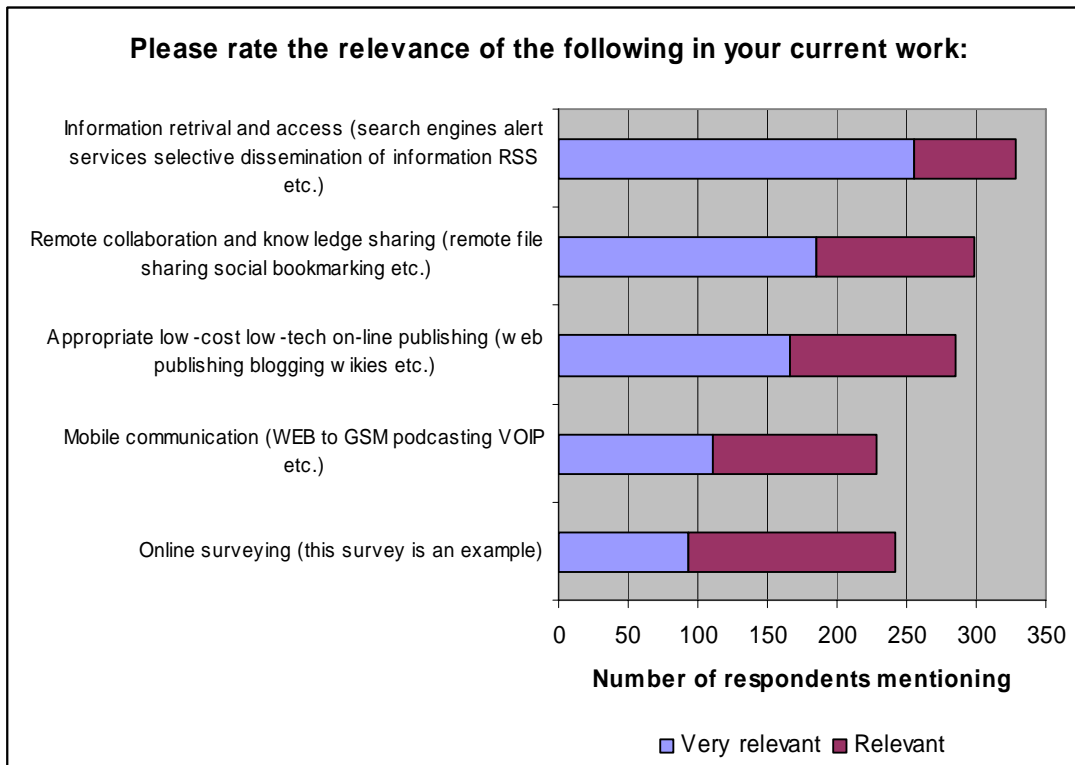


The use of search engines was the most popular application for both languages by far, perhaps not a particularly surprising result. Of more interest is the popularity of VOIP communication and chat since these applications are relative newcomers. Their popularity can probably be attributed to the large cost savings involved with VOIP communication, the generally good internet connections by the respondents, and the user-friendly applications now available (e.g. Skype). Certain services/applications seem

more popular with Anglophone audiences (community, news, wiki, blogging). While awareness of these applications is a factor, it may also reflect a language barrier, in that English versions predominate. One surprise is the low usage of RSS and social bookmarking, given the importance of information access expressed elsewhere. This could be due to a lack of awareness (RSS is often perceived as a technical issue) and/or a lack of feeds or applications in the relevant language.

4.5 Relevance of Web 2.0 applications in current work

Table 7 Perceived relevance of Web 2.0 applications in the current work



It is interesting to note the agreement of the responses between Table 7 and 8. Indeed, by grouping the questions in table 7 one notes that the use of the tools which are listed there relates to the following: access to information (32%) — strongly marked by use of tools like Google; synchronous or asynchronous communication (22%). It's worth highlighting again the remarkable penetration of VOIP (Skype, mabber) and the publication and sharing of information (20%).

4.6 Perceived Relevance of Web 2.0 applications in future work

In order to further elaborate the results produced by Surveymonkey on this question, points have been attached to the different ranks as follows:

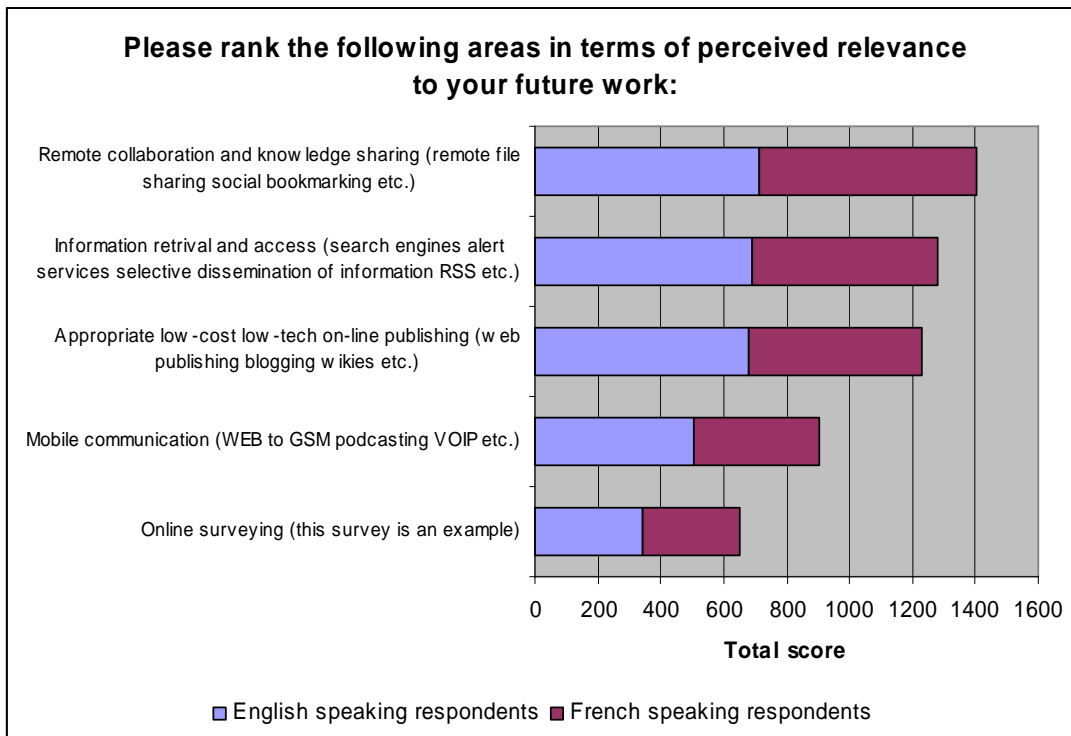
- 1st Priority = 5 points
- 2nd Priority = 4 points
- 3rd Priority = 3 points
- 4th Priority = 2 points
- 5th Priority = 1 point

By multiplying the number of responses given to a particular rank for a given option (5 options were given) with the corresponding points, delivered the relative “score”. Total scores for each option were calculated by adding up the five scores obtained.

Table 8 shows the final results of the elaboration and indicates that among the five proposed focal areas the following are considered as the most relevant for the respondents in the performance of their development related work, namely:

- (i) Remote collaboration and knowledge sharing;
- (ii) Low-cost, low-tech, on-line publishing; and
- (iii) Information retrieval and access.

Table 8 Total score by option and language of respondent



4.7 Open ended questions

- *Which other on line collaborative tools (Web 2.0.) do you consider important to improve the output and the effectiveness of the organization?*

This question was marked by a strong rate of abstention: 169 (34.77%) answering out of 486 filled out questionnaires (93 Francophone and 76 Anglophone).

Web 2.0 applications do not seem to be understood by the large majority of the respondents which admitted their ignorance on this subject.

It equally supports a strong emphasis on the following choices: the integration of collaborative tools (Web, mobile and mass media); on the inter-operability of applications (which according to some are sufficient in number) in order to avoid loss of the data (and time) in data exchange; the increased use of Web 2.0 for remote learning and the creation of collaborative work spaces.

Some respondents decided for whatever reason not to answer the question directly. One can interpret this reaction in various ways: it seems to show the confusion between Web 2.0 application and Internet tools in general. Alternatively, the respondents wanted to make us understand their priorities beyond the restricted field of Web 2.0 in spite of the comparative advantages which it can represent. We have therefore retained the following recommendations: the production of practical audio-video guides in the style of CTA practical guides; the need to assist the ACP to conceptualise their own web platforms or even content management systems in order to generate local content; the simple fact of being able to connect to the Internet as an important means of ending isolation.

4.8 Follow-up

When specifically questioned, a total of 313 respondents (64.4% of the total number of respondents, i.e. 486) confirmed their interest in receiving updates on the forthcoming ICT Observatory meeting. The interest was equally distributed among French and English-speaking respondents.