Digitised African youth?
Assessing access & use by African Youth between 2008-2012

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Why African Youth

1) Youthful Population
   - 226 million youth living in Africa in 2015 (UN pop stats)
   - Projected % of youth population in Africa by 2030: 42%

2) Opportunity
   Human Capital development and economic growth

3) Challenge
   How best to equip young people with the necessary skills and knowledge?

Digital Opportunity
Could mobile technology be part of the solution to address these challenges?
1) Youthful Population

- 226 million youth living in Africa in 2015 (UN pop stats)
- Projected % of youth population in Africa by 2030-42%
2) Opportunity

Human Capital development and economic growth
3) Challenge

How best to equip young people with the necessary skills and knowledge?
Digital opportunity

Could mobile technology be part of the solution to address these challenges?
How we did it

- Based on 2008 & 2012 nationally representative survey data
- 12 country focus
- Youths 15-24 (Based on UN definition)
- Nationally representative of youth in selected countries
- Descriptive statistics
• Based on 2008 & 2012 nationally representative survey data
• 12 country focus
• Youths 15-24 (Based on UN definition)
• Nationally representative of youth in selected countries
• Descriptive statistics
What we asked the data

1) Share of youths who are mobile phone owners and internet users

2) Difference in mobile access and internet use between 2008 and 2012

3) Access and use by location, education, gender or social connectedness

4) Evidence based policy recommendations
Profile of youths surveyed

Share of youth respondents increased from 28.2% in 2008 to 31.4% in 2012

- 2008: High levels of youths in rural areas (above 50% in Uganda and Ethiopia)
- 2012: Decrease rural youth
- Kenya, Rwanda and South Africa actually had an increase in rural youth in 2012

Social Involvement of Youths

- 2012 study (challenges) shows a larger social impact on youth in Uganda, Kenya and South Africa
- Uganda, Nigeria and Rwanda invested higher participation in decision-making institutions

Literacy rates

- Essentially high levels of literacy in Rwanda, Kenya, Gabon and South Africa
- English, Arabic, French in Gabon, Rwanda, Ethiopia and Tanzania

Activities engaged in last 6 months

- Majority of youth are involved in some form of employment
- Self-employment higher in most countries
- Education and training not enough
- Limited job opportunities
- Limited access to employment facilities
- Limited exposure to job opportunities

Levels of Education

- Other forms of education in addition to formal education
- Technical and vocational, art and cultural education
- Education was the highest area of focus in the youth sector
- Primary education is still lagging in some areas
- Kenya had the highest youth unemployment (20% in 2009 and 17% in 2012)
Location
- 2008 high levels of youths in rural areas (close to 80% in Uganda and Ethiopia)
- 2012: decrease rural youth
- Kenya, Rwanda and South Africa actually had an increase in rural youth in 2012

Social Involvement of Youths
- 2012 study showed youth to a larger extent mainly involved in religious groups (90% in Uganda, 89% in Ghana and 85.3% in Namibia)
- Uganda, Nigeria and Rwanda recorded highest participation in decision making structures

Sex disaggregated data
- Larger share of females among the youth population in 2006 with exception of China, Malaysia and Nigeria
- Colombia and Ethiopia had the highest percentage of female participation in youth population
- South Africa, Botswana, Mozambique, Rwanda, Tanzania and South Africa in 2007
- Only females received close to 70% of tertiary education in youth populations

Activities engaged in last 6 months
- Majority of the youth on average were either in school or unemployed
- Self-employment higher in most countries particularly Tanzania and Cameroon with lowest unemployment rates
- South Africa, Namibia and Botswana with highest share of youth unemployment had fairly negligible levels of self-employment

Literacy rates
- Relatively high levels of literacy namely Botswana, Kenya, Namibia and South Africa
- English literacy low in Mozambique, Rwanda, Ethiopia and Tanzania

Levels of Education
- Either Primary or Secondary education had been completed by larger proportion youth
- Tanzania, Rwanda and Uganda, primary education was by far the highest level attained
- South Africa and Botswana, secondary education was the highest level for most of the youth population
- Tertiary level education is still fairly low in all countries
- Kenya had highest tertiary completion (12.7% in 2011 and 16.6% in 2012)
Sex disaggregated data

- Larger share of females among the youth population in 2008 with exception of Ghana, Mozambique, and Nigeria.
- Figures almost evened out in Botswana, Mozambique, Rwanda, Tanzania, and South Africa in 2012.
- Only Kenya recorded close to 70% of females among its youth respondents.
Location

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The mobile story

Mobile phone ownership
- Mobile Phone ownership increased between 2008-2012
- Ownership of internet enabled phones (2012)

Mobile Phone use by Youths
- 99% calls
- 91% texting
- 23% social networking
- 47% photos or videos
- 60% music
- 26% browsing the web
- 19% emailing
Mobile phone ownership

- Mobile Phone ownership increased between 2008-2012

- Ownership of internet enabled phones (2012)
Uganda

2008: 6.1%
2012: 38.1%

This was the highest increase.
Rwanda

2008: 8%
2012: 17.7%

Increase but ownership was still below 20%
Tanzania

2008: 7.9%
2012: 26.2%
Ghana

The exception!

2008: 51.8%
2012: 48.3%
Mobile phone ownership

- Mobile Phone ownership increased between 2008-2012

- Ownership of internet enabled phones (2012)
Share of youths with internet enabled phones

- South Africa: 60%
- Kenya: 48%
- Namibia: 43%
- Mozambique: 38%
- Botswana: 36%
- Ghana: 31%
- Tanzania: 25%
- Nigeria: 25%
- Cameroon: 22%
- Uganda: 14%
- Ethiopia: 12%
- Rwanda: 11%
Mobile Phone use by Youths

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Internet story

2008 vs 2012 internet use
General increase in internet use with exceptions.

Access point 2008 vs 2012

- Via an Internet site: 76.1% to 54.1%
- Education institute: 18.9% to 4.2%
- Business: 5.9% to 2.4%
- Academic home: 0.8% to 0.4%

Popular Activities carried out online 2012 vs 2008

- Research for mail or get information: 73.5% from 27.6%
- Access to local government: 43.2% from 6.8%
- Chatting & message exchange: 77.9% from 23.0%
- Downloading or listening to music: 74.1% from 29.9%
2008 vs 2012 internet use

General increase in internet use with exceptions.

Countries with highest increase: 2008 vs 2012
South Africa: 19.4% to 47.4%
Botswana: 7.8% to 36.2%
Kenya: 21.7% to 30.2%

Countries with a decrease: 2008 vs 2012
Rwanda: 7% to 0.7%
Nigeria: 16.2% to 17.4%
Cameroon: 23.2% to 17.4%

Low internet access in 2012
Uganda: 6.6%
Tanzania: 3.7%
Ethiopia: 2.9%
Rwanda: 4.7%
Countries with highest increase: 2008 vs 2012

South Africa: 19.4% to 47.4%
Botswana: 7.8% to 36.2%
Kenya: 21.7% to 36.2%
Countries with a decrease: 2008 vs 2012

Rwanda: 5% to 4.7%

Nigeria: 18.2% to 17.4%

Cameroon: 23.2% to 17.4%
Low internet access in 2012

Uganda: 6.6%
Tanzania: 3.7%
Ethiopia: 2.9%
Rwanda: 4.7%
Access point 2008 vs 2012

Via Mobile phone
4.8% to 73.1%

Via another's mobile
2012: 16.9%

Via an internet cafe
78.1% to 54.1%

Education institute
18.3% to 41.2%

Home
5.9% to 29.4%

Another's home
3.6 to 28.4%
Popular Activities carried out online 2012 vs 2008

- Research for training or education: 71.2% from 27.6%
- Education in general: 67.7% from 35%
- Accessing local government: 41.2% from 6.8%
- Chatting & message exchange: 77.3% from 21.3%
- Downloading or listening to music: 74.1% from 29%
Mobile phone
Ownership & internet use by category
By Sex disaggregated data 2008 vs 2012

Males
49.7% to 55%
Females
50.3% to 45%

Males
59.7% to 54.5%
Females
40.3% to 45.5%
Highest Educational attainment 2008 vs 2012

- Primary
  - 2008: 14.7%
  - 2012: 23.5%
- Secondary
  - 2008: 69.4%
  - 2012: 58.2%
- Tertiary
  - 2008: 11.8%
  - 2012: 1.8%

- Primary
  - 2008: 6.7%
  - 2012: 13.2%
- Secondary
  - 2008: 68.5%
  - 2012: 61%
- Tertiary
  - 2008: 23.2%
  - 2012: 4.1%
Activity engaged in 2008 vs 2012

Pupil/ student
- 49.8% vs 46.9%

Unemployed
- 15.8% to 16.4%

Employed
- 11.8% to 12.2%

Pupil/ student
- 66.8% vs 63.5%

Unemployed
- 12.3% to 12%

Employed
- 11.6% to 14%
Location 2008 vs 2012

Rural
- 58.5% to 47.8%

Urban
- 41.5% to 52.2%

Rural
- 44.1% to 39.4%

Urban
- 55.9% to 60.6%
Civic Groups Participation

Religious groups: 61% to 77.6%
Organised social groups: 1.8% to 16.7%
Sports club: 8.9% to 12.5%

Religious groups: 54.8% to 81.3%
Organised social groups: 2.6% to 11.5%
Sports club: 14.9% to 34.2%
Challenges for mobile and internet

Main challenge for Youths without mobile phones: affordability and electricity
- 84.6% in 2012 could not afford a phone in comparison to 36.7% in 2008
- 51.9% cited no electricity to charge phones in 2012 compared to 17% in 2008
- 18.5% said no coverage in 2012 compared to 16.8% in 2008

Major reasons for non internet use (2012)

- Don't know how: 71.7%
- Don't know what it is: 57.3%
- Too expensive: 55.1%
- No computer internet connection: 62.3%

Major reasons for non internet use (2008)

- No access to a computer: 53.8%
- Don't know how to use a computer: 43.9%
- No access to facilities: 33.4%
- Can't afford it: 6.1%
- No one to email: 1.3%
Main challenge for Youths without mobile phones: affordability and electricity

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- 18.5% said no coverage in 2012 compared to 10.8% in 2008
Major reasons for non internet use (2008)

- No access to a computer: 53.8%
- Don't know how to use a computer: 43.9%
- No access to facilities: 33.4%
- No one to email: 13%
- Can't afford it: 8.1%
Major reasons for non internet use (2012)

Don't know how
71.7%

No computer internet connection
69.3%

Don't know what it is
57.3%

Too expensive
55.1%
Moral of the story

- As technology progresses digital inequality continues
- Human capital issues may also limit optimal mobile technology and internet access
- Insight for the next round of HH & individual surveys
Policy recommendations

1) Internet enabled mobile devices may be a good avenue to reduce inequality in education for youths.

2) Policies targeted at affordability and accessibility are critical to ensuring optimal internet and mobile use.

3) Broadband policies need to focus on digital skills training to increase internet use.
References:


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