



IMT Atlantique
Bretagne-Pays de la Loire
École Mines-Télécom

WHO ACTUALLY BENEFITS FROM THE USE OF THE INTERNET ?

**Realities of empowerment in France
in the digital era**

**M@rsouin Network at the WIP Forum
Moscow, 5-7 of July 2017**

The Context of French national survey



IMT Atlantique
Bretagne - Pays de la Loire
École Mines-Télécom

M@RSOQUIN

L'AGENCE DU
NUMÉRIQUE



Do all French people benefit at the same level from the potentialities of empowerment brought by Internet uses ?

- ▶ A research question
 - French national survey as part of a bigger research project funded by the National Research Agency
- ▶ A public policy issue
 - A grant from the national Digital Agency

CAPACITY

Explorer les réalités de l'empowerment à l'ère numérique

M@RSOQUIN



L'AGENCE DU
NUMÉRIQUE

Several dimensions considered in the questionnaire among which:

- ▶ Empowerment through knowledge
 - Informal and formal ways of broadening one's knowledge and know-how
- ▶ Civic and political engagement
 - From ways of enlightening oneself on political matters to political engagement online
- ▶ Sociability
 - Do social uses of the Internet enhance and widen social ties ?
- ▶ Purchasing power
 - Buying, selling, renting and sharing online: opportunities for higher purchasing power?

HOW DATA HAS BEEN COLLECTED ?

Completion of questionnaire	Face-to-face at home
Duration of the questionnaire	35 minutes in average to complete the questionnaire
Sample	2000 people over 18 years of age in metropolitan France (no overseas territories)
Which quotas for a representative sample?	<ul style="list-style-type: none">• Quota on sex crossed by age• Socio-professional category (7 categories)• Geographical regions (5 big regions)• Type of territory (5 categories according to the size of the agglomeration: from rural territories to Paris)

84% of French people over 18 years of age use the Internet

The computer remains the main device used to connect to the Internet
But 70% connect daily to the Internet through a smartphone

16% do not use the Internet

The population of non-user shows higher representation of :

- ▶ Elderly persons
- ▶ People with low level of education
- ▶ People having low income

WHO ACTUALLY BENEFIT FROM INTERNET USES?

A glimpse into realities of
empowerment



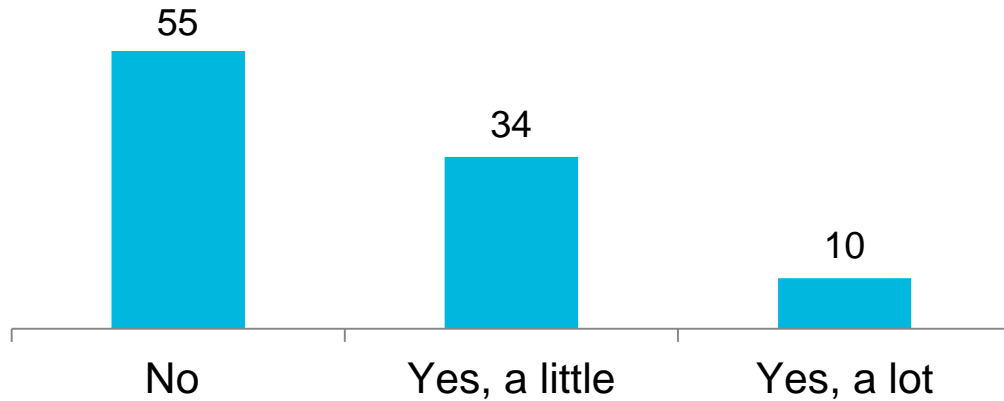
IMT Atlantique
Bretagne - Pays de la Loire
École Mines-Télécom

MORSOUIN

L'AGENCE DU
NUMÉRIQUE



DID INTERNET GIVE YOU OPPORTUNITIES TO OPEN UP TO OTHER SOCIAL SPHERE THAN YOURS? 8



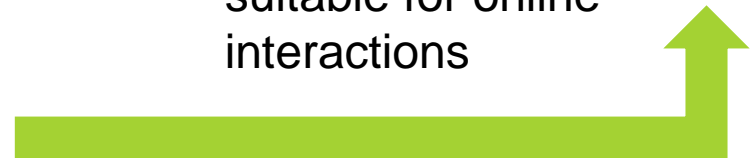
- ▶ A positive correlation between the fact of open up to other social backgrounds and the weakness of income.

➡ Would Internet act as a reducer of inequalities in social capital distribution?

➡ Internet plays a significant but limited role in enhancing social capital

On the condition that Internet-users have:

- ▶ A certain digital skills base
- ▶ Personal dispositions for patterns of sociability suitable for online interactions



2 kinds of learning process considered in the questionnaire:

- ▶ Formal learning: within the framework of an institution and recognized by a formal acknowledgment (certificate, diploma, label, etc.)
 - Example: MOOC or any kind of online course
 - Participate in distance learning for an academic degree or job training

- ▶ Informal learning: anyother kind of online learning
 - Example: browsing wikipedia, watching youtube tutorials, engagment in online community of practice (knitting, cooking, mechanics, cartography) to enhance knowledge or know-how

Formal learning

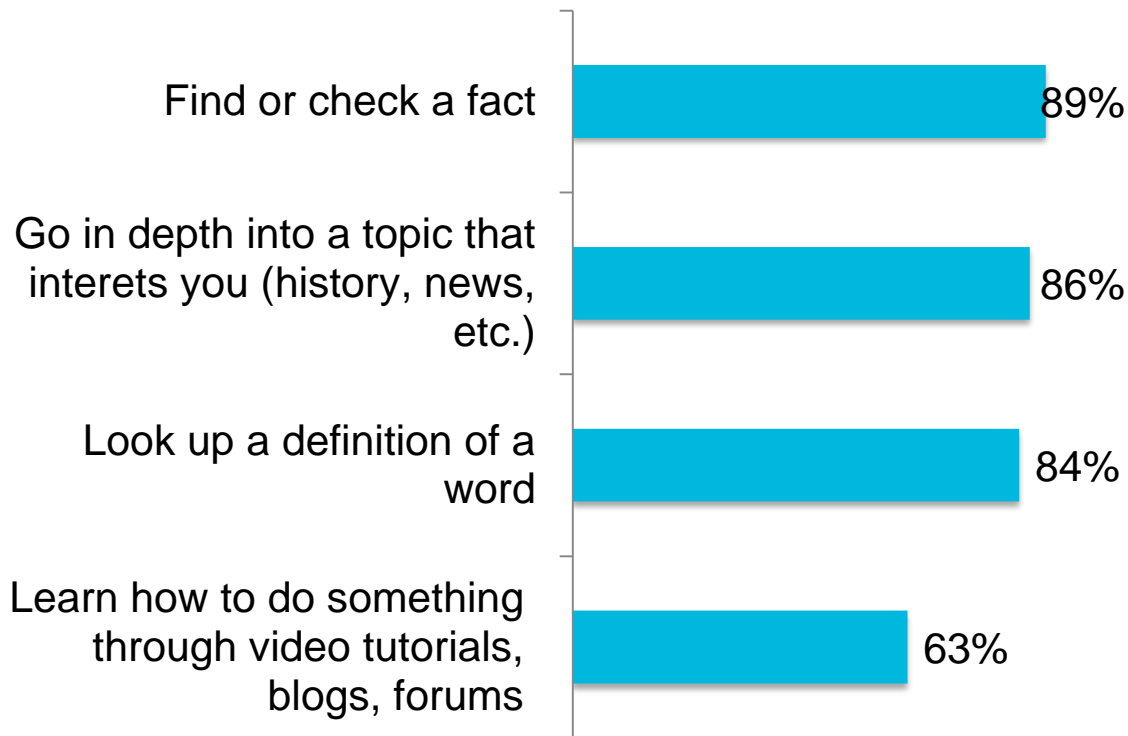
- ▶ 15% participate in distance learning for an academic degree or job training
- ▶ They are younger, and have higher degrees and higher income than average Internet users



Internet reinforces inequalities in cultural capital?

- ▶ 45% of those who did not participate in distance learning estimate that the Internet gave them opportunities to broaden their knowledge
- ▶ This underlines the importance of informal online learning

Informal learning



- ▶ The vast majority of Internet users do learn online
- ▶ But people with higher degrees answer more often than less educated people that they do.
- ▶ A gap related to inequalities in digital skills?

How the Internet transforms consumer habits ?

- ▶ Online information on goods and services
- ▶ E-commerce challenging traditional commerce
- ▶ Growth of peer-to-peer transaction



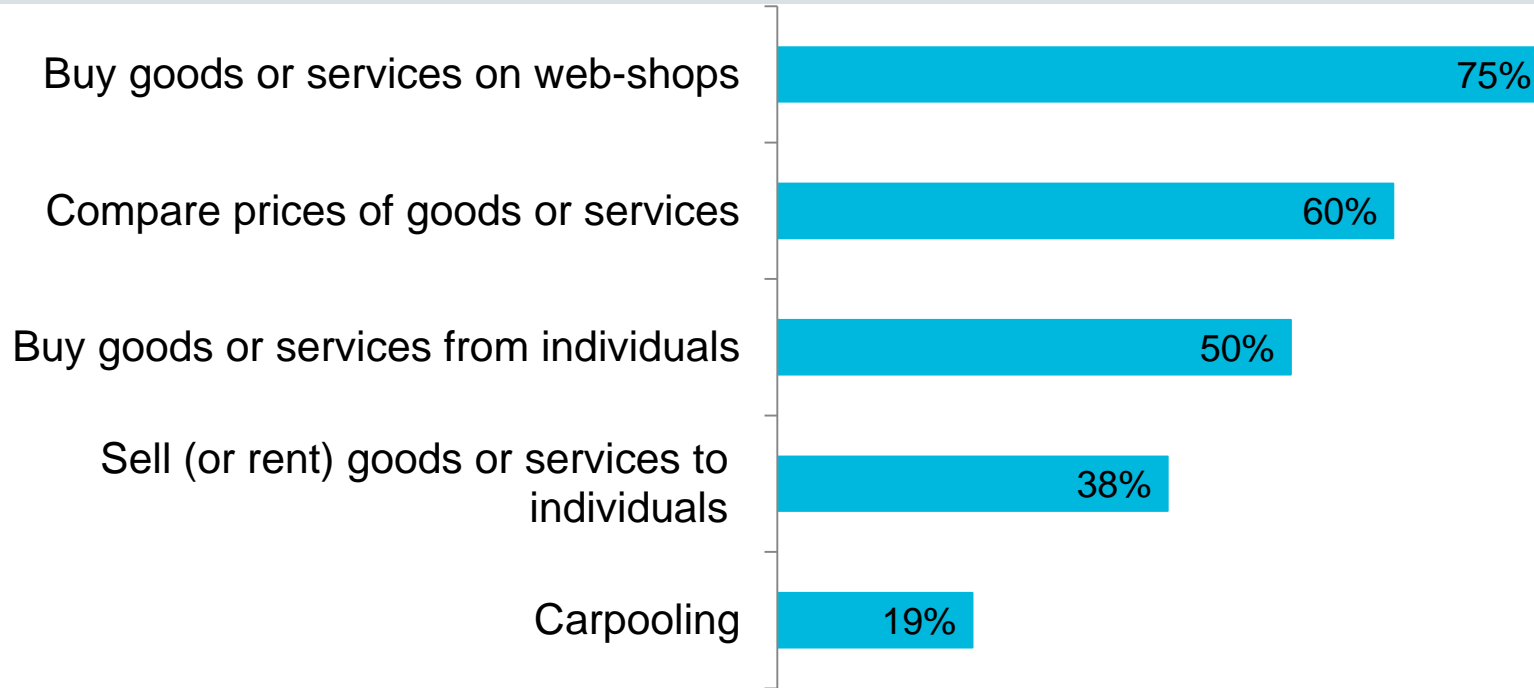
- ▶ Consumers in a strength situation: better information, higher competition
- ▶ Individuals can position as occasional sellers



Potential increase of purchasing power

INTERNET USES AND PURCHASING POWER (2/2)

13



People with higher income declare more often than their counterparts that the Internet gave them opportunities to increase their purchasing power

What about Internet non-users?

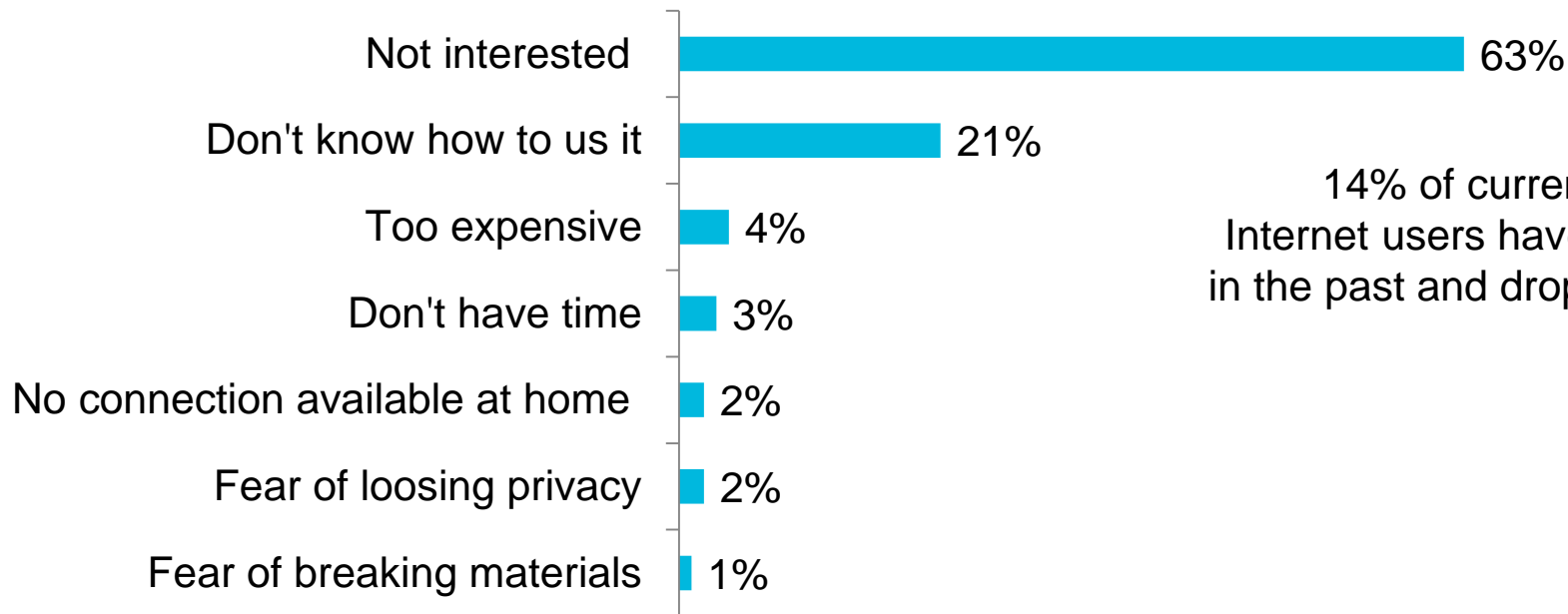


IMT Atlantique
Bretagne - Pays de la Loire
École Mines-Télécom

M@RSOQUIN

L'AGENCE DU
NUMÉRIQUE

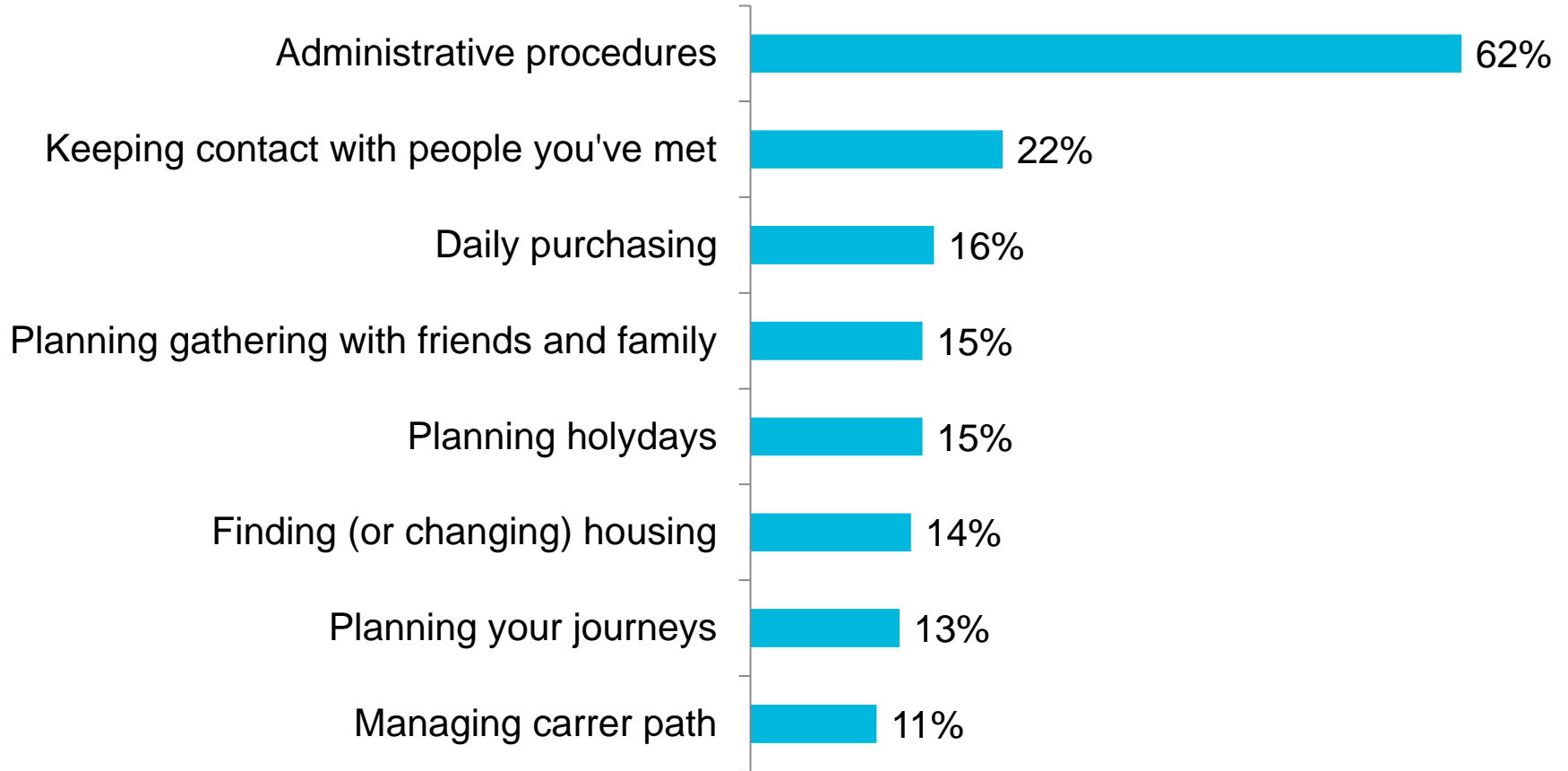




14% of currently non-Internet users have used it in the past and dropped out

IN WHICH ACTIVITIES INTERNET WOULD MAKE THINGS EASIER FOR YOU?

16



2 third of non-Internet users believe they are happier without the Internet than if they were online

One third sometime feels pride for doing without the Internet

1 on 10 declares that he/she sometime happens to feel shame for not using the Internet

A feeling that experience more often :

- ▶ More educated non-Internet users
- ▶ Internet non-users under 50 years of age

First results suggest that :

- ▶ People with lower income declare more often the Internet gave them opportunities on a social level
- ▶ In contrast: regarding knowledge enhancement, civic participation and increase of purchasing power, those who benefits the most of their Internet uses are the one with higher cultural and economic capital.

Digital skills seem a major determinant of the ability to benefits from Internet uses

- ▶ A major public policy issue in terms of challenging social inequalities

Sélectionnez les options ci-dessous

Quelle enquête ?
Capacity

Variable 1 :
Smartphone

Variable 2 :
Sexe

Type de graphique :
Barres

Utiliser la 2^{ème} variable (pour le graphique)

Afficher les points

Afficher les valeurs

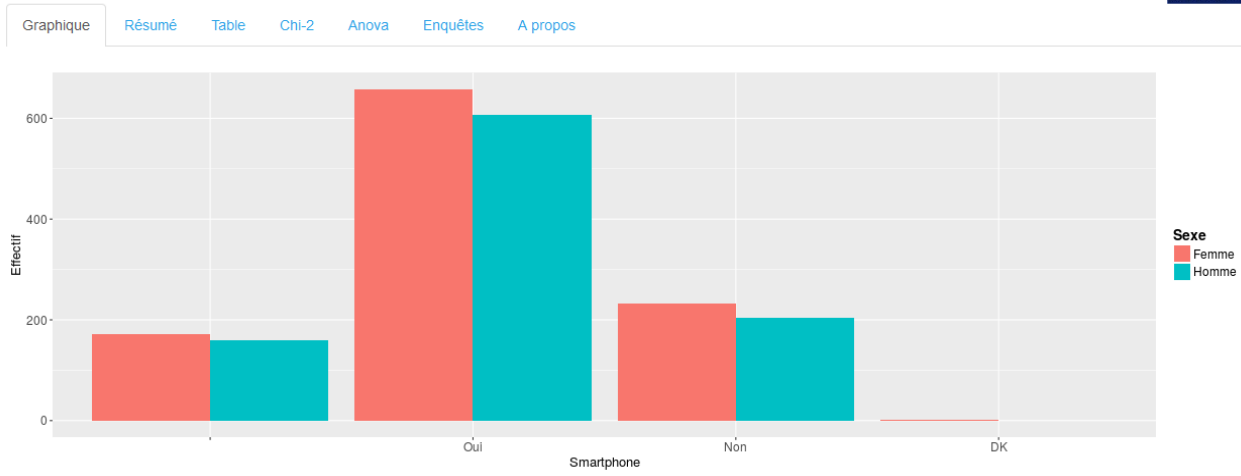
Axe des ordonnées en Pourcentage

Valeurs de l'axe X :
0 1,000 2,000

Valeurs de l'axe Y :
0 1,000 2,000

Note: Pour accéder aux téléchargements, vous devez accepter les conditions d'utilisation de la plateforme définies dans l'onglet A propos

J'accepte les conditions d'utilisation



Thank you for your attention!