

FOR RELEASE MARCH 7, 2019

# Mobile Connectivity in Emerging Economies

*Publics see mobile phones and social media bringing certain benefits to them and their societies. But these views are paired with widespread concerns about their impact on children*

**BY** *Laura Silver, Aaron Smith, Courtney Johnson, Kyle Taylor, Jingjing Jiang, Monica Anderson and Lee Rainie*

**FOR MEDIA OR OTHER INQUIRIES:**

Lee Rainie, Director, Internet and Technology Research

Shawnee Cohn, Communications Manager

Stefan Cornibert, Communications Manager

202.419.4372

[www.pewresearch.org](http://www.pewresearch.org)

**RECOMMENDED CITATION**

Pew Research Center, March 2019, "Mobile Connectivity in Emerging Economies"

## About Pew Research Center

Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping America and the world. It does not take policy positions. The Center conducts public opinion polling, demographic research, content analysis and other data-driven social science research. It studies U.S. politics and policy; journalism and media; internet, science and technology; religion and public life; Hispanic trends; global attitudes and trends; and U.S. social and demographic trends. All of the Center's reports are available at [www.pewresearch.org](http://www.pewresearch.org). Pew Research Center is a subsidiary of The Pew Charitable Trusts, its primary funder.

© Pew Research Center 2019

## Table of Contents

<b>Overview: Mobile Connectivity in Emerging Economies</b> .....	<b>4</b>
<b>1. Use of smartphones and social media is common across most emerging economies</b> .....	<b>15</b>
Most adults say they own a mobile phone; relatively few share one .....	16
Smartphones are generally the most common type of mobile device .....	19
Facebook and WhatsApp are the most widely used social platforms .....	23
Internet use is common across most of the nations surveyed .....	29
Home computer or tablet access is relatively rare in most countries .....	31
<b>2. Majorities say mobile phones are good for society, even amid concerns about their impact on children</b> .....	<b>33</b>
Overwhelming majorities say mobile phones have been more positive than negative for them personally .....	34
Mobile phone users have mixed views about upsides and downsides of their phones, are especially divided over whether they ‘couldn’t live without’ phones .....	35
Users largely agree mobile phones help them maintain long-distance communication, stay informed about important issues.....	37
Majorities in most countries say mobile phone use has had a good impact on education, but fewer see positive impacts on children, health, morality .....	40
Concern is widespread about the risk that mobile phones might expose children to immoral or harmful content.....	42
It is relatively common for mobile phone users to limit the amount of time they – as well as their children – spend on their phones.....	44
It is common for parents to monitor their child’s mobile phone use, and notable shares monitor the phone activity of their spouse or partner .....	46
<b>3. People say the internet brings economic and educational benefits – but some are concerned about social media’s societal impact</b> .....	<b>48</b>
Publics largely see comparable influences from mobile phones and the internet .....	49
Views of the impact of the internet have shifted in recent years as usage has become more prevalent .....	51
In most countries, more say social media are good for society than bad.....	54
<b>Acknowledgments</b> .....	<b>56</b>

**Methodology..... 57**  
**Appendix A: About the focus groups ..... 58**  
**Appendix B: Compiled usage figures ..... 60**  
**Appendix C: Detailed tables ..... 63**  
**Topline Questionnaire ..... 70**

# Mobile Connectivity in Emerging Economies

*Publics see mobile phones and social media bringing certain benefits to them and their societies. But these views are paired with widespread concerns about their impact on children*

After more than a decade of studying the spread and impact of [digital life in the United States](#), Pew Research Center has intensified its exploration of the impact of online connectivity among populations in emerging economies – where the prospect of swift and encompassing cultural change propelled by digital devices [might be even more dramatic](#) than the effects felt in developed societies.

Surveys conducted in 11 emerging and developing countries across four global regions find that the vast majority of adults in these countries own – or have access to – a mobile phone of some kind.<sup>1</sup> And these mobile phones are not simply basic devices with little more than voice and texting capacity: A median of 53% across these nations now have access to a smartphone capable of accessing the internet and running apps.

In concert with this development, social media platforms and messaging apps – most notably, Facebook and WhatsApp – are widely used. Across the surveyed countries, a median of 64% use at least one of seven different social media sites or messaging apps.<sup>2</sup> Indeed, smartphones and social media have melded so thoroughly that for many they go hand-in-hand. A median of 91% of smartphone users in these countries also use social media, while a median of 81% of social media users say they own or share a smartphone.

## What is a median?

Throughout this report, median percentages are used to help readers see overall patterns. The median is the middle number in a list of figures sorted in ascending or descending order. In a survey of 11 countries, the median result is the sixth figure on a list of country-level findings ranked in order.

---

<sup>1</sup> Throughout this report, mobile phone users include those who say they own or share a mobile phone.

<sup>2</sup> The survey asked respondents whether they use seven different social media and messaging platforms: Facebook, Instagram, Twitter, WhatsApp, Snapchat and Viber, plus the dating app Tinder. Throughout this report, references to “social media platform and messaging app users” or “social media users” encompass anyone who uses one or more of these seven different sites. For more information on the use of these platforms in different countries and by different demographic groups, please see [Chapter 1](#) of this report.

## The 11 countries in this report and why they were included

This report is the first of several reports that will be issued this year based on nationally representative surveys of adults ages 18 and older conducted in 11 countries located in four different regions of the globe: Mexico, Venezuela and Colombia; South Africa and Kenya; India, Vietnam and the Philippines; and Tunisia, Jordan and Lebanon.

These countries were selected for the survey based on a number of criteria. Key goals of the country selection process were to assemble a group of countries that:

- **Are middle-income countries** as defined by the World Bank.
- **Contain a mix of people with different sorts of devices.** Many of these countries have notable [variation](#) in the share of their populations who have smartphones, more basic phones – or no phones at all.
- **Offer country-level diversity and variety.** These countries offer a variety of regional, political, economic, social, cultural, population size and geographic conditions.
- **Vary in their market conditions.** These countries differ in their technological and industry competitiveness, and have a range of “networked readiness” ratings as calculated by the [World Economic Forum](#).
- **In many cases have high levels of internal or external migration.** Each of these countries exhibits rising levels of urbanization, and most still have substantial rural populations. A special report examining the impact of mobile phones on the migrant experience is also forthcoming.

People in these nations say mobile phones have helped them personally in various ways. Among mobile phone users, an 11-country median of 93% say these devices have helped them stay in touch with people who live far away, and a somewhat smaller share (a median of 79%) say they have helped them obtain news and information about important issues. More broadly, majorities of adults in all 11 countries say the internet has had a good impact on education – and majorities in 10 of 11 countries say the same of mobile phones.

*“Facebook has brought a lot of advantages for our society. However, it has also affected society in a negative way. Just like anything which can be used for both good and bad, social media have brought negatives and positives for people.”*

*-Man, 22, Philippines*

At the same time, smaller shares of adults in these nations say mobile phones and social media have been good for society than say these technologies have been good for them personally. And the challenges that digital life can pose for children are a particularly notable source of concern. Some 79% of adults in these countries say people should be *very* concerned about children being

exposed to harmful or immoral content when using mobile phones, and a median of 63% say mobile phones have had a bad influence on children in their country. They also express mixed opinions about the impact of increased connectivity on physical health and morality.

Some of these tensions between the upsides and downsides of digital life span all 11 countries surveyed. At other times, there are nation-specific elements to people's views about what these technologies have brought to their lives. For instance, more than half of mobile phone users in five of these countries describe their phone as something they couldn't live without – but users in six countries are more likely to describe it as something they don't always need.

These are among the major findings from a new Pew Research Center survey conducted among 28,122 adults in 11 countries from Sept. 7 to Dec. 7, 2018. In addition to the survey, the Center conducted focus groups with diverse groups of participants in Kenya, Mexico, the Philippines and Tunisia in March 2018, and their comments are included throughout the report.

### **How the focus groups were conducted**

Pew Research Center conducted a series of focus groups to better understand how people think about their own mobile phones and the impact of these devices on their society. Five focus groups were held in each of the following four countries: Kenya, Mexico, the Philippines and Tunisia. Each focus group consisted of 10 adults coming together for an hour and a half for a discussion led by a local, professional moderator using a guide developed by the Center. For more information on how these groups were conducted, see [Appendix A](#).

These groups were primarily used to help shape the survey questions asked in each of the 11 countries. But, throughout the report, we have also included quotations that illustrate some of the major themes that were discussed during the groups. Quotations are chosen to provide context for the survey findings and do not necessarily represent the majority opinion in any particular group or country. Quotations may have been edited for grammar and clarity.

## Majorities say mobile phones and social media have mostly been good for them personally, somewhat less so for society

Asked for their overall assessment of the impact of mobile devices and social media platforms on society and their own lives, people in these nations generally are more affirming than not. But within this broadly positive consensus, there are important nuances.

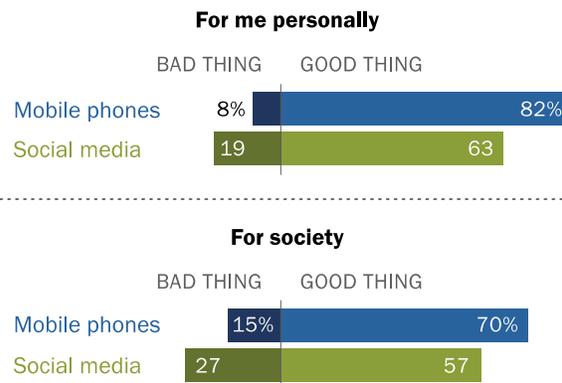
First, at both a personal and societal level publics are generally more likely to say mobile phones have had a mostly good impact than to say the same of social media. A median of 70% of adults across these 11 countries say mobile phones have been a mostly good thing for society, but that share falls to 57% on the question of the impact of social media. Indeed, a median of 27% think social media have been a mostly bad thing for society.

Second, these publics are more likely to say that both mobile phones and social media have been mostly good for them personally than they are to say they have been mostly good for society. As noted above, an 11-country median of 70% say that mobile phones have been mostly good for society. But an even larger share of 82% say mobile phones have been mostly good for them personally. When it comes to social media, users of these sites are generally more likely to proclaim their benefits than non-users. Even among users, people's views of their personal impact tend to be more positive than their views of their societal impact.

These broad themes tend to occur across the full scope of the countries surveyed. But Kenyans and Vietnamese stand out somewhat for their more positive views of the societal impact of both mobile phones and social media. Conversely, relatively large shares of Venezuelans view the societal impact of these technologies as a negative one.

## Mobile phones viewed as having a more positive personal, societal impact than social media in 11 emerging economies

*% of adults who say \_\_\_ have mostly been a good/bad thing ...*



Note: Percentages are 11-country medians.

Source: Mobile Technology and Its Social Impact Survey 2018, Q11a-b & Q12a-b.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Many worry that mobile phones are a problem for children; it is common for parents to attempt to curtail and surveil their child's screen time

While on balance people in these nations express largely positive judgments about the personal and societal impact of technologies, they also express significant concerns over the effects mobile phones and online connectivity might have on young people. Worries that mobile phones might expose children to immoral or harmful content are a key flashpoint in these fears. A median of 79% of adults in these 11 countries – and majorities in all countries surveyed – say people should be *very concerned* about this. More broadly, a median of 54% say the increasing use of the internet has had a bad influence on children in their country, and a median of 63% say the same about mobile phones.

Coupled with these concerns, many parents say they try to be vigilant about what their children are doing and seeing on their phones.<sup>3</sup> Among parents whose children have mobile phones, a median of 50% say they monitor what their children do on their mobile devices. Parents who are themselves smartphone or social media users are more likely than non-users to monitor their child's phone in this way. Along with monitoring their children's activities on their mobile devices, a median of 52% of parents whose children have mobile phones have tried to limit the time their children spend with their phones.

Beyond these concerns about the influence of connectivity on children, people's views of the broader impact of digital technologies on family life are more positive. For instance, the vast

### Publics in 11 emerging economies express widespread concerns about the impact of digital technology on children

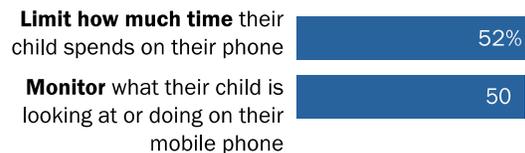
*% of adults who say people should be \_\_\_ about children being exposed to harmful or immoral content when using their mobile phones*



*% of adults who say the increasing use of \_\_\_ has had a bad influence on children in their country*



*% of parents whose children have a mobile phone who say they ever ...\**



\* In the survey, questions about parents and children were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have any children, and/or that their child or children do not have a mobile phone.

Note: Percentages are 11-country medians.

Source: Mobile Technology and Its Social Impact Survey 2018. Q14Ai, Q14Bi, Q19f, Q25b & Q26b.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

<sup>3</sup> In the survey, questions about parents and children were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have any children, and/or that their child or children do not have a mobile phone.

majority of mobile phone users (a median of 93% across the 11 countries) say their phone has helped them stay in touch with people who live far away. And although majorities of Lebanese (70%) and Jordanians (62%) feel that mobile phones have had a bad influence on family cohesion, in most other countries surveyed, more say mobile phones have had a good influence in this regard than a bad one.

### Publics are divided over the role mobile phones play in their lives

Overall, mobile phone users tend to associate their mobile phones with feelings of freedom. In every country surveyed, a larger share of mobile phone users describe their phone as something that frees them as opposed to something that ties them down.

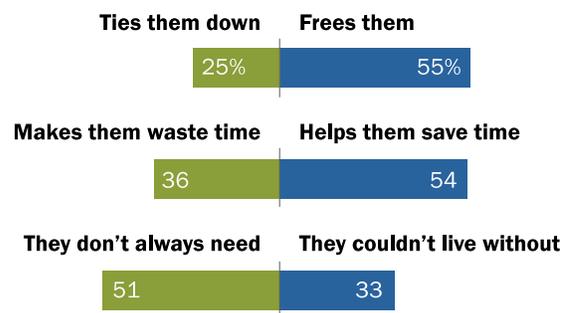
When it comes to whether their phones help them save time or make them waste time, the largest share of mobile phone users in seven countries describe their phone as something that helps them save time. Still, larger shares of Jordanians and Filipinos describe their phone as something that makes them waste time. And in Lebanon and Mexico, roughly equal shares see their phone as a time saver and time waster.

Across the 11 countries surveyed, mobile phone users fall into two camps about whether their phone is something they don't always need or something they couldn't live without. Kenyans, South Africans, Jordanians, Tunisians and Lebanese who use a mobile phone are more likely to say their phone is something they couldn't live without. But in the six other countries, larger shares say they don't always need their phone.

Both phone type and demographic differences are at the core of these assessments about the value of mobile phones in users' lives. For instance, adults ages 50 and older are more likely than those under 30 to view their phone as a time saver, while younger adults are more

### Across 11 countries, more see mobile phones as freeing, time saving

*% of adult mobile phone users who say their phone is something that ...*



Note: Percentages are 11-country medians. Respondents who gave other responses are not shown. Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q16, Q17 & Q18.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

*"Have you ever gone one day without a phone? You feel like you're not in this world."*

*-Man, 32, Kenya*

likely to view it as a time waster – a relationship that persists in most countries even when accounting for age-related differences in smartphone use. And although mobile phone users tend to see their phone as something that frees them, the prevalence of these attitudes varies by device type. For instance, in most countries, smartphone users are more likely than basic or feature phone users to say their phone is something that ties them down rather than something that frees them.

### Publics in these countries say mobile phones have a beneficial impact on certain aspects of society, but a more negative influence on others

People’s assessments of the specific societal impacts of mobile phones vary depending on the aspect of society in question. Broadly, people in most countries think mobile phones and the internet have had similar impacts on society – possibly because for many their online access comes through a mobile phone.

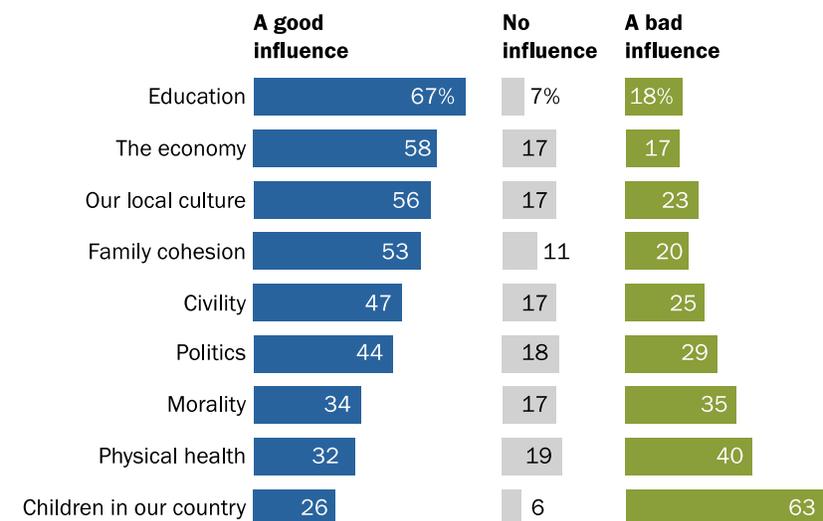
In most countries, education stands out as the issue where the largest share of adults say the increasing use of the internet and mobile phones has had a good impact. A median of 67% say this about the impact of mobile phones, and a median of 71% about the internet.

Public attitudes regarding the influence of the internet on education have grown more positive [since 2014](#) in six of the countries studied here (Jordan, South Africa, Kenya, Vietnam, Lebanon and Mexico), while falling in Tunisia.

Adults in the 11 nations surveyed also view these technologies as having a largely good influence on the economy: A median of 58% say this of mobile phones and 56% say same about the internet.

### Across 11 emerging economies, majorities think mobile phones have been beneficial for education and the economy – but negative for children

*% of adults who say the increasing use of mobile phones has had \_\_\_ on ...*



Note: Percentages are 11-country medians.

Source: Mobile Technology and Its Social Impact Survey 2018. Q14Ba-i. “Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

And in seven of the 10 countries for which trends are available, more people today say the increasing use of the internet has had a good influence on their country's economy than said the same in 2014.<sup>4</sup>

But digital connectivity is seen in a less positive light when it comes to other issues. In addition to their widespread worries about the impact on children, publics in these countries also express mixed views about increased connectivity's impact on health. An 11-country median of 40% say mobile phones have had a bad influence on physical health, and 37% say the same of the internet. Majorities of the public in Jordan, Lebanon and Tunisia view these technologies as having a negative influence on health.

*"Children usually play with gadgets the most and are exposed to radiation and experiencing seizures – that's what I heard."*

*-Man, 43, Philippines*

*"Also, instead of playing outside, they are busy with gadgets. [...] They are no longer able to socialize with other kids."*

*-Woman, 21, Philippines*

In addition, a median of 35% say that both mobile phones and the internet have had a bad influence on morality. In four countries for which trend data are available (Kenya, Venezuela, Mexico and Colombia), larger shares of the public say the internet has had a good influence on morality than was true four years ago. But in Jordan and Lebanon, the shares saying this have declined since 2014.

When people consider issues such as the impact of digital tools on local culture, civility, family cohesion and politics, the overall balance of public sentiment leans positive. But notable minorities – ranging from a median of 20% in the case of family cohesion to a median of 29% in the case of politics – say mobile phones have had a negative impact on these facets of society.

Moreover, public opinion across these 11 countries has diverged in recent years when it comes to the internet's impact on politics. Compared with surveys conducted in 2014, larger shares of Mexicans, South Africans, Venezuelans, Kenyans and Colombians now say increasing use of the internet has had a positive impact on politics. But Tunisians, Lebanese and Jordanians are now less likely to say this compared with 2014.

---

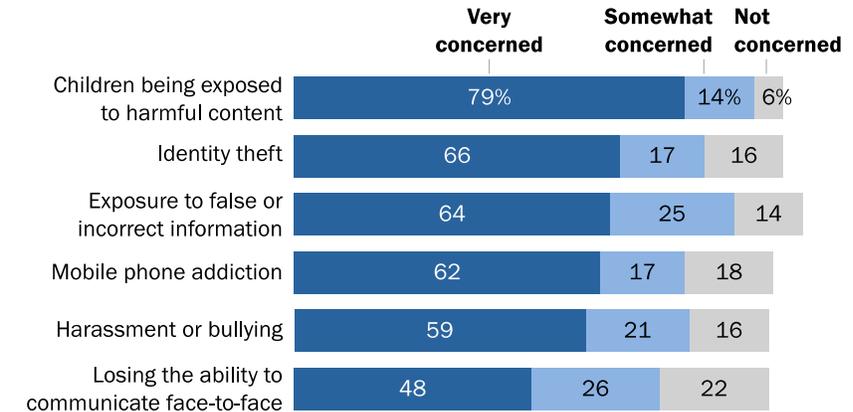
<sup>4</sup> Trend survey data are not available for India because of sampling design changes between 2014 and 2018.

## Despite wide-ranging worries about the problems mobile phones invite, personal benefits are still widely recognized

In addition to their concerns about the impact of mobile phones on children, majorities across the 11 countries surveyed also say people should also be very worried about issues such as identity theft (an 11-country median of 66% say people should be very concerned about this), exposure to false information (64%), mobile phone addiction (62%) and harassment or bullying (59%) when using their mobile phones. Fewer are very concerned about the risk that people might lose the ability to communicate face-to-face due to mobile phone use (48%).

### Widespread concern about mobile phones' impact on children across 11 emerging economies surveyed

*% of adults who say people should be very/somewhat/not concerned about \_\_\_ when using their mobile phones*



Note: Percentages are 11-country medians.

Source: Mobile Technology and Its Social Impact Survey 2018. Q19a-f. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

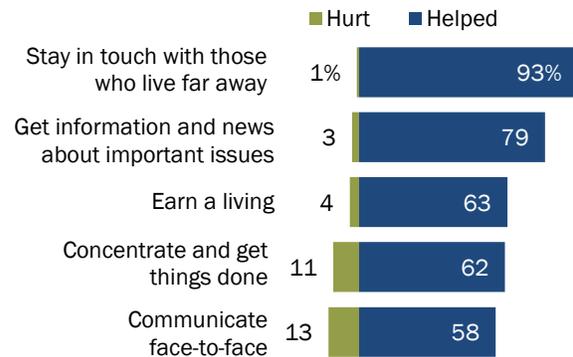
Yet these broader concerns often coexist with perceived benefits to users. For instance, despite widespread concerns that mobile phones might expose people to false or inaccurate information, a sizable majority of mobile phone users (79%) say their own phone has helped their ability to get news and information about important issues. Similarly, a median of 58% of mobile phone users say their devices have *helped* their ability to communicate face-to-face – even as a median of 48% of adults in these countries say people should be very worried about mobile phones’ effects on face-to-face communication.

#### Other key findings relating to the adoption and use of digital technology in these countries include:

- Majorities in each country own their mobile phone, and sharing a phone with someone else is relatively rare. A median of just 7% of adults in these countries share a mobile phone, ranging from a low of 1% of adults in Vietnam to a high of 17% in Venezuela.
- Smartphone use is higher among younger adults and those with higher education levels.<sup>5</sup> Lebanon and Jordan are the only countries in the survey in which a majority of adults ages 50 and older – as well as a majority of those with less than a secondary education – are smartphone users.
- Home computer and tablet access is relatively rare in these countries: A median of 34% have access to either kind of device. And a median of 27% of adults in these countries say they do not have a tablet or computer at home but do have a smartphone, ranging from a low of 18% in Venezuela to a high of 50% in Jordan.
- By a substantial margin, Facebook (used by a median of 62% of adults in these countries) and WhatsApp (used by a median of 47%) are the two most commonly used social media or messaging platforms out of the seven included in the survey. To the extent that adults use only one of these platforms, in every country that platform is either Facebook or WhatsApp.

### Vast majority of users in 11 countries say mobile phones help them stay connected with those who live far away

*% of adult mobile phone users who say their phone has mostly \_\_\_ their ability to ...*



Note: Percentages are 11-country medians. Respondents who gave other responses are not shown. Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018.

Q13Aa-e.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

<sup>5</sup> For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations’ International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

- Some social media platforms or messaging apps are more popular in some countries than in others. For example, about one-third of Lebanese adults (34%) use the photo-sharing site Instagram. The messaging app Viber is more popular in Lebanon and Tunisia – where about one-in-five adults report using it – than elsewhere, while Jordanians stand out for their use of the photo-messaging app Snapchat (24%).

## **1. Use of smartphones and social media is common across most emerging economies**

Large majorities in the 11 emerging and developing countries surveyed either own or share a mobile phone, and in every country it is much more common to own one's own phone than to share it with someone else. In seven of these countries, half or more now use smartphones – and smartphone use is especially common among younger and more educated groups.

Meanwhile, access to tablets or computers is rarer. In only one country – Lebanon – does a majority (57%) have access to a working desktop, laptop or tablet computer in their household, and mobile devices play a prominent role in how people access the internet and their social networks in many of these nations.<sup>6</sup> Additionally, in most of these countries a majority of adults use social media platforms or messaging apps – with Facebook and WhatsApp showing prominent levels of adoption.

---

<sup>6</sup> Throughout this report, the term “mobile device” refers specifically to mobile phones.

## Most adults say they own a mobile phone; relatively few share one

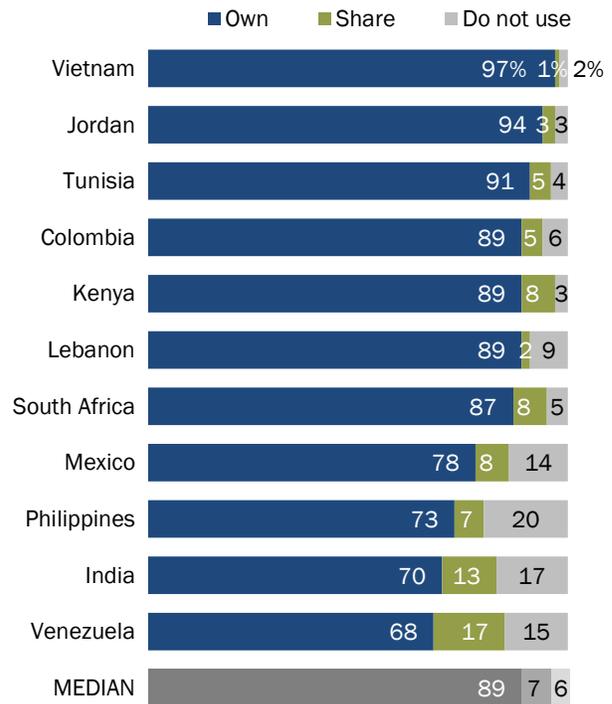
Majorities of adults in each of the 11 emerging and developing countries surveyed report owning their own mobile phone. Ownership levels are highest in Vietnam, where nearly all adults (97%) own a mobile device, although about nine-in-ten or more also own one in Jordan, Tunisia, Colombia, Kenya, Lebanon and South Africa. Ownership is lowest in Venezuela, India and the Philippines, but even in these countries about seven-in-ten adults own a mobile device.

Meanwhile, an 11-country median of 11% say they *do not* own a mobile phone, which includes a median of 7% who say they regularly use someone else's phone.<sup>7</sup> But overall, phone sharing is relatively rare in most countries – ranging from just 1% in Vietnam to a high of 17% in Venezuela. (Throughout this report, phone owners and phone sharers will be grouped together and referred to as “mobile phone users.”)

Sharing tends to be more common among adults with lower levels of education.<sup>8</sup> And in India – where women are less likely than men to own their own mobile phones – significantly more women (20%) than men (5%) report sharing a device with someone else.

### Majorities of adults own a mobile phone

% of adults who say they \_\_\_ a mobile phone



Source: Mobile Technology and Its Social Impact Survey 2018. Q4 & Q5.  
“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

<sup>7</sup> Mobile phone sharers are people who said they do not own a mobile phone but regularly use someone else's.

<sup>8</sup> For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

### **Mobile phone ownership varies by age, gender and education**

Across these 11 countries, mobile phone ownership (as distinct from phone sharing) tends to vary by several demographic traits, including educational attainment, gender and age.

In all countries surveyed, adults with a secondary education or higher are more likely to own their own mobile phone than are those with less than a secondary education. These educational gaps in ownership range from just 3 percentage points in Vietnam to 35 points in the Philippines.

Majorities of both men and women own mobile phones in all of the countries surveyed. But ownership rates among women vary significantly across the countries, from a low of 56% in India to a high of 96% in Vietnam. Outside of India – where men are 28 percentage points more likely than women to own a mobile phone – gender gaps in ownership in other countries are either relatively modest (such as the 8-point differences in Kenya and Lebanon) or nonexistent, as in the case of Vietnam and the Philippines.

Most of those ages 18 to 29 report owning their own mobile phone in almost all countries surveyed. However, a slightly smaller share of younger Venezuelans – but still a majority at 65% – say they own a mobile phone. A majority of those 50 and older also report owning a mobile phone in most of the 11 countries surveyed. Only in the Philippines do fewer than half of the oldest age group own a phone (46%). Overall, younger people are more likely than older adults to own a phone in the Philippines (41 percentage points), Lebanon (27 points), India (25 points) and Mexico (24 points).

For more on how phone ownership and use varies by age, gender or education levels, see [Appendix C](#).

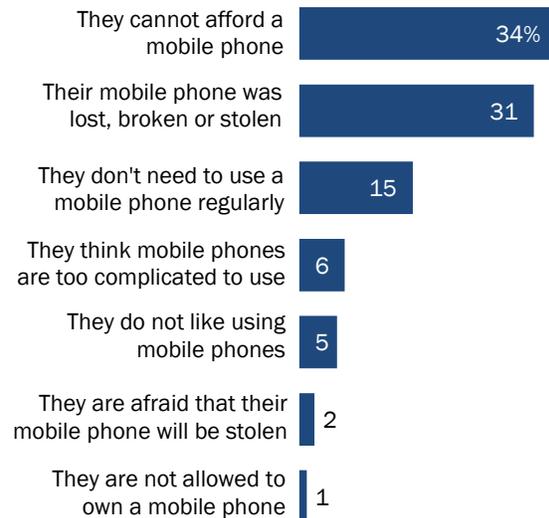
## Phone users cite multiple reasons for sharing, rather than owning, a mobile device

Across the countries surveyed, the 7% median of those who share, rather than own, a mobile phone cite a number of reasons for why they share their phones. About four-in-ten phone sharers in Kenya (42%), Venezuela (40%) and Tunisia (38%) say they share a phone primarily because they cannot afford their own device. Another half of Venezuelan sharers say they now share a phone because their own phone was lost, broken or stolen, as do about four-in-ten Colombians (41%) and Kenyans (41%). Not needing to use a mobile phone regularly is a commonly cited reason for sharing a phone in India (39%) and the Philippines (29%).

In India, a sizable portion of phone sharers also name another reason for sharing rather than owning their own device: They think phones are too complicated to use (26%).

## Cost and loss of device are most-cited reasons why people share phones

*Among adults who share a mobile phone, % who say they share rather than own a mobile phone primarily because ...*



Notes: Percentages are 8-country medians. Jordan, Lebanon and Vietnam are excluded due to low sample size.

Source: Mobile Technology and Its Social Impact Survey 2018. Q6. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Smartphones are generally the most common type of mobile device

Smartphones, or phones that can connect to the internet and run apps, are the most prevalent type of mobile device in nine of the 11 countries surveyed: A majority of adults (median of 53%) report using a smartphone. Usage is highest in Lebanon (86%) and Jordan (85%), and lowest in India (32%).

### How this survey defines different types of mobile phone users

Some general features and capabilities can help distinguish between the three broad types of mobile phones:

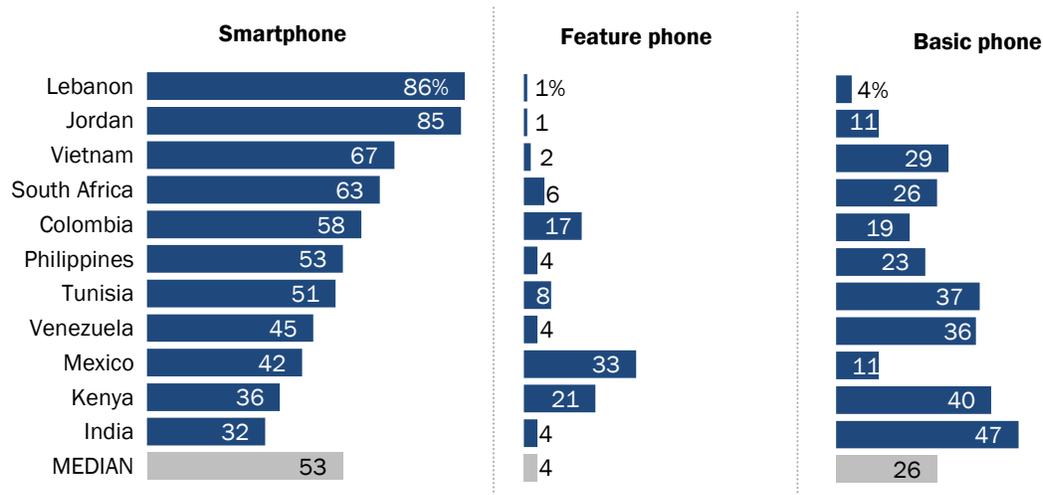
- **Basic phones** are generally the most technically limited – and most affordable – mobile phone option. These phones typically only have the ability to make voice calls or send text messages and cannot access the internet or download apps.
- **Feature phones** typically fall between smartphones and basic phones in terms of connectivity and price. These devices can access the internet and may offer some of the same features as smartphones, such as the ability to access social media platforms. However, they have fewer advanced capabilities than smartphones and typically do not support apps.
- **Smartphones** are the most advanced – and generally most expensive – type of mobile phone. These devices can connect to the internet, run a variety of apps and offer many of the same capabilities of a traditional computer.

Respondents to this survey were asked a series of questions to determine the type of mobile device they own or share with someone else. Those who indicated that their phone is a smartphone are classified as smartphone users. Those who said their mobile phone can connect to the internet – but that it is not a smartphone – are categorized as feature phone users. And those who said their phone is not a smartphone and cannot access the internet are considered to have a basic phone. Responses to each of these individual questions can be found in the [topline](#) and more information on the combined measures can be found in [Appendix B](#).

Basic and feature phones are less popular overall, but some countries stand out for their high usage of these less digitally connected phones. In India nearly half of adults (47%) say they use a basic mobile phone that cannot connect to the internet. Sizable shares in Kenya (40%), Tunisia (37%) and Venezuela (36%) also report using a basic phone.

### Across emerging economies, smartphones – rather than basic or feature phones – are often the most widespread type of mobile device

*% of adults who say the type of mobile phone they use is a ...*



Note: Mobile phone users include those who say they own or share a mobile phone. Smartphone users include those who say they use or share a smartphone. Feature phone users include those who say their phone can connect to the internet but is not a smartphone. Basic phone users include those who say they use a mobile phone but that it cannot connect to the internet.

Source: Mobile Technology and Its Social Impact Survey 2018. Q7 & Q8.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

Feature phones are generally the least common devices in the countries surveyed, with few adults (median of 4%) saying they own or share a device that can connect to the internet but is not a smartphone. But feature phones – which offer some of the same features as smartphones, but typically cannot support apps – are popular in Mexico, where one-third of adults say they use this type of device. About one-in-five Kenyans (21%) and Colombians (17%) also use feature phones.

### Smartphone use is far more common among younger and more educated adults

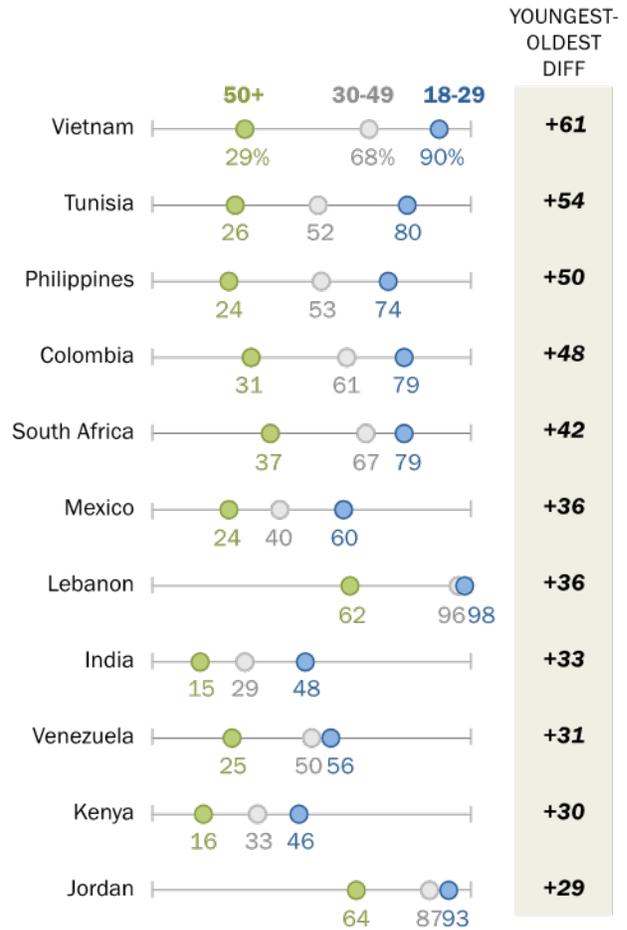
Younger adults lead the way in smartphone use in each of the countries surveyed. Across all 11 countries, those under 30 are much more likely to use a smartphone than those ages 50 and older.

However, usage rates among 18- to 29-year-olds differ substantially by country, from nine-in-ten or more in Lebanon, Jordan and Vietnam to fewer than half of Kenyans under 30 (46%).

Lebanon and Jordan – where smartphones are widespread – stand out for being the only countries where a majority of adults ages 50 and older also report using smartphones. Still, older Lebanese and Jordanian adults are far less likely than their younger counterparts to use a smartphone.

### Wide age gaps in smartphone use across countries surveyed

*% of adults who say they use a smartphone*



Note: Significant differences shown in **bold**. Smartphone users include those who say they own or share a smartphone.  
 Source: Mobile Technology and Its Social Impact Survey 2018. Q8. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

People with higher levels of education are also more likely to use smartphones. In each country surveyed, a majority of those with a secondary education or more use smartphones. The education gap is most pronounced in India, where more educated people are 41 points more likely to use a smartphone.

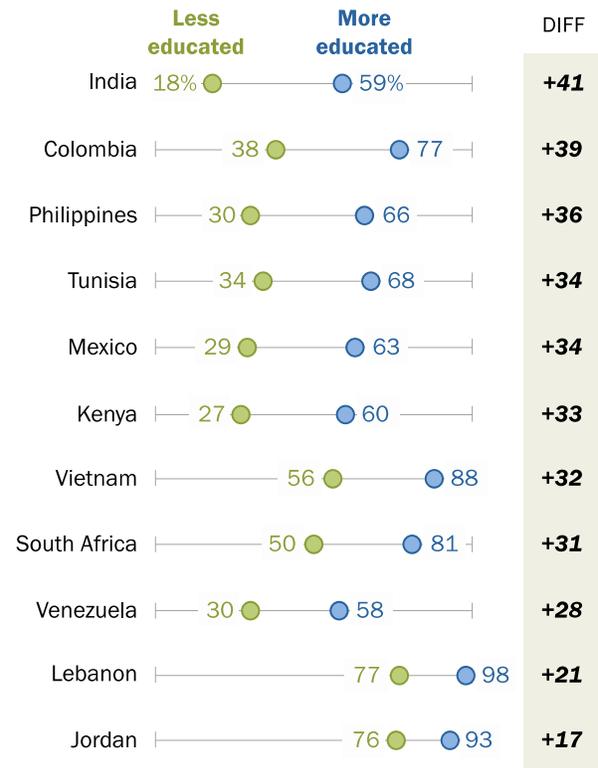
In six of these countries, men are somewhat more likely than women to use smartphones. This gap is largest in India, where 40% of men use smartphones compared with 23% of women.

While smartphone users are generally younger and more educated, the opposite is true of basic phone users: People who use these more technically limited devices tend to be older and have lower levels of education.

Feature phone use doesn't consistently vary by age or education. However, in Mexico – where one-third of the population uses a feature phone – women (38%) are more likely than men (27%) to report using this type of device.

## More educated adults are more likely to use smartphones

% of adults who say they use a smartphone



Note: Significant differences shown in **bold**. Smartphone users include those who say they own or share a smartphone. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above. Source: Mobile Technology and Its Social Impact Survey 2018. Q8. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Facebook and WhatsApp are the most widely used social platforms

Among the seven online social media platforms and messaging apps asked about on this survey, a median of 62% use Facebook. Facebook is most popular in Jordan and Lebanon, where about seven-in-ten adults say they currently use it. Although India has the smallest percentage of Facebook users (24%) of the countries surveyed, the country also has the [largest net number of active Facebook users in the world](#).

### The seven social media platforms and messaging apps in this report and why they were included

Respondents were asked about their use of seven different social media platforms and messaging apps. These platforms were chosen based on three criteria: high usage rates, input from local survey organizations and to capture a range of different types of sites with distinctive features. The seven platforms included are:

- **Facebook**, a social networking platform founded in 2004. As of the release date of this report, its interface is available in over 100 languages.
- **WhatsApp**, a messaging platform launched in 2009. The service allows users to send text messages and other media, as well as make phone and video calls. WhatsApp's interface is available in up to 60 languages.
- **Twitter**, a social networking and microblogging platform founded in 2006. The Twitter interface is available in 47 languages.
- **Viber**, a messaging and voice over platform founded in 2010. Its interface is available in 39 languages.
- **Instagram**, a photo- and video-sharing platform founded in 2010. Instagram's interface is available in up to 36 languages.
- **Snapchat**, a multimedia messaging platform founded in 2011. Its interface is available in 22 languages.
- **Tinder**, a mobile dating platform founded in 2012. It is available in over 40 languages.

For purposes of this report, people who use any one of these seven social media platforms or messaging apps are classified as “social media users.” Responses to each of these individual questions can be found in the [topline](#), and more information on the combined measures can be found in [Appendix B](#).

The messaging application WhatsApp, which was [purchased by Facebook in 2014](#), is also one of the most widely used digital platforms, with a median of 47% saying they use it. As with Facebook, WhatsApp is most popular in Jordan and Lebanon, where about eight-in-ten or more say they currently use it. The messaging app is least popular in the Philippines and Vietnam, where very few adults use it – 4% and 2%, respectively.

Use of the other platforms included in the survey is less widespread. A median of 20% say they use the photo-sharing application Instagram – [which is also owned by Facebook](#) – while 10% or fewer report using Twitter or the messaging and photo-sharing app Snapchat. Just 4% of adults in these countries say they use the Viber messaging app, and no more than 3% in any country use the dating app Tinder.

But some platforms are more popular in particular countries. For example, about one-third of Lebanese adults (34%) say they currently use Instagram. The messaging app Viber is most popular in Lebanon and Tunisia, where about one-in-five adults report using it. And Jordanians stand out for their use of the photo-messaging app Snapchat (24%).

---

### Facebook and WhatsApp are most widely used social media platforms and messaging applications

*% of adults who say they currently use ...*

	<b>Facebook</b>	<b>WhatsApp</b>	<b>Instagram</b>	<b>Twitter</b>	<b>Viber</b>	<b>Snapchat</b>	<b>Tinder</b>
	%	%	%	%	%	%	%
Colombia	63	<b>71</b>	25	11	2	7	2
India	24	<b>29</b>	7	4	1	2	1
Jordan	71	<b>78</b>	28	8	8	24	1
Kenya	<b>35</b>	30	12	10	4	6	2
Lebanon	68	<b>84</b>	34	12	19	18	2
Mexico	62	<b>67</b>	20	14	3	10	3
Philippines	<b>58</b>	4	10	7	6	6	1
South Africa	47	<b>57</b>	13	12	2	5	1
Tunisia	<b>55</b>	14	23	7	18	7	2
Venezuela	<b>64</b>	47	29	21	2	5	2
Vietnam	<b>63</b>	2	11	3	8	2	1
MEDIAN	62	47	20	10	4	6	2

Note: Numbers for each country's most commonly used social media platform or messaging app shown in **bold**.

Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-g.

"Mobile Connectivity in Emerging Economies"

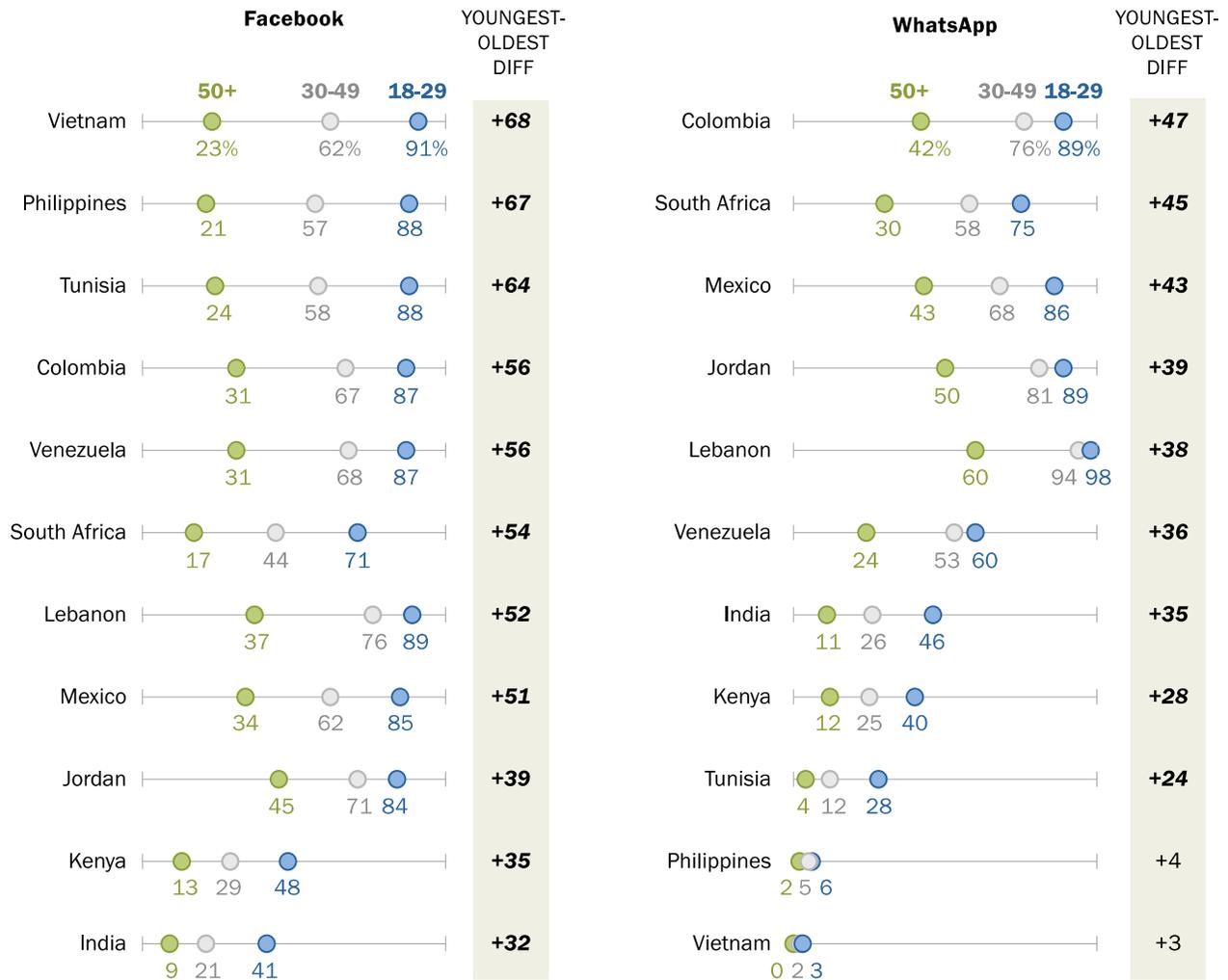
PEW RESEARCH CENTER

---

In most countries, each of these social media and messaging services are more likely to be used by younger adults. For example, while 91% of Vietnamese 18- to 29-year-olds say they currently use Facebook, 23% of the country's 50-and-older population uses the site. In most of the other countries surveyed, there are also large age gaps in WhatsApp usage.

### Younger people are far more likely to use Facebook, WhatsApp

% of adults who say they currently use ...



Note: Significant differences shown in bold.  
 Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-b.  
 "Mobile Connectivity in Emerging Economies"

Educational gaps in usage are also significant for most of these services, with people who have a secondary education or higher being more likely to use them. In Vietnam, for example, a large majority of more educated adults (85%) use Facebook, compared with 52% of those with less than a secondary education.

**Majorities of adults in most countries use at least one social media platform or messaging application, but relatively few use three or more**

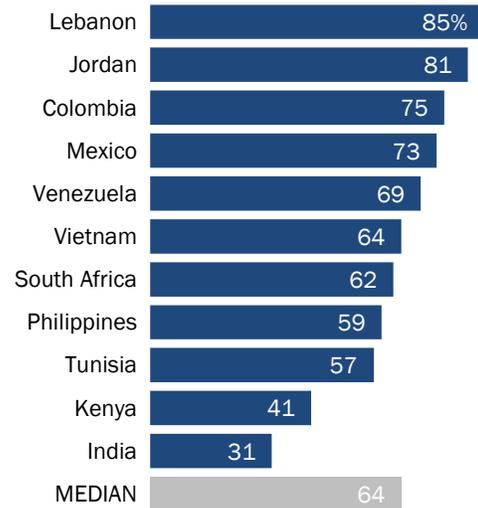
In most of the 11 countries analyzed, a majority of adults report using at least one of the seven social media platforms or messaging apps included in this survey. This type of online activity is especially common in Lebanon, Jordan, Colombia and Mexico, where about three-quarters or more use at least one of these services.

Kenya and India are the only countries where a majority of adults do *not* use at least one of these social media or messaging services.

Although it is common to use at least one of these platforms, relatively few adults (median of 20%) say they currently use three or more social media platforms or messaging apps. This level of use is most common in Lebanon and Jordan, where about four-in-ten say they use three or more of these apps (42% and 38%, respectively). About three-in-ten say the same in Venezuela (31%), Colombia (29%) and Mexico (27%). People in India (9%), the Philippines (9%) and Vietnam (5%) are the least likely to report using three or more of these apps.

**In most countries, majorities use social media and messaging services**

*% of adults who say they currently use at least one social media platform or messaging app*



Note: Social media platforms and messaging app users include those who say they use one or more of the seven specific online platforms measured in this survey.

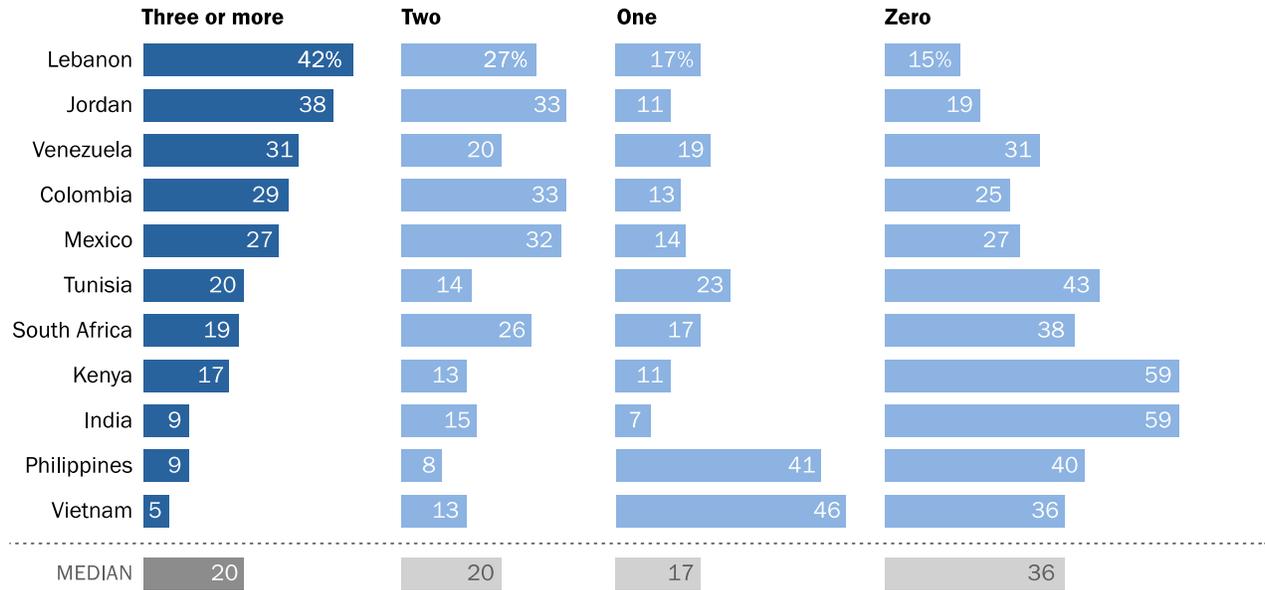
Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-g.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## In most emerging economies surveyed, few adults say they use three or more social media platforms

% of adults who say they currently use \_\_\_ social media platforms or messaging apps



Note: Social media platform and messaging app users include those who say they use one or more of the seven specific online platforms measured in this survey.

Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-g.  
 "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Among people who use just one social media platform or messaging app, Facebook and WhatsApp are most common

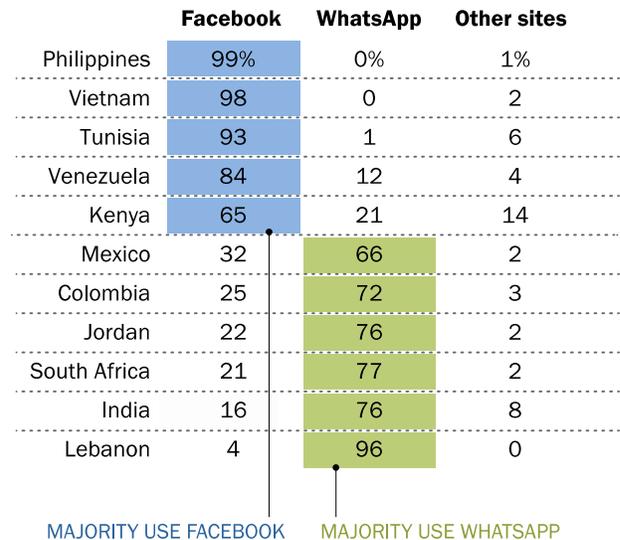
For adults who only use one of the social media platforms or messaging apps included in this survey, two services dominate: Facebook and WhatsApp. Single-platform users rarely report using any of the other five services included in the survey.

The dominant platform among this group of people who only use one service varies by country: Facebook is most common among single-site users in the Philippines, Vietnam, Tunisia, Venezuela and Kenya. Meanwhile, WhatsApp is most common among such users in Mexico, Colombia, Jordan, South Africa, India and Lebanon.

Kenya is the only country where a sizable share (14%) of these single-site users are using something other than Facebook or WhatsApp – in this case, mostly Snapchat (8%).

## Facebook, WhatsApp are most popular apps for people who only use one social media or messaging service

Among adults who use *just one* social media platform or messaging app, % who say they use ...



Note: Social media platform and messaging app users include those who say they use one or more of the seven specific online platforms measured in this survey. "Other sites" include Instagram, Snapchat, Twitter, Viber and Tinder.

Source: Mobile Technology and Its Social Impact, 2018. Q10a-g. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Internet use is common across most of the nations surveyed

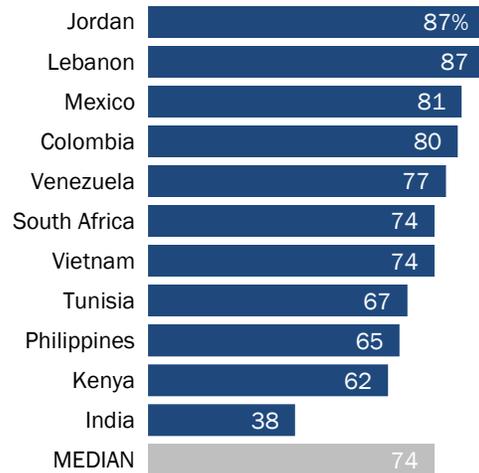
This survey defines an “internet user” as anyone who says they use the internet, who uses at least one social media platform or messaging application, or who owns or shares a feature phone or smartphone. Majorities of adults in every country surveyed except India are internet users.

Internet use is most widespread in Jordan and Lebanon, where 87% of adults in each country go online. About eight-in-ten adults also go online in the Latin American countries of Mexico (81%), Colombia (80%) and Venezuela (77%).

India has the smallest share of internet users of the countries surveyed: Just 38% of Indians use the internet. However, a majority of Indians ages 18 to 29 (55%) go online, as do a majority of Indians with a secondary degree or more (67%).

### In most emerging economies surveyed, a majority of adults go online

*% of adults who say they use the internet*



Note: Internet users include those who say they use the internet, use at least one social media platform or messaging app, or own or share a smartphone or feature phone.

Source: Mobile Technology and Its Social Impact Survey 2018. “Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

### How this survey defines ‘internet users’

The definition of an internet user used in this report seeks to capture the many ways in which people are likely to go online. In addition to asking people directly whether they use the internet, people are also classified as internet users if they:

- Use any of the seven major social media or messaging services included in the survey (Facebook, WhatsApp, Twitter, Instagram, Snapchat, Viber and Tinder).
- Use a smartphone or feature phone that can connect to the internet.

Responses to each of these individual questions can be found in the [topline](#), and more information on the combined measures can be found in [Appendix B](#).

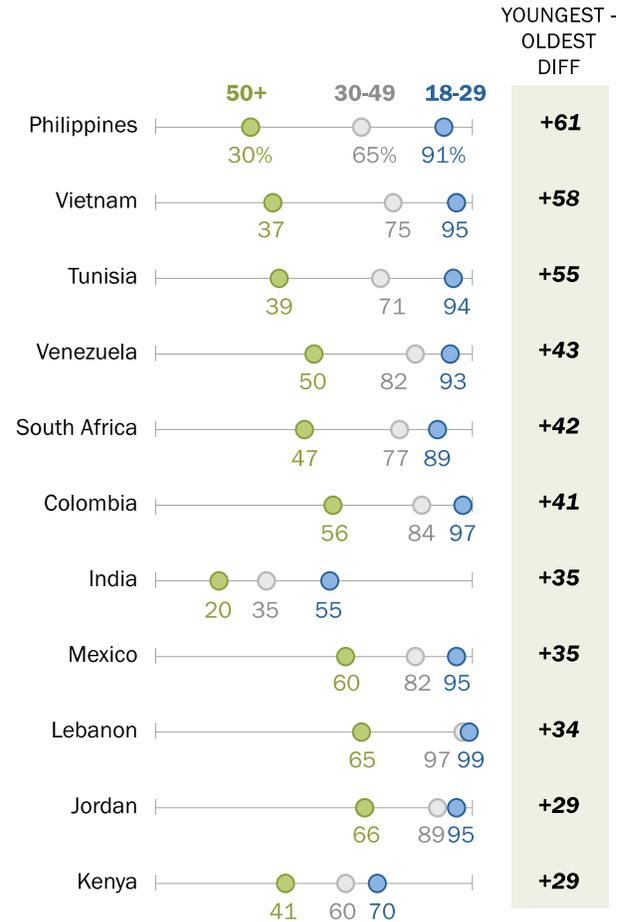
Similar patterns regarding age and education are found in the other 10 countries surveyed: Younger and more educated people are more likely to go online.

In eight of these countries, gender differences in internet use are either nonexistent (in the case of Colombia, the Philippines, Venezuela and Vietnam) or modest (in the case of Jordan, Lebanon, Mexico and South Africa). These differences are most prominent in India, Kenya and Tunisia, although majorities of both men and women in Tunisia and Kenya go online. In India, 46% of men and just 29% of women use the internet. To some extent, these gender gaps in internet use coincide with differences in smartphone use, as men in both countries are more likely to use smartphones than women.

For more on how use of the internet and of specific social media platforms and messaging apps vary by age, gender or education, see [Appendix C](#).

## Younger people are more likely to use the internet

*% of adults who are internet users*



Note: Significant differences shown in **bold**. Internet users include those who say they use the internet, use at least one social media platform or messaging app, or own or share a smartphone or feature phone.

Source: Mobile Technology and Its Social Impact Survey 2018. "Mobile Connectivity in Emerging Economies"

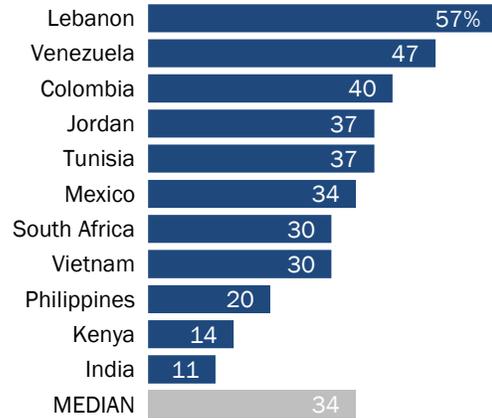
PEW RESEARCH CENTER

## Home computer or tablet access is relatively rare in most countries

In most of the countries surveyed, relatively few people (median of 34%) have access to a desktop computer, laptop or tablet in their household. The exception is Lebanon, where a majority of adults (57%) say they have access to such a device. As with most other measures of technological connectedness, those who are younger and more educated are generally more likely to have access to a computer or tablet at home.

### Most people do not have access to a home computer or tablet

*% of adults who say they have access to a working desktop computer, laptop or tablet in their household*



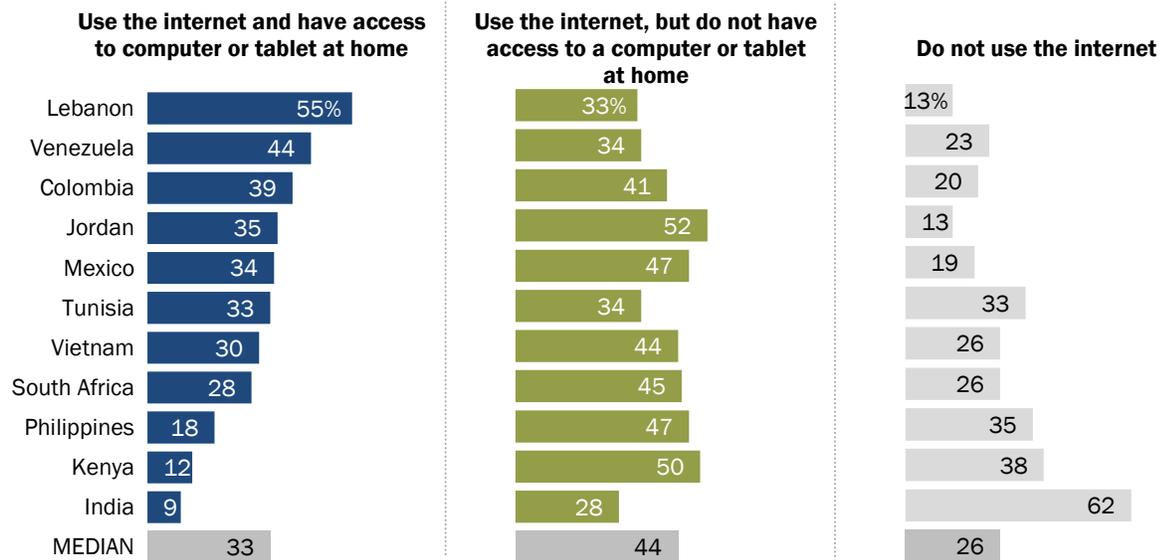
Source: Mobile Technology and Its Social Impact Survey 2018. Q47. "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

Anywhere from 28% (in India) to 52% (in Jordan) of adults in these countries use the internet in some fashion but do not have a computer or tablet at home. And a median of 27% of adults in these countries say they do not have a tablet or computer at home but do have a smartphone, ranging from a low of 18% in Venezuela to a high of 50% in Jordan.

## In most countries, roughly four-in-ten or more go online without access to a computer or tablet at home

*% of adults who say they ...*



Note: Internet users include those who say they use the internet, use at least one social media platform or messaging app, or own or share a smartphone or feature phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q47.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## 2. Majorities say mobile phones are good for society, even amid concerns about their impact on children

Across the 11 countries surveyed, people's attitudes toward mobile phones tend to be largely positive. In most of the countries, a large majority say mobile phones have been good for them personally, and many also say mobile phones positively impact education and the economy. Mobile phone users also overwhelmingly agree that their phones help them to stay in touch with faraway friends and family and keep them informed of the latest news and information.

At the same time, people's positive attitudes are paired with concerns about the impact of mobile phones on certain aspects of society – and especially their impact on children. In eight of these countries, a majority of the public says that the increasing use of mobile phones has had a bad impact on children

today. And when asked about the potential risks of mobile phone use, majorities in every country say people should be very concerned that mobile phones might expose children to harmful or inappropriate content.

*"I think mobile phones have made the world like a global village."*

*-Man, 24, Kenya*

## Overwhelming majorities say mobile phones have been more positive than negative for them personally

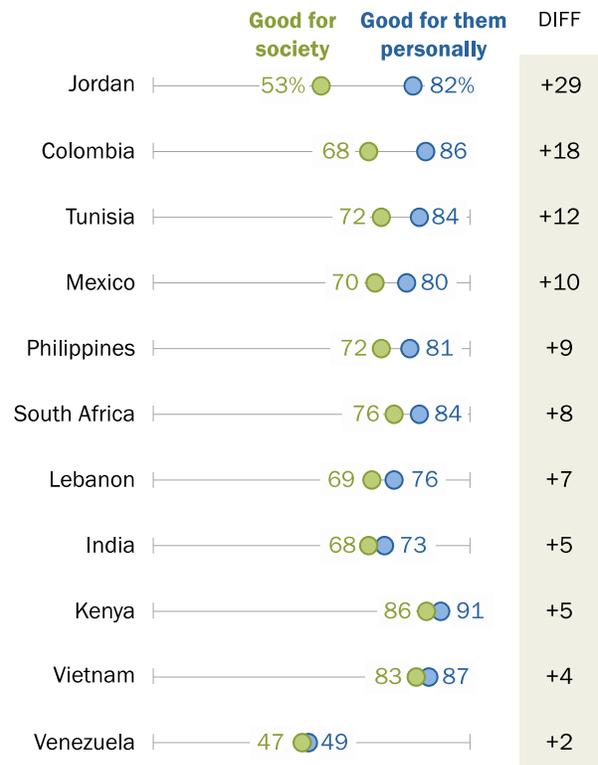
In nine of the 11 countries surveyed, large majorities say mobile phones have been mostly good for them personally. In Venezuela, people are more skeptical of the role mobile phones are playing in their lives. There, 49% say mobile phones have been mostly good for them personally, while 47% say they have been mostly bad. Elsewhere, no more than 11% in any country say mobile phones have been mostly a bad thing for them.

In nine of these 11 countries, majorities also say mobile phones have had a positive impact on society. But in most countries, people report less enthusiasm about the societal impact of mobile devices than about their personal impact. For example, while 82% of Jordanians say mobile phones have mostly been good for them personally, just 53% express positive views about their societal impact. And in Colombia, Tunisia and Mexico, there is at least a 10-percentage-point difference between shares who see the personal benefits of mobile phones and those who see the society-wide benefits.

Regardless of the type of mobile phone people use – basic, feature or smart – most have similar views about how their lives and societies have been impacted by their devices.<sup>9</sup> Across all surveyed countries, basic or feature phone users are just as likely as smartphone users in their country to say mobile phones have mostly been a positive thing for them personally. And in all countries but Mexico, similar shares of smartphone users and those with less advanced devices say the societal impact of mobile phones has mostly been good. In Mexico, where smartphone use is relatively low compared with other countries,

### Mobile phones seen as better for individual users than society as a whole

% of adults who say mobile phones have mostly been ...



Note: Respondents who gave other responses are not shown.  
Source: Mobile Technology and Its Social Impact Survey 2018, Q11a & Q12a.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

<sup>9</sup> Throughout this report, mobile phone users include those who say they own or share a mobile phone.

smartphone users are somewhat more likely than basic or feature phone users to say the impact on society has been mostly positive (77% vs. 69%).

But there are some differences between mobile phone users and those who do not use a mobile phone at all. In five of these 11 countries (India, Kenya, Lebanon, Mexico and South Africa), mobile users of any kind are more likely than non-users to say that mobile devices have had a mostly positive impact on society.

### **Mobile phone users have mixed views about upsides and downsides of their phones, are especially divided over whether they ‘couldn’t live without’ phones**

In every country surveyed, mobile phone users are more likely to say their phone is something that frees them rather than something that ties them down. At least 63% in five countries (Kenya, Vietnam, Venezuela, South Africa and the Philippines) characterize their phone as

*“It’s like the mobile phones become your partner.”*

*-Woman, 40, Philippines*

something that frees them, whereas users in other countries are somewhat more ambivalent. For example, while 46% of Jordanian mobile phone users say their phone frees them, 25% say it ties them down, and 21% volunteer that neither statement holds true. In Lebanon, 40% of mobile phone users say their phone frees them, compared with 30% who say it ties them down.

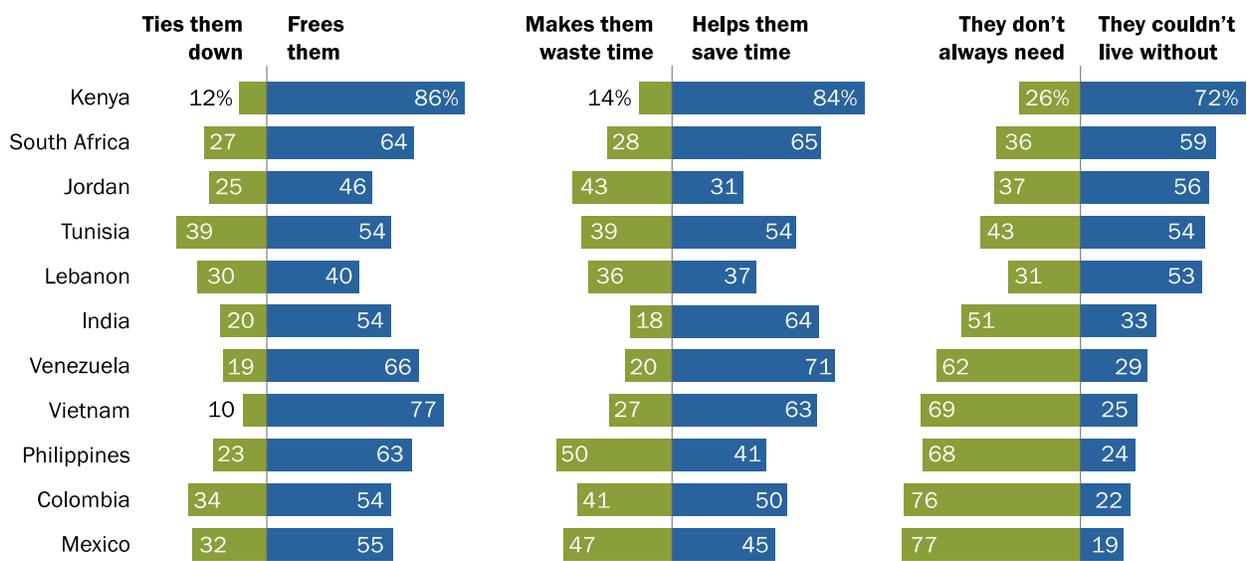
Across the 11 countries surveyed, mobile phone users are somewhat more divided when it comes to whether their phone helps save them time or makes them waste time. In seven countries, larger shares say their phone helps save them time. Kenyans are especially likely to see their phone as a time saver; 84% of mobile phone users say their phone saves them time, compared with 14% who say it wastes their time. Venezuelan (71%), South African (65%), Indian (64%), Vietnamese (63%), Tunisian (54%) and Colombian (50%) phone users are also more likely to say that phones save them time rather than waste it. But mobile phone users in Jordan and the Philippines generally believe they waste more time on their phones than they save, while Mexican and Lebanese phone users are roughly evenly divided in their assessments.

Mobile phone users are even more divided when assessing their reliance or lack thereof on their mobile device. In six countries – Mexico, Colombia, India, the Philippines, Venezuela and Vietnam – around half or more see their phone as something they don’t always need. But in five others – Jordan, Lebanon, South Africa, Tunisia and Kenya – users are more inclined to say they couldn’t live without it.

In some instances, people’s perceptions of the necessity of their mobile device is not linked to their assessments of its utility in other aspects of their life. For instance, a majority of Venezuelans say their phone is something that frees them and helps them save time – but just 29% say they couldn’t live without it. Conversely, a majority of Jordanians say they couldn’t live without their phone – even as they are more likely to describe it as a time waster rather than a time saver.

## Mobile phone users divided over whether their phone is something they ‘don’t always need’ or ‘couldn’t live without’

% of adult mobile phone users who say their phone is something that ...



Note: Respondents who gave other responses are not shown. Mobile phone users include those who say they own or share a mobile phone.  
Source: Mobile Technology and Its Social Impact Survey 2018. Q16, Q17 & Q18.  
“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

Consistently, smartphone users tend to be somewhat more critical of their device than basic or feature phone users in their country. For example, in every country smartphone users are more likely than basic or feature phone users to say their phone makes them waste time. And in all countries except Lebanon, smartphone users are more likely to say their phone ties them down rather than frees them.

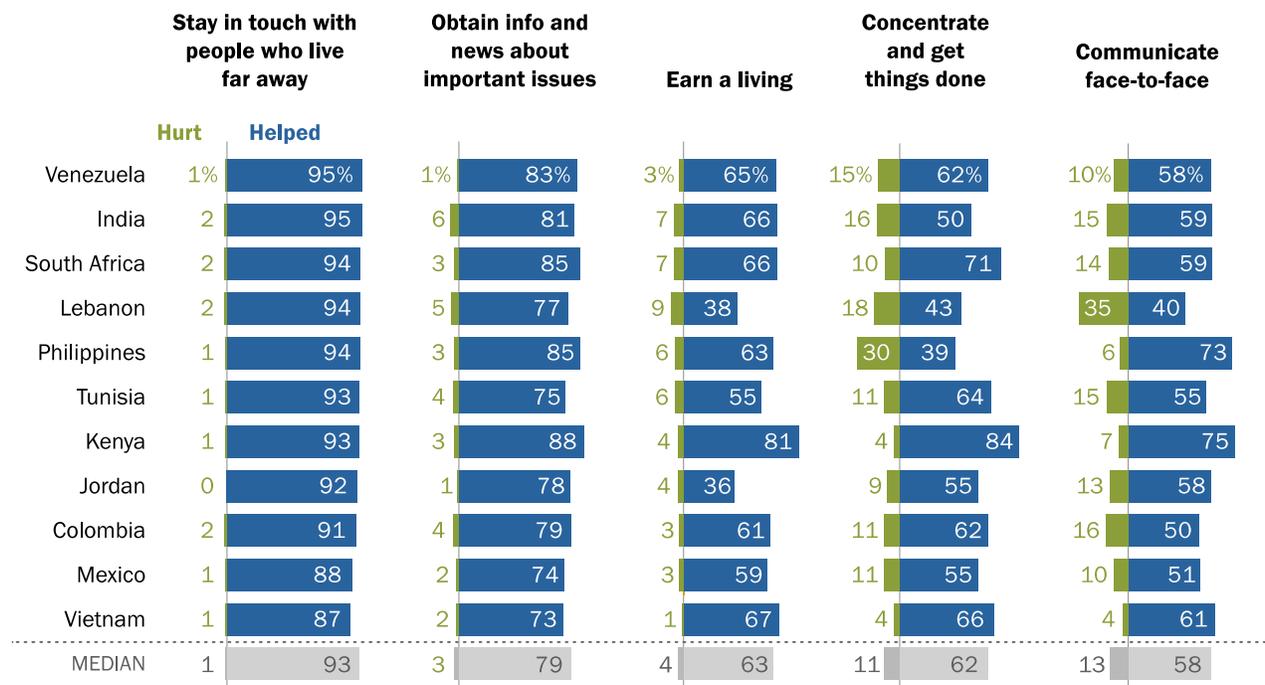
There are also prominent and consistent differences by age. In every country surveyed, mobile phone users ages 50 and older are significantly more likely than users ages 18 to 29 to believe their phone helps them save time. The age gap is particularly notable in Vietnam, Tunisia and

Colombia, where the shares of older adults who see their phone as a time saver surpass those of younger adults by at least 27 percentage points. And, while it is true that younger adults use smartphones and social media at higher rates than older adults, in every country but India these age differences persist even when accounting for age-related differences in usage.

## Users largely agree mobile phones help them maintain long-distance communication, stay informed about important issues

### Vast majorities of mobile phone users say their phone helps them stay in touch with people who live far away

% of adult mobile phone users who say their phone has mostly \_\_\_ their ability to ...



Note: Respondents who gave other responses are not shown. Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q13Aa-e.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

When asked about a variety of ways in which mobile phones might affect their day-to-day lives, users across the surveyed countries generally agree that mobile phones have mostly helped them keep in touch with people who live far away and obtain information about important issues. But there is less consensus when it comes to mobile phones'

impact on people's ability to earn a living, concentrate and get things done, or communicate face-to-face.

*"In general terms, communication is much more efficient. You are more interconnected, [whether] with your relatives or with world affairs."*

*-Man, 26, Mexico*

Large majorities say their phones have mostly helped them stay in touch with people who live far away. A median of 93% across the 11 countries surveyed express this view, whereas a median of just 1% say mobile phones have hurt their ability to stay in touch. Majorities also say their mobile phones have helped them obtain information and news about important issues, ranging from a low of 73% in Vietnam to a high of 88% in Kenya. And only small shares (from 1% to 6% of users) indicate that phones have hurt their ability to do this.

In all 11 countries, smartphone users are significantly more likely than basic or feature phone users to say their phone has helped them obtain news and information. The difference is particularly prominent in Lebanon, where 83% of smartphone users say the impact has been positive, compared with 26% of non-smartphone users. And in Jordan, smartphone users are much more likely than non-smartphone users to say their phone has mostly helped them obtain information (83% vs. 44%).

### **Less consensus over whether mobile phones help users earn a living, concentrate or communicate face-to-face**

Across the 11 countries surveyed, there is less agreement about whether mobile phones have helped people earn a living. Majorities of users in nine countries say their phone has had a positive impact on their livelihood – ranging from 55% in Tunisia to 81% in Kenya – while Jordanians and Lebanese most commonly say that mobile phones have not had much impact either way on their ability to make a living. Still, few people see mobile phones having a negative effect. Even in Jordan and Lebanon, nearly four-in-ten say the impact has been favorable.

There is less consensus among mobile phone users that their devices have helped them to concentrate and get things done. Majorities in eight out of 11 countries say mobile phones have

mostly helped them concentrate and get things done. But notable shares in the Philippines (30%), Lebanon (18%) and India (16%) say mobile phones negatively affect their concentration.

In some instances, these attitudes are related to the type of device users carry – although this relationship varies by country. Smartphone users in five out of 11 countries – Lebanon, India, Jordan, Colombia and Venezuela – are more likely than other phone users to say their phone helps them concentrate and get things done, while there are no differences based on smartphone usage in the other six countries surveyed. This pattern is particularly salient in Lebanon, Jordan and India, where smartphone users and non-smartphone users differ by at least 10 percentage points.

These findings echo the concerns raised by some focus group participants (see [Appendix A](#) for more information on how the groups were conducted). Some respondents noted how mobile phones bring distractions and shorten their attention spans, leading people to commit basic errors or not complete work because of the attention paid to their devices. In every group held in the Philippines, for example, at least one participant brought up that she had burned the rice she was making because of her focus on her phone.

*“Because I was busy texting my client, my rice got overcooked.”*

*-Woman, 40, Philippines*

Lastly, majorities of users in eight countries say their mobile phones have helped their ability to communicate face-to-face – but notable shares in many countries say that impact has been mostly negative. In particular, 35% of Lebanese phone users say mobile phones have hurt their ability to communicate face-to-face.

In focus groups, some lamented that more and more people prefer virtual communication enabled by mobile phones and other technologies to face-to-face interaction. A few participants across the four countries where focus groups were conducted also pointed out similar trends among children and young people.

*“People meet less because of their phones; people use telephones to express themselves to avoid face-to-face discussions.”*

*-Man, 23, Tunisia*

Because these questions center on people’s personal relationship with their device, they were only asked of those who own or regularly share a mobile phone. For those who reported not using a phone at all, a different set of questions were posed: How do mobile phones, in general, shape people’s ability to stay in touch with those far away, to obtain information, and so on? Broadly,

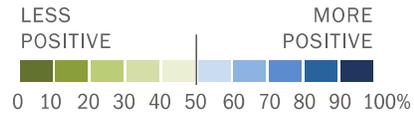
non-users' impressions of the impact of mobile phones tend to mirror the ways users feel about their own devices. The vast majority of non-users feel that mobile phones help people stay in touch with those who live far away, but smaller shares think they help people to concentrate and get things done or communicate face-to-face.

### Majorities in most countries say mobile phone use has had a good impact on education, but fewer see positive impacts on children, health, morality

Publics in the 11 nations polled view mobile phones as having a range of positive and negative consequences when it comes to their broader impact on their country and its society. Most notably, a median of 67% – and around half or more in every country – say the increased use of mobile phones has had a good influence on education. Slightly smaller majorities say the increased use of mobile phones has had a good influence on the economy (58%) as well as on their local culture (56%).

### Despite positive views of mobile phones' impact on education and the economy, many fewer think they have had a good impact on children, physical health, morality

*% of adults who say the increasing use of mobile phones has had a good influence on ...*



	Children in our country	Physical health	Morality	Politics	Civility	Family cohesion	Our local culture	The economy	Education
Colombia	19%	32%	32%	41%	47%	52%	57%	62%	64%
India	36	35	34	39	40	53	41	40	67
Jordan	7	15	13	32	15	30	51	44	68
Kenya	28	58	53	50	69	77	63	71	75
Lebanon	6	10	7	24	8	20	39	44	63
Mexico	26	30	33	46	40	45	54	48	56
Philippines	44	38	50	53	56	78	62	72	81
South Africa	37	61	50	48	54	69	56	65	82
Tunisia	12	14	19	32	55	39	56	45	48
Venezuela	46	46	47	48	59	74	63	58	74
Vietnam	25	30	43	44	43	53	53	67	56
<b>MEDIAN</b>	<b>26</b>	<b>32</b>	<b>34</b>	<b>44</b>	<b>47</b>	<b>53</b>	<b>56</b>	<b>58</b>	<b>67</b>

Note: Respondents who gave other responses are not shown.  
 Source: Mobile Technology and Its Social Impact Survey 2018. Q14Ba-i.  
 "Mobile Connectivity in Emerging Economies"

### **Few in these countries say mobile phones have had a good impact on children today**

Across all dimensions measured in the survey, publics in the 11 countries are most negative about the impact of mobile phones on children. Nowhere does a majority feel that mobile phones have had a good influence on children. And in eight countries, majorities of the population say that mobile phones have had a *bad* influence on children today. Residents of the three Middle East and North African (MENA) countries surveyed are especially downbeat about mobile phones in this regard: 90% of Jordanians, 86% of Lebanese and 81% of Tunisians say mobile phones have had a bad influence on children in their country.

### **People also focus on the negative impacts of mobile phones on physical health, morality**

In addition to the impact of mobile phones on children, health and morality stand out as particular areas of concern. A median of 40% – and clear majorities in Lebanon (71%), Jordan (69%) and Tunisia (63%) – say the increasing use of mobile phones has had a bad influence on people’s physical health. Some focus group participants expressed similar sentiment by commenting that excessive screen time, phone “addiction” and lack of physical activities were potential health-related challenges.

*“Phones also give us much more room to conceal things.”*

*-Man, 42, Mexico*

Meanwhile, a median of 34% say mobile phones have had a positive impact on morality, similar to the share who say the impact has been negative. As was the case with children and health, Lebanese, Jordanians and Tunisians hold the most unfavorable views in this regard. Roughly a third or more in Colombia, Mexico, Kenya and South Africa also say mobile phones negatively affect people’s morality.

As noted above, publics in Lebanon, Jordan and Tunisia stand out in their overall negativity toward mobile phones on these aspects of society. But other countries are conspicuous for having relatively positive attitudes in this regard. Kenyans, in particular, offer especially upbeat assessments of mobile phones. Half or more Kenyans feel that mobile phones have had a positive impact on each of these aspects of society, with the exception of children today (just 28% of Kenyans say mobile phones have been good for children). South Africans and Filipinos are also relatively positive about most areas surveyed.

*“My kid’s always on his phone, and every time I address him he just nods while on his phone.”*

*-Woman, 46, Mexico*

In most countries, there are no differences between smartphone users and non-users – nor between social media users and non-users – when it comes to people’s views about the impact of increasing mobile phone use on children. But on other questions there is more variation between users and non-users. For instance, in six out of 11 countries larger shares of social media users than non-users say the increasing use of mobile phones has had a good influence on their nation’s politics. This includes all three MENA countries in the survey. Conversely, in eight of these 11 countries larger shares of social media users than non-users say mobile phones have had a *bad* influence on family cohesion.

### Concern is widespread about the risk that mobile phones might expose children to immoral or harmful content

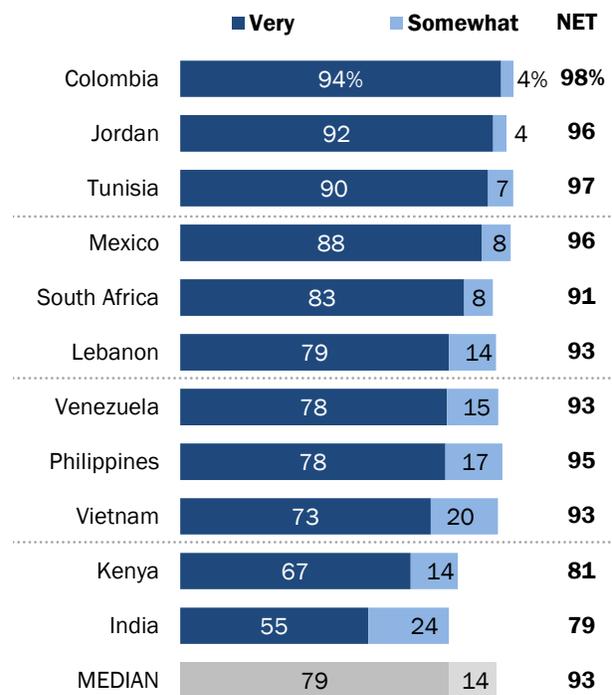
Despite the perceived benefits of increased mobile adoption in areas such as education, publics express concern about an array of potential downsides of mobile phone use. The survey asked about six possible risks from mobile phone use, and respondents in every country are most concerned about children being exposed to immoral or harmful content. A median of 79% – including a majority in each country surveyed – feel people should be *very* concerned about this.

Meanwhile, the prospect of users losing their ability to communicate face-to-face is the item of least concern in each country. In only two countries (South Africa and Colombia) are a majority of adults very concerned about declining face-to-face communication skills as a result of mobile phone usage.

Among these 11 countries, Colombians rank in the top two most-concerned about all of these issues. Other countries that rank in the top two most-concerned on particular issues include:

### Majorities are very concerned about children being exposed to harmful content when using their mobile phones

*% of adults who say they are \_\_\_ concerned about children being exposed to immoral or harmful content when using their mobile phones*



Note: Respondents who gave other responses are not shown.  
Source: Mobile Technology and Its Social Impact Survey 2018, Q19f.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

Mexico (identity theft and online harassment); Jordan (phone addiction and impacts on children); South Africa (exposure to false information and losing the ability to talk face-to-face); and Tunisia (phone addiction).

## People in most countries are very concerned about a broad range of potential negative impacts of mobile phone use

% of adults who say people should be very concerned about \_\_\_ when using their mobile phones

● Highest % in each country saying very concerned    ● Second-highest % in each country saying very concerned

	Children being exposed to immoral or harmful content	Identity theft	Exposure to false or incorrect information	Mobile phone addiction	Harassment or bullying	Losing the ability to communicate face-to-face
Colombia	94%	83%	70%	70%	75%	58%
Jordan	92	64	64	70	61	52
Tunisia	90	70	64	72	58	46
Mexico	88	80	65	68	73	52
South Africa	83	78	71	68	71	63
Lebanon	79	56	53	56	53	50
Venezuela	78	66	57	53	59	48
Philippines	78	66	64	62	67	46
Vietnam	73	50	48	53	37	33
Kenya	67	56	48	35	42	32
India	55	36	45	39	39	32
MEDIAN	79	66	64	62	59	48

Note: Respondents who gave other responses are not shown.

Source: Mobile Technology and Its Social Impact Survey 2018. Q19a-f.  
"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

Beyond these country-specific differences, concerns about mobile phone use exhibit few consistent or substantial differences relating to gender, age, phone type or social media usage. Notably, concerns about children are widespread across multiple groups. In most instances, men and women, older and younger adults, and social media users and non-users express similar levels of concern about the impact of inappropriate online content on children.

Additionally, men and women in most of these countries are similarly concerned about harassment and bullying – a noteworthy contrast to the gender-related differences often seen in surveys of online harassment among Americans. For example, a 2017 [Pew Research Center survey](#) found that 70% of women in the U.S. said online harassment was a “major problem,” compared with 54% of men.

## It is relatively common for mobile phone users to limit the amount of time they – as well as their children – spend on their phones

Amid a widespread debate over the impact of various types of screens on [children](#) and [adults](#) alike, majorities of mobile phone users in five of these 11 countries say they have ever tried to limit the time they themselves spend on their phone. This behavior is especially common in the Philippines and Mexico, but somewhat less prevalent among mobile phone owners in Jordan, Lebanon, Venezuela and Vietnam.

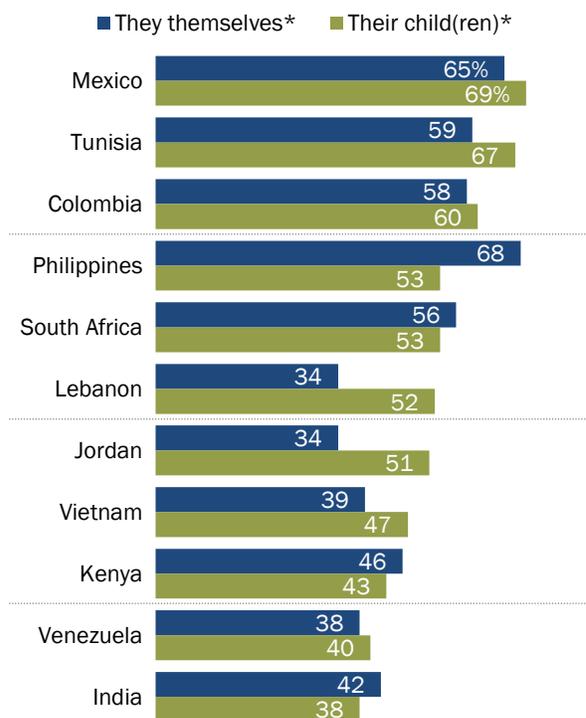
*“Sometimes I try to use [my phone] less, but it only lasts for two or three days and then I come back to the daily rhythm.”*

*-Woman, 21, Tunisia*

In all 11 countries surveyed, smartphone users are more likely than non-smartphone users to say they try to limit the time they spend on their mobile phone. These differences are especially prominent in Vietnam (where 46% of smartphone users and 24% of non-smartphone users have done this) and Colombia (66% vs. 45%). And in 10 of these countries, larger shares of mobile phone users who also use social media say they have tried to limit their phone use relative to those who do not use social media.

## Parents at times try to limit their children’s screen time, and many try to limit their own time on the phone

*% of adults who say they ever limit the time \_\_\_ spend(s) on their mobile phone*



\* Only respondents who use a mobile phone or whose child uses a mobile phone are shown. In the survey, questions about parents and children were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have any children, and/or that their child or children do not have a mobile phone.

Note: Respondents who gave other responses are not shown.  
Source: Mobile Technology and Its Social Impact Survey 2018, Q25a-b.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

People's efforts to limit screen time also extend to children. Among parents whose child has access to a mobile phone, about half or more in seven of these countries say they ever set limits on how much time their child can spend on their phone.<sup>10</sup>

As was true of limiting their own screen time, parents' efforts to limit the time their child spends on his or her phone also differ by the type of phone they themselves own.<sup>11</sup> Smartphone-owning parents whose child also uses a mobile phone are more likely than parents with more basic phones to say they have tried to limit their child's screen time in nine of these 11 countries. Indeed, this gap reaches double digits in nine of these 11 countries – and is as high as 22 points in Vietnam and Jordan.

Parents' efforts to limit their child's mobile phone use are also related to their concerns about the negative impacts of mobile phone use (such as online harassment or children being exposed to immoral content). In nearly every country surveyed, parents who say they are very concerned about at least five of the six issues tested are more likely to try to limit their child's mobile phone use relative to those who are very concerned about two or fewer of these issues. The only exception to this trend is Jordan, where similar shares of highly concerned and less-concerned parents say they try to limit their child's mobile phone use.

---

<sup>10</sup> In the survey, questions about parents and children were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have any children, and/or that their child or children do not have a mobile phone.

<sup>11</sup> Note: The survey did not ask what type of phone the respondent's child or children use.

## It is common for parents to monitor their child's mobile phone use, and notable shares monitor the phone activity of their spouse or partner

In the focus group interviews conducted as part of this study, mobile phone surveillance performed by immediate family members emerged as a common theme. Some parents mentioned that mobile phones allowed them to track the whereabouts of their children and to make sure they were not exposed to harmful content. And for people in marriages or romantic relationships, mobile phone “spying” and social media “stalking” sometimes become the source of drama, jealousy and harassment.

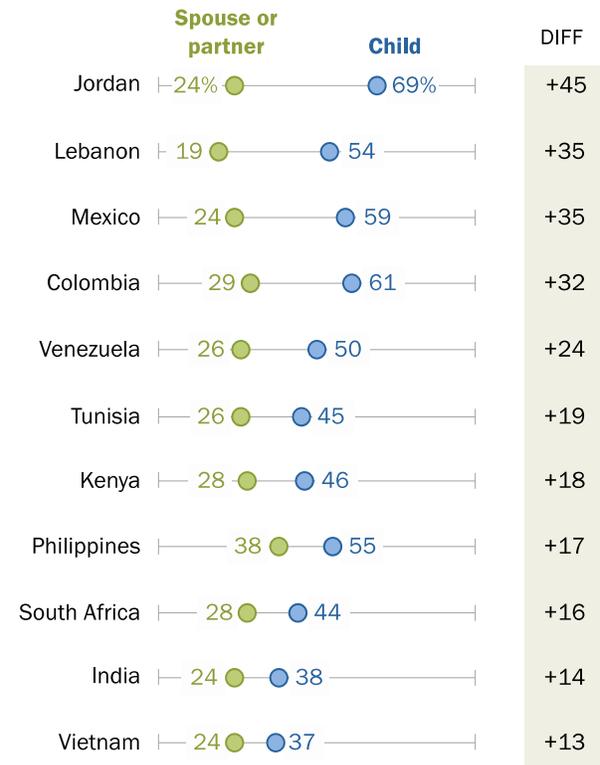
Among parents whose child or children use a mobile phone, a median of 50% say they ever monitor what their child is looking at or doing on the screen. But some variation exists across these countries. In Jordan, Colombia and Mexico, for example, clear majorities of parents do this, compared with 37% of parents in Vietnam and 38% in India.

Parents who use a smartphone are generally more likely to say they monitor their child's phone usage than parents who use a basic or feature phone. This trend is seen in 10 out of the 11 countries and is especially prominent in Jordan and Vietnam, where smartphone users differ from other phone users by 30 percentage points each.

Parents' likelihood of monitoring their child's phone use also differs by their own social media presence. Parents who use social media and messaging apps in each country are more likely than parents who do not use social media platforms to say they monitor content on their child's phone.

### It is more common to monitor a child's phone use than to monitor a partner's

*% of adults who say they ever monitor what their \_\_\_ is looking at or doing on their mobile phone*



Note: Only respondents whose spouse/partner or whose child uses a mobile phone are shown. In the survey, questions about parents and children (as well as spouses or partners) were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have any children (or a spouse/partner), and/or that their child or children (or spouse/partner) do not have a mobile phone. Respondents who gave other responses are not shown.

Source: Mobile Technology and Its Social Impact Survey 2018. Q26a-b.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

## Monitoring of mobile phone activity also extends to marriages and romantic relationships

In all countries surveyed, it is less common to monitor a partner's phone activity – although notable shares of those with a spouse or partner report doing so.<sup>12</sup> Among those whose partner or spouse uses a mobile phone, a median of 26% say they ever monitor their partner's phone use. In the Philippines, this behavior is somewhat more common; 38% say they monitor their partner's phone.

In most countries surveyed, younger adults are more likely to monitor their partner's phone than older adults in their country. This trend holds even after accounting for the fact that younger adults are generally more likely than older adults to use smartphones or social media. In 10 countries, smartphone users ages 18 to 29 are more likely to say they monitor their partner's phone activity than smartphone users ages 50 and older.

There are also notable gender differences when it comes to monitoring the phone activity of their significant other. In five of these 11 countries (Jordan, Venezuela, Vietnam, Mexico and Tunisia), larger shares of women than men say they ever monitor what their partner does on the phone. India is the only country surveyed where men are more likely than women to say they keep an eye on their partner's phone.

*“When a guy commented on my post, my husband got jealous about it.”*

*-Woman, 27, Philippines*

*“You should be the one limiting your child. It's up to you to make ways to be able to limit the problems that you encounter. That's why even if my child is very interested with gadgets, he is consistently in the honor rolls ... I make limitations.”*

*- Woman, 38, Philippines*

*“Talking from a married point of view, I think it's brought a lot of mistrust. If my data is on at 10 in the night and someone sends something on WhatsApp, it's always suspect. Who's texting at 10? My husband is often suspicious.”*

*- Woman, 32, Kenya*

<sup>12</sup> In the survey, questions about spouses and partners were asked of all respondents. The results reported here were recalculated to exclude those who volunteered that they do not have a spouse or partner, and/or that their partner does not have a mobile phone.

### 3. People say the internet brings economic and educational benefits – but some are concerned about social media’s societal impact

Whereas the previous chapter looked specifically at mobile phones and their perceived impact, this chapter focuses on the perceived changes brought about by increasing internet and social media use. Majorities of the public in every country surveyed feel the internet is having a positive influence on education, and these assessments are often more positive than they were four years ago. In the three Middle East and North African countries surveyed, people are more pessimistic about the internet’s influence on politics than they were four years ago. And publics are also skeptical about the effect the internet is having on their children.

Generally, people in most countries think mobile phones and the internet have had similar impacts on society – whether for good or for bad. And, although pluralities in most countries say social media have been a good thing for society, large minorities see downsides as well – a sentiment that is even more common among those who do not use social media.

*“Things have gotten better indeed, but [the mobile phone] also has made us lazier. For the busier ones, it has helped us have everything more within our reach, but there are other times in which this can become counterproductive. Relationships become blurrier. You hardly ever see the other person. It’s become shallow and everything comes down to what you post on Facebook or on Twitter.”*

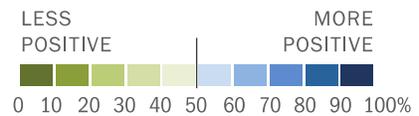
*-Man, 28, Mexico*

## Publics largely see comparable influences from mobile phones and the internet

In addition to asking respondents how they think mobile phones have impacted society, the survey asked an identical series of questions about the influence of the internet. By and large, publics feel similarly about the influence of mobile phones and the influence of the internet. Roughly equal shares within most countries say mobile phones and the internet have had a good influence on morality, politics, physical health, local culture, civility and the economy. As was the case with mobile phones, many publics in these countries are especially concerned about the influence the internet has had on children.

### Few say increasing internet use has had a positive impact on children; more see benefits for economy and education

*% of adults who say the increasing use of the internet has had a good influence on ...*



	Children in our country	Morality	Physical health	Politics	Civility	Family cohesion	Our local culture	The economy	Education
Colombia	26%	34%	35%	39%	46%	45%	54%	56%	71%
India	38	34	31	38	42	51	39	39	65
Jordan	7	12	16	31	14	26	52	39	71
Kenya	29	45	52	47	59	63	54	64	76
Lebanon	7	9	8	23	7	20	37	42	66
Mexico	35	35	39	44	43	40	54	47	63
Philippines	45	49	43	51	54	75	64	69	87
South Africa	40	48	62	50	53	63	54	63	84
Tunisia	13	18	14	32	50	26	56	44	56
Venezuela	53	51	54	48	67	75	69	60	84
Vietnam	29	44	32	46	44	53	55	70	66
<b>MEDIAN</b>	<b>29</b>	<b>35</b>	<b>35</b>	<b>44</b>	<b>46</b>	<b>51</b>	<b>54</b>	<b>56</b>	<b>71</b>

Note: Respondents who gave other responses not shown.  
 Source: Mobile Technology and Its Social Impact Survey 2018. Q14Aa-i.  
 "Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

Internet users and non-users have fairly similar views on how internet use has impacted many aspects of their societies. But users are somewhat more upbeat than non-users about the internet's influence on politics and the economy.

But when it comes to the influence these technologies are having on education, many publics do see the influence of the internet and that of mobile phones in different lights. In six of the 11 countries surveyed, more people say the increasing use of the internet is having a good influence on education than say mobile phones are having a good influence on education. Focus groups in four of the countries surveyed revealed some of this tension (see [Appendix A](#) for more information on how the groups were conducted). Whereas some focus group participants cited the educational benefits that stem from children using the internet to do their homework or research, others highlighted phone addiction, games and other distractions as things that hinder studies.

*“Concerning your studies, teachers can put some lessons on the internet or your friends can put things on the internet to study, so if you are far away from university you can have all kinds of information.”*

*-Man, 23, Tunisia*

In five countries, people differ in their views of the impact of mobile phones and the internet on family cohesion. Where these differences exist, more say mobile phones have had a good influence on family cohesion than feel the same about the internet.

Venezuelans and Kenyans stand out for their different evaluations of the impacts of mobile phones versus the internet on these aspects of

### Many see increasing internet use having a good influence on education ...

*% of adults who say the increasing use of \_\_\_ has had a good influence on education*

	The internet %	Mobile phones %	DIFF
Venezuela	84	74	+10
Vietnam	66	56	+10
Tunisia	56	48	+8
Colombia	71	64	+7
Mexico	63	56	+7
Philippines	87	81	+6
Jordan	71	68	+3
Lebanon	66	63	+3
South Africa	84	82	+2
Kenya	76	75	+1
India	65	67	-2

### ... But many adults feel mobile phones more positively impact family cohesion

*% of adults who say the increasing use of \_\_\_ has had a good influence on family cohesion*

	The internet %	Mobile phones %	DIFF
Venezuela	75	74	+1
Lebanon	20	20	0
Vietnam	53	53	0
India	51	53	-2
Philippines	75	78	-3
Jordan	26	30	-4
Mexico	40	45	-5
South Africa	63	69	-6
Colombia	45	52	-7
Tunisia	26	39	-13
Kenya	63	77	-14

Note: Respondents who gave other responses not shown.

Source: Mobile Technology and Its Social Impact Survey 2018.

Q14Ad, Q14Ae, Q14Bd, Q14Be.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

society. Venezuelans are generally more likely to say the internet has had positive influences on many facets of society, while Kenyans are more likely to say mobile phones have had a positive impact.

## Views of the impact of the internet have shifted in recent years as usage has become more prevalent

Internet use has generally **risen substantially** since 2014, when Pew Research Center last asked people in these emerging economies about the internet's influence on key facets of their societies.<sup>13</sup> With these changes, opinions about the positive and negative impacts of the internet in many countries have also shifted. In general, over time – and as more people have gone online – views of the internet's influence on society have often grown more positive, especially when it comes to assessments of its influence on the economy and education.

### More now say the internet has had a good influence on their country's economy, education

In many countries, people's views of the internet's influence on the economy and education have generally improved in the past four years. In seven of the 10 countries for which trends are available, more people today say the increasing use of the internet has had a good influence on their country's economy than said the same in 2014. And in six countries, more say the internet's influence on education is positive compared with four years ago.

*"For me, WhatsApp is important because I have many groups. For instance, I have maybe 15 salespeople, so I don't have to call [them] one by one – I just send one message."*

*-Woman, 35, Mexico*

Publics in Lebanon, Kenya, South Africa, Mexico and Vietnam have grown more positive about the internet's influence in both areas. Lebanese views of the internet's influence on education have shifted especially strongly: In 2014, just one-in-five felt the internet was having a good impact on the economy, but today the share has roughly doubled to 42%. Jordanians have also become much more positive about the internet's influence on education: 71% feel it is having a good influence on education today, compared with less than half (44%) four years earlier.

---

<sup>13</sup> In the spring 2014 Global Attitudes Survey, internet users were defined as those who reported using the internet at least occasionally or who owned a smartphone. To provide comparable estimates of internet users' views in 2018, we are using the same definition here.

Rising internet use overall appears to play some role in many publics' increasingly positive assessments of the internet's impact on the economy and education: Internet users in some countries are more likely to see the internet's impact in a positive light. But rising internet adoption is only part of the story. For instance, more South Africans have access to the internet today than did in 2014, but views of the internet's influence on the economy improved *among internet users* over the same period as well. Four years ago, 56% of South African internet users felt the internet was having a good influence on the economy, and today, 66% feel it does. In

Tunisia, too, internet use has become more widespread since 2014. Yet opinions there about the internet's influence on their economy and education have actually grown more *negative*.

In other instances, changes in public sentiment have been driven largely by non-internet users. For example, in 2014, 71% of Kenyan internet users felt the internet was having a good influence on the economy, while a similar portion (67%) say the same today. But among Kenyans who do not use the internet or own a smartphone, views have improved, from 50% expressing optimism about the internet's influence on the economy in 2014 to 61% saying the same today.

## In several countries, more now see positive influence of the internet on the economy and education

*% of adults who say the increasing use of the internet has had a good influence on ...*

	<b>The economy</b>				<b>Education</b>		
	<b>2014</b>	<b>2018</b>	<b>CHANGE</b>		<b>2014</b>	<b>2018</b>	<b>CHANGE</b>
	%	%		%	%		
Lebanon	20	42	+22	Jordan	44	71	+27
South Africa	52	63	+11	South Africa	68	84	+16
Vietnam	59	70	+11	Kenya	64	76	+12
Mexico	37	47	+10	Vietnam	56	66	+10
Kenya	56	64	+8	Lebanon	58	66	+8
Colombia	49	56	+7	Mexico	57	63	+6
Venezuela	54	60	+6	Venezuela	82	84	+2
Jordan	43	39	-4	Colombia	71	71	0
Philippines	73	69	-4	Philippines	88	87	-1
Tunisia	58	44	-14	Tunisia	70	56	-14

Note: Respondents who gave other responses not shown. India excluded due to changes in sampling design between 2014 and 2018.

Source: Mobile Technology and Its Social Impact Survey 2018. Q14Ac & Q14Ad. Spring 2014 Global Attitudes Survey.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

**In some countries, views of the internet’s influence on morality and politics have grown more positive – but in others, these views have grown more negative**

While many of these publics have generally grown more positive about the internet’s influence on the economy and education in recent years, fewer have grown more positive about its impact on morality and politics. Colombians, Kenyans, Venezuelans and Mexicans have become somewhat more optimistic about the internet’s impact on morality and politics. But Jordanian and Lebanese adults have grown more pessimistic over the same time period.

The greatest change in public opinion on these questions has occurred in Jordan, where the public is much more pessimistic than it was four years ago. In 2014, about a third of Jordanians said the internet was having a good influence on morality and 42% felt it was positively influencing politics. Today, those figures stand at 12% and 31%, respectively.

**In some countries, more now say the internet has positively influenced morality and politics**

*% of adults who say the increasing use of the internet has had a good influence on ...*

	Morality				Politics		
	2014	2018	CHANGE		2014	2018	CHANGE
	%	%		%	%		
Kenya	28	45	+17	Mexico	28	44	+16
Mexico	25	35	+10	South Africa	36	50	+14
Venezuela	41	51	+10	Venezuela	36	48	+12
Colombia	27	34	+7	Colombia	33	39	+6
South Africa	44	48	+4	Kenya	41	47	+6
Vietnam	40	44	+4	Vietnam	41	46	+5
Philippines	47	49	+2	Philippines	48	51	+3
Tunisia	17	18	+1	Tunisia	38	32	-6
Lebanon	16	9	-7	Lebanon	32	23	-9
Jordan	35	12	-23	Jordan	42	31	-11

Note: Respondents who gave other responses not shown. India excluded due to changes in sampling design between 2014 and 2018.

Source: Mobile Technology and Its Social Impact Survey 2018. Q14Aa & Q14Ab. Spring 2014 Global Attitudes Survey.

“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

*“[Mobile phones and social media have] really led to the spread of hatred and tribalism. Another [issue] about the family [is] cheating, which leads to home breakage and divorce. People just don’t trust each other.”*

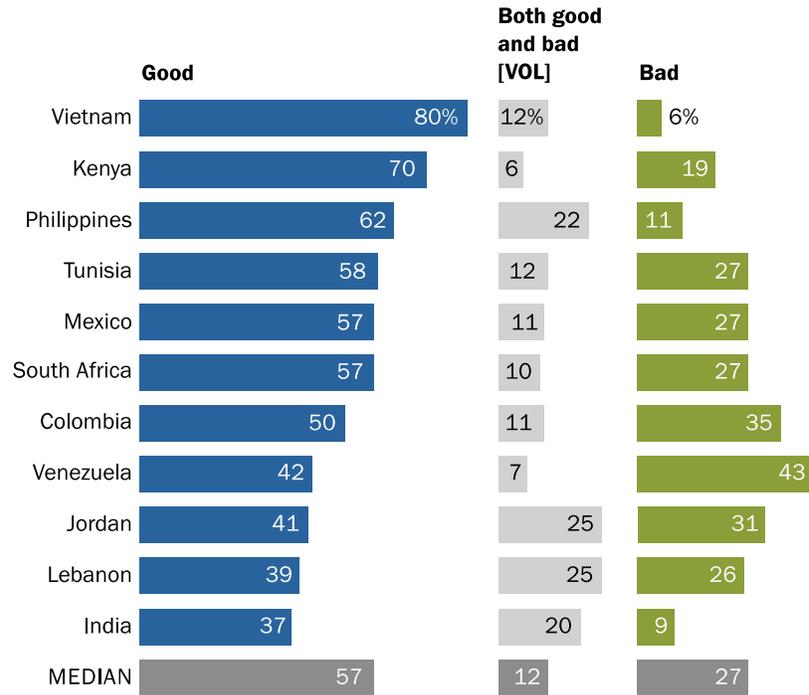
*-Man, 38, Kenya*

## In most countries, more say social media are good for society than bad

In seven of the 11 countries surveyed, half or more say that social media have mostly been a good thing for society. But around one-third or more in eight of these countries express ambivalence – or outright skepticism – about social media’s impact. Vietnamese are the most optimistic about social media, while Indians and Lebanese are notably less positive. But even in India, many more say social media have been good (37%) for society than bad (9%), while about a third do not give an opinion on the matter. Venezuelans offer a split verdict: 42% feel social media have been a good thing, while 43% say they have been bad.

### More see social media as good than bad for society, but some see potential downsides

% of adults who say social media have mostly been a \_\_\_ thing for society



Note: Respondents who gave other responses not shown.  
Source: Mobile Technology and Its Social Impact Survey 2018. Q11b.  
“Mobile Connectivity in Emerging Economies”

PEW RESEARCH CENTER

As was true of mobile phones, people in the 11 countries surveyed often feel that social media have been better for them *personally* than for society as a whole. A median of 63% say social media have been a good thing for them, compared with a median of 57% who say they have been good for society.

Even among those who themselves use social media and messaging apps, more see personal benefits than societal benefits in nearly all countries. This gap is largest in Jordan and Colombia. In these countries, around three-quarters of social media users say social media have been good for them personally – while only around half or fewer say they has been a good thing for society.

## Social media users see more societal benefits from the platforms than non-users

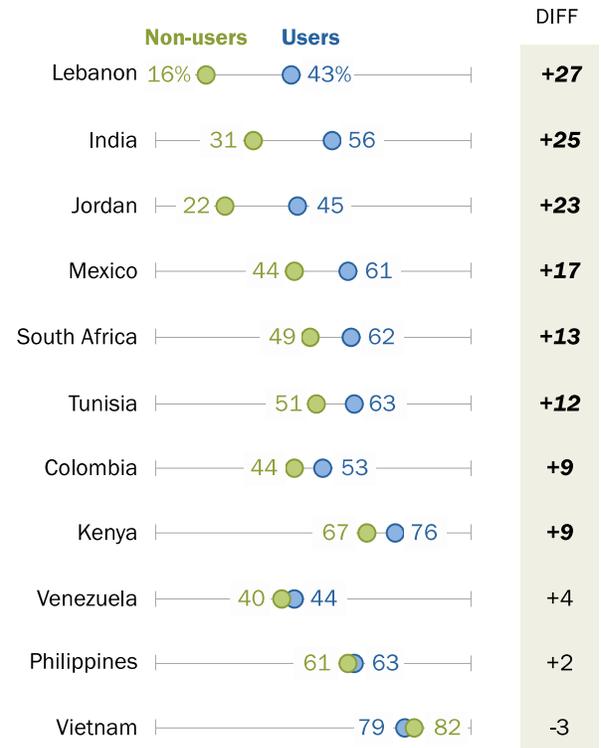
Users of social media platforms and messaging apps are often more likely than non-users to view these platforms as having a good impact on society as a whole. These differences are especially notable in Lebanon, India and Jordan, where there is a difference of more than 20 percentage points in the shares of social media users and non-users who say these platforms have been beneficial for society. By contrast, users and non-users in Venezuela, the Philippines and Vietnam tend to see the social impact of these platforms in similar terms.

These differences between users and non-users tend to exist across all age groups and education levels. But in some countries, such as Mexico, Tunisia and Lebanon, younger and more highly educated social media users are more likely to feel positive about social media's societal effects than older or less-educated users.

For instance, in Mexico, two-thirds of 18- to 29-year-old users feel that social media have mostly been a good thing for society, compared with about half of social media users ages 50 and above. There is a similar 10-point gap on this question between Mexican social media users with a secondary education or more (66%) and users with less than a secondary education (56%).

## Social media platform, messaging app users often more likely than non-users to see social media as good for society

*% of adults who say social media have mostly been a good thing for society*



Note: Statistically significant differences in **bold**. Respondents who gave other responses not shown. Social media platform and messaging app users include those who said they use one or more of the seven specific online platforms measured in this survey. Source: Mobile Technology and Its Social Impact Survey 2018. Q11b.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Acknowledgments

This report is a collaborative effort based on the input and analysis of the following individuals.

Laura Silver, *Senior Researcher*  
Aaron Smith, *Associate Director, Research*  
Courtney Johnson, *Research Associate*  
Kyle Taylor, *Research Analyst*  
Jingjing Jiang, *Research Analyst*  
Monica Anderson, *Senior Researcher*  
Lee Rainie, *Director, Internet and Technology Research*

Sara Atske, *Assistant Digital Producer*  
James Bell, *Vice President, Global Strategy*  
Shawnee Cohn, *Communications Manager*  
Stefan Cornibert, *Communications Manager*  
Claudia Deane, *Vice President, Research*  
Michael Keegan, *Information Graphics Designer*  
David Kent, *Copy Editor*  
Martha McRoy, *Research Methodologist*  
Patrick Moynihan, *Associate Director, International Research Methods*  
Stacy Pancratz, *Research Methodologist*  
Andrew Perrin, *Research Analyst*  
Margaret Porteus, *Information Graphics Designer*  
Audrey Powers, *Senior Operations Associate*  
Ariana Rodriguez-Gitler, *Digital Producer*  
Richard Wike, *Director, Global Attitudes Research*

Pew Research Center also received helpful advice and feedback for this report from a panel of expert advisers: Michael Kende, Visiting Professor at the Graduate Institute, Geneva; Christopher Yoo, John H. Chestnut Professor of Law, Communication, and Computer & Information Science, Director, Center of Technology, Innovation & Competition at the University of Pennsylvania; and Joshua A. Tucker, Professor of Politics, Director of the Jordan Center of the Advanced Study of Russia and co-Director of the Social Media and Political Participation (SMaPP) lab at New York University.

While the analysis was guided by our consultations with these advisers, Pew Research Center is solely responsible for the interpretation and reporting of the data.

## Methodology

### About Pew Research Center's Mobile Technology and Its Social Impact Survey 2018

Results for the survey are based on face-to-face interviews conducted under the direction of D3 Systems, Inc. The results are based on national samples. More details about our international survey methodology and country-specific sample designs are [available here](#).

## Appendix A: About the focus groups

Pew Research Center conducted a series of focus groups to better understand how people think about their own mobile phones and the impact of these devices on their society. Five focus groups were held in each of the following four countries: Kenya, Mexico, the Philippines and Tunisia.<sup>14</sup> Each focus group consisted of 10 adults coming together for an hour and a half for a discussion led by a local, professional moderator using a guide developed by Pew Research Center.

In each country, the groups were structured according to the following criteria:

- Group 1, “basic phone” – all participants either owned or shared a basic phone that could not connect to the internet and were 36 years old or older;
- Group 2, “younger, smartphone” – all participants owned or shared a smartphone and were under the age of 30;
- Group 3, “older, smartphone” – all participants owned or shared a smartphone and were at least 30 years old;
- Group 4, “women phone users” – all participants were women who either owned or shared a phone (including a minimum of five participants who owned or shared a smartphone), and at least two participants were married and two were unmarried;
- Group 5, “migrant phone users” – all participants either owned or shared a phone (including a minimum of five participants who owned or shared a smartphone) and all either lived in a place that was different from where they grew up or had a family member who lived elsewhere.

All focus groups also required participants to have at least some interest in politics, and, aside from group 4, which was all women, they were balanced with regard to gender. Aside from group 1, participants were also required to use their phone at least once a week. Where feasible, participants were also recruited to ensure diversity with regard to education levels, employment status, rural and urban location, and the duration for which they have owned their phones.

---

<sup>14</sup> Focus groups were held in four, rather than all 11 countries, because of time and resources. Countries were chosen purposefully to cover all four key regions included in the survey: Latin America, the Asia-Pacific, sub-Saharan Africa and the Middle East and North Africa (MENA).

Focus groups were held in the following locations and on the following dates:

- Mexico City, Mexico: March 13-15, 2018
- Manila, Philippines: March 21-23, 2018
- Nairobi, Kenya: March 26-28, 2018
- Tunis, Tunisia: March 28-30, 2018

D3 Systems, Inc. worked with local field partners in each of the four countries to recruit the participants using a screener designed by Pew Research Center. All participants were given financial remuneration for their time.

These groups were primarily used to help shape the survey questions asked in each of the 11 countries. But, throughout the report, we have also included quotations that illustrate some of the major themes that were discussed during the groups. Quotations are chosen to provide context for the survey findings and are not necessarily representative of the majority opinion in any particular group or country. Quotations may have been edited for grammar and clarity.

## Appendix B: Compiled usage figures

---

### Phone type

*% of adults who use a ...*

	<b>Smartphone</b>	<b>Feature phone</b>	<b>Basic phone</b>	<b>No phone</b>
	%	%	%	%
Colombia	58	17	19	6
India	32	4	47	17
Jordan	85	1	11	3
Kenya	36	21	40	3
Lebanon	86	1	4	9
Mexico	42	33	11	14
Philippines	53	4	23	20
South Africa	63	6	26	5
Tunisia	51	8	37	4
Venezuela	45	4	36	15
Vietnam	67	2	29	2

Note: Mobile phone users include those who say they own or share a mobile phone. Feature phone users include those who say their phone can connect to the internet but is not a smartphone. Basic phone users include those who say they have a mobile phone but that it cannot connect to the internet.

Source: Mobile Technology and Its Social Impact Survey 2018. Q4, Q5, Q7, Q8.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

---

**A note on the table above: Respondents who did not know if their phone was a smartphone or if it was capable of connecting to the internet were classified as basic phone users. Respondents who did not know if their phone was a smartphone but knew it connected to the internet were classified as feature phone users.**

---

## Internet use

*% of adults who ...*

	<b>Use internet</b>	<b>Do not use internet</b>
	%	%
Colombia	80	20
India	38	62
Jordan	87	13
Kenya	62	38
Lebanon	87	13
Mexico	81	19
Philippines	65	35
South Africa	74	26
Tunisia	67	33
Venezuela	77	23
Vietnam	74	26

Note: Internet users include those who say they use the internet, use at least one social media platform or messaging app, or own or share a smartphone or feature phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q7, Q8, Q9, Q10a-g. "Mobile Connectivity in Emerging Economies"

**PEW RESEARCH CENTER**

---

---

## Social media platform and messaging app use

*% of adults who say they currently ...*

	<b>Use social media platforms or messaging apps</b>	<b>Do not use social media platforms or messaging apps</b>	<b>DK/Refused</b>
	<b>%</b>	<b>%</b>	<b>%</b>
Colombia	75	25	0
India	31	59	10
Jordan	81	19	0
Kenya	41	59	1
Lebanon	85	15	0
Mexico	73	27	0
Philippines	59	40	1
South Africa	62	38	0
Tunisia	57	43	0
Venezuela	69	31	0
Vietnam	64	36	0

Note: Social media and messaging app users include those who said they use one or more of the seven specific online platforms measured in this survey. The DK/Refused category includes those who say they do not know if they use all seven of these platforms. Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-g.

"Mobile Connectivity in Emerging Economies"

**PEW RESEARCH CENTER**

---

## Appendix C: Detailed tables

### Smartphone use by age, gender and education

% of adults who say they own or share a smartphone

	TOTAL	Age				Gender			Education		
		18-29	30-49	50+	YOUNGEST- OLDEST DIFF	Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>58</b>	79	61	31	<b>+48</b>	57	60	<b>+3</b>	38	77	<b>+39</b>
Mexico	<b>42</b>	60	40	24	<b>+36</b>	36	49	<b>+13</b>	29	63	<b>+34</b>
Venezuela	<b>45</b>	56	50	25	<b>+31</b>	46	45	-1	30	58	<b>+28</b>
India	<b>32</b>	48	29	15	<b>+33</b>	23	40	<b>+17</b>	18	59	<b>+41</b>
Philippines	<b>53</b>	74	53	24	<b>+50</b>	53	52	-1	30	66	<b>+36</b>
Vietnam	<b>67</b>	90	68	29	<b>+61</b>	65	69	+4	56	88	<b>+32</b>
Jordan	<b>85</b>	93	87	64	<b>+29</b>	83	86	<b>+3</b>	76	93	<b>+17</b>
Lebanon	<b>86</b>	98	96	62	<b>+36</b>	84	88	<b>+4</b>	77	98	<b>+21</b>
Tunisia	<b>51</b>	80	52	26	<b>+54</b>	47	55	<b>+8</b>	34	68	<b>+34</b>
Kenya	<b>36</b>	46	33	16	<b>+30</b>	32	41	<b>+9</b>	27	60	<b>+33</b>
South Africa	<b>63</b>	79	67	37	<b>+42</b>	62	65	+3	50	81	<b>+31</b>

Note: Significant differences shown in **bold**. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q8.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Feature phone use by age, gender and education

% of adults who say they own or share a feature phone

	TOTAL	Age			YOUNGEST- OLDEST DIFF	Gender			Education		
		18-29	30-49	50+		Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>17</b>	13	18	19	<b>-6</b>	18	15	<b>-3</b>	19	15	<b>-4</b>
Mexico	<b>33</b>	30	37	29	<b>+1</b>	38	27	<b>-11</b>	35	29	<b>-6</b>
Venezuela	<b>4</b>	5	3	5	<b>0</b>	4	4	<b>0</b>	5	4	<b>-1</b>
India	<b>4</b>	5	4	3	<b>+2</b>	3	5	<b>+2</b>	3	5	<b>+2</b>
Philippines	<b>4</b>	6	3	2	<b>+4</b>	5	3	<b>-2</b>	3	5	<b>+2</b>
Vietnam	<b>2</b>	2	2	2	<b>0</b>	2	2	<b>0</b>	2	1	<b>-1</b>
Jordan	<b>1</b>	1	1	1	<b>0</b>	1	1	<b>0</b>	1	1	<b>0</b>
Lebanon	<b>1</b>	1	1	1	<b>0</b>	1	1	<b>0</b>	1	0	<b>-1</b>
Tunisia	<b>8</b>	9	9	7	<b>+2</b>	8	9	<b>+1</b>	7	10	<b>+3</b>
Kenya	<b>21</b>	18	23	23	<b>-5</b>	18	24	<b>+6</b>	23	15	<b>-8</b>
South Africa	<b>6</b>	6	6	7	<b>-1</b>	6	7	<b>+1</b>	8	4	<b>-4</b>

Note: Significant differences shown in **bold**. Feature phone users include those who say their phone can connect to the internet but is not a smartphone. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q7 & Q8.  
"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Basic phone use by age, gender and education

% of adults who say they own or share a basic phone

	TOTAL	Age			YOUNGEST- OLDEST DIFF	Gender			Education		
		18-29	30-49	50+		Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>19</b>	3	16	40	<b>-37</b>	19	19	0	33	6	<b>-27</b>
Mexico	<b>11</b>	4	11	20	<b>-16</b>	10	13	+3	16	4	<b>-12</b>
Venezuela	<b>36</b>	25	36	48	<b>-23</b>	34	37	+3	44	29	<b>-15</b>
India	<b>47</b>	38	52	52	<b>-14</b>	50	45	<b>-5</b>	56	30	<b>-26</b>
Philippines	<b>23</b>	12	27	31	<b>-19</b>	24	22	-2	29	19	<b>-10</b>
Vietnam	<b>29</b>	7	29	65	<b>-58</b>	30	28	-2	39	10	<b>-29</b>
Jordan	<b>11</b>	2	10	29	<b>-27</b>	12	10	-2	17	5	<b>-12</b>
Lebanon	<b>4</b>	0	2	12	<b>-12</b>	4	5	+1	7	1	<b>-6</b>
Tunisia	<b>37</b>	8	37	60	<b>-52</b>	40	33	<b>-7</b>	52	21	<b>-31</b>
Kenya	<b>40</b>	33	42	58	<b>-25</b>	46	34	<b>-12</b>	47	24	<b>-23</b>
South Africa	<b>26</b>	12	23	48	<b>-36</b>	28	23	<b>-5</b>	36	12	<b>-24</b>

Note: Significant differences shown in **bold**. Basic phone users include those who say they have a mobile phone but that it cannot connect to the internet. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q7 & Q8.  
"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Internet use by age, gender and education

% of adults who use the internet

	TOTAL	Age			YOUNGEST- OLDEST DIFF	Gender			Education		
		18-29	30-49	50+		Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>80</b>	97	84	56	<b>+41</b>	80	80	0	63	95	<b>+32</b>
Mexico	<b>81</b>	95	82	60	<b>+35</b>	79	83	<b>+4</b>	71	96	<b>+25</b>
Venezuela	<b>77</b>	93	82	50	<b>+43</b>	78	76	-2	60	91	<b>+31</b>
India	<b>38</b>	55	35	20	<b>+35</b>	29	46	<b>+17</b>	40	80	<b>+40</b>
Philippines	<b>65</b>	91	65	30	<b>+61</b>	65	64	-1	64	92	<b>+28</b>
Vietnam	<b>74</b>	95	75	37	<b>+58</b>	73	75	+2	64	92	<b>+28</b>
Jordan	<b>87</b>	95	89	66	<b>+29</b>	84	89	<b>+5</b>	78	95	<b>+17</b>
Lebanon	<b>87</b>	99	97	65	<b>+34</b>	86	89	<b>+3</b>	79	98	<b>+19</b>
Tunisia	<b>67</b>	94	71	39	<b>+55</b>	61	72	<b>+11</b>	48	86	<b>+38</b>
Kenya	<b>62</b>	70	60	41	<b>+29</b>	55	69	<b>+14</b>	54	81	<b>+27</b>
South Africa	<b>74</b>	89	77	47	<b>+42</b>	71	76	<b>+5</b>	62	89	<b>+27</b>

Note: Significant differences shown in **bold**. Internet users include those who say they use the internet, use at least one social media or messaging app, or own or share a smartphone or feature phone. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Social Impact Survey 2018.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Social media platform and messaging app use by age, gender and education

% of adults who say they use at least one social media platform or messaging app

	TOTAL	Age				Gender			Education		
		18-29	30-49	50+	YOUNGEST- OLDEST DIFF	Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>75</b>	95	79	45	<b>+50</b>	74	75	+1	54	93	<b>+39</b>
Mexico	<b>73</b>	93	74	47	<b>+46</b>	70	76	<b>+6</b>	60	93	<b>+33</b>
Venezuela	<b>69</b>	91	74	37	<b>+54</b>	71	67	<b>-4</b>	50	86	<b>+36</b>
India	<b>31</b>	48	28	12	<b>+36</b>	21	40	<b>+19</b>	17	60	<b>+43</b>
Philippines	<b>59</b>	88	58	21	<b>+67</b>	59	58	-1	31	76	<b>+45</b>
Vietnam	<b>64</b>	92	63	23	<b>+69</b>	63	66	+3	53	86	<b>+33</b>
Jordan	<b>81</b>	93	84	54	<b>+39</b>	78	85	<b>+7</b>	70	92	<b>+22</b>
Lebanon	<b>85</b>	98	96	61	<b>+37</b>	84	87	<b>+3</b>	76	98	<b>+22</b>
Tunisia	<b>57</b>	90	60	26	<b>+64</b>	51	64	<b>+13</b>	36	79	<b>+43</b>
Kenya	<b>41</b>	54	34	17	<b>+37</b>	34	48	<b>+14</b>	30	68	<b>+38</b>
South Africa	<b>62</b>	84	62	32	<b>+52</b>	59	65	<b>+6</b>	47	82	<b>+35</b>

Note: Significant differences shown in **bold**. Social media and messaging app users include those who said they use one or more of the seven specific online platforms measured in this survey. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q10a-g.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## Facebook use by age, gender and education

% of adults who say they currently use Facebook

	TOTAL	Age			YOUNGEST- OLDEST DIFF	Gender			Education		
		18-29	30-49	50+		Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>63</b>	87	67	31	<b>+56</b>	63	63	0	43	81	<b>+38</b>
Mexico	<b>62</b>	85	62	34	<b>+51</b>	59	66	<b>+7</b>	49	82	<b>+33</b>
Venezuela	<b>64</b>	87	68	31	<b>+56</b>	68	61	<b>-7</b>	46	80	<b>+34</b>
India	<b>24</b>	41	21	9	<b>+32</b>	14	34	<b>+20</b>	12	51	<b>+39</b>
Philippines	<b>58</b>	88	57	21	<b>+67</b>	59	57	-2	30	76	<b>+46</b>
Vietnam	<b>63</b>	91	62	23	<b>+68</b>	62	64	+2	52	85	<b>+33</b>
Jordan	<b>71</b>	84	71	45	<b>+39</b>	61	80	<b>+19</b>	58	83	<b>+25</b>
Lebanon	<b>68</b>	89	76	37	<b>+52</b>	66	70	+4	52	87	<b>+35</b>
Tunisia	<b>55</b>	88	58	24	<b>+64</b>	48	62	<b>+14</b>	34	77	<b>+43</b>
Kenya	<b>35</b>	48	29	13	<b>+35</b>	28	43	<b>+15</b>	25	62	<b>+37</b>
South Africa	<b>47</b>	71	44	17	<b>+54</b>	42	51	<b>+9</b>	32	66	<b>+34</b>

Note: Significant differences shown in **bold**. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q10a.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

## WhatsApp use by age, gender and education

% of adults who say they currently use WhatsApp

	TOTAL	Age				Gender			Education		
		18-29	30-49	50+	YOUNGEST- OLDEST DIFF	Women	Men	DIFF	Less education	More education	DIFF
	%	%	%	%		%	%		%	%	
Colombia	<b>71</b>	89	76	42	<b>+47</b>	72	69	-3	50	89	<b>+39</b>
Mexico	<b>67</b>	86	68	43	<b>+43</b>	65	69	+4	53	89	<b>+36</b>
Venezuela	<b>47</b>	60	53	24	<b>+36</b>	48	47	-1	30	62	<b>+32</b>
India	<b>29</b>	46	26	11	<b>+35</b>	20	37	<b>+17</b>	15	57	<b>+42</b>
Philippines	<b>4</b>	6	5	2	<b>+4</b>	5	4	-1	1	6	<b>+5</b>
Vietnam	<b>2</b>	3	2	0	<b>+3</b>	2	2	0	1	4	<b>+3</b>
Jordan	<b>78</b>	89	81	50	<b>+39</b>	76	80	<b>+4</b>	67	88	<b>+21</b>
Lebanon	<b>84</b>	98	94	60	<b>+38</b>	83	86	+3	75	97	<b>+22</b>
Tunisia	<b>14</b>	28	12	4	<b>+24</b>	12	15	+3	5	23	<b>+18</b>
Kenya	<b>30</b>	40	25	12	<b>+28</b>	26	34	<b>+8</b>	19	56	<b>+37</b>
South Africa	<b>57</b>	75	58	30	<b>+45</b>	55	59	+4	43	76	<b>+33</b>

Note: Significant differences shown in **bold**. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

Source: Mobile Technology and Its Social Impact Survey 2018. Q10b.

"Mobile Connectivity in Emerging Economies"

PEW RESEARCH CENTER

# Topline Questionnaire

**Pew Research Center**  
**Mobile Technology and Its Social Impact Survey 2018**  
**March 7, 2019 Release**

## Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see the Methodology section and our [international survey methods database](#).
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100%, because they are based on unrounded numbers.
- Not all questions included in the Mobile Technology and Its Social Impact Survey 2018 are presented in this topline. Omitted questions have either been previously released or will be released in future reports.
- Chapter 3 presents trend data drawn from a past Global Attitudes Project survey, conducted in 2014. For more on these data, please see the [report](#), its [topline](#) or its [methodology](#). Because of differences in the sampling plan and coverage of the survey, we do not trend this survey to the 2014 survey conducted in India.

	Q4. Do you own a mobile phone — yes or no?			
	Yes	No	DK/Refused	Total
Colombia	89	11	0	100
India	70	30	0	100
Jordan	94	6	0	100
Kenya	89	11	0	100
Lebanon	89	11	0	100
Mexico	78	22	0	100
Philippines	73	27	0	100
South Africa	87	13	0	100
Tunisia	91	9	0	100
Venezuela	68	32	0	100
Vietnam	97	3	0	100

	Q5. ASK ONLY THOSE WHO DO NOT OWN A MOBILE PHONE: Do you regularly use someone else's mobile phone — yes or no?				
	Yes	No	DK/Refused	Total	N=
Colombia	45	55	0	100	271
India	42	57	1	100	852
Jordan	48	52	0	100	139
Kenya	73	27	0	100	204
Lebanon	19	81	0	100	210
Mexico	37	63	0	100	518
Philippines	26	74	0	100	695
South Africa	65	35	0	100	274
Tunisia	56	44	0	100	201
Venezuela	53	47	0	100	815

	Q6. ASK MOBILE PHONE SHARERS ONLY: Please tell me the primary reason why you share a mobile phone, rather than owning your own.										Total	N=
	You don't need to use it regularly	You cannot afford one	You think it's too complicated to use	You are not allowed to have your own mobile phone	You do not like using a mobile phone	Your phone was lost, broken or stolen	You are afraid that your phone will be stolen	Other reason [RECORD VERBATIM]	DK/Refused			
Colombia	10	19	3	1	13	41	8	6	0	100	116	
India	39	19	26	2	5	6	1	1	0	100	352	
Kenya	3	42	1	4	4	41	2	5	0	100	145	
Mexico	19	34	11	4	8	18	0	5	0	100	155	
Philippines	29	22	10	1	10	21	1	5	0	100	177	
South Africa	5	33	6	0	5	36	2	11	3	100	173	
Tunisia	23	38	6	1	4	25	0	4	0	100	111	
Venezuela	2	40	2	0	1	50	3	1	0	100	415	

	Q7. ASK MOBILE PHONE USERS ONLY: Can your mobile phone connect to the internet — yes or no?				
	Yes	No	DK/Refused	Total	N=
Colombia	79	20	1	100	2332
India	40	59	2	100	3005
Jordan	87	13	0	100	2434
Kenya	56	41	3	100	2449
Lebanon	94	6	0	100	2272
Mexico	86	13	1	100	1857
Philippines	66	33	1	100	1969
South Africa	68	31	1	100	2365
Tunisia	58	42	0	100	2442
Venezuela	57	43	0	100	2074
Vietnam	70	30	0	100	2475

	Q8. ASK MOBILE PHONE USERS ONLY: Is your mobile phone a smartphone or is it not a smartphone?				
	Smartphone	Not a smartphone	DK/Refused	Total	N=
Colombia	62	36	1	100	2332
India	38	61	1	100	3005
Jordan	88	12	0	100	2434
Kenya	37	62	1	100	2449
Lebanon	95	5	0	100	2272
Mexico	49	49	2	100	1857
Philippines	66	33	1	100	1969
South Africa	66	33	1	100	2365
Tunisia	53	46	1	100	2442
Venezuela	53	46	0	100	2074
Vietnam	68	31	0	100	2475

	Q9. Do you currently use the internet — yes or no?			
	Yes	No	DK/Refused	Total
Colombia	67	33	0	100
India	29	68	3	100
Jordan	81	19	0	100
Kenya	37	62	1	100
Lebanon	82	18	0	100
Mexico	67	33	0	100
Philippines	48	52	1	100
South Africa	55	45	0	100
Tunisia	55	45	0	100
Venezuela	68	32	0	100
Vietnam	69	31	0	100

	Q10a. Do you currently use ____ — yes or no? a. Facebook			
	Yes	No	DK/Refused	Total
Colombia	63	37	0	100
India	24	62	14	100
Jordan	71	29	0	100
Kenya	35	63	2	100
Lebanon	68	32	0	100
Mexico	62	38	0	100
Philippines	58	40	1	100
South Africa	47	53	1	100
Tunisia	55	45	0	100
Venezuela	64	35	0	100
Vietnam	63	36	1	100

	Q10b. Do you currently use ____ — yes or no? b. WhatsApp			
	Yes	No	DK/Refused	Total
Colombia	71	29	0	100
India	29	58	13	100
Jordan	78	22	0	100
Kenya	30	69	2	100
Lebanon	84	16	0	100
Mexico	67	33	0	100
Philippines	4	91	5	100
South Africa	57	42	0	100
Tunisia	14	85	1	100
Venezuela	47	52	1	100
Vietnam	2	93	5	100

	Q10c. Do you currently use ____ — yes or no? c. Twitter			
	Yes	No	DK/Refused	Total
Colombia	11	88	0	100
India	4	76	21	100
Jordan	8	91	0	100
Kenya	10	87	3	100
Lebanon	12	88	0	100
Mexico	14	85	1	100
Philippines	7	90	4	100
South Africa	12	88	1	100
Tunisia	7	92	1	100
Venezuela	21	79	1	100
Vietnam	3	93	5	100

	Q10d. Do you currently use _____ — yes or no? d. Instagram			
	Yes	No	DK/Refused	Total
Colombia	25	74	1	100
India	7	71	21	100
Jordan	28	71	0	100
Kenya	12	84	4	100
Lebanon	34	65	1	100
Mexico	20	79	1	100
Philippines	10	86	4	100
South Africa	13	87	0	100
Tunisia	23	76	1	100
Venezuela	29	70	1	100
Vietnam	11	85	5	100

	Q10e. Do you currently use _____ — yes or no? e. Viber			
	Yes	No	DK/Refused	Total
Colombia	2	96	1	100
India	1	74	25	100
Jordan	8	91	0	100
Kenya	4	92	4	100
Lebanon	19	80	1	100
Mexico	3	96	1	100
Philippines	6	90	5	100
South Africa	2	97	1	100
Tunisia	18	82	1	100
Venezuela	2	95	3	100
Vietnam	8	88	4	100

	Q10f. Do you currently use _____ — yes or no? f. SnapChat			
	Yes	No	DK/Refused	Total
Colombia	7	92	1	100
India	2	75	23	100
Jordan	24	76	0	100
Kenya	6	90	5	100
Lebanon	18	81	1	100
Mexico	10	88	1	100
Philippines	6	90	4	100
South Africa	5	94	1	100
Tunisia	7	92	1	100
Venezuela	5	93	2	100
Vietnam	2	92	5	100

	Q10g. Do you currently use _____ — yes or no? g. Tinder			
	Yes	No	DK/Refused	Total
Colombia	2	96	2	100
India	1	73	26	100
Jordan	1	98	1	100
Kenya	2	92	6	100
Lebanon	2	96	2	100
Mexico	3	96	1	100
Philippines	1	92	7	100
South Africa	1	98	1	100
Tunisia	2	97	1	100
Venezuela	2	95	3	100
Vietnam	1	92	6	100

	Q11a. Overall, when you add up all the advantages and disadvantages of _____, would you say _____ have mostly been a good thing or a bad thing for society? a. mobile phones					
	Good thing	Bad thing	Both good and bad [VOL]	Neither good nor bad [VOL]	DK/Refused	Total
Colombia	68	21	9	1	1	100
India	68	5	24	2	2	100
Jordan	53	21	24	2	0	100
Kenya	86	8	5	1	0	100
Lebanon	69	10	17	3	2	100
Mexico	70	16	10	2	1	100
Philippines	72	8	18	1	1	100
South Africa	76	15	7	1	1	100
Tunisia	72	16	11	0	1	100
Venezuela	47	46	4	3	0	100
Vietnam	83	5	11	1	0	100

	Q11b. Overall, when you add up all the advantages and disadvantages of _____, would you say _____ have mostly been a good thing or a bad thing for society? b. social media					
	Good thing	Bad thing	Both good and bad [VOL]	Neither good nor bad [VOL]	DK/Refused	Total
Colombia	50	35	11	1	2	100
India	37	9	20	2	32	100
Jordan	41	31	25	2	1	100
Kenya	70	19	6	1	4	100
Lebanon	39	26	25	5	4	100
Mexico	57	27	11	3	3	100
Philippines	62	11	22	1	4	100
South Africa	57	27	10	2	4	100
Tunisia	58	27	12	1	2	100
Venezuela	42	43	7	6	2	100
Vietnam	80	6	12	1	1	100

	Q12a. Overall, when you add up all the advantages and disadvantages of ____, would you say ____ have mostly been a good thing or a bad thing for you? a. mobile phones						
	Good thing	Bad thing	This doesn't apply to me [VOL]	Both good and bad [VOL]	Neither good nor bad [VOL]	DK/Refused	Total
Colombia	86	9	1	3	1	0	100
India	73	5	4	16	1	1	100
Jordan	82	8	2	8	0	0	100
Kenya	91	6	0	2	1	0	100
Lebanon	76	8	3	11	2	1	100
Mexico	80	11	1	6	1	1	100
Philippines	81	6	1	11	1	0	100
South Africa	84	11	1	4	0	1	100
Tunisia	84	10	0	5	0	0	100
Venezuela	49	47	0	2	1	0	100
Vietnam	87	4	1	7	1	0	100

	Q12b. Overall, when you add up all the advantages and disadvantages of ____, would you say ____ have mostly been a good thing or a bad thing for you? b. social media						
	Good thing	Bad thing	This doesn't apply to me [VOL]	Both good and bad [VOL]	Neither good nor bad [VOL]	DK/Refused	Total
Colombia	65	21	6	4	1	2	100
India	39	8	10	13	1	29	100
Jordan	62	16	9	11	1	1	100
Kenya	74	15	3	3	1	3	100
Lebanon	53	19	6	16	4	2	100
Mexico	63	21	3	9	2	2	100
Philippines	67	11	5	14	1	3	100
South Africa	59	25	6	5	1	3	100
Tunisia	65	22	2	7	1	3	100
Venezuela	44	44	1	4	4	3	100
Vietnam	83	5	2	8	1	1	100

	Q13Aa. ASK MOBILE PHONE USERS ONLY: When it comes to how you ____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? a. obtain information and news about important issues					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	79	4	16	1	100	2332
India	81	6	6	6	100	3005
Jordan	78	1	20	1	100	2434
Kenya	88	3	9	0	100	2449
Lebanon	77	5	16	2	100	2272
Mexico	74	2	23	2	100	1857
Philippines	85	3	11	1	100	1969
South Africa	85	3	10	1	100	2365
Tunisia	75	4	19	1	100	2442
Venezuela	83	1	13	2	100	2074
Vietnam	73	2	24	1	100	2475

	Q13Ab. ASK MOBILE PHONE USERS ONLY: When it comes to how you _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? b. stay in touch with people who live far away					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	91	2	7	0	100	2332
India	95	2	1	1	100	3005
Jordan	92	0	8	0	100	2434
Kenya	93	1	5	0	100	2449
Lebanon	94	2	3	0	100	2272
Mexico	88	1	10	1	100	1857
Philippines	94	1	5	1	100	1969
South Africa	94	2	3	0	100	2365
Tunisia	93	1	6	0	100	2442
Venezuela	95	1	5	0	100	2074
Vietnam	87	1	12	0	100	2475

	Q13Ac. ASK MOBILE PHONE USERS ONLY: When it comes to how you _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? c. earn a living					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	61	3	33	2	100	2332
India	66	7	17	10	100	3005
Jordan	36	4	60	1	100	2434
Kenya	81	4	14	1	100	2449
Lebanon	38	9	51	2	100	2272
Mexico	59	3	37	1	100	1857
Philippines	63	6	28	2	100	1969
South Africa	66	7	25	2	100	2365
Tunisia	55	6	38	1	100	2442
Venezuela	65	3	31	2	100	2074
Vietnam	67	1	31	1	100	2475

	Q13Ad. ASK MOBILE PHONE USERS ONLY: When it comes to how you _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? d. concentrate and get things done					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	62	11	25	2	100	2332
India	50	16	17	16	100	3005
Jordan	55	9	35	1	100	2434
Kenya	84	4	12	0	100	2449
Lebanon	43	18	38	1	100	2272
Mexico	55	11	32	2	100	1857
Philippines	39	30	30	1	100	1969
South Africa	71	10	17	1	100	2365
Tunisia	64	11	25	1	100	2442
Venezuela	62	15	22	1	100	2074
Vietnam	66	4	29	1	100	2475

	Q13Ae. ASK MOBILE PHONE USERS ONLY: When it comes to how you _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? e. communicate face-to-face					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	50	16	33	2	100	2332
India	59	15	13	12	100	3005
Jordan	58	13	29	1	100	2434
Kenya	75	7	17	1	100	2449
Lebanon	40	35	24	2	100	2272
Mexico	51	10	37	2	100	1857
Philippines	73	6	19	1	100	1969
South Africa	59	14	24	3	100	2365
Tunisia	55	15	30	1	100	2442
Venezuela	58	10	30	2	100	2074
Vietnam	61	4	35	1	100	2475

	Q13Ba. ASK ONLY THOSE WITHOUT MOBILE PHONE ACCESS: When it comes to how people _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? a. obtain information and news about important issues					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	72	4	22	1	100	155
India	59	6	8	28	100	500
Lebanon	47	12	24	16	100	170
Mexico	55	10	27	8	100	363
Philippines	74	6	15	5	100	518
South Africa	74	8	12	6	100	101
Venezuela	79	2	15	3	100	400

	Q13Bb. ASK ONLY THOSE WITHOUT MOBILE PHONE ACCESS: When it comes to how people _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? b. stay in touch with people who live far away					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	85	5	9	1	100	155
India	90	1	2	8	100	500
Lebanon	83	4	7	6	100	170
Mexico	75	3	17	5	100	363
Philippines	88	4	6	2	100	518
South Africa	83	4	10	3	100	101
Venezuela	89	1	8	2	100	400

	Q13Bc. ASK ONLY THOSE WITHOUT MOBILE PHONE ACCESS: When it comes to how people _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? c. earn a living					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	58	9	27	5	100	155
India	44	5	17	34	100	500
Lebanon	38	17	33	12	100	170
Mexico	42	12	35	11	100	363
Philippines	63	11	21	5	100	518
South Africa	61	8	23	7	100	101
Venezuela	62	5	30	3	100	400

	Q13Bd. ASK ONLY THOSE WITHOUT MOBILE PHONE ACCESS: When it comes to how people _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? d. concentrate and get things done					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	58	17	21	4	100	155
India	28	15	15	43	100	500
Lebanon	20	32	26	22	100	170
Mexico	43	15	32	11	100	363
Philippines	46	26	23	5	100	518
South Africa	55	12	25	8	100	101
Venezuela	57	14	25	4	100	400

	Q13Be. ASK ONLY THOSE WITHOUT MOBILE PHONE ACCESS: When it comes to how people _____, have mobile phones mostly helped, mostly hurt, or have they not had much effect either way? e. communicate face-to-face					
	Mostly helped	Mostly hurt	Not had much effect either way	DK/Refused	Total	N=
Colombia	50	16	30	3	100	155
India	39	16	13	33	100	500
Lebanon	25	48	17	10	100	170
Mexico	45	18	29	8	100	363
Philippines	66	9	22	4	100	518
South Africa	53	17	22	8	100	101
Venezuela	58	14	26	2	100	400

	Q14Aa. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on _____? a. morality					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	34	44	18	4	100	1245
India	34	23	11	32	100	1759
Jordan	12	76	10	2	100	1293
Kenya	45	37	11	7	100	1212
Lebanon	9	72	16	3	100	1215
Mexico	35	35	23	7	100	1158
Philippines	49	29	14	8	100	1238
South Africa	48	33	15	4	100	1179
Tunisia	18	65	15	2	100	1282
Venezuela	51	30	15	4	100	1272
Vietnam	44	15	35	5	100	1287

	Q14Ab. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on _____? b. politics					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	39	30	21	9	100	1245
India	38	20	8	34	100	1759
Jordan	31	33	16	19	100	1293
Kenya	47	38	8	7	100	1212
Lebanon	23	42	17	17	100	1215
Mexico	44	24	22	10	100	1158
Philippines	51	21	17	11	100	1238
South Africa	50	28	12	10	100	1179
Tunisia	32	32	23	12	100	1282
Venezuela	48	24	15	13	100	1272
Vietnam	46	9	36	9	100	1287

	Q14Ac. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? c. the economy					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	56	15	23	6	100	1245
India	39	15	9	36	100	1759
Jordan	39	31	20	10	100	1293
Kenya	64	20	9	7	100	1212
Lebanon	42	28	17	13	100	1215
Mexico	47	21	26	6	100	1158
Philippines	69	11	13	6	100	1238
South Africa	63	18	12	7	100	1179
Tunisia	44	22	27	7	100	1282
Venezuela	60	13	16	11	100	1272
Vietnam	70	3	24	3	100	1287

	Q14Ad. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? d. education					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	71	20	7	2	100	1245
India	65	17	5	13	100	1759
Jordan	71	23	6	1	100	1293
Kenya	76	15	5	4	100	1212
Lebanon	66	21	6	7	100	1215
Mexico	63	22	11	4	100	1158
Philippines	87	6	4	2	100	1238
South Africa	84	10	4	2	100	1179
Tunisia	56	32	10	2	100	1282
Venezuela	84	9	5	2	100	1272
Vietnam	66	9	22	3	100	1287

	Q14Ae. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? e. family cohesion					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	45	38	15	2	100	1245
India	51	21	11	18	100	1759
Jordan	26	65	8	1	100	1293
Kenya	63	20	11	7	100	1212
Lebanon	20	71	7	2	100	1215
Mexico	40	35	21	4	100	1158
Philippines	75	9	11	5	100	1238
South Africa	63	20	13	4	100	1179
Tunisia	26	51	20	2	100	1282
Venezuela	75	13	10	2	100	1272
Vietnam	53	11	34	2	100	1287

	Q14Af. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? f. civility					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	46	28	20	7	100	1245
India	42	26	11	22	100	1759
Jordan	14	72	11	2	100	1293
Kenya	59	20	13	8	100	1212
Lebanon	7	72	18	3	100	1215
Mexico	43	22	24	11	100	1158
Philippines	54	23	17	7	100	1238
South Africa	53	27	15	5	100	1179
Tunisia	50	31	17	3	100	1282
Venezuela	67	15	14	4	100	1272
Vietnam	44	12	39	5	100	1287

	Q14Ag. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? g. our local culture					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	54	24	17	5	100	1245
India	39	26	10	25	100	1759
Jordan	52	36	10	2	100	1293
Kenya	54	30	11	5	100	1212
Lebanon	37	42	16	6	100	1215
Mexico	54	20	18	7	100	1158
Philippines	64	12	16	8	100	1238
South Africa	54	27	16	4	100	1179
Tunisia	56	26	15	3	100	1282
Venezuela	69	11	16	4	100	1272
Vietnam	55	6	34	5	100	1287

	Q14Ah. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? h. physical health					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	35	37	24	4	100	1245
India	31	40	10	19	100	1759
Jordan	16	68	15	1	100	1293
Kenya	52	20	18	9	100	1212
Lebanon	8	73	15	4	100	1215
Mexico	39	29	27	4	100	1158
Philippines	43	38	13	6	100	1238
South Africa	62	17	14	7	100	1179
Tunisia	14	67	17	3	100	1282
Venezuela	54	19	23	4	100	1272
Vietnam	32	36	30	2	100	1287

	Q14Ai. ASK SPLIT 1 ONLY: Has the increasing use of the internet had a good influence, a bad influence, or no influence at all on ____? i. children in our country					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	26	65	6	3	100	1245
India	38	45	5	13	100	1759
Jordan	7	90	3	1	100	1293
Kenya	29	63	5	3	100	1212
Lebanon	7	87	3	3	100	1215
Mexico	35	53	9	3	100	1158
Philippines	45	37	12	6	100	1238
South Africa	40	52	6	2	100	1179
Tunisia	13	81	5	1	100	1282
Venezuela	53	36	7	4	100	1272
Vietnam	29	54	14	2	100	1287

	Q14Ba. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? a. morality					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	32	43	22	3	100	1242
India	34	25	13	28	100	1746
Jordan	13	72	13	1	100	1208
Kenya	53	35	9	3	100	1296
Lebanon	7	75	15	2	100	1227
Mexico	33	37	23	6	100	1062
Philippines	50	26	17	6	100	1249
South Africa	50	32	15	3	100	1287
Tunisia	19	62	17	2	100	1250
Venezuela	47	27	20	6	100	1202
Vietnam	43	13	41	4	100	1213

	Q14Bb. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? b. politics					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	41	29	21	8	100	1242
India	39	21	9	31	100	1746
Jordan	32	31	18	18	100	1208
Kenya	50	34	10	6	100	1296
Lebanon	24	43	18	14	100	1227
Mexico	46	22	23	8	100	1062
Philippines	53	20	19	9	100	1249
South Africa	48	29	13	10	100	1287
Tunisia	32	29	27	12	100	1250
Venezuela	48	22	17	13	100	1202
Vietnam	44	8	41	7	100	1213

	Q14Bc. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? c. the economy					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	62	15	21	3	100	1242
India	40	15	11	34	100	1746
Jordan	44	29	16	11	100	1208
Kenya	71	17	9	3	100	1296
Lebanon	44	30	17	9	100	1227
Mexico	48	22	24	6	100	1062
Philippines	72	9	13	6	100	1249
South Africa	65	18	12	5	100	1287
Tunisia	45	22	27	6	100	1250
Venezuela	58	14	18	10	100	1202
Vietnam	67	4	26	3	100	1213

	Q14Bd. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? d. education					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	64	27	8	1	100	1242
India	67	18	5	10	100	1746
Jordan	68	27	5	0	100	1208
Kenya	75	18	4	3	100	1296
Lebanon	63	24	7	6	100	1227
Mexico	56	26	14	4	100	1062
Philippines	81	10	6	3	100	1249
South Africa	82	13	4	1	100	1287
Tunisia	48	39	12	1	100	1250
Venezuela	74	14	10	3	100	1202
Vietnam	56	14	27	3	100	1213

	Q14Be. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? e. family cohesion					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	52	35	13	1	100	1242
India	53	20	13	14	100	1746
Jordan	30	62	8	1	100	1208
Kenya	77	14	8	2	100	1296
Lebanon	20	70	9	1	100	1227
Mexico	45	37	16	2	100	1062
Philippines	78	10	10	2	100	1249
South Africa	69	18	11	2	100	1287
Tunisia	39	43	17	1	100	1250
Venezuela	74	15	9	2	100	1202
Vietnam	53	11	36	1	100	1213

	Q14Bf. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? f. civility					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	47	25	24	4	100	1242
India	40	28	12	20	100	1746
Jordan	15	70	13	2	100	1208
Kenya	69	14	12	5	100	1296
Lebanon	8	72	17	3	100	1227
Mexico	40	26	25	10	100	1062
Philippines	56	22	17	5	100	1249
South Africa	54	25	15	6	100	1287
Tunisia	55	27	15	3	100	1250
Venezuela	59	15	18	7	100	1202
Vietnam	43	13	40	3	100	1213

	Q14Bg. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? g. our local culture					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	57	20	19	4	100	1242
India	41	27	11	22	100	1746
Jordan	51	37	10	2	100	1208
Kenya	63	22	12	3	100	1296
Lebanon	39	40	15	5	100	1227
Mexico	54	23	18	5	100	1062
Philippines	62	13	18	7	100	1249
South Africa	56	26	15	3	100	1287
Tunisia	56	25	17	2	100	1250
Venezuela	63	14	18	6	100	1202
Vietnam	53	8	35	3	100	1213

	Q14Bh. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? h. physical health					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	32	40	25	3	100	1242
India	35	41	11	14	100	1746
Jordan	15	69	14	3	100	1208
Kenya	58	17	19	6	100	1296
Lebanon	10	71	16	3	100	1227
Mexico	30	36	30	4	100	1062
Philippines	38	41	16	4	100	1249
South Africa	61	18	16	4	100	1287
Tunisia	14	63	20	2	100	1250
Venezuela	46	21	27	6	100	1202
Vietnam	30	38	30	2	100	1213

	Q14Bi. ASK SPLIT 2 ONLY: Has the increasing use of mobile phones had a good influence, a bad influence, or no influence at all on ____? i. children in our country					
	Good influence	Bad influence	No influence at all	DK/Refused	Total	N=
Colombia	19	72	7	2	100	1242
India	36	49	6	10	100	1746
Jordan	7	90	3	0	100	1208
Kenya	28	67	4	1	100	1296
Lebanon	6	86	4	3	100	1227
Mexico	26	63	9	2	100	1062
Philippines	44	40	10	5	100	1249
South Africa	37	55	6	2	100	1287
Tunisia	12	81	6	1	100	1250
Venezuela	46	37	13	4	100	1202
Vietnam	25	62	12	1	100	1213

	Q16. ASK MOBILE PHONE USERS ONLY: Please tell me which statement most closely matches how you feel about your mobile phone, even if neither one is exactly right: You don't always need your mobile phone, or you couldn't live without your mobile phone?						
	Don't always need it	Couldn't live without it	Some of both [VOL]	Neither [VOL]	DK/Refused	Total	N=
Colombia	76	22	2	0	0	100	2332
India	51	33	10	5	1	100	3005
Jordan	37	56	6	2	0	100	2434
Kenya	26	72	1	0	0	100	2449
Lebanon	31	53	13	3	0	100	2272
Mexico	77	19	3	1	0	100	1857
Philippines	68	24	5	3	0	100	1969
South Africa	36	59	3	1	0	100	2365
Tunisia	43	54	2	1	0	100	2442
Venezuela	62	29	4	4	0	100	2074
Vietnam	69	25	5	1	0	100	2475

	Q17. ASK MOBILE PHONE USERS ONLY: Please tell me which statement most closely matches how you feel about your mobile phone, even if neither one is exactly right: Your mobile phone helps you save time, or your mobile phone makes you waste time?						
	Helps you save time	Makes you waste time	Some of both [VOL]	Neither [VOL]	DK/Refused	Total	N=
Colombia	50	41	5	3	0	100	2332
India	64	18	15	2	1	100	3005
Jordan	31	43	10	16	0	100	2434
Kenya	84	14	2	0	0	100	2449
Lebanon	37	36	18	9	0	100	2272
Mexico	45	47	5	2	0	100	1857
Philippines	41	50	6	3	1	100	1969
South Africa	65	28	5	1	0	100	2365
Tunisia	54	39	4	3	0	100	2442
Venezuela	71	20	5	3	0	100	2074
Vietnam	63	27	9	1	0	100	2475

	Q18. ASK MOBILE PHONE USERS ONLY: Please tell me which statement most closely matches how you feel about your mobile phone, even if neither one is exactly right: Your mobile phone is something that frees you, or your mobile phone is something that ties you down?						
	Something that frees you	Something that ties you down	Some of both [VOL]	Neither [VOL]	DK/Refused	Total	N=
Colombia	54	34	4	6	2	100	2332
India	54	20	15	8	2	100	3005
Jordan	46	25	8	21	0	100	2434
Kenya	86	12	1	0	0	100	2449
Lebanon	40	30	18	11	1	100	2272
Mexico	55	32	3	8	2	100	1857
Philippines	63	23	5	6	2	100	1969
South Africa	64	27	5	2	1	100	2365
Tunisia	54	39	2	5	0	100	2442
Venezuela	66	19	5	11	1	100	2074
Vietnam	77	10	8	3	1	100	2475

	Q19a. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about _____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? a. identity theft				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	6	10	83	1	100
India	16	27	36	21	100
Jordan	17	17	64	1	100
Kenya	25	17	56	2	100
Lebanon	17	24	56	3	100
Mexico	5	14	80	1	100
Philippines	10	22	66	1	100
South Africa	10	11	78	2	100
Tunisia	9	20	70	1	100
Venezuela	18	14	66	1	100
Vietnam	19	28	50	2	100

	Q19b. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about ____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? b. harassment or bullying				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	11	13	75	1	100
India	18	31	39	11	100
Jordan	20	17	61	1	100
Kenya	34	21	42	2	100
Lebanon	19	24	53	4	100
Mexico	9	17	73	1	100
Philippines	10	21	67	1	100
South Africa	14	13	71	2	100
Tunisia	16	25	58	1	100
Venezuela	16	24	59	1	100
Vietnam	30	32	37	2	100

	Q19c. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about ____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? c. exposure to false or incorrect information				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	14	15	70	1	100
India	12	32	45	10	100
Jordan	14	21	64	1	100
Kenya	31	21	48	1	100
Lebanon	15	28	53	4	100
Mexico	10	24	65	1	100
Philippines	9	27	64	1	100
South Africa	14	14	71	1	100
Tunisia	10	25	64	0	100
Venezuela	16	26	57	1	100
Vietnam	19	32	48	1	100

	Q19d. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about ____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? d. mobile phone addiction				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	17	13	70	1	100
India	22	30	39	9	100
Jordan	18	12	70	0	100
Kenya	42	22	35	2	100
Lebanon	21	21	56	2	100
Mexico	14	17	68	1	100
Philippines	13	24	62	1	100
South Africa	16	15	68	1	100
Tunisia	11	16	72	1	100
Venezuela	29	17	53	1	100
Vietnam	21	25	53	1	100

	Q19e. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about ____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? e. losing the ability to communicate face-to-face				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	22	19	58	1	100
India	21	33	32	14	100
Jordan	27	20	52	1	100
Kenya	44	24	32	1	100
Lebanon	21	27	50	2	100
Mexico	19	26	52	2	100
Philippines	16	37	46	1	100
South Africa	17	19	63	1	100
Tunisia	27	26	46	1	100
Venezuela	27	23	48	1	100
Vietnam	31	34	33	2	100

	Q19f. Let's think for a moment about some experiences that might happen to people when they use their mobile phones. Do you think people should be concerned about ____ or not? [IF CONCERNED] And is that very concerned or only somewhat concerned? f. children being exposed to immoral or harmful content				
	Not concerned	Only somewhat concerned	Very concerned	DK/Refused	Total
Colombia	2	4	94	0	100
India	9	24	55	12	100
Jordan	4	4	92	0	100
Kenya	18	14	67	1	100
Lebanon	6	14	79	2	100
Mexico	3	8	88	0	100
Philippines	5	17	78	1	100
South Africa	8	8	83	1	100
Tunisia	3	7	90	0	100
Venezuela	6	15	78	1	100
Vietnam	7	20	73	1	100

	Q25a. ASK MOBILE PHONE USERS ONLY: Have you ever tried to limit ____ — yes or no? a. the time you spend on your mobile phone				
	Yes	No	DK/Refused	Total	N=
Colombia	58	42	0	100	2332
India	42	54	4	100	3005
Jordan	34	66	0	100	2434
Kenya	46	54	0	100	2449
Lebanon	34	66	1	100	2272
Mexico	65	34	1	100	1857
Philippines	68	31	0	100	1969
South Africa	56	43	1	100	2365
Tunisia	59	41	0	100	2442
Venezuela	38	60	2	100	2074
Vietnam	39	60	1	100	2475

	Q25b. Have you ever tried to limit _____ — yes or no? b. the time your children spend on their mobile phones				
	Yes	No	My child or children do not have mobile phones / I don't have any children [VOL]	DK/Refused	Total
Colombia	46	30	24	0	100
India	26	41	29	3	100
Jordan	21	20	59	0	100
Kenya	30	40	30	0	100
Lebanon	26	24	50	1	100
Mexico	58	25	16	1	100
Philippines	41	36	22	1	100
South Africa	40	35	24	1	100
Tunisia	44	21	34	0	100
Venezuela	28	41	31	0	100
Vietnam	37	41	21	0	100

	Q26a. Do you ever monitor what _____ is looking at or doing on their mobile phone — yes or no? a. your partner or spouse					
	Yes	No	This person does not have a mobile phone [VOL]	I do not have a partner or spouse [VOL]	DK/Refused	Total
Colombia	26	62	1	11	0	100
India	18	55	9	15	2	100
Jordan	14	46	2	37	0	100
Kenya	27	68	1	4	0	100
Lebanon	12	51	5	30	1	100
Mexico	21	67	2	9	0	100
Philippines	30	47	6	16	1	100
South Africa	25	64	1	10	0	100
Tunisia	24	70	2	4	0	100
Venezuela	22	64	1	12	0	100
Vietnam	23	73	1	3	0	100

	Q26b. ASK IF PERSON HAS CHILDREN: Do you ever monitor what _____ is looking at or doing on their mobile phone — yes or no? b. a child of yours					
	Yes	No	This person does not have a mobile phone [VOL]	DK/Refused	Total	N=
Colombia	61	38	1	0	100	1972
India	37	55	4	4	100	2446
Jordan	65	29	6	1	100	1138
Kenya	45	52	3	1	100	1642
Lebanon	52	43	4	2	100	1256
Mexico	58	40	1	1	100	1889
Philippines	54	43	2	1	100	2025
South Africa	43	55	1	0	100	1858
Tunisia	44	54	2	0	100	1750
Venezuela	49	48	2	0	100	1745
Vietnam	37	61	2	0	100	1860

Respondents are considered to have children if they did not volunteer in Q25b that they do not have children. Respondents were also not asked this question if they volunteered that their children did not have a mobile phone in Q25b.

	Q47. Do you have access to a working desktop computer, laptop or tablet in your household or at work?					
	Yes, at home and at work	Yes, at home	Yes, at work	No, neither at home nor at work	DK/Refused	Total
Colombia	13	27	5	55	0	100
India	4	7	2	82	4	100
Jordan	10	27	3	60	0	100
Kenya	3	11	12	73	0	100
Lebanon	23	34	2	39	1	100
Mexico	10	24	6	60	0	100
Philippines	4	16	3	75	1	100
South Africa	10	20	6	63	1	100
Tunisia	6	31	4	58	0	100
Venezuela	11	36	6	47	0	100
Vietnam	12	18	5	64	1	100