



EXECUTIVE SUMMARY

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ICT KIDS
ONLINE BRAZIL
SURVEY

2020

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Executive Summary

ICT Kids Online Brazil 2020

COVID-19 Edition – Adapted methodology

The goal of the ICT Kids Online Brazil survey is to generate evidence about the opportunities and risks associated with Internet use among individuals 9 to 17 years old. Given the context of social distancing resulting from the COVID-19 pandemic and the complexity of adapting the project to forms of data collection other than face-to-face, the ICT Kids Online Brazil survey was not implemented in 2020. Alternatively, and to fulfill its mission to provide up-to-date data to underpin policymaking, new data collected by CGI.br's surveys on information and communication technologies (ICT) about the trajectory of ICT access and use by children were organized around the theoretical framework that was reviewed and proposed by the ICT Kids Online survey¹, in addition to an updated categorization of online risks.²

Data collected throughout the survey's historical series shows disparities in ICT access and use by children, and their implications for the enjoyment of opportunities, well-being, and adapting to social distancing measures.

Household access by children

In 2019, in the period before the pandemic, almost all individuals 9 to 17 years old lived in households with mobile phones (98%) and televisions (97%). However, geographic and socioeconomic differences were identified regarding the availability of ICT devices in the households of children. In general, the

proportions were higher for individuals who lived in households in urban areas compared to those who lived in rural areas, and for those in higher socioeconomic classes (Chart 1).

Although there was an increase in the number of individuals in the investigated age group who resided in households with Internet access, an inverse trend was identified in terms of the

presence of computers. In 2019, 41% of the population 9 to 17 years old lived in households with Internet access, but did not have access to any type of computer (Figure 1).

Before the health crisis, 16.5 million children 9 to 17 years old lived in households without Internet or with Internet download

IN 2020, 92% OF CHILDREN 10 TO 17 YEARS OLD LIVED IN HOUSEHOLDS WITH INTERNET ACCESS. THE PROPORTION WAS LOWER AMONG INDIVIDUALS IN CLASSES DE (82%)

¹Global Kids Online. (2019). *Global Kids Online: Comparative Report*. Unicef Office of Research – Innocenti.

²Livingstone, S., & Stoilova, M. (2021). *The 4Cs: Classifying Online Risk to Children* (CO:RE Short Report Series on Key Topics). Hamburg: Leibniz-Institut für Medienforschung | Hans-Bredow-Institut (HBI), CO:RE – Children Online: Research and Evidence.

speeds below 4 Mbps, a speed considered unsuitable for the full enjoyment of continuous activities of remote education and teleworking.

During the pandemic, there has been an increase in the presence of computers in Brazilian households (from 39% in 2019 to 45% in 2020), an advance that was less present in households in classes DE and in rural areas compared to the period before the health crisis, according to the ICT Households 2020 survey – ICT COVID-19 Edition. Considering only the population 10 to 17 years old who lived in households with computers, considerable growth was observed, above all regarding laptops, which went from 49% in 2019 to 74% in 2020. There was also an increase in the number of desktop computers (44% in 2019 and 49% in 2020) and tablets (37% in 2019 and 45% in 2020).

Internet use by children in Brazil

In recent years, the online presence of children has grown in Brazil. According to data from the ICT Kids Online Brazil survey, the proportion of Internet users 9 to 17 years old increased from 79% in 2015 to 89% in 2019. Data collected by the ICT Households survey indicated that Internet use was even greater in 2020: 94% of individuals aged 10 to 17 were Internet users in Brazil.

The adoption of remote education activities, which was imposed by social distancing measures, intensified the use of the Internet for carrying out education activities and searching for information. The results of the ICT Households 2020 survey point to a growth in the proportion of Internet users 10 to 17 years old who carried out school activities or research (from 72%, in 2019 to 89% in 2020) and who studied on the Internet of their own (from

50% in 2019 to 69% in 2020). Still considering the context of the health crisis, there was an increase in the use of the Internet to search for health-related information or health services online and to take e-learning courses (Chart 2).

The ICT Households 2019 survey marked participation by children in online cultural practices in comparison with adults. The proportion of the population 10 to 17 years old who watched movies (64%), shows (53%), TV series (33%) and other videos (74%) on the Internet was higher than that of the population 18 years old or older. In general, the population 10 to 17 years old also accessed a greater diversity of audiovisual content than the population 18 years old or older.

Higher proportions of consumption of video content traditionally produced/disseminated by the culture industry were observed – such as music videos (61%) and animation or cartoons (55%) – it is also worth highlighting the larger proportions of children who reported watching videos by digital influencers (55%), tutorials or video classes (44%), and people playing video games (41%).

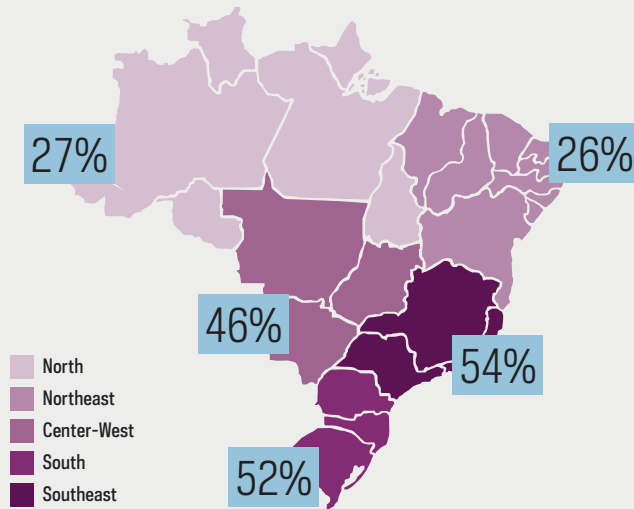
Consumption and advertising content

Data collected in Brazil before the pandemic by the ICT Kids Online Brazil survey indicated a growth in the number of individuals 9 to 17 years old who reported being exposed to advertising on websites (from 43% to 67% between 2014 and 2018). During the pandemic, the ICT Households 2020 survey identified high proportions of children 10 to 17 years old who reported being exposed to different forms of online product advertising. In 2020, 62% of the population aged 10 to 17 reported being exposed to videos

22 MILLION
INDIVIDUALS 10 TO
17 YEARS OLD WERE
INTERNET USERS IN
BRAZIL IN 2020

FIGURE 1
CHILDREN WHO LIVED IN HOUSEHOLDS BY PRESENCE OF COMPUTERS AND INTERNET (2019)

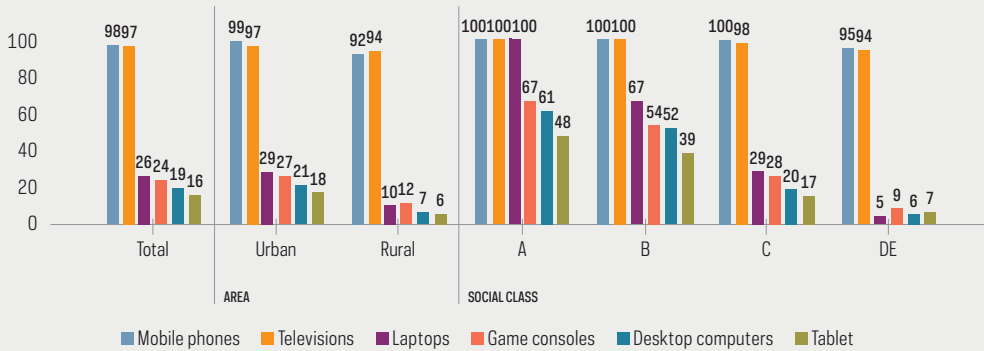
Estimated population totals for individuals 9 to 17 years old (%)



SOURCE: ICT HOUSEHOLDS 2019 (CGI.BR, 2020).

CHART 1
CHILDREN WHO LIVED IN HOUSEHOLDS WITH ICT DEVICES (2019)

Estimated population totals for individuals 9 to 17 years old (%)



SOURCE: ICT HOUSEHOLDS 2019 (CGI.BR, 2020).

<p>10.4 million</p> <p>lived in households with Internet access only</p>	<p>439 thousand</p> <p>lived in households with computers only</p>	<p>10.2 million</p> <p>lived in households with both computer and Internet access</p>	<p>3.9 million</p> <p>lived in households with neither computer nor Internet access</p>
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SOURCE: ICT HOUSEHOLDS 2019 (CGI.BR, 2020).

Use of social networks by children in 2020

According to the ICT Households 2020 survey, 64% of the population 10 to 17 years old had Instagram accounts. This upward trend in the use of the platform had already been identified in the ICT Kids Online Brazil survey, which found that Instagram had already presented the highest growth in relation to other profiles on social networks by the population 9 to 17 years old (from 36% in 2016 to 45% in 2018). For the first time, the ICT Households 2020 survey investigated the use of TikTok, which was reported by 46% of the population 10 to 17 years old. This proportion was significantly higher than that of individuals in this age group with profiles on Snapchat (18%) and Twitter (14%). Even though WhatsApp (86%) and Facebook (61%) presented the highest percentage of profiles among the investigated population, Instagram (35%) and TikTok (27%), platforms whose central functionalities are sharing and accessing videos, were reported as the most used social networks.

of people “unboxing” products (Chart 3). This phenomenon of unboxing had already been indicated as one of the main ways to expose children to brand advertisement online. According to data from ICT Kids Online Brazil 2018, 49% of the population 9 to 17 years old reported being exposed to videos containing this type of content.

The ICT Households 2020 survey also revealed that electronic devices such as mobile phones, tablets, or computers (61%); clothes and shoes (55%); food, drink, or sweets (53%); video games or games (52%); and make-up or other beauty products (46%) were the product categories of online advertisements to which children had been most exposed. Although the main categories of products seen online have remained the same, the proportions reported for each category in 2020 were higher than in previous years. The biggest difference observed was in exposure to advertisements for video games or games, which was 38% of the population aged 9 to 17 in 2018.³

Survey methodology and data access

Social distancing measures that were adopted as a result of the COVID-19 pandemic imposed several challenges to face-to-face data collection, especially among children, directly impacting the ICT Kids Online Brazil survey. To maintain data collection from children, some indicators were included in the telephone interviews with the target audience of the ICT Households – COVID-19 Edition.

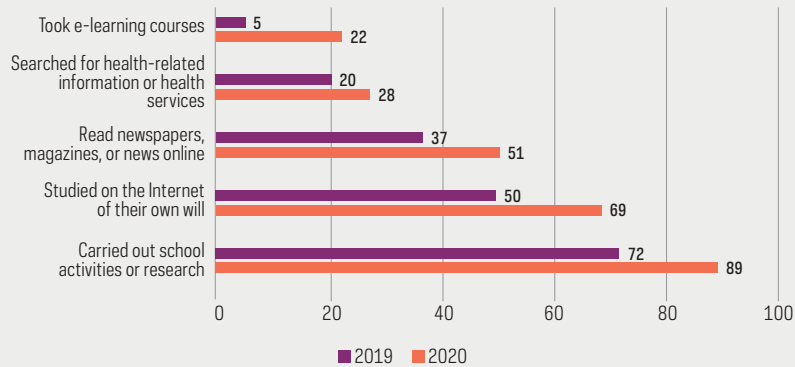
Furthermore, this publication presents an unpublished compilation of data about ICT access, use and appropriation by children and young people from databases from other Cetic.br studies. The results of the survey’s entire historical series, including the tables of proportions, totals and margins of error, are available on the Cetic.br website (<http://www.cetic.br>). The “Methodological Report “and “Data Collection Report “ of each survey can also be accessed in the publications available on the website.

³ According to the ICT Kids Online Brazil 2018 survey, 61% of the investigated population reported being exposed to ads for electronic devices, 55% for clothes and shoes, and 53%, food, drink or sweets.

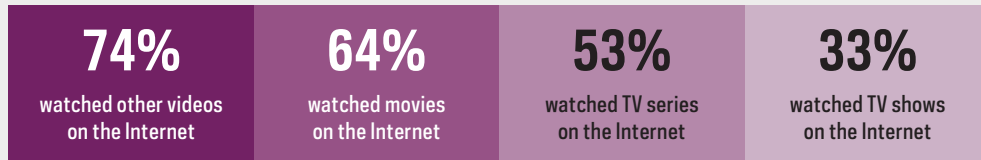
CHART 2

CHILDREN, BY ACTIVITIES CARRIED OUT ON THE INTERNET - EDUCATION AND LOOKING UP INFORMATION (2019 - 2020)

Total number of Internet users 10 to 17 years old (%)



SOURCE: ICT HOUSEHOLDS 2019 AND 2020 (CGI.BR).

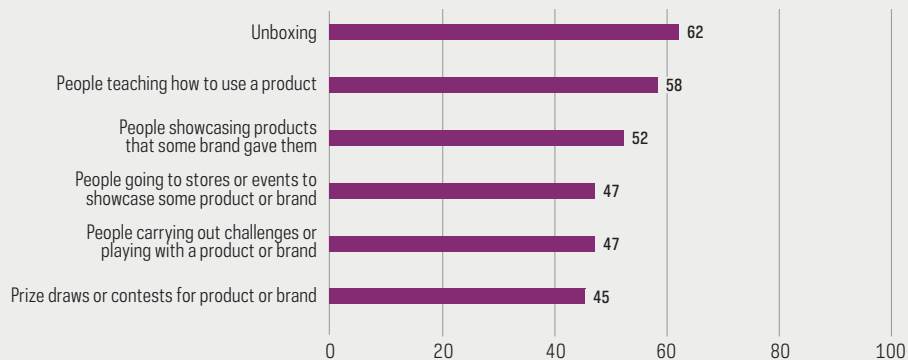


SOURCE: ICT HOUSEHOLDS 2019 (CGI.BR, 2020).

CHART 3

CHILDREN BY FORMS OF PUBLICITY OF PRODUCTS OR BRANDS SEEN ON THE INTERNET IN THE LAST 12 MONTHS (2020)

Total of the population (%)



SOURCE: ICT HOUSEHOLDS 2020 SURVEY (CGI.BR, 2021).

ABOUT CETIC.br

cetic.br

The Regional Center for Studies on the Development of the Information Society, a department of NIC.br, is responsible for producing indicators and statistics on the access and use of the Internet in Brazil, disseminating analyzes and periodic information on the Internet development in the country. Cetic.br is a Regional Study Center, under the auspices of UNESCO. More information at <http://www.cetic.br/>.

ABOUT NIC.br

nic.br

The Brazilian Network Information Center – NIC.br (<http://www.nic.br/>) is a non-profit civil entity, which in addition to implementing the decisions and projects of the Brazilian Internet Steering Committee, has among its attributions: coordinate the registration of domain names – Registro.br (<http://www.registro.br/>), study, address and handle security incidents in Brazil – CERT.br (<http://www.cert.br/>), study and research network technologies and operations – CEPTRO.br (<http://www.ceptro.br/>), produce indicators on information and communication technologies – Cetic.br (<http://www.cetic.br/>), implement and operate Internet Exchange Points – IX.br (<http://ix.br/>), enable the participation of the Brazilian community in the global development of the Web and support the formulation of public policies – Ceweb.br (<http://www.ceweb.br/>), and host the Brazilian W3C office (<http://www.w3c.br/>).

ABOUT CGI.br

cgi.br

The Brazilian Internet Steering Committee, responsible for establishing strategic guidelines related to the use and development of the Internet in Brazil, coordinates and integrates all Internet service initiatives in the country, promoting technical quality, innovation and dissemination of the services offered. Based on the principles of multistakeholderism and transparency, CGI.br represents a democratic Internet governance model, internationally praised, in which all sectors of society participate equitable in the decision-making. One of its formulations is the 10 Principles for the Governance and Use of the Internet in Brazil (<http://www.cgi.br/principios>). More information at <http://www.cgi.br/>.



Access complete data from the survey

The full publication and survey results are available on the **Cetic.br** website, including the tables of proportions, totals and margins of error.

