#researchingrights

**Surya AV, VP & Head**
Social & Rural Research Institute
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#significant divide in access

That makes it not so bad….yet!

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013
#fairly low urban penetration

**Under 1% in Rural**

Access among the children in the age 7-14 years

- Used Internet in the last one month
- Have not used

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013
<table>
<thead>
<tr>
<th></th>
<th>% HH with computer</th>
<th>% HH with comp+internet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>9.5%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Rural</td>
<td>5.2%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Urban</td>
<td>18.7%</td>
<td>8.3%</td>
</tr>
</tbody>
</table>

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013
& mostly unsupervised

<table>
<thead>
<tr>
<th>Access Points/Avenues (Main)</th>
<th>Proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>37%</td>
</tr>
<tr>
<td>Cyber Café</td>
<td>27%</td>
</tr>
<tr>
<td>On Mobile Phone</td>
<td>24%</td>
</tr>
<tr>
<td>School / College</td>
<td>5%</td>
</tr>
<tr>
<td>Others (including Friends / Relatives, Public Kiosks)</td>
<td>6%</td>
</tr>
</tbody>
</table>

- And Internet is not the largest source of e-entertainment for children

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013
&challenges

Sampling

Diverse cultures

Discreet Behaviour

Research Ethics

Training Needs
#challenges

Sampling

- Diverse cultures
- Discreet Behaviour
- Research Ethics
- Training Needs

Sampling of some of the population strata
- Slum population
- Homeless children
- Children living in Institutions and Juvenile homes

Some Probable Solutions:
- RDS?
- Cross-learnings
#challenges

Discreet Behaviour
- Under Reporting, Desired Responses
- Non-Response Rates

Some Probable Solutions:
**Human-Neutral Solutions**
- Self-administered questionnaires
- Market Analysis (E-content Distribution)

Some alternative methods:
- Projective methods
- Peer-group interviews
#challenges

Training Needs
- Ethics and responsible conduct of research on the ground
- Sensitivities Research to children research

Some Probable Solutions:
- Strong interventions
- Uniform trainings
- Global standards for Research Ethics
#challenges

**Ethics Committees**
- Need for local approvals for better advocacy
- Process, Understanding & Logistics
- Credibility in some markets

**Some Probable Solutions:**
- Global Ethics Lead and standard processes with local representatives customizing
#challenges

- Diverse cultures
- Sampling
- Discreet Behaviour
- Research Ethics
- Training Needs

Language Challenges
#challenges

**Execution of the scales**
What exactly are we measuring?
What do we want to do with the data?

**Challenges:**
Different levels of IQ to respond to some scales
Sensitivity
Awareness of the issues
#standardising with flexibility