

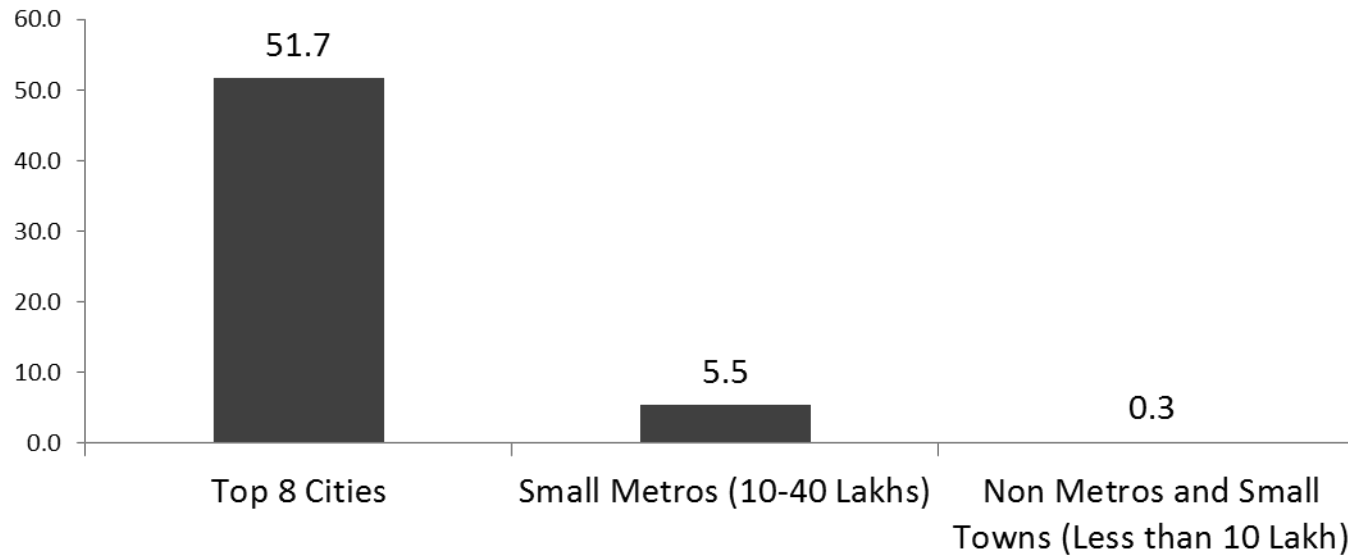
# **#researchingrights**

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**Surya AV**, VP & Head  
Social & Rural Research Institute  
IMRB International

# #significantdivideinaccess

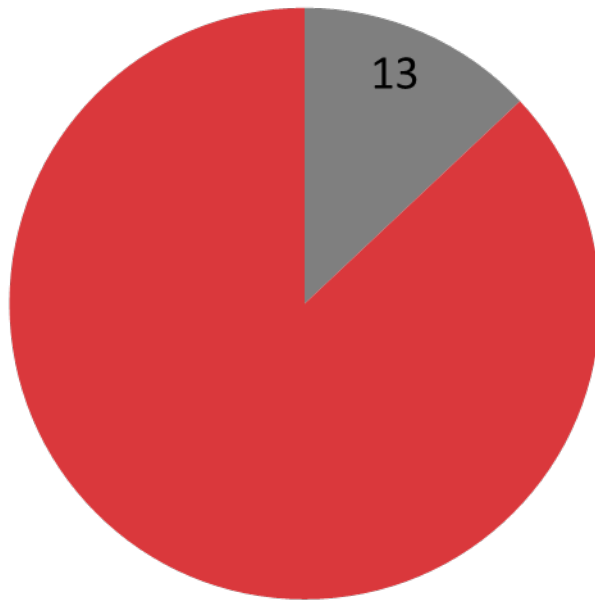
That makes it not so bad....yet!



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

# #fairlylowurbanpenetration

	% HH with computer	% HH with comp+internet
Total	9.5%	3.1%
Rural	5.2%	0.7%
Urban	18.7%	8.3%

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

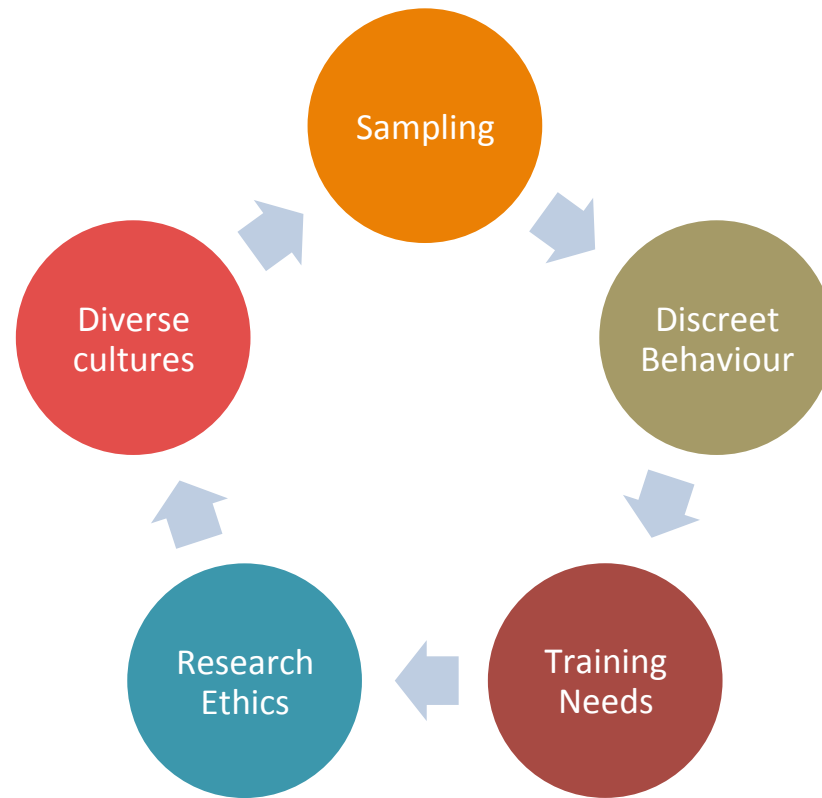
# **&mostlyunsupervised**

Access Points/Avenues (Main)	Proportion
Home	37%
Cyber Café	27%
On Mobile Phone	24%
School / College	5%
Others (including Friends / Relatives, Public Kiosks)	6%

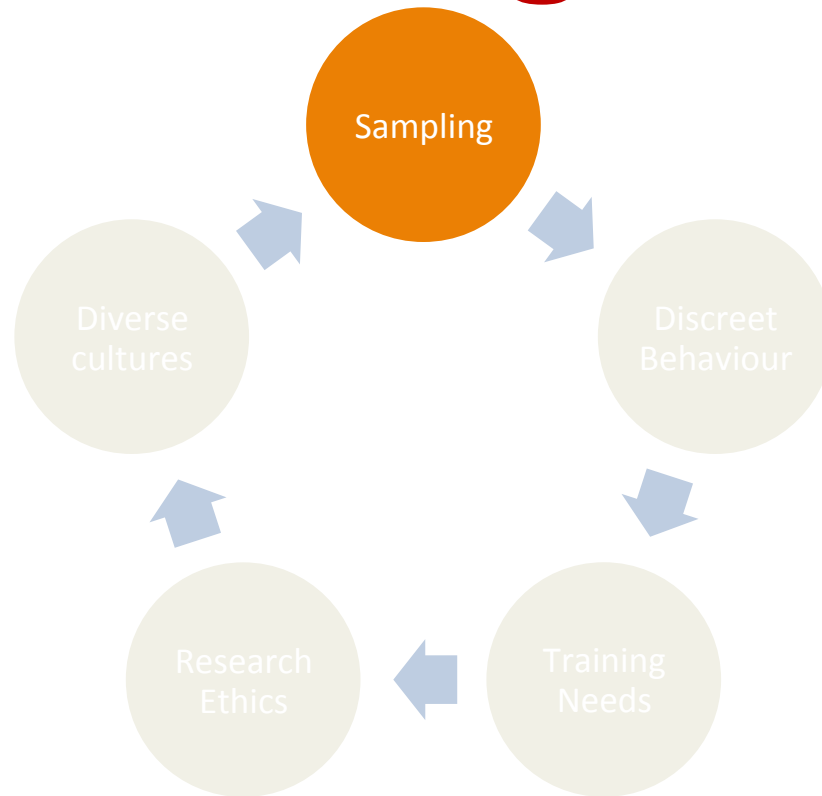
- And Internet is not the largest source of e-entertainment for children

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

# **& challenges**



# #challenges



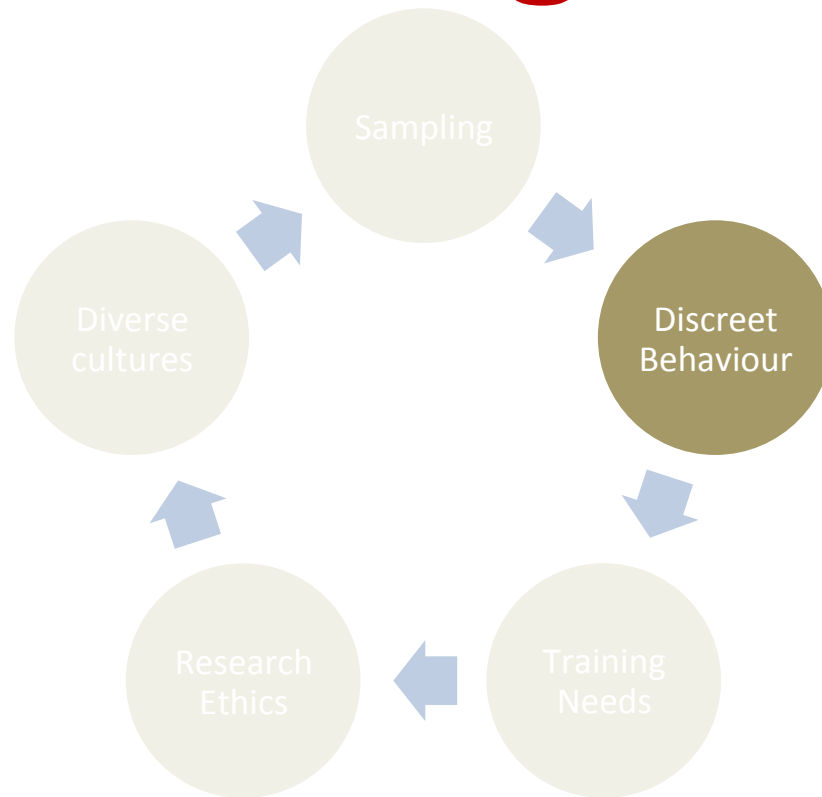
## **Sampling of some of the population strata**

- Slum population
- Homeless children
- Children living in Institutions and Juvenile homes

## **Some Probable Solutions:**

- RDS?
- Cross-learning

# #challenges



## **Discreet Behaviour**

- Under Reporting, Desired Responses
- Non-Response Rates

## **Some Probable Solutions:**

### **Human-Neutral Solutions**

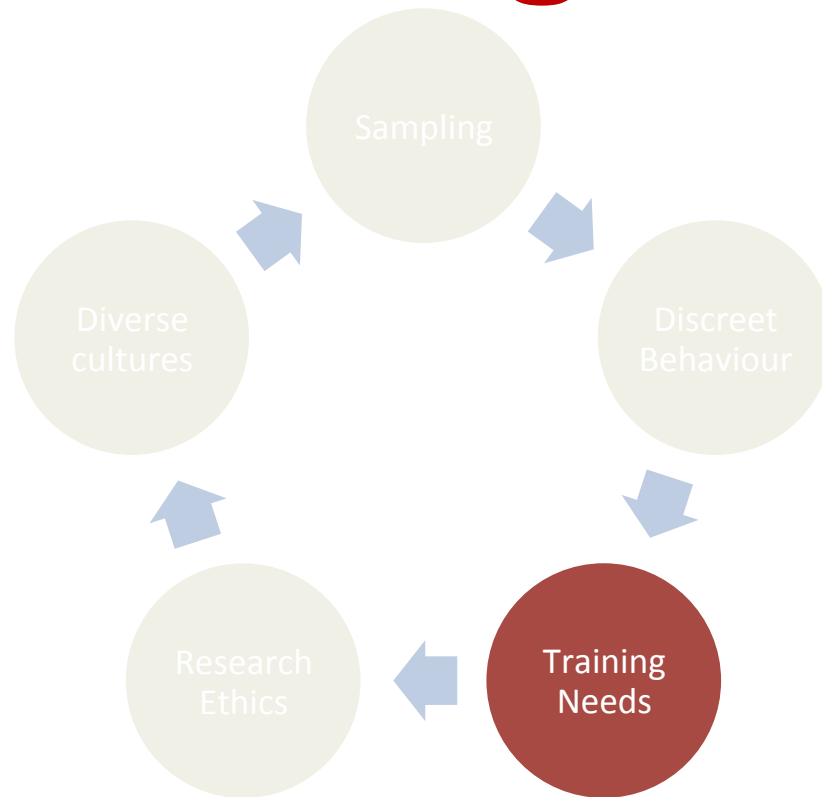
- Self-administered questionnaires
- Market Analysis (E-content Distribution)

### **Some alternative methods:**

- Projective methods
- Peer-group interviews



# #challenges



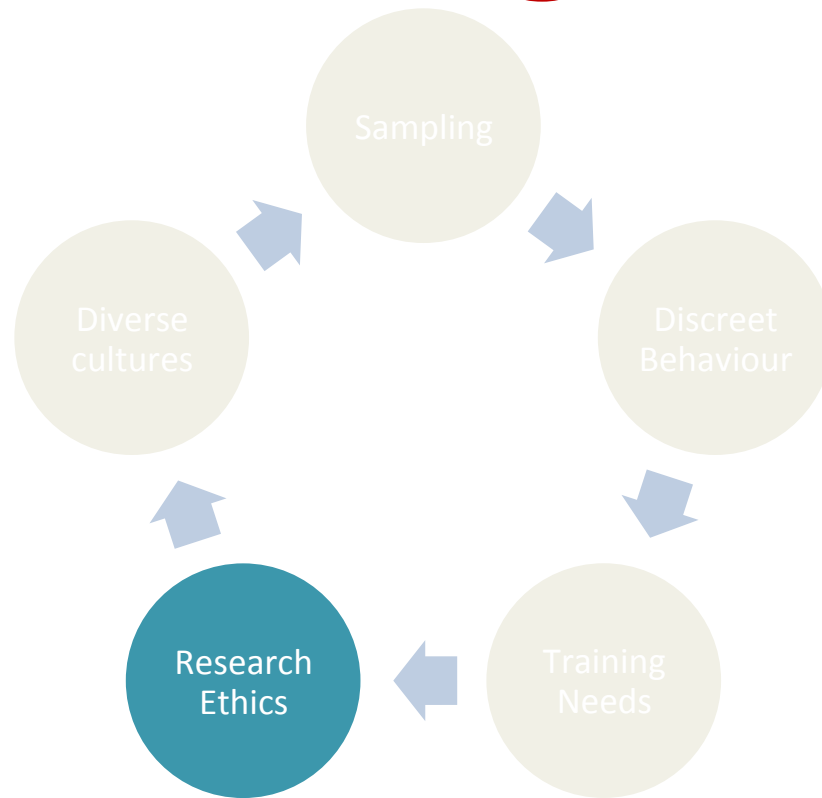
## Training Needs

- 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



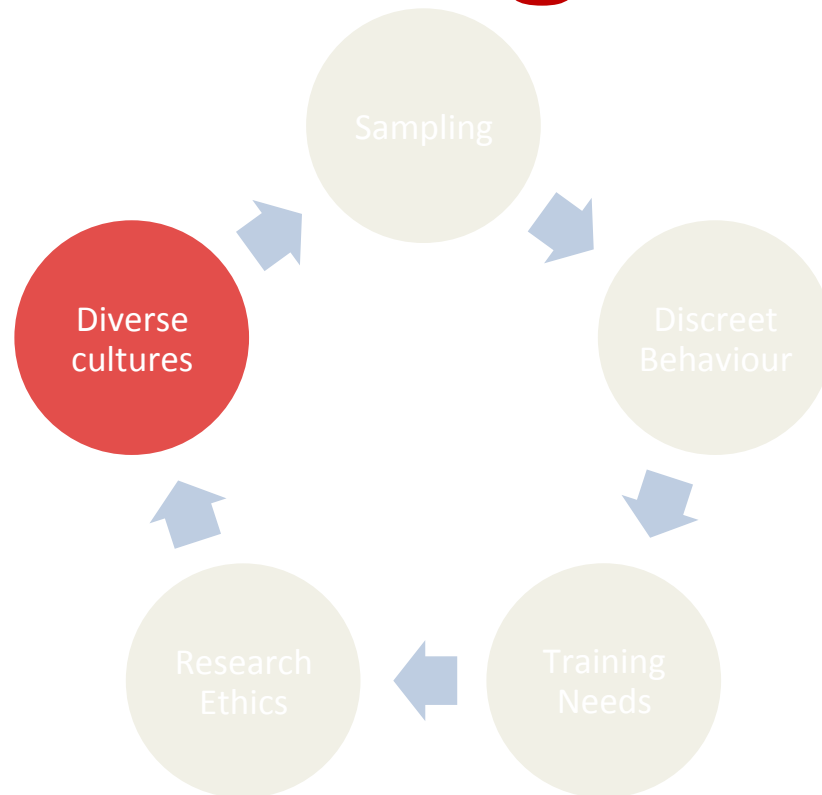
## **Ethics Committees**

- 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

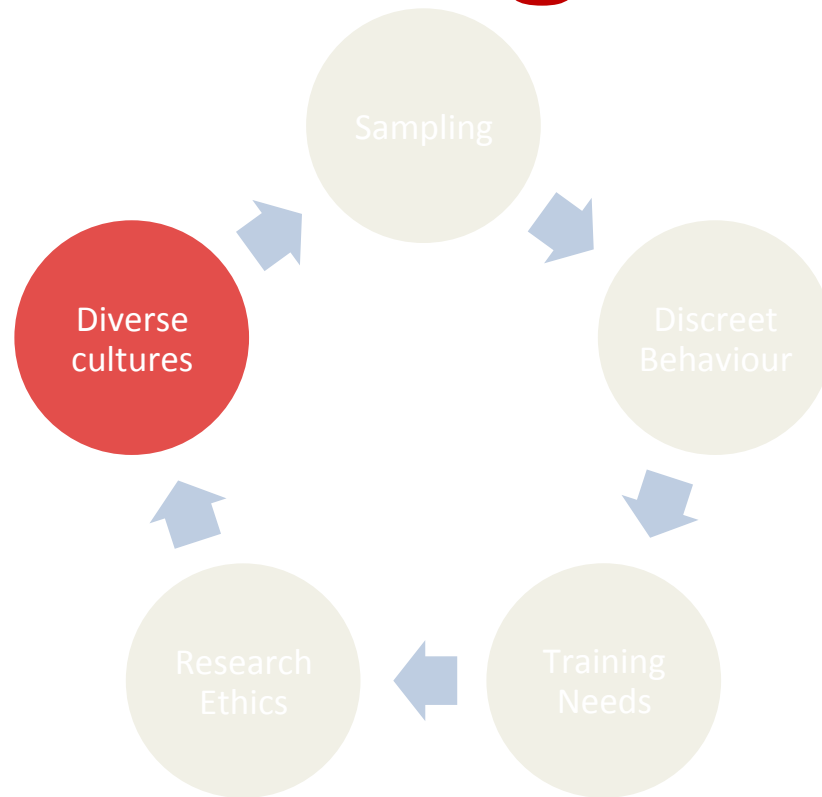
# #challenges



## 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

**#standardisingwithflexibility**