Generation Mobile: Online and Digital Media Usage on Mobile Phones among Low-Income Urban Youth in South Africa

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Questionnaire
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Complete results, survey topline, questionnaire and dataset are available on tinokreutzer.org/mobile

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UNIVERSITY OF CAPE TOWN
IYUNIVESITHI YASEKAPA • UNIVERSITEIT VAN KAAPSTAD

Mobile Media Usage among South African Youth

University of Cape Town
Centre for Film and Media Studies
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Questionnaire

Dear Students!

The University of Cape Town wants to find out how learners in South Africa use cell phones and the Internet. This survey will help us better understand current trends around these technologies - and what the next trend might be.

- Please answer all questions honestly and don't skip any.
- There are no "right" or "wrong" answers.
- It doesn't matter how other people would answer the questions or what *they* would expect from you. Only your own opinion is important.
- You don't have to give your name, so no one will find out what your answers were. We cannot and do not want to find out who answered what.
- In questions with ☐ you can tick several answers; when you see ○ please only tick one.
- Questions that ask if you have "EVER" done something, we want to know if you have done something *at least once*.

1. Please tell us about some technological devices –
Which of the following have you ever used before, which did you use yesterday, and which ones do you have at home?

Multiple choice – you can tick several items for each question.

	Which one have you **EVER** used? ❶	Which ones did you use **YESTERDAY**? ❷	Which ones do you have **AT HOME**? ❸
Normal / 'Desktop' computer	☐ ⇨	☐ ⇨	☐
Laptop computer	☐ ⇨	☐ ⇨	☐
Cell phone	☐ ⇨	☐ ⇨	☐
iPod or other MP3 player	☐ ⇨	☐ ⇨	☐
TV	☐ ⇨	☐ ⇨	☐
Radio	☐ ⇨	☐ ⇨	☐
Digital camera	☐ ⇨	☐ ⇨	☐
Video game console (e.g. PlayStation, Xbox, Wii, …)	☐ ⇨	☐ ⇨	☐
Handheld gaming device (e.g. DS, PSP, …)	☐ ⇨	☐ ⇨	☐

	yes	no	Don't know
2. Have you ever used the **Internet**?	○	○	○
↳ If yes, did you use the Internet **yesterday**?	○	○	

3. *When* you use the **Internet**, how often do you do so…

	several times daily	about once a day	3-5 days a week	1-2 days a week	every few weeks	less often	never	Don't know
on a computer at school	○	○	○	○	○	○	○	○
on a computer at home	○	○	○	○	○	○	○	○
on a cell phone	○	○	○	○	○	○	○	○
at a computer in the library	○	○	○	○	○	○	○	○
at an internet café	○	○	○	○	○	○	○	○
at a computer in someone else's house	○	○	○	○	○	○	○	○

Where else do you use the Internet?

_____

4. Do you own or use a cell phone?

- I own a cell phone with SIM card ◯
- I own a SIM card, but not a phone ◯
- I use a cell phone, but don't have my own phone or SIM ◯
- I never use a cell phone ◯
- Other: ◯ _____

⇨ **For all of the following questions, please talk about your <u>OWN cell phone</u>, or the one you <u>USE most often</u> (even if you don't own a personal phone).**

5. What is the <u>brand and model name</u>/number of your phone?
(e.g. "Nokia 1166", "Samsung B910" …)

_____

How much memory for storing pictures,
music and other files do you have? (in Mega Bytes [MB])

_____ *MB*

No Memory ◯

Don't know ◯

6. <u>With your cell phone</u>, is it **possible** to…?

	yes	no	Don't know
take pictures	◯	◯	◯
play music or MP3 files	◯	◯	◯
send and receive text messages or SMS	◯	◯	◯
send and receive MMS	◯	◯	◯
access the Internet	◯	◯	◯
receive or 'download' files (music or video) from other phones (through Bluetooth or Infrared)	◯	◯	◯
send and receive email	◯	◯	◯
record videos	◯	◯	◯
play videos	◯	◯	◯
play games	◯	◯	◯
use MXit	◯	◯	◯
receive radio programmes	◯	◯	◯
use fast internet (3G or HSDPA)	◯	◯	◯

What else:

_____

7. If you had to buy a new phone today, **how important** are the following factors to you? Is it important that your NEXT phone…	**very important**	**somewhat important**	**< >**	**not very important**	**not at all important**	Don't know
can take pictures	○	○	○	○	○	○
plays music or MP3 files	○	○	○	○	○	○
can send and receive text messages or SMS	○	○	○	○	○	○
can send and receive MMS	○	○	○	○	○	○
can access the Internet	○	○	○	○	○	○
can receive or 'download' files (music or video) from other phones (through Bluetooth or Infrared)	○	○	○	○	○	○
can send and receive email	○	○	○	○	○	○
can record videos	○	○	○	○	○	○
can play videos	○	○	○	○	○	○
can play games	○	○	○	○	○	○
can use MXit	○	○	○	○	○	○
can receive radio programmes	○	○	○	○	○	○
can also use fast internet (3G or HSDPA)	○	○	○	○	○	○
impresses with its great looks	○	○	○	○	○	○
has a big screen	○	○	○	○	○	○
is the latest model or newest technology	○	○	○	○	○	○
has a low price	○	○	○	○	○	○
has a small size or light weight	○	○	○	○	○	○

What else is important?:

_____

8. How happy or satisfied are you with your current cell phone?	very happy	happy	neither happy nor unhappy	unhappy	very unhappy	Don't know
	○	○	○	○	○	○

9. Which **mobile provider** do you use normally? *If you use more than one phone or SIM card you can tick several.*	Vodacom	Cell C	MTN	Virgin Mobile
	☐	☐	☐	☐

10. Do you need to buy airtime in advance or do you pay monthly through a contract?	Need to buy **airtime**	Pay monthly through a **contract**	Don't know
	○	○	○

11. **Who pays** for your cell phone airtime or contract?

My parents or legal guardians ☐
My family members other than my parents ☐
Myself ☐
Boyfriend or Girlfriend ☐
Other: ☐
_____
I don't spend any money on airtime ○

12. **How much** airtime, in Rand, did you use **last week**?

If you don't know the exact amount, please guess or give a rough estimate.

R_____

13. **How much money did you spend** on OTHER things for yourself **last week,** EXCLUDING airtime for cell phones,? (money spent on food, clothing, going out, …)

If you don't know the exact amount, please guess or give a rough estimate.

R_____

	Six months or less	One year	Two or three years	More than three years	Don't know
14. How long ago was the **first time** you used a **cell phone**?	○	○	○	○	○
15. How long have you had your **current cell phone**?	○	○	○	○	○

16. What are the three activities you do **most often** on a CELL PHONE?

Most often I … _____

Second _____

Third _____

17. What are the three activities you do **most often** on a COMPUTER?

Most often I … _____

Second _____

Third _____

18. **How much**, if at all, has your cell phone helped you to do any of the following things?	**a lot**	**some**	**only a little**	**not at all**	I don't know
Keep in touch with my family	○	○	○	○	○
Keep in touch with friends	○	○	○	○	○
Do well in school	○	○	○	○	○
Learn new things	○	○	○	○	○
Share your ideas and creations with others	○	○	○	○	○
Find important information	○	○	○	○	○
Work with others in your community or in groups you belong to	○	○	○	○	○
Follow your hobbies or interests	○	○	○	○	○

What else is important?:

_____

	yes	no	Don't know
19. Do you **ever** "buzz" or give a missed call to other people?	○	○	○
↳ If yes, did you do this **yesterday**?	○	○	
20. Do you **ever** send "Please call me" messages?	○	○	○
↳ If yes, did you do this **yesterday**?	○	○	

21. Have you **EVER** used a cell phone to …
↳ If yes, did you do this **YESTERDAY**?
↳ If yes, **HOW MANY**?

	have EVER done this	did YESTERDAY		*if you did it yesterday,* HOW MANY yesterday?	have NEVER done this
make a phone call	○	○	⇨	_____	○
take pictures	○	○	⇨	_____	○
send SMS text messages	○	○	⇨	_____	○
record video	○	○	⇨	_____	○
send MMS messages	○	○	⇨	_____	○

22. Which of the following programmes have you **EVER** used?
↳ Which did you use **YESTERDAY**?
↳ **HOW MUCH TIME** did you spend on them yesterday?

	have EVER done this	did YESTERDAY		*if you used it yesterday,* HOW MUCH TIME yesterday? (in minutes)	have NEVER done this
MXit	○	○	⇨	_____	○
méèp	○	○	⇨	_____	○
noknok	○	○	⇨	_____	○
2go	○	○	⇨	_____	○

23. What are the three games you play **most often** on a cell phone?

Most often I play… _____

Second _____

Third _____

24. **How** or **Where** do you usually get games for your cell phone?

I download from the Internet ◯
I get games from other cell phones ◯
I ONLY play the games installed on my phone ◯
Other: ◯
_____
I don't play any games ◯

25. How would you describe the Internet? What does it mean to you?

26. We're interested in what you do when you use a **CELL PHONE**. Please tell us whether you **EVER** do these activities, and whether you've done them yesterday. Please also tell us if you **NEVER** do these things.

	have EVER done this before	did YESTERDAY	have NEVER done this
Play games	◯	◯	◯
Play videos	◯	◯	◯
Play music	◯	◯	◯
transfer or 'download' files (music or video) to your phone (using Bluetooth or Infrared)	◯	◯	◯
Use the Internet to get news or information about current events	◯	◯	◯
Research information for school on the Internet	◯	◯	◯
Look for health or medical information on the Internet	◯	◯	◯
go to Facebook, MySpace, Hi5 or similar websites	◯	◯	◯
Go to websites about movies, TV shows, music groups, or sports stars	◯	◯	◯
Go online for no particular reason, to 'Google' or browse for fun	◯	◯	◯
Watch a video on video-sharing website like YouTube	◯	◯	◯
Use alarm function	◯	◯	◯
Use calculator	◯	◯	◯
Download songs, videos, games or ringtones	◯	◯	◯
Send and receive email	◯	◯	◯

27. Some people also use computers to do some of these things. Have you **EVER** used a **COMPUTER** to do any of the following things, and did you do this **YESTERDAY**? Please also tell us if you **NEVER** do these things.	have EVER done this	did YESTERDAY	have NEVER done this
Play games	○	○	○
Play videos	○	○	○
Play music	○	○	○
transfer files (music or video) to or from other computers	○	○	○
Go online to get news or information about current events	○	○	○
Research information for school on the Internet	○	○	○
Look for health or medical information on the Internet	○	○	○
go to Facebook, MySpace, Hi5 or similar websites	○	○	○
Go to websites about movies, TV shows, music groups, or sports stars you are interested in	○	○	○
Go online for no particular reason, to 'Google' or browse for fun	○	○	○
Watch a video on video-sharing website like YouTube	○	○	○
Send instant messages (e.g. with Windows Live, ICQ, Google Talk, or Skype)	○	○	○
Download songs, videos, games or ringtones	○	○	○
Send and receive email	○	○	○

28. Do you have a PROFILE on Facebook, MySpace, or a similar website?	yes	no	Don't know
	○	○	○

↳ If yes, WHICH is the profile you update most often?

_____

(If you DON'T have such a profile, please ignore the next question.)

29. We'd like to know if the following kinds of information are **posted to your profile**, or not.	**yes**	**no**	doesn't apply to me
A photo of yourself	○	○	○
Photos of your friends	○	○	○
Videos	○	○	○
Your name	○	○	○
Your school name	○	○	○
Your cell phone number	○	○	○
Your relationship status	○	○	○
Your email address	○	○	○
The city or town where you live	○	○	○
Audio or MP3 files	○	○	○

About HOW MANY friends do you have, or how many people have you 'friended' with your profile?

_____

30. Which of the following things have you ever done, and which have you done yesterday?	have done this before	did YESTERDAY	have NEVER done this
watch TV	○	○	○
read a newspaper	○	○	○
read a magazine	○	○	○
listen to the radio	○	○	○

31. What is the NAME of your FAVOURITE…

… TV channel and programme? _____

…newspaper? _____

…magazine? _____

…radio channel? _____

32. We want to know how and where you get news.
HOW OFTEN do you do the following things to get NEWS or information about current events?
(for example about sports, politics, celebrities, the weather, etc)

	several times daily	about once a day	3-5 days a week	1-2 days a week	every few weeks	less often	never	Don't know
watch TV news	○	○	○	○	○	○	○	○
read a newspaper	○	○	○	○	○	○	○	○
read a news magazine	○	○	○	○	○	○	○	○
listen to news on the radio	○	○	○	○	○	○	○	○
check news on Internet (on a cell phone)	○	○	○	○	○	○	○	○
check news on Internet (on a computer)	○	○	○	○	○	○	○	○

Where else do you get information about current events?:

_____

⇨ Next, we want to know about some of the Websites you have visited. Websites are specific pages on the Internet, such as www.uwc.ac.za for the University of the Western Cape. It's OK you can't name any Websites for some of the questions!

33. IF you use the Internet on a cell phone,
what are the three WEBSITES you visit **most often** on a CELL PHONE?

Most often I visit… _____

Second _____

Third _____

34. IF you use the Internet on a computer,
What are the three WEBSITES you visit **most often** on a COMPUTER?

Most often I visit… _____

Second _____

Third _____

35. Can you please name some of the **websites** where you get **news** or information about current events?

(on a cell phone) | (on a computer)

(you can name as many websites as you want)

36. Can you please name some of the **websites** where you do **research for school** subjects?

(you can name as many websites as you want)

37. Can you please name some of the **websites** where you get information about **health or medical issues**?

(you can name as many websites as you want)

38. Can you please name some of the **websites** where you get information about **movies, TV shows, music groups, or sports stars**?

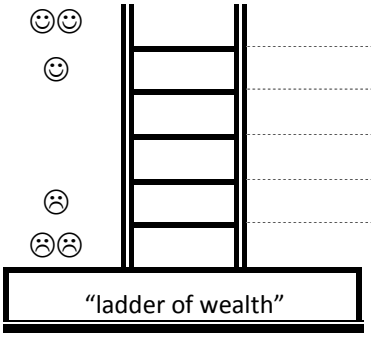
(you can name as many websites as you want)

⇨ We're almost done! Please tell us a bit more about yourself.

39. What is the language you use most often at home? If two languages are used equally, list both.

40. Where were you born? (town / city / province)

41. As you know, some people in South Africa can afford a lot of things, others have less money.
In this question we want to show this using a ladder:
More money means a higher position on the ladder.



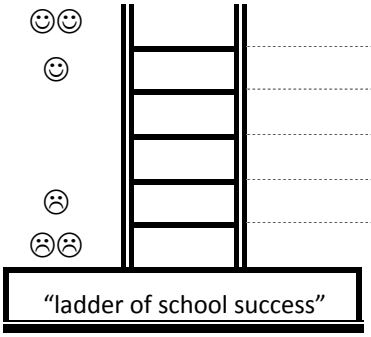
Please tick the box in each column to mark the step of the ladder.

❶ How are the students in Cape Town doing?	❷ How are you and your family doing?	❸ What do you think you would deserve?
⇩	⇩	⇩
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
⇧	⇧	⇧

42. Now we want to know about success in school.
Better marks mean a higher position on the ladder.

Please tick the box in each column to mark the step of the ladder.

❶ How are the students in your class doing?	❷ How are you doing?	❸ What do you think you would deserve?
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐
☐	☐	☐



"ladder of school success"

43. Are you female or male?

female	male
○	○

44. After your matric, what do you plan to do next?

- Go to university, technikon or other further education ○
- Start working immediately ○
- Other: _____ ○
- Don't know ○

45. In which year were you born? 19___

46. Do you think of yourself as…

- Black ○
- White ○
- Coloured ○
- Asian ○
- Indian ○
- Other: _____ ○

47. How do you usually get to school?

- Walking ☐
- School bus ☐
- My parents bring me by car ☐
- Public transport or taxi ☐
- Other: _____ ☐

48. How long do you walk / drive to school?

_____ minutes

THANK YOU VERY MUCH!

FEEL FREE TO SHARE YOUR THOUGHTS ABOUT THE TOPIC OF THIS QUESTIONNAIRE WITH US:

(You can also write me: tino.kreutzer@gmail.com using MXit over GTalk, or by email.)