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Computer & Internet Use Survey

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Abstract

To meet the demand for the data on information and telecommunication (IT) in the household, National Statistical Office has developed the Computer and Internet Use Survey (CIUS). Social Statistics Division and National Statistical Office conducted the CIUS in March 2001 for the first time. NSO branch offices employ about 630 part-time interviewers for CIUS. The annual CIUS collects detailed data on the IT activities of Korean households; PC penetration, frequency and hours of using Internet, their reason for using or not using the Internet. It also provides e-transaction in households such as household ordering products or services over the Internet for non-work use. This data compiled by CIUS will provide basic frames and figures for government information policy. The results of the 2001 Computer & Internet Use Survey will be announced in October 2001.

1. Introduction

Recently, Korea is changing to an information society; there has been a sharp increase in the number of household Internet users in Korea due to increasing PC penetration. Information and its utilization are becoming the main and key factors that determine the competitiveness of people, firms and nations.

To meet the demand for the data on information and telecommunication (IT) on households, National Statistical Office (NSO) produced this data based on Social Statistics Survey (SSS) in 1997 and 2000. SSS consists of twelve sections; Family, Labor, Health, Environment, Education, Income & Consumption, Housing & Transportation, Information & Telecommunication, Welfare, Culture & Leisure, Safety and Social participation. SSS conducts two or three survey sections every year, alternating section selection annually.

In order to reflect the rapid changes in IT, it is necessary for NSO to produce this data with a separate survey per year. National Statistical Office has developed the Computer and Internet Use Survey (CIUS). Social Statistics Division, National Statistical Office conducted CIUS in March 2001 for the first time.

2. Purpose of CIUS

The annual CIUS collects detailed data on the IT activities of Korean households. It will report on the penetration of PC and other IT's equipment and Korean's using the internet such as frequency and hours of use, their reason for using or not using the internet. CIUS will also provide data on e-transaction in households. This will show the extent of household ordering products or services over the internet for

non-work use. This data compiled by CIUS will provide basic frames and figures for government information policy.

3. Coverage & Sample

The survey covers approximately 80,000 persons aged 6 and over who usually reside in approximately 30,000 sample households. The sample of CIUS is that of EAPS(Economically Active Population Survey) which is a monthly household survey. The purpose of EAPS is to collect up-to date information on the economic status of the population and on changes in the activity pattern of the labor force.

The data and materials come from approximately 22,029 ordinary enumeration district (ED'S), which represents 10% of the 1995 Population and Housing Census. Island and social institutions are excluded from the sample selection. There are three stages for selecting the sample; the Selection of Primary Sampling Unit (PSU), the Selection of Secondary Sampling Unit (SSU) and Ultimate Sampling Unit(USU). In each stratum with self-weighting, ED's(PSU) are systematically selected. As a result, 30,000 households out of 1,231 ED's were selected with the overall-sampling rate of about 1/430.

4. Periodicity & Reference Period

- Annually(Survey started in 2001)
- The Reference Period : The week containing 29th of March

5. Staff of Survey

NSO has 47 local offices and local branch offices. They employ about 630 part-time interviewers for the survey

6. Collection & Processing of Data

NSO part-time interviewers are given training survey procedures. Each interviewer contacts approximately 50 households of respondents during the survey week. They visit to ask each respondent directly and fill in the questionnaires.

If they don't meet all respondents in household, they leave questionnaires to be filled out later – usually with the person at home when the interviewers visit. During the survey, all interviewers are under the supervision of staff in local offices and local branch offices.

After completing the survey, local offices send the stacks of questionnaires to NSO. NSO will check and edit the data to analyze and make result

7. Items of Survey

◆ Basic items (10 items)

Name, relationship to household head, sex, age, educational attainment, Marital status, major activity during last week, industry, occupation, employment Status

◆ Special items(22 items)

- For household(5 items)

Equipment, Software expense, monthly expense of equipment, plan to buy Computer within 6 months, income

- For household members(17 items)

Education for computer literacy, the main reason to have education, the main reason not to have Education, ability to use computer, hours used and use for, whether or not access to Internet, reason for internet use, the main reason not to access to internet, whether or not e-commerce transactions, number of transactions, product or service of e-commerce transactions, the main reason not purchase via internet, government support, application after government support, wanting government support, effect of information society, the means of getting information

8. Definition

- **Internet User** : Persons aged 6 years old and over are those who accesses to Internet at least once a month regardless of place ; work, home, school or some other location
- **E – commerce**: The ordering products or services over the Internet for non-work use in household.
Anything related to home based business is excluded.

9. Publication

The main results of the 2001 Computer & Internet Use Survey will be announced in October 2001 as following ;

- Number/proportion of households with computer by region, household income, age, occupation, etc.
- Number/proportion of households with access to the Internet by region, household income, age, occupation, etc.
- Whether or not use Internet, frequency and hours used by region, age, educational attainment, occupation, etc.
- E-commerce with purchase, amount, means for payment by region, age, educational attainment, occupation, etc.

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