EXECUTIVE SUMMARY

ICT KIDS ONLINE BRAZIL SURVEY

2023

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Executive Summary
ICT Kids Online Brazil 2023

Since 2012, the ICT Kids Online Brazil survey has collected indicators that characterize access to and use of information and communication technologies (ICT) by individuals 9 to 17 years old in the country. The survey also interviews fathers, mothers, or legal guardians about their mediation regarding Internet use by their children or those under their guardianship.

The 2023 edition of the survey shows that online participation is becoming more frequent and that children's first access to the Internet is taking place at an earlier age. In this context, the challenges of guaranteeing the privacy and safety of this population, as well as inclusive digital environments that do not pose risks to their well-being and other rights, are intensifying.

Conditions of Internet access and use

In 2023, around 25 million children 9 to 17 years old were Internet users in Brazil, almost all the children in the age group investigated (95%). However, 867,000 individuals reported that they had not accessed the Internet in the three months prior to the survey, while 580,000 had never accessed the Internet at all.

38% OF INTERNET USERS **9 TO 17 YEARS** OLD IN THE CLASSES **DE** ACCESSED THE INTERNET EXCLUSIVELY VIA MOBILE PHONES

Over the years, the proportion of children using the Internet in Brazil has expanded. The growth in the online presence of individuals 9 to 17 years old can be explained by the increase in both the proportion of users in classes C and DE and the online presence of the younger population. Between 2015 and 2023, there was a rise of 33 percentage points in the number of users in classes DE. In the same period, the proportion of Internet users 15 to 17 years old grew by 11 percentage points. Among those 9 to 10 years old, the growth was 24 percentage points (Chart 1).

In 2023, 24% of respondents reported having accessed the Internet for the first time by the age of 6. This proportion was 11% in 2015, when the first access to the Internet took place in greater proportions at the age of 10 (Chart 2).

Although the proportion of Internet users in different socioeconomic classes is reaching similar levels, the set of indicators from the ICT Kids Online Brazil survey shows disparities in the conditions of access and use of ICT between the different groups.

With the exception of mobile phones, whose use was reported by almost all respondents (97%), televisions were the only devices considered in the survey whose use was reported by more than half of the population surveyed for the different classes. In 2023, 88% of users in classes AB accessed the Internet via television sets, a proportion that was 75% among users in class C and 54% in classes DE. Access via computers, on the other hand, was reported by 71% of users in classes AB, 41% of those in class C, and 15% of those in classes DE. The proportion of users in classes AB (42%) who reported accessing the Internet via video game consoles was double that reported by users in class C (21%), which in turn was almost double that reported by users in classes DE (11%).

Online practices

In addition to the increase in the proportion of Brazilian children who are Internet users, the frequency with which they access the Internet has been growing over the years, as well as the frequency with which they carry out certain practices.

In 2023, 88% (compared to 59% in 2015) of Internet users reported listening to music online and 75% did so every day or almost every day (compared to 41% in 2015). Between 2015 and 2023, there was an increase of 20 percentage points among those who watched videos on the Internet. In the same period, the proportion of those who used the Internet for this activity every day or almost every day grew from 38% to 64%.

Regarding educational activities, although there was relative stability among those who reported searching the Internet for schoolwork (82% in 2023, compared to 80% in 2015), there was an increase in the frequency of this practice (46% did it every day or almost every day in 2023, compared to 29% in 2015).

Evidence indicates that children with favorable connection conditions engage in online practices with greater intensity. Internet users with access to computers and mobile phones carried out activities related to education and searching for information in higher proportions than users with exclusive access to the Internet via mobile phones (Chart 3).

Digital skills

In general, younger users report lower proportions of digital skills. Among users 11 to 12 years old, around half reported that it was true or very true that they knew what personal/third-party images can be shared on the Internet (52%) and that they knew how to report offensive content (56%). The proportions were higher than 80% among users 15 to 17 years old (87% and 84%, respectively).

Regarding informational skills, the proportion of users 11 to 17 years old who reported knowing how to choose the best words to search for something on the Internet (76%) was higher than those who reported knowing how to find a website they had visited before (65%), check if a website is trustworthy (58%), and check whether information found on the Internet is accurate (58%). Less than half of users 11 to 12 years old said that it was true or very true that they knew how to check whether a website was trustworthy (45%), check whether information found on the Internet was accurate (47%), and how to find a website they had visited before (49%).

Consumption and marketing content

The ICT Kids Online Brazil survey shows an increase in the proportion of users 11 to 17 years old who had seen videos of people teaching how to use products on the Internet (59%, compared to 55% in 2018). Similar proportions of these users had seen videos of people unboxing (59%) and showcasing products given by brands (56%). In addition, 49% of respondents had seen videos of people carrying out challenges or playing with products or brands; and 46% of people going to stores or events to showcase products or brands.

Adolescents are also the ones who interact most with product or brand content on the Internet. Among the population 15 to 17 years old, for example, 46% followed the online page or profile of products or brands on the Internet, 32% liked or shared videos, photos, or texts about products or brands, and 16% posted comments about products or brands (Chart 4).

In 2023, 66% of users 15 to 17 years old saw content advertising clothes and shoes; 56%, electronic equipment; 53%, food, drinks, or sweets; and 50%, makeup or other beauty products (proportions of 48%, 42%, 41%, and 35%, respectively, for those 11 to 12 years old). Among boys 11 to 17 years old, 56% had had contact with marketing content for video

CHART 1

CHILDREN WHO WERE INTERNET USERS (2015-2023)

Total number of children 9 to 17 years old (%)

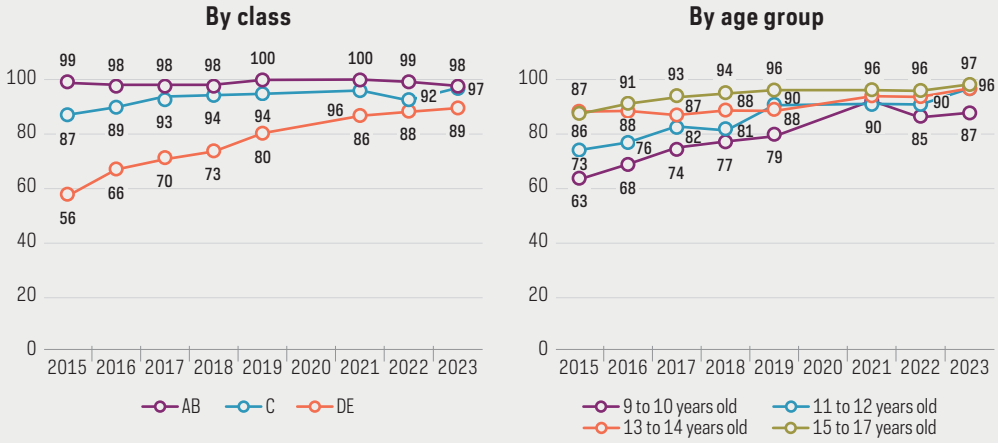
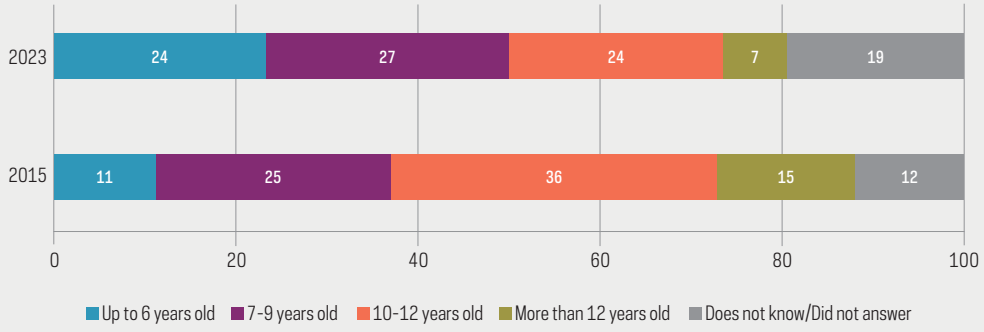


CHART 2

CHILDREN BY AGE OF FIRST ACCESS TO THE INTERNET (2015-2023)

Total number of Internet users 9 to 17 years old (%)



Of the Internet users 11 to 17 years old ...

50%
agree that the first post they see on social networks is the last one that was posted by one of their contacts

47%
agree that everyone finds the same information when they search for things on the Internet

40%
agree that the first result of an Internet search is always the best source of information

games or game consoles, compared to 26% among girls. The proportions for content on school supplies (43%) and clothes and shoes (72%) were higher among girls (27% and 48%, respectively, among boys).

APPROXIMATELY HALF (49%) OF USERS 9 TO 17 YEARS OLD HAD PARENTS WHO BELIEVE THAT THEIR CHILDREN HAD HAD CONTACT WITH ONLINE ADVERTISING CONTENT THAT WAS INAPPROPRIATE FOR THEIR AGE

Survey methodology and data access

The ICT Kids Online Brazil survey aims to understand how the population between 9 and 17 years old uses the Internet and how they deal with the risks and opportunities arising from their use. The survey uses the conceptual framework defined by the EU Kids Online[1] network as a reference, which considers the influence of individual and social contexts in countries on the use of the Internet by children. Data collection took place between March and July 2023. 2,704 children and 2,704 parents or legal guardians were interviewed nationwide. Data were collected through face-to-face interviews with the application of a structured questionnaire. The results, including the tables of proportions, totals, and margins of error for the ICT Kids Online Brazil survey, are available on the website (http://www.cetic.br) and data visualization portal (https://data.cetic.br/) of Cetic.br|NIC.br. The "Methodological Report" and the "Data Collection Report" can be accessed in both the printed publication and on the website.

Participation in digital platforms

Almost all Internet users 15 to 17 (99%) and 13 to 14 years old (93%) said they had a profile on at least one of the digital platforms investigated. The proportion was 82% for users 11 to 12 years old and 68% among users 9 to 10 years old.

WhatsApp is among the platforms on which children have the most profiles (78%). There has also been an increase in the number of profiles on Instagram (66% in 2023, compared to 45% in 2018), the proportions of which are similar to those on TikTok (63%). The survey also revealed a decrease in the presence of users 9 to 17 years old on Facebook (41% in 2023, compared to 66% in 2018).

In 2023, the ICT Kids Online Brazil survey investigated the use of YouTube by children for the first time. Among those interviewed, 88% reported having access to the platform. In addition, YouTube was the main platform for users 11 to 12 (44%) and 9 to 10 years old (42%), followed by TikTok. Among users 13 to 14 (38%) and 15 to 17 years old (62%), Instagram was the most used platform.

[1] The EU Kids Online European research network originally developed the framework and is now part of the Global Kids Online initiative. For more information about the countries participating in the network, as well as the results for each context, visit the project webpage: http://globalkidsonline.net/

CHART 3

CHILDREN BY ACTIVITIES CARRIED OUT ON THE INTERNET - EDUCATION AND SEARCHING FOR INFORMATION (2023)

Total number of Internet users 9 to 17 years old (%)

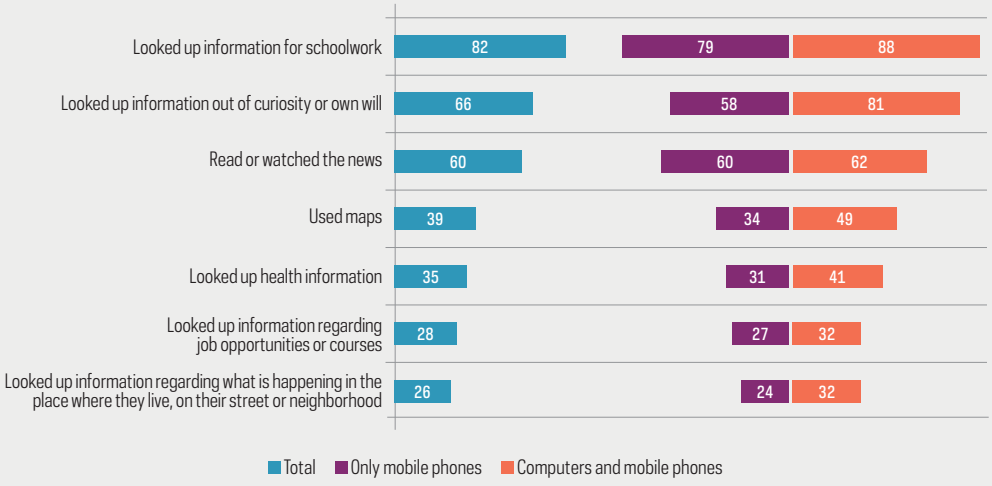
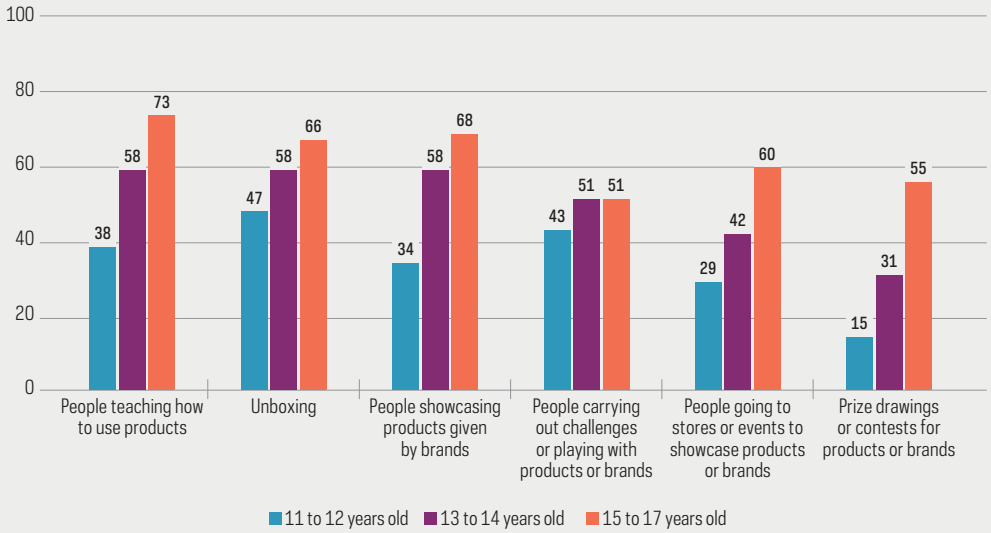


CHART 4

CHILDREN BY TYPES OF ONLINE ADVERTISING ABOUT PRODUCTS OR BRANDS SEEN, BY AGE (2023)

Total number of Internet users 11 to 17 years old (%)



ABOUT 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 https://www.cetic.br/.

ABOUT NIC.br

The Brazilian Network Information Center – NIC.br (https://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 (https://www.registro.br/), study, address and handle security incidents in Brazil – CERT.br (https://www.cert.br/), study and research network technologies and operations – CEPTRO.br (https://www.ceptro.br/), produce indicators on information and communication technologies – Cetic.br (https://www.cetic.br/), implement and operate Internet Exchange Points – IX.br (https://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 (https://www.ceweb.br), and host the Brazilian W3C office (https://www.w3c.br/).

ABOUT 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 (https://www.cgi.br/principios). More information at https://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.

ACCESS
WWW.CETIC.BR