

Proposed model questionnaire for household and individual use of IT

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- This is the fifth version of the model household questionnaire, which has been revised following the April WPIIS meeting.
- It has been presented to three WPIIS meetings and the 2001 Voorburg meeting.
- It will be finalised by mid-October, for declassification by the OECD ICCP committee by end-October.

Some comments on the general approach

- The aim has been to keep the questionnaire short, flexible and simple so that:
 - it is short enough to be fitted onto existing survey vehicles
 - it is flexible enough to be adapted to individual countries' existing surveys and methodologies
 - it is simple enough to produce reasonably comparable data across member countries for the e-commerce core data items.

On the length of the proposed questionnaire...

- It recognises that most countries would use existing survey vehicles to collect the model questions
 - usually those vehicles have restrictions on the space (time) available.
- This implies, therefore, that it is important that the first agreed version of this model survey be kept reasonably short.

On flexibility....

- The model questionnaire is flexible in several ways:
 - it is in modular form so that extra modules can be added over time and by individual countries
 - countries can add additional questions and can usually add extra categories to questions
 - countries can remove categories which do not apply and can split categories into sub-categories

On flexibility....(continued)

- countries can use more than one survey vehicle if they wish, for instance using a household expenditure survey to collect information on Internet purchases
- it emphasises consistency of output rather than proposing that all countries use exactly the same questions and methods (for instance, on barriers questions, the ‘main reason’ approach may give reasonably equivalent results to the highest ranked ‘most important’ reason).

On simplicity...

- It aims to keep the questions simple in order to promote consistency of output and to reduce respondent burden
 - for example, it does not suggest that question items be coded (for instance, according to importance or frequency).

Discussion by WPIIS in April:

- WPIIS agreed on a number of issues:
 - recall period - it was agreed that this be 12 months for general questions, and up to countries for questions related to Internet purchases, such that each country is able to compile a reasonably unbiased estimate of annual spending.
 - the meeting agreed that postal survey techniques be excluded for this survey (though it is ok to make initial contact with respondents by mail).
 - The meeting agreed to retain two units - households and individuals.

Discussion by WPIIS in April (cont):

- A question on the type of Internet access (e.g. dial up/high speed) was included in the model survey.
- No additional modules on mobile Internet access and e-mail will be developed until the first review of the approved model survey (perhaps in 2003).
- It was agreed to leave children's use of the Internet out for the moment.
- Internet purchases by location of the supplier (international/domestic). It was agreed to defer consideration of this question until the first review.

Discussion by WPIIS in April (cont):

- The location of activities and purpose.
 - Questions on this issue were reduced in number so that they are asked in respect to "any location" rather than "home" and "other locations" as currently. Output in respect of "any location" is needed for the:
 - purposes of Internet use
 - activities for which the Internet was used
 - activity most time was spent on

Further issues for discussion:

- A number of issues are not yet fully settled, and mixed feedback has been received:
 - Q4: the categories. This question simply lists the type of access services that are available. It does not use the term “broadband” - which is considered too difficult - or asks for connection speed.
 - Issue: Are these categories sufficient for your country? Should they show more detail, enabling a tabulation for broadband categories?

Further issues for discussion:

- Q8 and Q11: These questions currently show a break in fixed and mobile access, to be consistent with other questions and because the results might be interesting.
- But is this breakdown needed in the model survey?
- Q23: The categories shown here have been reduced from the previous version, to show commodities (e.g movies, music) instead of the media (CD, DVD, etc) - are they all necessary?
- Your input is most welcome!