



# EXECUTIVE SUMMARY

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## ICT KIDS ONLINE BRAZIL SURVEY 2022

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## Executive Summary

# ICT Kids Online Brazil 2022

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 parents and legal guardians about their perceptions and mediation regarding Internet use by their children or those under their guardianship.

The 2022 edition of the survey included new indicators that provide information about children's Internet access and use conditions. This edition also innovated by updating the digital skills module, following the best data collection practices for large-scale surveys. In addition, it included indicators of users' perceptions of their privacy and strategies adopted to protect it.

### Conditions of Internet access and use

In 2022, 92% of the population 9 to 17 years old were Internet users in the country (approximately 24.4 million individuals). In the same year, 1.2 million children in this age group reported not having accessed the Internet in the three months prior to the survey, while 940,000 stated that they had never accessed the Internet.

Among children who used the Internet, 31% reported they always or almost always felt the Internet speed was poor; 22% could not access the Internet due to running out of mobile

phone data plans; and 18% stopped carrying out an activity on the Internet for fear of running out of mobile phone data plans. The survey also showed that 11% of children who were Internet users reported they always or almost always had no mobile phones or computers available to access the Internet. In general, users in classes

DE were the most affected by the scarcity of data plans and limited connection speeds. In addition, they reported fewer opportunities arising from online participation (Chart 1).

Mobile phones remained the main devices used by children to access the Internet. They were the only devices used by 82% of the population in classes DE, 49% in class C, and 21% in classes AB.

The ICT Kids Online Brazil survey also assessed the frequency with which the population surveyed felt that they found what they wanted or needed on the Internet, had questions about how to do

something on the Internet, were concerned about privacy, and experienced uncomfortable situations online.

Approximately half (53%) of Internet users 9 to 17 years old almost never or never felt that the Internet did not have what they wanted or needed. The proportions were higher for individuals in classes AB (66%) and those 15 to 17 years old (56%).

Considering perceptions about the use of the Internet, 16% of those investigated reported always or almost always having questions about how to do something online.

Regarding uncomfortable situations online, 19% of Internet users reported that they always

43% OF INTERNET USERS 9 TO 17 YEARS OLD REPORTED USING COMPUTERS TO ACCESS THE INTERNET. HIGHER PROPORTIONS WERE OBSERVED AMONG USERS IN CLASSES AB (77%) COMPARED TO CLASSES C (50%) AND DE (16%)

or almost always got upset or bothered by things that happened on the Internet. The proportions were higher for users 9 to 10 years old (20%) and 15 to 17 years old (22%), compared to users 11 to 12 years old (14%) and 13 to 14 years old (18%).

## Online activities

Confirming a trend observed in previous editions of the survey, multimedia, education, and communication activities were among the main online practices of Brazilian children. In 2022, more than 80% of Internet users 9 to 17 years old listened to music online (87%) and watched videos, shows, films, or TV series online (82%). Looking up information on the Internet for schoolwork (80%)

and sending instant messages (79%) were also activities reported by most of the respondents. In general, the older they were, the more intense and diverse their online practices were.

In 2022, 86% of users 9 to 17 years old reported having profiles on social networks (96% for users 15 to 17 years old). The survey also showed that playing games online has also become popular among children. Unlike other activities, where the proportion of participation was higher among older individuals, in this case, there was a greater balance among age groups. In 2022, 59% of Internet users 9 to 10 years old reported having played games online with other players. The proportions were 56% for users 11 to 12 years old, 61% for those 13 to 14 years old, and 55% for those 15 to 17 years old.

## Digital skills

The ICT Kids Online Brazil 2022 survey also investigated children's perceptions of their digital skills. In general, Internet users 11 to 17 years old reported knowing how to perform the highest proportions of skills

considered operational, such as downloading applications (94%) and connecting to Wi-Fi networks (90%). Regarding operational skills, knowing how to check how much money was spent on an application was the item least reported as true or very true by the population investigated (46%). The proportions were 26% for users 11 to 12 years old, 36% for those 13 to 14 years old, and 64% for users 15 to 17 years old (Chart 2).

Among 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 was 77%. The percentage of those who reported knowing how to check whether information found on the Internet is accurate was lower (57%), as well as that of users who stated they knew

how to check if a website is trustworthy (62%).

52% OF INTERNET  
USERS 11 A 17  
YEARS OLD STATED  
THEY KNOW HOW  
TO DIFFERENTIATE  
BETWEEN  
SPONSORED AND  
NON-SPONSORED  
CONTENT ONLINE

## Online risks and privacy management

The 2022 edition of the ICT Kids Online Brazil survey included new questions about the perceptions of Internet users 11 to 17 years old about how careful they were with the information they shared on the Internet and the use of websites and applications. This edition also included questions about strategies effectively adopted to protect their privacy.

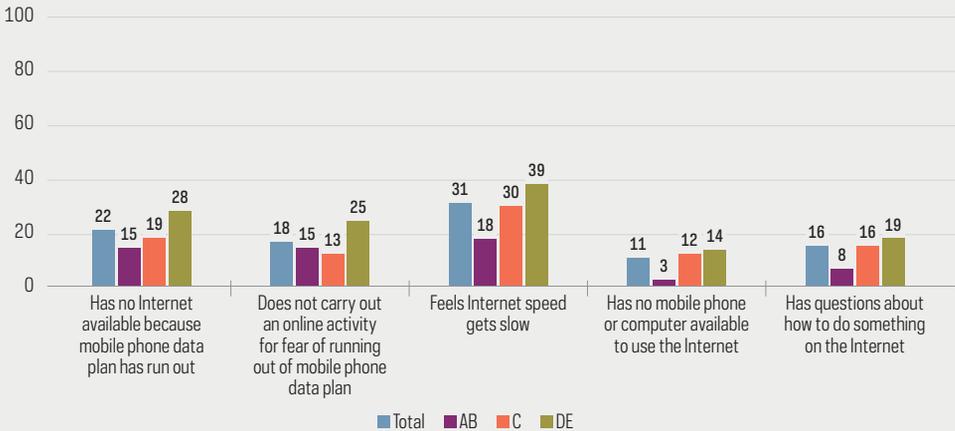
More than 70% of Internet users 11 to 17 years old agreed that they were careful with personal information they posted (79%) and the friend requests they accepted on the Internet (73%). Among Internet users in this age group, 63% reported having shared content on the Internet only with close friends, 58% reported that they provided only as little personal information as possible when registering online, and 55% said they read the privacy terms of the apps or websites they used (Chart 3).

CHART 1

**CHILDREN BY FREQUENCY OF SITUATIONS EXPERIENCED FOR INTERNET ACCESS AND USE, BY SOCIAL CLASS (2022)**

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

\*Always or almost always



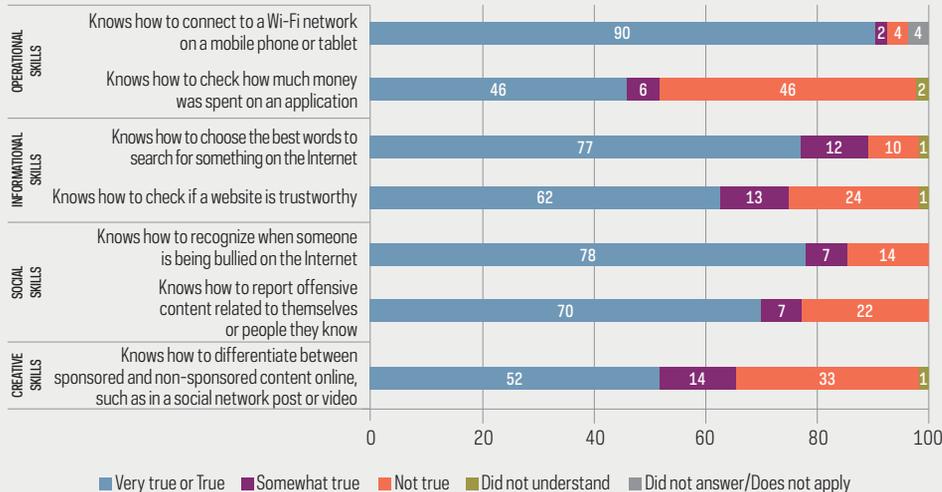
Among Internet users 9 to 17 years old...



CHART 2

**CHILDREN BY INTERNET SKILLS (2022)**

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



Considering the strategies adopted to protect their privacy, more than half of Internet users 11 to 17 years old reported having blocked messages from someone they did not want to talk to (63%); having used secure passwords (58%); and having changed privacy settings so fewer people could see their profiles (52%). In smaller proportions, individuals in the same age group reported having deleted their search history (38%) and chosen to use an anonymous or private tab in a Web browser (18%). The strategies effectively adopted to protect their privacy tended to increase as the age group of Internet users increased (Chart 4).

## 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<sup>1</sup> 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 June and October 2022. Totals of 2,604 children and 2,604 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.

## Perceptions about critical aspects of the digital ecosystem

Approximately half (51%) of users 11 to 17 years old agreed that everyone finds the same information when they search for things on the Internet, while 43% of users felt the first result of an Internet search is always the best source of information. Half of the respondents indicated that the first post they see on social networks is the last one posted by one of their contacts.

For the content creation dimension, 74% of users 11 to 17 years old agreed that enterprises pay people to use their products in the videos and content they publish on the Internet (a proportion of 82% for users 15 to 17 years old). In addition, 61% recognized that using hashtags increases the visibility of publications on the Internet. The proportion was 75% for users 15 to 17 years old and 45% for those between 11 and 12 years old.

<sup>1</sup>The EU Kids Online European research network originally developed the framework and is now part of the Global Kids Online initiative. For more information, visit the project webpage: <http://globalkidsonline.net/>

CHART 3  
**CHILDREN BY PERCEPTIONS ABOUT ATTITUDES TOWARD PROTECTING THEIR PRIVACY (2022)**

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

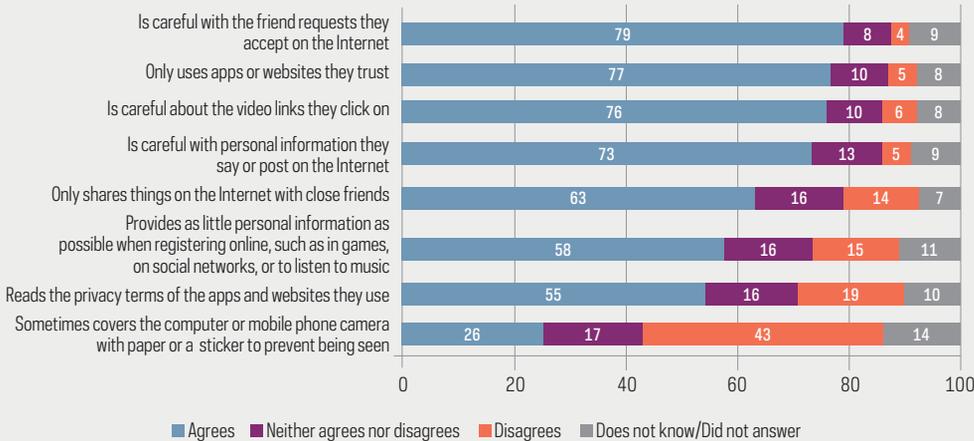
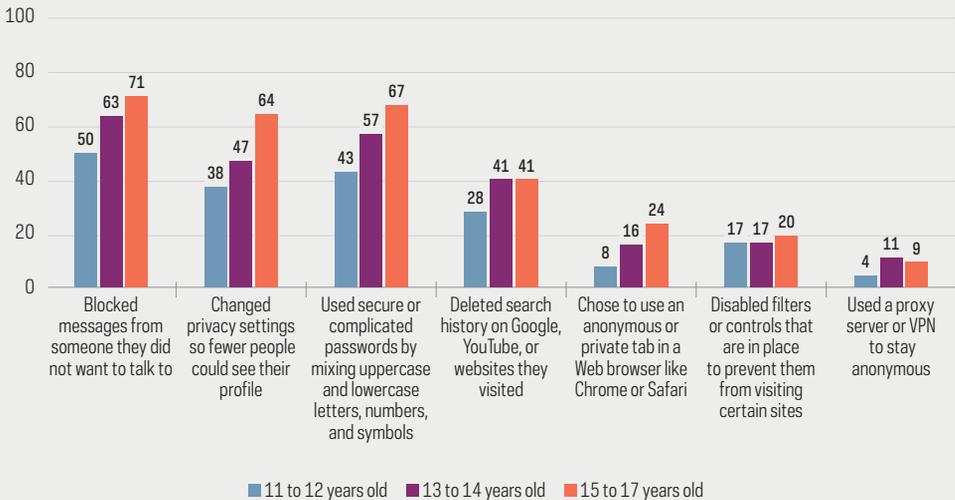


CHART 4  
**CHILDREN BY STRATEGIES TO PROTECT THEIR PRIVACY, BY AGE GROUP (2022)**

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



## ABOUT CETIC.br

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

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 – CEPTR0.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

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.

