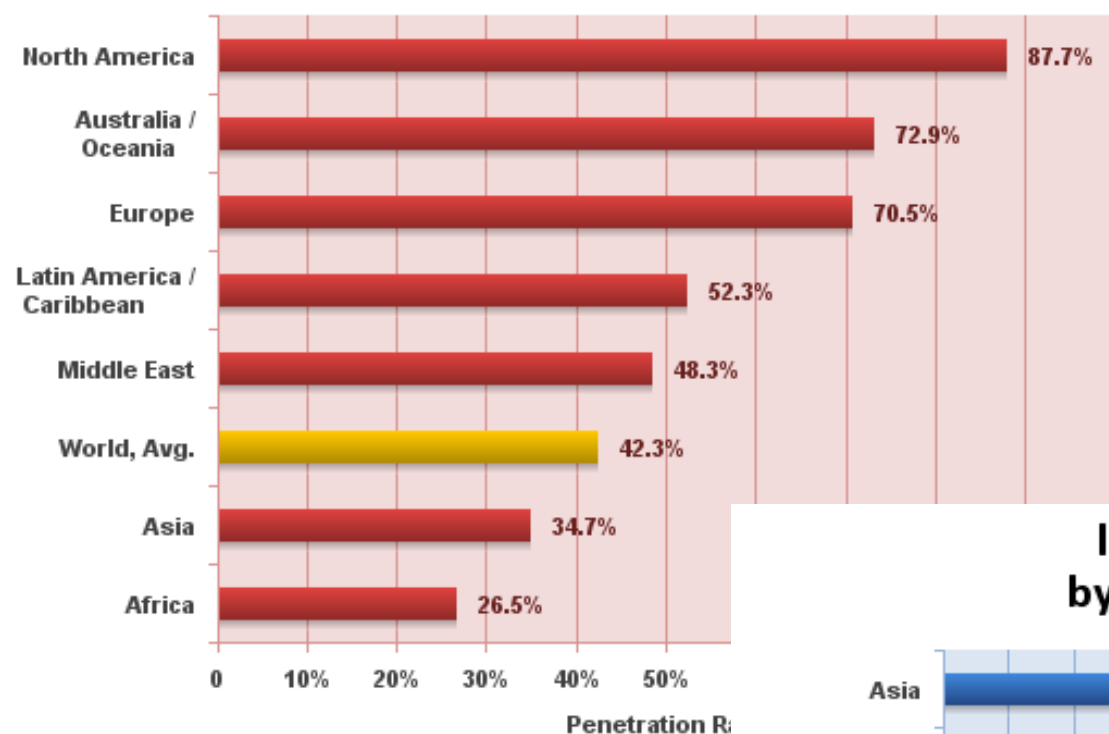


# Internet and social media use among newcomers

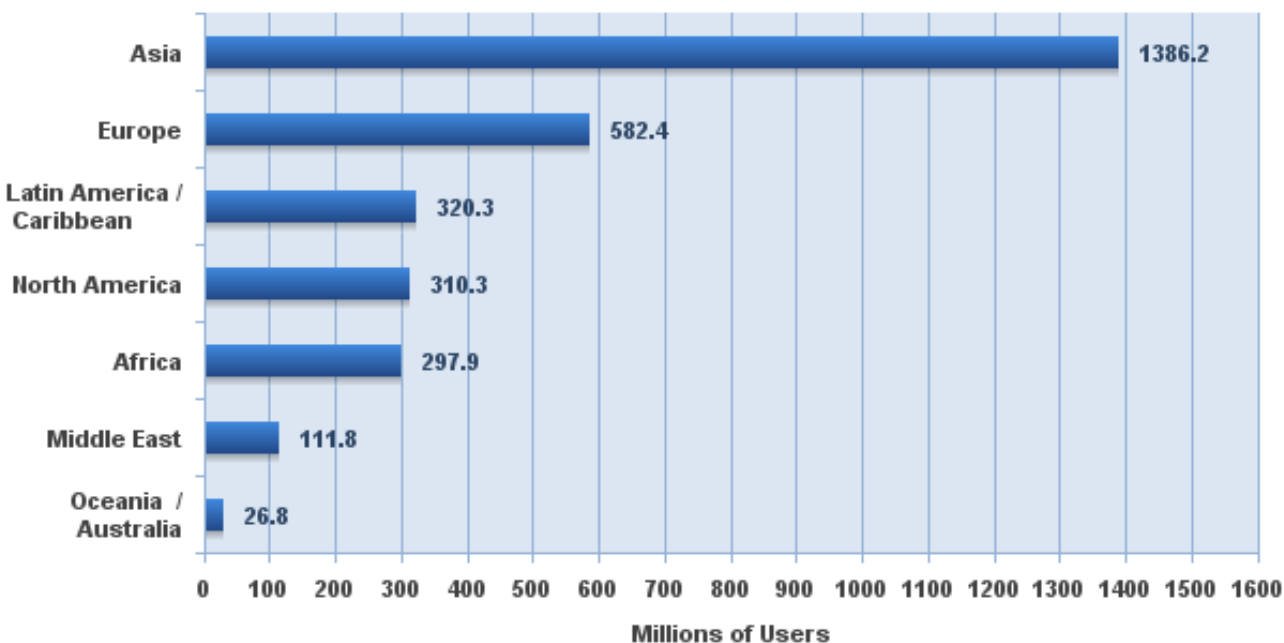


## World Internet Penetration Rates by Geographic Regions - 2014 Q2



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 Penetration Rates are based on a world population of 7,182, and 3,035,749,340 estimated Internet users on June 30, 2014  
 Copyright © 2014, Miniwatts Marketing Group

## Internet Users in the World by Geographic Regions - 2014 Q2



Source: Internet World Stats - [www.internetworldstats.com/stats.htm](http://www.internetworldstats.com/stats.htm)  
 3,035,749,340 Internet users estimated for June 30, 2014  
 Copyright © 2014, Miniwatts Marketing Group



# Know your audience

practise skills,  
strategize, &  
plan for action

4.

5.

apply what's been  
learned in the world

1. start with the experience  
& knowledge of the  
participants

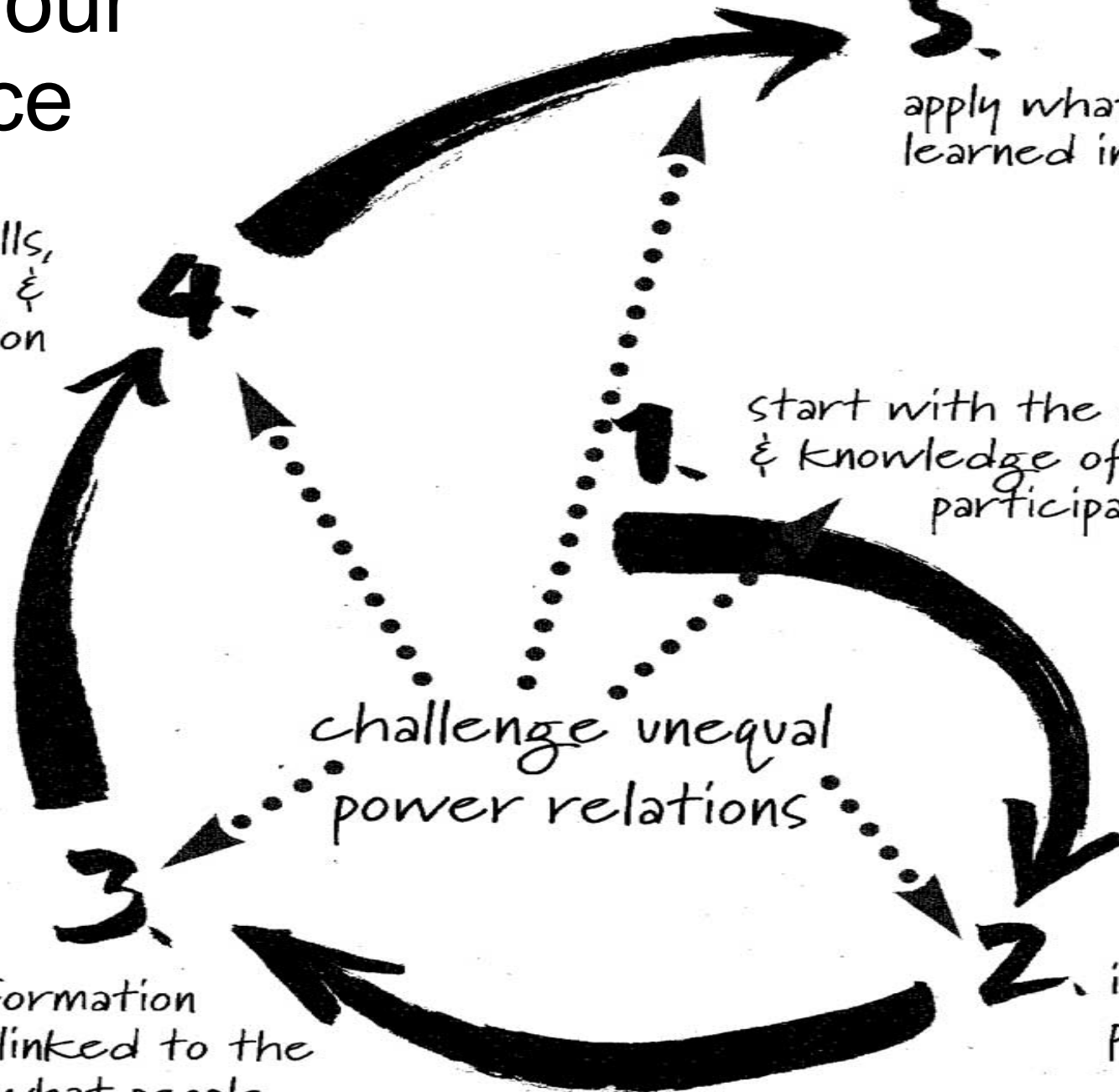
challenge unequal  
power relations

2.

identify  
patterns

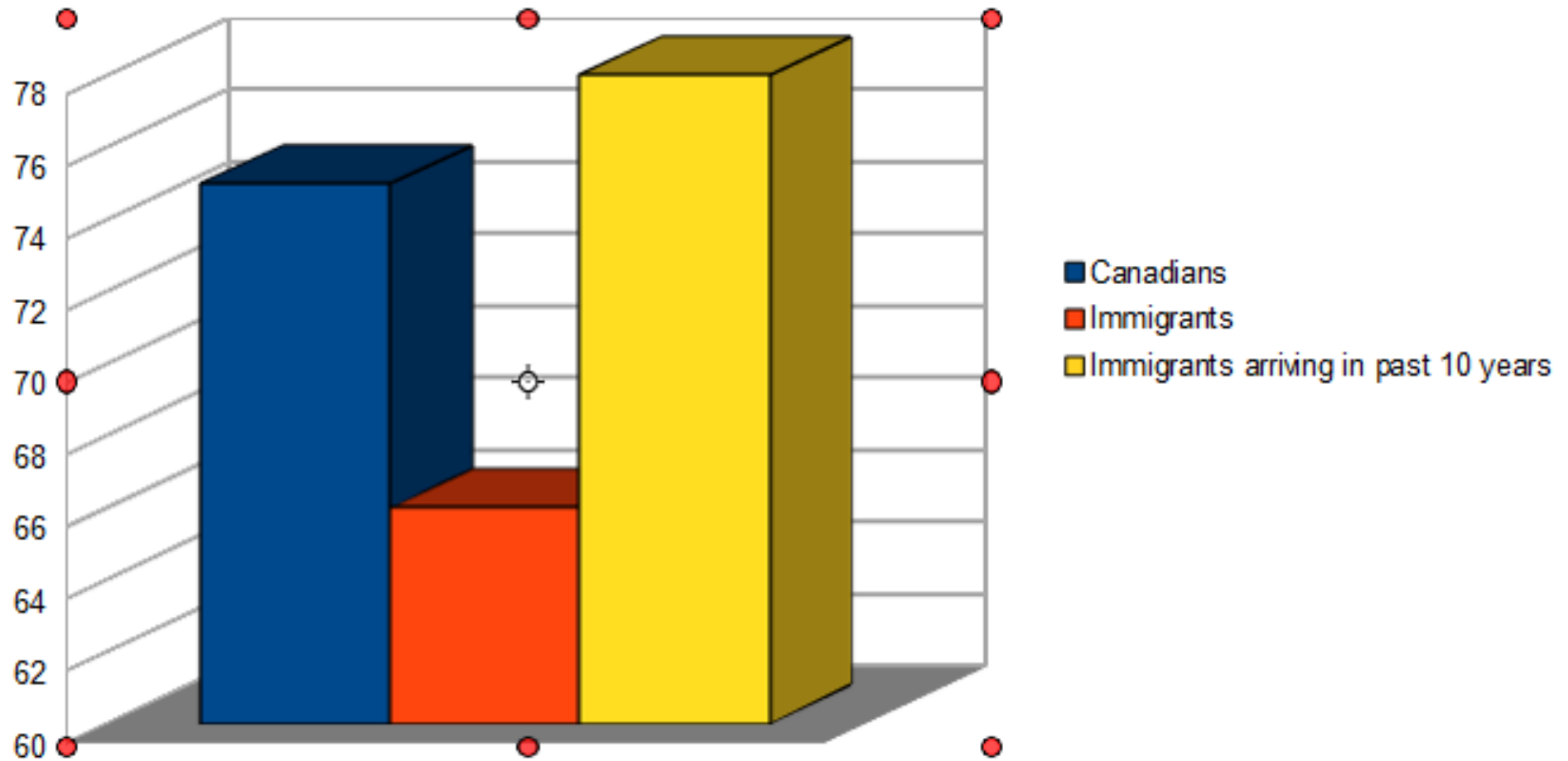
3.

add new information  
and theory linked to the  
patterns in what people  
know



## Internet use among newcomers

Statistics Canada, 2007



“Among people born in Canada, 75% used the Internet, compared with 66% of those born elsewhere. However, the rate was 78% among immigrants who arrived in Canada during the last 10 years.”

# DIGITAL ACCULTURATION

2014

YAHOO!

## Digital devices



New Canadians: **3.8**  
Canadians: **4.4**



New Canadians: **1.9**  
Canadians: **1.5**



New Canadians: **4.0**  
Canadians: **2.6**

New immigrants spend **54% more time** per day on mobile devices



**81%**

feel cell phone plans in Canada are more expensive than in their country of origin



**69%**

use online calling or a video chatting app to stay in touch with friends/family in Canada



# Top messaging apps

WhatsApp PLUS

Viber

WhatsApp Messenger

LINE

Facebook Messenger

WeChat

BBM

WhatsApp PLUS Holo

KakaoTalk

Snapchat

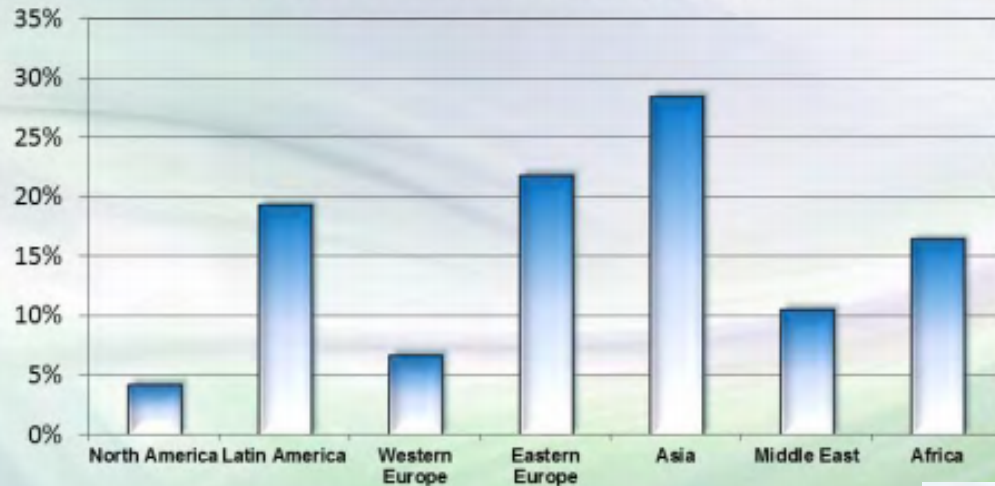


# Online learning

## 2010-2015 Worldwide Self-paced eLearning Five-year Growth Rates by Region

Across All Product Types

### 2010-2015 Growth Rates by Region

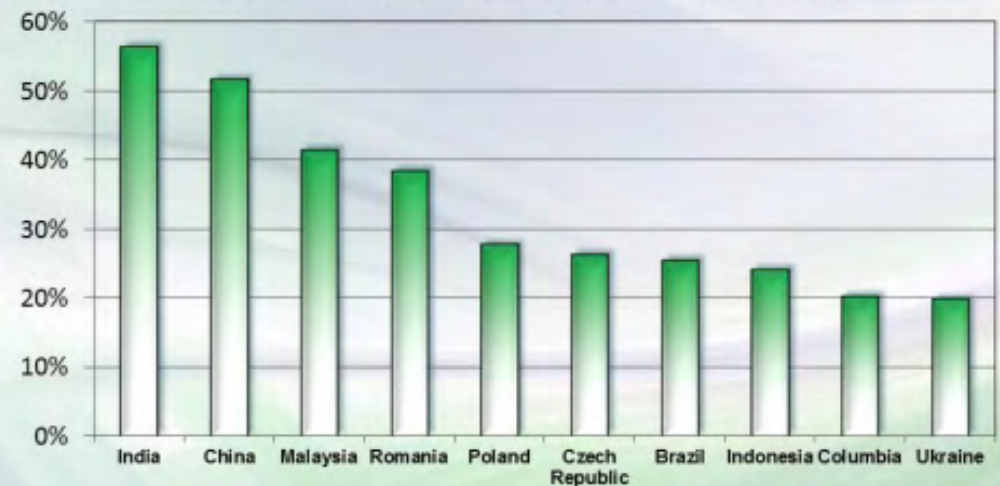


Ambient Insight 2011

## 2010-2015 Top Self-paced eLearning Five-year Growth Rates by Country

Across All Product Types

### 2010-2015 Top Ten Growth Rates by Country



Ambient Insight 2011





# Niche social networks

The screenshot displays the Settlement.Org website, which is a resource for newcomers to Ontario. The header features the Settlement.Org logo with a red maple leaf and the tagline "Welcome to Ontario". Navigation links include "MY SETTLEMENT LOGIN", "Sign Up or Learn More", and "Etablissement.Org". A banner reads "INFORMATION NEWCOMERS CAN TRUST". The main navigation bar includes "My First Days", "Services Near Me", "Translated Info", and "Discuss". Below this is a search bar and a row of topic categories: "Immigration & Citizenship", "Housing", "Health", "Employment", "Education", "Community & Recreation", "Legal Services", and "Daily Life". The "Discuss" section is highlighted, showing a breadcrumb trail "Home > Forum >". The "Discussion Forum" title is prominently displayed, followed by a message: "To post messages and use great My Settlement features, please sign-up or login." Below this is a login form with two input fields, a "LOGIN" button, and a checkbox for "Save Password". On the right, a "Recent Discussions" section lists four topics: "How can I bring my child to Canada?", "Sponsoring Parents", "Noisy Neighbour Resolution?", and a link to "See all Recent Discussions".

Settlement.Org  
Welcome to Ontario

MY SETTLEMENT LOGIN Sign Up or Learn More Etablissement.Org

INFORMATION NEWCOMERS CAN TRUST

My First Days Services Near Me Translated Info Discuss Search...

Immigration & Citizenship Housing Health Employment Education Community & Recreation Legal Services Daily Life

Home > Forum >

## Discussion Forum

To post messages and use great My Settlement features, please sign-up or login.

LOGIN ☐ Save Password

### Recent Discussions

- ▶ [How can I bring my child to Canada?](#)
- ▶ [Sponsoring Parents](#)
- ▶ [Noisy Neighbour Resolution?](#)
- ▶ [See all Recent Discussions](#)

30,288 members



435,973 members



112,956 members



74,035 members



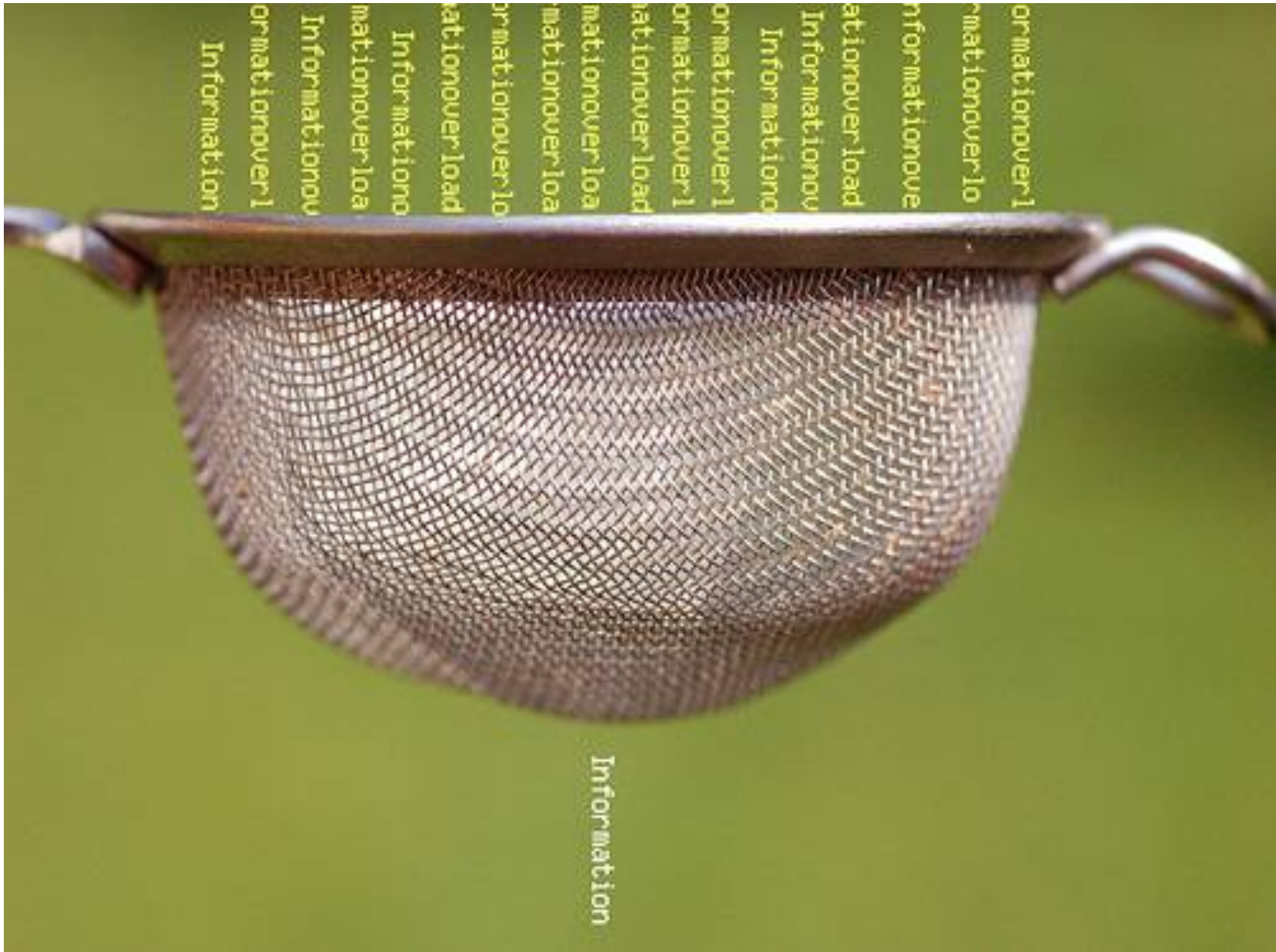
25,530 members



24,575 members

and many more, including in other languages...

# It's not all about technology



# Privacy, Security, Confidentiality, Human Touch

## facebook introduces new privacy settings

