

Report Summary

The attitudes of online users in the MENA region to
**CYBERSAFETY, SECURITY AND
DATA PRIVACY**



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استطلاع أثر الرقمية على المجتمع Exploring Digital Impacts on Society

The attitude of online users in the MENA region to **Cybersafety, Security and Data Privacy**

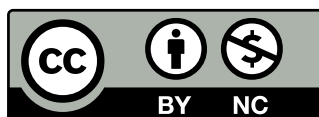
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The Digital Impact and Emerging Technologies Team at the Ministry of Information and Communication Technology (ictQATAR) established Rassed to study the effects of the Internet and Information Communication Technologies (ICT) on society; and the potential of emerging digital technologies.

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Foreword

In 2012, the Ministry of Information and Communications Technology sponsored research into the Middle East and North Africa (MENA) region as part of the Global Internet Values Project.

The Ministry's involvement followed on from a 2011 study - published initially in the World Economic Forum's Global Information Technology Report 2010-2011 - which explored variations across cultures, in areas such as online freedom of expression, privacy, trust and security. In particular we noted the absence of the Arab world from that report and so we undertook our new research project with the aim of bridging this gap.

As a result, in consultation with the Ministry, the next iteration of this global study - which was led by the Oxford Internet Institute at the University of Oxford, in collaboration with the Samuel Curtis Johnson Graduate School of Management, Cornell University - included 2,793 respondents from across 14 countries in the Middle East.

These conclusions have subsequently been analyzed and contextualized by teams within the Ministry in order to provide a valuable evidence base to help shape our work. In particular, it is worth noting that this document addresses several key Internet topics at a regional level for the first time. As a result, it provides us with insights that enable us to understand the MENA Internet user as never before.

These five areas of study are:

1. **Access to Technology:** Building a picture of the Arab Digital Household.
2. **Attitudes:** Exploring the views of Internet users in MENA towards the web.
3. **Level of Concern:** Examining the extent to which MENA Internet users are concerned about issues such as the repurposing of their personal online data, or the risk of someone breaking into their Internet account or e-mail.
4. **Trust:** Discovering the levels of trust Internet users invest in different Internet online players and third parties, from Governments to Banks and Internet Service Providers (ISPs); and whether MENA Internet users feel that their data is kept safe by such entities.
5. **Behaviors:** Understanding if user attitudes and concerns are reflected in the online activities undertaken by MENA's Internet population.

The data also enables us to map the attitudes and behaviors of MENA's Internet users against Internet users in other regions; thereby benchmarking for the first time the online experience of users in MENA against other parts of the world. It also shows that although users across the globe have many things in common, MENA Internet users do show distinctive characteristics around issues such as the role of Government in blocking harmful content, and in their behaviors around eCommerce and cybersafety.

As a result, our report offers conclusions which we believe will be of particular relevance to Government agencies, regulators - as well as academic, civil society and industry stakeholders - across the region; and globally.

Because we also recognize that studies such as these provoke many questions, we have also made comments and recommendations for areas of future study which we - or others - may want to address.

Finally, we have also included some links to other interesting reports worth noting, as well as tools and tips to encourage safe Internet usage; building on many of the themes and conclusions which derive from our research.

In producing this paper I am very grateful to Professor William H. Dutton and Ginette Law from the Oxford Internet Institute at the University of Oxford, and Professor Soumitra Dutta from the Samuel Curtis Johnson Graduate School of Management at Cornell University for all of their help; which included presenting preliminary data findings to Ministry staff. We also benefited from guidance provided by Dr. Kaltham Al Ghanim at Qatar University, who kindly reviewed our research findings.

I hope you enjoy this report.

Dr. Hessa Al-Jaber

Minister of Information and Communications Technology

Executive Summary

Despite coming from a different cultural context, Internet users in the Middle East share many of the same concerns about online privacy and safety as Internet users in other parts of the world.

Understanding - and addressing - these concerns is essential if take-up of eGovernment and eCommerce is to be encouraged, and to ensure that outreach activity can be targeted to address the particular needs and anxieties of MENA's Internet users.

10 key findings:

1. The majority of Internet users in MENA access the web from home.
2. They are considerably less likely to make online purchases or do online banking compared to other regions.
3. MENA Internet users are considerably more likely to agree with the statement that "the Internet is making things better for people like me" – when compared to the world average.
4. They are also more supportive of the idea that Government authorities should block harmful online content than users elsewhere in the world.
5. When compared to the world average, MENA Internet users show similar levels of concern about their online communications being monitored. Nonetheless, a sizeable number are also quite relaxed about this issue.
6. Internet users in North Africa are much more inclined to believe that their personal data is safe online compared to other Internet users in both the Gulf Cooperation Council (GCC) and globally.
7. Amongst different online players; banks and financial institutions in the region enjoy the highest levels of trust, followed by health and medical service providers and Government authorities.
8. Nearly 50% of MENA's Internet users say they are "very careful" about what they say and do on the Internet.
9. Despite this, they are among the most likely to open attachments, documents and emails from senders they do not know; and amongst the least likely to scan their computer or mobile device for viruses and spyware.
10. They are also amongst the most likely to meet people online that they have not met in person, and are more likely to accept to be "friends" with someone online - or to make "connections" with people they do not personally know - than users in any other region.

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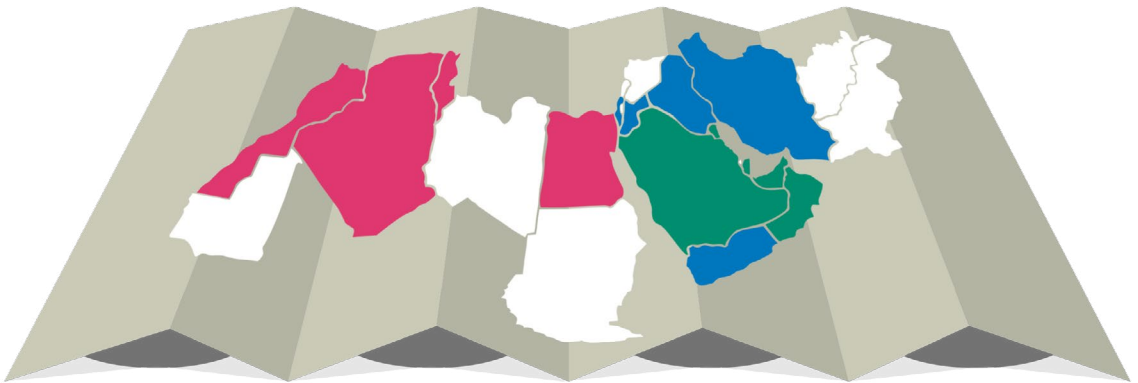
How to read this report

The charts and tables in this report use data collected through an online survey of 2,793 Internet users in 14 MENA countries between July -September 2012, as well as a further global sample of 8,432 respondents from 44 other countries.

For more information on our research methodology see Appendix 1.

Countries we have surveyed

Algeria	Egypt	Kuwait	Qatar	Oman	Iraq	Iran
Morocco	Tunisia	Saudi Arabia	UAE	Bahrain	Jordan	Yemen



1

Technology and the Internet – The Arab Internet user



Summary

- MENA households enjoy many forms of domestic technology in line with the world average. Usage of Satellite TV is 37% higher than the global figure.
- There are major differences in access to technology between households in the GCC and North Africa. This is particularly true for tablets and gaming machines. Fixed line and webcam ownership enjoys much greater parity.
- The majority of Internet users in MENA access the web from home.
- MENA Internet users are considerably less likely to make online purchases, or do online banking, compared to Internet users in other regions.

a. Access to technology

Households in MENA have access to many forms of domestic technology in line with – and on occasion above – the world average (see Figure 1). This is particularly true for Satellite TV which has a very high penetration rate across the region (87%), well above the global average (50%).

In other areas of technology usage - such as fixed line phones and e-readers - availability in MENA households is broadly in line with global averages.

The most striking element of our data however lies in some of the key differences which can be seen between the GCC and North African Internet users.

This contrast can clearly be seen in areas such as access to tablets (70% in the GCC, compared to 33% in North Africa) and gaming machines/consoles (62% in the Gulf Countries versus a total of 36% of households located in North Africa).

Differences can also be seen in access to digital cameras and MP3 players.

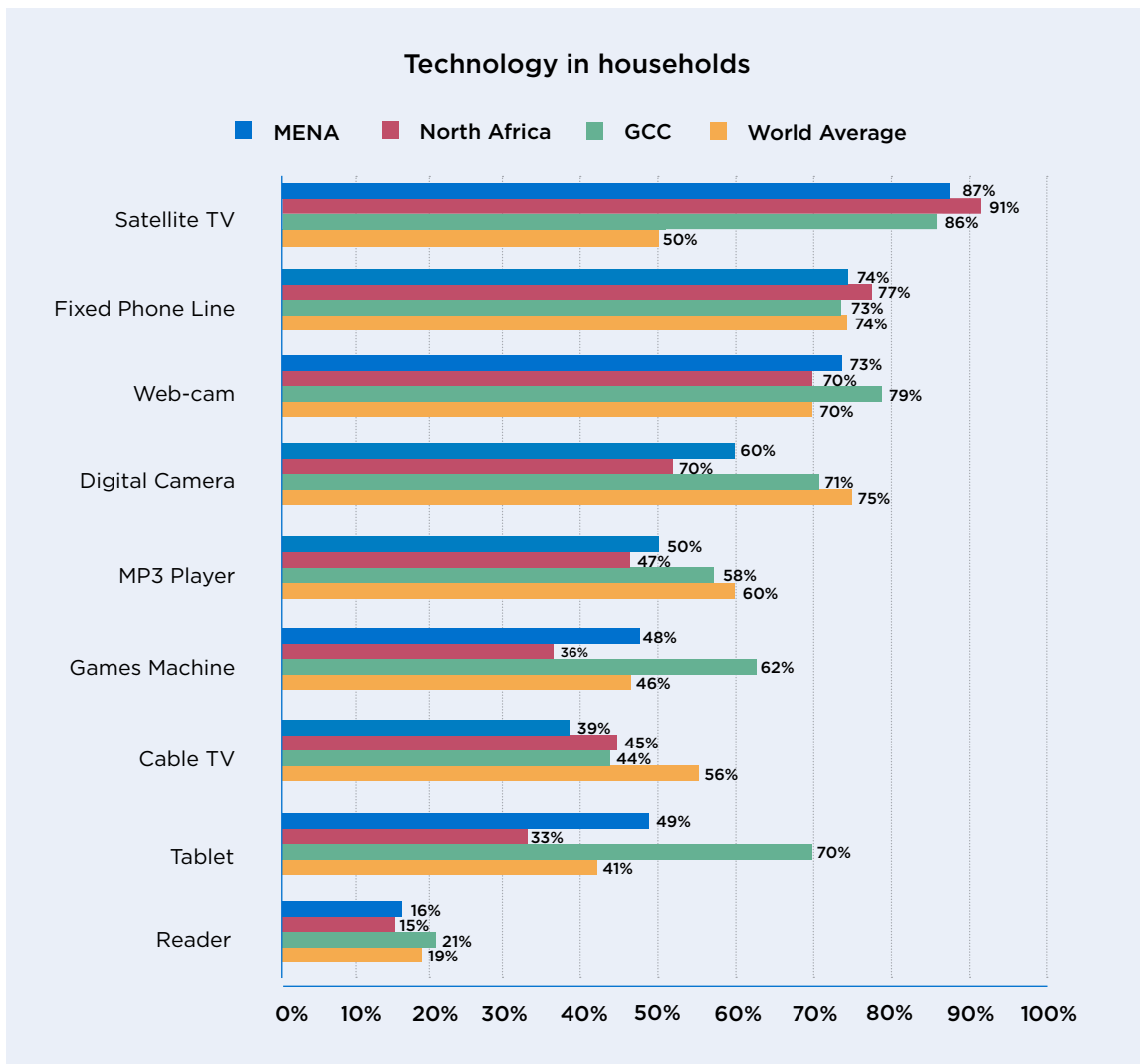


Figure 1: Technology in households

b. Internet usage: Where users go online

In terms of where people go online, the majority of Internet usage in MENA – as well as globally – takes place at home (see Figure 2). There is a small variance in the location of Internet usage between North Africa and the GCC.

The high levels of smartphone penetration in the GCC are likely to account for such prevalence of access on the move. Data compiled in mid-2013 by Statista reported that three in four people in the UAE own a smartphone; the highest level of smartphone penetration in the world, just ahead of South Korea and Saudi Arabia.³ Although access to this technology does not necessarily translate into usage of

smartphone features such as apps and mobile media,⁴ it does nonetheless make it both easier, and more likely.

Conversely, lower levels of smartphone penetration⁵ are probably a reason behind the higher levels of fixed location usage (e.g. Community Centers and Internet cafes) which can be found amongst North African Internet users.

As eMarketer notes: “This is a common trend in the developing world, where people first go online at these locations before access is supplanted by home computers and mobile devices.”⁶

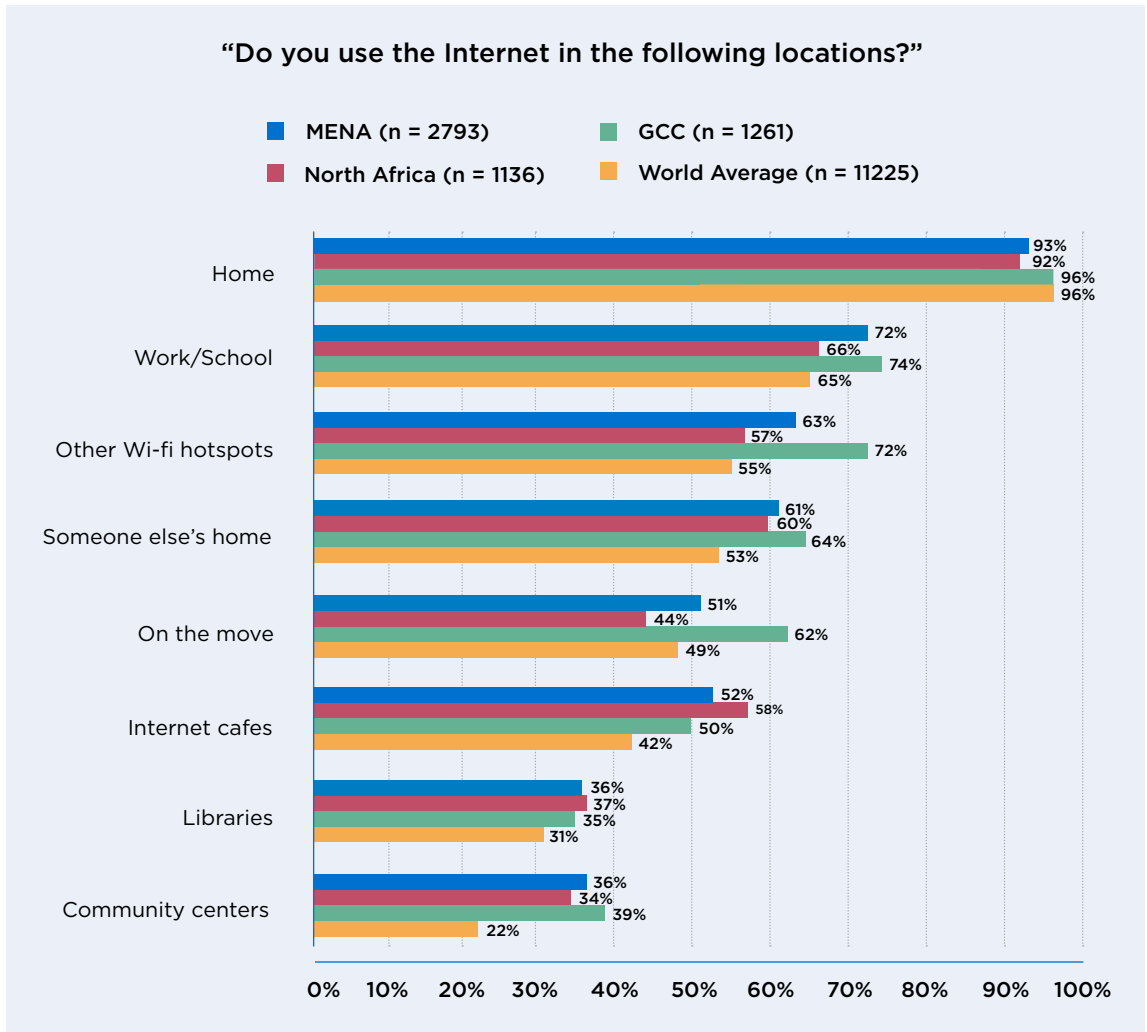


Figure 2: Internet use by location

c. Internet usage: Time spent online

In terms of time spent online (see Figure 3), based on participants in this study, the volume of Internet usage across MENA is firmly in line with global averages; with 40% of MENA Internet users saying they use the Internet for over 20 hours a week (compared to 39% globally).

At the other end of the scale 13% of MENA Internet users stated that they used the web for between 0-5 hours a week (against a world average of 10%).

Within this, there are likely to be some variances, with young people most likely to be amongst the heaviest Internet consumers. Research by Booz and Co into the Arab Digital Generation⁷ showed that 83% of these Internet users reported using the Internet daily, with 40% using the Internet for at least five hours a day.

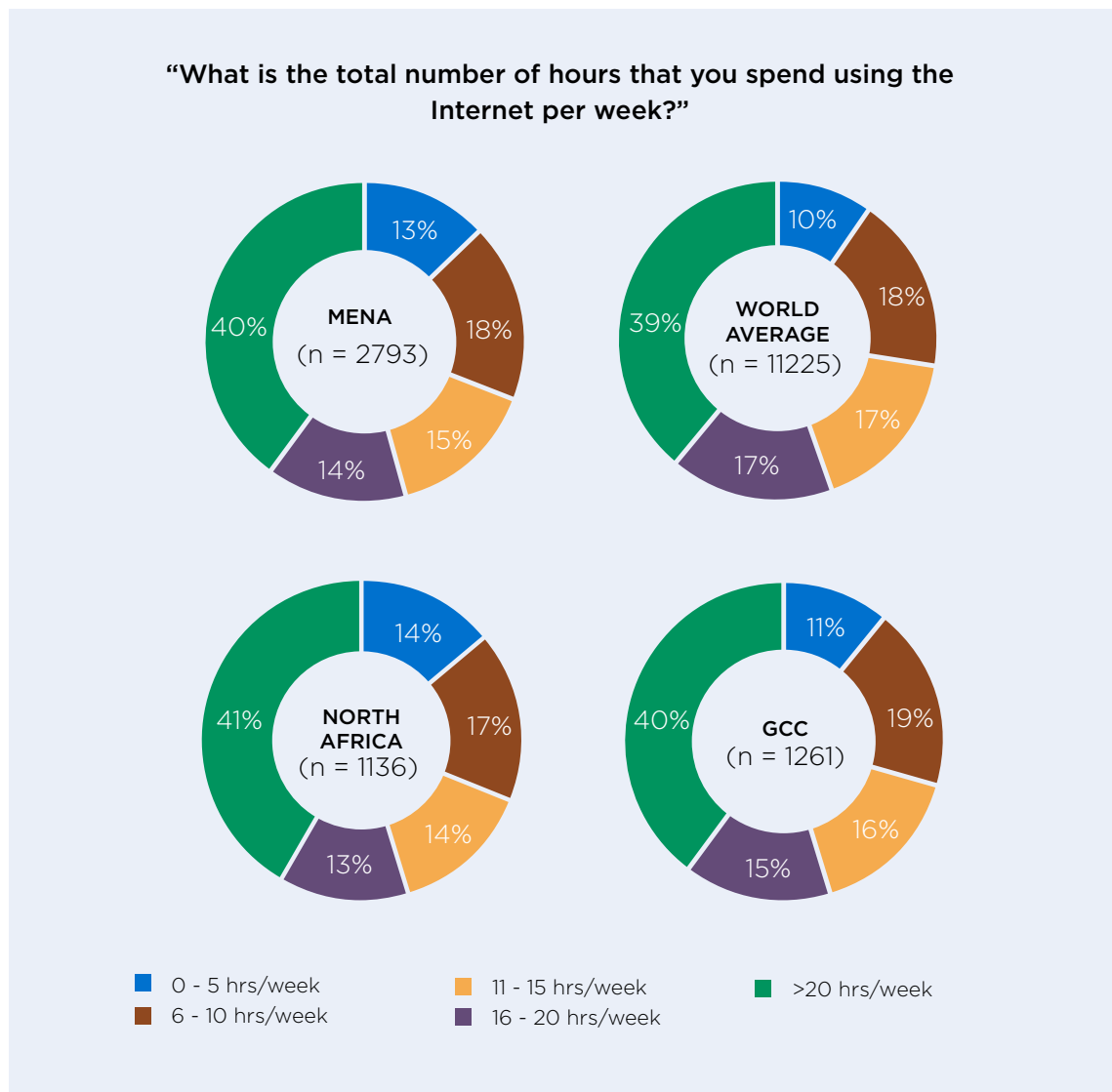


Figure 3: Hours of Internet use per week

d. Internet usage: What activities MENA Internet users do online

Online media behaviors

When it comes to online media behaviors (see Figure 4) MENA Internet users are more likely to watch videos online than Internet users in any other region. They are also amongst the most frequent downloaders of online content.

MENA Internet users are also more likely to meet new people - or make new connections online - than Internet users in more established markets, doing this more frequently than any region apart from mainland Africa (see Figure 4).

However, looking at the types of activities undertaken by Internet users (see Figure 5) such as checking email or surfing

the web for information, the behavior of MENA Internet user is broadly in line with users in other countries.

They are also more inclined to use social media platforms on a regular basis - as well as check the news online, communicate with friends and share pictures of friends, family or colleagues - than Internet users in North America, Oceania and Europe. Interestingly, all four of these activities are undertaken more regularly in emerging markets such as MENA, Africa, Latin American and Asia.

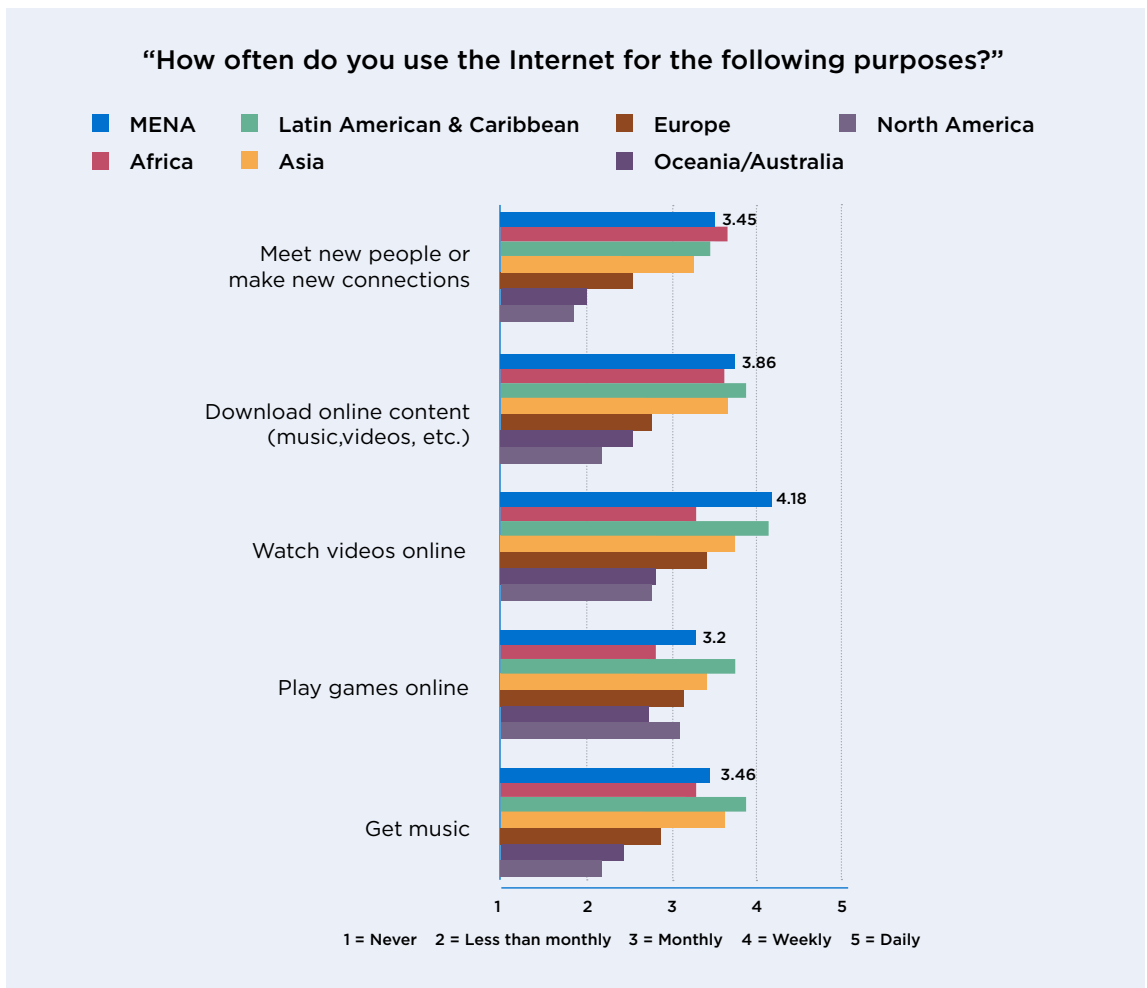


Figure 4: What people use the Internet for – types of media

“How often do you use the Internet for the following purposes?”

■ MENA ■ Latin American & Caribbean ■ Europe ■ North America
■ Africa ■ Asia ■ Oceania/Australia

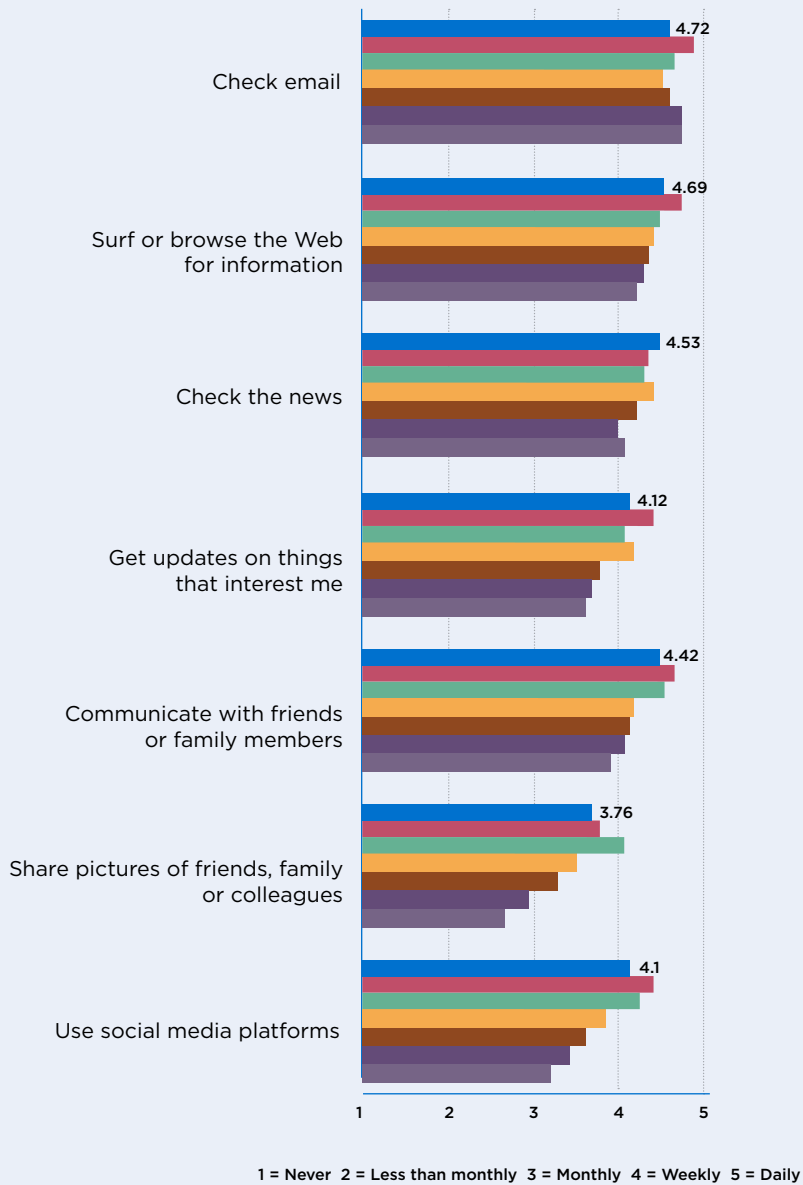


Figure 5: What people use the Internet for – types of online activities

Usage of online products and services

When examining usage of Internet services (see Figure 6) there are some major differences between the activities undertaken by Internet users in MENA and other parts of the world.

Most notably MENA Internet users are considerably less likely to make online purchases or do online banking. However, they also make video calls on a more regular basis than in any other region.

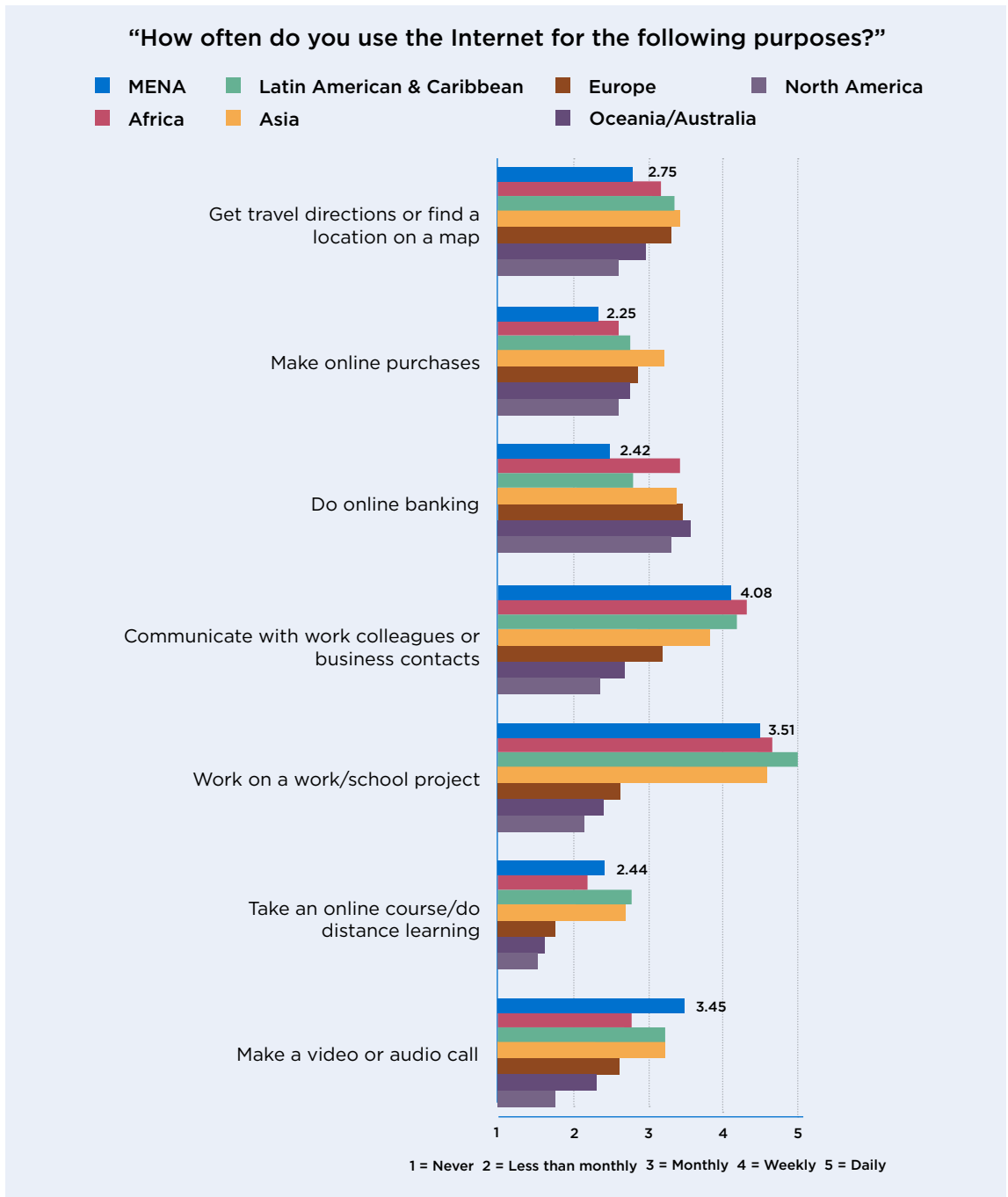


Figure 6: What people use the Internet for – online products and services

Online expression

According to our survey, MENA Internet users are the most likely to express an opinion about politics online (see Figure 7). They're also the second most likely to maintain a personal website - behind users in Latin America and the

Caribbean – showing again that this type of personal online expression is more popular in emerging Internet markets, than established ones.

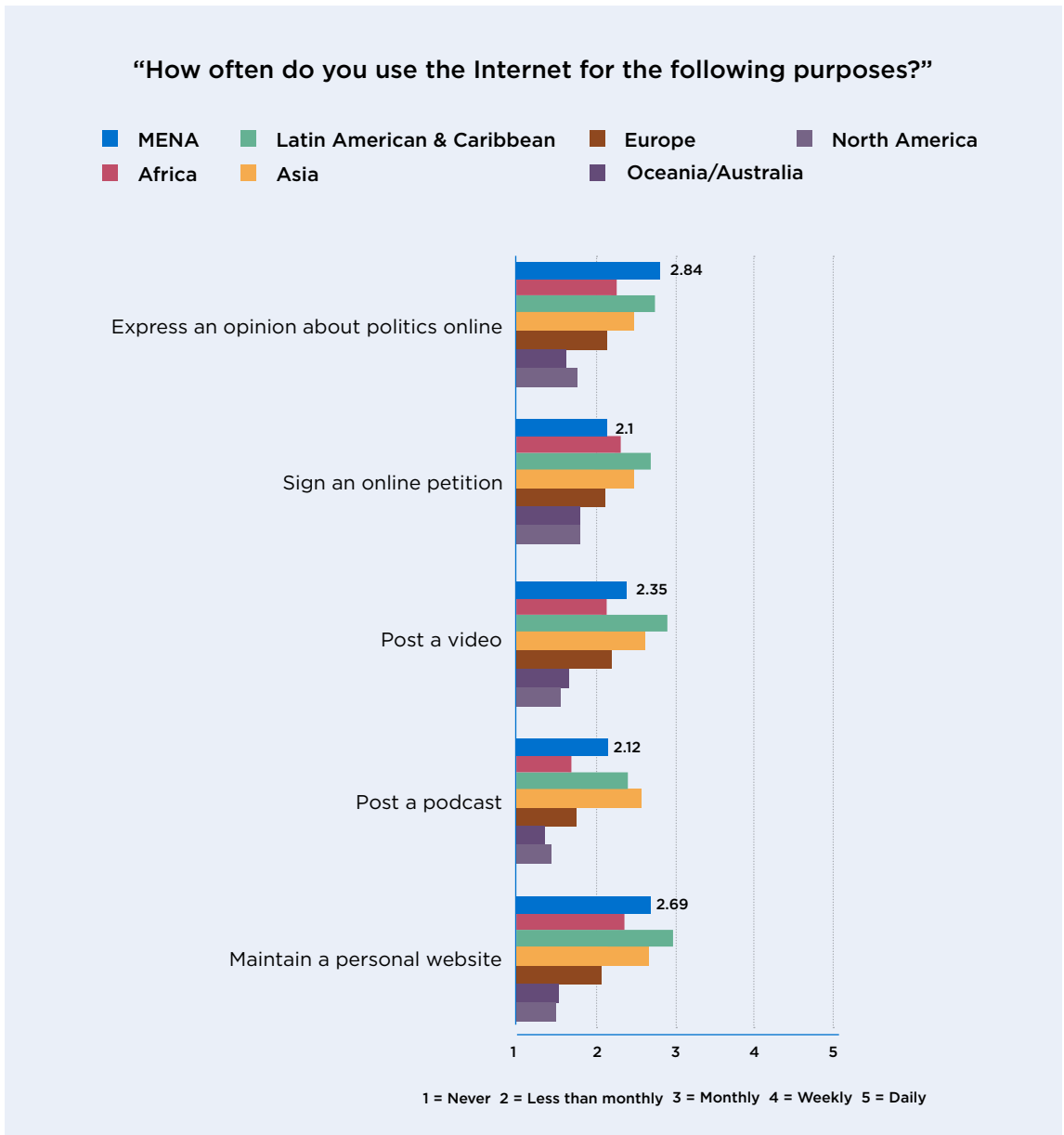
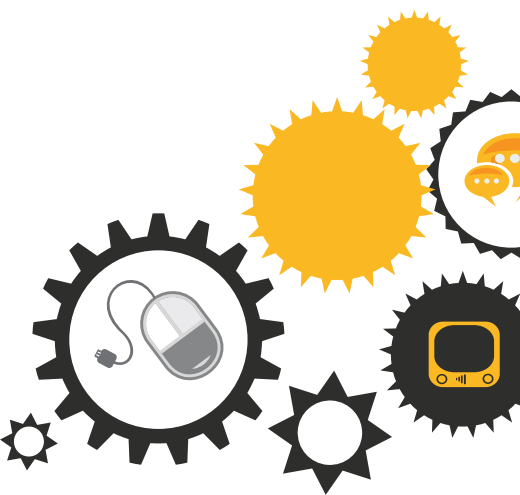


Figure 7: What people use the Internet for – tools for online creative expression

2

Attitudes towards the Internet



Summary

- MENA Internet users are much more likely to agree with the statement “the Internet is making things better for people like me” – compared to the world average.
- Older online users (those aged 55+), particularly those with lower levels of Internet experience and online skills, tend to have the most negative views about the benefits of the Internet.
- There is also a strong correlation between negative views of the Internet and educational qualifications; as well as the amount of time people spend online each week.
- MENA Internet users are more supportive of Government authorities blocking online content such as pornography - or material that is ‘discriminatory’ or ‘racist’ - than in other regions.
- They are also much more inclined to argue that these bodies should censor Internet content to protect children, with the MENA average sitting 12% higher than the combined world dataset on this subject.

a. Attitudes towards the benefits of the Internet

In the first instance we asked respondents for their overall attitude towards the Internet and whether it played a beneficial role in their lives (see Figure 8a).

Not surprisingly, given that our report derives from an online survey of existing Internet users, respondents were strongly inclined to agree with the statement that “the Internet is making things better for people like me.”

In MENA nearly half of respondents (49%) scored this question with a seven – the highest number which could be recorded for this statement, and considerably higher than the world average.

At the same time, it is also noticeable that MENA Internet users are also marginally more likely to say that they “totally

disagree” with the view that “the Internet is making things better for people like me” than other regions.

When we dived deeper into this data (see Figure 8b) we found that respondents with a more negative view of the Internet tended to be older (30% are aged 55+) and relatively new to the Internet (with 32% having used the web for under a year). Similarly, they are also more likely to rate their online skills as “poor” and they spend little time online – with 13% on the Internet for less than 5 hours a week.

This data suggests there may be a value in focussing outreach and training efforts to work with new netizens, in order to ensure that they have the skills, time and confidence they need to become proficient online users.

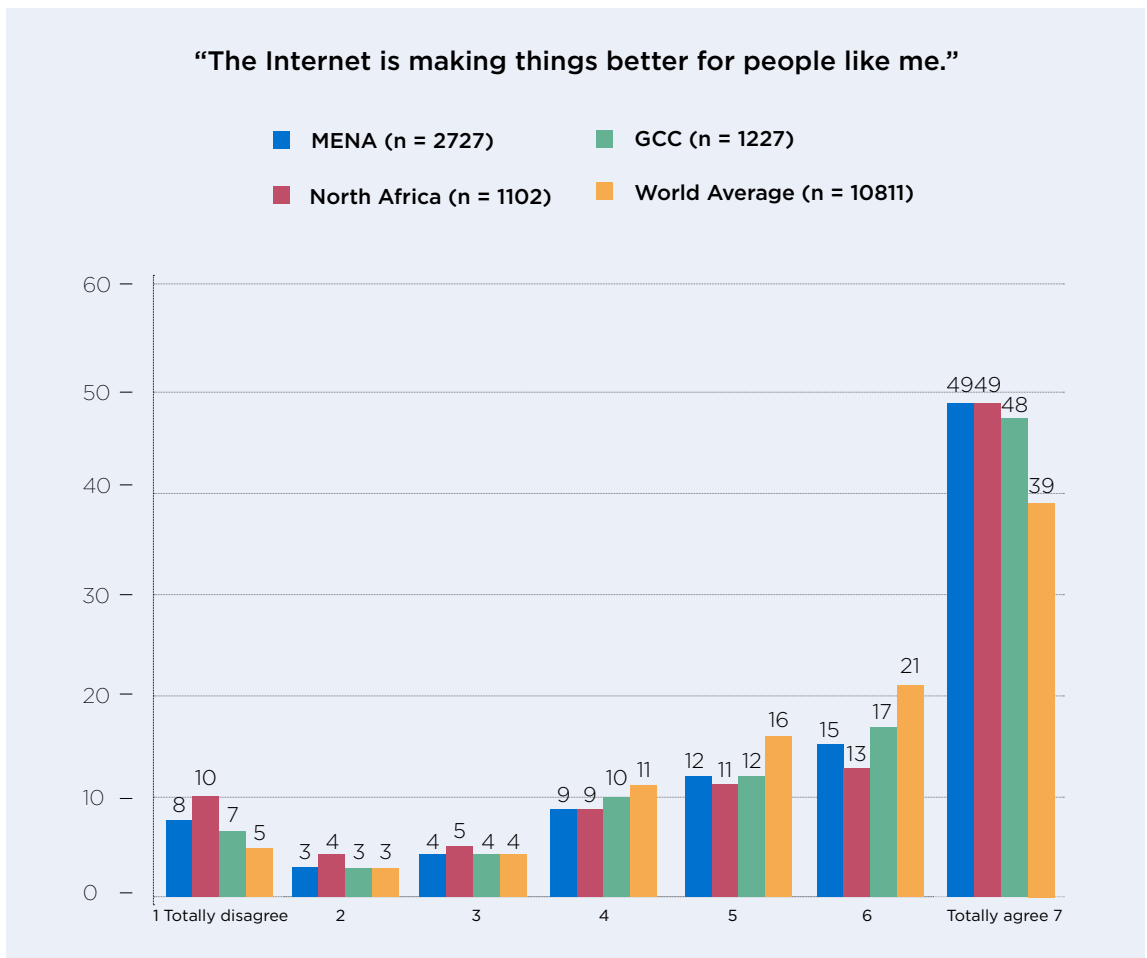


Figure 8a: “The Internet is making things better for people like me.”

**“The Internet is making things better for people like me - disagree.”
(MENA region)**

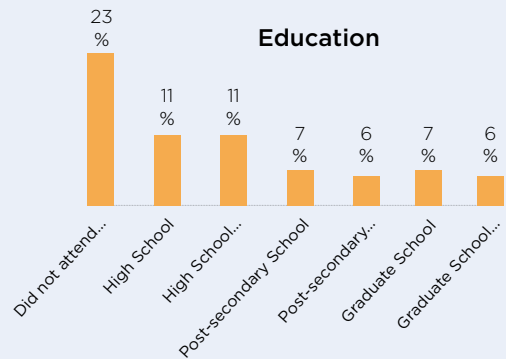
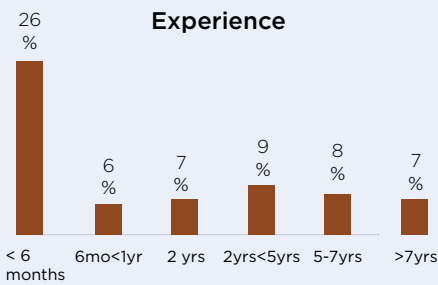
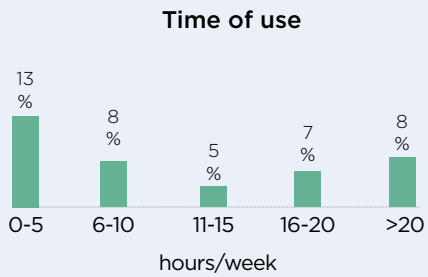
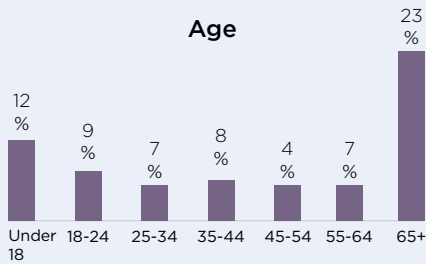
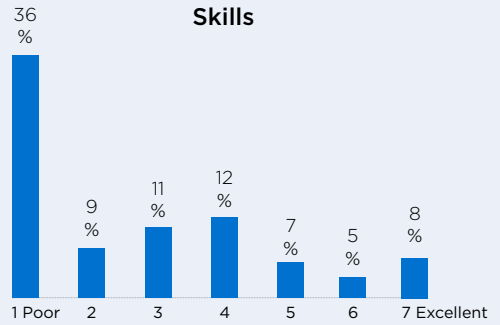
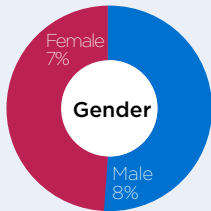


Figure 8b: Users who disagree with the statement “the Internet is making things better for people like me.”

b. Attitudes towards the role of Government authorities

This was one area where MENA Internet users had overwhelmingly different attitudes from their global counterparts (Figures 9-11), with the majority of respondents expressing the view that they want Government authorities to

protect them from content which they view as inappropriate, or out of step with cultural values. This includes pornography, racism and a strong desire for censoring material in order to protect children.

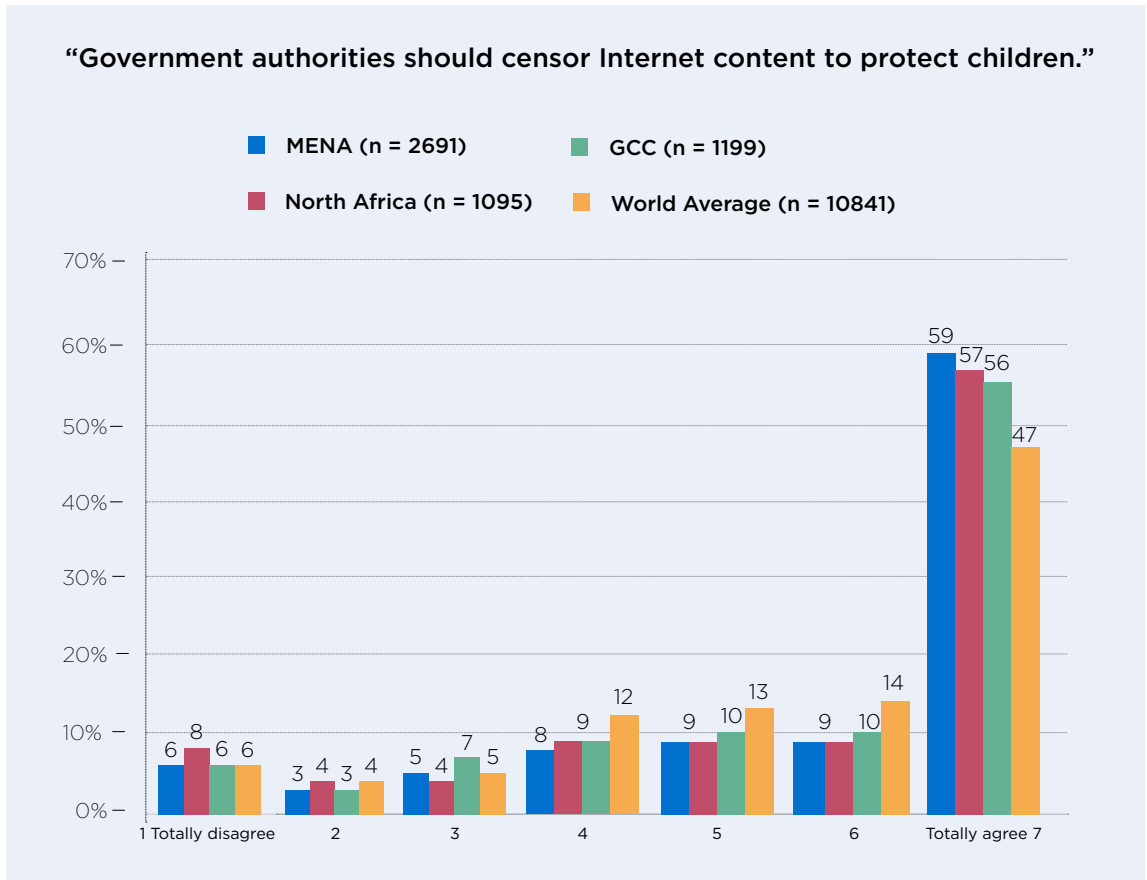


Figure 9: Role of Government authorities - censoring content to protect children

“Government authorities should censor content that is ‘discriminatory’ or ‘racist.’”

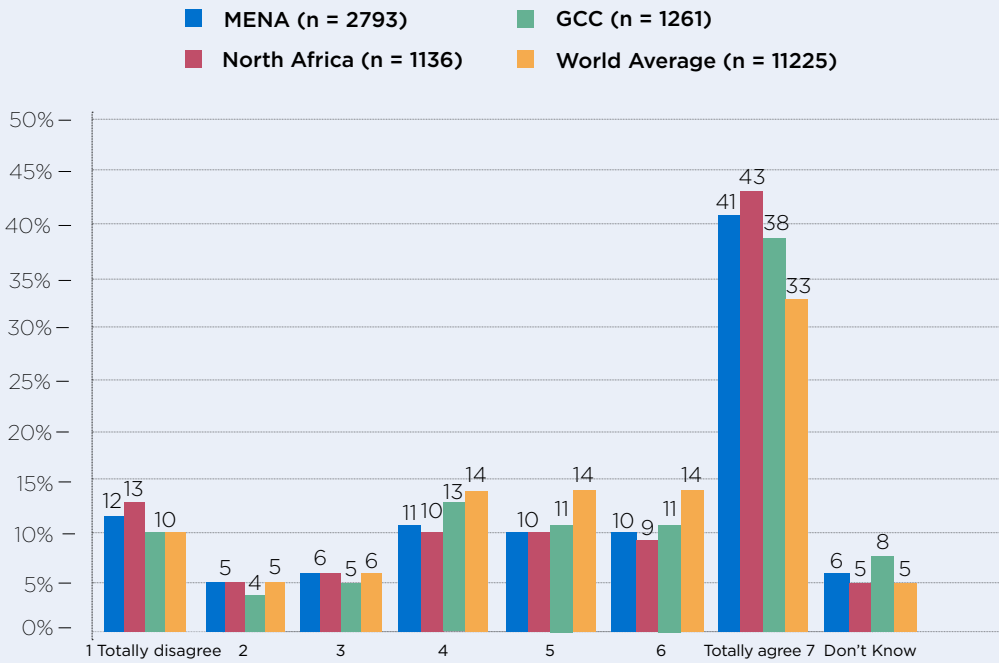


Figure 10: Role of Government authorities – censoring discriminatory and racist content

“Government authorities should block the distribution of pornography.”

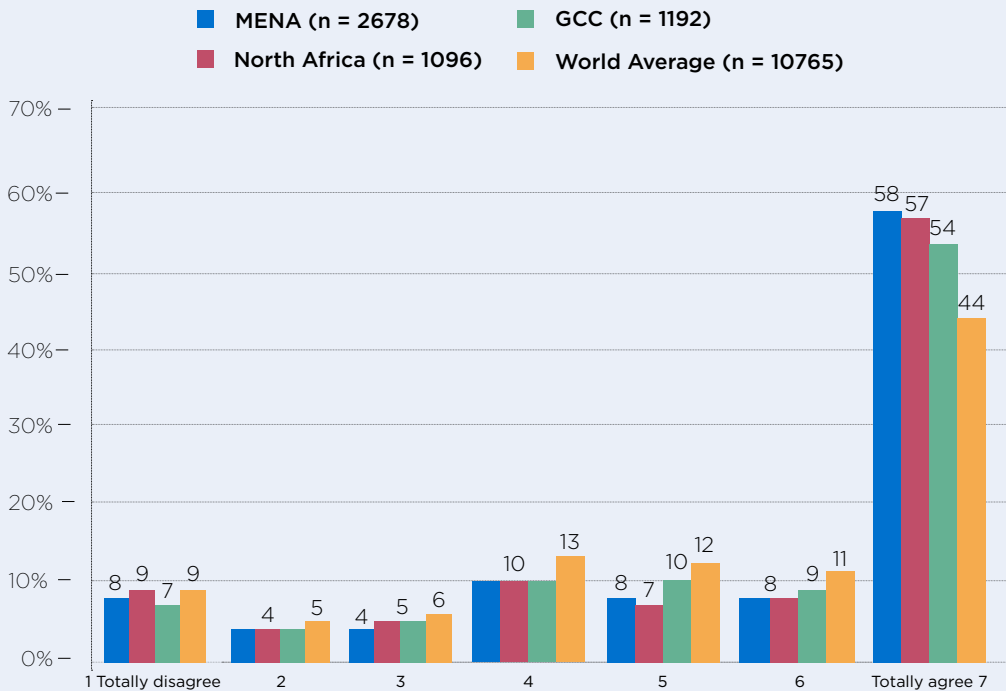
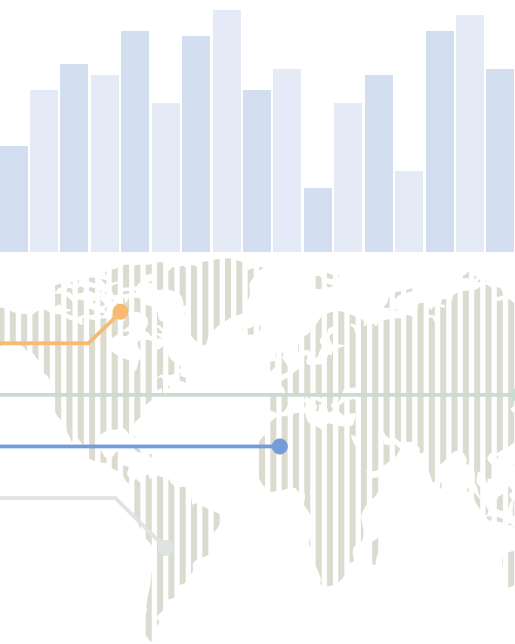


Figure 11: Role of Government authorities - blocking pornography

3

Levels of concern



Summary

- MENA Internet users enjoy similar levels of concern around their online communications being monitored in comparison to their global counterparts (28% versus 29%).
- However a sizeable sample – 32% of MENA respondents, compared to 21% as the global average – is also much more relaxed about this issue. They rated their concern at the lowest end of this spectrum (scoring this 1-3).
- MENA Internet users have similar levels of concern related to their email or online accounts being hacked. But 10% remain “not at all concerned”.
- Broadly speaking MENA’s online population is less concerned about damage to their reputation as a result of what someone posts online, however a third of North Africa based respondents took an opposing view.

a. Concerns about monitoring and the collection of personal data

In addressing concerns around their online content being monitored, over a quarter of MENA Internet users reported that they were “very concerned” – which is in line with the global average (see Figure 12).

At the other end of the scale many MENA Internet users took the view that they were “not at all concerned” about

such monitoring. Across the region 17% of respondents held this view, significantly more than the world average of 8%.

Given that our survey took place before the publication of top-secret documents by NSA whistle-blower Edward Snowden, it will be interesting to see if these levels of concern have risen as a result of the revelations.⁸

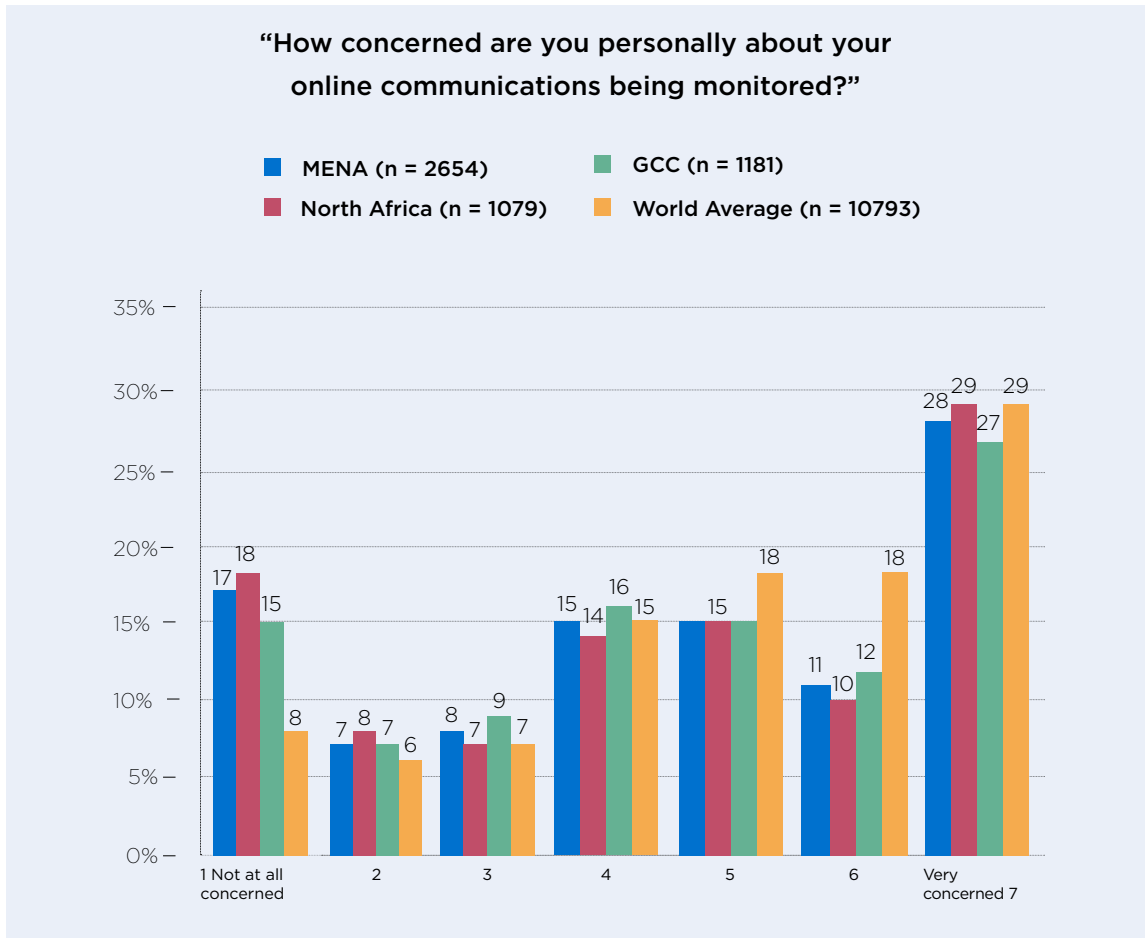


Figure 12: Concerns around monitoring of online communication

We also asked respondents to comment on the view that: “there is personal information about me that is collected on the Internet by people I do not know” (see Figure 13). Very similar numbers of people in MENA (18%) “totally disagreed” with this statement; broadly in line with the global numbers saying that they were “not at all concerned” about their online communications being monitored.

It is worth noting that at both - world and MENA - levels there is a sizeable online population (10% globally and 12% in MENA) who answered “don’t know” to this question, reflecting the need for digital literacy efforts to address these issues.

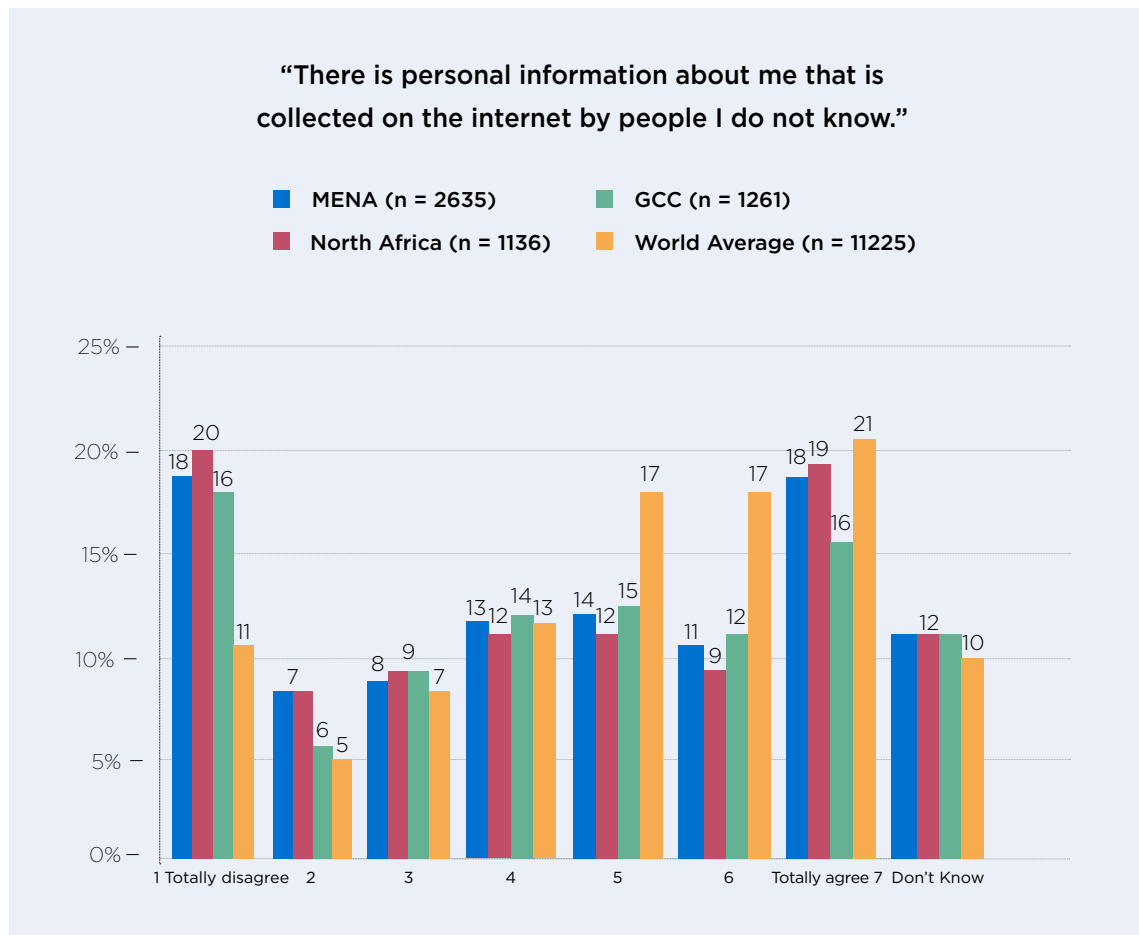


Figure 13: Concerns about personal information being collected by others

b. Concerns about the safety of online accounts

Compared to the global average, MENA Internet users demonstrate a similar range of opinion related to concerns about their email or other Internet accounts being hacked into (see Figure 14), with 41% of all Internet users stating that they are “very concerned” about this issue (the MENA figure is 44%).

Nonetheless, some of MENA’s Internet users were not concerned about this issue, with 11% of Internet users in North Africa expressing the lowest level of concern; some 5% above the global figure.

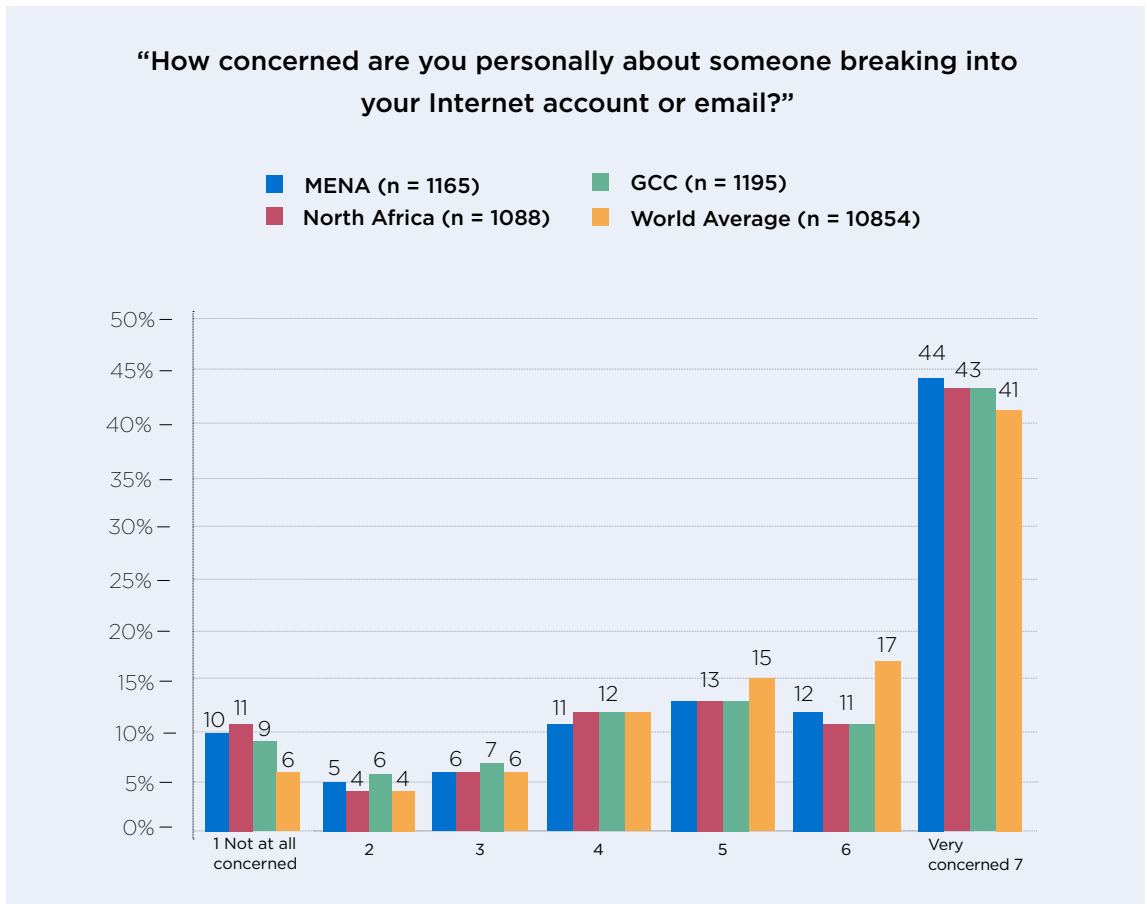


Figure 14: Concerns about Internet accounts and email being broken into

c. Online reputation and reputation management

This is an area where MENA Internet users are amongst the most - and the least - concerned in our global sample. A substantial number of MENA Internet users, 14%, expressed the view that they are “not at all” concerned about their reputation being damaged by what someone posts online (see Figure 15).

When expanded to include the lowest three levels of concern (1-3 on the scale), 30% of MENA Internet users share this view. This is compared to a world average of 23%.

That said, at the other end of the scale there are a significant number of MENA respondents who stated that they were “very concerned” about their reputation being damaged by what someone posts online. This is particularly true amongst our North African sample, a third of whom expressed this concern.

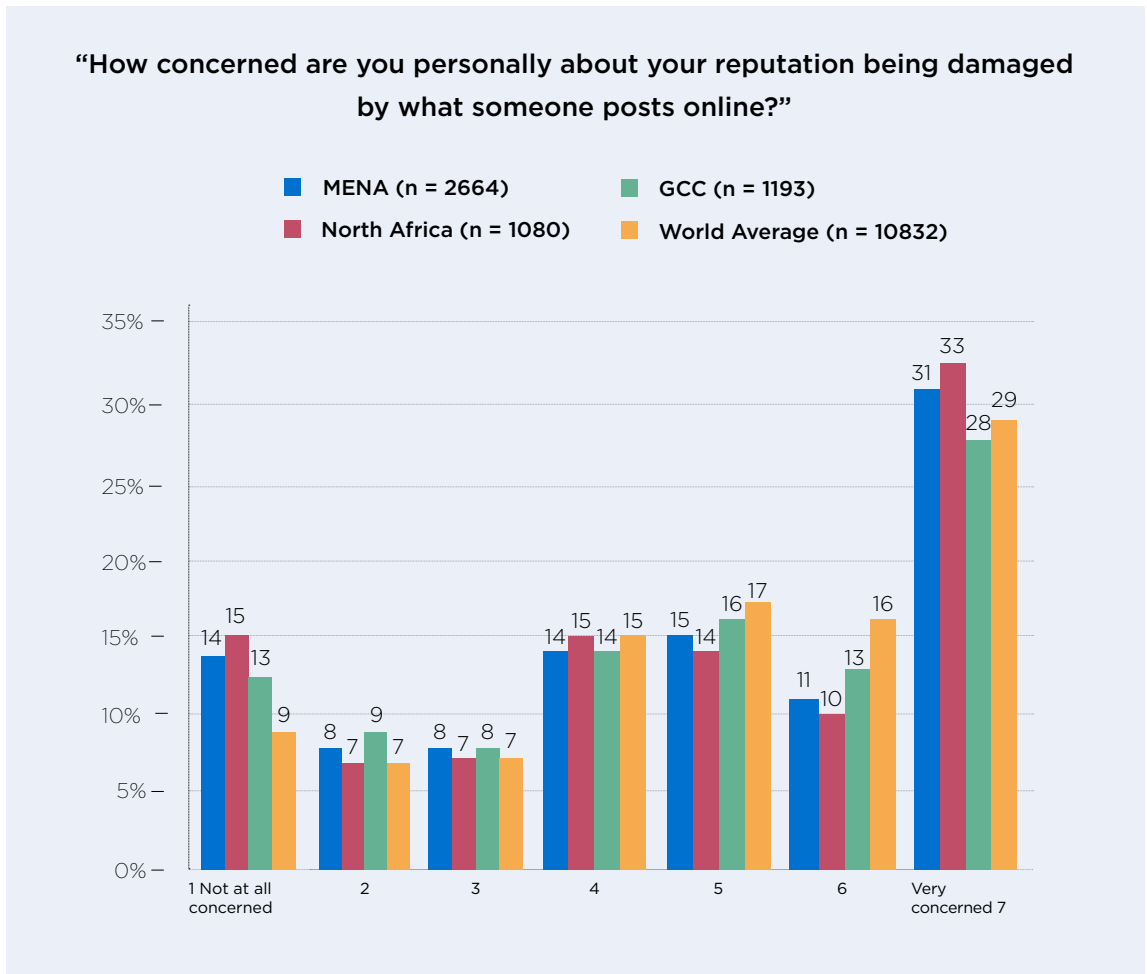
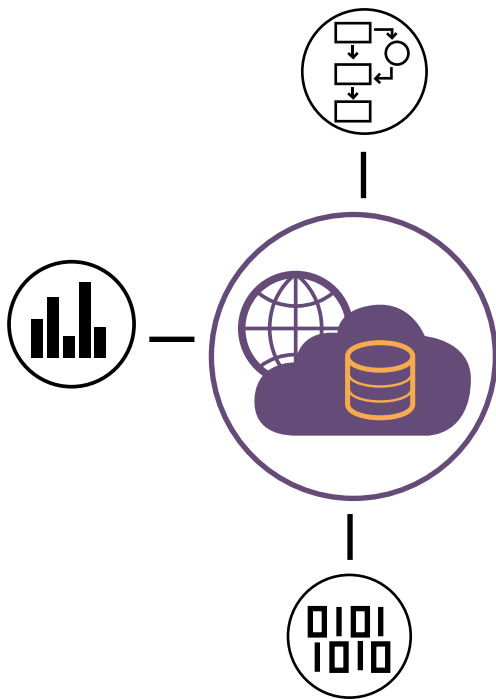


Figure 15 : Level of concern related to personal reputation

4

Trust



Summary

- Internet users in North Africa are much more inclined to believe that their personal data is safe online when compared to users in the GCC and globally.
- The reuse of their public data is not something MENA Internet users are comfortable with, being more strongly against this than our global sample.
- Banks and financial institutions enjoyed the highest levels of trust in the region, followed by health and medical service providers and Government bodies.

These findings are valuable because they offer some interesting insights into the role that different online actors can play in promoting an active, healthy and safe Internet economy.

a. Attitudes towards personal data online

When examining attitudes to personal data (see Figures 16-17), MENA Internet users reflect different opinions to the wider Internet population.

Taken in aggregate, MENA Internet users are much more likely to “totally agree” with the statement that the personal

data they put online is kept safe (see Figure 16). However, this aggregated figure masks regional differences. Amongst online users in North Africa, 22% of respondents held this view, compared to 15% of users in the GCC, a figure more aligned with the global average.

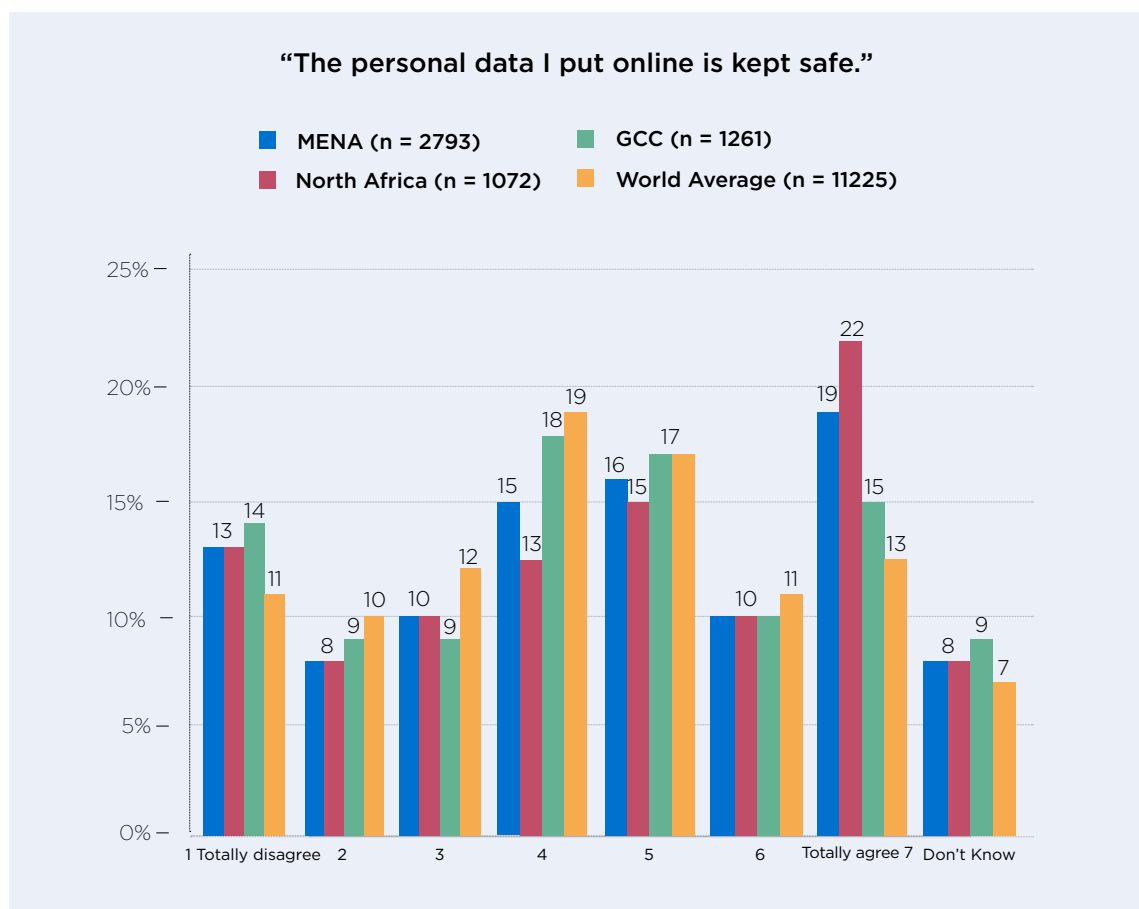


Figure 16: Attitudes towards the safety of personal data online

b. Concerns around the repurposing of personal data in the public domain

Following on from this, we asked respondents if “it is okay for anyone to use data” they have made public (see Figure 17).

Within MENA, North African users felt more strongly about their issue than their GCC equivalents. Between the two

parts of the region we saw a 7% variance – in terms of those who “totally disagree” with the idea that “it is okay for anyone to use that data.” We also saw a 14% variance between the MENA and global figure.

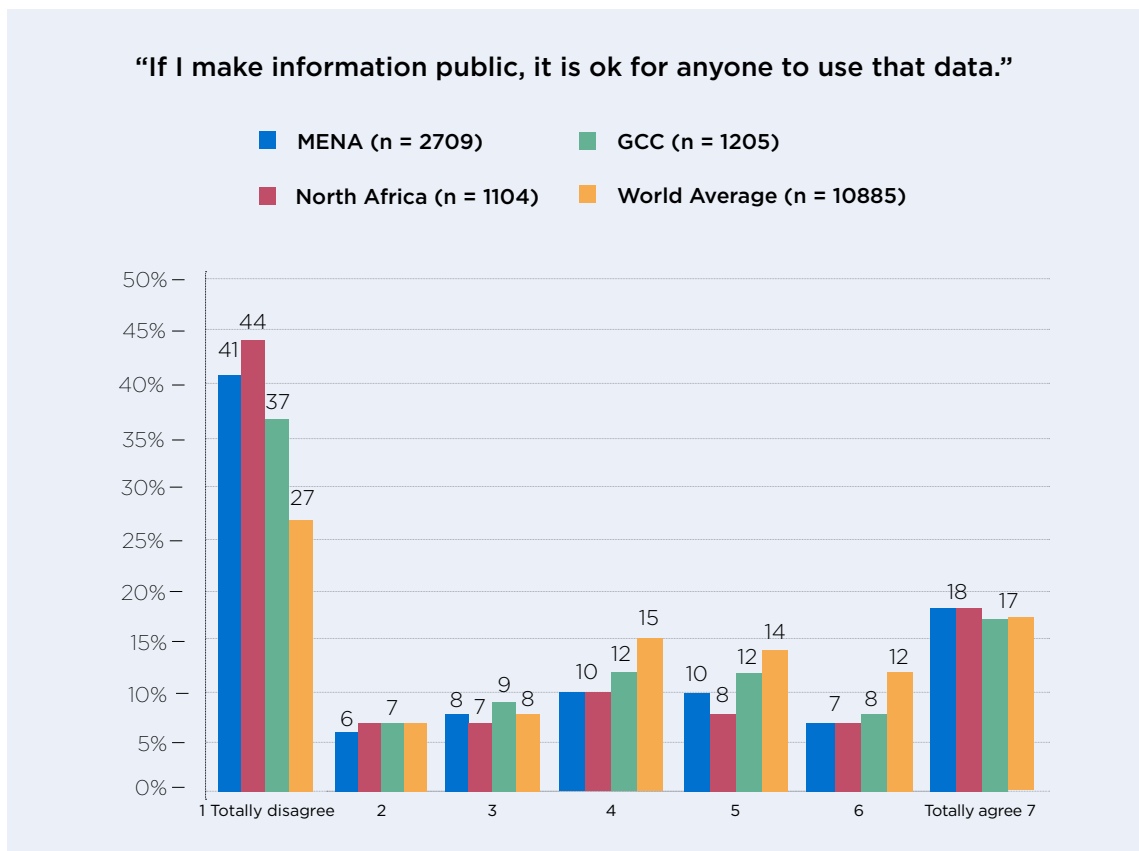


Figure 17: Attitudes towards the reuse of public data

c. Trust in different online players

We asked audiences to rate the levels of trust that they had in different online players (see Figures 18 and 19).

Compared to other regions, users in MENA gave marginally higher scores for trust in mobile phone operators and telephone companies (see Figure 18).

But banks and financial institutions enjoyed the highest levels of trust.

Across MENA these bodies ranked top (4.9 out of 7) of the 11 Internet actors we asked people to rate. This was followed by health and medical service providers (4.71) and Government authorities (4.6). These trust levels are typically higher than found in Europe and North America, but not necessarily higher than other regions (see Figure 19).

Given the strong desire that we observed / noticed (see Section 3b) for Government authorities to regulate and manage harmful content it is perhaps surprising that the ranking attributed to Government authorities in MENA is not higher.

Be that as it may, the high levels of trust amongst banks, Government authorities and financial institutions potentially offers a solid basis on which to deploy new eServices and encourage increased eParticipation. However, the lower trust levels attributed to shops and department stores may impact on the wider adoption of eCommerce.

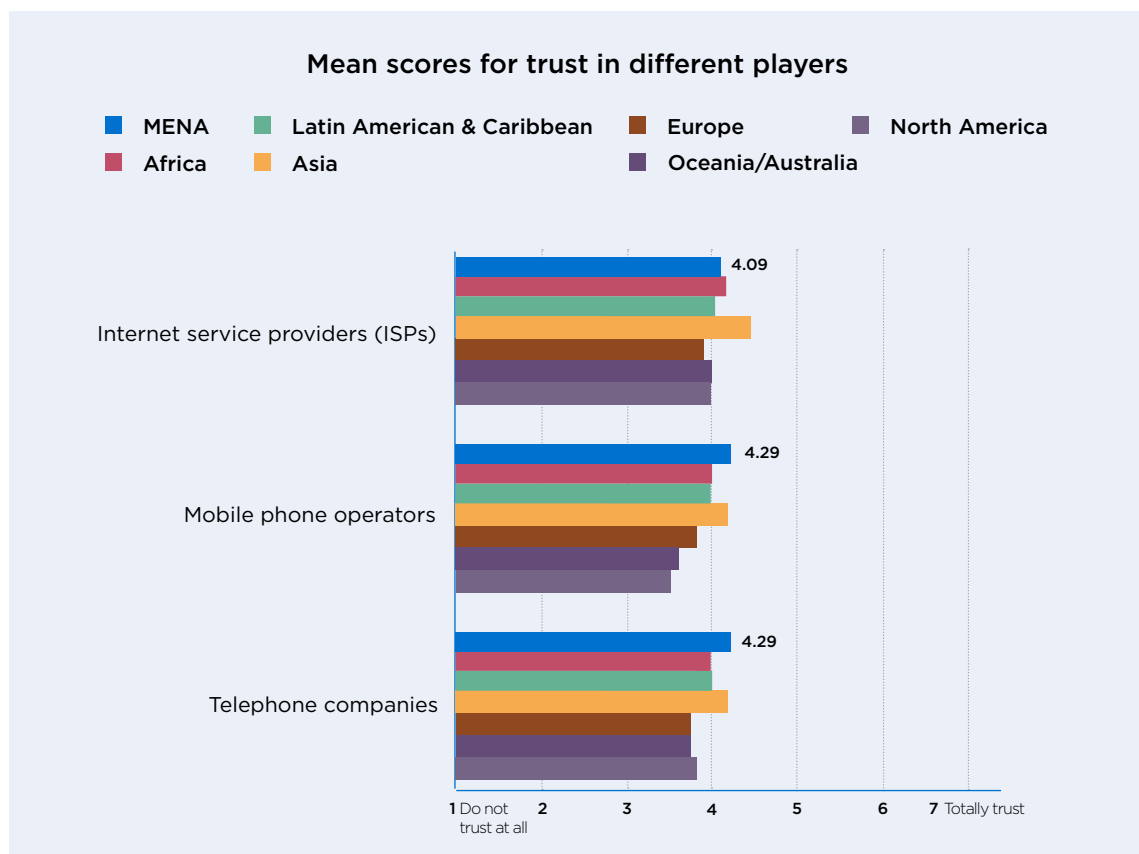


Figure 18: Trust in online players – Telecom service providers

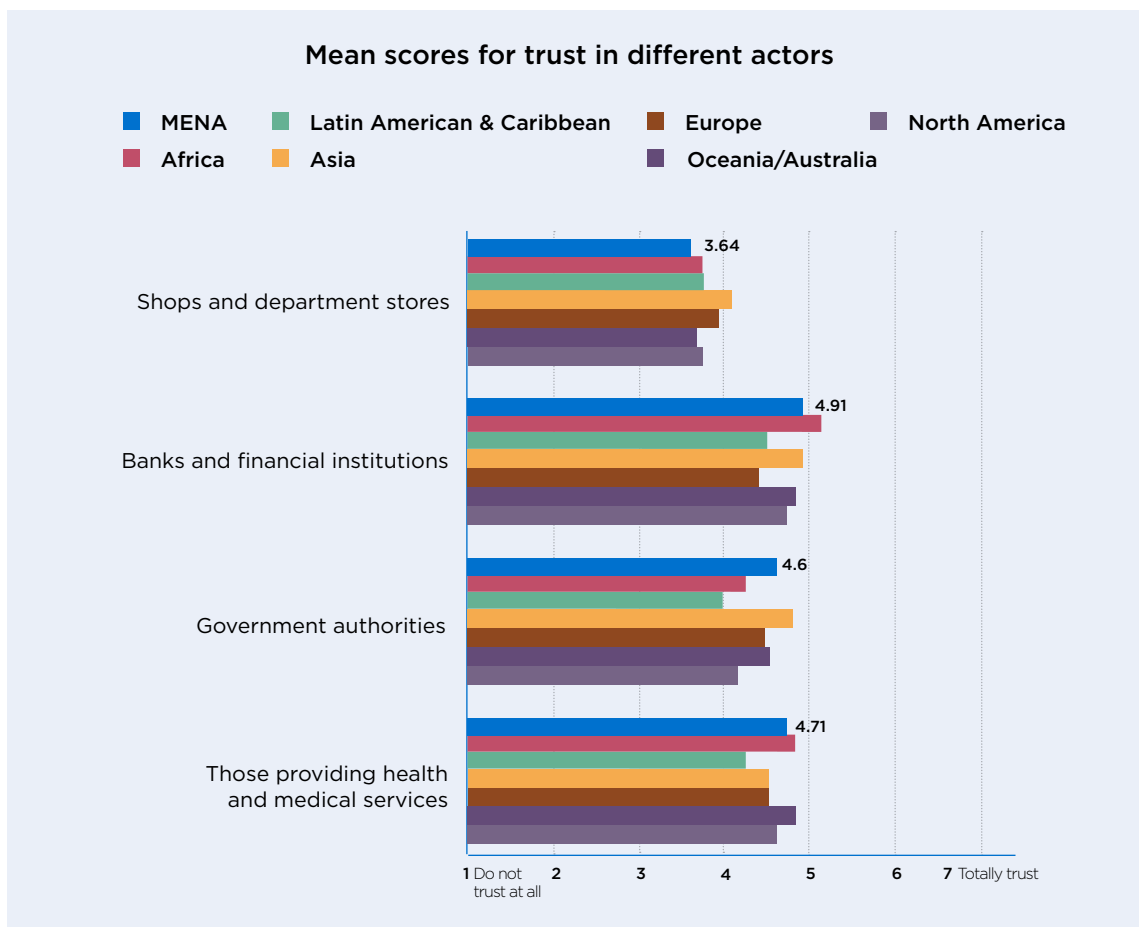


Figure 19: Trust in online players – businesses, offline service providers and Government

5

Behavior



Summary

- MENA Internet users state that they are amongst the most careful while online, with nearly 50% of consumers saying they are “very careful” about what they say and do on the Internet.
- Yet compared to other regions, MENA’s Internet users are among the most likely to open attachments, documents and emails from senders they do not know.
- MENA’s online population is also among the least likely to scan their computer or mobile for viruses or spyware. Only users in Asia do this less often.
- But they are also amongst the most likely to check their privacy settings.
- They are amongst the most likely to meet people online that they have not met in person and are more likely to accept to be “friends” or make “connections” with someone online that they do not know in person.

a. Being careful online

MENA Internet users admit to being amongst the most careful while online, with 45% saying that they “totally agree” with the statement “I am very careful about what I do or say

on the Internet,” compared to a world average of 38% (see Figure 20).

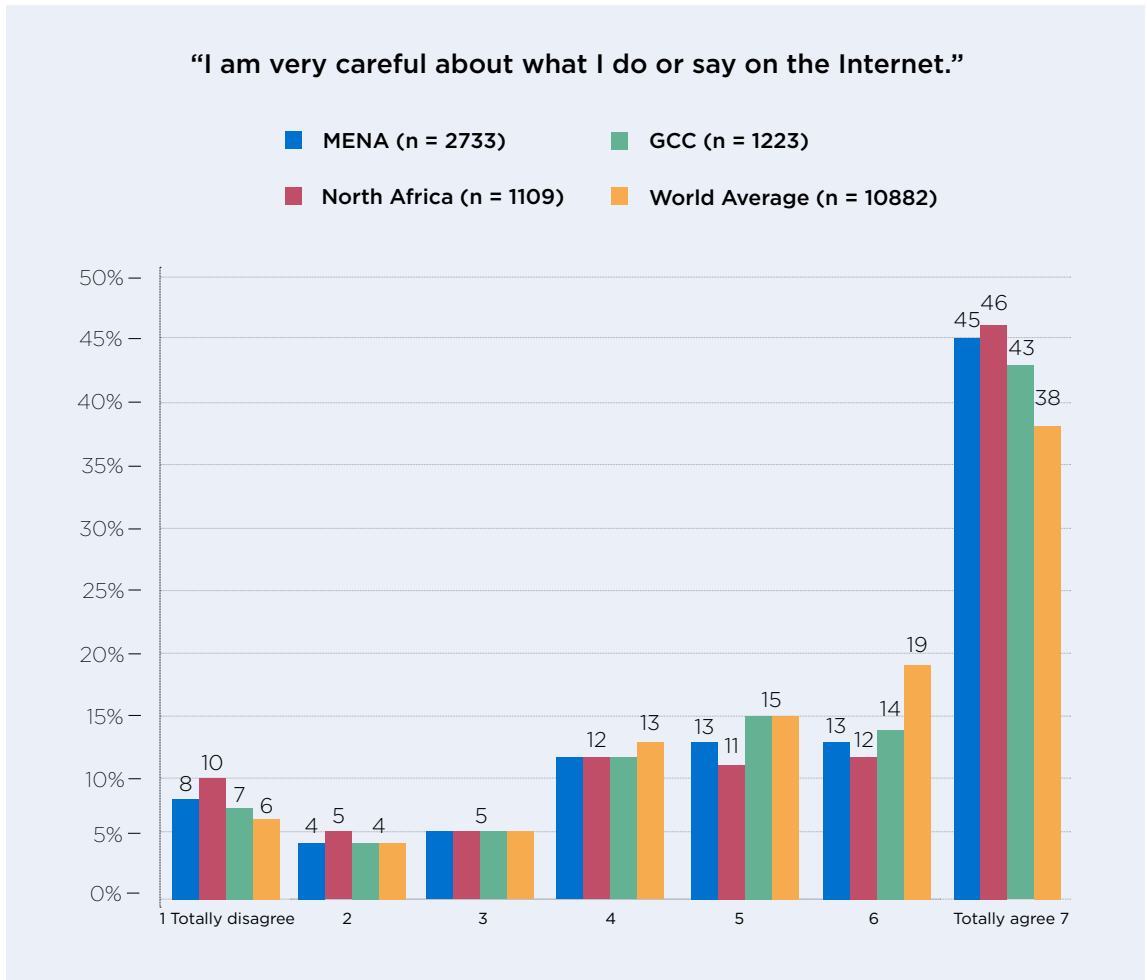


Figure 20: Extent to which Internet users are careful online

b. Individual cybersecurity

In comparison to other regions, MENA's Internet users are among the most likely to open attachments, documents and emails from senders they do not know. On the positive side,

MENA Internet users do check their privacy and security settings more frequently than in most other regions (see Figure 21).

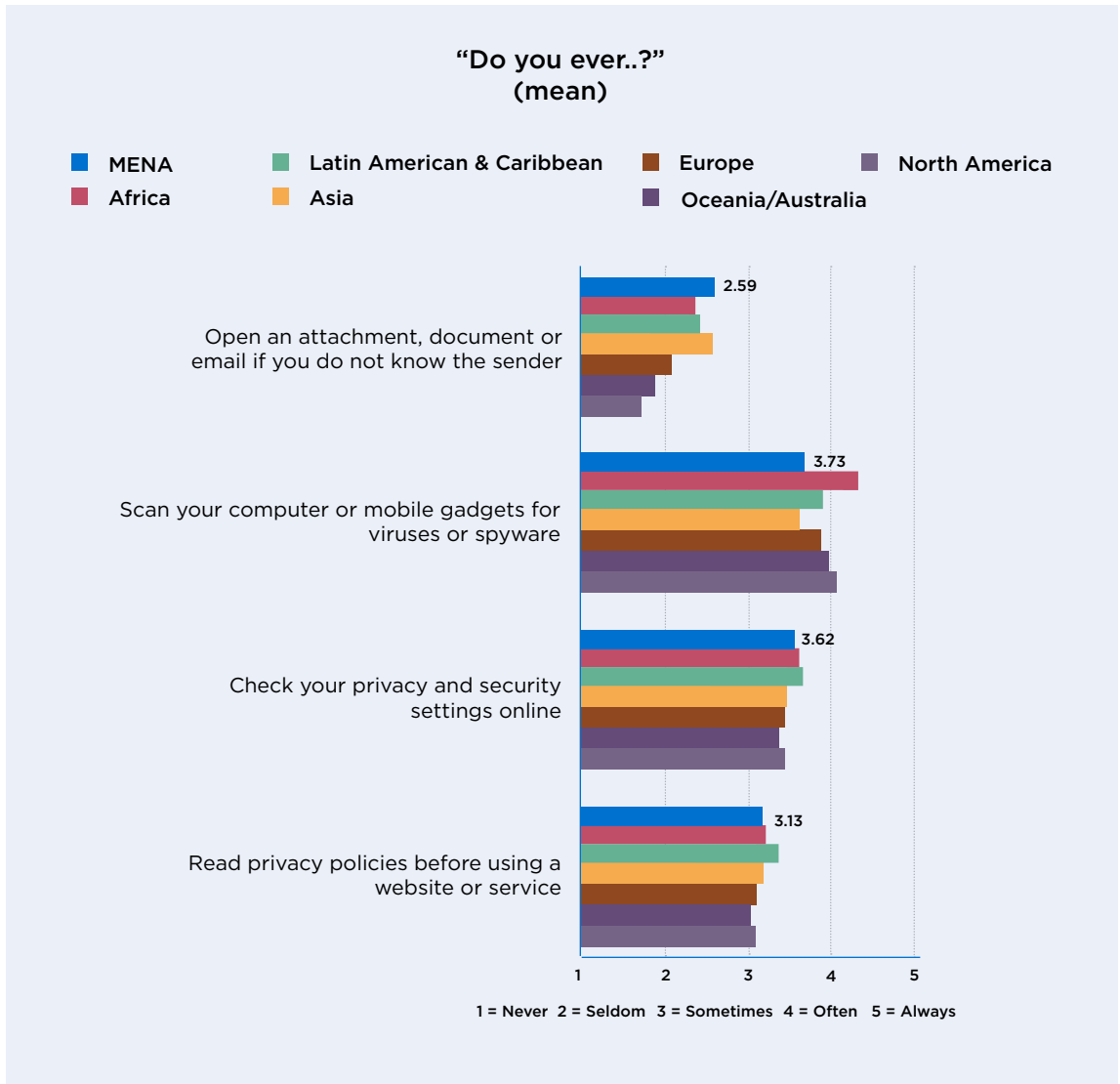


Figure 21: Attitudes towards individual cybersecurity

c. Cybersafety

When it comes to cybersafety – notably meeting people offline they first met online – MENA Internet users are surprisingly relaxed about this (see Figure 22).

They are also amongst the most likely to meet people online that they have not met in person and are more likely to accept to be “friends” with someone online – or to make “connections” with them - that they do not personally know.

These conclusions may be surprising given the concerns previously expressed by users about being careful about what

they say and do online. But perhaps it also shows that in certain situations MENA Internet users are keen to use the web as a means to broaden their social – or professional - circle.

What this also shows is that attitudes and behaviors do not always correlate.⁹

This is an area where a more detailed analysis – particularly one mapping these findings against age and years of online experience – may be worth exploring.

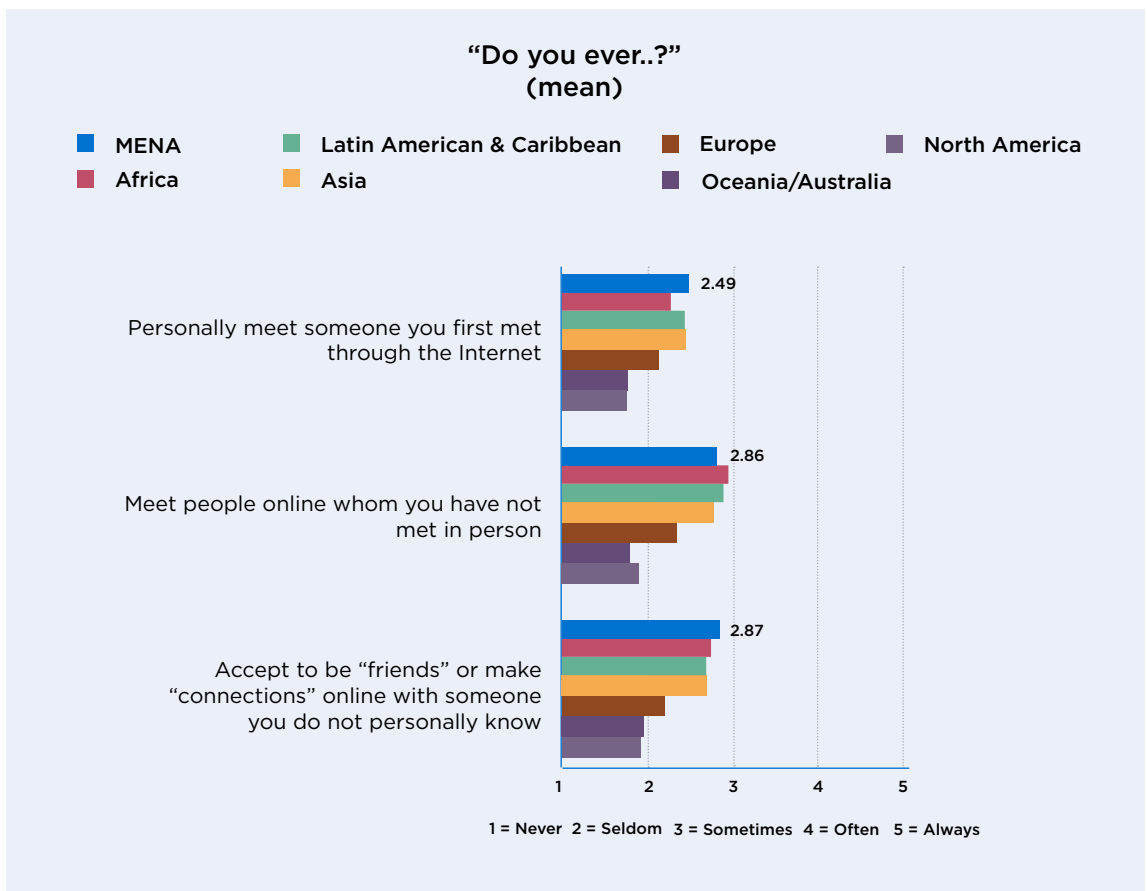


Figure 22 : Attitudes towards individual cybersafety

Conclusion and final thoughts

This report provides an initial insight into the views of Internet users in the MENA region to questions around online behaviors and attitudes; as well as allowing us to build up a picture of the Arab digital household.

What the data shows us is that the MENA region is not an outlier. Substantial numbers of MENA Internet users display attitudes and behaviors in line with other Internet users across the globe. In fact MENA's online population overwhelmingly sees the Internet as a positive force in their lives.

Nonetheless, differences in attitudes and behaviors do exist, particularly around the role that online users feel that their Government's should play to protect them from harmful content; and in their trust of other Internet players.

MENA's Internet population also claims to typically be more cautious about what it says and does online, yet at the same time they are also amongst the most likely to go online to meet new people and make new connections with people they may not know in person.

These potential contradictions reflect the challenges of understanding Internet diffusion; challenges which will become more pronounced as young and populous regions such as MENA, Asia-Pacific and Latin America find themselves at the forefront of the next billion going online.

MENA's role in this space will be an interesting one. According to some sources, the MENA region will see the largest percentage growth of Internet users over the next couple of years.¹⁰

We do not know if new users of the Internet will share the same views as existing users, or indeed if the views of existing users will evolve over time.

This report – and the dataset behind it – potentially provides a starting point for us to be able to track that evolution.

It is going to be an interesting journey.

Appendix 1: Methodology

a. Data collection

In consultation with the Ministry, this research was conducted by the Oxford Internet Institute, University of Oxford, in collaboration with the Samuel Curtis Johnson Graduate School of Management, Cornell University. The survey was conducted in collaboration with the World Economic Forum (WEF) and the digital analytics company comScore, as part of a wider global survey into the attitudes and media behaviors of Internet users.

An online survey of Internet users in selected nations of the Middle East and North Africa was conducted in two phases, from July through September 2012, fielded by the market research company Toluna (with a break during Ramadan).

This data was then merged with an online survey of Internet users fielded by comScore in selected nations worldwide from July through September 2012.

Survey Samples

Panel	Size
Toluna Sample (MENA only)	2,039 respondents
comScore Sample (Global - including MENA)	9,166 respondents

Total MENA sample: 2,793 respondents, from 14 countries
Total Global sample: 11,225 respondents, from 58 countries
Total non-MENA sample: 8,432 respondents, from 44 countries

b. Breakdown by country

MENA figures in our report are a combination of the GCC and North Africa samples, as well as data from other countries in the region which do not sit clearly under the “GCC” and “North Africa” labels (See Figure 23).

From our MENA sample of 2,793, a total of 396 respondents (14%) come from these additional countries. Of these only the samples for Jordan and Yemen feature more than 10 respondents, (with 392 of the additional 396 respondents).

MENA Region	Number of Respondents	Percentage of Sample
Algeria	229	8.1%
Bahrain	11	0.39%
Egypt	529	18.8%
Iran	3	0.1%
Iraq	1	0.03%
Jordan	243	8.6%
Kuwait	197	7%
Morocco	270	9.6%
Oman	141	5%
Qatar	156	5.5%
Saudi Arabia	511	18%
Tunisia	108	3.8%
UAE	245	8.7%
Yemen	149	5.3%
GCC	1,261	45.1%
North Africa	1,136	40.5%
Additional MENA Countries	396	14.1%
Total	2,793	100%

Figure 23: MENA sample breakdown by country

c. Breakdown by age group and country

MENA Region	Under 25		25 - 34		35 - 44		45 +	
	#	%	#	%	#	%	#	%
Algeria	56	2.00%	104	3.71%	44	1.57%	25	0.89%
Bahrain	1	0.04%	5	0.18%	2	0.07%	3	0.11%
Egypt	229	8.17%	188	6.71%	76	2.71%	36	1.28%
Iran	0	0.00%	0	0.00%	3	0.11%	0	0.00%

MENA Region	Under 25		25 - 34		35 - 44		45 +	
	#	%	#	%	#	%	#	%
Iraq	0	0.00%	1	0.04%	0	0.00%	0	0.00%
Jordan	35	1.25%	90	3.21%	60	2.14%	58	2.07%
Kuwait	15	0.54%	74	2.64%	72	2.57%	36	1.28%
Morocco	69	2.46%	115	4.10%	49	1.75%	37	1.32%
Oman	25	0.89%	58	2.07%	40	1.43%	18	0.64%
Qatar	23	0.82%	47	1.68%	54	1.93%	32	1.14%
Saudi Arabia	218	7.78%	188	6.71%	81	2.89%	24	0.86%
Tunisia	13	0.46%	29	1.03%	35	1.25%	31	1.11%
UAE	33	1.18%	118	4.21%	70	2.50%	24	0.86%
Yemen	23	0.82%	80	2.85%	30	1.07%	16	0.57%
Total for age group	740	26.40%	1,097	39.14%	616	21.97%	340	12.13%

Figure 24: MENA sample breakdown by age

d. Breakdown by gender and country

Country	Male		Female		Total
	#	%	#	%	#
Algeria	176	77%	53	23%	229
Bahrain	7	64%	4	36%	11
Egypt	435	82%	94	18%	529
Iran	3	100%	0	0%	1
Iraq	1	100%	0	0	1
Jordan	181	74%	62	26%	243
Kuwait	154	78%	43	22%	197
Morocco	195	72%	75	28%	270
Oman	107	76%	34	24%	141
Qatar	116	74%	40	26%	156
Saudi Arabia	396	77%	115	23%	511
Tunisia	80	74%	28	26%	108
UAE	162	66%	83	34%	245
Yemen	126	85%	23	15%	149
Total	2,139	77%	654	23%	2,793

Figure 25: MENA sample breakdown by gender

e. Breakdown of responses by language

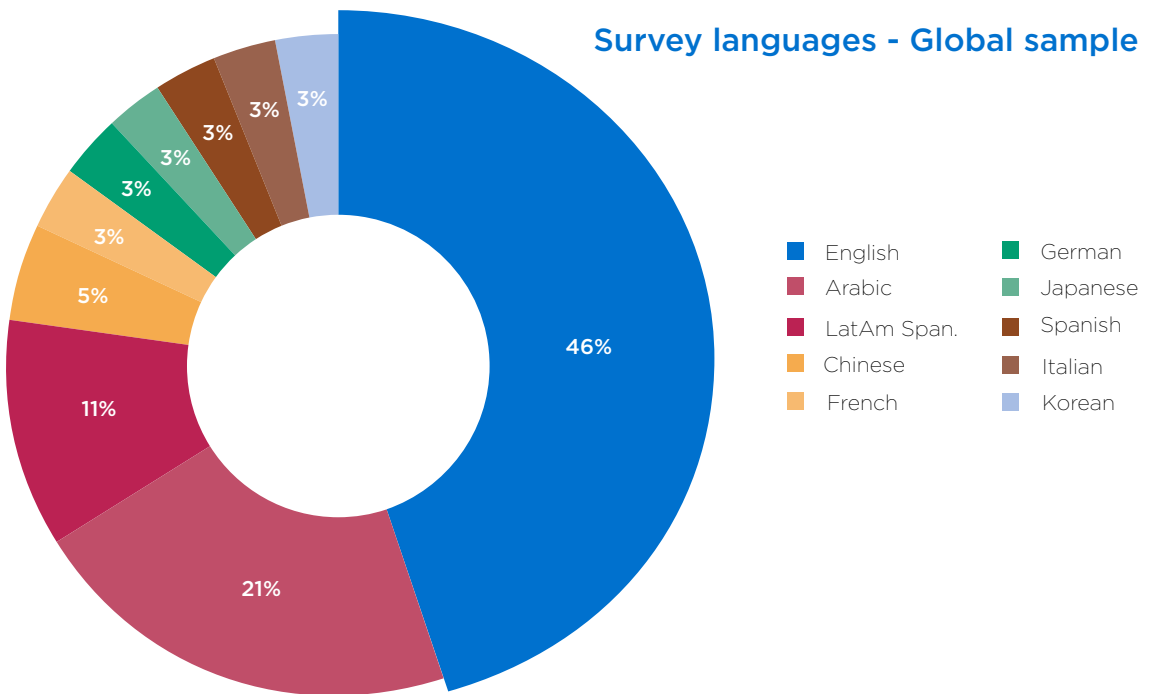
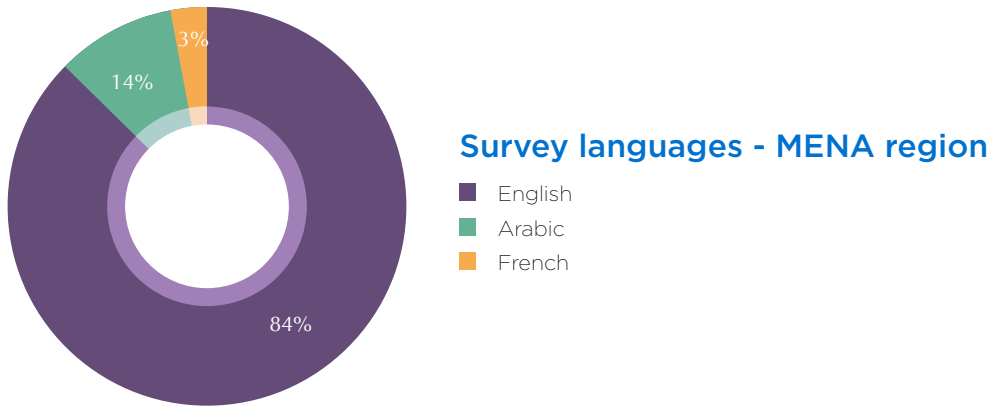


Figure 26: Sample breakdown by language used to complete online survey

Appendix 2: Tools, tips and online learning resources



1. The Ministry's Safe Space website dedicated to providing parents and teachers with tools, tips and information on how to keep children safe online. www.Safespace.qa
2. Get Safe Online is a UK-based organization dedicated to cybersafety promotion. Their website is filled with articles, how-to's and free expert advice about cybersafety. The areas they cover include protecting your online identity and devices like computers, tablets and smartphones, protecting children, and safe eCommerce. <https://www.getsafeonline.org/>
3. Article by Saudi bank SAAB on how to stay safe online using 10 pieces of advice. <http://www.sabb.com/1/2/sabb-ar/about-us/online-security/what-you-can-do>
4. The Saudi Arabia Communications and Information Technology Commission's page on Cybersafety with information about staying safe online. <http://www1.Internet.gov.sa/>
5. "How to Delete your Digital Life" – an article from The Guardian newspaper with guidance on how to remove your digital footprint. <http://www.theguardian.com/technology/2013/apr/04/delete-your-digital-life-advice>
6. "How to commit Internet suicide and delete yourself forever" – a similar article from the popular Lifehacker website. <http://lifehacker.com/5958801/how-to-commit-Internet-suicide-and-disappear-from-the-web-forever>
7. "How you can stay safe and secure online" - advice from Google. <http://www.google.co.uk/goodtoknow/online-safety/>
8. Top 10 misunderstood Facebook privacy settings, and how to change them (November 2013): <http://www.informationweek.com/10-most-misunderstood-facebook-privacy-facts/d/d-id/898873>
9. The most recent 11 changes Facebook has made to your privacy settings, and how to understand them (January 2013): <http://socialmediatoday.com/chingya/1176231/11-facebook-privacy-and-timeline-changes-you-should-know>
10. Index of articles related to data privacy news, videos, reviews, and gossip – from Lifehacker: <http://lifehacker.com/tag/data-privacy>

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Appendix 4: Endnotes

¹ Oxford Internet Institute, The Global Internet Values Project: International Perspectives on Privacy, Security, Trust, and Freedom in a Networked World, July 2010. Accessible at: <http://www.oii.ox.ac.uk/research/projects/?id=65>

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