The Internet in the Czech Republic

2014

WORLD INTERNET PROJECT

–

THE CZECH REPUBLIC

CHARLES UNIVERSITY IN PRAGUE

FACULTY OF ARTS

Department of Sociology

Petr Lupač
Alena Chrobáková
Jan Sládek

I.   Introduction of the Project and Data

The World Internet Project (WIP) is a worldwide project based on a longitudinal study examining the influence of computers, the Internet and related technologies on the individual, family and society. The project has been organized by the Center for the Digital Future at *USC Annenberg School for Communication and Journalism* (http://www.digitalcenter.org/). The first survey was carried out in 1999 in Singapore, the USA and Italy. Currently, more than 30 countries from 6 continents participate in the project.

The Czech Republic joined WIP in 2005 thanks to prof. PhDr. David Šmahel, Ph.D. from Masaryk University. Until 2008, the country's active participation in WIP was funded by the grant World *Internet Project – Czech Republic* (MŠMT, 1P05ME751). The summary report from the years 2005-2008 was published with the title *The Internet in the Czech Republic 2008 - Four Years of WIP in the Czech Republic* (all existing reports and materials from the project are available at www.worldinternetproject.net).

The Czech Republic has rejoined WIP in 2013 thanks to the active work of Mgr. Petr Lupač, Ph.D. and the support of the Czech Science Foundation, which has awarded his team the grant called *World Internet Project – the Czech Republic II: The Analysis of Social and Political Aspects of Unequal Internet Use* (GA13-21024S). Therefore, the institutional representation of WIP in the Czech Republic has been taken over by the Faculty of Arts of the Charles University in Prague.

This report is based primarily on a representative survey conducted in the Czech Republic from May to June 2014. The data have been collected by means of face-to-face interviews using the CAPI method (*computer-assisted personal interviewing*) conducted by the MEDIAN research agency. The respondents for the sample have been selected using a specially designed stratified random selection combined with quota selection. The selection procedure has been adjusted so that the chance of monitoring even socially isolated, introverted or very busy individuals was maximized (these individuals show both a lowered monitoring probability in the usual selection methods and a distinctive probability of Internet use with a specific use profile). Among the procedures used, the most notable were the survey pilotage, the pre-recruitment of respondents who are underrepresented in typical face-to-face research, the use of a demographically heterogeneous network of interviewers trained to deal with "soft refusal", and the continuous monitoring of data collection progress. The final sample size is 1316 respondents who are 15+ years old. The charts showing the development from the year 2005 (or 2006 if 2005 data are not available) onwards use the data from the first wave of the World Internet Project – Czech Republic, which was limited to the 15+ age group. When we talk about the population of the Czech Republic in this report, it is this age group that we have in mind. This may cause a slight difference in the results of this report and the 2006 and 2008 reports (which used a 12+ age group). The respondent count of the previous basic samples used in this report were 1749 (2005 report), 1609 (2006 report) and 2107 (2008 report). For further details of the data and data collection procedure see the 2006 and 2008 reports.

This report uses the term user (nonuser) in the sense of all those who answered yes (no) to the question: "Do you personally use the Internet, i.e. websites, e-mail services or any other Internet services from your home or from any other place?"

Sample reference:

Lupač, P., Chrobáková, A., & Sládek, J. (2015). *Internet in the Czech Republic 2014.* Prague: Faculty of Arts of the Charles University in Prague, Department of Sociology. Retrieved from http://www.worldinternetproject.net

For all queries about this report, detailed results and/or the Czech participation in the World Internet Project, please contact:

Mgr. Petr Lupač, Ph.D.

Faculty of Arts of the Charles University in Prague
Department of Sociology
Nám. Jana Palacha 2, 116 38 Praha 1

Tel.: +420221619680
Web: http://sociologie.ff.cuni.cz/node/630
Twitter: @petrlupac
E-mail: petr.lupac@ff.cuni.cz

II.　Executive Summary

- In 2014, there were 79% of Internet users in the Czech Republic.
- The only population group where the number of users is not growing is the 75+ age group with 10% of Internet users among them.
- More than 90% of Internet users are found among students, people in their thirties or younger, university graduates, and economically active population.
- The four fifths of the unemployed are Internet users.
- The probability of Internet use is the same with men and women.

- More than half of Czech nonusers are in the retirement age.
- One fifth of nonusers have secondary education or higher.
- One third of nonusers do not use the Internet because they don't know how to use it. The second most common reason is a low perceived usefulness of the Internet (one quarter of nonusers).
- Two thirds of nonusers have someone to attend to their matters on the Internet.
- One third of nonusers have used this opportunity at least once.

- 97% of Czech users connect to the Internet from their homes.
- Three out of ten users go online while on the move, e.g., in the streets or in public transport.
- The average Czech Internet user has spent twice as much time online as in 2005.
- In 2014, Internet users have spent online the average of 20 hours per week.
- Men spend online almost 5 more hours per week than women.
- 15-29 y. o. users have spent the average of 30 hours on the Internet.
- Four in ten users go online via cell phones (18% via tablets).
- One fifth of Internet users go online most often using their cell phones.

- Television continues to be the most important information and entertainment source in the Czech Republic.
- The Internet is the second most important information source (59% of the Czech population).
- Among Internet users, the Internet is the most important information source (for three quarters of users).
- Among older users and users with lower education, the importance of the Internet and television is roughly equal.
- Two fifths of Czech Internet users think that most of the information on the Internet is generally reliable.

- Finding a particular piece of information is easy or very easy for more than 80% of users. Verifying information is easy or very easy for roughly two thirds of users.
- One sixth of users could not set up a basic computer protection against theft or tracking information on their computers.

- Finding people with similar interests or problems is easy or very easy for seven in ten Internet users, but it proves to be a difficult task for 10% users.

- Nonusers claim that only a third of people they come in contact with are Internet users.
- The number of Internet users in one's social environment is lower among people with lower education and higher age.
- Young people's social life is much more dependent on the Internet than the social life of old people. However, education plays no part in this.

- Three quarters of users check their e-mails at least once a day.
- Two thirds of users visit social networking sites, four fifths of which at least once a day.
- One quarter of users are posting messages or comments on social networking sites at least once a day.
- One quarter of users are posting their own content online at least once a week.
- Half of users are browsing the Internet at least once a day.
- More than half of users use Internet telephony.
- Young people prefer online communication to face-to-face communication much more than old people.
- More than half of users read news on the Internet daily.
- Forty percent of users look for information about what is going on in their town/city at least once a week.
- Almost half of users look up information on products online at least once a week. A quarter of users compare prices of products and/or services at least once a week.
- Two thirds of users use online banking.
- More than one third of Czech Internet users shop online at least once a week.
- Four out of ten users look up or verify facts online at least once a week.

- Last year, twenty-three percent of users have bought something which had been misrepresented on a website.
- One tenth of users have experienced a negligible violation of their privacy online and for 6% of users, this experience was uncomfortable.
- Four in five users have not experienced a violation of their privacy on the Internet.
- Three fourths of users claim that they are actively protecting their privacy online.
- Four in ten users are worried about companies or the government checking what they do online.
- Four in ten Czechs think that it is okay for people to express their ideas on the Internet, even if they are extreme.
- Only sixteen percent of Czechs claim that the government should regulate the Internet more than it does now.

- About thirty percent of Czech users are concerned that the government or corporations are violating their privacy online. One fourth of users is concerned about other people violating their privacy online.

- Over one third of users think that using the Internet will help people have more political power; more than forty percent believe the opposite.
- Six out of ten users think that the Internet will not change the way authorities take interest in citizens' opinions.
- Over one third of users looked up information about political candidates online last year.
- Last year, one quarter of users fact-checked politicians' statements online.

- Over four fifths of users have experienced an improvement in their knowledge (of what's going on in the Czech Republic and worldwide) thanks to using the Internet. The same share of users claimed an improvement in contact with their friends and acquaintances.
- Using the Internet has been beneficial in terms of financial matters and involvement in public life of their municipality for one third of users.
- Roughly three quarters of nonusers said that not using the Internet has neither positive nor negative impact on their lives (in areas covered by the questionnaire).
- Around one fifth of nonusers claim that not using the Internet is related to an improvement in their lives.

III.   The Diffusion of Internet Access

Proportions of Internet users by age

The number of Czech Internet users has been growing relatively fast in the last decade. Whereas in 2005 (the first World Internet Project survey), the half of Czech population of the 15+ age group used the Internet, in 2014 it was already four fifths of the population. The only age group with no increase was the 75+ people, where the differences are below the level of statistical error. In the two youngest age groups, there will most probably not be any further increase in the future, as the cap number given by the physical, cognitive and income heterogeneity of the population was already reached. The most distinctive increases (over 40% of age group members) were detected in all other age groups.
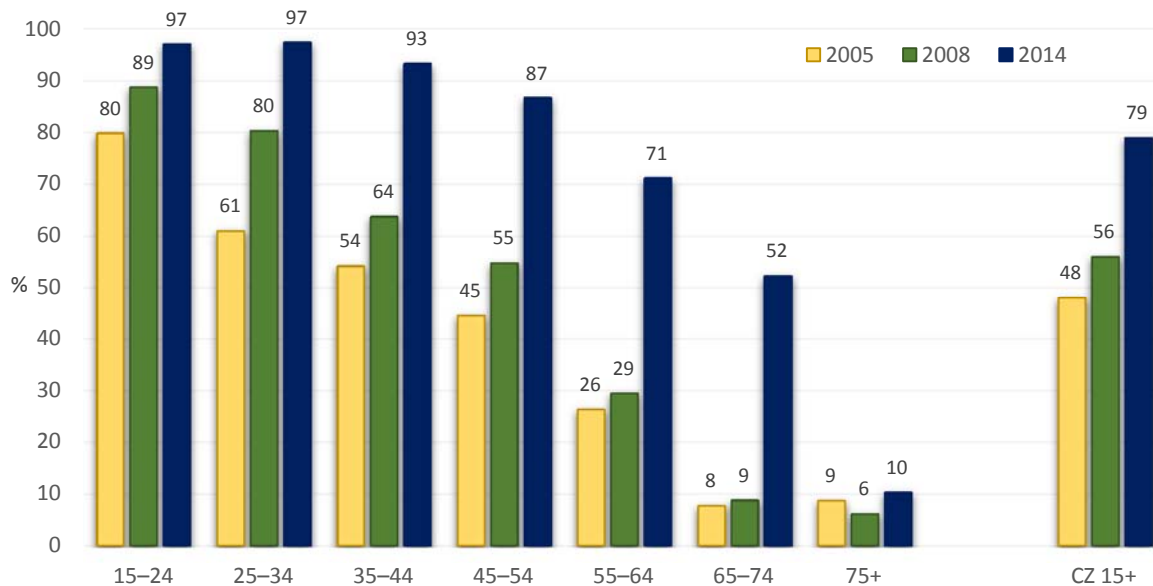
N(2005)=1749; N(2008)=2161; N(2014)=1316 (all)

Proportions of Internet users by highest achieved education[1]

Monitoring the increase of users in the main education groups, we have excluded all pupils and students, as they would overvalue the numbers of users in lower education groups (see the next page for data on pupils and students). The number of Internet users grew by a similar rate in all groups with the fastest increase rate in the low education groups. In the primary education group, the number of

---

[1] The category „Primary" includes respondents with either completed or uncompleted primary education (in the Czech Republic, primary education is from seven to fifteen years of age and is compulsory). Secondary education without the maturita (apprenticeship, abbr. App.) ends with some form of a certificate after two to three years of practically oriented training in chosen skills (e.g. hairstylist, waiter/-ess, electrician, car mechanic, and the like). The category „Secondary" in the graphs refers to those respondents with the maturita, which is the final exam after four years of attending a type of secondary school (or two to three years for people with apprenticeship). The maturita is equivalent to German "das Abitur", British "A-levels", Polish „matura", or French "le baccalauréat". The category „Tertiary" refers to respondents with any college or university degree.

Internet users has therefore tripled and the number of users with apprenticeship certificates has doubled.

N(2014)=1188 (all without students and pupils)
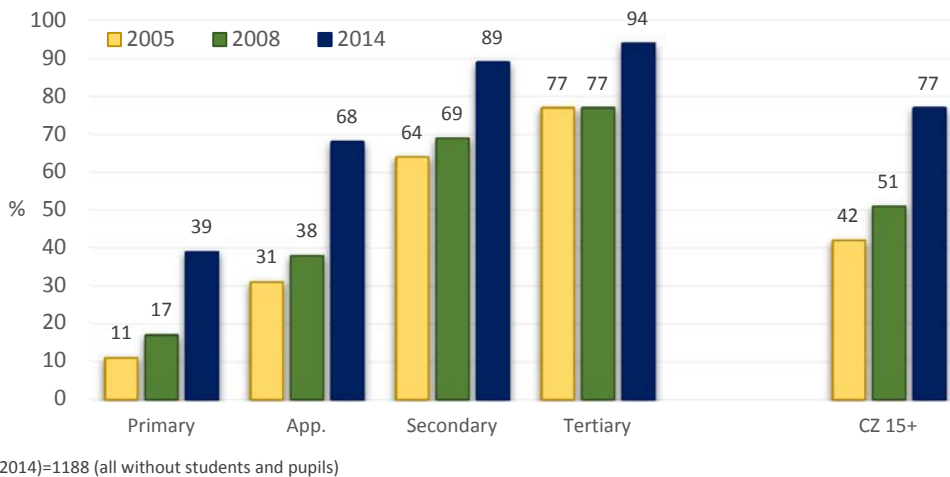
Proportions of Internet users by gender and social status

The difference between the number of male and female users remains at 2%, i.e. below the level of statistical error, which is the same as the results from the 2008 report. In terms of social status, the fastest growing groups were the unemployed, pensioners (incl. disability pensioners) and employees.

N(2005)=1749; N(2008)=2161; N(2014)=1316 (all)
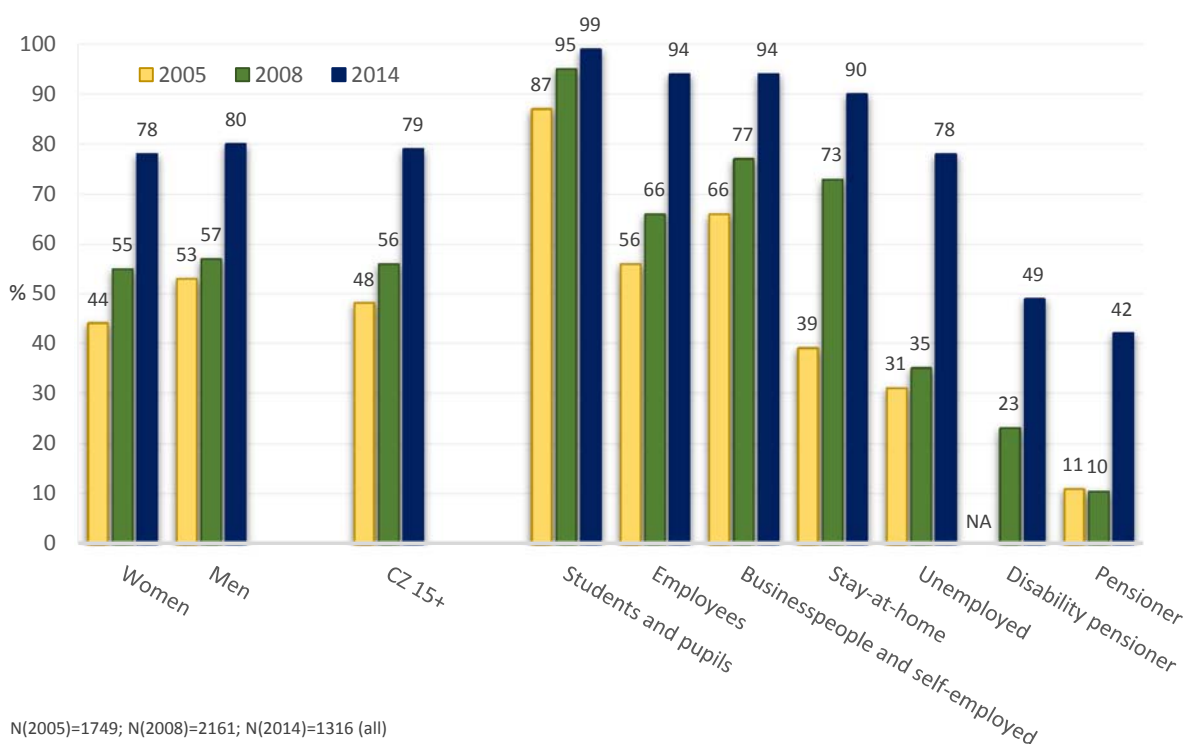
IV.   Nonusers

Who are the nonusers?

In 2014, more than two thirds of nonusers were people aged 65 or older, but one tenth of nonusers were people aged 35 and younger, which is a commonly neglected fact in stereotypical nonuser depictions. The age of nonusers is reflected in the education structure of nonusers, as the high age groups have significantly more people with low education. The education differences among higher age groups also explain the difference in the number of female and male nonusers (compare with Czech Statistical Office data on age, achieved education and gender). It was expectable to find that more than two thirds of nonusers have not achieved secondary education, but one fifth of nonusers are people with completed secondary or higher education.

N(2014)=275 (nonusers)

What are the reasons for not using the Internet?[2]
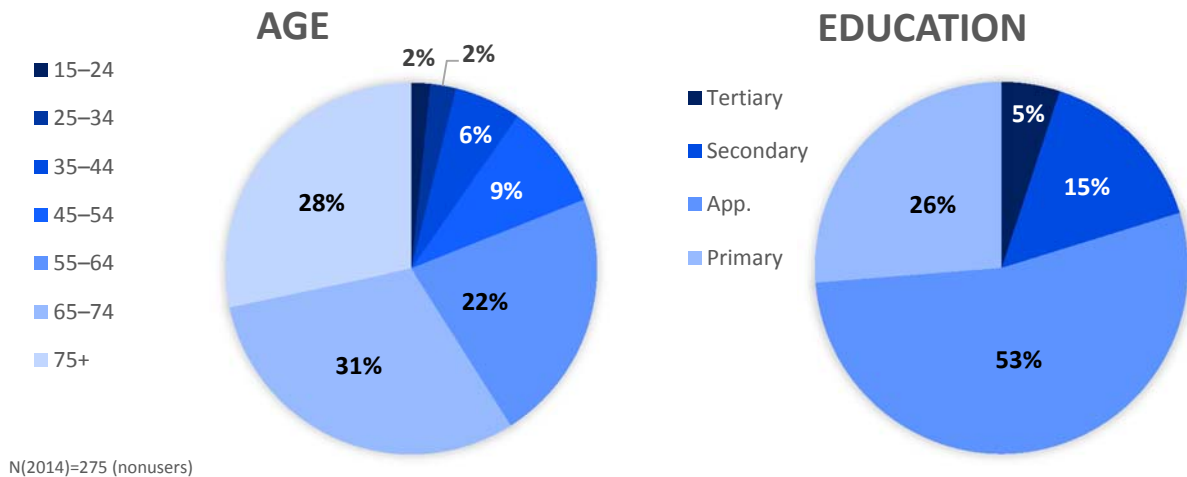
The most common reason for not using the Internet in 2014 was the absence of digital literacy, i.e., the perceived inability to use the Internet. Since 2008, the significance of the answer "No interest/not useful" also increased. With respect to increasing both affordability and Internet connection possibilities, it is clear that the shares of the

N(2008)=907; N(2014)=275 (nonusers)

---
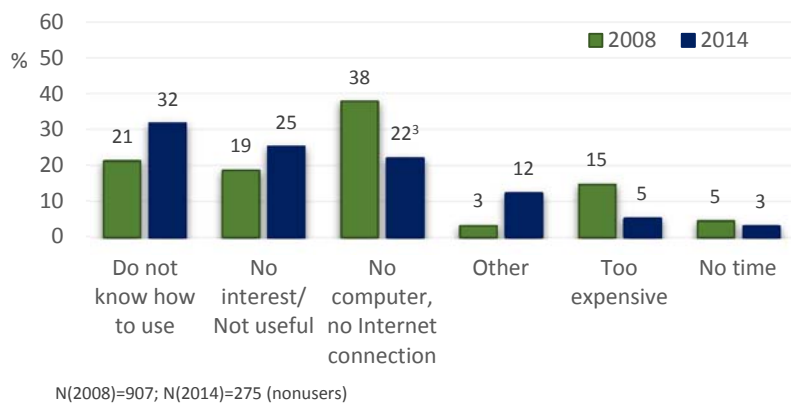
[2] The interviewers did not offer pre-defined answer possibilities to the question "What is the main reason you do not use the Internet?"; the interviewers assigned the respondent's answer to general answer categories that are indicated in the chart and in this report.

answers "The Internet is too expensive, I cannot afford the fees/charges" and "I don't have a computer or Internet connection"[3] decreased. Reasons having to do with a lack of motivatio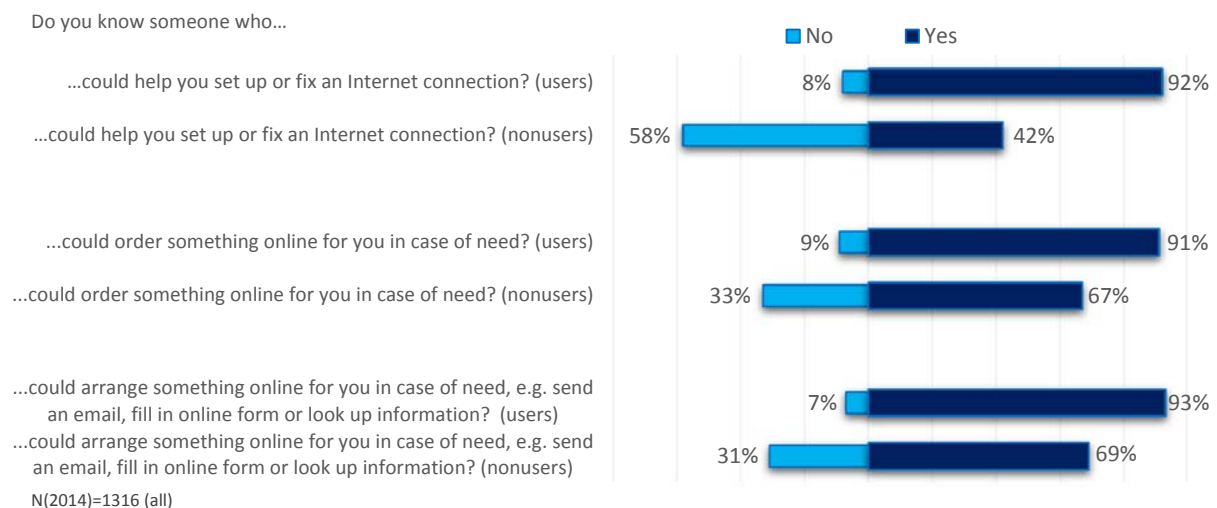n were declared by quarter of nonusers in 2014, and reasons in the area of lacking competences (or a lack of self-confidence in using new technologies) were declared by one third of nonusers.

The availability of proxy use among users and nonusers

Nonusers are usually perceived as people who are completely cut off from the possibility of enjoying the benefits of Internet use. However, that does not apply in the case when nonusers have someone to mediate these benefits for them, e.g. by filling in a form on the Internet, ordering goods online, verifying information, printing documents etc. Inspired by the questions used by *the Oxford Internet Institute*, we also inquired if the respondents know someone who can help them fix their Internet connection, order or attend to their matters online.

Do you know someone who…

	No	Yes
…could help you set up or fix an Internet connection? (users)	8%	92%
…could help you set up or fix an Internet connection? (nonusers)	58%	42%
…could order something online for you in case of need? (users)	9%	91%
…could order something online for you in case of need? (nonusers)	33%	67%
…could arrange something online for you in case of need, e.g. send an email, fill in online form or look up information? (users)	7%	93%
…could arrange something online for you in case of need, e.g. send an email, fill in online form or look up information? (nonusers)	31%	69%

N(2014)=1316 (all)

Among Internet users, there is generally a very high availability of people who could help them set up or mediate Internet connection – more than nine in ten users have someone (friends, relatives) to help them in these matters. Among nonusers, the positive answers also prevail – roughly two thirds of nonusers have someone to mediate Internet connection in case they needed it. The remaining one third of nonusers should be perceived as the really disconnected population segment, which is facing real disadvantages in the current situation, when more and more communication, information, sales, ticket booking etc. happens only online.

This chart can also help in understanding the reasons of not using the Internet in a significant segment of nonusers, as six out of ten nonusers claim to have no one to help them set up or fix their Internet connection.

---

[3] In 2014, the answers were divided into two categories: "I don't have a computer or any other device for connection" and "I don't have Internet connection". In 2008, similar answers had been assigned to one category "I don't have a computer or Internet connection".

The availability of proxy use among nonusers by the strength of their ties

Now let us focus on the question whether the proxies are found among the close, strong relations (family and close friends) or if they are just acquaintances to whom the nonusers do not have close bonds. In the case of setting up or fixing Internet connection, only six percent of nonusers do not have any available family member or close friend, but do have an acquaintance who could help. Proxy use of the Internet (ordering goods, arranging something or looking up information) is almost always possible for nonusers via their families or close friends; there are only 2%–3% of nonusers, who can rely only on acquaintances in these matters.

Do you have someone in your family or friend circle who could help you set up or fix your Internet connection? — No 65%, Yes 36%

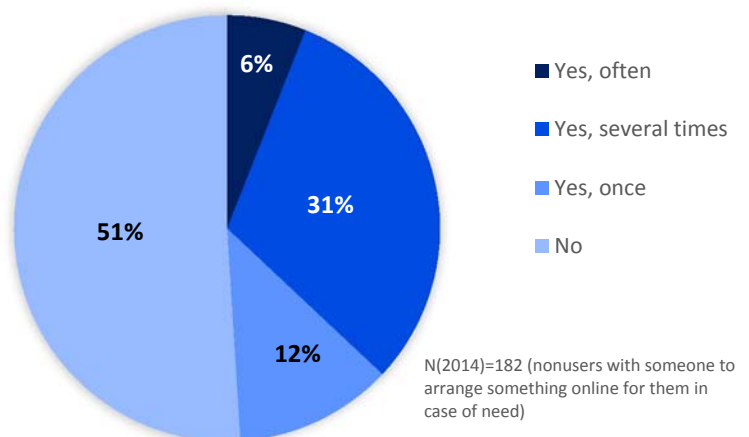… and do you have someone among your acquaintances? — No 75%, Yes 25%

Do you have someone in your family or friend circle who could order something online for you in case of need? — No 35%, Yes 65%

… and do you have someone among your acquaintances? — No 58%, Yes 42%

Do you have someone in your family or friend circle who could arrange something online for you in case of need, e.g., send an email, fill in online form or look up information? — No 34%, Yes 66%

… and do you have someone among your acquaintances? — No 55%, Yes 45%

N(2014)=275 (nonusers)

Actual proxy use among nonusers[4]

Half of nonusers who have someone to mediate Internet access for them have never utilized this opportunity. More than one third of such nonusers have used this opportunity repeatedly. Six percent of nonusers with the option of mediated Internet access are using this opportunity often, and therefore they can hardly be considered truly disconnected.

- Yes, often — 6%
- Yes, several times — 31%
- Yes, once — 12%
- No — 51%

N(2014)=182 (nonusers with someone to arrange something online for them in case of need)
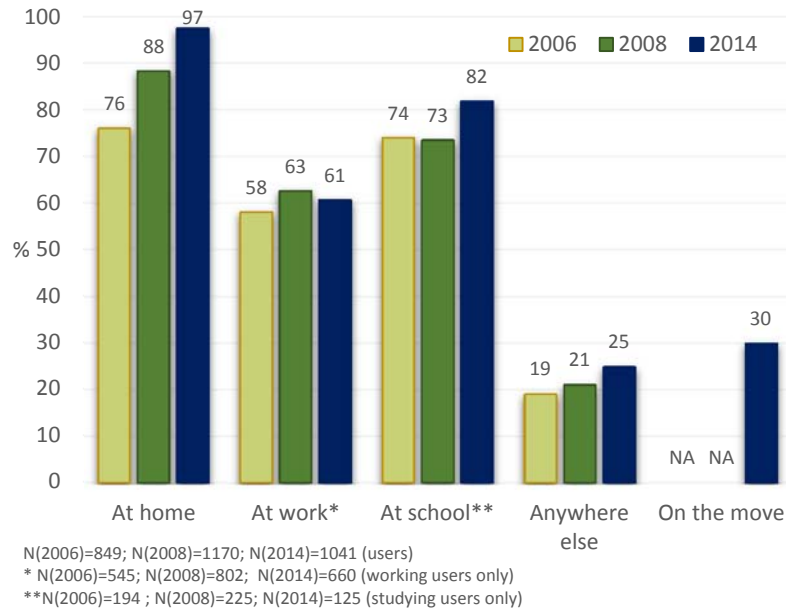
---

[4] If a respondent answered that he/she knows someone who could arrange something online for him/her in case of need, we also asked the following question: „Have you ever asked someone to arrange something online for you (like send an email, fill in an online form or look up information)?" The possible answers can be seen in the legend of the graph.

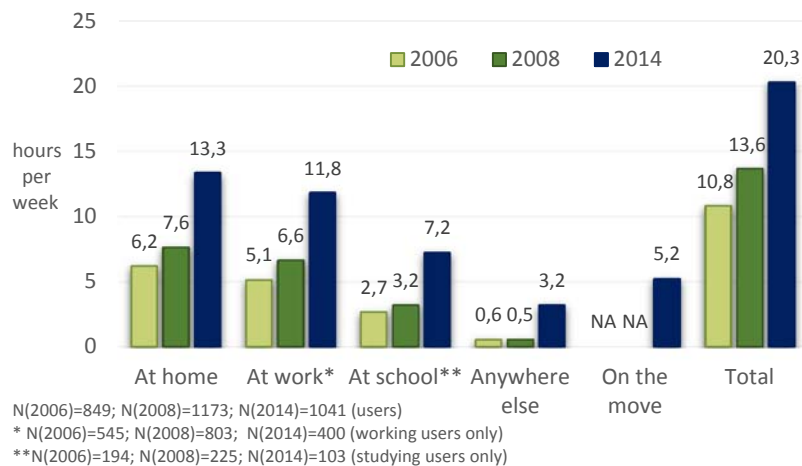## V.   Users – Places of Connection, Devices and Time Spent Online

Where is Internet used?[5]

Connecting to the Internet from home is more common than before; almost all Internet users had and used the Internet in their household in 2014, which is a jump by more than 20% compared to the year 2006. The proportion of working users who were connecting to the Internet from their workplace has not changed to a great extent; the number remains at around 60% (discovered differences are below the level of statistical error). Since 2008, the number of pupils and students who are connecting to the Internet from schools or universities has increased slightly to four fifths of students. Three in ten users said yes to the question inquiring if they use the Internet on the move (e.g., in public transport or in the streets).

N(2006)=849; N(2008)=1170; N(2014)=1041 (users)
* N(2006)=545; N(2008)=802; N(2014)=660 (working users only)
**N(2006)=194 ; N(2008)=225; N(2014)=125 (studying users only)

Time spent online[6]

Time spent online increased in all above mentioned locations in the past decade. Internet users spend 20 hours a week online on average. Most of that time, they are connected from their homes – 13 hours a week on average. Working users

N(2006)=849; N(2008)=1173; N(2014)=1041 (users)
* N(2006)=545; N(2008)=803; N(2014)=400 (working users only)
**N(2006)=194; N(2008)=225; N(2014)=103 (studying users only)

---

[5] The original wording of the 2014 question was: "On an average day, do you use the Internet in the following locations?" The data from the 2006 and 2008 surveys were inferred from by the answers stated by the respondents following the question "How many hours or minutes do you use the Internet from the following locations". 2006 data are used because in the 2005 survey, the answers were phrased differently, making the data not fully comparable. The possible answer "On the move, such as in cars and buses, and on the street" was added in 2014, so we cannot compare this figure with the previous surveys.

[6] The question was "How many hours or minutes a week do you use the Internet from the following locations" with the locations mentioned above. The total data represent the sum of stated times from all locations.

spent online 5 hours more than what they stated in the previous WIP surveys. Pupils and student spend more time online at school too, more than double the time compared to 2006 and 2008. Czech Internet users spend the average of 5 hours a week online on the move (in public transport or in the streets).
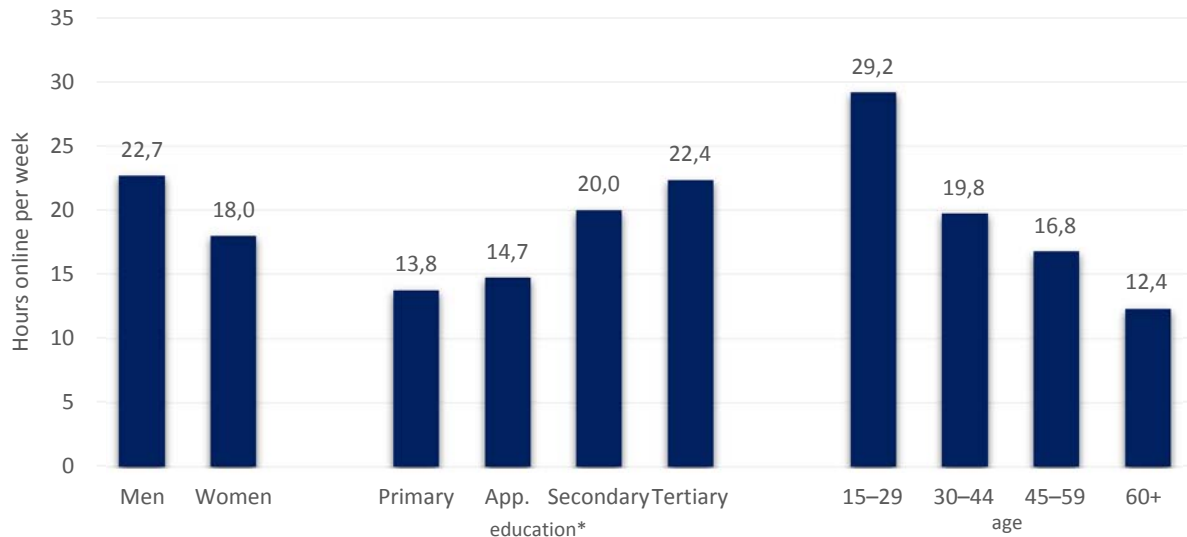
N(2014)= 1041 (users); *N(2014)=916 (users without pupils and students)

Young Internet users (15–29 y. o.) spend the most time online, the average of 30 hours a week. On the contrary, the oldest users (60+ years) spent less than half that time online per week. Users with higher education also spent more than the average time on the Internet (more than 22 hours a week), and users with elementary education and apprenticeship certificates rank far below the average. The time that men and women spend online differs; men spend the average of 22 hours a week online, women almost 5 hours weekly fewer.

What devices do Internet users use to connect?

The overwhelming majority of Czech users connect to the Internet via computers. The penetration of other devices is much lower. Two out of five users use their cell phones to go online, and only one out of five users use a tablet or a reader to connect to the Internet.
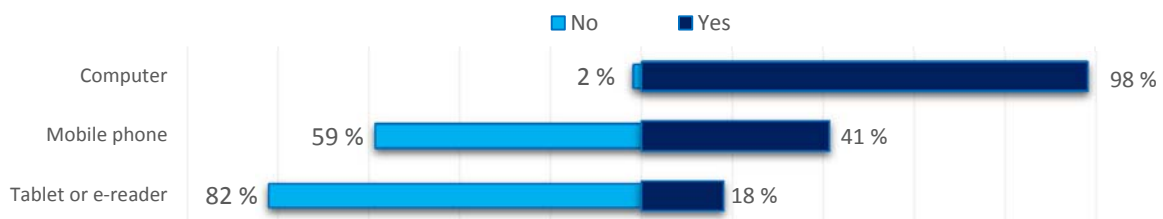
N(2014)=1041 (users)

Two thirds of users who own more than one of these types of devices mostly use computers to go online. The second most used device is a mobile phone. The occurrence of mobile phones as an often used device in connecting to the Internet is higher among users who have begun using the Internet in the last six years (i.e. since the last WIP survey in the Czech Republic).

Mostly used device

Second most used device

- Computer
- Mobile phone
- Tablet or e-reader
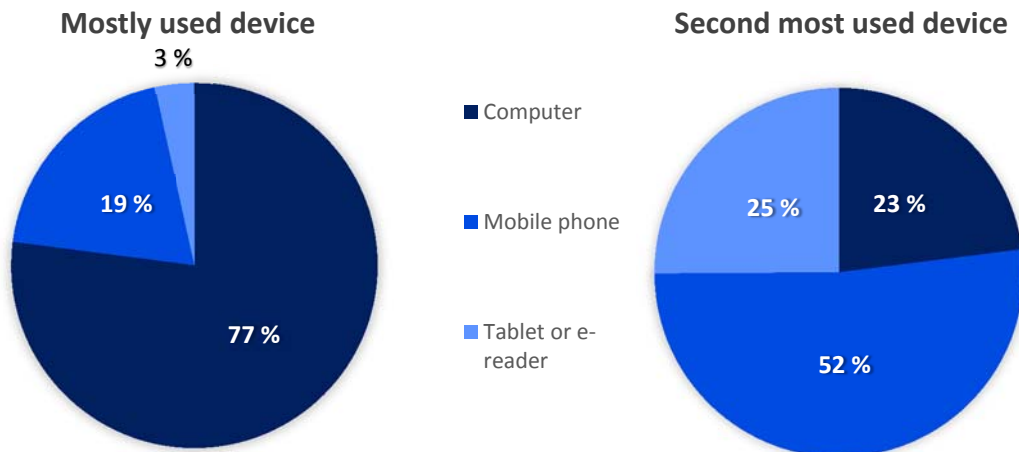
N(2014)=465 (users who go online via more than one device)

VI.   Internet as a Source of Information and Entertainment

Internet's importance as an information source[7]

The importance of Internet as an information source has increased appreciably since 2008. In 2014, 14 more percent of respondents claimed the Internet to be "important" or "very important". This shift is, however, mostly the result of the increase in the number of users (see chart below) and among users, there has not been a significant change of the importance of the

N(2006)=1591; N(2008)=2074; N(2014)=1316 (all)
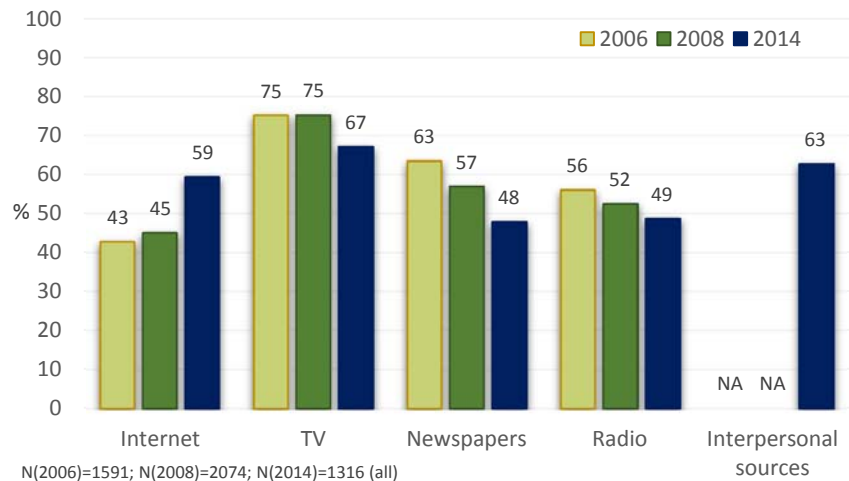
Internet as an information source. The importance of traditional mass media is on the decline, with the biggest drop in the case of newspapers, which lost their significance for one eighth of Czechs since 2006. Face-to-face contact with other people remains to be an important information source too.[8] However, the most important source is still television. The chart below lists the proportions of Internet users for whom the given media is an important information source. In the population of Internet users, television has already lost its primacy among information sources[9], but the drop depends on the age and education.

N(2014)=1041 (users); *N(2014)=916 (users without pupils and students)

---
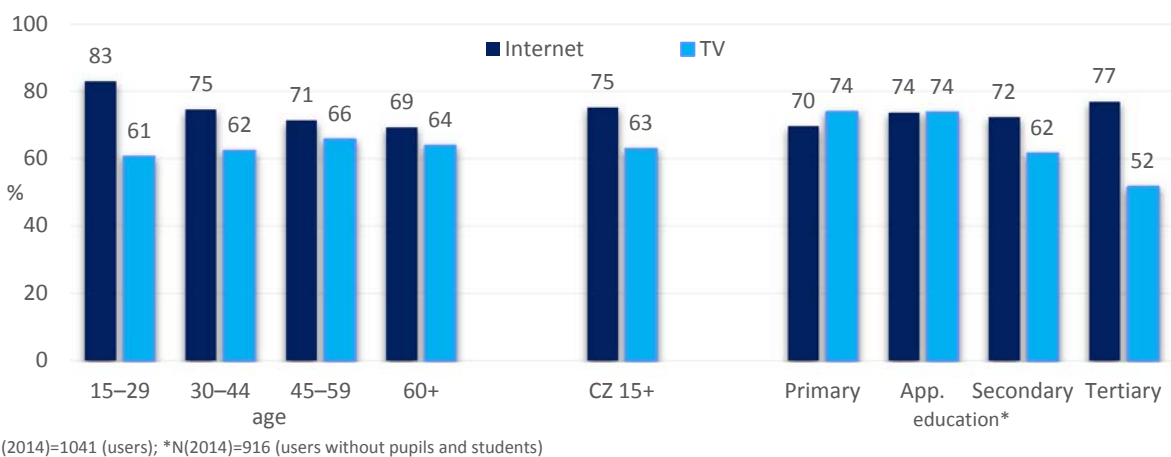
[7] The question was "For information in general, how important is each of the following to you as a source?" with the answer scale "not important at all", "not important", "neutral", "important", and "very important". The chart shows the proportions of users for whom the source is an important or very important information source.

[8] There is no applicable data from the 2006 and 2008 surveys as the answer was phrased differently and the data are therefore incomparable.

[9] Television is the most important information source only for users with elementary education. Given the dynamics of development in the area and the minimal discovered difference, the 2014 is likely to be one of the last years to show this exception.

Younger users claim the Internet to be an important source more often than old users, and television to be slightly less important information source than for older respondents. In terms of education groups, the Internet is the most important information source mostly for university graduates. While for graduates, the Internet seems to be replacing television, for the lower education group, the Internet is more of an addition to television (both media are relatively often stated as important or very important).

Internet's importance as an entertainment source[10]

The Internet is an important entertainment source for more users than in previous years. 68% of respondents said that the Internet is an "important" or "very important" source of entertainment, which is a 15% increase compared to the year 2008. Other media did not show significant changes of importance as entertainment sources. Television is still the most important entertainment source even among users where the Internet hold the same importance (the difference between the popularity of the Internet and television among users is below the level of statistical error). With newspapers and radio, their importance is much higher among nonusers.

N(2014)=1041 (users); N(2014)=276 (nonusers)
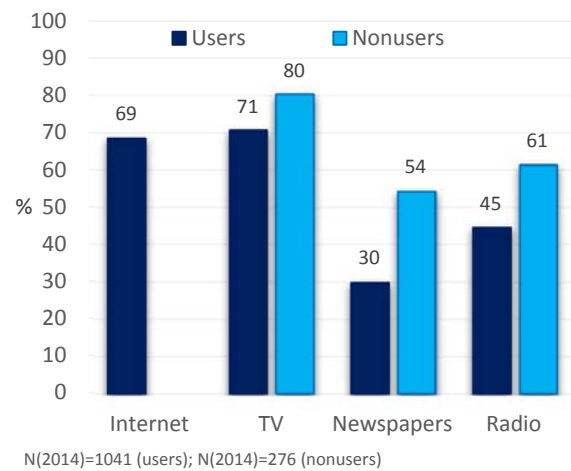
Reliability of information on the Internet[11]

In terms of reliance of information available on the Internet, there are great differences between the users and nonusers. Nonusers declare much lower trust in Internet sources, with one third of nonusers seeing none or only a small portion of information online as reliable. Internet users rely on online information more; four in five users trust at least half of the information found online. Only 3% in each group stated that all information are reliable on the Internet.

N(2014)=1041 (Users) N(2014)=276 (Nonusers)

---
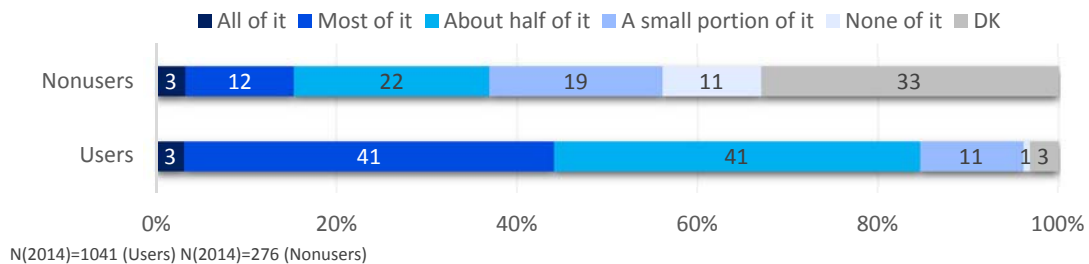
[10] The question was "For entertainment, how important is each of the following to you as a source?" with the answer scale the same as in information sources question.

[11] The question was "How much of the information on the Internet overall is generally reliable?" with the answer scale "none of it", "a small portion of it", "about a half of it", "most of it" and "all of it".

VII.   Internet Skills[12]

Monitored skills – an overview

The Internet offers many opportunities provided that a user masters certain skills. Therefore, we have asked the responde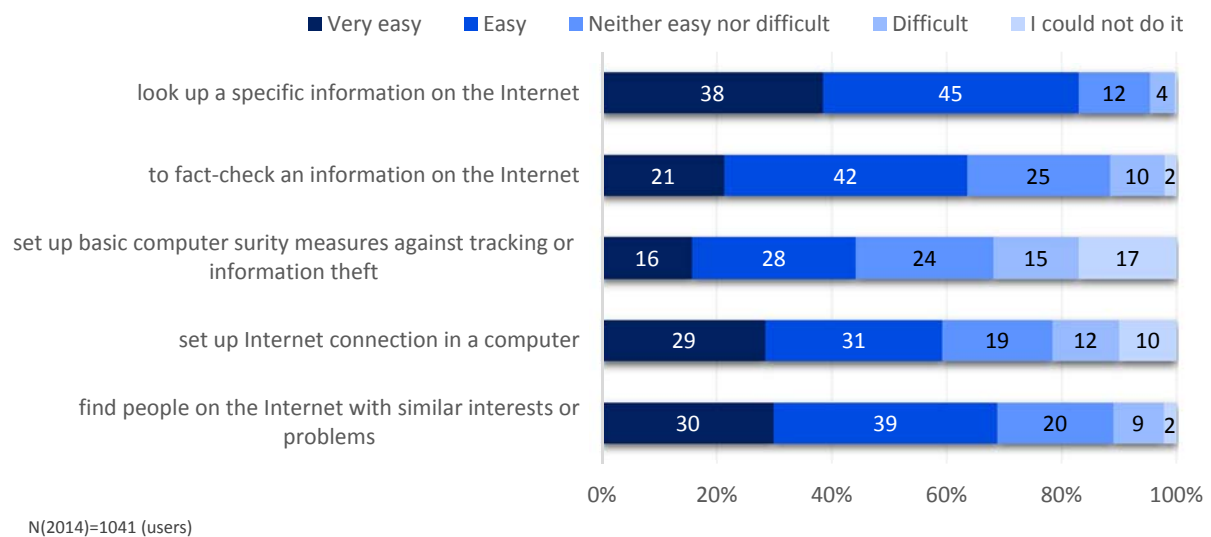nts to evaluate their own skills in terms of setting up Internet connection, basic computer security setting, finding or verifying information and using the Internet to find people with similar interests (see the chart for exact question wording).

How easy is it for you to...[13]

	Very easy	Easy	Neither easy nor difficult	Difficult	I could not do it
look up a specific information on the Internet	38	45	12	4	
to fact-check an information on the Internet	21	42	25	10	2
set up basic computer surity measures against tracking or information theft	16	28	24	15	17
set up Internet connection in a computer	29	31	19	12	10
find people on the Internet with similar interests or problems	30	39	20	9	2

N(2014)=1041 (users)

Four in ten users find it very easy to look up information online, but the same applies only to one fifth of users. Almost half of Internet users think their skills in finding or verifying information online are average. It is also interesting that one out of ten users said they would have great difficulties using the Internet to verify information. The level of technical computer skills is lower than with information skills – one fifth of users said they would have much trouble setting up their Internet connection, and as much as one third of users would have problems setting up basic security for their computers. Basic computer security is very easy for one sixth of users, and the same number of users claims to have no such skills. Only about one tenth of users would have great difficulties finding people with similar interests or problems online, and around one fifth of users see their skills in this regard as average.

---

[12] The declared level of subskills was monitored by the question: "How easy are the following activities for you? If you have never done such an activity, please give an estimate of how difficult it would be for you. How easy is it then for you to…?" The answers were recorded on the scale of 0 to 10 where 0 stands for "very easy" and 10 for "I could not do it".

[13] For better transparency, the values were merged in five categories, where "nor easy, nor difficult" represents the neutral values 4 to 6.

Using the Internet to find and verify information by age, gender and education

In terms of using the Internet to look up or verify information, there are higher average values in younger users with high education, the differences between female and male users are only statistically conclusive for verifying information. The discovered higher average value in the group of users with primary education is not conclusively different than the value in the group of users with apprenticeship certificates; in terms of education group differences, the only conclusive value is the higher value of university educated population (and only in comparison with the apprenticeship certificate group).

N(2014)=1041 (users)
*N (2014)=915 (users without students and pupils)
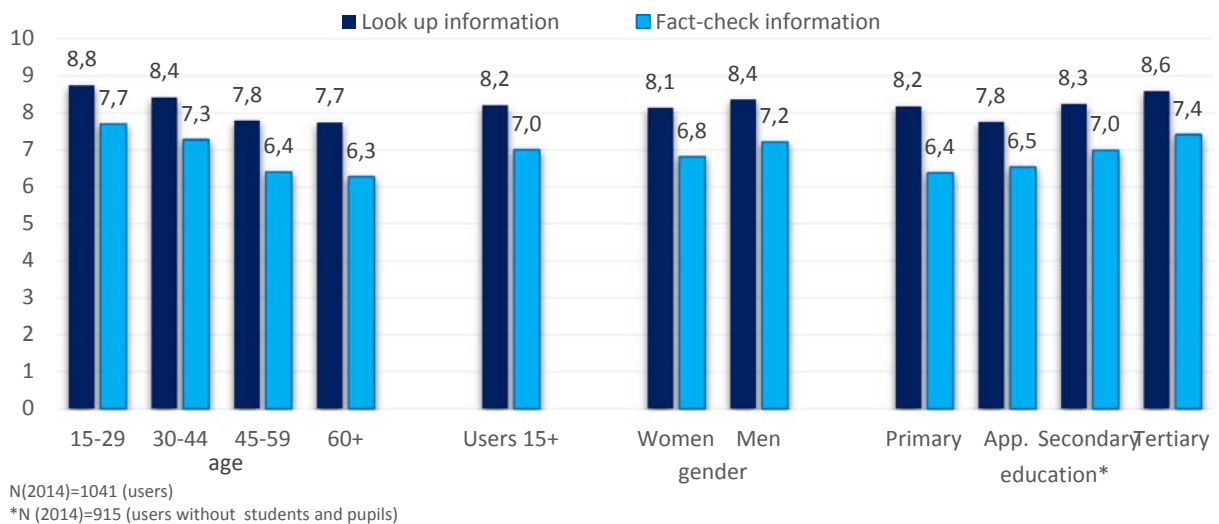
Operational digital skills by age, gender and education

In the case of computer security and setting up Internet connection, the differences are much greater, especially when comparing age groups and gender groups. We can see that among the youngest users, the confidence in basic computer security skills is two times higher than in the oldest age group, and

N(2014)=1041 (users)
*N (2014)=915 (users without students)
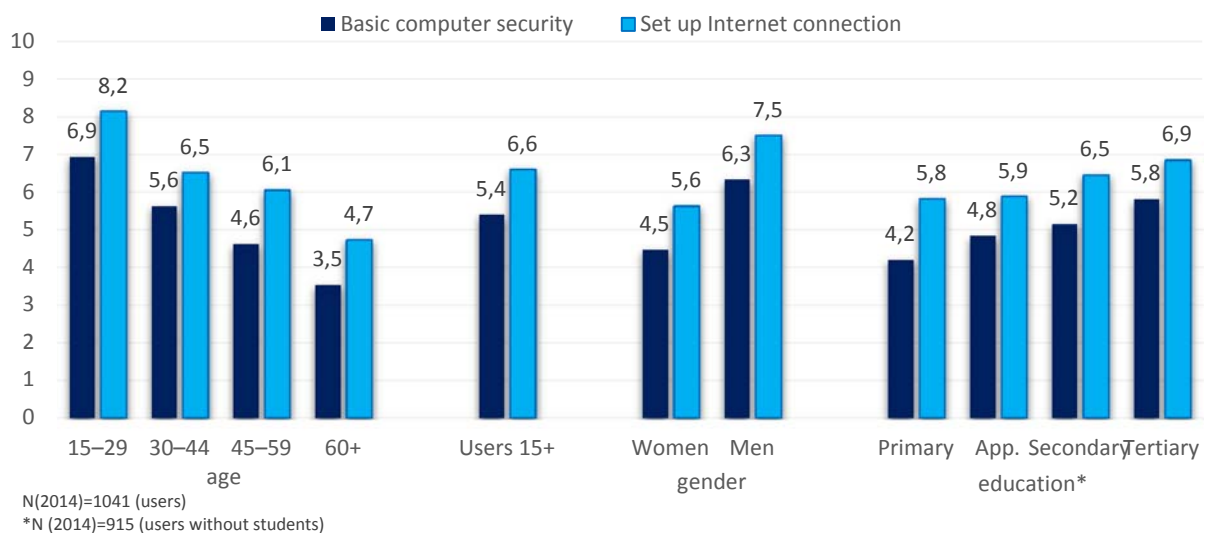
about 50% higher than among women. All differences between age groups and gender groups are statistically conclusive. As for education groups, the only conclusively higher value was again found among university graduates. Contrary to verifying information, the importance of education is not as significant as one would expect looking at the other differences.

Using the Internet as a communication tool by age, gender and education

The ability to contact people with similar interests or problems online is one of the key competences for efficient Internet use. Czech Internet users are rather confident in this area – on average, the respondents evaluated their ability to find people with similar interests online by a score of 7. The youngest groups evaluated themselves the highest, the older age groups evaluated their skills lower. Men feel somewhat more confident than women in this regard, but the absolute difference discovered was very small, similar as in information skills. Education also plays a role in self-evaluation in this area; university graduates evaluated themselves above average, the elementary education group sees itself as less competent to find people with similar values online.

N(2014)=1041 (users)
*N (2014)=915 (users without students and pupils)
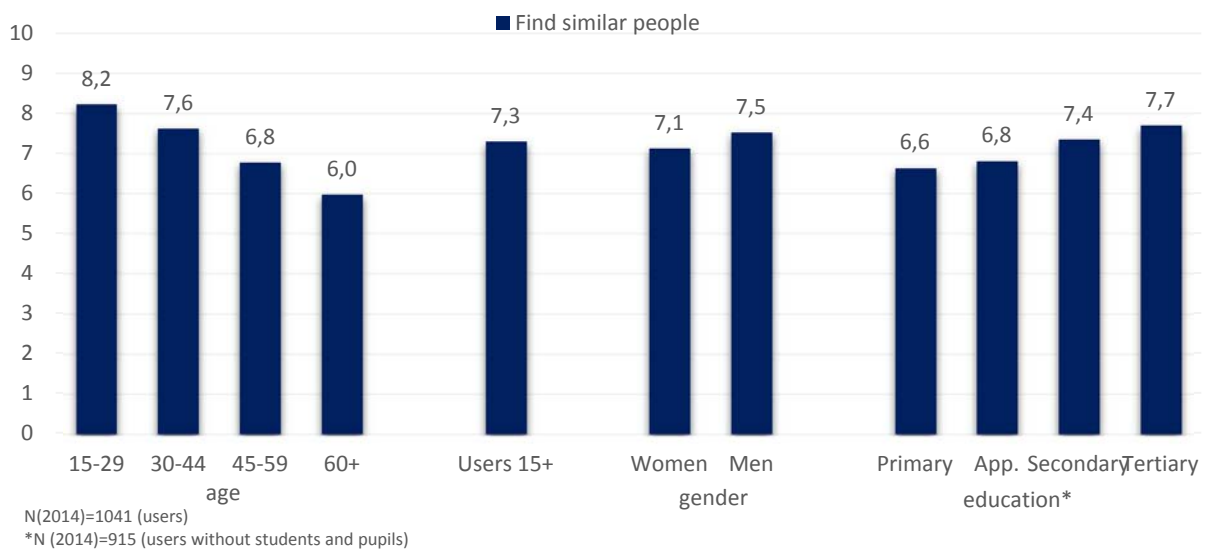
VIII. Internet Indispensability

Internet use in respondent's social environment [14]

Generally we can say that in the social environment of nonusers, there are not many Internet users, comparing the data from the chart below with the number of users in the Czech Republic. Interpreting the 11-point scale as an expression of the proportion of Internet users in respondents' social environment, we can claim that one third of nonusers' circles are Internet users. In the case of Internet users, the number is roughly three fourths of users' circles. Expectably, there is a lower presence of users in the social environment of older respondents and of people with lower achieved education. There is no significant difference between men and women as to how they evaluate the frequency of Internet use in their social environment. Internet use in one's social environment is one of the prerequisites for a higher interest in Internet connection, and also represents the importance of Internet for social communication.
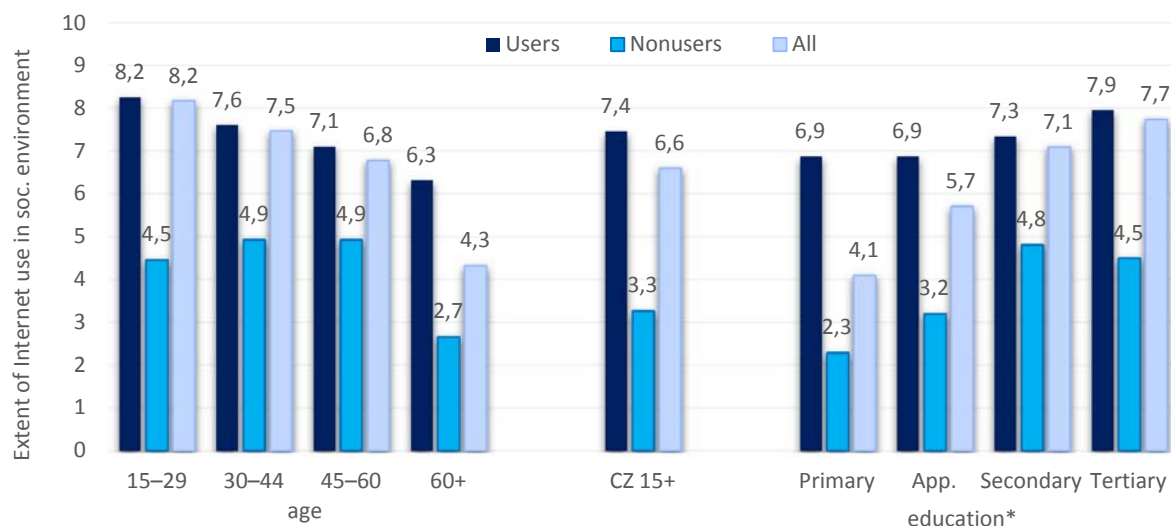
N(2014)=1285(All without DK and RF); *N(2014)=1024(Users without DK and RF); 261(Nonusers without DK and RF)
N(2014)=1161(All without students, DK and RF); *N(2014)=901(Users without students, DK and RF); 260(Nonusers without students, DK and RF)

Internet indispensability in relation to work and social life[15]

The indispensability of Internet use for social and work life varies according to age. The social life of young Internet users would be much more deprived by the lack of Internet connection than in the case

---

[14] The respondents evaluated the position of Internet in their lives on the scale between two statements: "People who I come in contact with do not use the Internet" as 0 and 10 as "Everyone around me uses the Internet".
[15] The Internet users evaluated the position of the Internet in their lives on the scale between two statements, with 0 being "Without the Internet, my social life would not change" and 10 being "Without the Internet, I would lose contact with many friends and acquaintances" for social communication and "My profession has nothing to do with the Internet" being 0 and 10 being "All my work is situated on the Internet" for work performance.

of older users. On the other hand, there were no significant differences discovered among education groups. Expectably, Internet use is much more related to work performance among users with high education and of younger age.
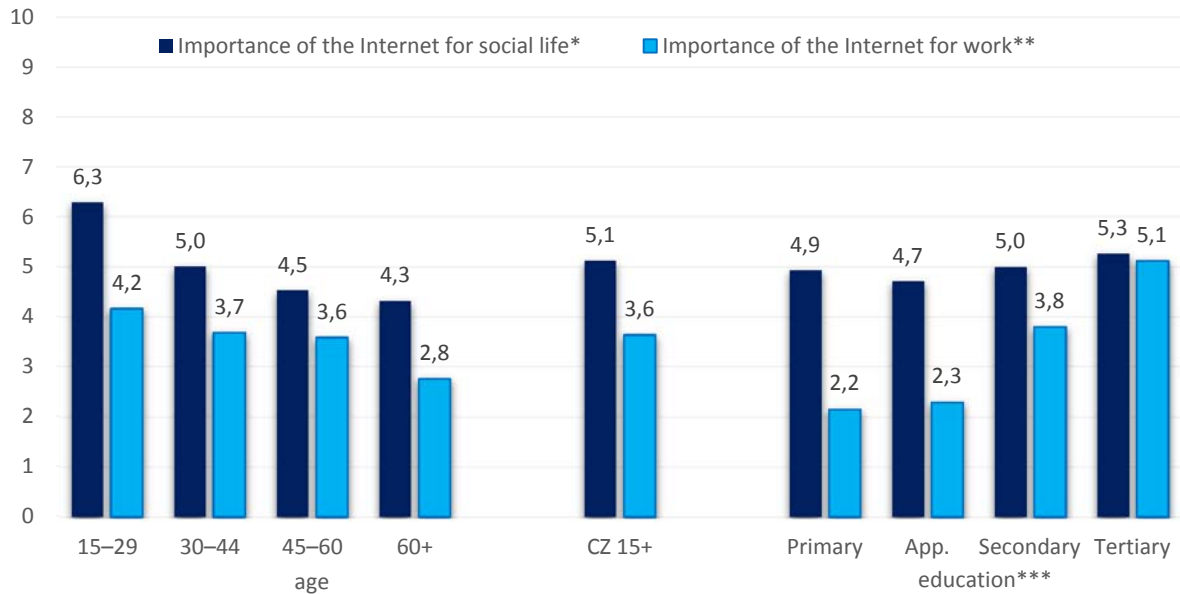
*N(2014)=1010(Users without DK and RF); ***N(2014)=896(Users without students , DK and RF);
**N(2014)=1008(Users without DK and RF); ***N(2014)=897 (Users without students , DK and RF)

IX. What Czech Internet Users Do Online

Czech Internet users dedicate their daily time online to a range of activities related to online communication and social networking sites. Entertainment functions are the second most used area of online activities. There is a significantly less time spent on economic activities (shopping/selling items online, transactions).

Entertainment

Half of Internet users browse the Internet for relaxing purposes at least once a day. Two in five users are visiting social networking sites at least once a day, although one third of Czech Internet users claim not to use social networking sites at all. Two out of five users spend time online listening and downloading music at least once a week. Listening to online radios is not a favorite activity in the Czech Republic – only every tenth user is listening to online radios at least once a day. Even less popular is visiting websites with religious or spiritual content, which is a result of the low percentage of believers in the Czech Republic.
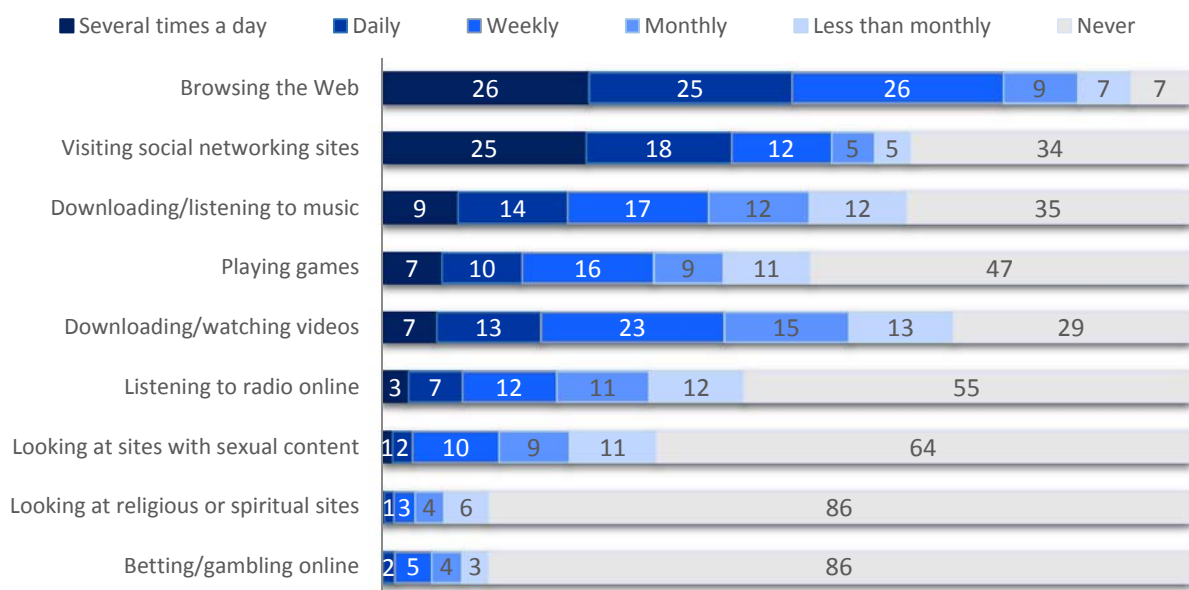
N(2014)=1041 (Users)

Communication and social networking sites

A vast majority of Czech Internet users see a new e-mail in their mailboxes in a week's time at the latest. Three quarters of users are checking their electronic mailbox daily. Written communication via various messenger services (ICQ, Skype, Facebook, Messenger etc.) is the second most used communication service after e-mails – two in five users are connecting with their friends daily using these services. 15% of Czech Internet users are using Internet telephone services daily. Regular discussion forums activity is a minor phenomenon for Czech Internet users; only 6% of them share their opinions using these services daily. As for activities related to using social networking sites, the most common is commenting on others' content, followed by sharing content. One quarter of Czech users use the Internet creatively, that is by posting their own content, at least once a week.

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
Check your e-mail	35	39	21	2	2	
Do instant messaging	22	17	15	8	4	34
Posting messages or comments on social networking sites	11	13	14	10	6	45
Make or receive phone calls over the Internet	6	9	19	13	9	44
Re-posting or sharing links or content	4	11	24	12	12	37
Posting your own content	3	5	16	16	11	50
Posting messages or comments on discussion boards or forums	2	4	12	11	12	59

N(2014)=1041 (Users)

Preference of online communication

N(2014)=998(Users without DK and RF); *N(2014)=875 (Users without students, DK and RF)

The respondents expressed their preference of online communication to face-to-face communication by agreeing or disagreeing[16] with the following statements: (a) I prefer to meet people online than in person, (b) I am more open on the Internet than in real life, (c) I reveal private details about my life

---

[16] The answers were "strongly agree", "somewhat agree", "somewhat disagree", and "strongly disagree".

online that I would not normally share, (d) It is easier for me to express myself online than in a normal conversation and (e) It is easier for me to express my emotions (feelings) on the Internet. It was mostly the youngest respondents who voted "strongly agree" or "somewhat agree" in at least one of the statements (more than half of them), as shown in the chart above. In terms of education, most positive answers were recorded among respondents with elementary education or apprenticeship certificates (almost third of them).

Information

Legend: ■ Several times a day ■ Daily ■ Weekly ■ Monthly ■ Less than monthly ■ Never

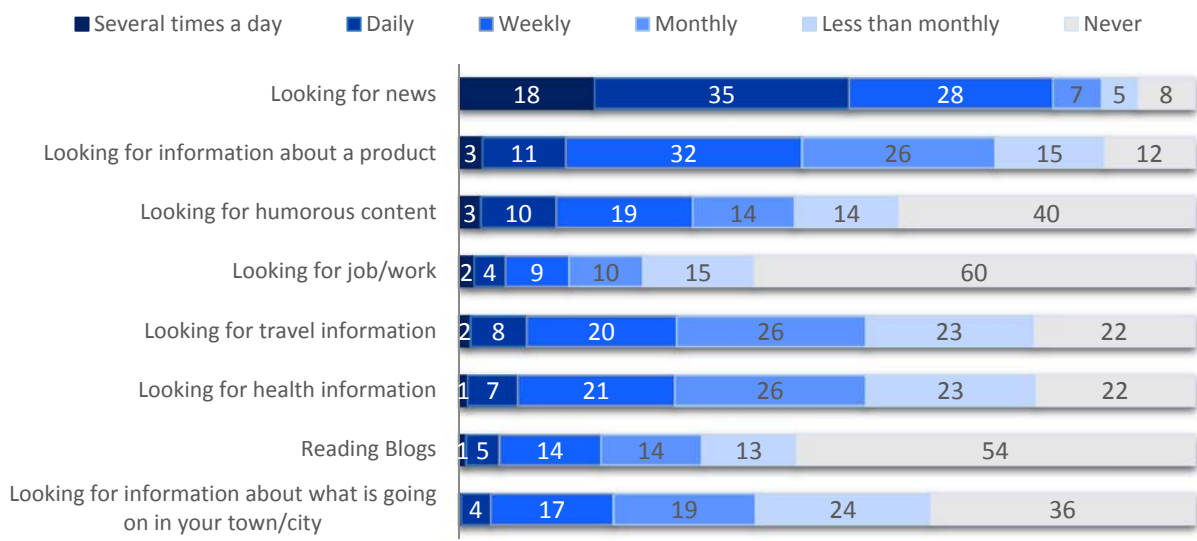| Category	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
Looking for news	18	35	28	7	5	8
Looking for information about a product	3	11	32	26	15	12
Looking for humorous content	3	10	19	14	14	40
Looking for job/work	2	4	9	10	15	60
Looking for travel information	2	8	20	26	23	22
Looking for health information	1	7	21	26	23	22
Reading Blogs	1	5	14	14	13	54
Looking for information about what is going on in your town/city		4	17	19	24	36

N(2014)=1041 (Users)

Using Internet news services is a part of a daily routine for more than half of Czech Internet users. Over four fifths of users read the news online at least once a week. Looking up information may not be the most popular online activity on daily basis, but a majority of users do use the Internet for that purpose at least once in a while. Internet users mostly find information about products (almost one half, at least once a week), travel purposes (a third, at least once a week) and health. Two in five users use the Internet to follow the local news. Only a minority of Czech internet users are reading blogs daily – just 6%.

Economic activities and transactions

Seventy percent of users use the Internet to compare prices at least sometimes. Every other Czech Internet user regularly uses Internet banking (at least monthly). The respondents' answers also show that Czech users are more likely to shop online than to sell items or services. Almost half of Czech users use the Internet to make travel reservations or bookings at least sometimes.

Legend: ■ Several times a day ■ Daily ■ Weekly ■ Monthly ■ Less than monthly ■ Never

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
Comparing prices of products/services	2	3	20	27	18	29
Using bank's online services	2	4	29	23	6	37
Paying bills online	1	2	26	30	6	36
Selling things online	1	1	4	8	15	72
Buying things online		2	9	24	35	30
Making travel reservations/bookings			3	10	33	54
Investing in stocks/funds/bonds		1	1	3	5	91

N(2014)=1041 (Users)

Studying and education

The Internet serves as a tool for expanding the knowledge to a rather small percentage of the population. Czech Internet users mostly find or verify facts online; two in five users do so at least once a week. Less often they look up definitions of words (a third of users). Attending online courses or online job training is rare; only 7% of Czech Internet users educate themselves online at least once a month.

Legend: ■ Several times a day ■ Daily ■ Weekly ■ Monthly ■ Less than monthly ■ Never

	Several times a day	Daily	Weekly	Monthly	Less than monthly	Never
Finding/checking a fact	3	9	28	19	16	25
Getting information for school-related work	2	3	9	5	7	74
Looking up the definition of a word	2	5	20	20	18	35
Participating in distance learning for an academic degree or job training		2	5	9		83
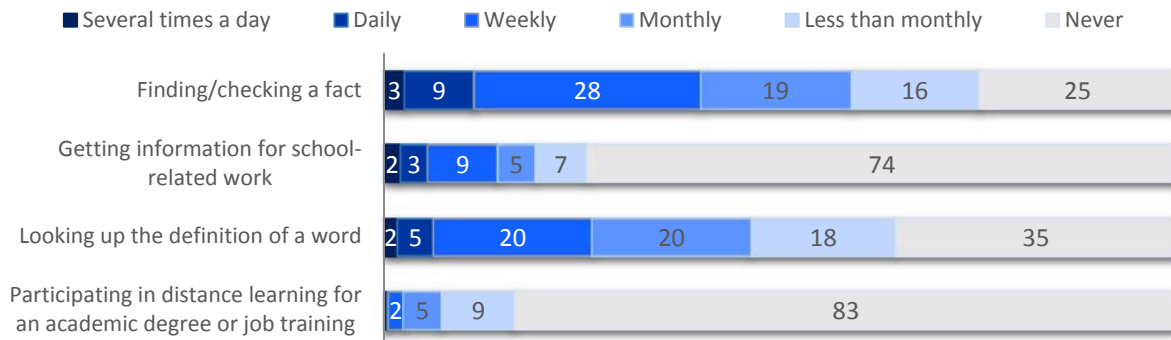
N(2014)=1041 (Users)

X.   Security, Privacy and Freedom of Expression

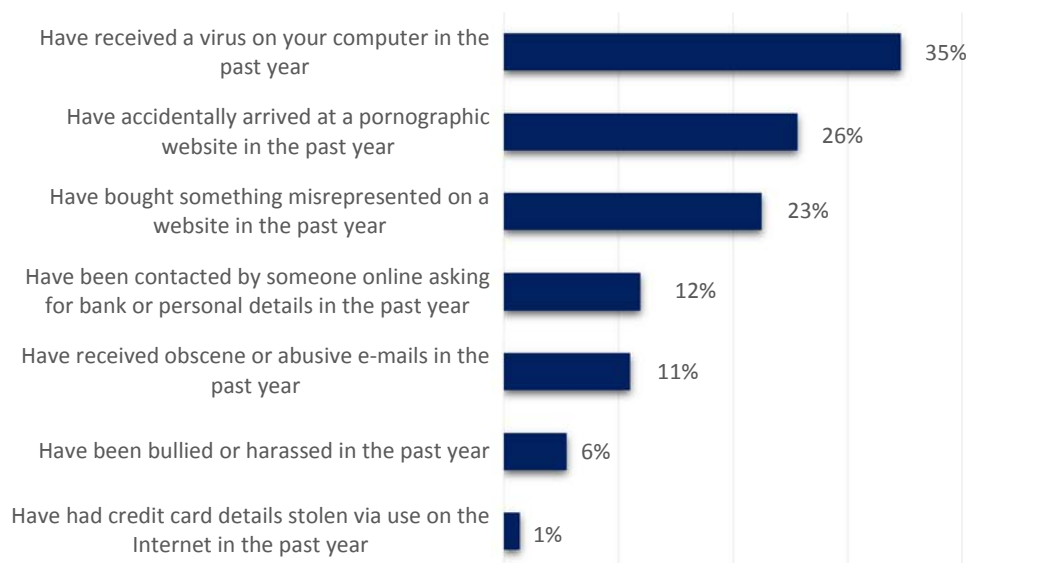### Negative experience with the Internet[17]

In connection with the Czech Republic, attention is often drawn to the fact that people underestimate the security risks of Internet use. The survey has focused mostly on how respondents perceive these risks and what problems (both technical and social) they have encountered.

A third of Czech Internet users encountered one or more of the problems listed below in the last year. Most often it was a computer virus or an accidental encounter with a pornographic website. One in five users also claims to have bought something that had been misrepresented online. Less than 10% of respondents have encountered serious risks. One tenth of users received a request for sensitive data in the last year, and the same number of users received unsolicited obscene or abusive e-mail. The most serious risks such as cyberbullying or credit card details theft were experienced by only a fragment of Czech users (circa 0,5%, i.e. 5 respondents). This goes to show the prevalence of traditional risks such as viruses and problems in the area of online shopping.

In the past year, have you ever...?

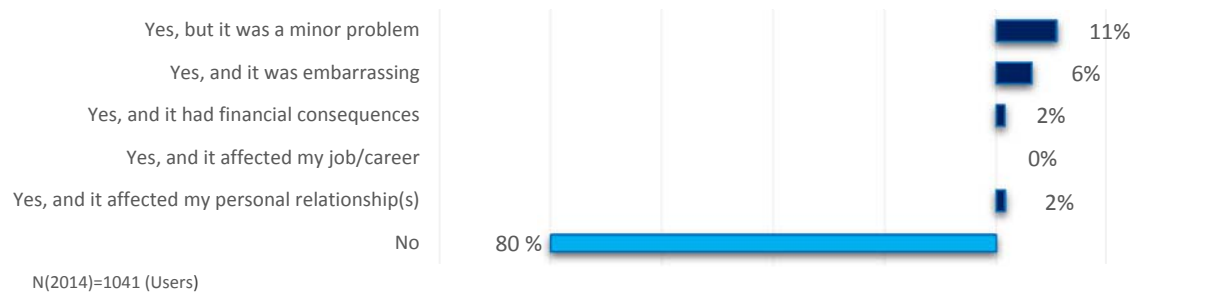|	
Have received a virus on your computer in the past year	35%
Have accidentally arrived at a pornographic website in the past year	26%
Have bought something misrepresented on a website in the past year	23%
Have been contacted by someone online asking for bank or personal details in the past year	12%
Have received obscene or abusive e-mails in the past year	11%
Have been bullied or harassed in the past year	6%
Have had credit card details stolen via use on the Internet in the past year	1%

N(2014)=1041 (Users)

---

[17] The question was "In the past year, have you ever...?" with the answers "yes" or "no". The chart shows the percentage of positive answers for each item.
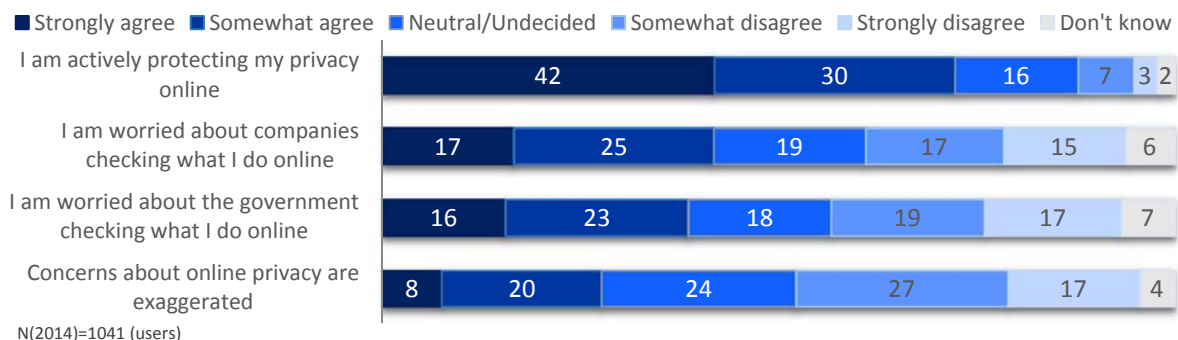
Privacy violation experience[18]

Securing online privacy is a worldwide discussed topic. The findings show that only a minority of Czech Internet users have experience with violation of their privacy online. Four in five users claim to never have encountered this problem. For those who have had that experience, they were mostly minor problems. Only 5% of users have associated a case of privacy violation with feelings of embarrassment. Only 1% of respondents assign a serious impact on their private or financial life to violation of online privacy. No respondents have reported any impact on their work or career. That shows that despite the much debated non-trivial cases of privacy violation and conflicts, people do not consider the privacy violation risk to be very serious.

Has your privacy ever been violated on the Internet?

|	
Yes, but it was a minor problem	11%
Yes, and it was embarrassing	6%
Yes, and it had financial consequences	2%
Yes, and it affected my job/career	0%
Yes, and it affected my personal relationship(s)	2%
No	80 %

N(2014)=1041 (Users)

## Concerns about online privacy

Speaking of ensuring online privacy, Czech users are rather cautious. Almost three quarters of users actively protect their privacy online. Nevertheless, a considerable proportion of Czech Internet users (two fifths) are concerned with their online activity being monitored by private companies or the government. Only 28% of respondents agreed that any concerns about online privacy are exaggerated.

Legend: ■ Strongly agree ■ Somewhat agree ■ Neutral/Undecided ■ Somewhat disagree ■ Strongly disagree □ Don't know

	Strongly agree	Somewhat agree	Neutral/Undecided	Somewhat disagree	Strongly disagree	Don't know
I am actively protecting my privacy online	42	30	16	7	3	2
I am worried about companies checking what I do online	17	25	19	17	15	6
I am worried about the government checking what I do online	16	23	18	19	17	7
Concerns about online privacy are exaggerated	8	20	24	27	17	4

N(2014)=1041 (users)

---

[18] The question was "Have you ever had your privacy violated online?" with an answer scale of "yes" and "no". The chart shows the percentage of positive answers for each item.

N(2014)=1041 (Users); *N(2014)=914 (Users without pupils and students)
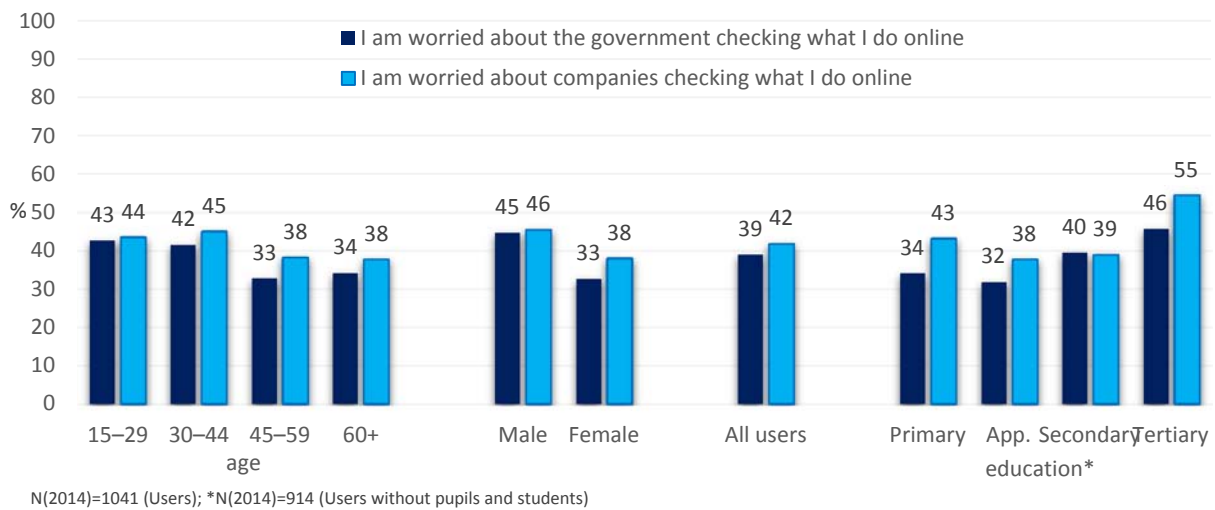
Looking at concerns about online privacy[19] in detail according to socio-demographic characteristics, we can see that university graduates are the most concerned group in comparison with all other groups in regard to companies or government watching their online activities. In terms of gender, a larger proportion of men are worried that their online activities are monitored. Young Internet users are more worried about being watched by companies of the authorities online than 45+ users, and this difference applies also to other questions focused on concerns about privacy violation on the Internet. Young age groups stated more often that they are concerned that their privacy is violated online. Internet users aged 15 to 29 mostly fear that the government violates their online privacy; the 30 to 45 age group is more concerned with corporations violating their privacy.

N(2014)=1041 (users)
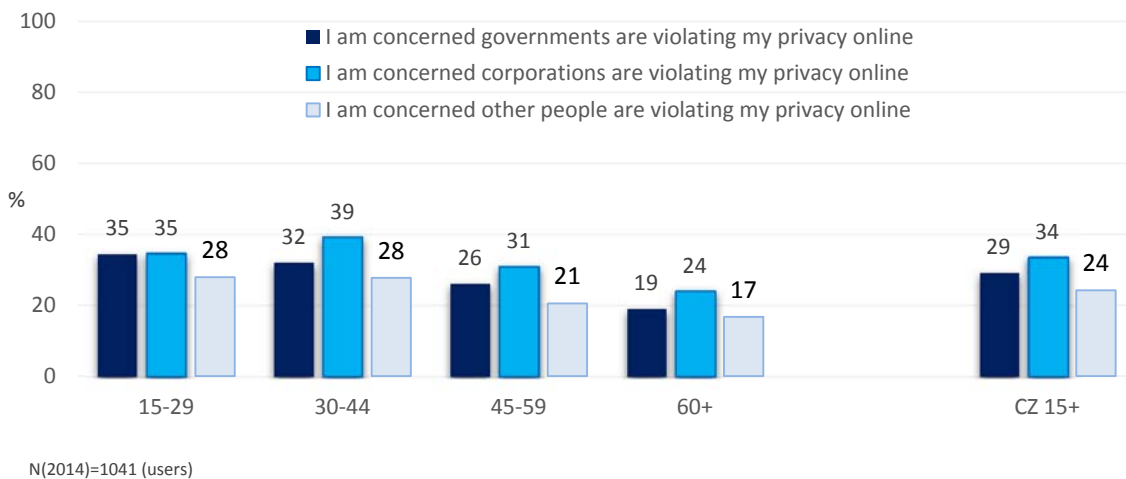
Freedom of expression on the Internet and attitudes to Internet regulation

More than two thirds of the respondents agreed[20] that people should be free to criticize their government on the Internet. Expressing even extremist political opinions is fine for two fifths of respondents. At the same time though, the majority of respondents does not consider expressions of

---

[19] The charts show the proportion of respondents who chose "Strongly agree" or "Agree".
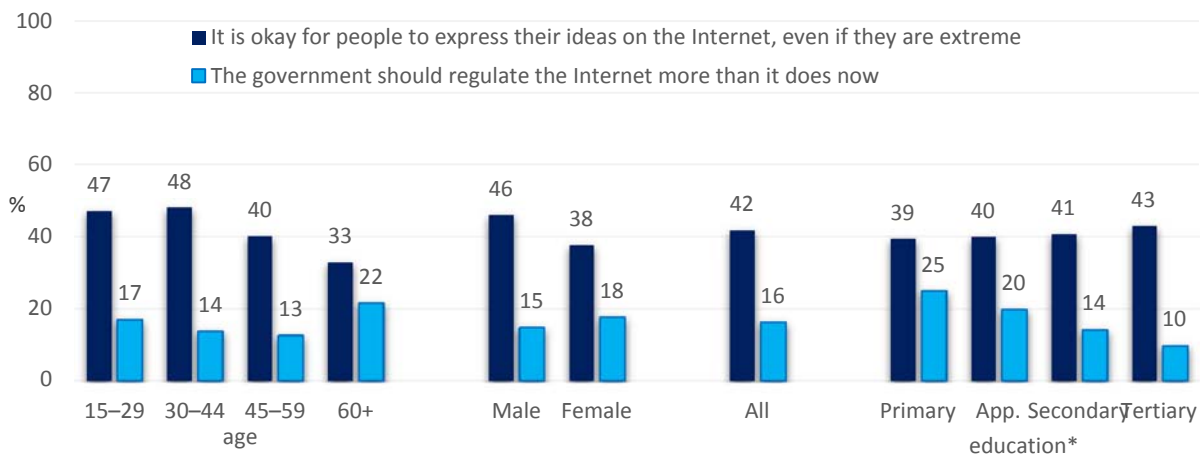[20] I.e. those, who chose "Strongly agree" or "Agree".

their own political opinion on the Internet to be safe. As to Internet control, Czechs are mostly liberal; only 16% Czechs believe that the government should exercise more control over the Internet.

Legend: ■ Strongly agree ■ Somewhat agree ■ Neutral/Undecided ■ Somewhat disagree ■ Strongly disagree □ Don't know

	Strongly agree	Somewhat agree	Neutral/Undecided	Somewhat disagree	Strongly disagree	Don't know
I have nothing to hide	39	27	18	7	5	3
People should be free to criticize their government on the Internet	36	32	19	6	3	5
I feel comfortable saying whatever I think about politics	27	31	22	9	5	4
It is okay for people to express their ideas on the Internet, even if they are extreme	18	24	25	18	9	6
It is safe to say whatever you think about politics on the Internet	8	19	26	21	18	8
The government should regulate the Internet more	5	11	17	21	36	10

N(2014)=1316 (all)

Looking in detail into the attitude to the freedom of expressing extremist political views online, we can observe that education plays no significant part in this regard. On the contrary, the attitudes of different age groups vary substantially. Young age groups are more tolerant to the expression of extremist political opinions online than the older people. Men seem to be more liberal than women. As for the difference between users and nonusers of the Internet, the proportion of Internet users who accept[21] expressing extremist political views is greater than among the nonusers.

Chart legend:
■ It is okay for people to express their ideas on the Internet, even if they are extreme
■ The government should regulate the Internet more than it does now

	It is okay...extreme	The government should regulate
15–29	47	17
30–44	48	14
45–59	40	13
60+	33	22
Male	46	15
Female	38	18
All	42	16
Primary	39	25
App.	40	20
Secondary	41	14
Tertiary	43	10

N(2014)=1316 (All); *N(2014)=1191(all without pupils and students)

The issue of Internet regulation was differentiated mainly according to education. A high percentage of people with low achieved education believe the government should control the Internet more. In terms of age, it is mostly the old respondents (60+) who hold the same opinion, and middle-aged respondents are the least enthusiastic as to Internet control (however, the differences are not statistically significant). Gender does not play any major role in this issue. As to Internet use, there are fewer people who support more government Internet control among Internet users than among nonusers.
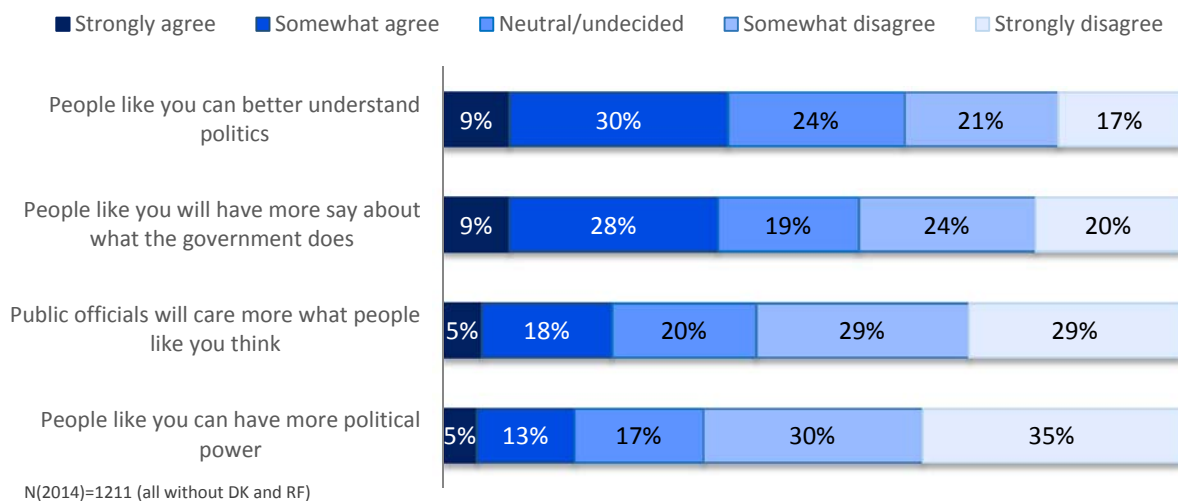
---

[21] Meaning that they chose "Strongly agree" or "Agree".

XI.   Internet Use and Politics[22]

Perception of Internet's role in the development of democracy

The impact of Internet use on every individual's political influence is an ambivalent issue for the Czech population. More than one third of respondents believe that using the Internet can help people better understand politics and have more say about what the government does. Over one fourth of respondents claimed that public officials will care more what people think. Only 18% believe that the Internet can increase people's political power.

	■ Strongly agree	■ Somewhat agree	■ Neutral/undecided	■ Somewhat disagree	□ Strongly disagree
People like you can better understand politics	9%	30%	24%	21%	17%
People like you will have more say about what the government does	9%	28%	19%	24%	20%
Public officials will care more what people like you think	5%	18%	20%	29%	29%
People like you can have more political power	5%	13%	17%	30%	35%

N(2014)=1211 (all without DK and RF)

The same question was asked in the year 2007. In the following 7 years, there has been a slight change on the verge of statistical error. Generally, there has been an increased perception of the Internet as a politically influential medium, the number of absolute refusal of Internet's political influence has dropped and more people admitted the Internet such an influence. There are much fewer people who are undecided in this regard.

---

[22] In 2013 to 2014, the Czech Republic has had a direct presidential election, parliamentary election and the European parliamentary election. Contrary to previous campaigns, more attention was paid to online social networks by both traditional media and by politicians and their marketing experts.

Experience with online campaigns[23]

The Internet is by far most used for looking up information during election campaigns. More than one third of users have looked up information about candidates, and a quarter of users have fact-checked a politician's statement. Focusing on active political use of online media, the numbers are much lower. The most common activities were sharing one's own political views and sending e-mails to friends or family members. Every tenth Internet user also checked transparent accounts online. Three percent of respondents contributed financially to the political campaign, and 2% took part themselves as volunteers.
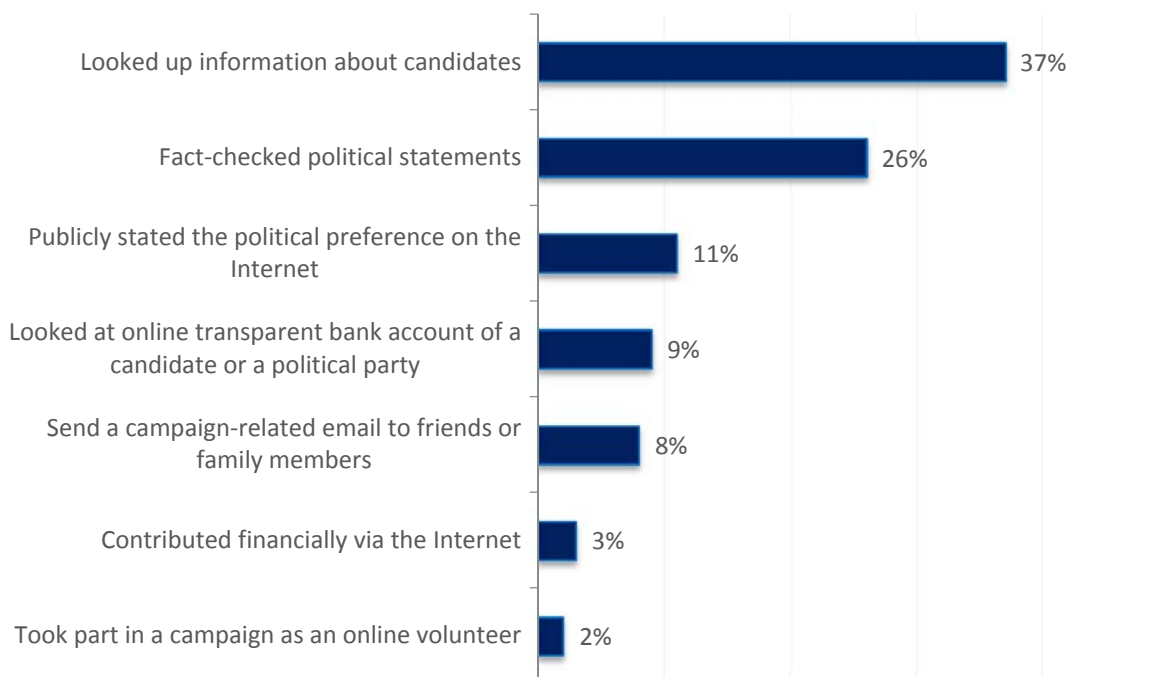
N(2014)=1041 (users)

---

[23] Like in the rest of the world, more and more Czech political parties use expert services for online campaigns, but often use the support of volunteers from the ranks of their members or supporters. There are more election calculators, preferences tests and watchdog organizers concerned with fact-checking of political discussions. An often debated topic was the so called transparent accounts that allow people to watch the incomes and expenditures of political parties during an election campaign.

XII.   The Internet and the Quality of Life

Studying the impact of the Internet on various aspects of life is an extensive and complicated field of study. In the 2014 World Internet Project, we have asked the respondents about their personal experience with improvement or deterioration of their lives as a result of using or not using the Internet in the following areas:[24]

1) My knowledge of what's going on in the Czech Republic.
2) My knowledge of what's going on in other countries.
3) My knowledge of what's going on in my locality.
4) My involvement in public life of my local community.
5) Dealing with state authorities (getting subsidies, welfare allowances, submitting documents etc.)
6) Contact with my family and my family life.
7) Contact with my friends and acquaintances.
8) My overall financial situation (my incomes and expenses).
9) My career or my success in the labor market
10) Pursuing and developing my hobbies and interests.
11) Overall satisfaction with my life.

Each respondent was asked to evaluate their experience with changes in their lives related to using or not using the Internet on an 11-point scale, where -5 represented a significant worsening in respective area and +5 a significant improvement.[25]

As the chart below illustrates, only a very small number of users (percent units) declare worsening of their lives due to Internet use. Worth noticing is the deterioration of the situation in the area of involvement in the public life in the case of 7% of users, worsening of financial situation among 8% of users and deterioration of professional career among 6% of users. A surprising number of Internet users declared the opposite, an improvement. Knowledge and contact with friends and acquaintances are probably among the most positive impacts of Internet use; over four fifths of users declared improvement in these areas. According to two thirds of users, using the Internet is beneficial for their knowledge about what's going on in their locality, for contact with family members, pursuing and developing hobbies and finally for an overall feeling of satisfaction in their lives. The least popular benefits of Internet uses, which however reach more than a third of the population, are related to the overall financial situation and involvement in the public life of users' local community. On the other hand, it would be a mistake to conclude this section by stating that the Internet generally has a positive

---

[24] As for users, the exact wording of the question was: "Using the Internet can either improve or worsen people's lives. Thinking about your personal experience in the last years, how much does your Internet use influence the following areas in your life?" And for nonusers: "Not-using the Internet can be both advantage and disadvantage. Thinking about your personal experience in the recent years, how much does the fact that you are not using the Internet affected your life in the following areas?"

[25] To enhance transparency of the chart and simplify the interpretation, the charts shows merged categories, where the values of -5 to -4 represent significant deterioration (+4 to +5 means significant improvement) and -3 to -1 (+1 to +3) represents deterioration or improvement.

impact; the relatively large number of users who answered that the Internet had no impact in these areas must be taken into account.

N(2014)=1041 (users)
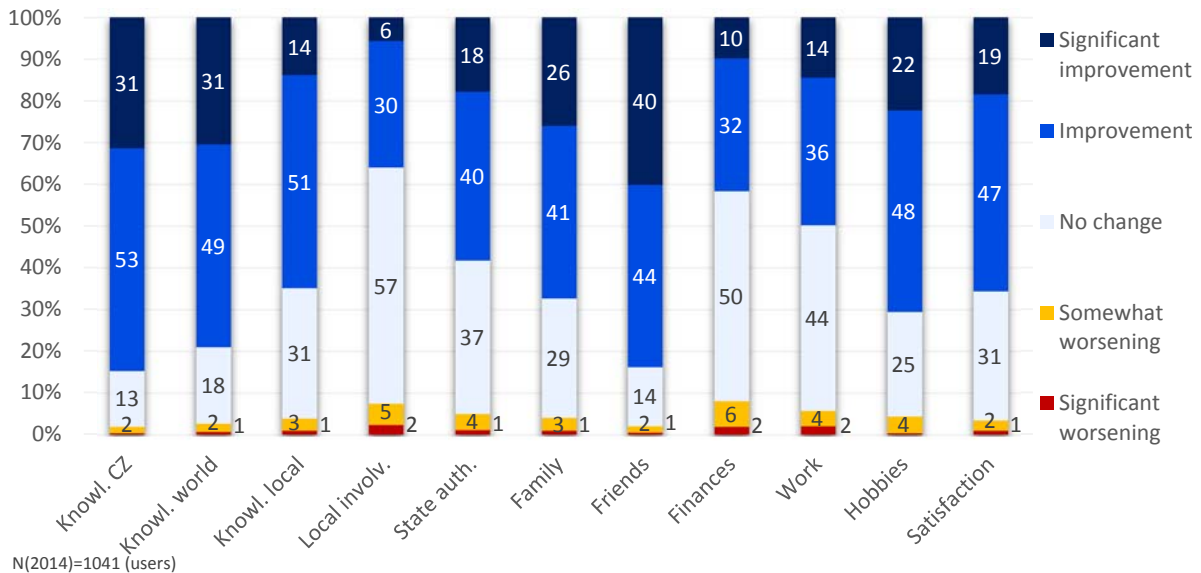
Do these findings mean that nonusers would feel a deterioration of their situation in these areas due to the benefits of Internet use?

The following chart shows the answers of nonusers to a similar question, with the difference that the respondents evaluated how the given areas in their lives are influenced by not using the Internet.

N(2014)=275 (nonusers)
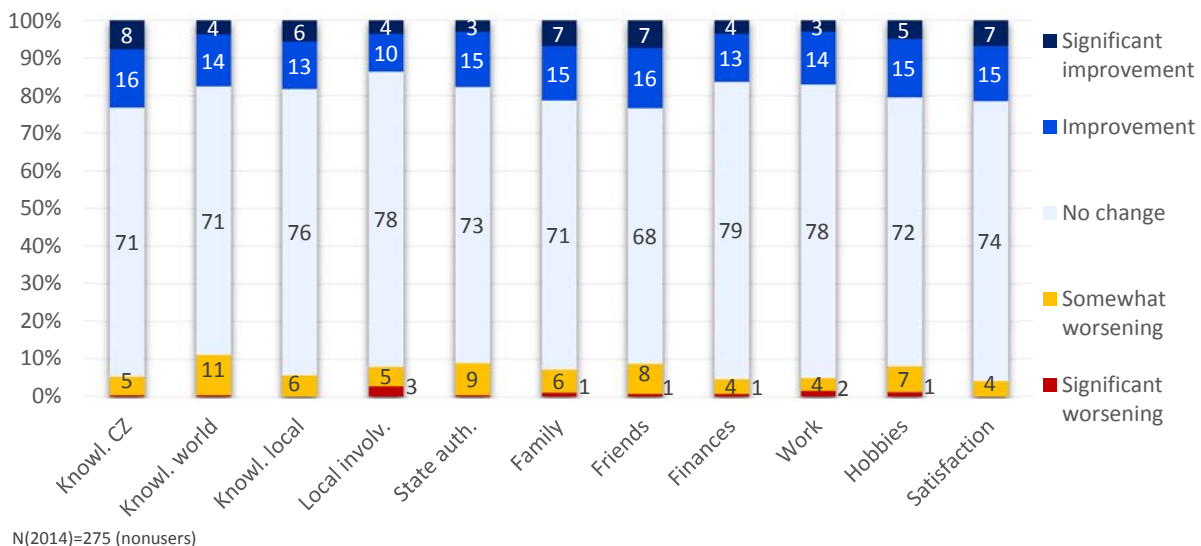
The results show three surprising findings: Firstly, roughly three quarters of users stated that not using the Internet has no impact on these areas in their lives. Secondly, only 5 to 10 percent of nonusers declared a deterioration of their situations. And thirdly, 15% to 24 % nonusers claim that not using the Internet is related to an improvement in their lives in the given areas.