#researchingrights

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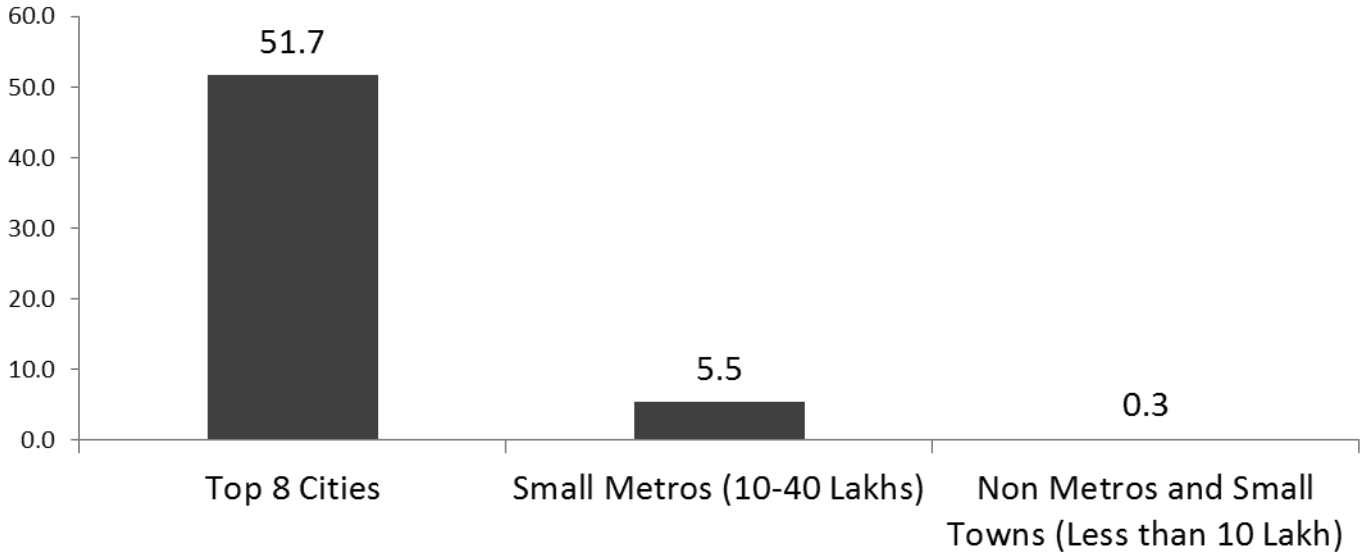
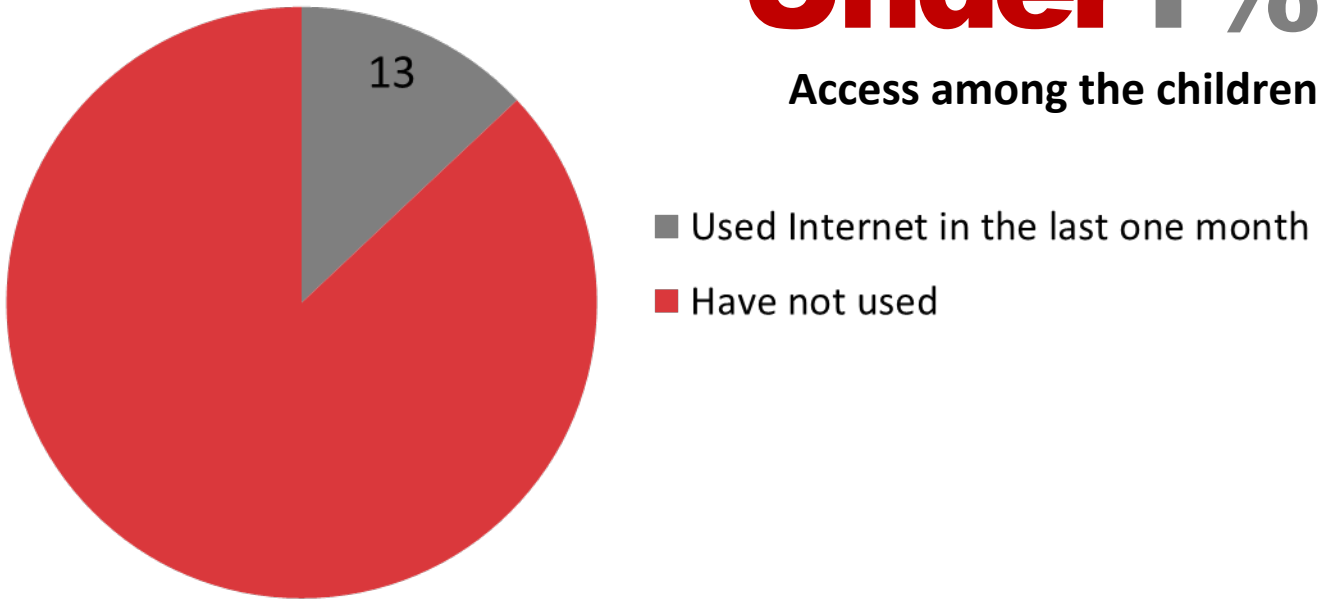
#significantdivideinaccess

That makes it not so bad….yet!



Source: IMRB Survey in India on Internet Habits (i-Cube) 2013

#fairlylowurbanpenetration Under1%inRural



Source: IMRB Survey in India on Internet Habits (i-Cube) 2013

#fairlylowurbanpenetration

	% HH with computer	% HH with comp+internet
Total	9.5%	3.1%
Rural	5.2%	0.7%
Urban	18.7%	8.3%

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013

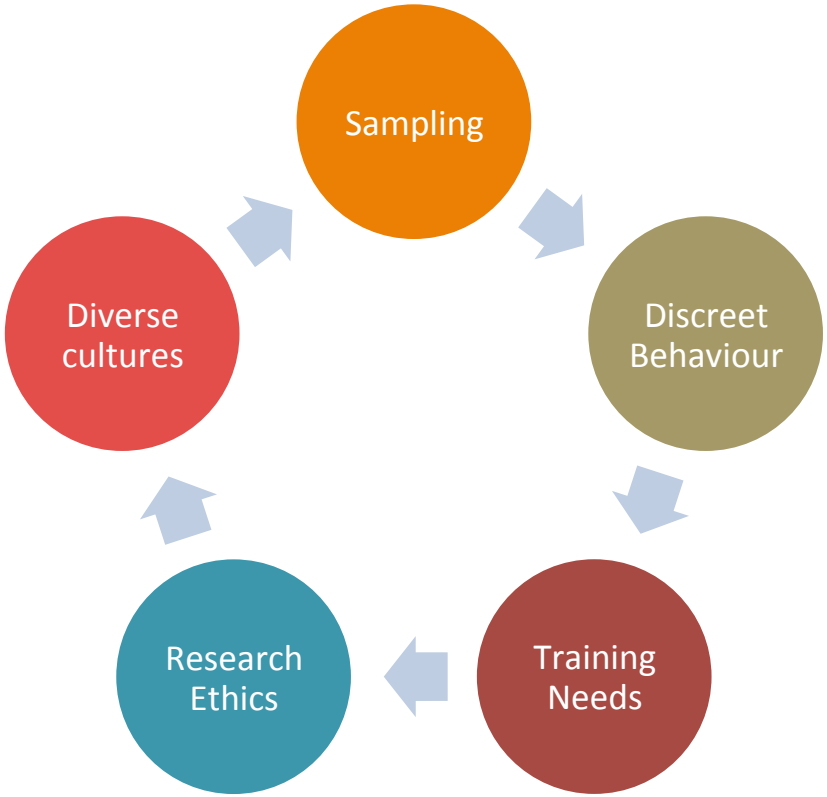
&mostlyunsupervised

Access Points/Avenues (Main)	Proportion
Home	37%
Cyber Café	27%
On Mobile Phone	24%
School / College	5%
Others (including Friends / Relatives, Public Kiosks)	6%

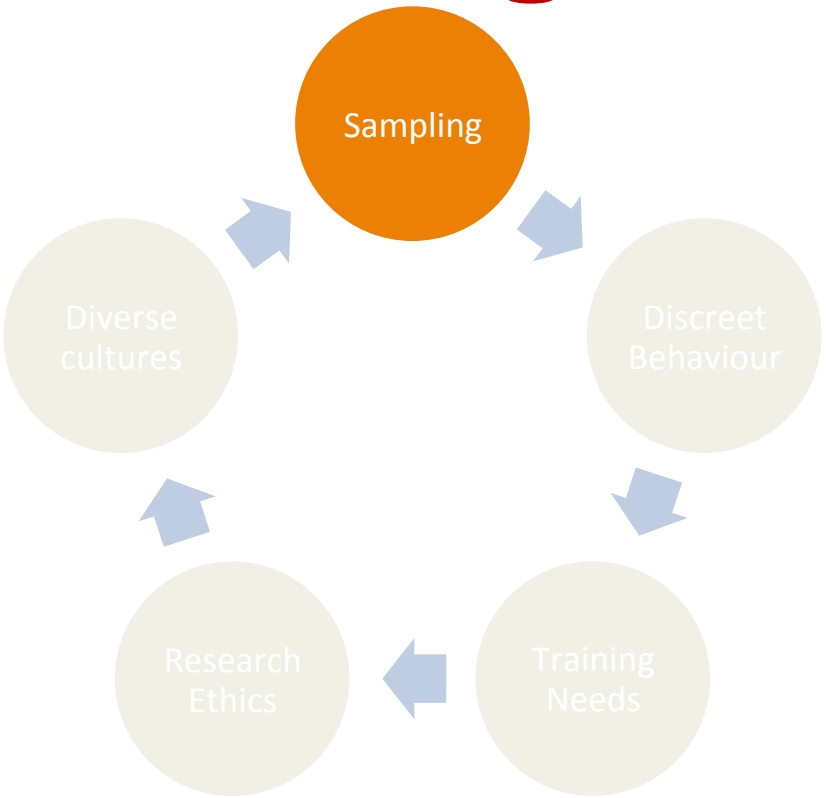
- And Internet is not the largest source of e-entertainment for children

Source: IMRB Survey in India on Internet Habits (i-Cube) 2013

&challenges


Sampling
Discreet Behaviour
Training Needs
Research Ethics
Diverse cultures

#challenges



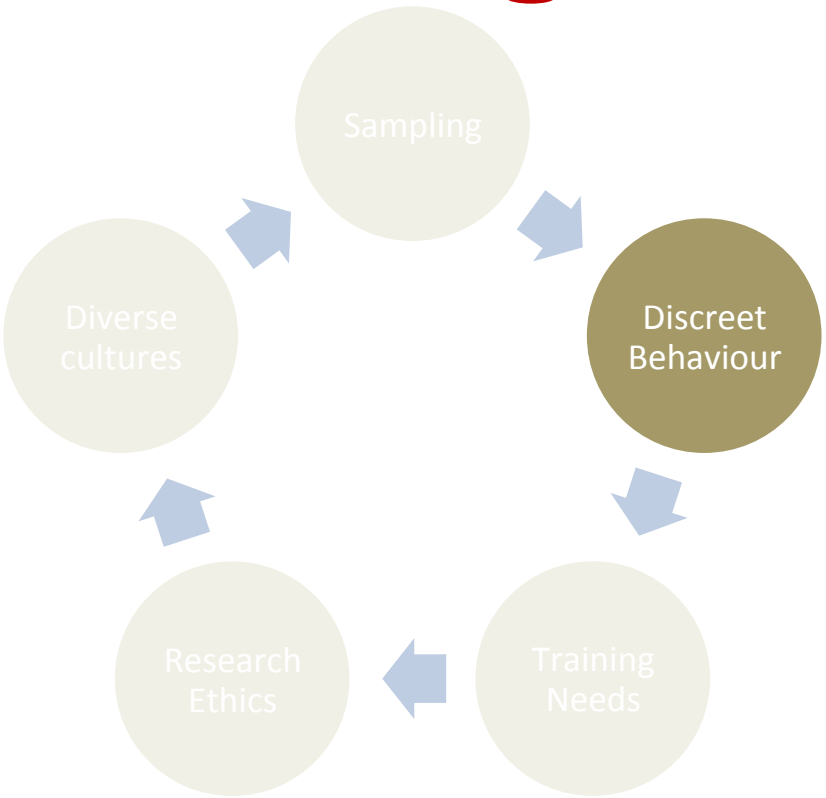
Sampling of some of the population strata

- Slum population
- Homeless children
- Children living in Institutions and Juvenile homes

Some Probable Solutions:

- RDS?
- Cross-learnings

#challenges



Discreet Behaviour

- Under Reporting, Desired Responses
- Non-Response Rates

Some Probable Solutions:

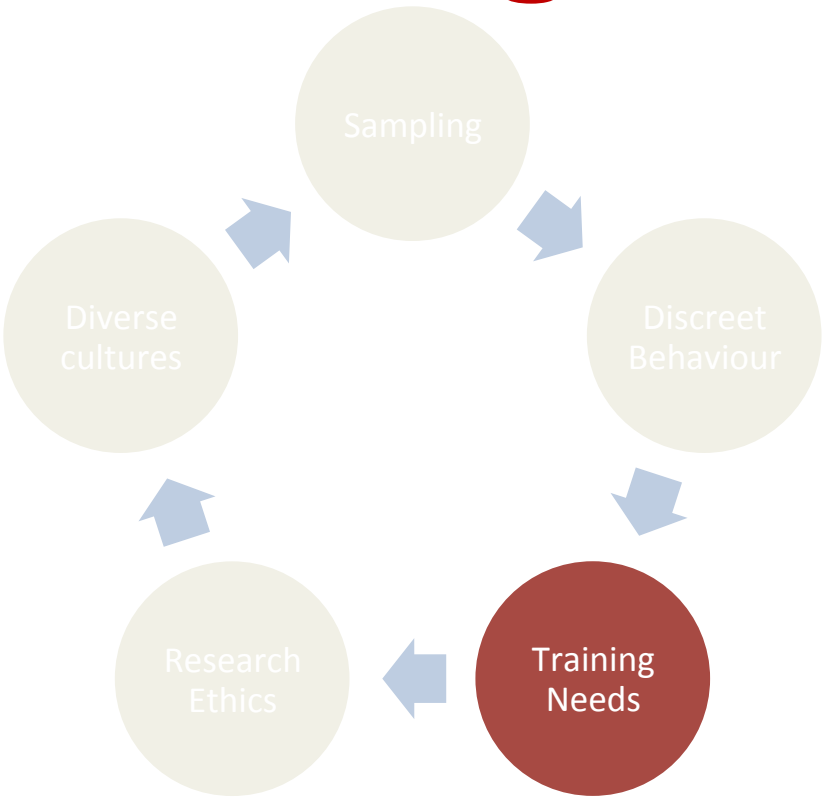
Human-Neutral Solutions

- Self-administered questionnaires
- Market Analysis (E-content Distribution)

Some alternative methods:

- Projective methods
- Peer-group interviews

#challenges



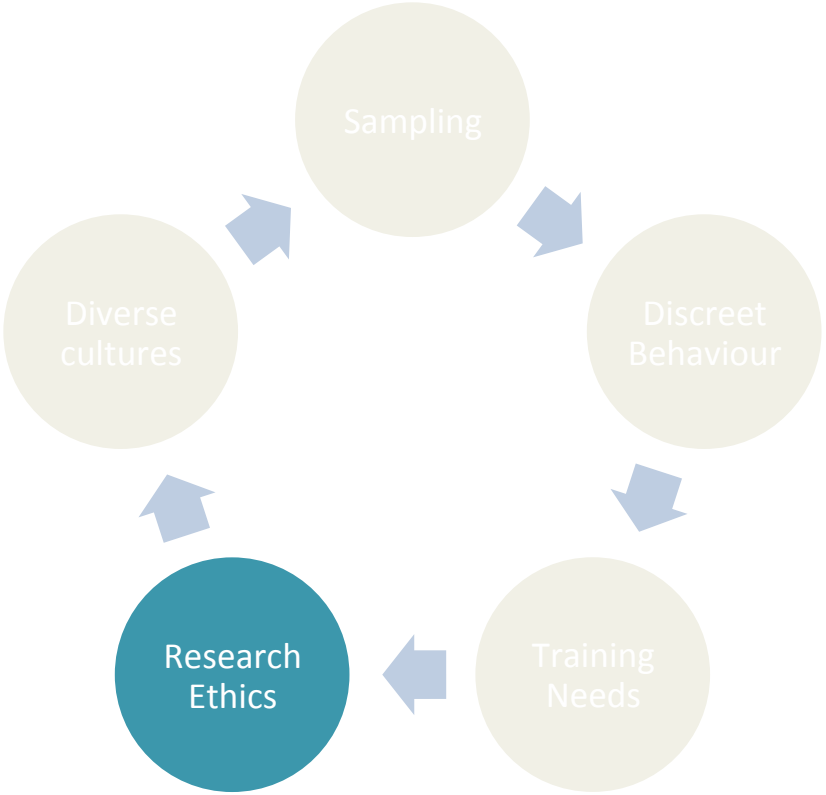
Training Needs

- Ethics and responsible conduct of research on the ground
- Sensitivities Research to children research

Some Probable Solutions:

- Strong interventions
- Uniform trainings
- Global standards for Research Ethics

#challenges



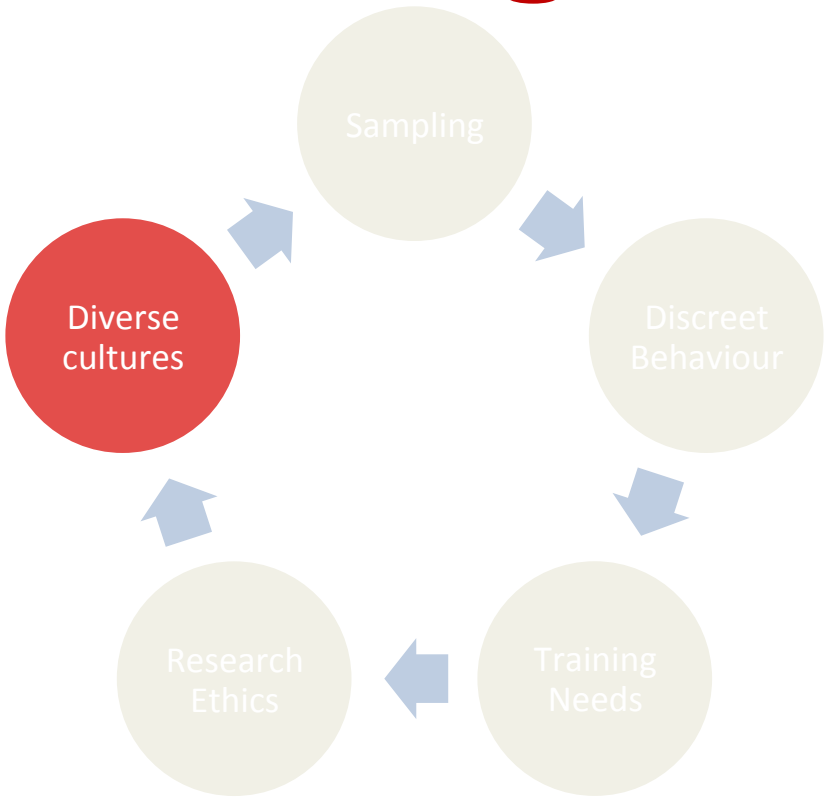
Ethics Committees

- Need for local approvals for better advocacy
- Process, Understanding & Logistics
- Credibility in some markets

Some Probable Solutions:

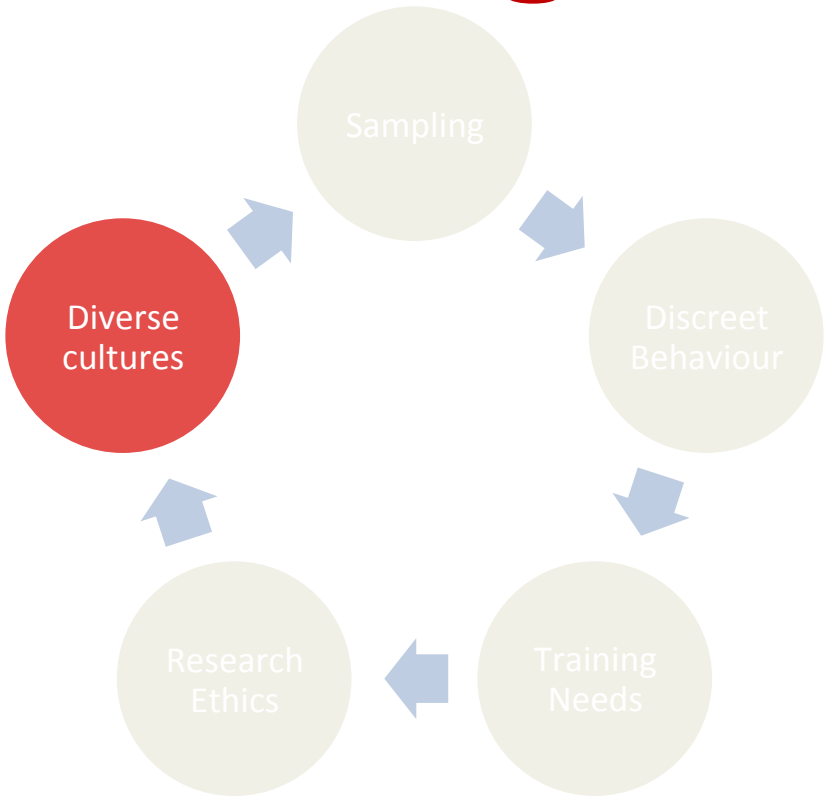
- Global Ethics Lead and standard processes with local representatives customizing

#challenges



Language Challenges

#challenges



Execution of the scales
What exactly are we measuring?
What do we want to do with the data?

Challenges:
Different levels of IQ to respond to some scales
Sensitivity
Awareness of the issues

#standardisingwithflexibility