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In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks

Digital technology users say they more regularly interact with people from diverse backgrounds

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In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks

Digital technology users say they more regularly interact with people from diverse backgrounds

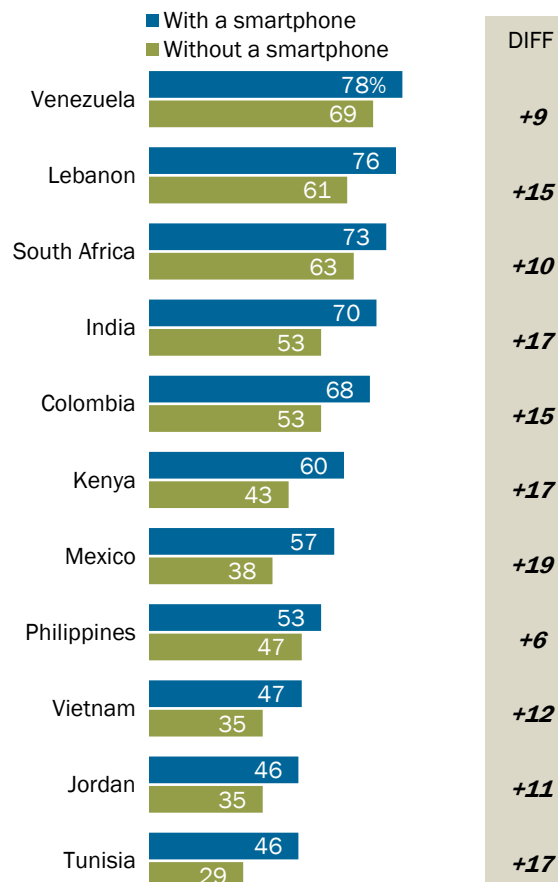
Are smartphones and social media changing social interactions in emerging economies, or are people simply talking to the same people online that they once talked to offline? A Pew Research Center survey of adults in 11 nations across four global regions finds that, in many key respects, smartphone users – and especially those who use social media – are more regularly exposed to people who have different backgrounds and more connected with friends they don't see in person. Those with smartphones are also more likely to have accessed new information about health and government services.

Across every country surveyed, those who use smartphones are more likely than those who use less sophisticated phones or no phones at all to regularly interact with people from different religious groups. For example, 57% of Mexican smartphone users report frequently or occasionally interacting with people of other religions, compared with 38% of those with less mobile connectivity.

Across most of the 11 emerging economies, people with smartphones also tend to be more likely to interact regularly with people from different political parties, income levels and racial or ethnic backgrounds. Taking Mexico as the example once again, more than half of Mexican smartphone users (54%) regularly interact with people who support different

Smartphone users more regularly interact with people of different religious groups

% of adults who say they frequently/occasionally interact with people who have different religious views than them, among those ...



Note: Statistically significant differences in **bold**. Smartphone users include those who say they own or share a smartphone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q38a.

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political parties than they do, compared with 30% of those without smartphones. They are also 24 percentage points more likely to interact with people of different income levels and 17 points more likely to interact with people of different racial or ethnic groups.

The social media landscape in the 11 countries surveyed

This report is the third in a series exploring mobile connectivity in 11 emerging economies. Because the [first report](#) goes into detail on mobile phone ownership and social media use, we will only briefly summarize it here.

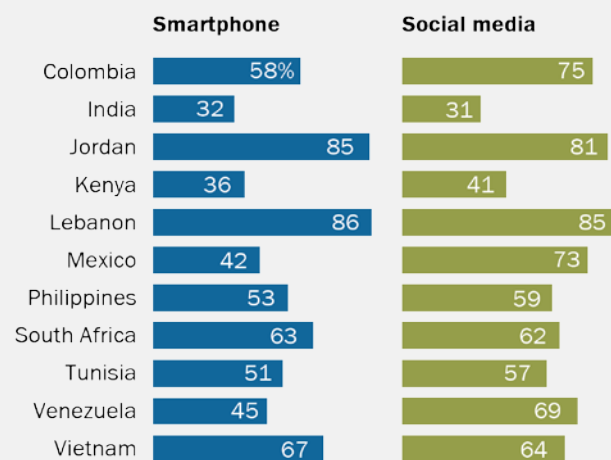
In most of the 11 countries surveyed, a majority of adults report using at least one of the seven social media platforms or messaging apps included in this survey: Facebook, WhatsApp, Twitter, Snapchat, Instagram, Viber and Tinder. Social media use is especially common in Lebanon, Jordan, Colombia and Mexico, where about three-quarters or more use at least one of these services. Kenya and India are the only countries where a majority of adults do *not* use at least one of these social media or messaging services.

In each of these countries, Facebook or WhatsApp is the most widely used digital platform among the seven asked about. A median of 62% of adults in these countries report using Facebook, and a median of 47% say they use WhatsApp. Using multiple social platforms is common: In all countries but the Philippines, India and Vietnam, around a third or more say they currently use more than one social media platform or messaging app. Among adults who use only one of these platforms, Facebook or WhatsApp tends to be dominant.

In most countries, all of these social media and messaging services are more likely to be used by younger adults. Educational gaps in usage are also significant for most of these services, with people who have a secondary education or higher being more likely to use them.

Smartphone and social media use

% of adults who use ...



Note: Social media and messaging app users include those who say they use one or more of the seven specific social media platforms measured in this survey. Smartphone users include those who say they own or share a smartphone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q8 & Q10a-g.

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Across these 11 emerging economies, smartphone and social media use are heavily intertwined: A median of 91% of smartphone users in these countries also use social media or messaging apps, while a median of 81% of social media users say they own or share a smartphone. And, as with smartphone users, social media and messaging app users stand apart from non-users in the regularity of their interactions with people who are different from them. For example, 52% of Mexican social media users regularly interact with people of a different income level compared with 28% of non-users.

What is a median?

Throughout this report, median percentages are used to help readers see overall patterns. The median is the middle number in a list of figures sorted in ascending or descending order. In a survey of 11 countries, the median result is the sixth figure on a list of country-level findings ranked in order.

These results do not show with certainty that smartphones or social media are the *cause* of people feeling like they have more diversity in their lives. For example, those who have resources to buy and maintain a smartphone are likely to differ in many key ways from those who don't, and it could be that some combination of those differences drives this phenomenon. Still, statistical modeling indicates that smartphone and social media use are independent predictors of greater social network diversity, holding other factors constant such as age, education and sex (for more information, see [Appendix A](#)).

Additionally, the results of other questions indicate that mobile phones and social media are broadening people's social networks. For instance, more than half in most countries say they see in person only about half or fewer of the people they call or text. Mobile phones are allowing many to stay in touch with people who

live far away: A median of 93% of mobile phone users across the 11 countries surveyed say their phones have mostly helped them keep in touch with those who are far-flung – the [most cited benefit of mobile phones](#) among the five asked about on the survey.

“You find yourself having 3,000 friends, but in real life, you only know 50, but you kind of know them because you share comments and you like similar things. It's like you know them, but you don't.”

-Woman, 24, Kenya

When it comes to social media, large shares report relationships with “friends” online who are distinct from those they see in person. A median of 46% of Facebook users across the 11 countries report seeing few or none of their Facebook friends in person regularly, compared with a median of 31% of Facebook users who often see most or all of their Facebook friends in person. In focus groups, a theme that arose was the way in which social media – especially Facebook – allowed people to rekindle past friendships or to find past acquaintances in a way that felt rewarding (for more information on the focus groups, see [Appendix B](#)).

Although smartphones and social media may be broadening horizons, adults in these emerging economies see both positives and negatives stemming from this change. As results from [an earlier Pew Research Center report indicate](#), adults in these 11 countries say access to mobile phones, the internet and social media both make people more divided in their political opinions *and* sometimes more accepting of those who have different views than they do. And, in most countries, larger shares say technology is causing people to be more divided than say it has caused them to be open to different groups of people.

Social activities are most common for phone users

While people can use their phones for myriad activities, among the most common are casual, social activities. For example, a median of 82% of mobile phone users in the 11 countries surveyed say they used their phone over the past year to send text messages and a median of 69% of users say they took pictures or videos. And, among mobile phone and social media users, a majority in every country also posted pictures or videos to social media. More than half of mobile phone and social media users in most countries also posted their thoughts on social media about issues that are important to them.

“It’s important to us that we can call and text [our children].”

-Woman, 40, Philippines

Many mobile phone users are also using their phones to find new information. For example, a median of 61% of mobile phone users say they used their phones over the past year to look up information about health and medicine for themselves or their families. This is more than the proportion that reports using their phones to get news and information about politics (median of 47%) or to look up information about government services (37%), though these activities, too, are prevalent in some countries, including the Philippines, where half or more report doing each of these things over the last year. Additionally, around half or more of mobile phone users in nearly all countries report having used their phones over the past 12 months to learn something important for work or school.

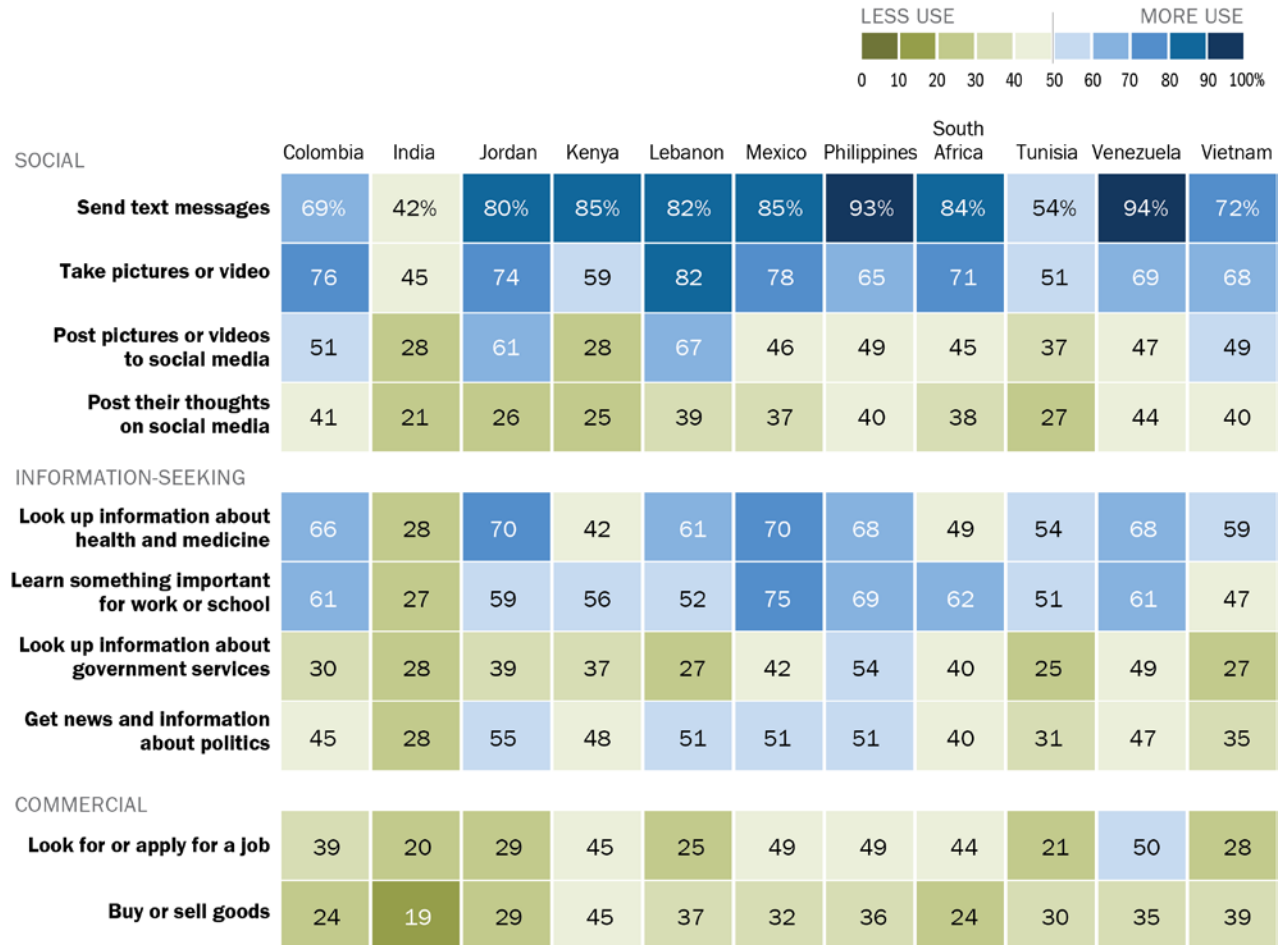
“It is also useful at work ... like meeting new prospects and clients. It gives you the opportunity to sell products to people.”

-Man, 21, Tunisia

In addition to these activities, some turn to their phones for commerce. For example, a median of 39% of mobile phone users say they used their phones over the past year to look for or apply for a job, and a median of 32% say they used their phones to buy or sell goods. Majorities in most countries say their phones have helped their ability to earn a living. Focus group participants often highlighted the way their phones enhance their ability to reach clients, to schedule work shifts or to market their businesses.

Text messaging most common activity on mobile phones

% of *mobile phone users* who have used their mobile phone to ___ in the past 12 months



Note: Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q20a-j.

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Digital divides emerge in the new mobile-social environment

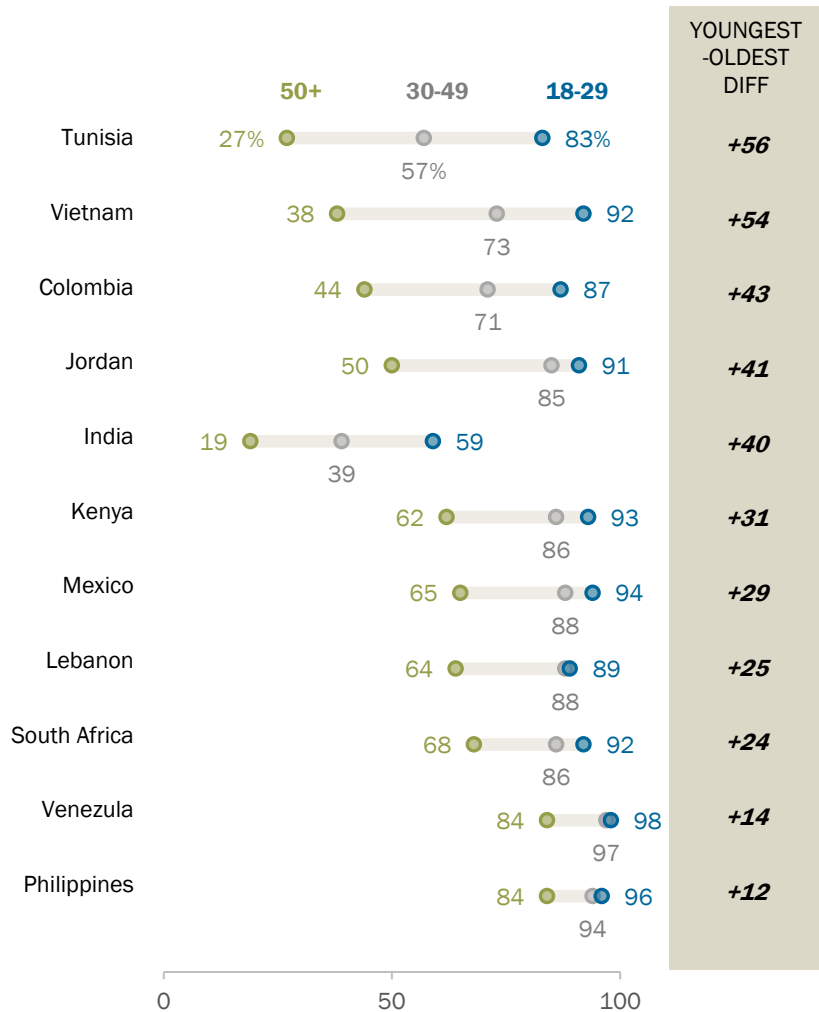
While phones and social media afford new opportunities to interact with different sorts of people and information, not everyone participates in these activities equally. People with smartphones and social media, as well as younger people, those with higher levels of education and men are in some ways reaping more benefits than others, potentially contributing to digital divides.

First, people with smartphones are much more likely to engage in activities on their phones than people with less sophisticated devices – even if the activity itself is quite simple. For example, people with smartphones are more likely than those with feature or basic phones to send text messages in each of the 11 countries surveyed, even though the activity is technically feasible from all mobile phones.¹ And, although buying and selling goods may be feasible from a basic phone, people with smartphones are much more likely to have participated in these commercial activities than those with other types of devices.

When it comes to activities that are easier with smartphone access – such as seeking information – the differences among those with different levels of access to various phone types in these countries are pronounced. Those who have smartphones are much more likely to look up information for their households, including about health and government services. Differences between smartphone users and other mobile phone users are also pronounced in all countries

Younger people more likely to send text messages

% of mobile phone users who sent text messages in the last 12 months



Note: Statistically significant differences in **bold**. Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q20a.

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¹ Basic phone users include those who say they own or share a mobile phone but that it cannot connect to the internet. Feature phone users include those who say they own or share a phone that can connect to the internet but is not a smartphone. Smartphone users include those who say they own or share a smartphone.

surveyed when it comes to the regularity with which people interact with those who are different from them.

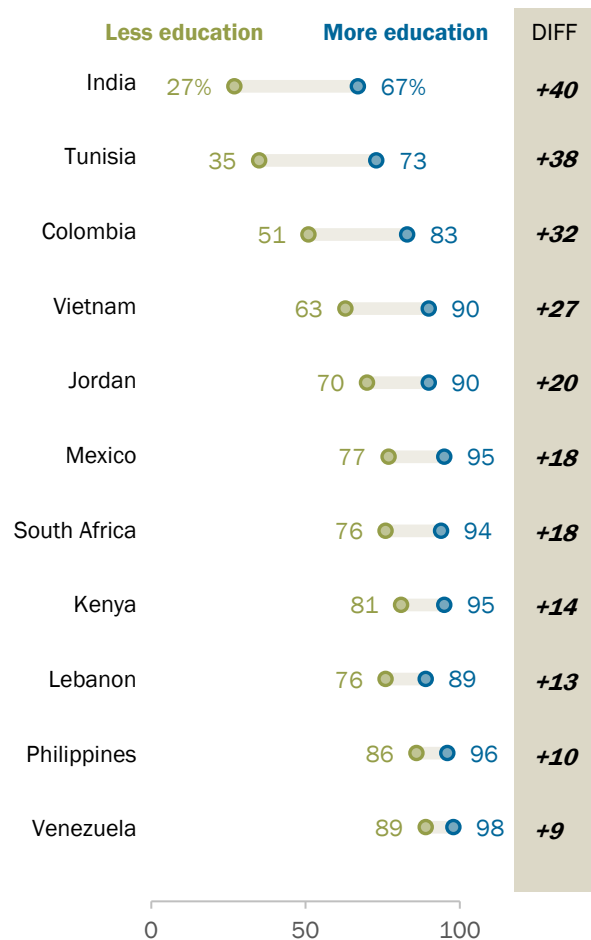
In most countries, the largest differences with regard to social network diversity and what people do on their phones comes between those with smartphones and those with basic phones. In fact, outside of India, there are few differences between those who lack phones and those who have basic phones in terms of how often people interact with those who have different backgrounds than they do. Some of this may be due to the fact that those with smartphones tend to be social media users, and social media use is related to social network diversity, even after accounting for smartphone ownership (see [Appendix A](#)).

There are also major differences by age and education level in how their devices are – or are not – broadening their horizons. Younger people are more likely to use their phones for nearly all activities asked about, whether those activities are social, information-seeking or commercial. For example, those under 30 in most countries are around twice as likely – or more – as those ages 50 and older to send text messages, take pictures, buy and sell goods and more. Younger mobile phone users are also more likely to say they encounter different sorts of people in their day-to-day lives. Phone users with higher levels of education are also more likely to do most activities on their phones and to interact with those who are different from them regularly than those with lower levels of education.²

Gender, too, plays a role in what people do with their devices and how they are exposed to different people and information. Men are more likely than women to say they encounter

People with more education are more likely to send text messages

% of *mobile phone users* with ____ who sent text messages in the last 12 months



Note: Statistically significant differences in **bold**. Mobile phone users include those who say they own or share a mobile phone. Source: Mobile Technology and Its Social Impact Survey 2018. Q20a.

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² In some countries, older mobile phone users and less educated phone users are less willing or able to offer a response.

people who are different from them, whether in terms of race, politics, religion or income.³ And men also tend to be more likely to look up information about government services and to obtain political news and information. Men also are more likely to have used their phones over the past year for commerce – both in terms of looking for jobs and buying or selling goods.

These are among the major findings from a Pew Research Center survey conducted among 28,122 adults in 11 countries from Sept. 7 to Dec. 7, 2018. In addition to the survey, the Center conducted focus groups with diverse groups of participants in Kenya, Mexico, the Philippines and Tunisia in March 2018, and their comments are included throughout the report (see [Appendix B](#) for more information).

³ Women are sometimes less willing or able to answer these questions. The pattern is consistent for all four questions when it comes to Indian women.

1. Social activities, information seeking on subjects like health and education top the list of mobile activities

The survey asked mobile phone users about 10 activities they might do on their mobile phones. First, it included four activities that may be social in nature, including: sending text messages, taking pictures or video, posting pictures or videos to social media, and posting thoughts on social media. Second, it asked people whether they have used their phones for four types of information-seeking behaviors: to look up information about health and medicine, to look up information about government services, to learn something important for work or school, or to get news and information about politics. And third, it asked people about two types of commercial activities: looking for or applying for a job and buying or selling goods.

Sending text messages is the most popular social activity among mobile phone users

% of mobile phone users who have used their mobile phone to ___ in the past 12 months

	Send text messages	Take pictures or video	Post pictures or videos to social media	Post their thoughts on social media
Venezuela	94%	69%	47%	44%
Philippines	93	65	49	40
Kenya	85	59	28	25
Mexico	85	78	46	37
South Africa	84	71	45	38
Lebanon	82	82	67	39
Jordan	80	74	61	26
Vietnam	72	68	49	40
Colombia	69	76	51	41
Tunisia	54	51	37	27
India	42	45	28	21
MEDIAN	82	69	47	38

Note: Mobile phone users include those who say they own or share a mobile phone. Full response wording was "Post your thoughts on social media about an issue that's important to you."

Source: Mobile Technology and Its Social Impact Survey 2018. Q20a, b, i, j.
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In almost every country surveyed, sending text messages is the most popular activity, although in Colombia and India taking pictures or videos tops the list. In Lebanon, equal shares say they use their phones to send text messages or take pictures or video. A median of 82% of mobile phone users across all 11 countries say they have used their mobile phone to send texts within the last year, including around seven-in-ten or more in all but Tunisia and India. Venezuelans used their phones to text most frequently – 94% of mobile phone users sent texts within the past year.

Sizable shares also report taking pictures or videos. In all countries except India, at least half of mobile phone users took photos or videos within the last year. Roughly three-in-ten or more in all the countries have also posted pictures or videos to social media, with people in Lebanon and Jordan standing out as the most likely to post on social media (67% and 61%, respectively). Use of social media and messaging apps in these two countries is [particularly widespread](#).

Mobile phone users in India stand out for their low levels of participation in any of the social activities. Fewer than half have taken pictures or video or have sent text messages, and only about two-in-ten have posted their thoughts on social media. Mobile phone ownership is [second lowest in India](#) among the 11 countries surveyed, and only 32% of mobile phone owners have a smartphone – the lowest rate among all countries surveyed.

Across most countries, younger mobile phone users and users with more education are more likely to partake in each of the social activities asked about in the survey.⁴ For instance, in Vietnam, where 72% of all mobile phone users sent text messages in the last year, 92% of those between 18 and 29 sent texts while only 38% of those 50 and older did the same. The same pattern holds true for education: Those with more education are more likely to participate in these activities.

Even when considering only mobile phone users who use social media and messaging apps, those with more education are more likely to post on social media. Take mobile phone and social media users in Lebanon as an example: 51% of

Mobile phone users with more education are more likely to post thoughts on social media

% of mobile phone users who have used their mobile phone to post their thoughts on social media about an issue that's important to them in the past 12 months

	Less education	More education	DIFF
India	41	67	+26
Vietnam	51	73	+22
Kenya	52	72	+20
Lebanon	32	51	+19
Jordan	20	39	+19
Colombia	41	59	+18
Philippines	45	59	+14
Venezuela	50	63	+13
South Africa	53	64	+11
Tunisia	38	49	+11
Mexico	40	49	+9

Note: All differences shown are statistically significant. Mobile phone users include those who say they own or share a mobile phone. For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above. Source: Mobile Technology and Its Social Impact Survey 2018. Q20j "In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks"

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"On Instagram, I just post pictures, like when I'm with my friends, you take a pic, and I post on Instagram. Then on WhatsApp, I communicate with the important people like my mum."

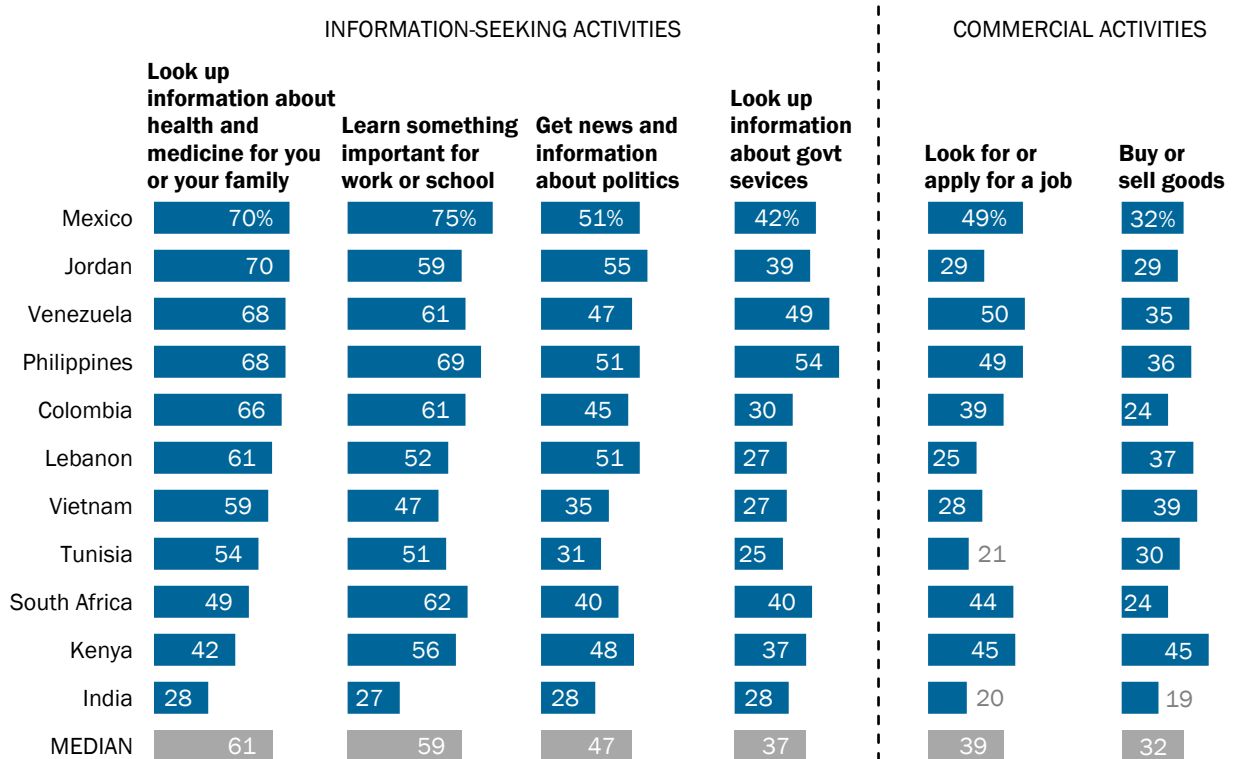
-Woman, 18, Kenya

⁴ For the purpose of comparing education groups across countries, we standardize education levels based on the United Nations' International Standard Classification of Education. In all nations surveyed, the lower education category is below secondary education and the higher category is secondary or above.

those with more education posted on social media while 32% of those with less education did the same – a difference of 19 percentage points.

Health searches and education-related activities are common subjects for which people use their phones

% of mobile phone users who have used their mobile phone to ___ in the past 12 months



Note: Mobile phone users include those who say they own or share a mobile phone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q20c-h.

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Among information-seeking and commercial activities, more users of mobile phones look up health information on their phones – a median of about six-in-ten did so over the past year. For example, seven-in-ten Mexicans and Jordanians have looked up information about health. Mobile phone users are similarly likely to have learned something for work or school on their phones. A median of 59% say they did so, with Mexicans standing out for the relatively high share (75%) who say they used their phones to look up something for work or school over the past year. Across most countries, fewer people have used their phones over the past year to get news and information about politics (a median of 47%) or to look up information about government services (a median of 37%). Notably, Indians are similarly unlikely to look up any type of information, with no more than 28% having looked up or searched for information on any of these topics.

As with social activities, those with more education or who are younger tend to be more likely to look up any type of information. Men tend to be more likely to look up information about government services or to use their phones to obtain political news or information. On the other hand, gender's impact on obtaining health information is less clear: Women are more likely than men to do so in Lebanon and Jordan, while men are more likely to look for such information in India, South Africa and Kenya. In all other countries, there is no difference between how commonly men and women look up health information.

Commercial activities are less commonly pursued. A median of about four-in-ten have looked for or applied for jobs on their phone, and a median of roughly one-third have purchased or sold goods on their mobile phone. Only in Jordan and Kenya have equal shares done both activities. In most countries, men are more likely than women to have participated in these commercial activities.

In nearly all countries, those with smartphones are significantly more likely than those with only basic or feature phones to participate in all activities. Notably, those with smartphones are more likely to text or take photos or videos than those with basic phones in all countries. Taking Tunisians as an example, three-quarters of smartphone users texted compared with about a third of basic phone users. And in Vietnam, 91% of those with smartphones took photos or videos, while only 17% of those with basic phones did the same.

“As a farmer, I can market my products [on my mobile phone] and people from different places can get to know what I sell and at what amount.”

-Woman, 25, Kenya

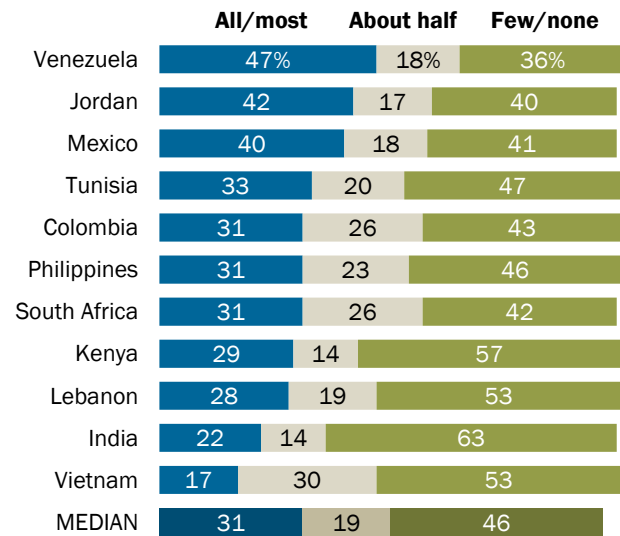
Smartphone users are also more likely to participate in commercial activities. As an example, 19% of Venezuelan feature phone users have bought or sold goods on their phone, while 49% of smartphone users did the same. Smartphone and feature phone users also differ in most countries when it comes to posting on social media and all information-seeking activities.

2. Social media users more likely to interact with people who are different from them

Social media platforms provide a major avenue for people to connect with friends, relatives and acquaintances they do not see in person on a regular basis. A median of 46% of Facebook users report seeing few or none of their Facebook “friends” in person regularly, while just 31% see most or all of them in person regularly. Venezuelans, Jordanians and Mexicans report the greatest overlap between their Facebook friends and those they see in person regularly: Four-in-ten or more Facebook users in each country see most or all of their Facebook friends in their day-to-day lives. But in every other country surveyed, pluralities or majorities of users see few or none of their Facebook friends in person regularly, including more than half of Kenyan, Lebanese, Indian and Vietnamese Facebook users.

Social networks extend beyond regular in-person connections

% of Facebook users who say they see ___ of their 'friends' on Facebook in person regularly



Source: Mobile Technology and Its Social Impact Survey 2018. Q22. “In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks”

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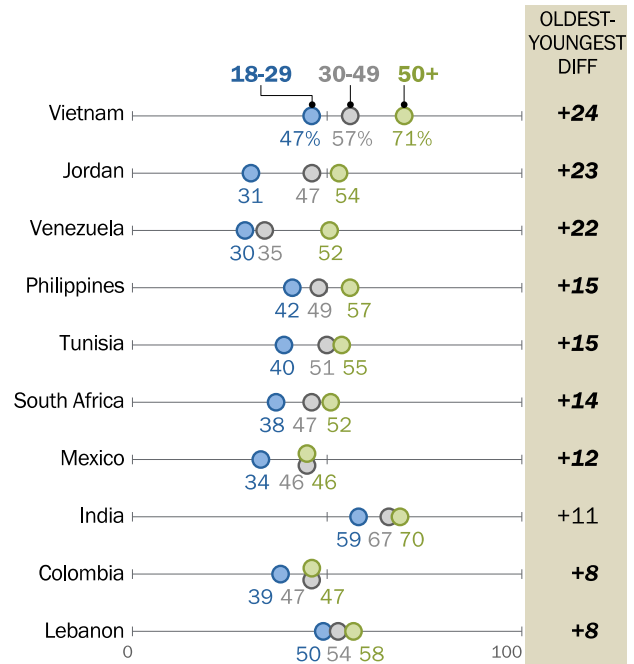
“Communication is not as it used to be, as social networks are not social. You don’t see people in person.”

-Woman, 35, Mexico

For older users, Facebook can be an especially important way to make connections beyond the people they see in person regularly. In nine of the 10 countries where there are enough older Facebook users to make comparisons, those ages 50 and older are more likely than younger users to report seeing only a few of their Facebook friends on a routine basis. In Jordan, for instance, 54% of Facebook users ages 50 and older say they see few or none of their Facebook friends in person regularly compared with 31% of users under 30. Gender and educational differences are much less pronounced – and in most countries, there is no significant difference at all.

Older Facebook users less likely to see their Facebook friends in person

% of *Facebook users* who say they see few/none of their 'friends' on Facebook in person regularly



Note: Statistically significant differences in **bold**.

Source: Mobile Technology and Its Social Impact Survey 2018. Q22. "In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks"

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Interacting with people of different incomes is common in most countries surveyed

Across the 11 nations surveyed, larger shares say they regularly encounter people of different income levels than say they regularly encounter people of other races, religious persuasions or political affiliations. A median of 66% say they frequently or occasionally interact with people of other income levels, including majorities in nearly every country surveyed. And a median of around half or fewer regularly interact with people of different racial, religious or political backgrounds.

More than half of South Africans, Venezuelans, Colombians and Lebanese say they regularly interact with people who are different from them across each of the four traits asked about on the survey. Mexicans, by contrast, are less likely than people in other countries to say they regularly come across people different from them. For example, Mexico is the only country surveyed where fewer than half say they regularly interact with people of a different income level.

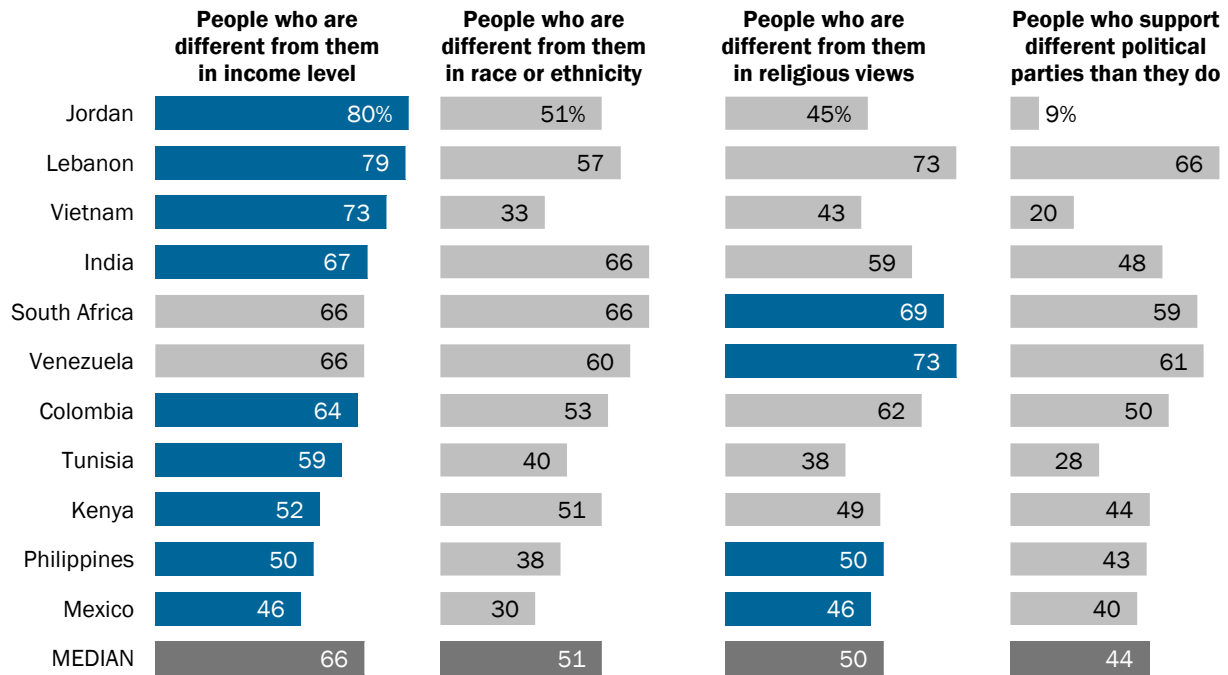
Majorities in many countries come across people who are different from them at least occasionally. But in no country – and for none of the four traits asked about – does a majority *frequently* come across people who are different from them in some way. While more people encounter others from different socioeconomic levels than encounter people from different races or religious persuasions, the share who *frequently* encounter people who are different from them across any of these traits peaks at 48% in Jordan.

Across other dimensions, even smaller shares say they frequently interact with people who are different from them. For instance, only 11% of Filipinos and 15% of Indians frequently interact with people who support different political parties than they do. And fewer than one-in-five in Jordan, Tunisia, the Philippines and Vietnam frequently interact with people who have religious views different from theirs. Indeed, in Jordan and Tunisia – two religiously homogeneous nations – about four-in-ten say they *never* come across people with religious views different from theirs, the highest shares of any country surveyed.

More say they regularly interact with people of other income levels than say they interact with people of other races, political affiliations

% of adults who say they frequently/occasionally interact with ...

■ Top choice



Source: Mobile Technology and Its Social Impact Survey 2018. Q38a-d.
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Social media users have more diverse personal networks

Social media and messaging app users are more likely to encounter people who are different from them across all the categories we queried – whether income, political party, religious views or ethnicity. Consider Colombia. Social media users in that country are more likely than non-users to interact with people who are different from them across each of the four traits surveyed. They are 23 percentage points more likely to regularly interact with people of another income level, 22 points more likely to interact with people who support other political parties, 19 points more likely to interact with people of other races or ethnicities and 17 points more likely to interact with people who have religious views different from theirs.

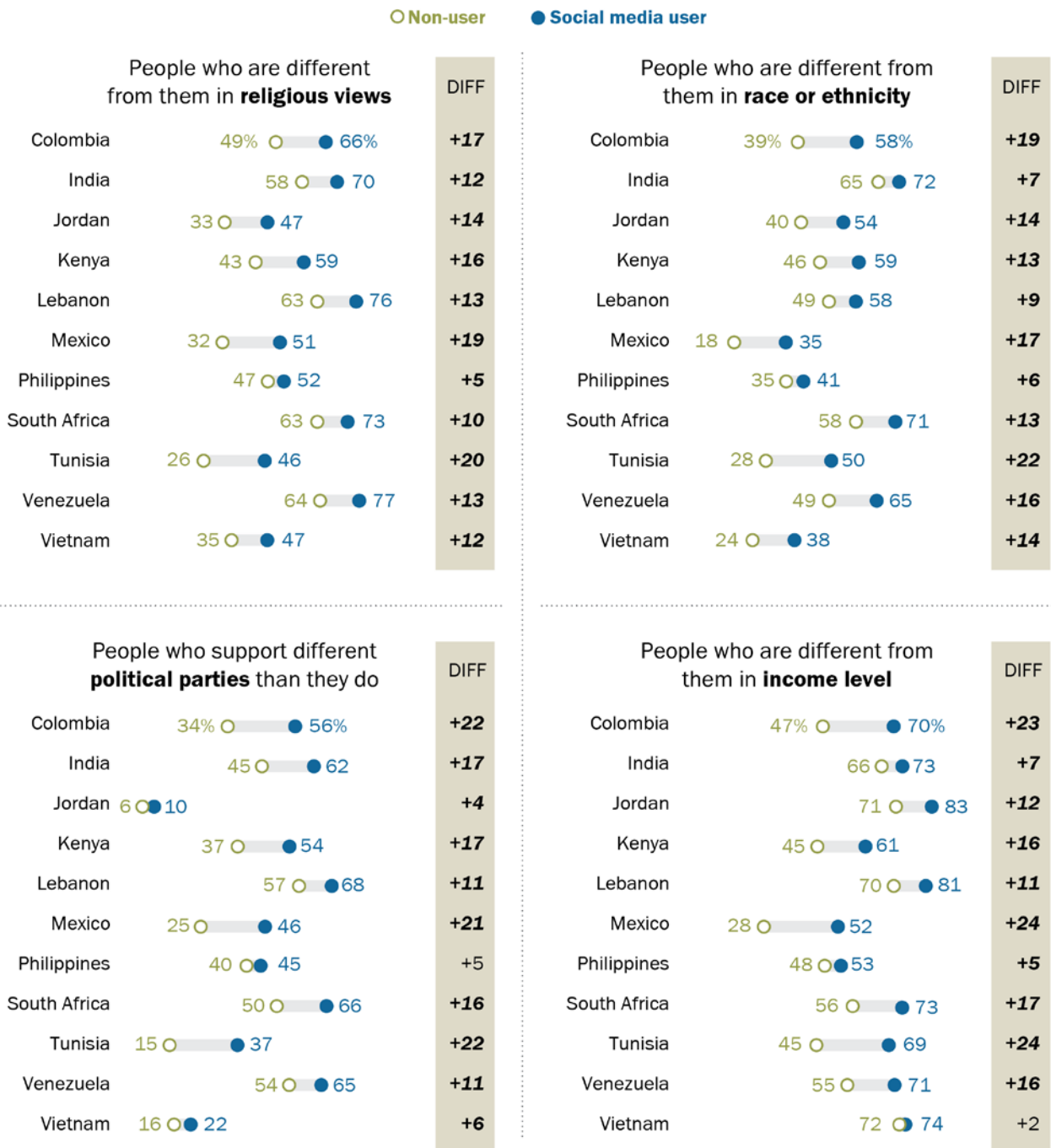
“[Using social media] makes people get in touch and get connected with people from different cultures and different civilizations and different countries.”

-Woman, 19, Tunisia

This pattern plays out in deeply divided contexts as well. In South Africa, social media users are 13 percentage points more likely to regularly interact with people of other races. And in Lebanon, a country with [high religious diversity](#), social media users are 13 points more likely to regularly interact with people who have different religious views.

Social media users more likely to interact with people who are different from them

% of adults who say they frequently/occasionally interact with ...



Note: Statistically significant differences in **bold**. Social media users include those who say they use one or more of the seven specific online platforms measured in this survey.

Source: Mobile Technology and Its Social Impact Survey 2018. Q38a-d.

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Smartphone users also stand apart from those who don't use smartphones in the diversity of their personal networks. But these differences are due in part to the close relationship between social media use and smartphone use in most countries studied. Across most of the 11 emerging economies, people without phones and those with only basic or feature phones are equally likely to have interactions with those who are different from them.

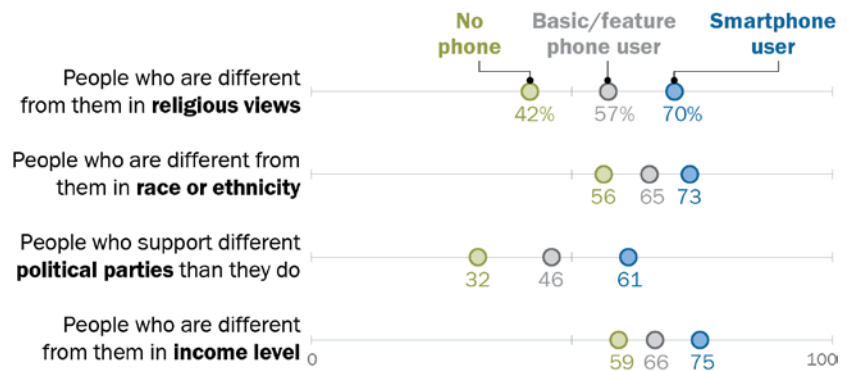
India – [a country with relatively low mobile phone use](#) – is a notable exception.

Indians with phones are more likely to interact with people who are different from them across all of these dimensions than people without devices.⁵ For example, 42% of Indians without mobile phones say they regularly interact with people who have different religious views than they do, while a majority of those with basic phones or feature phones (57%) – and 70% of smartphone users – say the same.

More generally, men, young people and those with at least a secondary education are more likely to encounter people who are different from them, regardless of the type of difference measured. For example, a majority of Kenyans with at least a secondary education say they regularly interact with people of different income levels (66%), ethnicities (58%), religious persuasions (62%) and political affiliations (57%). But Kenyans with lower levels of education are less likely to say they regularly interact with each of these groups – ranging from 39% who say they regularly interact with people who support different political parties to 48% who say the same of other racial groups. Similar patterns play out between men and women, as well as between those ages 18 to 29 and those 50 and older.

Indian smartphone, basic phone users more likely to interact with people who are different from them

% of *Indian adults* who say they frequently/occasionally interact with ...



Note: Basic phone users include those who own or share a mobile phone that cannot connect to the internet. Feature phone users include those who own or share a phone that can connect to the internet but is not a smartphone. Smartphone users include those who own or share a smartphone.

Source: Mobile Technology and Its Social Impact Survey 2018. Q38a-d.

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⁵ Indians without phones are somewhat less likely to answer the question.

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Methodology

About Pew Research Center's Mobile Technology and Its Social Impact Survey 2018

Results for the survey are based on face-to-face interviews conducted under the direction of D3 Systems, Inc. The results are based on national samples. More details about our international survey methodology and country-specific sample designs are [available here](#).

Appendix A: How smartphone and social media use relate to social network diversity

In this report, we explored how smartphone and social media use relate to people's social network diversity. To do this, we performed a multilevel regression analysis predicting the regularity with which people interact with those of different religious views, racial or ethnic groups, political parties or income levels as a function of their demographic characteristics and their social media and smartphone use. Specifically, we used Stata's `melogit` function to estimate a weighted, mixed-effect logistic model with random intercepts by country and robust standard errors. In addition to this pooled model, we evaluated the robustness of the results by estimating the model for each country separately. These country-specific models yielded similar conclusions. As results are similar for each of the dependent variables, the discussion below will center only on the regularity with which people interact with those of different religious views.⁶

Regularly interacting with people of different religious views is the dichotomous dependent variable, where 1 denotes someone who frequently or occasionally interacts with people who hold different religious views than they do, and 0 means they rarely or never do so. The independent, or predictor, variables include age, gender, education level, income level and whether people use social media and smartphones.

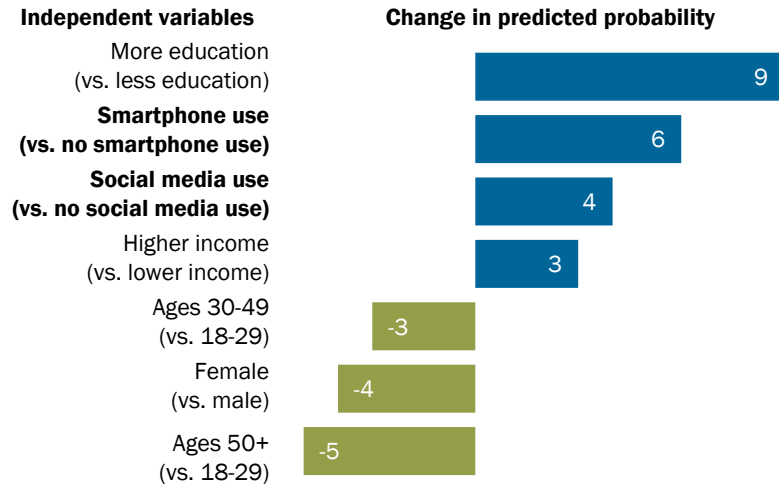
⁶ When it comes to the regularity with which people interact with those of other political parties, social media use is only statistically significant at the 90% confidence level in the pooled regression model, whereas for the other three dependent variables it is significant at the 95% confidence level. Income level is not significant in the pooled regression model for the regularity of interaction with those of different races or ethnicities dependent variable.

Overall, we find that education, income, age and gender are all associated with the likelihood of people interacting with those who hold religious views different from theirs. But, even controlling for these factors, there is a small but statistically significant relationship between smartphone use and people's likelihood of interacting with those who have other religious views.

Holding everything else constant, a person with a smartphone has a 60% chance of frequently or occasionally interacting with people who have different religious views than they do in their country. In contrast, someone without a smartphone has a 54% chance – a difference of 6 percentage points.

There is also a statistically significant relationship between those who use social media and their likelihood of interacting with people with other religious views. Controlling for demographic factors and even smartphone use, those who use social media are 4 percentage points more likely than those who do not to frequently or occasionally interact with someone who has different religious views: Social media users have a 59% chance of interacting across religious views, while those who are not on social media have a 55% possibility.

Influence of smartphone and social media use on regularity of interacting with people of other religions



Note: The number shown is the difference in predicted probability of interacting with people with other religious views between selected groups for each variable after controlling for other factors. All the independent variables are statistically significant at the $p < 0.05$ level. For example, the predicted probability that someone interacts with people who have different religious views than them is 63% for those with more education, compared with 54% for those with less education, a difference of 9 percentage points. The analysis is based on 24,039 respondents in 11 countries.

Source: Mobile Technology and Its Social Impact Survey 2018. Q8, Q10a-g, Q48, Q50 & Q58.

"In Emerging Economies, Smartphone and Social Media Users Have Broader Social Networks"

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Appendix B: About the focus groups

Pew Research Center conducted a series of focus groups to better understand how people think about their own mobile phones and the impact of these devices on their society. Five focus groups were held in each of the following four countries: Kenya, Mexico, the Philippines and Tunisia.⁷ Each focus group consisted of 10 adults coming together for an hour and a half for a discussion led by a local, professional moderator using a guide developed by Pew Research Center.

In each country, the groups were structured according to the following criteria:

- Group 1, “basic phone” – all participants either owned or shared a basic phone that could not connect to the internet and were 36 years old or older;
- Group 2, “younger, smartphone” – all participants owned or shared a smartphone and were under the age of 30;
- Group 3, “older, smartphone” – all participants owned or shared a smartphone and were at least 30 years old;
- Group 4, “women phone users” – all participants were women who either owned or shared a phone (including a minimum of five participants who owned or shared a smartphone), and at least two participants were married and two were unmarried;
- Group 5, “migrant phone users” – all participants either owned or shared a phone (including a minimum of five participants who owned or shared a smartphone) and all either lived in a place that was different from where they grew up or had a family member who lived elsewhere.

All focus groups also required participants to have at least some interest in politics, and, aside from group 4, which was all women, they were balanced with regard to gender. Aside from group 1, participants were also required to use their phone at least once a week. Where feasible, participants were recruited to ensure diversity with regard to education levels, employment status, rural and urban location, and the duration for which they have owned their phones.

⁷ Focus groups were held in four rather than all 11 countries because of available time and resources. Countries were chosen to cover all four key regions included in the survey: Latin America, the Asia-Pacific region, sub-Saharan Africa and the Middle East and North Africa (MENA).

Focus groups were held in the following locations and on the following dates:

- Mexico City, Mexico: March 13-15, 2018
- Manila, Philippines: March 21-23, 2018
- Nairobi, Kenya: March 26-28, 2018
- Tunis, Tunisia: March 28-30, 2018

D3 Systems Inc. worked with local field partners in each of the four countries to recruit the participants using a screener designed by Pew Research Center. All participants were given financial remuneration for their time.

These groups were primarily used [to help shape the survey questions asked](#) in each of the 11 countries. But, throughout the report, we have also included quotations that illustrate some of the major themes that were discussed during the groups. Quotations are chosen to provide context for the survey findings and are not necessarily representative of the majority opinion in any particular group or country. Quotations may have been edited for grammar, spelling and clarity.

Topline questionnaire

Pew Research Center
Mobile Technology and Its Social Impact Survey 2018
August 22, 2019 Release

Methodological notes:

- Survey results are based on national samples. For further details on sample designs, see the Methodology section and our [international survey methods database](#).
- Due to rounding, percentages may not total 100%. The topline “total” columns show 100% because they are based on unrounded numbers.
- Not all questions included in the Mobile Technology and Its Social Impact Survey 2018 are presented in this topline. Omitted questions have either been previously released or will be released in future reports.

	Q20a. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? a. send text messages				
	Yes	No	DK/Refused	Total	N=
Colombia	69	31	0	100	2332
India	42	54	4	100	3005
Jordan	80	20	0	100	2434
Kenya	85	15	0	100	2449
Lebanon	82	18	0	100	2272
Mexico	85	15	0	100	1857
Philippines	93	6	0	100	1969
South Africa	84	16	0	100	2365
Tunisia	54	45	0	100	2442
Venezuela	94	6	0	100	2074
Vietnam	72	28	0	100	2475

	Q20b. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? b. take pictures or video				
	Yes	No	DK/Refused	Total	N=
Colombia	76	24	0	100	2332
India	45	51	4	100	3005
Jordan	74	26	0	100	2434
Kenya	59	41	0	100	2449
Lebanon	82	18	0	100	2272
Mexico	78	22	0	100	1857
Philippines	65	35	0	100	1969
South Africa	71	29	0	100	2365
Tunisia	51	49	0	100	2442
Venezuela	69	31	0	100	2074
Vietnam	68	32	0	100	2475

	Q20c. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? c. look for or apply for a job				
	Yes	No	DK/Refused	Total	N=
Colombia	39	60	0	100	2332
India	20	76	5	100	3005
Jordan	29	70	0	100	2434
Kenya	45	55	0	100	2449
Lebanon	25	74	1	100	2272
Mexico	49	50	0	100	1857
Philippines	49	51	0	100	1969
South Africa	44	56	0	100	2365
Tunisia	21	79	0	100	2442
Venezuela	50	50	0	100	2074
Vietnam	28	71	1	100	2475

	Q20d. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? d. buy or sell goods				
	Yes	No	DK/Refused	Total	N=
Colombia	24	76	0	100	2332
India	19	75	5	100	3005
Jordan	29	70	0	100	2434
Kenya	45	55	0	100	2449
Lebanon	37	63	0	100	2272
Mexico	32	67	0	100	1857
Philippines	36	64	0	100	1969
South Africa	24	76	0	100	2365
Tunisia	30	70	0	100	2442
Venezuela	35	65	0	100	2074
Vietnam	39	60	1	100	2475

	Q20e. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? e. learn something important for work or school				
	Yes	No	DK/Refused	Total	N=
Colombia	61	38	0	100	2332
India	27	68	6	100	3005
Jordan	59	41	0	100	2434
Kenya	56	44	0	100	2449
Lebanon	52	48	1	100	2272
Mexico	75	25	0	100	1857
Philippines	69	31	0	100	1969
South Africa	62	38	0	100	2365
Tunisia	51	49	0	100	2442
Venezuela	61	39	0	100	2074
Vietnam	47	52	1	100	2475

	Q20f. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? f. look up information about government services				
	Yes	No	DK/Refused	Total	N=
Colombia	30	69	1	100	2332
India	28	67	5	100	3005
Jordan	39	61	0	100	2434
Kenya	37	63	0	100	2449
Lebanon	27	72	1	100	2272
Mexico	42	57	0	100	1857
Philippines	54	46	0	100	1969
South Africa	40	60	0	100	2365
Tunisia	25	75	0	100	2442
Venezuela	49	51	0	100	2074
Vietnam	27	72	1	100	2475

	Q20g. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? g. look up information about health and medicine for you or your family				
	Yes	No	DK/Refused	Total	N=
Colombia	66	34	0	100	2332
India	28	67	5	100	3005
Jordan	70	30	0	100	2434
Kenya	42	58	0	100	2449
Lebanon	61	38	0	100	2272
Mexico	70	30	0	100	1857
Philippines	68	31	0	100	1969
South Africa	49	51	1	100	2365
Tunisia	54	46	0	100	2442
Venezuela	68	32	0	100	2074
Vietnam	59	41	0	100	2475

	Q20h. ASK MOBILE PHONE USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? h. get news and information about politics				
	Yes	No	DK/Refused	Total	N=
Colombia	45	55	0	100	2332
India	28	66	6	100	3005
Jordan	55	44	1	100	2434
Kenya	48	51	0	100	2449
Lebanon	51	47	2	100	2272
Mexico	51	48	0	100	1857
Philippines	51	49	0	100	1969
South Africa	40	60	0	100	2365
Tunisia	31	69	0	100	2442
Venezuela	47	52	0	100	2074
Vietnam	35	63	2	100	2475

	Q20i. ASK MOBILE PHONE AND SOCIAL MEDIA USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? i. post pictures or videos to social media				
	Yes	No	DK/Refused	Total	N=
Colombia	65	35	0	100	1761
India	75	24	2	100	1281
Jordan	72	28	0	100	2003
Kenya	67	33	0	100	1359
Lebanon	71	28	1	100	2152
Mexico	56	44	0	100	1500
Philippines	69	31	0	100	1336
South Africa	70	30	0	100	1616
Tunisia	63	36	0	100	1473
Venezuela	62	37	0	100	1494
Vietnam	75	24	1	100	1896

	Q20j. ASK MOBILE PHONE AND SOCIAL MEDIA USERS ONLY: In the past 12 months, have you used your mobile phone to ____ — yes or no? j. post your thoughts on social media about an issue that's important to you				
	Yes	No	DK/Refused	Total	N=
Colombia	53	47	0	100	1761
India	57	38	5	100	1281
Jordan	31	68	0	100	2003
Kenya	61	38	0	100	1359
Lebanon	41	58	1	100	2152
Mexico	45	55	0	100	1500
Philippines	56	44	0	100	1336
South Africa	59	40	0	100	1616
Tunisia	46	54	0	100	1473
Venezuela	59	41	0	100	1494
Vietnam	61	39	0	100	1896

	Q22. ASK FACEBOOK USERS ONLY: How many of your 'friends' on Facebook are people you see in person regularly — all of them, most of them, about half of them, a few of them, or none of them?							Total	N=
	None of them	A few of them	About half of them	Most of them	All of them	DK/Refused			
Colombia	5	38	26	25	6	0	100	1486	
India	7	56	14	18	4	1	100	1036	
Jordan	4	36	17	32	10	0	100	1719	
Kenya	4	53	14	25	4	0	100	1219	
Lebanon	6	47	19	22	6	0	100	1744	
Mexico	6	35	18	28	12	1	100	1285	
Philippines	2	44	23	24	7	0	100	1378	
South Africa	3	39	26	24	7	0	100	1246	
Tunisia	4	43	20	24	9	0	100	1434	
Venezuela	3	33	18	39	8	0	100	1516	
Vietnam	3	50	30	11	6	0	100	1872	

	Q23. ASK MOBILE PHONE USERS ONLY: How many of the people you call or text on your mobile phone are people you see in person regularly — all of them, most of them, about half of them, a few of them, or none of them?							Total	N=
	None of them	A few of them	About half of them	Most of them	All of them	DK/Refused			
Colombia	10	28	16	29	16	1	100	2332	
India	11	47	18	14	5	4	100	3005	
Jordan	1	25	14	34	24	1	100	2434	
Kenya	9	45	14	25	6	2	100	2449	
Lebanon	3	24	19	38	16	1	100	2272	
Mexico	11	31	13	28	17	1	100	1857	
Philippines	3	46	19	22	10	0	100	1969	
South Africa	4	29	23	33	12	0	100	2365	
Tunisia	10	37	15	23	15	1	100	2442	
Venezuela	3	22	12	46	16	0	100	2074	
Vietnam	1	38	30	18	13	0	100	2475	

	Q38a. In your daily life, how often do you interact with the following kinds of people — frequently, occasionally, rarely or never? a. people who have different religious views than you					
	Never	Rarely	Occasionally	Frequently	DK/Refused	Total
Colombia	19	19	26	36	0	100
India	17	18	40	19	7	100
Jordan	41	13	28	17	1	100
Kenya	17	33	17	32	1	100
Lebanon	13	10	37	36	3	100
Mexico	25	29	15	31	1	100
Philippines	17	33	34	16	0	100
South Africa	13	18	28	41	1	100
Tunisia	43	19	24	14	1	100
Venezuela	9	18	26	47	1	100
Vietnam	30	23	30	13	3	100

	Q38b. In your daily life, how often do you interact with the following kinds of people — frequently, occasionally, rarely or never? b. people who are of a different race or ethnicity than you					
	Never	Rarely	Occasionally	Frequently	DK/Refused	Total
Colombia	27	19	23	30	0	100
India	14	13	43	23	8	100
Jordan	34	14	28	23	1	100
Kenya	14	34	16	35	0	100
Lebanon	16	24	33	24	3	100
Mexico	40	29	14	16	1	100
Philippines	26	35	27	11	1	100
South Africa	15	19	29	37	1	100
Tunisia	40	19	23	17	1	100
Venezuela	18	22	22	38	1	100
Vietnam	34	30	24	9	3	100

	Q38c. In your daily life, how often do you interact with the following kinds of people — frequently, occasionally, rarely or never? c. people who support different political parties than you					
	Never	Rarely	Occasionally	Frequently	DK/Refused	Total
Colombia	29	20	23	27	1	100
India	21	18	33	15	13	100
Jordan	77	8	6	3	6	100
Kenya	21	33	15	29	2	100
Lebanon	17	12	32	34	5	100
Mexico	30	29	14	26	1	100
Philippines	23	33	32	11	1	100
South Africa	21	17	25	34	2	100
Tunisia	56	15	15	13	2	100
Venezuela	13	24	22	39	1	100
Vietnam	51	24	15	5	6	100

	Q38d. In your daily life, how often do you interact with the following kinds of people — frequently, occasionally, rarely or never? d. people who are of a different income level than you					
	Never	Rarely	Occasionally	Frequently	DK/Refused	Total
Colombia	18	17	26	38	0	100
India	12	13	43	24	7	100
Jordan	11	8	32	48	1	100
Kenya	13	35	19	33	0	100
Lebanon	13	6	33	46	2	100
Mexico	27	26	14	32	1	100
Philippines	15	34	36	14	1	100
South Africa	17	15	27	39	1	100
Tunisia	23	18	29	30	0	100
Venezuela	11	22	22	44	1	100
Vietnam	12	13	44	29	1	100