



Regional Dialogue on the Information Society

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March/2007



1. ABOUT US...



DIRSI:

- ☎ Network of professionals working in different countries in LAC and using comparable methodologies to our sister centers to create a common stock of empirical knowledge on ICT pro-poor across regions.**
- ☎ Our research activities aim to reflect the disciplinary diversities of our members through interdisciplinary studies that promote innovative perspectives to traditional topics in ICT pro-poor.**



Key objective:

Create and disseminate research results to guide policy makers and stakeholders by filling gaps in knowledge (demand side perspective) regarding ICT as tools to address poverty.



Key Concepts

- ☎ With a "pro-poor, pro-market" perspective, DIRSI's overarching objective is to identify the necessary conditions to further the impetus of next generation regulatory reform that builds on the achievements of market liberalization.**
- ☎ At the same time addresses the realities of what we call digital poverty a concept that seeks to grasp the multiple dimensions of inadequate levels of access to ICT services as well as the barriers to their productive use.**



2. DIRSI Main Research Activities



2.1 First Publication: “DIGITAL POVERTY, Latin American and Caribbean Perspectives”

- ☎ **Provide a framework for thinking about ICT and poverty;**
- ☎ **Develop a conceptual foundation for the measurement of digital poverty;**
- ☎ **Identify regulatory restrictions to the increase availability of ICT services and offer regulatory policy suggestions that address these limits;**
- ☎ **Present evidence on organizational and technological models that may provide ICT services in rural and unserved areas.**



2.2 2nd Publication: Mobile Opportunities: Background Papers

Review the existing literature and compile available data on relevant market and regulatory trends in the mobile telephony industry LA&C.

Findings:

- ☎ Affordability as key to explain demand; initial toolkit of measures of affordability**
- ☎ New business models for BOP in a duopolistic competition in the LA region**
- ☎ New technological service models for pro poor capabilities**



2.3 Large Scale Survey of Mobile Use by the Poor: “Mobile Opportunities: Poverty and Telephony Access in LAC”

Mobile phone usage has reached critical mass numbers in LAC but empirical evidence about its impact is scarce.

DIRSI’s 2007 main project seeks to understand the strategies employed by the poor to access and use mobile telephony services.

Following LIRNE-Asia and RIA! studies, DIRSI will conduct surveys on patterns of mobile use for the LAC region.



2.3 Mobile Opportunities: Poverty and Telephony Access in Latin America and the Caribbean

- ☎ Understand how mobile telephony access contributes to social and economic development- what we call mobile opportunities;**
- ☎ To determine the type of access, forms of contracting and payment, perceptions of impact and use of cellular telephony service by the poor population of each country studied**



2.3 Mobile Opportunities: Poverty and Telephony Access in Latin America and the Caribbean

Following empirical studies in other regions, we seek to know the impact on three aspects:

- **Employment opportunities and income,**
- **Relationship with the government and social services,**
- **Formation of social capital (social networks)**



2.3 Mobile Opportunities: Poverty and Telephony Access in Latin America and the Caribbean

The main instruments for primary data gathering will be:

- ☎ A household survey of low-income mobile telephony users and non-users; 1000 surveys in each country:**
 - Jamaica, Trinidad-Tobago, Argentina, Brazil, Honduras, Peru, Colombia, and México.**
- ☎ A set of focus groups among the same target population.**



2.3 Mobile Opportunities: Poverty and Telephony Access in Latin America and the Caribbean

- ☎ The target group comprises the users of mobile telephony between 13 and 70 years old living in poor households in urban areas where coverage of mobile telephony exists.**
- ☎ We consider users as those who have done or received a call in a mobile telephony terminal during the last month. We will also include a control group of non-users that will allow us to know the reasons that they do not have access to this service.**



3. DIRSI target audience



3.1 Policy Makers as target audience:

- ☎ DIRSI seeks to support regulators in the design of enabling policies for new pro-poor ICT models.**
- ☎ Support a greater and strategic focus on ICT public programs as levers of change in reducing development obstacles faced by the poor in urban and rural areas.**



3.2 ICT Firms and Stakeholders as a target audience:

☎ Inform of the market potential at the BOP: new products and business models that serve its needs.

☎ Create and deploy ICT-enabled business models which permit low-income customers to collaborate with the providers in the basic products and services they need.



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