

Digital Orphans

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Today

1. High level statistics
2. Digital orphans
3. Potential solutions

What we do

ETR advances health equity through science-based solutions.

—

ETR is a nonprofit, science-based organization that invests all proceeds into promoting health and well-being for youth, families and communities.

The logo for ETR, consisting of the lowercase letters 'etr.' in a bold, dark blue sans-serif font. The period is a solid blue circle.

What we do

Advance the health and wellness of young people through new media and technology.

DISCOVER

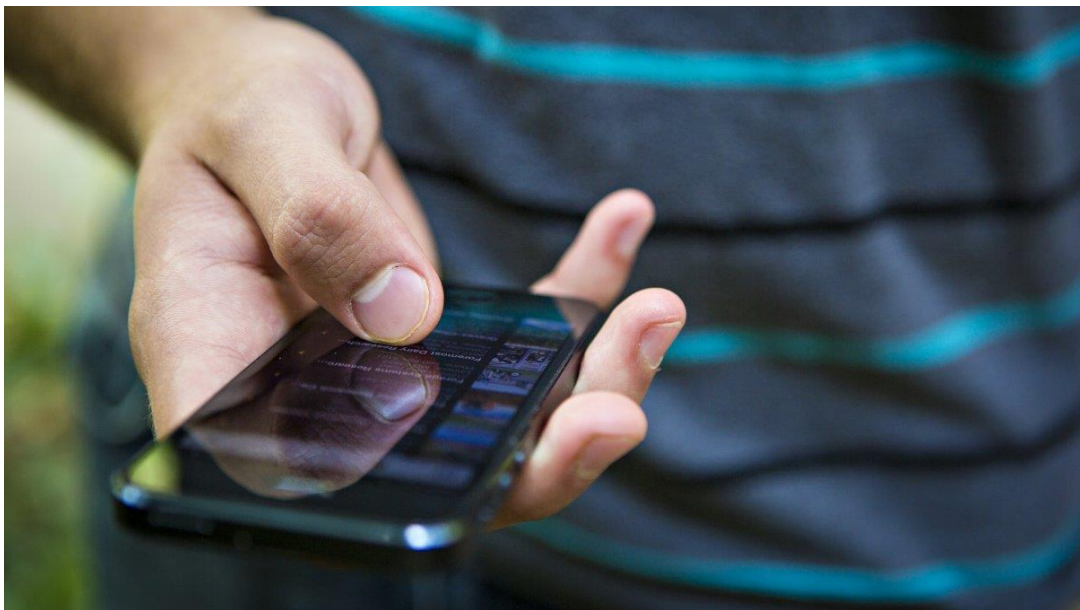
INNOVATE

LEAD



Spotlight

- Leapfrog and skipped wired connections
- High cell phone penetration, especially among youth
- Increased broadband access



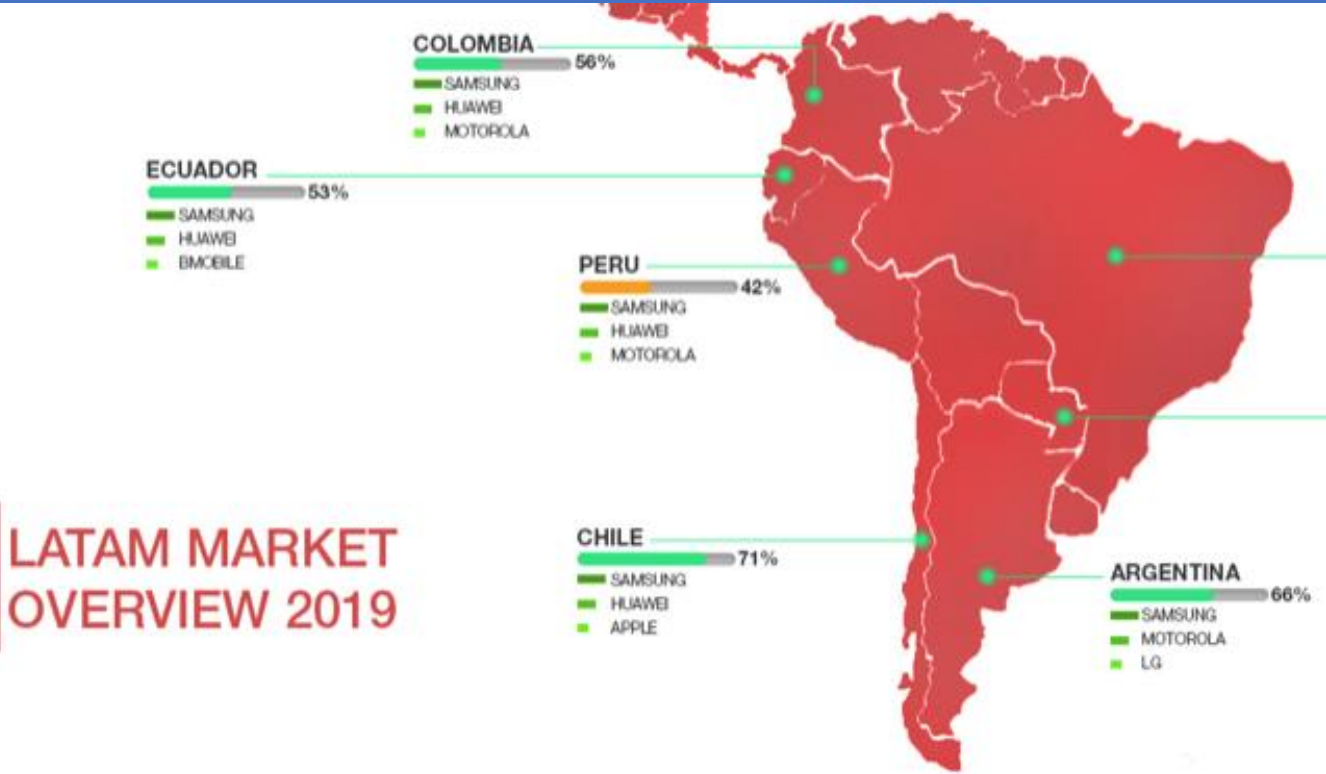
Mobile Connections

— Bolivia: 12.16
Chile: 25.31
Colombia: 60.83
Ecuador: 13.82
Peru: 36.14
Venezuela: 22.73
(in millions)

@Statista2021



Smartphone Penetration



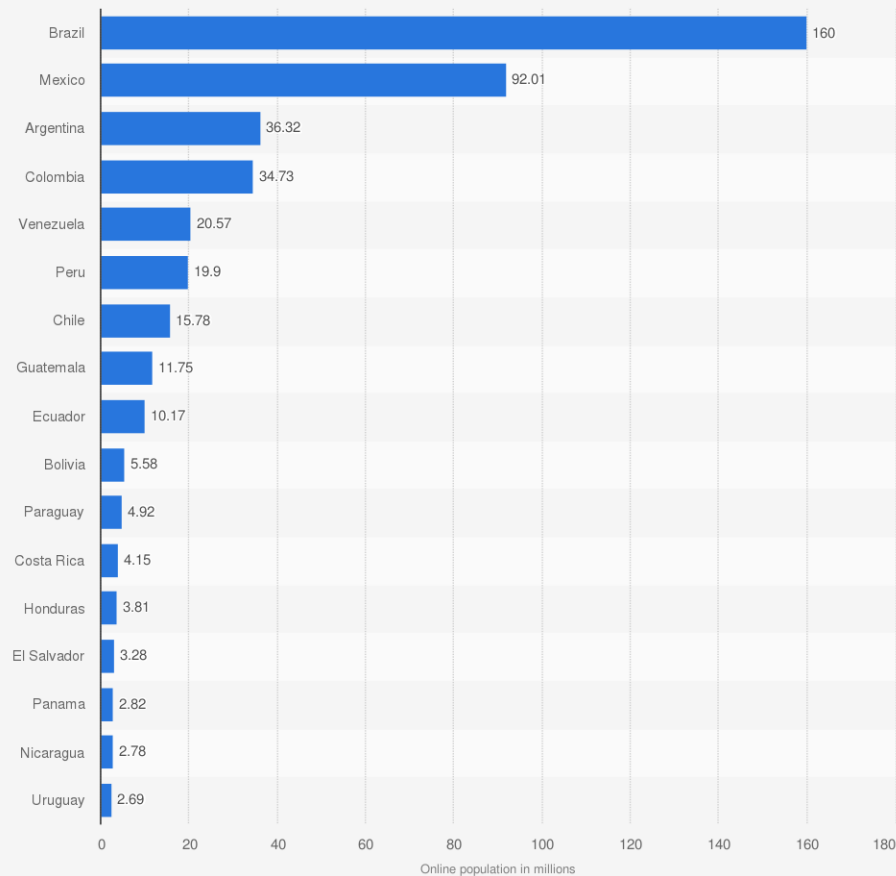
LATAM MARKET
OVERVIEW 2019

Internet Users

Bolivia: 5.58
Chile: 15.78
Colombia: 34.73
Ecuador: 10.17
Peru: 19.9
Venezuela: 20.57
(in millions)

@Statista2021

Number of internet users in selected Latin American countries as of January 2021 (in millions)

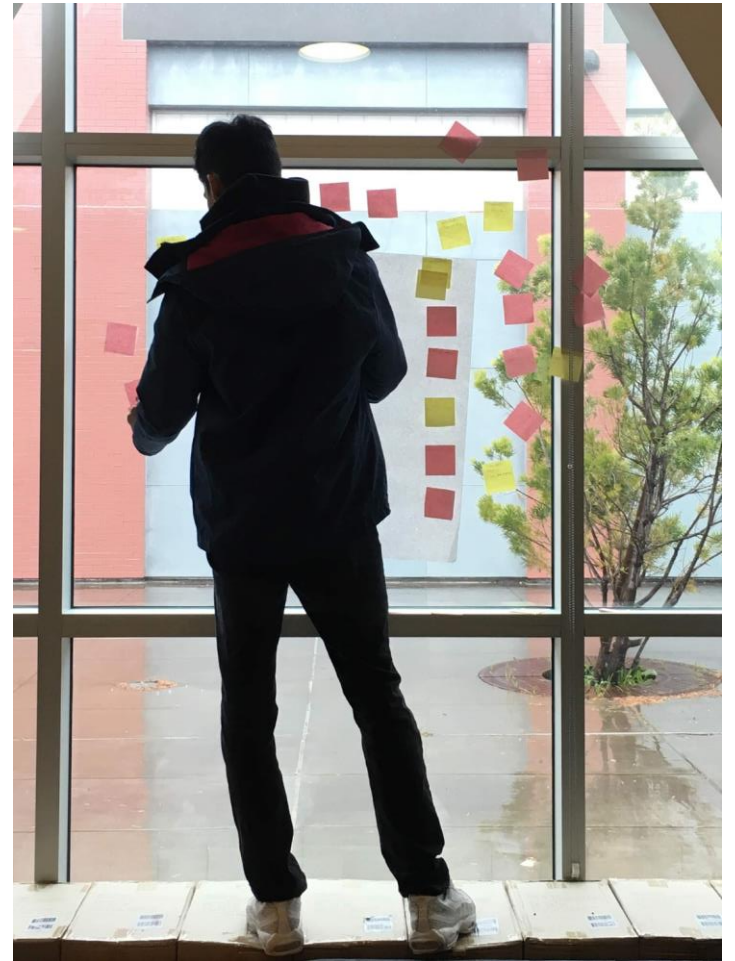


Sources
We Are Social; Hootsuite; DataReportal
© Statista 2021

Additional Information:
DataReportal; Various sources; January 2021

— Youth and young adults are some of the most active participants in new technology

Typically go to **social media** and chat applications as the **communication mode of choice**



SOCIAL MEDIA MOST POPULAR ACTIVITY



Social media penetration

Bolivia: 69.8%

Chile: 83.5%

Colombia: 76.4%

Ecuador: 78.8%

Peru: 81.4%

Venezuela: 49%

datareportal.com



Messaging Apps



WhatsApp

Messaging Apps taking the lead.
Users are posting less publicly on their walls and pages and are sharing their pictures and links rather privately via messages.

Integration of stories, news-services and bots.

Voice messages gaining popularity:
approximately 200 million voice messages are sent daily via
WhatsApp



COVID-19 Impact

Children's Screen Time Has Soared in the Pandemic

CONTRADICTION

First, with familiar panics about screen time exacerbated by lockdown, parents have been expected to monitor, calculate and limit their children's time spent across multiple digital devices.

Second, given heightened hopes that the internet offers a vital workaround for [school work](#), as well as sustaining friendships and family relations, parents have been called upon to provide devices and connectivity, and to optimize children's online opportunities so that they [don't fall behind](#) or lose out.

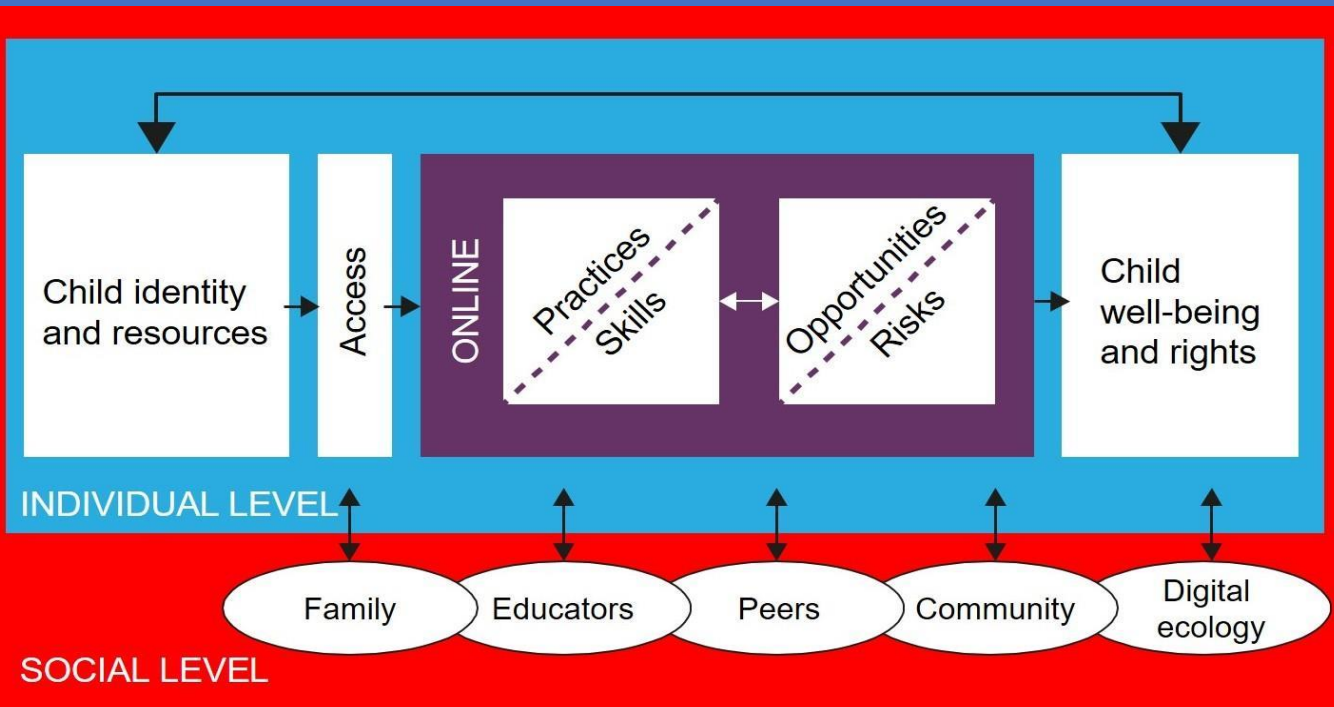


DIGITAL ORPHANS

A **Digital Orphan** is someone who has grown up with the access to a great deal of technology, but they tend to have a lack of guidance. The lack of guidance is coming from their parents who aren't willing to have face to face discussions with their children about what information they are absorbing from using tech. By children developing like this and parents allowing it to happen, long term issues may arise and it can lead to difficulties with their interpersonal skills.

Samuel, A. (2017). *Opinion: Forget "digital natives." Here's how kids are really using the Internet.* [ideas.ted.com](https://www.ideas.ted.com).

Individual and social influences on child well-being and rights in the digital age



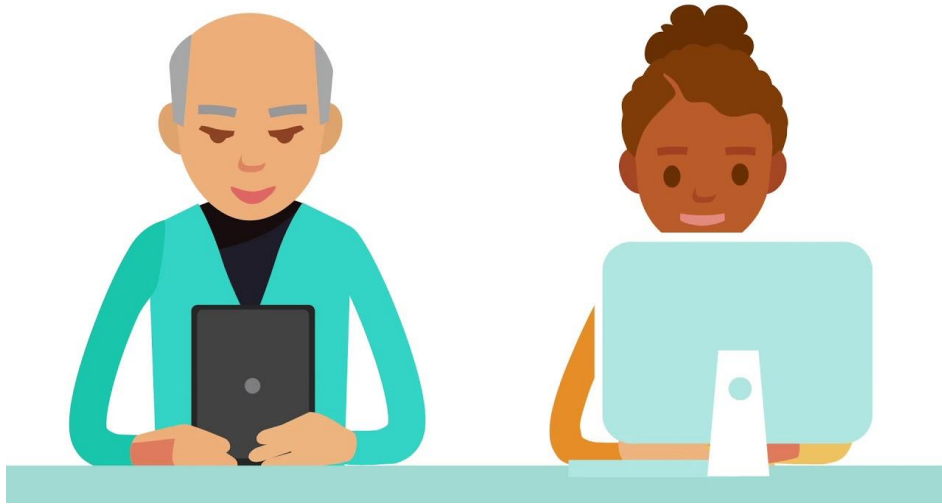
- Inappropriate
- Abusive or
- Dependent use of technologies

Parents

Teach children self-protection guidelines in the use of the Internet, to identify the most common conflicts (cyberbullying, sexting, grooming), maintain a healthy digital life and know their rights and duties in the use of Social Networks

Parents need to start getting their heads around the idea of preparing their children for a future that "requires much more than simply surrounding them with devices and start thinking about teaching them how to really use them.

Parent Challenges



Challenges:

1. Lack of awareness
2. Discomfort with technology
3. Opportunity costs
4. Access and availability of trainings and support

Strategies and Solutions



Padres 2.0



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PODEMOS AYUDARTE | PARTICIPA | TIENDA | BLOG

¿QUIÉNES SOMOS?





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MOBILE SOLUTIONS FOR LOW RESOURCE POPULATIONS

Education * Communications * Behavior Change

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1 in 3 adults lack essential skills.

The digital divide impacts **44%**.

All need essential **skills** to thrive.

<1% solutions designed for the need.



Digital Literacy Lessons



Accessible

Meets learners where they are



Engaging

Fun and rewarding 3-minute micro-burst lessons



Interactive

2-way communication design adapts to user responses



Personalized

Unique pathways for individual users needs



Actionable

Learnings applicable to users' daily life



Measureable

Ability to track and measure outcomes

Amaze.org <https://amaze.org/es/>



EdTech challenges and opportunities

As the COVID crisis escalates, there are significant opportunities to help families manage all of these challenges; however, any digital solutions must also navigate the region's connectivity issues.

Providing resources through low-tech options, such as television, radio and mobile apps that can function on slow connections and require less data is helpful for families in the short term.

[Wawa laptop project](#) in Peru is providing students with solar-powered laptops made from recycled materials that run on free Android and Linux operating systems.

Alba, a Chile-based start-up that helps match parents with caretakers, recently launched [Alba Live](#) to offer free online classes to children under eight years old in an effort to help parents keep their children learning and entertained while they have to work.

Why COVID-19 is an EdTech opportunity for Latin America
weforum.org

Our
Communities
deserve
real
information,
when
they need it,
where
they need it.



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