Youth internet consumption in Ecuador: indicators of the national digital generation

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Abstract: This article presents results of youth internet consumption in Ecuador, from the national survey of the World Internet Project – Ecuador. The interest is to determine how the Ecuadorian net generation is linked to the internet, its services, its technologies, its possibilities. It highlights how such a generation shapes a web community that, although it is a consumer, evolves, although not always with the interest of producing content, but as one that moves the technological context – networks, devices, market, etc., – of the internet. Crossed data are presented on the level of access, the places from where it connects to the internet and the preponderance of mobile devices to make personal actions. Among the results it is noted that, although there is internet consumption, the presumption is not yet the vital point of this generation: there is more use of services or connectivity rather than activism, if we think that young people are a fundamental reserve of changes in the information society.

Keywords: internet; social networks; social use of the internet; digital consumption; presumption; young Ecuadorians; net generation; Ecuador.

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1 Introduction

Internet has been gradually consolidating in Ecuador in recent years, positioning itself among different layers of Ecuadorian society. However, its use or consumption is rather urban, which opens a discussion about the concrete access to the network by the population. This article analyses the consumption, particularly by youth populations, in the urban environment.

About internet consumption, there are already studies that can be considered referential if you want to compare data. Thus, the project 'Typology of the digital future: international longitudinal study of the impact of internet and wireless technology (World Internet Project – WIP)', directed by the Center for the Digital Future of the Annenberg School of Communication, University of the South of California (USC), and in which the University of Los Hemisferios (Ecuador) is attached, since 2009, it has also published important data about the country in different studies such as: López-Jiménez and Bernal (2010), Merino and Guzmán (2011), Cajiao and Tapia del Salto (2011), López-Jiménez and Silva (2012), Caride (2012), López-Jiménez et al. (2013, 2014), López-Jiménez and Reinoso (2016) and López-Jiménez (2017).

The interactive generation in Ecuador should also be mentioned (Sala and Chalezquer, 2011), a study carried out in schools on the interaction with technologies among children, adolescents and young people through important indices. Other works are those of Benavides and Galarza (2011), Torres and Infante (2011), Marín-Gutiérrez et al. (2013a, 2013b) and Crespo (2013).

The interest of this article lies in making known the access, the interaction, the sense of connection of the Ecuadorian digital generation. It is about mapping the users, the uses, the interaction conditions existing in the youth sector with respect to internet technology. It is also about determining if there are among the young, open online communities that use some model of collaboration, involvement, participation, exchange, under the premise that today youth use digital collaboration systems more than the generations that used the traditional media [Breslin et al., (2006), p.134]. The question that started was: in what way is the youth internet consumption in Ecuador and what are the modes of access, interaction, what do internet users use, the technologies used?

1.1 Internet and digital generations

We will say with Barrett (1997) that the internet is "a global reservoir of information and services, accessible by means of locally operated interface software" (p.10). The definition extends our initial presumption of platform and excludes the idea that it is a global means of communication, as it is commonly understood. In this context, the internet joins a new economy based on knowledge, and as such, the capitalisation of the intangible. As a reservation of information, those who access and use it, have at their disposal an infinity of resources that, reused, transformed and reinserted, implies the revolution to which we refer.

As a reservation of information, its availability in many cases implies the handling of other technologies offered on the internet as 'services'; among others are: e-mail, chat and more complex technological platforms such as social networks, among which are Facebook or Twitter. In turn, on the internet you can find social software that activates websites, educational pages, educational environments, simulation, etc. The proliferation of these and other services-technologies represents social freedom exposed on a global scale different from social life in the streets. On the other hand, it shows the non-existence of a centre, government, owner, etc. (Barrett, 1997), but at the same time it is presented as a great environment of socialities and new relationships based on communication (Castells, 2001), or, if you like, the space which, "has developed into a multi-faceted arena for social interaction. All over the internet, social spaces are emerging and being occupied by people who find their stay there meaningful and worthwhile. Some of these social spaces have developed beyond merely a notion of a

shared space and become venues for thriving communities" [Skog, (2005), p.464]. The nature of the new social relations, that is, of the existing and emerging socialities product of the supply and demand of services and technologies, made a social transformation in the last decades, particularly in the urban environment of those societies with better conditions of lifetime. The Knowledge Society presupposes the creation of a type of generation linked to the digital, that is, to the economy of the intangible that transforms one value into another. If there is a presumption that more things were done in the last 30 years than in previous decades, it is because technologies and their users made the world become intensive, accelerated, where young people began to take control of society in all its areas. Those who lived before the arrival of the internet and the global society were, from this perspective, people who enjoyed the wealth emerging after World War II and had the time to develop their culture. The last segment of that generation dreamed of a culture based on freedom, love, developed protest movements against the established order and made their own families uncomfortable: this entire generation is known as the 'baby boomers'[Tapscott, (2009), p.7].

In the heat of baby boomers, the internet was born, personal computers, with its promise to generationally change capitalist society. Their children, the net generation, appropriated the promise and left the culture of their parents obsolete, quickly transforming the technologies. Such a generation that, by 2017, could have the largest of the children, around 40 years old, and the youngest of them, 20 years old, according to Tapscott, was developed by handling bits, digital technologies, demanding greater freedom, learning to personalise the things, to make technologies for themselves, to collaborate and share intensively, etc. (2009, pp.3 and 6). If the net generation is the one that starts towards the end of the hippie culture, with remnants of this, with a mind capable of promoting radical changes, and lasts until almost the end of the last century, those who began to take the post immediately, without having that understanding the technologies, but integrating them even as bodily devices, is the so-called generation next or generation z. Freer than previous generations, they are unprejudiced and innovative. Today, this generation net, since it has learned to play using simulation environments, is coming to govern (Rodrigo-Mendizábal, 2004), to change institutions, to mobilise itself in another way, to make the world of the market and politics (Tapscott, 2009). They are digital young people who collaborate, are prosumers and aspire to a society with a better quality of life. In addition, they are scrutineers and, therefore, deconstructionists. They are also related more by digital media and are restless: speed assumes a cultural form and it made even life in society become liquid, unstable and fluid if we stick to the approach of Bauman (1999).

Such young people are more likely to form easily web-based communities which, according P. Kommers, "have gone from being islands into interlinked communities, and newer types of community such as weblogs and Wikis have become more dominant, perhaps due to their significant levels of intertextuality" [cit. Bishop, (2009), p.5]. Web-based communities imply a new rationality that dominates digital technologies, which adapts to changing technologies, who influence innovators to redesign these technologies according to new demands. The latter is important today as it forces designers to understand and observe new behaviours that arise from the inter-relationships or from the types of community that emerge in the heat of certain junctures, and the adaptations of young people when the interfaces are redefined based on of other demands [Velez et al., (2006), p.341].

1.2 Young people in Ecuador

In this study we focus on young Ecuadorians within the concept of net generation. They are web-based communities as defined by Bishop (based on A.J. Kim) as those that have an enduring cycle in the internet environment but, above all, because they are identified or can be identifiable with the technological platforms that support them [Bishop, (2009), pp.5 and 6]. These actors would range from 15 years to 33 or 34 years and are, in large part, the engine of contemporary society and the most enthusiastic users and consumers of technology.

The term 'youth', in general terms, is a word that denominates a social group and that commonly is understood between the 15 and 30 years. This word refers to a socially constructed category that assumes ethics and aesthetics, lifestyles, practices and imaginaries, in turn emplacements (SIISE, 2011). A more open definition is raised by Sarlo (1994, p.38) when he says that youth "is not an age, but an aesthetic of everyday life". Being young implies audacity, dynamism, but at the same time the moment in which one begins to have real awareness of responsibility. It involves representation styles, music, symbolisation modes, grouping modes. Since young people are the ones who permanently shape the culture, making it change, the cultural industries focus on them, attracting their attention, while integrating them in the dynamics of consumption, taking advantage of the innovative impetus that prevails in her breast. Internet today is also the terrain of cultural industries, increasing the value of the word "consumption" among these new generations.

Table 1 Structure of the Ecuadorian population according to 2010 census

% 2001	*Five-year group*	*Men*	*Women*	*Total*	*% 2011*
	95 a 99	3.831	6.161	9.992	
	90 a 94	10.523	14.977	25.500	
	85 a 89	26.734	34.001	60.735	
6.7%	80 a 84	53.157	62.395	115.552	6.5%
	75 a 79	78.602	86.616	165.218	
	70 a 74	116.203	123.888	240.091	
	65 a 69	156.804	167.013	323.817	
	60 a 64	196.414	204.345	400.759	
	55 a 59	253.106	262.187	515.893	
	50 a 54	298.728	311.404	610.132	
	45 a 49	366.448	383.693	750.141	
60.1%	40 a 44	399.230	419.772	819.002	62.2%
	35 a 39	456.202	482.524	938.726	
	30 a 34	520.891	546.398	l.067.289	
	25 a 29	586.950	613.614	1.200.564	
	20 a 24	639.140	652.986	1.292.126	
	15 a 19	713.548	705.989	1.419.537	
	10 a 14	782.977	756.365	1.539.342	
	5 a 9	773.890	752.916	1.526.806	31.3%
	0 a 4	744.305	717.972	1.462.277	
	Total	7.177.683	7.305.816	14.483.499	

Source: INEC (2011), SICES (2017a)

In Ecuador young people are diverse and they are in all the geographical points of the country, so it can be said that youth is not unique socially or ideologically. According to the SIISE (2011) "the youths, often invisible of institutional management, not of prejudice, present themselves in the social sphere as a diverse and heterogeneous group that burst into everyday life and public space with its musical rhythms and rhythms; they gestate their relationships among peers, with society and its institutions; they play, they paint, they dance [...]. However, these same particularities, dynamics or differences are also triggers of exclusion, discrimination, repression or stigma". Youth identities are the factor that characterises social life in Ecuador.

According to INEC indicators, the total population of the country today is 16,615,320 people. However considering the national census of 2010, Table 1 shows the distribution of this population by age, when the population of Ecuador was 14,483,499.

Table 2 Structure of the Ecuadorian youth population according to the 2010 census

Age range	*Men*	*Women*	*Total*
30–34	7.3%	7.5%	14.7%
25–29	8.2%	8.4%	16.6%
20–24	8.9%	8.9%	17.8%
15–19	9.9%	9.7%	19.6%
Total	34.3%	34.5%	68.7%

Source: INEC, own elaboration

It is noted that the youth population is in the range of economic productivity that reached 62.2% (2.1% more than the previous decade) until 2011.

For our purposes, the youth population between 15 and 33 or 34 years (the net generation, including the next generation) in particular had the following structure in percentages (Table 2).

It is verified that by 2010, 68.7% were youthful in Ecuador that is, more than half of the population, being the range of 15 to 19 years that exceeded relatively to the other annotated segments. On the other hand, the proportions between men and women in general are comparable.

Given the projections given by the INEC, it is possible to observe in Table 3 the population projection of this segment, object of interest of this report.

According to Table 3 the youth population is the one that shapes the country in various instances, with its sustained growth being, in the case of the projection, until 2017, concordant with the real growth of the population. It is clear that the socio-political transformations to a certain extent are supported by this sector to the extent that segments of the youth population are taking the post of previous generations.

Youth, apart from being an important social actor, is also the environment where internet is consumed and interacted with. The last census has corroborated this with the data in percentages shown in Table 4.

According to Table 4, the population between the ages of 16 and 24 consumes the most internet. Comparatively in this range of young people, 83.8% who use the internet, especially in the urban area, is higher than 67.3% of the range of 25 to 34 years, in 2016. It is also found that there was an increase in the use of internet within the Ecuadorian population.

Table 3 Projections of population by simple ages in the case of the segment of interest

Age/year	*2017*	*2018*	*2019*	*2020*
15	322.402	325.297	327.983	330.500
16	318.704	321.867	324.759	327.453
17	314.622	318.090	321.236	324.116
18	310.229	313.926	317.381	320.515
19	305.630	309.488	313.171	316.614
20	300.888	304.855	308.695	312.363
21	296.050	300.093	304.047	307.868
22	291.097	295.259	299.287	303.227
23	286.063	290.361	294.505	298.509
24	281.016	285.387	289.672	293.794
25	276.039	280.406	284.765	289.036
26	271.187	275.499	279.859	284.203
27	266.542	270.720	275.022	279.380
28	262.156	266.148	270.321	274.615
29	257.994	261.813	265.806	269.978
30	253.981	257.709	261.530	265.526
31	250.051	253.745	257.477	261.307
32	246.152	249.865	253.565	257.300
33	242.258	246.001	249.721	253.424
34	238.328	242.125	245.876	249.602
National	16.776.977	17.023.408	17.267.986	17.510.643

Source: SICES (2017b) own elaboration

Table 4 Internet use by the Ecuadorian population

Year	*16 to 24 years old*	*25 to 34 years*
2008	52.0%	32.9%
2009	48.3%	30.8%
2010	54.8%	36.5%
2011	59.4%	39.6%
2012	64.9%	46.2%
2013	67.0%	45.7%
2014	76.5%	55.0%
2015	78.4%	60.5%
2016	83.8%	67.3%
Total	63.9%	44.6%

Source: INEC (2017).

2 Methodology

What will be explained below are part of the results of the study: 'Typology of the digital future: International longitudinal study of the impact of the internet and wireless technology (World Internet Project – WIP)'. For the Ecuadorian case, it uses the methodology and the standard questionnaire that is equally applied in 34 countries by the international project. Our interest, regarding the general objective of the project, to determine the statistically significant difference between consumers and non-consumers of the internet, is to see what happens with the Ecuadorian youth student segment.

The sample for Ecuador, in general terms, was N = 1,628 above the 789 individuals representative of a population of around 16,000,000 inhabitants of Ecuador. The sample was determined with the formula:

$$n \cong \frac{\left(Z_{\alpha/2}^2\right) S^2}{\varepsilon^2}$$

where

- N = 1,628
- reliability level: Z = 1.96
- confidence level: = 95%
- standard deviation: S = for values higher than 50,000, a value of 1 was applied, for values lower than 50,000 values of 1
- maximum error allowed: = 3%.

Since it is a national investigation, in the Ecuadorian case, the sample was segmented by 21 cities of the country.

The survey conducted had around 60 questions, many of them with several indicators. It was applied by telephone, by random procedure, to men and women from different social segments. The results were organised by Excel table and then processed with SPSS.

The variables chosen for this report are the following:

a internet access

b places for internet use

c use of technological resources to access the internet

d typology of uses

e capacity for expression and interaction.

Assuming the generations of users of the web communities proposed by Bishop (2009, p.7), the indicated indicators have to do with the uses of such users of the internet services or technologies for their own purposes. Bishop notes that the generations either: have personal pages, or use message boards, or make up mailing lists or newsletters, or participate in chat groups, or participate in virtual worlds, or write weblogs or form directories, or are publishers of wikis or hypertextual fictions.

For our study and report, what is prioritised is particularly the use of technological resources for internet access and, later, the activities that Ecuadorian net communities have:

a the posting of photos on social networks

b the updating of information personal in social networks

c registration, access or listening to music online

d viewing or downloading videos online

e checking e-mails

f calls over the internet

g playing for internet

h the use of chats.

From the generational uses of the internet, according to Bishop (2009), this report mainly has to do with the contents, with email and services. First, it would be a question of seeing what are the uses detected on the Ecuadorian net generation.

However, it is important to point out that in Ecuador, different from what could happen in other highly industrialised countries, the young generation of internet is not always the one that enjoys the comforts of modernity. What this report shows is, taking advantage of internet services, the search for some type of information. For example, the types of searches have been segmented, from:

a the general one, using the internet search engines

b some type of specialised information (perhaps professional)

c the search for words in online dictionaries

d the search for travel information

e humorous content

f about health

g about sexual matters

h about certain products.

It should be noted, on the other hand, that the Ecuadorian net generation, ask to what extent they use internet services and resources to do:

a searches

b to do homework, whether they are school or university

c to take online courses, including those that would have to do with university studies

d to make payments or bank transactions

e to do any other type of bank paperwork

f to make online purchases

g to make hotel reservations and travel.

If we think about Bishop's approach (2009), it is possible that the report only focuses on the more concrete uses related to the social life and imperative needs of the net communities.

3 Results

3.1 Internet access by the Ecuadorian net generation

We must say, focused on the range under analysis of this report, that young people have achieved access, in general terms, between 16 and 20 years by 19.4%, followed by the group between 21 and 25, up to 17.3%. It should be understood, on the other hand, that there was a growth in access in all the groups, being more representative the 16 to 20 years, from 0.3% in 2010, to 26, 5% in 2011, decreasing slightly to 20.4% in 2012 and rising again to 30.5% in 2014 and 31.3% in 2015. It should be noted that the survey was not conducted in 2013.

The educational level of those who access the internet is between those who are university graduates (31.7%) and those who have obtained a university degree (31.6%); in the third rank are the last years of school or school, next to receive the bachelor's degree (18.5%). Observing users with an educational level of university graduates (possibly between 21 and 22 years old), the years 2010 (32.9%) and 2011 (32.6%) are the most significant; and for those with a university degree, the years 2012 (44.3%) and 2014 (36.4%) are equally significant.

3.2 Use of technological resources to access the internet

Regarding the use of technological resources to access the internet, we note the following (Table 5):

Table 5 Internet connection from home

Range	*Doesn't know*	*No answer*	*Yes*	*No*
16 to 20	8.7%	1.4%	75.7%	14.3%
21 to 25	12.2%	2.3%	67.9%	17.6%
26 to 30	12.5%	1.9%	68.6%	17.0%
31 to 35	7.3%	4.8%	74.3%	13.6%
Total	9.9%	2.3%	71.5%	15.5%

Source: Own elaboration WIP, 2016

Within the groups that comprise the category analysed in this report, it is important to note that the range of 16–20 years is the one that is interconnected to the internet from home to 75.7%, and then the age of 31–35, with 74.3%. In fact, the general range of 16–35 years is the one that is most interconnected by internet from home up to 71.5%.

Those who have a connection from their homes, in the study group, indicate that they have some type of broadband connection and permanent access (46.2% in general) (see totals in Table 6). The group between 31–35 years is the one that is linked from this type of connection with 48.5%; followed by 16–20 years, with 46.7%.

Table 6 Type of connection from home

Range	*Doesn't know*	*No answer*	*Telephone connection*	*Permanent broadband*	*Mobile connection*	*Other*
16 to 20	17.9%	6.2%	15.9%	46.7%	8.4%	4.8%
21 to 25	20.6%	8.5%	12.8%	43.7%	10.6%	3.8%
26 to 30	21.7%	6.9%	14.2%	45.9%	6.6%	4.7%
31 to 35	10.9%	13.6%	14.2%	48.5%	9.1%	3.6%
Total	17.2%	8.4%	14.2%	46.2%	8.6%	4.2%

Source: Own elaboration WIP, 2016

There is a range of young people who also use mobile devices to connect to the internet (Table 7). The data can be seen on Table 7.

Table 7 Use of mobile devices to connect to the internet

Range	*Doesn't know*	*No answer*	*Yes*	*No*
16 to 20	1.0%	0.8%	64.5%	33.7%
21 to 25	2.1%	2.9%	64.0%	31.0%
26 to 30	2.8%	2.6%	62.4%	32.2%
31 to 35	1.5%	5.1%	60.4%	32.9%
Total	1.7%	2.4%	62.8%	32.4%

Source: Own elaboration WIP, 2016.

It is clear to observe that, in general, of the users surveyed, 62.8% use mobile devices to connect to the internet. Of those who use it, it is well known that the age ranges of greatest mobile connectivity are between 16–20 years (64.5%) and 21–25 years (64.0%). It is followed by the 26–30-year-old (62.4%).

3.3 The most common uses

Next, we will analyse the uses and their frequencies; that is, what young Ecuadorians use most frequently in terms of internet technologies and at what time. Table 8 gathers the data in this regard.

The activities of the digital generation or net generation in Ecuador include:

a posting photos on social networks

b status update in social networks

c download or listen to music online

d download or watch videos online

e review of the e-mail

f calls by internet telephony

g play video games online

h chat.

Table 8 Activities of Ecuadorian youth on the internet

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Posting photos on social networks	16 to 20	1.2%	1.0%	14.4%	26.2%	13.0%	19.0%	15.6%	9.6%
	21 to 25	2.2%	3.7%	17.7%	18.8%	16.6%	19.9%	12.9%	8.1%
	26 to 30	2.8%	4.5%	8.3%	29.8%	24.3%	14.9%	9.0%	6.4%
	31 to 35	3.0%	7.3%	13.9%	30.5%	13.0%	16.0%	6.0%	10.3%
	Total	*2.2%*	*3.3%*	*13.1%*	*25.9%*	*16.2%*	*17.3%*	*10.2%*	*8.4%*
Status update in social networks	16 to 20	1.0%	2.0%	12.9%	25.6%	12.9%	15.3%	13.8%	16.4%
	21 to 25	1.6%	4.7%	16.8%	18.1%	14.6%	17.6%	17.2%	9.5%
	26 to 30	3.3%	3.1%	13.7%	26.2%	22.0%	16.5%	6.4%	8.7%
	31 to 35	2.7%	8.8%	11.5%	32.3%	16.9%	14.8%	8.8%	4.2%
	Total	*2.0%*	*4.0%*	*13.6%*	*25.1%*	*16.3%*	*16.0%*	*10.7%*	*8.7%*
Download or listen to music online	16 to 20	0.9%	0.7%	16.1%	20.9%	13.0%	12.5%	17.3%	18.6%
	21 to 25	2.1%	3.6%	16.5%	13.6%	12.4%	14.6%	18.1%	19.2%
	26 to 30	2.8%	2.8%	18.4%	21.0%	9.0%	15.6%	18.4%	11.8%
	31 to 35	2.7%	6.9%	17.8%	22.4%	13.9%	16.3%	14.2%	5.7%
	Total	*2.0%*	*2.6%*	*17.2%*	*19.1%*	*11.9%*	*14.7%*	*16.9%*	*12.5%*
Download or watch videos online	16 to 20		1.0%	30.0%	22.6%	10.6%	7.5%	12.6%	15.7%
	21 to 25		3.8%	29.7%	15.7%	9.2%	6.3%	12.9%	22.4%
	26 to 30		3.1%	38.1%	16.3%	11.6%	11.1%	10.9%	9.0%
	31 to 35		7.3%	37.2%	14.8%	4.8%	10.9%	13.0%	12.1%
	Total		*3.1%*	*33.5%*	*17.1%*	*8.6%*	*8.7%*	*12.3%*	*14.0%*

Source: Own elaboration WIP, 2016

Table 8 Activities of Ecuadorian youth on the internet (continued)

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Review of e-mail	16 to 20			7.7%	11.1%	6.1%	17.2%	28.5%	29.4%
	21 to 25			5.9%	6.7%	4.4%	16.6%	33.8%	32.6%
	26 to 30			5.0%	9.9%	4.7%	14.7%	32.6%	33.1%
	31 to 35			3.9%	10.3%	5.7%	14.2%	36.3%	29.6%
	Total			*5.5%*	*9.3%*	*5.2%*	*15.6%*	*32.7%*	*31.1%*
Calls by internet telephony	16 to 20		1.2%	20.4%	31.5%	8.9%	12.2%	12.9%	12.9%
	21 to 25		3.4%	25.3%	13.5%	13.2%	14.8%	16.3%	13.5%
	26 to 30		2.6%	18.2%	26.2%	11.1%	19.9%	11.8%	10.2%
	31 to 35		7.3%	17.5%	19.9%	10.3%	22.7%	10.0%	12.4%
	Total		*2.9%*	*20.1%*	*21.7%*	*10.8%*	*16.9%*	*12.6%*	*12.2%*
Play video games online	16 to 20		0.7%	13.3%	25.0%	10.7%	16.8%	17.0%	16.5%
	21 to 25		3.0%	20.2%	15.7%	10.9%	14.0%	18.7%	17.6%
	26 to 30		2.6%	28.4%	20.1%	14.2%	12.8%	12.1%	9.9%
	31 to 35		7.6%	27.8%	23.9%	10.6%	16.6%	9.1%	4.5%
	Total		*2.5%*	*21.4%*	*20.8%*	*11.5%*	*15.0%*	*13.6%*	*10.7%*
Chat	16 to 20			15.1%	28.7%	14.1%	12.9%	15.0%	14.2%
	21 to 25			19.8%	21.6%	12.2%	17.4%	16.6%	12.4%
	26 to 30			22.5%	21.5%	16.8%	11.1%	16.5%	11.6%
	31 to 35			22.4%	25.4%	10.0%	10.0%	16.3%	16.0%
	Total			*19.7%*	*24.1%*	*13.0%*	*12.6%*	*16.1%*	*13.4%*

Source: Own elaboration WIP, 2016

About the posting of photos on social networks in general it is done 'from time to time' with 25.9% and, in another case, 'weekly' with 17.3%. Individuals in the ranges of 31–35 and 26–30 years old do this activity from time to time more frequently (30.5% and 29.8% respectively) and the last-mentioned group, monthly, up to 24.3 %. Correlative to the above, the status update in social networks is also done from time to time, up to 25.1%. Individuals in the range of 31–35 years old of age do so within this indicator by 32.3%.

Downloading or listening to music online is not as high as you can assume. Those who do it, in general, are 19.1% with the indicator from time to time; the data follows, 17.2% of those who say they never do it. Individuals in the range of 31–35 years old do so within this indicator by 22.4%. In the same way, downloading or watching videos online is indicated, in general, as an activity that 'never' takes place, at 33.5%. Among all the ranges this indicator is invariable; however, it is necessary to contrast with those who do it from time to time, particularly those who belong to the range of 16–20 years old, with 22.6% and young people aged 21–25 years who do it 'several times a day' by 22.4%.

Young people in general have the habit of checking the mail daily (32.7%), especially those in the range of 31–35 years old, reaching 36.3%, while those in the ranges of 26–30 and 21–25 years old they do it several times a day (33.1% and 32.6% respectively). It is striking, on the other hand, that they are not accustomed to making telephone calls over the internet, the indexes being insignificant. So, in general, there are those (21.7%) who do it from time to time and, within it, young people between 16–20 years old, in 31.5% and then those in 26–30 years old, in a 26.2%. Playing video games online is also not significant for young Ecuadorians, pointing out that they never do it, at 21.4%; in front of them, those in the range between 16–20 years old, they do it by 25.0%.

Finally, chatting is relatively significant, especially from time to time, up to 24.1%. Within that indicator, those aged 16-20 years chat from time to time by 28.7%.

Also, let's consider now the information search actions of young people carried out on the internet (Table 9).

Regarding information searches, consider:

a general information search

b search for specialised information

c search of words in dictionaries

d search for information related to travel

e search for humorous content

f search for health information

g search for content of a sexual nature

h search for information on specialised products.

In general, young people search for general information from time to time (22.5%), on all 16–20-year olds up to 28.1%. The specialised information is also another indicator attended by young people from time to time (29.0%), both those aged 16–20 years (43.8%) and those aged 31–35 years (33.2%). It is worth considering the range of 26–30 years old who do searches of this type with the indicator 'weekly', by 25.5%.

Table 9 Information searches

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Search for information	16 to 20	0.8%	0.6%	16.7%	28.1%	12.0%	16.0%	15.7%	10.0%
	21 to 25	1.6%	3.8%	15.8%	16.6%	13.0%	16.9%	17.2%	15.0%
	26 to 30	2.6%	2.4%	12.8%	24.8%	14.9%	17.5%	14.7%	10.4%
	31 to 35	2.1%	7.3%	6.0%	22.1%	17.2%	19.3%	18.7%	7.3%
	Total	*1.6%*	*2.5%*	*11.9%*	*22.5%*	*14.2%*	*17.4%*	*16.5%*	*10.3%*
Search for specialised information	16 to 20	0.8%	0.7%	12.6%	43.8%	6.9%	15.5%	9.7%	10.0%
	21 to 25	1.8%	3.6%	14.1%	22.9%	12.8%	16.2%	9.3%	19.2%
	26 to 30	3.3%	3.3%	11.1%	21.0%	19.9%	25.5%	7.1%	8.7%
	31 to 35	2.1%	8.2%	8.8%	33.2%	13.3%	22.1%	5.7%	6.6%
	Total	*1.8%*	*2.9%*	*11.5%*	*29.0%*	*12.4%*	*19.4%*	*7.8%*	*10.3%*
Search for words in dictionaries	16 to 20	2.1%	1.0%	10.4%	25.3%	14.4%	16.5%	21.0%	9.3%
	21 to 25	1.8%	3.8%	9.5%	15.4%	16.1%	21.4%	19.9%	12.1%
	26 to 30	2.4%	3.5%	7.8%	14.4%	22.2%	20.1%	16.8%	12.8%
	31 to 35	2.1%	7.9%	5.4%	26.6%	9.4%	27.8%	16.0%	4.8%
	Total	*2.1%*	*3.2%*	*8.0%*	*19.6%*	*14.8%*	*21.1%*	*18.3%*	*9.1%*
Search for travel information	16 to 20	0.9%	0.8%	22.8%	30.1%	13.4%	11.2%	10.6%	10.1%
	21 to 25	1.8%	4.3%	20.1%	19.4%	12.4%	10.0%	15.2%	16.9%
	26 to 30	3.1%	2.1%	17.5%	28.4%	14.7%	13.9%	14.2%	6.1%
	31 to 35	2.1%	7.3%	13.0%	29.3%	17.5%	19.0%	5.7%	6.0%
	Total	*1.8%*	*2.7%*	*18.0%*	*26.4%*	*14.4%*	*13.1%*	*10.7%*	*8.9%*

Source: Own elaboration WIP, 2016

Table 9 Information searches (continued)

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Search for humorous content	16 to 20	0.9%	1.3%	12.5%	30.7%	13.1%	15.5%	16.5%	9.6%
	21 to 25	1.9%	4.1%	14.8%	21.7%	18.0%	11.8%	18.7%	8.9%
	26 to 30	3.1%	3.3%	13.5%	20.6%	14.7%	21.3%	13.2%	10.4%
	31 to 35	2.1%	7.6%	11.5%	35.3%	19.3%	12.7%	6.6%	4.8%
	Total	*1.8%*	*3.4%*	*13.0%*	*26.4%*	*16.1%*	*14.9%*	*12.8%*	*8.1%*
Search for health information	16 to 20	1.2%	1.6%	9.6%	33.4%	10.6%	19.3%	13.4%	11.0%
	21 to 25	2.2%	3.7%	12.2%	15.1%	20.2%	15.1%	21.2%	10.3%
	26 to 30	2.8%	2.8%	13.2%	20.1%	15.8%	22.2%	15.8%	7.1%
	31 to 35	2.1%	6.3%	11.2%	22.1%	15.1%	25.4%	12.4%	5.4%
	Total	*2.0%*	*3.2%*	*11.5%*	*21.8%*	*15.0%*	*20.1%*	*15.4%*	*8.1%*
Search for content of a sexual nature	16 to 20	2.0%	0.8%	31.4%	27.5%	9.1%	7.7%	6.5%	15.1%
	21 to 25	1.9%	3.3%	33.4%	14.7%	10.6%	11.1%	11.7%	13.3%
	26 to 30	3.8%	3.1%	32.4%	22.7%	15.6%	7.3%	6.4%	8.7%
	31 to 35	2.1%	8.5%	26.3%	22.7%	18.1%	9.1%	6.0%	7.3%
	Total	*2.3%*	*2.9%*	*30.7%*	*21.3%*	*12.8%*	*8.7%*	*7.3%*	*10.6%*
Search for specialised products information	16 to 20			27.0%	26.2%	8.9%	12.5%	9.6%	15.9%
	21 to 25			22.4%	13.7%	15.5%	15.1%	14.3%	19.0%
	26 to 30			20.8%	22.9%	19.1%	17.7%	8.3%	11.1%
	31 to 35			15.4%	25.4%	18.4%	14.5%	15.1%	11.2%
	Total			*21.0%*	*21.4%*	*14.9%*	*14.8%*	*11.4%*	*13.9%*

Source: Own elaboration WIP, 2016

Table 10 Activities in relation to services

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Job search	16 to 20	1.0%	1.5%	22.5%	29.2%	12.0%	14.3%	10.4%	9.1%
	21 to 25	2.5%	5.4%	22.4%	18.8%	12.1%	13.0%	11.4%	14.4%
	26 to 30	3.1%	3.3%	19.9%	25.3%	9.9%	20.1%	10.4%	8.0%
	31 to 35	3.3%	8.5%	13.6%	25.5%	13.9%	24.2%	3.3%	7.6%
	Total	*2.3%*	*3.9%*	*19.2%*	*24.4%*	*11.9%*	*17.4%*	*8.0%*	*9.5%*
School or university assignments online	16 to 20	1.0%	1.4%	22.1%	22.6%	11.4%	7.5%	19.3%	14.6%
	21 to 25	1.8%	3.3%	15.7%	13.6%	14.1%	13.6%	19.5%	18.4%
	26 to 30	2.8%	3.3%	23.9%	19.6%	14.7%	12.8%	11.8%	11.1%
	31 to 35	2.7%	7.3%	10.3%	37.8%	8.5%	11.8%	10.9%	10.9%
	Total	*1.9%*	*3.2%*	*17.1%*	*21.8%*	*11.9%*	*11.1%*	*14.8%*	*13.4%*
Courses and/or online degree studies	16 to 20	1.5%	3.1%	25.4%	23.3%	14.9%	9.1%	13.4%	9.3%
	21 to 25	1.9%	4.3%	20.9%	15.8%	15.5%	10.7%	15.9%	15.0%
	26 to 30	2.6%	5.0%	30.0%	16.8%	18.7%	9.2%	9.2%	8.5%
	31 to 35	3.0%	7.9%	15.1%	37.8%	12.4%	10.0%	6.3%	7.6%
	Total	*2.2%*	*4.8%*	*22.1%*	*22.0%*	*15.2%*	*9.7%*	*10.6%*	*9.7%*
Payment of services and banking transactions online	16 to 20	0.9%	2.0%	37.7%	23.6%	8.8%	7.0%	4.3%	15.7%
	21 to 25	2.5%	4.9%	28.2%	17.2%	10.2%	11.0%	7.8%	18.3%
	26 to 30	4.0%	3.5%	27.4%	21.0%	14.4%	13.7%	7.6%	8.3%
	31 to 35	2.1%	8.2%	23.6%	18.1%	19.0%	13.9%	6.6%	8.5%
	Total	*2.1%*	*4.1%*	*28.8%*	*19.8%*	*12.5%*	*11.0%*	*6.4%*	*11.9%*

Source: Own elaboration WIP, 2016

Table 10 Activities in relation to services (continued)

		Doesn't know	*No answer*	*Never*	*Sometimes*	*Monthly*	*Weekly*	*Daily*	*Several times every day*
Use of various online banking services	16 to 20	1.2%	1.6%	40.1%	22.8%	8.2%	6.0%	5.0%	15.1%
	21 to 25	2.1%	4.3%	29.9%	17.3%	7.6%	8.9%	9.6%	20.3%
	26 to 30	4.5%	3.5%	40.0%	17.7%	8.7%	10.4%	6.4%	8.7%
	31 to 35	2.1%	7.9%	22.4%	32.9%	8.5%	10.0%	6.0%	10.3%
	Total	*2.2%*	*3.7%*	*32.2%*	*21.9%*	*8.2%*	*8.6%*	*6.5%*	*12.9%*
Online purchases	16 to 20	1.0%	1.2%	34.3%	27.1%	8.1%	9.6%	5.2%	13.6%
	21 to 25	2.1%	3.3%	26.1%	16.3%	14.7%	11.4%	6.5%	19.6%
	26 to 30	3.1%	3.5%	23.6%	20.3%	20.1%	13.2%	9.0%	7.1%
	31 to 35	2.1%	7.9%	13.9%	27.5%	10.9%	22.7%	5.7%	9.4%
	Total	*1.9%*	*3.2%*	*23.3%*	*22.3%*	*12.7%*	*13.5%*	*6.4%*	*11.5%*
Online travel and hotel reservations	16 to 20	0.9%	1.4%	39.6%	26.6%	6.0%	4.6%	6.5%	14.4%
	21 to 25	1.9%	3.6%	36.8%	16.1%	7.3%	5.8%	5.8%	22.8%
	26 to 30	2.6%	3.8%	50.8%	17.0%	6.6%	5.4%	2.6%	11.1%
	31 to 35	2.1%	9.1%	38.7%	25.4%	5.4%	3.0%	2.4%	13.9%
	Total	*1.8%*	*3.6%*	*41.1%*	*20.7%*	*6.3%*	*4.6%*	*3.9%*	*15.0%*

Source: Own elaboration WIP, 2016

Another field of searches are specialised words in dictionaries on a weekly basis by young people (21.1%) and occasionally (19.6%). Individuals between 31–35 years old do so weekly (27.8%) or occasionally (26.6%), in addition to 16–20 years old, also occasionally up to 25.3%). Searches of travel information occupy in the young the indicator from time to time in 26.4%, being those of 16–20 years old those who express the greatest interest (30.1%) or those of 31–35 years old (29.3%). Searches of humorous content are also made from time to time up to 26.4%, with the most active actors being those of 31–35 years old with 35.3% and those of 16–20 years old with 30.7%. In the context of health information searches, the indicators 'from time to time'(21.8%) and 'weekly' (20.1%) are striking; Curiously, it is recorded that young people aged 16–20 years are interested in this factor (33.4%) from time to time and those aged 31–35 years on a weekly basis (25.4%). In the field of sexual content searches, the tendency is to deny it or indicate that 'never' does it (30.7%), although there are young people who admit that they do it from time to time (21.3%); those who reinforce the idea of not looking for this type of content are those aged 21–25 years (33.4%), compared to young people aged 16–20 years who do it from time to time up to 27.5%). Finally, there are those who indicate that they search for information on specialised products from time to time (21.4%) and those who indicate that they do not (21.0%); of those who do from time to time, are those of 16–20 years with 26.2% and those of 31–35 with 25.4%. In a general sense, searches for information are not fundamental to the life of the net generation.

Regarding the activities in relation to services that are given through the internet, Table 10 shows the data.

In Table 10 the data regarding uses of certain services through the internet are consolidated. It is considered:

a job search

b online school or university assignments

c courses and/or online degree studies

d payment of banking services and transactions online

e payment of various online banking services

f online purchases

g online travel and hotel reservations.

Young people access the internet in certain cases to seek work 'from time to time' (24.4%), being what they do in this framework those of 16–20 years (29.2%). In another case, those aged 31–35 years do it 'weekly' (24.2%). In the case of those who use the internet for school or university tasks, it is striking that they indicate in general from time to time by 21.8%; In this category, those who use it most are those between 31–35 years with 37.8% and those between 16 and 20 years with 22.6%; It is curious that the 26–30 maintain that 'never' by 23.9%.

Regarding online courses and / or studies, the most frequent indicators are: 'never' (22.1%) and 'occasionally' (22%). It seems to be clearly the trend of not using the internet directly for self-training. In any case, those who do, from time to time, are in the range 31–35 years with 37.8%, that is, surely young adults who may have some profession or require some specialisation. It also shows, in general, that in 28.8% of

respondents never make online banking transactions, the same thing that does not use the various online banking services (32.2%). Those who do (32.9%) are young people in the range 31–35 years and, curiously, those in 21-25 years in 20.3%. Similar indicators are given in the case of online purchases, because in general, the trend shows that in 23.3% they do not do it, compared to 22.3% who do it from time to time; from this last answer those aged 31–35 years and those from 16–20 years old are what have more experience in online purchases with 27.5% and 27.3% respectively. Almost identical case is that of online travel and hotel reservations, since in general, respondents indicate that 41.1% do not do so; but those who do are more in the ranges of 31–35 years old and 16–20 years old, with 26.6% this last and 25.45% rank first.

4 Discussion and conclusions

We have exposed some of the results of the research project 'Typology of the digital future: International longitudinal study of the impact of the internet and wireless technology (World Internet Project – WIP)'. The relationship that was made is in terms of evidencing, in effect, the existence of a net generation in Ecuador that is active and that uses the internet for its different activities. From the data exposed, it is clear that current generations cannot be understood without their relation to the internet as long as their uses and actions are aroused.

It must be reaffirmed, under the above considerations, that the choice to place young people in the range of 14 to 34 ± 35 years is framed in the name 'net generation' of Tapscott or, what is the same, the 'digital generation'. We have said that this generation is the majority in Ecuador (68.7%) and is the one that is currently inserted in the business dynamics, even leading some of them, also support the socio-political processes given in the country. They form web-based communities that, in one way or another, could be presented as organised and share interests [Velez et al., (2006), p.358], say, short-term. From this fact it is essential, however, to carry out some research to confirm this empirical observation.

On the other hand, we note that in Ecuador there has been a notable increase in internet access if we look at Table 4: internet use by the Ecuadorian population, particularly in the ranges covered by this report: 63.9% (from 16 to 24 years) and 44.6% (from 25 to 34 years). However, access is still restricted, considering the seventh place that Ecuador occupies with respect to other countries of South America. Consider that, although the internet has developed in the country since the 1990s, both from the business side and from international cooperation organisations, its coverage, in terms of signal distribution and marketing, has finally been made by private companies where Many times the State has not developed policies. The rise of the internet, in any case, was caused by Ecuadorian emigration since the end of the last century and it is thanks to its dynamics that many companies have seen the exploitation field, especially in the first part of the 21st century decade. This has affected the fact that internet penetration, however, has reduced interconnection costs and broken the limits of personal communication, still relatively developed.

The young Ecuadorians, in any case, have been verified they are a sector of the civil society that has taken advantage of the internet and its technologies still in constant development. According to our research, those who access the internet in this social

sector is moderately high, if we consider the totals of those who answered 'yes' between 16 and 35 years, reaching 53.6%, compared to 28, 2% of those who answered 'no' (see for this case Table 7), with young women leading the use of the internet (see Table 8). In addition, it is clear that university graduates or professionals are the most linked to the internet and its technologies. Note then that the use of the internet extends into the youth population layer and is more useful in sectors that are already starting to leave the universities, that is, they are inserted into the labour world. Although this last question is a presupposition (because it would be necessary to confirm the range of population that is inserted in the labour market in Ecuador at present), it is important to account for the fact that populations of young people over 20 years of age are those who have the most contact with internet, although in general the direct use is of more or less nine minutes, either from home or using mobile devices as it has been shown in the respective tables.

Considering the social uses of the internet, it should be noted that, despite the most cited indicators: 'never' (in a negative sense) and 'occasionally' and even 'weekly' or 'daily' (in a positive sense), such uses are always high, if we consider the bulk of indicators above all those of positive meaning. That is, independently of the 'never' responses, the others that have to do with the constant use of the internet, it is always high and observable that young people are linked to new digital technologies and as such, prove to be the expected digital generation.

The uses of the internet, as in other countries, are the same: that is, check email, send messages, participate in chats. In fact, one of the strengths of the internet lies in the fact that it allows communicability immediately between distant people. This factor is important since the net generation seems to be interconnected at a global level. It is clear that the internet has broken the limits of time and space: the virtuality of communications leads to various sectors communicate quickly without the need for face-to-face. This question is verified with the Ecuadorian net generation: the electronic mail and the message sending will always be in greater demand than the other media. According to this, it is clear that the most frequent use identified is that which has to do with social networks and what is expressed: post photos, update personal profiles. Likewise, it can be corroborated that another range of uses is related to electronic mail, where there is evidence of constant use. In a lesser proportion, there is chatting, this being a resource, although significant, at least not as important as the aforementioned ones.

It is striking then that the Ecuadorian net generation does practical things with internet and social networks more than just listening or watching movies or downloading content. The same does not use internet telephony intensively; In a sense, the widespread use of cell phones in the country replaces this factor of interpersonal communication, even more so if one thinks of chat by cell phone rather than one's voice-to-speech communication. In another context, it has been seen that the net generation uses the internet very little to search for a certain type of information, even though it is related to something specialised or, perhaps, linked to interests of the field where its components are performed in the professional area. That is, the Ecuadorian net generation is curious about the internet, but we note that they have not yet become prosumers at all, as would be expected, only reaching consumption. Issa and Kommers state that: "Internet has changed human experience in interaction and collaboration, as internet becomes an essential technology for individuals, corporate enterprises and health sectors" (2013, p.6). The fact is that young Ecuadorians are an example of such a change, reinforcing their individuality in interactions. As is currently the case with the "majority of consumers and

stakeholders [we] found out [them] using [networking sites or internet] more efficient [than] traditional methods [of personal communication]" (2013, pp.7–8).

This may contradict the fact that this social sector is at the levels of social leadership: if young people have not become activists on the web it is probably because their level of interaction is more at the level of the reality of everyday life and more linked to your work concerns, stability and personal well-being. We even noticed that, for example, they are not too active doing banking transactions, which shows that the country relies on personal transactions and the institutions that are behind them.

However, trying to propose future lines of research, it is clear that young people do not miss the relationships that can be established in social networks and this implies, on the other hand, that these relationships or contacts are more linked to fun, to the recreation, to share moments of sociality. There are those who take advantage of social networks to also express their political ideas in the form of opinions, even if these are given colloquially: thus, the net generation says what it has to say and does it in its own way, not in the context of the learned society, but in the context of the flow society, that is, according to the existing tensions. This allows us to verify that this generation has a lot to do with supporting the socio-political structural changes that are taking place in Ecuador. Their level of interference in political decisions is important and the mere fact that they contribute to the dialogue and discussion on various political issues is already an indication of the dynamism of Ecuadorian youth.

One could easily fall into the temptation to affirm, on the other hand, that young Ecuadorians see sex sites, to go to a radical extreme; but this statement is not true in the context of our research, since those who access these places are few; What is present in the visibility are the profiles of friends and acquaintances, profiles located in social networks. So, it is worth doing ethnography of the virtual interactions around the images and representations shown in these profiles. We presume, in any case, that young people move around the imaginary of friendships; this reaffirms the fact that his look is exploratory.

It is clear that many of those who access take advantage of the contracts of companies that offer internet services, ensuring a permanent connection. It's not that people live permanently connected, but, for example, that permanent connection is used to download music, videos and even software. This is another interesting field of inquiry that we leave to future researchers. According to our survey, on the other hand, we show that mobile intercommunication is the future in Ecuador: it is possible that the younger generations are the cause of the internet being re-functionalised or recreated in this environment; we must deepen an investigation in this regard. What is clear is, as S. Jones points out, is that the internet and virtual communities on the web are "more than just a technology and that the social challenges have become [are] more interesting than the technical. While this is true, the social challenges cannot be managed without also examining the technology at hand. When trying to comprehend the phenomenon of virtual communities, it is therefore necessary to further examine both the social interactions and the technology utilised in the interaction" [cit. Skog, (2005), p.473].

When we conclude, we verify, in relation to our objective of this exhibition, how access is made, what levels of interaction, and what is the meaning of the connection of the Ecuadorian net generation.

In accordance with the above, we have made a generic map of the Ecuadorian digital generation: we determine who are the ones who effectively use the internet, what and

what they do on a daily basis. Although Bishop (2009) raises some generational uses, this report only focused on the most specific uses, related to daily life, to satisfy more immediate concerns of the net generation; above all, the work related, with the intercommunication, with the information. We conclude, therefore, pointing out that youth internet consumption in Ecuador is moderately high, but that consumption does not reach prosumption. With the Toffler we indicate that one of the strengths of the internet, its development and its expansion is precisely the fact that users are prosumers, that is, consumers and developers, people who are capable of making transformations from digital information (Toffler and Toffler, 2010). Young Ecuadorians, particularly those from the urban world, are not developers, they do not see the internet as the field of innovations contributing to the continuation of this state of affairs as could happen in other countries. The fact that young people express political ideas in a colloquial way, on the other hand, does not place them in the state of political activism, nor in being active contributors to change. If Ecuadorian politics has been strengthened by the high presence of young people, it is in that they are an important sector of the population, taking advantage of their little activism, their inability to be prosumers and to talk only at a colloquial level: take advantage of the strength of the presence to achieve greater leadership. It is worth asking, then, is it possible that the net generation can reach sectorial leadership 2.0?

Taking into account what Tapscott raises about what 2.0 leadership can be, where, in our case, youth can jump from consumption to prosumeration, move from the level of personal opinion, to the level of generation that, on its own, changes destinations of what we live, proposing new knowledge technologies for themselves (Tapscott, 2009), we want the net generation in a moment to begin to see the welfare of the society in which they are enrolled.

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