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**Curtiss Cobb-Facebook-**  
 Measuring the Digital Divide:  
 Using Existing Data Sources and New  
 Data Collection to Understand Between  
 Country Differences

The internet is all about services  
 to people in communities, allowing  
 them to achieve their potential

Key Facebook principles  
 internet access

The Plan: lower cost x less data  
 mobile-based internet

⇒ extend internet  
 access to developing  
 world

of the world's 7 billion  
 people

only ~2.1\* have access



- Barriers of
- access
  - education (literacy)
  - gender divide



Unconnected demographics

- \* poor
- \* rural
- \* illiterate
- \* age

↑  
 ↓  
 difference

How do we measure progress?

need to have #'s for background  
 but hard to do in many countries

run into a lot of  
 social issues here

Numbers  
 unknown  
 Forecasts are  
 black boxes

How do we use  
 3<sup>rd</sup> party data?

Price/availability  
 source  
 timeliness  
 relevance  
 just check

DATA  
 EVALUATION

CONTEXT AND  
 CULTURE MATTER

Millions of Facebook  
 users have no idea  
 that they're using  
 the internet