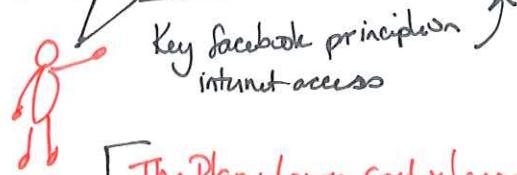


Curtiss Cobb - Facebook

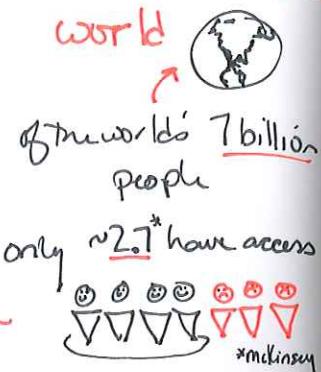
Measuring the Digital Divide:
Using Existing Data Sources and New
Data Collection to Understand Between
Country Differences

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

→ extend internet
access to developing
world



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



Barriers of

- access
- education (literacy)
- gender divide



Unconnected demographics

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

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
3rd party data?

- price/availability
- source
- timeliness
- relevance
- gut check

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

← CONTEXT AND
CULTURE MATTER

DATA
EVALUATION ↑