The University of Hong Kong
Public Opinion Programme

The Hong Kong Council of
Social Service

Microsoft Hong Kong Limited

Survey on Local NGOs' Use of Internet Communication Tools for Youth Service

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Research Background

- Objective: To understand the situation and concerns of using Internet communication tools for <u>youth service</u> in local NGOs.

- POP has consulted Microsoft and HKCSS in designing the questionnaire while POP enjoyed full autonomy in fieldwork operation, data collection and data analysis. <u>POP takes full responsibility for all findings reported</u>.

- The research methodology and all survey findings will be <u>open for public consumption</u>.

Contact Information

Date of survey: 6 to 27 May 2013

Target population: Representatives of local NGOs that provide service to youths (of age 15-24), contact list provided by HKCSS

Survey method: HKCSS invited 172 agency members to participate in this survey via email, a short list of 64 interested organizations was given to HKUPOP to conduct telephone interviews
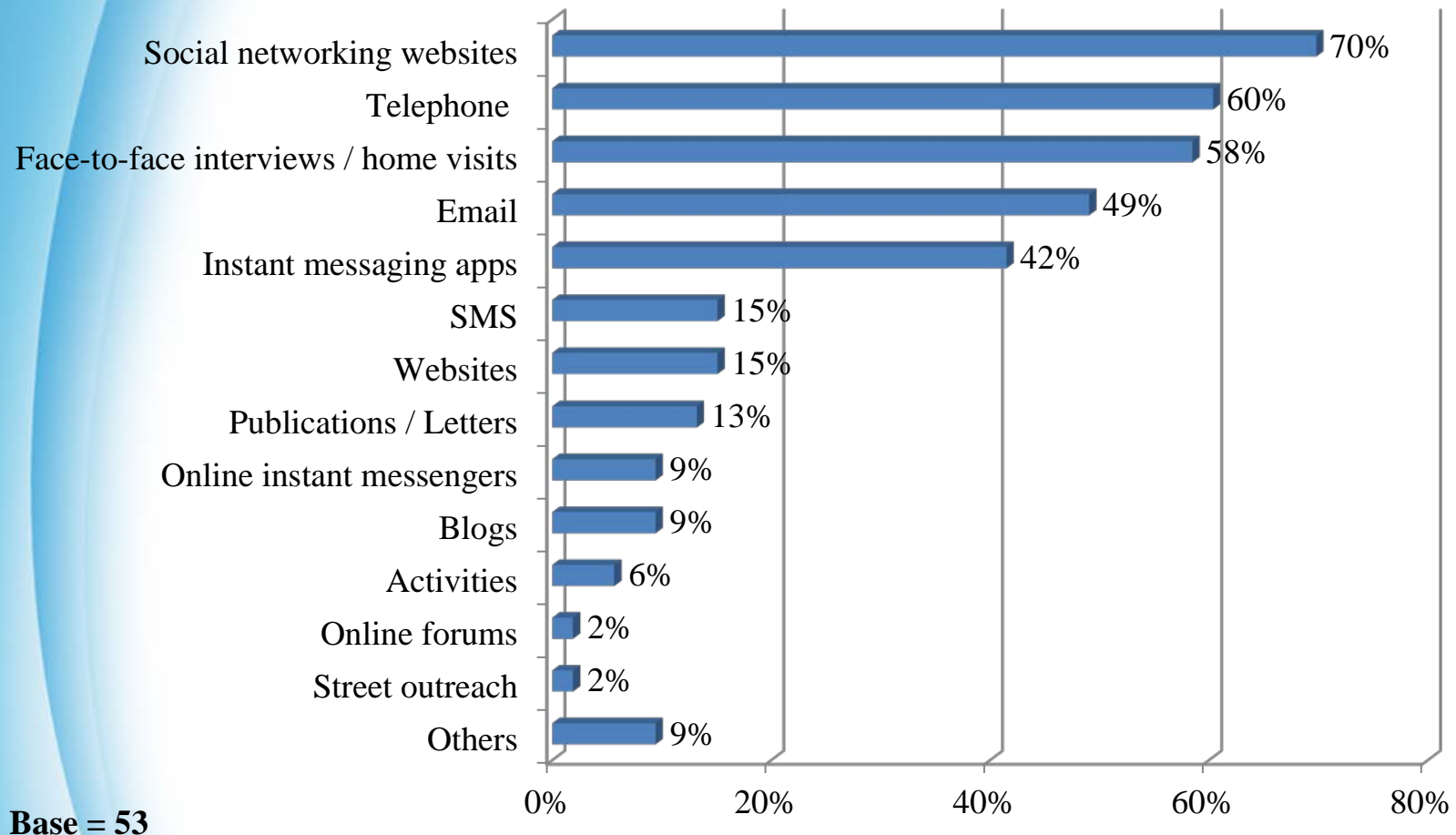
Sample size: Representatives of 53 out of the 64 organizations completed the telephone interviews, the cooperation rate is 91.4%, amounting to 30.8% of the total agency members

Standard error: Assuming no response bias, the sampling error of all percentages at 95% confidence level should be no more than +/- 11.5 percentage points

1) Current situation of youth service provision

Social workers in 70% NGOs surveyed usually use <u>social networking websites</u> to communicate with youths

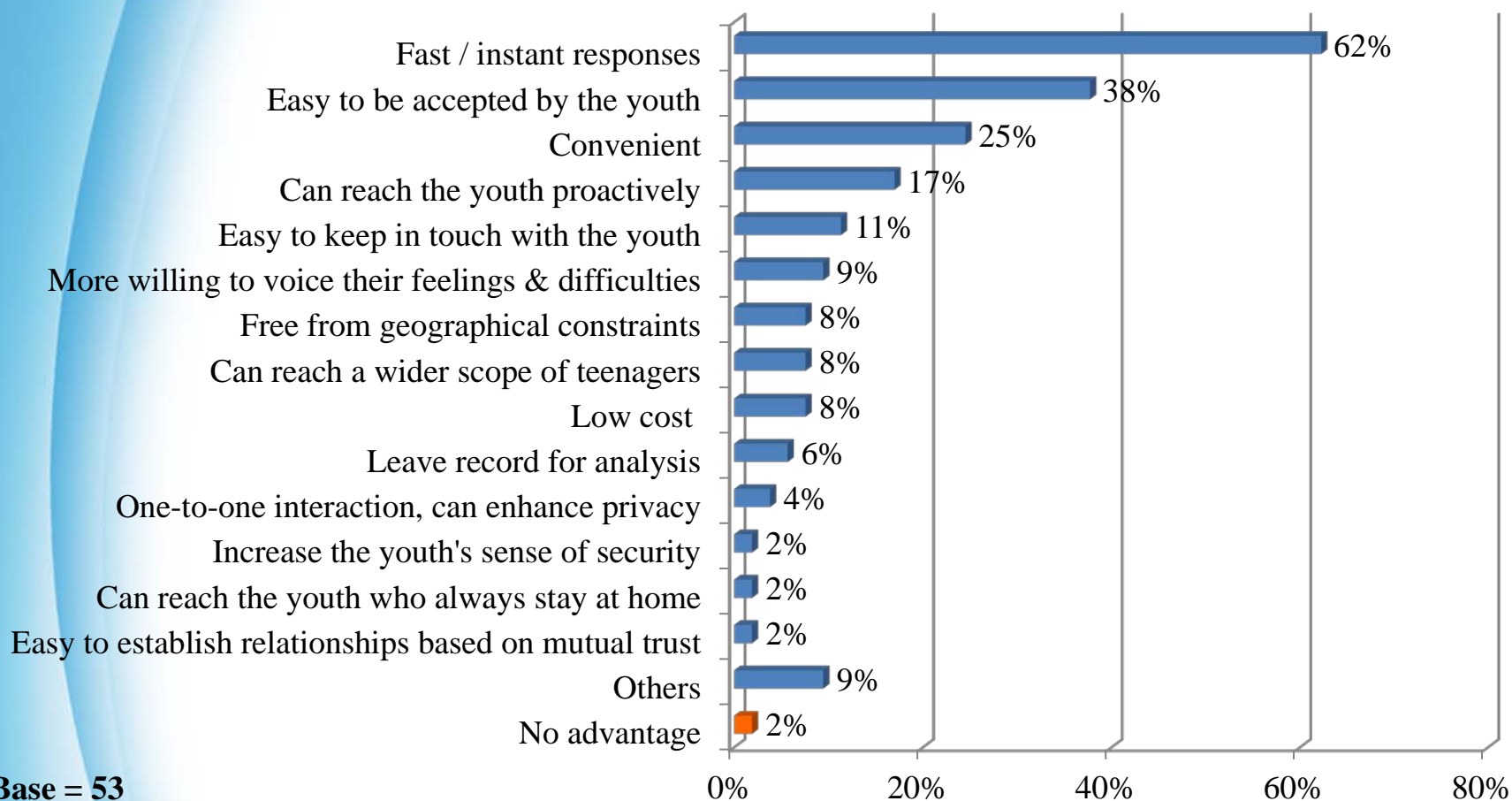| Method	Percentage
Social networking websites	70%
Telephone	60%
Face-to-face interviews / home visits	58%
Email	49%
Instant messaging apps	42%
SMS	15%
Websites	15%
Publications / Letters	13%
Online instant messengers	9%
Blogs	9%
Activities	6%
Online forums	2%
Street outreach	2%
Others	9%

Base = 53

[Q1] Which method(s) do social workers (including the respondent) in your organization usually use when communicating with the youth? Please include both traditional method(s) and Internet communication tool(s). [Do not read out options, multiple answers allowed]

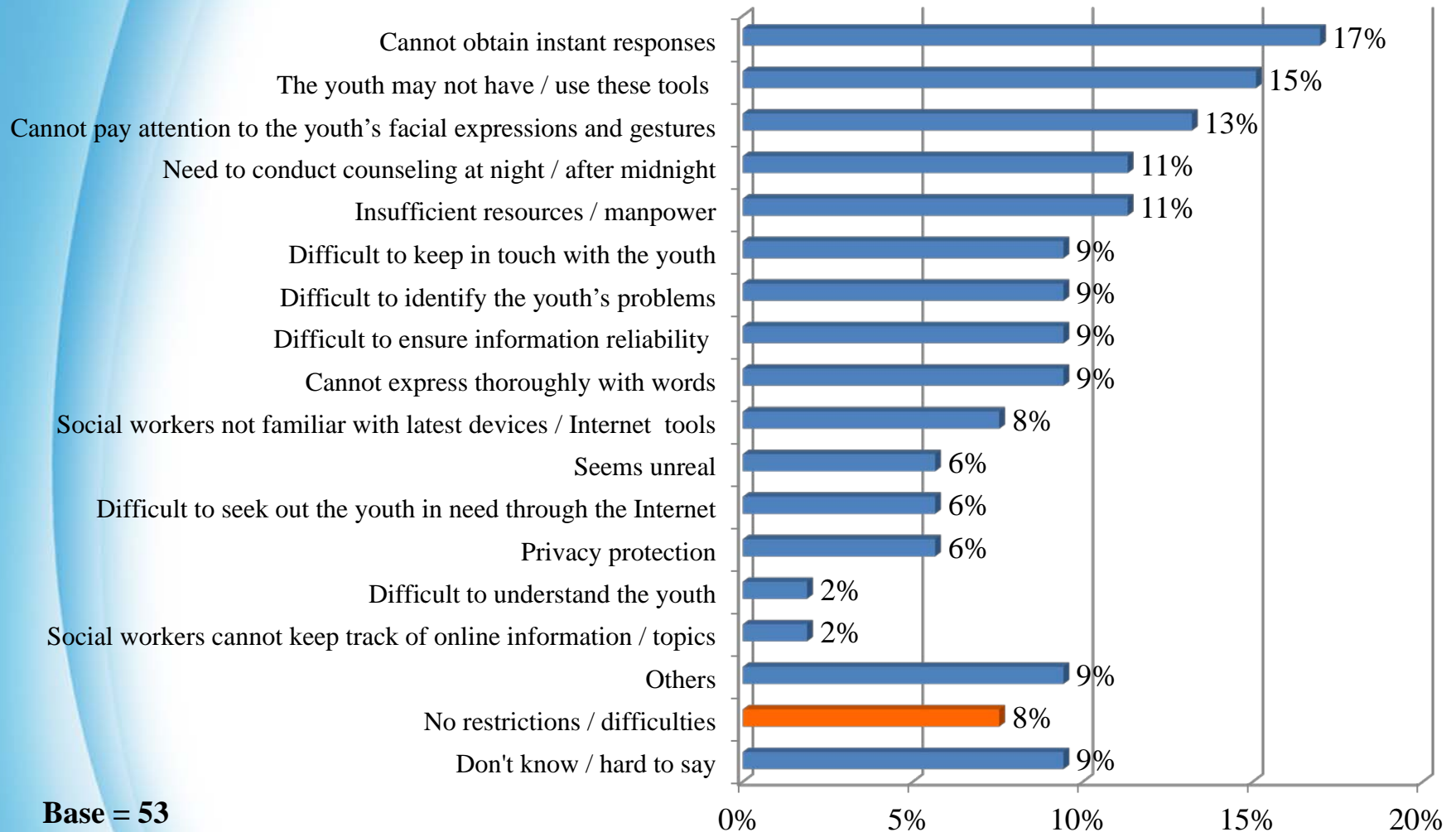# 2) Comparison of communication methods

Fast / instant responses is the main advantage of using Internet communication tools to reach youths

Fast / instant responses	62%
Easy to be accepted by the youth	38%
Convenient	25%
Can reach the youth proactively	17%
Easy to keep in touch with the youth	11%
More willing to voice their feelings & difficulties	9%
Free from geographical constraints	8%
Can reach a wider scope of teenagers	8%
Low cost	8%
Leave record for analysis	6%
One-to-one interaction, can enhance privacy	4%
Increase the youth's sense of security	2%
Can reach the youth who always stay at home	2%
Easy to establish relationships based on mutual trust	2%
Others	9%
No advantage	2%

Base = 53

[Q2] Compared with the traditional methods, what do you think are the advantage(s) of using Internet communication tools, including WhatsApp, Line, WeChat, Facebook, social networking websites and interactive pages, etc, to reach out to the youth? [Do not read out options, multiple answers allowed]

However, nearly one-fifth of organizations consider <u>not able to obtain instant responses</u> is actually the main problem of these tools

Category	Percentage
Cannot obtain instant responses	17%
The youth may not have / use these tools	15%
Cannot pay attention to the youth's facial expressions and gestures	13%
Need to conduct counseling at night / after midnight	11%
Insufficient resources / manpower	11%
Difficult to keep in touch with the youth	9%
Difficult to identify the youth's problems	9%
Difficult to ensure information reliability	9%
Cannot express thoroughly with words	9%
Social workers not familiar with latest devices / Internet tools	8%
Seems unreal	6%
Difficult to seek out the youth in need through the Internet	6%
Privacy protection	6%
Difficult to understand the youth	2%
Social workers cannot keep track of online information / topics	2%
Others	9%
No restrictions / difficulties	8%
Don't know / hard to say	9%

Base = 53

[Q3] What do you think are the restriction(s) or difficulties of using Internet communication tools to reach out to the youth? [Do not read out options, multiple answers allowed]

Social workers in half of the NGOs surveyed would use <u>multiple user accounts</u> to reach out to the youths

- Don't know / hard to say 9%
- No accounts 6%
- Use one account 34%
- Use multiple accounts 51%
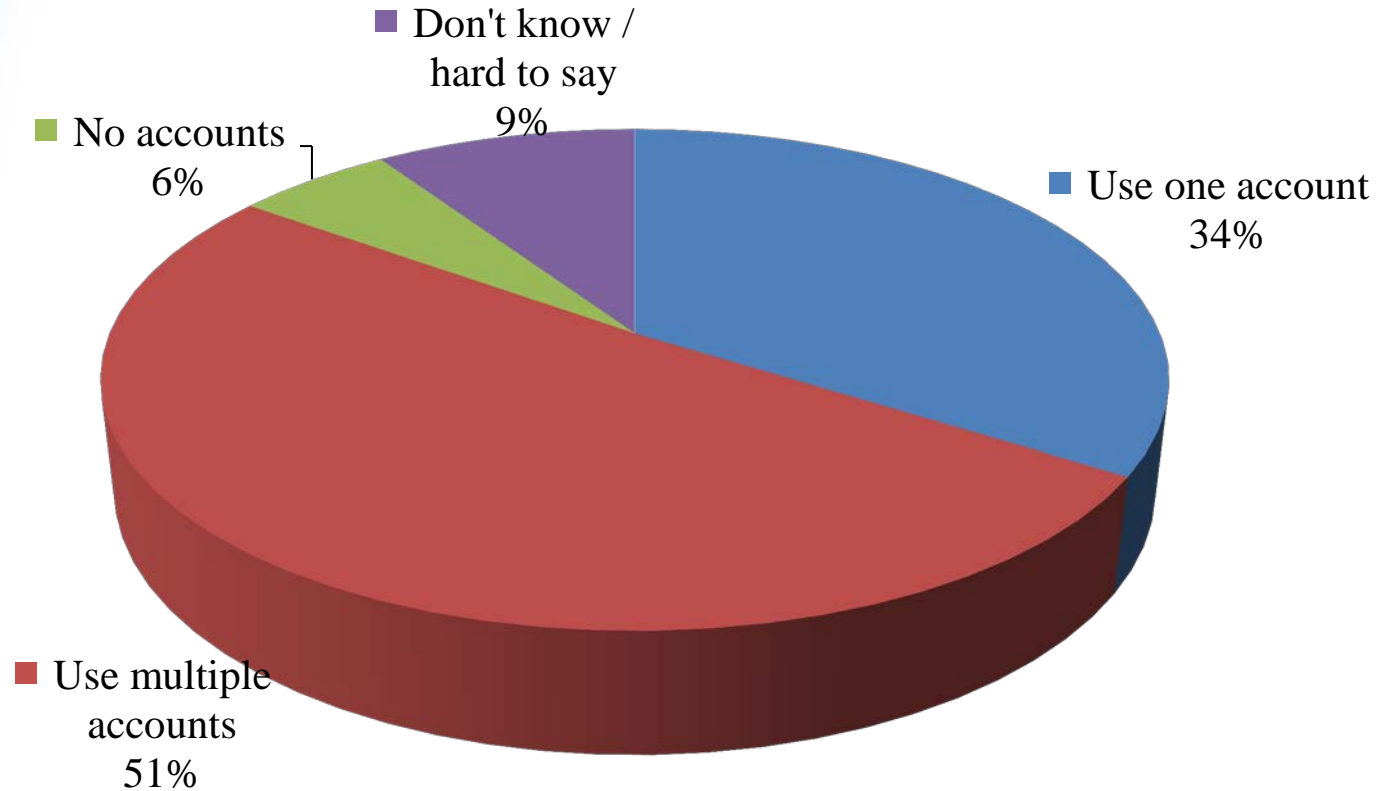
Base = 53

[Q4] Generally speaking, do social workers in your organization use one account or multiple accounts to handle this kind of work?

More than half of the NGOs <u>do not</u> provide guidelines to social workers on the disclosure of their identities when using Internet communication tools

Don't know / hard to say
6%

Yes
42%

No
53%
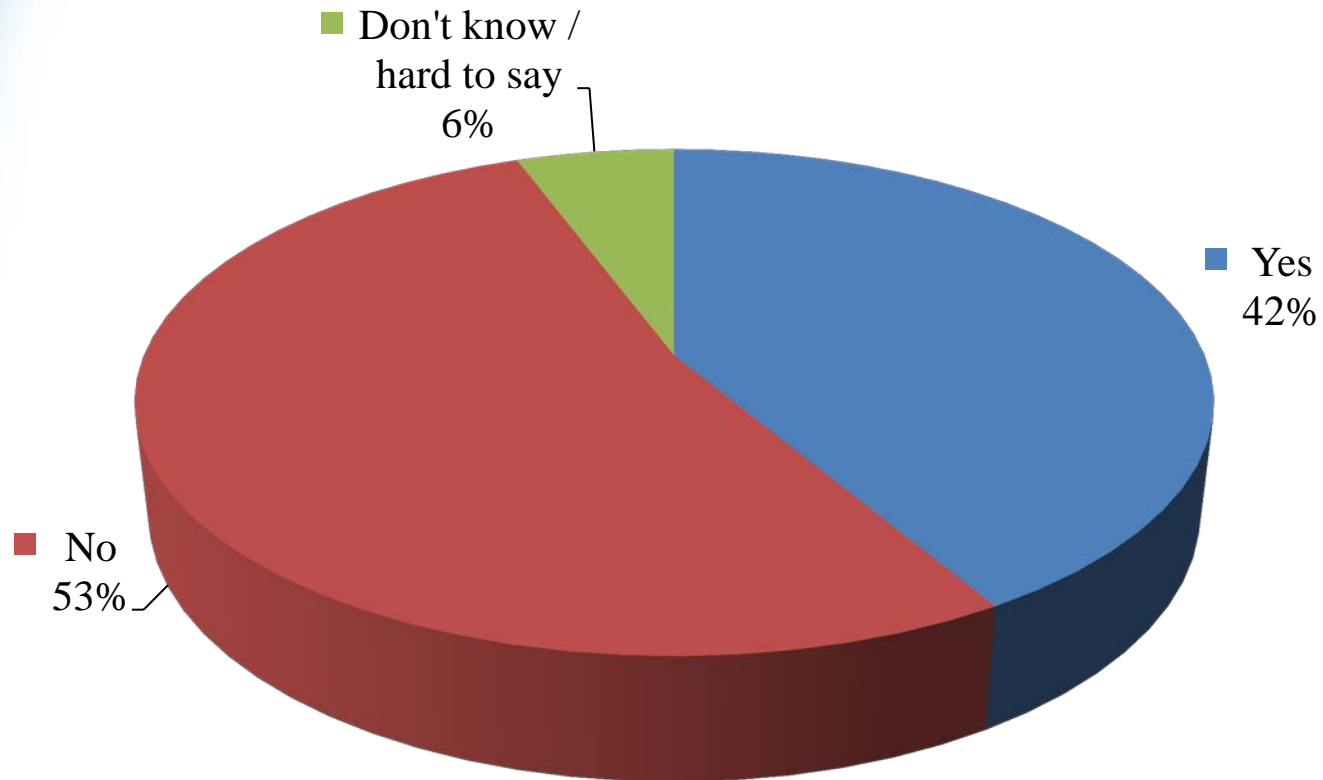
Base = 53

[Q5] Is there any guideline provided by your organization to social workers, so they know under what circumstances they should disclose their social workers' identities when using Internet communication tools to reach out to the youth?
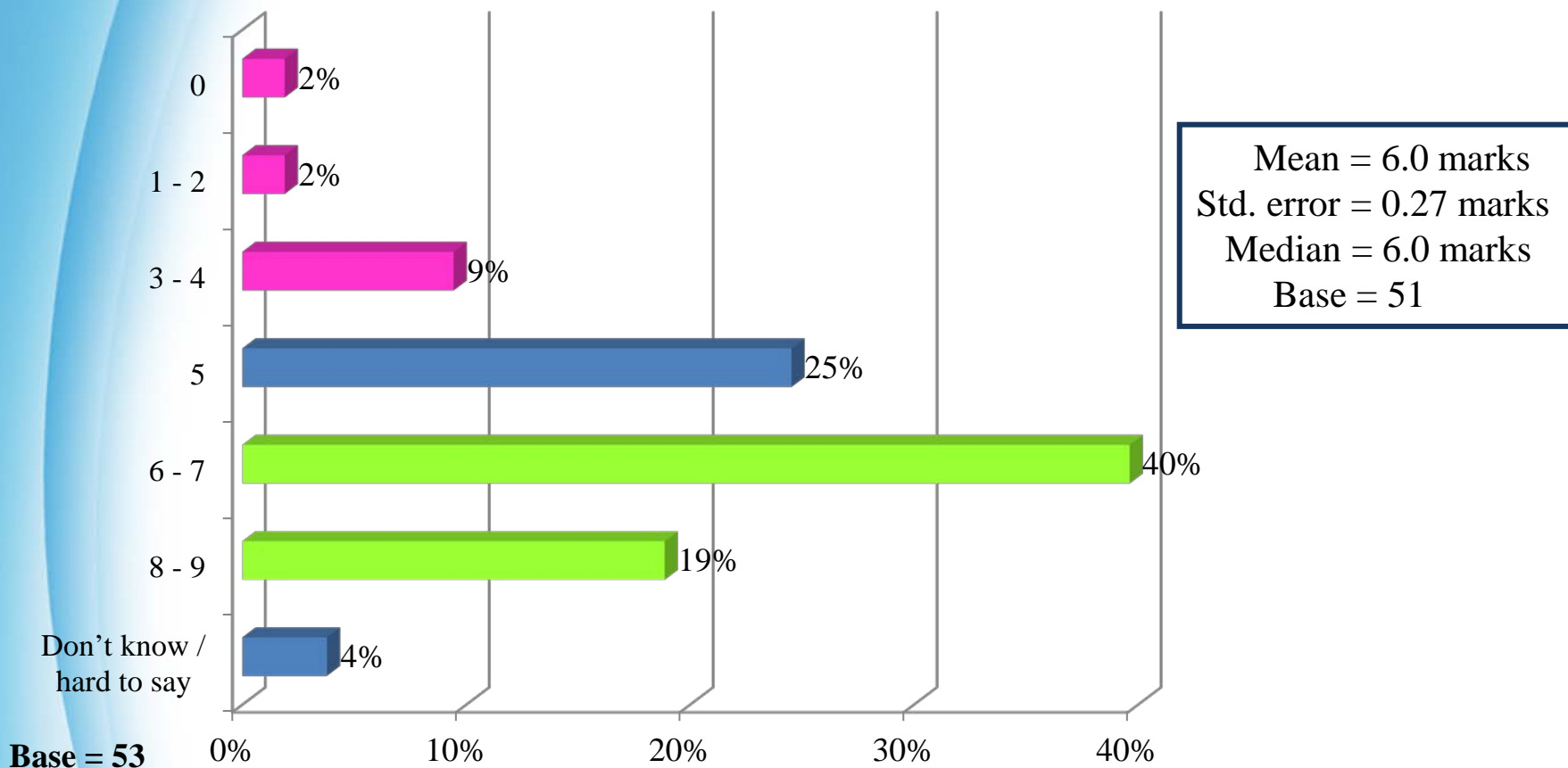
NGO representatives generally agree that <u>a system that allows users to use a single login name to handle multiple Internet communication accounts</u> can help social workers

Mean = 6.6 marks
Std. error = 0.28 marks
Median = 7.0 marks
Base = 51

Base = 52
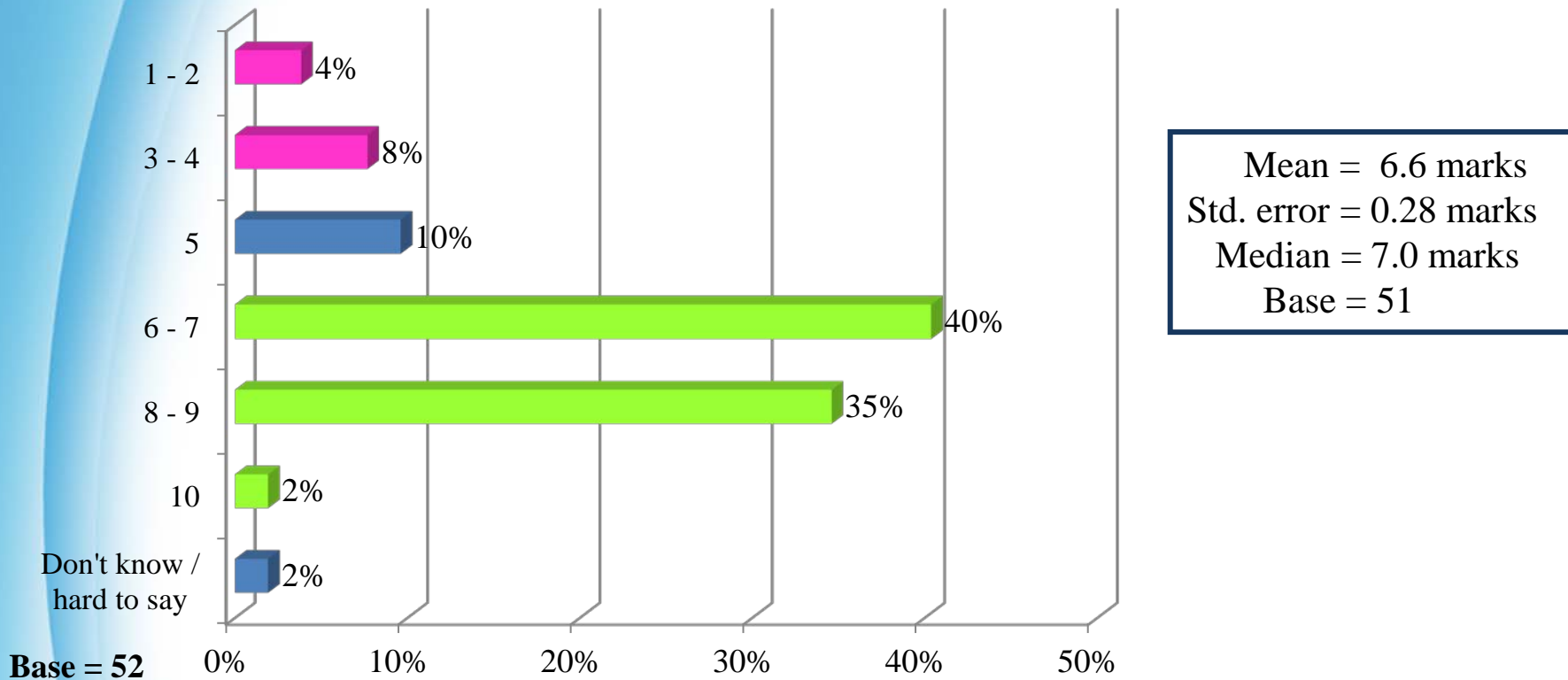
[Read out: For the following questions, please assume there is an "Organization Cloud" system, which assists the front-line social workers in using Internet communication tools to reach out to the youth and handle the information of the target groups.]
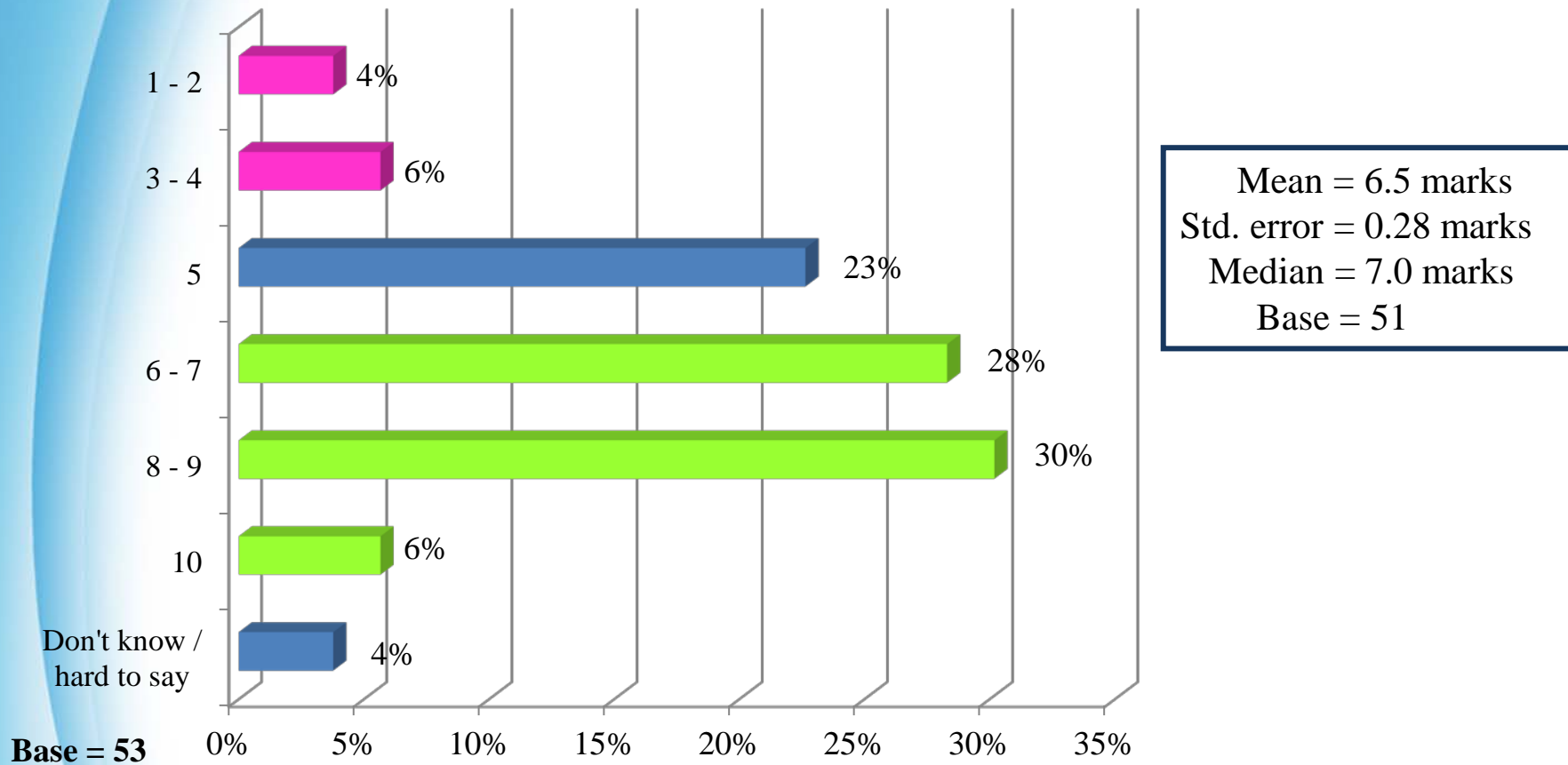
[Q6] If the system allows users to use a single login name to handle multiple Internet communication accounts (e.g. Facebook and Twitter), do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

NGO representatives also welcome <u>a system that enables the setting up of different discussion groups for youths to share content while information access and content can be managed by social workers</u>

Mean = 6.0 marks	
Std. error = 0.27 marks	
Median = 6.0 marks	
Base = 51	

Chart values:
- 0: 2%
- 1 - 2: 2%
- 3 - 4: 9%
- 5: 25%
- 6 - 7: 40%
- 8 - 9: 19%
- Don't know / hard to say: 4%

Base = 53

[Q7] If the system allows users to set up different discussion groups for the youth to share content, and social workers can monitor the information access control and content in the discussion groups, do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

NGO representatives generally agree that a cloud-based system that <u>enables multimedia communications with youths</u> is useful to social workers

Mean = 6.5 marks
Std. error = 0.28 marks
Median = 7.0 marks
Base = 51

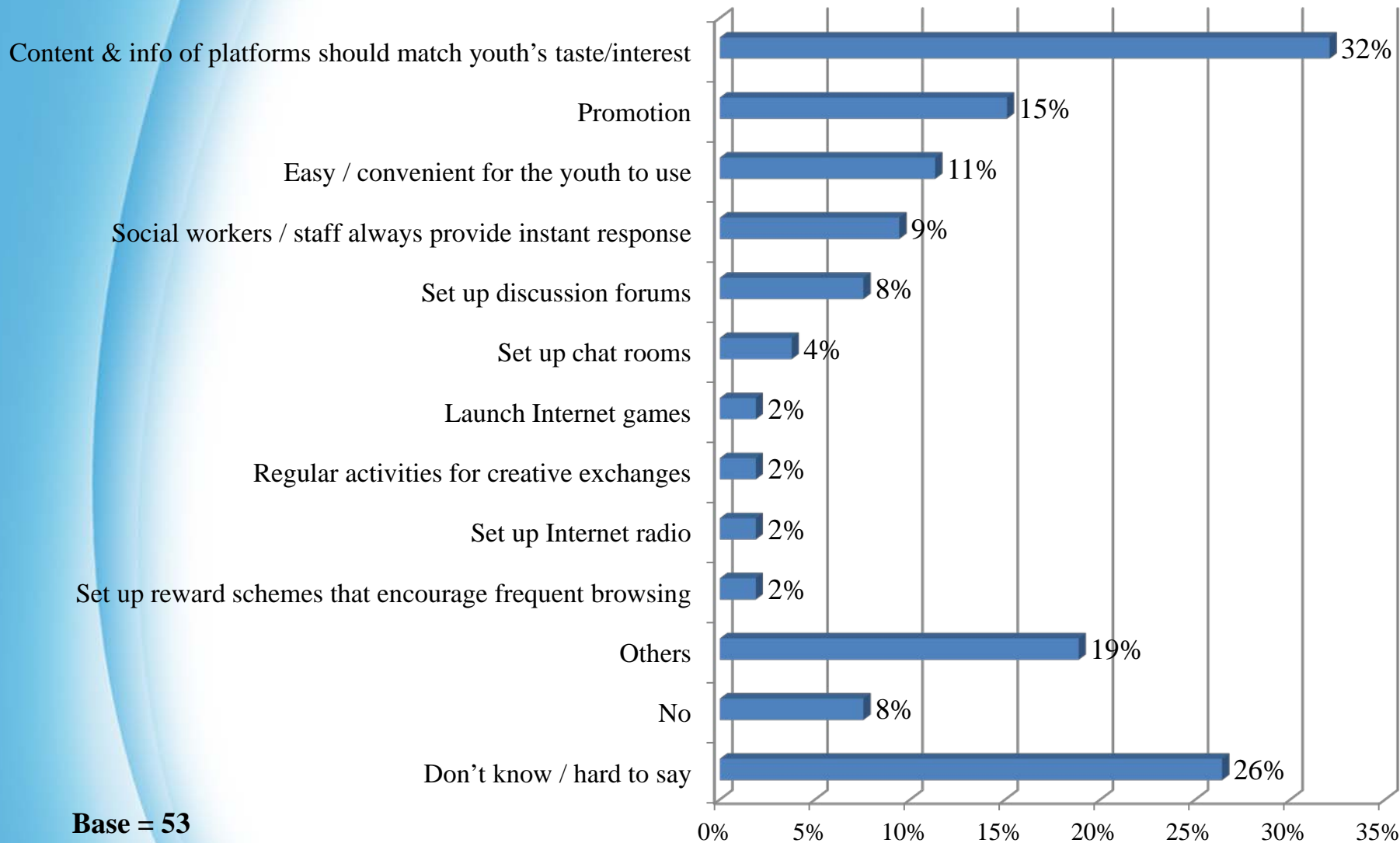|	
1 - 2	4%
3 - 4	6%
5	23%
6 - 7	28%
8 - 9	30%
10	6%
Don't know / hard to say	4%

Base = 53

[Q8] Then if this organization cloud-based system enables multimedia communications with the youth, such as text messages, voice messages and video, do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

# 3) Directions for youth service development

One-third of NGO representatives said content and information of online platforms should <u>match the youth's taste or interest</u>

Category	Percentage
Content & info of platforms should match youth's taste/interest	32%
Promotion	15%
Easy / convenient for the youth to use	11%
Social workers / staff always provide instant response	9%
Set up discussion forums	8%
Set up chat rooms	4%
Launch Internet games	2%
Regular activities for creative exchanges	2%
Set up Internet radio	2%
Set up reward schemes that encourage frequent browsing	2%
Others	19%
No	8%
Don't know / hard to say	26%

Base = 53

[Q9] What do you think would encourage the youth to use Internet communication tools more when communicating with social workers? [Do not read out options, multiple answers allowed]
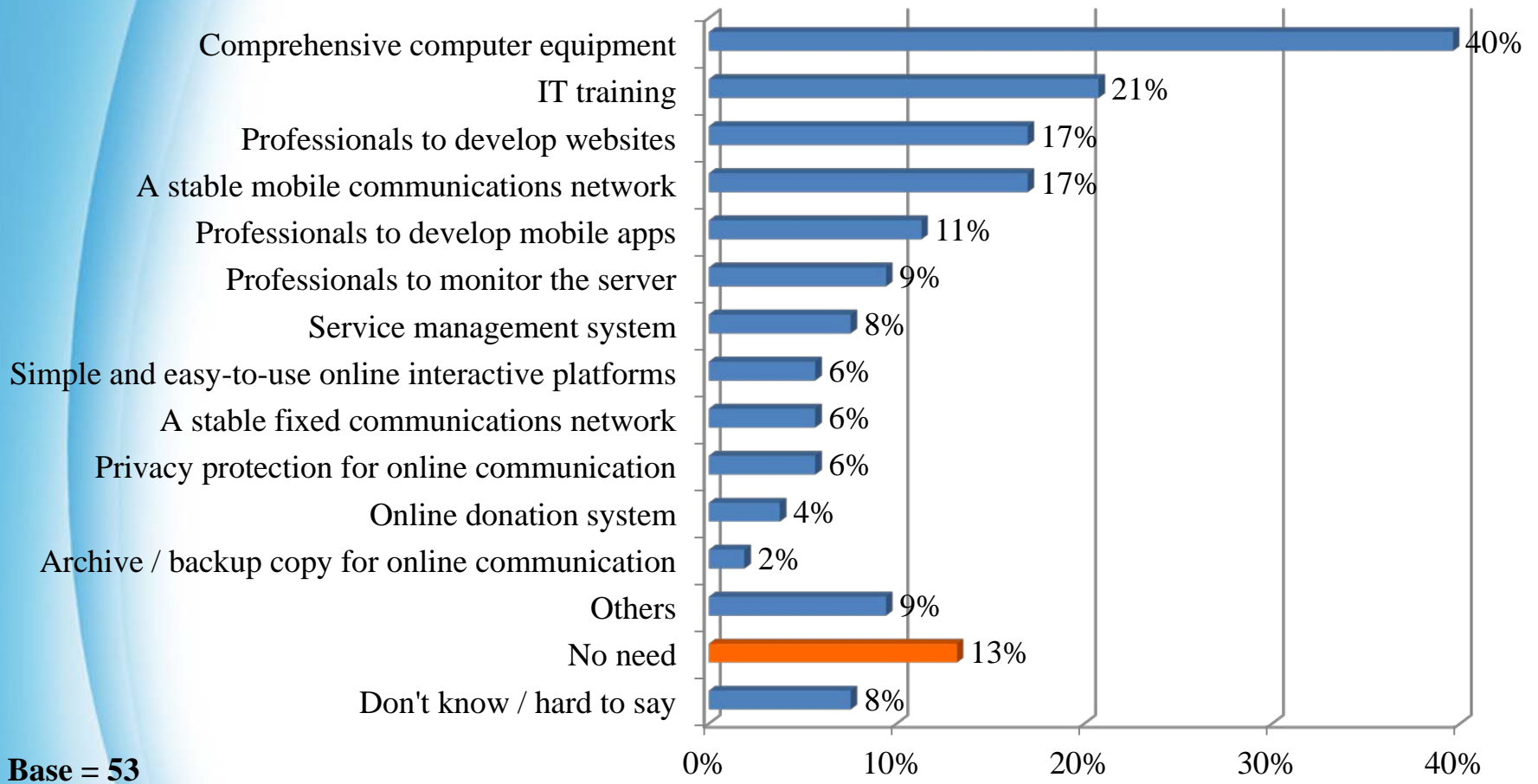
Less than half of the NGOs would increase resources in the coming year to develop Internet communication tools

Don't know / hard to say 9%

Yes 47%

No 43%
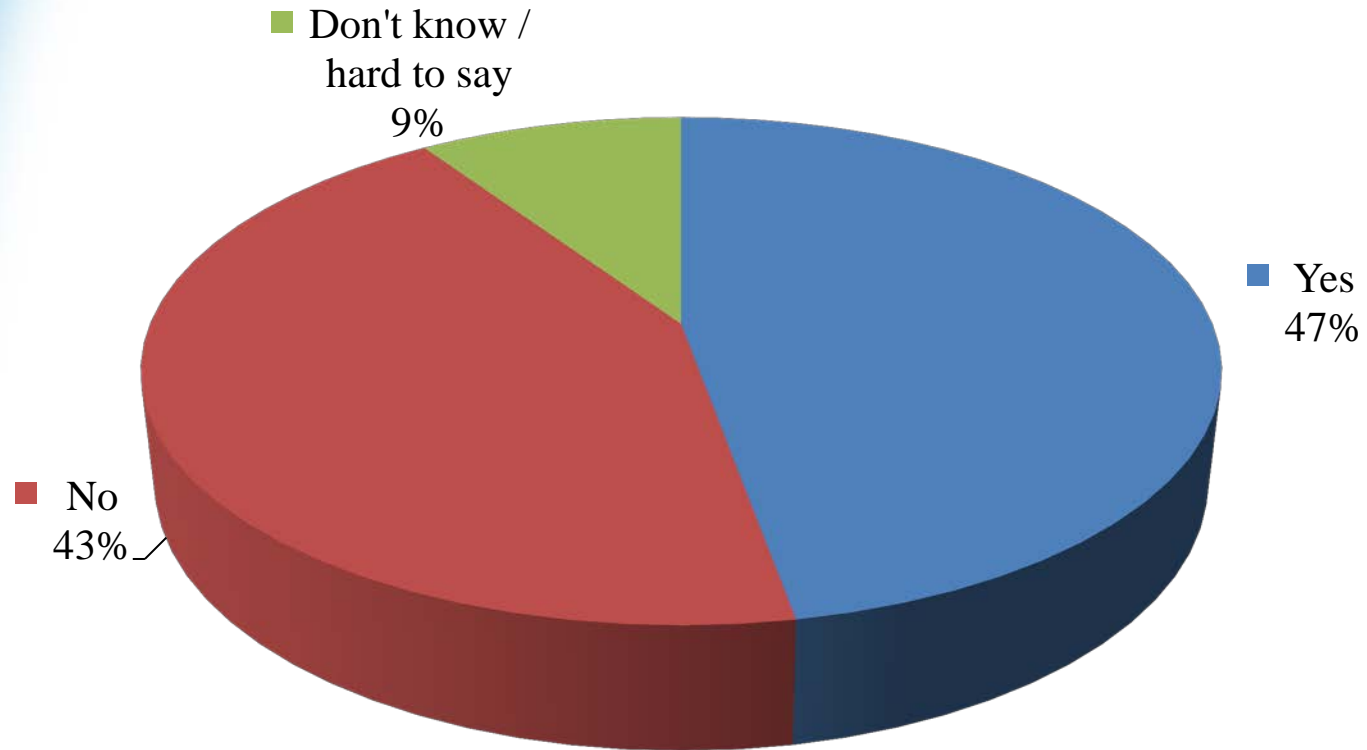
Base = 53

[Q10] Would you anticipate your organization would increase resources in further promoting the use of Internet communication tools in youth service in the coming year?
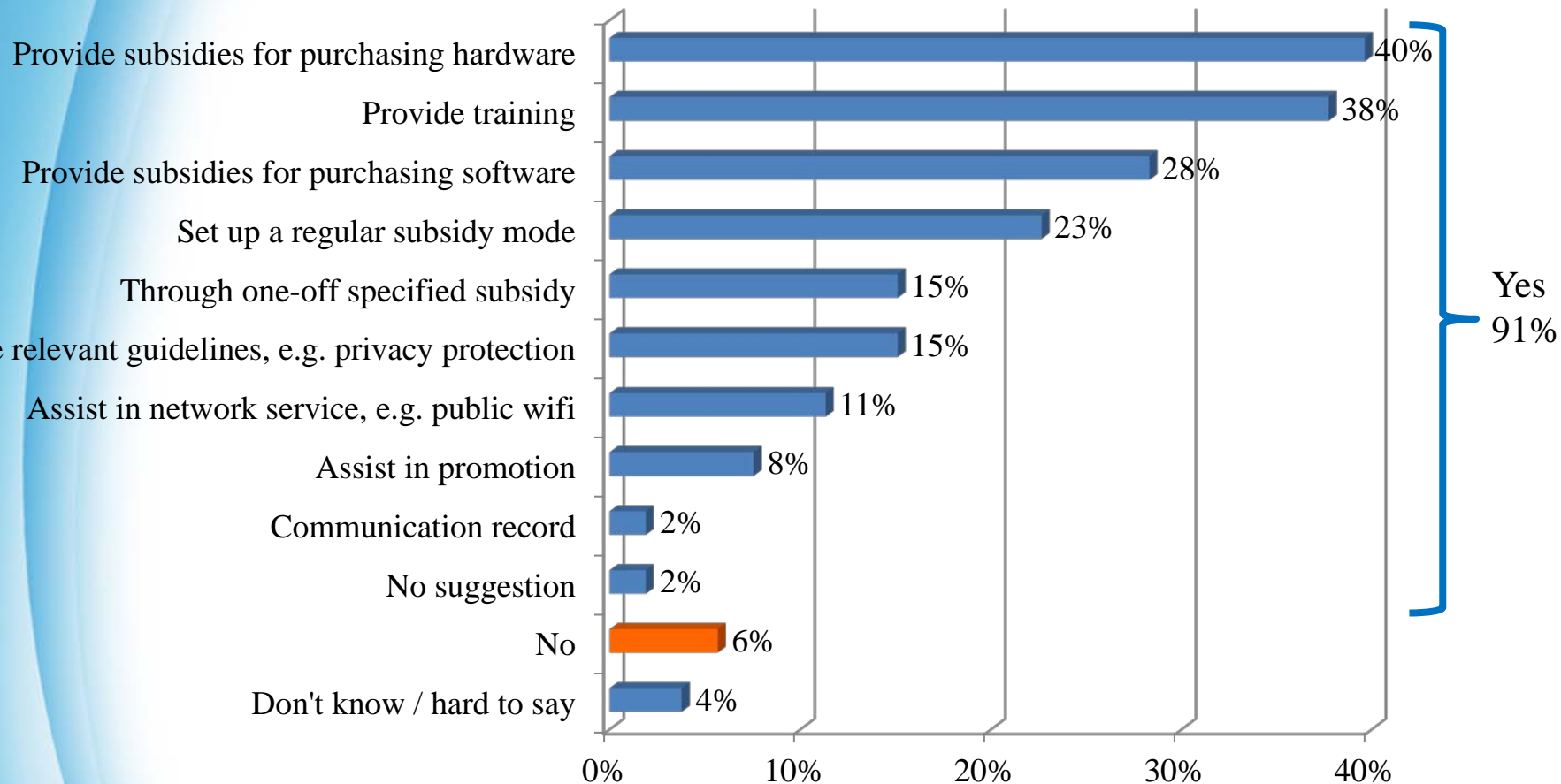
40% of NGO representatives said the IT support they need most is <u>comprehensive computer equipment</u>

Comprehensive computer equipment	40%
IT training	21%
Professionals to develop websites	17%
A stable mobile communications network	17%
Professionals to develop mobile apps	11%
Professionals to monitor the server	9%
Service management system	8%
Simple and easy-to-use online interactive platforms	6%
A stable fixed communications network	6%
Privacy protection for online communication	6%
Online donation system	4%
Archive / backup copy for online communication	2%
Others	9%
No need	13%
Don't know / hard to say	8%

Base = 53

[Q11] What kind of IT support do you think your organization needs the most when using Internet communication tools in providing youth services? [Do not read out options, multiple answers allowed]

90% NGO representatives think the Government should provide support to youth servicing organizations in using Internet communication tools

Provide subsidies for purchasing hardware — 40%
Provide training — 38%
Provide subsidies for purchasing software — 28%
Set up a regular subsidy mode — 23%
Through one-off specified subsidy — 15%
Provide relevant guidelines, e.g. privacy protection — 15%
Assist in network service, e.g. public wifi — 11%
Assist in promotion — 8%
Communication record — 2%
No suggestion — 2%
No — 6%
Don't know / hard to say — 4%

Yes 91%

Base = 53

[Q12] Do you think the government should provide support to youth servicing organizations in using Internet communication tools? If yes, what kind of assistance do you think the government should provide? [Do not read out options, multiple answers allowed]

Almost 2/3 of NGOs surveyed have staff guidelines on security measures in using Internet communication tools

Don't know / hard to say
6%

No
30%

Yes
64%
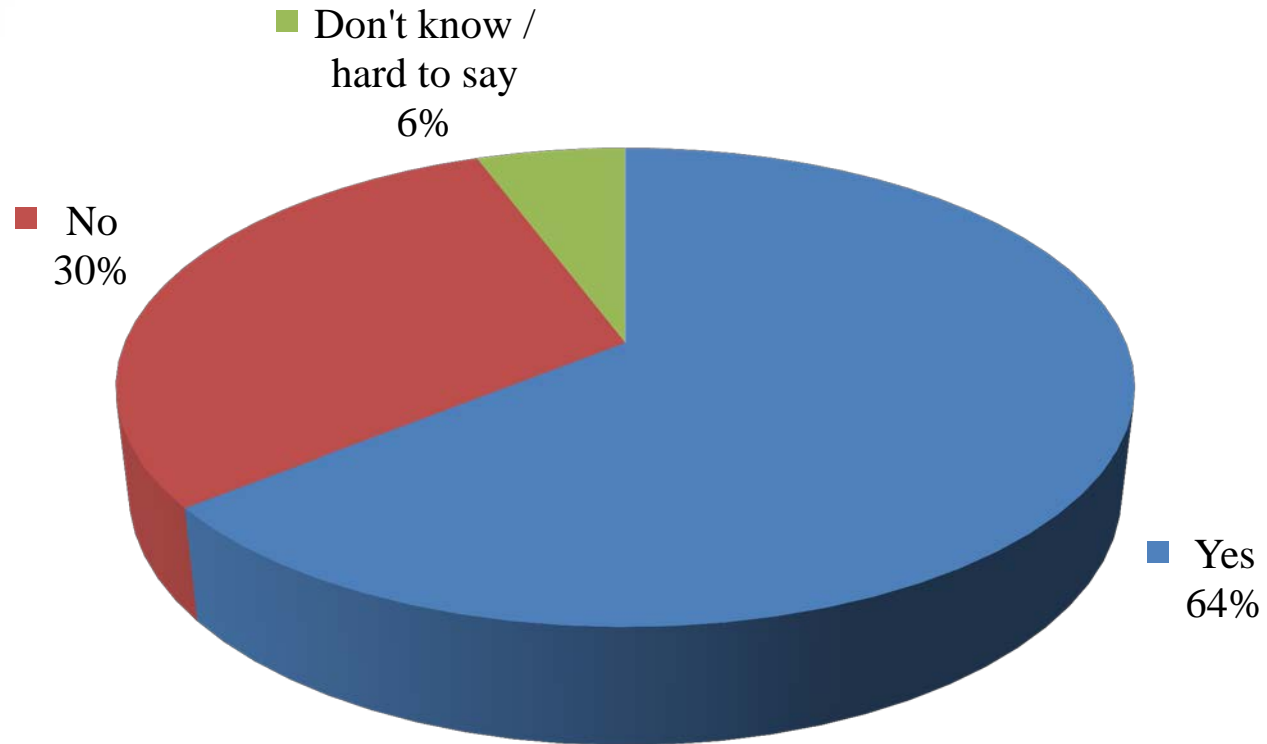
Base = 53

[Q13] Does your organization provide any guidelines to staff on security measures in using Internet communication tools, such as archiving, backup and privacy protection of using Internet communication tools?

One-third of NGOs would consider switching from "public cloud" to "private cloud", mainly out of security concerns; those not considering to do so are constrained by resources

Don't know / hard to say
6%

No
62%

Yes
32%
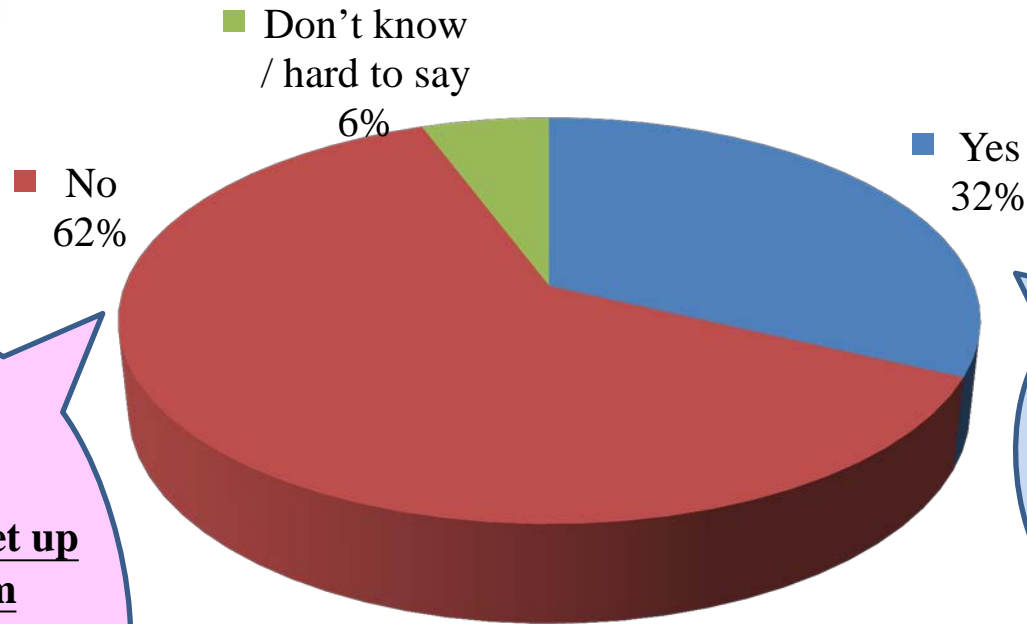
Because:

No resources to set up one's cloud system (40%)

Because:

Better information security (26%)

Base = 53

[Q14] Would your organization consider switching the Internet communication tools from "public cloud" to the organization's "private cloud" system?

[Q15a] Why would your organization consider switching it?

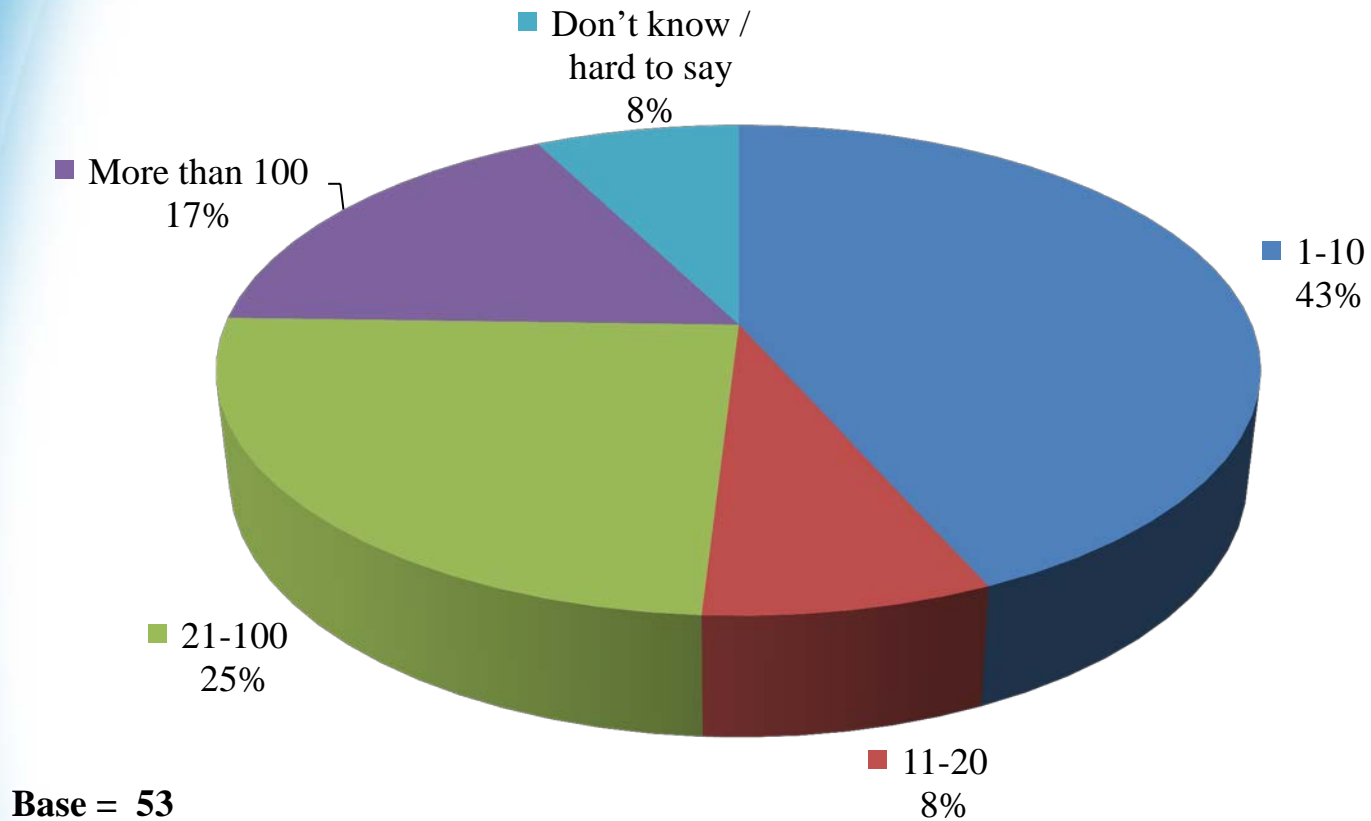[Q15b] Why wouldn't your organization consider switching it?

Conclusion

- Social workers in the NGOs covered in this study use **social networking websites** to communicate with youths most frequently, followed by telephone, and face-to-face interview / home visit.

- NGOs think that the **major benefit** of using Internet communication tools is to **obtain fast and instant responses from the targets**. However, the **inability to obtain instant response** is also the main **constraint or difficulty** cited by the NGOs.

- Half of the interviewed NGOs said that their social workers would use **multiple accounts** of Internet communication tools to reach the youth, but more than half of the organizations do not provide any guidelines on when to **disclose their social workers' identities**.

- Over 90% of the NGOs think **the Government should provide support** to youth servicing organization in the usage of Internet communication tools, such as **offering subsidies for purchasing hardware** and **providing training**.

- Most of the NGOs interviewed **would not consider transferring from public cloud to private cloud systems hosted by their own organization**, mainly due to a lack of resources, a few would consider doing so out of information security concerns.
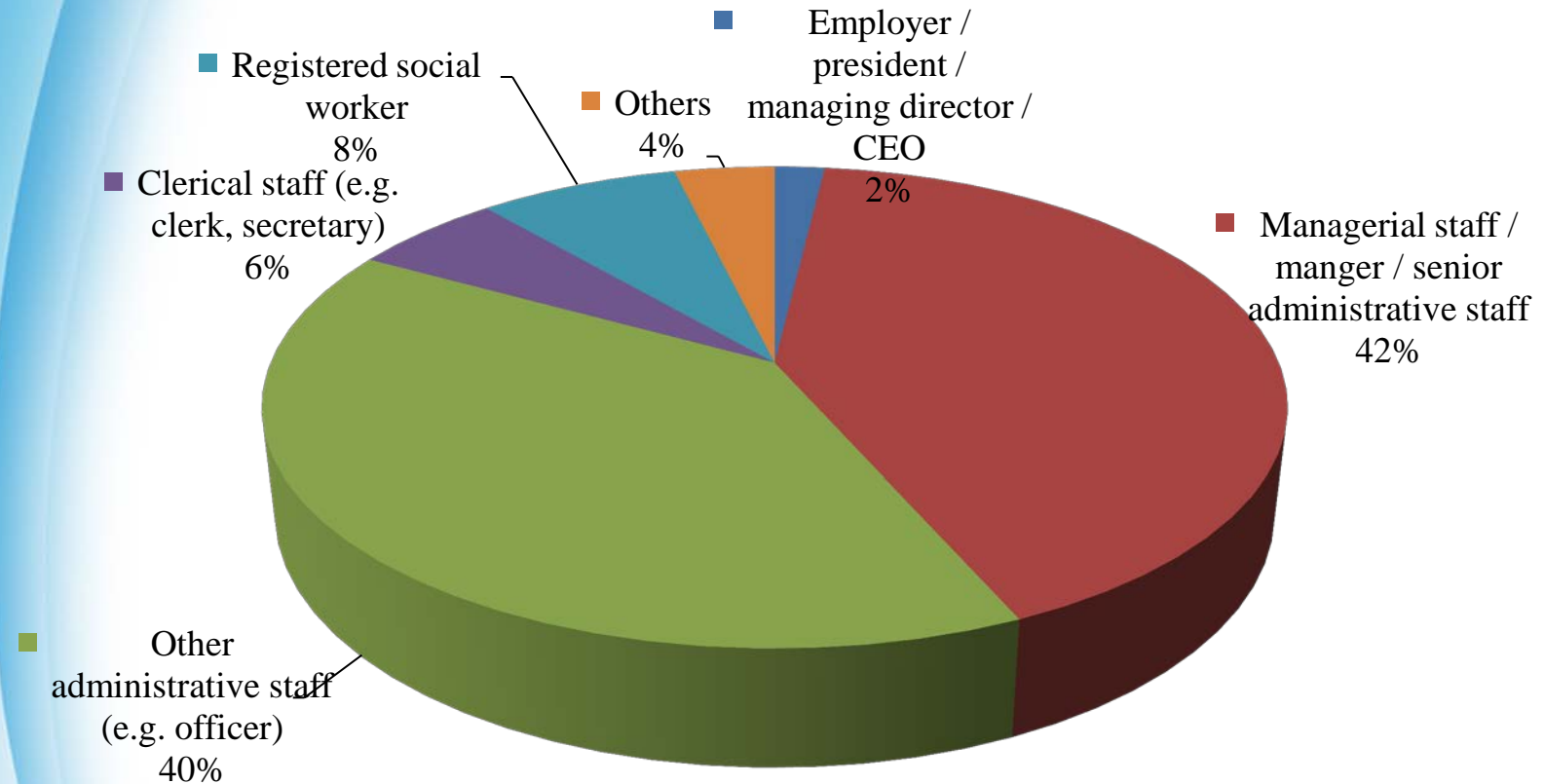
Profile Information of Interviewed NGOs

Number of Staff Responsible for Youth Service

Don't know / hard to say
8%

More than 100
17%

1-10
43%

21-100
25%

11-20
8%

Base = 53

Position of Respondents

- Employer / president / managing director / CEO 2%
- Others 4%
- Registered social worker 8%
- Clerical staff (e.g. clerk, secretary) 6%
- Managerial staff / manger / senior administrative staff 42%
- Other administrative staff (e.g. officer) 40%

Base = 53

Categorization of Organizations

Category	Annual Expenditure* (HK$)	Percentage (number)
Small size organization	Below 1 million	6% (3)
Medium size organization	Between 1 million and 10 millions	32% (17)
Large size organization	More than 10 millions	47% (25)
	Don't know / hard to say	15% (8)
	Total	53

* Categorization was based on the expenditure of Year 2011-12.

End of Presentation

For detailed report, please visit
http://hkupop.hku.hk