

Internet and social media use among newcomers



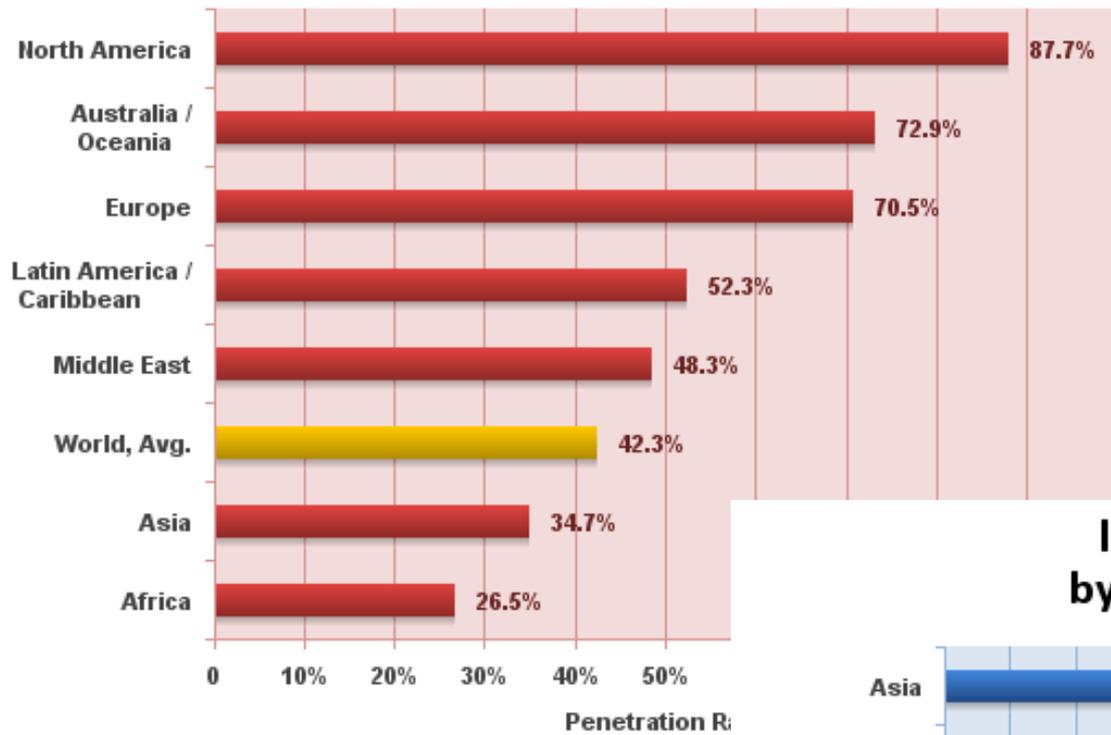
Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

[Flickr photo](#)

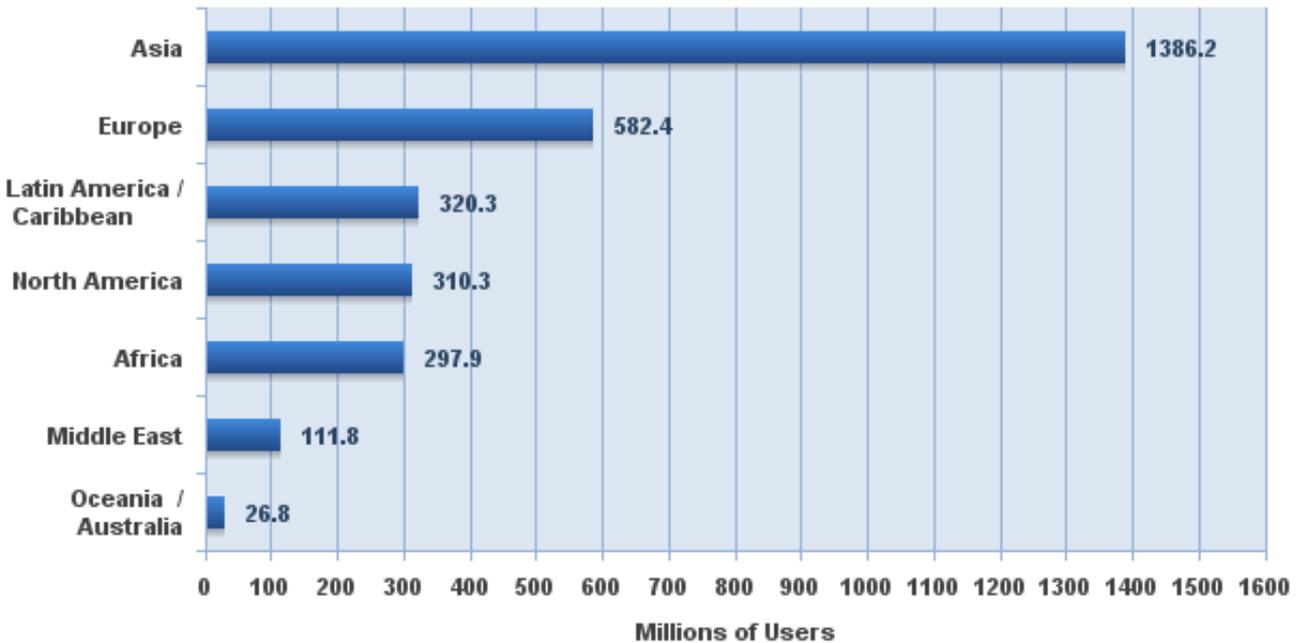
Lion

World Internet Penetration Rates by Geographic Regions - 2014 Q2



Source: Internet World Stats - www.internetworldstats.com/
 Penetration Rates are based on a world population of 7,182, and 3,035,749,340 estimated Internet users on June 30, 2014
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Internet Users in the World by Geographic Regions - 2014 Q2



Source: Internet World Stats - www.internetworldstats.com/stats.htm
 3,035,749,340 Internet users estimated for June 30, 2014
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JUMP ON!



Know your audience

practise skills,
strategize, &
plan for action

4.

5.

apply what's been
learned in the world

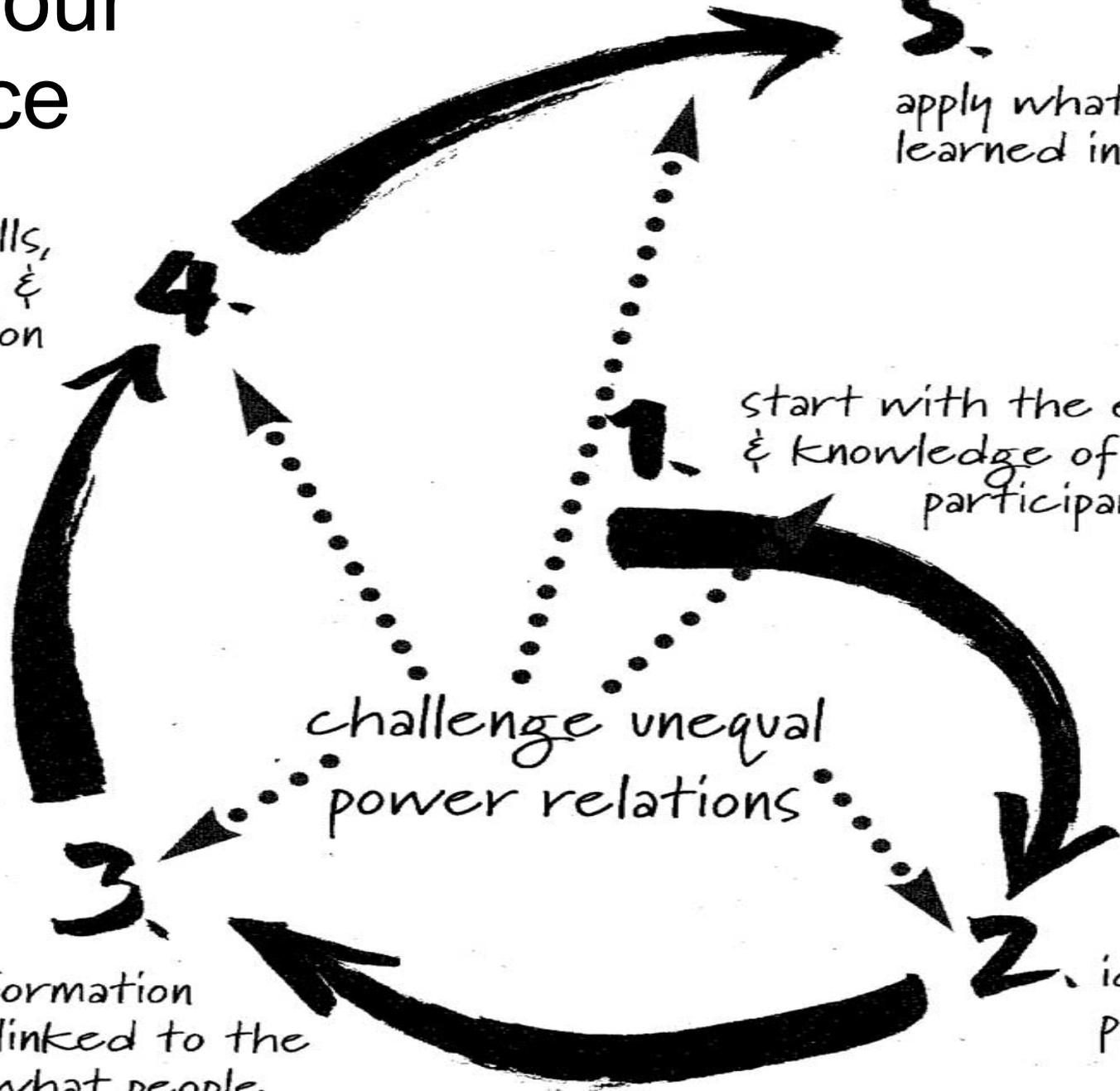
1. start with the experience
& knowledge of the
participants

challenge unequal
power relations

3.

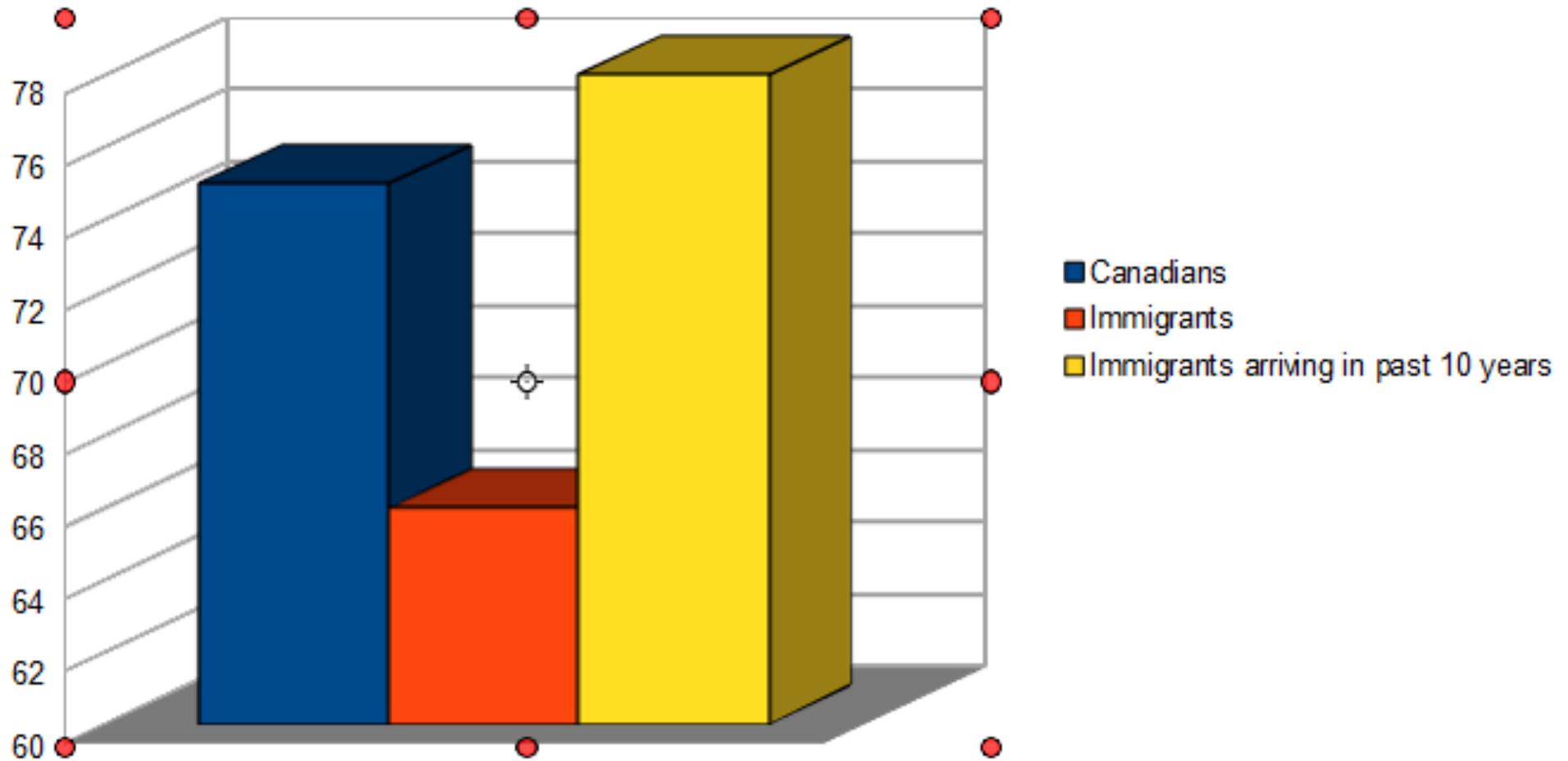
add new information
and theory linked to the
patterns in what people
know

2. identify
patterns



Internet use among newcomers

Statistics Canada, 2007



“Among people born in Canada, 75% used the Internet, compared with 66% of those born elsewhere. However, the rate was 78% among immigrants who arrived in Canada during the last 10 years.”

DIGITAL ACCULTURATION

2014

YAHOO!

Digital devices



New Canadians: **3.8**
Canadians: **4.4**



New Canadians: **1.9**
Canadians: **1.5**



New Canadians: **4.0**
Canadians: **2.6**

New immigrants spend **54% more time** per day on mobile devices



81%

feel cell phone plans in Canada are more expensive than in their country of origin



69%

use online calling or a video chatting app to stay in touch with friends/family in Canada

Top messaging apps

WhatsApp PLUS

Viber

WhatsApp Messenger

LINE

Facebook Messenger

WeChat

BBM

WhatsApp PLUS Holo

KakaoTalk

Snapchat

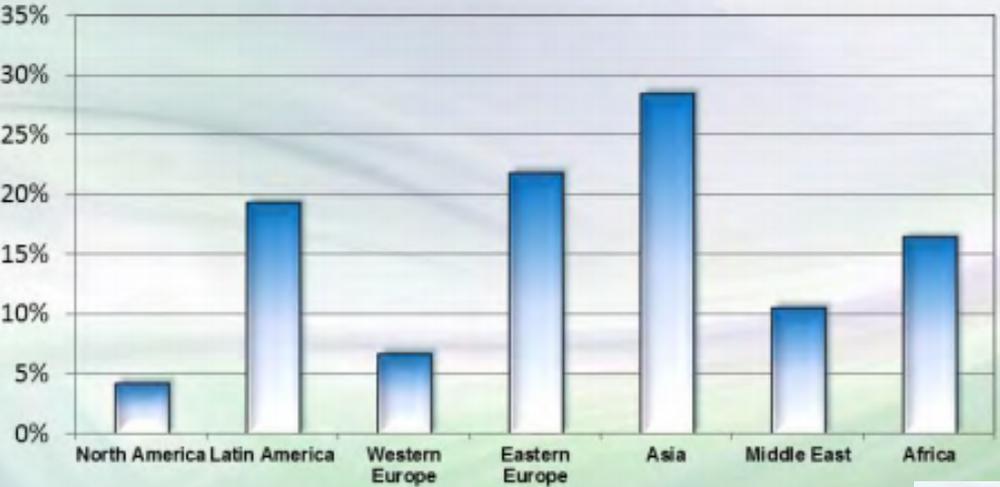


Online learning

2010-2015 Worldwide Self-paced eLearning Five-year Growth Rates by Region

Across All Product Types

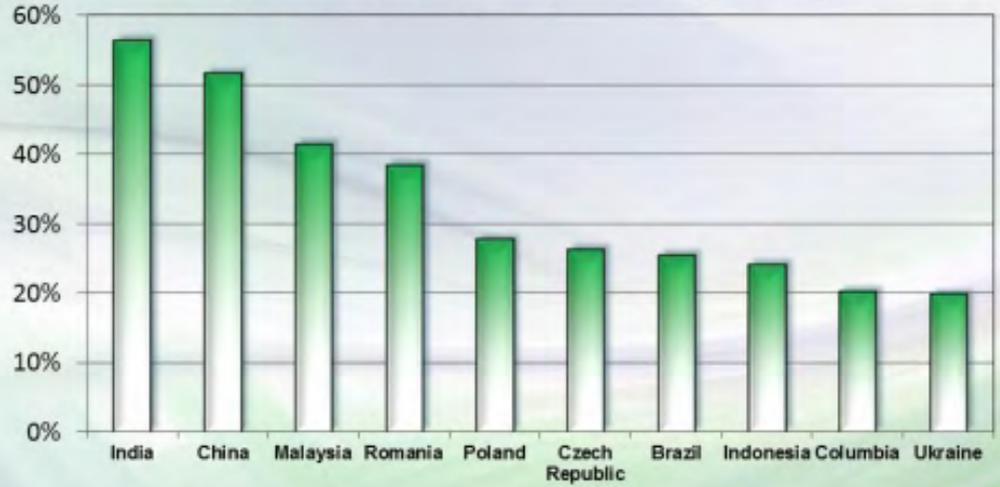
2010-2015 Growth Rates by Region



2010-2015 Top Self-paced eLearning Five-year Growth Rates by Country

Across All Product Types

2010-2015 Top Ten Growth Rates by Country



Niche social networks

The screenshot displays the Settlement.Org website interface. At the top left is the logo for Settlement.Org, featuring a red maple leaf and the text "Settlement.Org Welcome to Ontario". To the right of the logo are navigation links: "MY SETTLEMENT LOGIN", "Sign Up or Learn More", and "Etablissement.Org". Below the logo is a banner with the text "INFORMATION NEWCOMERS CAN TRUST" over a background of autumn leaves. A main navigation bar contains "My First Days", "Services Near Me", "Translated Info", and "Discuss" (which is highlighted). A search bar is located to the right of the navigation bar. Below the navigation bar is a secondary menu with categories: "Immigration & Citizenship", "Housing", "Health", "Employment", "Education", "Community & Recreation", "Legal Services", and "Daily Life". The main content area is titled "Discussion Forum" and includes a breadcrumb trail "Home > Forum >". Below the title is a message: "To post messages and use great My Settlement features, please sign-up or login." At the bottom of this section are two input fields, a "LOGIN" button, and a checkbox labeled "Save Password". On the right side of the page, there is a section titled "Recent Discussions" with a list of links: "How can I bring my child to Canada?", "Sponsoring Parents", "Noisy Neighbour Resolution?", and "See all Recent Discussions".

MY SETTLEMENT LOGIN Sign Up or Learn More Etablissement.Org

Settlement.Org
Welcome to Ontario

INFORMATION NEWCOMERS CAN TRUST

My First Days Services Near Me Translated Info Discuss Search...

Immigration & Citizenship Housing Health Employment Education Community & Recreation Legal Services Daily Life

Home > Forum >

Discussion Forum

To post messages and use great My Settlement features, please sign-up or login.

LOGIN Save Password

Recent Discussions

- ▶ [How can I bring my child to Canada?](#)
- ▶ [Sponsoring Parents](#)
- ▶ [Noisy Neighbour Resolution?](#)
- ▶ [See all Recent Discussions](#)

30,288 members

CANADAVISA.com  Immigration Forum

435,973 members



LoonLounge 
Building Canada Together

Login Register Tour Help | Français

All of LoonLounge 

Home Communities Members Canada & Immigration Resources Contact Join Now!

112,956 members



74,035 members



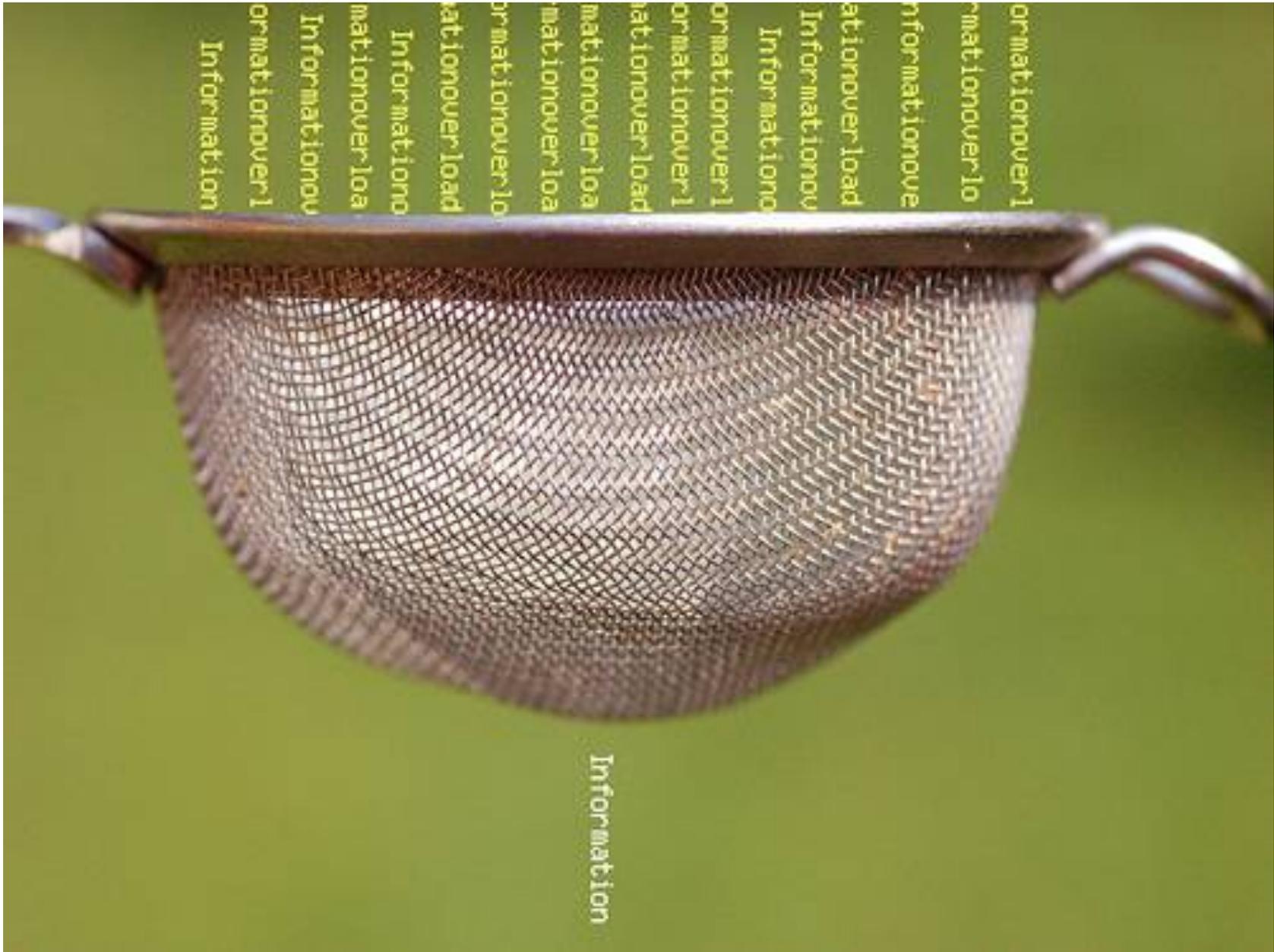
25,530 members



24,575 members

and many more, including in other languages...

It's not all about technology



Privacy, Security, Confidentiality, Human Touch

facebook introduces new privacy settings

