



**The University of Hong Kong
Public Opinion Programme**



**The Hong Kong Council of
Social Service**

Microsoft®

Microsoft Hong Kong Limited

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

Dr Robert T. Y. CHUNG

Director of Public Opinion Programme, HKU

3 June 2013

Research Background

- Objective: To understand the situation and concerns of using Internet communication tools for youth service 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. POP takes full responsibility for all findings reported.
- The research methodology and all survey findings will be open for public consumption.

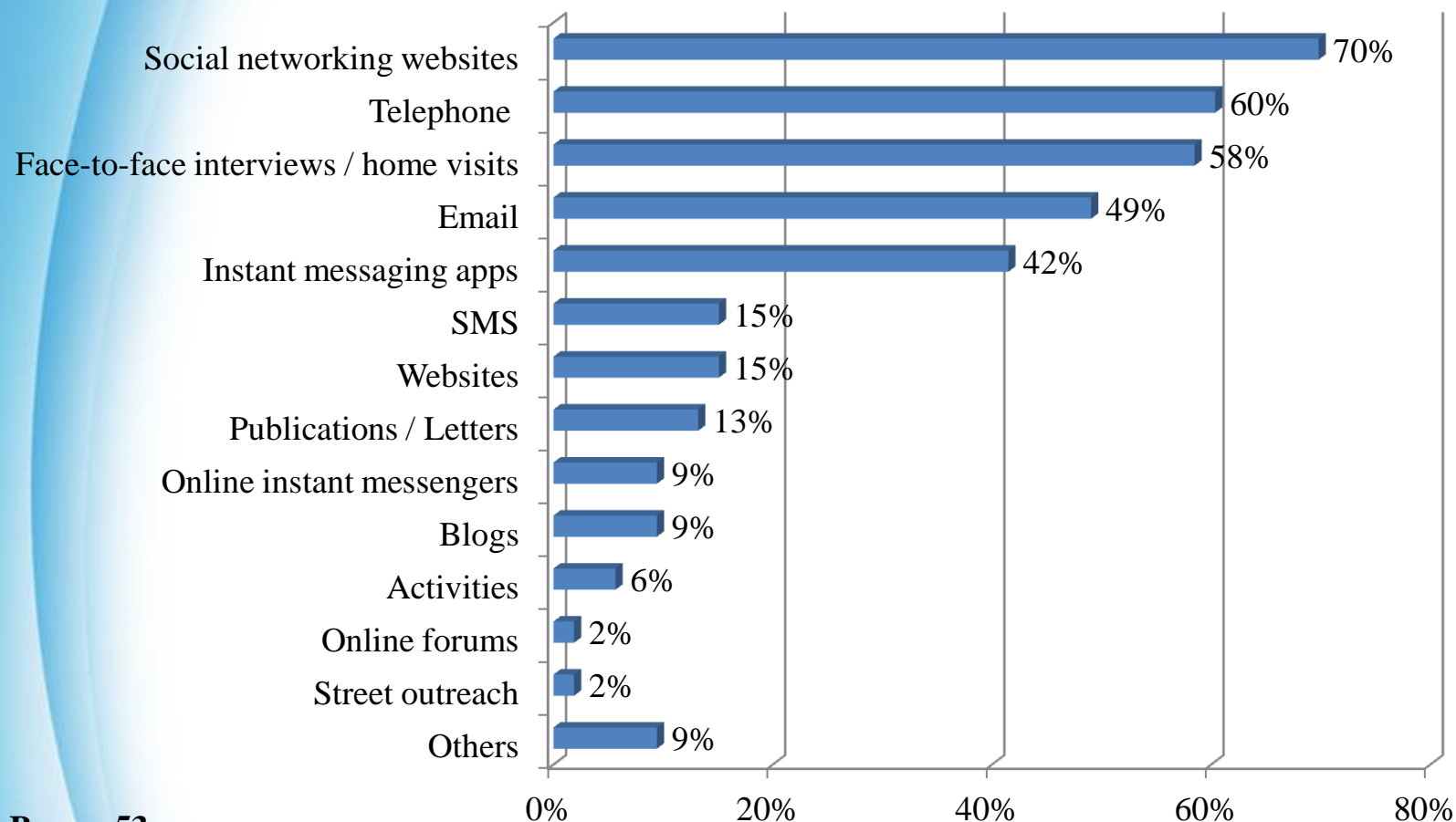
Contact Information

- 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 social networking websites to communicate with youths



Base = 53

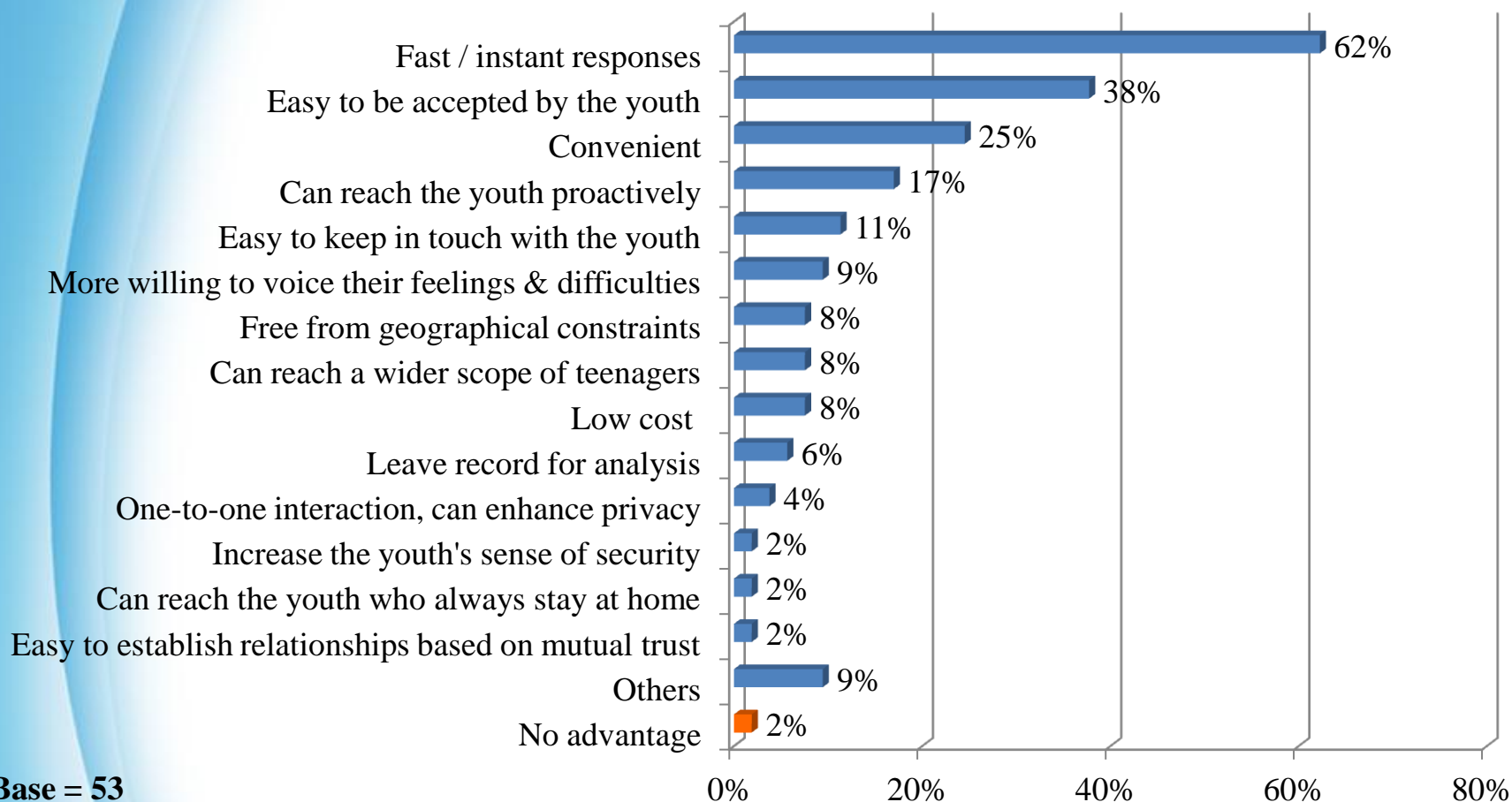
[Q1] Which method(s) do social workers (including the respondent) in your organization usually use when communicating with the youth? Please include both traditional method(s) and Internet communication tool(s).

[Do not read out options, multiple answers allowed]



2) Comparison of communication methods

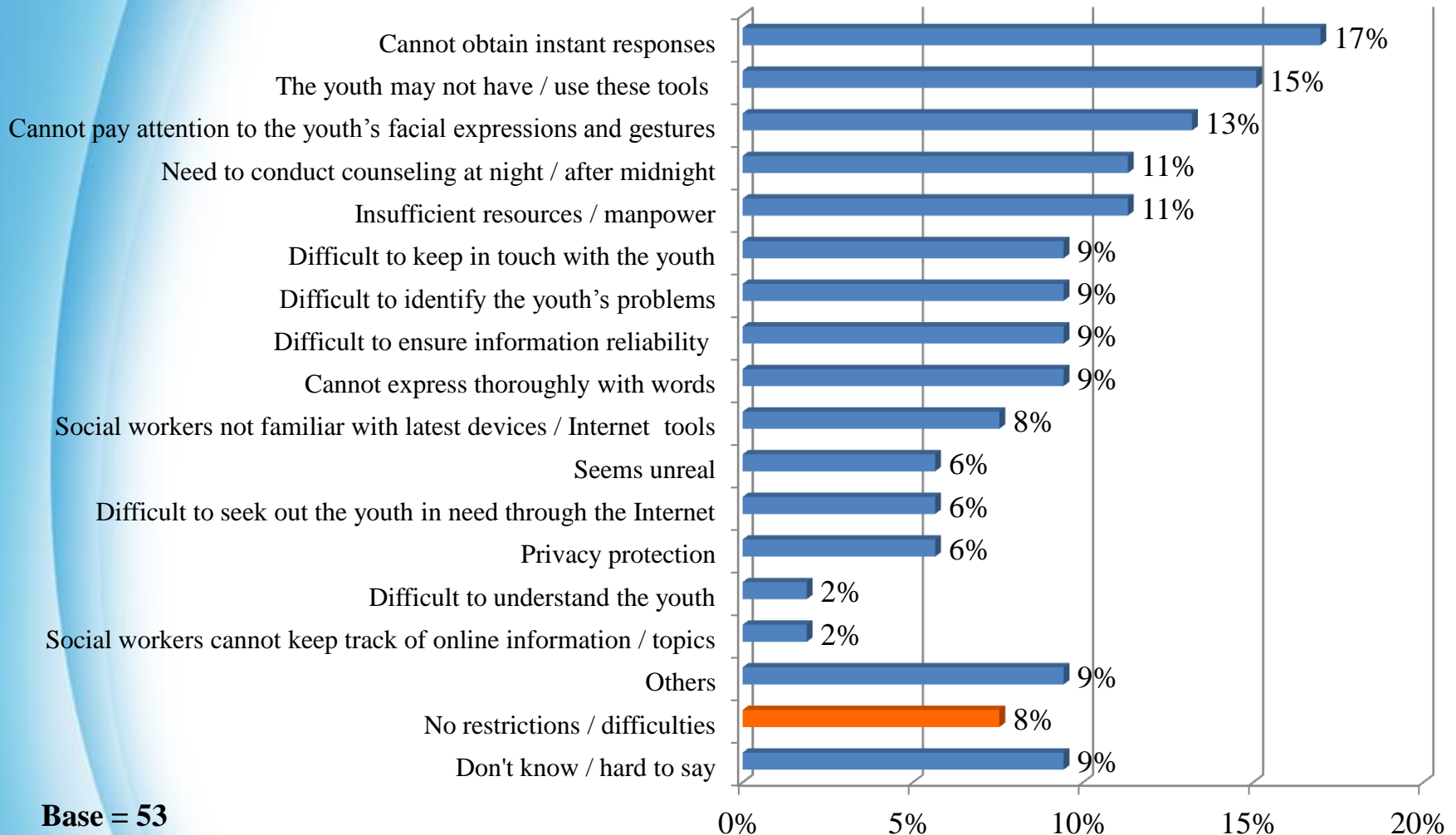
Fast / instant responses is the main advantage of using Internet communication tools to reach youths



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]

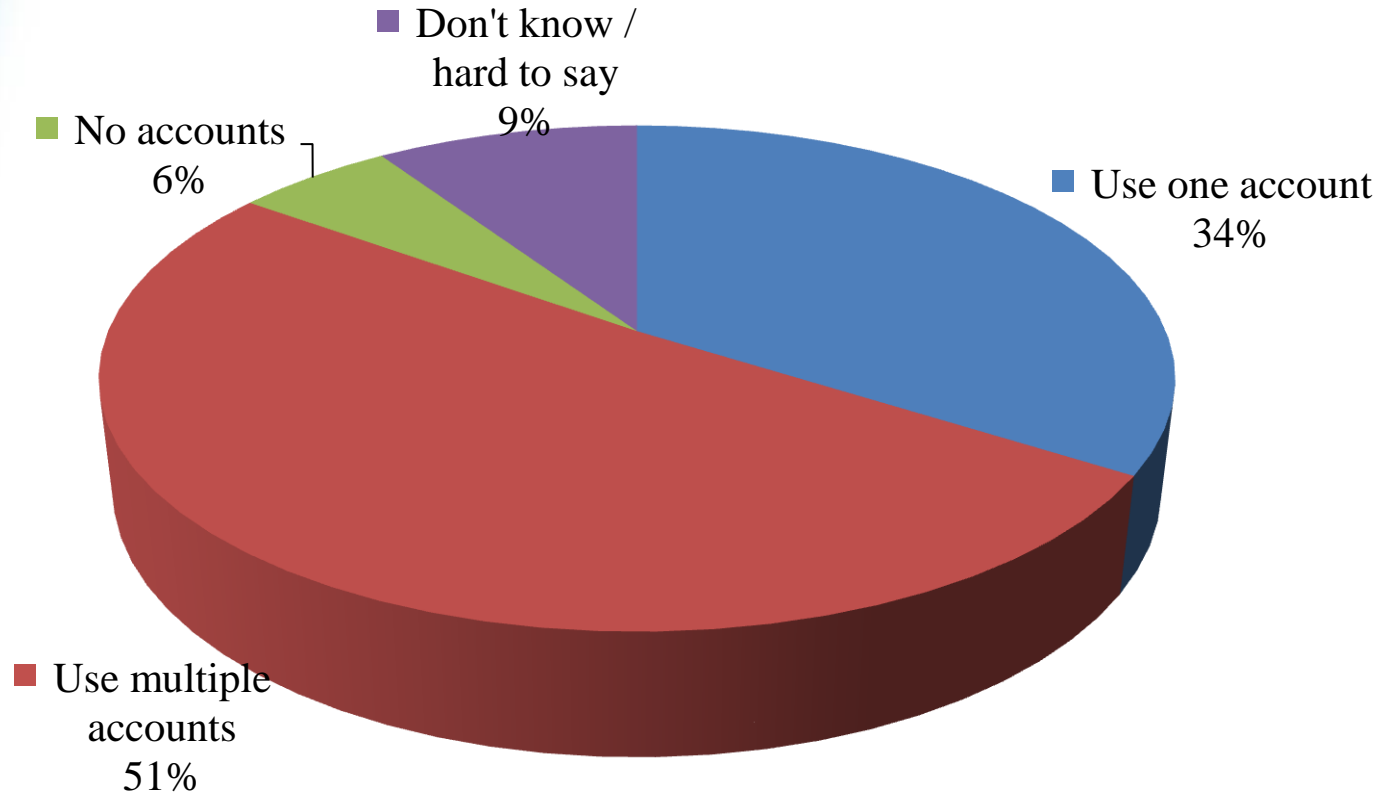
However, nearly one-fifth of organizations consider not able to obtain instant responses is actually the main problem of these tools



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]

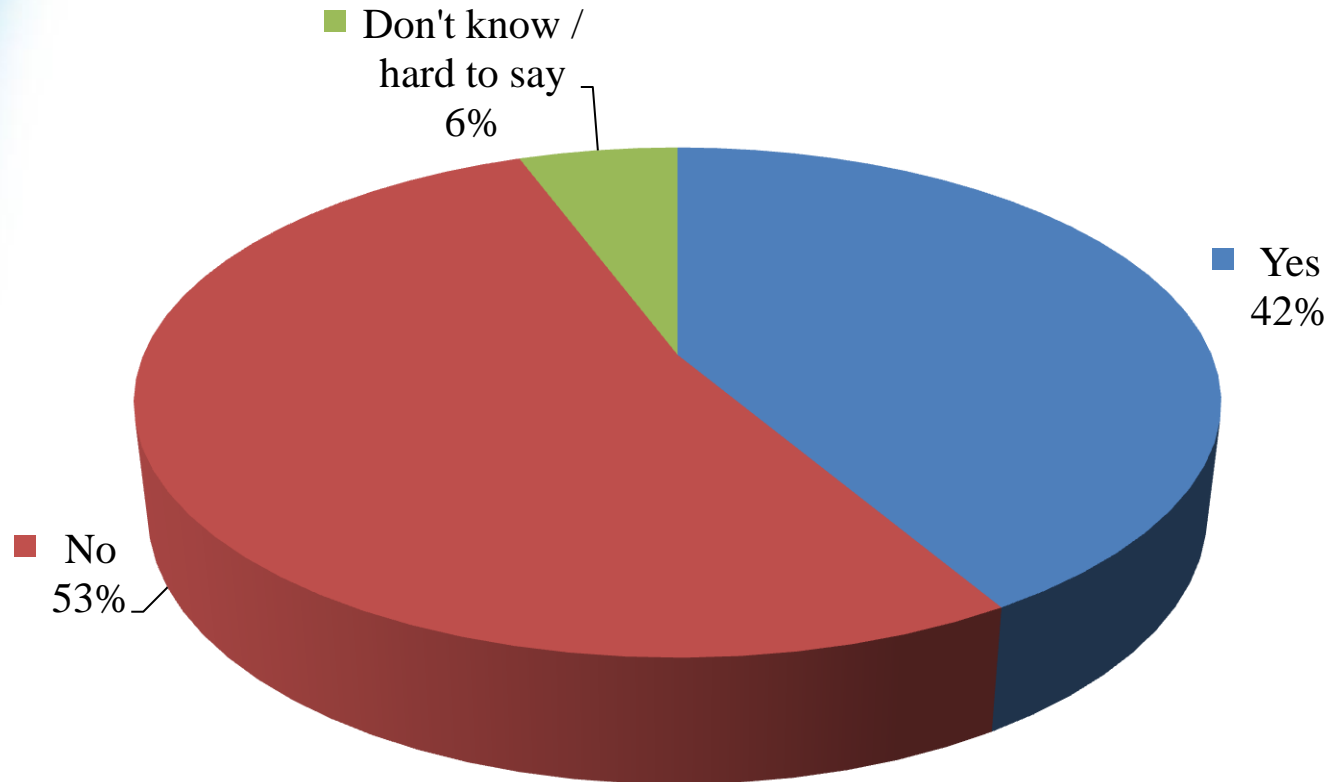
Social workers in half of the NGOs surveyed would use multiple user accounts to reach out to the youths



Base = 53

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

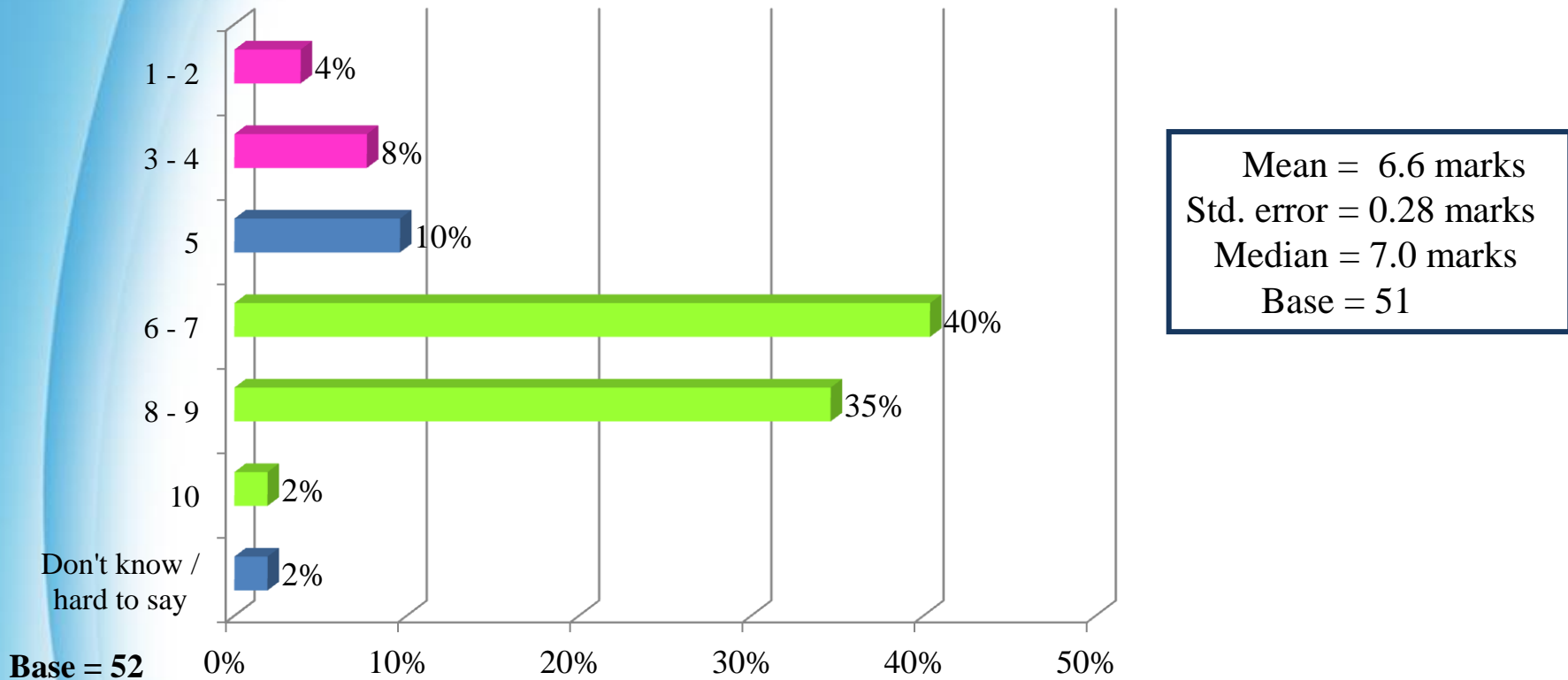
More than half of the NGOs do not provide guidelines to social workers on the disclosure of their identities when using Internet communication tools



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?

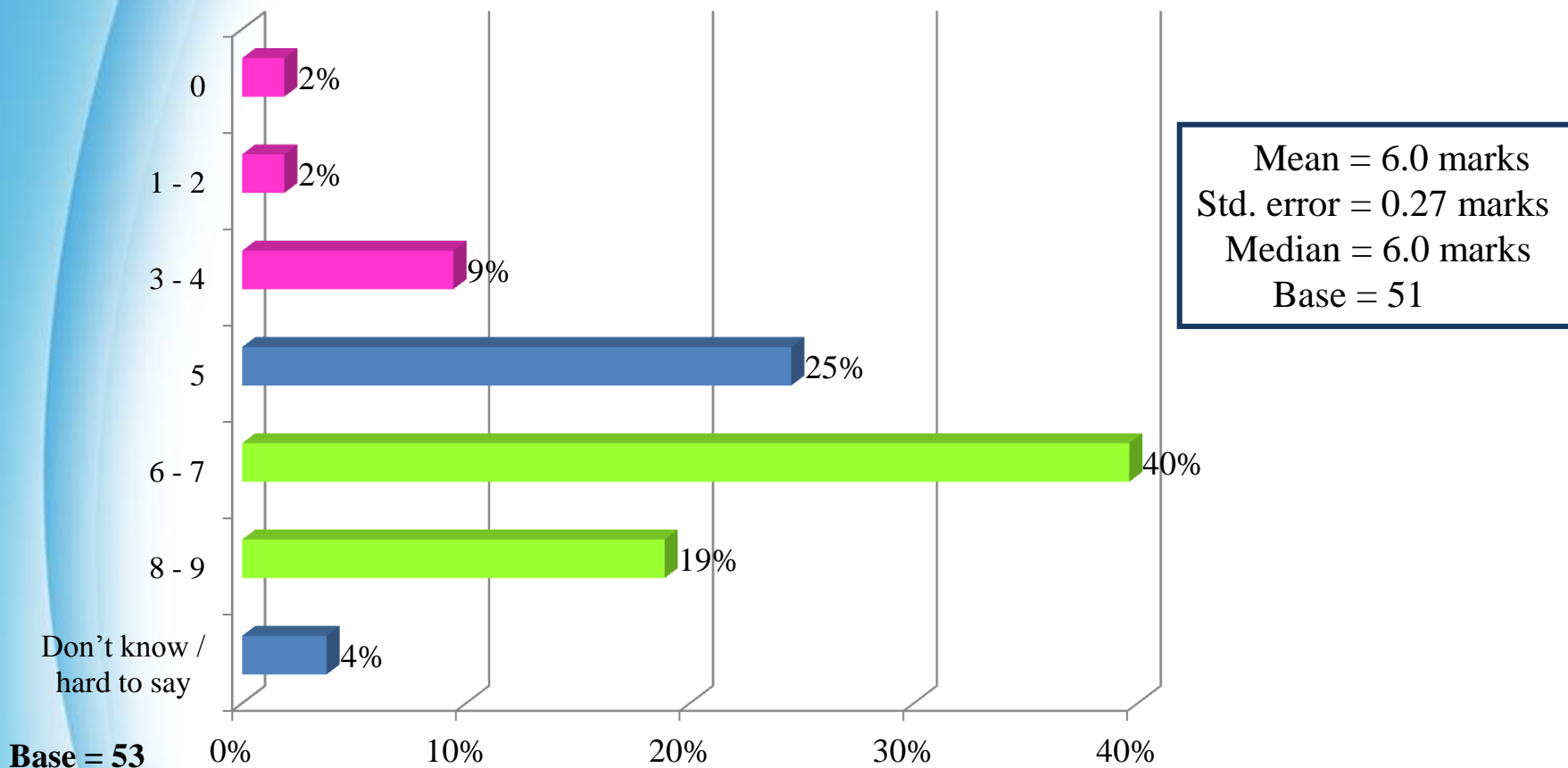
NGO representatives generally agree that a system that allows users to use a single login name to handle multiple Internet communication accounts can help social workers



[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.]

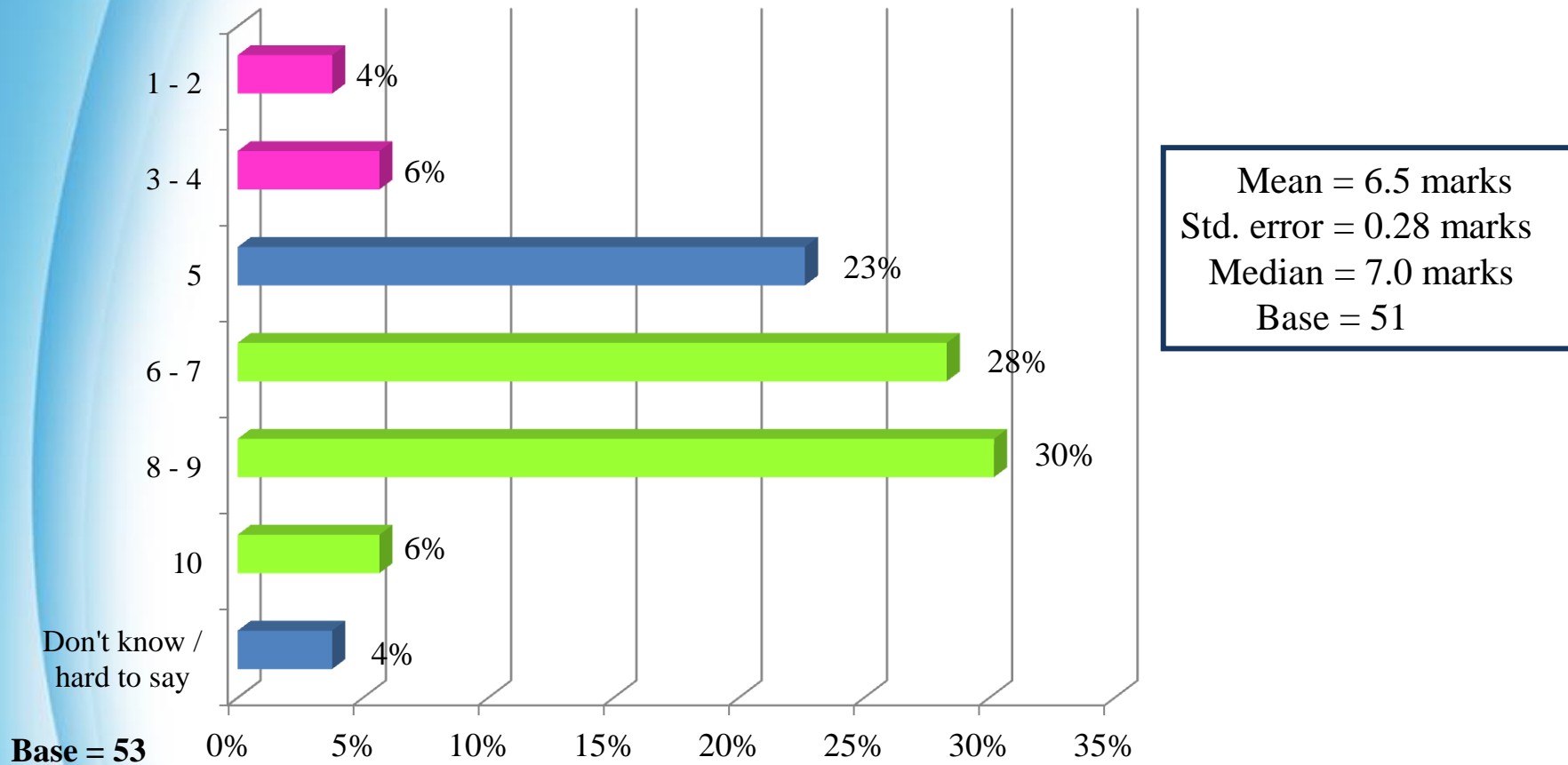
[Q6] If the system allows users to use a single login name to handle multiple Internet communication accounts (e.g. Facebook and Twitter), do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents no help at all, 5 represents half-half, 10 represents great help.

NGO representatives also welcome 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



[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 enables multimedia communications with youths is useful to social workers

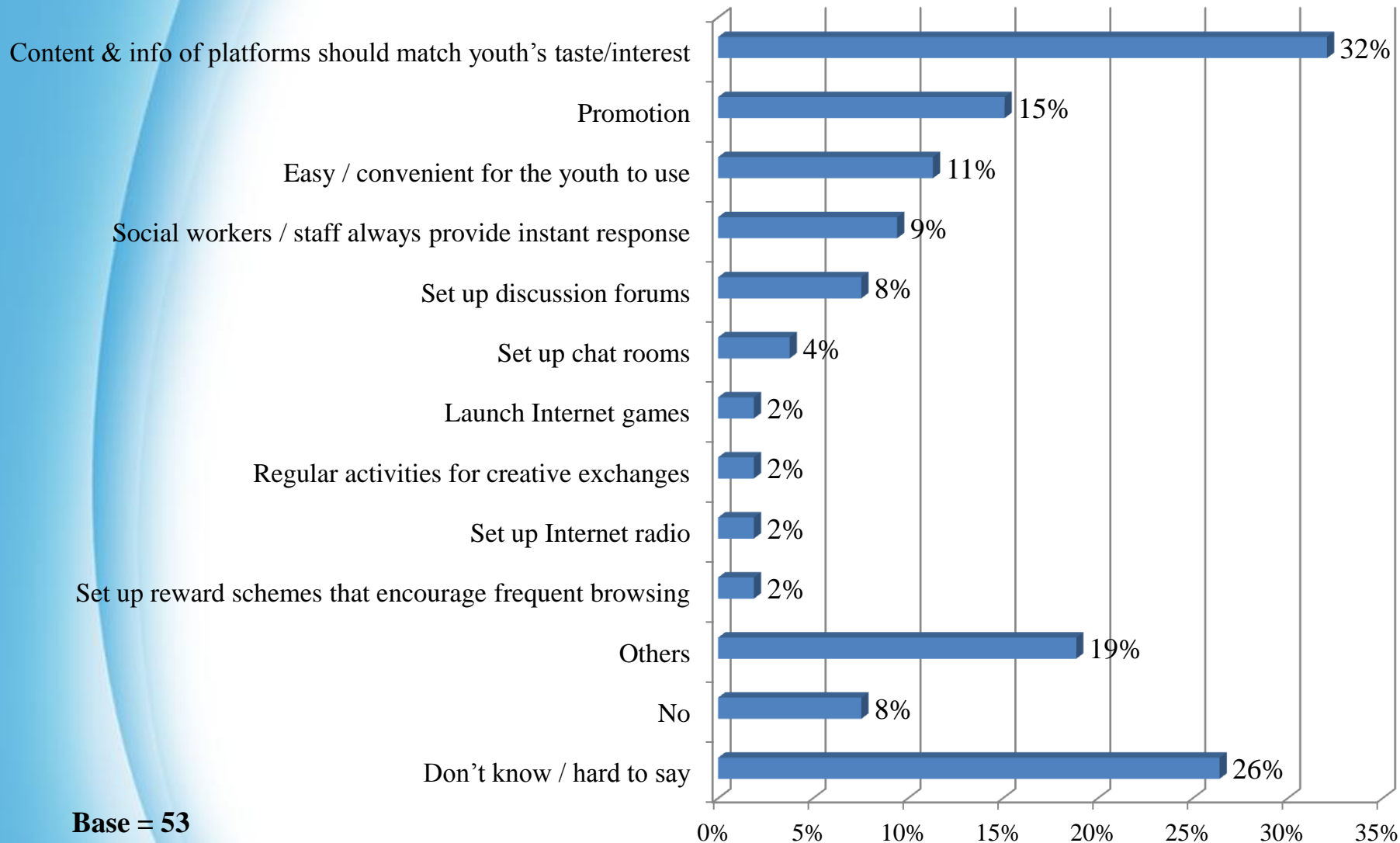


[Q8] Then if this organization cloud-based system enables multimedia communications with the youth, such as text messages, voice messages and video, do you think it would help social workers in your organization to handle their daily tasks? Please use a scale of 0 -10 marks to rate, in which 0 represents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



3) Directions for youth service development

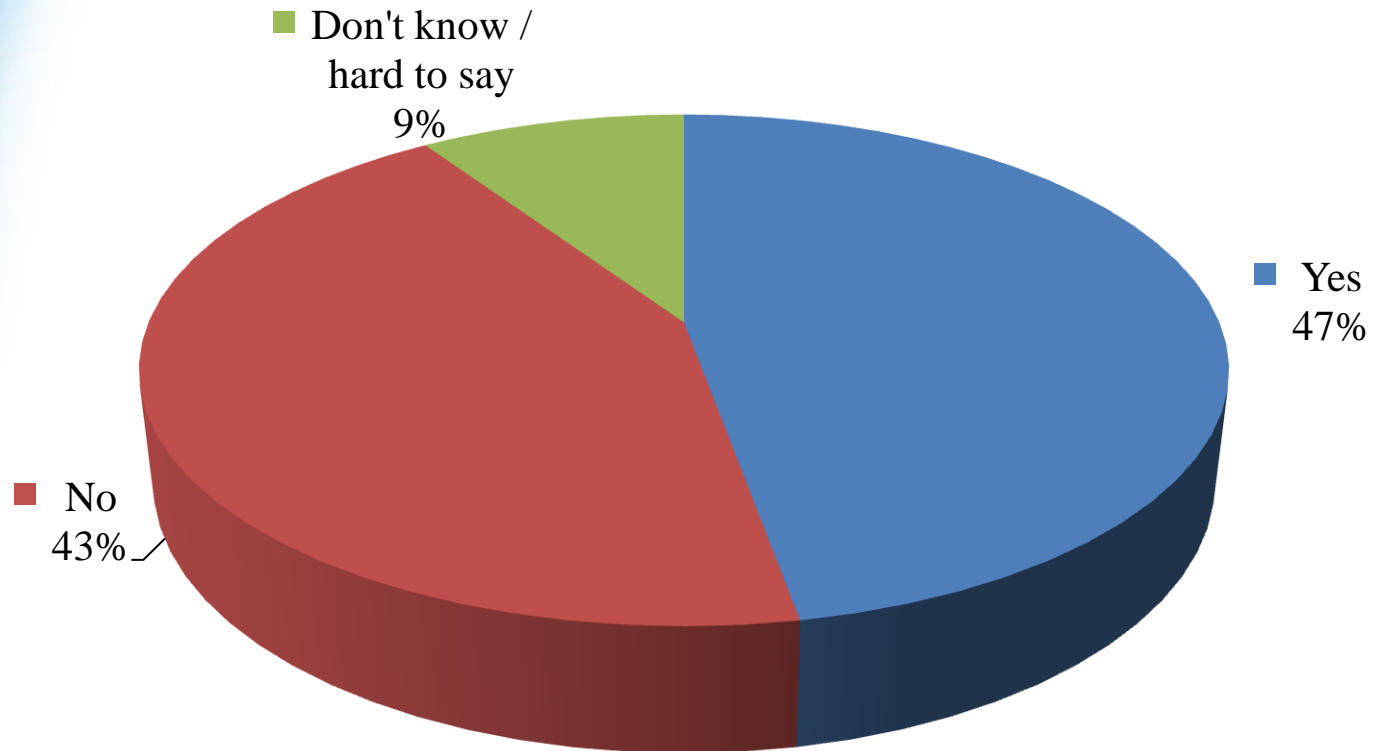
One-third of NGO representatives said content and information of online platforms should match the youth's taste or interest



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]

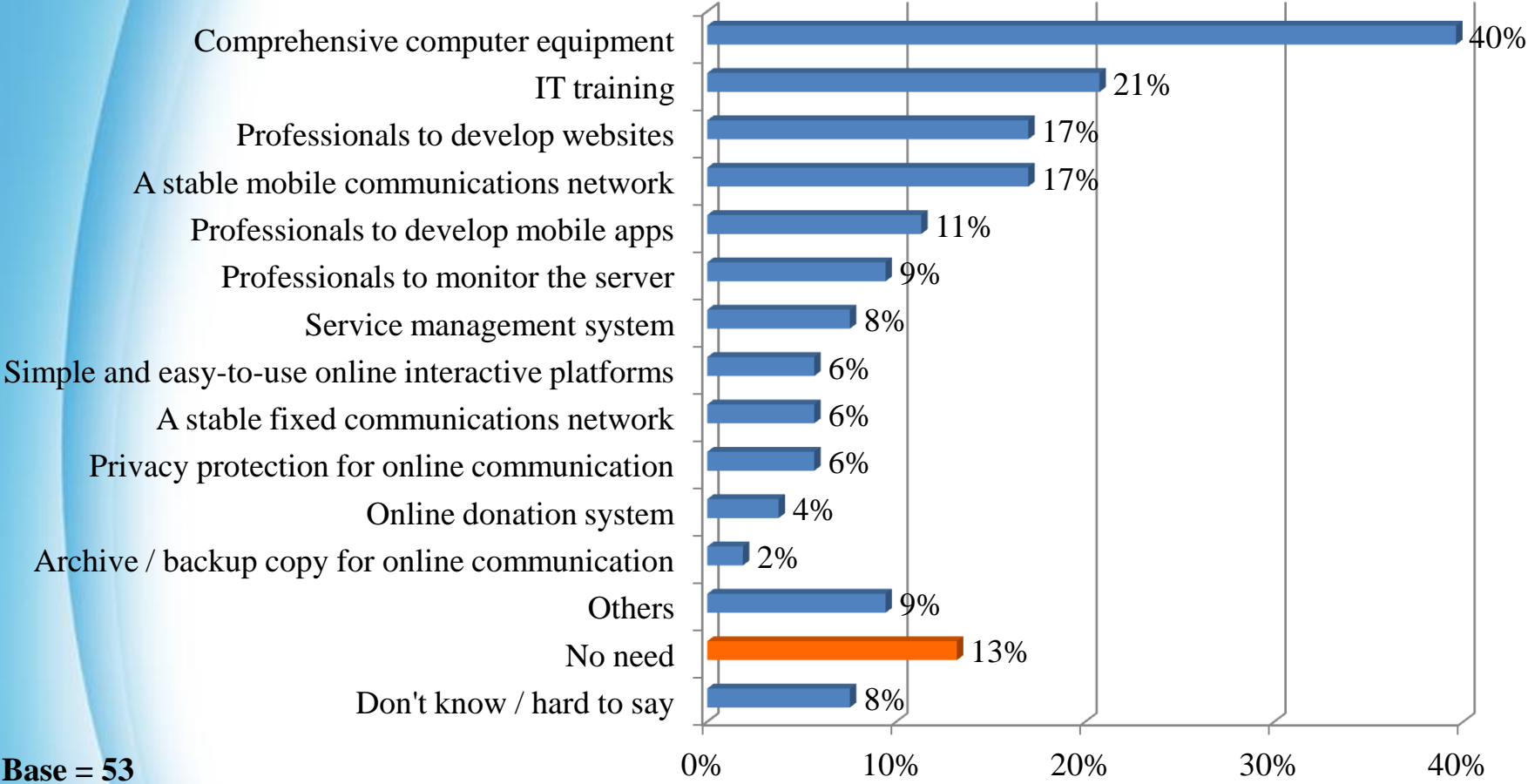
Less than half of the NGOs would increase resources in the coming year to develop Internet communication tools



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?

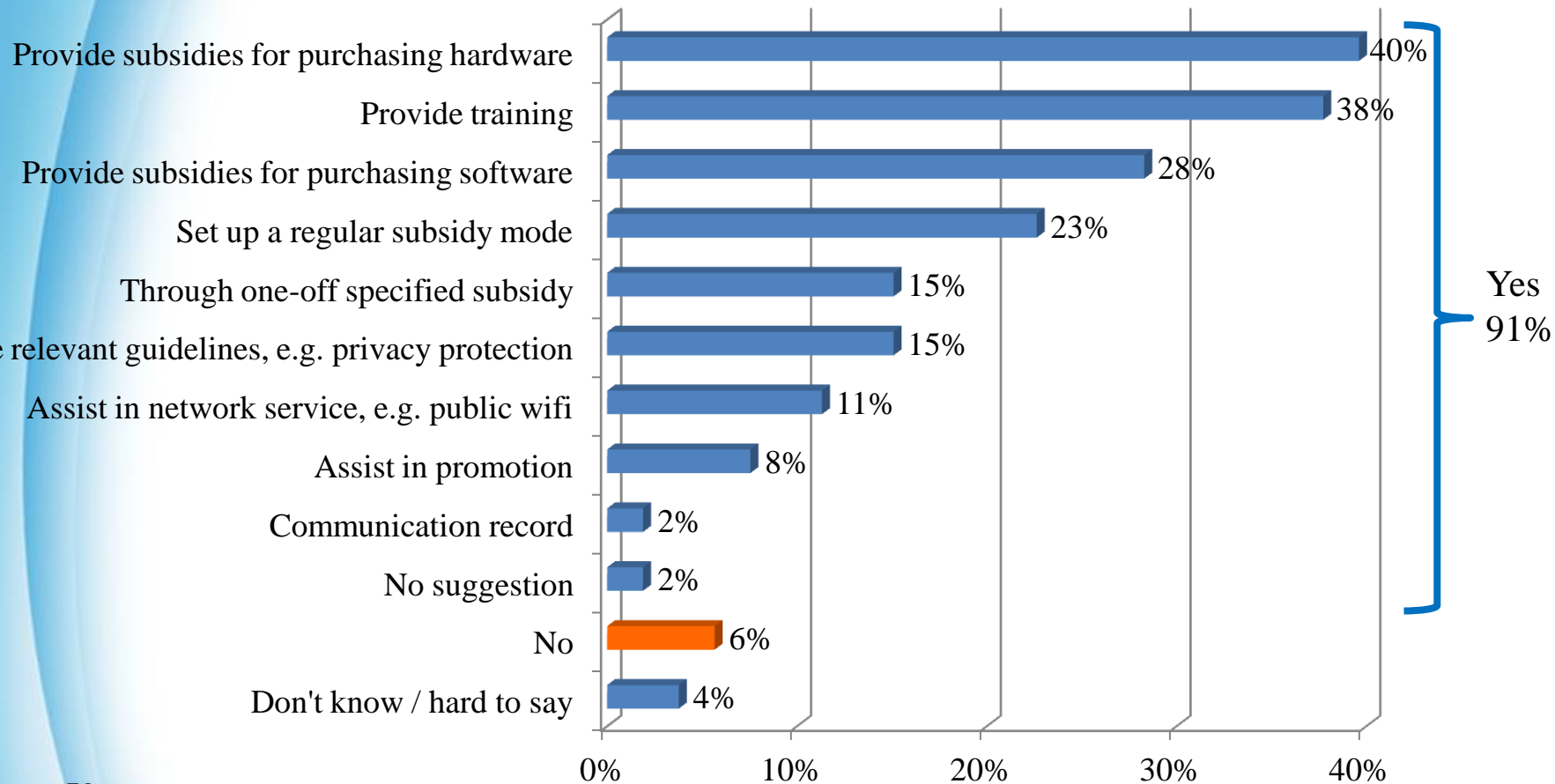
40% of NGO representatives said the IT support they need most is comprehensive computer equipment



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]

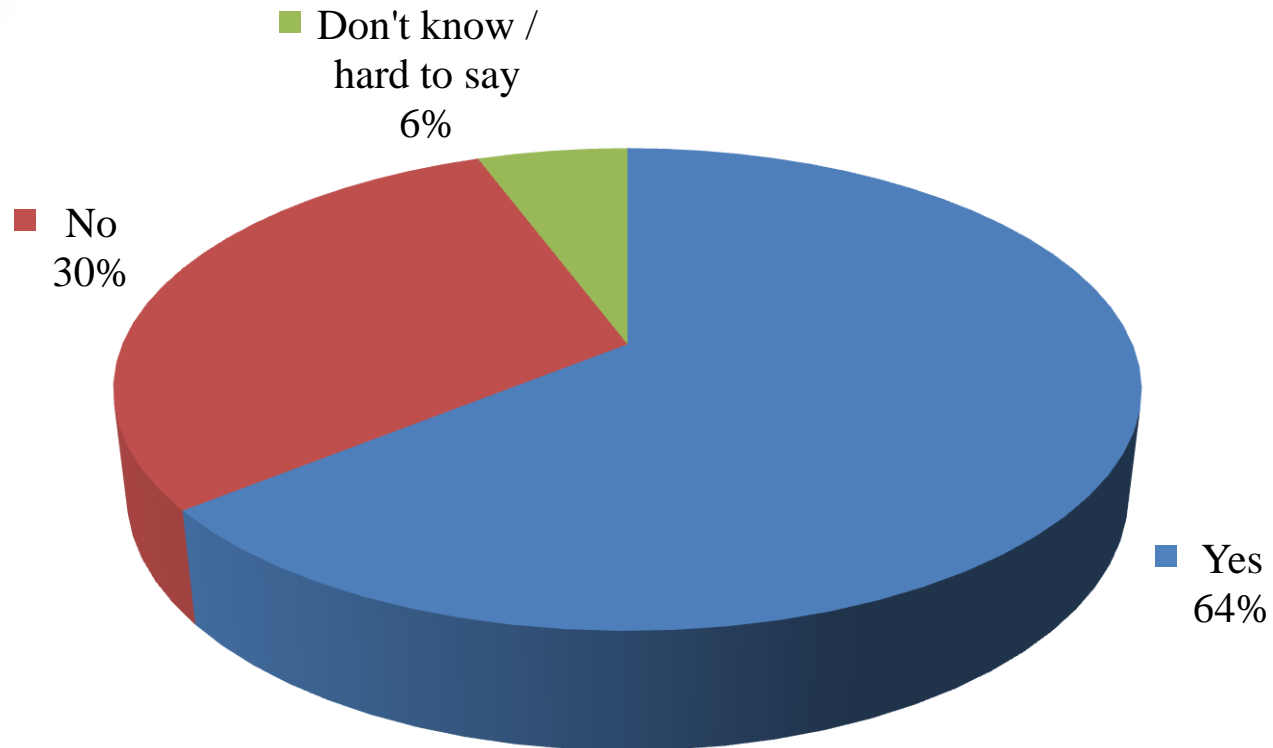
90% NGO representatives think the Government should provide support to youth servicing organizations in using Internet communication tools



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]

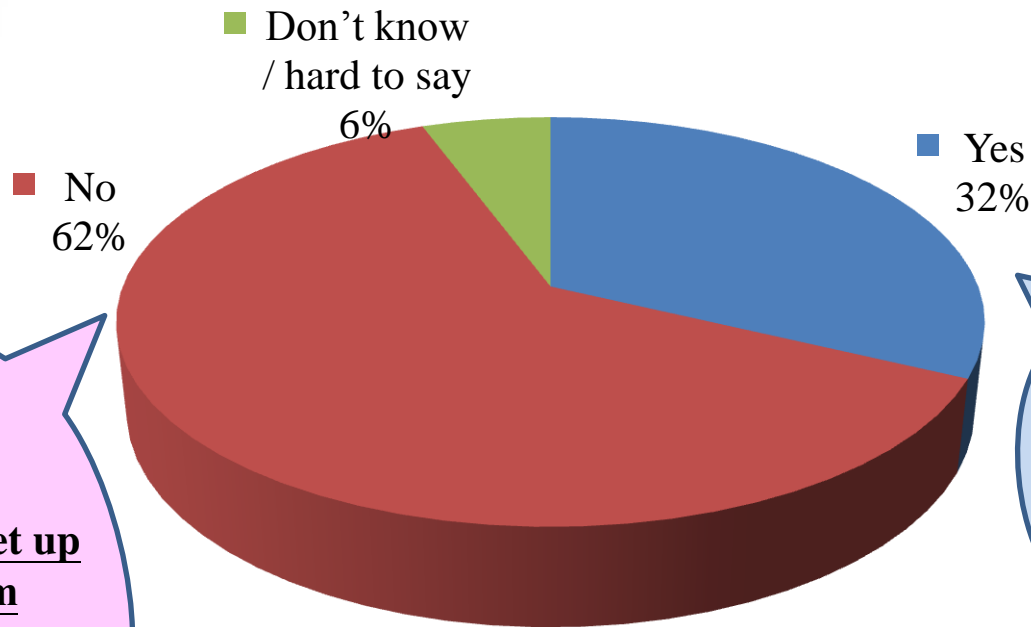
Almost 2/3 of NGOs surveyed have staff guidelines on security measures in using Internet communication tools



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



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?

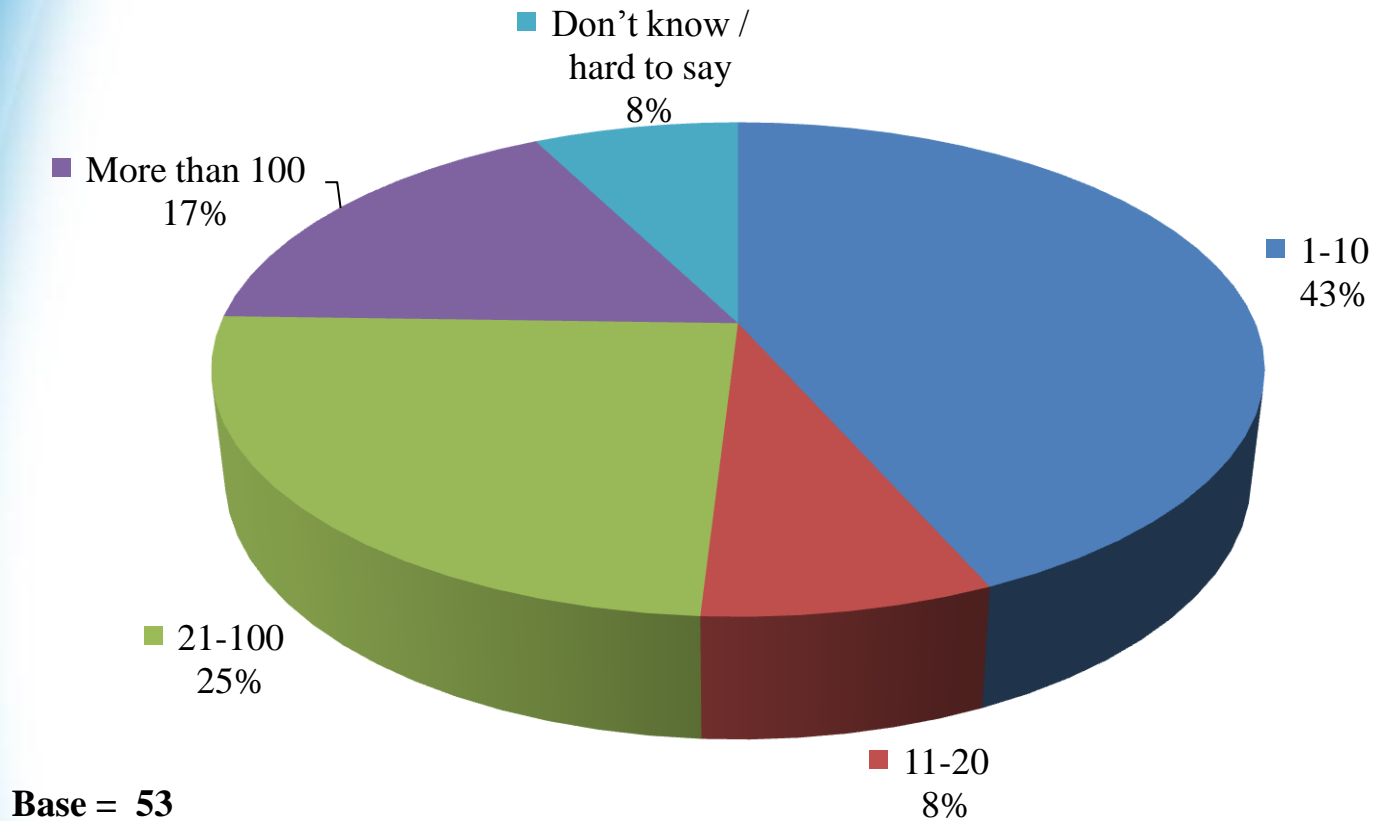
Conclusion

- 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.

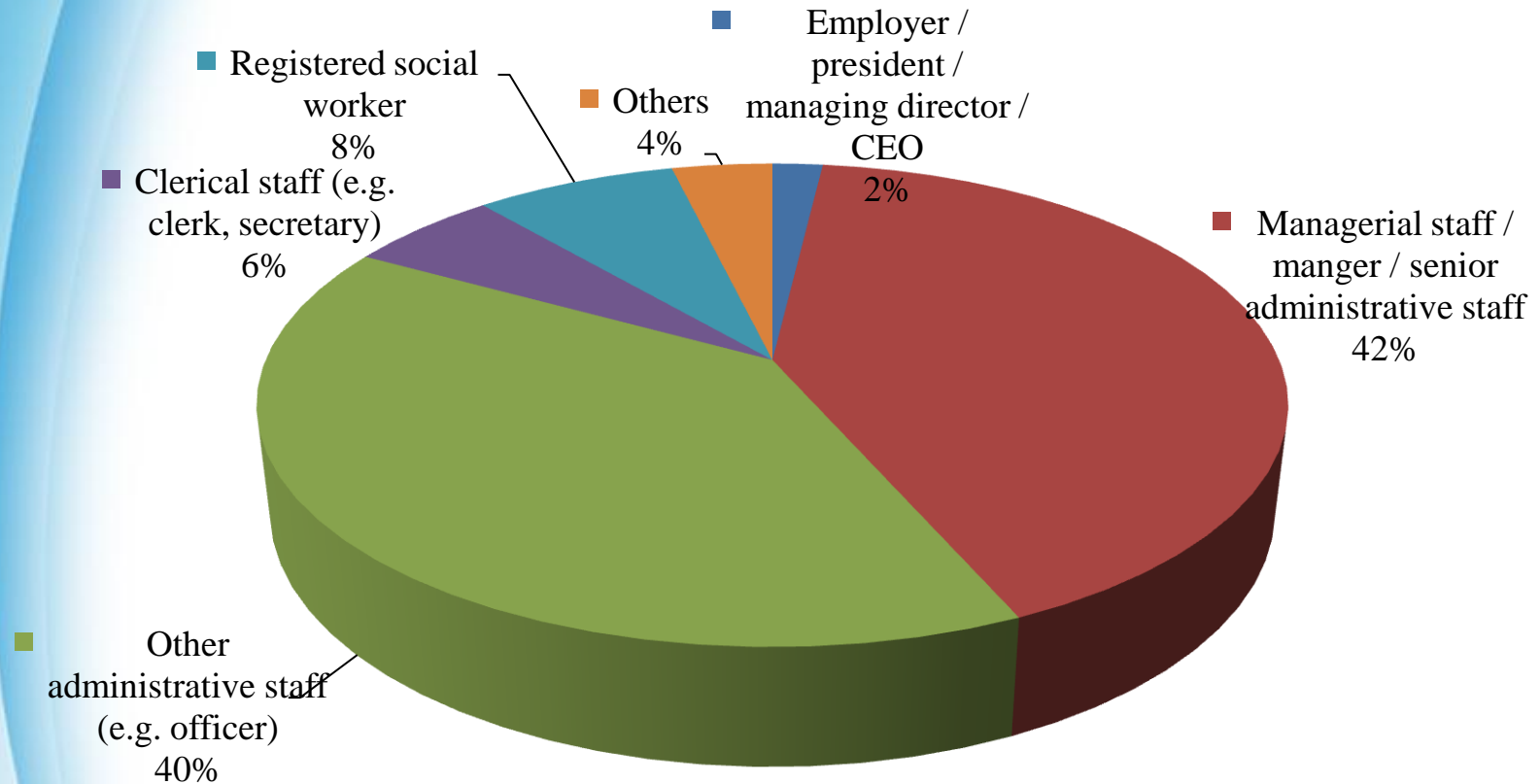


Profile Information of Interviewed NGOs

Number of Staff Responsible for Youth Service



Position of Respondents



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>