

The Little Red Dot @ WWW: A 3 year study of the online Singaporean

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Abstract

In Singapore, Internet service was first made available to the public through an access provider in July 1994. By June 2000, there were 1.8 million Internet service subscribers, or an Internet penetration rate of 54.2%. Ang and Loh (1996) suggested that the level of literacy in Singapore may have contributed to the expansion of Internet usage in Singapore. With the fast growth of the Internet in Singapore, the government recognized the need of developing the Internet infrastructure. As noted by Chia, Liang, & Bu (1998), the development of “an efficient, innovative and modern information infrastructure is vital to Singapore’s position as business hub. According to the latest 'Annual Survey on Infocomm Usage in Households and By Individuals for 2005' (IDA, 2006), two in three households now have access to the Internet.

This study investigates the online patterns of Singaporeans, using secondary data analysis. Based on the findings, Singaporeans are spending more time on the Internet. Internet usage is more prevalent among the young, the highly educated and those with higher income. The level of education is an important factor that affects Internet use. Those who have higher education are likely to use the Internet more. The popular Internet activities that Singaporeans engage in are the sending and receiving of emails, and the seeking of information online, both for work/school and personal reasons. Generally, people spend more time on the Internet and on Internet activities if they have positive attitudes towards the Internet.

References

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