



# The Influence of Information and Communication Technologies on Youth Development in the Philippines

By:

Jenivie Anne R. Ramirez-Salmo  
National Youth Commission (NYC)

[www.youth.net.ph](http://www.youth.net.ph)

**National  
Youth  
Commission**

# Youth Population(15-30 years old)

	2000 Census	2005 Projected
<b>Male</b>	11,269, 953	12.72 M
<b>Female</b>	11,211,456	12.68 M
<b>Total</b>	<b>22,480,409</b>	<b>25.4 M</b>

- Accounts for around 1/3 of the total population

# The Medium-Term Youth Development Plan (MTYDP) 2005-2010 or the national framework for youth development

## Dominant issues:

- Health risk behaviors
- Education
- Employment

# Media

## Old

**traditional print**

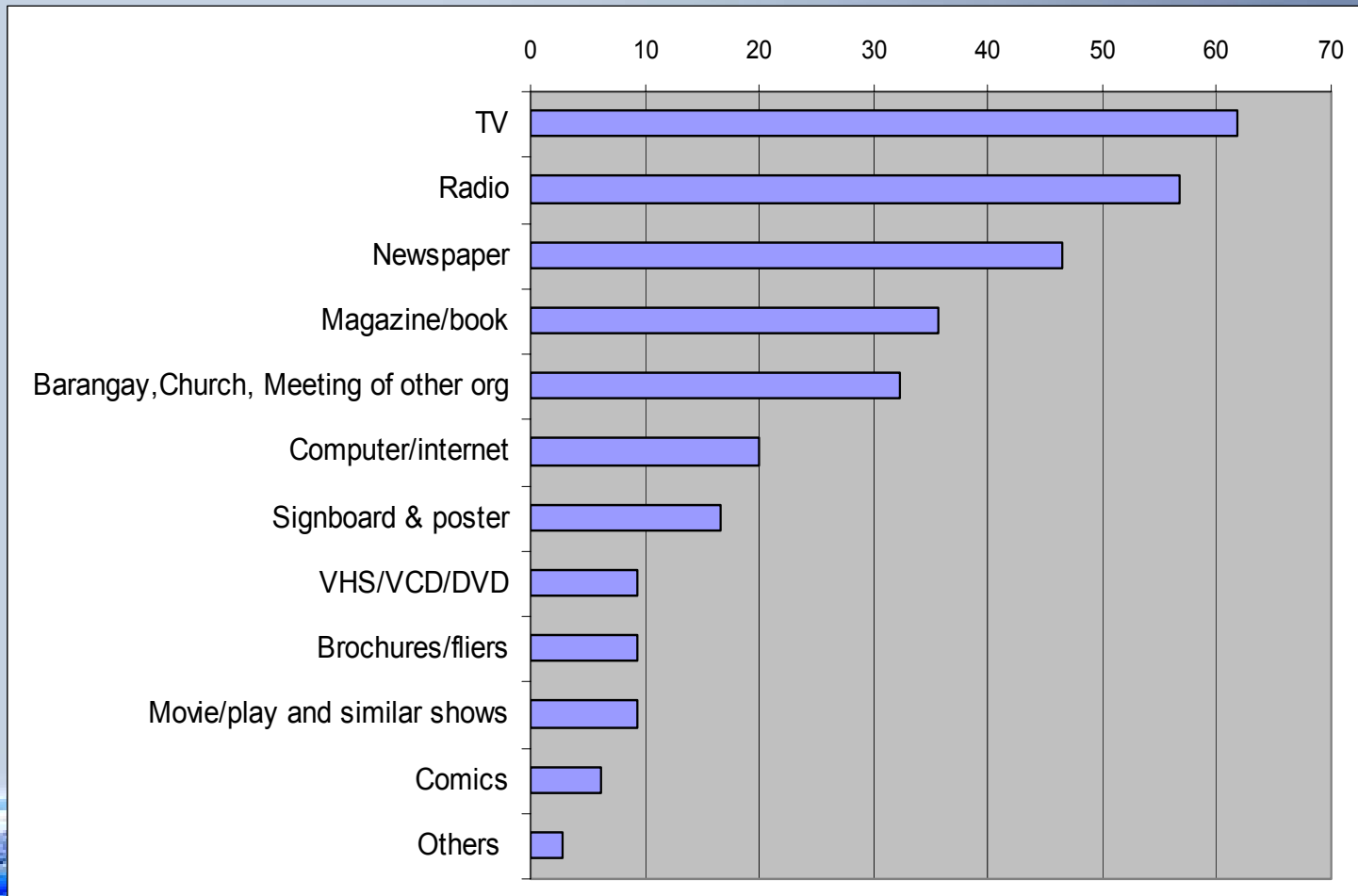
**(i.e. newspapers and magazines)**

**broadcast (i.e. radio and television).**

## New

**Internet, cable TV and satellite TV etc.**

- **Specific Forms of Mass Media that Provide Knowledge and Information: Philippines**



# Media Preferences

**TV - 10-14 hrs**

**Radio - 8-10 hrs**

**Internet - chat, e-mail, & web surfing**

**“Texting” - \$ 2 / week**

**Interactive video games - Flyff, Khann  
& Ragnarok**

## Mobile Phone

**40 million mobile subscribers**

## Internet

**March 30, 1994 – 1<sup>st</sup> known use of the Internet in the Philippines**

- **Internet use increased to more than 700% from 2000 to 2003**

# Profile

**15-30 years old - 70% internet users**

**58% -female**

**42% - male**

**87% college level**



- **Mobile Phone**

**P4,000 – \$80**

**15% use post paid and 85% prepaid**

**Internet**

• **78% use prepaid dial-up cards, 17% use postpaid dial-up and 5% are on broadband.**

• ***Digital divide* –the upper and middle class account for almost two out of three users.**

**Rural areas have less access to the internet because of the lack of available telephone lines.**

**Mindanao has the lowest number of users, but Internet access in the island is fast increasing.**

**Most private high schools have internet access; most public high schools do not.**

# **Youth Culture**

## **Connectivity –driven**

**sexual information to intimate relation  
educational information to anime icons  
state or arts product to business  
Fashion – dress style,hairstyle, and music**

**“Cyberspace allows young people to  
experiment with their own identity and re-  
invent existing ones”.**

**ICT empower the youth**



- **Leisure Activities**

- **Sports**

- **Reading, dancing, music and watching movies**

- **Texting**

- **Internet**

- **Video games**

# Socialization

**Meet new friends**

**Keep in touch with family members**

**+Makes one busy, helps one relax,  
improve inter-personal skills &  
seek advise**

**- Physical isolation**

- **Education**

***“ Strong Republic School Distance Learning System”***

**E – learning**

**Primary education**

**promote quality education and access to basic education**

**Higher education**

**Upgrade knowledge and skills – own time and own learning environment**



## **Employment**

**Call centers – seen by most youth as an ideal work environment**

## **Family Relation**

**Monitor their kids**

**Access information – school activities, family affairs**

# **Harnessing of ICT for positive youth development**

- **Tool to explore and construct their identities**
- **Improves inter-personal skills**
- **Provides alternative sources of information, entertainment and communication tool**

## **Education:**

**Allows interactivity between the lesson and the learner**



# **Risks, Addictions and Concerns Facing Youth**

- **Vicarious substitute for rebellious acts that are not physically damaging (cybersex, violent games, hacking, plagiarism)**
- **Creation of a homogenous youth culture**
- **Psychos in the chatrooms**
- **Negative image of Filipinas online**
- **Porn, trafficking, and prostitution of minors and youth in the web**

# Strategies to Address Issues and Challenges

## World Program of Action

## Medium –Term Philippine Development Plan

***“We will build the physical infrastructure that will connect our regions and islands electronically. Public payphones will be put in clusters of barangays, and telecenters in all municipalities. Broadband services which involve faster and more sophisticated data transmission – will be provided in cities, growth centers and other priority areas”.***

***‘We will create the legal and policy environment needed to promote ICT development and usage thru passage of a law that will allow the interconnection of different modes of telecommunications for faster, wider and more affordable public access to ICT and the Internet.’***

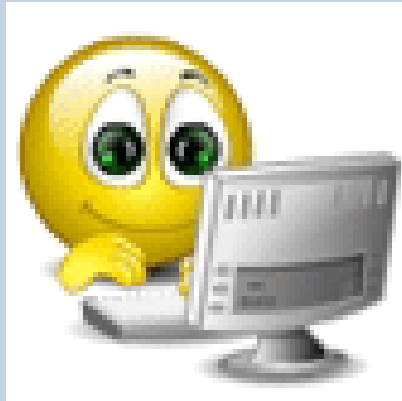
***“We must develop the knowledge base .... This means providing broader access to education about ICT itself, and using ICT to upgrade education as a whole at all level.”***

# Strategies to Address Issues and Challenges

- **Promotion of access to the internet a major challenge and development thrust**
- **Enhancements to the digital infrastructure nationwide a priority of the Medium Term Philippine Development Plan (MTPDP)**
- **Strengthen small and medium IT enterprises specializing in software and web development**

## **Future Challenges and Conclusion**

- **The youth in ICT are both beneficiaries and user/developer of technology**
- **Development of more policies for youth protection and promotion of cyber wellness**
- **Formulation of community-based, youth-friendly programs that address youth risks**



THANK YOU!