

WORLD INTERNET PROJECT NEW ZEALAND

Participant Information Sheet

The first World Internet Project New Zealand (WIPNZ) survey was conducted in September-October 2007 by Phoenix Research. The second survey was conducted in July-August 2009, also by Phoenix Research. Each survey questioned a large sample of New Zealanders about their usage of and attitudes towards the internet.

This New Zealand survey contributes to the World Internet Project (WIP), an international collaborative project looking at the social, political and economic impact of the Internet and other new technologies. It gathers longitudinal information on the way people use the Internet and the effect it has on their lives. Project partners conduct questionnaire surveys every one or two years in their country. The WIP New Zealand survey contains questions common to all international WIP partners as well as a set designed specifically for New Zealand.

Through the World Internet Project, it is possible to monitor the developments and trends in Internet usage both locally and internationally.

It is intended that the WIPNZ findings will provide the nation with information that assists in decision making and raise the standard of planning and debate in government policy and business planning in New Zealand.

In addition to the main surveys, ICDC has established the Internet and Society Panel study, which aims to explore particular issues emerging from the main survey in more depth. If you would like to be part of this study, please contact the Project Co-ordinator Nigel Smith at nvsmith@aut.ac.nz, or on 921 9999 extn. 6512.

The World Internet Project New Zealand 2007 and 2009 Surveys were funded under the New Zealand Government's Digital Strategy through the National Library of New Zealand. It received additional funding from the non-profit organisation InternetNZ, which advocates for improved Internet access for New Zealanders.

For survey results and further information on the World Internet Project, please visit our website at www.wipnz.aut.ac.nz.