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2015
The Internet in Greece

World Internet Project
Final Report

NATIONAL CENTRE FOR SOCIAL RESEARCH

2015

The Internet in Greece

FINAL REPORT

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EXECUTIVE SUMMARY

Usage

Internet use in Greece is relatively high. Nearly 60% of the population aged 15 and over report themselves as internet users. More than three quarters of non-users state that the main reasons for not using the internet are lack of technical knowledge and lack of interest. Almost all internet users connect to internet at home, while more than two thirds of employed users connect to the internet at work and two thirds of students use the internet at school. Half of the internet users report using the internet at other locations as well, while only one third of them use the internet on the move, using portable devices. Computers are the most widely used devices to connect to the internet, while phones are used by two thirds of the users. Tablets and e-readers are less popular as they are used by less than half of the user population.

Digital Divides

A divide in internet use is noticed between urban and rural areas, as urban residents use the internet significantly more than rural residents. A smaller but visible division is found between genders as men connect to the internet more than women. Age seems to be negatively associated with internet use, while education and income exhibit a positive, almost linear, association. Internet use among students is almost universal, while employed and unemployed respondents also exhibit remarkably high usage percentages. On the contrary, internet use among retired people and housewives/ househusbands is significantly low with one fourth and one third of the respondents, respectively, identifying themselves as internet users. Also, households with children exhibit higher internet use percentages, compared to households where no children below 18 years are present.

Information and Entertainment Sources

The vast majority of internet users consider the internet as an important or very important source of information. Similarly, more than two thirds of the respondents reported that they rely on interpersonal sources for information, while less than half of the respondents consider traditional media sources (television, radio and newspapers) as important or very important for acquiring information. The internet also seems to be the most important source of entertainment for most of the respondents, however, television and radio are also considered

important or very important by more than half of WIP's participants.

Online activities

Communication

Electronic mail and instant messaging are by far the most common online communication activities. Phone calls over the internet, as well as posting and reposting content in social networking websites are also quite popular. However, most users report that they rarely post their own original content online or messages and comments on discussion boards and forums.

Information

Internet use for obtaining various kinds of information, involves mostly reading news online. Additionally, reading blogs and looking for product and health information is very common, as is comparing product prices, which happens at least once a month or more often for nearly two thirds of the respondents. On the contrary, turning to the internet for jobs and travel information are not very popular activities among Greek internet users.

Transactions

Overall, using the internet for online transactions is very rare among Greek internet users. The majority of the respondents report that they use the internet less than once a month in order to make online purchases or online sales, book travel reservations, pay bills or use online banking services. Also, nearly all the respondents said that they never make online investments.

Entertainment

On the contrary, internet activities for entertainment are very popular among Greek users, with web browsing and visiting social networking websites being the most common activities. Music and video downloading are also very popular activities, followed by looking for humorous content, playing online games and listening to online radio. Online gambling, visiting religious websites and visiting websites with sexual content are less common.

Learning activities

As far as online learning activities are concerned, Greek internet users frequently turn to the internet in order to look up a word or check a fact. Also, an overwhelming majority of the interviewed students report using the internet in order to complete school-related work, while participation to online academic or professional training courses is very rare.

Internet dependency

Overall, Greek internet users express moderate dependence on the internet as they place themselves marginally

over the middle in a scale showing how much they would be affected if their internet access expired. Young and highly educated people, as well as people with the highest income, exhibit the highest dependence on the internet.

Internet reliability

Greek users are uncertain regarding the reliability of information on the internet, as the vast majority assumes a neutral or moderate position on that question. Very few respondents are certain that all online information is either reliable or unreliable.

Online victimization is low or of minor significance among Greek users. Phenomena of abusive messages and online harassment are rare, as are cases of credit card fraud, banking fraud and online purchases fraud. Accidentally arriving to pornographic content is more frequent, as is receiving computer viruses.

Privacy online

Privacy violations over the internet are very uncommon among Greek users and, when they occur, they are usually of minor importance. Although most respondents state that they have nothing to hide, the majority reports that they are actively protecting their privacy online, expressing concerns about privacy violations by corporations, and less so by the government.

Political efficacy

The respondents expressed mixed attitudes towards internet-related political efficacy. Although most respondents believe that using the internet helps them to better understand politics, the majority of them do not expect that using the internet will increase their ability to affect government decisions or that public officials will be more interested in their opinions. Overall, WIP participants in Greece are divided on whether or not internet use will increase their political power.

Freedom of expression

Greek internet users have similar mixed attitudes towards matters related to self-reported political expression online. Additionally, most users report that they feel comfortable in expressing their political opinions, and recognize people's right to criticize the government and express even extreme opinions online. However, the majority of them believes that it is not safe to express their political opinions online and would agree if the government was to impose more regulations on the internet.

INTRODUCTION

About Greece and Greek ICT infrastructure

Greece is situated in the Southern tip of the Balkan Peninsula, in a strategic location at the crossroads of Europe, Asia and Africa, a country combining towering mountains of the mainland and an archipelago of about 2,000 islands. Greece has been the 10th member that joined the EC in 1981 and the 12th member of the European Economic and Monetary Union, the "Eurozone", in 2001. It is a founding member of the United Nations as well as member in numerous other international organizations such as the Council of Europe, NATO, OECD, OSCE, WTO.

The population almost reaches the number of 11.000.000 comprising of about 92% Greek citizens, while more than 20.000.000 tourists visit the country per year. More than 3 million people live in the capital city Athens with the urban population amounting as much as 78% of the total population. The Greeks enjoy a high level of literacy (98% of the total population) and exhibit high rates of tertiary education. Be noted that Greece is religiously homogenous (98% Greek Orthodox).

According to World Bank's indicators (2014), Greece has a GDP 235.6 billion dollars, a 0,7% GDP growth , an inflation -1,3% , a declining GNI per capita of $22.680 (2010). GDP is composed by 82.8% services, 13.3% industry and 3.9% agriculture (2015), while tourism provides 18% of GDP lying mostly within the services sector share. Notably, Greece is one of the world's largest shipping powers, a top tourist destination and the public sector accounts for about 40% of its GDP.

Following global financial crisis in 2009 and under special circumstances Greece lost its credit rating and since 2010 has been engaged in three bailout agreements, which allowed it to cover significant debt payments to its Eurozone governments and International Monetary Fund creditors and ensure the banking sector retained access to emergency liquidity, but having contracted its economy by 26% due to the accompanying restrictive measures imposed to income, spending and cash flow. This serious crisis that Greek economy has gone through the last six years has severely negatively affected growth rate, yet recovery is being expected ahead. According to OECD indicators (2015), the per capita GDP is 26.795 US dollars, the government debt 179.8% and the household debt 115.0% of a disposable income. The tax burden in Greece shows an increase of 1.5 percentage points from 34.4% to 35.9% in 2014.

Despite the recession, Greek skilled workforce in combination with development of ICT initiatives infrastructures (Research & Development centers, clusters, incubators etc.) shape a dynamic sector of economy and an increasingly developing digital environment. Greece, motivated by the fact that had undertaken the Olympic Games in (2004) and taking up opportunities offered by the Information Society

within the framework of European Operational Program for IS (3rd Community Structural Fund), achieved to acquire adequate ICT infrastructure and meet the digitalization demand of Greek public and private sector. Modern telecommunication networks reach all areas and a plethora of broadcasting media is offered to the audiences. The internet use is widespread within Greece use and is recorded constantly rising pointing nearly 7 million (6.451.326) users - 63.2% Internet penetration- on Dec 31, 2014 according to Internet World Stats.

According to the Hellenic National Telecommunications and Post Commission (HTPC), the development of the total number of domain names over time, for the period 2001-2014, has grown from 50.000 to 430.000. The number of Internet subscribers has been kept rising and approximated 3,156,071 lines (broadband) at the end of 2014 compared to only 174.000 at the end of 2000 (dial-up and broadband). The increase in broadband penetration (2.4 lines per 100 inhabitants) demonstrates a significant progress made regarding Greece's convergence to the rest of Europe, taking into account that the European average at the end of 2014 was 1.3 lines per 100 inhabitants[1].

[1] Source: http://www.eett.gr/opencms/opencms/EETT_EN/Electronic_Communications/Electr_Comms_Market/ (2005- 2014)

The WIP 1st wave in Greece

The World Internet Project in Greece is implemented by the National Centre for Social Research (EKKE), as part of the World Internet Project ("http://www.worldinternetproject.net"), an international ongoing research program launched in 1999 and directed by the Annenberg School Center for the Digital Future at the University of Southern California. The current report includes a presentation of the results of the first wave of the survey which was conducted from the 30th of November to the 30th of December 2015. The report presents the trends of internet use among the Greek population and explores several aspects of the respondents' internet-related behavior.

This report includes descriptive presentations of the results analyses as well as charts including mostly relative frequencies and in some cases variable means. The relative frequencies and means are included in the charts in order to allow the reader to have a clear overview of the exact percentages.

Methodology

The survey comprised 1204 interviews conducted over the phone, with people who were able to express themselves in Greek. The research methodology was designed by the National Centre for Social Research (EKKE) and the phone calls and interviews were conducted by trained interviewers from EKKE's web lab.

Geographical Coverage

The Survey covered all of the thirteen districts of the Hellenic Republic.

Statistical Units

Households with at least one member aged 15+ years old - Individuals aged 15+ years old.

Data Collection Period

30 November – 30 December 2015.

Sampling Method

A random stratified cluster sample design was applied. At the first stage, the digital phone directories of several providers were identified as the sampling frame, which included both landlines and mobile phone numbers. The sampling frame was then stratified into 74 strata by district units. Households were allocated proportionally in each stratum so as to correspond with the Greek population, according to the 2011 Population Census. Afterwards, independent samples were selected by each

stratum using a random calling method.

At the second stage, respondents were selected in each household using age and gender quotas proportionate to the total population according to the Population Census of 2011. In each household only one interview was conducted.

Response Rate

The response rate was 25.6%. Specifically, 17,739 phone calls were made and 1,204 effective interviews were obtained. Refusal by the person who answered the phone accounts for 22.71%. Also, a 40.41% of the randomly assigned numbers did not exist, while in 14.7% of the cases there was no reply on the phone. Further 6% represents phone numbers of businesses and another 5.3% were recorded as busy.

Data Collection Method

Data was collected over the phone on a structured questionnaire. The questionnaire was formulated based on the World Internet Project guidelines and included some additional national questions of theoretical interest. The data was manually introduced in an online platform using RM+ software and were then filtered and transferred to statistical analysis software. Also, the dataset was then weighted according to the 2011 Population Census and to the third trimester 2015 Labor Force Survey. The Labor Force Survey accounts only for private households and is weighed according to the 2011 Population Census and the natural population mobility, including deaths, births and migration flows.

Interviewers

A number of 10 interviewers were employed in the survey; they received a four day training seminar on the research topic and the interview ethical code of conduct and techniques. During the last day of training pilot interviews were conducted. In total, interviewers conducted 1,204 interviews, while they were monitored by 2 supervisors, who also conducted quality control checks on 45% of the sample.

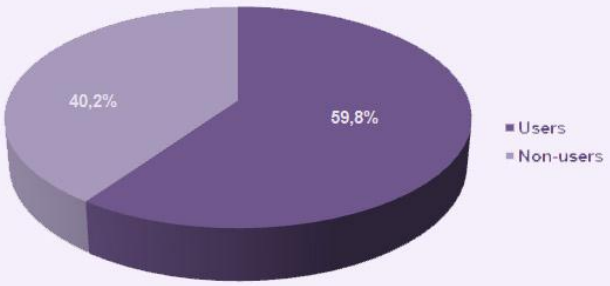

Figure 1.1
Are you currently using the internet?

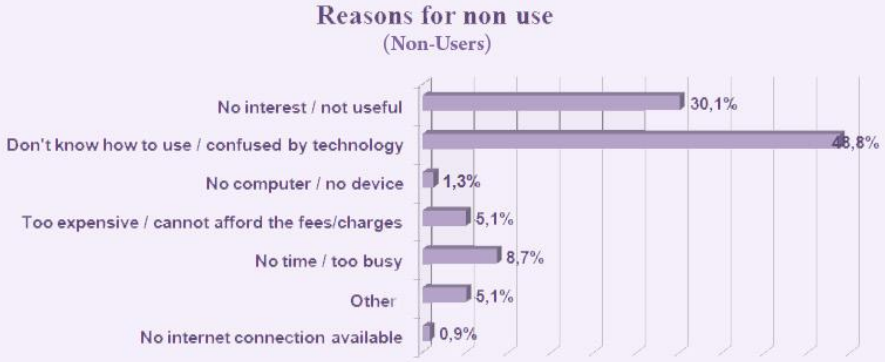

Figure 1.2
Main reason for not using the internet

INTERNET ACCESS AND USE

Internet use

Internet use in Greece is quite widespread as almost 60% of the population identify themselves as internet users[2]. Among the 40.2% (Users: v=720, Non users: v=484) of non-users, 48.8% (v=236) state that the most important reason for not using the internet is lack of technical skills and knowledge. Another 30.1% (v=146) expressed no motivation in using the net (not interested in/ not useful). Around 9% (v=42) claim that they are too busy to spend time online, 5% (v=25) said that they find it too expensive, while another 5%(v=25) suggested other reasons for not using the internet, such as health reasons, fear of technology and not wanting to expose their children to online content. According to our findings, the relatively high percentages of digital illiteracy and the "resisters" and/or excluded" suggest that Greece is an underway information society.

[2] According to the most recent survey on the use of information and communication technologies by households and individuals – 2015, conducted annually by the Hellenic Statistical Authority during the period 01/01/2015-31/03/2015, 66.8% of the Greek population aged 16 -74 uses the Internet. WIP project covers countries population aged 15 and over. By considering only those aged 16-74, the Internet use percentage for WIP increases to 66.2%, a result which fully agrees with the aforementioned provided by the Hellenic Statistical Authority.
Source:
http://www.statistics.gr/documents/20181/51246a10-a5d9-44ae-9186-d17d55a496a0

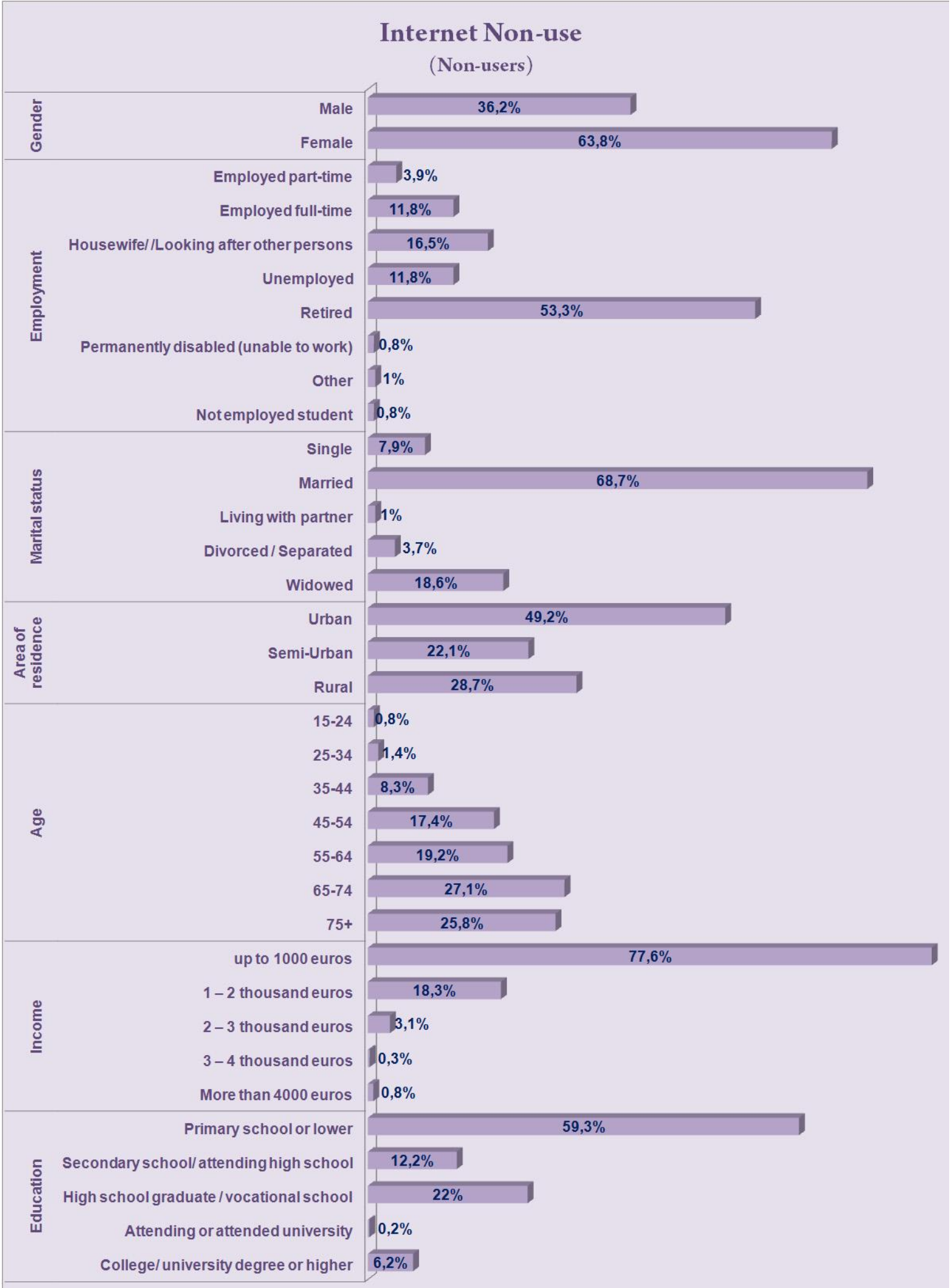

Figure 1.2.1
Demographic characteristics of Internet non-users

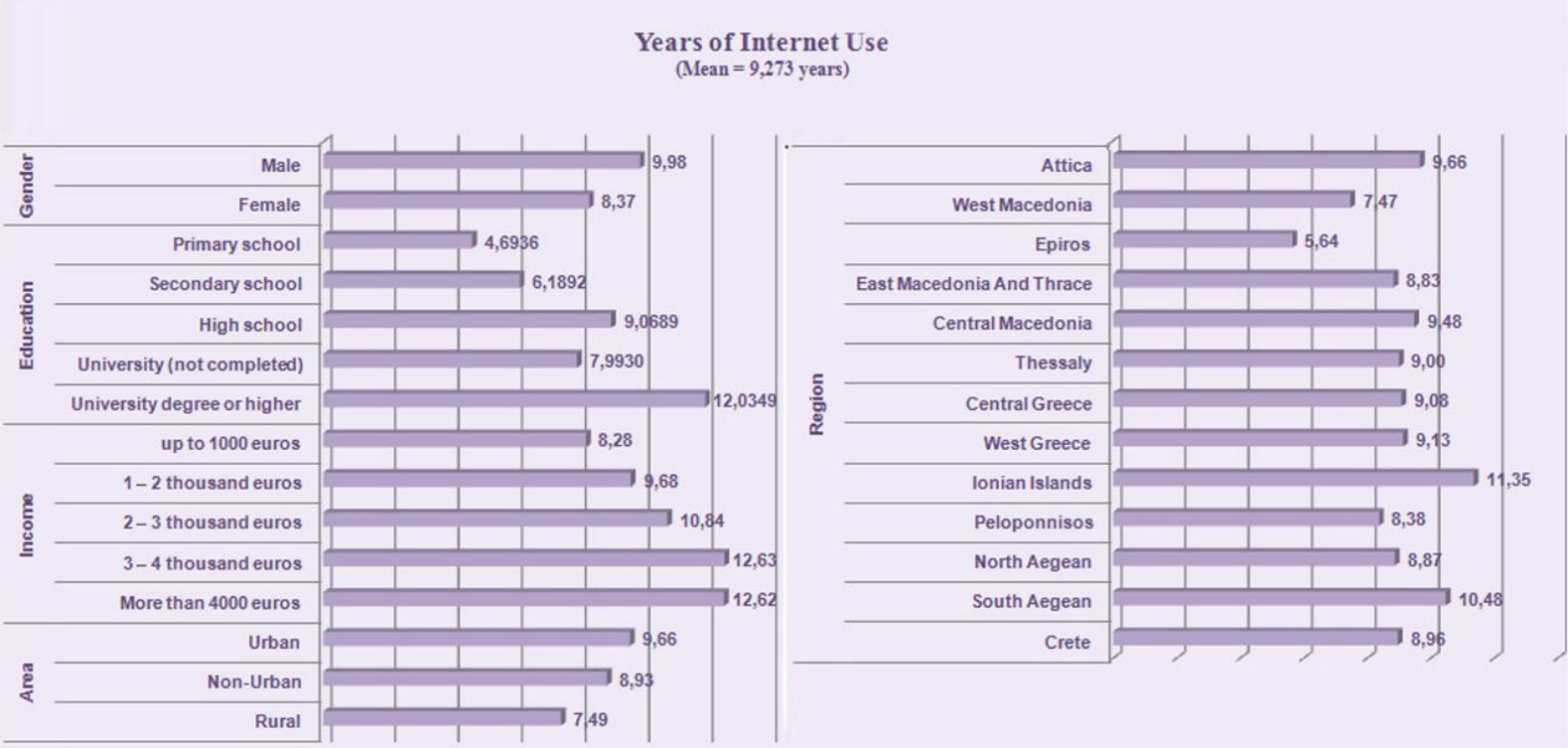

Figure 1.3
How many years have you been using the Internet?

Nevertheless, most Greeks are quite experienced internet users with an average of almost 10 years of experience (Mean= 9.27 years), comparable to countries like Spain (10 years) and Italy (9 years) and higher than China, Chile, Uruguay (7 years) or UK (8 years)[3]. More specifically, only 28.9% of the interviewed internet users have started using the internet during the last five years while 26.4% have more than 10 years of experience of internet use. Findings indicate that on average men begun using the internet almost 2 years earlier than women and residents of urban areas are significantly more experienced than residents of non urban and rural areas. Also, income and education seem to be positively associated with years of internet use as shown in Figure 1.3.

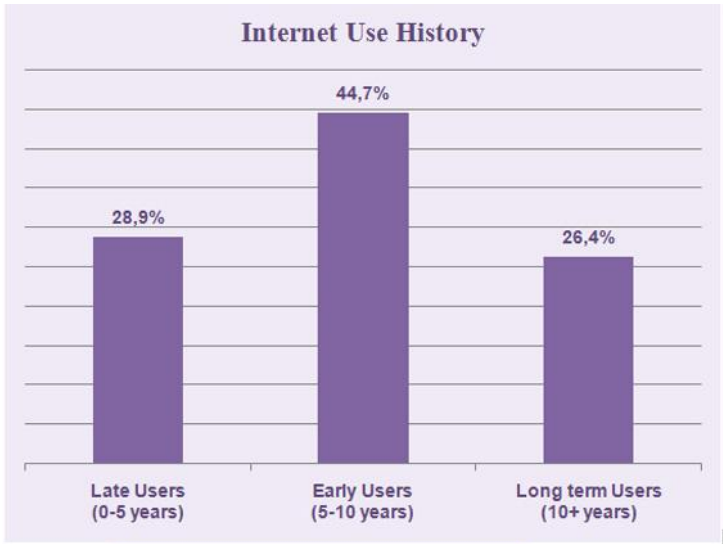

Figure 1.4
How many years have you been using the Internet?

[3] (2016) WIP International report 6th edition

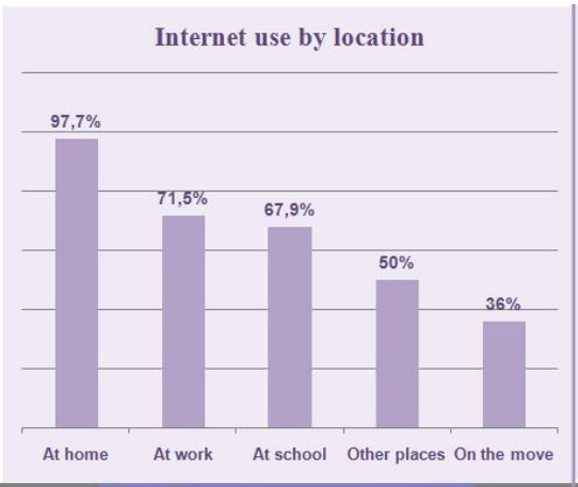

Figure 1.5
On an average day you use the internet ...

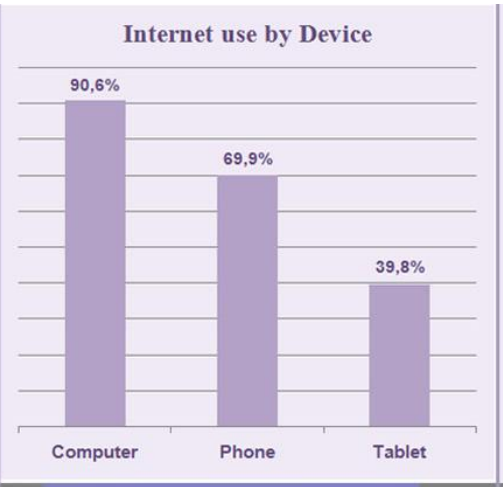

Figure 1.6
What device do you use to connect to the internet?

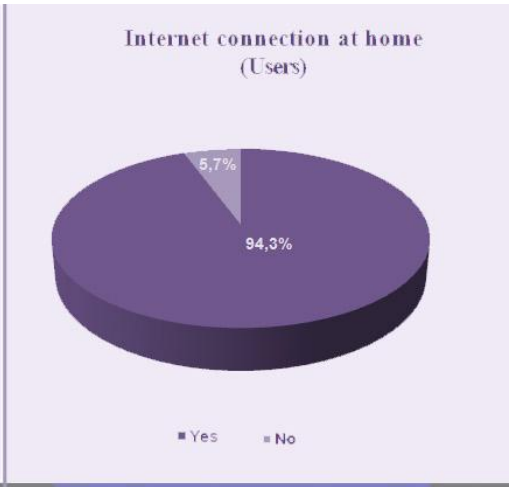

Figure 1.7
Do you have an active Internet connection at home?

Internet Access

Nearly all Greek internet users access the internet at their homes (97.7%). Additionally, 71.5% of those who are employed use the internet from their work environment and two thirds of the students access the internet at various educational venues. Also almost half of the users connect to the internet from other locations as well. Using the internet on the move is not very popular among Greek internet users as slightly over one third of them do so.

Computers are the most common device that Greek internet users use to access the internet, as 90.6% said that they connect to the internet through a personal computer. Almost 70% of the users access the internet via their mobile phones[4] while tablets and e-readers are less popular with only 40% of the users connecting to the internet using these devices. Overall, 48% of the users report that they connect to the internet more frequently via a personal computer, 42% state that mobile phone is their preferred device while only 10% report that they use their tablets more frequently. Nevertheless, it should be noted that a different picture is revealed when experienced and less experienced users are examined separately. More specifically, almost 60% of long term

[4] According to the HTPC, at the end of 2014 the total active mobile subscribers that used data services on Internet amounted to 4,559,958 individuals. (http://www.eett.gr/opencms/export/sites/default/EETT_EN/Journalists/MarketAnalysis/MarketReview/PDFs/2014.pdf).

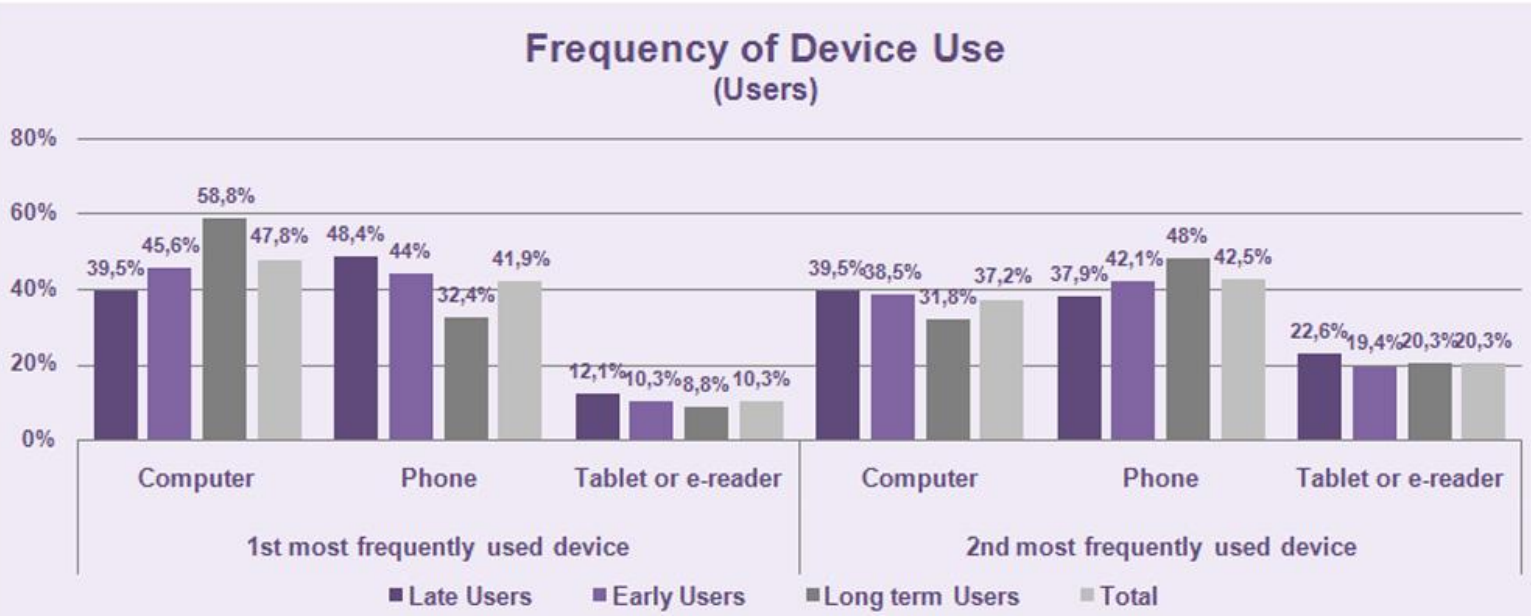

Figure 1.8
Which device do you use more frequently to connect to the internet?

users, with more than ten years of internet use history, report that computers are their primary device for accessing the internet, while less experienced users seem to prefer phones and tablets. In fact, nearly half of the late users, with less than five years of experience, report that their most frequently used device is their mobile phone, while less than 40% prefer their computers. Late users also exhibit the highest percentage reporting tablets as their primary device. On the contrary, early users exhibit more balanced use, in terms of their preferred device, standing in between late and long term users.

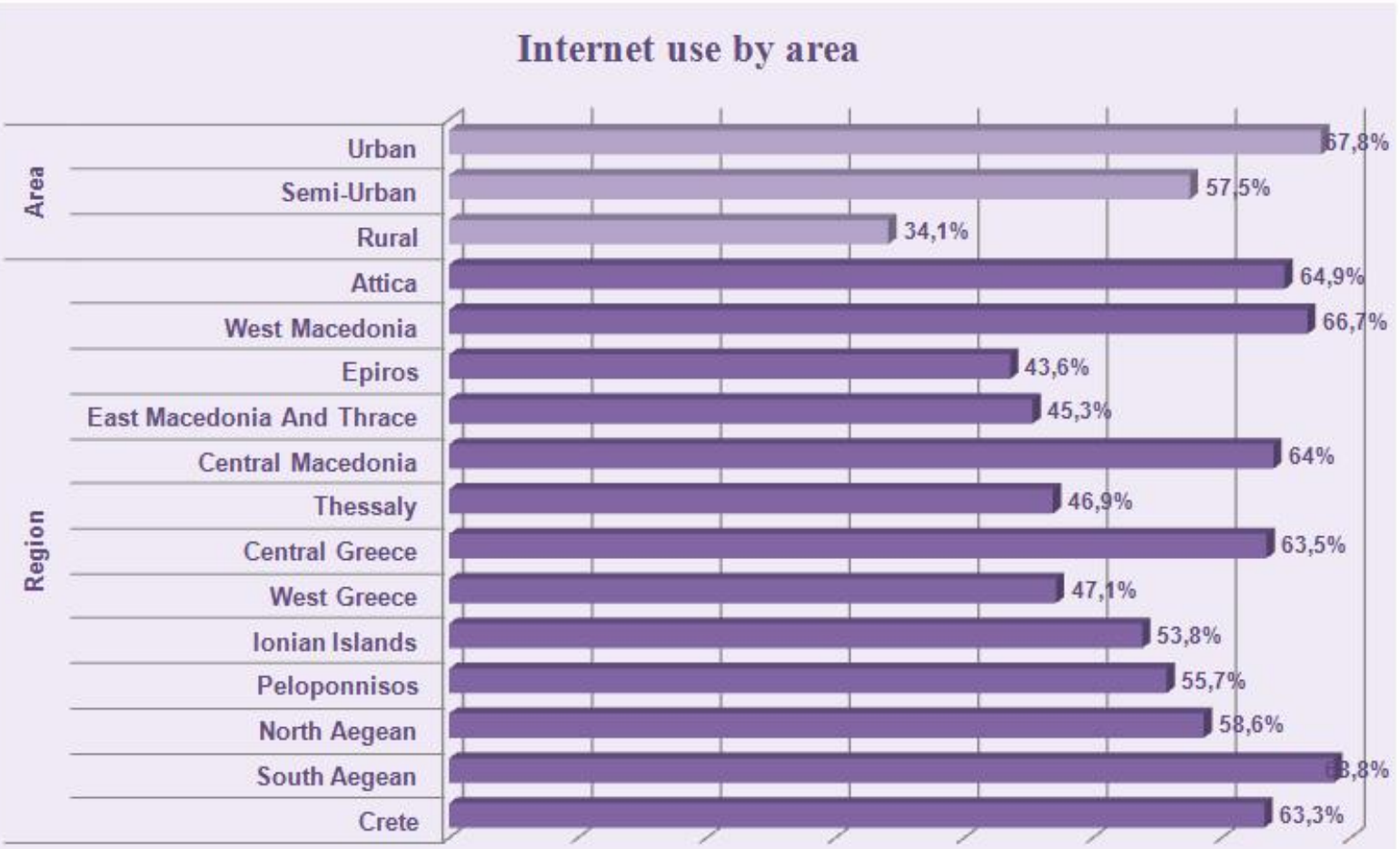

Figure 2.1
Internet use by Area / Region of residence

DIGITAL DIVIDES

Although internet use is quite widespread in most regions of the country, a significant divide is noticed between residents of urban and rural areas, with residents of semi-urban areas standing in between. As shown in Figure 2.1 three quarters of urban residents identify themselves as internet users, while nearly a third of rural residents report using the internet. Thus it seems that proximity of residence to the urban centers is positively associated with internet use. This is apparent by the fact that internet use reaches 64% in Attica and Central Macedonia, where the two major Greek cities are situated, while the lowest percentages of internet use are found in the most rural regions of Epiros, Thessaly, East Macedonia and Thrace, and Western Greece. It should also be noted that the highest internet penetration is found at the south Aegean islands (68.8%), which is one of the most remote areas of the country consisting of Cyclades and Dodecanese islands, two of the most attractive touristic locations in Greece, thus, with a considerable economic activity related to tourist sector.

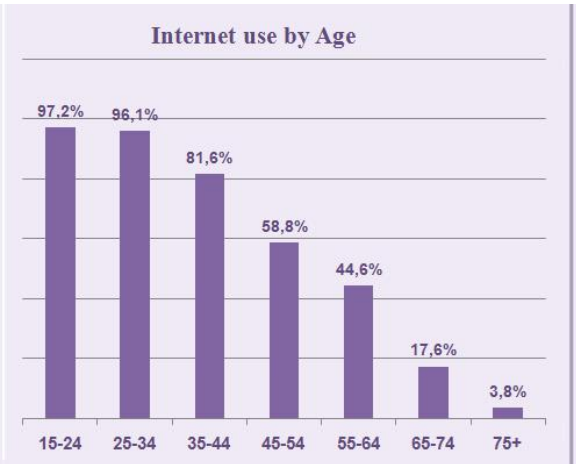

Figure 2.2
Internet use percentages across age groups.

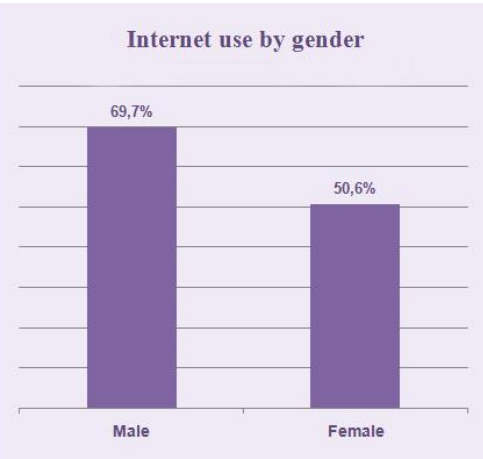

Figure 2.3
Internet use percentages across gender

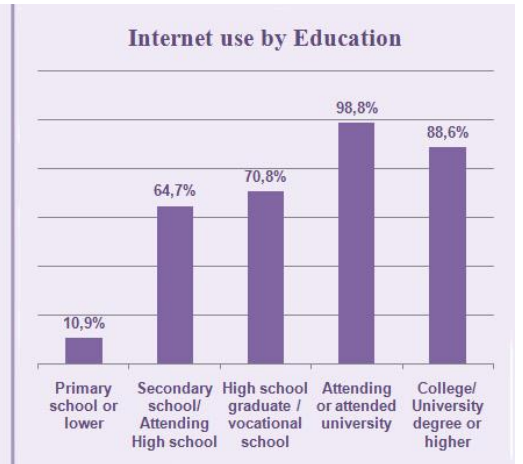

Figure 2.4
Internet use percentages across educational level

A notable divide in internet use, of 19 percentage points, is also detected between genders as men (69.7%) connect to the internet more than women (50.6%).

Internet usage seems to decrease with age, as shown in Figure 2.2. While internet use approximates 100% in the age groups below 35 years, there is a steady decrease in the following age groups that reaches only 3.8% for the eldest 75+ group.

An opposite trend is outlined with regard to the level of educational attainment. As Figure 2.4 clearly shows higher education is associated with higher internet use. The only exception is that university students exhibit higher use percentages than university graduates, but this could be explained by the fact that, for educational purposes, students are required to use the internet more often than graduates.

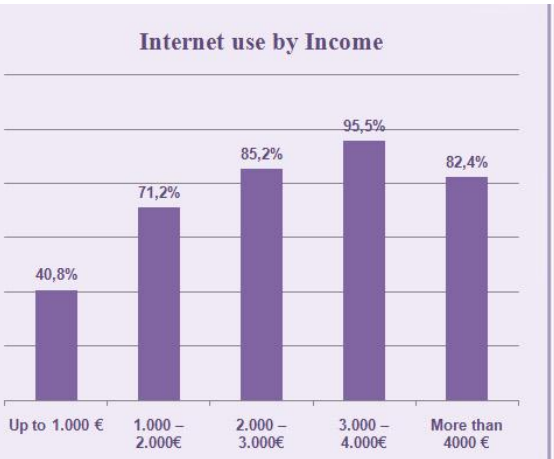

Figure 2.5
Internet use percentages across monthly gross household income

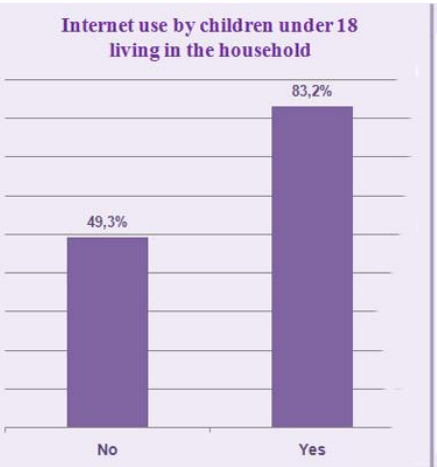

Figure 2.6
Internet use percentages across children in the household

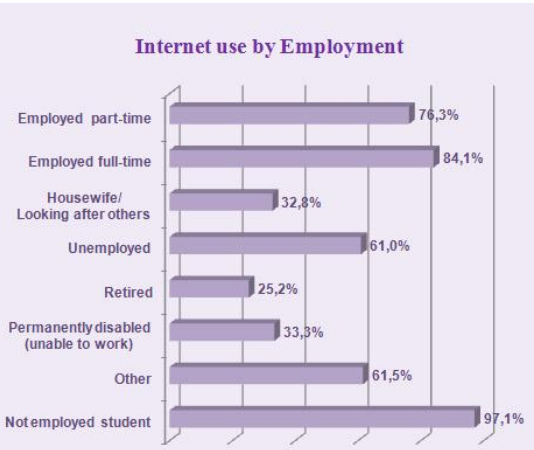

Figure 2.7
Internet use percentages across Employment status

Similarly, a positive association occurs between income and internet use as shown in Figure 2.5. Higher incomes are associated with higher internet use percentages reaching up to 95.5% for incomes from 3,000€ to 4,000€. For the more than 4,000€ income category there is a slight decline in internet use, but this could be explained by the small number of cases in this group.

Also, according to the data, internet use among the not employed students is almost universal, while full-time and part-time employees exhibit high internet usage rates of 84.1% and 76.3% respectively. Internet use among unemployed respondents is also high, reaching to 61%, while the lowest percentages of internet use are found among housewives (32.8%), disabled persons (33.3%) and pensioners (25.2%).

Finally, the presence of children under the age of 18 years seems to positively affect internet use as there is a significant difference of almost 34 percentage points between households where children are present and those that are not.

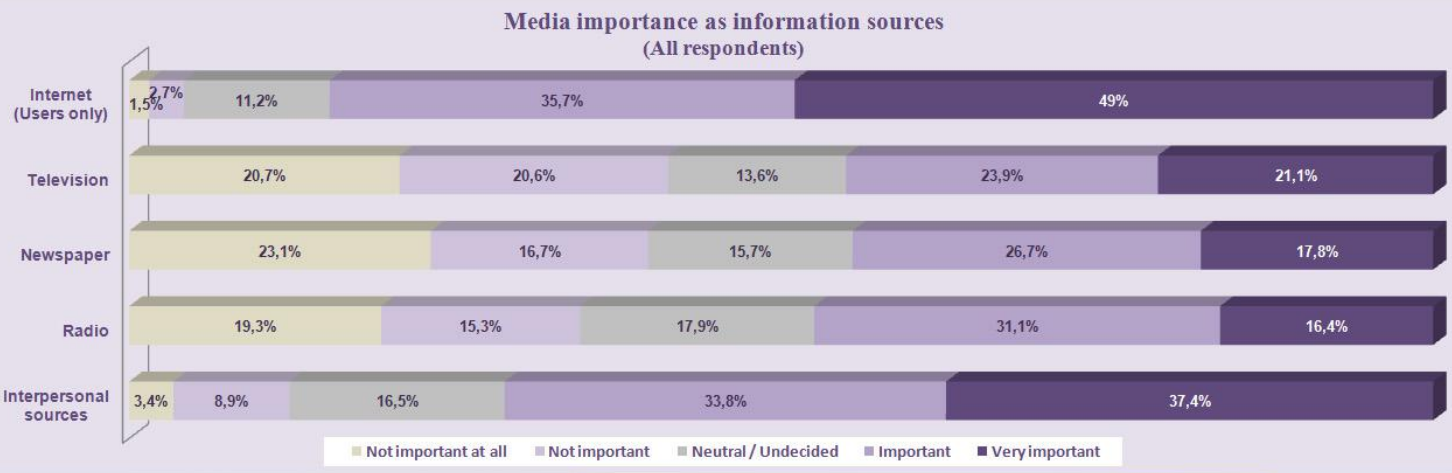

Figure 3.1
How important are the following media sources for acquiring information?

MEDIA IMPORTANCE

Importance as sources of Information

An overwhelming majority of internet users (84.6%) consider the internet as an important or very important source that they rely on for acquiring information. As far as other sources are concerned, interpersonal contacts are the most important source of information for most of the respondents (internet users and non-users alike), as more than two thirds of them consider interpersonal sources as important or very important. It is striking that traditional media sources are considered significantly less important by the majority of the respondents as less than half of them consider newspapers (44.5%), radio (47.5%) and television (45%) as important or very important sources of information. This finding suggests a widespread disappointment and skepticism regarding traditional media trustworthiness, which is also evident by the fact that a great deal of the respondents believes that traditional media are not important sources of information. More specifically, 34.6% of the respondents said that radio is not important or not important at all as a source of information, while 39.8% said so for newspapers. The least trusted source of information is television as 41.4% of the respondents stated that it is not important as a source of information. This finding matches well with previous measurements of the general public in Greece concerning media trustworthiness.

Nevertheless, as Figure 3.2, clearly indicates, a different picture appears if we examine internet users and non-users separately. Apparently, respondents who do not use the internet consider other media sources more important, as it would be expected. An overwhelming difference between users and non-users is found with respect to their attitudes towards television, as 66% of non-users consider television as an important or very important source of information while only 30.9% of internet users rely on television for information.

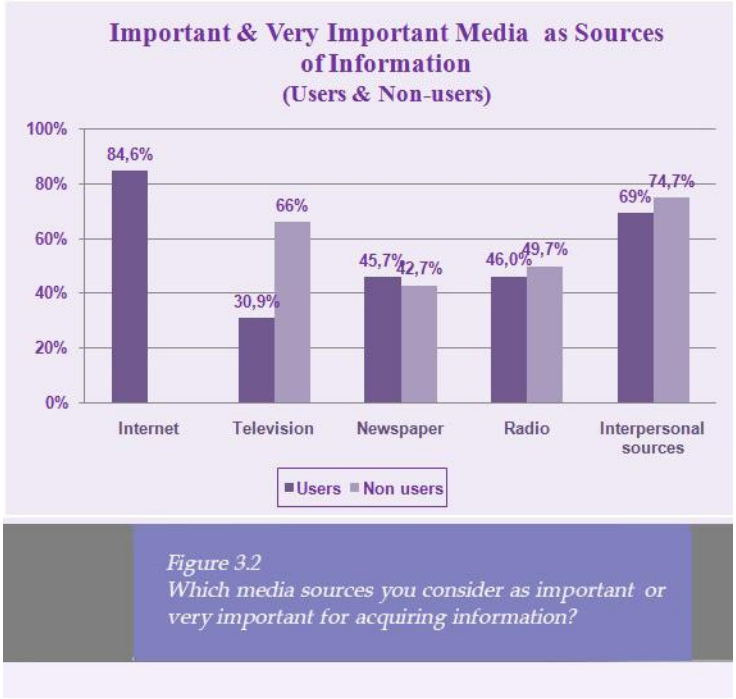

Figure 3.2
Which media sources you consider as important or very important for acquiring information?

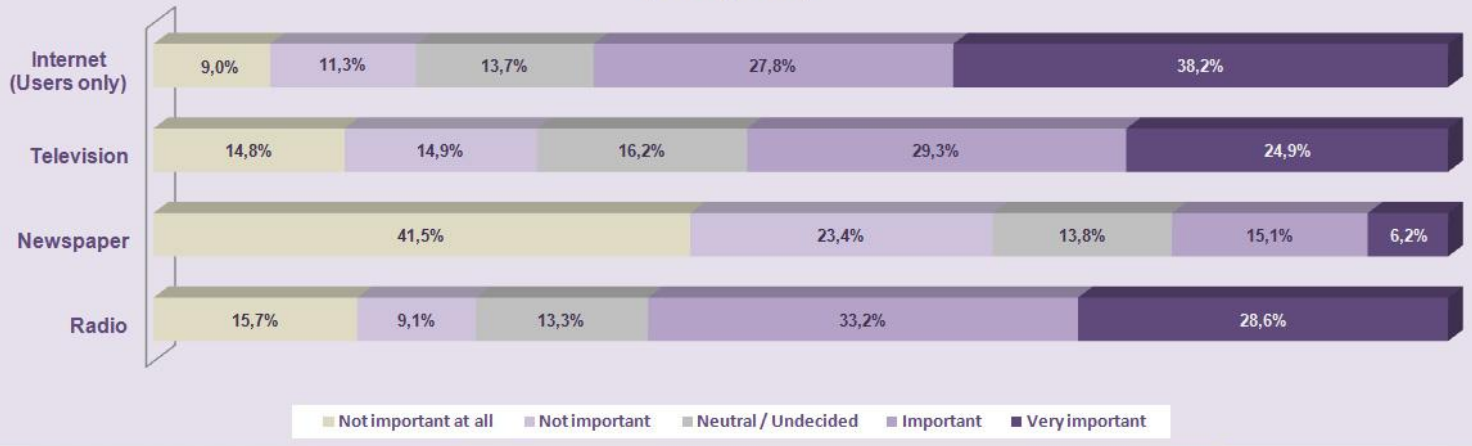

Figure 3.3
How important are the following media sources for your entertainment?

Importance as sources of Entertainment

A similar picture is found regarding the perceived importance of media as sources of entertainment. Overall, the internet is perceived by internet users, as the most important source of entertainment. However the differences from the other media are not as striking as those regarding their perceived importance as sources of information. A separate examination of internet users and non-users reveals again that non-users rely on other media sources more than internet users, while the most significance difference is found with respect to television, as 71.3% of non-users consider television as an important or very important source of entertainment but only 42.6% of internet users consider television as an important entertainment source.

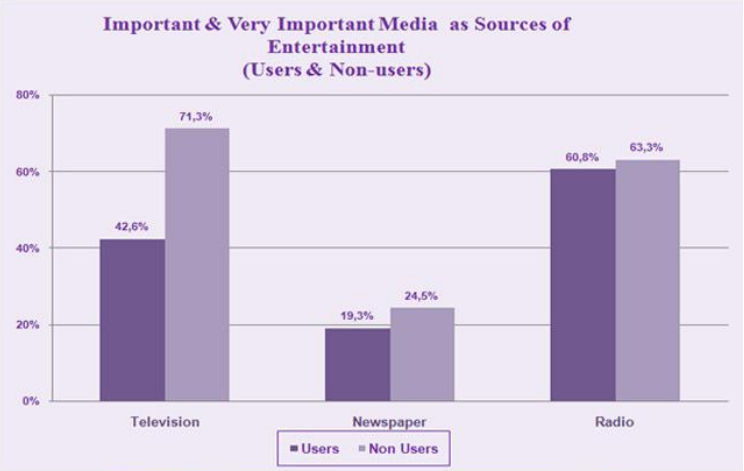

Figure 3.4
Which media sources you consider as important or very important for your entertainment?

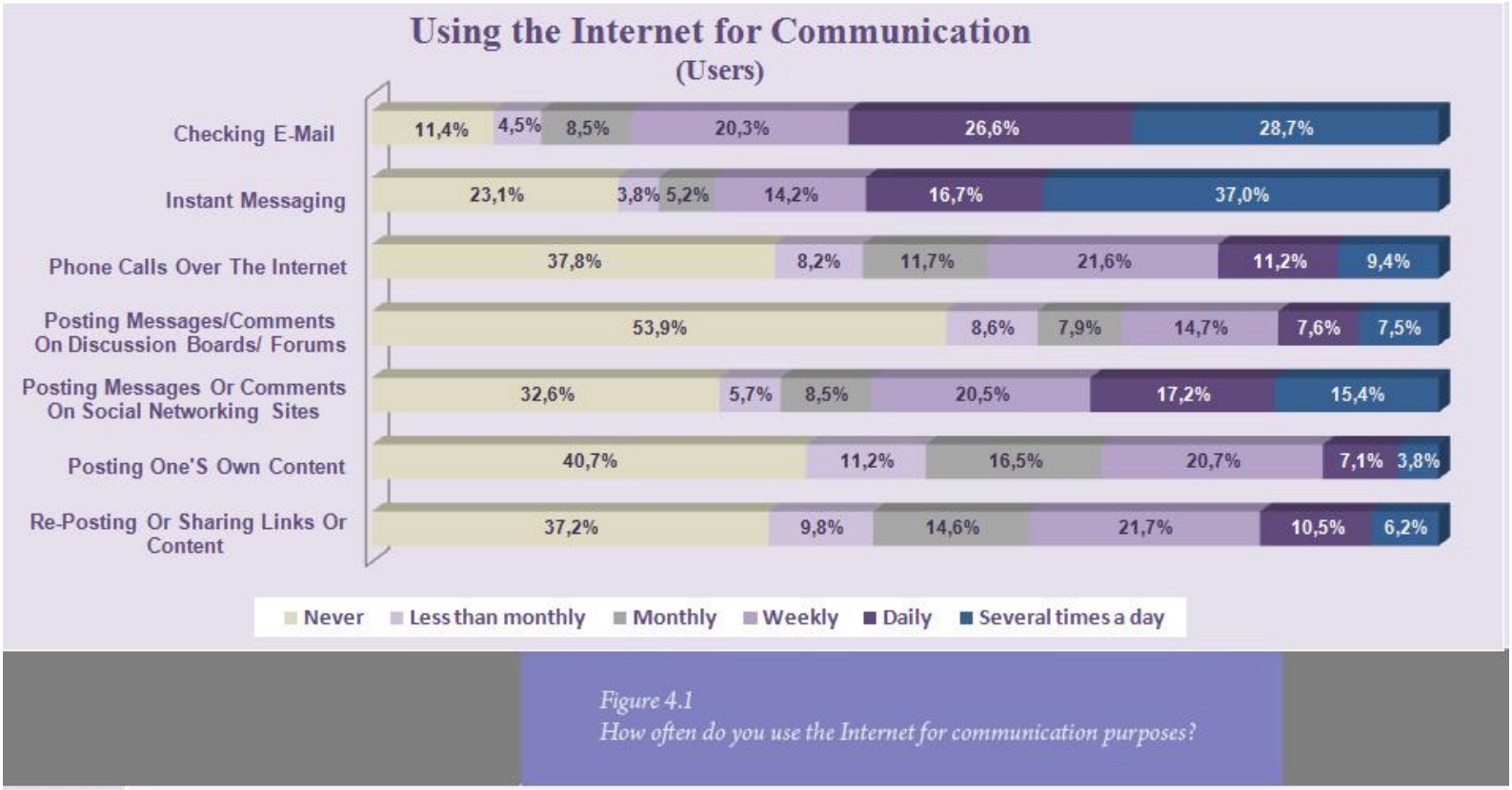

Figure 4.1
How often do you use the Internet for communication purposes?

INTERNET USES

Communication

Internet uses for communication purposes are very common among Greek users. As it is commonly found in most countries participating in the WIP, the most popular activity is electronic mail, with 55.3% of the user population checking their emails at least once a day. Similarly, instant messaging is also very popular in Greece, as 53.7% of users exchange messages on a daily basis, which is higher than most WIP countries included in the 2016 WIP International Report as only six (Lebanon, Spain, Bahrain, China Tunisia, Saudi Arabia) report higher percentages of instant messaging use[5] Other usual online activities involve phone calls over the internet, as well as activities on social networking websites, such as posting messages or comments and sharing/ reposting content.

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5 (2016) WIP International report 6th edition. According to other sources, 32% of the Greek population over 18 years (i.e. 2.851.000 individuals) have an account in social media which are trusted as much as 35%. See Greek Social Issues 12-2016: «Social Media», Public Issue, March 2016 http://www.publicissue.gr/12728/soc-media-2016/

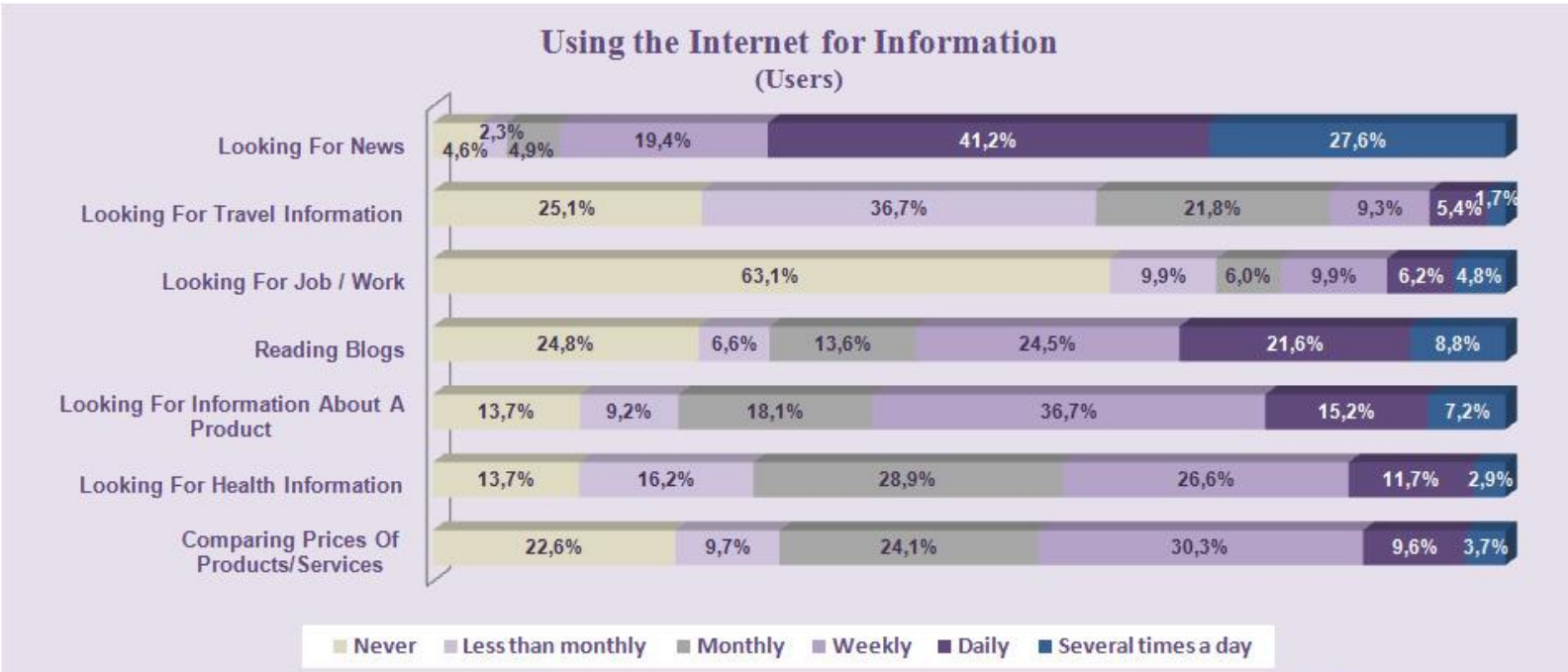


Figure 4.2
How often do you use the Internet for acquiring information?

Information

Internet uses for obtaining various kinds are information involve mostly searching for news; 68.7% turn to the internet for news consumption every day, which is higher than all the countries participating in the 2016 WIP International report (China ranks second with 66%)[6]. Less popular, but still very prevalent on a weekly basis is reading blogs, which places Greece in a small group of countries (Uruguay, Saudi Arabia, United Arab Emirates, Tunisia, Lebanon, Jordan) that report more than 50% of the users reading blogs on a weekly basis. Looking for employment opportunities as well as for travel information are the least popular internet uses for acquiring information.

[6] The likelihood is that this is due to the limited credibility of other news media among the Greek public (see later in this report).

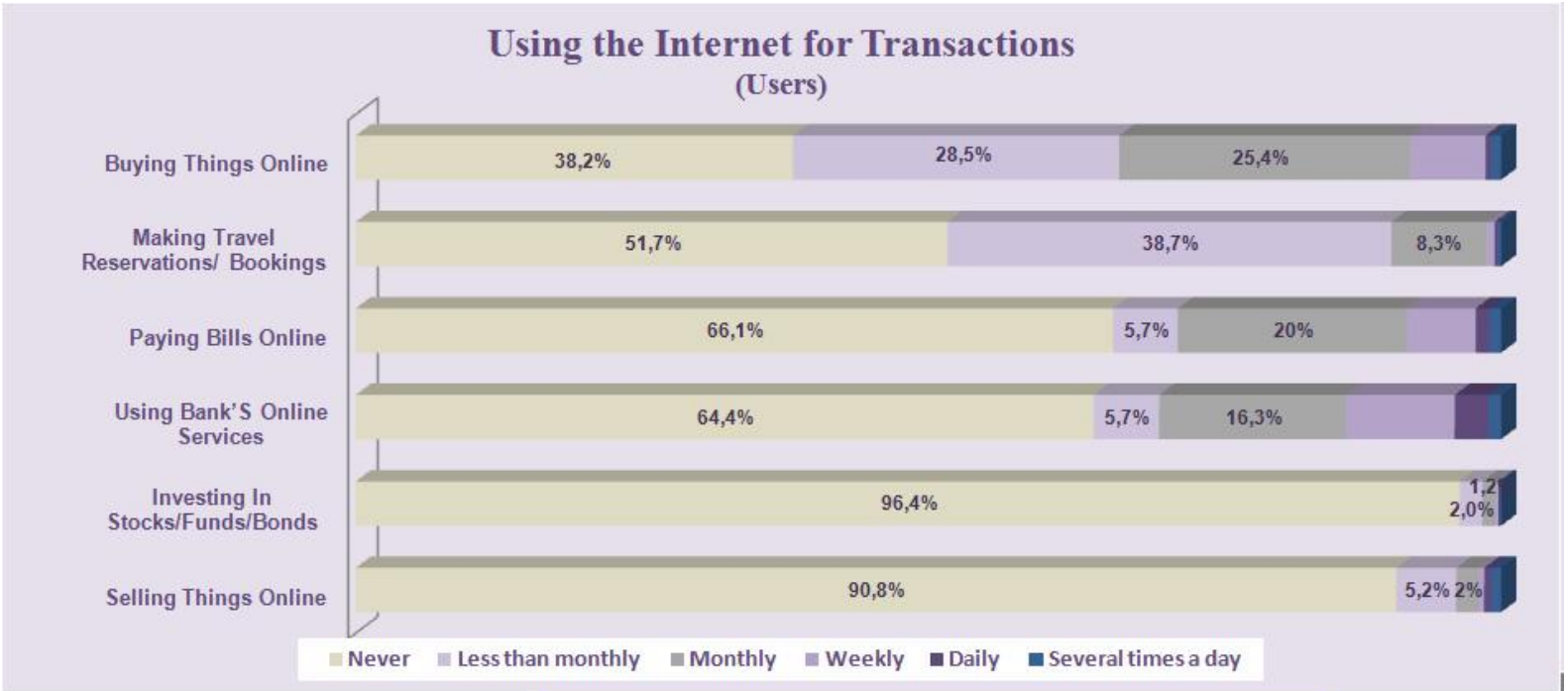


Figure 4.3
How often do you use the Internet for making transactions?

Online Transactions

Internet use for transactions is very rare among Greek internet users, and is mostly limited to buying products on a nearly monthly basis. In fact, 33% of internet users report buying things online at least once a month, which is relatively high, considering that in only ten other WIP countries report that one third of the users go online to make purchases at least once a month. Other types of transactions such as paying bills online or using internet banking services are not very developed in Greece. Despite the imposed capital controls at summer 2015, a factor that normally leads people to e-banking, nearly a third of users report utilizing these services, which are used by the majority of internet users in several other WIP countries. More than 90% of the respondents said that they never use the internet in order to sell things, or to make online investments, which is very common for most WIP countries.

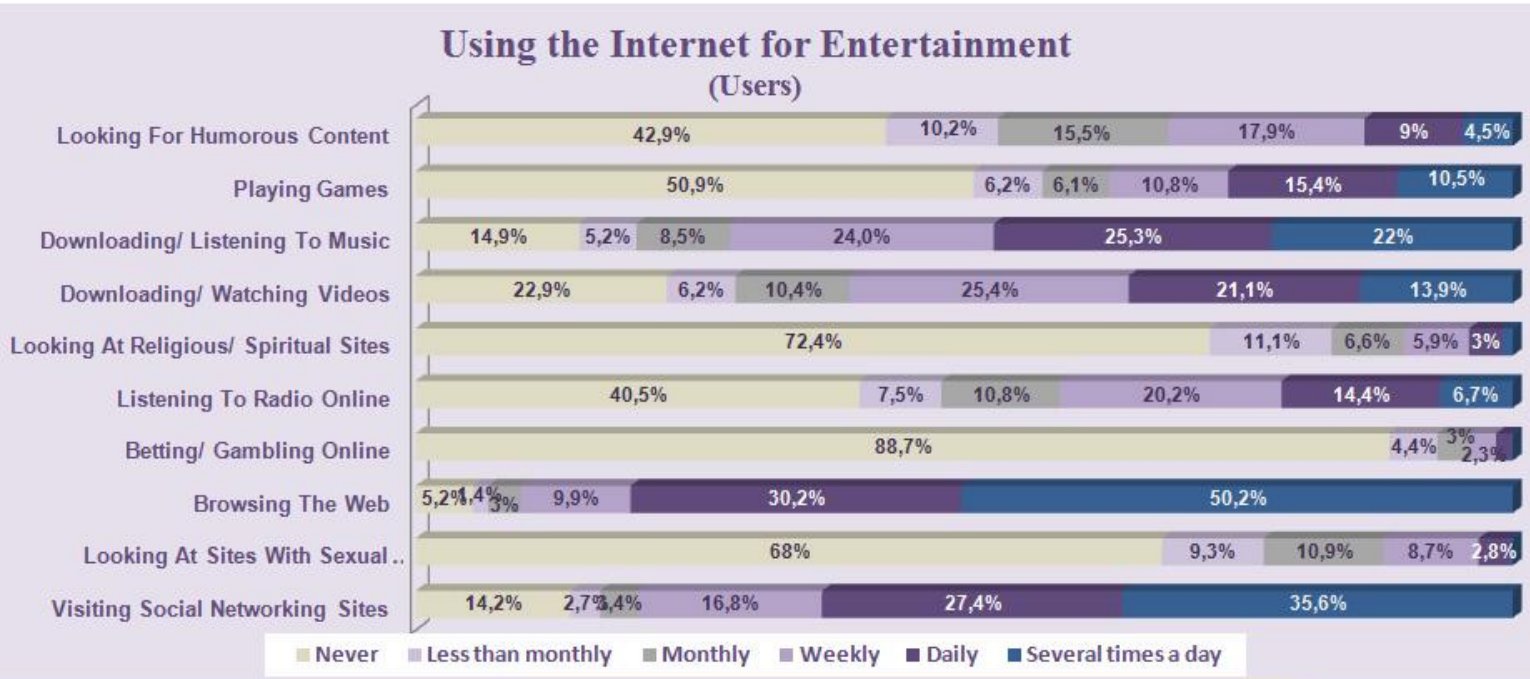


Figure 4.4
How often do you use the Internet for entertainment purposes?

Entertainment

As far as entertainment uses of the internet are concerned, the most frequent activity of Greek users is browsing the web, followed by visiting social networking websites, as 80.4% and 63% respectively engage in these activities on a daily basis, which are the highest percentages compared to all the other WIP countries [China is second with 77% followed by Tunisia (77%) and Jordan (72%)]. Downloading music and videos are also very popular among Greek internet users, with the overwhelming majority reporting that they download or listen to music and download or watch videos at least once a week. Playing videos games, looking for humorous content are also quite popular. Also, Greece is one of the few countries where more than 50% of the users report listening to online radios, as only five other countries (United Arab Emirates 73%, Saudi Arabia 62%, Bahrain 60%, United States 58%, and Tunisia 54%) report so high percentages of online radio listeners. However, the majority of internet users said that they never visit spiritual or religious websites, gamble online or look for websites with sexual content.

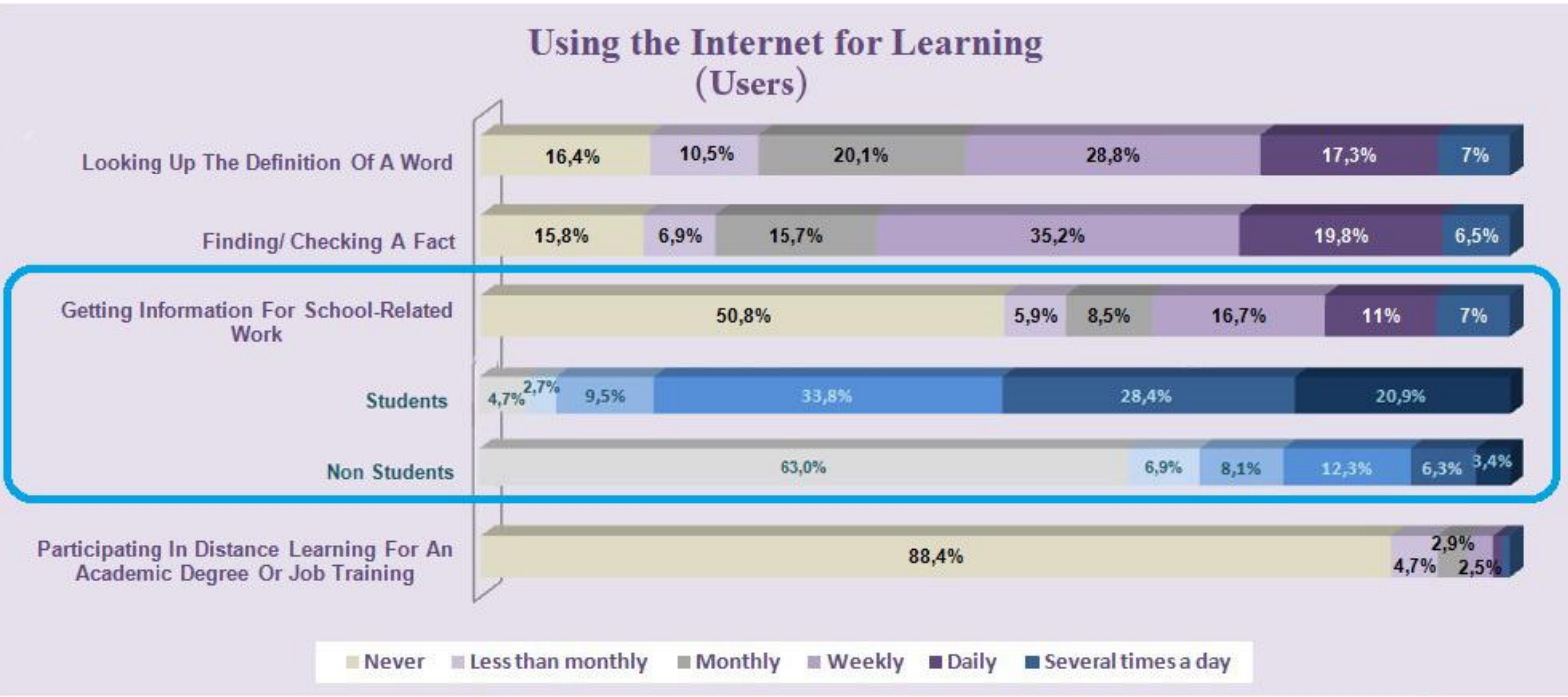


Figure 4.5
How often do you use the internet for learing purposes?

Learning

Educational uses of the internet by Greek users involve mostly fact checking and looking up word definitions, as the majority looks such information up at least once a week. Finding information on school-related work is not very common for the majority of the respondents, which is expected as most of them are not students. However, as shown in Figure 4.5, examining students separately reveals that 83% of the student population in Greece goes online at least once a week in order to look for information related to their school work. Finally, the data shows that very few respondents participate in distant learning courses; however this is common in the majority of countries participating in WIP.

PERCEPTIONS, EXPRIENCES AND CONCERNS

Perception on Internet Information's Reliability

Internet users in Greece are a bit skeptical regarding the reliability of information they find online. As Figure 5.1 reveals, very few respondents expressed certainty that information on the internet is either completely reliable or completely unreliable, while more than 98% assumed a position in between those extremes. Amidst a general distrustful stance towards media of communication, the likelihood is that – among internet users – the internet as a medium of communication survives popular confidence since about 32% report that all or most of the information conveyed on the net is reliable. If one adds to this that 37.3% of the respondents think that about half of the information online is reliable, one gets a quite less gloomy picture regarding the internet's reliability in comparison to other media of communication. As matter of fact, Greece ranks notably low (49%) among EU28 with respect to a media trust index[7]. According to the *Eurobarometer*, just only 21% of Greek respondents trust the television, while the written press is trusted as much as 31%. Radio is trusted up to 40% but the internet is trusted even more amounting to 46%[8].

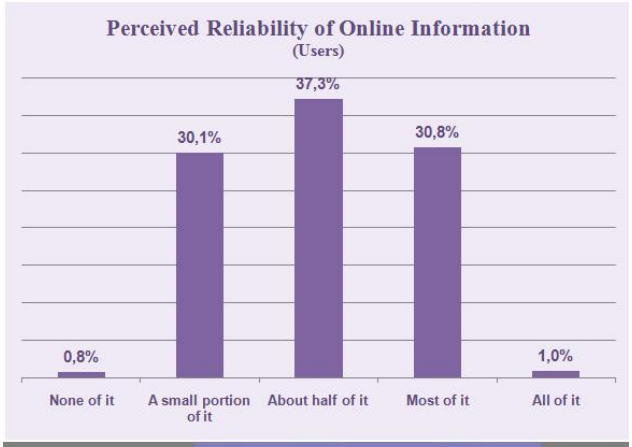


Figure 5.1
how much of the information on the Internet do you think that is reliable?

[7] The media trust index has been constructed on the basis of levels of trust in each of the five media analyzed (television, radio, written press, the Internet and social networks) in the *Eurobarometer*.

[8] STANDARD EUROBAROMETER #82, Media Use in the EU – Autumn 2014 http://ec.europa.eu/public_opinion/archives/eb/eb82/eb82_media_en.pdf

Figure 5.2
In the past year have you...?

Online victimization

As Figure 5.2 shows, victimization is low among Greek internet users. The most common cases of online victimization involve computer viruses and accidental exposure to pornographic content, while more serious cases of victimization such as online bullying or harassment and obscene or abusive emails are limited to 5.8% and 9.3% of users respectively. The least common type of online victimization involves credit card fraud as only 2.7% of the users report having their credit card details stolen. Also, 7.2% of the users report having bought products that were misrepresented on the website from which they made the purchase, while 14.2% said that they have been contacted by someone asking for their personal or banking information.

Privacy Violations

Greek respondents state that violations of privacy are very uncommon, as more than 88% said they have never experienced a violation of their privacy online. Moreover, most of the users that reported having their privacy violated over the internet said that it was a violation of minor importance that did not have any significant personal, financial or professional consequences.

Figure 5.3
Have you ever had your privacy violated online?

Privacy Concerns

Despite the fact that, on the one hand, most internet users in Greece exhibit a sort of fatalism regarding protection of privacy online, and, on the other hand, that nearly 70% of them agree with the statement that they have nothing to hide, the majority expresses various kinds of concerns regarding their personal privacy on the net. Specifically, most users agree with the statement "there is no privacy, accept it" (57.6%) but they disagree a bit less with reassurances that "concerns about online privacy are exaggerated" (43.5%). Greek internet users are primarily concerned with their privacy being violated by private corporations and less so by governments. Nevertheless, most users (53.7%) believe that they can protect their online privacy and more than 62.5% report that they do actively protect their privacy online.

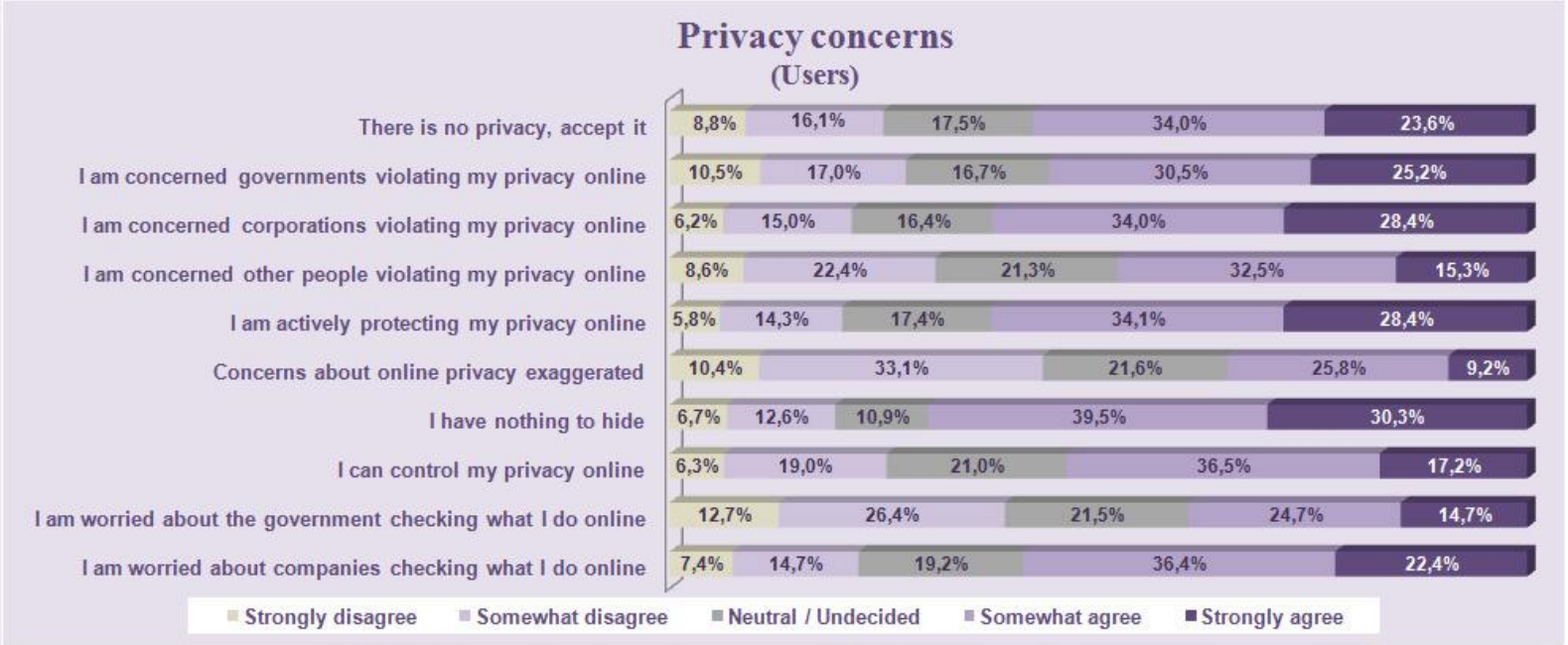


Figure 5.4
Do you agree or disagree with the following statements regrding online privacy?

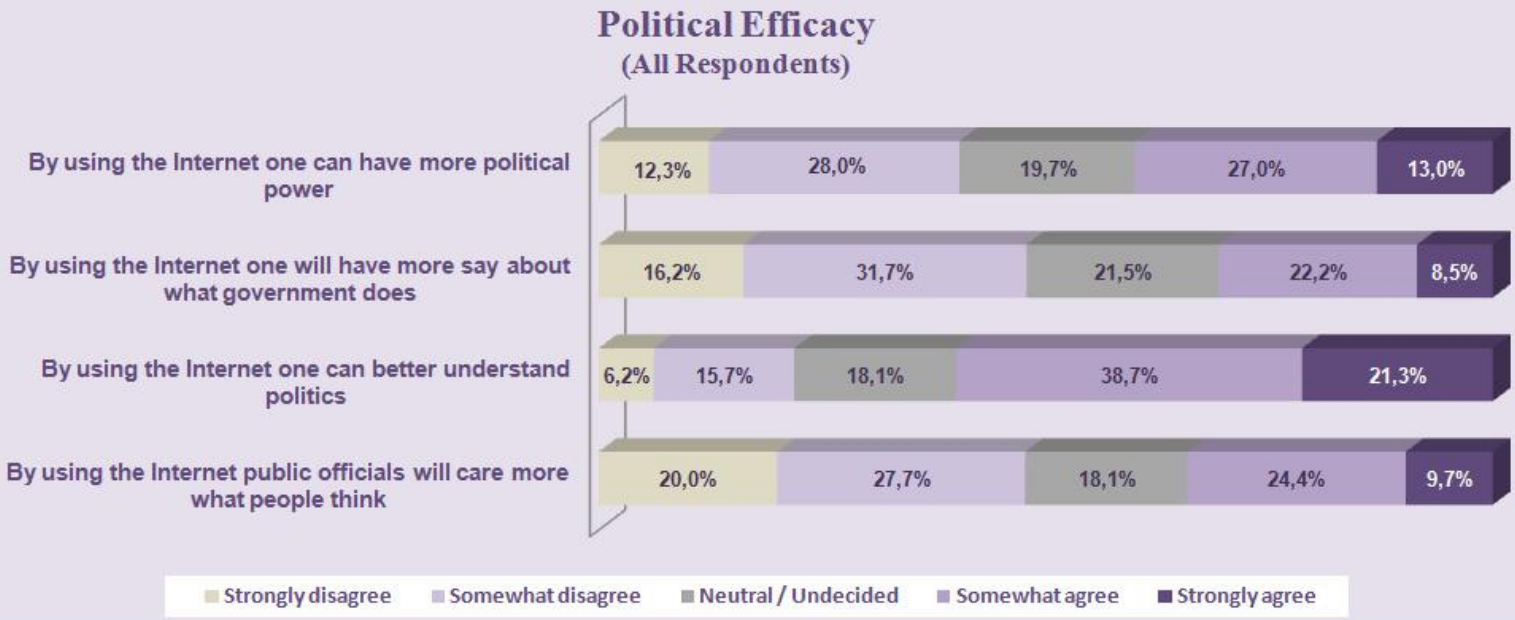


Figure 6.1
Do you agree or disagree with the following statements regarding political efficacy?

POLITICAL EFFICACY

Four items were used in order to assess the perceived effects of internet use on political efficacy. These items tap both internal and external political efficacy. As indicated in Figure 6.1 respondents expressed ambivalence as to the impact of internet use on their political efficacy. While an overwhelming majority (60%) of the respondents stated that using the internet could have positive effects on their understanding of politics, almost half of them did not believe that internet use would increase their ability to affect what the government does (47.8%), neither public officials' attention to their opinion (47.7%). In the same vein, respondents were divided almost equally on the question of whether internet use could increase their political power. It should be noted here that no significant differences were found between users and non-users.

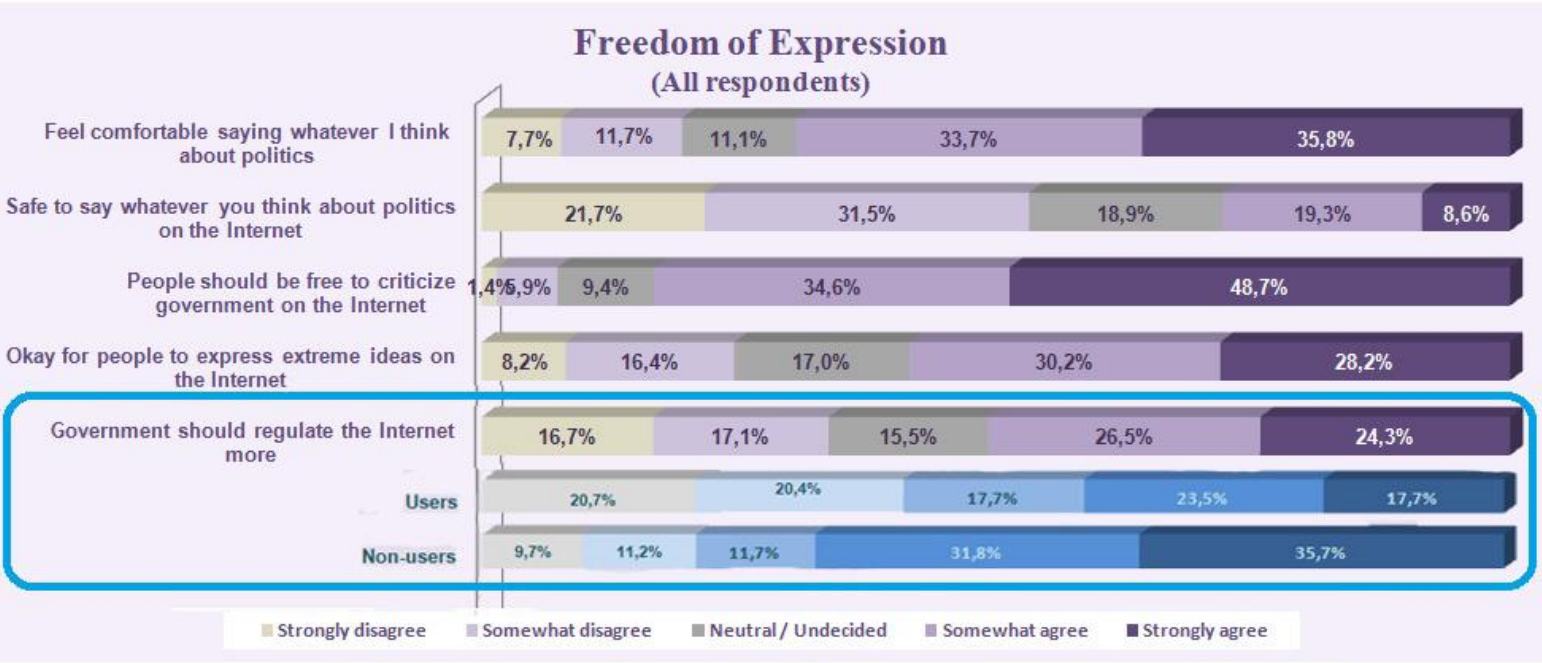


Figure 7.1
Do you agree or disagree with the following statements regarding freedom of expression?

FREEDOM OF EXPRESSION

Findings suggest that although most Greeks feel strongly for freedom of expression, they do not consider the internet a safe space for expressing themselves. As Figure 7.1 shows, more than two thirds of the respondents feel comfortable expressing their opinion. In a similar vein, an overwhelming majority of our respondents (83.3%) believe that people should be free to express their criticism towards the government online, while 58.4% agree that people should be free to express even extreme ideas on the internet. Nevertheless, only 27.9% of the respondents believe that it is safe to express one's political opinions online, while half of them believe that there should be more regulation of the internet by the government. However, it should be pointed out here that users and non-users take completely different positions on this matter, as while 67.5% of non-users agree with the idea of more regulation of the internet, only 41.2% of users support this position. Thus, it seems that, although internet users qua netizens do not consider the internet a safe place to express political opinions, they consider governmental interference as unnecessary or even unacceptable.

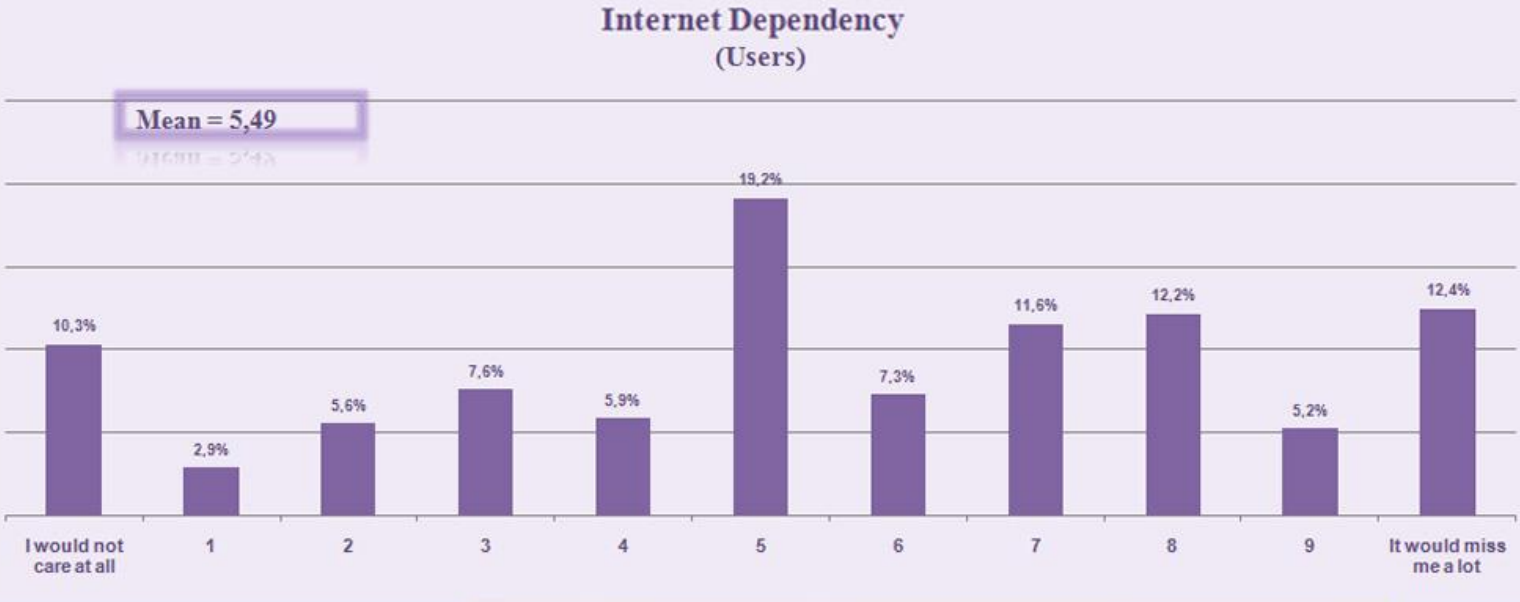


Figure 8.1
Imagine you wake up one morning and your internet connection has expired. How much would you care?

INTERNET DEPENDENCY

Dependence on the internet was measured by asking the respondents to evaluate, on a scale from 0 to 10, how much their lives would be affected in case their internet connection suddenly expired. The results suggest that internet dependence is moderate with a mean value of 5.49 (std. dev. 3.04).

Additionally, internet dependency appears to be positively associated to internet use history. Figure 8.2 shows the mean values of internet dependency, according to users' years of experience with the net. It is clear that as years of use increase, so does the degree of dependency on the internet.

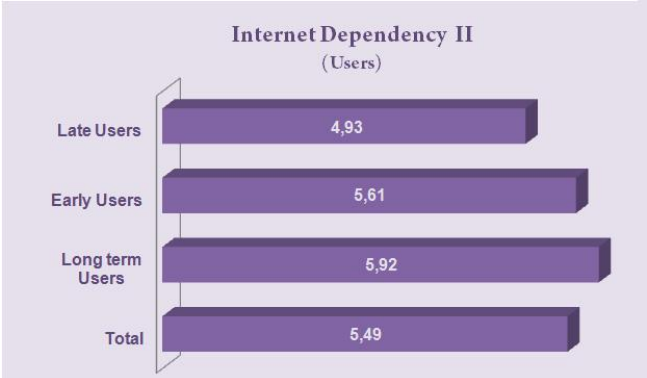
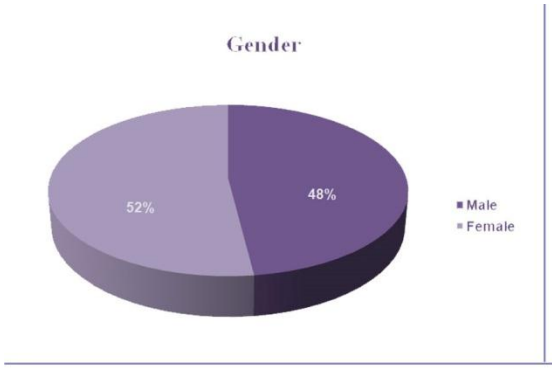
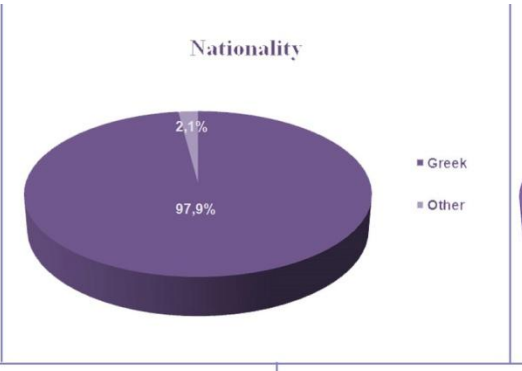
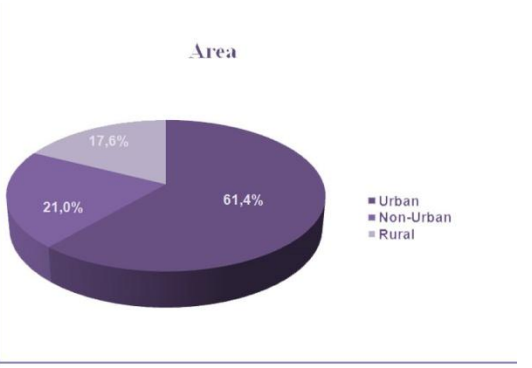


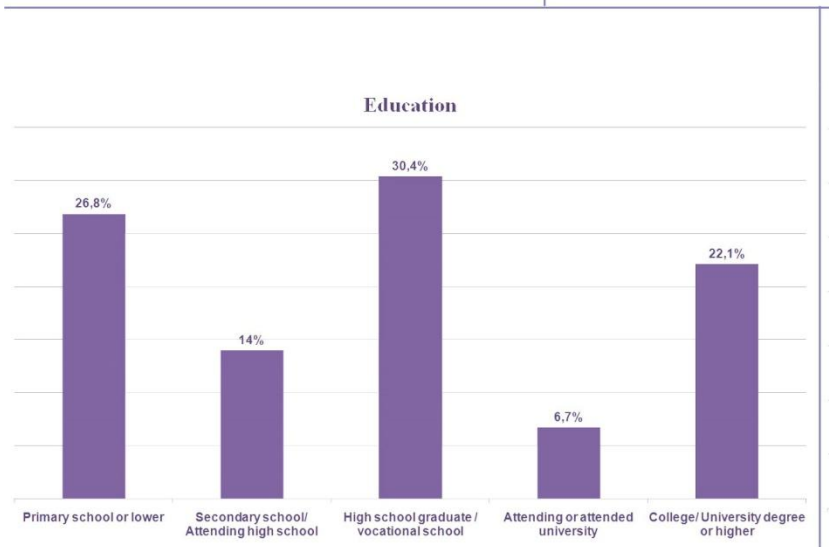
Figure 8.2
Average Internet Dependency by Internet use history

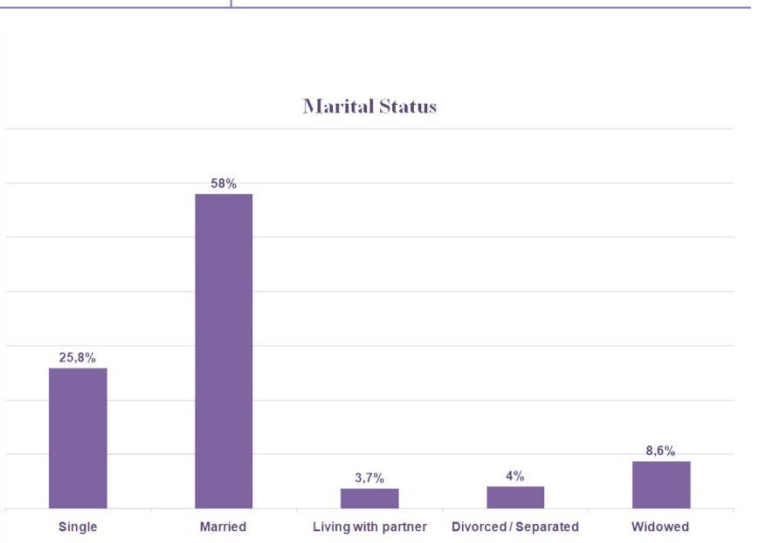
DEMOGRAPHICS

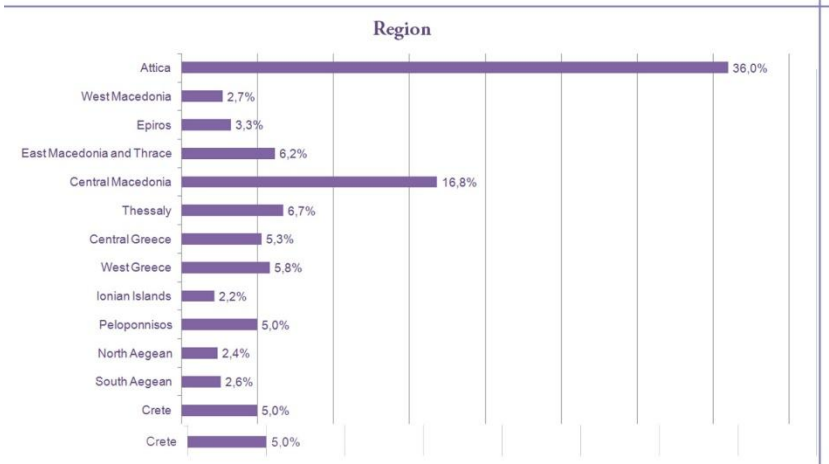


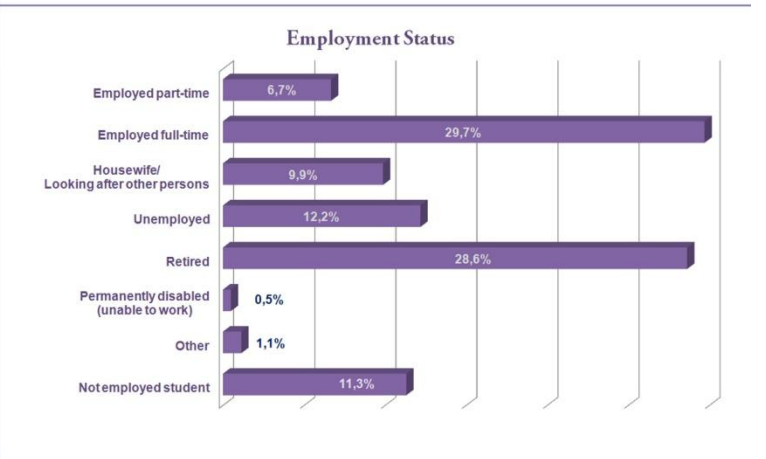


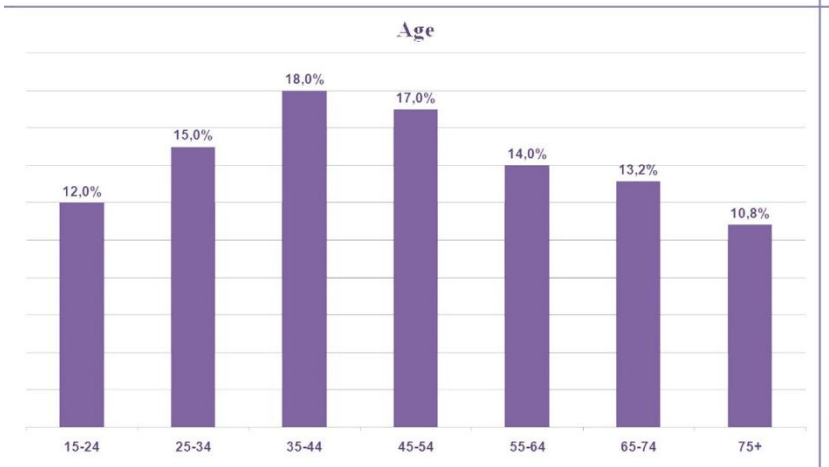












Figures 9.1 - 9.9
Demographic Composition of the Sample