

Active user

Skills / Capabilities

on mobile phones.

Basic user: limited familiarity with digital technologies, uses digital device simply, e.g. voice only **Passive recipient of info**: a role in which there is direct use of the ICTs but just to [2.25 billion] Active user: digitally-enabled interaction and transaction with socio-economic contacts; [high x100s millions] Worker: Entrepreneur: Producer an ICT-based creation of a Developer: ICT-based This could be entrepreneurial Innovator: creates software activity; could also be people creation of new applications for creating and sharing content underlying

Skills / Capabilities

[x10s millions]

a living

technology itself

Know more

5% difference to 95% of users

- "I learned how to protect my privacy."
- "I understand how to share information."

Impact on individuals?

Do better

95% difference to 5% of users

- "I developed skills that helped me get a job."
- "I changed the future of the Web."













