

The Effects of English Language Dominance of the Internet and the Digital Divide

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- 85% of all WebPages are in English. (Norris, 2003).
- Despite similar population totals and standard of living, the English have twice the number of Internet users than the French

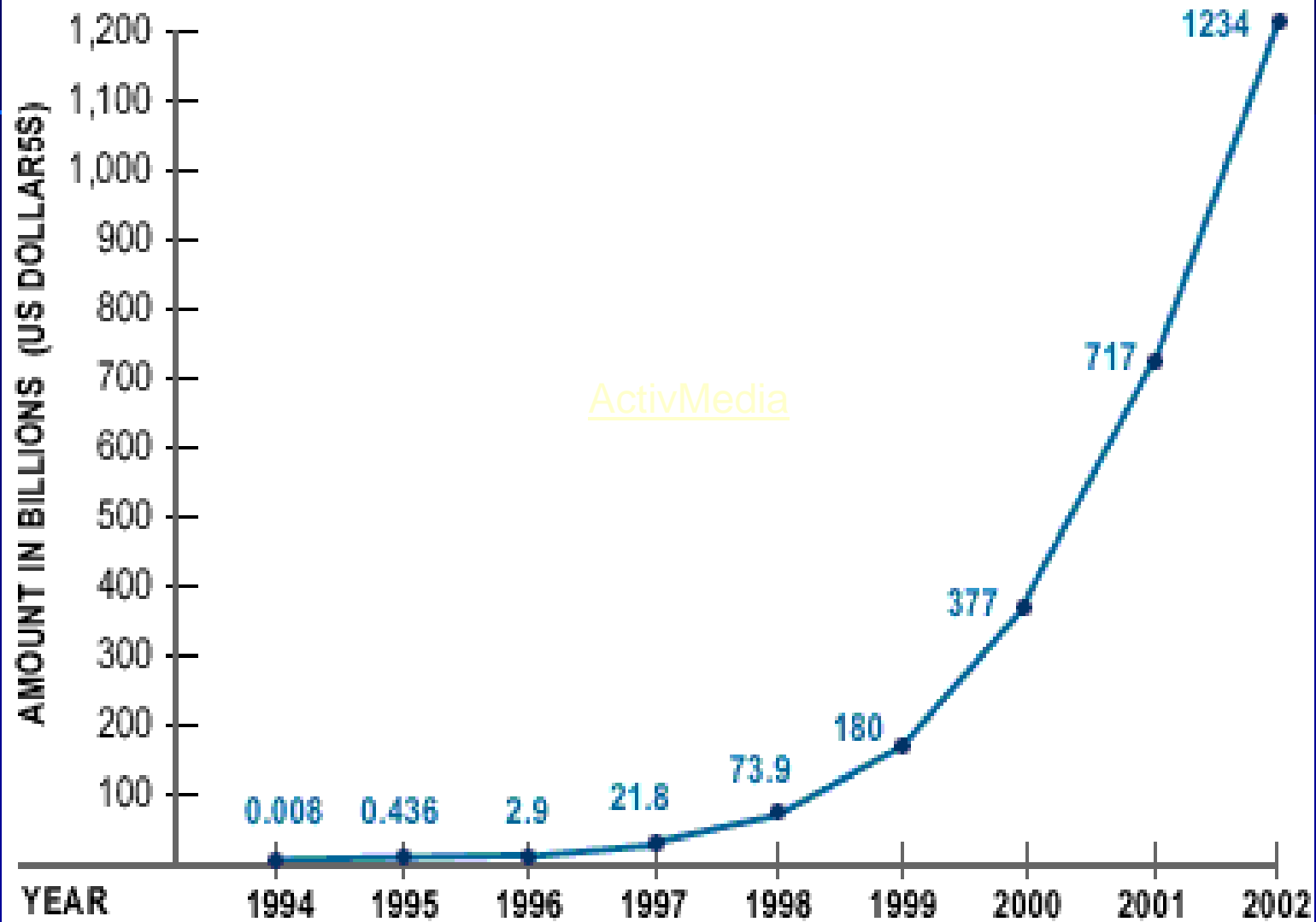
What is the Digital Divide?

- The separation of society into the have and have-nots based on access and availability of technology has been termed the digital divide
- Productivity is the most affected factor from the increase in technology.

The importance of global Ecommerce

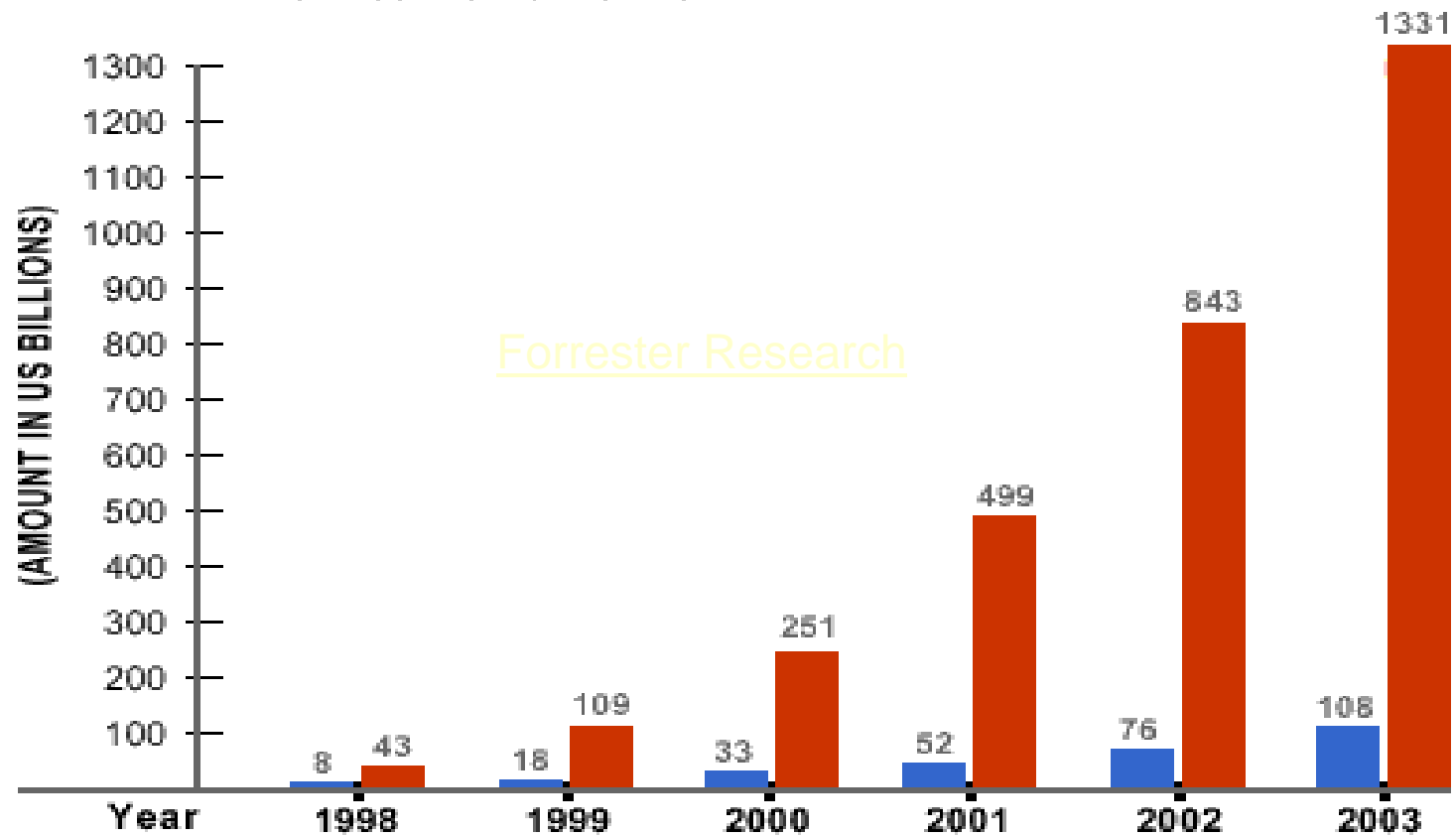
- A United Nations study has linked the growth of E-commerce in developing countries to improvements in competitiveness, lowering the costs of transactions, increased economy of scale and greater allocation of resources. (UNCTAD, 2001).

Internet generated revenue 1996 - 2002



US ECOMMERCE 1998 - 2003

- Business - to - Business
- Business - to - Consumer



Reasons for the Digital Divide

- Economic Development
- Cultural Differences
- Infrastructure
- Government Policies
- Language

Cultural Influences

- Lynch and Beck (2001) found an Asian bias against e-commerce rooted in cultural beliefs
- Hargittai (1999) found some cultures required face to face encounters as important.
- Research on barriers to E-commerce in Malaysia found security and fear of legal contracts on E-commerce to be the greatest concern of Malaysian business managers. (Mukti, 2000).

Research Approaches

- One Country
- Compare two countries
- Region
- Similar grouping
- All countries

Hypothesis

- The level of English language adoption in a country is related to the degree of Internet usage

Methodology

- The data sample was collected from multiple sources on 197 countries
- United Nations data was used for countries and populations. Internet users and the number of ISP's were obtained from the CIA Factbook.

Procedure

- Countries were divided into two groups. The developed group was those with a per capita GNP of 19,000 US dollars equivalent.
- Divided again into two groups titled "High English" and "Low English"

High English Group

- English was the primary language of the country
- English literacy was prevalent within the population
- English was an official language of the country

Percent of Population that are Internet Users by Country Development

	High English	Low English
■ Developed	43.41% (N=15)	37.3% (N=22)
■ Developing	4.97% (N=57)	4.08% (N=91)

Population per Internet Service Provider by Country

	High English	Low English
Developed	188,088 (N=16)	713,228 (N=23)
Developing	1,829,034 (N=61)	10,233,505 (N=89)

Results

- the number of ISP's paired with English revealed no significant relationship
- the number of Internet users and English indicated a relationship

Translation Software

- While English sites seldom have other language options, many foreign sites have an English language option.
- Microsoft developing MUI (Multilingual User Interface).
- Companies like Systran have developed Web Translators.

Lagging Data

Difficult to obtain reliable data on many developing countries