Internetikasutus ja sotsiaalmeedia kasutus

Engl. transl.: Internet use and social media use

# Keywords

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* digital skills

# Details

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## Editors

Vihalemm P.;Lauristin M.;Kalmus V.;Vihalemm T.

## Authors

Kõuts-Klemm R.;Pruulmann-Vengerfeldt P.;Siibak A.;Lauristin M.

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Eesti ühiskond kiirenevas ajas. Uuringu "Mina. Maailm. Meedia" 2002–2014 tulemused

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## Topics

## Sample

The sample consists of 7500 Estonians (participating in 2002, 2005, 2008, 2011 and 2014) aged 15–79.

# Abstract

This chapter gives an overview of Estonians' online opportunities and digital skills, internet use and social media use (summarized by the coder).

# Outcome

"Communication on the internet has become an important condition for a modern quality of life, which is why it is crucial to see among the Estonian population not only citizens of a successful e-state, but also those groups in society who do not feel at home or even fear it." (Kõuts-Klemm et al., 2017, p. 296)
"Approximately half of the population uses the interactivity opportunities offered by the internet – they are active communicators, entertainment consumers and are able to search for more complex information. One third of the Estonian population uses computers and the internet for collaboration and content creation – they participate in forums and comments, communicate actively on social networks and post photos and videos themselves or maintain a blog or their own website. In contrast, only about one-fifth of the population participates online politically and socially, such as signing petitions, giving feedback to the authorities, calling for political and worldviews, etc." (Kõuts-Klemm et al., 2017, p. 296)
"One can also notice the spread of a certain so-called culture of observation – a number of people are invisible on social media, follow other people's posts and media news, but do not express their opinion about what they have seen or heard. Although in principle the virtual space is open to everyone, different usage patterns have also developed on social media, which in turn reflect and amplify the stratification of Estonian society and gender, age and linguistic inequality." (Kõuts-Klemm et al., 2017, p. 296; all the excerpts are translated by the coder)