



# Comparing the Internet Consumption in Developed and Developing Countries

\*1Jain, Pooja

\*1Nirmal International Education and Research Group, India

## ARTICLE DETAILS

### Article History

Over a past decade, Internet has revolutionized human life in all geographical regions, business industry, and irrespective of any race, color, and interests. It has now become a necessity of human life be it be in metro cities or villages.

### Keywords

Marketing, Social Media, Business Management

## ABSTRACT

The internet has been one of our most revolutionary, fastest growing, and still expanding technologies across globe. The number of internet users across the world that were known to be only around 413 million in 2000 had increased to over 3.4 billion in 2016. The one billion barrier was crossed much earlier in 2005 itself. According to different statistics, over the past five years, an average of 640,000 people every day went online for the first time.

A comparison of trend of use of Internet bandwidth in developed countries vs. that in less developed countries or developing countries has always been on interest of multiple communities.

## 1 Introduction

With the increase in number of users in past decade, consumption of Internet Bandwidth has also increased exponentially. Although, there have always been doubts raised about the overall benefits of internet access and more specifically for the social media use. Yet, neither it decreased the rate of increase of number of users, nor the bandwidth consumption.

According to a study published with PEWRESEARCH in 2016, "Internet access has been growing worldwide but remains higher in advanced economies". [1].

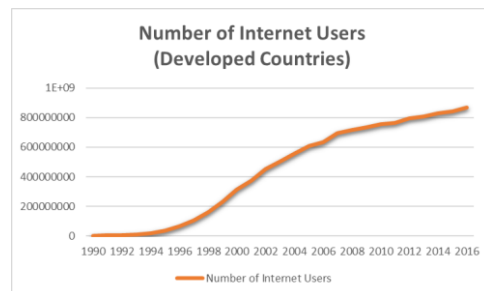
## 2 Trend of Internet Usage in Developed Countries

According to the data collected at world level by a project of 'Our World in Data', below mentioned trend has been seen for number of internet users in different developed countries.

While there were only 2621404 reported/registered Internet Users in Developed countries in 1990, the number increased to 313555806 (more than 119

times) in year 2000, that further increased to 756585627 (2.4 times) in 2010.

A trend of number of internet users in developed countries 1990-2016 can be seen in the below graph:

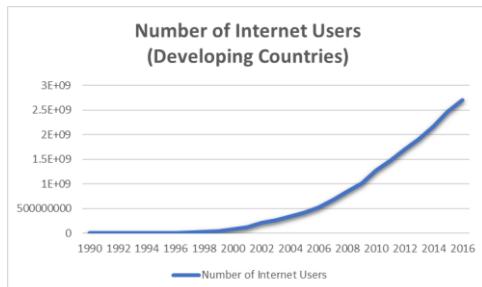


Trend Graph prepared with the data from the source "Our World in Data" (<https://ourworldindata.org/internet>)

## 3 Trend of Internet Usage in Developing Countries

According to the data presented by 'Our World in Data', the increase in number of internet users in developing countries shows an exponential trend.

A trend of number of internet users in developing countries 1990-2016 can be seen in the below graph:



Trend Graph prepared with the data from the source “Our World in Data”

(<https://ourworldindata.org/internet>)

While there were no reported/registered Internet Users in Developing countries in 1990, the number increased to 81052087 in year 2000, that further increased to 1269863192 (more than 15 times) in 2010.

This is interesting to see that in 2010 and further, the number of internet users in developing countries has significantly crossed the number of internet users in developed countries. Even as a Ratio of their total population, this is much comparative to that of developed countries.

#### 4 Some more facts and analysis

##### Worldwide broadband subscriptions

	2007	2010	2016	2019 <sup>a</sup>
<b>World population<sup>[11]</sup></b>	6.6 billion	6.9 billion	7.3 billion	7.75 billion
<b>Fixed broadband</b>	5%	8%	11.9%	14.5%
Developing world	2%	4%	8.2%	11.2%
Developed world	18%	24%	30.1%	33.6%
<b>Mobile broadband</b>	4%	11%	49.4%	83%
Developing world	1%	4%	40.9%	75.2%
Developed world	19%	43%	90.3%	121.7%

<sup>a</sup> Estimate.  
Source: International Telecommunication Union.

##### Internet users by region

	2005	2010	2017	2019 <sup>a</sup>
<b>Africa</b>	2%	10%	21.8%	28.2%
<b>Americas</b>	36%	49%	65.9%	77.2%
<b>Arab States</b>	8%	26%	43.7%	51.6%
<b>Asia and Pacific</b>	9%	23%	43.9%	48.4%
<b>Commonwealth of Independent States</b>	10%	34%	67.7%	72.2%
<b>Europe</b>	46%	67%	79.6%	82.5%

<sup>a</sup> Estimate.  
Source: International Telecommunication Union.

##### Worldwide Internet users

	2005	2010	2017	2019 <sup>a</sup>
<b>World population<sup>[5]</sup></b>	6.5 billion	6.9 billion	7.4 billion	7.75 billion
<b>Users worldwide</b>	16%	30%	48%	53.6%
<b>Users in the developing world</b>	8%	21%	41.3%	47%
<b>Users in the developed world</b>	51%	67%	81%	86.6%

<sup>a</sup> Estimate.  
Source: International Telecommunications Union.

Data shows that the percentage of population of adults in united states using the social media that was merely 5% in 2005 has increased to 79% in 2019. Even on the global scale, the rate of transformation from non-users of internet to users of internet is striking. Social Media Platforms like Facebook surged from around 1.5% of the world population in 2008, to around 30% population in 2018.

This has been recorded that only around a three quarter (around 76%) of people population of USA were using internet in 2016. During these years, many other countries from parts of the world caught up. This was recorded that around 79% of Malaysia population were using the internet in 2016 whereas the numbers for Spain and Singapore were around 81%, that for France were around 86%. With 93%, 97% and 98%, Japan, Denmark, and Iceland respectively lead the ranking.

#### 5 Interpretation and Conclusion

The number of internet users across the world have increased exponentially in three decades (1990-2019). In developed countries, while this has increased multiple times, in developing countries also, the use of internet has increased exponentially.

Use of internet being a symbol of recognition to important of spread of knowledge and global collaboration for sustainable development of human societies, this can be concluded that people across the world are now making use of available knowledge resources and improving their awareness and collaborating across the world by virtue of knowledge and technology.

## 6 Acknowledgement

International Association of Research Scholars and the team of IARS' ResEarth are acknowledged for opportunity to write and publish this title. IARS' team is acknowledged for their support in carrying out the study and documenting it. Data sources have been acknowledged in due course of text of the article.

## 7 References

- [1]. JACOB POUSHTER (2016). SMARTPHONE OWNERSHIP AND INTERNET USAGE CONTINUES TO CLIMB IN EMERGING ECONOMIES. Pew Research Center: Global Attitudes & Trends. URL: <https://www.pewresearch.org/global/2016/02/22/internet-access-growing-worldwide-but-remains-higher-in-advanced-economies/>.
- [2]. Max Roser, Hannah Ritchie and Esteban Ortiz-Ospina (2015) - "Internet". Published online at OurWorldInData.org. Retrieved from: <https://ourworldindata.org/internet> [Online Resource]
- [3]. Miniwatts Marketing Group (2011). "Number of Internet Users by Language", Internet World Stats, 31 May 2011. Retrieved 22 April 2012
- [4]. Stöcker, Christian; Horchert, Judith (2013). "Mapping the Internet: A Hacker's Secret Internet Census". Der Spiegel.
- [5]. Timothy B. Lee, Vox Media (2014). "40 maps that explain the internet", URL: <https://www.vox.com/a/internet-maps>