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# THINKING LOCAL, ACTING GLOBAL: EXPLORING COMMON VALUES THAT UNDERPIN PRIVACY.

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# INTRODUCTION

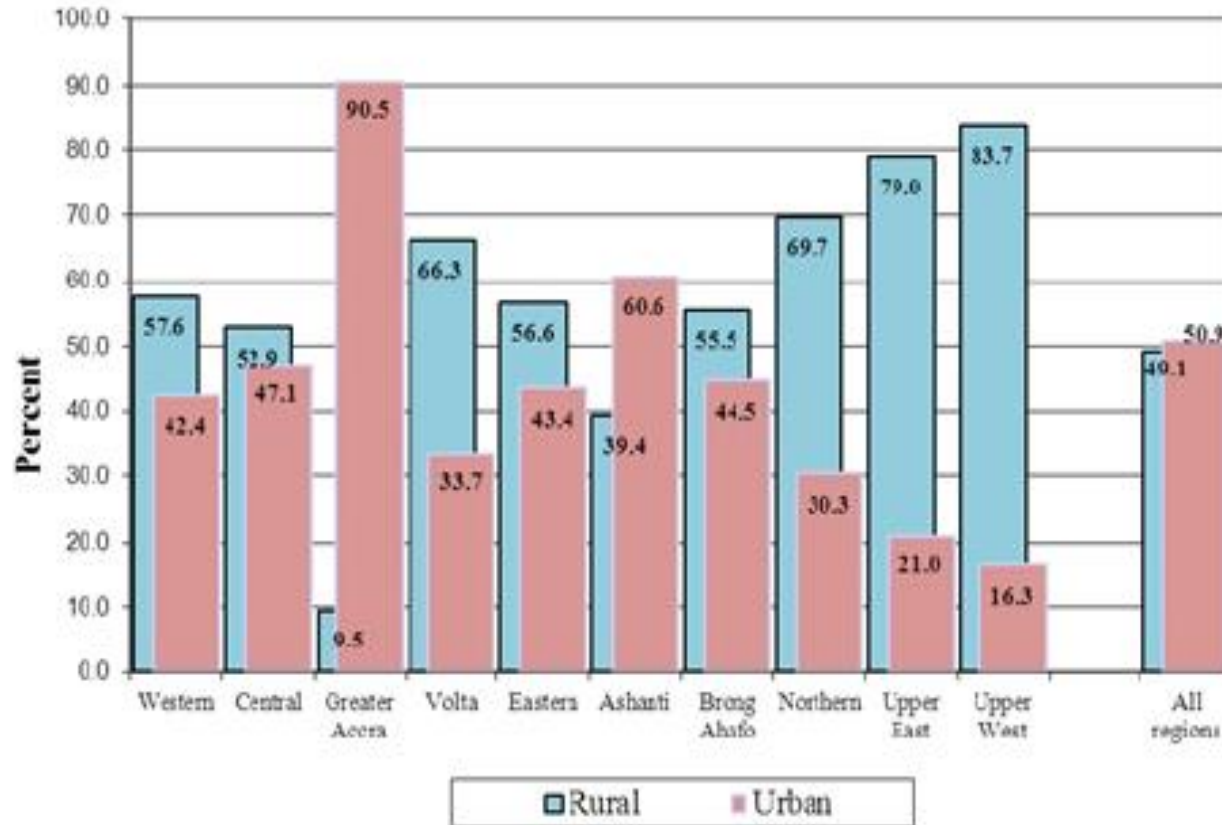
- Urban vs. Rural
- Cultural Values of Privacy
- Expectations of Privacy
- Expectations & Attitudes
- Individual vs. Collective
- Religion & Ethics
- Technology

# URBAN VS. RURAL





# URBAN VS. RURAL



The proportion of the population living in urban areas is 50.9 percent. In 2000, the proportion of urban dwellers was 43.8 percent. The level of urbanization varies from region to region. Greater Accra has the highest proportion of urban population (90.5%), followed by Ashanti (60.6%) while Upper West has the lowest proportion of urban population (16.3%). The concentration of industries and commercial activities in Greater Accra and Ashanti may partly account for the relatively high urban population in these regions. The remaining eight regions are predominantly rural, with the level of urbanisation below the national average. – **2010 Population and Housing Census of Ghana by the Ghana Statistical Service.**

# African Cultural Values

- Sense of community life
- Sense of good human relations
- Sense of the sacredness of life
- Sense of hospitality
- Sense of the sacred and of religion
- Sense of time
- Sense of respect for authority and the elders;

# CULTURAL VALUES OF PRIVACY

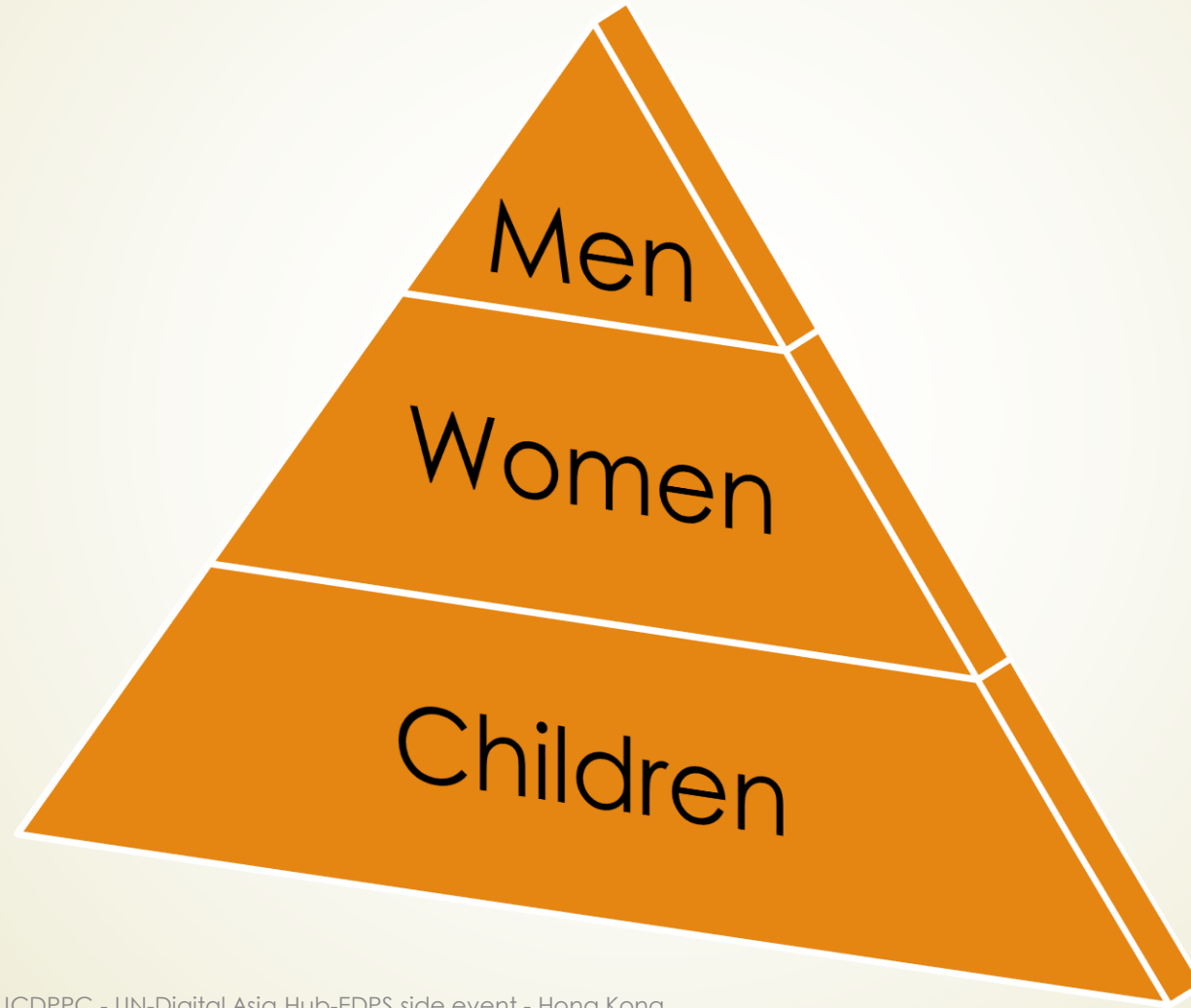
“Africans recognize the **dignity of the human being** and, in consequence, hold a deep and unrelenting concern for human welfare and happiness. ...Recognition of the value of humanity is intrinsically linked with recognition of the unity of all people, whether or not they are biologically related”

***The Value of Humanity and Brotherhood by Kwame Gyekye***

# EXPECTATIONS OF PRIVACY

- Political Value
- Economic Value
- Moral Value
- Religious Value
- Aesthetic Value
- Social Value

# EXPECTATIONS & ATTITUDES



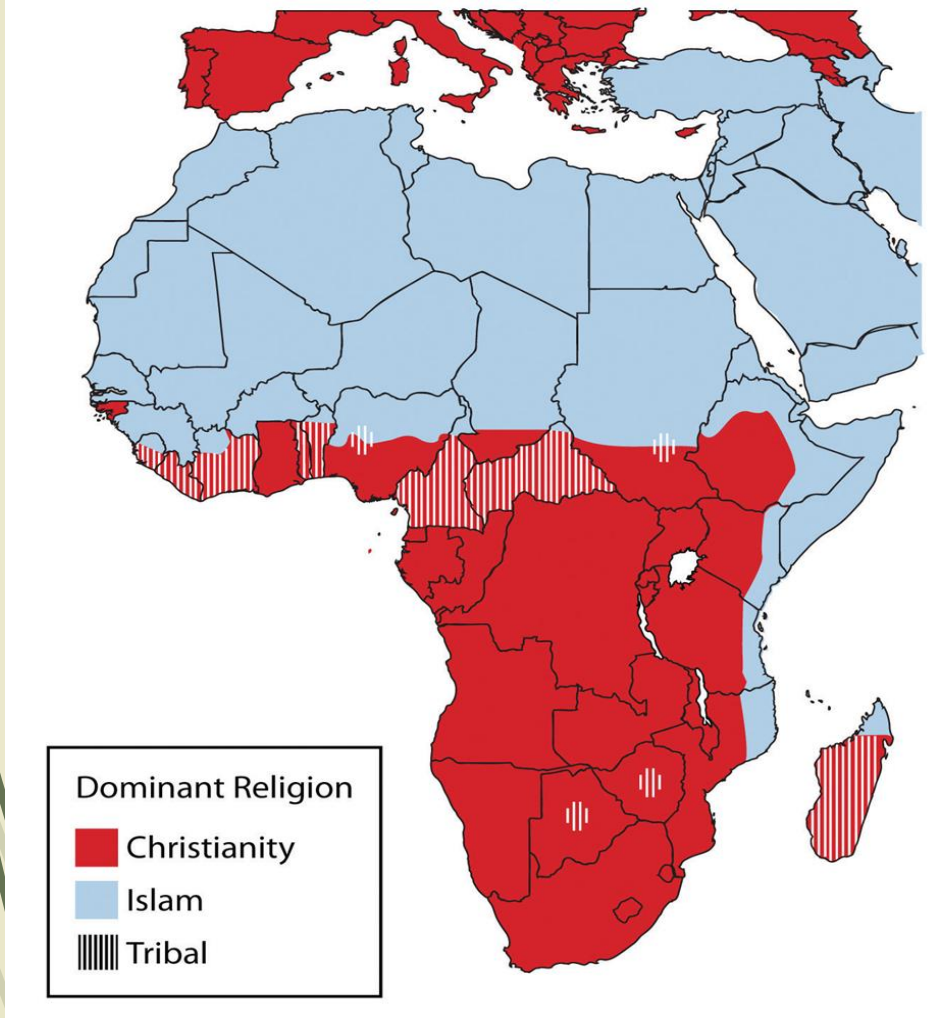


# INDIVIDUAL VS. COLLECTIVE

Though there is recognition of personal space (privacy) in African cultural norms (as a result of the overall value placed on humanity as whole), there are situations where the individual space is given up for the collective interest family, community, ethnic group, society, etc.



# RELIGION



# RELIGION & ETHICS

- Ethics = Character
- Ethics of Duty but not of Rights.
- Ethical Considerations
  - Human dignity
  - Paternalism
  - Confidentiality
  - The impossibility of consenting an unknown.



# TECHNOLOGY USE

## ▶ Ghana

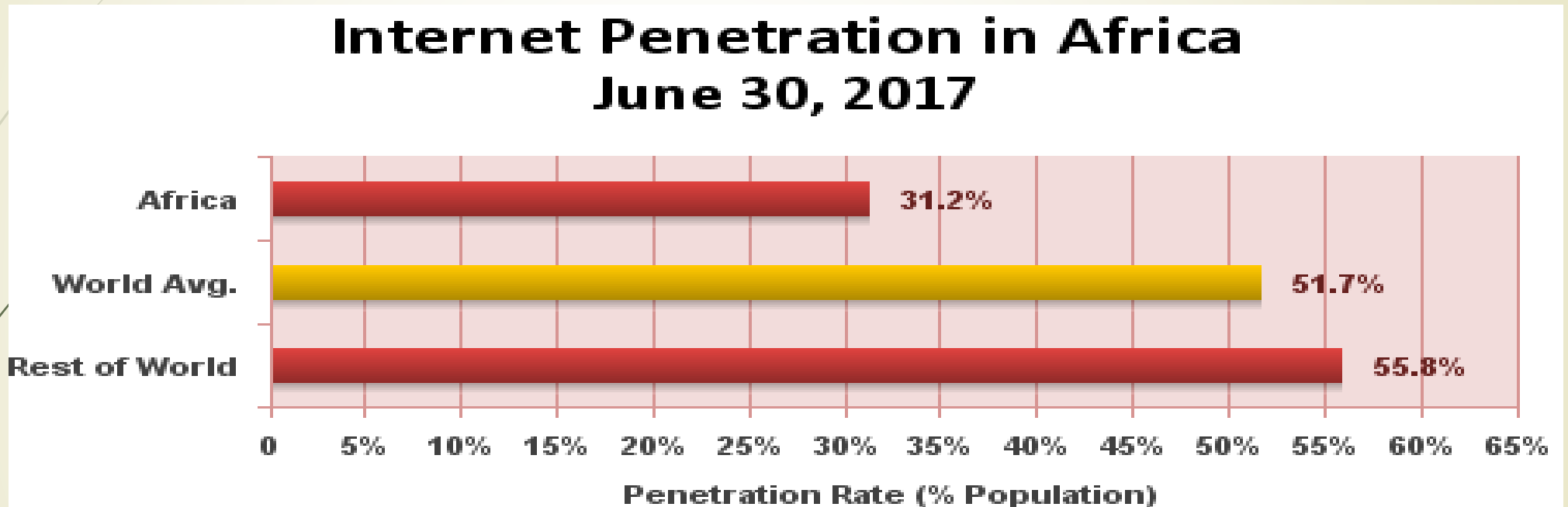
- ▶ At the end of April 2017, the total number of mobile voice subscriptions in Ghana was 35,984,280. This represents a percentage increase of 0.57% from March 2017's figure of 35,780,667. The total penetration rate for the month under review was 127.06%.
- ▶ At the end of April 2017, the total subscriptions of mobile data in the country was 21,584,899 with a penetration rate of 76.22%.

# TECHNOLOGY USE

- ▶ According to the World Development Report 2016: Digital Dividends.
  - ▶ On average, 8 in 10 people in the developing world own a mobile phone, and the number is steadily rising. Even among the poorest fifth of the population, nearly 70% own a mobile phone. The lowest mobile penetration rate in sub-Saharan Africa is 73%, in many countries, mobile network coverage is universal or near-universal.
  - ▶ Internet adoption lags behind considerably: only 31% of the population in developing countries had access in 2014, compared to 80% in high income countries.



# INTERNET PENETRATION



Source: Internet World Stats - [www.internetworldstats.com/stats1.htm](http://www.internetworldstats.com/stats1.htm)  
388,376,491 estimated Internet users in Africa in June 30, 2017 and  
3,885,567,619 Internet users in all the World in June 30, 2017  
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# INTERNET USERS

## Internet Users Statistics for Africa

*( Africa Internet Usage, 2017 Population Stats and Facebook Subscribers)*

INTERNET USERS AND 2017 POPULATION STATISTICS FOR AFRICA						
<u>AFRICA REGION</u>	Population (2017 Est.)	Pop. % of World	<b>Internet Users, 30-June-2017</b>	<b>Penetration (% Population)</b>	<b>Internet % Users</b>	<b>Facebook 30- Jun-2017</b>
<u>Total for Africa</u>	1,246,504,865	16.6 %	388,376,491	31.2 %	10.0 %	158,207,000
<u>Rest of World</u>	6,272,524,105	83.4 %	3,497,191,128	55.8 %	90.0 %	1,819,496,530
<b>WORLD TOTAL</b>	<b>7,519,028,970</b>	<b>100.0 %</b>	<b>3,885,567,619</b>	<b>51.7 %</b>	<b>100.0 %</b>	<b>1,977,703,530</b>

NOTES: (1) Africa Internet Usage Statistics in this table are in June 30, 2017. (2) The Facebook subscriber data are in June 30, 2017. (3) CLICK on each region or country name for details for each individual location. (4) Population 2017 estimates are based on figures from the [United Nations Population Division](#). (5) For methodology, definitions and help please see the [website surfing guide](#). (6) The Internet usage numbers come, among others, from data published by [WWW](#), [ITU](#), [the Nielsen Company](#), [Facebook](#), and other trustworthy sources. (7) Data from this table may be cited, giving the due credit and establishing a link back to [Internet World Stats](#). Copyright © 2017, Miniwatts Marketing Group. All rights reserved worldwide.

