



## Connected Society

### Mobile Internet Skills Training Toolkit

A guide for training people in basic mobile internet skills



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# Community Capacity Building : Digital Literacy

A guide for training people in basic internet skills

Digital Inclusion, GSMA

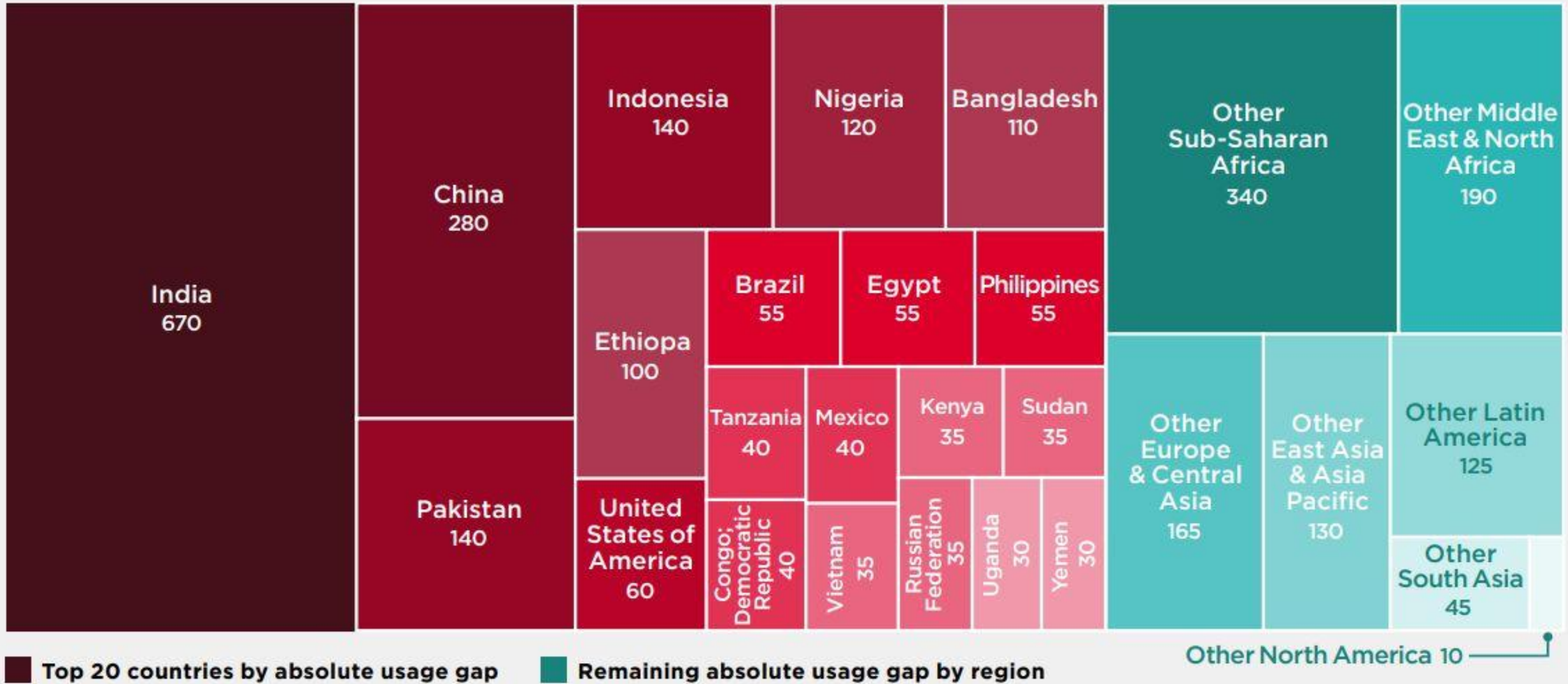
GSMA™

# Mobile for Development

Driving innovation in digital  
technology to reduce  
inequalities in our world



# Global usage gap by country in absolute terms (in millions of people)



Base: Total population, 197 countries

# Lack of digital skills remains one of the top barriers to mobile internet adoption and use

**The top barriers to mobile internet adoption and use:**



**Affordability, particularly of handsets**



**A lack of literacy**



**and digital skills**



Source: GSMA State of Mobile Internet Connectivity Report 2023

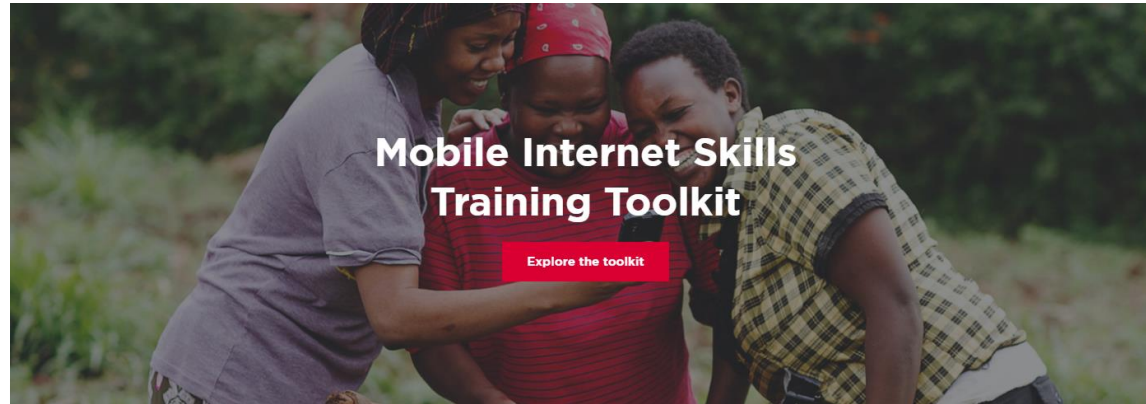
# The commercial and social opportunity of closing the mobile gender gap in ownership and use across LMICs by 2030 is considerable

**\$230bn (USD)**

opportunity for the mobile industry



# MISTT is a comprehensive resource that equips individuals with basic mobile skills



1 Introduction to the Internet	4 Accessibility Features
2 Online Safety	5 Avoid Scams Online
3 Mobile Money	6 Download Apps

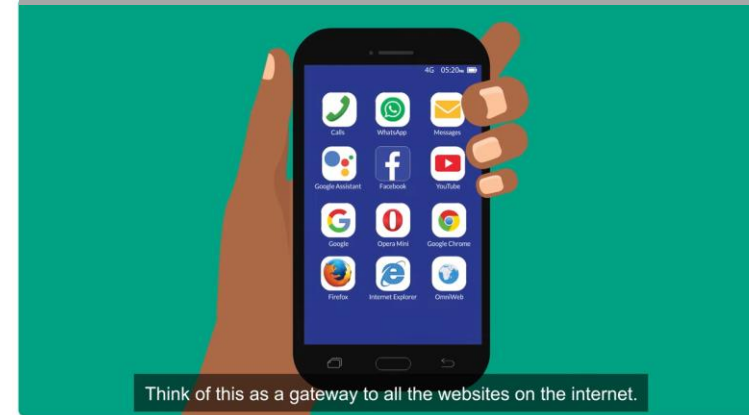
## Apps, Websites & Technologies

7 WhatsApp		11 Facebook	
8 YouTube		12 Android	
9 Google		13 KaiOS	
10 Wikipedia		14 ayoba	

## Learning Pathways

15 Connecting with family	17 Staying connected and entertained
16 Learning and discovering for your family	18 Building skills to boost your business

## Video Content



Scan here to visit the MISTT website

## Printable Content

BITESIZE - TIKTOK

### What is it?

**Show TikTok on the phone**

TikTok is an app on your phone that lets you watch, create or share videos. It is like YouTube, Facebook, or even TV, but normally the videos are quite short.

"These videos are made by people around the world – some of them may be people you know, but some you won't. People like you and me make these videos!"

"These videos can be about anything! A lot of videos are about the news, famous people, music or sports, but other videos can help you to learn new things that can help with your business, cooking, looking after your family or taking care of your farm."

### What can you use it for?

**Explain** "On TikTok you can watch videos about your favourite sport, music or dance, but you will also find a lot more! For example, you can find tips on how to grow a particular crop (e.g. corn), how to cook a particular recipe, or educational videos for your kids or videos that can teach you a new skill or share new information."

"TikTok is not just for watching videos, you can also create your own videos. The people making TikTok videos are just like you and me!"

The trainer can include their own personal examples of the benefits of TikTok and what they (or their friends or family) use it for.

**Make it relevant** to the trainee: discuss how TikTok can be beneficial in the trainee's own life. Ask them what they do for a living or what their interests are and what they might like to see on TikTok.

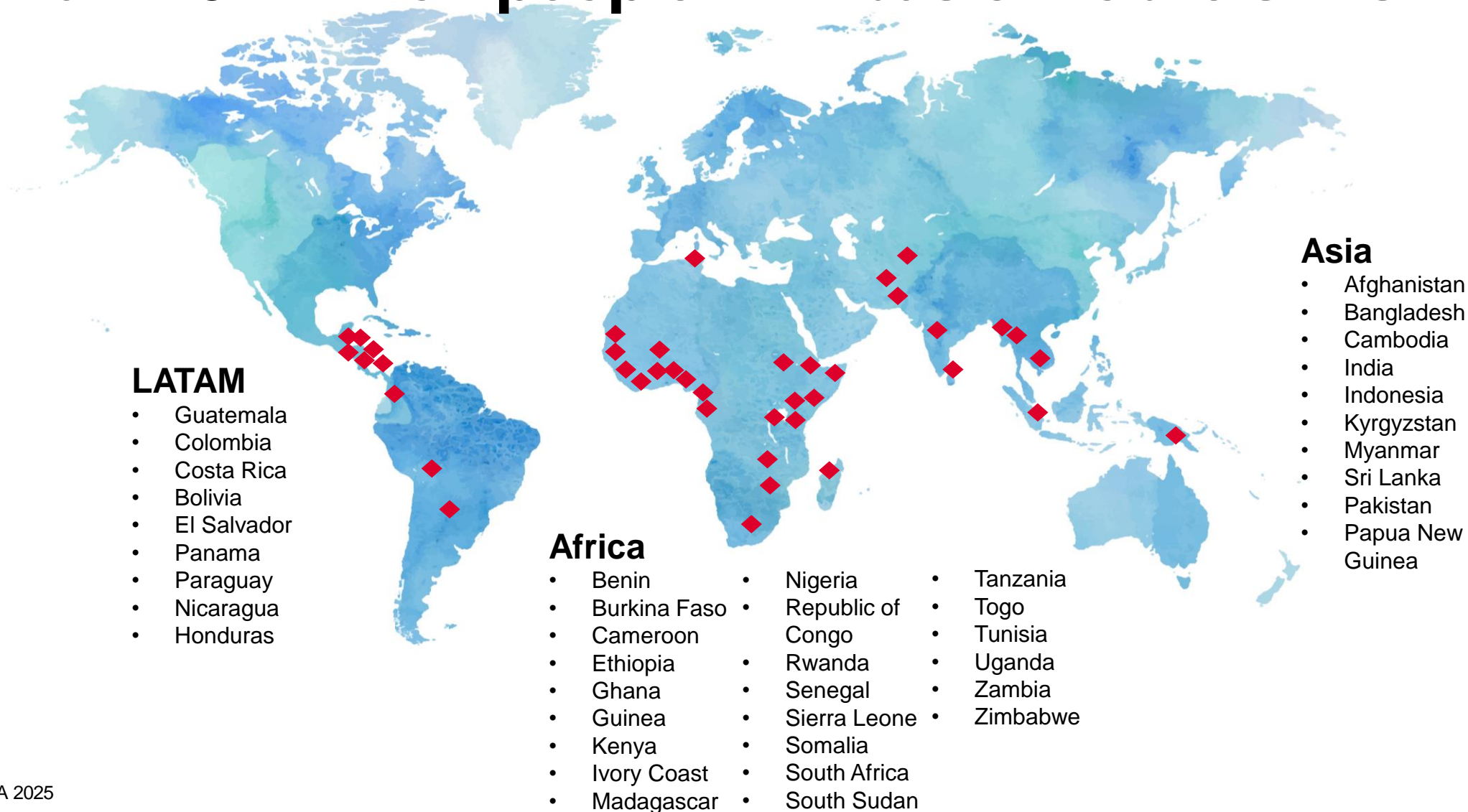
**Explain** "Anyone can make a video on TikTok. This means that there are a lot of videos, which is great! But some of them you might not agree with, and others may be dangerous or violent or perhaps not true. You need to be careful when using TikTok! Don't believe everything you see and think before you share videos with friends and family!"

### Materials you will need



Newest module added on TikTok

# MISTT has been implemented in more than 40 countries to train 70+ million people with basic mobile skills



# MISTT can be implemented by a wide range of partners



**Mobile Network  
Operators**

**Startups**

**International  
Organisations**

**Governments**

**Civil Society  
Organisations**



# MISTT can be deployed through a variety of channels to reach the unconnected

## In-Person Channels



### GROUP TRAINING

Using a classroom approach



### ONE-TO-ONE TRAINING

Roaming agents or kiosk vendors

## Digital Channels



### SMS

Content distributed through SMS



### WEBSITE

Instructional videos embedded on provider website and/or YouTube



### IN-APP

Targeted distribution at national scale



### IVR

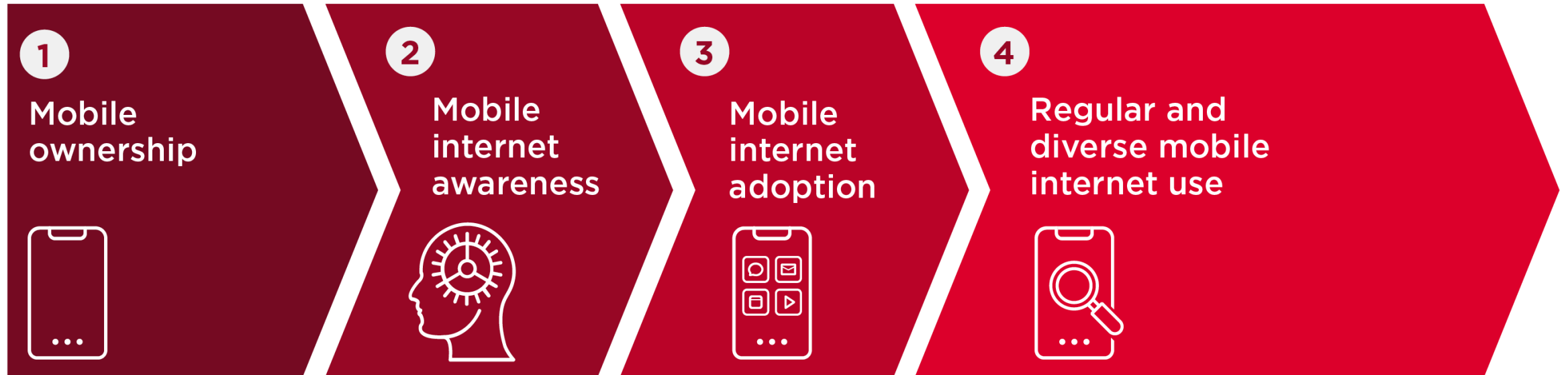
Awareness and skills to basic and feature phone owners



### RADIO / TV

Distribution of content to reach those without phones

# MISTT helps partners to equip customers at every stage of the mobile user journey



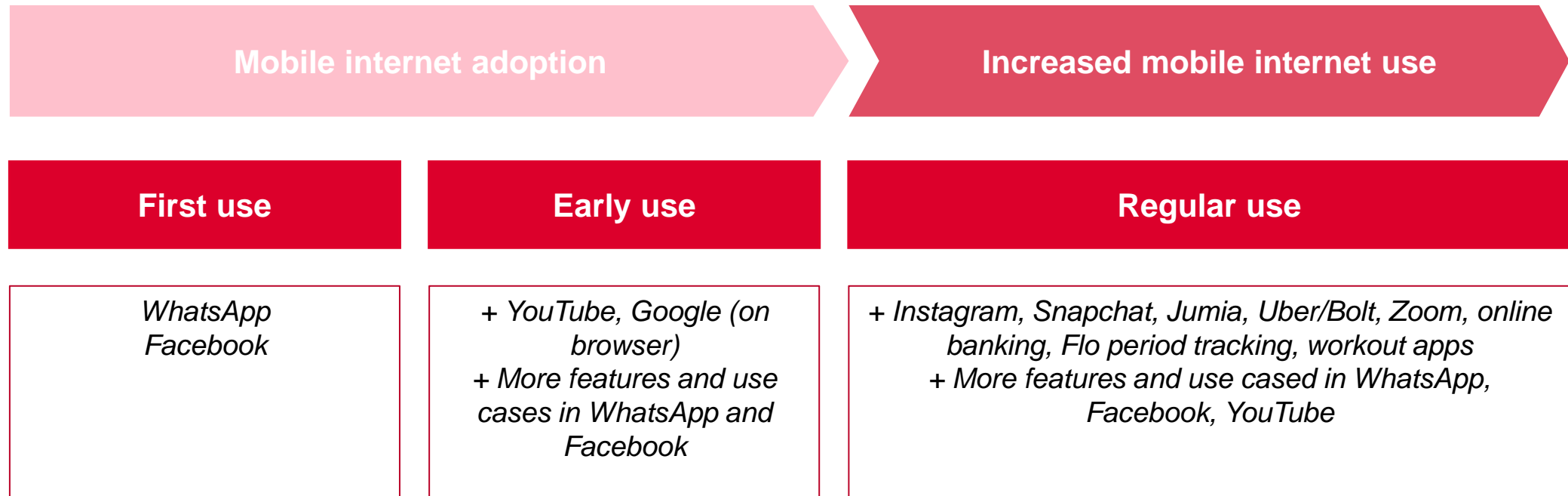
MISTT improves the perceived relevance of mobile phones, encouraging potential customers to buy a device

MISTT raises awareness of mobile Internet and its potential benefits for mobile phone owners

MISTT educates customers on relevant use cases for mobile internet and popular apps and services and equips them with the basic mobile digital skills required to use them

MISTT exposes customers to a variety of new and relevant mobile internet use cases, which can increase data usage and make it more robust

# Usage diversifies along the user journey: Ghana example



# MISTT delivers ROI for operators and increases mobile internet usage

 Bangladesh

MISTT implemented by:  banglalink

**228%**

Increase in mobile internet usage

**42%**

began using mobile internet

**143%**

Increase in data revenue

 Rwanda

MISTT implemented by: 

**77%**

Increased data usage

**15%**

Increase in data subscribers

**240%**

Quarterly ROI

 Benin

MISTT implemented by: 

**427%**

Increase in data use

**24%**

Increase in data subscribers

**311%**

Increase in mobile data revenue



# Jio demonstrates the impact of MISTT through a multi-channel approach



**ET Telecom.com**  
From The Economic Times

## Jio, GSMA jointly roll out digital skilling program in India

“The program aims to provide need-based training to rural women and individuals from marginalized/low-income groups to help them make meaningful use of digital access,” said Jio in a statement Tuesday.



# Actions for delivering a successful digital skills campaign leveraging MISTT

- Putting together a team / identifying the relevant focal points to drive the campaign forward
- Devising targets and a go to market plan to structure the campaign
- Securing buy-in from senior staff who can sponsor the campaign and promote it within the organisation
- Securing budget
- Training agents (if the campaign is in-person)
- Localising content (where necessary) to meet the needs of the local market
- Monitoring and reporting



# Operators worldwide have deployed MISTT to close the usage gap



# GSMA support to partners to drive digital skills



1

**Planning:** Supporting partners to conceptualise their digital skills approach and strategy

2

**Training:** Providing training of trainers to support partners to deliver MISTT

3

**Sharing insights and best practices:** Sharing insights and learnings from other partners to drive successful initiatives

4

**Support with M&E:** Provide guidance on how to monitor and evaluate the impact of the campaign with resources and data collection templates

5

**Showcasing success:** Highlight successful approaches and initiatives to the wider GSMA audience to advance replication and scale



# Thank you