

India on Way to Topping US in Internet Users

Difficulty:



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Discussion activities to be done after completing this EA lesson

Today's report looks at the increase in Internet users in India. How big is this increase? Who is now using the Internet more in India? What has led to this increase? What examples are there of Internet business successes in India?

Extension discussion topics

A. Talking about and going over the specific topic / idea / issue in listening text

Introduction = What did you learn about the number of Internet users in India? Why has the number of users grown? What examples of successful online businesses did you learn about?

1. What did you learn about the numbers of Internet users in India?

- There are now one hundred twelve million users.
- That makes India the third largest Internet user country.
- China and the U.S. have more users than India.
- India may have more Internet users than the U.S., within two years.
- China has four hundred eighty-five million Internet users and there are more than two hundred seventy million* (or more than two hundred and forty-five million) in the United States.
- Asia has the largest number of mobile phone connections, with Africa having the second most number of users.

Do you know how many Internet users there are in your country? (See here - http://en.wikipedia.org/wiki/List_of_Internet_users_by_country) Why might this be?

2. Why has the number of Indian Internet users grown?

- Growth was especially strong among people in smaller towns and cities.
- There was also a large increase in Internet use among school-aged children and college students.
- That was because of a growth in the number of e-learning services and educational websites.
- More people are using the Internet from home and now have faster broadband connections.
- Before people in India used the Internet from common service points and from work.

Do you know about the trend in Internet use in your country? Is access to the Internet at home growing? Are people moving straight to use of mobile devices, or are they using broadband? Are there any new, very fast, Internet connections being promised in your country?

3. What examples of successful online businesses did you learn about?

- The growth in Internet use in India has led to an increase in online businesses.
- One example is Zomato.com which now provides information on more than seventeen thousand restaurants across India.
- Zomato.com's visitors have changed from people using the website at work, to people at now accessing it from home.
- It started as an experiment.
- It is owned by Deepinder Goyal.

What Internet sites are popular in your country? Are there any popular Internet sites which are local to your country, rather than global ones (e.g., Facebook)?

B. Expanding on (one of) the topics / ideas / issues in listening text

Topic = Internet use.

1. How much do you use the Internet? What do you use to access the Internet most, your PC or your mobile phone? Is your use of the Internet increasing, or decreasing? Make a list of the top 5 reasons why you access the Internet. Compare this list with a friend's list. Are your reasons the same?
2. Look at this list of the top 10 uses of the Internet from 1995 – <http://www.edn.com/archives/1995/122195/26out12.htm>. Do you think this is still the top 10 reasons for use of the Internet? Why have the reasons for using the Internet changed, do you think? (suggested answers: faster connections; Internet at home; business uses of the Internet; mobile phone connections to the Internet; educational opportunities; etc.)
3. This current generation of children has not known a world without the Internet. Have you? If not, can you imagine how your life would be different without it? If so, how do you think it has changed children's lives, as compared to yours? Has the Internet improved childhood, or not? Are there any dangers of Internet use for children? Do you know what a "digital footprint" is? (See - http://en.wikipedia.org/wiki/Digital_footprint) Are you worried about yours? Why, why not?
4. Do you think the Internet affects the way we think and behave? Do we need to remember things anymore, if we can Google them? Has it affected how we make friends and socialize? Does using the Internet too much affect the way our brain works? Do children play too many games on the Internet? Is it good for them?
(see - http://en.wikipedia.org/wiki/Is_Google_Making_Us_Stupid%3F for some ideas)
5. Make a list of three changes you think will happen to the Internet in the next 10 years, and the reasons for them. Explain your choices to a friend. Have you both got the same changes? Compare your changes with this list - <http://www.greentaxi.com/5-internet-changes-for-the-2010-decade/>. What do you think about these predictions?

C. Extending discussion of (one of) the topics / ideas / issues in listening text

Topic = You and your mobile phone / cell phone.

1. What was your first mobile phone like? Can you remember it? How is it different from your current mobile phone? What would your life be like without it? What are the disadvantages of having a mobile phone? Do you know anyone who doesn't have one? If so, why don't they? How would it affect your life if you didn't have one?
2. What is your current mobile phone? Is it a smartphone? How often do you use your phone? How much does it cost a month in your country to have a mobile phone? Do you use a landline anymore?
3. What functions do you use most on your phone? Are there any which you don't ever use? Are there any functions you would like to have, but don't? Do you think some brands of mobile phones are better than others? Why?
4. Do you connect to the Internet with your phone? If not, why not? If so, what do you connect to the Internet on it for? Has this capability made mobile phones more popular? Do you ever buy things on your phone? Do you check your bank account on your phone? What would you not use your mobile phone for? How secure do you think using a mobile phone is?

Audioscript

This is the VOA Special English Technology Report.

India could pass the United States in the number of Internet users in less than two years. A new report says India reached one hundred twelve million users in September. That makes India the third largest Internet market after China and the United States. China reported four hundred eighty-five million Internet users in June, and there are more than two hundred seventy million Internet users in the United States.

The Internet and Mobile Association of India says Internet growth was especially strong among people in smaller towns and cities. There was also a large increase in Internet use among school-aged children and college students. This is partly because of the growing number of e-learning services and educational websites.

Subho Roy is president of the Internet and Mobile Association of India. He says another big change this year is that more and more people are using the Internet from home.

"People are probably buying their own broadband connections and accessing it from their own devices rather than going to common service points."

This growth in Internet use has also led to an increase in online businesses.

Deepinder Goyal owns Zomato.com. His website provides information about restaurants and nightlife activities across India. Mr. Goyal got the idea for Zomato while working at a consulting firm three years ago. He and his coworkers kept restaurant menus in their office so they could order lunch from different places.

"We scanned these menu cards and put them online. So starting an Internet venture was actually an experiment and it worked out really well and currently we are getting around two million people just looking up menu cards on our website every month."

Zomato now provides information on more than seventeen thousand restaurants across India. It covers areas from the Dehli national capital region to Mumbai, Bangalore and Chennai.

Deepinder Goyal says the growth in Internet use at home has been good for business. Zomato used to depend mostly on business people, or "corporates", going online at work.

"So earlier we used to see that around fifty to sixty percent of our traffic used to spike at lunches on weekdays. That was due to corporates accessing our website when they used to order lunch. And right now, weekends are also very heavy traffic for us."

In a separate report, GSMA, the global trade group for the mobile industry, says Africa is the world's fastest growing mobile phone market. Africa has the second largest number of mobile phone connections after Asia.

And that's the VOA Special English Technology Report. I'm June Simms.