



## The trend of use of ICT among households and individuals in Albania

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### Keywords

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### Abstract

The use of computer and Internet has reached unprecedented figures. The aim of this article is to analyze the use of Internet and its trends among the population of Albania. The data are used from a secondary data analysis through administrative data source from national statistics of Albania and Eurostat. The aim is to better comprehend the profile of ICT users, such as age and gender, who is more familiar with the use of ICT and how Albania is placed in comparison with other countries in the region. Such analysis is important and useful in an area where ICT is becoming a substantial part of everyone in our everyday life.

### Introduction

Everyone nowadays talk about digitalization and technology and how it has revolutionize our life. However, it is crucial to have some basic indicators in order to better understand the situation and how this technology have touch everyone. ICT statistics can help to better understand how digital technologies are transforming our world. On this basis Eurostat, since 2012 have conducted a standard survey about the use of Information and Computer Technology among Member States. Since 2018 Albania has implemented this study and as a potential candidate country has to fulfil some criteria's, among the standardization of statistics.

On this framework, this paper aims not only to understand how Internet is penetrating the Albanian society, but even to further comprehend how Albania stands in relation to the region countries, specifically Western Balkan Countries.

### Material and Method

This study is based on a secondary data collection using data official data sources. The data used in the analysis come from the survey on the use of Information and Communication Technologies (ICT) in households and by individuals implemented by INSTAT annually since 2018 [1]. The Survey on Information and Communication Technologies Usage in Households and by Individuals is a statistical survey conducted in households. The eligible population to participate in such survey are resident population residing in Albania from 16 - 74 years old. Such study is implemented in line with international European recommendations and serves as one of the inputs for calculating the indicators on ICT's usage and communication technologies used by households and individuals.

The data will be compared with other countries using data from Eurostat. The same survey has begun implemented in the Member States since 2002 aiming at collecting and disseminating harmonized and comparable information on the use of ICT in households and by individuals.

### Analysis of the trend of ICT use in Albania compared with other countries in the region of Western Balkan

This session aims to analyze the ICT indicators in Albania comparing them with the Western Balkan Region, Turkey and Eu average region.

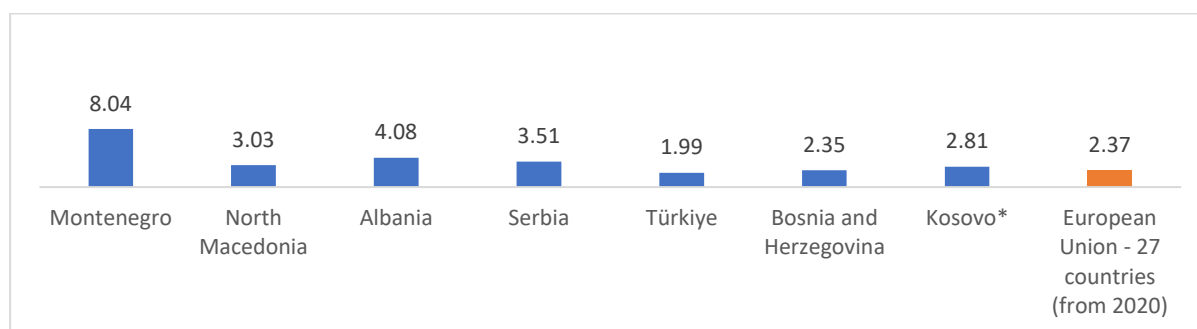
According to the official data source, the vast majority of Albanian households have access to Internet. This percentage has steadily increased since 2018. In relative terms Albania is placed in a high position to other regions of the Western Balkan Region, holding the first place in the region when it comes to the percentage of households with access to Internet.

**Table 1.** Households with access to Internet (in %)

	2018	2019	2020	2021
Albania	82.79	85.45	87.15	90.87
Türkiye	82.49	87.91	89.86	91.95
Bosnia and Herzegovina	69.15	72.03	72.84	75.49
Serbia	72.54	79.01	80.76	81.42
Montenegro	69.39	72.37	78.13	77.82
North Macedonia	78.21	80.38	78.52	83.12
Kosovo* <sup>1</sup>	93.20	93.19	96.36	No data
European Union - 27 countries (from 2020)	84.91	87.53	89.36	90.21

“Source”: Eurostat

About 4 percentage of Albanian households declare that they do not access Internet due to high costs of this service. Even if the vast majority of Albanian families do have access to Internet, Albania is second in the region of not accessing Internet due to costs, after Montenegro, 8% of households.

**Figure 1.** Household without access to Internet because of high costs (in%)

Even if data show that more nine out of ten Albania households have access to the Internet, still its access using a desktop computer is very low in the country compared to other regions in the Western Balkan and the EU average (Table 2). This implies that Internet in the country is being access mainly through mobile phones rather than using a desktop computer. There are no official recent data in Albania in order to comprehend how many households do have a PC. The latest data come from the Census of Population and Households in 2021, where 22% of households declared to have a computer in their homes. This shows that still the access to personal computer in Albania is very low compared to other regions in the country.

**Table 2.** Individuals used the internet on a desktop computer (in %)

	2018	2021
Albania	18.18	14.08
Türkiye	16.42	11.89
Bosnia and Herzegovina	37.85	36.19
Serbia	43.87	39.28
Montenegro	30.95	33.31
North Macedonia	36.60	28.51
Kosovo	18.38	No data
European Union - 27 countries (from 2020)	41.24	33.92

“Source”: INSTAT

<sup>1</sup> \*Under United Nations Security Council Resolution 1244/99

This hypothesis is confirmed by the ICT survey where the data show that in Albania Internet is mainly accessed by Mobile phones rather than by other devices. However, the use of Laptops using Internet has the major increase during the period 2018-2022 respectively

### Profile of ICT users in Albania

ICT survey shows that the use of Internet has steadily increased among women and men. During the period 2018-2022 the percentage of men who access internet at least one time during the year, has been higher compare to women. However, this gap has decreased over years, and in 2022 the difference is only about 2-point percentage among men and women who access Internet.

The main users of Internet remain the youngest population, respectively the age group 16-24 years. Over the last five years they have remained the highest proportion of internet users in the country.

Even if the use among the youngest population is the highest, the growth rate between the last five years has been among the oldest population where the Internet users have almost double in this period.

**Table 4.** Growth rate of ICT users, 2018-2022 period

<i>Year</i>	<i>16-24</i>	<i>25-34</i>	<i>35-44</i>	<i>45-54</i>	<i>55-64</i>	<i>65-74</i>
<i>Growth rate, Index 2018 base year</i>	5%	9%	32%	66%	77%	96%

“Source”: Author calculations

### Conclusion

About nine out of then household in Albania have access to Internet. This places the country in the first place in Western Balkan region for this indicator. However, the access to Internet using personal computer is very low with only 14% of households using computer to access the Internet. Financial reasons for not using the Internet are among 4% of households. The main use of accessing internet in the country are through mobile phones. Men use the Internet more than women. However, the increase of the proportion of women using Internet have been higher compared to men. The youngest population use more Internet compared to other age groups. However, the proportion of internet users among older age groups, more than 65 years old, have almost doubled during the last five years. The data show that even if at the beginning the Internet was more a domain of men and of youngest population, still women and other age group are recuperating making Internet accessible and usable from everyone in the country.

### References

1. INSTAT, Survey on Information and Communication Technologies (ICT) usage in Households and by Individuals in 2022.