

Mobile Internet Skills Training Toolkit

A guide for training people
in basic mobile internet skills



The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

We invite you to find out more at

www.gsma.com

Follow the GSMA on Twitter/X: [@GSMA](https://twitter.com/GSMA)

GSMA Connected Society

The Connected Society programme works with the mobile industry, tech companies, the development community and governments to increase access to and adoption of the mobile internet, focusing on underserved population groups in developing markets. Key activities include:

- Generating and disseminating insights and learnings on the mobile internet coverage and usage gap.
- Supporting mobile operators to extend coverage and drive usage.
- Undertaking advocacy and policy work to ensure that mobile operators' efforts to achieve greater digital inclusion are being effectively supported by governments, the international community and other stakeholders.

For more information, please visit

www.gsma.com/connected-society

Or contact us at: connectedsociety@gsma.com

Introduction to this toolkit

Mobile phones are much more than just a tool for making calls. Increasingly, they are the primary way people across the world access the internet. While the internet can provide a wide range of benefits to the user, it requires specific skills and knowledge to use a mobile phone effectively. This means that people who lack the skills and understanding are unable to access these life enhancing services.

What is this toolkit trying to achieve?

This toolkit is for mobile network operators (MNOs), non-governmental organisations (NGOs), development organisations and governments who want to provide training to improve people's basic knowledge and understanding of the mobile internet.

The tools and resources provided here give trainers what they need to demonstrate the value and the functionality of the internet on mobile phones. As a result, trainees will be equipped with a deeper understanding of what they can use the internet for and the basic skills needed to access and

use it. We believe that this will lead to increased awareness and use of the life-enhancing services that the mobile internet has to offer.

The training presented in this toolkit targets people with little or no mobile internet skills. It aims to teach those who want to learn what the mobile internet is and how to communicate and search online. This toolkit is not suitable for people with no experience of using mobile phones, and doesn't cover basic functions such as making calls or sending SMS. Similarly, it is not designed for those who are already familiar with the mobile internet.

What is the 'How to Guide'?

The How To Guide should be used in conjunction with this document, thereby enabling trainers in any country to develop and deliver contextually specific training in basic

mobile internet skills to their audiences. The guide provides actions and recommendations on how to develop tailored, meaningful training sessions and resources for their audiences.

The How To Guide also includes lots of helpful examples that can be used in addition to the information and tips from this toolkit. We would encourage all users of this toolkit to review and use the most relevant bits of the How To Guide to complement their training sessions.

What is covered in this toolkit?

This toolkit provides an introduction to using the mobile internet on an entry level smartphone. It is designed as a journey that takes trainees from basic communication skills through to more complex skills such as setting up their mobile phone. Although this framework guides the overall flow of this toolkit, it has been designed so that each training session can stand alone. This allows the trainer to choose which sessions to use depending on what is relevant to their target audience.

We use WhatsApp, YouTube, Google Search, Wikipedia, Facebook, Mobile Money, KaiOS, Android, Accessibility Features and TikTok to introduce people to the mobile internet. We also provide a general introduction to the internet, mobile money and how people with hearing or

visual impairments can make use of the internet. We also provide an introduction to the internet and cover safety and cost. This is based on our consumer research showing that these services are relevant in most countries.

If you want to adapt this toolkit for use in your country, you may want to modify these services depending on what is relevant to your audience. The accompanying How To Guide might be useful if this is the case.

The How To Guide also includes lots of helpful examples that can be used in addition to the information and tips from this toolkit. We would encourage all users of this toolkit to review and use the most relevant bits of the How To Guide to complement their training sessions.

What is covered in this toolkit?



Introduction to the internet

Many people don't know what the mobile internet is, even if they have heard of it. We have included some simple explanations to help answer some of the most common questions that people have about the internet.



WhatsApp

WhatsApp is a popular, global messaging service. WhatsApp's similarity to SMS means its messaging functionality is something that people have some familiarity with. Using WhatsApp as an entry point allows trainers to build on from what people know, while introducing the benefits of communication via the internet and the skills needed for this.



YouTube

YouTube enables trainees to discover internet content in a simple, engaging and relatively enclosed online environment. It also allows trainers to build on the enthusiasm people have for audio-visual content, while introducing the skills necessary to use the mobile internet.

YouTube may not be available to use in all locations due to connectivity issues. In these instances, we suggest either skipping the YouTube module or using another audio/visual application that requires less data to run (e.g. an image search application such as Google image search).



Google Search

Google Search allows people to find content that is relevant to them on the internet. This allows trainees to experience the range and depth of information available to them on the internet. It also allows them to practise their search and navigation skills. For trainers who have taken their participants through the YouTube module, this provides an opportunity to build on the skills learned with YouTube.



WIKIPEDIA
The Free Encyclopedia

Wikipedia

Wikipedia is a free internet reference (or encyclopaedia), which provides neutral, factual information about educational topics. This module provides trainees with an example of the wide range of information that can be found on the internet, on a website that uses a small amount of mobile data. It also introduces them to the idea that content on the internet is often created by ordinary people all over the world.



Facebook

Facebook is a social network that allows people to correspond with business contacts, receive news, stay in touch with family and friends, or follow celebrities and sports teams. This module demonstrates the wide range of possibilities presented by a social network and gives them an understanding of an account and sharing content.

What is covered in this toolkit?

KaiOS KaiOS

KaiOS-enabled phones are like a smartphone without a touchscreen. A 'smart' featurephone, it is cheaper than a traditional smartphone but still gives trainees access to a camera, Wi-Fi, Bluetooth, GPS and apps. Crucially, it also gives trainees the opportunity to explore the internet on an easy-to-use device.



Android

Android-enabled devices are widely used by many people across the world. Android devices give trainees access to a full range of internet services. This module builds on previous modules, presenting a range of more advanced internet services available through Android devices (e.g. Google Assistant) and giving trainees a more in-depth understanding of how their device can be set up (e.g. Google account), including settings that can save them money or keep them safe.



TikTok

TikTok is a video sharing app that is increasingly popular with young people across the world. This module builds on other modules (particularly YouTube) to help demonstrate the wide range of content that is available on TikTok and similar services. It gives trainees an understanding of how to use TikTok safely and cost effectively. It introduces the concept of the algorithm to some trainees to help them understand why they see what they see when they use the app.



Mobile Money

Mobile provides users with one of the key routes to financial inclusion. This module provides trainees with a basic overview of how to use mobile money, including understanding the registration process, sending money to a friend or family member, paying a bill and understanding basic safety implications. This can be taught as a standalone module or with the rest of MISTT.



Safety and Cost

Staying safe and understanding the cost of using the mobile internet are covered within each of the WhatsApp, YouTube Google, Wikipedia and Facebook modules. Our research showed that safety and cost are significant concerns for people using the mobile internet, so we decided to address these within each in-depth training module and separately in the bitesize training sessions.



Accessibility Features

Around 15% of people in the world have some form of disability. They can face barriers to access services such as education and healthcare that other people don't face. However, mobile phones can help remove some of these barriers and allow people with disabilities to do everyday things that they would otherwise find difficult to do. This module gives advice for trainers who want to assist those with visual and hearing impairments.

This diagram provides a visual overview of the key services, functions and skills covered in the training.

Mobile internet



WhatsApp

Send and receive one-to-one messages

Create and participate in groups



YouTube

Search for videos



Google

Search and navigate information



WIKIPEDIA
The Free Encyclopedia

Wikipedia

Search and navigate free information



Facebook

Connect with friends and family



TikTok

TikTok

Search for videos



android

Android

Search and navigate information

KaiOS

KaiOS

Discover more advanced internet features

Set up devices



Mobile Money

Financial services via mobile



Safety

Learn how to stay safe online



Accessibility

Learn to use accessibility features on your mobile

How can this toolkit be used?

You can use this toolkit in different ways depending on how much time you have with your trainees.



For trainers who only have two to three minutes at a time with trainees,

there is bitesize training which consists of a two to three minute training session. Each session covers one topic. There are a number of topics to choose from: Introduction to the internet, WhatsApp, YouTube, Google, Wikipedia, Facebook, Mobile Money, KaiOS, Android, Ayoba, Accessibility Features, Online Safety and TikTok.

The bitesize sessions can also be used as a refresher for trainees who have already completed training but would like a brief recap on what they have learned.



For trainers who have 45-60 minutes with their trainees and are engaging them in a more structured workshop or training environment, the in-depth modules provide a more detailed and comprehensive training experience for a designated group of trainees.

Each in-depth module covers one of the following topics: Introduction to the Internet, WhatsApp, YouTube, Google, Wikipedia, Facebook, Online Safety, Mobile Money, KaiOS, Android, Ayoba, Accessibility Features and TikTok. Safety and cost are incorporated within each training session. We recommend starting with the most basic training, such as Introduction to the Internet, and continuing with more in-depth modules as your training session's duration allows.

Bitesize Training



**2-3
minutes**

How to use bitesize training

This section is for trainers who only have two to three minutes to work with their trainees. It can also be used as a refresher for trainees who have already completed training but would like a brief recap on what they have learned.

Each session covers one topic. There are a number of topics to choose from: Introduction to the internet, WhatsApp, YouTube, Google, Wikipedia, Facebook, Safety, Cost, Mobile Money, Android, Accessibility Features, KaiOS and TikTok. Each session focuses on providing an explanation of the service and practise on the phone.

Each bitesize session follows a similar structure:



What is it?

Give a short explanation of the service. **“Quotation”** marks suggest what trainers could say.



What can you use it for?

Briefly explain the benefits of the service. **“Quotation”** marks suggest what trainers could say.



How does it work?

Get practical!

Use the How To Use posters to help trainees use the service on a phone. This can be one you provide or the trainee's own phone.



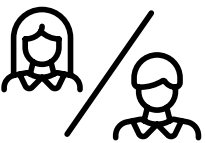
Practise!

Practise, with examples relevant to audience.

In-Depth Training

How to design your training

These are suggestions for implementing the in-depth training.



Single-gender sessions

Split men and women into separate training sessions. This provides an equal opportunity for practical experience and space to discuss gendered interests and concerns openly.



Small group practice

Split trainees into small groups of no more than six people. Provide one trainer to support each group. This enables trainees to gain practical experience and allows for peer-to-peer learning and support.



Skill level groups

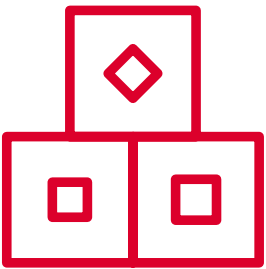
Match trainees in groups with others who have similar knowledge and skill levels. It is important that trainees are a similar skill level to the others in their group so that they feel confident and interested. Feel free to move trainees into different groups after the training has started if it becomes apparent that trainees are not at a similar skill level to others in their groups.



Shared devices

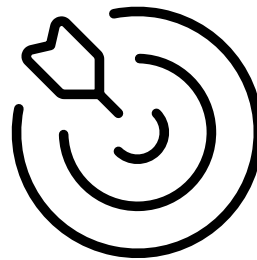
If people don't have their own smartphone, provide entry level smartphones with data pre-loaded. Try to ensure the phones are similar (e.g. have the same operating system) and have similar functionality. This allows everyone to move through the same steps in the training and overcome concerns about using personal data or sharing personal information. Ideally, we recommend no more than three trainees per device.

Tips for Trainers



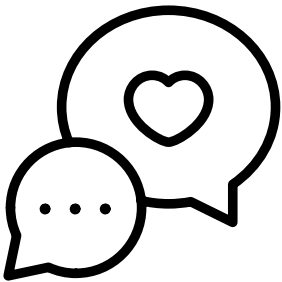
Start with the basics

Though the trainees may be familiar with some internet services, they will have gaps in their knowledge.



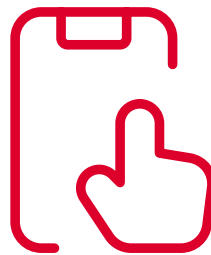
Keep it simple

Use short and non-technical explanations.



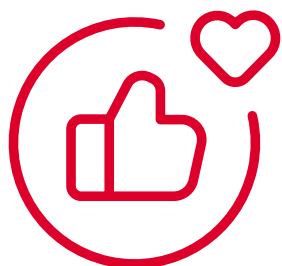
Make it relevant

Use personal interests to keep trainees engaged.



Encourage action

Focus on getting trainees onto the phone to practise.



Appreciate trainees

Reward the trainees with regular positive encouragement. Certificates could be given to trainees if appropriate to your training session.



Interact with trainees

Encourage two-way communication between the trainees and their trainer.

How to use the toolkit



How to use in-depth training

This is an in-depth training guide for trainers who have 45-60 minutes with their trainees.



**45-60
minutes**

It begins with an introductory session, followed by training sessions covering one topic: WhatsApp, YouTube, Google, Wikipedia, Facebook, Online Safety, Mobile Money, KaiOS, Android, Accessibility Features and TikTok. Safety and cost are incorporated within each training session.

Although the training has been designed so that each session builds on the previous one, every training session can also stand alone. This means you can choose the training sessions you want to use with your trainees, depending on what is relevant for them. If you cannot use YouTube in your location due to connectivity issues, you can skip this module and use another audio-visual service that requires less data to run.

Images of people and examples included in this guide are relevant to India, particularly Maharashtra State. If you want to use this guide in other places, we recommend you include your own examples and images of people that are relevant to your location.

How to use the toolkit



Training session checklist

Before each training session, make sure you give yourself plenty of time to prepare. Ensure you leave enough time to set up the mobile phones longer than you think.



Check that you have all the materials that you will need for your session (see the materials needed on the overview page of each module).



Make sure that all phones are charged.



Download and set up all services you plan to use on the phones.



Make sure all of the mobile numbers you are going to use are stored on all the mobiles that will be used in training.



Clear all personal data (e.g. photos, messages, etc.) before handing the phone over to the participants.



Understand your training content.



Activate mobile internet on all phones with a mobile network provider (remember that this can take a number of days).



Name your phones. Stick a label on the back of each phone with its name and mobile number so you can identify it during the training.



Check your connectivity – if using MiFi/Wi-Fi, check that these are working and that all phones are signed in.



Load mobile internet data onto all phones.

How to use the toolkit

In-depth training consists of four main types of activity:



Explanation:

Short explanations to introduce the benefits of a service



Activity:

Practical exercises on phones



Discussion:

To encourage trainees to consider the relevance in their lives



Recap:

To reinforce lessons of each module