NAME:
Helen

AGE:
35

FROM:
Anambra, Nigeria

LIVES:
Epe, Nigeria

OCCUPATION:
Tailor

Awareness of Wikipedia

Access to Internet
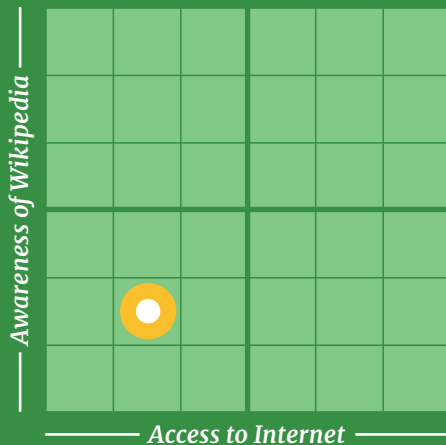
BIOGRAPHY

Helen lives in a small town, Epe, with her husband, a laborer at the nearby noodle factory, and their three young children. Although her family struggles to make ends meet, Helen is very economically resourceful. After giving birth to her first child 10 years ago, she became a seamstress to supplement her family's income.

Helen keeps track of local happenings by chatting with neighbors or listening to her husband and his friends when they come to chat in the evenings. She's most interested in news that impacts her and her family: gossip about teachers at her children's school, rumors of possible protests or strikes, and other community news.

Helen uses a low-grade smartphone mostly for calls and some web browsing. Her internet access is limited by the frequent power cuts—her family doesn't own a generator—and her ability to pay for data. To get online she relies almost exclusively on the free data that comes as a bonus with airtime purchases. Helen switches on her data only when necessary. She's frustrated that the connection is often unreliable—even the rain seems to affect it. When she is online, her top priority is staying connected with family and friends. Facebook is her favorite app, which she joined at the urging of a cousin who studies abroad. This was also the beginning of her internet usage.

Since then, she has found many other uses for the internet: she looks up confusing phrases from the Bible, searches for ideas to grow her business, and gets outfit inspiration before big social events. She is amazed at the seemingly never-ending amount of information "Mr. Google," her favorite search engine, can provide.

Helen recognizes the Wikipedia icon on her mobile phone but doesn't know what it is—she thinks it may have come with her phone. She has opened the app before out of curiosity but was uncertain of what she should do and quickly closed it.
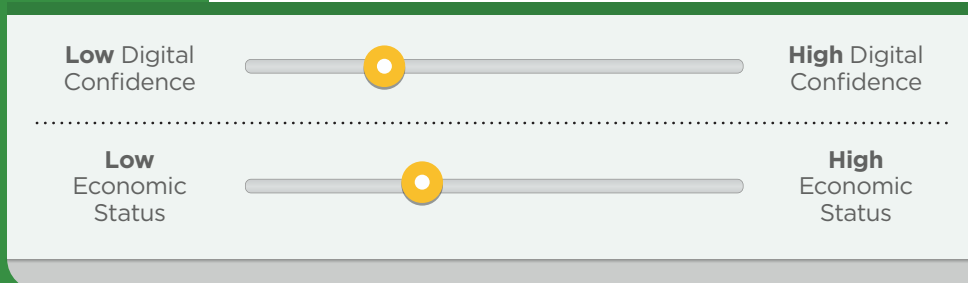
DEVICE USE

Infinix Android Race Eagle X50 Smartphone

PRIMARY USE: Voice calling, Facebook, and internet browsing.

NETWORK: Airtel: Tops up N100 to N200 ($0.35 to $0.70) every week or two, which gets her data bonus of 10 to 20 MB. This is her primary line.

APPS USED: *In order of preference:* Facebook, WhatsApp.

Tecno T410 *(dual sim)*

PRIMARY USE: Voice calling.

NETWORK: Glo & Etisalat, as it is difficult to depend on one network given patchy connectivity. Uses both as backups when the Airtel network is down, so doesn't always have credit on them. Tops up N50 ($0.18) at a time, as needed.

Low Digital Confidence — **High** Digital Confidence

Low Economic Status — **High** Economic Status

REBOOT