



State of art (WP2.1)
Level of knowledge of
digital entrepreneurship
between youth

Complete report of the research



Co-funded by
the European Union

**A NEW ENTREPRENEURSHIP APPROACH IN THE
DIGITAL AGE: DIGITAL ENTREPRENEURSHIP
NEWDIGISHIP**



WP2. Survey Report



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The results of the survey can be consulted at the following link:

<https://eu.jotform.com/report/23050255465004420>

Introduction

With digital change accelerated by the Covid-19 pandemic effect, consumers, customers, businesses, enterprises, supply chains, industries and the ecosystem are exposed to digital change much faster than the usual pace. These major changes are: new technologies such as mobile computing, data analytics, e-learning, cloud computing, blockchain, social media marketing and SEO, which have created the beginning of a new era in entrepreneurship.

NEWDIGISHIP was born to reduce the rising unemployment rates among youth in an ever-changing world; make young people aware of how social media and digital technology can be used for entrepreneurship opportunities and enable them to benefit from digital opportunities. This will consider that today's young people (digital natives) are both consumers and producers on the Internet and will take as a starting point the daily lives and experiences of young people, focusing on social, cultural, and critical thinking issues. This project covers the priority of strengthening the employability of young people, promoting active citizenship, young people's sense of initiative and youth entrepreneurship including social entrepreneurship and addressing digital transformation through development of digital readiness, resilience, and capacity.

All young people and people interested in digital entrepreneurship and who want to have digital entrepreneurship opportunities must have ICT/digital competences. Since most of our unemployed youth admit that they lack digital job skills, with this project we will contribute to the development of their ICT/digital competences, i.e. relevant and high quality skills and competences. As mentioned in the EU Digital Education Action Plan (2021-2027), consolidating the digital market to adapt digital transformation and digital culture to the 21st century and compete in the digital age is one of Europe's priorities. The EU Digital Single Market strategy defines that the EU prioritizes digital transformation as the core of its actions. In the next five years, efforts will have to be redoubled to create digital opportunities in a cohesive European market.

NEWDIGISHIP will target young people aged 18-28, with a special focus on low-income households, women, and young people with fewer opportunities. Our NEWDIGISHIP project will bring an innovative approach to digital entrepreneurship

by focusing on the methods and effects of digital tools and entrepreneurship opportunities in different countries, which are indispensable for the digital world.

Research methodology: the survey

In order to develop WP2.1- Developing a curriculum for digital entrepreneurship for young people (promoting digital entrepreneurship start-ups among young people) of the NEWDIGISHIP project, a survey was developed and applied to establish starting points, lines of action and the state of the art of the topic in the consortium member countries.

The objectives of the survey were the following:

- To assess the knowledge that exists among the project's target group on issues related to digital entrepreneurship.
- To know their degree of familiarity with digital skills and their usefulness in the work environment.
- Obtain information regarding the digital competencies that need to be reinforced.
- To identify the teaching methods on digital entrepreneurship best suited to current needs.

The consortium decided to use the survey as a research tool because this technique is widely used as a research procedure since it makes it possible to obtain and process data quickly and efficiently. For Sierra Bravo¹, observation by survey, which consists of obtaining data of sociological interest by questioning members of society, is the most important and most widely used sociological research procedure. Among its characteristics we can highlight the following:

1. The information is obtained through an indirect observation of the facts, through the statements made by the respondents, so it is possible that the information obtained does not always reflect reality and only shows possible trends and lines of interpretation.

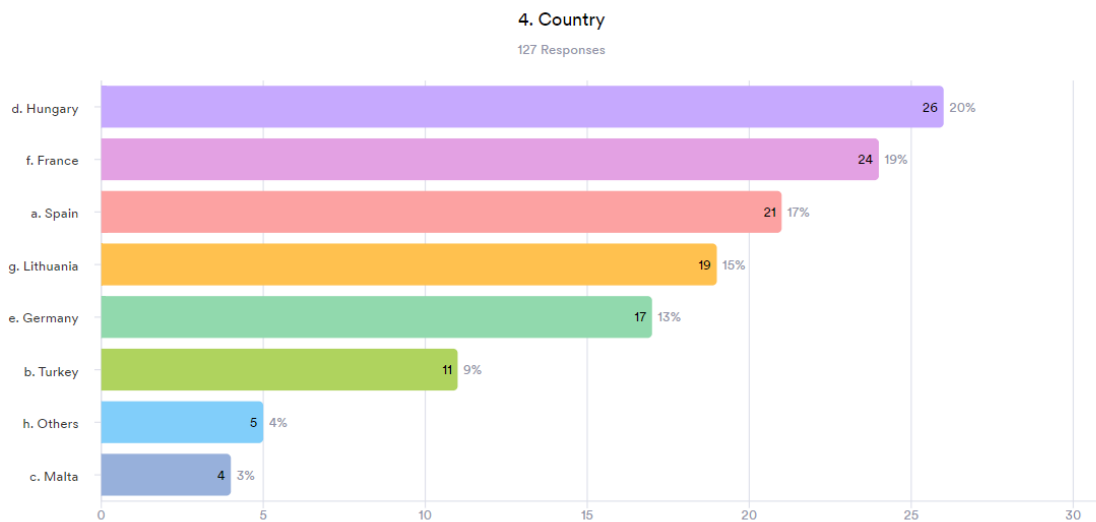
¹ Sierra Bravo, Restituto. Técnicas de Investigación social. Madrid: Paraninfo, 2001.

2. The survey allows massive applications, which by means of adequate sampling techniques can extend the results to entire communities.
3. The researcher's interest is not the specific subject who answers the questionnaire, but the population to which he/she belongs.
4. It allows the simultaneous collection of data on a wide variety of subjects.
5. The information is collected in a standardized way by means of a questionnaire (same instructions for all subjects, identical formulation of the questions, etc.), which makes it possible to make intra-group comparisons.
6. It is particularly suitable for collecting opinions, beliefs, or attitudes.
7. In general terms, this methodology is especially indicated in studies with descriptive objectives and where large samples are required for the study of some aspect of the population.

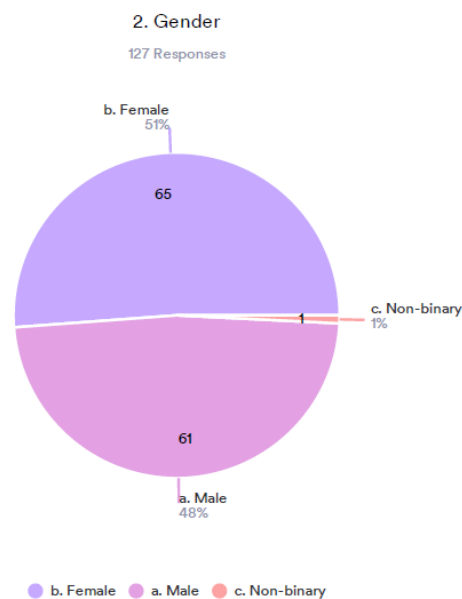
Among its disadvantages are the difficulties in establishing causal relationships, the fact that it does not consider contextual factors that may interfere with the subject's responses, and that depending on the size and diversity of the sample, it only allows us to speak of trends rather than generalizations of behavior.

Survey results

The NEWDIGISHIP survey was applied in 7 countries (Hungary, France, Spain, Lithuania, Germany, Turkey, Malta) and the sample reached 127 respondents. It is important to keep in mind that due to the small size of the sample it is not possible to make generalizations and it is necessary to speak at all times of trends detected among the surveyed population.

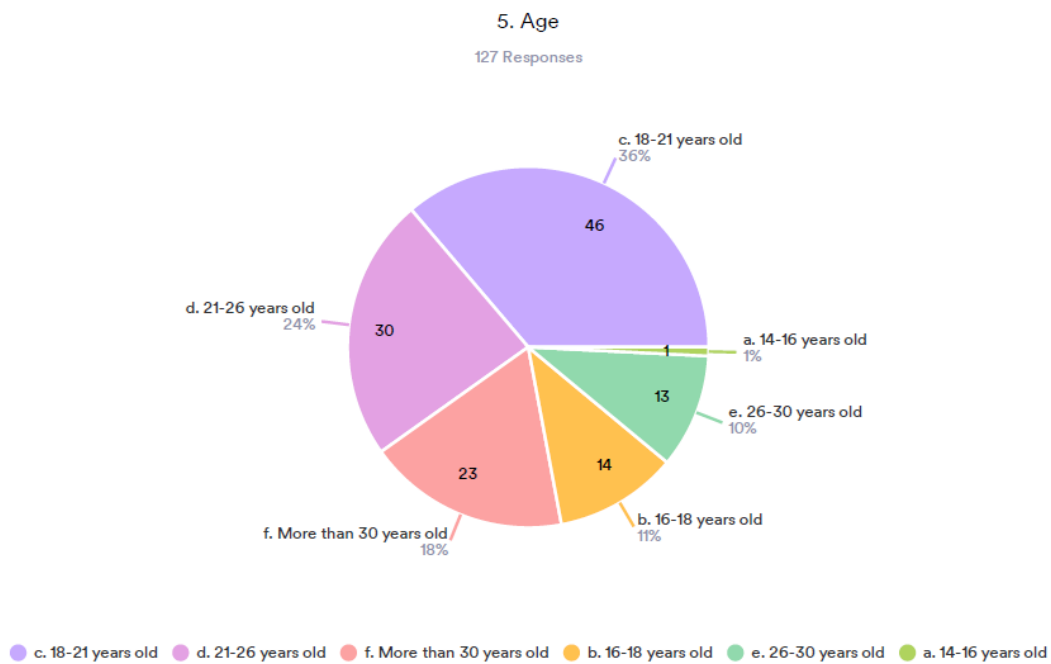


Fifty-one percent of the sample consisted of women while 48% were men and 1% were non-binary.



Eighty-two percent of the respondents were young people between the ages of 16 and 30. The age range of the respondents was as follows:

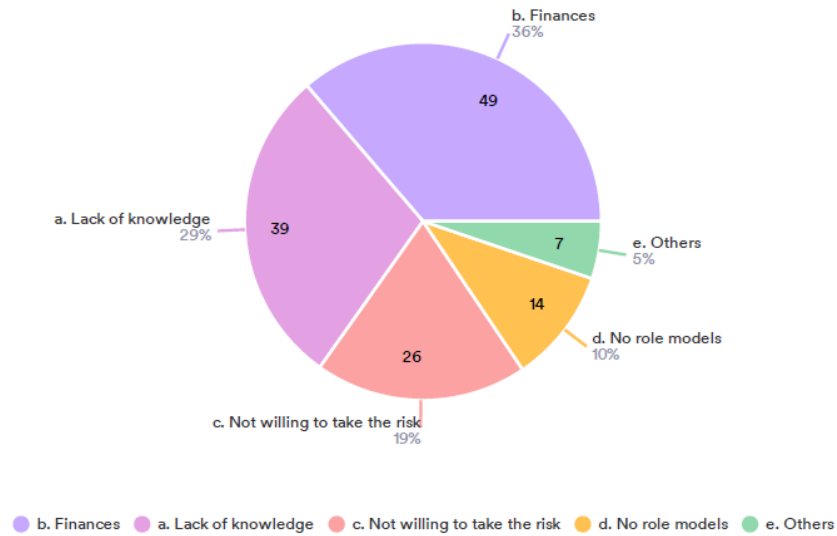
- 1% between 14-16 years old
- 11% between 16-18 years old
- 36% between 18-21 years old
- 24% between 21 and 26 years old
- 10% between 26 and 30 years of age
- 18% over 30 years old



Sixty-two percent of those surveyed responded that they had had an excellent business idea, while 38% claimed that they had not. Among the causes that hindered entrepreneurial initiatives, the issue of finances ranked first with 36%, followed by lack of knowledge with 29%, lack of willingness to take risks with 19% and lack of examples to follow within the scope of personal interaction with 10%.

7. What prevented you from realizing it?

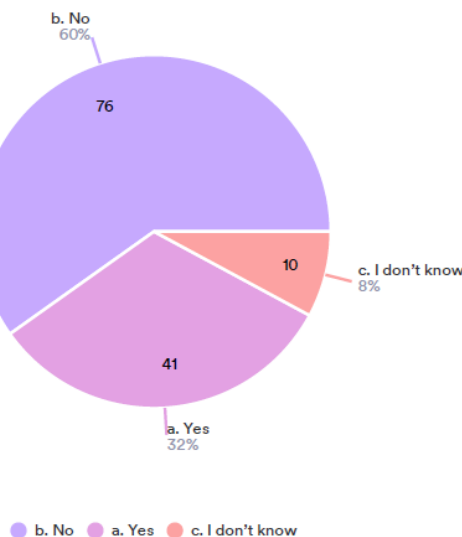
135 Responses- 49 Empty



When asked if they had an entrepreneur in the family or someone who carried out an entrepreneurial initiative, 60% of the respondents answered no, only 32% had a family member who was an entrepreneur and 8% did not know if they had a family member who carried out these tasks in their family circle.

9. Is somebody in your family an entrepreneur?

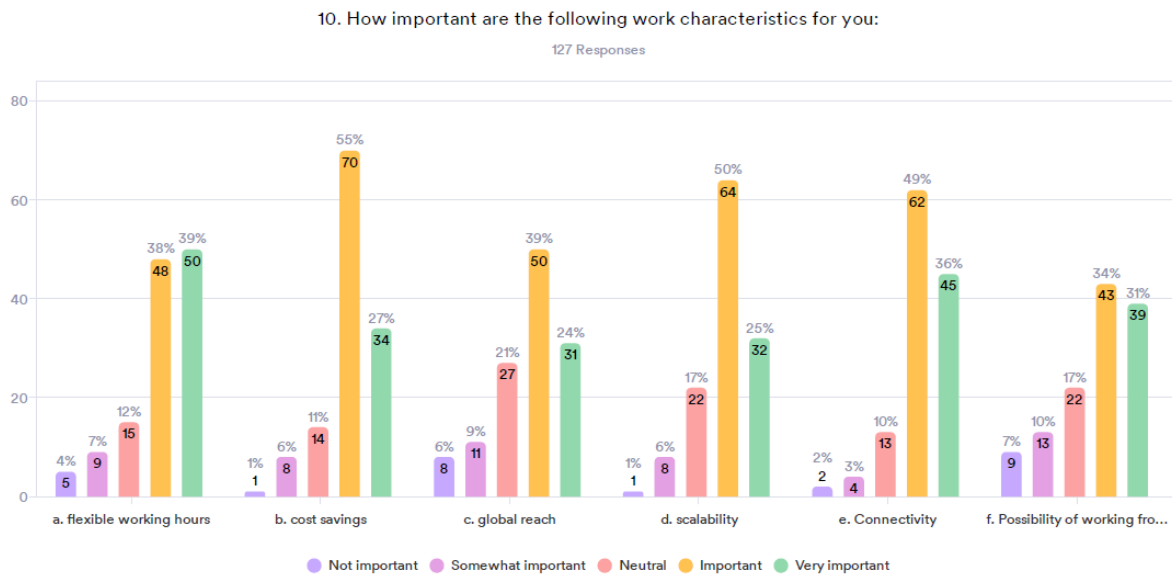
127 Responses



On a scale of 1 to 10, an average of 5.33 individuals surveyed were familiar with the idea of digital entrepreneurship, which is only slightly above the average and indicates that there is no solid knowledge of this modality among the surveyed population.

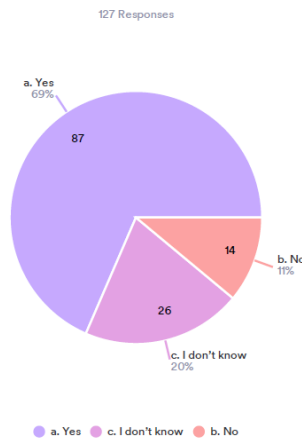
Regarding the following work characteristics, the respondents gave their assessment of the degree of relevance they attach to them in the work environment:

- a. 77% considered the flexible working hours as important and very important.
- b. 82% considered the cost savings as important and very important.
- c. 63 % considered the global reach as important and very important.
- d. 75% rated the scalability as important and very important.
- e. 85 % rated connectivity as important or very important.
- f. Finally, 65 % considered as important and very important the possibility of working from home.



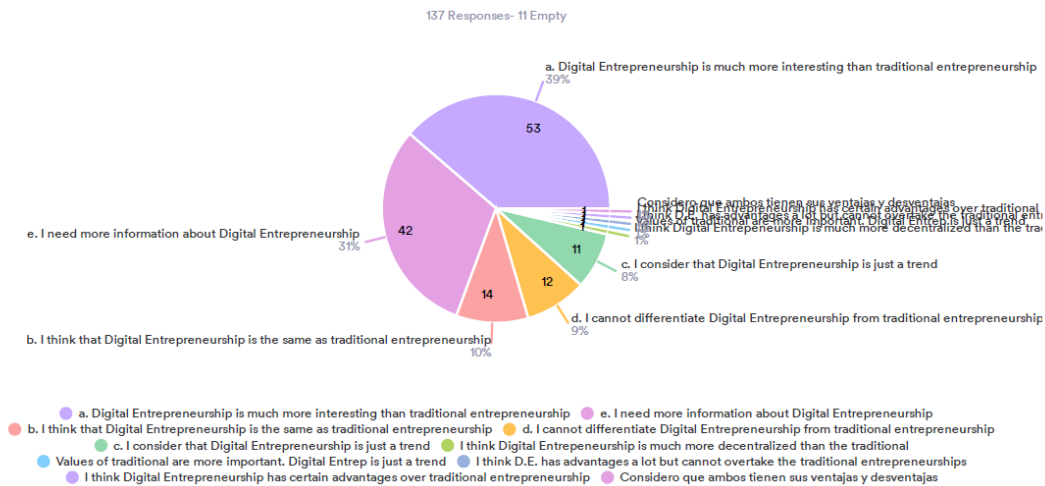
Sixty-nine percent of respondents considered that digital entrepreneurship has advantages over traditional entrepreneurship, while 11% considered that it has no significant advantages and 20% said that they do not know if it has more merits.

11. Do you think there are advantages to Digital Entrepreneurship compared to traditional entrepreneurship?



Regarding the relationship between traditional entrepreneurship and digital entrepreneurship, 39% considered that the latter is much more interesting than traditional entrepreneurship. On the other hand, 31% of the respondents claim to need more information about digital entrepreneurship. Ten percent believe that digital entrepreneurship is similar to traditional entrepreneurship and 9% are not able to differentiate between the two types of entrepreneurialships. All this indicates the need to continue working to increase the information and training available to promote knowledge of this type of entrepreneurship, considering its advantages and disadvantages.

12. What do you think about Digital Entrepreneurship compared with traditional entrepreneurship?

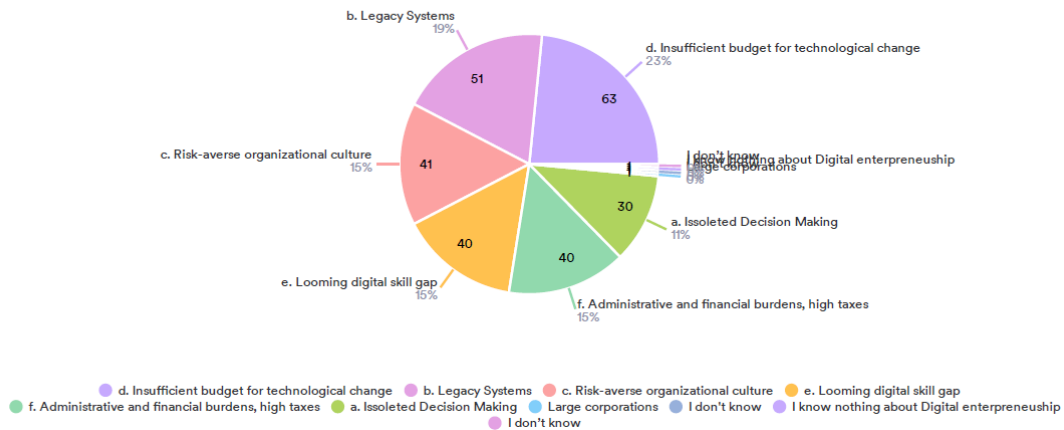


In terms of the barriers or main obstacles mentioned by the respondents for the development of digital entrepreneurship, the first one is the insufficient budget for technological change, which was mentioned by 23% of the participants in the survey. This was followed by legacy systems, which was mentioned by 19%, followed by risk-averse organizational culture, which was mentioned by 15% of the respondents, as well as the looming digital skill gap and administrative and financial burdens, high taxes. Another barrier mentioned by 11% was the isolated decision

making.

13. What are the main barriers/obstacles for digital entrepreneurs?

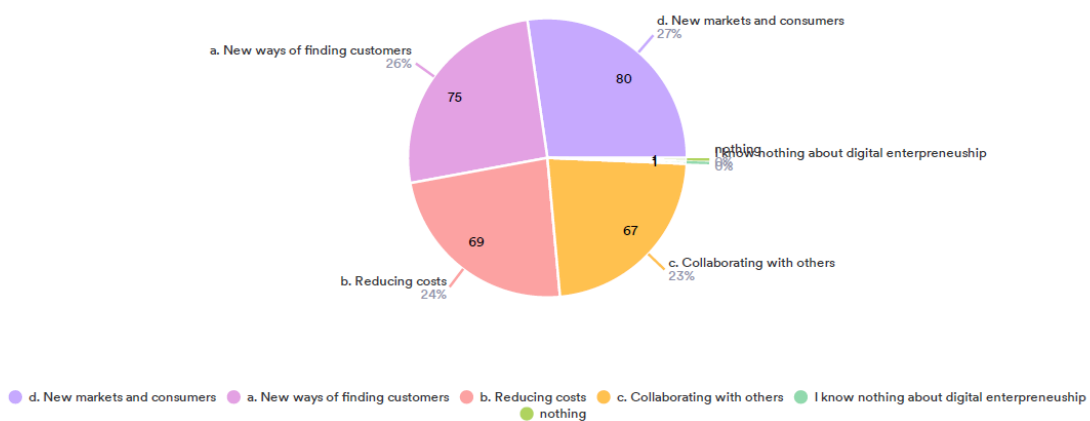
269 Responses



Regarding the main opportunities for digital entrepreneurs, 27% of respondents favored the existence of new markets and consumers, while 26% claimed the possibility of finding new ways of finding customers. On the other hand, 24% of the participants valued positively the possibility of reducing cost and 23% the idea of collaborating with others.

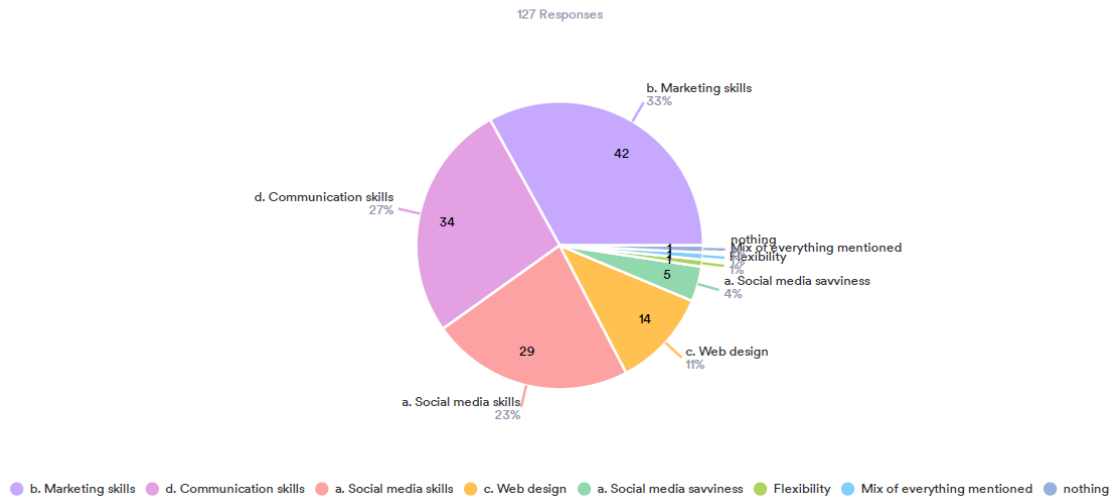
14. What are the main opportunities for digital entrepreneurs?

293 Responses



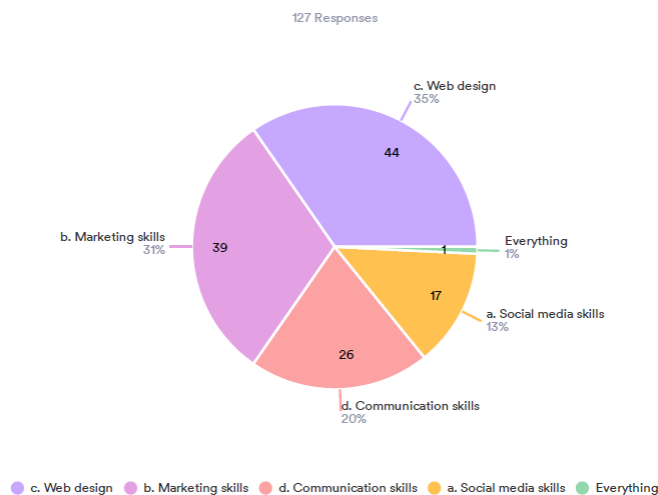
Respondents also rated the skills they consider most important to positively influence the development of the digital entrepreneur. In this case, 33% of the participants positively valued marketing skills and 27% communication skills. On the other hand, 23% considered social media skills to be very important and 11% considered web design skills to be very important.

15. In your opinion, what skills are most important for a successful digital entrepreneur?



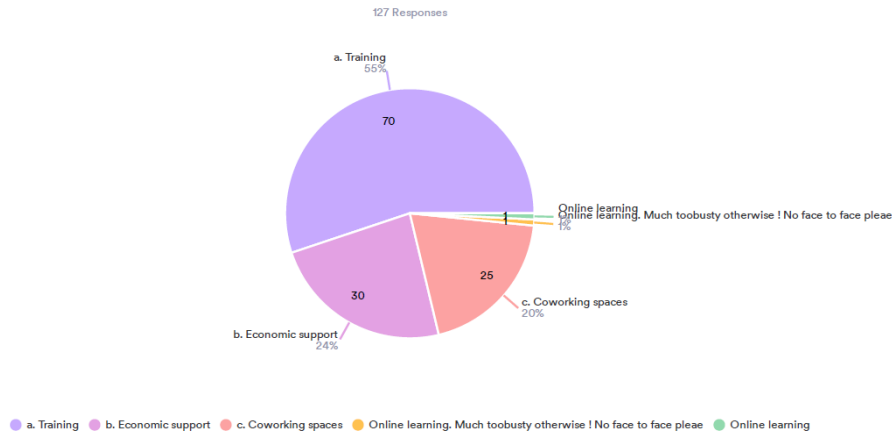
Similarly, the participants also evaluated the competencies on which additional work should be done to improve the results obtained. 35% considered that the skill that should be enhanced the most is web design, followed by marketing skills, pointed out by 31% of the participants. Also 20% highlighted the importance of working with communication skills and 13% did the same with social media skills.

16. Which of the above-mentioned would you like to work on the most?



Among the proposed ways to improve the different skills necessary for digital entrepreneurship, 55% of the participants opted to promote training, 24% to favor economic support and 20% to encourage coworking spaces.

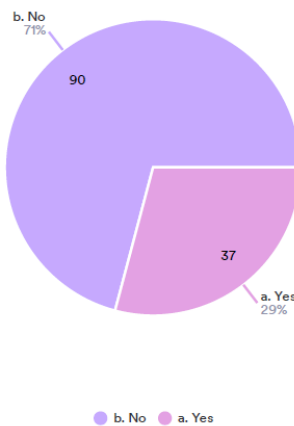
17. What would be a suitable form of help for improvement of the above-mentioned?



Seventy-one percent of the participants claimed that they had not participated in training on the use of digital/social media technology, compared to 29% who said they had participated in some training of this type. This illustrates the need for training offerings that meet this educational need with a high impact on employability and professional growth.

18. Have you participated in training for the use of digital/social media technology?

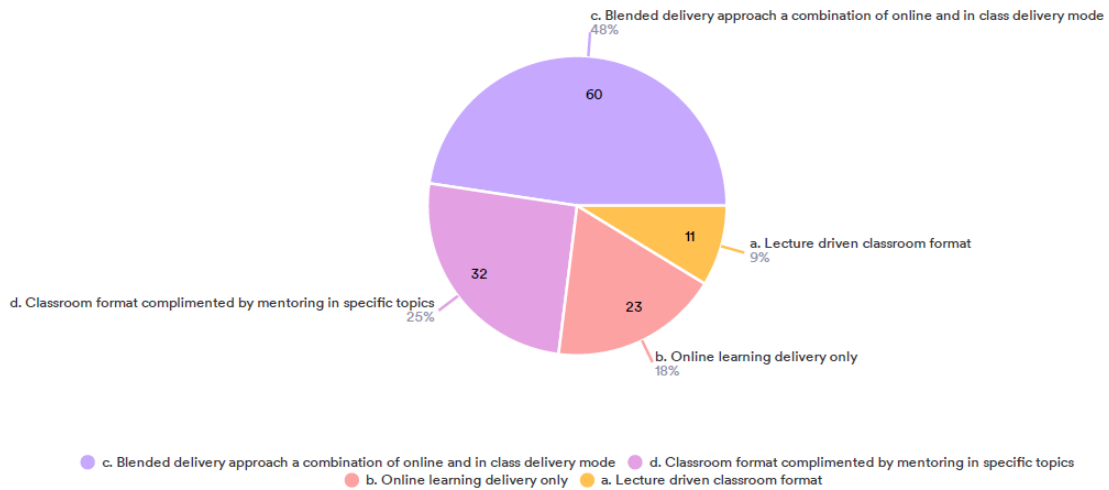
127 Responses



Concerning the type of training best adapted to meet these needs, 48% of respondents preferred the blended delivery approach a combination of online and in class delivery mode, while 25% considered the classroom format complimented by mentoring in specific topics to be the best option. On the other hand, 18% claimed that it would be more beneficial to use the online learning delivery only and 9% opted for the lecture driven classroom format.

19. What is your preferred mode of delivery of the training

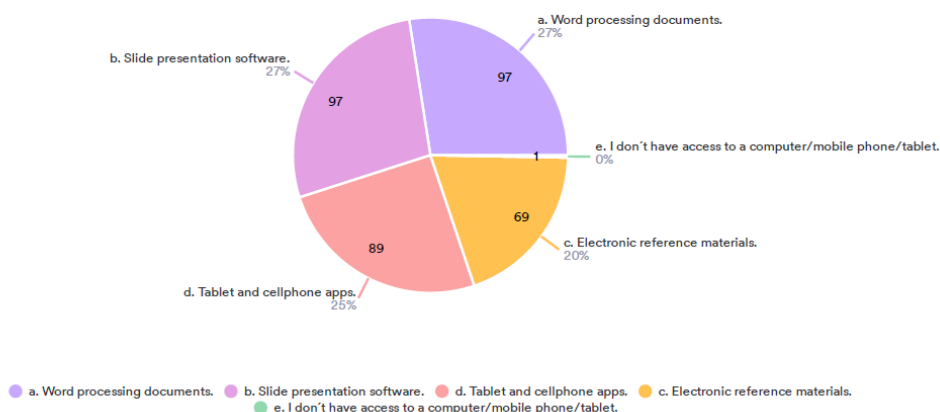
126 Responses- 1 Empty



The survey participants also had the opportunity to evaluate their own digital competencies and to highlight the digital tools with which they are most familiar. Twenty-seven percent claimed to be familiar with the Word processing documents and the slide presentation software. On the other hand, 25% stated to be familiar with the tablet and cellphone apps and 20% with the electronic reference materials. These results from the surveyed group point positively to the possibility of continuing to work for the development of digital competencies, in generational cohorts that have already lived most of their lives with digital technology and have basic knowledge in these matters.

20. What digital tools are you familiar with?

353 Responses

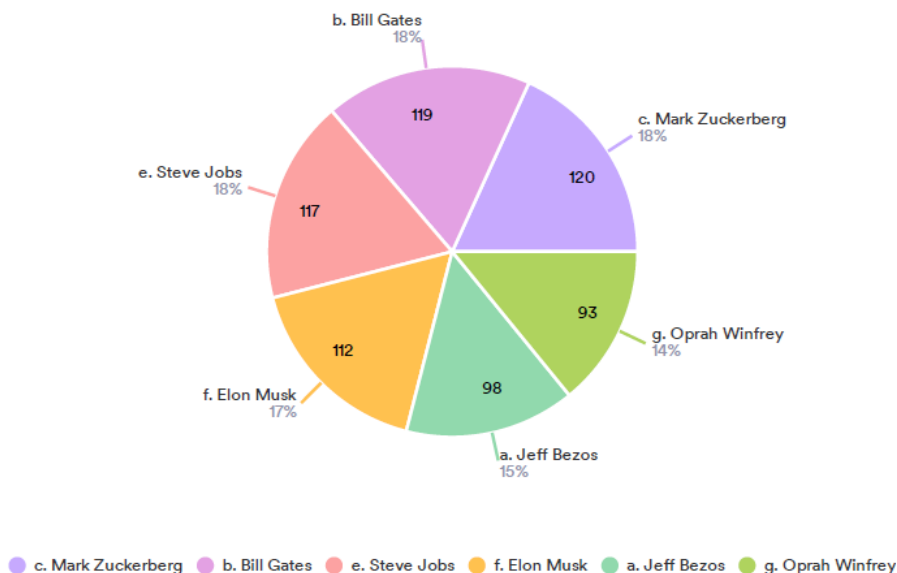


Most of the participants have recognized different personalities of the digital world linked to the most recent advances in technology, digital business, social networks, and communication. Among them 120 participants claim to know Mark Zuckerberg, 119 participants know who Bill Gates is, 117 participants are familiar with Steve

Jobs, 112 participants know Elon Musk, 98 participants know who Jeff Bezos is and 93 participants recognize Oprah Winfrey.

21. Which of the following names do you recognize?

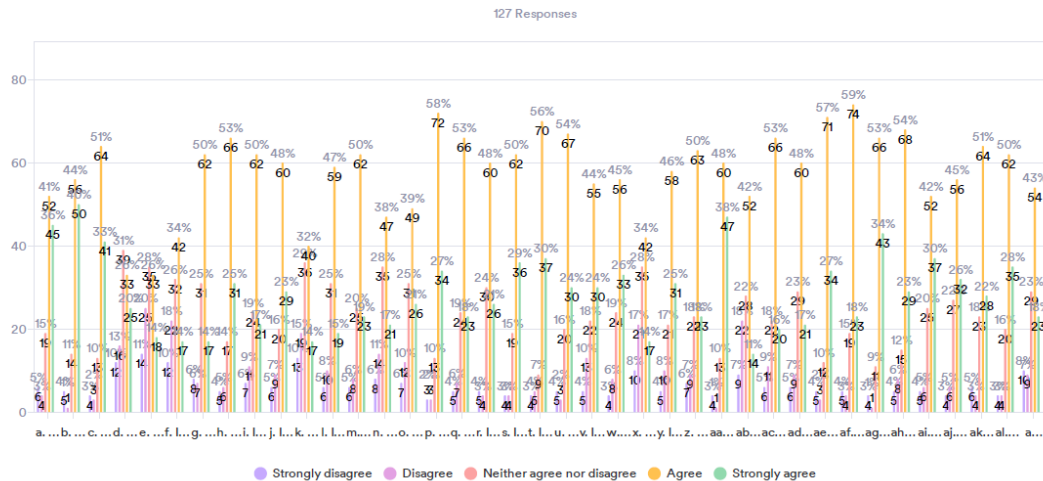
659 Responses- 1 Empty



To conclude the survey, respondents expressed their agreement or disagreement with the following statements related to digital entrepreneurship and digital competencies. In the data analysis, those statements that registered the highest acceptance ratios were very illustrative. In this case, we find the following statements that reflect the use of digital tools related to the work environment, such as: "I use digital tools to develop the skills required by my job". On the other hand, they also highlighted the assessment of other statements linked to creativity, adaptation to change and openness to embrace new opportunities in the workspace and business. Among the latter are: "It is necessary to use creativity in the work environment", "I do not hesitate to try things I have not tried in business life", "It is necessary to be ready for changes that may occur in the business environment", "I engage in projects and tasks that allow me to see things from a new perspective", and "I like to challenge old ideas and practices and look for better ones".

Similarly, they were also in favor of teamwork and collaboration in digital entrepreneurship projects, such as: "I can work with any team or individual while performing my job", "I can collaborate with people in a digital environment", and "I do not hesitate to participate in projects in the digital field from my friends". They also supported the use of social media tools for business promotion in general ("It is necessary to promote businesses using social media tools").

22. To finish, please express your agreement or disagreement with the following statements regarding Digital Entrepreneurship



The following table illustrates the highest and lowest values (by rank of importance) reflected in the above chart:

Statements	Agree	Strongly agree
I use digital tools to improve my job performance.	41%	36%
I use digital tools to make my job easier.	44%	40%
I use digital tools to develop the skills required by my job.	51%	33%
I use digital project design programs necessary for my job. (For example...).	31%	25%
I know what I need to start a business in the digital world.	14%	26%
I know what skills are needed to run my current/ future business on digital platforms.	42%	17%
I use digital world tool content to overcome the challenges of my job.	50%	14%
I can collaborate with people in a digital environment.	53%	31%
I do not hesitate to try things I have not tried in business life.	50%	17%
I feel the energy to do different jobs.	48%	23%

I tell my friends about my business ideas that can be done in the digital environment.	32%	14%
I am aware of digital areas where I can use my knowledge and skills.	47%	15%
I do not hesitate to participate in projects in the digital field from my friends.	50%	19%
I do not hesitate to take risks.	38%	17%
I ensure the security of the content I create in the digital space.	39%	26%
I think I can shape my life with my decisions.	58%	27%
I can see the future and make preparations for it.	53%	18 %
I renew myself for digital transformation.	48%	21%
I like working on digital projects that allow me to try something new.	50%	29%
I like to challenge old ideas and practices and look for better ones.	56%	30%
I engage in projects and tasks that allow me to see things from a new perspective.	54%	24%
I try new ways of working that haven't been used by others in the past.	44%	24%
I believe in going outside the comfort zone to solve problems encountered in business life.	45%	26%
I have the knowledge and skills to execute the digital business plans I make.	34%	14%
I have no problem adapting to a new situation and practice.	46%	25%
I do not hesitate to make mistakes in something I am working on.	50%	18%
There are also risks involved in digital businesses.	48%	38%
I know the appropriate methods and techniques to ensure success in the digital field.	42%	11%

I take advantage of digital opportunities that come my way.	53%	16%
I transform the resources I have into productivity by bringing them together.	48%	17%
It is necessary to be ready for changes that may occur in the business environment.	57%	27%
I can manage the changes that may occur in the work environment.	59%	18%
It is necessary to use creativity in the work environment.	53%	34%
I can work with any team or individual while performing my job.	54%	23%
I do not hesitate to take the lead in a job or practice.	42%	30%
I can make effective decisions about the future at work.	45%	26%
I have strong motivation and inclination towards different jobs.	51%	22%
It is necessary to promote businesses using social media tools.	50%	28%
Entrepreneurship skills are developed by using social media.	43%	18%

Similarly, the analysis of the statements that were rated with the lowest acceptance ratios was very interesting. In this case, a considerable number stated that they did not agree with the following statements: "I know what I need to start a business in the digital world", "I know what skills are needed to run my current/ future business on digital platforms", "I have the knowledge and skills to execute the digital business plans I make", and "I know the appropriate methods and techniques to ensure success in the digital field". This highlighted the lack of relevant knowledge to carry out digital entrepreneurship initiatives, as well as the need to create and propose a training offer capable of responding to these concerns. All this could have a direct impact on the increase of digital entrepreneurship or, at least, of experimentation among young people with digital entrepreneurship initiatives.

In addition, survey participants indicated that they are not very likely to share with their friends their business ideas that can be implemented in the digital world. On the other hand, a not insignificant number of surveyed people indicated that they were hesitant to take risks, which translates as a lack of much-needed business skills. Finally, another considerable number claimed that they do not ensure the security of the content they share in their digital space. The latter can have negative repercussions in terms of the management of the information received and shared through social networks and the absence of verification as a measure to ensure the reliability of information can affect the management of marketing and dissemination in its entirety, and fundamentally in the digital environment.

Conclusions

- Most of the people surveyed have had different business ideas that could be carried out through entrepreneurship.
- Financial resources and lack of adequate knowledge have been elements that have negatively influenced the development of these entrepreneurial initiatives.
- In general, the surveyed population is not clearly familiar with the notions and potential of digital entrepreneurship.
- It is essential to create accessible training and educational tools that make up for the lack of information available on digital entrepreneurship.
- Most of the participants opted for a hybrid training that includes fully digital training spaces and tools and, at the same time, an exchange in face-to-face mode.
- The training needs related to digital entrepreneurship most acclaimed by the participants were marketing and communication, social media skills and web design.
- Information should be provided on local, state, and European programs to help overcome the barriers to the development of digital entrepreneurship identified in the survey, in terms of funding opportunities, mentoring, legacy systems, administrative and financial burdens, taxes, etc.
- For most of the people surveyed, digital entrepreneurship becomes an opportunity to reach new markets and consumers, to find new customers, as well as to reduce investment and production costs, so it becomes a very beneficial alternative for young people who want to start a business, which results in an increase in their chances of professional integration.
- Most of the respondents (16-30 years old) are familiar with different digital tools, which is an advantage in terms of digital entrepreneurship compared to other generational cohorts that have more difficulties in approaching this medium.

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