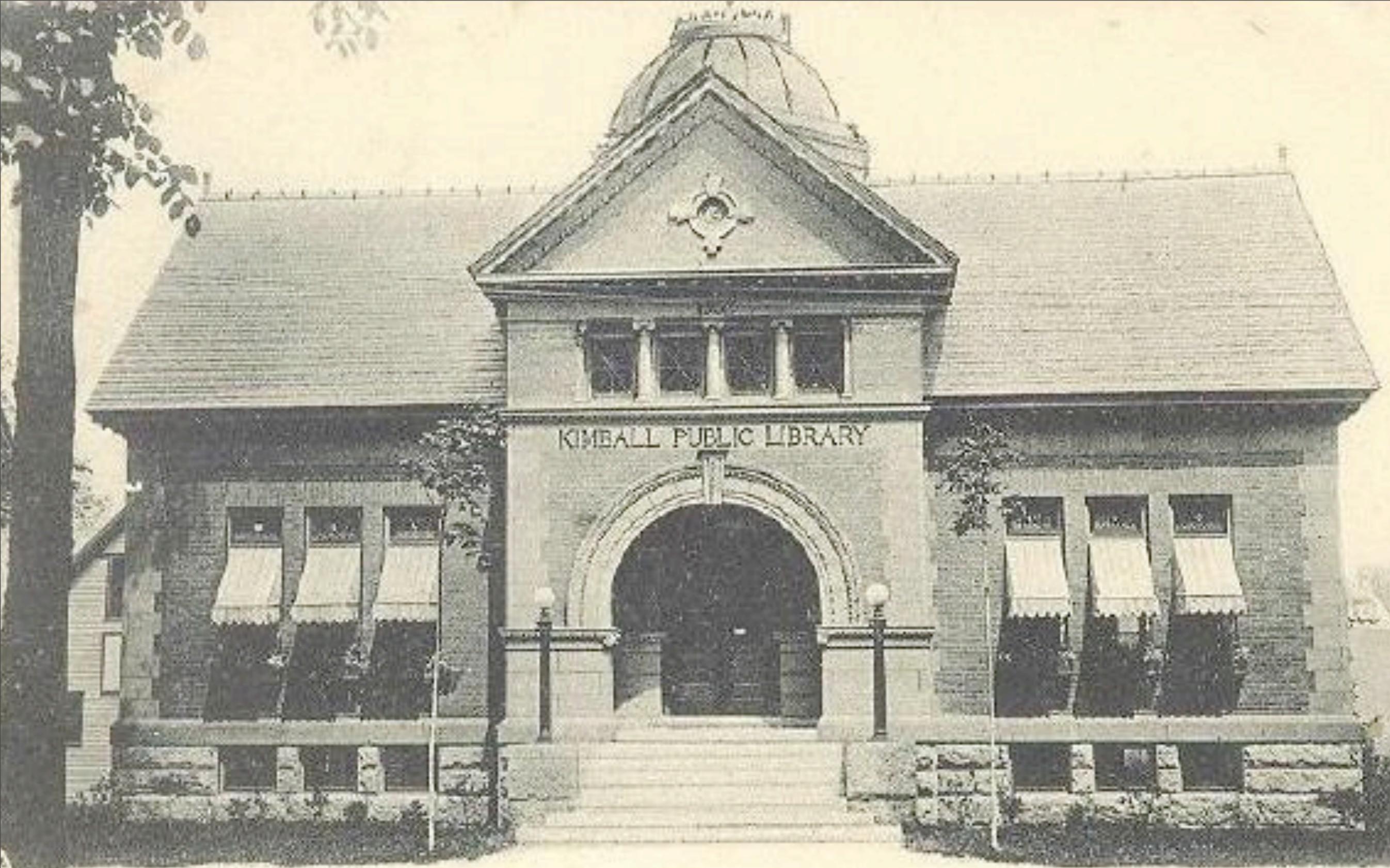


# Myths & Facts about the digital divide

[<librarian.net/talks/missouri>](http://librarian.net/talks/missouri)

Everyone has a hobby horse, this is mine. I'm jessamyn west and I've been teaching "my first email" classes for approximately fifteen years. It's what I do and I like it. I have to admit, though, that I figured at some point I could no longer have a job teaching people email because at some point they would all have email. This isn't true. We have a lot of misunderstandings about technology and especially technology penetration in the US. As librarians, this is becoming our issue when it didn't used to be. I'll explain why and talk a little bit about what to do.###



RANDOLPH, VT. KIMBALL PUBLIC LIBRARY.

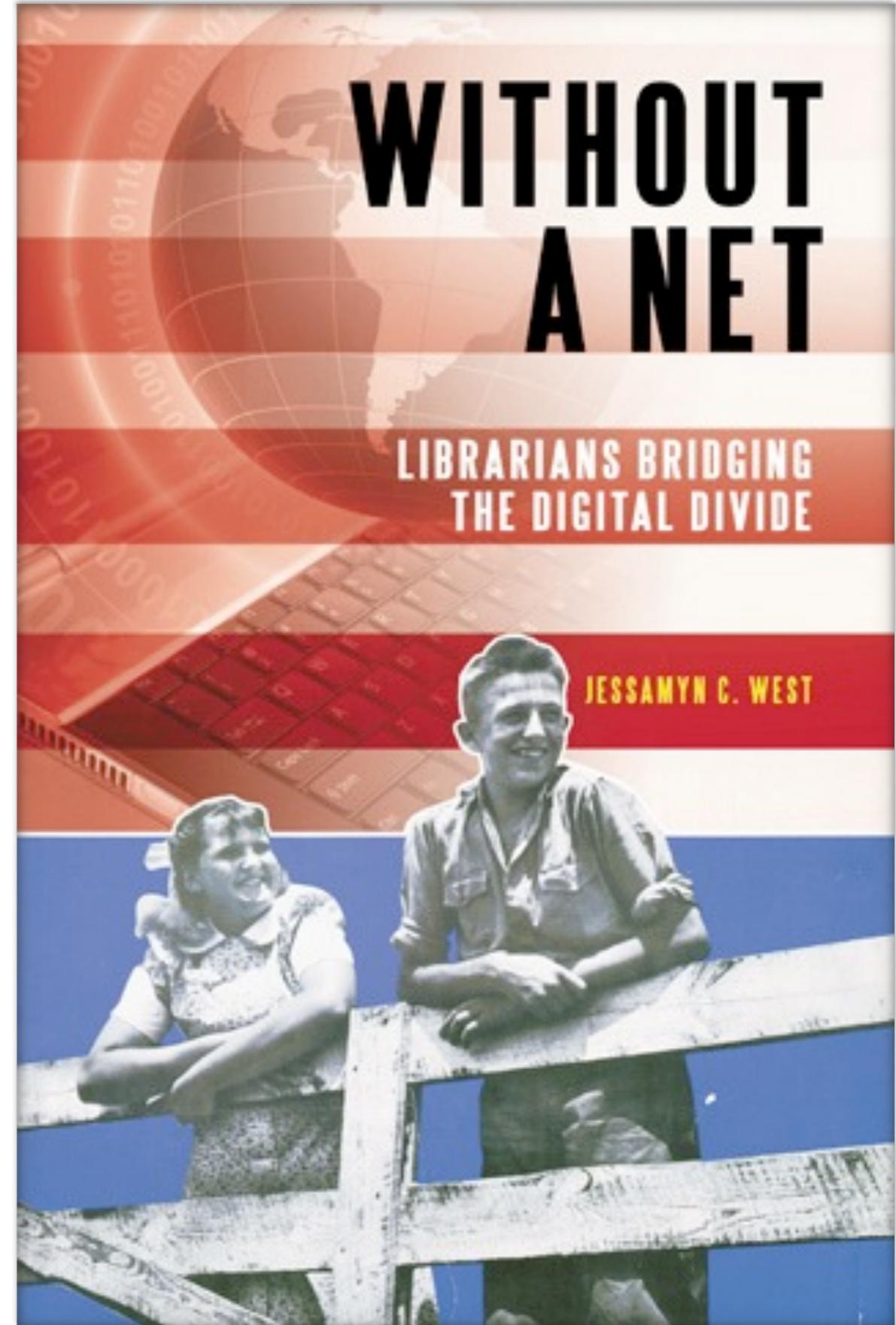
Presented by Gremmy.

This is the library I work at, occasionally. They call me “the intrepid part timer” Most of the time when I’m not doing my community management job at MetaFilter.com I’m working at the local vocational high school.

# Jessamyn West

Without a Net: Librarians  
Bridging the Digital Divide

[librarian.net](http://librarian.net)  
[jessamyn.com](http://jessamyn.com)



My background.



In the past I had an AmeriCorps job via this same school and part of my job was to do outreach at the libraries in the “sending towns” On a good day, class would look like this. A lot of happy people using Macs and learning stuff. On a bad day we’d have people with virus laden PCs who couldn’t afford to get them repaired who hated the town librarian and needed the PC fixed so they could do their



# the numbers



Let's look a little bit at what the current situation is. ###

# specific to general

---

- a. **Everyone** has got an anecdote.
- b. **Most** people know a local library.
- c. **Some** people understand how libraries are funded.
- d. **Some** people understand what IMLS & ARRA.
- e. **Few** people understand the National Broadband Plan or what the roadmap is like

People have differing levels of knowledge about the whole landscape. As librarians we know our communities well but may not have as much understanding about the greater landscape in which telecommunications systems exist. ###

34%

---

Americans with  
no broadband at home

---

21%

---

Americans with  
no internet at home

---

"no point of reference" says Kathryn

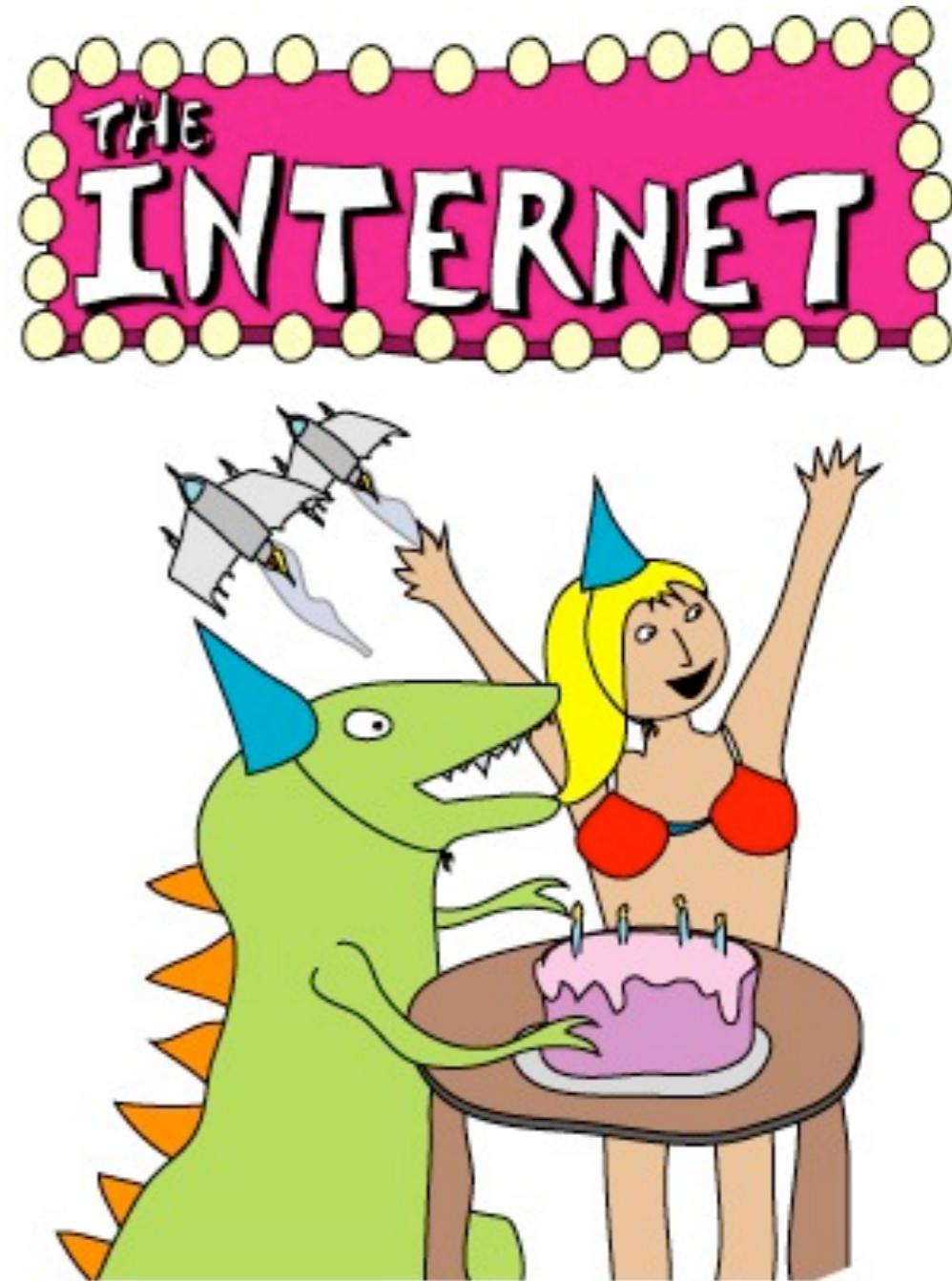
**"One in 10 non-users  
say they would like to  
start using the internet  
in the future."**

This is a weird statement because it implies that for 90% of the disconnected, they're actually not that interested in getting connected. So how much is it our job to SELL the internet to them?

# competing messages

The internet  
makes you  
more  
productive!

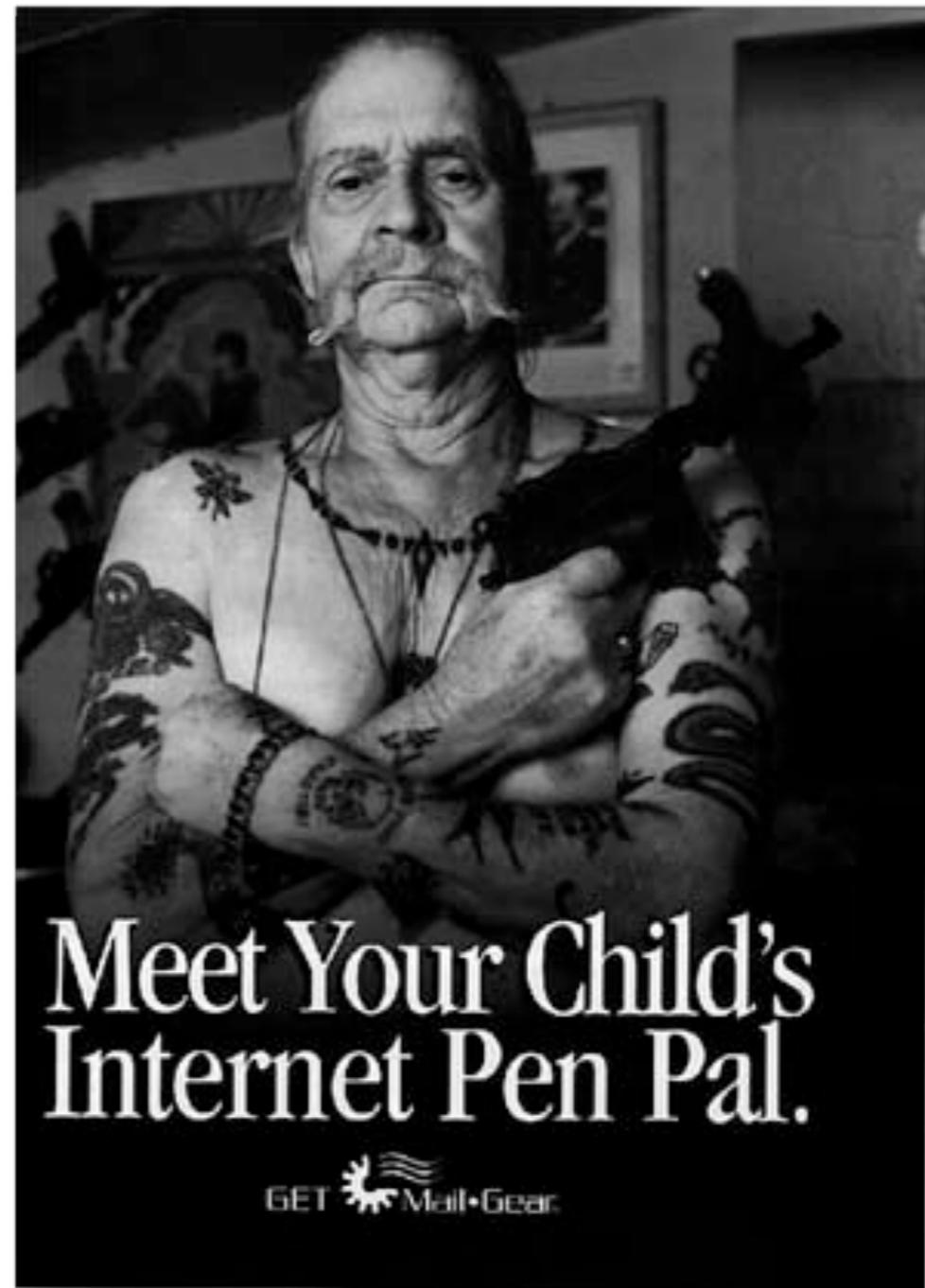
23%



# competing messages

The internet  
is not secure

18%



# it's magic?



The problem, to my mind is summed up in one basic idea. People learn through media and from other people that computers can do magic and do not understand why they do some sorts of magic and not others. ###



# the maps



Let's look a little bit at what the current situation is. ###

# broadbandmap.gov



[Homepage](#) • [Analyze](#) • [Map](#) • [Developer](#) • [About](#) • [Native Nations](#)

05060

**FIND**

## Search Results: Broadband Providers for this Area

The list below contains broadband providers that have reported offering service to all or part of the area that is shaded on the map to the right. Providers are listed in order of maximum speed advertised by the provider. To see more information about each provider, click on an individual service provider's name or click the Expand All button. Help improve this data by confirming the availability and speed information. This dataset is updated approximately every six months and your input is important to us.

[Show All](#) • [Show Wired](#) • [Show Wireless](#)

[Expand All](#)

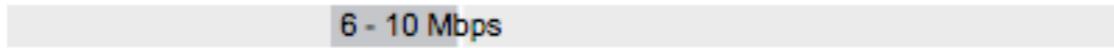
### Advertised Speeds Above 3 Mbps

Data as of: 6/30/10

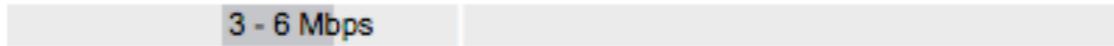
Sovernet Communications



FairPoint Communications, Inc.



Verizon Communications Inc.



Comcast Corporation



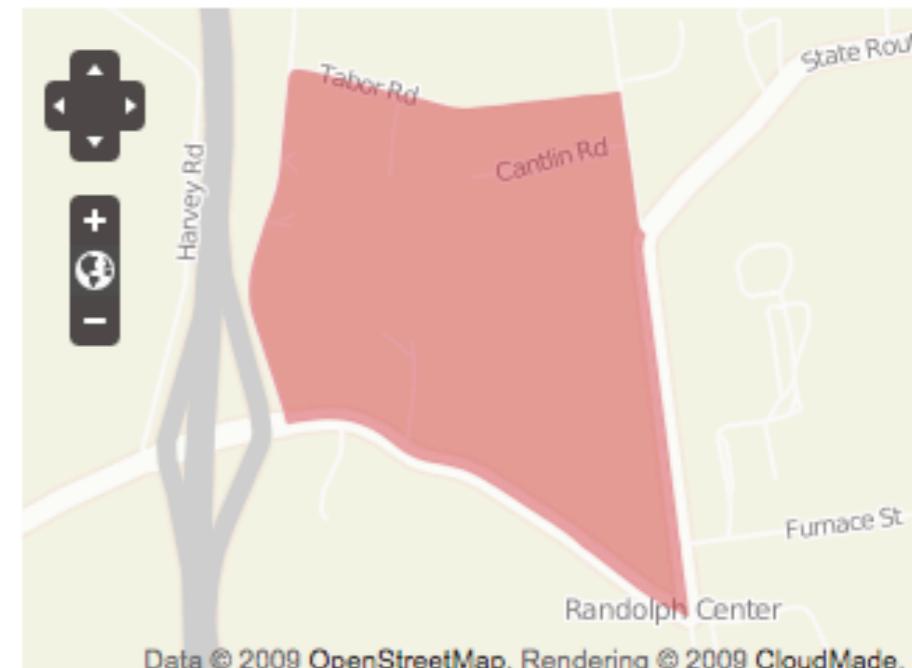
### Advertised Speeds Above 768 Kbps and Below 3 Mbps

Data as of: 6/30/10

Most Common Speed: 10 Mbps

[Data Source](#) • [Download](#) • [API Call](#)

Satellite is also available in most areas. Click [here](#) to read more



**Share »**

Share this page with my community

**Map »**

Map my community

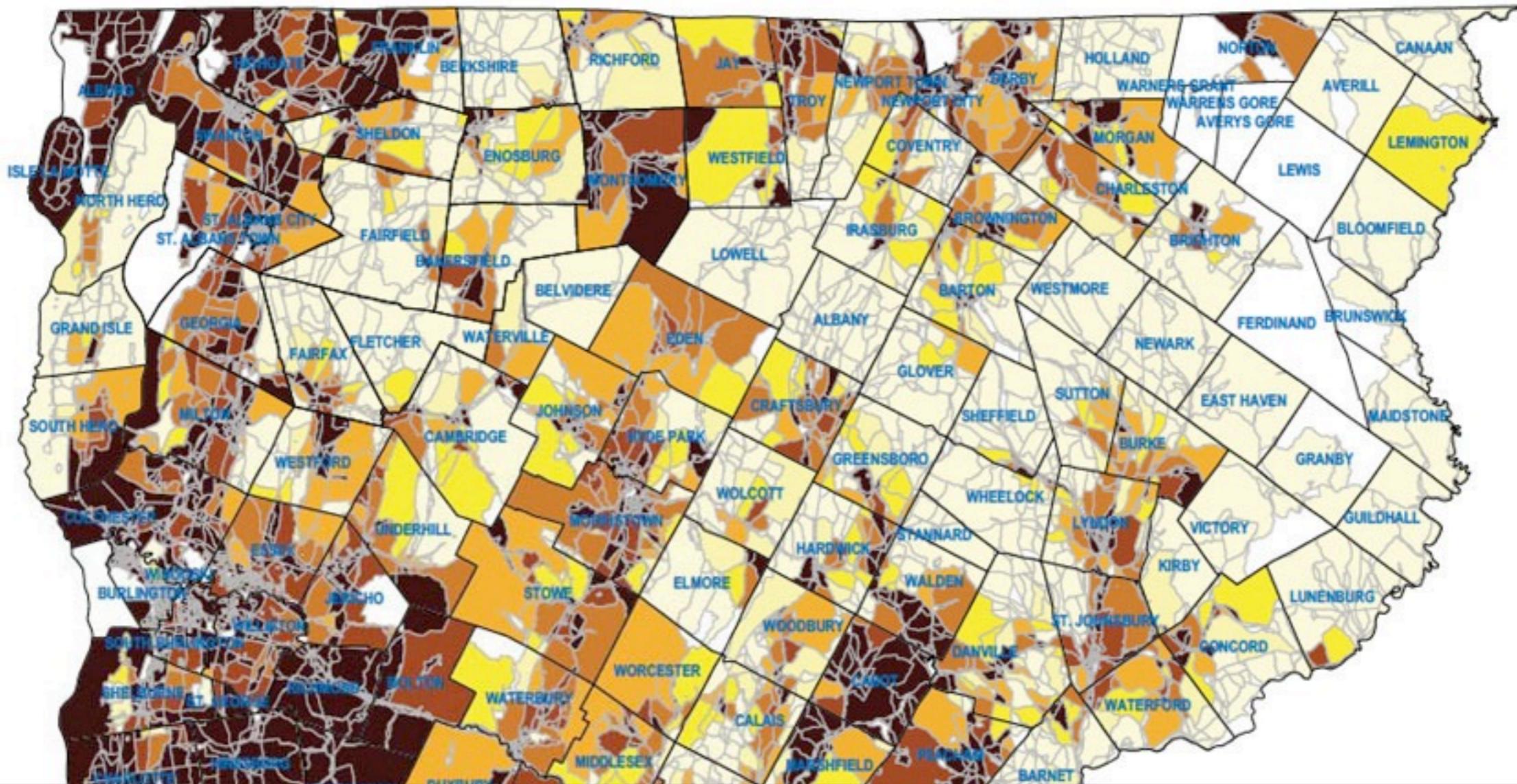
**Rank »**

Rank my community

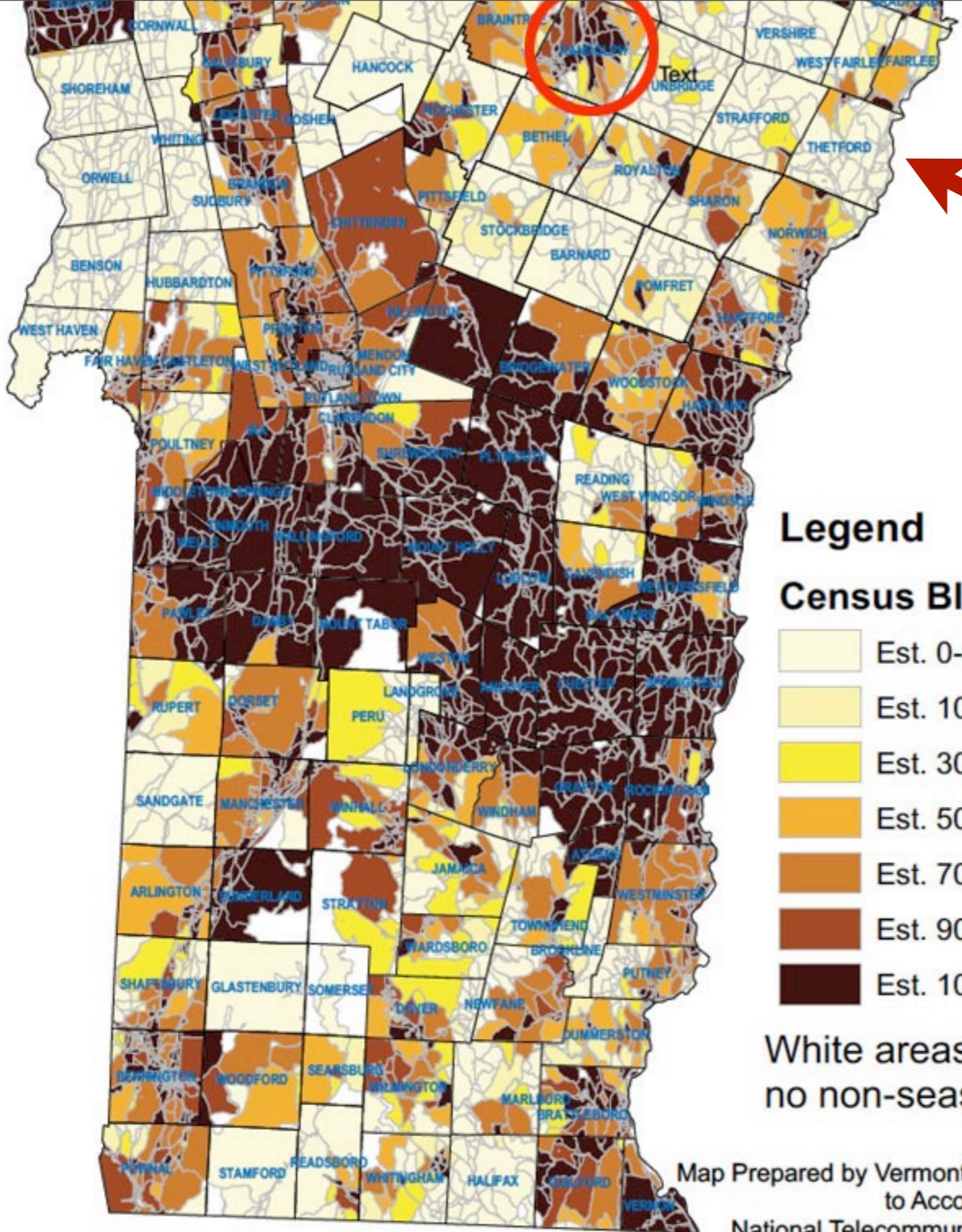
Getting data is a little confusing. The national broadband map which came out in February is ridiculous. And we have to ask, who benefits from this portrayal? ###

# recovery.vermont.gov

## Broadband Availability by Census Block Reflecting Stimulus Program Definitions



This is a more realistic assessment from recovery.vermont.gov. They have a vested interest in looking podunk to get more stimulus money. The light areas are where 0 to 10% of the population have broadband. And what did we do with our stimulus money? ###



## Legend

### Census Blocks by Res. Broadband %

- Est. 0-10% served
- Est. 10-30% served
- Est. 30-50% served
- Est. 50-70% served
- Est. 70-90% served
- Est. 90-99% served
- Est. 100% served

White areas reflect census blocks with no non-seasonal, residential addresses.

Map Prepared by Vermont Office of Economic Stimulus and Recovery  
to Accompany State Priorities to  
National Telecommunications and Information Administration

This is a more realistic assessment from recovery.vermont.gov. They have a vested interest in looking podunk to get more stimulus money. The light areas are where 0 to 10% of the population have broadband. And what did we do with our stimulus money? ###

# MISSOURI BROADBAND INTERNET AVAILABILITY

As of 30 June 2011

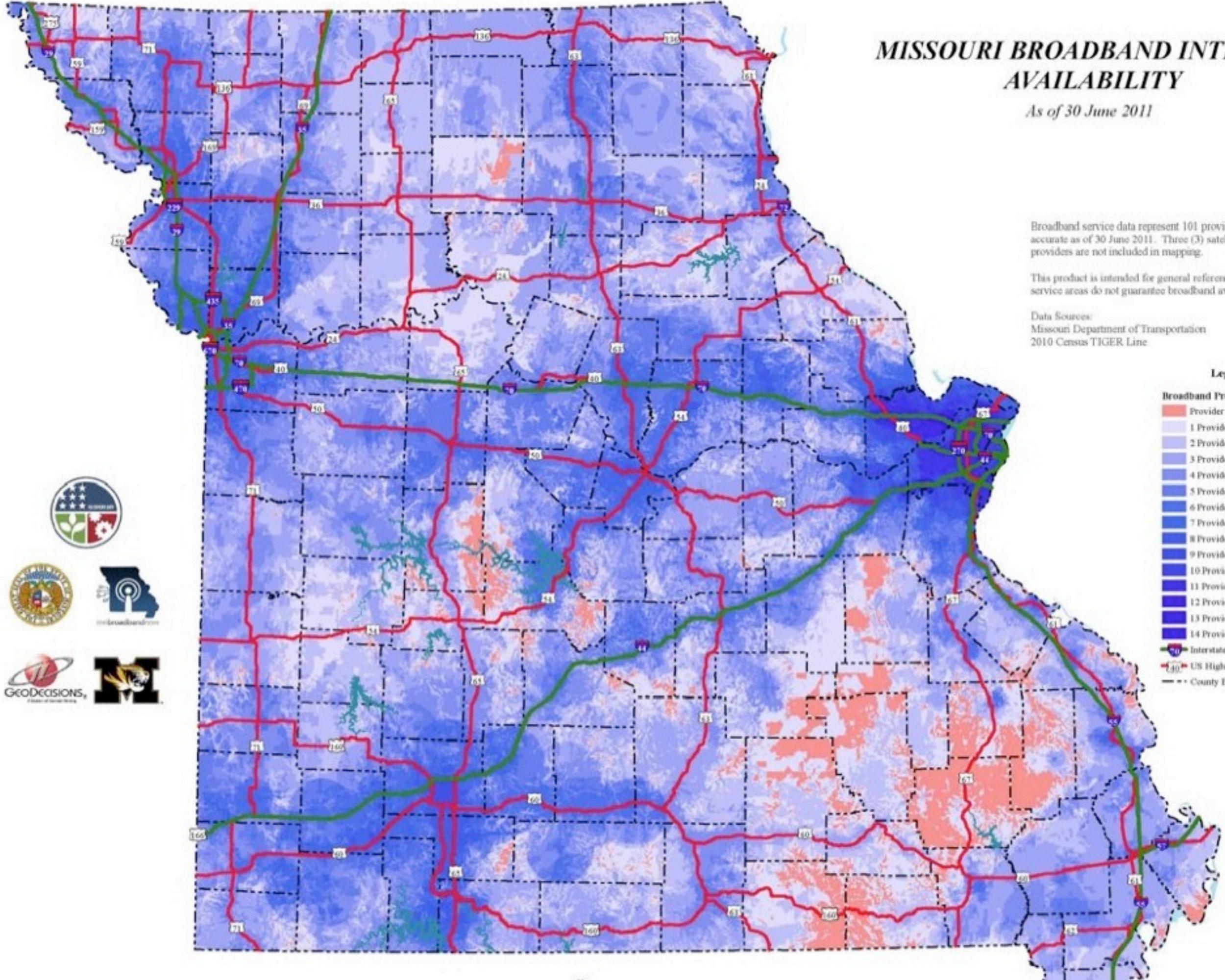
Broadband service data represent 101 providers and are accurate as of 30 June 2011. Three (3) satellite broadband providers are not included in mapping.

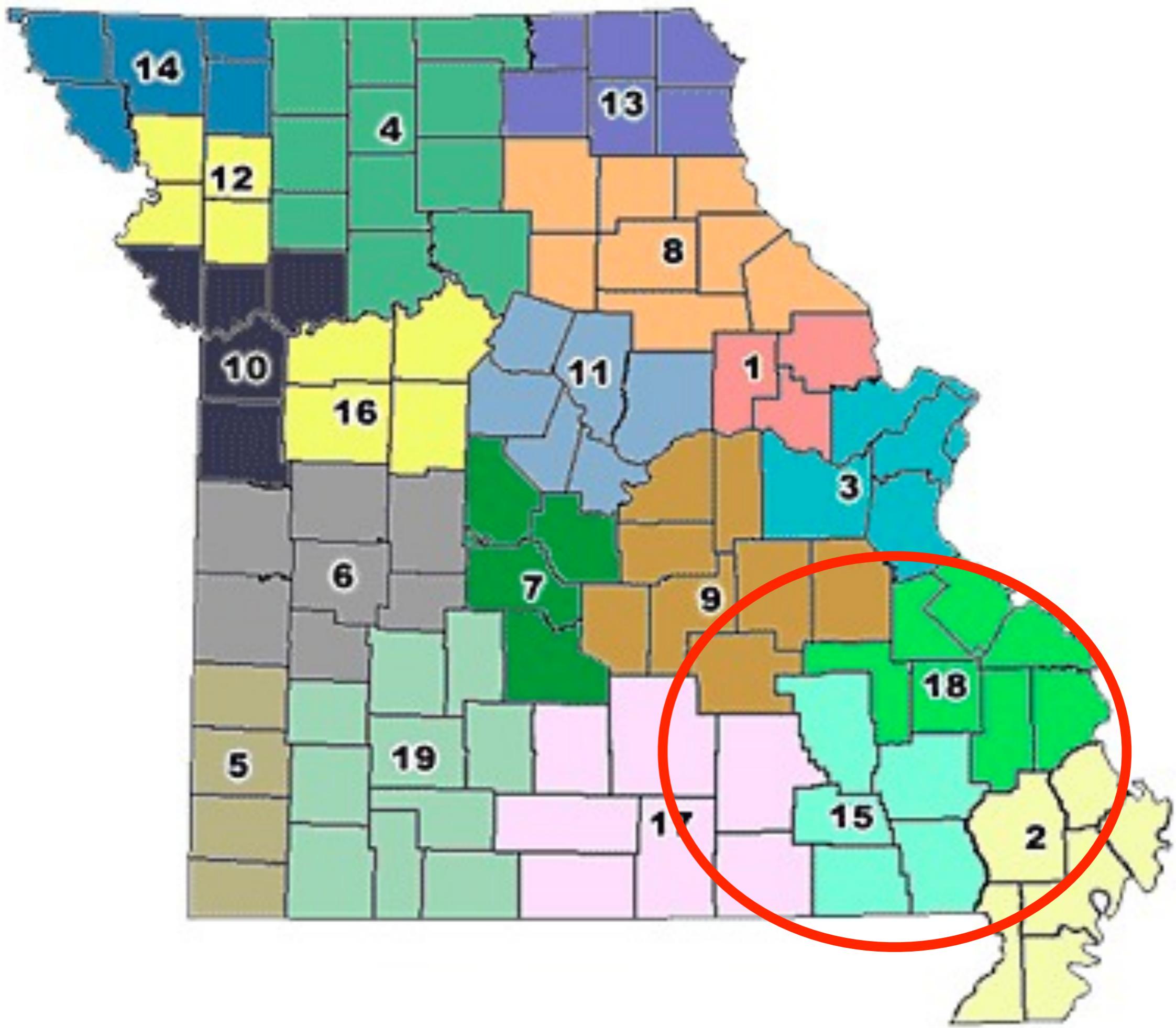
This product is intended for general reference, and mapped service areas do not guarantee broadband availability.

Data Sources:  
Missouri Department of Transportation  
2010 Census TIGER Line

## Legend

Broadband Providers	
Provider Data Unavailable	
1 Provider	
2 Providers	
3 Providers	
4 Providers	
5 Providers	
6 Providers	
7 Providers	
8 Providers	
9 Providers	
10 Providers	
11 Providers	
12 Providers	
13 Providers	
14 Providers	
Interstate Highway	
US Highway	
County Boundaries	





15. Ozark Foothills Regional Planning Commission

18. Pioneer Trails Regional Planning Commission

# Why no internet?

---

If you indicated you DO NOT have Internet service, please check all the reasons for not having Internet service.  
(Check all that apply, then go to Question 6 on back)

- |   |  |  |
|---|--|--|
| <u>3%</u> I plan to establish Internet service within the next year   | <u>8%</u> I don't own a computer                       |  |
| <u>8%</u> Cost / too expensive  | <u>5%</u> High-Speed Internet service is not available | <u>1%</u> Sufficient access elsewhere      |
| <u>3%</u> Nothing on the Internet I need  | <u>2%</u> Don't know how to choose a service           | <u>3%</u> Don't know how to use it         |
| <u>1%</u> Don't have time to learn how to use the Internet  | <u>2%</u> Don't know how to set it up                  | <u>1%</u> Problems with cable access       |
| <u>1%</u> Can't get the kind of Internet access I want  | <u>4%</u> Problems with DSL access                     | <u>2%</u> Computer safety – viruses, worms |
| <u>4%</u> Privacy/security/personal information (banking, credit card, identity theft)                              | <u>2%</u> Don't really know about the Internet         |  |
| <u>1%</u> Inappropriate content/pornography/hate material   | <u>1%</u> Child safety (dangerous strangers)           |  |
| <u>2%</u> (Other specify) (N=7): <u>No high speed Internet available, 4; 2. No electricity, 1; Can't afford, 1.</u> |  |  |

This is from the Ozark's survey. So if 2% is seven people that means this is a sample size of...  
350-ish?



# why libraries?



The library is a public  
space with  
computers,  
broadband access  
and staff.

Ninety-seven percent of the population of the United States is served by a public library.  
Now that still means there are a lot of underserved folks but other than the post office...  
###

# american libraries

SPECIAL ISSUE

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



## The State of **AMERICA'S LIBRARIES**

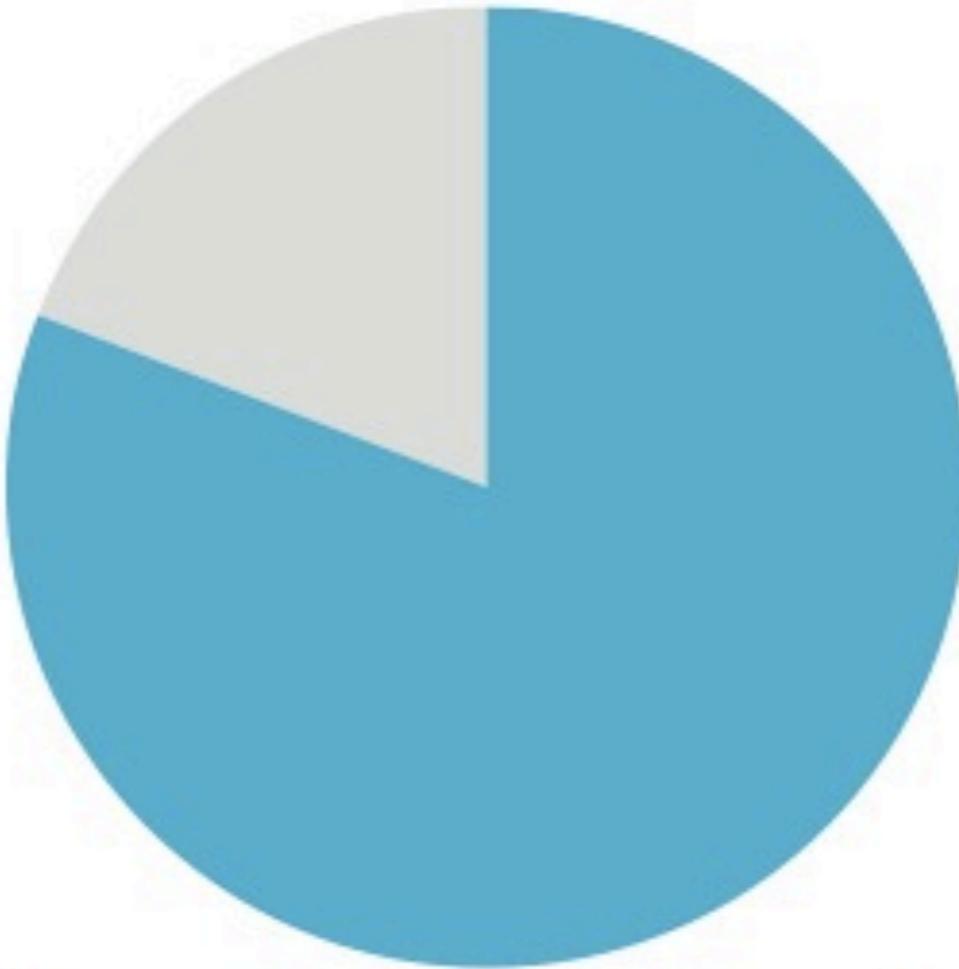
A Report from the American Library Association

Taxpayers Trust Libraries

Job-seekers, Entrepreneurs Turn to Libraries

65% of Public Visited Library

67% of libraries report that they are the only source of free access to computers and the internet in their communities [down from 73% in 2010]. Now, of course, consider the source, and still...We have these numbers because we decided that they were important to count. ###



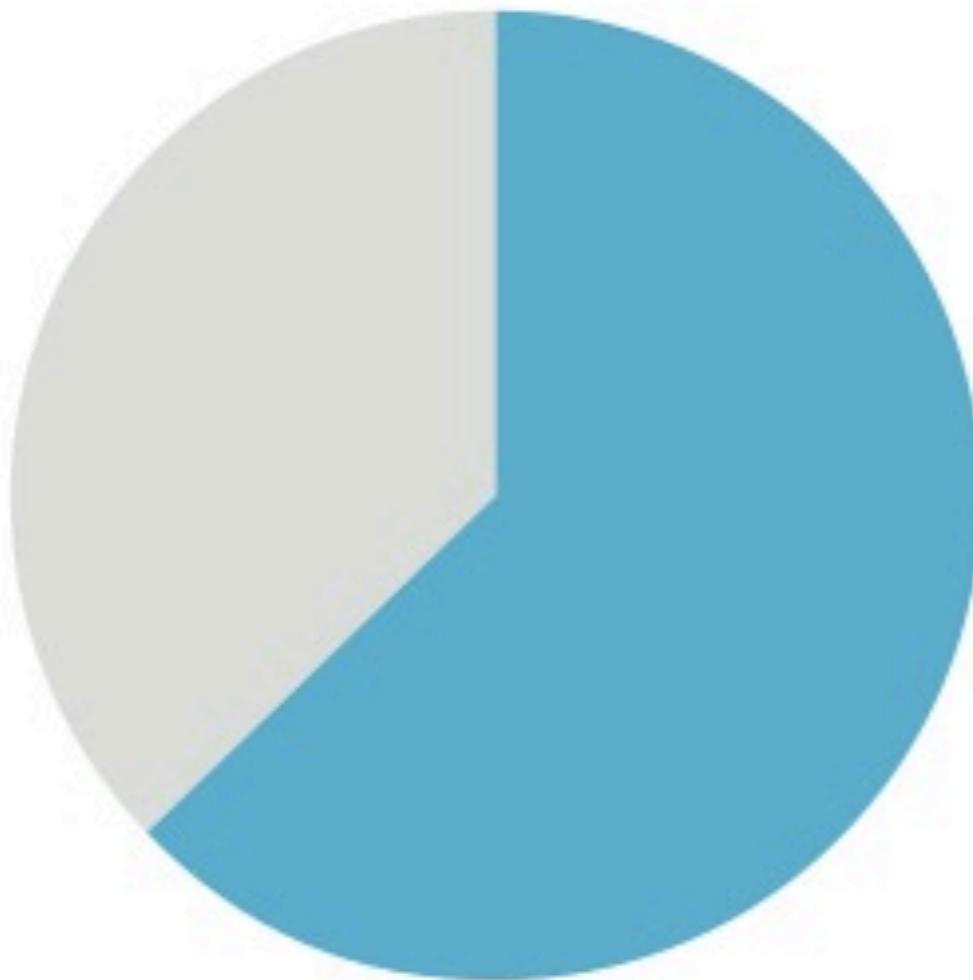
**81%** report that they have  
insufficient availability of workstations  
some or all of the time



the mess







**63%** have no dedicated IT staff,  
meaning that librarians maintain the  
computer system

# Multiple divides

---

1. Economic divide
2. Usability divide
3. Empowerment divide

Economic divide: Comcast...

Usability divide: 40% of the population has lower literacy skills, seniors and other people with cognitive and physical impairments... participation inequality. “in social networks and community systems, about 90% of users don't contribute, 9% contribute sporadically, and a tiny minority of 1% accounts for most contributions.” We know this, and yet we act like facebook is really reaching people... it is and it isn't.

Empowerment divide:



## Add your mobile phone to your account

Without a phone number, you could lose all access to your account if you forget your password or if your account is hijacked. [Learn more](#)

### Mobile phone number

 United States 

Google will only use your number for account security. We'll never share it with other companies or send you unwanted messages—ever.

[Add phone](#)

Adding a phone number helps make your account much more secure. [Click here](#) to skip this step anyway.

When I talk to public librarians I often stress just basic access to services. Being able to fill out your FEMA forms, or being able to apply for a job or collect unemployment. But there is a whole new level, a more sophisticated level of tech understanding that people need. Think of it as a consumer education or critical thinking skills but for college level students [and faculty, let's be serious].

In this example, what does Google want? What's in your best interests? How does the design lead you one way and not another...?



## Add your mobile phone to your account

Without a phone number, you could lose all access to your account if you forget your password or if your account is hijacked. [Learn more](#)

### Mobile phone number

 United States 

Google will only use your number for account security. We'll never share it with other companies or send you unwanted messages—ever.

[Add phone](#)

Adding a phone number helps make your account much more secure. [Click here](#) to skip this step anyway.

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In this example, what does Google want? What's in your best interests? How does the design lead you one way and not another...?



Dear Bank of America customer,

We recently have determined that different computers have logged onto your Online Banking account, and multiple password failures were present before the logons.

We now need you to re-confirm your account information to us.

If this is not completed by **March 15, 2009**, we will be forced to suspend your account indefinitely, as it may have been used for fraudulent purposes. We thank you for your cooperation in this manner.

To confirm your Online Banking records click on the following link:

<https://online.bankofamerica.com/IdentityManagement/>

Thank you for your patience in this matter,  
Bank of America Customer Service

Please do not reply to this e-mail as this is only a notification. Mail sent to this address cannot be answered.

<http://www.myhaubau.com/>

Google



Apple

Yahoo!

Google Maps

YouTube

Wikipedia

News (147)

Popular

# This is NOT Bank of America!



Online Banki

## Sign In

Enter Online ID:

(5 - 25 numbers and/or letters)

Save this online ID [\(How does this work?\)](#)

Enter Passcode:

(4 - 12 numbers and/or letters)

**Sign In**

[Reset passcode](#)

[Forgot or need help with your ID?](#)

Not using Online Banking?

[Enroll now](#)

[for Online Banking >>](#)

[Learn more](#)

[about Online Banking >>](#)

[Service Agreement >>](#)

[Pay By Phone user's guide >>](#)

[Go to Online Banking for](#)

[a state other than California](#)



Stop writing checks  
and you could save \$53

**0%**  
**APR**

FOR  
**12 MONTHS**  
**ON BALANCE TRANSFERS**

Been waiting for the right  
balance transfer offer?  
**Patience pays off.**

Transfer high-interest balances now  
and start saving!

[Get Started](#)

[No Thanks ▶](#)

**0%**  
**APR**

FOR  
**12 MONTHS**  
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Been waiting for the right  
balance transfer offer?  
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and start saving!

[Get Started](#)

[No Thanks ▶](#)

# Postage Price Calculator

## Domestic Services

Package, weight 0 lbs 13 oz, mailed on October 20 after 8:00 AM from RANDOLPH VT 05060 to LANSING MI 48911

[Display All Options](#)

Products	Expected Delivery	Post Office Price	Paid Online
Express Mail® Options - Money Back Guarantee			
○ Express Mail® <a href="#">?</a>	Fri, Oct 21 by 3 PM	\$26.10	\$24.02
Priority Mail® Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>
Priority Mail® Hold For Pickup Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>
First-Class Mail® and Other Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>

## Product Selected

### No Product Selected

Expected Delivery

Post Office Price

Paid Online

[|< Start Over](#)

[< Back](#)

[Add Extra Services >](#)

# Postage Price Calculator

## Domestic Services

Package, weight 0 lbs 13 oz, mailed on October 20 after 8:00 AM from RANDOLPH VT 05060 to LANSING MI 48911

[Display All Options](#)

Products	Expected Delivery	Post Office Price	Paid Online
Express Mail® Options - Money Back Guarantee			
○ Express Mail® <a href="#">?</a>	Fri, Oct 21 by 3 PM	\$26.10	\$24.02
Priority Mail® Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>
Priority Mail® Hold For Pickup Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>
First-Class Mail® and Other Options			<a href="#">&gt;&gt; Click to View these Mailing Options</a>

## Product Selected

No Product Selected

Expected Delivery

Post Office Price

Paid Online

[|< Start Over](#)

[< Back](#)

[Add Extra Services >](#)

## How to Dial

Be sure you have the right number.

Remove the receiver.

Listen for the Dial Tone—a steady humming sound indicating the equipment is ready for your call.

If you do not hear the dial tone within a reasonable time, hang up, wait a few seconds and try again.

Dial the number correctly. In New York City it is made up of two letters followed by five figures. The black "0" is for letters. The red "0" is for figures.

When you hear an intermittent burr-burr-burr sound, the called telephone is ringing.

If you hear a rapid buzz-buzz-buzz sound, the called telephone is busy. Hang up and call later.

If you hear a buzz-buzz—buzz-buzz sound, you have made an error in dialing. Hang up for a few seconds and begin again, being sure to listen for dial tone.

If you need help, dial the opening where the word "Operator" appears.

And the stuff isn't easy and the computers done come with manuals. Learning tech always takes time. This is a favorite: 1946 manhattan phone book. The rules used to be at least somewhat linear. They're not anymore.

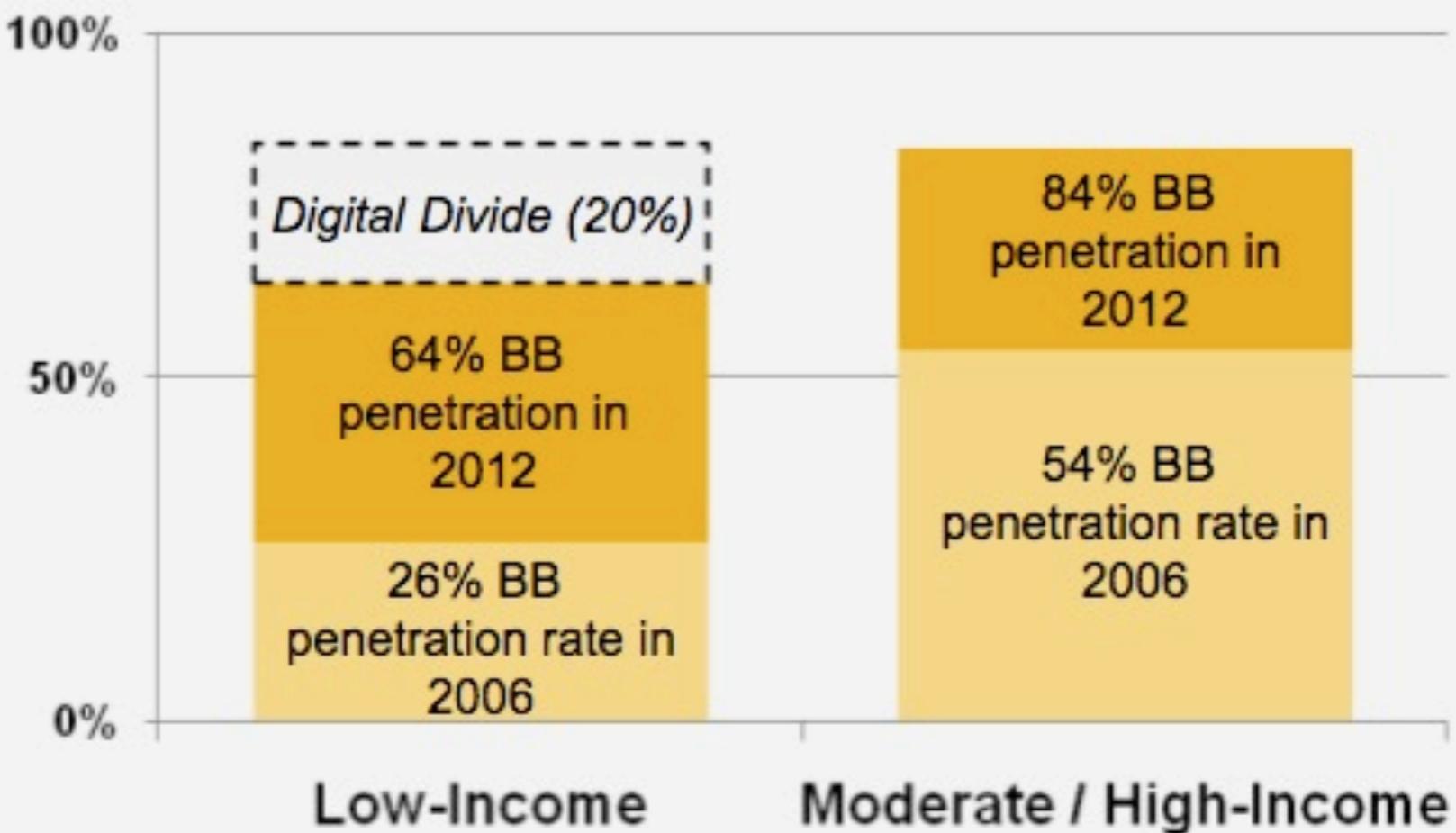


# the myths



"The older generation will **die**  
and then we'll be set."

## Digital Divide in NYC<sup>1</sup>

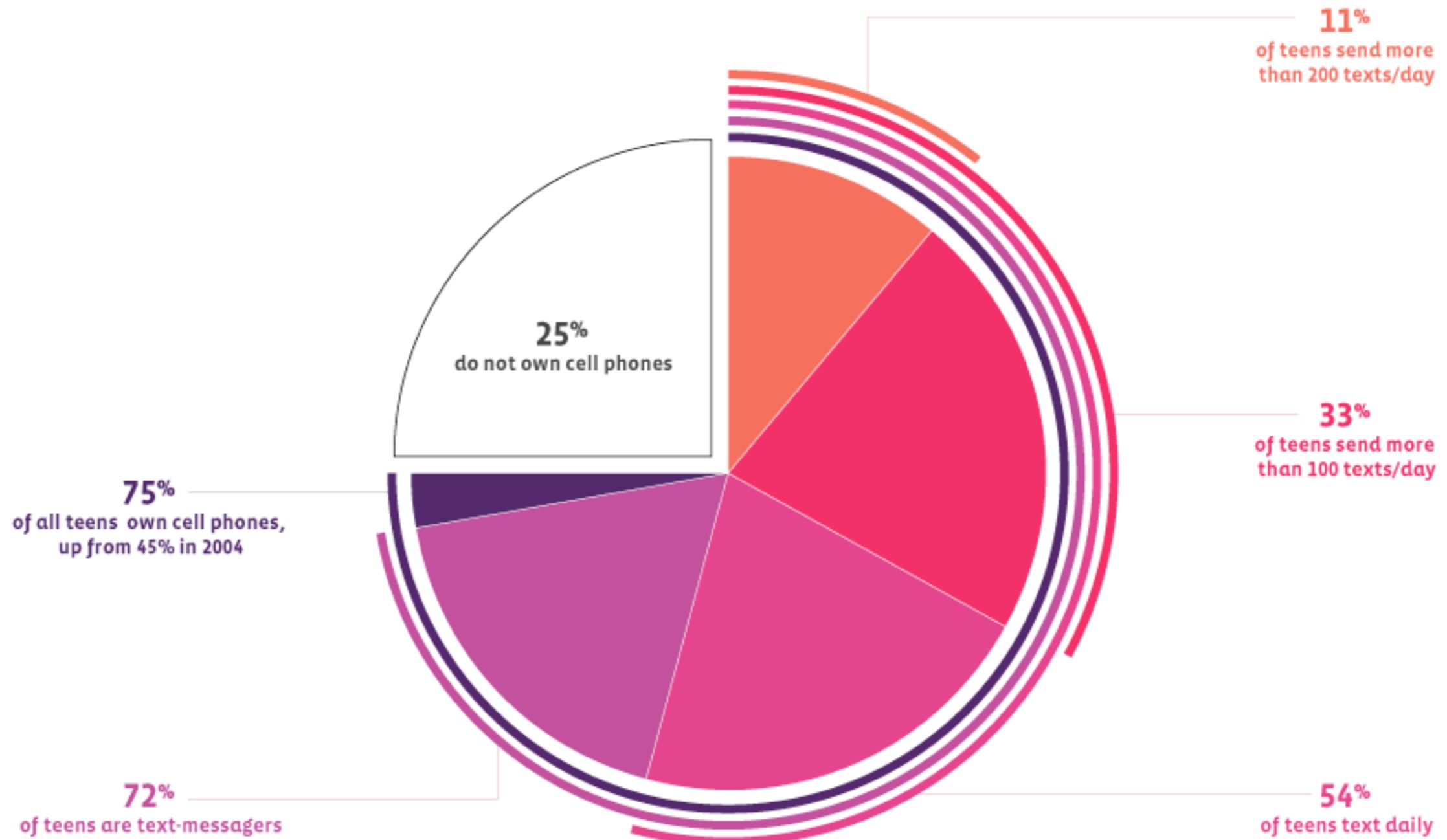


***Estimated 666,140 low-income households (22% of all NYC households) without broadband***

"The kids today,  
they're **all** born digital"

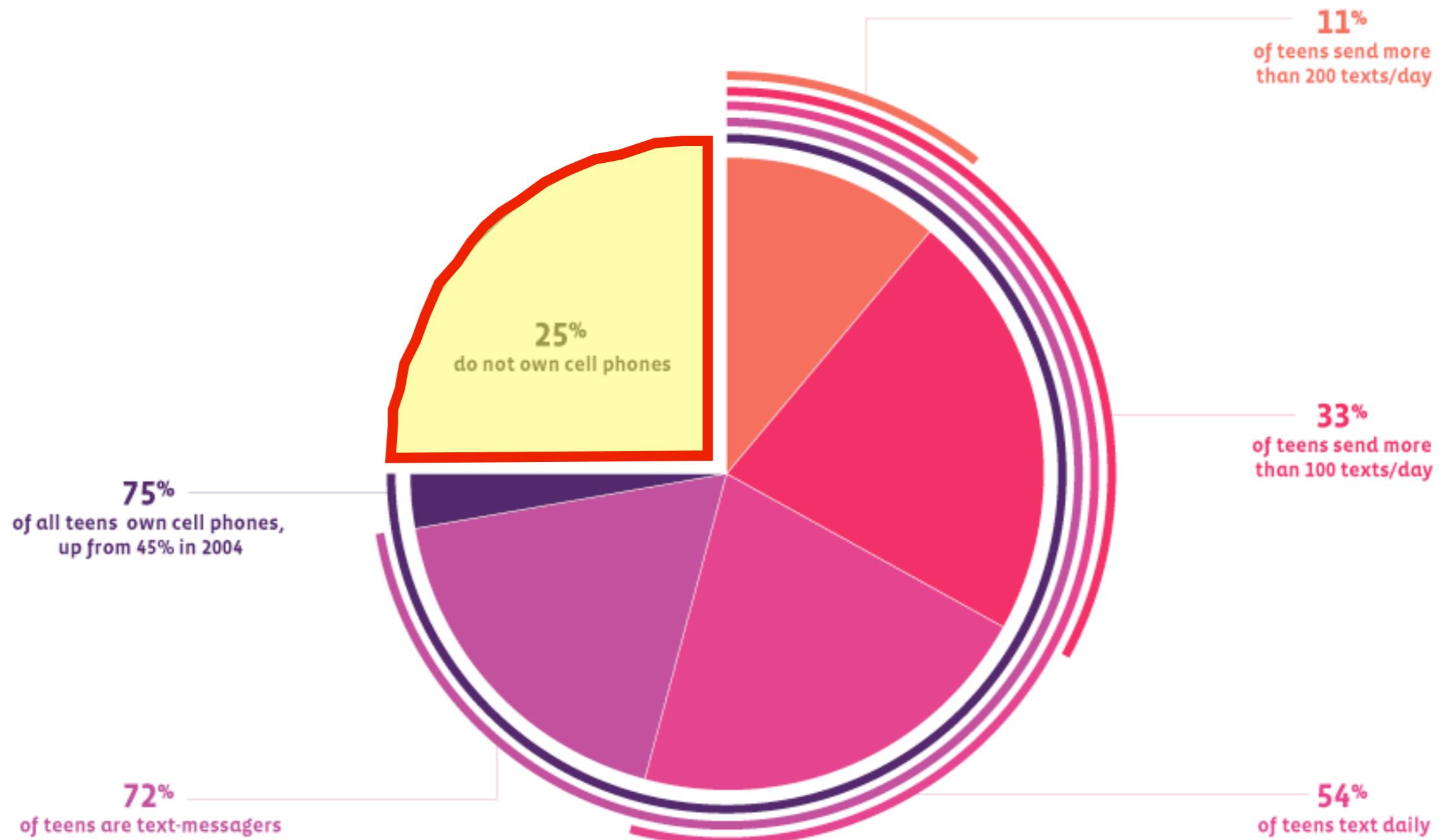
# How Are Teens Using Their Cell Phones?

Cell phone use, all teens (ages 12-17)



# How Are Teens Using Their Cell Phones?

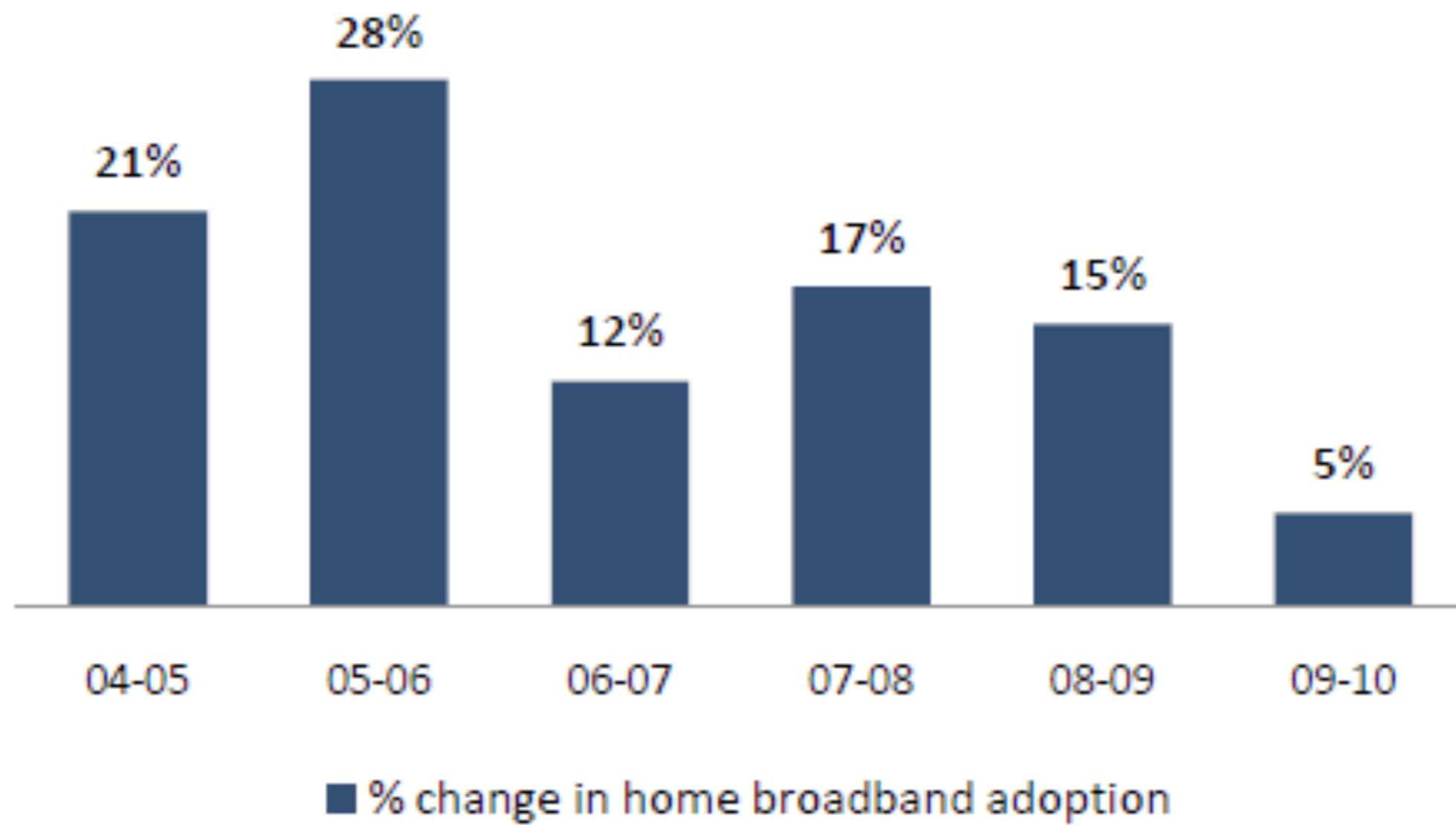
Cell phone use, all teens (ages 12-17)



"Old statistics are out of date,  
change is **rapid**."

---

## Year-to-year percentage change in home broadband adoption, 2004-2010

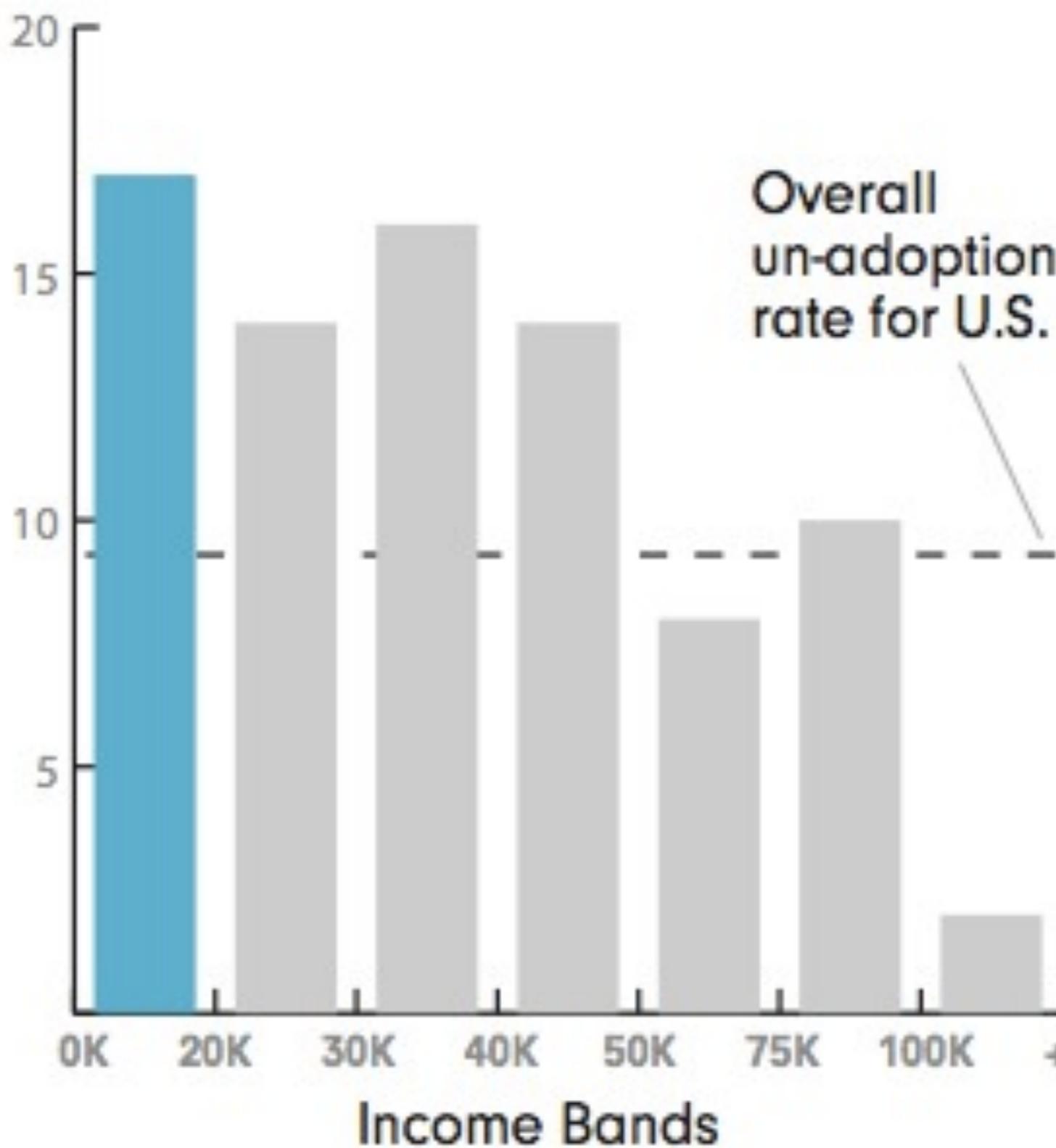


Source: Pew Internet & American Life Project surveys.

---

The numbers, the 34% with no broadband at home and 21% no internet at all? In 1.5 years, that had changed 1%

# PERCENTAGE THAT DROPPED INTERNET SERVICE IN 2009

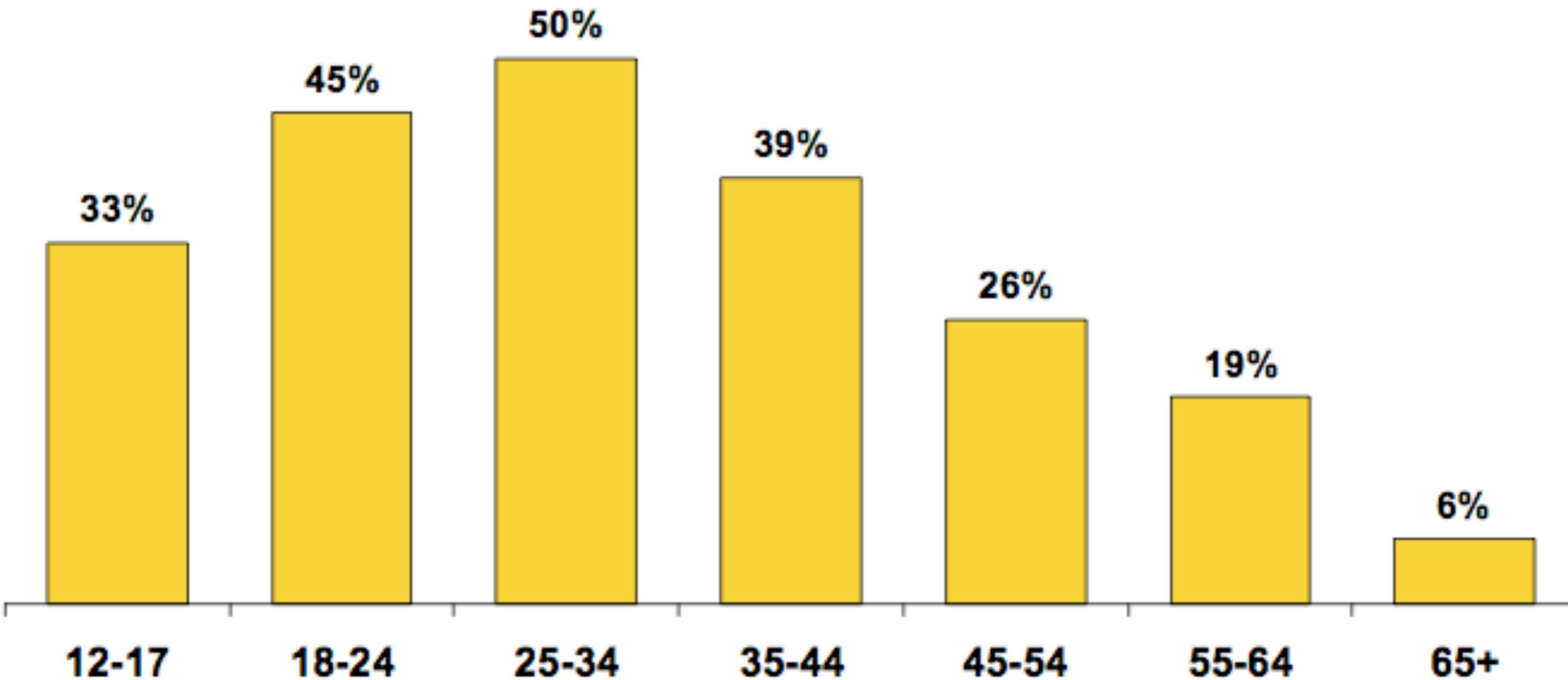


The numbers, the 34% with no broadband at home and 21% no internet at all? In 1.5 years, that had changed 1%

"As cell phones and smartphones get ubiquitous, people **will** learn technology."

# Nearly Half of 18-34s Have Smartphones

% by Age Group Who Own a Smartphone



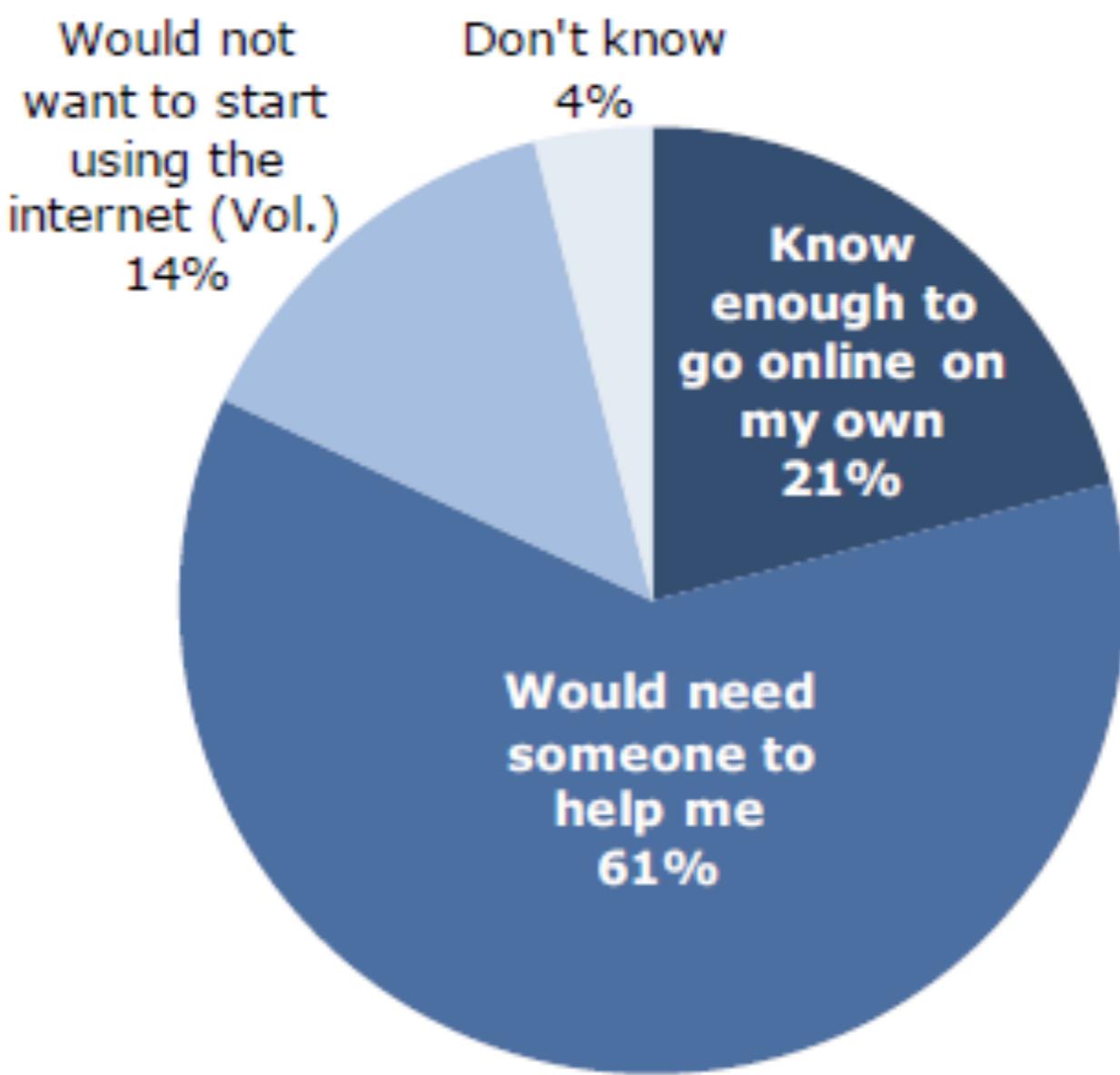
Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

"People don't want to learn technology.  
Why is it **our** problem?"

---

## Six in ten non-internet users would need assistance getting online

*Based on adult non-internet users*



---

Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older (n=496 for non-internet users).

# who cares?

---

Well the government for one. Obama would really like you to pay your taxes online. The government saves \$2.50 every time someone files online instead of by paper. But they can't MAKE you. People who are still offline in 2011 are offline for a reason. We need to address those reasons. ###

# who cares?

---



Well the government for one. Obama would really like you to pay your taxes online. The government saves \$2.50 every time someone files online instead of by paper. But they can't MAKE you. People who are still offline in 2011 are offline for a reason. We need to address those reasons. ###

# Two populations

---



We have to be mindful that making technology a genuine option can be important for our staff as well as our patrons. You can't pass on positive messages if you don't feel they're true yourself. ###

 some good news 

**some good news**

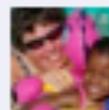
# People find a way



**Chrystal Stevens Terounzo**

Is there any word on RT 7 in Brandon ?

[Like](#) · [Comment](#) · 53 minutes ago



**Jean Tarazewich** no passage thru town at all. There is a detour set up using lovers lane.

51 minutes ago · [Like](#)



**Emily Giddings** It's completely flooded out, the pizza place was ripped off it's foundation and there was word of the bridge showing signs of cracking.

27 minutes ago · [Like](#)

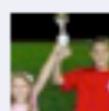
[Write a comment...](#)



**Lorraine Reef**

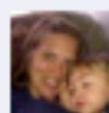
Does anyone know what is going on with Rt 44 in Windsor?!? Is the road closed?

[Like](#) · [Comment](#) · 53 minutes ago



**Amy Brown** I know 44 is washed out from side to side right where it goes under the interstate.

45 minutes ago · [Like](#)



**Lorraine Reef** Thanks so much!! this is sad:( I will have to get pics later if they let me in..

44 minutes ago · [Like](#)

[Write a comment...](#)

In my dream world, we set some of these processes in motion and get out of the way.

## These publishers refuse to sell or license eBooks to libraries:

- *Macmillan Publishing*
- *Simon & Schuster*
- *Penguin Group*
- *Brilliance Audio*
- *Hachette Book Group*

**Think that's wrong? We do too.**

Learn more at <http://bit.ly/noebooks>

Or, contact these publishers directly:

### **Macmillan Publishing**

75 Varick Street  
New York, NY 10013  
(212) 226-7521  
[customerservice@mpsvirginia.com](mailto:customerservice@mpsvirginia.com)

### **Penguin Group**

375 Hudson Street  
New York, NY 10014  
(212) 366-2000  
[ecommerce@us.penguingroup.com](mailto:ecommerce@us.penguingroup.com)

### **Simon & Schuster**

1230 Avenue of the Americas  
New York, NY 10020  
(212) 698-7000  
[http://simonandschuster.com/about/contact\\_us](http://simonandschuster.com/about/contact_us)

### **Brilliance Audio**

1704 Eaton Drive  
Grand Haven, MI 49417  
(616) 846-5256  
[libsales@brillianceaudio.com](mailto:libsales@brillianceaudio.com)

### **Hachette Book Group**

466 Lexington Avenue #131  
New York, NY 10017  
(212) 364-1100  
[customer.service@hbgusa.com](mailto:customer.service@hbgusa.com)

So we've always had sort of side jobs in addition to our "real" jobs. Lately the side job that I often call "screwing around on the internet" has had a lot of people joining me, doing some worklike things... 69000 signatures to Harper Collins, going forward with ebook lending even though it's not tried in court, making your digitized images public domain.... These are all slowly helping, and they're untangling the messy legacy that a decade of Wild West type wrangling about licensing and owning and econtent.

These publishers refuse to sell  
or license eBooks to libraries.

LIBRARY  
RENEWAL

[about us](#)

[join](#)

# Electronic Content



(212) 630-7000  
[http://simonandschuster.com/about/contact\\_us](http://simonandschuster.com/about/contact_us)

(212) 364-1100  
[libsales@brillianceaudio.com](mailto:libsales@brillianceaudio.com)

**Hachette Book Group**  
466 Lexington Avenue #131  
New York, NY 10017  
(212) 364-1100  
[customer.service@hbgusa.com](mailto:customer.service@hbgusa.com)

So we've always had sort of side jobs in addition to our "real" jobs. Lately the side job that I often call "screwing around on the internet" has had a lot of people joining me, doing some worklike things... 69000 signatures to Harper Collins, going forward with ebook lending even though it's not tried in court, making your digitized images public domain.... These are all slowly helping, and they're untangling the messy legacy that a decade of Wild West type wrangling about licensing and owning and econtent.

## Limited Checkouts on eBooks is Wrong for Libraries

Dear Sir or Madam,

I am writing to ask HarperCollins to drop its current limited checkout eBook policy to libraries and to develop an eBook policy that supports libraries' efforts to provide free information to the public.

If left in place, this policy would threaten public access to eBooks by making them disappear from the virtual shelf. In collecting a wide range of published materials, libraries offer continuing education to the general public at an extremely low cost. The authors of today are the influencers of the writers and thinkers of tomorrow; where will they be when the eBooks they seek are unavailable because a license ran out?

I stand with libraries across the country who are boycotting future purchases of HarperCollins eBooks until this policy is revoked.

## Content



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## Cornell University Library Removes All Restrictions on Use of Public Domain Reproductions



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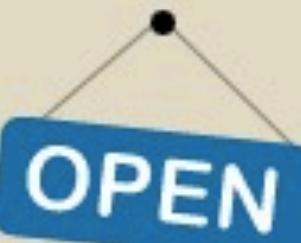
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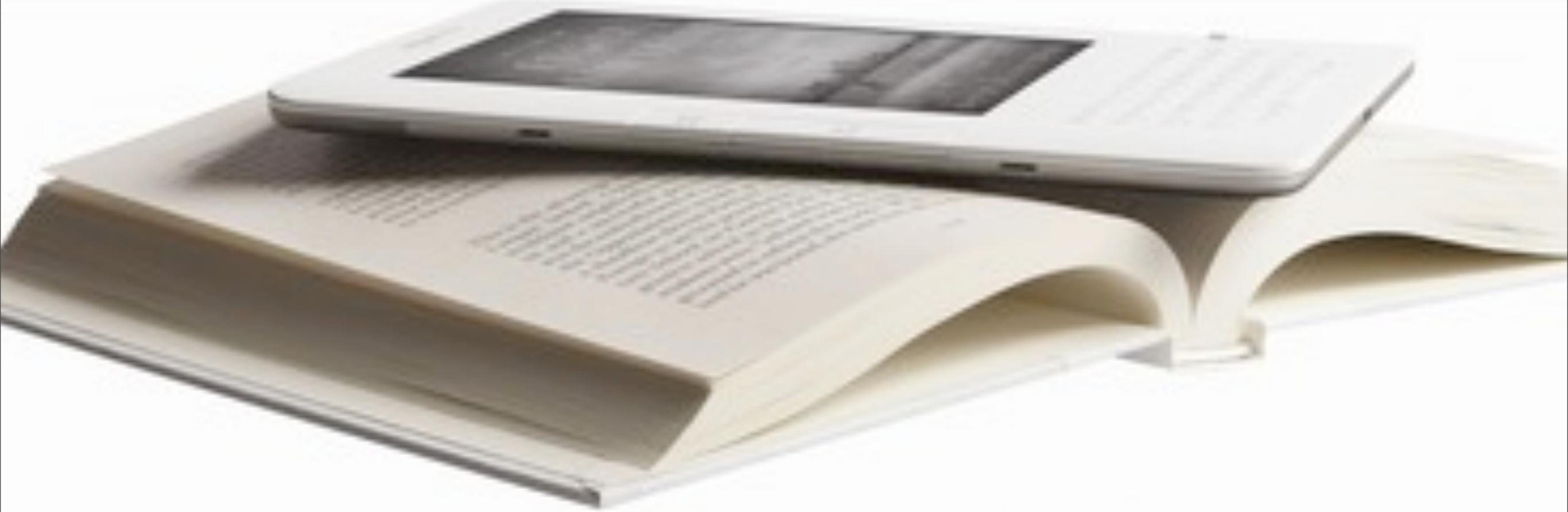
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# Free to All

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These projects, among others stress that access to information, in whatever format, is a right, not the privilege of a few. And especially not the few who understand it and how to get it. And the more we enlarge that community, of people who get it, the more we live up to our ideals.

## How to use this blog

March 21, 2011 at 3:31 pm · Filed under [Uncategorized](#)

Dear members of the strategic planning committee, library trustees and staff, and interested parties,

At the suggestion of Amy Howlett (VT Department of Libraries), I have created this blog in order to provide ongoing access to Kimball Library's planning process, and to encourage ongoing participation from all interested parties.

For those of you who are new to blogs (or are new to blogs organized by librarians) you will see to the right of this post a series of hierarchical links. These links contain the meat of this blog's content. For instance, under *Meeting One: the recorded results*, you find *Meeting One: community vision and SWOT*, and then a list of pages for the various segments of the community's population. Each of these sub-pages includes the work we did at the first strategic planning meeting on March 19.

I hope that you will take this opportunity to look over the *recorded results* and *community vision and SWOT*, and then examine, think about, and comment on the flip chart pages. (If you find the images too small to read, you can click on them to get a larger view.) Your comments / replies will be incorporated into the foundation of the Library's plan.

To leave a reply or comment, simply click on Comments and follow my example below. If I can do it, you can, too!

Amy C. Grasmick, Director

Use the stuff ourselves, just to show that it's possible, okay, and practical.

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# Kimball Library Strategic Plan

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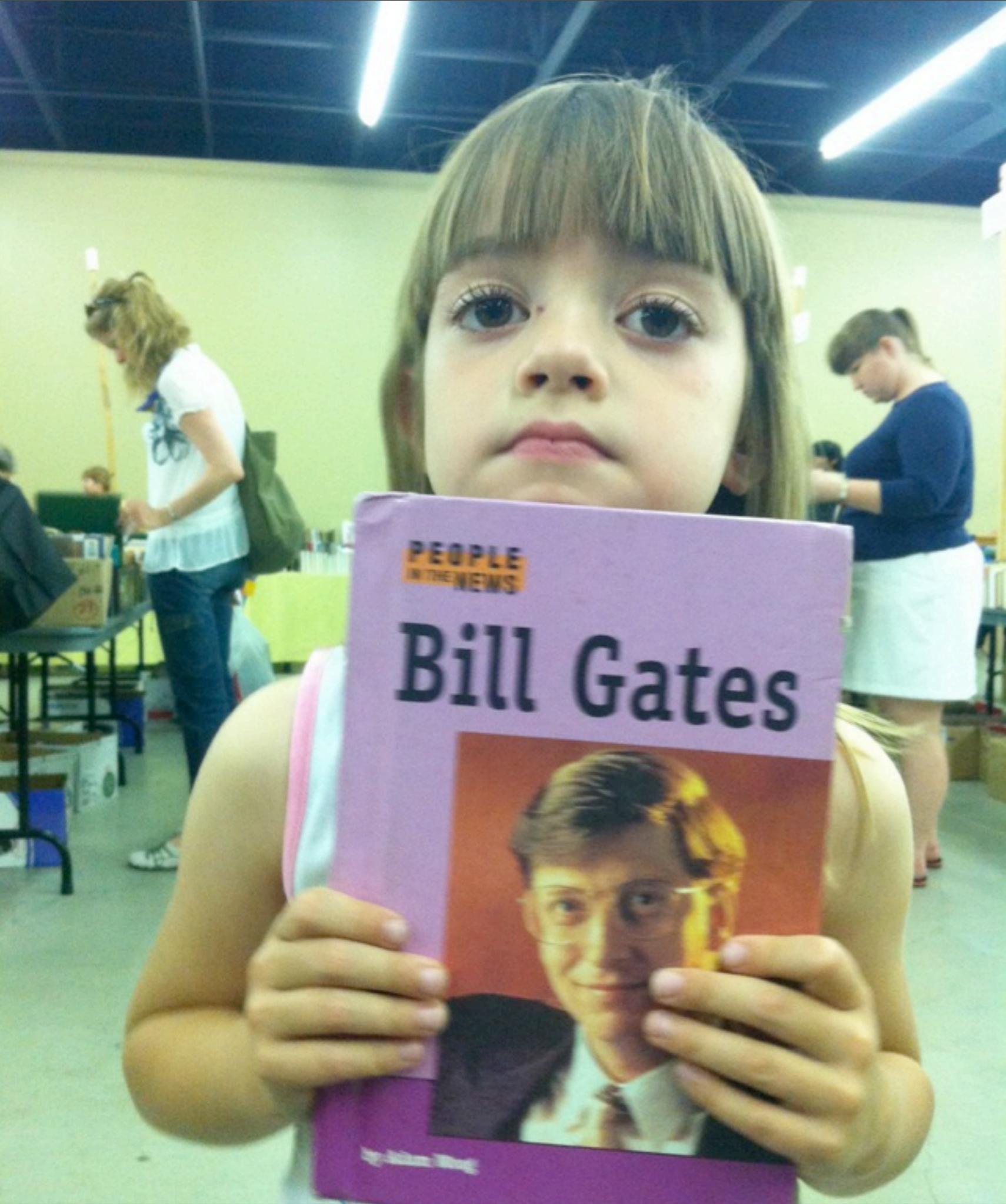
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# final words





I used to say that the Gates Foundation was the best and worst thing to happen to Vermont's libraries. I feel like, while it gave us computers, it also gave us sort of common scapegoat, and that was unhelpful for our personal empowerment divide.



Many people have seen this photo from Occupy Wall Street but many people don't know she's a school librarian from New York [apologies if she's here]. My feeling, if I may be metaphorical for a moment, is that now is the time when the librarians are marching, for better and improved access to content and scholarship for patrons and faculty and most of all, themselves. Messed up for now, for certain, but only getting better.



thank you

