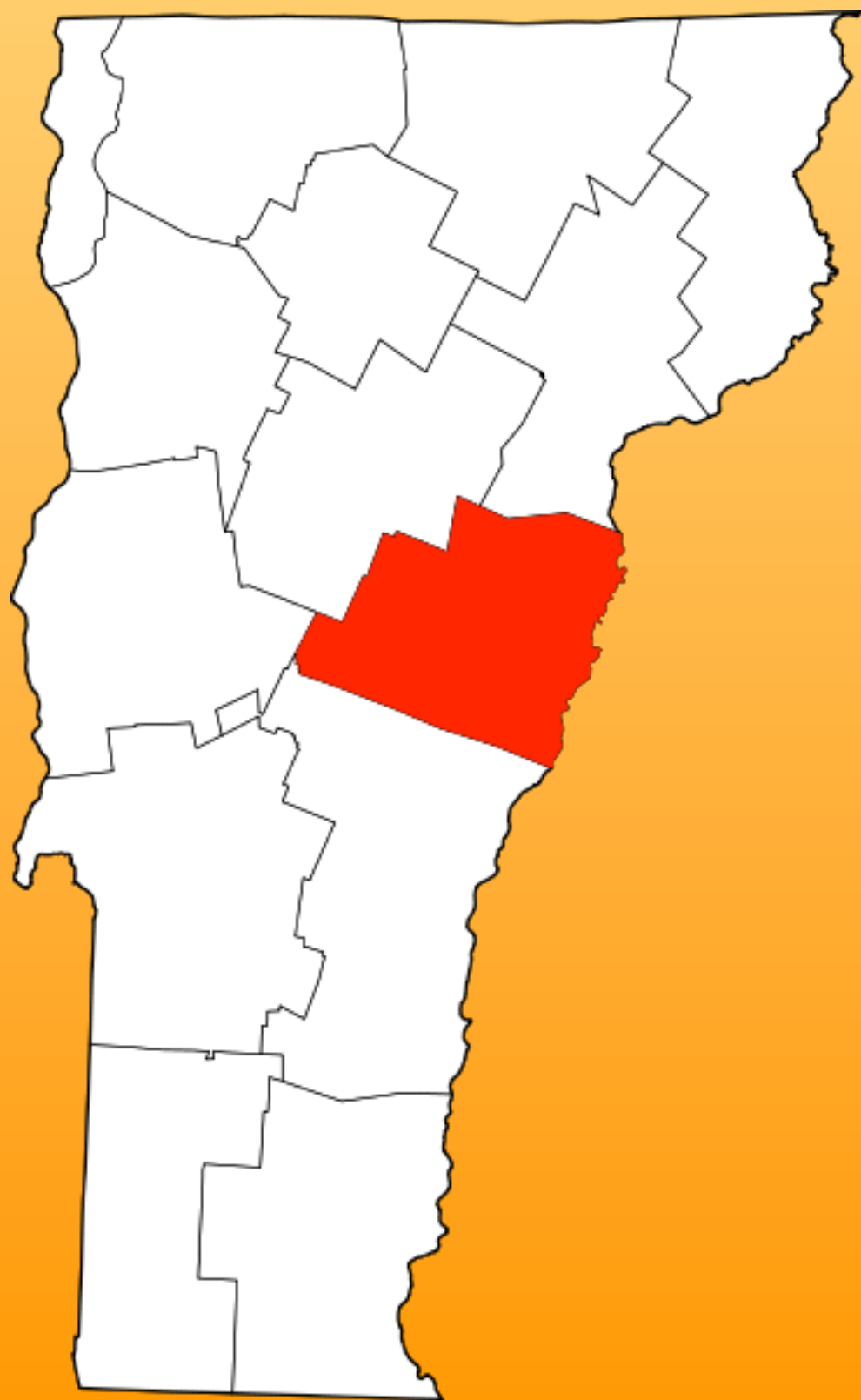librarian.net/talks/sxsw10

How The Other Half Lives
Touring The Digital Divide

Jessamyn West & Jenny Engstrom

Monday, March 15, 2010

Intro: me and Jennifer

Orange County

pop. 28,226

17 towns, 15 public libraries, about 30 computers. "people live in Vermont for a reason"

the
digital
divide
is real

Defining terms. Rural electrification started in the 30s. The last town in Vermont got electric service in 1964. There are still towns in VT without broadband. One in ten rural people without broadband literally can't get it. "Rural non-adopters are twice as likely as other non-adopters to say broadband is not available where they live" The stats don't tell you this since in most cases if one person has access to broadband they consider that town broadband-enabled. We used to think the digital divide was all about lack of access to technology.
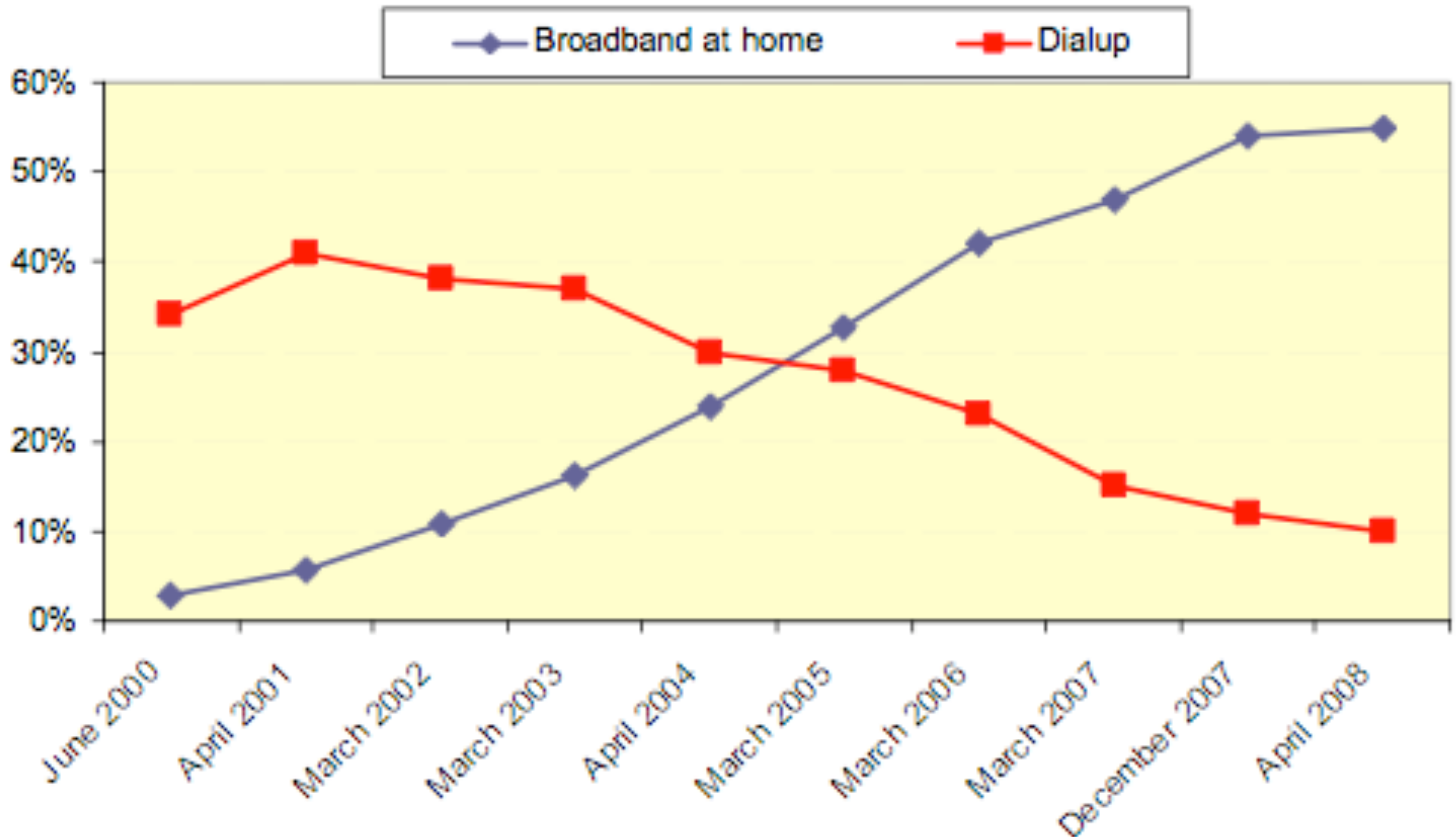
Tunbridge

pop. 900

TUNBRIDGE
PUBLIC
LIBRARY

ART EXHIBIT

And then thanks to the Gates Foundation we all got computers [BUT, they're PCs]. A typical Vermont library. Serves 900 people. When I first started working there, they had four computers sharing a dial–up connection. People have been studying the digital divide thinking they're talking about places like this, but they're not. They're talking about PART of these places. Backing up a little.
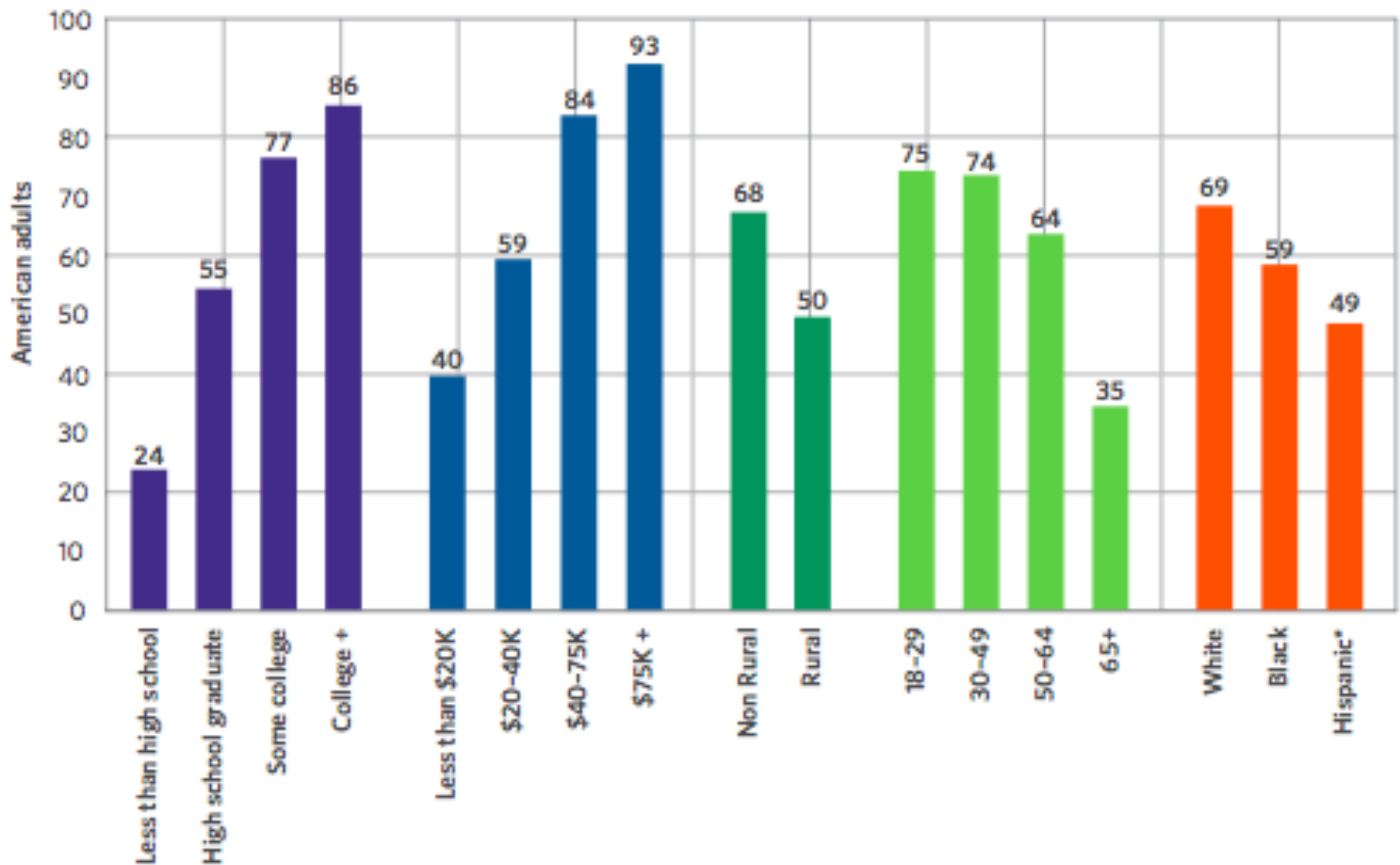
Trends in home internet access: broadband vs dial-up

Some Notes from the Pew Internet Survey

Monday, March 15, 2010

Some stats. Many people have studied who is not online. Many people do this because they want to sell these people something [Gates Foundation, OCLC]

*Hispanics includes both English and Spanish-speaking Hispanics

Some Notes from the FCC Broadband Study

Monday, March 15, 2010

FCC breaks them down into four categories. digitally distant [not into it], digital hopefuls [lack resources, skills], digitally uncomfortable [no skills, fearful], near converts [lack opportunity]. People who are still offline are offline for a reason. Who is especially offline: seniors [65% bb at home], disabled [online 2/3 less than non-disabled, also do less online even with bb], less educated. [extra multiplier if they are disabled or poor or hispanic, getting down to 20% for spanish speakers]

who cares?

35% of adults have no broadband at home... 22% do not use the internet at all [6% dial-up 6% work/library access]. lately people are studying offline people because we have a new administration and they want to save the country money [Pew, FCC]. The government wants to use economies of scale to access people who need govt services.

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who cares?

Please get online, thank you.

35% of adults have no broadband at home... 22% do not use the internet at all [6% dial-up 6% work/library access]. lately people are studying offline people because we have a new administration and they want to save the country money [Pew, FCC]. The government wants to use economies of scale to access people who need govt services.

Please complete all of the following statements:

1. I am [   ] years of <u>age</u>. ❓ If filing a joint return, my spouse is [   ] years of age.

2. My estimated 2009 <u>**Adjusted Gross Income**</u> ❓ is $ [   ] .00

3. My <u>**residence**</u> ❓ for filing my federal income tax return is [select residence ▲▼]

4. I would also like to prepare and e-file my <u>**state income tax return**</u>. ❓ The residence for my state income tax return is [select state ▲▼]

(Skip #4 and go to #5 if you do not want to prepare and e-file a state tax return)

5. I may be eligible for <u>**Earned Income Tax Credit**</u>. ❓ ◯ Yes ◯ No

6. My spouse or I received <u>**Military**</u> ❓ pay in 2009. ◯ Yes ◯ No

(Submit) (Clear)

You can save a ton of money if you know how to fill out this form... That said, once you fill out the form, the website still sucks.

Help Me Find A Company – Results

Great News! Based on the information you provided, you may qualify for the following free services. Scroll and browse these services, or return to the list of companies and their free services. Companies are not required to support all the forms and schedules to participate in Free File so you should check the company's website to determine which forms are available. Click on the company or product name for more information. For your reference, the responses you provided were:

Age:	41
Estimated AGI:	$30,000.00
State of Residence:	Vermont
Filing State Income Tax With Company:	No
Earned Income Tax Credit:	Eligible
Active Duty in Military:	No

123Easytaxfiling: Free federal online tax return preparation and e-file if you are 70 years old or younger, your adjusted gross income (AGI) is $57,000 or less and you live in one of the following states: AL, AR, AZ, CA, CO, CT, DC, DE, HI, GA, ID, IL, IN, KS, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, NE, NJ, NM, NV, NY, OH, OK, OR, PA, RI, SC, UT, VA, VT, WI and, WV. Free extension.

Free TaxACT: Free federal online tax return preparation and e-file if your adjusted gross income (AGI) is $57,000 or less and you are age 19 through 55 years old. This federal offer is valid in all states. Free extension.

H&R Block's Free File: Free federal online tax return preparation and e-file if your adjusted gross income is $57,000 or less and you are age 51 or younger. This federal offer is valid in all states.

CompleteTax: Free federal online tax return preparation and e-file if your adjusted gross income (AGI) is $32,000 or less. This federal offer is valid in all states. Free extension.

TaxSlayer: Free federal online tax return preparation and e-file if your adjusted gross income (AGI) is less than $57,000 and you are age 25 or younger, age 65 or older or active military. Also, if you qualify for the Earned Income Tax Credit or if your adjusted gross income is less than $10,000. This federal offer is valid in all states. Free extension.

Online Tax Pros: Free federal online tax preparation and e-file if your adjusted gross income (AGI) is between $3,500 and $57,000 and you live in the following states: AL, AR, AZ, CA, CO, CT, DE, GA, HI, IA, ID, IL, IN, KS, KY, LA, MA, MD, ME, MI, MN, MO, MS, MT, NC, ND, NE, NJ, NM, NY, OH, OK, OR, PA, RI, SC, UT, VA, VT, WI, WV. Free extension. En Español.
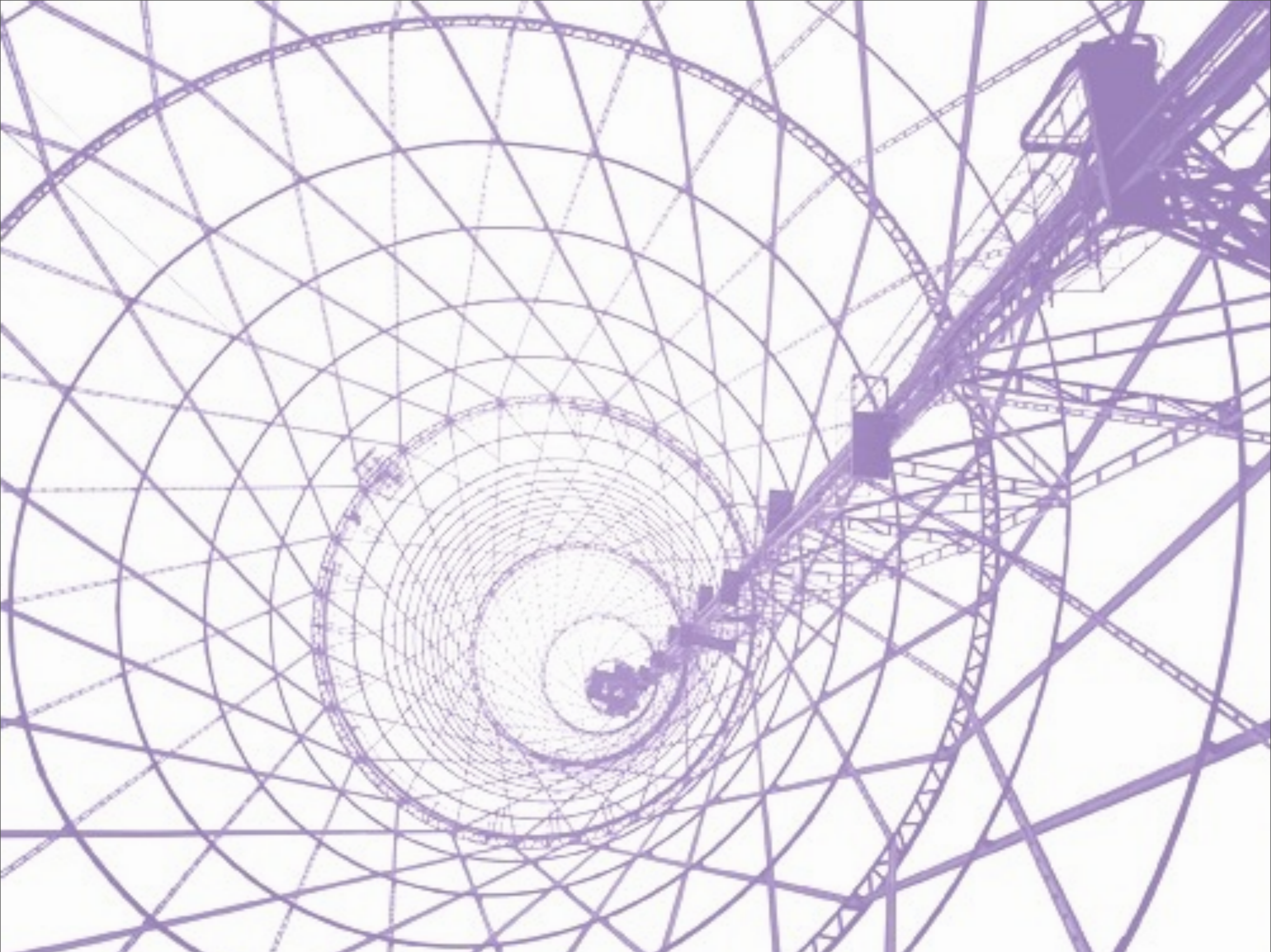
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You can save a ton of money if you know how to fill out this form... That said, once you fill out the form, the website still sucks.

Monday, March 15, 2010

I used to be okay saying "well if you don't want to learn, that's a valid choice... and it still is BUT" [driver analogy]
You can not get by in most of the US without having access to the internet or a friend who can access it for you.
Even rural america.

And we have challenges. How do the vendors respond? Like jerks. We see the same things happening around privacy [danah's talk] with companies like facebook and library companies saying that our attachment to privacy and equity is quaint and outdated.

FCC Finds Broadband Is Expensive, People Are Strange, Uneducated

And we have challenges. How do the vendors respond? Like jerks. We see the same things happening around privacy [danah's talk] with companies like facebook and library companies saying that our attachment to privacy and equity is quaint and outdated.

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How do libraries respond? why is this a library issue? We have an unfunded mandate to help all these sorts of people. In some communities the library is the only place people access the internet. People don't understand why we offer a service we don't "support"

This is Washington Vermont, population 1047. I got briefly famous on the internet when I made a video about installing ubuntu on the library's computers. This library is open 12 hours a week and the only reason I got paid to work there....
[explain RTCC job]

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and so who are our users? People who go to the library, people with questions, people who know they need help [people with laptops]. For many people using computers in a rural library, this is the only computer they have. The help we give them is the only help they get. Farmer Bob stereotype. "How is this going to help farmer bob?" Companies can basically tell my people "we don't need your business" How do we make serving rural users a genuine option?

New York City

pop. 8,363,710

image: julius schorzman

digital divide in NYC

* Service availability is nearly universal

* Only 26% of all NYCHA households have broadband service (2006-07)

* Low-income households headed by older residents (50+) are most at risk

* Surveys demonstrate need for affordable hardware, service, and training

* Public access points fill a critical need

source: New York City Broadband Landscape and Recommendations, July 2008

public library survey

* 53% of survey respondents did not have Internet access at home

* For 33% of all respondents, the public library was their sole source of Internet access

* More than half of respondents without home Internet access used public library computers 3 or more times per week

source: New York City Broadband Landscape and Recommendations, July 2008

most commonly cited barriers

* Cost of computer (83% NYCHA residents, 53% public library patrons)

* Cost of broadband service

* Lack of computer literacy skills

* Failure to recognize the value of technology

impact of place

concentrated poverty
residential segregation
low functional literacy
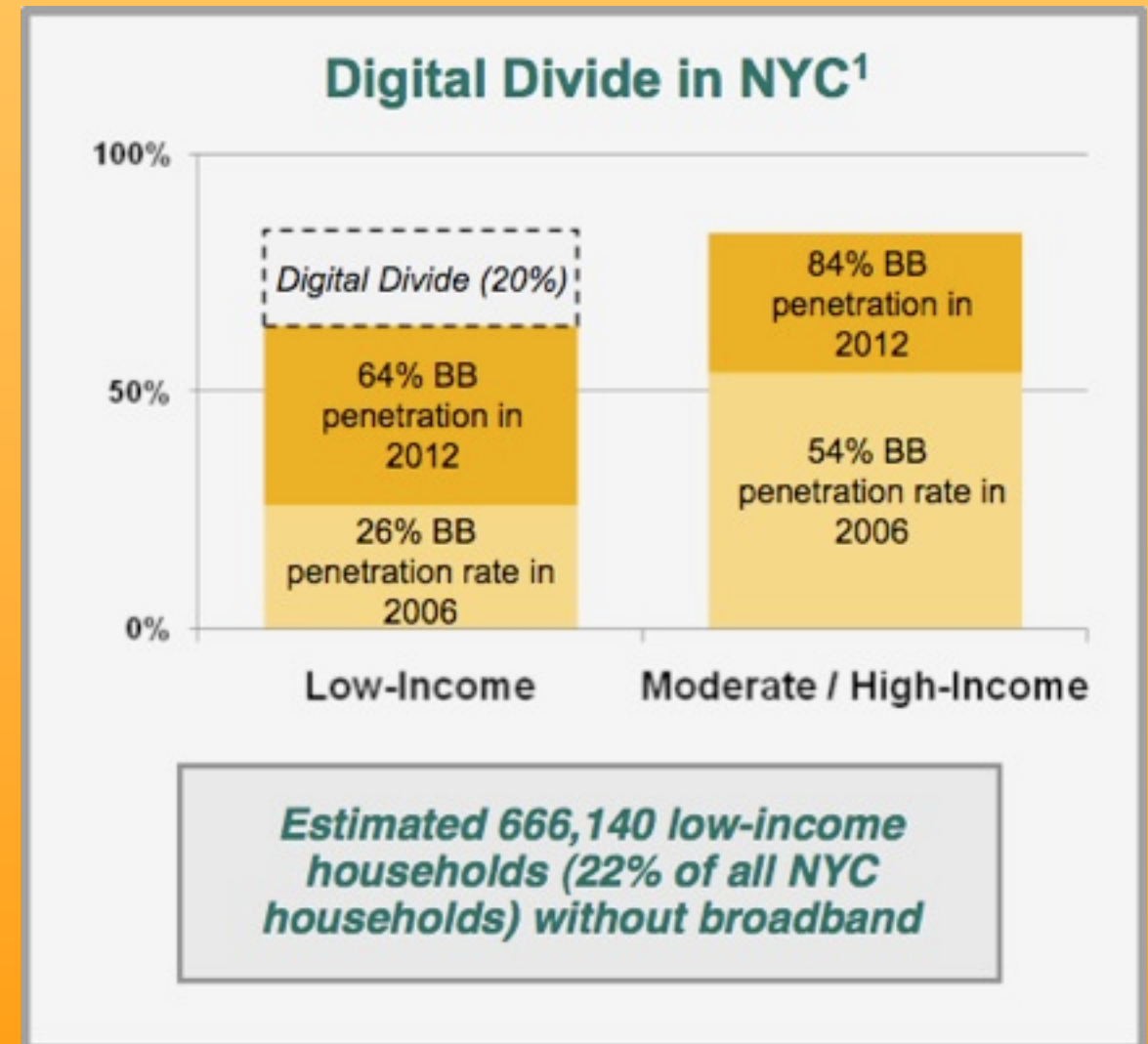limited English proficiency
social networks
employment

Digital Divide in NYC[1]

Digital Divide (20%)

64% BB penetration in 2012

26% BB penetration rate in 2006

84% BB penetration in 2012

54% BB penetration rate in 2006

Low-Income

Moderate / High-Income

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

image: New York City Broadband Landscape and Recommendations, July 2008

SafeLink Wireless is a government supported program that provides a free cell phone and airtime each month for income-eligible customers. Learn More

To begin the process, enter your zip code [   ] **GO**

Applying in New York open↓ close↑

Applying for SafeLink Wireless Service in your area is quick and easy. You may apply in one of the following ways:

If you elect to qualify based on program participation...

1. Fill out the application on this website.

2. Download the completed application for your records.

3. Write down the Enrollment ID that we provide when you fill out your application! With your ID you will be able to check on the status of your application here, or by calling us at **1-800-977-3768**.

If you elect to qualify based on your level of income...

1. Fill out the application on this website. Then, download the completed application. Once you have the application you will need to print it yourself.

2. Once you have your completed application, sign the application and return it to us along with copies of documents that prove you qualify for SafeLink Wireless Service. You may return your application to us in one of the following ways:

   a. Fax the application to 1-800-834-7713. Fax is the fastest way to get your application approved!

   b. Mail your application to us at PO Box 220009, Milwaukie, OR, 97269-0009. Please allow 2-3 additional weeks for applications that are sent to us through the mail.

3. Write down the SafeLink Wireless ID that we provide when you fill out your application! With your ID you will be able to check on the status of your application here, or by calling us at 1-800-977-3768.

If you need assistance, get help at any participating Pay-O-Matic financial services store. Call 1-888-729-3773 for a location near you.
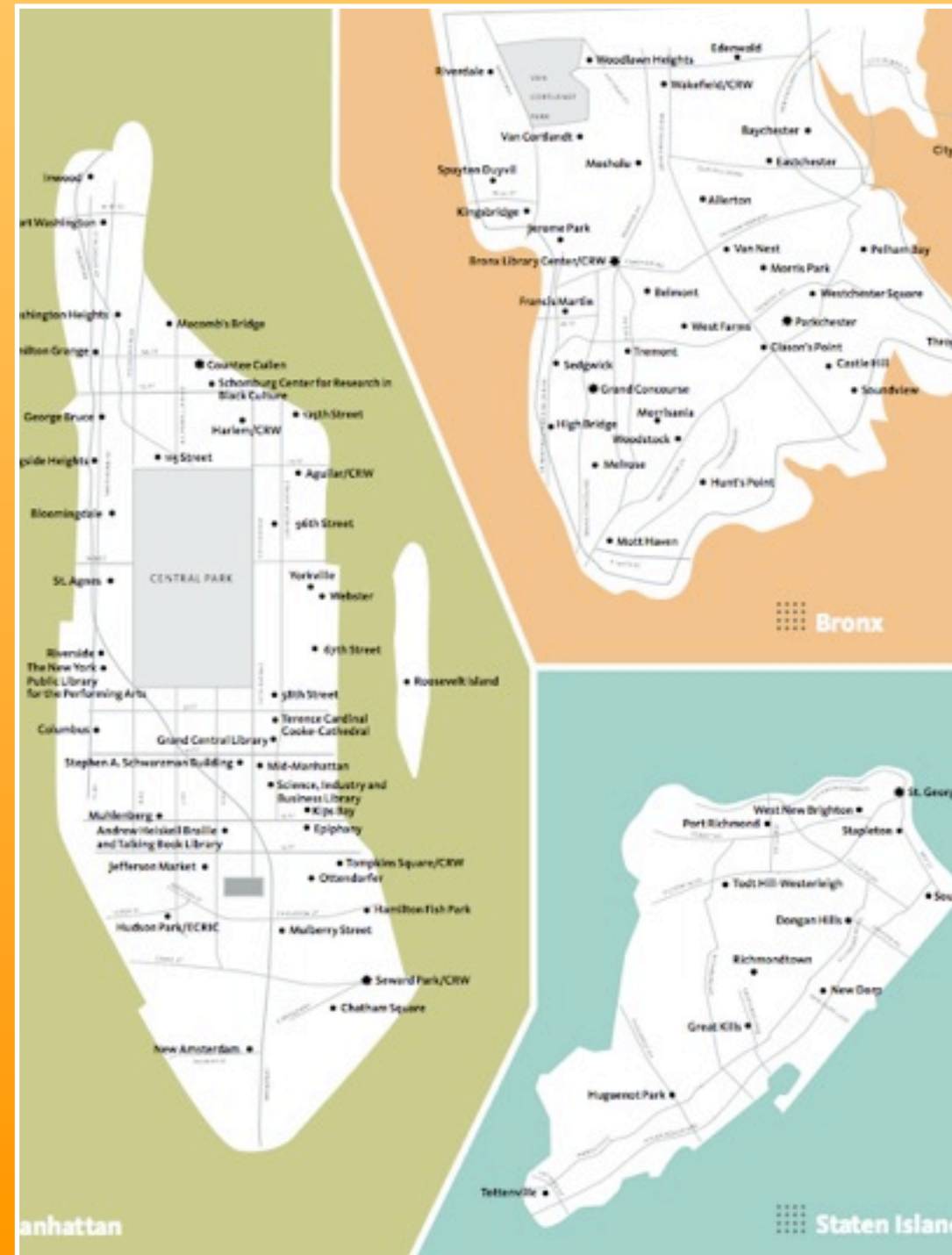
the new york public library

90 libraries across the Bronx, Manhattan, and Staten Island *

3613 public computers (about 1/3 are laptops)

In 2009, 3200 computer classes (over 25,000 students)

*Brooklyn Public Library - 60 branches
*Queens Library - 62 branches

public access at NYPL

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PRINTER PROBLEMS TODAY!
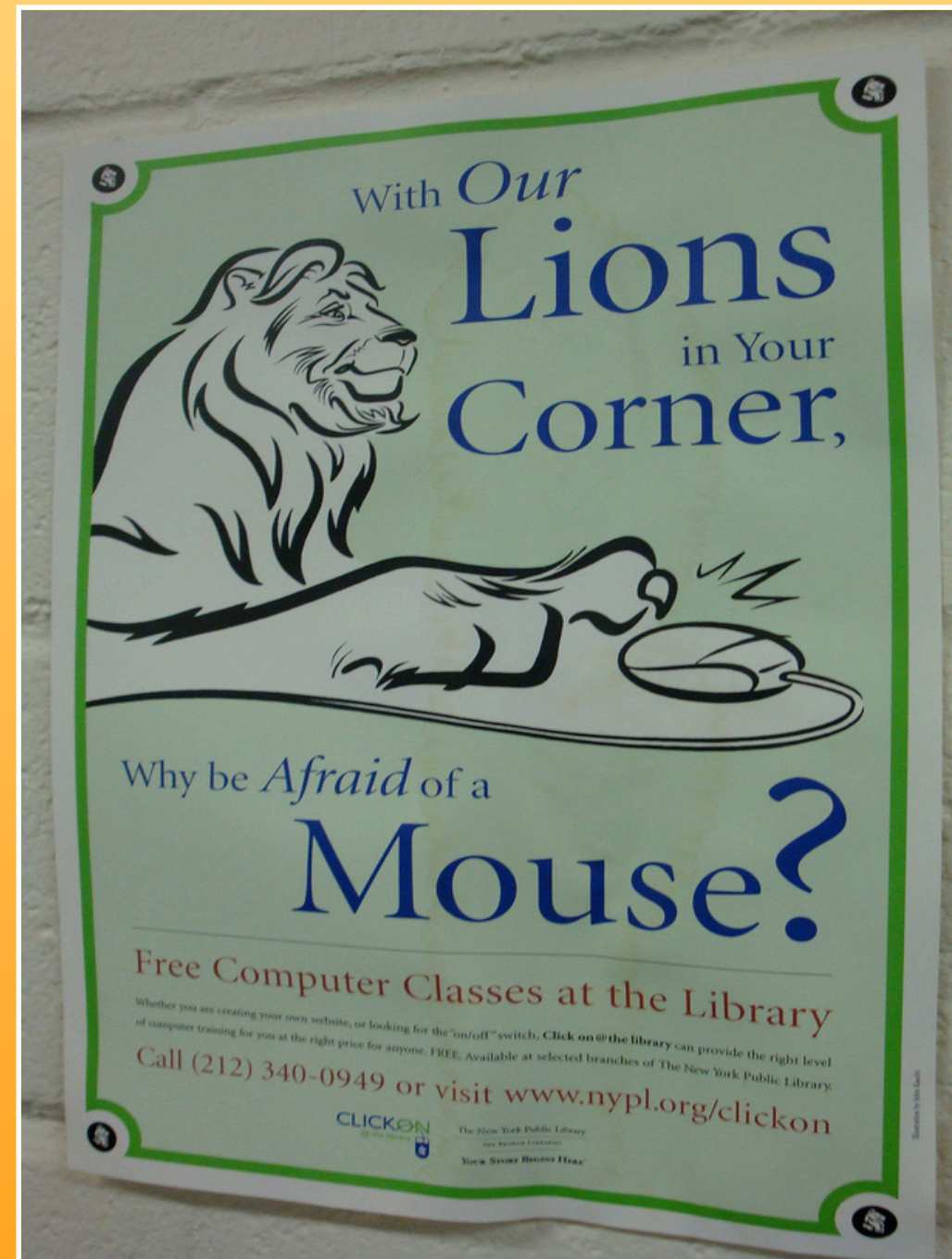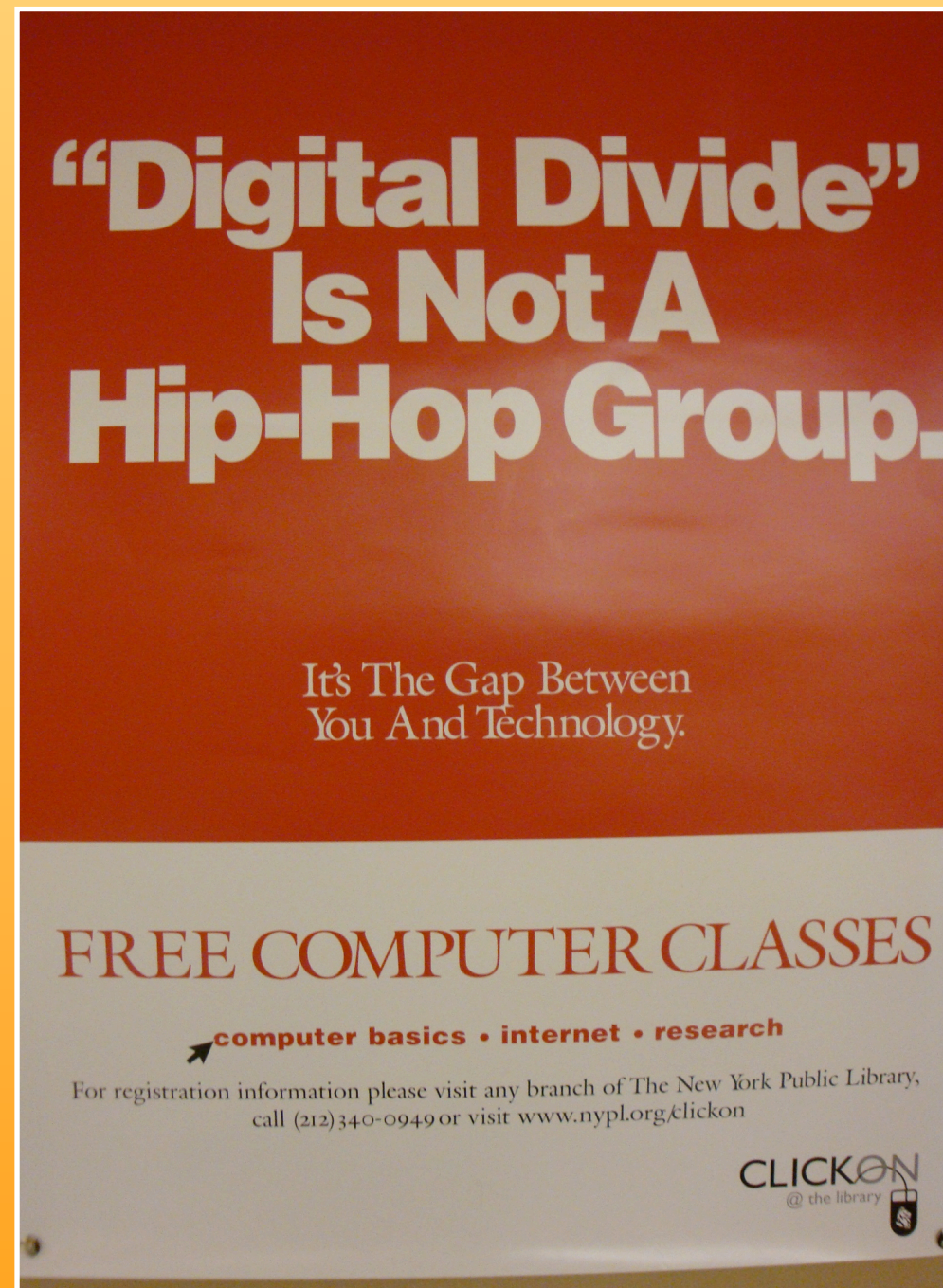
We can not guarantee any print jobs today.

We apologize for the inconvenience.

Computer Help Desk

NOTICE:

TO NAVIGATE TO A WEBSITE, YOU *MUST* USE THE ADDRESS BAR.

THE "FILE... OPEN" METHOD TO GO TO A WEBSITE IS NOT WORKING.

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ClickOn @ the library (2000-2004)

Computer Classes @ NYPL

WEDNESDAY, MARCH 17, 2010			
0:00 AM EDT	**Introduction to Computers**	St. George Library Center	Adults
0:00 AM EDT	**Web Page Design**	Grand Concourse Library, Adult Room	Adults
0:30 AM EDT	**Genealogy: Using Library Databases**	Mid-Manhattan Library, Internet and Computer Services	Adults
0:30 AM EDT	**Internet 1: Basics**	Baychester Library	50+ Adults
2:15 PM EDT	**Interpreting Financial Statements**	Science, Industry and Business Library (SIBL), Training Room 3	Adults Businesspeopl
30 PM EDT	**Basic Internet**	Mid-Manhattan Library, Internet and Computer Services	Adults
15 PM EDT	**Searching the U.S. Census Bureau Website**	Science, Industry and Business Library (SIBL), Training Room 3	Adults Businesspeopl
00 PM EDT	**Internet Searching Basics**	Morningside Heights, Computer Classroom	Adults

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characteristics

* read the whole page

* not great with the mouse

* not great at "scanning"

* distracted by ads/blinky

* find AJAX confusing

* worried about breaking it

they like

* Mainstream media and known "brands"

* Reading without being forced to interact

* Seeing familiar things [family, tv people]

* Solving their own problems

* Knowing "why?"

they don't like

* Advertising

* Forced registration

* CAPCHAs

* "watch this video to learn this"

* PDFs

* DHTML menus and tiny triangles

they're confused by

* clicking and double clicking

* vocabulary words

* identity theft boogeymen

* antivirus boogeymen

* spam and spamfighting

* library catalogs and related tools

➤ 61 percent—refresh or reload ➤ 44 percent—operating system ➤ 42 percent—Internet browser cookie ➤ 41 percent—JPEG file ➤ 40 percent—spyware or malware ➤ 16 percent—widget

thank you!

librarian.net/talks/sxsw10

@jessamyn

@jennylish