

Without a Net

Confronting the Digital Divide



librarian.net/talks/cla11

[2-3:20] 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.###



where we are



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 their local library.
- c. **Some** people understand how state funding for libraries works.
- d. **Some** people understand what IMLS does and what ARRA did.
- 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. ###

broadbandmap.gov

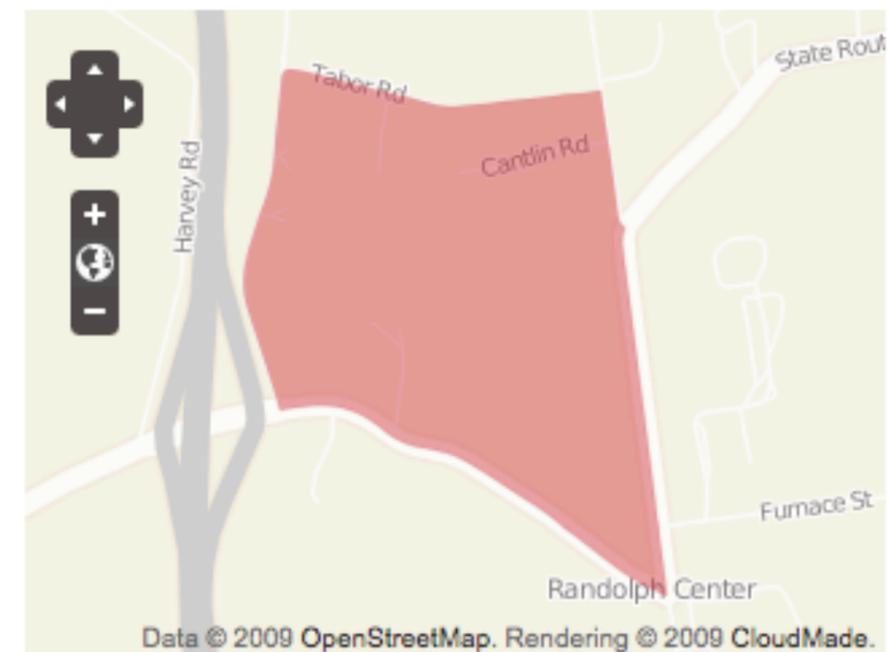
05060

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.

[Print this page](#) • [About area](#) • [Compare Areas](#)



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

[Expand All](#)

Advertised Speeds Above 3 Mbps

Data as of: 6/30/10

Sovernet Communications	25 - 50 Mbps	»
FairPoint Communications, Inc.	6 - 10 Mbps	
Verizon Communications Inc.	3 - 6 Mbps	
Comcast Corporation	3 - 6 Mbps	

Share »

[Share this page with my community](#)

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](#)

Map »

[Map my community](#)

Rank »

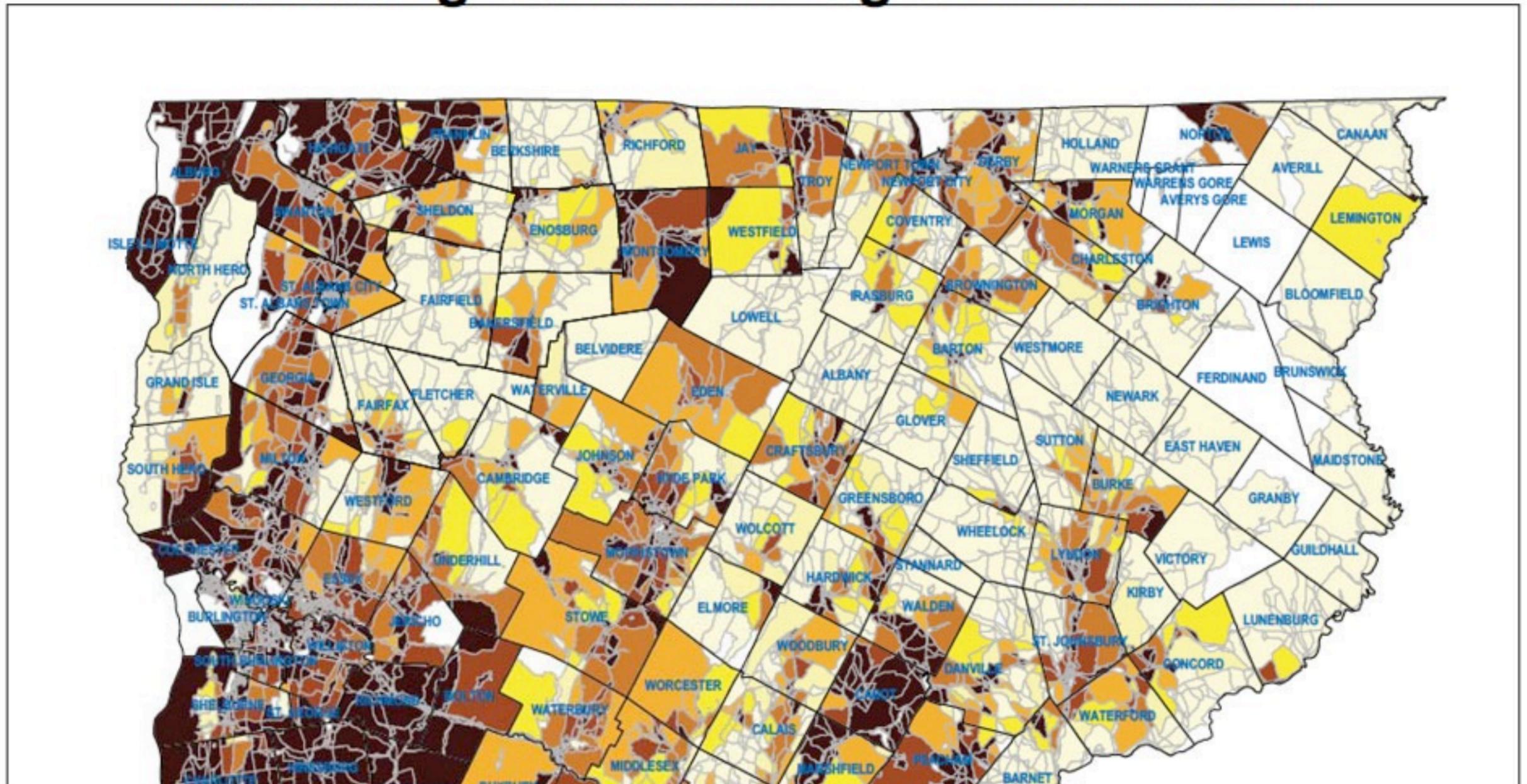
[Rank my community](#)

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

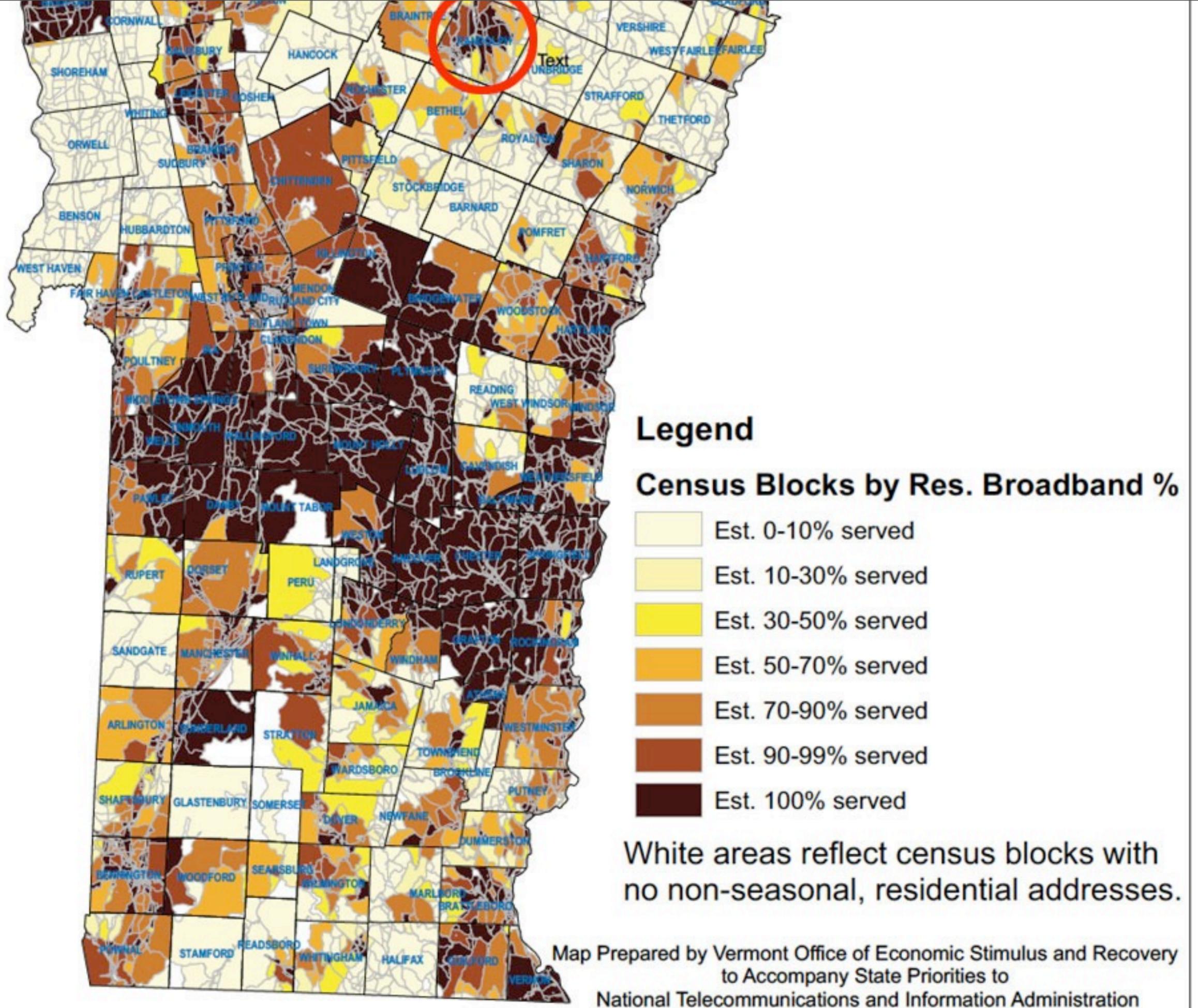
Getting data is a little confusing. The national broadband map which came out in February is ridiculous. And we have to ask, who benefits from this portrayal? ###

recovery.vermont.gov

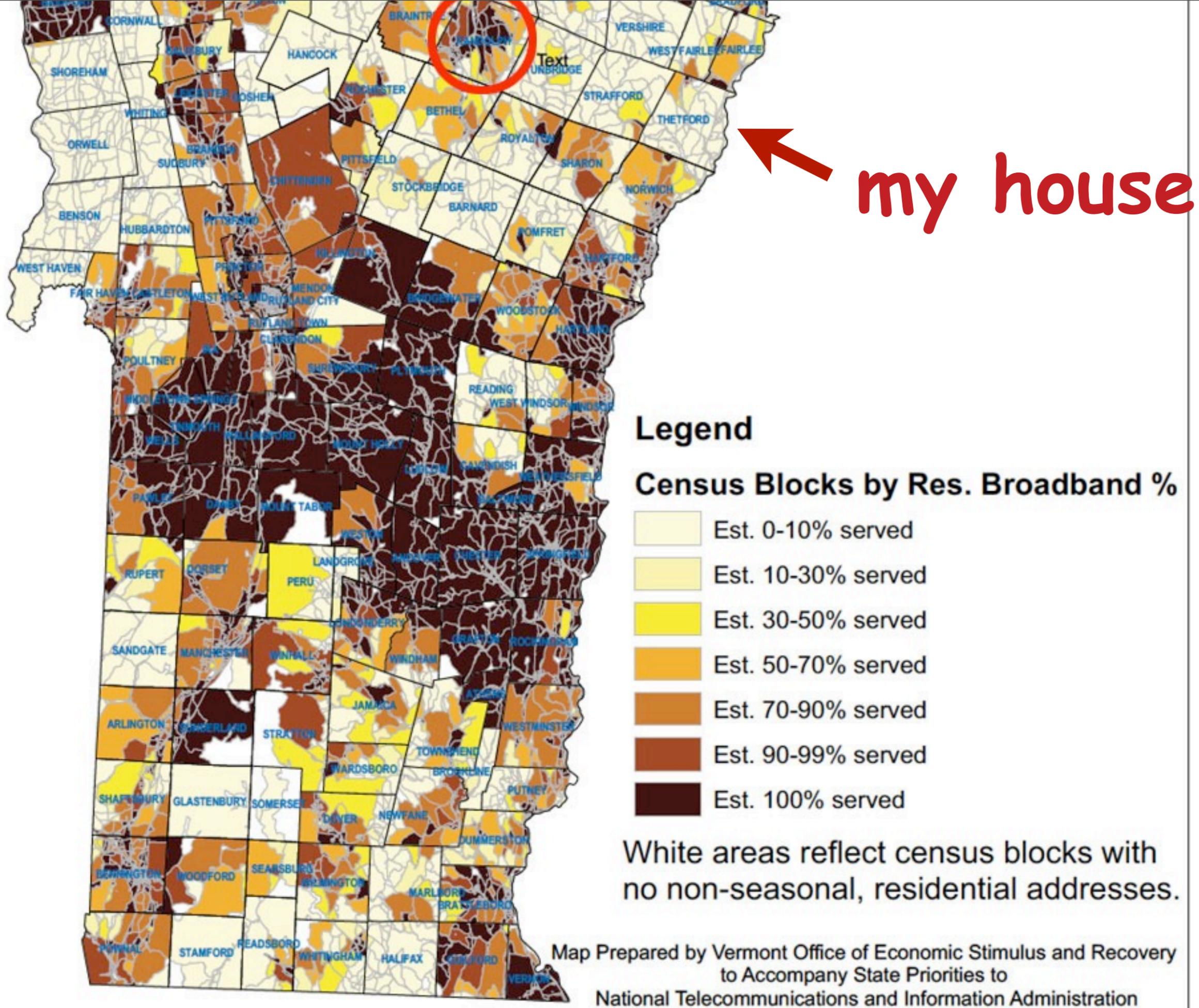
Broadband Availability by Census Block Reflecting Stimulus Program Definitions



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? ###



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? ###



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? ###

digitally divided

- We're still at 34% of Americans having no broadband at home.
- 21% have no internet at all
- People who don't have broadband often don't *want* broadband at this point
- Whose job is it to make them want to learn?

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

this just in...

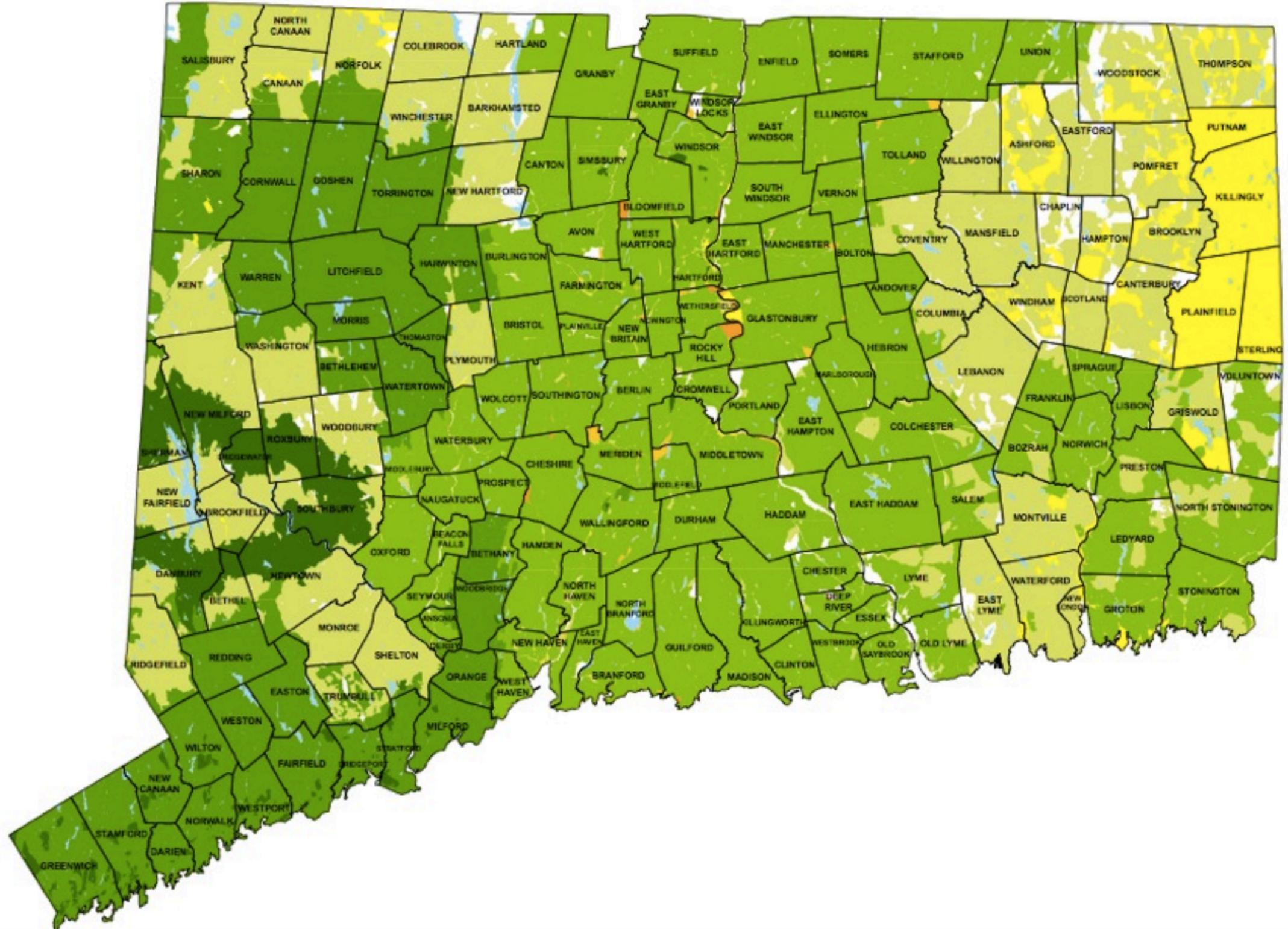
Main reasons why the 34 % of non-adopting Americans don't have broadband

- Cost
- Lack of digital literacy
- Broadband “not sufficiently relevant for them”

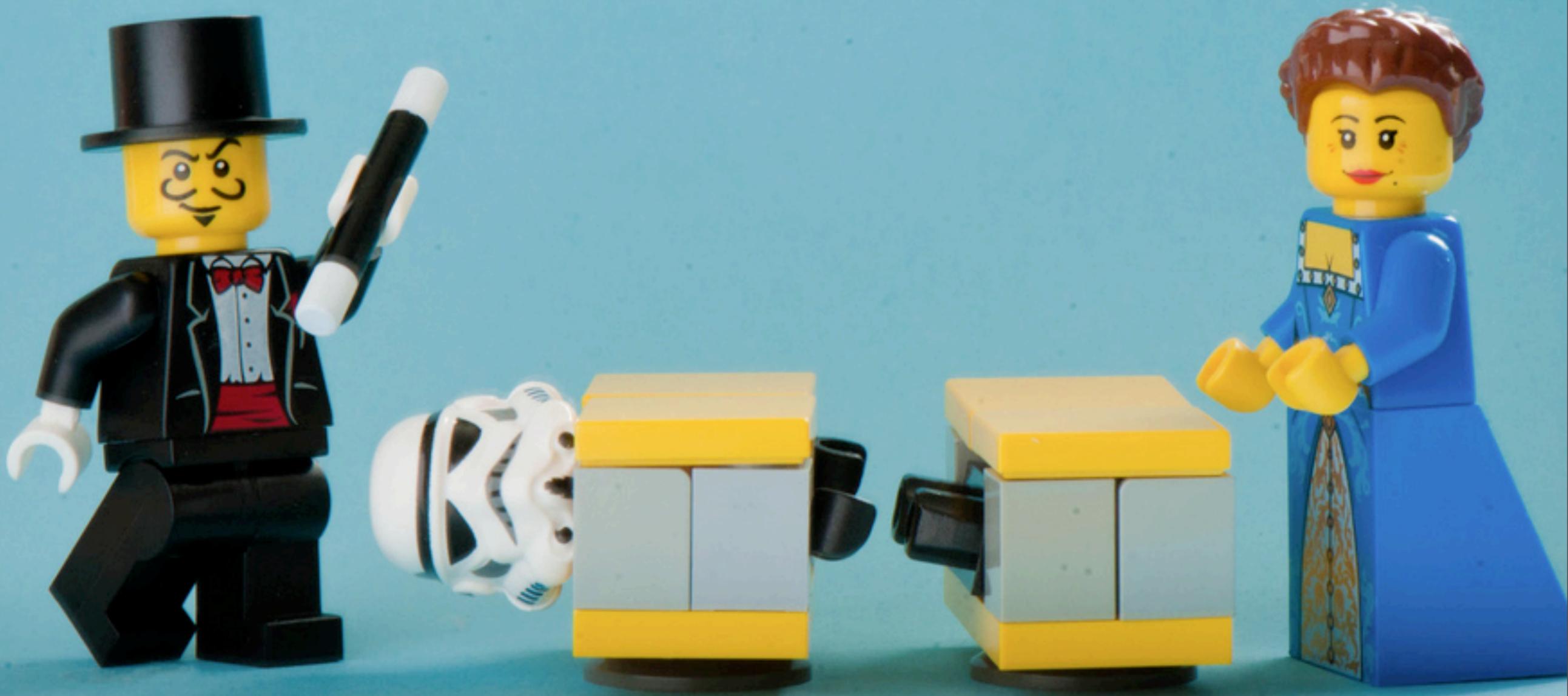
source: FCC's National Broadband Plan Consumer Survey *Broadband Adoption and Use in America*

And what would you need to do to get that to happen? ###

Not just about access...



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. ###

put more simply...

Competing Media Messages:

The Top Two Themes about Technology

Percent of Technology Stories

Technology
makes life more
productive

23%

The internet is
not secure

18%

Date Range: June 1, 2009 – June 30, 2010

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

People who don't use the internet learn about it from other places, such as mainstream media. They get conflicting messages. The "magic" message but also the "dangerous" message. ###



why libraries?



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

Four things really. There are 9214 public libraries, serving ninety-seven percent of the population of the United States. Now that still means there are a lot of underserved folks but other than the post office... ###

THE STATE OF AMERICA'S LIBRARIES



A Report from the American Library Association

ALA American Library Association

Release Date: April 2010

71% of libraries report that they are the only source of free access to computers and the internet in their communities. The updated report should be coming out again in a few weeks. Now, of course, consider the source, and still...We have these numbers because we decided that they were important to count. ###



NYC 2008 as part of their Broadband Landscape and Recommendations report and identified 310 public access points. Of these, 212 were library locations. Ninety of these are run by one organization: New York Public Library. So if NYPL makes a policy decision about public internet access, it affects 30% of the public internet in New York City. NYPL surveyed PAC users, 67% of the ones without broadband at home reported that they were using the services at the library "...because they cannot access the internet anywhere else." ###



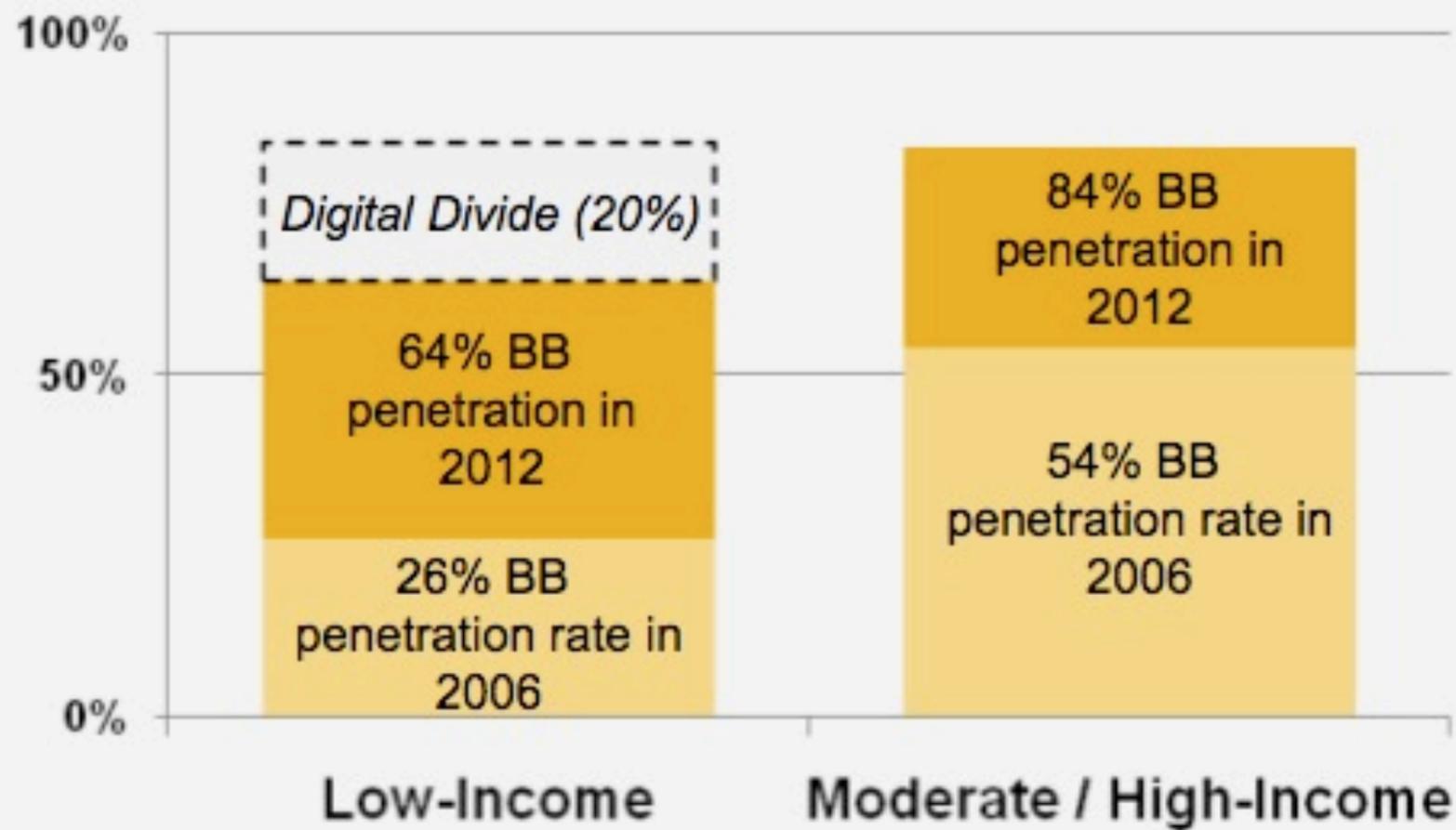
We even have special status with FEMA as of January of this year as an "essential community organization"###

common misconceptions



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

Digital Divide in NYC¹

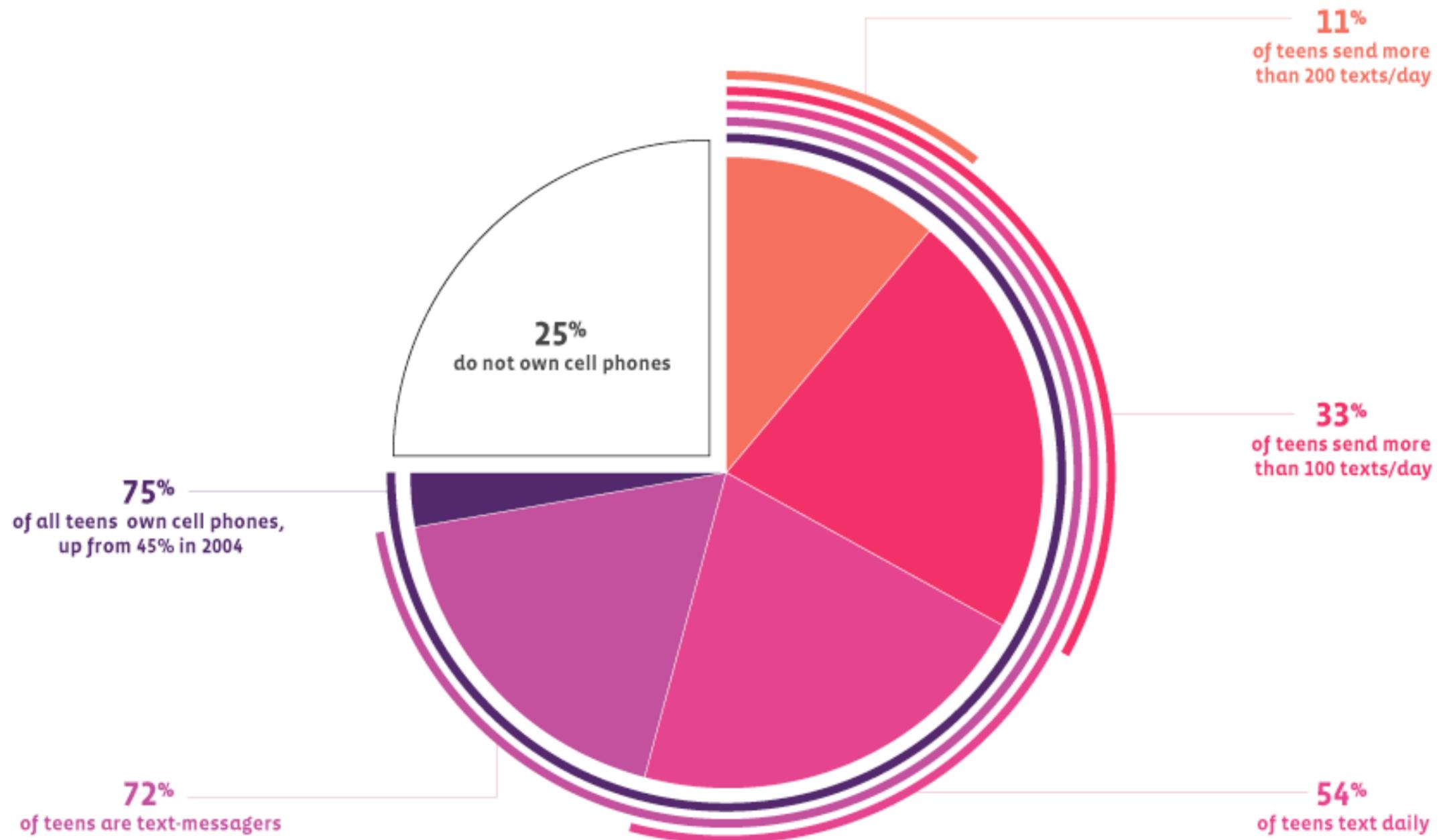


Estimated 666,140 low-income households (22% of all NYC households) without broadband

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

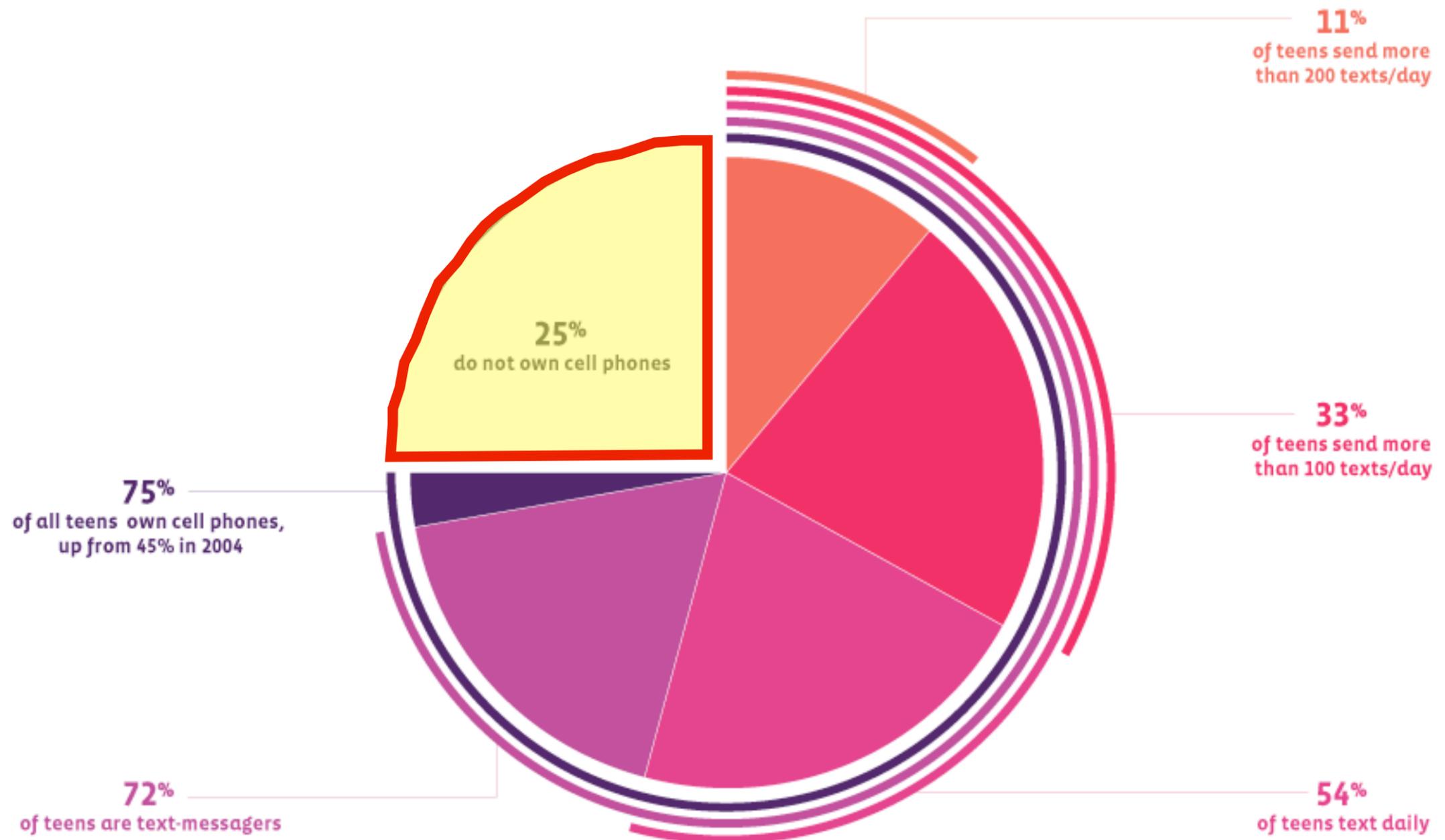
How Are Teens Using Their Cell Phones?

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



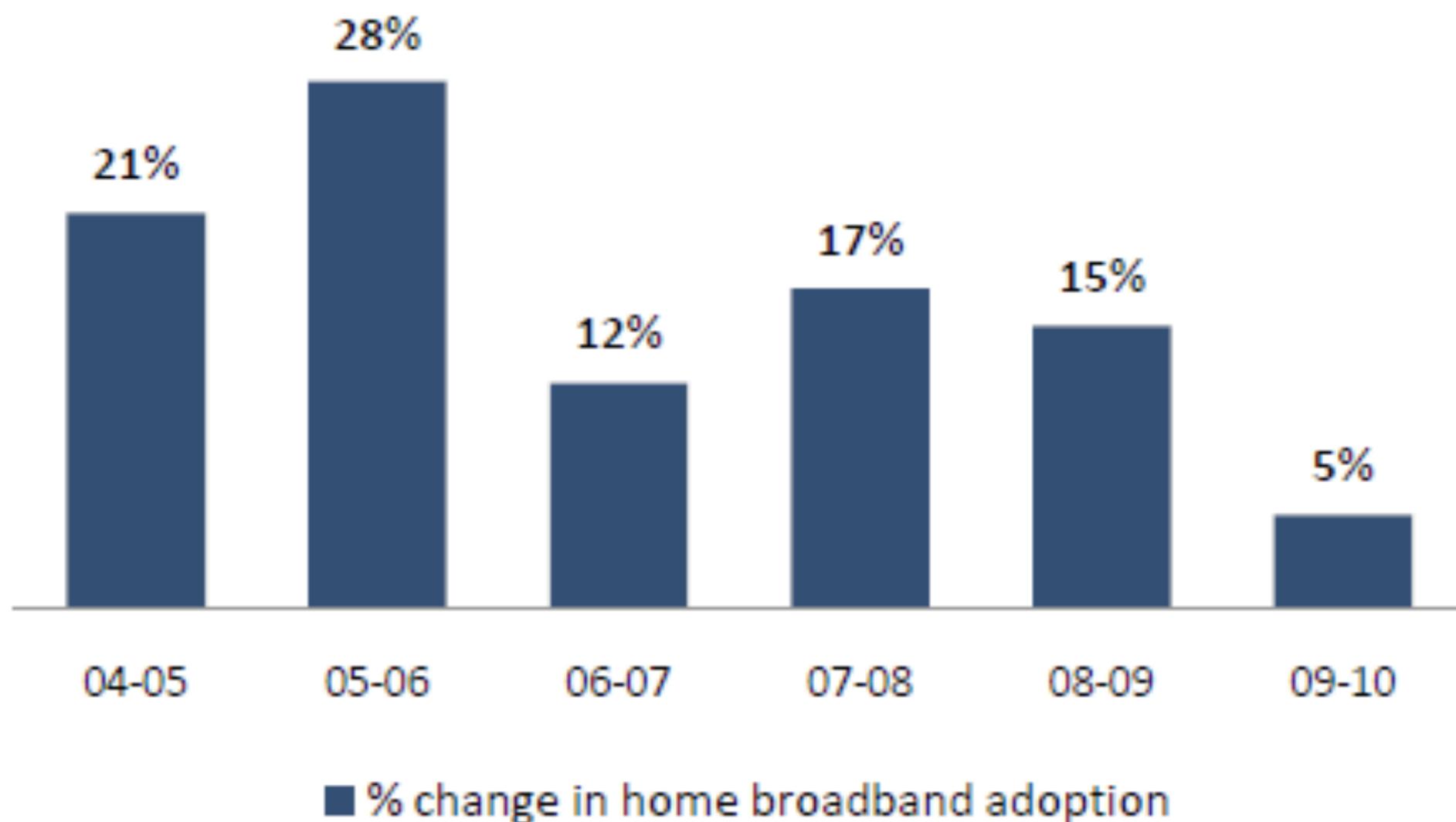
How Are Teens Using Their Cell Phones?

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



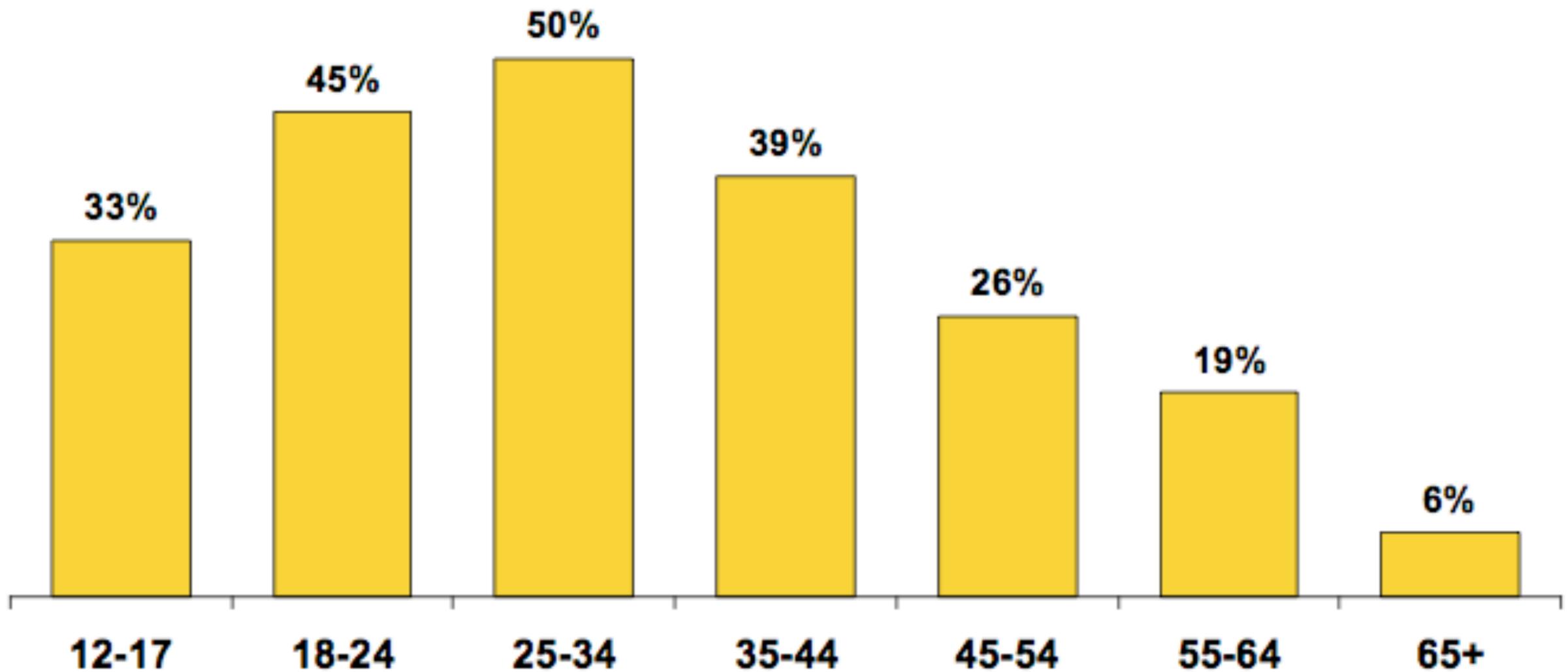
Source: Pew Internet & American Life Project surveys.

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

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

Nearly Half of 18-34s Have Smartphones

% by Age Group Who Own a Smartphone

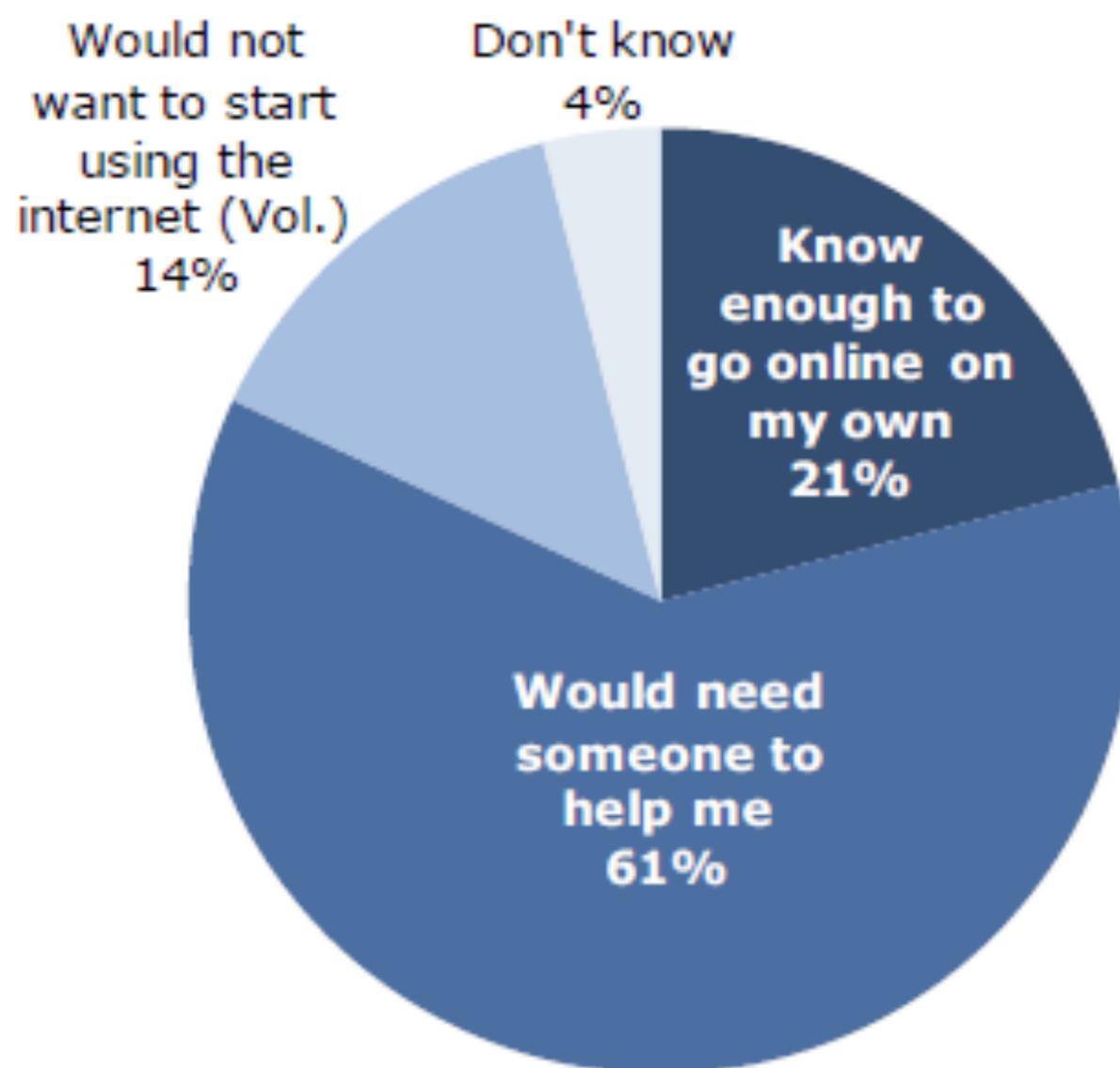


Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

"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. ###

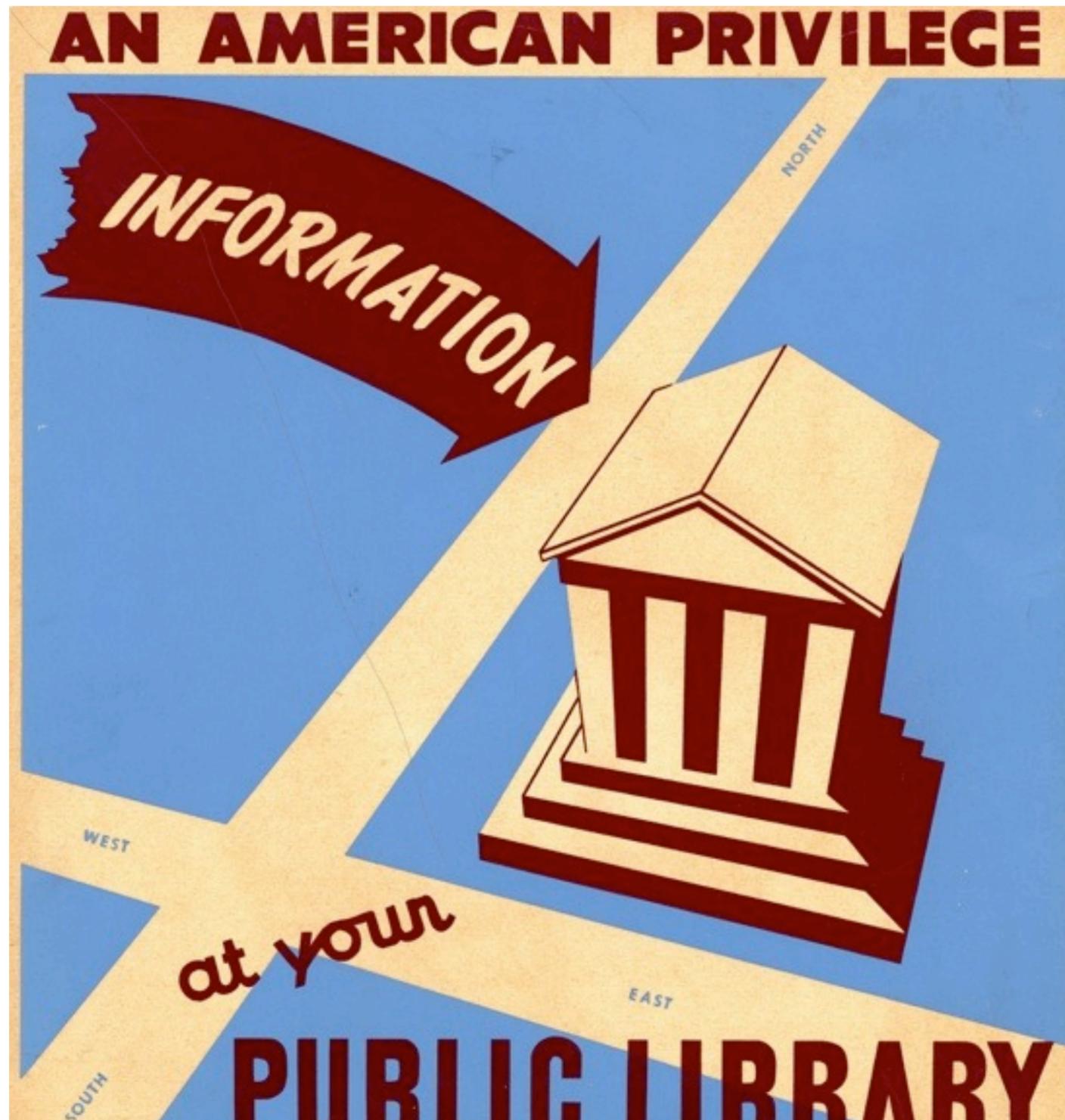
who cares?



**Please get online,
thank you.**

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. ###

You want to help





genuine option



interlude

To change one's life...



"... start immediately. Do it flamboyantly." "A genuine option is: Live, forced, momentous"###

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 ⚙️

Local is often fundable

Connecticut Libraries Treasures of Connecticut Libraries

home : browse : advanced search : preferences : my favorites : about : help

add to favorites : reference url

39.7%

Photograph, Alexander Calder in studio, Roxbury (Conn.)?



Hartford History Center, Hartford Public Library

The local things we have are often our best most unique asset. Add to this our local populations who like to ... see themselves and we often have projects we can do [or better yet, manage] that are fun, fundable and replicable. ###

Local is often fundable

Connecticut home : browse : advanced search : preferences : my favorites : about : help

[Back to home](#)



Funding Opportunities for Partnerships

Funding from the National Network of Libraries of Medicine (NN/LM) for community based health information programs.

The National Library of Medicine, through the NN/LM, funds a variety of outreach projects, especially those that engage multiple community partnerships in addressing the health information needs of the public. These projects typically involve multi type library and community partnership with the goal of improving access to health information through a variety of mechanisms.

Hartford History Center, Hartford Public Library

The local things we have are often our best most unique asset. Add to this our local populations who like to ... see themselves and we often have projects we can do [or better yet, manage] that are fun, fundable and replicable. ###

Local is often fundable

Connecticut home

smart investing
@ your library

home about project results

Welcome!

People need help understanding money. Your library can play an important role in providing effective, unbiased financial and investor information. Even if you aren't applying for a grant, you are welcome to **use these ideas and resources** to start a financial literacy program in your library.

Using this site, you'll be able to help **library users** become smarter about their money, get **tools and patron-tested ideas** from other libraries, and **add more value** to your community.

[Back to home](#)

Funding from the National Library of Medicine programs.

The National Library of Medicine engages multiple communities through a variety of methods. These projects typically involve multiple partners through a variety of methods.

Partnerships

and health information

Especially those that focus on health information.

The local things we have are often our best most unique asset. Add to this our local populations who like to ... see themselves and we often have projects we can do [or better yet, manage] that are fun, fundable and replicable. ###



We've all seen the read posters with the famous people, and the read poster makers you can buy from ALA, but hey everyone reads. ###

**R
E
A
D**



Olivia
1 Year Old
Chinese Dwarf Hamster

~~Pets~~
Dogs of Rowayton

The Rowayton Library
www.rowayton.org
2011

We've all seen the read posters with the famous people, and the read poster makers you can buy from ALA, but hey everyone reads. ###

READ



Olivia
1 Year Old
Chinese Dwarf Hamster

~~Pets~~
Dogs of Rowayton

The Rowayton Library
www.rowayton.org
2011

We've all seen the read posters with the famous people, and the read poster makers you can buy from ALA, but hey everyone reads. ###



Record Your Personal History

Main Menu [SHARE](#) [f](#) [t](#) [e](#) ...

Links

[Record Your Personal History](#)

Would you like to record your family's history online for others to read? Do you want to share your own personal life stories, or read about others in your community? The County of Brant Public Library has introduced [Our Brant](#) as a companion site that anyone can edit to contribute their own stories.

There are many things you can help add on Our Brant:

- **Create** pages for yourself, your family, or a friend to share life stories and memories. Write up your stories, or post an interview: there are many ways you can share.
- **Contribute** information about local landmarks or famous people to help write articles.
- **Add** your personal memories about any place, person, or organization with an article.



Property of Paris Museum and Historical Society 1999.2611.01

Donald. A. Smith and Gladys Steuart-Jones with the first copy of *At the Forks of the Grand*, 1956 Details

Here's an example of something I think is really lovely and solves a problem. ###

Our Brant

Contribute | Communities | Memories | Cemeteries

Random Page

Wiki Activity

Cemeteries

Edit

0 Talk

Like

Search this wiki



679 PAGES ON THIS WIKI

Add a Page

Recent Wiki Activity

Lydia Dean edited by Janethilliker 5 days ago

The Indian Department and Six Nations Martial Tradition created by Roger Sharpe

The Word Among the Early Six Nations edited by Svlobachev

Hiram Capron edited by Svlobachev

See more >

728 PHOTOS ON THIS WIKI

Add a Photo



Hatchley Cemetery



Kelvin Cemetery



Oakland Pioneer Cemetery



Dutcher Cemetery



Burford Congregational Cemetery



Lymburner Cemetery



White Cemetery



Fairfield Cemetery

Here's an example of something I think is really lovely and solves a problem. ###

Our Brant

Contribute | Communities | Memories | Cemeteries

Random Page

Wiki Activity

White Cemetery

Edit with form

0 Talk

Like

Edited by Mistydemeo

Read more: Cemeteries

White Cemetery is a small, very old cemetery in the village of Harley, former Burford Township. It is located on Kloefer Rd., to the left near the intersection of Kloefer and Harley Rds.

Grave listing

	Last name	In range	Grave number
Thomas H. Fox	Fox	1	1
Arthur Gratia Avey	Avey	1	2
James A. Monger	Monger	1	3
Eunice V. Zimmerman	Zimmerman	1	4
Alfred Lewis Henry	Henry	1	5
Leilia May Oles	Oles	1	6

White Cemetery

Located in Harley

Township Burford Township

Active No



Search this wiki

679 PAGES ON THIS WIKI

Add a Page

Recent Wiki Activity

-  [Lydia Dean](#)
edited by Janethilliker 5 days ago
-  [The Indian Department and Six Nations Martial Tradition](#)
created by Roger Sharpe
-  [The Word Among the Early Six Nations](#)
edited by Svlobachev
-  [Hiram Capron](#)
edited by Svlobachev

See more >

728 PHOTOS ON THIS WIKI

Add a Photo

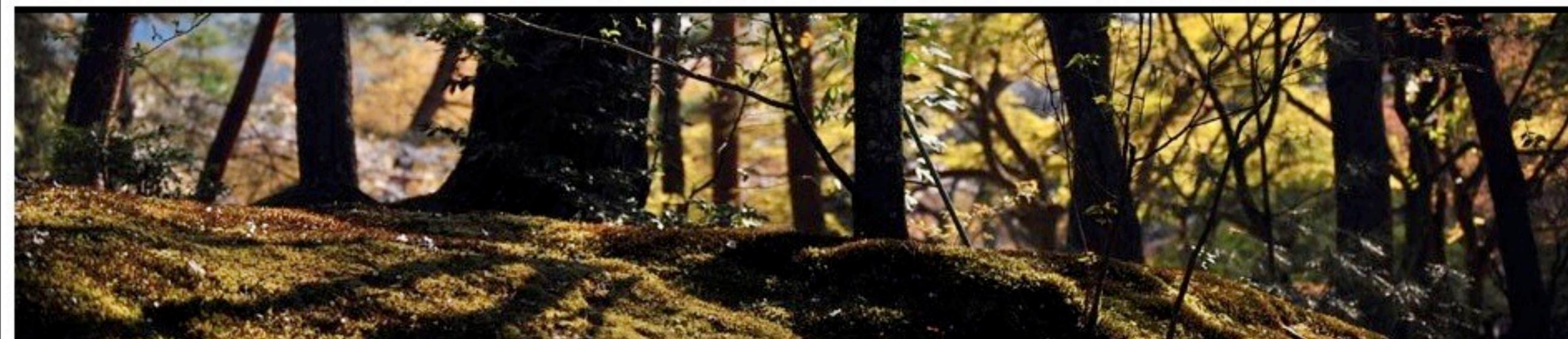


See more >

Here's an example of something I think is really lovely and solves a problem. ###

Green Mountain Library Consortium

Vermont Libraries, working together



[Home](#) [About & Contact](#) [Downloadable Book Projects](#) [Library Substitute Pool](#) [Mango Languages](#) [VOKAL/Koha Project](#)

VOKAL/Koha Project

The Vermont Organization of Koha Automated Libraries (VOKAL), is a project of the [Green Mountain Library Consortium](#) dedicated to creating a shared catalog and Integrated Library System.

In 2007, the [Stowe Free Library](#), the [Carpenter-Carse Library](#) (Hinesburg), and the [Kimball Public Library](#) (Randolph) joined with Sheila Kearns of the [Vermont Department of Libraries](#) to explore options for an ILS system to replace Follett. They decided on Koha, and in May of 2008, this team became VOKAL.

Looking for Something?

For Librarians: Email Subscription

Enter your email address to subscribe to this blog and receive notifications of new posts by email.

GMLC does a lot of things, but what it doesn't do is get any state or federal funding... Smaller often means more agile for this sort of thing. ###



VERMONT
LIBRARY
ASSOCIATION

The Vermont Library Association is an educational organization working to develop, promote, and improve library and information services and librarianship in the state of Vermont.

Upcoming Events

- 10 Apr: [National Library Week – Spread the Word](#)
- 19 Apr: [Owning Your Voice: Results-Oriented Communication](#)
- 21 Apr: [ACRL New England ITIG's DigiCamp, '11- Where YOU are the Conference!](#)
- 13 May: [Creative Collaborations: Remake, Remix, Remodel](#)
- 13 May: [ACRL-NEC Vermont Virtual Conference](#)
- 24 May: [Vermont Library Conference – Save The Date!](#)
- 27 May: [Center for Cartoon Studies Scholarship](#)
- 13 Jun: [Association of Christian Librarians 55th](#)

National Library Week – Spread the Word

Vermont Library Association, Vermont School Library Association and Vermont Department of Libraries have partnered to create a state-wide advertising campaign during National Library Week which will kick off this Sunday April 10. Three ads will appear in all the regional papers this week. Television commercials will run on WPTZ during the Today Show, WCAX during the 6-7 am news hour, will be available to all public access channels in Vermont and are posted on the [VLA YouTube Channel](#).

Please help spread the word about the campaign and the great services you have to offer.

- Contact your local public access channel and ask them to make sure run the Vermont libraries PSAs that are available through the public access consortium.
- Link to <http://www.vermontlibraries.org/mylibrary> on your library's webpage, and your personal and library Facebook pages.
- Share the commercials via the YouTube site
<http://www.youtube.com/watch?v=RcDvUDNisGA>
<http://www.youtube.com/watch?v=KmcHIQPy5X8>
<http://www.youtube.com/watch?v=T0ApMaiBinE>

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

Pages »

[Contact us](#)

[Strategic planning process](#)

[Meeting One: the data](#)

[Meeting One: the recorded results](#)

[Meeting One: community vision and SWOT](#)

[Adults: vision and SWOT](#)

[Children: vision and SWOT](#)

[Elderly residents: vision and SWOT](#)

[Employers: vision and SWOT](#)

[Older adults: vision and SWOT](#)

[Parents: vision and SWOT](#)

[Workers: vision and SWOT](#)

[Young adults without children: vision and SWOT](#)

[Strategic planning committee: the names](#)

Archives »

[March 2011](#)

Categories »

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

Pages »

[Contact us](#)

[Strategic planning process](#)

[Meeting One: the data](#)

[Meeting One: the recorded results](#)

[Meeting One: community vision and SWOT](#)

[Adults: vision and SWOT](#)

[Children: vision and SWOT](#)

[Elderly residents: vision and SWOT](#)

[Employers: vision and SWOT](#)

[Older adults: vision and SWOT](#)

[Parents: vision and SWOT](#)

[Workers: vision and SWOT](#)

[Young adults without children: vision and SWOT](#)

[Strategic planning committee: the names](#)

Archives »

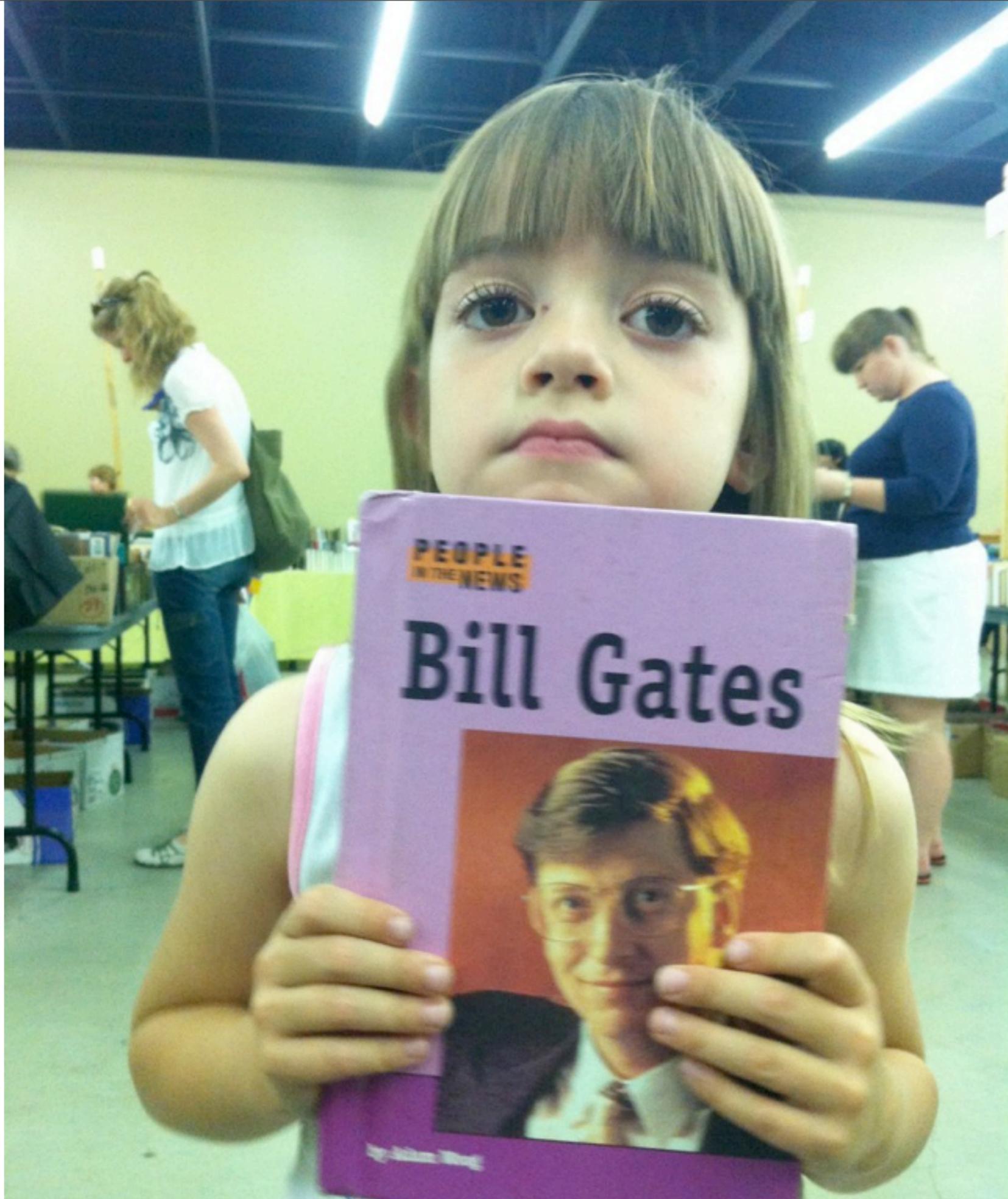
[March 2011](#)

Categories »

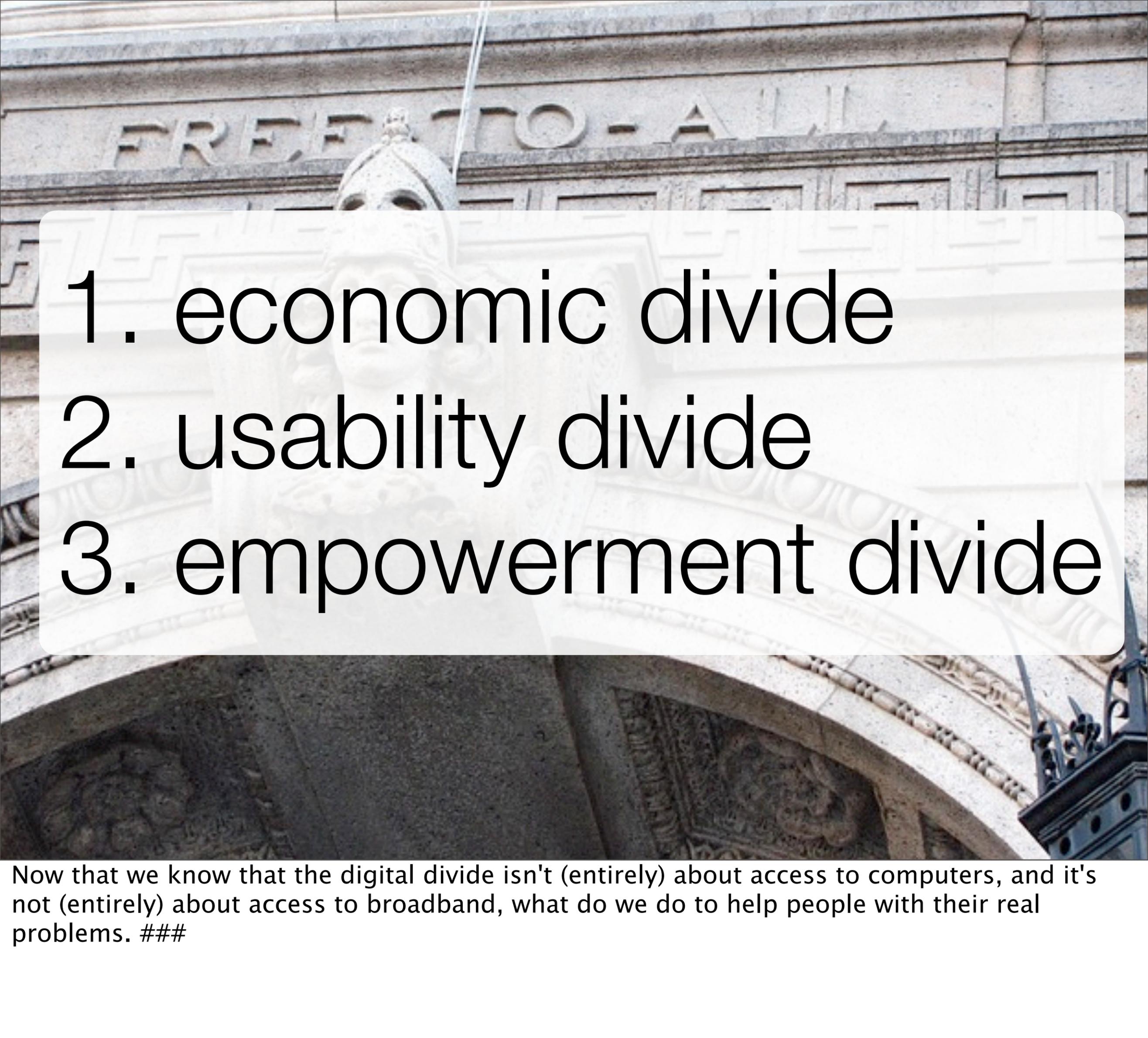


final words





I used to say that the Gates Foundation was the best and worst thing to happen to Vermont's libraries... ###

- 
1. economic divide
2. usability divide
3. empowerment divide

Now that we know that the digital divide isn't (entirely) about access to computers, and it's not (entirely) about access to broadband, what do we do to help people with their real problems. ###



Seeing what other people accomplish is only so useful. We move forward doing what we do, trying our best. But in order to bring people along with us, we have to mind the metamessages. Say "This can be done" say "I'll help you" say "we're trying something" say "we did this." Give people a genuine option for wanting to learn, culturally and personally.###



thank you



<librarian.net/talks/cla11>