Myths

about the digital divide

And what we can do about it

1:45 – 3 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.###

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 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. ###
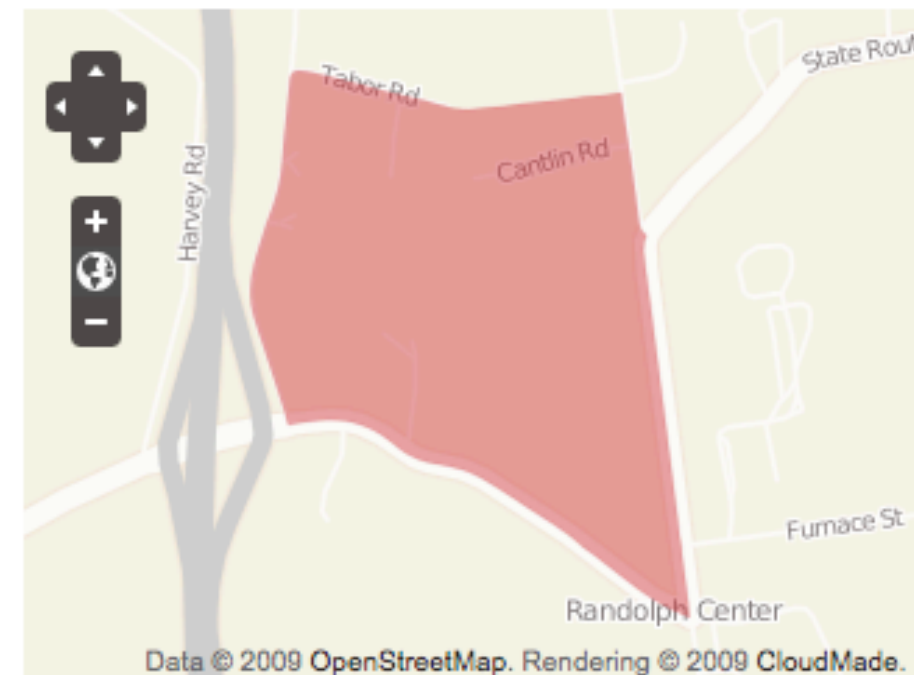
broadbandmap.gov

National Broadband Map
How connected is my community?

05060 | **FIND**

Search Results: Broadband Providers for this Area

Print this page · About area · Compare Areas

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.
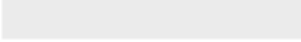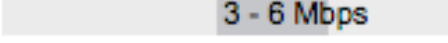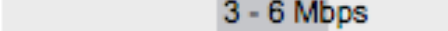
Show All · Show Wired · Show Wireless | Expand All

Advertised Speeds Above 3 Mbps | Data as of: 6/30/10

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

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

Data © 2009 OpenStreetMap. Rendering © 2009 CloudMade.

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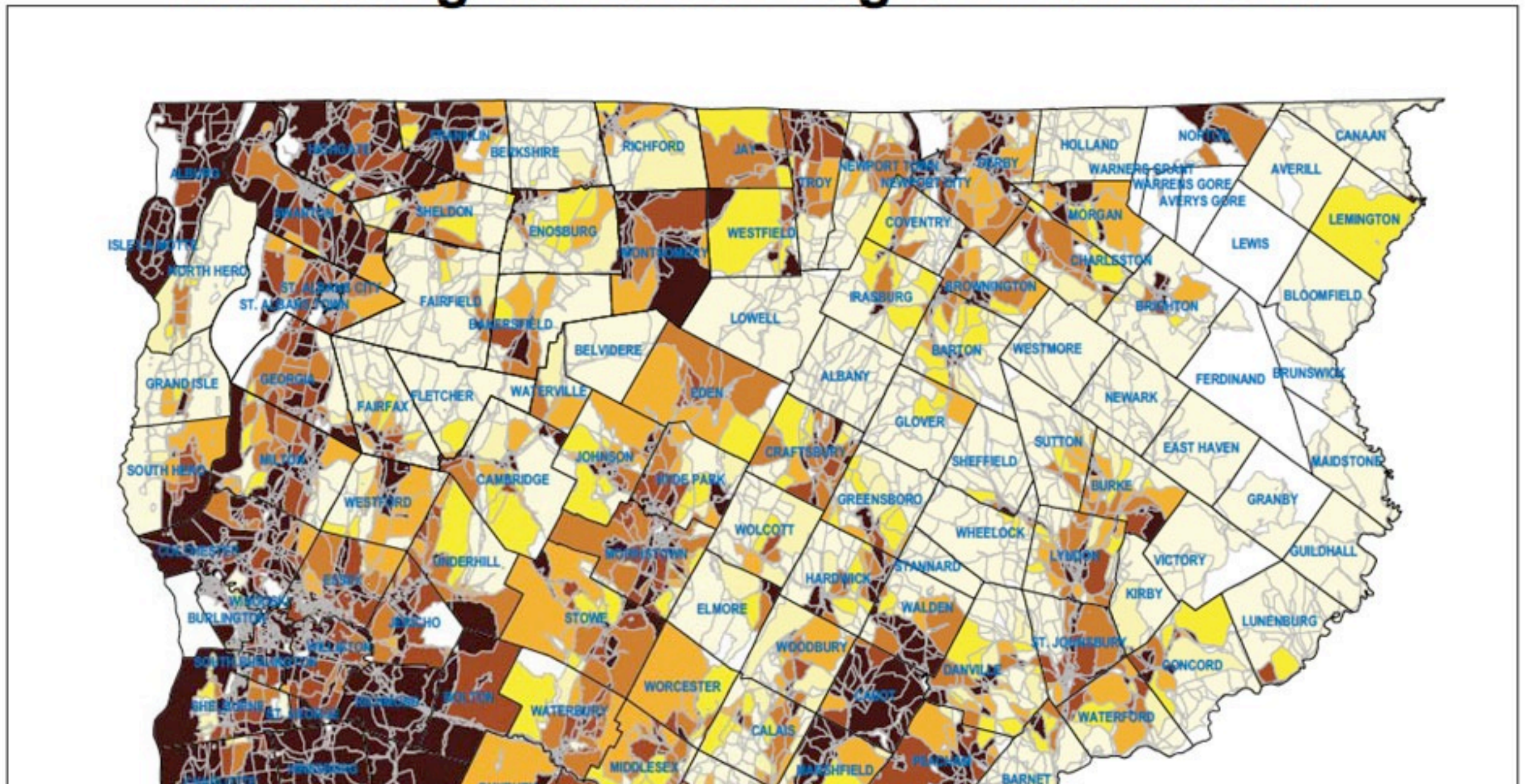
This is a more realistic assessment from recovery.vermont.gov. They have a vested interest in looking podunk to get more stimulus money. The light areas are where 0 to 10% of the population have broadband. And what did we do with our stimulus money? ###

my house

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
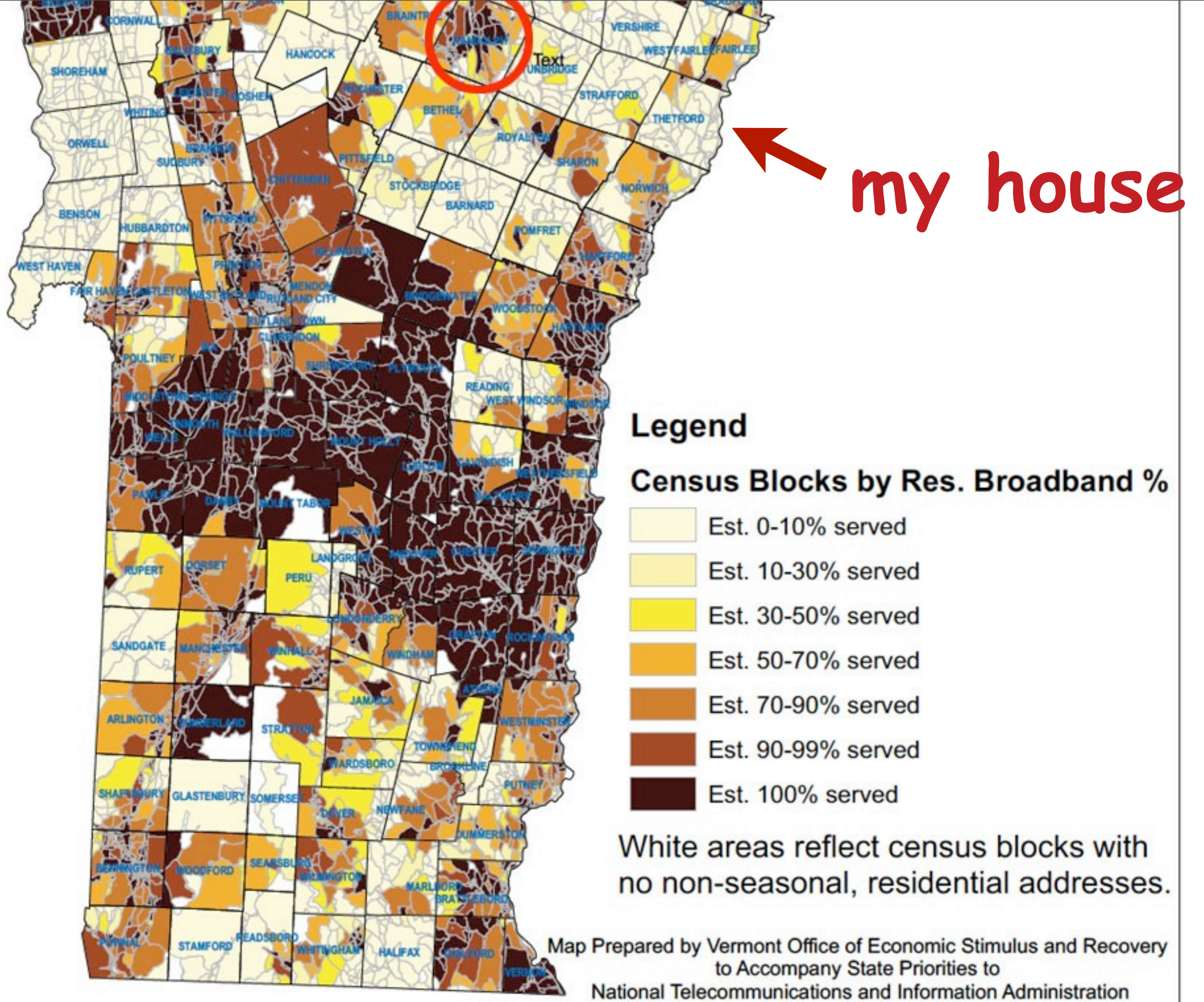
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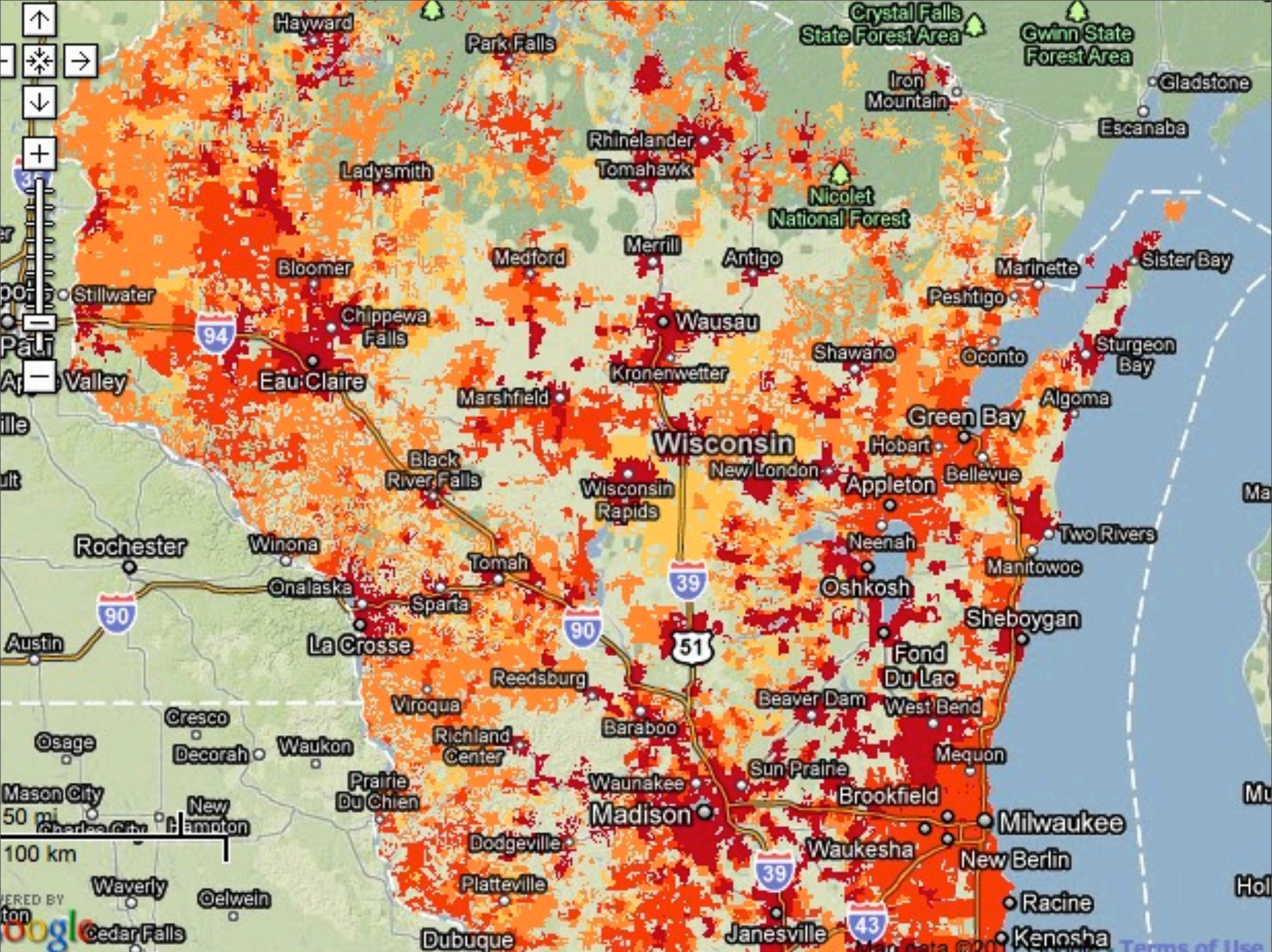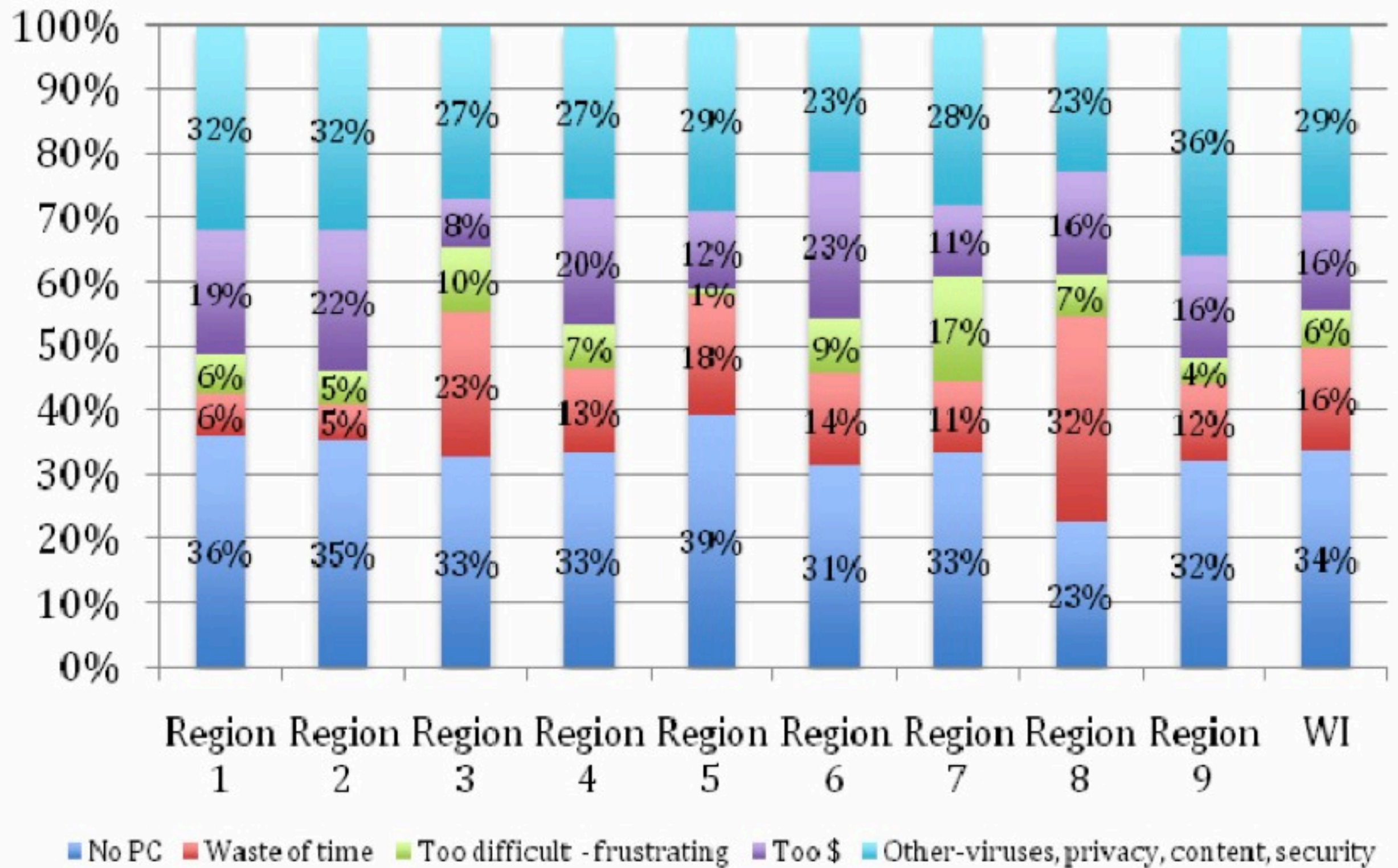
Here's a map for Wisconsin. Every state does their own mapping making it very very difficult to compare them and get any useful data. Red means fast, yellow means less than 768. No color means no wired broadband.

digitally divided

- 34% of Americans have no broadband at home. Still.

- 21% have no internet at all.

- People who don't have broadband often don't *want* broadband

- What do they not learn if they don't have broadband/skills?

- 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." ###

Main Reason For Not Having Internet

	Region 1	Region 2	Region 3	Region 4	Region 5	Region 6	Region 7	Region 8	Region 9	WI
Other-viruses, privacy, content, security	32%	32%	27%	27%	29%	23%	28%	23%	36%	29%
Too $	19%	22%	8%	20%	12%	23%	11%	16%	16%	16%
Too difficult - frustrating	6%	5%	10%	7%	1%	9%	17%	7%	4%	6%
Waste of time	6%	5%	23%	13%	18%	14%	11%	32%	12%	16%
No PC	36%	35%	33%	33%	39%	31%	33%	23%	32%	34%

Legend: ■ No PC ■ Waste of time ■ Too difficult - frustrating ■ Too $ ■ Other-viruses, privacy, content, security

These are from the Wisconsin Consumer Broadband Survey [apologies for the crummy images]. Why don't you have any internet. From the bottom: no PC, waste of time, too hard, too expensive, fears

What Would Motivate You To Get BB?

Legend: Other, Free Traning, Affordable PC, NOTHING, Better BB Price
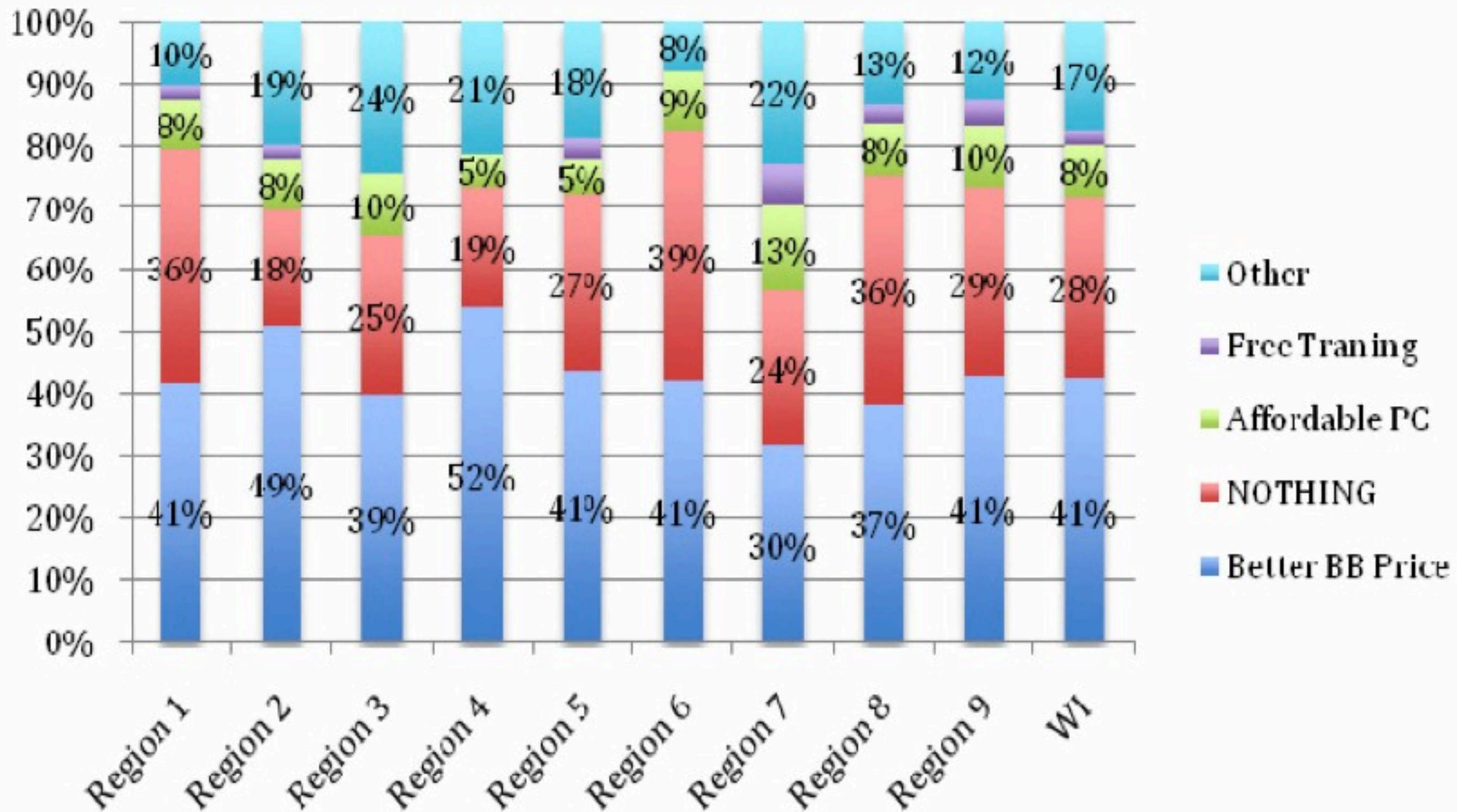
See the red bar, that's NOTHING. Why would you get broadband?

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. ###

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. ###

why libraries?

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

THE STATE OF AMERICA'S LIBRARIES

A Report from the American Library Association

ALAAmericanLibraryAssociation

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. ###

Now this is just the public, but what about scholarship? What are the challenges for people who are not living the "born digital" dream? And what about the complicated world of digital information? People who don't know what their rights are often don't wind up having those rights, or not exercising them, or knowing they are there to be exercising.

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Google

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 criitical 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...?

Google

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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Bank of America

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 matterm,
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.

Multiple divides

1. Economic divide

2. Usability divide

3. Empowerment divide

Econcomic 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:

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 "O" is for letters. The red "O" 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.
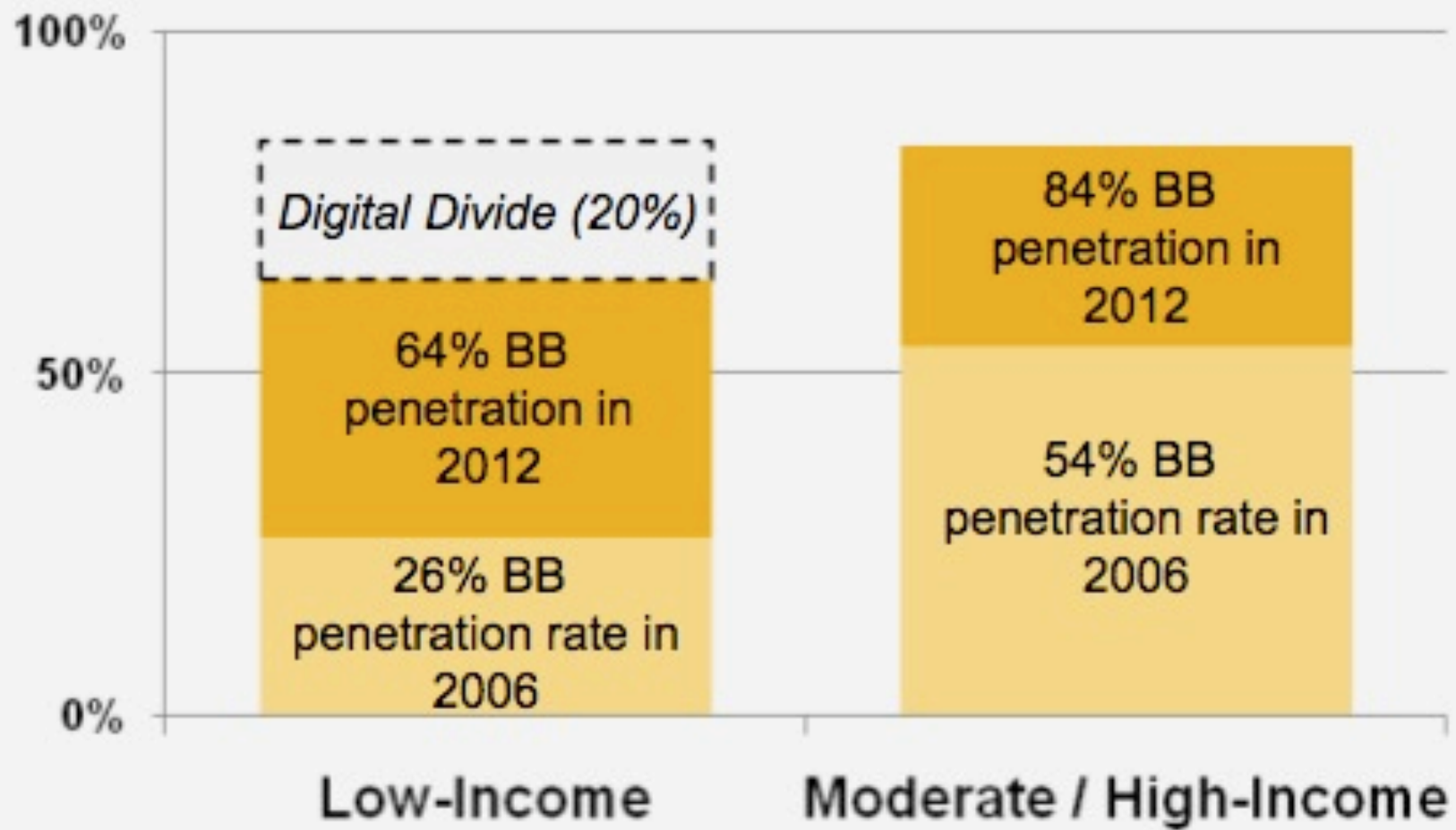
common misconceptions

"The older generation will **die** and then we'll be set."
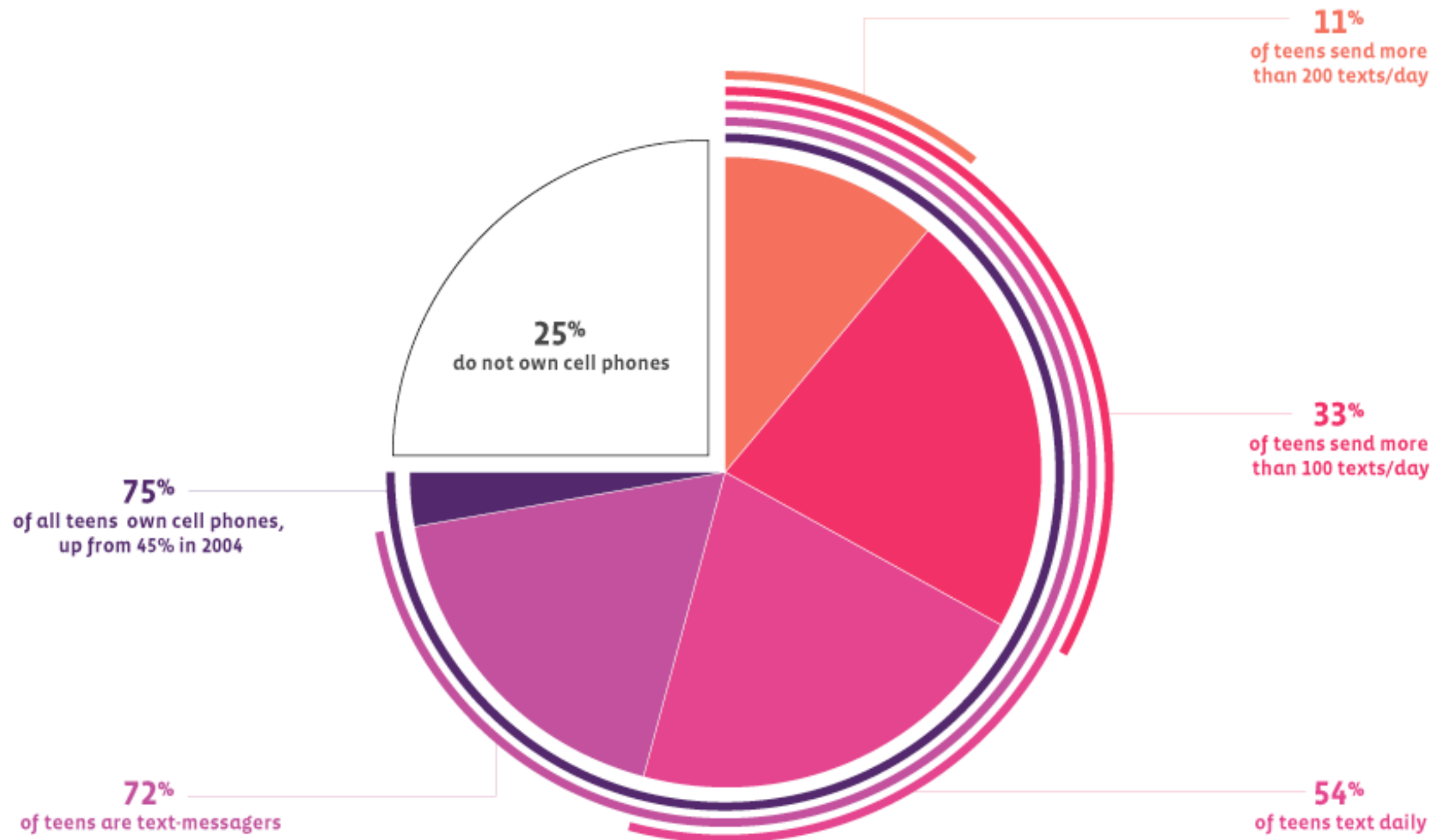
Digital Divide in NYC[1]

Chart: Digital Divide in NYC[1]

Low-Income:
- Digital Divide (20%)
- 64% BB penetration in 2012
- 26% BB penetration rate in 2006

Moderate / High-Income:
- 84% BB penetration in 2012
- 54% BB penetration rate in 2006

Estimated 666,140 low-income households (22% of all NYC households) without broadband
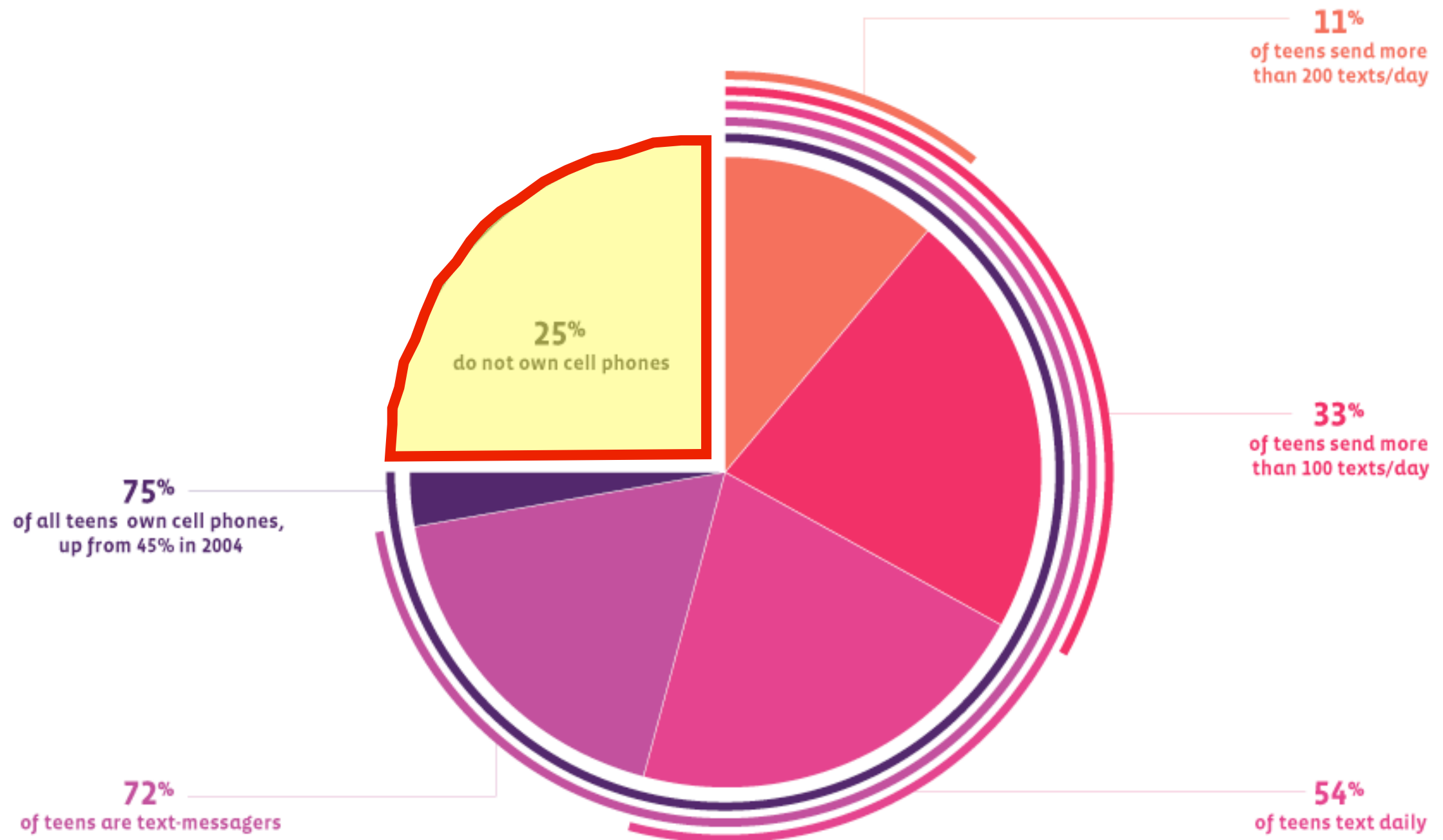
"The kids today, they're **all** born digital"

How Are Teens Using Their Cell Phones?
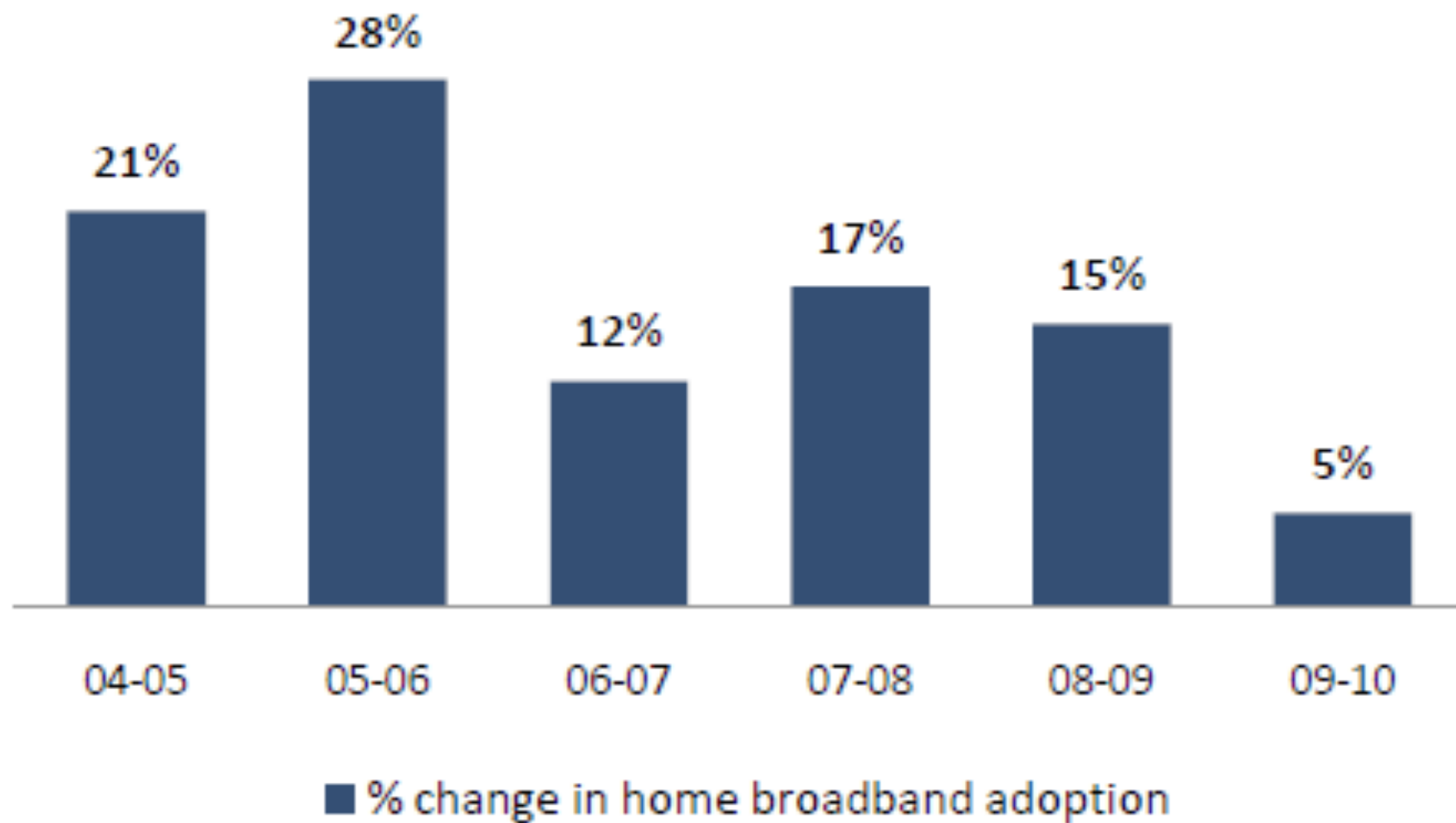
Cell phone use, all teens (ages 12-17)

11%
of teens send more
than 200 texts/day

33%
of teens send more
than 100 texts/day

54%
of teens text daily

25%
do not own cell phones

75%
of all teens own cell phones,
up from 45% in 2004

72%
of teens are text-messagers

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

11% of teens send more than 200 texts/day

33% of teens send more than 100 texts/day

54% of teens text daily

25% do not own cell phones

75% of all teens own cell phones, up from 45% in 2004

72% of teens are text-messagers

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

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

28%

21%

17%

15%

12%

5%

| 04-05 | 05-06 | 06-07 | 07-08 | 08-09 | 09-10 |

■ % change in home broadband adoption

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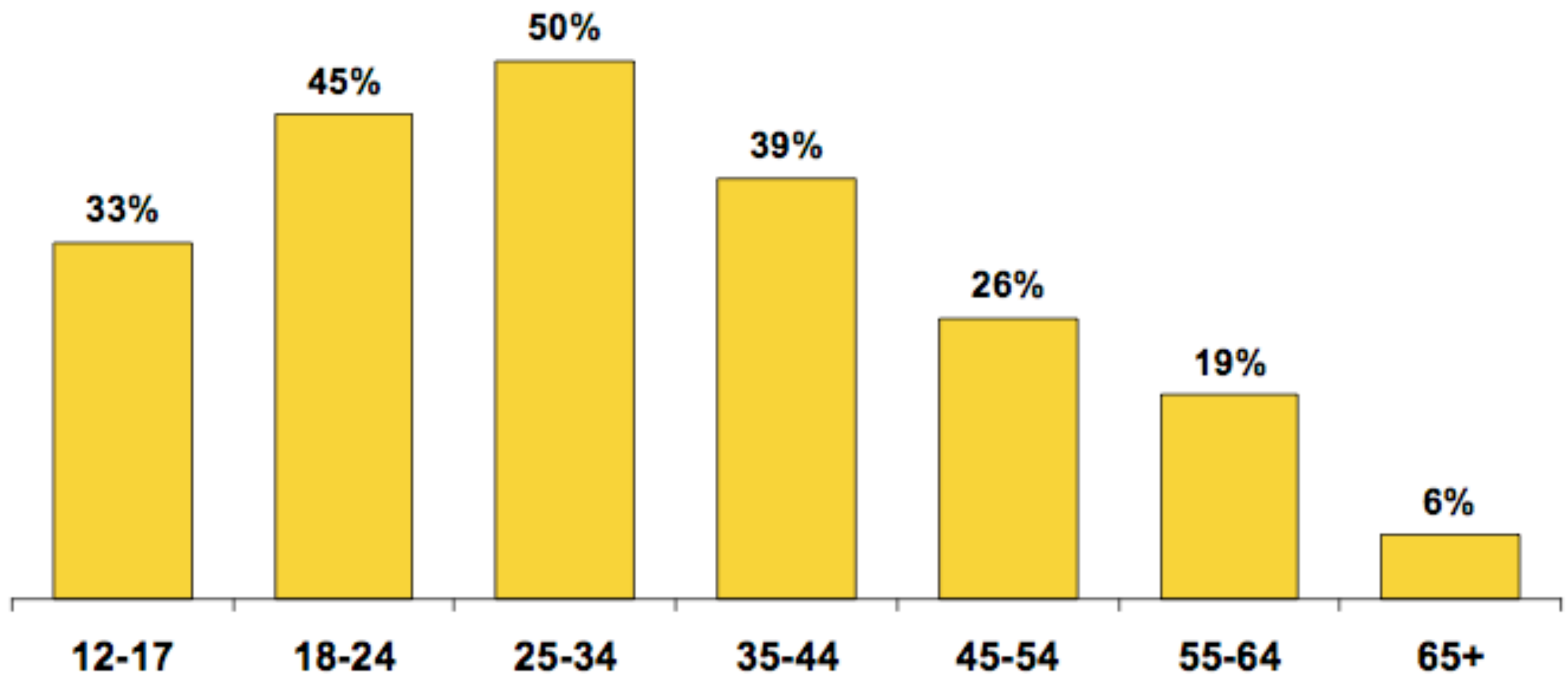
Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

"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

Would not want to start using the internet (Vol.) 14%

Don't know 4%

Know enough to go online on my own 21%

Would need someone to help me 61%
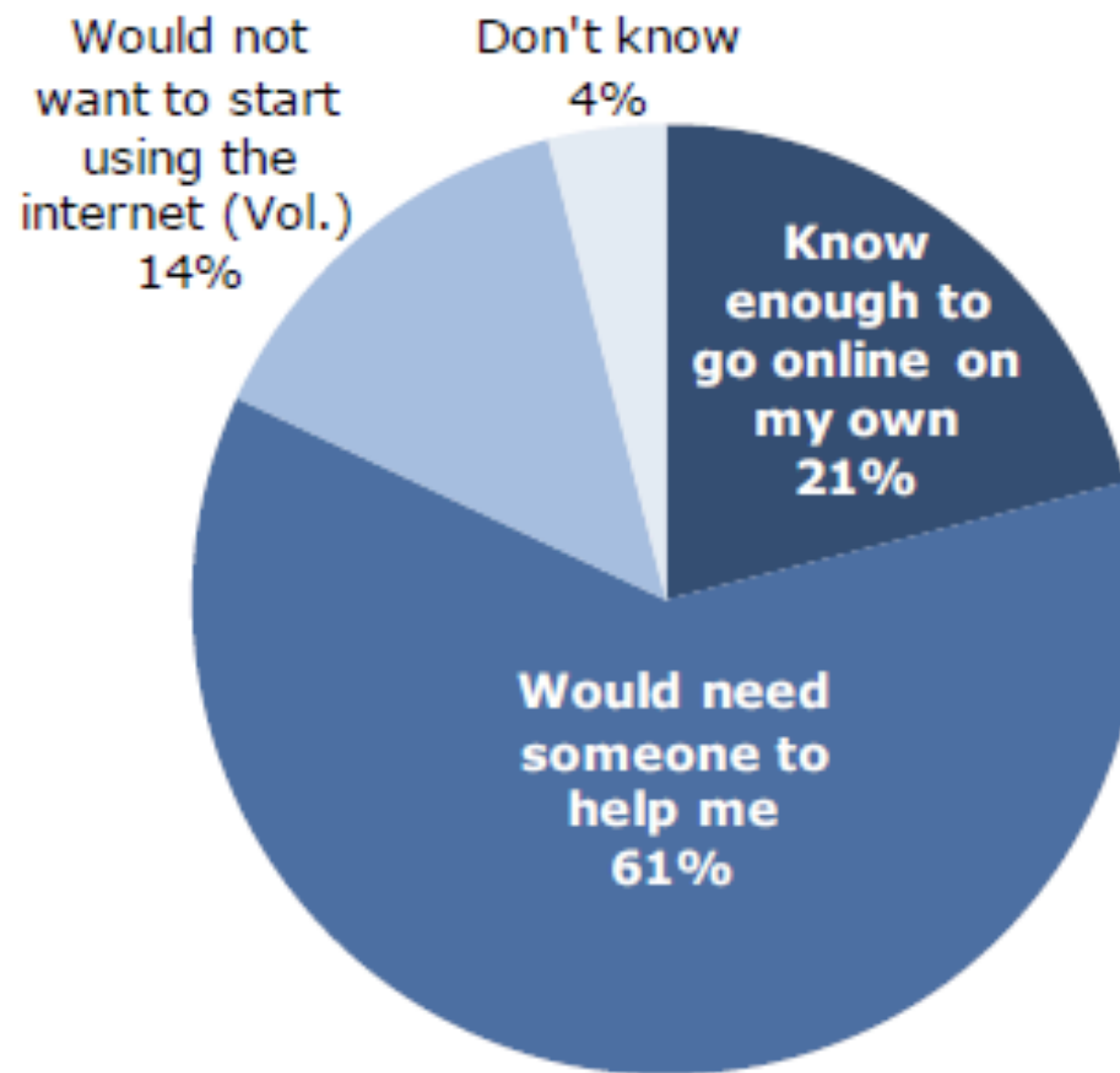
Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older (n=496 for non-internet users).

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. ###

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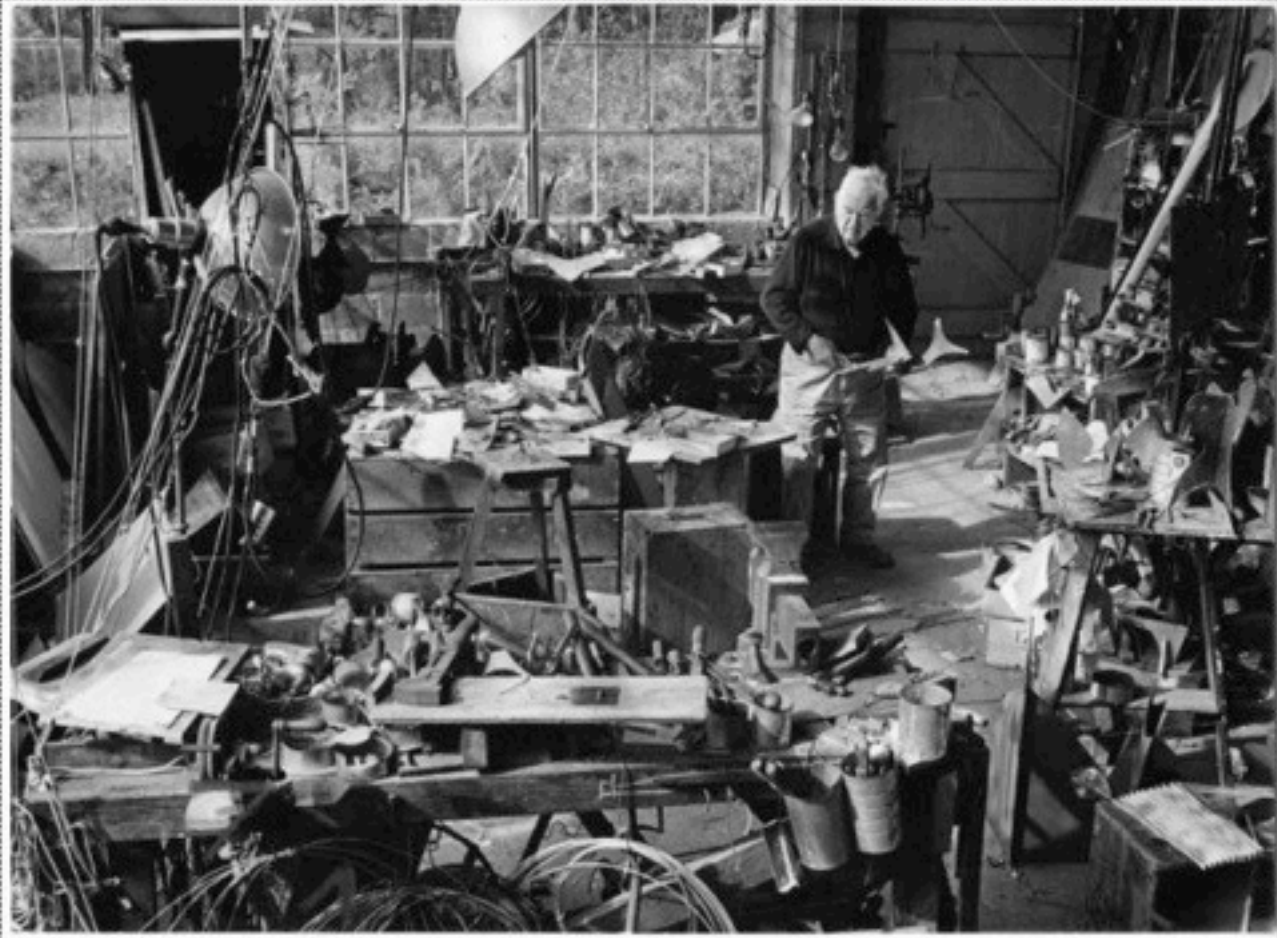
The local things we have are often our best most unique asset. Add to this our local populations who like to ... see themselves and we often have projects we can do [or better yet, manage] that are fun, fundable and replicable. ###

Local is often fundable

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

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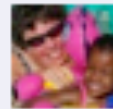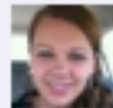
People find a way

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.

eBooks, filetype, and DRM

This morning I got a tweet from Bobbi Newman that said:

> **librarianbyday**
>
> Can someone explain to me the tech reasons Kindle doesn't work with library ebooks, know its DRM, want more specific plz & thnx @griffey

More than you ever wanted to know about filetypes, DRM, and eBooks...here we go.

There are two different things going on when someone tries to open an eBook file on an eReader. One is **filetype**...how the file itself is organized internally, how the information contained within is encoded. This is analogous to the difference between a Word file saved as a .doc file, a Word file saved as a .docx file, and an Powerpoint file (.ppt). All are different filetypes...the program involved in the creation, editing, and display of those files describes the information contained inside. Right now, there are two main filetypes being used to describe eBook files: the Amazon eBook standard, or **.amz** file, and the ePub file (**.epub**) that is used by just about every other eBook vendor.

Sexier than a librarian.
The Reader. From Sony.

sony.com/reader

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.

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filetypes...the pro
describes the info
filetypes being used to describe eBook files: the Amazon eBook standard, or **.amz**
file, and the ePub file (**.epub**) that is used by just about every other eBook vendor.

LIBRARY RENEWAL — about us — join
Electronic Content

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filetypes being used to describe eBook files: the Amazon eBook standard, or **.amz**
file, and the ePub file (**.epub**) that is used by just about every other eBook vendor.

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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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

Search
Course Help
Research Help
Library Services
Requests

News

Home

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

filetypes...the pro
describes the info

filetypes being used to describe eBook files: the Amazon eBook standard, or **.amz** file, and the ePub file (**.epub**) that is used by just about every other eBook vendor.

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Cornell Unive ns on Use of
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U-M Orphan Works Project

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Limited Checkouts on eBooks is Wrong for Libraries

De

Back

Borrow

OPEN

Love, death, and the ladies' drill team. by Jessamyn West
1955, Harcourt, Brace from Internet Archive

You have this book checked out. You can read it online or return the book.

Read Online

Return book

filetyp

describes the info

filetypes being used to describe eBook files: the Amazon eBook standard, or **.amz**
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Free to All

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.

Kimball Library Strategic Plan

How to use this blog

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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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
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      - 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

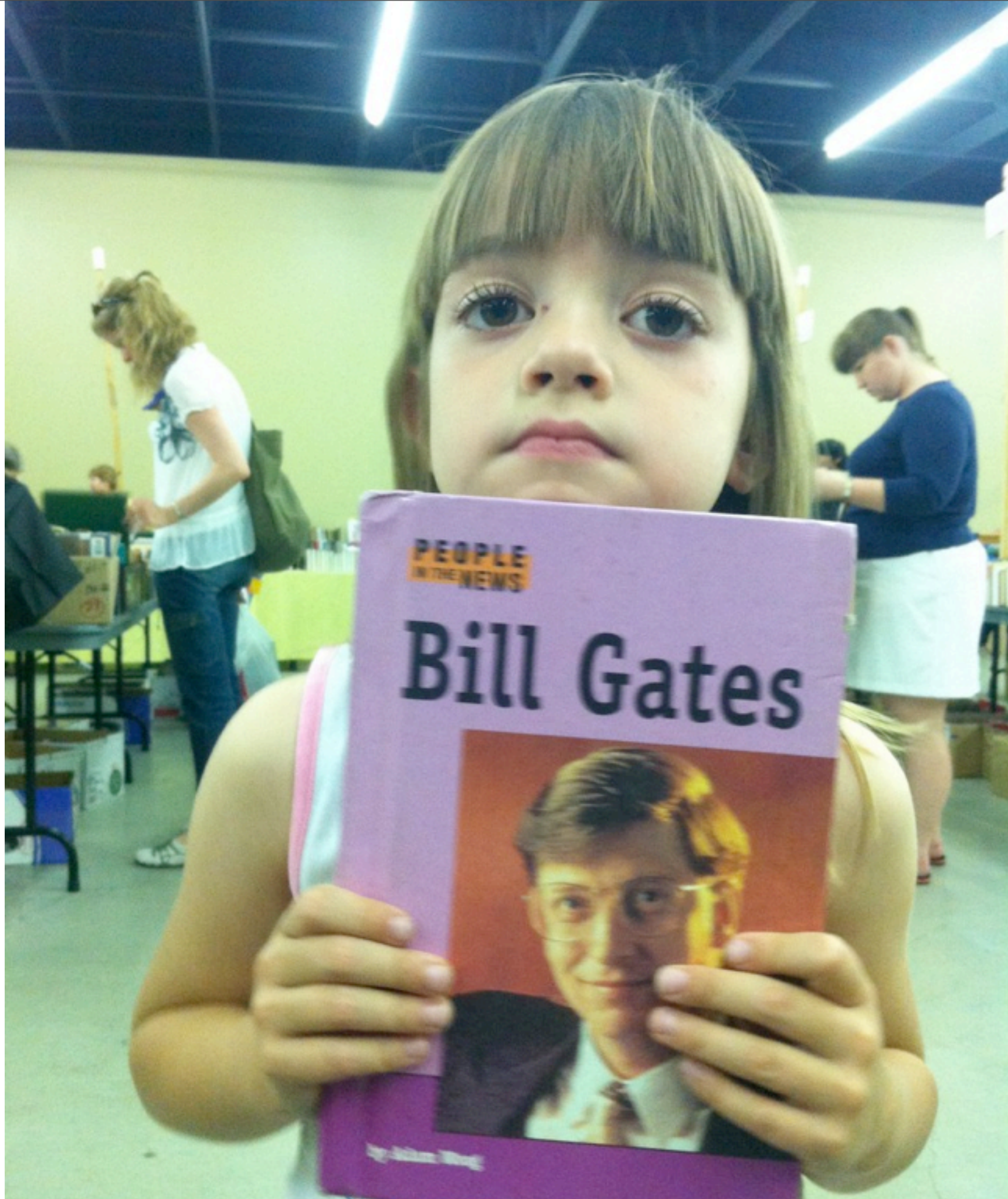### Archives »

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Categories »

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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.

You Know Things are Messed Up When Librarians Start Marching

Many people have seen this photo for 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