



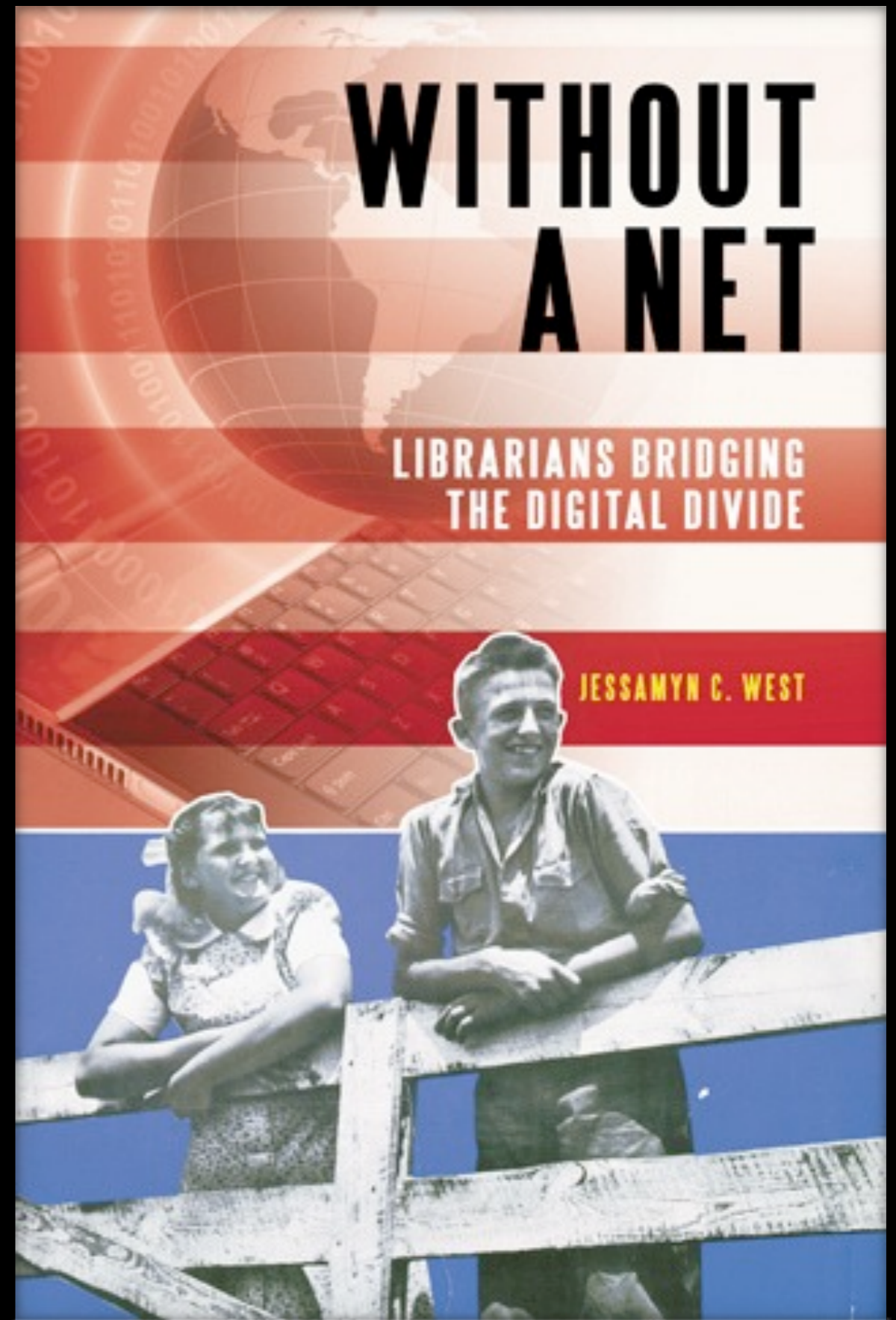
Myths About the Digital Divide

librarian.net/digitaldivide

Jessamyn West

Without a Net: Librarians
Bridging the Digital Divide

librarian.net
jessamyn.com



34%

Americans with
no broadband at home

21%

Americans with
no internet at home

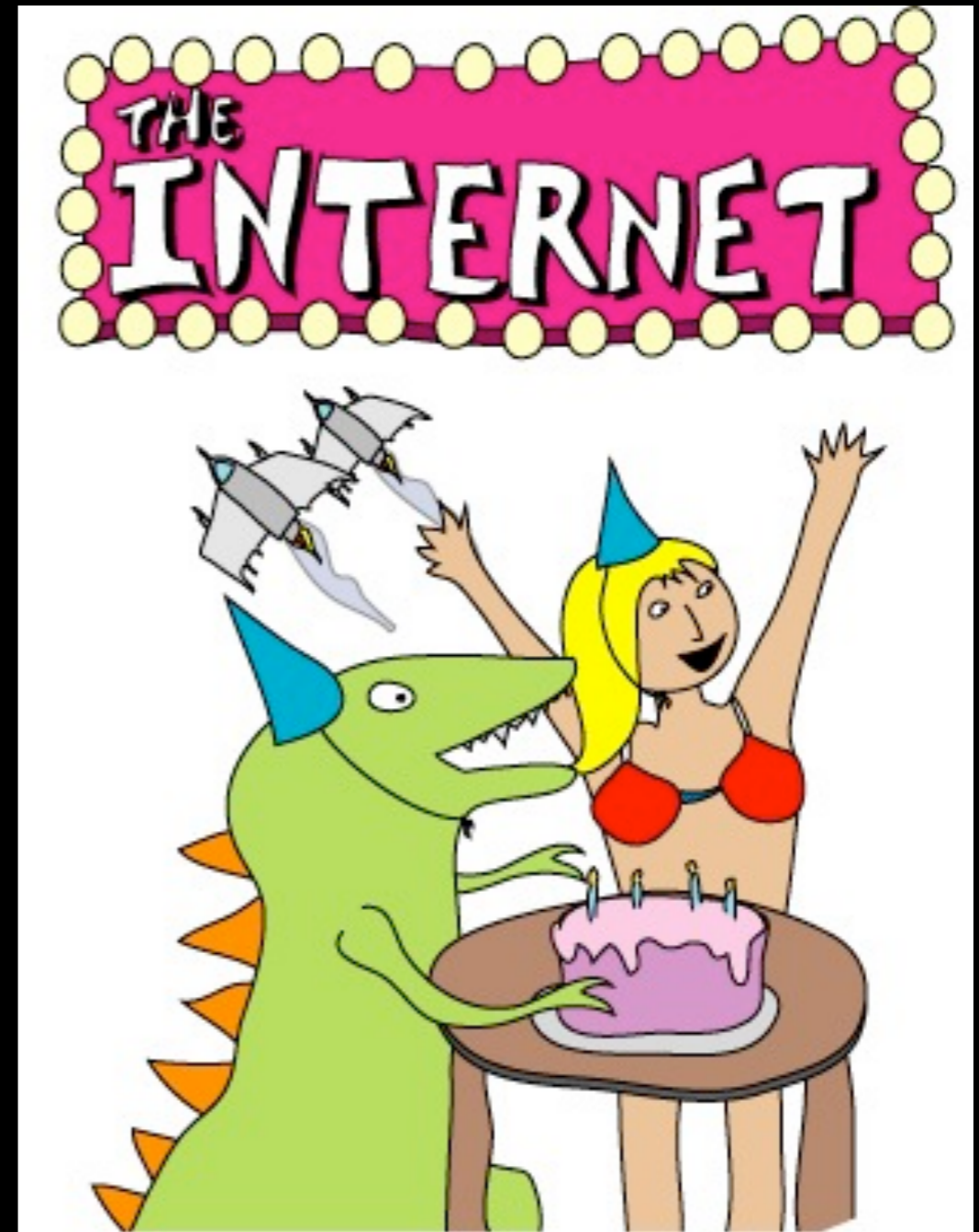
"no point of reference" says Kathryn

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

competing messages

The internet
makes you
more
productive!

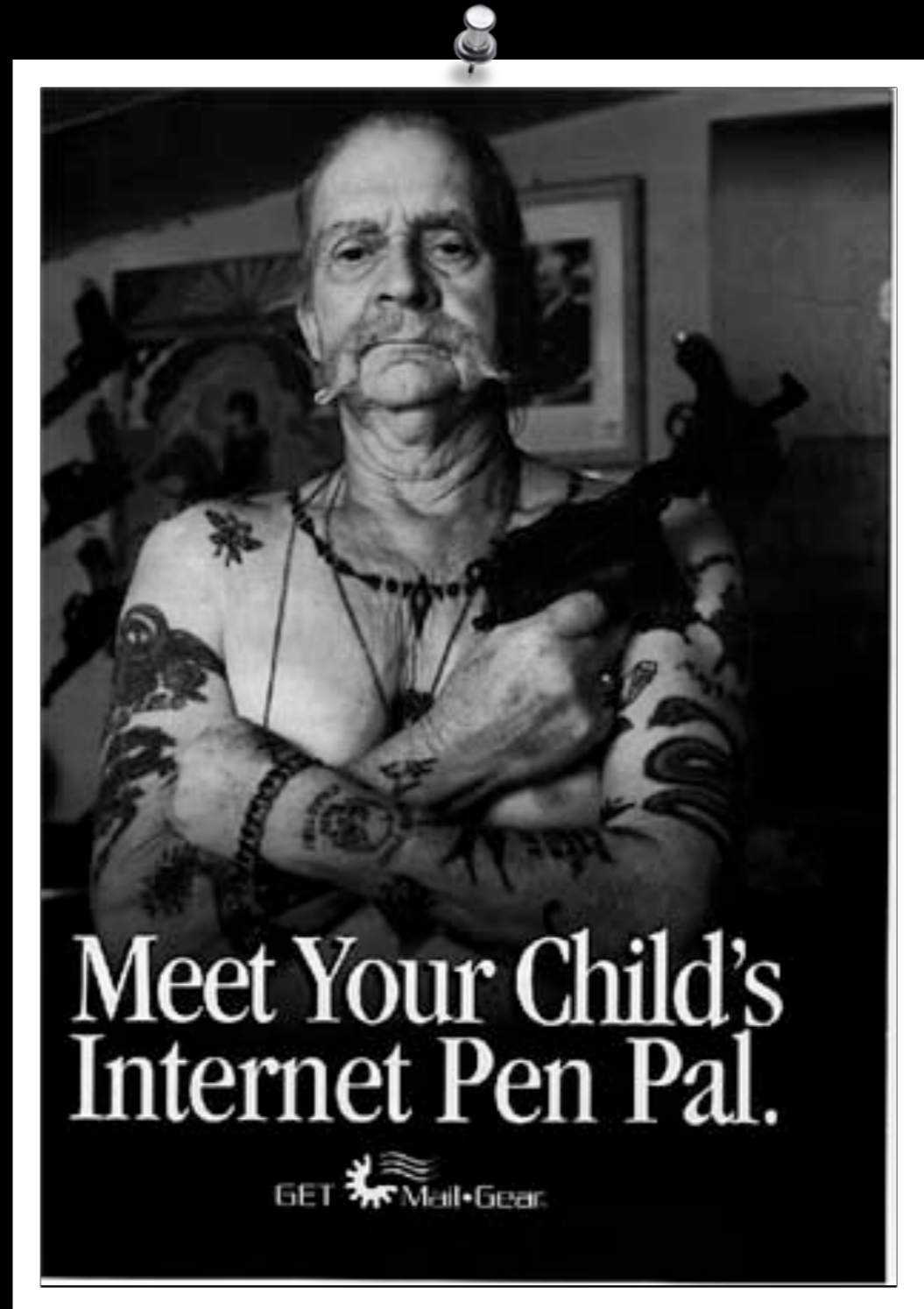
23%



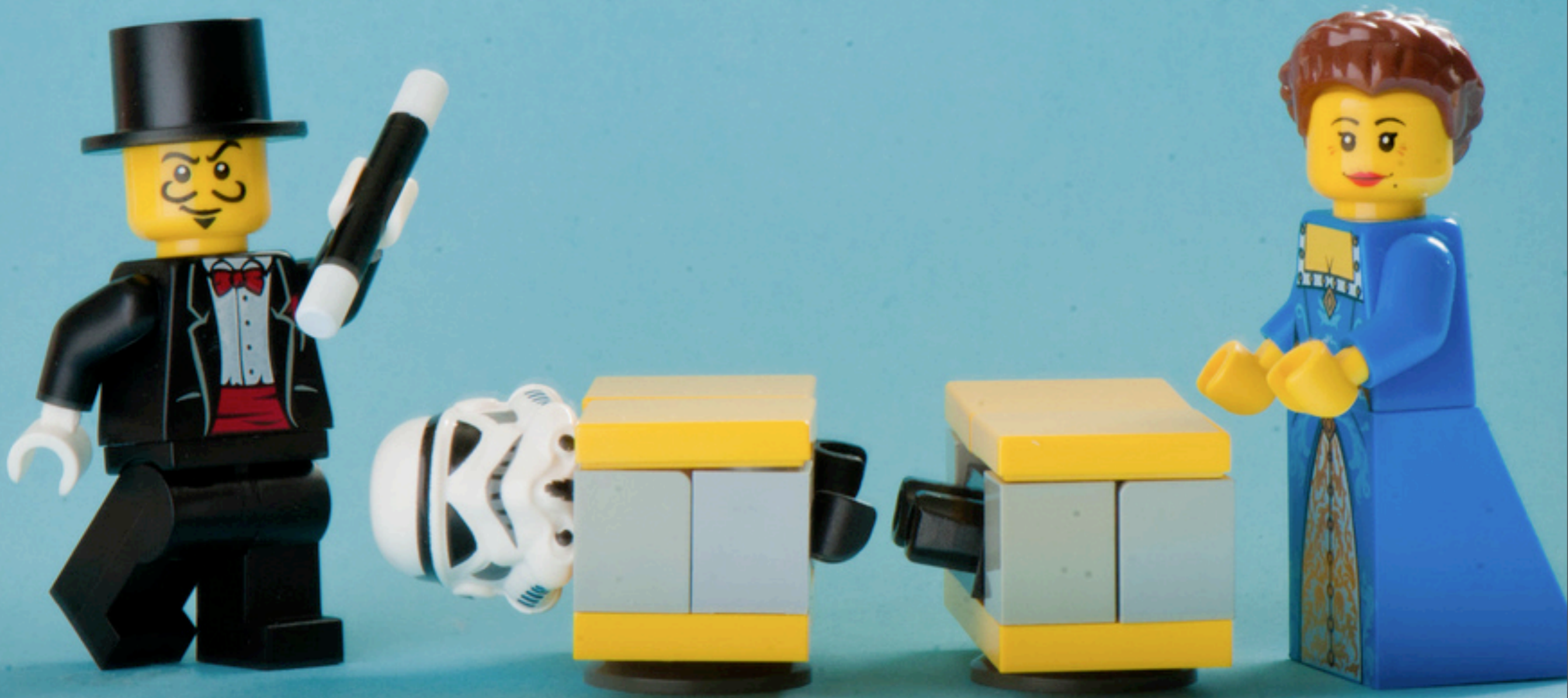
competing messages

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.

why libraries?

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

###

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 people w/ disabilities... 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 "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.

who cares?

A close-up photograph of Barack Obama speaking at a podium. He is wearing a tan suit jacket, a white shirt, and a dark tie. He is looking upwards and to the right with an open mouth, as if in the middle of a speech. A silver microphone is visible in the lower right corner. A large, light gray speech bubble is overlaid on the left side of the image, containing the text "Please get online! Thank you." in bold black font.

**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. ###

Why Does it Matter?

1P <http://www.myhaubau.com/>

Q- Go

Apple Yahoo! Google Maps YouTube Wikipedia News (147) Popular

This is NOT Bank of America!



Online B

n 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 g](#)

[Go to Online Banking for a state other than Calif](#)



**Stop writing checks
and you could save \$53**



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 about why this is so important](#)

Are you sure about skipping?

Adding a phone is the easiest and most effective action you can take to secure your account. Taking 30 seconds now could save you hours of worry later.

Add phone

Skip

[Click here](#) to skip adding a mobile phone to your account

es or send you unwanted messages — ever.

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...?

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 ▶

Postage Price Calculator

Domestic Services

Display All Options

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

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

Product Selected		
No Product Selected		
Expected Delivery	Post Office Price	Paid Online

[|< Start Over](#)

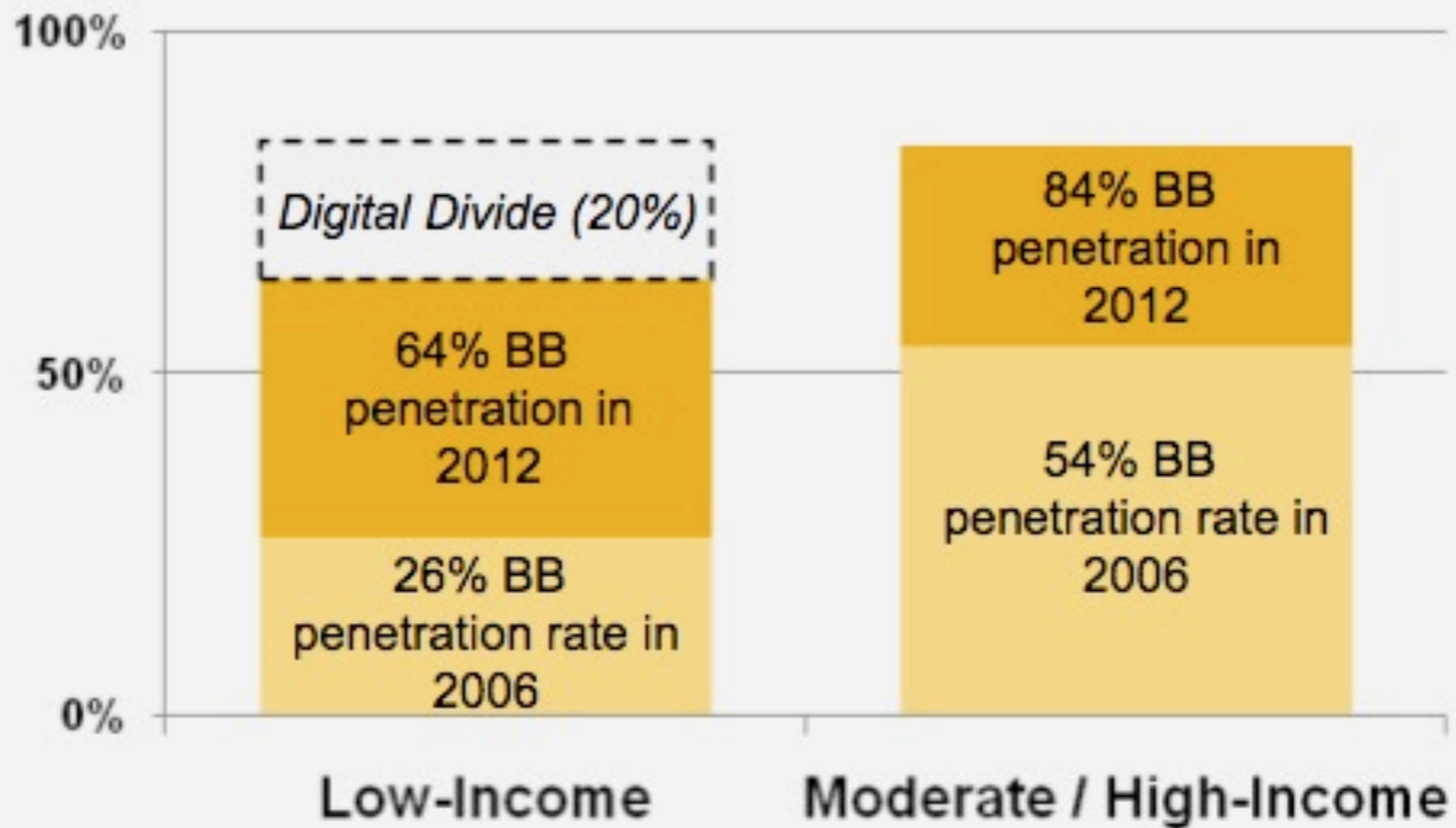
[< Back](#)

[Add Extra Services >](#)

Common Misconceptions

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

Digital Divide in NYC¹

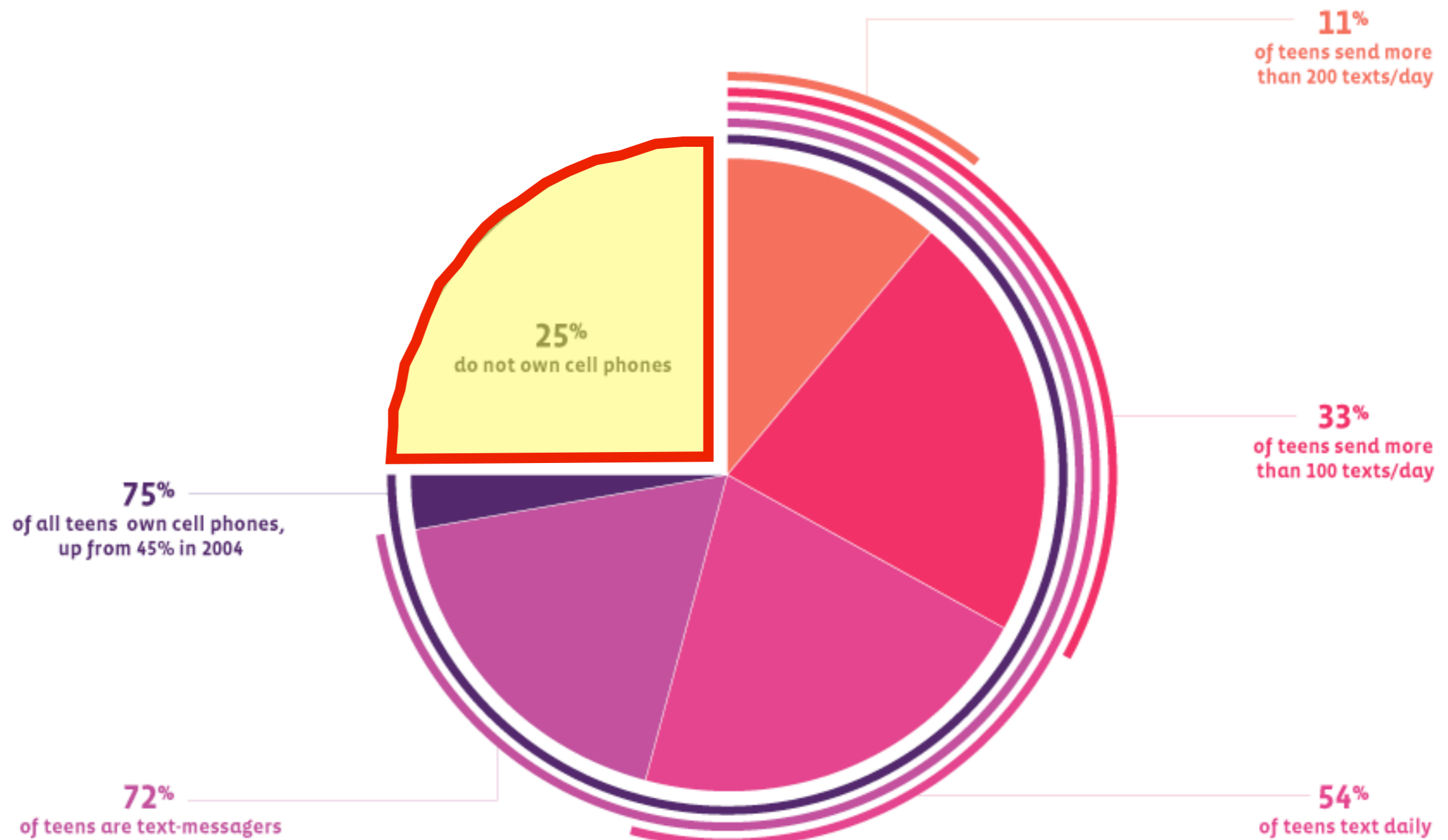


Estimated 666,140 low-income households (22% of all NYC households) without broadband

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

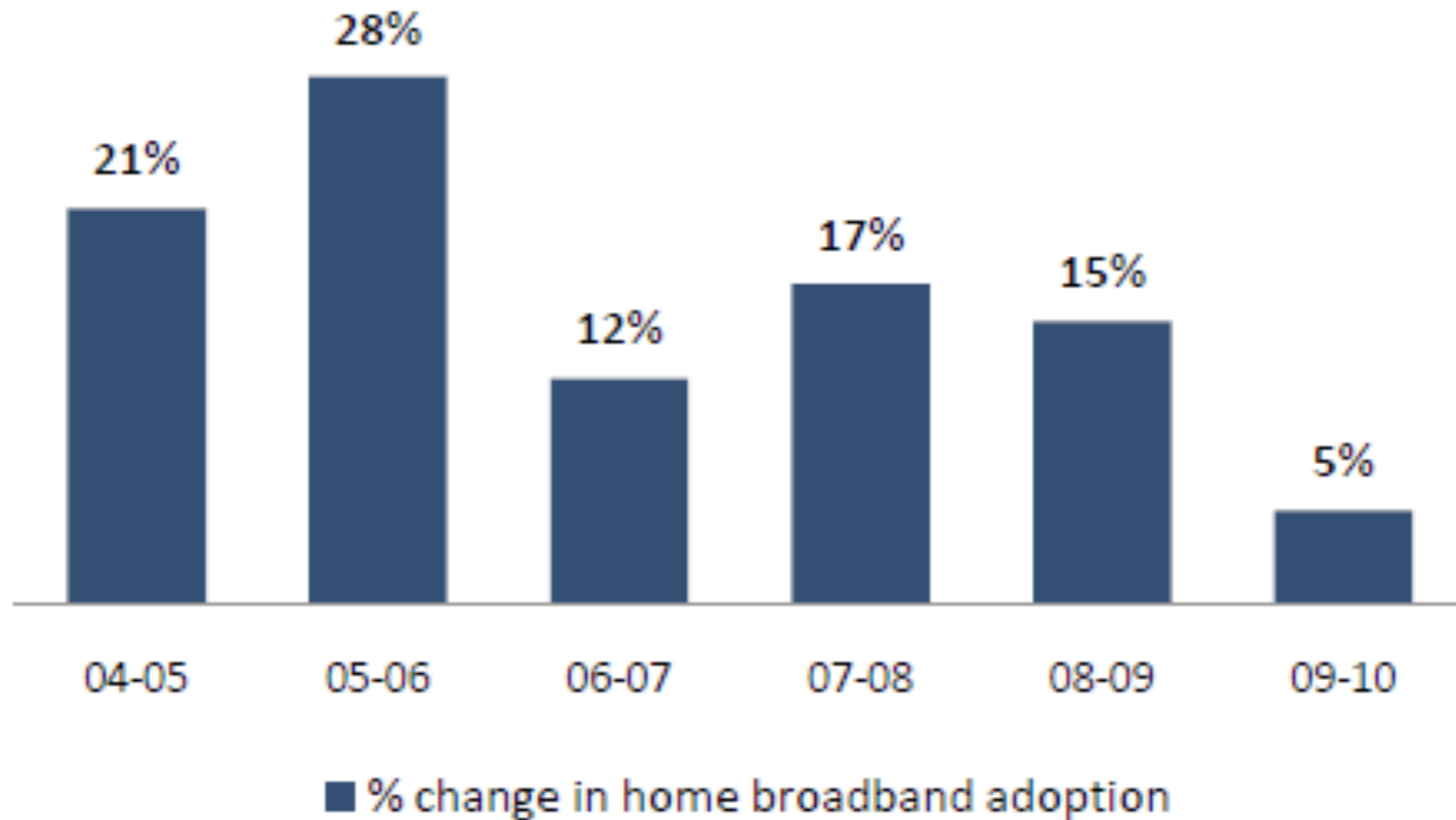
How Are Teens Using Their Cell Phones?

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



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

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



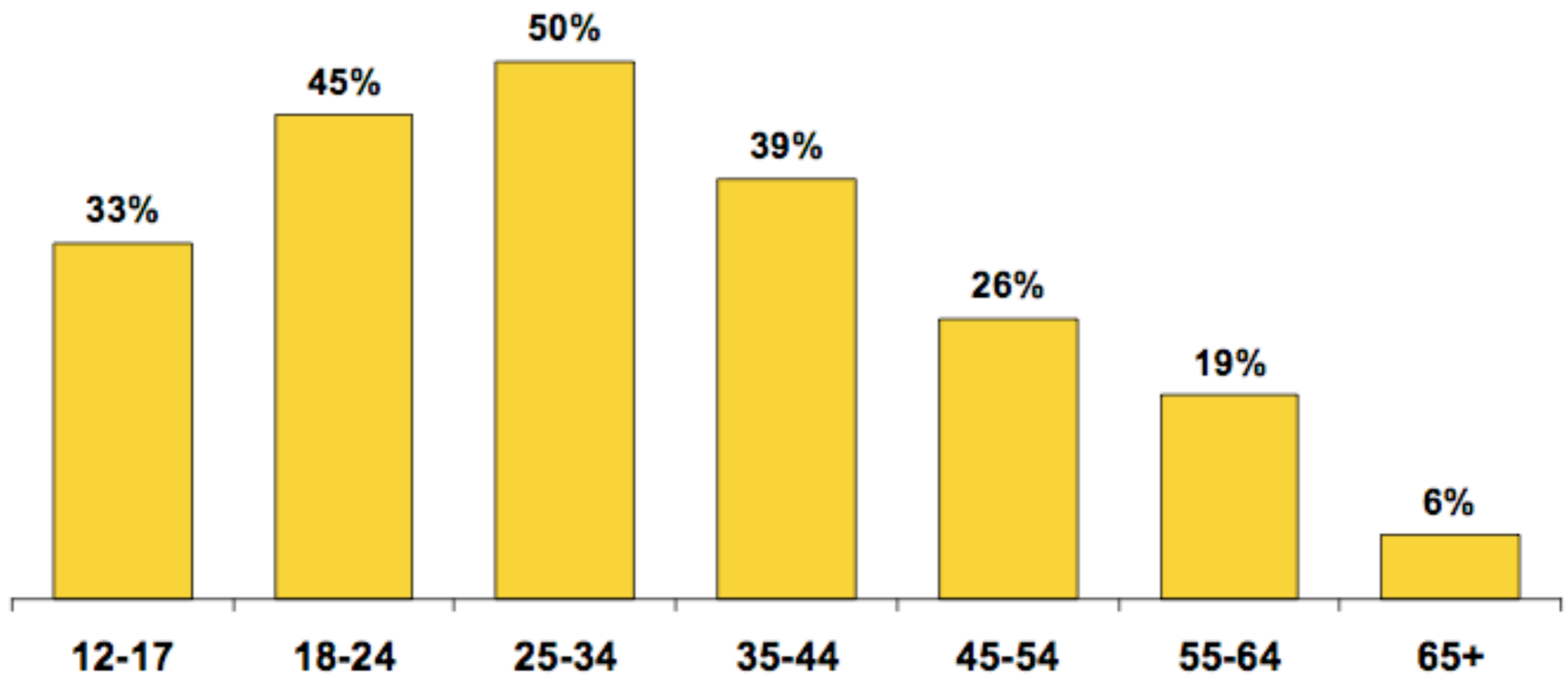
Source: Pew Internet & American Life Project surveys.

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 get ubiquitous, people **will** learn technology."

Nearly Half of 18-34s Have Smartphones

% by Age Group Who Own a Smartphone

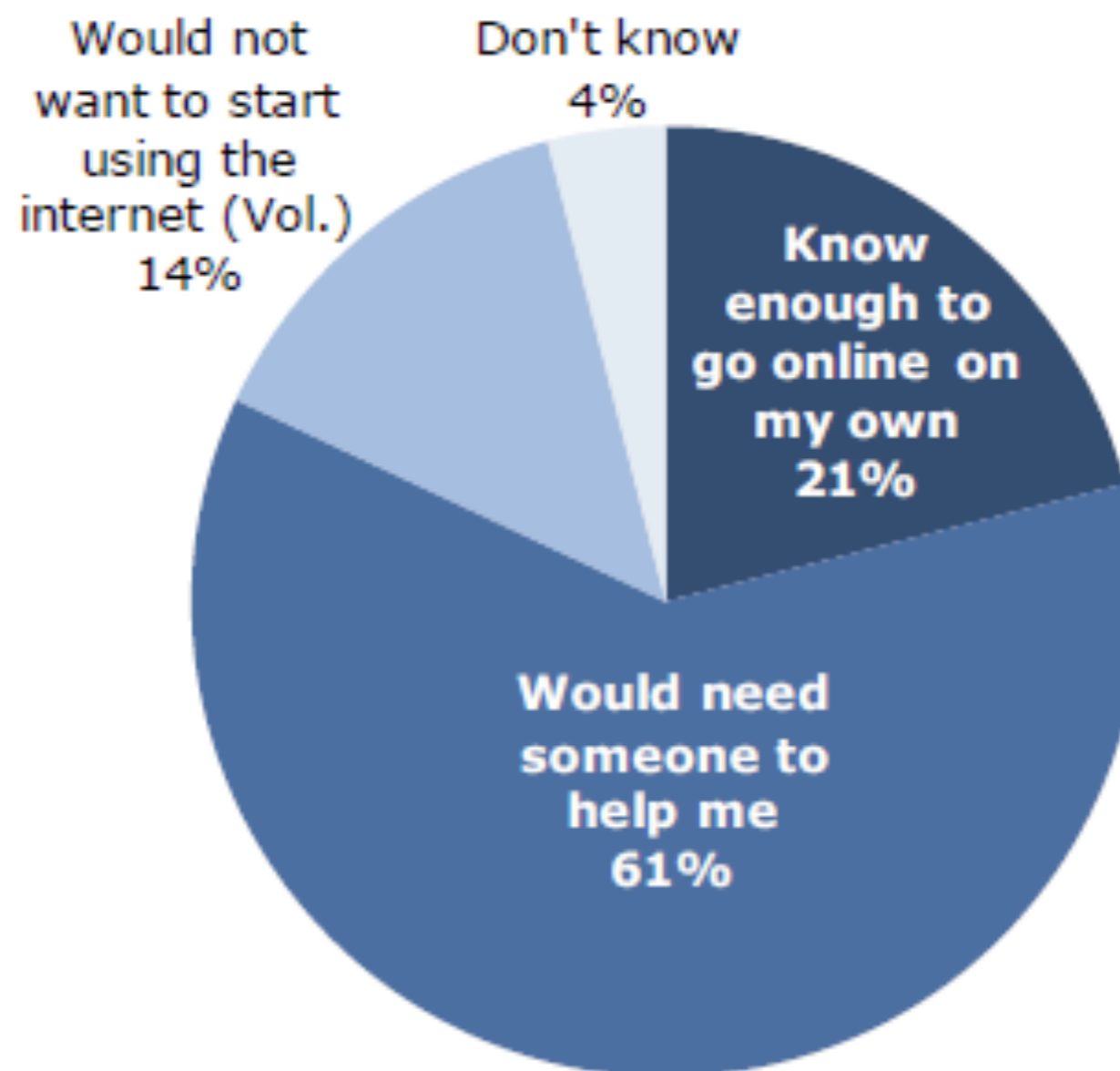


Mobile is ubiquitous but are smartphones? Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

"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).

some good news

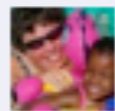
People find a way



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.

Free to All



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

Pages »

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[Meeting One: the data](#)

[Meeting One: the recorded results](#)

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

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[Employers: vision and SWOT](#)

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

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

final words



People have seen this photo for OWS but many people don't know she's a school librarian from NY. 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. Addressing the digital divide and electronic inequality is part of that. Messed up for now, for certain, but only getting better.

thank you