Myths
## about the digital divide

<librarian.net/talks/maine11>

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.###

Jen Arnott here?
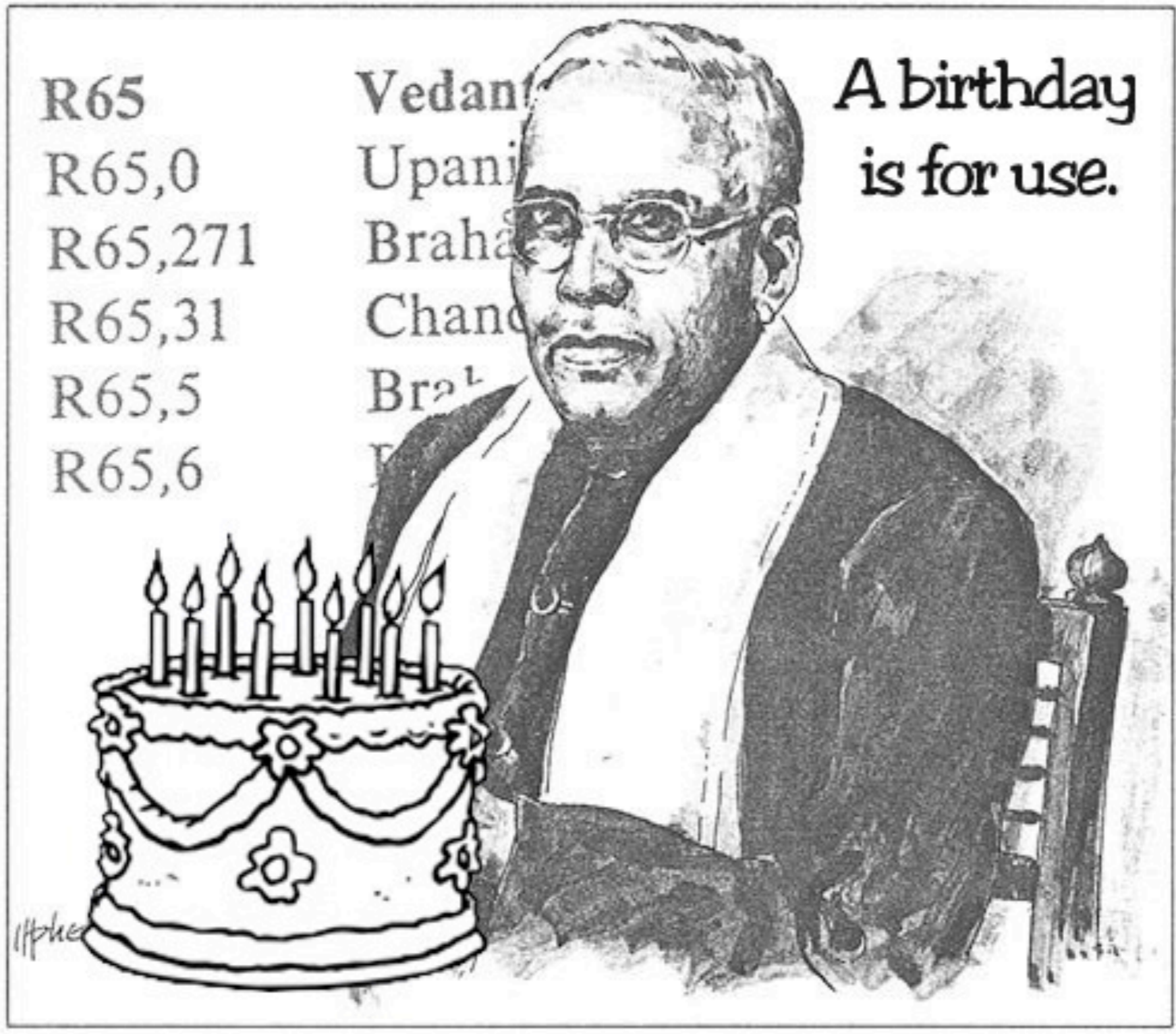
Jen Arnott here?

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. ###
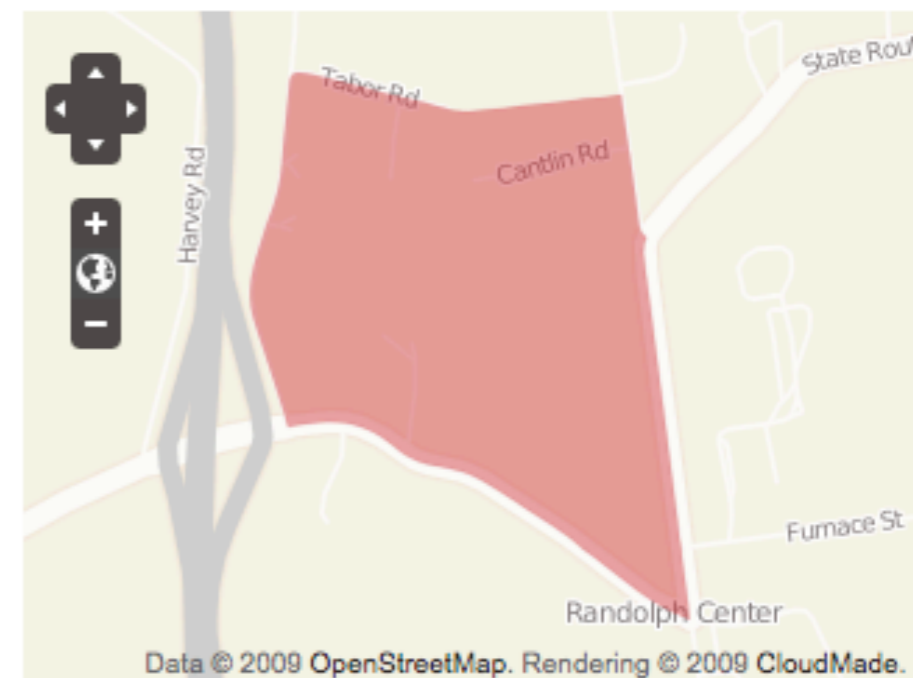
broadbandmap.gov

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 »
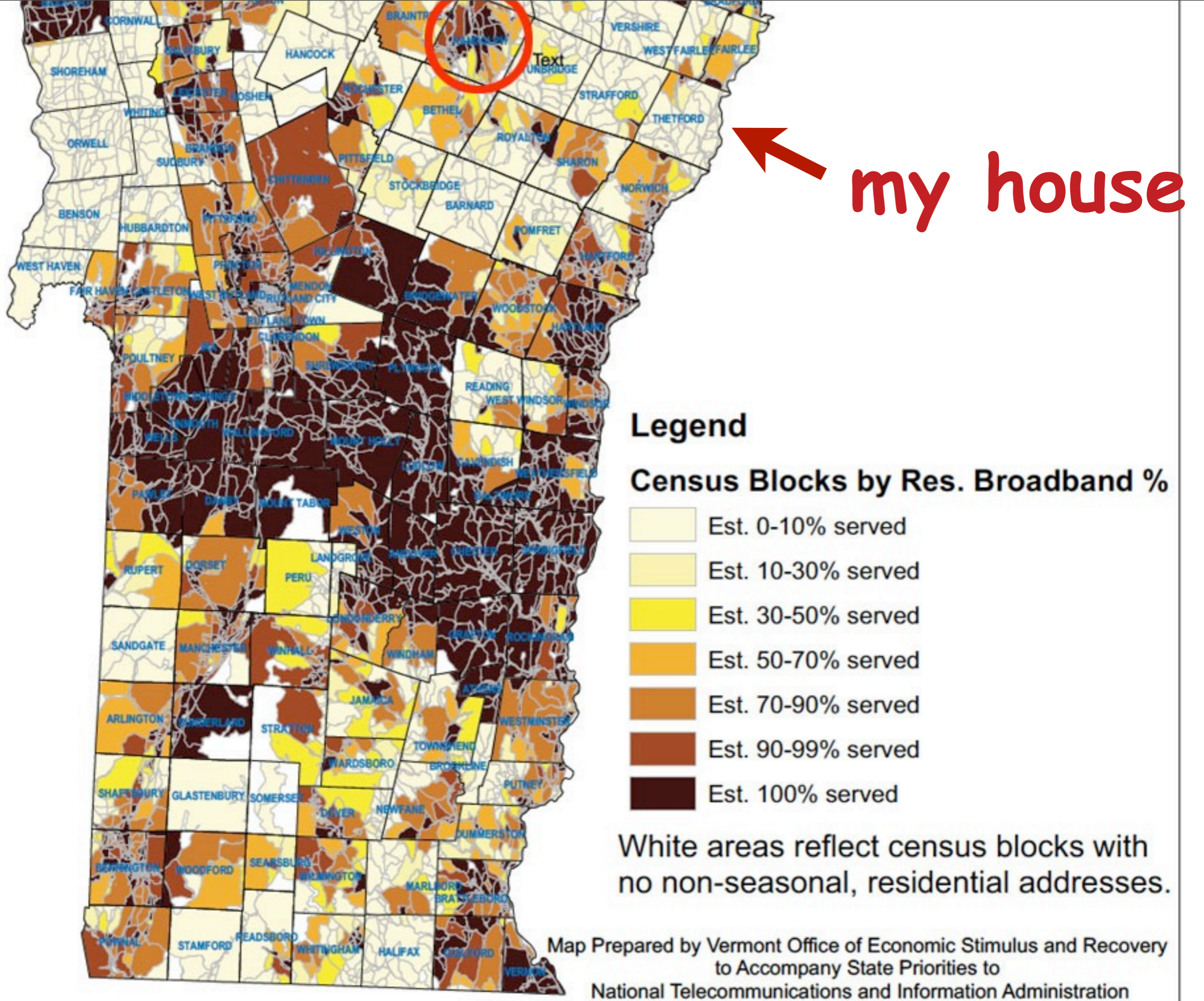Map my community

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? ###
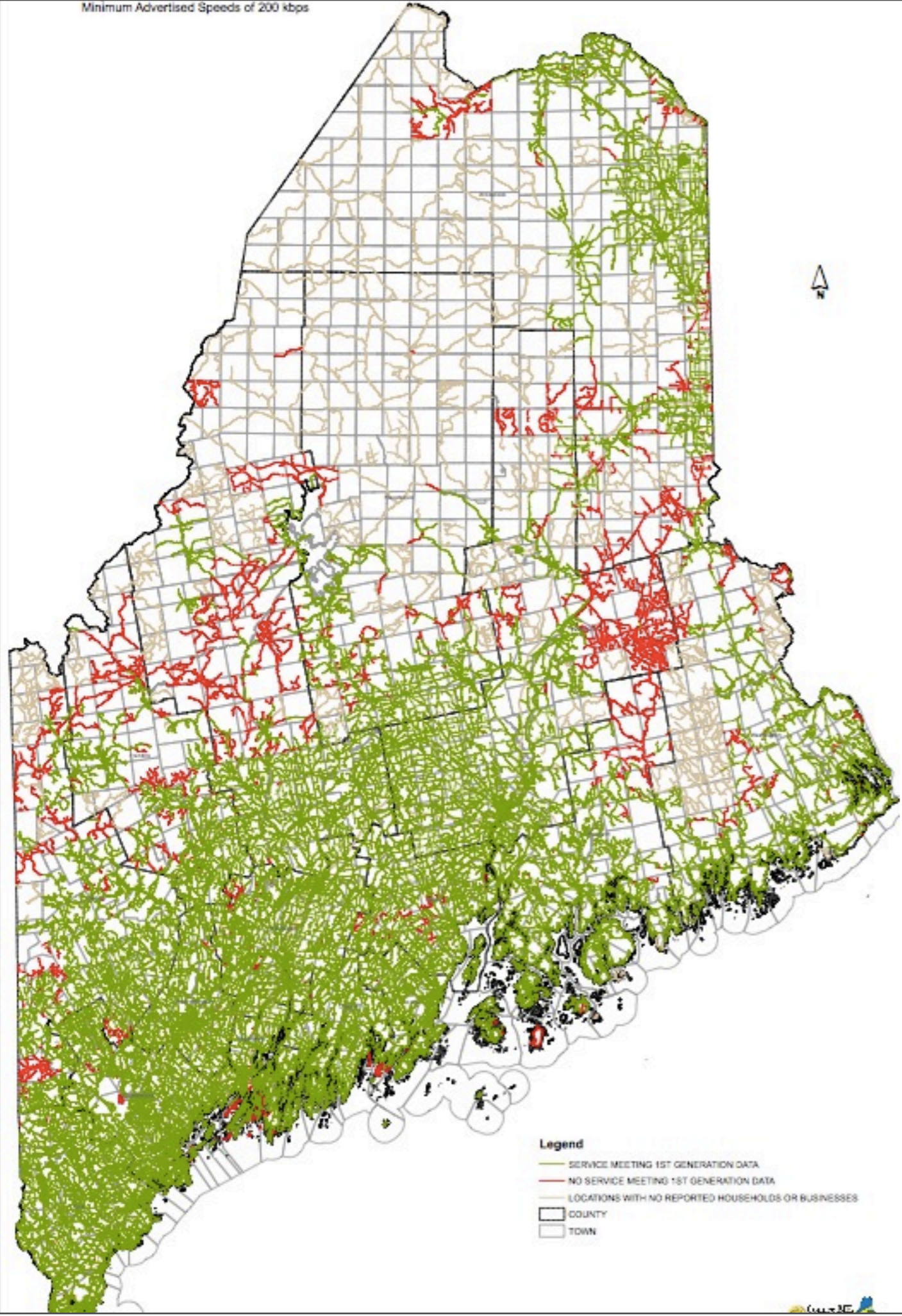
recovery.vermont.gov

Broadband Availability by Census Block
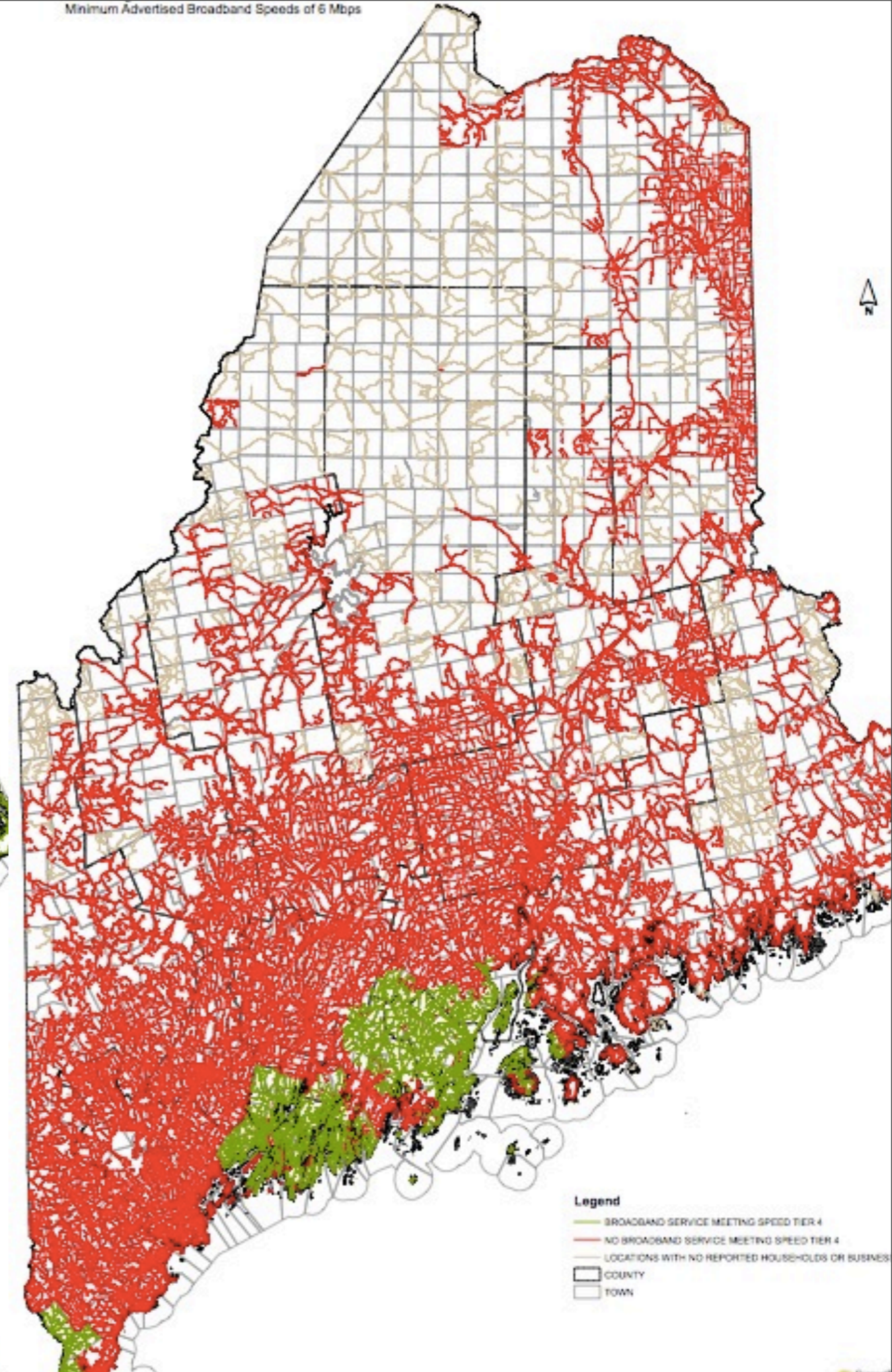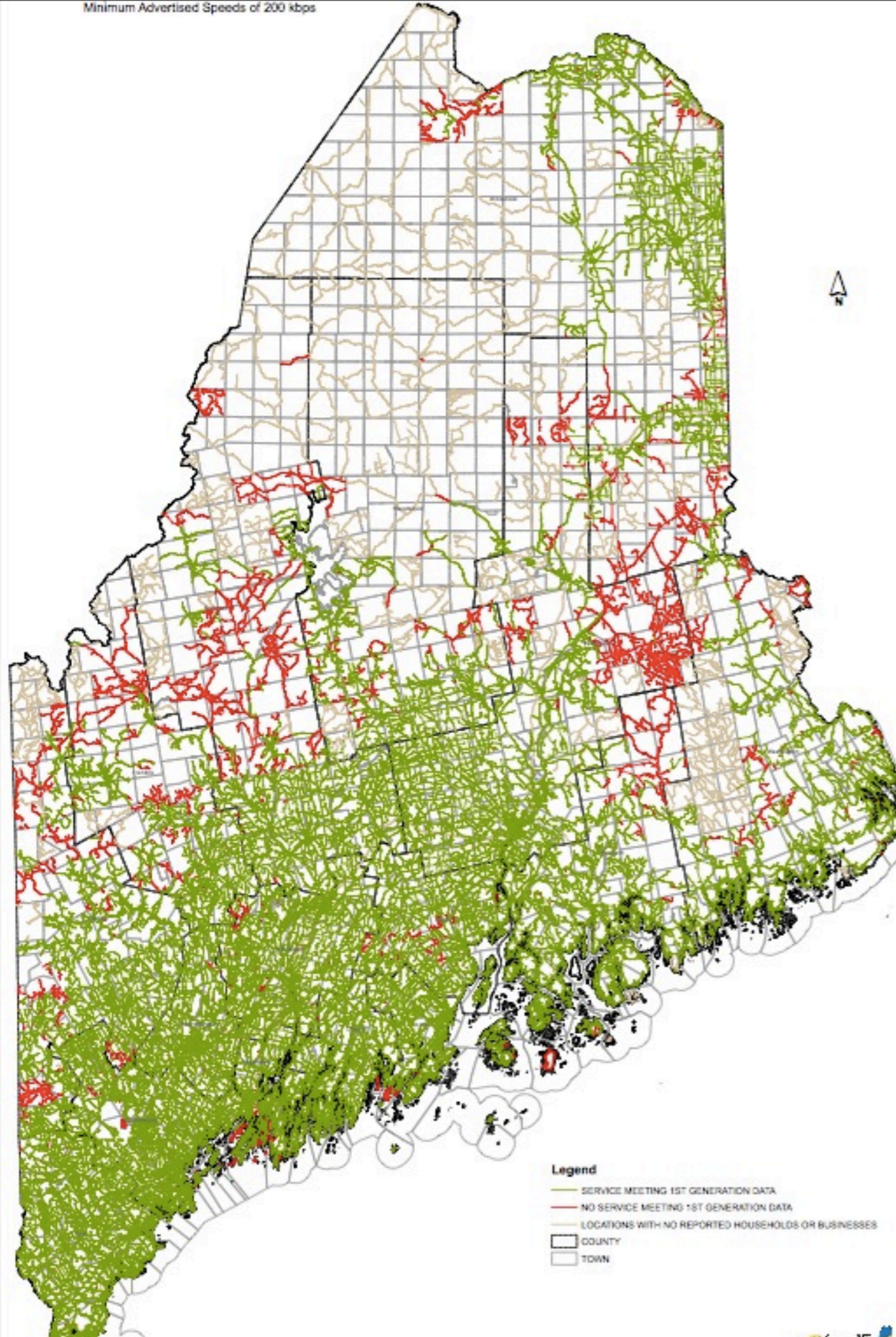## Reflecting Stimulus Program Definitions

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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Legend
SERVICE MEETING 1ST GENERATION DATA
NO SERVICE MEETING 1ST GENERATION DATA
LOCATIONS WITH NO REPORTED HOUSEHOLDS OR BUSINESSES
COUNTY
TOWN

200K low-end DSL just barely works for YouTube vs 10MBit. Green means go, red means stop.

Legend

SERVICE MEETING 1ST GENERATION DATA
NO SERVICE MEETING 1ST GENERATION DATA
LOCATIONS WITH NO REPORTED HOUSEHOLDS OR BUSINESSES
COUNTY
TOWN

Legend

BROADBAND SERVICE MEETING SPEED TIER 4
NO BROADBAND SERVICE MEETING SPEED TIER 4
LOCATIONS WITH NO REPORTED HOUSEHOLDS OR BUSINESS
COUNTY
TOWN

200K low–end DSL just barely works for YouTube vs 10MBit. Green means go, red means stop.

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." *###*

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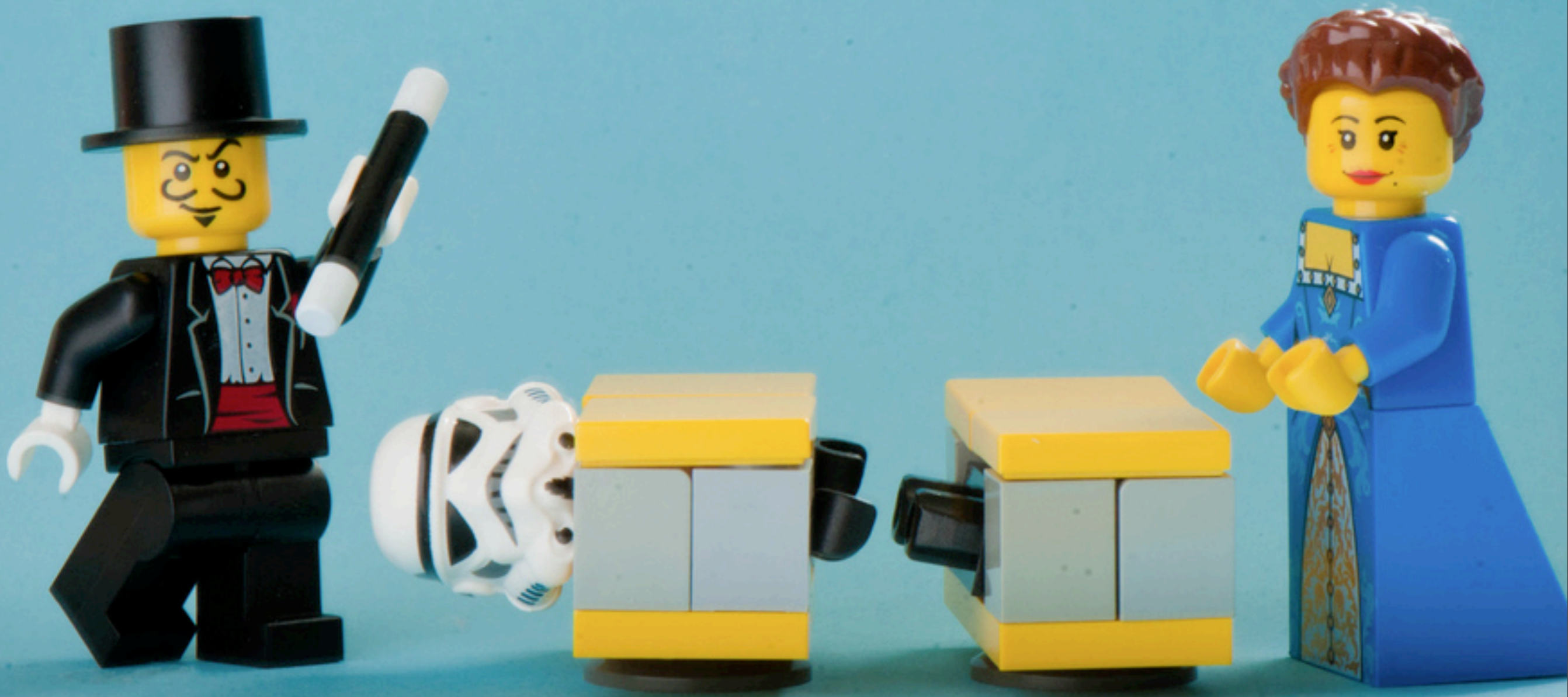
The problem, to my mind is summed up in one basic idea. People learn through media and from other people that computers can do magic and do not understand why they do some sorts of magic and not others. ###

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

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, consdier 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" This was super important in Vermont a few weeks ago.###

Disaster Assistance Information Available

Last week the President made a declaration of major disaster for Vermont in the counties of Chittenden County, Rutland County, Washington County, and Windsor County due to Hurricane Irene and flooding associated with the storm. Below is some informational materials on floods and how DisasterAssistance.gov can help survivors. For your convenience the flood flyer is also in Spanish. Please post so your patrons can have the most up to date information on how to apply for federal assistance. If you have any questions contact Alicia Gilligham as noted below.

DA_POSTER
DA_POSTERspanish
DAIP_SurvivorInfo
InfoNeeded2Register

Alicia Gilligham (Contrator)
Disaster Assistance Improvement Program (DAIP)
Federal Emergency Management Agency (FEMA)
US Department of Homeland Security (DHS)
Ali.Gillingham@fema.gov
540-722-8482

Need Disaster Assistance?

DisasterAssistance.gov is a user-friendly Web portal that consolidates government disaster assistance information in one place.

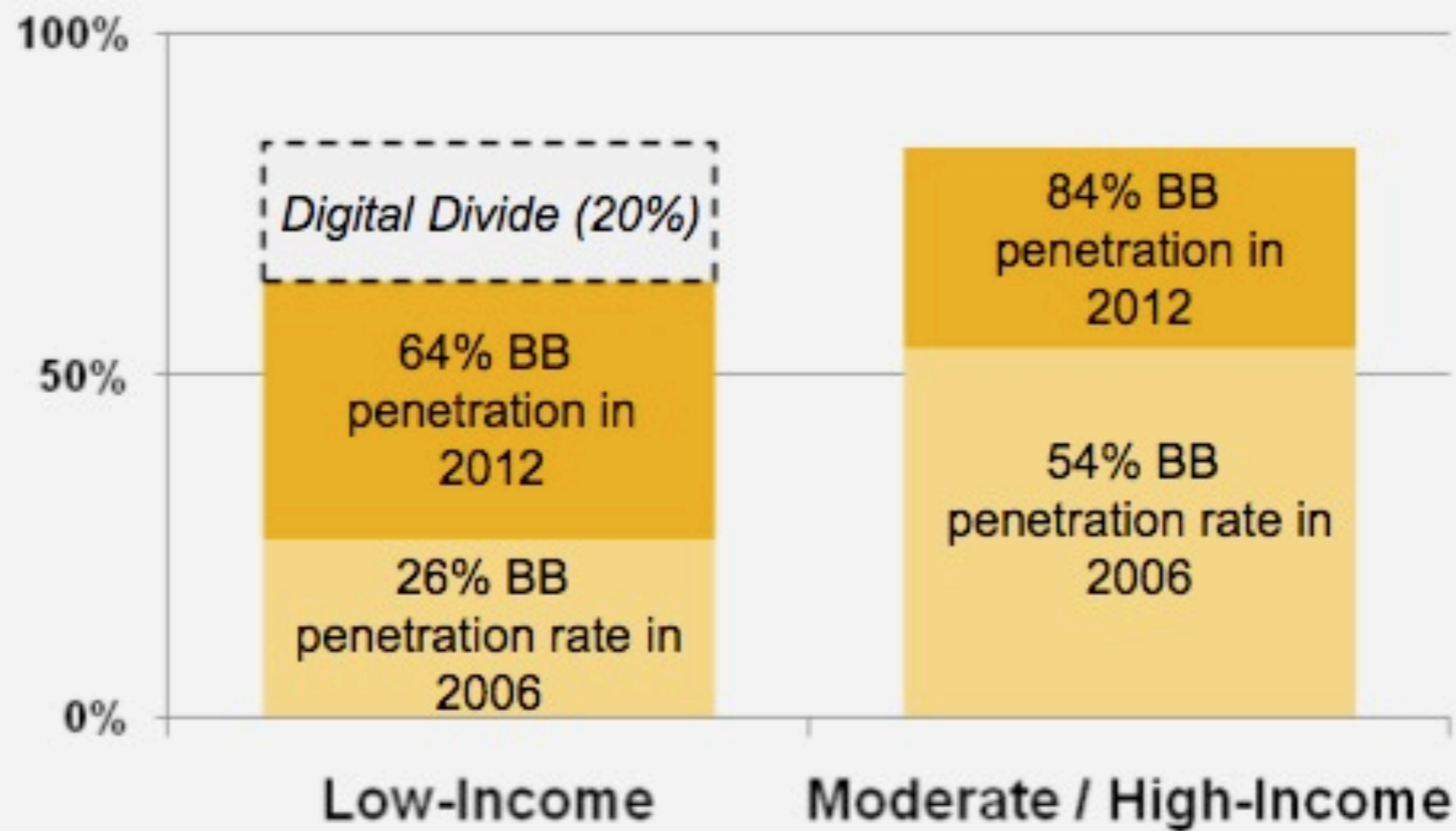## Go to DisasterAssistance.gov for help!

www.DisasterAssistance.gov is a U.S. Government-operated Web site

09/10/09

common misconceptions

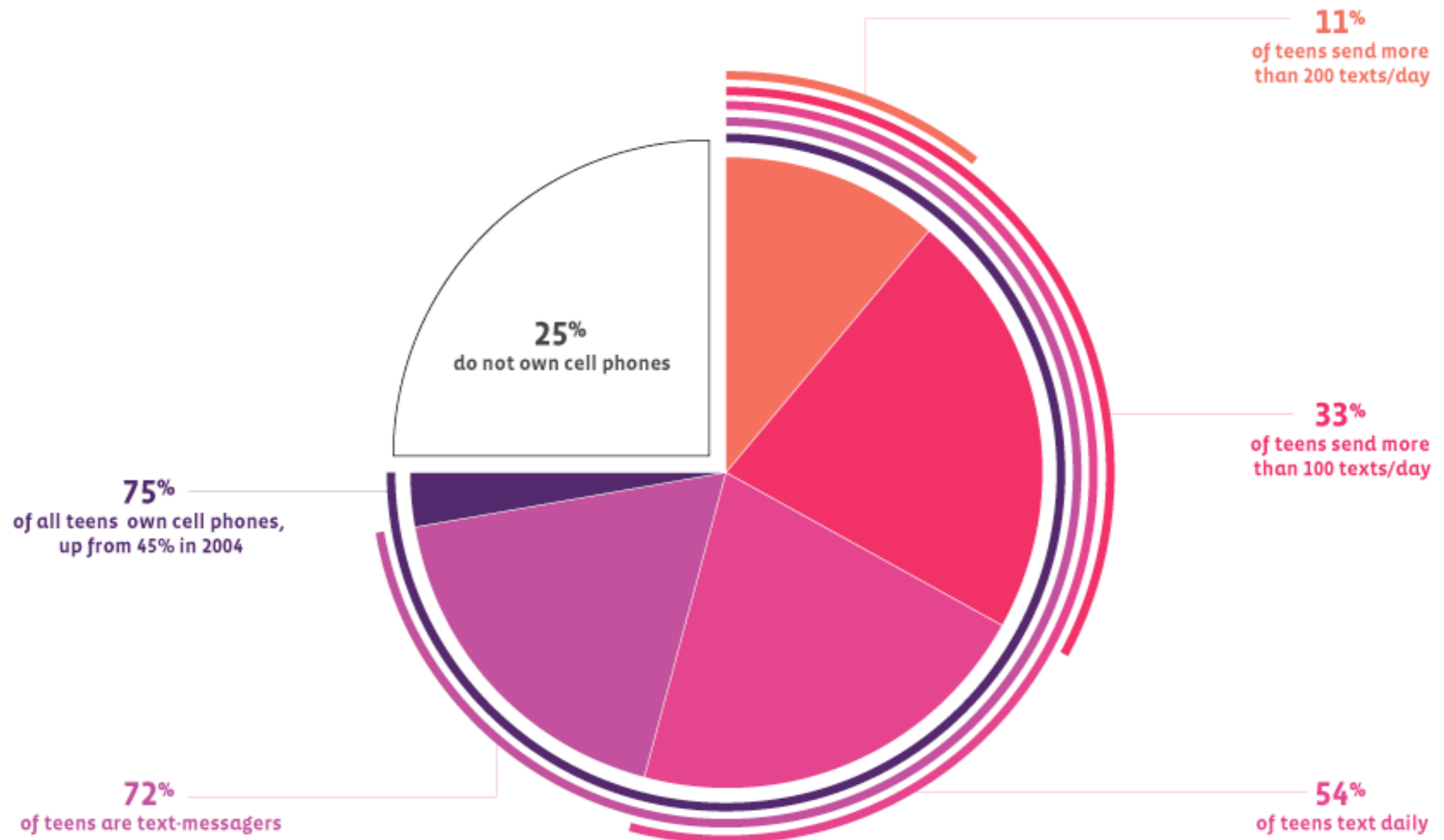"The older generation will **die** and then we'll be set."

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

72%
of teens are text-messagers

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

25%
do not own cell phones

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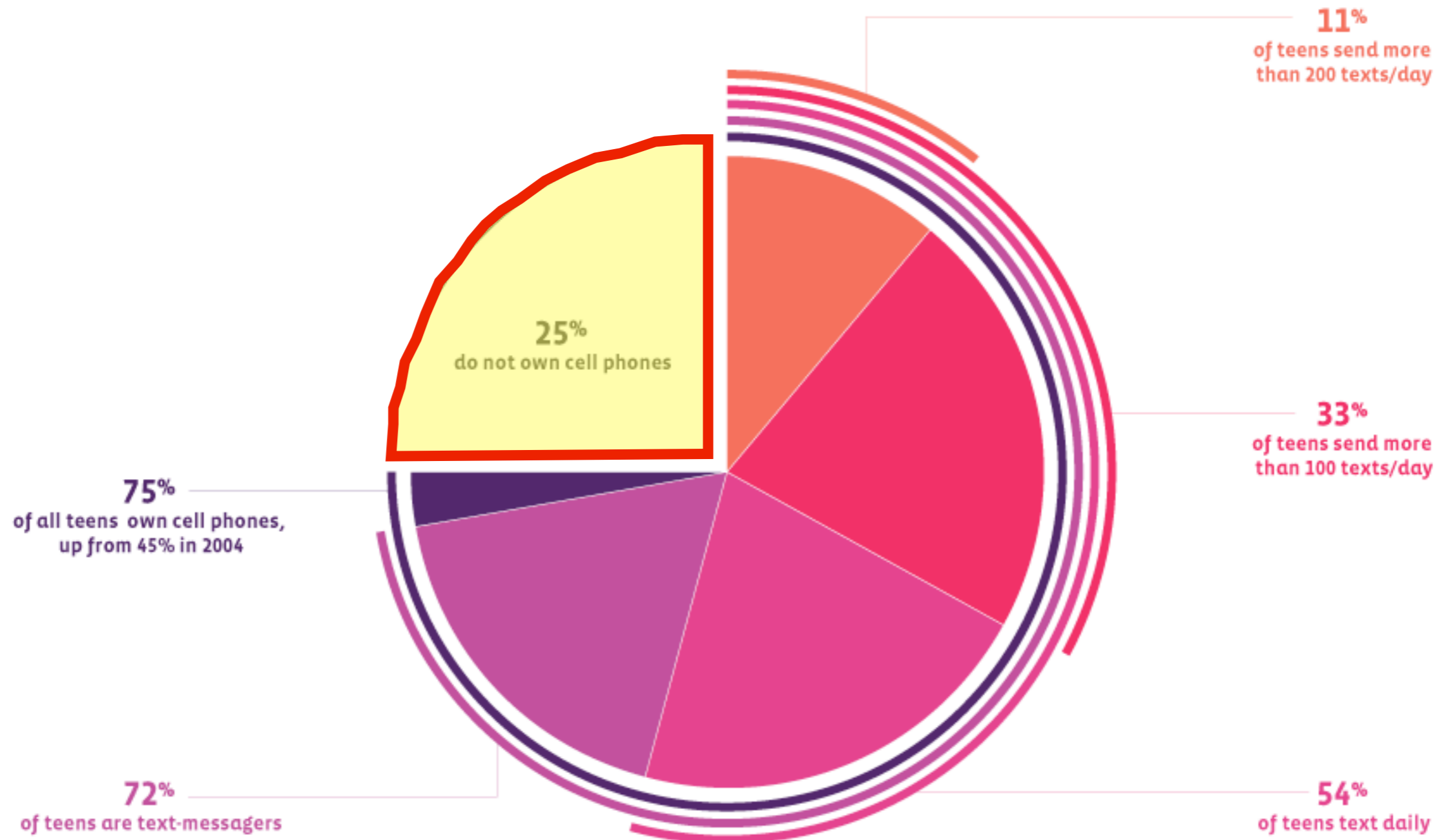
"Old statistics are out of date, change is **rapid**."

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

% change in home broadband adoption
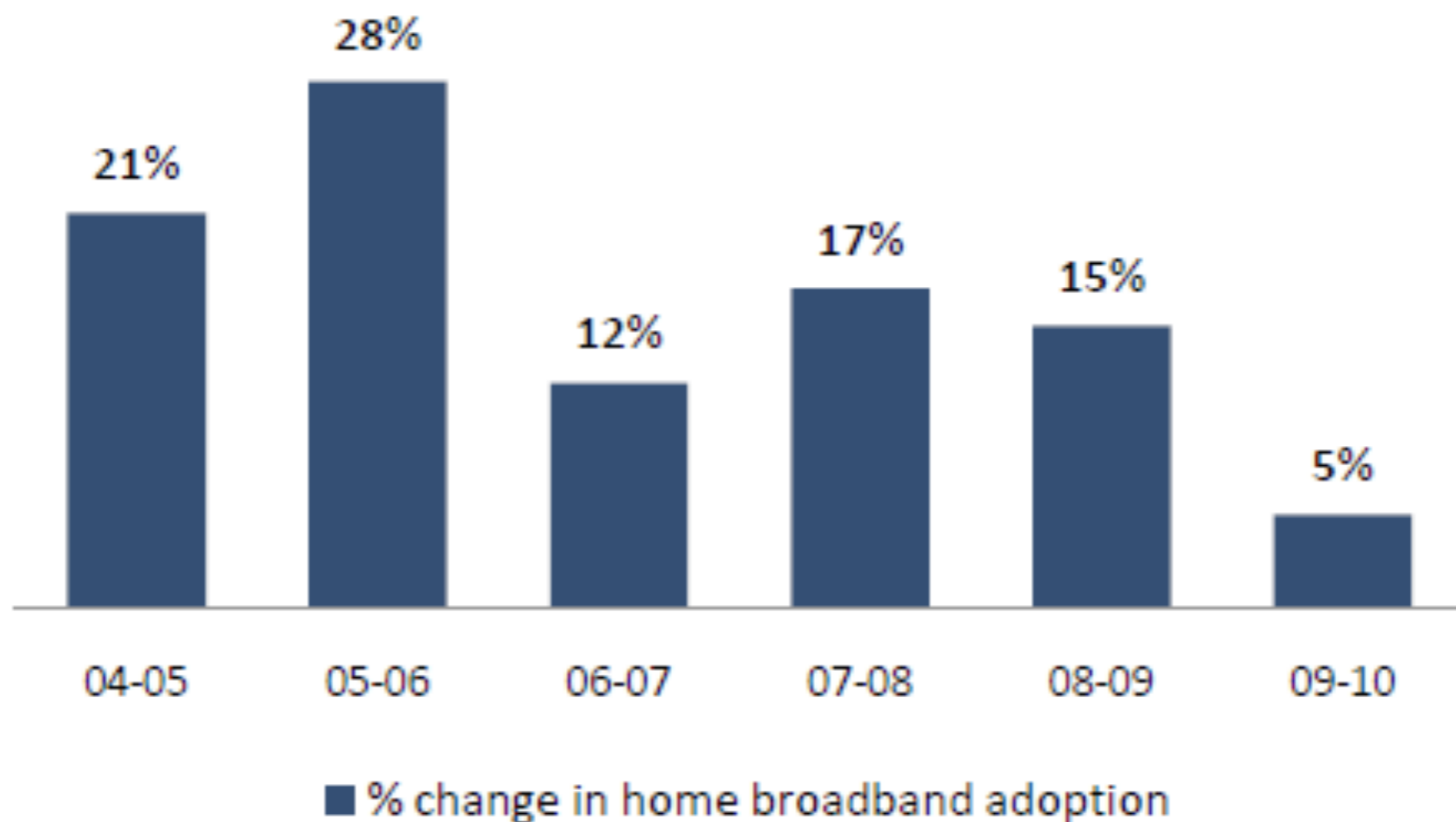
Source: Pew Internet & American Life Project surveys.

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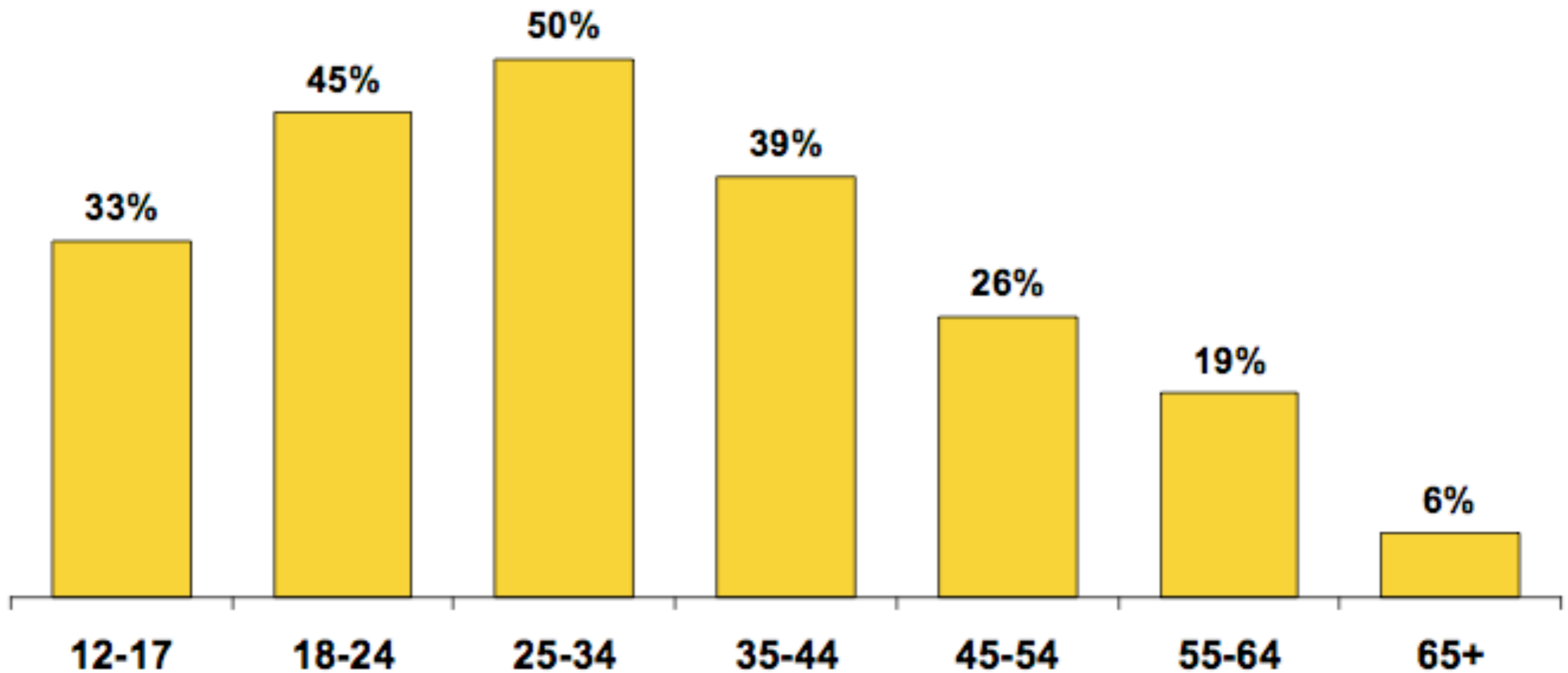
Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

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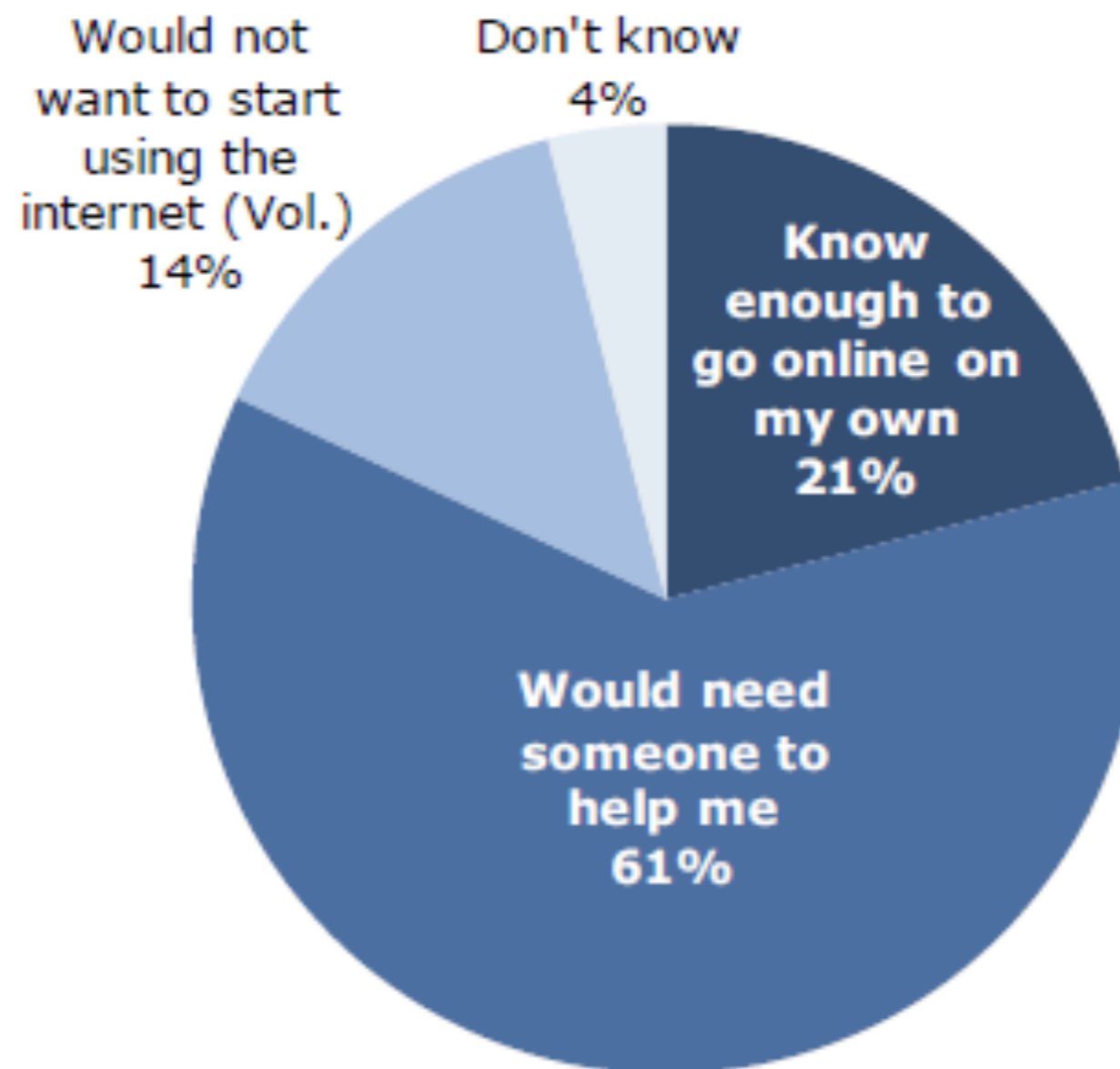
Source: Pew Research Center's Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older (n=496 for non-internet users).

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. ###

who cares?

Please get online, thank you.

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You want to help
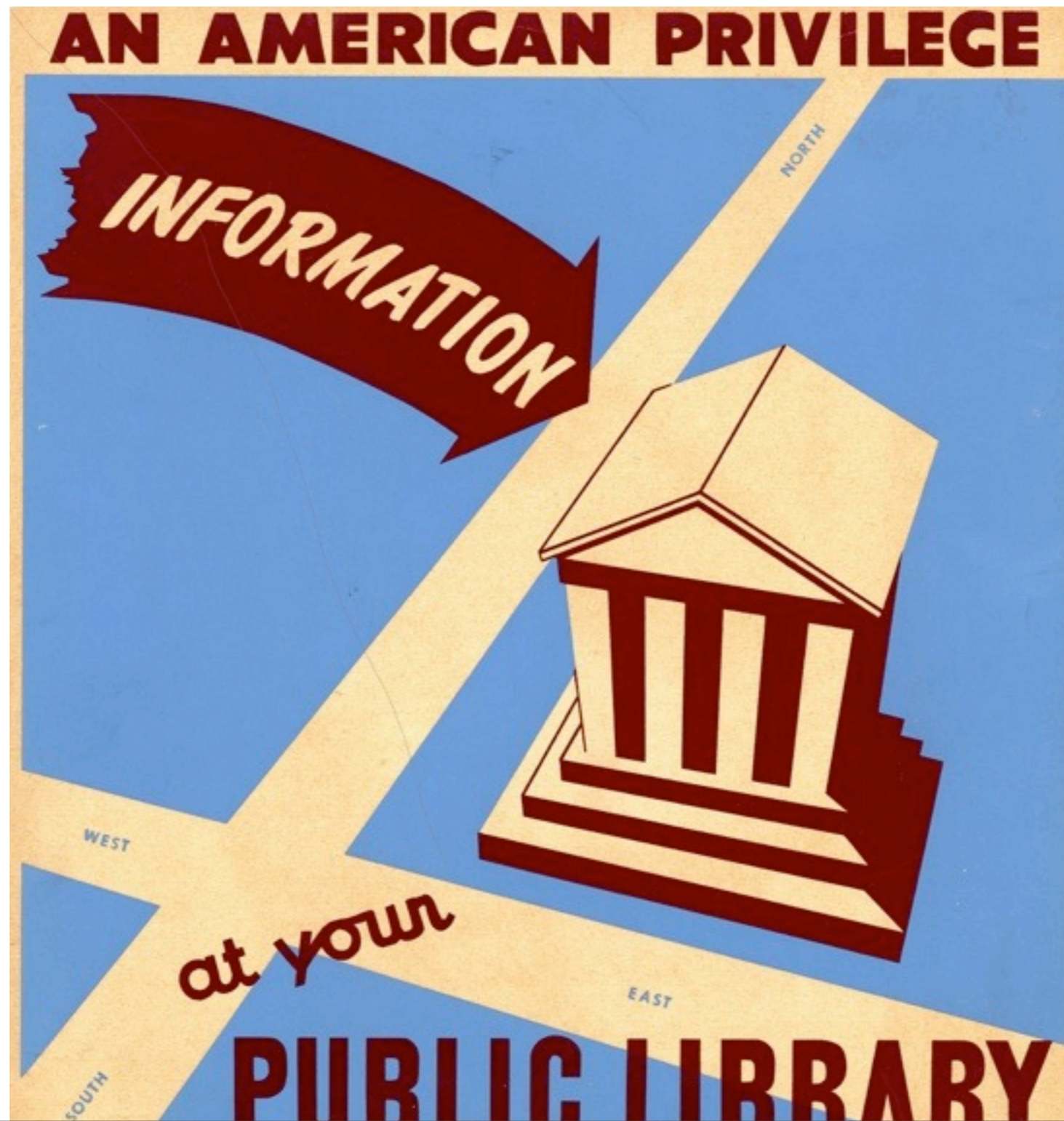
genuine option interlude

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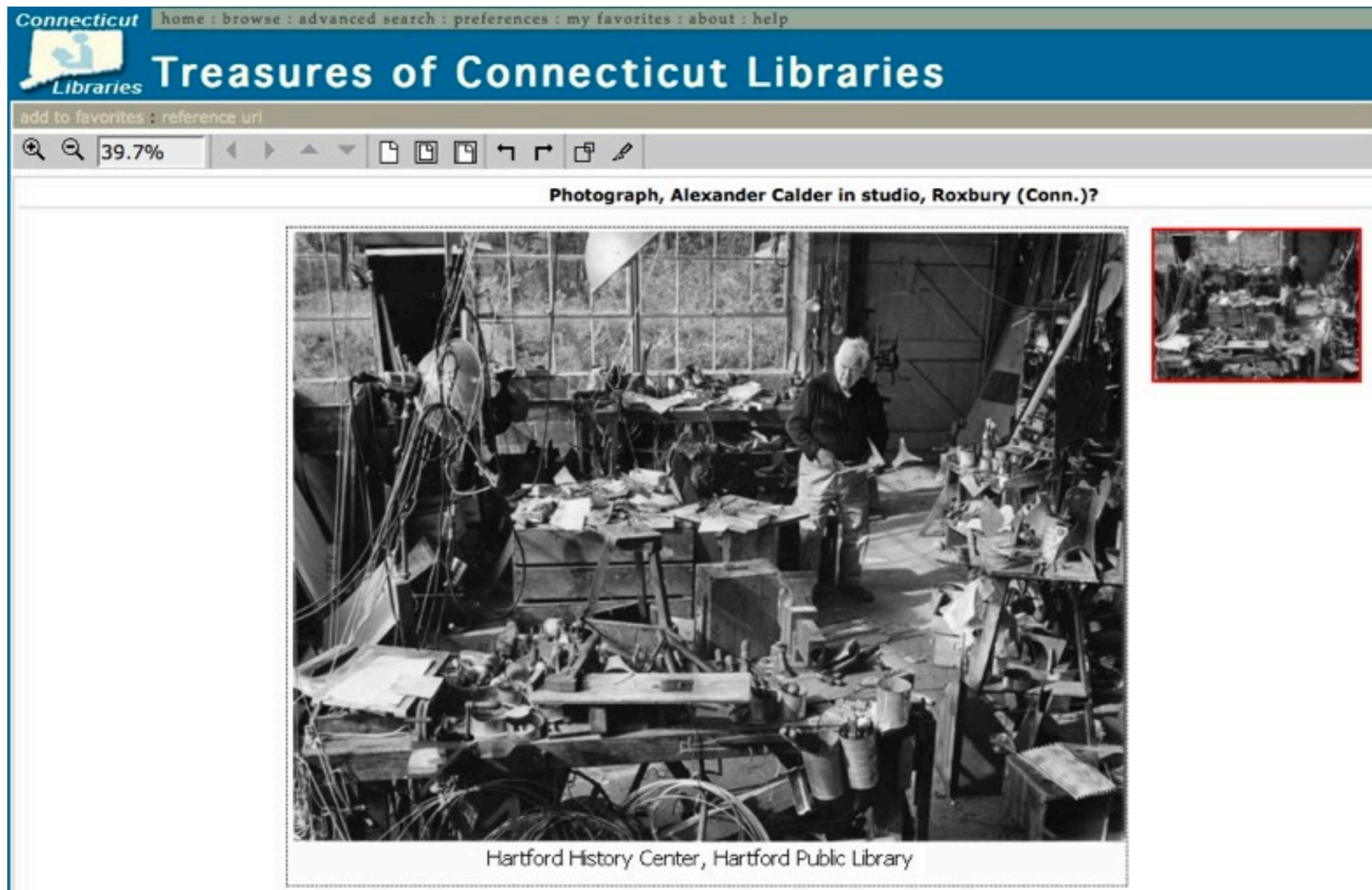
The local things we have are often our best most unique asset. Add to this our local populations who like to ... see themselves and we often have projects we can do [or better yet, manage] that are fun, fundable and replicable. ###

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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READ

READ

Rachel, daughter of Jennifer Trombley, City Councilor, PI
Mark and Emily Turner Memorial Library
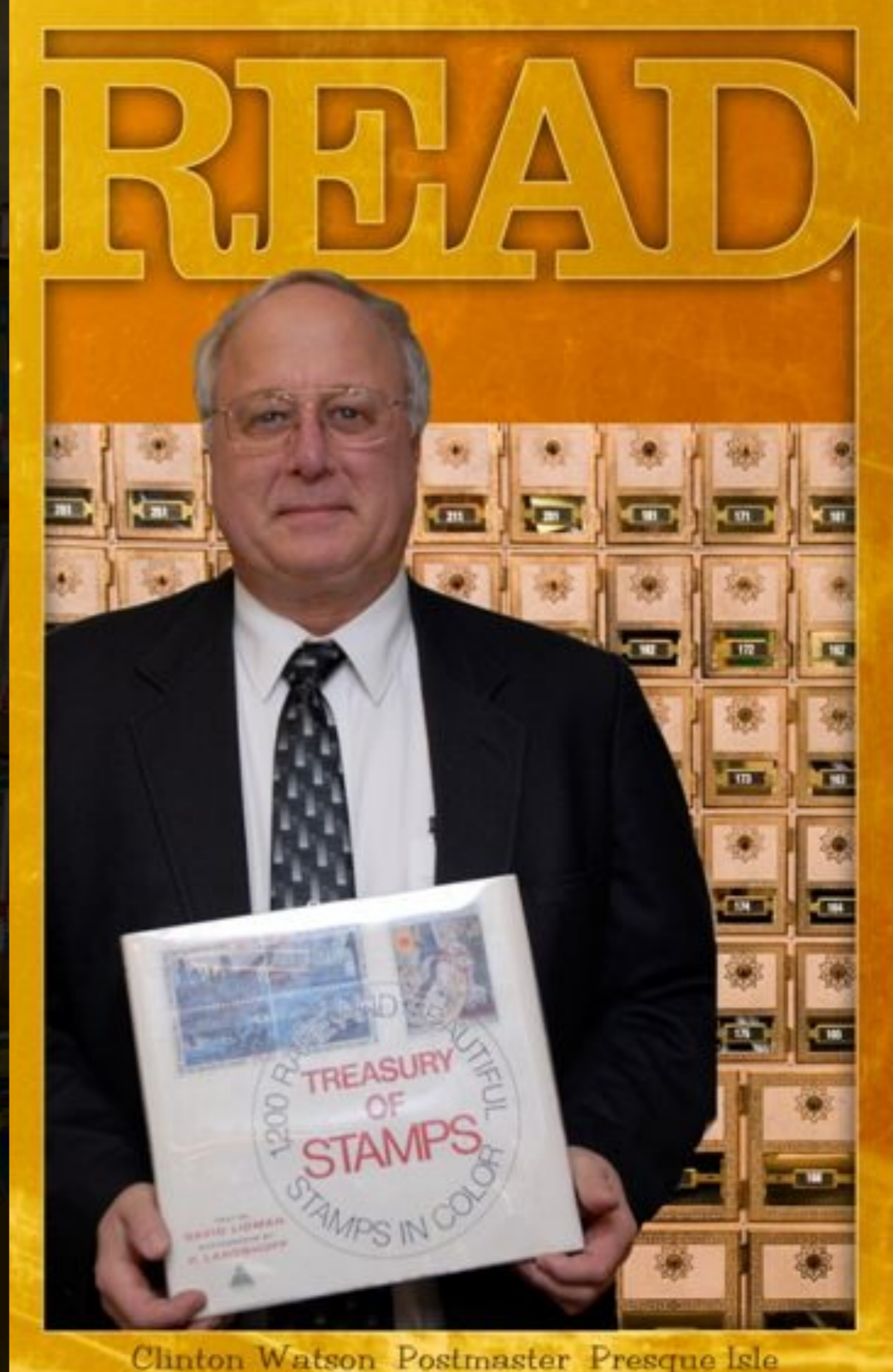
Clinton Watson Postmaster Presque Isle

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. ###

People find a way

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

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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March 21, 2011 at 3:31 pm · Filed under Uncategorized

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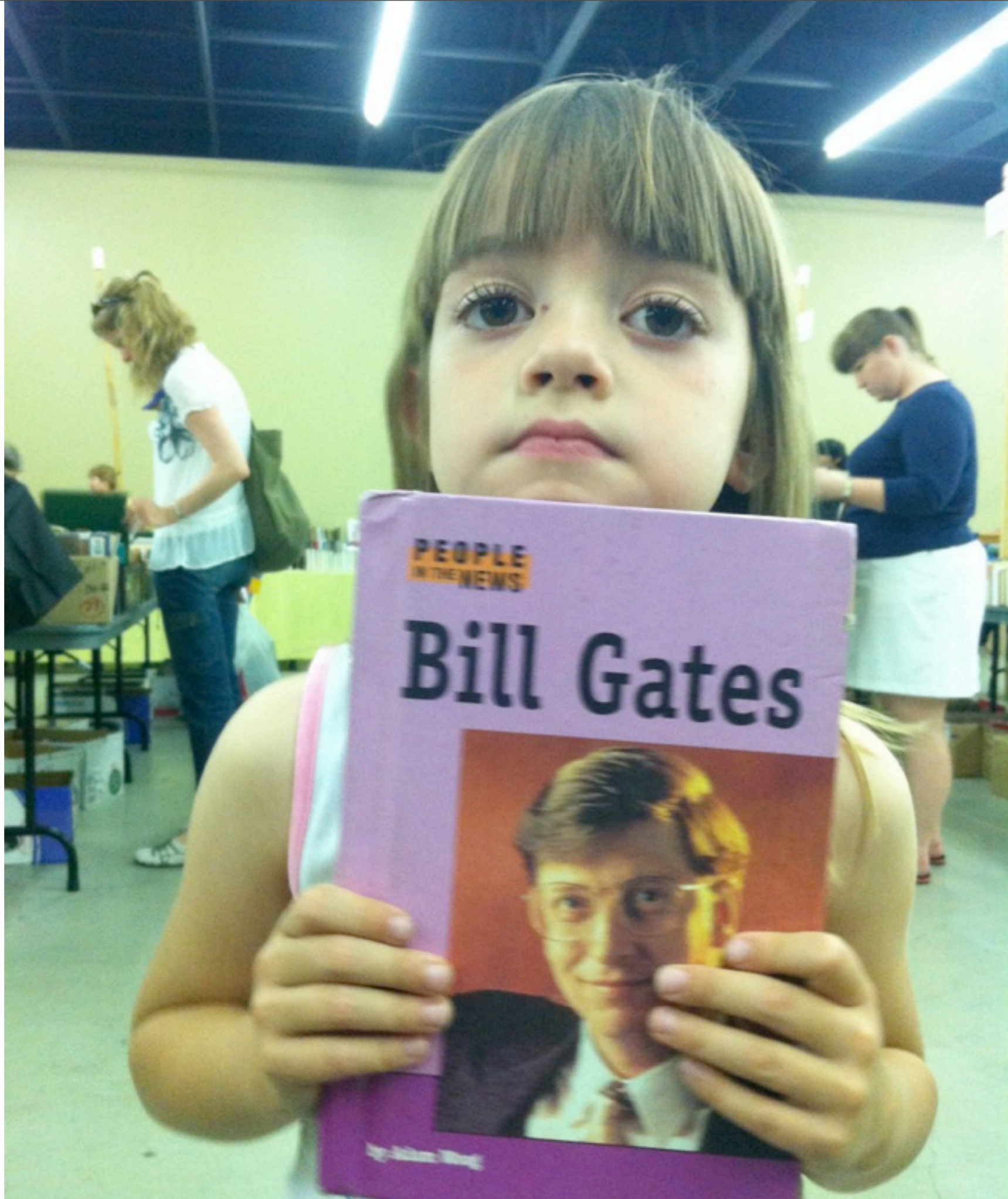
Free to All

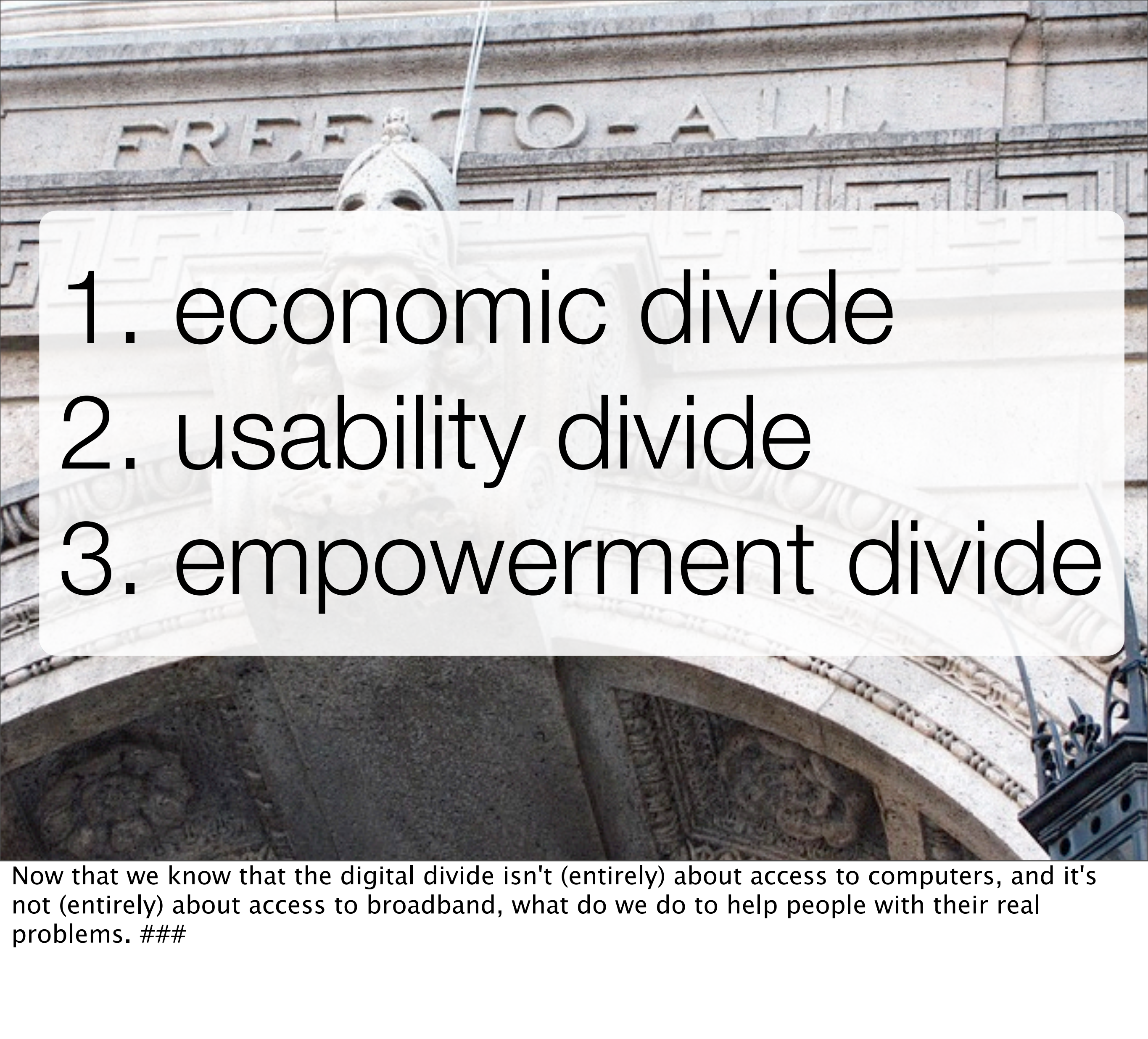And stress that access to information, in whatever format, is a right, not the privilege of a few.

final words

I used to say that the Gtates 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/maine11>