

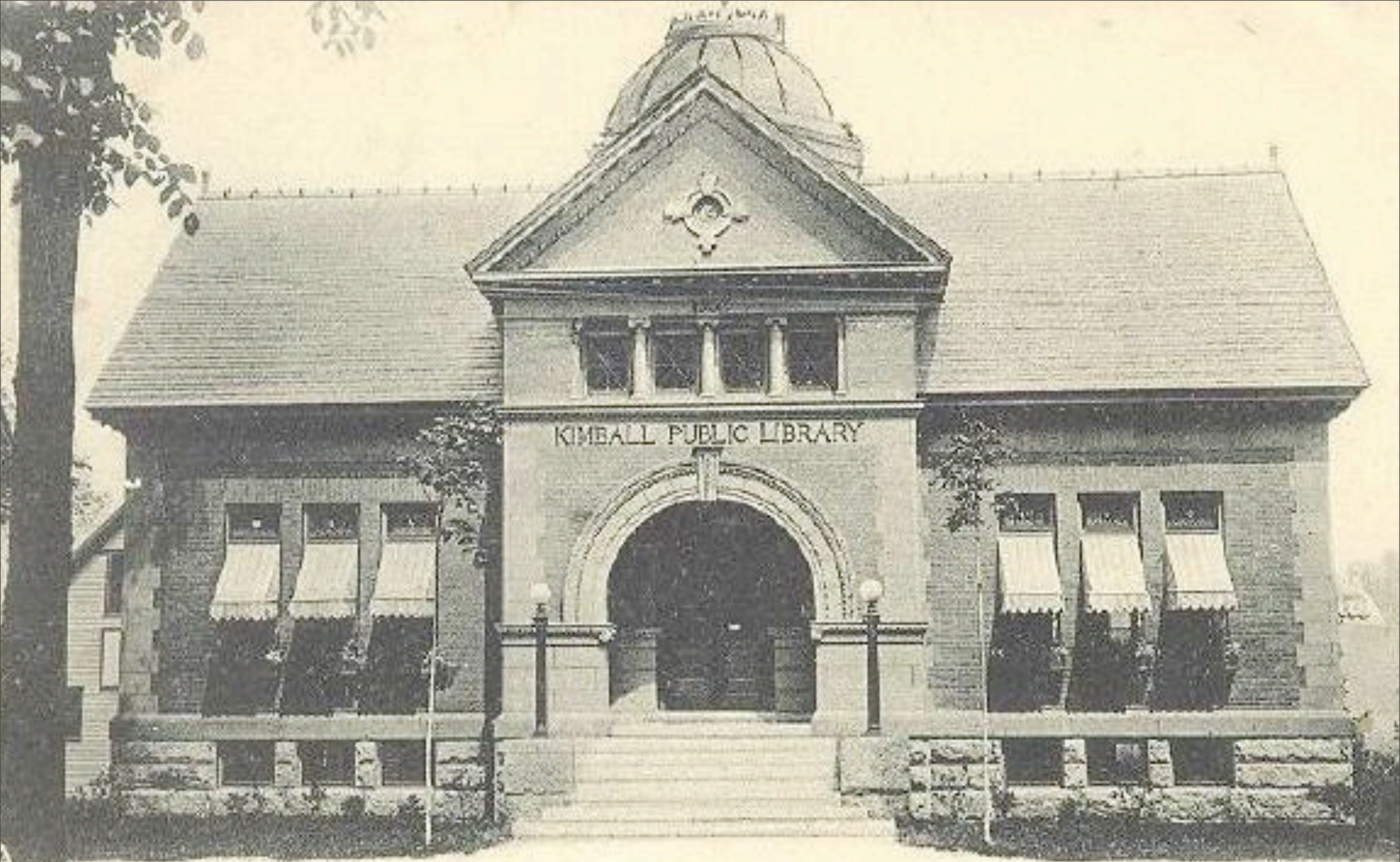
Myths about the digital divide



Jessamyn West

librarian.net/talks/metrolina

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.###



RANDOLPH, VT. KIMBALL PUBLIC LIBRARY.

Printed in Germany.

This is the library I work at, occasionally. They call me “the intrepid part timer” Most of the time when I’m not doing my community management job at MetaFilter.com I’m working at the local vocational high school.



where we are



Let's look a little bit at what the current situation is. ###

34%

Americans with
no broadband at home

This is 36% in TN

21%

Americans with
no internet at home

broadbandmap.gov



National Broadband Map
How connected is my community?

[Homepage](#) • [Analyze](#) • [Map](#) • [Developer](#) • [About](#) • [Native Nations](#)

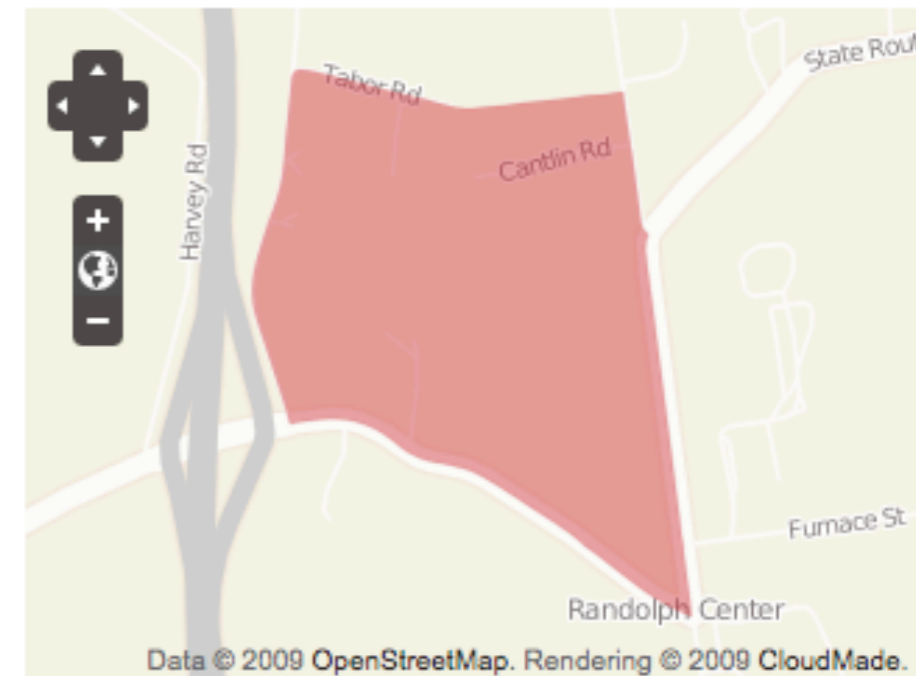
05060

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 »

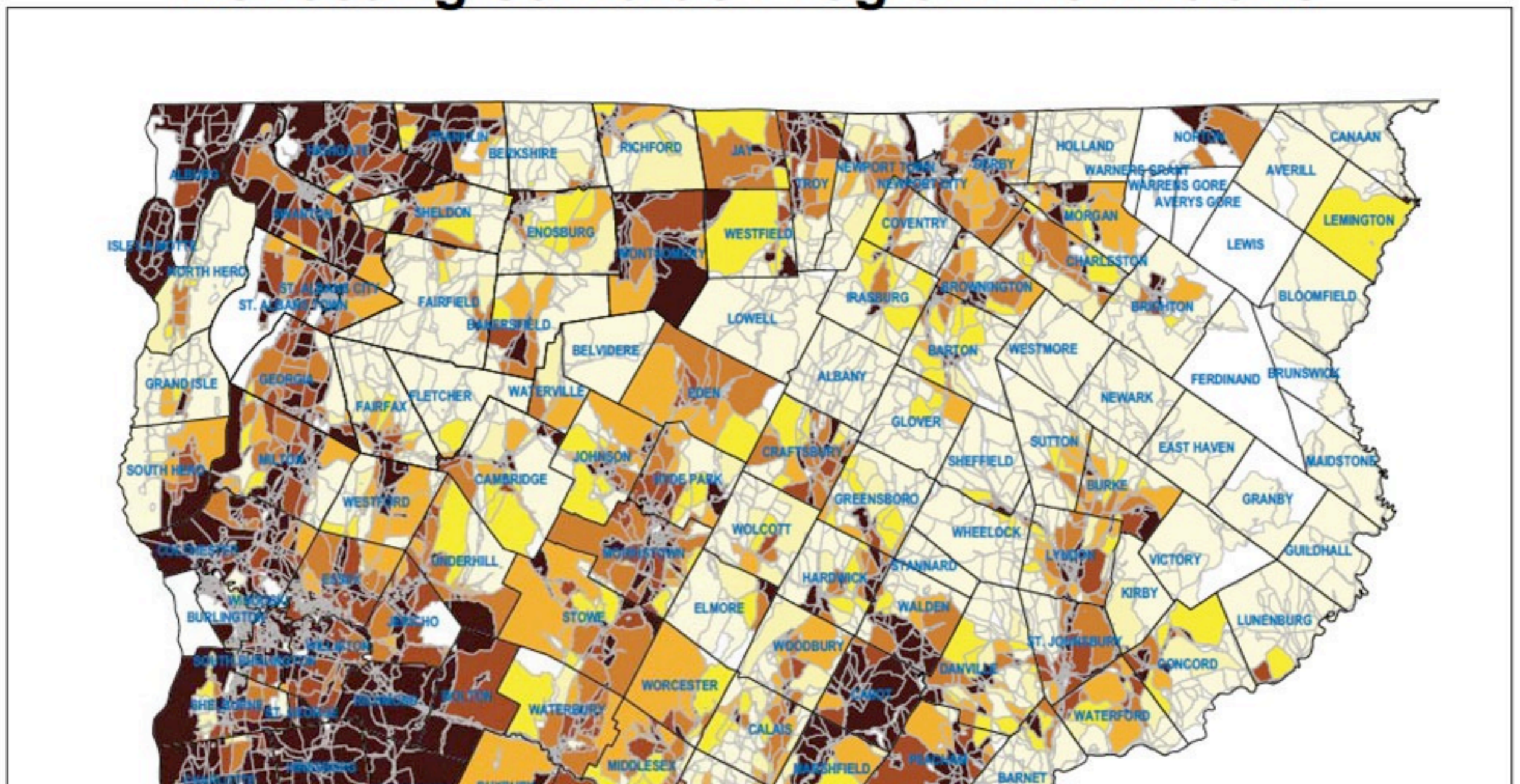
Rank my community

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

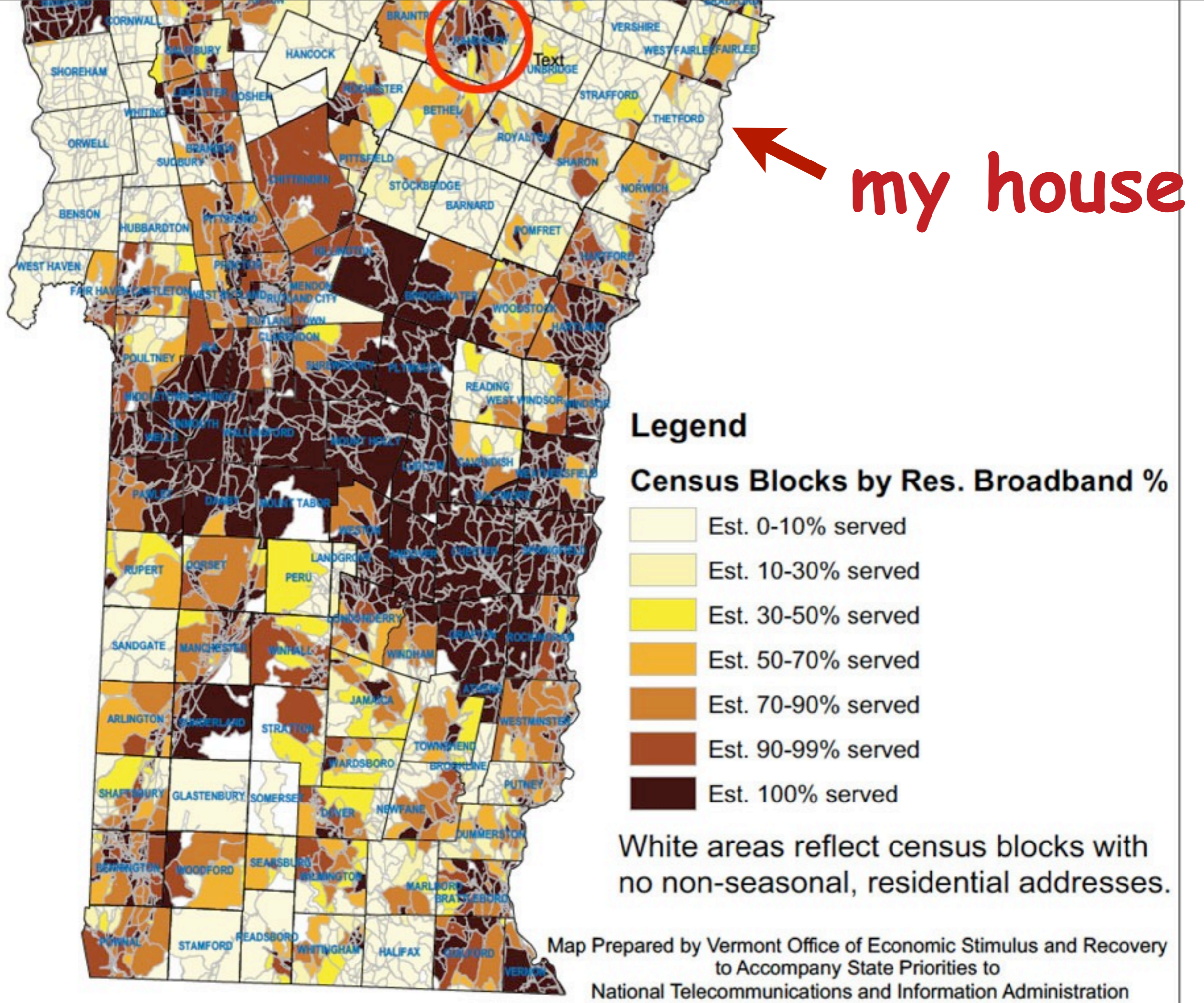
Getting data is a little confusing. The national broadband map can be ridiculous. Who benefits from this portrayal? ###

recovery.vermont.gov

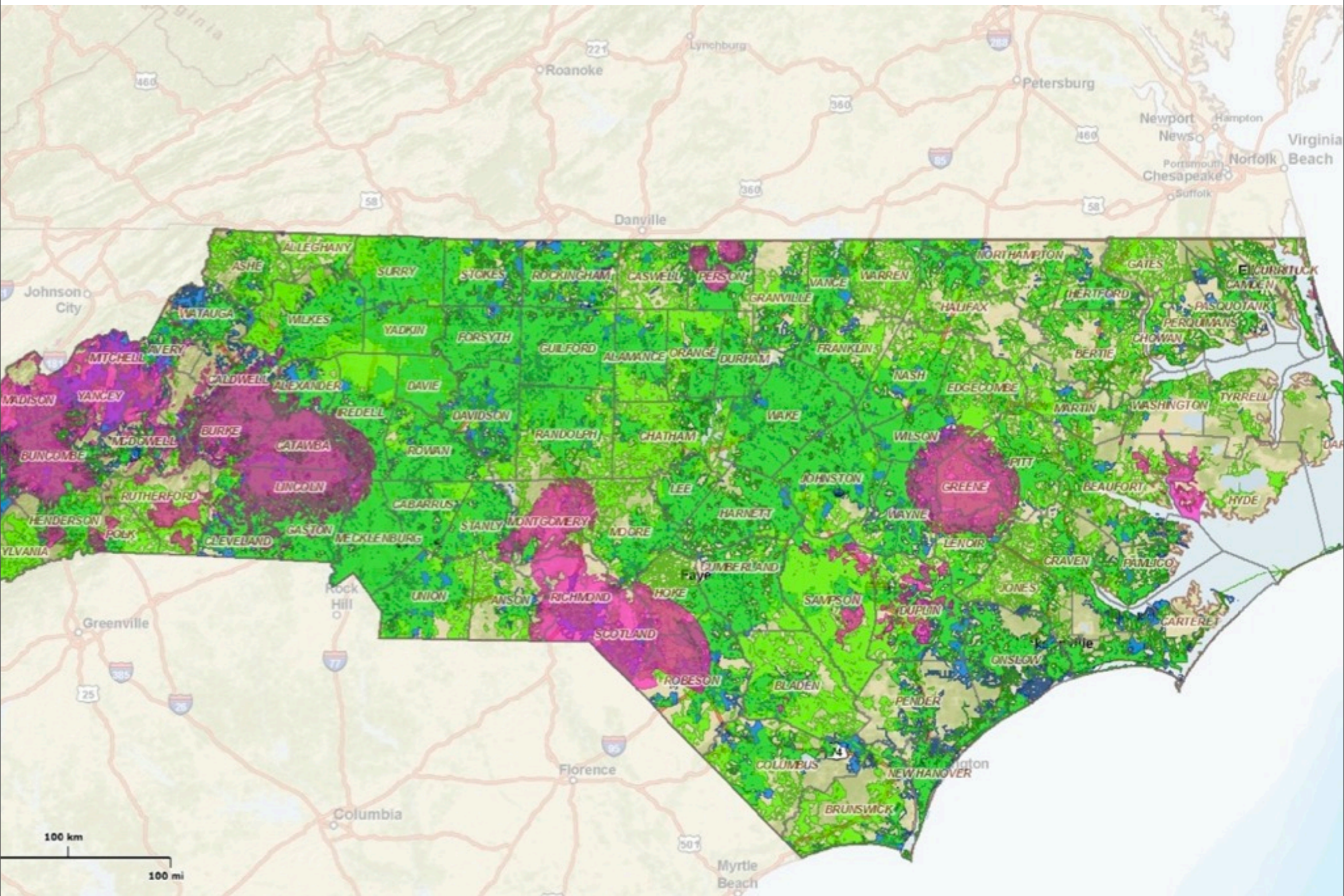
Broadband Availability by Census Block Reflecting Stimulus Program Definitions



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? ###



<http://www.e-ncbroadband.org/>

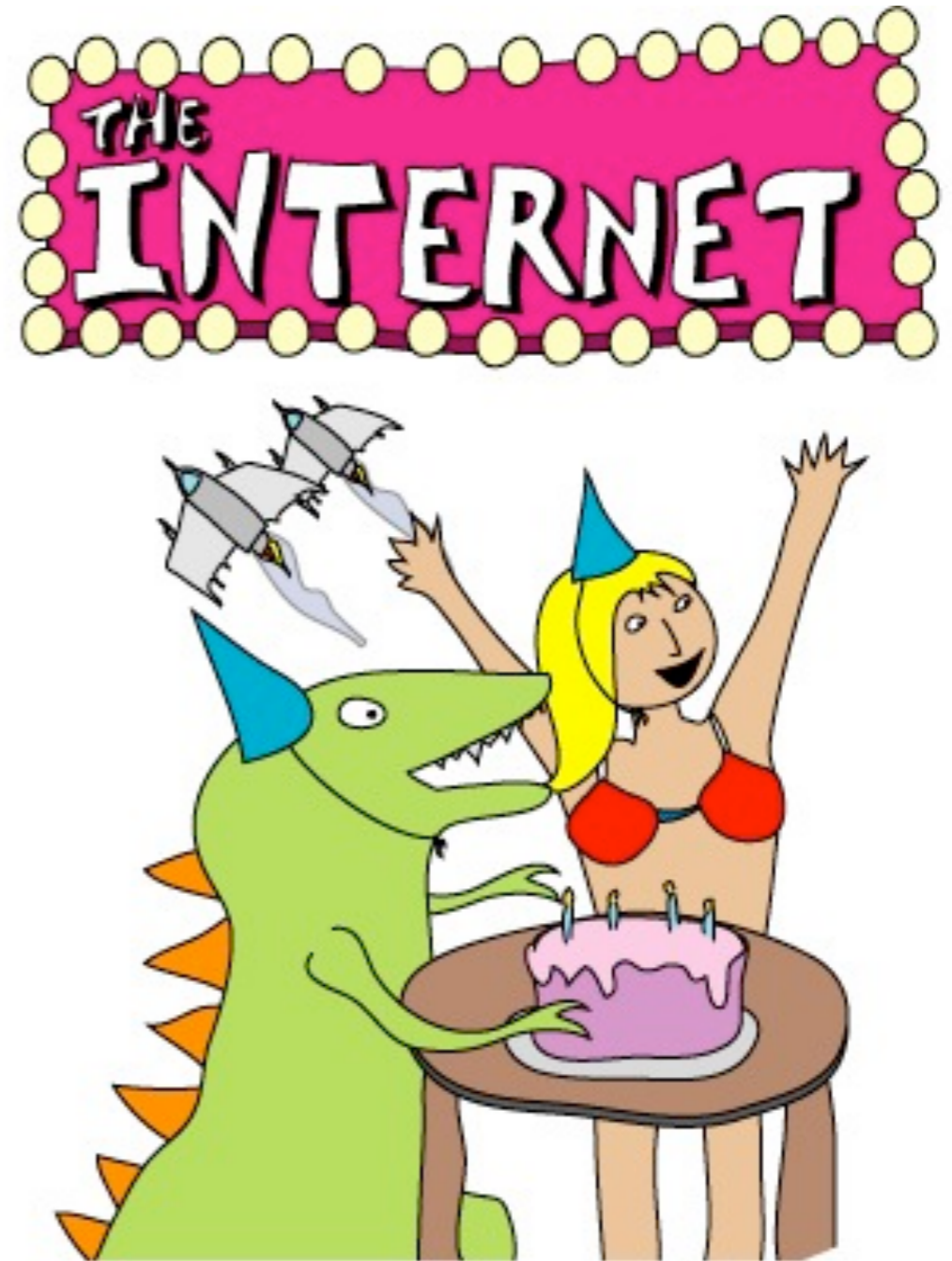
<http://www.ntia.doc.gov/press-release/2011/new-commerce-department-report-shows-broadband-adoption-rises-digital-divide-pers>

 what's stopping us? 

Let's look a little bit at what the current situation is. ###

competing messages

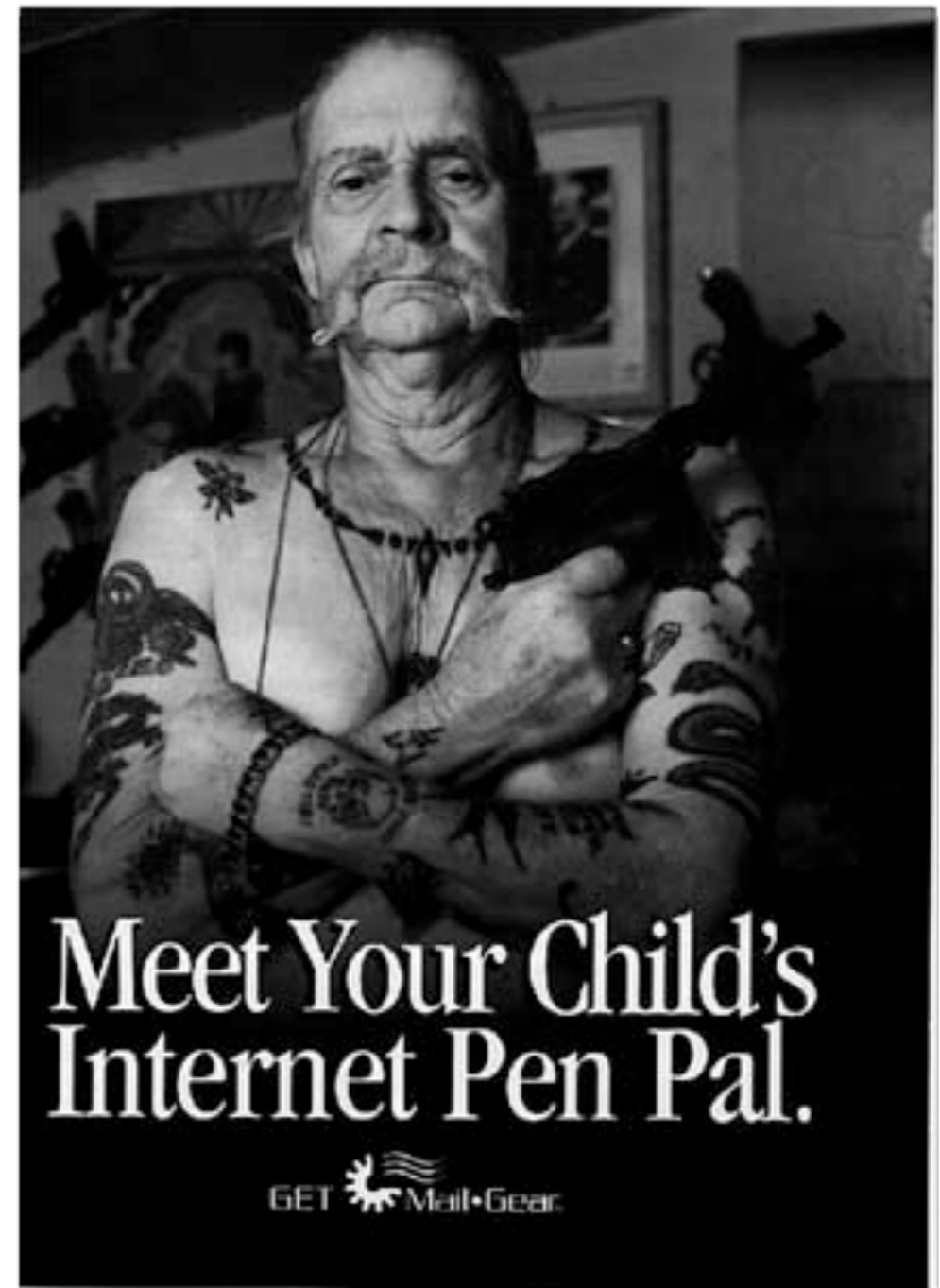
The internet
makes you
more
productive!
23%



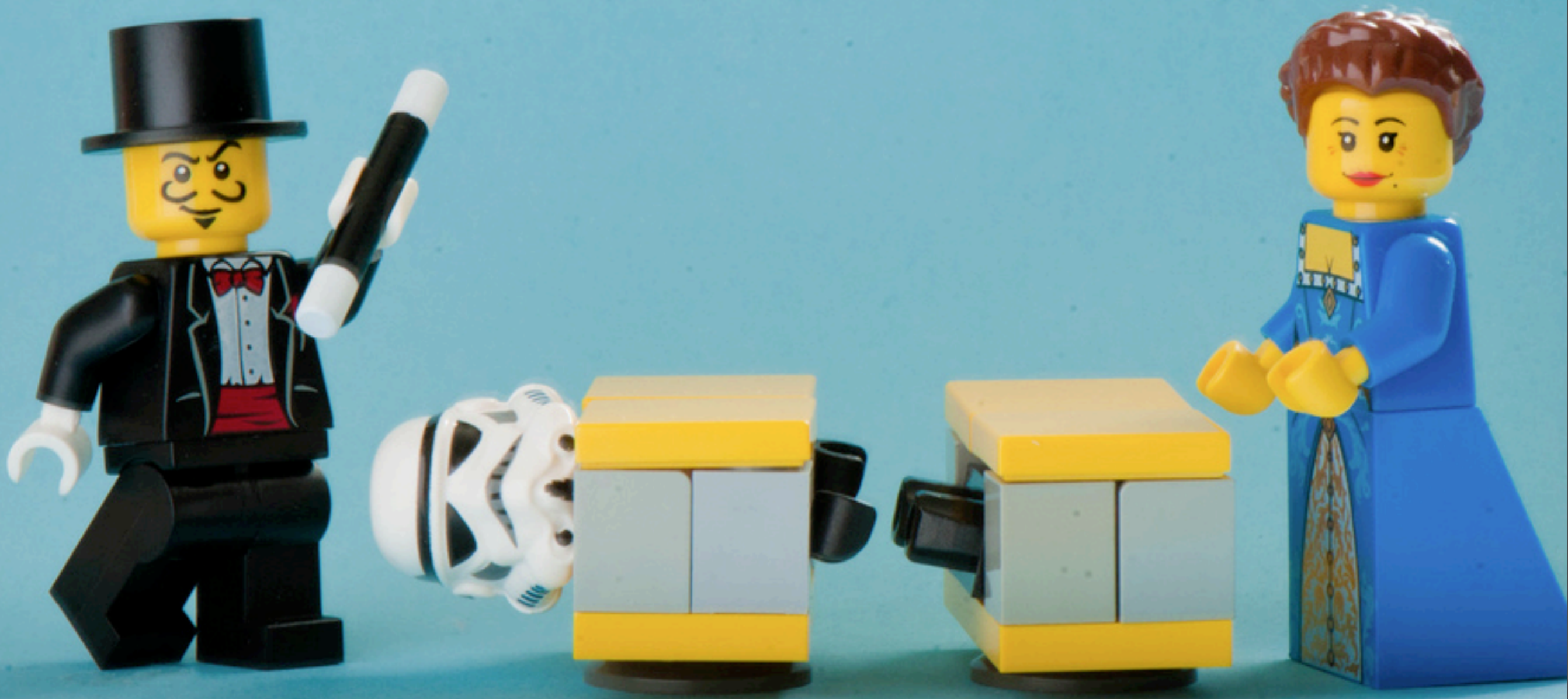
competing messages

The internet
is not secure

18%



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.**

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...

###

american libraries

SPECIAL ISSUE

THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION



The State of AMERICA'S LIBRARIES

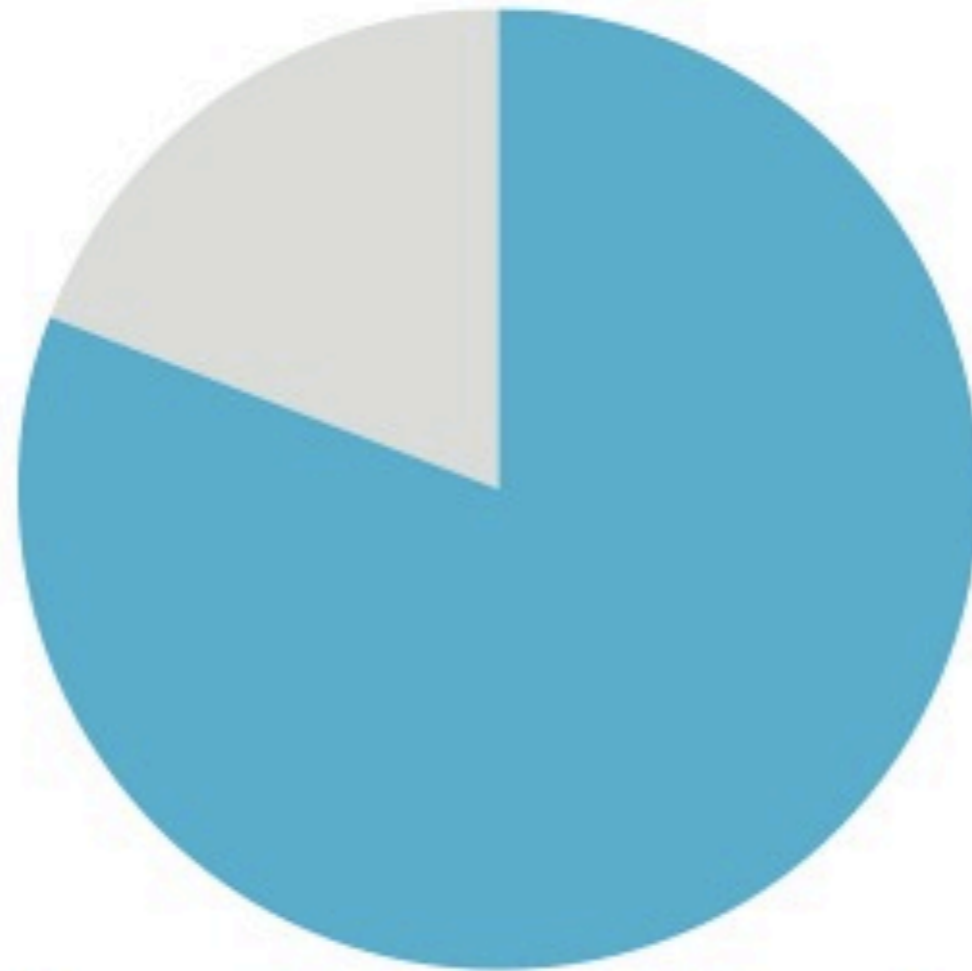
A Report from the American Library Association

Taxpayers Trust Libraries

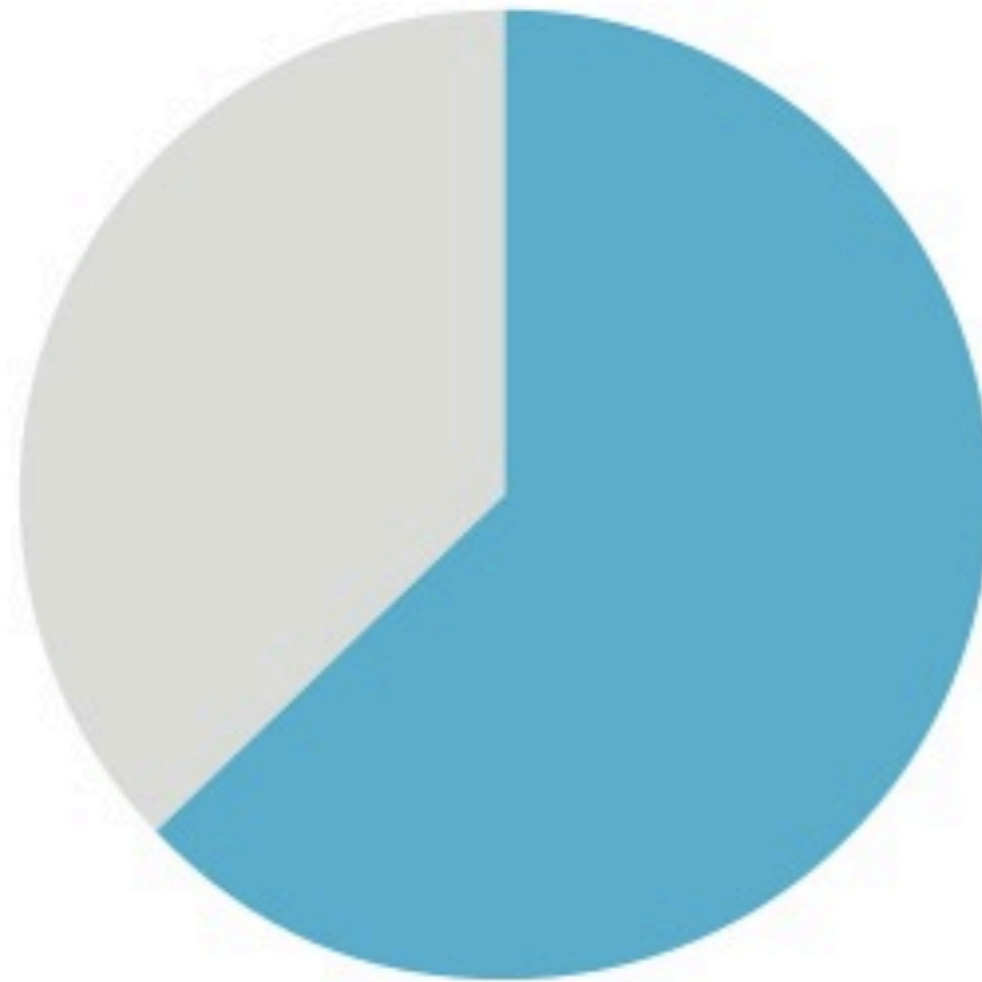
Job-seekers, Entrepreneurs Turn to Libraries

65% of Public Visited Library

67% of libraries report that they are the only source of free access to computers and the internet in their communities [down from 73% in 2010]. Now, of course, consider the source, and still...We have these numbers because we decided that they were important to count. ###



81% report that they have
insufficient availability of workstations
some or all of the time



63% have no dedicated IT staff,
meaning that librarians maintain the
computer system

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. ###

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. ###



the mess



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 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 "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.



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 matter,
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.

© 2009 Bank of America Corporation. All rights reserved.

This is NOT Bank of America!



Online Banki

Sign 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 guide](#) >>

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



**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](#)

Mobile phone number

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 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...?



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

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 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 ▶](#)

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 >](#)

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 >](#)

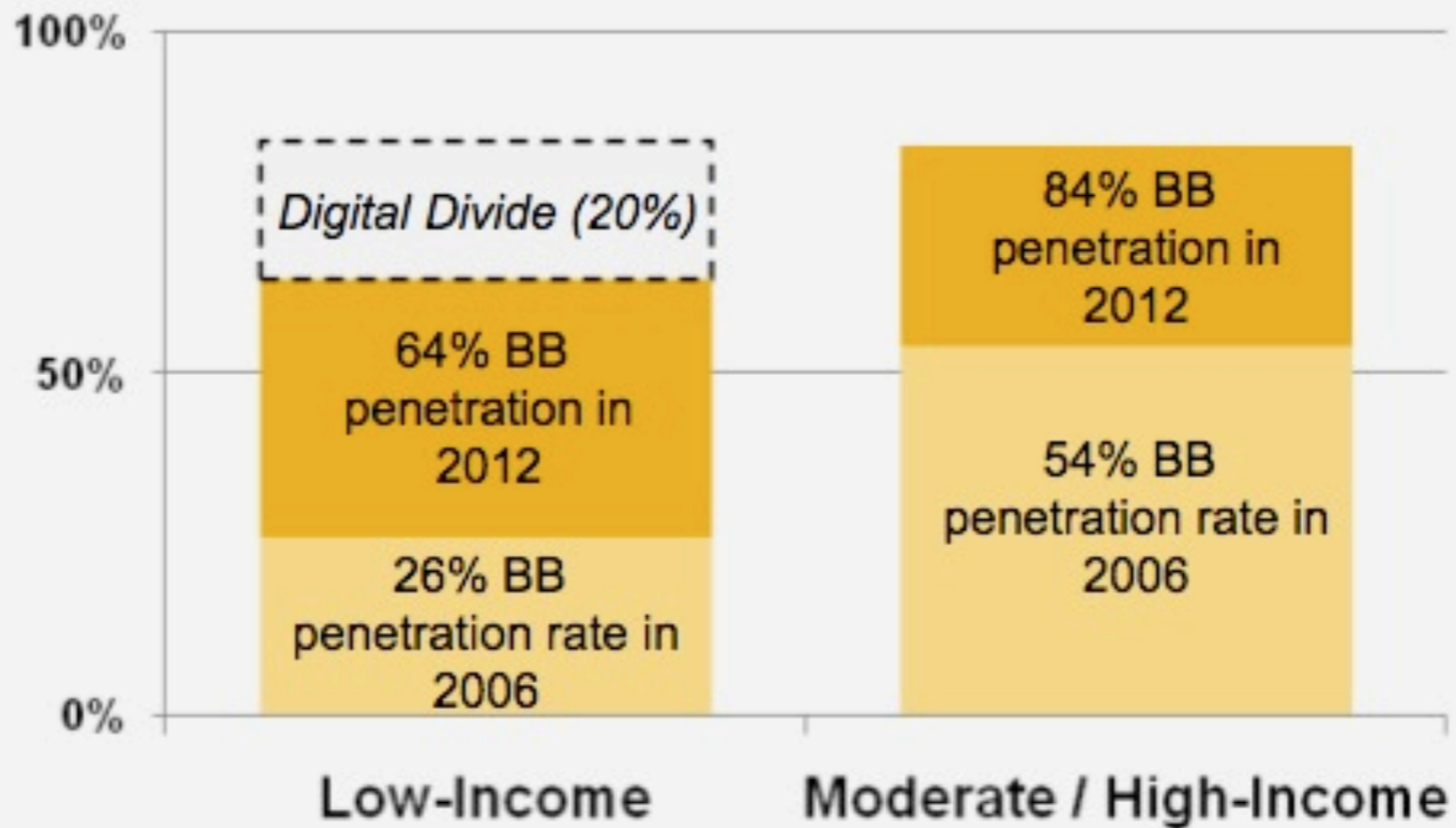


the myths



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

Digital Divide in NYC¹

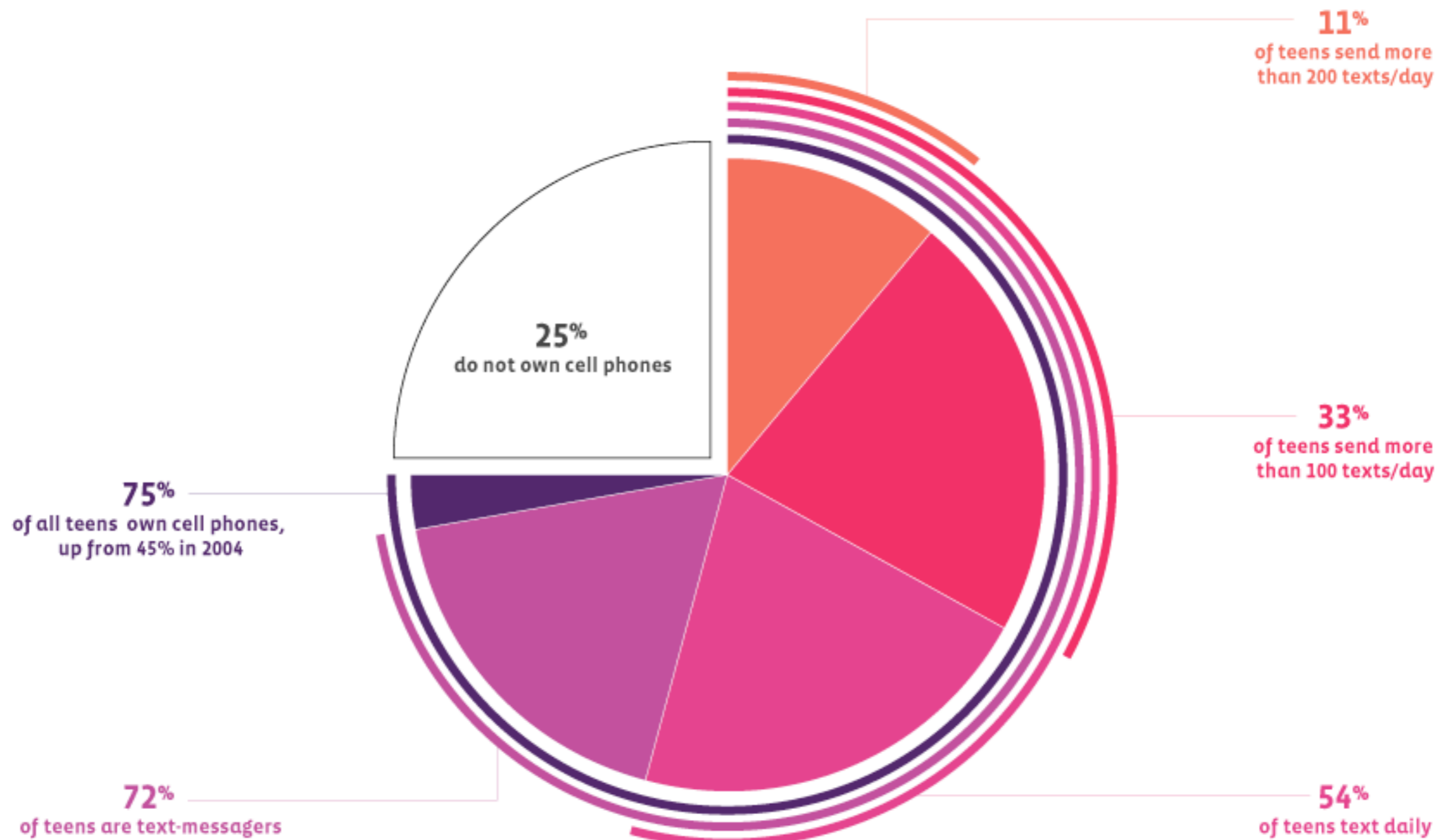


Estimated 666,140 low-income households (22% of all NYC households) without broadband

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

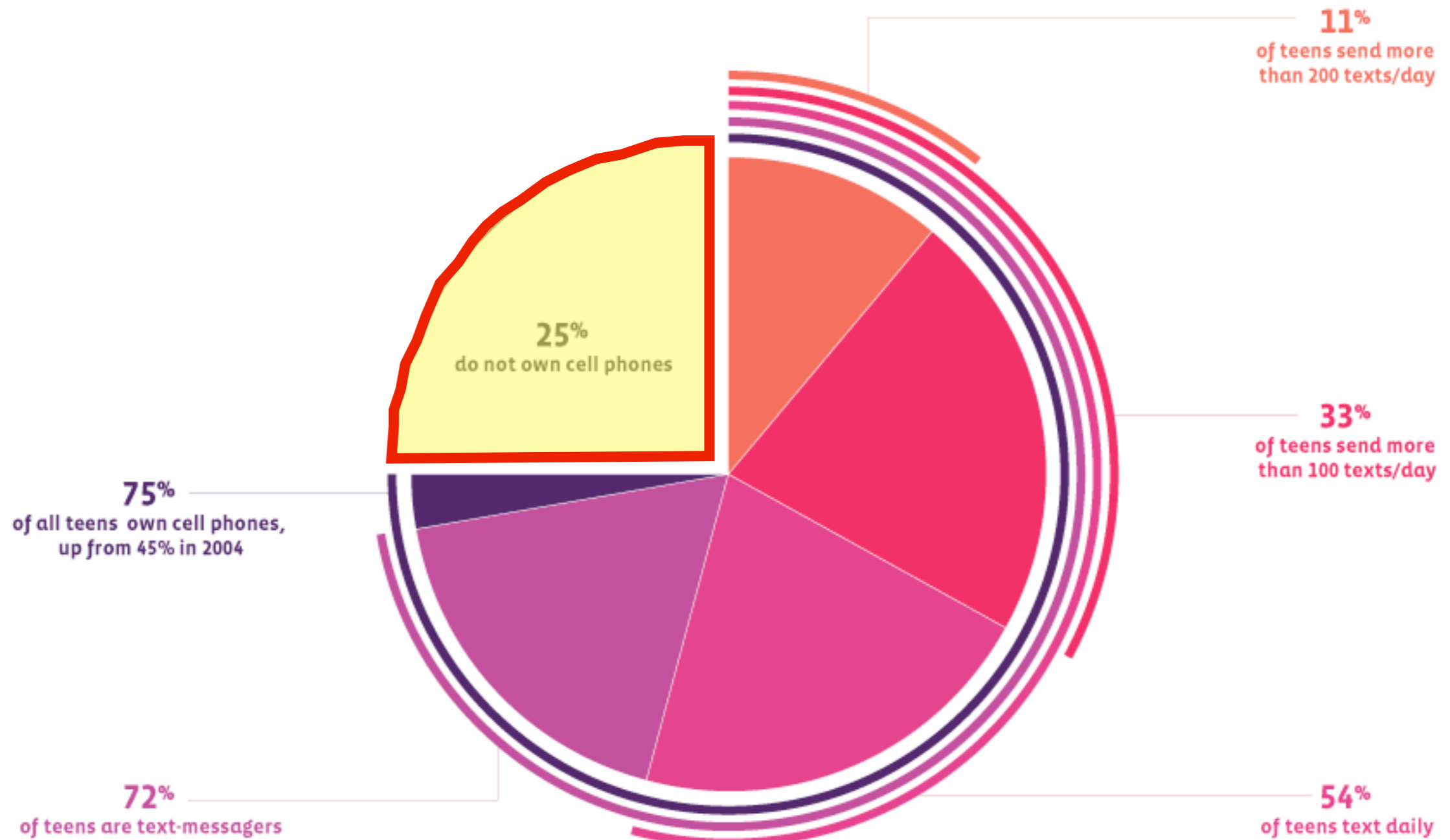
How Are Teens Using Their Cell Phones?

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**."



Connected Tennessee

@ConnectedTN



Follow



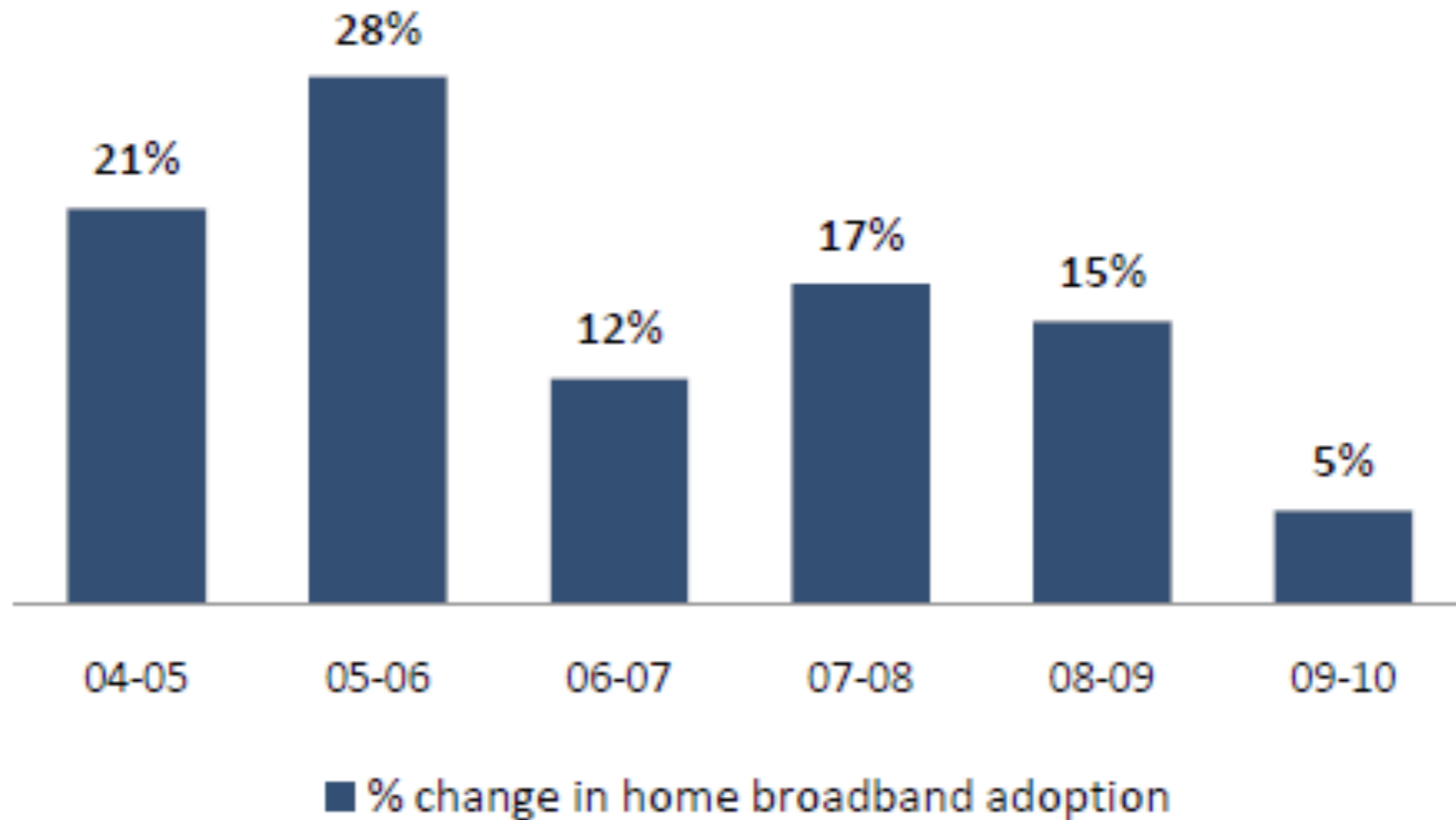
According to [@actionnews5](#), "2011 Broadband Growth was the Fastest in Five Years" - wmctv.com/story/17206588... #CTN #Broadband

9:43 AM - 22 Mar 12 via web · Embed this Tweet

Reply Retweet Favorite

but realistically, this is happening worldwide [in russia and poland]

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%

Broadband adoption trends within demographic groups, 2009-2010

% of all adults with broadband at home, 2009-2010

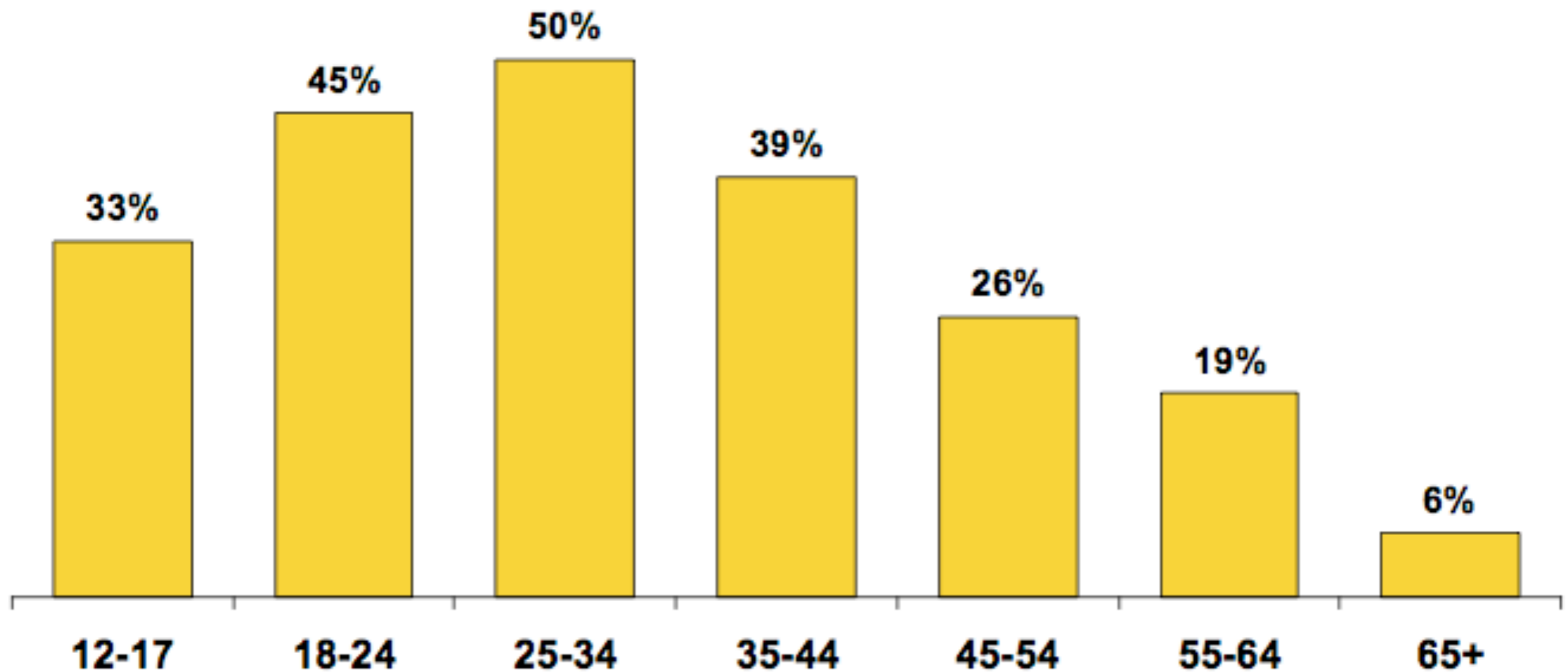
	2009	2010	Percentage point change, 2009-2010	Percent change, 2009-2010
All adults	63%	66%	3	5%
Gender				
Male	64	66	2	3%
Female	63	65	2	3%
Age				
18-29	77	80	3	4%
30-49	72	75	3	4%
50-64	61	63	2	3%
65+	30	31	1	3%
Race/Ethnicity				
White (non-Hispanic)	65	67	2	3%
Black (non-Hispanic)	46	56	10	22%
Hispanic (English-speaking)	68	66	-2	-3%

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

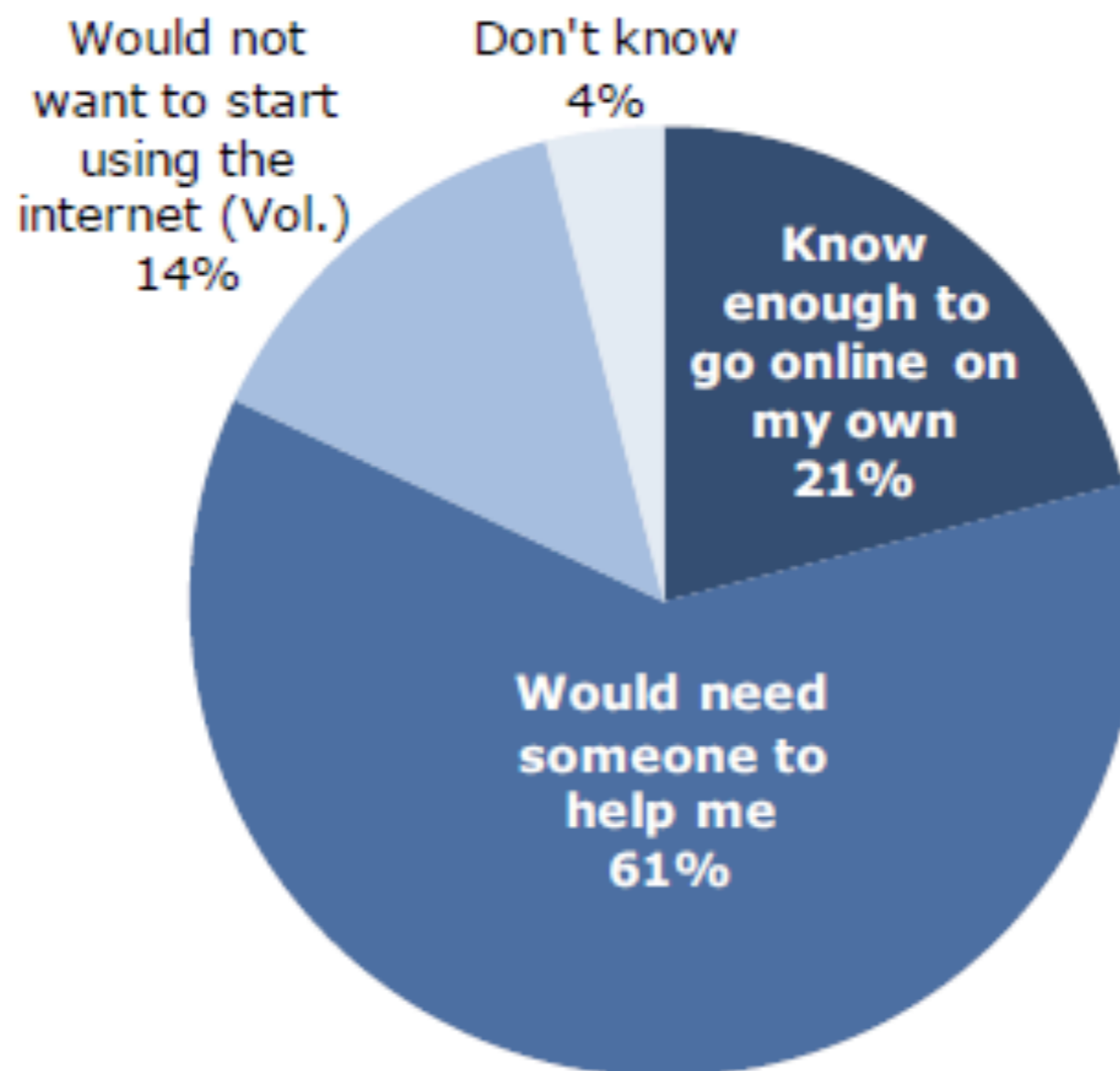


Other things to keep in mind: bandwidth caps, lack of net neutrality, expensive plans

"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



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 ⚙️

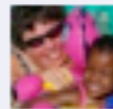
People find a way



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.

These publishers refuse to sell or license eBooks to libraries:

- *Macmillan Publishing*
- *Simon & Schuster*
- *Penguin Group*
- *Brilliance Audio*
- *Hachette Book Group*

Think that's wrong? We do too.

Learn more at <http://bit.ly/noebooks>

Or, contact these publishers directly:

Macmillan Publishing

75 Varick Street
New York, NY 10013
(212) 226-7521
customerservice@mpsvirginia.com

Simon & Schuster

1230 Avenue of the Americas
New York, NY 10020
(212) 698-7000
http://simonandschuster.com/about/contact_us

Hachette Book Group

466 Lexington Avenue #131
New York, NY 10017
(212) 364-1100
customer.service@hbgusa.com

Penguin Group

375 Hudson Street
New York, NY 10014
(212) 366-2000
ecommerce@us.penguin.com

Brilliance Audio

1704 Eaton Drive
Grand Haven, MI 49417
(616) 846-5256
libsales@brillianceaudio.com

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.

These publishers refuse to sell or license eBooks to libraries:

- *Macmillan Publishing*
- *Simon & Schuster*
- *Penguin Group*
- *Brilliance Audio*



[Home](#)

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

Simon & Schuster

1230 Avenue of the Americas
New York, NY 10020
(212) 698-7000
http://simonandschuster.com/about/contact_us

Brilliance Audio

1704 Eaton Drive
Grand Haven, MI 49417
(616) 846-5256
libsales@brillianceaudio.com

Hachette Book Group

466 Lexington Avenue #131
New York, NY 10017
(212) 364-1100
customer.service@hbgusa.com

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.

These publishers refuse to sell or license eBooks to libraries



- [Search](#)
- [Course Help](#)
- [Research Help](#)
- [Library Services](#)
- [Requests](#)



[Home](#)

**Cornell University
Public Domain**

ns on Use of

U-M Orphan Works Project

(212) 630-7000
http://simonandschuster.com/about/contact_us

(616) 670-0000
libsales@brillianceaudio.com

Hachette Book Group

466 Lexington Avenue #131
New York, NY 10017
(212) 364-1100
customer.service@hbgusa.com

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.

These publishers refuse to sell or license eBooks to libraries

[Back](#)

Borrow



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

(212) 630-7000
http://simonandschuster.com/about/contact_us

(616) 670-0000
libsales@brillianceaudio.com

Hachette Book Group

466 Lexington Avenue #131
New York, NY 10017
(212) 364-1100
customer.service@hbgusa.com

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.

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.

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 »

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

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](#)

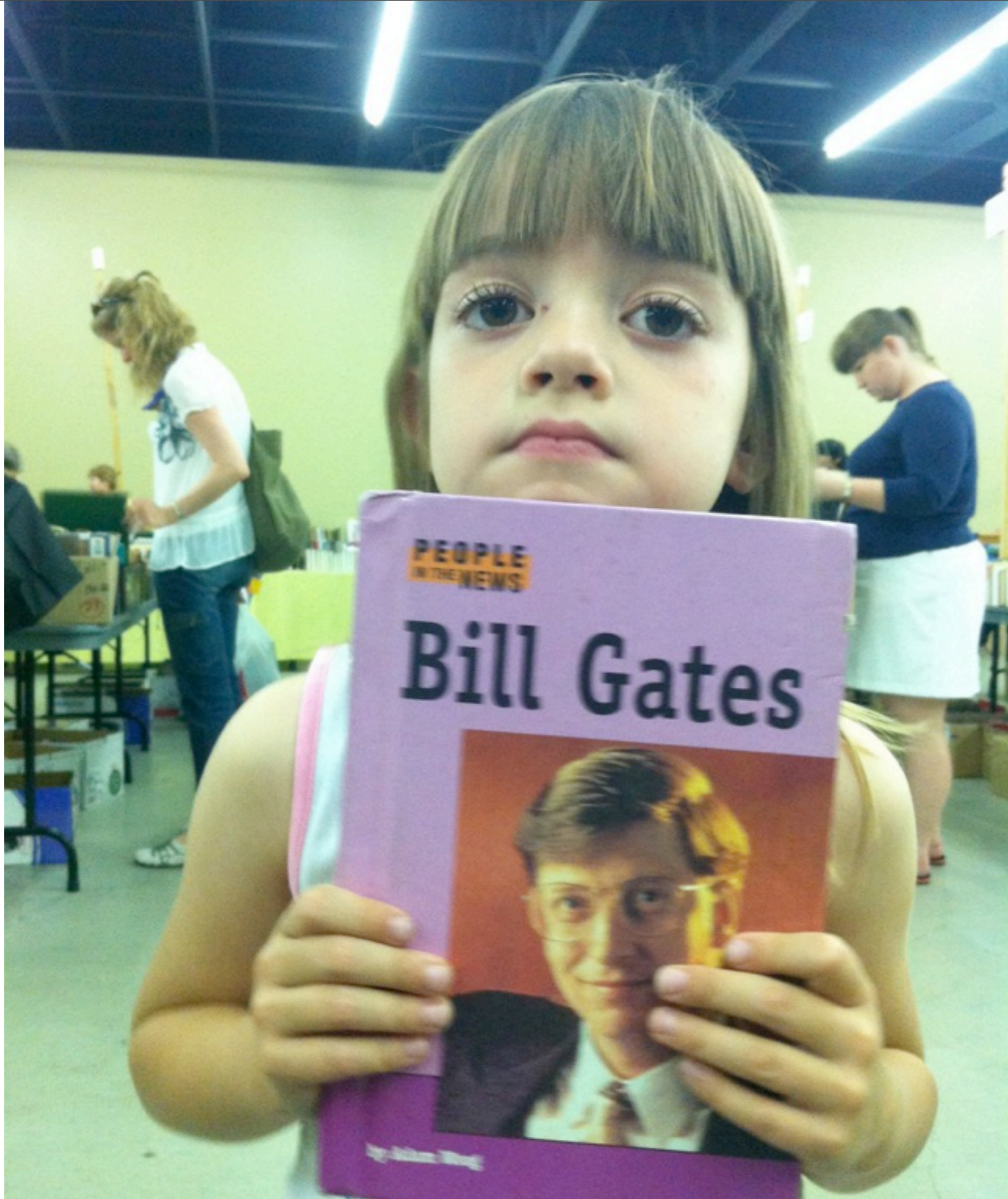
Categories »

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



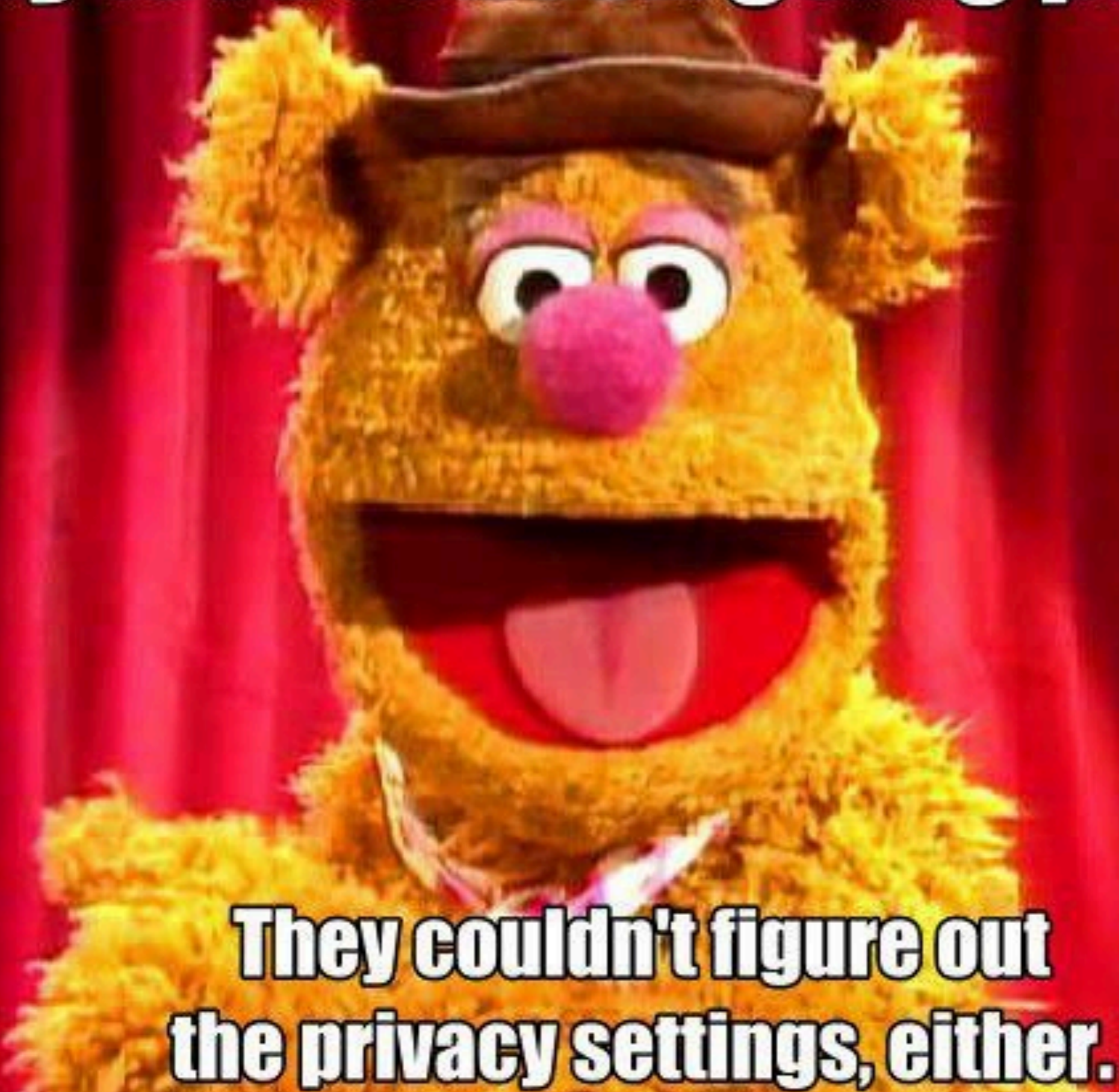
final words





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.

Why is Facebook going public?



**They couldn't figure out
the privacy settings, either.**

So at some level it all comes down to culture. This image is a joke because we share a culture, we know certain things.... but this culture which feels democratizing and inclusive (if goofy) is not yet really available to everyone. We are the integral link in making that happen. Join me.



thank you



librarian.net/talks/metrolina