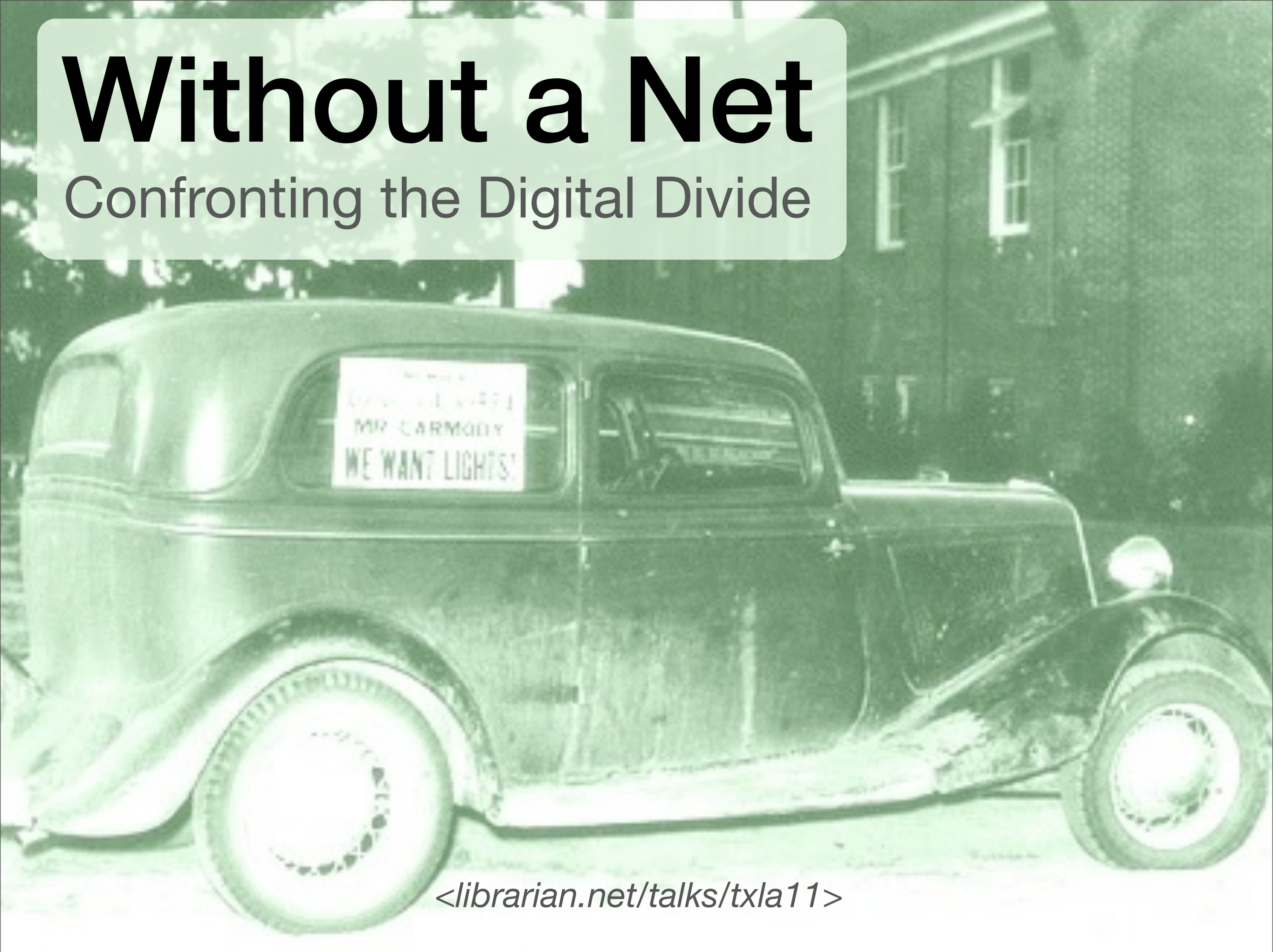# Without a Net

Confronting the Digital Divide

<librarian.net/talks/txla11>

[2-3:20]Thanks for having me. I'm jessamyn west and I've been teaching "my first email" classes since I started library school about fifteen years ago. 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 hasn't come true yet, and it may never. People have a lot of misunderstandings about technology and especially technology penetration and uptake in the US. As librarians, this is becoming our issue, and it didn't used to be. I'll explain why and talk a little bit about what we can do. Slides for my talk are at .... I talk quickly and I mention a lot of things... I also love technology, I use it all the time, it solves problems for me, but this isn't true for everyone. ###

where we are

Let's look a little bit at what the current situation is as far as technology and libraries in the US. ###

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. Telecom people understand infrastructure but not the social safety net....###

broadbandmap.gov

NBM

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

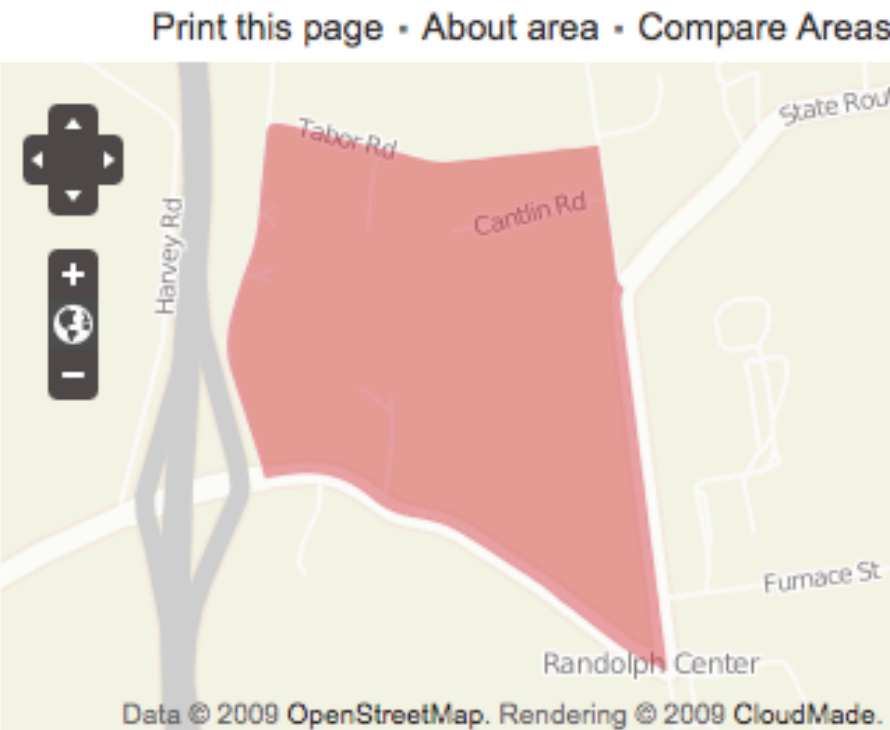| Sovernet Communications | 25 - 50 Mbps | » |
FairPoint Communications, Inc.	6 - 10 Mbps	
Verizon Communications Inc.	3 - 6 Mbps	
Comcast Corporation	3 - 6 Mbps	

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 »
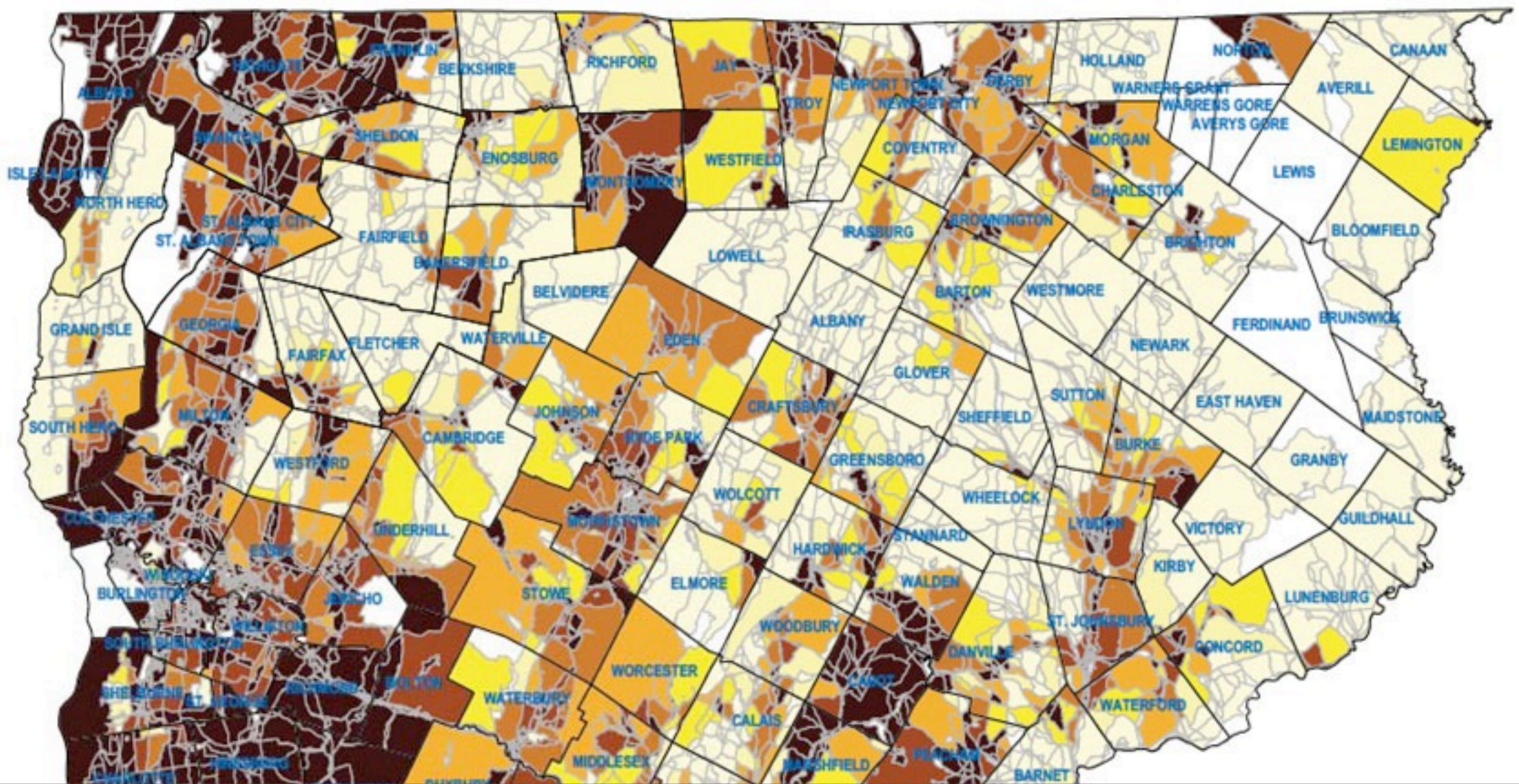Share this page with my community

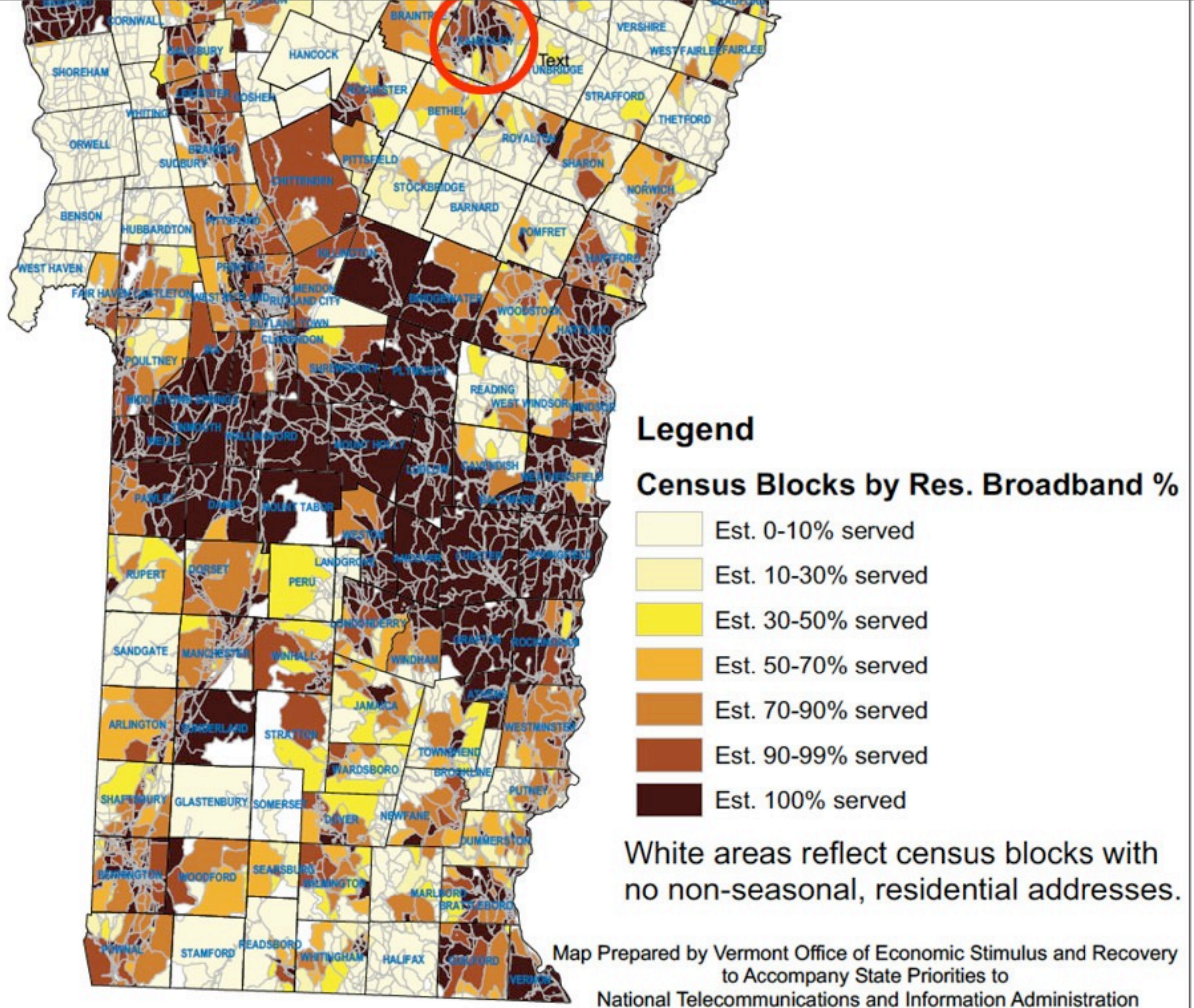**Map »**
Map my community

Rank »
Rank my community

Getting data about these people is a little confusing. The national broadband map came out in February. I was waiting for it. Hoping to be able to point to it and say "see?!" Sadly, it is ridiculous. Here is my town. I live in a town of about 4500 people. We have broadband on the main streets. If I check here.... And we have to ask, who benefits from this portrayal? ###
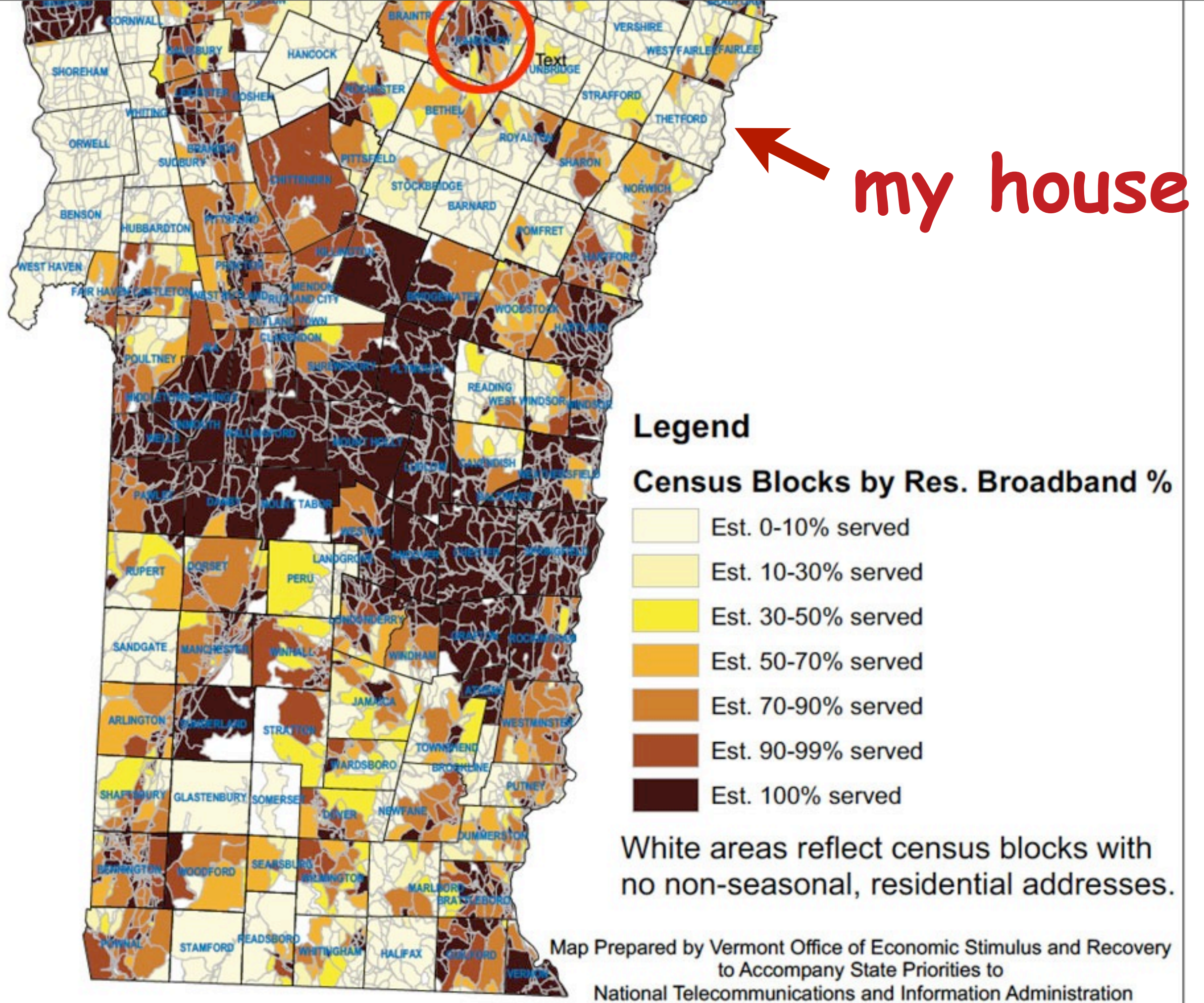
recovery.vermont.gov

Broadband Availability by Census Block
Reflecting Stimulus Program Definitions

This is a more realistic assessment from recovery.vermont.gov. This was created to get stimulus money for the state. 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...? ###

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
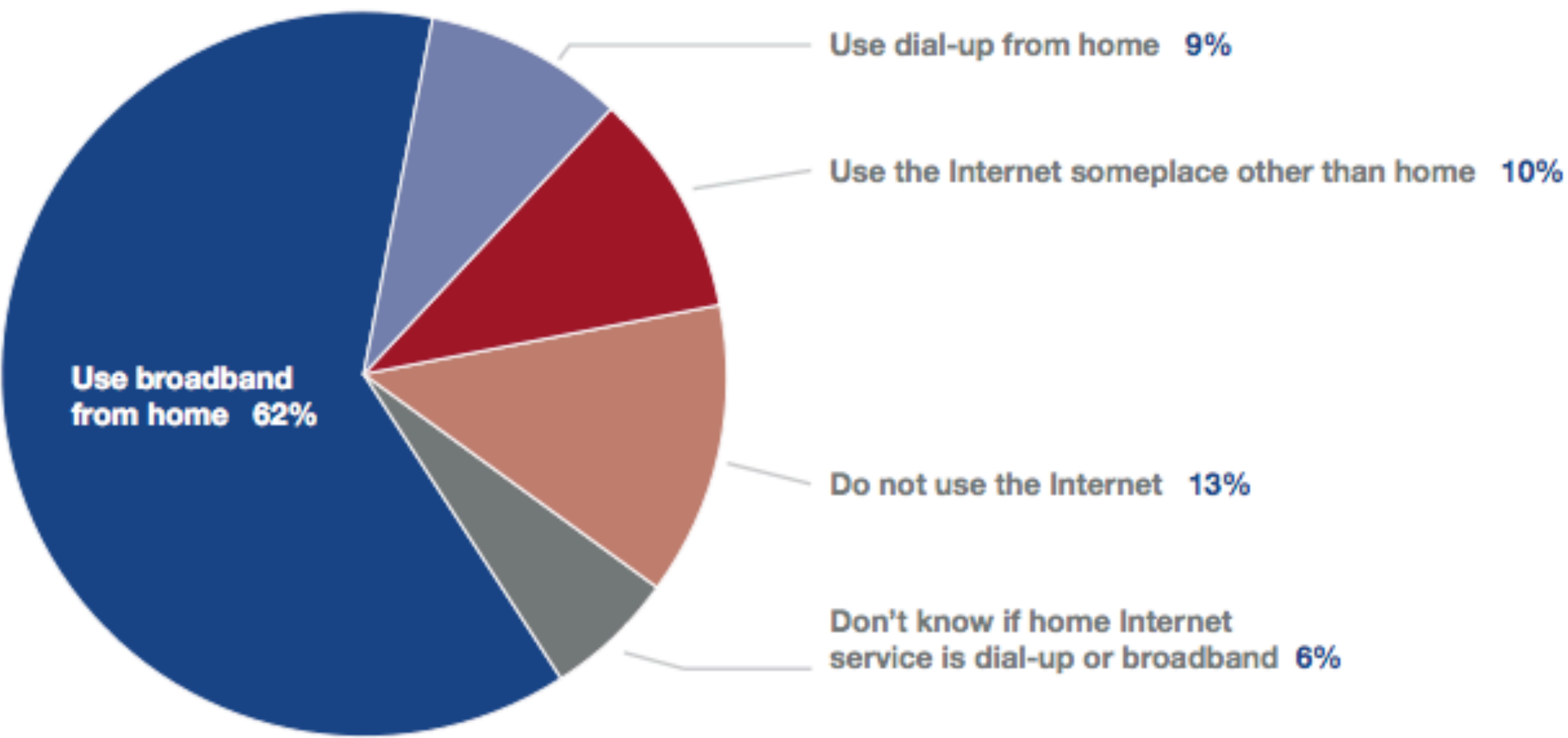
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here in Texas

Figure 1: Texas Technology Adoption Summary

Use dial-up from home **9%**

Use the Internet someplace other than home **10%**

Use broadband from home **62%**

Do not use the Internet **13%**

Don't know if home Internet service is dial-up or broadband **6%**

Things are not so different here in Texas. 38% of people don't have broadband at home. 10% of Texans don't have the broadband option. ###
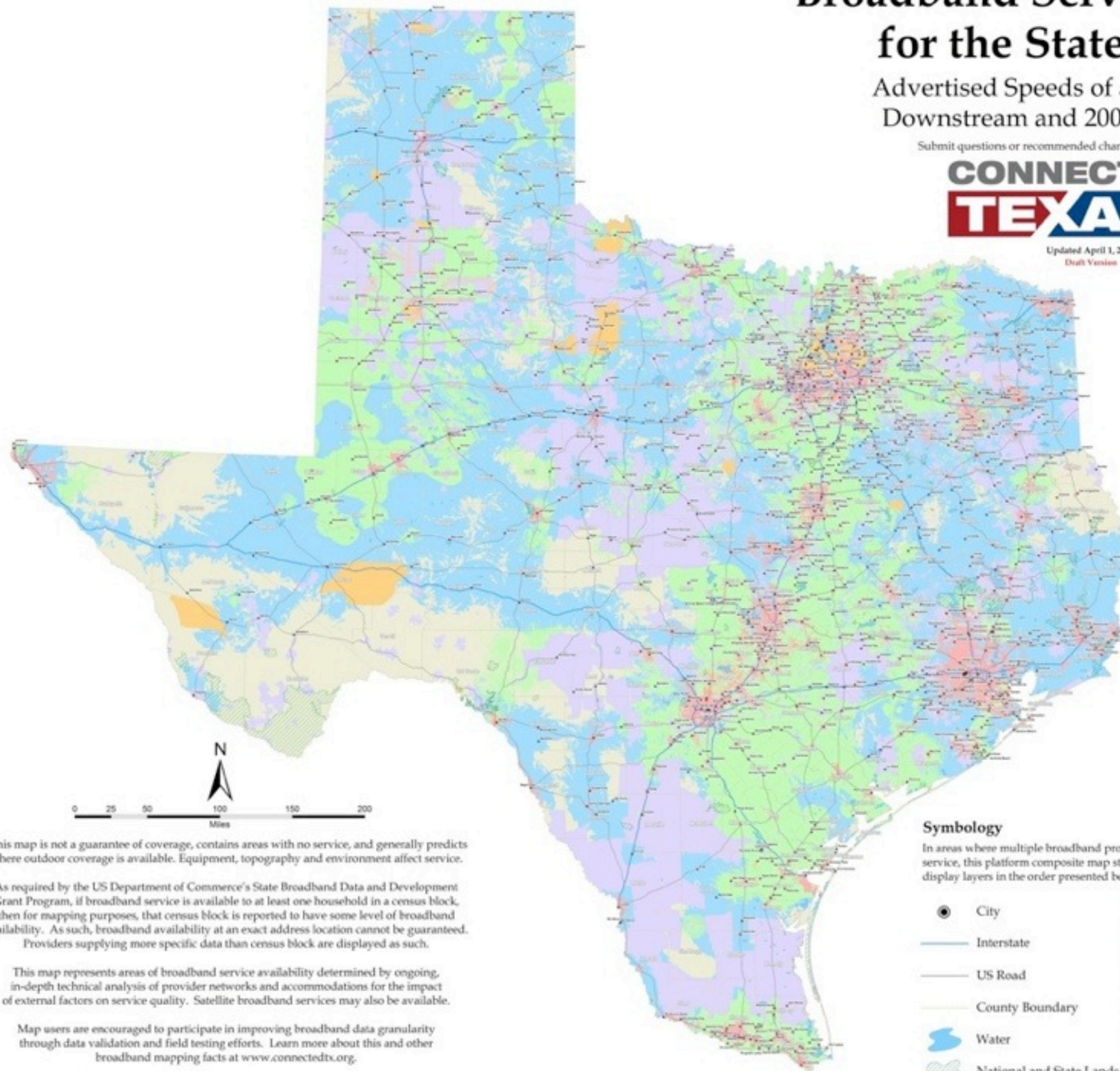
Broadband Service Inventory for the State of Texas

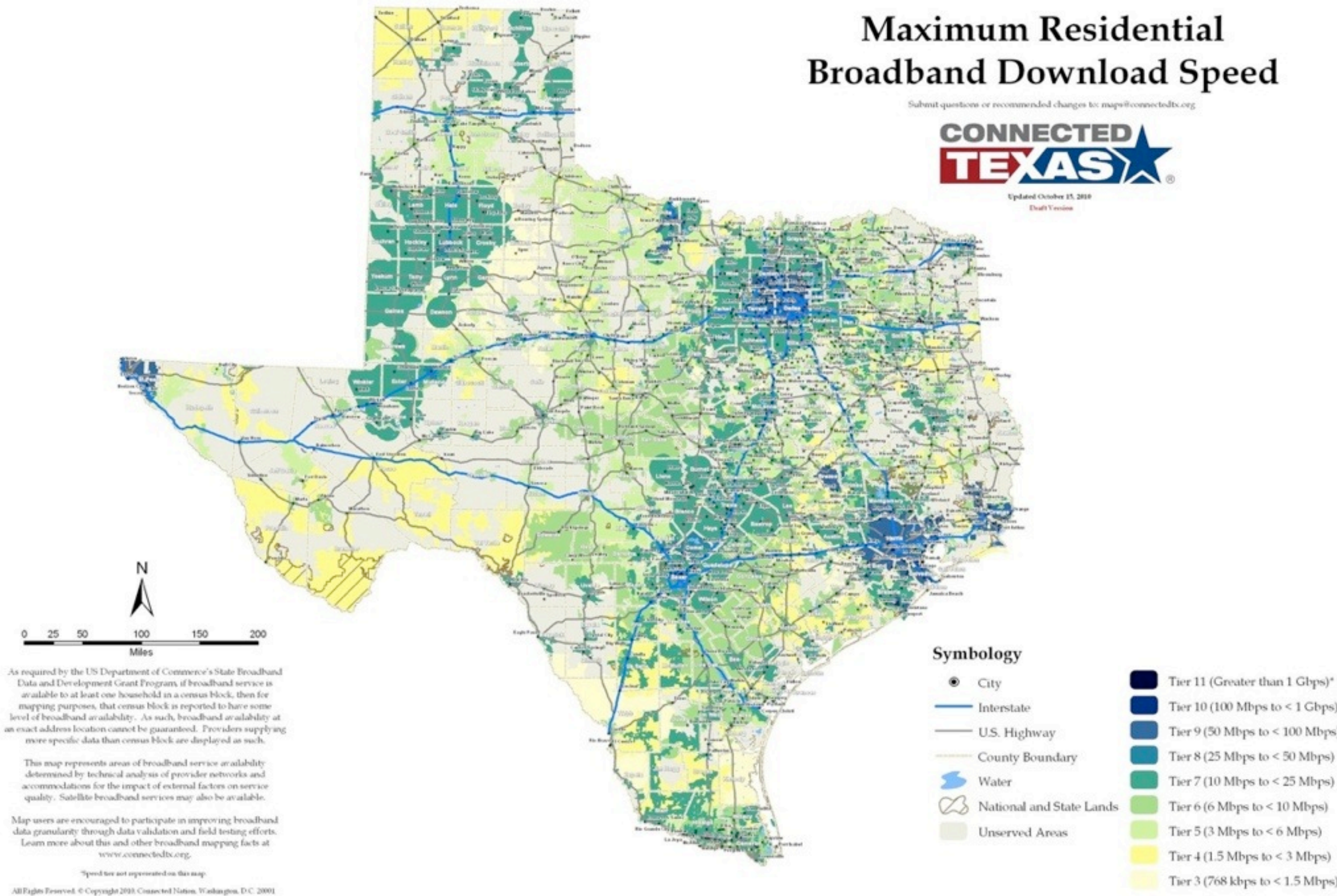Advertised Speeds of at Least 768 kbps Downstream and 200 kbps Upstream

How about you guys? Green means "fixed wireless broadband" available. Blue means "mobile broadband available" Tan means unserved. "This map is not a guarantee of coverage, contains areas with no service and generally predicts were outdoor coverage is available" ###

Maximum Residential Broadband Download Speed

Submit questions or recommended changes to: maps@connectedtx.org

CONNECTED TEXAS ★

Updated October 15, 2010
Draft Version

Symbology

- ◉ City
- —— Interstate
- —— U.S. Highway
- .... County Boundary
- Water
- National and State Lands
- Unserved Areas

- Tier 11 (Greater than 1 Gbps)*
- Tier 10 (100 Mbps to < 1 Gbps)
- Tier 9 (50 Mbps to < 100 Mbps)
- Tier 8 (25 Mbps to < 50 Mbps)
- Tier 7 (10 Mbps to < 25 Mbps)
- Tier 6 (6 Mbps to < 10 Mbps)
- Tier 5 (3 Mbps to < 6 Mbps)
- Tier 4 (1.5 Mbps to < 3 Mbps)
- Tier 3 (768 kbps to < 1.5 Mbps)

N

0 25 50 100 150 200
Miles

As required by the US Department of Commerce's State Broadband Data and Development Grant Program, if broadband service is available to at least one household in a census block, then for mapping purposes, that census block is reported to have some level of broadband availability. As such, broadband availability at an exact address location cannot be guaranteed. Providers supplying more specific data than census block are displayed as such.

This map represents areas of broadband service availability determined by technical analysis of provider networks and accommodations for the impact of external factors on service quality. Satellite broadband services may also be available.

Map users are encouraged to participate in improving broadband data granularity through data validation and field testing efforts. Learn more about this and other broadband mapping facts at www.connectedtx.org.

*Speed tier not represented on this map.

All Rights Reserved. © Copyright 2010, Connected Nation, Washington, D.C. 20001

Fixed broadband at download speeds of 768 Kbps or above was available to approximately 7.14 million households, or 96.63% of all Texan households. This implies that 3.37% [approximately a quarter million Texan households] remain unserved by terrestrial, fixed broadband ###

digitally divided

- 34% of Americans have 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." ###
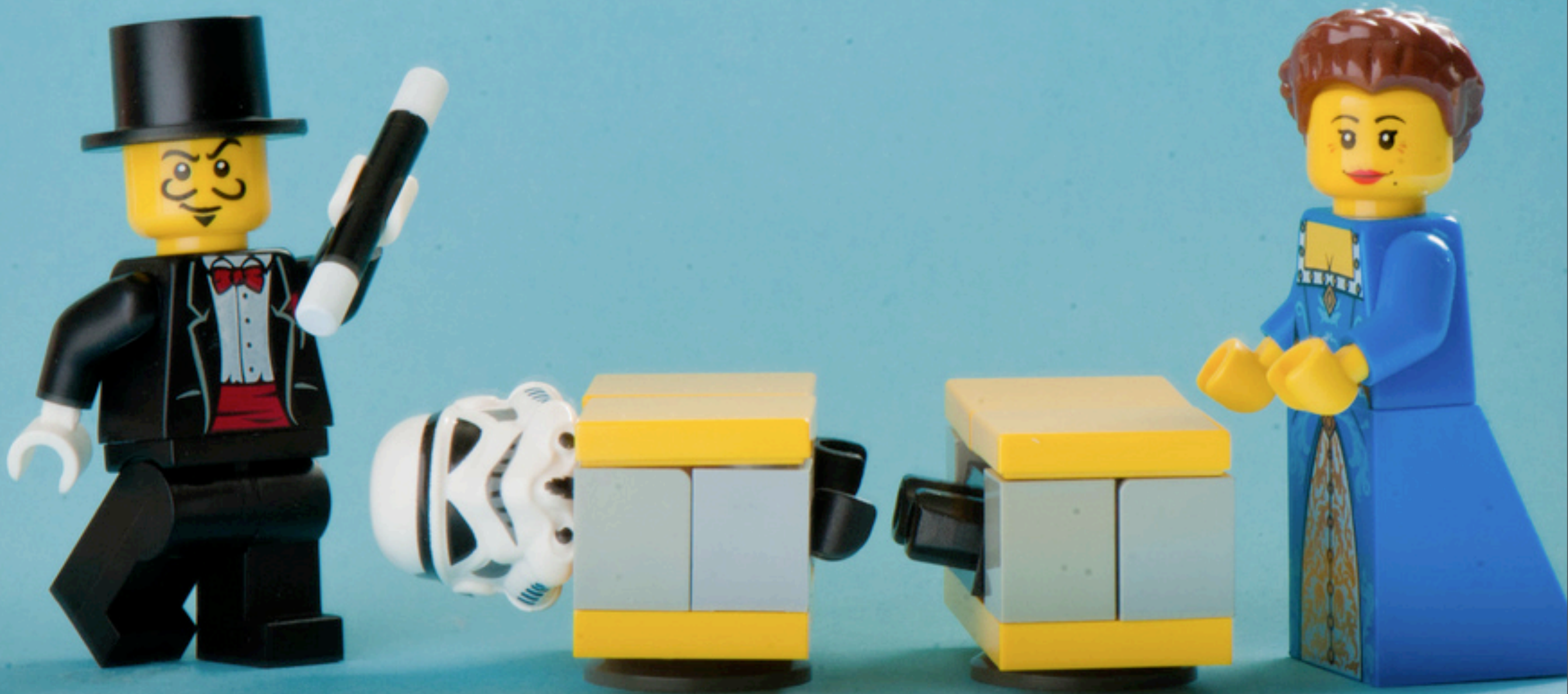
why not?

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? ###

it's magic?

"sufficiently advanced tech, indistinguishable from 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. They feel resentful that they are denied access to the magic machine and at the same time aren't getting the "this is just a complicated tool" message. There's a lot of magical thinking and not all of it good. ###

put more simply...

Competing Media Messages:
The Top Two Themes about Technology

Percent of Technology Stories

Theme	Percent
Technology makes life more productive	23%
The internet is not secure	18%

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

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 it's what we have for public, egalitarian, wired and staffed. "Unfunded mandate" A few more numbers. ###

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. ###

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" which means we get money for rebuilding and reopening after emergencies. This is a photo of the Cedar Rapids library, the flood in **** was the impetus for this legal change, though I'm sure the flood in Katrina had something to do with that. ###
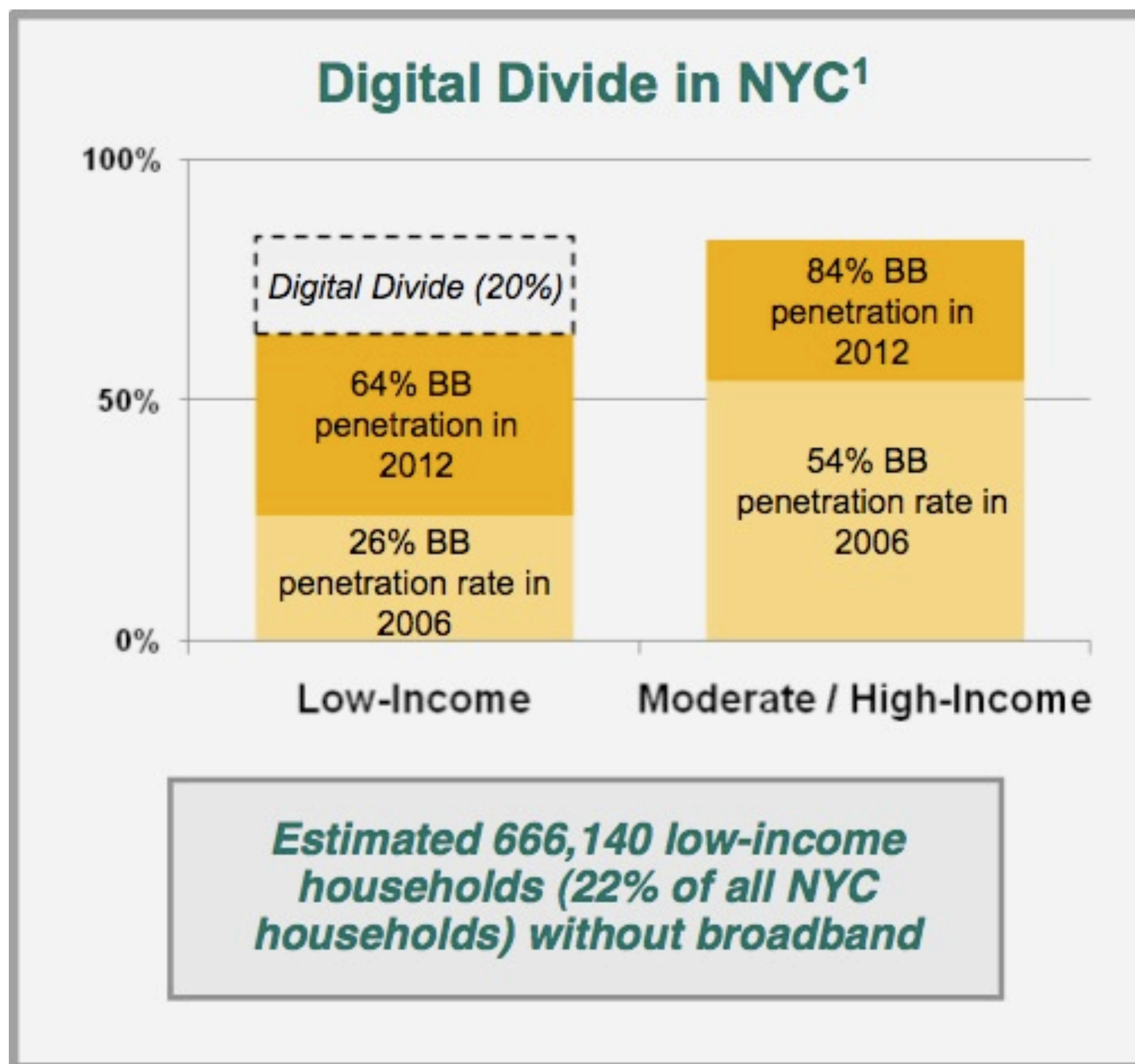
common misconceptions

I'd like to talk a little bit about the things that people think about the digital divide that don't seem to be true based on my research. There are links to these things on the list of links, feel free to check my work. ###

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

Besides being unkind, this is untrue, to a point. Where I am, it's a little more true actually. The younger generation is going to American schools and technology build out is happening. However we're not seeing this same thing happening in tech-rich urban areas with large immigrant populations. ###
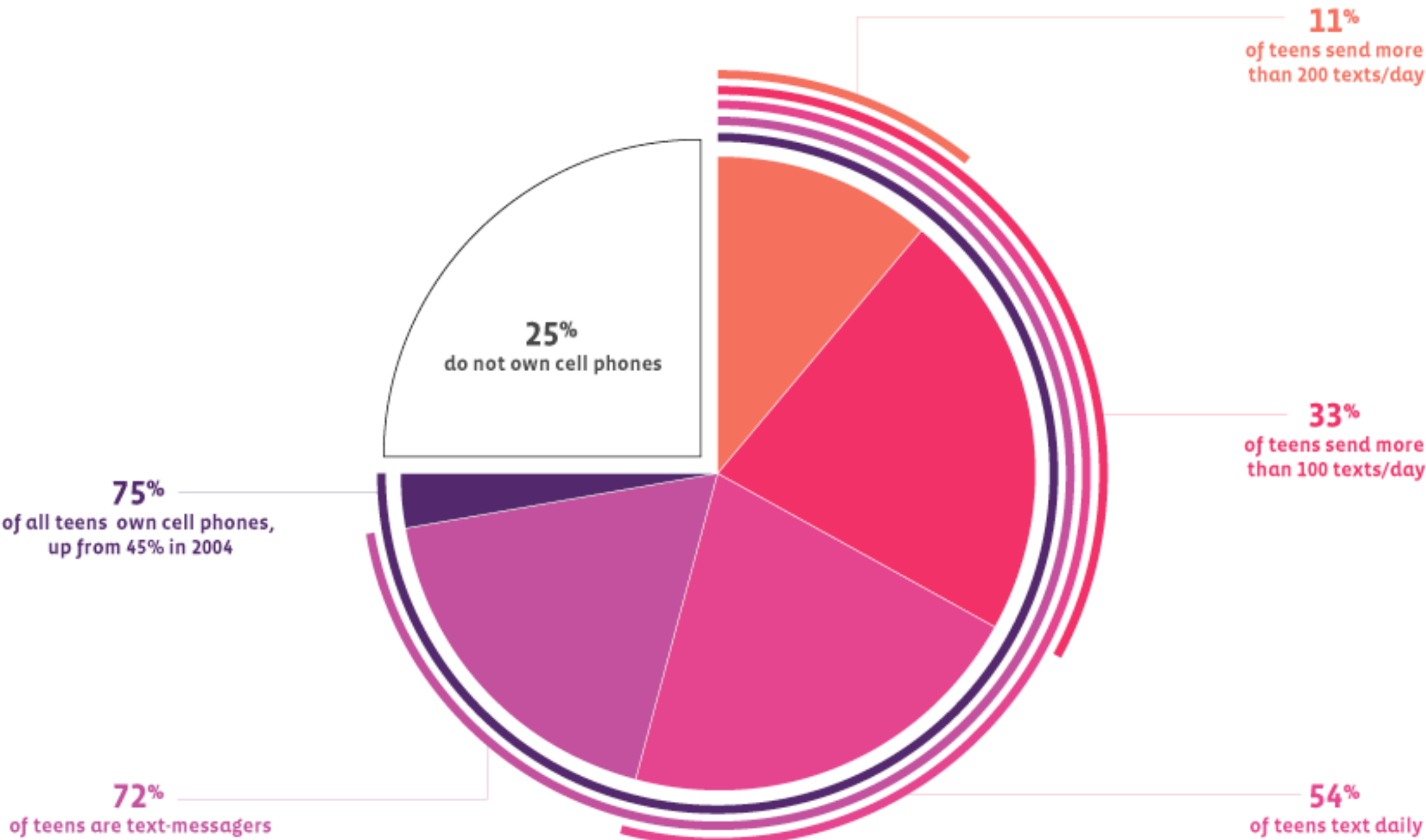
[[Explain churn.]] Here's a slide from the Broadband Landscape and Recommendations report I mentioned earlier. This data is a few years old. The chart is a little confusing... ###

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

I hear this all the time. I live sort of near Harvard where John Palfrey [head of Harvard's law library] wrote the book Born Digital. No big deal, he lives in a different world than I do. The argument is that "kids today with their beep beep beep" ###
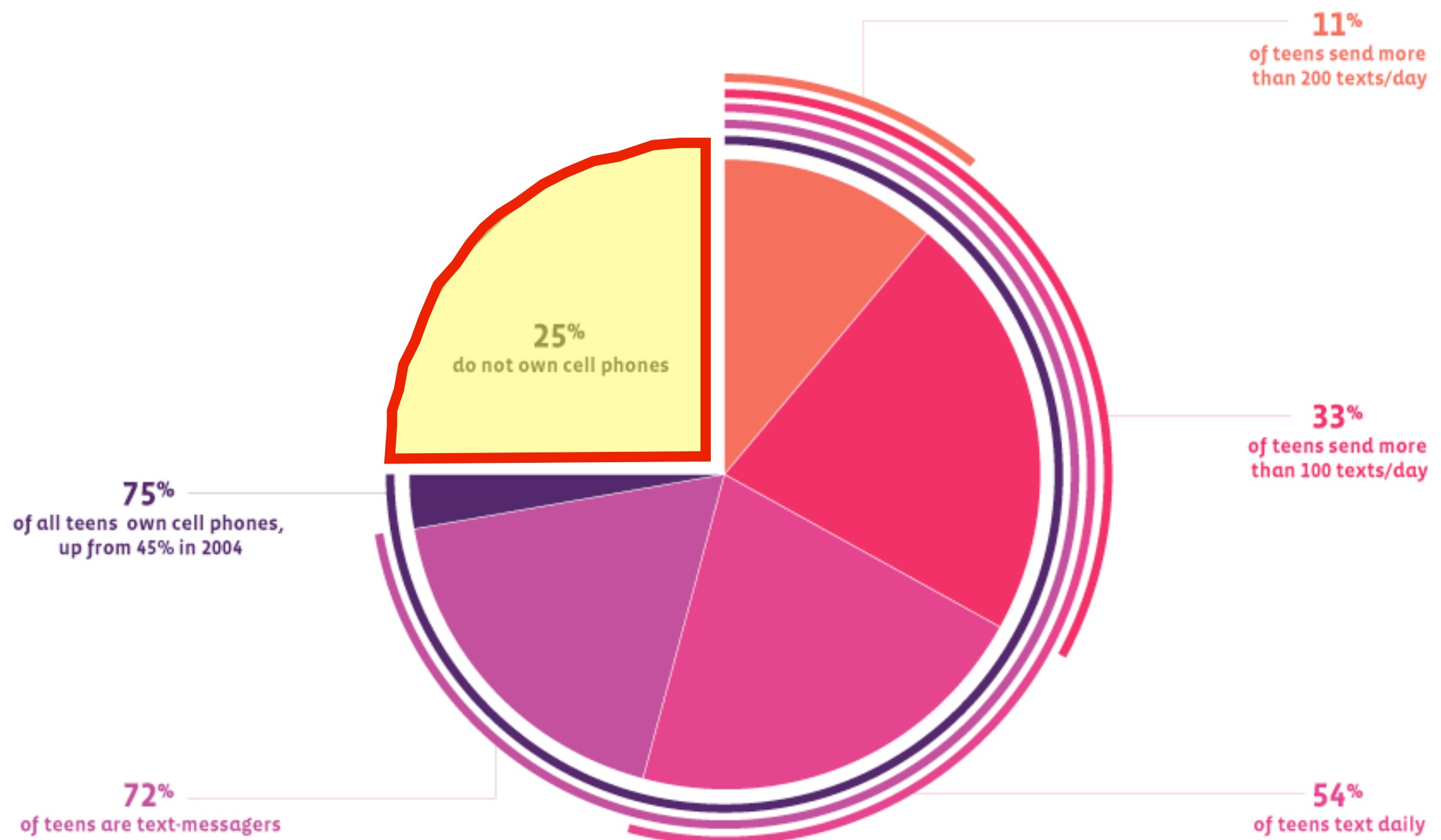
How Are Teens Using Their Cell Phones?

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
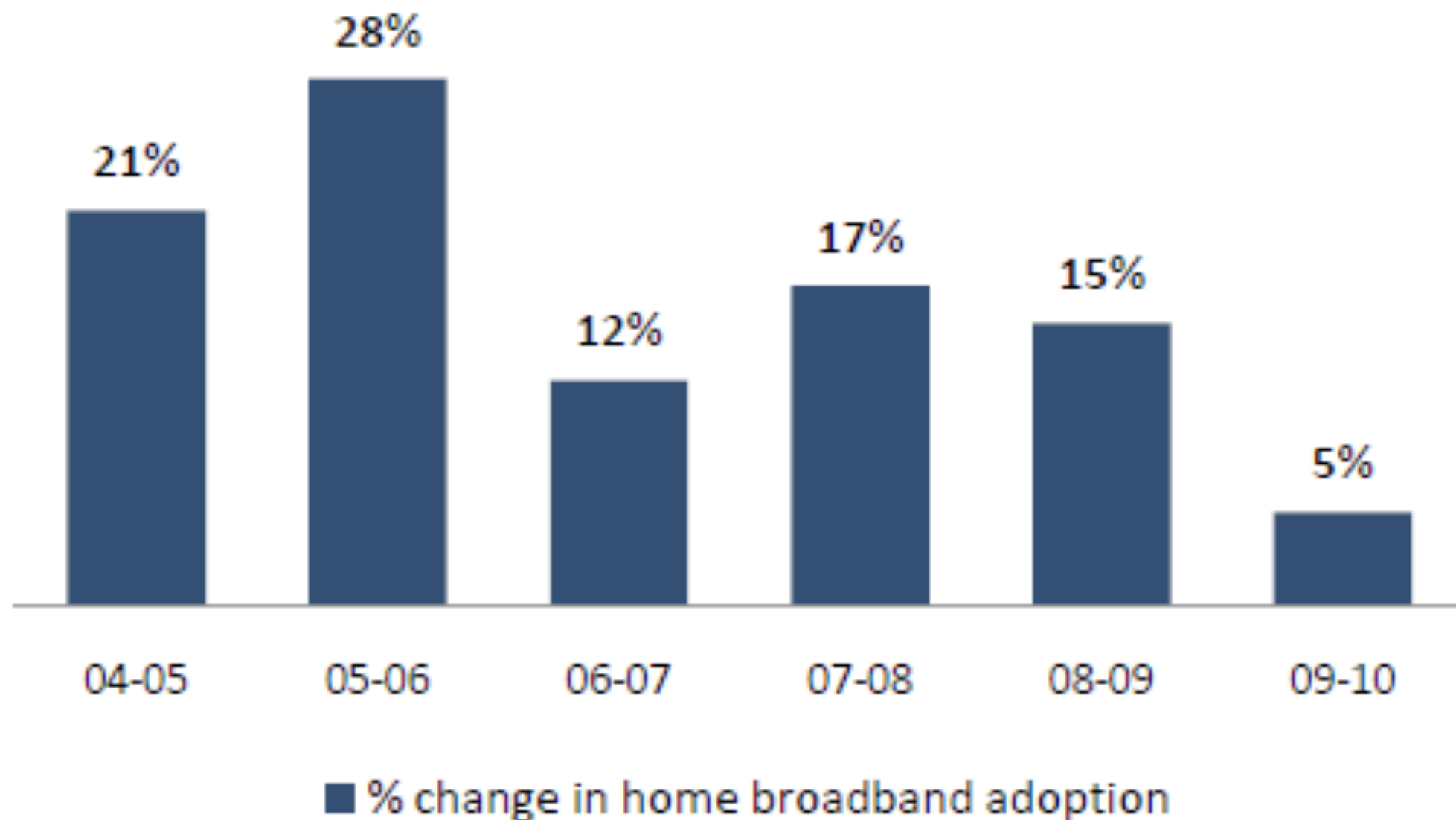
72%
of teens are text-messagers

This is another fancy chart from a Pew report on teens and mobile phone usage and again it's a little confusing but let's look at the data in the pulsing pink area. Teens text. A lot. Over half text daily. 33% send over 100 texts a day. OK. But what about this yellow area? The kids without cell phones. Not only are they not part of the beep beep beep generation, but all those other super chatty kids aren't chatting with them. It's like MT Anderson's Feed. ###

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

This is another fancy chart from a Pew report on teens and mobile phone usage and again it's a little confusing but let's look at the data in the pulsing pink area. Teens text. A lot. Over half text daily. 33% send over 100 texts a day. OK. But what about this yellow area? The kids without cell phones. Not only are they not part of the beep beep beep generation, but all those other super chatty kids aren't chatting with them. It's like MT Anderson's Feed. ###

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

But whatever, that was last year and technological change is SO RAPID everyone's got a cell phone now, right? ###

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

21% | 28% | 12% | 17% | 15% | 5%

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

■ % 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% Remember what we learned earlier, the people who aren't online are the die-hards, the people who really don't want to get online. [guy without a car] ###

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

Cell phones are the bridge, they tell us. ###

Nearly Half of 18-34s Have Smartphones
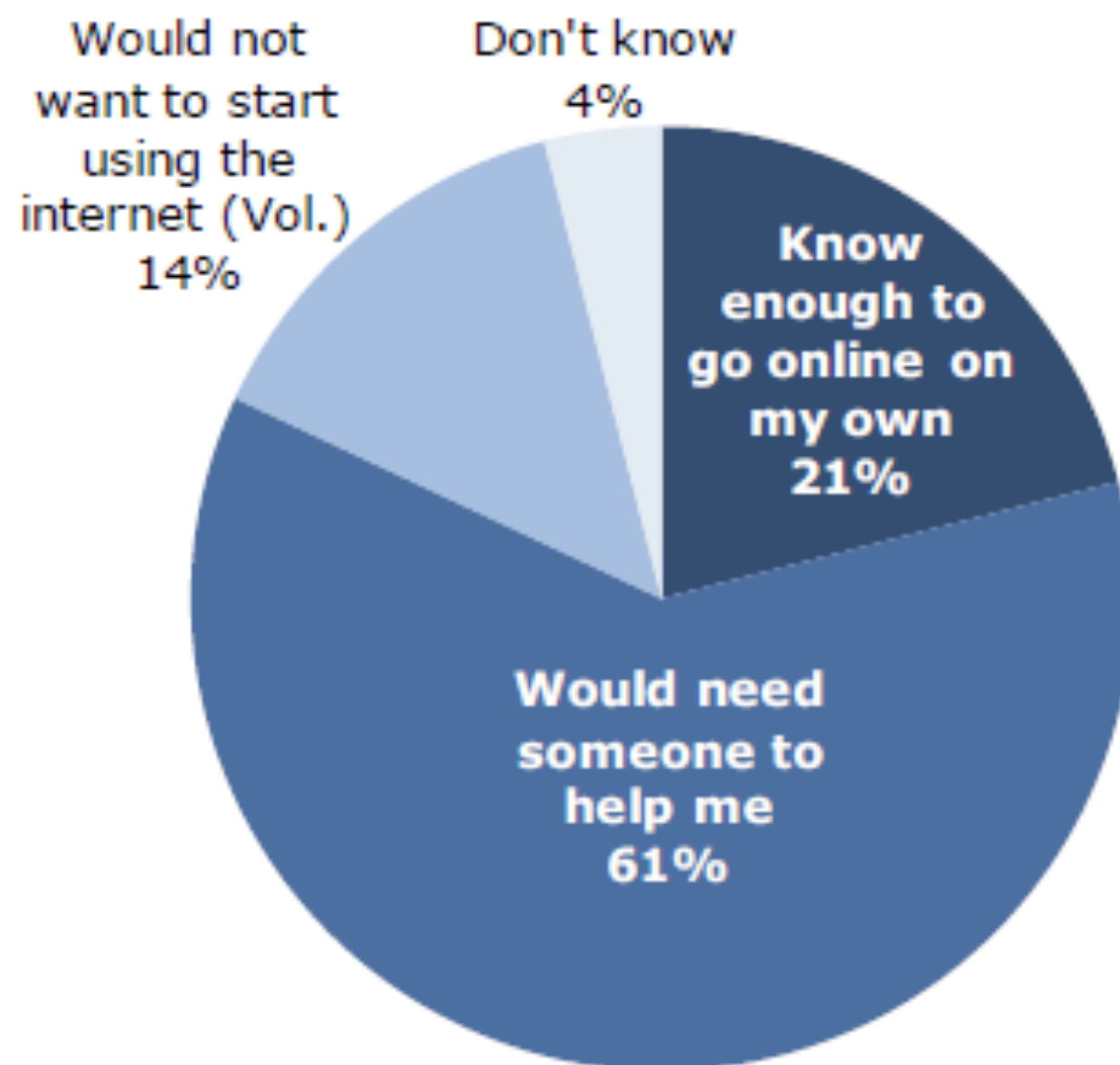
% by Age Group Who Own a Smartphone

Age Group	Percentage
12-17	33%
18-24	45%
25-34	50%
35-44	39%
45-54	26%
55-64	19%
65+	6%

edison research

ARBITRON

Page 38

© 2011 Arbitron Inc./Edison Research

But remember the 25% of teens who don't have cell phones? Let's look a little further and see who has smart phones. Other things to keep in mind with smart phones: bandwidth caps, lack of net neutrality, expensive plans. I tried to figure out just how much a smartphone costs ... ###

"People don't want to learn technology. Why is it *our* problem?"

And at some level, whose problem is this? I didn't make Windows difficult. I didn't make Macs expensive. I didn't make people afraid of technology. I don't really care if you're on twitter or not. ###

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%

Now I know this sort of conflicts with some of the earlier data, this is from Pew, again. When asked "Okay ***** ###

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. ###

If you know this

Percent of all Texas residents who own a computer

81%

So you know many people don't have computers. ###

and this

Percent of all Texas residents who use a computer

88%

and some of the ones who own them don't even use them [this stat breaks my heart] ###

and especially this

Percent of all Texas residents who access the Internet from home or some other place

	87%	50%	86%	90%	96%	99%
	Statewide	Less than high school diploma	High school diploma	Some College	College degree	Advanced or professional degree

Highest education level attained

And you realize that the people in these groups aren't evenly distributed, they're often poor, older, disabled, non-English speaking, otherwise disenfranchised... ###

You want to help

right? ###

genuine option interlude

A quick side note about how to get people to want to do things. One of the reasons I'm into librarianship is because I really think that libraries change lives... Our slogan used to be "the best books for the most people at the least cost" ###

To change one's life...

William James has written a lot on how to change minds, how do you get people to do something they might not otherwise consider? How to make it a Genuine Option? "... 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 ⚙

There are a lot of people doing things well. I've put links to some places to go looking in the links page but here are a few screen shots and some talk about what I think is helpful here. ###

Local is often fundable

TEXAS STATE LIBRARY & ARCHIVES COMMISSION WEB SITE

Agency Info | General Interest | Librarians | Govt Agencies | Catalogs & Searches | Publications | News | TRAIL

Funding
Texas State Library and Archives Commission

Services to Librarians > Funding

Funding for Library Digitization Projects

You have identified a unique collection of resources in your library and your current plans are to digitize and make it more accessible. But you need money to start such a project. Here is a small list of funders to get you started in your research. **Remember that it is imperative to contact the organization directly for guidelines and deadlines prior to submitting a proposal.**

(Please note that the links from this page connect to sites maintained by others.)

Federal | Texas Foundations | Other

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

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.

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

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. ###

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

SHARE f t ✉ ...

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 | f Like

Category page

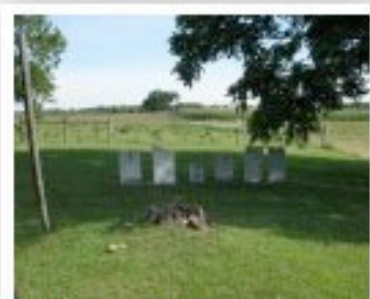This category uses the form Cemetery.

Hatchley Cemetery

Kelvin Cemetery

Oakland Pioneer Cemetery

Dutcher Cemetery

Burford Congregational Cemetery

Lymburner Cemetery

White Cemetery

Fairfield Cemetery

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

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   f 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 Kloepfer Rd., to the left near the intersection of Kloepfer and Harley Rds.
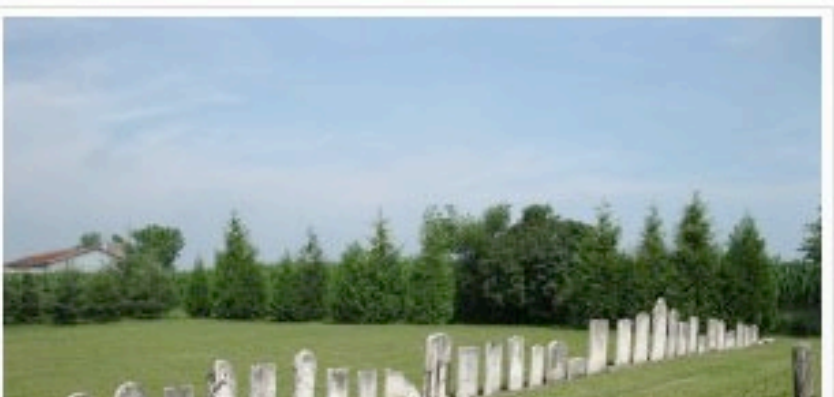
Grave listing

⤫	⤫ 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

Map | Terrain | Satellite

☑ Show labels

202   Harley

Google   Imagery ©2011 , Map data ©2011 - Terms of Use

Search this wiki 🔍

679 PAGES ON THIS WIKI   📑 Add a Page

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See more >

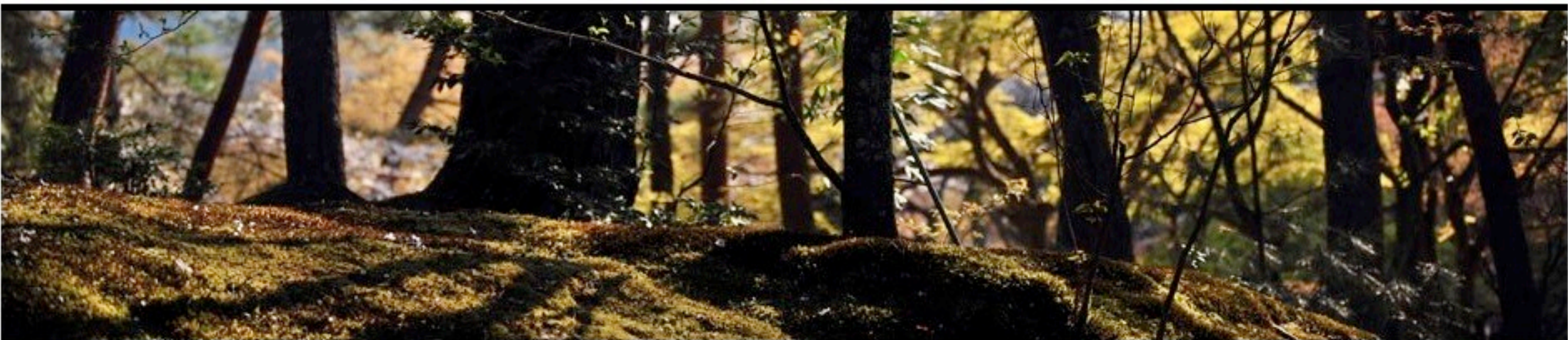728 PHOTOS ON THIS WIKI   🖼 Add a Photo

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

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?

[Search]

For Librarians: Email Subscription

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

[Sign me up!]

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.

Search

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

The Vermont Library Association had a static web site where everyone who wanted to make a change had to email the webmaster. No fun for them, no fun for the webmaster. I mentioned that maybe we could change this, make people contributors not just emailers ... ###

Kimball Library Strategic Plan

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

My town library is doing a strategic plan. Now we're not the most technologically advanced library around but the staff understand how to solve problems and technology gives them another tool to do that. You know how people write on big sheets of paper during strategic planning processes...? Well instead of having some hapless volunteer transcribing them, they took photos with a digital camera and uploaded them to a (free) blog and invited public commentary. Neat. But the most important thing is this... ###

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Pages »

- Contact us
- Strategic planning process
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  - Meeting One: the recorded results
    - Meeting One: community vision and SWOT
      - Adults: vision and SWOT
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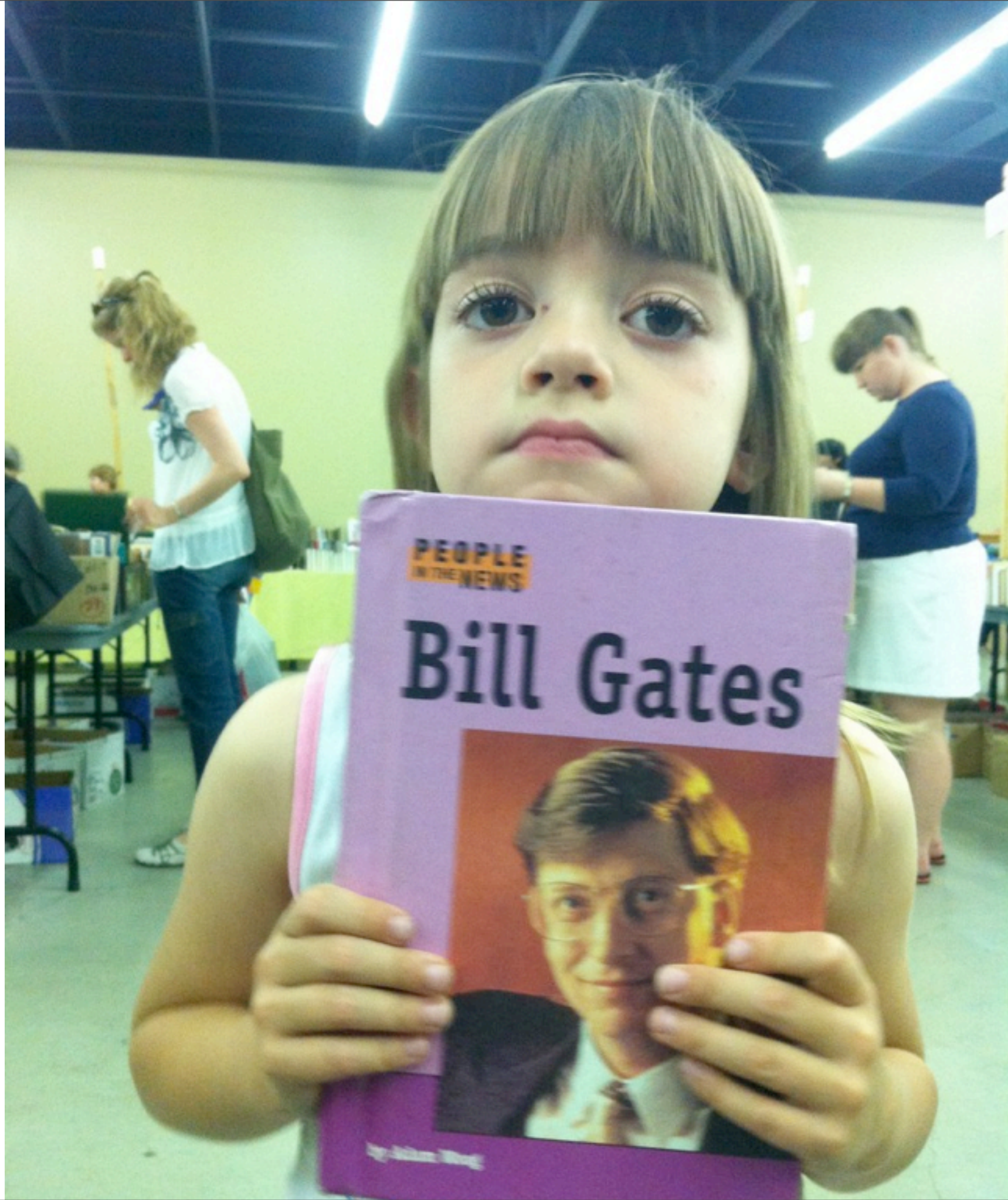
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final words

There are many more examples. Leading the way taking simple [not easy] steps and making technology and technology understanding a genuine option. ###

I used to say that the Gates Foundation was the best and worst thing to happen to Vermont's libraries... we all have computers now and we might not have gotten them otherwise. But there's a downside to philanthropy that takes some of your choices away. We have to re-learn how to make our own tech choices. ###

Jakob Neilsen who I quoted earlier says the digital divide is really an oversimplification of a few other issues. 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? ###

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

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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/txla11>