



e-inclusion policies: mission impossible?

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No one left behind

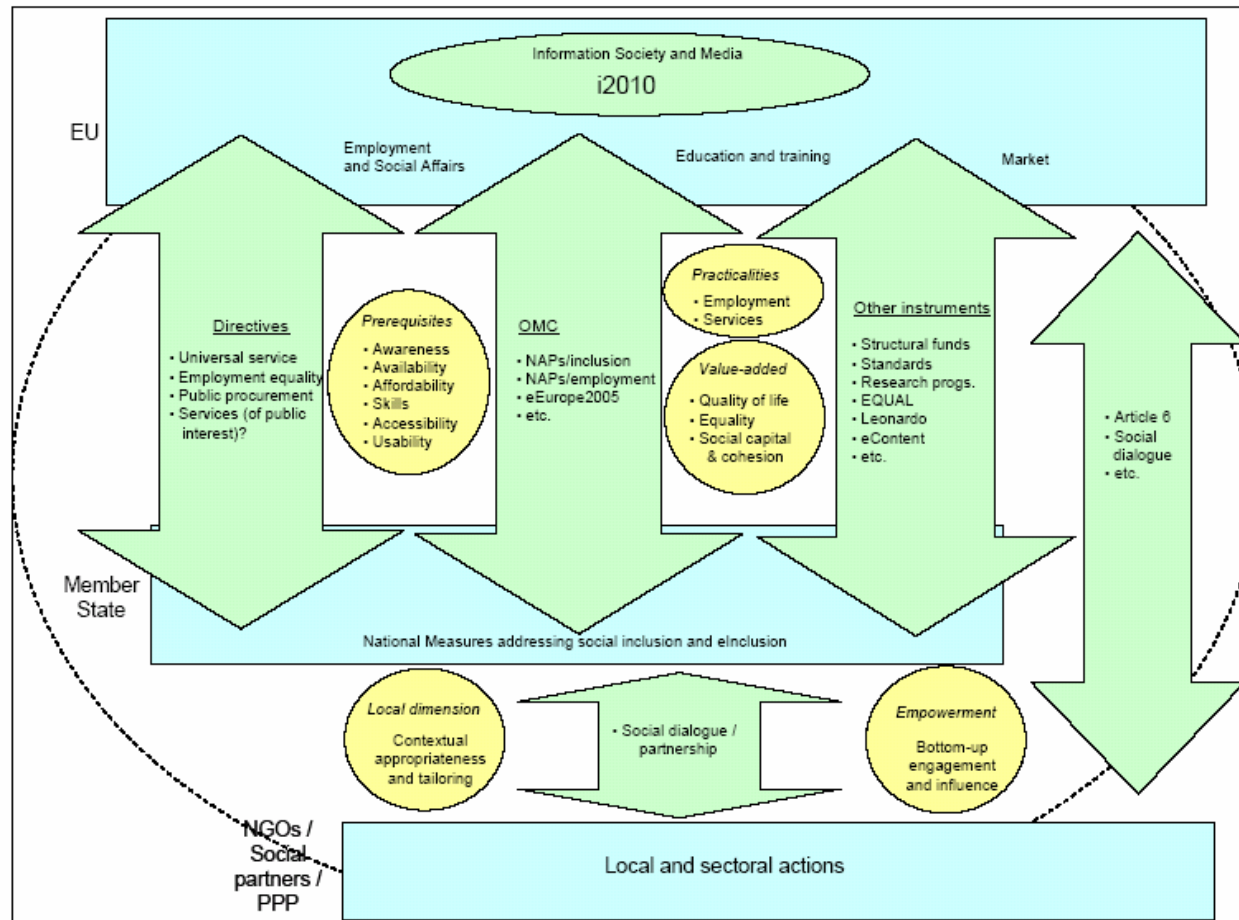


This presentation is about

- E-inclusion policy and practice – what is currently being done at EU level and in member states
- Indicators and benchmarking
- The bigger picture – the key obstacles to achieving an inclusive ‘knowledge society’
- Reference to 2 major studies on e-inclusion
 - Thematic Study to analyse policy measures to promote access to information technologies as a means of combating social exclusion (Empirica; WRC; Bath University)
 - Status of e-inclusion, measurement, analysis and approaches for improvement (Tavistock; Nettefect; MENON)



Trans-national e-inclusion policies, initiatives and actions



Source: Empirica, Deutchland, Work Research Centre, Dublin and University of Bath



Features of trans-national policy

- Three clear stages in policy evolution
- From infrastructure focus through skills focus to current focus on services and participation
- Six key policy foci identified: Access; accessibility; Service development; individual capacity-building; human and social capital; citizen participation
- Supported by important research and RTD effort:
- IST; Citizens and Governance; e-TEN; e-Learning



What's happening at national level

- Consistent with policy evolution at EU level
- Member states can be located on continuum
- Stage 1: “early digital divide” - concentrates on bridging gap between those with and those without access
- Stage 2: “primary digital divide” - engaging those people who have access but are non-users
- Stage 3: “secondary digital divide” – focus on quality of use



Reducing access divide

- Access to a computer
 - Schemes to subsidise the purchase of a PC by individuals
 - Helping schools purchase PCs
 - Wider public availability of PCs by equipping libraries, community centres and other public buildings
- Access to broadband
 - Increasing broadband coverage and take-up, especially in remote areas
 - Increasing take-up, for instance by making available affordable broadband packages tailored to different user needs.
- Only a few member states do not have policies aimed to increase access (e.g. Finland).



'Taking Technology Home', Malta



helloit
"try something new today"



Reducing usage divide

- ICT education and training
- Three demographic groups emerging as current key target groups:
 - Young people
 - Older people
 - Women
- Other key target groups: disabled people; ethnic minorities



'Employment Café', London





Improving quality of use

- Inclusive public services
 - Expanding the scope, quality and accessibility of eGovernment services.
- Addressing low motivation
- E-content
- ‘Holistic’ approach e.g. ‘Care Online’, UK



‘Everybody Online’, UK





What's happening at the local level

- Examples of 'grass roots' initiatives
- Some initiated by major 'third sector' organisations e.g. 'Digital Learning Ring', Peabody trust, UK
- Some part of 'social movements' e.g. growing demand for voice for older people
- Most activity developed through partnerships e.g. 'Digital Villages' (Hewlett Packard)



‘SeniorNet’, Sweden

The screenshot shows the SeniorNet Sweden website in a Mozilla Firefox browser window. The browser title is "SeniorNet Sweden - IT-förening för äldre - Mozilla Firefox". The address bar shows the URL "http://www.seniornet.se/browse.jsp?id=01_01". The website header includes the logo "seniorNET.se" and the tagline "Sveriges äldsta och största IT-förening för äldre!". Navigation links include "SeniorNet Sweden", "Tillsammans", "Vi och Datorn", "Livets kryddor", "Livets allvar", "Ekonomi", "Länkar", and "Hjälp". The main content area features a "seniorSURF 2006" banner, a "Logga in" section, and a "Härliga vårpromenader!" article. The sidebar contains a "Veckans fråga" poll and "Webbnyheter". The Windows taskbar at the bottom shows the Start button and several open applications, including "WP3 Policy Programm...", "Cases Theme 3 - Micr...", "Document2 - Microsof...", "synthesis WP3 April 2...", and "SeniorNet Sweden - I...". The system clock shows "12:01".



Indicators and benchmarking: key EU sources and actions

- E-Europe Action Plan 2005 – set of indicators defined on internet and broadband take up
- Eurostat Households and Enterprises survey
- E-Business Watch Survey
- Statistical Indicators Benchmarking the Information Society (SIBIS)



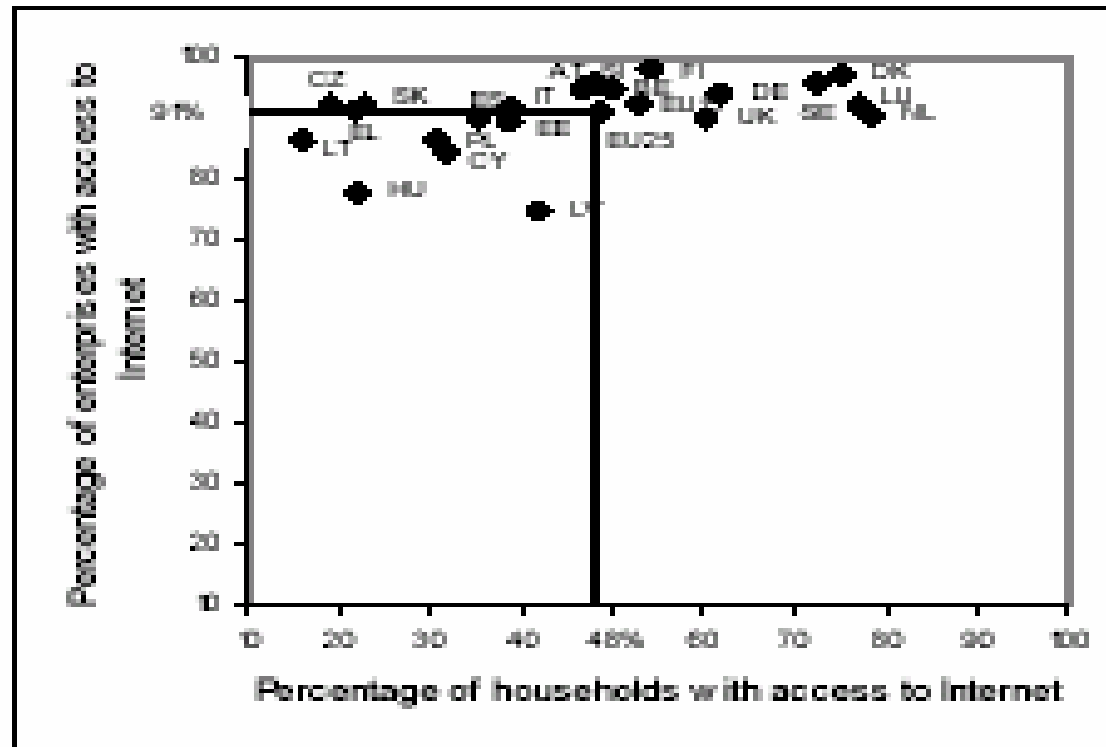
Benchmarking – key indicators

- Individuals and households
 - Household Internet connectivity
 - Individual usage
 - Broadband subscriptions, penetration, speed, price
 - Training and skills
 - Consumer behaviours
- Enterprises
 - Connectivity
 - Use of ICT applications
 - On-line selling
 - Business process automation
 - Training and skills
- Public services
 - Online availability of services
 - Use by public
 - Time saved by transaction



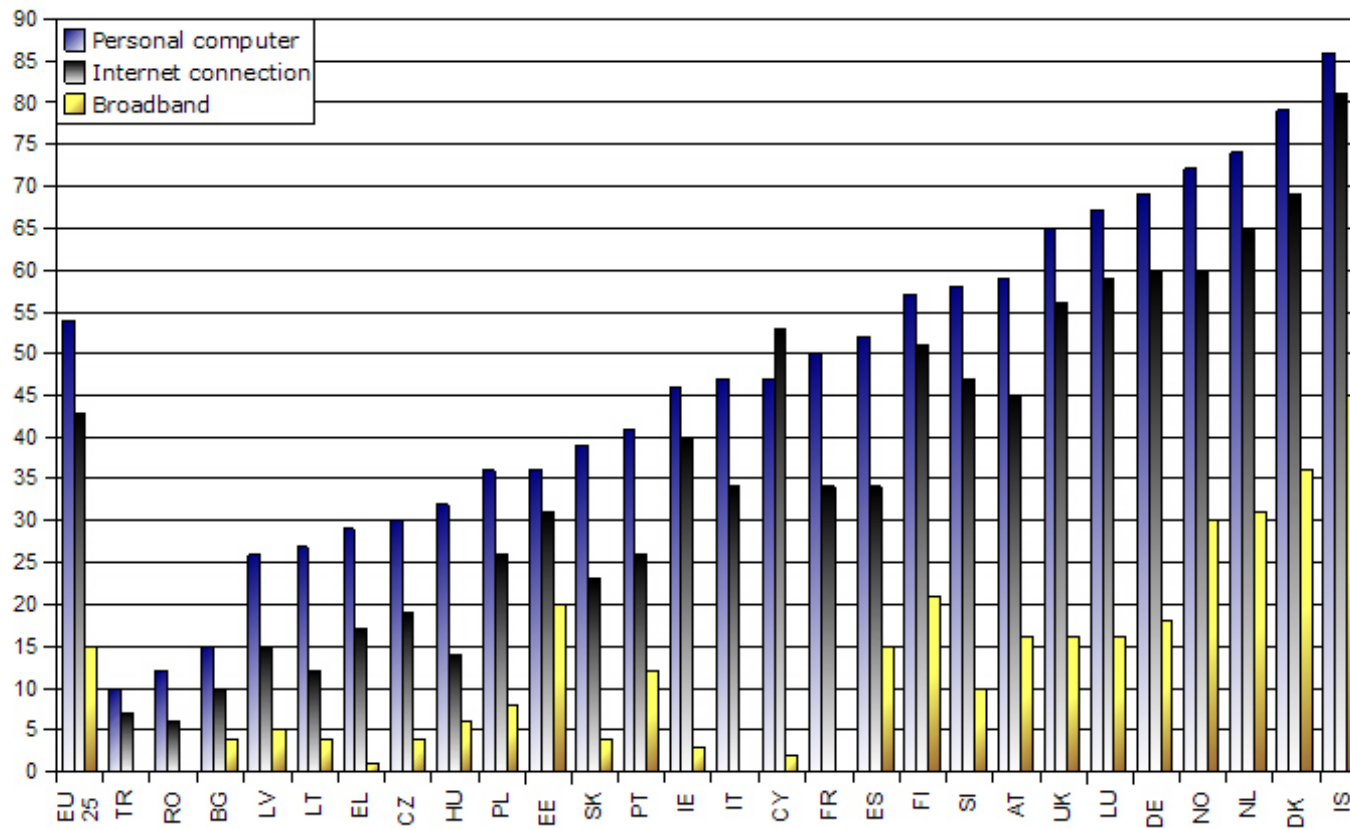
Access: households and enterprises

Graph 2: Internet access in 2005 in households and enterprises





Penetration by platform





Indicators and benchmarking: summary

- Focus in three areas:
 - ICT penetration and accessibility
 - E-usage
 - E-skills
- Little effort in policy assessment (e.g. impacts of structural funds; OMC; impact of ICT-related measures)
- Lack of longitudinal, follow up studies
- Context; ‘life world’ – ‘what works for whom under what conditions’



Top 10 world Internet consumers

Average Monthly Online Hours per Unique Visitor by Country, March 2006

Country	Avg. Hours per Visitor March 2006
Worldwide	31.3
Israel	57.5
Finland	49.3
South Korea	47.2
Netherlands	43.5
Taiwan	43.2
Sweden	41.4
Brazil	41.2
Hong Kong	41.2
Portugal	39.8
Canada	38.4
Germany	37.2
Denmark	36.8
France	36.8
Norway	35.4
Venezuela	35.3

Note: Visitors are 15 years old or older.

Source: comScore World Metrix, 2006



What e-accessibility provides: UK on-line usage, 2005 (Ofcom statistics)





E-Porn

Internet Porn Statistics

Daily pornographic e-mails	2.5 billion
Average daily porn e-mails per user	4.5
Monthly peer-to-peer porn downloads	1.5 billion
Men accessing porn at work	20%
Women accessing porn at work	13%
Adults admitting to Internet sex addiction	10%

Source: Internet Filter Review 2006

P2P Searches By File Type

Movies	47%
Music	37%
Images	7%
Software	5%
Documents	3%

Source: Palisade Systems

73% of all movies searches are for pornography
24% of image searches for child pornography



Cybercrime

- Data very patchy
- But evidence suggests correlation between ICT penetration and cybercrime
- Cyberstalking: from 196 offences to 433 in recent survey over last 2 years
- Russian case study

Offence	Offences
virus creation	1079
copyright	528
trust abuse	2512
finance fraud	3689
pornography	348



The need for new forms of indicators and benchmarking

- Need for broader benchmarking framework and more sophisticated indicators
- In-depth analysis of 'contextual behaviours'
- Indicators of 'unforeseen', displacement effects
- Motivational indicators
- Cognitive exclusion
- multi-perspective, multi-source, and multi-methodological
- Case studies
- Observatories
- Novel forms of data capture (pod-casting; blogging)

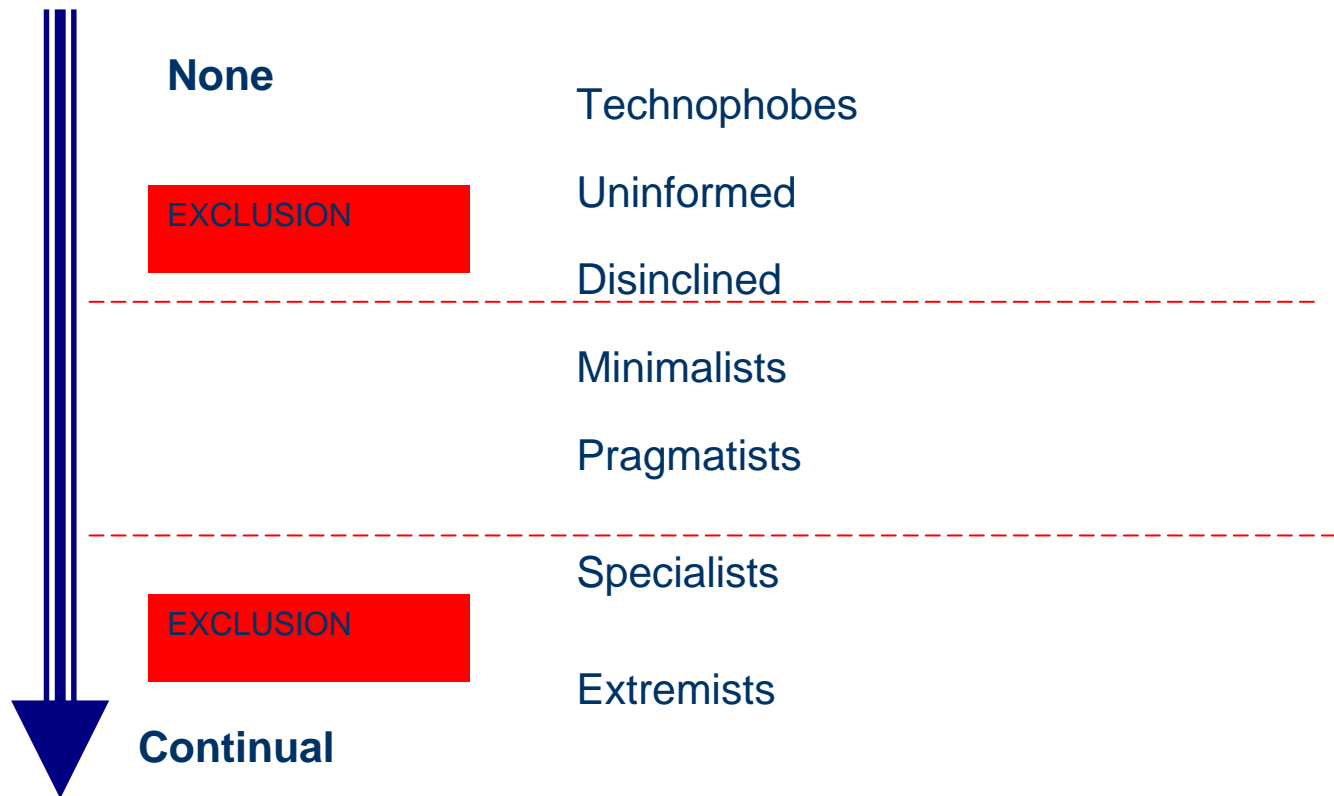


The bigger picture

- New identities; new ways of creating knowledge – 'dialogic reflexivity'; blogging, podcasting
- More complex forms of inclusion and exclusion
- More potential for citizens to help create knowledge (c.f. Victorian 'gentlemen scientists')
- Digital drop-outs far more significant numerically than current target groups
- Civilisational choices and technical coding



E-inclusion spectrum





Which of these is the racing bike?



A



B



C



Technical Code

- Racing bicycle good example of ‘technical coding’ (Pinch and Biker, 1998)
- Conventional idea that innovation is stable, linear, evolutionary
- But many possible innovation scenarios and trajectories – ‘interpretative flexibility’
- ‘Contest of meanings’
- Civilisational choices of ICTs (Feenberg, 1999)
- People excluded from making choices – results also exclude them



Civilising Choices



18th C Spanish Flintlock Blunderbuss
Pistol



Conquistadores

- 1532 – Pizarro destroys 80,000 army of Atahualpa with 168 Spanish soldiers
- Led to economic, social and cultural decimation of most powerful New World civilisation
- 21st century legacy
- Peru GDP per capita: \$2,300
- Spain GDP per capita: \$20,150
- Contribution to globalisation problems



Example: offending

- Most offenders are ‘unintelligent’ (as measured by standard tests)
- But even 10% in creative category could prove highly innovative
- Toyota example: use offenders skills to help design better car security
- And including the other 90% into active citizenship could save billions