



# e-INCLUSION

Indicators and useful evidence

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*No one left behind*



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*No one left behind*

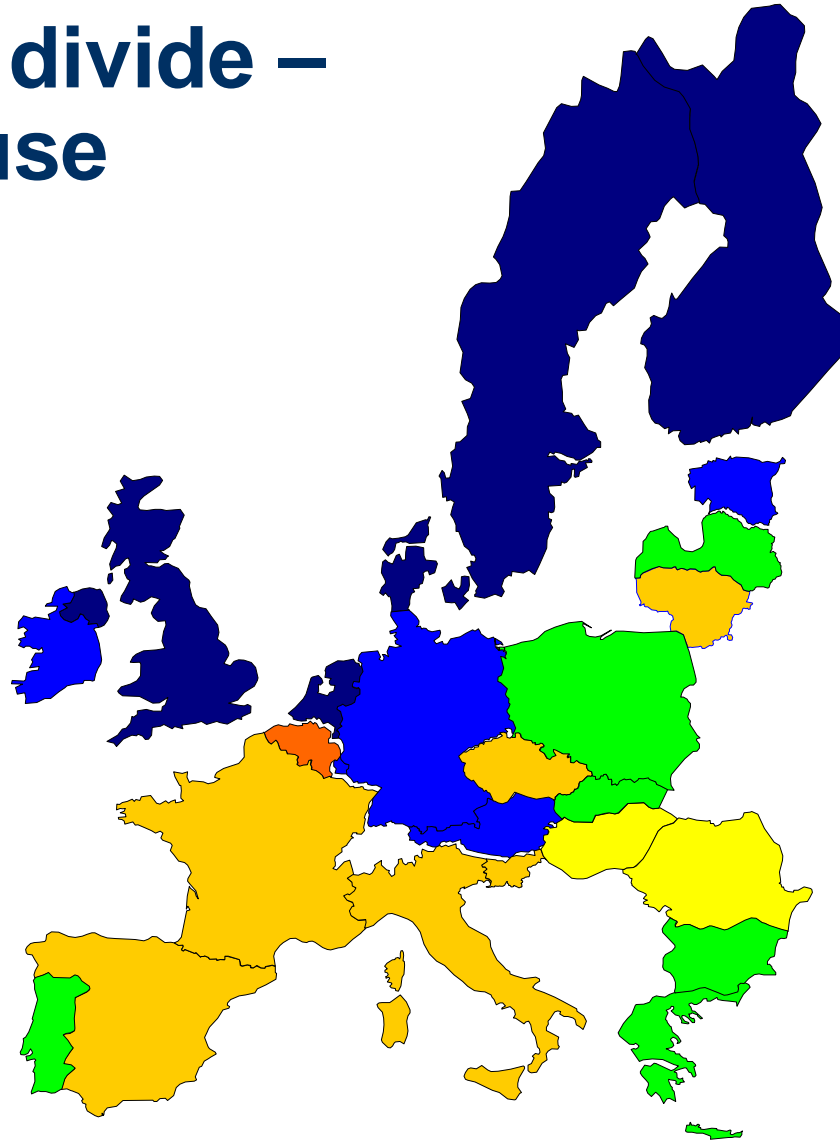


## eInclusion– a complex policy field

- **IS opportunities** for eInclusion: enabling blind, hearing impaired or mobility impaired and everyone to communicate and live independently, reaching peripheral regions with public services...
- **IS threats** to eInclusion: older people with no access to online commerce, blind people unable to use TV services, low income families poor access to the labour market and to public services (government, health, education...).....
- **Diverse IS domains:** internet, digital TV, robotics...



# Regional divide – Internet use



Penetration %

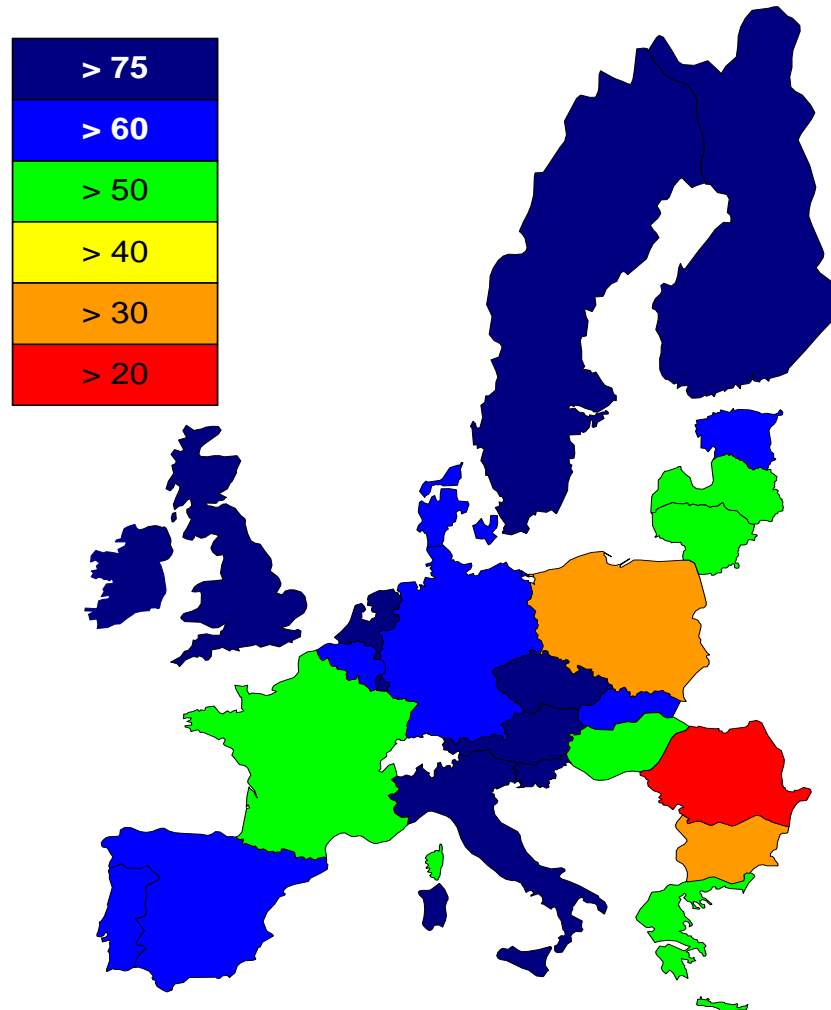
> 60
> 50
> 40
> 30
> 20
> 10

2002/3

**SIBIS**



# Regional divide : mobile phones





## The policy focus must be clear for any effective monitoring

**Should policy action be taken to enable all European citizens to:**

- chat to friends from any ski slope?
- buy custom fit sports shoes?
- see multiple camera angles on World Cup matches?
- get cheaper rail fares?
- be able to compare prices of goods and services?

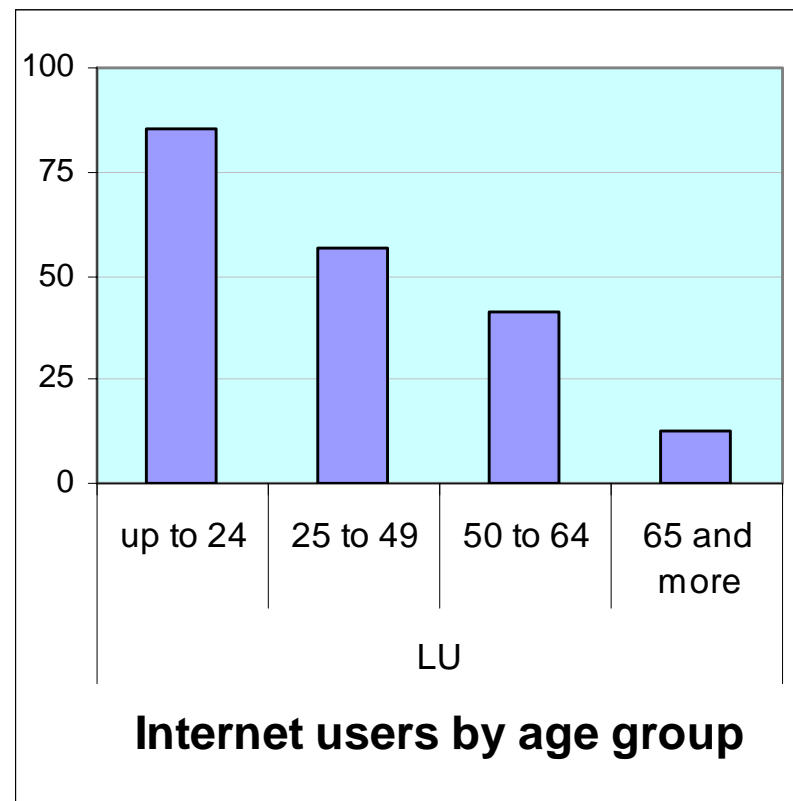


# Why inclusion?



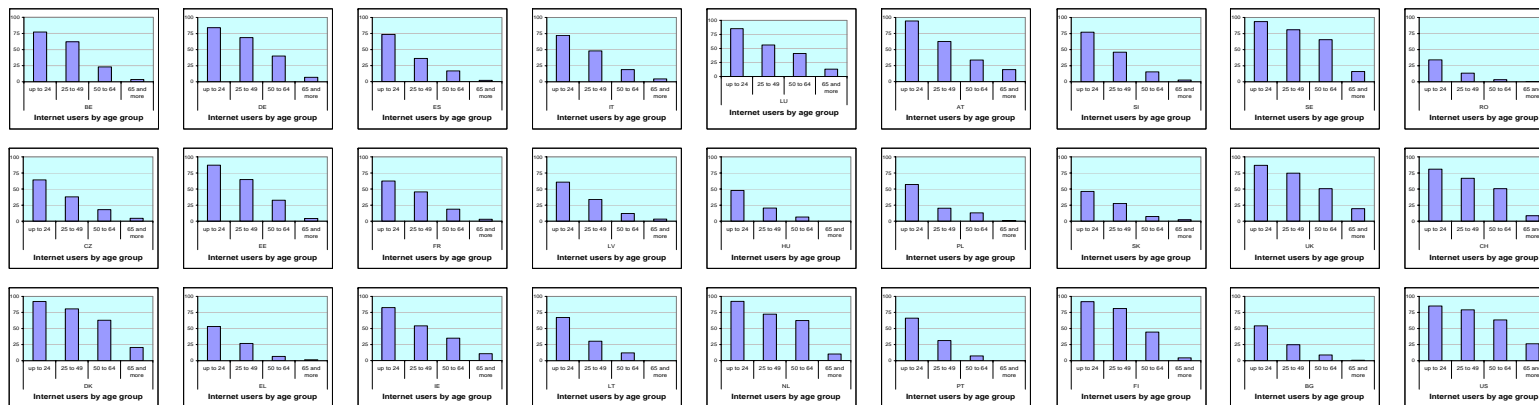


## Age-related inclusion – an example



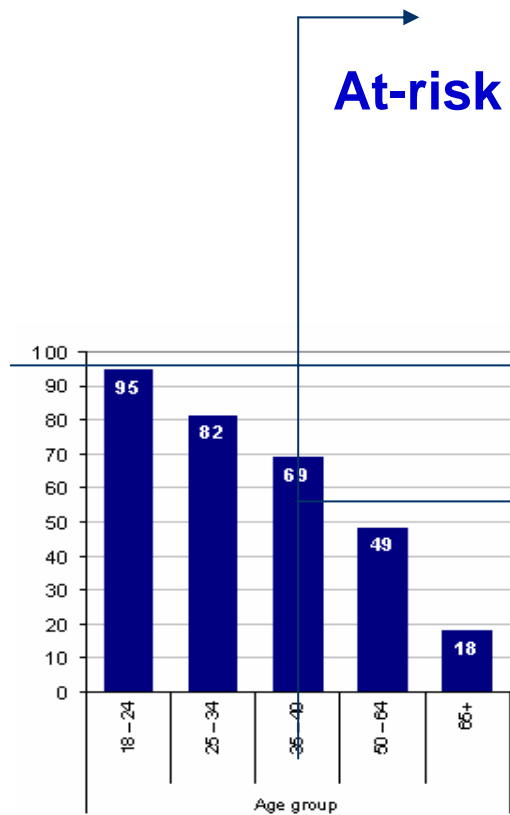


# Age-related eInclusion – comparison across the EU?





# Digital Divide Index



At-risk or target group : "age = 50 or over"

Overall average

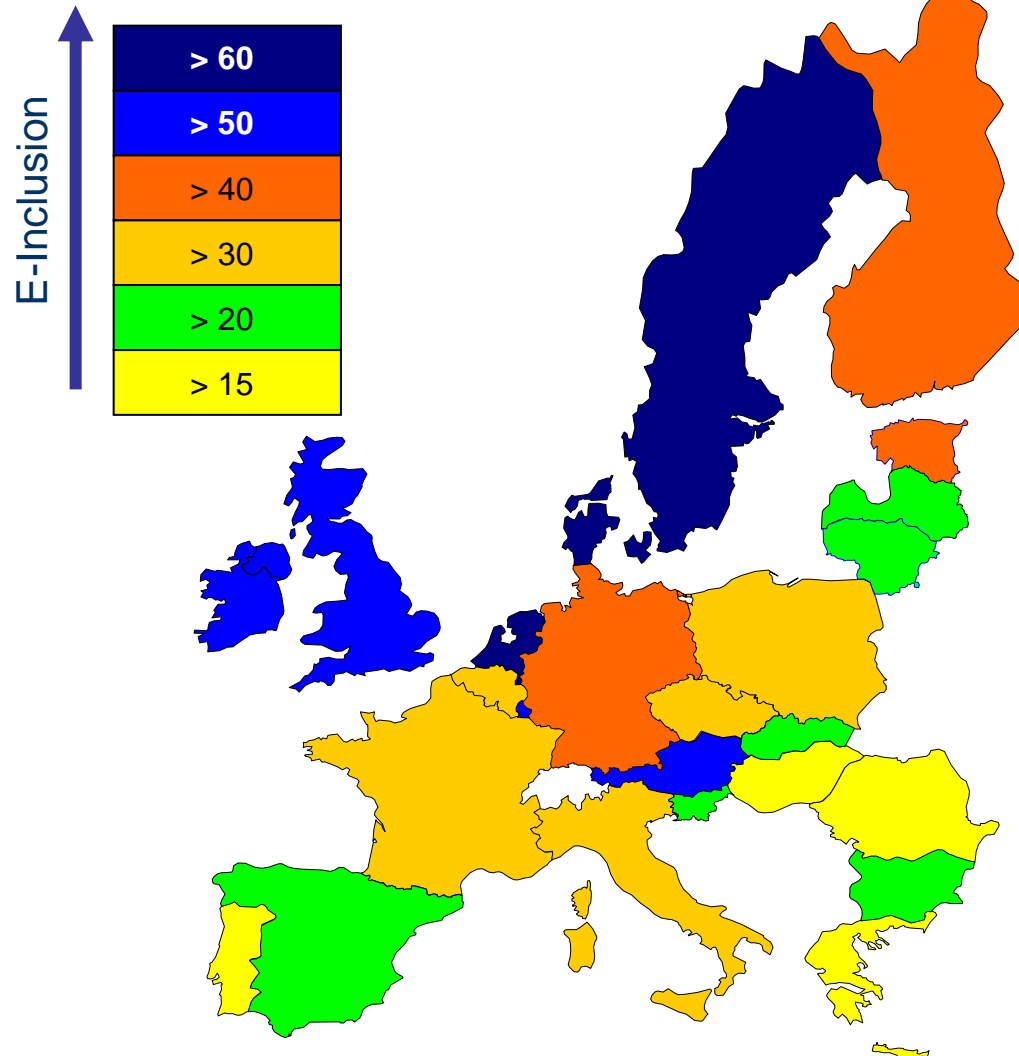
Target group average

$$DDIx = \frac{\text{target average}}{\text{overall average}}$$

DDIx ► 100% = NO digital divide

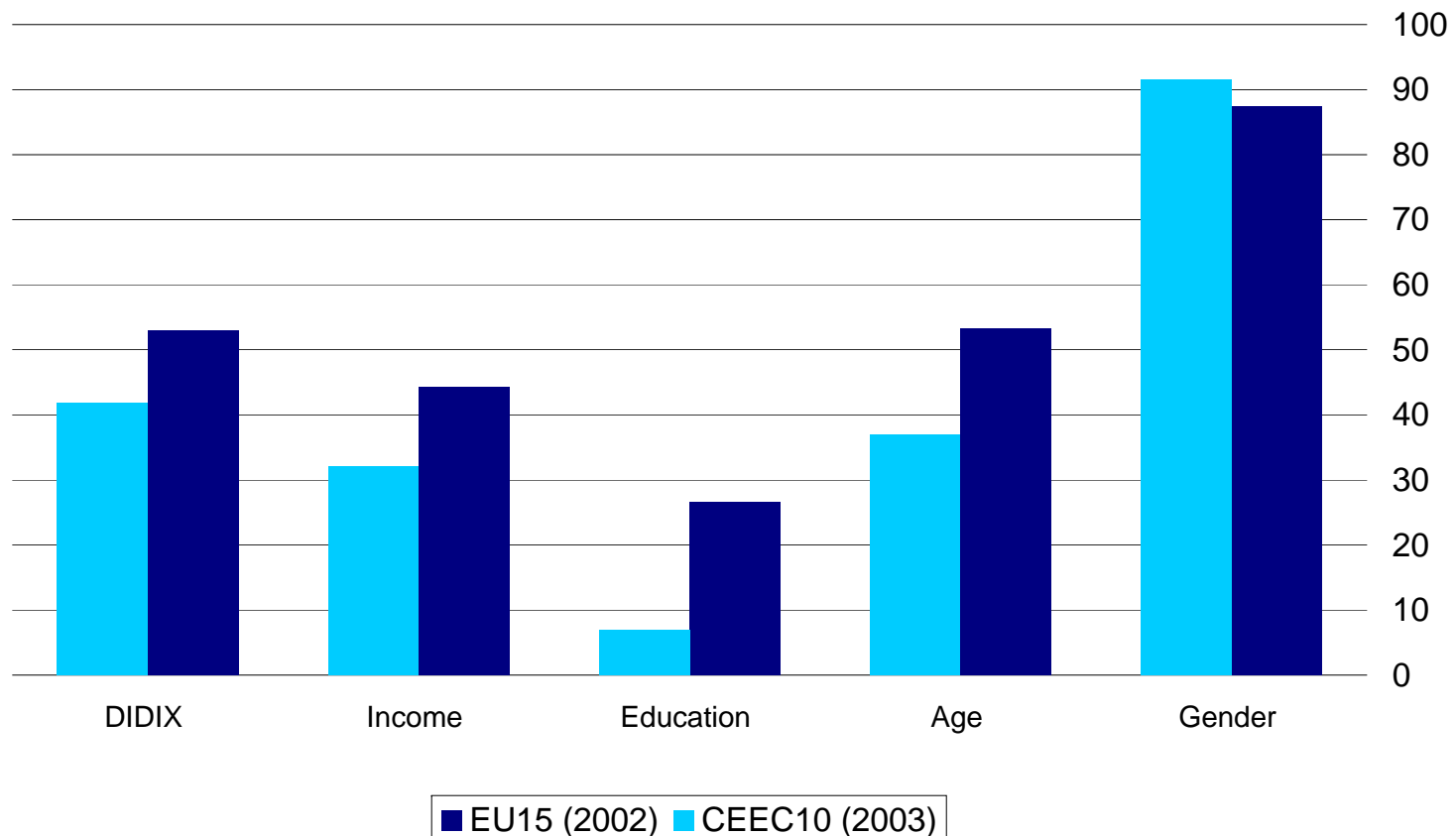


# eInclusion of older Europeans



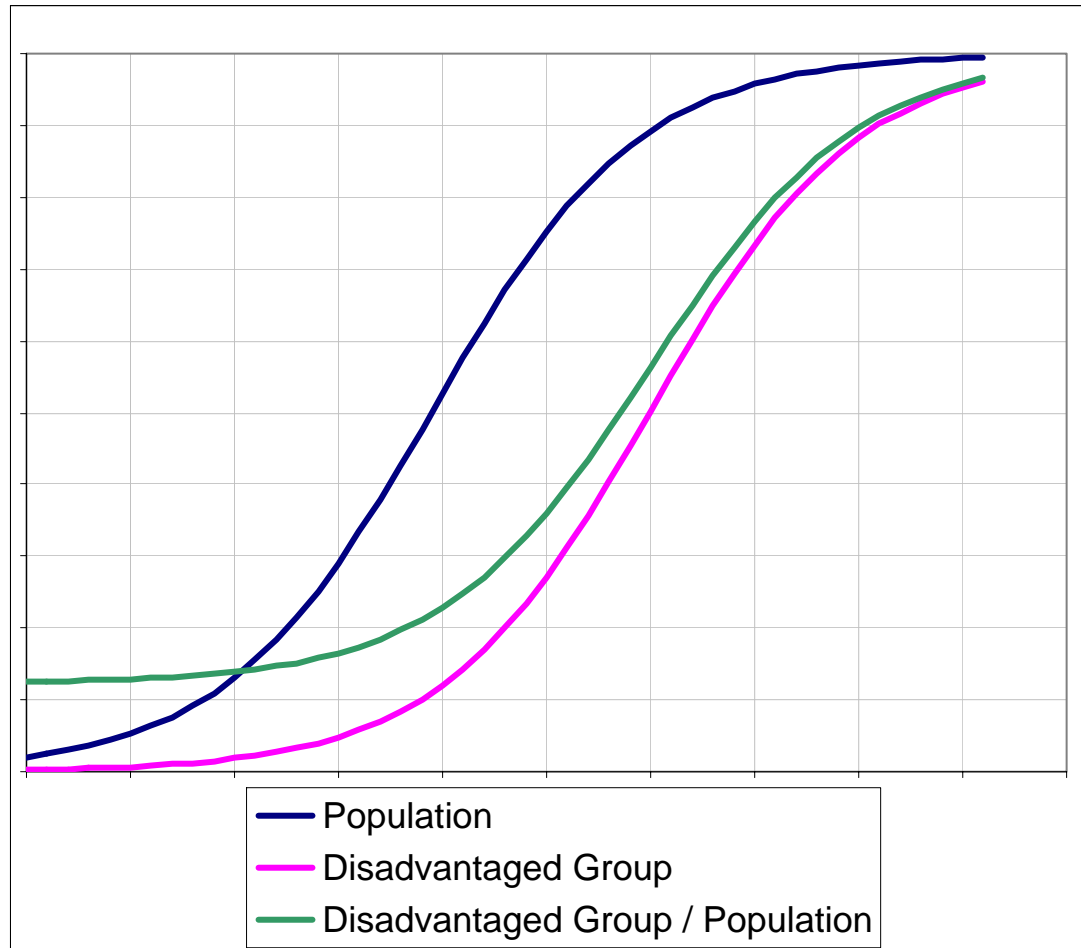


# EU New and Old – DIDx abstracts from different penetration rates



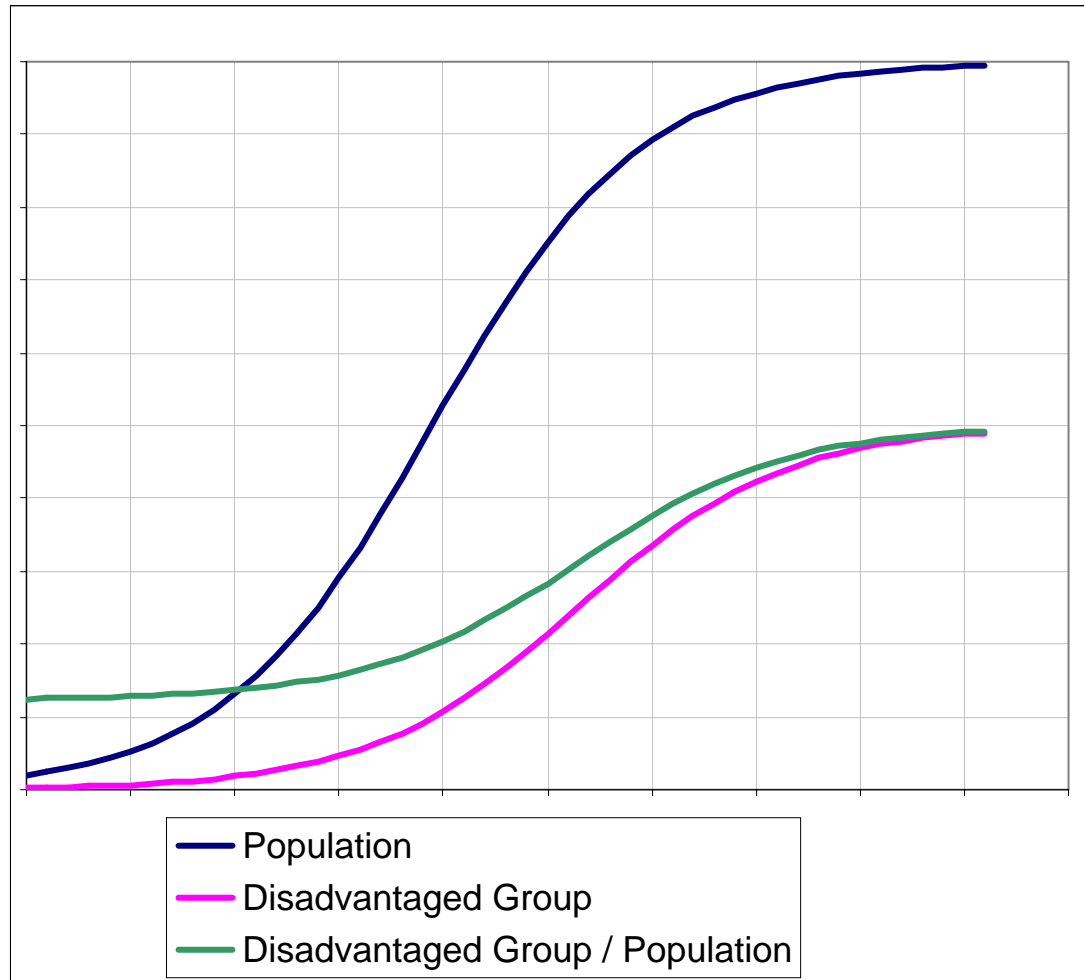


# Scenario I : Long term integration



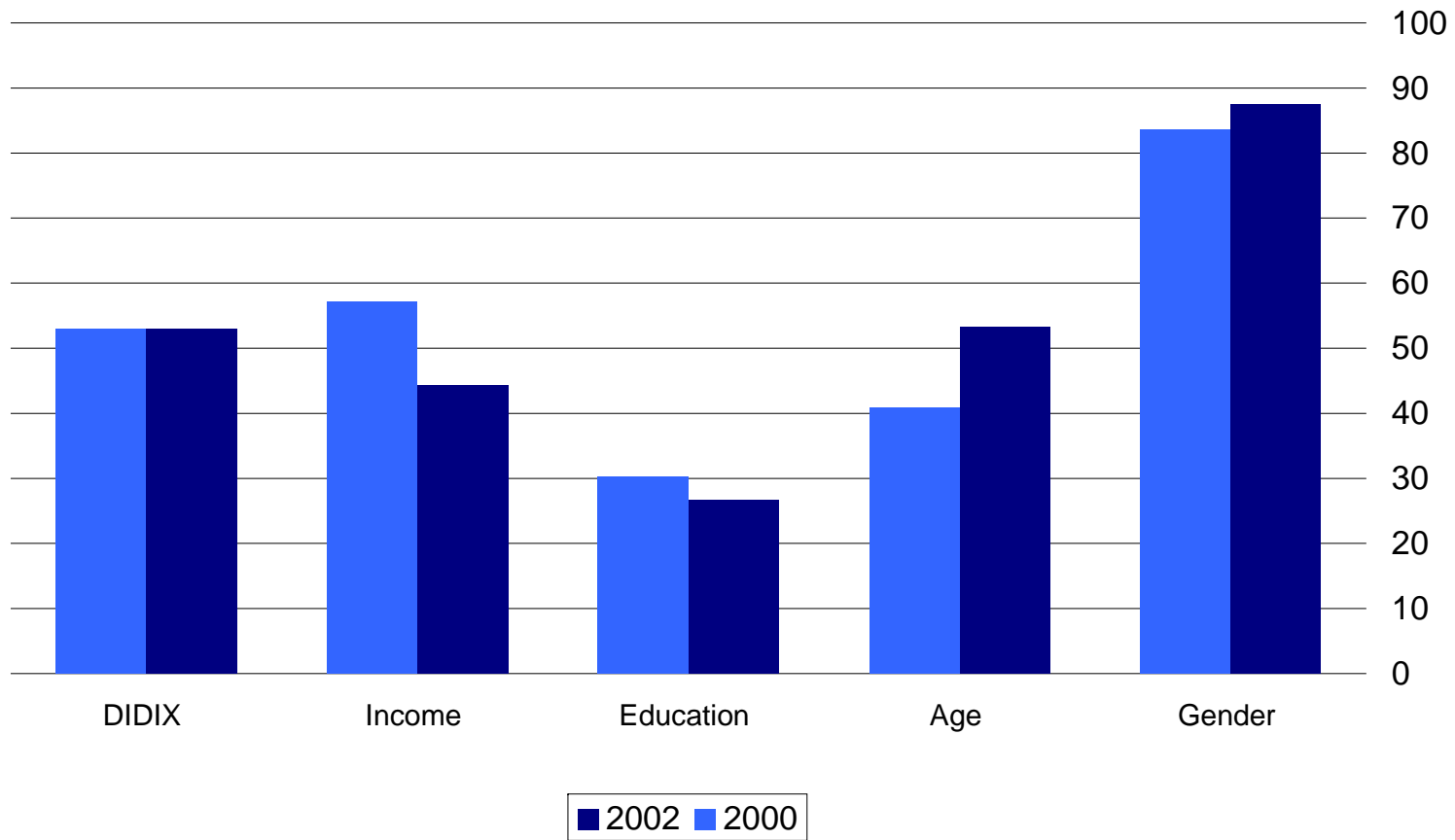


# Scenario II : Long-term divide





# Moving? In the right direction?



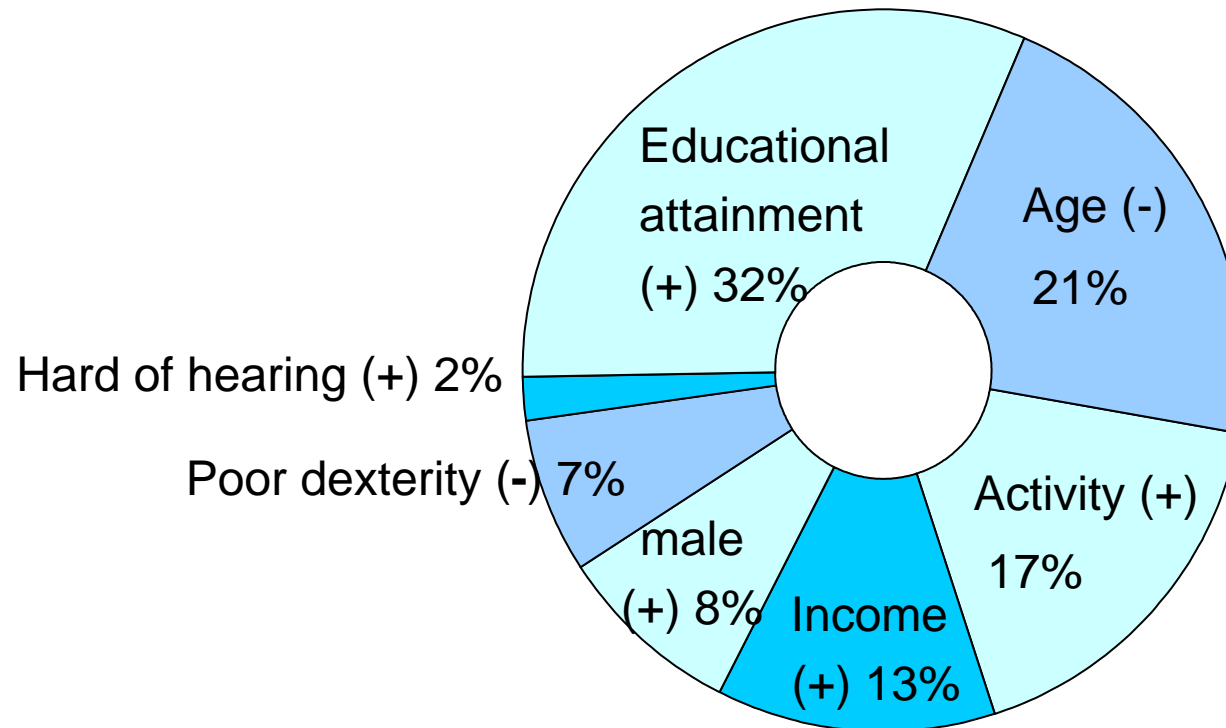


## DIDx Properties

- aligned to policy focused on at-risk-groups
- not obscured by different levels of use or overall growth
- enables longitudinal comparison



# Levers for eInclusion of (older) Europeans?

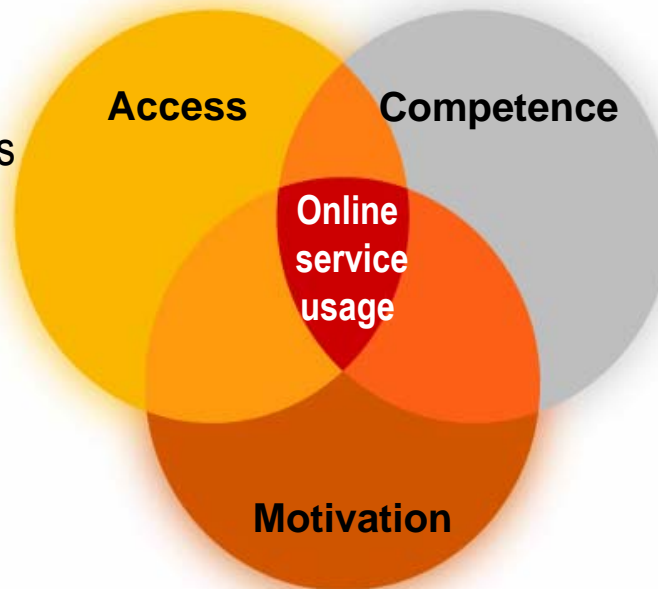




# Analysing eService Inclusion

## The “ACM” approach

- Access to the Internet at suitable place
- No functional restrictions



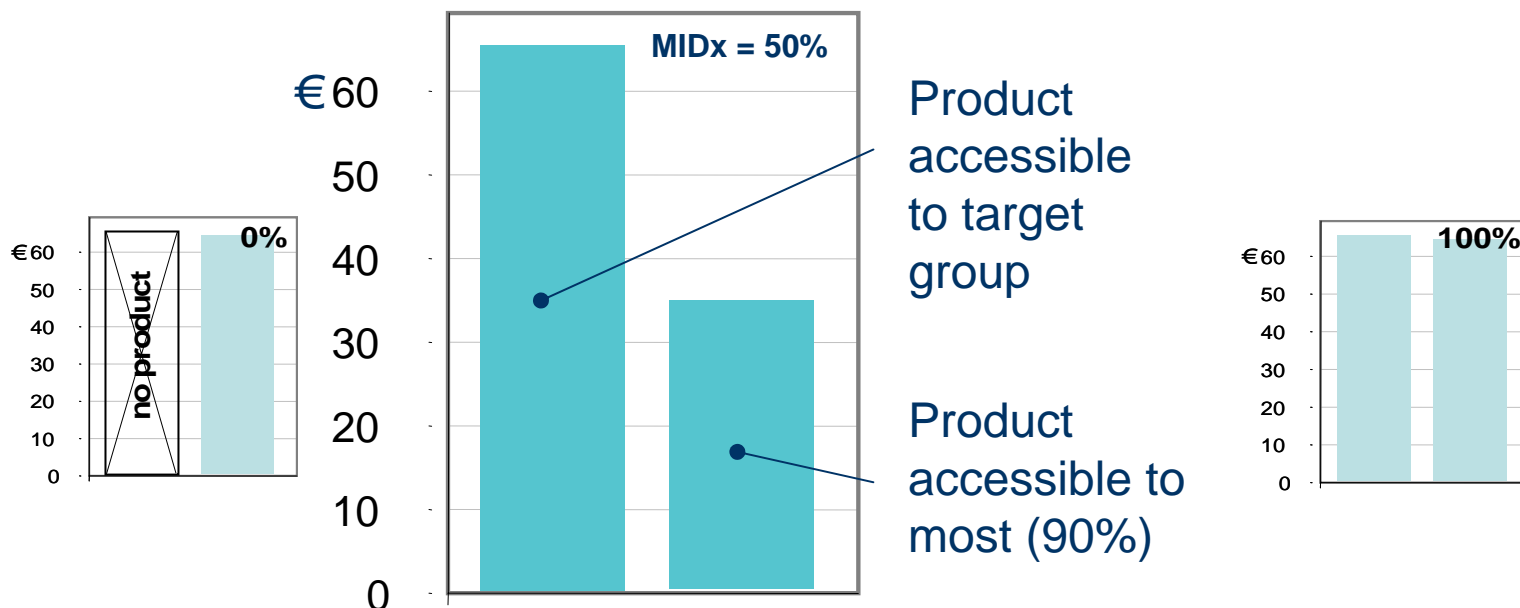
- Basic digital skills
- Confidence in ability to learn
- Help from relatives or friends

- Use of equivalent traditional services
- Other motivation indicators



# Measuring accessibility of ICT products & services

- Policy targets: design for all and mainstreaming to reduce product price for disabled groups
- MIDx, a possible indicator for mainstreaming:





## Requirements for evidence-based eInclusion policy decisions

- A common indicator set and risk group definitions
  - Consistent methods and sampling
  - Regular data collection (to detect trends)
  - Ability to analyse data sets (correlate, test models..)
- ⇒ beyond benchmarking, an **analytical monitoring** approach to target scarce policy resources



# Thank you for your attention!

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