



What Do We Know About Non-users?

No one left behind



Dr Sally Wyatt

ASCoR, Universiteit van
Amsterdam

&

Senior Research Fellow,
Virtual Knowledge Studio,
Royal Netherlands
Academy of Arts &
Sciences

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How Many Online?

Internet users per 1000 people

World	120
Developing countries (poorest)	53 (4)
OECD (richest)	403 (480)

Source: *UNDP Human Development Report 2005*,
Oxford University Press, <http://hdr.undp.org/reports/global/2005>



Something More Meaningful:

Individuals & Households Connected

	2002 %	2004 %
Aged 16-34 (individuals)	59	72
Aged 55-74	15	23
Higher education (individuals)	67	79
Lower education	20	26
Non-objective 1 regions (households)	48	62
Objective 1 regions	27	36

Source: C. Demunter (2005) *The digital divide in Europe, Statistics in focus*, Eurostat



Inequality

- Inequality relative; deprivation absolute
- Difference & diversity not the same as inequality
- Inequality = difference + disadvantage
- Technologies implicated in these processes, and often access to technologies is seen as an indicator of inequality



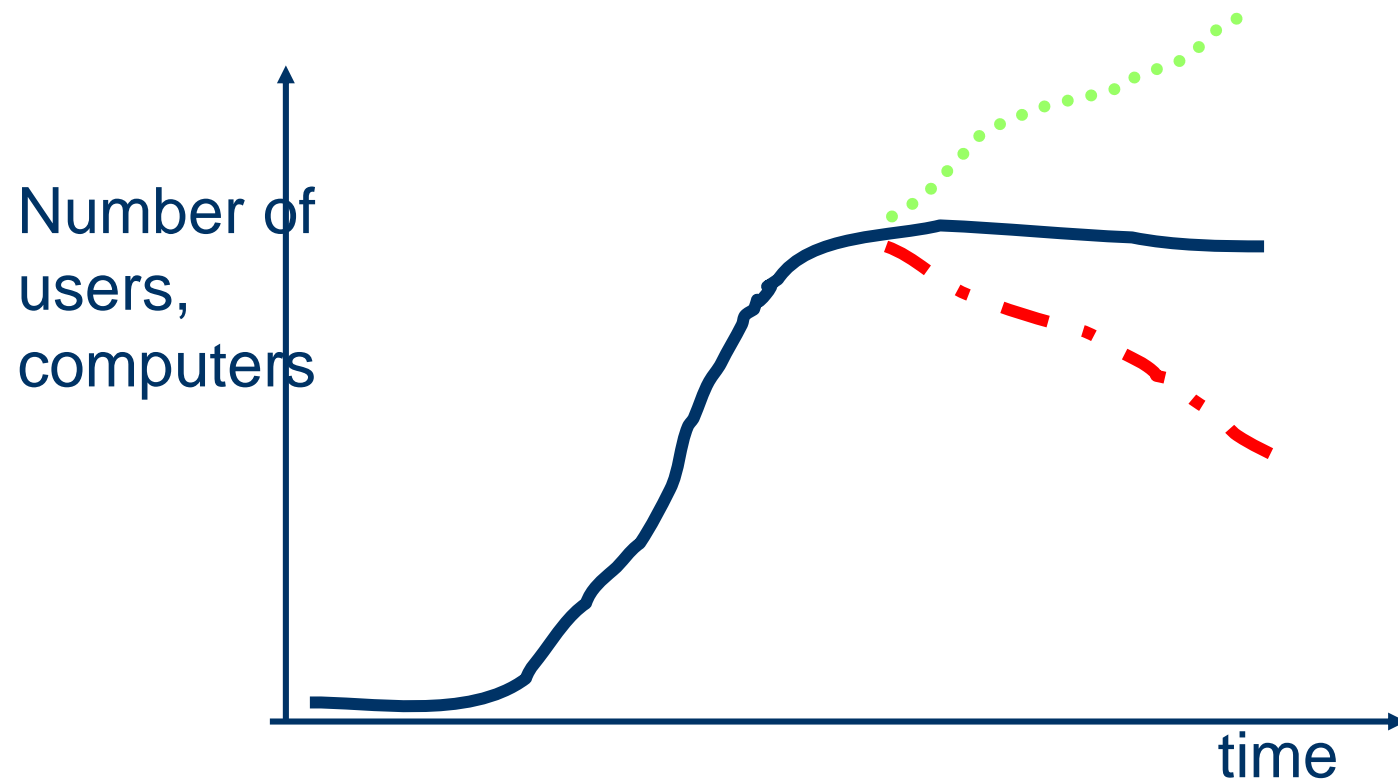
Access Is Not The Only Problem*

- Enormous growth according to all indicators
- 'Trickle down' or 'catching up' assumes:
 - Growth will continue
 - Absolute increases → less inequality
- Paradox of commercialisation

*G Thomas & S Wyatt (2000) 'Access is not the only problem: Using and controlling the Internet' in S Wyatt et al (eds) *Technology & In/equality, Questioning the Information Society*, London: Routledge.



S-curve Of Diffusion





Where Are We On The S-curve?

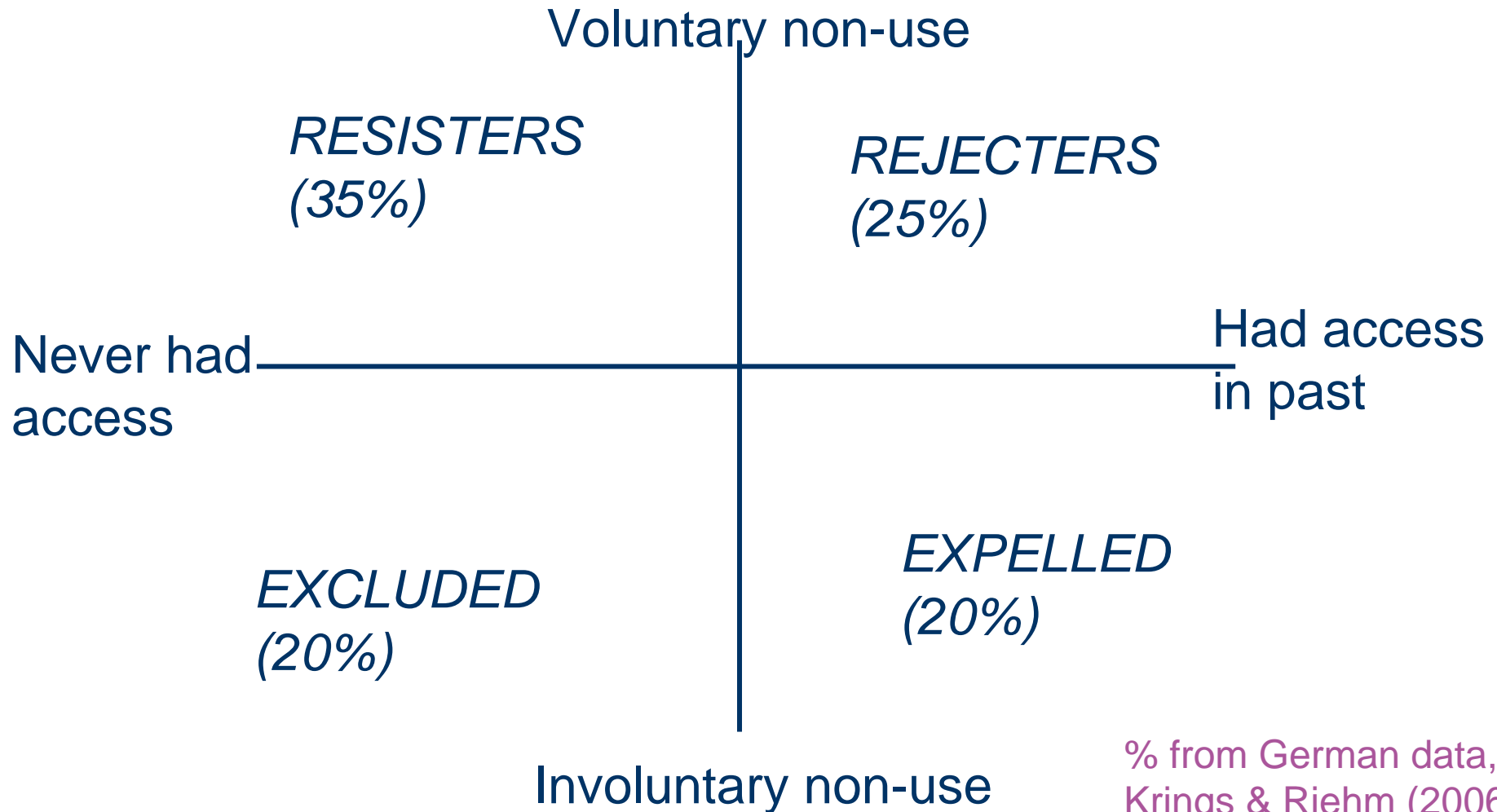
- 42% of Americans don't use the Internet
- No growth: number of new users = number who drop out? Economic slowdown? Diffusion over?
- Reasons for non-use:
 - Don't want it (52%)/ don't need it (52%)
 - Worried about porn, security (43%)
 - Costs – time (30%) & money (29%)
 - Too complicated (27%)
 - Don't have PC (11%)

A Lenhart et al (2003) *The ever-shifting Internet population*
Washington: Pew Internet & American Life Project



NON-USERS

s Wyatt, G Thomas & T Terranova (2002) 'They came, they surfed, they went back to the beach. Conceptualising use and non-use of the Internet' in S Woolgar (ed) *Virtual Society?* Oxford: OUP





Examples From Daily Life 1

He's (husband) got four computers upstairs. He does his work on them. He's retired...he's an architect...and he does extensions and insides and all like that but he can do it all on the computer. I wouldn't know how to switch it on. (Frieda, aged 62)

S Wyatt, F Henwood, A Hart & J Smith (2005) The digital divide, health information and everyday life, *New Media & Society* 7,2: 208



Examples From Daily Life 2

I've had a teenage son around for years who has been hogging the internet and he won't show me how to use it because I'm too slow. He's actually just gone to university so I have actually this week been trying to get it up and running and sort it out but it's in such a mess...I've got various neighbours who keep promising to come round and help me...I don't like it. I hate it...I have no interest in it at all. I just think it's absolutely boring. The thought of switching it on is like doing the ironing to me. (Barbara)

S Wyatt et al (2005) as previous slide, p.207



The Internet 'user' should be conceptualized along a continuum, with degrees and forms of participation that can change. Different modalities of use should be understood in terms of different types of users, but also in relation to different temporal and social trajectories. The latter includes changes in lifestyle determined by processes such as aging, changing jobs, educational history, and geographical mobility. Internet use encompasses not only different types of use, but also the possibility of reversals and changes of direction in the individual and collective patterns of use.

S Wyatt (2003) Non-users also matter: The construction of users and non-users of the Internet, in N Oudshoorn & T Pinch (eds) *How Users Matter: The Co-construction of Users and Technology*, Cambridge, MA: MIT Press, p.77.



Policy Implications: Questions to Consider

- Is non-use always or necessarily a problem?
- What data do we need to monitor non-, partial and changing use?
- What policies are needed for involuntary non-users?
- What provisions are needed for voluntary non-users?
- If the internet is the solution, what was the problem?



e-INCLUSION

ICT for an Inclusive Society

Ministerial Conference
Riga 11-13 June 2006

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