OxIS Workshop: The Links between Digital Disengagement and Social Exclusion

Policy Perspectives

4th October 2007

Digital Inclusion Team
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• Digital divide status
• Evidence of the links with social exclusion
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Many are enjoying the benefits of ICT

- >12 million broadband connections in UK over twice as many as narrowband
  - half of all Internet users now report using it > once per day
- Many urban areas covered by wifi hotspots
- Over 66 million mobile phone subscriptions,
  - 30% use mobiles as their main phone
  - 35 billion text messages sent in the UK during 2005
- Social networking sites are very popular
  - MySpace and Bebo in top 10 with 5.1m and 3.9m unique users in Apr 06 respectively
  - Over half of online 16-24 year olds regularly use social networking websites
- Internet viewed as a practical tool – banking, shopping and holiday websites considered most useful
- In the first quarter of 2006 an estimated 11.5m music tracks were downloaded legally
- 37% of online 18-24s report contributing to a website or blog

“The Google Generation” - over 19m unique visitors measured in April 2006.
But many are excluded …

- 11% don't have a mobile phone
- 27% don't yet have a digital TV, and many who do, have limited interactive forms of Digital Terrestrial
- 33% of UK households don't have a home computer
- 39% of adults in the UK don't use the internet
- 50% of households don’t use broadband
- 29% of children lack access from home

Sources: Ofcom, ONS and DfES
and adoption has slowed considerably.

- Internet, PC and mobile growth relatively flat since 2004
  - although latest ONS figures just released indicate a surge in 06/07
- Broadband take-up has been rapid but largely substitutional
  - Internet households: 57% (2004) to 60% (2006) a 3pp increase
  - Broadband households: 15% (2004) to 41% (2006) a 26pp increase
Those who are excluded are not representative of society as a whole

- **Use falls with age:**
  - younger people (16-24) are more than twice as likely to use the internet, use a PC or a mobile phone than older people (65+)

- **Use increases with wealth:**
  - people on the highest incomes are more than three times as likely to use the Internet than those on the lowest incomes.
  - They are over twice as likely to use a PC and also more likely to have a mobile phone.

- **Use increases with socio-economic status:**
  - ABs are more than twice as likely to use the Internet than DEs.
  - Usage of mobile phones is below average for DEs.

Reasons for non-use are a complex mix

- Key issues are around:
  - Motivation: disinterest and lack of need (46%*)
  - Access: lack of access to equipment/connections (40%*)
  - Skills: lack of confidence or skills (36%*)

- but complicated by the fact that many who are not engaging with technology also:
  - suffer multiple social disadvantages
  - live in deprived areas

* % of non-users citing this as reason for non-use
Many Non-Users are Socially Excluded

- Socially excluded are 3 times as likely to be non-internet users
- 75% do not use the internet

6-7 million adults

<table>
<thead>
<tr>
<th>Socially Included</th>
<th>Socially Excluded</th>
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<tbody>
<tr>
<td>24%</td>
<td>15%</td>
</tr>
<tr>
<td>56%</td>
<td>5%</td>
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People suffering three or more disadvantages e.g. low income, poor health, low educational attainment.
Internet Use falls as Social Exclusion Deepens

- 76% of the ‘excluded’ (3+ issues) do not use the internet
- 89% of the ‘entrenched’ (5+ issues) do not use the internet

No. of social disadvantages faced:
- e.g. low income, poor health, low educational attainment.
- 4+ means 4 or more

Red = low sample size

% of adult popln affected:
- 43.3% 20.0% 9.1% 3.3% 0.5%
- Excluded:
  - ~20% of population
  - 76% do not use the internet
- Entrenched - Deep and Persistent Exclusion:
  - ~3% of population
  - 89% do not use the internet
Non-Use is Highest in Deprived Areas

Households in the least deprived 20% of communities are more than twice as likely to have home internet access as those in the most (Scotland)

Source: Scottish Household Survey, adults aged 16+
Other Technologies are Important

- UCL e-classification model
- Broader measure of e-engagement
- Other technologies factored in
- Reduces overlap between exclusions
Issues and Opportunities

• Issues:
  – Social Exclusion is a barrier to closing the digital divide
  – Lack of engagement with ICT is another disadvantage suffered by the socially excluded

• Opportunities:
  – A market opportunity (24% of popn)
  – ICT can help to tackle social exclusion (20% of popn)
  • Combined interventions to tackle social and digital exclusion concurrently

Market Focus:
Product & service
Innovation and Partnerships

Socially Included

Socially Excluded

Non-Internet User

Internet User

Government Focus:
Combined policy interventions
 e.g. Telecare/Telehealth, Digital Switchover, eMentoring, eClinics
Digital Inclusion

• Broader than:
  – the digital divide
  – direct access and use of any one form of technology

• Focused on:
  – social outcomes
  – most disadvantaged people
  – the most deprived places

*The use of technology, either directly or indirectly, to improve the lives and life chances of people and the places in which they live*
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