Digital Readiness -comments-

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Broadband availability. ✔

98% have access to 6/1 Mbps down/up

Adoption ✔–

Good progress, even on the digital divide

Sources: http://www.broadbandmap.gov/blog/

Digital Readiness:

"...the capacity for people to engage with online resources with full information about service attributes and use of personal and household data."

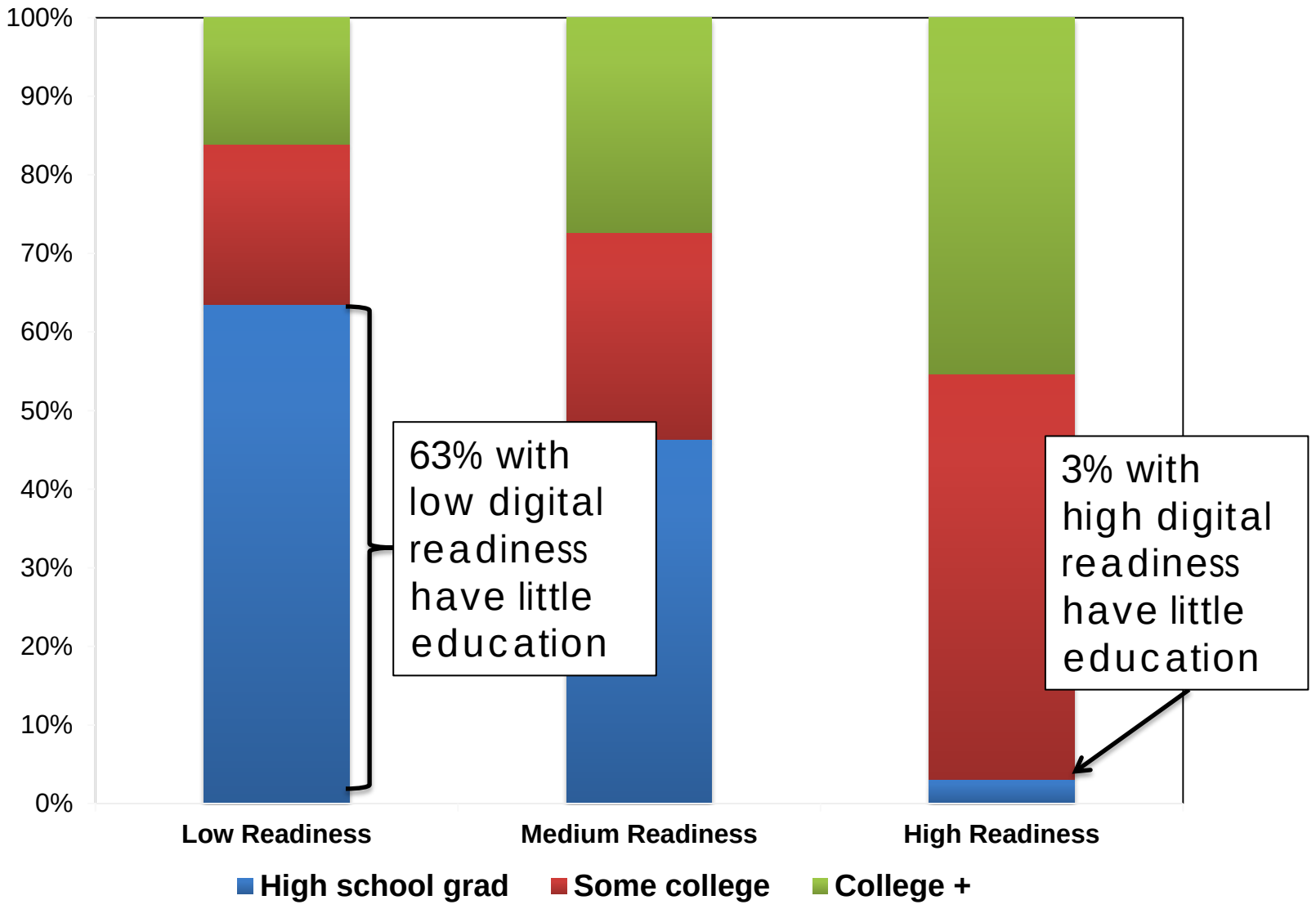


Take a look behind the numbers

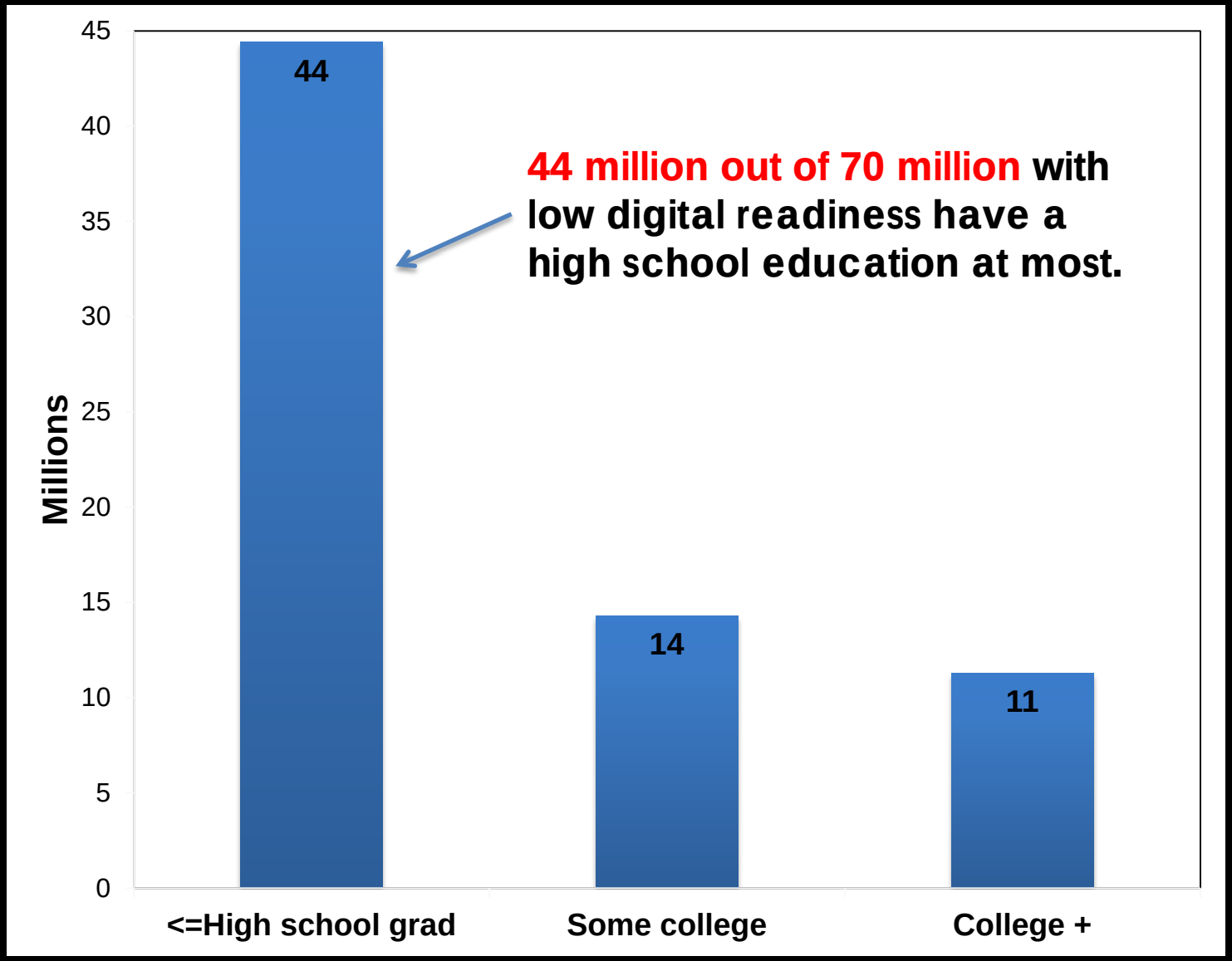
What does “digital readiness” mean?

The way forward

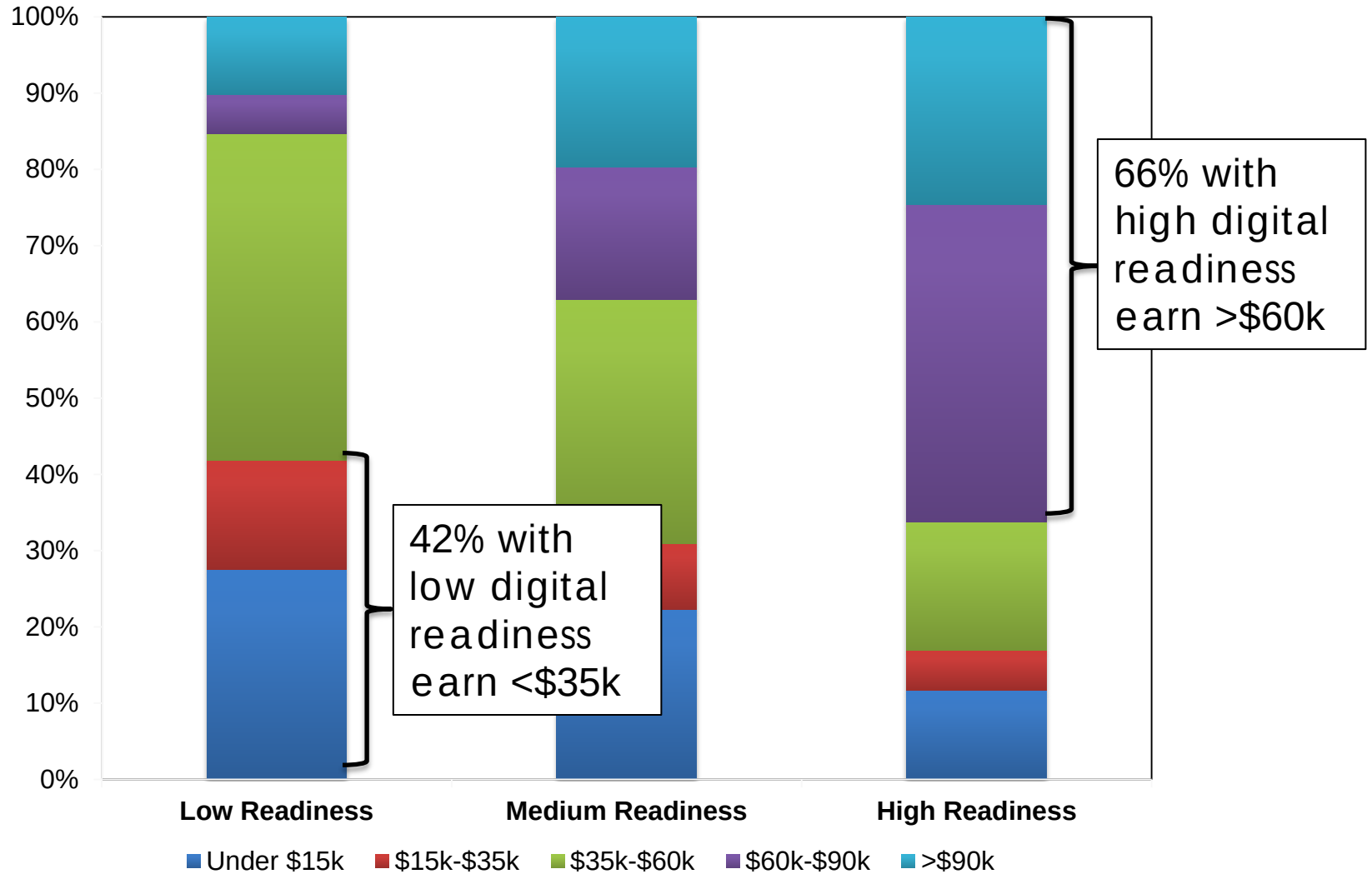
Less Educated People Have Lower Digital Readiness



Low Digital Readiness



The Poor Are More Likely to Have Low Digital Readiness



Is digital readiness mostly related to education and income, and, if so, are digital literacy programs likely to be helpful?

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Report: Poor People Pretty Much F[illegible]ed

NEWS · Patriotism · Economy · Poor · Trends · ISSUE 39·48 · Dec 10, 2003

2.2K
412
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WASHINGTON—According to the results of an intensive two-year study, Americans living below the poverty line are "pretty much f[illegible]," Center for Social and Economic Research executive director Jameson Park announced Monday.



Report: Poor People Pretty Much Fucked

"Although poor people have never had it particularly sweet, America has long been considered the land of opportunity, where upward class mobility is hard

What makes someone digitally literate?

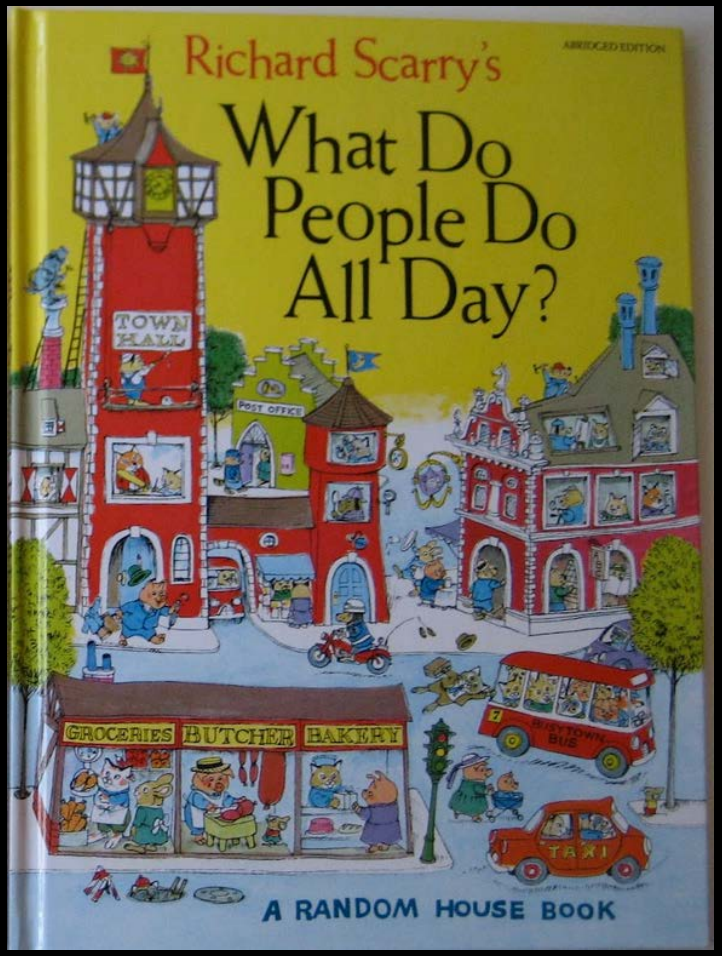
[5] Respondents were asked how well they understood the following tech terms: an Internet browser cookie, spyware/malware, app, refresh/reload, WiFi, QR code. They were also asked how easily they could find information using a desktop or laptop and (separately) using a mobile device. Finally, they were asked how comfortable they felt using a computer. Respondents could score the answers on a four point scale.



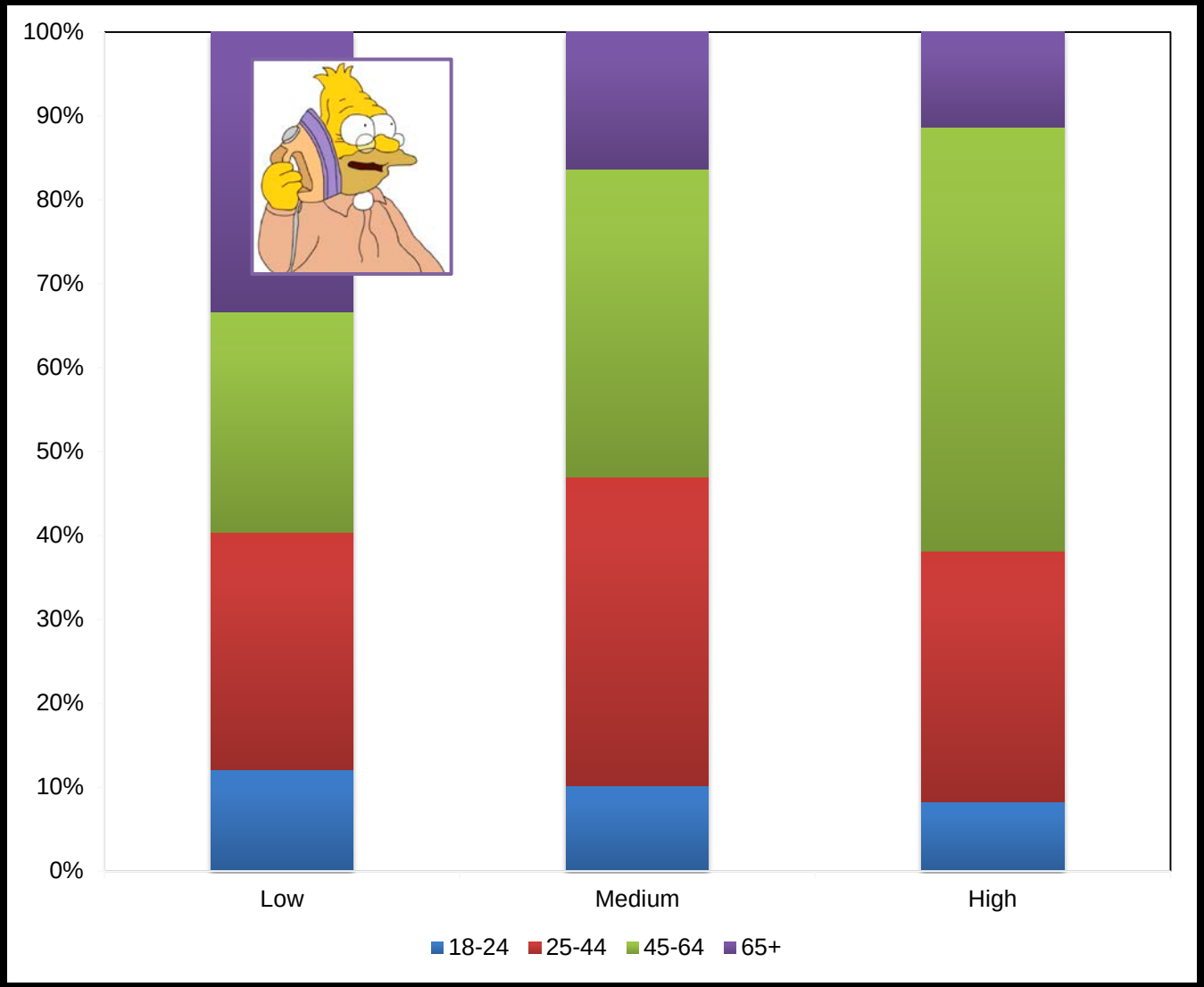
Digitally Ready?

Ever used email?	88% YES
Very/somewhat comfortable using computer?	77% YES
Ever used Internet on cell phone, e-reader, or table?	72% YES

Different people need different types of digital readiness.



A Lot of People With Low Digital Readiness Are Old



A "one size fits all" solution will not work. A "national digital readiness program" does not make sense when digital readiness intrudes into so many different spheres of people's lives. Investments in digital readiness will have to complement other activities (such as helping senior citizens get health care information, introducing students to online educational resources, or teaching people how to log onto their home manage energy usage). Actors in different sectors will have to make these complementary investments.



What should we do?

Survey is of INPUTS.

Identify relevant OUTCOMES.

Are they related to digital readiness or some other underlying issue?

EVALUATE existing programs.

How are participants chosen?

Does program improve skills?

Do improved skills lead to better life outcomes?

Goal:
Technological Advances Should Help Everyone

Continue Investigating
Causes/Effects/Possible Solutions