



Internet access among the most income deprived: the case of Glasgow

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<http://www>



Agenda



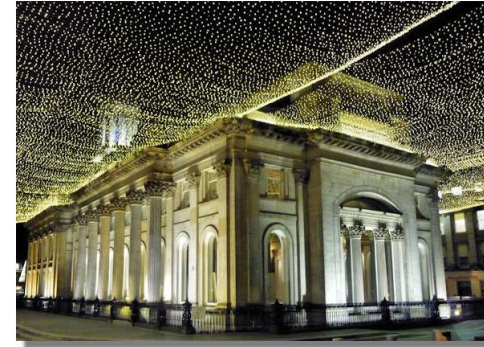
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Digital Divides and Inequality



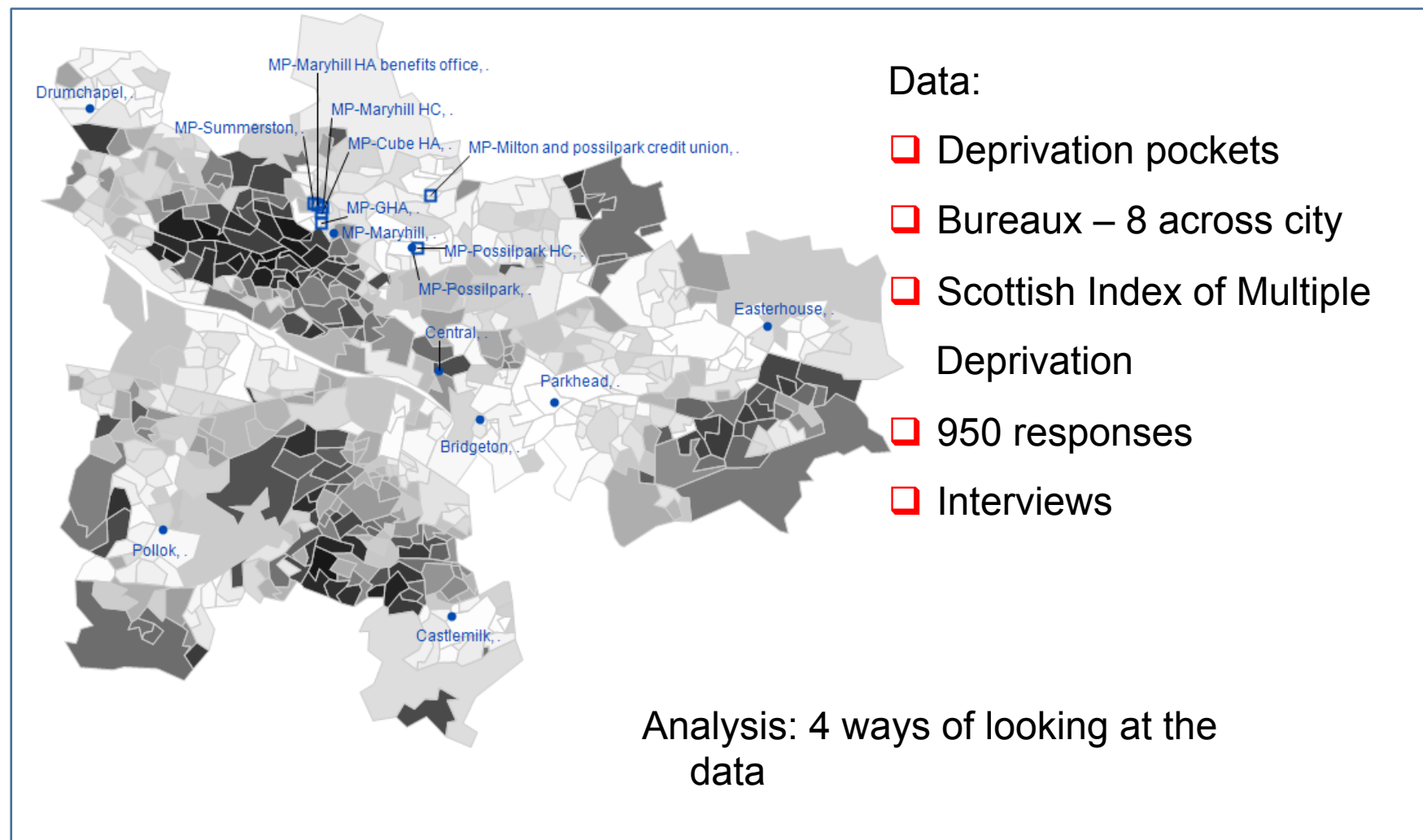
- ❑ Availability, uptake and use
- ❑ Uptake: drivers and barriers
- ❑ The digital divide leads to social exclusion and increasing societal inequality
- ❑ Van Dijk: Access; material, motivational, skills, usage
- ❑ Meaningful access: context, purpose, social organisation (Warschauer)
- ❑ Resource model: to promote social, digital, physical and human inclusion

Why Glasgow and the deprived?

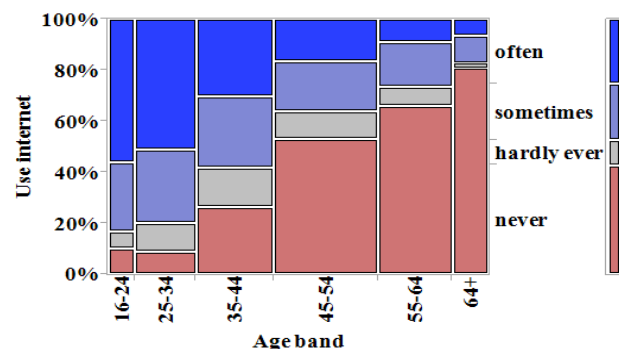


- ☐ Lowest uptake of any UK city
- ☐ City of stark contrasts: wealth and deprivation
- ☐ Income deprivation greater than for Scotland
- ☐ The push online: Digital by default and welfare changes
- ☐ Assisted Digital

Methodology

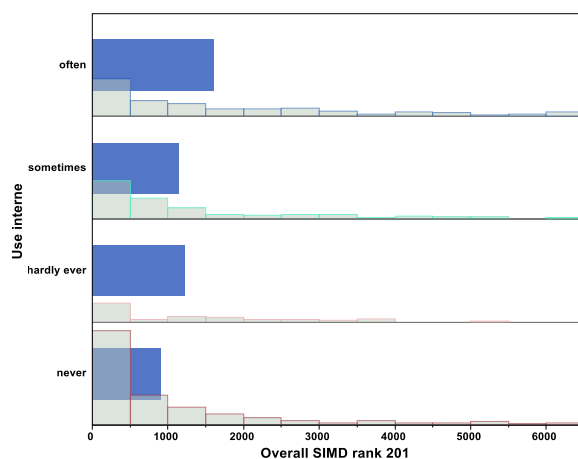


Findings: demographics



Results:

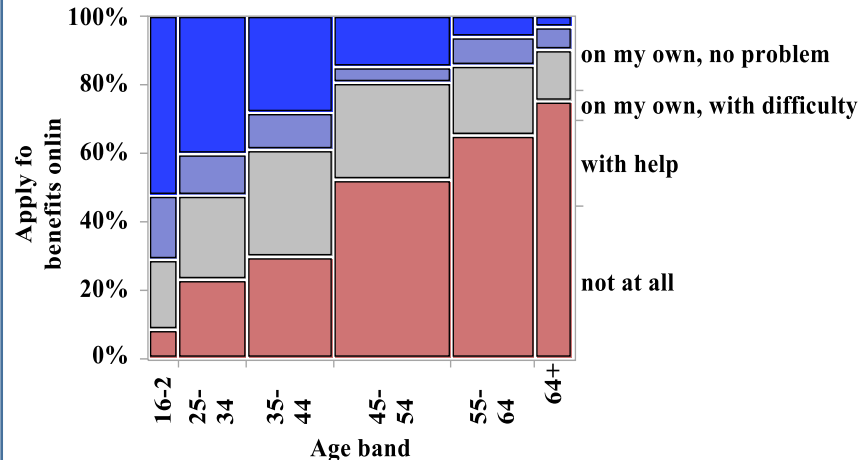
- ❑ Older people use less
- ❑ 42% NEVER used the Internet
- ❑ 35% unable to use a computer
- ❑ Public Internet, friend / family or phone
NOT Wifi or other public access
- ❑ Access does not mean use
- ❑ SIMD as proxy for economic and social factors
- ❑ Most deprived with lowest rank- twice as likely to have 'never used the Internet'



Findings: motivation

Economic reasons for going online:

- ❑ 65% of 55-64 years old not at all able to apply benefits online
- ❑ 70% of 55-64 years old not at all able to apply for jobs online

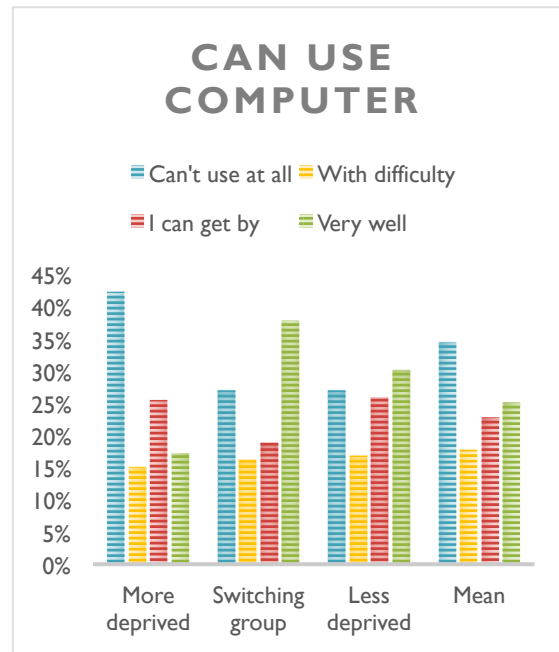


Difficulties in accessing the Internet:

- ❑ Over half lack the necessary skill and confidence to get online
- ❑ 12% say health issues prevent them from going online

Findings: segmentation

- ❑ Computer ownership in switching and least deprived >50%
- ❑ More of the most deprived 'can't use computers at all'
- ❑ Switching group uses computer very well
- ❑ Around a third own a device (lifestyle choice versus

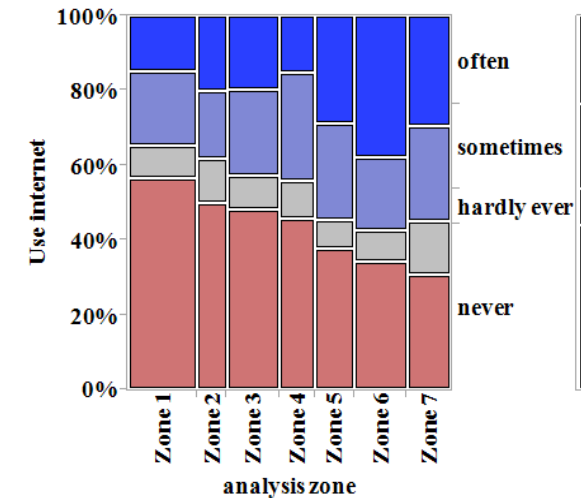


- ❑ Those from deprived areas need support in seeking benefits and applying for jobs
- ❑ Affordability issues -

Findings: geography

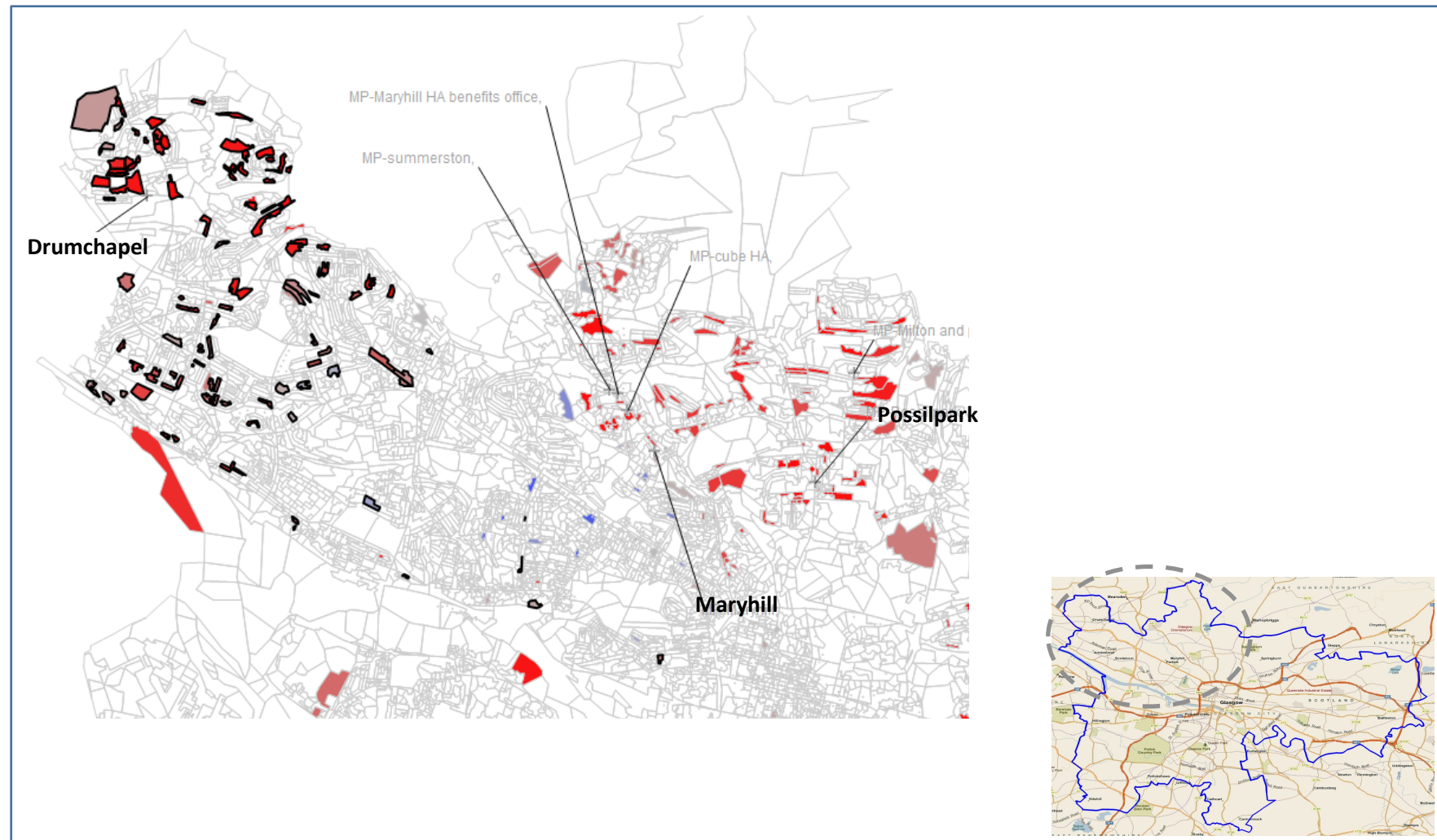
- ❑ Over half in zone 6 use the Internet often or sometimes
- ❑ Easterhouse has third who use Internet often
- ❑ Zone 1 and zone 7 similar mean SIMD
- ❑ Zone 5 less deprived than zone 7, similar use of Internet

Zones with similar levels of overall deprivation do not use the Internet in the same way.



Analysis zone	Outcode	Area of the city
zone 1	G21,22,23	North- Possilpark / Milton / Springburn
zone 2	G15	North West- Drumchapel
zone 3	G31,40	Bridgeton / Parkhead
zone 4	G32	Shettleston
zone 5	G13	North- Scotstoun
zone 6	G11,12,20	West end- Hillhead
zone 7	G33,34	Easterhouse

Findings: Bureau reach



Why it matters



- ❑ Raising individuals out of poverty has an impact on how they access the Internet and what they do online
- ❑ High numbers without the ability to participate online, on their own
- ❑ Material and motivational access issues prevalent in Glasgow
- ❑ Literacy and learning issues prevail
- ❑ Benefits online are complex and time consuming
- ❑ Push online through economic necessity

What next?



- ☐ Co-ordinated approach to assisted digital for consistent service, advice and assistance
- ☐ Free public Internet access alone won't close the divide
- ☐ Multi agency approach
- ☐ Assisted digital agencies need sound Internet infrastructure
- ☐ Policy action needed
- ☐ Training and ongoing support required



What next?

Where The UK Spends Its Time Online

Social media dominates, with 1 in 5 minutes spent on blogs and social networks. Entertainment/Video follows, with Portals, Email and Retail completing the top 5.



- ☐ Imagine if you could not use the Internet – for some of us it's as natural as breathing
- ☐ Some think it is not for them – reaching the disconnected challenging
- ☐ and costly.....Estimated £100m for Scotland Internet training (not including equipment, connection or additional infrastructure). (RSE, 2014)
- ☐ Programs for sustained adoption and use versus push online
- ☐ Format of support patterns: type of help

There will always be divides but there should be crossings
Where everyone can become a 'digital citizen'

Who we are – questions?



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