A digital world for all?
Examining Digital Inclusion and Behaviours across Demographic Groups

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Digital Futures

Maximising Benefit

Mitigating Risk
Breadth of digital research
To be covered

1. Digitally Savvy Citizens
   – Demographic and Geographic Findings

2. A digital world for all?
   – Findings and Recommendations
Digital Savvy Citizens

Demographic and Geographic Findings
Digital Savvy Citizens Aim

To build a picture of the digital behaviour of people in England, Scotland, Northern Ireland, Wales and Ireland by examining a number of key issues and scenarios.
Digital Savvy Citizens Methodology

1000+ representative sample per jurisdiction

Questions act as a proxy to identify trends

Generalisable & Robust

Varying degrees of benefit and risk within all behaviours
Socio-economic group (DE)*

- Least likely to use a passcode
- Least likely to turn off location services
- Least likely to share photos online

*England, Ireland and (F) in Northern Ireland
Scotland – Areas of Deprivation

- Least likely to use a passcode
- Least likely to turn off location services
- Least likely to share photos online
Public WIFI

Those in the most deprived areas or lowest socioeconomic groups were generally more likely to regard wifi as **unsafe** for banking, emailing, downloading or sharing photos.
Public Social Media Profiles

Lower socio-economic status less likely to make profiles public

Most deprived areas were most likely to make their profiles public

Socio-economic group DE most likely to have a public profile
Verifying Information

Other than age and gender, limited variation by demographic group. Generally households with children were more likely to verify information, but the differences were not large.
So, what does this mean?

Need for targeted privacy and security information for different groups
A digital world for all?

Findings and Recommendations
300,000 young people in the UK do not have basic digital skills

Around 40% of disadvantaged young people are being held back in the digital world because they struggle with ‘netiquette’ (how to deal with their own behaviour or the behaviour of others online).


Photo: Young Scot & Prince’s Trust Scotland
How has this come about?

**The Assumption**
All young people have basic digital skills and are digitally literate.

**The Reality**
Many young people do not have basic digital skills.

Vulnerable young people are particularly in need of additional support to improve their skills.
The #NotWithoutMe Programme

- Four pilot projects received £10k
- Ran January 16 – January 17
- 100 young people involved
  - Young people not in education, training or employment
  - Young people excluded from mainstream education
  - Young people with learning disabilities
  - Care-experience young people
- Initially used Digital Inclusion Framework
- Predominantly qualitative results through oral feedback, summary reports and interviews
The Findings

- Advanced skills in one digital area can mask low skills in other digital competencies.
- Digital content creation can be valuable for wellbeing.
- Adult support networks could also benefit from digital upskilling opportunities.
“They can go onto an Xbox, or an app on an iPhone. They can be number 1 in the world. But when it actually came to being able to set something up or reporting something, they were a lot more limited than they thought.”

Mencap Youth Worker, #NotWithoutMe
Skill levels

57% said they felt **confident** using digital technology.

However... outside of consuming media and engaging with social media the majority **struggled** with basic use of search engines.

*Source: Young Scot & Prince’s Trust Scotland, Digital Ignition*
Management Strategies

How would you find out where your nearest post office is?
Wellbeing
Through My Eyes
from Signal Film and Media
Supporting the Network

‘Excellent workshop, I feel that I am empowered to advise and support and in addition I can learn from the Young People that I work with. Having a wider knowledge enables me to support and advise parents, in addition educate and overcome some of the myths and fears that the older generation may previously held.’

- Care worker and participant of the signal workshop
Underlying need for user engagement

What is actually important to young people

What level, and how to engage with young people

Who else should be considered in the conversation?
What can change?

- Address structural challenges
- Co-design with vulnerable young people
- Delivery of support
- Community of practitioners/ adult support network
- Measurement and evaluation

To conclude

Digital inclusion is far more complex than appreciated in recent years, so there is need for further attention and investment into digital inclusion programmes. Without support, thousands of people will be even further disadvantaged in our ever digitizing world.
Thank You


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