

Digital exclusion



Good Things
Foundation

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Introducing Good Things Foundation



UK's leading digital inclusion charity - **3.5 million** people supported since 2010



Support other organisations to embed digital inclusion into their social mission (the Online Centres Network, thousands of organisations across the UK) - charities, social enterprises, libraries, housing associations, others



Provide free learning resources for essential digital skills: Learn My Way and Make It Click



Partner with Government, private sector and philanthropy to design and deliver digital inclusion programmes



Campaign for digital inclusion and advocate for Government prioritisation - #FixTheDigitalDivide and Blueprint

Why is digital exclusion important?

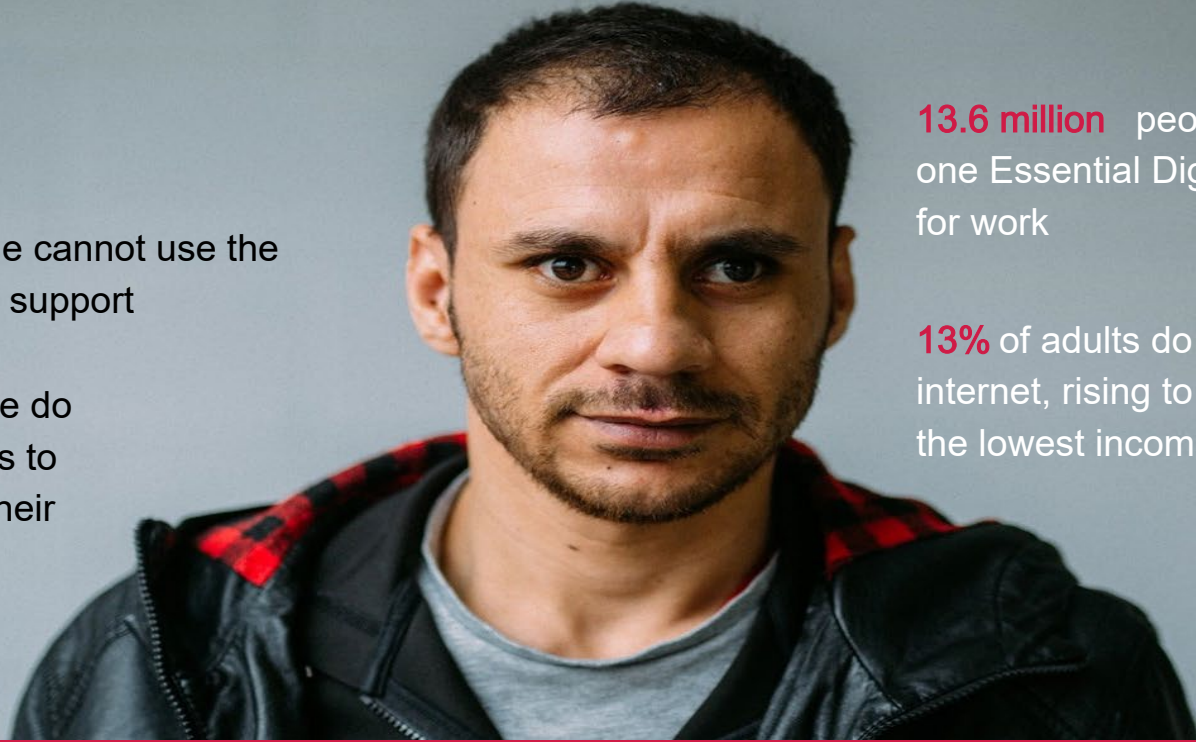
In the UK

9 million people cannot use the internet without support

7 million people do not have access to the internet in their homes

13.6 million people lack at least one Essential Digital Skill required for work

13% of adults do not use the internet, rising to **27%** of those in the lowest income households



Being older, poorer, having lower skills and having a disability makes you more likely to be digitally excluded

Health & Wellbeing

Low earners with the least digital skills pay on average 42% more on their utility bills

23% low income family children have no access to laptop or tablet

55% people with internet connection feel more part of a community

In March 2020 alone, online consultations doubled from around 900,00 to over 1.8 million

Disabled people and those with long-term conditions are 23% less likely to have the essential digital skills for life



The impact of COVID-19

The COVID-19 pandemic exacerbated digital exclusion:

- Lockdown cut off people without internet access or not using the internet, making it **hard or impossible to stay connected with family and friends**, order prescriptions online, do food shopping online, find key health information online
- Data usage increased, exposing data poverty - reports of **people forced to choose between data and food**
- Digital exclusion was more likely to affect those at greatest risk from COVID-19, **further increasing social inequality** - eg. people from black, asian and minority ethnic groups
- **The digitisation of work has accelerated** - in 2019, 82% of jobs needed some level of essential digital skills: the figure now will be even higher

Bringing it to life Maisie's story

This is Maisie.

Maisie has high functioning autism and diabetes, and experiences mental health problems including depression and psychosis.

The first lockdown severely affected her mental health and wellbeing. Being separated from her friends and her support network left her feeling scared and isolated.

She was left even further behind when she couldn't keep up with regular group video calls on an unfamiliar service, using only her small smartphone and mobile data.

Fortunately, the donation of a device and mobile WiFi router, as well as training and support to use them proved to be a lifeline.

<https://www.youtube.com/watch?v=XYAEYYfR5q4>



Some common myths

- Digital exclusion is **not just about older people** - many younger people (including 'digital natives') face digital exclusion, whether access or skills (1 in 10 of those offline are under 50) : Narrow users - social and entertainment media only
- Digital exclusion isn't a problem that will just go away because of demographics - it is **heavily driven by poverty** , and affects people of all ages
- Digital exclusion won't be solved just by leaving it to friends and family to 'naturally' help people get online - there are **deep motivational and confidence barriers** which need dedicated, sustained support to overcome
- Digital skills can be learned easily at work, you can pick them up on the job - **only 23% of employees** say they have received digital skills training from their employer, and the majority of jobs now need digital skills just to apply

Core features of digital exclusion

Access

No device, no connectivity and/or insufficient data

Motivation

Not interested in using the internet

Skills

Lack one or more Essential Digital Skills

But these interact with a wide range of other factors:

Language

English remains the most common language on the internet

Cultural

Religion, family, community can affect internet usage

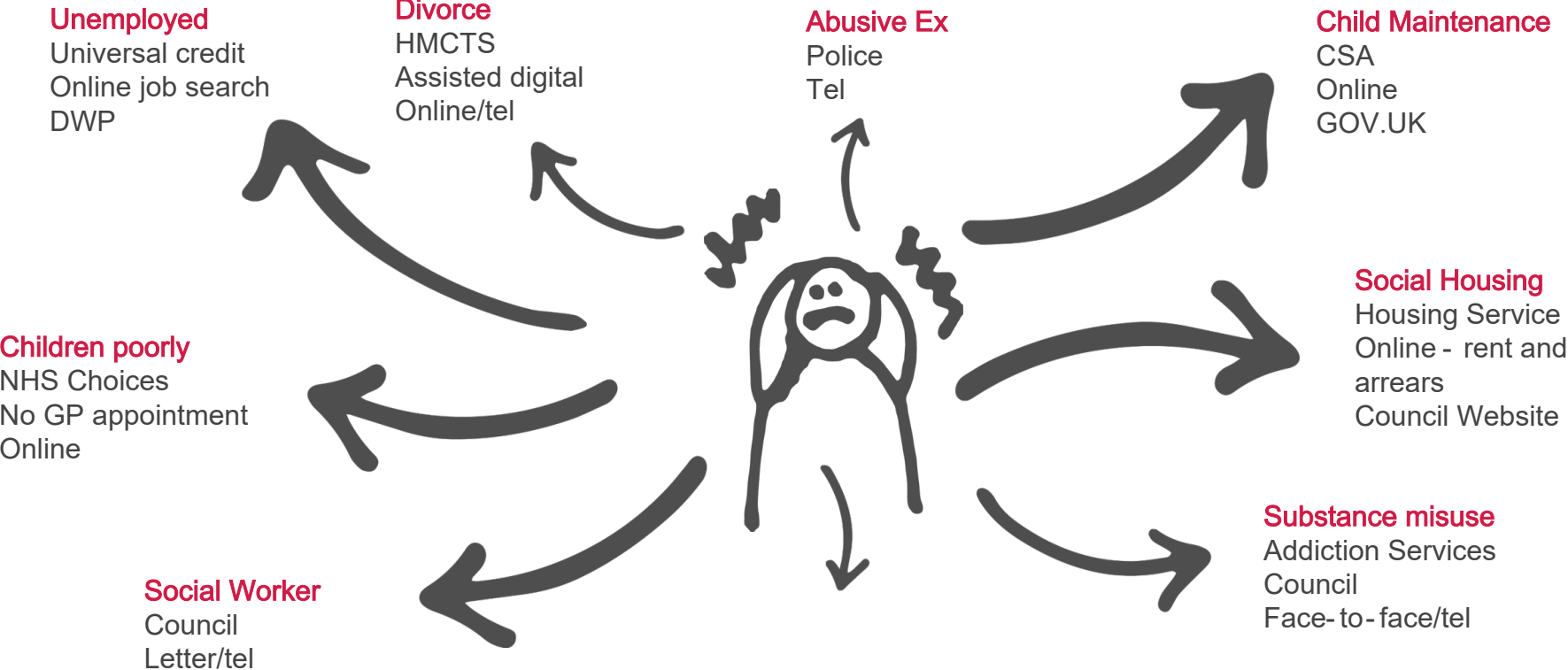
Education

Those who left education at or under 16 years are 2.8 times more likely to be non-users saying 'it's not for me' than those who left education after 21¹

Structural

55% of those offline earn under £ 20,000

Digital exclusion interacts with the complexity of people's lives



What do people need to become digitally included?

- Trust - the foundation for digital inclusion
- Learning from someone with lived experience (digital champions, volunteers, staff)
- The 'hook' - making it relevant, enabling a personal outcome
- Wrap around (holistic) support that recognises many/all of the barriers the individual faces - could relate to health, getting a job, saving money
- An informal learning environment in which they feel safe and is 'for them'
 - Help to do it themselves
 - Quick wins
- One-to-one support, with regular, positive feedback
- As well as access - connectivity, a device, sufficient/affordable data
- Avoiding the word 'digital'!



Thank you!

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