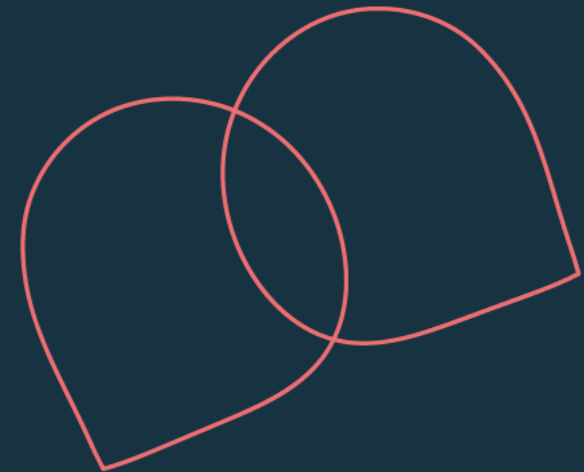# Reaching digitally excluded audiences

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➤ Definitions

1. Why and how people are digitally excluded, who is affected
2. The impact of digital exclusion
3. The impact of the pandemic
4. Identifying your digitally excluded audiences and their needs
5. Reaching and engaging these audiences
6. Digital inclusion
7. Measuring your impact

Takeaways

- Understanding why and how people are digitally excluded and how this relates to your organisation and your audience development / marketing

- Considerations and approaches for reaching and engaging audiences

- Inspiration around digital inclusion

- Links to additional resources

Definitions

- **Digital exclusion** = where a section of the population have continuing unequal access, skills, motivation and confidence to use technology that is essential to fully participate in society

- **Digital divide** = the gap between people in society who have full access to digital technologies (such as Internet and computers) and those who do not

- **Digital inclusion** = working with communities to address issues of opportunity, access, knowledge and skill in relation to using technology, esp. the internet

1. Why and how people are digitally excluded

What percentage of the UK population has not used the internet in the last 3 months?
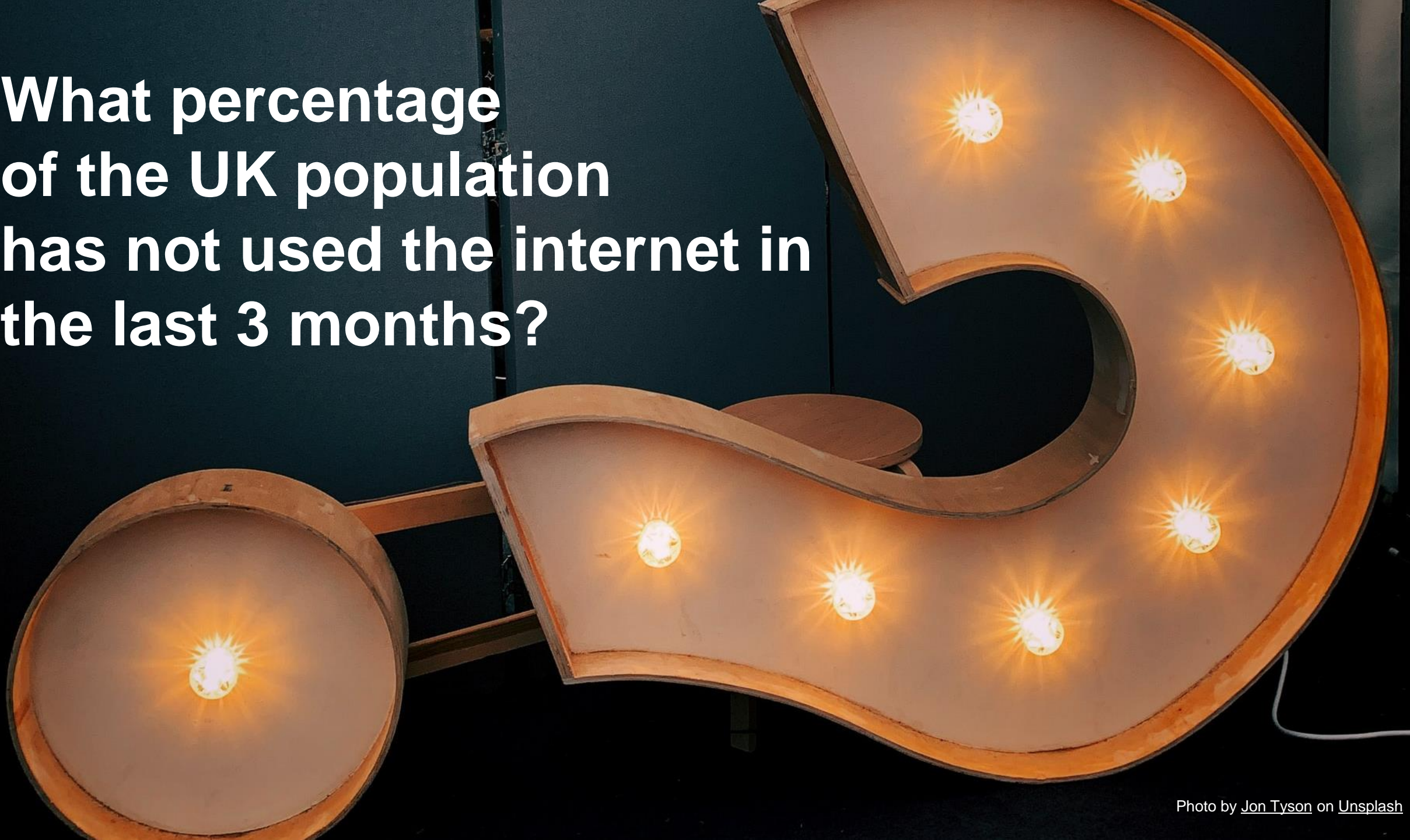
Types of digital exclusion

1. Access – data / devices

2. Skills

3. Motivation and confidence

What this means

Who is affected

Impact and implications

1. Lack of access…

1. … to devices
   - 12% adults don't own a smartphone
   - 10% of internet users *only* use a smartphone to go online
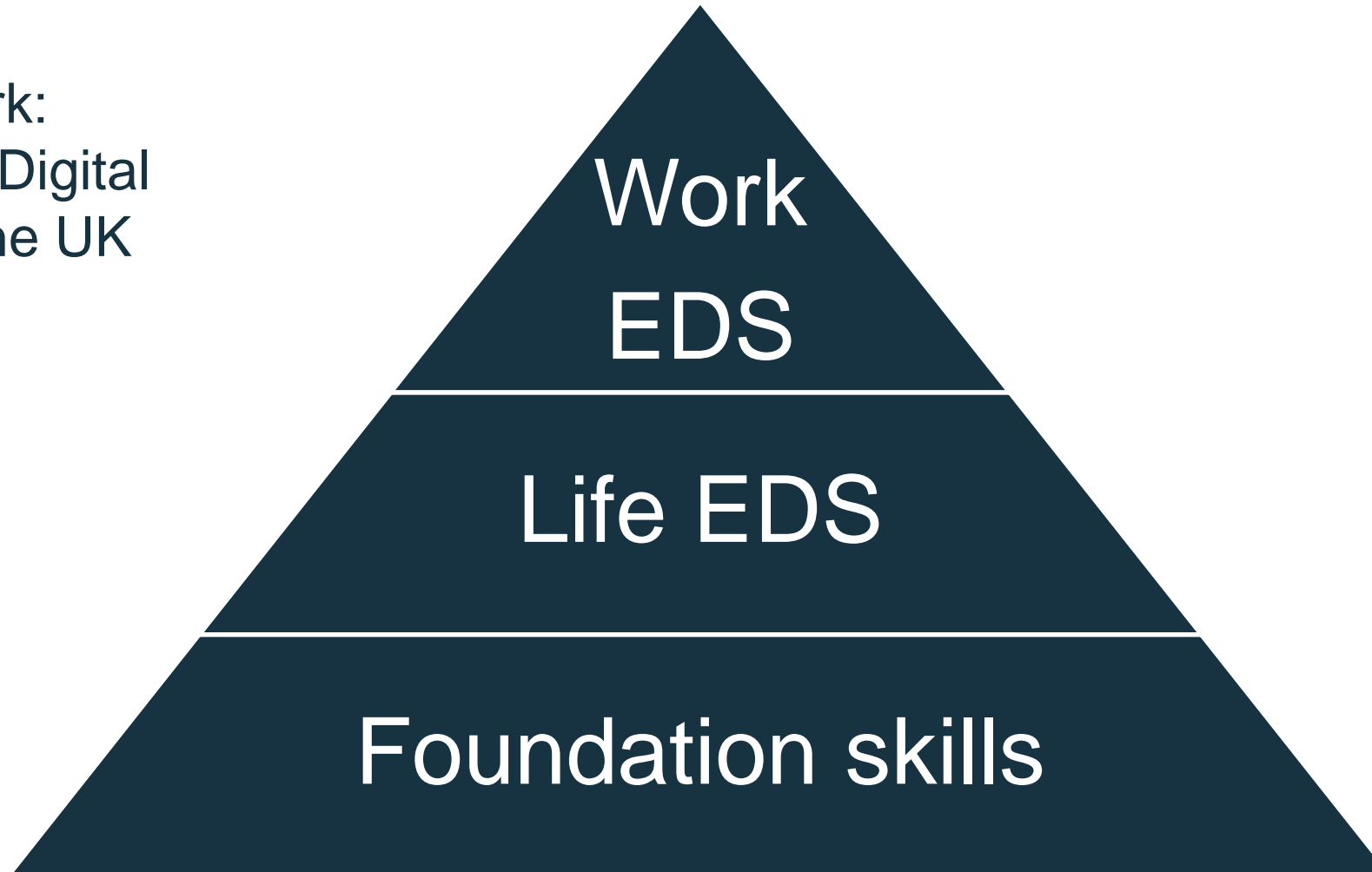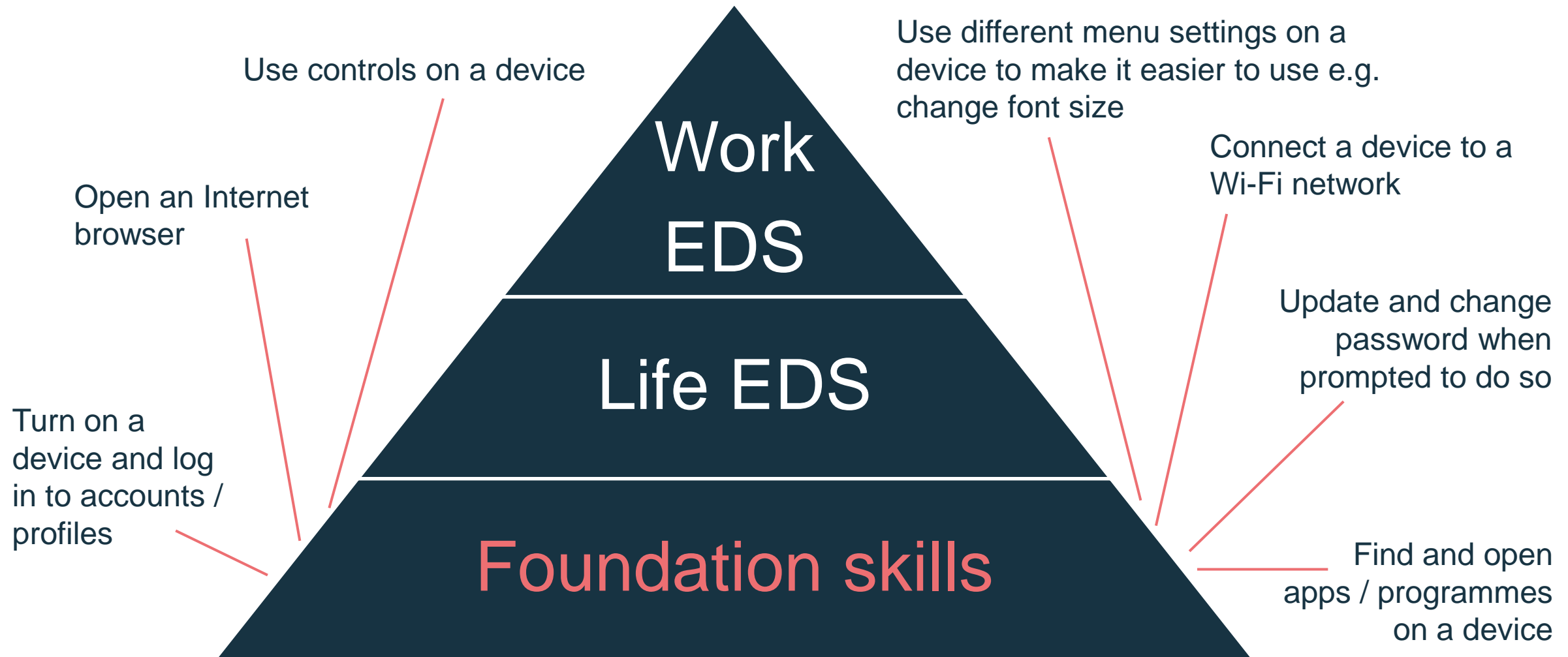
2. … to data
   - Lack of a broadband or mobile data service
   - 4% households don't have internet access
   - Examples of data poverty causes: cost barriers, unstable housing and/or employment, barriers to contracts
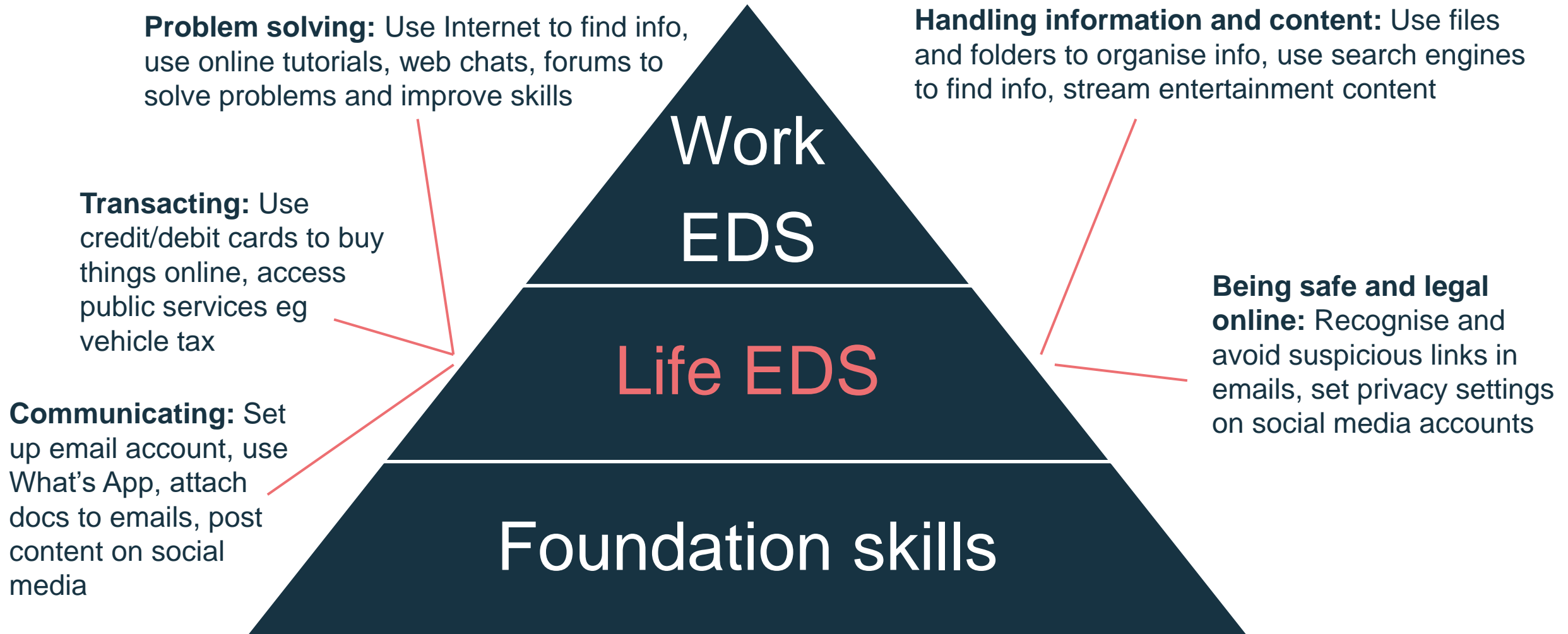
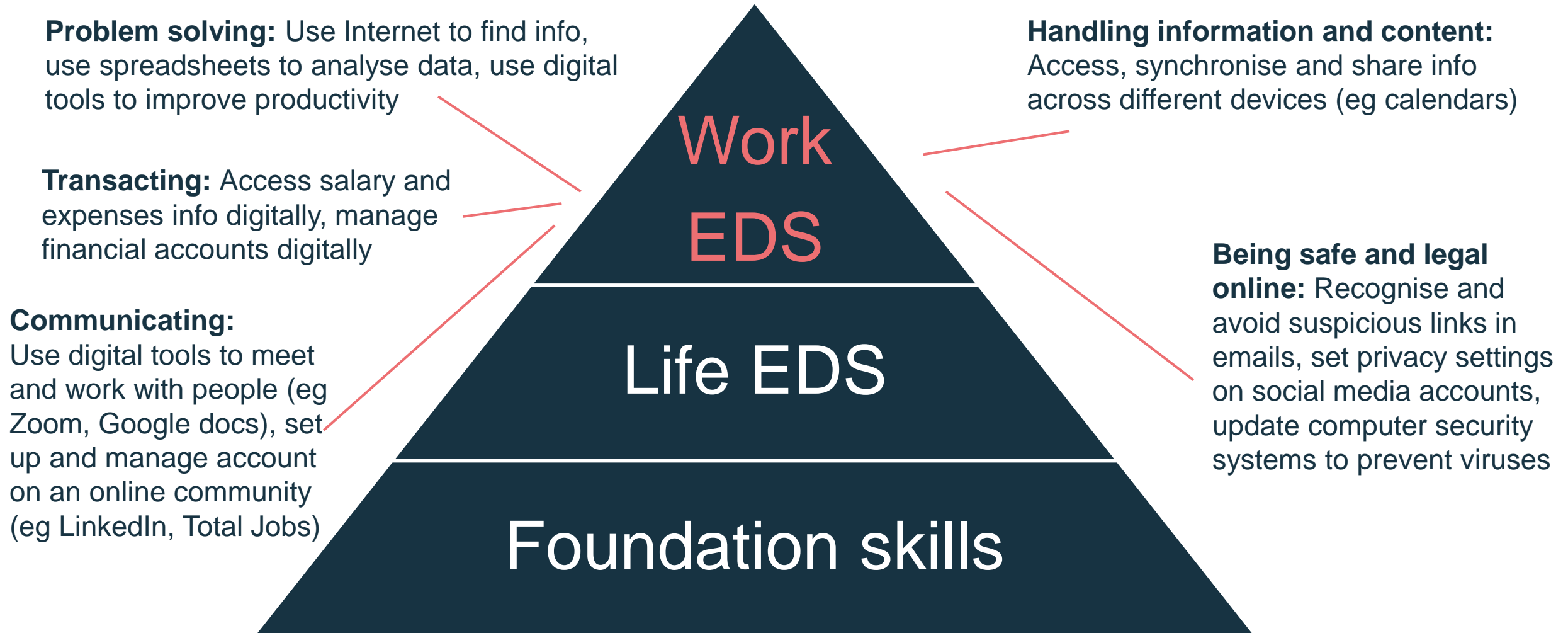# 2. Lack of skills

Framework:
Essential Digital
Skills of the UK

Work
EDS

Life EDS

Foundation skills

Ca. 10m people (19%) can't do all Foundation level tasks

Use different menu settings on a device to make it easier to use e.g. change font size

Use controls on a device

Connect a device to a Wi-Fi network

Open an Internet browser

Work EDS

Update and change password when prompted to do so

Life EDS

Turn on a device and log in to accounts / profiles

Foundation skills

Find and open apps / programmes on a device

Ca.11m people (21%) can't do at least 1 thing in each category

Problem solving: Use Internet to find info, use online tutorials, web chats, forums to solve problems and improve skills

Handling information and content: Use files and folders to organise info, use search engines to find info, stream entertainment content

Transacting: Use credit/debit cards to buy things online, access public services eg vehicle tax

Being safe and legal online: Recognise and avoid suspicious links in emails, set privacy settings on social media accounts

Communicating: Set up email account, use What's App, attach docs to emails, post content on social media

Work EDS

Life EDS

Foundation skills

Ca. 12m, 36% of workforce, lack full digital skills needed for work

Problem solving: Use Internet to find info, use spreadsheets to analyse data, use digital tools to improve productivity

Transacting: Access salary and expenses info digitally, manage financial accounts digitally

Communicating: Use digital tools to meet and work with people (eg Zoom, Google docs), set up and manage account on an online community (eg LinkedIn, Total Jobs)

Handling information and content: Access, synchronise and share info across different devices (eg calendars)

Being safe and legal online: Recognise and avoid suspicious links in emails, set privacy settings on social media accounts, update computer security systems to prevent viruses

Work EDS

Life EDS

Foundation skills

3. Lack of confidence and/or motivation

- Lack of interest or perceived need

- 47% of non-users: "the internet doesn't interest me"

- 32% of those offline say "nothing" could motivate them to get online

- Concerns around privacy and security, internet is too complicated, would rather spend money on other things, don't understand benefits, don't have time

2. The impact of digital exclusion

The impact of digital exclusion

- Less access to health advice, appointments
- Less access to support services for housing or social care
- Harder to seek jobs
- Excluded from some jobs
- Earn less
- At higher risk of online harms
- Pay more for shopping
- Spend more on utilities
- Losing voice and visibility
- Tasks take longer

'SHAMBOLIC SCHEME' SNP's half-price ticket offer from newly nationalised ScotRail could breach anti-discrimination laws

"A HALF-price ticket offer from the SNP's newly nationalised ScotRail could breach anti-discrimination laws as it's only available online, it was warned today.

People will not be able to take advantage of the offer in person at stations - with campaigners saying this is how many older people still buy fares.
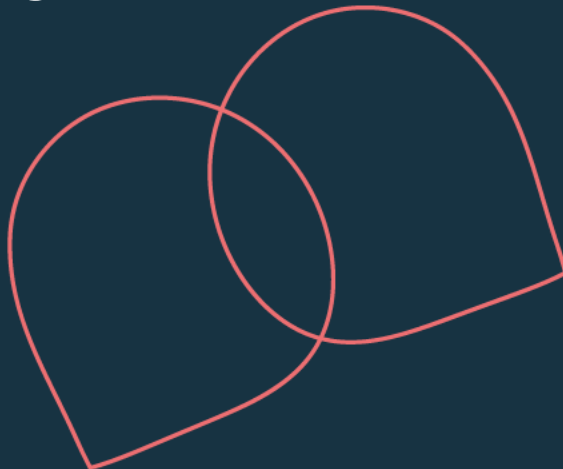
And it's claimed this means the firm - now owned by the Scottish Government since the start of April - could be breaching a legal duty for public bodies not to discriminate based on age or disability."

3. The impact of the pandemic

"In terms of digital engagement, the UK has made five years' worth of progress in just one year."
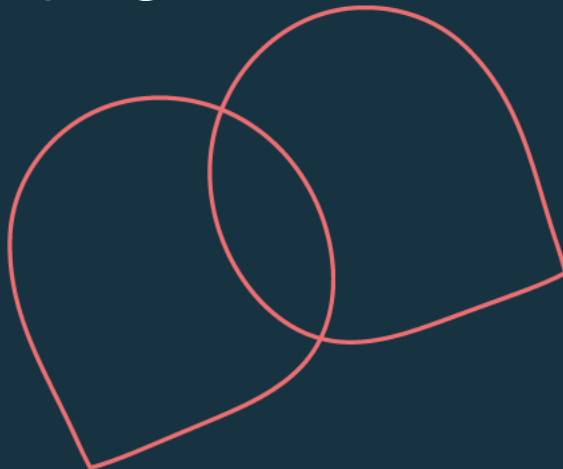
Progress…

- "Tech-celebration"

- 1.5m more people have started using the Internet in the UK

- 1 in 3 people believe they have improved their digital skills in lockdown, esp. over 60s

- What could encourage you to use the Internet? "Nothing" has fallen from 48% in 2020 to 32% in 2021

"The pandemic has further exposed and deepened the divide between the digital haves and have nots."

Pandemic's impact on people who are digitally excluded

- Locked out of free community internet access

- Widened attainment gap between disadvantaged children and their peers

- Can't access contract tracing apps

- Less access to health advice

- More socially isolated

- Can't change shopping to online

Culture in Crisis report:

"although the shift to digital made some content cheaper and more accessible for existing audiences, it failed to diversify the audience base: what we ultimately witnessed was more cultural attendances from roughly the same number and type of attenders."

4. Identifying your digitally excluded audiences and their needs

Who is affected?

- It's not just a generational issue

- Some of the most vulnerable and disadvantaged groups in society including people in social housing, on lower wages or unemployed, disabled people, older people, with no or few qualifications

- Regional variations

- Skills affects more people than access and confidence / motivation and is more nuanced

- It's not binary or static

https://www.goodthingsfoundation.org/wp-content/uploads/2021/01/blueprint-for-a-100-digitally-included-uk-0.pdf, https://post.parliament.uk/covid-19-and-the-digital-divide/
https://www.ons.gov.uk/peoplepopulationandcommunity/householdcharacteristics/homeinternetandsocialmediausage/articles/exploringtheuksdigitaldivide/2019-03-04

Local research and context

- Scottish Household Survey
- Scotland's Digital Participation Charter
- Inspiring Scotland

- Local / regional digital exclusion taskforces and projects

- Stakeholders e.g.
  - Local authority
  - Job Centre Plus
  - Housing Associations
  - City / town / regional economic and business organisations
  - Regional health organisations
  - Charities

Sector data and resources
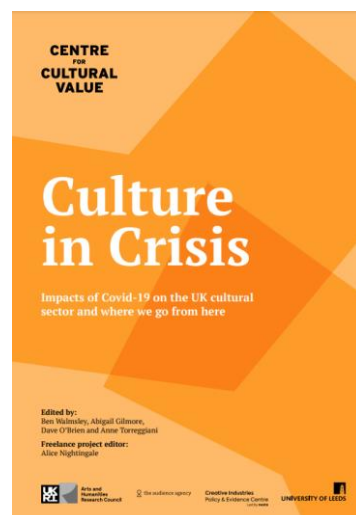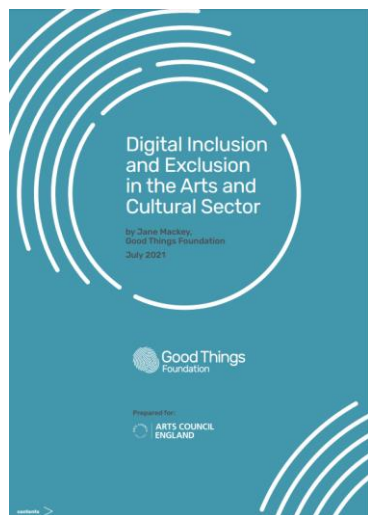
Different digitally excluded audiences

Audit

Audience group	Type of digital exclusion			What is the impact?	What can / should we do as a result? Consider audience journey	What don't we know or understand that we need to find out?
	Lack of data / devices?	Lack of skills?	Lack of motivation or interest?			
Visitors (split further using your segmentation)						
Staff						
Volunteers						
Trustees						

Break-out group discussion:
1. Which of your audience groups is / are or do you think is / are most impacted by digital exclusion?
2. How: lack of access, skills, motivation / confidence?
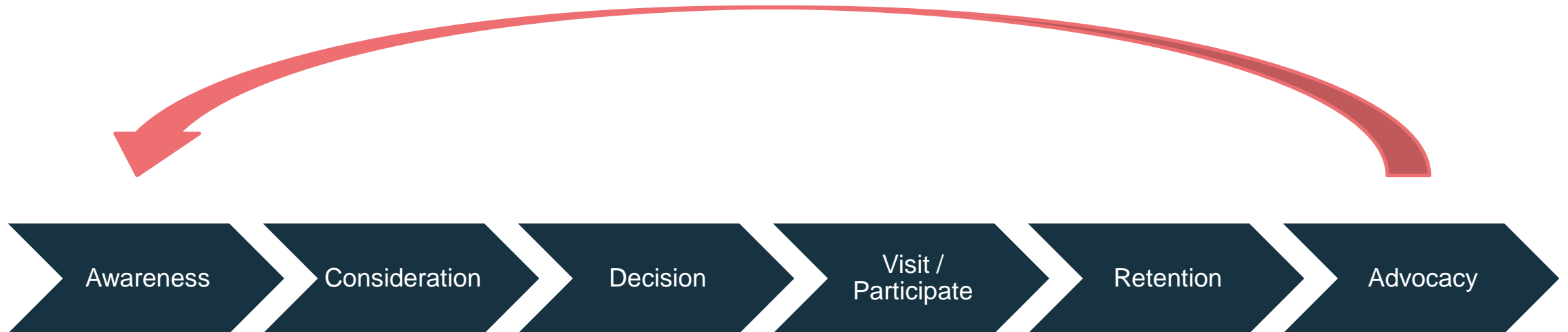**3. How does this relate to your organisation?**
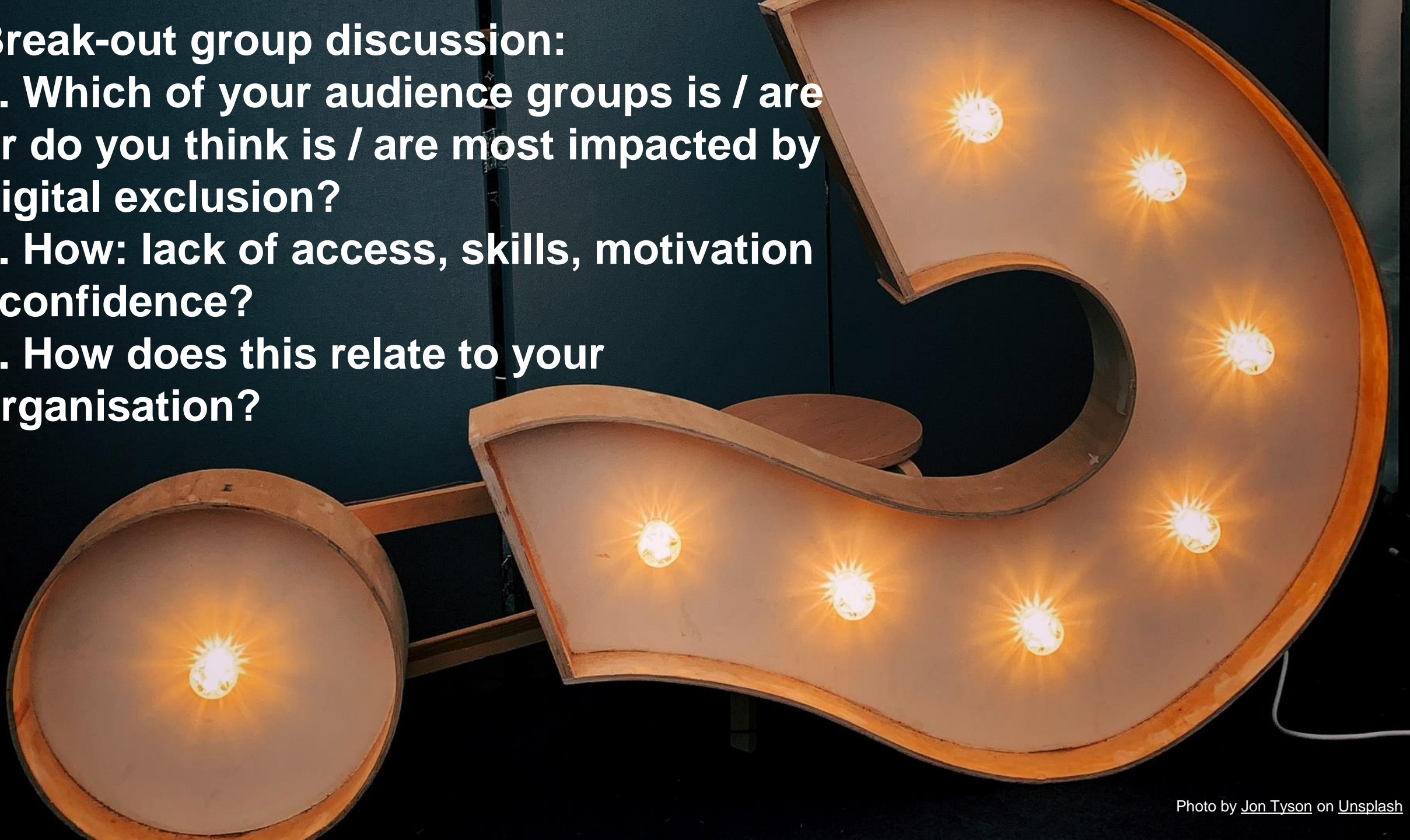
Digital vs in-person

5. Reaching and engaging these audiences

Audience journey

Awareness → Consideration → Decision → Visit / Participate → Retention → Advocacy

Audience journey

	Awareness	Consideration	Decision	Visit / Participate	Retention	Advocacy
Access to data/ devices						
Skills						
Motivation/ confidence						

Audience journey
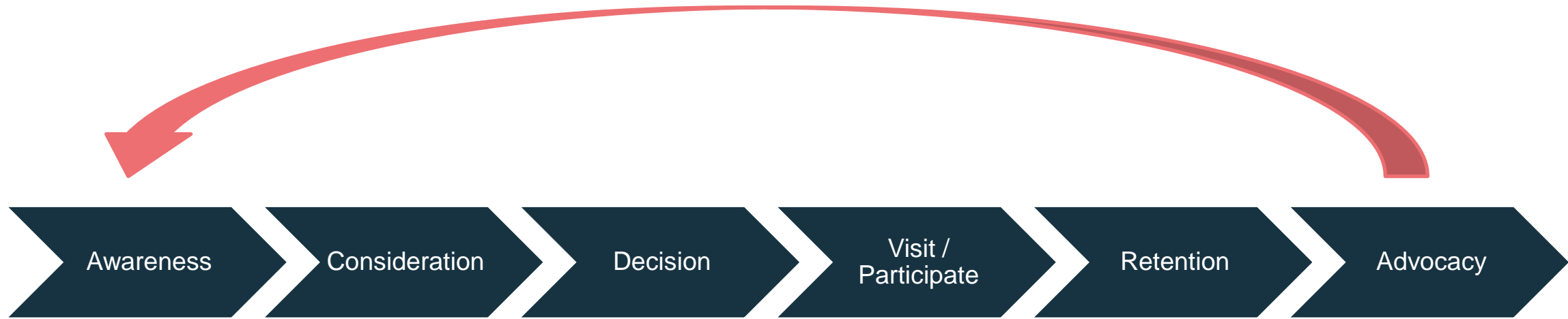
	Awareness	Consideration	Decision	Visit / Participate	Retention	Advocacy
Audience group 1						
Audience group 2						
Audience group 3						

6. Digital inclusion

Barriers to digital inclusion in the sector

1. Individual level (audiences)

2. Organisational level

3. Community level

4. and 5. Sector and societal level

What would encourage people to get online?

1. Ability to easily stop organisations from using my data (44%)

2. Support from someone to help (40%)

3. If websites or apps were easier to understand (39%)

4. More transparency about the data organisations have on me and how they're using it (36%)

5. Understanding more about the benefits and what you could use the Internet for (33%)
    Cheaper cost of Internet (33%)

Becoming digitally inclusive

- Who are we excluding through our approach? How are they excluded?

- How can we design projects and programmes at the outset to be digitally inclusive?

- How can audiences who are offline and limited internet users be made aware of our organisation / activity / experience?

- Is support required to help people to see how the experience is of value to them, and to encourage them to participate?

- Is the digital activity / experience enriching for audiences irrespective of their device or internet speed?

Different types and causes of digital exclusion will have different solutions

Can you be part of the solution?

Lack of access
- Free public Wi-Fi
- Public access to computers
- Homework / study hub
- Marketing accessible and non-digital

Lack of skills
- Internal skills audit eg DASH survey
- Digital Culture Compass
- Mentoring / training
- New digital volunteering opps
- Skill swaps

Lack of confidence / motivation
- Simple website, booking & navigation system
- Transparency about personal data
- Highlight possibilities in talks
- Support from FOH
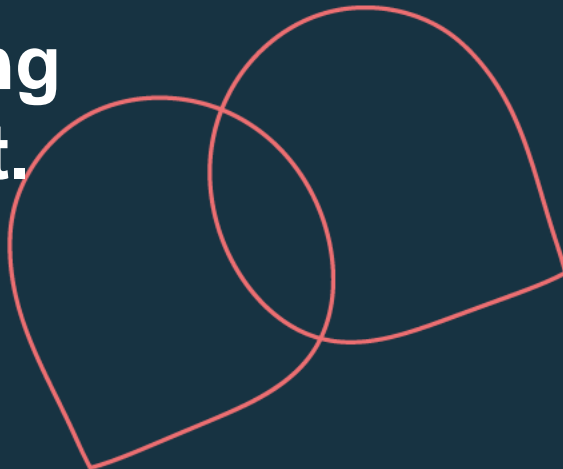
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Can you be part of the solution?

Lack of access	Lack of skills	Lack of confidence / motivation

- Consult with relevant user groups, experts: ask, don't assume
- Embed into projects & funding applications (inc. non-sector digital inclusion funds)
- Personal, face-to-face support
- Join www.onlinecentresnetwork.org
- Create personas

- Connect with community support and partner providers
- Work with local partners to advocate for place-based funding for digital inclusion
- Digital inclusion volunteering with partners
- Digital champions / enthusiasts / taskforce

"If more arts organisations can become skilled at introducing digital technologies to digitally excluded groups, the impact could move beyond the cultural. It could lead to a positive social outcome that contributes to a reduction in digital exclusion within communities, increasing people's confidence and empowerment. An additional benefit may be helping those organisations reach a wider and broader audience."

Digital inclusion resources from SCVO

National Databank

- Provides free sim cards and mobile data, talk minutes and texts, donated by mobile phone companies

- Via Good Things Foundation's network of local community partners

- Community organisations apply to access the data bank to provide data to people in their communities

- Organisations need to be members of the Online Centres Network

Breakout group discussion: Share ideas or experiences of solutions

Photo by Jon Tyson on Unsplash

7. Measuring your impact

Measuring your impact

- What do you want to achieve?

- Where can you make a difference?

- What are your priorities and objectives?

❑ Identifying and understanding your audiences?
❑ Inclusivity?
❑ Broadening audiences?
❑ Financial?
❑ Upskilling staff / volunteers / trustees?

❑ Supporting your community?
❑ Working with partners?
❑ Trailblazing?
❑ Creating a case for funding?
❑ Seeking funding?

Measuring your impact

- Establish a baseline

- Track your progress

- Quantifiable results?

- Qualitative impact?

- Share your results: internally, with stakeholders and partners, with the sector

Final questions and comments?