



Media and Technology Institute



SERVING THE UNSERVED: HOW YOU CAN PARTNER WITH WASHINGTON & INDUSTRY TO DRIVE BROADBAND DEPLOYMENT & ADOPTION

Presentation to NATOA

September 23, 2011

www.jointcenter.org

Who We Are

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The Joint Center for Political and Economic Studies (JCPES) informs and illuminates the nation's major public policy debates through research, analysis, and information dissemination in order to:

- ✦ *improve the socioeconomic status of people of color;*
- ✦ *expand their effective participation in the political and public policy arenas; and*
- ✦ *promote communications and relationships across racial and ethnic lines to strengthen the nation's pluralistic society.*



Presentation Goals

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- **Share Joint Center expertise on stakeholders that are limited and non-adopters of broadband Internet**
- **Introduce a framework for understanding how broadband investments help stakeholders solve community problems**
- **Present examples of strategic partnerships**

The Promise of Broadband

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- **Opens the frontier for economic growth and human development**
- **Facilitates job creation and business expansion**
- **Contributes to the “community ecosystem” by providing an alternative to solving social problems**
- **Creates a platform for improved access to and exchange of information (e.g., government, educational, health care)**
- **Facilitates greater innovation (e.g., energy, public safety) and efficiency (e.g., “open government”)**

- **Digital Literacy**
- **Sources of Technical Support**
- **Segmented Market Needs**
 - *Non-adopters (broad)*
 - *Racial and Ethnic Minorities*
 - *Older Populations*
 - *People with Disabilities*
- **Access to Internet-Enabled Devices**

The Joint Center Study

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National Minority Broadband Adoption Study

Methodology

- Telephone interviews between December 1, 2009 and January 4, 2010
- National sample of 2,741 adults living in the continental U.S.
- Over-sampled minorities: 1,023 blacks and 834 Hispanics
- 310 interviews conducted in Spanish
- Supplemented with field research in Chicago; San Francisco; and East St. Louis, IL

General Findings

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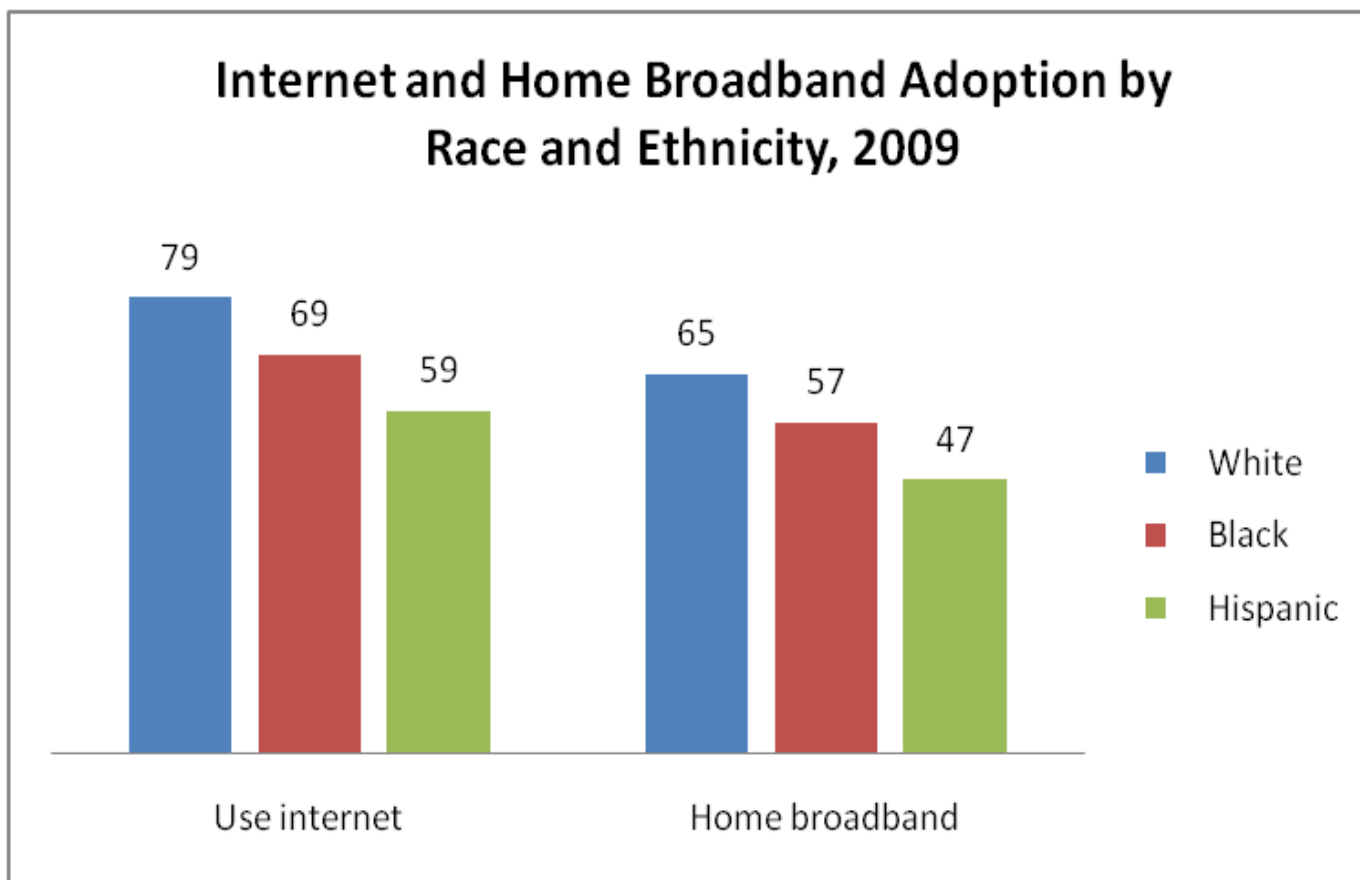
- **75% of adults living in the United States use the Internet**
- **62% have broadband connections at home**
- **Men and women do not differ significantly on Internet and home broadband adoption**
- **Seniors have significantly lower rates**
- **High school dropouts have significantly lower rates of broadband adoption and Internet use**

General Findings

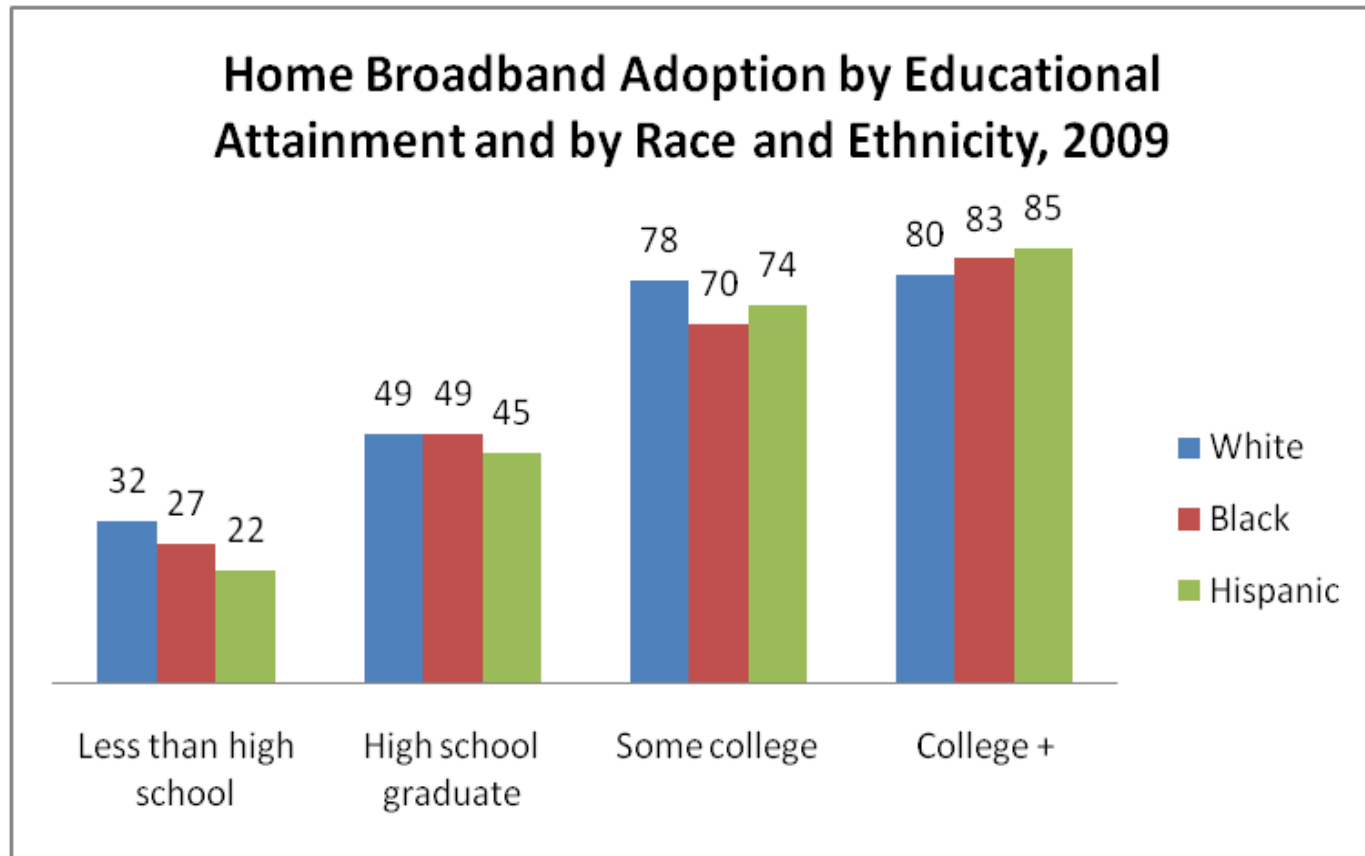
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- **People born outside the United States have lower rates of broadband adoption**
- **Spanish-speaking people have significantly lower rates of broadband adoption**
- **Low-income people have significantly lower broadband adoption rates than upper and middle-income people**
- **People living in rural areas have lower broadband adoption rates than those from urban areas**

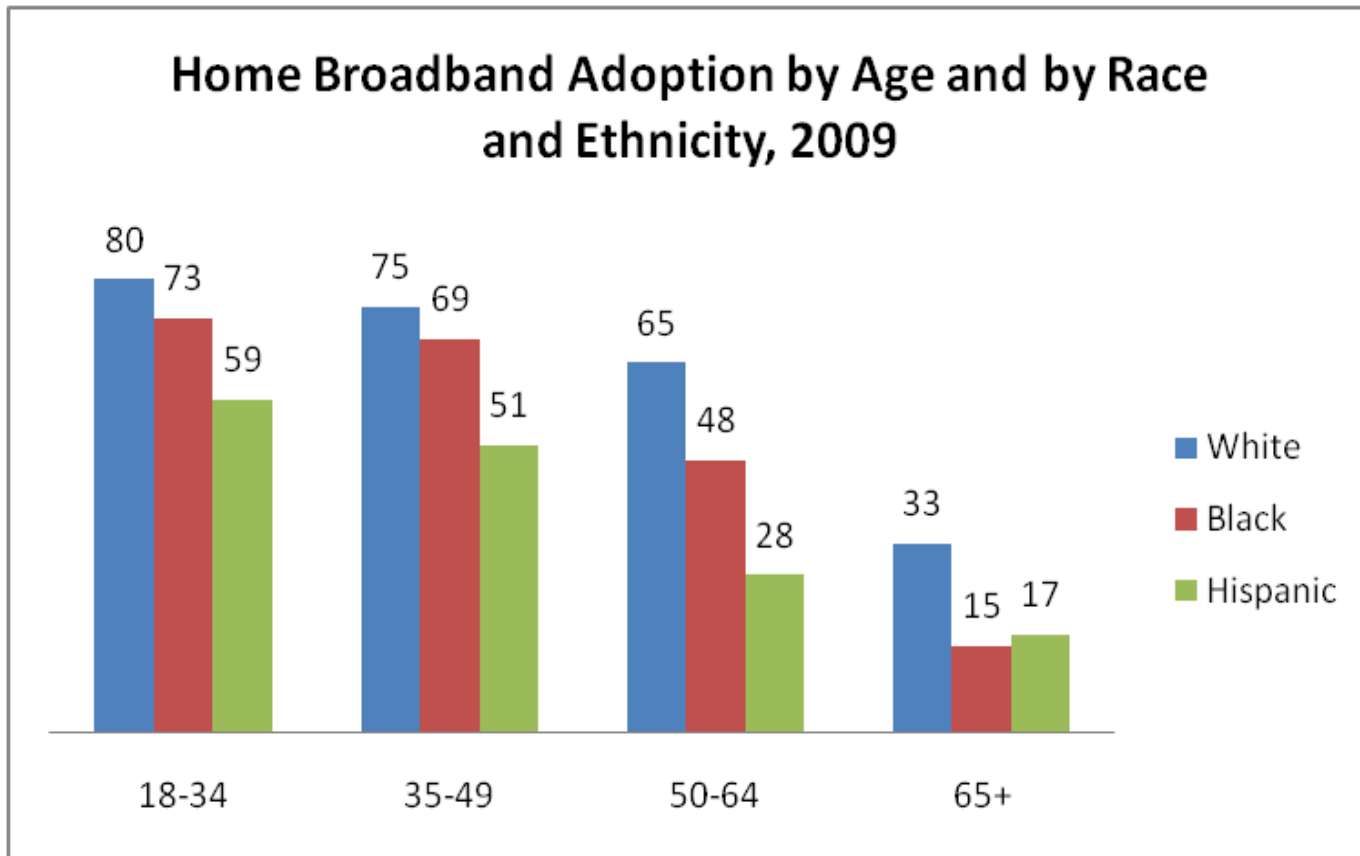
❖ *Racial and Ethnic Differences in Internet and Home Broadband Adoption*



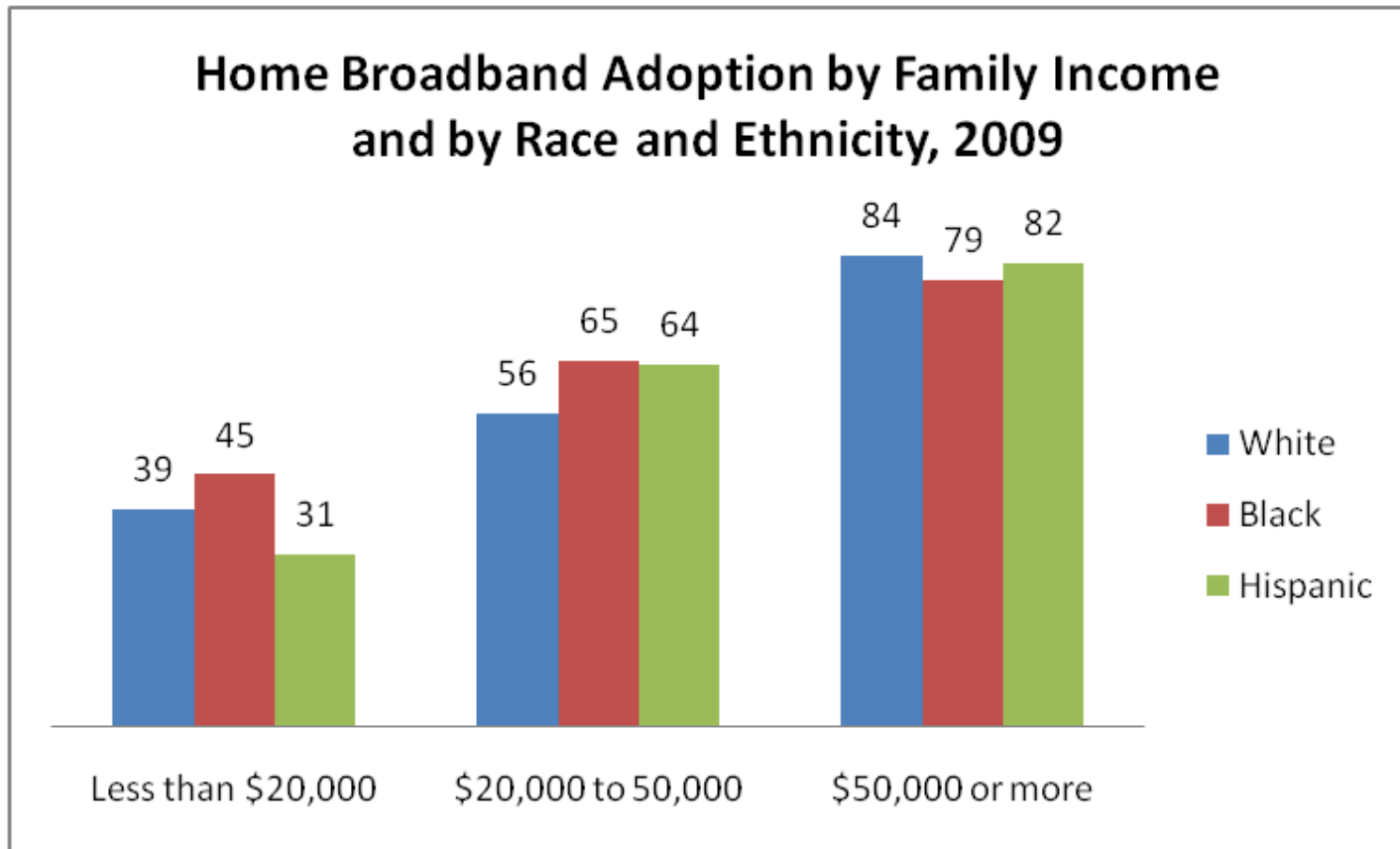
❖ *Racial and Ethnic Disparities in Home Broadband Adoption by Educational Attainment*



❖ *Racial and Ethnic Disparities in Home Broadband Adoption by Age*



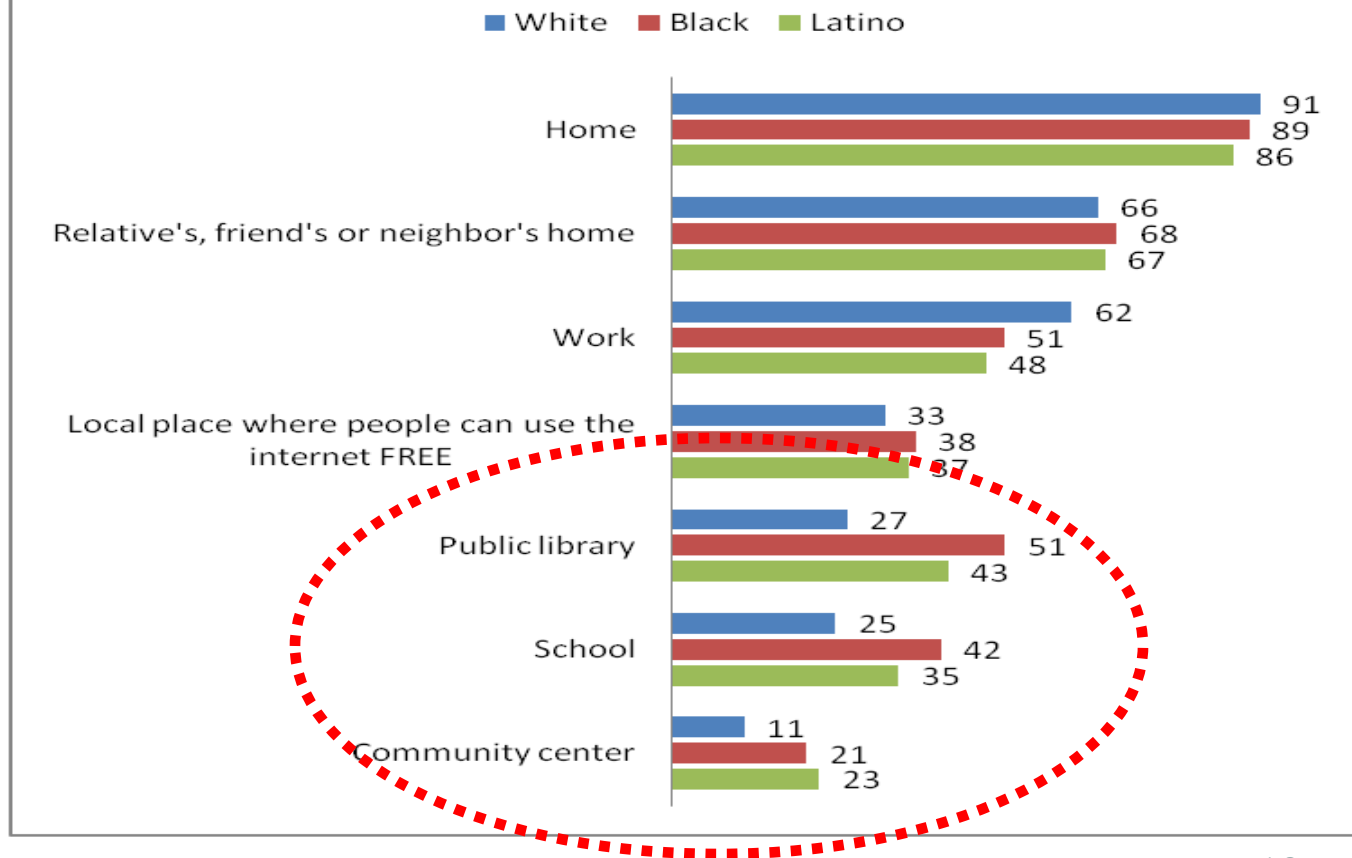
❖ *Racial and Ethnic Disparities in Home Broadband Adoption by Family Income*



❖ *Minorities Rely Heavily on Public Institutions for Internet Access*



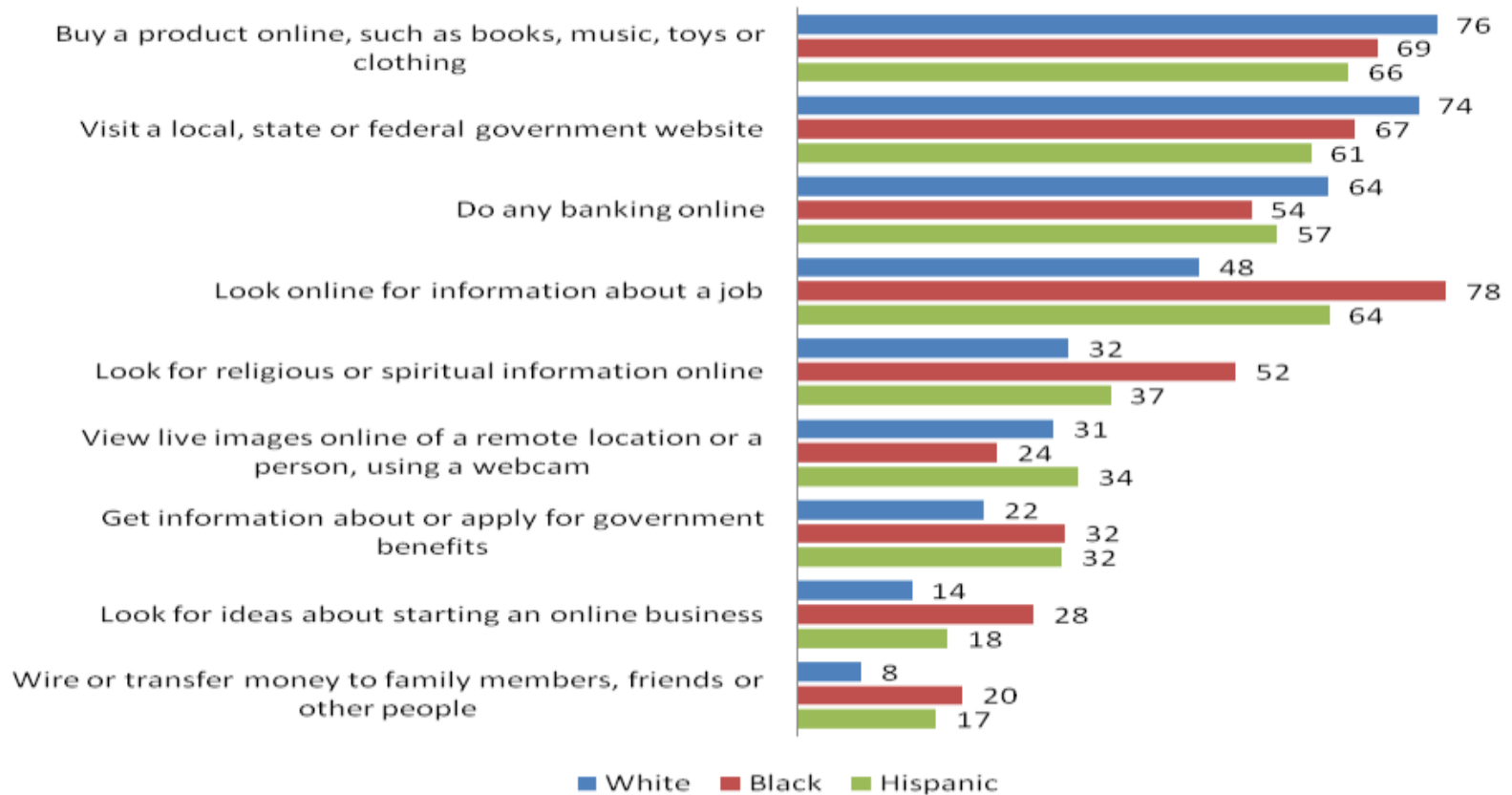
Where People Access the Internet by Race and Ethnicity, 2009



❖ *Selected Activities of What People are Doing Online*



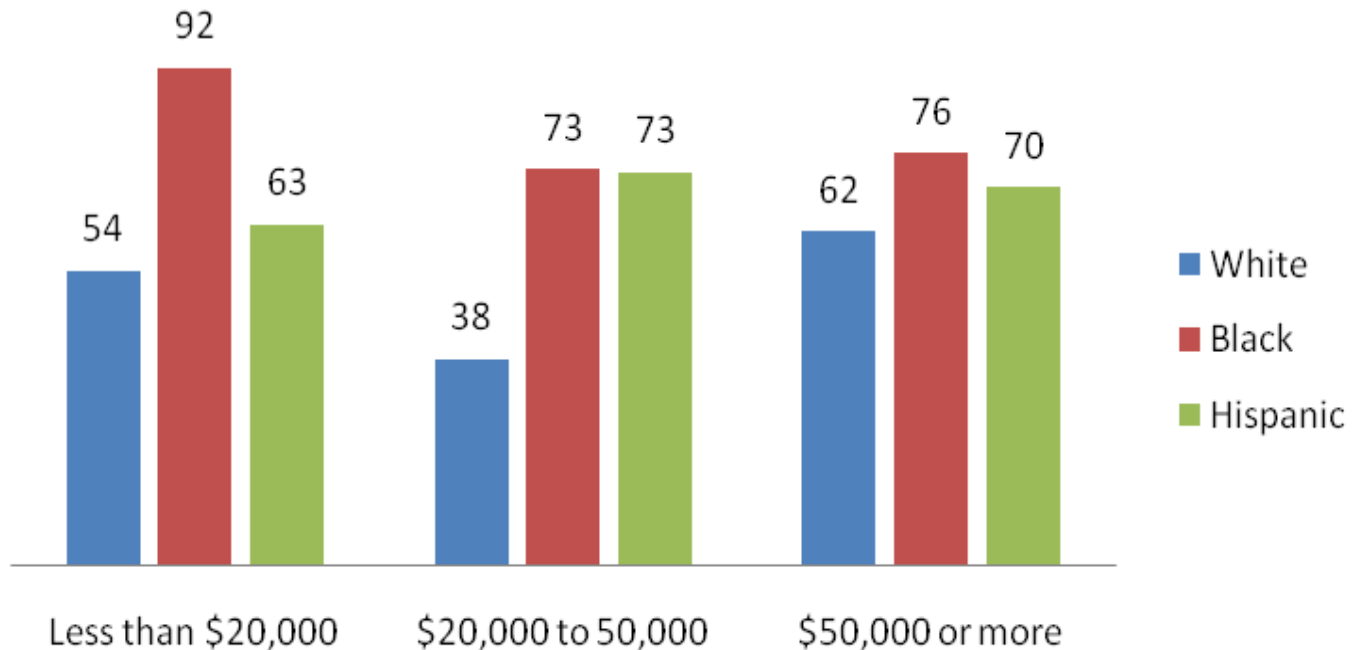
Online Activities that Whites, Blacks and Hispanics Differed Significantly, 2009 (%)



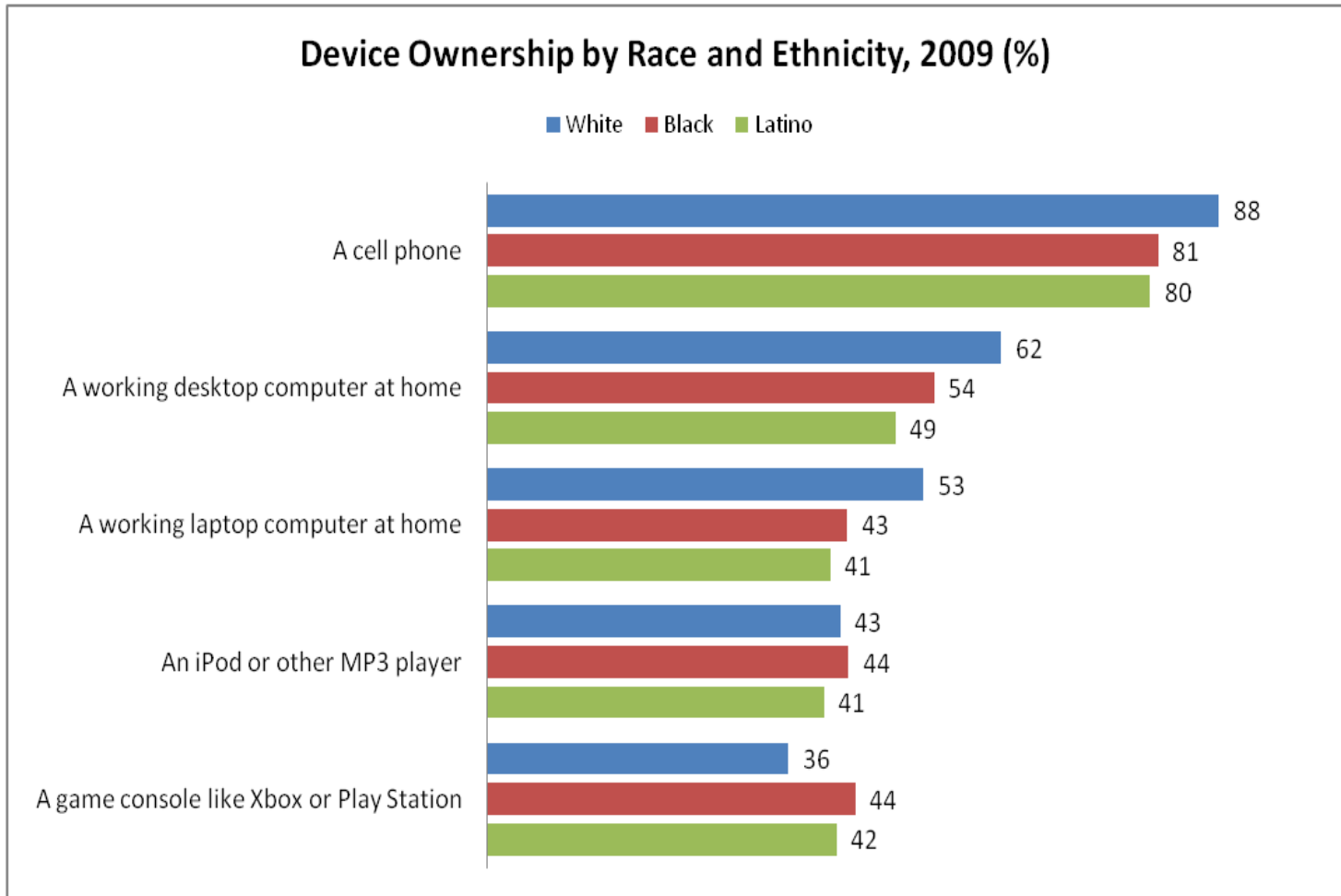
❖ *Low-Income Minorities Rely Heavily on the Internet for Job Searches*



Percentage of People Using the Internet to Look for a Job, by Family Income, 2009



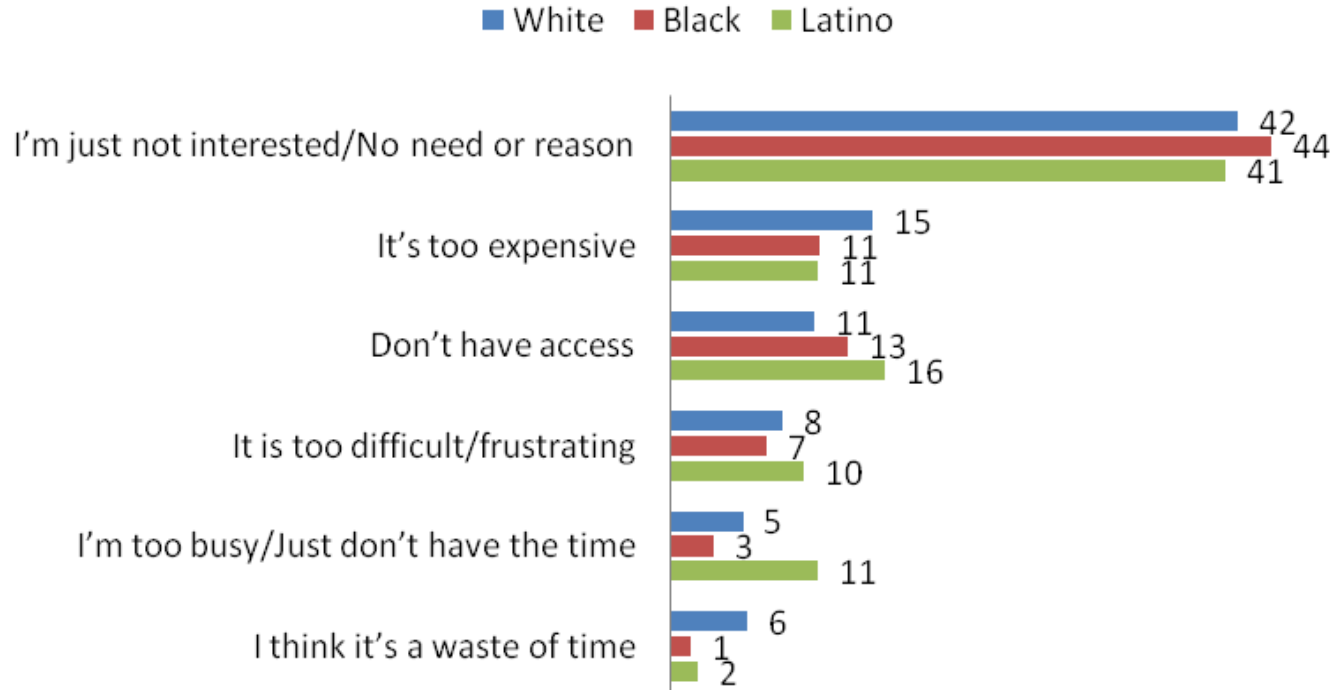
❖ *Cell Phones Are More Widely Used by All Populations*



❖ *Lack of Relevance is STILL the Primary Reason Why People Don't Use the Internet*



Main Reasons Why People Don't Use the Internet by Race and Ethnicity, 2009



Segments of Non-Internet Users

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- **Digital Hopefuls**
- **Near Converts**
- **Digital Distant**
- **Digitally Uncomfortable**

Proximity: digital support system

High

High

Low

Attitude: with technology comfort

<p>“Digital Hopefuls” 8% of population Like idea of being online, but lack resources</p> <p><u>Cost</u> and <u>Digital Literacy</u> are adoption barriers</p>	<p>“Near Converts” 10% of population High rate of computer ownership & comfort with ICTs; positive attitudes</p> <p><u>Cost</u> is main barrier to adoption</p>
<p>“Digitally Distant” 10% of population Lack of skills, resources, and negative attitudes toward cyberspace</p> <p><u>Cost</u>, <u>Digital Literacy</u>, <u>Relevance</u> all barriers</p>	<p>“Digitally Uncomfortable” 7% of population Have access means, but low comfort with ICT & tepid attitudes toward ICTs</p> <p><u>Cost</u> and <u>Relevance</u> are adoption barriers</p>

Low

Broadband Contributes to the Community Ecosystem

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- The cost of digital exclusion is **HIGH** for certain groups so investments must be targeted & timely
 - *What problem(s) will the technology solve? [access, training, quality of life]*
- Robust **local media literacy and digital training** is critical to these vulnerable populations
- Public institutions must be preserved and supported to offer **alternative community access options**
- Technology solutions should be **flexible and evolving**
- **Public-private-local partnerships** need to drive national awareness & offer solutions for feasible adoption strategies

Tangible & Intangible Outcomes

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Tangibles Outcomes

[“*easy to measure*”]

- Improved and/or Expanded Broadband Infrastructure
- More Public Access Points @ Libraries, Schools, and Community Centers
- Jobs Created and/or Wage Increases as a Result of Broadband Infrastructure
- Increased Consumer Access to Computer Devices & Software Applications
- Improved Linkages to Social Service Supports
- Lower Cost Barriers for Low-Income Households

Intangible Outcomes

[“*difficult to measure*”]

- Increased Civic Engagement & Participation
- Improved Educational Outcomes and Life Choices
- Better linkages to Internet Social Networks
- Modified consumer behaviors
- Actual benefit of improved access on quality of life indicators

The Focus of Public Investment

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The American Recovery and Reinvestment Act provided a total of \$7.2 billion to NTIA and the Department of Agriculture's Rural Utilities Service (RUS) to fund projects that will expand access to and adoption of broadband services.

NTIA will utilize \$4.7 billion of that funding for grants to **deploy broadband infrastructure** in the United States, **expand public computer center** capacity, and **encourage sustainable adoption of broadband** service.

National Broadband Adoption Initiatives – Public Sector Investment Programs

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Examples

- **One Economy Corporation and the Broadband Opportunity Coalition**
 - *Project Title: 21st Century Information and Support Ecosystem: Make It Easy Where You Are Multistate program that works to improve infrastructure, access, and literacy*
 - *Investment - \$28,519,482*
- **New York City Department of Information Technology and Telecommunications**
 - *Project Title: NYC Connected Learning*
 - *Investment - \$22,162,825*
- **District of Columbia Government**
 - *Project Title: DC Broadband Education, Training and Adoption (DC-BETA)*
 - *Investment - \$4,196,777*
- **City of Chicago Government**
 - *Project Title: Smart Communities Grant focused on sustainable broadband adoption and expansion of public computing centers*
 - *Investment - \$9,000,000*

National Broadband Adoption Initiatives – Private Sector Investment Programs

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Examples

- **Comcast Corporation**

- *Project Title: Internet Essentials*
- *Investment – Low cost broadband option for students in national free lunch program*

- **Time Warner Cable**

- *Project Title: Computer Center Projects in partnership with the League of United Latin American Citizens (LULAC)*
- *Investment – Investment in LULAC's computer centers to promote training for Latino communities.*

- **Cox Communications**

- *Project Title: Partnership with the Santa Barbara, CA School District*
- *Investment – Investment in wiring of schools with in school district and support for teacher professional development*

- **Microsoft Corporation**

- *Project Title: Partners in Learning Program (national)*
- *Investment – \$15 million for games based learning and cloud computing*

Our Contact Information

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- **National Minority Broadband Study Available at www.jointcenter.org**