Digital and Social Inclusion
Since its creation by Andrew Carnegie in 1913, the Trust has worked with many partners in the UK and Ireland to help build our modern society – promoting policy change, creating new organisations, and supporting innovative practice. The 21st century brings new technological, cultural, economic and social changes, but the underlying purpose of the Trust – to promote the wellbeing of the people of the UK and Ireland – continues to underpin all our work.
Digital inclusion and wellbeing outcomes

- Healthy lifestyles
- Employment
- Education
- Saving money
- Access to services
- Social connections
- Civic engagement
- Culture
- Creativity

Diagram:

- Social
- Economic
- Environmental

Digital participation
Digital inclusion and social justice

Households with a working couple are the most likely to have internet access while non-working single adult households are the least likely to have internet access.

The more qualified the respondent is, the more likely the household is to have internet access.

The younger the highest income householder, the more likely that a household will have internet access.

Internet Access in Scotland

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Population</td>
<td>80</td>
</tr>
<tr>
<td>20% most deprived areas</td>
<td>69</td>
</tr>
<tr>
<td>Social rented housing</td>
<td>61</td>
</tr>
<tr>
<td>Income less than £6k per annum</td>
<td>60</td>
</tr>
<tr>
<td>Income £6k–£10k per annum</td>
<td>51</td>
</tr>
<tr>
<td>Those aged 60–74</td>
<td>66</td>
</tr>
<tr>
<td>Those aged 75+</td>
<td>24</td>
</tr>
</tbody>
</table>

Scottish Household Survey 2014

Those who use the internet are more likely to have:

- Access to a car
- Taken a flight in the past 12 months
- A driving licence
- Been to a cultural event or place (cinema, library, live music) in the past 12 months
- Taken part in sport in the past 12 months
- Undertaken activities such as reading, dancing, singing, playing a musical instrument in the past 12 months
- Used council services in the past 12 months
- Volunteered
- Visited outdoors for leisure and recreation at least once a week
Barriers to digital inclusion

- Prefer phone / in person
- Proxies
- Too expensive
- Privacy / security fear
- Too difficult to learn
- Nothing on there of interest
- Need to spend on other things
- Options too confusing
- No help available
- No connection / equipment
- Not for people like me
- Don’t want a contract
- No time to learn
- Not for people my age
- No one I know is online
- Can’t get contract
The 3 big challenges

Motivation

Skills

Access
What it means to be digitally included is continually changing.

- Nearly ½ of people never turn off phone location data.
- Between ¼ and ½ of people don’t use a passcode on their phone.
- Younger people are more likely to share photos online and have public social media profiles.
- Older people are less likely to verify information, use a password or turn off location data.
And the issue will not disappear

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

Digital exclusion amongst vulnerable young people

Advanced skills in one digital area can mask low skills in other digital competencies

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
How can the challenges be overcome – what supports participation

- Look for information of interest
- Curiosity
- Learning
- Peer encouragement
- Job search
- Save money
- Use social media
- Use at work
- To feel included
- To help others
- Access to services
We need to embed digital inclusion in social inclusion
Thank you

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