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Focus

• Everyday lives in the e-society
• How are people navigating their way around the emerging digital information, entertainment and communication environment created by:
  - Home computer
  - Mobile phones
  - Digital television
  - Games consoles
Key Issues

Exclusion

• Who is excluded from the emerging e-society and why?
• Why do people ‘drop out’ of the e-society or never want to join?
• What are the implications for citizenship and social participation?
Key Issues

Participation

• How are digital technologies being used?
• How does use vary by social location, life stage and household organisation?
• How do people become more competent, confident and creative users?
• What economic, social and cultural resources support full participation?
Key Arguments

Digital Divides

• Exclusion is not an either/or condition - it is a continuum
• Access is a necessary but not a sufficient condition for self directed use

Digital Careers

• Access is not a one off event. It launches user careers with multiple possible outcomes
Key Arguments

Resources

• Access to material resources is not the only factor in play
• Social and cultural resources also play a central role
Social Resources

• Integration into social networks where digital communications technologies are used and valued
• Access to friends, family members, neighbours or colleagues who can provide practical help and support
Cultural Resources

• Competencies/digital literacies
• Identities
  - Feeling ‘at home’ in the new digital landscapes
  - The role of digital technologies in the construction and presentation of self
The Sample

93 households purposively selected to represent a range of:

- Income groups
- Ethnic groups
- Life stages
  - Children, teenagers, adults of working age, the elderly
- Localities
  - Rural/urban
- Household types
  - Those living alone, living with a partner, lone parents and families with children over 6 years of age
The Research

• Longitudinal
  - Two waves a year apart
  - Very high retention rate

• Multi-method
  - Household inventories
  - Individual usage diaries
  - In-depth interviews
  - Children’s photographs and design competition
• Children presented with picture and asked for:
  - Their responses to a scenario of one child not having a computer at home.
  - Their description of events
Design a machine competition

Date: 17/5/04

Wave  Household Number  Person
2       6207             C711

Camera & Speakerphone

MSN

Internet

Games!!

Keyboard:

abcdefgh
ijklmnop
qrstuvwxyz

Word Processor

Sketch & Silo Design
Implications

Joining up policy

• Would neighbourhood mentoring schemes be an effective way of boosting and extending home computer use?

• Should advertising and promotional materials for home computers and mobile phones offer more images of elderly users?