Promoting Digital Engagement

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Digital Engagement

“access to digital technology to enable people to communicate in new ways, access interactive content, or transact electronically”

Cabinet Office *Enabling a Digitally United Kingdom*
Access

- public/ home based
- sporadic / always available
- limited / full capacity
Use

- accessing goods and services
- Communicating
- self development / self expression
- Social participation
- creative collaboration
Digital Ecologies

- Personal Computing
- Mobile phones
- Digital Television
Key Shifts

• Enhanced capacities
• Increased flexibility
• Growing integration
Digital Economies

- Markets
- Public Goods
- Gift economies
Markets

- Commercially provided products and services
- Paid for by prices and/or advertising subsidy
- Exclusive / personal ownership
- Address users as consumers
Public Goods

- Public cultural services and information services
- Paid for by direct taxes and public subsidies
- Non exclusive / free access at the point of consumption
- Address users as citizens
Gift Economies

- Free availability at the point of consumption
- Paid for by voluntary ‘donation’
- Non exclusive / open access
- Based on a ethos of reciprocity
- Address users as potential contributors and collaborators
Key Trends

• The rapid expansion of digital markets and digital commerce
• The digital revivification of public cultural institutions
• The growth of digital gift economies (open source/Wikis)
Resources for Digital Engagement

- **MATERIAL** – income, free time, safe space
- **SOCIAL** – support networks, mentoring
- **CULTURAL** – literacies, content relevance, symbolic inclusion
Current Polices have focused on

• Universalising access to personal computing
• Addressing material barriers to access through personal ownership and social provision
• Developing social support through local champions and trusted intermediaries
• Relatively little attention to cultural barriers
Market drivers / remedial actions

“Although digital engagement will be a natural, market driven process for many, specific actions may be required to ensure that everyone who wants to be engaged can have the opportunity”

Cabinet Office Enabling a Digitally United Kingdom
Digital Engagement and PSB

The Broadcasting White paper imposes a new purpose on the BBC

Building Digital Britain

This is defined as driving the switch-over and developing new web based content
A Wider role for PSB

- As the core provider of public service digital content integrating on screen presentations with online resources
- As a key switching point for access to other public cultural resources
- As a trusted intermediary for access to wider web based resources
- As a major site for deliberation and collaborative creativity
Why PSB?

• Services are free at the point of consumption
• Television is a familiar domestic technology already integrated into everyday life
• PSB provides a diverse range of relevant content for minorities and majorities
• On screen and on-line integration is already well advanced and popular.
Managing dual digital provision

Balancing market driven expansion and digital public provision

Developing convergence with a social purpose