# 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 on line 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