

Conceptualizing ICT for inclusion: How can we assess the value and impact of intermediaries?

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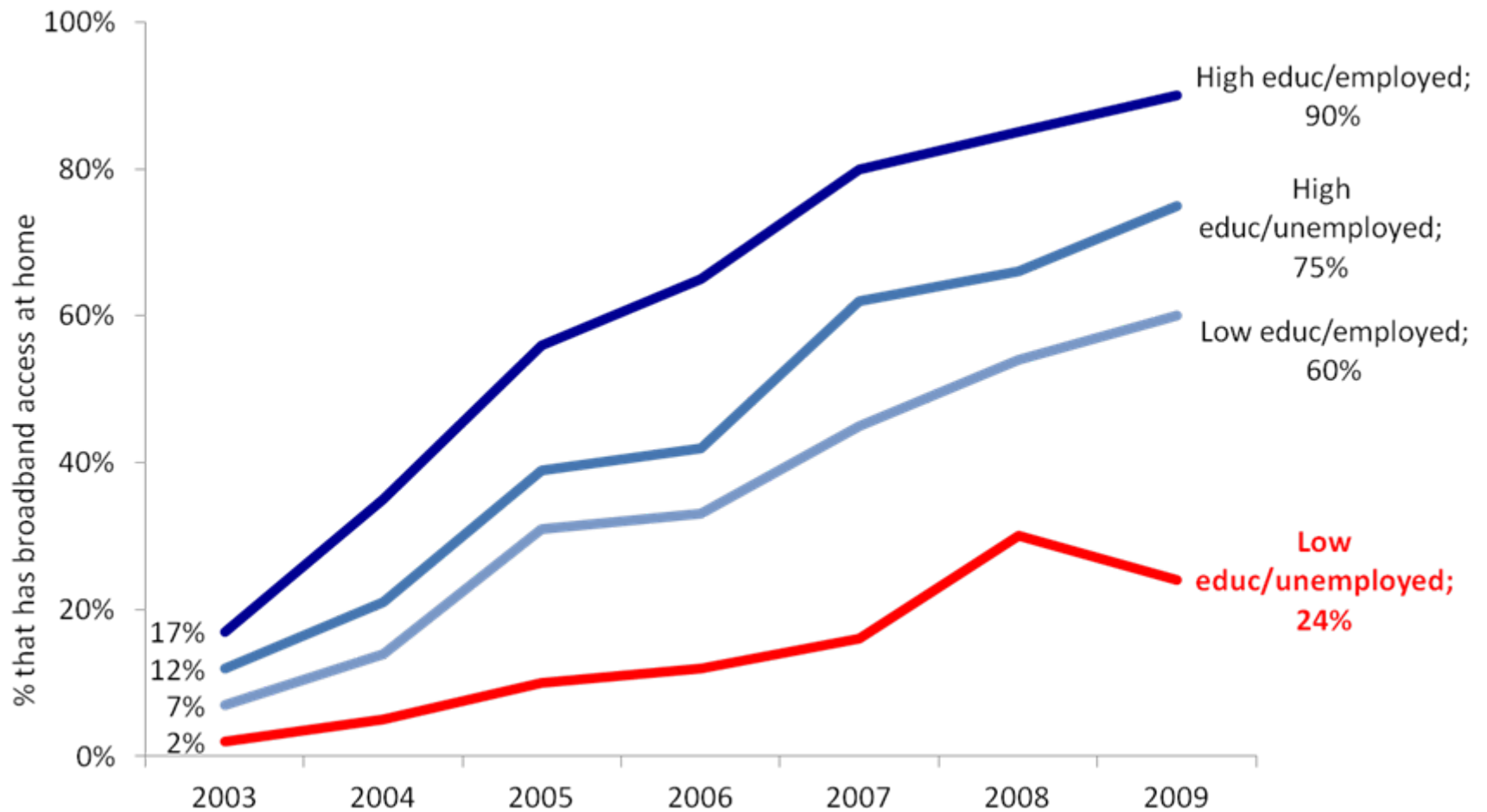
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Three important questions

- **Who** are we aiming to reach with digital inclusion initiatives?
- **What** are we trying to do with digital inclusion initiatives
- **How** can we assess the impact of digital inclusion initiatives?

Who?



Who really?

One third of non-users rely on family or friends to use the Internet on their behalf....

(Helsper & Godoy, 2011)

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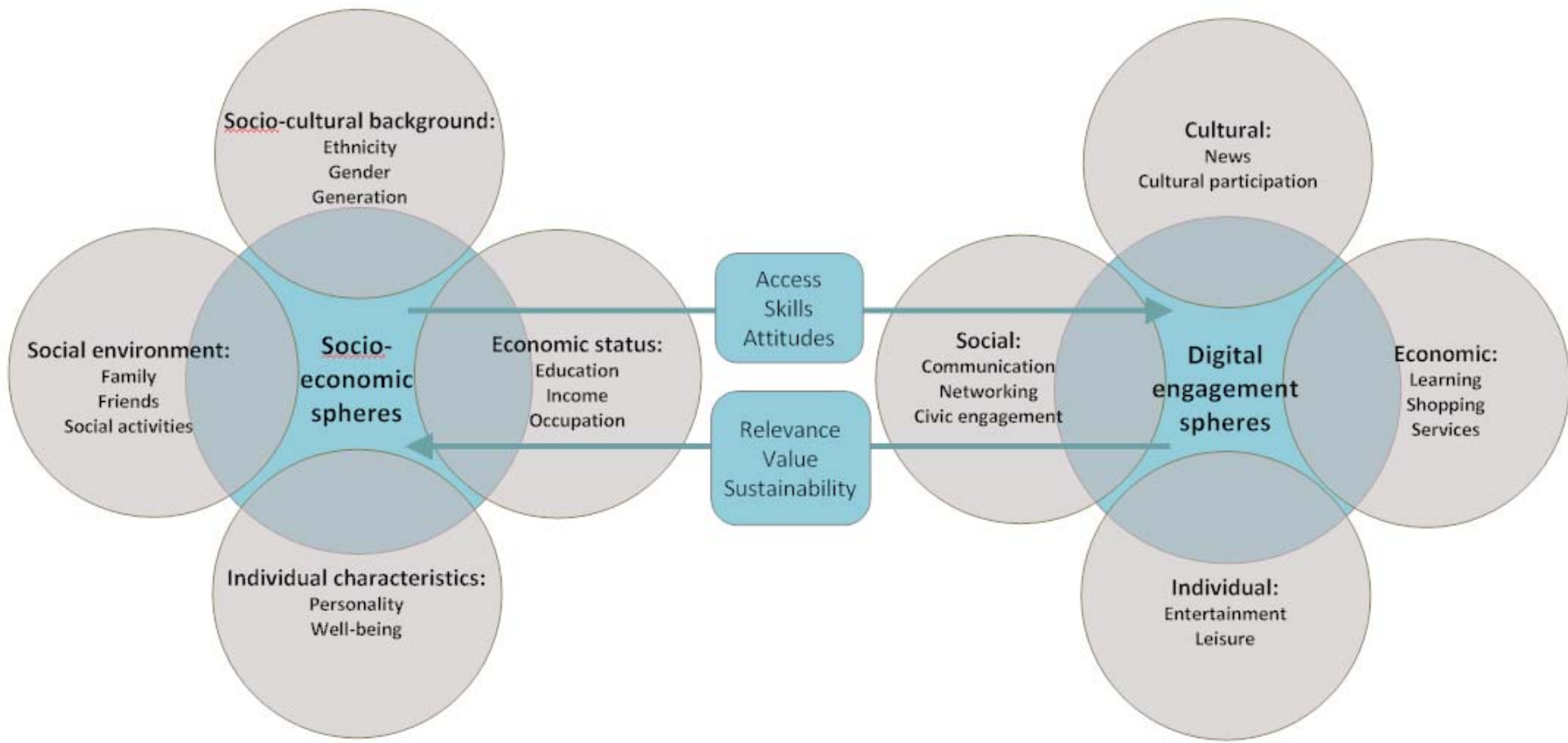
Table 8.2. PERCENTAGE CITING AVAILABILITY OF PROXY USERS IN THE UNITED KINGDOM AND CHILE

		Availability		Child		Other family member		Friend or colleague		Other (library and Internet cafe)	
		UK	Chile	UK	Chile	UK	Chile	UK	Chile	UK	Chile
Gender	Male	72*	81	52*	62*	28	41	58**	21	28*	4
	Female	81*	88	62*	74*	29	42	44**	13	18*	8
Age	Under 25s	85*	73	0**	13**	49	71**	88**	63**	48**	13
	Between 25 and 64**	81*	87	45**	76**	40	38**	57**	12**	23**	5
	65 and older**	71*	n/a	85**		10		34**		16**	
Education	Up to high school	75	84	61**	67*	26	39	51	18	20	7
	Further education	78	88	37**	86*	37	59	60	14	31	0
	Higher education	95		54**		41		40		25	

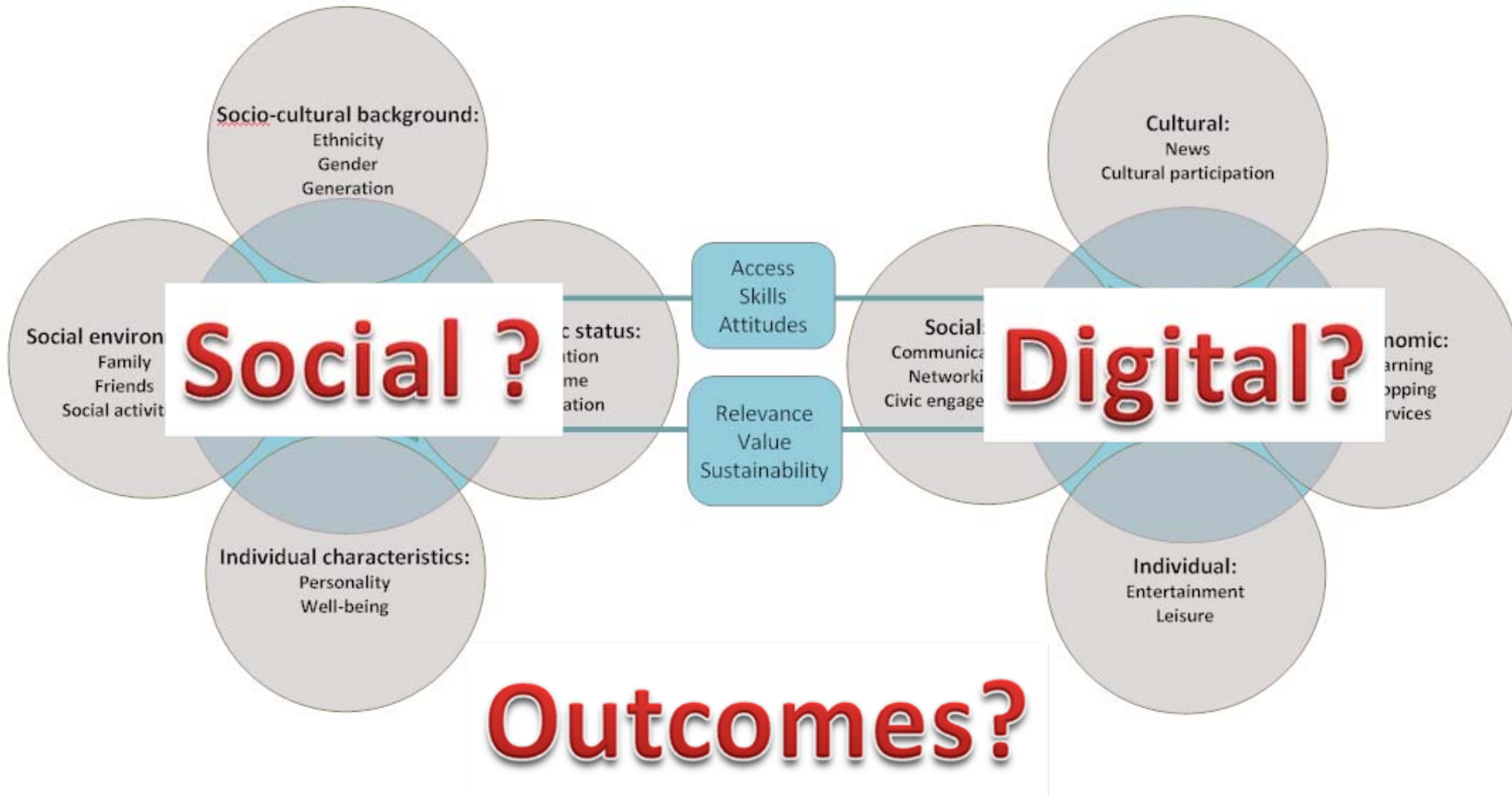
*Differences between categories significant at $p < .05$.

**Differences between categories significant at $p < .01$.

What?



What?



How to assess?

In action

- Qualitative reports participants
- Experiences intermediaries
- Quantitative post-hoc surveys
- Quantitative population statistics on outcome

Systematic

- Survey before and after
- Area level statistics before and after
- (Randomised) Controlled Trial

2011's initiative has translated to new customers and was certainly a great success for the participants, due to the overwhelming response for such a small company. I believe this was due to greater awareness of the initiative on social media sites and, of course, the connection with RaceOnline.

We have a process we use including forms and a database and a planning method that includes on-going evaluation.

This initiative according to the Office of National Statistics has seen 20,000 additional people in Liverpool getting online since its launch. This is a 5.6% drop in offliners compared to a National average of 1.1%.

EVALUATION?

WHAT'S THAT SUPPOSED TO MEAN?

No, we have not conducted any formal evaluation of the initiative. Evidence is purely anecdotal because we live in a small rural community and I can see people who had never used the internet before now very active on Facebook, Twitter, Skype etc.