

Broadband and Community Collaboration

Does the Web
strengthen or
weaken community
involvement?



Robert Bell
Executive Director
www.intelligentcommunity.com



In the broadband economy...

- The digital world - overlaying the physical world - changes how we socialize, communicate, collaborate
- Potential for social isolation and exclusion
 - Frequent Internet users spend 70 minutes less daily interacting with family, 25 minute less sleeping and 30 minutes less watching television (Stanford Inst. for Quantitative Study of Society)
 - 16% of Britons 55 years and older use the Internet, compared with national average of 45% (UK National Statistics 2000)
 - 20% of unskilled workers use the Internet, compared with 66% of professional workers (UK National Statistics 2000)
- Potential for broader range of supportive relationships
 - 60 million American adults (29%) say that the Internet has played an important or crucial role in helping them deal with at least one major life decision in the past 2 years (2006 Pew Internet & American Life study)



Communities are the crossroad

- Where digital meets physical, will the Web strengthen or weaken community involvement?

- Challenges

- Online communities based on interests, not location
- Increased “reality filtering” through selective access to content
- Greater concentration of knowledge and power in higher income groups

- Opportunities *

- 41% of Internet users go online for local merchants
- 35% of users go online for news about local community
- 30% go online for information about local government
- 33% of people who use the Internet to connect locally send email to their local organization several times a week



* “Online Communities,” Pew Internet & American Life Project, 2001

INTELLIGENT
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FORUM





Top Seven examples



■ Issy-les-Moulineaux, France

- 89% of population use Internet, compared with 56% French average (2006)
- Council consults online with Citizen Panel and Participative Budget-Making Platform
- Cyber-kindergartens and videoconferencing with children at summer camp



■ Gangnam-gu, Seoul, South Korea

- Government Web portal has 350,000 registered users (pop. 547,000)
- 47% of users have completed surveys or registered to receive email alerts to issues
- Since 1998, conducted 1,500 surveys on budgets, regulations, land use, etc.





Top Seven examples



■ East Manchester, UK

- Economically depressed district of vibrant UK city
- **Eastserve** community Web portal project launched 2001, evolved into program also providing subsidized PCs and connectivity; local ICT centers in district; training in schools
- Impacts: PC ownership increased from 19% to 52% in 2005, when 55% of residents identified Eastserve as beneficial for improved communication with family and community



■ Cleveland, Ohio, USA

- Former industrial powerhouse in decades-long decline
- **OneCommunity** nonprofit built ultra-broadband network serving government and institutions, enabling local content
 - HD videoconferencing connecting schools and clinics
 - Museum of Art programs in public libraries
 - Voice & Choices



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