Broadband and Community Collaboration

Does the Web strengthen or weaken community involvement?





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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

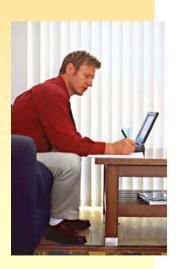
 60 million American adults (29%) say that the Internet has played an important or crucial role in helping them deal with at least one major life decision in the past 2 years (2006 Pew Internet & American Life study)





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





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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