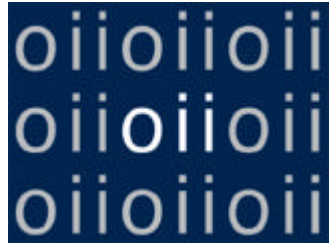# Broadband Internet:

Reconfiguring Access

for Individuals and Communities
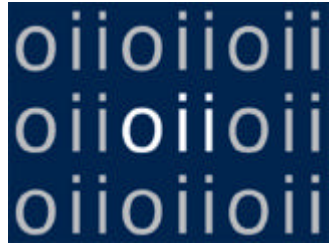
by

William Dutton

Oxford Internet Institute

29 October 2003

Dutton, W. H., Gillett, S. E., McKnight, L. W., and Peltu, M. (2003), 'Broadband Internet: The Power to Reconfigure Access', *OII Forum Discussion Paper No. 1*. (Oxford: Oxford Internet Institute, University of Oxford).
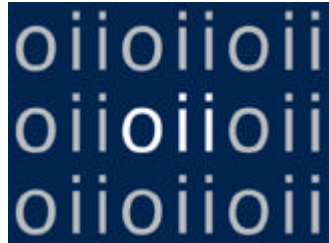
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Reconfiguring Access

- More than 'efficiency' or 'convenience'
- Community is not undermined, but outcomes are not determined
- Information Society is misleading
- ICTs reconfigure access to:

  - people
  - information
  - services
  - ICTs

Conclusion

Understand the power of broadband to reconfigure access -- the communicative power of individuals and communities -- rather than long-term outcomes, such as community
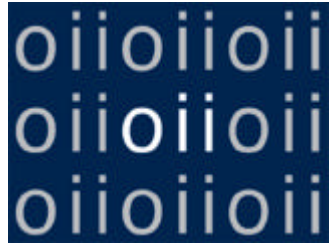
OII Studies

- Broadband Divides Forum
- Oxford Internet Surveys (OxIS)

  - Mutli-stage probability sample, projectable to England, Wales and Scotland

  - 14 years and older

  - Face-to-face interviews, June-July 2003

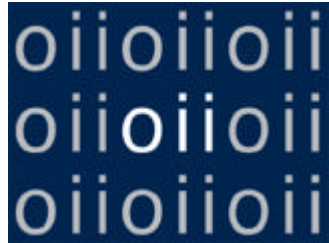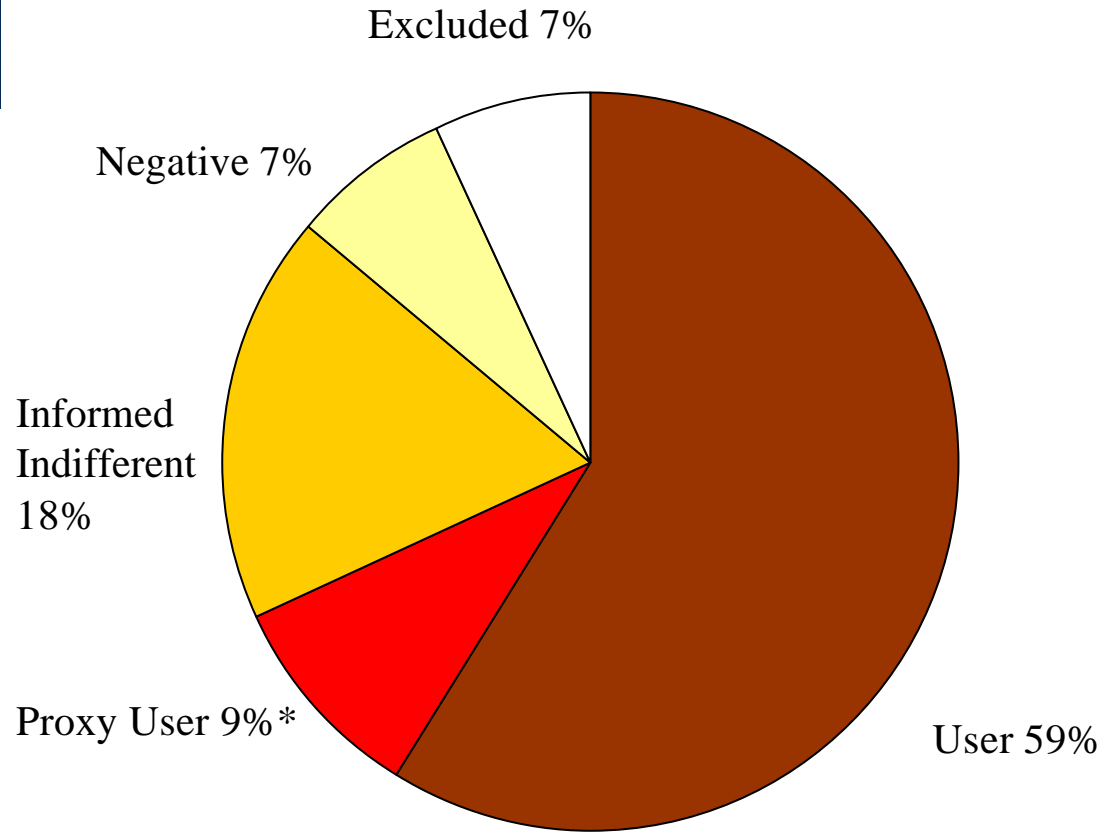 - 2,030 respondents

  - 66% response rate

Figure 1: BRITONS AND THE INTERNET

*Has asked someone to access Internet for them in the past year

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.
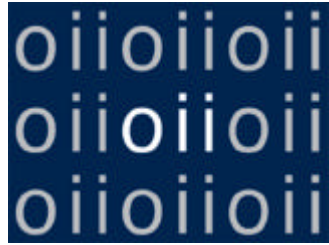
Figure 2: HOUSEHOLDS LIKELY TO BE ON LINE IN A YEAR'S TIME

Staying off line 34%

Household already on line 58%

New to Internet 3%

Newly connected user 5%
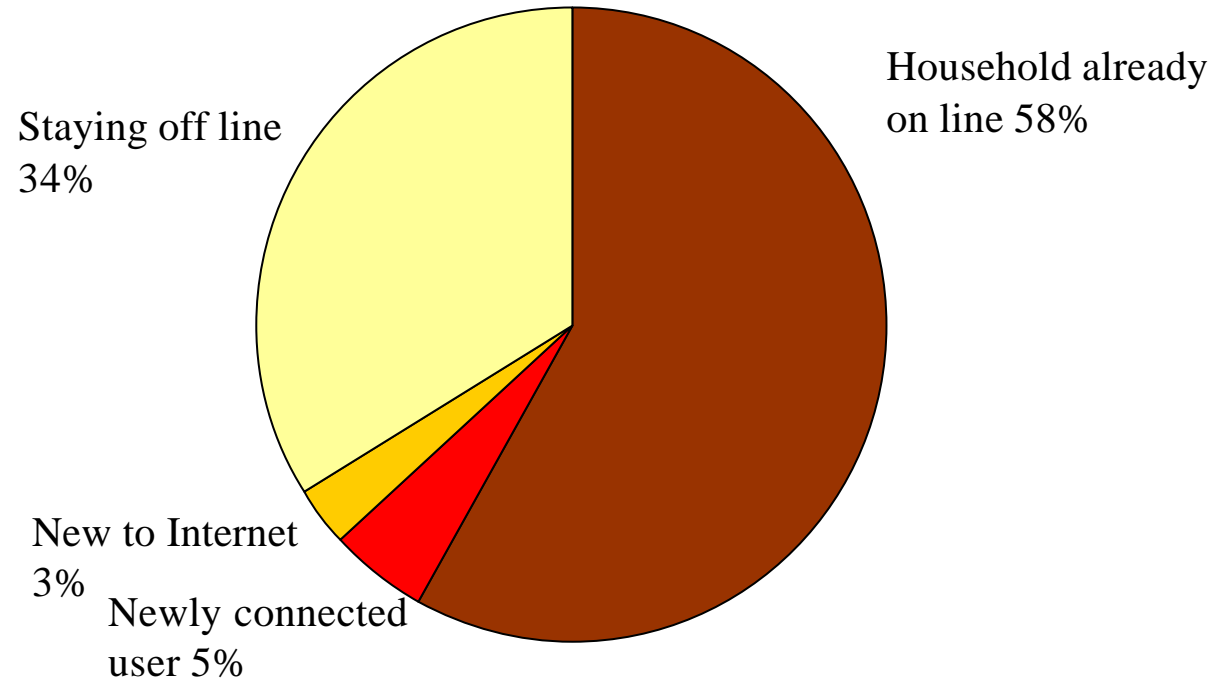
Newly connected users: Already on line away from home and definitely or probably planning a household connection within a year.
New to internet: Non-users planning household connection
Staying off line: Non-users not planning household connection

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.
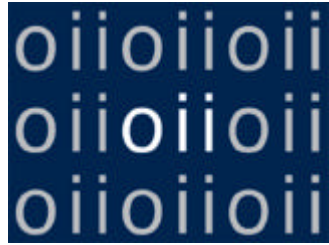
Figure 3: HOUSEHOLDS LIKELY TO HAVE BROADBAND IN A YEAR

User already on broadband 11%

User probably going on broadband 24%

User not thinking of broadband 24%

Non-user 41%

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.
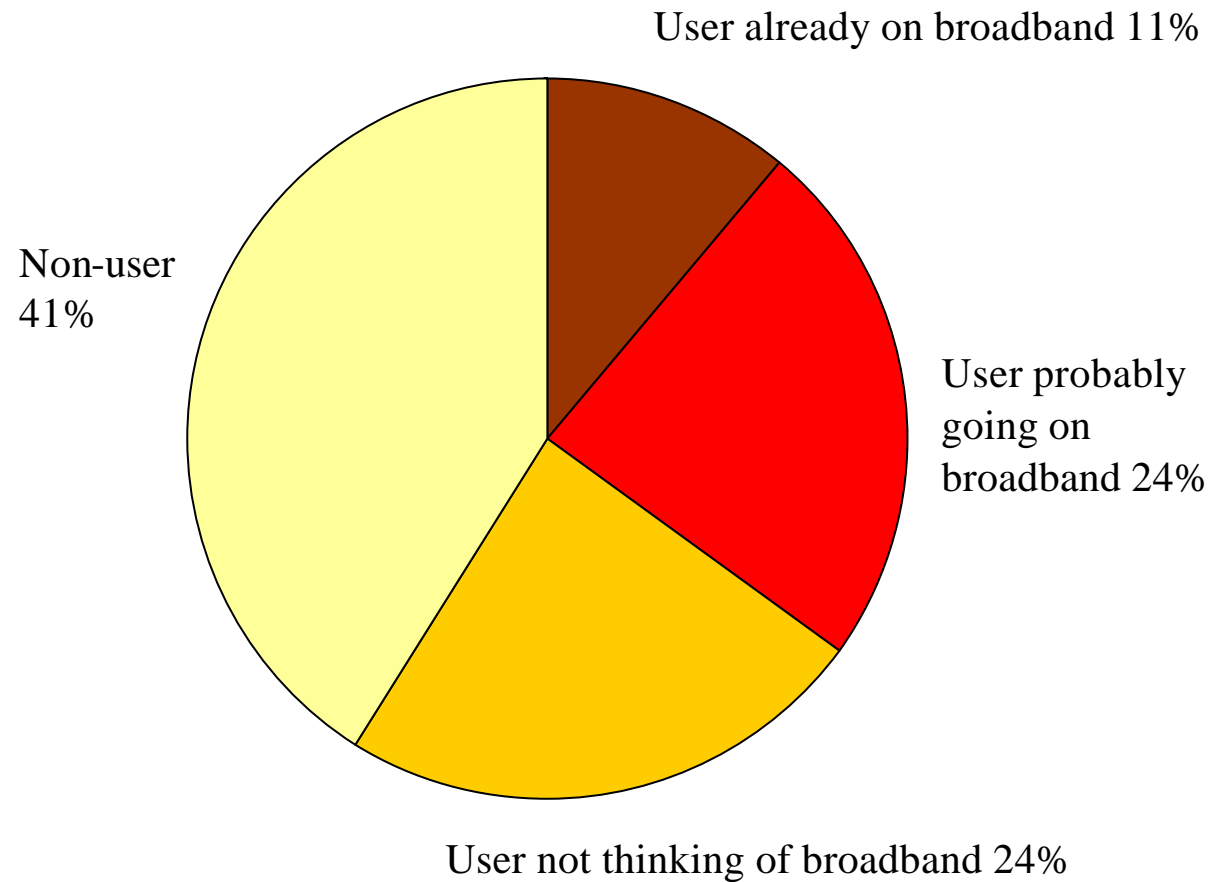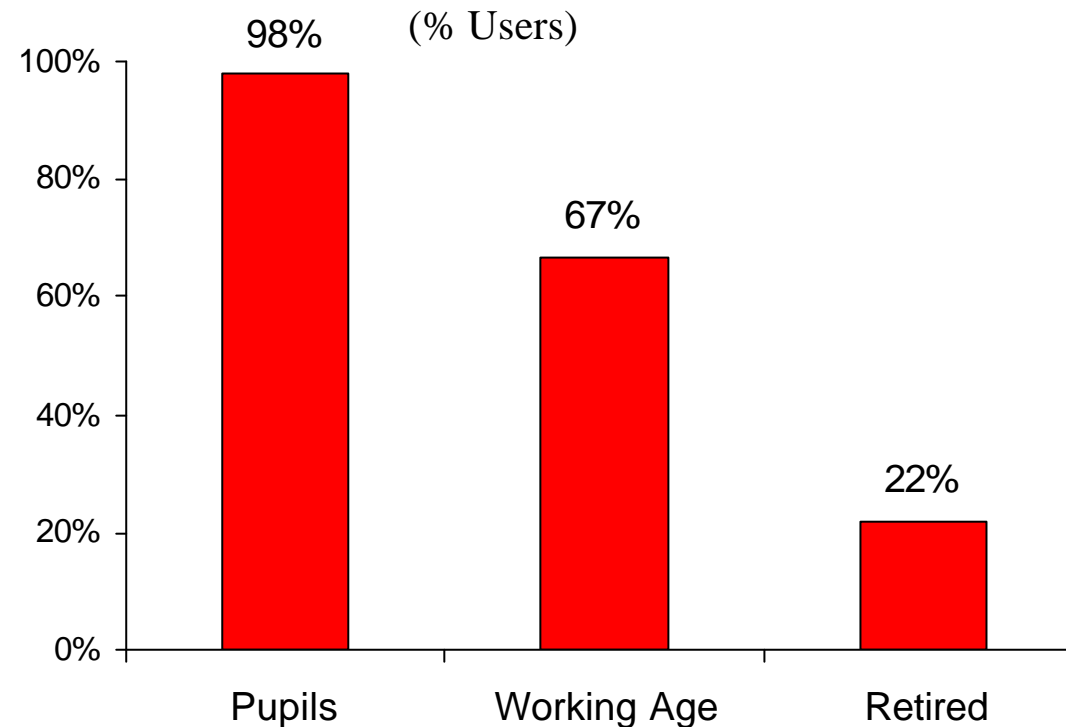
Figure 4: INTERNET USE BY AGE

Q. Do you yourself use the internet at home, work, school, college, or elsewhere ?

(% Users)

Pupils: age 14-22 years and in full time education.
Working age: employed people of any age and all other persons not in employment up to age 55.
Retired: 55 or over and are not in employment.

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May-28 June 2003. Number of respondents: 2,030.
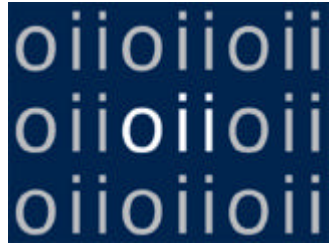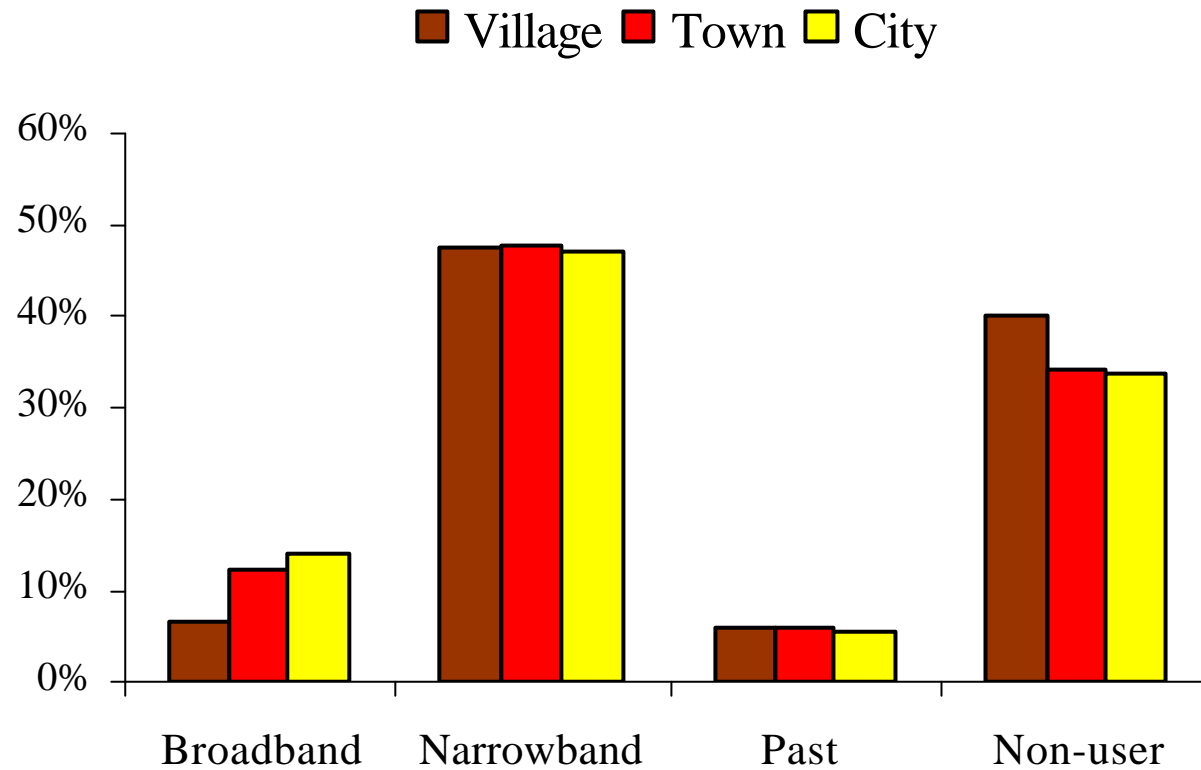
Figure 5: INTERNET USER BY LOCATION

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May-28 June 2003. Number of respondents: 2,030.

Conclusions

- ## Broadband Choice
  - Take up as critical as availability

- ## Broadband Divides
  - We need creative approaches for bringing infrastructures to communities, such as WiFi, middle mile problems
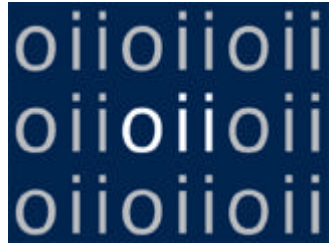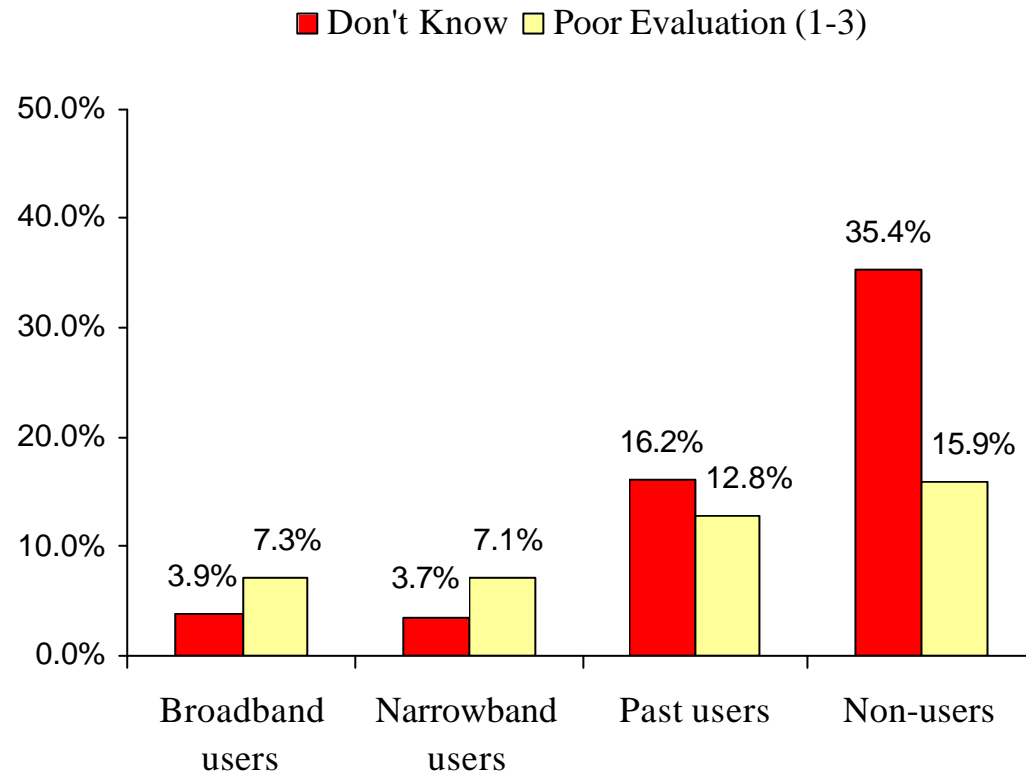
Figure 6: EVALUATION OF RELIABILITY OF INFORMATION ON THE INTERNET BY TYPES OF USER AND NON-USER
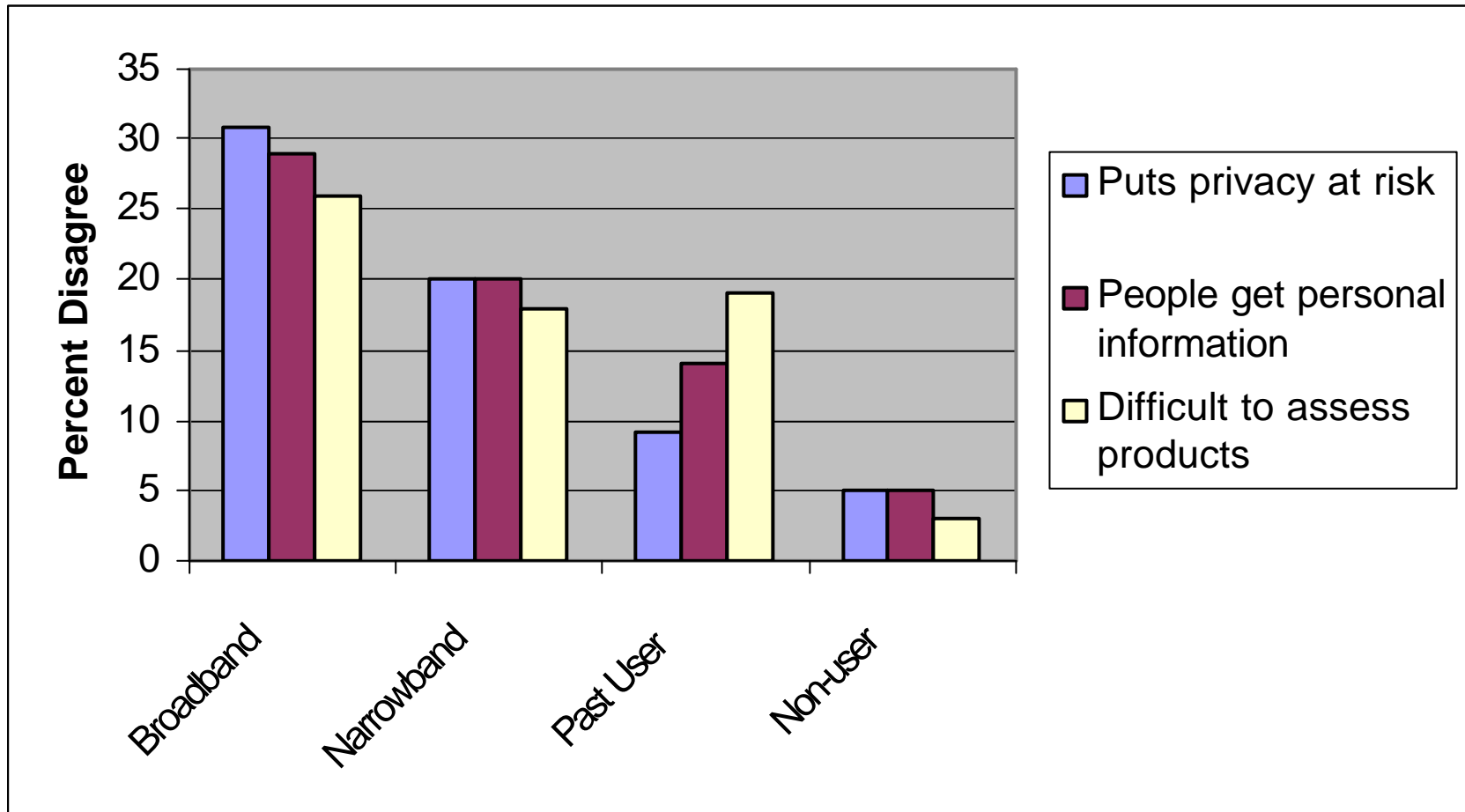
Q. *On a scale of 1 to 10 where 10 is totally reliable and 1 is totally unreliable, where would you rate the information found on the Internet?*
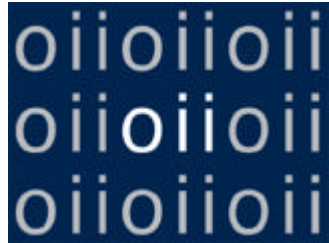

■ Don't Know ☐ Poor Evaluation (1-3)

Source: Oxford Internet Survey (OxIS), results of a nationwide representative survey of Britons aged 14 and older, 23 May- 28 June 2003. Number of respondents: 2,030.
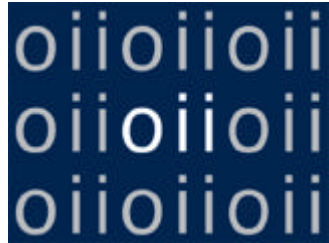
Figure 7. Net Risks

Conclusion

Internet and Broadband are Experience Technologies

Focus on enabling non-users to experience broadband Internet, such as

- Internet radio (Queensland Youth Internet Radio Network)
- Laptops in schools
- Local public initiatives?

- Reconfiguring Access

- Digital Choice

- Experience Technology

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