



Developing a new benchmark

A Minimum Digital Living Standard



Programme

- 11:00** Welcome
- 11:05** Opening remarks from the Nuffield Foundation
- 11:10** Why we need a Minimum Digital Living Standard for Wales
- 11:15** Introducing the Minimum Digital Living Standard projects
- 11:20** Involving the public and early insights
- 11:40** Explaining the survey and Mapbook
- 11:45** Audience Q&A
- 12:05** Break
- 12:10** Breakout discussions facilitated by members of the project team
- 12.45** Plenary feedback and closing remarks

Speakers

Dr Emma Stone

Director of Evidence and Engagement
Good Things Foundation

Catherine Dennison

Welfare Programme Head
Nuffield Foundation

Lisa Thomas

Digital Inclusion Senior Policy Officer
Welsh Government

University of Liverpool

Professor Simeon Yates

Professor of Digital Culture

Professor Alex Singleton

Professor of Geographic Information Science

CRSP Loughborough University

Abigail Davis

Co-Director

Katherine Hill

Senior Research Associate

Why do we need a Minimum Digital Living Standard?

Digital inequality – multiple terminologies and measures

Digital divide

Inequity in access to contemporary digital media

ICT divide

Inequity in access to information and communication technologies

Information divide

Primarily inequity in access to information sources

Digital inequality

Inequities in the uses, outcomes and value of digital media and technology engagements

Digital literacy

With the implication that there may be variations and inequities in levels of digital literacy

Digital inclusion

Processes or policies to address digital inequalities, especially around access and use

Digital engagement

Broader questions of motivating and supporting engagement with digital technologies

Why do we need a Minimum Digital Living Standard?

Digital inequality – multiple terminologies and measures

Binary measures of access to digital technology

Such as PC/device ownership or internet connection

Different levels of access

Such variations in broadband speed or shared, rather than individual, access to devices in the home

Differences in digital skills/literacies

Such as ability to use basic features vs complex system use or deep skills in specific areas (media use, gaming, coding)

Differences in levels of use

Such as measures of frequency/complexity of use

Differences in types of use

Either variety of use (extensive broad use vs narrow use) or specific key types of use (e.g., educational use)

Differences in benefits from use

Personal, financial, social, cultural, health etc.

Differences in hazards from use

Levels of potential risks and harms from using the technology

Levels and types of internet use - a spectrum

Greater inclusion

1: Extensive political **21%**

2: Extensive **15%**

3: General (no social media) **7%**

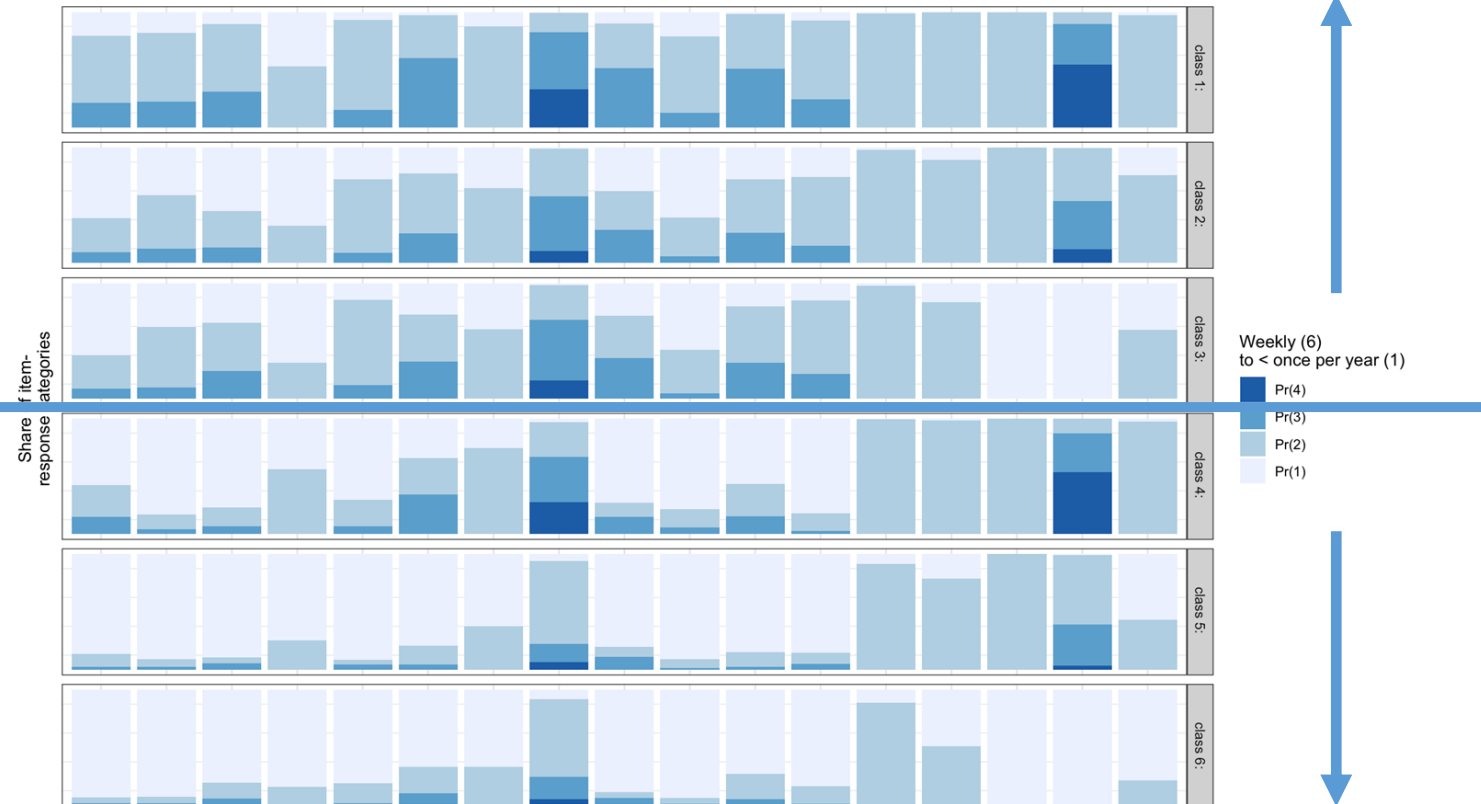
4: Social and entertainments media **20%**

5: Limited (Social media) **10%**

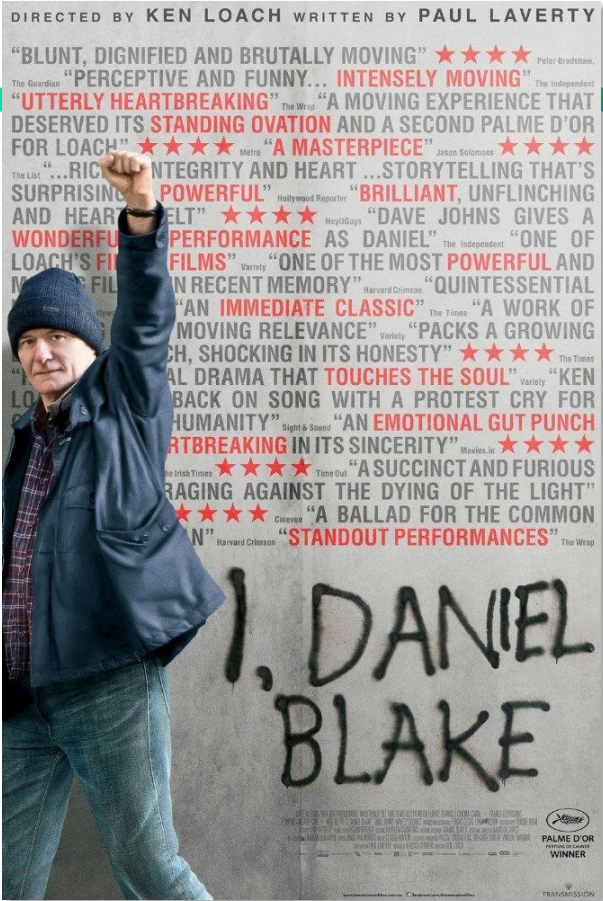
6: Limited (No Social media) **11%**

7: Non-users (Not on graph) **15%**

Greater exclusion



Lived experiences



We need a different approach

Minimum Digital Living Standard

- Is a novel approach to understanding digital inclusion and exclusion based on **households** not individuals
- Builds on the established Loughborough University Minimum Income Standards model and methodology
 - Built from a consensus consultation with citizens and households, with some expert input, not from a 'top down' assessment
 - Focuses on a Minimum Standard that citizens agree a Household needs to meet a basic life which all would value
 - **NOT just a list of kit and broadband speeds** ... What digital access, kit, skills, home facilities, community facilities and support etc., are needed to deliver a social, work, family, educational, entertainment, community, civic minimum living standard

A minimum digital living standard

24 JUNE 2022

ABIGAIL DAVIS, MATT PADLEY, KATHERINE HILL, CHLOE BLACKWELL

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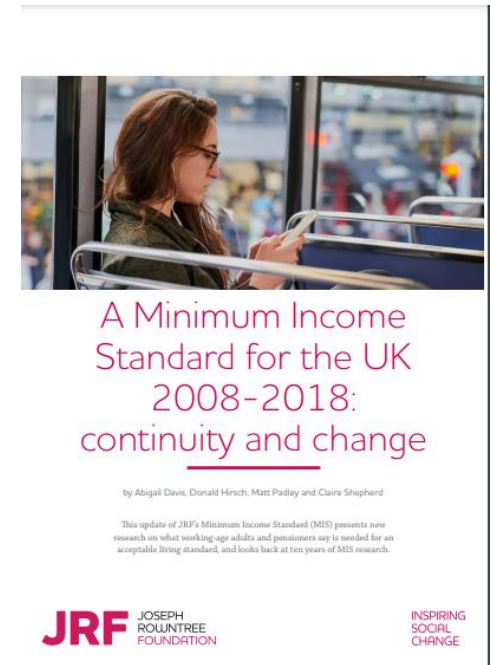
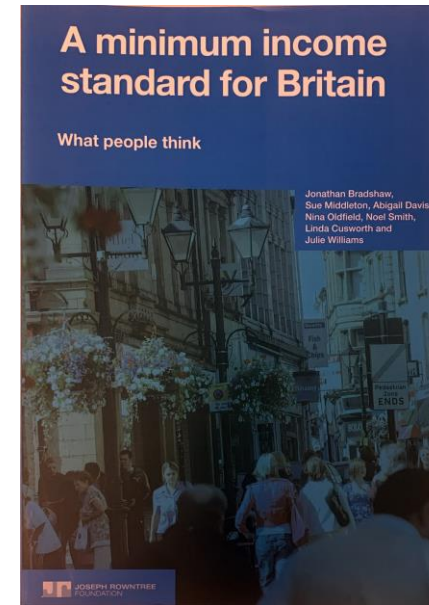


**Loughborough
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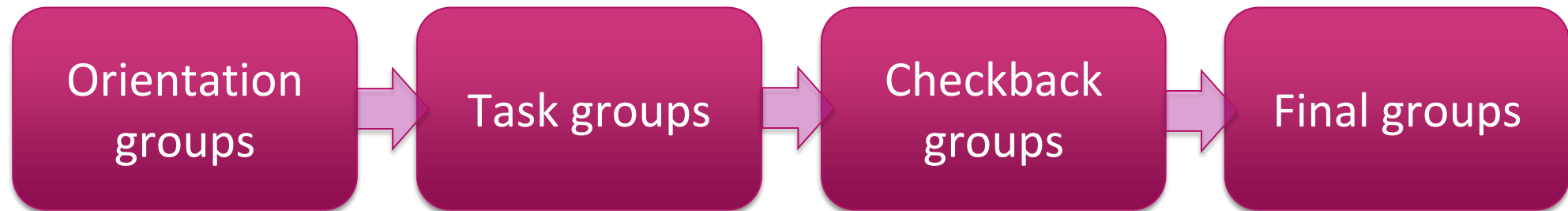
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The Minimum Income Standard

- ▶ How much is enough?



The MIS process



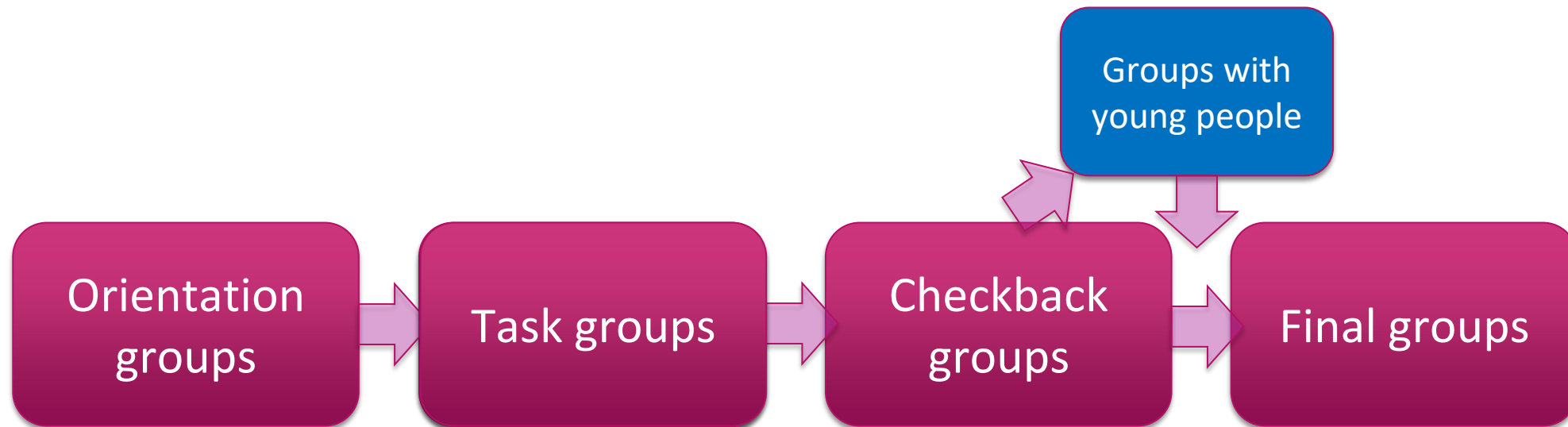
MIS Definition

A minimum standard of living in the UK today includes, but is more than, just food, clothes and shelter. It is about having what you need in order to have the opportunities and choices necessary to participate in society.

A minimum digital living standard

- ▶ Adapting the MIS methodology
- ▶ Building on established public consensus
- ▶ Focusing on what it means to live in a digital world

The MDLS process



'Orientation' phase

- ▶ Exploratory first stage – to get a sense of the issues + develop the MDLS definition
- ▶ 4 groups
 - ▶ Working age adults without dependent children (Southampton)
 - ▶ Pensioners (Leicester)
 - ▶ Parents of 0-18 year old children (Edinburgh)
 - ▶ Mix of all three categories (Swansea)



Living in a digital world



- ▶ Inevitable and unavoidable, no going back
- ▶ Across all aspects of life – work, education, leisure, services
- ▶ Accelerated by Covid
- ▶ Parental exclusion can lead to children's exclusion – risks stigma and missing out
- ▶ Pace of change
 - ▶ Feel 'forced' to go online. Would prefer to retain choice
 - ▶ Can be overwhelming, hard to keep up.
 - ▶ Technical obsolescence involves cost and learning new things
- ▶ Diversity of experiences and multifaceted attitudes

Benefits

Convenience and efficiency

- ▶ Fast, easy online shopping
- ▶ Being in two places at once (online parent evening)
- ▶ Easier / instant access to information
- ▶ Extending choice- wider range of goods, saving money
- ▶ Getting around, navigation / safety – peace of mind (for parents)

Communication, connection

- ▶ With family, friends, professionally
- ▶ Expanded horizons.

- ▶ Accountability – having a traceable trail

- ▶ Environmental – being paperless, business costs, working from home

Concerns

Online harms

- ▶ Security, scams, identity theft
- ▶ Misinformation,
- ▶ Trolling – people hiding behind anonymity – lack of accountability

Potential risks, implications

- ▶ Increased consumption - risks of impulse buying, online gambling
- ▶ Pressure of 24/7 access – checking email, work/life balance
- ▶ Affects on family life – atomisation, phones replacing conversation
- ▶ Affects on physical and mental health
- ▶ Loss of human contact in services / job losses
- ▶ Navigating systems could be frustrating, time consuming

Parents' concerns for children

- ▶ Cyber bullying – can't get away from it
- ▶ Knowing who they are talking to online. Online grooming.
- ▶ Knowing what they are accessing, age appropriateness of content
- ▶ In-app purchases
- ▶ Sharing content, messages – that will always be out there

- ▶ Implications –eg on mental health, body image and concentration, attention span, need for instant answer
- ▶ Finding a balance in setting limits, monitoring and their child's independence and trust

Drafting a definition

A minimum ~~at~~ digital standard of living in the UK today ... includes, but is more than (electricity), ^{available} affordable, internet, connectivity, ^{social} connection, ^{infrastructure} access, easily accessible digital training, access to equipment.

It enables you to communicate, engage w/ opportunities, ^{employment/creative/economic} (creativity) safely & w/ confidence.

A minimum digital standard of living includes, but is more than, having accessible internet, adequate equipment, and the skills, knowledge and support people need. It is about being able to communicate, connect and engage with opportunities safely and with confidence.

Key aspects of the definition

- ▶ A socially acceptable minimum – based on need (as MIS)
- ▶ Equipment, connectivity, support are integral
- ▶ *Accessible* internet
- ▶ *Adequate* equipment
- ▶ Support – to reflect differences in needs
- ▶ *What you can do* - communicate, connect, engage with opportunities
- ▶ *How you can do it*
 - ▶ *Safely* – importance of knowledge
 - ▶ *Confidence* and skills interlinked

Progress and next steps

- ▶ Deciding on the content - what families with children need to meet the definition
- ▶ 7 further groups so far with parents – participants engaged, related to the definition.
- ▶ Drawing on MIS as starting point for equipment eg mobile, laptop + discussing the skills and knowledge parents and children need
- ▶ About to do first group with young people
- ▶ Further groups in September

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Mapping Contexts of a Minimum Digital Standard

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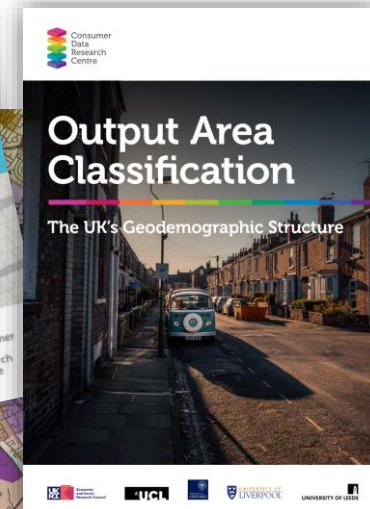
Geodemographics



- Rural Residents
- Cosmopolitans
- Ethnicity Centres
- Multicultural
- Urbanites
- Suburbanites
- Constrained Cities
- Hard-Pressed



 Office for National Statistics



Supergroup	Suburbanites
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6

The population of this supergroup is most likely to be located on the outskirts of urban areas. They are more likely to own their own home and to live in semi-detached or detached properties. The population tends to be a mixture of those above retirement age and middle-aged parents with school age children. The number of residents who are married or in civil-partnerships is above the national average. Individuals are likely to have higher-level qualifications than the national average, with the levels of unemployment in these areas being below the national average. All non-White ethnic groups have a lower representation when compared with the UK and the proportion of people born in the UK or Ireland is slightly higher. People are more likely to work in the information and communication, financial, public administration, and education sectors, and use private transport to get to work.

Group	Suburban achievers
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6a

When compared with the parent supergroup a higher proportion of households live in detached properties and flats, and are less likely to rent their accommodation or live in overcrowded conditions. People of Indian ethnicity are over-represented when compared with the supergroup. Higher proportions of people have higher qualifications, and are more likely to work in the information and communication, and financial related industries.

Subgroup	Comfortable suburbia
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6a2

The population of this group has a higher proportion of people aged 0 to 44 but a lower proportion aged 65 and over than the parent group. Households are less likely to live in semi-detached properties or flats, but more likely to live in detached or terraced properties.

Next Stages

- Minimum Digital Living Standards findings will inform a representative national (UK) survey
- Responses will be appended to a geodemographic classification
>> a Mapbook
- Map rates of response by clusters
- Map rates at a local level

Programme - from here to 1pm

11:45 Audience Q&A

12:05 Break

12:10 Breakout discussions facilitated by members of the project team

12.45 Plenary feedback and closing remarks

Event recording and slide-deck will be posted on:

- Both the Nuffield Foundation and Digital Leaders webpages for this event
- University of Liverpool's project page

Briefing paper: Available on Good Things Foundation and project team websites

Event insights: Short summary will be shared with attendees and in a post-event blog

Breakout room discussions

A photograph of a man and a young girl looking at a laptop screen together. The man is on the left, wearing a plaid shirt, and the girl is on the right, wearing a yellow polo shirt. They are both looking intently at the screen. The background is slightly blurred, suggesting an indoor setting.

Question 1:

What do you see as the benefits of a Minimum Digital Living Standard?

Question 2:

How might this help you or your organisation? (Or how would you want to see others use it?)

What would help you do this?

Recording, outputs & follow up

Event recording, slide-deck and briefing papers will be posted on:

- The Nuffield Foundation's webpage for this event
- Digital Leaders webpage for this event
- University of Liverpool's project page

Briefing paper

Available on Good Things Foundation and project team websites

Event insights

Short summary of key points will be shared by email to attendees, and in a post-event blog by Good Things Foundation