

# Making Digital Everyday



# Agenda

- 09:30 - Introduction, group discussion rules, icebreaker
- 10:00 - Basic Digital Skills
- 10:30 - Introducing Learning Styles
- 11:00 - Behaviour Change
- 11:15 - Break
- 11:30 - Conscious/Unconscious Model
- 12:00 - Challenges to Passing on Basic Digital Skills
- 12:30 - Lunch
- 13:15 - Re-energiser
- 13:30 - Scenarios
- 15:00 - Break
- 15:15 - Action plan, buddies, resources



[digital.scvo.org.uk/onedigital/](https://digital.scvo.org.uk/onedigital/)

# Digital participation in action

People need five basic digital skills to get things done

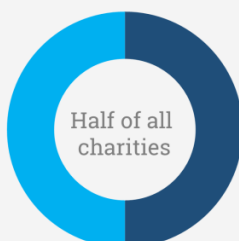


The trouble is, not everyone has them...

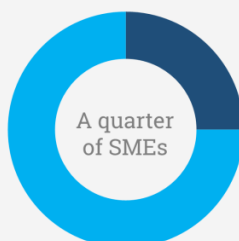
Who in Scotland is missing basic digital skills?



800,000 people



20,000 organisations

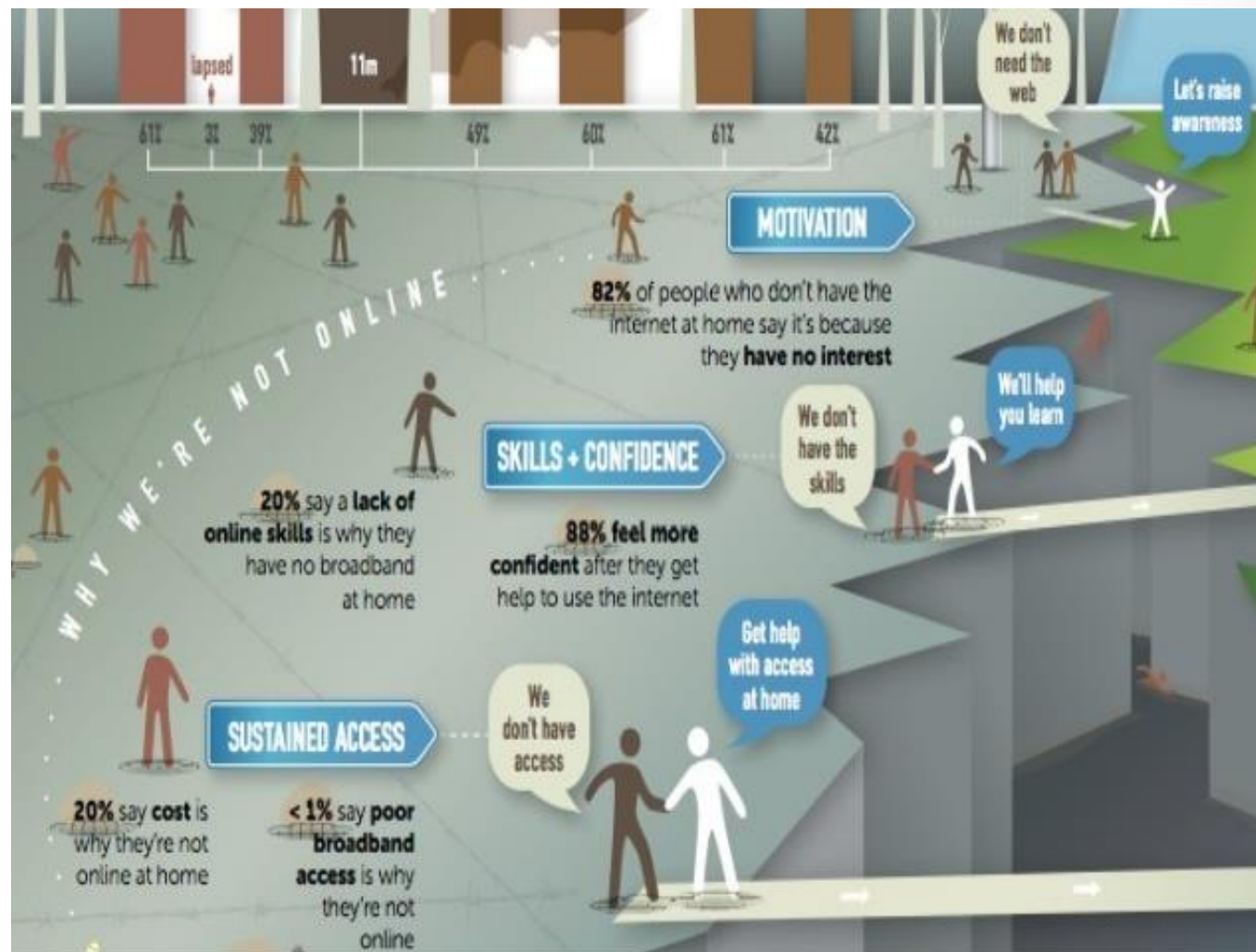


80,000 businesses



and this group is mainly...



Find out more at [digital.scvo.org.uk](https://digital.scvo.org.uk)



## Go ON UK – Basic Digital Skills framework

	Managing information	Communicating	Transacting	Problem-solving	Creating
<b>Description</b>	Find, manage and store digital information and content	Communicate, interact, collaborate, share and connect with others	Purchase and sell goods and services, organise your finances and use digital government services	Increase independence and confidence by solving problems and finding solutions using digital tools	Create basic digital content in order to engage with digital communities and organisations
 <b>Safety</b>	Assess the accuracy of sources of information; use security tools when browsing; regularly update and run virus-checking software; manage parental controls	Understand how to manage your identities; protect yourself from scams; use the right security settings (including parental controls); protect your customer data	Use secure websites for financial transactions; protect your personal data; respect the privacy of others	Use accurate sources of support; avoid malicious websites, scams and pop-up windows	Be aware of copyright law; protect your personal data; respect the privacy of others
 <b>Actions for individuals</b>	<ul style="list-style-type: none"> <li>• Use a search engine to find the information you need</li> <li>• Search for deals on comparison websites</li> <li>• Bookmark useful websites and services</li> <li>• Store data on a device or in the cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Keep in touch using email, instant messaging, video calls and social media</li> <li>• Post on forums to connect with communities</li> <li>• Communicate with organisations about their products and services</li> </ul>	<ul style="list-style-type: none"> <li>• Understand and use marketplaces to buy and sell</li> <li>• Order your shopping</li> <li>• Book your travel</li> <li>• Manage your bank account</li> <li>• Set up and manage a Universal Credit account</li> </ul>	<ul style="list-style-type: none"> <li>• Teach yourself simple tasks using tutorials</li> <li>• Use feedback from other internet users to solve common problems</li> <li>• Access support services</li> </ul>	<ul style="list-style-type: none"> <li>• Create a social media post</li> <li>• Create a text document such as a CV</li> <li>• Create and share a photo album</li> <li>• Create and share feedback about products and services</li> </ul>

# Introducing Learning for Digital Champions

- An understanding of how people learn will help you pass on your knowledge in a way that is:
  - Effective
  - Individual
  - Supportive
  - Sticky
  - Robust

# How We Learn?



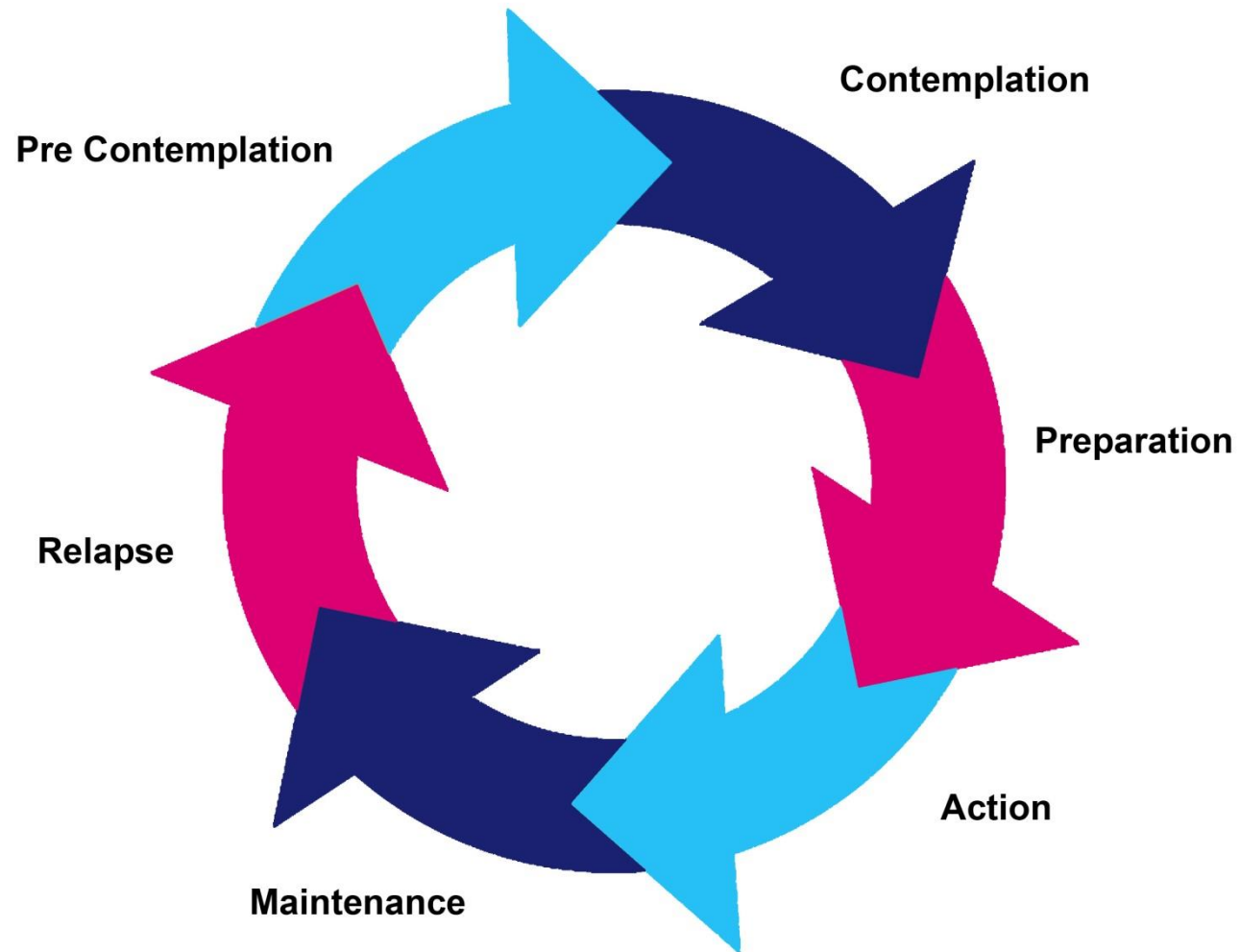
# Learning Styles Quiz

- People learn in different ways
- There are various styles of learning based on our senses
- It is important to understand and identify them so that you can alter the way you pass on information to your learners.
- Using the correct learning style for them can make the difference between something sticking or not
- Lets do a quiz to find out your personal learning style



# Learning Styles Quiz: Results

- No-one has just one learning style – many people use different learning styles for different tasks.
- In your groups discuss some of these topics:
  - How to quickly identify someone's learning style
  - Best methods for different learner styles
  - Are there simple tools or materials that can help?
  - Does the place/environment the learning take place have an effect?



## Behaviour Change

- A constant cycle including relapses
- Relapses should not be seen as failure, but part of a slowly improving cycle

# DIGITAL NATION?

Facts, stats and how to close the gap

who's offline?



WELCOME TO THE  
**OFFLINE NATION**  
POP. 11M

LOW INCOME • ELDERLY • UNEDUCATED

who's online?

WELCOME TO THE  
**ONLINE WORLD**  
POP. 36M

BETTER OFF • YOUNG • EDUCATED



WHY WE'RE NOT ONLINE

20% say a **lack of online skills** is why they have no broadband at home

82% of people who don't have the internet at home say it's because they **have no interest**

20% say **cost** is why they're not online at home

< 1% say **poor broadband access** is why they're not online

**SKILLS • CONFIDENCE**

88% feel more confident after they get help to use the internet

**SUSTAINED ACCESS**

We don't have access

Get help with access at home

We don't have the skills

We don't need the web

Let's raise awareness

1-1 support volunteers and expert tutors

local marketing  
calls to action from local brands

online learning  
own pace, any place, bite-sized, pick 'n' mix

outreach  
helping people where they live, work and play

hyperlocal delivery  
friendly informal community spaces

access  
wi-fi, signposting + partnership

intermediaries  
trusted partners helping hard-to-reach people

inspiration  
showing the web as relevant and fun

TO CLOSE THE GAP NOW

user activity



**Jobs**

People with good ICT skills earn between 33-10% more than those without.

72% of employers wouldn't even interview entry level candidates with no IT skills.

**Money**

Getting online increases lifetime earnings by >£8300.

By 2016 British people will buy £221m worth of online goods and services.

**Social**

33% of people got online to communicate with friends and family.

In 2011 the UK business participation effect of Facebook was £1.1bn.

**Public services**

Digital by default services are more efficient and convenient for users. 93% say GOV.UK is easy to use.

The government could save as much as £70bn by 2020 if it adopted plans to work smarter and digitise its activities.

**Health**

36% visited their GP less after using NHS Choices.

If just 1% of GP visits were converted to NHS Choices visits, it would save close to £108m.

**Education**

A person with a degree is 3x more likely to use the internet than one without.

Being online drives >£768m from educational attainment and lifetime earnings.

**BENEFITS**



**TINDER FOUNDATION**

WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY

Nov 2013



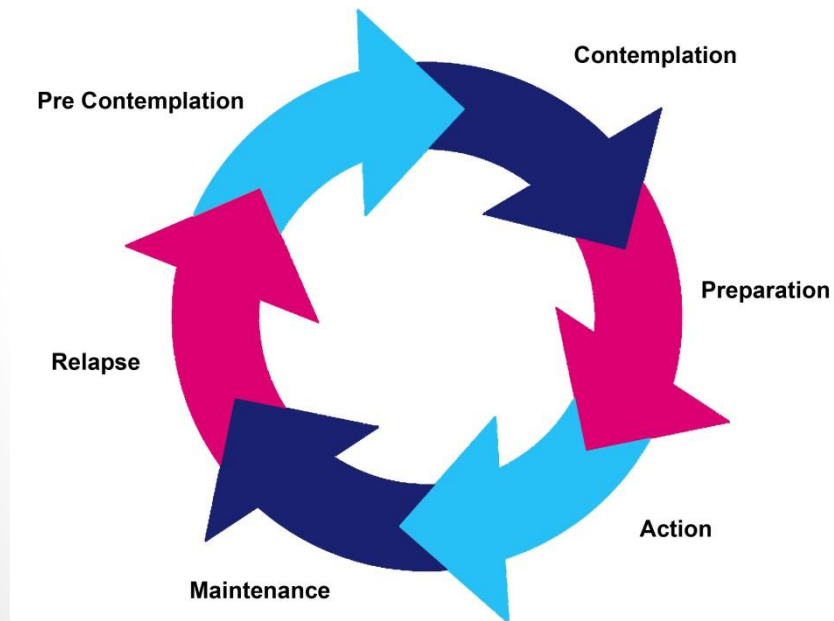
## Conscious and Unconscious Learning

- Explains the emotions people go through as they learn
- This helps you manage learners' expectations and understand the motivation they need at different stages of their journey



# Group Discussion: Personal Experiences of Learning

- We will have a round table discussion about the challenges we have faced learning ourselves and in helping others to gain new skills
- Examples do not have to be from work, think about any volunteering you do, your hobbies or experiences with friends and family but think about a digital experience if possible



# Challenges of Passing on Basic Digital Skills: Discussion

- Think about examples of challenges you have or could face that are based on:
  - Motivation
  - Your own confidence
  - Infrastructure
  - Boundaries
  - Safety
  - Resources
- Write the examples on post-its and stick them to the relevant flipchart

# Lunch

After lunch:

- Share a hobby or interest you have and we will find something fun, interesting and exciting about it online.
- Finding 'hooks' like these will be invaluable to you as a Digital Champion

# Basic Digital Skills: Scenarios





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POP. 11M

LOW INCOME • ELDERLY • UNEDUCATED

who's online?

99% of 16-24 yr olds

90% of ABC1s

95% of graduates

99% of £40k+ earners

75% of households

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We don't need the web

Let's raise awareness

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**BENEFITS**

personal

economic



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Nov 2013

# Find a Buddy

- Stand in the corner of the room where the digital skill you think most relevant to your clients need most is marked on the wall
- Find another person in that group and exchange contact details. You two will be there to support each other and talk about some of the challenges or successes you have effecting change with your clients

# Action Plan

- Sit with your buddy while you each fill in your action plans. It should address the digital skill you just identified and should include details of how you plan to pass digital skills on to your clients. Be specific about the number of people and the approach you will take.
- Think about your own learning needs
- Add an action to speak to your new buddy
- Add an action to complete the Digital Unite online module within 1 month (This will be introduced shortly)
- Have a backup action in case your main action doesn't progress
- Write a 140 character statement of intent – we will tweet this at the end

# Resources

- Resources
  - Digital Unite platform and resources
  - Basic Digital Skills questionnaire
  - Twitter: @digiscot #onedigital
  - Follow up call from One Digital team one month from now
  - One Digital newsletter
  - digital.scvo.org
  - Within the next week you will receive an email from One Digital with evaluation form (<http://goo.gl/tozrTp>), resource pack and a copy of these slides

Want to evaluate now? Scan this ->

