Making Digital Everyday

OneDigital

SCVO

digital.scvo.org.uk/onedigital/

#onedigital

Agenda

- 09:30 – Digital Participation
- 10:00 - Basic Digital Skills
- 10:50 - Break
- 11:00 - Introducing Learning Styles
- 11:20 - Behaviour Change
- 11:45 - Planning a learning session
- 12:30 - Lunch
- 13:15 - Challenges to Passing on Basic Digital Skills
- 14:00 - Scenarios
- 15:00 - Break
- 15:15 - Action Plan, Buddies, Resources

Does This Seem Familiar?

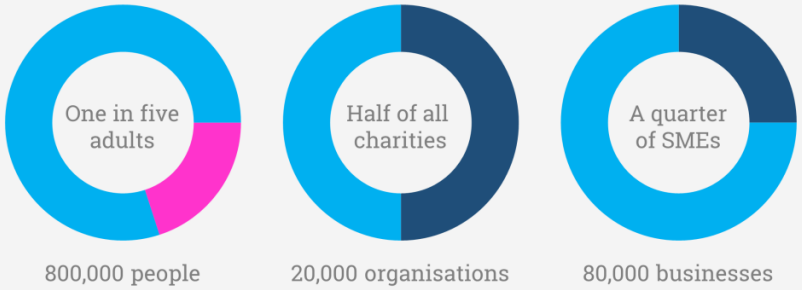
Digital participation in action

People need five basic digital skills to get things done

Managing information | Communicating | Transacting | Problem solving | Creating

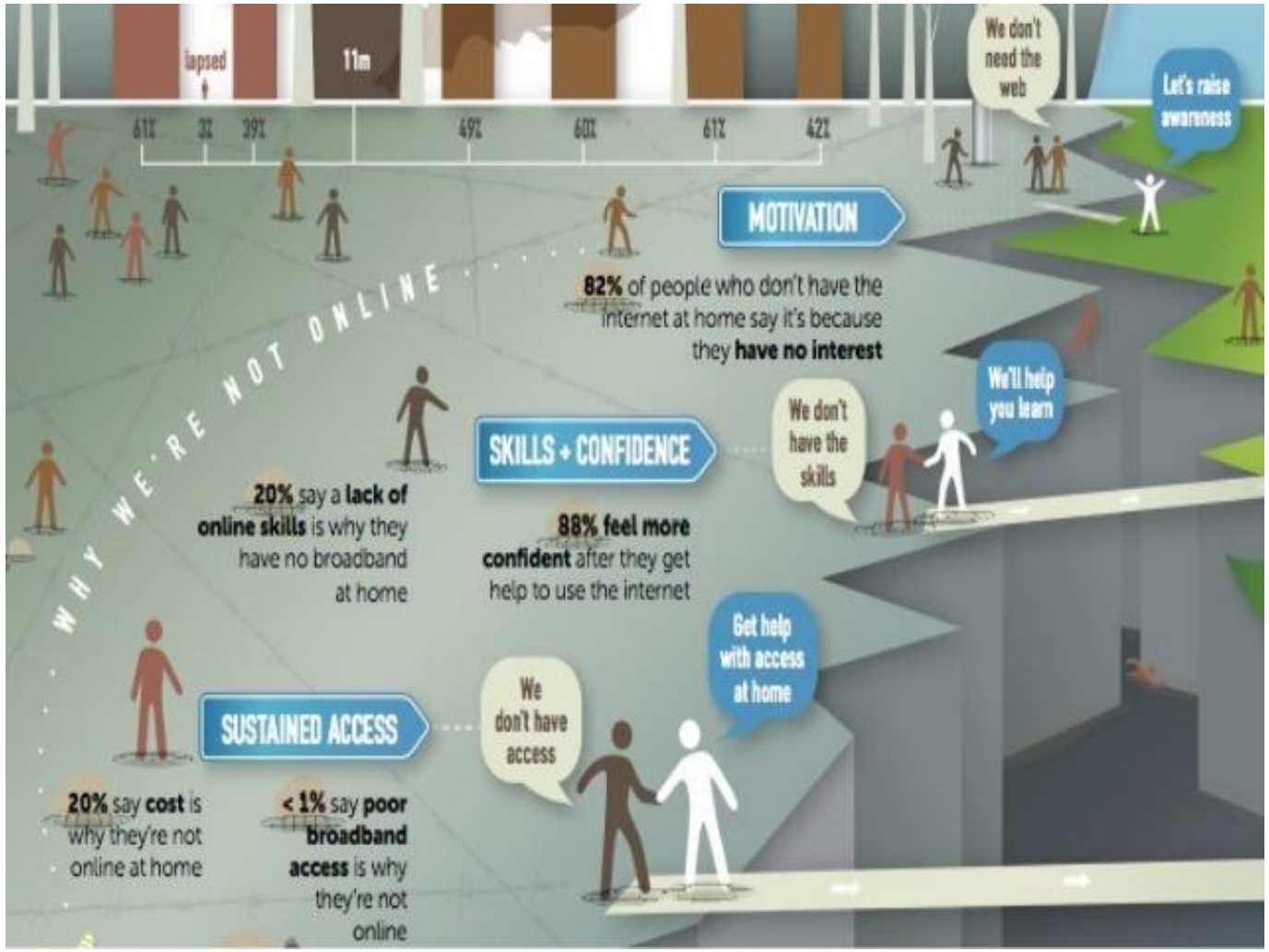
The trouble is, not everyone has them...

Who in Scotland is missing basic digital skills?



and this group is mainly...

Find out more at digital.scvo.org.uk @digiscot SCVO Digital Scotland



Basic Digital Skills

Managing information

Find, manage and store digital information and content

Communicating

Communicate, interact, collaborate, share & connect with others

Transacting

Purchase & sell goods & services, organise your finances & use digital government services

Creating

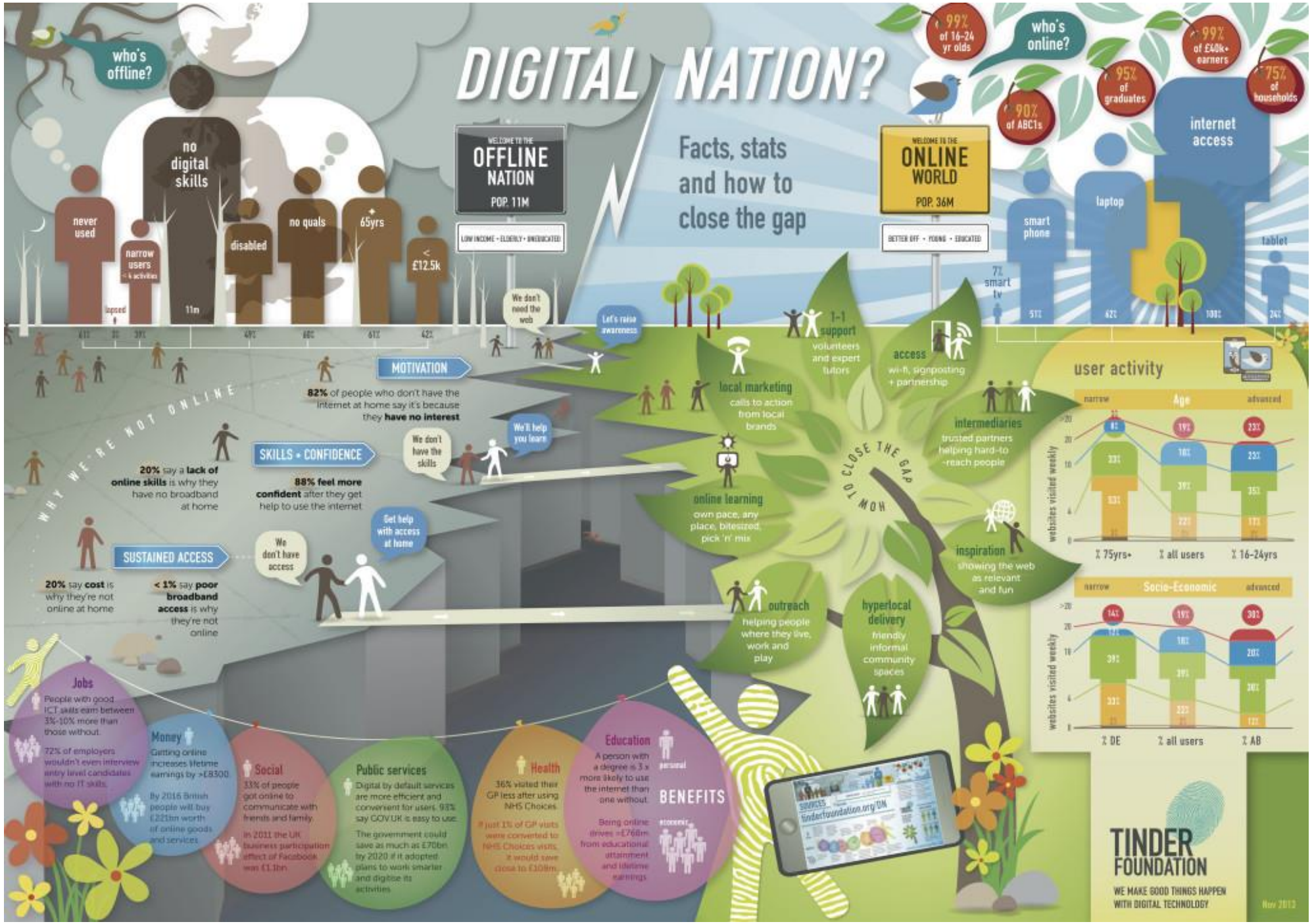
Create basic digital content in order to engage with digital communities & organisations

Problem solving

Increase independence & confidence by solving problems & finding solutions using digital tools

Go ON UK – Basic Digital Skills framework

	Managing information	Communicating	Transacting	Problem-solving	Creating
Description	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
Safety	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
Actions for individuals	• Use a search engine to find the information you need • Search for deals on comparison websites • Bookmark useful websites and services • Store data on a device or in the cloud	• Keep in touch using email, instant messaging, video calls and social media • Post on forums to connect with communities • Communicate with organisations about their products and services	• Understand and use marketplaces to buy and sell • Order your shopping • Book your travel • Manage your bank account • Set up and manage a Universal Credit account	• Teach yourself simple tasks using tutorials • Use feedback from other internet users to solve common problems • Access support services	• Create a social media post • Create a text document such as a CV • Create and share a photo album • Create and share feedback about products and services


DIGITAL NATION?
Facts, stats and how to close the gap
who's offline?
no digital skills
never used
narrow users
lapsed
disabled
no quals
65yrs
< £12.5k
11m
WELCOME TO THE OFFLINE NATION
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
internet access
laptop
smart phone
tablet
7% smart tv
WELCOME TO THE ONLINE WORLD
POP. 36M
BETTER OFF • YOUNG • EDUCATED
WHY WE'RE NOT ONLINE
MOTIVATION
82% of people who don't have the internet at home say it's because they have no interest
We don't need the web
Let's raise awareness
SKILLS + CONFIDENCE
20% say a lack of online skills is why they have no broadband at home
88% feel more confident after they get help to use the internet
We don't have the skills
We'll help you learn
SUSTAINED ACCESS
20% say cost is why they're not online at home
< 1% say poor broadband access is why they're not online
We don't have access
Get help with access at home
HOW TO CLOSE THE GAP
1-1 support
volunteers and expert tutors
access
wi-fi, signposting + partnership
local marketing
calls to action from local brands
intermediaries
trusted partners helping hard-to-reach people
online learning
own pace, any place, bitesized, pick 'n' mix
inspiration
showing the web as relevant and fun
outreach
helping people where they live, work and play
hyperlocal delivery
friendly informal community spaces
user activity
narrow
Age
advanced
websites visited weekly
Σ 75yrs+
Σ all users
Σ 16-24yrs
narrow
Socio-Economic
advanced
Σ DE
Σ all users
Σ AB
Jobs
People with good ICT skills earn between 3%-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 £221bn 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 3 x more likely to use the internet than one without.
Being online drives =£768m from educational attainment and lifetime earnings
personal
economic
BENEFITS
SOURCES
tinderfoundation.org/UK
TINDER FOUNDATION
WE MAKE GOOD THINGS HAPPEN WITH DIGITAL TECHNOLOGY
Nov 2013

Introducing Learning for Digital Champions

Being aware of how people learn will help you pass on digital skills in a way that is:

- Effective
- Individual
- Supportive
- Sticky

How We Learn?

Learning Styles Quiz: Results

No-one has just one learning style – people use different styles for different tasks.

- Memorise by seeing pictures
- Less distracted by noise
- Often have trouble remembering verbal instructions

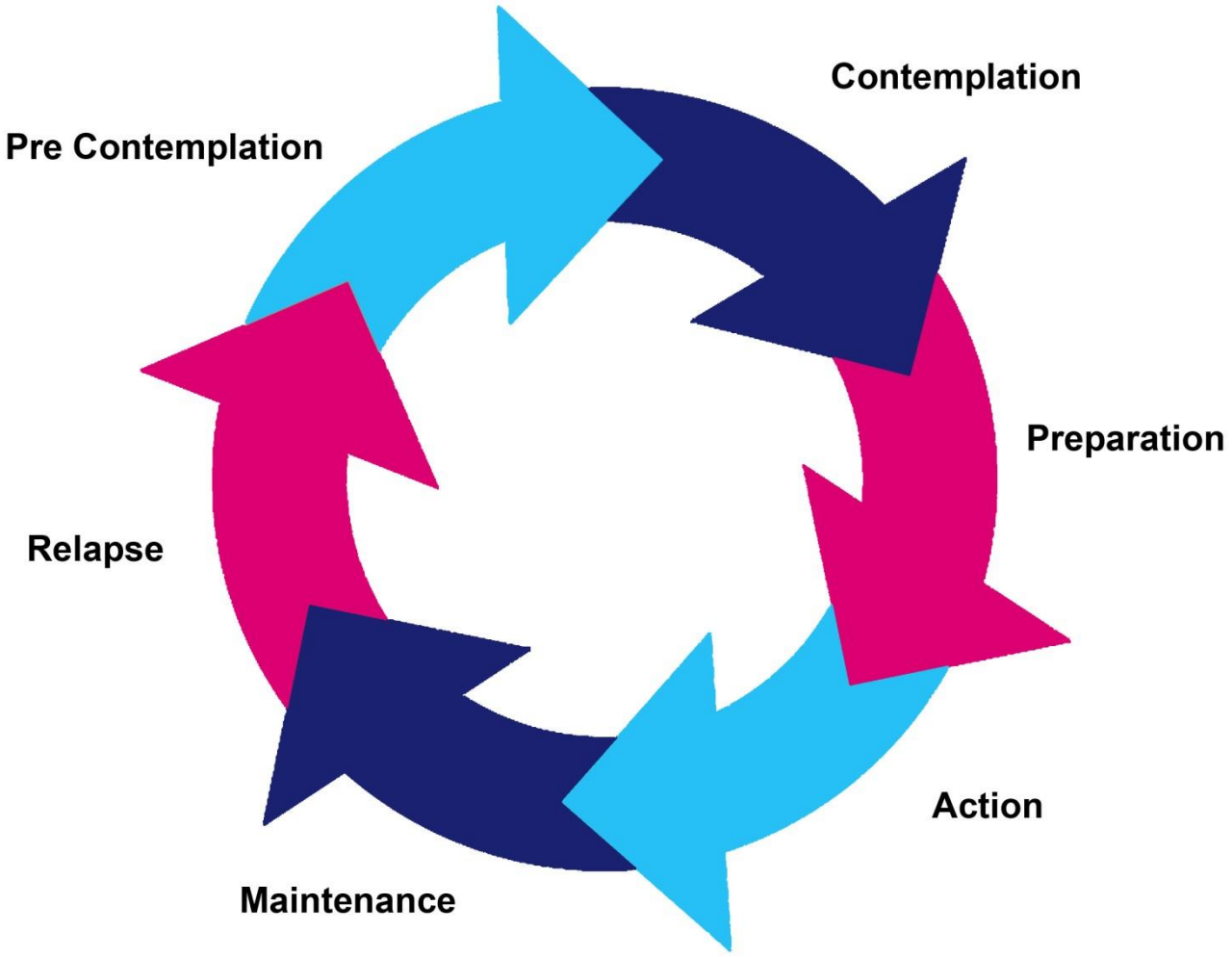
- Learn by listening
- Good at repeating back instructions
- Easily distracted by noise

- Memorise by doing or walking through something
- Like to do, to touch, to have a go, to feel things
- Think about their feelings before expressing thoughts

Learning Styles: Discussion

- Now that we know about the different styles, lets talk about their implications
- In your groups discuss some of these topics:
  - How to quickly identify someone's learning style
  - Best methods and tools for different learner styles
  - Does the place/environment the learning take place have an effect?

Behaviour Change Cycle



Planning a learning session

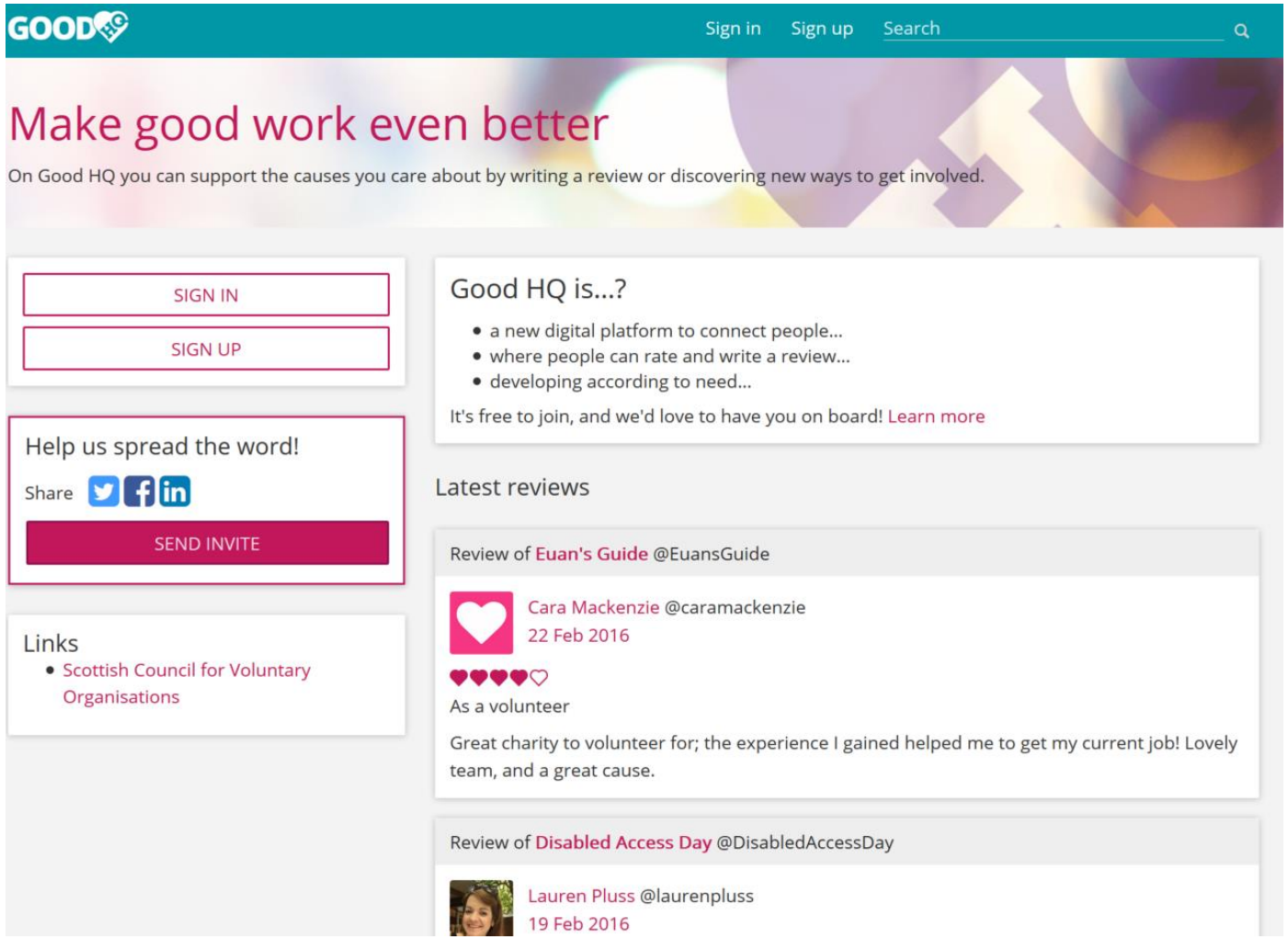
learn my way
making online learning easy

Digital Champions Network

Let's get on

GET SAFE ONLINE

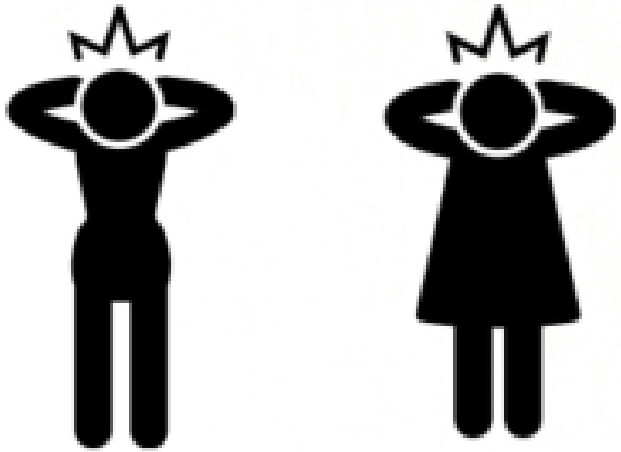
Lunch


GOOD HQ
Sign in
Sign up
Search
Make good work even better
On Good HQ you can support the causes you care about by writing a review or discovering new ways to get involved.
SIGN IN
SIGN UP
Help us spread the word!
Share
SEND INVITE
Links
Scottish Council for Voluntary Organisations
Good HQ is...?
a new digital platform to connect people...
where people can rate and write a review...
developing according to need...
It's free to join, and we'd love to have you on board! Learn more
Latest reviews
Review of Euan's Guide @EuansGuide
Cara Mackenzie @caramackenzie
22 Feb 2016
As a volunteer
Great charity to volunteer for; the experience I gained helped me to get my current job! Lovely team, and a great cause.
Review of Disabled Access Day @DisabledAccessDay
Lauren Pluss @laurenpluss
19 Feb 2016

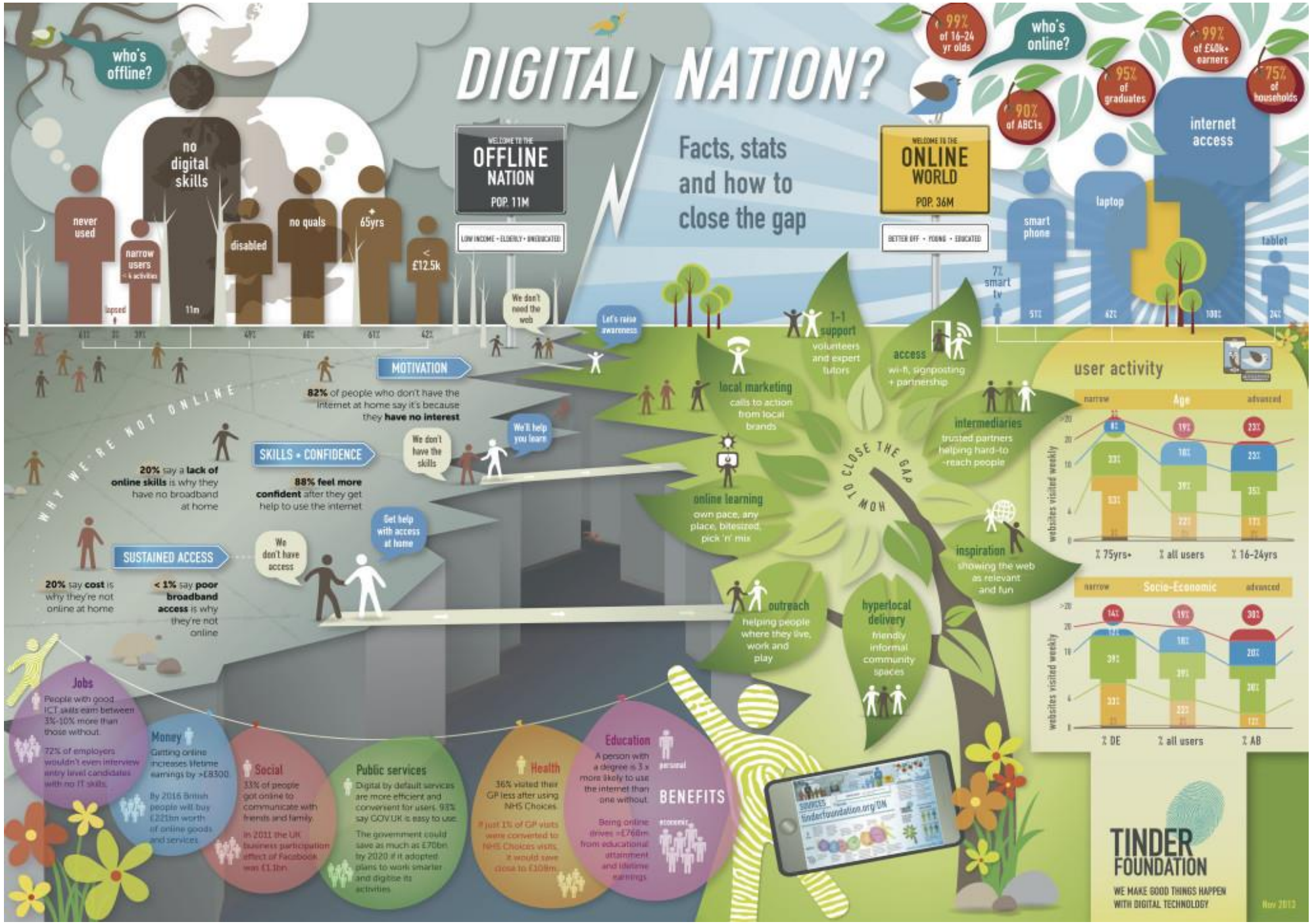
DIGITAL PARTICIPATION
CHARTER SIGNATORY

Challenges of Passing on Basic Digital Skills

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



Basic Digital Skills: Scenarios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outreach
helping people where they live, work and play
hyperlocal delivery
friendly informal community spaces
user activity
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Find a Buddy

- Stand in the corner of the room where the digital skill you think your clients need most is marked on the wall

- Find another person in that group to be your buddy. 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.

- Don’t pair up with someone from your organisation

Action Plan

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Resources

- Resources
  - Digital Unite platform and resources
  - Basic Digital Skills questionnaire
  - Twitter: @digiscot #onedigital
  - Follow up contact from One Digital team one month from now
  - One Digital newsletter
  - digital.scvo.org – Good HQ, Digital Participation Charter and other projects
  - 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 ->