**SDG PROBLEM DEFINITION DOCUMENT**

Focus would be on **SDG 1: No Poverty**. A specific problem within this goal is **the digital divide and its impact on economic opportunities**.

**Problem Definition:**

The digital divide refers to the gap between individuals who have access to digital technologies and the internet and those who do not. This divide disproportionately affects low-income communities, rural areas, and marginalized populations. The lack of access to digital resources can hinder economic opportunities and perpetuate cycles of poverty due to:

1. **Limited Job Opportunities**: Many job applications and resources are online, making it difficult for those without internet access to secure employment.
2. **Education Barriers**: Students without reliable internet access struggle to complete online coursework, which can affect their academic performance and future job prospects.
3. **Access to Services**: Many essential services, including government assistance programs, are increasingly available online, making it harder for those without digital access to obtain necessary support.

**Addressing the Problem with Data:**

Data can be used effectively to address the digital divide in several ways:

1. **Access Mapping**:
   * **Example**: The **Federal Communications Commission (FCC)** in the U.S. provides data on broadband availability. In 2020, it reported that about 19 million Americans still lacked access to broadband internet.
   * **Data Use**: By mapping broadband access geographically, local governments can identify areas lacking internet connectivity and prioritize infrastructure investments to expand access.
2. **Employment Trends**:
   * **Example**: Research from the **Pew Research Center** indicates that 87% of job seekers use online resources to find jobs. However, individuals in low-income brackets are 35% less likely to have internet access compared to higher-income groups.
   * **Data Use**: Analyzing job placement success rates for individuals with and without internet access can help organizations understand the economic impact of the digital divide and guide interventions to improve access.
3. **Education Outcomes**:
   * **Example**: A study by **McKinsey & Company** found that students from low-income households who lacked internet access were 5–10% behind their peers academically during the pandemic.
   * **Data Use**: Schools can use this data to target resources for digital learning tools and internet access programs in underserved areas, improving educational equity.
4. **Service Utilization**:
   * **Example**: Data from the **U.S. Census Bureau** shows that households without internet access are more likely to miss out on benefits such as food assistance programs.
   * **Data Use**: Analyzing the demographic data of those without internet access can help agencies design outreach programs to ensure that these individuals can access essential services.

**Conclusion**

By collecting and analyzing data related to internet access and its economic implications, stakeholders can develop targeted strategies to bridge the digital divide. Improving access to digital resources can enhance job opportunities, educational outcomes, and service utilization, ultimately contributing to poverty reduction and fostering economic equity.

**Explanation of Variables used in the DATABASE:**

* **Household Income**: Annual income of the household, indicating economic status.
* **Internet Access**: Indicates whether the household has reliable internet access.
* **Employment Status**: Current employment situation (e.g., employed, unemployed).
* **Education Level**: Highest level of education attained by a household member.
* **Job Search Method**: Method used for searching for employment (online or offline).
* **Access to Services**: Indicates whether the household can access essential services (like government programs) online.
* **Location Type**: Indicates whether the household is located in an urban, suburban, or rural area.

**Potential Analysis:**

* **Employment vs. Internet Access**: Assess the employment status of individuals with and without internet access.
* **Job Search Effectiveness**: Compare job search methods between those with and without internet access.

This dataset can be useful for exploring correlations between internet access and economic outcomes, as well as for identifying areas needing intervention to bridge the digital divide.

**LINK TO PITCH DECK:**

https://gamma.app/docs/Title-Bridging-the-Digital-Divide-Enhancing-Economic-Opportunitie-fff24vpn8v8s0gd