Communications literacy and the broadband society

Lesley Osborne
Digital Society Policy and Research
Australian Communications and Media Authority

Converging on an NBN Future: Content, Connectivity and Control
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Communications literacy: expanding scope

- Protecting children and young people
- Empowering users
- Cybersafety
- Online participation
- Digital literacy
- Security & Privacy
- Digital citizenship
Positive attitudes to being online

> The constant sense of being connected is so good too. I would not like to be without access to the internet because that's my access to the world, to distractions, to information

> The internet gives power to individuals and enables them to share information

> People aren't bound by schedules anymore... We can watch the news whenever!

> Sometimes I think we’re living in Back to the Future, with all these devices, Skype and things like that
Familiarity and comfort with technology varies widely

> I don’t use the internet much myself, but when my grandkids come round they show me all the things they can do on their mobile phones and for them I think it’s great, it’s just that I’m not terribly interested for myself

> I do find that I have to use the internet a lot these days for work. I mean, I do have to use it more, but it really does my head in. I guess it is something I need more information about because it does frighten me. Interesting but a little scary
### Need for information and skills

<table>
<thead>
<tr>
<th>Skill or Ability</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managing my personal information online</td>
<td>38%</td>
</tr>
<tr>
<td>Using the internet safely</td>
<td>36%</td>
</tr>
<tr>
<td>Asking a website to remove content that breaches your privacy</td>
<td>32%</td>
</tr>
<tr>
<td>Setting security controls/filters to block access to certain websites</td>
<td>27%</td>
</tr>
<tr>
<td>Setting parental controls on mobile phones</td>
<td>15%</td>
</tr>
<tr>
<td>Setting security control/PIN numbers on your TV or set-top-box</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>None of these</td>
<td>36%</td>
</tr>
</tbody>
</table>

**Skills or abilities online Australians would be interested in learning more about**

*Source: ACMA, Digital Australians online survey, 2011.*

I3 ASK ALL Which, if any, of the following, would you be interested in learning more about?  
*Base: Total sample, n=1,250.*
Older Australians and the internet

Source: Roy Morgan Single Source, June 2012
Targeting grandparents

Small business ‘needs’ to be online

> I needed to get with the program, so I started a Facebook page

> It would be impossible for my business to continue [without an online presence] – it’s the only way people find us. The Yellow Pages is dead, no one uses it anymore

> We never had the technology laid out in front of us… then all of a sudden it’s there and there’s no easy way of learning or playing… experimentation is fraught with risk, and it can be difficult to learn because you can’t experiment

> People think Facebook is intuitive, but it wasn’t … it was a steep learning curve and it would have been good to have someone teach me how to use it
Conclusions