



Australian Government



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# Communications literacy and the broadband society

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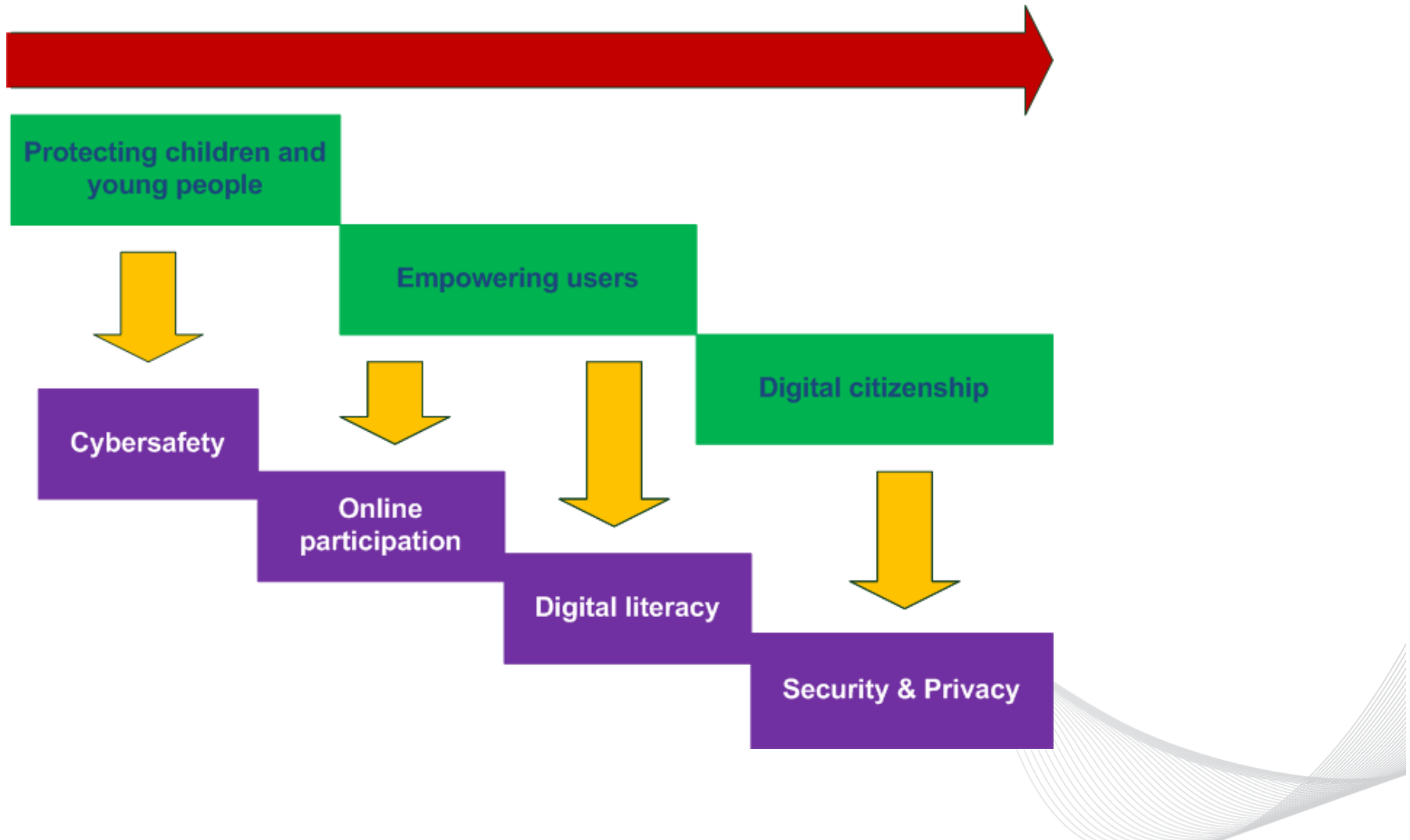
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Digital Society Policy and Research  
Australian Communications and Media Authority

Converging on an NBN Future: Content, Connectivity and Control  
University of Canberra  
9 October 2012

A decorative graphic at the bottom of the slide consisting of several overlapping, wavy bands of color: yellow, purple, blue, green, orange, and red. The bands are layered and overlap each other, creating a sense of movement and depth. Some bands have a fine, grid-like texture.

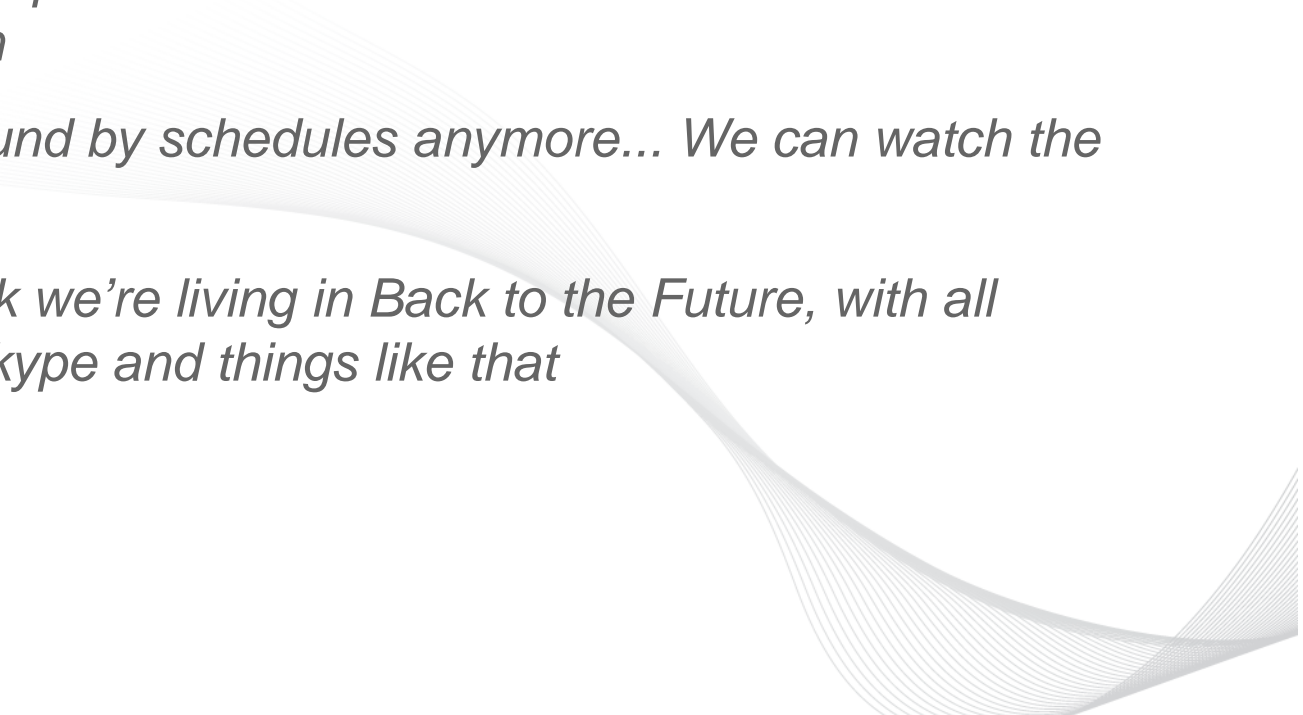
communicating | facilitating | regulating

## Communications literacy: expanding scope



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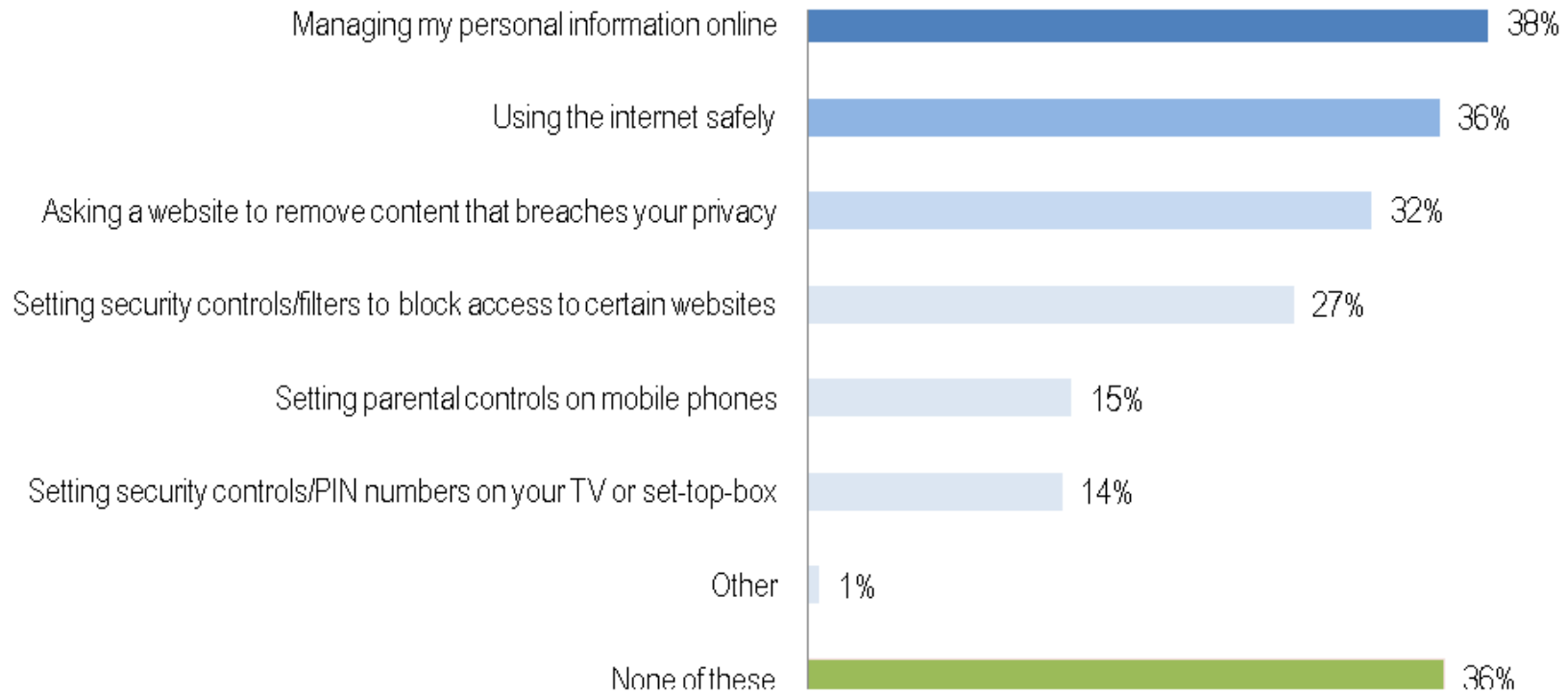
## Positive attitudes to being online

- > *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*
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## 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



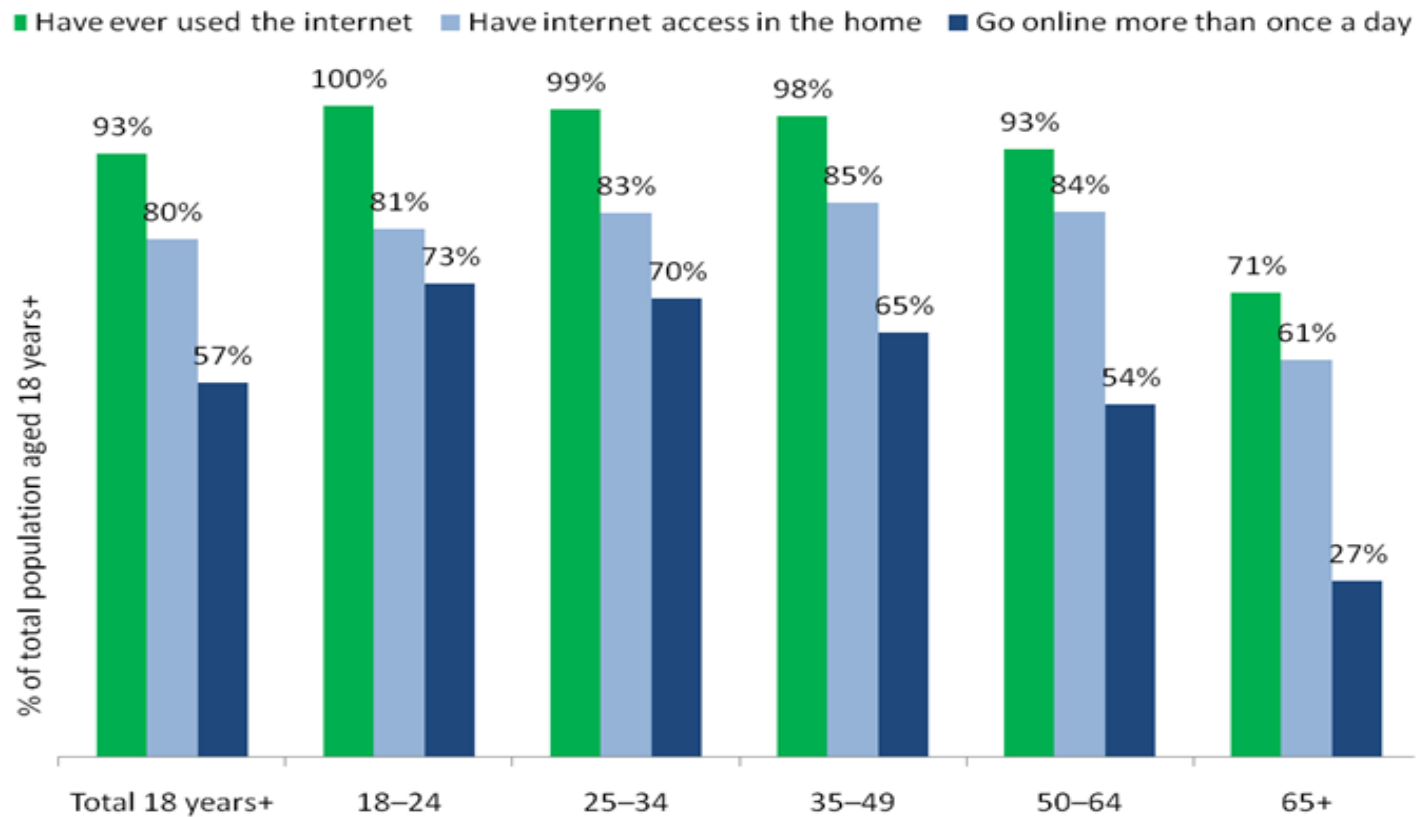
### Skills or abilities online Australians would be interested in learning more about

Source: ACMA, Digital Australians online survey, 2011.

13 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



The screenshot shows the cybersmart.gov.au website. At the top, there is the Australian Government logo and the acma logo. The main navigation bar includes links for Home, Young Kids, Kids, Teens, Parents, Libraries, and Schools, along with a search box. A 'cybersafety help' button is visible in the top right. The main content area features a blue sidebar with various links and a central article titled 'Safer Internet Day 2012: Actions for Grandparents'. The article includes a banner image with a globe and the text 'SAFER INTERNET DAY 2012 7 FEBRUARY', a list of action items, and a photograph of a young girl and an elderly man looking at a laptop together. The article text states: 'Safer Internet Day encourages families to learn and connect together. Take positive actions and teach each other about staying safe online.' Below this, there are links for 'Grandparents - It's time to learn a new skill!', '3 steps to becoming comfortable with technology and the internet', 'Action items for grandparents: Get started online', and 'Be your grandchild's safety net'. A partial sentence at the bottom of the article reads 'Grandparents - It's time to learn a new' followed by 'One of the most important things that families can do to'. The Windows taskbar at the bottom shows the date as 19/07/2012 and the time as 4:58 PM.

<http://www.cybersmart.gov.au/SID2012.aspx>

## 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*
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# Conclusions

