COMS 465:
Computer Mediated Communication

Plan

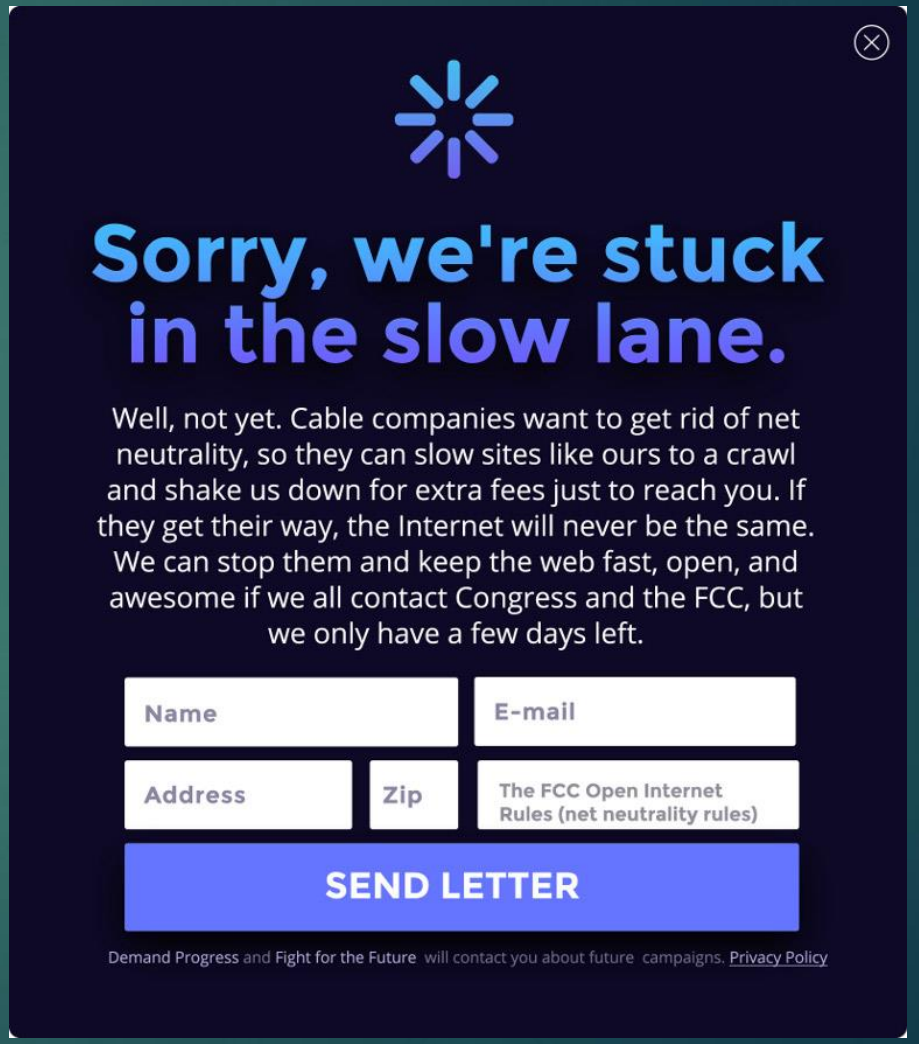
- Review
- Communication & Community
- Preview

Review

- Digital Differences
  - The internet is different in different parts of the world
  - Some differences are due to technological issues
  - Other differences are due to social policy and regulation

Review

- Net Neutrality



Review

- Net Neutrality
  - Same/Similar Technology
    - Equipment – Hardware and Software
    - Neutrality – all data is technically the same
  - Difference in Policy and Regulation
    - How technology is socially integrated and controlled
    - National and local governance of technology
    - Big differences in the user experience across the globe

Review

- United States
  - Dispute over Legal Classification

    Net neutrality in the United States has been a point of conflict between network users and service providers since the 1990s. Much of the conflict over net neutrality arises from how Internet services are classified by the Federal Communication Commission (FCC) under authority of the *Communications Act of 1934*.

Review

- US Federal Law
  - Congress = Make law
    - *Communications Act of 1934*
    - Law covering "new media" (i.e. radio, telephone, etc.)
    - Revised and updated in the 1990's
  - Administrative agencies – FCC
    - Interpret and administer the law
    - Issue official statements called "administrative rules"

Review

- Communications Act of 1934

Title I – Info Service
- More regulation
- Radio & Television
- Content controls

Title II – Common Carrier
- Limited regulation
- Telecommunications
- Public Utilities

Because the Communications Act has not been amended by the US Congress to account for Internet Service Providers (ISPs), the FCC has the authority to designate how ISPs should be treated in addition to what regulations they can set on ISPs.

Review
FCC Flip-Flop

Title I – Info Service
- More regulation
- Radio & Television
- Content controls

Title II – Common Carrier
- Limited regulation
- Telecommunications
- Public Utilities

Review

- Outcome & Results
  - Inconsistency
    - Every new presidential administration will produce different administrative rules from the FCC
    - Some will favor net neutrality others will not
  - The Fix
    - Congress would need to revise the law to decide the status of ISPs
    - If this subject is important to you, voting matters; check your candidate's tech policy

Review

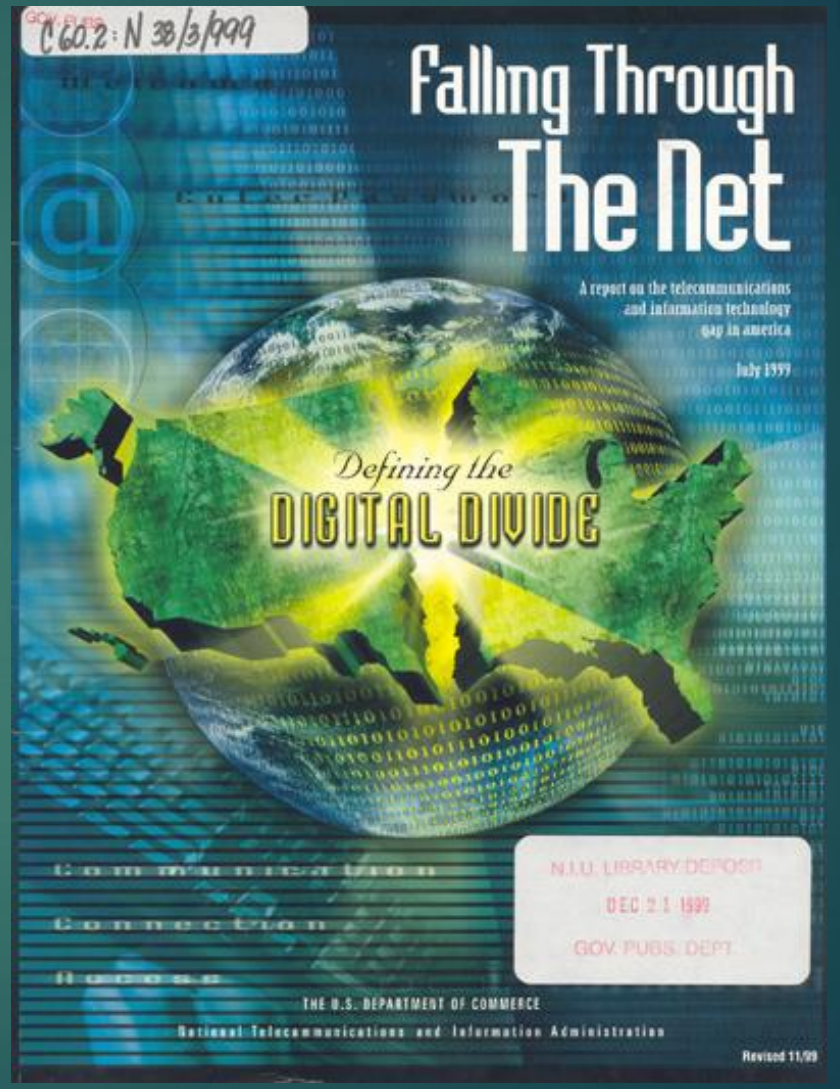
- Digital Divide

Review

Falling Through the Net: Defining the Digital Divide

1999 Publication of the US Department of Commerce's National Telecommunications and Information Administration (NTIA).

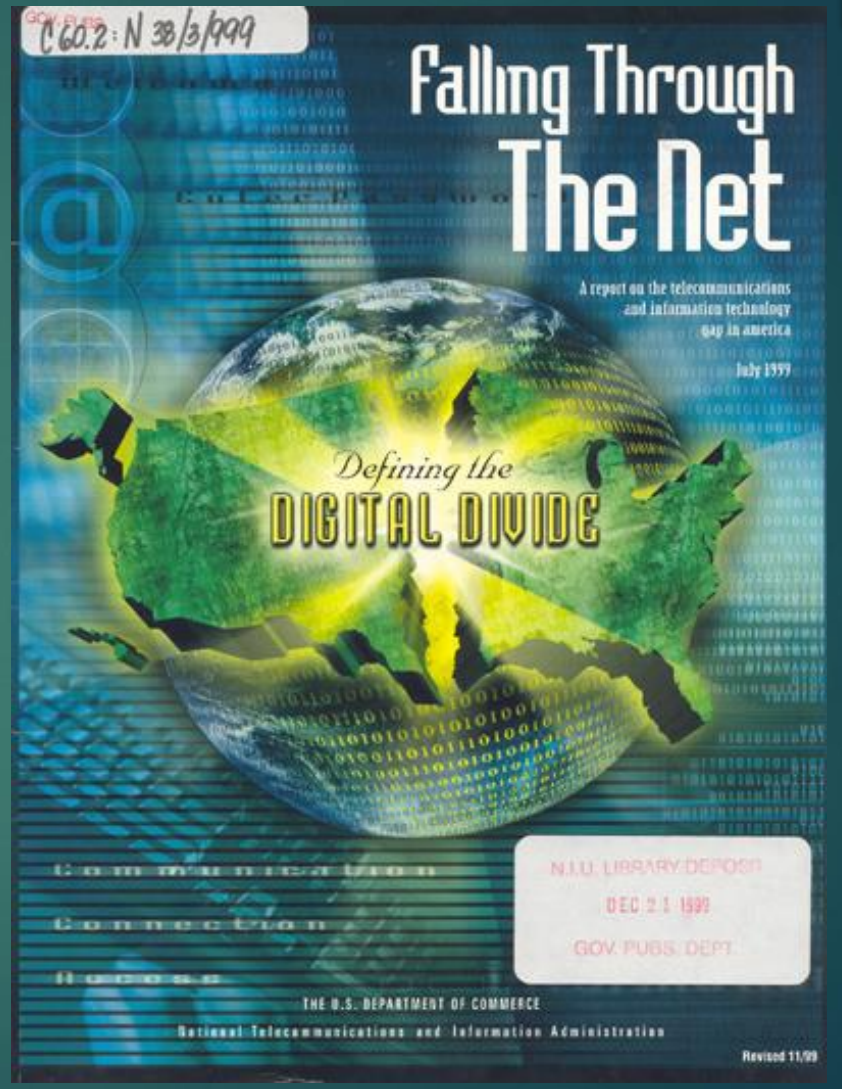
Third in a series of reports addressing access to information technology.



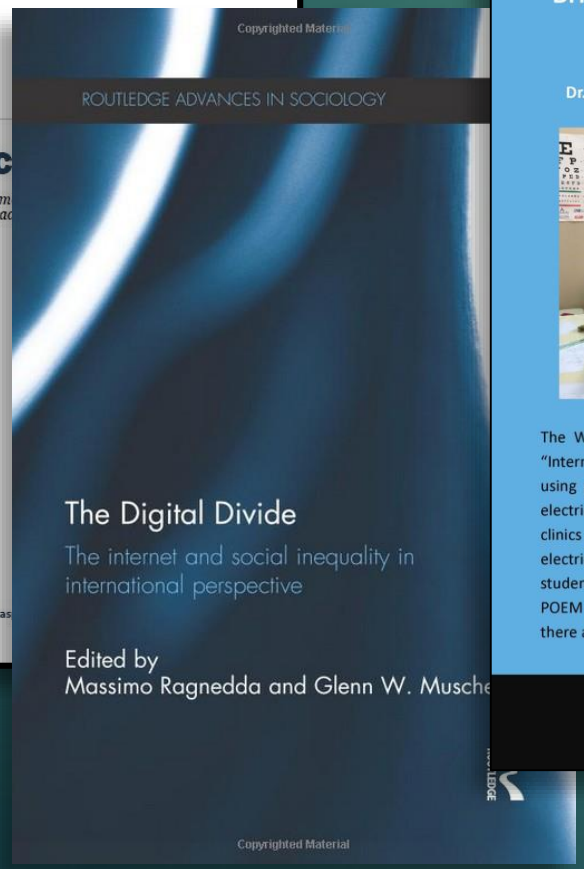
Review

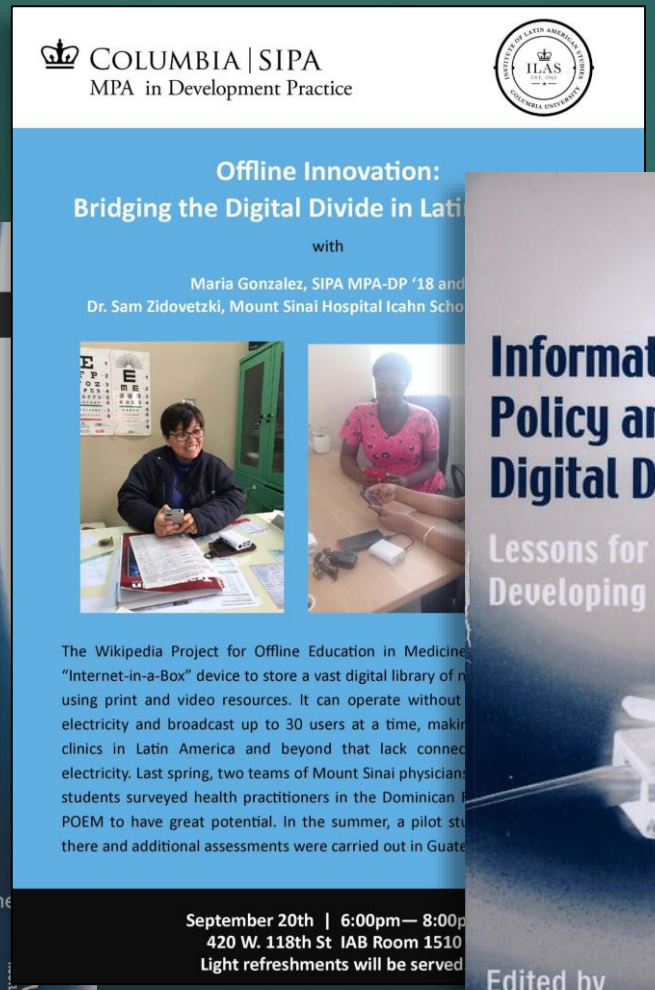
Digital Divide

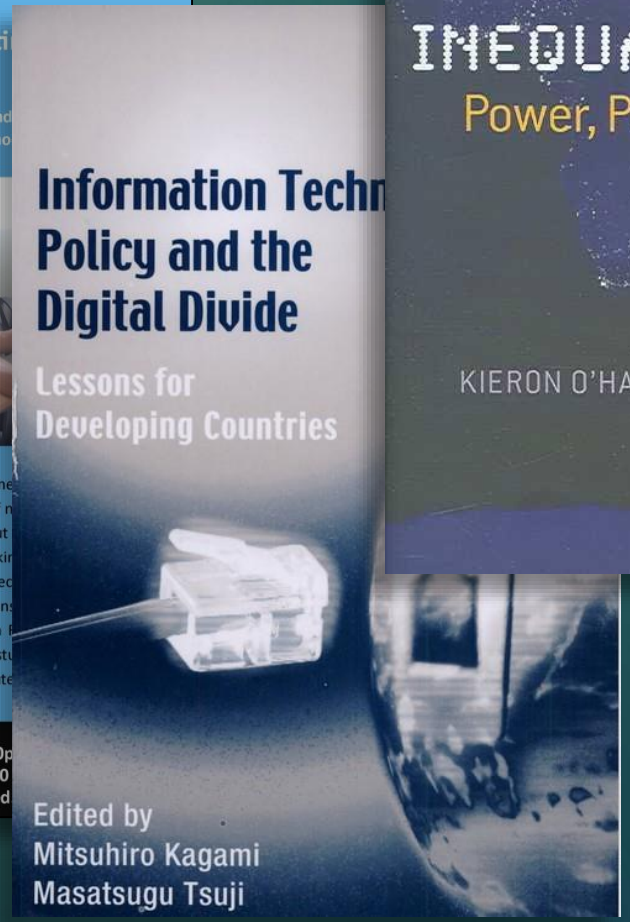
"The divide between those with access to new technology and those without" (NTIA, 1999, p. xiii).

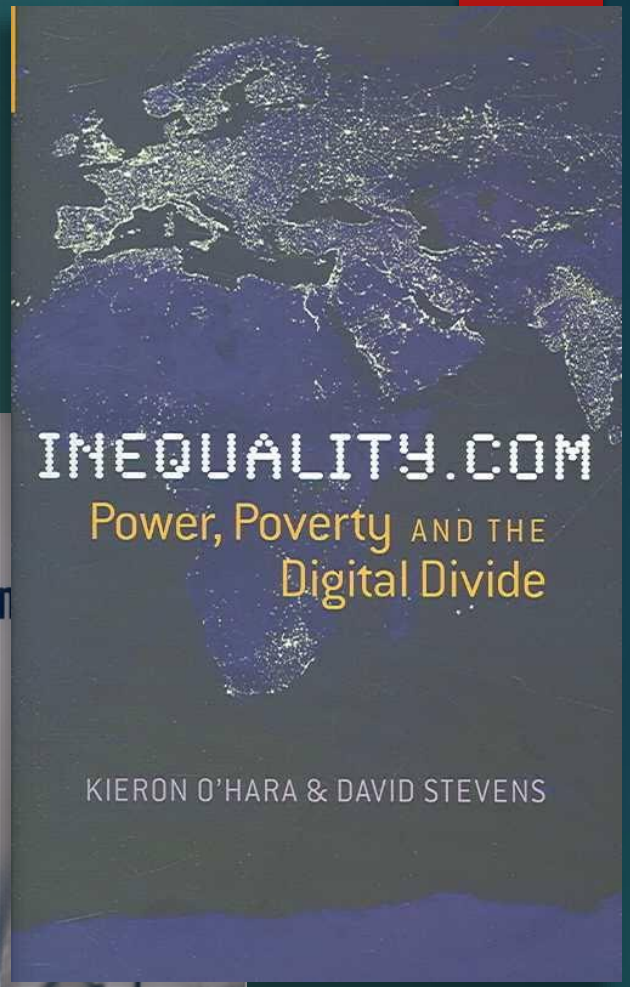


Studies addressing the Digital Divide usually collect and analyze statistics. These statistics document differences in access to and use of technology.

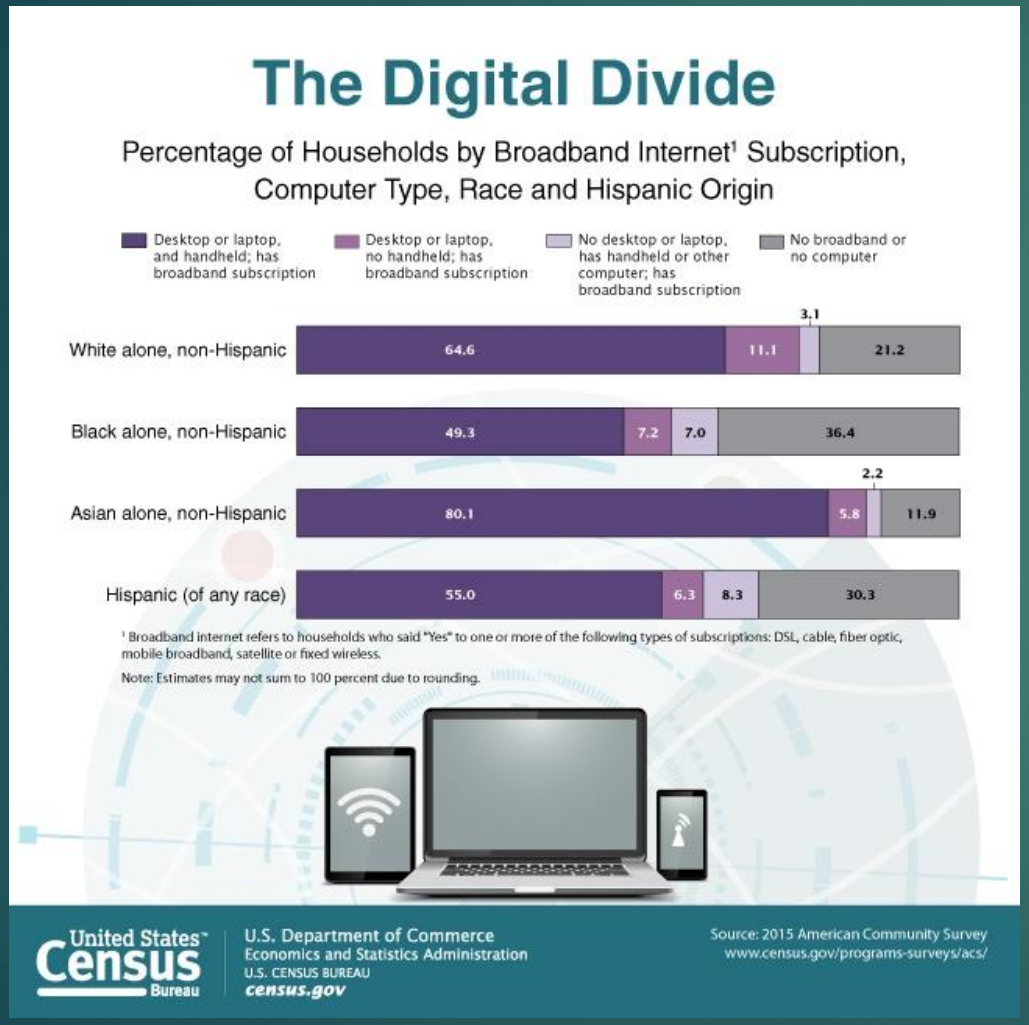


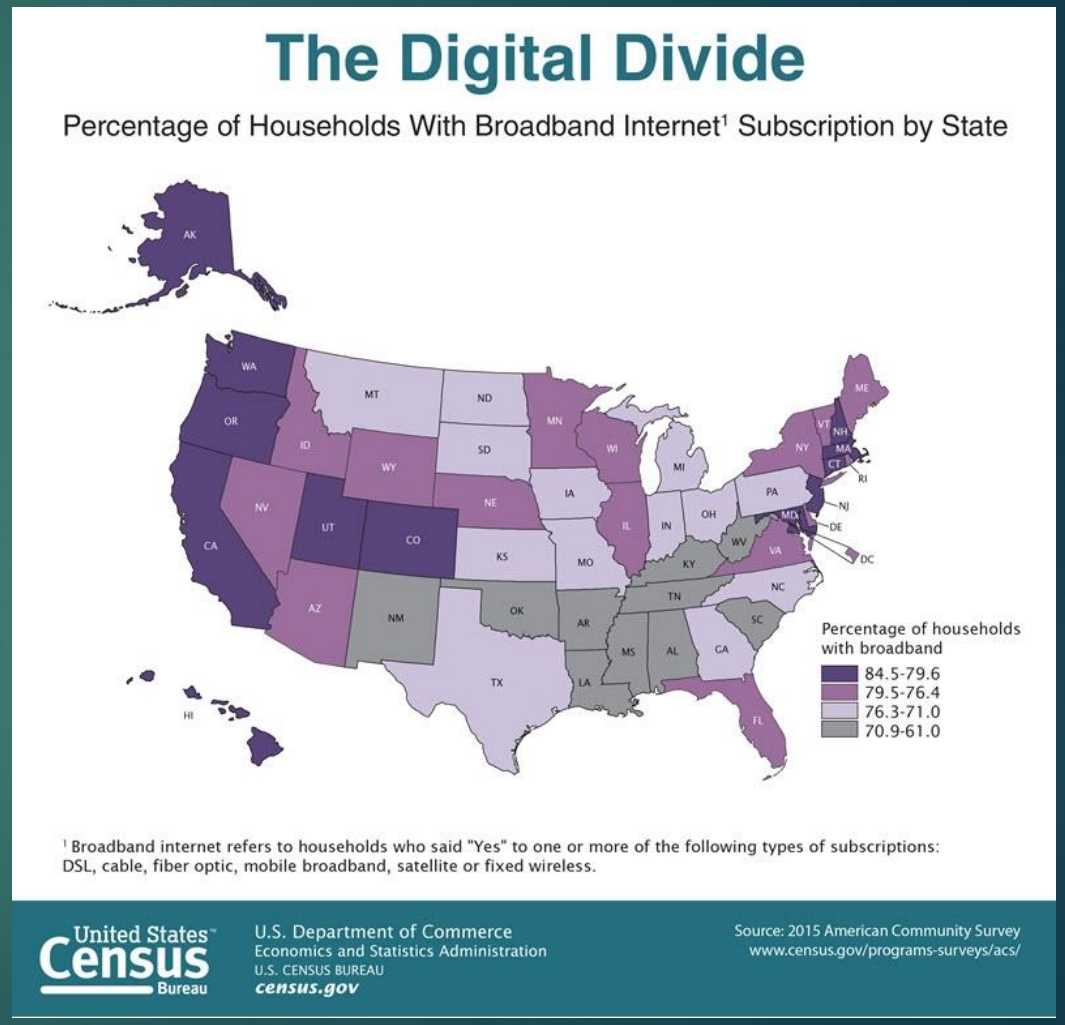






Review


The Digital Divide
Percentage of Households by Broadband Internet[1] Subscription, Computer Type, Race and Hispanic Origin
Desktop or laptop, and handheld; has broadband subscription
Desktop or laptop, no handheld; has broadband subscription
No desktop or laptop, has handheld or other computer; has broadband subscription
No broadband or no computer
White alone, non-Hispanic
64.6
11.1
3.1
21.2
Black alone, non-Hispanic
49.3
7.2
7.0
36.4
Asian alone, non-Hispanic
80.1
5.8
2.2
11.9
Hispanic (of any race)
55.0
6.3
8.3
30.3
[1] Broadband internet refers to households who said "Yes" to one or more of the following types of subscriptions: DSL, cable, fiber optic, mobile broadband, satellite or fixed wireless.
Note: Estimates may not sum to 100 percent due to rounding.
United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Source: 2015 American Community Survey
www.census.gov/programs-surveys/acs/

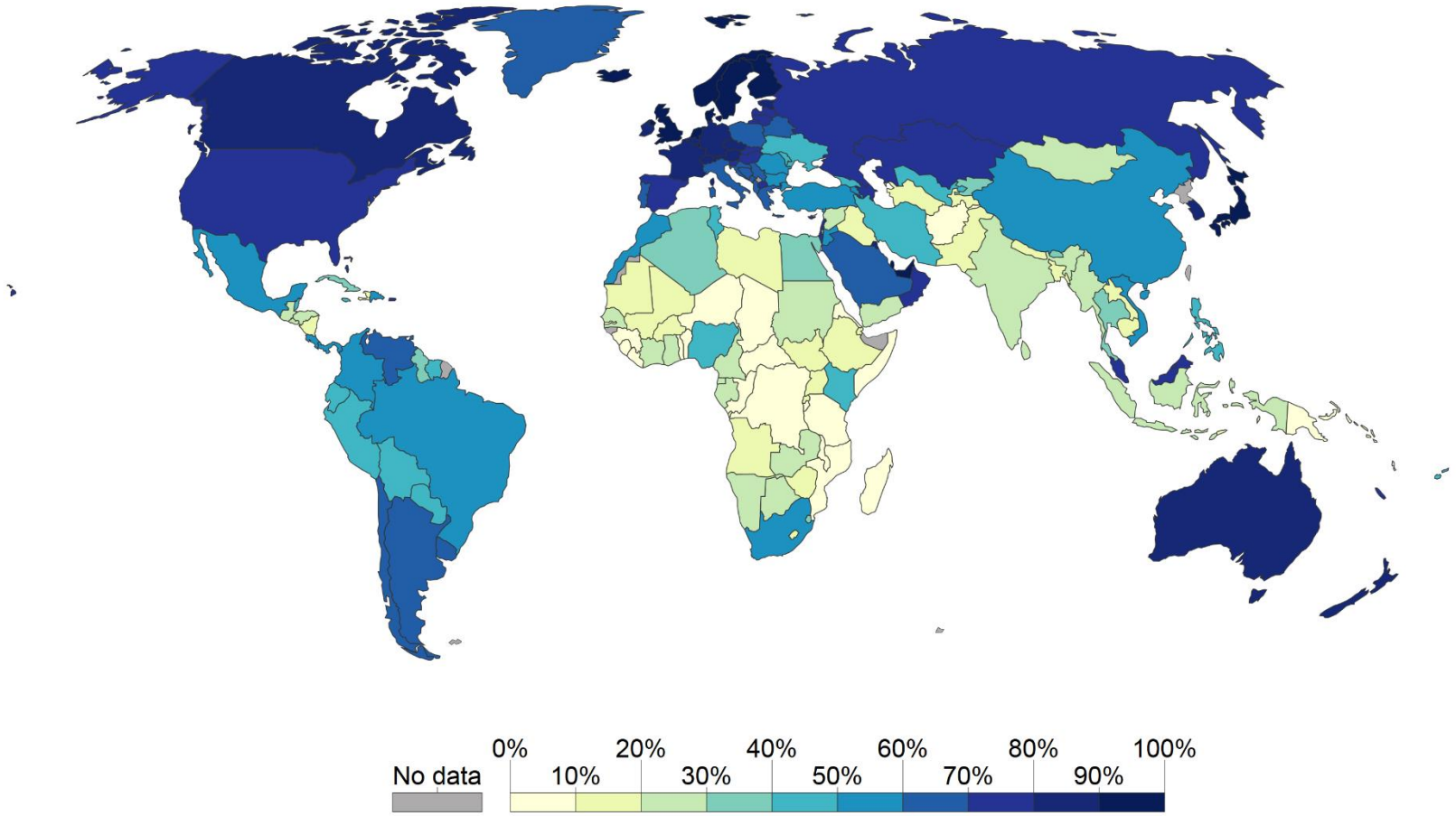

The Digital Divide
Percentage of Households With Broadband Internet[1] Subscription by State
Percentage of households with broadband
84.5-79.6
79.5-76.4
76.3-71.0
70.9-61.0
[1] Broadband internet refers to households who said "Yes" to one or more of the following types of subscriptions: DSL, cable, fiber optic, mobile broadband, satellite or fixed wireless.
United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Source: 2015 American Community Survey
www.census.gov/programs-surveys/acs/

Review

Share of individuals using the internet, 2015

Share of individuals using the internet, measured as the percentage of the population. Internet users are individuals who have used the Internet (from any location) in the last 3 months. The Internet can be used via a computer, mobile phone, personal digital assistant, games machine, digital TV etc.

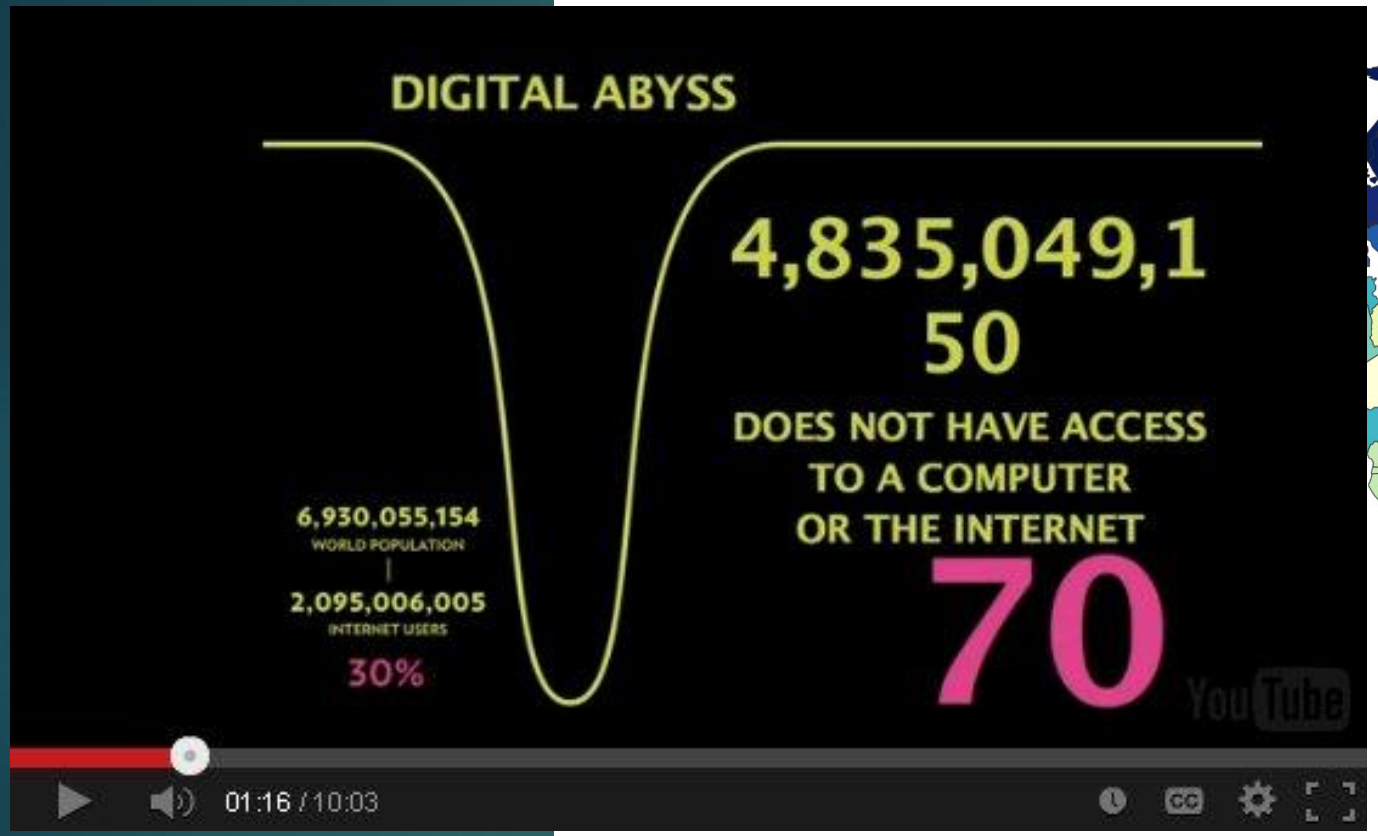
Our World in Data



Source: World Bank – WDI

OurWorldInData.org/technology-adoption/ • CC BY-SA

Review



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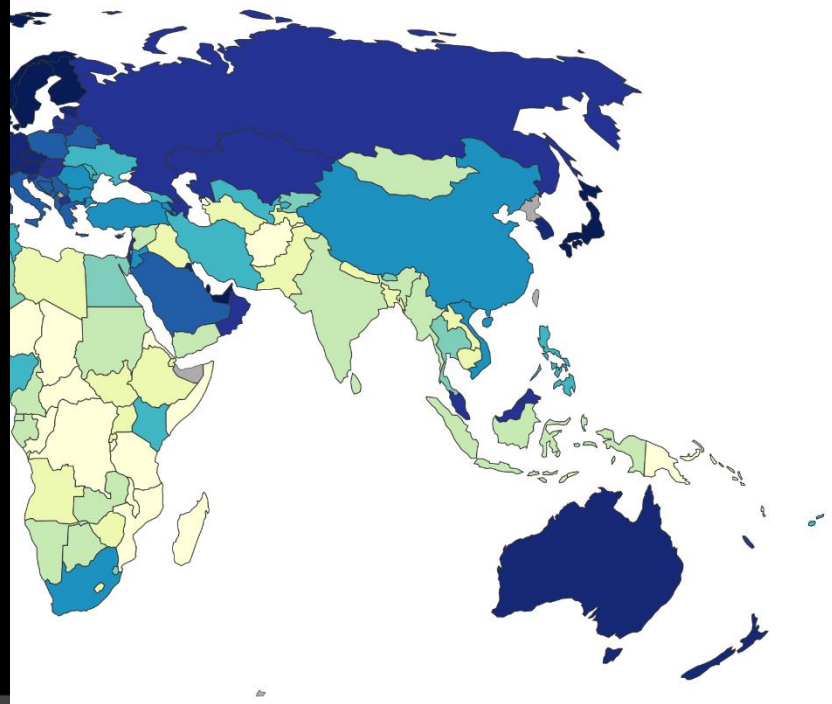

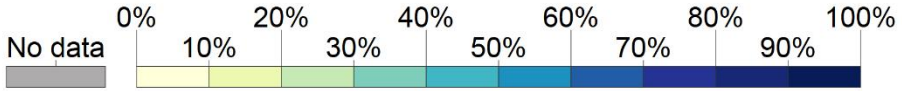

Source: World Bank – WDI

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Review

Three Issues

1) Terminology
2) Structure
3) Form

new media & society

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ARTICLE

Second thoughts: toward a critique of the digital divide

DAVID J. GUNKEL
Department of Communication, Northern Illinois University

Abstract

This article introduces critical perspective into the discussion of the digital divide, which is commonly defined as the gap separating those individuals who have access to new forms of information technology from those who do not. The analysis is distinguished from other undertakings addressing this matter, insofar as it does not document the empirical problems of unequal access but considers the terminology, logical structure, and form that define and direct work on this important social and ethical issue. The investigation employs the tools of critical theory and targets extant texts, reports, and studies. In this way, the analysis does not dispute the basic facts gathered in recent empirical studies of computer usage and internet access. On the contrary, its purpose is to assist these and other endeavors by making evident their common starting point, stakes, and consequences.

Key words

computers • computers–social aspects • ethics • internet • technology • theory

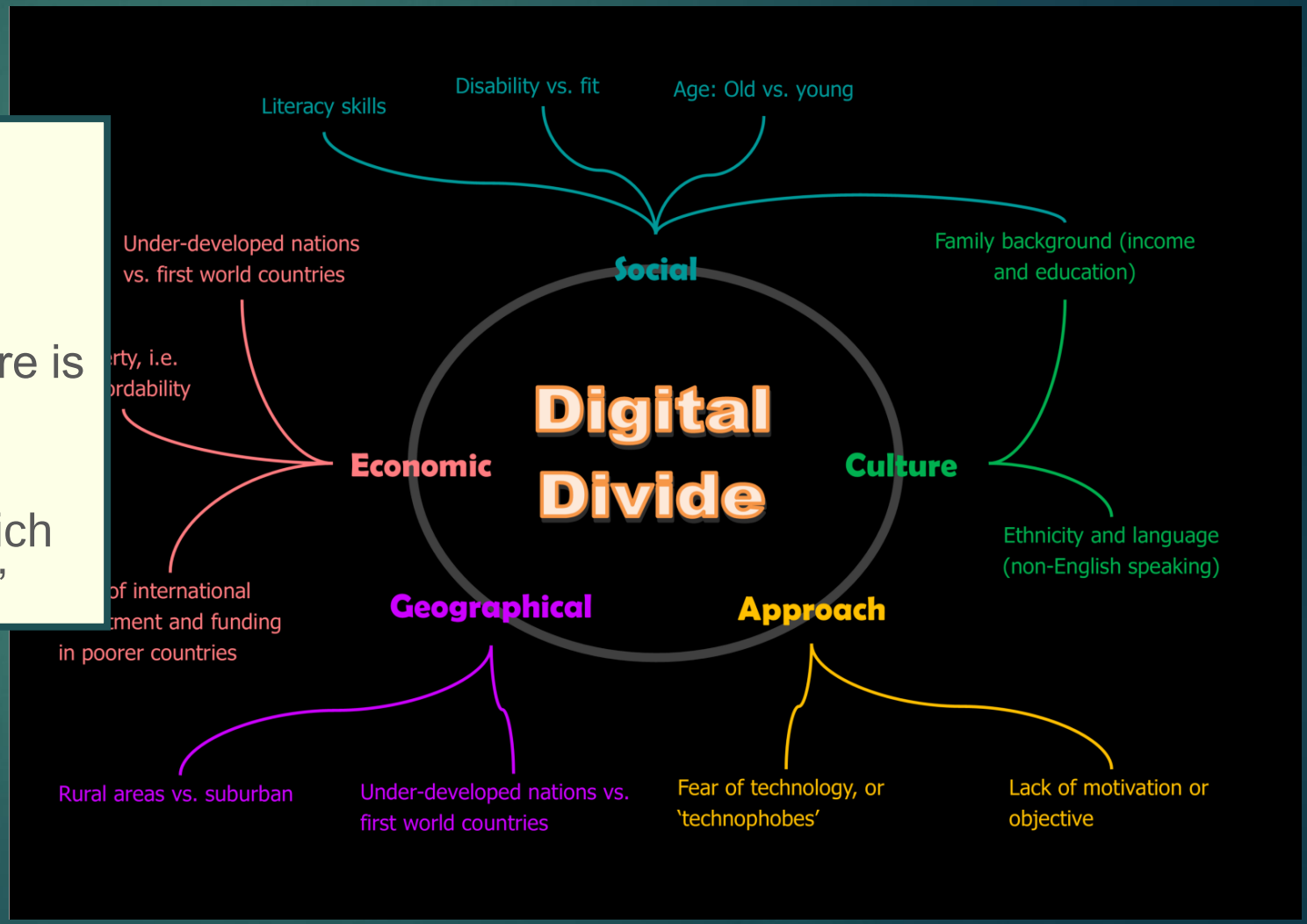
The term 'digital divide' has come to occupy a privileged position in recent debates about the internet, computer technology, and access to information systems. It has surfaced, in one way or another, in scholarly studies and

Review

1. Definition

Usage of the term “digital divide” is neither consistent nor univocal

“There is not one digital divide; there is a constellation of different and intersecting social, economic, and technological differences, all of which are properly named ‘digital divide.’”



Review

2. Structure

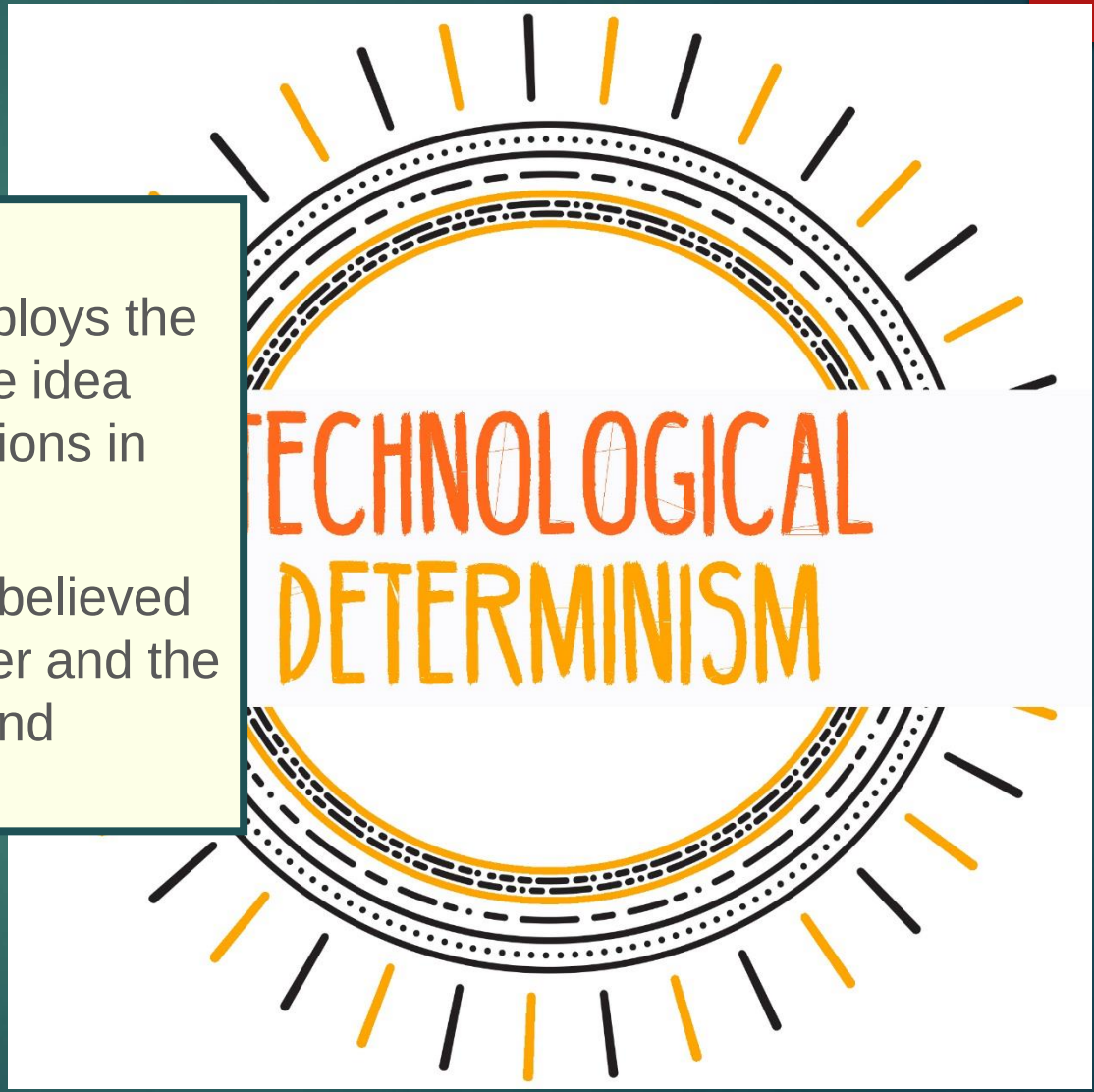
“Digital divide” divides the world into two opposing types: those who have access to information technology and those who do not.

Review

3. Form

Discussion of the digital divide often employs the theory of *technological determinism*—the idea that social change is affected by innovations in technology.

We study the digital divide because it is believed that information technology (i.e. computer and the Internet) will determine both our social and economic future.



Lessons Learned

1. Data & Data Difficulties

Demographics of internet users in 2000 and 2011

% of each group of American adults who use the internet. For instance, 76% of women use the internet as of August 2011.

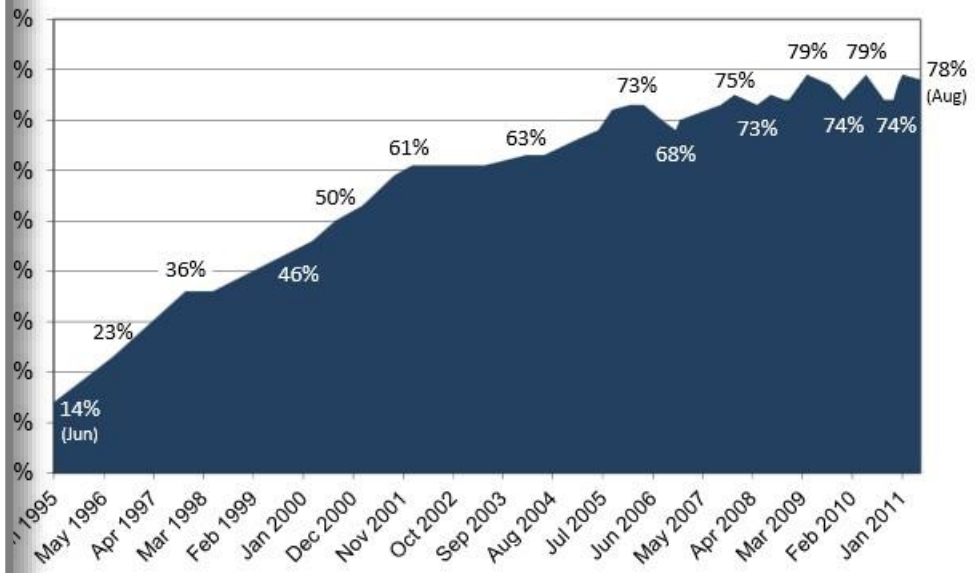
	% of adults who use the internet	
	June 2000	August 2011
All adults (age 18+)	**47%**	**78%**
Men	50	80
Women	45	76
Race/ethnicity		
White, Non-Hispanic	49	80
Black, Non-Hispanic	35	71
Hispanic^	40	68
Age		
18-29	61	94
30-49	57	87
50-64	41	74
65+	12	41
Household income		
Less than $30,000/yr	28	62
$30,000-$49,999	50	83
$50,000-$74,999	67	90
$75,000+	79	97
Educational attainment		
No high school diploma	16	43
High school grad	33	71
Some College	62	88
College +	76	94

Internet adoption over time

only about one in 10 adults in the U.S. were going online.[2] As of August 2011, the U.S. internet
on includes 78% of adults (and 95% of teenagers).[3] Certain aspects of the current internet
on still strongly resemble the state of internet adoption in 2000, when one of Pew Internet's
orts found that minorities, adults living in households with lower incomes, and seniors were less
an others to be online. "Those who do not use the Internet often do not feel any need to try it,
e wary of the technology, and others are unhappy about what they hear about the online
the report concluded.[4]

ternet adoption, 1995-2011

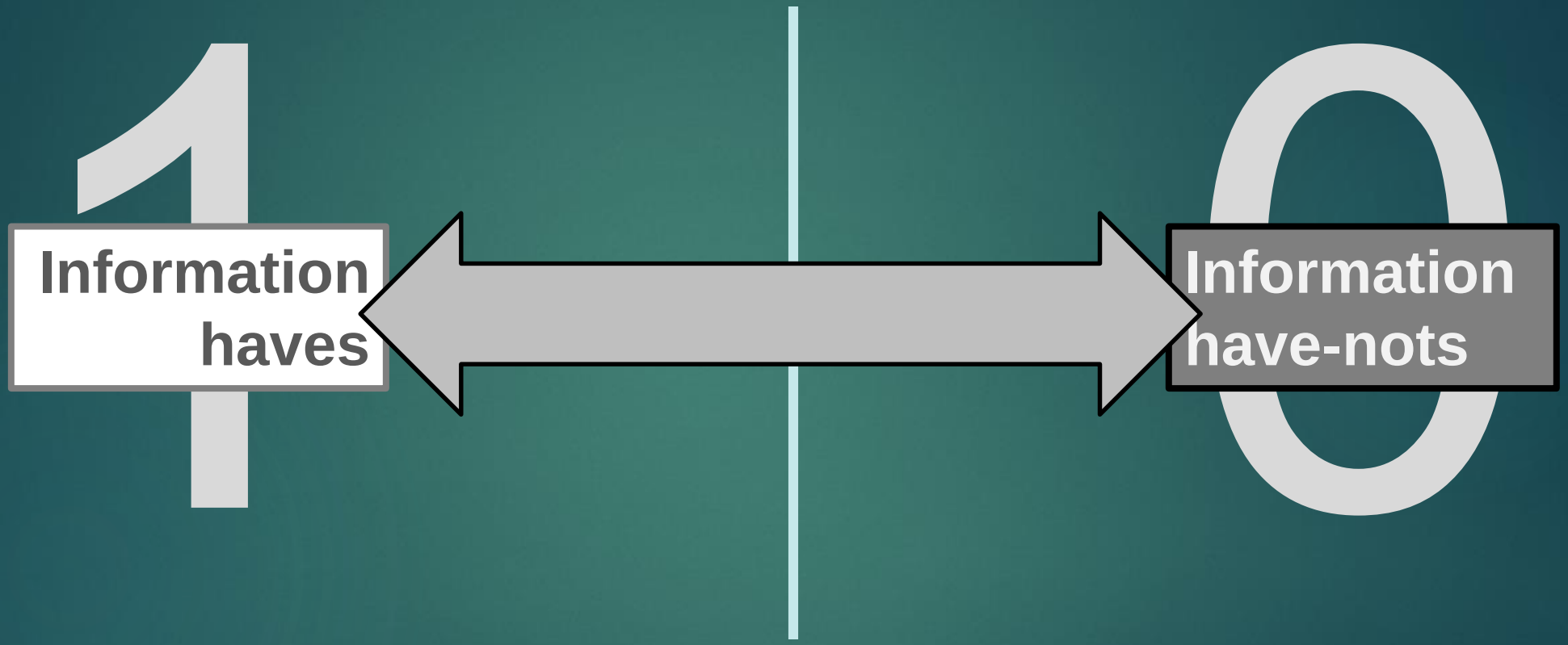
f American adults (age 18+) who use the internet, over time. As of August 2011, 78% of adults use internet.



Source: Pew Internet & American Life Project Surveys, March 2000-August 2011.
More: http://pewinternet.org/Trend-Data/Internet-Adoption.aspx

Lessons Learned

2. Digital Divide is not Digital



Lessons Learned

3. Persistent/Complex Problem

MARCH 5, 2018

11% of Americans don't use the internet. Who are they?

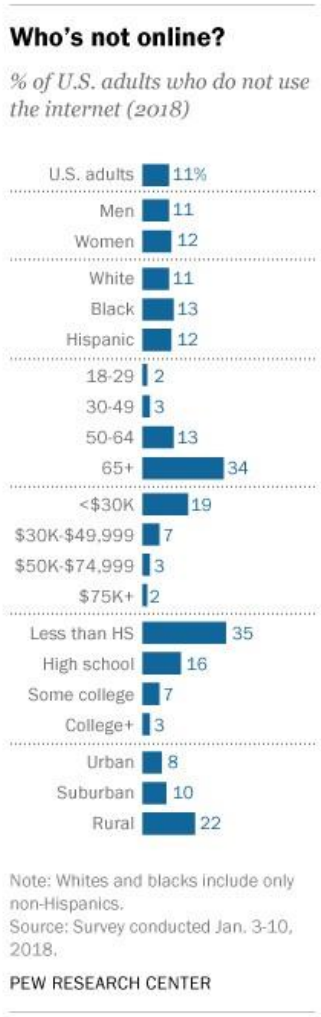
BY MONICA ANDERSON, ANDREW PERRIN AND JINGJING JIANG

For many Americans, going online is an important way to connect with friends and family, shop, get news and search for information. Yet today, 11% of U.S. adults do not use the internet, according to a new Pew Research Center analysis of survey data.

The size of this group has changed little over the past three years, despite ongoing government and social service programs to encourage internet adoption in underserved areas. But that 11% figure is substantially lower than in 2000, when the Center first began to study the social impact of technology. That year, nearly half (48%) of American adults did not use the internet.

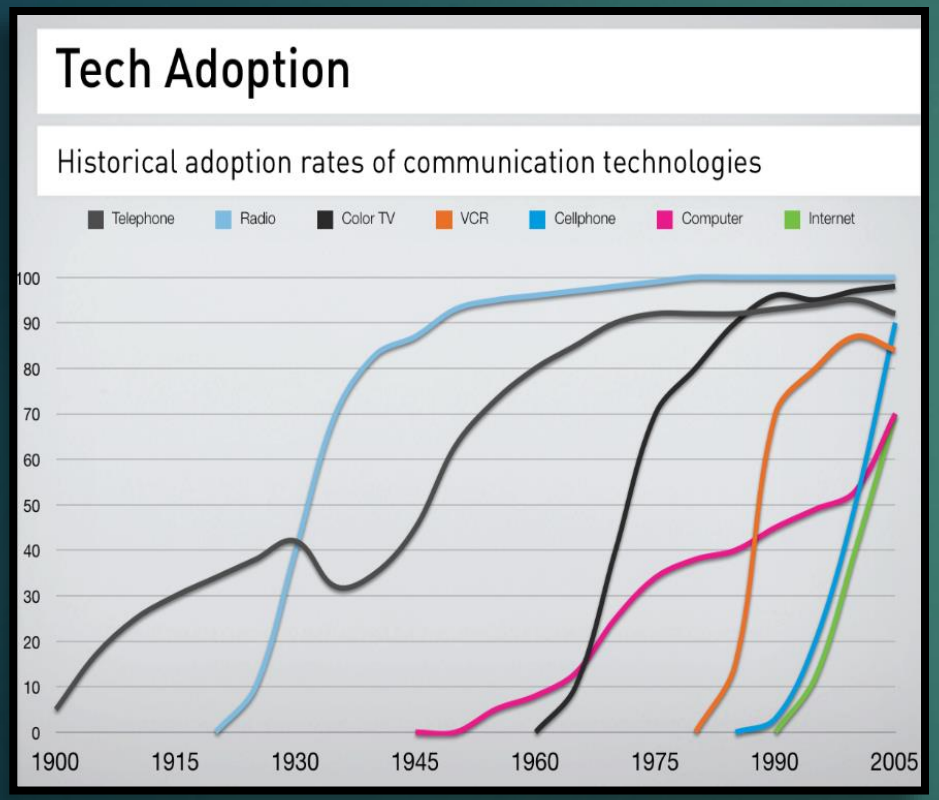
A 2013 Pew Research Center survey found some key reasons that some people do not use the internet. A third of non-internet users (34%) did not go online because they had no interest in doing so or did not think the internet was relevant to their lives. Another 32% of non-users said the internet was too difficult to use, including 8% of this group who said they were "too old to learn." Cost was also a barrier for some adults who were offline – 19% cited the expense of internet service or owning a computer.

The Center's latest analysis also shows that internet non-adoption is correlated to a number of demographic variables, including age, educational attainment, household



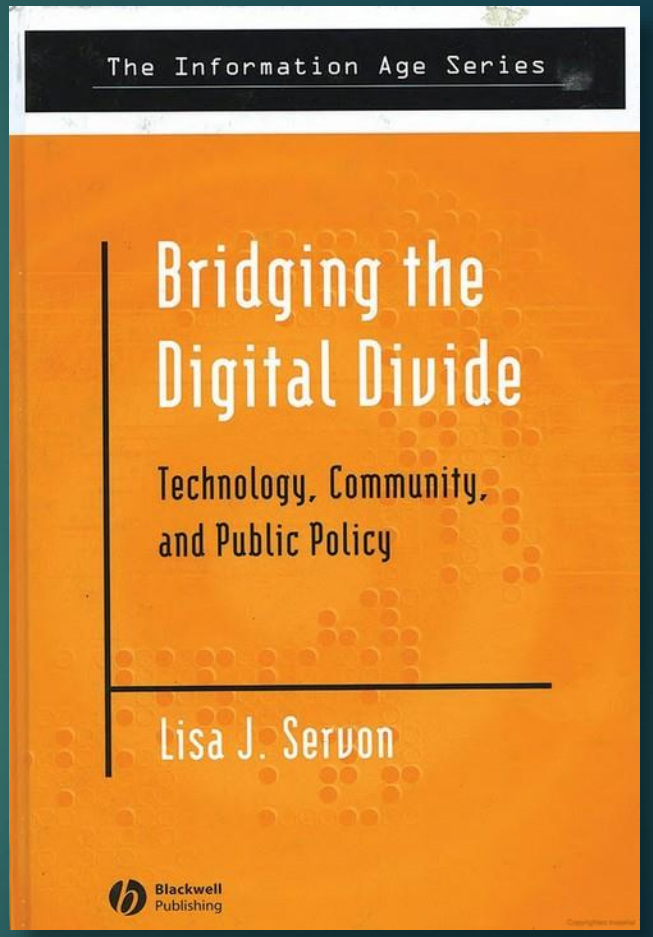
Lessons Learned

4. Market Forces vs. Public Policy



Market Forces

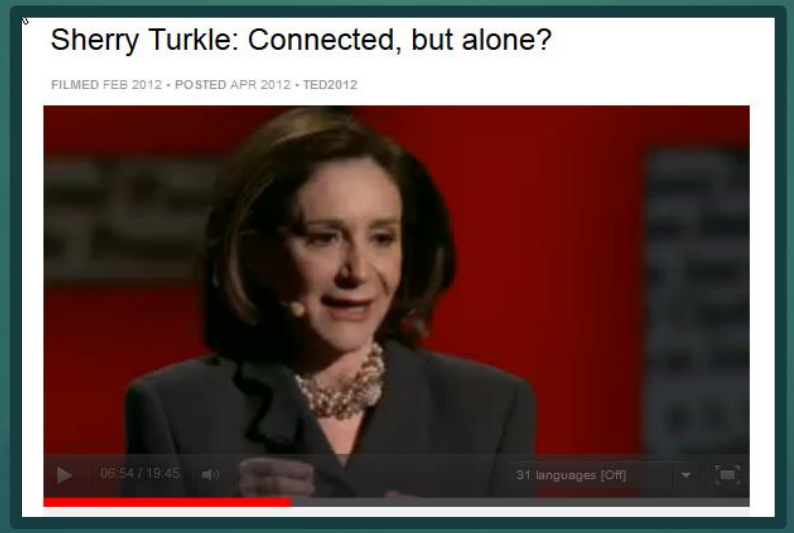
VS.

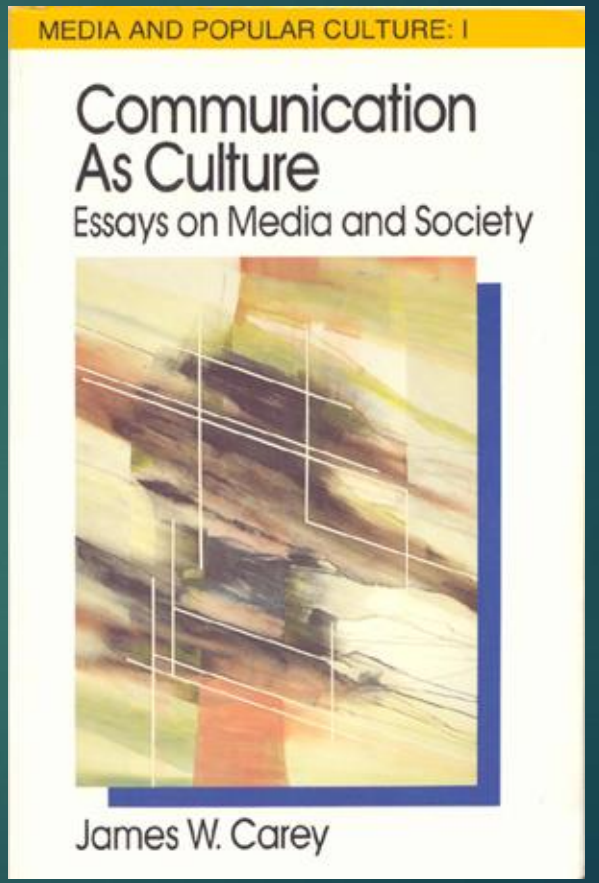


Policy Initiatives

Today

- Communication & Community
  - Carey - A Cultural Approach to Communication
  - Turkle - Connected, but Alone? (video)





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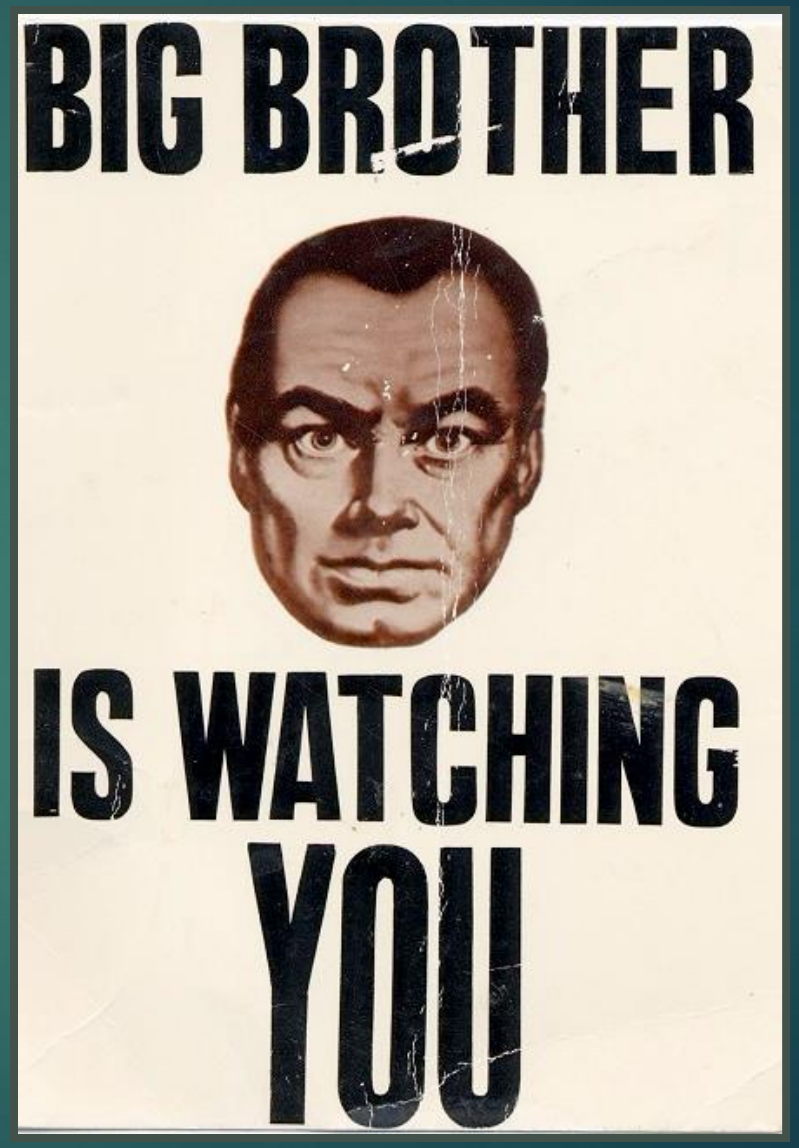
- Privacy
  - Acquisti - Why Privacy Matters
  - Internet Privacy
  - Privacy & Social Media