The dangers of digital exclusion

@littlehelli @helen

Hi!

UX consultant

User researcher

Speaker

Event organiser

SPARCK*

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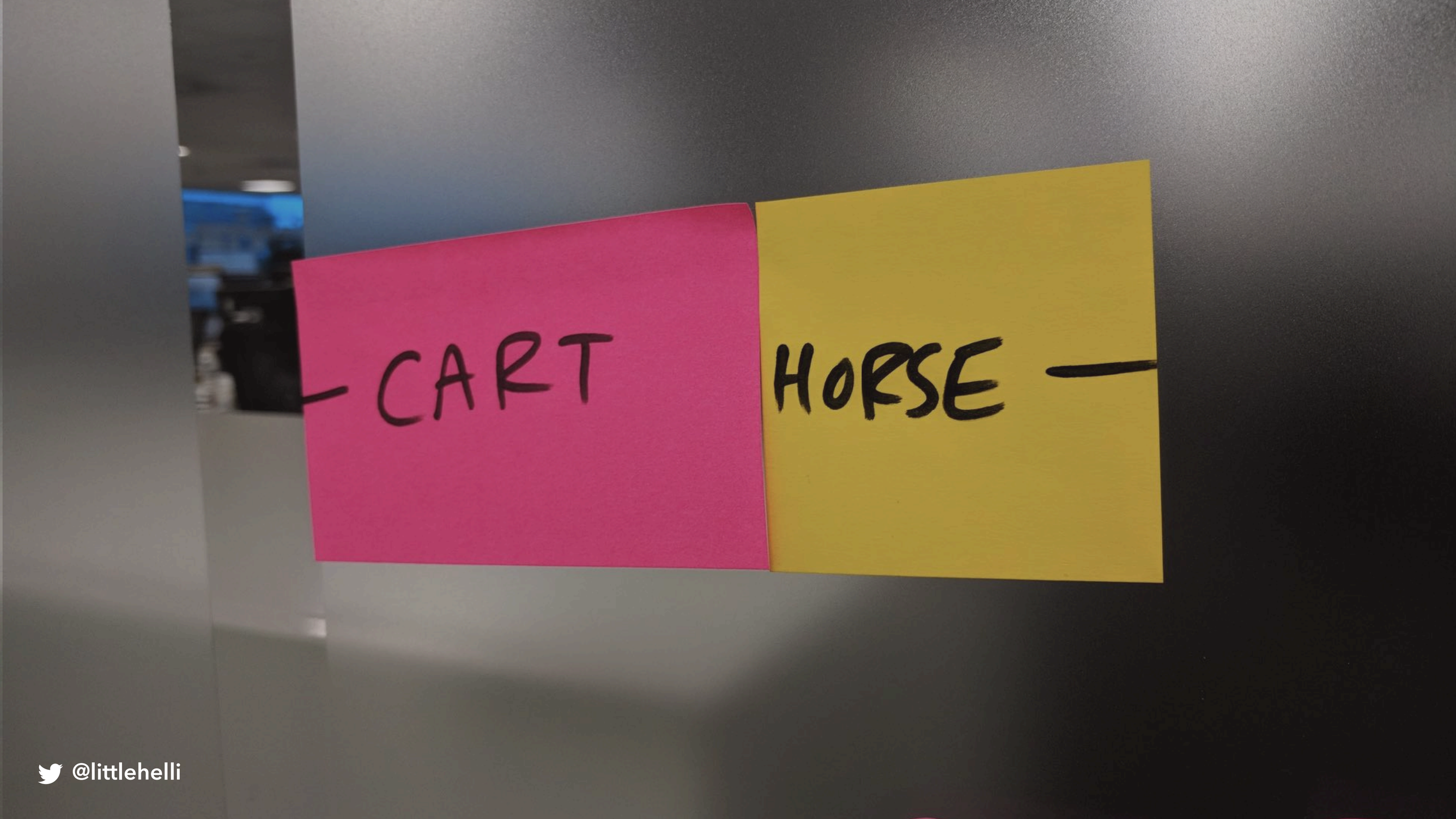
> “The danger is that you think you are getting a representative view of the world and you are really, really not, and you don’t know it.”

– Eli Pariser, Author of The Filter Bubble



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> “Every decision we make can raise or lower barriers to participation in society.
>
> It’s our collective responsibility to lower these barriers though inclusive products, services, environments, and experiences.”
>
> – *Microsoft Inclusive Design manual*

Office for National Statistics

Lloyds Bank UK Consumer Digital Index 2018

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76%

Retired and over the age of 65

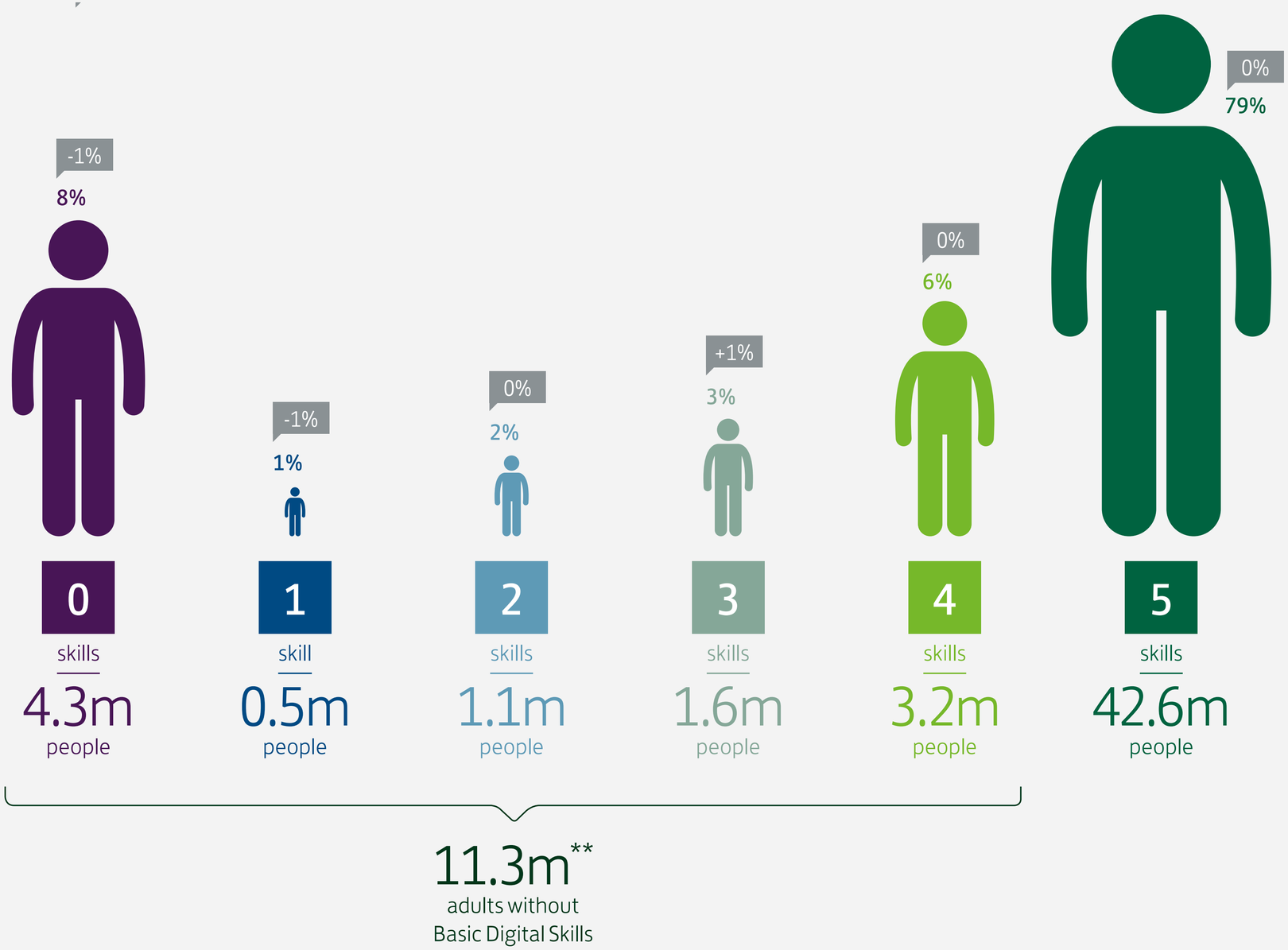
20%

Aged 45-64

4%

Under the age of 45

Lloyds Bank UK Consumer Digital Index 2018



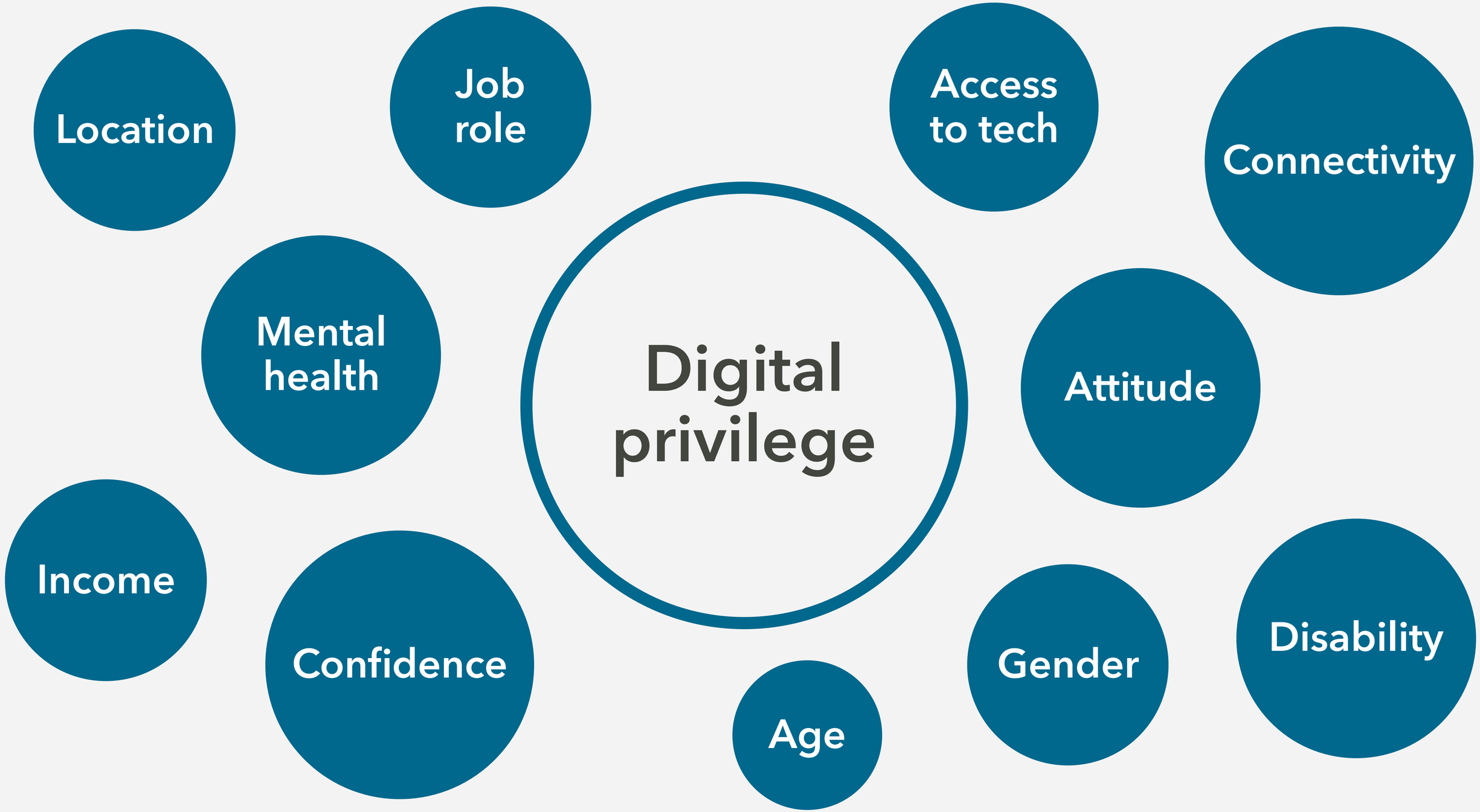
Lloyds Bank UK Consumer Digital Index 2018

Basic Digital Skills measure

1. Managing information
2. Communicating
3. Transacting
4. Problem solving
5. Creating

Lloyds Bank UK Consumer Digital Index 2018

Digital
privilege


Location
Job role
Access to tech
Connectivity
Mental health
Digital privilege
Attitude
Income
Confidence
Age
Gender
Disability

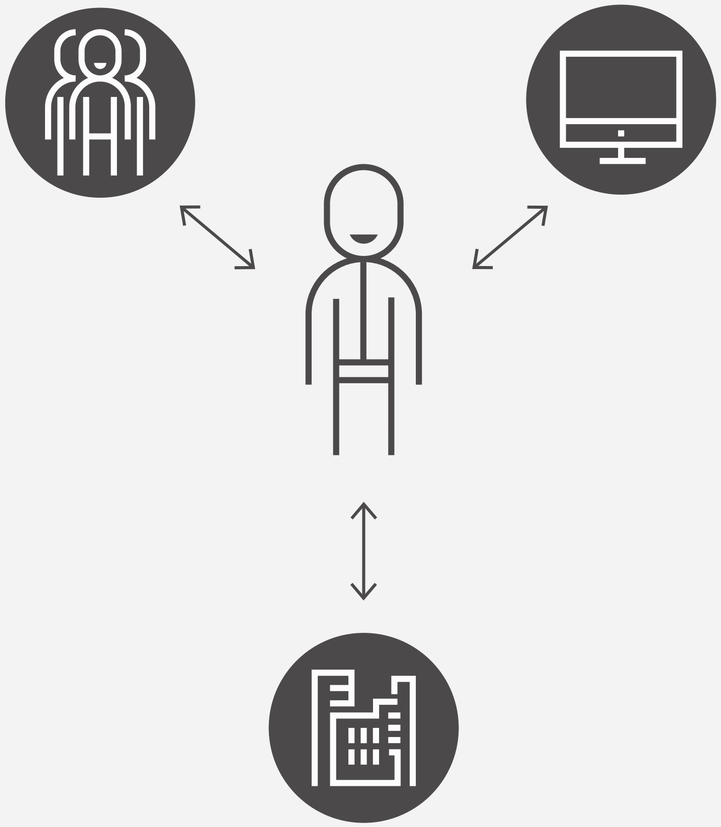
Accessibility & inclusivity

- The ability to use the internet and online services
- The ability to connect to the internet and go online

20% / 3.4m

of disabled adults had never used the internet in 2018

Office for National Statistics



Disability as context dependent

“Disability is not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives.”

–World Health Organization

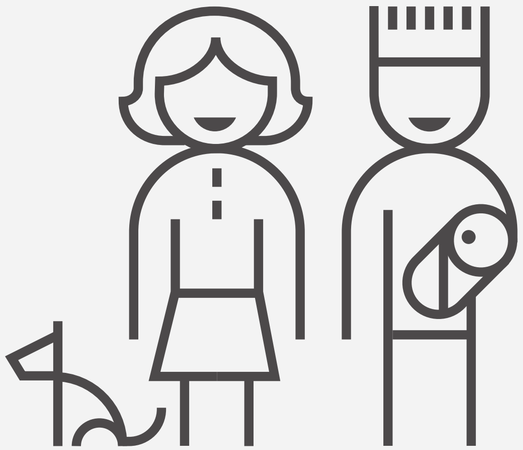
The Persona Spectrum

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver

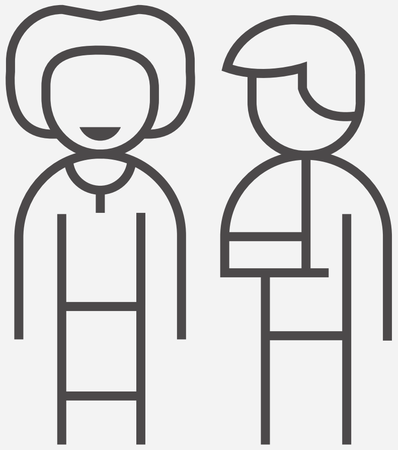
	Permanent	Temporary	Situational
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

> “A universal web is designed for all, inclusive of geography, language, and culture. It’s a place that is available for people of all abilities, aptitudes, and attitudes.
>
> In short, design has the power to not only remove barriers but also not to create them in the first place.”
>
> – *A Web for Everyone, Sarah Horton & Whitney Quesenbury*

The Persona Network



Family



Friends

Strangers

Microsoft Inclusive Design manual

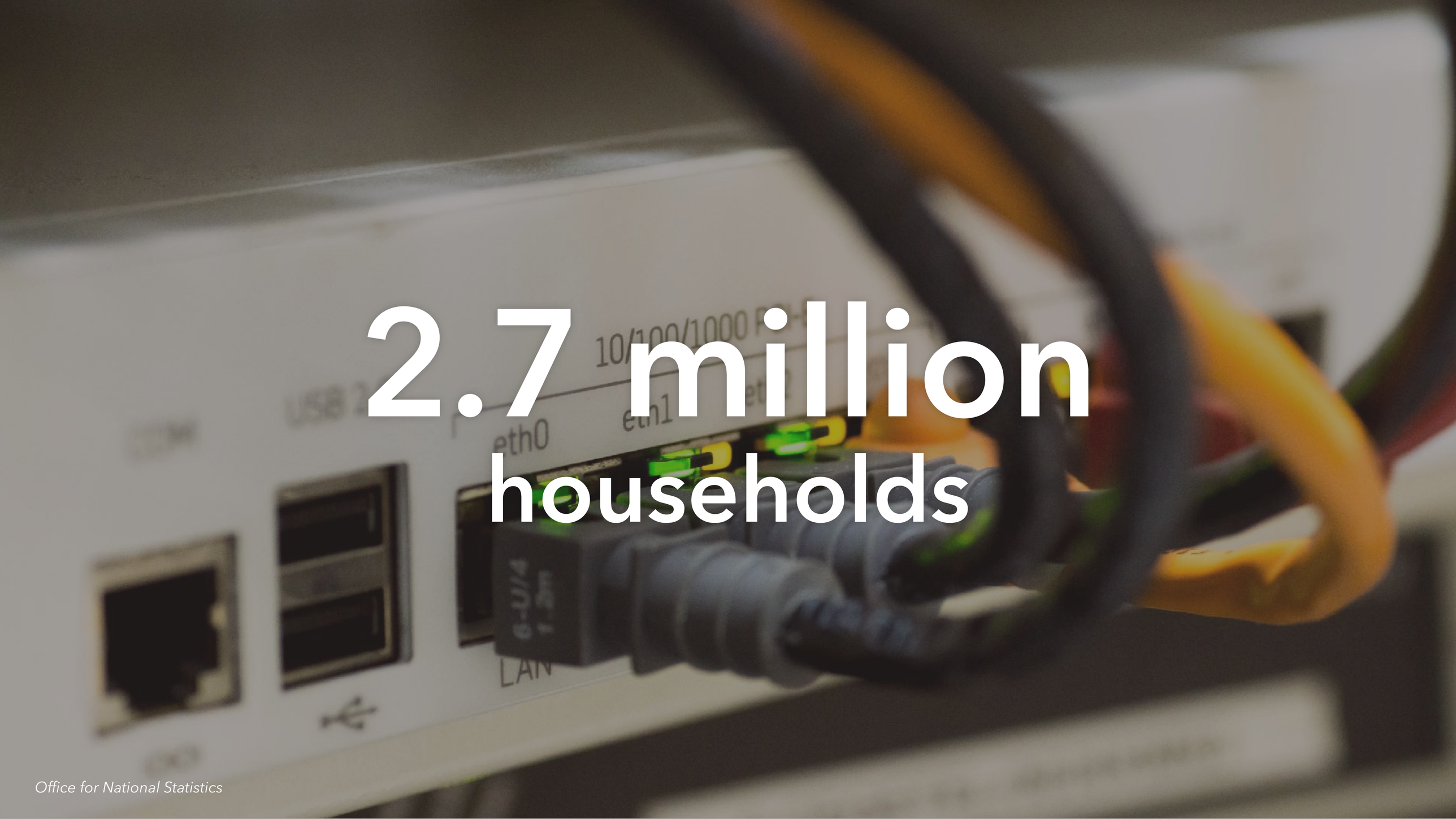
GOV.UK

Any user may need assisted digital support, if they lack

- trust in your service or the internet
- confidence to use an online service themselves
- access to the internet
- digital skills
- motivation to overcome these barriers on their own

One in 10 UK households doesn't have internet access.

Office for National Statistics



2.7 million households

Office for National Statistics

How can we be more inclusive?

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LaserJet Pro M402dne
Microsoft
Microsoft
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> “We frequently only create idealised personas: attractive people happily interacting with our products and completing tasks.“
>
> – *Design for Real life, Eric Meyer & Sara Wachter-Boettcher*

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M.O.T. TOOLS
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User

~~User~~

Customer

Visitor

Shopper

M.O.T. TOOLS
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> “Only two industries refer to their customers as ‘users’: computer design and drug dealing.”
>
> – *Edward Tufte, Statistician and professor at Yale University.*

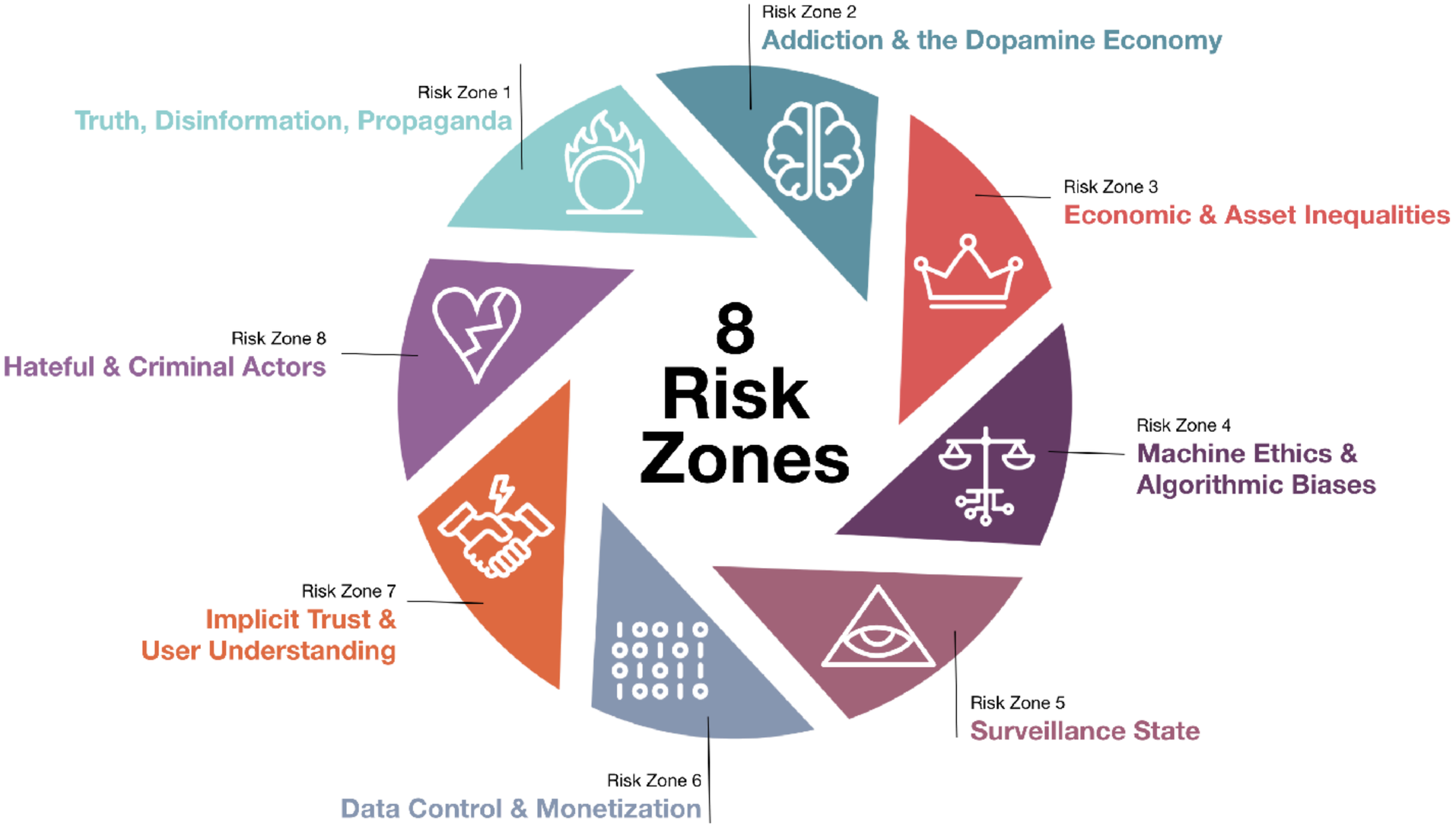
“How do we ensure we use technology ethically, in support of what’s “good,” and minimise harmful outcomes?”

– Peter Barr, Managing Partner, Deloitte

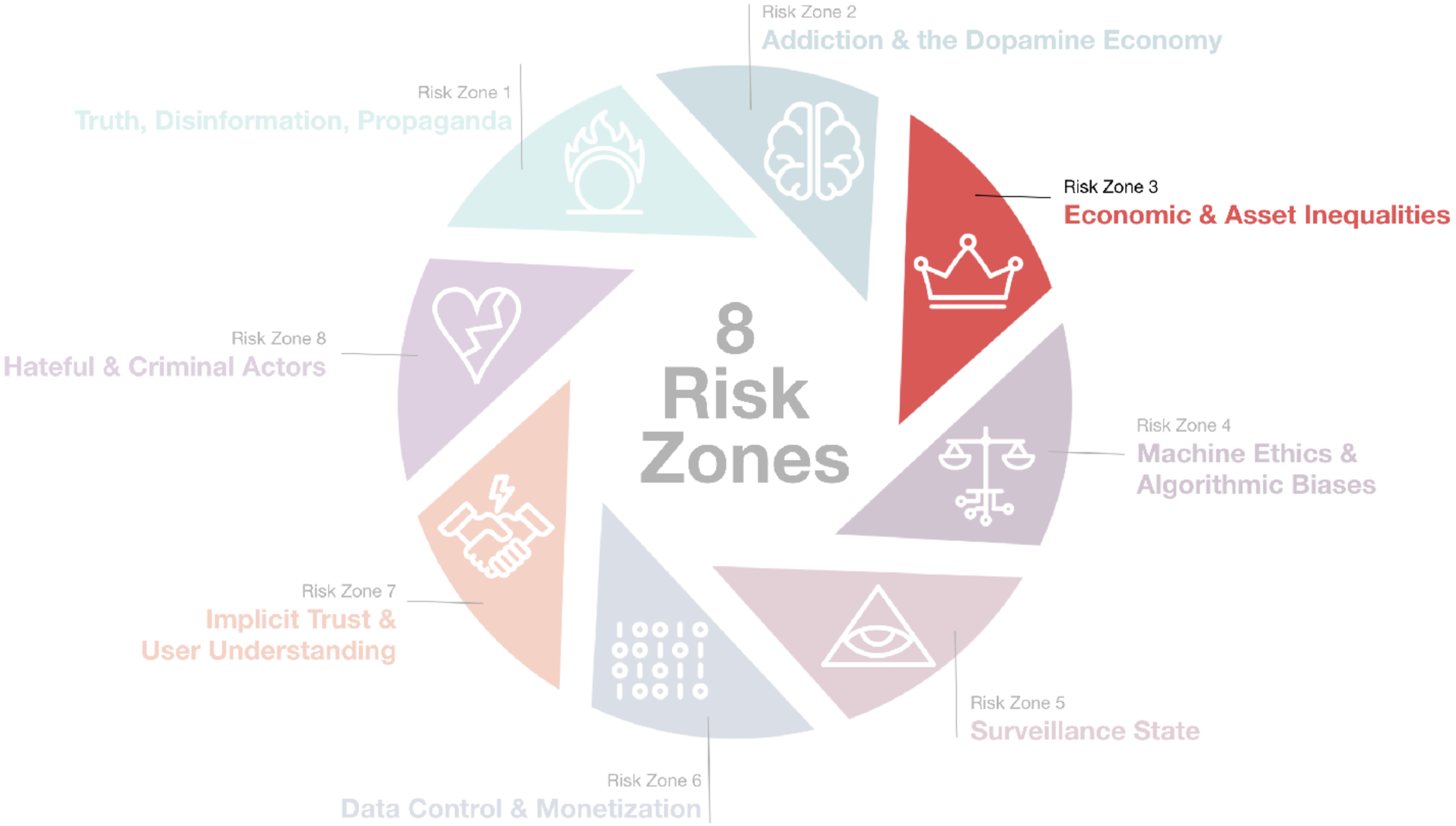
How not to regret the things you will build.

– *Ethical OS Toolkit*

Ethical OS Toolkit



Ethical OS Toolkit



Ethical OS Toolkit

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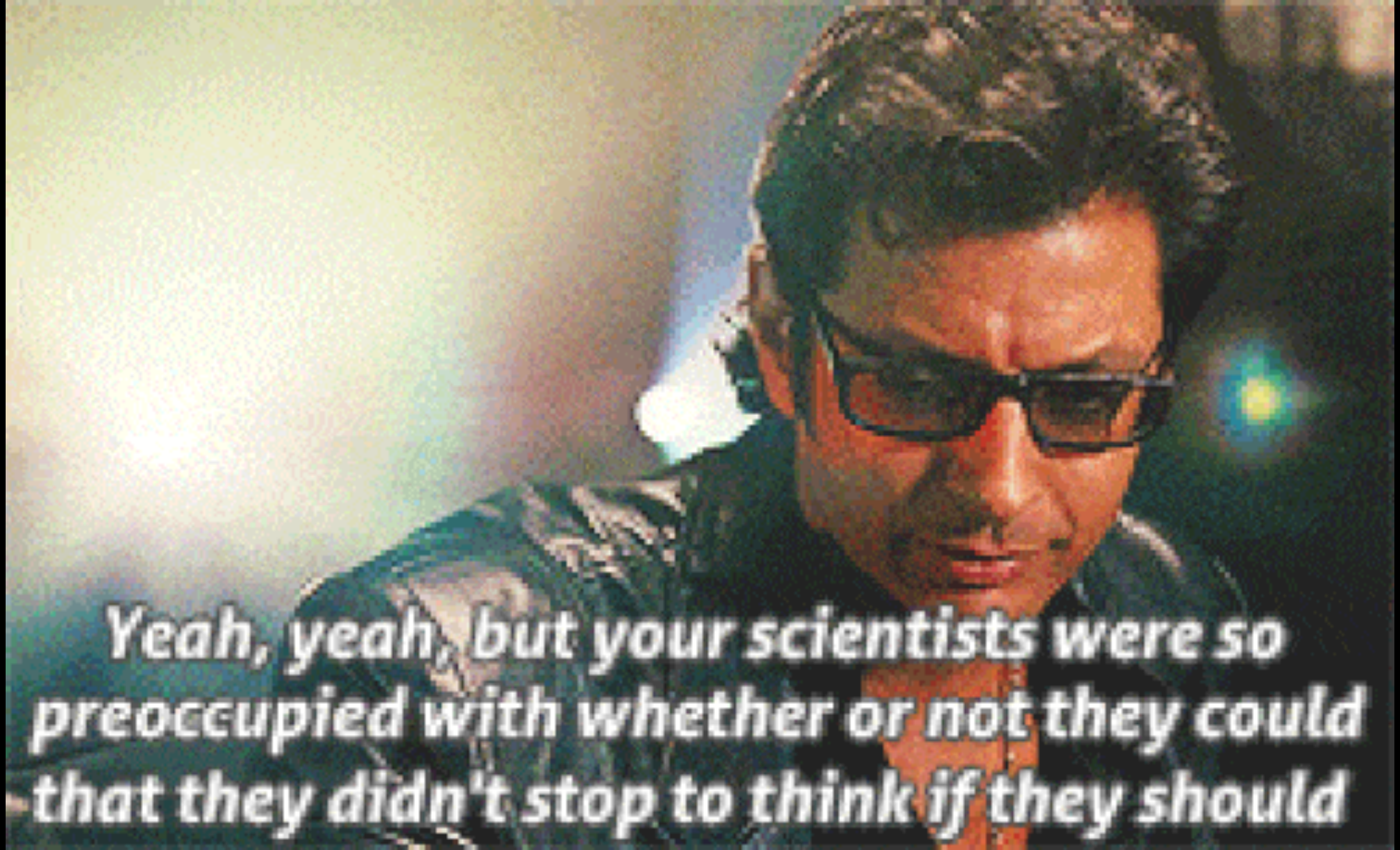
> “We have to think about the long-term futures that our technologies are helping to create.
>
> If we fail to do this, we fail everyone who uses these technologies. And in the worst-case scenarios, we fail democracy and equality at scales never possible before.”

– *Sam Woolley, Director, Digital Intelligence Lab, Institute for the Future*


Yeah, yeah, but your scientists were so
preoccupied with whether or not they could
that they didn't stop to think if they should

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@helen

Thank you :)

Questions?

TOOLKITS

- **Microsoft Inclusive Design manual:** https://download.microsoft.com/.../INCLUSIVE_TOOLKIT_MANUAL_FINAL.pdf
- **Ethical OS:** https://ethicalos.org/

BOOKS

- **A Web for Everyone, Sarah Horton & Whitney Quesenbury**
- **Design for Real life, Eric Meyer & Sara Wachter-Boettcher**

VIDEO

- **Beware online "filter bubbles", TED Talk by Eli Parisor:**
  https://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles?language=en

REPORTS

- **Office for National Statistics: Internet users, UK: 2018:**
  https://www.ons.gov.uk/businessindustryandtrade/itandinternetindustry/bulletins/internetusers/2018
- **Lloyds UK Consumer Digital Index 2018:**
  https://www.lloydsbank.com/banking-with-us/whats-happening/consumer-digital-index.asp