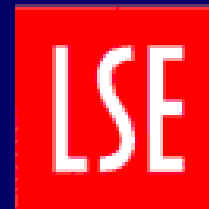
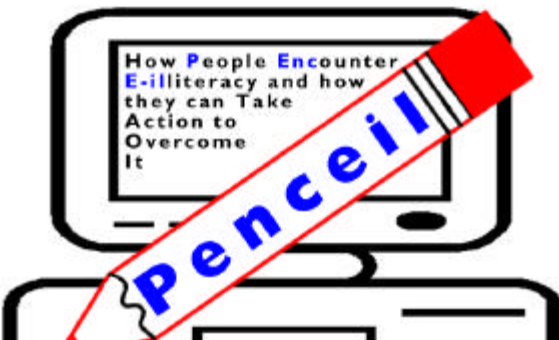


E-service delivery and the non-user

Mike Cushman

ECIS 2005 Research Panel

E-Government, the Citizen and Equity



THE DEPARTMENT
OF INFORMATION
SYSTEMS

Bringing services to users

Earlier strategies

- Neighbourhood multi-service centres
- Improved telephone access

Government aim (Cabinet Office 1999)

- The information age should increase the choice of how citizens and businesses receive services, not restrict it ... We will develop targeted strategies to ensure that all groups have proper access to information age government.

BUT Access to equipment easier than developing the skills to use it. The quality of the access is crucial (Selwyn, 2002)



Bringing services to users

Earlier strategies

- Neighbourhood multi-service centres
- Improved telephone access

Government aim (Cabinet Office 1999)

- The information age should increase the choice of how citizens and businesses receive services, not restrict it ... We will develop targeted strategies to ensure that all groups have proper access to information age government.

BUT Access to equipment easier than developing the skills to use it. The quality of the access is crucial (Selwyn, 2002)



Definitions of Social Exclusion

- Isolation and alienation from economic, social, political and cultural life, including increasing isolation from even informal networks of support. (Oppenheim, 1998)
- The length of time that individuals and groups spend in poverty is identified as distinctive in understanding social exclusion especially in relation to the decrease in social resources and mutually supportive local networks. (Gregg 1998, Walker and Park 1998).
- The concept of social exclusion is broader and therefore more 'inclusive' – so that in policy and ideological terms it provides a stronger hegemonic concept. (Levitas, 1996)

These definitions are holistic but the policy responses are reductive



Importance (and difficulty) of searching skills

- desni chile
- desni chile son



- “Subjects also rarely re-typed search terms in order to access more relevant retrievals...our subjects had such difficulty generating original search terms, figuring out appropriate spelling, and determining whether to place spaces between words in search terms” (Birru et al. 2004)



Who are at risk?

Non-users of ICTs (Oxford Internet Survey 2005)
are:

- Older
- Poorer
- Less well educated

These groups (especially older people) are most frequently dependent on public services

Non-users are most apprehensive about security of internet data



What is the visibility of e-government?

- Only 24% of UK internet users (=15% of population) have used any e-Government service (OxIS 2005)
- Never mentioned spontaneously as reason for learning to buy/use PCs
- Scarce identification even after prompt
- Where are the intermediaries, 'the warm experts' (Bakardjieva, 2001)?
 - who will pay for them?



Can multiple channels be maintained?

UK experience of

- Post offices
- Banks

From free accessible services to fee charging ATMs

Is this opening up or closing down access?



Who?

- Whose rules?
- Who's ruled?
- Who rules?
- Cui bono?



References

- Bakardjieva, M. (2001) "Becoming a domestic internet user" *Proceedings of the 3rd International Conference on Uses and Services in Telecommunications*, France Telecom, Paris, June 12-14, pp.28-39.
- Birru MS, Monaco VM, *et al.* (2004) "Internet Usage by Low-Literacy Adults Seeking Health Information: An Observational Analysis", *Journal of Medical Internet Research*, 6 (3) e25
- Cabinet Office (1999) "Modernising Government" Cmd 4310, *Cabinet Office*, London.
- Gregg, P. (1998) "Comment" in *An Inclusive Society*, (Oppenheim, C. ed.) IPPR, London.
- Levitas, R. (1996) "The Concept of Social Exclusion and the New Durkheimian Hegemony", *Critical Social Policy*, 16 (46), pp. 5-20.
- Oppenheim, C. (1998) "An Overview of Poverty and Social Exclusion" in *An Inclusive Society*, (Oppenheim, C. ed.) IPPR, London.
- Oxford Internet Survey (2005), Oxford Internet Institute, Oxford
- Selwyn, N. (2002) "'E-Stablishing' an Inclusive Society? Technology, Social Exclusion and UK Government Policy Making", *Journal of Social Policy*, 31 (1), pp. 1-20.
- Walker, R. and J. Park (1998) "Unpicking Poverty" in *An Inclusive Society*, (Oppenheim, C. ed.) IPPR, London.

