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## Thoughts on the Middle Class Digital Divide

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# THOUGHTS ON THE “MIDDLE CLASS” DIGITAL DIVIDE

BY  
RICK STODDART

**Without a Net: Librarians Bridging the Digital Divide**

To Rick

love

Thanks for helping

the digital divide

xo

Jessam West

# **What is the Digital Divide?**

- **Economic**
- **Usability**
- **Empowerment**

**– Jessamyn C. West**

**Middle  
Class?**

## Digital Device Ownership

**Under 40%  
of adults  
in the U.S.  
own  
a  
smartphone  
or  
e-reader.**

*Source: Pew*

# Under 40%

## **Hidden Gaps (e-readers)**

**Only 8%  
of  
low-income  
households own  
an  
e-reader.**

***Source: Pew***

**8%**

## **Hidden Peaks (smartphones)**

**One study  
Found 81%  
of college students  
own  
a  
smartphone.**

*Source: Archrival*

**81%**

**From OLA  
Listserv Survey**

**Over 50%  
of Oregon  
librarians/library  
staff own  
a  
smartphone  
or  
e-reader.**

**Over  
50%**

**we ARE the  
“Middle Class”**

**Librarian Divide  
Solved!**

**Give everyone a  
Raise!**

**Ownership**

**vs.**

**Empowerment**

**Our  
technology  
befuddles us**

## **College Students (QR Codes)**

**One study found  
only 21%  
of college  
students could  
figure out  
a  
QR code.**

***Source: Archrival***

# **21%**

**KNOW**

**VS.**

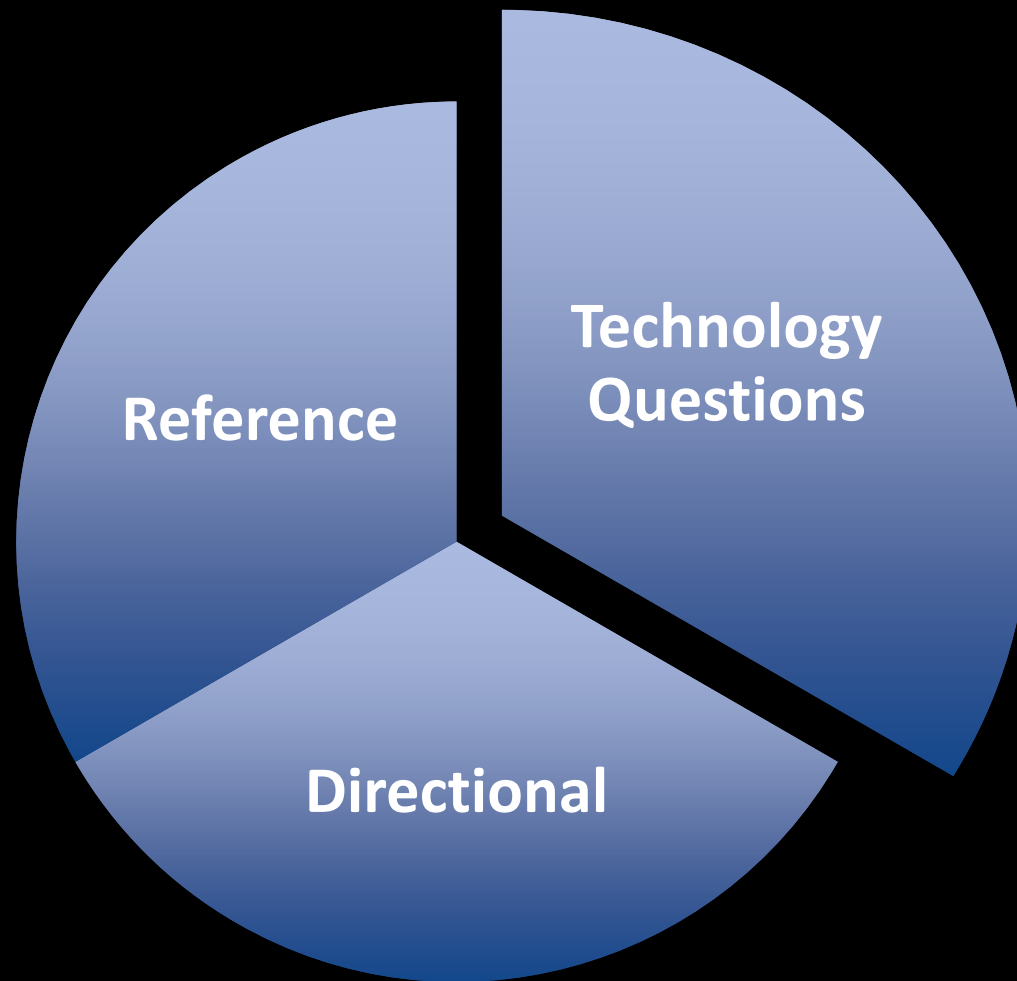
**DO**

# Knowing vs. Doing

- Email attachments
- Print double sided
- Print PowerPoint handouts
- Recover logins or passwords
- Understand conceptually how to evaluate information sources but fail to demonstrate in work

**Print  
double  
sided**

# Assess your population



**Throw a  
workshop at  
the problem**

# Roll up our sleeves

- Advocate for, support, and integrate Technology standards
- Support your school librarian
- Practice critical info literacy in your community
- Share your knowledge
- Create opportunities for others



What's great about  
ONW 2012!