



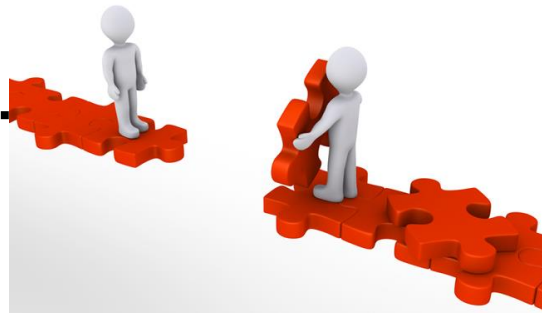
Digital Divide



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มหาวิทยาลัยราชภัฏสวนสุนันทา



**Information –Gap**

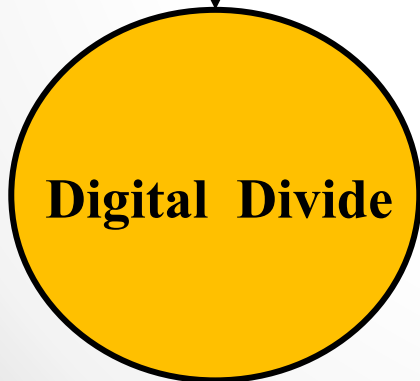
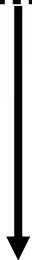
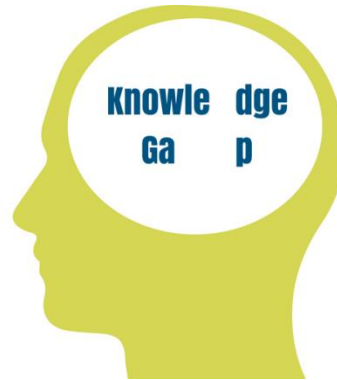


**Input**



**Output**

**Knowledge –Gap**



**Digital Divide**

Tichenor , Donohus and Olin (1970)

## Mass Media Flow and Differential Growth in knowledge

As the infusion of mass media information into a social system increase , segment of the population with Higher socioeconomic status tends to acquire this information at a faster rate than the lower-status segment ,so that the gap in knowledge between these segments tends to increase rather than decrease



# Knowledge Gap Theory

## Conceptual Model

Tichenor, Donohue Olien (1970)

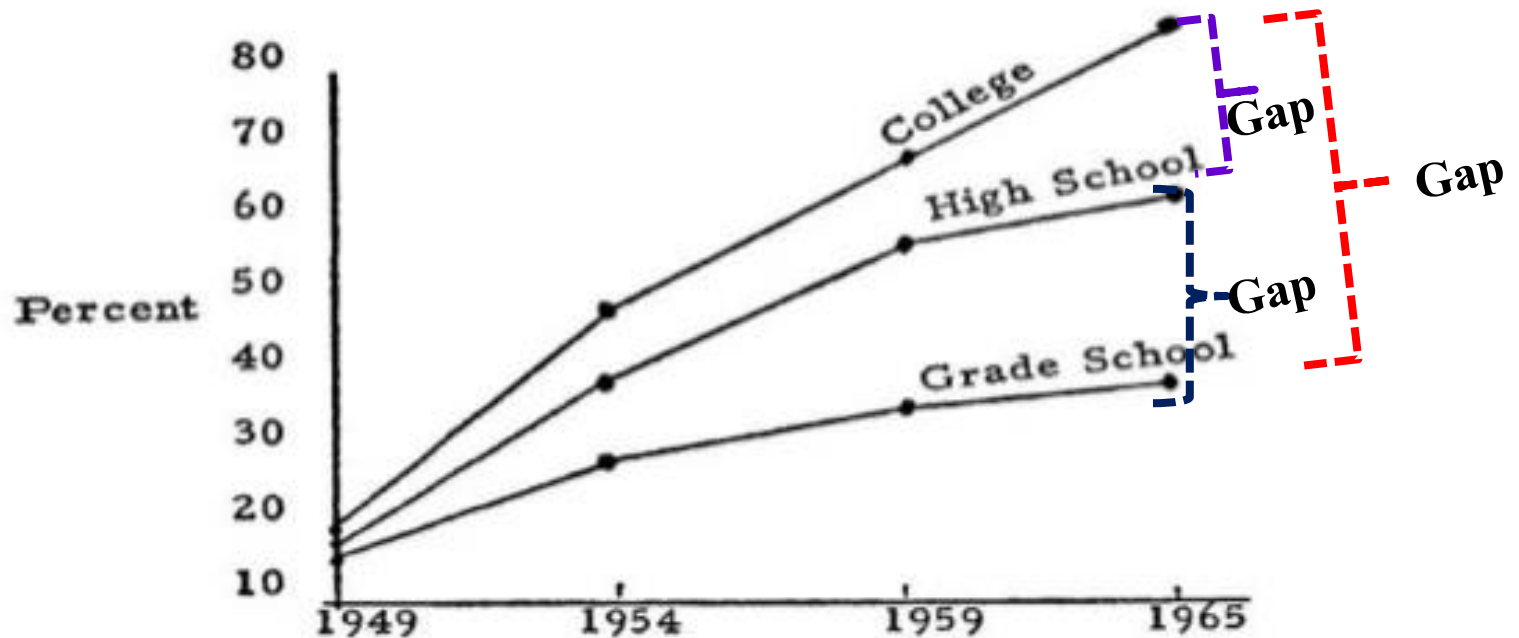
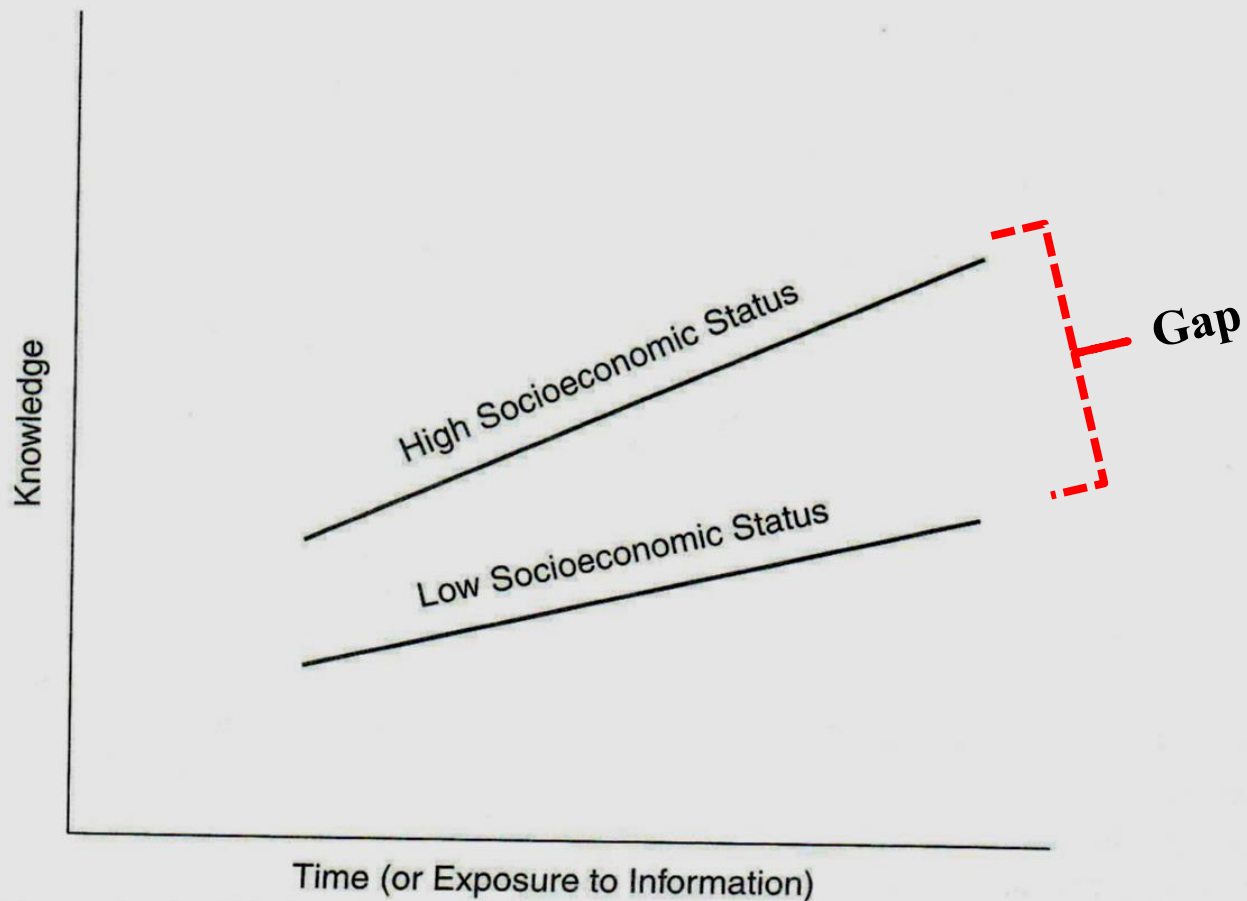


FIGURE 1. PER CENT OF RESPONDENTS IN NATIONAL SURVEYS STATING BELIEF THAT MAN WILL REACH MOON, BY EDUCATION AND YEAR.

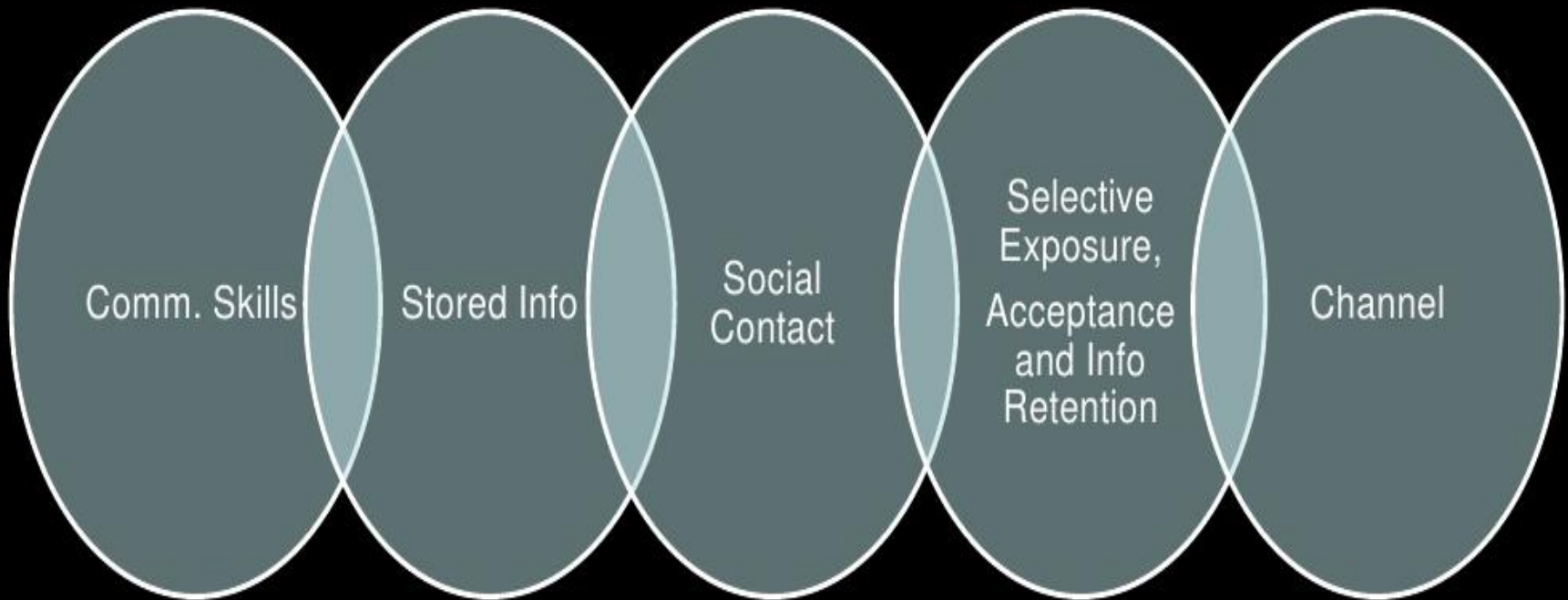
Tichenor, P.J., Donohue, G.A. and Olien, C.N. (1970). Mass Media Flow and Differential Growth in Knowledge, *Public Opinion Quarterly*, 34, 2, pp. 159-170.

## Knowledge – Gap Hypothesis



**Figure 12.1** The knowledge-gap hypothesis.

## Predicted Knowledge Gap



## Knowledge Divide



- Technology
- Value
- Culture
- Family status
- Economic status

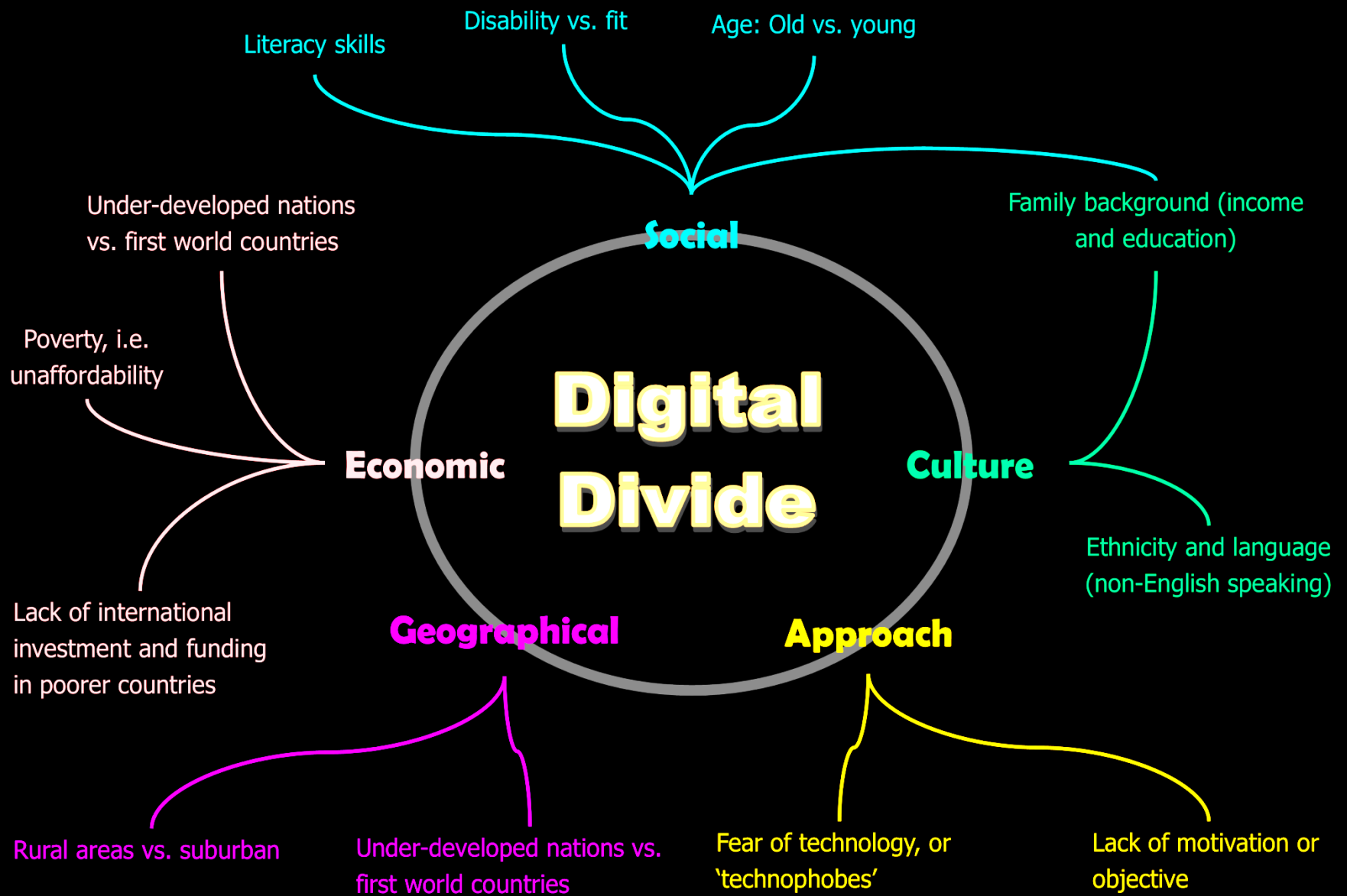


## Digital divide



Technology



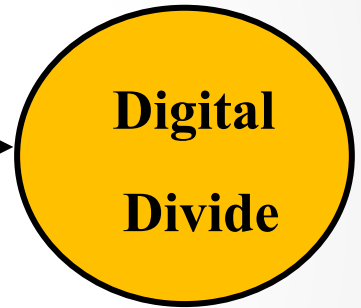




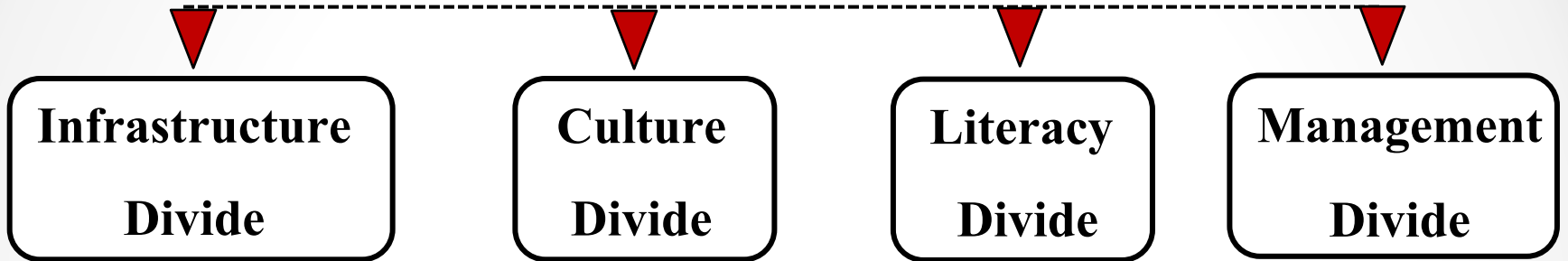
**Information Haves or Rich**



**Information Haves or Poor**



# Divide



# ISSUE

**Lack of access**

**Lack of diversity**

**Consumption behavior**

**Lack of critical thinking**



# International



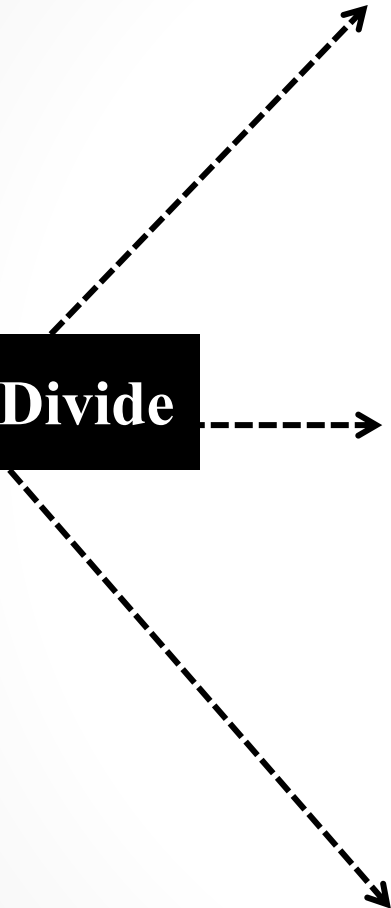
# Domestic population



# Community population

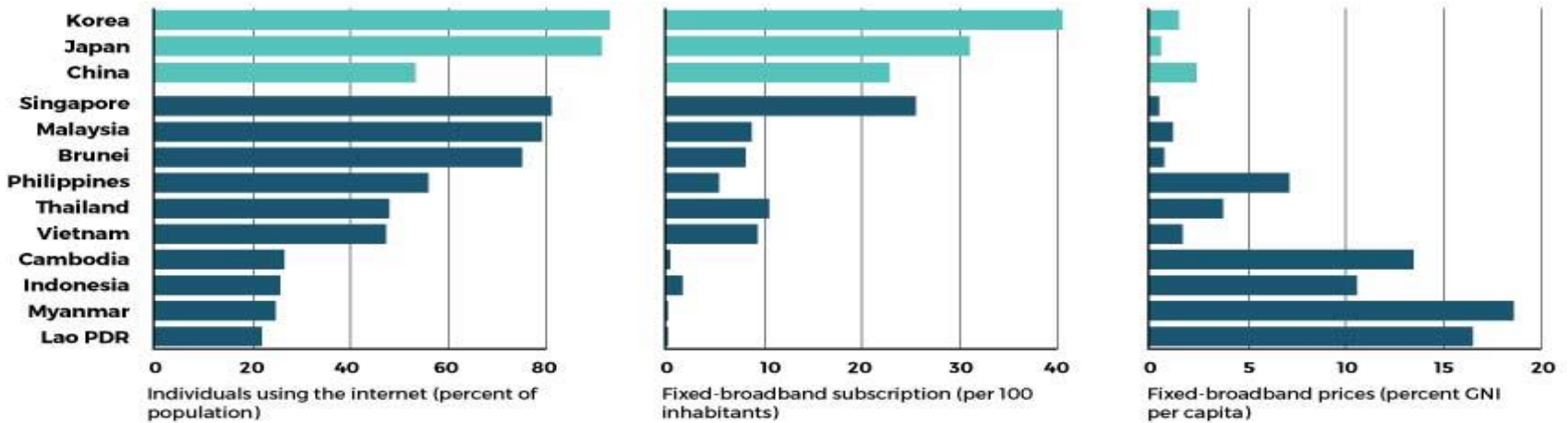


**Level -Divide**

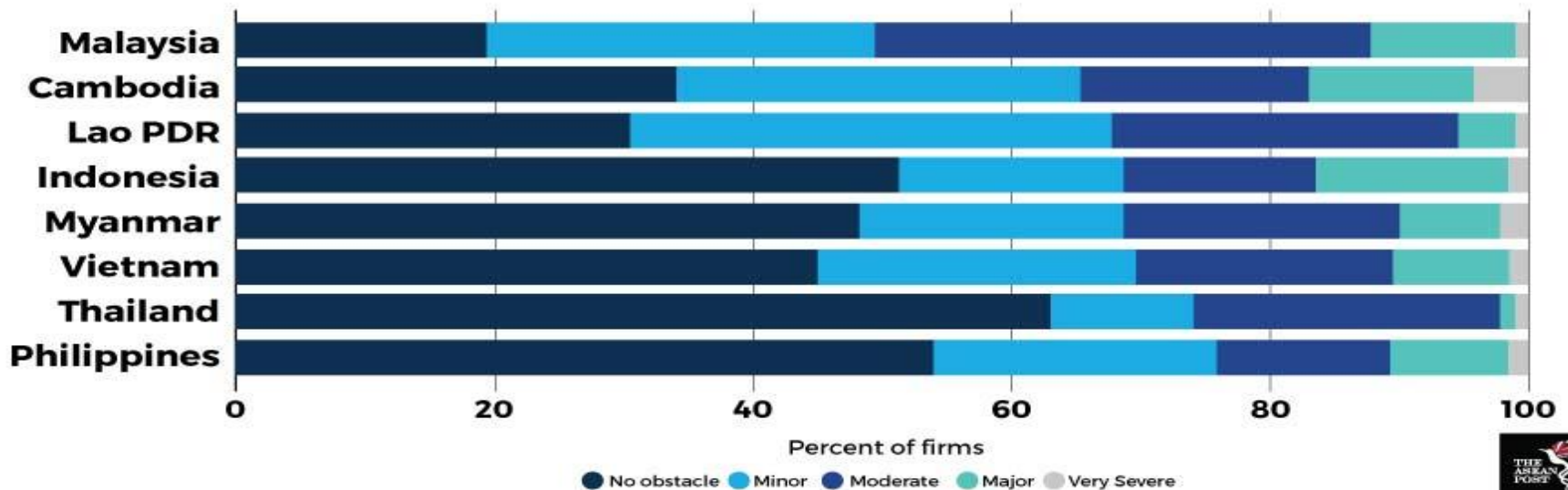


# THE ASEAN DIGITAL DIVIDE

There is a big gap in Internet and fixed broadband (FB) penetration. FB is prohibitively expensive in many countries.



## Access to capital



# Digital divide

## Causes

- different initial settings of countries
- differences in societies
- weak access to ICT
- weak access to information and knowledge

## Effects

- weak development and growth
- asymmetric and lost knowledge
- lower ability to manage knowledge
- lower ability to innovate

## Bridging

- National strategies
- Open Source
- Open innovations

# DIGITAL DIVIDE

Digital divide is the gulf between those who have ready access to computers and the Internet, and those who do not. Here are some figures to put things in perspective:

World Bank data shows nearly 60 percent of the world's people are still offline and can't fully participate in the digital economy

Six billion people do not have high-speed broadband internet, almost four billion do not have any internet access, and nearly two billion do not have a mobile phone



In Africa, the richest 60 percent are almost three times more likely to have internet access than the bottom 40 percent

In the European Union, three times more citizens use online services in the richest countries than in the poorest, with a similar gap between the rich and the poor within each country



The better educated, the well connected, and the more capable have received most of the benefits—and the gains from the digital revolution have not been widely shared





Sheraz Khan, Daniel Grieco, Robin Ha, Spiros Xanthios

## WHAT is it?

Definition: The gap between demographics and areas that have access to modern information & communications technology from those who don't.



## WHO does it effect?



OLD VS. YOUNG



ABLE-BODIED VS. DISABLED



WEALTHY VS. POOR



- 62% of households making >30k use the internet.
- 77% of older people require a walkthrough to set up a device.
- 27% of disabled adults have never used the internet.
- In the U.S., 75% of urban residents use the internet, compared to 69% of rural residents.



RURAL VS. URBAN



## WHERE is it located?

- 31% of the world does not have 3G coverage,
- 15% of the world has no electricity.
- South Koreans pay as much as half of what Americans pay for internet that is 200 times faster in speed.

Lowest Amount of Access

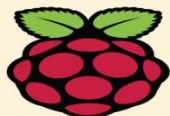


Internet

Highest Amount of Access



## HOW can we fix it?



The Raspberry Pi Foundation is dedicated to creating affordable solutions in computer technology.



that



the



Google labs has researched and tested Project Loon, a state-of-the-art balloon technology that brings internet to the masses.

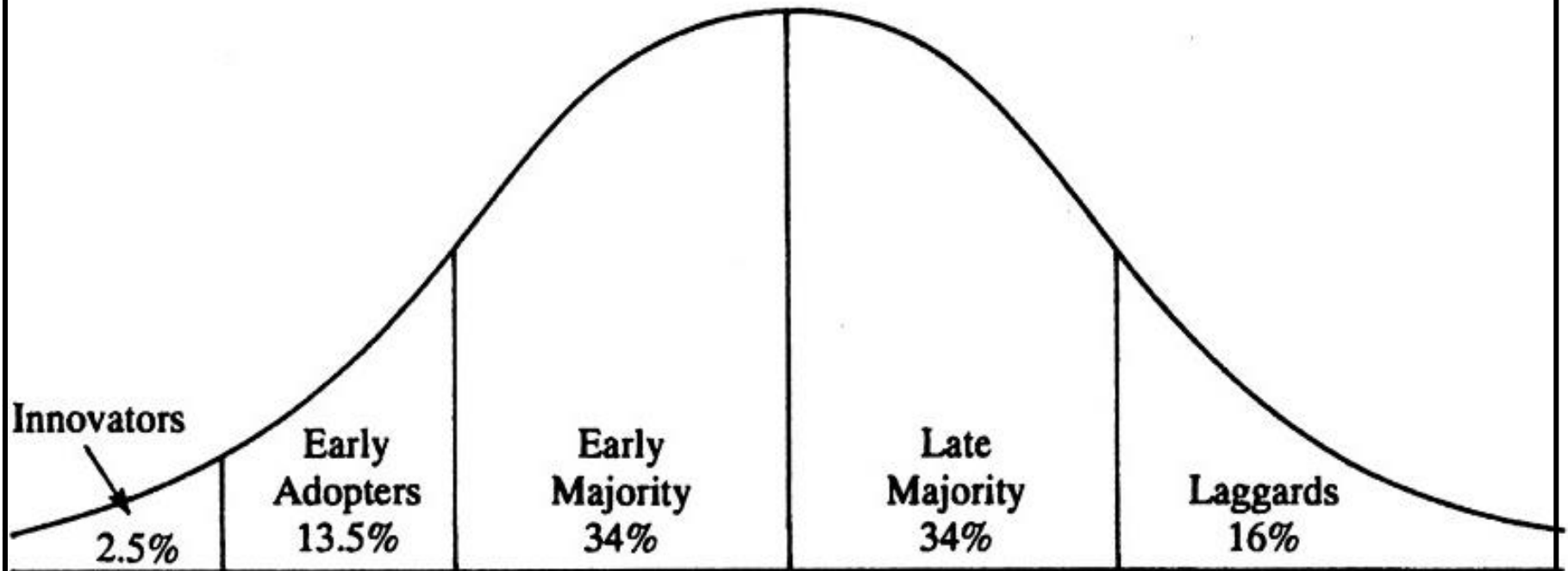
Learn more more about other solutions, such as new political policies, for the digital divide here:





# DIFFUSION OF INNOVATION

Everett Rogers



# Democracy : Digital divide

1. Minority included



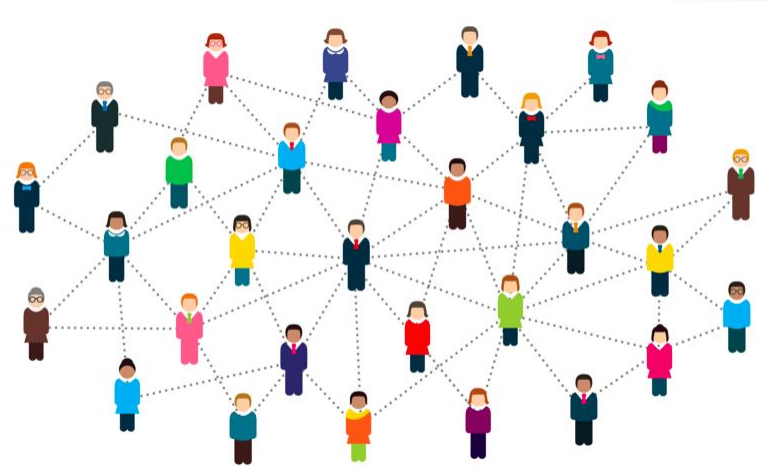
2. Open dialog



3. Personality-oriented  
vs Issue-oriented



4. Censorship

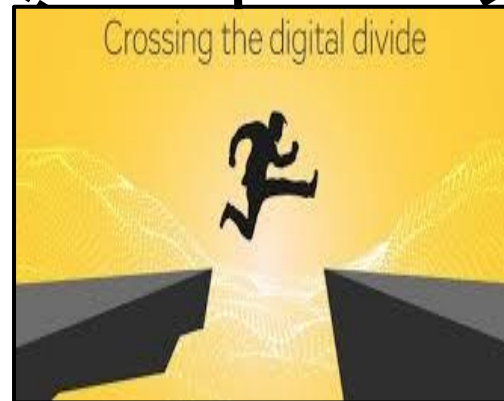




# problem-solving

**1.Low Cost**

**2.High Quality Service**



**3. High Computer and Internet Literacy**

**5.Real Needs for Contents and Internet Application**

**4. Ease of Use**