

How People *Really* use Technology: Current Research on People, the Media, and the Message

Equal Justice Conference
March 22, 2007

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What do we mean by “technology”?

- ◆ Telephone and Mobile Telephony
- ◆ Information Technologies / Internet
- ◆ Video Games
- ◆ MP3 / CD / DVD

And what do people do with these tools?

- ◆ Text messaging, instant messaging, skype and vonage
- ◆ Social networking – myspace, facebook
- ◆ Playing “Life” - secondlife
- ◆ Web camera / video conferencing
- ◆ Podcasting

Its About Access

- ◆ 50% of the individuals using the EITC system are coming via the web from “other locations”
- ◆ “M-banking” – financial services for the poor
- ◆ “micro-enterprise” – selling phone calls

It's not just the Internet

- ◆ Cell phones – 90% adoption rates
- ◆ MP3 players – podcasting and video
- ◆ CD/DVD players - video
- ◆ Text Messaging/IM (POS) – community organizing

Legal aid online circa 1996



Pine Tree Legal Assistance

Pine Tree Legal Assistance is a non-profit corporation providing legal assistance to people in the State of Maine whose income is one hundred twenty-five percent of the federal income poverty guidelines or less.

- [What's new at our website?](#)
- [About Pine Tree Legal Assistance](#)
- [About Pine Tree's Funding](#)
- [Pine Tree's Eligibility Guidelines](#)
- [Offices](#)
- [More Information](#)
- [Client Education Materials](#)
- [Volunteer Opportunities](#)
- [Court System and Legal Services Project Directory](#)
(Pro Se, Pro Bono and Technology Projects)
- [Other Legal Resources](#)
- [Pine Tree Legal Assistance 1996 Annual Report](#)

Legal Services Corporation

Welcome to the Legal Services Corporation Home Page.

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Washington, D.C. 20002-4250

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Fax: 202 336 8959
LSC-BBS: 202 336 8950

Email: hn3555@handsnet.org
Handsnet: HN3555


[LSC DATA FILES](#)

Source: Internet Archive
WayBack Machine

Fast forward to 2007

lkeith@probono.net | [Search History](#) | [My Account](#) | [Sign out](#)


Web [Images](#) [Video](#) [News](#) [Maps](#) [more »](#)

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[Turn OFF Personalized Search \(Beta\) for these results](#)

Web Personalized Results **1 - 10** of about **80,600,000** for **what is the [meaning of life?](#)** (0.34 seconds)

[Web definitions for **Meaning of life**](#)

 "What is the meaning of life?" is probably the most-asked philosophical question by humanity at large, though we will probably never find the answer, for whatever reason. Common answers include: happiness or flourishing; love; compassion; pleasure; reproduction; power; 42; knowledge, understanding, or wisdom; and being blessed, or achieving union with God or the divine; or simply that there is no meaning to life. ...
en.wikipedia.org/wiki/Meaning_of_life - [Definition in context](#)

[Sponsored Links](#)

[The Meaning of Life](#)
The Definitive Answer.
Really.
www.meaning-of-life.info

[The **Meaning of Life**](#)
Why do you want to know the **meaning of life**? Often people ask this question when they really want the answer to some other question. ...
www.aristotle.net/~diogenes/meaning1.htm - 3k - [Cached](#) - [Similar pages](#)

[The **Meaning of Life** \(1983\)](#)
The **Meaning of Life** on IMDb: Movies, TV, Celebs, and more...
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[FAQ about the **Meaning of Life**](#)
Real, non-cryptic, intelligent, satisfying answers you haven't heard. Our place in the cosmos, our successors, AI goal systems, and why to get up in the ...
sysopmind.com/tmol-faq/meaningoflife.html - 15k - [Cached](#) - [Similar pages](#)

[Meaning of life - Wikipedia, the free encyclopedia](#)
3.2 Gene-centric view of evolution and the **meaning of life** ... The question "**what is the meaning of life?**" can also be simplified to say "why live at all? ...

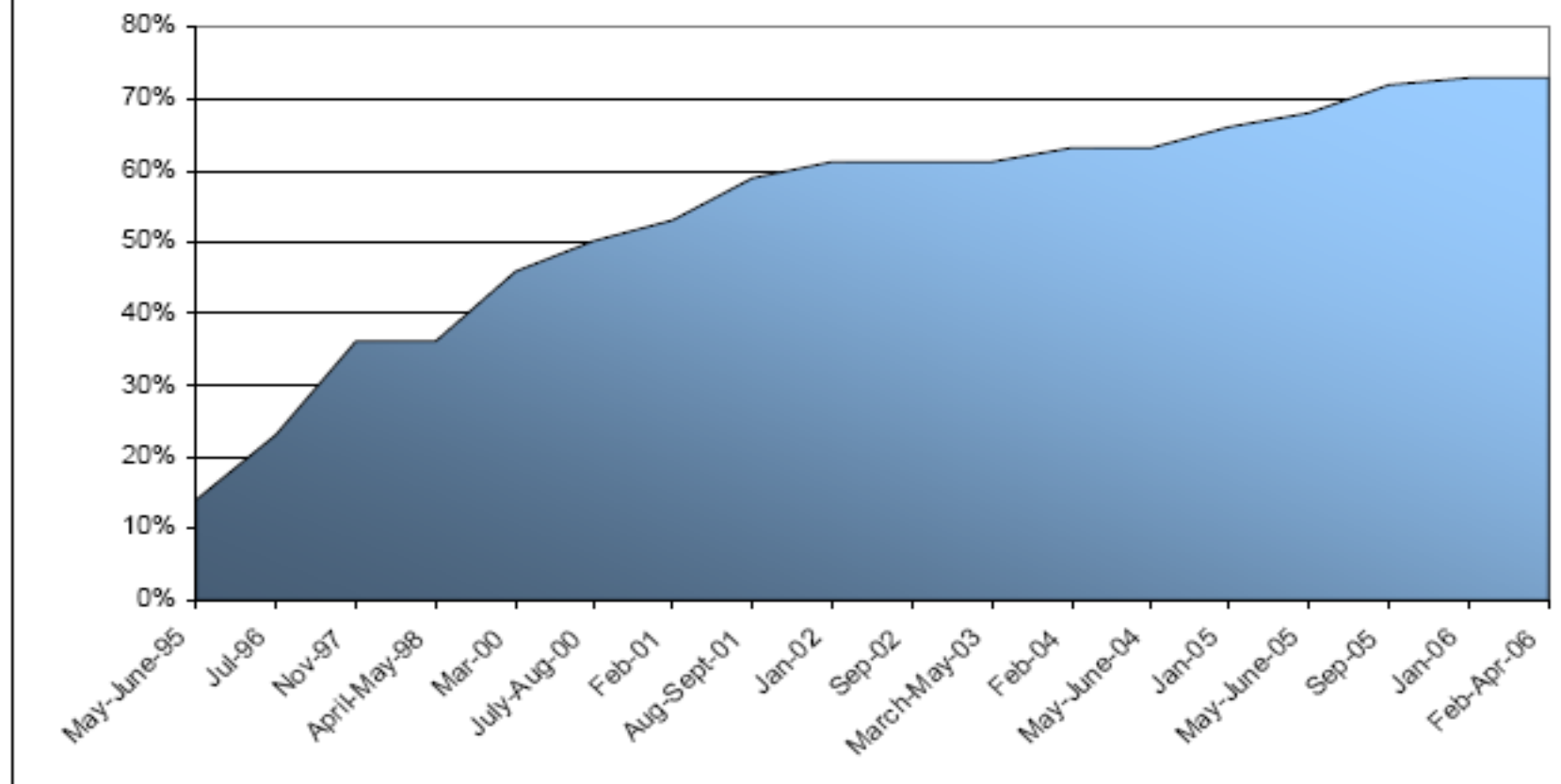
Who is going online?

- Internet penetration has reached 73% for all American adults (Pew Internet and American Life Project, April 2006)
- 36% of households with incomes less than \$25,000 have access to the Internet (Pew Internet and American Life Project, May 2005)
- 40% of adults with less than a high school education use the Internet (Pew Internet and American Life Project, April 2006)

Who is going online?

- ◆ Differences do exist across demographic dimensions:
 - Income
 - Race
 - Education
 - Rural vs. urban and suburban (with notable exceptions)
 - Young vs. old
- ◆ But overall, the gaps are closing

Percentage of U.S. Adults Online

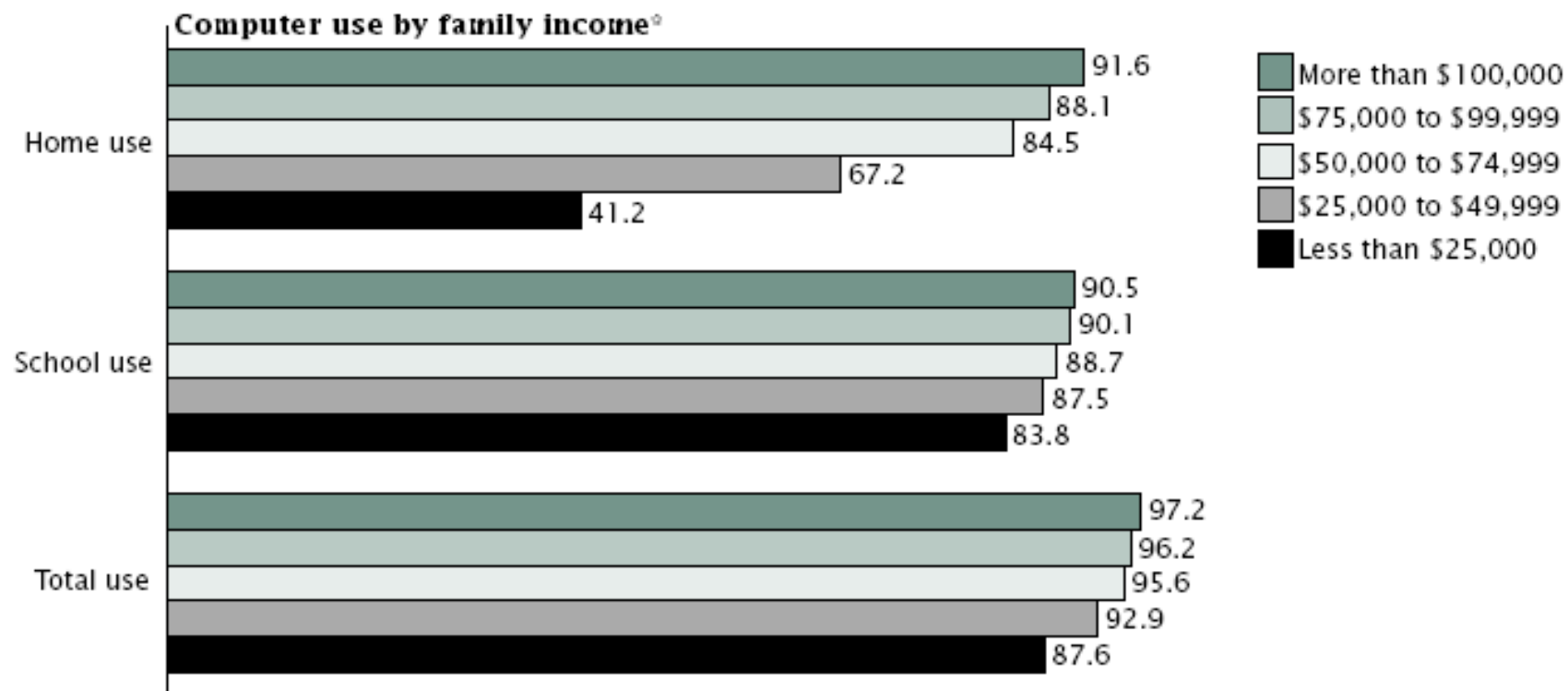


Source: Pew Internet & American Life Project Surveys, March 2000-April 2006. All surveys prior to March 2000 were conducted by the Pew Research Center for People & the Press. For 1995, internet users include those who ever use a home, work or school computer and modem to connect to computer bulletin boards, information services such as CompuServe or Prodigy, or computers at other locations. For 1996 to 1998, internet users include those who ever use a home, work or school computer and modem to connect with computers over the internet, the World Wide Web, or with information services such as America Online or Prodigy. For 2000 to 2004, internet users include persons who ever go online to access the Internet or World Wide Web or to send and receive email. For 2005, internet users include those who at least occasionally use the internet or send and receive email.

Figure 5.

Computer Use at Home and School Among Children Enrolled in Grades K-12 by Family Income, Race and Hispanic Origin, and Type of School: 2003

(In percent)



US Census Bureau – Computer and Internet Use in the United States: 2003, issued October 2005

How are low income people using the web?

- ◆ Low income people tend to use Internet for “self-betterment” (jobs, school) and expanding networks and information.

(Source: The Children’s Partnership, *Online Content for Low Income and Underserved Americans*)

How are low income people using the web?

	\$15K - \$20K	\$60K - \$75K
School assignments	15.6 %	10.3 %
Take a course online	7.4 %	5.7 %
News, weather or sports information	57.6 %	68.6 %
Telephone calls	4.0 %	3.7 %
Information on health services or practices	38.5 %	45.0 %
Information on government services or agencies	30.1 %	37.7 %
Search for a job	23.0 %	17.9 %

Source: U.S. Census Bureau, Current Population Survey, October 2003.

How are low income people using the web?

Spotlight on health information-seeking:

- ◆ 77% of low-income Internet users have searched online for at least one health topic.
- ◆ 8% of all Internet users report having searched online for information about domestic violence.

Source: Pew Internet and American Life Project: Health Information Online (May 2005)

What is the impact of online information access?

- ◆ 7 of 10 Internet users, across all incomes, report:
 - Better health information
 - Better health services
 - Different (but not always better) relationships with their doctors.

Source: Pew Internet and American Life Project: Health Information Online
(May 2005)

What is the impact of online information access?

Number of people who said the Internet played a crucial or important role in the following areas:

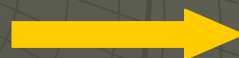
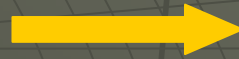
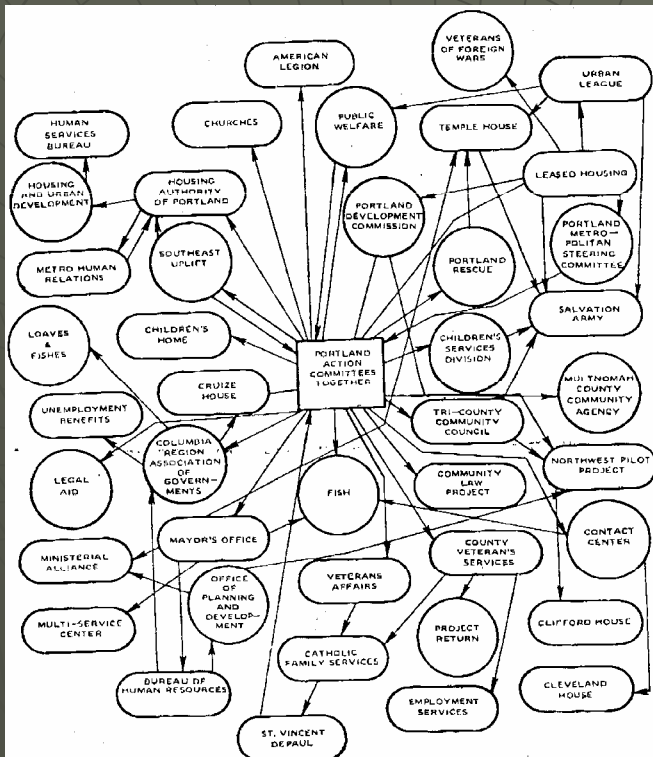
- ◆ perusing more education or training for their career
 - 21 million people
- ◆ helping another person cope with a serious illness
 - 16 million
- ◆ helping themselves cope with a major illness:
 - 7 million

Source: Pew Internet and American Life Project

Potential implications for our community and our clients?

From “Frustrations of Ping-Ponging”...

To:



- ◆ Better informed about information, services and options
- ◆ Improved access to most relevant services
- ◆ Expanded partnership opportunities for information delivery
- ◆ Other ideas?

Technology & Communication

Accessing information through technology increases the significance of the words we chose.

Face to Face Communication is:

- ◆ 7% of communication is the words we use
- ◆ 93% of communication is non verbal
 - tone, pitch, rate or pacing, volume of voice
 - facial expression
 - body language

Telephone communication

- ◆ 18% word use
- ◆ 82% tone, pitch, volume, rate or pace

Telephone Services and Your Clients

- ◆ Clients outdistancing staff in adoption rates
 - Text messaging, and instant chat abbreviations are new language
- ◆ How you setup your intake system impacts your clients
 - Review your agency's phone script
 - The words in your script will set the tone for your client relationship
 - Many client relationships will be technology based, and will never result in a face to face meeting

Technology & Communication

Reframe the Negative

Awareness of Negative words:

- ◆ Use of a negative word in a question reduces the accuracy of the answer by 50%
- ◆ The same question without a negative has 70% - 100% more correct answers.
- ◆ Types of negatives
 - Syntactic: no, not, no more
 - Semantic: forget, deny, unless, except
 - Morphological: unhappy, impolite

Montana Legal Services

Helpline Voice Mail

◆ Original Version

Thank you for calling the helpline. I'm sorry we are not able to take your call as our staff are busy with other callers at this time. The Helpline hours are from 9 a.m. to 4 p.m. Monday through Friday. Due to the high volume of calls we will be unable to return your call ...

◆ Current Version

Thank you for calling the helpline. We take calls from 9 a.m. to 4 p.m. Mon – Fri. We would like to talk with you in person, so if possible please try calling back in a few minutes. Right now our staff is with other callers...

Future Clients

DIGITAL NATIVES:

How today's youth are different from their 'digital immigrant' elders and what that means for libraries

10.27.06 - Lee Rainie -PI&ALP

Metro – NY Library Council

Brooklyn Museum of Art

Digital native – Born 1985



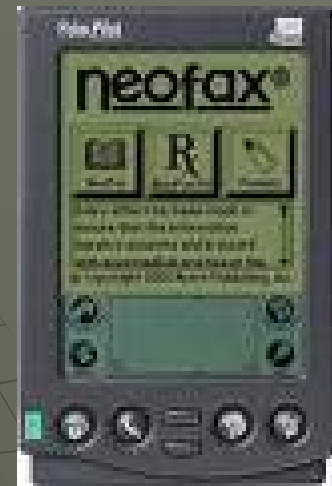
Personal computers are
10 years old

Digital native – Kindergarten 1990



Tim Berners-Lee
writes World Wide
Web program

Digital native – Middle School 1996



Palm Pilot goes
on the market

Digital Native – High School 1999



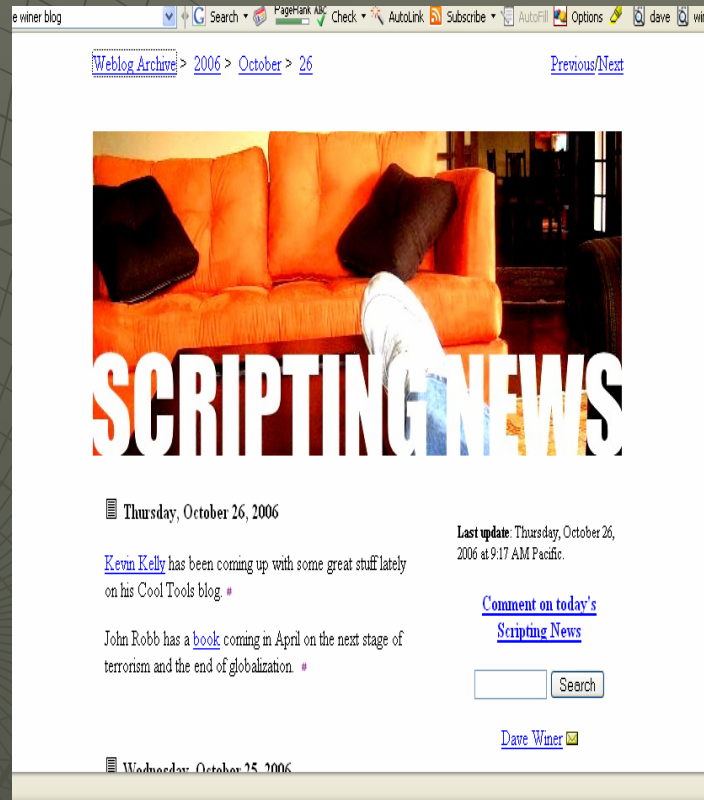
Sean Fanning
creates Napster

Digital Native – Graduates High School 2003



iPod - 2002

Digital native – Late Teens - Early 20s



Blogs - 1997

Digital native – Late Teens - Early 20s



The image shows a screenshot of the Wikipedia homepage as it appeared in 2001. The browser window at the top shows the address bar with 'wikipedia' and various search engines like Google and Yahoo! available. The main content area features a large globe logo with the text 'WIKIPEDIA The Free Encyclopedia'. Below this, there is a navigation menu with links for 'main page', 'discussion', 'view source', and 'history'. A prominent message reads 'Welcome to Wikipedia, the free encyclopedia that anyone can edit. 1,452,144 articles in English'. To the left, there is a 'navigation' sidebar with links to 'Main Page', 'Community Portal', 'Featured articles', 'Current events', 'Recent changes', 'Random article', 'Help', 'Contact Wikipedia', and 'Donations'. Below the navigation sidebar is a search box with 'Go' and 'Search' buttons. To the right of the main content, there are sections for 'Today's featured article' and 'In the news'. The 'Today's featured article' section highlights 'The Relapse' by John Vanbrugh, a Restoration comedy from 1696. The 'In the news' section lists several current events, including NATO airstrikes in Panjwaye, Argentine prosecutors charging Hezbollah with a bombing in Buenos Aires, a proposal to double the Panama Canal, and the United Nations envoy Jan Pronk's expected departure after military defeats. The browser's status bar at the bottom shows 'Done'.

Wikipedia - 2001

Digital native – Late Teens - Early 20s

The screenshot shows the Del.icio.us homepage. At the top left is the logo 'del.icio.us social bookmarking'. Below it are three main navigation links: '» all your bookmarks in one place', '» bookmark things for yourself and friends', and '» check out what other people are bookmarking'. A 'login' button is in the top right. A 'Tags' section explains that a tag is a word used to describe a bookmark. A 'hotlist' section, titled 'what's hot right now on del.icio.us', features three items: '100 Greatest Films - Part 1' (111 people), '10 Steps You Can Take To Guarantee Failure » Achieve IT! - Helping you achieve your goals' (127 people), and '13dots - For All Your Graphic And Web Design Needs - Business Layout' (119 people). On the right, there are sections for 'tags to watch' (medical, lifehacks) and a search bar.

del.icio.us social bookmarking

» all your bookmarks in one place

» bookmark things for yourself and friends

» check out what other people are bookmarking

learn more... » get started «

login

Tags

A tag is simply a word you use to describe a bookmark. Unlike folders, you make them as you need them and you can use as many as you like. The result is a better way to organize your bookmarks and a great way to discover new things on the Web.

hotlist what's hot right now on del.icio.us

HOT NOW see also: popular | recent

100 Greatest Films - Part 1 save this 111 people
first posted by jpyuda movies lists film culture cinema tags

thumbnail coming soon 10 Steps You Can Take To Guarantee Failure » Achieve IT! - Helping you achieve your goals save this 127 people
first posted by steelyhead

13dots - For All Your Graphic And Web Design Needs - Business Layout save this 119 people

tags to watch

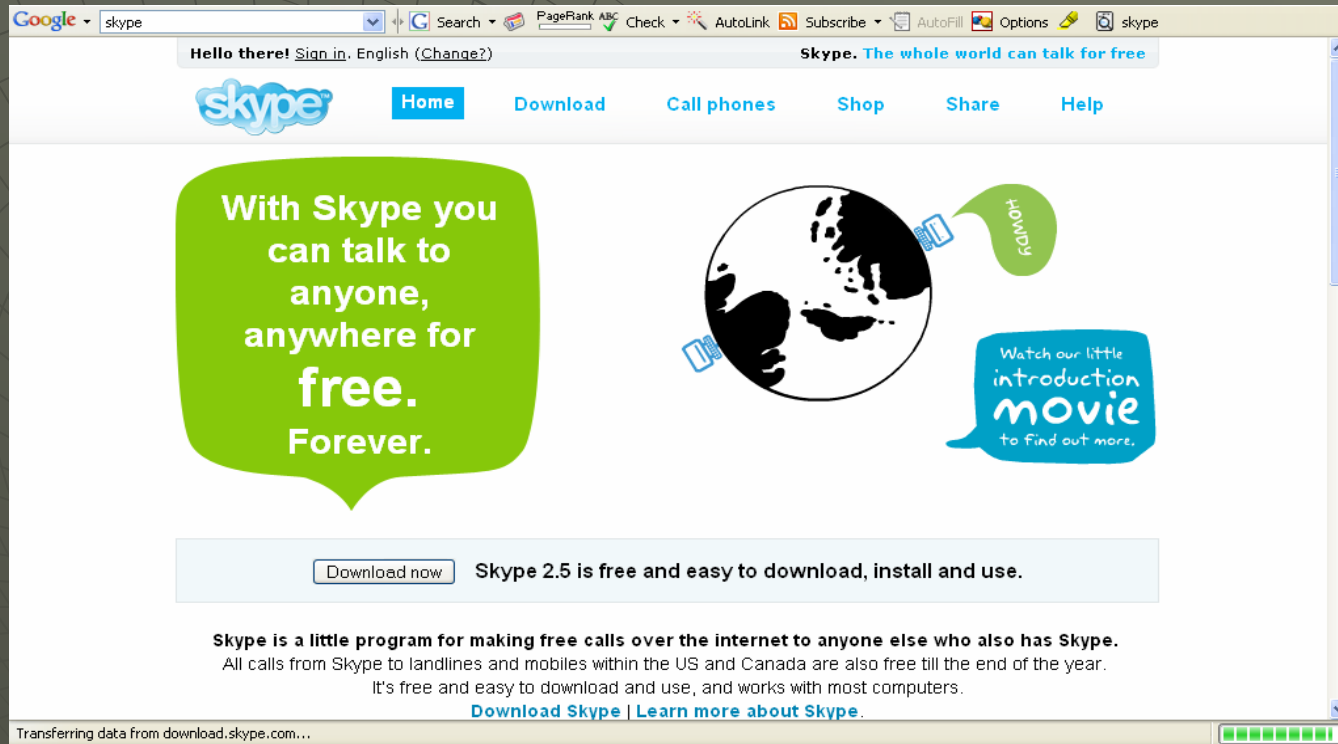
medical
Wired News: Honey Remedy Could Save You
18 Tricks to Teach Your Body
http://www.erowid.org/plants/cannabis/cannabis_health2.shtml

lifehacks
The Big Picture: Dilbert's Unified Theory of Finance
PDF Pad
Wealth - The easiest way to get rich

Done

Del.icio.us - 2003

Digital native – Late Teens - Early 20s



Skype - 2003

Digital native – Late Teens - Early 20s

The screenshot shows the Podcast Alley website interface. At the top, the logo reads "Podcast Alley Free the Airwaves". A navigation bar includes links for Home, Add a Podcast, Podcast Software, Podcast Forum, What is a Podcast?, Alley Blog, and About Us. A banner at the top right states "Responsible. Honorable. Respectable." The main content area is divided into several sections: a "Pick a Podcast Genre" dropdown menu, a "Search for a Podcast" search bar with a "GO" button, and a list of links for "Top Podcasts", "Add Your Podcast", and "Podcast Alley Badges". A prominent advertisement for GoDaddy.com offers a "SPECIAL PODCAST OFFER!" to "SAVE \$5 on any order of \$30 or more!" for domains, hosting, and site builders. The "Podcast Interviews" section features "BG Blast" and "IPR : Irrational Public Radio". A "NEW! Top 10 for October" list includes: 1. Keith and The Girl, 2. PotterCast, 3. MuggleCast, 4. Nobody Likes Onions, 5. Free Talk Live, 6. Distorted View, and 7. Blast the Right. A BT PodShow advertisement is also visible on the right side.

Podcast Alley
Free the Airwaves

Responsible. Honorable. Respectable.

Home | Add a Podcast | Podcast Software | Podcast Forum | What is a Podcast? | Alley Blog | About Us

Pick a Podcast Genre:

Search for a Podcast:
 GO

▶ Top Podcasts
▶ Add Your Podcast
▶ Podcast Alley Badges

SPECIAL PODCAST OFFER!
SAVE \$5
on any order of \$30 or more!
• Domains
• Hosting
• Site Builders
• MORE!
GoDaddy.com
www.GoDaddy.com
ICANN

Podcast Alley is the podcast lovers portal. Featuring the best Podcast Directory and the Top 10 podcasts, as voted on by the listeners.

Podcast Interviews

BG Blast
What do you get when you join 3 cool hosts, open community input and all the hottest PodSafe music? BG Blast, Busch Garden's audience driven podcast where listeners have the chance to call in with their most random thoughts, connect with the teen community and maybe even host their very own episode of the show. BG Blast's Associate Producer Andrew Baxter gives the inside scoop on this hot new podcast and even tells us how we can win a free trip to Busch Gardens. Check it out!

Read Interview | See Details

IPR : Irrational Public Radio
Where other news sources leave off, Irrational Public Radio starts, and proceeds almost

NEW! Top 10 for October
These are The Top 10 Podcasts for the month of October.

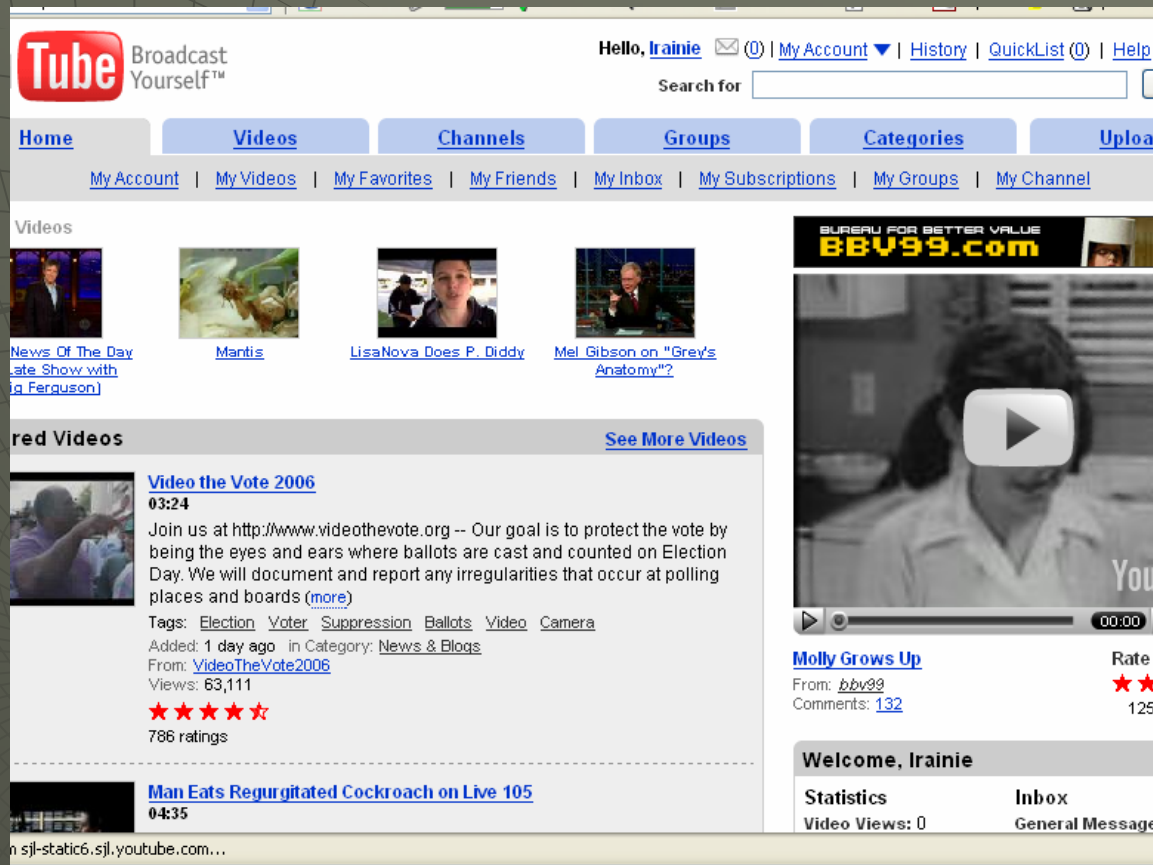
1. [Keith and The Girl](#)
2. [PotterCast](#)
3. [MuggleCast](#)
4. [Nobody Likes Onions](#)
5. [Free Talk Live](#)
6. [Distorted View](#)
7. [Blast the Right](#)

PodShow and BT are coming together in the UK.
BT PodShow
BTPodShow.com
GET ON IT!

Site Statistics

Podcasts – 2004

Digital native – Late Teens - Early 20s



YouTube – 2005

Reality 1

Media and gadgets are
ubiquitous parts of
everyday life

Reality 2

New gadgets allow DN's
to enjoy media and
carry on communication
anywhere

Reality 3

The Internet is at the
center of the
revolution

Reality 4

Multi-tasking is a way of life – and people live in a state of “continuous partial attention”

--- Linda Stone

Reality 5

Ordinary citizens have a chance to be publishers, movie makers, artists, song creators, and story tellers

Reality 6

Everything will change
even more in coming
years