



Beyond Measuring Access: Making Sense of Users of (Online) Public Services

Workshop “Towards a European
Approach for Monitoring eInclusion”

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LINCOS initiative

(by MIT and Costa Rican institution)

Each container comprises:

- a computer science laboratory
- a telemedicine unit
- a videoconference centre
- electronic trade facilities
- eMail, local newspaper facilities



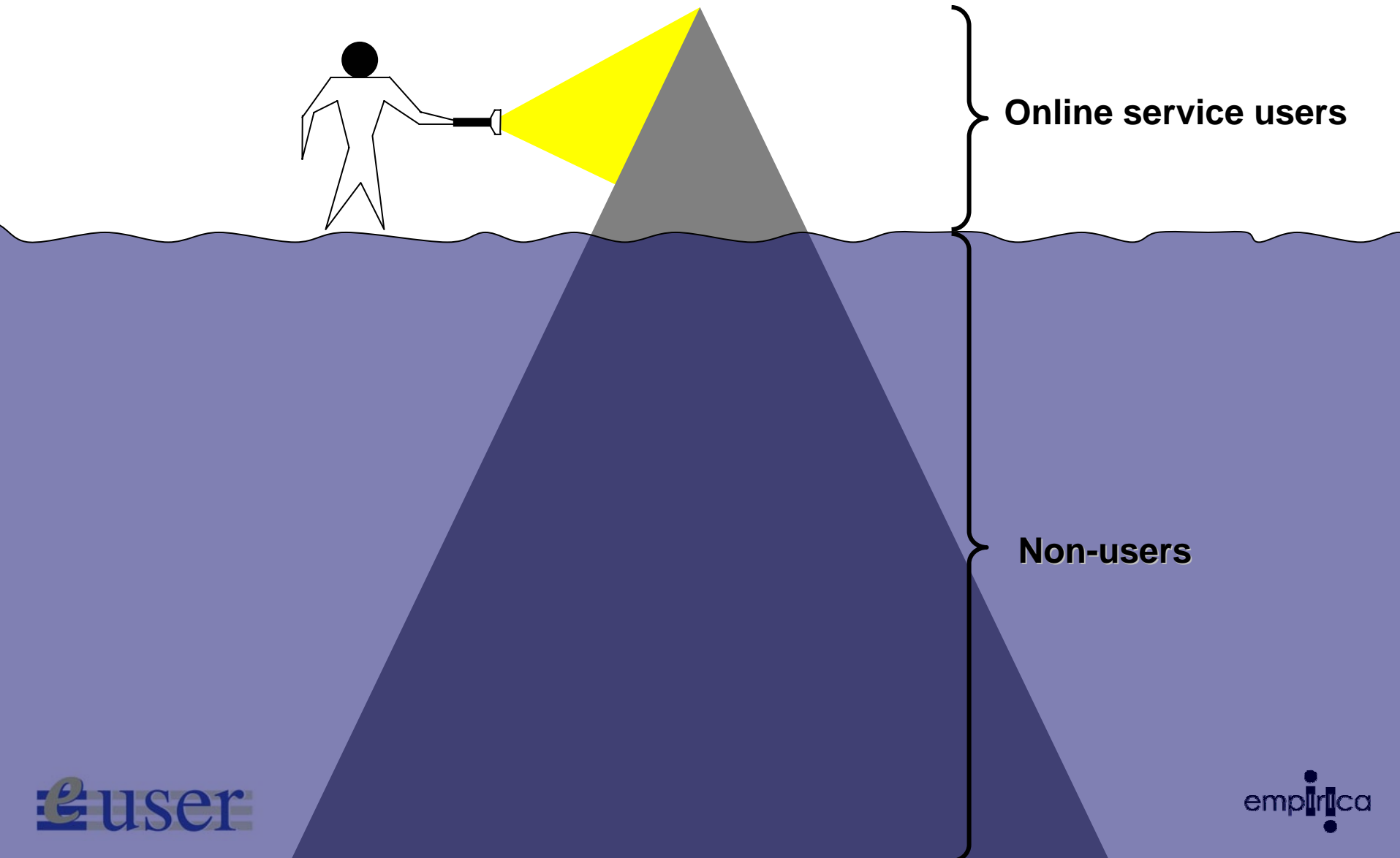
photos: © LINCOS



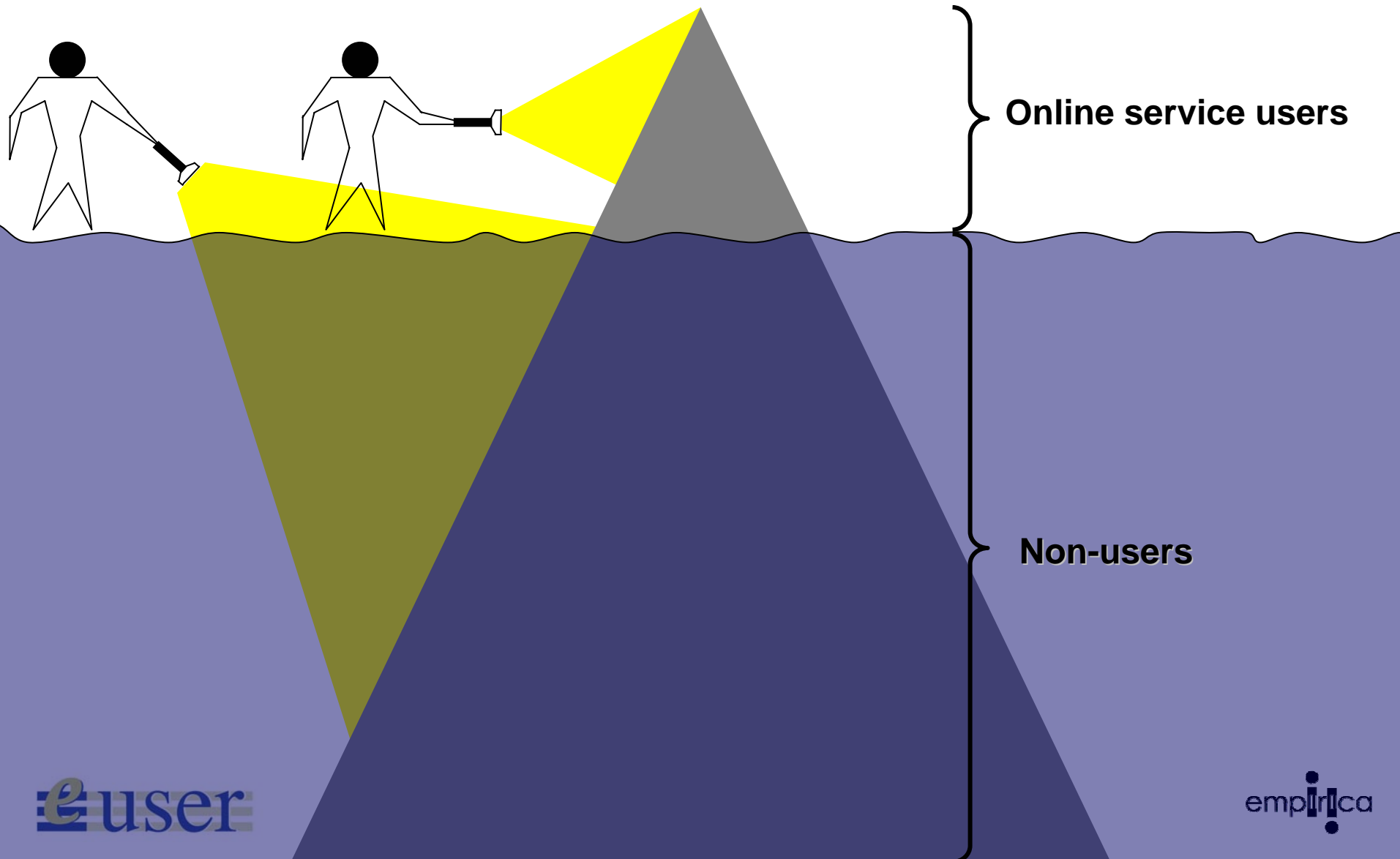
To many would-be users, online public services might look like this...



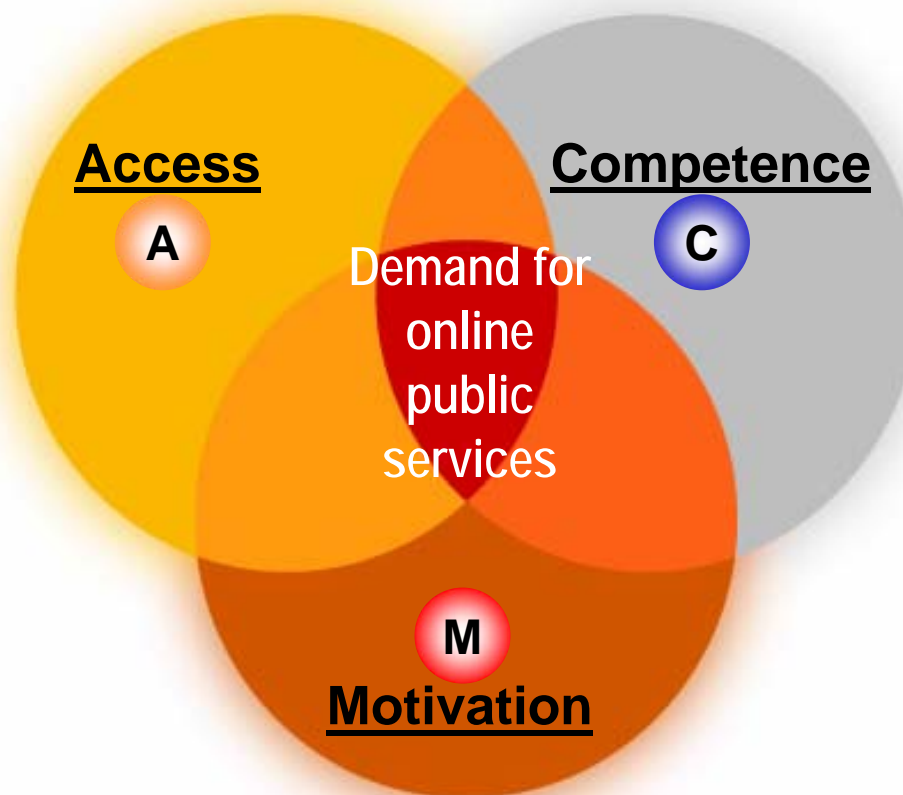
The problem with established ways of tracking user orientation



Non-users of the Internet and online services: Refocus user orientation



How to make sense of users



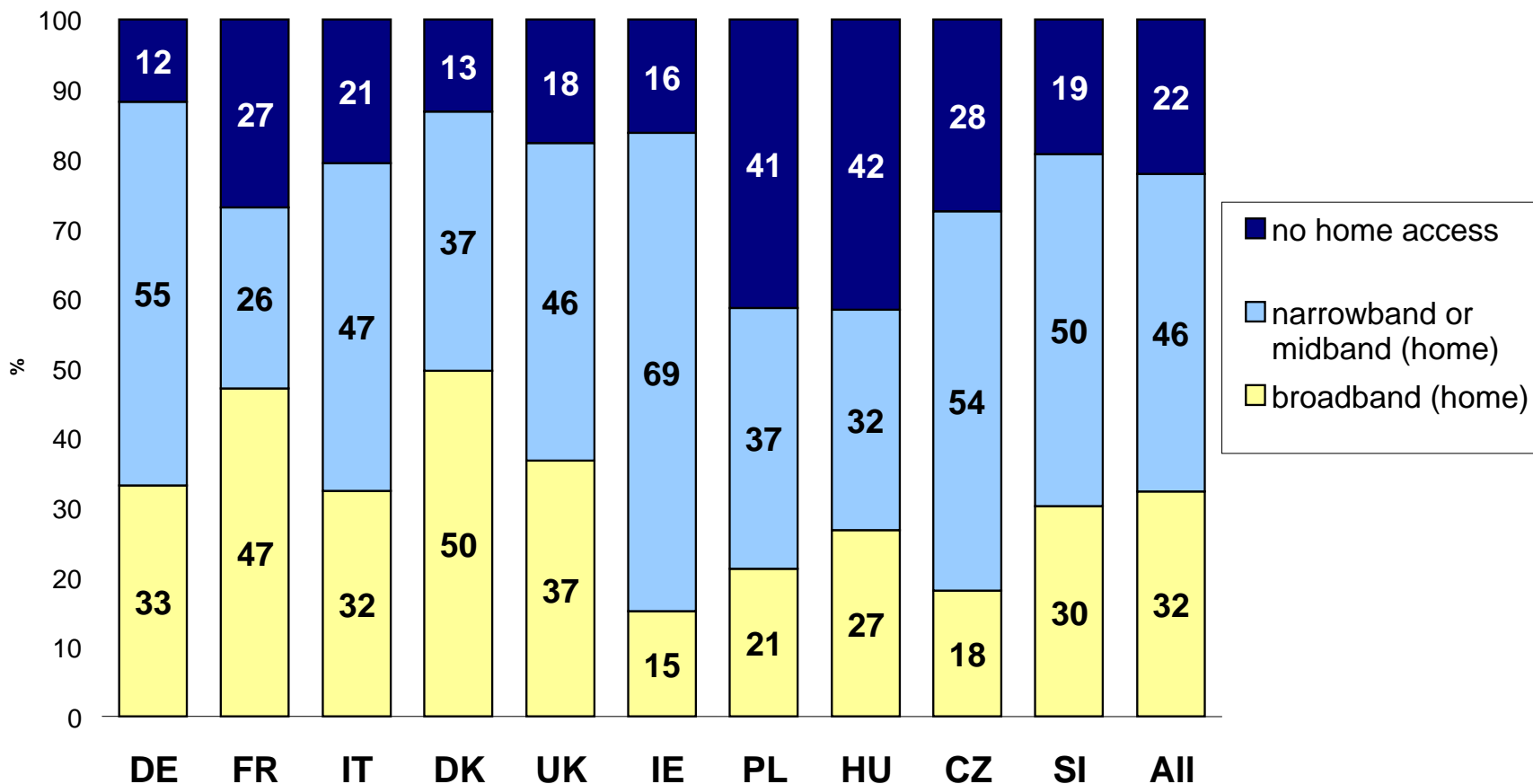
Source: Based on Viherä & Nurmela 2001

A Measuring access (I)

- **Access to the Internet**
 - Internet at home, mobile, PIAP, and/or suitable other place
- **Access to service providers**
 - over the Internet
 - via alternative channels (in person, phone, etc.)
- **Access to advanced network infrastructure**
 - Bandwidth (e.g. broadband access)
 - Digital television
 - Mobile end devices & networks
 - Upcoming technologies

Internet access

Quality of access by country (% Internet user, 2005)

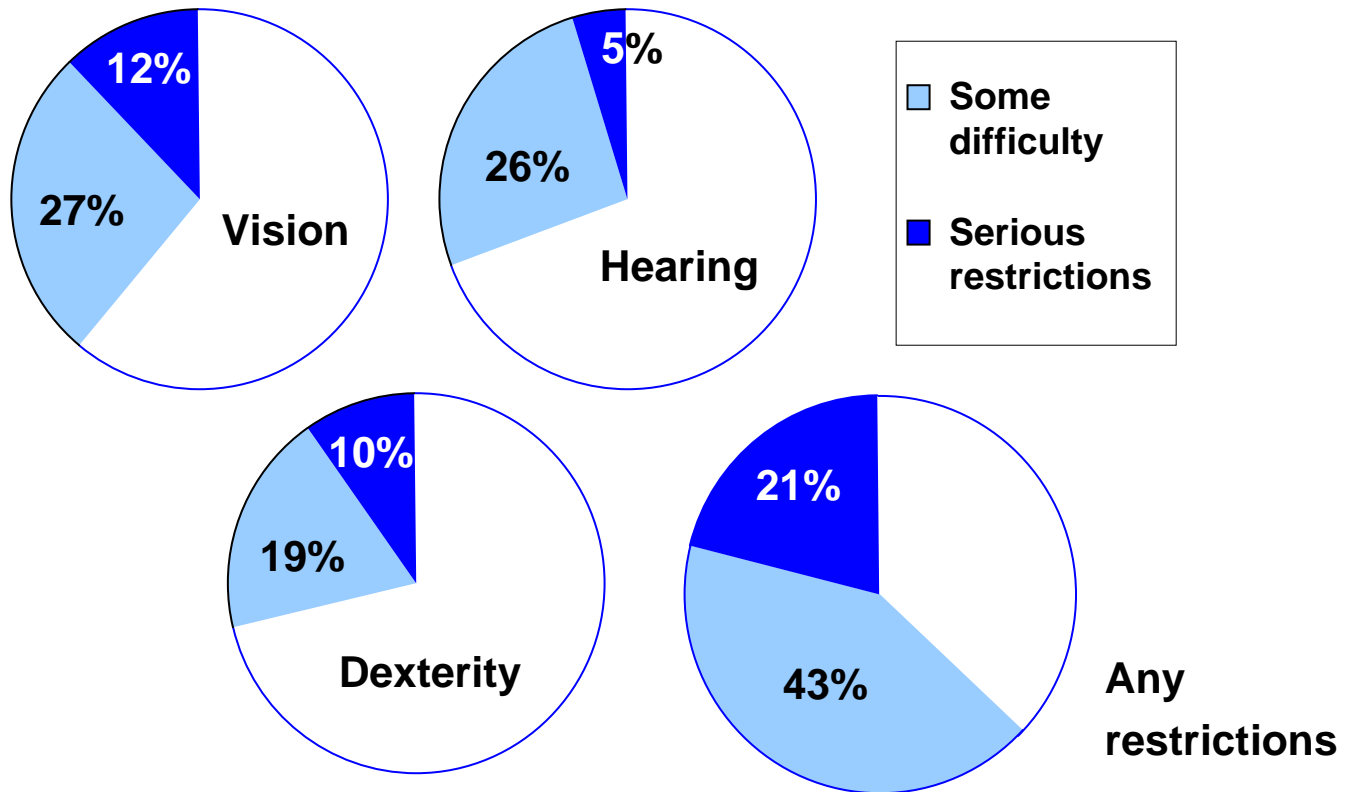


A Measuring access (II)

- **Existence of functional restrictions**
 - Sight, dexterity, hearing
 - Functional (digital) literacy
- **Access to equipment/ service for special needs**
 - Persons with sight difficulties (extreme case: the blind)
 - Persons with dexterity difficulties
 - Other special needs

Functional restrictions

Prevalence of functional restrictions as % of older population (50 or older)



Data source: SeniorWatch 2002

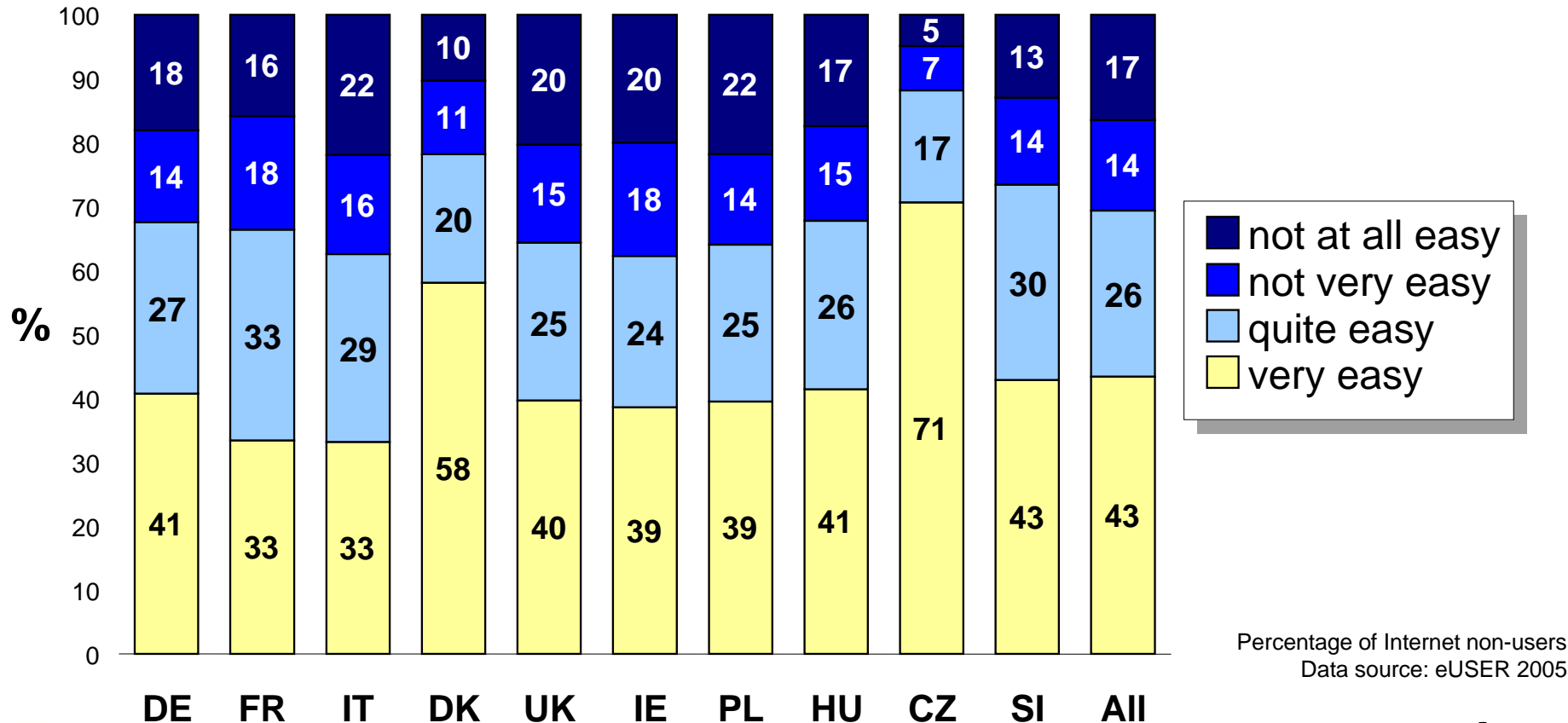
C Measuring competence

- **Digital skills (eLiteracy)**
 - Technical know-how
 - Usage experience in advanced applications (registration, transactions)
- **Skills in using a service**
 - General literacy
 - For example eLearning: Self-learning skills, self management skills
 - For example eHealth: Ability to correctly interpret information
 - Self-efficacy (confidence in own abilities)
- **Access to help**
 - Usually: from (willing) household members and friends

Access to help from friends

Internet non-users:

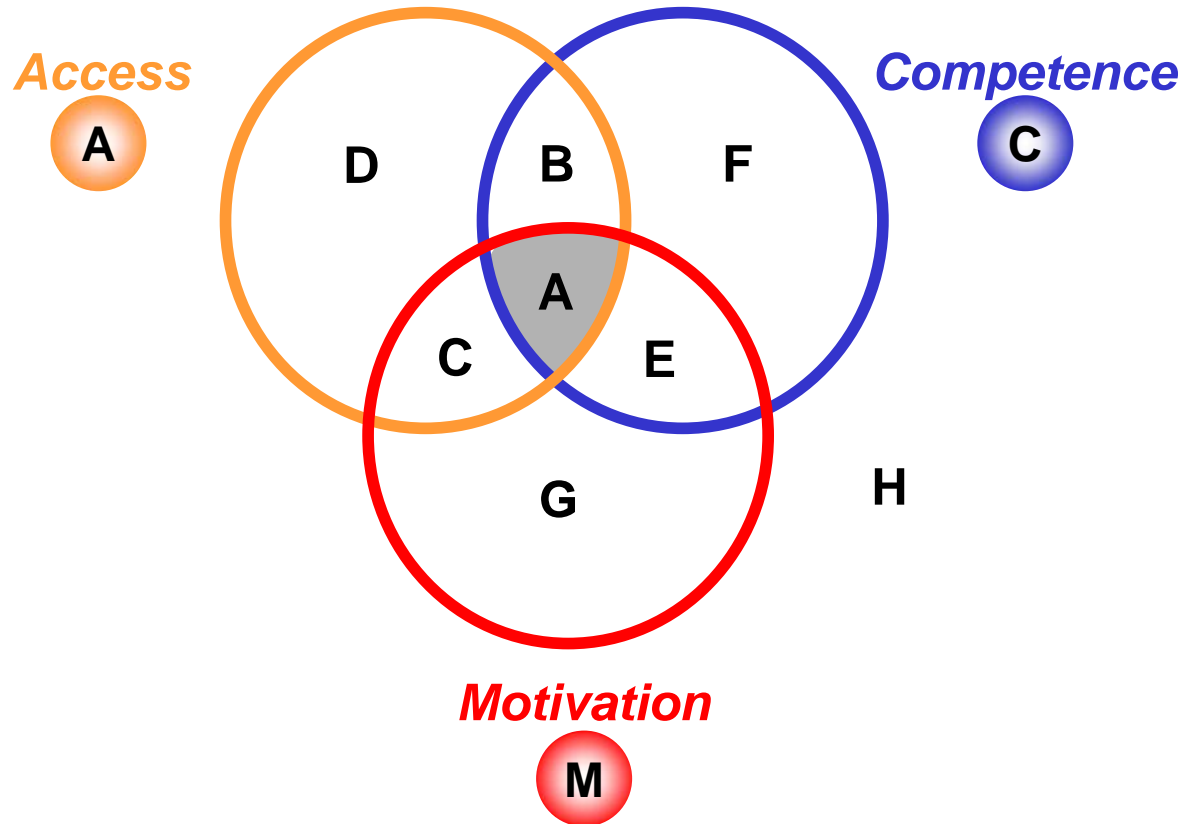
How easy would it be for you to obtain help from household members or friends for using computers and the Internet?



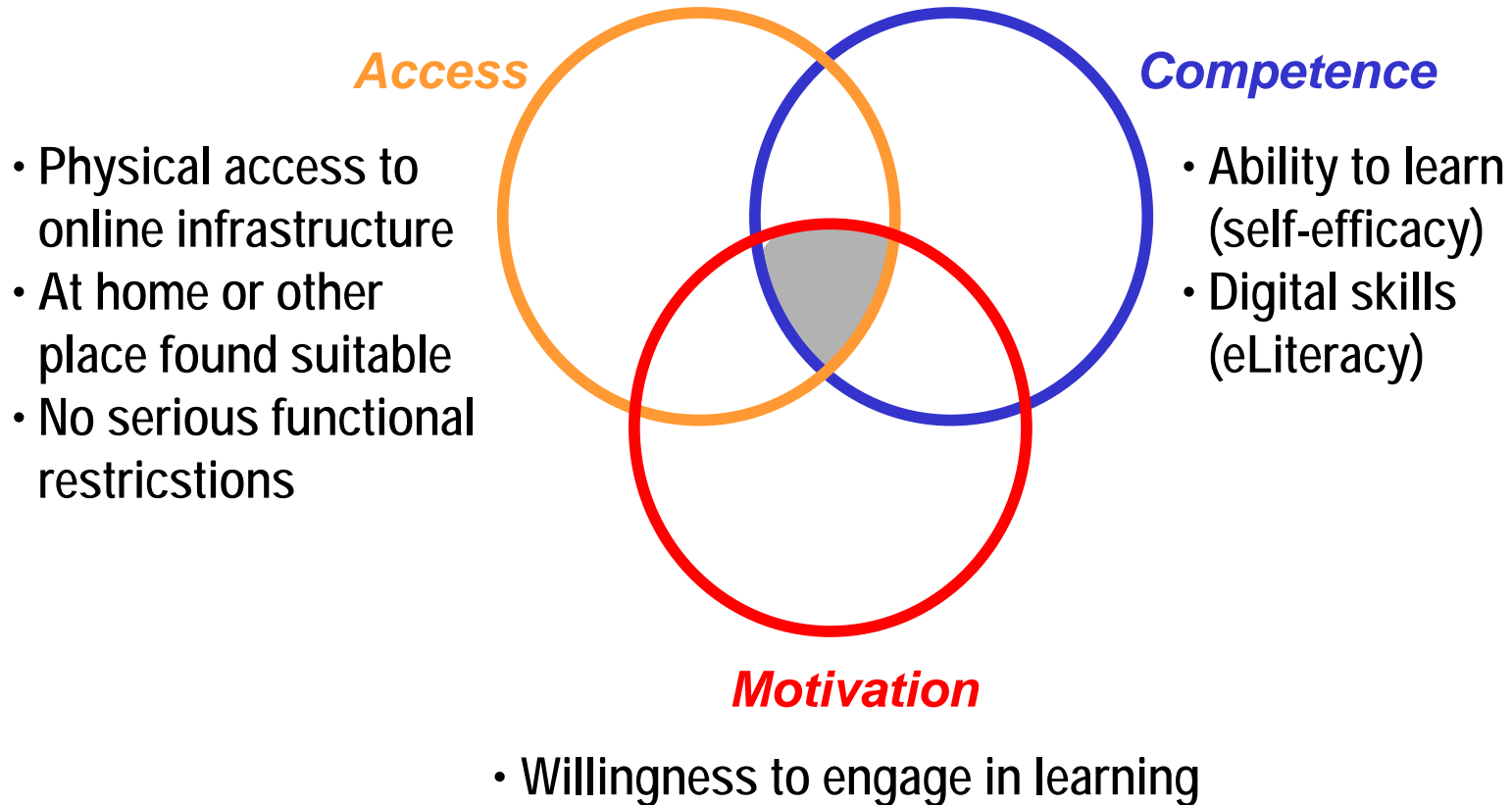
M Measuring motivation

- **Motivation to use public services in general**
 - Applies only to non-compulsory services
 - Perceived utility of the service
 - General attitudes towards service (e.g. learning, health)
 - General attitudes towards service provider (e.g. the State)
- **Motivation to use the Internet as a delivery channel for public services**
 - Perceived usefulness, access/availability, service quality
 - Alternatives: other modes (face-to-face, mail, phone)
 - Computer anxiety, computer frustration
 - Value attributed to social contact (“social embedding”)
 - Want-nots

How do A,C+M interrelate?

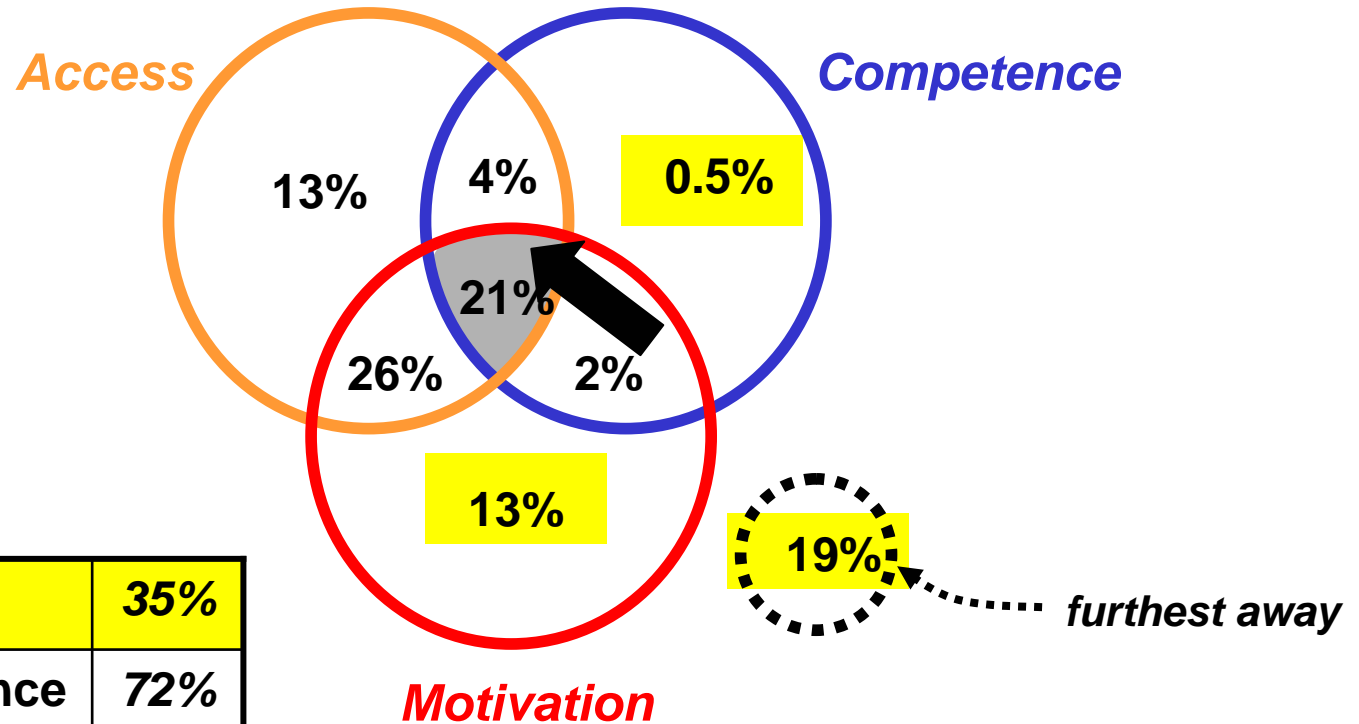


Example: Lifelong Learning/eLearning



Example: Lifelong Learning/eLearning

Share of total adult population in EU25



Lack of Access	35%
Lack of Competence	72%
Lack of Motivation	37%

Percentage of adult population 18+
Data source: eUSER 2005

Applying the ACM Model for Continuous Monitoring of User Orientation

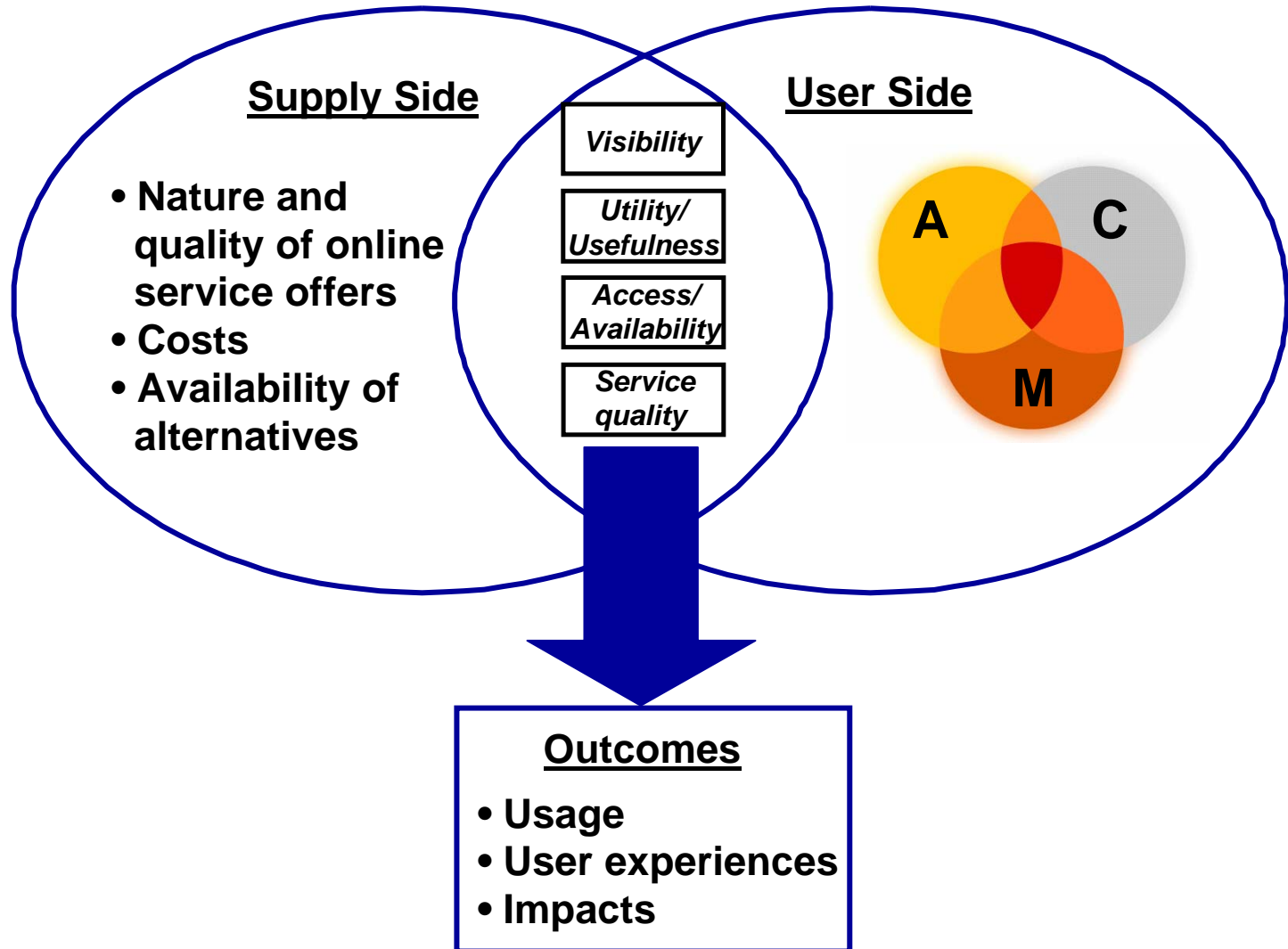
- **Agreement on components for each dimension**
 - Selection of components
 - Operationalisation and regular data collection
- **Tracking user orientation over time**
 - Adaptation to emerging technologies (end devices, services)
 - Adaptation to changing definitions of “quasi” universal service and inclusion
- **Tracking user orientation across countries**
 - Strengths and weaknesses
 - Different vulnerability to new risks to inclusion

Assessing user orientation of services

The eUSER Model of USER ORIENTATION OF (ONLINE/OFFLINE) PUBLIC SERVICES

Visibility	<ul style="list-style-type: none"> • Awareness about the service in the target population • Findability (in narrow sense)
Utility/ Usefulness	<ul style="list-style-type: none"> • Potential utility of the service from viewpoint of citizen • Relevance and suitability for target population
Access/ Availability	<ul style="list-style-type: none"> • Findability (wide sense) • Affordability • Time, location and platform independence • Accessibility for people with functional restrictions • Availability for social minorities
Service quality	<ul style="list-style-type: none"> • Content quality: Conformance to professional standards • Flexibility: Choice of delivery modes and content • Usability (ease of use): Fit with individual users' needs and requirements in particular contexts/situation of use • Assurance / trust: Service infusing trust and confidence • Customisation and personalisation possibilities • Service fulfilment: Completeness of users' experience

Outline of a monitoring system

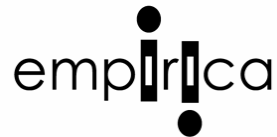


Thank you for your attention!

For statistics, methodological notes, full reports, country briefs and more, please visit the **eUSER Knowledge Base** at:



www.euser-eu.org



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