

Project Report

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Research Title

Measuring Digital Divides in Disadvantaged Communities: A Pilot Study

This question is read only.

Please provide a short summary of the work that was completed as part of this project / research *

We completed our desk research and held 16 focus groups involving a total of 174 seniors, our selected digitally disadvantaged group. The focus groups have been held in Kapiti, Wellington, Lower Hutt and the Wairarapa with seniors from a range of different backgrounds, some of whom we would consider to be 'digitally included' and others who are non-users of digital technologies.

We organised a Digital Inclusion Research Forum on 2 October as a NetHui Day Zero event, where preliminary findings from the research were presented. Our research partner, Victoria University of Wellington has prepared a final report (attached to this report).

Describe the 'who, what, where, when and why' of your initiative

Timing

Is your project / research complete? *

Yes No

If your initiative is still in progress, pick 'no'

Start Date

01/01/2019

Must be a date.

Finish Date

31/01/2020

Must be a date.

Milestones

What have been the major steps / stages (i.e. milestones) involved in delivering your initiative to date?

Milestone	Description
Selection of disadvantaged community for pilot study	After consideration of a number of digitally disadvantaged communities, we decided to undertake our research with seniors, the group we had suggested in our funding proposal.
Development of digital inclusion profile	Catherine Cotter completed desk research into seniors and digital inclusion. This report was completed in March 2019.

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Development of research approach	Research team established with Victoria University of Wellington. Research approach developed and received ethics approval on 22 March 2019. Approach involved focus groups with a cross-section of seniors from the lower part of the North Island.
Baseline research	Focus group research completed with 174 seniors. Interviews were carried out by principal researchers Prof Miriam Lips, Dr Elizabeth Eppel and Barbara Craig. Focus group logistics were managed by Shelley Struthers from DIAA.
Baseline report	Preliminary findings presented at Digital Inclusion Forum, held on 2 October 2019 as a NetHui Day Zero event.
Prepare Toolkit	Approach and methodology included as part of final research report.
Annual update research	Not relevant, as research approach developed during implementation to expand initial sample (total of 174 participants compared with the original scope of 40)
Final report	Report prepared and published on VUW's website.
e.g. planning; major activities; evaluation	

Outcomes

What outcomes were generated as a result of this project / research?

Outcomes are the changes that have occurred for the beneficiaries of your initiative. Generally outcomes can be framed as an increase or decrease in one or more of the following:

- Skills, knowledge, confidence, aspiration, motivation, (these are generally **immediate** or short-term outcomes)
- Actions, behaviour, change in policy (these are generally **intermediate** or medium-term outcomes)
- Social, financial, environmental, physical conditions (these are generally **long-term** outcomes)

Immediate outcomes occur directly following an activity (e.g. within 1 month); intermediate outcomes are those that fall between the immediate and long-term (e.g. between 1 month and 2 years); and long-term outcomes are those we expect to see years later (e.g. 2, 5, 10 or 50 years after the activity).

We also want to learn more about how you tracked the outcomes of your initiative - what you measured and how.

If you need more help understanding what outcomes are, read the help sheets at www.ourcommunity.com.au/evaluation

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List your initiative's outcomes and attached information in the following table. Leave blank any fields that do not apply to your project.

Outcome	Were these outcomes anticipated?	Timeframe	Indicator	Verification Method
Replicable methodology for understanding digital inclusion	Anticipated	Intermediate	Completed report	Published report
Pilot of methodology	Anticipated	Intermediate	Engagement of seniors community	Participation in focus groups
Impacts for other digitally disadvantaged groups	Anticipated	Intermediate	Adoption of methodology for research into other groups	Multi-year funding bid being prepared for MBIE 2020 Endeavour Funding round
Outcomes are the changes that you believe were generated or influenced by your initiative. See information above.	Choose from the list	Choose from the list (see description above)	What you used to measure this outcome - e.g. 'change in teenage pregnancy rates from x to y'	e.g. survey; interviews; focus groups

What (if anything) did you change in your approach and practices as your project research proceeded, and why? *

Our biggest challenge was to encourage people who are non-users to engage in the focus groups. Even when we have explained to intermediaries for each of the focus groups that we need to talk with non-users, the people who volunteered to participate have mainly been users. Also in groups with users and non-users, the people with some digital skills tended to dominate the discussion, especially in the case of couples. This required skill on the part of the researchers to draw out the views of those who were not so digitally confident. In addition, to ensure the voice of non-users was heard, we arranged additional focus groups where none of the participants currently use digital technologies.

We may use this information to help inform others undertaking similar work

What did you learn as a result of undertaking this project/program? *

We exceeded our own expectations with this pilot project. We started off with the aim of developing a methodology for measuring and monitoring digital inclusion and pilot testing this with a small group from one digitally disadvantaged community. The scope of the research quickly expanded to reach four times the expected number of participants and has resulted in a high quality research paper, prepared by leading academics. This provides a template for others interested in undertaking similar research and has provided a model for a major bid to MBIE's Endeavour Research Fund to expand to a further 10 disadvantaged

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groups. The critical success factor has been to develop a robust understanding of the needs of the digitally disadvantaged group and develop a typology of users and non-users.

We are particularly interested in lessons that may help others undertaking similar work. Think about what you learned about your inputs (money, skills, personnel, time - too much; too little; about right?); your assumptions (were they 100% right, only partly right, or were the results a complete surprise?); and the context of the project/program (timing; targeted beneficiaries; geographic settings - were they right; wrong; about right?)

How will you share your learnings from this project/research? *

Preliminary findings were presented to a Digital Inclusion Research Forum on 2 October 2019 (refer to Professor Lips' presentation slides). The Final Research Report has been published in by the lead researcher at Victoria University of Wellington (Prof Miriam Lips). This will also be shared with stakeholders who have participated in the research, all of whom have expressed an interest in learning from the results.

We will also promote the Final Report through our website and the media.

What mediums were used to share the learnings? Have you reached the audience you expected?

We'd love to see some visual and audio representations of your work. Please share below.

Upload files:

Filename: Nethui presentation Miriam.pptx

File size: 202.9 kB

Filename: Report final.pdf

File size: 1.6 MB

and/or

Provide web link:

<https://wgtn.ac.nz/sog/researchcentres/egovt/research-projects/research-2007/2020-Digital-inclusion-among-senior-citizens.pdf>

Must be a URL

and/or

Provide additional details:

Please include captions, if relevant

Can we use your media content in our own communications?

Yes No Please contact us first
e.g. in our annual report

Financial Report

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Project Income & Expenditure

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Please provide details of any project income (funds received) and project expenditure (funds spent) to date.

Use the 'Notes' column to provide any additional information you think we should be aware of.

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
InternetNZ	Philanthropic Grants *	Confirmed *	\$25,000.00	INZ Research Grant
VUW	Other Income	Confirmed	\$39,300.00	In-kind support for researchers time

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
Research Team	Salaries and Wages *	\$17,075.00	Field work
Transcription	Project and Production	\$1,080.00	Transcribing focus group interviews
Travel	Project and Production	\$2,424.00	Focus groups
Participant incentives	Project and Production	\$6,783.00	Vouchers
Focus Group Admin	Project and Production	\$4,520.00	Logistics
Focus group expenses	Project and Production	\$4,330.00	Meetings
Project Management	Administrative and Infrastructure	\$3,357.00	DIAA overheads
Report preparation	Salaries and Wages	\$24,000.00	Analysis & reporting

Income and Expenditure Totals

Total Income Amount

\$64,300.00

This number/amount is calculated.

Total Expenditure Amount

\$63,569.00

This number/amount is calculated.

Income - Expenditure

\$731.00

This number/amount is calculated.

Have you experienced any issues with your intended project budget to date? If so, please explain reasons for any major variances or for providing incomplete information:

Value of in-kind support from Victoria University greater than budgeted (\$39,300 compared with estimate of \$25,000).

Certification and Feedback

Feedback

You are now nearing the end of this form. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback. (If you would rather provide anonymous feedback, please go to **{{ Grantmakers: provide a link to an anonymous survey or delete this sentence }}**)

Please indicate how you found the acquittal process:

Very easy Easy Neutral Difficult Very Difficult

How many minutes in total did it take you to complete this form?

100

Estimate in minutes (i.e. 1 hour = 60 minutes)

Please provide us with your suggestions about any improvements and/or additions to this form that you think we need to consider: