

Accessible Broadband for People with Disabilities

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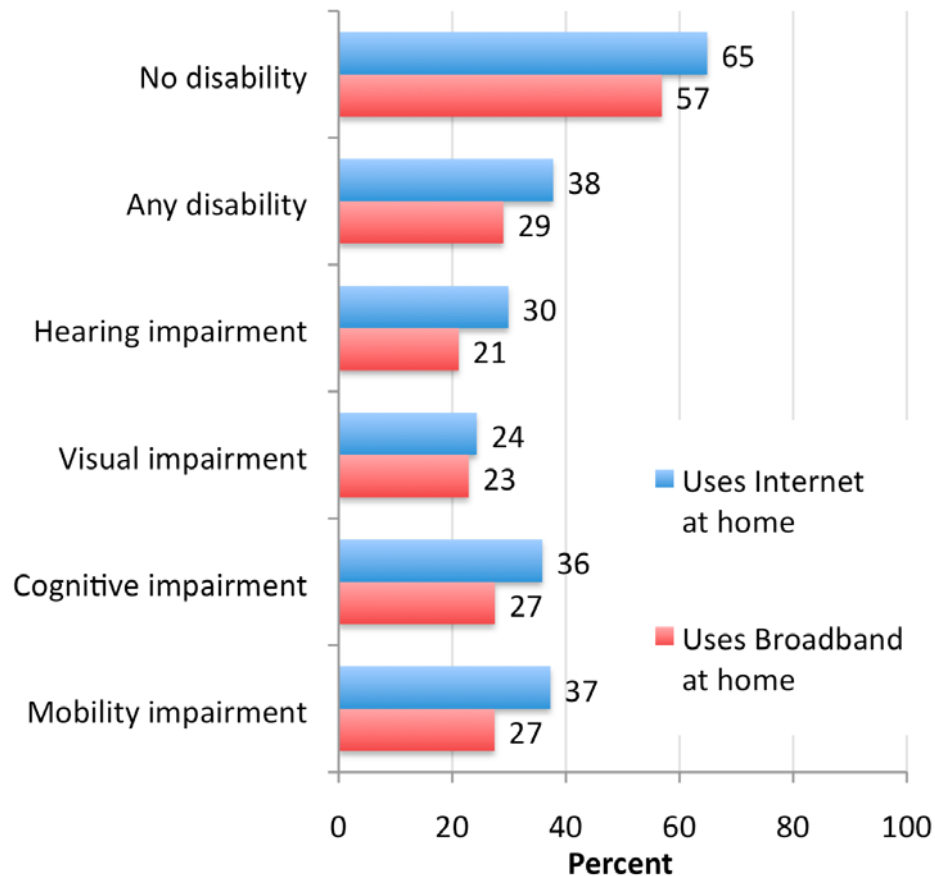
Diversity Workshop

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Low adoption

Home Internet and Broadband Usage among California adults, by disability type, 2007



Source: UCSF Disability Statistics Center analysis of the Current Population Survey.

26% of Internet non-users have a disability
(Pew 2003)



Standard demographic factors that predict non-adoption

	PWD	Non-disabled
Employed	26%	69%
HH income (poverty level or below)	21%	10%
Age		
21-64	13%	
65+	38%	
College degree	13%	31%

- ACS, 2006



Accessibility and non-adoption

- “My disability makes the Internet...”
 - ◆ difficult or impossible to use: 28% of non-users
 - ◆ difficult to use: 20% of users
- Perception & reality
 - ◆ technological pessimism based on experiences
 - ◆ “not for people like me”
 - ◆ accommodations can be expensive, complex
- Long, confusing value chain

Recommended metrics

- Lack of bandwidth is not the problem
 - ◆ focus on ecosystems of applications, services, content that provide social benefit: education, employment, commerce, civic engagement, etc.
 - ◆ retention, session count/duration, transactions, satisfaction/enthusiasm, longitudinal growth, tipping points
 - ◆ study non-users
- (Some technical capability issues)
 - ◆ videotelephony for sign language (including multiple calls per HH)
 - ◆ QoS for video and wideband audio

Other research issues

- Disaggregation
 - ◆ different disabilities have different barriers, solutions, patterns of engagement, etc.
- Recruitment
 - ◆ advocates vs. average consumers
- Policy instruments
 - ◆ what works, and why?
 - ◆ implementation may be more important than regulation