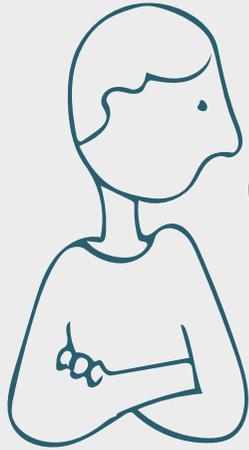




I say...
"It's not for me"



When I say...

"It's not for me"

What I might mean...

I'm wary and fearful as I've had negative life experiences

1

Who am I?

- 60+
- I am a clerical worker
- I live alone
- I have experienced a number of life changing events

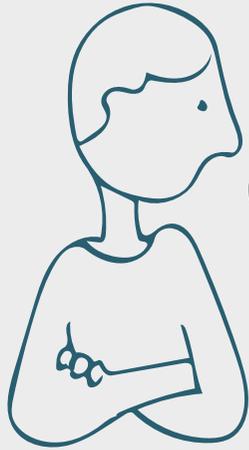
What will help me...

- Impartial advice on how to protect myself online
- I want to see more accountability and policing from the government and big organisations so I do not feel like my details will be compromised online and will feel safe
- Having clear guidelines on internet use and how to report incidents that occur online would reassure me

“ There just too much use of this technology, indiscriminate use and unnecessary use and I think big companies aren't dealing with it”

“ I have been the victim of a hate crime myself...I'm eliminating that channel from the perpetrators”

“ Security wise, I don't agree with it as I think its unsafe in certain respects. I wouldn't give anybody my private details, I wouldn't deal with anyone in terms of my financial situation. I wouldn't trust online banking as far as I can throw it”



When I say...
"It's not for me"

2

What I might mean...

I do not have the ability or skills to understand how to use the internet

Who am I?

- 60+
- I left education before 16
- English may not my first language
- Economically inactive but volunteer in the community
- I live with my family

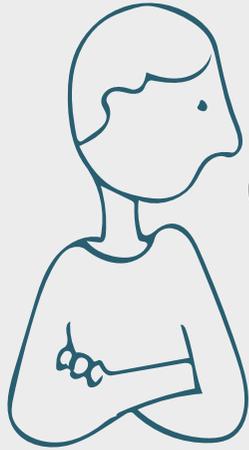
What will help me...

- Basic digital support that shows me how to use the internet but is also tailored to my needs
- I may need access to other services in order to build upon other basic skills such as literacy
- Until I am confident with my abilities, I may struggle to learn about the internet and understand how it works

“*I'm quite dubious but I guess it's just a matter of learning and gaining confidence*”

“*[The biggest challenge is] just not knowing*”

“*I had to learn all over again*”



When I say...
"It's not for me"

3

What I might mean...

I'm fearful of making a mistake or giving someone else control

Who am I?

- 50+
- I left education at 16 and I'm not confident in my literacy abilities
- I am currently unemployed but volunteer at my local community centre
- I haven't needed to use the internet before but I am interested in learning
- I can see the benefit of the internet but prefer using pen and paper as it can't do everything
- I have safety concerns as I do not want to share my details with someone I don't know

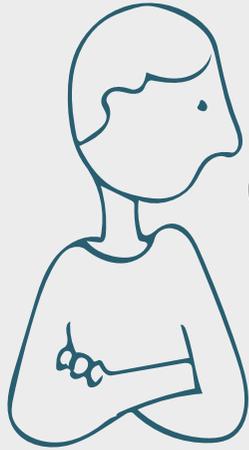
What will help me...

- Impartial advice that informs me on how to stay safe online and also makes me aware of what is possible on the internet
- This would be in the form of one to one support until I am confident enough to figure it out for myself
- Being shown that I can't break it myself would help with my confidence in using a device
- I want to feel empowered to use the internet for my own benefit and when I feel like it, rather than being forced

“ I've always been cautious, it's just built in me and part of my nature to be curious. Question everything, don't just trust with your eyes and ears”

“ The first time I used the computer, I was sweating with nerves because I was scared to use it because I didn't have the knowledge of how to do it and felt a little bit stupid”

“ It's not hard but I'm scared to go online, if I do something wrong or somebody hacks my account, I'm not confident. I lack confidence”



When I say...

"It's not for me"

What I might mean...

My life is fine without it

4

Who am I?

- Aged 70+
- I am retired so I am not interested in learning as I have no use for this
- I live alone
- I prefer to use pen and paper than use a device
- I enjoy going into the local area to get the things I need

What will help me...

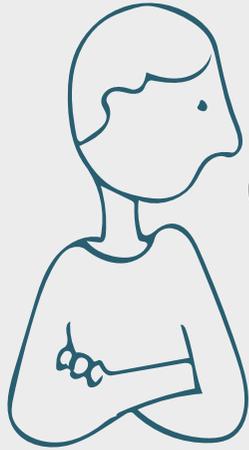
- I do not need help to go online as I prefer visiting my local shops rather than purchasing online
- If I feel like using the internet, I will seek support when I am ready

“ When I retired I decided that I didn't need to do that anymore”

“ I know the local area well so I'll just physically go to the place and ask about something if I'm interested”

“ I'm quite old-fashioned, I'm what they would call a luddite, I don't use technology, I don't use a mobile phone either”

“ I just find no use for it”



When I say...
"It's not for me"
What I might mean...
I feel forced to use it

5

Who am I?

- 50+
- I left education at 16 so I'm not confident with my literacy abilities
- I'm currently unemployed due to a health condition but used to work in manual labour
- Trying to upskill and retrain but I'm not interested in learning computers
- I live alone

What will help me...

- I have a negative attitude towards the internet as I am being forced to use it. I want to choose to use it when I want to
- The forced use removes the possibility of me seeing the benefits so I am not interested in learning about digital
- Digital skills need to be a secondary gain, show me what I can do on it that would benefit me

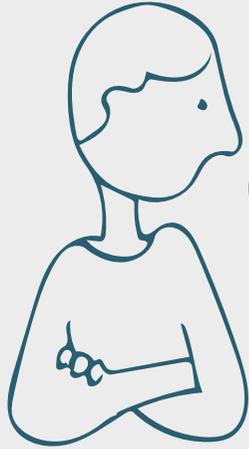
“ I have to go on universal credit so I need a computer”

“ I just need it for jobs, to search for jobs...then use one while I'm working in a job”

“ It's the only way that the organisation would accept the assignment”

“ I tried to dodge it - didn't even get a smartphone”

“ Because I'm not in employment, I don't actually need it. Before, I didn't have that choice, I had to”



When I say...

"It's not for me"

What I might mean...

Someone else can do it for me

6

Who am I?

- 40+
- I left education before the age of 16
- English may not my first language
- I am unemployed but looking for work
- I live at home with my younger children

What will help me...

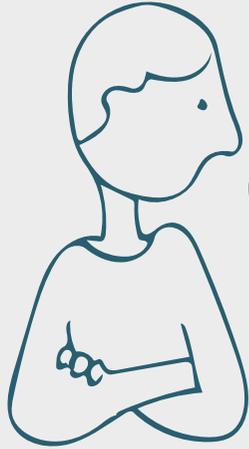
- Access to other services so I can gain the foundations that will help me feel empowered to learn for myself
- Patience and time from my family to show me how to use the device in our household rather than them using it on my behalf



If there's something that's absolutely crucial that i can only deal with online, they do it for me"



Children can do it as they speak English perfectly because they go to school and college so their mothers think they don't need to"



When I say...

"It's not for me"

What I might mean...

I have other priorities right now

7

Who am I?

- 40+
- I left education at 16 so I'm not confident with my literacy abilities
- I am unemployed but looking for work
- I am a single parent
- I have long term health problems
- I have a complicated day to day life

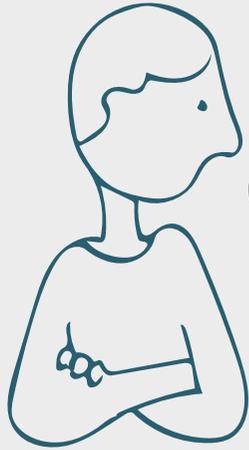
What will help me...

- Access to other services to overcome barriers currently preventing me from learning
- I need personal and tailored support in a social environment that accounts for my other needs
- Support needs to be flexible with no commitment to remove the pressure
- Digital skills need to be embedded in the support I am receiving so I do not feel like it is in addition to everything else going on in my life

“ I need to get my maths up so I can apply for uni”

“ It's just that there's so many different things going on in my head”

“ Learn English first, then after do internet”



When I say...

"It's not for me"

What I might mean...

I feel under pressure to use it

8

Who am I?

- 40+
- I work part time in low skilled work
- I live with my young family
- I can see the benefit of using the internet but I don't know where to start

What will help me...

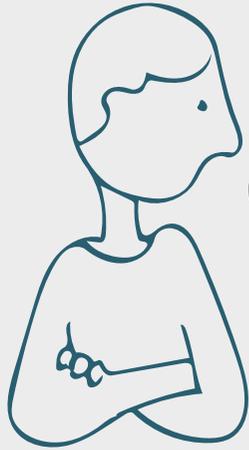
- It seems too much to learn at once so I need to understand what is possible with a goal to work towards
- I need encouragement from like minded people in a community based setting so we can take small steps together

“ I know it's handy if I know what I want, then I can type it”

“ I should know how to do [send an email]”

“ Even though it might be for someone...they need to start thinking, they need to make it fun for them”

“ I want it to be fun for me because if you don't make it fun, you're going to get left behind”



When I say...
"It's not for me"

What I might mean...

The ways I've seen it used don't match my life

9

Who am I?

- 40+
- I work full time
- I am a single parent of 2 children
- I am concerned about how safe the internet is, it's hard to understand what is safe

What will help me...

- I cannot see how it will benefit me so I need someone to explain how I can access the things that matter or I am interested in
- I have safety concerns after seeing how others use it so I need impartial safety advice.
- Knowing that I don't need to use everything that's on offer

“ I don't use facebook, I find that very intrusive. You end up engaging into like trolling and stuff”

“ There's stuff in that you can't get off TV or anything like that”

“ I feel my daughter just uses it for YouTube”

“ I use WhatsApp, that's it. It's safe so people can't get hold of me and know all aspects of my life”