PRESS RELEASE
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http://www.spatial-literacy.org/esocietyprofiler

People in Great Britain can be assigned to one of twenty-three "e-user types", according to research funded by the ESRC (Economic and Social Research Council) e-society programme.

Professor Paul Longley and his colleagues have assembled a range of private and public sector data sources to investigate three things: how we access new Information and Communication Technologies (ICTs); what we use them for; and how where we live influences the kinds of e-services that we use.

"It's no longer good enough to think of a single digital divide between 'haves' and 'have nots' – as was suggested a decade ago", comments Paul Longley. "We decided to investigate how new and subtle variations in ICT adoption and usage are emerging, and to try to classify us all according to the ICTs that we use, our information needs, and whether technology helps us to participate in society."

The research team used data provided by data warehouse Experian alongside public sources to develop and illustrate a nationwide neighbourhood classification. It can be accessed via: http://www.spatial-literacy.org/esocietyprofiler. Members of the public can tap in their postcodes to find out about the likely use of ICTs in their neighbourhoods, or of those of their friends.

Why not find out your e-user type? And if you disagree with how the academics have classified your neighbourhood you can email them with your comments and suggestions.

ENDS

Notes to editor

The ESRC E-Society Programme is the largest-ever academic research programme to investigate the impact of digital technologies, particularly the internet on society: http://www.york.ac.uk/res/e-society/

A 4 page e-society briefing .pdf on the Paul Longley project can be downloaded from the above website or emailed to you on request.

Please contact Antonia Luther-Jones, Communications and Events Manager for the ESRC E-Society Programme for further information: T: 01904 434561, E: alj504@york.ac.uk