



research report

Digital Television Switchover and Disabled, Older, Isolated and Low Income consumers

prepared for



**Advisory Committee for
Older and Disabled People**



by

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Executive Summary

This paper reports a qualitative research study conducted in the first quarter of 2007 by i2 media research limited, commissioned jointly by Digital UK and Ofcom's Advisory Committee on Older and Disabled people. The objective of the study was to understand how disabled, older, isolated and low income people will be affected by digital television switchover. In particular, the project aimed to (a) identify the role and importance of TV and other media in participants' lives; (b) explore participants' awareness, knowledge of and attitudes towards digital television and digital television switchover; (c) understand participants' support needs (type of support, and extent of support) in their day to day lives, and in particular in relation to media consumption and digital television switchover; (d) understand the extent to which participants' formal and informal supporters are able to provide the identified support in relation to digital television switchover; and (e) provide an overview evaluation of current and planned Digital UK switchover information materials and assistance to participants and their supporters.

The insights obtained from the research will inform Digital UK's continued development of its broad range of communications activities, to the public, and to supporters of disabled, older, isolated and low income people. In the research, draft tailored switchover information materials (such as versions in large print, Braille and simple language) were evaluated with their target users. The research has provided insight:

- about the form and content of such information materials towards their optimisation;
- identified where disabled, older isolated and low income consumers expect switchover information materials to be made available;
- suggested 'digital surgeries' to familiarise people with digital television equipment in advance of switchover; and
- suggested 'power questions' to empower consumers to get the best equipment for their needs through switchover.

Digital UK will also be using the research (a) to feed into the development of Digital Switchover Help Scheme¹ communications, including those communications to be conducted by Digital UK to raise awareness of the Help Scheme, and (b) to help shape Digital UK's emerging community outreach and practical assistance programme, including a potential partnership with charities and other support structures to provide practical assistance through switchover to local communities.

¹ See Chapter 1.3 of the full report for more information on the Help Scheme.

Summary of key findings

The impact of digital television switchover on disabled, older, isolated and low income consumers

- i. Most research participants expressed low personal concerns about digital television switchover. This low concern may reflect low understanding, and that switchover is still 'in the future' in the minds of many participants².
 - a. awareness of forthcoming changes to television was generally high, unprompted from most participants in early switching areas (Border, Granada) and either unprompted or recognised on prompting by most in later switching areas;
 - b. participants demonstrated low understanding that any reliance on analogue services after switchover is not an option (i.e., that all television sets in a household need converting; television conversion with a (single tuner) set top box will not enable the user to record one digital programme whilst watching another digital programme; analogue text services will not be available after digital television switchover);
 - c. participants implicitly trust that adequate support measures will be in place to ensure digital television switchover does not impact negatively on them.
- ii. Financial hardship, low levels of support, low confidence with technology and low motivation to the benefits of digital television characterise consumers most at risk of negative impacts as a result of digital switchover. Such consumers are likely to be in most need of support to successfully manage digital television switchover.
 - a. negative impacts could include: (1) temporary loss of access to some or all television functions currently reliant on analogue broadcasting, as a result of difficulty in the purchase, installation or use of new digital television equipment suitable for household situation; (2) worsening of financial situation for consumers with limited ability to plan their finances (as a result of low financial literacy, or very limited financial resources); and (3) emotional and health impacts resulting from (1) and (2);
 - b. impairments (sensory, physical or cognitive), social or rural isolation, old age or low income do not necessarily indicate that people will be under-served in relation to digital switchover.

² Most participants showed muted acceptance that digital television switchover is happening. Even by the end of the interviews which discussed various impacts of switchover (need to convert every set, update analogue recording equipment, change to using digital text) few participants were concerned about switchover. Direct experience of these impacts at switchover may generate more concern.

- iii. Most participants in this research were motivated enough to be able to adopt and use digital television. Nearly all had a variety of informal (e.g., friends and family) and/or formal (e.g., social services) supporters who they relied on to assist with their general support needs. Most participants expected that any help they would need with digital television switchover would be provided by their existing supporters. With enough motivation or adequate support, most participants were as well placed as the general population to benefit from digital television switchover.
- iv. Disabled, older, isolated and low income consumers are generally heavy viewers of television, whether analogue or digital. Participants did not think they were excluded from any media technology (from television and telephones to computers and the internet), even where their adoption or use was low.

Supporters of disabled, older, isolated and low income people

- i. There is a need to improve supporters' understanding of the practical steps needed for conversion to the all digital television environment;
- ii. Family members provide a key support role;
- iii. Training and resources are needed to leverage support from voluntary agencies;
- iv. Social service departments have a key role with service-users facing biggest challenges.

Solutions

- i. The Digital UK switchover information materials that were tested covered consumer and supporter information requirements well;
- ii. Early, effective and coordinated mobilisation of informal and formal supporters will best support positive impacts of digital television switchover;
- iii. Potential for 'digital surgeries' to provide consumers with experience and information about digital television and switchover;
- iv. There is potential for the development of 'power questions' for people to use in shops to help them identify the most suitable digital television products and services for their needs through switchover.

1 Background

- 1.1. Digital television switchover is the process by which all analogue terrestrial broadcasts in the UK cease and are replaced by digital terrestrial broadcasts. The process starts this year in Whitehaven and will progress throughout the UK on a regional basis, ending in 2012.
- 1.2. Nearly 80% of UK households already receive digital television on at least one television set. The remaining analogue homes will need to get digital television in preparation for switchover. Secondary sets currently receiving only analogue television will also need to be converted to receive digital television if they are to be used for viewing television after switchover. Digital television requires people to use different TV equipment and remote controls, and to adapt to digital versions of familiar analogue services (including analogue text and recording). Making these changes is likely to be harder for some people than others.
- 1.3. This research focused on people often considered likely to be disadvantaged or under-served when it comes to digital television switchover, that is, those who live with a range of impairments (sensory, physical and cognitive) and/or who are characterised by old age, rural and social isolation or low income. This is a very heterogeneous group for which there can be no single term; we refer to them throughout this report either as our research participants, 'target consumers', or as 'disabled, older, isolated or low income people.' [See Chapter 1.3 of the full report for a description of these groups].
- 1.4. With a shared objective of better understanding the impact of digital switchover on disabled, older, isolated and low income people, Digital UK, the not-for-profit and independent company leading the switchover programme and Ofcom's Advisory Committee on Older and Disabled people (ACOD) jointly commissioned i2 media research to conduct research to explore what difficulties these consumers may experience as a result of digital television switchover, and help shape future switchover communications and assistance. [See Chapter 1.4 of the full report for more about Digital UK and ACOD].

2 Objectives and design of the research

- 2.1 Focusing on older, disabled, isolated and low income people, the objectives of the research were to:
 - i. identify the role and importance of TV and other media in participants' lives;

- ii. explore participants' awareness, knowledge of and attitudes towards digital television and digital television switchover;
- iii. understand participants' support needs (type of support, and extent of support) in their day to day lives, and in particular in relation to media consumption and digital television switchover;
- iv. understand the extent to which participants' formal and informal supporters are able to provide the identified support in relation to digital television switchover;
- v. provide an overview evaluation of current and planned Digital UK switchover information materials and assistance to participants and their supporters.

2.2 Participants in this research were drawn from those groups identified by previous research as being those who may experience difficulties at switchover [see Chapter 1.3 of the full report], and included:

- i. 38 consumers with one or more of: (a) visual impairment; (b) hearing impairment; (c) dexterity and mobility impairment (d) cognitive impairment or learning difficulty; (e) low income; and (f) rural and social isolation. For (a)-(c), participants with both mild and severe impairments were recruited. For (d), participants with mild cognitive impairments and with learning difficulty were recruited, and supporters of people with severe cognitive impairments were recruited.
- ii. 18 supporters of consumers with the characteristics above, including: (a) friends and family; (b) organised voluntary supporters; and (c) social service supporters.

2.2.1 In practice, single impairments or disadvantages were rare. Low income commonly coincided with sensory and physical impairment, and many of our older participants reported multiple impairments. Participants frequently reported on the impact of impairments other than those for which they were recruited.

2.2.2 The project recruited both participants who will qualify for assistance from the Government's Digital Switchover Help Scheme and others facing similar challenges as a result of switchover who will not qualify.

2.3 To obtain a rich understanding of the experiences of our participants, a qualitative research methodology was adopted. This involved six focus groups (three focus groups with target consumers, three with supporters of target consumers) and 17 in-home depth interviews with consumers with more severe

impairments. A limitation of this approach is that it is not possible to infer how many consumers in the UK share these experiences.

3 Main themes to emerge from the research

The impact of digital television switchover on disabled, older, isolated and low income consumers

1. Research participants' expressed low personal concerns about digital television switchover. This may reflect low understanding, and that switchover is still 'in the future' in the minds of many participants.

a. low understanding of full impact of digital switchover

- When analogue television is switched off the way people access their television services will change. Whilst most of our participants were aware that television is changing, very few understood all the changes they will need to make to the way they currently use television:
 - Most participants in earlier switching areas (Border, Granada) were aware that switchover is happening. Many in later switching areas recognised that changes are afoot. However, few participants from both early and later switching areas had converted their secondary television sets - some because they did not understand that without conversion these sets would not receive television after switchover.
 - Many regularly recorded one channel whilst watching another and/or were regular users of analogue text. Few participants knew that they would need to consider how to access after switchover the recording and playback functions they wish to use³, or that they would need to learn to use digital versions of analogue text services.
 - Controlling equipment converted to digital using set top boxes can be more complicated than controlling analogue television. This is because two devices need to be controlled, the analogue television and the digital box.
- The prospect of switchover did not overly concern most participants, even after they had participated in the interviews which discussed the above impacts. This may be related to participants' thinking of switchover as 'in the future'.

³ Previous research has shown that to record one channel whilst watching another, a digital

- It is possible that increased understanding and experiences of difficulty will generate a more negative response to the concept of switchover amongst disabled, older, isolated and low income consumers⁴. Effective consumer information on the benefits of digital TV⁵ may reduce the likelihood of this possibility.

b. Implicit trust that adequate support measures will be in place.

- Participants expressed implicit trust in both personal support networks (e.g., I will be okay because my children will help me) and non-specified 'authorities'⁶ that adequate support would be in place for digital switchover. They believed that Government would not be implementing switchover if there was potential for negative impact; and so most were not concerned about the process.

2. Financial hardship, low levels of support, low confidence with technology and low motivation to the benefits of digital television characterise consumers most at risk of negative impacts as a result of digital switchover. Such consumers are likely to be in most need of support to successfully manage digital television switchover.

a. With enough motivation or adequate support, most participants were as well placed as the general population to benefit from digital television switchover.

- Most participants in this research were motivated enough to be able to adopt and use digital television. Many of the participants we recruited (as per the project brief) had already adopted digital television, and enjoyed its benefits.
- Nearly all had a variety of informal (e.g., friends and family) and/or formal (e.g., social services) supporters who they relied on to assist with their general support needs. Most participants expected that any help they would need with digital television switchover would be provided by their existing supporters.

television recorder is much easier to use than a converted analogue video recorder.

⁴ Research with disabled, older, isolated and low income consumers in Whitehaven when they switch to digital in October this year could give a clearer view of their experiences of the impact of switchover.

⁵ These include increased channel choice and special interest programming, improved picture and sound quality, spectrum efficiency (enabling new services), and better provision of access services such as subtitles, audio description and signing.

⁶ Many respondents were unable to cite with any certainty those responsible for switchover, though Government was most often mentioned.

- Without support, many disabled, older, low income or isolated people would have more difficulty than most in adopting and adapting to digital television. Potential difficulties may relate to:
 - selecting the correct equipment for their needs;
 - the cost of converting their equipment;
 - learning to use new equipment to be able to carry on using valued services, including text services and video recording.

- b. Key characteristics of consumers in most need of support to manage digital switchover, to avoid negative impacts include:**
 - financial hardship and low financial literacy;
 - low motivation towards the benefits of digital television;
 - low engagement with discussions about digital television and perceptions of low relevance of digital television to them personally;
 - low confidence with technology;
 - low level of support from friends and family, or from more formal support structures (including those provided by voluntary organisations and social services);
- Case studies illustrating the above are included in the full report.
- Negative impacts could include:
 - temporary loss of access to some or all television functions currently used that rely on analogue broadcasting, as a result of difficulty in the purchase, installation or use of new digital television equipment suitable for their household situation;
 - temporary worsening of financial situation for consumers with limited ability to plan their finances (as a result of low financial literacy, or very limited financial resources); and
 - emotional and health impacts resulting from the above (these may include stress about financial situation, anxiety and isolation as a result of loss of entertainment and social functions of television).
- Some consumers not targeted by this research may be characterised by the above, and thus also be at risk of negative impacts as a result of digital television switchover.

3. Older, disabled, isolated and low income people are generally heavy viewers of television, whether analogue or digital, and generally do not feel excluded from media.

- In line with previous research, participants in our research (whether they had adopted digital television or not) generally reported very high levels of television use, ranging from a 'low' level of 3-4 hours a day, through to an extreme of 15-16 hours per day. Some were already sophisticated users of digital television.
- Housebound consumers tended towards heavier viewing, though nearly all our participants reported that television plays an important and valued role in their day to day lives – as entertainment, company, contact with the outside world, information, a distraction from chronic pain, and a way of passing the time.
- Of the consumers we recruited who had already adopted digital, reasons for doing so included more channels, better quality pictures (especially in poor analogue terrestrial coverage areas), programme choice, keeping up with the progression of technology, and perceptions that digital offers better television (and for one BSL user, more choice of programmes with better quality subtitles). Word of mouth and encouragement from family and friends were important in supporting adoption of digital television. For example, digital television was sometimes given as a gift.
- Many digital television users still used and valued analogue services (e.g., analogue channels 1-5, analogue text and analogue recording) suggesting greater comfort with analogue and less awareness of, and confidence in, exploring the equivalent services in digital.
- Awareness of the need to adapt to using digital variants of these services at switchover was low.
- Of the analogue-only consumers we recruited, most felt there was sufficient television content through analogue. Others reported a general low reliance on or interest in television, not knowing enough about digital television, high perceived cost, inertia, more pressing (financial) concerns, and negative perceptions of digital television (perceived poor quality programming, repeats). Some participants suggested that having access to more channels would be a negative temptation to watch more television.
- Many of our participants favour simplicity and try to avoid complexity in their lives.

- Overall, participants expressed a low sense of exclusion from media technologies, including digital television, even where adoption or use was low. Contact with impairment-related and age-related groups or associations was frequently observed and such groups support shared experiences that minimise any sense of exclusion.

4. Impairments (sensory, physical or cognitive), social or rural isolation, older age or low income do not necessarily indicate that people will be underserved in relation to digital switchover.

- Our research suggests that on their own, being older, disabled, isolated or low income does not necessarily make people any less able than the population at large to benefit from digital television switchover. As detailed in 2., above, the co-occurrence of financial hardship, low levels of support, low confidence with technology, and low motivation towards the benefits of digital television characterise consumers most in need of additional support to successfully manage digital switchover.
- The same impacts as those that will be experienced by the whole population will affect older, disabled, isolated and low income groups. These include: (a) the conversion to receive digital television of any analogue sets on which consumers wish to watch television after switchover, (b) the replacement of any analogue recording devices used to record one channel whilst watching another with digital television recorders, (c) adapting to using digital text services, and (d) costs associated with (a)-(c) and aerial upgrades (where required).

Supporters of disabled, older, isolated and low income people

- In conducting this research, three types of supporter were interviewed: (a) friends and family of disabled, older, isolated or low income people, (b) voluntary support organisations, and (c) staff from social service departments.
 - Supporters in the friends and family category were most open to helping the people they support with digital television switchover, though many of these were in similar situations to the people they support.
 - Supporters from voluntary organisations did not generally perceive helping their service users with switchover to be part of their official

role. However, many thought that if they felt able they may provide support beyond their official roles.

- Social services supporters from a late switching area who participated in the research were not aware of their organisation's plans to help service users with digital switchover. They expressed concern about the potential impacts of digital switchover on their most vulnerable service users.

5. There is a need to improve supporters' understanding of practical steps needed for conversion to the all digital television environment

- Among both informal and formal support networks, understanding of the impact of switchover on consumers' current television viewing and recording behaviours is incomplete. To enable supporters to communicate accurate information and to provide effective support, this understanding needs to be improved.

6. Family members provide a key support role

- For many of the participants in the current study, informed family members provided a key role in supporting all steps in digital television adoption and use – raising awareness, encouraging understanding, assisting decision making of which digital television product(s) to purchase, providing financial assistance, installation, and teaching basic use.
- Consumers without close family, or with poorly informed family to assist, may be at an elevated risk of negative impacts as a result of switchover, especially if they are socially isolated and have no contact with voluntary or social service supporters.

7. Training and resources key to leveraging support from voluntary agencies

- Voluntary support agencies (including disability, age and faith groups) are well positioned to provide a key role in delivering information to reduce concerns, and in raising awareness of (and supporting qualifying consumers in accessing) the Help Scheme.
- Voluntary workers' did not think they had any formal responsibilities in relation to providing support for switchover. However, voluntary workers reported that they often assist their service-users beyond their formal remit, rationalised on the basis of personal concern and an informal sense of responsibility. With

an umbrella voluntary support structure in place, voluntary support agencies could play a valuable role in the provision of effective support to consumers who need it. The scope of this role could range from advice about the best conversion solutions for different situations, to day to day troubleshooting as a service user gets used to using new digital television equipment. Key considerations for such a structure include staff training, health and safety, insurance and adequate resources. Voluntary support agencies could play an important organisational role in the digital surgeries suggested by our research [see 11, below].

8. Social service departments have a key role with service-users facing biggest challenges

- Social workers recognised that disruption to television access could have serious impact on the physical and mental well-being of their more vulnerable service-users. For housebound people for whom television is a main link to the outside world, interruption to their ability to watch television could increase loneliness, boredom, anxiety and depression, and these impacts may also impact their physical well being. On this basis social service staff envisaged that switchover could substantially impact their day to day operations.
- Social services departments provide far fewer direct services nowadays, target those most in need, and face resource limitations. They are therefore likely to provide general sign-posting support with digital television switchover, towards any formalised support structure for switchover.
- Front line social service workers who participated in our research in late switching areas were not aware of their organisation's plans for the provision of support for switchover to service users.

Solutions: information to support understanding, experience to improve confidence and comfort with new equipment

9. Tested Digital UK information materials about digital television switchover covered consumer and supporter information requirements well

- Digital UK switchover information materials have the potential to meet most consumers' information requirements if consumers read them as relevant. Means of achieving this goal could include representing older or disabled people in the material. This would communicate that older and disabled

people do enjoy using digital television. Minimising complexity and maximising simplicity are key to ensuring materials are easy to understand, and to help consumers to perceive switchover to be simple and hassle free.

- Some consumers perceived aspects of the communications as sales rather than information materials. Raising awareness of Digital UK as an independent communications body could reduce this tendency, and increase trust in the materials. The materials generally provided reassurance and clarity, and answered many questions that were raised in the discussions by participants. Some of the participants had difficulties reading or digesting written materials; concerns mostly related to small text size. Some participants preferred a more personal introduction to digital television and switchover, along the format of the one to one depth interviews.
- The majority of participants expected television to be a key medium for coverage and advertising about switchover, with extensive repetition to minimise the chance of calls to action being missed.
- Participants also expressed a preference for written materials to be delivered through their doors, and available in several locations including shops and supermarkets, post offices, libraries, day-centres and GP's surgeries. A number of participants in early switching areas showed the interviewer printed Digital UK materials, demonstrating that they had kept them as important reference material.
- Some participants - particularly in early switching areas - reported local and national press, and newsletters from voluntary organisations in their areas, as important sources of information about digital television switchover.

10. Early, effective and coordinated mobilisation of informal and formal support entities will best support positive impacts of digital television switchover

- To ensure that any consumer at risk of negative impact as a result of switchover receives the information and support they need, all valued, trusted and well-used support networks, whether formal or informal, need to be actively engaged in the provision of support for switchover.

11. Interest in attending 'digital surgeries', potential for 'power questions'

- One of the research groups revealed a range of hurdles which deter people from being comfortable with digital television. These hurdles are mainly focused on the perception that digital television is not for them, low familiarity

with equipment, low confidence that they could use it, complexity of choice in how to switch, and not knowing where to start to obtain the correct conversion equipment solution for their needs.

- Following the qualitative interviews many participants reported that taking part had in itself been informative, and reduced concerns relating to complexity and high cost. Indeed, some reported they would use their incentive for participation to buy a digital box.
- These insights generated the concept of 'digital surgeries' where target consumers can openly discuss issues of concern and be provided with accurate information that is relevant to their particular needs⁷.
- Relevant areas for inclusion in such an activity could include demonstrations of what programme content and equipment is available via different digital television platforms, a friendly forum for questions and answers in an un-intimidating setting, and digital television demonstrations by (or the opportunity to converse with) other older, disabled, isolated or low income consumers who have already adopted digital television and experienced it positively.
- A key driver to motivate disabled, older and isolated people to attend such an activity is likely to be social.
- The organisation and administration of these surgeries could be through voluntary and formal support agencies.
- A key goal of the surgeries would be to provide disabled, older and isolated consumers with enough information to help them feel comfortable and confident in taking steps to adopt digital television to be ready for switchover.
- An additional, low cost, solution in this regard would be the development of a series of key ('power') questions consumers could use in shops to help them to select the most appropriate digital conversion solution for their circumstances.

4 Acting on the research findings

Digital UK intends to use the research findings detailed above to:

- assist in the continued development of generic communications materials (including door drop and other leaflets, press, radio and TV advertising) to

⁷ A similar concept was trialled successfully in Ferryside (as part of a technical trial for digital television switchover). Relatedly, 'digital drop-in sessions' are being used in Whitehaven.

ensure they are accessible and useful to as wide a range of people as possible;

- support the development of targeted community communications, including information packs containing tailored materials (such as versions in large print, simple language, and alternative languages) that will be delivered directly to community touch-points including libraries, Citizens' Advice Bureaux, and community centres;
- feed into the development of Digital Switchover Help Scheme communications, including those communications to be conducted by Digital UK to raise awareness of the Help Scheme; and
- help shape Digital UK's emerging community outreach and practical assistance programme, including a potential partnership with charities and other support structures to provide practical assistance through switchover to local communities.

ACOD's key research objective has been to develop a deeper understanding of how digital television switchover might affect disabled, older, isolated and low income consumers. The research findings will be used by ACOD in:

- providing advice to Ofcom about factors which may impede the ability of some people easily to accommodate digital television switchover, and about what may help them to do so;
- providing advice about how these factors fit within the wider context of the use of communications technologies, for example in relation to Ofcom's responsibilities for media literacy;
- ensuring that the needs of people who are older, disabled, isolated or on low incomes are fully understood and included in Ofcom's strategies for the future.

5 The full report

In the full report, we present a more detailed report of the insights obtained through this research. The goal of the full report is also to bring to life the range of situations of disabled, older, isolated and low income people. To this end, the full report includes several (verbatim) quotes within the framework of the key insights summarised above. The quotes are taken directly from participant comments in the interviews and focus groups. Also provided are short case studies to bring to life the impact of switchover on our research participants.

For the interested reader, the full report also provides a more detailed description of the research methodology (including the scope of the interview guides for disabled, older, isolated and low income participants, and for their supporters).

1. The research in context

1.1. *Digital Television Switchover*

Nearly 80% of the UK population has adopted digital television (via digital terrestrial, cable, satellite, or through a phone line) on at least one television set in their house⁸.

Digital television switchover is the process by which all analogue terrestrial broadcasts in the UK cease and everyone will need to get digital television. The process starts this year in Whitehaven and will progress throughout the UK on a regional basis, ending in 2012. Today, approximately 25% of the UK population is unable to receive digital terrestrial television signals. Switching off the analogue signal enables the digital terrestrial signal to be extended to almost the whole population. Digital broadcasting is more spectrum efficient than analogue. This means that the replacement of analogue with digital terrestrial broadcasts will release spectrum. This spectrum will enable the provision of new services to UK consumers.

1.2. *Preparing for switchover*

Any analogue television sets that are not converted to receive digital television will not be capable of displaying broadcast television after switchover. Ofcom recently reported that half of the television sets in UK households are converted for digital, but half remain analogue only. The conversion of analogue television sets to receive digital television requires the installation and use of a digital (set top) box⁹. Controlling equipment converted to digital using set top boxes can be more complicated than controlling analogue television. This is because two devices need to be controlled, the analogue television and the digital box. An easier to use, but more expensive,

⁸ Digital television offers viewers more channels, better picture quality, widescreen television pictures, digital text and interactive services, easier to use recording and time shifting functions and better television access services.

⁹ Digital set top boxes are available for television signals received through an aerial, satellite dish, cable, or phone line. The digital box receives digital television signals, and the analogue television set operates as its display.

alternative is to replace the analogue television set with an integrated digital television set.

After digital television switchover consumers will not be able to use existing analogue text services (such as analogue Teletext, or analogue Ceefax). These will be replaced with digital text services (digital Teletext, and BBC interactive), providing enhanced services. After digital television switchover consumers will not be able to use analogue video recorders (VCRs or analogue DVD recorders) to record one television channel whilst they view another. Consumers wishing to maintain this ability will need to replace their video recorder with a digital television recorder. Some households will need an aerial upgrade to be able to receive digital terrestrial television¹⁰.

Scientific Generics (for Ofcom, 2005) estimated the average cost for UK households of converting television equipment for digital television switchover to be £132. This estimate was based on a household converting two televisions with digital set top boxes and replacing one video recorder with a digital television recorder, where a set top box costs around £25 and a digital television recorder around £100. For households needing to convert multiple analogue televisions and video recorders and a new aerial, the cost will be higher. For households with only one set, or who have voluntarily adopted digital television on some of their televisions, the cost would be lower.

1.3. Consumers with more difficulties as a result of switchover than most

A number of published reports¹¹ have suggested that consumers with a range of characteristics may experience more difficulties as a result of digital television switchover than will other consumers. Characteristics suggested in

¹⁰ Ofcom estimate that 5-10% of households may need to upgrade their roof aerial if they wish to receive digital terrestrial television after switchover; half of set top aerials are expected to need replacing.

¹¹ Including: Easy TV (i2 media research for Ofcom, 2001, 2002), Scientific Generics (for DTI, 2003, 2004), Ofcom Consumer Panel (Vulnerable Consumers in Digital Switchover, 2004), Ofcom Summary of Research on the ease of use of digital television (2006), i2 media research (2006, for DTI), Scientific Generics (2006, for DTI), Consumer Expert Group (2006),

these reports have included sensory, physical or cognitive impairments, older age, low income, social isolation, rural isolation, low English literacy, low motivation towards the adoption of digital television, and low confidence with technology.

To support consumers likely to face the most difficulty with switchover, the Government has developed a Help Scheme to provide free or subsidised assistance to qualifying consumers for the conversion of analogue equipment. Qualifying consumers for the Help Scheme are those aged over 75 years, disabled people under the age of 75 years in receipt of Disability Living Allowance or Attendance Allowance, and people registered blind or partially sighted. Approximately 7 million 'benefit units' will qualify for subsidised or free assistance from the Help Scheme. Some consumers who will not qualify for assistance from the Help Scheme have characteristics that may also cause them to experience difficulty as a result of digital television switchover. Digital UK has identified these consumers as follows.

<u>Type of consumer</u>	<u>number in UK population</u>	<u>% digital</u> ¹²
Older people (65-74)	4.9 million (10% of UK pop.)	71%
Other disabled ¹³	6.9 million (14%)	60%
Low Income	9.2 million (16%)	62%
Low literacy	3.6 million (7%)	[not available]
Non-English speakers	1.2 million (3%)	59% [indicative only]
Geographically isolated	4.6 million (8%)	81% ['rural']
Socially isolated	0.4 million (1%)	[not available]

Because several of the above characteristics co-occur, Digital UK estimates that 25% of UK adults (approximately 12 million adults) fall into these groups. Of course, many of these consumers have already adopted digital television

RNIB, RNID

¹² those with digital television on at least one TV set at home, as at Q1 2007 (Digital UK/Ofcom Digital Switchover Tracker)

¹³ Not in receipt of DLA/AA

on at least one set in their homes¹⁴. The number within these groups who remain analogue and may need assistance and support to maintain access to television through switchover is therefore estimated to be approximately 3.5 million.

1.4. Motivation for the current research

Digital UK is the not-for profit organisation set up by the public service broadcasters to manage the digital television switchover process. Digital UK's activities are wide ranging, and include:

- communications to improve consumer awareness and understanding of digital television switchover and what consumers need to do to continue watching television;
- working with the consumer electronics, retail and aerial industries to support the availability of suitable, easy to use equipment; and
- working with local authorities and charitable support groups to ensure the needs of all consumers in relation to digital television switchover are understood and met.

As part of its wide ranging communications activities Digital UK has started developing communications specifically for people with different disabilities, and for their supporters. These include communications in a range of languages, in large print and Braille, in audio, and simple, clear communications for people with cognitive impairment.

The aim of Ofcom's Advisory Committee on Older & Disabled People (ACOD) is to represent within Ofcom the interests and opinions of older and disabled people on communications issues. In the belief that all sections of the community should have the opportunity to benefit equally from media technologies ACOD was established to advise Ofcom about:

- the preferences and interests of older and disabled people;

¹⁴ as at Q1 2007, on average, 70% of these groups have digital television on at least one television set in their homes (Digital UK/Ofcom Digital Switchover Tracker)

- the factors which either enrich or impede people's ability to communicate, and to obtain and to share information through the use of media technologies; and
- the facilities or services which will foster inclusive provision in communications media.

In order to give appropriate advice to Ofcom ACOD must maintain good channels of communication with all relevant groups, must draw on expert, specialist knowledge, and must both use and generate research evidence when necessary.

With overlapping research interests, ACOD and Digital UK jointly commissioned i2 media research to conduct a qualitative research study with the key objective of better understanding the support needs for managing switchover of disabled, older, low income and isolated consumers. Of course, the potential impact on such consumers of digital television switchover is dependent on (a) their current situations, including what television equipment and functions they use at home, (b) their current understanding of the steps they need to take to continue being able to access the television functions they currently use after digital switchover, (c) the support structures consumers already have in place, and (d) the extent to which current information resources and support structures are able to provide the support consumers will need to successfully manage the transition to the all digital television environment.

Our report is structured as follows:

- Executive Summary
 - The Executive Summary provides an overview of the key themes to emerge from the research. It has been prepared as an integration of the broad scope covered by the project, to generate learnings relating to which people are likely to need the

most support to successfully manage digital television switchover, and what support mechanisms are likely to be most effective.

- Whilst the full report is structured methodically according to the project's research objectives (detailed below), the Executive Summary identifies themes cutting across different chapters of the full report and can be read as a standalone report.
- Objectives and methods
 - Chapters 2 and 3 detail the project's research objectives and methods;
- The context in which digital television switchover is happening, (a) above
 - Chapter 4 (Characterising the disabled, older, isolated and low income participants in our research) provides a contextual overview of the day to day lives of our disabled, older, low income and isolated participants, relevant to the focus of our research. The chapter summarises key observations relating to how disabled, older, isolated and low income consumers perceive, adopt and use new technologies.
 - Chapter 5 (Participants' relationship with television and other media) describes what media products and services our disabled, older, low income and isolated participants use, and the extent to which they value each.
- Information and support requirements for digital television switchover of disabled, older, low income and isolated people, (b) and (c) above
 - Chapter 6 (Awareness and understanding of, and attitudes towards, digital television and digital television switchover) describes key themes relevant to participants' information requirements to enable them to prepare for switchover.
 - Chapter 7 (Participant perceptions and use of current support networks) provides an overview of the use of, and value attached to, family and friends, voluntary support organisations and social services supporters by our disabled, older, low

income and isolated participants. The chapter also describes the extent to which our participants expect to need support with managing digital television switchover.

- Support and information: extent to which current information and supporters are able to meet the needs of disabled, older, low income and isolated people for digital television switchover, (d) above
 - Chapter 8 (Support entities' views and experiences) presents insights obtained through our research with supporters of disabled, older, low income and isolated people, relevant to their ability to provide support for switchover.
 - Chapter 9 (Information and support requirements for digital television switchover) provides a summary overview of information needs for digital television switchover common both to disabled, older, low income and isolated people and their supporters. The chapter also reports on the extent to which current (prototype) Digital UK information materials about digital television switchover meet the information needs identified through our research.

NOTE: Throughout this report, qualitative insights are backed up with illustrative examples and verbatim comments from participants in our sample. To identify characteristics of participants for each quotation, we provide:

- participant identifier (e.g., B1, B2, C1, C2 - as listed in Annex 1);
- sex;
- exact age (or age range);
- whether they are disabled (type and severity), older, on low income, isolated or a supporter;
- digital television adoption status; and
- whether they are located in an early or later switching region.
 - By 'early switching region' we are referring to participants residing in one of the first four areas to switchover to digital only broadcasts, these are: Border (2008/9), West Country (2009), Wales (2009/10) and Granada (2009). All other participants are

notated as 'later switching region')

For example:

"Oh yes I can't get on without [subtitles]. How do I get them? Well 888." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

2. Research objectives

To meet the research interests of both Digital UK and Ofcom's ACOD, five research areas were generated with the following scope:

- a. to identify the role and importance of TV and other media in the lives of different types of consumer, including disabled, older, isolated and low income consumers and their supporters;
 - e.g., what products are used, why/what purpose they fulfil, how and when they are used, how much they are valued, sense of media technology inclusion/exclusion
- b. to explore awareness, knowledge of and attitudes towards digital television and digital television switchover;
 - e.g., unprompted and prompted familiarity with, understanding of, and attitudes towards 'digital television', digital television platforms and services, and 'digital television switchover'
- c. to understand the types and extent of and perceived need for support provided to disabled, older, isolated and low income consumers by others in their day to day lives, in relation to media consumption and digital television switchover;
 - e.g., the domestic, personal, practical, financial, and emotional support provided by partners, family, friends, neighbours, formal and informal support structures
- d. to understand the extent to which formal and informal support entities are cumulatively able to provide the identified support needs of disabled, older, isolated and low income consumers in relation to digital television switchover;
- e. to provide an overview evaluation of current and planned Digital UK communications to disabled, older, isolated and low income consumers and support entities.

3. Method and sample

3.1. *Sample design and recruitment plan*

Qualitative research methods – focus groups and in-home depth interviews – were deployed to address the research objectives detailed in Section 2 above. These methods were chosen to gain a rich understanding of participants' experiences and views across this wide content area. They enabled flexibility in questioning to draw out common themes, and obtain a more detailed perspective on participants' experiences and attitudes than it is possible to obtain through quantitative (questionnaire) methods. A limitation of the method, inherent to small scale qualitative research, is that the research cannot quantify how general are the themes that emerge.

Qualitative sessions with a total of 53 participants were planned: 17 in-home depths and six focus groups (with a target of six participants per group). In total the project sampled 59 participants. This is because we over-recruited in some cells. Whilst most of the disabled, older, low income and isolated participants in the research were aged over 65 years, seven (of the 17) depth interviews were conducted with consumers aged 45 years or under. As per Digital UK and ACOD's requirements the research recruited a mix of adopters and non-adopters of digital television.

Depth interviews were used to gain a rich understanding of participants' media use in the context of their own home environment. They were also more practical and convenient for some of the participants for whom attendance or participation in focus group discussions would have proved difficult (e.g., participants with very limited mobility, or with severe hearing impairment). Depths were conducted with participants: with mild hearing impairment (n=2), with severe hearing impairment (n=4, of whom two were British Sign Language users), with severe mobility impairment (n=2), with severe visual impairment (n=2), who were socially and rurally isolated (n=2), on low income (n=1), with early stage dementia (n=1) and with learning difficulty (with social

communication problems – diagnosed with Asperger’s syndrome with lower than average IQ) (n=1). Two depths were conducted with supporters of people with severe cognitive impairment. Three of the depths were conducted either in i2’s living room laboratory space at Goldsmiths or in a private space local to the participant (at participants’ requests). Five took place in London, others were conducted in Surrey, Manchester, Merseyside, Lancaster, Kendal, Oxford and Bedfordshire.

Focus groups were conducted, where practical, to explore the opinions of larger numbers of participants who could compare and contrast their experiences. This method was suited to the three groups of supporters of disabled, older, low income and isolated people (friends and family, local voluntary support group, and social services staff) and to three groups of target consumers (those on low income, with mild-moderate visual impairment and with mild-moderate mobility/dexterity impairment). Two focus groups were conducted in London, one in Kendal, two in Dundee, and one in Reading. All participants, either in the depths or the focus groups, were paid £40 for their time. Please see Annex 1 for a table detailing participant characteristics, including age, impairment/disadvantage, location (area, Region), year of switchover, and current digital television adoption status.

Field work took place between January and March 2007.

3.2. Discussion guides – content areas

Two discussion guides were constructed: a core guide (to interview disabled, older, low income and isolated people) and a supporters’ guide (to interview their supporters). Whilst there was some overlap in content (e.g., understanding of digital television and switchover), the two discussion guides were constructed separately to address the different research objectives relating to disabled, older, isolated and low income consumers and to supporters respectively. Expert moderators were able to easily modify the guides as necessary in the course of the depth interviews and focus groups.

The core guide (for disabled, older, isolated and low income consumers) covered the following areas:

- role of television in participants' lives (warm up);
- perceptions and awareness of digital television, information needs, current information sources;
- motivations to adopt digital television – reactions to channels and benefits board;
- awareness of digital television switchover, reactions to digital television switchover, adoption plans;
- evaluation of Digital UK communications materials, followed by post communications discussion about digital television and digital television switchover;
- adoption, set-up and use plans for digital television switchover;
- support currently received/given, support structures, expected support needs for digital television switchover;
- perceptions/experiences of getting and using digital television (for participants who had already adopted digital television on at least one set at home);
- social/community/inclusion benefits of television;
- general media use (specific products, access, learning to use, experiences).

The supporters' guide covered the following broad areas:

- role in providing support;
- links supporters have with other supporters (individual or networks) of disabled, older, low income and isolated people;
- awareness, understanding and attitudes to digital television and digital television switchover;
- perceived benefits and risks of digital television and digital television switchover to disabled, older, isolated and low income consumers (across all steps in adoption, installation and use);

- perceived role in providing support for digital television switchover;
- evaluation of Digital UK communications materials for supporters of disabled, older, isolated and low income people; and
- general media technology use among disabled, older, isolated and low income consumers.

3.3. Research materials

Digital UK provided a range of information materials about digital television switchover for evaluation in the depth interviews and discussion groups.

Two prompts (digital television channel board and benefits board) were provided in the context of exploring participants' attitudes, awareness and understanding of digital television and switchover, and motivations to adopt. The digital television channel board presented a range of channel icons to give participants a flavour of the variety and type of channels available with digital television. The benefits board listed nine features potentially available with digital television: better picture quality, extra channels, audio description (where a narrator describes what is happening on screen), digital subtitles, interactive services (red button interactivity, email, games and shopping), digital radio services, Electronic Programme Guide (on-screen TV listings), recording a whole series at the press of one button, and pausing live television.

Seven pieces of Digital UK information about digital television switchover were supplied for evaluation. For each piece, participants were asked what they thought of them, how they felt they were useful, and how they could be improved. Participants were encouraged to focus on whether they understood the material, the content (too much, about right, too little), relevance, presentation, and accessibility. More generally, participants were asked to comment on the concept behind certain materials, recognition and perceptions of the materials (e.g., Digit Al). Materials were not shown to any participant or group to whom they were not accessible. The information

pieces were:

- 30 second 'Why Wait' television ad
 - broadcast widely over Christmas 2006, a 30 second television advert encouraging consumers to switch early. A subtitled version was shown to all participants.
- laminate 1: when and how
 - an A4 laminate presenting the main options for converting analogue television equipment to digital, in tabular form. For each option (platform) the laminate presented its costs, channel range available and contact details. On the reverse, a map of the UK shows switchover dates for the different regions.
- laminate 2: connection and converting your home
 - an A4 laminate showing an example house noting key switchover considerations (e.g., set top or roof aerial upgrade if poor reception, converting all sets in household, radio unaffected by switchover, recording devices needing converting) and on the reverse a pictorial and text guide to installing a digital box to a video recorder and television.
- general information leaflet
 - an A5 'what, why, when, how' and 'frequently asked questions' fold-out leaflet that includes the information presented in laminate 1.
- Switchkit press advert
 - a printed press advert (depicting a Christmas scene) describing Switchkit – a switchover solution, available in retail as a gift card for under £100 that can be bought by anybody and given to, for instance, an elderly person to help them prepare for switchover. The Switchkit covers conversion of one television set to receive digital terrestrial television, and includes the cost of an aerial check, installation, and a home demonstration.
- pictorial information pack
 - a simple step-by-step leaflet showing options for conversion, cost, and how to install and set up (digital terrestrial only);

largely pictorial with minimal text.

- letter to supporters/community pack
 - an information pack for supporters to help them to provide assistance with managing digital television switchover for disabled, older, isolated and low income people. The pack includes a letter to the supporter with an option to request information, the general information leaflet, specialist leaflets (e.g., Braille, large print, audio tape), FAQs, and a jargon buster.

Images of a selection of the above materials are provided in Annex 2.

4. Characterising the disabled, older, isolated and low income participants in our research

4.1. Summary

This chapter provides a contextual overview of the day to day lives of our disabled, older, low income and isolated participants, relevant to the focus of our research. The chapter summarises key observations relating to how disabled, older, isolated and low income consumers perceive, adopt and use new technologies.

Key themes discussed in this chapter include:

- many motivated and determined users, irrespective of their age or disability, can find ways to overcome accessibility challenges to the adoption and use of media products and services;
- decisions not to adopt a media technology product were generally not based on any sense of exclusion. Participants who chose not to adopt new media technology products and services could generally rationalise their decisions (for example, on the basis of low need, lack of purpose/function);
- participants' affiliations with similarly inclined peer groups normalised their attitudes and behaviour;
- several key factors were identified that could render people vulnerable to a risk of negative impact from digital television switchover, including
 - low income (specifically financial hardship);
 - low awareness and understanding of media technology (and high resistance to engage in discussions about media technologies);
 - low perceived need or function for a particular media technology;
 - limited support;
- the impact of these 'vulnerabilities' could be exacerbated by complexity of choice in the adoption and use of new media products and services.
- consumers with poor social communication skills may find it more difficult to find and maintain informal support, and may be poorly positioned to respond appropriately to switchover in the absence of support from family.

4.2. *Inter-relationships between participant characteristics*

Most participants were recruited for this study via voluntary or social service support groups and agencies (e.g., Age Concern). This has implications for the type of person who participated. For instance, these consumers are already in some contact with at least one support entity. People who are extremely socially isolated, whether voluntarily or otherwise, were not identified in this research.

As described in Chapter 3.1, the disabled, older, isolated and low income people who participated in this study were recruited on the basis of having specific characteristics. The majority were 65 years or older. In practice, discrete impairments were rare; the number of impairments increased with age and participants frequently reported on the impact of impairments other than those for which they were recruited (see case study 1 below). Consistent with other research, we observed that the majority of our target participants tended to have lower income.

CASE STUDY 1

B7 is a 91 year old woman, recruited via a local charity as someone who was considered to be socially and rurally isolated. At the interview, she gave several examples of various social contacts she has. She is visited regularly by family and belongs to several social clubs. Following three strokes, she suffers short term memory impairment and finds it difficult to remember new things. She wears two hearing aids and walks with the aid of a walking frame. She also suffers with eye diseases (including macular degeneration) which cause her discomfort in environments with bright lights, including watching television, and which make reading difficult for her.

4.3. *Accessing media*

4.3.1. The importance of support networks

“Yes I need help. There are many things I can do for myself mind you, and I could do much more, but I don’t give up just because I’m, I don’t feel that helpless [...] Because I can’t see, sometimes I don’t feel, how should I say, I don’t get desperate. I try to do [things], if I can’t do it then I ask somebody else. Now I feel a bit nervous about the electrical things, a bit nervous, I don’t want to attempt using something new without somebody trying it

for me, like that. But other than that I can manage so far, I might not be able to next month, but so far I can.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

Most participants reported no sense of exclusion, and good support

Overall, there was little sense of exclusion from media technologies, including digital television, even where adoption or use was low. Disabled, older, isolated and low income consumers in this sample generally reported feeling well supported, often having rich and varied social contacts who offer support with accessing and using media technologies, both on request and on their own initiative.

Social isolation is possible in urban as well as rural locations

Whilst socially and rurally isolated consumers were identified as targets for this research, we found evidence that these target consumers lived in close-knit and supportive communities ('community spirit'). There appeared to be less opportunity for people to be socially isolated in rural areas than there may be in busy urban environments where people have the opportunity to live more anonymously.

“[Interviewer: Do you consider yourself socially isolated?] Well to a certain extent but I realise that isolation is a two-way process, I make an effort to go out every single day so that even if it's only seeing a shop assistant or saying thank you to the bus conductor, speaking to somebody, and it gives me a walk, so I make an effort every day, but I know that that depends on me, nobody's going to come and find me, my family are even more incapacitated than I am, the ones that are here.” (E3, female, 79 years, severe hearing impairment, no digital TV, Greater London area, later switching region)

Few expressed any qualms about asking for assistance from others

Our participants generally expressed a low sense of imposition on others, although for some participants there was a sense of pride and reluctance to ask for help.

[Interviewer: How do you feel about asking for help?] “Oh I have no qualms at all! Absolutely none! Because I never ask the same person to do the same things. I

mean, I ask you to do one thing, I ask somebody else to do something, I ask somebody else to do something. Nobody gets bored.” (B5, F, 70 years, registered blind, no digital TV, later switching region)

“[Social services] are there. We don’t want to be a nuisance.” (B9, female, 42 years, no digital TV, later switching region)

Men deal with technology

Sex differences were also observed; decisions and actions regarding the adoption, installation and use of media technologies were more often perceived and reported as being in the domain of male participants, or male partners of female participants.

“[Interviewer: So you would pay for installation rather than do it yourself?] Yes [...] because I haven’t had to do it, that is my husband’s role, I haven’t concentrated on it, I haven’t learned how to do it basically.” (E4, Wife of 70 year old husband with severe hearing impairment, integrated digital TV, later switching region)

Good social skills associated with better informal support

Belonging to different social networks, particularly informal ones, had direct and indirect benefits in different areas (emotional, practical, personal). Whilst it may be an artefact of our sample, most of the participants in this research were friendly and sociable with good social skills, fostering high quality and varied social networks. The implications of this observation are that consumers with poorer social skills may: (a) find it more difficult to make and sustain informal support networks, and (b) find that informal supporters to whom they are not related are less willing to offer spontaneous support. Such consumers may be more at risk of negative impact from digital television switchover. Consumers who may be more likely to be affected in this regard are, for example, people with cognitive and hearing impairment that has adversely affected their social communication skills.

“...and being deaf I’ve found has affected my interaction with other people, other than family. You do tend to withdraw into yourself when you lose your hearing, because not only do you make mistakes in hearing and interpreting the sounds you hear, initially there’s always

the embarrassment of having lost your hearing, I've got over than now of course, greatly helped by my lip-reading teacher, she was marvellous she really was, not only do they teach you to lip-read, but they also teach you how to, the theory is how to communicate with others, so being deaf you tend to withdraw and you lose a lot of communication." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Shared experience in peer groups results in low sense of exclusion

Formal and informal associations with peer groups can foster a sense of shared experience, thereby reducing (or removing) any sense of exclusion. For example, contact with impairment-related and age-related groups or associations were commonly reported by our participants. This is no surprise given that most of our participants were recruited via age- and impairment-related organisations. Such contacts gave opportunities for social activities, which were generally valued. This was particularly evident among older target consumers. Examples of such groups provided by our participants included Age Concern, Stroke Association, Surrey Association for the Visually Impaired (SAVI), Social Club for the Blind (Feltham and Staines), Liola Club (Catholic Social Club), Jazz Club, D-Zone (deaf club for younger people), Deaf Access, and Salvation Army.

Participants' awareness, familiarity, and adoption of any particular media product or service tended to be similar within such groups, increasing the sense of group cohesion. This can normalise any attitudes or behaviours related to various media technologies, even if they are different to the attitudes and behaviours of the wider population.

Informal groups a key mechanism for dissemination of information

Group membership can be an important mechanism through which information can be disseminated. When group members are perceived as similar, the information can be more readily received and accepted by its members. Closed groups with strong identification among members can foster the spread of positive and accurate, as well as negative and inaccurate, information about media technologies.

"We rely on what goes on, what's the gossip out in the community really. What's been told and then I can make decisions from what people are saying, what the buzz is. I know the digital world is growing." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

[Interviewer: Do you feel you know enough about digital television?] "Because I don't have friends, I don't really know the full information because really I prefer a deaf person to tell me that information, maybe they don't know the full information, you only know more of the information with the pack that comes with it." (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

For instance, people with profound hearing impairments who used British Sign Language as their primary language formed an exclusive network and shared information about new media technologies. Indeed there was evidence of participants with hearing impairments distrusting people from the hearing community (see case study 2).

CASE STUDY 2

E1 is a 38 year old female British Sign Language user who is partially deaf (congenital). She is currently unemployed and on Disability Living Allowance. She has a 21 year old son who is also partially deaf. She has five channels only and does not consider television to be very important in her life. Availability of subtitling is key in her choice of viewing and she complained that the quality of subtitling is often poor. She was not interested in signed programmes as she considered there to be too much to attend to on screen. She considered that learning to use new equipment is slower for most deaf people, something she thought was based on lower literacy skills. She has a video recorder and DVD player but rarely uses either; she does not record as she cannot record subtitles. She demonstrated low awareness of digital television and had not heard of switchover. She is not currently interested in adopting as she perceives she could not afford to. Friends are her most trusted source of information; she is distrustful of promotional literature and perceived salespersons to be motivated by financial gain only. She finds it easier to understand verbal rather than text-based information and feels that deaf people are disadvantaged with written material as English is most often their second language. She feels that hearing people sometimes think that deaf people are not clever. She expects to manage switchover herself provided she can access the relevant information but is not motivated to adopt till nearer switchover time due to financial constraints.

The social communication benefits of having mobile phones, the internet, and digital television were exchanged effectively among a British Sign Language community familiar to one research participant. He found it difficult to imagine finding any young British Sign Language users who did not have digital television, partly because of a high perceived need for digital subtitled television. He expressed concern that older British Sign Language users, who he felt are less confident with new technologies, may be 'left behind' because he believed that many deaf clubs were closing as a result of developments in technology (e.g., replaced by internet chat rooms).

"There's a few elderly deaf people who have access to computers at home. I would say the old generation of deaf community, same as hearing I'm sure, with the hearing community, they like the old-fashioned things. They like their own comfort. But the young deaf community they're always into modern technologies and they're following that [...]. I know historically there were deaf clubs that were set up all over the UK. People used to go along, catch up on all the news and it was a forum of information. But as time has gone by deaf clubs have actually closed down and the way that we communicate if we don't see each other is usually sort of SMS and text messages and stuff." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

General perception that technology is for younger people

Many older participants reported that new media technologies were not made for them. They had not grown up with technology at their fingertips, had lived quite comfortably without it, and did not always feel confident with using technology.

"Kids accept it, we were brought up to respect it [technology]." (B8, husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

"[Interviewer: How confident are you now that you can manage the changes that you are going to need to manage for digital switchover] I'd say going forward for the younger generation, we've had our time." (A6: low income focus group, participant 5, 65+ years, no digital TV, later switching region)

Lack of confidence and interest in new media technology and an

unwillingness to engage in any meaningful discussion about media technology appeared to characterise participants who were less keen on adopting new products. Participants who were unwilling to discuss digital television, and repeatedly referred to their disinterest in it generally remained negatively disposed towards digital television switchover throughout the interview. In the examples below, a participant describes how she responds to information she notices about digital television.

“Well I know other people talk about these other channels but I suppose what I’m really doing, I’m just closing my ears to it all, you see. I think well there we are, I’m quite happy with what I’ve got.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“[Interviewer: Is there anything you would want to know about digital television?] Well maybe it’s because I’m old and I’m quite happy with the simple things of life. I’m not into all this new way of life at all really [Interviewer: That doesn’t make you feel left out?] No, because I feel that television hasn’t always been something to be admired. There’s things on the television that’s rather harsh things. Well it’s not my way of life or thinking what life should be like. I’m born of an age where life was very nice. I don’t know, within the last 30, 40 years it’s become completely spoilt. I can say that I’m unhappy with the world, the way it is today.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Some older participants motivated to learn to use new technology

Other participants recognised that they were less literate with technology than they could be, but showed willingness to learn how to use new media technologies. One participant had been attending computer classes and another was planning to.

“I used to work for the newspaper and you used to have to take adverts and type them in. So I didn’t know how to use a computer as such, just a VDU thing [...] and then everyone was on about computers and I thought I’d like to know. It’s no good being totally ignorant [husband: don’t look at me!] so I took myself off to classes and I found it very difficult, just having a week, but I mean I was quite a few years younger then and your brain wasn’t quite as slow.” (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

“My daughter said about getting me a laptop, I said I wouldn’t have a clue how to use it, but I’d like to be computer literate [...] actually I’m considering sort of going back to Morley College and taking computer classes.” (A6: low income focus group, participant 4, female, 69 years, no digital TV, later switching region)

Younger family members and word of mouth - key information sources

Whilst disabled, older, isolated and low income consumers exchanged experiences with others through impairment-related and age-related groups or associations, many participants found it difficult to explicitly recall where they had first heard about new media technologies. Television and leaflets were cited, but examples given by participants more often noted the influence of family. In general, older participants were not particularly engaged by new media technologies; they saw them as relevant to their children rather than themselves.

“[Interviewer: Where have you heard about digital television?] Lots of people talk about digital television and the internet and different things but most people are younger than I am you see. It comes naturally to younger people.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

“...today’s lifestyle is all computer related, digital this and that, for people it’s the norm for most people, but it’s a little bit daunting I guess for us.” (A6, low income focus group, participant 4, female, 69 years, no digital TV, later switching region)

Awareness and understanding of media technologies in general was most influenced by ‘word of mouth’, largely by the exchange of experiences through family and friends (and groups). Awareness that other media technologies are available can affect an individual’s sense of inclusion or exclusion:

“No, I don’t know any more [media technology] that you could have. No I think I’ve got everything.” (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

Older participants reported that they were most likely to become aware of new media technologies from their families (particularly children or grandchildren)

who had already adopted them, or that they had heard the ‘buzz’ about a new product and became curious to find out more.

“[Interviewer: Where do you think you’ll get your information about changes to technology from?] Well you’ll hear people talking or, you know, it’s just curiosity. I’ve always been curious and I think you should know how to do these things. Can’t always do them but you know I just like somebody there all the time. I’d like the computer man to be in the wardrobe.” (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

Some older participants became aware of new products because they had seen their family use them, and others were aware because their families had explicitly informed them about a particular product and had promoted the benefits associated with them (e.g., digital television).

“[my youngest daughter] left her shopping in the back through there and she was in here talking away. And I couldn’t hear it. She said, ‘my telephone’s working I’ll have to go and see who it is’ and it was her daughter, I couldn’t hear it at all but she could. And there was a message to say they were coming to pick her up and take her home again. I thought that’s amazing.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

4.3.2. Perceived need for media technology

“It depends on your own weaknesses as well, physical weaknesses then you feel that you need it. When you need it, then you want it. Or you have it when you need it to be precise.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

Low perceived need was the most often cited reason for participants not having adopted any new media product or service. Participants adopted media technologies that they felt could benefit them, and used media that they were motivated to use.

“I will only get [digital television] if I want to get it, but not because someone expects me to ... I’ll get it if I want to get it.” (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

“We tend to be satisfied with what we’ve got, if we have a need for something we go out and buy it.” (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

Motivation to adopt new technology dependent on functional benefit

Younger participants were more likely to have more media at home, and use it more extensively whilst the oldest participants were generally happy with low media technology adoption without a sense of exclusion. However, as illustrated in the quote below, consumers who are otherwise content with low media technology adoption can feel motivated to adopt a new product to access services from which they perceive a benefit:

“I said what we’ll do is we’ll get a ComCab back home – this is a taxi service that I have qualified for because of my disability at the moment – and instead of it costing me £5 for a taxi [...] it’s only £1.50 but you go through a sort of assessment for it. Now Rene [neighbour] has got a mobile phone, I don’t possess one and she got the number and rang up because you see you can’t make it in advance. The taxi came along about 2-3 minutes afterwards. And I was saying to her, this might be a good idea for me to have just the most elementary mobile phone for just this purpose, if I was to go down there [into town] on my own. You see I could get the cab from [my home] to take me down there but I can’t book it for coming back.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

4.3.3. Cost and complexity of choice

In addition to low perceived need, our research also suggested that cost and complexity of choice can be barriers to disabled, older, low income and isolated people adopting and using various media technologies. As noted in 4.2, in our sample, low income commonly coincided with sensory and physical impairment.

Cost and benefit – a personal decision

Many of the research participants were on low income, and cited cost as an issue that can impact their ability to adopt and use a new product or service. Conversely, we also observed several instances where low income

participants were spending large sums (relative to their incomes), to access various media products and services. For example, for such consumers the amount of time they spent at home and the value they attached to television meant they rationalised as good value a monthly subscription to satellite or cable television services at a cost of £20-40, with premium channels. This demonstrates well the relationship between perceived cost and perceived benefit in consumers' decisions.

Poor deals for some

As described in the case study below, one of the research participants had just finished making monthly payments for a (standard CRT, not flat-screen) television product on a hire purchase agreement. In this instance, because the participant was on a very low income (on benefits) she had paid a higher price for her product than she would have paid had she access to a bank account and the same deals as other groups of the population can get on the high street.

CASE STUDY 3

B6 is a 35 year old female who has recently suffered severe impairment to her vision in both eyes. She has 5 children under the age of 9, and lives in a council house in the Granada region. She does not work, and receives a range of social security benefits (though at the time of the interview, no benefit associated with her visual impairment due to the recency of its onset). B6 had a 32" widescreen analogue television set which she had recently finished paying for over 36 months for a monthly payment of £38. This means she reported having paid over £1,300 for the TV. Had she had the money to buy the TV in one upfront payment, or to obtain credit from a high street retailer, she would have paid much less for the same TV. Payments were collected monthly in cash. The company through which she had bought the TV installed a meter between the television and power supply. B6 set the meter to require £1 to enable 4 hours of the television being switched on. Because of very high TV viewing, in an average month, B6 would put between £70 and £100 into the meter. This ensured she had the money to meet the monthly repayments – and the remainder was returned to her when the collector came to take the £38. On her widescreen TV, B6 had a Sky Digital package (all channels, including sports and movies). Her subscription for this was paid by monthly direct debit from her mum's bank account – B6 gave her mum the cash for the subscription. Regarding digital switchover, B6 was concerned about the cost of getting aerial connections to the 4 other TVs in her home (currently using indoor aerials) and getting a digital box for each TV.

Potential for higher costs to manage switchover for consumers with limited finances and inability to get good value loans

In relation to digital television switchover, there is a risk that consumers with very limited finances could end up paying more in the long run to convert their household's television equipment – either through entering credit arrangements that do not offer good value (as per the case study above), or if they are unable to borrow from high street banks. People with limited ability to manage their finances or with limited financial literacy may also be disadvantaged by switchover.

“...might have been different if we didn't have the money to buy another television... we certainly couldn't afford it on an old age pension... It's only that I have another little pension.” (B8, husband, rural/social isolation, 73 years, no digital TV, earlier switching region)

“Well first of all I went to [high street television equipment rental shop] and then they became [new name for high street television equipment rental shop] and I think it was when it changed over to [new name], I was paying rental for, quite substantially by the year in advance. And then I realised well I paid over and over for this telly, I'd bought the thing six or seven times over. So I rang them up and said can you just take a cash payment and say that I'm the owner, and they agreed to that. So it became mine.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“[Interviewer: How did you find out that [high street mobile phone retailer] was the best one, in terms of cost?] I went into a [high street mobile phone retailer – participants' mobile phone provider] shop in London once and I was looking and they had a chart and tells you all the networks and [high street mobile phone retailer – participants' mobile phone provider] was the cheapest one on the chart [...] and they recommend them as well [Interviewer: Who do?] [high street mobile phone retailer – participants' mobile phone provider] and [2nd high street mobile phone retailer].” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Evidence of poor understanding of payment options for digital television

Some participants seemed particularly financially vulnerable and did not understand payment options.

"I think it's quite expensive [...] I wouldn't pay £100 and something for a digital box or anything like that at all. [Interviewer: What about the Freeview box?] That sounds much better. [...] £30 you can get quite a lot, quite a lot of programmes to watch and everything but I wouldn't pay anything more [Interviewer: Would you prefer a one off payment or subscription?]. I'd rather have a one-off payment, like direct debit so I know where I am; I wouldn't like to do it any other way [Interviewer: So you don't mind paying a little something every month?] I don't mind. [Interviewer: Which is preferable to you, paying a little bit every month on direct debit or paying just one payment?] Yeah, I'd rather do all in one go. I don't like to do it in separate stages. I'd rather do it all in one go so I know how much I've got in the bank."
(C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Complexity of choice can make decision making difficult

The range of options for getting digital television was confusing for some participants, and could hamper decision making. For some consumers, understanding the offerings of different digital television products or platforms sufficiently to compare which best suits their needs can be difficult. Some consumers were more interested and more willing to expend effort in finding out the best deals for themselves. Others with lower motivation to adopt any media technology product in the first place, were either influenced by sales pitches and perceived 'good deals', or seemed happy to let trusted others (usually family) who they perceived as more knowledgeable to make the decision on their behalf. The least motivated did not express a plan for adoption. Two of our participants had received Freeview set top boxes as gifts from family members.

4.3.4. Retail experiences

Shopping for digital television with a family member or friend

Some of our research participants perceived that the retail experience can be too big a challenge for them to manage alone. It was typical for disabled, older, isolated and low income consumers to report being accompanied by friends or family to the retailer. Reasons cited included for transport, and

because of concern that they would be exploited and ill-advised without general 'back-up' (a peer) or the support of someone more familiar with technology (often a younger relative).

"I'd get a relative, who understands it more, to go down [to the retailers] with me." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Older consumers feel distant from young retail staff

Participants who were older and with less knowledge about what they were buying felt that there was often a generation gap between themselves and sales staff. Many reported that they find it hard to trust sales staff, especially if they use a lot of technical jargon.

"When you go into a shop you think it's just salesmanship and you don't trust them, well I don't anyway." (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

"...go to [high street electrical retailer] or somewhere [...] when you go in there they talk at you [...] 35 years old and they know what they are saying, I'm 73 years old and I don't know what they are saying." (B8, husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

"...I've been into [2 different high street electrical retailers] and all these people and I suppose 70% of the time they are salespeople, and some of the boys know even less than me, they think they know it all, they're not aware of their own ignorance, I'm old enough to realise my own ignorance and to acknowledge it, but when you are younger you cannot acknowledge your ignorance especially to an old Granny." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Hearing impaired consumers can develop strategies to use in shops

For people with hearing impairment, the retail experience could be more challenging. Some of our deaf participants expressed some distrust towards the hearing community and a sense that they were perceived by sales staff as more gullible than their hearing counterparts.

"It's more the fact that he's [salesperson] so patronising, going on and on and on, and I'm thinking to myself ... he

said to me oh sign something like that, but they're crafty, if they see a deaf person they think they're not that clever, here sign. Deaf people sometimes can't read, and I'm saying to him, 'no, I don't have to sign if I don't want to'." (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

One British Sign Language user, confident in using media technologies, described how his deafness affected his retail experiences:

"I can write a list of questions down in preparation. And also I've got lip reading skills but it is a lengthy process. Usually a hearing person will come in, quick questions, and they'll be finished, so it's a bit more of a lengthy process for myself but for me to get my satisfaction, because it's important for me to sort of feel satisfied with the information, that I get a good service; that's very important to me. OK it might be a little bit longer than the usual quick questions. As a customer, I have my rights as a customer, irrelevant of my deafness so I just communicate in written format. Some staff, obviously there's a lot of staff that just can't sign but I have a very good attitude and if they've got the attitude which is very important to get that rapport, then I can leave a shop feeling very satisfied with the answers to my questions"
(E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

The above quote, as discussed in the research debrief, generated the concept of power questions for consumers to use in shops to help them purchase the best switchover solution for their needs.

4.3.5. Using media

Accessible and usable media greatly valued, and referred to as a lifeline

Easily accessible media (including telephones, radio, and television) were often referred to by our participants as lifelines and connections to the outside world. The impact on disabled, older, isolated and low income consumers of using media technologies was therefore on the whole positive. However, some participants found using media challenging, because of poor accessibility or usability, or perceived low relevance. Many challenges that were observed for disabled, older, isolated and low income consumers using

media technologies are also relevant to other groups of the population.

“...but I think since subtitles started which I think was in the early 80’s it was a sudden change for myself and also for other deaf people because prior to that you know without subtitles you couldn’t understand what was going on but then it was like, wow, how clever, it’s fantastic! The outside world, it seemed that we’d missed so much information and once subtitles came up on our screen we would actually be able to connect to what was going on out there [...] so it’s so valuable. It’s really changed my life [...] it’s actually much more enjoyable watching TV for me now [...] If I’ve got a TV guide and then it’s got ‘SB’ next to it, then I’ll know well I make sure I actually watch that one, so sometimes yeah there are really great films but they’ve got no subtitles which is really frustrating cause obviously I rely on that access. [...] If the programme hasn’t got subtitles I wouldn’t bother with it.”
(E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Adapting media to needs

One of the research participants was housebound and had the use of just one arm (following two strokes). On the recommendation of their son, he and his wife had bought a telephone with a hands-free speakerphone setting. This was positioned beside the main armchair in the living room, so that the husband could answer the phone at the press of one button when his wife called as she was out and about running day to day errands. For participants who made use of personal computers and the internet at home, online services were exploited to make their lives easier as illustrated in the case study below.

CASE STUDY 4

B2 is a 45 year old woman, recruited because she has mild hearing impairment that causes her some difficulty with using the telephone and her (Sky) television’s surround sound. For her, sounds are often obscured by buzzing noises. She also suffers with mobility and dexterity impairment. She is comfortable using technology for familiar tasks but will tend not to explore them alone. Her children and husband help her with using her computer and television when she needs it. She regularly uses the internet for banking and shopping as she finds it difficult with her spinal injury to get out and about.

Considering others' needs

Challenges less easily overcome by motivation were observed in households where one person is affected by impairment, and the rest of the household or neighbouring households are not. For example, a severely hearing impaired participant reported having to listen to music at high volume levels which annoyed her neighbours. In another example, a young deaf British Sign Language user reported it challenging to set up the audio on his new television set for his hearing children.

"Well one thing after setting it up with the sound, that was the problem for me. Now I have actually two daughters who are both hearing. They visit me; come to my place and they heard the TV and they said, 'oh I never heard, can you sort everything out?' It seemed that the sound, the tuning, I just needed to make sure it was in tune Obviously me being fairly deaf so with my daughters, obviously yes they can sign and I said, 'does it sound right? Is it like equal, even balance and everything?' So they just helped me out with that." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Better communication with new media

For some disabled, older, isolated and low income participants, developments in media technologies were perceived as offering previously isolated communities or individuals new and richer communication opportunities. For example, a British Sign Language user talked about the communication benefits brought to people who are deaf (but also people who are hearing) by new media. Examples he gave included vibration alerts on mobile telephones, and the ease of communicating using SMS and via email, when he had previously relied on a pager.

"I'd say that technology has changed my life. It's not just for deaf people, it's for hearing people as well. As I said I've got two daughters. My SMS means that if anything happens to them, they can now text me and let me know, and I'd be there sort of instantly. But before how would I be able to get in touch with them, how would they ever contact me if something happened. But also at work as well. If I'm on a bus and the bus is late, so I can inform people to say I'm sorry I'm running late. It's so useful. And I have it 24 hours attached to me really so it means

that I'm accessible and possibly get in touch with people and they can get in touch with me at any time [...] It's like an everyday life, sort of part of me. And the deaf community, it keeps me in touch with everybody. Deaf people know that they can rely on that; they've got that satisfaction of communication needs being met." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Satisfied, in control or supported

Overall, participants were happy with the media technologies they had adopted, felt comfortable with the use of the ones they owned and used (even if they did not fully explore these products) and felt in control in deciding whether a new product was relevant to them. We observed little frustration about the accessibility of media products; participants were either motivated enough to access the benefits they perceived in products they wanted, or they decided that the product was not for them and that they could happily live without it. For many target consumers, however, most of the processes involved in the adoption and use of new products relied on the support of others, principally informal support networks.

"I don't want to absorb the computer. It's not that I can't, it's that I don't want to. I choose not to, that's the better phrase. I got a new piece fitted in [to the Hi-Fi], had a bit of trouble getting the sound through so I rung the shop up you see and said, 'what's the score here?' you know. [...] What I need to know, I'll go out and find out." (B8, husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

5. Participants' relationship with television and other media

5.1. Summary

This chapter describes what media products and services our disabled, older, low income and isolated participants reported using, and the extent to which they value each.

Key findings presented in this chapter include:

- nearly all the research participants were heavy viewers of television
- television, (fixed line) telephones and radio were the media technologies most valued by the research participants
- the extent to which different media were relied upon varied with age and some disabilities more than others:
 - mobility impaired and some older consumers relied heavily on television;
 - participants with greater confidence with technology would capitalise on the benefits of services such as internet shopping;
- confidence with technology was an important factor in determining the likelihood that participants reported they would try to install new equipment themselves, particularly so for television equipment
- supporters recognised the important role of television in the lives of the people they support such as, 'stability' and stimulation, company, and general enhancement of quality of life

5.2. General ownership and perceived importance

A wide and varied range of media technologies were owned by the disabled, older, isolated and low income people who participated in the research. These included analogue television, digital television, radio, digital radio, VCR, DVD player, hi-fi equipment (such as CD players, turntables, audio cassette players), landline telephones, mobile telephones, PCs, and the internet (dial up and broadband). There was only small variation in ownership of different products between our disabled, older, isolated and low income consumers groups. Perceived need for, relevance of, and confidence with, the media technology appeared to be the biggest influencing factors. Also note that

some of our participants with particular disabilities lived with others (e.g., family) who did not share the same disability; household ownership does not always reflect personal use.

Older participants less likely to own interactive media

Older participants in this sample commonly owned televisions, radios and hi-fi equipment (sometimes including CD players). Many, but not all, also had video recorders and DVD players. Very few of our participants owned mobile phones or personal computers (fewer still with access to the internet).

"In every room in my house I have telephones and radios. Well I have this one here which is radio, cassette and CD player. Got a radio in the kitchen, I have a radio up in [one] room – got a big radio cassette. I've got a CD player and a radio in the same room. In my bedroom I have a radio cassette player and a transistor, which I carry around with me when I go to the bathroom; that goes in there with me, always, so I like to know what's happening in the world around me. [Relies on radio more than television.] Because with television you have to sit down and I don't like sitting down for very long unless it is something specific that I want to watch. But watching television for the sake of watching something is not my scene." (B5, female, 70 years, registered blind, no digital TV, later switching region)

New media technologies such as digital cameras (including those on mobile phones), HD and MP3s were beyond the radar of many older participants; where mentioned, they were baffling and amazing technologies but participants were unable to see how their offerings could be useful to them.

"...they can take photographs as well with these mobile phones [...] and they can show it to you straight away! [...] It puzzles me I don't know how it all works, but evidently it does." (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

Most of our older participants had only a very basic familiarity with these newer technologies. Non-adopters generally cited no need for the technologies' function(s) in explanation of not having adopted them. However, as per examples provided in Chapter 4, we did observe instances where participants had found ways to access media technologies that

provided them with personal benefits.

Media used to fill the day

For many disabled, older, isolated and low income participants, particularly those who are older, media technologies were implicitly valued and used to shape and fill the day. Routines in media consumption were observed.

“I don’t put the television on much at all, till about mid afternoon, and from mid afternoon till about 9 o’clock then I’m on way to bed [Interviewer: Do you use the black and white television in the kitchen?] Yes when I go through. Half past 8 to 9 usually and I just put it on. I have certain jobs to do between half 8 and 9.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

5.3. Television

5.3.1. Ownership and general value

Television was used and valued by all participants. For some there was a tendency to under-report the amount of television they viewed, describing themselves as ‘light’ viewers when they would watch up to four hours a day. Many used television much more than this, even if it did not have their full attention (e.g., television as company).

“I’m up at half six, so I would have it on for, must be about ten hours.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Housebound participants reported highest levels of viewing

Impairments rendering people housebound and causing difficulties with social communication had the biggest impact on television use.

“Well I have to depend on [television] to a certain degree and I did especially when I was incapacitated through having a major operation [hip replacement]. [For six weeks, post-op, I was at home] ...there was no one to look after me. I have a niece that lives at Staines and that was far too far for her to come. I have got a sister that lives in Southern Ireland, that’s too far. So I have really had help from a couple that live in the same place as I do which is sheltered accommodation, and they both do my shopping for me, and one could bring me meals

so I could oven or microwave, and that is how I sort of existed for I should think at least three months. I was lost without [television]. [...] [The television] is a friend to me because it's something that's talking back to me." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"As I live alone, as I am alone, television is very important to me now. As a source of information as I don't get out much now, as one gets older one doesn't get out so much." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"[Interviewer: How many hours TV do you watch a day now then?] I watch quite a lot, Julie doesn't, Julie probably watches about 4-5 hour. Then I watch at night when Julie goes to bed, about half ten, eleven, I watch til 2 o'clock in the morning, and then I get up again bout half past five, six, so I only sleep about three hours or so, four hours, then I have me morphine [tablets] and I put telly on then for about an hour." (B3, male, 65 years, severe mobility impairment, Sky Digital, earlier switching region)

TV perceived as essential by many with sensory or physical impairment

Whilst nearly all participants reported that they valued their television very highly, some had invested more in their equipment than had others (also income related). One 45 year old lady with mild hearing impairment (and dexterity and mobility impairment) had invested in a high end cinema surround sound system which she found interfered with her hearing (buzzing sound).

Supporters recognise high value of TV to people they support

Supporters also recognised the value of television to the people they supported, particularly people with cognitive impairment. They reported that television offers stability and stimulation, company, and enhances quality of life for the people they support.

"[Interviewer: How important is TV to your client/s?] I'd say it's very important. She's basically in a room at the moment and she's waiting for housing so I think television gives her a little bit of stability, she's familiar with her soaps and she likes watching them and it's a possession that she owns and it offers her stimulation and it helps combat the loneliness and will hopefully

prevent further depression setting in so yes, I think she would very much value her television.” (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

5.3.2. Television purchase and set-up experiences

Few older participants reported independently buying, installing and setting up TV equipment

The tendency to purchase, install and set up (analogue or digital) television equipment on their own was less common amongst older relative to younger participants in our sample.

“[Interviewer: How would you go about getting digital television?] Go out and buy one, either to a video shop or we have [local outlet for major supermarket] here, where you get everything under the sun [Interviewer: You think you’d even buy it at [major supermarket]? Oh yeah [Interviewer: Would you ask anyone to come with you?] Of course, I don’t go anywhere on my own, [I’d go] with somebody who understands. First I would like to go and have a look at it, and see what’s offered and then I’d like to ask my friends what they have and how they use it and what benefits they get from it and then decide and buy one. Maybe not necessarily go to [major supermarket] and buy one. [...] Yes somebody who already has one [would go with me]. I’d go with somebody who has a car and who can help me set it up.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

Most participants were heavily reliant on family and friends to support, or even take charge of, product procurement, installation, and teaching basic use.

“I got both the TVs in this room and in the bedroom from [department store]. I chose them. Setting them up was quite hard cause you’ve got all the wires to put in. [Interviewer: Who set it up?] My father did. [...] He offered. He did most of it and then a friend of mine, luckily he knows everything about TVs so he came round and did the rest.” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Manipulating technology: respect or fear

Many older participants talked about respecting technology, by not trying to

install it themselves. Examples cited generally suggested fear of breaking expensive equipment, and a perception that ‘electrics’ are for professionals to deal with. Among younger participants, the tendency to install television equipment was largely related to confidence with technology and being physically able to do so. Gender stereotypes were also observed.

“well [to set up the television] was very easy because he [late husband] did it [...] my husband installed it [...] he was interested in what I call men’s toys. He did all this, he fitted everything, I never bothered, in fact I had quite a time keeping him down to this size we had another set, I mean this one is fairly old now it must be what 10 or 15 years old.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

“[Interviewer: who do you trust the most to give you information about television?] Well your own sex really, you wouldn’t be listening to a woman.” (A6: low income focus group, participant 1, male, 79 years, Freeview, later switching region)

5.3.3. Use of television services

Analogue television users were very comfortable with using their televisions.

Some had adapted them to make them more accessible.

“Oh yes, yes [I find the television easy to use] [...] I’ve got a loop system which Deaf Access fixed for me but it needs sorting, re-doing, they came and fitted it for me after Peter [late husband] died, I mean Peter had fitted an amateur one which I hadn’t found satisfactory at all so he wasn’t much help but when Deaf Access came in they fitted it all around.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Some had never explored analogue subtitles or text services.

“...we have heard of Teletext but we’ve never had it, I wouldn’t know how to use it either.” (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

“[Interviewer: Do you use subtitles?] No [Interviewer: Do you know about them?] I’ve never really been interested in subtitles. I have seen programmes that obviously people who can’t hear or speak and they do movement

[signing] but that doesn't bother me 'cause it's usually in a little corner [Interviewer: What about text services?] No, no, I'm not bothered [...] I'm quite happy with the simple life." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Analogue text valued, low awareness of need to adapt to digital text

Many reported enjoying subtitles (mostly participants who were deaf or with hearing impairment, but also a few other participants) and analogue text services such as Teletext. Many of these (including digital television adopters) were unaware that they would lose access to analogue text services¹⁵ after digital television switchover and need to adapt to using digital text services (such as digital Teletext and BBC interactive).

"Oh yes I can't get on without [subtitles]. How do I get them? Well 888." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"Yes I use Teletext quite a lot for the weather and if there's any problems on the railway lines or underground, cause I usually get up to London quite a lot so I like to know if there are any, strikes or anything. They usually have a good game on there, on channel 4 (text), which is quite good, give you 12 different questions, and it's very hard." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"...but I use teletext an awful lot, it's sufficiently concentrated, it usually seems to be anyway to take out the various biases which you get in the newspapers." (A4: mild/moderate visual impairment focus group, participant 1, 65+ years, Freeview, later switching region)

"We don't use much, only the 4, 5 channels and the digital, that's the main thing isn't it. [...] [Interviewer: Do you know what will happen to that sort of text service after digital switchover?] [...] No we don't know we haven't got into that one yet. [We] hope somebody will tell us what to do!" (C1, wife of 87 year old husband with early stage dementia, integrated digital TV, early switching region)

¹⁵ Digital text services, such as Digital Teletext and BBC interactive are currently available with digital television and replace analogue text services at digital television switchover.

Subtitles valued by users, viewed as essential by deaf participants

Where subtitling was used it was appreciated, and considered essential for access among participants who are deaf. Indeed, one British Sign Language user found subtitles more accessible than signing services on television. Reasons cited for not liking sign language on television included regional variation in signing, and also that it is more difficult to understand sign language when it is presented on a flat screen (relative to the additional depth information from sign language in the real world).

“Yeah, I do prefer the subtitles use because if it was without subtitles I would obviously rely on an interpreter. It’s a different experience of trying to get the sign language off the TV. It’s 2D effect [...] it’s completely different when you’ve actually got an interpreter in the room but when it’s flat screen TV then obviously I have to rely on that but if there’s an option of subtitles then it’s a back-up. It’s putting the two together and it means that if I’m not getting the sign and if I haven’t quite caught it, I can refer back to the subtitles really quickly” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

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E2 is a young (<45 years) British Sign Language user with profound deafness. He enjoys the subtitled programmes that he receives via his Sky box. He sometimes notices two programmes that he would like to watch. He records one programme through his Sky box, and watches the other through the analogue terrestrial service which he receives using an indoor aerial. He sometimes records the analogue terrestrial programme but the indoor aerial gives an inconsistent quality of picture and he can’t tell how badly it has recorded until he watches it back. He uses a specially adapted VCR that records subtitles and is concerned that this will be redundant at switchover. He is also concerned that he will not be able to easily share recorded programmes with his friends if they are stored onto a hard drive.

“[Interviewer: Do you use subtitles?] Sometimes. Sometimes if the TV’s muffled or you can’t hear what the people are saying properly, I use the subtitles.” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Video recording valued

High video recording use was observed in both analogue and digital households. This was either via timed recording or using a video recorder to

record one channel whilst watching another. One British Sign Language user recorded programmes when the subtitle speed was too fast.

"I'm always recording programmes. [...] I don't bother with the timer. [Interviewer: why?] I don't know how to do that. I've tried to do that, I've even looked at the instructions and it doesn't make sense." (B4, female, <45 years, severe mobility impairment, Freeview, early switching region)

"I do record a few things, I've got a video at the moment and I record a few things on there, basically if people show up at the last minute and it's something I want to watch I'll tape it [Interviewer: How do you do that, what do you do?] Got a remote so I do the remote to the video and just set it to come at a certain time [Interviewer: With a timer?] yes [Interviewer: Was that easy to learn?] That was yes, I've got a reasonably simplistic one." (A6: low income focus group, participant 3, 65 years, Freeview, later switching region)

Some participants who owned video recorders reported that usability problems limited their use. They did not persevere, accepting that they are not able to record.

"Occasionally you get nice films but they're always in the middle of the night [Interviewer: So, do you record them?] No, can't use the technology." (B8: husband, 73 years, rural/social isolation, no digital TV, early switching region)

"[The video recorder] was passed on second hand so we didn't have the instruction book so we're not very good at it [Interviewer: Do you ever use it?] We haven't done for a long time 'cause we can't remember how to do it." (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

"I think the only problem I have is recording on tape [...] So I don't record anything. So if I want to see something, I've got to be here or go down the road [to friend's house] and watch it." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"[Interviewer: You have a video recorder, do you have a DVD player?] I don't use any of those dear, it's too much of a hassle for me [...] we used to use that [video recorder] in the early days but I never used it, he [late

husband] did, for the simple reason I never learned to operate it, I was quite willing to. My husband was, he wasn't a good teacher and he had no patience with his wife. He could be very patient with other people but his method of teaching was, because he did this himself, you've got to learn yourself, he'll throw a textbook at you and say that's it you get on with it and he wanted me to get on with the video and I wanted to do that but as you see it's down there, it's black, it's small, I'm terribly short-sighted and to get down there by the time I'd read the book, found the knob, the blessed thing had cut out." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"[Interviewer: do you find your TV easy to use?] Now and again yes, the television itself is alright but the video is a pest. They're so different, and I have two, and when you have two to sort when it comes to changing times and what have you, you forget which one you are on, and all the differences. It's amazing all the differences they can put into them. Why can't they make them all the same?" (A5: mobility/dexterity impairment focus group, female, 65+, no digital TV, later switching region)

Continued reliance on analogue broadcasts for recording

Many participants with digital television who recorded were capitalising on concurrent analogue broadcasts.

"They say you can't record something else [on digital], but there is a way, which one of my other son's worked out for me. It's very complicated and I've only done it about twice. He wrote it all out for me. [...] We record [on analogue] everyday, something [Interviewer explains digital video recorders and that they can record directly from the programme guide. Do you ever use the programme guide here?] No, we're not into that sort of thing [Interviewer: Have you tried it?] No because I don't want to do something and then it go wrong. [Interviewer: So are you going to live without a video recorder] Oh no we need to record." (C1, wife of 87 year old husband with early stage dementia, integrated digital TV, early switching region)

Limited awareness of need to upgrade to digital television recorders

There appeared to be low preparedness for conversion of video recorders to enable recording after digital television switchover, and low awareness of

digital television recorders¹⁶. This was not unique to later switching areas, participants in Border and Granada were also unprepared. When options for recording were discussed, many showed resistance or cited an inability to afford a one off payment for digital television recorders or Sky+. One participant believed that VCRs would become redundant at switchover and that DVD recorders were the solution.

"...now that [VCR] is going to be obsolete as well, the video, aren't they? It's now DVDs. Can you record on DVD? You can can't you? That's what they all do, all my friends have got this, I don't have it, I still have videos you see. And they tell me you'll have to chuck them out soon just as you have to with cassette tapes. Technology is so advanced. It goes in leaps and bounds. I'm still hanging on to my [laugh] you can see there my collection of tapes that I've got there, I've got a whole pile there. I have CDs as well [...]" [Interviewer: How would you feel about losing your video recorder?] I would miss it because I know how to use it. Maybe that DVD is just as easy once I get the hang of it but I don't have a DVD recorder." (B5, female, 70 years, registered blind, no digital TV, later switching region)

"I value my VCR really. It's very valuable to me. I can use it. But with changes going around it's going to be a bit redundant. I know all the shops because they're off the shelves now; there are not that many being sold. It's special in the sense of an equipment and access to me as a deaf person. I value having that VCR. I value having the opportunity to record things so it [switchover] will affect me with that. [...]" My video recorder is actually special, only for deaf people." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

"Really what we'd love is a Sky+ machine, you know, because we were talking last night and when it goes digital we won't be able to record will we. We've only a normal video at the moment, so you won't be able to record will you. Not many people want to [just record what they're watching]" [Interviewer: Do you know how much it costs?] About a hundred pounds and then you need 10 pound a month, so it's quite a lot. We'll never

¹⁶ Whilst digital satellite television recorders (Sky+) were noted by just a few participants, one of whom was a Sky+ adopter, there was no evidence that participants were aware of terrestrial and cable digital television recorders.

get a hundred pound together, not unless somebody like your mum – her mum comes up with money for extra things like the power chair. [...] It's the £10 a month more than anything you know that every month you gotta pay £10. But we're gonna have to otherwise we won't make ever video anything.” (B3, male, 65 years, severe mobility impairment, Sky Digital, early switching region)

5.3.4. Switching to digital: motivations for and against

Reasons to stay analogue – habit, content and cost

Motivations cited by participants for remaining analogue only viewers included: feeling there was sufficient content on analogue, general low reliance on or interest in television, not knowing enough about digital television, cost (more pressing financial concerns), and negative perceptions of digital television (poor quality, repeats).

“I’m in a Warden controlled flat and there are people in there, 94, 85, and they just about know telly, there’s new programmes on telly, so as you said it would be very, it would disturb them, ‘oh I don’t want that, what is it?’, they’ll get frightened of the situation.” (A6: low income focus group, participant 5, 65+ years, no digital TV, later switching region)

“[wife:]...It’s a wonderful telly you’ll have to see it, you haven’t asked us how old the television is yet. [Interviewer: How old is it?] It’s about 28 years old [...] it’s brilliant ‘cause it doesn’t do a lot, just press 1, 2, 3 and 4, we can’t get channel 5.” [husband:] “...We haven’t had our money’s worth out of it yet, the tube’s still there [...] All they do is put a telephone number up [on television to find out about digital television]. I mean if you want to really know you just ring the telephone number, and we haven’t bothered because this one’s [current TV] still working here” [wife:] “...you spend too much time sat in front of the silly thing when you should be doing something else [...] what you’ve never had you never miss.” (wife, 67 years and husband, 73 years, rural/social isolation, no digital TV, early switching region)

“Yes well [the television is] very good company, when you’re living alone. [...] Well I’m quite happy just as I am. If I had a choice, I’d just stay as I am. Well we do get a lot of repeats I must admit but with my memory not being so good I can watch a repeat and feel as though I’m

seeing it for the first time. It doesn't bother me one little bit." (B7: female, 91 years, rural/social isolation, no digital TV, early switching region)

"I don't really know what to expect really [with digital television]. I just sit back and wait and see what happens. It's the only thing that I can do really, maybe I'm being lazy minded, I don't know, but I wouldn't say the television is everything to me in a way, because I like to read the newspaper, I like to read a book, I like to do a crossword puzzle. As I said, there's not enough hours in the day [Interviewer: Do you see any benefits of getting digital television?] No, I shouldn't think so. [...] I think there's enough channels. Why get more?" (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"[Interviewer: What things have put you off getting digital so far?] I don't think I have enough money to buy it." (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

"[context: Free Sat from Sky] But we'd never be able to get the £150, it's having the lump sum [...] it's always the lump sum to get into these things that's the difficulty, isn't it love." (B3, male, 65 years, severe mobility impairment, Sky Digital, early switching region)

Reasons to go digital – choice, content, progress

Motivations to switch to digital included: programme choice, keeping up with technology progression, and perceptions that digital offers better television. For one British Sign Language user, digital offered more choice of programmes with better quality subtitles.

Word of mouth from family and friends was most often cited as the motivation for many participants in our sample to switch to digital, particularly older participants. Some of the participants reported having received digital television as a gift, from family.

"Yeah my friends down the road, they got every channel you can think of and we flick through every night and they have quite a lot of good programmes to watch. Yeah they like it yes, it makes me jealous [laugh]. I go back to the four, and they have about 900 and something channels. [...] I'd like to have digital or cable because I

think what we've got now – the four channels – it just gets boring” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Perceptions of the cost of going digital

Estimated costs of converting equipment ready for switchover varied. Some had no idea how much it would cost them. Others were concerned that they, or others, would find it difficult to meet the costs.

“[Interviewer reads out costs across different platforms as participant did not know] £150? [Interviewer: For Free-sat] I think the whole thing is a waste of money anyway. I really do [shakes her head] [Interviewer: Do you think it's too expensive?] hmm [nods head] [Interviewer: You don't think it's value for money?] [shakes head]” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“Be nice if they gave these digitals, smaller version, to old age pensioners for [nothing], something like that would be good, I mean but they don't seem to, and if these things are going up and we can't afford it, they're pricing us right out of the market, we can't afford it.” (M, 79 years, low income, Freeview, later switching region)

“We've got about half the channels obviously, that's all we can afford, you know, me being on benefits. My wife's me carer so that's all we can afford really. [...] I'd like the sport but I just cant afford it you know [...] we pay about 21 [pounds] [Interviewer: Do you think that's good value?] Its good cause I like all the science programmes, I like the National Geographic and Discovery and I would love the sport and the movie channel but you see we just can't afford it.” (B3, male, 65 years, severe mobility impairment, Sky Digital, early switching region)

Others, with the resources and motivation, viewed switchover as an opportunity to update all their television equipment.

“If it needs a new aerial [...] and there is the DVD because there's no point going into new technology and not going the whole hog [...] maybe about £550-£600 to get everything installed [Interviewer: At that level of cost do you think it's good value?] It will be eventually [...] We'll have to pay what we have to pay and just accept it [...] We'll get the money back in the long term.” (B8, husband, 73 years, rural/social isolation, no digital TV, early switching region)

*“Well it’ll be an excuse to go and buy a new television, the one I have, I think it might just qualify as an antique.”
(A4: visual impairment focus group, participant 3, male, 65+ years, no digital TV, later switching region)*

Going digital not perceived to be difficult, though some negativity about hassle and about incomplete digital terrestrial television coverage

Most participants, even those with little understanding or interest in digital television, felt that getting it would be easy, though cost was still a concern.

“[Interviewer: Do you think it’s easy to get digital television?] Oh well until I try I don’t, or what do you mean? [Interviewer: To get it into your house] Oh well I’ve talked to friends and I assume it is, I’ve just got to buy a black box [...] Well God knows, everybody calls it a black box, something that you put on top of the television [Interviewer: A set top box?] Yes.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Others felt that switching to digital could be easier and were negative about digital terrestrial coverage currently being incomplete.

“[Interviewer: Do you think it’s easy to get digital?] No I would say no [...] well because it should be, you shouldn’t have to get extra boxes. You shouldn’t have to ring up to find... I think the number of people who must go to [major supermarket] and buy Freeview boxes and then take them home to find, the next door lady did, for a start. She went to [major supermarket] and got a Freeview box, had it all connected up and course it didn’t work ‘cause it don’t work round here. We didn’t know she was gonna do it otherwise I’d probably say to her you know.” (B3, male, 65 years, severe mobility impairment, Sky Digital, early switching region)

5.3.5. Using digital television

Just under half (17/41) of the disabled, older, isolated and low income participants had already adopted digital television.

Valued feature of digital: choice

Digital television was largely valued, particularly the programme selection. In one instance, a 45 year old participant had multichannel television for so long,

she had almost forgotten what it was like to receive just five channels through analogue.

"[Interviewer: What are the benefits of getting digital?] It's like picture and everything like that [Interviewer: Anything else? Anything else that's different. You obviously had cable previously, do you remember before that?] It's better quality, better picture and things like that but whether that's coming from me telly or whether that's coming from Sky I don't know. [Interviewer: Do you remember way back before you had cable, what it was like?] Oh it was limited! Programmes just limited! [laugh] Oh it was, limited programmes there was nothing on. Like there's so much on now through Sky, what you can pick. [Interviewer: How would you feel about going back to the 5 channels now?] No, oh I couldn't cope, I don't think they [family] could cope. Me husband wouldn't, there'd be a divorce! [laugh]" (B2, female, 45 years, mild hearing impairment, Sky+, early switching region)

Perception of more subtitles on digital television

One British Sign Language user reported that subtitling had revolutionised his television experiences and combined with the extra channels available through his Sky box, he had access to much more content than ever before. Nevertheless, he reported that he thought only approximately 50% of the Sky service had been subtitled rendering the remaining programmes that he regularly pays for, inaccessible.

"I've been trying to get on to them [Sky]. There's a lot of other deaf people who have been campaigning to try and get Sky to put subtitles on a lot more of their programmes, to have equal access. I'd say about 50% of the programmes have got subtitles but the aim is to hike that up a bit to get closer to 100% of programmes. Now you know I pay my license fees and I should have access in the same sense [...] As a deaf person I just feel lower as though I'm not getting the full access that I should be." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Participants confident they will get used to using new digital remote controls for basic use

Getting digital television involves learning to use a new remote control (either for the set top box, or for a new integrated digital television). Learning to use

a new remote control could take longer for people with cognitive impairment or with deteriorating memory but need not necessarily hamper basic use.

"If I would want to go on something what I don't use very often, I have to ask my wife to show me again [wife: Yes, but he learnt quite quickly how to use digital]." (C1, male, 87 years, early stage dementia, integrated digital TV, early switching region)

"I think having the remote controls are great but sometimes on the odd occasion I've had to simplify things so colour a button in a certain colour just so that they can find it a little bit more easily." (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

Participants can make do with two remote controls

The experience or idea of having two remote controls did not generally bother participants. Some participants with only analogue television had operated digital television at someone else's house and felt confident that they would get used to using two remote controls.

"When we go to Glasgow [daughter's house who has digital television], I've picked the [remote control] up a time or two to switch it on. I know you've got to press one button to get the red light to come on, and then you've got to go somewhere else to get what channel you want. It would come, I know it would come." (B8, husband, 73 years, rural/social isolation, no digital TV, early switching region)

"It will probably take me a long time to get used to it and probably have to keep on using the instruction book but once I got used to it, it won't take long at all. I'll find it very quickly to understand it. It doesn't take me long to learn [...] If I have a new remote control with loads of buttons, I'd just be lost. I probably won't use a lot of them I'll probably use the basics on it, yeah." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Indications that participants find analogue easier

Few participants were open about experiencing usability challenges with digital TV. Observation and probing revealed that there was continued use of

some analogue functionality (analogue text, recording, analogue channels), and low confidence to try digital text. This suggested greater comfort with analogue and less awareness of, and confidence in, exploring the equivalent services in digital.

Two participants (one of whom was a ‘supporter’) who had received Freeview boxes as gifts returned them because of difficulties using digital:

“Yes [television is] very important to me. I’m quite happy with the four stations. Digital television’s never really bothered me but the family did buy a box for me about three or four years ago and they fixed it but I couldn’t find the programmes I wanted at all. I found it very difficult. And by the end of the first week I sent it back again, said I didn’t want it. Well they had digital television. It’s no problem to them. [...] I was really glad to see it go. Margaret wrote it down to try and make it as simple as possible for me but because it wasn’t a digital TV it sort of, I didn’t get any satisfaction from it at all. I used to get so frustrated. They tried to make it as easy as possible for me but it wasn’t just sinking in as it should have done. It went in at one ear and went out of the other.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

5.4. Telephones

Fixed line telephones an important lifeline – selected for accessibility

All participants in this research used fixed line telephones. Most reported using them to maintain social contacts. Telephones were described as an important lifeline, particularly for people with mobility impairment and visual impairment. As described in Chapter 4, we observed one instance of a disabled participant and his wife having adopted a telephone that met very specific needs (one button answer). Other participants described using assistive technologies to make telephones more accessible (e.g., typetalk).

“It is [easy to use] because when she rings, it’s usually my wife that rings me when she’ll go out, and when it rings I press this button [to answer the phone].” (C1, male, 87 years, early stage dementia, integrated digital TV, early switching region)

“Oh I bought one of these portable phones so that I’d

have one up in the bedroom, before that you see I could rush downstairs or whatever, but with hearing I don't hear the telephone down here. [Interviewer: Is your phone modified or adjusted in any way?] Yes I have a volume button at the bottom." (E3, F, 79 years, severe hearing impairment, no DTV)

"[Interviewer: What do you do when you're not watching TV or listening to the radio?] I just be quiet, it means I can hear the lousy telephone when that blasts it out. You're lucky you'd probably jump off that chair if it went off [...] I don't use telephones unless I have to, but with that one I'm ok, previous ones I wouldn't use them at all [...] It's a hands-free one, it's supplied by the RNID." (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

Low mobile phone penetration and light use

Mobile phone ownership was less common than fixed line phone ownership in our sample. Those who did own them reported only light use. Mobile phones were described as being almost exclusively used for talking or 'emergencies', although a few used SMS. There was no reported use of 3G. Older, simple mobile phones were observed, and described as desirable.

"I have a mobile phone yeah, but it's only like a, you can just do texts, playing games, that sort of thing, I haven't got like internet or camera on it, so err. I'm thinking of getting one of those. I haven't come round to that yet. [...] I don't use the mobile phone, only in emergencies or when I'm going up to London. During the week I just use the landline." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"[Husband] has a mobile phone there, just in case when we go on holiday, say if we're staying in self-catering and no telephone there so he has that one there so that I can ring him if I'm out, if I go for a walk, I can ring to see that he's alright." (C1, wife of 87 year old husband with early stage dementia, integrated digital TV, early switching region)

"Well [the mobile phone is] somewhere safe in the house, well I have one somewhere but I don't use it. I bought it for my husband for his birthday many years ago thinking because we were getting older it would be useful [...] and he never ever used it. [Interviewer: and you never use it?] I never used it, well soon after he died of

course I had my own heart problem and I went to Spain for a month and I put it somewhere safe dear and that was nearly four years ago... [Interviewer: And have you lost it?] ... no it's still somewhere safe dear.. [Interviewer: So it's been sitting there for four years?] [laughs] and don't ask me where it is, I don't know where it is." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"I've got a mobile but it is only for use were there an emergency in the car or whatever, not used as a mobile as such. [Interviewer: What about text?] Don't know anything about that. [...] No other use for it at all. It's never switched on unless I want to switch it on. I do not want people getting in touch with me when I'm away from here thank you very much." (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

One participant described how losing her sight denied her access to a feature she used to value on her mobile phone.

"...on my phone, you know, the LCD display, I cant see it [...] I'm a bit annoyed cause I can't see who's calling me anymore, I just have to answer my phone and it comes through as somebody I'm trying to avoid or something [laughs] 'oh my mums ringing, nah' but I just have to answer it then and take pot luck in who's ringing me. Me mum will have me on the phone for an hour or something," (B6, female, <45 years, severe visual impairment, Sky, early switching region)

Mobiles particularly valued by young participants who are deaf

Mobile telephones have a particularly important role in the lives of some young participants who are deaf.

"It's changed my life really. Before, I used to have a pager that used to bleep up [...] most deaf people used to use it and then they stopped and we use SMS and it's really useful. Everything, especially with mobiles, it's really really useful. It's got obviously the numbers, you can store the numbers in it, you can send text messages. Previously, if I'd go down to deaf club, have a chat with people and now because there aren't so many deaf clubs, or I can like text people and say, 'where are you meeting up?'. It's just a huge change to my life, it really has." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Lower mobile phone penetration amongst older participants

Older participants were less likely to own mobile phones than were younger participants, unless they felt they had a clear need for it (see section 4.3.2).

Some discussed negative perceptions of mobile phone use:

“Everybody’s got a mobile phone. And what a nuisance they are when you get on a bus or a train. And I got on a train quite a time ago before I had my operation, and somebody sitting opposite me, their phone went, mobile phone went. And there they were relaying all their business ‘oh I’ve got something interesting to tell you, now this is very private’. Well I nearly burst out laughing.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“[My husband’s] got a dislike about them cause he can’t bear people walking down the road like this [mimics holding phone to head].” (B8, wife, 67 years, social/rural isolation, no digital TV, early switching region)

Some participants open to exploring mobile phones

Other older participants were more open to giving mobile phones a try even when they found using them difficult. In the example below, the husband bought his wife a mobile phone for Christmas. Both husband and wife independently gave the same commonly-held reason for adopting a mobile phone - emergency situations when out and about. The husband was less convinced about the purpose of adopting a mobile phone and was more resistant in general to change.

“And I got her a phone so that if she goes out on her bicycle and she’s got a bag and can’t ride with it, if she goes out for a ride on the bike, when she breaks down, gets a flat tyre or anything, she can ring me up and I can go pick her up in car [Interviewer: So that’s the reason why you got it?] No, no I got it because we have to move on, really, that’s just a perk. I mean she could always make it to the nearest telephone as she did before, and ring here. [...] I can’t see the point in having one of them in me pocket when I’m out, we’re walking, or even if I’m going shopping. I don’t want people calling me up. I don’t want people to know where I’m at.” (B8, husband, 73 years, rural/social isolation, no digital TV, early switching region)

“Well basically, originally I just wanted [the mobile phone] to be able to, when I’m out, ring [my husband] if I get a puncture or get lost, whichever, and that’s the only reason I wanted it. But now I’ve got it, although I don’t understand it at all, I think it’s brilliant. Yesterday I fiddled around and used the sound recording and I heard myself on this thing [Interviewer: Is there a camera on this?] Yeah! But there again I’m not using it properly because I took some pictures at the Centre and when I come to find them, it hadn’t take them, so I must have done something wrong.” (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

She showed interest in exploring the functions on her phone even though she didn’t understand many of them and some of the content (the applications) were simply not relevant to her.

“Yes I do use the menu [...] I don’t understand media player much and I can’t understand the games. I can’t understand them at all. And I don’t know what all this ‘photo DJ’ stuff is, whatever that is I was trying to play it. So where do all these pictures come from? [Interviewer: They are already on the phone when you bought it].” (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

5.5. PC and the internet

Whilst some participants owned PCs, most did not. Many could not appreciate any benefits they could get from using the internet.

“I mean they talk about internet. I don’t know what they’re talking about. You see this is another thing – internet - I mean and they say that they buy things on it, and I think to myself, well, I mean, how is this done? But I’m not really into it at all. I think to myself if I needed a new jumper, I can get in the taxi and go down to the town and walk round and pick my own jumper down there. I certainly don’t want to pick it off a screen, you don’t know what you’re getting.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Indications of low and basic PC use in households with PCs

For most participants that owned them, their PCs were observed to be covered with a dust protector, suggesting infrequent use or careful

maintenance of a valued and expensive product. Few PC owners had broadband internet.

"[I use the PC for] writing letters, sending emails, occasionally, not a lot I don't do that because the man who comes to help me if I have a problem keeps saying I should be on broadband. Well I don't really need broadband, I've no need for broadband. Time doesn't matter. I mean if I have to wait for it, it's alright. Now my son when he comes, he's just got broadband, of course it's different isn't it, when you can get it very quickly. I have no need to spend pounds a month for something like that. I can spend money on something else more of interest to me [...] I have a laptop as well so that I can bring that in here and put it on the table, he [husband] can use it. Someone did come to try and help him and he was very good at the beginning, but then he just went off, he didn't seem to want to do it." (C1, wife of 87 year old husband with early stage dementia, integrated digital TV, early switching region)

Communication a driver to having adopted a PC

Keeping up with developments in technology and the potential to communicate with friends and family were key drivers to the adoption of PCs.

"[Interviewer: What do you use it for?] Keeping contact with all friends on the internet and with having a bad memory I used to write letters and then just file them so that I knew what I said last time I wrote. No I got the computer because you got to know, they're here, they're here to stay and I said it's stupid being totally ignorant of what's going on and so I decided I wanted to learn how to use one. [...] I'm alright as long as they're working alright and then when something goes wrong and I don't know what to do, I get frustrated but I am not as terrified, I mean I was literally terrified of computer when I first got it. Simply because you don't know how they work. And you're frightened to death of breaking it. It's back to the old thing, you don't touch things that you don't understand. I had to leave it for a week. I'd got cross with it and then I'd go back when I'd calmed down a bit." (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

"I might get a laptop so I can use the internet. I haven't got enough room for a proper computer. [Interviewer: What appeals?] I like surfing the net. I like going on to Friends [Re]United and seeing who I was at school with

long time ago, or looking up information, weather, holidays, that sort of thing. But I wouldn't use it for e-Bay, just general information, yeah.” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

“There's a computer in practically every room but that was my husband's lot, but he fitted one, I can do email. [Interviewer: So you use the internet?] Well I suppose you'd call it the internet, Mark was always saying 'oh go to this for that go and look at that', basically it's emails to him, I haven't even bothered emailing anybody else and again this is because I'd prefer talking, so I tend to use the phone.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

A British Sign Language user perceived the young deaf community to be high adopters of PCs and the internet, citing that clear value (e.g., social communication, information) could be obtained from their use. However, he perceived that older people with severe deafness who show resistance to adopting new technology and fear of change have the potential to 'miss out' on the benefits he experiences from using new technologies.

5.6. Other media technologies

Radio highly valued

Radio was a highly valued media product, found in most if not all participants' homes. One lady who was registered blind had a radio in almost all rooms in her house and a transistor radio that she carried around with her, and to the bathroom. Radio was particularly valued among older participants especially for national and local news.

“Yes I like the radio. It's the first thing I do when I get up in the morning [...] when I go out I have the radio put on at low for company for [my cat] but it only is very low cause I don't like her to think she's all on her own.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

“[Interviewer: Which piece of media technology do you use the most?] The radio. We like Radio 4 don't we, that's why. It's interesting.” (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

Few had invested in digital radio

Some participants had invested in digital radios but found them less easy to use than analogue.

"[wife:] The [radio] in the back room is [a digital radio] but we don't know how to use it." "[husband:] There's the digital radio, which she's not bothered about because I just set four stations and that's all we need, that's all we use, that's not all we need." (B8, husband, 73 years, wife, 67 years, rural/social isolation, no digital TV, early switching region)

Most participants had some audio equipment

Ownership of audio playback equipment (audio cassette player, turntable, CD player) was commonly reported, and listening to music referred to as a valued pastime. Hearing impairment of course affected participants' access and capacity to enjoy this medium. Participants with mild hearing impairment, reported increasing the volume on their systems, and some reported using multiple speakers and hearing aids. Audio equipment was less useful to participants with severe hearing impairment.

"This is a very old system [looking at hi-fi] which we haven't used for ages because we bought it for me and I used it a lot because I'm very fond of classical music, but then my hearing went and you know once your hearing goes, as I say, cinema faded out, theatre, the cinema first, then theatre, then concerts faded out and I still listen to a lot of classical music but then gradually it faded out and I haven't used this [hi-fi] for nigh on certainly ten, twelve years." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Low DVD ownership, confusion between DVD and DTV (digital TV)

DVD players were less common and some non-adopters of digital television confused 'digital television' with DVDs. There was evidence that DVDs were more valued among analogue only television users, possibly because their channel and programme choices were more limited.

"[Interviewer: How would you feel if your DVD/CD player was removed] I'd be lost cause I wouldn't like to watch the 4 channels; it would just do my head in." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

region)

“Before I got Sky, I used to watch videos all the time, yeah, but now I haven’t got a video or a DVD player, they’re broken I never bothered replacing them” (B6, female, <45 years, severe visual impairment, Sky, early switching region)

Very few participants reported owning games consoles. One British Sign Language user noted that as he had DVD functionality with his PlayStation he did not need a separate dedicated DVD product.

“I have PlayStation 2 so I have access to DVD so I don’t really need to buy a DVD player, that would be just a waste of money.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

6. Awareness and understanding of, and attitudes to digital television and digital television switchover

6.1. *Summary*

This chapter describes key themes relevant to participants' information requirements to enable them to prepare for switchover.

Key findings presented in this chapter include:

- general awareness of digital television
- mixed awareness of digital television switchover, higher in early switching regions
- low understanding across disabled, older, isolated and low income participants as well as their supporters
- myths and misconceptions about digital television and switchover were common
- there was no evidence that disabled, older, isolated and low income participants were any less informed than other groups of the population about switchover
- most participants in early switching regions were better informed, indicating that Digital UK communications have been heeded
- the most valued information source for most participants, particularly those in later switching areas, was word of mouth
- participants communicated an implicit trust that adequate support would be in place for digital switchover and that it would not be happening if there was potential for negative impact
- most participants were not overly concerned about the switchover process but this might relate to gaps in their understanding of how to prepare for digital switchover

6.2. *Digital television*

6.2.1. Understanding digital television

Misconceptions and misunderstandings common

Some participants confused digital television with 'DVD' and 'HD', and others reported knowing nothing about it. 'Digital radios' were sometimes mentioned

in the same context demonstrating confusion surrounding the term 'digital'.

Some Freeview adopters did not realise they had digital television.

"[Interviewer: What have you heard about digital television?] There's about seven programmes on it or something like that [...] We switched from 425 lines for this television... now it's going to be up to 1000 lines to make the picture clearer [...] I accept progress because you have to go forward, I know I'm back in the horse and cart age... it's a bit more difficult for us, but if I was 35 it wouldn't bother me at all." (B8, husband, 73 years, rural/social isolation, no digital TV, early switching region)

"I don't know anything about it honestly other than the fact that it's there and you get extra programmes." (B8, wife, 67 years, rural/social isolation no digital TV, early switching region)

"Now you tell me, what exactly does 'digital' mean?" (B5, female, 70 years, registered blind, no digital TV, later switching region)

"[Interviewer: Have you ever heard of digital [television]?] Oh yes well I've got digital hearing aids haven't I? [...] Oh I've heard of digital television, how do you get digital, oh yes of course it's the mm what do you call it, the production side of the business is digital and they're changing over from analogue to digital, yes I have heard about it but I haven't done anything about it, I've been telling myself that I've got to do something about it shortly." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

[Unprompted; context: does your television have an aerial on the roof?] "We are all fixed up now for when they bring in this new system. The gentlemen were there about six months ago on the outside, there was some banging and then they would come in and fix up some sort of aerial or whatever. It's all ready for, is it 'DVD' or whatever? I don't understand it. And I think for the amount of what I've got is sufficient for me. I don't really want all these various programmes that are going to be put upon us. And there's only certain number of hours in the day and from what's on it at the moment, it's enough. I suppose we were lucky to get up to channel five [...] with the extra channel it does make the difference. [...]
[Interviewer: Do you know anybody who has digital television?] Well yes, I don't know about digital but I

know that some of them where I live have got the extra, what is it, Freeview, all that sort of thing.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“[Interviewer: What ways do you know of getting TV other than through an aerial?] Through satellite, cable, and digital. [Interviewer: Do you perceive satellite and cable as digital?] I think those three, the picture and the sound is good quality than having it from the aerial. [Interviewer: What does digital television mean to you?] Digital TV means that the picture is actually good to watch and the sound is perfect as well so there’s no fuzziness or blurriness or anything [Interviewer: Is satellite and cable different to digital?]. They’re all the same but with satellite, cable and digital you get loads of different programmes but with an aerial you just get the four programmes and that’s it.” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

“Well our tellys are gonna be no good ain’t they [...] I heard that you gotta have a certain telly or something.” (A6: low income focus group, participant 8, 65 years, no digital TV)

“I love the TV [...] Well I watch it a lot. I’m unemployed at the moment, so it’s on most of the day [...] about 40 odd hours a week. [Interviewer: Why do you watch TV?] Because I’ve got nothing better, else to do at the moment [...] If there’s nothing on the telly that I want to watch, I’ll put the Freeview on [Interviewer: And have you heard of the words ‘digital TV?’] Yeah [Interviewer: Have you got digital TV?] Not that I know of, no.” (B3, female, <45 years, severe mobility impairment, Freeview, early switching region)

“The HD TV, that’s what I’ve heard. It’s more of a sharp picture and things like that. And then when that comes in, you have to change box, you have to go to a Sky HD box which will compensate the picture coming through the TV. [Interviewer: Do you think it’s going to affect everybody?] I think it will yeah. Because I was having problems with the Playstation, it wasn’t HD ready, and if you plug it into a HD TV and that’s not HD ready, you have problems using it.” (B2, female, 45 years, mild hearing impairment, Sky+, early switching region)

Statements of differences between platforms had to be elicited with prompts

Participants were more able to recognise differences between platforms on prompting but were less able to recall accurate information, and there was still considerable confusion.

"[Interviewer: What ways other than satellite, can you get television now?] [long pause] Technology is obviously developing very fast. There's HDD – high definition something? [...] I know HDD's coming. I haven't caught up with that yet and I know it's relevant to TVs, but I think it's to do with digital as well. [Interviewer: Have you heard of Freeview?] Yes yes I do. My friend's got it but I don't. My friend told me about it. There's Freeview, Option choice. I've got Sky, so I'm set with Sky [Interviewer: Have you heard of NTL/Telewest?] Yes yes. Umm I know before, back when I lived with my family, there was Telewest, there was the cable, it was cable back then? So I enjoyed it but it wasn't digital, it was the cable. It was ok; it was a much wider choice of programmes and then as, from the deaf community, it seemed that all the deaf community were getting Sky in comparison to Telewest so everyone was making the decision so I was persuaded by the peer pressure I guess." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

"[Interviewer: What ways other than through an aerial can people get TV today?] I don't know. I'm completely sort of, ignorant [Interviewer: Have you heard of Sky TV?] I have. And it's something to do with, they can get movies and other things, sport that you pay extra for these things apparently. But you see I'm not bothered. You know, there's not enough hours in the day to take all this somehow. I'm quite happy with the programmes I look at. [Interviewer: Have you heard of Freeview?] I have heard of Freeview, but that is again, is extra channels isn't it [Interviewer: And have you heard of NTL/Telewest?] No [Interviewer: Have you heard of cable TV?] I've heard of cable TV." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"I have asked for NTL but they said that you need to have a lot of wires inside the flat [...] they said that you might have to have wires hanging out to the side of the place, you're better off having cable if I did want more channels." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"[Interviewer: You don't have digital, would you call satellite or Sky television, digital?] I've no idea. I thought everything was going to go digital, I don't know how, I'm not technical so I don't understand the way the system, these wavebands, work [...] [Interviewer: Would you consider cable to be digital?] I don't know, I'd have to know a bit more about the technical way, I know about how waves travel and I know digital is the 1, to, 1 to 10." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Previously reported misconceptions and myths were observed (e.g., the need to buy a new television set at switchover, 'digital radio switchover', scart-less televisions will not work). Queries about the TV license fee were raised.

"We don't know what to do about this [hi-fi], cause the radio signal is going off as well isn't it." [Interviewer: It won't be affected] So we didn't really need to have a digital radio in the kitchen." (B8, husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

"[Participant 5:] Will that put the licence up by the way, that's what we'd be worried about" [All participants agree they would worry about the licence going up to get digital] "[Participant 1] it wouldn't go up for us, it would go up for the younger people." (A6: Low income focus group, 65+ years)

6.2.2. Information sources

Family and friends most trusted information source

The most trusted advice (and information) was from family and friends, but also press and television adverts. This has implications for ensuring family and friends are well informed; inaccurate information could easily be spread in this way.

"[Interviewer: What have you heard about digital television?] Just through deaf friends really – what deaf friends have said and the community. I know I've read a little bit but it's mostly influence from and catching up with friends and recommendation really – what people have told me." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

"The family are trying to push us to get into this century

[...] [information] from the television we don't get it, we don't understand. It's like walking about in a fog really." (B8, husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

"[Interviewer: Where have you heard about digital television so far?] From my son's father, he's deaf, he told me 'did you know that digital is coming soon?'" (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

Participants' previous conversations about digital dominated by content

It appeared that discussions about digital television were more often in the context of content (e.g., channel availability, direct experience with others' digital television).

"Yeah they have it on adverts quite a lot and you get magazines and they have like leaflets in magazines and you usually have them through the door as well [Interviewer: Anywhere else?] I get it from various people [...] they say you'd be better off having loads of channels because it's entertaining, you've got loads of varieties and everything [...] I think I'd trust the friends, because the leaflets I'd think there might be a catch to it, I don't know, you'd just have to be careful but recommended by a friend is better." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"I've heard about it from friends simply because I've asked them, what is it like, are the programmes better, this sort of thing, and they say 'oh yes you can get Channel 5', they don't say much about it [...] I'd trust a written thing, but basically I don't trust anyone, I trust my own judgement, I trust myself to weigh up all the stuff that comes in to me." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Also evident in some of the interviews was low trust in retailers and installers. Some participants expressed concern about sales agendas of retail staff, and a fear of appearing ignorant.

"It's a bit daunting, there is too much to take in at once in a shop." (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

"[Interviewer: What do you think of the cost for just a set top box?] The only thing is the difference in pricing. If you

go to a small company they would advise you that any box under £50 pounds isn't worth having and of course you require your aerial as well. But if you go to some of the other ones, its 'no problem sir, we can give you that'. [Interviewer: And which do you trust?] Who do you believe?" (A4: visual impairment focus group, participant 3, male, 65+ years, no digital TV, later switching region)

"Difficult to say Jonny, because I've had a very bad experience of another situation before Christmas, and never thought I would be involved in being conned, and was. [Interviewer: Could you talk me through it?] No because I'm very embarrassed about it Jonny. [Interviewer: Was it something you bought?] It was a safety and security system which I felt was very good, but it was very expensive, but before I realised it I had the system installed and the money was taken out of my credit card on the same day and it's taken me a month to have it sorted out. Now I didn't think I was the kind of person who could be talked into that, but this I think it perhaps why we're all saying we're a bit reticent about having something like a digital box so that they get digitalisation installed and you're saying who can we trust, that's difficult." (A4: visual impairment focus group, participant 4, female, 65+ years, no digital TV, later switching region)

6.2.3. Reactions to digital television 'channels' and 'benefits' board

Mixed reaction to extra channels available with digital

The digital television 'channels' board shows the channel icons of a selection of numerous channels available with digital television. There was mixed reaction. Some were negative about the prospect of having that number of channels, for others the icons were meaningless, whereas others were more positive about the choice.

"You get all these channels? Corr, dear. Waste of time. I don't know why they bother really. [laughs] I really don't." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"They're just pictures to me because I don't know what they are, I don't know what's on them [...] they're just things on a piece of paper, I can't comprehend what they mean." (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

"It's a good thing! [to have so many channels] You have a lot of choice with so many channels. I think it's a good thing. It certainly does [appeal]." (B5, female, 70 years, registered blind, no digital TV, later switching region)

"[Interviewer: What are the benefits of getting digital television for your client?] I don't know because at the moment she only has five channels and then she'll have oodles and oodles of channels so I think it might complicate things for her because she'll have so much choice [...] I think she'll need some training on how to cope with it all." (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

Generally positive reaction to other benefits of digital

The 'benefits' board which flags the features of digital television was generally positively received; some were surprised with the offerings and showed interest in finding out more whilst others were more resistant and insistent that they had no need for digital television. Radio services on television were generally welcomed but were a difficult concept to understand for some.

"What's that, red button is only on a digital television? Games I'm not interested in and shopping, not really. [reads] 'digital radio services' I don't understand what digital radio services are. I mean they say that quite soon we'll have to have digital radio but to tell you the truth I don't know what that means. [reads] 'on screen TV listings' yes I used to do that, now I've forgotten you see what number to press to find out what the programmes are [...] I used to do that all the time but now I can't read what's on that screen so I don't bother with that [...] I think it's a good thing, without doubt [Interviewer: Did you know about some of those?] Yes, I did know [Interviewer: Which ones were of most interest to you?] Now better picture quality is interesting, extra channels yes, audio description, you know maybe at that time when I tried it I didn't quite like it but maybe now." (B5, female, 70 years, registered blind, no digital TV, later switching region)

[Participant asks for more information about the radio services] "It comes up as a blue screen? Yeah I think that's how it comes up. Because my daughter, when she's been, [...] she puts something up then there's a blue, like a horn, a shape of a horn. My daughter listens to it. So that's what this is then." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching

region)

"[laughs] it so bewilders me. I can't think what is happening, what is happening to me really, to want all that." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

[Interviewer reads: interactive services, red button] "I think you pay for that sort of thing, don't you, yeah. There's a catch there cause I, you press that and 'oh I wish I hadn't pressed that now because you have to pay for it'." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

"Oh well I should certainly hope there'll be better subtitling [on digital]. Subtitling seemed to be better a couple of years ago, again this may be my aerial problem, I find that the weather tends to affect it and it comes and goes it's not reliable. I don't mean it comes and goes from one programme. I don't mean that it's perfect for one programme and then it's not there for another. I mean in the middle of a programme it will go haywire and when my husband was around of course he'd fidget with it and if he could sort it or if he couldn't sort it, we knew that the problem was at source, but now I just haven't a clue as to what to do about it, I just switch it off, I try the best but I think it might be an aerial problem." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

6.3. Digital television switchover

Some awareness of changes to TV, not necessarily labelled or recognised as 'switchover'

Rather than being able to describe it spontaneously in response to the interviewer asking if they were aware of any changes happening to television, when prompted most participants reported they were aware that digital switchover was happening, although they sometimes used different terms to describe it (e.g., changeover).

"[Interviewer: Have you heard about anything happening over the next few years that will change the ways that people can receive TV?] [pause] No, not really [Interviewer: Have you heard of digital television switchover?] No, no. Switchover? No [Interviewer: Nobody's told you about it?] No I haven't heard anything

about that yet [Interviewer: So it's the first time you've heard it?] Yes. [Interviewer starts reading out description, a sentence in] Oh ok I have heard about that. I didn't know that it was under this banner of 'switchover' [interviewer: What did you call it?] Just a changeover, to change to digital, but everything, radio, television, everything, will be, yeah? OK you tell me." [Interviewer finishes description] (B5, female, 70 years, registered blind, no digital TV, later switching region)

"[interviewer: Have you heard about anything happening over the next few years that will change the ways that people can receive TV?] Well with television being, from a deaf perspective, I know computers are the way forward in getting TV access through computers. [...]
[Interviewer: Have you heard of digital television switchover?] Umm, maybe I'm mistaken but I think it's about the government trying to throw the analogue away. They're wanting to change it. Maybe that's going to happen in 2 to 3 years time and everything's going to be digital. Maybe I'm mistaken but that's what I've heard [Interviewer: Anything else you've heard about it?] Not really. I don't know if I'm right or wrong in that information. [Interviewer: From where have you heard that?] I've read it, and the deaf community [Interviewer: Where did you read it?] Must be the newspaper. I think it was the Metro." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

"[Interviewer: Have you heard of anything happening in the next few years that will change the ways people can receive television?] No, I don't know [Interviewer: Have you heard of digital television switchover?] No, new to me" (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

"[Interviewer: Something changing to TV over the next few years was mentioned, what have you heard?] I don't know, my son bought me a new telly purely because he said it's all gonna change [Interviewer: And is the new one safe for the change?] So he reckons." (A6: low income focus group, participant 8, 65 years, no digital TV)

One participant who was traditionalist in her attitudes to media technology commented unprompted about digital television switchover, although when directly prompted about it she claimed to have never heard of 'digital

television switchover’.

“I’m just sort of waiting to see now. I mean they keep saying ‘oh it’s coming along’ but I couldn’t care less when it comes really. I mean it could be tomorrow, it could be next week. It doesn’t matter [...] [Interviewer: Have you heard of digital television switchover?] No.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Whilst some people, like the participant above, were not concerned about switchover, many nevertheless reported how important television was, suggesting that they would act to retain television services.

“Well I’d hate my television to suddenly go out on me and that would be a first priority over a new telephone. I must have the television. Because, well, it does mean a lot to me. There’s no doubt about that.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Higher awareness of switchover in early switching areas

Many in Border and Granada reported awareness of ‘the change’ through local media (TV, newspapers, newsletters) and some via national media. Several Border interviewees showed the interviewer Digital UK leaflets, and an Age Concern newsletter with information about switchover was shown in one instance. Others in the same location were adamant that they had not received any leaflet about switchover. Border interviewees were aware of current digital terrestrial coverage limitations in their region.

Incomplete understanding of timing and impact of switchover

Participants’ understanding of when switchover was happening and whether they would be affected by it was not always clear.

[No description about switchover read out yet. Interviewer: do you think digital switchover will affect you?] “dunno” [P8] “no idea” [P5] “well, we’ll hear more about it first” [P4] “if it was more explained” [P4] “my daughter will explain it to me” [P4] “they’re talking about charging you if you’ve got to dispose of something, like my television, we’ve got to pay to have ‘em dumped into one of these places where they re-circulate the thing or whatever... so we don’t want none of that, that’s no good

to us.” (A6: low income focus group, participant 1, 65+ years, Freeview)

Participants’ understanding of what they would need to do for switchover (pre-communications testing) was often confused.

[Interviewer: Do you think you’ll be able to carry on using your old TV the same after switchover, so what do you think you’ll need to do to it?] “[P4 & P7:] Buy a new telly” “[P5:] change it” “[P4:] buy a converter thing” “[P7:] you can get another box can you, a digical [sic], I’ve heard the Freeview works the same so you’ll have two boxes, you’ll have the digical and the Freeview.” (A6: low income focus group, 65+ years, no digital TV)

“I just don’t know whether or not I need to buy another telly. Do I need a new telly or am I alright with Sky?” (B6, female, <45 years, severe visual impairment, Sky, early switching region)

Some participants felt switchover information was vague and were uncertain as to whether it has already happened or is yet to happen at all. Respondents were generally unsure about why it was happening although progress and change were cited when prompted. Awareness and understanding was higher in Border and Granada regions.

“[Interviewer: Why you think digital television switchover is happening?] Ah, I would like the answer to that. I don’t know [Interviewer: Who do you think is responsible for helping the public to understand about what to do?] Shall I blame the government [laugh] as everybody does. I really don’t know to be honest, I don’t know, I can’t guess who is responsible. I mean technology is progress but who is responsible for changes, I don’t know.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

“[Interviewer: Do you know when switchover is happening here in London?] No I don’t, all I know is it’s happening up North first of all, and it’s coming within two years, I don’t know how many months of the two years has gone by.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

“It’s a bit more, you’ve explained it, we know what is gonna happen, but before it was all iffy this and iffy that wasn’t it, you know, it’s coming to fruition.” (A6: low

income focus group, participant 1, 79 years, Freeview, later switching region)

Limited concern about switchover may reflect low understanding of its impact

Few participants expressed strong concern about digital television switchover; most showed muted acceptance of the change and did not report being strongly averse to it. Common reactions included 'it's inevitable', 'it's happening', 'nothing we can do about it', 'progress', 'government wanting more money', and 'have to live with it'. There was some evidence of anxiety about switchover in the low-income focus group (London) – the participants collectively breathed a huge sigh of relief when the date of 2012 was revealed.

"You mean about turning off the signal? [...] it's so vague, but we know it's going to happen [...] we'll do it when we have to [Interviewer: How do you feel about it?] We accept it. [Interviewer: are you excited about it?] No. [...] You get entrenched in your ways and that's the problem for us [...] When we switch we'll absorb it, we'll have to, simple as that [...] the first time I can't make it do what it should do, then I'll panic [Interviewer: What questions do you have about it?] How it works, how to get the best out of it, what you shouldn't do in case you make a right rubbish of it." (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

"[Interviewer: How do you feel about switchover?] Well I feel good. [Interviewer: Why?] Progress isn't it. That's why I feel good [Interviewer: Even though you haven't adopted it yet?] Yes, there's time. [Interviewer: How much time do you think there is?] [laughs] I don't know how much time but it's not going to happen tomorrow, is it [...] it's much better to do something new, to learn something new and to move with the times and not hang on to something that, of course it's tried and tested, but then there's always something new to learn [...] [Interviewer: Do you have any personal concerns about switchover?] No I do not. [Interviewer: Why? Do you think it's going to be straightforward for you?] Yes as long as I understand what is happening. I like progress. For me what is frustrating is just my sight, that is what is frustrating, not to take in something, it's not my mind that's setting me back so therefore I quite like the idea [...] I feel more inclined to get it, oh yes [Interviewer:

why?] well I feel there are a lot of benefits to having it [Interviewer: Do you have fewer or more personal concerns now?] Well I wouldn't say fewer, or concerns, not really, not worried about it at all." (B5, female, 70 years, registered blind, no digital TV, later switching region).

"[Interviewer: Do you think switchover will affect you?] Like what? What do you mean? [Interviewer: Do you think you will need to do anything for switchover?] [long pause] Well really I don't know. Well I'll just keep going and see what happens, and just when it happens it happens." (E2, male, British Sign Language user, <45 years, Sky Digital, with recording device needing converting, later switching region)

"Well if it's going to happen, I mean it will happen like everything else happens, won't it. I won't be able to stop it, or, I'll just have to go along with it." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"No I haven't [heard of digital television switchover]. [Interviewer reads out description. What do you think?] I think it would be great, yeah, cause the quality now is not very good at all. [...] [Interviewer: Do you have any concerns?] OK having all these things. A lot of people can't afford it at all, like old age pensioners, people who are unemployed." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Concerns centre on cost, hassle, fairness and coercion

Where expressed, concerns centred on cost and fairness, coercion or lack of choice (which was associated with some frustration, and anger at being forced to change), information needs/complexity, ease of use, and recording.

"I just think the cost is a concern especially for people on low incomes and people with disabilities and it could be quite difficult for them to change it over, they might need some money to help them." (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

"[Interviewer reads out description of digital television switchover. So you still haven't heard of this happening?] nods no [Interviewer: How do you feel about this?] I think me personally that the government are taking advantage

as people can't afford...I think really if someone has a television it's not fair for them to have to get a new one for the benefit of the government really [...] putting all the tax up causing all these problems, all they think about is themselves [...] I think maybe they could provide half of the money." (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

"We won't have an option, eh Jonny will we? In a few years time, I mean we'll have to be digitalised, so our present set... [Interviewer: Have you heard about that?] 2010 they're saying that in Tayside yes [Interviewer: Where did you hear about that?] On the television and the paper." (A4: visual impairment focus group, participant 4, female, 65+, no digital TV)

Participants in areas without DTT looking forward to the switch

Some participants, in Border and STV North, were more overtly positive about switchover because it will enable them to receive DTT. They showed more here and now concerns (recording, text, cost).

Most claim they will leave conversion of remaining equipment to last minute

There was a tendency for participants to report that they would leave conversion of unconverted equipment to last minute.

"I may not be here so why should I worry, exactly, I'm not bothered. I'm of an age that I suppose most people like myself are quite laid back about this sort of thing." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

[Interviewer: Now that we've discussed it, when are you going to get digital television?] "[P5:] Won't bother now, 5 years [to switchover]" "[P7:] I won't bother till it gets to 2012" "[P5:] that's if I'm still here." (A6: low income focus group, 65+ years, later switching region)

Others were more eager but were confused about when they could access it and what they would need to do.

"[Interviewer: When do you intend to get digital television?] As soon as it comes on the market I think [Interviewer explains it's already available. When do you think you will get it?] I don't know probably next year [Interviewer: Why then?] I'd just like to get the holiday out

of the way because it's going to be expensive so then next year I'll have loads of money to play around with [Interviewer: So do you think you would convert both TVs?] I think the modern TVs you get now, I don't think you need any conversion, I don't know. I mean this [TV in living room] is only two years old now and the one in the bedroom so they're both two years old. So I think all these new TVs now are being set up for digital and that sort of thing. [Interviewer: So what do you think you'd need to get or need to buy?] A digital box, receiver and everything." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Finding out about switchover through the reassuring context of the depth interviews generally had a positive impact on intentions to switch early

Technology confidence, motivation to use services, and openness to change characterised participants claiming they would act early. Some participants also suggested that incidental/situational circumstances would encourage them to switch earlier if they occurred (e.g., replacing a broken analogue TV with a digital set). The interview itself often had a positive impact on participants' reported intentions to switch sooner rather than later. Those who raised questions and talked through their often limited understanding became more secure about the switchover process during the interview. Some claimed that taking part in the discussion, and discovering that switching to digital could be cheaper than they had previously thought, had encouraged them to plan to adopt in the near future.

"[Interviewer: How do you feel about digital now then?] I feel like I wanna go for it." [A6: low income focus group, participant 5, 65+ years, no digital TV, later switching region)

[Response to benefits board; note participant had previously been negative about digital television] "Probably get it sooner [than later] it's in the pipeline [...] It hasn't been that imperative until the last couple of weeks or so [since the telly was playing up]. But now it really is playing up, and I've had a word with you two [interviewers] I can see well, within the next week or two weeks, probably going down to Lancaster to [high street electrical retailer] probably and having a look and see what there is." (B8: husband, 73 years, rural/social isolation, no digital TV, earlier switching region)

"[Interviewer: Now that we've talked, do you feel different about getting digital?] I don't know about different but I feel easier." (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

[Interviewer tells participant her region will switch in 2012. When do you intend to adopt digital television?] "Well quite soon actually. Maybe when all this is... maybe the beginning of next year [Interviewer: Why then?] well I'm just saying the beginning of next year it could be sometime this year, it could be. It's definitely not going to be this month or next month because there are things in between that I need to do. But it will be quite soon." (B5, female, 70 years, registered blind, no digital TV, later switching region)

"When the gossip, when the rumours become true, and when it does happen, then I'll deal with it. [...] There's a lot of wills wills wills, will it happen, will it, won't. You know and then when it does happen, that's when the time comes that I'll sort it out. [...] Well at first you think, what's the change about? And then in time it's just accepted. Thinking about the digital technology, that's happened quite fast. Sometimes you think, well hang on a minute, just put the brakes on, otherwise I'll be buying things all the time. In comparison to 20, 30 years ago, technology would slowly change [...] but digital has changed quite dramatically and quite quickly. I think sometimes you just have to sit back and wait for technology to happen and see how it goes and what you want to do with it" (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Participants who were not prepared to raise their concerns, or talk about whatever digital television related knowledge they already had, tended to remain negative.

CASE STUDY 6

B1 is an 86 year old woman. She has mild hearing impairment and recently had a hip replacement operation which rendered her housebound for several months. Whilst she has no close family locally to rely on for support, her elderly neighbours in her sheltered accommodation are a constant source of practical support and friendship. She values television and watches it in moderation. She is happy with having just the basic five channels; she doesn't see the point in having more channels let alone pay for them. She is negative about switchover, and feels conned. She realises that she will have to switch to digital but has no intention to do so until it is imminent.

An active response appears more advantageous to switchover and campaigns to engage the public in this way may be beneficial. Support networks may be important facilitators of such strategies. Consumers with smaller social networks may be less likely to benefit from such communications.

Finding out about the steps needed and cost of preparing for switchover outside the context of a one to one interview may generate negative reaction

Whilst we found that disabled, older, isolated and low income participants who talked through their concerns tended to become more positive, it is also possible that increased understanding (particularly awareness of possible technical-related problems) may generate negative reaction amongst consumers who really have no interest in digital television. Indeed, one of our focus groups made it quite clear that they did not feel more positive about switchover by the end of the discussion. There was a low perceived benefit-cost of digital switchover for consumers satisfied with analogue terrestrial television, who are averse to change and perceive increased channel choice as a negative feature. Providing such consumers with more detailed information to enable them to prepare for switchover could provide more reason to be negative.

Many participants communicated implicit trust that adequate support for switchover would be available from family, friends, and (unspecified) authorities

There was an implicit trust that adequate support would be provided for digital television switchover and that it would not be happening if there was potential for negative impact. Some emphasised the importance of getting disabled group members' views on switchover.

"[Interviewer: Do you have any personal concerns about switchover?] But what is important for deaf people is getting deaf people's views and speaking to my friends in the community and you know sharing these worries, these concerns, that's the only thing that worries me."
(E2, male, British Sign Language user, <45 years, Sky

Digital, later switching region)

Switchover, if not carefully supported, could potentially interfere with the use of disabled, older, low income and isolated people's most (or very highly) valued medium. This has the potential to increase isolated people's sense of isolation, resulting from loss of a vital entertainment activity and information resource. Risks of negative impacts of switchover are highest for consumers without family and friends (informal support structures), particularly in the light of feedback from the social services workers who were concerned about their ability to help service users.

7. Participant perceptions and use of current support networks

7.1. Summary

This chapter provides an overview of the use of, and value attached to, family and friends, voluntary support organisations and social services supporters by our disabled, older, low income and isolated participants. The chapter also describes the extent to which our participants expect to need support with managing digital television switchover

Key themes discussed in this chapter include:

- most participants reported having at least one significant supporter
- family then friends were generally the most relied upon, trusted, and preferred resource and often presented assistance without being asked
- family did not always reside locally; telephone contact was important
- many participants with specific impairments had rich support networks through their affiliations with specific support services
- some participants expected these support structures to provide tailored information on digital switchover closer to switchover in their area

7.2. Social services

Social services valued by some participants, for specific assistance

Social services were used by some but not all disabled, older, isolated and low income participants in this sample. Following voluntary support services, social services were considered to be important supporters - for participants with disabilities in particular. Service-users often perceived limitations in what social services could offer; services were mostly specific, clearly defined and formal.

*"[Interviewer: Do you get any help with Social Services?]
No I don't get any help, at all. Actually I need somebody to help me clean. I can feel the dust you see. You phone the social services they tell you all these stories about when they send people to clean, you have to pay an administration charge, I don't know, £35 a month £40 a month, something like that, and then of course, whoever comes to clean is £7 an hour, thereabouts.*

Now even if that person doesn't come or you are away on holiday, you still have to pay that administration charge which I think is not right. Now this is our council, so I will not have anybody through them. Now I used to have somebody privately but then that girl went to work somewhere else. I do the best I can. So I don't have any help from social services. I do feel angry because they don't do anything for anybody, really." (B5, female, 70 years, registered blind, no digital TV, later switching region)

Some service users reported a loss of control when they had enlisted social services' support. However, many participants considered social services to be very useful for a variety of purposes, including for example, personal care, general advice, and help with form-filling.

"Well I had six weeks of help daily from the social services. Very, very helpful. I mean they came and they sort of strip wash you, get your breakfast then they go away. [Interviewer: How many hours?] At least an hour each day, and it's all sort of paid for." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

Participants with various disabilities valued social services' help in acquiring assistive technologies.

"I have been very thankful that the Local County Council [social services] took an interest in me and supplied me with three items because I'm deaf. One was the phone, two was a smoke alarm, and three was the doorbell. The reason for that is the lower one operates mine [has two doorbells] and if you ring both of them one could hope that if I'm here by myself then I'll hear one of them, the fire alarm is installed in our bedroom." (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

"Social services I find are good, quite good, I mean I find them good because I accept their limitations [...] when I've needed them and with Peter [late husband], the support has been very good, I mean they fitted me with a good loo seat, fitted lights, [doorbell], form-filling, everything, all departments." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

One participant with a severe hearing impairment considered social services to be her most trusted source of support due to their assurance of confidentiality.

“I see them quite a lot, because they’re helping me with the forms, things like that, or any problems [Interviewer: So they provide a lot of support for you?] Yes, with the social workers they can translate our language [British Sign Language] to benefits people and things like that [Interviewer: Who do you find most supportive?] Well I would say social workers because social workers are not allowed to repeat what has been said, it’s about the data protection act [...] that’s personally why I go to the social workers.” (E1, female, British Sign Language user, 38 years, no digital TV, later switching region)

7.3. Voluntary support services

“[Interviewer: Do you think you’ll need any more information or guidance on switchover at this point in time?] No what information I need would be for practical help and as I say I’ll get the practical help from my support systems, Deaf Access, Age Concern, John down the road, Russell [neighbour] and if I get really stumped I do find that the Council is very helpful.” (F, 79 years, severe hearing impairment, no DTV)

Many participants reported valuing their regular contact with impairment-related, age-related and religious groups or associations – for direct assistance, social contact and sign-posting to other support functions

Affiliations with impairment-related and age-related groups or associations were frequently reported and some participants, particularly those who were retired and with physical or sensory disabilities (which did not render them housebound) had relatively busy social diaries. This is likely to be an artefact of our sampling as many of our participants were recruited through age- and disability-related organisations. These affiliations extended their network of supporters – support from the people who manage the local organisation and those who attend the organisations’ activities and events.

“I use Age Concern, I go to the Bertha James Centre every Wednesday [...] It’s a day centre and a very good one at that, not far from here [...] and Peter [late husband] and I started to use them for insurance, once

you hit 65 insurers are reluctant, especially skiing of course so we shopped around and enquired of Age Concern. Bromley has got what they call a 'Community House' where all the voluntary bodies, most of them, are based, Age Concern, Deaf Access, Relate, Consumers Advice Bureau, Advocates, all located in the one building in the middle of Bromley [...] it's a very useful centre, they've got a little café and restaurant there which is very good. So anyway we went there found Age Concern and did our insurance through them." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Voluntary organisations were praised for their sign-posting function when they were unable to provide direct assistance. Service-users felt in control in liaising with them.

"[Age Concern] don't come round. I just call them because of my need you see. You know I needed a gardener so I phoned Age Concern and she helped, and the girl became my friend. And this girl also, because of this thing with British Gas, she came round, I told her, will you come round because I received this thing, just to work out the bill, I couldn't understand it you see. But they don't come round, it's only if I need them I can contact them. Very helpful." (B5, female, 70 years, registered blind, no digital TV, later switching region)

It was less common for participants to speak negatively of voluntary support structures; where criticisms emerged, participants queried voluntary agencies' abilities to provide free support.

"Talking of the RNIB they always ask for donations, and they want to know about your will, but I don't know of anybody who's ever had any help from them. I've never asked and I don't think that I would get any help from them. Now we have an association here called SAVI which is the Surrey Association for the Visually Impaired. Now they have a resource centre in Leatherhead. Whatever I need, suppose I need these glasses, you pay for everything; you never get anything no matter how much you help them. Nothing is taken into consideration; you never get anything for free. If you want a couple of pens you pay for those. [Interviewer: So financial assistance would be quite useful for you?] Not really, I'm not bothered I mean what I say is that it would help if you need something and they put it in the post to

you instead of sending an invoice with VAT on it.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

7.4. Partners and family

Family provide key support

Family (e.g., children, grandchildren, siblings, nephews) who did not live with the disabled, older, isolated and low income participants often provided unconditional and greatly valued support, particularly if the person they supported lived alone. This included domestic help, personal help (e.g., hygiene), practical help (e.g., advice, information), financial assistance (e.g., directly, and gifts of products and services participants need) and emotional support (general company, listening and conversation).

“[Interviewer Who helps you with things?] Anything, everything. Yes because I like to do as much as I can by myself but what I cant manage I get her [wife] to help me.” (C1, male, 87 years, early stage dementia, integrated digital TV, early switching region)

“The family come every week. Me youngest daughter came on Saturday and me eldest grand-daughter and great grand-daughter, they came on Saturday. Linda, the middle daughter, she washes me hair. She’ll be coming on Wednesday to wash me hair [...] Linda often does shopping for me as well and Margaret does the garden and cuts the grass when it needs doing. I get quite a lot of help. I never feel lonely. I’m quite happy to be alone. It doesn’t bother me one little bit [...] Valerie takes me to the Monday fellowship on a Monday. She takes me to the Salvation coffee morning on the Wednesday and then the Age Concern have a luncheon club on a Tuesday at the Salvation Army. I go there every Tuesday [...] if it’s a wet day, I just ring Age Concern and they send someone to pick me up. But I do prefer to, I’ve got a walking frame in the kitchen, I do prefer to go on me own. You know so that I’m not hanging around waiting for someone to call for me.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

“The [son] in Kendal’s good. He would be here in five minutes [if we had a problem]. He was here every day last week.” (C1, male, 87 years, early stage dementia,

integrated digital TV, early switching region)

*"[Interviewer: Who do you find the most helpful?] Family really, sons and daughters, I've got one son and two daughters, and I got a brilliant son-in-law you know what I mean, he'd do anything, so I can't moan being honest."
(A6: low income focus group, participant 3, female, 65 years, Freeview, later switching region)*

Family often involved in helping participants adopt and use media products and services

The support offered by family was not always expected by the disabled, older, isolated and low income participants. In terms of media technologies, family (and also friends) played a pivotal role in all steps in product adoption and use – raising awareness, helping understanding, decision making, purchase, installation and basic use. A number of participants reported that their younger family had created aide memoirs to help them remember how to use various functions related to television (e.g., steps in how to record).

"I like it, yes, well Maureen [wife] gets the TV Times and she marks off the programmes and we put those in the list so that if we miss one, we get a copy of it. [Interviewer: So you record them?] Yes [Interviewer: On a video recorder?] I don't know what you mean by it. [Interviewer: Do you set it or Maureen?] She sets it" (C1, male, 87 years, early stage dementia, integrated digital TV, early switching region)

"We don't use much, only the 4, 5 channels and the digital, that's the main thing isn't it what I sometimes have to find for you is the cricket [on text], if he can't just get that on. But you do most of that yourself don't you, go on to the analogue and then bring up what is it 340 or something like that. But if he hasn't used it for a while, he sometimes forgets, just got to prompt him." (C1, wife of 87 year old husband with early stage dementia, integrated digital TV, early switching region)

"[Interviewer: Who do you find most helpful?] My family, my daughters drive me everywhere but my son-in-law comes in and connects anything up that needs connecting, so I'm pretty sorted in that respect." (A6: low income focus group, participant 3, female, 65 years, Freeview, later switching region)

Although it was much less frequently observed, the presence of family did not always indicate a high level of support. In the example below, this socially and rurally isolated couple had encouraged their children to live very independently from them – apparently too much so.

“[Interviewer: Do you ever feel isolated?] Occasionally when you're not well. You get a bit down sometimes. I do, I should say [she looks at her husband] and I think I wish they lived a bit nearer [Interviewer: But now that you've got the computer...] we've got the computer, but they don't use it [husband: they don't get in touch with us] Basically, that's why I got the computer and then we'd be able to chat. And it was 'oh yes', that was Janice wasn't it, 'get a computer, we'll be able to talk, we'll be able to do this and that'. But they're all so busy. They're living their own lives [husband: They're doing exactly what I wanted them to do, and of course we suffer for it]. [Interviewer: Do you feel you suffer from it?] [both 'Oh yeah'] [husband: we definitely do. Not that the suffering bothers me a great deal but it hurts in here for [wife's] sake. I can stand on my own two feet] Well so can I but the things that get to you is that the kids who live locally, they have the grandchildren, they call and whatever, and when they live away you don't get that opportunity. That's the thing that hurts the most [husband: there's 8 grandchildren over there and we don't see much of them] Got them all together for his 65th birthday. That was a very special day.” (B8, wife, 67 years, husband, 73 years, rural/social isolation, no digital TV, early switching region)

The above example is an exception to the general tendency we observed – most of our disabled, older, isolated and low income participants were visited by their family supporters on a frequent and regular basis (e.g., weekly). These family supporters are currently fulfilling the major role of supporting others with digital television switchover.

7.5. Friends and neighbours

Friends and neighbours often provided valuable support particularly in the absence of family

Participants reported that friends and some neighbours provided practical and emotional support. They played an especially pivotal support role for

participants who did not have any family, particularly those without their own children, living locally.

“Well there’s a lady there [a neighbour] who will do my shopping for me... and her husband and would help me with electric light bulbs changing or I mean I had a leak come through the roof and it was in the kitchen, and he came up and had a look at it.” (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

“I’ve got quite a lot of friends, if I can’t go to my family, my son or my daughter but mainly my son it’ll be friends, I have no problem.” (A6: low income focus group, participant 5, male, 65+ years, no digital TV, later switching region)

Some participants, particularly those with severe impairment, had neighbours who generally ‘look out’ for them

Neighbours provided a potentially valuable but less directly supportive role by casting a watchful eye over the disabled, older, isolated and low income participants, particularly where a pronounced disability was present and if they lived alone.

“The neighbours are very good next door. But they’re elderly. Valerie, she was 75 a week ago and I think George, her husband is a little bit older than her. But they have keys to the house. They can come in when I’ve had to go to hospital. Sometimes Valerie lets herself in and feeds the cat and looks after, and makes sure she’s ok.” (B7, female, 91 years, rural/social isolation, no digital TV, earlier switching region)

Mutual supportive relationships between participants, their family, neighbours and friends

There was also evidence of reciprocal supportive relationships. One young participant with a learning difficulty had a mutually supportive relationship with an elderly neighbour.

“I know some of [the neighbours] but I only go to one person. She lives on her own. I think she’s in her 70s or something. She has other people round as well but I think she just likes company, so I go round there every Wednesday and Thursday.” (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

And the wife of a severely mobility impaired male participant relied on his technical know-how, whilst he relied on her ability to move around the living room.

“[wife:] I’m just the manual worker and he knows all these things [for connection]” “[husband:] I got her to put all the plugs in, I just told her which plugs to put where because with it being a scart leads [...] so that wasn’t a problem you know.” (B3, male, 65 years, severe mobility impairment, Sky Digital, earlier switching region)

Some participants rotated their requests for support

Many disabled, older, isolated and low income participants would call upon different people who could support them in different ways (e.g., a neighbour who was a plumber, a friend who was more interested in technology).

“Yes I do have people to help. Yes [people help for different things] well if I have a plumbing job to do then I can ask one of my friends who understands about plumbing. These are simple jobs, I don’t mean big jobs, and they’re always willing to help. I mean there is a couple here, and the husband is always ready to help. I phone and I say ‘Pam I need your husband’ so she tells him, ‘you’re needed’, he comes here, he says ‘what’s your problem’ and then my other friends I meet to go shopping with, we have a great time. [...] So it depends, I do have friends who are wonderful you know, so it’s not just something boring, you know that we go, can we go shopping so we can do shopping and come home, it’s not that, we never know where we end up or what we end up doing.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

“[Interviewer: Who do you find the most helpful and why?] Both my children and I’ve got good neighbours, people next door, he’s a fireman and he arranged for me to have a smoke alarm and fixed it, and also if the washing machine goes wrong they come in [...] It’s because we’re good neighbours.” (A6: low income focus group, participant 2, female, 72 years, no DTV, later switching region)

“[Interviewer: How do you feel about asking for help?] Oh I have no qualms at all. Absolutely none. Because I never ask the same person to do the same things. I mean, I ask you to do one thing, I ask somebody else to do something, I ask somebody else to do something.

Nobody gets bored.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

Informal social contact important as an information source

Some participants reported having discussed their digital television experiences with friends in a social context (e.g., “down the pub”). Whilst these were mostly content driven discussions (i.e., about specific programmes), peer groups can have an important role in shaping opinions about digital television (and switchover). For instance, a consumer’s negative disposition to digital television can be strengthened and normalised among peers that feel similarly. Conversely, a consumer’s negative disposition to digital television can be challenged by friends with direct experience of its benefits. Friends sometimes also shared day centres so targeting these voluntary organisations may be key to exploring and modifying attitudes towards and encouraging discussion about digital television switchover as well as widening media technology exposure.

“What I would do when I come to [getting] digital is first of all the most important thing is that I should be able to hear the system so I would go to my Deaf Access. They’ve got an equipment room and I would talk to the people there. They have lots of volunteers and helpers who are all familiar with the deaf problem and Age Concern is in the same building and if you need a lawyer or somebody they can point you in to a reasonable direction, to a reasonable source, like when I had the loop fitted it was Deaf Access. One of their volunteer’s husband was an electrician and he came to do it. So it’s this informal network which I find is really the most reliable and at my age of course my needs and wants and desires have lessened to such an extent that I’m not interested in somebody walking in and saying ‘oh isn’t this lovely, beautiful, you’ve got this, you’ve got that’, all I need is something that I can understand and I can hear and appreciate [Interviewer: Have Deaf Access ever mentioned digital television to you?] oh yes, there is a bit of chit-chat going around, I don’t think we’ve had a talk, I must mention this to Pat and see if she can’t get, she’s always looking around for speakers, its once a fortnight that we have a couple of hours on Mondays and we have a speaker in and one of the volunteers makes a cake we have a bit of tea, it’s 1.30 to 3.30, well about 4 o’clock and we all get together and chat and exchange views

and I don't think they've had a digital speaker come in so it might be useful to have someone from the BBC or something." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"[Interviewer: How frequently do you see people who support you?] How frequently? As frequently as I need them, or not only when I need them but socially as well. I mean we go out and have lunch together or we go to the day centres [Interviewer: Every day?] No, no, no, I don't like being out in the street every day, no. And I don't like doing the same things every day of the week." (B5, female, 70 years, registered blind, no digital TV, later switching region)

7.6. Paid support

General support paid for when needed

In cases where family did not reside locally, some disabled, older, isolated and low income participants paid for help with practical/domestic tasks that they could not manage themselves.

"I have a handyman who spares me two hours a week, he initially came in to do the lawn and garden but he can turn his hand to anything... he's a trained electrician, so I'd ask him, if it was in his competence I'd use him, he's very willing and he does a good job on anything he turns his hand to, he finished off nicely and he does a good job [...] If he's not available I would very much depend on Deaf Access recommending somebody." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

"I get my gardener from Age Concern, and pay him, they insure, it's not much I believe, you see so this is a nice young man who comes once a fortnight." (B5, female, 70 years, registered blind, no digital TV, later switching region)

Some participants had previously paid for technology support

Similarly where there were gaps in support, some disabled, older, isolated and low income participants paid for technology support needs (e.g., equipment installation from retailers) and had used telephone help-lines for after-sales support. Consumers with financial hardship may find it more difficult to

access these services when needed.

"[Interviewer: You mentioned that you pay people sometimes] Oh to come in and repair, there's a local one [...] he's very good, you pick up the phone and say 'Bill would you have a look at?', yeah he comes round, if he couldn't do it himself he'll send one of his people he works with and he don't overcharge. [Interviewer: What sort of things does he help you with?] Well he always put things right you know whatever was wrong he always put it right and that was it [Interview: Could you give us an example?] Well with the telly if we weren't getting a picture or it was going out, you know, phasing itself out and something or another, you know [...] but it wasn't all that much you know a couple of quid, two or three quid."
(A6: low income focus group, participant 1, male, 79 years, Freeview, later switching region)

"[Interviewer: Thinking of your main TV, how easy was it to get home and set up?] They told me it was very easy, no problem at all, if I had any problems phone them, so I just kept phoning, so in the end he just took pity on me and sent an engineer." (A4: visual impairment focus group, participant 2, female, 65+ years, no DTV, later switching region)

8. Support entities' views and experiences

8.1. Summary

This chapter presents insights obtained through our research with supporters of disabled, older, low income and isolated people, relevant to their ability to provide support for switchover.

Key insights presented in this chapter include:

- social workers, voluntary supporters, and informal supporters acknowledged that television is very important to the people they support, even if only as background
- for social workers in late switching areas we observed minimal provision for providing help to service users in relation to digital switchover
 - these social service staff acknowledged that switchover is a topic which needs flagging as an important need for their services users, in order that they can prioritise support for switchover
- the voluntary support workers we spoke to do not have a formal plan for switchover support, however they suggested that such support could be provided by their agencies as part of a programme of care/rehabilitation
- both support entities considered time and budgetary constraints to be important factors affecting the amount of support they will be able to offer
- both social service and voluntary support entities were prepared to disseminate information, and provide a sign-posting role, to their service users
- informal supporters interviewed had strong affiliations with many support services
- most informal supporters did not highlight any strong concerns in relation to the impact of digital television switchover on the people they support

8.2. Social services

Digital television switchover acknowledged as potentially disruptive to service users' lives

Digital television switchover was not yet on the radar of front line social

service staff in the later switching area we sampled. Discussions with management may have provided a different perspective. Front line staff recognised that television was very important in their services users' lives - most of whom relied on it heavily to alleviate isolation. They expressed personal concern for their most vulnerable service users and expected that a negative impact of digital switchover on service-users would impact other aspects of their lives (physical and mental health).

"I'm really worried about the change over to digital in the light of people with dementia, and it's huge." (A3: social worker focus group, participant 1, male, later switching region)

Most concern expressed for most elderly service users with impairments

In particular, social workers were concerned that elderly service users with impairments would experience most difficulties with switchover in relation to usability.

"For older people it's a foreign language to them and they're not going to know anything about it or how to access it." (A2: organised supporter network focus group, visual impairment rehabilitation officer from social services, participant 1, female, working in later switching region)

"The majority of our clients are elderly who either cannot physically use modern technology or are clients who don't want to change because it's so complex and confusing for them, they believe it even before it's explained to them that they find it difficult, they don't want to learn to use it." (A3: social worker focus group, participant 5, female, working in later switching region)

Front line social service staff willing to disseminate information about digital television switchover to service users

There was mixed personal and institutional awareness and understanding of digital television switchover. Social workers were prepared to disseminate information to services users providing it was organised in an easy-to-digest manner, not only for their clients but for themselves. They expressed a need to increase their own understanding of issues related to digital television switchover before disseminating information to service users. While the social

services staff we spoke to had not yet been asked to provide information on digital switchover they expect that services users will, at some point in the future, approach them for advice.

Limited resources for active management of digital television switchover for service users

Front line social services staff reported that they have very limited resources to manage any intervention; most of their services, and in particular domestic care provision, are outsourced to voluntary organisations and they are faced with budgetary constraints. While social services in the Central area do not have a strategic plan for digital television switchover, they considered it part of their role to tell services users about switchover, especially those whom they considered to be isolated.

"I think we ought to be responsible in finding out when our areas are going to go so that when we're going out to see people that we can be starting to say 'do you realise that this switchover is going to happen?'" (A2: organised supporter focus group, participant 2, female, visual impairment rehabilitation officer from social services, working in later switching region)

While social workers in the London area considered switchover to be a significant issue for their service users, they expected their involvement in the process for clients to be very low.

"[Interviewer: Would it be fair to surmise that you don't view your involvement in your service-users conversion to digital TV as being high?] I'd safely say it's non-existent." (A3: social worker focus group, participant 3, female, working in later switching region)

Key role for social service staff in providing information about digital television switchover to service users

Front line social service staff suggested that they could play a key role in supplying information about digital switchover to service users, especially in cases where support was highlighted as an important need.

"If we identify it as a very important need one could argue how are we going to meet that need [...] if it is going to cause problems and affect someone's wellbeing

then maybe someone has got to take it on board.” (A3: social worker focus group, participant 1, male, working in later switching region)

“...but it won’t be qualified social workers, they might have to have a response, but that response might be to refer to housing support.” (A3: social worker focus group, participant 2, female, working in later switching region)

“Given that TV can be a means by which someone can alleviate potential isolation, the likelihood is it would be identified in an overall assessment, it is something that we ought to be looking at, at the moment.” (A3: social worker focus group, participant 4, male, working in later switching region)

In the focus group, front line social services staff discussed amongst themselves the need to escalate the departments’ planning for digital television switchover to management.

8.3. Voluntary support services

CASE STUDY 7

D2 is an Occupational Therapist working on an acquired brain injury team for a voluntary support service for people with severe cognitive impairments. She provides support to clients with moderate to severe brain injuries who are intercepted at the acute stage usually as the result of car accidents, assaults, strokes, and diseases such as meningitis and encephalitis. She is currently involved in the rehabilitation of 60 clients with various needs: “tend to see patients at the more extreme end with behavioural cognitive impairments, and also some patients with very complex physical presentations”. She liaises closely with many other agencies (e.g., acute hospitals, specialist rehabilitation facilities, social services, occupational therapists, psychologists, and other voluntary support organisations). She considers television to be important in the lives of her client-group: “most of our caseload are working-age population who had been leading active lives and then they had their acquired brain injury and they haven’t got that routine of work anymore so quite a few do go home and watch copious amounts of television”. She has moderately good awareness and understanding of digital television and issues related to switchover, but she is concerned about the practical and financial implications of switchover for clients with high level cognitive impairments who rely on benefits. She expected that help with installation and usability could be supplied by her organisation to clients as part of their occupational therapy.

Voluntary support groups play wide ranging roles

Voluntary supporters discussed providing specific as well as general and informal support. They recognised the importance of television and the potential impact of digital television switchover on the lives of the people they support. They indicated that the majority of their clients had rich support networks comprised of family, friends, and other voluntary agencies. Those with poor personal support networks were perceived to be at a greater risk of negative impacts as a result of digital switchover. In particular, voluntary supporters expressed concern for people with cognitive impairment and low income, and those with recently acquired disabilities who sometimes have greater difficulty (embarrassment) in asking for help.

“Yes I would be concerned [...] I’m just thinking of her [client] level of cognitive impairment and her ability to problem solve and I can see her getting quite frustrated and just throwing the remote or the television out the window.” (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

Support for viewing television contradictory to some voluntary support groups’ roles of encouraging out and about activities

Whilst recognising the importance of television in the lives of the people they support, assisting with switchover was perceived by some voluntary supporters as opposed to their role of trying to encourage out and about activities. For others, assisting with switchover was perceived as within the scope of their remit.

“I think we’d probably look at that as part of our role in supporting her [...] if they don’t have families it’s going to be up to the agencies involved to provide the assistance.” (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

“I don’t think there’s a pressure on us to sort things out, but I think these sorts of issues [digital television switchover] will come up with our involvement with clients given the nature of their impairments and also their social situation.” (D2, female, occupational therapist supporter

of people with severe cognitive impairment, clients <45 years, working in later switching region)

CASE STUDY 8

D1 is support worker for a voluntary organisation that provides support to people affected by stroke. She provides practical support to approximately 100 people per year with varying degrees of cognitive, dexterity, and mobility impairments. She considers herself to be 'a listening ear' and signposts clients to other organisations and local support groups with whom she has close links (e.g., Headway, Age Concern, John Grooms Lifestyles Choices Project, transport agencies, and local carers agencies). She acknowledged that many of her clients had poor support networks "who live on their own and find it difficult, you know there are huge issues. In my area the majority are out in the country, transport is a problem". Her own awareness and understanding of digital television and digital television switchover was generally low, however, provided she had access to relevant communications materials, she would be prepared to disseminate information to clients on request. She is concerned that some of her more socially isolated clients may have trouble switching.

Voluntary supporters tend to show genuine care for their service users

People working for these structures were often extremely empathic 'caring types' (altruists) and some developed more personal relationships with the people they support, fostering a trusted and informal support role.

"Obviously with this gentleman in particular, personally I do care about people and when things are going wrong you very much do put yourself out there and you do establish a relationship with time. This gentleman I've had on my books and I've seen him since I first started with the team so six and a half years. Yeah you've got to separate it out from personal to professional, but yeah you are only human at the end of the day." (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region).

"[Interviewer: Is everything that you do within the remit of your official role as a supporter?] No [Interviewer: How do you feel about doing things that are beyond the scope of your job description in terms of helping somebody?] Well it's very hard to say no and if I know the answers, or if I think a couple of phone calls back at the office I can find it out, then I think well that to me is what I should be about." (D1, female, supporter of people with severe cognitive impairment, clients 65+ years, working in later switching region)

Voluntary supporters willing to go beyond the boundaries of their role

Personal willingness to help often extended the boundaries of role duties. However, voluntary supporters did not currently perceive themselves to be officially responsible for providing support with digital television switchover. Their ability to help with digital television switchover may be at a general level (e.g., activity centres promoting the benefits of digital television and encouraging knowledge exchange and correcting misconceptions) and at a more individual level (e.g., with training, they may be able to provide in-home support with day to day use of digital television products and services).

CASE STUDY 9

Focus group A2 consisted of support workers from two branches of an umbrella voluntary organisation for people with disabilities. They provide support for 120 and 36 clients respectively aged 18-65 years with a range of sensory, physical, and cognitive disabilities. Their main remit is to help their clients access activities, 'lifestyle choices', with a view to combating social isolation, increasing community involvement, and encouraging independent living. They liaise closely with other agencies such as social services, educational organisations, employment agencies, local councils, Scope, Stroke Association, RNID, and RNIB. Their understanding of digital television and switchover was mixed, with some holding some misconceptions. While they emphasised that their main contact with clients involved engaging in and promoting out-door activities, they were prepared to raise their clients' awareness of issues related to digital switchover provided they were in receipt of accessible communications materials. They pointed out that some of their clients were not eligible for Disability Living Allowance and therefore may miss out on the Help Scheme.

Key considerations in mobilising voluntary support for switchover include training, health and safety and resources

Voluntary support entities considered it important that they should be well informed on issues relating to digital switchover. To provide a formal support role for digital switchover key considerations raised included: training to ensure they had accurate knowledge, health and safety, insurance and adequate resources. Despite resource limitations and time constraints, voluntary supporters of clients with more severe cognitive impairments were willing to offer more practical help in supporting their clients through digital switchover, specifically in either helping clients to apply for financial

assistance towards the cost of new equipment, or help with installation and basic use as part of a programme of rehabilitation therapy.

“Yeah, I think she’d need some training on how to cope with it all to be honest [...] I think we’d probably offer some of that training if she was identifying it as a problem and something she would like to work on during her rehabilitation. We link up with the carers and get them to reinforce things [...] yeah I think we’d do that as part of our occupational therapy program, if she wasn’t coping with doing it we’d do it, training or instructions or written prompts or something like that [...] I have a rehabilitation technician that works on the team so I tend to do a lot of the assessments and reviews and I instruct her and she goes in and does a lot of the practising [...] or sometimes we provide written instructions and go in and teach carers how we want them to do things with people and hopefully they’ll learn through repetition [...] we always have time constraints but if at the end of the day we know that it’s going to improve that person’s quality of life or if it’s part of their rehabilitation then it’s important, you find time for whatever is important.” (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

All voluntary support entities expressed willingness to disseminate information to their clients and to signpost them to other specialist sources of digital switchover information.

8.4. Informal supporters: family and friends

Family provide continuous support, often in mutually supportive relationships

The focus group for informal supporters took place in Kendal (in Border, an early switching region) and the responses may be different with supporters recruited in a later switching area. All the informal supporters who participated in this research were family members (including partners) of the people they supported. They provide round the clock care to relatives with a range of impairments including stroke, cancer, visual impairment, hearing impairment, mobility impairment, and Alzheimer’s disease. The supporters themselves sometimes had specific disabilities. As family living with the people they support, this group provided the most continuous support. This

was often reciprocal and many couples still benefited from and required the assistance of people living outside their home. There was high reliance on, and liaison with, external agencies such as hospitals, community nurses, social services, and voluntary agencies such as Age Concern, and carers' organisations. Supporters considered that the people they supported relied heavily on television for company and entertainment, especially those who were practically housebound.

"For people who can't get out [...] my husband he knows he's not gonna be able to get out of the flat at all, we do rely heavily on the TV and in fact we have satellite [so TV is very important] as he is up early in the morning, around half five sometimes or half past four because he can't sleep, so TV can sometimes be on quite early in the morning." (A1: informal supporter focus group, participant 1, female, supporter of husband, early switching region)

High awareness, mixed understanding of switchover in early switching region

There was general acceptance and positive feelings about switchover amongst informal supporters in Kendal. Awareness of digital television and switchover was high for most of the informal supporters in the group (which was conducted in an early switching area). There were some gaps in knowledge about digital television, as evidenced by confusion in relation to programme choice, platform differences and the range of digital services available. The majority of informal supporters felt that the people they support were sufficiently informed about switchover and had already adapted at least some of their television equipment. In most of the cases, adoption was led by the person being supported who tended to be more motivated to having the additional choice provided by digital television. Informal supporters felt the people they support had superior awareness and understanding of digital television and switchover than they did themselves.

"He's [husband] pretty much clued up, if he went in to somewhere like [high street electrical retailer] and asked about TVs, coaxials, inputs, outputs and so and so, he can fire questions back at the people who should know the answers like that, and he probably knows more than they do. He's pretty clued up and on the ball." (A1: informal supporter focus group, participant 1, female, supporter of husband, early switching region)

Some waiting for nearer switchover to get fully informed, and to act

Two informal supporters (of seven in the group) were responsible for managing switchover for the people they supported. One of these had low awareness and thought she would find out more information closer to switchover and would be reliant mainly on other family members for help with purchase, installation and usage.

"[Interviewer: Is your house ready for digital?] No ours isn't, because me brother-in-law works for a TV shop and he was at our house on Sunday and I asked him about getting a box at the moment, he said no it's a waste of time because it wouldn't work and if we have to have a new TV or anything we'll wait and see you know, till the change over, he told us that [Interviewer: Do you feel you know enough about digital?] No [Interviewer: Does it bother you?] Probably not, we'll find out in time I think, you know, when it happens [...] we'll have help of me brother-in-law so we don't have to bother about it really because, he'll help us." (A1: informal supporter focus group, participant 2, female, supporter of husband, early switching region)

Positive that switchover will enable DTT in area, frustration that it is not available yet

Some frustration was expressed by informal supporters in relation to not being able to adopt Freeview prior to switchover and the cost of switching too early in the event of a reduction in cost of equipment at a later date.

"[Interviewer: What do you feel about being almost the first people in the country to be switched?] I don't mind being guinea pigs but it seems that they've chosen it because there's practically no cable in the border region because it's rural, and a lot of places you can't get Freeview because there are lots and lots of tiny transmitters because of the terrain and in some part of the National Park you can't have a satellite dish without getting planning permission because it's a national park, so there are the few people who can't get it at all at the moment [...] as far as I'm concerned it's a good thing because we can't get it here through Freeview until they switchover [...] I haven't got the equipment and there's no point buying the equipment until the signal is there." (A1: informal supporter focus group, participant 3, female, supporter of mother, early switching region)

*“The good thing is that they’re making mistakes with us so by the time it’s all sorted out it should be very good.”
(A1: informal supporter focus group, participant 5, female, supporter of wife, early switching region)*

“The other thing that is quite confusing and the information has changed a bit from time to time, it talks about 40 free channels and it’s different through Sky, I’m not meaning subscription Sky, I mean free Sky as opposed to Freeview, and which channels are available on which [...] that sort of information, well one is sort of thinking oh maybe if one had a satellite dish and then you discover that something wouldn’t be available that you might actually quite want.” (A1: informal supporter focus group, participant 3, female, supporter of mother, early switching region)

Digital UK information materials were positively received and there was a consensus that information should be channelled through local support organisations in addition to increased television advertising. Most informal supporters were confident that switchover would not cause much negative impact for themselves or the people they support.

9. Information and support requirements for digital television switchover

9.1. Summary

This chapter provides a summary overview of information needs for digital television switchover common both to disabled, older, low income and isolated people and to their supporters. The chapter also reports on participants' evaluations of current (prototype) Digital UK information materials about digital television switchover.

Key results presented in this chapter include:

- there was variation in participants' information and support requirements (whether a supporter or target consumer) in relation to digital switchover
 - disability, age, or low income, per se, did not appear to pose general barriers to steps in the digital television adoption process. Everyone is different; the interplay of various factors - motivation to adopt digital television, engagement with discussions about digital television, general television use, technology confidence, income levels, and extent of social network - determine the extent and type of support that is needed

9.2. *For disabled, older, low income and isolated people*

What, when, why, how?

In general, our participants' information requirements did not differ substantially from those of supporters. Consumers need accurate information about what is happening, why and when, and how to convert their household's television equipment appropriately for their functional requirements (including recording). Costs, content, and desired functionality are important considerations in selecting the right conversion solutions for consumers. Some participants expressed a preference to just be told the best switchover solution for their situation.

Personal advice needed by some

Some older participants appeared to find the amount of choice overwhelming, particularly when their decision needs to accommodate the functionality they wish to maintain or acquire. An independent adviser may be the only viable option for some very elderly consumers and those with cognitive impairments who find written material difficult to review and digest. The trade off with the cost of such a service might reduce the likelihood of use for those with financial hardship.

Support needed with installation, set-up, basic use and troubleshooting

Installation and set-up support was generally needed by most target consumers. The majority of older respondents were fearful of 'electrics'. One social/isolated couple were inclined not to ask for help - this in itself can be a hurdle to the adoption of digital television.

Many target consumers reported that they had received support in learning to use their current equipment. This was generally not perceived as a hurdle to adoption; rather an accepted phase in their learning curve. Most were not concerned about longer term use, feeling confident that they would learn over time.

A support need was identified for troubleshooting and knowing what to do when something goes wrong, or if the product becomes inoperable. Many target consumers had previously relied on calling family or friends or a telephone helpline.

"if there was anything wrong, if you rang up [Radio Rentals] before 10 o'clock in the morning they would come to you the same day and adjust. And they never left me without a television." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

9.3. For supporters

Many supporters felt they needed more switchover-related information themselves before advising clients. Their information requirements were

similar to those of target consumers.

Resources key to the provision of effective support through social services and voluntary organisations

Informed supporters will help many target consumers when they seek advice or information in informal contexts. Voluntary and social service supporters need adequate resources to provide more structured support. In several instances, voluntary and formal supporters were inclined to view their support role as simply a signpost towards a specialist switchover agency who in turn could offer more structured (professional) advice.

Support needs to be structured

If a more structured support role is embraced by voluntary and/or formal supporters, training (courses and materials) would need to be provided to help them (a) understand what equipment their service users need (to choose from) that considers, for instance, content, function, payment, and reception situation, and (b) identify what support needs to be arranged (e.g., pre-requisite technical assistance such as an aerial check, help with procurement in financial or practical terms, installation, set-up and guidance on basic use).

No voluntary or formal supporters interviewed were aware of any planned support mechanism for digital television switchover, though this may be an artefact of our sampling (we spoke to supporters in London, Reading and Bedfordshire). Different results may have been obtained by speaking to supporters located in early switching regions. From the perspective of those who participated, there had been limited planning for switchover to date and they had limited resources for involvement in the provision of support for switchover.

Further research needed to identify best means of structuring support from voluntary groups and social service departments

Approaching voluntary and formal support structures at management levels is important. The supporters recruited for this research were largely ground

workers who whilst being sensitive and willing to offer help, recognised limits to support they could provide within their current role definitions. Further research is needed to (a) more clearly identify how best to engage supporters to deliver support with switchover, (b) define supporters' expected level of involvement (e.g., telephone assistance, personal visit to install/ troubleshoot equipment) and (c) drivers to joining a national umbrella voluntary body for switchover (e.g., positive publicity, part of their remit, financial incentives to organisation/staff, effective coordination).

9.4. Evaluations of Digital UK communications materials

Digital UK information materials well received

The Digital UK communications materials were generally received positively and tended to reduce any stress or concern participants had relating to digital television and switchover. The written material in particular met most of participants' information needs.

"I can read it and take it in more slowly... easy to read and easy to understand." (B8, wife, 67 years, rural/social isolation, no digital TV, early switching region)

"I probably would hold onto that [information leaflet, compared to most leaflets that would normally be thrown away] for a day until I'd read it thoroughly, then I'd probably think do I want this, and then it probably would go in the bin" (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

CASE STUDY 10

E3 is a 79 year old woman with a severe hearing impairment who lives alone. She considers television to be very important in her life especially since she lost her hearing gradually and as a result has become more socially isolated. She does not have digital television but demonstrated good awareness of digital television options and switchover. She has low confidence in using different media technologies; she has a video recorder which she never uses because she doesn't know how to operate it. Her most trusted source of information is her deaf club, Deaf Access, which she attends regularly but she also values TV advertisements and leaflets. She is generally mistrustful of salespersons. She is not currently motivated to adopt because of financial reasons but has no concerns about switchover as she expects the rich support network provided by her affiliation with Deaf Access to provide assistance.

Of course, disability specific requirements were evident for particular materials (e.g., large print) and the current Digital UK materials can largely meet these requirements as the information was presented in multiple formats.

“[I use a magnifying glass] all the time. If I need to read something quickly you see.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

General considerations relating to the materials were raised by participants. For instance, word of mouth was by far the most powerful and influential information source about digital television. This has implications for rendering materials relevant to all consumers, including target consumers.

“Yeah you can read whatever information and you think well it’s not actually relevant and then it strikes home when your friends tell you all about it and you say, oh I’m sharing that information, you’ve got the same as me, and we talk about it. I think that’s really good.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Perception among some that the information materials were like ‘sales materials’

Some participants, however, perceived the materials as ‘propaganda’ or ‘sales material’ rather than informative material. No participant reported noticing the logos on page 2 of the ‘Information about the digital television switchover’ leaflet, which included Age Concern, RNID, RNIB, Help the Aged and Citizens Advice Bureau logos. Improving public awareness of Digital UK and their activities in ensuring a smooth transition to digital, and making their associations with well known and trusted organisations and charities more explicit (e.g., larger, more prominent positioning) may alter any negative perceptions of the materials.

9.4.1. 30 second “Why Wait” television ad

A subtitled television advert, previously broadcast around the Christmas 2006 period, was presented to participants to explore familiarity with the advert, perceptions of Digit Al, understanding of the main message, and any other comments, suggestions and improvements.

Participants who liked the advert commented that it generated a safe, friendly (even humorous) feeling.

The character 'Digit AI' was recognised by many. Some liked the character (he was described as 'cute' by participants of one focus group) whilst he was viewed as a gimmick by others.

[Interviewer: What did you think of Digit AI?] "[P5:] ah brilliant" "[P8:] he's a little ET ain't he, little, nice and dainty" "[P5:] it shows it's updated and it's going forward like you said" "[P3:] it's all very light hearted and appealing innit." (A6: low income focus group, 65+, later switching region)

The main message was understood by most participants. Whilst the information content was relatively limited, this appeared sufficient for some participants, particularly those in later switching areas; it seemed to gently introduce the concept of switchover.

"Yeah that's some information isn't it about what did she say, to be prepared for the switchover. It is informative; you know you've got to be prepared to be ready for it. [Interviewer: improved in any way?] I don't know, well, to be quite honest. I wouldn't know about improvement on that. That's good enough for me." (B5, female, 70 years, registered blind, no digital TV, later switching region)

Whilst the inclusion of both a website address and telephone contact within the ad was well received, some participants would have preferred an 0800 (free phone) number, whilst others incorrectly understood the 0845 number to be a premium rate number.

[TV ad] "Here's the telephone number, if you want to know about digital ring up, nothing difficult about that." (B8. female, 67 years, rural/social isolation, no digital TV, early switching region)

"I'll tell you what though, that's a premium number [...] Well it's wrong that it should be a premium number, why should people have to pay over the top to phone up and find out about something which is not their fault. Now if it was an 0800 number [...] but what will happen will be that people generally won't take any notice of it, it's just

something they'll shut out till it's too late [...] certainly people won't ring, if you give me an 0845 number I don't want to know [...] I don't know that website but one could suppose you could get on to that website if you have a computer and if you have broadband." (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

"...by the way is that a free phone number, no it isn't is it, to ring up. By the time you've got the information the phone bill has gone up." (A6: low income focus group, participant 4, 69 years, no digital TV, later switching region)

Many, but not all, participants had seen the television advert before. Some had difficulty recalling exactly when or on which channel they had seen it. Some participants felt that the advert did not give viewers sufficient information about digital television switchover. This was viewed negatively particularly in early switching areas.

"[Interviewer: What did you think of that?] Not much [Interviewer: what was the main message?] I really don't know. I honestly don't know [...] [Interviewer: Have you seen that before?] No [Interviewer: Did you see the robotic character?] Yes there was a robot [Interviewer: What did you think of the Digit AI character?] No, it didn't register [Interviewer: Was it useful?] No no it doesn't tell me anything [Interviewer: What do you want it to tell you?] I don't know. I really don't know. [...] [Interviewer: What do you think of Digit AI?] He doesn't really mean anything to me. He might to Rene's [neighbour] grandchild who's 15 months old. I mean she'd probably love looking at him and probably imitating him if he was on telly, but it doesn't do anything for me." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"Not very useful at all, it didn't give you much information about it or anything, it just showed you the picture and that's it I think, it didn't advertise anything for customers [Interviewer: What would make it more useful?] It would be nice if they said a bit more about the digital and why you want to be converted to digital." (C2, male, 38 years, learning difficulty, no digital TV, later switching region)

Some participants considered that television was a good way to reach people

but emphasised the importance of repetition. As reported in section 6.2, some participants believed that switchover is not yet a definite plan. This may be related to inconsistency in frequency of advertising. Some participants suggested using an instructive 'infomercial' style ('You need to do x, y, z or you won't be able to watch TV...'), especially in Border, Granada.

"Time, it's a very short sharp advert. The message is clear, it comes out but sometimes with adverts when they're really fast, it depends on the contents of information and needing to get that clear picture of what its about. Some adverts have humour on, some are quite serious. This has an element of humour. It's a positive but it does need to reinforce, like repetition. It's just sort of like slight bits of information that comes very quickly but if it's repeated as in reinforced, then if you had reinforcement throughout the thing it's like an educational, the information can come on board and you can take it on board and it will get out there." (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

"I think that if she [client] didn't see an ad on TV or something and TV suddenly wasn't working anymore that she'd be quite alarmed by that fact and she would probably approach either someone that's supporting her or her immediate family or her carers or us. I think she'd struggle to understand what was wrong and she would need support to get it sorted." (D2, female, occupational therapist supporter of people with severe cognitive impairment, clients <45 years, working in later switching region)

9.4.2. Laminates 1 (How to go digital) and 2 (Home diagram and set top box connection)

The first laminate shown to participants presented, in tabular form, the main digital television platform options (with associated costs and contact details). The reverse side showed a map of the UK with switchover dates. The second laminate illustrated an open house front, showing different rooms in the house and different considerations relating to different parts of the house (e.g., aerial upgrade, no change to radio, secondary set conversion). On the reverse of the second laminate, a simple diagram (and accompanying text) illustrated how to connect a digital set top box to a television and video recorder.

Print communications (including the leaflet that encompasses the information shown on the laminates) were generally valued as an important reference material, to be filed and perused at leisure. Indeed some respondents were able to show Digital UK communications that they had received through the post. For optimal chance of retaining the materials, the print communications should be of a size that is hard to lose, and enables text size that is easy to read. Multiple formats that present the same information (e.g., on television, in newspapers) may also ensure that the information is received.

"[Interviewer: What do you think of this laminate?] It's a good idea, it does help people contact the suppliers. [Interviewer: A large print version would be good for you?] Of course! [looks at map] yes [helpful] Now is this shown on television like this? Is it printed in the papers like this? [participant is shown the information leaflet] That's good. So probably you would have CDs with that information as well. See people put a lot of information on cassette tapes or DVDs. Large print one can keep, I can file it [...] large print is better." (B5, female, 70 years, registered blind, no digital TV, later switching region)

[response to the leaflet] "can read it and take it in more slowly [...] easy to read and easy to understand" (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

Laminate 1 (How to go digital) was especially well received, particularly by participants who had initially been rather perplexed about digital television and switchover, but also by others who had appeared more confident in understanding the options for switching to digital. It covered most of their information requirements.

"Yeah it's got the choices there, the price. The money is sort of relevant linked with phone numbers there. Yeah got the internet. More people are using computers at home now so, and getting the information from web sites, and getting access to that. You know people rely on the telephone calls but I'd say a lot of people use the internet for access. Reading this information I could take it on board and say, 'oh it's got a number' and anybody can just call up and get all the information. But for a deaf person, they'd have to use the internet, read the information, work it out, figure it out. They'd have to be

figuring it out a lot themselves rather than just maybe having a quick phone call.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“With more information being sent out [about different digital television platforms] we know there’s a lot of deaf people that know about these but I’ve never heard of this company in the middle [Top up TV]. If it’s out there in the deaf community, if adverts are being seen and it’s in the newspapers then I’d be a bit more knowledgeable but I haven’t heard so much about this one.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Laminate 2 (Home diagram and set top box connection) was also viewed positively, particularly the home diagram side, which appeared to draw participants’ attention to issues of which they were unaware (e.g., that radio services are unaffected by switchover). Participants more confident with technology (generally male) liked the set-up sheet and spent more time viewing it than others.

“Yeah it’s visual. It seems ok. With the sheet it’s ok. [The connection diagram] could be a little more directive with arrows so it would probably suit children and help them, the younger generation get a clearer picture but putting arrows to it would point in the right direction.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“Oh yes indeed [it is useful] large print would be lovely.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

“Oh yes [Interviewer: how to connect a Freeview box – Do you feel you would ask somebody else to do it for you?] Oh yes, not only am I sort of pig ignorant about all this electronic and electrical works etc., I wouldn’t trust myself and even if I did know anything about it I’m physically not able now to get round corners and all that sort of thing, I’d have someone.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

9.4.3. Switchkit press advert

Participants were shown an A4 advertisement providing information about the Switchkit – a switchover solution designed to be given as a gift, available from retailers for under £100, comprising set top box, aerial check, installation, set up and a basic use tutorial.

The concept was viewed positively by most participants, and some expressed an interest in receiving it as a gift. Some concern was expressed over the cost and some participants suggested that people will wait until the price comes down.

“Good idea. Cause if somebody gives one a present, that’s a good idea, useful present. [...] [the cost] is a bit steep. This digital box one can buy oneself because that is very easy to set up I believe all you have to do is to put it on your television and plug it into the back of it, from what I have heard [Interviewer: Do you think you’d have a go at doing it yourself?] No, not me, well I can do most things I feel you see, but I wouldn’t know where that goes and what [...] but most of my friends have it. Of course if I can’t do it myself I’ll get one of them to come and do it for me. Oh yeah, I’ve got loads of friends who would do it but as a present, I wouldn’t mind. Not giving one, but getting one.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

“... with technology, some people stay away from it and obviously Christmas time is the expensive time of the year when new equipment gets bought. But depending on income and factors that surround that, some people are really keen and they’ll just buy it. And also there’s um, the cost, the following the Jones’ you might have low income people, you may have high income people, some people can’t afford it, some people will just say ‘oh it’s no problem with spending that money’ [...] They’ll be like ‘No. Don’t want to spend my money yet because I think it will come down in price at some point’ so people might just hold off in the sense of that because everyone’s different so it will affect everyone differently.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“[SwitchKit is] ideal for people like us because it stops you getting stressed out and worried about it. [...] When we were young things were so expensive and when we

got a new television or a new radiogram we were told we weren't to touch, I think it's inbred in you really from when you're very small [...] I think it is good that children do learn about technology because they accept it, whereas we were brought up to respect it and let the people who knew what they were doing deal with it." (B8, wife, 67 years, rural/social isolation, no digital TV, earlier switching region)

"[Interviewer: What you think of the concept?] I really don't know. Well here we are, the old sales talk here again, trying to sort of make people have it, in a way, pushing it. This is the system now isn't it, for everything. They want to push something on us to get extra money out of us. I can't think of anything else to say really. [...] Because what I feel is if people want to sort of do these things, then they should go out and do it for themselves, not have things pushed at you." (B1, female, 86 years, mild hearing impairment, no digital TV, later switching region)

"that sounds good [...] I think it's a good idea, the package sounds excellent, but I have my reservations about the service people [Interviewer: who installs?] If somebody gave it to me I'd say thank you very much, the only thing is again who can I trust to do a decent job of installation, I would want guidance on that, in the old days the BBC use to send out their engineers if you had a problem with your television, a BBC engineer would come out, and you knew even if he said you need a new this and that and that and this is going to cost you £100 you knew that it was worth it." (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

Those who commented on the press ad itself wanted a brighter picture and one supporter suggested pictures depicting other scenarios besides Christmas. The need for a whole house Switchkit emerged (unprompted).

[Interviewer: Is it easy to understand] [general yes] "[P8:] could be a bit lighter, the picture [...] should be bigger writing" "[P5:] writing is quite small" "[P3:] writing does need to be bigger, you could chop a bit of that picture off and just make the writing a bit bigger" "[P4:] the information it says all these things here from under £100 but that is still only for the one set isn't it, so it's not gonna be under £100 if they've got to do a double set." [Interviewer: So you would want that put in there?] "[P4:]

Yes, they should like in brackets say depending on if you have more than one set” [Interviewer: So you’d like a switchkit for the whole house?] [general agreement] (A6, low income focus group, 65+ years, later switching region)

9.4.4. Pictorial information

The pictorial information booklet explained the options for switching to digital television in a simple, step by step, manner with large graphics and minimal, simple text. The booklet was still in development and participants were asked mainly for their views about the concept, the human cartoon character represented throughout the booklet (compared to Digit Al), and any feedback on the content and presentation.

Many participants identified the booklet as appropriate to their needs and perceived it to have broad relevance to the general population. Note: whilst one supporter of people with severe cognitive impairment considered it appropriate for clients, one participant with learning difficulty was unable to comprehend all the information accurately (e.g., confused by references to monthly vs. one-off payments), even though he claimed he could understand it.

“Yeah it’s much more visual and colourful. The English is very short and sweet, very basic, clear, plain, and easy to take the message on board. [It is appropriate for] general use. It’s important just to make sure that the accessibility is there for all people. It doesn’t matter who they are. Straightforward plain information, that’s the best way to go” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“...great wad of paper, ah now this is something rather more. I like the whole thing as a document it’s very good [...] Oh yes, definitely [find it informative] [...] Too many pages, it wants to be condensed into about half a dozen pages, that’s my thoughts on it [...] This is good stuff actually whoever put this together.” (E4, male, 70 years, severe hearing impairment, integrated digital TV, later switching region)

Some participants found the booklet overly simple.

[pictorial guide] “maybe a little bit patronising, but got to put it as simply as possible.” (B8, husband, 73 years, rural/social isolation, no digital TV, early switching region)

Slightly more participants preferred the human cartoon character to Digit Al.

“The human one [is preferable] [Interviewer: Why?] I think with the human character it shows the society. Robot’s a very futuristic character but when you’ve got a human character on picture format it has more of a connection with people.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

There was a split on preference for text vs. channel logos on TV.

Some participants did not understand the terms ‘AV’ or ‘SCART’ in the guide.

“[Interviewer: Have you heard about what a scart lead is?] No not really. It is [simple]. It is very helpful yes. I mean for the visually impaired or anyone you know, information like that is good.” (B5, female, 70 years, registered blind, no digital TV, later switching region)

One supporter suggested keeping pages related to Freeview successive to prevent confusion.

9.4.5. Targeted supporter pack

The supporter pack was an information pack for supporters to help them to provide assistance with managing digital television switchover for disabled, older, isolated and low income people. The pack includes a letter to the supporter with an option to request information, the general information leaflet, specialist leaflets (e.g., Braille, large print, audio tape), FAQs, and a jargon buster.

All supporters, across the family, voluntary and social services focus groups perceived the pack as useful. A key question we focused on was how supporters would prefer to receive the pack – on request from Digital UK, or by mail (unsolicited). Supporters did not express any strong preference in this

regard.

9.5. Targeting and structuring advice and support

Respondents reported the importance of presenting digital switchover related information simply, everywhere (using different media to account for sensory impairment) and frequently; repetition is better than the risk of consumers not knowing.

“It depends on the person really. Obviously with communication as well. If there’s information and they try to sort of simplify it, it will make it clear, but it’s really important to match the communication needs of the person that they’re meeting. Cause obviously if it’s too much jargon, you need to drop the jargon and make it accessible. Reassurance needs to be given as well, so the customer is satisfied. And also with technology, it’s supposed to make your life easier but again it depends on communication and how things get told, how it comes across. If somebody’s saying lots of information to me I go ‘oh it’s too much’. Some people might go ‘this is too much information I can’t take it on board’ and they need that reassurance and then if there’s questions to be asked, if they’re unsure of things.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Television was cited as a preferred communication medium (bold, firm) and printed literature through letter box was also considered important. Most expressed a preference for leaflets/material to be mailed directly to door. Information printed in local and national press is likely to be seen by many.

“You know the programme ‘See Hear’ well I’m expecting that they’ll probably bring up the subject of digital switchover cause most of the deaf community rely on sign language so with anything coming up I expect that See Hear will probably do an article on it.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

Participants suggested that information should be made available in multiple locations from supermarkets, post-offices and newsagents to libraries, job centres, elderly day centres, and GP surgeries.

9.5.1. Digital surgeries

One of the research groups revealed a range of hurdles which deter people from being comfortable with digital television. These hurdles are mainly focused on low familiarity with equipment, low confidence that they could use it, complexity of choice in how to switch, and not knowing where to start to obtain the correct conversion equipment solution for their needs. Following the focus groups (and depths), many participants reported that taking part in a discussion with peers (or friendly interviewer) had in itself been informative, and had reduced concerns relating to complexity and high cost. Indeed, some reported they would use their incentive for participation to buy a digital box. Some participants assumed or would prefer that when switchover was imminent in their area, someone would provide information on a door-to-door basis.

“...and then even for a deaf person not just myself but it will be very interesting as and when this person comes to your house, how they will communicate with you about it [switchover].” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“I don’t want to know anything about [digital television] ...all I want is a man to come and do it for me.” (E3, female, 79 years, severe hearing impairment, no digital TV, later switching region)

“[P7:] Instead of going to someplace with somebody who’s trying to sell you something I would like to go and be taught about it, and then decide for myself the benefits of it.” [Interviewer: So do you think, for example, if there were special social support groups built around how to use digital TV, would they be something you’d be interested in?] [P4:] “Yes, absolutely.” [and a resounding yes all round] (A4: visual impairment focus group, later switching region)

These insights generated the concept of ‘digital surgeries’ where target consumers can openly discuss issues of concern and be provided with accurate information that is relevant to their particular needs. Many, particularly older, participants reported that it is best for them to learn how to

use a piece of media technology by being shown how. Digital surgery ‘trainers’ (people providing advice and information) could be chosen specifically to be relevant to different groups, for instance, older people teaching older people can be more effective and acceptable and normalises media technology use in that target group.

Relevant scope areas for inclusion in such an activity could include demonstrations of what programme content and equipment is available via different digital television platforms, a friendly forum for questions and answers in a un-intimidating setting, and digital television demonstrations by (or the opportunity to converse with) target consumers who have already adopted digital television and experienced it positively. A key driver to motivate target consumers to attend such an activity is likely to be social.

This type of communication forum could be tailored for members of the deaf community using British Sign Language interpreters or British Sign Language users who have been trained to explain digital switchover and address consumer’s concerns and queries on a face to face basis. This may be especially important for the deaf community as the participants we recruited suggested greater reliance on the deaf community (vs. the hearing world) for finding out about new communication technologies. They were less trusting of, and felt more excluded from, the hearing world. This would reduce the possibility of misconceptions about digital television and switchover being relayed within a tight-knit community.

“I’m also not sure comparing with access for hearing people, it’s probably easier for hearing people to pick up on information. As a deaf person we’re always relying on a visual format of information rather than just the advert you might hear on the radio as you’re passing a shop or something. So I think hearing people will just get more access to the information. I think deaf people have less access to information.” (E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

“[Interviewer: Do you have an impression on how deaf elderly people access information?] People used to go to the library and read books and get the information from

there but the access to the internet, it opens up a multitude of resources [particularly for young deaf people] [...] Another way may be committees that are set up – committee meetings – setting up forums where people can share their views. A letter could be sent out. If a committee is set up, people can go to the forum and it's probably the best way to get information shared, on face-to-face value rather than on relying on the internet, especially if you who haven't got it. So if meetings were set up so questions could be asked and answers given. And some deaf people, the only way that they could access information is through sign language, maybe job centres or old people centres. Young deaf people are accessing information through computers and such like, but face to face contact is one of the best ways to do it.”
(E2, male, British Sign Language user, <45 years, Sky Digital, later switching region)

9.5.2. More simple equipment

Some participants wanted simpler equipment (e.g., remotes with fewer buttons) that was more similar to their existing equipment. One supporter of someone with severe cognitive impairment was concerned that clients will have problems using two remote controls; she was willing to modify remote controls (e.g., cover up buttons that are not needed for basic operation) to aid ease of use for her clients.

10. Conclusions

This report has presented numerous qualitative insights spanning the broad scope of the project's research objectives. For clarity and simplicity, the conclusions presented below follow the structure of the objectives presented in Chapter 2.

Objective 1: to identify the role and importance of TV and other media in the lives of different types of consumer, including disabled, older, isolated and low income consumers and their supporters.

- Television and other media were highly valued by participants in this research.
- Participants who were housebound or were homeward focused tended to value their home media technologies more, in particular television, telephones, radio and audio players.
- Income level and perceived need for the product affected the extent to which participants adopted higher cost products and services (e.g., high definition televisions, subscription services offering a wider selection of channels, Sky+).
- Participants valued television and radio/audio for information and company, and telephones for social contact and to request assistance from others.
- The value participants' attach to owning and using these media technologies was recognised by supporters. Supporters were concerned for the mental and physical well being of the people they support in the event that, for whatever reason(s), they experience difficulty maintaining access to these media technologies.
- Participants' sense of exclusion from media technologies was low. This appeared to relate to low awareness of other media technologies, low perceived need for media technologies and the 'normalising' impact of social groups that shared similar attitudes towards media technologies.

- In many instances, disabled, older, isolated and low income consumer are as well positioned to benefit from switchover as other groups of consumers. The cost, usability, and accessibility of digital television constitute the most likely challenges in managing switchover for consumers.

Objective 2: to explore awareness, knowledge of and attitudes towards digital television and digital television switchover.

- Most disabled, older, isolated and low income consumers and their supporters had heard of 'digital television' and many were aware either of switchover or of forthcoming 'changes' to television broadcasts.
- Understanding of these concepts was low. Whilst many associated digital television with more channels and better picture quality, it was sometimes confused with other technologies such as hi definition (HD) and DVDs. Others, who claimed to know nothing about digital television reported not being interested in it.
- Most participants positively evaluated the features and functions of digital television.
- The majority of our participants accepted that digital television switchover was going to happen, without being overly positive, negative or concerned.
- Where concerns were expressed about digital television switchover they centred on fairness (sense of coercion) and cost.
- There is the potential for low negative and some positive impact of switchover for disabled, older, isolated and low income consumers. It is possible that direct experience of the impacts of switchover (e.g., need to convert every set, update analogue recording equipment, change to using digital text) may generate more concern.

Objective 3: to understand the types and extent of and perceived need for support provided to disabled, older, isolated and low income consumers by others in their day to day lives, in relation to media consumption and digital television switchover

- In our sample, support was received by disabled, older, isolated and low income consumers from a variety of formal and informal sources for various needs (domestic, personal, practical, financial, and emotional).
- Family (friends and neighbours) tended to provide support with media technologies such as television. We found examples of participants having paid for assistance with installation, set-up and troubleshooting of television equipment. In a few instances, similar support had been provided by voluntary agencies, particularly where less formal supporter-client relationships had developed.
- Disabled, older, isolated and low income participants in our sample did not generally perceive themselves to be at risk of negative impact as a result of digital television switchover.
- Most participants thought that their existing support would be sufficient for their needs through switchover. However, our research suggests that disabled, older, and isolated consumers on very low income and without family (friends and helpful neighbours) to provide reliable and financial support may need more support to successfully manage switchover.
- The potential for negative impacts as a result of digital television switchover is highest for consumers with low confidence with technology, low motivation to the benefits of digital television, very low income and without informal support structures.

Objective 4: to understand the extent to which formal and informal support entities are cumulatively able to provide the identified support needs of disabled, older, isolated and low income consumers in relation to digital television switchover.

- Family (and friends) considered themselves to be best positioned to help the people they support with digital television switchover. They shared the opinion of the people they support; that they would provide any assistance required of them.

- Voluntary and social service supporter expressed concern about the impact of digital television switchover on their more vulnerable service users, who need substantial assistance in their day to day lives. In later switching areas, social service supporters did not perceive the support of service users through switchover to be within their formal remit. Some were concerned about their ability to help service users, citing resource and training limitations. However, they recognised that the potential impact of switchover on their most vulnerable service users may constitute a strong rationale for the provision of support.
- To help disabled, older, isolated and low income consumers manage switchover, there is a need to plan the delivery of coordinated support - involving voluntary and social service supporters and informed family and friends.
- To improve consumer understanding, there is potential value in 'digital surgeries' to provide disabled, older and isolated consumers with enough information to help them feel comfortable and confident in taking steps to adopt digital television to be ready for switchover.
- There is potential value in developing 'power questions' for people to use in shops to help them identify the most suitable digital television products and services for their needs through switchover.

Objective 5: to provide an overview evaluation of current and planned Digital UK communications to disabled, older, isolated and low income consumers and support entities.

- Overall, the Digital UK materials were well received; they were perceived as important, they addressed many concerns and queries of the consumers we sampled, and multiple formats of the information rendered them accessible to a variety of consumer groups.
- Some participants were more negative; few participants had heard of 'Digital UK' and some perceived the switchover information as 'sales materials'. Some participants felt their information requirements would best be met on a face-to-face basis (e.g., 'digital surgeries').

- There is a need for communications to be read as relevant to disabled, older, isolated and low income consumers and their supporters. Information about switchover, regardless of format, needs to maximise simplicity and minimise complexity.

11. Acknowledgements

The authors are grateful to all participants in this research who were generous with their time and reflected thoughtfully on their experiences. Likewise for the valuable inputs throughout the project from Digital UK, Ofcom and ACOD, who commissioned this research. We are also thankful to the following organisations who provided varied assistance to the project: Stroke Association, John Grooms, Deaf Access, Deaf Plus (Lewisham), Age Concern (Lancaster), University of Dundee, St Michael's Day Centre (Wandsworth), and the Croydon Darby and Joan Club.

12. Annex 1: List of participants' characteristics

	who and characteristics	level/severity	age	dTV	# partic.	general area	DSO year
A	Focus groups						
1	Supporters: informal (friends/family; some linked to Ps) Supporters: organised (local [voluntary] supporter network)	N/A [supporters]	N/A	N/A	7	KENDAL	2008
2		N/A [supporters]	N/A	N/A	5	READING	2012
3	Supporters: formal (social services; not nec linked to Ps)	N/A [supporters]	N/A	N/A	6	LONDON	2012
4	Target: visual impairment	mild-moderate	65+	1 or 2 with DTV	8	SCOTLAND (Dundee)	2010
5	Target: mobility/dexterity impairment	mild-moderate state pension	65+	1 or 2 with DTV	7	SCOTLAND (Dundee)	2010
6	Target: low income	dependent	65+	1 or 2 with DTV	7	LONDON	2012
B	Interviews (interview target unaccompanied)						
1	Target: hearing impairment	mild	75+	no DTV	1	LONDON	2012
2	Target: hearing impairment	mild	<45	DTV	1	GTR MANCHESTER	2009
3	Target: mobility impairment	severe	60+	DTV	2	KENDAL	2008
4	Target: mobility impairment	severe	<45	DTV	1	SOUTHPORT	2009
5	Target: visual impairment	severe	65+	no DTV	1	GRT LONDON	2012

6	Target: visual impairment	severe	<45	DTV	1	GTR MANCHESTER	2009
7	Target: rural and social isolation	N/A	75+	no DTV	1	LANCASTER	2009
8	Target: rural and social isolation	N/A	65-74	no DTV	2	LANCASTER	2009
9	Target: low income	N/A	<45	no DTV	2	OXFORD	2012

C Interviews (interview target with support assistance where necessary)

1	Target: early stage dementia	mild	65+	DTV	2	KENDAL	2008
2	Target: learning difficulty	mild	<45	no DTV	1	SURREY	2012

D Interviews (interview supporter of clients with characteristics below)

1	Supporter: cognitive impairment	severe	65+	no DTV/DTV	1	BEDFORDSHIRE	2011
2	Supporter: cognitive impairment	severe	<45	no DTV/DTV	1	BEDFORDSHIRE	2011

E Interviews (interview target via British Sign Language [BSL] interpreter where necessary)

1	Target hearing impairment	severe - BSL	<45	no DTV	1	LONDON	2012
2	Target hearing impairment	severe - BSL	<45	DTV	1	LONDON	2012
3	Target hearing impairment	severe	70+	no DTV	1	LONDON	2012
4	Target hearing impairment	severe	70+	DTV	1	BEDFORDSHIRE	2011

Switchkit Press Ad



**Make someone's Christmas.
Help them switch over to digital TV.**

Soon we will all have to switch over to digital TV, so why not give someone you love a Digital SwitchKit this Christmas so they can enjoy great TV now. It includes a digital box, installation, a home demonstration and an aerial check.* from under £100. It is available from Comet, Currys and independent electrical retailers. Alternatively call your satellite or cable service provider for details of their offers. Simple.

get set for digital  **call 08456 50 50 50* or visit digitaluk.co.uk/switchkit**

List of participating retailers is available on www.digitaluk.co.uk information line.
The retailer or cable service provider provides the aerial, full details and responsibilities for the product and service offered.
*Your service provider will upgrade aerials to your retailer to discuss not options.
*Calls charged at BT rate of 20 p per minute daytime and up per minute evenings and weekends. Rates may vary for calls from non-BT lines.

Pictorial information leaflet (examples)

To find out more about the digital TV switchover:
Visit digitaluk.co.uk
Call us on 0845 235 0388*
for general information/help


0800 5 19 20 21 for our Help Scheme
0845 2 34 03 80* for our text service
0845 7 66 99 99* for information on audio description



digitaluk is working with:



*Calls charged at BT rate of 20 p per minute daytime and up per minute evenings and weekends. Rates may vary for calls from non-BT lines.

helping you go digital 

How to get set for digital
An easy-to-follow picture guide



helping you go digital 

Pictorial information leaflet (examples)

To find out more about the digital TV switchover:
Visit digitaluk.co.uk
Call us on 0845 235 0388*
for general information/help


0800 5 19 20 21 for our Help Scheme
0845 2 34 03 80* for our text service
0845 7 66 99 99* for information on audio description



digitaluk is working with:



*calls charged at BT rate of 3p per minute daytime and up per minute evenings and weekends. Rates may vary for calls from non-BT lines.


helping you go digital 

How to set up your digital TV equipment

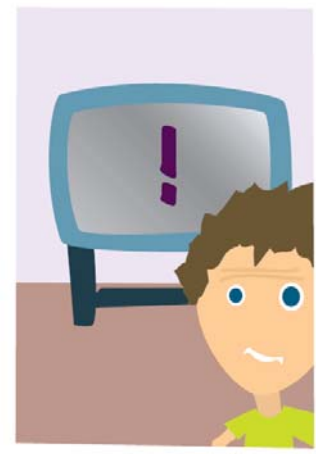
An easy-to-follow picture guide



helping you go digital 



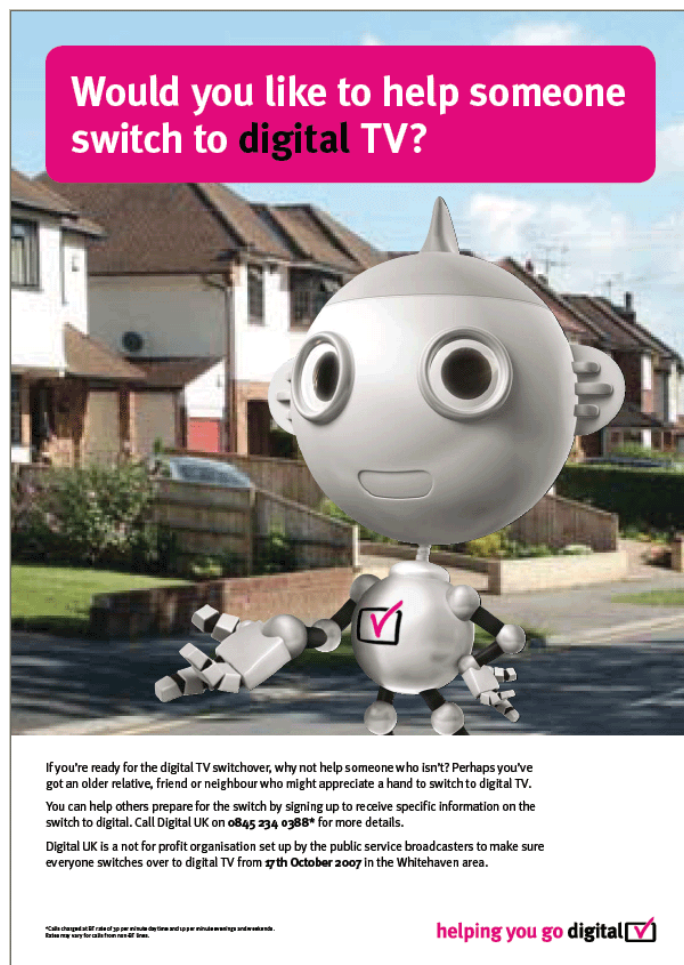
TV is changing



You need to do something or you
will not be able to watch TV

Information for supporters

(a) Poster



(b) Letter

digitaluk
Helping Hand
<Address 1>
<Address 2>
<Address 3>
<Postcode>

<Mr AB Sample>
<Address line 1>
<Address line 2>
<Address line 2>
<Postcode>

Dear <Mr AB Sample>

Your helping hand through the digital TV switchover

Here is your digital switchover Helping Hand pack as requested. We hope that this will help you help those within your local community through the digital switchover process.

Enclosed you will find:

- A guide to help you explain switchover to people within your community
- A general information leaflet
- A <Braille/Large print/ audio/language> information leaflet
- A picture guide to the digital switchover
- 2 laminates to help you explain switchover
- 2 posters for you to display
- A guide to digital switchover jargon
- Frequently asked questions

We hope that you find this pack useful when explaining the digital switchover to your local community. If you have any questions or comments on this pack please call us on **0800 5 19 20 21**

Yours sincerely

Beth Thoren,
Director of Communications, Digital UK



Information for supporters

(c) Jargon buster

JARGON BUSTER

Analogue signal	The broadcast signal which delivers just five TV channels* to your set via the aerial.*Not including other services and regional variations.
Audio description	Audio description is an additional narration that fits between dialogue in TV programmes and describes what is happening on-screen for those who have difficulty seeing.
Communal system	Where a signal is distributed through a building (e.g. a block of flats) using a wiring system, sharing the same signal source. (See IRS and MATV).
Coverage	The areas that can receive digital television - you can check whether you are in digital TV coverage using the digitaluk.co.uk postcode database.
Digital signal	Television images are sent as compressed data which is then unscrambled by a digital box. The signal is sent by cable, satellite or through the air to your aerial.
Digital box	Needed for watching digital TV - it unscrambles digital signals and turns them back into sound and pictures. (Also see IDTV)
Digital switchover	The process of switching over the UK's current analogue television broadcasting system to digital, as well as ensuring that people have adapted or upgraded their televisions and recording equipment to receive digital TV.
Digital Television Recorder (DTR)	A digital box or receiver that is also able to record programmes to a hard drive, sometimes known as a PVR (Personal Video Recorder). A DTR with an inbuilt digital box (tuner) will enable you to watch one programme while recording another.
Digital Terrestrial Television (DTT)	DTT is transmitted through an aerial. In the UK this includes the Freeview service (which includes the traditional terrestrial channels, BBC One, BBC Two, ITV1, Channel 4 and Five) and for an additional monthly subscription, Top Up TV.
EPG	Electronic Programme Guide – an on-screen listing of TV channels and programmes. You can use one to go to the programme you want, or to select something to record.
Freeview	The main UK digital terrestrial television service that is transmitted through an aerial. No subscription is required. See also Top Up TV.
HDTV	High Definition Television or HDTV is a new technology that will enable viewers to get higher definition television pictures. HDTV has four times as many pixels (dots on the screen) as standard TV broadcasts, meaning a clearer picture and sharper detail on large screen TVs. An HD ready TV is not necessarily a digital

(d) Information booklet

Helping others get set for digital

For most people, the switchover to digital TV will be a simple, straightforward process. But there are some people who, for a variety of reasons, might find the switch to digital TV rather more difficult to understand. Others may even find it a little scary and confusing.

If you're going to give someone a helping hand through the big digital TV switchover, just follow these simple steps. And if you need to, refer to your Help Pack.


STEP 1: 'What is the digital TV switchover?'

Confirm that the UK's current television broadcast signal is being switched off, starting with Whitehaven and the surrounding area on **17th October 2007**, and replaced with a digital signal. This means they will need to make sure that their television equipment is ready to receive digital.

STEP 2: 'Why is this happening?'

Explain that this needs to happen in order to update the current TV system. As well as giving them better picture and sound quality, they will also have access to many more channels.

STEP 3: 'What does this mean for me?'

1. Reassure them that they don't need to buy a new television.
There is equipment available that can easily convert any television.
2. They don't need to make a monthly payment for this equipment.
3. The **digital**  logo identifies all products and services designed to work before, during and after switchover.
4. To ensure that everyone benefits from the switchover, there will be a Help Scheme for those that need it most – such as people aged 75 and over, or who receive Attendance Allowance or Disability Allowance, or who are registered blind or partially sighted. Please refer to the Help Scheme leaflet for further information.

STEP 4: 'What are my options?'

Identify their options, using the Digital Options laminate in your Help Pack.

STEP 5: 'How do I get my equipment ready?'

Use the 'Setting up your digital TV equipment' laminate, or the picture leaflet from the Help Pack to show them how to connect the digital equipment.

OR

Recommend a Digital SwitchKit solution which includes the installation, box and an aerial check. Refer them to a local electrical retailer if they're interested.

STEP 6: 'How do I make sure I am ready for the digital TV switchover?'

Show them the 'Get your home set for digital TV' laminate from the Help Pack which will show them exactly what they need to do to prepare.

STEP 7: 'What can I expect over the actual switchover period?'

October 17th: The old BBC2 analogue signal will be switched off and replaced with a digital signal. At this point BBC2, in addition to BBC1, BBC3, BBC News 24 and CBBC will become available on Freeview. If they have Freeview, they will need to:

- Tune in their Freeview box
- Retune their video recorder to their TV

November 14th: The old analogue BBC1, ITV, Channel 4 and Teletext signals will be switched off and will become available on digital along with a host of other channels such as BBC4, ITV2 and E4. It is likely that they will need to retune their digital box or TV again.