DIGITAL ACCESS & TECHNOLOGICAL INEQUALITY IN THE BEDOuin SECTOR IN ISRAEL

An Appleseeds Academy White Paper
Technology and digital knowledge are catalysts for equality. However, their absence can be the cause of severe gaps between haves and have-nots. Computer usage, the ability to access online data, as well as process and produce information online have become highly demanded skills in today’s world. Children are growing up in a world shaped by technology, and the ability to utilize technological tools has become a prerequisite to successful social and economic integration.

For the Bedouin sector in Israel, exposure to technology is restricted due to dramatically limited access and nominal levels of digital literacy. The potential of education as a means of strengthening the Bedouin community and paving the way for successful integration into Israel’s economy is far from being realized. While access to technology (PCs, laptops, and smartphones) has been on the rise in recent years, the data highlights that we are falling all too short in promoting effective and diverse uses of technology to all age groups and all facets of life within the Bedouin sector.

Appleseeds Academy, together with its corporate, public, and non-profit partners, has devoted the past ten years to strengthening digital access in the Bedouin sector in Israel, in a number of key areas: research, educational projects, infrastructure, and leading a digital literacy agenda as part of the Bedouin communities’ agenda for growth and empowerment.

Appleseeds first began working in the Bedouin sector in 2008 with its national civil service program, during which some 350 participants (volunteers) underwent 1,000 hours of technological and pedagogical training, as well as workforce and academic preparation. The success of that program led to numerous additional partnerships, and in 2014 we expanded our work to include the Sila multifaceted digital literacy program, and in 2015 we launched “Digital Generation” and “Digital Hura”.

Together with our partners at the Ministry of Agriculture, Bituah Leumi, The Ministry of Social Equality, Microsoft, Economic Development Authority, The Opportunity Fund, Ahi Ezer Foundation, Ministry of Education, Cisco, and the Internet Union, over 9,300 hours of training and programming have taken place on behalf of 5,748 beneficiaries from the Bedouin sector. In addition, as part of Get On Line, our unique online digital literacy platforms in Arabic, we have reached over 8,000 children, youth, and families in the past three years alone.

In this report, you will find:
- A survey of digital access in the Bedouin sector, a first of its kind
- An overview of Appleseeds programming in the Bedouin sector
- A examination of leading digital literacy programs

We at Appleseeds Academy would be happy to partner together to deepen this important work with one of Israel’s most vulnerable populations.

Sincerely,
Dafna Lifshitz
CEO, Appleseeds Academy
The first digital literacy index to be exclusively conducted in a Bedouin town

In 2016, Appleseeds surveyed parents and students across Hura. The results provide a representative picture of the community’s digital access today.

The study was conducted among:

- **632** STUDENTS
- **230** MEN
- **252** WOMEN
ACCESS TO TECHNOLOGY

**PARENTS**

- 76% **OWN A SMARTPHONE**
- 67% **PC OWNERS CONNECTED TO THE INTERNET**
- 64% **OWN A HOME COMPUTER**

- 14% **LITTLE TO NO COMPUTER USAGE**
- 17% **PERIODIC COMPUTER USAGE**
- 69% **FREQUENT COMPUTER USAGE**

**STUDENTS**

- 38% **OWN A SMARTPHONE**
- 67% **PC OWNERS CONNECTED TO THE INTERNET**
- 67% **OWN A HOME COMPUTER**

- 11% **LITTLE TO NO COMPUTER USAGE**
- 6% **PERIODIC COMPUTER USAGE**
- 83% **FREQUENT COMPUTER USAGE**
PATTERNS OF INTERNET USAGE

80% USE THE INTERNET

DO YOU USE THE INTERNET?

82% PARENTS
66% HURA
79% STUDENTS

ARAB SECTOR
HURA

*Arab Sector data collection conducted by the Israel Internet Association

7% 46% 47%

11% 34% 55%

18% 28% 39%

42% 41% 39%

40% 24% 33%

30% 14%

67%

SOCIAL MEDIA
INFORMATION SITES
DOWNLOADING PROGRAMS, GAMES, MUSIC
DAILY INFORMATION SEARCH
ENTERTAINMENT
EMAIL

DIFFERENT TYPES OF INTERNET USAGE

RESPONDENTS HIGH & VERY HIGH %

GRADUES 1-8
GRADUES 9-12
PERSONAL ASSESSMENT OF TECHNOLOGICAL CAPABILITY

 IMPORTANCE OF TECHNOLOGY FOR EMPLOYMENT AND HIGHER EDUCATION
Appleseeds Academy Initiatives &
Programming in the Bedouin Sector
in Israel
BREAKDOWN OF BENEFICIARIES ACCORDING TO AGE

- **Children**: 61%
- **Adulthood**: 23%
- **Youth and Young Adults**: 17%

BREAKDOWN OF BENEFICIARIES ACCORDING TO CONTENT WORLDS

- **Computer Technician**: 8%
- **Programming**: 16%
- **Basic Skills Training**: 69%
- **Employee/Workforce Training**: 6%

BREAKDOWN OF HOURS ACCORDING TO CONTENT WORLDS

- **Computer Technician**: 35%
- **Programming**: 26%
- **Basic Skills Training**: 7%
- **Employee/Workforce Training**: 32%
TECH GENERATION
DIGITAL LITERACY FOR BEDOuin CHILDREN

1,288 TRAINING HOURS
504 PARTICIPANTS
28 GROUPS

57% OF THE STUDENTS WANT TO IMPROVE THEIR COMPUTER KNOW-HOW AND PROFIciENCY AND ARE WILLING TO INVEST TIME TO DO SO

SILA PROGRAM
TOP YOUTH GROUPS

5,650 TRAINING HOURS
747 PARTICIPANTS
44 GROUPS

PARTICIPATION IN THE SILA PROGRAM INCREASES THEIR WILLINGNESS TO BE A PART OF ISRAELI SOCIETY

26% INCREASE IN YOUTH WILLING TO HAVE JEWISH FRIENDS
16% INCREASE IN YOUTH STATING THE IMPORTANCE OF BEING INTEGRATED INTO ISRAELI SOCIETY
13% INCREASE IN YOUTH FEELING A PART OF ISRAELI SOCIETY
SILA PROGRAM

DIGITAL LITERACY FOR WOMEN

980 TRAINING HOURS

480 PARTICIPANTS

22 GROUPS

41% INCREASE OF COMPUTER USAGE AT HOME

367% INCREASE IN KNOWLEDGE DURING FINAL EXAMS (FROM 15 AT PROGRAM COMMENCEMENT TO 55 UPON COMPLETION OF THE PROGRAM)

SILA PROGRAM

MUNICIPAL & LOCAL AUTHORITIES CAPACITY BUILDING

Interviews conducted with participating department managers and employees in local Bedouin authorities indicate increased efficiency in their work using various tech platforms, saving valuable time.

“I am able to overcome problems related to Excel, today I know how to deal with problems that I face”

“Enormously time saving. On a personal level, I have begun to use my email, Internet, and build presentations far more”
DIGITAL HURA
COMMUNITY-WIDE DIGITAL LITERACY PROGRAM

3 COMMUNITY-WIDE EVENTS
200 TEACHERS AND PRINCIPALS
640 HOURS OF TEACHING AND ENRICHMENT FOR NET@ JUNIOR KIDS
2,340 TRIANING HOURS

GET ON LINE
INTERACTIVE ONLINE PLATFORM FOR COMMUNITY-BASED DIGITAL ORIENTATION

130 “CLALIT” HEALTH CLINICS
9,859 PARTICIPANTS

2,131 FAMILIES
400 DIGITAL LEADERS

40 SCHOOLS
7,728 CHILDREN AND YOUTH
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