

# Make your mark: reporting impact

## Session resources

### 1. Mapping exercise using batch geo:

- Link to open tool: <https://batchgeo.com/>
- [Data for the exercise](#)

### 2. Word cloud exercise using Word it out:

- Link to open tool: <https://worditout.com/>
- Step by step guide:
- Sample data to copy & paste into Word it out (paste only the blue text):

These are free text responses taken from Superhighways' Digital Exclusion Survey in response to the question: What opportunities do you feel your service users / communities are missing out on because of digital exclusion? (How are they being disadvantaged?)

The impact during Covid 19 has been extraordinary. Consider how useful the internet has been to many of us during the pandemic, and the pandemic has still been extremely difficult.

Service Users have been unable to access online shopping for themselves. They've been unable to access digital health services such as patient access or the 111 website. They've been unable to access government advice. They have lacked access to video calling, and the social connections that brings us. They cannot find local businesses. They do not know how to use apps like Uber, Justeat, etc.

The disadvantage is massive, and it's difficult to describe the many many ways it affects them. The main effect is one of being left behind by society.

Lack of access to a wide range of services- especially those offered/required by government - central and local eg NHS tracing app for instance

Many support pathways are currently digital which are inaccessible. This might be advice, guidance, support groups, information about foodbanks.

Family & friends.

As my role is focused around employment support, the main way in which my clients are being disadvantaged is in relation to this. As mentioned above no access to internet prevents independent job searching and also prevents access to virtual training or education which would help take steps towards employment.

This is not a level playing field, the more that everyday activities involve some kind of digital engagement, the more excluded people become.

Connectivity: Social Isolation due to the COVID-19 crisis is a serious physical and mental health concern among the elderly because of their underlying health conditions. Lack of connection with friends and family puts the elderly at a greater risk of depression and anxiety as for most their only social contact is outside of their homes.

### 3. Data visualisation with Datawrapper

- Link to open tool: <https://www.datawrapper.de/>
- [Sample 'Digital inclusion' data](#)