

CPRF 16 Nov 2010

Session 7A.

Users informing users: A web 2.0 approach to information about accessible telecommunications for people with disability.

Two perspectives

- Industry/ supply side
 - The problem
 - Robert Morsillo (Telstra Consumer Affairs, Melbourne)
- User/ demand side
 - A solution
 - Rob Garrett (Novita Children's Services, Adelaide)

Behavioural insights

- Ian McAuley (2008). *You can see a lot by just looking: Understanding human judgement in financial decision making*. Centre for Public Development, Occasional Paper No. 5, Sydney.
- Jack Fuller (2009). *Heads, You Die: Bad decisions, choice architecture, and how to mitigate predictable irrationality*. Per Capita, Research Paper, Melbourne.
- Steven Kennedy (2009). "The future of consumer policy: Should we regulate to protect homo-economicus?" ACCORD Industry Leaders Briefing, Canberra.

Consumer choice/benefit!?

- “Consumers now enjoy a huge range of choices in relation to products and services – one of the great benefits of globalisation.”
- “And this doesn’t just apply to traded goods but also to basic services like energy and telecommunications, where previously there may have been just one provider and usually just one plan.”
- “People’s lives are improved when they have choices, and when they choose for themselves. However, merely increasing the number of choices should not be equated with higher social welfare.”
- “Consumers are now confronting the management of risk in ways they were previously spared, because of the expansion of the range of risk-based products.”
 - Examples: Wi-Fi networks at home (privacy, security); and smart-phones when out-and-about (data charges, location based services).

How to choose?

- “There has probably been too much emphasis on product disclosure, which carries the risk of information overload.”
- “Of even more concern is the notion that disclosure can serve an education function – as consumer researchers know, education and information are different.”
- “Disclosure of some information can distract consumers’ attention from other information.”
- “Disclosure has to be designed carefully, to avoid information overload, and to ensure that what is disclosed is in a form that is relevant to consumers.”

Choice overload

- “Joshua Gans of the University of Melbourne uses the term *confusopoly* (borrowed from Scott Adams’ Dilbert character) to describe situations in which consumers are so overloaded with options or information that they choose not to choose – either walking away without selection or, if they have to select, taking a random pick or a default.”

Communication devices: Accessibility features

- Information about accessible features
= supply side spreadsheet filling exercise
 - Fixed handset ~58 boxes to fill
 - Mobile handset ~62 boxes to fill
- Compliance framework
 - Good for providers? Tick the box?
 - Impenetrable for consumers (only interested in a few out of the many boxes)?
- The need for a different or additional ways for consumers to gain advice and make choices

Heuristics

- “In making decisions we generally rely on heuristics, or simple rules of thumb.”
- “For the most part these heuristics serve us well. They economise on our search costs and allow us to make sound and efficient decisions most of the time. Our departures from optimality are generally random and are often self-cancelling.”

“Nudges”

Table 1: The tools of choice architecture

<i>Choice architecture tool</i>	<i>Description</i>
Setting default options	Setting the default option in a set of choices and employing ‘opt-in’ and ‘opt-out’ designs
Offering self-contracts	Offering the option to voluntarily limit future options via binding ‘self-contracting’ as a commitment device
Presenting information	Organising complex information and presenting useful (often hidden) information and metrics
Designing spaces	Designing physical spaces through architecture and urban design to support patterns of good choice
Influencing social norms	Establishing the conditions for the evolution of social norms which influence social outcomes

Two developments

- Supplier/ manufacturer search-based presentation
 - Mobile Manufacturers Forum (MMF) Global Accessibility Reporting Initiative (GARI)
 - <http://www.mobileaccessibility.info/>
- Consumer/ user solutions-based presentation
 - ACCAN funded Novita/ ACE/ Telstra project
 - Over to Rob



Website for those in CCN/SCI community to share telecommunications solutions

Rob Garrett & Toan Nguyen

with ACCAN, ACE & Telstra

Collaboration with Australian Communications Exchange

2009 Workshop with CCN/SCI end users & supporters.

Many issues prioritised:

1. Access to (existing) information
2. Funding
3. Emergency Services
4. Training & education
5. Access to support
6. Implementing innovative solutions
7. Equity
8. Implementing known solutions
9. Service





When asked re solutions to “Access to information”

1. Unanimous agreement for Australia-wide phone-in help line.
2. A website that contained details of potential solutions.

Successful Funding Application

- The Australian Communications Consumer Action Network (ACCAN) Grants Scheme.
- With in-kind & funding support from Australian Communications Exchange (ACE), Telstra & Novita.



OVERVIEW

“A community based website/wiki that empowers individuals with **CCN or SCI**, as well as support organisations, to add information on available solutions and to receive direction to known applicable resources.”



OBJECTIVES

The objectives being to:

- provide individuals with an opportunity to highlight gaps in available telecommunications information;
- collect information that the community needs and collate it in one space;
- allow a space where individuals can voice their opinions on how they would like to receive this information; and
- identify actions and funding required to make telecommunications information readily accessible.



COMMUNITY INVOLVEMENT

- Is steered by a **Website Project Reference Group**
- **Include end users** in the design & development as much as possible.
- **Responsive** to end users feedback.
- **Potential** to be expanded to include other sectors such as ageing, vision, hearing, etc. (*After end of this project.*)





How can I dial my home phone using just my voice?

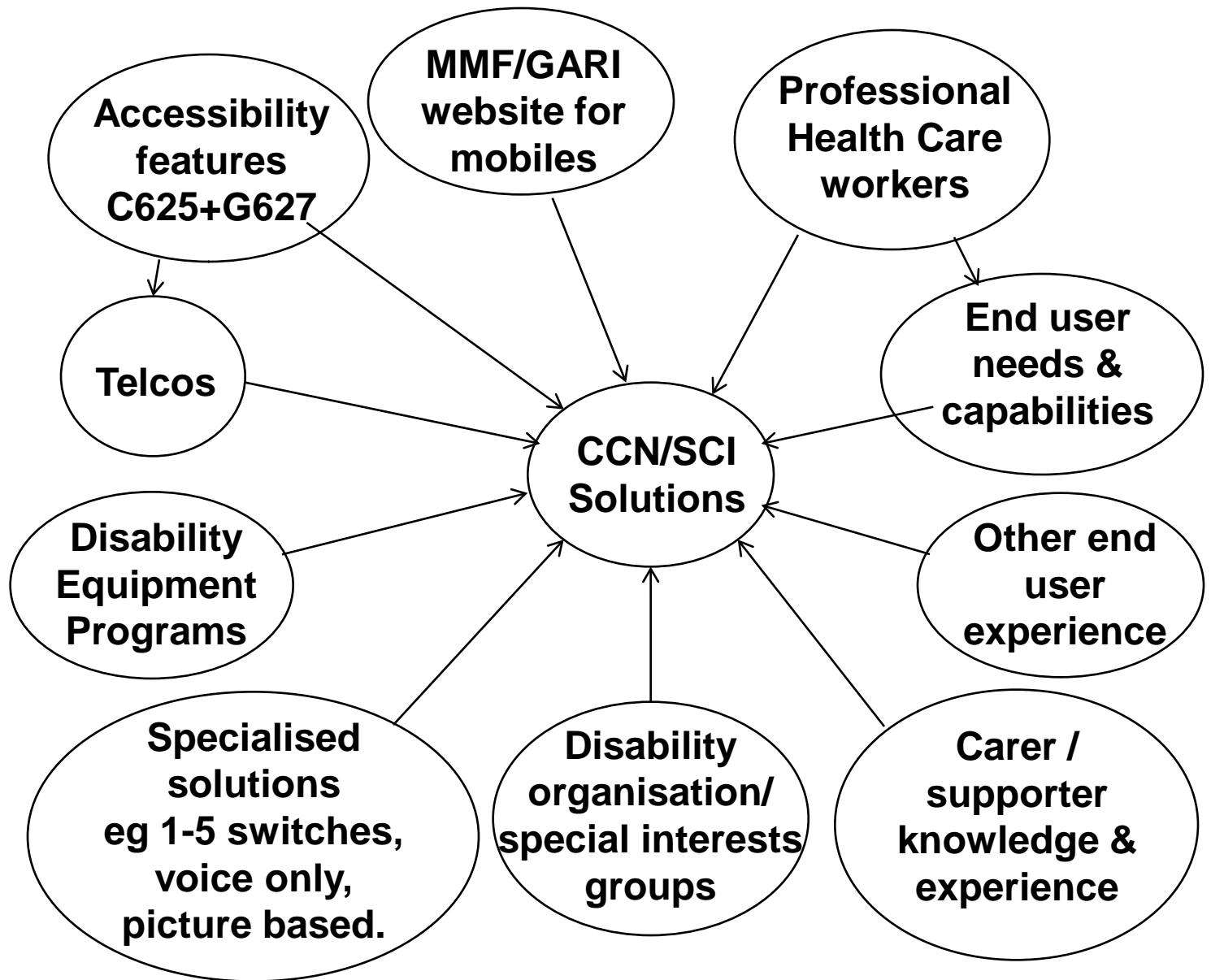
I can't read but need a mobile phone to call for help if I need it when I'm out.
Is there a mobile phone with pictures?



I can't read or speak but can use a switch and drive my power wheelchair. How can I call for help when I'm out?

I am having difficulty finding a phone that meet my requirements and capabilities, what help is available?





Challenges

- Co-operation between players.
- Some have communication difficulties!
- Solutions varied – likely to be difficult to find on website.
- Needs to be matched to people's existing roles as much as possible.
- Needs to be in plain English.



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