

The Deficit Model of Communities

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Two Types of Deficit Thinking

- What We Expect
- How We Market

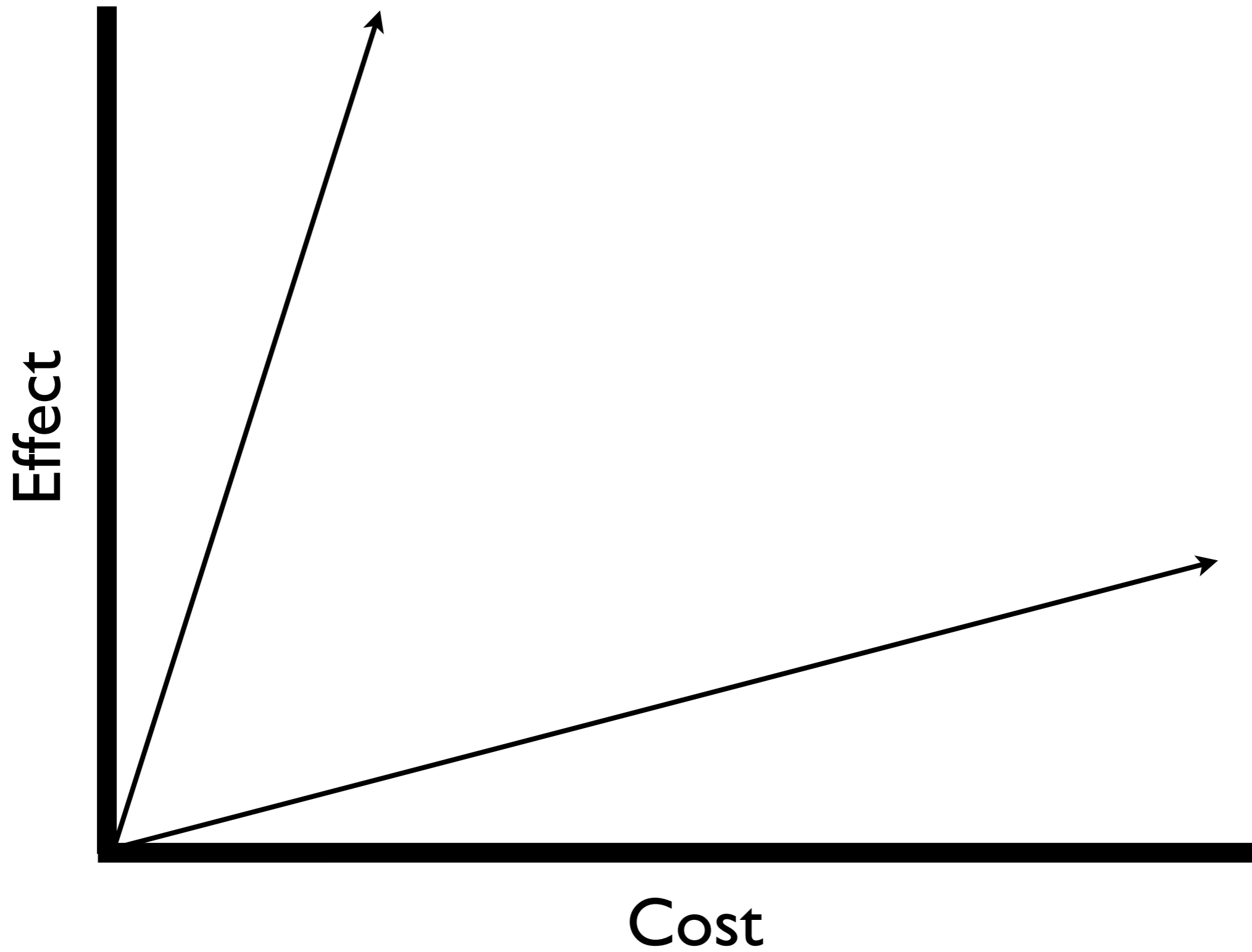
“As the availability of online resources has proliferated over the past decade, reference and instruction librarians have found themselves consulting with and teaching undergraduate students who are often satisfied with the ‘good enough’ results they find when exclusively searching Google for research assignments. The reasons that these students initially search Google include: familiarity with it, the ease of access and navigation, convenience, and the use of natural language.”

“Satisficing”



Herb Simon

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Advocacy or Remediation?

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Reading

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Tech Skills

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Tech Skills

Internet
Access

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Advocacy or Remediation?

Remediation	Activity
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Advocacy or Remediation?

Remediation	Activity	Area
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Advocacy or Remediation?

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Advocacy or Remediation?

Remediation	Activity	Area	Promotion	Activity
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Remediation	Activity	Area	Promotion	Activity
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Low Income Access Elderly	Workshops Kindle Book Loading	Tech Skills		

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Rural Connectivity	Internet Access			

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Rural Connectivity	Public Access Machines	Internet Access	Economic Development Democratic Participation	Rural Broadband Initiative Municipal WiFi Municipal Gigabit

Yes our communities have problems. Yes we should seek to solve them. Yet you motivate community action through aspirations, not constant reminders of failings.