

English.news.cn



English.xinhuanet.com

Search

Advanced Search

Editions

[Services](#) | [Database](#) | [Markets](#) | [Weather](#) | [Site Index](#) | [RSS](#) | [Feedback](#)
[Global Edition](#) | [China](#) | [World](#) | [Business](#) | [Culture & Edu](#) | [Sports](#) | [Entertainment](#) | [Science & Technology](#) | [Health](#) | [Travel](#) | [Odd News](#) | [In-Depth](#)

## Sci & Tech

**Most Searched :** •Space shuttle •Online Privacy •Earth Day •Facebook •Apple

### Bilingual Internet training program announced to close digital divide in U.S.

[English.news.cn](#) 2011-08-11 07:43:31

[Feedback](#) | [Print](#) | [RSS](#) RSS | [Share](#)

LOS ANGELES, Aug. 10 (Xinhua) -- Club Digital, the most comprehensive bilingual, multimedia Internet training program, has been launched in the California state and will be expanded nationwide in an attempt to close the digital divide affecting Hispanic families in the United States.

Officials from the White House Initiative on Educational Excellence for Hispanics and the State of California joined Los Angeles Mayor Antonio Villaraigosa and impreMedia publisher Monica Lozano as well as other national and community leaders to commend Club Digital on Wednesday in Los Angeles.

Club Digital's summer pilot program will reach nearly 3 million Hispanics in California. The program has started on Aug. 1 with an extensive 30-day multimedia Internet training program in select impreMedia publications, including La Opinion, La Opinion Contigo and El Mensajero, and a network of community-based partnerships.

Club Digital will provide a free opportunity for Californians to learn basic Internet skills. The program also includes an interactive bilingual website, [www.laopinion.com/clubdigital](http://www.laopinion.com/clubdigital), updated daily throughout Aug. with new training lessons.

"Without access to the Internet and basic computer skills, millions of Californians remain at a competitive disadvantage in the job market," said Los Angeles Mayor Antonio Villaraigosa.

"I am proud to support a program that empowers the people who remain on the wrong side of the Digital Divide by giving them the tools they need to take the first step into the digital age."

"Going online is a fast and easy way to find benefits that not only save money, but also transform lives," said Monica Lozano, Publisher and Chief Executive Officer, impreMedia.

"It's all there for the taking, whether we are talking about job listings, scholarships for college students, educational opportunities, medical resources or government services," said Lozano.

While the adoption of broadband technology is steadily expanding across the nation and in California, and people increasingly use cell phones to go online, there are still vast differences among various ethnic and socio-economic groups, according to a 2011 statewide survey on Californians and Internet Technology by the Public Policy Institute of California.

"We want to connect all Californians, especially the underserved, to the resources of the Internet," said Sunne Wright McPeak, President and CEO of the California Emerging Technology Fund (CETF).

"Together we can work to close the Digital Divide and ensure no one is left behind," he added.

Club Digital has been made possible through a partnership with impreMedia, AT&T, CETF, and Dewey Square Group.

The California pilot program is the first step in a nationwide campaign. Club Digital will expand nationally in January 2012, and will reach more than 9.4 million Hispanics across several major U. S. cities.

#### Video >>

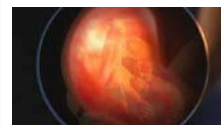


Studio discussion:  
Reasons behind London  
massive violence



Refitting process of Varyag

#### Photos >>



An embryo at different  
stages of its growth



"Volcanoes museum" in  
north China

#### Top Science News Latest Science News

- 1 Amazon unveils new Kindle app to sidestep Apple rules
- 2 NASA's Mars rover arrives at new site on Martian surface
- 3 Nokia to focus on Windows Phones in U.S.
- 4 "Volcanoes museum" in north China
- 5 Ariane 5 launches two communication satellites

#### Special Reports >>



iPad dominates  
tablet market



Royal Int'l Air  
Tattoo in  
Fairford, Britain

Hispanics in the U.S. are less likely than whites to access the Internet, have a home broadband connection or own a cell phone, according to a study by the Pew Hispanic Center.

The study found that differences in educational level and income are likely behind the digital gap, as the divide in most cases disappears when adjusted for those two factors.

According to the study, Latinos also lag behind African- Americans in home broadband access but have similar rates of Internet and cell phone use.

The study says that about two-thirds of Hispanic and African- American adults went online in 2010, more than three-fourths of white adults did so. As for broadband use at home, the gap between Hispanics and whites is significant.

"The difference in internet use between Hispanics and whites is driven in part by the fact that Hispanics tend to have less education and lower incomes than whites," study author Gretchen Livingston wrote.

"When education or income are controlled for, the ethnic differences in internet use disappear," Livingston added.

Educational attainment is also correlated with Internet use, according to the study.

While only 42 percent of Latinos without a high school diploma are online, that share increases to 68 percent for those who have completed high school. And 91 percent of Latinos who have attended at least some college say that they go online.

Household income is also strongly associated with Internet use, the study says.






According to the study, in households with incomes under 30,000 dollars a year, some 57 percent of Hispanics use the Internet. That number jumps up to 79 percent for Hispanic households that make between 30,000 dollars and 49,999 dollars. And more than 90 percent of Latinos in households with incomes of more than 50,000 dollars are online.

Editor: en\_hl

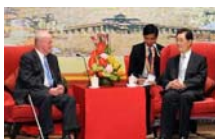
## Related News

- [Facebook buys digital publishing startup Push Pop Press](#)
- [Electronic Arts to buy PopCap Games in digital push](#)

[Home >> Sci & Tech](#)

 [Feedback](#) |  [Print](#) |  [RSS](#) |  [RSS](#) | 

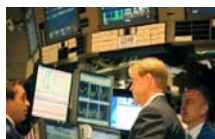
## Photos >>



Chinese president meets FISU head



British PM outlines tough line on tackling rioters



Wall Street slumps on economic concerns, France rumors



World University Student Beach Concert staged in Shenzhen



Defending champion Chen Jin fights for every match



"The Help" premieres in California



NASA's Mars rover arrives at new site on Martian surface



Smoking warnings to change in China

## Most Popular

## We Recommend

- 1 In pictures: China's aircraft carrier platform goes for first sea trial
- 2 Riots spread to England's northern, midlands cities
- 3 Windows 7 to be leading PC operating system by year end
- 4 Tiger Woods gets in PGA practice holes
- 5 Obama attends ceremony honoring SEAL dead

## Top News >>

- Israel approves new housing in east Jerusalem
- President Hu meets FISU head
- Carrier sails into new era
- British PM outlines tough line on tackling rioters
- Karzai not to seek third term

[Back to Top](#)

[Home](#) | [China](#) | [World](#) | [Business](#) | [In Depth](#) | [Culture & Edu](#) | [Sports](#) | [Entertainment](#) | [Science](#) | [Health](#) | [Travel](#) | [Odd](#) | [Photos](#) | [Video](#) | [Special Reports](#)  
[Gov.cn](#) | [About China](#) | [About Us](#) | [Services](#) | [Site Map](#) | [RSS](#) | [Weekly Review](#)

Copyright © 2000-2011 Xinhua News Agency. All rights reserved. Reproduction in whole or in part without permission is prohibited.