



DIGITALNWT PROJECT LAUNCHES #NWTDIGITALDIVIDE CAMPAIGN

Now is your chance to share your experiences and challenges with digital technologies in the Northwest Territories — **and have the chance to win an iPad or gift card for doing so!**

Many residents of NWT communities face extremely slow and expensive Internet. According to Internet Performance Testing run by the [Canadian Internet Registration Authority](#) (CIRA), Internet speeds in these northern and remote communities are among the slowest in Canada.

The recent COVID-19 pandemic has highlighted the digital divide between rural and urban communities in Canada, bringing more attention to the slow speeds, limited bandwidth, and high prices faced by Internet users living in rural communities in the Northwest Territories.

Despite everyone knowing about the problem, there is [limited reliable information](#) about user-level connectivity services in these communities. This makes it difficult for policymakers and researchers to identify which communities — and which homes and organizations inside those communities — are facing these challenges.

To challenge the digital divide and encourage policy-makers and industry to close the digital divide, the DigitalNWT Project is launching a social media campaign to encourage NWT-based internet users to test their internet speeds using CIRA's speed test - and share those results with the general public through the #NWTDigitalDivide hashtag.

ABOUT DIGITALNWT

[DigitalNWT](#) aims to strengthen the foundation of community-based digital literacy in the NWT. It is a project on the [MakeWay Shared Platform](#) and is funded by Innovation, Science and Economic Development Canada's Digital Literacy Exchange Program. DigitalNWT's Steering Committee includes the Gwich'in Tribal Council, the Inuvialuit Regional Corporation, the Sahtú Renewable Resources Board, and the Tłı̨chǫ Government. These organizations are partnering with the University of Alberta, the Smart Communities Society (NWT), Hands On Media Education, and Aurora College.

DigitalNWT uses a 'train-the-trainer' approach to equip community-based instructors with the skills to offer digital literacy training in communities across the NWT. Participants grow more familiar with using digital devices, browsing the Internet, managing digital data securely, and staying secure online. Upon the project's conclusion, local communities will have a customized digital literacy curriculum that can be taught and updated on an ongoing basis.

HOW TO PARTICIPATE IN THE CIRA INTERNET SPEED TEST

STEP 1: Take the test!

1. Visit the #NWTDigitalDivide page at www.digitalnwt.ca
2. Follow the "Click here to take the test" link
3. Confirm your location/postal code
4. If you like, add information about your upload/download speed and monthly internet costs, and click "ok".
5. CIRA will perform the upload and download speed test.

STEP 2: Take a picture!

Use your phone to take a photo or take a screenshot of the results of the Internet performance test.

STEP 3: Share it with us!

Share the photo of your Internet performance test and, if you like, the cost of your Internet to our Facebook Group ([NWT Digital Divide](#)) and/or on Twitter using #NWTDigitalDivide

STEP 4: Enter the draw!

If you are interested in being entered into the prize draw, [enter your contact information here](#)

HOW WILL INFORMATION BE COLLECTED THROUGH THE #NWTDIGITALDIVIDE CAMPAIGN?

#NWTDIGITALDIVIDE uses free and publicly available tools to encourage participants to share information about internet performance and costs in their communities:

- 1) [CIRA Internet Performance Monitoring Test](#)
- 2) This public [Facebook Group](#)
- 3) The Twitter Hashtag [#NWTDigitalDivide](#)

Information collected through #NWTDigitalDivide will be used to...

- Raise public awareness of limited northern Internet speeds and urban/rural digital divides;
- Add data to CIRA's map (<https://performance.cira.ca/>) -- which currently has little data about Northern speeds. This campaign helps put NWT's digital divide on the map!
- Contribute to publicly accessible information highlighting the availability and cost of Internet access in the NWT communities to policymakers and researchers who are studying and working to address digital divides.

Names and contact information for the prize draws **will only be used for the prize draw.**
All personal information will be destroyed after the draws.

PRIZES

The first 50 people to participate in this campaign will have the chance to win an iPad.

The next 200 people will have the chance to win one of five (5) \$50 gift cards or five (5) \$50 iTunes cards

For more information: Follow us on [Twitter](#) and [Facebook](#) for more digital content from NWT communities or send us an email - digitalnwt@ualberta.ca