

# Technology Marginalization

## The “Middle-Class” Corporate Digital Divide

\*Kevin B. Hailstock<sup>a</sup>, Bruce D. Henderson<sup>b</sup>, and Morrie Kayanan<sup>c</sup>  
Venture Networks, LLC P.O. Box 12823, Arlington, Virginia 22219-2823  
<sup>a</sup>[kbhailstock@venturenetworks.net](mailto:kbhailstock@venturenetworks.net) , <sup>b</sup>[bhenderson@venturenetworks.net](mailto:bhenderson@venturenetworks.net),  
<sup>c</sup>[mkayanan@venturenetworks.net](mailto:mkayanan@venturenetworks.net)

### Abstract

The term **Digital Divide** traditionally refers to the gap between people with effective access to digital and information technology and those with very limited or no access at all.

The bulk of attention paid to this problem has been focused on solving the problem of providing greater internet access and in recent years more specifically broadband internet access. Reflective of this is the over \$5 billion set-aside for the National Telecommunications and Information Administration Broadband Technology Opportunities Program (TOP) for competitive grants to accelerate broadband deployment in un-served and underserved areas and innovative programs for sustainable broadband adoption.

For years there has been recognition of the “potential of the Internet to improve everyday life for those on the **margins of society** (and) to achieve greater social equity and empowerment”. (Wikipedia) The Digital Divide has long been recognized as a global problem as well. However; there seems to be little attention paid to a relatively un-touted “middle-class” strand of this classic Digital Divide dilemma that extends beyond the issue of unequal access. This is the existence of a chasm of execution and performance that exists beyond the parameters of the Have’s and Have-nots but distinctly amongst the “Have’s” in this equation.

We offer a new term to describe this. **Technology Marginalization** is an economic by-product or consequence of the digital divide in America, specifically, as it relates to the business community which encompasses small and medium enterprises. We will further define and illustrate the term, and its impact on the small and medium enterprises in America and ultimately our economy given that “small firms” – “(firms with fewer than 500 employees) accounted for 64 percent (or 14.5 million) of the 22.5 million net new jobs (gains minus losses) between 1993 and the third quarter of 2008. “ (SBA) this disparity effects the scope of US economic development just not those communities in which these businesses reside. Possible technological and business solutions will also be discussed that address the symptoms of this oft un-noticed side of a commonly discussed problem.