

ACTing

“Social Agents Promoting Active Ageing through ICT”

WP2 Context Analysis

Research Tools

Deliverable N. 4

December 2013

1. Aim of Context Analysis

The ACTing Context Analysis pursues the following broad aims:

- To clarify the **context and rationale** informing the project (key definitions, concepts and terminology which will be used throughout the project).
- To identify and analyze the **profile of social agents** as facilitators for the social and digital inclusion of the elderly in society, in the 4 partner countries.
- Identify the main **interests, difficulties and obstacles that senior citizens** (55 years +) face in using ICT in their lives, in the 4 partner countries.
- Elaborate a **proposal of the key elements and working model** to inform the following phase of the project: the “Mayores con Iniciativa” methodology transfer and adaptation process (WP4).

2. Structure of chapters, guiding questions and who is responsible for writing which sections

1. Concepts and Definitions

What are the key concepts and definitions in relation to Learning to increase e-inclusion and active ageing of elderly in the digital society? (**FMD + FUNDETEC**)

2. National Context Analysis

- Short context data on elderly population and their trends in the use of ICT.
- Analysis of a minimum of 3 national initiatives focused on the active ageing and e-inclusion of elderly people (55 years +) in each country.
- Focus groups’ results (each partner arranges a focus group involving social agents and elderly people): social agents’ and elders’ profile.

Guiding Questions:

- Who are the key social agents (facilitators for the social and digital inclusion of elderly people) working in the field of active ageing and e-inclusion in your country?
 - *Identify the Social Agents’ profile:* awareness of ICT advantages; motivations and expectations; educational/professional background and capacity; ICT capacity and use in work; strategies (learning approaches and methodology used); needs and training needs; organizational context of social agents’ work (Foundation, Volunteer organization, company, public organization etc.); etc.
- What are the main interests and barriers senior citizens (55 years +) face in using ICT in their lives?
 - *Identify elderly people’s profile:* motivation, expectations, barriers, needs etc.

(ALL, FMD TO SYNTHESIZE AND COMPARE NATIONAL RESULTS)

3. Critical and key issues arising

Synthesis of national results and proposal of working model to inform the next phase of the project, that is, transfer and adaptation process of the “Mayores con Iniciativa” methodology (WP4). (**FMD, PARTNERS’ FEEDBACK**)

3. Methodology

- a) Each participating partner will collect national data and trends on elderly people and use of ICT (literature review, official reports): a brief introductory paragraph.
- b) Each participating partner will identify and analyze a minimum of **3 national initiatives** focused on active ageing and e-inclusion of elderly people. Initiatives need to meet the following criteria:
 - Involve older people (55 years +) in digital literacy and e-inclusion and active ageing activities.
 - Should be big initiatives with a high impact and from different social contexts or agents profiles, identifying key actors (public or private initiatives are both valid).
 - Possibly include different profiles of social agents - i.e. different types of social agents' work (volunteers, teachers, other professionals etc.), settings of implementation (school, non-formal community environment, library, elder centre etc.), approaches and learning methodologies, different categories of social agents etc.
- c) Each participating partner will arrange **focus groups** involving a 6-8 social agents working as facilitator for the social and digital inclusion of elderly people, and 6-8 seniors (55 years +). Partners can invite social agents working or having worked within the selected national initiatives mentioned above.

4. Analysis and Documentation

Partners will receive from FMD:

- Template for the National Context Analysis Report, containing also a grid to collect the information on the 3 national initiatives;
- Guidelines for focus groups to be translated in national languages, containing both the initial demographic questions (to be answered by both social agents and seniors through questionnaires or individual interviews) and the 5 questions for discussion.

Partners will send FMD 2 to 3 good quality photos of focus groups in JPEG files.

Each partner organization is responsible for selecting and documenting findings and communicating findings in GOOD English to FMD as required. Please note that FMD will not be able to incorporate reports that are not written in correct English.

The total length of each national study must not exceed 8 pages (excluding reference list). All participants to use font Arial 11.

5. Referencing system

The referencing system is the American Psychological Association Style, or **APA Style**. For an outline of this see the Publication Manual of the American Psychological Association, 6th Edition. An outline tutorial can be found at:

<http://flash1r.apa.org/apastyle/basics/index.htm>

Examples

In-text reference:

One author: (Simon, 1945)

Two authors: (Leiter & Maslach, 1998)



Organization as author: (NIMH, 2007)

Reference list:

One author: Ku, G. (2008). Learning to de-escalate: The effects of regret in escalation of commitment. *Organizational Behavior and Human Decision Processes*, 105(2), 221-232.

Article from an Internet-only journal: Hirtle, P. B. (2008, July-August). Copyright renewal, copyright restoration, and the difficulty of determining copyright status. *D-Lib Magazine*,

For more examples and variations see <http://www.library.cornell.edu/resrch/citmanage/apa>

6. Annexes

- Annex 1: National Context Analysis Report Template
- Annex 2: Guidelines for conducting Focus Groups EN
- Annex 3: Guidelines for conducting Focus Groups and supporting material in national languages