

Objectives and contents



Objective → to assess the barriers that seem to curb access to ICT by the elderly, from two perspectives¹:

- a. Diagnose the causes of these difficulties: Attitudes / Lack / Usability
- b. Establish a strategy to analyse the possibilities of intervening in: Communication / Training

Contents → there are 4 main topics within this module:

- Topic 1: Diagnosis and barriers.
- Topic 2: Different profiles according to attitudinal factors
- Topic 3: Values of ICT.
- Topic 4: Motivating our target group.

¹ Seniors to the ICT: accessibility and affordability Report. Vodafone Spain Foundation. 2010.
http://fundacion.vodafone.es/fundacion/es/conocenos/difusion/publicaciones/publicaciones/los-mayores-ante-las-tic-accesibilidad-y/PRO_UCM_MGMT_010763/

TOPIC 1: Diagnosis and barriers to use ICT

- **Basic knowledge:** Reasons why elderly people find it difficult or don't want to use ICT.
- **Objective Pursued:** Understanding their difficulties, fears and attitudes to be able to motivate them.

According to the Vodafone Foundation study results, the following are important issues that prevent elderly from using or liking ICT:

- **The vital moment of the person** - Understanding the **lifestyle and emotional state** spanning over 65 years, it is a must starting to understand how elderly relate to ICT, and the terms that determine access and that stop it.
- **The value they give to technology and ICT** – If they don't see the usefulness of something – from their point of view and needs – they won't show interest and they will not try. Therefore, it is VERY important to give the correct approach to ICT uses when trying to motivate elderly.
- **The emotional side** - The intensity with which the subject lives each dimension determines its vital positioning. Not all elderly between 65 and 80 have a common emotional profile. However, they usually have one thing in common: their rather conservative character. Loneliness is also a key element in this age ratio.

Moreover, there are 3 main factors that may prevent elderly from showing interest for ICT, some of them closely related to the ones listed above :

1. Limitations regarding lack of motivation

The most important one: In the absence of a motivational boost, there is no recognition of need or desire to use. "*ICT are not for me*". This position, which shows an attitude of rejection at first place, is usually caused for a lack of ICT devices, knowledge and skills.

Attitudinal profile: rejection.

2. Functional limitations

Some elderly may have problems with ICT due to some disease or old age, with different levels of disability which means real and understandable difficulties in using ICT. This is the case of people with disabilities aggravated by age, including those who have difficulties in the learning process. So they say: "*I am not able to learn this or to use that.*"

Attitudinal profile: resignation or obligation.

3. Economic Limitations

In many cases there is certainly an economic limitation that intimidates some people to make use of ICT and access them. This difficulty becomes more patent when talking about advanced devices and features that may not be feasible in its economic context . In this regard, they state: "*They are not affordable for me.*"

All in all, there are 2 different attitudes a person over 65 may have towards ICT::

- **Pro-technology**, mainly due to a curious attitude willing to discover new things.
- **Anti-technology**, mainly due to the lack of recognition of the need to use new technologies and reaffirmation of a conservative lifestyle (leaving other factors aside).

Topic 2: Different profiles according to attitudinal factors

- **Basic knowledge:** Different attitudes elderly people may show towards ICT and main reasons for it
- **Objective Pursued:** Understanding why some elderly might be afraid or may show a negative attitude towards ICT and knowing how to face it positively.

The Vodafone Foundation study has identified 5 attitudinal profiles towards ICT in relation to people aged 65 years and over. These are:

- Rejection
- Resignation
- Obligation
- Utility
- Excitement

Let's analyse the following 3, since they are the more likely to find among our target group:

REJECTION		
Main reasons	Typical quotes	Strategies
Lack of previous use, lack of knowledge and skills, fear, laziness and rebelliousness, changing daily routines, loss of identity, it implies to accept limitations and/or loneliness ...	<i>"I don't like/ need/ want/ understand"</i> <i>"It scares me"</i> <i>"I'd rather go for a walk"</i>	1. Patience and understanding 2. Needs and interests approach 3. Natural learning 4. Showing the advantages and uses
RESIGNATION		
Main reasons	Typical quotes	Strategies
Lack of previous use, lack of knowledge and skills, learning difficulties, low self-esteem, lack of control, sense of speed and stunning, afraid of making mistakes...	<i>"I won't be able to learn"</i> <i>"It scares me"</i> <i>"It's not made for me"</i> <i>"I'm afraid of breaking something"</i> <i>"I missed my chance"</i>	1. Needs and interests approach 2. Positive reinforcement and encouragement 3. (Re)build the confidence, self-esteem, trust and courage of participants 3. Natural learning 3. Showing the advantages and uses
UTILITY		
Main reasons	Typical quotes	Strategies
Medium-high motivation and knowledge, use of some devices (i.e. mobile phones), able to see ICT usefulness, left fear barriers behind...	<i>"It's nowadays world"</i> <i>"It's necessary"</i> <i>"It's useful"</i>	1. Keep motivation high 2. Further training 3. Foster curiosity for new devices and uses
EXCITEMENT		
Main reasons	Typical quotes	Strategies
They gave ICT an opportunity, they have good skills, are advanced users of mobile phones and the Internet, clearly see their advantages	<i>"They are the future"</i> <i>"They help me to keep active"</i> <i>"They make my life easier "</i> <i>"It's easier to interact with my grand-children"</i>	1. Positive reinforcement and encouragement 2. Use them to support others in the 1 st and 2 nd group 3. Encourage them to lead the group and facilitate the process

Topic 3: Values of ICT

- **Basic knowledge:** Main values and usefulness of technology for elderly.
- **Objective Pursued:** Showing elderly people values, practical uses and how ICT can help them to develop their hobbies and to improve their quality of life.

Beyond motivation and attitude finally generated towards ICT, technology will recognize a number of accepted and agreed-by-all values for elderly:

1. SAFETY

This is a key issue for seniors. It comes associated with personal and family tranquillity and convenience of being able to access different services with ubiquitous and personalized nature, without risks.

2. CONNECTION and COMMUNICATION

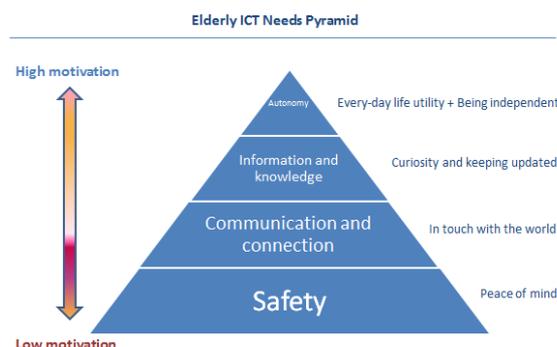
Connection is becoming increasingly relevant to those who want to be in touch with reality. Communication plays a key role for everyone, but specially for elderly, since it allows them now only to keep in contact with far away relatives and friends –reducing loneliness – but also to easily access health care and leisure services, among other things. In short, communication and connection make elderly people’s life much more easier and so, of higher quality.

3. INFORMATION and KNOWLEDGE

Easily keeping up-to-date, acquiring new knowledge, reading from different sources, investigating, learning new things through new methods and channels...This is really attractive to those with curiosity and keen to learn and have fun.

1. AUTONOMY

Which means having a greater area of freedom, more personal independence, to develop physical activity in a controlled manner without fear and disorientation, to develop mental activities using appropriate programs. The possibility of being more independent, being able to manage by themselves at least in some ways. This is quality of life for many elderly.



Topic 4: Motivating our target group

- **Basic knowledge:** Easy ways of motivating elderly to use ICT.
 - **Objective Pursued:** Being able to motivate our target group – elderly – to be interested in ICT, have a positive attitude towards ICT and find the advantages of using them.
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Directly related to the different attitudes shown in the 2nd part of this module, we will find different levels of motivation:

1. Low Motivation (-> rejection and resignation)

Finally we find a group that feels no impulse toward using technology because there is no motivation in the person, so that there is no feeling of need. There is little or no experience in the use of technology. When the subject connected with some "value", the need is activated and generates motivation towards the use of ICT.

2. Average Motivation (-> utility)

Later it have been detected a motivation that is driven by family and social environment, that generates a forced motivation in person, so that a medium basic need is activated. There is, likewise, an average-basic experience with technology.

3. High Motivation (-> excitement)

The impulse towards the use of ICT was born spontaneously clear and individual. It is a motivation already existing in the person so becomes active medium-high need. There is a high experience with technology.

Tips to motivate elderly in the use of ICT

- Focus on the **activity**, not the technology
- Keep it **simple**
- Focus on their **strengths** and not in their weaknesses
- Use their **preferences, interests and hobbies** to motivate them
- Show them with **practical examples** how ICT can make their life easier
- **Peer-to-peer** assistance and capacity building process
- Select a **diverse group** with different levels of motivation
- **Do not put any pressure on them**
- **Have fun!**