

# Mapping elderly citizen's computer and ICT use in a small-sized Norwegian Municipality

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# Background

- Information and communication technology (ICT)
    - Entertainment
    - Communication
    - Social interaction health and wellbeing
    - Access to services and information
- Independent living

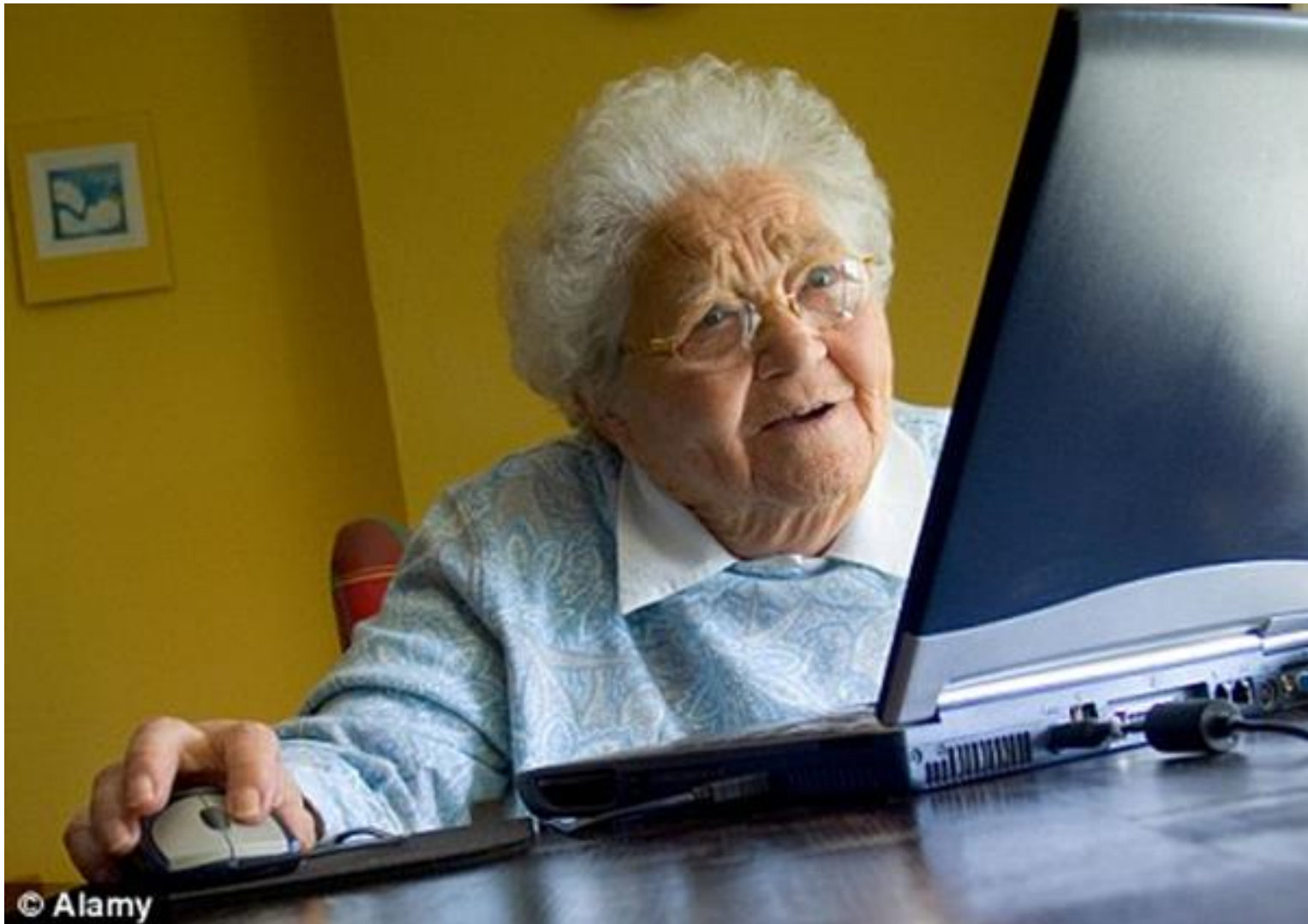
# Europe 2020 - Flagship initiatives

- **Smart growth**
  - **digital agenda for Europe:** <http://ec.europa.eu/digital-agenda/en/policies-ageing-well-ict>
  - innovation Union
  - Youth on the move
- **Sustainable growth**
  - resource efficient Europe
  - an industrial policy for the globalisation era
- **Inclusive growth**
  - an agenda for new skills and jobs
  - European platform against poverty

# Digital divide



# Quality of life



# Research questions

- To what extent are Norwegian elderly people users of computers and the Internet?
- What motivates their use/non-use of the Internet?
- In what areas are there needs for training?

# iAge

[www.iageproject.eu](http://www.iageproject.eu)

- Interreg IVB program for the North Sea Region (2012 – 2014)
- promote e-inclusion among the increasing ageing population in Europe to keep them active and facilitating their participation in social and work life

# Grandma on web

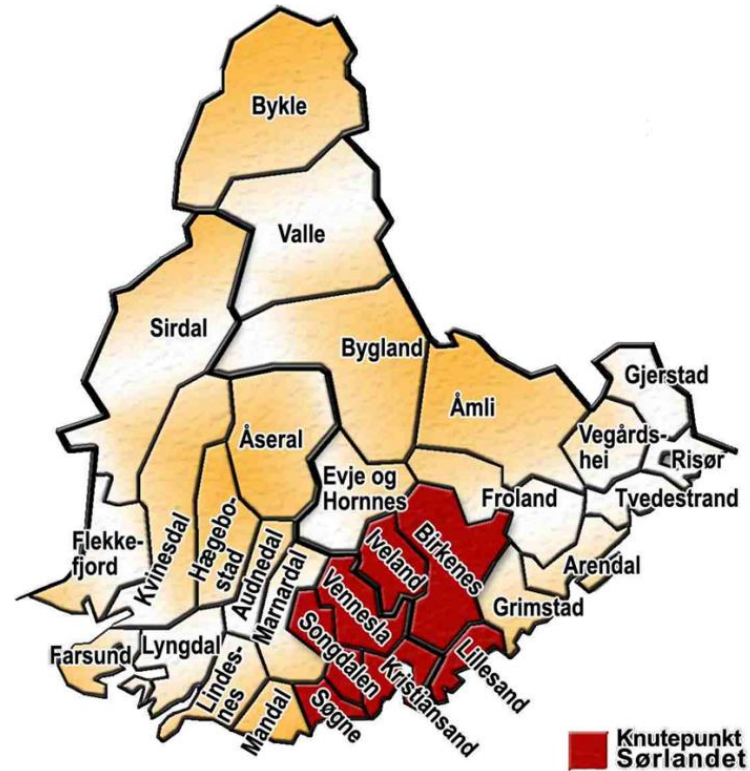
- **Get insight in ICT-use of elderly people, the motivational factors for such use and to specify their needs as technology users**
- design, implementation and evaluation of educational programs to instruct elderly people in ICT use and increase their digital competence



# Knutepunkt Sørlandet

<http://www.knutepunktsorlandet.no/artikkel.aspx?AId=753&back=1&Mid1=200>

The municipalities of  
Lillesand and  
Vennesla



**KNUTEPUNKT SØRLANDET**



# University of Agder

[www.uia.no/senter-og-nettverk/senter-for-ehelse-og-omsorgsteknologi](http://www.uia.no/senter-og-nettverk/senter-for-ehelse-og-omsorgsteknologi)

<http://www.uia.no/forskning/helse-og-idrettsvitenskap/ehelse>



UiA, Campus Grimstad



Centre of eHealth and Healthcare Technology

# Methods

- Survey about ICT-use and needs
  - Distributed to 500 inhabitants in Lillesand
  - 178 answers
- Group interviews about ICT-use and needs
  - 3 focus group interviews in Lillesand (10 informants)

# Results

# Access to and use of computer

## Survey:

- 91% had access to computer
- 80% used the computer frequently (daily or weekly)
- 20% used the computer infrequently or never

## Focus groups:

- All had access to computer
- All had “some” or “lot of experience” in ICT use

# Use

- Extensive experience
  - Online banking
  - Email
  - Sending attachments
  - Reading online newspapers
  - Finding phone numbers
  - Factual information

# Barriers to use ICT

- Non-users:
  - Lack of interest
- Users:
  - Lack of interest
  - No need for further training
  - Having other people doing it for them
  - Poor offering of courses
  - Experiences of low usability/episodes of difficulty

# Attitudes towards use of ICT

- Reasons starting using Internet
  - Introduced through job or education
  - Order goods/trips
  - To get access to services
- Reasons to continue to use Internet
  - Necessary to follow along
  - Maintain social contact
  - To be included in society



# Attitudes towards use of ICT

- Increase quality of life
  - Social life
  - Mental health
- Contribute to self-development and increased self-reliance
- Contribute to inactivity and social isolation

# Improvement of ICT-skills

- Survey
  - Ca 75% had “some” or “considerable” need to strengthen their skills
  - Ca 50% wanted to attend courses
- Suggested training topics
  - Genealogy
  - Skype
  - Use of search engines
  - Image processing
  - Organising and editing files
  - Book and order trips
  - Social media and entertainment application

# How to facilitate ICT-use among elderly people?

- Initiatives from local municipalities
- 
- Make courses attractive
- Home tuition
- Engage volunteers and schools

# Discussion

# Access and use of ICT

- Survey:
  - 91% of the participants had access to a computer
  - 80% of the participants were frequent users

# Statistics Norway

Bruk av PC og Internett de siste 3 md (prosent), etter kjønn, alder, tid og statistikkvariabel

	2014
	Bruk av PC siste 3 mnd
<b>Begge kjønn</b>	
65-74 år	76
75-79 år	62
<b>Menn</b>	
65-74 år	86
75-79 år	76
<b>Kvinner</b>	
65-74 år	67
75-79 år	50

# Access and use of ICT

- Still a significant proportion of non-users
- Few advanced users
- unused potential when it comes to social media

→ Inform elderly people about the potential of ICT

# Barriers

- Lack of knowledge of ICT benefits
  - Low usability
  - Men more active users
- 
- educate about the benefits of ICT use
  - taking elderly users into account when designing and updating ICT software
  - Provide training specifically aimed at older women



# Attitudes

- Internet a positive contribution
- General skepticism to ICT

## → Technology's duality

- Strengthen social and independent lives
- Contributes to social isolation and passivity

# Improvement of ICT skills and facilitating ICT-use

- Offer ICT-courses
  - Non-users
  - Advanced users
- Raise awareness about ICT contribution to social participation and self-efficacy
- Focus on how to reach non-users
  - Low level courses
  - Low course fee
  - Creative arrangements
  - Use younger generations as door-openers:  
<http://www.ep.liu.se/ecp/102/002/ecp14102002.pdf>