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TAO
Community & Collaboration

**Bern University of Applied Sciences,
Project TAO, and more...**

Beat Estermann / Andreas Ninck, Bern University of Applied Sciences
Castellón, Castellón, Seniors in the Knowledge Society, 6-8 Oct. 2011

www.thirdageonline.eu





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Overview

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E-Learning, Living Lab,
Communities of Practice

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- Two strategic research areas (among others)
 - Age, Age Politics, and Cross-Generational Relationships
 - E-Government, Use of ICT (incl. E-Inclusion)
- Multi-disciplinary approaches
 - Health, Social Work, Business, Information Technology
- AAL-funded project
 - TAO *Community & Collaboration*

Project TAO: Third Age Online

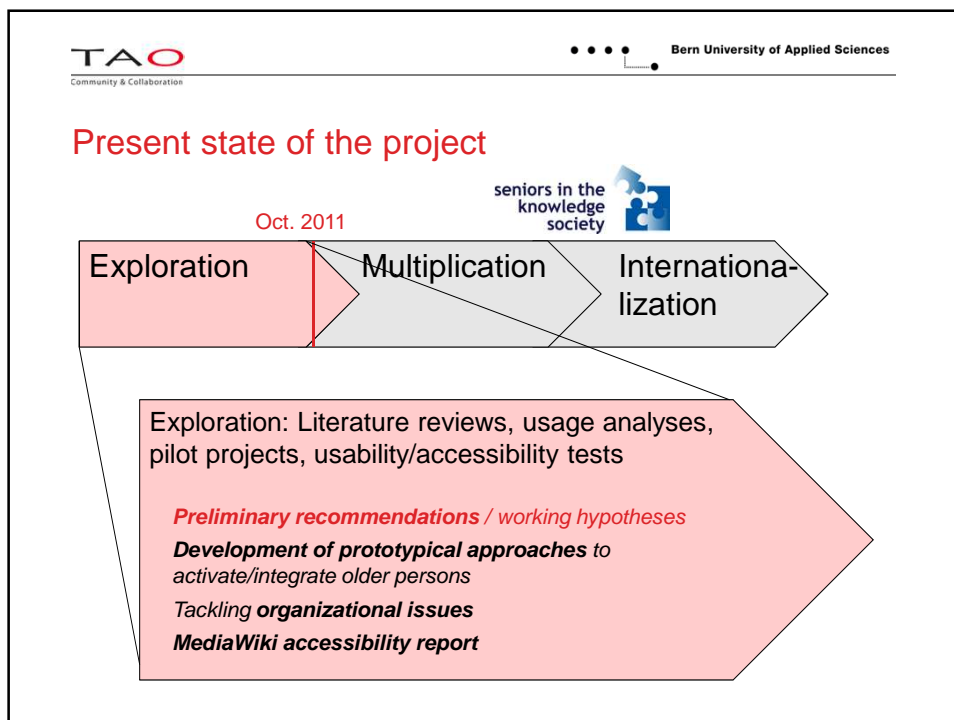
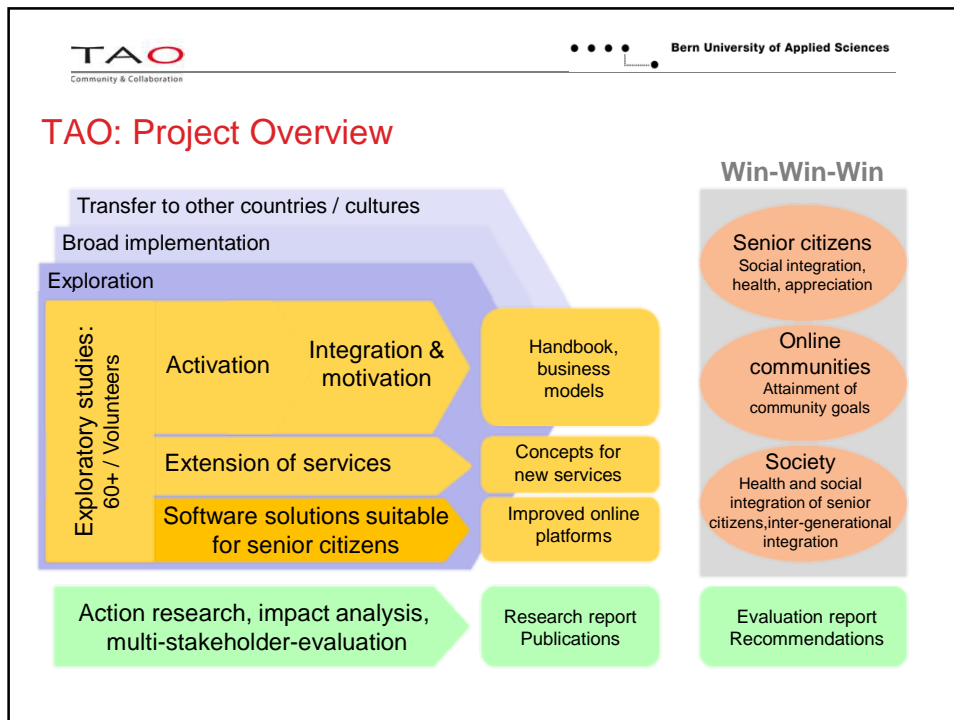
Two Central Questions:

How can we stimulate older persons (60+) to participate in online communities? (to integrate them & enhance their social relationships in later life)?

How can we **use the growing number of older persons to boost collaboration** in online communities?

Three Main Goals:

1. Develop and disseminate effective **methods to encourage older persons** to join online communities
2. Develop **new service** offerings in the context of online communities
3. Improve **the user experience** of community platforms (accessibility, usability, sociability)

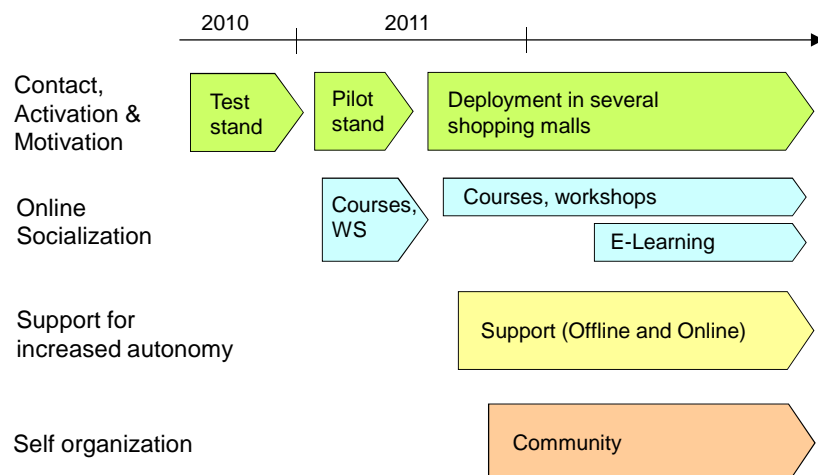


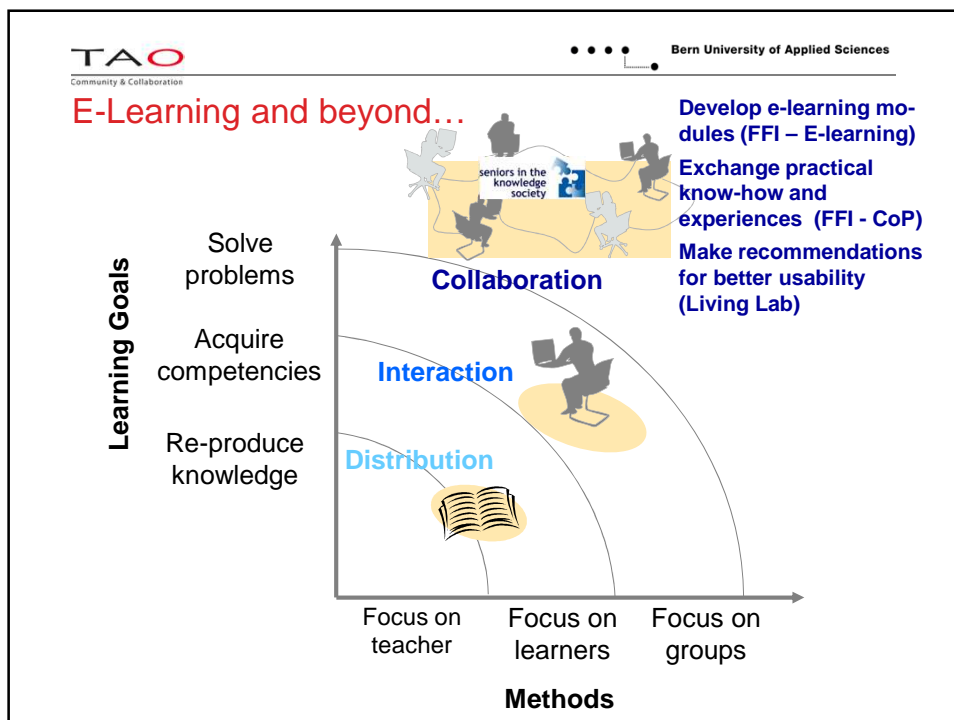
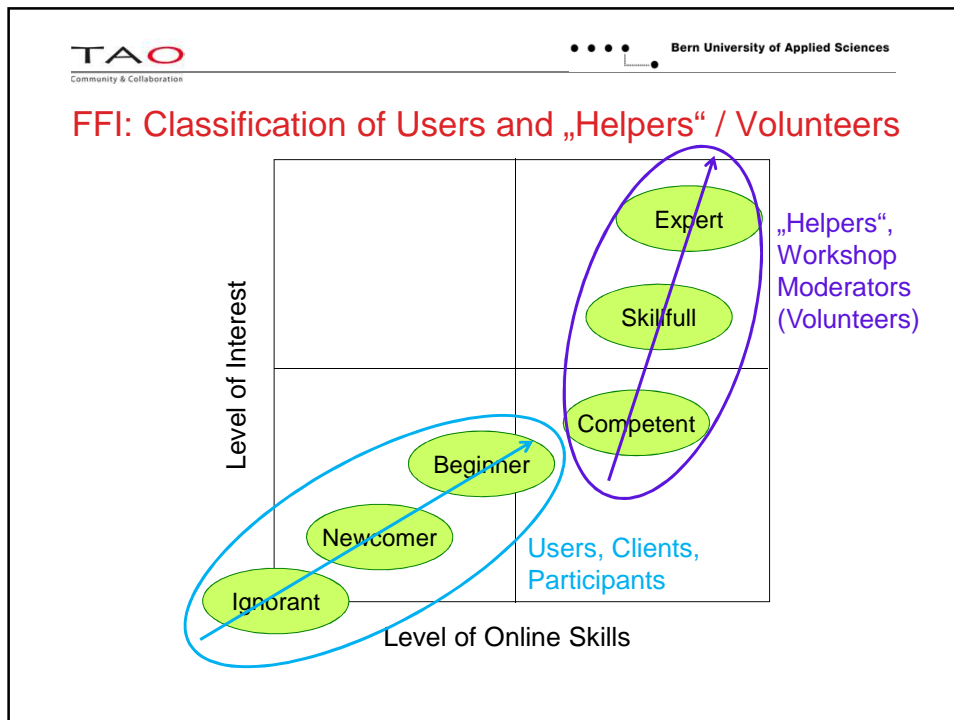
Free Cruise on the Internet (Freie Fahrt ins Internet - FFI)

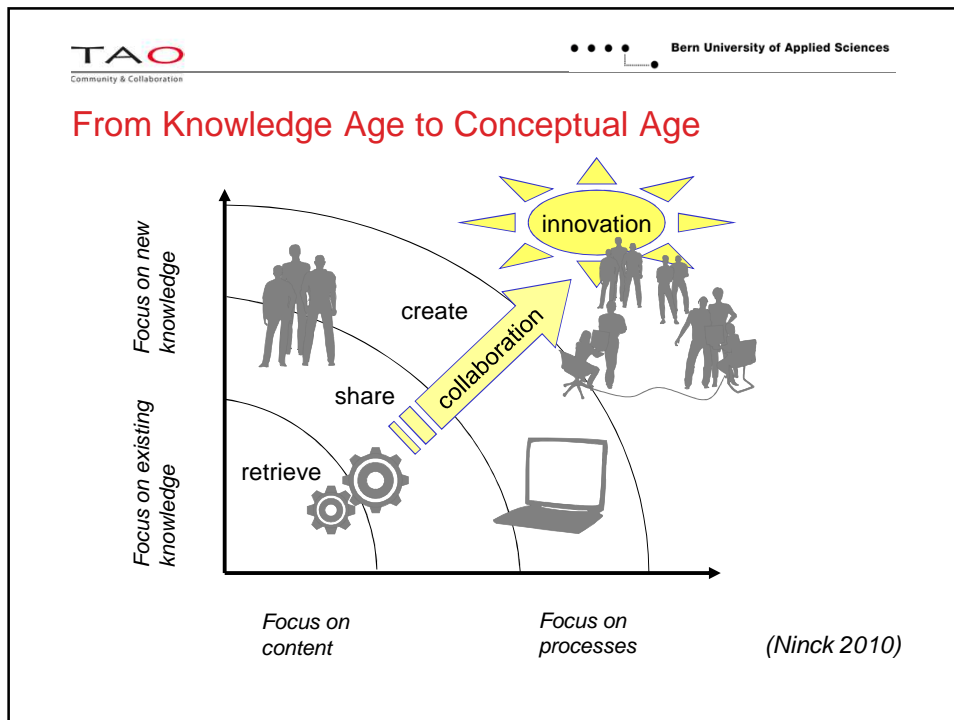
- Promoting E-Inclusion
- For Seniors by Seniors (mostly volunteers)
- Info Stand, Courses/Workshops, Support, E-Learning, Community
- Main Partners:
 - seniorweb.ch
 - Coop
 - Pro Senectute
 - Wikimedia CH
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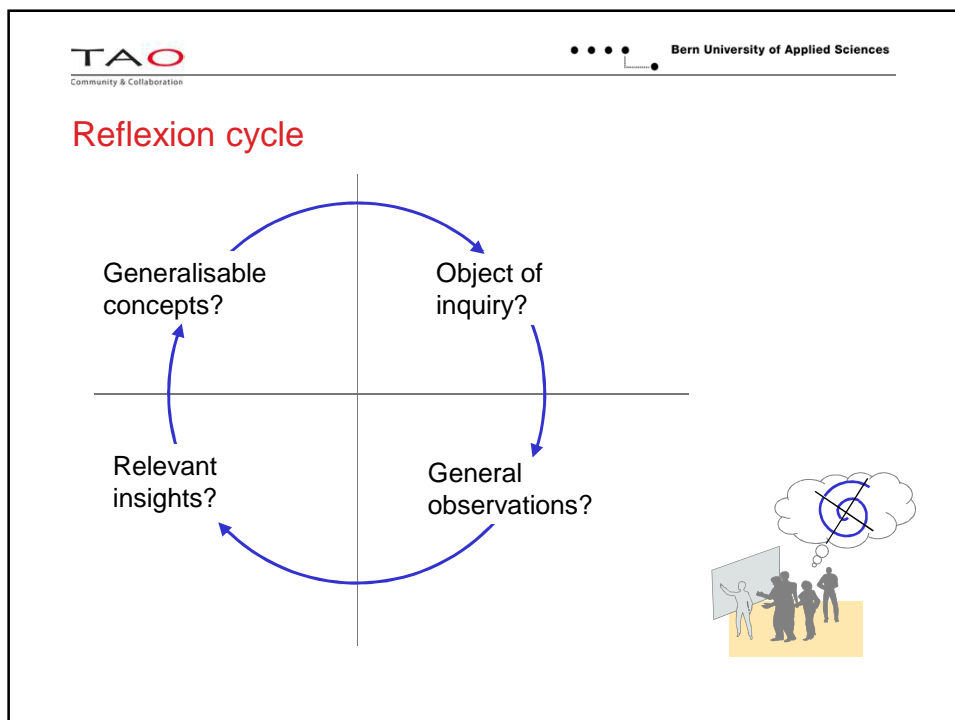
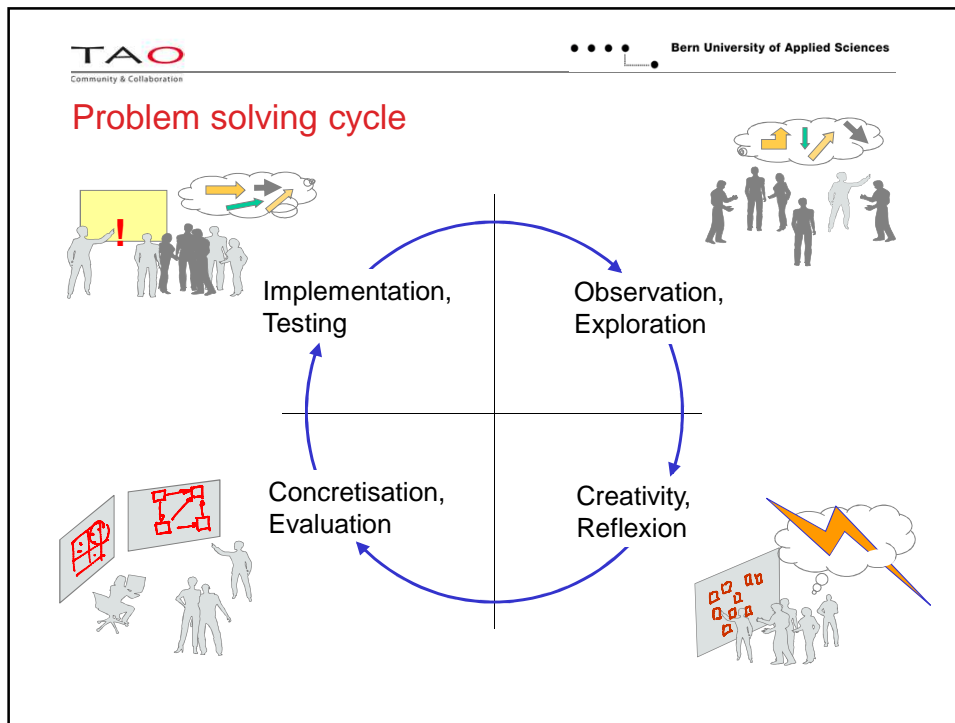
FFI: Strategic Goals – Timeline







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- ### Developing E-Learning Modules with Senior Volunteers: Methodological Approach
- Problem solving cycle / reflexion cycle
 - Design Thinking Approach
 - User-Centricity
 - Focus on Sustainability



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Developing E-Learning Modules: Methodological Approach

Elements of

- Design thinking (Stanford d.school, IDEO.com)
- Double diamond model (British Design Council)
- Learning cycle (Andreas Ninck, 2008)

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Output driven Process

<p>Problem situation?</p> <p>Main goals of the project?</p> <p>Known solutions?</p> <p>Stakeholders?</p> <p>Sponsors?</p> <p>General conditions?</p> <p>Possibilities for distribution?</p>	<p>Characteristics of the target group?</p> <p>Real needs of the users?</p> <p>Barriers?</p> <p>Incentives?</p> <p>Benefit for sponsors?</p> <p>Appropriate media?</p>	<p>Key requirements?</p> <p>Learning objectives?</p> <p>Priorities?</p> <p>Criterion for success?</p>	<p>Content?</p> <p>Learning process?</p> <p>Didactical methods?</p> <p>Potential of media for added value?</p> <p>Assessment of learning success?</p>	<p>Low cost and low effort?</p> <p>Highly visual?</p> <p>Look and feel?</p> <p>Proof of concept?</p> <p>Visualization of main ideas?</p> <p>Understandable?</p>	<p>Requirements satisfied?</p> <p>Usability?</p> <p>Technical feasibility?</p> <p>Costs vs benefits?</p> <p>Degree of learning success?</p>
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Do we understand the real needs of the users?

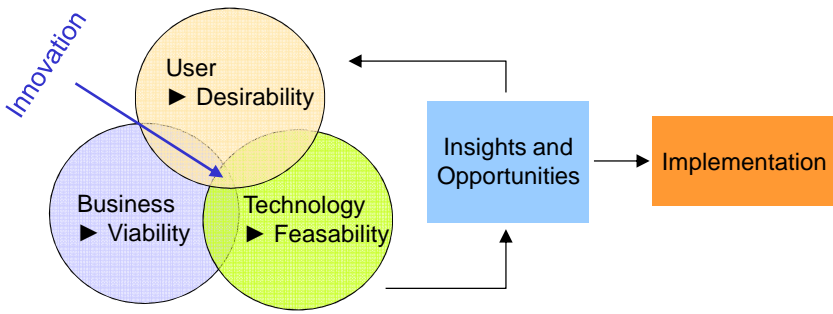
physical psychic social cultural



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Focus on Sustainability



(dschool.stanford.edu; IDEO.com)

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