



Seniors in the Knowledge Society

seniors in the
knowledge
society



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Grundtvig Learning Partnership

E-Inclusion for Seniors Graz, July 1st 2013

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“**A Society for all** is one that adjusts its structures and functioning, as well as its policies and plans, to the needs and capabilities of all, thereby releasing the potential of all, for the benefit of all.

A society for all ages would, additionally, enable the generations to invest in one another and share in the fruits of that investment, guided by the twin principles of reciprocity and equity.”

UNO 1995

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Demands, expectations, programs for different age groups

- childhood and adolescence to 18
- Präkarium 18-29
- Young adults 30 – 45
- Middle Generation group from 46 to 74
- Older people 75 – 89
- Old Old People 89 - open

Older Person`s well being in terms of physical, psychological, mental, intellectual, emotional and social health is closely connected with the understanding, acceptance and estimation by the other groups of inhabitants



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EU Commission wants to include older persons in the social movement and supports e-inclusion with the goal to end the digital divide.

e-inclusion has the power to:

close the gap between developed and less developed countries;

promote democracy and mutual understanding;

empower disadvantaged individuals, such as seniors, the disabled, the poor and the unemployed.

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What does “Digital divide” mean and why should it be overcome?

The digital gap is highly impacted by factors related to age and levels of education.

Closing the gap with solutions that particularly address the unique physical and mental needs of senior citizens, as the lack of access to ICT is limiting a person's chances

ICT can help senior citizens to lead an autonomous, secure, healthy and socially integrated life for as long as possible.



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What are the expected benefits?

The change from the industrial society to a modern, knowledge-based information society

Globalization has only been made possible by the rapid progress of ICT

ICT should help to create

- more economic growth,
- more jobs,
- more independence,
- better chances in life,
- solidarity within our society,

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Why is it essential for the market to take care of the specific needs of the seniors concerning ICT?

Europeans over 65 possess wealth of over €3,000 billion,

- + The ageing population will soon constitute a mainstream market
- Specific needs are not fully taken into account
- Design of ICT products and services are complicated to use and enjoy.





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Why are contemporary societies described as “ageing societies”?

The number of people in the EU over 50 will rise by 35% between 2005 and 2050.

The number of people over 85 will triple by 2050.

Solutions:

- a higher level of participation of the older population in employment
- Digital capacity for digital divided persons
- more effective health and social care services



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Why is it necessary to distinguish between “Third and Fourth Age”?

The **“Third age”** is the extended middle age applying to the post-65 age group

The **“Fourth age”** includes frail older senior citizens

Frailty causes:

- less quality of life.
- a general decline in health,
- less personal autonomy,

e-Inclusion should take frailty into account and promote independent living



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Which specific interventions must be forced?

- Easy to understand interfaces
- Easy to handle hardware
- Easy to handle software (touch screens for fourth age)
- Broadband for everyone (financial allowance for low incomes)
- Assistance
- Specific designed training courses

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The partnership dealt with seniors with:

- Using Wiki and Blogs
- Understanding and using E Books
- Using online libraries
- Designing courses and Interfaces
- Motivation of older students
- Political and Social Implications of the e-inclusion paradigm
- Older Persons participating with their impacts in the modern Knowledge Society



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Elephants as a symbol for intergenerational understanding

Elephants are said to attain old age and wisdom. The female animals live in herds with the young ones.

When water is scarce the old ones remember more water spots than the young;

When water is found the young animals may enjoy the water first.

The pace of trotting is so arranged that the baby animals and the aged animals can also keep up with the rest.

When life comes to its end, the elephant herd comforts the old dying animal with their trunk

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Thank you

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