

Open Research Online

The Open University's repository of research publications and other research outputs

Digital inclusion: opportunities for older people

Conference or Workshop Item

How to cite:

Minocha, Shailey and Holland, Caroline (2016). Digital inclusion: opportunities for older people. In: Older European Citizens in a Changing World, Conference and AGM, Ransackers Association, 20 Sep 2016, Europe House, London, England.

For guidance on citations see [FAQs](#).

© 2016 The Open University, UK

Version: Version of Record

Copyright and Moral Rights for the articles on this site are retained by the individual authors and/or other copyright owners. For more information on Open Research Online's [data policy](#) on reuse of materials please consult the policies page.

oro.open.ac.uk



Digital Inclusion in Europe:
key findings and some examples
from **Value Ageing**
www.value-ageing.eu

Value Ageing: Key findings on dignity and social inclusion

ICT development can risk indignity and discrimination for older people, but they can also provide solutions to those risks:

- *‘It is generally not ICT developments as such that threaten dignity and inclusion, but the ways in which specific ICTs and services are conceived, designed, promoted, introduced, used, supported, and monitored’.*
- ICTs can support physical, cognitive, emotional, social and cultural aspects of daily life, and safety in the environment; increase participation in the Information Society and in social and civic life; mitigate practical barriers to social inclusion; support good and appropriate care and health monitoring; encourage self-fulfillment and self-expression; mitigate incapacities.
- Risks arise when ageist attitudes treat older people as a block, ignoring different needs and wants; when older people are not in control or in a position to make informed choices; when issues of affordability, local access, and cultural practices are ignored; when older people are not involved in the design, development and use of ICTs; when dignity, especially of people with impaired mental capacity, is not respected and promoted.

The Internet Bus

Netti-Nysse began in 2001, based on Tampere, **Finland**. The bus is equipped with ICT – linked computers with internet access – to deliver free training in basic computer and internet skills to digitally excluded people in their local communities. The bus also has a 10-seater auditorium with a projector and audio-video equipment.



The service has full-time staff and is funded by a consortium of public and commercial organisations.

Using local places

Seniornett (**Norway**) is a voluntary organisation encouraging seniors (55+) to try the internet.

- It receives annual funding from the government, and some from industry and local authorities, as well as club member fees.
- Seniornett uses local public places such as clubs, libraries, senior citizen centres, social organisations and voluntary centres.
- There is a website, with news, advice, and links to technical support, and an annual 'Senior-surf day' open house event nationwide for older adults to learn about ICT.

Intergenerational play-with-learning



Grandparent-Grandchild Competition of Informatics (**Hungary**)

The aim of the project is to call attention to the importance of older people's inclusion in the information society. Children aged 4 to 14 and their grandparents are invited to compete with other grandparent-grandchild couples in a quiz, using an internet browser as a support. Since 2003 there have been 8 competitions with mass-media coverage, mobilizing 1,200 families so far.



Academic engagement

University of Dundee – User Centre Group (**Scotland**) established in 2005 to provide a space for older people to become familiar with technologies and benefit from learning opportunities, social interaction and research. It involves:

- formal class-based training
- Informal drop-in centre
- informal training among friends and family acting as ‘coaches’
- ‘virtual’ groups meeting online via a social network embedded in the centre’s official website
- opportunities to become involved in research as reviewers of ICT software, projects, and initiatives
- peer support to continue discussions outside the formal activities.