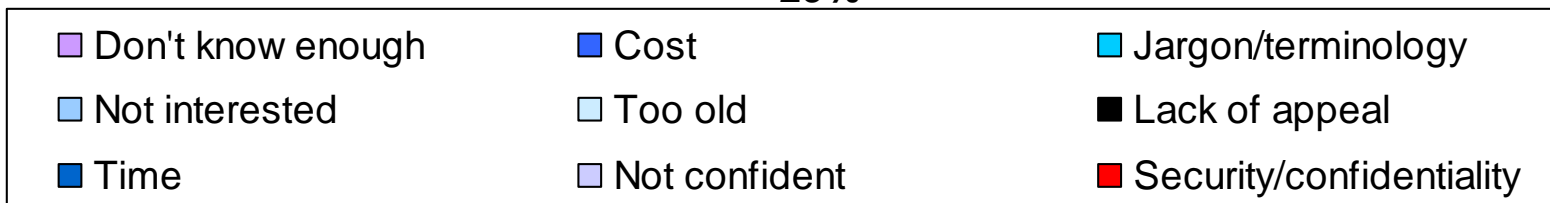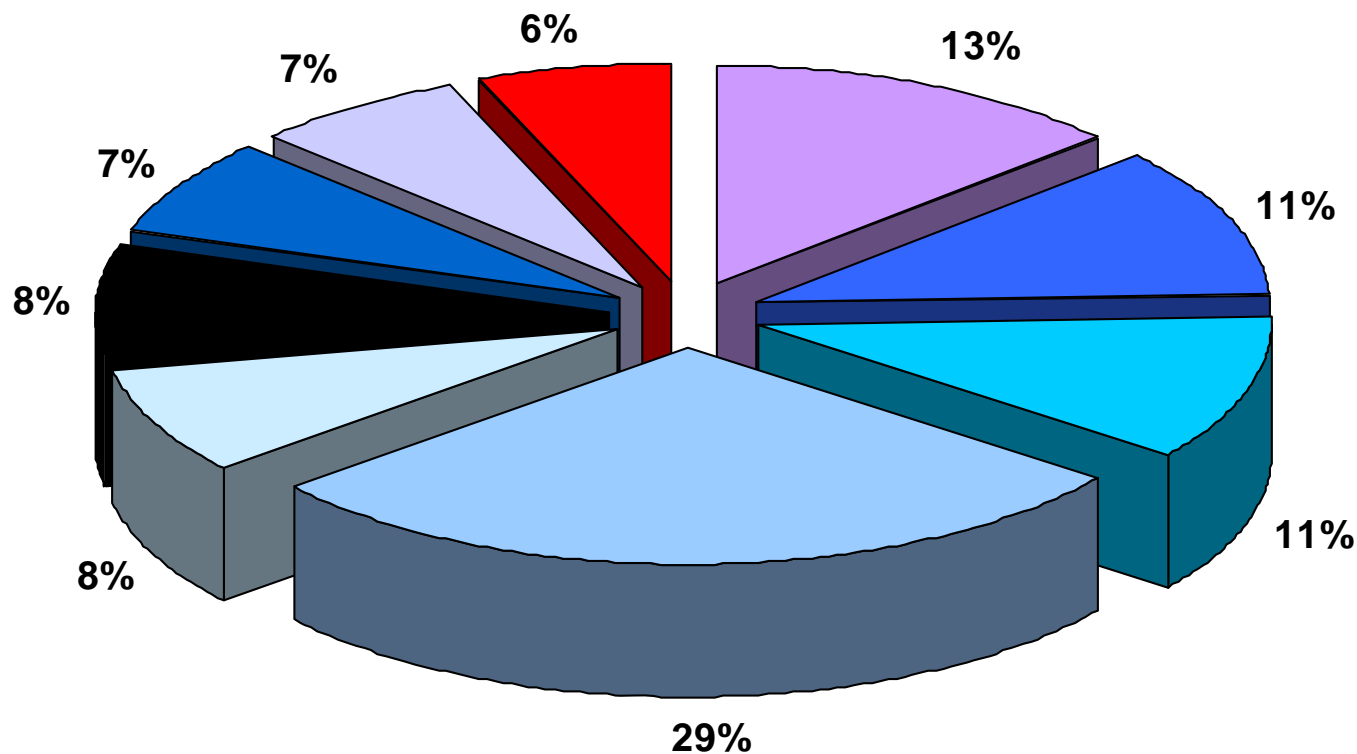# Connecting Older People



## Alan Clarke

## Associate Director, ICT and Learning

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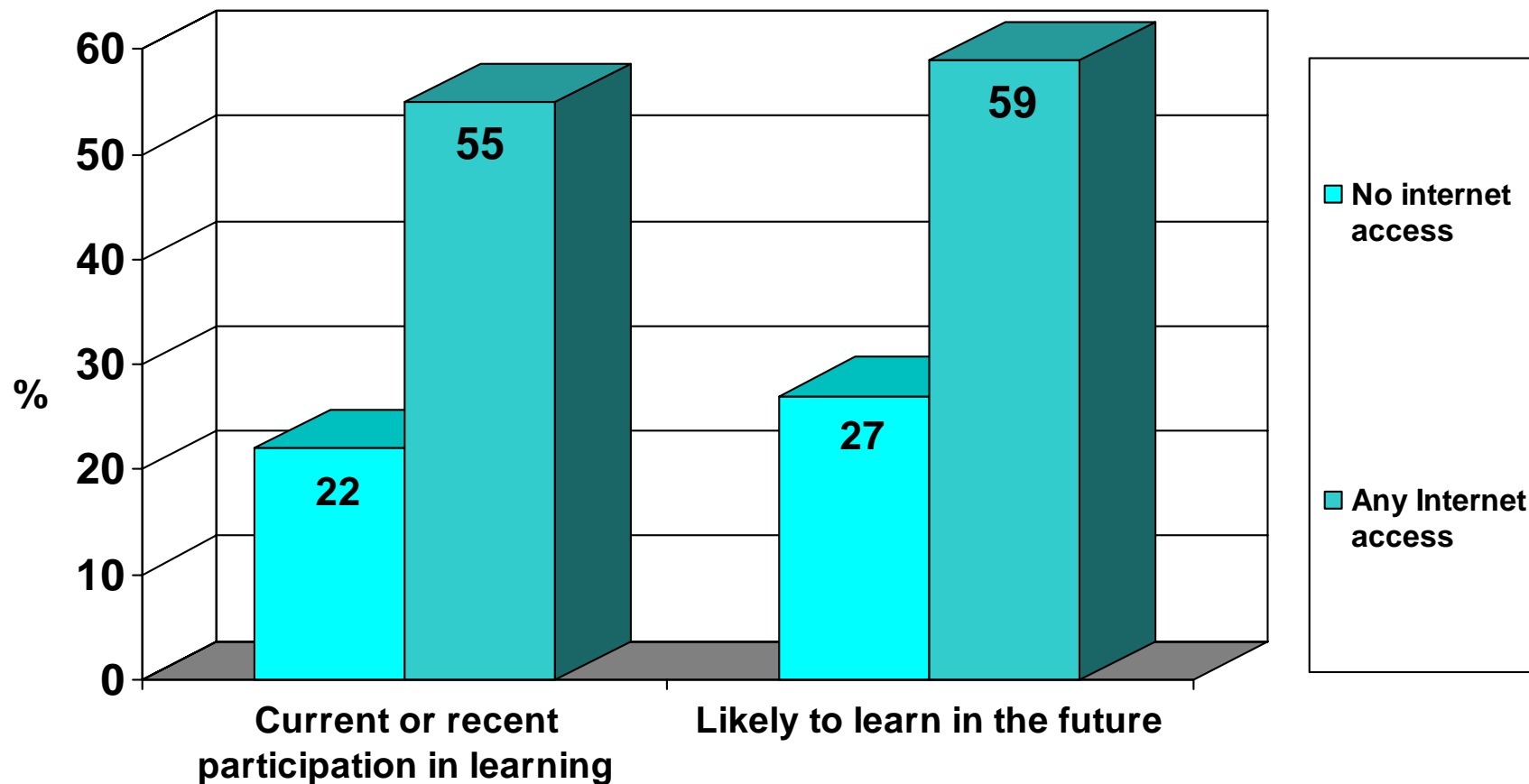
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# Barriers

- relevance – internet and older peoples' lives
- lack of confidence in their ability to learn about ICT and internet
- cost
- time
- lack of motivation to learn
- access to equipment

# Reasons for not using the Internet



Pie chart — "Reasons for not using the Internet"

- Don't know enough: 13%
- Cost: 11%
- Jargon/terminology: 11%
- Not interested: 29%
- Too old: 8%
- Lack of appeal: 8%
- Time: 7%
- Not confident: 7%
- Security/confidentiality: 6%

# Participation in learning and future intentions to learn, 2006 by access to the Internet



Base: all respondents

# **Wider benefits**

- prolongs active citizenship
- inhibits onset of Alzheimer's and Parkinson's
- learners 13% more likely to give up smoking
- learners 34% increase in racial tolerance
- learners much less likely to be politically cynical
- learners less dissatisfied with their lives

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# Learning has these impacts

- whatever your prior education

- whatever your social class

# Issues

- are the barriers about ICT, computers or the internet?

- relevance to users

- lack of confidence to learn

- cost

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# Engagement

- familiar/friendly environments – day care centres, sheltered housing, hospitals, nursing homes, health, leisure and activity centres

- private rather than public access to equipment

- role models to encourage others to learn

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# Enablers

- Money – Adult ICT Classes being reduced

- free broadband access – UK Online Centres

- joined-up government

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# Power of the Online World

'The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.'
Tim Berners-Lee

# **Contact**

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