

Engaging Older Adults with Technology

Library Technology Conference

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Pam Bailey, Brian Lind, Jenn Straumann

Overview

- Define Older Adult
- Motivations & Barriers
- Teaching Tips
- Rochester Public Library
- Washington County Library
- Anoka County Library

Define Older Adult

Elderlearning – “Ages and Stages”

- **First Age**: the time between birth and 20 to 25 years when education, socialization, and preparation for work occurs
- **Second Age**: the period between taking on the obligations of a job, marriage, and retirement from paid work

Define Older Adult

- **Third Age:** usually ushered in by retirement when people have time for self-fulfilment
- **Fourth Age:** the stage, once called old age (and sometimes referred to as the disability zone), which is characterized by illness, frailty, increasing dependence, and the imminence of death. Nearly all people who reached their mid-80s (the oldest old) exhibit symptoms of the Fourth Age

Define Older Adult

The SAGE Handbook of Social Work:

- Young-old (ages 65-74)
- Old-old (ages 75-84)
- Oldest-old (ages 85 and over)



Define Older Adult

Other studies include younger Baby Boomers:

- The young old or young elderly (ages 50-64)
- The middle old or active elderly (aged 65-74)
- The old old or older elderly (ages 75+)



Define Older Adult

My own journey (process of growing older):

- 50 - AARP Membership
- 55+ - Senior Menus/Discounts
- 60 - Became a grandmother!
- 62 - Early Social Security Benefit
- 65 - Medicare Enrollment
- 66/67 - Full Social Security

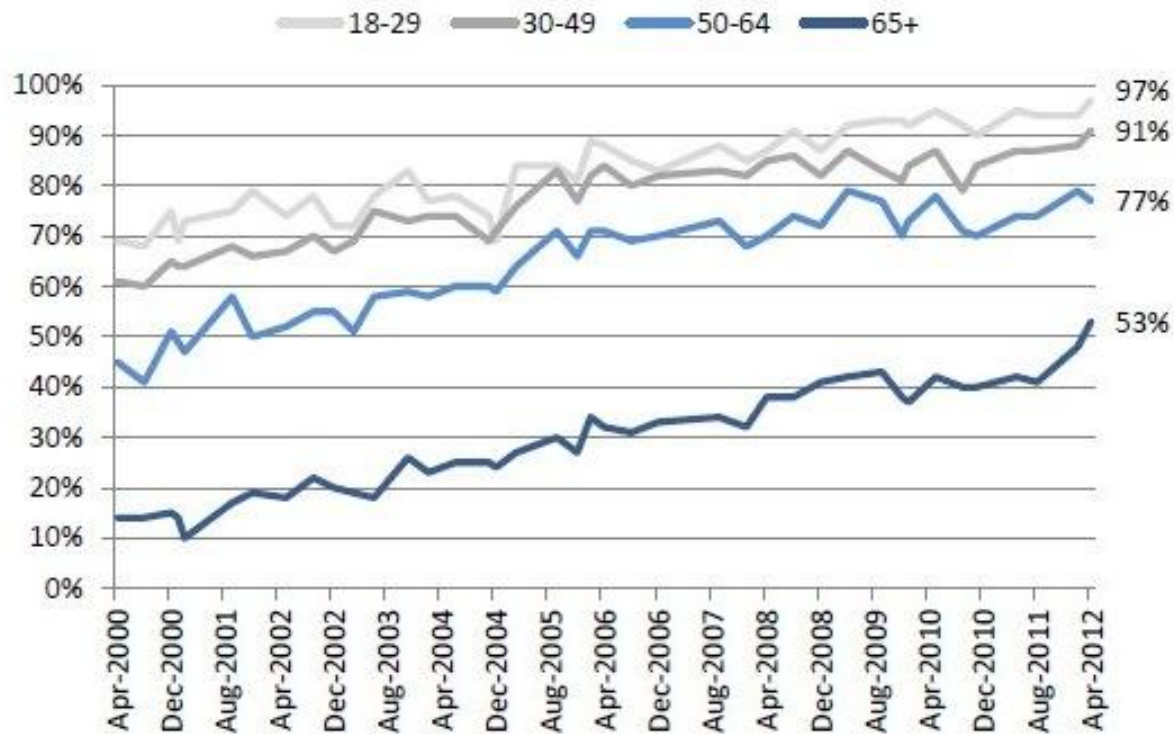


What term does your
library use to refer
to older adults?

Table Talk

Internet use by age group, 2000-2012

% of American adults age 18+ who use the internet



Source: Pew Internet & American Life Project Surveys, April 2000-April 2012.

More: <http://pewinternet.org/Trend-Data/Internet-Adoption.aspx>

Motivators

- Reading
- Relationships
- Information Needs
- Necessity
- Entertainment
- Hobbies
- Learn Something New

Who owns tablets and e-readers?

Among all American adults ages 18+, the % who own either a tablet computer or an e-reader

	Tablet	E-reader
Total (All adults 18+)	42%	32%
Sex		
a Male	42	29
b Female	43	33
Race/ethnicity		
a White	41	35 ^{bc}
b Black	34	24
c Hispanic	45	18
Age group		
a 18-29	48 ^d	28
b 30-49	52 ^{cd}	40 ^{cd}
c 50-64	37 ^d	32 ^d
d 65+	25	22
Education level		
a High school grad or less	29	22
b Some college	45 ^a	33 ^a
c College graduate	59 ^{ab}	44 ^{ab}
Household income		
a < \$30,000	26	14
b \$30,000-\$49,999	45 ^a	36 ^a
c \$50,000-\$74,999	47 ^a	42 ^a
d \$75,000+	65 ^{abc}	53 ^{ab}
Community type		
a Urban	43	32
b Suburban	43	32
c Rural	38	29

Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

Reading snapshot

Among all American adults 18 and older, the % who read at least one book in the following formats in the past year

	Total	Print	E-book	Audiobook
Total (All adults 18+)	76%	69%	28%	14%
a Male	69	64	23	14
b Female	82 ^a	74 ^a	33 ^a	15
Race/ethnicity				
a White	76	71 ^c	29 ^c	14
b Black	81 ^c	75 ^c	30 ^c	19
c Hispanic	67	56	16	14
Age group				
a 18-29	79	73	37 ^{cd}	15
b 30-49	75	66	32 ^d	16
c 50-64	77	71	27 ^d	16
d 65+	70	66	12	10
Education level				
a High school grad or less	64	57	14	10
b Some college	83 ^b	78 ^a	32 ^a	15 ^a
c College graduate	88 ^b	78 ^a	45 ^{ab}	21 ^a
Household income				
a < \$30,000	68	63	14	12
b \$30,000-\$49,999	75	70	28 ^a	16
c \$50,000-\$74,999	85 ^a	78 ^a	42 ^{ab}	19
d \$75,000+	83 ^b	74 ^a	46 ^{ab}	14
Community type				
a Urban	77	71	29 ^c	15
b Suburban	75	67	31 ^c	14
c Rural	76	72	18	14

Note: Columns marked with a superscript letter (+) or another letter indicate a statistically significant difference between that row and the row designated by that superscript letter. Statistical significance is determined inside the specific section covering each demographic trait.

Source: Pew Research Center's Internet Project Omnibus Survey, January 2-5, 2014. N= 1005 American adults ages 18 and older. Interviews were conducted on landlines and cell phones, in English and Spanish.

PEW RESEARCH CENTER

Social Media Usage

Among online adults, percent who use:

Facebook	50-65: 60%	65+: 45%
Twitter	50-65: 9%	65+: 5%
Instagram	50-65: 6%	65+: 1%
Pinterest	50-65: 14%	65+: 9%
LinkedIn	50-65: 24%	65+: 13%

In your experience
what motivates older
adults' interest in
technology?

Table Talk

What are the barriers?

- Transportation
- Physical limitations
 - Manual dexterity
 - Visual impairments
- Keeping up with change
- Understanding how it works
- Overwhelmed

In your experience what
barriers keep older adults
from engaging with
technology?

Table Talk

Teaching Tips

Older adult-friendly equipment

- Mouse settings
- Let them turn on, log in, turn off
- Reasonably-sized screen resolution/fonts
- Assure them they won't break the computer
- Address online safety concerns

Teaching Tips

Let the patron do the driving

- Learn better by experience
- You can help them with “mistakes”
- Except for one-time setups (even then, you might want to let them)

Teaching Tips

Email Address = Key to the Web

- Most interactive websites require email
- Handouts for email account basics
- Have a cell phone ready for verifications
- Personal email accounts for troubleshooting (Gmail, Yahoo, Outlook/Hotmail)

Teaching Tips

Require writing down the password

- Biggest single request for help
- Protected from themselves?

Teaching Tips

Screenshots on Handouts = priceless

- Older adults can retrace their steps at home
- Pictures are awesome
- Basic handouts: email, photos, eReaders
- Keep them up-to-date (moan!)

Teaching Tips

Everyone starts as a “Beginner”

- Stories about how you struggled
- Computers like a new language
- No one knows it all (and that's okay)

Teaching Tips

Try to teach 3 things, not 20

- Cool it on the cool shortcuts
- Do they **need** to know it now?
- Most essential computer jargon only
- Go slow, they've already had a "fast" teacher

Teaching Tips

Let them know if you don't know

- Comfort seeing you don't know it all
- Show them how you search for an answer

Teaching Tips

Re-Promote, Re-brand, Re-tool

- Older Adults read the print newspaper
- Try with “Seniors” and without “Seniors”
- Don’t be afraid to change formats

Teaching Tips

Be a Beginner Again

- Take a quick online beginner class/quiz
(Northstar Digital Literacy Project,
Goodwill Community Foundation Learn Free)
- Realize how much you actually know

What are your best
teaching tips for older
adults?

Table Talk

Rochester Public Library

New Computer Lab

- Evolution from classes to one-on-one instruction
- Drop-in Technology & eBook Classes
- Topic-specific classes (pinterest, iPad, digital photos, gmail, more)



Rochester Public Library

Drop-In Classes

- Great one-on-one help
- Address patrons' specific need(s)
- Need to multi-task and have high abilities
- Questions beyond library scope



Rochester Public Library

Skype Lounge

- GoToMeeting
- WebEx



Washington County Library

Older Adult Social Media Seminars

- Fall 2013
- 55+ Social Media Series
- Technology Petting Zoo

Washington County Library

Social Media Classes for 55+*

- Held at Forest Lake/Cottage Grove/Woodbury
- Followed by Technology Petting Zoo
 - Skype (most popular)
 - Facebook
 - LinkedIn (least popular)

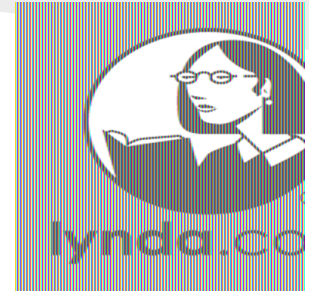


*Requests for Pinterest and Twitter classes

Washington County Library

Social Media Class Tips

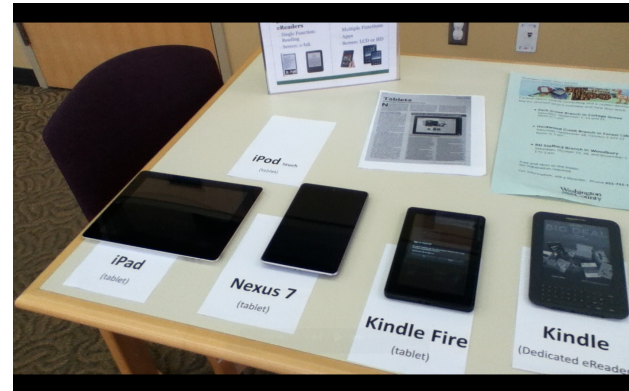
- Use lynda.com for lesson planning
- Restrict class size to 12 people
- Hold classes on Sat. morning for 1-2 hours
- Distribute PP handout before for note-taking
- Use screenshots/go “live”
- Use teen volunteers at end for account set-up



Washington County Library

Technology Petting Zoo

- Immediately following 55+ classes
- Demonstrations by high school volunteers
 - eReaders
 - Tablets
 - Sansa MP3 Player
 - iPod



Washington County Library

Petting Zoo Tips

- Label devices (model/type)
- Use teen volunteers from service clubs
- Make PA announcements periodically
- Have step-by-step handouts for all devices
- Display current Consumer Reports info
- Sign up for monthly eBook classes



Washington County Library

Senior Surf Days (MAAA offers for free)

- Taught by Metropolitan Area Agency on Aging
- Learn access Medicare.gov (prevent fraud)
- In two hour class, participants learn to:
 - Type in a web address
 - Navigate from one page to next
 - Conduct searches on Google



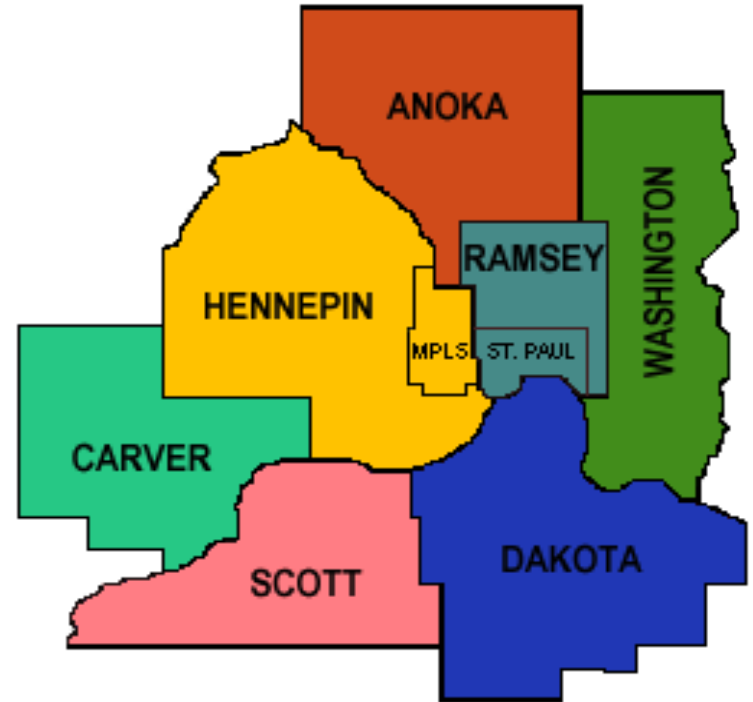
Anoka County Library

Northern suburbs of
Twin Cities

8 branches

2 On the Go locations

2 affiliated libraries



ST. CATHERINE UNIVERSITY

<http://www.mnprivatecolleges.org/our-colleges/st-catherine-university#overview>



Phase 1: Needs Assessment

Recommendations:

1. Professional development for staff
2. Train-the-trainer initiative
3. Senior advisory board
4. Adaptive/assistive technologies

Phase 2: Project Goals

1. Help provide focus, direction, and next steps for CRL staff.
2. Provide trainers of volunteer computer coaches with knowledge needed to train.
3. Provide a better support network for volunteer computer coaches.
4. Equip staff with tools to orient trainers of volunteer computer coaches.

Curriculum Outline

8. Accessibility

Purpose: Review computer settings and options available to make computers easier to use for users with disabilities.

Lesson: Review Accessibility for Older Adults. Coaches should be aware of possible accessibility issues for older adult students. Students won't be aware of accessibility features for the computer so it will be the coaches job to find out when these features would be helpful...

*The website BBC My Web My Way at <http://www.bbc.co.uk/accessibility/#> provides step-by-step guides to accessibility settings and features on all common browsers and operating systems. However, most accessibility features are easily found in the Options menu for internet browsers and in the Control Panel for operating systems.

Activity: Coaches should follow along on the CRL computers and experiment with the accessibility options and aids as time allows.

Time: 10 minutes

Coaching Tips

- Teaching Styles
 - Speak slowly and clearly, with frequent pauses. Make the lessons relevant.
- Learning Styles
 - Assess the needs of students before coaching. Provide printed materials in a large, easy to read font for future reference.
- Appropriate Learning Environment
 - Encourage holding sessions in the morning, provide positive feedback early on. Plan time for practice.

Conceptualization Aids

UNDERSTANDING EMAIL



What is Email?

Email is a way to send and receive digital messages and content over the internet.

Snail Mail vs. Email

Address

Michelle Garcia
202 Cedar Lane
Raleigh, NC 27601


mgarcia212@yahoo.com

Additional Resources

Anoka County Library Computer Coaches

ADDITIONAL RESOURCES
TO HELP YOU EXCEL AS A
COMPUTER COACH

Further Information
Internet Safety



The Internet is an amazing means of finding the information we need and keeping us connected to our loved ones. However, venturing online without being aware of the potential dangers is never a good idea. These resources help to explain the risks included with using the Internet, how to safely avoid them, and how to handle them when in those situations.

Websites & Articles

This site briefly describes some of the dangers online to senior citizens
<http://www.atg.wa.gov/InternetSafety/Seniors.aspx#UqSFxvRDuOV>

This webpage from Homeland Security compiles documents with Internet safety tips and who to contact

This article outlines why seniors may be more susceptible to fraud and viruses


Community Support for Computer Coaches

FrontPage

last edited by [jyukawa3@...](#) 4 days ago Page history

Note: This is a prototype site prepared for demonstration purposes as part of the service learning project for LIS 7963 Older Adults and the Web, Fall 2013, MLIS Program, St. Catherine University.

Welcome to the Anoka County Library Computer Coaches Wiki Space!



Right Sidebar:

To join this workspace, [request access](#).

Already have an account? [Log in!](#)

Navigator

- Further Resource Guides
- Orientation
- Z Other
- FrontPage

Pages: No Files options

SideBar

[Anoka County Library website](#)

Contacts:

- TBD
- TBD

[Computer Coaches Facebook page](#) (login required)

Recent Activity

- SideBar edited by
- FrontPage edited by
- FYI - Older Adults removed by
- Accessibility and Older Adults edited by

Future of the Partnership

- Recruit volunteers
- Training
- Redesign of space
- Initiatives in other ACL branches
- Assessment
- Continue to build and improve

What is happening at
your library to
empower older adults
with technology?

Contact information:

Pam Bailey

pam.bailey@co.washington.mn.us

Brian Lind

blind@rochester.lib.mn.us

Jenn Straumann

jenn.straumann@co.anoka.mn.us