Who's Connected?

What technology do they use to Interact with Information?

Relevance / Cost

Hurdles to Information Use

Intermediated Internet

"Everybody has a cell phone!"

Not really.

Above age 65, only 77% have a cell phone

- 18% own smartphones
- Most own simple cell or feature phones (can send text, but no Web)

Slightly more own tablets or eReaders

U.S. Off-liners ~ 15%

- 34% think the Internet is just not relevant to them

- 32% sense that the Internet is not very easy to use.

- 19% cite the expense of owning a computer or paying for an Internet connection.

- 7% report a physical lack of availability or access to the Internet

Interestingly…

- 44% ask a friend or family member to look something up or complete a task on the Internet for them.

- 14% say they once used to use the Internet, but have since stopped for some reason.

Pew Research 2013

"Relevant?"

- A what price point do Kardashian bits become irrelevant?

- Cost and relevance are not distinct

Economics Matter

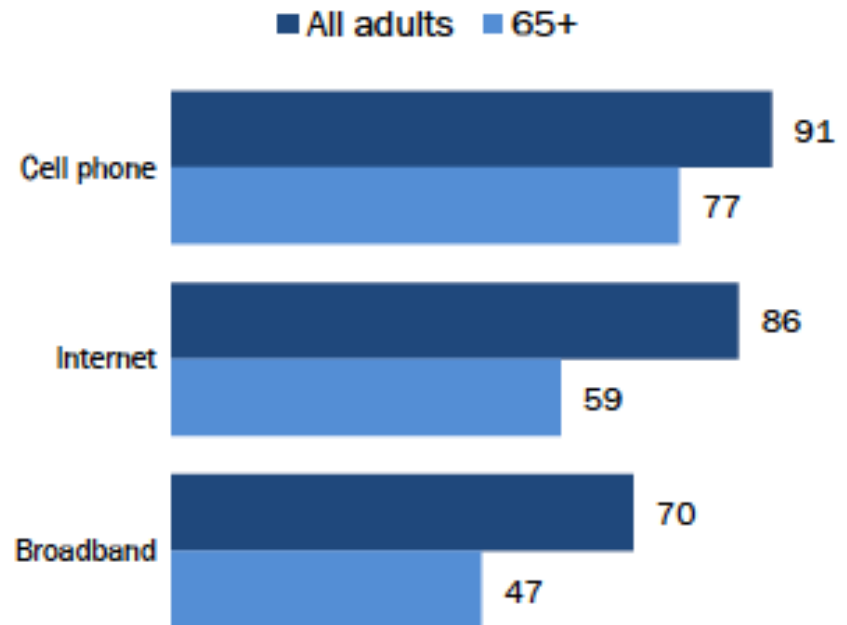Seniors earning less than $30,000

- 39% go online
- 25% have broadband

Wealthier seniors are almost as likely as young people to be online.

Seniors continue to lag in tech adoption

Seniors vs. all American adults 18+

■ All adults   ■ 65+

Cell phone — All adults: 91, 65+: 77

Internet — All adults: 86, 65+: 59

Broadband — All adults: 70, 65+: 47

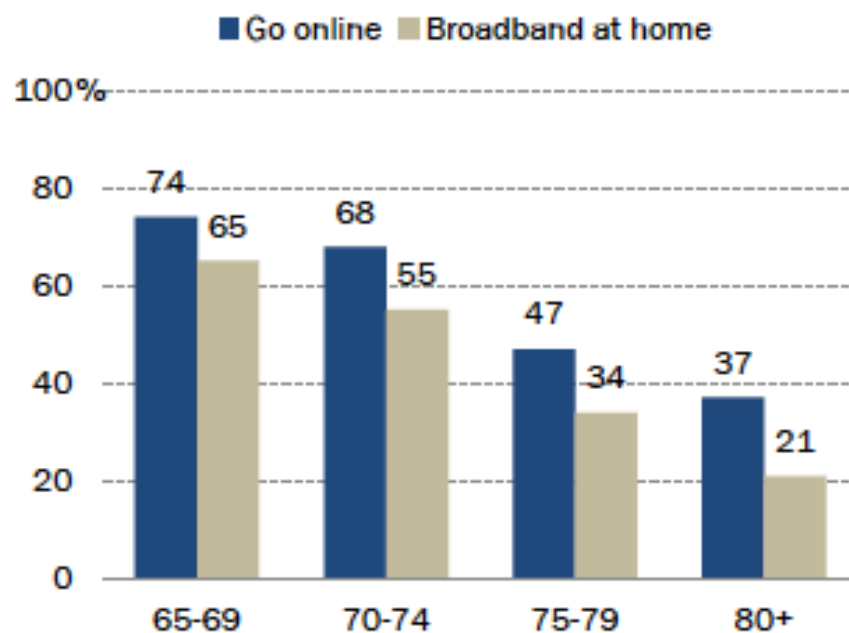Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

Age Matters

Internet usage drops dramatically for seniors between 70 and 75.

Among seniors, internet and broadband use drop off around age 75

% within each age group who ...

■ Go online ■ Broadband at home

Age	Go online	Broadband at home
65-69	74	65
70-74	68	55
75-79	47	34
80+	37	21

Pew Research Center's Internet Project July 18-September 30, 2013 tracking survey.

PEW RESEARCH CENTER

Hurdles for Older Adults

40% report physical challenges to using tech

Older people more likely to be skeptical of on-line benefits

A large majority want help in learning new technologies

Currently, only 27% use social media

Who's Picking up the Tab?

How and how much one uses the Internet depends on who's paying

- People who use Internet provided by others

- People who use public Internet sites for free

- People who use Internet Cafes for money

- People who pay buffet style for home or phone Internet

- People who pay per-byte for home or phone Internet

Intermediated Internets

Hurdles to overcome

- Access to information

- Original language textual literacy

- English language textual literacy

- Information literacy (trustworthiness)

- Digital information seeking literacy

Intermediated Internets

- Overcomes a host of literacy and capacity issues.

- Time-honored tradition of oral transmission.

- Community building and companionship a win-win for isolated seniors

- Caregivers and providers can better emphasize relevant resources

Internet with Magical Powers!

At first glance, using the Internet appears to be a godsend:

- Hurdling intractable political, economic, and cultural issues.

- Leap frogging technology limitations

- Purchasing stuff is a familiar activity

- Vendors want to "sell silicon."

- Wouldn't it be wonderful…

Getting Lost in The Cloud

- Represents a business model that is easy to update, reproduce, deliver, monitor, and produce value.

- Hence, the producers are happy to "rest on their laurels."

- Hard to "go back" to the laborious methods of the past. (CDs, printed matter, etc.)

- In some ways, the cloud model inhibits extension of information and education to underserved communities.