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 79% have a cell phone

- ~40% 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 **<u>not relevant</u>** 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.

"Relevant?"

- A what price point do Kardashian bits become irrelevant?

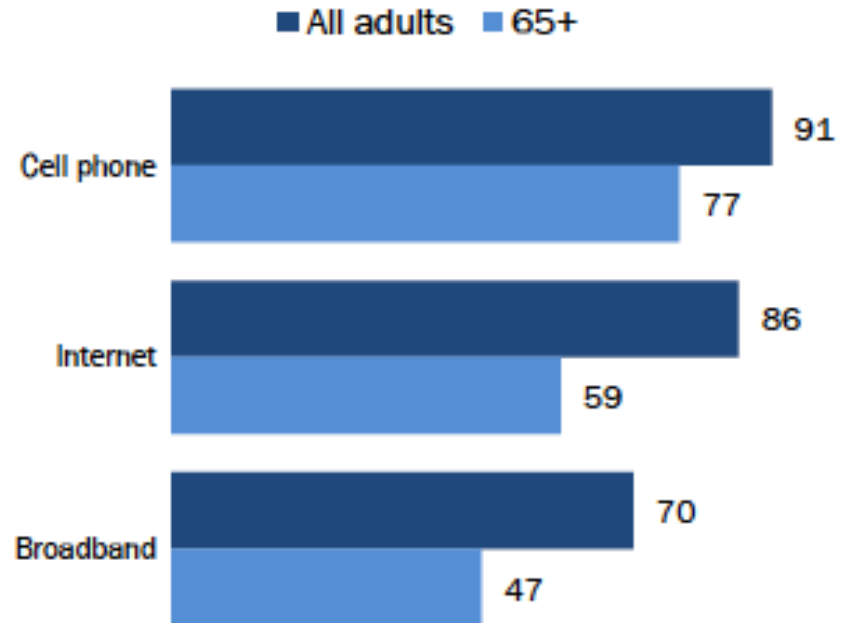- Cost and relevance are not distinct

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+

Legend: ■ All adults ■ 65+

	All adults	65+
Cell phone	91	77
Internet	86	59
Broadband	70	47

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

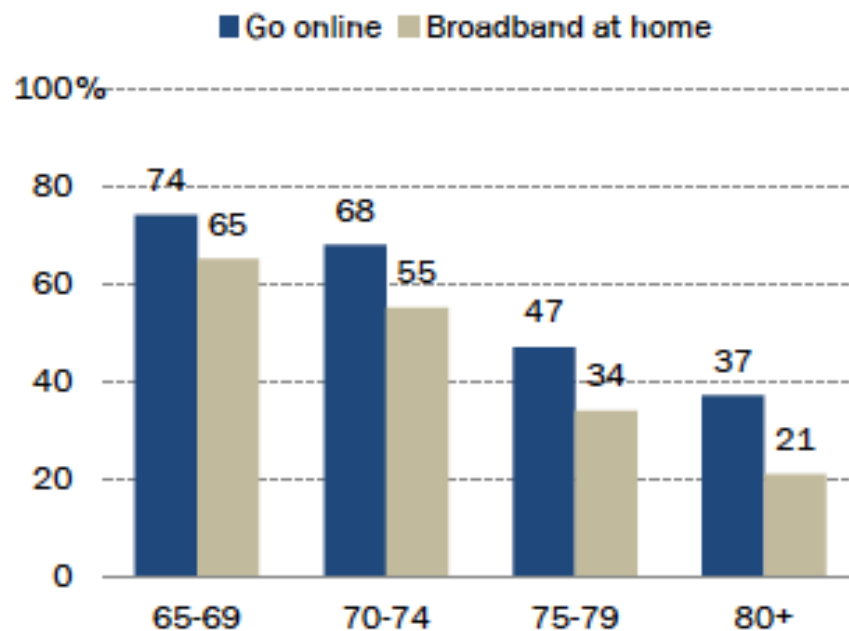**PEW RESEARCH CENTER**

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 group	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.

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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.