

Seniornett

Digital designs for the silver age



About me

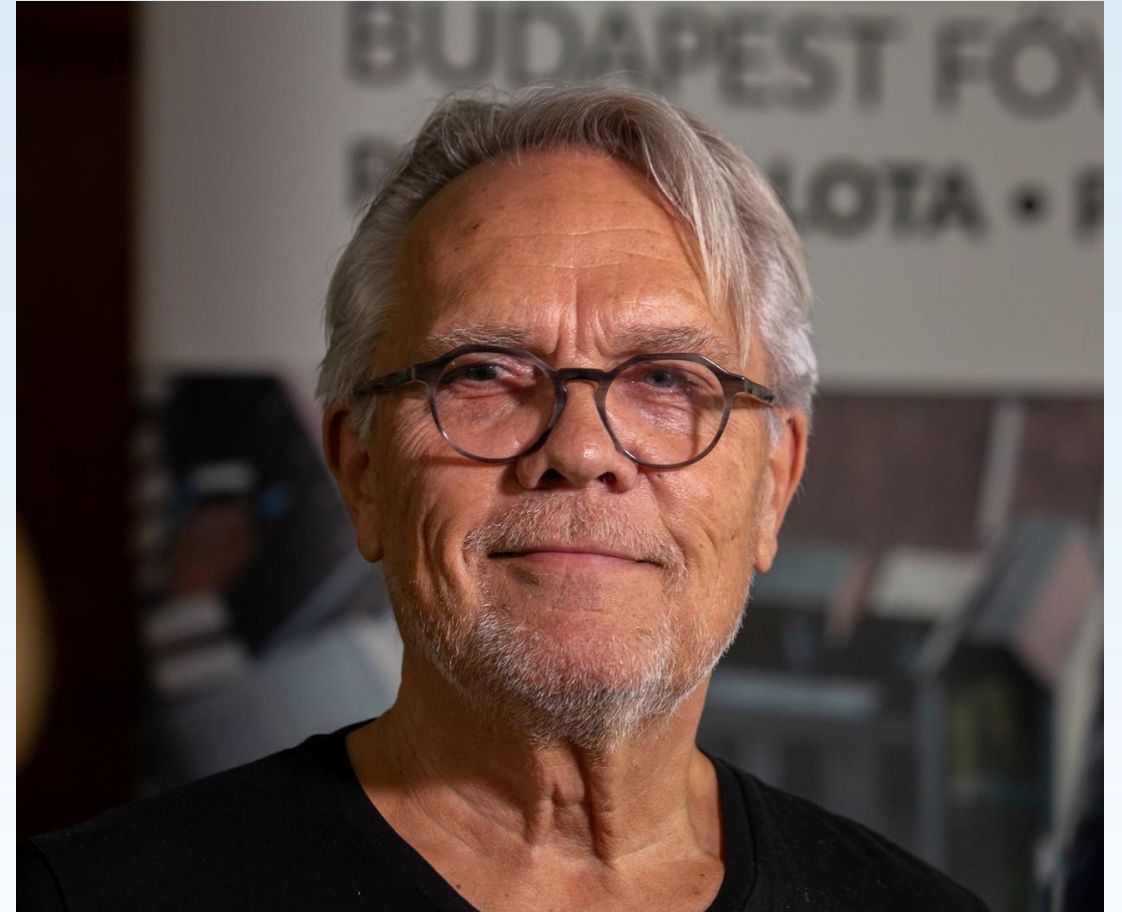
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Studies in sociology, pedagogy and
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General Secretary for the Norwegian
Association for Adult Learning
(1997 – 2016)

Principal for the Nordic Folk
Academy, Gothenburg
(1990 – 1995)

Vice president Seniornett Norway



Agenda

Short presentation of Seniornett and our mission

Who are the seniors?

What are the challenge for seniors in the digital age?

This is Seniornett

- Established in 1997
- 9 000 members and 250 local branches
- We are an ideal, non political and non profit organization working to strengthen the digital competence for seniors and to create space for digital education for seniors.
- Five employees – many volunteers
- General Secretary is Kristin Ruud



From surf to festival

- Seniornett used to organize annual SeniorSurf-days
- From 2019 changed to **Digital Festival**, together with public libraries throughout Norway, one week in September
- In 2020: only a few arrangements
- This year: About games



The corona challenge



- Elderly are more vulnerable to Covid-19 than others
- They are staying at home without much social contact with friends and family
- Many seniors realised too late that they needed digital skills
- Seniornett offers help

Digital support for seniors

- Seniornett have a call centre for seniors who have digital challenges
- Volunteers work for the centre
- Common questions: e-mail related problems, internet, updates, printers, cleaning computers for virus, deactivate programs, fail to log in etc.



Duty of the municipalities



The right to learn basic digital skills for adults is the responsibility of the municipalities

According to the Educational Act (2002 etc.)

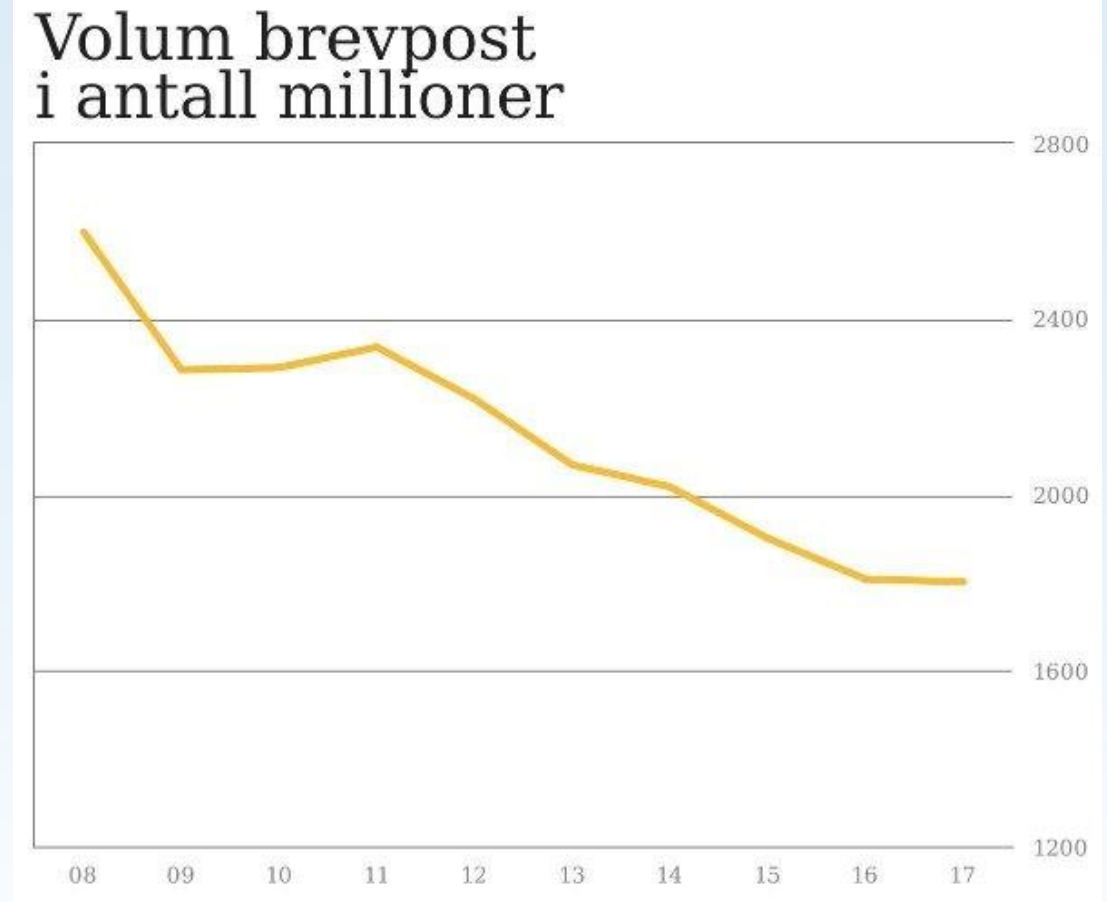
A governmental strategy 2019 – 2025:

- A digital public sector will give a simpler everyday life for inhabitants, business and NGO's. Better service, more efficient use of resources in public sector and increased productivity. **The aim of the strategy is to support the digital transformation of the society.**
- The digital strategy is a follow up on the governmental white paper «Digital agenda» from 2015-2016. The strategy defines common goals and priority areas for the transformation to the digital society towards 2025.



The digital road in Norway

- No cash – card is king! Vipps!
- Less snail mail – distributing post only every second day
- Tickets, prescriptions, bank services are all digitized
- Elderly wants to learn Zoom and Teams.
- Seniornett's editors are using Teams. Average age 84 years.



Some statistics

- In 1991 the average reading of a newspaper were 84 % (9 – 79 years)
- In 2018 it had decreased to 30 %
- Use of TV in 1991: 81 %
- In 2018: 60 %
- In 2000 the average use of Internet were 27 %
- In 2018 increased to 81 % (9 – 79 years)
- Seniors 67 -79 years use of Internet:
 - In 2011 45 % In 2018 69 %



A typical senior?



Or those?



The senior tsunami



- The Norwegian population 5,5mill.
- 1,2 mill. are 60 or older, that is 2 out of 10
- In 2016, 11 % of the population were 70 years or older
- In 2060, this will rise to 19 %
- More people will reach 100
- The younger live in urban areas, elderly in rural areas

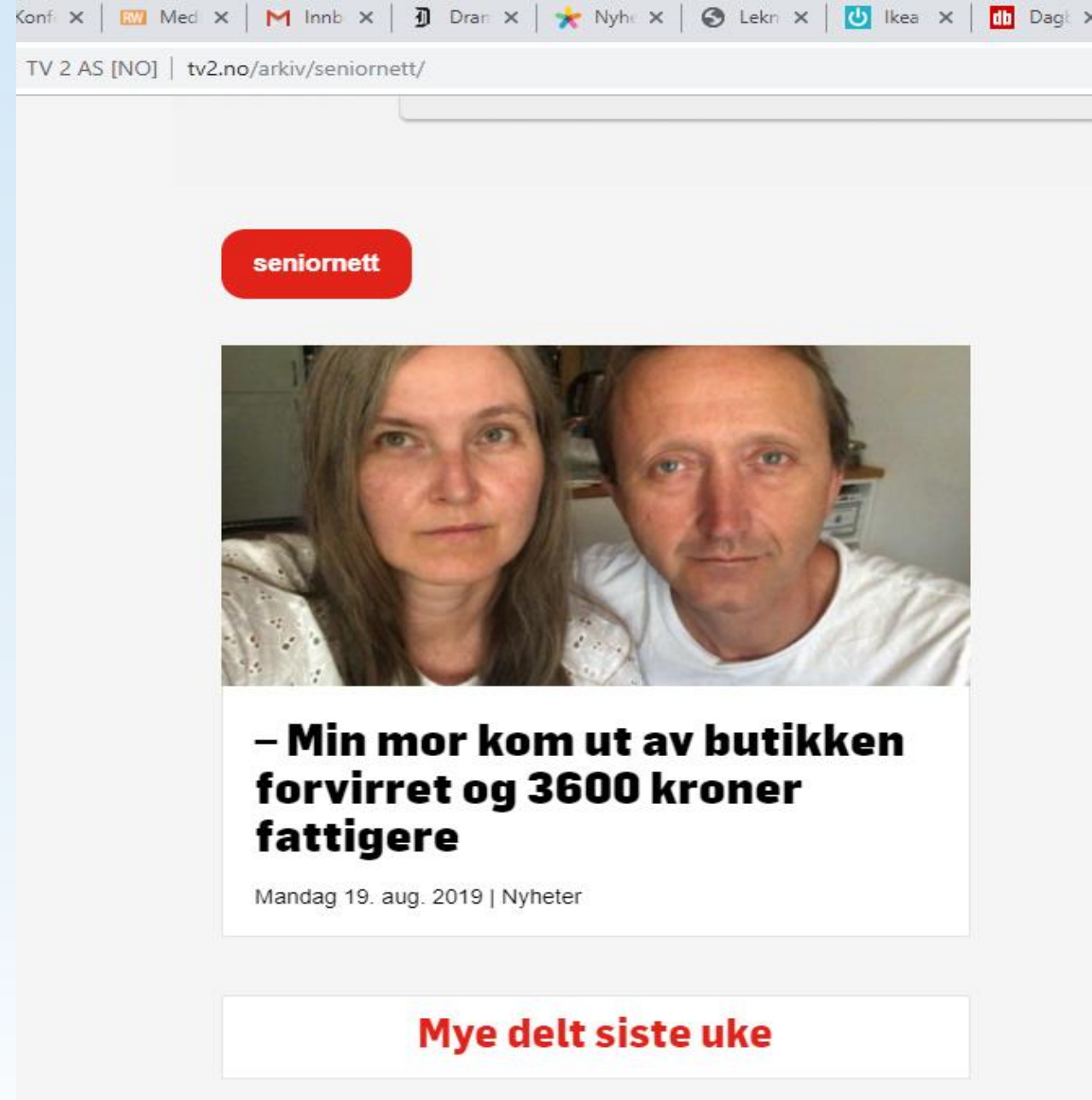
Lack of digital skills

- 370 000 are non-digital
- 800 000 are weak digital users
- What is a strong digital user?
- Seniors and juniors are both struggling with fake news.
- 4 out of 10 are not able to distinguish between fake or real news and information.



The weak consumer

- Low digital skilled senior meet young seller
- Old computer, wrong licence, too many anti virus programmes
- Advice what to buy is crucial



Design for a better world

- Items which were made to help people with disabilities:
- Remote control
- Automatic garage door opener
- One hand mixer water tap
- Toilet with shower
- And contrast colours in public transportation

And now, how can we live without them?



A new form of challenge

- Elderly tend to fill in forms too slowly – losing information
- Cognitive challenges – the more easy the better
- What is good for the few is good for all of us
- Universal design (also) for seniors
- We are progressing ...



Thank you!

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