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## Policy briefs

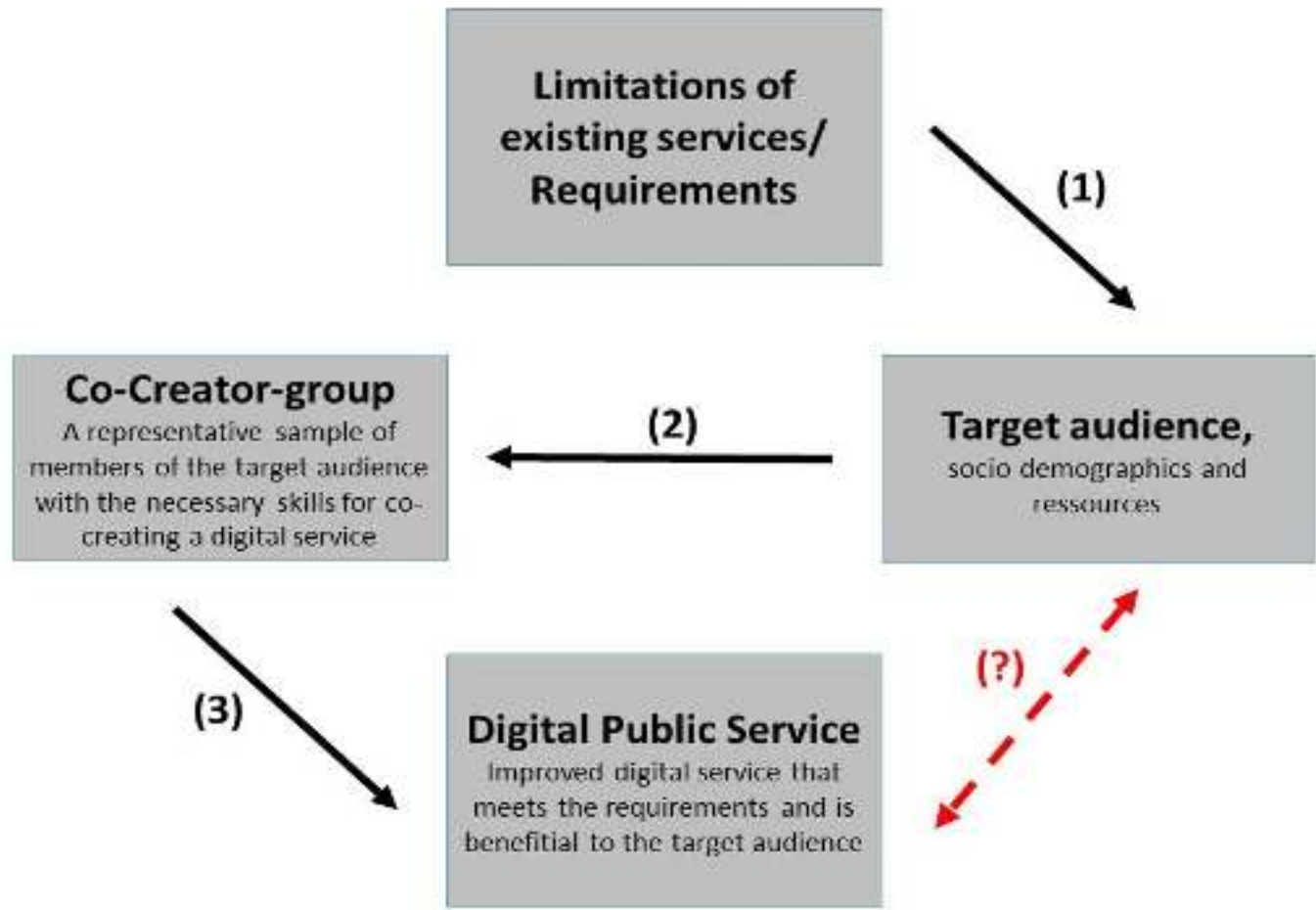
Responsive e-inclusion of Europe's older adults as a pre-condition for the take-up of digital public services

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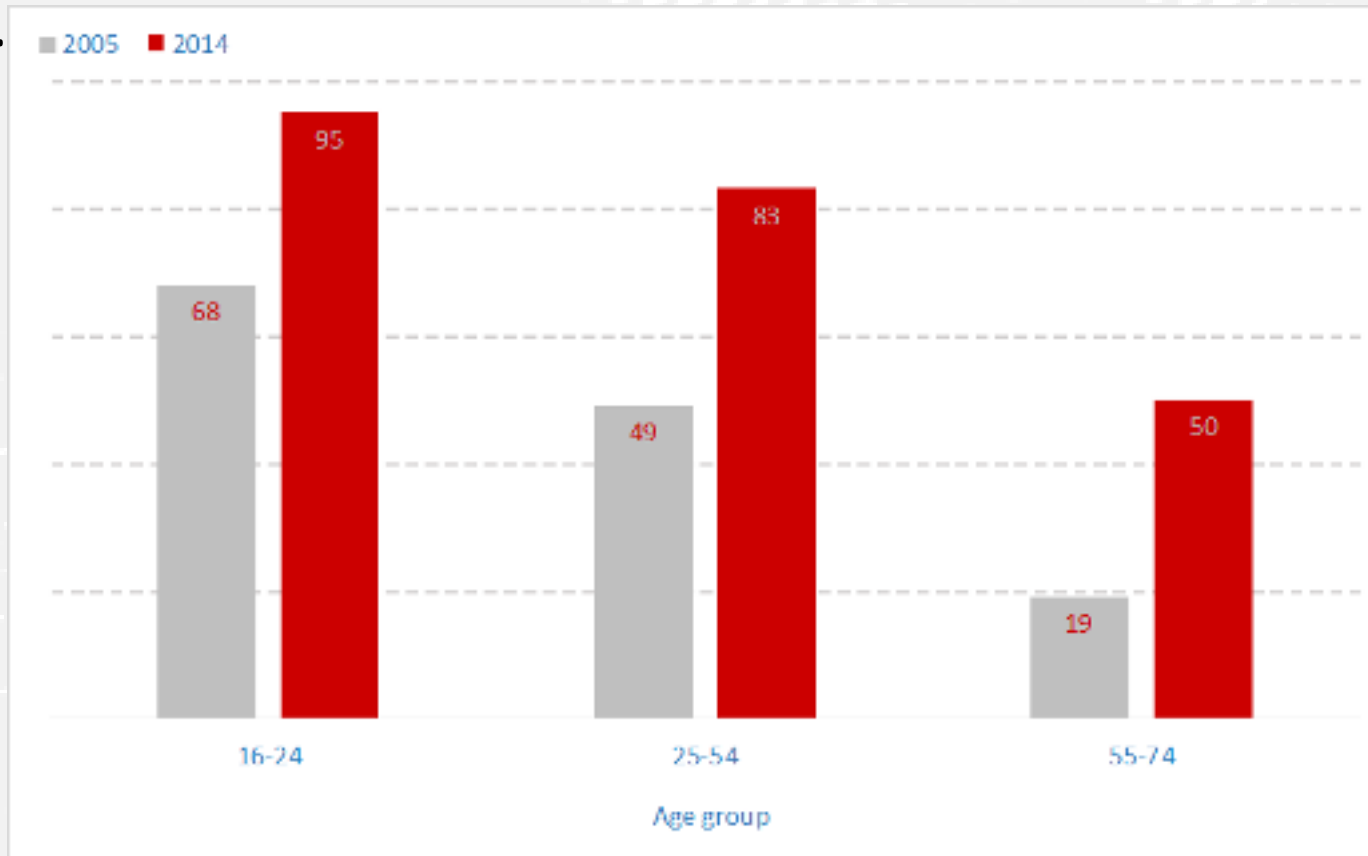


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Taking advantage of co-created, user centric digital services requires digital literacy and skills as well as access to the internet, which varies greatly between regions and age groups.



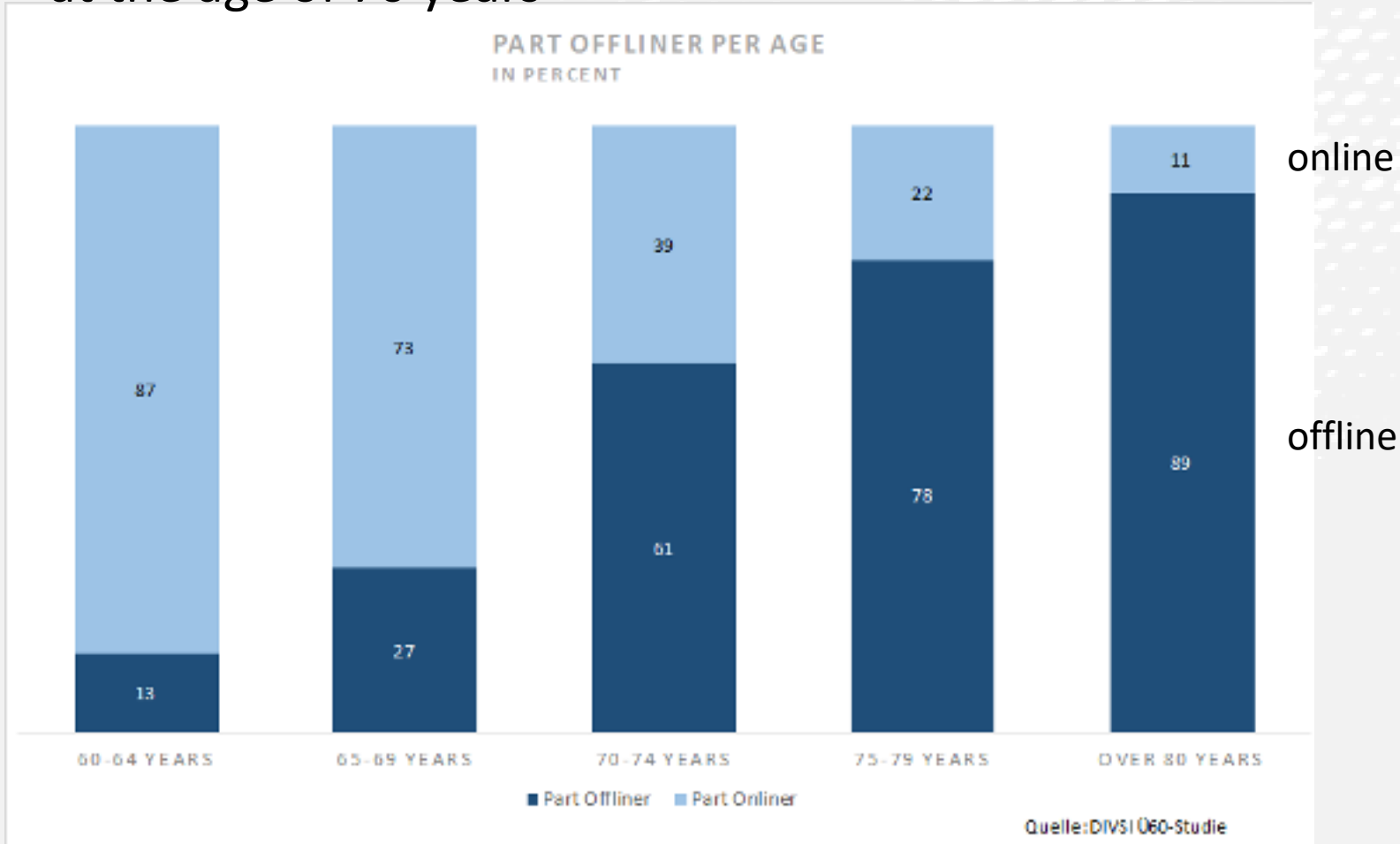
The Digital Divide has been considered in EU-Programmes for many years and is subject to regular surveys. Official statistics show some Progress.



EU-Statistics only consider people up to 74 years and exclude almost 10% of the population



There is a turning point with regard to internet access and use at the age of 70 years



# There is a need for more responsive approaches to e-inclusion of older citizens:

A first distinction should be made between the Third and the Fourth Age:

- Older adults in their Third Age, usually starting with retirement, are still relatively healthy, have time to follow their hobbies and social activities.
- People in their Fourth Age are characterized by declining mental and physical functions, ending in dependence

**They need different strategies for e-inclusion and different digital services**



### Public Internet Access Points (PIAPs) need an update & extension

- The most frequent reason for not investing in digital access and not acquiring digital literacy are low expectations of personal benefits and low self efficacy.
- In the last century public internet access points were a way to experience personal benefits of the Internet at no cost.
- Today, to experience the benefits of the mobile Internet an equivalent strategy is lending tablet PCs to senior adults via senior citizens centres and to inhabitants of senior homes.

There were successful pilots in Germany that encourage for a broader roll out, perhaps with EU-funding: <https://digital-mobil-im-alter.de/>



# Policy recommendations

- Extend official statistics on Internet use to people beyond 74 years-even if data collection becomes more expensive
- Update funding programmes for PIABS by responsive programmes of lending tablet PCs via places where older seniors meet and trust in: meeting centres for the mobile, elderly care home for the fourth agers as well as visiting support for those being cared at home,



Thank you for your attention!



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