



Inquiry into Cybersafety for Senior Australians

**Australian Seniors
Computer Clubs Association**

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JOINT SELECT COMMITTEE ON CYBER-SAFETY Inquiry into Cybersafety for Senior Australians

TERMS OF REFERENCE

The Joint Select Committee on Cyber-Safety shall inquire and report on the cybersafety of senior Australians, and make recommendations aimed at ensuring Australian law, policy and programs represent best practice measures for the cybersafety of senior Australians. Cybersafety for senior Australians includes issues of consumer protection, such as financial security and protecting personal information, and issues involving using social networking sites safely. In particular, the Committee shall inquire into:

- a) the nature, prevalence and level of cybersafety risks and threats experienced by senior Australians;
- b) the impact and implications of those risks and threats on access and use of information and communication technologies by senior Australians;
- c) the adequacy and effectiveness of current government and industry initiatives to respond to those threats, including education initiatives aimed at senior Australians;
- d) best practice safeguards, and any possible changes to Australian law, policy or practice that will strengthen the cybersafety of senior Australians.

(Reference received from the Minister for Broadband, Communications and the Digital Economy on 23 November 2011.)

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SUMMARY

- Learning is a life-long experience and if a senior is motivated to use a computer and seek the support and encouragement of peers that person is likely to succeed.
- If older people are going to be able to reap the values of using technology and the Internet for communication, ehealth and e-commerce we must address the problems of access (including cost) and training and we must protect them from issues that compromise cybersafety as they try to achieve access and equity in the Digital Age.
- Seniors may be one of the fastest growing age groups taking up the use of the internet but the percentage of the community that they represent is still far too low. Projected figures show a rapid increase in the number of older Australians making education and skills training essential if the increasing use of websites to disseminate information is going to actually work!
- Websites must be quick to load, have easily understood wording that allows seniors to navigate easily and the content that they need or they won't bother using them. Sites need to be accessible to all.
- Those seniors who belonged to a Computer Club for Seniors or attended a Broadband for Seniors Kiosk knew that they could ask their tutor or trainer for assistance if they have questions about cybersafety risks. These seniors are more likely to remain safe.
- Seniors need to be educated and informed so that they know how to protect and secure their computers by being able to :
 - identify online security threats;
 - Make transactions securely online;
 - Help their family to be safe online.
- Education is badly needed. The work being done by the National Cyber Security Awareness Committee is providing valuable, plain English and well designed material to help inform older people. It needs to be more widely distributed.
- There is a considerable role for governments – particularly the Federal government – to provide direct funding to community groups **outside the vocational area** for computer literacy for daily living skills. With all business and community sectors relying more heavily than ever on ICT for disseminating and seeking information, daily living skills, business transactions and even socialisation of those who are not computer literate will be severely affected.

Cont.

Summary Cont.

- Anti virus software should be installed on all new computers both desk and laptop versions prior to sale. If the operating system includes cyber safety provision there should be information about activating that protection provided to the customer.
- Designers need to make sure that the ehealth tools are designed so that they can be used with an absolute minimum of technical knowledge! Even a highly technically skilled person may not be able to use complicated equipment when in a state of unwellness or trauma. Security for private data is essential.
- Cybersafety information needs to be made available for emerging technologies in a timely manner.

RECOMMENDATIONS

1. Cybersafety information must be made available for emerging technologies in a timely manner.
2. Anti virus software should be installed on all new computers both desk and laptop versions prior to sale. If the operating system includes cyber safety provision there should be information about activating that protection provided to the customer or the software designers making it the default to have all anti virus and firewall activated.
3. Funding to community groups **outside the vocational area** should be provided for computer literacy for daily living skills including communications, ehealth and ecommerce. Smaller organisations miss out when major funding only goes to large organisations.
4. Designers must make sure that the ehealth tools are designed so that they can be used with an absolute minimum of technical knowledge! Even a highly technically skilled person may not be able to use complicated equipment when in a state of unwellness or trauma. Security for private data is essential and must be built in.
5. Government websites must be made user friendly and older people should be able to access learning opportunities to help them use technology safely if the increasing use of websites to disseminate information is going to actually work

a) the nature, prevalence and level of cybersafety risks and threats experienced by senior Australians;

- In previous research seniors prioritised the issues that concern them most as being spam, phishing and viruses.
- It was a surprise to some that it was also wise to keep their software programs updated to allow that software to better combat emerging threats.
- Almost all knew not to open emails from banks but some admitted to opening any email that appeared to be from the bank they actually dealt with!
- They saw it as being proactive to click on an unsubscribe link on the bottom of what was obviously spam.
- They were also most concerned for their grandchildren's safety on social networking sites and thought they needed protection from pornographic material on the internet.
- Even though they knew they needed to have anti virus software on their computers there were many who didn't know how to go about getting that software or how to install it. Some had no idea that it would need to be updated regularly.

Those seniors who belonged to a Computer Club for Seniors or attended a Broadband for Seniors Kiosk knew that they could ask their tutor or trainer for assistance if they had questions about cybersafety risks and were also more likely to remain safe.

Education is badly needed. The work being done by the National Cyber Security Awareness Committee is providing valuable, plain English and well designed material to help inform older people.

b) the impact and implications of those risks and threats on access and use of information and communication technologies by senior Australians;

Privacy and security are a great worry for older Australians. Participants at workshops run by ASCCA summed up the attitude for many as they consider connecting to the Internet.

Our participants consisted of both Internet users and non Internet users. Many seniors had not yet committed themselves to using the Internet because they were unsure! They put their fears into words such as,

- "Who can I trust as my ISP?"
- "What actually is an ISP?"
- "How do I manage the cost?"
- "How do I get started?"
- "I'm scared. Is it safe?"
- "I've heard about ID theft. My husband doesn't want me to go onto the Internet."

Seniors need to be educated and informed so that they know how to protect and secure your computers by being able to :

- identify online security threats;
- Make transactions securely online;
- Help their family to be safe online;

c) the adequacy and effectiveness of current government and industry initiatives to respond to those threats, including education initiatives aimed at senior Australians;

- There is a considerable role for governments – particularly the Federal government – to provide direct funding to community groups **outside the vocational area** for computer literacy for daily living skills. With all business and community sectors relying more heavily than ever on ICT for disseminating and seeking information, daily living skills, business transactions and even socialisation of those who are not computer literate will be severely affected.
- Government Departments and agencies must make their websites senior friendly. Many seniors are going to become frustrated and give up if the site they are looking for isn't quick to load, has easily understood wording that allows them to navigate easily and the content is what they need. Sites need to be accessible to all. A site may have the very latest wording but seniors want you to call a spade a spade then they will understand what you mean – they haven't all had a background in the public service!

Do that then everyone, irrespective of age, will find the sites more accessible.

- When travelling overseas the Department of Foreign Affairs and Trade should provide information to travellers about cyber safety while abroad.

Seniors may be one of the fastest growing age groups taking up the use of the internet but the percentage of the community that they represent is still far too low. Projected figures show a rapid increase in the number of older Australians making education and skills training essential if the increasing use of websites to disseminate information is going to actually work!

- d) best practice safeguards, and any possible changes to Australian law, policy or practice that will strengthen the cybersafety of senior Australians.

Educate:

- by informing people but not by terrifying them.
- by funding community learning;
- by providing information at the point of purchase for computers;
- by making sure that learning is available without it having to be formal or obvious. Drop a hint on how to be safe online it doesn't have to be a presentation;

Communicate:

- by providing information to areas not usually thought of as the *normal* channels. Get to seniors through Chemist shops, doctor's surgeries, the Garden Club or other community groups, a stand at a school fete;
- With stories with a personal twist or photo in local free papers, *The Senior, School or Church newsletters*. Not just once a year but regularly.

Promote:

- By continuing and expanding national cyber security awareness week;
- By continuing to help school students understand about cyber security.

Ensure:

- That anti virus software is installed on all new computers both desk and laptop versions or if the operating system includes cyber safety provision that there is information about activating that protection provided to the customer;
- That a double sided good quality sheet or brochure with simple cyber safe information is included with every computer at point of sale;
- That Cybersafety information is available for emerging technologies in a timely manner.

About the Australian Seniors Computer Clubs Association



ASCCA, is the National Peak Body for Seniors and Technology. It is run by seniors for seniors. **ASCCA's** services are provided by volunteers to assist older and disabled Australians to access computer technology. It is a Public Benevolent Institution and endorsed as a Deductible Gift Recipient by the Australian Taxation Office.

Membership of **ASCCA** is open to all Computer Clubs for Seniors, Organisations with a membership of seniors, and Organisations that recognise the value of computer technology for seniors. At present **ASCCA** has more than 156 member clubs. There are clubs in every other State of Australia. **ASCCA** has also started many clubs that are not financial members of **ASCCA**. We provide a development kit that can be used to start a new Seniors Computer Club (in fact any other community group) on our website. This development guide is available without cost and we are aware of it being used both in Australia and overseas. We will help a club get started before there is any need to consider membership of **ASCCA**. Our bottom line is to help Seniors to become computer literate so that they can benefit from the communication technologies of the 21st century.

The Association will help start new clubs, advise and assist existing clubs; undertake research projects; liaise with the three spheres of Government and other organisations on behalf of the membership, organise seminars and like activities and seek out discounts for members. It provides a channel for communication between like-minded people, who want to share in the potential of the computer age to serve their individual and community goals.

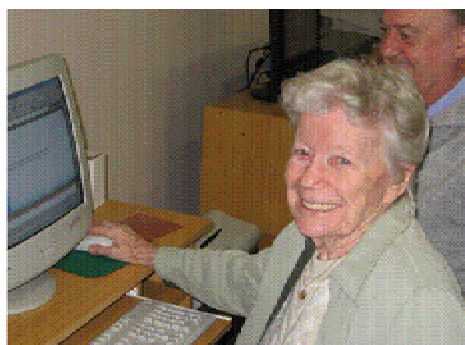


ASCCA seeks to serve the Seniors of Australia by providing information, training, forums, seminars and workshops relevant to Information Communications Technology and other issues of importance to older or disabled people. We also happily accept opportunities to participate in media opportunities such as interviews for newspapers, magazines, radio or TV to enable us to spread the word about the advantages of computer technology for seniors and older people with a disability.

ASCCA's Board of Directors are all volunteers and each is involved in the management of his or her local Seniors Computer Club. This ensures a grass-roots understanding of the needs and aspirations of our clubs. All clubs are autonomous but **ASCCA** is there to advise and support them. Seniors, and those with a disability, can be disadvantaged by not knowing how to use a computer.

Our goal is to assist older and disabled Australians to access the benefits of computer-based technologies through a national network of computer clubs. Skills such as using the Internet, using search engines, email, and numerous other computer-based applications significantly contribute to making older persons' lives more interesting. Mastering simple computer skills greatly enhances their self esteem and general well being. It enables them to communicate with family and friends, and to embrace life-long learning in ways they never thought possible before becoming comfortable with using computer-based technologies.

ASCCA's services are provided by volunteers to assist older and disabled Australians who are unable to use and access computer technology. Without this access, many older and disabled persons are not able to benefit from the provision of information and services which are available via the Internet to other Australians. This has become more urgent as more and more Government Departments and Agencies are using their websites as a primary method of information dissemination. In this day when most young Australians have the knowledge to use computers, the older Australian is often disadvantaged by not having been taught at school or work how to obtain vital information and the cost benefits available through using computer technology. *ASCCA* seeks to redress this imbalance.



We have never had core funding from either the State or Federal government. Our funds have come from our membership fees and our own efforts or from grants and donations. While our membership fees are still set at the 1998 level of \$100 per club per year we now have to charge \$110 to include GST. Clubs have to watch their finances and must keep their membership fees low to ensure that seniors with very limited fixed incomes are not excluded. We are most grateful to have successfully sought funding and support for specific projects from State and Federal governments and the corporate world. Lack of funding continues to impede the work we can do for seniors.

Why do seniors come to Computer Clubs?

Many arrive at a club and confess that son or daughter has just bought a new computer and has given them the old one. They hasten to add that the son or daughter is extremely clever but very busy and they haven't had time to show them how to work the computer. The son or daughter usually expresses the reassuring comment to their parent that it is quite easy and that they should have no trouble. After a pause the senior quietly asks "Could you show me how to turn it on please?"



Yet others come to a club because their family has encouraged them to 'go and do something about learning to use a computer'. However, they don't even know if they want to use a computer! The clubs assure them that they can learn to use a computer at the club to find out for themselves if they want to become a computer user.

Seniors who have recently retired and have had some computer experience in the workplace join because they want to extend the perimeters of their knowledge and learn how to use a computer for their own purposes.

It is pleasing to note that the computer skills gained by seniors are often used to enable them to participate in other community groups, e.g. as Secretary, Treasurer etc. Yet others use their new skills to take up work, usually part time and very often in a family business. Seniors Computer Clubs are building social capital within their communities.

The Internet draws other seniors to a club. Some want to be able to keep in touch with friends and families; whether they are across the street or across the world. Yet others want to learn how to use the Internet to shop, chat, research, buy and sell shares, and pay bills.



Age is certainly no barrier. One lady decided at the age of 93 that she would like to write her memoirs and she decided to learn how to use a computer to help her achieve her objective. She went on to published two volumes of her memoirs!

Another lady, aged 84, wrote to *The Australian* complaining that no-one had offered to teach her how to use a computer. One of our club members saw the letter and passed it on to the club nearest to where the writer lived. She was invited to join the club, did so and now delights in the work she can prepare using her computer for her local CWA group. She has been heard to say:

You know, when I visit my friends in hostels and even nursing homes, instead of glumly contemplating my future entry, I look about to see where my computer will fit, and think happily of all the time I'll have available to work on it.

INITIATIVE

Learning is a life-long experience and if a senior is motivated to use a computer and seek the support and encouragement of peers at a Seniors Computer Club that person is likely to succeed. **ASCCA** received the 2005 Seniors Achievement Award for Education/Life Long Learning.

ACHIEVEMENT

- ASCCA has become a catalyst to enthuse, encourage, empower and assist seniors to explore the satisfaction and advantages of using computer technology
- The prime objective of the clubs is to teach seniors how to use a computer. Most older people prefer to be taught by people of a similar age, they want to learn specific things and most of all they want to learn at their own pace.

It is estimated that more than 150,000 seniors have already learned how to use a computer through ASCCA's peer assisted learning programs. There are currently more than 45,000 members in our member clubs and organisations. These clubs are located in every state of Australia.

- ASCCA includes 'those with a disability' in their mandate. Members with disabilities include those who have had strokes, suffer from MS or Motor Neurone Disease, Parkinson's etc, but ASCCA considers that many disabilities that effect their members are actually a normal process of ageing so they help them, when possible to continue enjoying and benefiting from the use of their computer.

ASCCA undertook a research project, *Barrier Free Access*, to provide information to clubs about adaptive technology and produced two brochures and a webpage which also provides contact details so they can talk with 'an expert'. Strong working relationship have been established with Quantum Technology, Ability Technology and Vision Australia and Quantum: Reading, Learning, Vision.



- ASCCA has given a sense of unity, purpose, and representative strength to the many small and diverse seniors computer clubs around the country. The



"voice" of seniors computer clubs and their interests, problems, issues, and concerns in communication technologies can now be heard. ASCCA has provided leadership in the development of a wide range of programs, training, and networking, which has significantly contributed to the goal of enhancing the lives of many seniors and disabled older

people who would have otherwise not had those opportunities. Learning is a life-long experience and if a senior is motivated to use a computer and seek the support and encouragement of peers at a Seniors Computer Club that person is highly likely to succeed with their lives enhanced accordingly.

- **ASCCA** has identified that those living in retirement villages are often disadvantaged by lack of mobility or transport and find it difficult to join in community activities. To help these older people **ASCCA** helps form clubs auspiced by retirement villages and since 1998 has successfully started many such clubs in retirement villages.
- In 2005 **ASCCA** commissioned an "Interactive Communications Manual" to provide members with a user-friendly information guide that informs them about new technology applications for either their own personal, or club use.

The project objectives were to conduct the wide ranging research about new technologies such as Webcams, Voice over Internet Protocol (VoIP), and Teleconferencing and Videoconferencing applications. This includes the investigation of user-experiences, plus the technical, regulatory, and consumer protection issues surrounding these applications.

ASCCA continues to research communication and conducted a survey through member clubs to establish a profile of just what seniors want when they connect to the Internet, and to find out what other telecommunications issues concern and interest them.

More than 500 responses were received from every state in Australia to enable **ASCCA** to draw a realistic picture of what Seniors want from telecommunications. The survey allowed individual members to contribute information to assist **ASCCA** to inform Government Departments and Telcos of their concerns.

Seniors responding to the survey identified their concerns as follows:

- Security issues relating to spam, phishing, viruses etc.
- Access and affordability of telecommunications for all Australians
- Protection from pornographic material on the internet for grandchildren.
- Consumer rights.

Members of seniors computer clubs in Australia are all consumers who want to be able to speak with a powerful voice and say "Seniors WANT"
Seniors NEED....."

IMPACT

Seniors can be hesitant to attempt to use a computer. Computer Clubs provide an excellent solution - they provide a friendly and non- threatening environment and an opportunity to socialise. The senior gains confidence as they learn to use a computer, their self esteem improves and so does their general well-being. The computer skills gained by seniors are often used to enable them to participate in other community groups, e.g. as Secretary, Treasurer etc. Yet others use their new skills to take up work, usually part time and very often in a family business; and imagine being able to swap emails with grandchildren!

NETWORKS



ASCCA had built, and maintained, a worthwhile network spanning community organisations, government department/agencies, Industry, media and the general public. It has also build valuable bridges to International networks

ASCCA is represented on the Telecommunications Consumer Group South Australia and is a member of the National Cyber Security Awareness Week Steering Group and Digital Switchover Taskforce. **ASCCA's** president was appointed as one of the nine foundation directors of ACCAN. She has also been made a Broadband Champion.

ASCCA is a foundation partner in the Microsoft Unlimited Potential Program. Our partners are WorkVentures, Aboriginal Employment Strategy and Yarnteen. **ASCCA** recently delivering a Microsoft funded project *Skills for a Mature Aged Work Force*.

ASCCA is a part of the NEC led consortium that was awarded the tender for the Broadband for Seniors program. **ASCCA** has been responsible for writing the face to face training material. Information on being safe online has been prepared for **ASCCA** by the Australian Federal Police and is included in the Resource Kit which is given to all seniors learning how to use the internet at Broadband for Seniors Kiosks.

ASCCA is frequently invited to present at conferences at all levels. Nan Bosler visited Korea in February 2008 at the request of Microsoft where she represented Australian older people at the *Information Society and the Elderly: Global Perspectives* at Yonsei University in Seoul. **ASCCA** has become a foundation member of an International network of conference delegates working to expand the use of technology by older people. Other international conferences and workshops include the First Age Friendly Cities Conference in Dublin and the BRAID workshop in Dundalk, Ireland. The next representation will be at the International Federation on Ageing conference in Prague.

She was honoured to become the Apia Adult Learning Australia Ambassador and went to Montevideo, Uruguay where she attend an international three-day seminar, *Women in motion for the right to education*. The seminar was organised by The International Council for Adult Education (ICAE) and run by it's Gender and Education Office (GEO). In July 2008 she attended the Annual Conference of ACE (Adult and Community Education) Aotearoa in Auckland as part of the Adult Learning Australia delegation.

FUTURE

ASCCA aims to develop according to the needs and interest of its members. Future needs will include changing technology and the different expectations of the baby boomers. Projects for 2010 included the establishment of an online Cyber Club for socially isolated seniors, research into why some seniors are afraid to use the Internet and work to empower Carers by helping them use technology.

Computer clubs for seniors are helping to meet the needs of seniors who want to know more about computers and the internet.

International Networks

ASCCA had built, and maintained, valuable bridges to International networks.



Attendance to present at the *Using IT enhances the lives of Australian Older People* Conference at Yonsei University in Seoul, South Korea in 2008 enable ASCCA to begin very active links to colleagues, particularly those in Korea and Japan.

Nan Bosler on the right, Noriko Kondo from Japan is next to her.

In 2008 ASCCA invited Seniors in South Korea to build a Bridge of Friendship using digital photographs. The language of photographs has no barriers. It was a very successful project and a selection of the submitted photographs was shown at ASCCA's AGM in November 2008.

The International Federation of Ageing Conference held in Melbourne in May 2010 was another good opportunity to forge additional links to overseas contacts. ASCCA's representative met with several members of the Asia Pacific Active Ageing Group and ASCCA was invited to join and attend the 2010 ACAP conference in Fukuoka Japan. Unfortunately ASCCA was unable to attend because of lack of funding. Nan Bosler presented at the IFA conference and another speaker, attending to present a paper on the work of BRAID (Bridging Research in Ageing and ICT Development), heard her speak and the eventual outcome was that she was selected to be a part of the BRAID Advisory Panel Expert Board.

Dr. Donghee Han is Director of Busan Health Family Support Center and President Research Institute of Science for the Better Living of the Elderly (RISBLE) in Busan, Korea. She oversees the delivery of a variety of programs to empower older adults and strengthen family. She has won Korean government awards for RISBLE programs, including prizes for "Information and Culture in Cyberspaces for Older Persons" and "Re-design for Dementia Patients and their Families." She also is an invited professor at Kosin University, where she teaches courses on Active Ageing. She serves on the National Unification Advisory Council in Korea and is founder of the Korean Information Network for the Prevention of Elder Abuse (KINPEA). She represents Korea in the International Network for the Prevention of Elder Abuse (INPEA) and the Active Ageing Consortium Asia Pacific (ACAP).



Dr Donghee Han with President Jeon See Soo from Busan Health Family Support Center, South Korea at the 12th Australian Computer Conference for Seniors.

Dr Donghee Han was a keynote speaker at the conference.

Noriko Kondo from Japan has frequently requested permission to translate and use items from the ASCCA newsletter or papers presented by ASCCA personnel and this permission has readily been given.

ASCCA contacted her after the disasters of 3/11 to ascertain if she and her family were alright. Here is part of her reply:

Social media Twitter was useful to share the place to find the safe place or the Facilities open for the people who need to rest.

We are still facing the hard time. But we will try our best and supporting each other using ICT. But many of my friends in Sendai or Tohoku Area still missing.

A photographic competition was organised in Japan for Japanese seniors to express in photographs how the beauty of nature was helping them overcome the traumas brought by nature in March. The winners of the Photo Event were to be announced during a Global Senior Net Online Forum in Tokyo on Friday 1 November 2011 and ASCCA was invited to send messages of encouragement to the Japanese people. The purpose of this Forum was a sharing of the Senior's experience and useful information with young engineers, researchers and policy makers.

ASCCA was invited to present at the Online Forum and Sandra Brophey, Dorothy Soper and Nan Bosler each presented a different aspect of the work that ASCCA does with seniors in Australia. Our paper was sent to Japan prior to the forum and a translator enabled those who did not understand English to hear what was being said in Japanese. It was quite exciting later in the Online Forum to learn that ASCCA's message of encouragement to the Japanese people had been judged the best and we were awarded a camera.

The camera was brought to Australia by Masako Wakamiya and presented to ASCCA at the 13th Australian Computer Conference for Seniors.

ASCCA will be taking part in the 1st Senior's Global Online Security Forum on February 27 from 2pm-5pm (Japan Time). Noriko Kondo is a member of the advisory board of the National Information Security, and she is in charge of promoting *the awareness of security of PC for older adults*.

On 12 March ASCCA will be taking part in The 15th Internet Hina Doll Festival 2012 in Kyoto via SKYPE.



I have selected a few extracts from the Technology & Market Baseline & Trends report which has been produced as part of the BRAID project. The scope of the selected text will seem to be well beyond the scope of this Inquiry but I consider that it is part of the overall picture that we must see as we consider Cybersafety for Senior Australians. See page 20 for my comments.

The full report is available at http://www.braidproject.org/sites/default/files/D1.3_0.pdf

BRAID. Bridging Research in Ageing and ICT Development. BRAID (www.braidproject.eu) is a 24 month project which will develop a comprehensive RTD roadmap for active ageing by consolidating existing roadmaps and by describing and launching a stakeholder co-ordination and consultation mechanism. It will characterise key research challenges and produce a vision for a comprehensive approach in supporting the well-being and socio-economic integration of increasing numbers of senior citizens in Europe.

D1.3 Technology & Market Baseline & Trends

1.1 Objectives of BRAID D1.3¹

Social commentators are increasingly recognising that encouraging older adults' use of information and communication technologies (ICTs) is essential for any country in managing the challenges of an ageing population and its associated costs to health care, productivity and individual well-being.

The BRAID project charter is to develop a comprehensive RTD roadmap for active ageing by consolidating existing roadmaps as well as describing and launching a stakeholder coordination and consultation mechanism. BRAID's three main objectives are to:

- Create a dynamic ICT and Ageing roadmap that addresses older people's needs not otherwise well met, identifies and benefits from best practices in the EU and elsewhere, and analyses current and potential gaps in knowledge and execution;*
- Instantiate a strategic research agenda that tracks and builds upon existing, emerging and disruptive technologies and responds to the changing socio-economic conditions of stakeholders;*

¹BRAID: 1. "Introduction, Technology & Market Baseline & Trends", 2011, p4.

- *Expand the BRAID networks of contacts to build a self-sustaining co-ordination mechanism which is viral, ubiquitous and reaches out across the heterogeneity of stakeholders.*

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Several major themes are evident as technology progresses in the world of ICTs. The themes are:

- *People want to focus on what they can do, not what they cannot.*
- *Ageing in place means more than just staying at home.*
- *Health is not an objective quality; it is defined collaboratively and culturally.*
- *People mark the progression of ageing by watershed events.*
- *Healthy ageing is inextricably linked to social participation.*

Many older people have a combination of social and healthcare needs and it has long been argued that a more integrated approach, incorporating ICT solutions with other forms of health and social care is needed.²

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ICT in Ageing – Baseline and Trends

In D1.1, the BRAID project identified eight families of ICT solutions for ageing as a reasonably comprehensive set that addresses the needs of the older people.

These families of ICT in Ageing solutions are described in brief below:

- *Telemedicine*

ICT solutions that enable monitoring of health status and healthcare activities, and that enable communications amongst older patients, care-givers and service providers.

- *Smart Homes*

ICT solutions that sense the needs of older people in expanding the scope of their activities safely and securely. An essential aspect of these solutions is the interaction amongst people and the local surrounding physical environment. In spite of the label, Smart Homes, these solutions cover other thematic settings, and may be interpreted as smart spaces.

- *Assistive Communication Products*

ICT solutions aimed at enhancing the communication abilities of older people to engage in desired person-to-person communications and person-to-machine communications. Often appear as ICT enhancements to assistive technologies.

² BRAID: 1.2 “The Evolving Role of ICT and the EU Context, 2011”, pp4-5.

- **Internet**

The ICT solution that is the Internet, enabling diverse applications from information access to e-mail to social connections and beyond. Includes developments in the world-wide web, e.g., Web 2.0, and tools that promote security and privacy that must accompany being online.

- **Broadband Access**

ICT solutions that provide broadband (or high-speed) access to the Internet and other applications. These solutions include the infrastructure that provides an enhanced experience for its users and is specifically distinguished from the Internet family above which may be accessed using broadband or narrow-band (dial-up modem).

- **Social Computing / Social Networking**

ICT solutions that enable the facile creation and implementation of social communities of users. Typically, social networks exist on the basis of shared interests and shared user characteristics, e.g., Facebook, MySpace, LinkedIn, etc. Collaborative Networking / Collaboration Software

ICT solutions that allow for the creation and participation of different communities of seniors as they engage in the pursuit of group goals.

- **Design For All**

This is not so much an ICT solution family as a discipline that enables the optimal experience, interaction and intensity of use of all ICT solutions through fundamental design principles³.

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One of the largest and most interesting ICT projects currently being undertaken in Europe is a blend of robotics, smart home technology, RFID technology, and telemedicine. The project, MOBISERV (An Integrated Intelligent Home Environment for the Provision of Health, Nutrition and Mobility Services to the Elderly) is an EU Framework 7 project bringing together universities, healthcare organizations, public companies and private researchers from France, Finland, Greece, Italy, the Netherlands, the UK, and non-EU member Switzerland. The project aims to produce three key systems of caring for older people.

- *A wearable health status monitor with smart sensors woven into undergarments.*
- *A secure telemedicine and health reporting system.*
- *A nutrition support system, which might provide, for example, a reminder for when meals and drinks should be taken. All these systems will be linked to a robotic platform which will also facilitate communications that will help people keep in touch with friends or relatives easier and better. It will also help to create shopping lists and menus using voice recognition⁴.*

³ BRAID: 3. "ICT in Ageing- Baseline and Trends", 2011, pp14,15.

⁴ BRAID: 3.2.2 "Smart Homes, Technology Trends", 2011, p26.

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3.4 Internet

It is well documented that people worldwide use the Internet to learn more about healthcare and ageing. In a US Centers for Disease Control (CDC) paper arising from the conference called Improving Health Literacy for Older Adults: Ageing, E-Health Tools, and Health Literacy, the discussion centered on the significant quantity and very easily obtained health related content on the Internet. This would include the substantial amount of digital resources designed to help patients, providers, consumers, and caregivers to more easily find health information, store and manage personal health data, make decisions, and better manage their own health or the health of those people in their charge. Some of the tools available on the Internet today even have interactive features that allow people to contact their healthcare providers or caregivers directly or share information with other consumers, patients and friends.

Given the above, it is not surprising to learn that according to multiple papers and studies done in various EU member states, the number one stated use of the Internet by ageing adults is searching for Internet content related to health and well-being. In fact, the term "silver surfers" has been coined to describe the burgeoning group of confident and competent older Internet users.

Unfortunately, there is a note of caution here. Whilst it is clear that age continues to be an important factor in determining people's use of the Internet and other ICTs, the popular notion that all older adults are polarized between the "cannots" and the highly empowered silver surfers is misleading. Indeed, the concept of a highly

resourced, motivated silver surfer using ICTs for a range of high-tech applications is erroneous. The available data has shown that a lot of older adults computer uses are more basic and mundane. In fact, the stereotypical notion of the silver surfer using the Internet for banking and finance, shopping, and/or dealings with government agencies was not evinced. Instead the minority of older adults who were using computers at all, were doing so for word processing, keeping in contact with others through e-mail, and generally teaching themselves more about computer usage⁵.

Moreover, Dr. Sarah J Czaja is quoted in the CDC paper as saying, "current evidence suggests that the effectiveness and use of many Internet E health tools are low for many population groups, particularly older adults." She goes on to say "the use of these tools requires many cognitive abilities, including the ability to comprehend highly technical language. Information seeking on the Internet is especially complex because it requires a general knowledge of the topic of interest (e.g. diabetes), basic knowledge of hardware and software operations, information seeking skills (e.g. knowledge of how the Internet or a webpage is organised and how links, search boxes, and search histories work), and the ability to judge whether information sources are credible."

⁵ BRAID: 3.4.1 "Internet", 2011, p35.

Furthermore, as another study points out, the potential of ICTs for the inclusion and empowerment of older adults has been tempered by a succession of reports that technology is proving in practice to be an exclusive activity. For example, the probability of Internet usage has been found to decline with the age of the user as have levels of skill and the breadth of activities that the Internet is used for. This gap is wider when access outside the home is included. Some studies have found older people to be less likely to use public ICT facilities such as health information kiosks than people in younger age cohorts. There is also a concern that older adults must engage with new technologies or be further disadvantaged in contemporary society.⁶

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In the decades to come, the Internet will continue to have a profound effect on the lives of ageing citizens⁷.

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Some notes of caution must be struck here with regard to ageing or older people specifically with respect to privacy and integrity of personal information. Whilst Gen X or Gen Y people may not view the Internet with suspicion or scepticism with regard to privacy, a sizeable portion of the older population do. Privacy issues may be the single biggest deterrent to widespread adoption of ICTs. This is particularly true with regard to Internet usage as it pertains to social networks, information gathering and online group participation. As Nicholas Carr, author of the *Rough Type Blog* and *The Big Switch*, writes: "By 2020, the Internet will have enabled the monitoring and

manipulation of people by businesses and governments on a scale never before imaginable. Most people will have happily traded their privacy – consciously or unconsciously – for consumer benefits such as increased convenience and lower prices. As a result, the line between marketing and manipulation will have largely disappeared."¹⁰⁹ Finally, it should be noted that some researchers also caution against the potential for addiction and an increase in obesity with extended Internet use⁸.

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3.4.3 Market trends

As an established technology the Internet is in many ways a mature market accessed and utilised by a large number of EU citizens. The specific challenges and trends in relation to senior citizens have already been explored. Internet access over either narrowband or broadband is available in virtually all EU member states. The only exceptions are in rural areas where no telephone service is available at all. According to the research available, however, ageing adults have less access and less ability to use the Internet than their younger counterparts. As just one example, whilst

⁶ BRAID: 3.4.1 "Internet", 2011, p36.

⁷ BRAID: 3.4.2 "Technology Trends", 2011, p36.

⁸ BRAID: 3.4.2 "Technology Trends", 2011, p38.

virtually everyone under the age of 60 in Denmark has Internet access, only two thirds of all 60 to 74-year-olds have access.¹¹² With respect to usage, research in the United States indicates that 92% of 50 to 64-year-olds, and 89% of those over age 65 report using e-mail every day. The percentages of those adults who use the Internet for news gathering are 76% and 62%, respectively⁹.

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Broadband Access

According to Cellular News, an online telecom publication based in London, the European Commission is earmarking €1 billion to achieve 100% high-speed Internet coverage for all European citizens by 2010. At the date of publication (28 January 2009), 93% of Europeans had broadband access, but in some countries broadband covers less than half of the rural population.¹¹⁶ Unfortunately, in virtually every EU country, broadband access for ageing adults is lagging behind. With a greater percentage of ageing adults in rural areas, particularly in newer EU Member States, high-speed Internet connections are in some cases many years away.

High-speed penetration rates are generally high in urban areas and in some countries as a whole such as Denmark, the Netherlands, Sweden and Finland. As noted above, however, most European rural areas suffer from much lower coverage rates. In some newer EU member states such as Bulgaria or Romania even traditional telephone networks are not available in some rural areas. Greece, Poland, and Slovakia have coverage rates of less than 50% and even countries with a more developed infrastructure such as the Czech Republic, Estonia, Ireland, Latvia and Lithuania, rural coverage rates are still below 80%.¹¹⁷

In some EU countries such as Finland broadband Internet access is considered a legal right of all citizens. In 2009, Finland moved up its timetable guaranteeing access to broadband connections for all its citizens from 2015 to 2011?. To understand the true significance of this, it may be interesting to note that as of 2009, only 30% of American citizens who are 65 years or older have broadband connections¹⁰.

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3.6 Social Computing / Social Networking

The emergence of social computing/social networking has impacted the way many ageing adults view the possibilities available to them in the digital environment. The pace of social networking innovation on the Internet has been relentless for the past decade. These changes have impacted the computing experience generally and older

⁹ BRAID: 3.4.3 “Market trends”, 2011, p39.

¹⁰ BRAID: 3.5.1 “Baseline”, 2011, p40.

adults in particular. The pervasive spread of social networking has accomplished nothing short of a revolution in the online user experience¹¹.

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Moreover, there are few other spaces – online or off-line – where tweens, teens, working age adults, grandparents, friends and neighbours regularly intersect and communicate across the same network. Photos, videos, and updates shared on a daily basis can provide a valuable connection to faraway family and friends who are tied together in a variety of ways. The children and grandchildren of older adults are documenting many aspects of their lives through social media, and these are also becoming popular spaces for professional networking, continuing education and political participation¹².

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5 Conclusion

Today there is a social and economic sea-change occurring throughout the EU (to a greater or lesser extent in individual countries) with regard to the deployment of ICTs and their use by ageing adults. Given the importance and ubiquity of ICTs in day-to-day life, there is a considerable imperative for older adults to become users. Social commentators are beginning to highlight the fact that today's society is also an ageing society and that encouraging older adults' use of ICTs is an essential prerequisite for any EU country to become a bona fide information society.

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There is apparently some measure of hype in the field of ICTs and ageing throughout the EU. Many see the universal implementation problem as one of merely needing to "spread the message" in order to achieve widespread deployment and market development. Unfortunately, this has not been the case and embedding and mainstreaming of existing products and services has often been slow. Certain researchers believe that human needs cannot be met through simple technological fixes alone. There is the risk that too much "technology push" might result in inappropriate application and negative outcomes to the detriment of those immediately concerned as well as to the longer-term prospects for the market as a whole.

It has also been suggested by some that widespread deployment of ICTs and their use by ageing people will foster new forms of dependence on technology and/or create the possibility of loss of existing physical or mental capabilities, i.e., because the technology does things that in reality one could continue doing or learn to do.¹⁷³ In response to survey questions on use of ICTs, older adults made the following comments.

¹¹ BRAID: 361 "Baseline", 2011, p43.

¹² BRAID: 3.6.2 "Technology Trends", 2011, p45.

1. They must not replace human contact; they must be easy to use.
2. They must be affordable.
3. There must be help if they break.
4. They must increase my quality of life.
5. I must be able to obtain proper instruction.
6. I want to know what happens to the collected data.
7. They must be discreet¹³.

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Class Family	At Home	At work	In the Community
Quality of Life Personal Safety	1. Technology for monitoring for personal safety and for quickly requesting for help is widely available, e.g., environment monitors and social alarms.	1. Personal safety monitors and social alarms will continue to provide a high degree of support.	1. Social alarms are location independent devices. When combined with mobile phone based location services, they create a very powerful way to receive quick help in "outside the home" settings.
Quality of Life Personal Safety	2. Internet security monitoring enabled by internet service providers, e.g., malware removal services.	2. Malware monitors and immunizer technology is common-place in most work-based internet environments.	2. Availability of free malware detection and immunization software has allowed public internet access locations, e.g., libraries, to be better equipped with online security tools. However, identity theft does pose a serious risk especially in public internet access locations ¹⁴

¹³ BRAID: 5.1 General Remarks, 2011, pp67-68.

¹⁴ BRAID: D1.3 "ICT Baseline and Trends", 2011, p71.

Comments:

In many ways the picture woven of ICT and seniors in the BRAID report seems to mirror thinking in Australia. In some aspects the thinking is very much forward thinking but the direction is similar for most parts of the developed world. The value of Telemedicine in Australia is clearly envisaged through the NBN and no doubt Smart Homes are on the drawing boards of many think tanks. I have visited working Smart Homes in Dundalk, Ireland (2011) and can see the immense potential, however I have also visited Aged Care Facilities in Sydney where many of the innovative features of the Irish Smart Homes are already being used to advantage. The diagnostic options being displayed in Ireland will bring a new component for future care.

It is not pleasing to read the finding that the usage of computers by a lot of older adults is *more basic and mundane* rather than the concept of *highly resourced, motivated silver surfers using ICT for a range of high tech applications*. This is probably also true in Australia but there are many motivated seniors who are highly skilled in their use of most forms of technology. Perhaps basic and mundane is sufficient to enable seniors to enjoy using the internet and exploring the satisfactions and benefits of technology to meet their individual needs.

Learning is a life-long experience and if a senior is motivated to use a computer and seek the support and encouragement of peers that person is likely to succeed.

There is no doubt that seniors feel vulnerable when they think about going on the Internet. Just what is an ISP? Who can I trust? Will I run up a bill I can't afford to pay. What's the difference between dial up and broadband services? It is a great and worrying dilemma. They would like to take advantage of the benefits of using the web, but

Where do they go to learn how to become part of the Digital Age? The cost of a commercially available course is usually too expensive. Courses offered specifically for seniors or discounts offered in general classes still make the cost too high for some seniors. Computer clubs, however, have low fee structures and Broadband for Seniors Kiosk have free basic lessons to help a senior get started.

The Government funded Broadband for Seniors Project is rolling out some 2000 kiosks across Australia to help seniors learn basic skills to enable them to know how to access the Internet. Since the project began some 160,000 seniors have attended those kiosks! ASCCA prepares the face to face training material used in this project.

Included in the student's Resource Kit is a section written by the Australian Federal Police for ASCCA on cyber safety. ASCCA proposed writing a specific Cyber Safety manual for the Kiosks but funding was not available.

Dr. Sarah J Czaja is concerned that their skills will be insufficient to allow them to make good use of ehealth tools. Designers need to make sure that the ehealth tools are designed so that they can be used with an absolute minimum of technical knowledge! Even a highly technically skilled person may not be able to use complicated equipment when in a state of unwellness or trauma.

If older people are going to be able to reap the values of using technology and the Internet for communication, ehealth and e-commerce we must address the problems of access (including cost) and training and we must protect them from issues that compromise cybersafety as they try to achieve access and equity in the Digital Age.

Social network sites are not only for young people! The report draws attention to the value of intergenerational networking on these sites. I think I know a bit more about what my grandchildren get up to than their parents do because I can see their Facebook pages. There are, however considerable concerns about cybersafety when using social networking sites.

A far more senior friendly social networking website www.finerday.com.au is similar to Facebook but it has been developed specifically for seniors. The Finerday site can build an online network of family and friends similar to Facebook. It provides safe, easy to use, online communications for all of the family.

The BRAID report mentions identity theft but little is recorded about the need for cybersafety this is I hope included in a previous report and its importance taken as read. It was included as part of the overall conclusion.

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