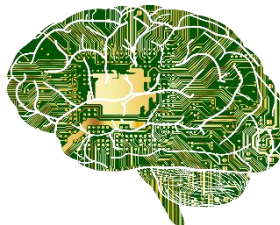


ICT use in Later Life & Geographic Areas – Lessons Learned from the TILL project

Dr Hannah R. Marston, Research Fellow, Health & Wellbeing Priority
Research Area, The Open University

22nd February, 2018,



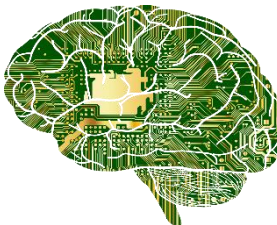
Presentation Overview

- Ageing Statistics
- Why is the TILL project important?
- What is the TILL Project?
 - Aims & Objectives
 - Study Sites
- Methods & Ethics
 - Sample
- Results
 - Data
 - Quotes
- Conclusions & Implications
- Future Works



Global Ageing

- Between 2015-2030 Global Population (adults aged 60+ years) is estimated to reach 901 million (UN, 2015)
- By 2050 Global Population will reach over 2 billion (UN, 2015)
- By 2050 Global Population of adults aged 85+ years will reach 395 million people (UN, 2015).
- **The United Nations state:**
 - “Globally, the number of people aged 80 years or over, the “oldest-old” persons, is growing even faster than the number of older persons overall. Projections indicate that in 2050 the oldest-old will number 434 million, having more than tripled in number since 2015, when there were 125 million people over age 80.” (UN, 2015, pp.2)
- **Source:** United Nations (UN) (2015). World Population Ageing. Report. Retrieved from <http://bit.ly/2G3OdtU>



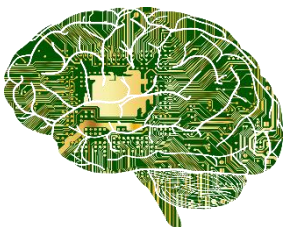
UK Ageing

- 18% are currently 65+ years
- 2.4% are currently 85+ years

Projections

- By 2039 UK population will reach 74+ million people
- By 2026 there will be 20.5% of adults aged 65+ years
- By 2036 there will be 23.9% of adults aged 65+ years
- By 2046 there will be 24.7% of adults aged 65+ years

Source: ONS,
<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/overviewoftheukpopulation/july2017>



Ageing in London

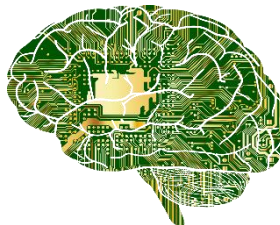
- 2.2 million people, 50+ years
- 980,000 people, 65+ years
 - By 2024 it is estimated to grow to 1.2 million
- 130,000 people, 85+ years
 - By 2024 it is estimated to grow to 180,000
- 22% of older adults are Black, Asian and Minority Ethnic (BAME)
- 37% of older adults were born outside of the UK
- It is estimated, 100,000 LGBT people live in London

Source: Age UK <https://www.ageuk.org.uk/london/about/media-centre/facts-figures/>



Why is the TILL project important?

- Explore & understand the differences between different countries, cultures and regions/provinces
- Explore & understand the impact ICT has on geographic locations
- Paucity in the literature of ICT & the wider socio-technological issues
 - Social isolation, social engagement
 - Enhance intergenerational relationships
 - Digital (health) literacy, Active, Healthy, Ageing (AHA)
 - Collect baseline data to form larger database(s), longitudinal analysis
 - Add to the Gerontological literature



Aims & Objectives

- To explore & understand ICT use across geographic locations
 - Rural & suburban environments
- To explore the behaviour, barriers & enablers of ICT by adults aged 70+ years
- To explore ICT impact across different locations and age



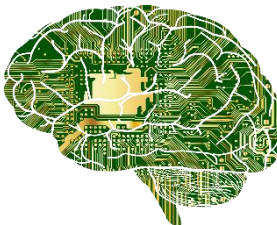
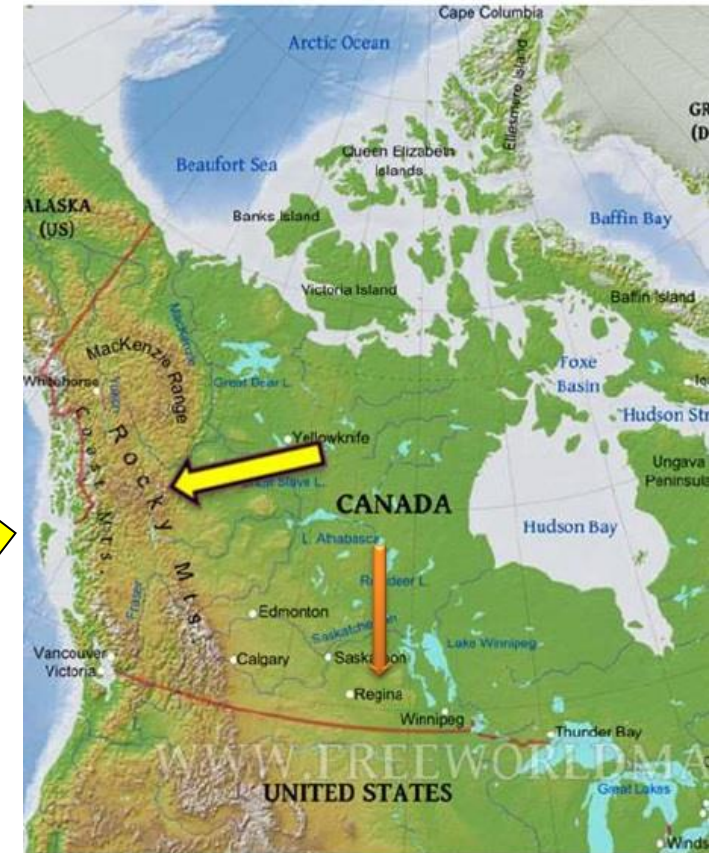
Study Sites

- 2 Countries

- United Kingdom
- Canada

- 4 sites:

- Rural (South Wales, McBride)
- Suburban (Milton Keynes, Regina)



Methods & Ethics

- Ethics

- *Each site gained ethical clearance*
- Vary by country & institution
- Key points addressed in some not all application (e.g. participant competence, vulnerability, information letter content & data storage)
- Some required more change than others
- Length of ethics application & processing varies
 - Total time was 3 months
- Variation:
 - reimbursement for travel,
 - data storage location,
 - privacy and time,
 - recruitment (some direct or indirect) &
 - confidentiality (transcription service)



Methods & Ethics

- Multi-Methods

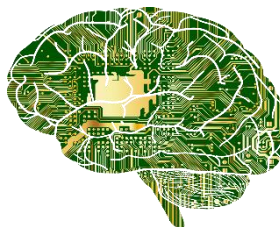
- Online Survey (Google Docs),
 - 2 Versions
 - 80-items – 9 domains (digital game, Internet & computer use/ownership, digital device ownership, social networking, purchasing habits, Quantified Self/life-logging, privacy/sharing of information, demographic information)
- Vignettes
- Focus Groups



Sample

	Total Population
Age	
Mean Age \pm SD	77.4 (6.4)
Age Range (n)	67-89
Gender	
Female	67.6 (25)
Male	32.4 (12)
Employment Status	
Not employed/retired	86.5 (32)
Currently employed	13.5 (5)
Health Status	
Somewhat unhealthy	5.4 (2)
Neutral	29.7 (11)
Somewhat healthy	43.2 (16)
Very healthy	21.6 (8)
Marital status	
Single	22.9 (8)
Married / have a partner	34.3 (12)
Widowed	31.4 (11)
Other	11.4 (4)

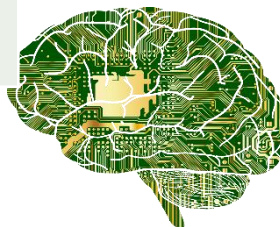
Country	Canada	
Location	McBride	Regina
Rural	10	-
Urban	-	6
Country	UK	
Location	S. Wales	MK
Rural	10	
Urban		11



Sample Continued – Rural & Urban

	Rural Sites (n=20)	
	McBride (27.03%, n=10)	S. Wales (27.03%, n=10)
Age		
Mean Age ± SD	80.6 (6.5)	74.4 (5.8)
Age Range (n)	71-89	67-84
Gender		
Female	80 (8)	60 (6)
Male	20 (2)	40 (4)
Employment Status		
Not employed/retired	80 (8)	100 (10)
Currently employed	20 (2)	-
Health Status		
Somewhat unhealthy	-	20 (2)
Neutral	10 (1)	40 (4)
Somewhat healthy	70 (7)	20 (2)
Very healthy	20 (2)	20 (2)
Marital status		
Single	20 (2)	10 (1)
Married / have a partner	30 (3)	70 (7)
Widowed	30 (3)	20 (2)
Other	20 (2)	-

	Urban Sites (n=17)	
	Regina (16.22%, n=6)	Milton Keynes (29.73%, n=11)
Age		
Mean Age ± SD	77.2 (4.2)	77.4 (7.3)
Age Range (n)	70-82	70-89
Gender		
Female	100 (6)	45.5 (5)
Male	-	54.4 (6)
Employment Status		
Not employed/retired	83.3 (5)	81.8 (9)
Currently employed	16.7 (1)	18.2 (2)
Health Status		
Somewhat unhealthy	-	-
Neutral	33.3 (2)	36.4 (4)
Somewhat healthy	66.7 (4)	27.3 (3)
Very healthy	-	36.4 (4)
Marital status		
Single	33.3 (2)	27.3 (3)
Married / have a partner	16.7 (1)	9.1 (1)
Widowed	16.7 (1)	45.5 (5)
Other	33.3 (2)	18.2 (2)



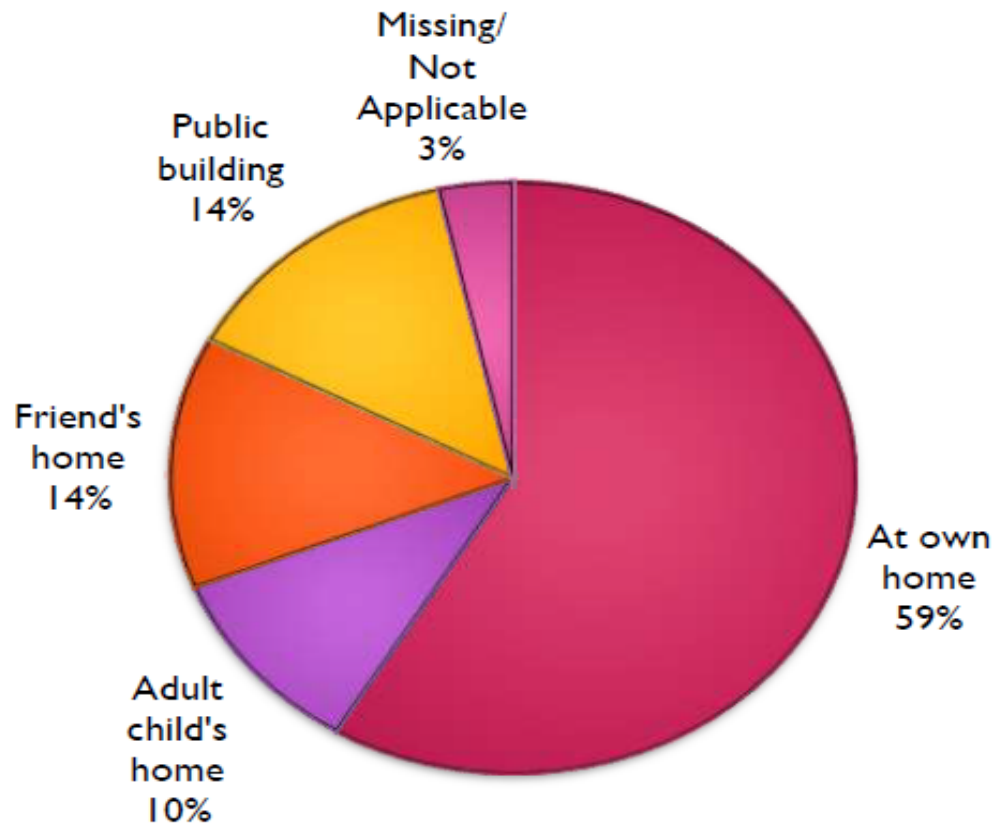
Results – ICT Use

	Total Population (n=37)	Rural (n=20)	Urban (n=17)	Canada (n=16)	UK (n=21)
Have used a computer	97.3 (36)	95 (19)	100 (17)	93.8 (15)	100 (21)
Own a computer	89.2 (33)	89.2 (33)	88.2 (15)	93.8 (15)	85.7 (18)
Have the Internet	94.3 (33)	89.5 (17)	100 (16)	92.9 (13)	95.2 (20)
Use social media sites	35.1 (13)	20 (4)	52.9 (9)	50 (8)	23.8 (5)
Own a digital device	100 (36)	100 (19)	100 (17)	100 (15)	100 (21)

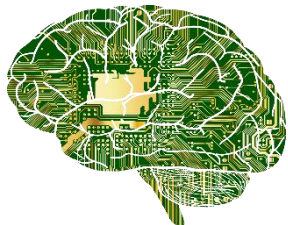


Location of Computer Use

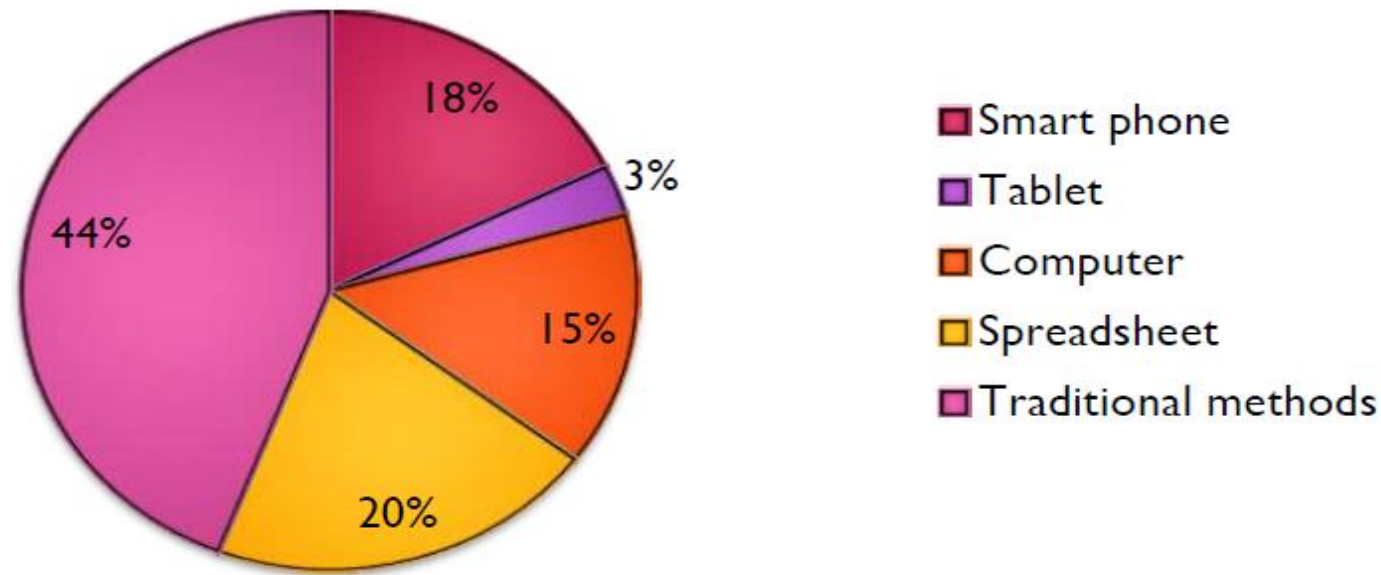
Location Computers Are Used



- Rural-used computers at multiple locations
 - More often connecting to family
 - More likely to use social media
- Urban-used computers primarily at home
 - More likely to be skeptical of social media, especially Facebook
 - Concerned with privacy
- Potential connections to social isolation



Life-Logging Activities

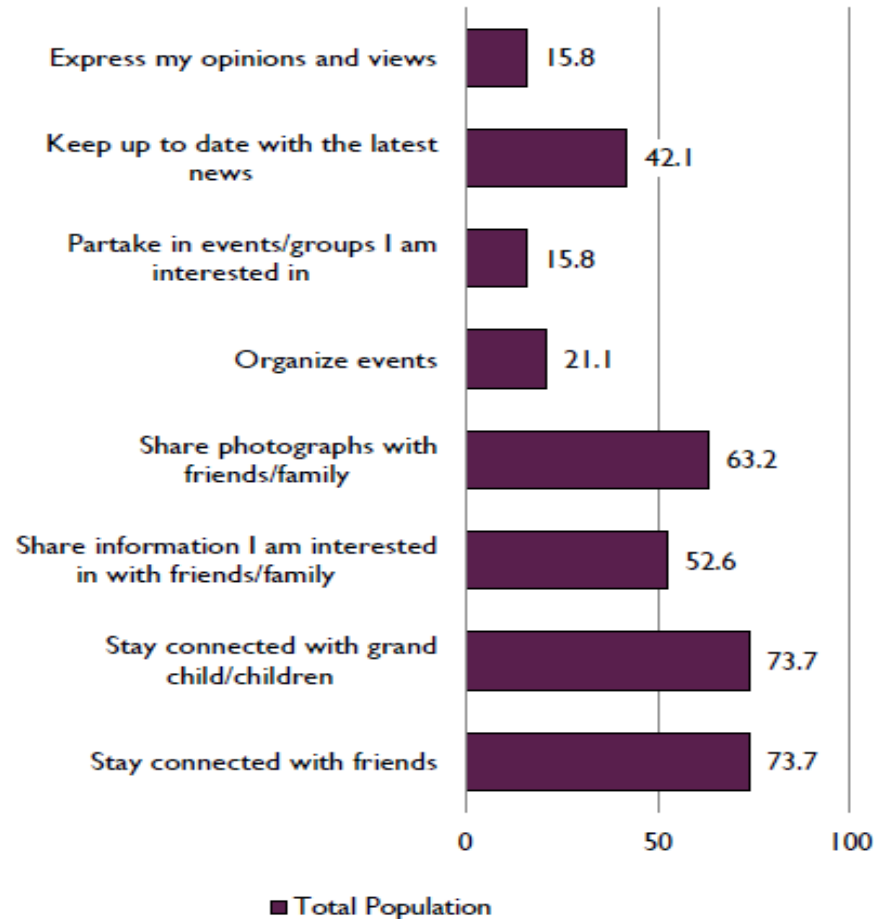


	Rural Sites (n=20)		Urban Sites (n=17)	
	McBride (27.03%, n=10)	Wales (27.03%, n=10)	Regina (16.22%, n=6)	Milton Keynes (29.73%, n=11)
Life-Logging				
<i>Life-logging with smart phone</i>	-	3	1	2
<i>Life-logging with tablet</i>	-	-	-	1
<i>Life-logging with computer</i>	-	-	-	5
<i>Life-logging with spreadsheet</i>	2	-	1	4
<i>Life-logging with traditional methods</i>	5	1	2	7

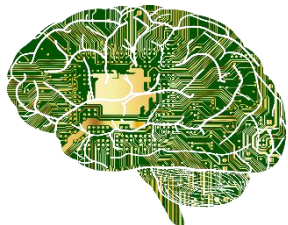
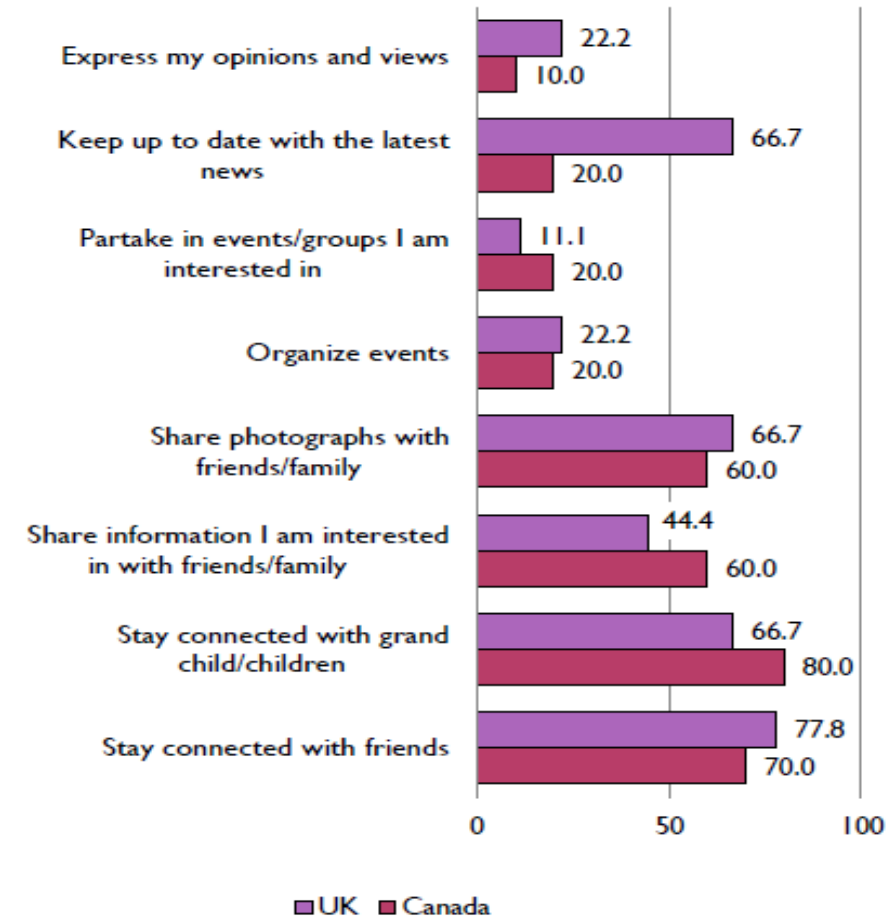


Reasons for Social Media Use by Country

Reasons For Social Media Use

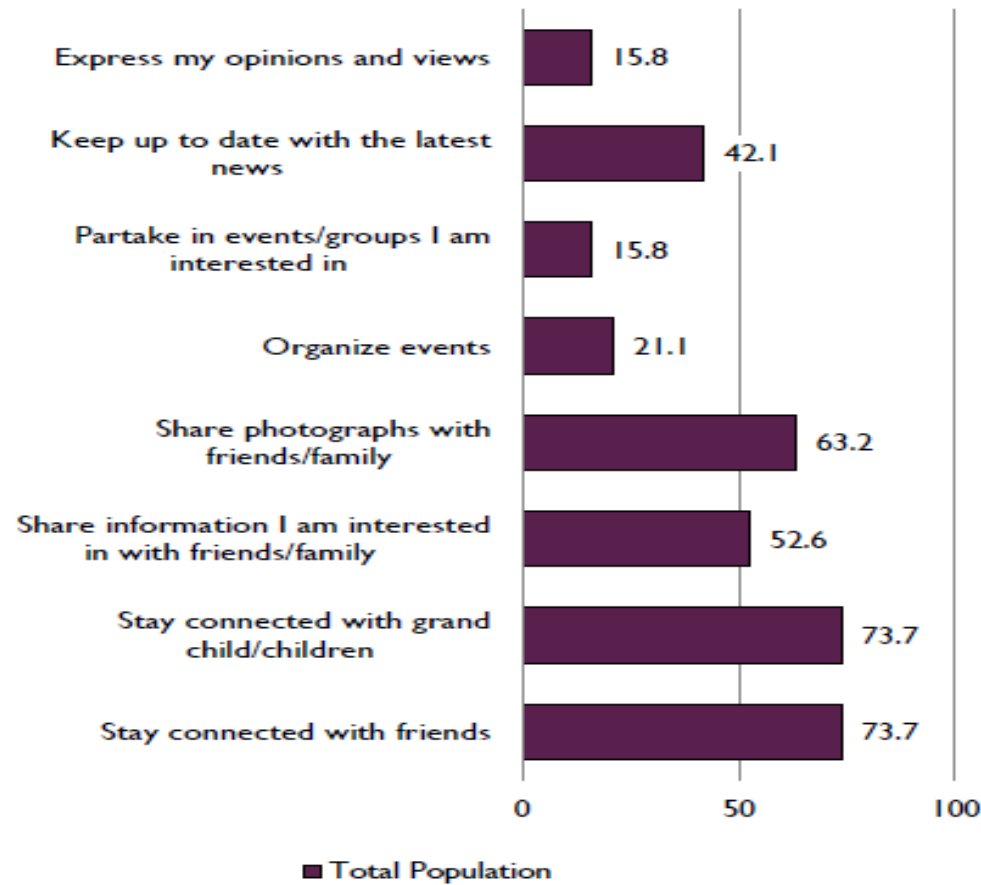


Reasons For Social Media Use by Country

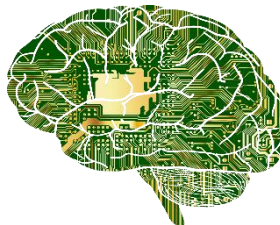
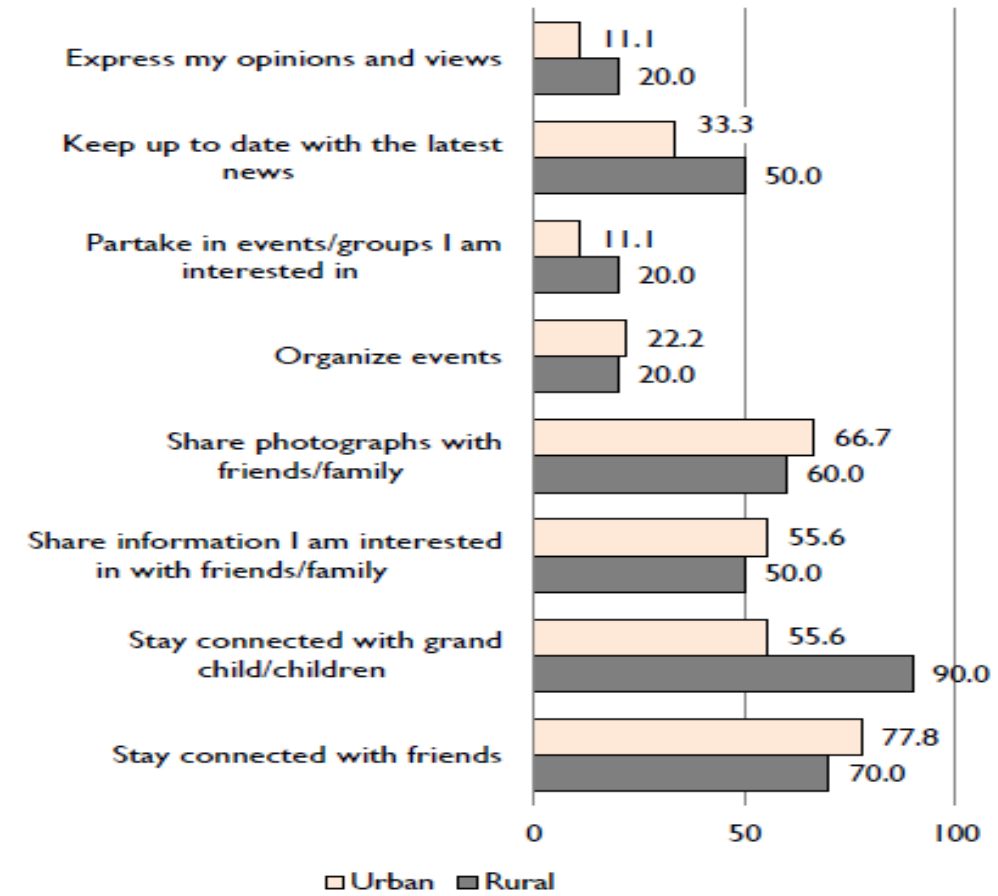


Reasons for Social Media Use by Site

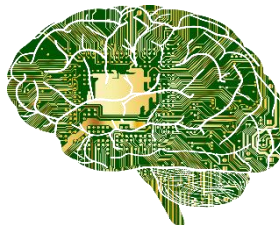
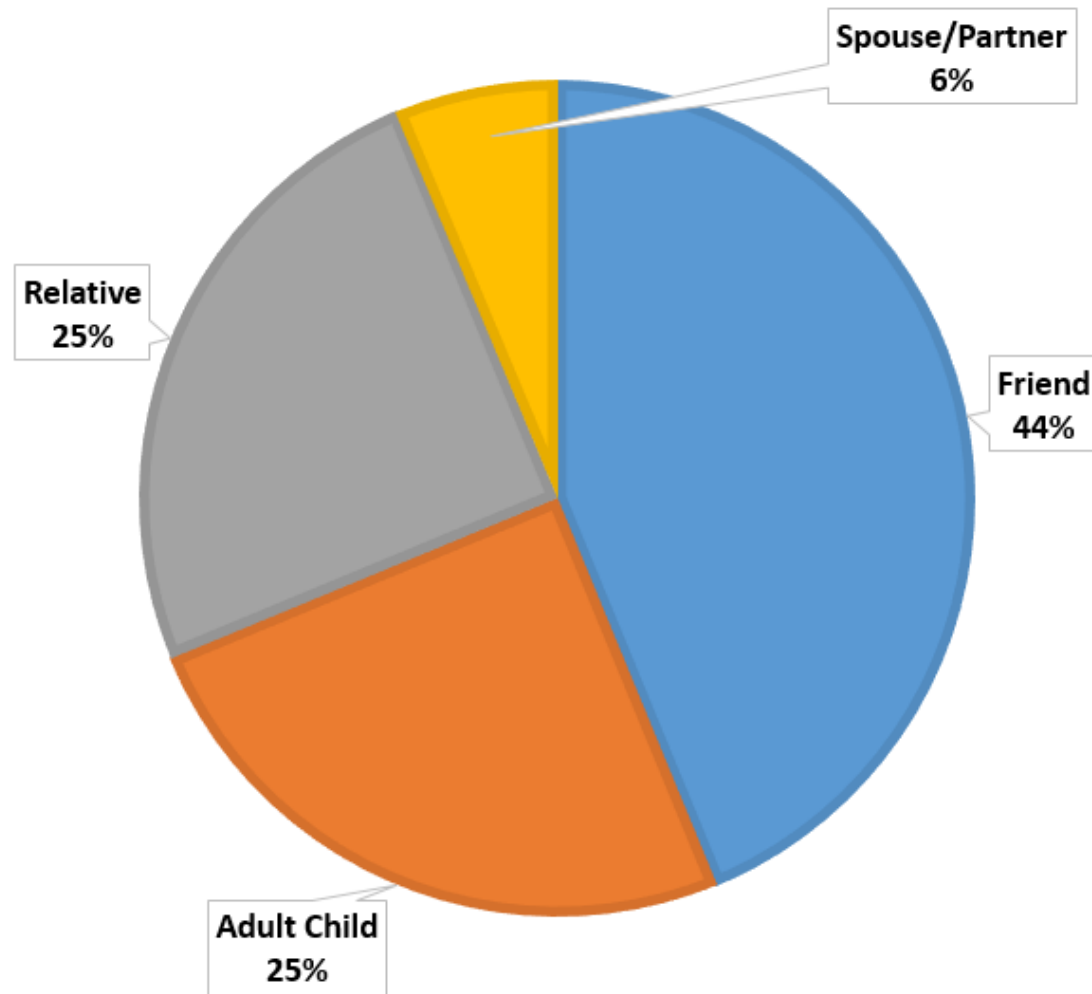
Reasons For Social Media Use



Reasons For Social Media Use by Rural/Urban



Learning ICT in Later Life



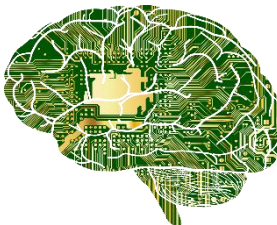
Themes

- **Positive Themes:**

1. Health & Technology Use
2. Internet & Infrastructure Use
3. Wearable Technologies
4. Using Technology for Safety Reasons
5. Learning & Sharing Information & Experiences relating to how to Use New Technology
6. Communication & Interaction with Technology

- **Negative Themes:**

1. Interaction, Engagement, Day-to-day Activities
2. Concerns about Using Technology
3. Pressure & Apprehension of Using Technology
4. Communication, Interaction with Technology
5. Social Media, Communication with Technology
6. Privacy & Sharing of Information via Technology



The Voice of Older Adults

Positive Perceptions:

Health & Technology Use – Example 1:

- **Female:** I do use the internet to search on health subjects. You can go on, as you say, I use that too, the Mayo Clinic and I use the sites, the National Institute of Health in the US. Well that's because that's what I am familiar with, you know, when I lived there. But I wouldn't go on to some of these forums that you were talking about. They are not very reliable, and they are just people expressing their views. You want evidence to support what is being said.

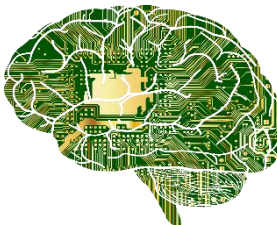
Internet Use & Infrastructure – Example 2:

- **Participant 2:** [...] But that is it and I just basically use it as a nice portable machine that I can take with me and have lots of information and access to the internet. Because for the longest time I was on dialup and doing these daily emails until about a year and a half ago I could finally get a connection through the new cell tower they put in two years ago. So I am on high speed now. It is not really high, high high speed like you would get in the city but it is like 500 times as fast as dialup was. [McBride, Canada]

Perception of Wearable Technologies – Example 3:

- **Female:** “Well I personally wouldn't mind one of these, where can you get the Fitbit? No I am being honest now, and I'm quite prepared to share, I do have a mobility problem and I do walk very slow. But I would like to know how many steps I am doing a day, so therefore what can I do to improve? Is it a case of getting in the pool maybe and trying to swim?” [Wales]

•



Negative Perceptions:

Pressure & Apprehension of Using Technology

- **Example 1:**
- **Female:** “People are being quite inextricably pushed towards using the internet. I mean I turned up at the doctors, only to pick up a prescription, which was unusual. And there was a notice up saying, “On December 1st...” And I had always ordered prescriptions online, through the prescription line. That was changing from December 1st it was changing to the National Health one, which is going...”
- **Female:** It’s rubbish, I can’t get in on it.
- **Female:** In actual fact you had to turn over because there was no longer a telephone prescription line.
- **Female:** But that’s in your surgery, it’s not in mine.” [Wales]



ICT differences between Rural & Urban

- Location of ICT use
 - Rural – 30% more likely to use PCs in different locations (outside of the home)
- Rationale for ICT use
 - Rural – 90% use social networking – social connectedness with grand/children
 - Urban – 100% use PC for email
 - Urban – 70.6% use Internet to make a telephone call or 35.3% use Instant Message
- Frequency of Social Media Use
 - Rural – More frequently use



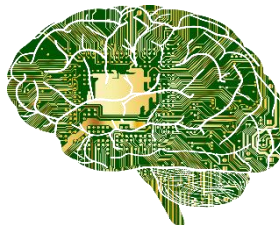
The Future

- Impact on Policy – Local, Regional & National
 - Work with councils, Networks (e.g. PAiL), government, support networks (e.g. carers)
- Expand Regions & Countries
- Increase participant numbers
- Validate the survey
 - Translate survey into other languages
 - Validate translated survey(s)
- Longitudinal Data Set(s)
 - Patterns of ICT Use
 - Identify Needs & Requirements



Recommendations

- Focus on the strengths & opportunities ICT can bring to individuals, communities & society
- ONS & others should consider collecting data associated to ICT, Wearables, Internet & publish annual reports (e.g. keep to regular/annual questions, add new questions)
- Training & Education Opportunities (age appropriate) with co-researchers
- Create online support – targeted at Adults (different needs, terminology)
- Engage with different age cohorts to ascertain the impacts of ICT & Technology use, behaviour & perception for future ageing populations
- Explore how intergenerational relationships work with older populations adopting and engaging with ICT (*Olynick, Freeman, Marston, Musselwhite, Kulczycki, & Genoe (under review)*).
- Explore how ICT does and would facilitate positive and successful Age in Place across Regions, UK, & worldwide



Thank you for your time & I welcome Questions

