Elder-Tech

KDLA, SEPTEMBER 24 2015
Senior Citizens are Cool!

- More than half use the Internet
- 70% use a cellphone
- 88% email
- 25% social-media
Benefits of Technology

Technology connects us to

- Friends, neighbors, relatives
- Activities
- Learning
Not so fast!
Frustrations

- Small buttons or keys
- Small screens
- Minimal sound
- Setup
- Troubleshooting
Adoption of Technology

Adoption Rates of Consumer Technologies in the US (10% to 90% penetration)
Adoption of Technology

Fastest Growing Consumer Technologies

- Smartphone
- Radio
- VCR
- Internet
- Color TV
- Microwave
- Cellphone
- Refrigerator
- Home computer
- Electric power
- Automobile
- Clothes dryer
- Air Conditioning
- Clothes washer
- Stove
- Dish Washer
- Telephone

Years to Penetration of US households

© Asymco
Adoption of Technology

And adoption of technology is accelerating:

- Radio: 38 years
- TV: 14 years
- Internet: 4 years
- Facebook: 3.6 years
- iPhone: 2.8 years
- Android: 2.2 years
- Google+: 88 days
- iPad: 80 days

Time to reach 50 million global users.
Adoption of Technology

<table>
<thead>
<tr>
<th>Year</th>
<th>World Population</th>
<th>Connected Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>2003</td>
<td>6.3 Billion</td>
<td>0.08 Per Person</td>
</tr>
<tr>
<td>2010</td>
<td>6.8 Billion</td>
<td>1.84 Per Person</td>
</tr>
<tr>
<td>2015</td>
<td>7.2 Billion</td>
<td>3.47 Per Person</td>
</tr>
<tr>
<td>2020</td>
<td>7.6 Billion</td>
<td>6.58 Per Person</td>
</tr>
</tbody>
</table>
The Incredible Shrinking Technology
Assistive Technologies

- Stylus
Assistive Technologies

- Keyboard
Assistive Technologies

- Floor Stand
Assistive Technologies

- Ergonomic mouse
Tips and Tricks

- Take inventory
- Mouserobics
Tips and Tricks

- Use real life analogies
Tips and Tricks

- Use jargon with caution
Tips and Tricks

- Use humor
- Acknowledge the difficulty in learning something new

DELETE COOKIES?!
Tips and Tricks
Laughter is the shortest distance between two people.

-Victor Borge
Tips and Tricks

- Celebrate achievements (even small ones)
- Check expectations
Tips and Tricks

- Personalize it!
- Find the touchstone
Tips and Tricks

- Emphasize Caution
- Point out the commercial nature of the web
Tips and Tricks
Tips and Tricks

- Use handouts
- Make handouts
Tips and Tricks

- Practice
- Practice
- Practice
- (then practice some more!)
Conclusion


