



Funded by the EU



Lifelong
Learning
Programme

Digital Literacy 2.0 – and senior citizens Workshop B

Final Conference

22 January 2014

Hotel Aquino, Berlin

Stiftung Digitale Chancen / Digital Opportunity Foundation



Overview

1. Getting acquainted
2. Senior citizens as target group
3. Examples for using web 2.0 applications
3. Account of practical experience
4. Putting the approach to the test
5. Collection of results

Senior citizens as target group

Onliner nach Altersgruppen



Jahr	14 - 19 Jahre	20 - 29 Jahre	30 - 39 Jahre	40 - 49 Jahre	50 - 59 Jahre	60 - 69 Jahre	70 + Jahre
2013	97,5	96,8	94,3	88,2	78,8	63,7	30,2
2012	97,7	96,9	94,1	87,9	76,6	60,4	28,2

- Anteil der Internetnutzer in den jüngeren Altersgruppen stagniert, da hier bereits ein hoher Sättigungsgrad erreicht ist.
- Merkliche Zuwächse bei Personen ab 50 Jahren; Nutzer zwischen 60 und 69 Jahren mit höchstem Anstieg (+3,3 Prozentpunkte).

source: D21 Digital-Index 2013



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Types of Onliners

Smart Mobilist (3,2 %)



Passionate Onliner (15 %)

source: D21 Digital-Index 2013



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Onliner Typen :

Reflective Professional (15,4%)



Cautious Pragmatician (9,5%)

source: D21 Digital-Index 2013



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Onliner Typen :

Domestic Casual User (27,9 %



Outside Sceptic (28,9%)

source: D21 Digital-Index 2013



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Offliners' reasons not to use the internet:

- family / friends accomplish the tasks
- concerns about the protection of personal data
- no experience with the internet
- Too complicated



Opportunities:

- Cost-free contact with family members
- Information research, e.g. health
- Entertainment, e.g. songs, videos
- Online shopping

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E-Citizenship

Please write your enquiry clearly in the box below:

Subject
unemployment rate

Enquiry *
Dear EU,
the unemployment rate in my
country has been rising, people
are dead

1923 characters left

Submit



Social Network



Collaboration



Communication





Key questions for the groupwork

- Engage: How can my target group be reached, motivated and engaged?
- Conquer: What are the technical and organisational obstacles and barriers to life long learning for my target group?
- Empower: How can web 2.0 applications help empower my target group?
- Envision: How can my target group make the most beneficial use of information and educational resources with the help of the DLit2.0 approach?