

## EU-Projekt „Senior`s Learning in the Digital Society“ (SeLiD) „Seniorenlernen in der Digitalen Gesellschaft“

Strategische Partnerschaft Erasmus+

[www.selid.efos-europa.eu](http://www.selid.efos-europa.eu)

SeLiD Project meeting Magdeburg 2022

## **Addressing Offliners – Increasing Perceived Usefulness News 2022**

Chemnitz University of Technology, Germany

Professorship Geropsychology and Cognition as well as Senior College

Prof. Dr. Georg Jahn

Prof. Dr. Roland Schöne

SeLiD Project group „Generation Team Technology“



in cooperation with

Emporia GmbH Linz (Austria)

KOMSA Hartmannsdorf /Chemnitz

Seniorenbeirat der Stadt Chemnitz

Blinden- und Sehbehindertenverband Sachsen e.V.

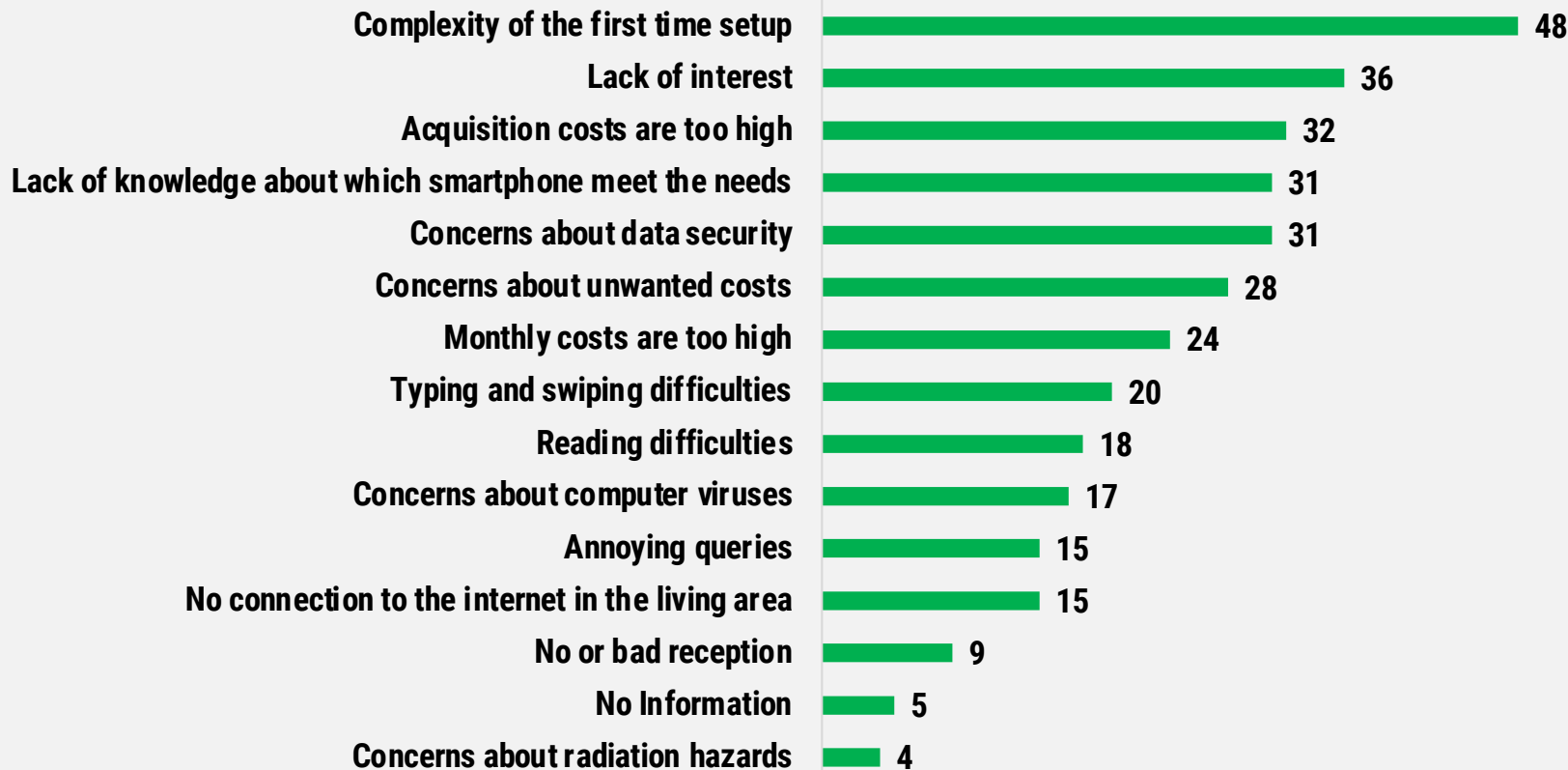


## Questions for Today

- How to address offliners?
- How to address the reluctance to use online payment?



## Reasons mentioned for the non-use of smartphone

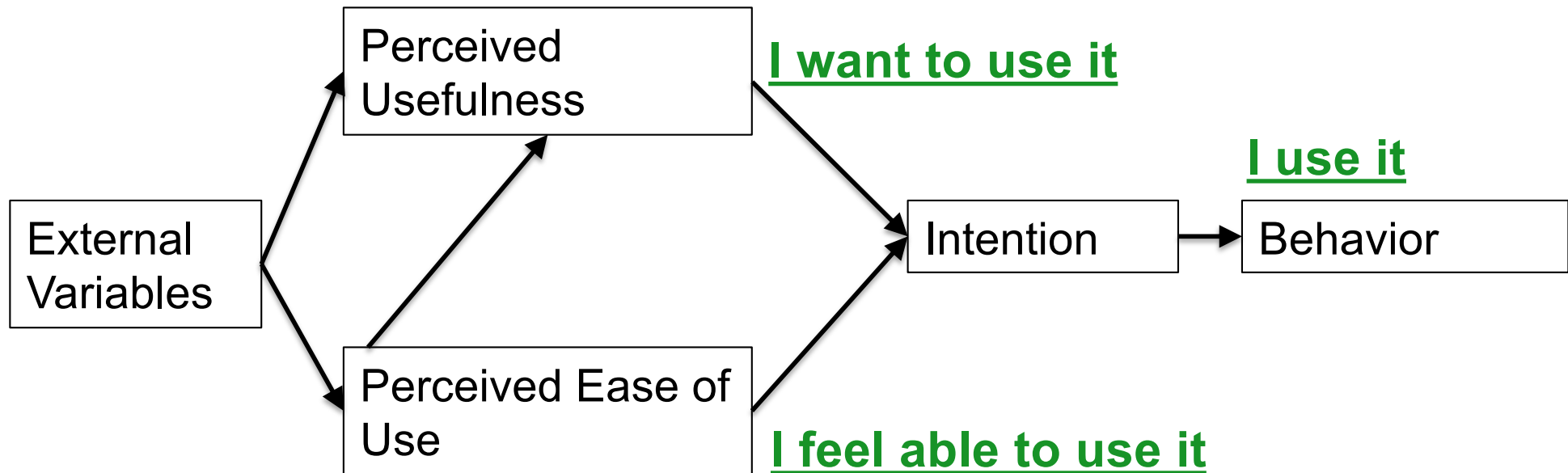


Chemnitz survey ( $N = 82$ )

63% frequent users of smartphone

37% never, infrequent, no information

## Technology Acceptance



Technology  
Social Environment  
Media

Training and Support ...

Self-Efficacy

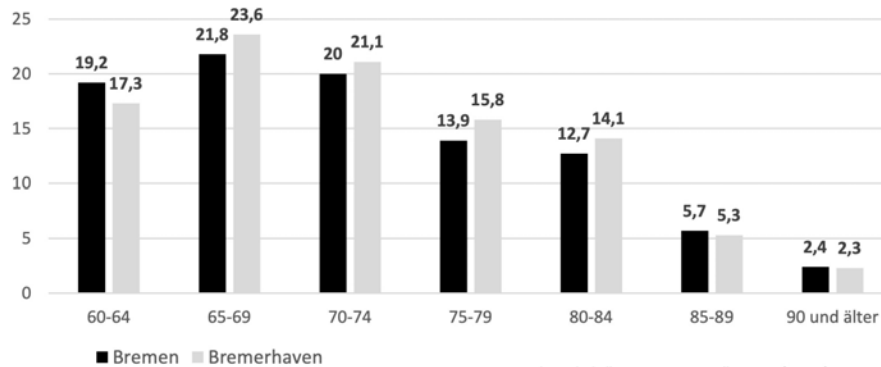
Davis (1989); Davis & Venkatesh (1996)

Theory of Planned Behavior

Fishbein & Ajzen (1975); Ajzen (1985)

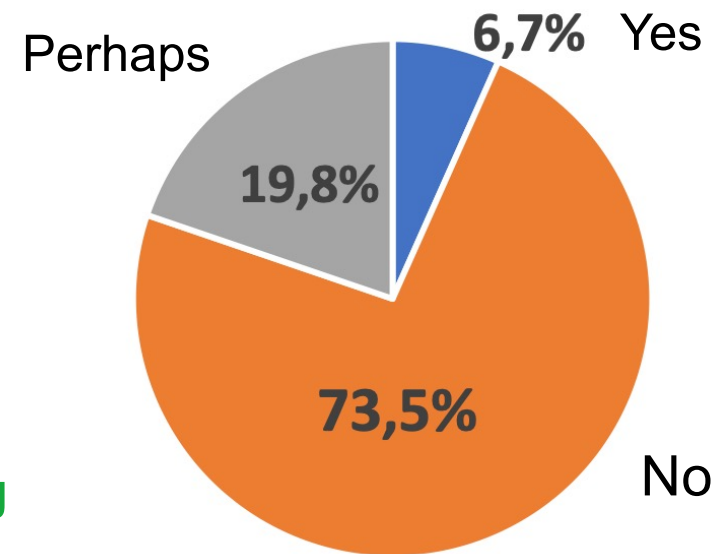
## Internet Use 60+ Bremen and Bremerhaven Kubicek (2021)

$N = 10.854$



- How do you engage the disinterested, skeptics, and resisters?
- Not enough to increase the number of learning and experience facilities - The majority of “offliners” stated that they **see no purpose** for them
- „We have **no tested way of convincing them** to assess their preconceptions“

The **18% Offliners** were asked **whether they plan to use the internet** in the near future





## Journey through the Internet

- Low threshold
- Attempt to tap interest in travel reports and traveling





Travel Talk / Destination Spotlight

Italy

<https://www.goaheadtours.com/webinars>



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Eberhard Klotz  
Thomas Walther

Professur Angewandte Gerontopsychologie und Kognition  
GenerationenTeam Technik, Seniorenkolleg der TU Chemnitz

Reise durch das Internet  
30. August 2021

Mehrgenerationenhaus Chemnitz

- Theme of a **trip to Paris / France** **for linking** various sites and topics of presumably widely shared interest
- Combined with sites of local interest (Chemnitz)
- Conversation starter for general topics of digital technology, barriers, questions
- Blends into offering smartphone course with instructors present

Google Maps Chemnitz

Google Maps Paris

Google Earth

Webcam Paris

Webcam Marienplatz München

driveandlisten

youtube Reiseführer Paris

youtube Pomplamousse ft. Ross Garren

youtube ZAZ

youtube Edith Piaf

youtube Die Ferien

Louvre

Google Übersetzer

Google artsandculture

Google (Euro Pfund)

(Wetter London)

(Zeit London)

(Quiche Rezept)

ebay (Quiche Form)

ebay Kleinanzeigen

test.de (Herd)

testberichte





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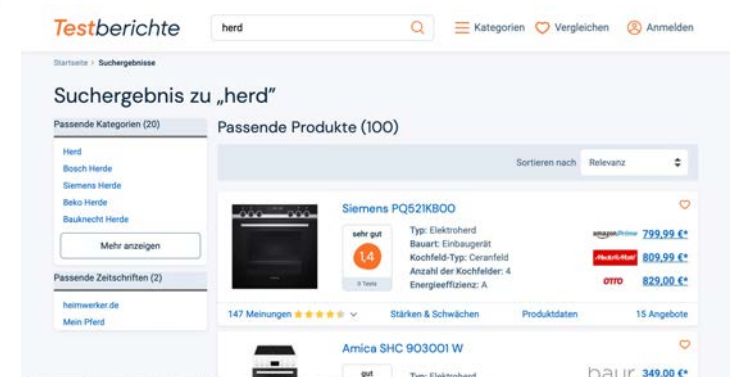
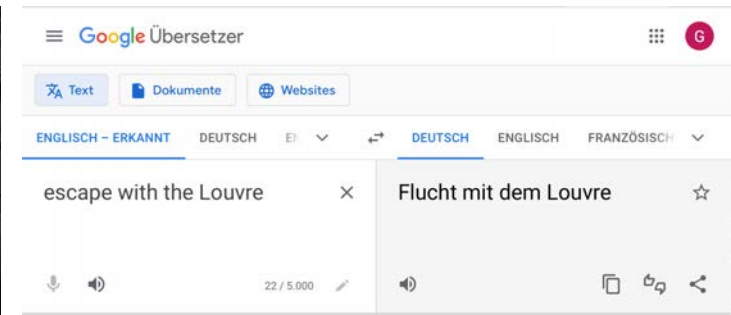
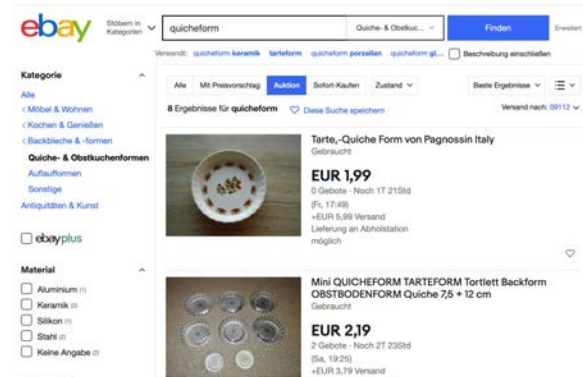
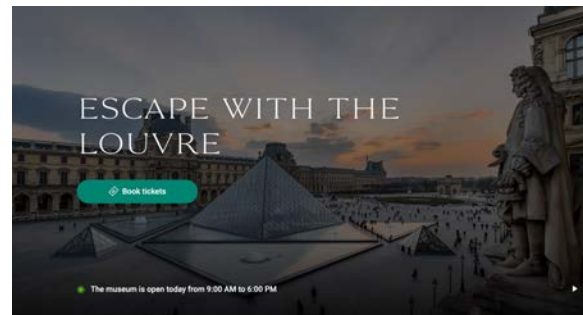
ebay (Quiche Form)

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## Maps

Street View

Webcams

**Youtube** travel guides

Youtube music

Youtube movies

Museums

**Translation**

Exchange rates

Wheather forecast

Food recipes

World time

**Ebay**

**Consumer test reports**

[idealo](#)  
[guentiger](#)  
[aktionspreis](#)  
[kaufda](#)

[bedienungsanleitu.ng](#)

[ersatzteilshop](#)

[Stadtbibliothek Chemnitz](#)

[amazon](#)

[Wikipedia \(Paris\)](#)

[Google Books](#) (Baedeker Paris)

[Paris Geheimtipps einer Einheimischen](#) (Paris Blog)

[Reisebloggerin](#)

[remarx](#) (Chemnitz Blog)

[Frankreich-Info](#) (Frankreich Forum)

[die-reise.de](#)

[Deutsche Bahn](#)

[Schiffsradar](#)

[jameda](#) (Arztsuche, Beispiel Reiseimpfung)

Reiseplanung Hotel [HRS](#) und [Booking](#)

[sendungsverpasst](#)

Mediatheken Fernsehsender (Beispiel [ZDF](#))

Fernsehen weltweit (Beispiel [France 2](#))

Radio (Beispiel [Deutschlandfunk](#)), Mediatheken Radiosender, Podcasts

Tageszeitungen (Beispiel [Le Monde](#))

[Spiegel online](#)

[parisinfo](#) (Tourismusinformationen, Veranstaltungskalender Paris)

[stadtstreicher](#) (Stadtmagazin, Veranstaltungskalender Chemnitz)

[komoot](#) (Wanderführer)

[krautfinder](#) (Pflanzen bestimmen)

[opencaching.de](#) (Geocaching)

[schacharena](#)

[Freiwilligenzentrum Chemnitz](#)

[nebenan](#)

[Mehrgenerationenhaus Chemnitz](#) -> Digitale Bildung

[Digitaler Engel](#)

[BAGSO Wegweiser durch die digitale Welt](#)

## Price comparison

Operation Manuals

Libraries

## Wikipedia

## Travel booking

## Radio and TV on demand

## Volunteering

## Pointers to training and support

Special offers

Spare parts

Amazon (ratings, used)

Blogs / Forums / **Special interest**

Physician search and evaluation

Podcasts

News

City magazines / **Event calendar**

Hiking guide

Identifying plants

Geocaching

Games / Chess

Neighborhood network

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We forgot one essential item:



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We forgot one essential item: **Dating**

The screenshot shows the homepage of the 'lablue' dating website. At the top left is the 'lablue' logo. In the top right corner, there is a green button labeled 'Kostenlos anmelden'. The main banner features a smiling couple sitting at a table. Overlaid on the left side of the banner is a blue box with the text 'Partnersuche kostenlos' and two bullet points: '• kostenlose Kontaktaufnahme' and '• mehr als 500.000 Singles'. On the right side of the banner is a white box titled 'Mitglieder-Login' containing input fields for 'Pseudonym oder E-Mail-Adresse' and 'Passwort', a 'Login' button, a 'Login mit Google' button, and a link for 'Login vergessen?'. Below the banner, there are three user testimonials, each with a small profile picture, a text review, a five-star rating, and the user's name and location. The testimonials are from 'Lorisa50 aus Berlin', 'Romatiger aus Wusterhausen', and 'sany70 aus Mainz'. At the bottom of the page, a grey bar contains the text 'lablue Singlebörse: Seit über 10 Jahren Singles kostenlos kennenlernen.' and a green button labeled 'Kostenlos registrieren'.

lablue

Kostenlos anmelden

Partnersuche kostenlos

- kostenlose Kontaktaufnahme
- mehr als 500.000 Singles

Mitglieder-Login

Pseudonym oder E-Mail-Adresse

Passwort

Login Login mit Google

[Login vergessen?](#)

Das beste Portal für Singles auf Partnersuche. Man kann kostenlos Nachrichten lesen und schreiben. Danke.  
★★★★★  
Lorisa50 aus Berlin

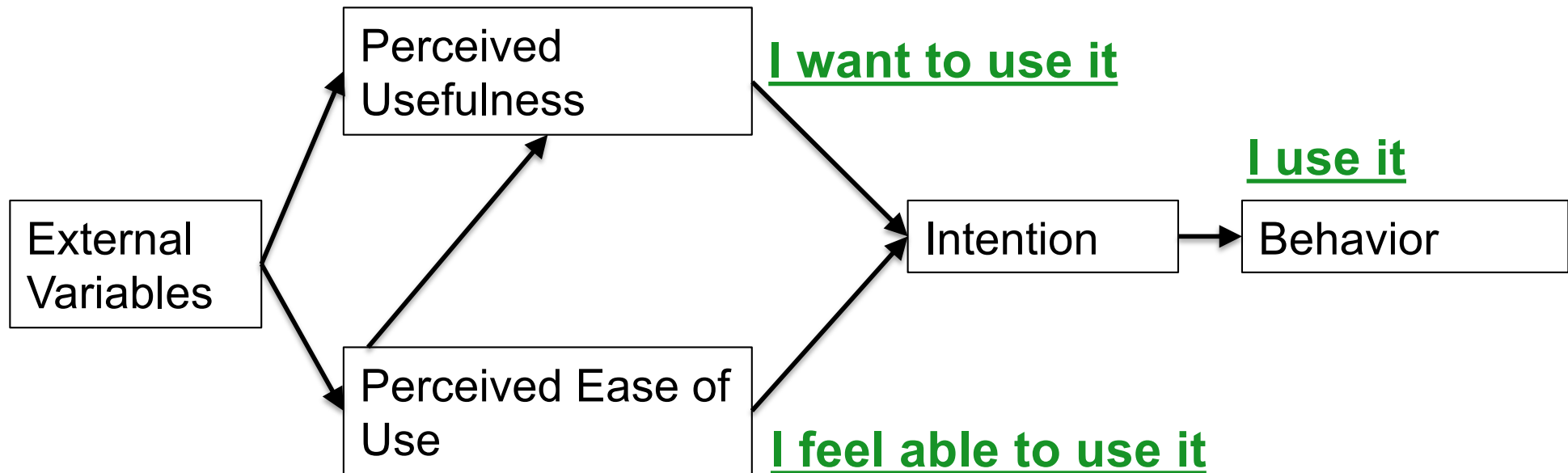
Danke für die Möglichkeit kostenlos einen neuen Partner zu finden.  
★★★★★  
Romatiger aus Wusterhausen

Ich bin sehr zufrieden mit lablue. Danke für den tollen Service.  
★★★★★  
sany70 aus Mainz

lablue Singlebörse: Seit über 10 Jahren Singles kostenlos kennenlernen.

Kostenlos registrieren

## Technology Acceptance



Technology  
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Self-Efficacy

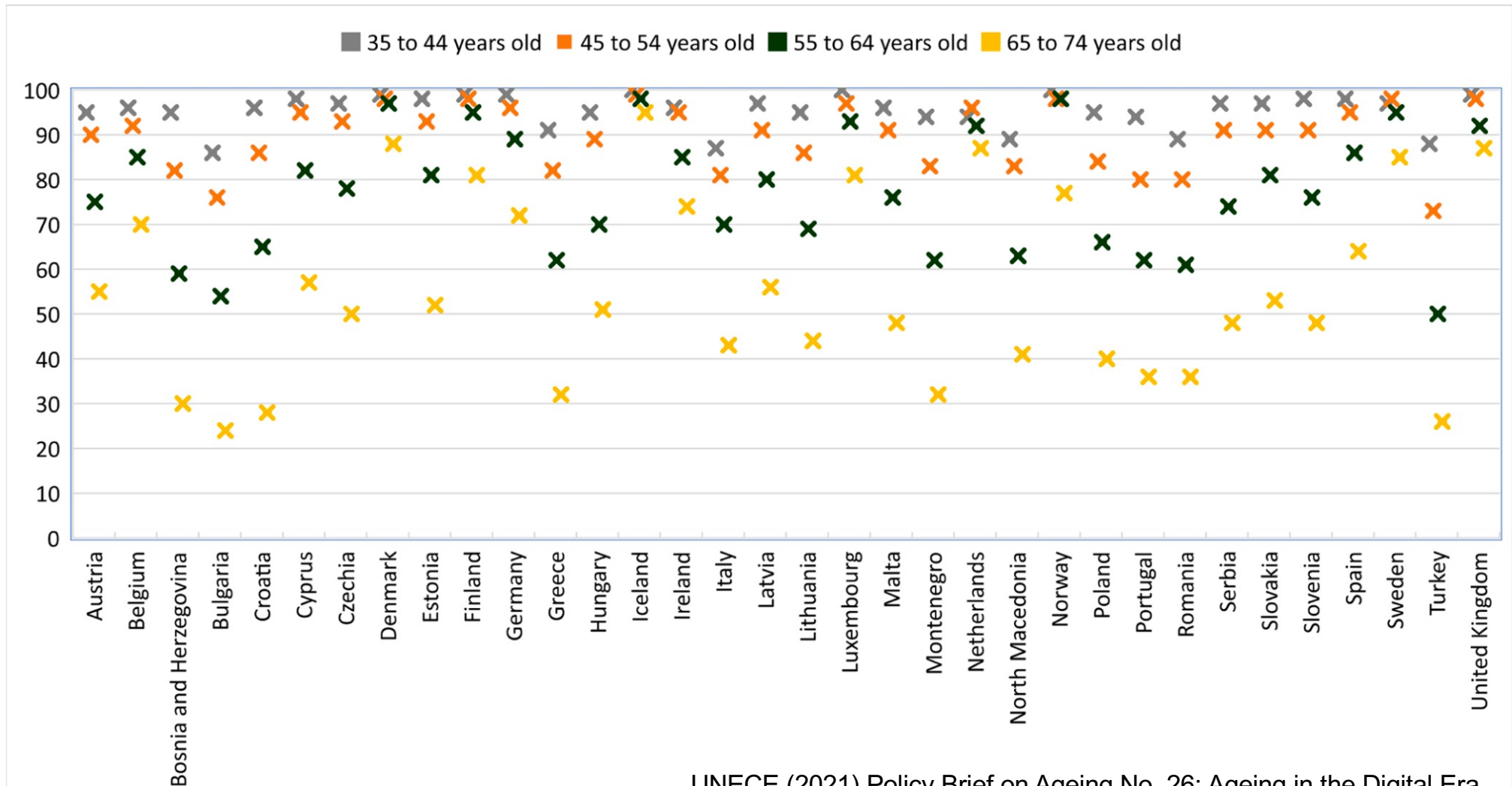
## How to strengthen self-efficacy?

- **Experiencing success**
- Witnessing the success of others perceived similar to oneself
- Verbal encouragement

Bandura (1997)

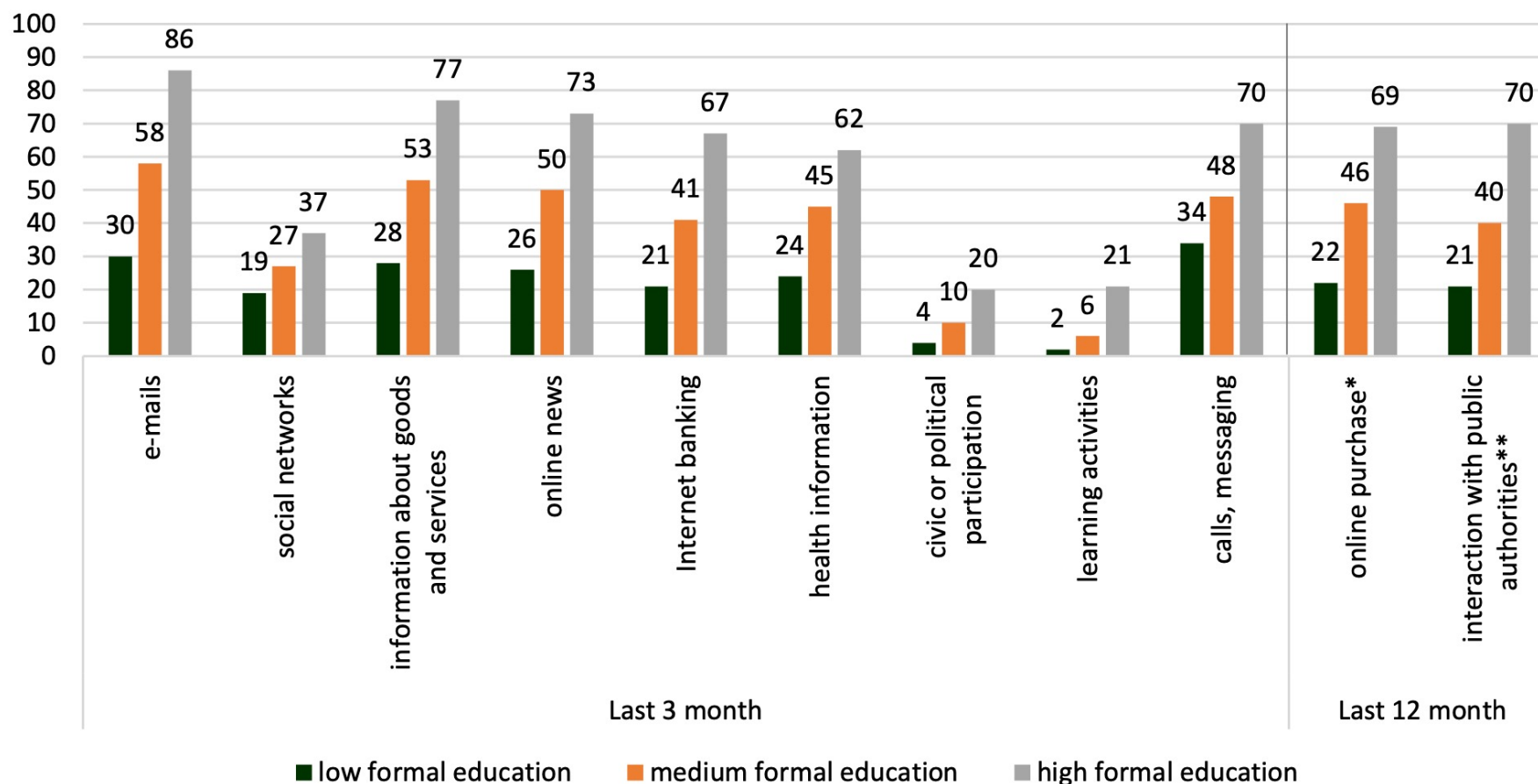


## Internet use on weekly basis by age, selected UNECE countries, 2020 (% of the respective age group)





## Internet activities by educational groups among individuals aged 55-74, EU-27, 2019 (% of the respective group)



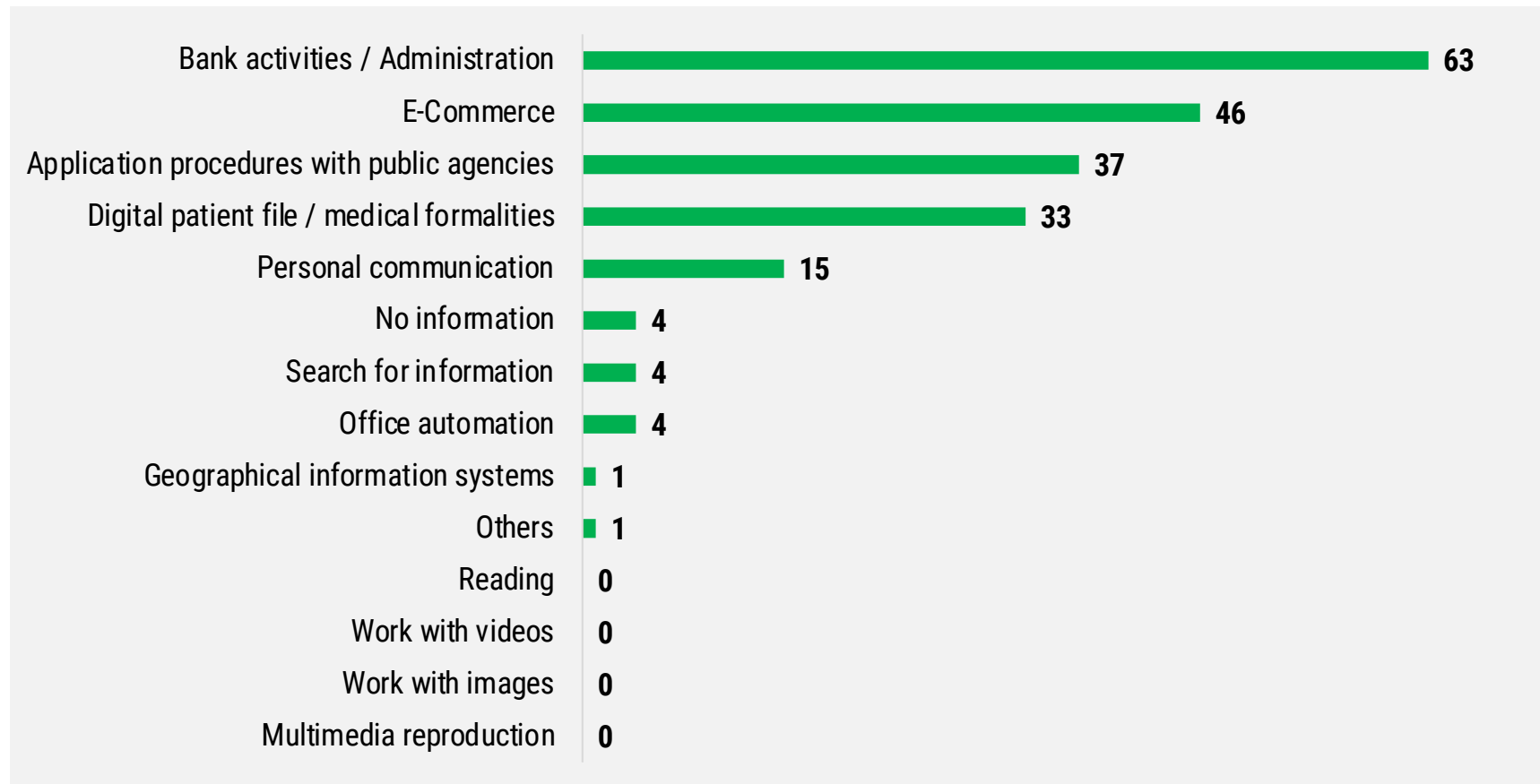
Source: Eurostat, isoc\_ci\_ac\_i, isoc\_ciegi\_ac, isoc\_ec\_ib (2021).

\* 'online purchase' data are from 2020.

\*\*interaction with public authorities involve any one the three actions: obtaining information from public authorities' web sites, downloading official forms, submitting completed forms.

[https://unece.org/sites/default/files/2021-07/PB26-ECE-WG.1-38\\_0.pdf](https://unece.org/sites/default/files/2021-07/PB26-ECE-WG.1-38_0.pdf)

## Which kinds of digital technology are you most suspicious of?



## Addressing reluctance to use online payment and online banking

To be explored in our courses:

- Trying online payment with a prepaid credit card
- Trying online banking with a separate account



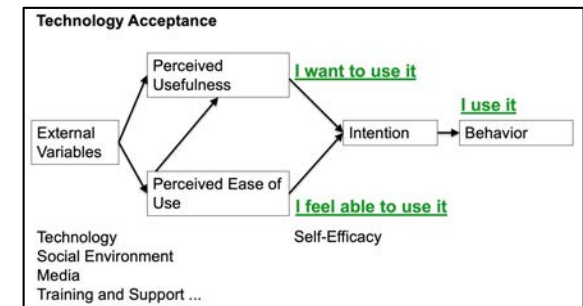
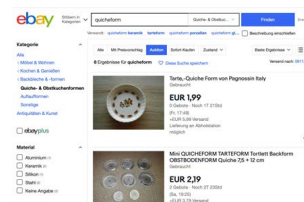
### Die aufladbare Sparkassen-Karte Basis hat viele Vorteile:

- ✓ Weltweit und im Internet bargeldlos bezahlen
- ✓ Kostenkontrolle durch Karte auf Guthabenbasis\*
- ✓ Guthaben ist wiederaufladbar
- ✓ Kontaktlos bezahlen ohne PIN und Unterschrift – auch mit dem Smartphone

<https://www.sparkasse.de/unsere-loesungen/privatkunden/karten/aufladbare-kreditkarte.html>

## Questions for Today

- How to address offliners?
- How to address the reluctance to use online payment?
- Perceived usefulness, perceived ease of use
- Journey through the Internet
- Strengthening self-efficacy
- Prepaid credit cards



emporia



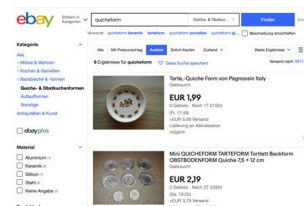
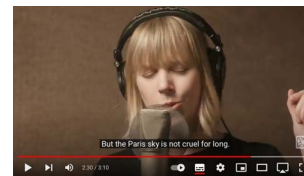
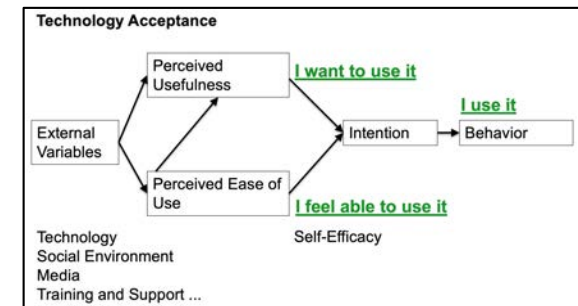
**KOMSA**  
DIE BESSERE VERBINDUNG



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Thank you!



emporia

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DIE BESSERE VERBINDUNG