

The Age Wave Meets the Technology Wave

Richard Adler

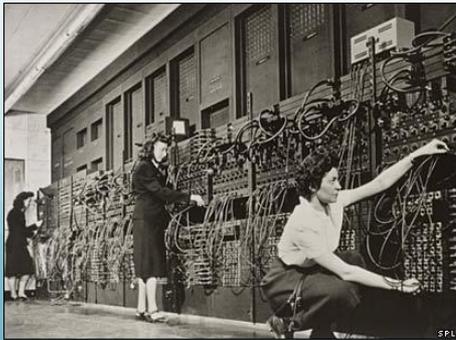
Seniors Agenda Network Summit
August 31, 2016

PARADOX:

Older adults are among those who can benefit the most from digital technologies...

Yet older adults consistently have the lowest rate of using these technologies.

The Evolution of Digital Technology



1946



1960



1976

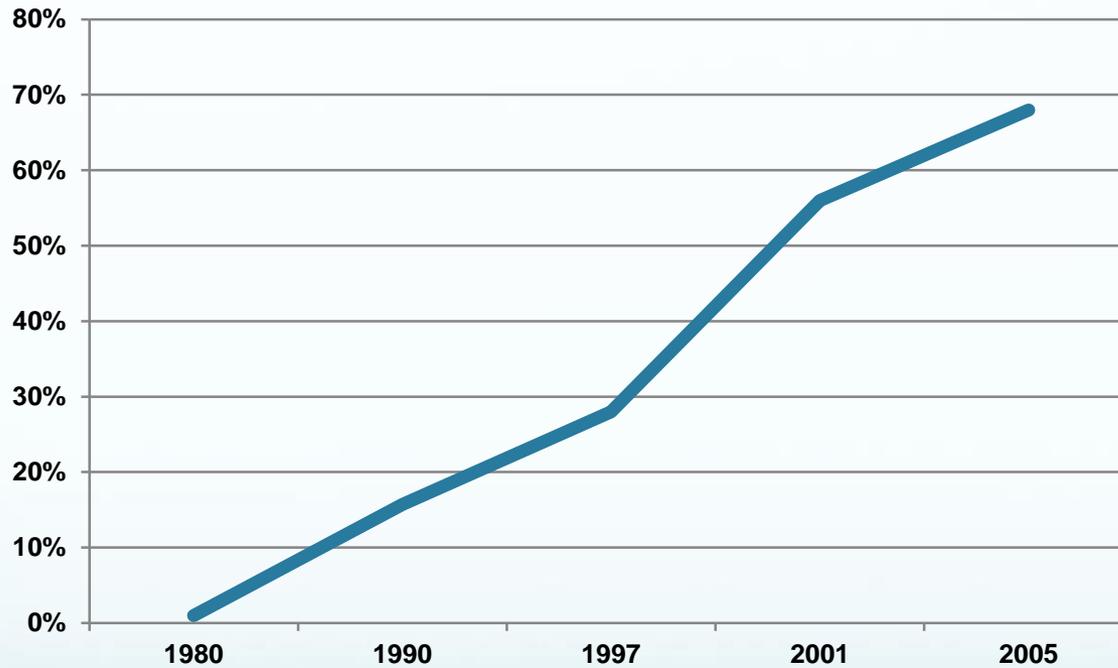


1981

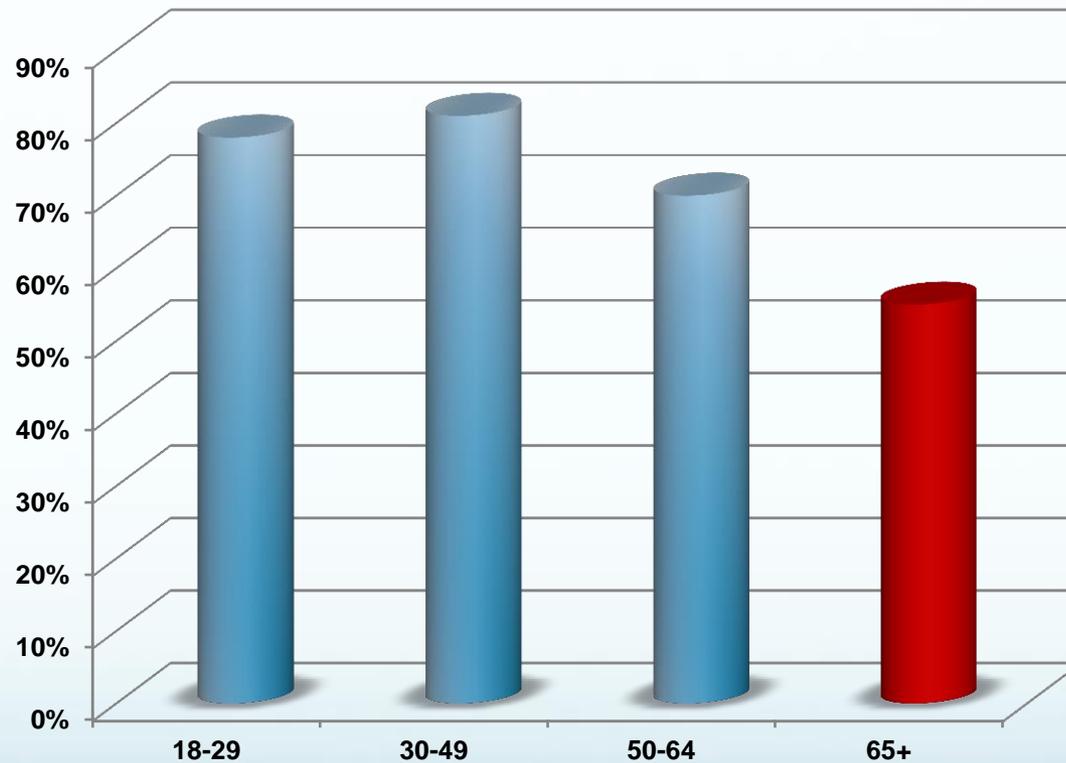


1984

Households with PCs, 1980-2005

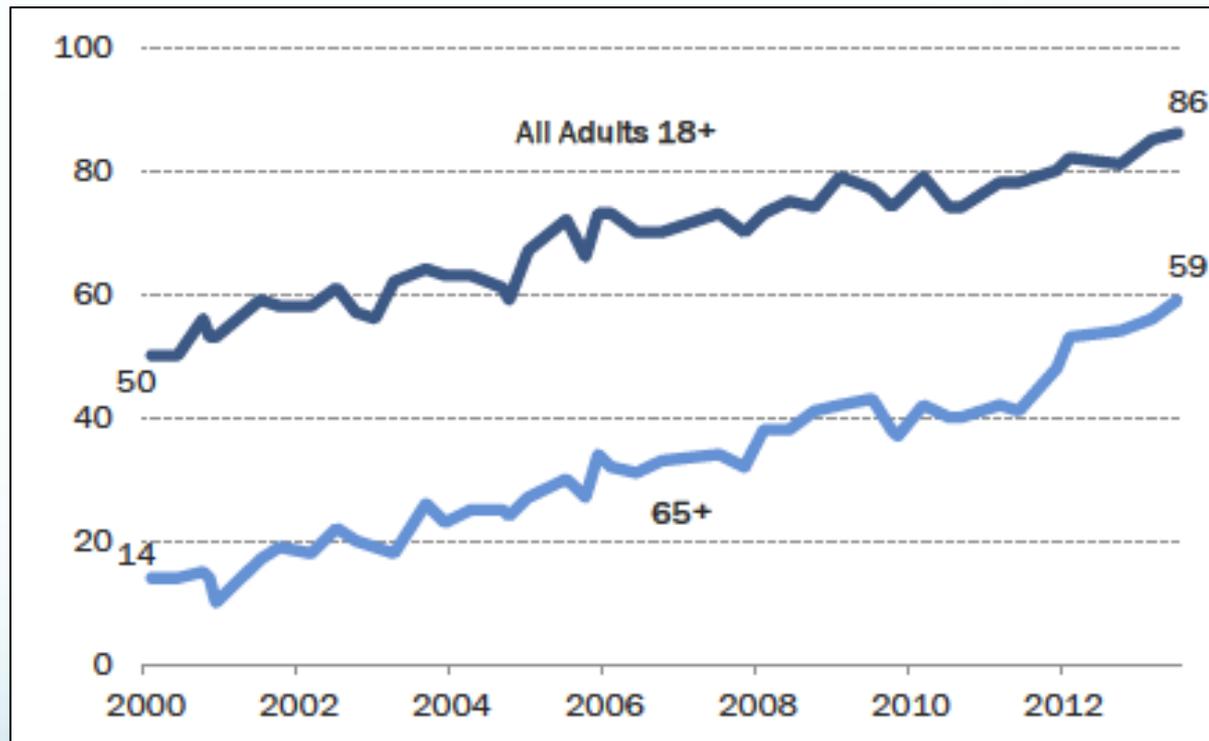


Computer Ownership By Age, 2015

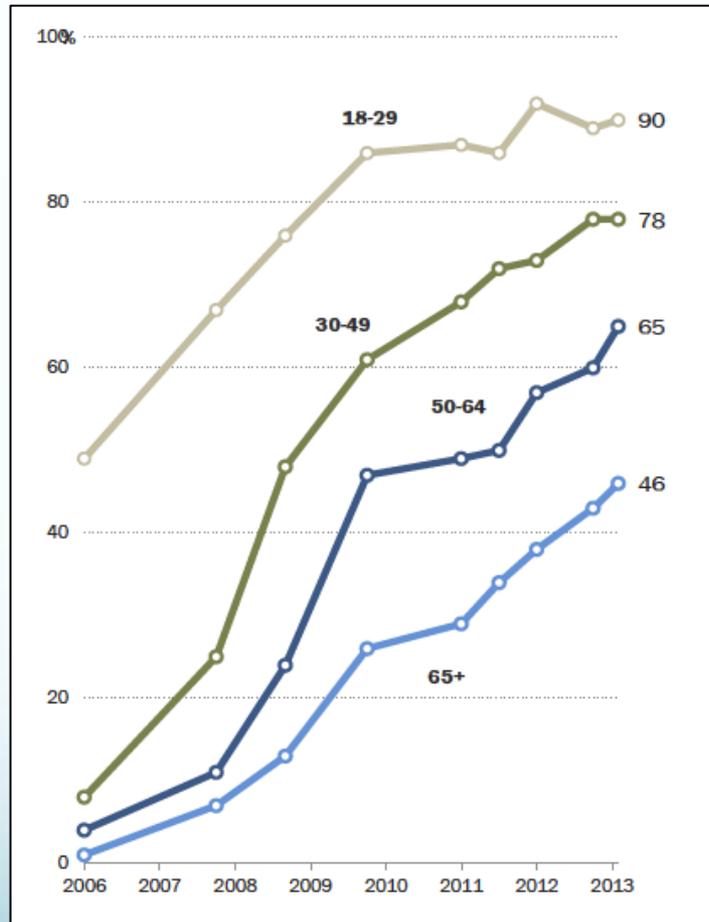


Source: Technology Device Ownership: 2015, Pew Research Center

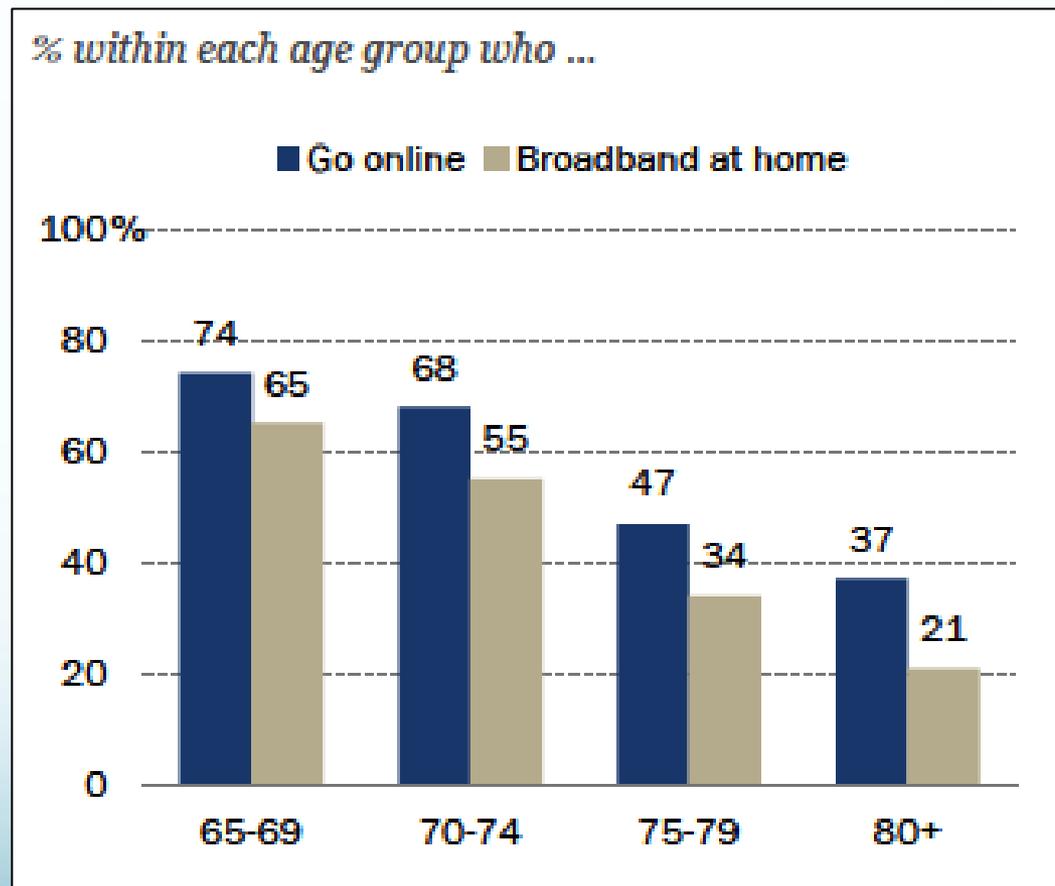
Percent of American Adults Online, 2000-2012



Social Networking Use by Age, 2006-2013

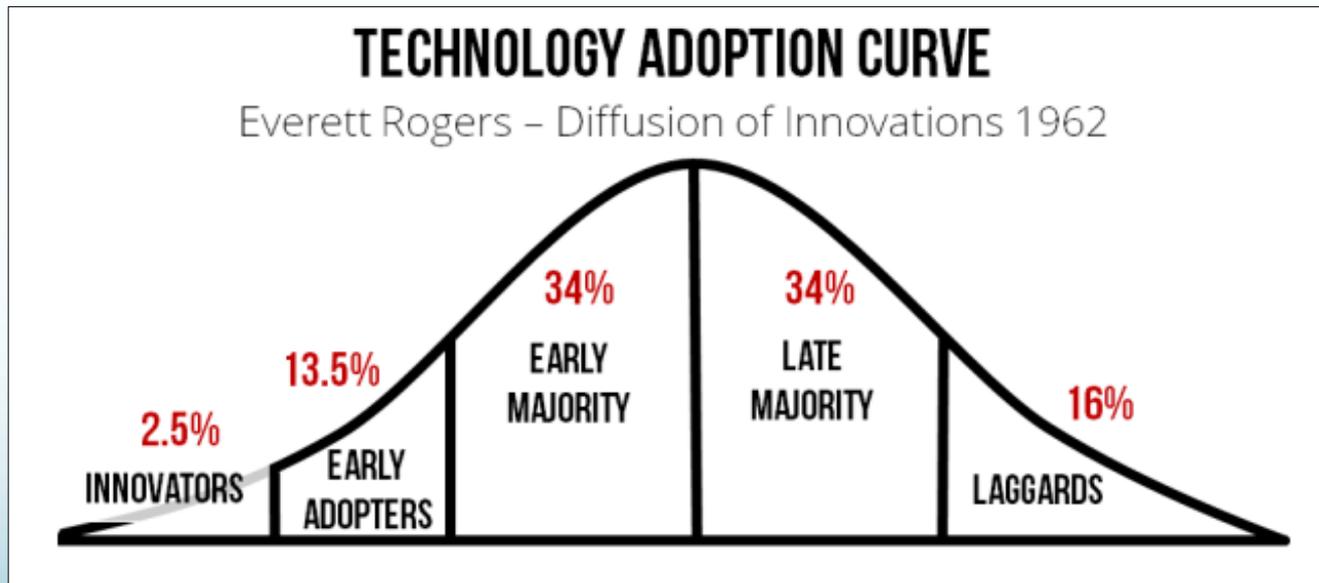


The digital age divide persists even among those 65 and older



THE PARADOX EXPLAINED:

Older adults are **LATE ADOPTERS** of technology.



Digital Natives



Digital Immigrants



SeniorNet®



Seven Lessons from SeniorNet

1. There is a pent-up demand for access
2. The power of differential invitation
3. Making no assumptions
4. Seniors teaching seniors (saying NO to YES)
5. Accommodating special needs
6. Going at their own pace
7. Beyond “education”

The power of
“a friendly helping hand”

Technology marches on...

Digital technology has gotten smaller and cheaper ...way smaller and way cheaper



1956

\$600/Megabyte/month

10 Megabyte Hard Disk
\$3,495*

5440-12 Top Load Drive
* Factory rebuilt IBM cartridge disk drive only
A new Cameco Data Systems controller is available for \$1,495
\$4,995 for a brand new Ampex IBM drive only.

We are the CP/M** and MP/M** specialist of Southern California. We can supply you with the latest CP/M (3.20) or MP/M (3.30), and with Standard IBM (8150) or Canon BP 85 (8100). International delivery worldwide. Domestic and foreign inquiries invited... dealers too.

**CP/M and MP/M are trademarks of Digital Research.

COMPUTER COMPONENTS

Circle 279 on inquiry card. 5040 Sepulveda Boulevard Van Nuys, California 91411 213-786-7411 8/78 July 1980 293

1980

\$349/Megabyte

128 GB Flash Drive
\$9.99



2016

<\$1/Gigabyte

...and faster



1981
Hayes Smartmodem
300 bps

\$599



2016
Motorola Surfboard
343 Mbps

\$59

1 million times faster

Computing & communications technologies have converged

1956
IBM 350



1976
Altair 8800



1977
Apple II



1981
IBM PC



1984
Macintosh



1995
Dell laptop



2007
iPhone



2016
Samsung
Galaxy



1983
Motorola
DynaTec



1990
Motorola
MicroTac



2000
Nokia
5190

The Pervasiveness of Mobile

- Two-thirds of Facebook's 1.6 billion active users access the service from their phone; almost 60% of users are "mobile only."
- More than half of YouTube viewing is mobile, and 65% of Facebook's video views are mobile.
- Nearly one-third of all e-commerce sales are mobile and mobile sales are growing 3 times faster than overall e-commerce.

The Pervasiveness of Mobile (2)

- 48% of users check their mobile phones at least 25 times a day; 4% of users check them more than 200 times a day.
- 43% of adults check their phones within 5 minutes of waking, while 17% check them “immediately after waking.”
- 33% of adults check their phone within 5 minutes before going to sleep and 13% check them “immediate before going to sleep.”

Tech is taking on many new forms:



..and spawned many new uses



WebMD



yelp

UBER

NETFLIX



ebay

airbnb

Siri

Apple Pay



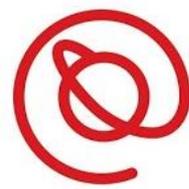
WIKIPEDIA

Introducing Older Adults to New Digital Technologies

- **OATS/Senior Planet, NYC**
- **Avenidas/Generations Lab, Palo Alto**

ATS





SENIOR PLANET



SENIOR PLANET





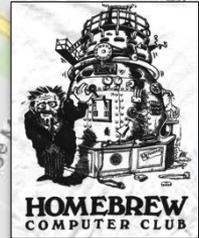
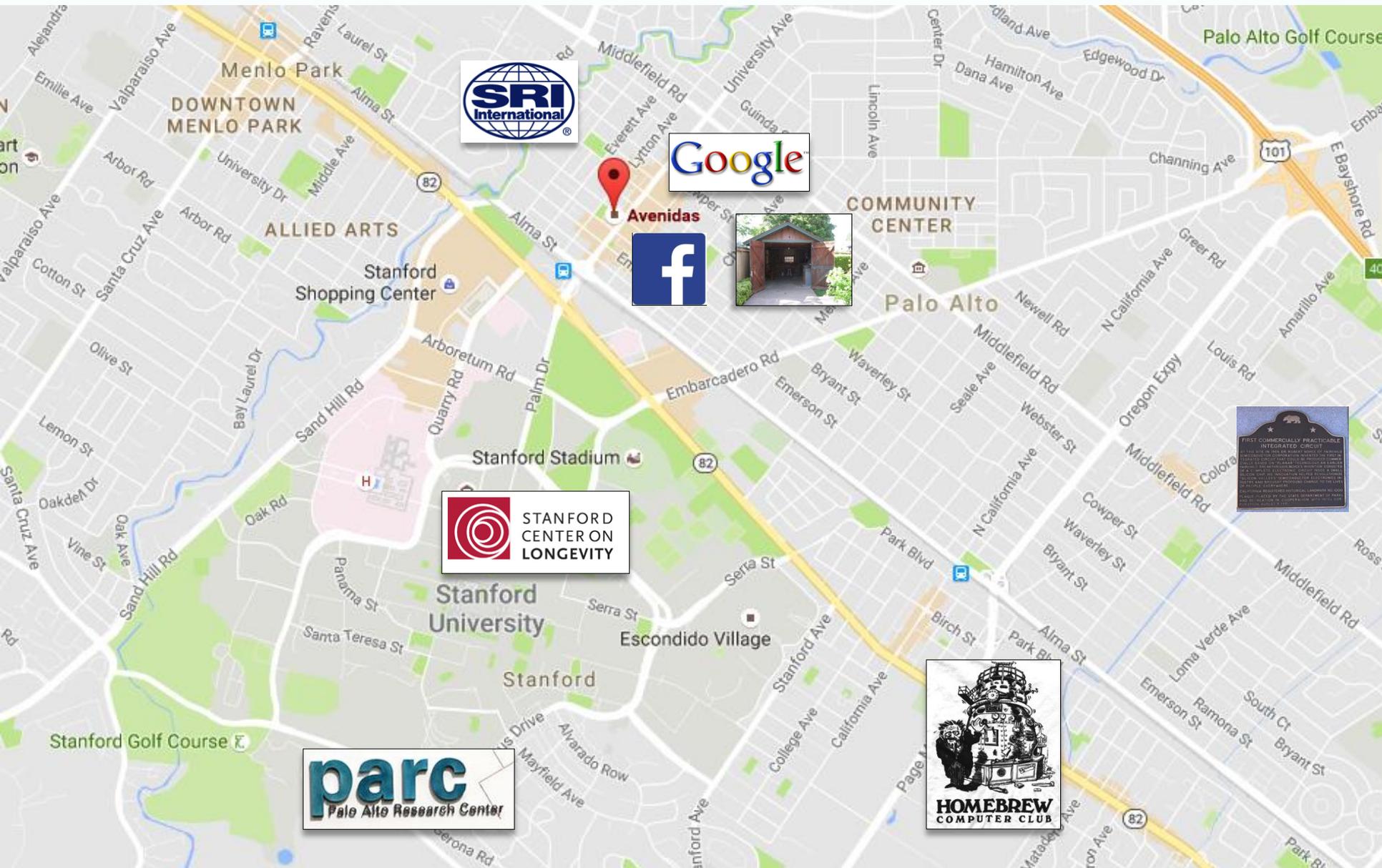
Avenidas™

TOOLS FOR POSITIVE AGING



Avenidas™

TOOLS FOR POSITIVE AGING



Avenidas Innovations

- HICAP
- Reverse Mortgage Program
- Computer Learning Center
- Avenidas Village
- And now... the Generations Lab



Goal of the Lab is to provide opportunities for older adults to:

- **Explore** new technologies through demos and talks
- **Engage** with technology to learn new skills through classes, workshops and tutorials
- **Shape** new products and services by contributing experience through focus groups and pilots

Teach Me to Tweet Workshop, May 16, 2015



AVENIDAS TECH FAIRE

**WHEN: SATURDAY, JANUARY 16
10AM - 2PM**

**WHERE: AVENIDAS
450 BRYANT ST, PALO ALTO**

FREE EVENT OPEN TO THE PUBLIC

**FUN FOR NOVICES & EXPERTS
OF ALL AGES!**

DEMOS, EXHIBITS, PRESENTATIONS

EXPLORE ★ ENGAGE ★ SHAPE

**GOOGLE
CARDBOARD**

ROBOTS

**3D
PRINTERS**

**FOOD
TRUCKS**

**650.289.5400
AVENIDAS.ORG**

POWERED BY AVENIDAS
GenerationsLAB
RE-INVENTING AGING

AVENIDAS TECH FAIRE



AVENIDAS TECH FAIRE



AVENIDAS GENERATIONS LAB PRESENTS

TECH TALKS

TUESDAY, JUNE 14 • 5:30 – 7PM
AT CUBBERLEY COMMUNITY CENTER THEATRE
4000 MIDDLEFIELD ROAD, PALO ALTO



An evening with

JOHN MARKOFF

New York Times Technology Reporter and Author of *Machines of Loving Grace: The Quest for Common Ground Between Humans and Robots*

Interviewed by

RICHARD ADLER

Institute of the Future Distinguished Fellow

Free, but space is limited.
Pre-registration required.
Call (650) 289-5435
or visit avenidas.org.

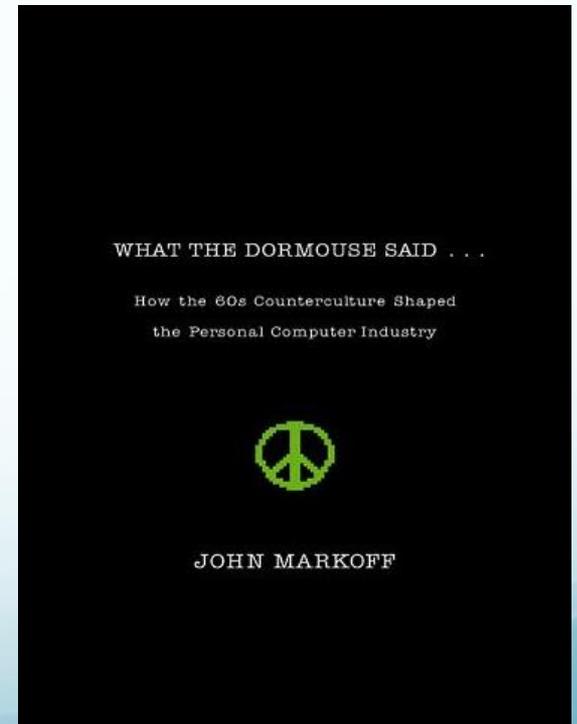
LIGHT REFRESHMENTS
WILL BE SERVED



Tech Talk, June 14, 2016



<https://vimeo.com/172460111>





Next Steps:

- Secure funding to hire full-time director
- Establish an Advisory Committee
- Develop a Code of Conduct for companies who desire to work with our older adults
- Sponsor more “Tech Talks”
- Hold a full-day Aging & Technology conference in February 2017
- Outfit a new “home” for the Generations Lab – coming in 2018!



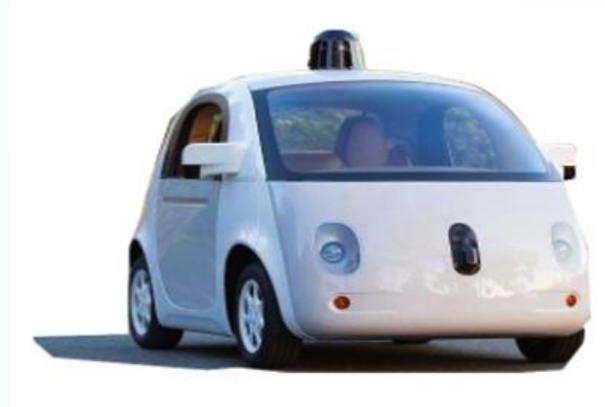
2018



Guiding principles

- No commitment to any specific technology
- Everything is an experiment
- It's an **INTER**-Generations Lab
- The (continued) importance of the “friendly helping hand”
- Not a blueprint but the starting point for a journey

New technologies will continue to emerge:



SILICON VALLEY



In conclusion:
Two views of the future



“The best way to predict
the future is to invent it.”

— Alan Kay

Thank you!

radler@digiplaces.com