Ageing in the digital world – What is the role of solidarity?

UNITED NATIONS INTERNATIONAL DAY OF OLDER PERSONS 2021

DIGITAL EQUITY FOR ALL AGES: CONNECT, RESPECT AND PROTECT OLDER PEOPLE IN DIGITAL TECHNOLOGIES

Prof Barbara Prainsack, Department of Political Science, University of Vienna & Research Platform Governance of Digital Practices, University of Vienna
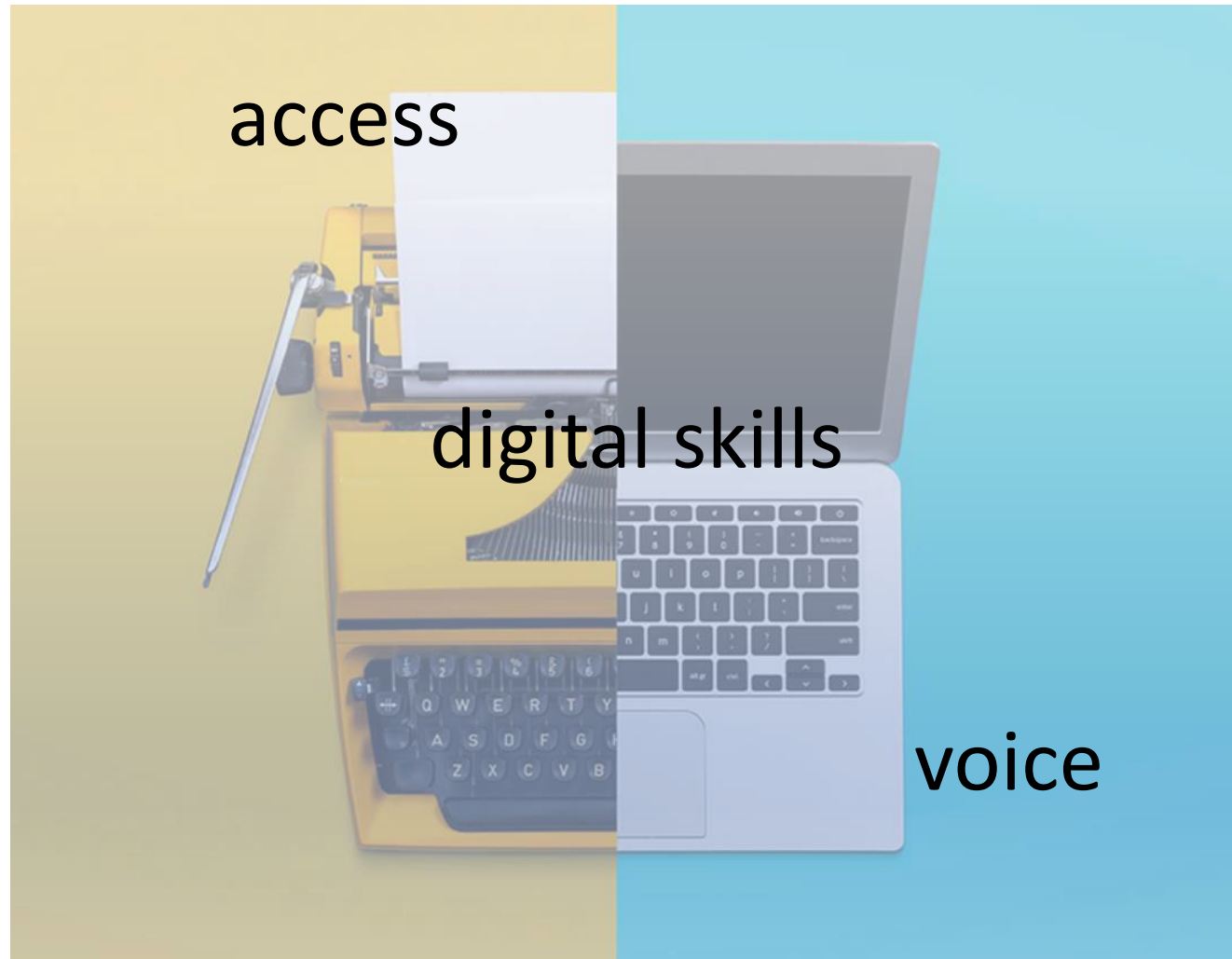
Digital divides

[image: www.project-sherpa.eu]

Digital divides

access

digital skills

voice

[image: www.project-sherpa.eu]

Two Studies @ Uni Vienna

Austrian Corona Panel Project

https://viecer.univie.ac.at/coronapanel

Mar 3

The Coronation of Austria: Part 14

By Barbara Prainsack, Bernhard Kittel, Sylvia Kritzinger, and Hajo Boomgaarden, on behalf of the Austrian Corona Panel Project, University of Vienna, Austria [contact: coronapanel2020@univie.ac.at]

Covid-19 wise, things could be better in Austria. New infection rates have risen throughout February, and while free testing opportunities are widely available, calling the vaccination rollout "slow" would be an understatement: Fewer than 6% of the Austrian population had received their first dose by 1 March. …

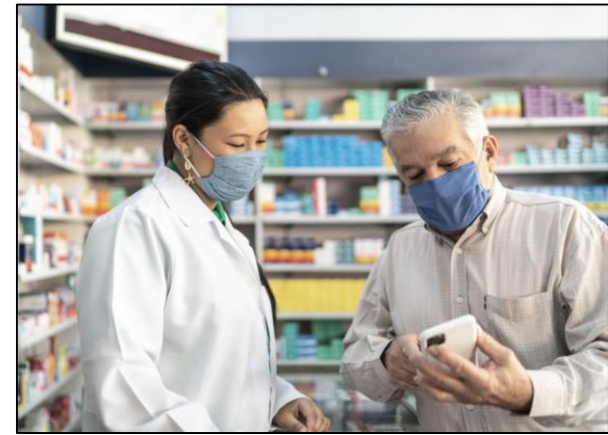Read more · 3 min read

Solidarity in times of Pandemics (SolPan)

https://digigov.univie.ac.at/solidarity-in-times-of-a-pandemic-solpan/

Older adults during Covid-19

Not only challenges but also important strengths!

Digital practices during Covid-19

Challenges

- lack of access

- a lack of interest

- physical barriers and difficulties

- for some, reliance on seeing faces

- Being targeted by cybercrime and mis/disinformation

Faciliators

- knowledge of technologies

- support from family and friends

- accessible technologies

- social motivation

[see e.g.: Haase, K. R., Cosco, T., Kervin, L., Riadi, I., & O'Connell, M. E. (2021). Older Adults' Experiences With Using Technology for Socialization During the COVID-19 Pandemic: Cross-sectional Survey Study. *JMIR aging*, *4*(2), e28010.

Moore, Ryan C., and Jeffrey T. Hancock. "Older adults, social technologies, and the coronavirus pandemic: Challenges, strengths, and strategies for support." *Social Media+ Society*6, no. 3 (2020): 2056305120948162.]

[image: https://www.healthyagingpoll.org/]

Increasing tech polarisation

[source: https://www.ericsson.com/en/blog/2021/1/seniors-and-technology-during-covid]
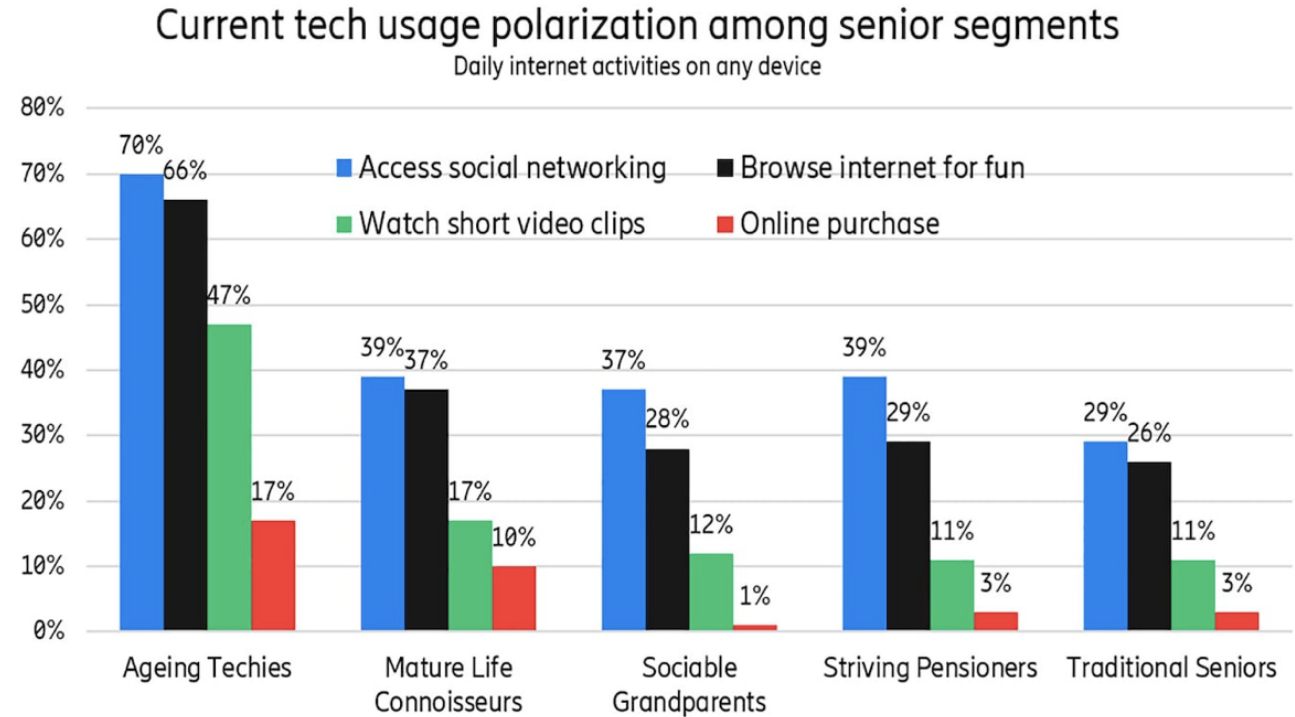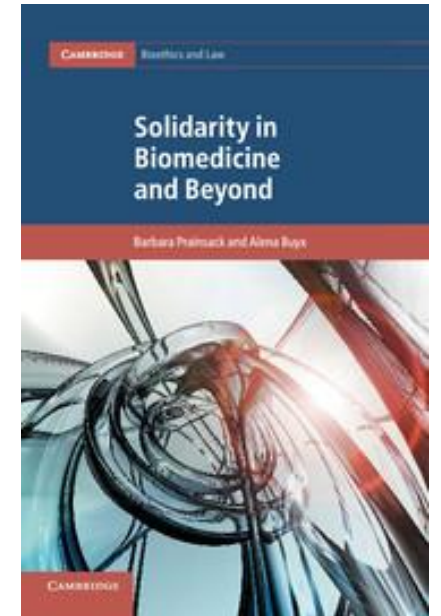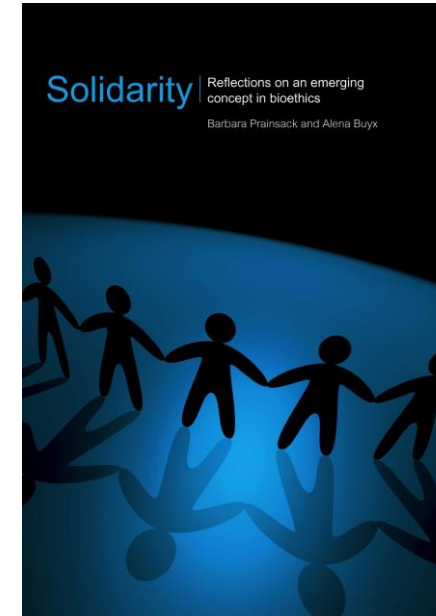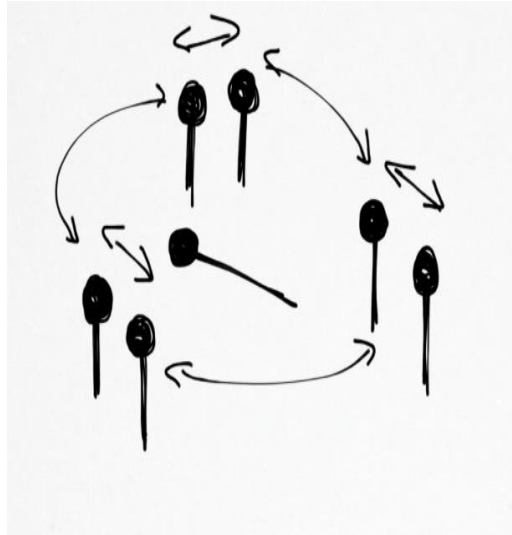

Figure 6: Tech usage polarization among the five senior segments. Source: Ericsson ConsumerLab Analytical platform, Senior study, October 2019. Base: Online population aged 65-74 years within Canada, China, Germany, Italy, Japan, Sweden, UK, and US.
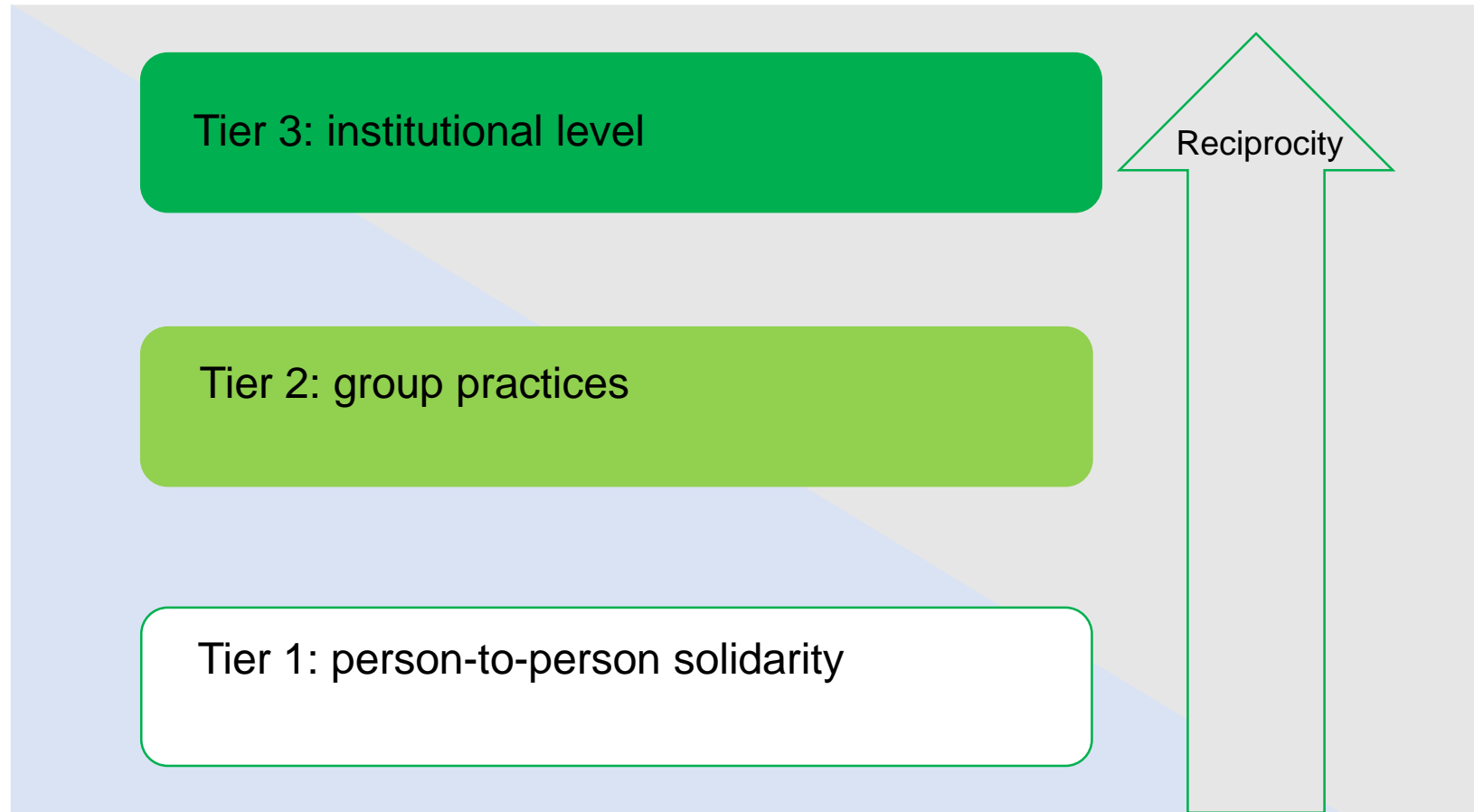
→ Solidarity

Solidarity is a practice by which people accept "costs" (financial, social, emotional, or otherwise) **to support others with whom they see themselves as connected in some way**
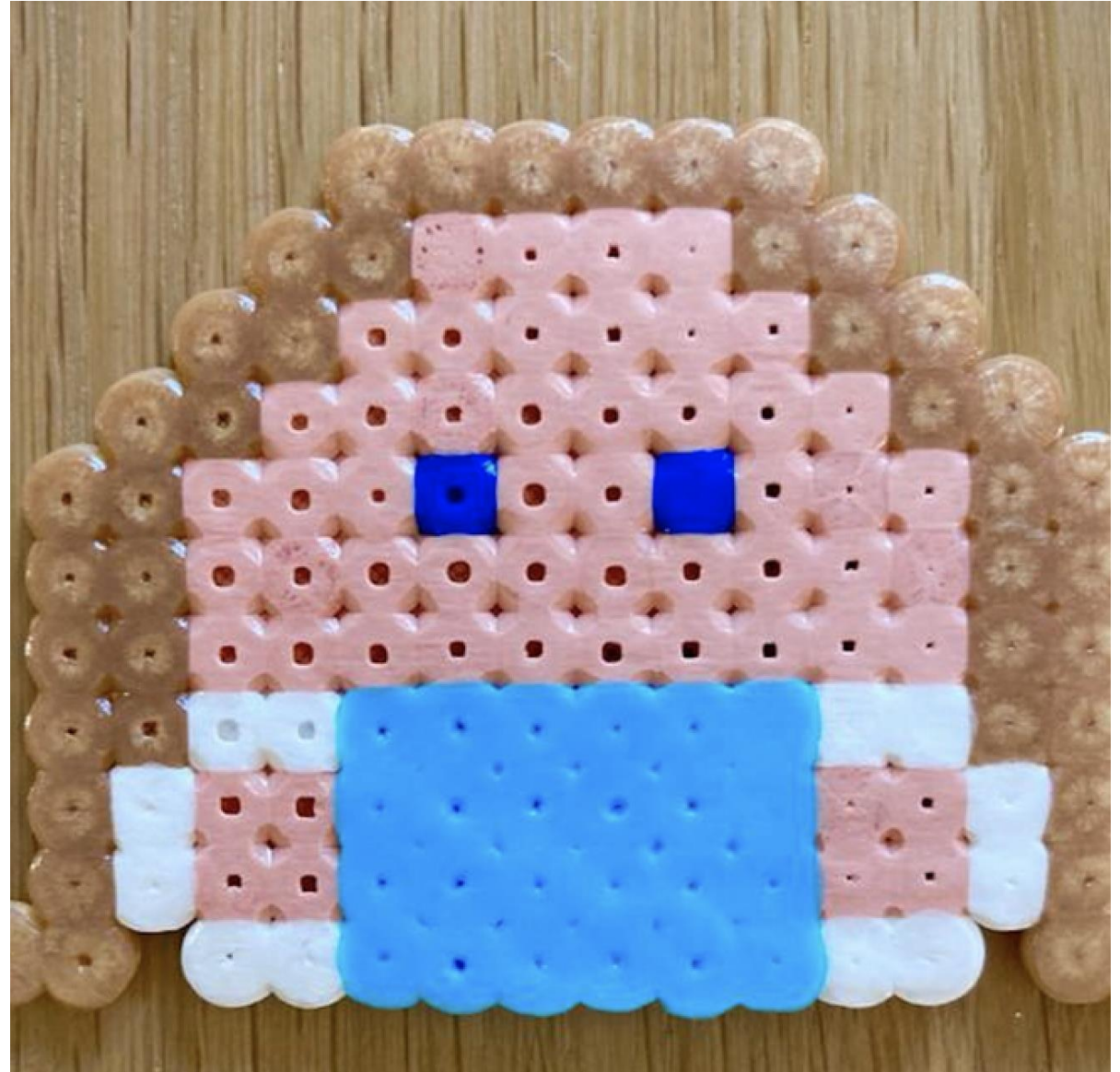
[Prainsack & Buyx 2011; 2017]

Three tiers of solidarity

Tier 3: institutional level

Tier 2: group practices

Tier 1: person-to-person solidarity

Reciprocity

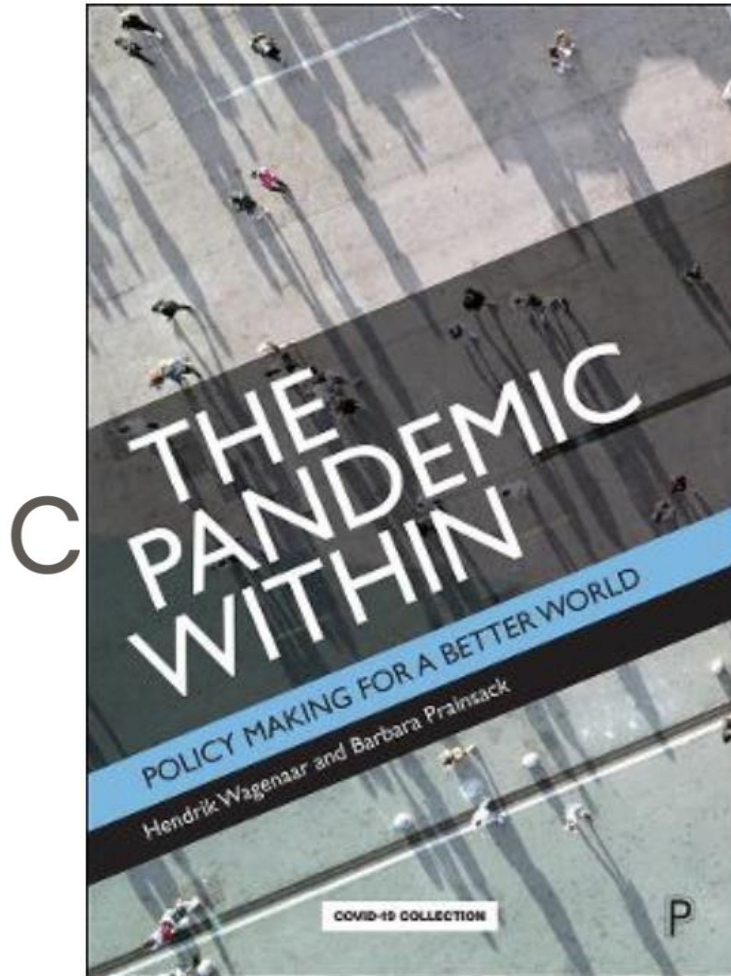blue: practices
grey: institutionalisation

Solidarity during Covid-19

Ageing in the digital world: **Realising solidiarity**

1. inclusive narratives

2. digital tools and environmens appropriate for all age groups

3. ancilliary measures: social and psychological support

4. **end poverty!**

Thank you for your attention!

**Research Platform Governance
of Digital Practices**

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