Promoting Technology Engagement and Adoption to EHDOC Elderly

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Introduction/Overview

Main Goal

- EHDOC (Elderly Housing Development & Operations Corporation) is looking to promote technology within their elderly population
- Promote technology engagement and adoption to the elderly in EHDOC

Our Objectives

- Obtain a greater understanding of the reasons behind the lack of technology engagement
- Develop solutions to increase engagement
- Implement the solutions
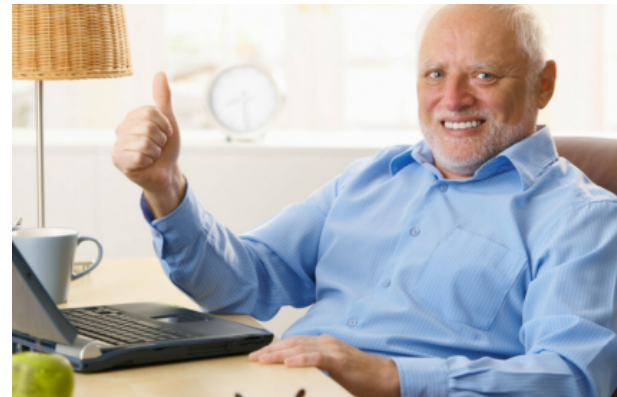
HOW WE STARTED

Physical Survey

- Can be attached to the newspaper they have every month
- Traditional surveys are more friendly to them
- EHDOC can hand out surveys at their event

What we can get from the survey

- Give us the current status of the use of technology by the elderly
- How they want to learn new technology
- What new technologies do they want to learn

Research Methodology

Stakeholders meeting and online references:

- Conducted meetings with the stakeholders to identify their problems and how we can address them using this survey.
- Reviewed online materials for similar kinds of surveys to identify the challenges they faced.
- Developed questions based on this research.

The BIGGER question: Willingness to adopt technology?

- The biggest question that arose during our research phase was: Is there a willingness within the elderly population to adopt the technology?
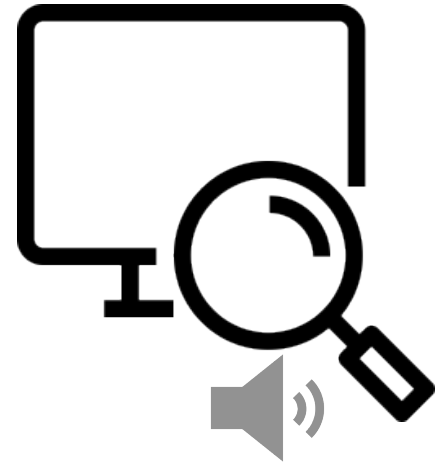
Developing the survey

Focus group sessions:

- Conducted focus group sessions involving older adults within the EHDOC organization during our weekly meetings.
- Shortlisted the questions to include in the final survey based on the responses from the elderly's in the focus group session.

Survey Formatting:

- Single paged survey with enough spacing and easily readable text.
- Accessible via multiple formats
- Including an Introduction/Overview paragraph in the newsletter version.

Survey collection

How we sent out responses

- Newsletters
- Presented to 100+ elderly population during a major EHDOC event
- Distributed throughout EHDOC buildings
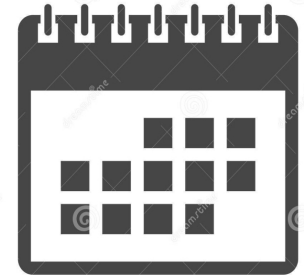
Data extraction and analysis

How we compiled it into the database:

- Received the survey results as PDF's from Tracy and Paul
- Extracted raw data to excel sheet
- Converted raw data in to string, binary and numerical data

How we analyzed the data:

- Binary data was aggregated in to percentages
- Average of numerical data was calculated and adjusted

Top category labels: **Binary** | **String** | **Numeric** | **String** | **Binary**

Survey Packet	Survey Number	What devices do you currently own?				Whats tasks do you currently do on your devices?						Time spent on devices, on average? (hrs)	Willingness to learn a new, provided device?	Effort willing to invest to learn a new app?	How willing would you be to learn new apps or devices?			How interested are you in using technology for:						What is your age range? (in years)	Do you currently live in EHDOC housing?
		Smartphone	Tablet	Laptop	Other	Healthcare	Staying connected	Banking	Online shopping	Entertainment	Reading/News				On your own	Help of a friend	Group info sessions	Entertainment	Information/Education	Staying connected	Online shopping	Banking	Healthcare		
1	1	0	0	0	0	0	1	0	0	0	0	<1	1	1	1	1	1	2	2	2	2	2	2	80-90	TRUE
	2	1	1	1	0	0	1	0	0	1	0	1-3	4	1	3	3	3	2	4	2	2	2	3	70-80	TRUE
	3	0	0	0	0	0	0	0	0	0	0	<1	1	1	1	1	1	1	1	1	1	1	1	70-80	TRUE
	5	0	0	0	0	0	0	0	0	0	0	<1	5	5	1	5	2	2	5	5	5	1	1	60-70	TRUE
	6	1	0	0	0	0	0	0	0	0	0	<1	2	1	2	1	3	1	4	1	1	1	1	70-80	TRUE
	7	1	0	0	0	0	1	0	0	0	0	1-3	4	1	3	1	1	5	4	3	4	1	1	60-70	TRUE
	8	1	0	0	0	0	0	1	1	1	0	<1	5	5	1	5	1	5	5	5	5	5	5	70-80	TRUE
	9	1	0	0	1	1	0	1	1	1	1	>5	5	5	5	5	1	4	4	4	4	4	4	60-70	FALSE
	10	0	0	0	1	0	1	0	0	0	1	>5	1	1	1	1	5	1	1	4	1	4	4	80-90	TRUE
	11	1	0	0	0	0	1	0	0	0	1	1-3	5	5	5	3	1	1	5	4	5	5	5	80-90	TRUE
2	1	1	0	1	0	1	1	1	1	1	0	>5	5	5	5	5	1	5	5	5	5	5	5	80-90	TRUE
	2	1	1	1	0	1	1	1	0	0	1	1-3	3	3	3	2	1	5	5	5	5	5	5	80-90	TRUE
	3	1	1	1	0	0	1	1	1	0	0	1-3	3	5	5	3	5	5	5	5	5	5	5	80-90	TRUE
	4	0	0	0	0	0	0	0	1	1	1	>5	5	5	5	1	1	1	1	1	1	1	1	60-70	TRUE
	5	1	0	0	0	0	0	0	0	0	0	<1	2	1	1	5	1	1	1	5	5	5	5	60-70	TRUE
	6	1	1	0	0	0	1	1	1	1	0	>5	5	5	5	5	5	5	5	5	5	5	5	80-90	TRUE
	7	1	0	1	0	0	0	0	0	0	1	<1	5	5	4	4	1	5	5	5	5	5	5	60-70	TRUE
	8	1	0	0	0	0	0	0	0	0	0	<1	5	5	5	1	5	5	5	5	5	5	5	60-70	TRUE
	9	1	1	0	0	0	0	0	0	0	0	1-3	4	4	5	5	1	5	5	5	5	5	5	70-80	TRUE
3	1	1	0	1	0	1	1	1	1	0	1	1-3	5	5	5	5	5	5	5	5	3	4	5	70-80	TRUE
	2	0	1	0	0	1	1	0	0	1	1	>5	5	5	5	5	5	1	5	5	5	5	5	80-90	TRUE
	3	1	1	0	0	1	1	1	1	1	1	1-3	5	5	5	5	5	5	5	5	5	5	5	60-70	TRUE
	4	0	0	0	1	0	0	0	0	1	0	1-3	1	1	1	1	5	1	5	5	5	5	1	60-70	FALSE
	5	1	0	0	0	1	1	0	1	0	1	1-3	5	5	5	5	5	5	5	5	5	5	5	80-90	TRUE
4	1	1	0	1	0	1	1	1	1	0	0	1-3	5	5	5	5	5	5	5	5	5	5	5	70-80	TRUE
	2	0	1	0	0	1	1	1	1	1	0	3-5	4	4	4	5	5	1	5	3	3	3	3	80-90	TRUE
	3	1	1	0	0	1	1	0	0	0	0	3-5	5	5	5	5	5	5	5	5	5	5	5	70-80	TRUE
	4	0	0	0	1	1	0	0	0	1	0		1	1	1	2	5	1	5	5	1	1	1	70-80	TRUE
	6	1	0	0	0	1	1	0	0	0	0	<1			5					5		5	5	80-90	TRUE
	7	0	1	0	0	1	1	1	1	0	0	1-3	5	5	4	4	3	5	5	5	5	5	5	70-80	TRUE
	8	1	1	0	1	1	1	1	1	0	0													80-90	TRUE

Binary percentages: Smartphone 68%, Tablet 32%, Laptop 29%, Other 13%, Healthcare 35%, Staying connected 84%, Banking 42%, Online shopping 35%, Entertainment 42%, Reading/News 35%

Numeric summary:
	Willingness	Effort	On your own	Help of a friend	Group info sessions	Entertainment	Information/Education	Staying connected	Online shopping	Banking	Healthcare
Average	3.896552	3.413793	2.793103	3.2	2.827586	3.037037	3.230769	4	3.125	2.875	3.703704
Adj. Avg.	2.896552	2.413793	1.793103	2.2	1.827586	2.037037	2.230769	3	2.125	1.875	2.703704
%	0.724138	0.603448	0.448276	0.55	0.456897	0.509259	0.557692	0.75	0.53125	0.46875	0.675926
	15.18312	11.65398	7.801427	10.24	7.995244	9.223594	10.43787	16	9.765625	8.265625	13.71742

SURVEY FINDINGS AND CONCLUSIONS

What devices do you currently own?				Whats tasks do you currently do on your devices?					
Smartphone	Tablet	Laptop	Other	Healthcare	Staying connected	Banking	Online shopping	Entertainment	Reading/News
68%	32%	29%	13%	35%	84%	42%	35%	42%	35%

- **68%** of the elderly have a smartphone

- **84%** of the elderly use devices to stay connected with friends and family

Willingness to learn a new, provided device?	Effort willing to invest to learn a new app?	How willing would you be to learn			How interested are you in using technology for:					
		On your own	Help of a friend	Group info sessions	Entertainment	Information/ Education	Staying connected	Online shopping	Banking	Healthcare
2.90	2.41	1.79	2.20	1.83	2.04	2.23	3.00	2.13	1.88	2.70

- Interest in using technology to stay connected is the highest among all choices, followed by healthcare

- **High** willingness (2.9/4) to learn a new, provided device

- **Above average** willingness (2.4/4) to learn new apps

- Individual's Interest in learning technology are skewed to the extremes — elders were either extremely interested in learning technology or not at all

- The younger elderly (60-70) are significantly more willing to learn more about technology than the older elderly (80-90)

- The younger elderly (60-70) are more interested in using technology for **online shopping, banking,** and **information/education**

- Elderly who don't understand English well are interested in having their devices translated for them

Thank you

Our acknowledgements to Paul and Tracy from EHDOC and Professor Bleakney