



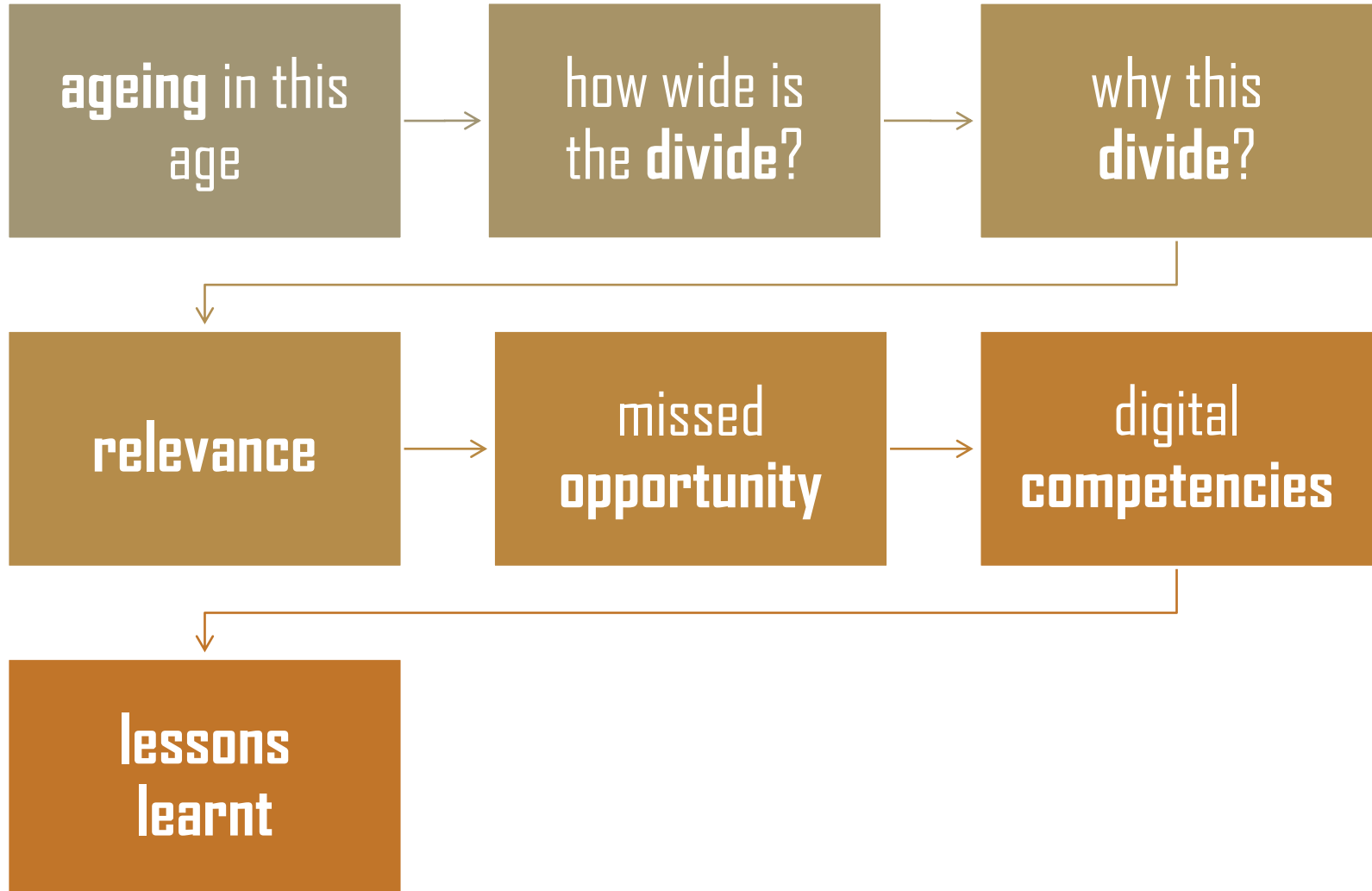
# age and the digital divide

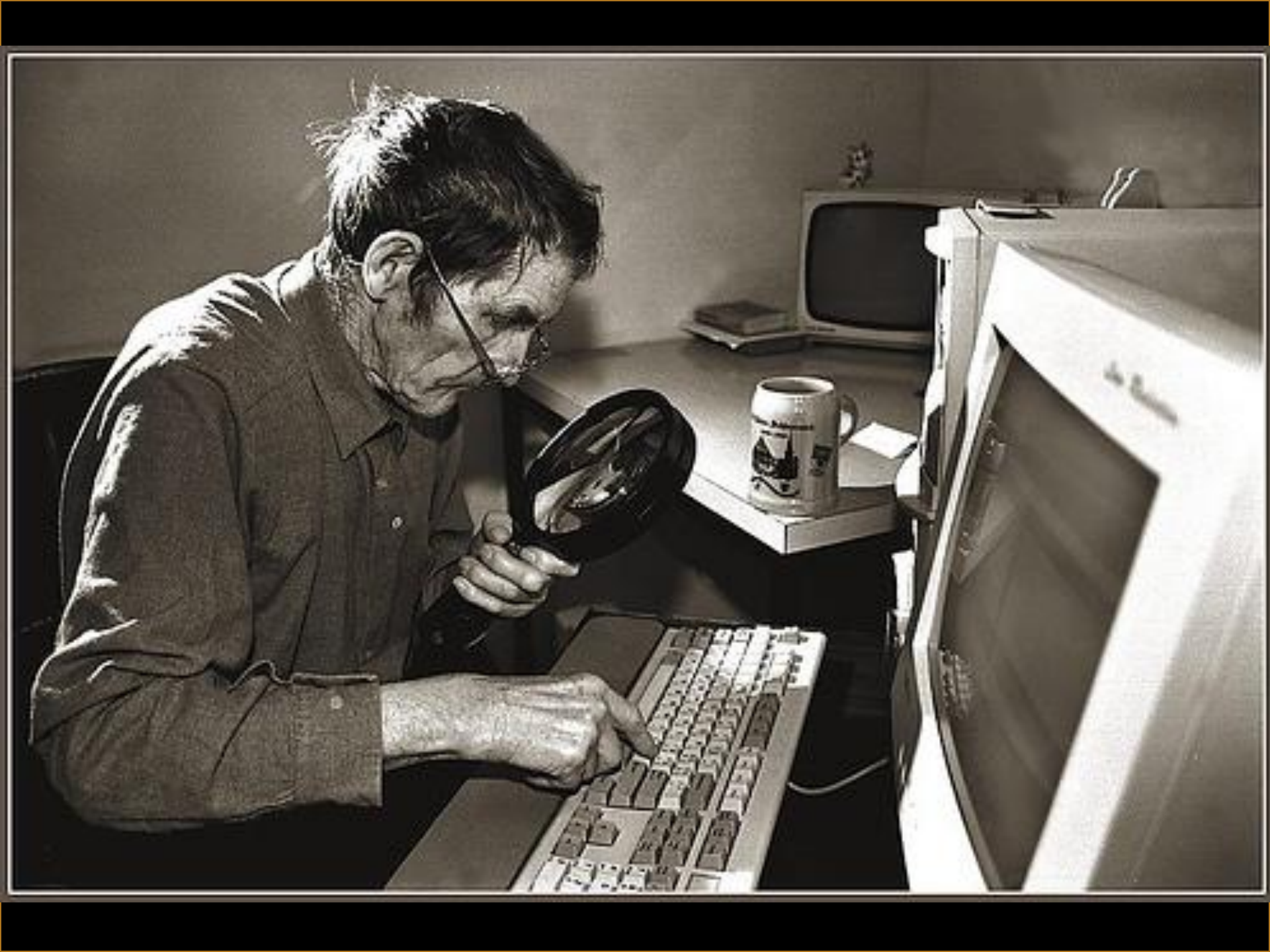
**Bernard Agius**

Malta Communications Authority

# this presentation

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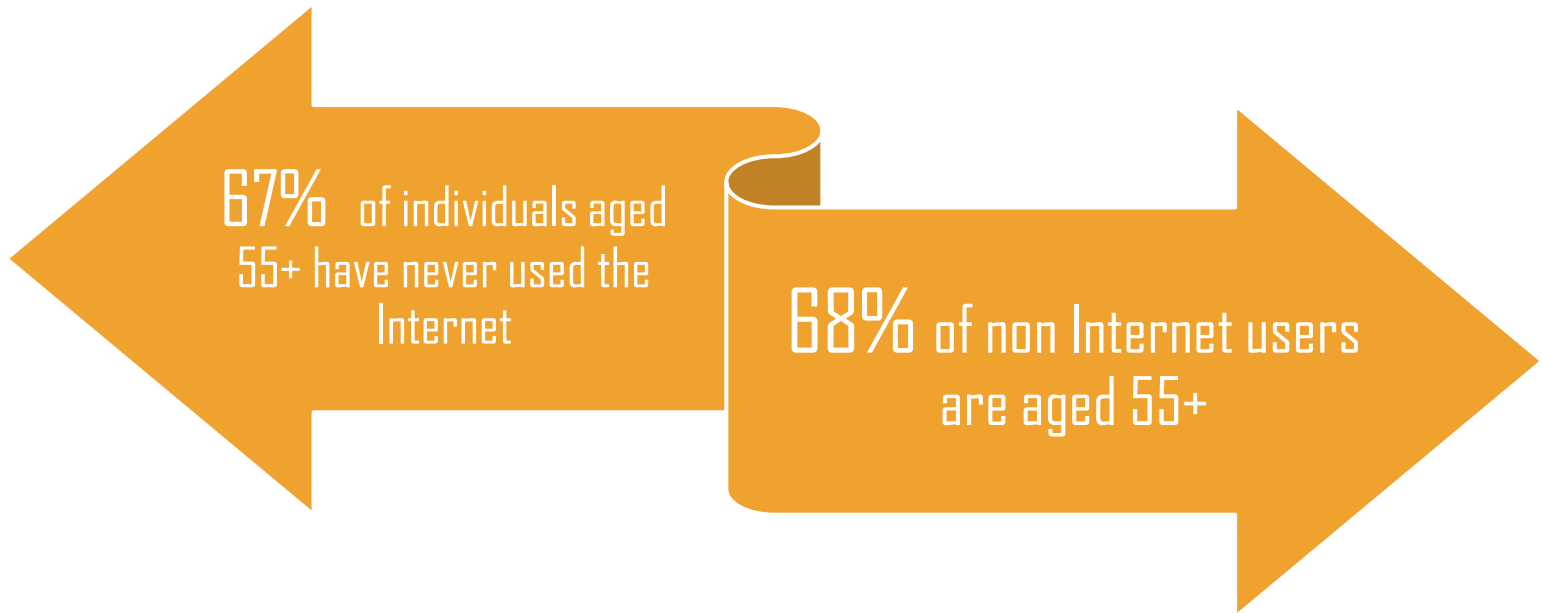






# how wide is the **divide**?

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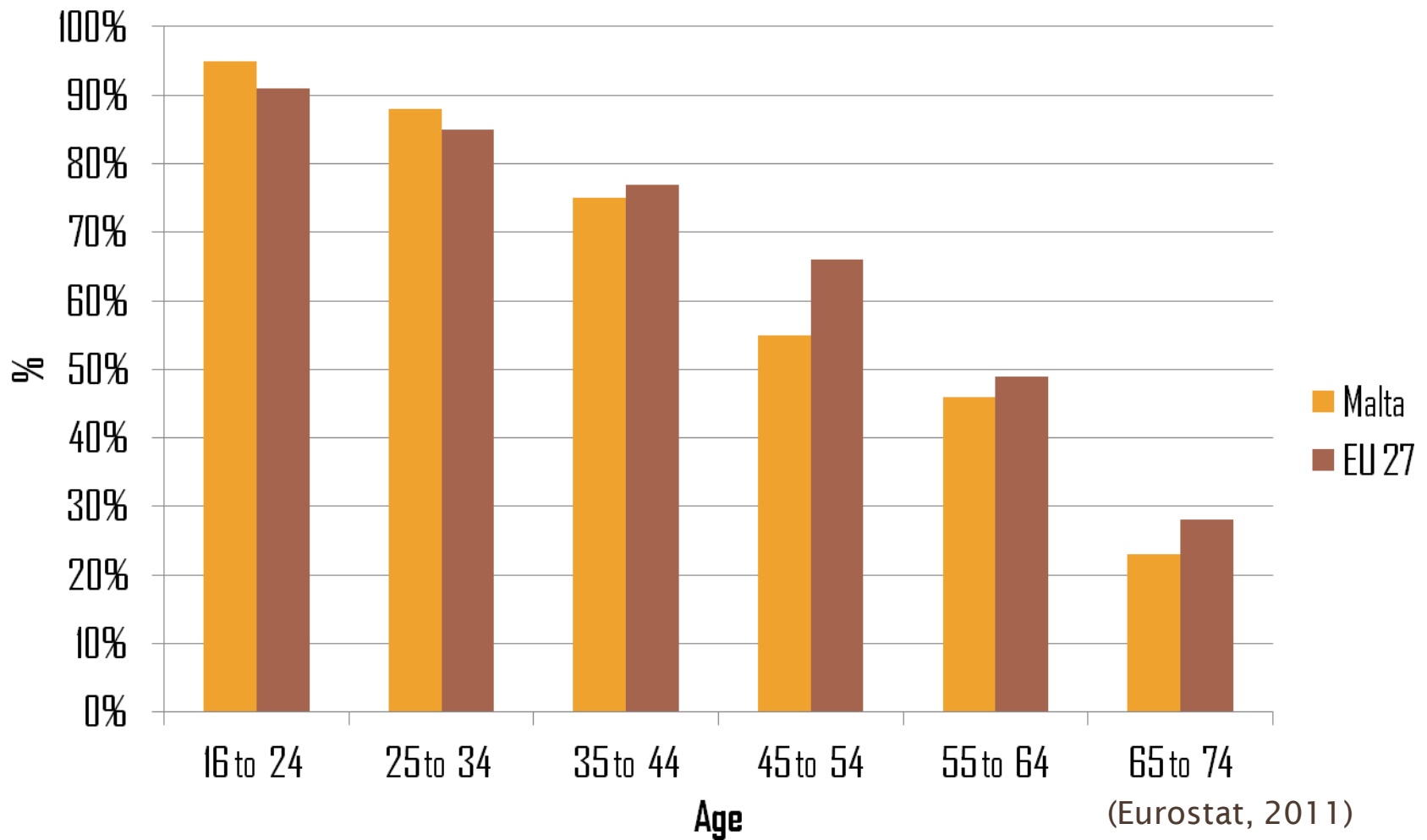


(Based on figures by Eurostat/NSO, 20112)

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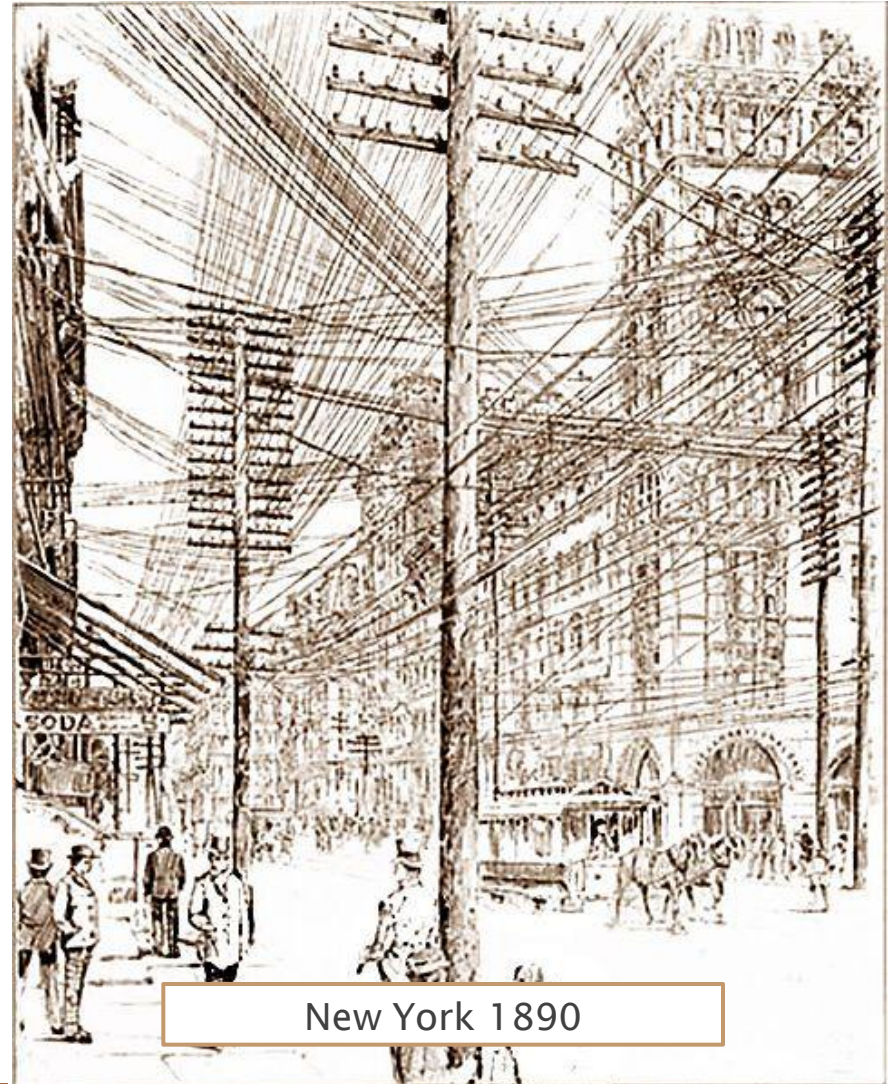


# how wide is the **divide**? Internet usage by Age

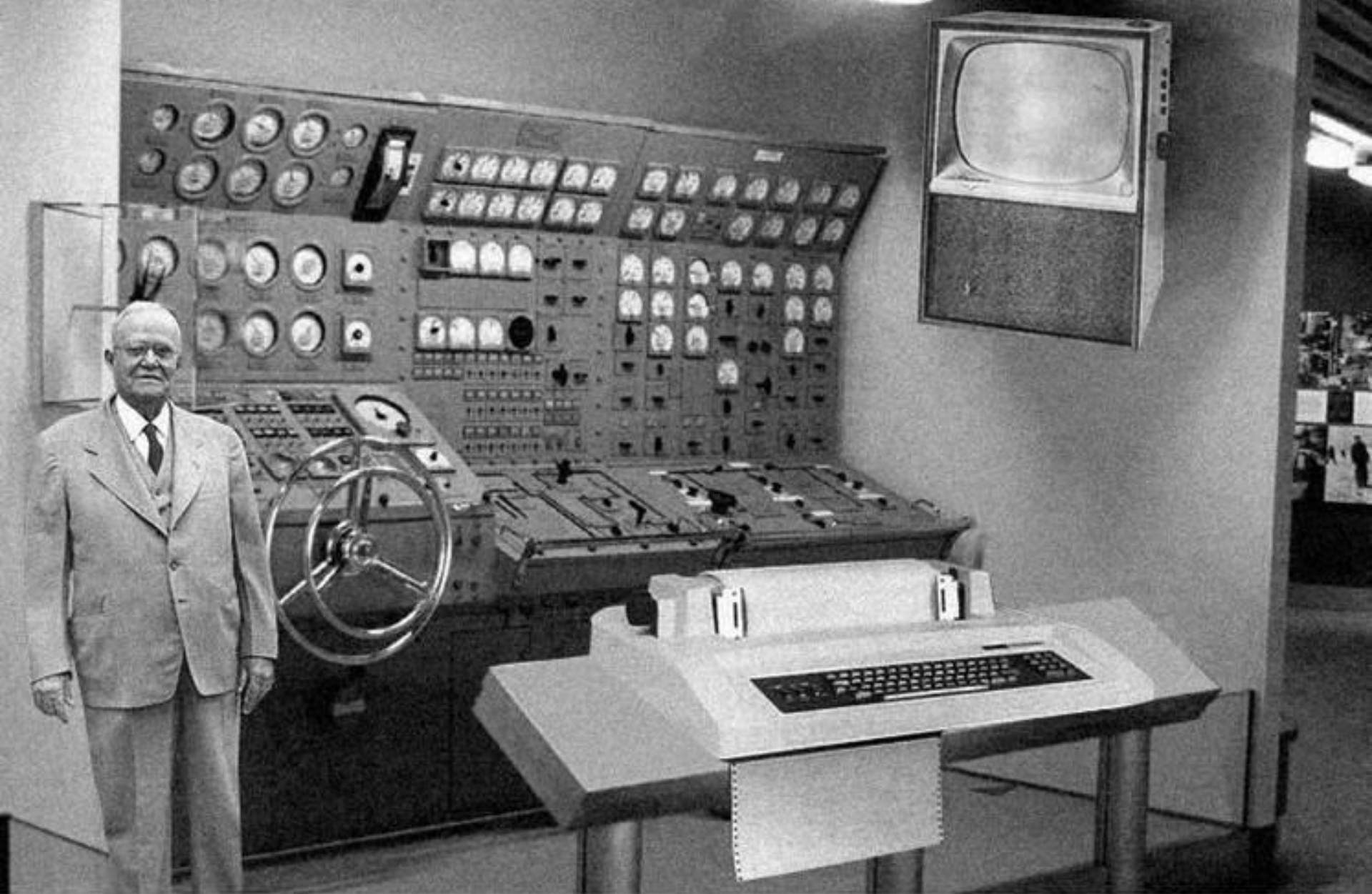


# why this divide?

- ▶ misunderstanding and scepticism that surrounds new technology
- ▶ Utility
  - ▶ *I do not need this*
  - ▶ *Thanks but not for me*
  - ▶ *Why should I change?*
- ▶ Ease of use
  - ▶ *Too complicated for me*
  - ▶ *I am too old for this*
  - ▶ *I might break it*
- ▶ Cost
  - ▶ *I do not have the time for this*
  - ▶ *Why should I change?*



New York 1890



*Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use and only*









STEPHEN POND



# relevance

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- ▶ Individuals will adopt a new solution (change their behaviour) if they perceive that it adds value, is accessible and worth the investment.
- ▶ Innovation needs to be in a context that is of relevance to its user
- ▶ We tend to make bad assumptions on what is perceived as valuable by older people



# missed opportunity

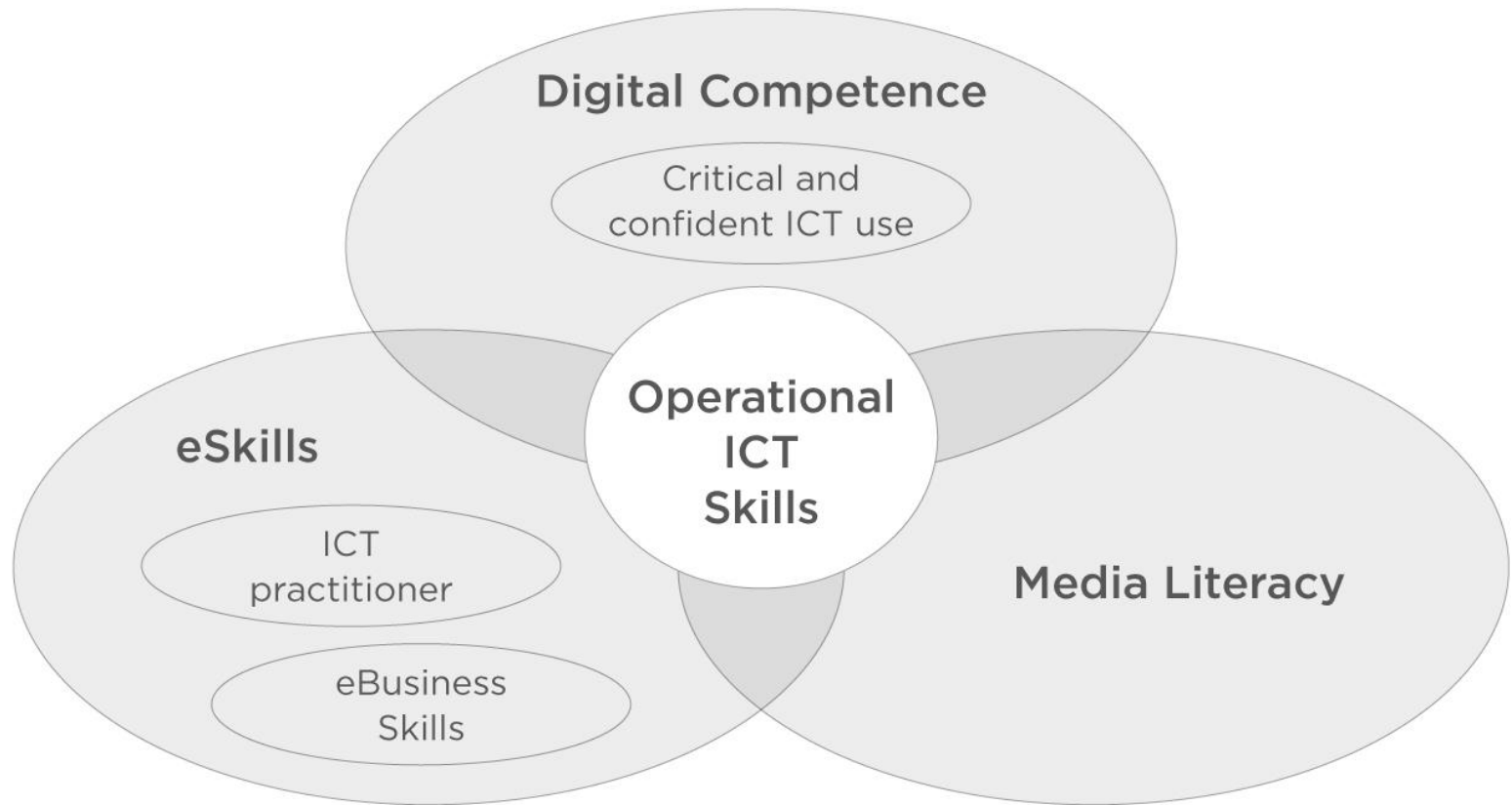
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- ▶ better **interaction** – contact with family and friends
- ▶ **entertainment** – endless modes for information
- ▶ **independence** – opportunities to overcome health and mobility limitations
- ▶ **active** in the community – remain relevant in society
- ▶ **active** in the economy – remain in employment for longer
- ▶ **healthy and wellbeing** – unprecedented opportunities



# digital competencies

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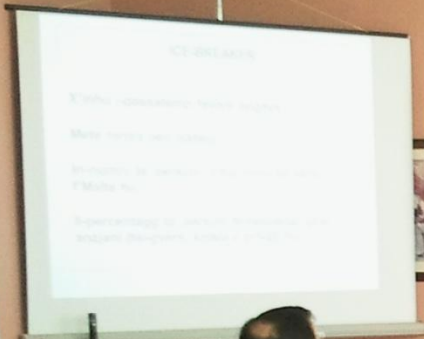
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FOR ALL  
Community Technology Learning Centres

mca uk

A case for  
Comparison

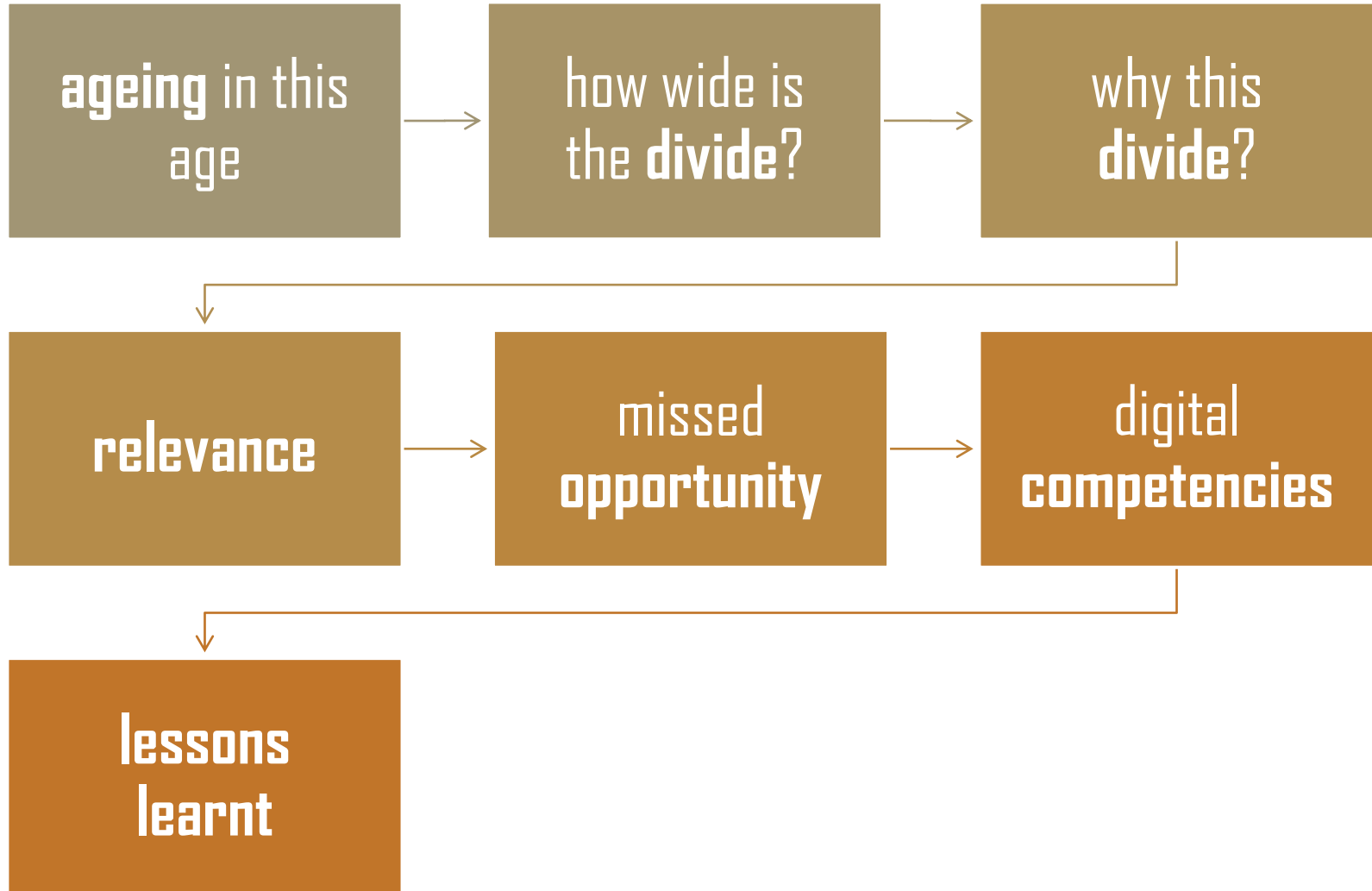






# this presentation

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# thank you

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**Bernard Agius**

Senior Manager Information Society  
Malta Communications Authority

[bernard.agius@mca.org.mt](mailto:bernard.agius@mca.org.mt)

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