

# \* Older Adults and Technology



*Online or Out of Touch?*

\* Provide more opportunities for older adults to meaningfully connect with community through technology.



\* **The Goal**

# \* Community Engagement

- \* More than 1,500 people contacted since 2011
- \* Nine website development focus groups with nearly 160 people
- \* End User Stakeholder Group
- \* Leadership Team
- \* MAG Human Services Coordinating and Technical Committees

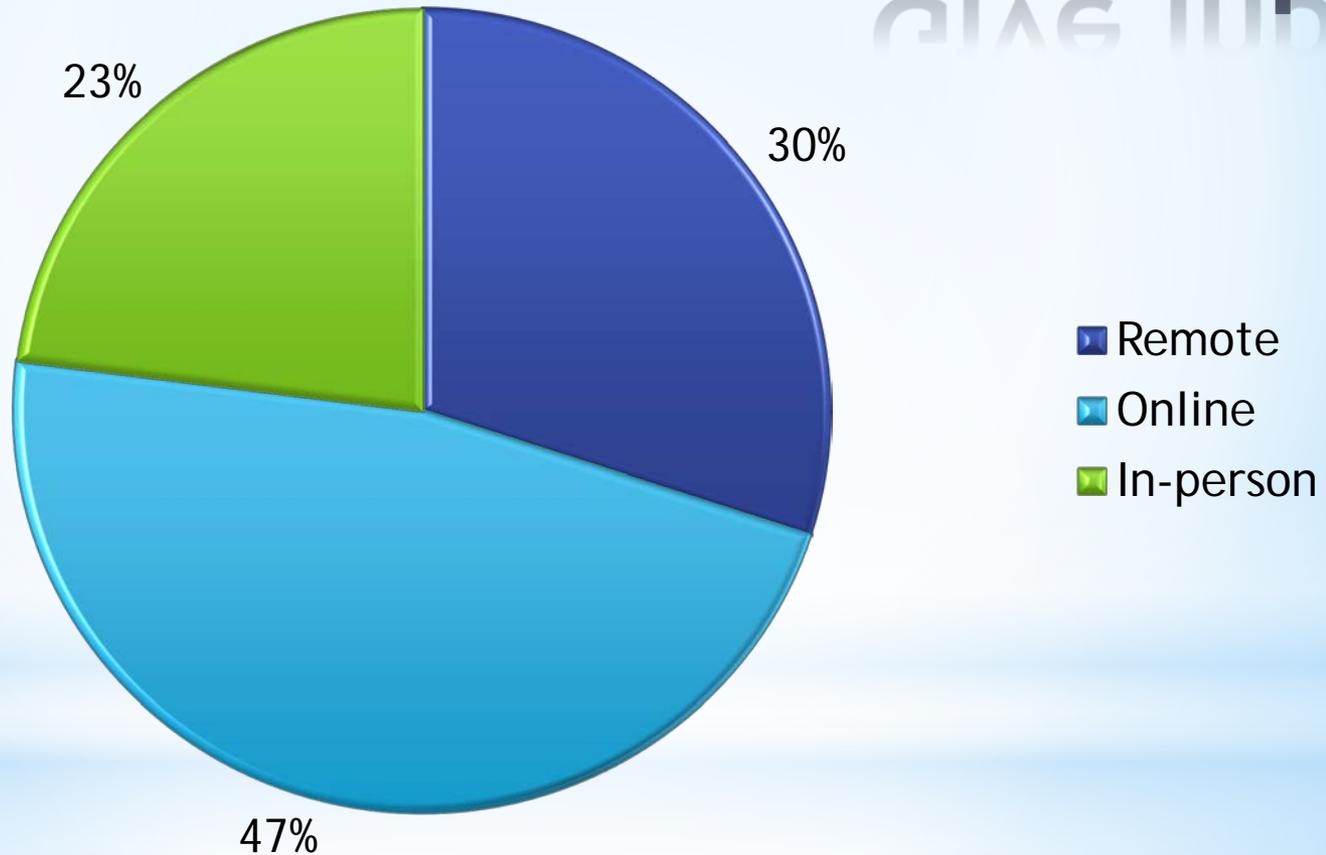


# \* Main Findings

- \* Majority of older adults online daily
- \* Distinction between how older adults access internet- PC versus smart phone
- \* Online activities primarily research and email
- \* Half report using social media although majority don't like it
- \* Ease of using website main priority
- \* Majority want an aging in place website



# \* Preferred Ways to Give Input



Remote: Letter (17%), phone (12%)

Online: Email (25%), website (13%), social media (8%)

In person: Meetings (14%), events (8%)

# \* Why A New Website?

- \* “Younger” older adults more likely to not attend senior centers
- \* Also more likely to want alternative options such as virtual communities
- \* Reported higher levels of social isolation than “older” older adults who go to senior centers
- \* Most local websites have very good information but few interactive elements





- \* Majority don't like cluttered website and pop ups
- \* Use contrasting colors
- \* Open links in a new window or tab
- \* Include information on a variety of topics, no just "old" stuff
- \* Incorporate interactive functions

## \* Design Considerations

# \*For More Information

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