



Ageing and Technology Setting the Scene

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Why this workshop?

A **social science perspective on technology** that would benefit the MYBL program, and be relevant to other stakeholders (like AAL, COST, etc)?

Large research and innovation programs for technology and ageing (FP7, H2020, AAL, EIP-AHA, ...)

Problems with implementation, uptake and innovation

- with care shifting to homes and neighbourhoods
- And roles of patients, citizens, consumers etc. merging

Understanding the **experience of ageing** in a digitizing world as crucial input for meaningful design and policy making



This is not about user involvement!

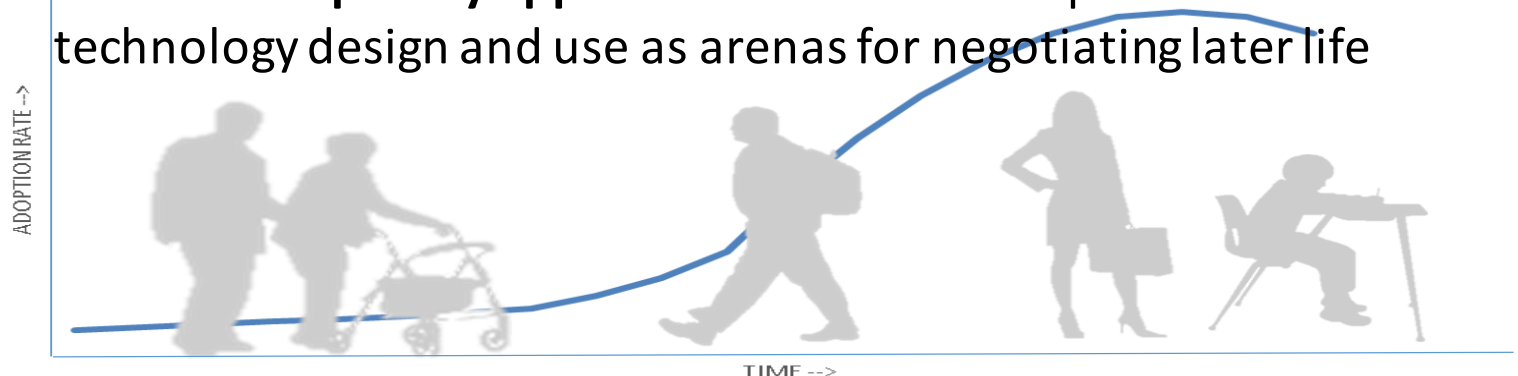




“Bikes, batteries and older adopters”

(Peine et al. 2017)

- An assistive device that became “hipsterized” -> reversing age-based assumptions of **innovation diffusion**
- Implications for other Ass Devices and the **Silver Market?**
- “3rd agers”, in particular, defied stereotypes about older persons -> “early adopters” not “laggards”
 - Combining assistance with “conspicuous consumption”
 - Most advanced designs for demanding 3rd agers
- **An interdisciplinary approach** allowed us to explore technology design and use as arenas for negotiating later life





Three themes

- **Acceptability**

What makes new and evolving technologies acceptable to older people, and how can they best be engaged in development?

- **Impact**

What makes technologies pervasive and sustainable, and what is the impact of changing technologies?

- **Accessibility**

How can we ensure that technologies are accessible to all those whom might benefit?