

## Did you know?

- Social isolation can be as harmful to your health as smoking or a sedentary lifestyle
- Social contact offers a protective effect on the cognitive ability of Alzheimers sufferers
- There is a strong connection between social exclusion and digital exclusion
- Only 7 percent of seniors use social networks

## Some statistics:

- 6 out of 10 Europeans regularly use the Internet
- Young people spend more time online than watching TV
- 75 percent of young adults use social networks
- Facebook has over 500 million users
- By 2050, 25% of the EU's population will be over 60

„Probably the single most significant deterrent to widespread adoption of any form of ICT by seniors is their general unfamiliarity with such technologies and the user interface for managing them.”

“the designs of most social network websites are poorly suitable for the elderly.”

# Senior Social Platform (SSP)

These facts led to the development of the Senior Social Platform (SSP) – an effort to develop a senior-friendly interface for social networks.

Facebook and MySpace are trying to make their sites more accessible to senior citizens adding features specifically designed for an older demographic.

A number of new niche social networks focus specifically on seniors.

## Seniors' activities on social networks:

- Exchanging photos
- Chatting
- Playing brain games
- Online dating
- Seeking advice on various topics

## Social networks and loneliness:

- Loneliness is a situation experienced by the individual as one where there is an unpleasant or inadmissible lack of (quality of) certain relationships.
- Living in a society where there are massive inequalities has led to many people feeling excluded.
- There is a strong connection between social exclusion and digital exclusion.

# Senior Social Platform (SSP)

The SSP project aims to use OpenSocial - a set of common APIs launched by Google and supported by many other social networking sites - to create a user-friendly interface to social networking sites which focuses on senior citizens and their needs.

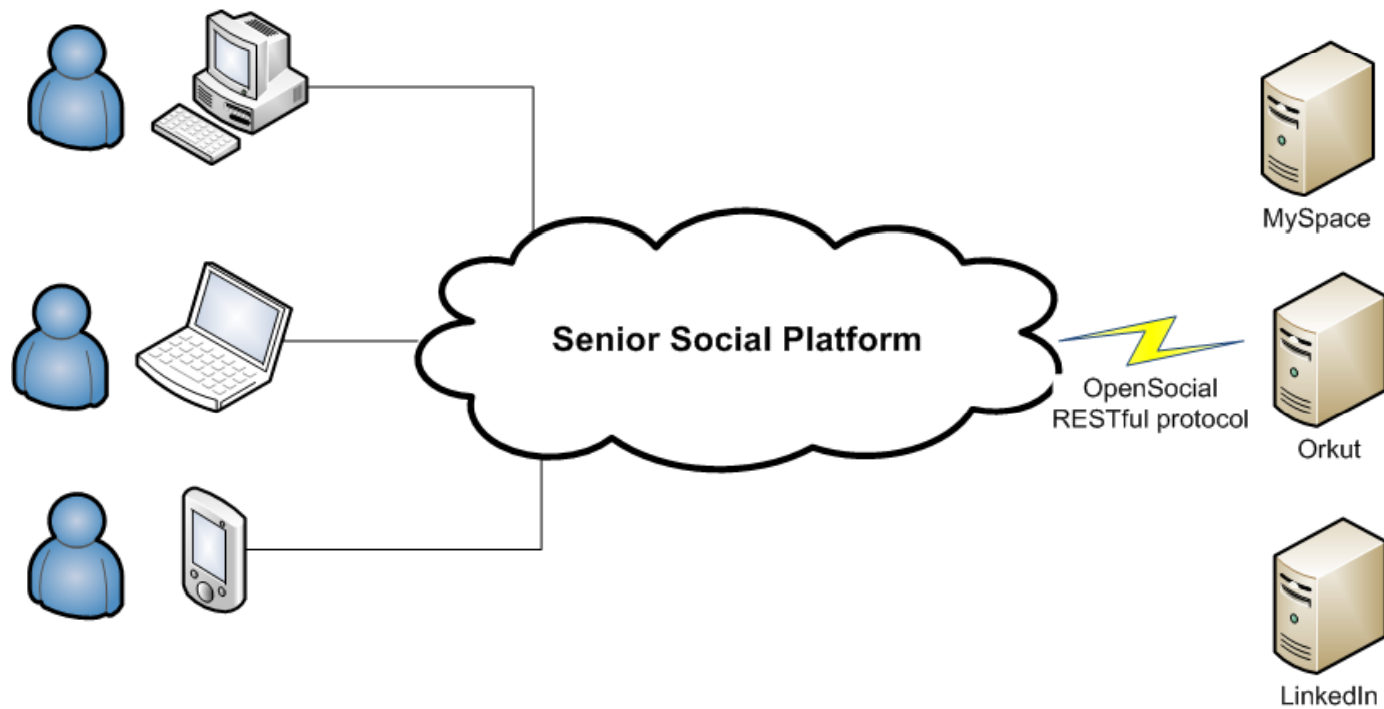


## Methodology (Iterative development):

- Literature review
- Development of mock-ups and user requirements
- Heuristic evaluation
- Finalization of User Requirements
- System Requirements
- Initial prototype
- Feedback from seniors
- Implementation and testing

OpenSocial is basically an API that provides a container that makes it possible for social network applications (also called widgets) to run on multiple sites without modification to the code.

# Senior Social Platform (SSP)



## SSN Senior Social Network



**Willkommen**

Benutzername

Passwort

Anmelden 

Neuen Benutzer anmelden 


Passwort vergessen? 

[FAQ](#) [Kontakt](#) [Tutorial](#) [Impressum](#)



## SSN Senior Social Network



Main page → Main menu → Mit anderem sozialem Netzwerk verbinden

Zurück ↩         [Logout](#) 

Main menu

 3 Neue Email Email	 Mit anderem sozialem Netzwerk verbinden	 Freunde Suchen
 Mein Profil	 Meine Kontakte	 Meine Bilder

[FAQ](#) [Kontakt](#) [Tutorial](#) [Impressum](#)

**This project is supported through a grant from the Internet Foundation Austria (IPA) within the framework of the Netidee 2009 inclusion Call.**

***Thank you for your attention!***

**CEIT gGmbH,  
Central European Institute of Technology**  
[www.ceit.at](http://www.ceit.at)

**Andor Farkas**  
[a.farkas@ceit.at](mailto:a.farkas@ceit.at)  
+ 43 664 8544393