

# Purposeful Social Media for Support

## Communication Frameworks for Older Adults Requiring Care

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## Background

People over 65 are the fastest growing age group of users on Social Networking Sites



On Facebook, users over 65 grew by 124% in 2010  
(Users aged 18-24 grew by 76%)

Source: [www.pewinternet.org](http://www.pewinternet.org)

## Number of FB Users (18-24 & 65+)

	18-24	65+
beginning of 2010	106.65M	5.58M
end of 2010	187.7M	12.5M
Increase	76% (81.05 M)	124% (6.92 M)
New Percentage (Of Total)	32.09%	2.14%

Source: [www.socialbakers.com/facebook-statistics](http://www.socialbakers.com/facebook-statistics)

## No Purpose?

- “Why would I write there something like ‘I’m planning to have lunch at the shopping centre’?” <sup>[1]</sup>
- “I already have a phone and e-mail. I’m wondering where I’d need this.” <sup>[1]</sup>
- “This social networking is a female thing... It’s just gossip, isn’t it?” <sup>[2]</sup>
- “I really can’t see where I can fit into this.” <sup>[2]</sup>

[1] Lehtinen, V., Näsänen, J., and Sarvas, R. “A little silly and empty-headed”: older adults’ understandings of social networking sites. *British Computer Society Conference on Human-Computer Interaction*, (2009).

[2] Gibson, L., Moncur, W., Forbes, P., Arnott, J., Martin, C., and Bhachu, A.S. Designing Social Networking Sites For Older Adults. *British Computer Society Conference on Human-Computer Interaction*, 2010.  
[http://www.csd.abdn.ac.uk/~wmoncur/publications/BCS\\_HCI2010.pdf](http://www.csd.abdn.ac.uk/~wmoncur/publications/BCS_HCI2010.pdf).

# What Happens When You Give It A Purpose?



Haiti Earthquake, 2010



Japan Earthquake and Tsunami, 2011



California Wildfires, 2007 & 2009

# Political, Health, Charity

**Facebook Polling Place Locator**  
Click below to find your polling place

Get your voter info! Enter your home address—where you're registered to vote:  
Ex: 1600 Pennsylvania Ave 20500

Map Satellite Earth

**Click here to find where to vote on Election Day, Nov. 2**

patientslikeme

**Jumo beta**  
We connect individuals and organizations working to change the world

- Find issues and projects you care about
- Follow the latest news and updates
- Support their work with your time, money, and skills

**causes**

facebook

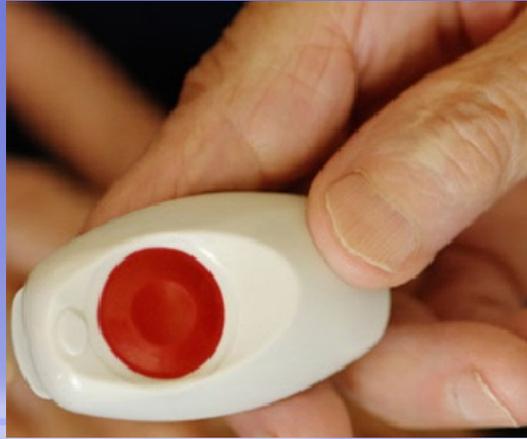
**Fund Our Future : Stop the Cuts - National Demonstration**  
Share Public event

Time Wednesday, 10 November 2010 - 11:00 - 17:00

Location Central London

10,920 Attending See all

Care?



Other Barriers – Privacy and Security



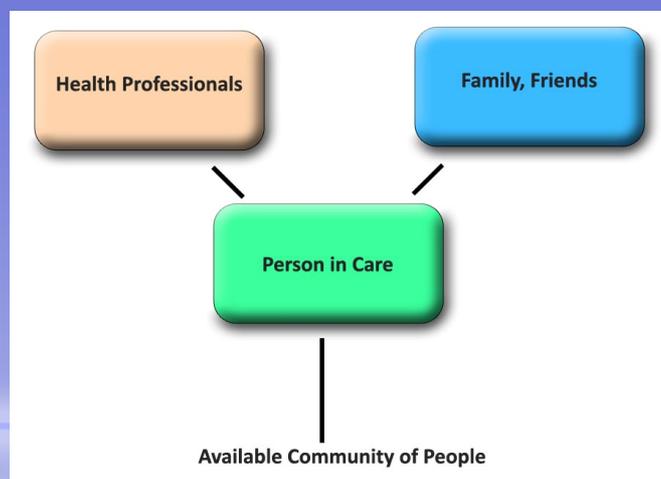
## APIs



## Benefits

- Increased social capital
- Reduced loneliness
- Improved well-being
- Stability during life transition

## Social Networking Site for Care



## But First We Need To...

- Understand
- Talk
- Think

Questions?