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ZAWiW

Zentrum für Allgemeine
Wissenschaftliche Weiterbildung
der Universität Ulm

Eine Abteilung des Department
für Geisteswissenschaften

(Fotos: ZAWiW, sihMobil)

studium generale | Akademiewochen | Forschendes Lernen | Alt & Jung Aktivitäten, u3gu | Neue Medien, Internet | Europaweite Aktivitäten

„Digital transformation – a challenge in later life? New developments and impact on older people and all generations"

Zukunftsstadt

Conference "Sharing beyond borders"

Dr. Markus Marquard, Theresa Kocher | Ulm, 10/07/2020

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Digitization – Digitalization – Digital Transformation

Digitization
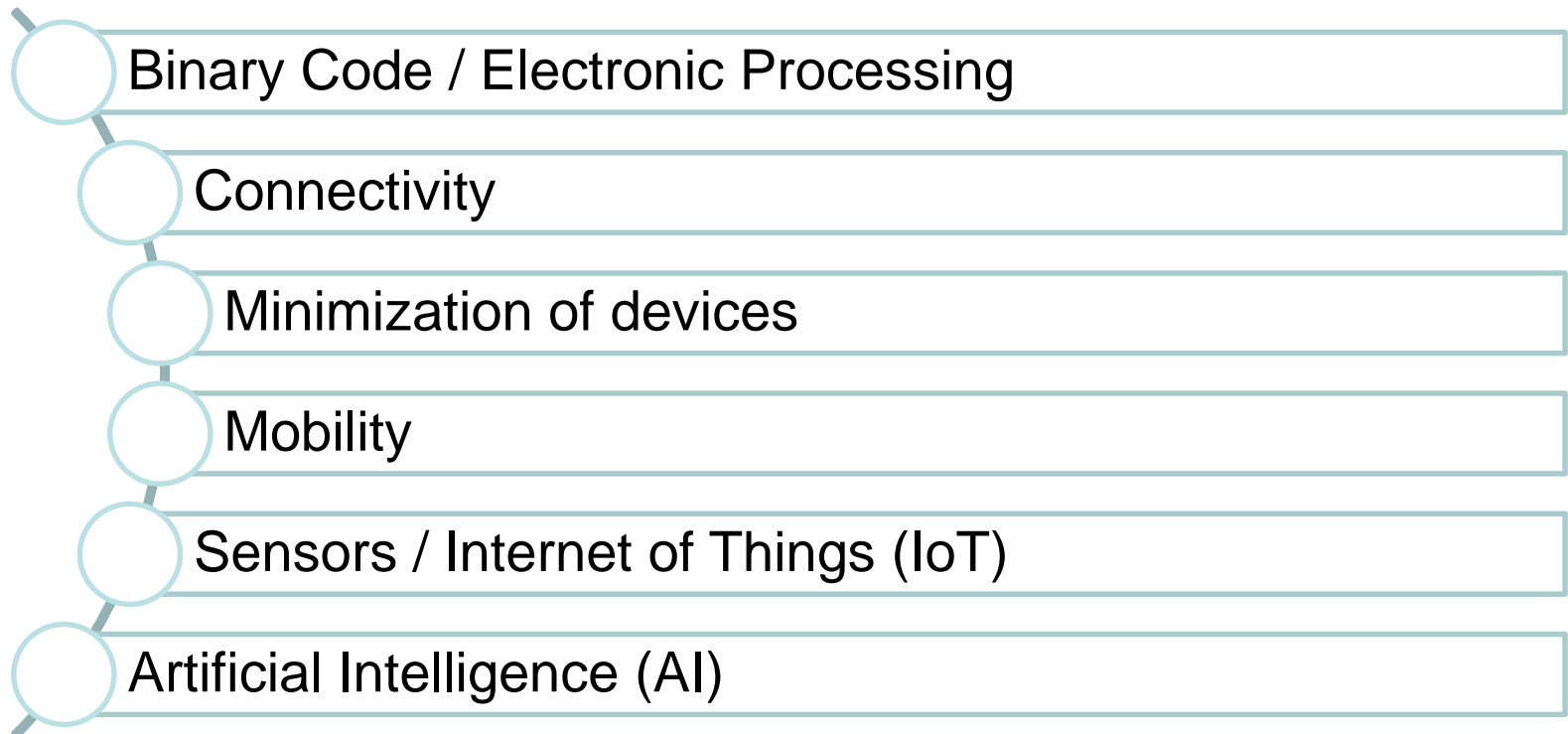- Analog → digital format (data, information)

Digitalization
- Use of digitized data + digital technologies to simplify and improve processes & operations
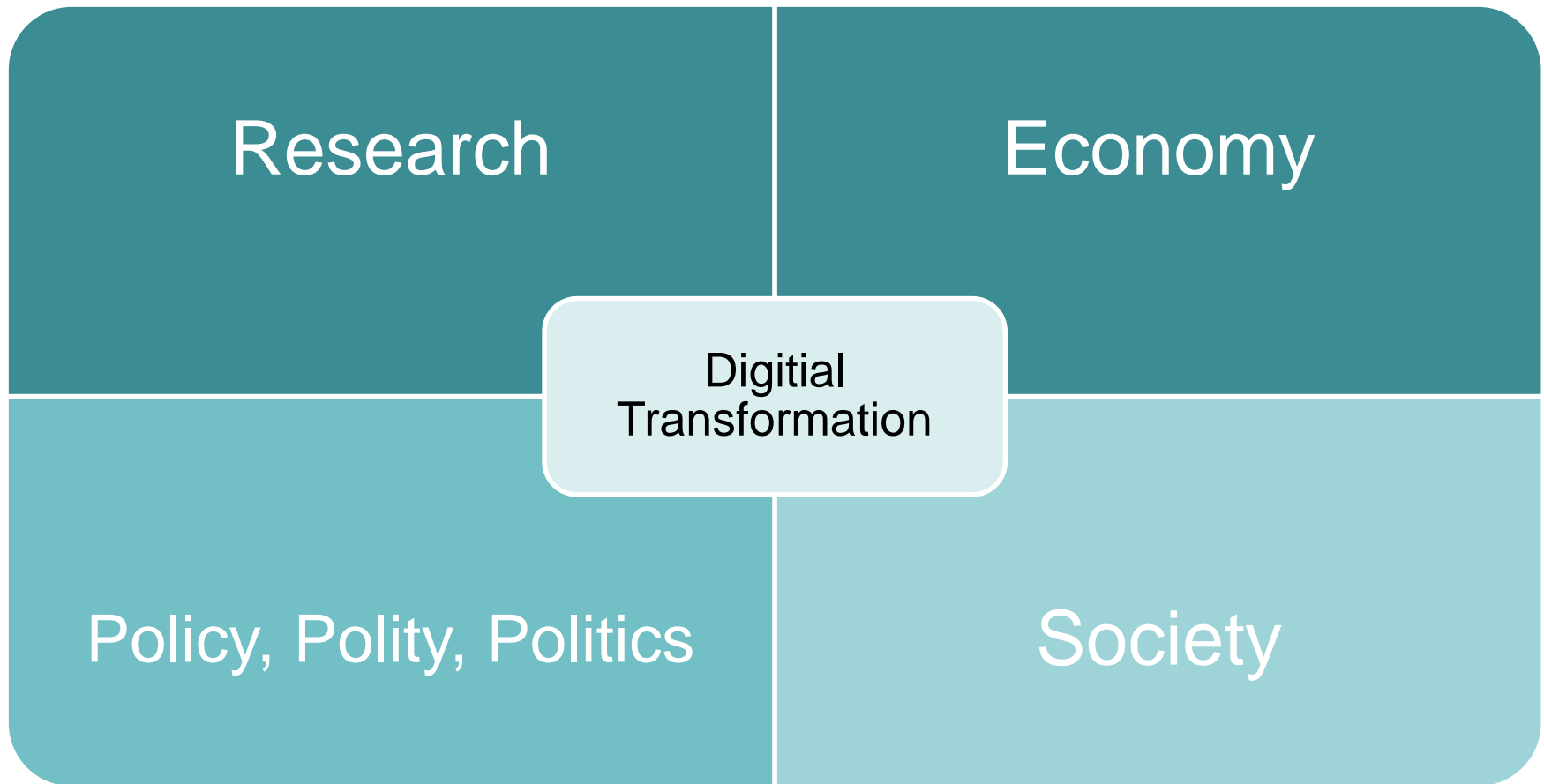
Digital Transformation
- Restructuring and changes (business, institutions, societies) on a system-level with and by people through the use of digital technologies

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What is digitalization?

Binary Code / Electronic Processing

Connectivity

Minimization of devices

Mobility

Sensors / Internet of Things (IoT)

Artificial Intelligence (AI)

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Driving forces of digital transformation

Research	Economy
Policy, Polity, Politics	Society

Digitial Transformation

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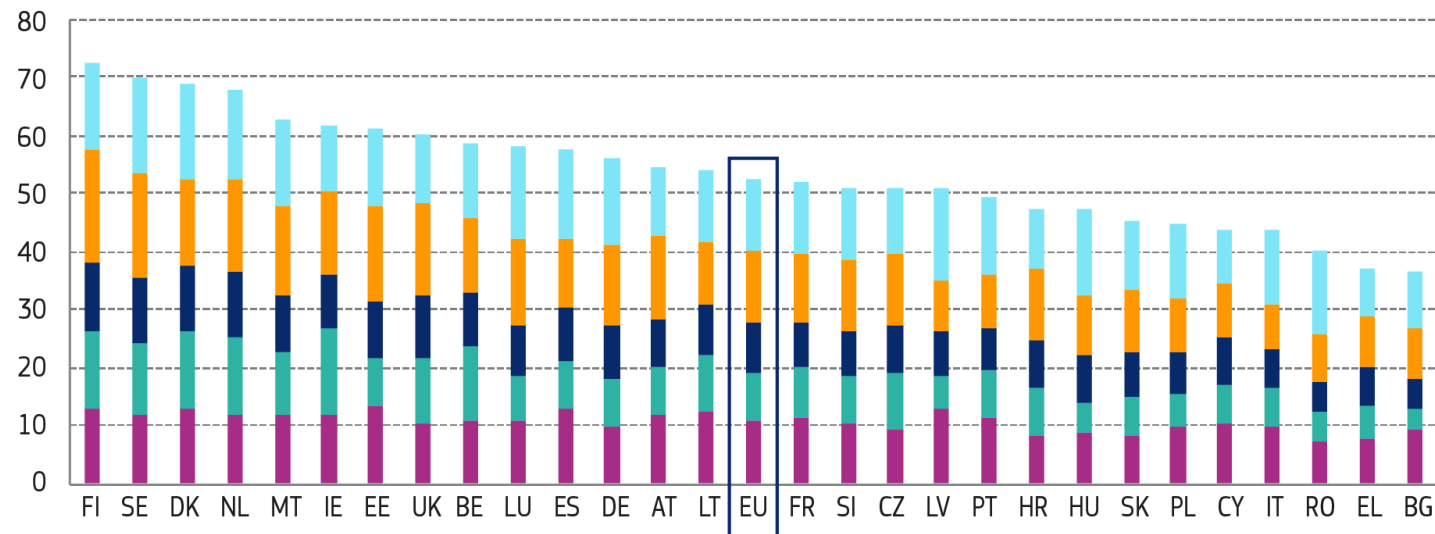
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The Digital Economy and Society Index 2020 of the EU: differences of digital transformation in Europe

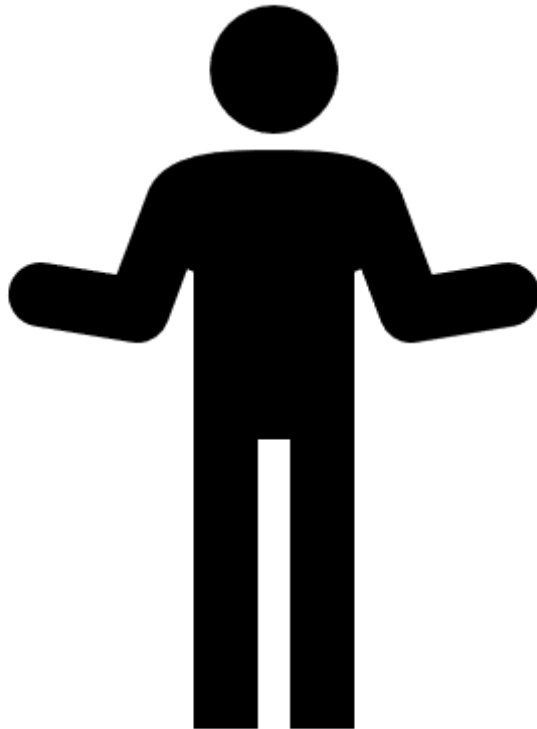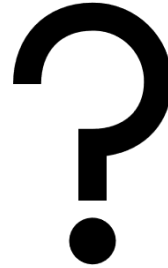**CONNECTIVITY** **HUMAN CAPITAL** **USE OF INTERNET SERVICES** **INTEGRATION OF DIGITAL TECHNOLOGY** **DIGITAL PUBLIC SERVICES**

Source: https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/desi-main_graph-page_0.png

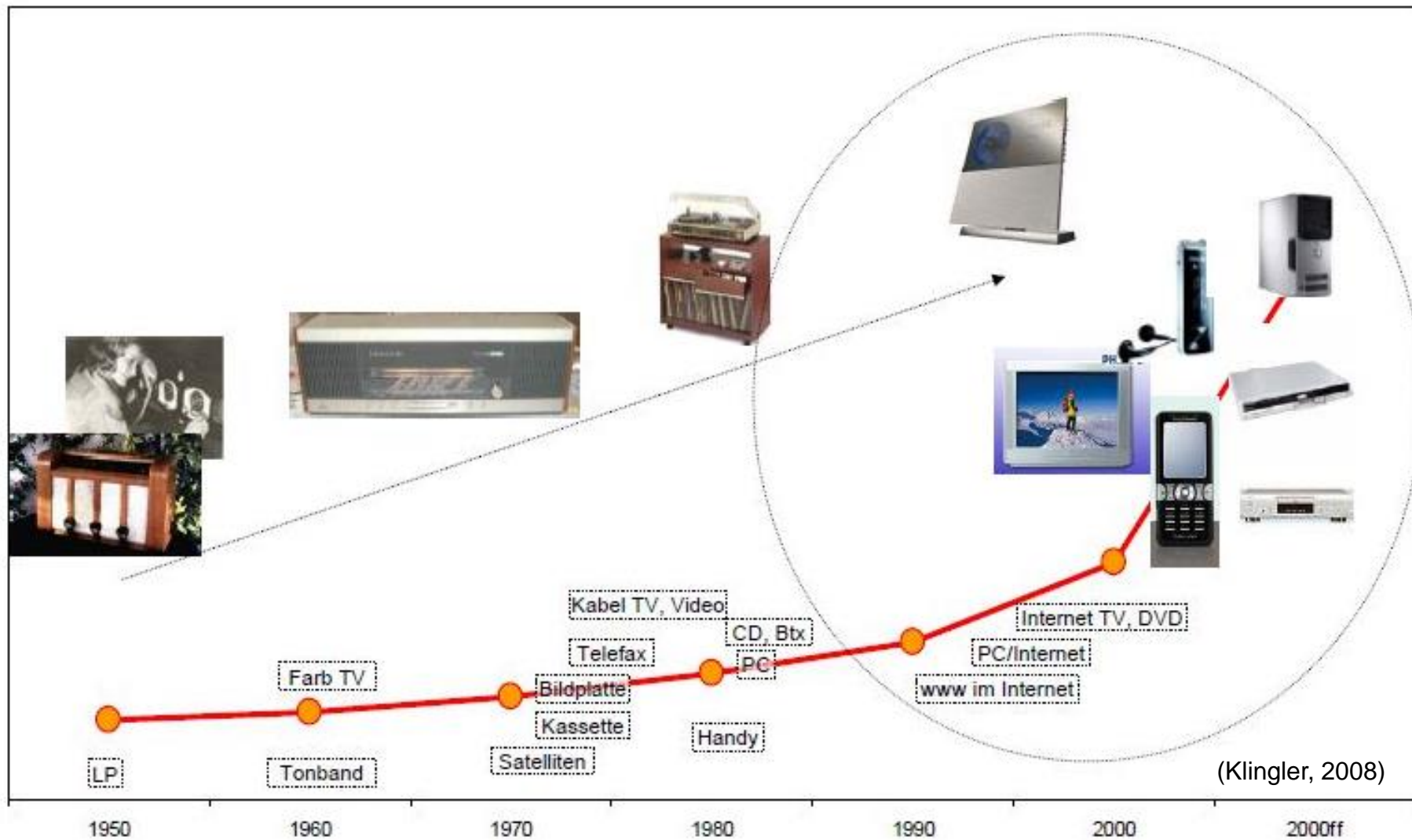ZAWiW

What does digitalization mean for older people?
How is the situation in the different countries?

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Older people today: heterogeneity in old age
Multiple generations, different life worlds

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Events in the media biography

Kabel TV, Video

CD, Btx

Telefax

PC

Farb TV

Bildplatte

Internet TV, DVD

PC/Internet

www im Internet

Kassette

Handy

LP

Satelliten

Tonband

(Klingler, 2008)

| 1950 | 1960 | 1970 | 1980 | 1990 | 2000 | 2000ff |

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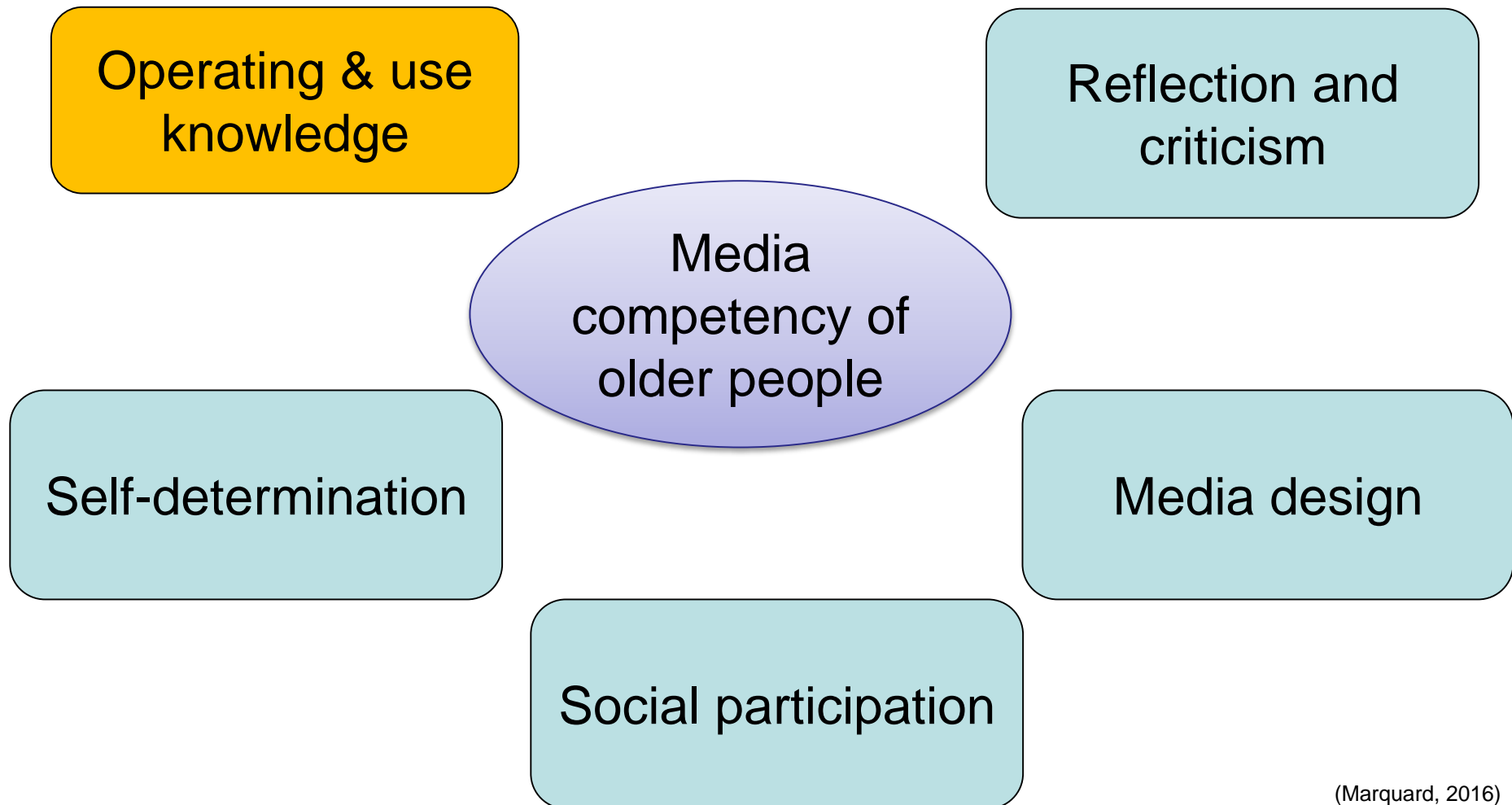uulm

Decision about technology between costs and benefits

✓ Sense and purpose

✓ Purchase costs
✓ Maintenance costs

✓ Technical functionality
✓ User friendliness

✓ Risks and dangers
✓ Privacy and data protection

✓ Need to learn sth. new
✓ Insecurity and frustration
✓ Giving up what has been
   learned

✓ Social meaning
✓ Social status (in danger)

Benefit

Costs

(Marquard, 2016)

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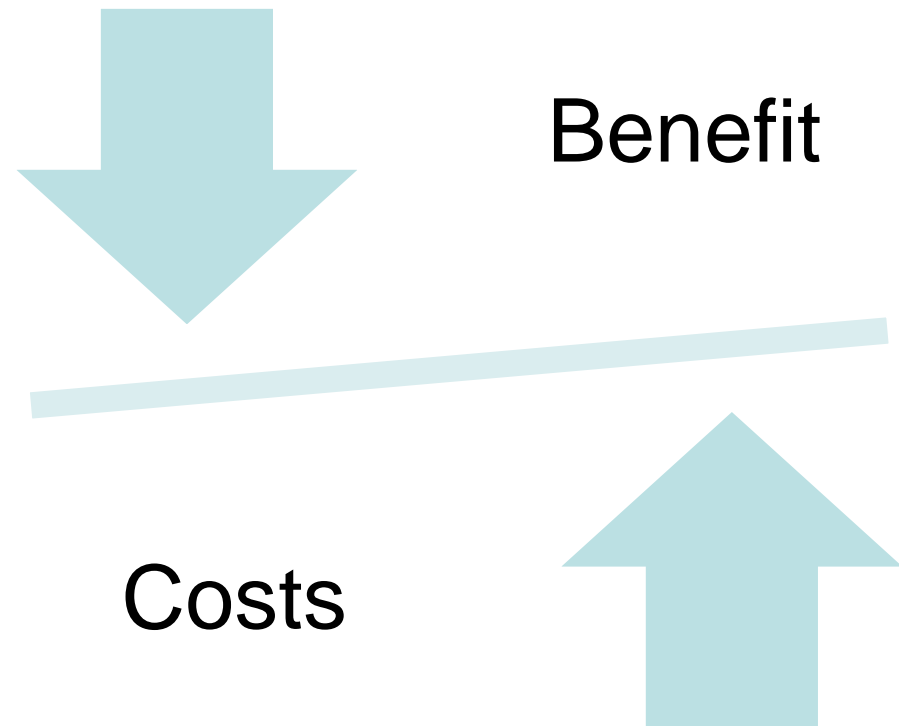
Strengthening media competency and digital literacy (of older people) as a process

Operating & use knowledge

Reflection and criticism

Media competency of older people

Self-determination

Media design

Social participation

(Marquard, 2016)

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Digitalization and digital transformation as design tasks

Older people also need to be involved in the question
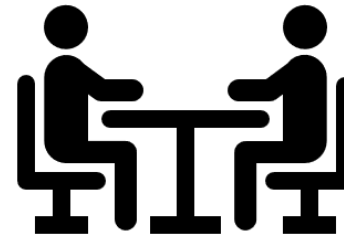of how we want a digital world!

They are not just users,
not just consumers

but also citizens,
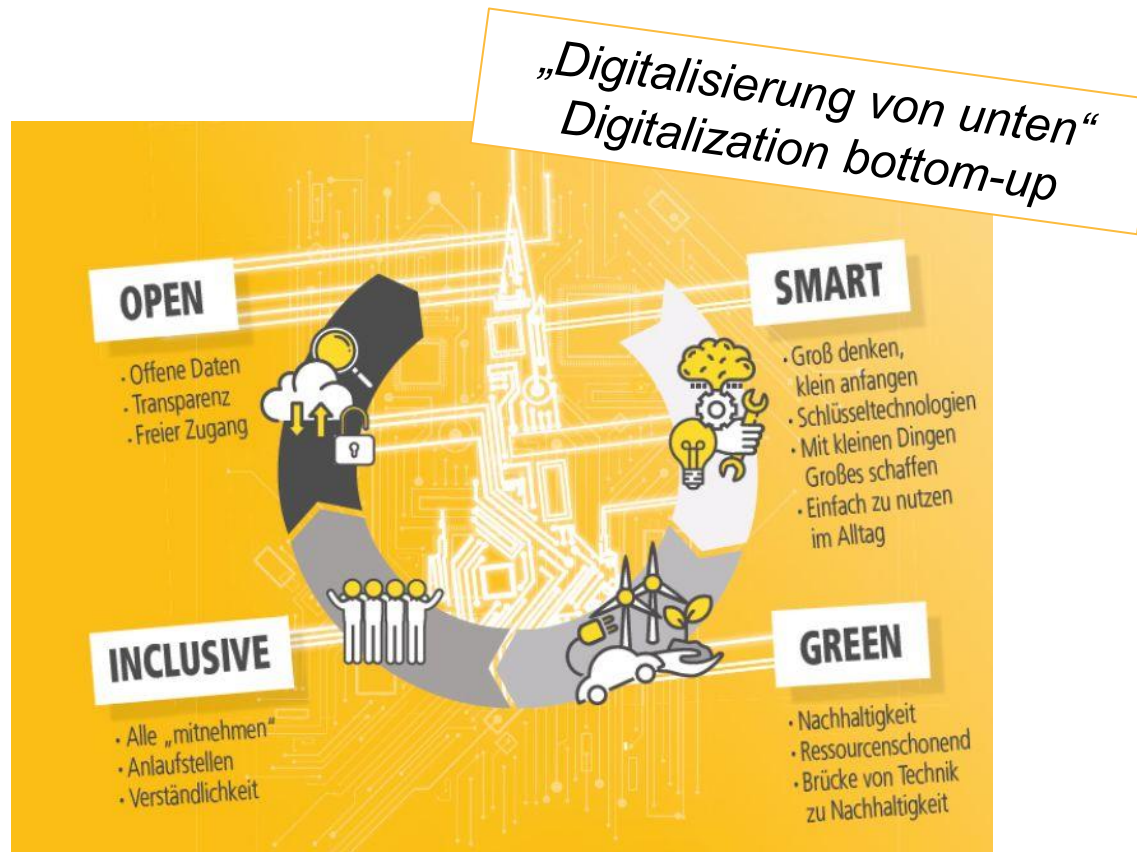who want to and can help shape our digital world

and whose rich life and work experience
should be integrated in the process of digital transformation!

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Good practice and Role models are needed!

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Digitalization & Digital Transformation on a local level

Example: „Zukunftsstadt" – City of the Future in Ulm

„Digitalisierung von unten"
Digitalization bottom-up

Zukunftsstadt

OPEN
· Offene Daten
· Transparenz
· Freier Zugang

SMART
· Groß denken, klein anfangen
· Schlüsseltechnologien
· Mit kleinen Dingen Großes schaffen
· Einfach zu nutzen im Alltag

INCLUSIVE
· Alle „mitnehmen"
· Anlaufstellen
· Verständlichkeit

GREEN
· Nachhaltigkeit
· Ressourcenschonend
· Brücke von Technik zu Nachhaltigkeit

Source: https://www.ulm.de/-/media/ulm/zda/bilder/zukunftsstadt/slogans_opensmartgreeninclusive.jpg

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**Key questions for lifelong learning
in the digital world**

How can we strengthen
digital literacy of older people?

How can older people contribute
to our digital world
that it would be also a better world?

Thanks a lot for your attention!

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(Photos: ZAWiW, ViLE, Internet goes Ländle)

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