



Zentrum für Allgemeine
Wissenschaftliche Weiterbildung
der Universität Ulm

Eine Abteilung des Department
für Geisteswissenschaften



(Fotos: ZAWiW, sihMobil)



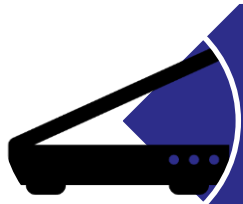
„Digital transformation – a challenge in later life? New developments and impact on older people and all generations”

Zukunftsstadt

Conference “Sharing beyond borders”

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

Digitization – Digitalization – Digital Transformation



Digitization

- Analog → digital format (data, information)



Digitalization

- Use of digitized data + digital technologies to simplify and improve processes & operations



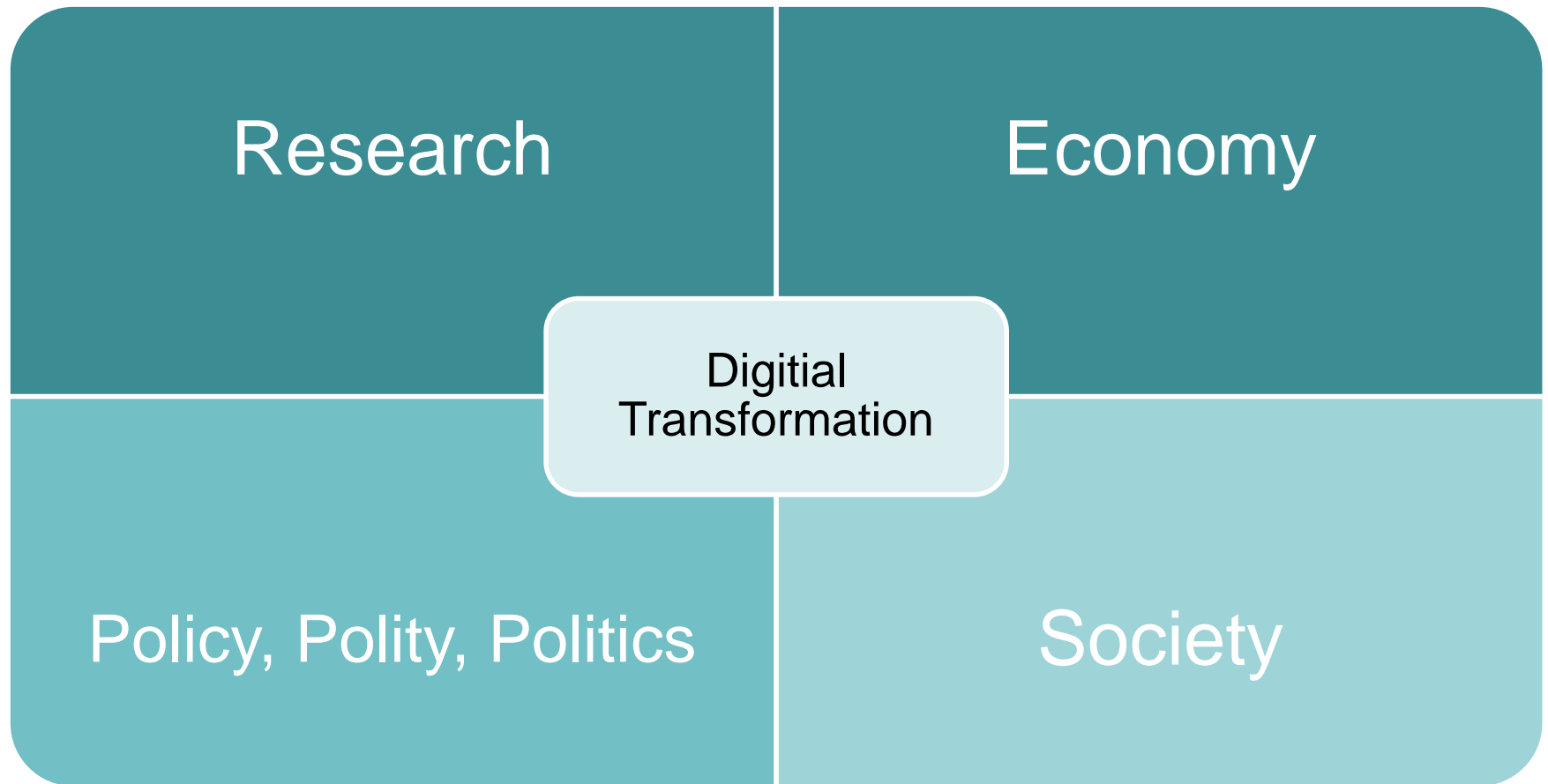
Digital Transformation

- Restructuring and changes (business, institutions, societies) on a system-level with and by people through the use of digital technologies

What is digitalization?

- Binary Code / Electronic Processing
- Connectivity
- Minimization of devices
- Mobility
- Sensors / Internet of Things (IoT)
- Artificial Intelligence (AI)

Driving forces of digital transformation



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



CONNECTIVITY



HUMAN CAPITAL



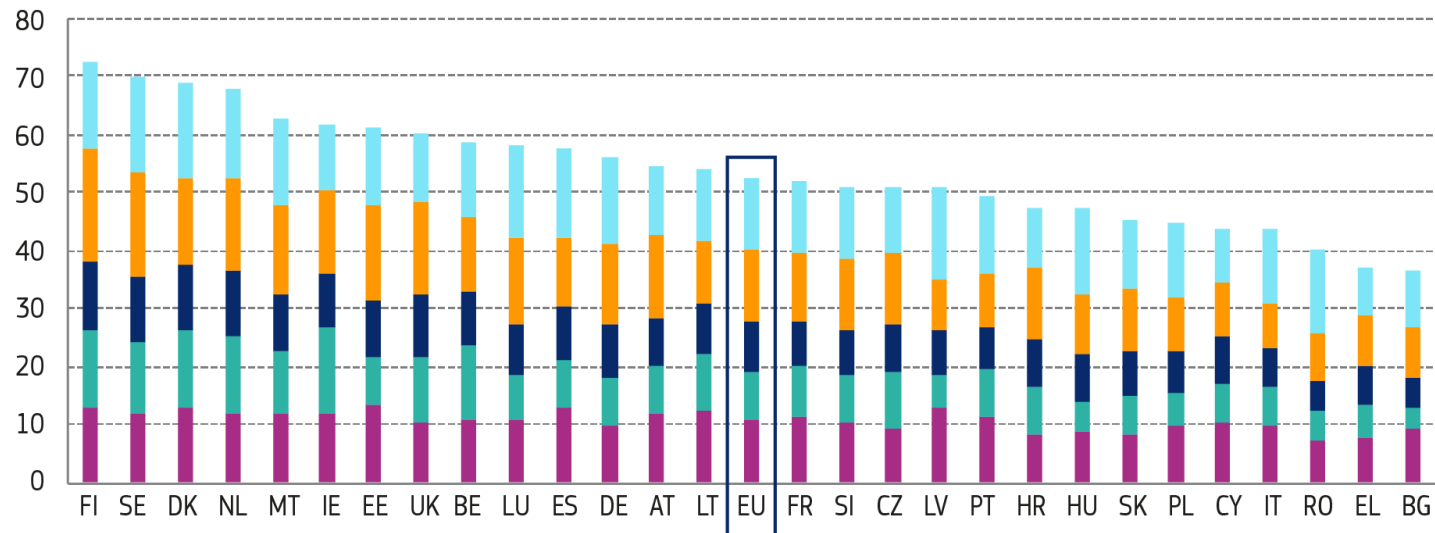
USE OF INTERNET
SERVICES



INTEGRATION OF
DIGITAL TECHNOLOGY

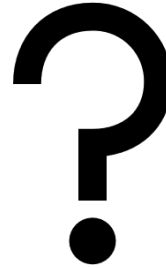
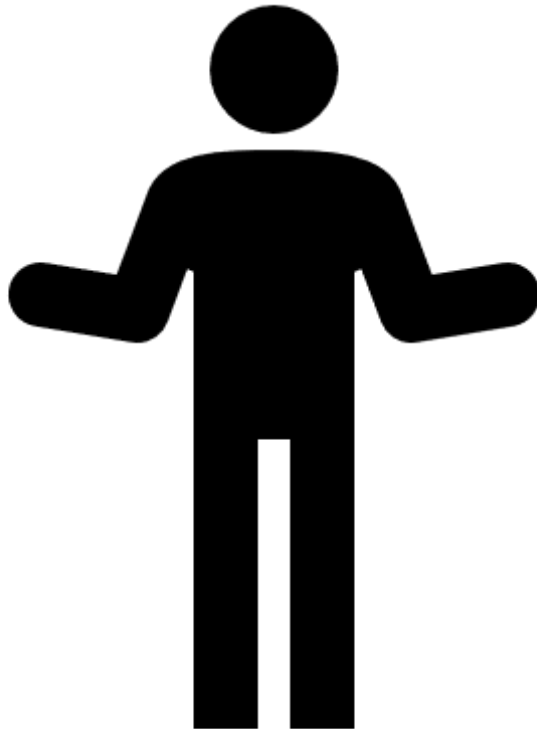


DIGITAL PUBLIC
SERVICES



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

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

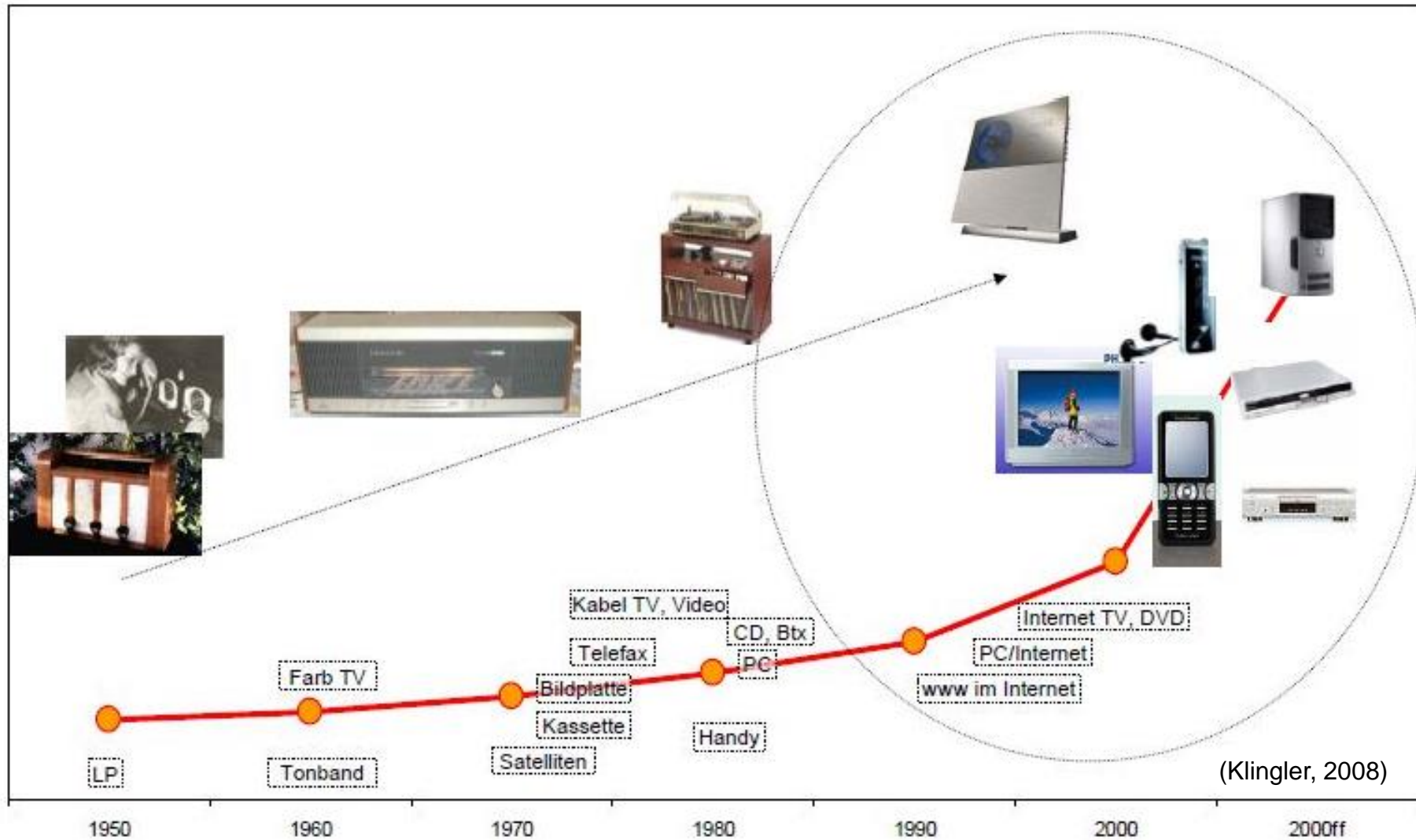


Older people today: heterogeneity in old age

Multiple generations, different life worlds



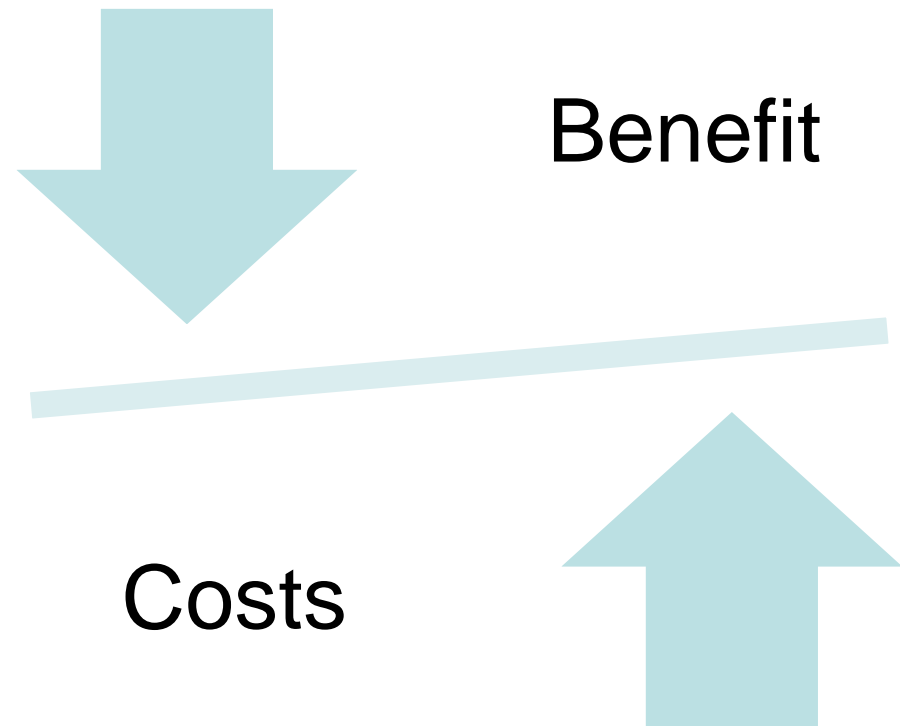
Events in the media biography



(Klingler, 2008)

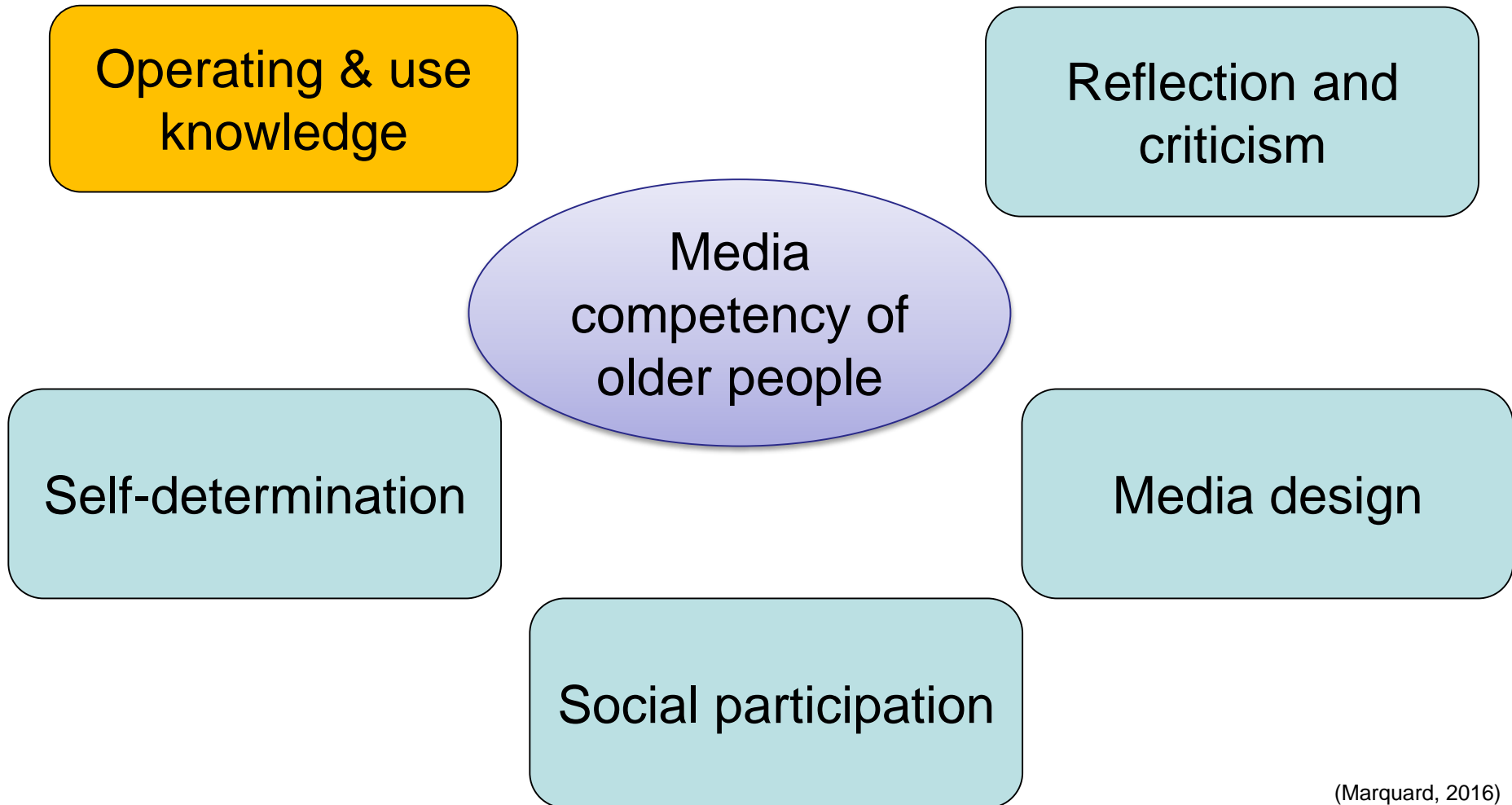
Decision about technology between costs and benefits

- ✓ 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)



(Marquard, 2016)

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



(Marquard, 2016)

Digitalization and digital transformation as design tasks

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

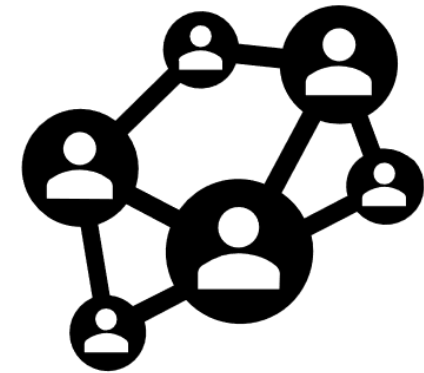
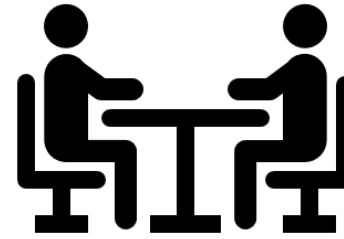
They are not just users,
not just consumers



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

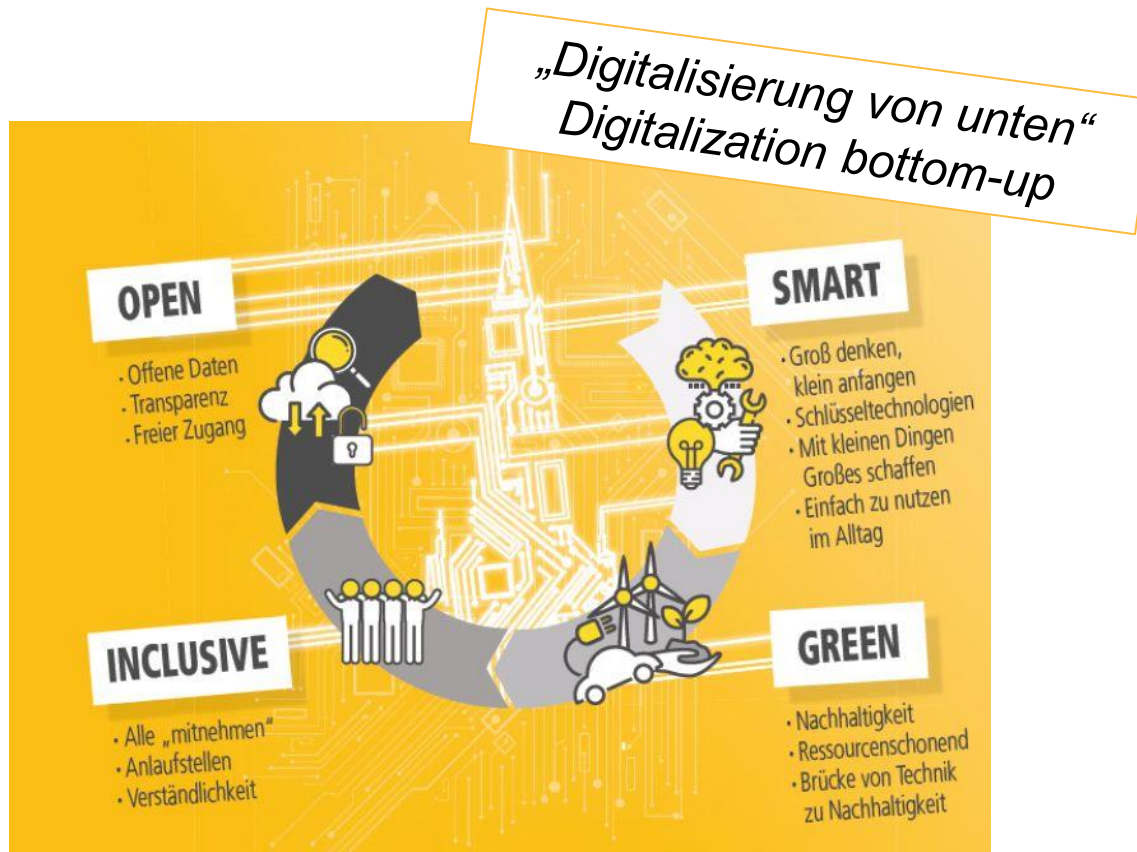
and whose rich life and work experience
should be integrated in the process of digital transformation!

Good practice and Role models are needed!



Digitalization & Digital Transformation on a local level

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



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

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!

References

- <https://thedigitalization.wordpress.com/2018/10/14/digital-in-business/>
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