

Do seniors need technological innovation?

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Aim

The aim of the study was to try to answer the question of whether seniors are interested in technological innovations and whether emerging technological innovations on the market are attractive to seniors.

Introduction

New technologies emerging on the market are aimed at a wide audience. They are designed to improve daily life, quality of life, safety and assistance. Seniors are a specific target group, varying in age, functional and cognitive ability and economic capacity. The problems of senior citizens challenge the development of technological innovations to improve their quality of life. Seniors may find it difficult to keep up with changes and innovations and some are excluded from using technological innovations. A number of factors will militate in favour of using technological innovations or not. According to the CSO, age and education are factors that determine, for example, computer use. Undoubtedly, the economic factor and the presence of a person to teach the use of technology becomes an important element. The exclusion of seniors from the possibility to use technology may lead to marginalisation in access to goods, services, where offers and information are often only provided via the Internet. When asked why they do not use technology, older people answer that they do not need to or cannot use it (1). This makes it necessary to promote and educate older people about new technologies in order to increase their care and independence and their quality of life. Many apps are developed with seniors in mind. They can remind seniors of medication, the need to move or to take a meal, locate them or allow them to call for help quickly, but this requires the purchase of a suitable device, a phone and, above all, teaching them how to use technology. Certainly, the younger the senior, the easier it is physically and cognitively to accept, learn, become familiar with and use the novelties. The ubiquity of new technologies makes it impossible for senior citizens to avoid them, but they also often consciously choose them because they allow them to stay in touch with their families (video calls, online meetings), for education, to combat loneliness, for medical advice or for shopping. An ageing society is a fact, as is the development of technology. This means that older people will be a significant part of the audience for technological innovations and education and promotion of technology should be aimed at them. The ability to function in everyday life with the use of technology is becoming a prerequisite for full participation in life in all its aspects (2, 3).

Key words

Key words: seniors, technological innovation

Conclusions

In the day-to-day functioning of older people, it is difficult not to notice various forms of support. These include health and safety, independence, communication, but also education and development. Not all older people will use new technologies, due to various reasons and obstacles. However, in this era of rapidly advancing technology, it is important to remember that the current generation of young and working-age people will learn to use innovations and, as seniors, the use of technology will become an everyday occurrence. Increasing the activity of senior citizens in various aspects: health, social, professional and civic through technology and innovation should be part of senior citizens' education and care (4).