



WORKerc

wireless R E R C

Overview

- Increasingly complex social and economic context of society can result in discrete, homogenous and non-inclusive communities
- Community is a key component of successful living
- **Technology presents both a barrier and an opportunity**
- **Social media facilitates and enhances opportunity** for engagement and community participation, especially when mobility is a problem
- Functional possibilities: **communities of interest, communities of researchers, awareness/outreach, coordination** (e.g twitter)
- **Policy** (articulation, instrumentation, and impact)

Background

- Social spaces, places, and networks and media
- **The context of technology (tech)**
 - Social capital and community
 - Tech as tool vs. tech per se
- **Aging of tech users (changing usability/accessibility/interfaces)**
 - Not just for the young, aging into, and with disability
 - Usability vs. accessibility
- **Shift from “Technology” to Use**
 - Social media, collaborative production, networking
 - Example - iPad (vanishes) into background
- 56% companies use SM for recruitment (SHRM 2011)

Community/Social Media

- Social spaces, places, and networks and media
 - New trends
 - Different applications of social constructs
 - Accessibility of social media/online communities
- Isolation, community, and engagement
 - UK survey: 36% men, 31% woman little local contact
 - Perceived lack of social support
 - Workplace a major source especially for men
- **Online usage**
 - 38% US adults > 65 online, 13% use SM (v. 61% all adults (Pew, 2010))
 - 54% of PWD use the internet, vs. 81% gen. pop (Pew, 2011)
 - SM use ranges from 52+% (Webaim 2010) to 65% (Wireless RERC 2011)

Approach/Methodology

- Focused specifically at the application of ICTs and operation of online communities
- 2 online social media platforms: Facebook and LinkedIn chosen based on user base/activity
- Search criteria: employment, disability and aging-focused online communities (groups)
- Facebook user base +/- 320M w/620M groups
- LinkedIn user base +/- 75M w/ 625K groups
- Search criteria: keywords + >10 members and English focused
- Groups must be focused in the respected fields regardless of keywords or tags
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Platform Characteristics

- Average Facebook user connected to 80 community pages, groups or events (2010 data)
- 150M Facebook users access mobile devices/month
- Facebook 55% female, 12% 50+, 53% college+
- LinkedIn 49% female, 32% 50+, 75% college+
- Changing demographics

Search Criteria

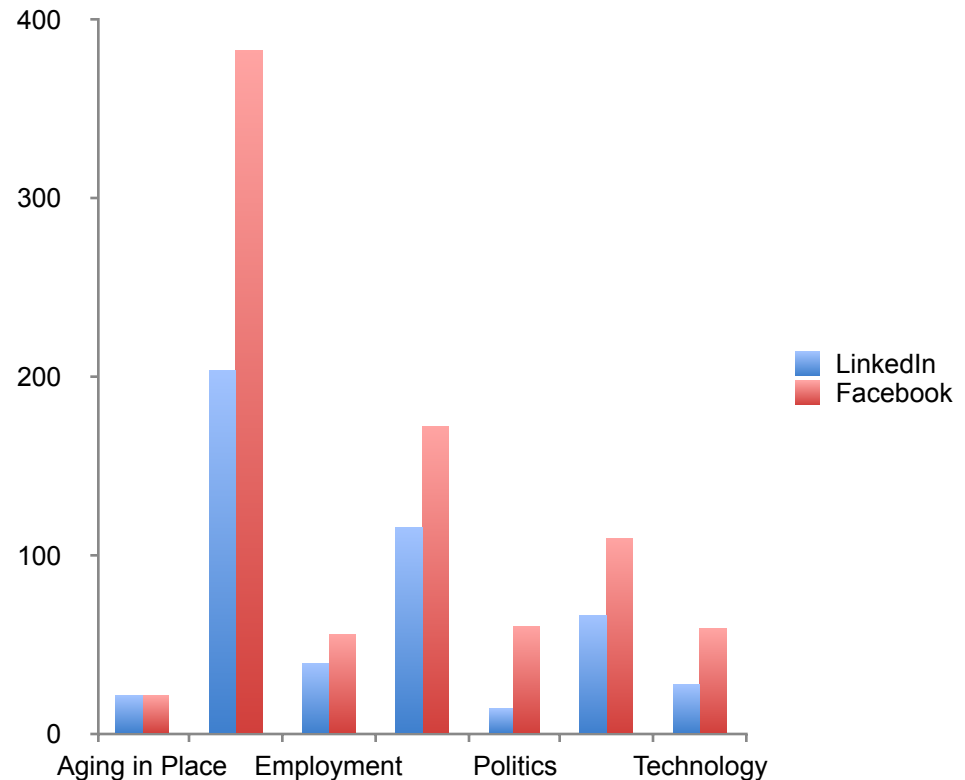
- Groups > 10 members
- Formal business/group (no individuals)
- Groups had to be focused in the areas in question

	LinkedIn	Facebook
Total hits (groups)	1836	9629
Total hits (valid groups)	493	865
Total hits (invalid)	1343	8764
% Valid hits	26.86%	9.98%

Methodology - Search Terms

Group categories:

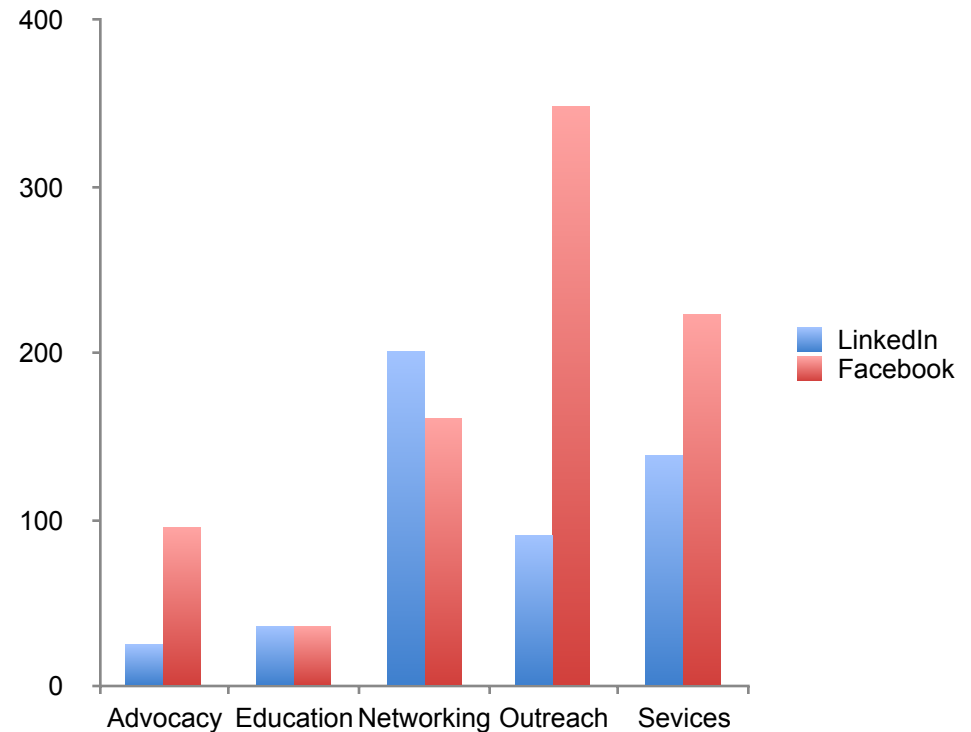
- Aging in Place
- Community Participation
- Employment
- Healthcare/Lifestyle
- Politics/Gov/Civic
- Professional/Business
- Technology



Methodology - Function

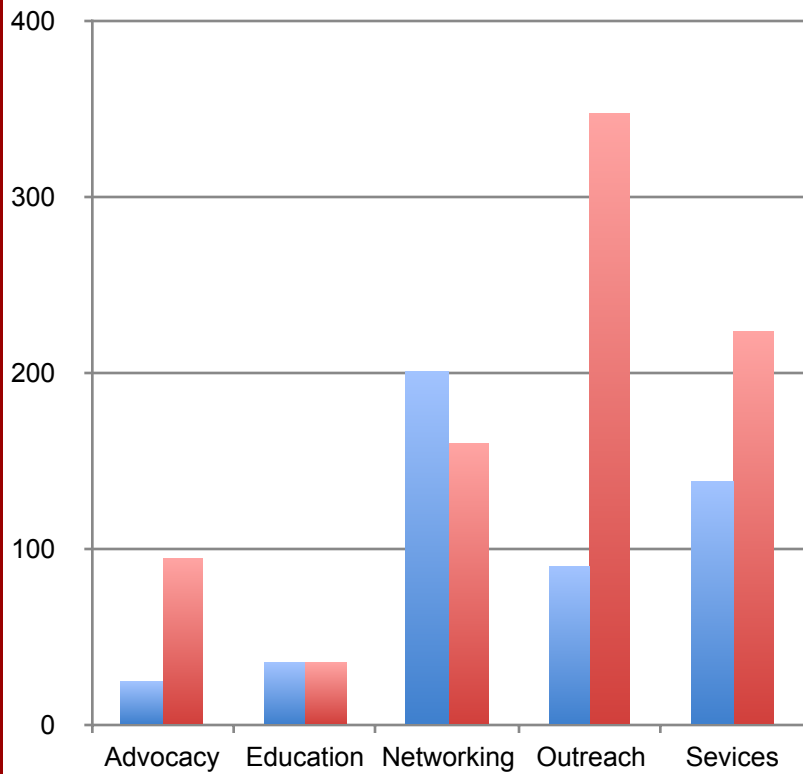
Group categories:

- Advocacy
- Education
- Networking
- Outreach
- Services



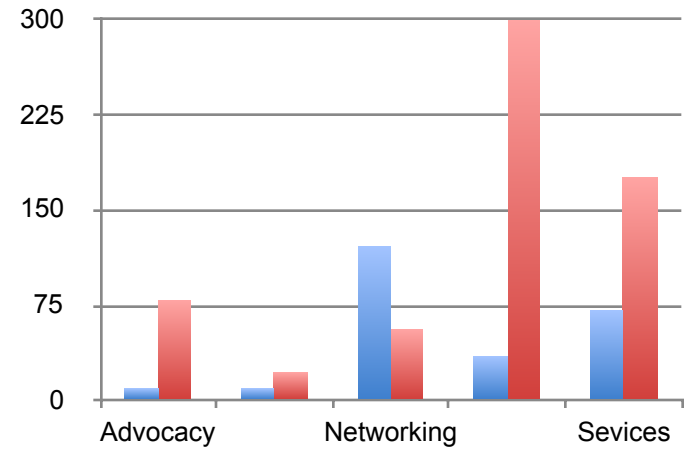
Data Analysis

Overall Group Analysis

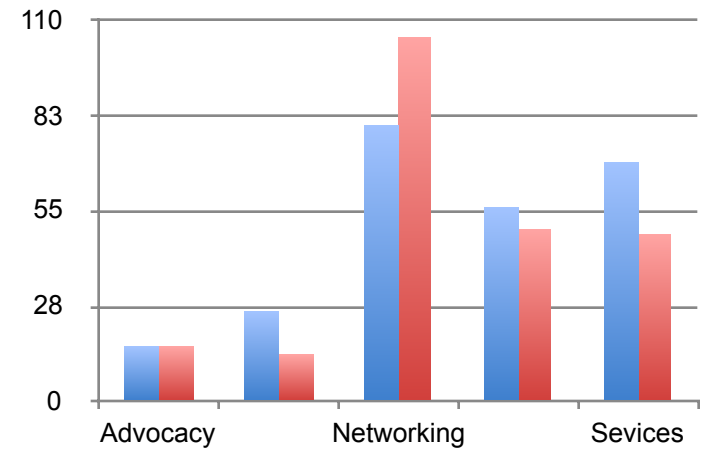


LinkedIn
Facebook

Aging Groups

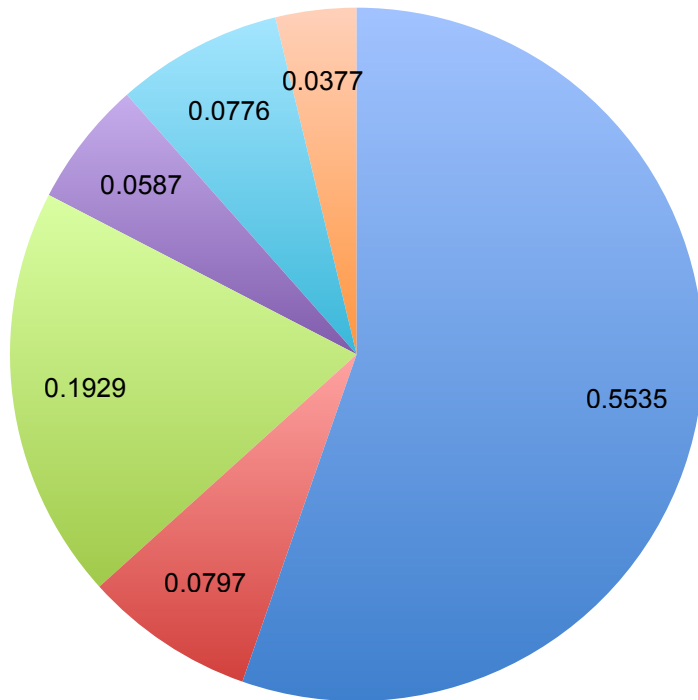


Disability Groups



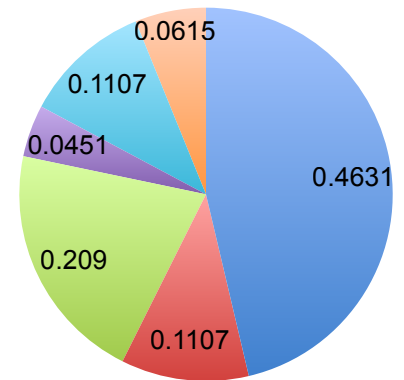
Data Analysis: Disability Groups

Disability Group Breakdown

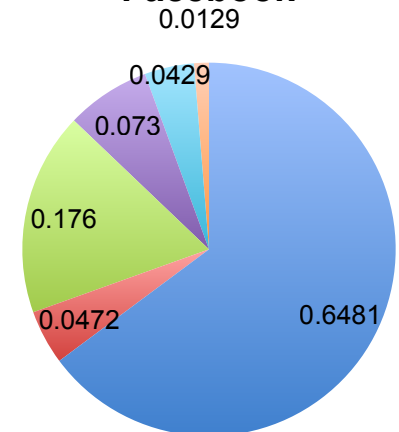


- Community
- Employment
- Healthcare
- Politics
- Professional
- Technology

LinkedIn

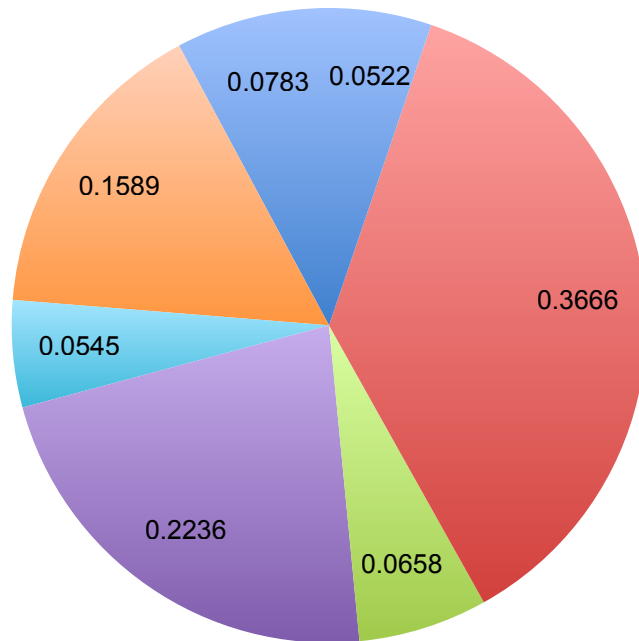


Facebook



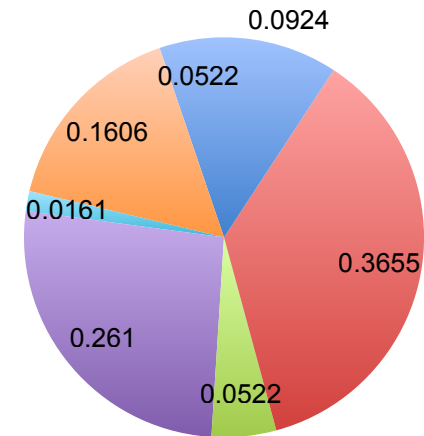
Data Analysis: Aging Groups

Aging Group Breakdown

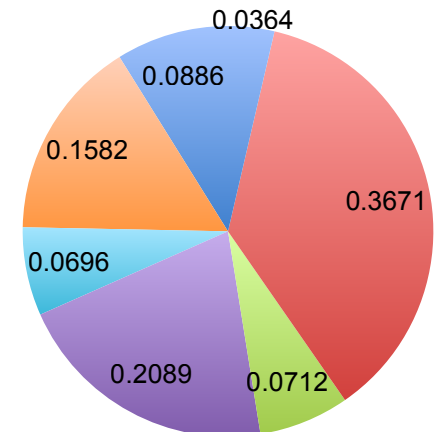


- Aging in Place
- Community
- Employment
- Healthcare
- Politics
- Professional
- Technology

LinkedIn



Facebook



Disability/Aging Groups: LinkedIn

- Groups varied in specific content
 - Focused on specific disabilities: Asperger's & Autism, LD
 - Geographic: King County, WA, USA employment services
- Disability focused - higher average participant rate
 - 134 members (specific) versus 128 members (general)
- A majority of the groups created in the last 24 months
- A majority of all aging groups were focused within the networking and outreach domains

Disability/Work Groups: Facebook

- Groups did not vary greatly in focus
 - Most focused on general tips/networking of jobseekers
 - 3 focused on a specific sub-group, (people with Aspberger's)
- Disability-focused Groups had lower participation
 - 88 members versus 312 members (Disability/general)
- Majority created in the last 24 months

Group Results

- Facebook groups typically community-focused
- LinkedIn groups typically business-focused
- Facebook had more active group participants than LinkedIn
- LinkedIn more groups than Facebook in the Aging category
- LinkedIn 3x more healthcare related groups than Facebook
- **Aging in place** more common than **employment/technology**
- **Aging** (0.029%) & **disability** (0.028%) of LinkedIn groups
- **Aging** (0.0001%) & **disability** (0.00003%) of Facebook groups

Conclusions

- Technology diffusion, technology as barrier and opportunity
- Usability/design considerations - designers need to understand user characteristics & context, and involve users in designing
- Community is a key to successful aging - SM as a facilitator
- Aspects: intra-community, awareness/outreach, researchers, advocates
- Role of policy also relates to barriers and opportunities
- Policy considerations include articulation of problem components: stakeholders, context, instruments (e.g. tech), resources
- Role of basic research to understand characteristics of target populations, may include participant driven research
- Policy as inquiry, engagement, awareness and education

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