MEDIA4LIFE

**Project E+ KA204
New Media 4 Lifelong
Learning**

**Brochure
Instructions and
testimonials**

In 2018 in the EU Member States, the highest rates of adult participation in learning were in Sweden (29.2 %), Finland (28.5 %) and Denmark (23.5 %).
In contrast, five Member States had participation rates below 5 %: Romania (0.9 %), Bulgaria (2.5 %), Croatia (2.9 %), Slovakia (4.0 %) and Greece (4.5 %).
Regarding Poland – 5.7 %, and only Slovenia is slightly below the average – 11.4 %.
Therefore, we see big need in providing more opportunities for adult participation and promoting lifelong learning.

The brochure contains:

Applications chosen by seniors covering different areas of life:

- social media
- games & entertainment
- hobby & leasure
- health & sport

Testimonials

1. SOCIAL MEDIA apps

FACEBOOK

MEANING

Facebook is defined as an online social networking website where people can create profiles, share information such as photos and quotes about themselves, and respond or link to the information posted by others.

WHY TO USE?
- To gain knowledge
- To connect with people
- To speak and connect with people from far away who is not in the dailylife
- To see pictures from another parts of world
- To meet new people with common interests respondents.

1. SOCIAL MEDIA apps

INSTAGRAM

<u>MEANING</u>

Instagram is a free photo and video sharing app available on iPhone and Android. People can upload photos or videos to our service and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram.

<u>WHY TO USE?</u>

- To watch the activities of people, frame into a picture and video
- To follow famous people for informing for new trends
- To see art and follow artist promoting their work
- To build communities having the same interest

1. SOCIAL MEDIA apps

WHATSAPP

MEANING

WhatsApp Messenger is a cross-platform instant messaging application that allows iPhone, Blackberry, Android, Windows Phone and Nokia smartphone users to exchange text, image, video and audio messages for free. WhatsApp is especially popular with end users who do not have unlimited text messaging. In addition to basic messaging, WhatsApp provides group chat and location sharing options.

WHY TO USE?
- To communicate easily and free with others
- To exchange videos & photos instantly and free
- To have video calls with others

YOUTUBE

<u>MEANING</u>

YouTube is a popular video sharing website where registered users can upload and share videos with anyone able to access the site. These videos can also be embedded and shared on other sites.

<u>WHY TO USE?</u>
- To watch videos:
  - documentaries,
  - films,
  - music,
  - live broadcast,
  - from TV videos

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1. SOCIAL MEDIA apps

PINTEREST

MEANING

Pinterest is a social curation website for sharing and categorizing images found online. The site is described in its own content as a visual bookmarking site. Pinterest is a portmanteau of the words "pin" and "interest."

WHY TO USE?
- To follow fashion
- To see recipes
- To see proposal of interior design
- To see celebrities' frames

2. HOBBY & LEASURE apps

Elderly people have a lot of free time and one of the ways to fully fill their days is to have a hobby or hobbies.

The internet offers countless opportunities to practice a hobby whether it is for beginners or advanced ones.

The hobby is an opportunity for getting to know new acquaintances and contacts in a useful way and keeps the elderly in condition.

We offer 5 interesting applications listed below.

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2. HOBBY & LEASURE apps

COOKPAD: FIND & SHARE RECIPES

Bored of cooking the same thing week in, week out?
Looking for new variations on your family's favourite dishes?
Want tasty, everyday ways to use up the ingredients in your fridge?

SURVIVAL KIT

Should you be able to survive in emergency situations?
Lost who knows where? Without food and water?
Do you know the ground rules to survive: what to do and what not to do/ avoid?
Can you build a shelter or light a fire without traditional means?
Do you know the necessary procedures to signal yr presence ?

2. HOBBY & LEASURE apps

GARDEN MANAGER : PLANT ALARM

'Garden Manager' app is an essential gardening tool.

Save time with various gardening alarms.

Why don't you try making a vegetable garden and planting lettuce, peppers or other vegetables? You can keep track of their growing progress and share it via Facebook or Twitter.

FISHING POINTS - FISHING APP

All-in-one fishing app, that already connects more than 6 million anglers worldwide.

Plan your fishing trip, know where and when to go fishing. Explore our detailed fishing forecasts to find the best fishing times for your desired location. This is provided through fishing tides, moon phases, marine forecasts, fishing weather forecasts with current

COLORFY: COLORING BOOK GAMES

Colorfy is a art and coloring game designed to help you kill time, relax your mind, and have fun. The coloring game comes in the form of a painting book with several designs to choose from. You will find complex and simple art such as mandalas, animals, patterns, and florals in the coloring book.

We made this game to help you relax and reduce everyday stress that can make people feel depressed, upset, and unproductive. Science has proven the benefits of coloring. It makes people happy, helps them overcome stress, and also brings out their creativity

3. GAMES & ENTERTAINMENT apps

Older people face increasing challenges in the field of new technologies. Digitisation affects everyday life, without it, good everyday life is almost impossible.

Smartphones are a prerequisite for the use of various applications that offer access to the digital system of the modern world. Some applications are necessary for equal access to public services. The ability of the elderly to use smartphones and apps is a necessity.

One area that brings a lot of joy and fun and we maintain a softening of vitality by making apps for different games and entertainment.

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3. GAMES & ENTERTAINMENT apps

SHAZAM

We often hear a song that touches us, but we don't know or remember the title. The app recognizes the title of the song and artist, stores it in memory and can be listened to at any time later.

GOOGLE TRANSLATE

translates written and oral texts into foreign language and vice versa, including through a skep and camera.

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3. GAMES & ENTERTAINMENT apps

FARMING SIMULATOR

With her help, we play farmer and we work the land virtually.

SOLITAIRE

Solitaire is a form game of cards by color and value. You can play alone or with a partner.

SPOTIFY

It allows us to choose our beloved from a multitude of tracks and performers and save them for later listening.

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4. HEALTH & SPORT apps

Sports and health applications are extremely important to the seniors.

They motivate, allow you to increase activity and teach you how to use new technologies, which brings us closer to living with young people.

4. HEALTH & SPORT apps

ZDROWIE (HEALTH)

It shows activity during the day, week, month and year; shows gait asymmetry; does electrocardiograms; measures blood oxygen level, gives you all data on sleep, health trends; counts steps, minutes of exercise,
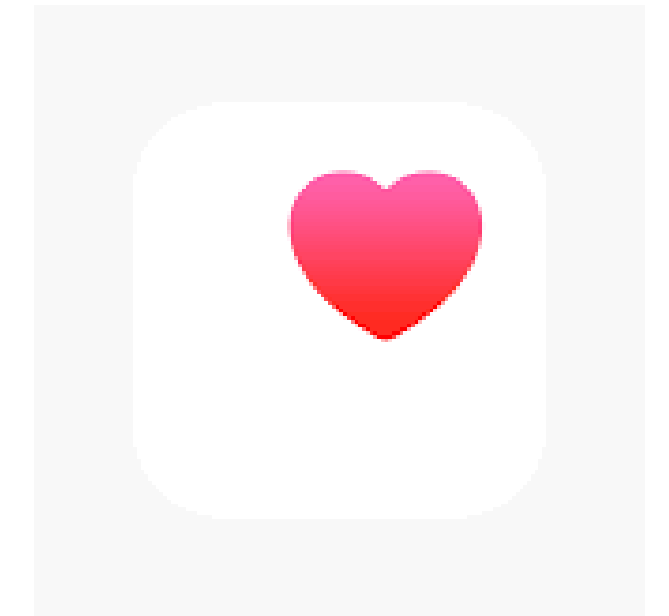
BIKEOMETER

It includes a bicycle GPS with statistics of your cycling trips, additionally it informs you about calories burned, your life parameters and trends with the history of your trips.

4. HEALTH & SPORT apps

STEP METER STEP COUNTER

The application inspires you to go hiking and increase distances. It measures steps, km, calories burned and hiking time.

HEALTHY SHOPPING (ZDROWE ZAKUPY)

The application allows you to scan the product code to find out the composition and quality of the product. It allows you to choose the healthiest food.

KNOWN DOCTOR (ZNANY LEKARZ)

The application allows you to scan the product code to find out the composition and quality of the product. It allows you to choose the healthiest food.

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5. PERSONAL DEVELOPMENT apps

Developing yourself, your passions and opportunities should be a priority for every human being, no matter what life situation he or she is in at the moment.

FOREIGN LANGUAGE LEARNING - duolingo

An application in the form of an English language learning game, which is already used by over 300 million users. 7 million words were created by learners. Learning with Duolingo is very interesting. You earn points for correct answers, complete tasks on time and accumulate experience points. Small lessons are effective for different levels of learners (beginner, intermediate and advanced). The application contains over 3 million English sentences with many possible translations into Polish, Czech, Greek, Spanish, German, French, Portuguese, Hindi, Dutch, Indonesian, Italian, Hungarian, Romanian, Russian, Thai, Turkish, Ukrainian, Japanese, Arabic, Korean and Vietnamese.

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5. PERSONAL DEVELOPMENT apps

DEVELOPING PASSION - coach.me

Get started with the habit tracking. Then add in community support and private coaching for the ultimate support system for your goals.

Every aspect of our app and community is focused on helping you achieve mastery. From day one, we show you your progress, celebrate your milestones, and answer your questions.

deetox.com

No matter where you are, everything can be done at home or on the go. He sets daily tasks such as doing 20 push-ups, watering flowers. It helps with calming down and breathing. You can do #challenge in the amount of boards made.

5. PERSONAL DEVELOPMENT apps

SeniorApp

SeniorApp is a free, nationwide platform, created for all people in need of help and their families, looking for support in care and matters of everyday life, as well as for those who want to offer help.

This place is just for you, so check how easy and safe it is to get support.

audioteka

An app that includes over 8,000 audiobook, audio series and podcast titles. The loudest world premieres, super-productions made on a grand scale.
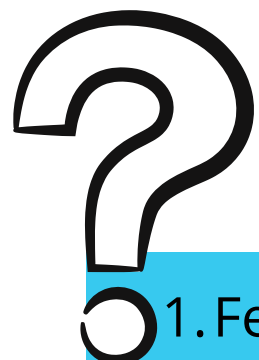
Easy to use, works offline. We especially recommend seniors with poor vision, because You can listen, don't have to read.

What are the barriers of eldery people to use digital tools and platforms? How do you think they could overcome them?

1. Fear of a new device, no English skills, no knowledge of the computer language.
2. Not everywhere Internet is available.
3. Fear of viruses.
4. Practical education for seniors in small groups.
5. People-to-people contacts as part of this education.
6. Exchange problems and possible solutions among seniors and between youngsters and seniors.
7. The basic fear of using new technologies by Seniors results from the fear of damaging equipment, which in the opinion of Seniors is "valuable", they are afraid of destroying it. Another factor is the lack of knowledge of specific vocabulary and terminology. These factors most often stem from a lack of knowledge about how digital skills can make life easier.
8. Lack of sufficient knowledge is a major barrier for adults to use digital tools and platforms.
9. They could overcome the barrier through proper training.
10. Familiarity with new technology computers and mobile phones is the first obstacle that an elderly person encounters in order to start using the applications;
11. The jargon the apps have is difficult for most older people to understand;
12. The financial is another obstacle for big people to invest in Smartphone computers.

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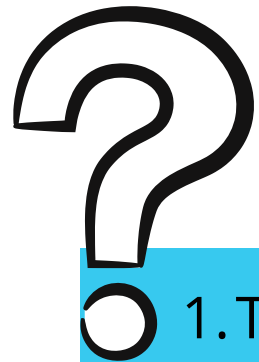
How do you think adults could get closer with the new medias and technologies?

1. Through education, educational meetings and intergenerational integration.
2. Elderly people should be more open and active.
3. In order to teach Seniors to use modern technologies, they should first of all be equipped with the necessary equipment, e.g. a smartphone, tablet, computer. Without access to equipment, they cannot get to know it and thus learn. When it comes to using new media, first of all, seniors should be shown the possibilities and benefits of modern communicators, e.g. bringing them closer to their family, friends, even in such difficult times as a pandemic covid.
4. Adults could become more familiar with new media technologies through appropriate training as well as an exchange of information among themselves.
5. Adults could get closer to new media and technology by participating in training seminars
6. Another way that could help adults to get closer to the new media for technology would be to subsidize each state for the acquisition of tablet computers
7. Finally another way would be to train the younger people who are close to the elderly to teach them how to use the technology

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What should be the role of youngsters to help eldery people's digital integration?

1. It is important to animate intergenerational cooperation based on the strengths of each generation at the local government level. Encouraging young people to organize IT workshops in senior clubs as part of, for example, school volunteering.
2. Someone should convince them, that it's not so difficult and it's a role for younger people. They should be patient, explain all misunderstandings, translate the computer language, which is quite complicated for us.
3. Young people would have a significant role to play regarding the digital integration of adults.
4. They can take time to explain basic knowledge about this subject to their elderly relatives.Volunteers can also get involved in teaching the adults.
5. The role of the young people in this case would be to educate themselves How they can transfer his knowledge to the elderly
6. The integration of the elderly with technology could be done with the patience and perseverance of the young towards the elderly who will enter the process of learning
7. Finally and most important role of young people Against the familiarization of the elderly is to explain to these people how useful technology is in their daily lives
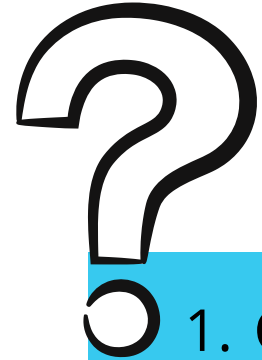
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6. INTERVIEWS

To what extend do you believe the states should provide trainings to improve the digital skills of adult people? Why this is important and what could be the benefits?

1. Create IT emergency points for seniors, where we can find solutions for our problems.
2. Thanks to intergenerational trainings and meetings, seniors prolong their youth, can participate in social life to the end of their lives, could be independent for longer, and open to the mother's world.
3. In the social development strategy, at the state level, IT education and the fight against digital exclusion should be considered as a priority in order to provide funds in grant programs for this purpose. Governments should support international cooperation between more and less developed countries in the field of new technologies. To financially support organizations dealing with reducing the digital exclusion of Seniors.
4. Training courses for adults could be organized periodically, lasting for example 1 day.
5. Information about these courses should be displayed in places frequently visited by adults, such as post offices and public transport.
6. States must largely Provide the possibility of educating adults in technology and new media because as the Pandemic has proven without technology we would not be able to have contact with our own people

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To what extend do you believe the states should provide trainings to improve the digital skills of adult people? Why this is important and what could be the benefits?

7. The benefits through this education will be so important for adults that they could in their daily life explore other possibilities that technology offers them nowadays

8. The degree of education of adults by the states must be high because this way the bureaucracy will now be overcome

9. this will result in: the benefit of the citizens will be the suffering, the benefit of the states will be the productivity

10. In the beginning for me the smart phone was just a phone

11. and when I started using it I felt that it is something very difficult but finally I succeeded and I think that I can do many more things in my daily life. I recommend all adults to be brave and buy a smart phone they will see that their daily life will change for the better without many difficulties that they think they will find

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Testimonials

At the beginning, the smartphone was for me ...
It is impossible and it is not known with one known function: pick up the handset, hang up the handset
And when I started using it, I felt like ... **a baby**
I recommend all adults to be brave and .... **not to give up learning about new technologies**

In the beginning for me the smart phone was **just a phone** and when I started using it I felt **that it is something very difficult but finally I succeeded and I think that I can do many more things in my daily life.** I recommend all adults to be brave and **buy a smart phone they will see that their daily life will change for the better without many difficulties that they think they will find**

At the beginning for me the smart phone was **a means of connecting with my loved ones like a telephone**. And when I start using it, I felt like **a person who has learned to ride a bike for the first time, i felt freedom.**
I recommend all adult people to be brave and **curious about everything they do not know.**

At the beginning, the smartphone was a **mystery to me**. And when I started using it, I felt like **a young God**.
I recommend all adult people to be brave and.... **fearlessly use and play with 21st century technology available to everyone.**

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Thank You

Project partners

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