

# One Digital

## Learning from Phase 2 of the Age UK Project

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# BACKGROUND

WHAT IS ONE DIGITAL?





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- Big Lottery-funded venture led by a partnership of Digital Unite, Affinity Sutton, AbilityNet, SCVO, Age UK and Citizens Online
  - Each partner delivered specific projects, though the use 'trusted intermediaries' to promote and deliver basic digital skills to end beneficiaries
  - Programme based on assumption that empowering, supporting and inspiring trusted intermediaries to be Digital Champions is a highly effective and sustainable way of delivering digital skills.
  - More information about the overall programme is presented at [www.digitalchampionsnetwork.com/one-digital-programme](http://www.digitalchampionsnetwork.com/one-digital-programme)
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# BACKGROUND

**WHAT IS THE AGE UK ONE DIGITAL PROJECT?**



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- **Aim:** understand if Digital Champions are an effective approach to motivate older people and equip them with the skills and confidence to safely use digital technology
  - **Two partners:** Age UK Leicester Shire & Rutland and Age UK Oxfordshire



- **Digital Champion:** Individual who is a registered member of the Digital Champions Network, has undertaken the required online courses, and volunteers to engage, support and encourage older people to develop their digital skills and confidence.

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# BACKGROUND

**WHAT IS PHASE 2 OF THE PROJECT?**



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- **Phase 2** of the Age UK project was a continuation of Phase 1 with Age UK Leicester Shire & Rutland and Age UK Oxfordshire delivering for a further six months between December 2016 and June 2017



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# AIM OF EVALUATION?



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- **Aim:** the aim of the evaluation for Phase 2 of Age UK's One Digital Project was to understand the motivations and experiences of Digital Champions and the experiences and usefulness of the learning to older people attending sessions
  - **Method:** a sample of Digital Champions participated in a focus group, with one focus group held for Digital Champions at Age UK Leicester Shire & Rutland (led by the Age UK One Digital project manager) and one for Digital Champions at Age UK Oxfordshire (led by the researcher). A sample of 9 older people were interviewed over the phone by the Age UK One Digital project team. Sampling methods were not used and focus groups and interviews were not recorded. All conclusions are based on notes taken at the time of the focus groups and interviews
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# ACHIEVEMENT

## THE NUMBERS





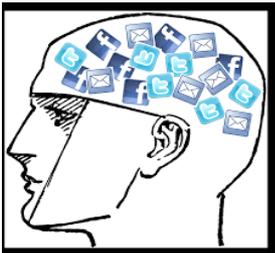
18 intermediary organisations engaged



32 Digital Champions recruited & trained



3858 older people reached by Digital Champions  
to promote benefits of digital technology



363 older people attended one-off sessions

1124 older people attended regular sessions

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# LEARNING

OLDER PEOPLE



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- **Some existing knowledge:** older people had knowledge of and/or exposure to the use of digital equipment either in previous professional roles or in their personal environment. Many also had equipment ranging from laptops to tablets to smartphones
  - **Experience of support:** older people found the volunteers to be knowledgeable and approachable and enjoyed the sessions especially the 1:1 support
  - **Support received:** older people received support on a variety of tasks ranging from *searching on the internet, using emails, online shopping, instant messaging & use of social media (e.g. Facebook) and using new operating system (e.g. Windows 10)*
  - **Overall impact:** older people gained new skills and knowledge but it remains unclear from the available information collected what difference it made beyond the sessions into their everyday lives
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# LEARNING

## DIGITAL CHAMPIONS



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- **The why:** People became Digital Champions to (i) give back to the community; (ii) provide structure to their retirement and occupy their time; and (iii) continue to use their skill & knowledge and build on it
  - **The reward:** People who were Digital Champions found the experience to be fun, rewarding, worthwhile, inspirational, confidence building
  - **The support:** Digital Champions enjoyed the freedom to pick and choose which sessions to attend and indicated someone to direct the activities is essential to improve the experience and successful of the volunteering opportunity. Concern was raised about visiting older people at home to teach them digital skills as they felt undertrained for other issues that they may find and worried that they would be expected to go beyond their chosen role of digital training support
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# WHAT NEXT

**RECOMMENDATIONS FOR FUTURE LEARNING**



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- Phase 2 of the Age UK One Digital project has generated some information that helps begin to understand the following:
    - what motivates older people to wish to learn or further develop digital skills?
    - what motivates or prevents older people to continue to learn digital skills?
    - how do older people incorporate what they learn into everyday activity and what difference does it make?
    - what motivates Digital Champions to volunteer and continue to support older people? And what leads them to stop continuing to volunteer?
  - Further research is required using appropriate & effective research techniques, formal sampling methods, and recordings & transcriptions enabling use of qualitative analytical methods to derive findings & narratives
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# APPENDIX

## LEARNING FROM AGE UK BRIGHTON & HOVE INVOLVEMENT



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- Phase 2 of the Age UK One Digital project included an additional element beyond the continuation phase. Age UK Brighton & Hove were asked to test the interest generated from existing staff members asking older people who they regularly visited at home for other reasons about their digital skills and willingness to learn more
  - Staff were asked to record responses on a Digital Resource Sheet – a survey – and from 12 responses the findings showed:
    - 9 out of the 12 older people does use the internet at least once a fortnight
    - the main reasons for not using the internet were not being able to afford the equipment needed, having a disability that makes it difficult to use and a lack of confidence or knowledge or concern being scammed
    - 3 out of the 9 older people not using the internet indicated that they would like to learn to be able to use the internet, with 2 out of the 9 indicating they may be interested
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