DIGITAL INCLUSION
OF MARGINALIZED SENIORS

Linda Crosby
Megan Anderson
Donna Sevenpifer
WHY THIS TOPIC?

- Mutual interest in digital inclusion
- Large body of information about seniors as a homogenous group
- Little information when additional demographic factors are applied

WHY THESE GROUPS?

- Individual interests in each group based on previous work and life experiences
- Belief that there are fundamental differences between these specific groups that may cause further marginalization - and impact access to healthcare information
<table>
<thead>
<tr>
<th>RESEARCH QUESTION #1</th>
<th>RESEARCH QUESTION #2</th>
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<tbody>
<tr>
<td>Which factors most significantly impact a senior’s access to the Internet and other digital technologies when searching for health care information?</td>
<td>What factors most significantly impact the rates of digital literacy and adoption or uptake amongst seniors when looking for health care information?</td>
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<td>Do factors such as ethnicity, cultural beliefs, and geographic location impact this?</td>
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METHODOLOGY

01: PARTNERSHIPS

02: SURVEY ADMINISTRATION

03: DISCUSSION AND OBSERVATION

04: ANALYSIS

05: DISSEMINATION

06: FURTHER RESEARCH
LIMITATIONS

SAMPLE SIZE
Sample size less than anticipated
Affects validity of some conclusions

GENDER
Female respondents: ~77%
Female population in sample area: ~56%

PARTNERSHIPS
Inability to successfully partner with local Indigenous communities
Many seniors do not search for health information online.
Cost, connectivity and language are barriers.
Too much / too little trust in online information.
Gender and emotional labour.
RECOMMENDATIONS - AFFORDABILITY

- Consumer health information
- Subsidies
- Curated collection – open access
RECOMMENDATIONS - TRAINING

• Improved research skills
• Ability to evaluate information
• Pharmacists
RECOMMENDATIONS - ACCESSIBILITY

• Universal Design

• Website usability
• Additional factors to consider:
  
  health conditions  
educational background  
location of internet access  
length of time spent searching  

• Longitudinal study
We want to hear from you!

- What have been your experiences with this topic?
  - professional or personal

- What can your library do to help seniors access online health information? What can you do as a library employee?
  - Share your thoughts
Digital Inclusion of Marginalized Seniors:

Access to Health Care Information

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Access Full Report Here
THANKS!

Questions?

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