



# DIGITAL — INCLUSION

OF MARGINALIZED SENIORS

Linda Crosby  
Megan Anderson  
Donna Sevenpifer

## TABLE OF CONTENTS



01

BACKGROUND



02

METHODOLOGY



03

FINDINGS



04

RECOMMENDATIONS

## 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

## RESEARCH QUESTION #1

---

Which factors most significantly impact a senior's access to the Internet and other digital technologies when searching for health care information?

Do factors such as ethnicity, cultural beliefs, and geographic location impact this?

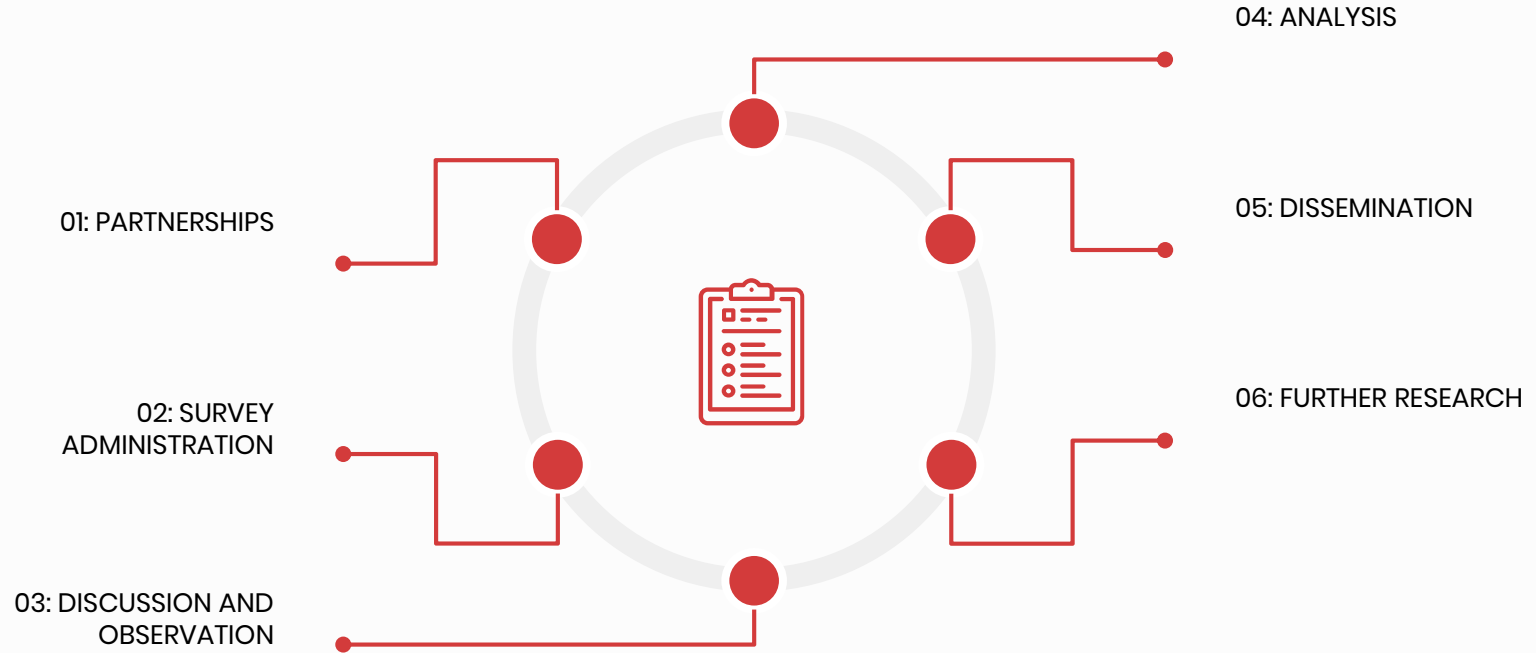
---

## RESEARCH QUESTION #2

What factors most significantly impact the rates of digital literacy and adoption or uptake amongst seniors when looking for health care information?

Do factors such as ethnicity, cultural beliefs, and geographic location impact this?

## METHODOLOGY



## LIMITATIONS

### SAMPLE SIZE



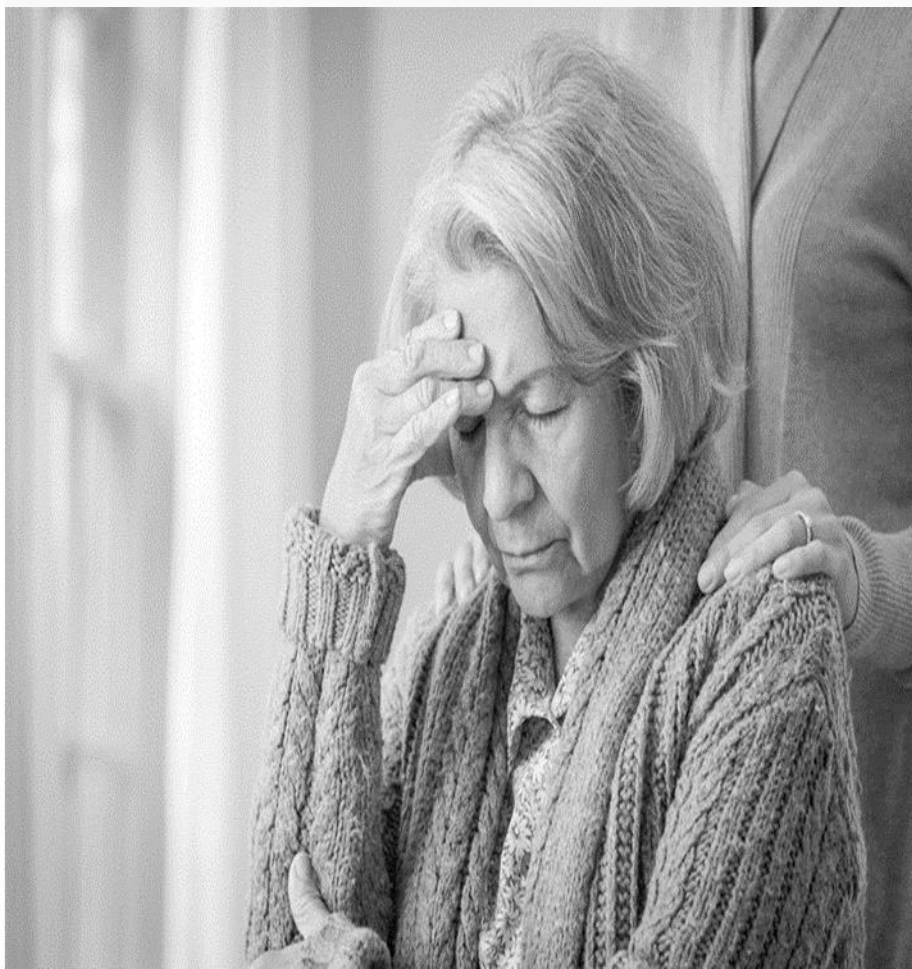
Female respondents:  
~77%  
Female population  
in sample area:  
~56%

### GENDER

### PARTNERSHIPS



- 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



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





- Improved research skills
- Ability to evaluate information
- Pharmacists



- 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

05.15.2018

---

Linda Crosby  
Megan Anderson  
Donna Sevenpifer

Fanshawe College  
1001 Fanshawe College Blvd  
London ON  
N6Y 5R6

[Access Full Report Here](#)



# THANKS!

Questions?

[lcrosby@fanshawec.ca](mailto:lcrosby@fanshawec.ca)

[manderson@fanshawec.ca](mailto:manderson@fanshawec.ca)

[d\\_sevenpifer@fanshawec.ca](mailto:d_sevenpifer@fanshawec.ca)

CREDITS: This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), and infographics & images by [Freepik](#).

Please keep this slide for attribution.