

## NEWSLETTER #1 –OCTOBER 2022

### **SENIORVLOG: INSPIRING AND EMPOWERING SENIORS TO BECOME VLOGGERS AND CONQUER THE INTERNET**

The Erasmus + project SeniorVlog aims at improving the lives of elderly people, by better preparing them to fully use the possibilities of the Internet and become more visible in social media. Creating the innovative SeniorVlog Training and Mentoring Program will offer a structured approach to equipping senior adult learners and at the same time Internet users with key digital competences and skills allowing them to become Vloggers visible in the Internet community just as senior citizens are more and more visible in our “real world” societies.

From June through October 2022, progress and first achievements were shared and discussed during dedicated events in the different partner countries. The aim of these events was to present the project and to disseminate the results of national and international research about the presence and use of social media by seniors.

During these sessions the moderator stimulated a discussion on needs and suggestions about the seniors’ presence on social media through a participatory approach. The participants showed interest in the project and appreciated the organisation of the events.

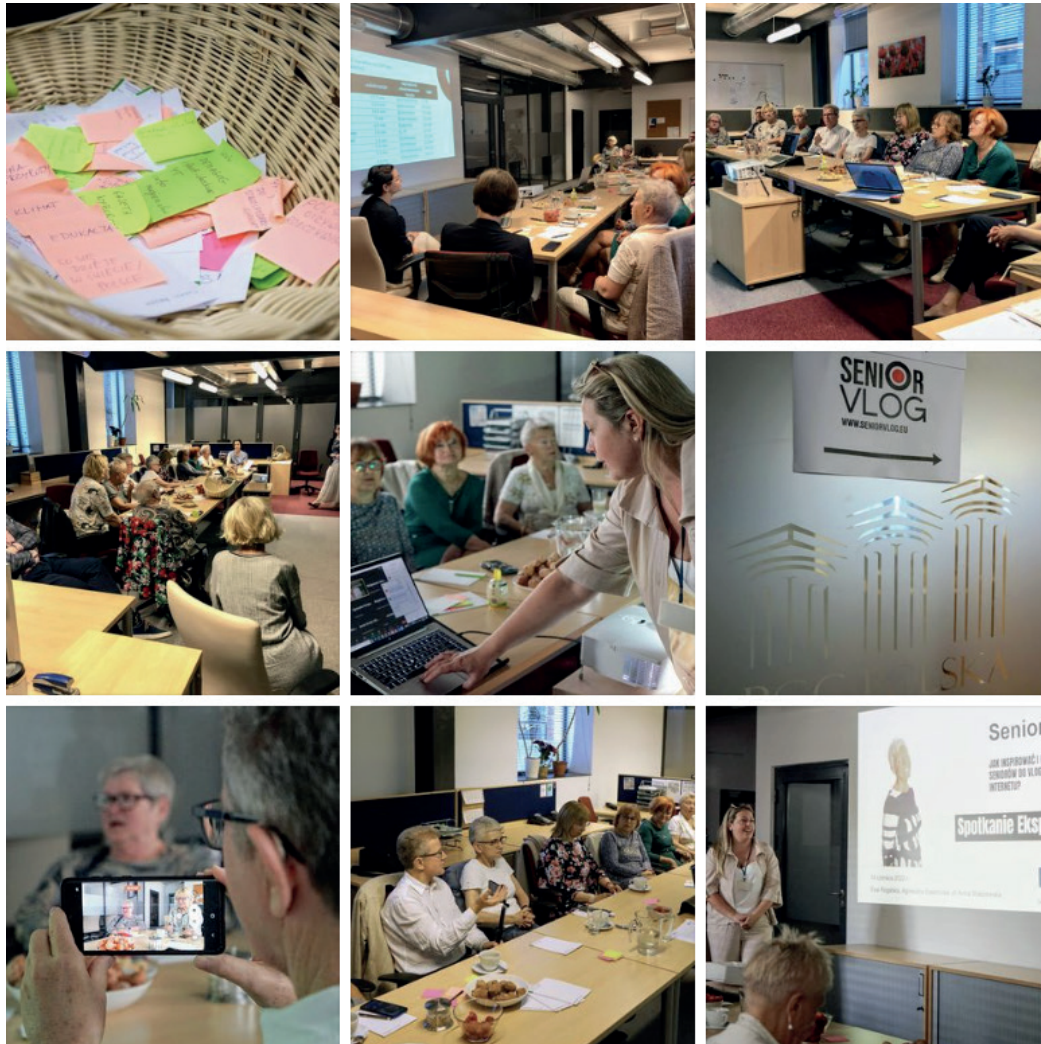
#### **POLAND**

During the workshop on June 14 in Poland, PGC Polska presented the project, the methodology and results of Project Result 1 (PR1), the proposed structure of the Project Result 2 (PR2) and the concept of Project Result 3 (PR3) to experts and educators working with seniors, representatives of senior clubs and activity centres, NGOs and local government’s institutions with various life-long learning offerings. The session gathered a total of 11 participants on site and additional 7 online. It was divided into three parts:

- the first part of the event included a presentation of the project and results by the PCG team
- the second part was about the exchange of expert knowledge between participants. In this part, the following topics were discussed: video content (what vloggers, channels, videos about what topic, what seniors watch on the Internet in their spare time?).

- The last part concerned the challenges and problems related to vlogging by seniors: *“how to effectively motivate seniors to vlog? How to inspire and build seniors ‘competences to log and conquer the internet?’*”

Consultation of participants showed how there is quite a substantial gap observed between the Internet statistics and the declarations of vlogs viewing preferences of seniors. They claim watching much more thought through and professional materials.



## ITALY

Anziani e non solo (ANS) held an interactive online workshop on the 27th of June. To best provide a description of the project, the session was divided into two parts: the first half of the event included a presentation of the project and results by ANS team and the presentation of two best practices in vlogging (the TikTok page of an old people’s residence and the Instagram page of a 92-years-old influencer); then a round table discussion among all participants following explorative questions was facilitated. The presentation and workshop were focused on the co-construction of the PR2 course contents available for the seniors and future vloggers, aiming to ask and understand from the participants what kind of contents will be better to underline and develop.

We recollect some interesting data about the needs and these results will be used to define and prepare the training program (PR2).

## CYPRUS

The Nursing Department of the Cyprus University of Technology held an interactive workshop on 8th of June. The purpose was to collect data from stakeholders on the available technology, information and communication training resources and how to create a VLOG for older people. The meeting gathered 12 participants who were professionals from public institutions, administrators responsible for senior citizens' issues and support, adult educators as well as technology, information, and communication educators in non-governmental organizations, such as activity centers for older people or other educational institutions that work with seniors. The results showed the existence of reluctance by seniors, as well as the need for specialized educational programmes concerning the use of social media.



## GREECE

EXELIA's approach to collect data and disseminate project's research findings was two folded: a) carrying out 3 workshops with senior participants (12 persons in total aged 61-76) with moderate to high IT usage and participation in social media accounts and b) implementing 3 personal interviews with professionals from gerontology (representatives from NGO) and one famous youtuber with 145K followers.

During the workshops (22/7, 19/9, 7/10), EXELIA presented the project (aim and expected outcomes), discussing topics like usage, attitude, behavior, personal and general preferences of seniors and youth on social media. In addition, results from the national country report were explained and debated. Finally, participants exchanged ideas over the proposed structure of the SeniorVLog curriculum.





Concerning the personal interviews with professionals, 3 interviews were held virtually with 2 representatives from NGO in the sector of gerontology and 1 well known youtuber who is active in the category of cooking.

Both sides provided exceptional input and interesting perspectives in relation to the current status and trends of seniors' activities, preferences and participation in social media.

## PORTUGAL

On September 12, 2022, Aproximar, the Portuguese partner, hosted an online session "Seniors and the digital world", in the framework of the transnational initiative Erasmus+ SeniorVlog. Seven experts (teachers, researchers, and social workers in the field of technology and support of senior citizens) attended the session to co-create and validate the training course for senior vloggers proposed by the consortium. Considering the heterogeneity of digital literacy in seniors; working on the participants' expectations; and supporting them to lose their fear regarding content creation were some of the inputs provided by the experts and that will be considered to build a more adequate and appealing course. Aproximar took the opportunity to invite two experts on the topic to frame participants on what exists in Portugal: Nuno Pombo, from the University of Beira Interior, and Elisabete Macieira, from EUSOUDIGITAL (ICT programme, sponsored by PT government) presented their perspectives.



## NEXT STEPS

By the end of November the comparative analysis report will be released compiling findings from all countries.

After the fruitful meeting in Poland the Partners engaged in the preparation and development of each module of the course to be delivered at the beginning of the next year aimed at improving the digital skills of seniors and increasing their knowledge of vlogging.

Stay connected to discover the new SeniorVlogger course!

To learn more about the project and to get involved in our future activities please visit our website <https://seniorvlog.eu/> or follow us on the most popular social networks.

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