



How do people use  
the Internet?

Why do you use  
the Internet?

# Why do you use the Internet?

**Chat and phone**



**Watch videos**



**Post something**



**Read news**



**Take online courses**



0 2 4 6 8 10 12 14

# A SQUARE-EYED GENERATION



# BABY BOOMERS

(1946-1960)



# Generation X

(1961-1980)



# Generation Y




















(1981-1995)



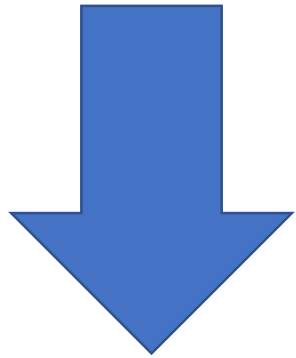
# GENERATION Z

(Born after 1995)

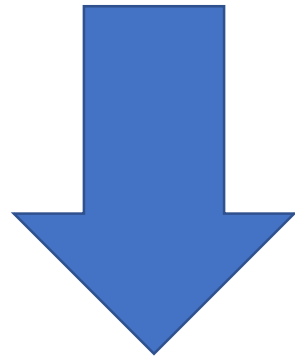


Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	<ul style="list-style-type: none"> <li>Second World War</li> <li>Rationing</li> <li>Fixed-gender roles</li> <li>Rock 'n' Roll</li> <li>Nuclear families</li> <li>Defined gender roles — particularly for women</li> </ul>	<ul style="list-style-type: none"> <li>Cold War</li> <li>Post-War boom</li> <li>"Swinging Sixties"</li> <li>Apollo Moon landings</li> <li>Youth culture</li> <li>Woodstock</li> <li>Family-orientated</li> <li>Rise of the teenager</li> </ul>	<ul style="list-style-type: none"> <li>End of Cold War</li> <li>Fall of Berlin Wall</li> <li>Reagan / Corbachev</li> <li>Thatcherism</li> <li>Live Aid</li> <li>Introduction of first PC</li> <li>Early mobile technology</li> <li>Latch-key kids; rising levels of divorce</li> </ul>	<ul style="list-style-type: none"> <li>9/11 terrorist attacks</li> <li>PlayStation</li> <li>Social media</li> <li>Invasion of Iraq</li> <li>Reality TV</li> <li>Google Earth</li> <li>Glastonbury</li> </ul>	<ul style="list-style-type: none"> <li>Economic downturn</li> <li>Global warming</li> <li>Global focus</li> <li>Mobile devices</li> <li>Energy crisis</li> <li>Arab Spring</li> <li>Produce own media</li> <li>Cloud computing</li> <li>Wiki-leaks</li> </ul>
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organisational — careers are defined by employers	Early "portfolio" careers — loyal to profession, not necessarily to employer	Digital entrepreneurs — work "with" organisations not "for"	Career multitaskers — will move seamlessly between organisations and "pop-up" businesses
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or email if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

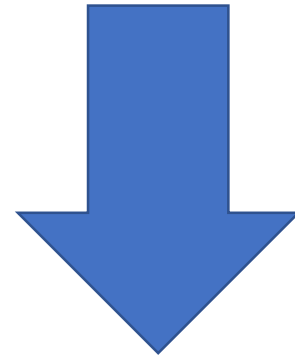
# How can we help elderly people get used to the Internet?



Teach



Explain



Practice



1. Name all the means of teaching.
2. Combine them into three groups:
  - online,
  - offline,
  - face-to-face.

# Group Task

- Discuss the ways of helping elderly people get used to the Internet.
- Write advantages and disadvantages.
- Say in what way is suitable for seniors.

Answer the questions:

1. Can an elderly person use it?
2. Can it be available all the time?

# Home Task

Make a video for the blog on

“How to help elderly people get used to the Internet?”

# The Final Countdown: 3-2-1

Write 3 key words to name the social problem.

Write 2 statements to describe the problem.

Create 1 solution of the problem.