Project acronym: **Go-myLife**

Project full title: **Going on line: my social Life**

AAL Joint Programme

Call for Proposals AAL-2009-2-89

D6.3 Interim Evaluation Report V2

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Version: 2.0

Date: 14/12/2013

Deliverable Number:	D6.3, V2
Contractual Date of Delivery:	14/10/2012
Actual Date of Delivery:	14/12/2012
Title of Deliverable:	Interim evaluation report after the second pilot testing phase
Dissemination Level:	Public
WP contributing to the Deliverable:	WP 6
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History			
Version	Date	Author	Comments
0.1	01.10.2012	Teresa Holocher-Ertl	Structure of Deliverable sent to pilot partners
0.2	14.12.2013	Teresa Holocher-Ertl, Maria Schwarz-Woelzl, Iwona Zielińska, Michael Mulquin, Idoia Olalde	Ready for internal review
0.3	14.12.2012		Final document

Approval and Sign-off		
Date	Name	Sign-off

31/12/2012	Athanasios Anastasiou	

Abstract

This document presents the data description and analysis of the pilot testing, phase 2 of the Go-myLife pilot platform, conducted in the UK and Poland within workpackage (WP) 6. The aim of WP6 is to ensure that the Go-myLife services are in line with the defined objectives set out by the project and according to real older people's needs as explored and defined in WP2.

Based on the findings from pilot phase No1, the Go-myLife platform gained improvements in terms of functionalities and usability. A second iteration has been conducted in order to collect inputs for the further improvement of the technical pilot and helping to understand in how far the mobile social network influences older peoples' social lives.

During the second pilot testing, 32 older people from UK (16 persons) and Poland (16 persons) participated in a evaluation of the Go-myLife services, which lasted one month.

The deliverable describes the involved pilot sites in UK and Poland of the second pilot testing phase, number and profiles of test users, as well as the introduction and facilitation processes for the acquisition, training and support of end-users during the pilot tests. It presents the main findings from this second testing phase and comes up with the main conclusions and recommendations for the final Go-myLife service.

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List of Abbreviations

AAL	Ambient Assisting Living
ICT	Information Communication Technology
IDI	In-Depth Interview

SN	Social Network
UI	User Interface
UX	User Experience
WP	Work Package

1 Introduction

This document presents the results of the pilot-testing phase 2 of the Go-myLife service platform within workpackage 6. Pilot testing has been conducted in Poland and in the UK, during August 2012 in the UK and September 2012 in Poland.

1.1 About the Go-myLife project

Go-myLife (full title: "Going on line: my social life") is an AAL2 project aiming to improve the quality of life for older people through the use of online social networks combined with mobile technologies. Go-myLife is developing a mobile social networking platform customised to the needs of older people, supporting interactions with their peers and families, as well as easy access to information.

Start date: 1 July, 2010   End date: 31 December, 2012

Website: www.gomylife-project.eu

1.2 About this deliverable

This deliverable is prepared within the sixth Workpackage (WP) of the Go-myLife project, namely WP6 "Evaluation and validation through scenarios" aiming to analyse and discuss the quantitative and qualitative results of the pilot testing No2 on three sites: Warsaw (PL), Newmarket (UK) and Bexleyheath (UK).

The findings of this deliverable will feed into the optimisation of the Go-myLife services.

Target audience of the deliverable

This document is a public deliverable. However, given that it is mainly intended for the project partners and the European Commission services, the document will be made public, but not specifically disseminated on a wider scale.

Research approach in WP6

The main aim of WP6 is to ensure that the Go-myLife services are consistent with the planned objectives set out by the project and according to real end-users' needs as explored and defined in WP2. The objectives of testing and evaluation approaches are twofold:

- to ensure that the generated platform is designed and implemented in a way as to satisfy the requirements and needs of the end-users. Therefore, we need to detect any non-conformances that may occur during the lifetime of Go-myLife and lead to unexpected consequences.
- to evaluate the research results in relation to the general objectives set up by the project. This task deals with the evaluation from a legal and socio-economic perspective.

Therefore, evaluation will be completed on two levels:

- first by providing the end-user input when the platform design documents, the platform itself and the prototypes are being created, and

- second by performing a general, legal, technical and economic evaluation after the first platforms and community prototypes have been designed, built and put to trial.

Both activities aim to identify the strengths and the weaknesses according to the goals set up by the project and to learn from these evaluations of pilot phase 1 for the second iteration.

The interim findings from both pilot testings (phase 1 and phase 2) are described in the interim reports: D6.3 V1 has been delivered in September 2012, D6.3 V2 is this report. The summary of the results from D6.3 V1 and V2 will be documented in a synthesis report D6.4 in month 30. The user-involvement activities and data collection in the two pilot sites will also feed the legal, economic and technical evaluation of the platform (D6.2 due in month 29).

The structure of this deliverable

The information in this deliverable is covered in three chapters:

After this introduction **Chapter 2** presents the goals and criteria of the pilot testing; it replicates shortly the methodology (as described in detail in D6.1) and provides the timeline for the pilot testing.

Chapter 3 introduces the setting of the two pilot sites, including a description of the participants and the framework for facilitation and training.

Chapter 4 shortly presents the main changes compared to pilot 1.

Chapter 5 presents the main findings from the questionnaires, focus groups and interviews with participants in UK and Poland.

Chapter 6 concludes this report with a summary of the most important results from the testing phase 2 and recommendations for the further development of Go-myLife.

2   The pilot testing concept of the Go-myLife services

In Deliverable 6.1 "Methodology of pilot testing and evaluation" the project developed a detailed evaluation strategy including measurement criteria, quantitative and qualitative evaluation instruments and the setting of the pilot sites.

In the following chapter, the main aspects of this evaluation concept, which are relevant for the pilot 2 testing will be summarized and introduced. More detailed descriptions and background information can be found in D6.1 of the Go-myLife project.

2.1   Criteria for the pilot testing and evaluation

The pilot testing and evaluation of the Go-myLife platform in two pilot sites has two main objectives:

1. The main objective of the testing activities in WP6 is to investigate the user experience (UX) with the Go-myLife platform, to gain insights on how older people in two different geographic European regions feel about using Go-myLife during and after the testing period. The UX evaluation investigates and measures utility, usability, aesthetics and value of the Go-myLife system. Thus it will allow conclusions to be drawn on the user acceptance of Go-myLife by analysing the main determinants of technology acceptance (Davis 1989) – the perceived usefulness (=value in UX measurement), and ease of use (=usability in UX measurement).

2. The second objective of the project is to validate the strengths and weaknesses of the Go-myLife platform according to the initial goals set by the project. The pilot testing provides insights in how far using the Go-myLife platform impacts the communication patterns of older peoples' social networks.

The starting point for the impact analysis was the list of defined goals in the Go-myLife's Description of Work (DoW), which were prioritised based on the user requirements elicitation in WP2.

The project decided to focus on two main aspects during the pilot phases. The first aspect is related to the objective to **enhance and deepen the participants' relationships with friends and family, especially in the local community**. The second aspect is related to the objective of **supporting older people in getting out of their houses**, providing better information about locations around them and giving them the feeling of a higher security when being out and about. Table 1 shows the project's prioritization of goals which we aim to reach during the two trial phases in the two pilot sites (more details can be found in the Annex):

Goal	Goal description	Priority
1	*My interactions with family and friends will be facilitated*	*1*
1.1	Easier to update friends/family with my news, share in activities etc	1
1.2	Easier to meet up with friends and family while out and about	2
2	*My circle of relevant persons and groups will grow/deepen, I will be able to gain new perspectives and support*	*1 (local)*
2.1	Growing or deepening relationships with local friends/family, easier to find people sharing the same interest locally	1
2.2	Growing or deepening relationships with country-/European-wide circle of friends/family, easier to find people sharing the same interest country-/European-wide	3
3	*I will be more interested to get out of my house*	*1*
3.1	Easier to find out useful facts about locations, buildings and services in my region	1
4	*I will feel more secure and safe to get out of my house*	*2*
4.1	Being able to call on help and find nearby toilets and places to rest	2
5	*It will be easy for me to play an active role in my community and to be valued for the contribution I make*	*2*
5.1	Easier to find out what is happening in my neighbourhood (via friends)	1
5.2	Easier to collaborate, organise meetings and make neighbourhood a better place	1
5.3	Being acknowledged in the community via a trust and reliability system	2
5.4	Easier to find out which volunteering opportunities are nearby	3
6	*I will be more stimulated to keep my mind fit, to learn customised to my interests and to enhance my knowledge*	*3*
6.1	Easier to get and exchange knowledge, such as gardening, cooking, healthy life style between individuals	2
6.2	Easier to find out about cultural, political and social events and learning opportunities	3

Table 1 Prioritization of project goals

2.2 Go-myLife methodology for the pilot testing

Existing research studies confirm that the usage of the internet helps in improving the quality and quantity of the activities undertaken by seniors. Those still at work look into the future with great hope, planning to use the internet in various ways, including making some extra profit. The internet influences also the mental and psychological wellbeing, especially among the seniors, who often suffer from loneliness. Indeed, it is an invaluable tool in many cases, which enables and enhances communication with others – friends, peers and family - and prevents from feeling left and alone, especially in the situations where most of the loved ones live far away.

The Go-myLife social networking platform was designed with the needs of older people in mind in order to support interactions, as well as provide an easy access to information and hence - improve the quality of life for older people through the use of online social networks combined with mobile technologies.

The testing activities in WP6 during the pilot 2 involved 32 older people from the UK and Poland. To investigate user experience and understand the potential impact of Go-myLife pilot 2 a mixed evaluation approach using both quantitative and qualitative data was applied.

In pilot phase 2 the end-users were provided with an initial training to the new functions of the Go-myLife internet and mobile platform and then bi-weekly jour-fixes were organised to collect the end-users experiences and discuss issues relevant for the evaluation of the project. To understand the potential impact of Go-myLife individual interviews were conducted at the end of pilot 2 and questionnaires were distributed to the participants. Continuous information about usage patterns of Go-myLife were collected via self-reporting in user-diaries and via logging interaction data of users with the platforms.

Table 2 provides an overview of the evaluation measures and applied methods in pilot 2.

Measures	Analysis methods
Validation of project objectives	
New perspectives and support in tackling challenges I face	Questionnaire, interviews
More interest to get out of my house, more safe and secure when getting out of the house	Questionnaire, interviews
Play an active, positive and helpful role in the community	Questionnaire, interviews
Stimulated to keep the mind fit	Questionnaire, interviews
User experience (UX) analysis	
Ease of use/Usability	Diaries, Questionnaire, Interviews
Utility	Diaries, Questionnaire, Interviews
Aesthetics	Diaries, Questionnaire, Interviews
Value/perceived usefulness	Diaries, Questionnaire, Interviews

Table 2 Overview of data collection and analysis methods applied in Go-myLife

3 Setting of the pilot sites

The Go-myLife pilot 2 was conducted in three pilot sites, one in Poland and two in UK.

The **UK** pilot consisted of two groups of older people; a group in Bexleyheath in South East London and a group in Newmarket in Suffolk. Pilot 2 was conducted from 10th of July to 2nd of August 2012 with 16 participants (8 male and 8 female). In **Poland**, 16 participants (8 male and 8 female), inhabitants of the Warsaw city, were involved in the testing, which lasted from 28th of August to 25th of September 2012. After an initial training to the new services of the platform, biweekly jour-fixes were held with the participants to discuss encountered problems and barriers as well as to introduce new features.

- In Poland a telephone and e-mail helpdesk of three people provided technical and psychological support for the participants for fixed 2-3 hours per day on 4-5 days a week.

- In the UK one facilitator was there to answer the participants' questions via e-mail and phone as well.

During the last workshop participants in both countries filled in questionnaires, to collect feedback on usability and usefulness of Go-myLife and understand in how far Go-myLife influenced the social networks of older people. In addition individual interviews were held with all participants to provide room for a detailed discussion of the experiences made during the Go-myLife pilot 2.

Further socio-demographic details about the participants can be found in D6.2 Interim evaluation report after the first pilot testing phase.

3.1 Overview of the pilot setting in Poland

3.1.1 Framework of the pilot testing - Poland

In Poland the pilot testing comprised a series of workshops aiming at transferring the knowledge about the Go-myLife project to participants and collecting information for the evaluation of the Go-myLife platform. The face-to-face events are listed in the table below.

Table 3 Face-to-face events with participants in Poland

No.	date	content
1.	28.08. 2012	- First meeting of the 2nd testing, - new functionalities training, - messages, - local life, - forum, - events - New functions questionnaires

2.	11.09. 2012	- individual trainings
		- support and help
		- problematic issues – discussion
		- collection of the diaries
		- individual interviews on web adds, and possible GML adds
3.	25.09. 2012	- individual trainings
		- support and help
		- problematic issues – discussion
		- diaries collection
		- individual interviews on SN and possible improvements to the platform
4.	26.10.2012	- discussion
		- mobile phones collection
		- diaries collection
		- individual interviews on SN and possible improvements to the platform
		- 2nd satisfaction questionnaire

3.1.2 Sources of information collected - Poland

The evaluation of the testing was conducted on the base of four main sources of data: a questionnaire, user-diaries, focus group discussions and in-depth-interviews.

- **The questionnaires** were distributed at the end of the testing to collect feedback on the perceived usefulness and ease of use of the Go-myLife platform and to understand the influences of Go-myLife on the participants' social networks.

- **User-diaries** are designed as one of the self-reporting methods used often in the Human Commuter Interaction research to allow for thorough and complete recording of the sequences of events undertaken at a specific session, tasks completion and problems encountered.

The diaries were distributed during the first meeting, along with the instructions on the frequency of records (ideally once a day) performed after undertaken activities.

- **Focus group discussion.** During this part of the evaluation various skills were tested in order to assess the level of difficulty. In addition to the diaries collection and analysis, during each workshop the problems encountered by the testing users were expressed orally (and noted down). This method allowed for expressing a more spontaneous reaction to the usage of application.

- **In Depth Interviews** (IDIs) are designed to allow for a more private contact and therefore for a richer and deeper feedback on the tested product as well as for suggestions regarding improvements and changes which could be done to the product to make it more

user-friendly. The average interview lasted about 20 minutes and focused mainly on the suggestions, for incorporating into Go-myLife to improve its effectiveness. This method proved to be very informative and resulted in a rich material regarding the expectations of the users, both real and potential.

3.2 Overview of the pilot setting in the UK

3.2.1 Framework of the pilot testing – UK

Both the Bexleyheath and the Newmarket groups met for a total of 5 weekly sessions. As with phase 1, the sessions consisted of a one hour "clinic" to help individuals with specific issues about the service or the phone and a one and a half hour workshop. In practice, almost all participants came for the full 2 ½ hours, which meant that the first hour was mainly spent in reviewing the content of the previous week's session and participants' experience with using the service.

Programme

It should be noted that, after the first session, there was one gap of a week before the next class, due to last minute work commitments of the pilot leader, which obliged him to be out of the UK.

It should also be noted that the service was not working for a few days from 14th August, due to technical issues.

Table 4 Face-to-face events with participants in UK

No.	B'Heath date	NMrkt date	content
1	10th July	11th July	Reviewing how to get the new version of the service (need to clear private data from phone or PC in order to get the new service) Overview of the new version of the service both to show how the groups suggestions had been taken on board in the redesign of services in the old system and also to introduce the new services
2	24th July	25th July	• Review of diaries • Events – this was the first opportunity to create events on the phone
3	31st July	1st Aug	• Review of diaries • Local Life • Post news in my neighbourhood • Join a group • Post news in a group • Discussion on what information they would like to see in Local Life

4	7th Aug	8th Aug	• Review of diaries • More practice on Local Life • Messaging
5	14th Aug	15th Aug*	• Review of diaries • Forums • Review of Go-myLife as it is: • Advertising • Setting up interviews • Handing out questionnaires
		22nd Aug	Because Go-myLife was not working on 15th whatever content couldn't be covered then was covered on 22nd

*The Newmarket group met on the 15th, but Go-myLife was not working that day, so we were not able to cover much of the content. Because of this the session was cut short and we met on the following Wednesday to complete the work.

3.2.2 Sources of information collected – UK

There were five sources of information that were gathered for the pilot: the questionnaire, user-diaries, weekly clinics, focus group discussions and in-depth interviews.

The questionnaires

These were used at the end of the pilot. They were in two parts. The first part covered their overall experience with Go-myLife and how likely they were to continue using it and to recommend it to friends.

The second part was a repeat of the section in the first questionnaire asking for information about participants' sources of social support – in other words, to whom they could turn for help in a variety of situations and how well they felt supported within their social community generally. This was to see if the use of Go-myLife made any difference to any of these issues.

User diaries

These were an updated version of those used in the first phase of the pilot, modified to take account of the new functionalities. Many of the participants filled in their diaries most days and so this provided a very helpful record of how the service was being used and of any problems that occurred.

As with the first phase, one important benefit of the user diaries was to help in the discussions during the weekly pre-session clinics, as this reminded participants of the issues that they had faced during the previous week.

Pre-session clinics

As with phase one, before each of the weekly group sessions, a one-hour optional clinic session was held and this provided a useful opportunity to talk through common problems and identify suggestions as to how these might be solved. All of these issues were noted and were

covered again at the final focus group session of the pilot.

Final focus group

This took place during the last session of the pilot and was used to review all of the issues that had come up over the previous sessions in order to gain a final set of suggestions for improvement, as well as providing participants with the opportunity to consider the overall value of Go-myLife to themselves.

Final interviews

After the final session, all participants had a one-to-one interview to give them the opportunity to talk at length about their own personal experience and their views on Go-myLife, which was used to supplement the information gained from the final focus group.

3.3 Technical devices for the pilot participants

Concerning the mobile phone for the pilots the project chose between three different models: Samsung Galaxy S II, Samsung Galaxy S I and Samsung Galaxy S I plus.

The mobile phone chosen for the testing and validation is the Samsung Galaxy S II (Figure 3).

The main selection criteria for this mobile phone were:

- Big display for easy handling: 4.3'' display and TouchWiz 4.0 UI

- Platform Android 2.3 Gingerbread OS

- 8MP camera and LED flash, 1080p video recording

- 1.2GHz dual-core chipset, 1GB of RAM, 16 or 32GB of internal storage, microSD-support

- GPS for location information[1]

Figure 1: Samsung Galaxy S II

For accessing the Go-myLife Social Network, the test participants only needed to have a browser installed on their desktop and mobile device. The workshops and evaluation of the Go-myLife platform were carried out using Firefox browser version 5.0 or higher. These

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[1] http://www.samsung.com/global/microsite/galaxys2/html/

versions of Firefox contain support for a high number of features of HTML5 in which Go-myLife bases some of its functionalities.

3.4 Ethical considerations

In order to achieve the goals defined within our research task in WP 6 we needed to collect personal data from Go-myLife users, such as interaction data with the system, basic demographic data and responses to questionnaires. This data is essential for validating the project's impact and to improve the development of the technology.

During the data collection, the data protection issues involved with handling of personal data were addressed by the following strategies:

Volunteers to be enrolled were given comprehensive information, so that they were able to autonomously decide whether they consent to participate or not. In an informed consent process, the purposes of the research, the procedures, potential inconvenience or benefits as well as the handling of their data (protection, storage) were explained. In order to make the research transparent, potential participants needed to sign this consent form before taking part in the pilots.

The data exploitation is in line with the respective national data protection acts.

The data gathered through logging, questionnaires, interviews and focus groups during this work package were anonymised and therefore the data would not be able to be traced back to the individual. Data are stored only in anonymous form so the identities of the participants are only known by the partners involved and will not even be communicated to the whole consortium. Reports based on the interviews and focus group use aggregated information and comprise anonymous quotations respectively.

4 Main technical improvements after pilot phase No1

In the second prototype of Go-myLife it has been developed the Message section where users can exchange private message between them and Forum section, where users can discuss about any issue in a public or anonymously way. Existing sections in the previous prototype have been improved to facilitate the navigation and interaction of the users and improved the speed of the connection. Also, the connector to Twitter has been implemented. In this second prototype, a special emphasis has been put on the Local Life section to foster the community feeling. Inside it, users have now a new "Neighbourhood" section, where they can see posts or events that are taking place in their neighbourhood and enjoy this local life.

5 Main Findings from Go-myLife Pilot 2

5.1 Quantitative analysis - Findings derived from questionnaires

The questionnaire at the end of the testing intends to investigate the overall user experience of the participants with Go-myLife. The results of the questionnaire will not only help to test the quality of the platform from the viewpoint of easy navigation and handling, but will also come up with the most important affective impressions of end-users and perceived benefits. The results will allow drawing conclusions on technology acceptance as it investigates perceived ease of use and perceived usefulness as main determinants for behavioral intention to use new technology.

The questionnaire used for pilot No2 examined if the Go-myLife platform fosters the material/ instrumental and emotional/appraisal support among the users. Further, in the pilot No2 questionnaire, questions related to the overall satisfaction with the Go-myLife platform were added.

This section describes the satisfaction level with the Go-myLife platform, continues with the analysis of the perceived benefits and describes the effect on the social support exchange among the users. A comparative analysis between pilot No1 and pilot No2 in this regard will be presented in D. 6.4.

The data basis for the following analysis are 14 questionnaires from the UK pilot site and 12 questionnaires from the polish pilot site (4 questionnaires from Poland couldn't be analysed), which have been filled in by the participants in the final stage of the pilot testing.

Table 5 Number of questionnaires used for the analysis of pilot No2

UK	14
Poland	12
Total	**26**

5.1.1 General satisfaction with the Go-myLife platform

On a Likert scale the following criteria were examined: overall satisfaction, user-friendliness, usefulness, pleasure of the Go-myLife platform. The data pinpoints just a medium value of satisfaction, whereas the UK participants are slightly more satisfied compared to the polish counterparts.

Table 6 Overall, how would you assess Go-myLife?

	UK (mean)	Poland (mean)	Total (mean)
0 - 10; extremely dissatisfied - extremely **satisfied**	5,93	4	5,04
0 - 10; not user-friendly at all - extremely **user-friendly**	6,29	4,17	5,31
0 - 10; extremely useless - extremely **useful**	6,21	4,58	5,46
0 - 10; extremely unpleasant - extremely **pleasant**	6,86	5,25	6,12
			5,48

Further, the likeliness to continue with the use of the Go-myLife platform is among the UK participants two times higher than among the polish participants. Related to the total number of participants in pilot No2[2], only around half of them would recommend it to others. Among those who wouldn't, participants complain the unreliability of the platform, such as

- *"when it works its very good, but when it just won't accept your password or username for days its not good"*,

- *"so much time wasted not being able to access it"*

While others consider the platform as still underdeveloped:

- *"It's unfriendly, full of errors, completely useless, infect the hard drive, installs itself once the user enters the website, like a rootkit"*

- *"not very useful at this stage"*

- *"Technically and conceptually underdeveloped"*,

- *"Unclear, badly translated commands all the photos together in one line. To create an event you have to choose localization on a user unfriendly map."*

Two participants scrutiny online social network platforms at such, like *"at may age we communicate by phoning or texting, we do not need a specific way i.e. Go-myLife."*

Friends are the most favorite social group to whom they would recommend it, followed by the family.

However, three positive qualitative comments could be found too in the questionnaires: participants appreciate the get easily in contact with others.

- *"Have more friendly contacts, which help when you live alone and are lonely. It is so nice to read the events of different people."*

- *"... keep in touch..."*

- *"take an interest in other people."*

Table 7 Likeliness to continue and recommend Go-myLife

How likely is it that you will continue using Go-myLife	UK (mean)	Poland (mean)	Total (mean)

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[2] 36 older people participated in pilot No2, while only 26 questionnaires have been analysed

0 - 10; very unlikely - very likely	6,71	3,17	**5,08**
Would you recommend Go-myLife?	**UK**	**Poland**	**Total**
yes	9	7	**16**
no	5	5	**10**
If yes, whom would you recommend it to?	**UK**	**Poland**	**Total**
friends	8	4	**12**
family	6	4	**10**
neighbours	4	3	**7**
other: hobby associates	1	0	**1**

As supplement of the qualitative analysis (see chapter 5.2) it was intended to get also quantitative data regarding the perceived benefits of the Go-myLife platform. Along the defined goals of the Go-myLife platform (see section 2.2) the participants were asked to rate the perceived benefits and the goals' importance, presuming that *"friends would use Go-myLife more extensively too"*. The results feature that the benefits are slightly accessed above a medium level, whereas the UK participants see more value in the Go-myLife platform than the Polish ones.

The overarching benefit of the Go-myLife platform relies on issues related to functions supporting the "local life". Participants agree mostly, that Go-myLife supports receiving updated information about what is happening in the neighbourhood as well as indentifying easily cultural, political and social events and learning opportunities. To share effortlessly information with friends and family, to make the neighbourhood a better place to life, and to play an active role in the local community, all these aspects are considered as the mostly realized added value of Go-myLife.

On the other hand, the Go-myLife platform seems to be less useful when it comes to deepen family ties. Further, it contributes little to stimulate older people to get out of the house. A reason may be that the platform supports little the feeling of security and safety when being out and about.

Table 8 Go-myLife would … (1 - 5; disagree strongly - agree strongly)

	UK	**Poland**	**Total**
Deepen my relationships with family members	3,25	2,80	3,05
Increase my interest to get out of the house	3,45	2,56	3,05
Support my feeling of security and safety when getting out of my house	3,42	2,90	3,18
Stimulate me to keep my mind fit	3,45	3,10	3,29
Make my integration in the local community easier	3,50	3,22	3,38
Make its easier to find relevant places while I am out and about	3,75	2,88	3,40
Deepen my relationships with local friends	3,67	3,18	3,43
Facilitate my interactions with friends and family	3,75	3,10	3,45
Make it easier to get and exchange knowledge, such as gardening, cooking, healthy life style between individuals	3,58	3,30	3,45
Make it easier to find people sharing the same interest locally	3,81	3,10	3,48
Make it easier to call on help when I am out and about	3,90	3,00	3,50
Help me to gain new perspectives and support	3,67	3,36	3,52

Make it easier to find out useful facts about locations, buildings and services in my region	3,81	3,20	3,52
Make it easier to collaborate and organise meetings	3,64	3,38	3,53
Support me to play an active role in my community	3,50	3,60	3,55
Extend my circle if local persons and groups	3,58	3,50	3,55
Support the local community to make the neighbourhood a better place	3,75	3,33	3,57
Make it easier to find out which volunteering opportunities are nearby	3,75	3,38	3,60
Make it easier to update friends and family with my news, share in activities	4,00	3,20	3,65
Facilitate the search for cultural, political and social events and learning opportunities	3,58	3,81	3,70
Make it easier to find out what is happening in my neighbourhood	3,75	3,80	3,77
Mean value	**3,65**	**3,22**	**3,46**

Regarding the importance of the potential benefits (table 9), the ranking among the UK Participants (data missing from the Polish pilot site) shows that there are three areas where benefit seem to be very important for UK participants: 1) benefits related to the security and available information when being out and about; 2) benefits which are dedicated to the support of the local neighbourhood; 3) benefits which simulate ones mind and foster the knowledge exchange. While the functions of Go-myLife seem to rather well support benefits of 1) and 2) the analysis identified some gaps between the participants' needs and the actual Go-myLife facilitation in area 3). So we conclude that further services that stimulate participants to keep their mind find and support the knowledge exchange on specific topics between participants would increase the attractiveness of the Go-myLife platform.

Table 9 Importance of goals in UK (1 - 3; less important - very important)

	Importance of goal (1-3; less important – very important)	Potential benefit of Go-myLife (1-5; disagree strongly – agree strongly)
Make my integration in the local community easier	1,11	3,5
Support me to play an active role in my community	1,38	3,5
Make it easier to collaborate and organise meetings	1,38	3,64
Make it easier to find out which volunteering opportunities are nearby	1,44	3,75
Deepen my relationships with local friends	1,50	3,67
Make it easier to update friends and family with my news, share in activities	1,56	4
Extend my circle of local persons and groups	1,56	3,58
Help me to gain new perspectives and support	1,56	3,67
Facilitate the search for cultural, political and social events and learning opportunities	1,63	3,58
Deepen my relationships with family members	1,67	3,25
Make its easier to find relevant places while I am out and about	1,67	3,75
Make it easier to find people sharing the same interest locally	1,70	3,81
Increase my interest to get out of the house	1,70	3,45

Make it easier to find out useful facts about locations, buildings and services in my region	1,75	3,81
Support my feeling of security and safety when getting out of my house	1,78	3,42
Make it easier to find out what is happening in my neighbourhood	1,78	3,75
Facilitate my interactions with friends and family	1,89	3,75
Make it easier to get and exchange knowledge, such as gardening, cooking, healthy life style between individuals	1,89	3,58
Stimulate me to keep my mind fit	2,00	3,45
Support the local community to make the neighbourhood a better place	2,11	3,75
Make it easier to call on help when I am out and about	2,20	3,9

5.1.1.1 Summary

All in all, the participants assessed the quality of Go-myLife platform only on a medium level, and ten participants will not recommend it to others. However, the likelihood to use the platform further, is among the UK participants two times higher than among the Polish counterparts, but in total also only on a medium level.

The central benefit of the platform lies in the functions around the "local life", as it may provide updates regarding news in the neighbourhood, such as cultural, political and social events and others. It helps to make the neighbourhood a better place and information with friends and family can easily be shared. Regarding the ranking of importance of goals which supposed to be facilitated by the Go-myLife platform, the (UK) participants considered "easier integration into the local community" as the least important issue, followed by "playing an active role in the community", as the participants might already be will integrated into their community. Goals that support the local neighbourhood to make it a better place, to know what is going on, to help when being out and about are the ones who are rated as being important in this regard. Another important benefit that leaves potentials for improvement on Go-myLife is the one to keep one's mind fit and share knowledge with peers.

5.1.2 Social support and social networks

One of Go-myLife's core goals is to provide technical solutions for the sake of older people's exchange of social support. The questionnaire used for the pilot testing phase No2 covered again questions related to material/instrumental support and emotional/appraisal support, as already used for pilot No1. The aim is to analyse the effect of the Go-myLife services on the participants' a) network structure b) the network effects related to exchange of social support and its subjective satisfaction. In the following a) and b) related to pilot No2 will be analysed, while the comparison between pilot No1 and No2 and its deduction of the effects of the Go-myLife services will be conducted in D6.4.

5.1.2.1 Material and instrumental support

Examples of this type of social support are giving and receiving information and practical support related to social and cultural life, learning, travelling, games, spirituality, volunteering (babysitting, parents care etc.), allowances in kind (lend, spend, give etc.), keeping healthy (nutrition, sleep, sexuality etc.) and to money.

Generally, with three out of four types of support, the data show a slightly higher satisfaction

level on the UK site.

In cases of health problems, almost everybody has somebody on whom her/she can rely. The majority would receive help from their partners first and second from their child/children (table 10).

Table 10 Who can take care of you in the case of serious health problems?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	1	12	13	1	UK	5,25
Poland	1	11	12	0	Poland	3,82
TOTAL	**2**	**23**	25	**1**	**TOTAL**	**4,57**

	partner	parent	child	sibling	grandchild	family other	friend	labourer	neighbour	Go-myLife
first position										
UK	9	0	2	0	0	0	0	0	0	0
Poland	4	0	3	0	0	1	0	0	0	0
TOTAL	**13**	**0**	**5**	**0**	**0**	**1**	**0**	**0**	**0**	**0**
second position										
UK	0	0	5	0	0	1	0	0	0	0
Poland	0	0	3	0	0	0	0	0	0	0
TOTAL	**0**	**0**	**8**	**0**	**0**	**1**	**0**	**0**	**0**	**0**

But when it comes to receive "significant practical" help, e.g. regarding household and/or garden related issues, more than half of the participants have no one they could ask for. However, those have "at least one person" rely first on their friends, child/children and partner, and second on their child/children.

Table 11 Whom could you rely on to give you significant practical help?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	3	10	13	1	UK	4,80
Poland	6	6	12	0	Poland	5,20
TOTAL	**9**	**16**	25	**1**	**TOTAL**	**4,93**

	partner	parent	child	sibling	grandchild	family other	friend	labourer	neighbour	Go-myLife
first position										
UK	2	0	2	0	1	0	3	0	1	0
Poland	1	0	1	0	0	1	1	0	0	0
TOTAL	**3**	**0**	**3**	**0**	**1**	**1**	**4**	**0**	**1**	**0**
second position										
UK	1	0	4	0	0	0	0	0	1	0

Poland	0	0	2	0	0	0	1	0	0	0
TOTAL	1	0	**6**	0	0	0	1	0	1	0

One third of the participants have no one who would lend/give them small household items. Neighbours are the main social network group for this type of social support.

Table 12 Whom do you know who would lend/give you small household items?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	4	9	13	1	UK	5,44
Poland	2	9	11	1	Poland	3,22
TOTAL	**6**	**18**	24	**2**	**TOTAL**	**4,33**

	partner	parent	child	sibling	grandchild	family other	friend	labourer	neighbour	Go-myLife
first position										
UK	0	0	1	0	0	1	1	0	5	0
Poland	0	0	0	0	0	0	1	0	2	0
TOTAL	0	0	1	0	0	1	**2**	0	**7**	0
second position										
UK	0	0	0	0	0	0	0	0	3	0
Poland	0	0	0	0	0	0	1	0	0	0
TOTAL	0	0	0	0	0	0	1	0	**3**	0

When it comes to receive small services in the household or garden, a third of participants have no one they could ask for. Child/children are the main support givers in this regard, followed by neighbors and "other family members".

Table 13 Who helps you with small services in the household or garden?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	4	9	13	1	UK	5,33
Poland	5	7	12	0	Poland	3,71
TOTAL	**9**	**16**	25	**1**	**TOTAL**	**4,63**

	partner	parent	child	sibling	grandchild	family other	friend	labourer	neighbour	Go-myLife
first position										
UK	0	0	3	0	1	1	1	0	2	0
Poland	0	0	1	0	0	2	1	0	1	0
TOTAL	0	0	**4**	0	1	**3**	2	0	**3**	0
second position										

UK	0	0	2	1	0	0	0	0	2	0
Poland	0	0	1	0	0	0	1	0	0	0
TOTAL	0	0	**3**	1	0	0	1	0	2	0

5.1.2.2 Emotional and appraisal support

Emotional and appraisal support are essential to one's subjective feeling of belonging, of being accepted or being loved, of being needed all for oneself and for what one can do; further, it helps to cope with life crisis (e.g. bereavements), transition phases (e.g. from gainful work to retirement), loneliness, and other problems.

In this category for the first time "friends" meet in the pilots are also mentioned as support givers. The social groups are named in the following tables "Go-mylife".

In contrast to instrumental/material support, the overwhelming number of participants has "at least one person" from whom they receive emotional and appraisal support. Between 10% to 25% are lonely in this regard. However, similar to instrumental/material support, the data show also in this type of social support a slightly higher satisfaction level on the UK site than on the Polish site.

Data related to "receiving comfort in difficult situations" (table 14) demonstrates that the partner is the support giver number one followed by child/children. One polish participant seems to have created supportive friendship with another participant from the pilots.

Table 14 Who gives you comfort in difficult situations?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	0	13	13	1	UK	5,31
Poland	3	9	12	0	Poland	4,11
TOTAL	**3**	**22**	**25**	**1**	**TOTAL**	**4,82**

	partner	parent	child	sibling	niece /nephew	family other	friend	vicar	doctor	acquaintance	colleague	neighbour	Go-myLife
first position													
UK	6	0	2	1	0	1	2	0	0	0	0	0	0
Poland	3	0	0	2	0	0	1	0	0	0	0	0	1
TOTAL	**9**	0	2	**3**	0	1	**3**	0	0	0	0	0	1
second position													
UK	0	0	6	2	0	1	1	0	0	0	0	0	0
Poland	0	1	0	1	0	1	1	0	0	0	0	0	0
TOTAL	0	1	**6**	3	0	2	2	0	0	0	0	0	0

When it comes to receive "advice about personal problems" (table 15), all UK participants have some one, while two polish participants have no one they could turn to. However, all participants refer mainly to their partners and friends. Again, one polish person turns to

another participant from Go-myLife pilot group.

Table 15 Whom can you turn to for advice about personal problems?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	0	13	13	1	UK	5,23
Poland	2	10	12	0	Poland	4,20
TOTAL	**2**	**23**	**25**	**1**	**TOTAL**	**4,78**

	partner	parent	child	sibling	niece/ nephew	family other	friend	vicar	doctor	acquaintance	colleague	neighbour	Go-myLife
first position													
UK	6	0	2	0	0	0	**4**	0	0	0	0	0	0
Poland	2	0	1	0	0	2	2	0	0	0	0	0	1
TOTAL	**8**	0	3	0	0	2	**6**	0	0	0	0	0	1
second position													
UK	0	0	1	0	0	1	5	0	0	0	0	1	0
Poland	0	0	0	1	0	1	0	0	0	0	0	0	0
TOTAL	0	0	1	1	0	2	**5**	0	0	0	0	0	0

For the exchange of latest news and gossip, the partner is the main significant person among the UK participants, while among the Polish participants "other family" members and friends seem to be more relevant. The second important social group for the UK participants are friends, while for two Polish participants, colleagues are also important. Two UK participants mentioned also a person from the Go-myLife pilot group.

Table 16 Who do you chat with and exchange the latest news and gossip with?

	no one	at least one person	N	Miss-ing		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	0	13	**13**	1	UK	5,54
Poland	0	12	**12**	0	Poland	4,17
TOTAL	**0**	**25**	**25**	**1**	**TOTAL**	**4,88**

	partner	parent	child	sibling	niece/ nephew	family other	friend	vicar	doctor	acquaintance	colleague	neighbour	Go-myLife
first position													
UK	4	0	0	0	0	1	2	0	0	1	0	0	2
Poland	1	0	0	0	0	3	3	0	0	0	1	0	0
TOTAL	**5**	0	0	0	0	4	**5**	0	0	1	1	0	2

second position													
UK	0	0	0	0	0	0	6	0	0	0	0	0	2
Poland	0	0	1	0	0	0	1	0	0	0	2	0	0
TOTAL	0	0	1	0	0	0	**7**	0	0	0	2	0	2

When discussing ideas with someone (table 17), the UK participants tend to turn mainly to their partners first and second to their child/children and friends. The Polish participants tend to turn to their friends. One UK participants turn also to person(s) from the Go-myLife pilot group.

Table 17 Whom do you enjoy discussing ideas with?

	no one	**at least one person**	**N**	**Miss-ing**		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	2	12	14	0	UK	5,50
Poland	3	9	12	0	Poland	4,13
TOTAL	**5**	**21**	**26**	**0**	**TOTAL**	**4,95**

	partner	parent	child	sibling	niece/ nephew	family other	friend	vicar	doctor	acquaintance	colleague	neighbour	Go-myLife
first position													
UK	6	0	2	0	0	0	2	0	0	0	0	0	1
Poland	1	0	0	0	0	0	3	0	0	0	0	1	0
TOTAL	**7**	0	2	0	0	0	**5**	0	0	0	0	1	1
second position													
UK	0	0	4	1	0	1	3	0	0	0	0	0	1
Poland	0	0	1	0	0	0	1	0	0	0	0	0	0
TOTAL	0	0	**5**	1	0	1	**4**	0	0	0	0	0	1

The item "coming together for relaxation and fun" pinpoints the dominance of friends in this regard. In the UK also the partner seems to be important. Go-myLife pilot friends are mentioned twice.

Table 18 Whom can you get together with for relaxation and fun?

	no one	**at least one person**	**N**	**Miss-ing**		Mean (1= dissatisfied, 6=satisfied)
					Satisfaction with this type of support	
UK	1	13	14	0	UK	5,69
Poland	1	10	11	1	Poland	4,00
TOTAL	**2**	**23**	**25**	**1**	**TOTAL**	**5,05**

	partner	parent	child	sibling	niece/ nephew	family other	friend	vicar	doctor	acquaintance	colleague	neighbour	Go-myLife

first position													
UK	3	0	0	0	0	2	6	0	0	0	0	0	1
Poland	1	0	0	0	0	1	2	0	0	0	2	0	0
TOTAL	**4**	0	0	0	0	3	**8**	0	0	0	2	0	1
second position													
UK	0	0	0	0	0	2	8	0	0	0	0	0	2
Poland	0	0	1	0	0	0	3	0	0	0	0	0	0
TOTAL	0	0	1	0	0	2	**11**	0	0	0	0	0	**2**

5.1.2.3 Summary

Related **material/instrumental** support, the relevance of different social groups varies: Regarding to health related support, the partners (mainly in the UK) are most important and on the second place rank the child/children. For significant practical help, the participants tend to turn mainly to their friends and child/children. Child/children are the main support providers also regarding small services in household and garden, while lending/giving small households items the neighbours are most supportive. Interesting was that when it comes to receive "significant practical" help, e.g. regarding household and/or garden related issues, more than half of the participants have no one they could ask for. When it comes to receive small services in the household or garden, a third of participants have no one they could ask for. So there seems to be interesting potentials for improvement, also with regard to better supporting the local neighborhood.

For the exchange of **emotional/appraisal** support the social network is less diverse, the participants rely mainly on friends when advices are needed about personal problems and difficult situations need to be managed; whereas among the UK participants also the partner plays an important role. Similar results are shown related to exchange of latest news and gossip, where the UK participants seem to turn first to their partners. Friends are clearly the main group to have fun and to relax together with in both countries. While discussing ideas, the social network seems to be more diverse: UK participants turn first to their partners, second to their child/children and third to their friends. The Polish participants discuss ideas preferably with their friends.

Although the Go-myLife pilot run for a relatively short period of one and two months, there were new contacts established between members that induced some emotional/ appraisal support between participants.
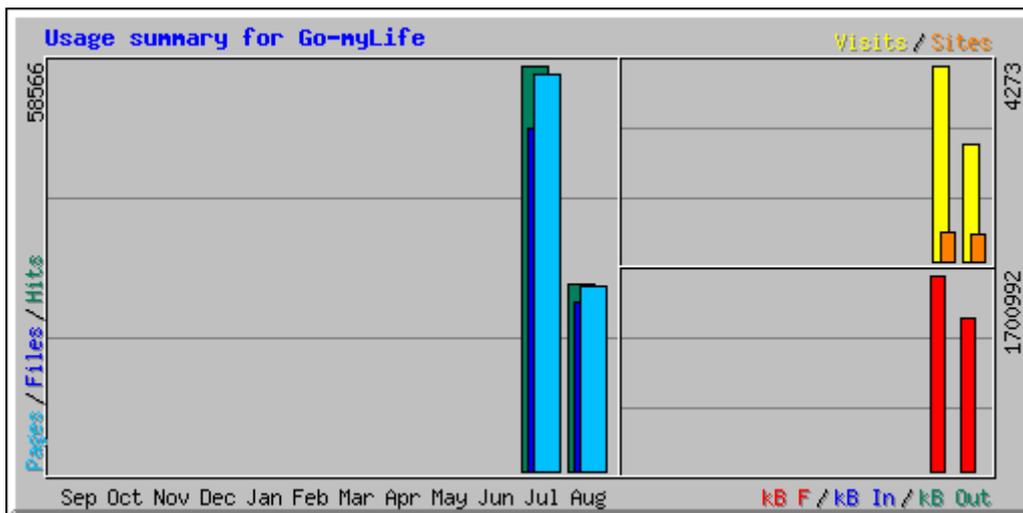
All in all, the UK participants have a stronger focus on their partners, a social group, which seems to be less relevant by the Polish participants in terms of social support.

In almost all kinds of social support, the UK participants are slightly more satisfied than the Polish counterparts.

5.2 Quantitative analysis – Findings derived from the analysis of log files

This chapter represents the analysis of the logs between the pilots' dates.

5.2.1 2nd UK pilot (10th of July to 2nd of August 2012)

Month	Daily Avg				Monthly Totals							
	Hits	Files	Pages	Visits	Sites	kB F	kB In	kB Out	Visits	Pages	Files	Hits
Aug 2012	1034	937	1023	98	592	1319494	0	0	2552	26609	24370	26885
Jul 2012	2440	2056	2382	178	614	1700992	0	0	4273	57174	49349	58566
Totals						3020485	0	0	6825	83783	73719	85451

Figure 2: Access statistics by month (UK pilot)

Total visits

- July (from 21st): 4273
- August (until 22nd): 2552

Average visits per day

- July (from 21st): 178
- August (until 22nd): 98

Activity by hour of day

- High activity between 11:00-12:00 and between 16:00-17:00
- Normal activity between 9:00-10:00, 13:00-16:00 and 18:00-23:00

Activity by days of the week

- Less activity during Fridays and weekends
- More activity during Monday-Thursday and the days of the pilots

Average Visit Length: 12 minutes 18 seconds

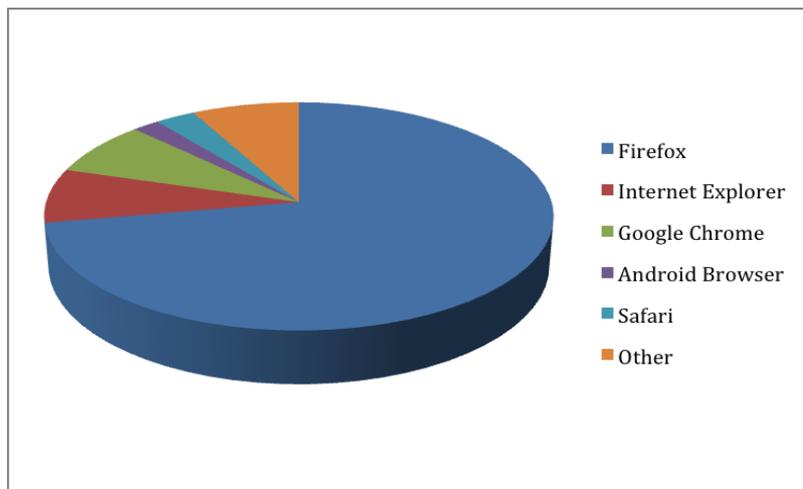**Most used browsers by the users** (note IE is not working, but many users tried to access from it)

Figure 3: Most used browsers (UK pilot)
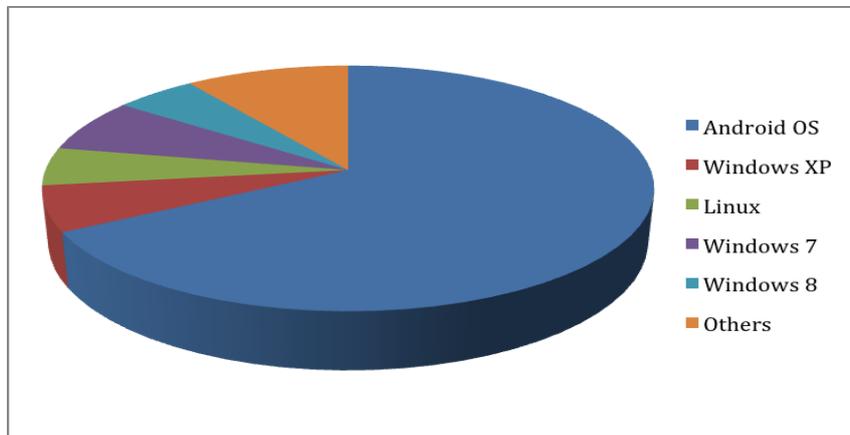
Most used operating system

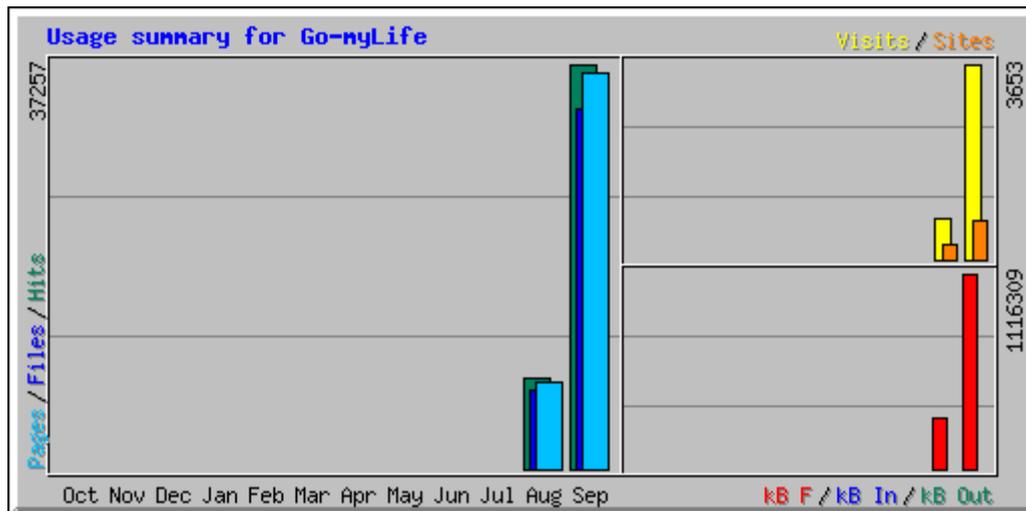**Figure 4: Most used operating systems (UK pilot)**

Most used Go-myLife section

- Messages
- My network
- News
- Media
- Search

Accessed from?

- Great Britain

- Spain

- Poland

- Greece

5.2.2 2nd pilot in Poland (28th of August to 25th of September 2012)

Month	Daily Avg								Monthly Totals			
	Hits	Files	Pages	Visits	Sites	kB F	kB In	kB Out	Visits	Pages	Files	Hits
Sep 2012	1241	1104	1216	121	712	1116309	0	0	3653	36489	33149	37257
Aug 2012	1385	1201	1339	127	295	294011	0	0	764	8037	7206	8315
Totals						1410319	0	0	4417	44526	40355	45572

Figure 5: Access statistics by month (Poland pilot)

Total visits
- August (from 28th): 764
- September (until 25th): 3653

Average visits per day
- August (from 28th): 127
- September (until 25th): 121

Activity by hour of day
- High activity between 09:00-11:00 and between 16:00-17:00
- Normal activity between 11:00-16:00, 18:00-19:00 and 22:00-23:00

Activity by days of the week

- Less activity during weekends and Fridays
- More activity during Monday-Thursday (in general during first days of the week) and the days of the pilots

Average Visit Length: 9 minutes 36 seconds

Most used browsers by the users (note IE is not working, but many users tried to access from it)
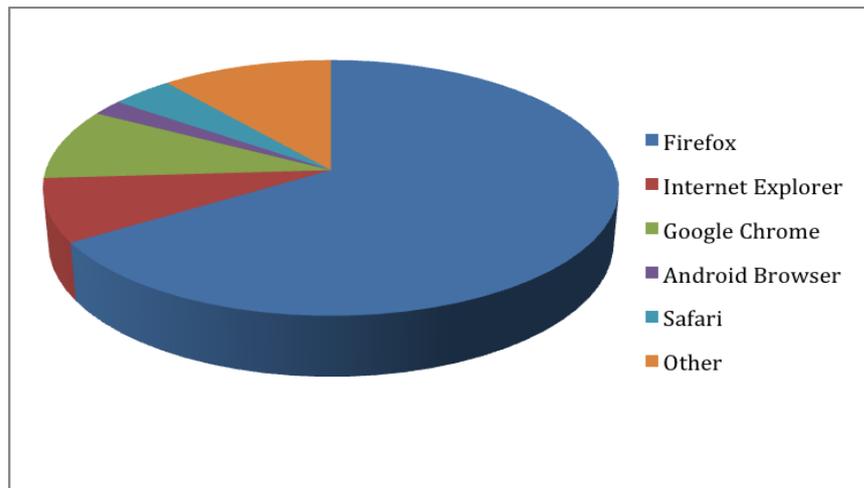

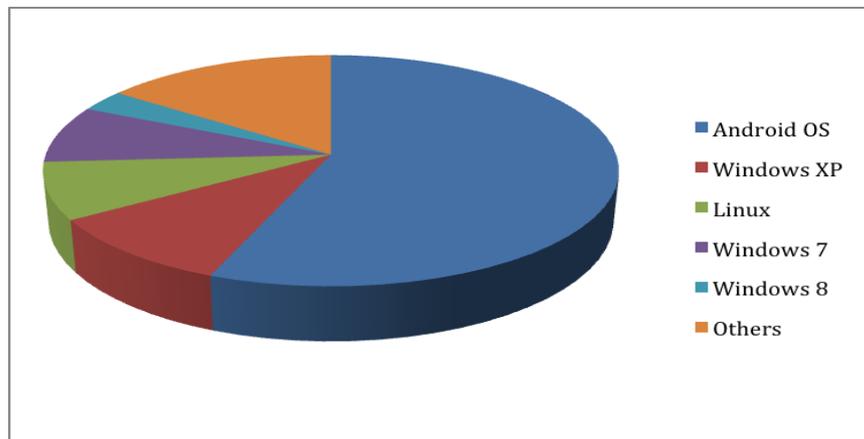**Figure 6: Most used browsers (Poland pilot)**

Most used operating system

Figure 7: Most used operating systems (Poland pilot)

Most used Go-myLife section
- News
- Messages
- My Network
- Media
- Search

Accessed from?
- Great Britain
- Poland
- Spain
- Netherlands

5.2.3 Errors

In this section, the most common errors that happened when the users' tried to access Go-myLife in the commented periods of time will appear. The most important problem they experimented was the server down during some pilots and during some isolated periods of time. Another problem was a cache problem, which threw many errors when the web page had been modified in the server. Detected error types are:
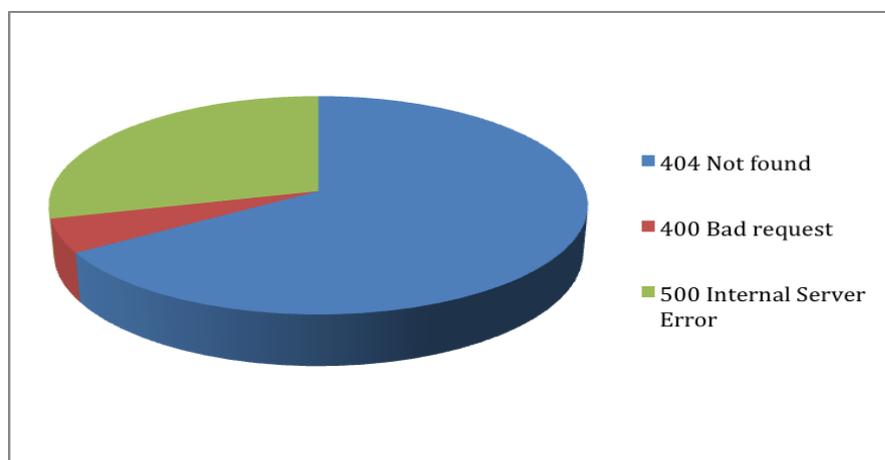

Figure 8: Most frequent error messages (UK and Poland pilot)

5.2.4 Summary

The logging statistics show that the participants of pilot 2 were accessing the Go-myLife platform mainly on weekdays, before midday and in the late afternoon, obviously filling hours were no other obligations or programs were foreseen.

Participants in UK spent on average 12 minutes 18 seconds on the platform. Polish participants stayed slightly shorter with on average 9 minutes 36 seconds.

The mostly accessed areas of the Go-myLife social networking platform were in UK "Messages", "My Network" and "News". Polish participants most frequently accessed the same areas but in other order. Highest access statistics during the polish pilot were logged for the "News" section, followed by "Messages" and "My Network". In both pilot sites "Media" and "Search", rank on 4th and 5th place.

5.3 Qualitative analysis - Findings derived from participators user-involvement methods - Poland

5.3.1 Improvements to pilot 1 – Poland

The users appreciated the changes in appearance of the platform. As they pointed out, the white background (instead of black in the earlier version) makes the icons more visible and gives generally a friendlier impression. Despite some complaints about the Internet connection (in case of the mobile phone users) the majority of the participants did notice an improvement in the functioning of the Go_myLife website, which was mirrored in some enthusiastic remarks on the fun side of the project.

5.3.2 Barriers to the Go-myLife platform – Poland

This part focuses on gathering the general difficulties and barriers that the users came across when using Go-myLife mobile or PC platform:

Access with Firefox:

The first difficulty with Go-myLife is the access via Firefox, as only Internet browser allowing the connection with the platform. The requirement to download Firefox, open it whenever one wants to look if there is something new in Go-myLife, type the URL etc. is perceived as very complicated.

This is even more annoying when the connection is lost and one has to start the whole process all over again so that it works.

There is one issue identified by one of the users during one of the meetings. He claimed that connecting the Go-myLife platform by Firefox browser results in infecting the computer with a Trojan or Rootkit, which aims at spying on the user's activities undertaken in the Internet, and which results in slowing down the computer processes.

Low performance and instability of the application:

Another common complaint in the diaries was the access of the platform and inability to operate it smoothly. "*Sometimes it was necessary to switch the Internet off and on again and start everything from the beginning in order to complete a task"(*ST37). Undertaking many of the activities often resulted in an announcement that: "*Something bad has happened. Try again*" (Pol. *Stało się coś złego. Spróbuj ponownie).

In general the application often hangs up or freezes, and the performance is very slow so that downloading the data takes very long even when there are no new messages.

Manipulation of Smartphones:

The users did not particularly like testing the platform on the Smartphones. They complained

that the screen was either too small or too sensitive, which resulted in unwanted actions. They would also stressed that while they did not have any major problem using the platform on a PC, the telephone is a different matter and they simply cannot overcome the difficulties, caused often by their physical limitations, like short-sightedness or shaky hands.

Language:

One of the most often commented issues is the **poor translation** of the terminology used on the platform. The users noticed that the translation has been done automatically which results in a lot of misunderstandings. Some of the terms are just ridicules, they do not make any sense (DA53). The significance of the problem is also clearly stated in one of the comments: *"if the seniors (who usually have little experience with Internet and new technology) are to use the platform, hen a thorough correction of the whole Polish terminology on the Go_myLife needs to be done"* (DA53). In addition some of the instructions are still in English.

Missing activity and critical mass:

A new type of barrier was related to the low activity on the platform. Two of the users said in their diaries that despite posting on the main board there were very few comments to their posts, which in return, had a rather discouraging effect. *"There is nothing to read or check because nobody posts anything and I'm not going to post in English, am I?"* (PR48). And another one: *"nothing is happening there. Maybe if the group was larger…"* (KA59). This is definitely a new type of the problem, which we did not face during the first phase of the trials. However, it is necessary to add that we did not managed to determine if this poor activity was a result of the technical problems or because of the lack of motivation from the users, or both.

Design:

Nevertheless the good critics for the design improvements mentioned above, some users added that the tool is still **not intuitive** enough – which is the key to win over the senior users, and *"instead of making the life of seniors easier it makes it more difficult"* (ST37).

5.3.3 Difficulties with specific Go-myLife functionalities and suggestions for improvement – Poland

This part focuses on problems with specific functionalities that the users experiences.

Media:

It was perceived as inconvenient that one could not upload more than one picture at a time and that pictures could not be rotated. In order to see one picture one had to get through all the others uploaded pictures on the platform; there are no folders/ subcategories created by the users' names enabling the user to find the picture he/she is looking for.

Location based information/map:

It is worth quoting here a longer piece of comment from one of the diaries, related to the map/ location issue. The user says: *"The map is not very handy – it shows the whole world and one has to keep clicking on and on in order to arrive at chosen specific place. It's not very useful for seniors, who often suffer from poor sight vision. Moreover, it is not quite clear what is the purpose of the map. On one hand in order to create an event you have to locate it on the map, but on the other - there is no connection to the map in the mail, notifying about the event, so what's the point?"(*DA53). This aspect of the application - it seems - still need some major improvements in order to prove helpful or at least handy in the usage of the platform.

In addition, in the location option, when choosing Warsaw (Warszawa) the users received the information back in English (not in Polish): "see neighborhoods around".
Despite a search engine enabling finding a specific location, the name has to be written in English, making the tool rather unhelpful for Polish user.

Comments:
It was perceived as difficult to find earlier posts. And there was limited space for writing a message while below the space there is a lot of unused area.

Messages:
It is not possible to send a mail to multiple receivers at a time.

Events:
The events were reported to be unstable functioning; when entering "Invitations" the page is empty.

5.3.4   Perceived benefit of the Go-myLife Platform- Poland

This is the most sensitive part of the diary form, as in many cases the answer is "very few" – seen the instable functioning at the moment. A few people enjoyed particularly sharing the pictures with the rest of the group and included this in their comment in the benefits area of the diary. Some other comments said: *"I was chatting with a friend. Great fun!"* (JA35) or *"I'm getting more and more involved"* (AL46).

Generally the seniors do see the potential of the platform in the future, they stress the need for it and usefulness, but point to the necessary improvements the tool has to go through in order to bring the real benefits. However, there was one voice opposing the idea of creating a social network or a platform aimed at seniors only. She says: *"Personally, I would never give up Facebook for any portal aimed at senior users. I don't want to be isolated and excluded in such way"* KA52. Such opinion, although rare, do raise an important issue of a potential exclusion of the elder users in the cyber space. There are some studies though, which show that the more confident the seniors are in using the Internet the more adventurous and open they become to various form of online activities.

Despite all the problems and criticism most of the users stress, when talking about benefits, that they felt privileged to take part in the testing of the pilot version of the platform.

The participants of the project commented that it was not so much the platform itself but the participation in the whole project that has affected their life in a positive way. First of all,

those who had none or little experience with the Internet, feel now much more confident about using it. They do not fear any more approaching new technology, either a PC, tablet or a Smartphone. In this sense the project has help them to overcome the psychological barriers, named as "soft barriers" in the first report.

Moreover, almost all of the users pointed to the social aspect of the workshops organized within the Go-myLife framework; that is getting to know new people, making friends or just simply – feeling motivated to go out. Many of the participants maintain private contacts, besides participation in the project. Last but not least, some of the interviewees stressed that they felt privileged to be a part of such important, international project

5.3.4.1 Goal 1: Facilitated interaction

When it comes to maintaining contacts with friends and relatives most of the participants point out that they usually use a phone for an update on a minor and mundane information (every-day life, gossips, practical information), and to discuss a really important issues they would always prefer a face-to-face meeting.

5.3.4.2 Goal 2: Deepening and growing relationships

If, however, more of their friends joined the Go-myLife platform they would definitively use the tool to communicate with them, especially to exchange the every-day information and neutral topics. They see the platform as particularly useful for suggesting or recommending a movie, play or exchanging advice about diet or health or good deals. It is worth adding that all the interviewees confirmed that they had talked about the project with their friends and relatives, which influence their attitude toward such initiatives and serves already as a word-of-moth promotion for the future.

5.3.4.3 Goal 3: Easier to get out of the house

Users did not refer to this goal

5.3.4.4 Goal 4: More secure and safe to get out of the house

Users did not refer to this goal

5.3.4.5 Goal 5: Easier to play an active role in the community (events, reciprocal help)

Most of the users expect the platform to be a medium not only for entertaining or communicating purposes but rather - a platform, which would provide useful information and enable help-exchange services.

All of the users agreed that some kind of a "notice board" – where they could ask for/ offer help or advice – would be a very interesting idea. Such solution could enable them to find a nurse if needed or search for someone who would help with shopping. One of the interviewees said, that with so much time on her hands she would use such notice board to offer some volunteer work. Other would use such message board to ask the users to recommend him a reliable and honest cleaning lady or an experienced plumber. The topics should be divided into main categories, such as "housework" or "health", and sub-categories to keep the board at order. A few people see the board as a place where they would also find some other seniors with similar interests and match-up.

5.3.4.6 Goal 6: Easier to keep the mind fit (information, cultural events)

The biggest difference between the first and second phase - in terms of the effect of the project - are the visibly greater skills acquired by the users. One of them says: "[the platform] *is not so involving anymore; I know everything already*". It's interesting to notice the direct relationship between involvement and learning. Once the tool is familiarized, the user loose interest in it. This is perhaps connected to the fact − mentioned already in another part the report - that there are little activities going. In other words - learning how to use the tool has been the only activity itself. This situation may indicated that in the future more attention should be directed towards maintaining the interests in the platform by encouraging the users into regular usage of the platform (posting, commenting, creating events) so that the users get a constant feedback for their actions and in return maintain interest in the tool. This need has been traced in the users' comments, who often felt regret, that despite their effort, there was no response to their activities (posts, events, invitations).

One of the most striking features, when comparing the two phases, is the growing competence, not only in the technology usage but in general knowledge of the Internet. This is observable in the way the participants have started using the IT language. If, after the first phase in Spring 2012 most of the seniors were using everyday language to report their activities, problems and benefits (this was also highlighted in the first report), then in the second phase there is a visible growth in the specialized vocabulary (ie. screen shots, applications, intuitive tools, etc). Also in the beginning of the trials some of the participants insisted on using "more traditional" ways of delivering to them the knowledge and skills, with the usage of manuals and clearly written instructions, even on the platform itself, because, as they would explain, they saw themselves as "an old school". Interestingly enough, such attitude is barely noticeable after the second phase of the testing. As if the participants have switched, so to say, into the "new school" without even noticing it. This change is significant for three reasons: a) it means that they have enlarged they areas of everyday competences and gain more confidence, which will result in b) better communication with younger, computer-literate generations (their children, grandchildren and perhaps grand grandchildren) and c) better understanding of the IT language used in the public discourse (mass media). In other words, regardless of the success of the project the added valued of it is the limitation of the cyber exclusion processes of the 50+ generation due to the lack of IT skills and competences.

5.3.5 Expectations and suggestions: content and information issues - Poland

In fact, there is a general expectation from the platform to be much more informative than it is right now. Some of the interviewees suggested including links to cultural websites (cinema shows, museums, theaters), collected under the "Culture" tab so that they can be directed to the type of event they are interested in. Others would like to see more 'practical', so to say, information, such as the addresses of the local clinics, senior clubs, offices, local weather forecast, etc. This would enable the users to find the essentials on the platform without browsing the whole Internet with Google or other search engine. The idea is to have all the necessary information "in one place", as one of the respondent puts it. The information should also be adjusted locally.

The topics and information the participants expect to find on the platform include: health - such as diets, examples of exercises designed for the elders, cloths shops for larger ladies and some technology-related advice, i.e. how to choose a good mobile phone or a laptop, presented in a comprehensive way. Other seniors suggested a need for information on cultural

events, entertainments, meetings for seniors. "This would be something which would really attract the seniors". The interviewees imagine that a user would signal a need for a particular topic, subject, such as the one abovementioned, and someone else - "an editor of the website" - would prepare a professional feature on the subject and puts it up on the platform's website in a form of an article. Such opinions indicate, of course, a slight misunderstanding as to the purpose of the platform, which is supposed to be created by the users *themselves* sharing information among each other, rather than being provided as top-down information by various editors.

5.3.6 Reliability and privacy – Poland

Despite the common claims that the senior users are much more suspicious towards the information they find on the Internet than their younger counterparts, our participants showed a rather surprising level of trust towards the potential content added by other users on the Go-myLife portal. Their approach might be called as sensible. It's possible that the age factor plays here a decisive role. The users are more trustful towards the other users from similar age group (which is in accordance with the targeted users). When asked how the reliability of information can be checked, they pointed out, quite logically, that after a while they would know each other's tastes and preferences. Such knowledge would serve as a base for verification of information and would solidify the level of trust towards the opinions and recommendations expressed on the board or forum. The users simply say that same rules apply to social networks as to "real" life. "*I double check- that is, if somebody recommend a handy man I try to find some other opinions and not just go by one*" (KA52).

 Unlike the younger, digital generation however, the seniors are rather unwilling to reveal and discuss any information, which is regarded as more private and intimate (relationships, sex, personal problems, ect.). Also they would not like to share their personal data over the Internet, which indicated some fear about lack of control over this area. This was clear when the participants noticed that after registering they had suddenly access to various people's data (their contacts, emails) and realized it worked both ways. Our interviews said that they would feel much safer choosing and adding the friends manually rather than having their friends and relatives added automatically, from their mail's contacts.

5.3.7 Suggested advertisement on the platform – Poland

Main criticism

First and foremost, it is worth noticing that the seniors do not generally oppose to the usage of the online advertisement. They do understand the economic reasons behind it and the necessity for the websites to use the commercials as the main source of financing their functioning. This is not to say, however, that the elderly users enjoy the presence of commercials on the Internet. They understand the reasons they are there but do not necessarily like them. As one of the discussants says "*The first thing I do, whenever going on a website, is to locate an »x« to shut down a pop-up window*".

The senior users are aware that the systems they use enable them to block the pop-ups but because that procedure often disables some other information (non-commercial) they rarely decide to take these steps. One user said that he had in fact stopped using one of the news portals because of the tiring and aggressive pop-ups used there. "*Sometime I use the other version of the portal designed for mobile phones because the number of ads is much much smaller so I can go right away to checking the news*".

Another disadvantage the discussants point to is the fact that it takes much longer for a website to open, when it is overloaded with commercials. This is very off–putting and as a result, they often give up waiting for a website to download.

The last point raised in the discussion was that in the case, when the user has to pay for every kilobyte downloaded during the usage of the mobile Internet (as opposed to broadband connection) it seems only unfair to pay for unwanted information such as commercials.

Ads and attitudes

- Pop-ups: these are particularly annoying for the users, especially when shutting them down becomes troublesome due to constant moving around of the ad or inability to find the shout-down button. The seniors see them as "attacking", "aggressive" and "frustrating".
- Video commercials or pre-rolls are similar to what the users are used to watching on TV. Some of them are enjoyable to watch and if not – they make a perfect break for making a cup of tea, as one of the participants puts it. This type of advertisement does not raise much negative feelings as long as it is funny or enjoyable, in which case they are treated more like a short entertainment rather than an invasive campaign.
- Banners and sliders are the least controversial, out of all the other types of commercials, especially if they are subtle, do not move around and do not obscure the information the senior users look for in the first place.

Expectations

As it was mentioned above, all the participants seemed to agree that advertisements are an unavoidable aspect of any commercial website. Therefore, if the advertising are necessary, they are expected to be rather subtle (located on a side, not screaming out with noise and colors) and definitely matching the interests of an Internet user (contextual advertising). *"If I'm interested in healthy eating, I expect to find such commercials which match my interests"*, one of the discussants says. When asked about the type or products/ services the users would be interested to find advertised on-line, the seniors pointed to:

- Last minute/ budget holidays offers
- Culture-related: film/ theatre/books premieres
- special offers from pharmacies
- health-related supplements

We do have to take into account though, that the interviewees participating in the group discussion are all well-educated inhabitants of the capital which influence their choices and needs. These, however, are not representative for the majority of the senior Internet users.

Conclusions

The users agree to a few requirements the advertisement need to accomplish to be accepted:

- It does not obscure the information.

➢ It has a form of (preferably) a banner or a slider in the header.

➢ It is easy to shut it down if a user wants to.

➢ It is no bigger than one fifth of the website.

5.3.8 Summary of findings from pilot 2 - Poland

Although most of the users seem now rather confident about using the Go_myLife platform, there are still one or two who report problems when testing the platform at home ("I still need to be led step by step", KS51). This might be connected with the personal abilities and/ or their involvement in the project and should not be treated as a sign of failure in transferring the knowledge and skills, especially that – as the report shows – there is a significant growth in the latter. The statistics gathered from the diaries shows that a great majority of the Polish users rate the tool as simple, effective and rather interesting. The participation in the project resulted in activating and motivating the users to become more interested in the subject of social networks and more involved in it by testing the options. Taking and sharing the pictures seemed particularly popular among the users.

While many of the problems the users encountered during the second phase of the trials are very similar to those listed in the report completed after the first phase – mainly problem accessing the platform and very poor quality translation, which lead to another problems and misunderstandings – it is also noticeable that the weight of the problems, so to say, is not the same. This time they are very specific and specialized, i.e. – several problems with looking at the newest pictures because there are not categorized by different folders. This clearly suggests a major improvement in using the platform by the seniors, which is further confirmed by other observations like a more advanced IT language the group in general has started to use.

5.4 Findings derived from participators user-involvement methods - UK

This analysis is based on summaries of the interviews, provided by the UK pilot facilitator. Thus, the here presented direct quotations are often in third-person.

5.4.1 Improvements from pilot phase No1

A number of technical improvements have been implemented after pilot phase No1. However, only one aspect has been recognized, resp. mentioned in the interviews, namely the opportunity to delete one's own posts (DW41)

5.4.2 Problems and difficulties with the Go-myLife services – UK

5.4.2.1 Temporary, general non-function of the Go-myLife platform

During the two pilot testing phases, the technical Go-myLife team was busy working on the improvements, which lasted temporarily into pilot phase No2, where the system was not working, which had a significant impact on the frequency of use. All in all, 13 persons reported having had technical problems with the Go-myLife services during pilot phase No2. Some persons enjoyed the participation at the beginning of the overall pilot testing, but they more or less gave up because the Go-myLife services didn't work. *"She feels it is difficult to keep up the interest when you don't ever know if you will be able to post" (HA45). "Sometimes just the*

home page brought up, but nothing could have been done beyond that." (DW41)

- *At best she only gets to the home screen, but when she taps on any of the boxes, she just gets the message "something wrong happened". For her Go-myLife hasn't worked at all. (WE42)*

- *She found it very frustrating keep trying to go onto it and it not working. (YO41)*

- *He felt that this can be especially frustrating when you are in the supermarket and might want to let other people know about a special offer at the supermarket or an event that he has just heard about, but by the time he gets around to being able to get online, the event has passed. (SM51)*

The low data processing speed was another reason why participants were reluctant to use the Go-myLife service more frequently.

- *She feels it is difficult to keep up the interest when you don't ever know if you will be able to post - particularly because at the best of times you have to wait a few moments watching the "getting data" message before the screen comes up. In fact sometimes it can take half a minute before the screen comes up, so you have to keep waiting to see if the site is working and you may wait a minute or more before finally giving up. (HA45)*

- *He said that another problem sometimes was the time took to connect. And the problem is that you can't even be sure that it would connect then. If it was quicker to connect with the service he would be much more inclined to use it. (SM51)*

5.4.2.2 Access with Firefox:

Comparable to the polish pilot, the users from UK reported the same difficulties that arose due to the access with Firefox. As this was the online Internet browser allowing connection, the requirement to download it, open it when one wants to access the platform, open to URL etc. was perceived as quite complicated. In addition the service on the browser would need some elaborated notifying system, as new contributions and activities are not directly shown on the smartphone, like this is the case when having an App installed.

5.4.2.3 Functional problems in particular

General problems – both on the PC and smartphone version of the Go-myLife platform

The smartphone version seemed to provide more functional problems than the PC version did. The analysis of the participants' complains regarding functional pitfalls highlights that they refer mainly to the smartphone version of the Go-myLife platform. *The big problem he faced was that there often was a problem with his smartphone. He was able to use Go-myLife on his computer with very little problems, but for many days at a time there seemed to be problems with the smartphone – either not getting on to Go-myLife at all, or just getting the message "Something wrong happened". (EN37)*

A general disadvantage of the smartphone version is that the correction of spelling mistakes requires senso-motor skills, which may decrease in older age. *"One problem on the smartphone is that it is difficult to correct spelling mistakes when they are at the end of the line." (GR42)*

A potential advantage of the smartphone version in relation to the PC version may be that smartphones could draw the user's attention to new activities on the platform or of particularly defined groups on the platform. *"He thinks that it would be very useful if there could be a way for the smartphone to alert people when any of their friends post an update or a photo." (CH44)*

Recommendation 1: check the possibility of an alert system or develop Go-myLife as an App compared to Facebook where new contributions are immediately indicated.

Announcement of new activities on the Go-myLife platform

New activities in **events and messages** are displayed by flags on the respective icon on the home page.

With regard to "**events**", on the smartphone version, the user needs to tap on the "Invitations" bar to see what that invitation is about, otherwise the user will just see the different friend group icons ("All", "friends" etc.) and she/he will only see the old invitations when she/he clicks on those.

For one participant this navigation logic was not self-explaining: he didn't remember that he needs to tap on the "invitations" bar at the top to see the new invitations and he thought that there were no new invitations. He suggests that the invitation bar says e.g. "See new invitations". (MB39)

Recommendation 2: invitation bar to events is specified with e.g. "See invitations"

A similar usability problem was discovered with regard to "**messages**". There are four navigation bars on the screen, one under the other:

- "Send message"
- "See Unread messages"
- "See Received messages"
- "See sent messages"

So at least it is a bit clearer that she/he has to tap the "See unread messages" bar before she/he sees the new messages. However, the same participants felt that the user should automatically have the first few news items on show (MB39).

Recommendation 3: new messages should immediately be displayed in chronological order

Messages

Typing a message may last for older people a bit longer than for younger ones. An intermediate storage would be useful, particularly in the event of technical problems. *"On frustration is that sometimes he was in the middle of typing a long message and the message came up "Something Wrong Happened" and it was all lost. It would be nice if the messages were saved on your phone while you were typing so you didn't have to type it again if you lost it." (LI41)*

Recommendation 4: include an automatic intermediate storage

Another problem is that it is not apparent if there are comments on particular messages. *However the problem is that (on the smartphone) nobody knows that someone has commented unless they actually check. So he has sometimes wondered if anyone would see his comments (LI41)*

Recommendation 5: comments on messages should be apparent at first sight as well

Commenting on a message is communication. However, as the commenter's name is not displayed, neither on the PC nor on the smartphone version, the communication remains anonymously, which is not satisfying from the participants view. *"One problem is that you can't see if anyone has commented. He has sometimes commented on other people's posts, but they didn't know he had posted, so it felt like a waste of time." (GR42)*

Recommendation 6: Show the commenter's name with each comment

Local Life

The map in local life on the smartphone version is too small for older people, which, however, can be hardly solved *"... the maps are really too small to be useful on the phone." (YO41)*

Recommendation 7: check if the map on the smartphone have some optimization potential

Event function in general and in "local life" particular

The event function on Go-myLife includes now (after pilot phase No1) the opportunity to get a list of people who will attend as well as a list that will not come to a particular event. However, the time function for events is missing but required. *"There does need to be a way to show the time of events and not just the date". (EN37)*

Recommendation 8: include a time function into the event creation

The event function in the "Local Life/My Neighbourhood" provides a smaller set of functionalities compared to the personal events. It was developed as a general announcement of an upcoming event to everyone who belongs to the same neighbourhood, and thus did not provide the invitation and registration function like private events. This was perceived as problematic by end-users. The following scenario[3] may illustrate the weakness of this missing "invitation" function: *"I am concerned about a dangerous road crossing in my neighbourhood and want to invite other people to meet up and talk about what we can do about it, I would have no idea whether 1 person will come or 100 people. So it would be difficult to make the proper arrangements."* One participant pointed out: *It would be useful in "my neighbourhood" to know how many people and who were going to an event. In other words, it should be possible for people to add their names to an attendance list. (YO41)*

Therefore, a function where users could add theirs names to an attendance list is suggested. In other words: It would be useful to allow people who plan to attend to be able to respond and indicate that they plan to attend, so that the organiser could have some idea about how many people are likely to come.

Recommendation 9: for the event function in "local life / neighbourhood" create the opportunity for "registration", including the names of participants.

Access to News / Media

The idea of Go-myLife is to provide the user with the opportunity to create sub-groups of their social network, like "family", "walking friends", and post news and media separately for each of these groups. When the user accesses his "News" or "Media" he first has to select on of these groups or "All" to see any new entries.

For one participant this way of reading new activities was not self-evident: as he had not set up individual groups, he *"only saw the "All" icon and didn't see any news, he just assumed that there had been no new news items posted." (MB39)* as he did not realize that he had to click on "All" before.

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[3] Provided by Michael Mulquin, ISComm

It is suggested therefore, to have some text above the icons representing the different friend groups to say: "click on (or "tap" for smartphones) one of your friend groups to see news from that group and post to it."

Recommendation 10: add a hint/instruction that news can be seen and posted when clicking/taping of one of the groups.

Media

Participants are enthusiastic to post photos, but are complaining that the photos can't be rotated. *"One frustration is not being able to turn the photos the right way up on the system. They mostly tend to be posted the wrong way round and it is frustrating not to be able to change them." (CH44)*

Recommendation 11: include editing of pictures, like rotating, and deleting in the photo function

5.4.3   Barriers to the Go-myLife platform – UK

Psycho-mental barriers:

Apart from the technical problems and functional potentials of optimisation of the Go-myLife service, there were other barriers reported with Go-myLife. Some participants had the feeling their contributions might not be interesting enough for other people. The provision of a technical solution to overcome social isolation might not be enough; rather active encouragement measures for people with low self-esteem would be supportive.

- *"He apologised for not posting very much. It is because he feels he has a boring life".(LI41)*

- *"When the service is working he looks at it most days, though he doesn't usually post, because he doesn't feel he has anything worth saying." (MO50)*

- *"Her friend has a much busier and interesting life and reads the paper and so on. She would have a lot more to talk about and that would make June more likely to read and post." (GO38)*

- *... he didn't think he had anything worth saying to other people (MB39)*

Recommendation 12: platform operator encourages people with low self-esteem with explicit empowerment measures, such as videos, netiquette, etc.

Another mental problem is the ability of keeping the different groups in mind.

- *The one problem is that it can be confusing trying to keep in mind all the different groups that you could be sending updates to. There are the groups you set up as part of your network, there are the groups that you might belong to under local life and then there is the wider group who belong to your neighbourhood. (GR42)*

Recommendation 13: Potential solutions to this problem which would need further research are, a visualization of the user's social network and/or the provision of a history of conducted activities within Go-myLife.

Senso-motoric barrier of smartphones and computers:

The Go-myLife smartphone version is only appropriate for people without any degenerative impairment on the hands. *One of the most important groups she belongs to is for people with arthritis and they all, of course, find using a computer quite difficult. (HI47)*

5.4.4 Perceived benefit of the Go-myLife Platform- UK

After pilot phase No2, the majority of participants are convinced that the Go-myLife "idea" is in principle of added value for them. But it requires a stable performance of the application as well as some functional improvements to make these added values come true.

For an estimated half of the participant the use of the platform is intuitive and it is useful to them.

- *Go-myLife is quite straightforward. (CH44)*

- *She feels that Go-myLife is quite easy to learn and there are a useful set of things you can do with it. (JO38)*

- *She would keep doing it whatever happens, because she finds it is interesting. She looks at news and messages. She also very much enjoys posting her own messages (MP23)*

Given the technical problems with the platform during the testing period, the compliance to use it in future, is, however, somehow cautious.

- *... she can see that the theory of Go-myLife is good (WE42)*

- *He said that he would keep on using it, providing it is reliable (SS48)*

Participants are aware that the real added value depends on a critical mass of platform member's resp. on the numbers, the variety and the quality of members' contributions. Almost everybody spoke about personal considerations how more platform members could be recruited. "*When more people are using Go-myLife then the local events section would have real potential." (SS48)*

The following discussion of potential benefits of Go-myLife is based on the participants' experiences with the platform, but assumes that first, it would be more reliable and second, a critical mass registered to the platform.

5.4.4.1 Goal 1: Facilitated interaction

Similar to pilot phase No1, the majority of participants appreciated the opportunity to get in contact with peers and learn more about them:

- *He has made a number of new friends and enjoys exchanging news with them. (SS48)*

- *It was also nice to find out a bit more about the other people in it through Go-myLife. (JO38)*

- *He does enjoy reading other people's posts. (CH44)*

- *He liked posting photos and telling people his news. He also enjoyed reading other people's news. (EN37)*

Also the sharing of information was perceived as benefit.

She also very much enjoys posting her own messages. (MP23) while others enjoy the opportunity to only respond to posts and prefer not to post actively themselves. *He feels that it is much easier to respond to a post rather than just post something. (LI41)*

Participants like the opportunity to post anonymously in forums (e.g. DW41) as well as the opportunity to post private messages to other people in the group. (e.g. EN37) It is a convenient way of interacting for them and keeping nevertheless cautious to go out on a limb.

As stated already above, the opportunity of sharing photos is highly appreciated and another way to facilitate interaction. (e.g. MP23, EN37)

5.4.4.2 Goal 2: Deepening and growing relationships

Go-myLife's main goal was to support older people in deepening existing ties. From the respondents' statements we can deduce that the Go-myLife platform made a positive impact on their relationships, but have to keep in mind, that the participants met also on face-to-face occasions during the Go-myLife jour fixes.

The participants get well known and created closer relationships with reciprocal support:

- *She really enjoyed the group and feels that she has got to know everyone really well. (DW41)*

- *It has made her feel closer to people she already knew. She feels more in touch with them and it is easy to comment on what they are doing and to share news with them all. She likes the way everyone has all helped each other with it and that she feels we are all looking out for each other. She now feels it easier to contact them for advice and not just using Go-myLife– for instance she feels it is easier to phone them up than before they started using Go-myLife. (MP23)*

The interviews also highlighted that they participants plan to stay in contact after the Go-myLife project's exit. *She would be happy to continue to use it with the existing group (HI47).*

There is an ongoing discourse about innovative intergenerational approaches in variety of societal fields. Despite the undeniable potential benefits of intergenerational approaches, the value of a "peer" approach, where older people can meet and exchange information in their own age group, shouldn't be neglected[4]. *One thing he likes about it is that everyone is all in the same boat and it is easy to have a bit of banter and fun – like a club and with people of your own age group. (GR42)*

Also the "local life" function has an impact for meeting new friends in the neighbourhood. *She liked the local life section as it opens up the possibility of making new friends. (JO38)*

To keep contact when one is house-bounded, not to become isolated when one is not able for face-to-face meetings, these are the inherent goals of the AAL Call2. The following statement highlights that Go-myLife makes an effort to achieve these goals: *She enjoys the way it helps her keep in touch with her friends in the group. She was sick for two weeks during the pilot and so couldn't go to one of the sessions and also to many of her other activities and so she appreciated being able to keep in touch with everyone through the News. (HI47)*

5.4.4.3 Goal 3: Easier to get out of the house

The concept of "active ageing" is a process of optimizing opportunities for physical, social, and mental well-being, which can be realized by both indoor and outdoor activities. Go-myLife supports older peoples' opportunities to get out of the house. *It would make it easier to meet up with her friends. She said that the group is already planning to meet up for a meal and they are organising this on the Events section of the site. (MP23)*

Particularly the "local life" function is mentioned by the participants several times as the key enabler for organising outdoor activities. *It is likely that if housebound older people could read about what was going on in their neighbourhood in this informal way, they might be able to go along to one or two of them. It would certainly make it easier for them to feel in the mental frame of being able to get out of the house if they could read about the things that*

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[4] See more elaboration regarding the value of peers in D2.3 Synthesis Report, page 18

were happening in their neighbourhood and see photos and reports of how they went that were put up by other older people. (HA48)

Of course, organizing common outdoor activities requires the provision of an event function, which is appreciated by the participants. *The events function is very useful because it makes organising things much easier. Because of that we are more likely to organise an outing with our friends. (SS48)*

5.4.4.4 Goal 4: More secure and safe to get out of the house

No data available – participants didn't refer to this goal.

5.4.4.5 Goal 5: Easier to play an active role in the community (events, reciprocal help)

Our thesis that the bond of neighbourhood and local community is becoming an increasingly important factor the older people get[5], has been confirmed by the participants experiences. The goal No5 has some overlaps with goal No3, as references as stated above, are mainly referred to nearby activities.

One of the most important benefits of the Go-myLife platform seems to rely on the "Local Life" function. The overwhelming majority of participants emphasised explicitly the added value of getting updated about activities in the local community.

- *It also could be very useful in helping find out about things going on locally (SS48)*

- *She liked the local life and neighbourhood because it makes it easier to find out what is going on in her neighbourhood – although the maps are really too small to be useful on the phone. (YO41)*

Go-myLife is considered as "window" to the immediate environment, especially for people who are (maybe temporary) housebounded. *She thinks it would be very valuable for older people who can't get out of the house very easily. It would help them to get a window into what was happening in their neighbourhood (HA48)*

In addition the user Go-myLife might have the potential to increase the help and support between members of a neighbourhood. *Go-myLife, might be useful for his local Neighbourhood watch as most of the people on his road are of the right age group and many have computers. He will check with the local police officer and then with the people in the road. There is a good sense of community. It could help if people in the street knew if someone was going away for a few days. It might make it easier to sort out people to look after pets for a few days, or do the shopping if someone was ill. (MO50)*

However, the full added value can only be realised if the membership receives a critical mass: *Once there were a lot of people on the service in their neighbourhood, and maybe some people that they know, then they would probably be very attracted to it. (HA45)*

Another quality aspect is the content provision; interestingly, the participants seem to be more interested in content provided by peers and less by information of from e.g. service providers, local associations and other organisations in the ageing domain. *Because it would have a lot of information about what was going on in a neighbourhood, but put there by older people themselves, it would make it much more interesting to read. (HA48)*

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[5] See D2.3 Synthesis Report, Page 18

As already described under "Goal 3", the event function - either the generic version or the version as being integrated in "local life" – are highly appreciated to organise community life.

- *She thinks the Events section is very useful as it enables her to invite people and respond to invitations at her leisure (MP23)*

- *Events are useful, particularly the opportunity to choose who to invite and who not to invite.(EN37)*

- *He very much likes the local life and neighbourhood sections and found it easier to relate to setting up events in this section rather than the main events function. (GR42)*

5.4.4.6 Goal 6: Easier to keep the mind fit (information, cultural events)

Learning in later life often sees a paradigm shift away from academic attainment or qualifications to a more social learning experience that brings a degree of pleasure and fulfilment to the individuals. It is not only about learning per se but about an understanding which extends an individual's opportunity to remain active, physically, socially and mentally (Schwarz-Woelzl and Smith, 2012). The pilot participants described, how Go-myLife stimulates their cognitions,

- either as a stimulus to verbalise thoughts in written form: *He also likes posting himself – it is a chance to put his thoughts and reactions into writing – particularly when Aston Villa football club loses a game! (CH44)*
- or to reflect on one's (daily) experiences: *... but it is also good to think about something interesting that she can post. It is good to have the chance to review how the day is going and what has happened to her. (YO41)*
- or to learn from others in a wider geographic scope: *She really enjoyed forums, as it is useful to find out what people in other parts of the UK and of Europe think. (HI47)*

5.4.5 Facebook versus Go-myLife platform – perceived benefits (optional)

As already observed during pilot phase No1, also pilot phase No2 had a positive learning effect on the participants. Becoming acquainted with one social network platform, namely with Go-myLife, evoked the curiosity to learn also about mainstream social network platforms. *He would also like to find out more about Facebook (LI41). She also likes Facebook – which she feels is just like reading the Sun newspaper. Her family don't phone or contact her, but Facebook is a great way to keep in touch and send messages to them. (MP23)*

But Go-myLife is not for every participant the better alternative to Facebook. *Most of his friends use Facebook and twitter and so wouldn't see any value in Go-myLife. (EN37)*

5.4.6 Suggested advertisement on the platform – UK

Focus groups were held with both UK pilot groups, who were given the opportunity to look at a number of mobile websites and how they handle advertising.

Each of them chose a selection of sites from the list given below and tried to find out the advertisements and consider how well they worked.

- m.yahoo.com
- m.london2012.com
- m.marksandspencer.com
- www.mobileweb.ebay.com
- m.ft.com

- www.telegraph.co.uk
- m.gumtree.com

On the whole people felt that the advertising didn't take away from the value of the site. In fact, sometimes the adverts were so unobtrusive that it was difficult for them to see them.

We then talked about whether or not advertising should be used on Go-myLife.

Both groups were happy with the use of advertising on the site. They felt that advertising was part of modern life and that it helps to pay for newspapers and TV channels.

Some of them were worried about the technology that allows our online behavior to be tracked to allow targeted advertising, or that uses information we have provided for other purposes.

However they were all happy to receive advertising based on the presupposition that users of the site were all retired and older people.

There was a suspicion that advertising might be based on stereotypes of older people and they wanted to make sure that it wasn't just about stair lifts or incontinence pads, but also included products and services related to their active and social lives. In other words, it would be good to have most adverts related to activity holidays, sports equipment, technology, newspaper subscription and so on that assumed that older people were open minded, active and willing to try new things.

They did feel that, for the credibility of Go-myLife, it would be important that there were at least basic checks in place to make sure that those advertising were legitimate and trustworthy. Ideally it would be good if this could extend to the quality of the offer as well – in other words if, say, investment products were featured, they should be among the best on offer. However they realised that this might not always be practical.

There was a suggestion that Go-myLife might want to partner with Gumtree – a specialist site that provides a local online market place in a number of countries around the world (including the UK and Poland). It was suggested that this might involve having a Gumtree icon under "Local Life", which would take people to the Gumtree site related to their neighbourhood. The idea would be to have some kind of revenue share with the Gumtree site.

5.4.7 Participants reflections on the pilot phase No2

The Go-myLife researchers were challenged to create for the participants mutual trust and respect as well as self-confidence as crucial pre-conditions for the successful user-involvement methods. This aim has bee achieved; the participants enjoyed the good atmosphere in the pilot group, they had fun and met new friends.

- *She is always nervous about doing things, and thinks that she will mess it up so it is good that there are others in the group in the same situation and they are helping her (MP23)*

- *She very much enjoyed the group and the chance to make new friends. (GO38)*

- *… the group always was a lot of fun.(JO38)*

- *She really enjoyed the group and feels that she has got to know everyone really well. This has been partly because of the weekly group meetings(DW41)*

- *She really enjoyed coming to the group and made some good friends there.(WE42)*

As an positive side effect of testing the Go-myLife platform, participants increased their general ICT literacy *Learning about the smartphone and the Go-myLife social network was also very interesting (GO38)* and they think they have got enough time to become acquainted with the Go-mylife functions. *She doesn't use a computer herself – so found that there was a lot to learn, but we had enough time in the group to make sure that we learnt everything. (JO38)*

5.4.8   Summary of findings from pilot 2 - UK

The findings of the UK pilot 2 show that the objective of Go-myLife, to foster the local community of older people as source of instrumental and emotional support, is highly valuable for participants. But while we thought that a social networking platform for older people of the same neighbourhood would have the main benefit to get to know NEW people and thus extend the participants' social networks, we realized that the platform mainly helps to deepen those lose friendships and connections that are already existent.

The regular communication via news and messages on Go-myLife is appreciated as a means to get in closer contact with those people whom one would loosely know from weekly activities. It helps to gather deeper insights into one another's hobbies and lives and makes the communication more regularly and richer via the usage of media.

The "Local Life" on Go-myLife is understood as a "window" to the immediate environment. It helps to know what was going on in the local community and to organize one's community activities, where the event functionality facilitated the organization of meetings and collaborative events. Having this window to the local life is not only relevant for those who want to play an active part in their community. It is considered as "window" to the immediate environment, especially for people who are (maybe temporary) house bounded. In the UK pilot one participant was house bound during the testing and thus the Go-myLife community could experience this benefit of Go-myLife in this context during the testing.

One of the most important objectives for UK participants is to help making the neighborhood a better place and this is how Go-myLife could further develop if a larger number of local community members participate. As one of the participants suggests, if many neighbors meet on a platform like Go-myLife it would support them in exchanging small instrumental support and advice, but also increase the individual feeling of security in the case of absence during holidays or hospital stays. A blackboard is one of the major features, which would still need to be implemented to facilitate this exchange of instrumental support.

Content-wise, the participants highlighted the fact that it should not be local newspapers or administrations that provide the content on Go-myLife. For the pilot participants the interesting fact is to have the latest news of the community from the viewpoint of the older people. Contrary to the Polish pilot, in UK Go-myLife is not understood as the single entry point to the main services and information for older people provided as third party content. It is seen as a social networking platform where older people discuss, share and contribute what is relevant for them in their local community.

Some major potentials for Go-myLife have been identified, in finding new ways of keeping the mind of older people fit. This is an important objective for UK participants, but could not yet be covered by Go-myLife functionalities. Some participants mentioned that sharing news makes them reflect about their day and thus is perceived as stimulating. But additionally to that reflection and sharing of experiences with others, specific functionalities that stimulate older people to keep their mind fit could be thought of.

The aspect of having a map and GPS integrated into Go-myLife has not yet been perceived as

useful for the test participants. In general smartphones have the disadvantage for older people that the manipulation is quite a challenge due to the small size – especially for those who have senso-motoric and sight difficulties. Concerning the map, the general feedback was that it was simply too small to be well managed and also well seen and used when being out and about. Thus we see some potential for future research to investigate in how far location based information can be provided to older people on smartphones in a way that it would consider senso-motoric and sight difficulties.

What needs further improvement as well is the reliability und stability of the developed Go-myLife platform. The instability, especially on the smartphone, was partly due to problems with the internet coverage when being out and about. But in general participants reported about regular break-downs and problems when connecting to Go-myLife.

There were also some very concrete suggestions on how to further improve the usability of Go-myLife. Participants wanted to have a better and quicker access to new messages, event invitations and media and they required a more extended set of functionalities to manage the media content on Go-myLife. Another requirement was an alert system which informs users whenever there is something new happening on the platform. This alert system would also pull users more actively to Go-myLife. In general the access to Go-myLife via Firefox was perceived as complex and not very user-friendly.

Next to the technical problems with Go-myLife, there were also some emotional barriers encountered during the testing. One barrier was the fear of not having something important to say or the reluctance of sharing "unimportant" things. People having this fear, like to watch others' contributions, some of them like to comment on others' contributions, but sharing news and messages by oneself was perceived as being difficult. Sharing pictures was easier in this regard.

So concluding we can say that participants identified some important benefits of Go-myLife for their social lives. It has the potential to facilitate the older peoples' communication with peers, extend and deepen social relationships with older people from the local community and thus support participants in playing an active life. Therefore we can conclude that the perceived usefulness of the platform is high. But to harvest on all these benefits more technical stability and a better usability of Go-myLife would still be required.

6 Summary and recommendations

The following summary which is derived from all evaluation instruments and both pilot sites will be structured in three parts. First the identified problems and barriers of pilot 2 will be discussed, then the benefits of Go-myLife will be introduced and finally issues concerning facilitation will be presented.

6.1 Identified problems and barriers

6.1.1 Access with Firefox

The first difficulty with Go-myLife is the access via Firefox, which was the only browser to connect to Go-myLife. The requirement to download Firefox on the PC and on the Smartphone posed some difficulties for older people. Also the requirement to open the browser, type in the Go-myLife URL, login etc. whenever one wants to look if there is something new going on is perceived as very complicated. This is even more annoying when the connection on the smartphones is lost and one has to start the whole process all over again so that it works.

Thus for some of the users using an App on the smartphone seems to be more comfortable, as Apps – once installed – can be easily found and opened on the mobile devices.

6.1.2 Low performance and instability of the application

Another common complaint was the inability to operate Go-myLife smoothly. During the two pilot testing phases, the technical Go-myLife team was busy working on the improvements, which lasted temporarily into pilot phase No2, where the system was not working, which had a significant impact on the frequency of use. Although users recognised that the functionality and also stability of Go-myLife was improving between pilot 1 and pilot 2, a large majority of users reported having technical problems with the Go-myLife services during pilot phase No2. Some persons enjoyed the participation at the beginning of the overall pilot testing, but they were more and more demotivated as the Go-myLife services didn't work. All in all, the participants assessed the quality of Go-myLife platform only on a medium level, and ten participants will not recommend it to others due to its technical instability. The likelihood to use the platform further, is among the UK participants two times higher than among the Polish counterparts, but in total also only on a medium level.

The low data processing speed was another reason why participants were reluctant to use the Go-myLife service more frequently. The smartphone version seemed to provide more functional problems than the PC version did. The analysis of the participants' complains regarding functional pitfalls highlights that they refer mainly to the smartphone version of the Go-myLife platform.

6.1.3 Manipulation of Smartphones

In general, using the smartphone for such complex tasks like typing messages to friends and navigating though a map posed difficulties to users, especially those with senso-motoric difficulties. Users reported having problems with the screen, which was either too small or too

sensitive and thus resulted in unwanted actions. They stressed that while they did not have any major problem using the platform on a PC, the telephone is a different matter and they simply cannot overcome the difficulties, caused often by their physical limitations, like short-sightedness or shaky hands.

For instance the correction of spelling mistakes requires senso-motor skills, which may decrease in older age and thus are difficult to perform. Especially the map was reported of being too small to be of real value when being out and about. It was too small to properly navigate in it and also too small to properly see it.

Nevertheless having a smartphone and knowing how to manipulate it was a motivational driver as the participants were proud of these new skills, feeling like managing something which is normally rather used by younger generations. A potential advantage of the smartphone version in relation to the PC version may be that smartphones could draw the user's attention to new activities on the platform or of particularly defined groups on the platform. But this would require a well elaborated alert-system, as new contributions to Go-myLife are currently not visible if the user is not logged in to the Go-myLife website. Again, the question is, if an App would facilitate this mechanism of informing participants of new content and pulling them more actively to the platform.

6.1.4 Go-myLife compared to Facebook

A majority of participants felt that participating in a social network with peers from the same local region made them feel secure and comfortable. They appreciated the fact to connect mainly with friends at the same age. There were only view voices who argued that having a social network for older people only would make them feel isolated and excluded.

But becoming acquainted with one social network platform, namely with Go-myLife, evoked also the curiosity to learn also about mainstream social network platforms.

6.1.5 Suggestions for functional improvements

6.1.5.1 News & Comments

It was difficult to find the new messages as they were all to find in the different sub-groups of the social network (e.g. family) but could not been seen immediately when clicking into the "News" area. Thus older people were confused on where to find these new posts and thought that nothing new was going on. Thus new messages should be better visible, ideally immediately when clicking on the "News" icon and displayed in chronological order. An alerting function to know that something new is on the platform is related to this requirement.

The same is true for comments: it was not visible when somebody left a comment to somebody else's news. New comments should become immediately visible and it should also be visible who it the contributor of a comment, which is not the case at the moment.

In addition participants reported that there was limited space for writing a message while below in the screen there is a lot of unused area. So an optimization of space – especially on the smartphone where users have already problems with the size of the screen and the readability of content – is key to success.

6.1.5.2 Media

It was perceived as inconvenient that one could not upload more than one picture at a time. In addition it was required that pictures could be rotated. In order to see one picture one had to get through all the others' uploaded pictures on the platform; there were no folders/ subcategories created by the users' names enabling the user to find the picture he/she is looking for. This needs some further improvement as well.

6.1.5.3 Map

The general feedback on the map was that it's too small for older people to be easily navigated on a smartphone. What made it even more difficult was that in Go-myLife the map showed the whole world at first hand and one has to keep clicking on and on in order to arrive at a chosen specific place. It's not very useful for seniors, who often suffer from poor sight vision. In addition, in the location option, when choosing Warsaw (Warszawa) the users received the information back in English (not in Polish): "see neighborhoods around".

6.1.5.4 Messages

It is not possible to send a mail to multiple receivers at a time.

6.1.5.5 Events

Events had a similar problem to news. At the "event"-icon it was indicated that new invitations where waiting, but when clicking on "event" one would just see the different sub groups but not the invitations themselves. This navigation logic was not self-explaining, as users had to tap on "invitations" first to see the new invitations and thus thought that there were no new invitations. Thus users suggested that the invitation bar should at least say "See new invitations" or new invitations should be immediately shown when clicking on "events".

In general events should have a time function and the event function in "Local Life" should have a registration as well, were people could state if they will attend the event or not.

6.1.6 Psycho-mental barriers

6.1.6.1 Missing activity and critical mass

One psycho-mental barrier was related to the low activity on the platform. In such a small testing group, users often had the impression that there was not enough new going on in Go-myLife. When users posted messages on the main board and received very few comments to their posts, this had rather discouraging effect.

6.1.6.2 Having something valuable to say

Some participants had the feeling their contributions might not be interesting enough for other people, or they felt reluctant to talk about something "not so important" like the weather or one's activities. It seems that some of the older people need to get used to the idea of sharing chat and gossip with peers on an online. This does not mean that people, who feel reluctant to share their personal news, don't like to look at others' contributions. Some of them find it easier to comment to others' contributions rather than to post their own news, and others thought that sharing pictures would make it easier to contribute to the social network than writing messages.

6.2 Identified benefits

Generally the seniors see the potential of the platform in the future, they stress the need for it and usefulness, but point to the necessary improvements the tool has to go through in order to bring the real benefits. The perceptions about the main benefits of Go-myLife are slightly different between the two pilot sites.

In Poland participants perceive Go-myLife rather as a tool to exchange neutral, every-day information between friends. The kind of news they would exchange is rather related to giving advice or exchanging experiences, like recommending a movie or exchanging advice about diet or health or good deals. Go-myLife is not primarily understood as a tool to exchange personal issues. In this case the participants refer to more traditional means of communication like telephone or face-to-face meetings.

Most of the users expect the platform to be a medium, which would provide useful information and enable help-exchange services. All of the users agreed that some kind of a "notice board" – where they could ask for and/or offer help or advice – would be a very interesting idea. The topics should be divided into main categories, such as "housework" or "health", and sub-categories to keep the board at order. A few people see the board as a place where they would also find some other seniors with similar interests and match-up.

In fact, there is a general expectation from the platform to be much more informative than it is right now. Some of the interviewees suggest including links to cultural websites, collected under the "Culture" tab so that they can be directed to the type of event they are interested in. Others would like to see more 'practical' information, such as the addresses of the local clinics, senior clubs, offices, local weather forecast etc. This would enable the users to find the essentials on the platform without browsing the whole Internet with Google or other search engines. The idea is to have all the necessary information "in one place", as one of the respondent puts it. The information should also be adjusted locally.

For the UK participants the central benefit of the platform lies in the functionalities around the "local life", but rather as a tool that helps to make the neighbourhood a better place.

Contrary to the Polish pilot, in UK Go-myLife was not understood as the single entry point to the most important (local) information for older people provided as third party content. It was seen as a social networking platform where older people discuss, share and contribute what is relevant for them in their local community. While we expected that a social networking platform for older people of the same neighbourhood would have the main benefit to get to know NEW people and thus extend the participants' social networks, we realized that the platform mainly helped to deepen those lose friendships and connections that were already existent. The regular communication via news and messages on Go-myLife was appreciated as a means to get in closer contact with those people whom one would loosely know from weekly activities. It helped to gather deeper insights into one another's hobbies and lives and made the communication more regularly and richer via the usage of media.

The "Local Life" on Go-myLife was understood as a "window" to the activities of the local community, not only facilitating the communication and organization of local activities and events for those participants who want to play an active part in their community. It was also considered as "window" to the immediate environment, especially for people who are (maybe temporary) house bounded. In the UK pilot one participant was house bound during the

testing period and thus the UK community could experience the benefit of Go-myLife in this context already during the testing. They thought that staying in contact with the community when being house bound does not only comfort the ones who have to stay at home but also makes the re-integration easier at a later stage.

One of the most important objectives for UK participants was to help making the neighborhood a better place. If many neighbors meet on a platform like Go-myLife it would support them in exchanging small instrumental support and advice, but also increase the individual feeling of security in the case of absence during holidays or hospital stays. This outcome from the interviews is also covered by the quantitative data on social support types, which show that the neighborhood is the most important source for small instrumental support, like helping each other in the garden or lending small household items. Polish participants identified this benefit as well. Both groups required a blackboard as one of the major features, which would still need to be implemented to facilitate this exchange of instrumental support.

In addition Go-myLife still has some potentials by finding new ways of keeping the mind of older people fit, a benefit which users in both pilot sites strive for as well.

6.3 Facilitation issues

6.3.1 Trust and reliability

Despite the common claims that the senior users are much more suspicious towards the information they find on the internet than their younger counterparts, the participants showed a rather surprising level of trust towards the potential content added by other users on the Go-myLife portal. A user from UK mentioned that this trust resulted also from the fact that Go-myLife was a platform between peers (people of older age). The age factor seems to play a decisive role here, as the users are more trustful towards the other users from similar age group, which would give them the feeling of communicating openly in a social network while at the same time not bending out of the window. When asked how the reliability of information can be checked, they pointed out, quite logically, that after a while they would know each other's tastes and preferences. Such knowledge would serve as a base for verification of information and would solidify the level of trust towards the opinions and recommendations expressed on the board or forum.

The seniors in Poland were rather unwilling to reveal and discuss any information, which is regarded as more private and intimate (relationships, sex, personal problems etc.). Also they would not like to share their personal data over the Internet, which indicated some fear about lack of control over this area.

6.3.2 Advertisements

Participants from both pilot sites do not generally oppose to the usage of the online advertisement. They do understand the economic reasons behind it and the necessity for the websites to use the commercials as the main source of financing their functioning.

Fears and barriers related to advertisements were first that certain technologies might help our online behavior to be tracked to allow targeted advertising. However participants agreed to receive advertising based on the presupposition that users of the site were all retired and older

people.

Some users worried that advertising might be based on stereotypes of older people. They wanted to make sure that it wasn't just about stair lifts or incontinence pads, but also included products and services related to their active and social lives. In other words, it would be good to have most adverts related to activity holidays, sports equipment, technology, newspaper subscription, culture and so on that assumed that older people were open minded, active and willing to try new things.

Another disadvantage the discussants point to is the fact that it takes much longer for a website to open, when it is overloaded with commercials. The last point raised in the discussion was that in the case, when the user has to pay for every kilobyte downloaded during the usage of the mobile Internet (as opposed to broadband connection) it seems only unfair to pay for unwanted information such as commercials.

➢ Pop-ups: these are particularly annoying for the users and users have problems to close them. The seniors see them as "attacking", "aggressive" and "frustrating".
➢ Video commercials or pre-rolls are similar to what the users are used to watching on TV. This type of advertisement does not raise much negative feelings as long as it is funny or enjoyable.
➢ Banners and sliders are the least controversial, out of all the other types of commercials, especially if they are subtle, do not move around and do not obscure the information the senior users look for in the first place.

6.3.3 Workshops and trainings

One important change comparing the two phases, is the growing competence of participants, not only in the technology usage but in general knowledge of the internet. This is observable in the way the participants have started using the IT language, as there is a visible growth in the specialized vocabulary (i.e. screen shots, applications, intuitive tools, etc). In Poland it was observed that the "more traditional" ways of delivering knowledge and skills to the users (e.g. manuals and clearly written instructions), which was required at the beginning of the testing, was barely noticeable after the second phase of the testing. As if the participants have switched, so to say, into the "new school" without even noticing it. This change is significant for three reasons: a) it means that they have enlarged they areas of everyday competences and gain more confidence, which will result in b) better communication with younger, computer-literate generations (their children, grandchildren and perhaps grand grandchildren) and c) better understanding of the IT language used in the public discourse (mass media).

Moreover, almost all of the users pointed to the social aspect of the workshops organized within the Go-myLife framework; that is getting to know new people, making friends or just simply – feeling motivated to go out. Many of the participants maintain private contacts, besides participation in the project.

7 Bibliography

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