TAO Project Deliverable D 4.3b

Handbook: First Populated Version

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Contributor(s):	Contribution
Stijn Bannier (UNU-MERIT)	Handbook modules "(N)Onliner & Offliner", "TAO survey among older adults – Wave 1", "Online co-creation", "SeniorWebNL's online contact services", "Co-creation with older persons"
Jonathan Bennett (BUAS)	Handbook modules "Fostering older adults' online participation", "Older adults and online communities", "Usability", "Online communities", "Activities initiating older adults to meaningful use of the internet", "Free cruise on the Internet"
Christina Boeglin (BUAS)	Handbook module "Communities of practice"
Beat Estermann (BUAS)	Handbook module "Wikimedia seniors outreach"
Rüdiger Glott (UNU-MERIT)	Handbook modules "Sponsorship and fundraising" and "Planning methods"
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Markus Marquard (ZAWiW)	Handbook modules "Sponsorship and fundraising" and "Methods for cooperation and seminars"
Andreas Ninck (BUAS)	Information for Handbook modules "terzLivingLab" and "Seniorweb.ch (e-learning from seniors for seniors)
Daniel Reich (ZAWiW)	Handbook modules "Facebook activities" and "Online learning activities"
Ralph Schneider (ZAWiW)	Handbook modules "Silver Knowledge", and "Methods for cooperation and seminars"
Benjamin Spycher (BUAS)	Handbook modules "terzLivingLab" and "Seniorweb.ch (e-learning from seniors for seniors)"
Karen Torben-Nielsen (BUAS)	Handbook modules "Target groups", and "Volunteers: Roles, transparency, recognition, motivation, care / management"
Meike Westerhaus (ZAWiW)	Text describing the Handbook, Handbook modules "Welcome to the Handbook", "Volunteers: Roles, transparency, recognition, motivation, care / management", "Online learning activities"
Martin Wyttenbach (BUAS)	Handbook module "Business models"

Quality Assurance	
Reviewers	**Rüdiger Glott (UNU-MERIT), Dirk Richter (BUAS)**
Commented Summary of the Review (incl. corrective action / date of the review)	

Summary of the review (26th September 2012):
The reviewers pointed out necessary clarifications concerning the purpose of the deliverable and the target audience. In addition, reviewers stressed the importance of mentioning the concrete benefits of the Handbook for

practitioners. Reviewers further suggested including references to firms targeting the silver market.

Corrective action (27th/28th September 2012):
Purpose and target audiences have been clarified. The concrete benefits of the Handbook for practitioners are named and references to firms targeting the silver market are now included.

Date of acceptation of the deliverable
28th September 2012

http://www.thirdageonline.eu

Table of Contents

Executive Summary

The present text accompanies the first populated version of the TAO Handbook. It outlines the contents, drafting process and future development of the Handbook (including internationalisation). The Handbook itself can be accessed on the collaborative platform Wikiversity: http://en.wikiversity.org/wiki/TAO.[1] The handbook addresses managers of online communities and people in charge of online collaboration (e.g. in an educational setting) as well as trainers and multipliers in online communities and online collaboration projects and managers of firms who are interested in including a larger share of older adults in their activities. Quite often, the particular difficulties for older adults in participating in online communities and online collaboration projects are unknown to the persons in charge of these activities. The Handbook provides advice on how to address, activate, motivate and integrate older adults into online communities and online collaboration projects. In order to reach additional layers of the target audience, further opportunities to display and disseminate the contents of the TAO Handbook are currently being evaluated.

The Handbook is a collection of shortened, readable and hands-on versions of the TAO project results. As such, it possesses links to many other project deliverables.

The Handbook contents online on 30 September 2012 were drafted exclusively by the TAO consortium. However, the Handbook is set in a collaborative platform so that external stakeholders can easily contribute to it. Further steps in the development of the Handbook will thus include activities that encourage stakeholders to participate. This will for instance include workshops organised in each of the research partners' cities.

 A further step will be the inclusion of stakeholders from non-project countries (internationalisation). Here, the TAO context analysis will be used to establish contacts to different relevant actors in a number of European countries.

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[1] A "ready for printing" version of the TAO Handbook can be downloaded at
http://en.wikiversity.org/wiki/Wikiversity:Books/TAO_Handbook

1 Introduction

1.1 Overview of the Deliverable

The TAO Handbook can be found on the collaborative platform Wikiversity at http://en.wikiversity.org/wiki/TAO (start page); a direct overview of the chapters can be found on http://en.wikiversity.org/wiki/TAO/Handbook.[2] The TAO consortium believes that the best way to consider the deliverable is by accessing it directly, as this permits to experience the different links and connections between chapters and modules (rather than, for instance, a PDF document, which suggests purely linear connections).

The present document is a first version of the Handbook presenting intermediate results of the TAO project. It contains comments on the drafting process, an outline of its contents, the internationalisation strategy and ideas for the future development of the Handbook. The intention of this early version of the TAO Handbook is to motivate stakeholders in the field to comment on them and to enrich the Handbook with their own visions and experiences. Besides publishing the Handbook on Wikiversity, the TAO consortium contacts stakeholders directly in order to motivate them to contribute.

The Handbook aims at managers, trainers and other stakeholders in online communities of (or including) older adults and organisations proposing online collaboration with older adults. The goal is to have the Handbook become the key outcome and instrument of a vivid Community of Practice in the field of collaborative and co-creative use of the Internet for older adults. Following the Wikiversity principles, external stakeholders will be able to modify these contents – members of the Community of Practice and any other interested users. The TAO consortium believes that by allowing – and encouraging – edits and additions to the Handbook, more relevant information will be included and existing contents enhanced.

The first populated Handbook version is filled only with results of the TAO project or contents drafted by consortium members. The results have been shortened to increase readability, and recommendations have been highlighted. In the further development of the project, external stakeholders will be called upon to contribute their own experiences (cf. chapters 2 and 4).

1.2 Connections to other Deliverables

The Handbook is a collection of TAO research results adapted to a more general public (especially managers and trainers of diverse online communities). As such, it has connections to the vast majority of previous deliverables. The main contents are provided by subprojects 1, 4 and 5: concomitant research on community activities (i.e. deliverables 1.1 to 1.4 and 4.1), preliminary studies (deliverable

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4.2), and TAO survey results (deliverable 5.1). Some content also stems from subproject 2 (deliverables 2.1 and 2.2). Obviously, the present deliverable is closely linked to deliverable 4.3a, which outlines the concept for the Handbook and Community of Practice. An overview of the Handbook chapters and the subprojects they are derived from is to be seen in the annex.

1.3   Value Added by the Project TAO

The Handbook website and main contents are direct results of the project TAO. The first version of the Handbook (i.e. the first populated version, the present deliverable 4.3b) is entirely due to TAO. This may (and should) change as more stakeholders use and edit the Handbook. According to the principles of Wikiversity, all contents can be edited by anybody anytime. Hence, a final version of the Handbook will most likely include contents not written by the TAO consortium. This is considered to be an advantage of the Handbook, which will be enriched with the experience of other actors and become even more interesting to users. The project TAO will encourage other stakeholders to contribute.

2 Contents and Drafting Process

This first version of the Handbook is a proposal. It is an offer of the TAO project consortium to trainers, managers, and other stakeholders in the field of online communities addressing older adults – or communities of older adults that shall be brought online. It is also of interest to firms looking for new solutions for product and service development/design on the so-called "silver market" to evaluate our ideas and to elaborate on them in a collaborative way.

The current structure of the Handbook is very traditional ("linear" text) but the next versions will be more modular, based on key problems trainers and managers of online communities addressing older adults encounter. The contents are divided into different chapters containing modules on specific topics. The chapter "Introduction" welcomes users to the Handbook. It describes the concept of the Handbook, outlines the contents and gives information on how to contribute (technical and content-related). Readers can also find examples of users and communities in this chapter.

"Background Information" contains the main results from the preliminary studies and the TAO survey. To start, it outlines features of the group targeted by the Handbook users: older adults. Information is given on their internet use, motivation to join an online community and how they may benefit from it. Different strategies to foster their participation are outlined and important distinctions (e.g. between onliners, offliners and nonliners) are being drawn. Then, the important role of volunteers is made clear and general information on usability issues presented. Moreover, the chapter contains a description of characteristics of online communities, providing ideas on how they can be managed to include a greater share of older adults.

The following chapter presents activities that have been implemented and evaluated by the TAO consortium. Introductory remarks are given on different types of activities.

Next, several convenient online tools for online communities are presented in a short description and evaluation of their usefulness.

The chapters "General Conditions" and "Methods and Practical Tools" are not directly based on TAO project results and will probably rely more than other parts of the Handbook on contributions by partners and external stakeholders. The chapter "General Conditions" covers topics such as business models, sponsorship and fundraising in the context of online communities and online collaboration and explains important principles of communities of practice. Co-creation, planning methods and methods for cooperation and seminars are described in "Methods and Practical Tools".

3   Future Development of the Handbook

The next important step in further developing the Handbook is the invitation of other stakeholders to use and contribute to it. All TAO partners will disseminate information on the Handbook via their networks. The research partners will also organise workshops for relevant stakeholders that will focus on one or several of the topics included in the Handbook. These workshops will take place in Berne (CH), Ulm (DE) and Maastricht (NL). Each of these workshops will target managers of online (and possibly also offline) communities addressing older adults, geriatric and health care experts with interest in Internet opportunities for older adults, persons with specific tasks in online communities addressing older adults (such as the ambassadors used by SeniorWeb NL and Seniorweb CH), Internet trainers for older adults, and other interested parties from the country it is held in.

While the workshops will concentrate on national stakeholders, the internationalisation of the Handbook is also a major aim of the project. See the next chapter for details.

4   Internationalisation of the Handbook

Internationalising the project results is one of the key goals of the TAO project. The Handbook, as a collection of TAO results, is one of the main results to be disseminated on an international level. The aim is to have other (international) stakeholders benefit from the results, but also amend them. Furthermore, disseminating the Handbook will help to build a large and strong Community of Practice and to improve the quality of life of older adults in more countries than only the ones represented by the TAO consortium.

In order to make the Handbook and Community of Practice known in different European and other countries, the TAO partners will draw upon their networks to identify facilitating organisations in other countries. These organisations will make the Handbook and Community of Practice known via their newsletters and events.

The TAO project partners are examining ways and conditions under which commercial and not-for-profit organisations in several European countries target the silver market. The results of this undertaking will serve as a reference for the strategies and activation measures developed by TAO. Another aim of these efforts is to raise the awareness of other European organisations of the opportunities Web x.0 provides for older adults. This should result in new contacts and important collaboration with the TAO community partners and the TAO research partners in order to extend the Community of Practice that contributes to and benefits from this Handbook. This will significantly help to disseminate the TAO results and to create a new and sustainable business model for the silver market.

As can be seen from the above, the most important strategy for the internationalisation of TAO results is linking with organisations from other countries that work towards similar aims as the consortium and are interested in joining the Community of Practice in order to jointly develop (ideally in a co-creative way) new services and products for older adults. These new services can be provided by community partners and / or these third parties.

5   Annex: Handbook Contents, Authors and Subprojects

Chapter/Title	Main Author(s)	Contains results from subproject...
Introduction	Meike Westerhaus	N/A

Practical Considerations and Theories		
Target groups	Karen Torben-Nielsen	SP 4
(N)Onliner & Offliner	Stijn Bannier	SP 4
Fostering older adults' online participation	Jonathan Bennett	SP 4
Older adults and online communities	Jonathan Bennett	SP 4
Volunteers: Roles, transparency, recognition, motivation, care/management	Karen Torben-Nielsen, Meike Westerhaus	SP 4
Usability	Jonathan Bennett	SP 2, SP 4
Online communities	Jonathan Bennett	SP 4

Activities		
Activities initiating older adults to meaningful use of the internet	Jonathan Bennett	SP 1/SP 4
Facebook activities	Daniel Reich	SP 4
Free cruise on the Internet	Jonathan Bennett	SP 1/SP 4
Online learning activities (ZAWiW)	Daniel Reich, Simon Lüke	SP 4
Silver Knowledge	Ralph Schneider, Annette Kintzi	SP 1/SP 4
Wikimedia seniors outreach	Beat Estermann	SP1/SP 4
Online co-creation	Stijn Bannier	SP 4
SeniorWebNL's online contact services	Stijn Bannier	SP 1/SP 4
Working with volunteer instructors: Best practices	Karen Torben-Nielsen	SP1/SP 4
TAO Survey among older adults	Stijn Bannier	SP 5
Seniorweb.ch (e-learning from seniors for seniors)	Benjamin Spycher	SP 1/SP 4
terzLivingLab	Benjamin Spycher	SP 1/SP 4

Online Tools	Simon Lüke	N/A

General Conditions		
Business models	Martin Wyttenbach	SP 1/SP 4
Public relations	Karen Torben-Nielsen	SP1/SP4
Sponsorship and fundraising	Markus Marquard, Rüdiger Glott	N/A
Communities of practice	Christina Boeglin	SP 4

Methods and Practical Tools		
Co-creation with older persons	Stijn Bannier	N/A

Planning methods	Rüdiger Glott	N/A
Methods for cooperation and seminars	Ralph Schneider, Markus Marquard	SP 4

Problem-oriented access	Jonathan Bennett, Meike Westerhaus	N/A

Contributing Partners:

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