

## The Aging of Participation: Community, Work, and Social Networks

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The logo for WORKerc features the word "WORKerc" in a blue, sans-serif font. The letter "O" is replaced by a stylized orange and red icon of a person sitting in a wheelchair.

The logo for wireless RERC features the word "wireless" in a lowercase, grey, sans-serif font, followed by "RERC" in a larger, uppercase, black, sans-serif font. To the left of the text is a grey icon of a signal tower with concentric circles representing signal waves.

## Conclusions

- Increasingly complex social and economic context of society impacts modern inclusive, diverse communities
- Community key component of successful aging
- ICT diffusion, technology as barrier **and** opportunity
- Social media facilitates and enhances community
- Bad News: low uptake
- Good News: growth of networking and information sharing = tremendous unmet potential

# Background

- Social spaces, places, and networks and media
- Tech within the workplace
  - Increased workplace engagement (e.g. Telework)
  - New approaches to collaboration
  - Social capital in the workplace community
- The aging of tech users
  - Not just for the young
  - Usability vs. accessibility
- Shift from “Technology” to workplace application
  - Social media, collaborative production, networking

# Community/Social Media

- Isolation, community, engagement
  - Workplace a major source especially for men
  - UK survey: 36% men, 31% woman little local contact
  - Perceived lack of social support
- Social spaces, places, and networks and media
  - New trends
  - Different applications of social constructs
  - Accessibility of social media/online communities
- Online usage
  - 33% adults > 65 ICT users in US, 10% Increase since 2004
  - Contrary to belief, older adults desire ICT use
  - Healthcare info, online user content including video

## Platform Characteristics

- Average Facebook user connected to 80 community pages, groups or events
- 150M Facebook users access mobile devices/month
- Facebook 55% female, 12% 50+, 53% college+
- LinkedIn 48% female, 32% 50+, 75% college+

## Methodology

- 2 online social media platforms: Facebook and LinkedIn chosen based on user base/ activity
- Search criteria: employment, aging, and disabled-focused online communities (groups)
- Facebook user base +/- 320M w/620M groups
- LinkedIn user base +/- 75M w/ 625K groups
- Search criteria: keywords + >5 members
- English focused groups

# Search Criteria

- Groups > 10 members
- Formal business/group (no individuals)
- Groups had to be focused in the areas in question

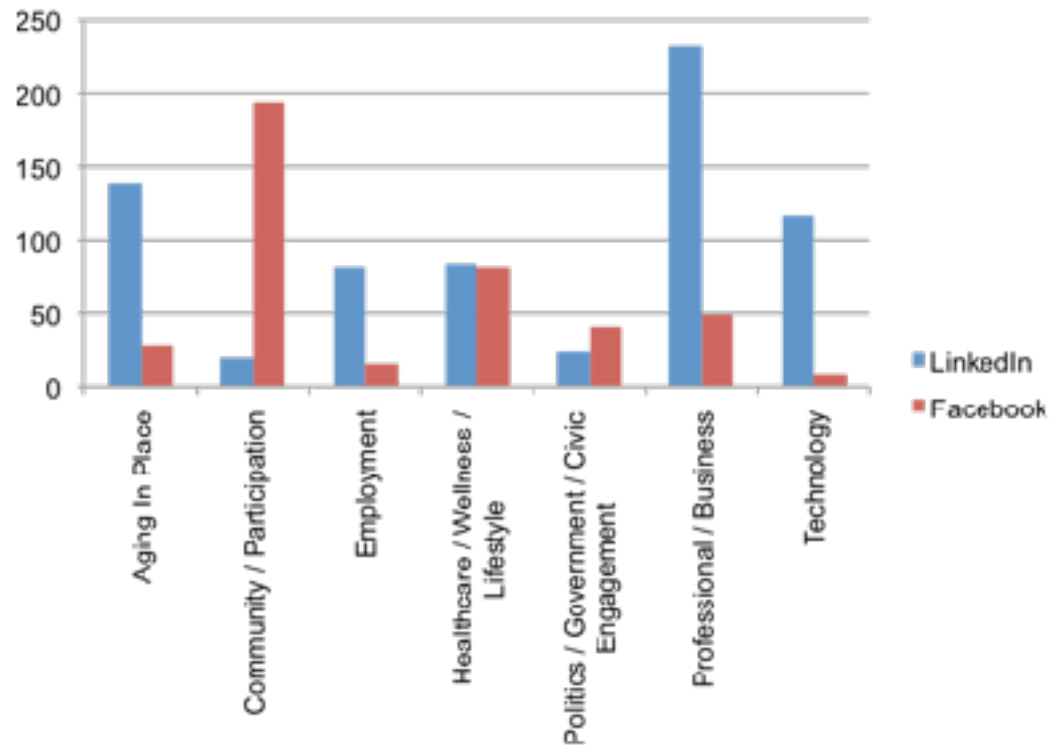
	LinkedIn	Facebook
Total hits (groups)	1458	3449
Total hits (valid groups)	343	190
Total hits (invalid)	1115	3259
% false hits	75.98%	91.79%

# Methodology – Search Terms

## Group categories:

- Aging in Place
- Community Participation
- Employment
- Healthcare/Lifestyle
- Politics/Gov/Civic
- Professional/Business
- Technology

### Average Group Participation



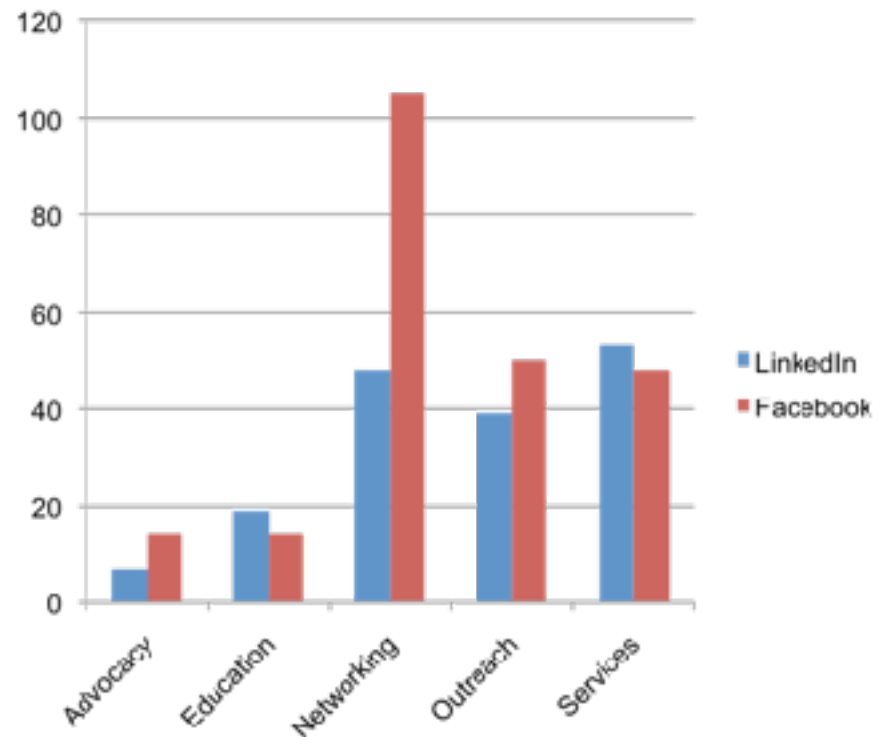


# Methodology – Function

## Group categories:

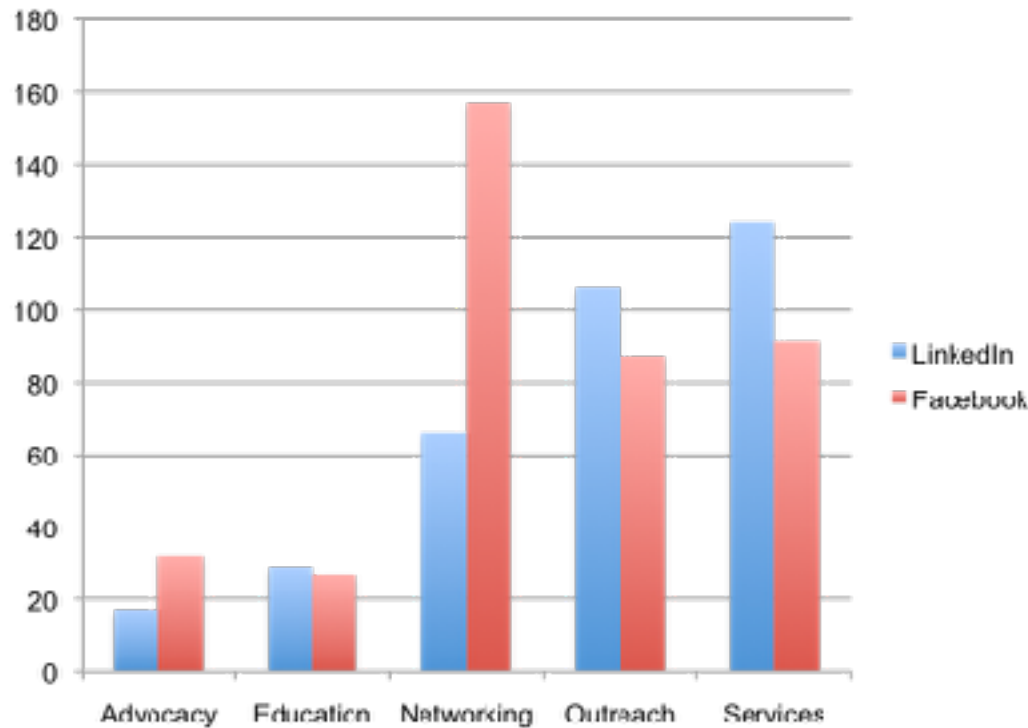
- Aging in Place
- Community Participation
- Employment
- Healthcare/Lifestyle
- Politics/Gov/Civic
- Professional/Business
- Technology

### Group Activities

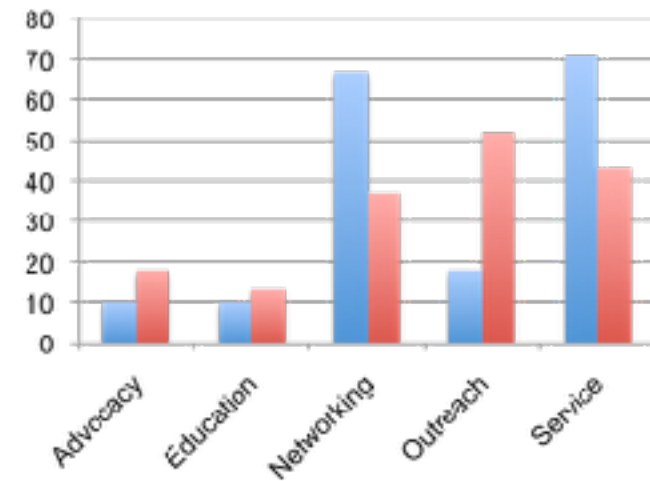


# Data Analysis

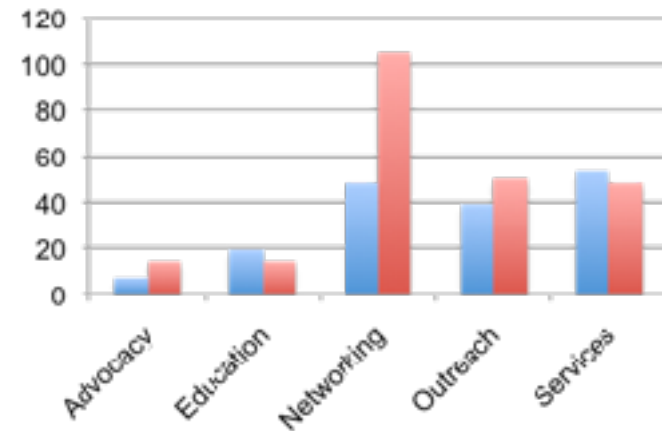
## Overall Group Analysis



## Aging-Focused Groups

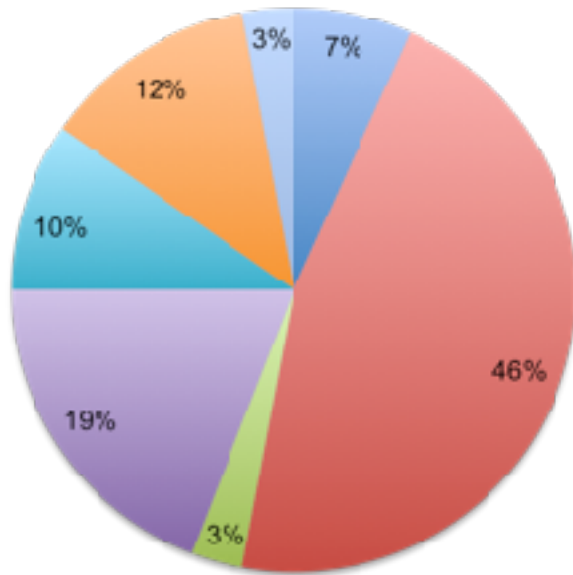


## Disability-Focused Groups



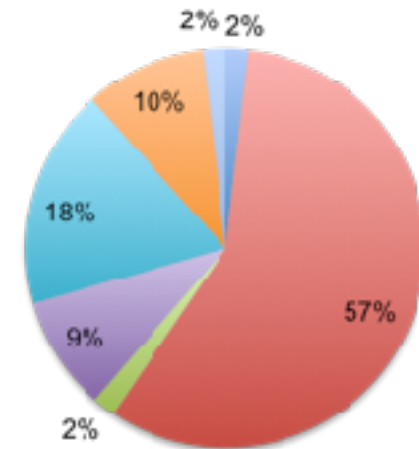
# Data Analysis: Aging Groups

## Aging Group Breakdown

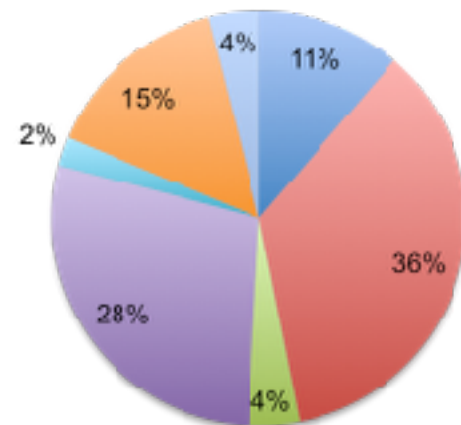


- Aging in Place
- Community / Participation
- Employment
- Healthcare / Wellness / Lifestyle
- Politics / Government / Civic Engagement
- Professional / Business
- Technology

## Facebook

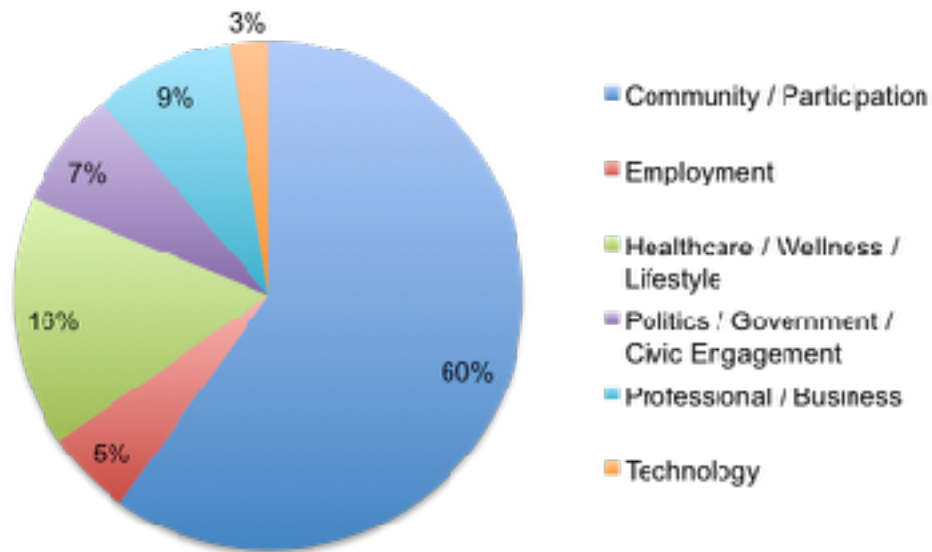


## LinkedIn

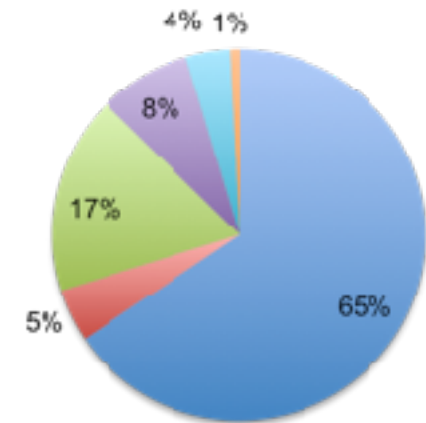


# Data Analysis: Disability Groups

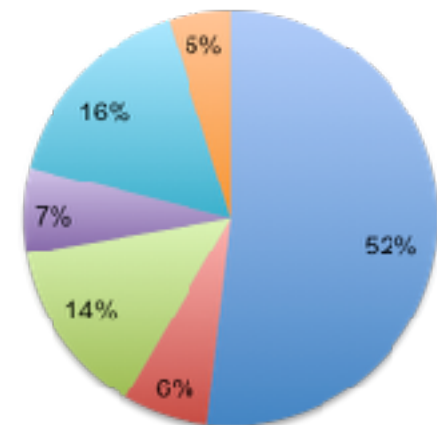
## Disability Group Breakdown



## Facebook



## LinkedIn



## Disability/Work Groups: LinkedIn

- Groups varied in specific content
  - Focused on specific disabilities: Asperger's & Autism, LD
  - Geographic: King County, WA, USA employment services
- Disability focused - higher average participant rate
  - 138 members (specific) versus 124 members (general)
- A majority of the groups created in the last 24 months

## Disability/Work Groups: Facebook

- Groups did not vary greatly in focus
  - Most focused on general tips/networking of jobseekers
  - 1 focused on a specific sub-group, (people with Aspberger's)
- Disability-focused Groups had lower participation
  - 98 members versus 267 members (Disability/general)
- Majority created in the last 24 months

# Group Results

- Facebook = community-focused
- LinkedIn = business-focused
- Facebook > active group participants vs. LinkedIn
- LinkedIn > # groups than Facebook in the Aging category
- LinkedIn, 3x healthcare related groups vs. Facebook
- **Aging in place > employment and technology**
- **Aging** (0.025%) & **disability** (0.027%) of LinkedIn
- **Aging** (0.00003%) & **disability** (0.00004%) of Facebook

## Conclusions

- Increasingly complex social and economic context of society impacts modern inclusive, diverse communities
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