DIGITAL INCLUSION

Dr. J. Alison Bryant
SVP, AARP Research
Enterprise Lead, Technology
@jalisonbryant

Digital inclusion is foundational for social and societal equity.

COVID-19 has amplified digital inclusion issues, particularly in spaces such as:

- Healthcare/Telehealth
- Education
- Employment/Small Business
- Social & Mental Well-Being

And many of the changes will continue post-pandemic.

Barriers to digital inclusion

DESIGN & USER EXPERIENCE

Is it easy to use?

Was it designed for people like me?

Did they do testing with people like me?

AWARENESS & INTEREST

Why should I be interested in this technology?

What new products exist?

Should I care?

COST & ACQUISITION

Can I afford it?

How do I buy it?

How do I select the right product?

INSTALLATION & ADOPTION

How do I integrate it into my life?

Who can help me if I run into problems?
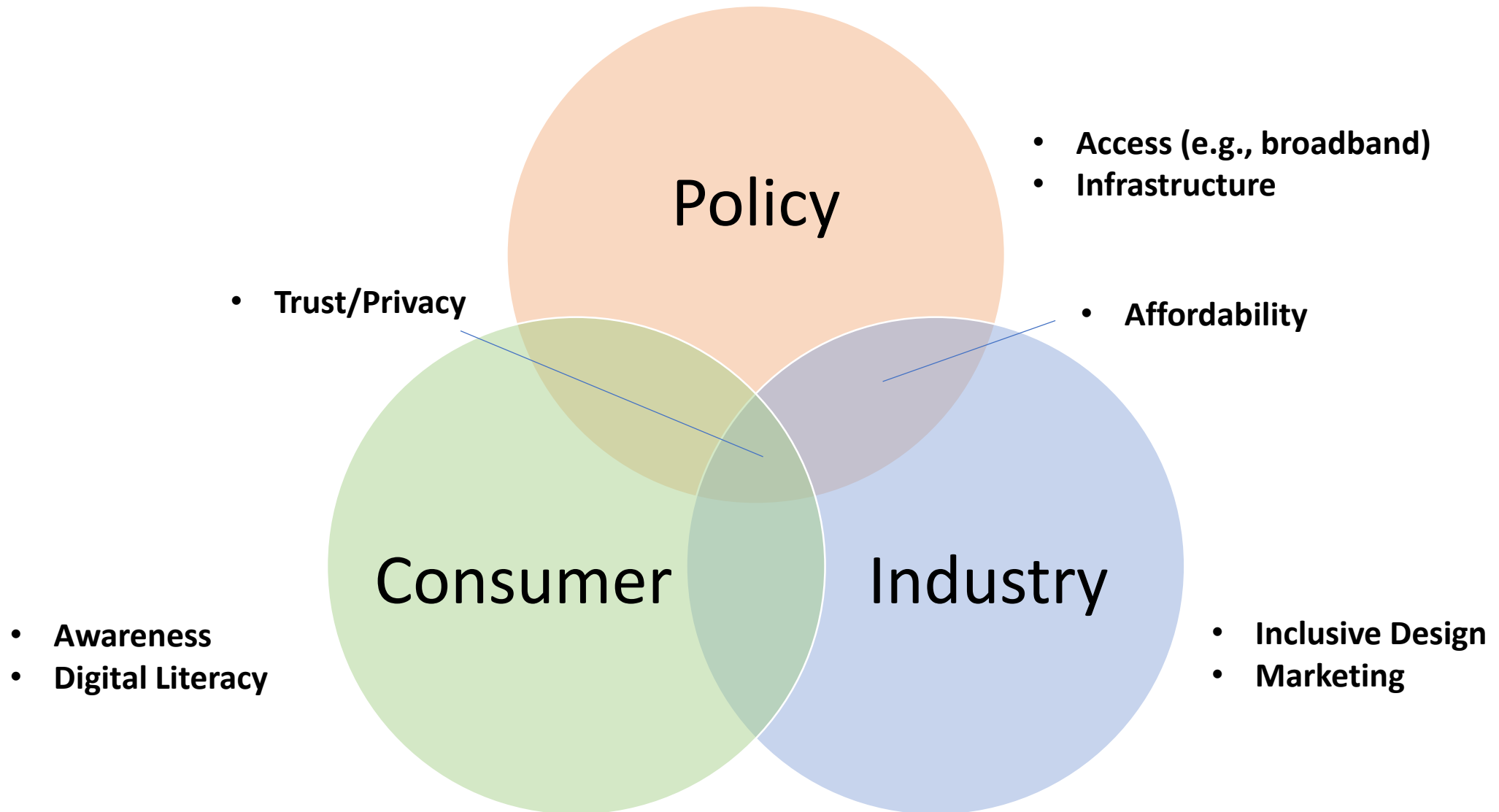
How difficult is it to set up?

TRUST & PRIVACY

Is my personal data secure?

Any known privacy or identify theft issues?

What personal data does it collect?

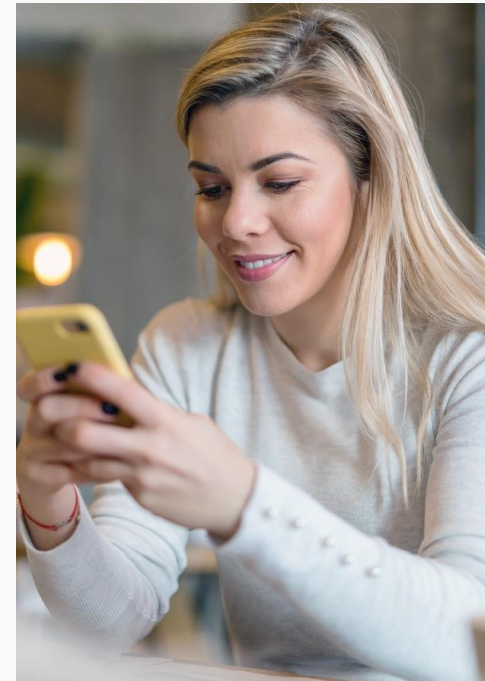**Digital literacy** is a critical issue across these barriers

Designing solutions for digital inclusion

Policy
- **Access (e.g., broadband)**
- **Infrastructure**
- **Affordability**

Consumer
- **Trust/Privacy**
- **Awareness**
- **Digital Literacy**

Industry
- **Inclusive Design**
- **Marketing**

People 50+ in the U.S. will spend $84B on tech products by 2030

But only 5% of images of people 50+ show technology

And tech images tend to be either:

a) a younger person teaching an older person,

or

b) a younger person is using the tech to guide the older adults.

Alison Bryant, Ph.D.

SVP, AARP Research

Enterprise Lead, Technology

ABryant@aarp.org

@jalisonbryant