MOBI-DIG: Mobile Apps and Digital Services for Seniors

2023-2-ES01-KA210-ADU-000181337

Internet for All: 55+

PROMOTER OF THE INITIATIVE: A1 Bulgaria / Bulgaria / https://www.a1.bg/

TARGET GROUPS: People aged 55+ from small towns and villages across Bulgaria

YEAR(S) OF IMPLEMENTATION: 2019 – ongoing

DESCRIPTION:

In 2019, A1 Bulgaria in cooperation with the Innovative Community Centres Association launched the programme "Internet for All: 55+" targeted at people aged 55+ from small towns and villages across Bulgaria. The programme aims to improve the computer literacy and digital skills of seniors and it includes different modules focused on introduction to computer technology, Internet access, use of mobile devices (smartphones and tablets) and online security. Particular attention is drawn to online safety - online fraud, viruses, fake news, etc.

Since its launch, the programme has had several editions and has trained more than 700 people. The last edition covered 12 cities and 23 villages and the training courses were held in 40 community centres in the form of video lessons. They cover topics such as basic phone settings, using chat programmes and social networks, working with applications for contacts, calendar and notes, searching for information on the Internet, etc. Special lessons have also been created for increasingly important topics such as online shopping and spotting fake news.

In each community center that is part of the initiative, the participants are able to use tablets with mobile internet from A1 and the necessary training resources and they are assisted by qualified staff. All those who go through the programme and successfully complete the test at the end compete for attractive technology prizes.

OUTCOMES:

The training course provides different video lessons divided into the following topics, freely accessible from the A1 YouTube channel
https://www.youtube.com/playlist?list=PLXhgA1r4ckoAhBKwn47ZPm2NCmLFG5_Op
Video 1: Connecting to Wi-Fi and using mobile data
Video 2: Use of applications and email, archiving photos
Video 3: Use of Facebook and other Social media; uploading content
Video 4: Use of applications for communication such as Viber, Messanger and Whatsapp
Video 5: Change of the settings of your device such as brightness, sound and orientation
Video 6: Online security and fake news
Video 7: Work with Calendar application
Video 8: Use of Notes application – creating, saving, sharing
Video 9: Work with applications for navigation and maps – search for an object and route
Video 10: Work with online search engines – finding information on the Internet
Video 11: Online shopping
Video 12: Work with applications for Contacts and changing the device wallpaper
Video 13: Work with applications for translations
Video 14: Work with text documents

Video 15: Creating Facebook stories and publications
Video 16: Sending greeting cards

More than 700 seniors have been trained under "Internet for all: 55+" all over Bulgaria.

The results from the training are very good and show that efforts give results. Before starting of the course, only 1% of all participants were able to copy, modify, or relocate a file, and by the end of it 64% could do so. The course helped 50% of participants learn how to work with social networks (20% at the beginning and 71% at the end). Only 12% of the students were able to work with email before going through the training, and after that it increased to 75%.

EFFECTIVE APPROACHES FOR IMPROVING DIGITAL COMPETENCES OF ELDERLY PEOPLE:

➢ Training course (face-to-face, online or blended)
➢ Video tutorials
➢ Confidence-building methodology

WEBSITE OR OTHER ONLINE CHANNELS:

https://www.a1.bg/net-for-all
https://www.youtube.com/playlist?list=PLXhgA1r4ckoAhBKwn47ZPm2NCmLFG5_Op