European Seniors' Union

Summer Academy 2021

Digital society : challenges, opportunities, risks and obstacles

Presentation
July 2021

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Head of Information Society Department

COUNCIL OF EUROPE
CONSEIL DE L'EUROPE

Digital society : challenges, opportunities, risks and obstacles

PRESENTATION TOPICS:

- The new digital world
- **Opportunities and risks for the elderly – impact on six areas of life**
- Council of Europe and seniors
- **Managing the information society**

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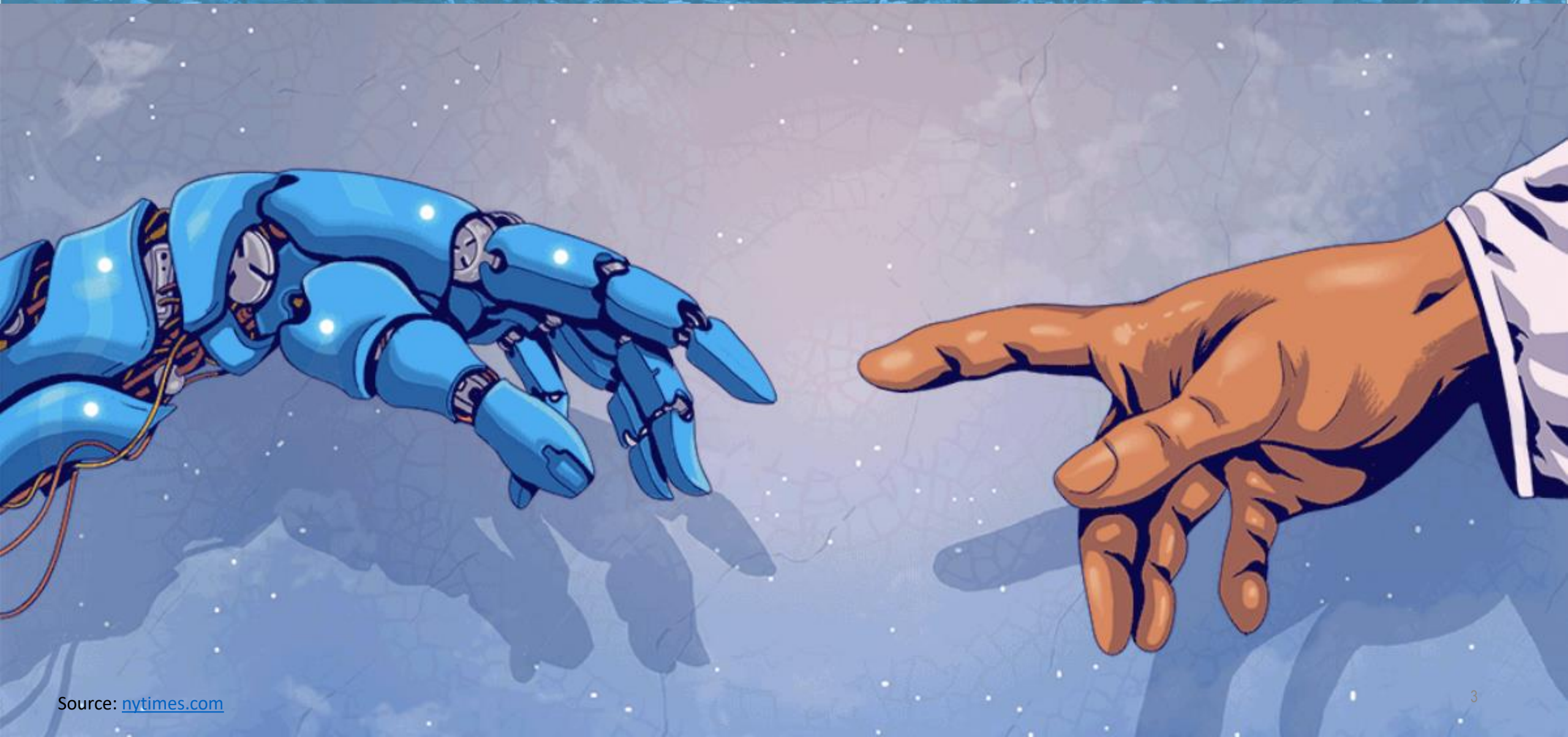
The technological revolution spreads…



Source: nytimes.com

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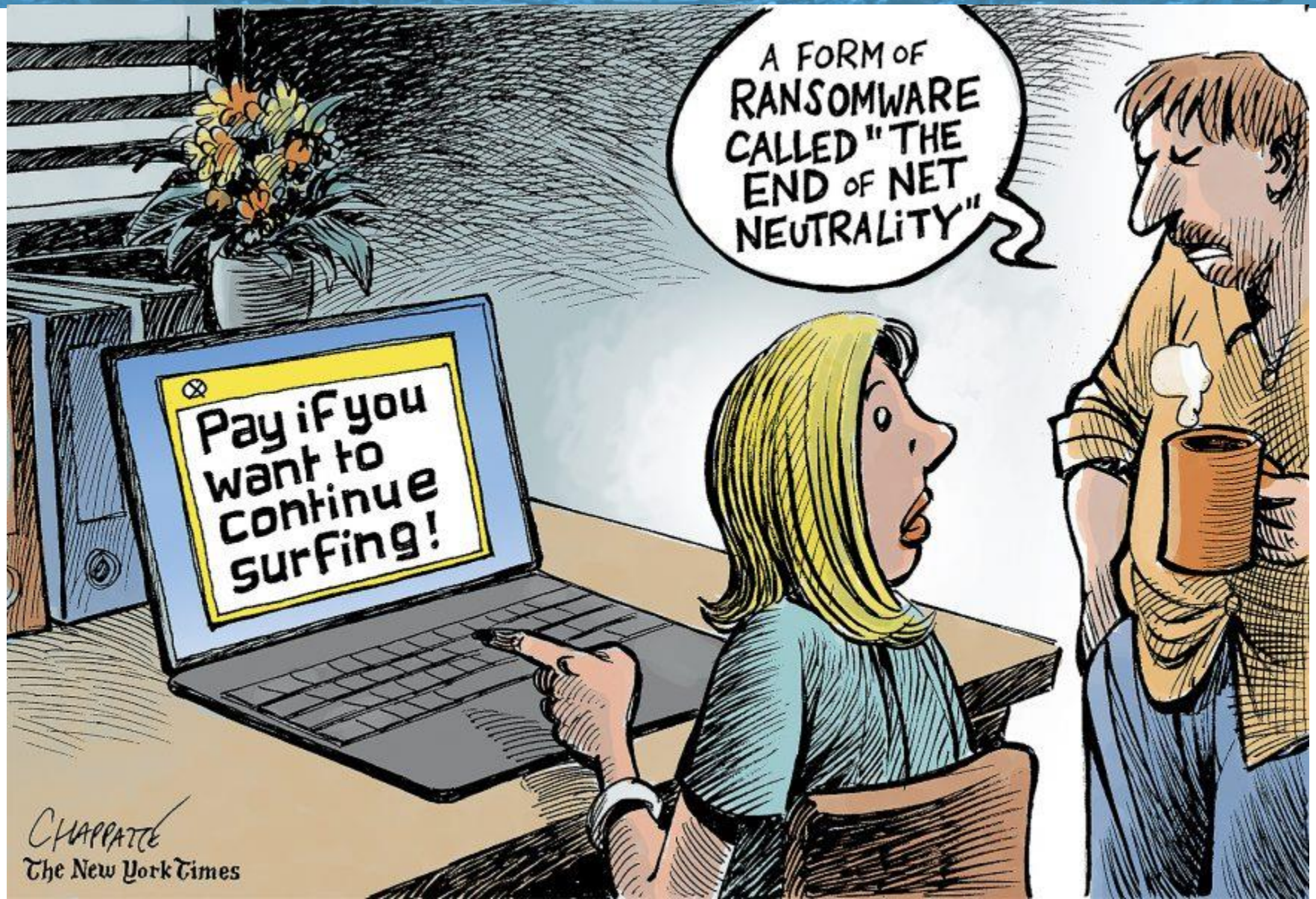
Technology connects more and more

…but technology also divides

The access to the net is not free

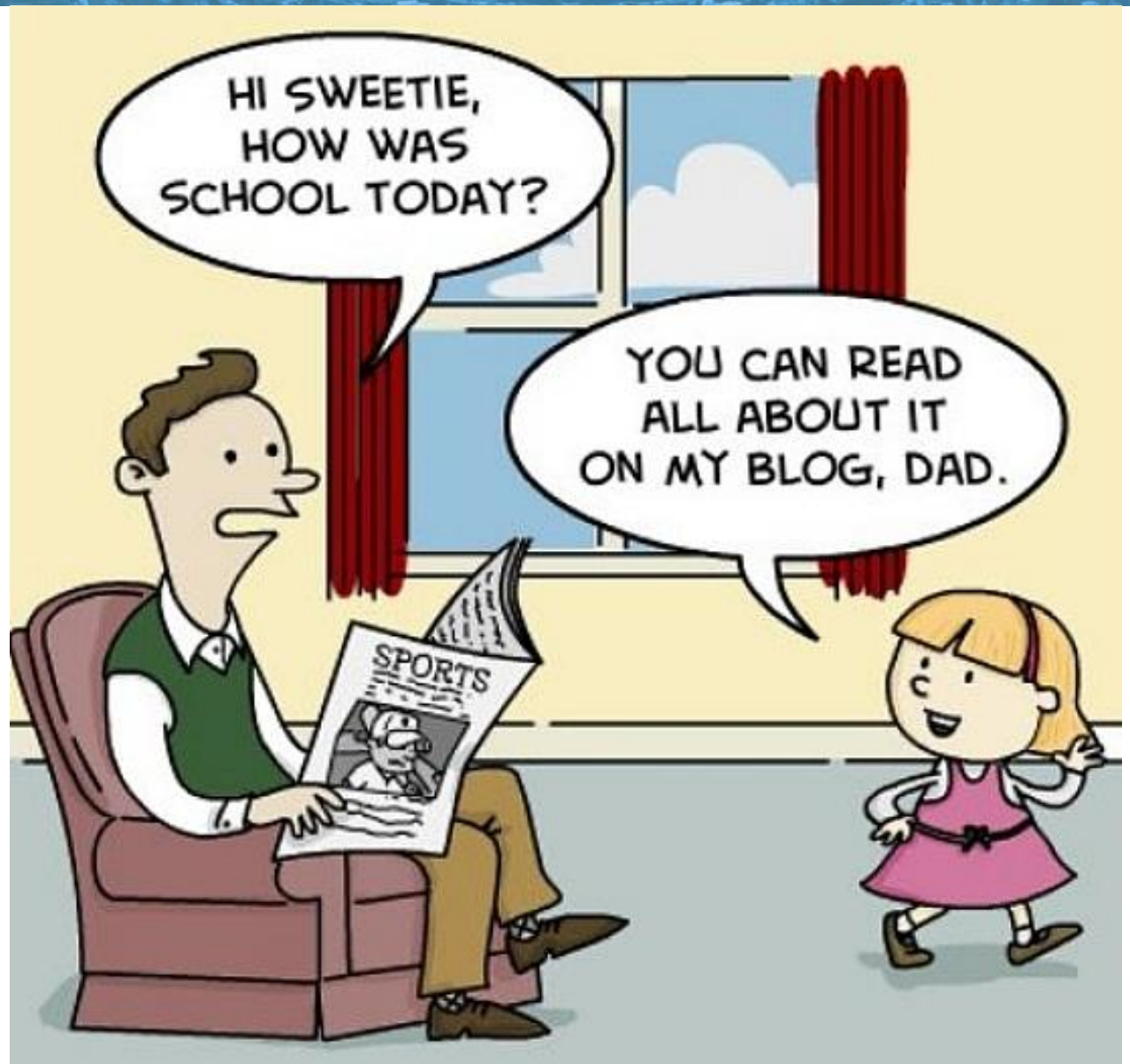


Source: chappatte.com

Technology allows social control

Source: chappatte.com

Social media replace socialisation

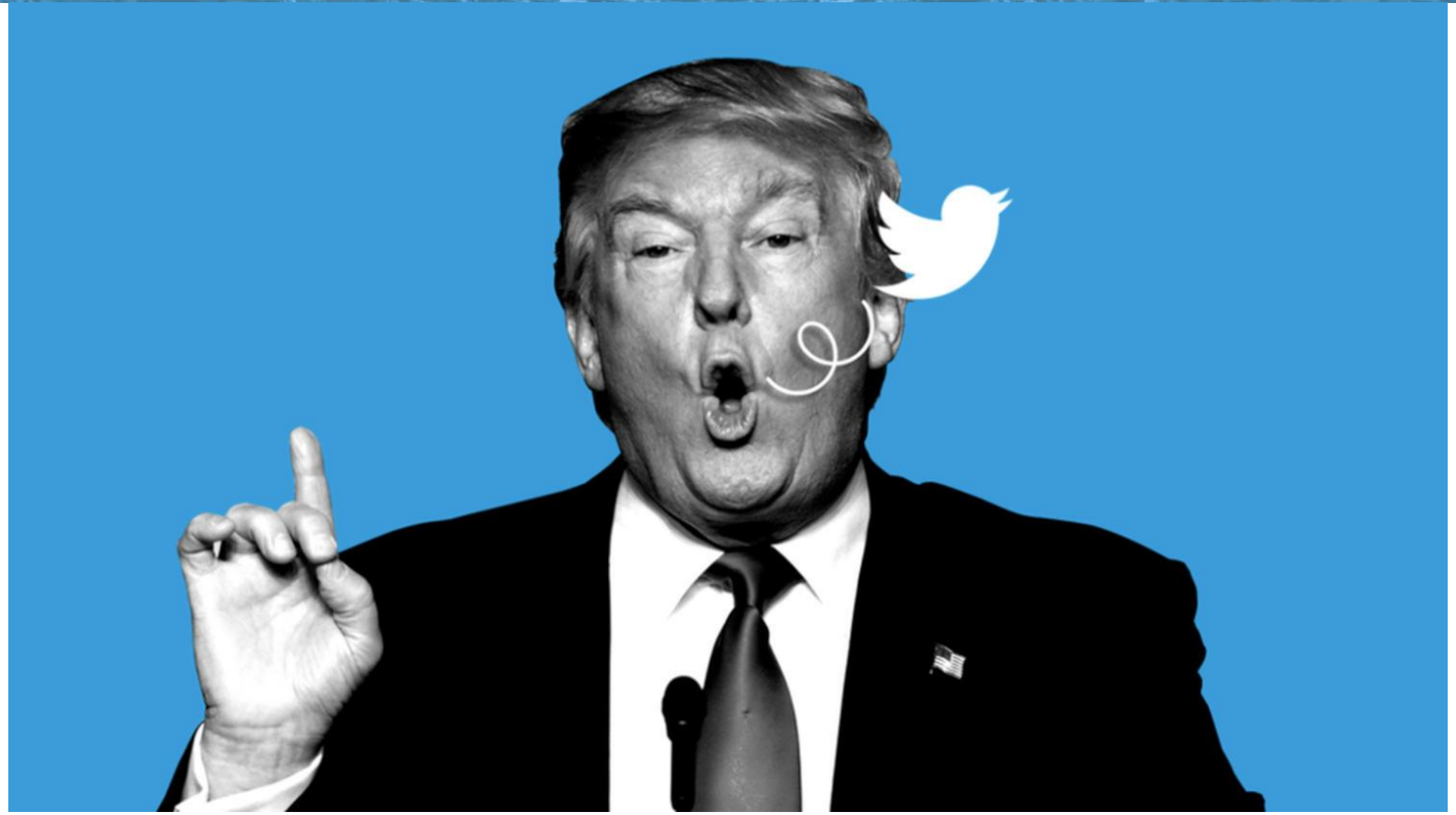


Source: katehartteaching.wordpress.com

Platforms manage social contacts

Source: chappatte.com

Fake news are spined online



Source: comarketing-news.fr

Fake news consumption increases with age

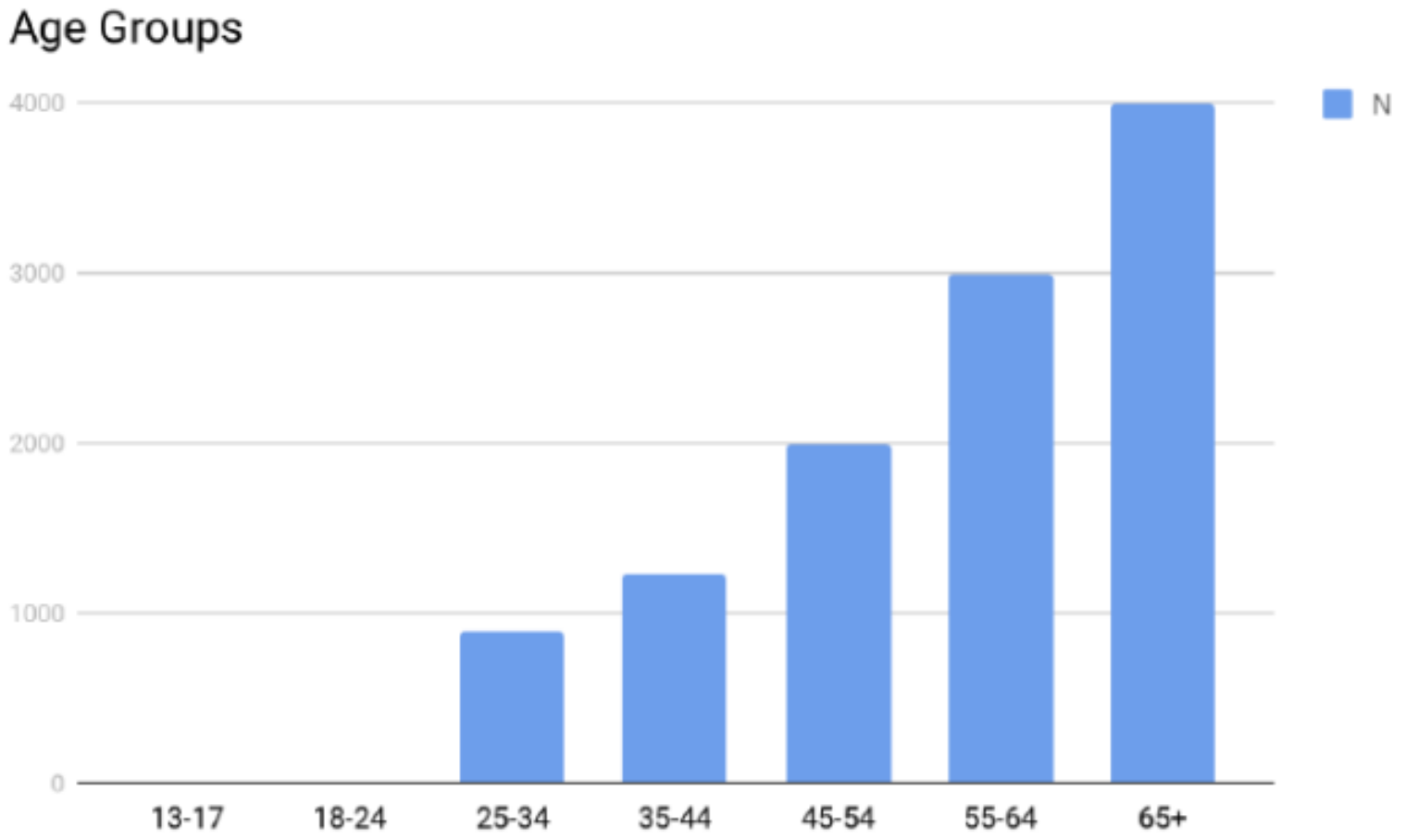


Fig. 2. Fake news consumption by age group (N) for the posted article on the Big Ben

Source: Consuming Fake News, reaserchgate.net

Some seniors tend to spread fake news

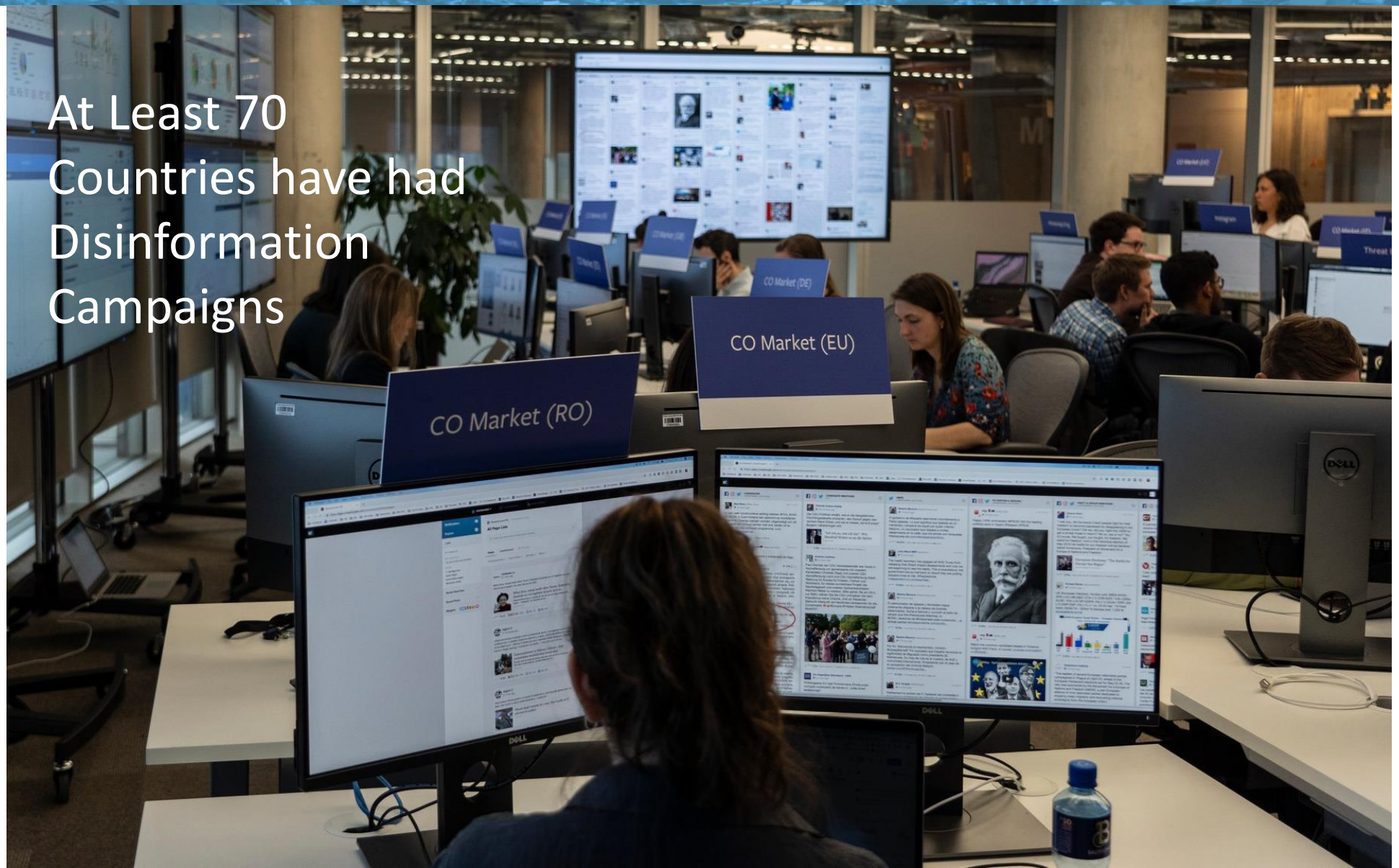
A 2019 study found that 11 percent of people aged 65 and older **shared fake news stories** on Facebook during the 2016 US presidential election.

People aged 65 and older are almost four times more likely to share fake news on social media than younger people

Source: usnews.com

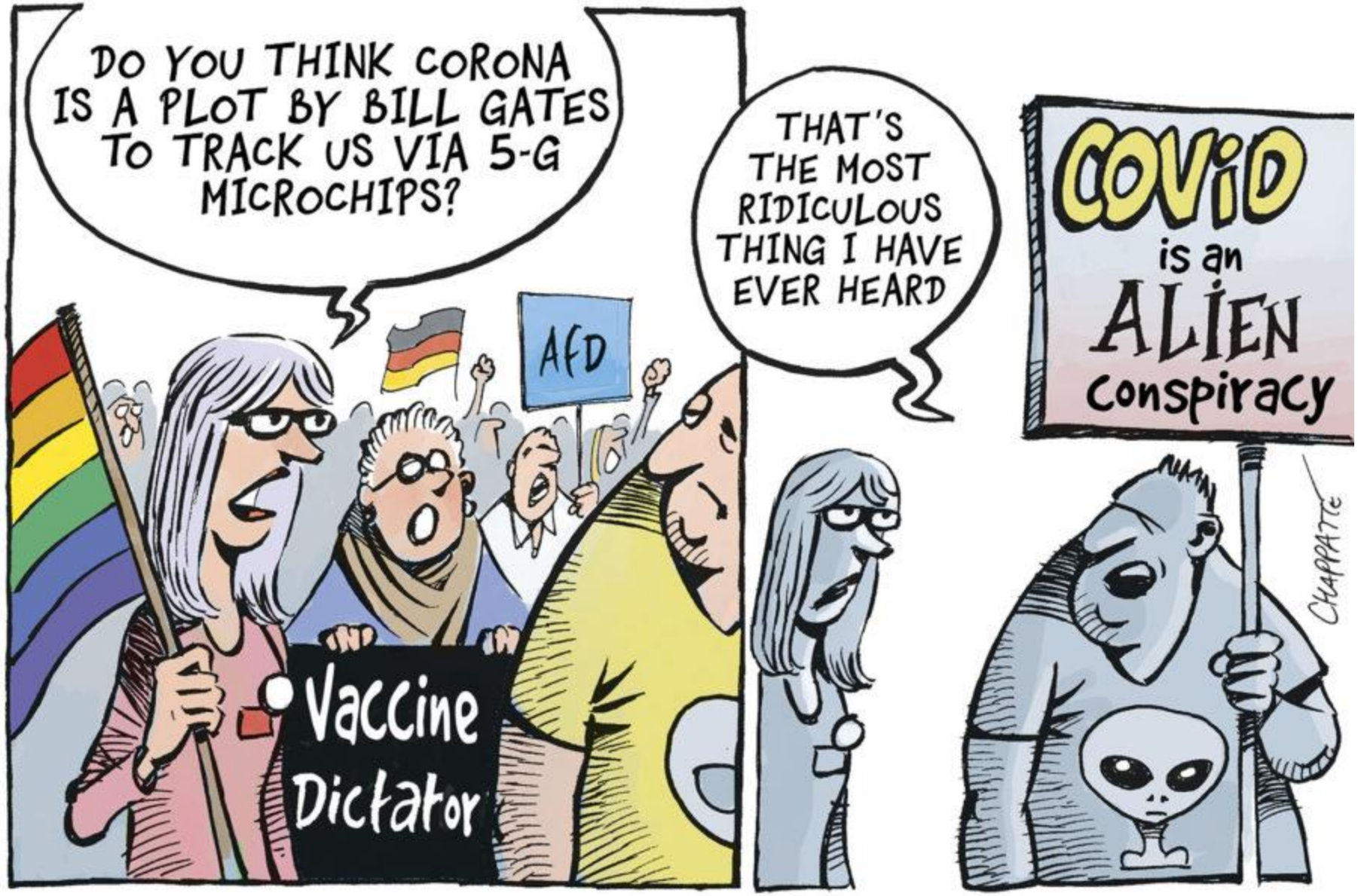
… as well as hate speech

Disinformation campaigns proliferate



At Least 70 Countries have had Disinformation Campaigns

Conspiracies and fake news thrive



Source: chappatte.com

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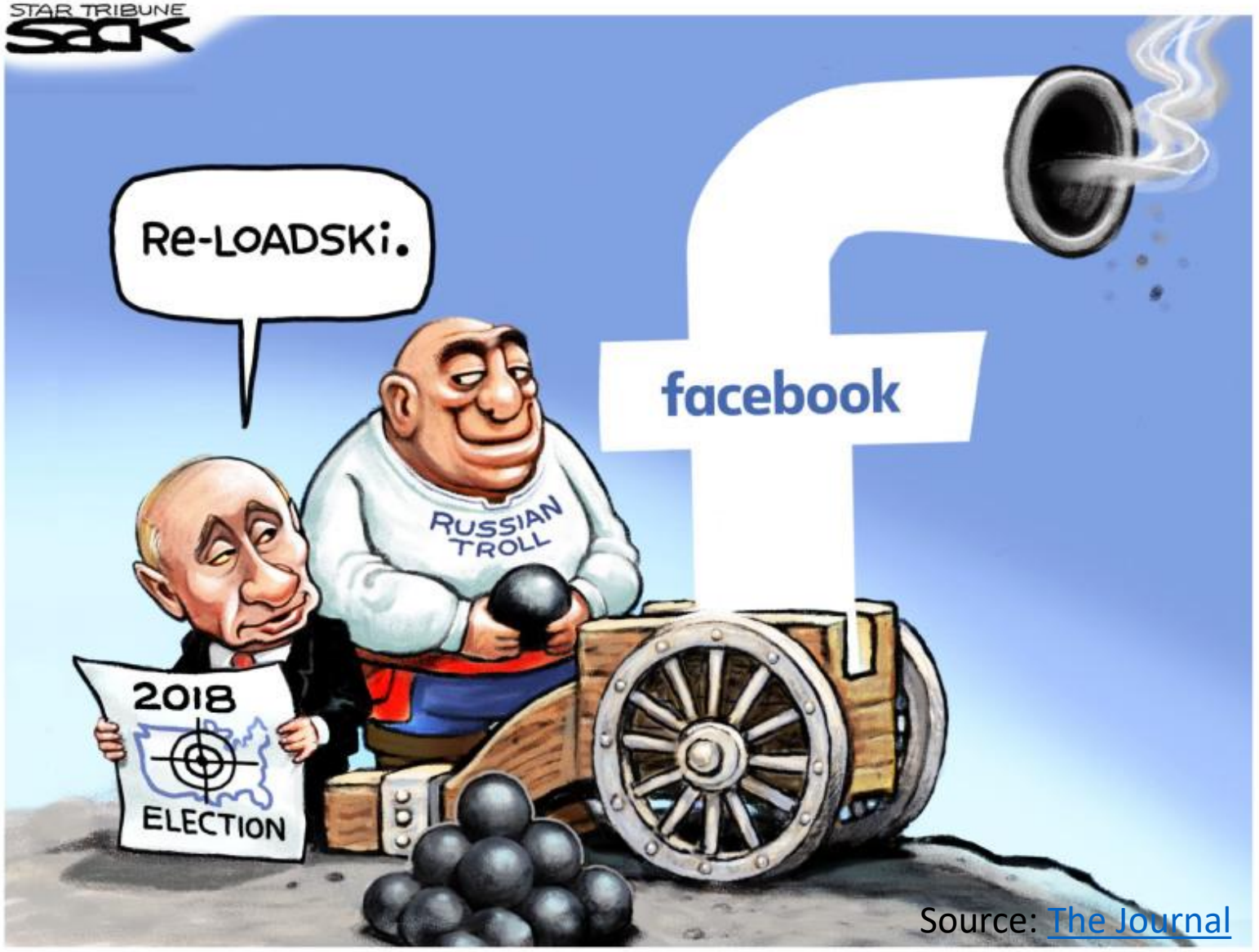
Deep fakes distort reality

Disinformation rigs elections

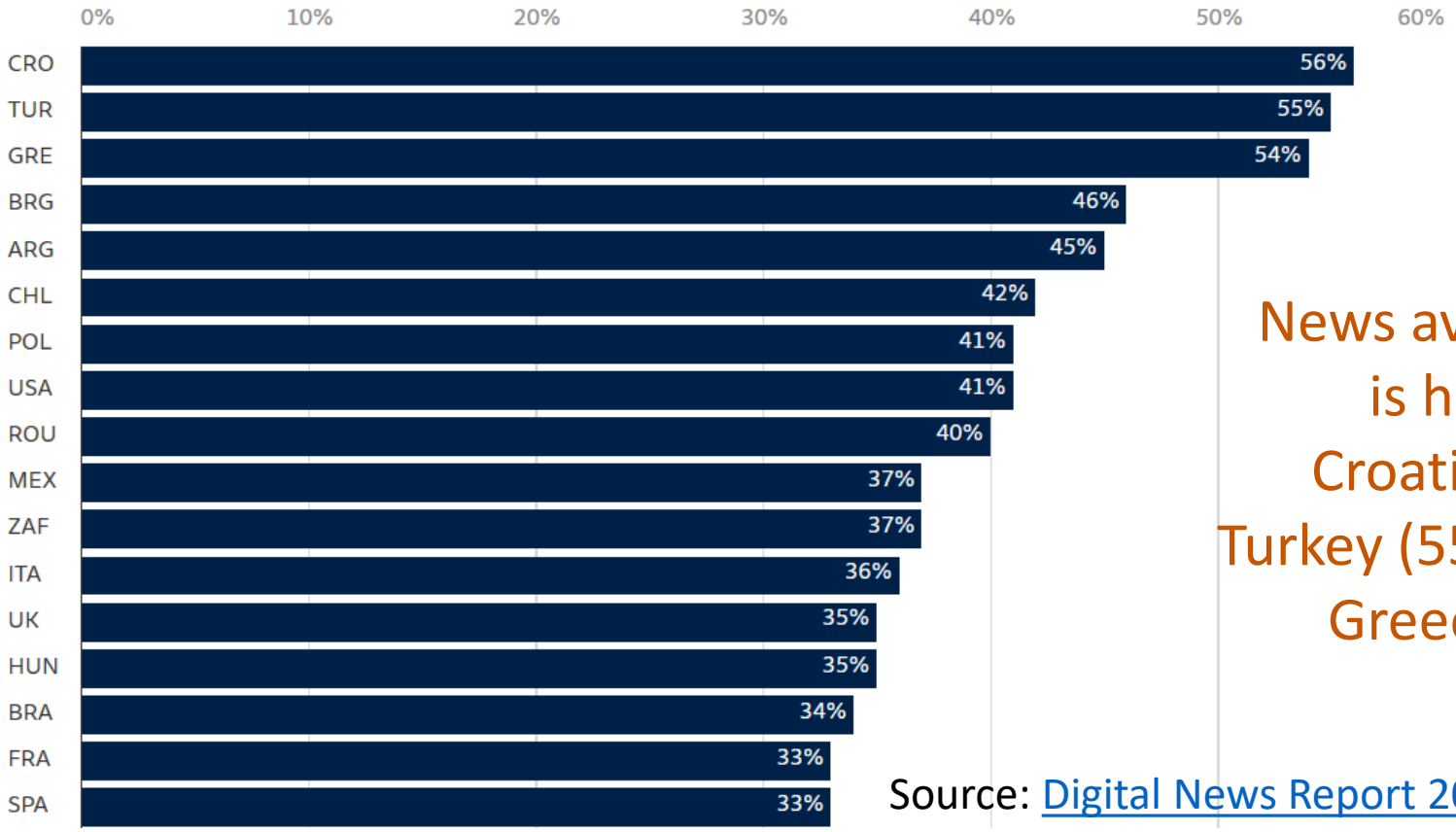


Source: The Journal

News avoidance extends

PROPORTION THAT OFTEN OR SOMETIMES ACTIVELY AVOIDS THE NEWS

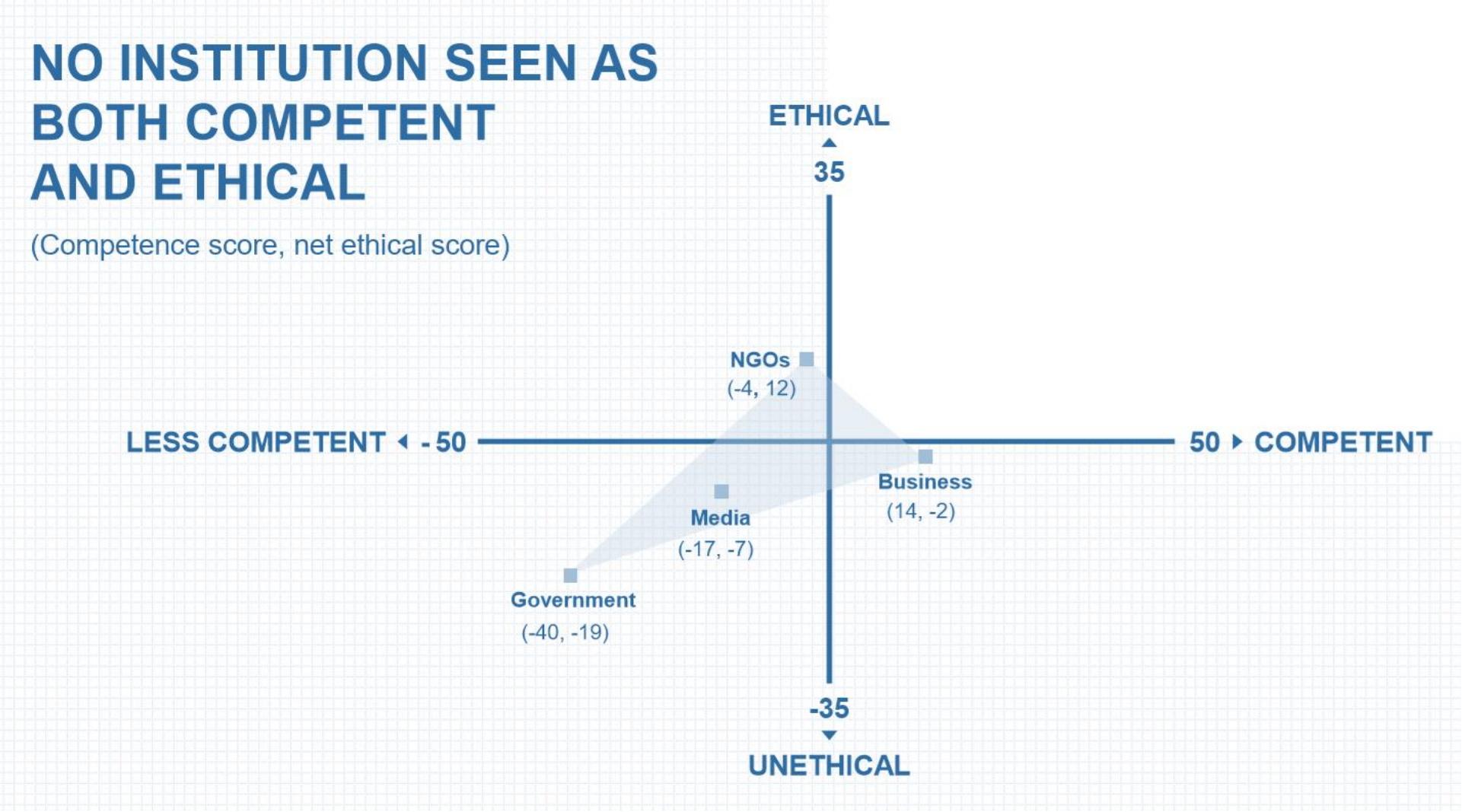
All markets



News avoidance is highest in Croatia (56%), Turkey (55%), and Greece (54%)

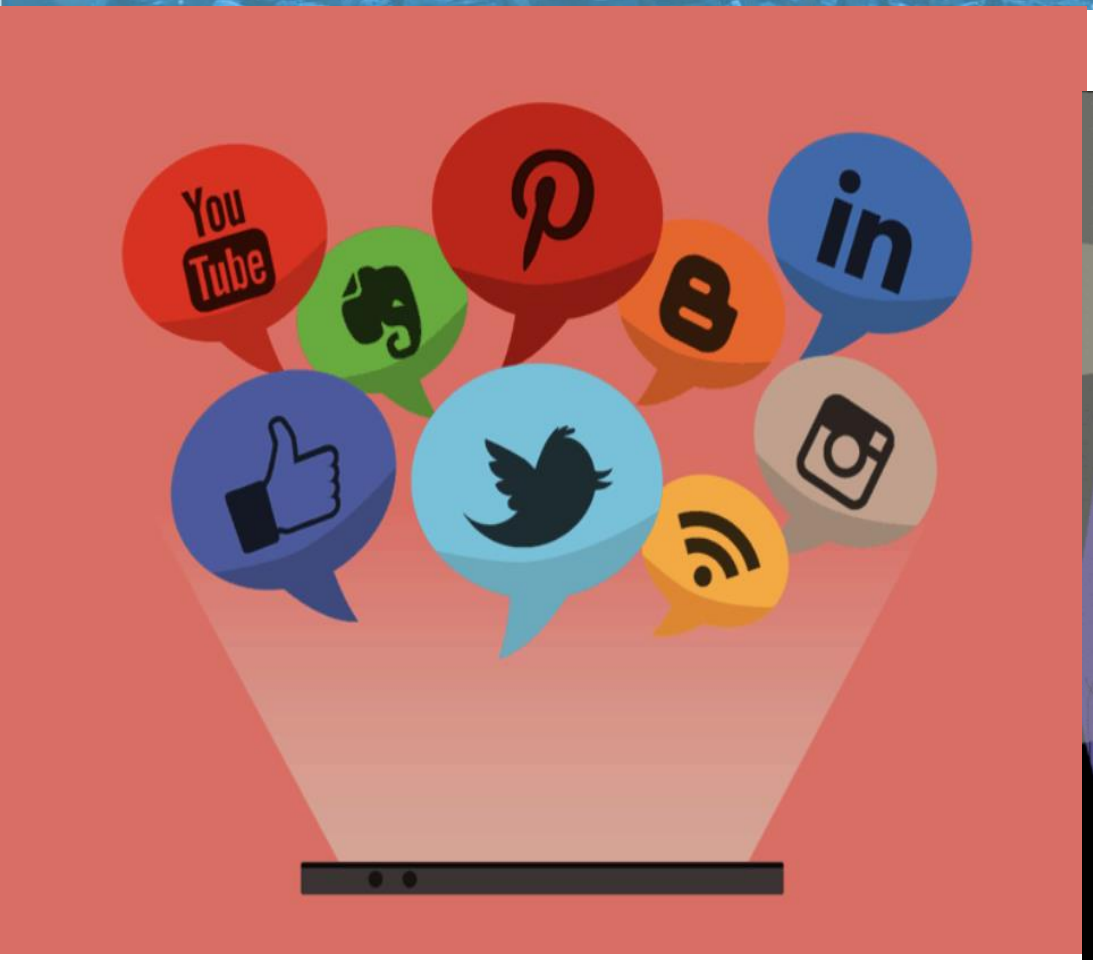
Source: Digital News Report 2020, Reuters Institute

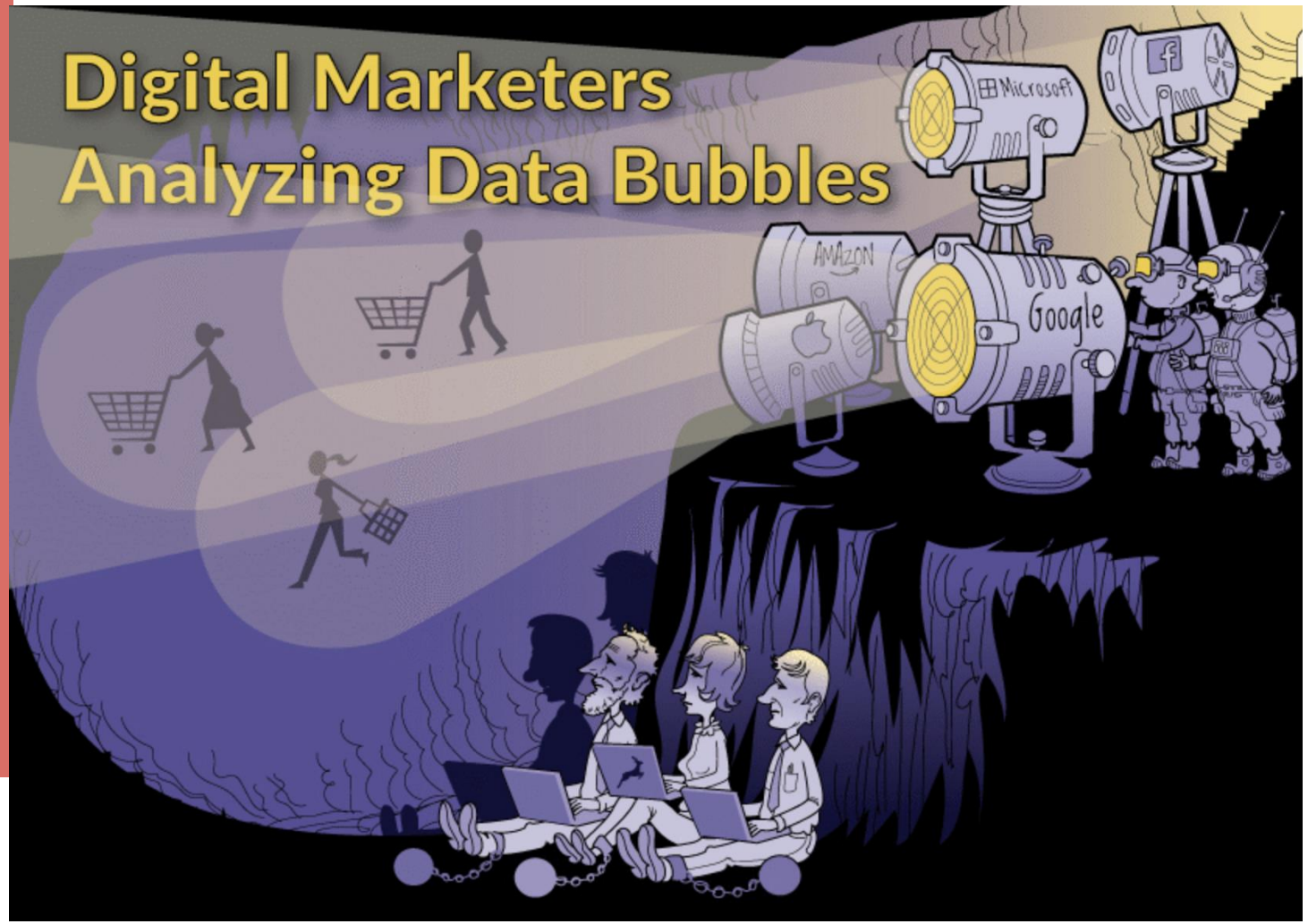
Disinformation brings distrust



Source: Edelman Trust Barometer 2020

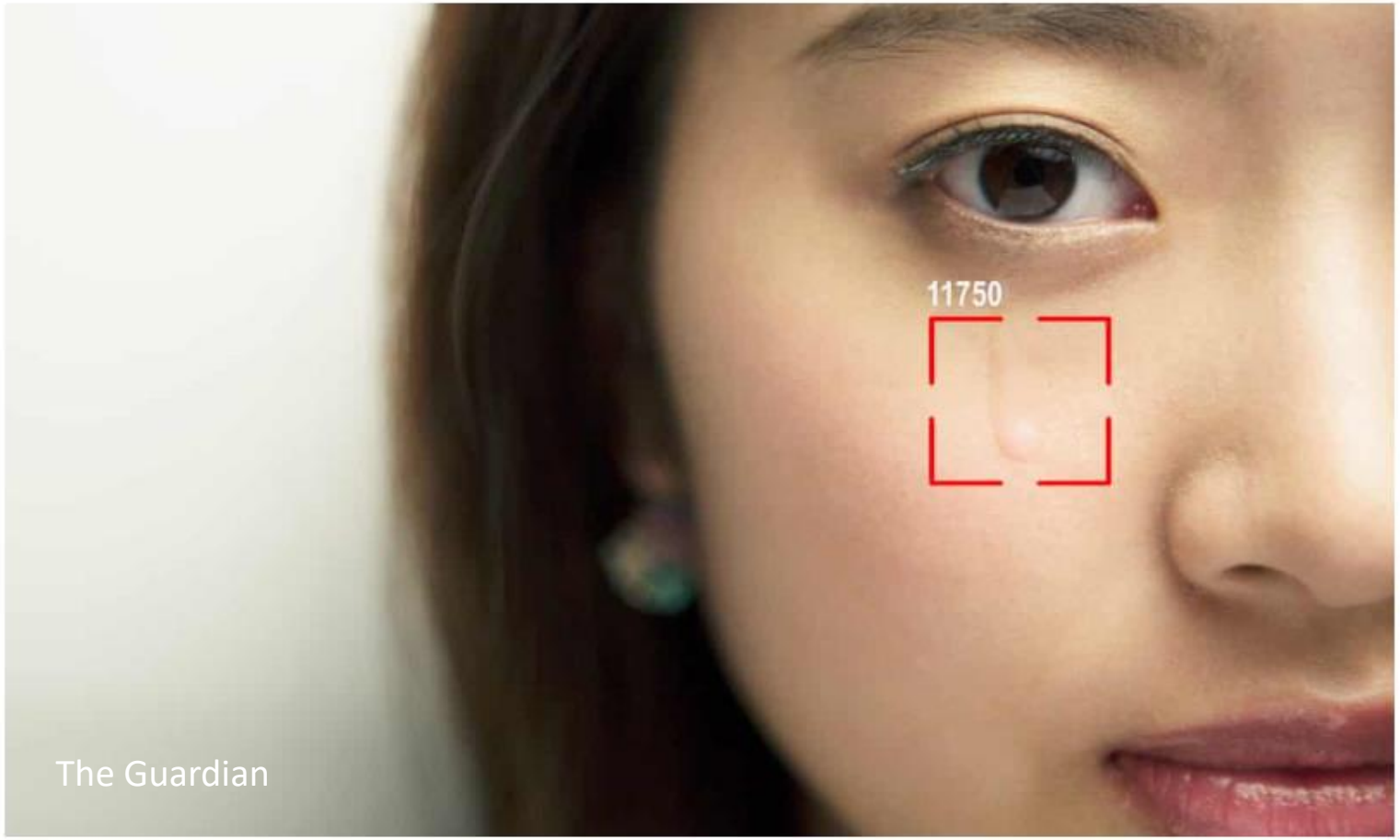
Do I still have access to information?





Machines are getting smarter

Machines can now allegedly identify anger, fear, disgust and sadness. 'Emotion detection' has grown from a research project to a $20bn industry



The Guardian

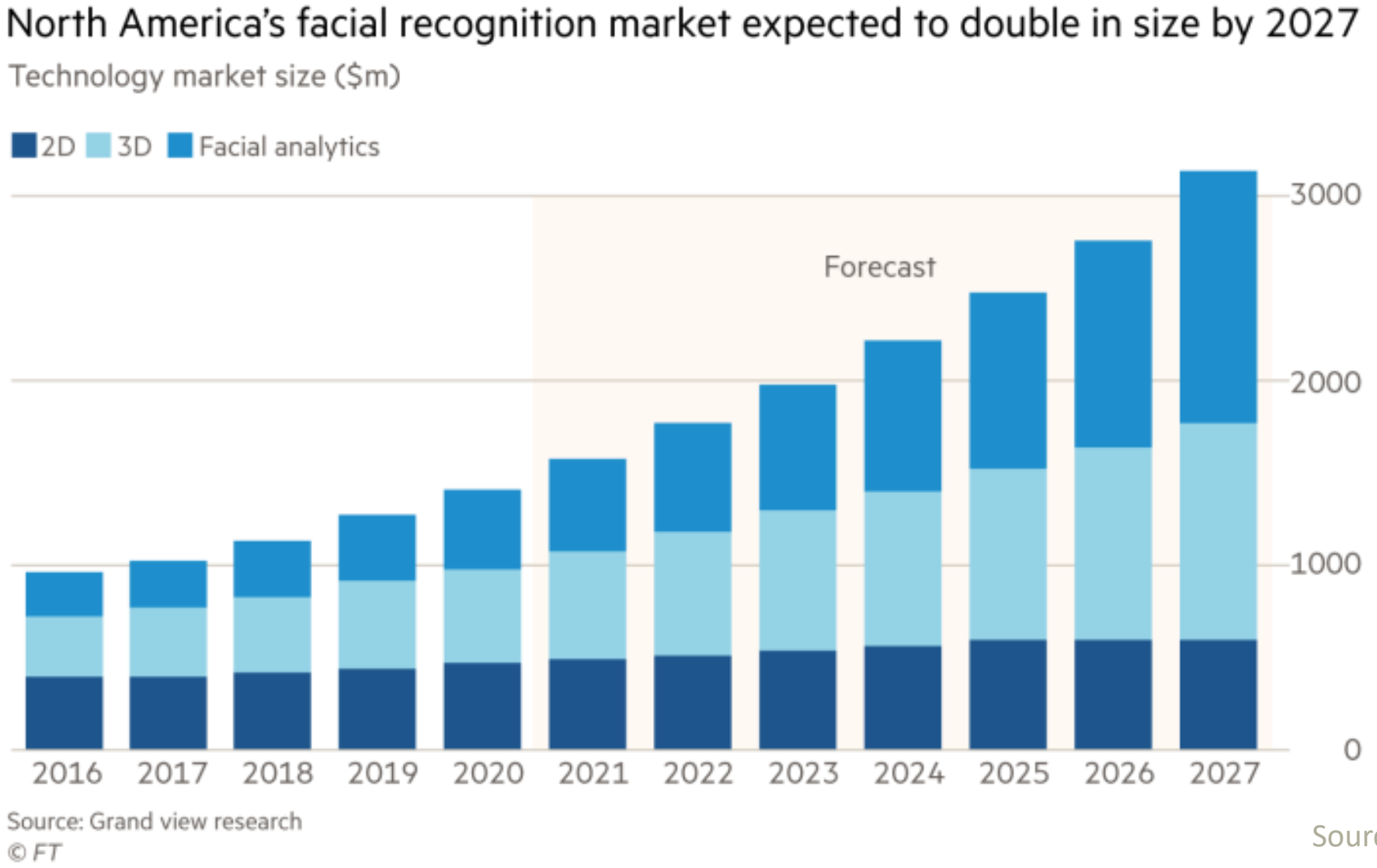
I am always watched

The Guardian

Your face: a $20bn industry

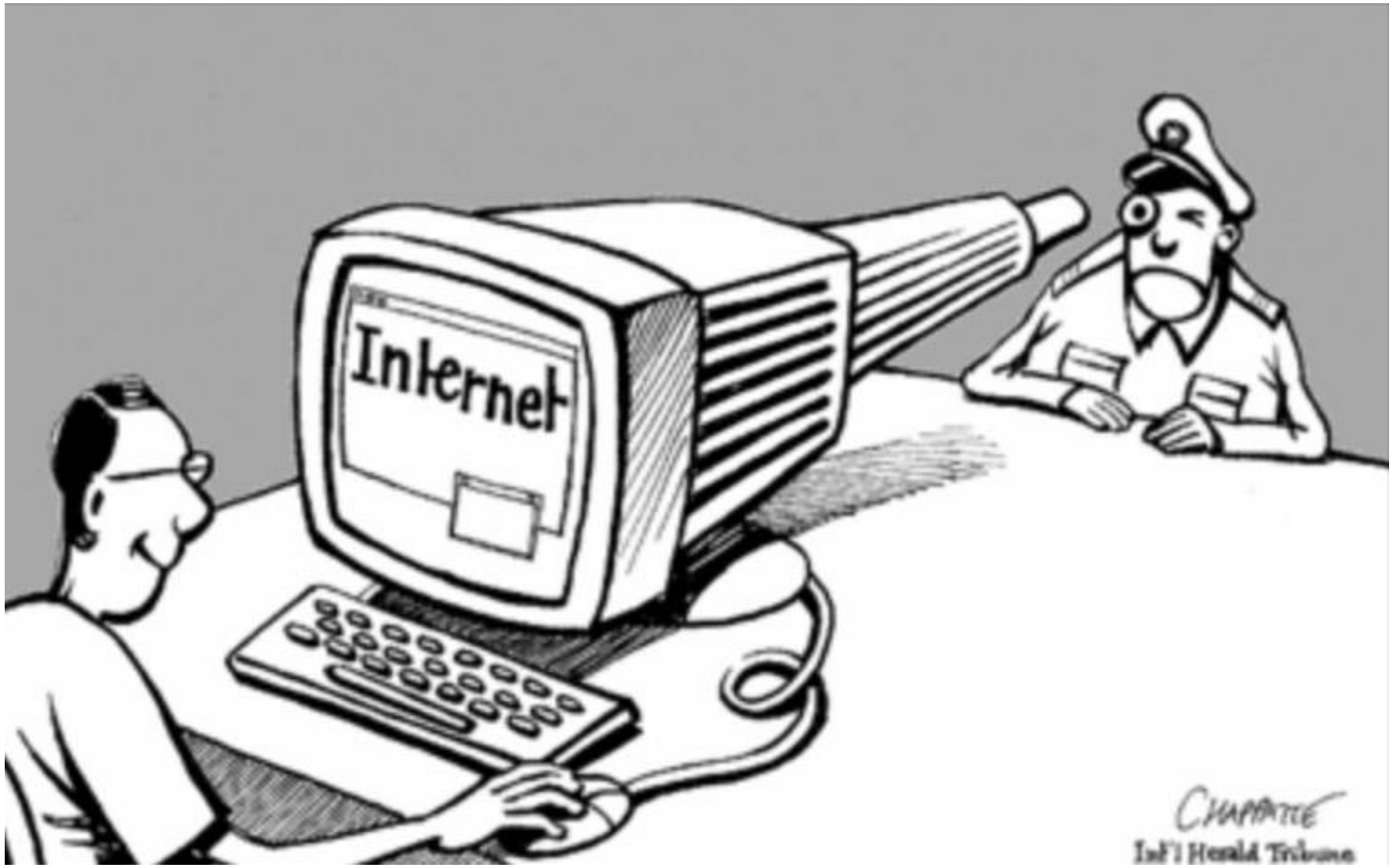
▲ Monitors display a video showing facial recognition software in use at the headquarters of the artificial intelligence company Megvii, in Beijing. Photograph: New York Times/eyevine

My face is recognised



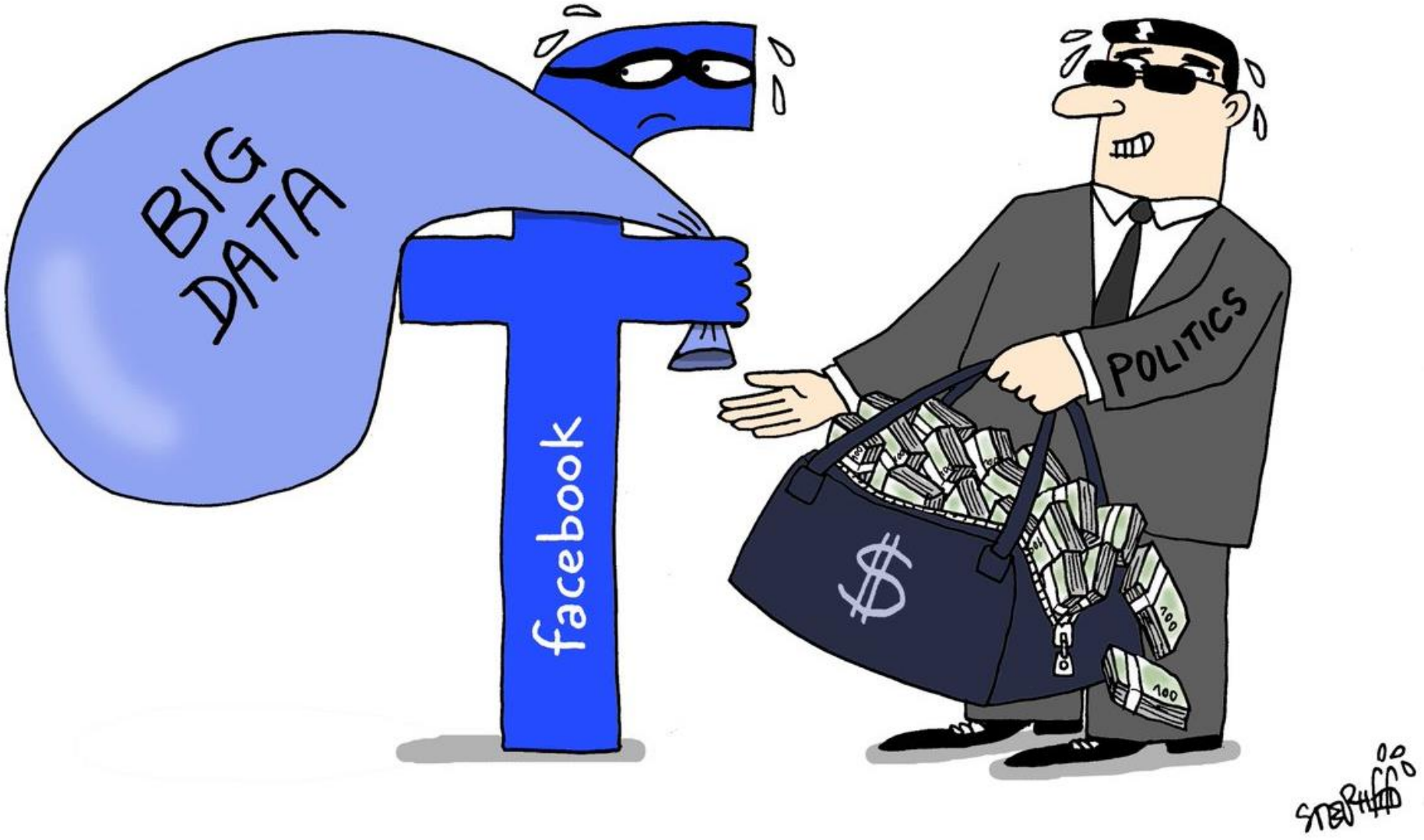
Source: www.ft.com

Surveillance becomes widespread



My personal data are public

Big data becomes a commodity



AI selects my content

Source: Facebook Transparency Report

NUDITY
21 million removals
99,8% by AI

HATE SPEECH
2,5 million removals
38% by AI

TERRORIST CONTENT
1,9 million removals
99,5% by AI

GRAPHIC VIOLENCE
3,4 million removals
85,6% by AI

Censorship goes private

Cybercrime proliferates

Vaccine data are hijacked

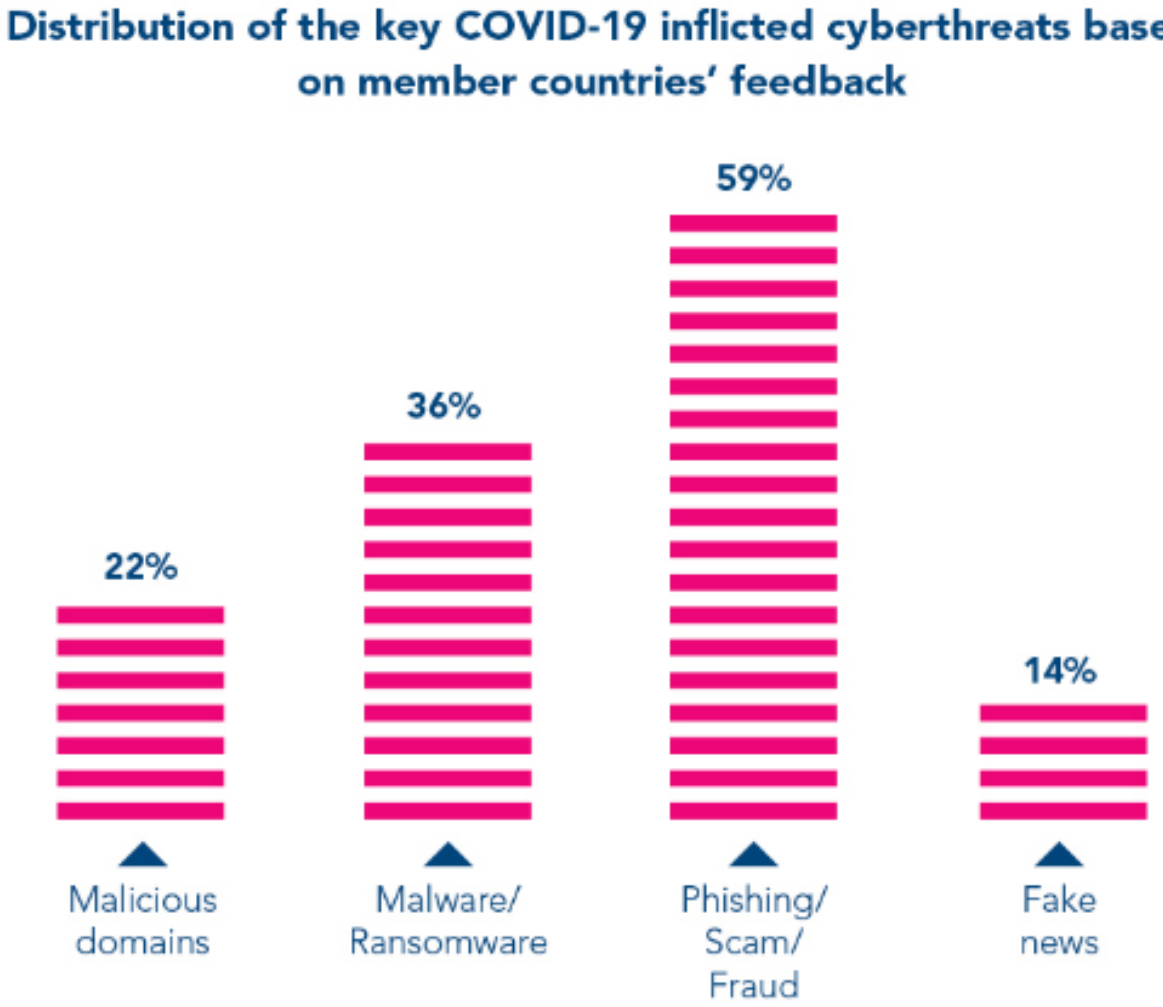
- **European Medicines Agency** (EMA) documents on Moderna's COVID-19 vaccine candidate were unlawfully accessed in a cyberattack.
- **The EMA**, had been targeted in a cyberattack, which also gave hackers access to documents related to the development of the Pfizer Inc and BioNTech COVID-19 vaccine.
- **Moderna** said its submission to the EMA did not include any information identifying individual study participants and there is no information at present that any participants had been identified in any way.

Fake vaccine certificates are sold online

Fraudsters sell forged COVID-19 vaccination certificates on the dark web in a fast-growing pandemic scam, cyber security analysts say

Source: news.trust.org

COVID-19 increases cyberthreats



Source: interpol.int

Elderly are sensitive to cyberattacks

4 Most Common Cyber Attacks Used Against Older People in 2020

Phishing Attacks - the older adults reported twice the likelihood of becoming a victim of phishing attacks compared to younger adults (53.47% vs. 26.37%)

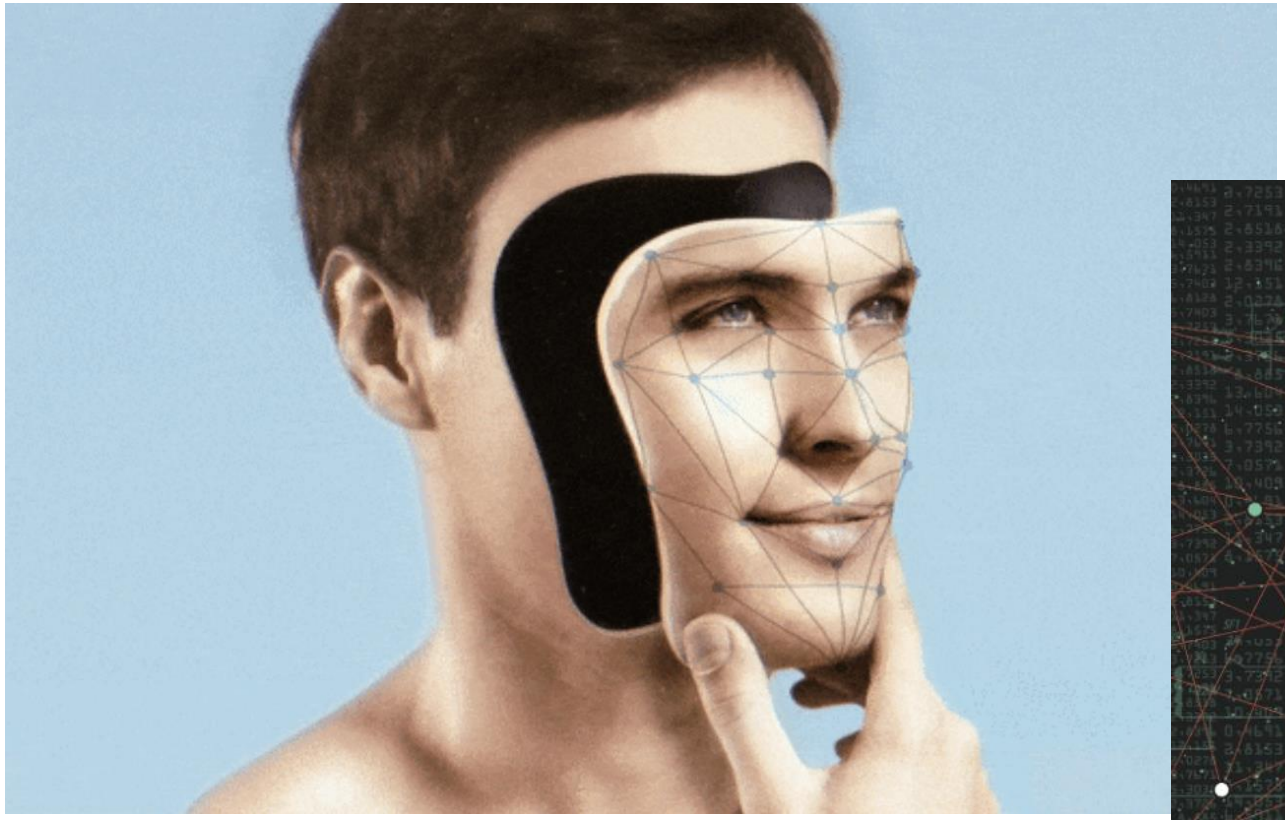
Behavioral Attacks - senior dating and romance scams, anti-aging and other prescription pills, charity and investment swindles, and fake help requests by "family members."

Consumer Fraud - Fake e-Commerce websites are on the prowl for vulnerable elderly who may not have sufficient knowledge about their genuineness.

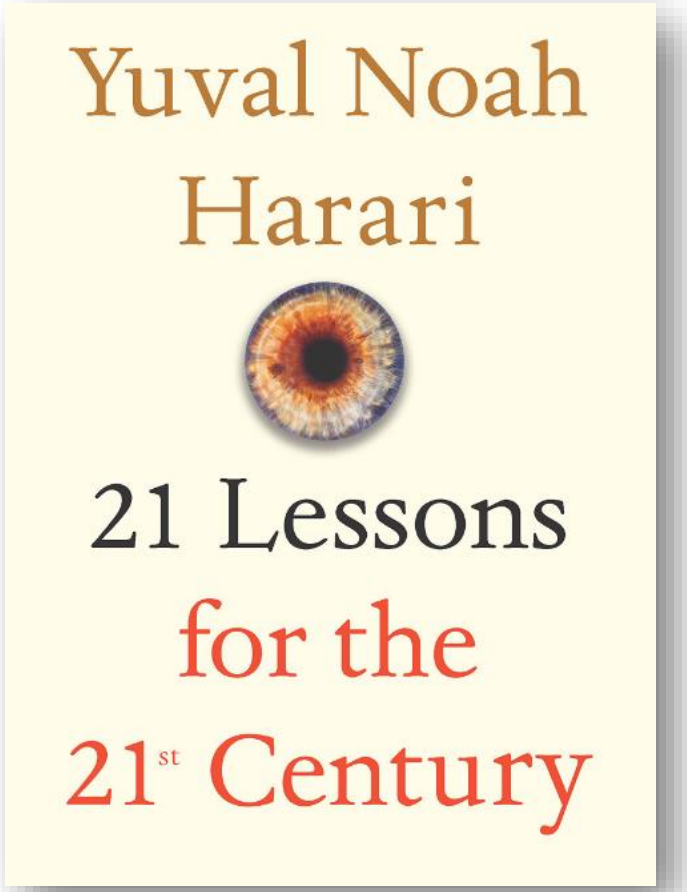
Identity Theft - Most identity thefts begin at the weakest link: a poor password or PIN.

Source: maketecheasier.com

Is AI shaping humanity or saving it?



The new world is challenging



The world has never felt more unequal.

Will machine learning and robotics make humans economically redundant ?

Am I moral if I do nothing when there is a refugee crisis?

Algorithms already control much of our daily lives.

Societies are volatile...

No one knows what the future will look like !

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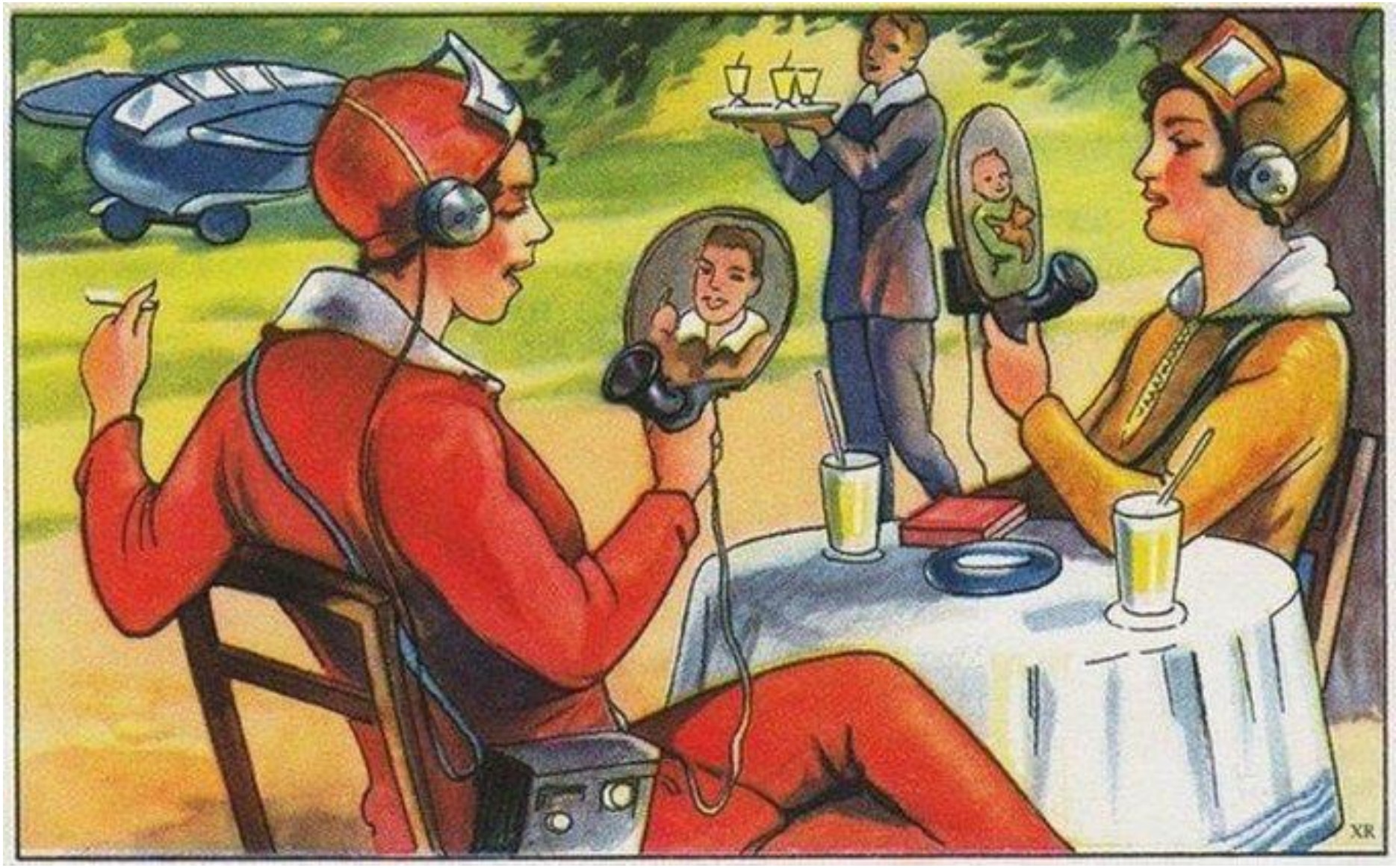
Tomorrow will be different…

Artificial intelligence, quantum computing, 5G and the rise of the Internet of Things are just some of the emerging technologies that influence the way our society operates.

1930 vision of the future of communication



Source: flashbak.com

What is at risk?

- ✓ **Right to private and family life**
- ✓ **Freedom of Expression**
- ✓ **Right to participate in democratic processes, such as elections, free from undue influences**

Senior 'digital' citizen

60% OF SENIORS 65+ ARE ONLINE

WHAT SENIORS DO ONLINE:

75 % CONNECT WITH FRIENDS AND FAMILY

50% SEARCH HEALTH WebMD

amazon Chapters Indigo Etsy ebay FUTURE SHOP

60% SHOP

HALF OF SENIORS USE SOCIAL NETWORKS

80% ARE ONLINE WEEKLY

25% SAY THEY NEED HELP

SENIORS SHARE THE MOST INFO AND USE THE LEAST PRIVACY SETTINGS

25% ARE NOT USING PRIVACY SETTINGS AT ALL

BINARY TATTOO
Define your digital identity

Source: Pew Internet Study http://www.pewinternet.org/2014/04/29/older-adults-and-technology/

Digital developments bring opportunities…

- healthcare services
- smart watches (health-monitoring)
- medical video-consultation
- communication with the loved ones
- self-driving cars
- online services (travel booking, online shopping, finances planning, household expenses)
- studying and access to information (kindle, podcasts)

Different seniors have different needs

Young-Old, Old-Old, and Oldest-Old

Young-old (70%)

– Healthy, vigorous, financially secure older adults (those aged 60 to 75) who are well integrated into the lives of their families and communities.

Old-old (20%)

– Older adults (those aged 75 to 85) who suffer from physical, mental, or social deficits.

Oldest-old (10%)

– Elderly adults (those over age 85) who are dependent on others for almost everything, requiring supportive services such as nursing-home care and hospital stays.

Source: Invitation to the Lifespan

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Impact on six areas of life

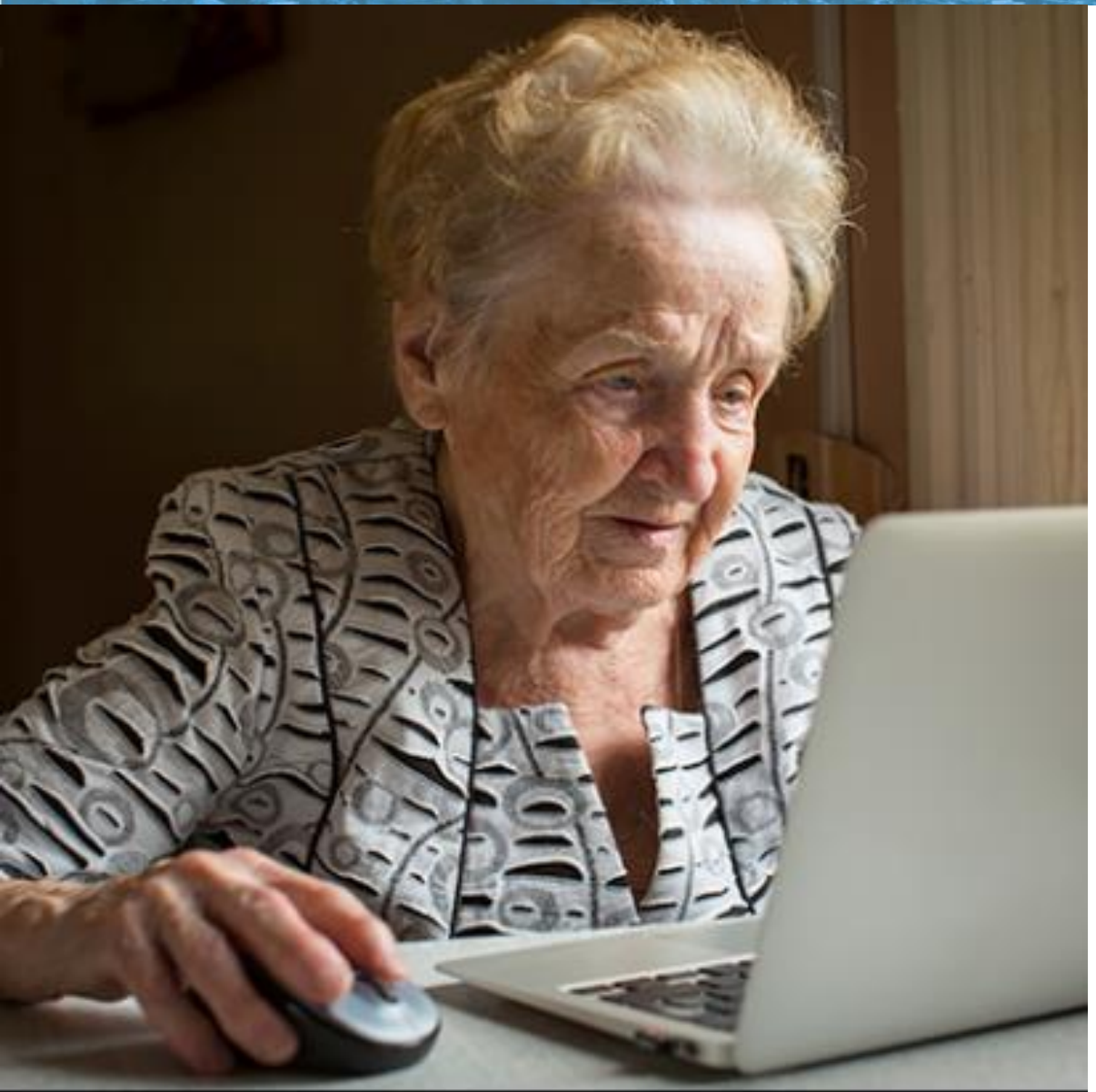
Findings and recommendations from the Eighth Government Report on Older People

Federal Ministry for Family Affairs, Senior Citizens, Women and Youth

- **Adapting Housing**
- **Maintaining Mobility**
- **Supporting Socialisation**
- **Improving Healthcare**
- **Supporting Nursing Care**
- **Access to Public Space**

Source: bmfsfj.de

Adapting Housing

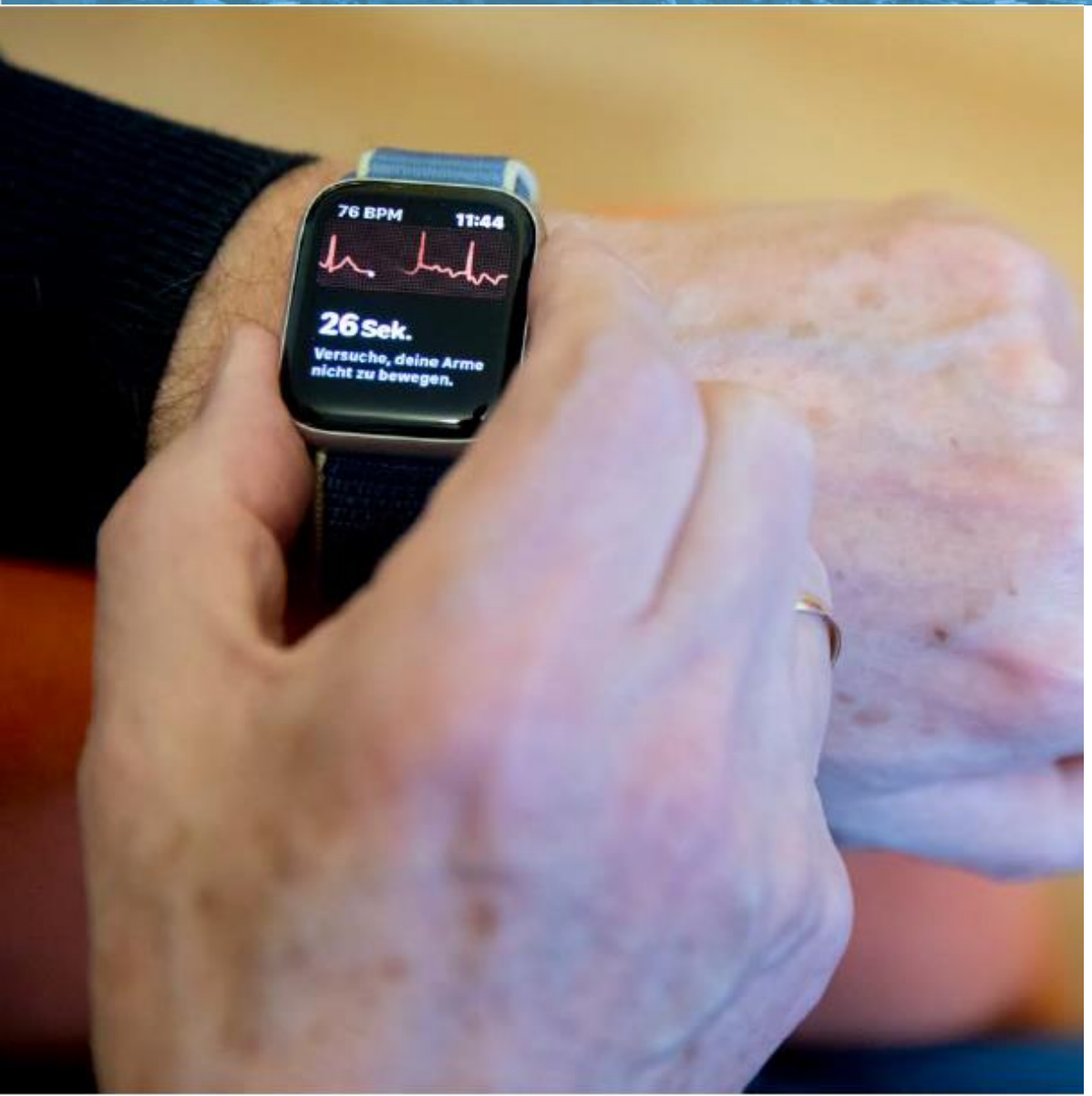


Importance of living space

- **Housing is one of the most important basic needs of all seniors**
- Elderly spend a large proportion of their time in their own homes
- **Digital technologies can serve to support independent living through systems that:**
  - improve safety in the home
  - help with household chores
  - support health or nursing care
  - perform various services

Source: bmfsfj.de

Maintaining Mobility



Mobility is important

- **Quality of life in old age depends to a large extent on the capacity…**
  - to move independently within and outside the home
  - to maintain social contacts
  - to receive medical treatment
- **Digital technologies can be used to help restore lost mobility and to monitor the mobility of older people.**

Source: bmfsfj.de

Maintaining Mobility

What systems are available?

- **Help with general mobility**
  - E-bikes, assistance systems in vehicles and mobility apps, mobility platforms, navigation systems
- **Restoring or maintaining walking ability**
  - Exergame systems and wearables
- **Preventing loss of mobility**
  - Sensor mats for fall detection and wearable activity systems

Source: bmfsfj.de

Maintaining Mobility

Automated technologies assist drivers and help to prevent accidents

A future of driverless cars?

Autonomous vehicles

Supporting socialisation

Importance of socialisation

People's relationships with family members, friends and neighbours provide:

- emotional support, practical help, financial assistance

- **Social integration prevents:**
  - Isolation, loneliness and depression

- **Digital communication technologies** have created new opportunities for older people to establish and cultivate contact with other people.

Source: bmfsfj.de

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Supporting socialisation

Guide
sites de renc

1 relation sur 5

commence en ligne...

EliteRencontre
- Service haut de gamme
- Membres diplômés
- Rencontres sérieuses

VISITER

eDarling
- Test de personnalité
- Service de qualité
- Célibataires 30+

VISITER

Attractive World
- Communauté active
- Sélection exigeante
- Evénements Exclusifs

VISITER

NosBellesAnnées
- Célibataires 50+
- Relations sérieuses
- Plateforme sécurisée

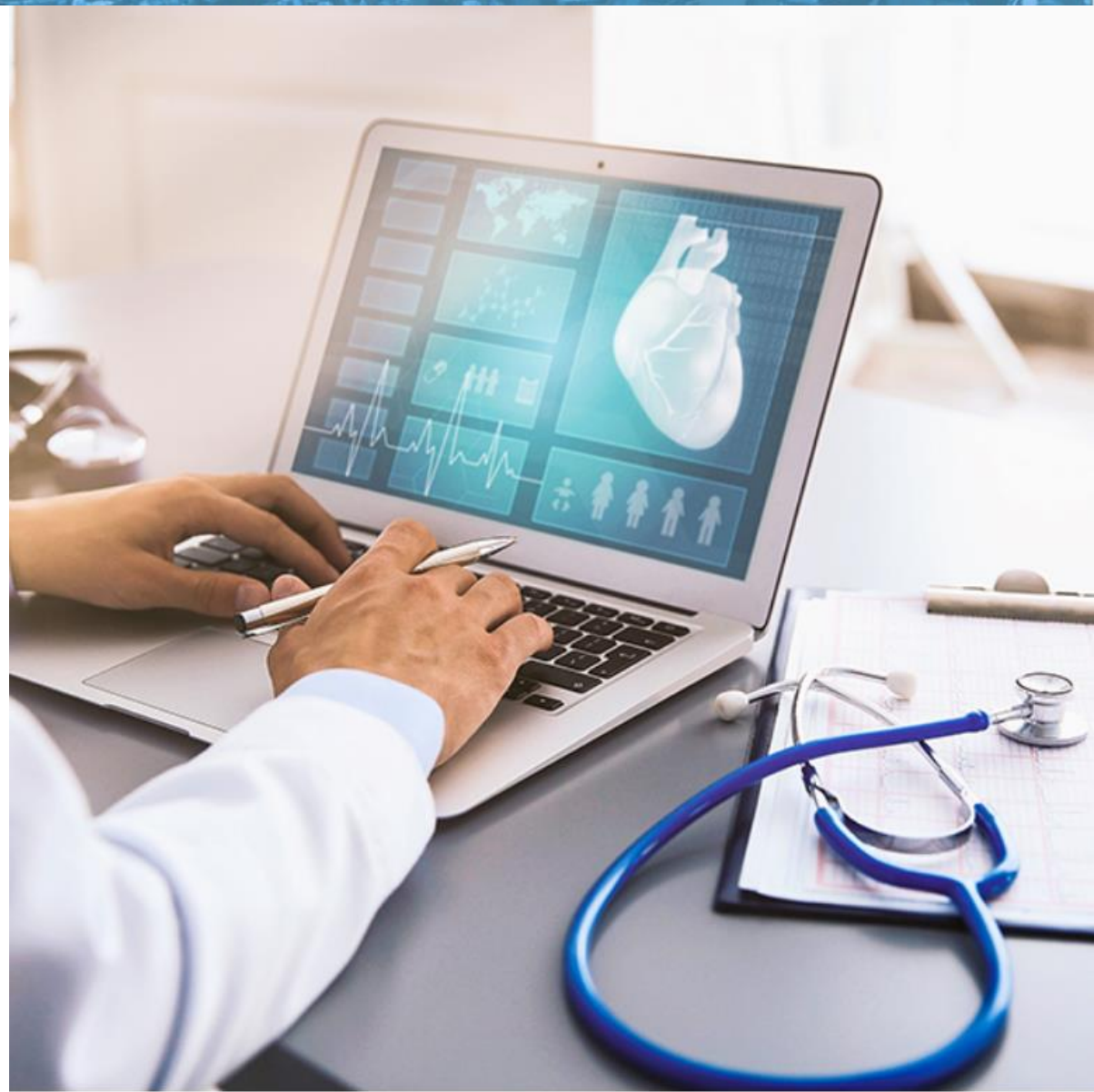
VISITER

Improving healthcare

How can digitalisation enhance healthcare?

- **E-health offerings** ease the access to medical care:
  - electronic health records, digital information systems for patients, virtual doctor's appointments
- **M-health applications** facilitate communication with doctors and improve autonomy and quality of life:
  - fitness wristbands, digital learning games

Source: bmfsfj.de



Improving healthcare

Applications help both doctors and patients

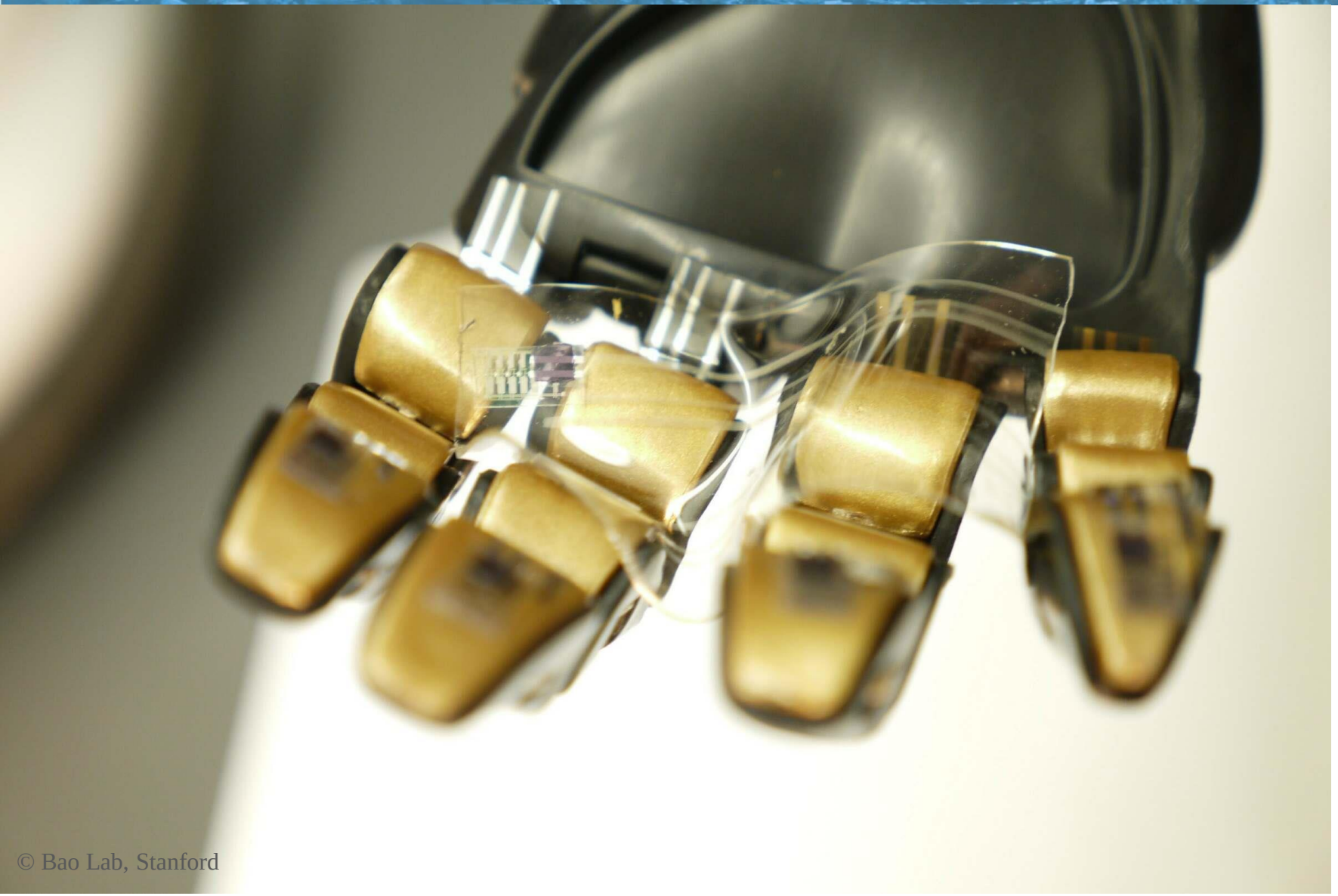
Improving healthcare

What are the benefits of healthcare digitalisation?

- **Health-related information** becomes more easily available
- **It enables patients** to become involved in their own diagnosis, treatment and symptom control
- **Some medical competencies** are being transferred to patients
- **Benefits also care-giving family members**, e.g. enabling digitally delivered psycho-social support

Source: bmfsfj.de

Improving healthcare



© Bao Lab, Stanford

"Electronic skin can not only supplement our human skin but can also genuinely replace it"

Source: KU Leuven

Supporting nursing care

Where can technology impact nursing care?

- **self-care**, informal care and support provided by family members
- **professional care** provided in the home environment
- **professional care** provided in live-in facilities

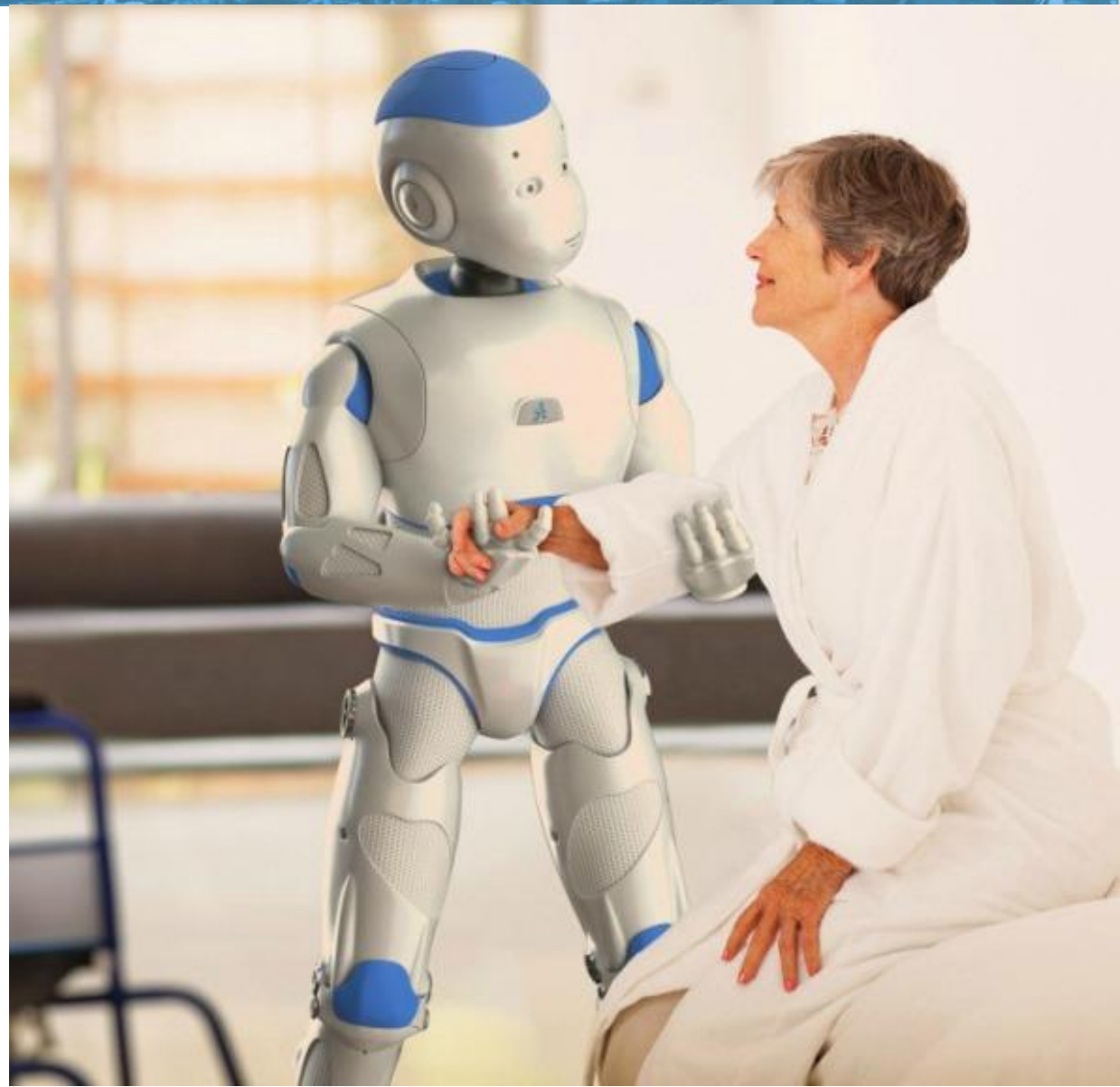
Source: bmfsfj.de

Supporting nursing care

What technology can improve care?

- **Self-care assistive technologies:**
  - Electronic reminders, remote control systems, household robots
- **Direct care:**
  - Telecare systems, social robots and service robotics, adjustable beds
- **Administration of nursing care:**
  - Panning, documentation, communication

Source: bmfsfj.de



Access to the public space

How can digitalisation support the access to the public space?

- **Contribute** to networking in the social space
- **Compensate** for the removal of previously available infrastructures
- **Provide** access to public administration and other community online services
- **Offer** programmes for the development of digital skills
- **Encourage** participation in social, economic and political life

Source: bmfsfj.de

Access to the public space

There is a whole range of online services accessible

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Council of Europe and seniors

Commissioner for Human Rights, Ms Dunja Mijatović's statement on the older persons in the age of the Covid-19 pandemic

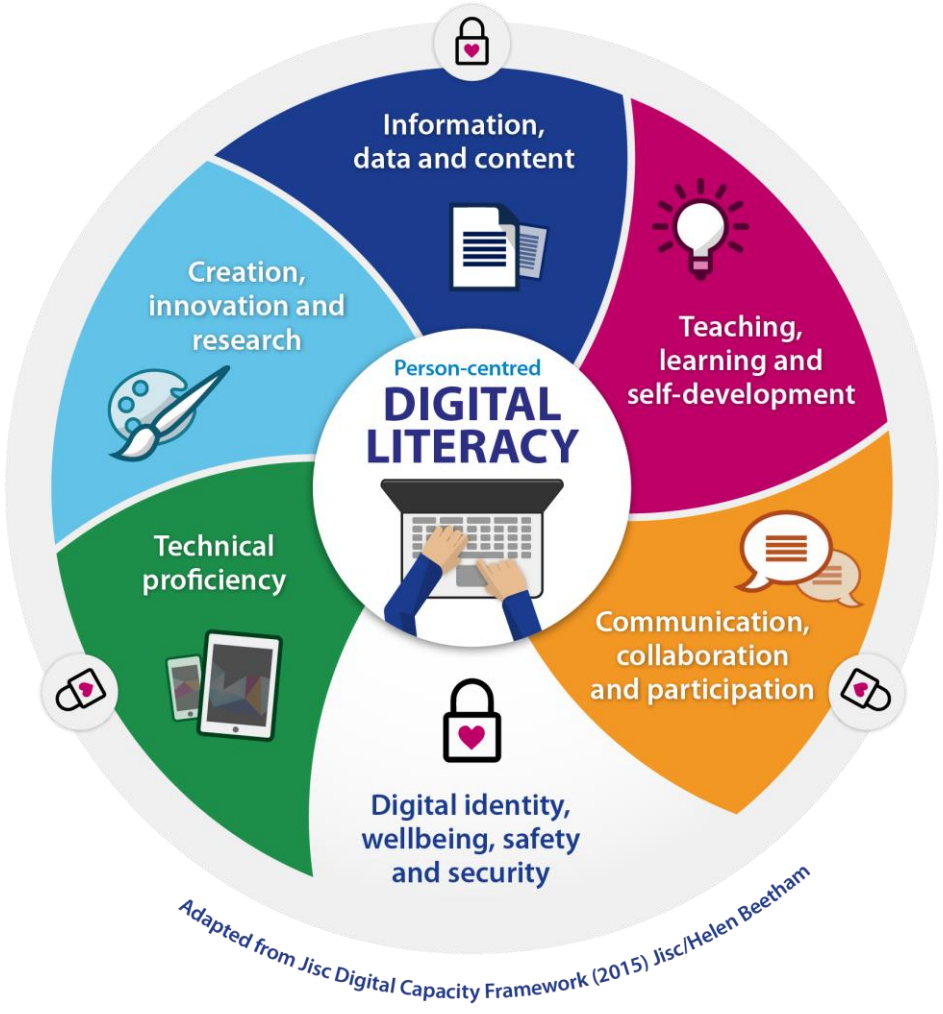
"The ongoing coronavirus (COVID-19) outbreak is especially dangerous for older persons and has a disproportionately negative impact on their right to health and other human rights.

All our societies must find novel ways of boosting inter-generational solidarity and social contact with older persons without putting them at risk of infection."

The current situation also brings to light the failings of large, institutional settings for the long-term care of older persons, where they are confined in close quarters… A social care system which privileges individualised support to older persons, while promoting their full inclusion in the community, must be at the heart of… reforms.

Source: www.coe.int

Rights of seniors in the digital world



Recommendations by the Committee of Ministers

- ✓ Internet freedom
- ✓ The right to private life with regard to network neutrality
- ✓ Guide to Human Rights for Internet Users

Studies

- ✓ Algorithms and Human Rights
- ✓ Internet and Electoral Campaigns
- ✓ Spaces of Inclusion
- ✓ Media Literacy for All

Media Literacy

Presidency of Germany
Council of Europe
November 2020 – May 2021
Présidence de l'Allemagne
Conseil de l'Europe

- acknowledge the challenges that the users of the older generation are facing in dealing with the digital environment
- enhance media and information literacy for all, including older people

Media Literacy

The Ministerial Conference
"Artificial intelligence - Intelligent politics:
Challenges and opportunities for media and democracy"
(10-11 June 2021)

COUNCIL OF EUROPE
Conference of Ministers responsible for Media & Information Society
NICOSIA 2020

World Café: Media and Information Literacy projects

SMART

ROZANA RADIO

ethical media for active citizenship
emac

www.ara.lu
ARA

new neighbours

Source: www.coe.int/freedomofexpression

Media Literacy

Connecting Generations
Cyber-Seniors®

What's on This Week

Tech Drop-In

June 24, 2021 - 2:00 pm

Duration : 1 Hour

Intro to Cryptocurrency

June 24, 2021 - 4:00 pm

Duration : 1 Hour

Trivia Night

June 24, 2021 - 5:00 pm

Duration : 1 Hour

Source: cyberseniors.org

Media Literacy

Source: digitalcitizenship.net

Thanks for your attention !

further resources:

www.coe.int/**freedom**of**expression**

www.coe.int/**internet**governance

www.coe.int/**data**protection

www.coe.int/**cyber**crime

www.coe.int/**AI**

Facebook Page

Information Society Group