Successful ageing and online social networking

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Benefits of social networks

- Social networks provide
  - Emotional support – sense of value and belonging
  - Physical support – help with tasks
  - Help with decision-making
  - Information – access to resources

- Social networks are generally good for us
  - More active and engaged
  - Positive outlook
  - Better health
  - Live longer
Are there other benefits from social networks?

Selected Indicators of SUCCESSFUL AGEING

- Informal employment activity
- Volunteering activity
- Finding a new partner
- Feeling connected to friends
- Feeling connected to family
What is a social network?
MY network – the ego-centric view
WHOLE network – specified (group) network view
NSA online social network – an OSN website
What will the NSA OSN website help me do?

- **BROWSE** – have a look at who else is a user

- **SEARCH** – find people with a specific interest or characteristic
  - Wine-tasting
  - Bushwalking
  - Live in my area

- **COMMUNICATE** – with other users

- **FORM AND JOIN ONLINE GROUPS** – engage with other users

- **DISPLAY INFORMATION** – for others to view and comment
  - Photographs
  - News
Three kinds of data

Personal profile data
- Age
- Sex
- Marital status
- Retirement status
- Interests
- Education
- Occupation
- etc

Click data of online social networking activity
- Browsing/Searching
- Communicating
- Displaying/Groups

Survey data on successful ageing outcomes
- Informal employment activity
- Volunteering activity
- Finding a new partner
- Feeling connected to friends
- Feeling connected to family
NSA online social network – not all members?
NSA members who use email* by age and sex, 2009

* to communicate with NSA
Send an email to

heather.booth@anu.edu.au

with Volunteer NSA in header

Thank you for your help