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**COMUNICAR**  
**MEDIA EDUCATION RESEARCH JOURNAL**  
**Special Issue #45**

# Communicating in an Ageing World: Challenges and Opportunities

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## Guest Editors

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- **Dr. Jack Carroll (Pennsylvania State University, USA)**
- **Dr. Mariano Sánchez (University of Granada, Spain)**

## Approach

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It is a fact: the world's population is ageing rapidly. According to United Nations figures, by the year 2050, the share of persons aged 60 or over in the population will, for the first time in history, match that of persons younger than 15 (about 21 per cent each). However, if we consider just the more developed regions, the proportion of older persons already exceeds that of children; by 2050 it will be double. Consequently, an increasing interest around issues linked to this ageing process is finding its way through different agendas (e.g. health, employment, social participation, education, welfare systems, and so on). What about the information and communications technology (ICT) agenda? This Special Issue intends to contribute to triggering and advancing discussions about the interaction between an ageing world and a world in which mass media and information and communications technologies help to shape human experiences and activities. In line with the scope of *Comunicar* a special emphasis will be educational endeavours to respond to challenges as well as to seize and develop opportunities stemming from a range of new ageing scenarios.

For instance, the Madrid International Plan of Action on Ageing, an output of the 2002 UN Second World Assembly on Ageing called for efforts to ensure that the benefits of information and

communications technologies are available to all, with special attention to the needs of older women. However, according to 2013 Eurostat data, in the case of the 27 European Union member countries, only 26% of people aged 65-74 use the Internet frequently (88% of those aged 16-24 do so). Is closing this usage gap just a question of time? Are there attitudinal and/or functional barriers impeding older people's participation in the Internet? More broadly speaking, are we making progress regarding ICT relevance to older people's daily lives?

Potential queries to be tackled under this special issue abound. Authors are invited to approach the issue's theme from diverse perspectives. For example, ageing is not only an issue of elderly persons, since, as we move through life, we are all ageing, and we interact with one another through our various life cycles. Thus, issues regarding ICT challenges and possibilities for multi- and inter-generational communication and cooperation would be relevant to this Special Issue.

## Descriptors

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- Ageing and mass media
- Ageing and technology
- Media education for older people
- Media literacy and ageing well
- Intergenerational technology
- Life-course access to media & ICT
- Media ICT in age-friendly environments
- Age-friendly and ageing-friendly

## Questions

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Contributions to this Special Issue are invited to address questions in line with the following ones:

- How can we approach media and ICT literacy from a life-course perspective as life expectancy keeps growing?
- How can ICTs facilitate longevity and quality of life?
- Which is the knowledge base for evidence-based training of older persons and the ageing workforce in the use of media and ICT technologies?
- Which interesting developments are we making regarding media and ICT literacy of frail elderly people?
- Which international trail blazer initiatives fostering inter-generational and multi-generational communication might be highlighted?
- What's the current state of efforts to develop and disseminate user-friendly information geared to assisting people as they age to respond effectively to the technological demands of everyday life?

- What type of progress are we actually making regarding the design of media technology and ICT able to take into account the changes in physical abilities as people age?
- How are we combatting ageism (and all forms of age-oriented neglect, abuse and violence) through the use of media and ICT?
- Which programs and policies are encouraging media and ICT to highlight older adult contributions, especially those by older women and older persons with disabilities, both in developed and developing countries?
- What are the most effective ways to counter negative stereotypical portrayals of older persons in the media and ICT?
- How could media and ICT contribute to empower men and women to reach old age in better health and with more fully realized well-being?
- Since access to media and ICT may have an impact on people marginalization and alienation, in which ways are we improving our capacity to facilitate access to all people as they age?
- What's the role of media and ICT within age-friendly environments?
- What are some capacities of media and ICT practices for generating opportunities for healthy and active ageing?

## About the Guest Editors

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- **Dr. Jack Carroll**, Distinguished Professor in the College of Information Sciences and Technology (Pennsylvania State University, USA), and former Edward M. Frymoyer Chair is a prominent researcher in the field of human-computer interaction (HCI). He has received the Rigo Award and the CHI Lifetime Achievement Award from ACM, the Silver Core Award from IFIP, and the Goldsmith Award from IEEE. He is a fellow of AAAS, ACM, IEEE, the Human Factors and Ergonomics Society, and the Association for Psychological Science. In 2012, he received an honorary doctorate in engineering from Universidad Carlos III de Madrid. He is co-director of the Laboratory for Computer Supported Collaboration and Learning and he is also the director of Penn State's Center for Human-Computer Interaction (HCI). His research interests include methods and theory in HCI, particularly as applied to networking tools for collaborative learning and problem solving, and the design of interactive information systems.
- **Dr. Mariano Sanchez**, Associate Professor of Sociology at the University of Granada (Spain) and International Affiliate to the Center for Healthy Ageing (Pennsylvania State University, USA) is former technical coordinator of the Spanish Network of Intergenerational Relations (2005-2012), and former co-editor of the Journal of Intergenerational Relationships (2004-2011). Dr. Sanchez is founding member of the European research group GENERATIONES (International Network for the Study of Intergenerational Issues) as well as Management Committee member of the European Map of Intergenerational Learning. He has been involved in the production of recent White Papers on Active Ageing published by the regional government in Andalusia and the central administration in Madrid. Currently, his research is mainly focused around intergenerational issues such as intergenerational programming planning and evaluation, intergenerational education and learning, and training and professionalization of intergenerational practitioners.

## Indications and sending of proposals

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Editorial guidelines:

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Proposals for this monograph through OJS RECYT Platform:

<http://recyt.fecyt.es/index.php/comunicar/login>

## Key deadlines

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**[www.comunicarjournal.com](http://www.comunicarjournal.com)**

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