miOne – CoDesigning an "Online Livable Community" for Active Ageing

Ana Isabel Veloso[1], Óscar Mealha[1], Carlos Santos[1], Liliana Costa[1], Vania Baldi[1], Liliana Sousa[2], Sónia Ferreira[3], Fernanda Martins[4], Fernando Zamith[4], Cláudia Ortet[1], Francisco Regalado[1], Henrique Silva[1], Jesse Filho[1], Tânia Ribeiro[1]

1 – Department of Communication and Art & DigiMedia, University of Aveiro
2 – Department of Education & Psychology & CINTESIS, University of Aveiro
3 – School of Education, Center for Studies in Education and Innovation, Polytechnic of Viseu
4 – Faculty of Arts and Humanities & CITCEM, University of Porto

In times of pandemic influenza in which social distancing has been adopted as a measure and an increasing dependence on digital media has been observed, online communities have played a key role to help senior citizens to maintain social interactions and ensure a necessary routine to active ageing. Although there has been a boom of the "technologies for active ageing", most of the products tend to focus on the health dimension, overlooking other equally important dimensions such as a sense of security, participation in society, and life-long learning.

The aim of this research, developed under SEDUCE 2.0 project, is to (a) assess the psychosocial variables and Online Sociability of senior citizens through the use of Information and Communication Technologies, and (b) contributing to the growing development of the miOne community with the participation of senior citizens.

miOne (mione.altice.pt) is an online livable community for active ageing in the sense that gathers people of all ages, encouraging civic and social engagement, and in which socio-techno-ethical dimensions are very present to provide an open and safe space. This social platform follows a community-centered design approach, and the following themes are under focus: online news, health, and (cyclo) tourism. Participation is also encouraged through the use of gamification.

The activities within the miOne online community involved a total of seven Universities of the Third Age, a total of 13 sessions *in situ,* and eleven online activities. During these sessions, some of the lessons learned were: delineate a strategy for motivating the participants' attendance in sessions, plan group dynamics and iteratively access participants' expectations towards the developed product and involve the coordinators or caregivers in online sessions to facilitate the interaction. Good practices in designing and assessing Senior Online Communities have emerged, including self-expression challenges and the need to instil a routine over community activities.