Using **Web 2.0** to communicate with the **older market**

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Inherently multimedia

Fewer links, more actionable elements

*sliders - tabs - menus - widgets*

Multiple technologies (AJAX, Flash)
PHYSIOLOGICAL AGEING MATTERS

- Inhibitory deficit
- Processing speed hypothesis

Cognitive Ageing
PHYSIOLOGICAL AGEING MATTERS

The diagram shows the relationship between time taken and errors made. It indicates:
- 60% of 55+ individuals take more time and make more errors.
- 35% of 55+ individuals take more time but make fewer errors.
- 20% of 65+ individuals take less time but make more errors.
- 50% of 65+ individuals take less time and make fewer errors.

This suggests that physiological ageing affects both the time taken and the errors made in a specific task.
Physiological Ageing Matters

Young

Old
Web 2.0 technologies can create irrelevant distractions that are difficult for older people to ignore.

**Web 2.0 architecture is age sensitive**
Web 2.0 - distinguish between applications and architecture

- **Architecture**: The technology that makes it work
- **Applications**: What the user can do with the Web site
Web 2.0 - Applications

User Generated Content
- Youtube, eyeVio, Del.icio.us

Social Networking
- Facebook, Mixi

Integration of Google
- Maps, music, video, news

‘Mashups’ enable richer/varied applications

A ‘community’ experience
WEB 2.0 - Applications

WEB VIDEO

SOCIAL NETWORKING
SOCIAL NETWORKING

Nair Pretty Boy
Now’s your chance to meet the infamous Pretty Boy from Sofia’s Diary!
Click here to find out more about him & his legendary fashion tips!

Radar on your mobile
Nobody will believe you know who is near!
Get your wallpaper!
Click here

Profiles
nikewomen
Dr. Martens
Goldcigga
The Gap Year

Bebo Originals
Sofia Taylor
Julia
Josh Angelo
Charlie

Ad by Yahoo!
AGE DISTRIBUTION OF USERS (UK)

- 65+ : 6%
- 50-64 years : 18%
- 35-49 years : 25%
- 25-34 years : 18%
- 18-24 years : 17%
- 12-17 years : 11%
- < 11 years : 5%
RAPIDLY CHANGING DEMOGRAPHIC PROFILE

![Diagram showing changes in demographic profile between 2006 and 2007.]

- **18-24**
  - **2006**: 26.0%
  - **2007**: 22.5%
  - **Change**: -3.5%

- **55+**
  - **2006**: 9.3%
  - **2007**: 15.3%
  - **Change**: +6.1%
BECOMING A COMMODITY APPLICATION

Ning

Create Your Own Social Network for Anything

PetBrags

Barista Exchange

Get Your Own Social Network!

Ning is the only online service where you can create, customize, and share your own Social Network for free in seconds.
BECOMING INTEREST SPECIFIC
WEB 2.0 - APPLICATIONS

WEB VIDEO

SOCIAL NETWORKING
THE NUMBERS ARE STAGGERING

100,000,000 unique visitors/month

70,000,000 video clips

10% of the Internet’s bandwidth
Being Watched by All Ages

Average age = 39 years old
Within 24 months between 70% and 95% of the Internet’s traffic will be video
IMPLICATIONS OF THESE DEVELOPMENTS

- Web 2.0 is the Web
- Social networking and video are becoming standard elements of Web site infrastructure
- Today’s uses of the technologies are poor indicators of the future
- The applications are age neutral BUT the technology isn’t!
Social networking: An age-neutral commodity — Social networking becomes a mature web application

Dick Stroud

Abstract

This paper discusses how social networking has quickly matured to become relevant to all age groups and types of consumer. The paper explains the fundamentals of social networking, traces its origins and explains the reasons for its rise to prominence. The paper considers how this application is likely to develop and concludes by detailing the way marketers should react.

Keywords: Web 2.0, social networking, age-neutral content, social media

Introduction

Whatever the term Web 2.0 is mentioned, you can be certain that the phrase ‘social networking’ will not be far behind. Social networking websites like MySpace and Facebook are regularly topics of discussion in the general media, not always for positive reasons. Stories about the value and empowering qualities of these websites are being matched with negative tales of them enabling children to bully their classmates and for creating ultra-vigilant political advertising.

Social networking has many similarities to the early days of testing, when adults were amazed why young people spent so much of their time logging messages into their mobile phones. The same bemusement exists about the ability of MySpace, Facebook, and Bebo to attract over 116 million unique visitors in a single month.2

The ability of social networking sites to generate huge volumes of web traffic is proof of their huge popularity. But there must be a hard business rationale to sites like MySpace and Facebook, who have multiple unique visitors, who are not interested in social networking sites. The website MySpace.com offers free social networking services – double the number of search engines in the UK. MySpace.com is the second largest social networking site, with over 100 million visitors each month.

The need for social networking sites is to provide free webhosting service – double the number of social networking sites. MySpace.com offers over 1 million videos clips and now even more a channel for the UKs social networking. MySpace.com is the second largest social networking site, with over 100 million visitors each month.
Further Questions?

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