



## WHAT IS GO-MYLIFE ABOUT?

Go-myLife (full title: "Going social: my social life") is an AAL2 project aiming to improve the quality of life for older people through the use of online social networks combined with mobile technologies. Go-myLife develops a mobile social networking platform costumed to the needs of the elderly, allowing interactions with their peers and families, as well as easy access to relevant geographically based information.

### **Why do we need Go-myLife?**

As a result of retiring from the work life and increased frailty, many of the elderly are prone to spend most of their time at home, thus lacking a daily routine of social interactions. This state gradually leads to increasing feelings of loneliness and isolation.

Online social networks have the potential of improving the quality of life of the elderly and their re-integration into society by facilitating social interactions and communications and by bridging over distances and physical limitations. However, due to various factors, elderly people tend to miss out on the benefits of online social networking platforms. **Go-myLife** is addressing exactly this gap.

### ***Read Teresa's story: another day in life, or... a day with Go-myLife!***

*2010. This morning Teresa (61) felt terrible. A year ago she retired from working at the elementary school. She's devoted 30 years to her little students and loved her job very much. She couldn't find her place. Boring days looked the same. Teresa started to feel alienated. A year ago, just overnight, she felt like losing everything, felt helpless and insecure. Suddenly there were no more children around her, no classes, no noise...Well there is her husband but Adam is sick and needs assistance and to tell you the truth he is not a good listener, something teachers love.*

*2014. Teresa (65) feels so happy today. It seems to be a cheerful morning; one of her students is on his way to meet with her. She had no idea about Piotr's life but remembered him as a good student and liked him very much. As a matter of fact it is Piotr who found her through facebook. Teresa had no idea about how to handle new technologies but a year ago she got a smartphone for her birthday. Her best friend, Maria, taught her how to use Go-myLife interface, and since that moment Teresa is using it everywhere and on any possible occasion. With no difficulties she started profiles on facebook and twitter and to her amazement made new friends but also found old ones. And this is how Piotr found her. This will be a fine day for Teresa.*

## THE GO-MYLIFE TECHNOLOGY PLATFORM

Go-myLife is a mobile social networking program built around the needs of the elderly. The project does not attempt to set up a new stand-alone social network, but rather one that is fully integrated with mainstream online social networks bringing existing communities together and based on mobility, location and context awareness.

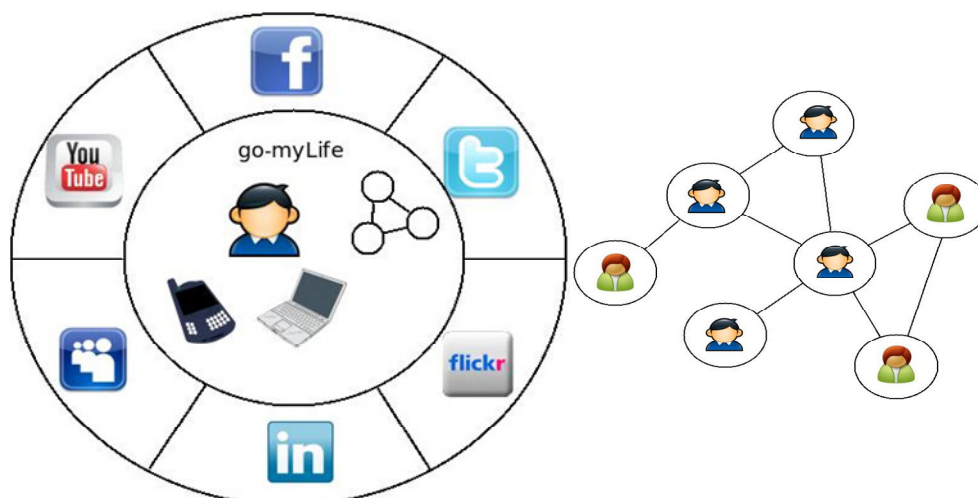
### Four guiding principles for development

1. **Inclusiveness:** Go-myLife is not only for older people. Go-myLife makes it easier for older people to participate in mainstream activities and feel a part of the **whole** of society
2. **Focus on social interactions:** although many assistive technologies can be incorporated into Go-myLife, we give higher priority to ones facilitating social interactions
3. **Rapid rate of change and progress of technologies:** Go-myLife is developed in a way that reflects future trends and enables the incorporation of future technologies
4. **User Involvement:** by adopting a “user involvement” approach, Go-myLife actively seeks the participation of older people, via a mix of methods

### The architecture

The architecture consists of a core social networking platform connected to disparate social networking sites through middleware that essentially addresses personalization, security and integration-related requirements, with an easy and accessible interface.

Other than controlling user access and authentication, the core platform will also manage privacy, trust and reputation through identity management and reputation systems. This will ensure that during any group interaction, users are aware of the information being shared and have aids available to control it. To assure interoperability and ubiquity, Go-myLife will provide a web-based solution.



## **BENEFITS AND EXPLOITATION OPPORTUNITIES**

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Social inclusion benefits not only the elderly but also all organizations involved with administering benefits and services for them. The project explores how Go-myLife can be deployed as an alternative channel for dissemination and delivery of elderly oriented services. With governments facing budgetary cuts, Go-myLife is an important tool in bringing down the cost of delivery of services without impacting the quality.

Being in an online and connected community, elderly people cannot and would not like to remain disconnected from the online marketplace. The project explores the level of exposure required to commercial organizations and prioritizes commercial opportunities based on the interests of the elderly.

### **General information**

**Full title:**

Going social: my social Life

**Start date:** 1 July, 2010    **End date:** 31 December, 2012

**Funding programme:**

AAL-2009-2: "ICT based solutions for Advancement of Social Interaction of Elderly People"

**Total budget:** 2.4M€

**Total funding:** 1.5M€

**Consortium.**

*Coordinator:* ATOS Origin (Spain), *Partners:* The 451 group (UK), Institute of Communication & Computer Systems (Greece), Zentrum fuer Soziale Innovation (Austria), IS Communications Ltd (UK), Andago Ingeniería S.L. (Spain), Stowarzyszenie Społeczeństwa Wiedzy (Poland).

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