Smart Assistant for Fighting Elderly Digital Misinformation trough Cognitive Personalisation

Barba Beltrán, Adrián
Gómez del Moral Herranz, Rodrigo Martín
Honrubia Genilloud, Álvaro
Pantoja Rosales, César
Rodríguez García, Javier
Ruíz Heredia, Jose Antonio

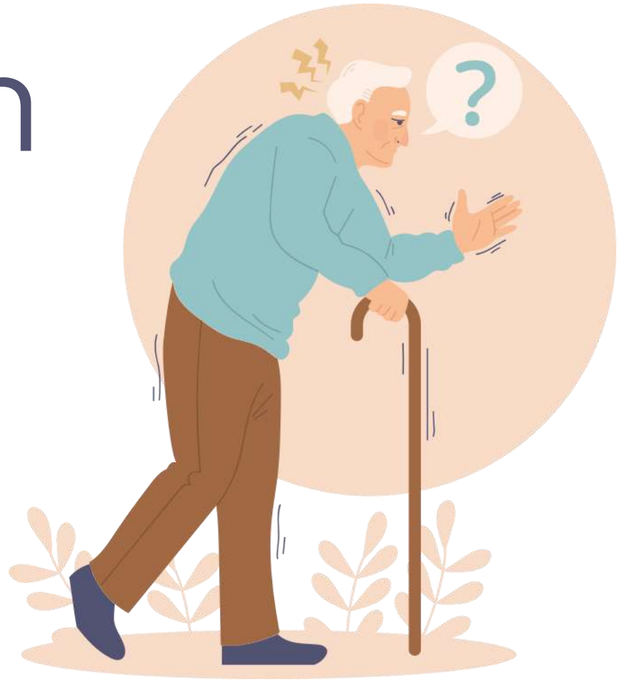

Table of contents

01 Excellence

Impact 02

03 Quality & Efficiency

Conclusions 04

Excellence

Project Concept – SAFEAGE

Need

Older adults are highly exposed to digital misinformation without adaptive tools

Idea

A cognitive-personalised AI assistant that detects vulnerability and provides real-time support

Knowledge

Combines behavioural profiling and AI. Surpasses traditional digital literacy programs by offering real-time, user-specific support

Objectives & Scope

Scientific

Model cognitive-behavioural risks in digital interaction

Technological

Create a scalable, adaptive AI assistant

Social

Enhance trust and confidence of older adults in digital environments

Economic

Reduce costs from misinformation-related incidents

Environmental

Also, SAFEAGE aims to deliver a validated MVP for NGOs and public use.

Going Beyond State-of-the-Art

Existing tools are reactive and generic.

SAFEAGE introduces:

- Real-time personalisation
- Emotional and cognitive adaptation
- Modular integration with public platforms

Target: TRL7 and MVP ready for NGO/public use.

Summary of Key Objectives

Objective	Result	Timeframe	Resources
Profiling Model	≥85% accuracy in detecting vulnerable users	1 year	Research team, ethics board
Personalised Assistant	Functional, adaptive AI tool	1 year	AI/UX developers
Pilot Evaluation	200 users, -20% anxiety, +confidence	2 year	NGOs, clinical/social researchers

Methodology Overview

Phase 1

Collect and model cognitive-behavioural data.

Phase 2

Develop AI assistant with adaptive interfaces.

Phase 3

Deploy and evaluate through real-life pilots in 3 countries.

Based on mixed methods: qualitative (interviews) + quantitative (metrics)

Ethical, Open and Inclusive Approach

Gender, accessibility and digital divide explicitly considered

Open science principles: FAIR data, anonymised publication

Strong alignment with Horizon Europe values

Impact

Specific Needs and Expected Results

Needs

High exposure to scams, phishing

Lack of adaptive tools

Results

- **Validated AI assistant**
- **Open-access dataset on digital vulnerability**
- **≥20% improvement in digital confidence**

D&E&C Measures

Dissemination

Journals (Digital Health), Conferences (CHI, Aging & Tech)

Exploitation

Open-source licensing, B2B & public pathways

Communication

Co-created NGO campaigns, Web & workshops

Target Audience and Expected Outcomes

Target groups

Older adults with low digital literacy

NGOs in digital inclusion

Public health bodies

Outcomes

Integration in 5 local programs

Adoption by 10+ NGOs

Models used in further research

Scientific, Economic and Societal Impacts

Scientific

Advances in user modelling and AI for inclusion

Economic

Reduced public costs linked to fraud and isolation

Societal

Empowered digital ageing population

Quality & Efficiency

Work Plan Overview

WP Descriptions – WP1 to WP3

WP1 Admin, financial and ethical oversight

WP2 Assistant development and technical iterations

WP3 Pilot deployment with NGOs in Spain, Italy and Germany

WP4 System performance evaluation and profiling validation

WP5 Outreach, communication strategy and exploitation planning

Consortium Capacity

Soft4Care (ES)

Coordination
AI
WP2/WP5

Univ. Digital Health Lab (DE)

Ethicts
WP1

AgeAction (IT)

User Pilots
WP3

EuroSafeTech (BE)

Data security
WP4

Local partners (ES, IT, DE)

Implementation
User feedback

Conclusions

Why SAFEAGE Matters

- SAFEAGE provides an innovative, ethical, and scalable response to a pressing social challenge: digital misinformation among older adults.
- By combining cognitive personalisation and real-time AI support, we address not only the technological gap, but also the psychological and social barriers to digital inclusion.
- The project empowers elderly individuals to navigate digital environments with confidence, autonomy, and safety.
- SAFEAGE is not just a tool — it’s a step towards a more inclusive, resilient and digitally literate Europe.

Thanks
for listening!!