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Managing Director at Philosophy Science LLC
30m

Elon Musk has a talent for describing the most comforting kind of crazy-ass futures. His vision—Mars rockets! Underground electric robot ...



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**Participants would like an option to
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"Variant 1 was the **easiest and is great help in setting up alerts the first time**. I think after your first time, you should be able to opt out."

- User asked to set up a job alert

87%

varianter



02PROJECT: Linkedin

the 1990s, the number of people in the UK who are aged 65 and over has increased by 1.5 million (1990–1999) and is projected to increase by a further 1.5 million by 2010 (Office for National Statistics 2000).

There is a growing awareness of the need to develop strategies to meet the needs of the ageing population. The Department of Health (1999) has identified the need to develop a new paradigm of care for the ageing population, one that is based on the concept of 'active ageing' and 'active living' (Department of Health 1999).

Active ageing is defined as the process of optimising opportunities for health, participation in society and security in old age. Active living is defined as the process of enabling people to live their lives to the full, to participate in society and to enjoy a good quality of life (Department of Health 1999).

The Department of Health (1999) has identified a number of key areas for action in order to achieve these aims. These include: (1) promoting healthy living; (2) promoting participation in society; (3) promoting security in old age; and (4) promoting the well-being of the ageing population.

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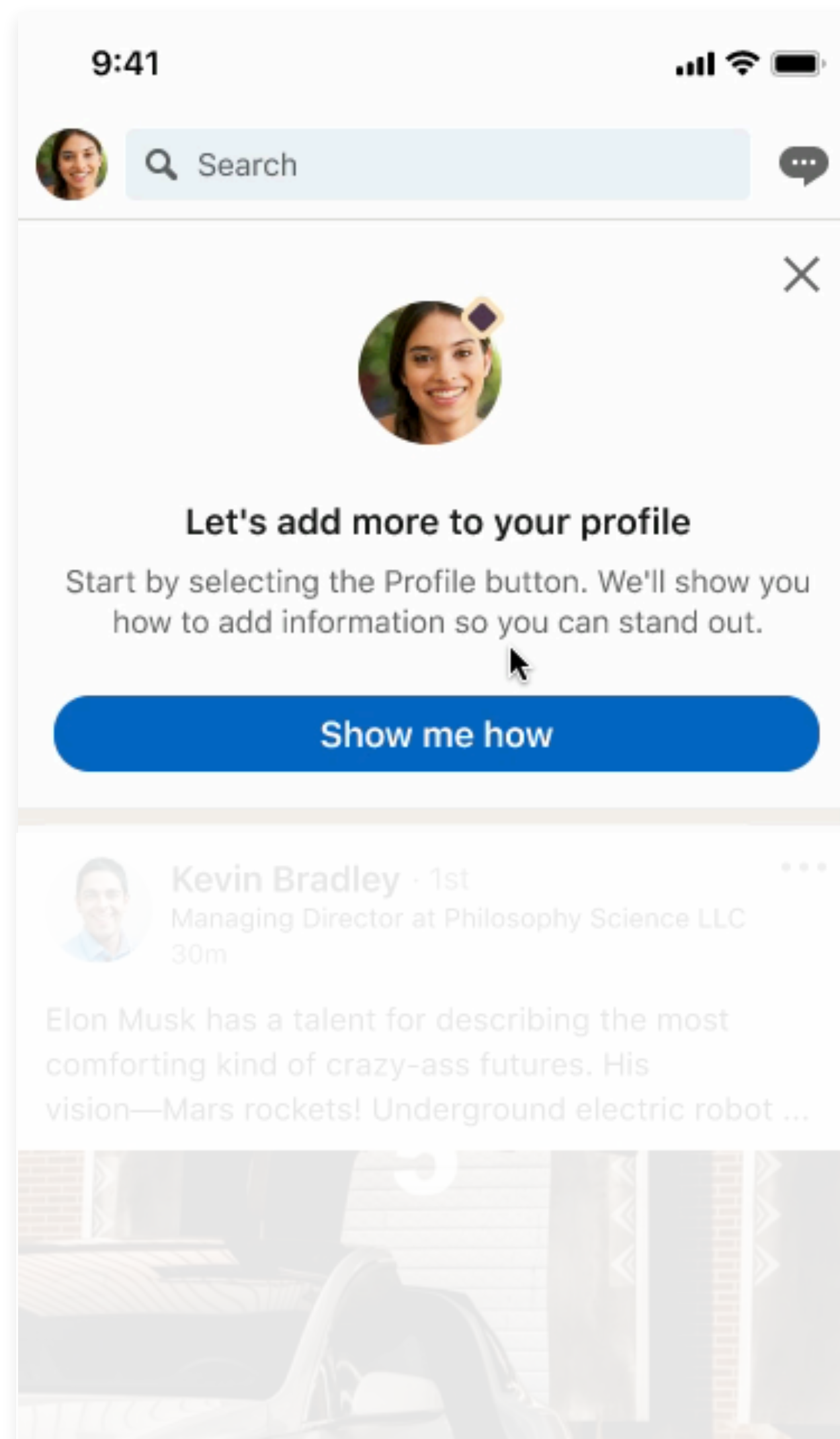


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Variant 1



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"Variant 1 was the **easiest and is great help in setting up alerts the first time**. I think after your first time, you should be able to opt out."

- User asked to set up a job alert

Across all tests

70.5%

found guided tour
extremely useful

70.2%

agree guided tours
improve discoverability

"Pages that provide easy-to-follow prompts **make the experience user-friendly and help build confidence.**"

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