

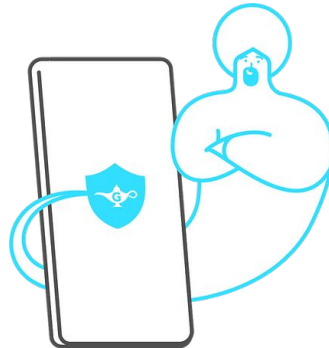
Team Kiwi

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There are plenty of educational institutions for seniors, but not a lot of “Products”

-There are a lot of courses available, and applications that can help seniors along with other users, but not a lot of tools specifically targeted towards this demographic.

-An interesting question moving forward in our project will be “How do we combine elderly education with a product they would actually be likely to use often? What is the best platform for such a product?”



Why Senior Tech Literacy: Social Loneliness Can Lead to Higher Fraud

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- Research suggests that social support and connections can serve as a protective factor to fraud, and recommend interventions that target social isolation in addition to financial literacy programs.
- In order to fix this issue, we as a society must address both the social and financial needs of older adults.
- A lot of fraud detection tools required a level of tech literacy, or are built for businesses



Machine Learning Can Help Identify Hard Web Pages For Seniors

- A study we read used an algorithm that evaluated the pages based on several factors, including color contrast, text size, and the number of images and links on the page. The results of the study showed that the algorithm was effective in accurately measuring the visual complexity of webpages for elderly users.
- The authors suggest that this approach could be used to help designers create webpages that are more accessible and user-friendly for older adults.

