Guidelines for Older-Adult-Friendly Online Tutorial for Facebook

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PROBLEM STATEMENT

- Social networking service (SNS) use has been expanding rapidly among older adults (OAs).
- SNSs have the potential to increase the social interaction and social support base of the OA population.
- Few of existing tutorials for SNSs specifically focus on older adults as target users.
- OAs as group tend to be heterogeneous (a wider range of experience and concerns with technology, age-related declines in perception, cognitive, and movement control).

RESEARCH QUESTIONS

1. What content (i.e., topics) should be covered in OA-friendly tutorial for Facebook?
2. What are the considerations for developing an OA-friendly online tutorial for Facebook, in terms of design and training?

METHODOLOGY

- Conducted a literature analysis to identify core principles of design and training for OAs.
- Analyzed an existing online tutorial for Facebook, named *Facebook 101,* examining its interface design and training support.
- Conducted hierarchical task analyses (HTAs) to re-design lessons.
- Proposed the demo version of the OA-friendly online tutorial for Facebook (Figure 1).

PRELIMINARY FINDINGS

Content: HTAs Results

- Steps for the top-five most frequently performed Facebook activities by OAs were identified: 1) Registering account (14-step); 2) Finding and adding friends (6-step); 3) Posting pictures (8-step); 4) Commenting on friends' pictures (7-step); 5) Setting privacy (60-step)

Design

- *Facebook 101* has some navigational problems:
  - No road map showing the overall content that it provides
  - No home button
  - No search functions focused on the Facebook tutorial (the search box is for all tutorials that are provided by the developer, GCF)

Training

- *Facebook 101* does not provide interactive learning tasks:
  - No interactive (hands-on) learning tasks and feedback

GUIDELINES FOR OA-FRIENDLY ONLINE TUTORIAL FOR FACEBOOK

Five features suggested:

- Asynchronous online tutorial
- Video-based tutorial with text supporting the videos
- Tag-based searching
- A road map making navigation easy
- Interactive learning tasks with feedback

Home button is available.

Road map is constantly available on the left side of the screen. It shows the overall content organization.

Red-colored arrow indicates the content (lesson) being viewed by users.

Text/image-based tutorial is available.

Tag-based searching is available.

Font size is adjustable.

Search box is for the Facebook tutorial only.

Video-based tutorial is mainly available for lessons.

Interactive learning tasks are given for each lesson.

Figure 1. Demo of the older-adult-friendly online tutorial for Facebook