facebook

Building Community Through Accessibility

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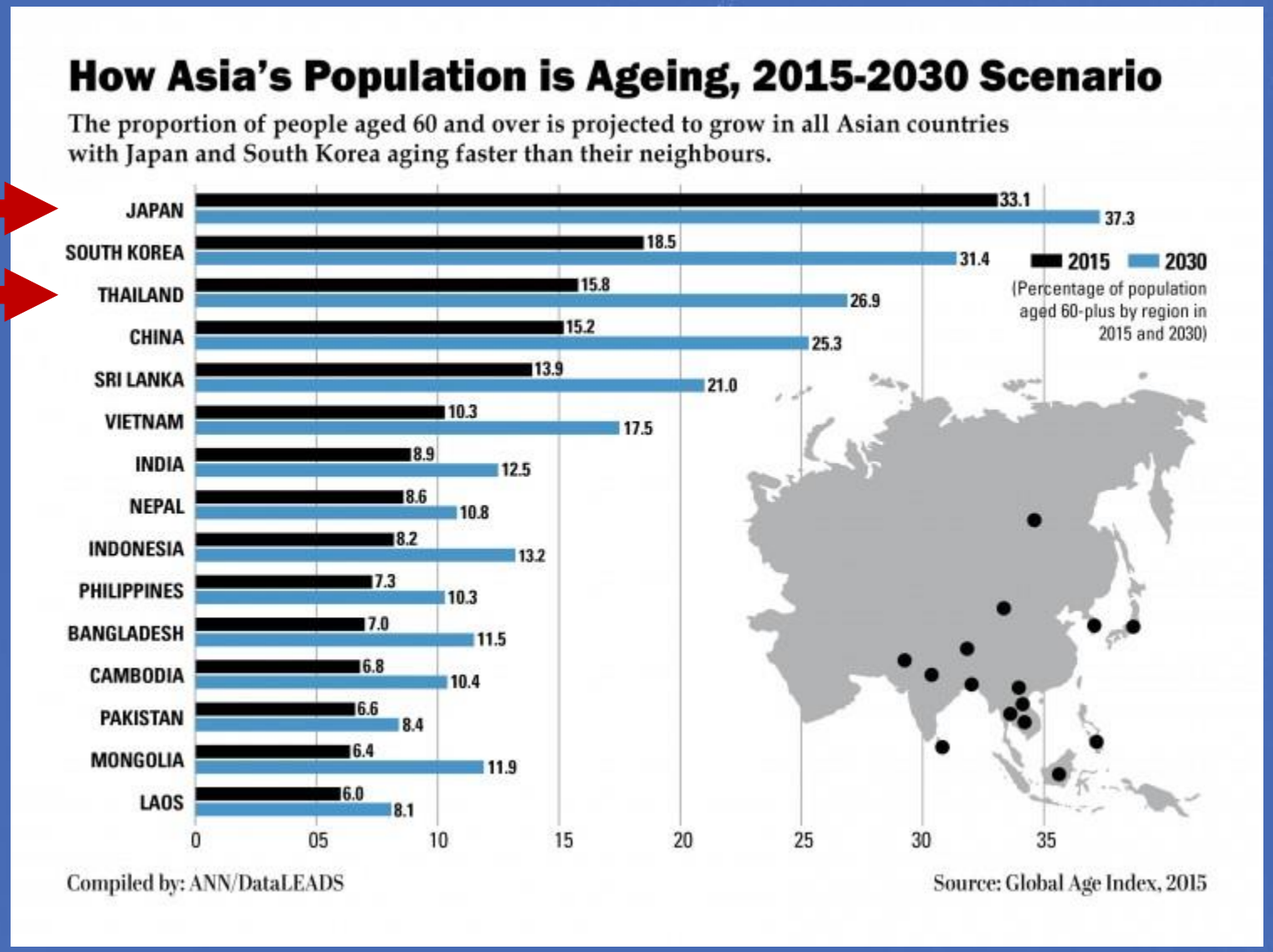
Manager, Access and Connectivity Policy, APAC
Facebook

Give people the power to build community and bring the world closer together

52M
Monthly Active Users in Thailand
36 M
daily users
15 M
daily users
27M
Monthly Active Users in Japan

Thailand and Japan are among the fastest aging countries in Asia



Isolation is a big health risk for seniors

"As adults move into older age, the spatial and social barriers they encounter start taking their toll. Isolation, loneliness, and depression are commonly experienced as family and friends move away and are less accessible, and as individual mobility and independence start to decline."

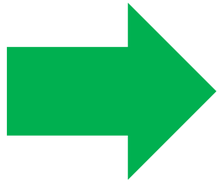
THE ATLANTIC, FACEBOOK FOR CENTENARIANS: SENIOR CITIZENS LEARN SOCIAL MEDIA

Social media is shown to have benefits for elders

PAIN

SOCIAL ISOLATION

SOCIAL MEDIA



REDUCED PAIN

CORRECTED PROOF

Going Online to Stay Connected: Online Social Participation Buffers the Relationship Between Pain and Depression

Shannon Ang, MA ✉, Tuo-Yu Chen, PhD

The Journals of Gerontology: Series B, gby109, https://doi.org/10.1093/geronb/gby109
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Abstract

Objectives

Maintaining offline social participation (i.e., face-to-face social interaction) is

INDEPENDENT

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Majority of over-65s often feel lonely and use social media to combat it, study finds

Many senior citizens take to social media websites to stay connected with outside world

Emma Elsworthy | Wednesday 17 October 2018 16:58 | 0 comments

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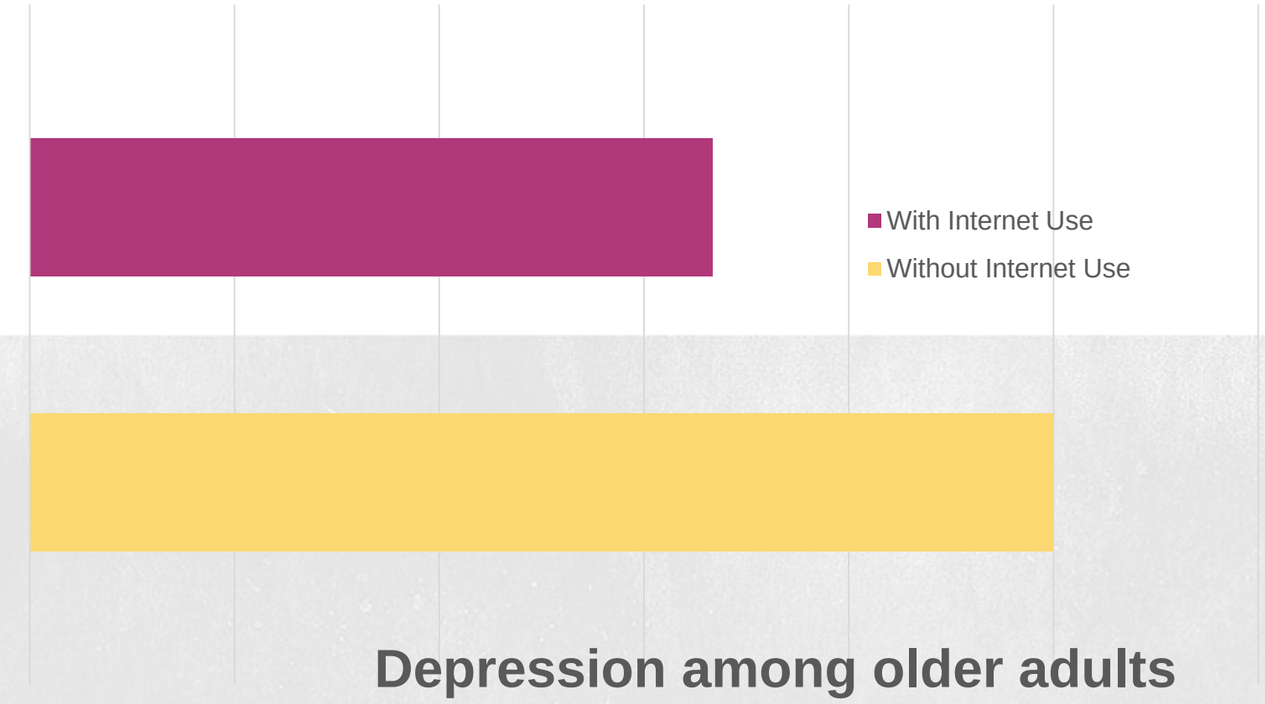
Using social networking sites, going for walks and joining dating websites are among the ways over-65s are combating loneliness, according to a new poll.

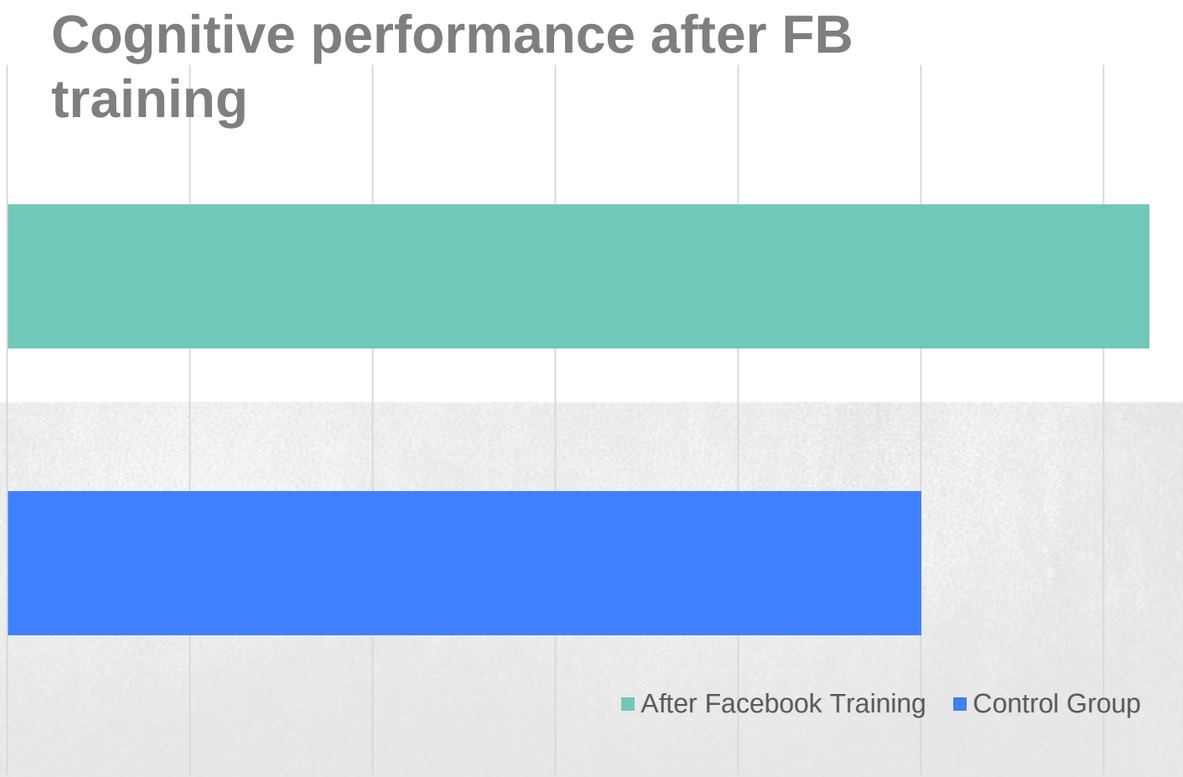
A survey of 1,000 pensioners showed 53 per cent often felt lonely, particularly when they were home alone. But the majority were trying hard to overcome this and stay connected with the outside world.

In total, seven in 10 respondents have taken to Facebook in a bid to stay in touch with friends and family and a further one in 10 had started dating again.

ADVERTISEMENT

Internet Usage reduces likelihood of depression by 30% for older adults, and improves cognitive performance





Source: University of Alabama and University of Arizona

Vision loss and blindness

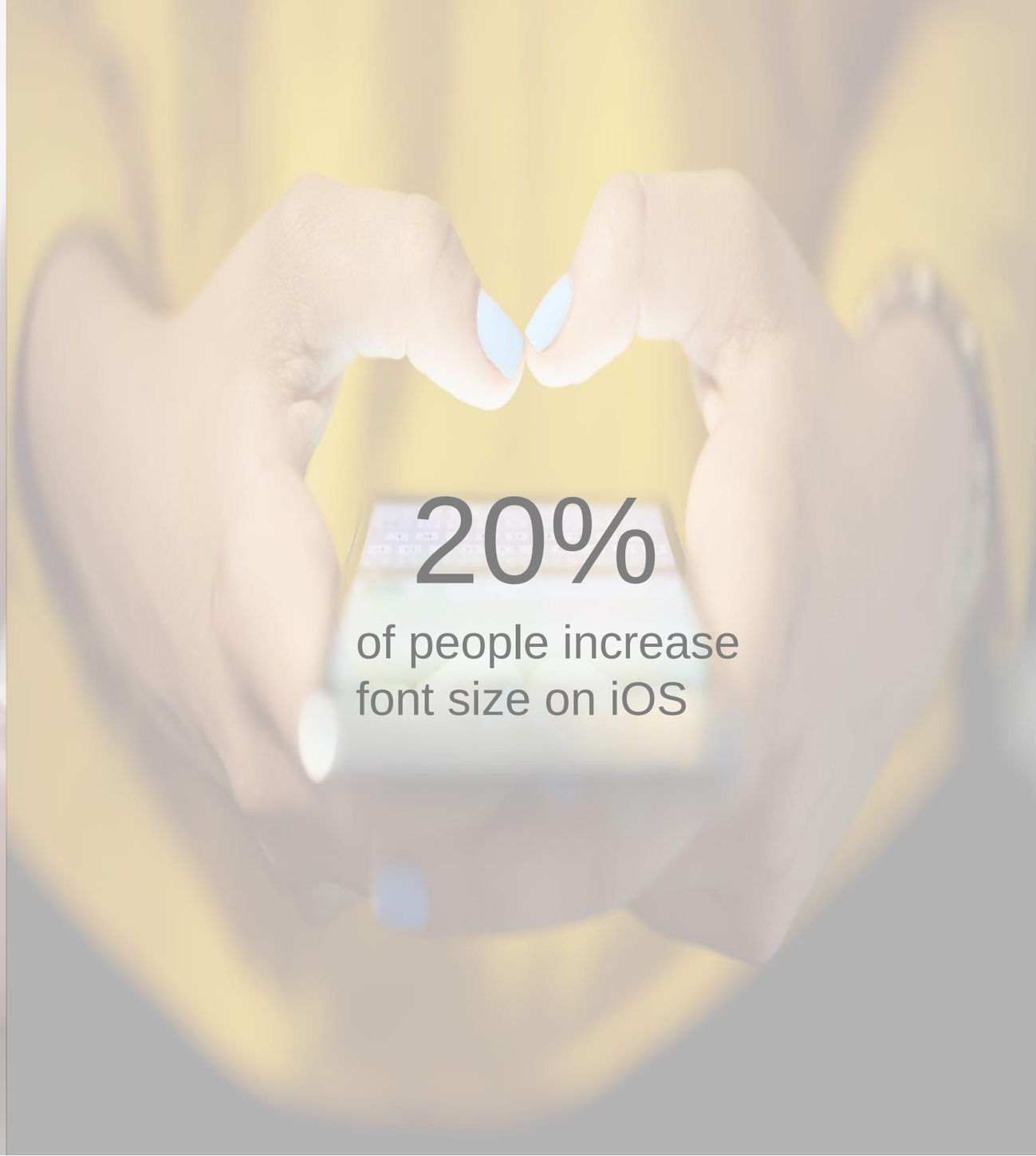
Hearing loss and deafness

Reduced motor dexterity / motor disabilities

Cognitive impairments and reading / learning disabilities

1 in 10

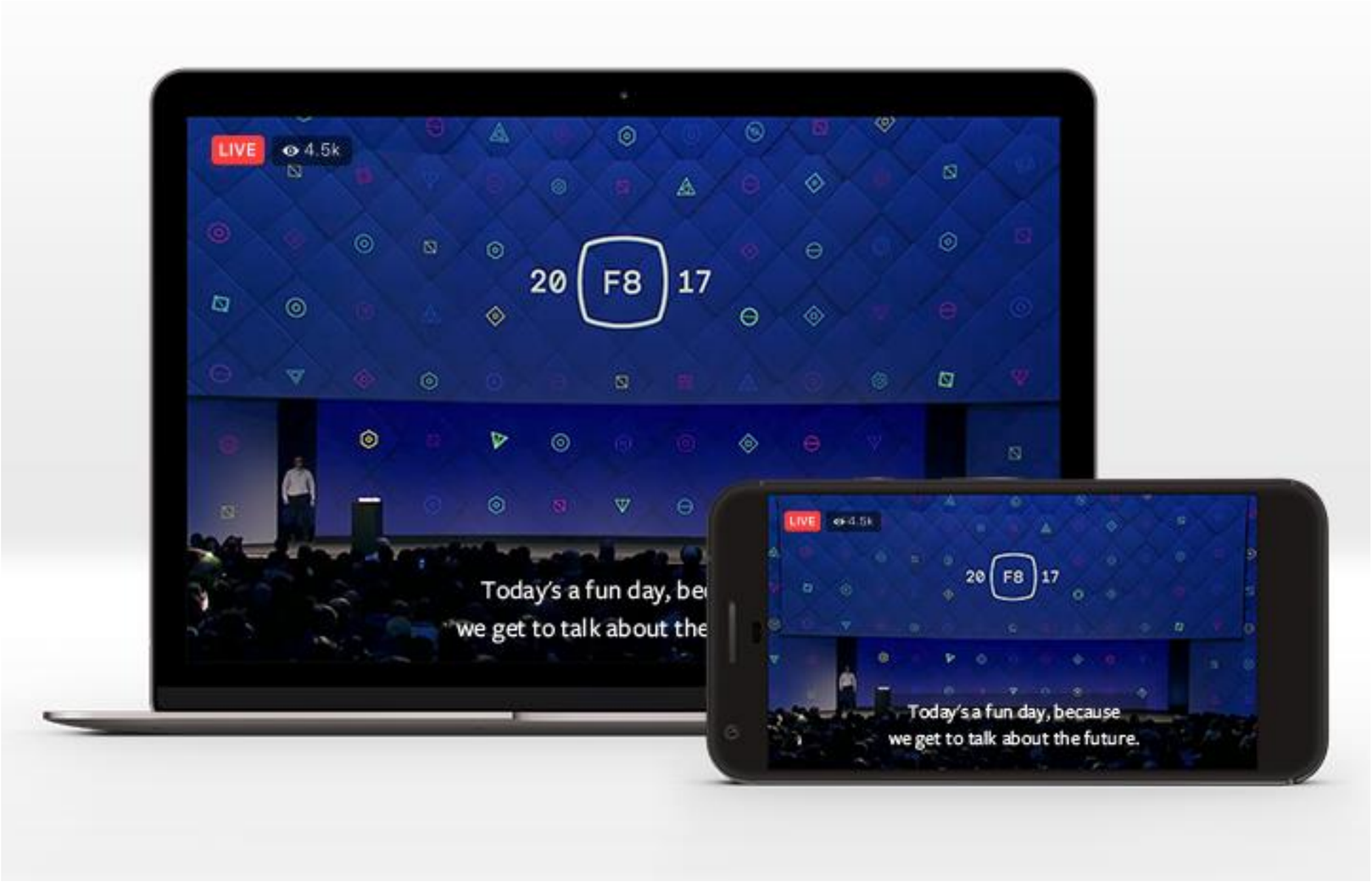
people use zoom on the
Facebook desktop browser



20%

of people increase
font size on iOS

Captioning


LIVE
4.5k
20
F8
17
Today's a fun day, be
we get to talk about the
LIVE
4.5k
20
F8
17
Today's a fun day, because
we get to talk about the future.

Automatic Alt Text

User Feedback

oculus

- - Not just for millennials - -

Feedback Like 15.5M

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Touching moment a virtual reality headset helps elderly people with dementia recall precious memories

- VirtuCare system includes an Oculus Rift headset and 12 pre-installed scenes
- Scenes include a beach, underwater, and a view of the Earth from the ISS
- The system is designed to relax people in the hopes of jogging memories
- One woman who used the device to view a beach scene instantly recalled time spent on the beach in Scotland

By SHIVALI BEST FOR MAILONLINE

PUBLISHED: 11:47 EST, 16 May 2017 | **UPDATED:** 11:47 EST, 16 May 2017

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Baby Boomer's Guide to Facebook

People come to Facebook to share their stories, see the world through the eyes of others, and connect with friends, family and causes. We are a community of over a billion and a half people and the opportunities to share and connect are endless. And, as with anything new, it helps to understand the basics first.

Ten Tips for Staying Safe on Facebook

Be your authentic self

Keeping it real helps us keep people accountable.

1

Choose your friends wisely

Check the person's profile to make sure you are comfortable accepting the request.

2

Thank you
facebook