

commercial goals. In light of this, I and colleagues at other institutions, have for some time used the word 'inclusive' ¹, not to describe a genre of design, but as a way of communicating to business the commercial value of adopting an approach to designing that asks who the users are, and seeks to respect their capabilities and aspirations.

An important aspect of this approach is the idea of countering design exclusion² by understanding why, how, and how many people are excluded by specific design features, stigmatising aesthetics or lack of functionality. The emphasis is on a dynamic model of social (and hence market) change, driven by demographic shift, technology push, consumer pull and mass customisation. Design and business find this inclusive approach interesting, as evidenced by the many industry and professional collaborations my research centre has been involved in. I and colleagues are currently involved in translating this experience into a new British Standard on inclusive design management³, and developing on-line resources for inclusive design with the UK Design Council and the RSA⁴. In that regard I am encouraged to see for example the UK arm of the European Institute for Design and Disability renaming itself as the UK Institute for Inclusive design (UKIID), and Jim Sandhu using it in the name of his consultancy, 'Inclusive Design Research Associates'.

The most important challenge in the coming years is to strongly engage with industry and design professionals, to ensure change in the real world. To do this we have to get the language right and make sure it is attractive to business and helps identify new markets for better, more inclusive products and services that also fit the growing legislative framework within which companies have to operate and compete.

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GERO, GERON, GERONT, GERONTO

What's in a name? Gero, Geron, Geronto or just Aging and Technology?

At the start of the 3rd volume of Gerontechnology journal, in preparation of the 5th Conference of Gerontechnology in Nagoya in 2005, and after seeing our subject popping up in both the public knowledge base Google¹ and the scientific databases of Web-of-Science², it appears to be time to formalize our domain. As one of the editorial board members (Elisabeth Karol³) observed: we are not yet included in formal keyword lists; not even on the 'Ageing Research Online' website of the Australian Government⁴.

One of the problems when trying to invade keyword and domain lists of bibliographic systems is posed by the fact that the nomenclature of our domain is variable. In addition to descriptions such as 'Ag(e)ing

and Technology” and ‘Technology and Ag(e)ing” three different domain names are used: Gerontechnology, Gerontotechnology, and Gerotechnology. Gerontechnology grew from ‘... the study of technology and aging for the improvement for the daily functioning of the elderly⁵, to a matrix of application domains and technology impacts summarizing a field that stretches over the whole of the human life span with an eye on a resulting long, vital, productive, and independent life⁶.

Searching with Google in the World-Wide-Web indicates that Gerotechnology is used in a number of ways, to denote: (i) the Gerotech Corporation providing assessments to ensure accessible and attractive information technology and software for older adults⁷, (ii) the Gerotechnology Industry of commercial products of Regenerative Medicine for older persons and its R&D⁸, (iii) Providing Service Access to the Elderly⁹, and (iv) the organisation Gerotechnology.org, founded June 15, 2001, to promote technology acceptance, access, usage and usability for the elderly to improve their quality of life¹⁰.

The 3rd term Gerontotechnology (or Gerontotechnik in German) originates from Iserlohn, Germany, 1996. Nowadays it is used by (i) a Germany-based company specialised in marketing among seniors¹¹, (ii) a volunteer organisation of older citizens that test commercial products¹², and, in the past, (iii) some universities and research institutions in Finland, Germany, and the Netherlands to denote research fields¹.

It appears that currently the overarching notion is that both Gerotechnology and Gerontotechnology denote technology to be used by elderly. We may consider it as a subset of the Gerontechnology definition. The question remains which one of these terms should we promote as a

scientific key-word in bibliographic databases?

From the application point of view one could argue that Gerotechnology or Gerontotechnology as direct suppliers of products and services for older persons, are more practical choices; leaving technology to postpone future work absenteeism, frailty and independence to the general health and sanitary technology domains.

On the other hand, the content of the term Gerontechnology would better stress the fact that we are concerned with the interdisciplinary merger of both technological domains and (scientific) gerontological domains, needing in-depth research to allow an understanding overview of technology impacts on all aspects leading to a rewarding long life. My personal choice as a key-word for information databases is Gerontechnology. I hope, however, that readers of the journal will comment with their own arguments for the choice. Together we can find the best word for the continuing development of our domain.

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GeroTech as a Corporation (Reply)

I am the owner of GeroTech as well as the author of your number 9 reference above. When I gave the speech in 1998, I made up the word *gerotechnology*. I was unaware of others having created it also. I thought *gerontechnology* was more difficult to pronounce and there was the problem of the extra letter. So when I founded my company in the same year, I named it GeroTech. GeroTech became a registered trademark!; not *gerotechnology*. I saw the reference at the website about the *gerotechnology* that deals with regenerative medicine, obviously GeroTech does not do that. We only focus on the use of technology by older adults

and modifying technology so that normal aging changes do not make its use difficult.

Reference

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Coining new words: Old (Greek) wine in new bottles? (Reply)

Given that none of the three competing terms appear in the Oxford English Dictionary¹ (OED), probably the English language's authoritative source, we might want to start by looking at the root of the term in a word that does appear in that source: 'gerontology'. Its root is given in the OED as:

f. Gr. γερουτ-, γερῶν old man + -O + -LOGY

Thus the Greek root seems to be old man, γερουτ, (geront / geron) with the 'o' and 'logy' as suffixes.

However, a look at another term, 'gerocomy' shows that the 'gero' component derives from the Greek root for old, γηρο, γερο, so we probably need to consider 'gero' as the primary root, and not tie the term to old males, despite the fact that one of the most famous longitudinal studies in gerontology/geriatrics began with only the male half of the species as participants (the Baltimore Longitudinal Study on Aging). The National Institutes of Health (NIH) in the USA mandated the inclusion of women and minorities (and now children) in human research that they fund so perhaps this problem is behind us. This selective attention to males is still a problem in animal research studies, as one of my neuroscience colleagues often points out.