

J.M. WEIJMAN, A. PEINE, L.M.B. NEVEN, E.H.M. MOORS. **Technology nudges: How technology figures in practices of active and healthy ageing.** *Gerontechnology* 2016;15(suppl):66s; doi:10.4017/gt.2016.15.s.726.00

**Purpose** In current society there is a shift towards a society in which citizens are encouraged and enabled to take self-responsibility to contribute to social processes<sup>1,2</sup>. In healthcare this shift leads to a change from 'illness and care' to 'health and behaviour'<sup>3</sup>. This transition is supposed to make people more autonomous and independent. On the one hand this is related to people's sense of identity but on the other side it leads to three challenges. First, people -old and young- don't think preventative: they will not use preventive technology and aids as long as they can avoid it<sup>4</sup>. Second, unhealthy behaviour is often easier and more convenient than healthy behaviour. Unhealthy behaviour is encouraged every day, at the checkout in the supermarket, in commercials, low-cost fast-food, etc. Currently our society is thus characterized by what we could call 'organised un-healthiness'<sup>5-7</sup>. And last, but certainly not least, there is a choice overload<sup>8,9</sup>. **Method** We analyze literature from marketing, psychology and Science and Technology Studies (STS) and pull results together to create a new theoretical framework about how the nudging concept can be made useful in the design of persuasive gerontechnology. **Results & Discussion** A nudge, in a figurative sense a little push into the right direction, can guide people in their choices. And it is seemingly effective<sup>10</sup>. Nudging can be done in many different ways, but more and more we see that technology is used to nudge people. Technology is nowadays present in almost every household in the western society. But technology based on the concept of healthy living is often still in a pilot phase, not ready to adopt widely or to scale up living as usual. The image of who the older user is, is often not a well-fitted image. When this image is used in the design process, this will lead to a design that is not suited (or even stigmatizing) and will not be used<sup>5,11</sup>. With a tailored design, the use of technology can lead to empowerment, control and self-management of the older user. Further research has to be done how a nudge can be written into a technology script so it can support or even persuade older people to behave more healthily.

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