

Research



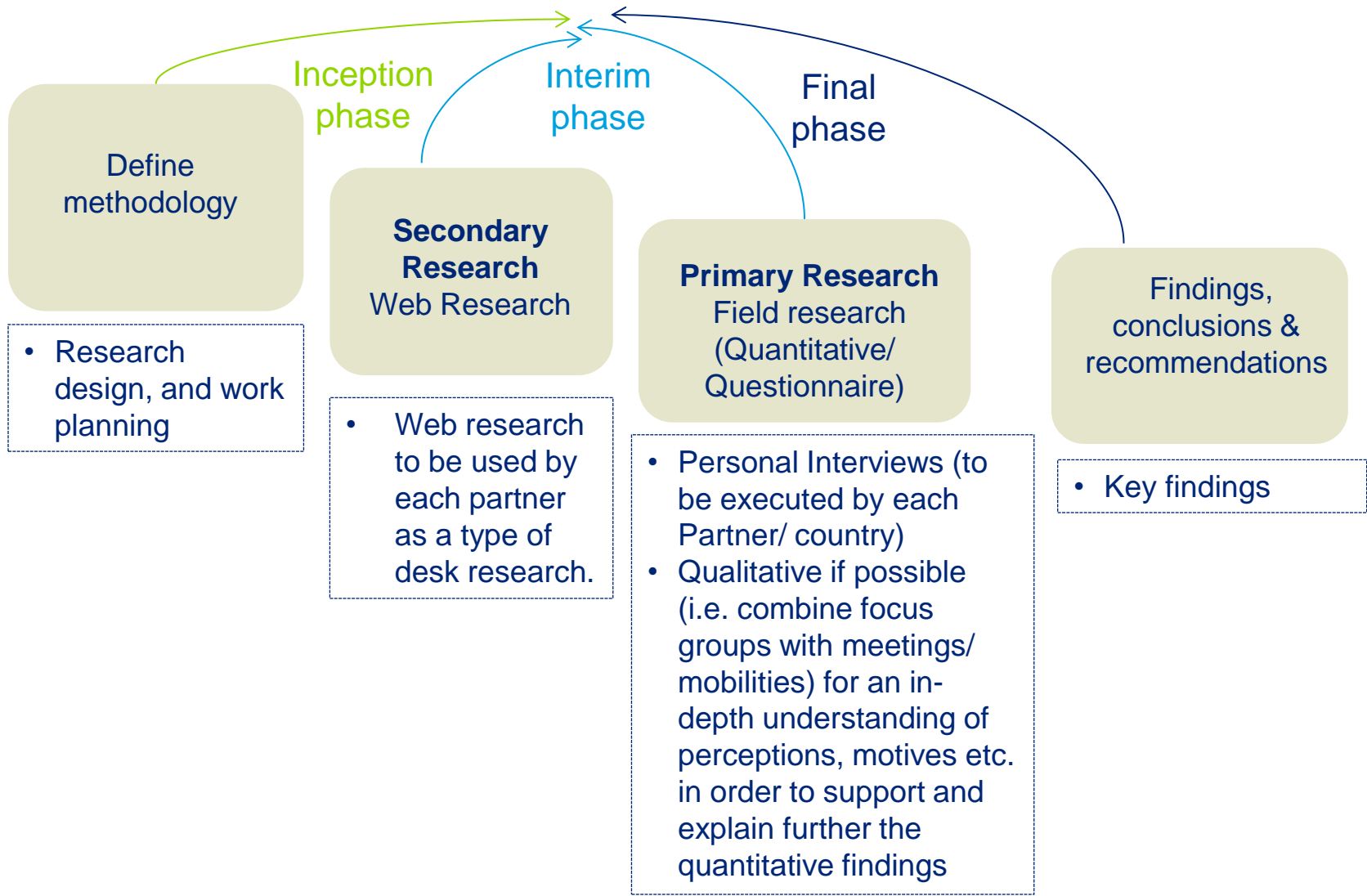
First Phase of the Project - Research

During the First Phase of the Project a research study will be conducted by each partner in its country (web searching, interviews, questionnaires) focused on:

- a) Existing learning opportunities for 50+
- b) Their barriers and motivation
- c) Attitude of employers towards 50+

First Phase of the Project - Research

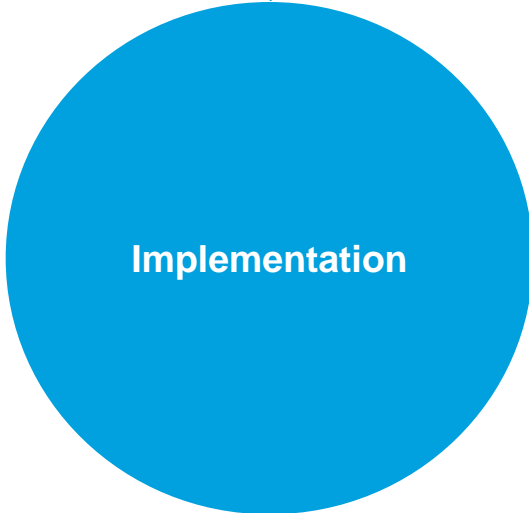
Methodology



First Phase of the Project - Research

Methodological Approach

Web research will be used by each Partner as a type of desk research in order to obtain secondary information about the courses and training opportunities available for 50+ and other relevant information in their country



Each partner/country will conduct at least 30 personal interviews with 50+ using a structured questionnaire. The data from the completed questionnaires will then be used for analysis and presentation of the overall results in a summary report



Secondary Research



Primary Research

First Phase of the Project - Primary Research

Research Objectives Selected

S/N	Objectives	Rank
1	What are the current needs of people aged 50+ (particularly in terms of lifelong learning and education)?	1
2	What barriers do they face in their efforts to satisfy their needs?	2
3	What types of skills and competences are necessary for 50+ to become more employable?	3
4	What is the level of usage of modern media?	4
5	What are their views about the attitudes of employers towards people aged 50+?	5
6	What suggestions or solutions do they propose in order to overcome the problems they face?	6
7	What would motivate them become more active and engaged in social and educational activities?	7
8	What priorities do they have in terms of different aspects of wellness (i.e. emotional, intellectual, vocational, and social)?	8
9	What are the perceptions of people aged 50+ about continuing education and learning opportunities?	9
10	What are their interests particularly in terms of lifelong learning & education?	10
11	In what ways can employers' attitudes change positively towards 50+?	11
12	To what extent are they satisfied with their social and educational activities?	12
13	To what extent are their problems addressed by national policies, EU-level strategies etc.?	13
14	To what extent are they satisfied with the employment opportunities available?	14
15	What is the level of satisfaction in terms of the learning opportunities offered by employers?	15

Web Research

What is 'web research'?

- Collection of Data
- Gathering of Information

Web research will be used by each Partner as a type of **desk research** in order to obtain secondary information about the courses and training opportunities available for 50+ and other relevant information in their country

Internet Research – Steps to be followed

Step 1

Develop a search strategy

Before you begin your research on the web create a strategy in order to search 'wisely'.

Step 2

Define your search tool

- Search engines (e.g yahoo, google).
- Directories (e.g education, health, society and culture)
- Own websites, projects and knowledge

Step 3

List possible sources of information

- Education providers
- Studies, reports, surveys
- Other similar Projects

Internet Research – Steps to be followed

Step 4

Identify keywords

Formulate research questions

Write specific research questions

Step 5

Begin your search

- Refine your search if you are not getting the expected results
- Diversify

Step 6

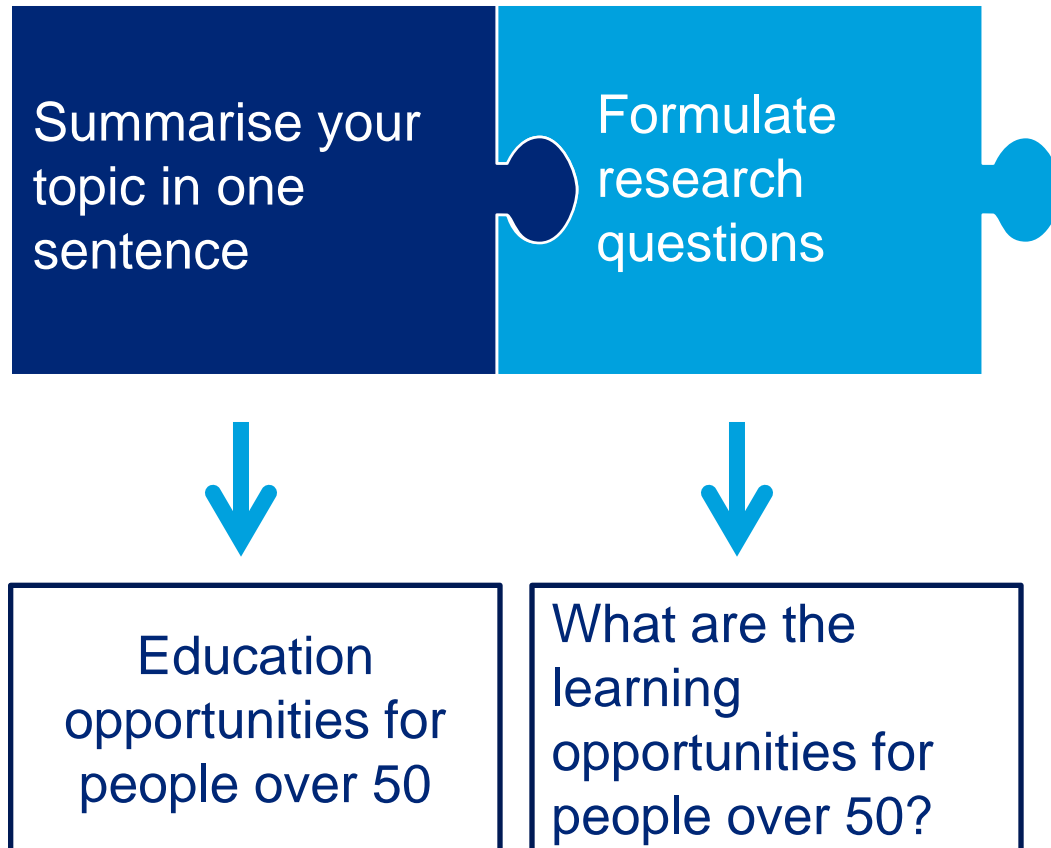
Evaluate your search results

- The results of your search are satisfactory?
- Who wrote/published the information on the site?
- What information and resources does the site provide?
- When was the site created/last updated?

Web Research - Example

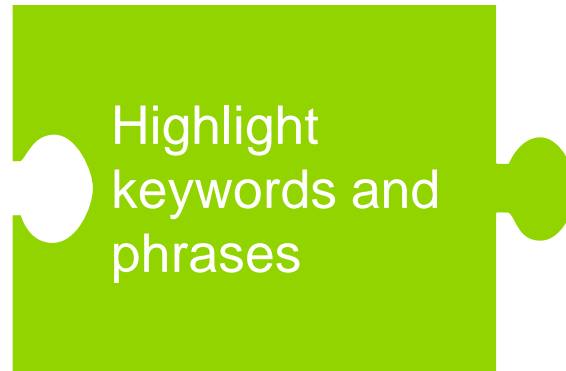
Step 1 Develop search strategy

The first step before starting the web research is to develop a strategy in order to achieve better results.

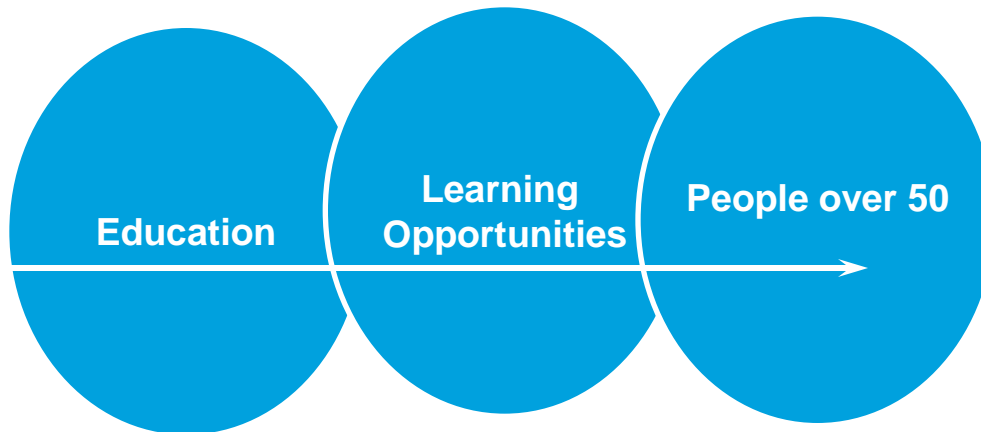


Web Research - Example

Step 1 Develop search strategy

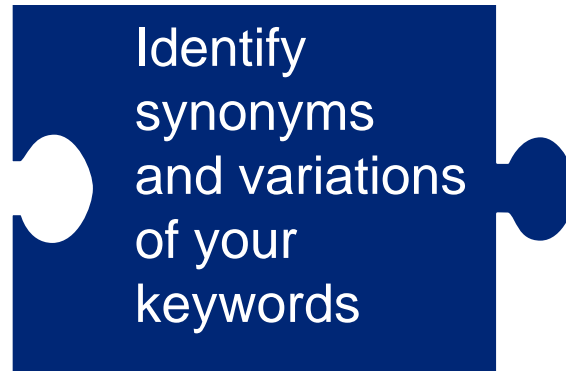


After you have summarised the topic, circle, highlight or underline the keywords and phrases that are relevant to your topic

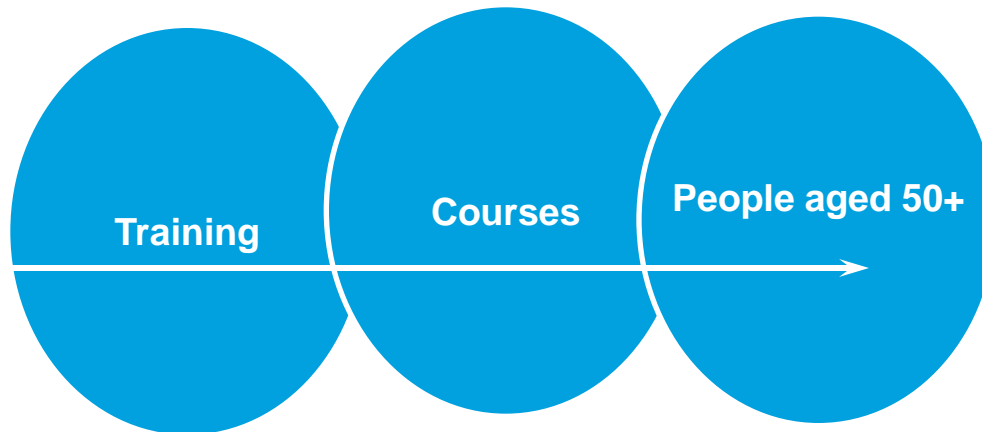


Web Research - Example

Step 1 Develop search strategy



Think of possible synonyms, alternate keywords, or words with variant spellings. If you are having trouble thinking of some alternative keywords it can sometimes help to visit an encyclopaedia or dictionary.



Web Research - Example

Search engines

Subject
Directories



Step 2 Define your search tool

The diagram features a central text label 'Step 2 Define your search tool' in blue. Above this label are two blue arrows pointing downwards towards the center. The left arrow originates from the text 'Search engines' and the right arrow originates from 'Subject Directories'. Below the central label is a large blue arrow pointing upwards towards the label. At the bottom right of the diagram is the text 'Own websites, projects and knowledge' in green, which is connected to the upward-pointing arrow.

Own websites, projects
and knowledge

Web Research - Example

Search engines

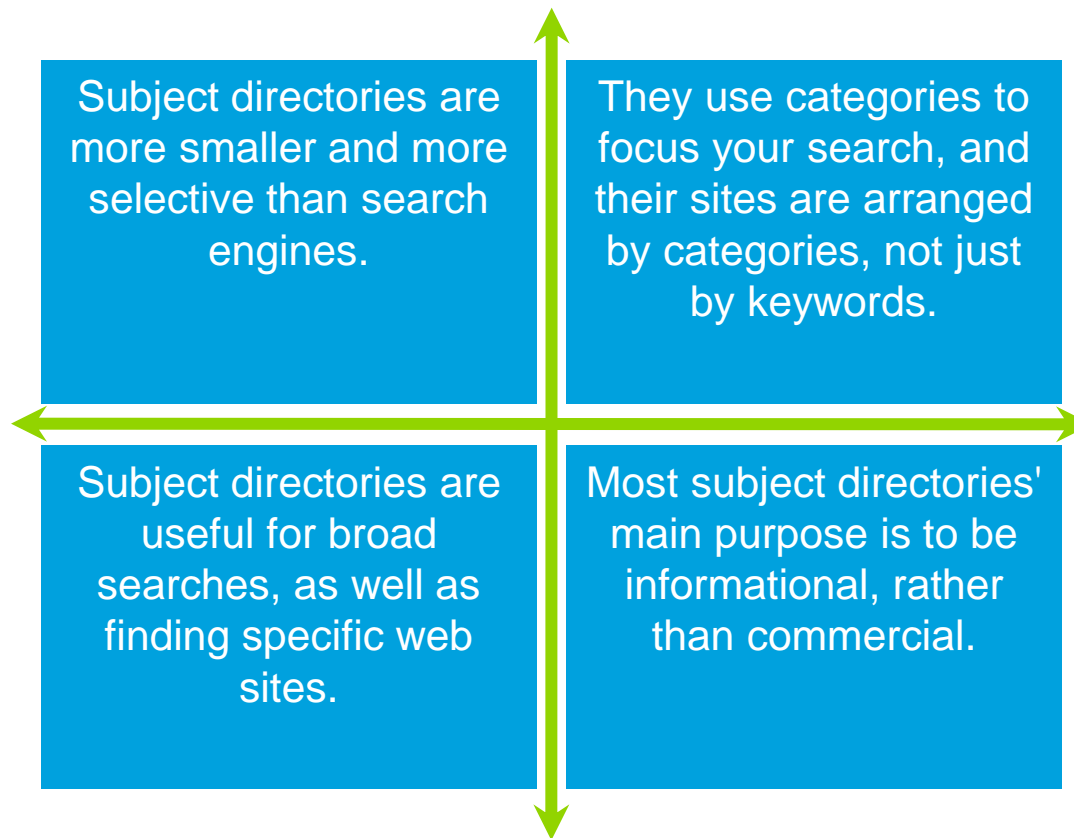
- Begin your search by selecting a search engine. It is recommended not to rely on just one search engine when you are conducting a research.
- A web search engine is a software system that is designed to search for information on the world wide web.
- Search engines are programs that search documents for specified keywords and returns a list of the documents where the keywords are found.

Below are some of the most popular search engines:

Search Engines	Link
	http://www.google.com
	http://www.yahoo.com/
	http://www.bing.com/
	http://search.aol.com/aol/webhome
	https://duckduckgo.com/
	http://www.excite.com/
	http://www.ask.com/
	http://home.mywebsearch.com/

Web Research - Example

Search the Web with Subject Directories



Web Research - Example

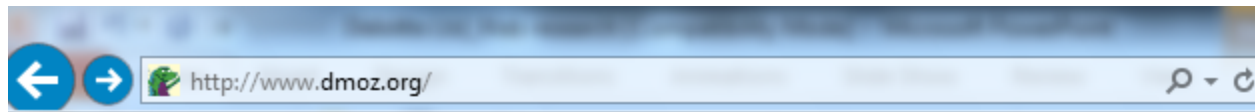
Search the Web with Subject Directories

The screenshot shows the Yahoo! Directory website. At the top, there is a browser address bar with the URL <http://dir.yahoo.com/>. Below the address bar, there are navigation links: "New User? Register | Sign In | Help" on the left, and "Get new Yahoo Mail apps" in the center, with "Mail | My Yahoo | Yahoo" on the right. The "YAHOO! DIRECTORY" logo is on the left side. A search bar with a magnifying glass icon and the text "Search" is in the center, with a yellow "Search Web" button to its right. A purple header bar at the bottom contains the text "Yahoo! Directory" on the left and "Advanced Search | Suggest a Site" on the right.

Arts & Humanities Photography, History, Literature...	News & Media Newspapers, Radio, Weather, Blogs...
Business & Economy B2B, Finance, Shopping, Jobs...	Recreation & Sports Sports, Travel, Autos, Outdoors...
Computer & Internet Hardware, Software, Web, Games...	Reference Phone Numbers, Dictionaries, Quotes...
Education Colleges, K-12, Distance Learning...	Regional Countries, Regions, U.S. States...
Entertainment Movies, TV Shows, Music, Humor...	Science Animals, Astronomy, Earth Science...
Government Elections, Military, Law, Taxes...	Social Science Languages, Archaeology, Psychology...
Health Disease, Drugs, Fitness, Nutrition...	Society & Culture Sexuality, Religion, Food & Drink...
New Additions 1/11, 1/10, 1/9, 1/8, 1/7...	Subscribe via RSS Arts, Music, Sports, TV, more...

Web Research - Example

Search the Web with Subject Directories



d m o z open directory project In partnership with **AOL Search.**

[about dmoz](#) | [dmoz blog](#) | [suggest URL](#) | [help](#) | [link](#) | [editor login](#)

learning opportunities for people o Search [advanced](#)

Arts

[Movies](#), [Television](#), [Music](#)...

Business

[Jobs](#), [Real Estate](#), [Investing](#)...

Computers

[Internet](#), [Software](#), [Hardware](#)...

Games

[Video Games](#), [RPGs](#), [Gambling](#)...

Health

[Fitness](#), [Medicine](#), [Alternative](#)...

Home

[Family](#), [Consumers](#), [Cooking](#)...

Kids and Teens

[Arts](#), [School Time](#), [Teen Life](#)...

News

[Media](#), [Newspapers](#), [Weather](#)...

Recreation

[Travel](#), [Food](#), [Outdoors](#), [Humor](#)...

Reference

[Maps](#), [Education](#), [Libraries](#)...

Regional

[US](#), [Canada](#), [UK](#), [Europe](#)...

Science

[Biology](#), [Psychology](#), [Physics](#)...

Shopping

[Clothing](#), [Food](#), [Gifts](#)...

Society

[People](#), [Religion](#), [Issues](#)...

Sports

[Baseball](#), [Soccer](#), [Basketball](#)...

World

[Català](#), [Dansk](#), [Deutsch](#), [Español](#), [Français](#), [Italiano](#), [日本語](#), [Nederlands](#), [Polski](#), [Русский](#), [Svenska](#)...

Help build the largest human-edited directory of the web



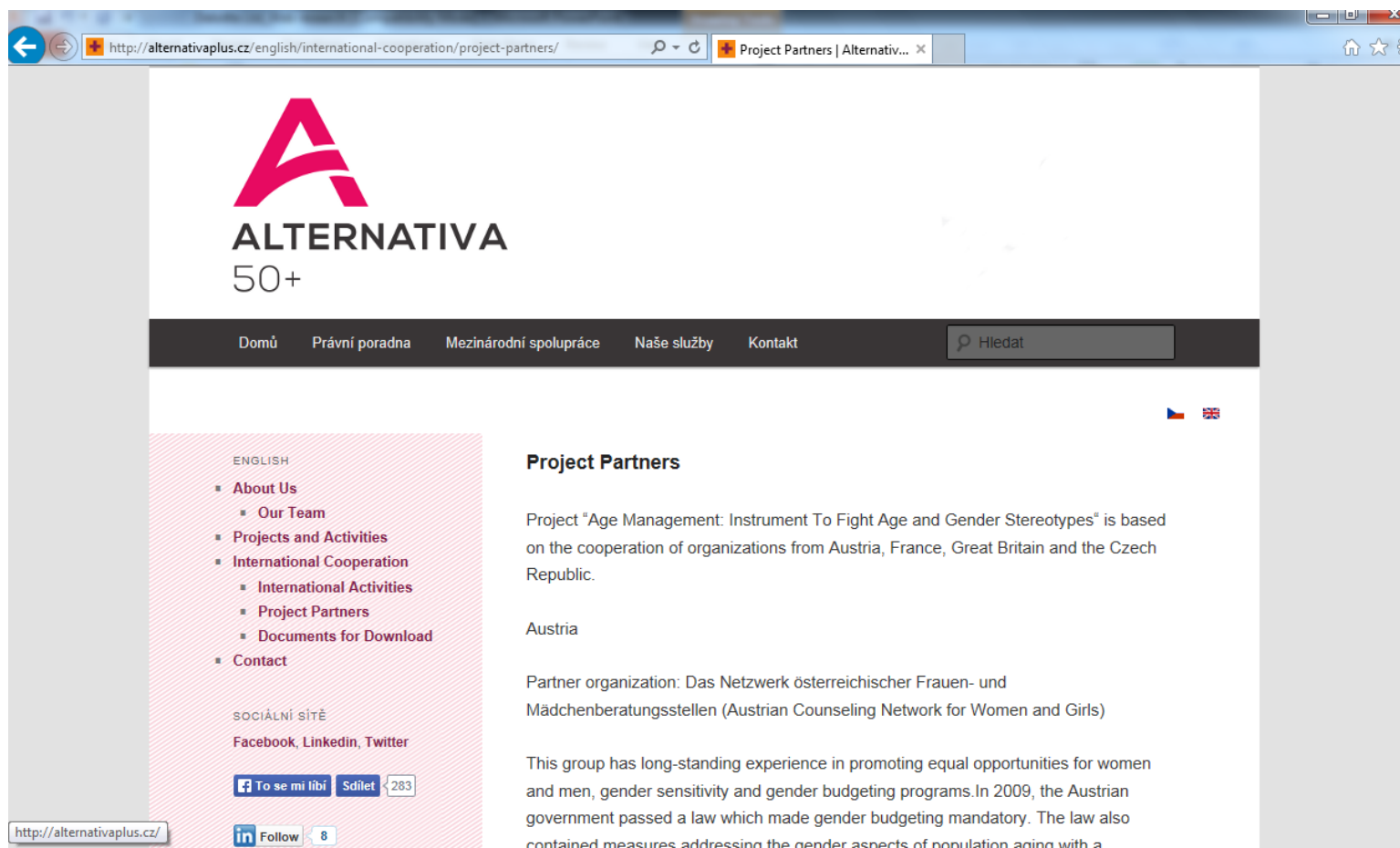
Copyright © 1998-2014 AOL Inc.

Web Research - Example

Search the Web with own websites, projects and knowledge

Open your browser and choose your own collection of bookmarked links, websites and Projects.

For example the Project Age Management – Alternativa 50+



The screenshot shows a web browser window displaying the website <http://alternativaplus.cz/english/international-cooperation/project-partners/>. The website features a prominent red logo with a stylized 'A' and the text 'ALTERNATIVA 50+'. A navigation bar includes links for 'Domů', 'Právní poradna', 'Mezinárodní spolupráce', 'Naše služby', and 'Kontakt', along with a search box labeled 'Hledat'. A sidebar on the left contains a menu for 'ENGLISH' with items like 'About Us', 'Our Team', 'Projects and Activities', 'International Cooperation', 'Project Partners', and 'Contact'. The main content area is titled 'Project Partners' and contains text describing the 'Age Management' project, listing Austria as a partner organization, and mentioning the Austrian Counseling Network for Women and Girls. Social media sharing options for Facebook and LinkedIn are visible at the bottom of the sidebar.

Web Research - Example

Step 3 List possible sources of information

- Once you have an overview of your topic, first think about what kind of information you need.
- Before you start the websearch try to identify any sources that might have information on your topic:
 - Education providers
 - Studies, reports, syrveys
 - Other similar Projects
- Then make a list of all the possible sources in which you think you can find that information.

Web Research - Example

Step 4 Identify keywords

Use the questions and keywords identified in step 1

Write keywords and write specific research questions.

For example:

- What are the existing learning opportunities for people aged 50+?
- What are the current training courses for people over 50?

Refine your search

Go beyond simple keyword searches. Use more than one keyword or phrase to make your search query more specific.

For example:

- Learning opportunities for people over 50
- Training courses for people over 50
- People over 50
- Active ageing
- Current needs of people aged 50+
- Age and lifelong learning
- Lifelong learning
- Education opportunities

Web Research - Example

Step 4 Identify keywords

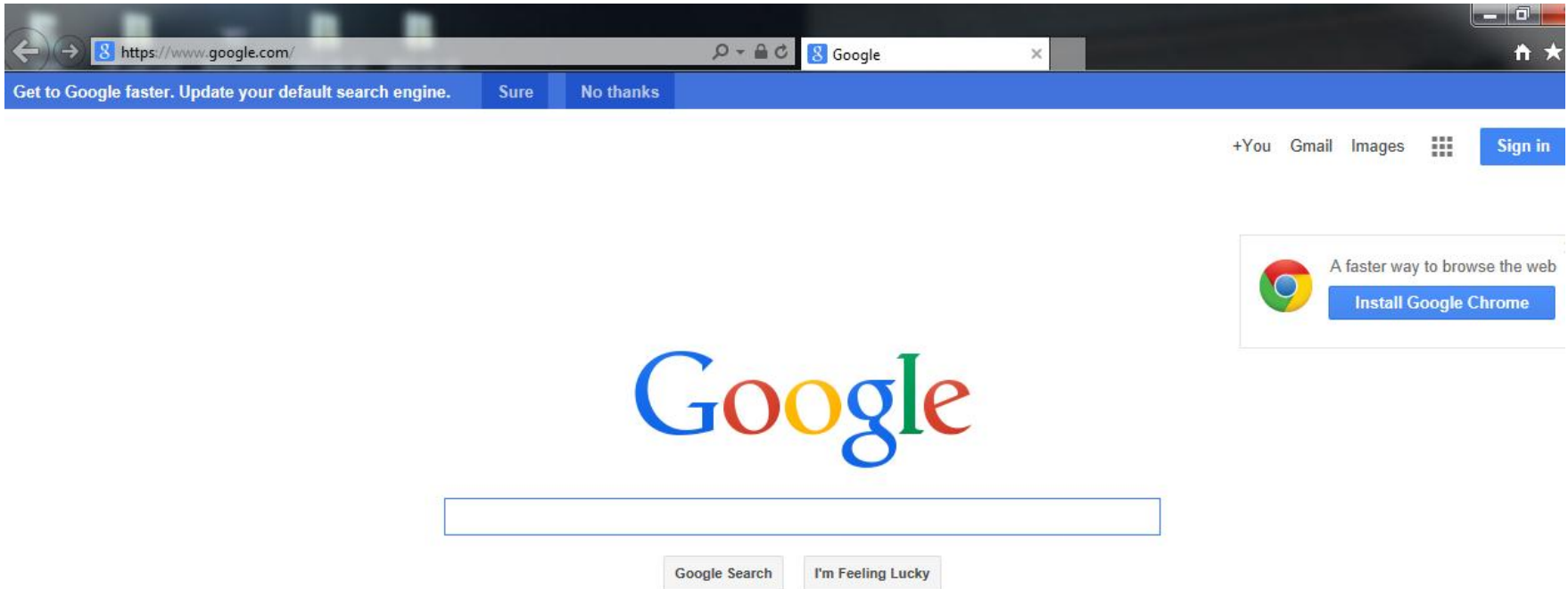
Link your keywords and phrases

Think about how you will use your key words and phrases to construct a search. For instance, you might use a combination of AND, OR, NOT to combine keywords. For instance, using AND will find result both words (learning opportunities AND training courses), using OR will find either keyword (learning opportunities OR training courses), and NOT will find only one of your keywords (learning opportunities NOT training courses).

Web Research - Example

Step 5 Begin your search

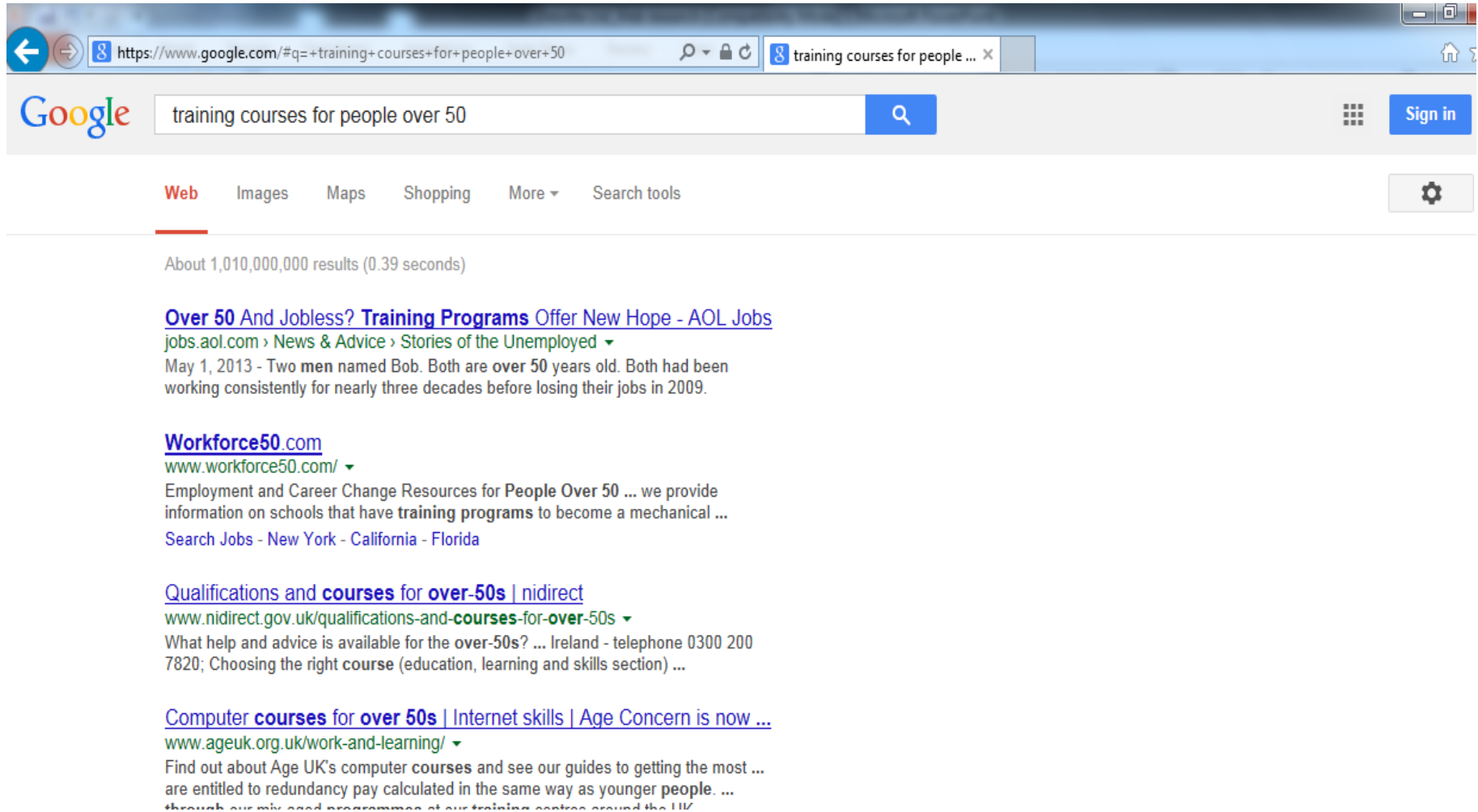
I. Open a browser and choose one search engine



Web Research - Example

Step 5 Begin your search

II. Write the key words and questions you have identified in the previous steps



The screenshot shows a Google search results page. The search bar contains the text "training courses for people over 50". The search results are displayed below the search bar, showing the number of results and the search time. The first result is from AOL Jobs, titled "Over 50 And Jobless? Training Programs Offer New Hope - AOL Jobs". The second result is from Workforce50.com, titled "Workforce50.com". The third result is from nidirect, titled "Qualifications and courses for over-50s | nidirect". The fourth result is from ageuk.org.uk, titled "Computer courses for over 50s | Internet skills | Age Concern is now ...".

https://www.google.com/#q=+training+courses+for+people+over+50

training courses for people ...

Google training courses for people over 50 Sign in

Web Images Maps Shopping More Search tools

About 1,010,000,000 results (0.39 seconds)

[Over 50 And Jobless? Training Programs Offer New Hope - AOL Jobs](#)
jobs.aol.com › News & Advice › Stories of the Unemployed
May 1, 2013 - Two men named Bob. Both are over 50 years old. Both had been working consistently for nearly three decades before losing their jobs in 2009.

[Workforce50.com](#)
www.workforce50.com/
Employment and Career Change Resources for People Over 50 ... we provide information on schools that have training programs to become a mechanical ...
Search Jobs - New York - California - Florida

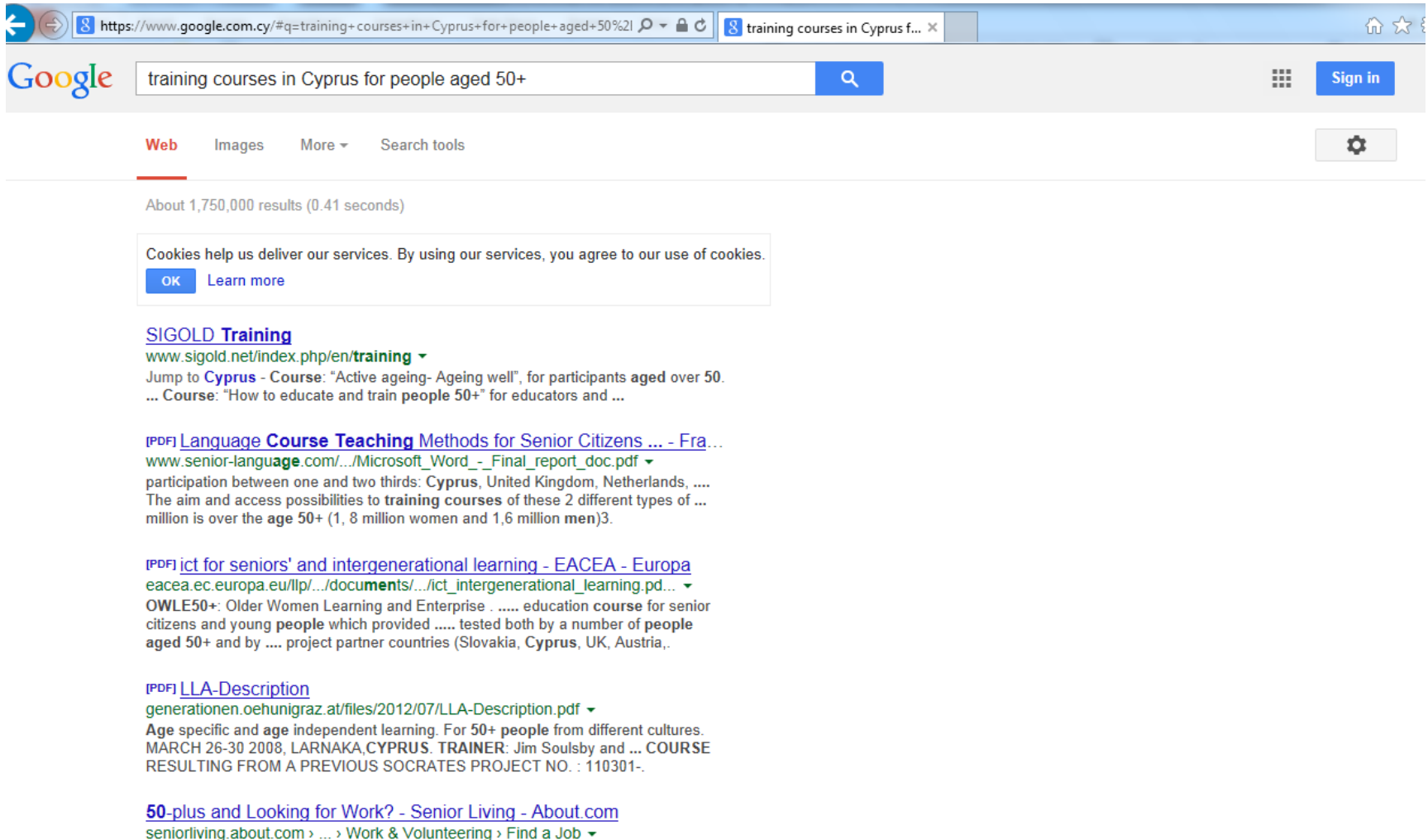
[Qualifications and courses for over-50s | nidirect](#)
www.nidirect.gov.uk/qualifications-and-courses-for-over-50s
What help and advice is available for the over-50s? ... Ireland - telephone 0300 200 7820; Choosing the right course (education, learning and skills section) ...

[Computer courses for over 50s | Internet skills | Age Concern is now ...](#)
www.ageuk.org.uk/work-and-learning/
Find out about Age UK's computer courses and see our guides to getting the most ... are entitled to redundancy pay calculated in the same way as younger people. ... through our mix and programmes at our training centres around the UK

Web Research - Example

Step 5 Begin your search

III. Refine your search if you are not getting the expected results by using different phrases and keywords in order to make the query more specific.



https://www.google.com.cy/#q=training+courses+in+Cyprus+for+people+aged+50%21 training courses in Cyprus f... X

Google training courses in Cyprus for people aged 50+ Sign in

Web Images More Search tools

About 1,750,000 results (0.41 seconds)

Cookies help us deliver our services. By using our services, you agree to our use of cookies. OK Learn more

[SIGOLD Training](#)
www.sigold.net/index.php/en/training
Jump to **Cyprus** - Course: "Active ageing- Ageing well", for participants **aged** over 50.
... Course: "How to educate and train **people 50+**" for educators and ...

[\[PDF\] Language Course Teaching Methods for Senior Citizens ... - Fra...](#)
www.senior-language.com/.../Microsoft_Word_-_Final_report_doc.pdf
participation between one and two thirds: **Cyprus**, United Kingdom, Netherlands,
The aim and access possibilities to **training courses** of these 2 different types of ...
million is over the **age 50+** (1, 8 million women and 1,6 million men)3.

[\[PDF\] ict for seniors' and intergenerational learning - EACEA - Europa](#)
eacea.ec.europa.eu/lip/.../documents/.../ict_intergenerational_learning.pdf
OWLE50+: Older Women Learning and Enterprise education **course** for senior
citizens and young **people** which provided tested both by a number of **people**
aged 50+ and by project partner countries (Slovakia, **Cyprus**, UK, Austria, ..

[\[PDF\] LLA-Description](#)
generationen.oehunigraz.at/files/2012/07/LLA-Description.pdf
Age specific and age independent learning. For **50+ people** from different cultures.
MARCH 26-30 2008, LARNAKA,CYPRUS. TRAINER: Jim Soulsby and ... COURSE
RESULTING FROM A PREVIOUS SOCRATES PROJECT NO. : 110301-.

[50-plus and Looking for Work? - Senior Living - About.com](#)
seniorliving.about.com > ... > Work & Volunteering > Find a Job

Web Research - Example

Step 5 Begin your search

- IV. Diversify. Try to use different search tools (i.e., search engines, directories, and your own collection of bookmarked links). It is recommended to use two or three reliable search engines and/or directories.
- V. Stay focused. It's easy to be distracted on the Web. Ads, offers, links—all are designed to get your attention.
- VI. If a site that is related to your research topic interests you, bookmark the URL so you can return to it.
- VII. A thorough search will increase the quality of the results you find online. If you are searching a particular topic, do not rely on the first relevant site you find for the basis of all your research. Find many sites, evaluate them and bookmark those for future reference.

Web Research - Example

Step 6 Evaluate your search results

Locate your information

If you are not getting the right results, or are getting too many or too few results, you might need to revise your search strategy.

If you have too many results you may want to:

- add additional keywords or phrases
- limit your search results by document type, date, subject

If you have too few results you may want to:

- check your spelling
- remove some of the keywords
- try alternate keywords and phrases
- try alternate databases

Who wrote/published the information on the site?

- Because anyone can publish on the Web, it's important that you first identify the source—the author of the information on the site
- determine the value of the site's content and presentation.

Web Research - Example

Step 6 Evaluate your search results

When was the site created/last updated?

It is important to locate the most current, up-to-date resources

Site's URL

Look closely at the site's extension. Sometimes, the extension (.edu, .org, or .com) can provide clues about the source of the site you are viewing. A site with the .gov extension signals a government agency, and therefore, probably has reliable and trustworthy information

Areas of Web search



Areas

1. What are the existing learning opportunities and training courses for people aged 50+?
2. What are the types of training courses available?
3. What are their aims and objectives (i.e. improvement of social skills, vocational skills, emotional development, horizontal competences)?

Deliverables

List of Deliverables

Deloitte will provide:

- A power point template to be used for the results of the desk research

Reporting the results of Web search - Suggestion

Each partner will perform web research in its country.

Contents of the report

1. Areas of web research

- List of all the areas that you performed web research

Areas of web research	Information Available	Number of sources
What are the existing learning opportunities and training courses for people aged 50+?	YES/NO	5
What are the types of training courses available?		
What are their aims and objectives (i.e. improvement of social skills, vocational skills, emotional development, horizontal competences)?		

Reporting the results of Web search - Suggestion

2. Details of the information

Areas of web research	Source	Type of information	Owner	Purpose	When/Date
What are the existing learning opportunities and training courses for people aged 50+?	URL	Report, study, website	Publisher, owner of the information	Project, informative material	2013
What are the types of training courses available?					
What are their aims and objectives (i.e. improvement of social skills, vocational skills, emotional development, horizontal competences)?					

Reporting the results of Web search - Suggestion

3. Training courses available - COUNTRY

Name of the training course	Type of training course	Target Group	Cost	Description	Provider	Funding source	When/ Date/ Duration
	Social	50+	Free	Information about the course	Name of the provider		June 2013

4. Findings/ Conclusion

Summary of the main findings

Discussion

- Areas of web research
- Decide on the contents of the report for the results of the web research

Timeframe

Activities

	January	February	March	April	May	June
Specifying areas for web research – education opportunities for 50+ Areas and info needed for web research	◆					
web research - education opportunities for 50+ Collection of data for project website and Brochure Part 1		◆				
web research - education and services opportunities for 50+			◆			
Summarization data of web research in each partners country - for websites Extend the information provided on the website (web research summary)				◆		
Offers and ideas from partners - Preparing a questionnaire for interview 50+ List of ideas from each partner - questions for 50+					◆	
Workshop in Cyprus						◆



Milestone

Next Steps

Tasks	Partner responsible	When
1. Commencement of the web research. Define and agree on the objectives of the web research in the meeting in Germany.	1. ALL	1. January – May 2014
2. Preparation of the Questionnaire. The partners will discuss its contents in the meeting in Cyprus.	2. CY	2. June 2014
3. Commencement of the interviews (30) – distribution of the questionnaire.	3. ALL	3. July 2014 – October 2014
4. Analysis of the results of the primary research and finalisation of the outcomes of the secondary research.	4. ALL	4. October 2014 – January 2015
5. Communication of the results of the primary and secondary research.	5. ALL	5. January 2015

Thank you!

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Deloitte.