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
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**Abstract**

The web and telecommunications brought beneficial changes to people's daily lives. However, the advancement of digital world is overwhelming, disrupted by a digital divide from the perspective of internet access. The elderly are particularly affected because they are not familiar with, do not have the skills or do not have access. Hence arises the need to understand if and how technology and social networking can enhance their lives and promote active ageing. This article discusses the challenges of developing an online platform that cover three areas: brain training, stories sharing and elderly support.

**Keywords**

ActiveBrain; active and healthy ageing; social networks; multi-platform; cognitive training

**References**

- [1] Cnotinfor (2012). TOPQX: Todos Podem Aprender em Qualquer Hora e em Qualquer Lugar (Projeto), Coimbra. Accessed in May 2, 2013 in: [www.cnotinfor.pt/topqx](http://www.cnotinfor.pt/topqx).
- [2] Coyle, D., Doherty, G., Matthews, M., & Sharry, J. (2007). Computers in talk-based mental health interventions. *Interacting with Computers*, 19(4), pp. 545-562.
- [3] Coyle, D., Doherty, G., Sharry, J., 2010. PlayWrite: end-user adaptable games to support adolescent mental health. *Proceedings of the 28th of the international conference extended abstracts on Human-Computer Interaction*, pp. 1045-1054.

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**ActiveBrain: Online Social Platform for Active and Healthy Ageing**

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**Abstract**

The web and telecommunications brought beneficial changes to people's daily lives. However, the advancement of digital world is overwhelming, disrupted by a digital divide from the perspective of internet access. The elderly are particularly affected because they are not familiar with, do not have the skills or do not have access. Hence arises the need to understand if and how technology and social networking can enhance their lives and promote active ageing. This article discusses the challenges of developing an online platform that cover three areas: brain training, stories sharing and elderly support.







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**Keywords:** ActiveBrain; active and healthy ageing, social networks, multi-platform, cognitive training

**1. Introduction**

Given the need to change paradigms and adjust to the new trends in emerging technologies, Imagina® brand working in the areas of inclusion and education, has an on-going research and development project called TOPQX (Everyone Can Learn Anytime, and Anywhere) [1]. This project aims to bring together a set of theoretical and empirical resources through different methodological strategies, forming a scientific basis from which one can discuss and suggest new solutions, tailored to the needs and interests of end users. TOPQX project includes ActiveBrain, a social online cognitive training platform for senior population in order to exercise their mental abilities and keep active their social life. Extending its use to PC, smartphone and tablet devices, it seeks to promote greater involvement of the elderly in society, preserving their health and promoting greater control over their own lives. This project aims to respond to populations with different characteristics and needs, so it is necessary, from the methodological point of view, provide different strategies.

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