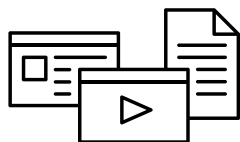


Research Methods & Tools

Media Research



Method

Media Research is a research method in which media content is systematically collected, analysed, and interpreted. The main purpose is to gain understanding of how a given subject is reflected, discussed, and framed in the media and thus how it is represented in the public sphere, taking into account the influence of mass media and social media.

Typically, researchers study a subject over a set of period, from a limited scope of sources, and examine: what (message, statement, etc) is communicated by who (sender, owner of the media channel, etc) on a certain subject (topic, person, event, etc), to whom (receiver, readership, followers, etc), when and where (time, place), how (media channel, type of content, etc), and what the effect or impact is.

Contents

This document presents examples of how this method was used in practice to support research on the lifestyle and needs of seniors and topics related to population ageing.

BaltSe@nioR Virtual Library offers research, tools, and methods to support enterprises in the Baltic Sea Region in product development aimed at raising comfort and safety of seniors' home living.

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SOCIAL LIFE OF ELDERLY



Similarities of the elderly in the pictures.

Glasses
Colourful clothes
Lots of scarfs or kerchiefs
Calm atmosphere



Similarities of how these photos are taken or elderly represented.

Social active
Happy
Hards working

Keywords which are used to describe being old.

A lot of memories
Not shy
Confident
Health improvement
Care



Keywords which are used to describe elderly as a group of people.

Ladies and gentlemen
Retires
People
Seniors
Group

LIFELONG LEARNING



Similarities of the elderly in the pictures.

Wearing glasses
Colourful clothes
Lean against something while sitting or standing

Similarities of how these photos are taken or elderly represented.

Interested
Curious
Keen to learn
Motivated

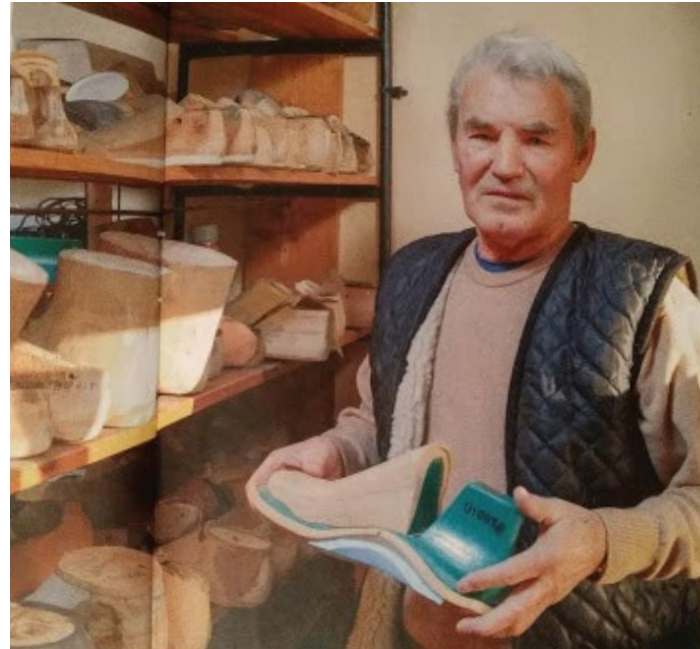
Keywords which are used to describe being old.

Life experience
Willing to talk
Knowledge

Keywords which are used to describe elderly as a group of people.

Seniors
Elderly people

ELDERLY EMPLOYEES



Similarities of the elderly in the pictures.

Hard working
Tired

Similarities of how these photos are taken or elderly represented.

Satisfaction about their jobs
Caring
Hard working
Creative

Keywords which are used to describe being old.

Limping
Years of experience
Takes the opportunity to rest

Keywords which are used to describe elderly as a group of people.

Seniors
Elderly people
Retired
The old craftsmen

ELDERLY AND FITNESS



Similarities of the elderly in the pictures.

Healthy
Active
Sporty
Competitive
Ambitious

Similarities of how these photos are taken or elderly represented.

Motivated
Healthy
Fit
Active

Keywords which are used to describe being old.

Seniors
Elderly
Active people
Retired

Keywords which are used to describe elderly as a group of people.

Group
Team
Elderly

ELDERLY AND TRAVELING



Similarities of the elderly in the pictures.

Interested in new experience
Communicable
Traditions
Social active
Entertainment

Similarities of how these photos are taken or elderly represented.

Years of experience
Full of fun
Curious
Local crafts
Explore



Keywords which are used to describe being old.

Seniors
Elderly
Active people
Retired
Traveler

Keywords which are used to describe elderly as a group of people.

Group
Active life
Elderly
Hiker

ELDERLY AND HEALTH



Similarities of the elderly in the pictures.

Health
Worries
Support
Time-consuming

Similarities of how these photos are taken or elderly represented.

Worries
Time-consuming
Old and weak
Not wealthy

Keywords which are used to describe being old.

Seniors
Elderly
Social active
Retired

Keywords which are used to describe elderly as a group of people.

Group
Elderly
Seniors

ELDERLY AND FINANCE



Similarities of the elderly in the pictures.

Dressed old fashioned
Look confused
Dependent on help
No signs of health issues
Artificial

Similarities of how these photos are taken or elderly represented.

Quite sterile atmosphere
Elderly represented as "help needing" people
Seem to be overwhelmed or irritated
Old fashioned (clothes, style)

Keywords which are used to describe being old.

Fear of abandonment
Becoming incapacitated
Cognitively impaired to some degree

Keywords which are used to describe elderly as a group of people.

Elderly clients
Elderly
Aging parents
The aging
Senior citizen

ELDERLY AND LAW



Similarities of the elderly in the pictures.

Showing only hands
Person sitting
Very old and helpless
Hands show signs of age

Similarities of how these photos are taken or elderly represented.

Needing of assistance
High in contrast to see the signs of old age on the hands
No full body pictures
Sitting or laying

Keywords which are used to describe being old.

Reaction time is slower
Most vulnerable
Widowed and lonely
Over the age of 62

Keywords which are used to describe elderly as a group of people.

Elderly People
Elderly
Seniors
Older Clients

ELDERLY AND INFORMATION TECHNOLOGIES



Similarities of the elderly in the pictures.

Sat around tables and learning materials
Elderly accompanied by younger mentors
Both male and female groups, but with majority of females

Similarities of how these photos are taken or elderly represented.

Represented smiley, having fun and interested
Photos represent working in groups
Presence of young mentors within groups represent, that elderly need help in learning.

Keywords which are used to describe being old.

challenge,
computers,
internet,
learning,
understanding,
sharing experiences

Keywords which are used to describe elderly as a group of people.

happy to learn,
interested,
helping,
understanding,
patient

ELDERLY AND BUSINESS

nra.lv Piektdiena, 24. februāris
Vārda dienas: Dāna, Dina, Dina

-3°C | ZA: 1.7 m/s
(Skatīt vairāk...)

MEKLĒT...

ZIŅAS RĪGĀ LATVIJĀ PASAULĒ POLITIKA NRA AUTORI SPORTS IZKLAIDE KULTŪRA MĀJA VESELĪBA VIDES DARBI HOROSKOPI

Danusevičs brīdina:
Kases aparātu reformas
seks būs cenu
pieaugums veikalos

**Latgalē turpinās spēcīga
snigšana; Rīgā uzspīdēs
saule**

**VAKARA ZIŅAS: Sandra
Brīnuma pirms rāves
sagatavoja vīru jaunai
dzīvei**

Seniori aicina uz Ziemassvētku tirdziņu

7 komentāri Drukāt Rakstīt redakcijai

KAUT KAS TRAKS!

DEPO
Remontam

Nelaimes gadījums.
Darbā gājis bojā
"Depo" darbinieks

**LATVIJAS
REALITĀTE:**
Kilbioka daļās
skumjās pārdomās
(33)

Vietējie izsaka
versijas, kā auto
varēja nokļūt
Līgatnes upītē (3)

IZGLĪTĪBA & KARJERA

Kandavas Lauksaimniecības
tehnikums

Rīgas Katoliķu ģimnāzija

SKASTAS LIETAS. Senioru Ziemassvētku tirdziņa dalībnieki pirms pasākuma iepazīstina ar





Riskanti uzvedas internetā

Vecāks un prātīgāks? Tomēr, kā liecina *Kaspersky Lab* un *B2B International* jaunākais pētījums, uz drošības aspektiem, datorā lietojot internetu, šis pieņēmums neattiecas. *Kaspersky Lab* ir starptautisks kiberdrošības uzņēmums, kas dibināts 1997. gadā. Uzņēmuma jaunākais pētījums *Vecāki un prātīgāki? Skats uz apdraudējumiem, ar ko tiešsaistē saskaras tie, kam pāri 55* liecina, ka šīs vecuma grupas pārstāvji var riskanti uzvesties internetā un bieži kļūst par krāpšanas upuriem.

ELDERLY AND DEATH



ELDERLY AND ENTERTAINMENT

DAGDA
DAGDAS NOVADS

Meklēt pēc atslēgvārda: [Meklēt](#) [Twitter](#) [YouTube](#)

Ceturtdiena, 23. Februāris, 2017

[Sākums](#) [Pašvaldība](#) [Novads](#) [Kultūra](#) [Izglītība](#) [Sports](#) [Projekti](#) [Jauniešiem](#) [NVO](#) [Tautsaimniecība](#) [LV 100](#) [Kontakti](#) [E-pasta](#)

[Sākums](#) - [Pins ziņas saturs](#)

Kultūras ziņas, Novada ziņas

Senioru atpūtas vakars "Sirsnīgā balle"

17.02.2017

Ķepovas Saletu namā 15.februārī pagasta seniori pulcējās uz "Sirsnīgo balli".

Atpūtas vakars ir domāts, lai pagasta iedzīvotāji varētu nestieidzoties apūnīties un atpūsties pie galdiem, ko rūpīgi sagādājušas Ķepovas saimnieces. Kā jau ierasts, pasākumā tika godināti 2017.gada jubiliāri, kurus vakara gaitā sveica Ķepovas pagasta pārvaldes vadītāja Zanna Ailpūre.

Senioriem apsvēkuma koncertu sniedza Šķaunes TN pašdarbnieki, kuri gān mīļi dziedāja, gān jauši dejoja. Zanna Ailpūre uzrunāja visus pasākuma dalībniekus ar monologu par vīriešu "asprātību". Aizūma seniore Inēdija Nemro noisāta dzeju par dzīves gadiem un nodziedāja jauku dziesmu "Ozoliņi". Ķepovas pagasta pašdarbnieki uzjautrināja seniorus ar humoristisku iudzīgu.

Vakara gaitā senioriem bija iespēja piedalīties konkursos un spēlēs, padejot un parunāties savā starpā.

Sirsnīgs paldies visiem par atbalstu, tiem, kas sniedza priekšnesumus, un tiem, kas gādāja par galdu uzklāšanu.

Regina Stepiņa
Ķepovas Saletu namā vadītāja

NOTIKUMI

Mobilāla mamogrāfija
23.02.2017
Sievietes tiek aicinātas... [\[vairāk\]](#)

Zemledeus maksākerēšanas šemelonāts.Viākos
25.02.2017
25.februārī plkst.7:00... [\[vairāk\]](#)

Mednieku sporta spēles
25.02.2017
25.februārī plkst.10:00... [\[vairāk\]](#)

Melodijena Bārdzina
25.02.2017
25.februārī plkst.11:00... [\[vairāk\]](#)

"Ar Meteni dāncot gālu"
25.02.2017
25.februārī plkst.13:00... [\[vairāk\]](#)

Kora mūzikas koncerts
25.02.2017
25.februārī plkst. 15:00... [\[vairāk\]](#)

Diskoālika
25.02.2017
25.februārī plkst.22:00... [\[vairāk\]](#)



CONCLUSIONS

Find the similarities of the elderly on the pictures.

In the most of articles elderly people are in groups,
they are doing something

Find similarities of how these photos are taken or elderly represented.

Sitting, mostly at the table

Search for the keywords (words most used in the text) which are used to describe being old.

Senior, aged, energy

Search for the keywords (words most used in the text) which are used to describe elderly as a group of people.

Old, fraud, victim, age, tired, risk, function, older
generation, senior,