[**Risk of Embarrassment and Social Pressures**](https://youtu.be/DHk_L3EI3UM)

**Narrator:**

This Vignette concerns Social Risks.

Interviewees will be discussing the Risks of Embarrassment & Social Pressures.

This risk perception involved a mixture of social and psychological issues such as anxiety, social performativity, the perceived role of technology for social inclusion and notions of trust in using technology. It manifests through an unwillingness to engage due to feelings of inadequacy.

In this section, you will hear a number of video vignettes extracted from interviews with older Australians.

Here we first listen to Dawood, aged 74, discuss the expectations on him as a father, but also knowing and accepting his limitations.

**Dawood:**

But again I think the psychological because you see yourself away, far away, from your children. There is a big distance in technology, which is something I can't say it's embarrassing psychological which is really embarrassing. Because the children always think their father can do anything. Should do anything. But they have a good perception this is something natural. Everybody is living in his age.

**Narrator:**

Our next interviewee is Noel, aged 64.

**Noel:**

So when people talk about their holiday, it's, "I caught the boat to Tassie and camped," versus, "I got the limo and the personal guide to the pyramids." There's that difference in level. So even when you talk about your holiday, things can get really tricky.

There's all sorts of conversations that have the the potential to create interesting social situations.

So when you're just not competent at doing something, you just look bad.

**Narrator:**

Our final interviewee is Patsy, age 74.

**Patsy:**

My family all patronize me anyway, so I don't get embarrassed in front of them because they all pat me on the head anyhow.

But at work, when I was working and the IT guys used to come, and it would take them ages to work out what the hell I'd done and how to fix it, I always felt really dumb, really stupid, and I'm not stupid, but I don't connect with the concepts behind these things.

And because I don't understand the concepts, I don't know how to manipulate them. So I used to feel really stupid, but I suppose if that's embarrassment then that was embarrassment, but I mean it didn't make me blush or anything, it just made me feel really dumb.

**Narrator:**

These vignettes were developed by the Shaping Connections Research Program at RMIT University’s School of Economics, Finance, and Marketing.

Our research develops insights on social inclusion and technology use among older Australians.

Please find additional information about these vignettes in the video description below.

You can get more information about the project by visiting www.shapingconnections.org. if you have any questions, comments, or feedback please use the contact us section of the website and we will get back to you.