Chapter 10

Quo Vadis “Interaction Design and Children” in Europe?

Francisco V. Cipolla-Ficarra  
*Latin Association of Human-Computer Interaction, Spain & International Association of Interactive Communication, Italy*

Valeria Ficarra  
*Latin Association of Human-Computer Interaction, Spain & International Association of Interactive Communication, Italy*

**ABSTRACT**

In the current appendix are presented the results of a heuristic study about the lack of educational control related to the new technologies and the future generations, especially children. A set of examples make known the real factors which increase the digital divide among the European population of 2020. Finally, a heuristic equation is presented to detect quickly and easily the professionals who currently tend to be misleading in their interactive design for children.

**INTRODUCTION**

While the European statistics indicate a vertiginous drop in the children population, especially in those countries known economically as “the European engine” (Figure 1, “Germany remains without children”), in India, a very special phenomenon is taking place in the reshaping of the population pyramid, turning into a diamond (Bijapurkar, 1979; Bijapurkar, 2006), as it can be seen in the Figure 2. This means that the parents of the children population
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Figure 1. Information with regard to the lack of births in the Old World, for instance, in Germany
(Approximate Translation: “The government tries to correct the demographic decline with financial help, but does not succeed in convincing the families to have children”) Source: El País (www.elpais.es –09.06.2013).

will have the necessary financial resources to offer to their children the latest technological breakthroughs. In contrast, in the Old World, the digital divide will keep on increasing since there will be no population renewal (Angelo & Pinna, 2008). In the midst of this reality of the statistics of the population growth, a series of deviations can be seen in the R&D projects, subsidized or not, by local, regional and Pan-European governments tending to design a non-existent future in the context of the ICT, for the children who won’t exist in 2020, 2030, 2040, 2050, etc.
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