

About the MIT AgeLab

In 1900, life expectancy for much of the industrialized world was less than 50 years. Today, living well into one's 70s, 80s, and 90s can be expected. How we spend and make the most of our bonus longevity requires new thinking.

MIT AgeLab invents new ideas and creatively translates technologies into practical solutions. Its goals: to improve people's health and enable them to achieve more throughout their lives. The group believes innovations in how we design products, deliver services, and implement policies are of critical importance to our future quality of life.

MIT AgeLab applies a multidisciplinary, consumer-centered approach to imagine what tomorrow will look like for people 45 and older. This includes researching innovations in transportation, longevity planning, health and well-being, and home services.



MIT AgeLab's 'Age Gain Now Empathy System' suit was designed to provide insight into the physical effects of aging.



MIT AgeLab uses Word Cloud technology to analyze key words mentioned when baby boomers talk about finance on social media.

MIT AgeLab research topics include:

- How novel technologies such as robotics, telemedicine, and vehicle interfaces extend the safety and independence of older adults
- Health and caregiving
- Challenges and opportunities of longevity
- Lifestyle, demographic, and psychographic trends
- Client perceptions about retirement, investing, and financial advice
- How the framing of information, social networks, and trust in 'experts' impact the decision-making process of a consumer, patient, or client
- Stress, anxiety, and its effect on clients' decision-making
- Cross-generational research

MIT AgeLab provides these insights to Hartford Funds to help show the impact it has on the way people do business with financial-services providers.

To view MIT AgeLab resources, visit hartfordfunds.com/agelab