

A Qualitative Approach to Examine Technology Acceptance and Ease of Use among Elderly

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INTRODUCTION

- ❖ Recent advances in digital platforms and **Information Communication Technology (ICT)** may enhance social connectedness through social media platforms and support the elderly employing online shopping, banking, and other utility-based applications.
- ❖ However, the elderly face certain challenges while using digital media applications, which reduces their usability and accessibility among the aging population.
- ❖ Along with physical limitations like decline in vision, hearing and motor coordination, cognitive deficits in visual search ability, attention, working memory, information processing speed, problem-solving, language processing, etc. are associated with difficulty in using ICT.
- ❖ In order to alleviate these limitations, the digital platforms must cater to the specific needs, deteriorating physical and cognitive abilities, psychological and social barriers that hinder the adoption of technology among older users.
- ❖ In addition, demographic factors like age, education, and socio-cultural background must be considered while designing platforms.
- ❖ The current study investigates the needs, attitudes, and perceived limitations of the existing platforms from the perspective of the older generations.

METHOD

Twenty healthy participants belonging to the age group of 60 to 75 years [12 females (M= 65.1, SD= 3.8); 8 males (M= 68.8, SD= 1.8)] were recruited using purposive sampling. A short survey on social media applications was conducted using Google Forms. Semi-structured interviews were conducted based on an interview guide.



RESULTS

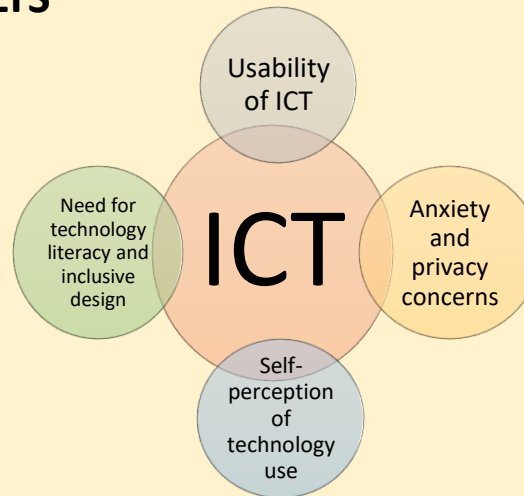


Figure 1: Emerging Themes

DISCUSSION

- ❖ The theme highlights the '**Usability of ICT**' in terms of communication, entertainment and professional purposes among the elderly. Some perceive ICT to be structured and accessible, while others feel confused and are unable to navigate effectively.
- ❖ The theme '**Anxiety and privacy concerns**' reflects that limited ICT literacy, effects of digital-divide, harassment, and security concerns impact technology adoption among the aging population.
- ❖ The theme '**Self-perception of technology use**' portrays that motivation, interest, confidence, perseverance, and adaptability influence technology acceptance. Individuals with higher self-efficacy and favorable attitudes are more accepting of ICT.
- ❖ The fourth theme suggests the '**Need for technology literacy and inclusive design**' and modifications in the user interface to alleviate challenges due to physical and cognitive deficits.
- ❖ The emerging themes highlighted that several biopsychosocial factors are instrumental in the adoption of technology among seniors in developing countries like India.
- ❖ Awareness of these factors may help design inclusive digital platforms and create awareness among the elderly, enhancing their acceptance of technology, promoting healthy aging, and improved quality of life.

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References available upon request