

Understanding Technology Acceptance and Ease of Use among Elderly in India

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INTRODUCTION

- **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, in India, the elderly face certain challenges while using digital media applications, which **reduces ICT 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.
- 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.
- Further, **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 elderly in the Indian context.**

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. The qualitative data was analysed using the following steps:



Figure 1: Steps of Qualitative Analysis

RESULTS

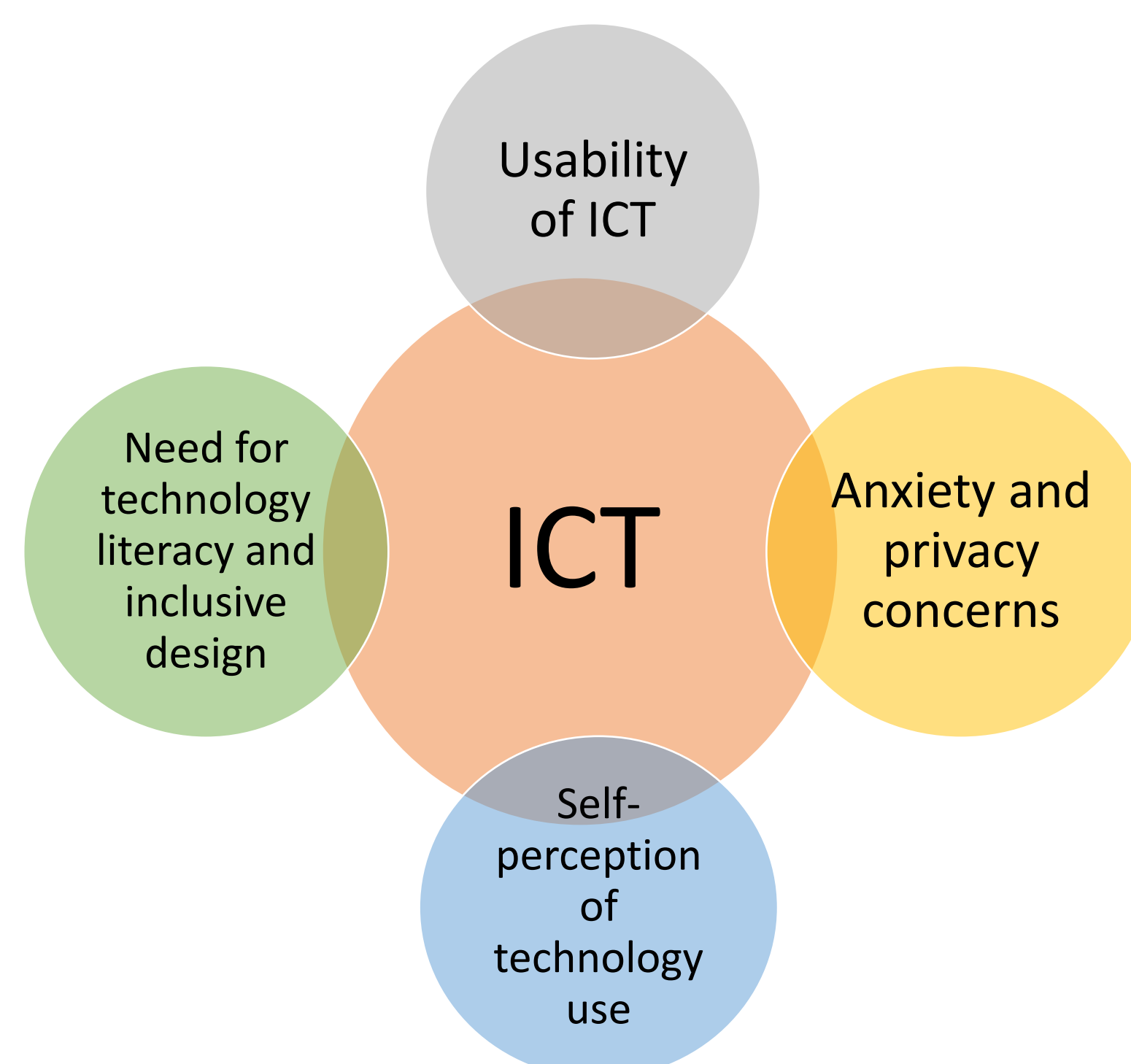


Figure 2: Emerging Themes

DISCUSSION

- The theme highlights the **'Usability of ICT'** in terms of communication, entertainment and professional purposes among the elderly.
- **'Anxiety and privacy concerns'** reflects that limited ICT literacy, effects of digital-divide, harassment, and security concerns impact technology adoption among the aging population.
- **'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.
- **'Need for technology literacy and inclusive design'** suggests the requirement of modifications in the user interface to alleviate challenges due to physical and cognitive deficits, especially in India.

CONCLUSION

- The emerging themes highlighted that several **bio-psycho-social 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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