

**EXAMINATION OF ELDERLY PEOPLES SOCIAL MEDIA USAGE HABIT İN THE
CONTEXT OF USES AND GRATIFICATION THEORY: SERBIA CASE**

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MASTER THESIS

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FINAL APPROVAL FOR THESIS

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ÖZET

YAŞLILARIN SOSYAL MEDYA KULLANIM ALIŞKANLIĞININ KULLANIM VE DOYUM TEORİSİ BAĞLAMINDA İNCELENMESİ: SIRBİSTAN ÖRNEĞİ

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Bu çalışmada 65 yaş üzeri kişilerin sosyal medyayı kullanım alışkanlıkları araştırılmıştır. Çalışmanın amacı, Sırbistan'da yaşlıların sosyal medyayı kullanma motivasyonlarının yanı sıra beklenti ve memnuniyetlerini Kullanımlar ve Doyumlar Kuramı çerçevesinde incelemektir. Çalışma nicel araştırma yöntemiyle gerçekleştirilmiştir. Toplam 391 kişiye yüz yüze anket uygulaması yapılmış ve bu anketlerden elde edilen veriler sonucu, en popüler ağların Facebook, Instagram ve YouTube olduğu ve katılımcıların bu platformlara mobil cihazları aracılığıyla eriştikleri tespit edilmiştir.

Kullanıcının anlama ve gezinme ile ilgili sorunlar, belirli özellikler veya işlevler üzerindeki belirsizlik, küçük düğmeler veya dokunmatik ekranlarla ilgili sorunlar ve içeriği okuma veya görüntüleme ile ilgili sorunlar, sosyal ağları kullanırken en sık karşılaşılan sorunlardı.

Anahtar Sözcükler: Yeni Medya, Sosyal Medya, Kullanımlar ve Doyumlar Teorisi, Yaşlılar.

ABSTRACT

EXAMINATION OF ELDERLY PEOPLES SOCIAL MEDIA USAGE HABIT IN THE CONTEXT OF USES AND GRATIFICATION THEORY: SERBIA CASE

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Anadolu University Institute of Social Sciences,

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In this study, the social media usage habits of people over the age of 65 were investigated. The aim of the study is to examine the expectations and satisfaction of the elderly in Serbia, as well as their motivation to use social media, within the framework of Uses and Gratifications Theory.

The study was carried out with the quantitative research method. A total of 391 people were surveyed face-to-face and as a result of the data obtained from these surveys, it was determined that the most popular networks were Facebook, Instagram and YouTube and that the participants accessed these platforms via their mobile devices.

Problems with user comprehension and navigation, uncertainty over certain features or functions, problems with small buttons or touchscreens, and problems with reading or viewing content were the most common problems when using social networks.

Keywords: New Media, Social Media, Uses and Gratification Theory, Elderly People.

STATEMENT OF COMPLIANCE WITH ETHICAL PRINCIPLES AND RULES

I hereby truthfully declare that this thesis is an original work prepared by me; that I have behaved in accordance with the scientific ethical principles and rules throughout the stages of preparation, data collection, analysis and presentation of my work; that I have cited the sources of all the data and information that could be obtained within the scope of this study, and included these sources in the references section; and that this study has been scanned for plagiarism with “scientific plagiarism detection program” used by Anadolu University, and that “it does not have any plagiarism” whatsoever. I also declare that, if a case contrary to my declaration is detected in my work at any time, I hereby express my consent to all the ethical and legal consequences that are involved.

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(Signature)

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1. Introduction

New media and technology have experienced tremendous growth and integration in recent years, transforming the way we live, work and communicate. One of the most significant impacts of new media and technology has been the democratization of information and the creation of new channels for communication and expression. With the growth of social media platforms such as Twitter, Facebook and Instagram, individuals have been empowered to share their thoughts, opinions and experiences with a global audience and connect with others who share similar interests and perspectives. In addition, technology has opened new avenues for creativity and entertainment, with platforms like YouTube, TikTok and Netflix offering audiences an unprecedented level of choice and control over their media consumption. As new media and technology continue to evolve and integrate, they are likely to drive even greater changes in our society, from the way we consume and create content to the way we work, learn and interact with each other.

The name "new media" generally refers to digital technologies such as the Internet, social media, mobile devices, and virtual and augmented reality. According to (Lister , Dovvey, Giddings, Grant, & Kelly, 2009), changes in the production, distribution and use of media unify the term 'new media' and these changes are technological, textual, conventional and cultural.

“Since the mid-1980s (and with some changes over the period) there has been a series of concepts offered to define the main characteristics of the field of new media as a whole. We consider that here are some of the key terms in the discourse on new media. These are digital, interactive, hypertextual, virtual, networked and simulated changes (Lister, Dovey, Giddings, Grant, & Kelly, 2009, p. 13).”

According to (Bonnett, 1999), Bolter and Grusin acknowledge that the idea of new media includes both the creation of original digital media formats and the redesign of more conventional media formats to incorporate and accommodate new media technology.

“New media content such as that on websites is recombined and derived from already existing media content developed in other formats (printed text, photographs, films, recorded music, television) and reproduced in a digital format, rather than involving the generation of new content (Flew, 2002, p. 11).

According to (Rice, 1984), people are starting to communicate in new ways thanks to new media. He asserts that new techniques for encoding, sending, disseminating, and presenting information are unquestionably emerging in the shape of modern communication technologies.

For instance, (Rice) states that the amount, speed, and quality of information that may be sent are all considerably increased when converting from analog to digital coding. According to the author, considerable advancements over the previous generation have been made due to the transition from videotext to computer networks, from communication satellites to fiber optics, and from voice, data, and video to efficiently integrated systems that offer enhanced privacy and security (p. 34).

“Social media is "a group of Internet-based applications that are based on the ideological and technological foundations of Web 2.0, and that allow the creation and sharing of user-generated content (Kaplan, 2015, pp. 197-199).”

Unlike other forms of media, according to (Kaplan, 2015) asserts that social media provides users with a variety of options, including professional and interpersonal connections and chances, visual and thorough storytelling via video, live videos, images, and other multimedia material, as well as conversation.

(Dean, 2023) asserts that recent figures from sources including GlobalWebIndex, Pew Research, Wikipedia, social media networks, and Kepio's Analysis show that 4.48 billion people worldwide currently utilize social media, more than twice the 2.07 billion users from 2015. According to (Dean, 2023) referring to geographical statistics for 2019–2020, Asia has the highest usage of social media (16.98%), followed by Africa (13.92%), South America (8.0%), North America (6.96%), Europe (4.32%), and Australia (4.9%). And also in (2023) Facebook will continue to be the most popular social network with 2.9 billion monthly active users, ahead of WeChat (1.2 billion), YouTube (2.3 billion), WhatsApp (2 billion), and FB Messenger (1.3 billion).

Social media's controversial content has led people of all ages to use it for a variety of purposes, including the elderly, who were traditionally seen as a marginalized group. (Coto, Lizano, Mora, & Fuentes, 2007) argue that this phenomena is constantly on the rise. According to the authors (2007), “Elderly people" refers to those who have reached post-retirement age or older. Furthermore, the specific definition of the term "elderly" is variable

depending on a variety of cultural, societal, and economic factors. In the majority of developed countries, people who are considered elderly are those who are older than 65.

Referring UN (2007) underlines that people who have reached the age of 60 or more are included in the category of older adults under the framework established by the United Nations.

“Certain organizations have established a categorization scheme for the older demographic based on chronological criteria, delineating individuals into three groups: those referred to as "young adults," who are situated within the age range of 60 to 75; a cohort deemed "elderly," whose chronological status ranges between 75 to 85 years; and lastly, the category of "very old," which comprises individuals whose chronological status exceeds the age of 85 years (Coto, Lizano, Mora, & Fuentes, 2007).”

According to European Commission's for (2023) assessment the population in rural areas of Europe is already, on average, older than the population in cities, towns, and suburbs. (Vallese, 2022) claims that the old population was once thought to be negligible, but as a result of rising life expectancy and falling birth rates, their share of the population has grown dramatically. According to (Vallese), every fifth European is now 65 or older. It is anticipated to get close to a value of 30% of claims by 2050.

Serbia had 5.01 million social media users in January 2023, which is 69.8% of the total population of the nation, according to Statistics of Data Reportal (2023), and there were 6.06 million Internet users overall in Serbia at the start of 2023, according to their most recent report. Data Reportal estimates that Serbia has 9.00 million active mobile connections at the start of the year.

1.1. Statement of the Problem

(Vaportzis, Clausen, & Gow, 2017) claims that even the elderly are utilizing the rapidly advancing technology. They consider social media as a fairly common means for individuals of all ages. According to (Leist, 2013) , social media has evolved into a space where older citizens may go about their everyday lives. According to her (2013), social media today gives people the chance to communicate with their neighbors and partake in fun activities like learning, gathering knowledge, or pursuing their interests. How crucial it is for the elderly to keep up social connections (Lin & Chou, 2013) contend that doing so is

crucial for the elderly's mental health. However, the authors (2013) point out that it might be difficult for older individuals to participate in social activities owing to physical restrictions and mobility problems, which can lead to loneliness and a sense of discontent with their life.

Due to the fact that these platforms are largely designed for younger generations, little research has been done on how older individuals utilize social media to fulfill their specific needs and aspirations. This knowledge gap is significant since older people use social media more and more to stay in touch, educated, and entertained, and age-friendly social media platforms must take their unique social and emotional requirements into account. By examining how older individuals use social media to satiate specific gratifications based on the satisfaction theory, this study aims to close this knowledge gap and provide insights into how social media can suit the requirements of older people. To handle the large and complex topic of seniors on social media, it is important to have a comprehensive grasp of both the senior demographic and social media platforms.

Social media can benefit older users in many ways, including chances for self-expression, information access, and social engagement, but there are also potential risks, including privacy problems and exposure to false information. Due to their restricted access to technology and difficulty navigating complex online environments, elderly adults may also have specific issues using social media. Consequently, in order to properly support older adults in their usage of social media, a comprehensive approach that considers both the benefits and risks of new technologies is required. To understand why people use social media, what it is used for, and what challenges they encounter when using it, we have chosen to develop this study utilizing the Theory of Uses and Gratification (U&G).

The issue with asking "How do elderly people use social media" is that there are several obstacles and difficulties that might make it difficult for senior users to successfully utilize social media platforms. Physical limitations, social isolation, and a lack of internet literacy are a few examples of these problems. Furthermore, older individuals might not be able to fully take use of social media sites due to outdated notions and prejudices about their technological capabilities. The problem of this thesis is to determine the factors affecting the social media usage habits of 65+ individuals living in Serbia.

1.2. Purpose of the study

The aim of the study, "Examination of Elderly People's Social Media Usage Habit in the Context of Uses and Gratification Theory: Serbia Case," is to look into and comprehend how senior people in Serbia use social media. The study specifically intends to look at their motivations, requirements, and pleasures associated with using social media platforms.

The Uses and Gratification Theory, which contends that people actively select media based on their wants and expectations and that media provide particular advantages and gratifications, is the theory that the study aims to apply. The research intends to shed light on the specific reasons why older people in Serbia connect with social media platforms by exploring this theory within the context of elderly people's social media usage.

In accordance with the purpose of the study, answers to the following questions were sought:

How much time do older individuals spend on social media apps?

What are the most popular social media platforms used by elderly people, and why?

On which technology devices (desktop/laptop computers, cell phones, tablets, etc.) do older individuals connect with social media applications?

What types of content do elderly people tend to engage with on social media?

What are the motivation that drive older individuals to use social media?

How do elderly people typically use social media to connect with family and friends, and what are some of the challenges?

Do older people's use of social media have impact on their overall well-being?

1.3. Importance of the study

The investigation of social media usage patterns among senior citizens in Serbia within the framework of the Uses and Gratification Theory (UGT) is significant and relevant for a number of reasons. This study intends to explore deeper into the motivations and

causes underlying elderly peoples' usage of social media by using the UGT as a framework. Previous research has concentrated on quantitative information, such as use statistics, but a deeper and more thorough insight of users' social media activities may be gained through analyzing their underlying reasons.

Prior research has mostly concentrated on the social media usage patterns of younger age groups. By shedding light on the unique use habits and motives of senior citizens—a group that is increasingly becoming a part of the digital landscape—this study will fill a research vacuum.

Social media has ingrained itself deeply into contemporary culture, raising questions about how it may affect users' physical and emotional health. This study can shed light on how social media affects senior citizens, enabling for the development of potential mitigation and promotion initiatives.

Elderly users' online behaviors may be studied to learn more about how they accept new technologies and potential obstacles to effective social media use. These results can help programs that aim to close the digital divide and guarantee that older persons have access to the internet.

This study will advance knowledge of social media usage within a theoretical framework that stresses personal motives and gratifications because there hasn't been any previous research on this particular issue in the context of UGT.

The study may pave the way for new lines of inquiry in related areas, such as examining how social media use affects interactions between generations, how it helps the elderly avoid social isolation and loneliness, and how it affects intergenerational relationships.

1.4. Limitations of the study

This study's implementation phase is only applicable to the state of Serbia. The study is mostly concerned with elderly people 65 years of age and older.

All regions of Serbia are represented, however the southern region is primarily represented given that it is thought to be the least developed region in Serbia. Without making a distinction between them through questions, the elderly who reside in elderly centers are

likewise included in the survey. All users of technical gadgets, including tablets, smartphones, and PCs, were included in this study. The study only took into account social media sites like Facebook, Instagram, and YouTube that are often utilized by older people. The study makes no comparisons between older and younger generations' use of social media.

The impact of cultural, societal, and economic aspects on older people's social media usage patterns is not taken into account by the study. The study looks at how physical and cognitive limitations affect older people's use of social media.

The impact of individual variations, such as personality features, on older people's pleasure of social media is not explored in the study. The study did not look at how older people's habits of social media use have changed over time in response to changes in social media platforms and technology.

1.5. Research Method

Participants are prompted to consider their experiences via a questionnaire that is a component of the study's quantitative research methodology. This study employs a questionnaire to look at the goals and motivations of Serbian seniors who use social media. Additionally, it examined their social media usage and satisfaction levels. Respondents are given the chance to provide detailed responses as part of the survey's data collection process. The researcher did not alter the responses; they were provided by the respondents precisely as they were in the survey. The questionnaire structure was selected in order to cover crucial questions on senior citizens' use of social media.

For instance, inquiries are a part of research. The research, for instance, addresses issues such as the social media platforms older people use, their reasons for doing so, the kind of material they consume, and how frequently they use social media. Additionally, it gauges seniors' attitudes generally, their interactions on the website, and how satisfied they are with their usage of social media. After data collection and statistical analysis, a quantitative evaluation of the objectives, driving forces, behaviors, degrees of satisfaction, and viewpoints of older social media users was generated. This survey methodology is a technique used in Serbia to gather and statistically evaluate information on senior citizens'

use of social media. Data that are typical of a broad population can be created using quantitative research approaches.

1.5.1. Universe and Sample

There are around 3,231,978 men and 3,415,025 females in Serbia's population of 6,647,003 people.¹ The universe of this study is the number of people over 65 years old, which is a total of 1,468,855 individuals.

The urban population (% of total population) in Serbia was reported at 56.65 % in 2021, according to the World Bank's collection of development indicators, compiled from officially recognized sources. Urban population (% of total) - current values, historical data, forecasts and projections obtained from the World Bank in June 2023.²

The average age of the population is 43.8 years and women in Serbia are on average older than men by about three years, the average age of women is 45.2 years and of men 42.4 years. In the period between the two censuses, the number of people over 65 increased significantly to a total of 1,468,855. Earlier there were about 17, while today it is 22 percent. 20.5 percent are aged 65 or older.³

In order to select a representative sample from the population, we determined an appropriate sample size. The sample size depends on factors such as the desired confidence level, the margin of error, and the expected variability within the population.

In this study we wanted to achieve a 95% confidence level with a 5% margin of error in an equal distribution of men and women in the sample.

For simplicity, we wanted to achieve a 95% confidence level with a 5% margin of error and a response distribution of 50% (representing maximum variability). In this case, the calculated sample size in our case is 392 individuals who represented the population of the age group of 65 years and older. As a result of calculating the percentage of age groups that make up each layer in the universe, it was determined that a survey should be conducted

¹ <https://www.stat.gov.rs/sr-Latn/oblasti/stanovnistvo/procene-stanovnistva> Data of accses:30.06.2023

² <https://www.stat.gov.rs/sr-Latn/oblasti/stanovnistvo/procene-stanovnistva> Data of accses 30.06.2023

³ <https://www.stat.gov.rs/en-US/vesti/20230525-starost-i-pol/?a=0&s=1300> Data of accses:30.06.2023

with 357 people in the age group of 65-75 years, 29 people in the age group of 75-84 years, and 5 people in the age group of 85 years and up.

It is important to note that this is a rough estimate and the actual sample size may vary depending on specific research objectives, available resources, and feasibility considerations. The sample was chosen in a way to ensure representation from different regions and different characteristics such as age, socio-economic status and educational background to capture a comprehensive understanding of the social media usage habits of the elderly in Serbia. After determining the sample size, the questionnaire form was created in accordance with the literature review and expert opinions. Because the research focused on social media users, participants were asked if they were social media users prior to the survey, and there was difficulty in finding people over 75 years of age to respond to the survey. Ethical considerations, informed consent and privacy are maintained throughout the sampling and data collection process.

1.5.2. Data Collection

During the data collection phase on the examination of the social media usage habits of the elderly in the context of the use and gratification theory in Serbia, different methods and techniques were used to interview the respondents. At first, the questionnaire was compiled, which is based on the research objectives, literature review and experts' opinions. It has been ensured that the questions conform to the concepts of Uses and Gratification Theory and are suitable for the elderly population.

Structured surveys with a quantitative approach were created to collect data from the identified sample of 391 participants. Depending on the preferences and accessibility of the elderly population, the surveys were conducted through face-to-face interviews, telephone interviews or online surveys, the latter of which resulted in a percentage of only 11 people. Some of the surveys were conducted through telephone conversations, which was an alternative to get results for people who had physical problems or were from deeper regions.

Given the diverse population in Serbia, it was useful to offer the survey in multiple languages. The compilation of the survey was compiled in three languages, Serbian, Albanian and English. Given that the interviewees were 65+, the participants encountered

difficulty in completing the survey, for this reason the time limit for answering the questions was not determined. Clear instructions were given to participants during the survey and we made sure they understood the purpose of the study and their rights as participants. The privacy and confidentiality of the participants was respected.

By posing inquiries that address the subject at hand, the content of the survey was assembled. The survey consists of 24 questions, the first half of which asks about gender, age, education, and marital status. Continue with the second section, where they list the media they use and the amount of time they spend doing so. In keeping with how they use social networks, what is the most common activity they engage in there? What are the regular activities they place a high value on?

Then, taking into consideration their age, they are questioned about how they learnt social networks. Were there any family members who taught them, did they learn it on their own, or did they receive it from someone else. Did they receive any assistance in adjusting to technology? What kind of electronic device did they use—a laptop, tablet, smartphone, or any other kind of electronic device—and did they provide these items on their own or with assistance from others?

The other section that also covers the content side asks whether social media has a positive or negative impact on their lives, whether it gives them daily inspiration, whether they're addicted to these networks, how safe they feel using them, whether they've felt lonely or jealous, whether they've experienced negative things like cyberbullying or online harassment, and other things. The second section addresses the challenges associated with using social networks and technical tools, including how to deal with any issues or misconceptions that may arise. Finally, how do physical characteristics and age affect how people utilize social media. The questionnaire was carried out over a three-month period in Serbia, starting on March 12 and running until June 22.

1.5.3.Data Analysis

After receiving the results from the surveys, the data were entered into the Excel program, then loaded into SPSS, and the validity and reliability of the questionnaire was evaluated. Validity refers to the extent to which the questionnaire measures what it purports

to measure, while reliability refers to the consistency and consistency of the questionnaire's results. Reliability was assessed using Cronbach's Alpha coefficient, which measured the internal consistency of the questionnaire items. It calculates scale reliability by estimating the correlation between items. After verifying the validity and reliability of the questionnaire, the data analysis continued using different analysis techniques such as frequency analysis, cross tabulation, mean calculation, correlation analysis and t-test. Frequency analysis provides an overview of the distribution of responses for each variable. Cross-tabulation can be used to examine the relationship between variables, such as gender, age, marital status, and educational level, and patterns of social media platform usage. The average calculation allows to determine the average frequency of social media use and the typical amount of time spent on social media platforms per day. Correlation analysis assess the strength and direction of relationships between variables. It can provide insights into the links between social media usage goals, content preferences, engagement with platform features, and the impact of social media on everyday life. The t-test was used to compare the responses of different groups, such as gender or marital status, to examine possible differences in social media usage habits and experiences.

2. Introduction to New Media

New media refers to the rapidly emerging digital media technologies from the second half of the 20th century that are still in use today. It is stated in the (Mapping Conversation about New Media, n.d.). that there are several digital technologies that are included, with the Internet, social media platforms, mobile devices, virtual and augmented reality, digital art, video games, and other digital communication tools being just a few examples. Van Dijk (2006) characterized new media as having integrated, interactive, and digital code all at once. Therefore, for a medium to be considered new media, integration, interaction, and digitization must all be present. According to Silverstone (1999), the definition of "new" establishes the parameters by which new media must be compared to other types of mass-mediated communication (Mapping Conversation about New Media, n.d., pp. 2-30).

In particular, the word "new" designates those technologies that have just emerged, particularly digital ones. "New" also refers to novel technologies, novel applications, and novel approaches to new tasks. The internet and other digital technologies give us new abilities, such as the ability to develop, communicate, and distribute ideas, opinions, and hobbies. They also have new effects on us as people. While some definitions of new media are solely concerned with computer technologies and the creation of digital information, others place more emphasis on the forms and cultural settings in which these technologies are employed (Dewdney & Ride, 2006) transmitting by (Mapping Conversation about New Media, n.d., pp. 2-30)

There are several settings in which the term "new media" is regularly used. For Lievrouw and Livingstone (2002) transmitting by (Friedman & Friedman, 2008) three major areas of concern are the message (i.e., the communication and its practices), the technology (i.e., the medium), and the social environment in which it is used. Along with other, more specialized technologies and practices like cooperation, digitization, and telecommunication, these three features of new media are frequently discussed in the literature. Gitelman and Pingree (2003) use the term "media in transition" to refer to a moment when a new medium is emerging and acting as a form of counterpoint to and rival to traditional media. New media, according to Manovich (2002), are cultural artifacts "which use digital computer technology for distribution and exhibition" transferred by (Friedman & Friedman, 2008).

New media is not an entirely new concept. Harold Innis and Marshal McLuhan in the 1950s are credited with establishing new phases in media theory, according to Lev Manovich, who wrote "The Language of New Media" (Manovich 2002:65) transmitting by (Rabie, 2014). The term "new media" has been in use since the 1960s, when television and computer technology first appeared, according to (Chun 2006:1) and (Rabie, 2014). All media types are believed to have existed in the past. Drawing a line between new and old media results in a misleading division that results in an erroneous division between the two in new media analysis. Additionally, Peters (2009) and (Rabie, 2014) observe that "the concept of new media is very ancient and the telling of history is vital now.

Citing McLuhan, Nicholaas asserts that the term "new media" is a relative term. The media that we now consider to be "new media" in a century will be seen as "old media," and people will find it difficult to adjust to the new media that are emerging at the time. In contrast to "old media" like the telephone, radio, and TV, the phrase "new media" will generally apply to those digital media that are interactive, feature two-way communication, and involve some type of computation.

The term "remediation" was proposed by the authors Jay David Bolter and Richard Grusin to describe the ways in which new media appropriate and repurpose components from earlier forms of media. They contend that rather than replacing traditional media forms, new media technologies repair them, incorporating and transforming them in various ways. According to Bolter and Grusin, new media is defined in terms of remediation. They refer to the way the medium is represented in another as remediation, and we shall make the case that remediation is what makes new digital media unique. Later, they add, "All mediation is remediation (David, Butler and Grusin (2000)."

Immediacy, hypermediacy, and remediation are the three features of new digital media, according to Bolter and Grusin. Digital media's endeavor to be open with its users by offering quick access to representations of the real world is known as "immediacy" (Greene, 2014). Hypermediacy is the term used to describe the subtle or overt ways that digital media reminds its viewers of the media they are now using. The tactics utilized in digital media to portray or mediate the real world are immediacy and hypermediacy. However, digital technology also corrects, styles, and perhaps even enhances one medium in another. The concept of remediation is not new, the authors point out, since the first printed books aimed to repair manuscripts and early photography attempted to improve oil paintings (Greene, 2014).

The remediation procedure can be split into two categories. The first is the use of content from other media. Using borrowed money in this way is known as "repurposing." It is the content that has been taken, altered, and repurposed. In the case of print and online publications, this is obvious. In reality, one of the main ways to add news material to websites is through borrowing or "repurposing" media content (Omar, 2012).

Lev Manovich defines new media as contemporary cultural forms that are computer-native and rely on computers for distribution: "Web, human-computer interface, virtual words, VR, multimedia, computer games, computer animation, digital video, special effects in cinema and net films, interactive computer installations." Manovich's concept, however, allows for discussion about what the term "new media" as a whole can mean, in contrast to previous formulations. If the Internet, websites, computer games, multimedia, CD-ROMs, and DVDs are all regarded as new media transferred by (Omar, 2012), he challenges whether all of this is new media.

Manovich (1839) claims that the emergence of new media marks a "convergence of media and digital computing technologies." He claims in (1839) that this "convergence" involves two different procedures when media representations are converted from analog to digital code. They are transformed into numerical data in this way so that any computer-based function may process them. Manovich (1839) believed that the notions of digital code and computing were two separate ideas. Computational and digital are two distinct ideas that are a component of new media. It makes reference to two different ideas: a computer (a computing device) and a numerical (discrete) representation. It is important to note that the two are not mutually exclusive; analog computers, for example, may function with continuous data. According to (Manovich, *New Media: a User's Guide*, 1839), the most crucial aspect is that the medium be made into a topic of computation rather than simply converted.

2.1. Characteristics of New Media

Lev Manovich presents five "principles of new media" in the language of new media, claiming that they should be read "not as absolute laws, but rather as general tendencies of a culture undergoing computerization" as opposed to as hard rules. The five guiding ideas cited are numerical representation, modularity, automation, variability, and transcoding (Sorapure, 2001). Manovich asserts that the primary distinction between new and old media is that the latter is programmable. All modern media are "numerical representations" since they are all made of digital code. It can be theoretically explained, and algorithms may be used to influence new media. A new media item's materialistic characteristics can only

really be discussed in terms of the numbers and formulae that make up the thing transmitting by (Faull, 2015). According to Manovich, a new media item that is represented by discrete samples, such as pictures, sounds, forms, and behaviors, is said to be modular. The modular structure of these collections of discrete samples (pixels, characters, and scripts) is the same. They remain distinct when combined to form larger-scale things because of this. This indicates that they may be used without affecting an object's structure and that they can be accessed, changed, and replaced retrieved by (Langlois, 2014). Manovich describes "low-level" automation as tools like Photoshop that can automatically enhance an image's contrast or color. In addition, (Dyseryn, 2018) notes "high-level" automation of media production, such as AI initiatives that aim to replace human creators. Variability is a feature of new media that is closely tied to automation. Manovich claims that "Automation" is present in computer programs that enable users to create or modify media assets using templates or algorithms. Manovich claims that rather than the initial design, "the author's creative energy goes into the selection and arrangement of elements" (Sorapure, 2001).”

It is said that the "variability" in Manovich's five laws refers to the ways in which digital media items evolve through time and can be continuously personalized, altered. Old Media is one such instance, which has a limited shelf life and immutable materiality. For instance, a book will always be what it is. Because they can be updated and remade, digital media items are not static; rather, they are always in motion. Digital media things have the ability to exist in numerous variations because they are not fixed (Digital Media Culture, 2019). In his final and widest of his five new media principles, Manovich claims that transcoding is "the most fundamental consequence of the computerization of media" (Sorapure, 2001). Transcoding is the process through which the world is represented by computers and how it has traditionally been modeled by human culture. Technically speaking, transcoding refers to the process of changing new media content from one format (such as text to sound) to another so that it can be shown on various systems (Sorapure, 2001).

According to Lister, Dovey, Giddings, Grant, and Kelly, certain notions have arisen since the mid-1980s that characterize the traits of the media industry as a whole. They claim that the phrase "new media" refers to a broad spectrum of changes in the creation,

distribution, and consumption of media, including changes in technology, text, convention, and culture. Discourses for new media, according to (Lister, Dovey, Giddings, Grant, & Kelly, 2009) are "digital, interactive, hypertextual, virtual, networked, and simulated."

Digital

The author (2001) claim that the features they refer to as "digital," "interactive," "hypertextual," etc., may readily be interpreted as the "essential quality" of the media or technology in question. When this occurs, being "digital" for instance, loses its connotation as a potential resource that can be utilized, targeted, and exploited. Instead, it develops into a totalizing or comprehensive idea that completely encapsulates the in issue medium.

Interactivity

When Karl Thompson (2022) discusses the qualities of new media, he asserts that in contrast to the old media, which he believes was one-way in its interaction with the public, the new media is two-way and enables viewers to participate in the media's content. According to Thompson (2022), basic behaviors like liking a Facebook post or leaving a remark on a news or blog piece demonstrate increasing interaction.

Hypertextuality

A hypertext, according to the writers Lister, Dovey, and Giddings, is a piece of work made up of discrete units of information that each have a number of connections to other units. They assert that hypertextuality is a crucial term that has been used to denote the invention of new media from analog media and that, like interaction, it has ideological connotations. The authors go on to say that hypertext and hypertextuality continue to play a significant role in the history of computing, notably in the way they discuss theories regarding the compatibility of computer operating systems, software, and databases with human cognition, learning, and cognitive processes.

Networked

Lev Manovich (2014) points out that although broadcast media is often consumed on one-way analog infrastructures, digital media is typically networked, generated, disseminated,

and consumed over two-way network infrastructures in a variety of ways, such as the Internet, mobile phone, or WiFi networks. According to Manovich (2014, pp. 1-34), digital media greatly expands choice in comparison to the previous broadcast era, in which the available choice of information sources was very constrained. This is true regardless of the quantity of websites, blogs, forums, and the like on the Internet or the hundreds of channels available on digital television.

Virtual

In discourses concerning new media, virtual worlds, locations, objects, surroundings, realities, selves, and identities abound, according to author (Lister , Dovey, Giddings, Grant, & Kelly, 2009, pp. 35-36).

The authors (2009) contend that modern media technologies create virtualities when it comes to the media. Although the word "virtual" is frequently and easily used to describe the usage of modern digital media. Additionally, the virtual word employed by the authors Lister, Dovey, Giddings, et al. (2009) is specifically an argument for the status of media culture, postmodern identity, art, entertainment, consumer, and visual culture. It is also used as a characteristic of postmodern civilizations and technologically sophisticated societies.

Simulated

According to the writers Lister, Dovey, et al., (2009) the term "simulation" is used frequently and amorously in new media literature, but it is seldom defined and frequently merely substitutes for more well-known terms like "imitation" or "representation."

Then it is underlined that while a simulation is unquestionably manufactured, it is neither untrue or illusory. It is much simpler to think about simulations as actual objects rather than as representations of actual things since not all simulations are imitations. Simulated data undoubtedly (and frequently) has "representations" in its substance. In other words, before it imitates or depicts anything, a simulation is already real (Lister, Dovey, Giddings, Grant, & Kelly, 2009, pp. 38-39).

2.1.1. Types of New Media- Blogs and vlogs

A website that provides content in separate pieces known as "posts" is referred to as a "blog". The word "log" has a maritime heritage and was initially used to describe a crew member's log of chronological occurrences on board a ship (Thompson Writing Program-Duke University). Since the term "blog" is not self-descriptive, blogs, bloggers, and blogging are all understood differently by the press and academia. Although the phrase has been used to highlight a recent phenomena, not everyone is aware of what it refers to (Boyd, 2006). Although there are many different types of blogs, there are different approaches to content creation and distribution. The blogs are divided by topic, media type, and device type. As an illustration, consider blogs on fashion, projects, law, theatre, schools, and other topics (Aacharya, 2021, pp. 177-179) .

In Williams & Jacobs (2004), Ferdig and Trammel make the case that immediate and comment-based blogging platforms encourage reflection, analysis, and contextualization of learning through hyperlinks. They further assert that compared to other online debates, blogs are more effective in fostering conversational interactivity (The University of Manchester). There are various blogging platforms and they all have their own distinct ideas about what blogging should be, therefore it's necessary to take into account both their similarities and distinctionsc (Tun, 2011). Tun reveals WordPress (Self-Hosted or Hosted), a sophisticated blogging tool with a wealth of capabilities, and Blogger (Hosted), a blog publishing service that permits private or multi-user blogs with time-stamped logins, are two examples of advanced blogging tools. With only one platform, you can build both blogs and full websites using the potent all-in-one technology known as movable type. A popular blogging platform known for its user-friendly design and simplicity of use is TypePad (Tun, 2011).

The term "vlog" is said to have evolved from the word "blog" and according to Khillar (2021) describes video reporting on a variety of subjects, such as products, technology, business promotion, current events, and other things. When a video is published, it must be filmed in good quality, using excellent equipment, and it can have a variable format depending on whether it is a lengthy or short video.

A vlog, a recent trend in blogging, is a blog that primarily uses video as its content source. The modern video blog is just a text blog with videos from other websites linked to each article (Khoiro & Weganofa, 2021, pp. 211-214). A vlog is "the expression of an embodied person in an online environment," according to Goosen. A vlog is an online self-expression medium that makes the vlogger's physical appearance visible. This feature stands in contrast to other online self-expression mediums like blogs, Facebook, MySpace, or virtual worlds like Second Life or World of Warcraft, where it is simpler to adopt a different physical identity (Goosen, 2014-2015). The most popular and used blogging platforms are WordPress, Wix, Tumblr, Strikingly, Blogger, Squarespace, etc. The most common vlogging platforms are probably YouTube, Instagram, Facebook, Vimeo, DailyMotion, Flickr, Viddler, and more (Khillar, 2021).

2.1.2. Podcasts

A podcast is an audio file in digital format that may be downloaded using web syndication to a computer or mobile device, or it can be listened to online, according to (Şahin, 2001). Ben Hammersley quickly added the phrase to his report on "a new boom in amateur radio" in a story he wrote for The Guardian in 2004. According to Hammersley, producers of podcasts have more creative flexibility with infinite airtime because they are not transitory like radio and are delivered over the Internet (Chawla, 2018).

Multimedia files are sent over the Internet via podcasting. Podcast files may be viewed on a PC or other devices, like an iPod, without the need for any plug-ins to be downloaded and installed. Podcast refers to both the transmission of files and their content. Podcasts are often files that are delivered on a regular basis. For instance, a lot of the morning news programs are often made accessible as podcasts that may be downloaded and listened to or viewed at the convenience of the user (Patterson, 2006, pp. 103-105).

Chan (2020) assert that there are no restrictions on what a podcast can be when asked what it can be. However, requent themes can include the entirety of the session or lesson, an explanation of concepts, theories, or key phrases, as well as supplementary readings such as

news reporting, exemplary spoken language use, or interviews with professionals in the field (Chan C. 2020).

In his article on different sorts of podcasts, Andrew McGivern classifies them into "Audio Podcasts," which are said to be the most popular since they are simpler to make than other forms of podcasts because they don't require video editing software, cameras, lighting, or other video equipment. Web TV shows are occasionally made available as "video podcasts". Only iOS devices can play enhanced podcasts, which include pictures, artwork, and hyperlinks in addition to the music. The "Podcast Novel" is a hybrid of an audiobook and a podcast, and it is distributed in installments through RSS Feed. The term "PDF / ePub podcasts" technically refers to any type of media file that is made available through an RSS feed (Mc Givern, 2023).

2.1.3. Websites

A website is a group of connected, publicly accessible web pages that utilize the same domain name. Websites can be developed and maintained by a person, a group, a company, or an organization to serve a variety of objectives (Rouse, 2020). The World Wide Web is the collective name for all publicly accessible websites. Although a "website" is occasionally used in this context, this definition is untrue because a website is composed of many web pages. A website is often referred to as a "web presence" or just a "site," according to (Rouse, 2020). The World Wide Web (WWW) was created in 1989 by British CERN scientist Tim Berners-Lee. Websites may be used in a variety of ways. There are several sorts of websites. It might be a website for an individual, for the government, for an institution, for a business, etc. The websites may be used for a variety of things. It may be used by an individual, a team, or an institution (Aravindan, 2022).

According to Tukunang, the components of the website are "Domains," which is the URL of a goal website. Then, hosting is an online service that stores and manages all of the website's files and data so that anybody using devices like cellphones, laptops, desktops, and tablets may access it over the Internet or online. A programming language is a computer language in which programmers order computers to carry out particular tasks.

The website's content includes all the data that is made available by the website, which serves as the visitors' address. And design style describes how the website appears (Tukunang, 2023).

According to Bare, there are more different kinds of websites than you can count now that the World Wide Web is a thing. Personal websites, photo sharing websites, community-building websites, websites for mobile devices, blogs, informational websites, websites for online business brochures/catalogs, directory websites, and e-commerce websites are among the several sorts of websites (Bare, 2015).

2.1.4. Augmented reality vs. virtual reality

The goal of augmented reality (AR), which aims to expand the user's perspective of the real world by adding images, sound, video, and other virtual aspects, is to provide a live view of the real world with digital information. With AR, the environment is enhanced and virtual elements are allowed to interact with actual items to produce desired meanings. AR allows for the coexistence of realistic virtual environments with the real world by integrating more information about the latter (Greenwald, n.d.).

VR is frequently employed as a tool for study, education, and entertainment. Since virtual environments may be tailored to the needs of the researcher, it offers a wide range of alternatives and opportunities for conducting research, particularly in human behavior research (Chandrasekera & Yoon, 2018).

VR entirely alters your environment and transports you to a another universe, whereas AR simply displays digital images onto your surroundings. VR immerses you in a virtual world that you can navigate and engage with with the correct equipment. Virtual reality technology, has been widely utilized in video games with the introduction of devices like the Oculus Rift and the Sony PlayStation VR system (Law B. , 2022).

Despite having similar concepts, virtual reality and augmented reality achieve two very distinct goals in two very different methods. Augmented reality enhances your eyesight, but virtual reality replaces it. The main distinction is that whereas VR is entirely virtual, AR uses a real-world environment. In contrast to VR users, who are under the

system's control, AR users have control over their presence in the actual world. While AR can only be performed with a smartphone, VR requires a headset (Reality, 2022).

2.1.5. Live streaming platforms

Digital media's newest format is live streaming. It allows for the creation and consumption of material in real-time and promotes simultaneous communication between streamers and their audience (Weiger, Giertz, Törhönen, & Hamari, 2020, pp.167-177)

Video is transmitted over the internet using streaming. To avoid requiring the viewer to download the complete video before they can begin watching it, it is transmitting a little portion of the video file at a time. The technique is the same with live streaming, but the video source is recorded and transmitted immediately without being initially saved. TV broadcasts, video game streams, and videos on social media are all examples of live video. Watching videos that have been pre-recorded, edited, and published to a streaming service like Netflix or Hulu is typically referred to as streaming. The video is recorded and posted to the internet at the same time the viewer watches it, which is how live streaming differs from traditional video production (Restream Blog, 2022). Any suitable device with a quick internet connection, such as a laptop, desktop, smartphone, tablet, or smart TV, may be used to watch a live broadcast. Users can view a variety of live streaming programs, depending on the streaming service they use, including music concerts, cookery shows, business workshops, technology seminars, sporting events, video games, award presentations, and more claims (Awati, 2022). Twitch is a well-known live streaming service that is mostly used by gamers to broadcast their games live online. Additionally, live eSports competitions will be televised. Users may live broadcast video from their cellphones using personal streaming services like Facebook Live and Periscope. YouTube Live enables live broadcasting of videos so that viewers may share them instantly (Christensson, 2019).

2.1.6. E books and E-reader

A non-editable text that has been converted to a digital format and displayed and read on a computer, tablet, or smartphone is said to be an e-book. E-books cannot be edited, which is for the safety and protection of the author, unlike other material that may be read on a device. Not only are e-books convenient, but they are also less expensive to manufacture, which is one reason why they are growing in popularity. Authors forgo the overhead costs associated with producing tangible copies of their works. E-books are also smaller in size and can be read simultaneously on several different devices (Influencer Marketing Hub, 2022). In the late 1990s, businesses like Peanut Press started offering book material for reading on personal digital assistants. However, the publishing business did not adopt e-books widely after the dot-com meltdown of 2000–2002. Sony Corporation's release of an electronic reading device in 2006 and Amazon.com's release of the Kindle in 2007 followed by a sharp rise in sales of electronic books in the US may have served as the catalyst for the industry's resurgence (Attwell, 2022).

E-books can also offer improved assistance for both reading and the activities individuals engage in while reading. One of the most frequently mentioned advantages of reading e-books is the capacity to resize text. A printed book restricts the reader to one font size. A number of e-book readers make it simple to check up definitions, which is another crucial function (Lee, 2009, pp. 2-5). Rowley and Vassiliou asserts that there are drawbacks to using electronic books for readers as well. These drawbacks include a dearth of standardized user interfaces that may be confusing to users, a dearth of electronic books across all disciplines that are primarily written in English, and e-book software that does not always appear to be user-friendly (Vassiliou & Rowley, 2008, pp. 355-365).

The emergence of the e-reader has been a crucial turning point in the development of electronic books. These all first appeared in 1998, most notably the SoftBook and Rocket eBook. Though they were obviously fascinating to the library community, these early e-readers did not fit naturally, and the majority of early studies of e-readers in libraries concentrated on how they may be utilized claimed by (Schmidt & Elguindi, 2012, pp. 169-191).

An e-reader is a computerized reading device used to browse books, magazines, and newspapers claims (Flynn, 2023). It allows readers to take their own libraries with them wherever they go and is wifi. Newspaper and magazine subscriptions are also available in

electronic form, and textbook publishers are starting to provide their books in ways that make them accessible to students using e-readers (Flynn, Easy Tech Junkie, 2023). According to Gorissen, the screen technology (electronic paper) on eReaders makes them preferable to laptops for reading electronic documents. Electronic paper can keep text and pictures indefinitely without consuming power, while yet allowing the image to be modified later.

Unlike conventional laptops and other similar devices, which utilize a backlight to illuminate its pixels, electronic paper reflects light like regular paper (Gorissen, 2009). Finally, the e-reader's operation has drawn a lot of criticism because in the EU, media items, including paper books, frequently get a tax break. Even though e-books cost less to manufacture, their pricing were frequently comparable to those of traditional books (Encyclopedia, 2022).

2.1.7. Social media platforms: key features and functions

In general, social media refers to websites or programs that prioritize community-produced content and communication (Calande, 2021). Social networking (Facebook, Twitter, LinkedIn), bookmarking (Pinterest), news sharing (Reddit, Digg), media sharing (Instagram, TikTok), and blogging (Tumblr) are just a few of the several sorts of social media platforms that exist. Social media users might be regular individuals, famous people, organizations, companies, and even governmental bodies. These factors could also apply to earlier or more widely used digital platforms and sources, such YouTube, Vimeo, and podcasts. Although well-known businesses and individuals frequently utilize these platforms, they are still social networks with a wide range of members and levels of trustworthiness (Calande, 2021).

When discussing the qualities of social networks, Blank and Lutz assert that each platform has a unique profile. When discussing Facebook, (Blank & Lutz, 2016) claims that age and gender are factors, but not wealth or education. Compared to LinkedIn, they claim that this site is impacted by wealth but not by gender or education, despite the fact that

authors believe these factors to be crucial. According to them, age and income are important for Twitter but not for gender or education, whereas age and income are important for Pinterest but not for gender or education, and no demographic factor significantly influences the usage of Google+ and Instagram (Blank & Lutz, 2016).

Utku and Sert (2016), claims that Facebook is the most widely used social network environment and a platform for sharing information in many formats, including text-based, image-based, and video-based. According to (Utku & Sert, 2016), Facebook gives users the chance to create activities and share them in various profiles, groups, or even pages. Also in their opinion (2016) Facebook offers a variety of connection channels, including webcam interaction. András and Papp claims that the primary objective of social media is to facilitate direct engagement with customers or target audiences. In opinion of the authors Facebook is popular with middle-aged and senior citizens is noted for its postings and videos with lengthy text or links. They go on to say that teens share videos of themselves dancing and lip-syncing to music on TikTok, but that as the app has grown in popularity, the older generation and even brands have begun to appear. Young people prefer Instagram because it allows them to post photos and brief videos and is more intimate (András & Papp, 2022). Webster (2022) said that Facebook's primary features include the ability to bookmark items for later reading, engage users by polling them in groups and events, modify photographs using the mobile app, and search older posts using keywords. According to (Taprial & Kanwar, 2012) whereas YouTube focuses mostly on sharing, dialogues, groups, and reputation, LinkedIn focuses primarily on identification, reputation, and relationships.

The characteristics of social platforms are categorized by (Hu & Lin, 2013) as Integration, Time Effectiveness, Minimal Effort, and Regularity. The goal of integration is to bring together hundreds of millions of dispersed consumers with various traits. In her opinion time effectiveness is a key indicator of the worth of intelligence and that social media information is very valuable as a result. The concept of "less effort" is used to describe all social media technologies that makes it easier for users to access and use information (Hu & Lin, 2013). The final one is "Orderliness"; users of social media may

update and review content, and inaccurate and pointless information on social media will be filtered. The value of all social media information is increased by using human inventiveness and common sense (Hu & Lin, 2013).

Facebook is a social networking site where registered users may make profiles, post pictures and videos, send messages, and stay in touch with friends, family, and coworkers. "The main terms you'll hear when using Facebook include, Like, Comment, Status Update, Friend Request, Timeline, Cover Photo, and Profile Picture ." It is also stated that it is quite uncommon for a company to not have a Facebook profile because this social media network may aid in SEO, offer more customer feedback, and link businesses with a large user base (Digiforce Growth Marketing, 2019).

Lemus (2023) state that Instagram is a Facebook-owned social networking platform that specializes on sharing images and short videos. When using Instagram, the most common words you'll hear are Like, Comment, Profile Picture, and Story. According to (Lemus, 2023), users can select to follow other users' or companies' accounts. Also claimed that, LinkedIn is a social networking site that was created especially for the business sector. Its goal is to link registered users with other business professionals so that they may build networks of individuals they know professionally (Lemus, 2023). According to (Schaffer, 2023), it's crucial to keep in mind that the audience is only business-oriented while writing your updates and that readers are under pressure to get to the content of the article as fast as possible.

2.1.8. Positive and Negative Impacts of Social Media on Communication and Society

Social media is becoming important for regular social connections and that technology is broadening the area of communication. The way, how our discussions have evolved from face-to-face to screen-based due to the rapid-fire manner of communication that excites millennials and other generations state (Chetan, 2021). Also he state that social networks have taken the place of other communication channels as the primary means of

connecting with friends, family, and coworkers on a regular basis. And this has an impact on our relationships and degrades the level of interpersonal communication (Chetan, 2021).

Subraamanian (2017) predicts that short, simple communications will take the place of lengthy written conversations in today's fast-paced, time-constrained culture. Also author think that it is important to take into account how these activities affect young people's happiness and laziness while assessing how quickly information is disseminated. Subramanian (2017), that there is no control over the information obtained through social media, making information overload and loss of privacy two of the biggest problems with social media. According to him there is little time for contemplation or analysis due to the continual barrage of signals from mobile devices, which results in a form of addiction and acceptance of the situation. This eventually results in avoiding face-to-face conversation. Separating virtual reality from reality is challenging (Subramanian, 2017).

Some academics have expressed worry about how social media has affected communication style, citing research that link "text" to detrimental impacts on literacy abilities including writing ability and accuracy reading state (Nair, 2023). Also one of the alleged features of communication on social networks is concise writing. Compared to the 2000s' character-limited text messages, today's messages are shorter and more succinct thanks to the 140-character tweet (Nair, 2023). Online conversations have adopted the brevity of communication that became common as texting gained popularity in the 2000s state. Additionally, it has been included into hitherto unfettered means of communication including spoken word, email, and even academic writing (Nair, 2023). Nadkarni, Kulkarni and Rayaphale' (2018) assert that social media is a fantastic means to identify terrorists and criminals from around the world since everyone with a social media profile can be monitored and found while discussing the beneficial effects social media has on society.

They claim that the negative effect is cyberbullying, which is a significant issue brought on by social media platforms. Having access to one's life 24 hours a day can cause issues, particularly for the younger generation, as users may post offensive and intimidating remarks. throughout non-school hours on each other's accounts (Nadkarni, Kulkarni, Rayaphale, 2018).

Some arguments in favor of (Damota)'s assertion demonstrate how social media, particularly Facebook, may cause psychological issues and have detrimental effects on individuals by allowing young people to excessively scrutinize and critique themselves and their issues. Social media is a typical cause of stress for its users, as well as a source of sadness and anxiety, claims (Damota, 2019). According to her, "catfishing" is the practice of making online friends with total strangers while using a stolen or fraudulent identity. "Catfish are persons who establish false identities on social network."

Students can benefit from social media when discussing the advantages it offers. This is because social media is a great place for students to find mentors and training programs to learn new skills and take steps toward future career goals (Hashem, 2021).

2.1.9. Future of Social Media

Speaking on the future of social media, (Santiago, 2023) asserts that customers will have a seamless experience purchasing on social media because marketers will rely on influencers, particularly micro-influencers, rather than celebrities. According to Santiago (2023), 31% of social media users prefer to find new items on social media through an influencer they follow on any other social format or channel, according to the most recent consumer trends analysis, which polled more than 600 customers. Of them, 43% are members of Generation Z.

Despite the fact that users can ask questions and a robot will automatically generate an answer, and despite the fact that there are 100 million active users when the data is limited, ChatGPT is also regarded as a rival with 1 billion monthly users, (Santiago, 2023). According to (Bajarin, 2023), social media will soon be increasingly specialized, offering additional sites for certain interests depending on user demands. Although he believes that the major social media platforms will continue to exist, believes that the large social media platforms will eventually lose their previous momentum. Instead, he believes that the dedicated social media platforms that directly address the needs and interests of users pose a threat to the major platforms (Bajarin, 2023). Simon Kingsnorth, author of Digital

Marketing Strategy, makes predictions on what will happen with social media in the future. According to (Kingsnorth, 2023), the ongoing discussion about free speech will cause problems for the social media site Twitter in the future and TikTok will prosper and expand its user base. As social networks evolve to offer more than simply chat, SEO will shift as a result of the emergence of social media and AI. Most users will resort to social media for search, authenticity will always be important and 73% of Gen Z now only purchases from companies they can trust (Kingsnorth, 2023).

People have recently mentioned social media privacy when discussing the potential of these platforms to protect their networks. Facebook, or Meta as it is now known, is one of the businesses affected by this new privacy policy. The tech giant, which houses Facebook, Instagram, Whatsapp and more divisions was affected by the privacy claim made by (Fressia, 2021). Users will have greater control over their data in the future and will reveal less pieces of personal information. This is in response to the question of what exactly can be expected from this private and digital environment, and that the exchange of data will present a business opportunity (Fressia, 2021). The content marketing manager Brian Powers makeover discusses the prospects of social media and artificial intelligence for individuals and businesses in the future. Artificial intelligence will be a key factor in determining how popular social media platforms will become in the future. Additionally, he argues that it is important to remember that each new technology has ethical and societal ramifications (Powers, 2023). In the near future, according to Powers (2023), high-precision customization of material will be possible, and Newsfeeds will provide users access to more pertinent content, study user behavior, and be able to help locate and eliminate offensive content, such as offensive statements or false information. Authenticity is essential to all effective social media tactics, and creating authentic content directly affects how dependable and trustworthy a company, organization is to its followers (Gant, 2021).

Covid-19 has altered the social media landscape as well as the ways that people communicate and conduct business and the future of social media may very well be outlined by investment and decentralization, according to (Juste, 2022). Users may directly access the decentralized platform's algorithms in this future of social media, without any central

authority dictating the terms of participation and profit. The social media platforms and programmers who enable regular people to invest in any company or influencer they come across on social media have the future, according (Juste, 2022).

2.1.10. Technological Advancements

How technology changes three steps are identified by (Philibert, 2003) retrieved by Schumpeter (1942) in the process by which a new, superior technology enters the market. "The first development of a scientifically or technically new product or procedure is called an invention. When an entirely new product or method is introduced to the market, innovation occurs. A successful innovation spreads gradually through corporate or individual adoption for use in relevant applications through the process of distribution (Philibert, 2003, s. 2-48). Technological advancement has provided a direction for human history and without it, many individuals would suffer with their health. The importance of increasing technology in the industrial sector, which makes it more essential and safer for the environment, was another point made by (Patil, 2014). The expansion of technology has been noted in every industry, including communications, astronomy, autos, consumer electronics, bio-electronics, construction methods, and architectural design. Computer systems have also advanced to include cellular communications and GPS (Patil, 2014).

Technological advancements are good, highlighting how quickly machine learning, artificial intelligence, and industrial robots are developing. Although these changes increase the speed, quality, and cost of goods and services, they also result in a significant number of job losses (West, n.d.). Although (Roser, Ritchie & Mathieu) find that technology has frequently improved our lives, they also contend that we must also be aware of its negative aspects. Nuclear weapons and possibly artificial intelligence pose the greatest hazards to civilization as a result of technical advancements.

In order to illustrate the negative aspects of technological advancement, uses the example of how, in 2020, Covid-19 caused the world to drift apart and drove businesses to keep their employees at a distance. Many businesses choose to remain remote, and as a

result, a variety of new technologies were developed and adapted to enable business owners to manage their personnel remotely, claims (Tsepko, 2021). (Tsepko) also poses further queries, including whether they are intended to gauge the caliber of work or not: “Why should employers be permitted to view everything that an employee views on their computer? Why should they be aware of how they behave throughout their apartment or house? And does this work?”

(Wellisz) agrees that the advancement of the digital era has weaknesses; in his view, some criticism raises major issues in the areas of cyberbullying and online pornography. As every action, phone conversation, and email leaves a digital trail that may be used by a nosy neighbor or an intrusive government, (Wellisz) says there are many who are concerned about the possible loss of privacy and harm to civil liberties. “Personal data is stolen by cybercriminals, who then use it to empty bank accounts or make unauthorized online credit card purchases (Wellisz, 2016).”

2.1.11. Evolving User Behaviors

Social media interaction has seen a major shift over time. Being active on social media has always been mostly about networking. However, there is a significant difference in how people with various objectives approach them based on their age group, social background, personality, vocations, etc. (Patra, 2021). User activity on social media can encompass a variety of online behaviors such as joining a group, making friends online, writing blog entries, like or commenting on them, and sharing material claims (Saeed & Ray, 2016). For a better understanding of the impact of changes in the digital landscape, Rajarshi claims that scientific works in this field are deepening to study the areas of digital user motivations, content consumption, psychology, sociology, and computer user behavior. Users have diverse usage patterns, depending on whether they are millennials, members of Gen X, Gen Y, or baby boomers (Rajarshi, 2022).

According to author Fisher, the dynamics of social network use are changing as the number of users rises, and Facebook's absolute dominance is waning. TikTok is currently

the most popular social network, with established platforms like Instagram witnessing a slowing in user growth (Fisher, 2023). Hubbard points out that people acquire many personas to blend in with the various social groups in which they find themselves. Social media also places unneeded stress and strain on people, which has an impact on their mental health (Cox, 2021). The user's conduct also varies from online scams; for instance, in recent years, scammers have stolen the Facebook accounts of users visiting other countries. Once a victim's account has been accessed, the scammer cunningly solicits assistance from the victim's friends to transfer money to the scammer's bank account (Cengiz, Kalem, & Boluk, 2022).

2.1.12. Societal and Regulatory Changes

Graphic violence, child sex exploitation, and the expression of hatred are all prohibited under social media networks' regulations. They may take down, block, or flag content as well as suspend or prohibit users who break these rules in accordance with Section 230. There is no standardized takedown procedure or tolerance level, though, nor is there a standardized standard for content moderation (Vanegas, 2022).

“Massive social media businesses have established themselves as industry leaders, giving them considerable power over what their users see or hear on a daily basis. We may be aware that a combination of human and algorithmic decision-making processes are used in the moderation and distribution of content, or in other words, the composition of user resources and the accessibility and visibility of content on social media; however, current practices generally offer very little in the way of transparency and essentially no recourse for specific users when their content is removed or reduced (ARTICLE 2518,19) transmitting by (Docquir, 2019).”

In the context of online conduct, Ghosh cites the case of former US President Donald Trump, who was punished by social media moguls by being permanently banned from Twitter and Facebook for posting false information. Gosh claimed that while many people welcomed this move, others saw it as an infringement on their right to free expression. However, the First Amendment only safeguards against individual speech being

silenced by the US government; it is quite legitimate for a private company to control users on its platform (Ghosh, 2021). According to Balkin, in order to effectively govern social media, you must first understand why you wish to do so. According to Balkin, a public realm cannot operate well without dependable institutions that are governed by ethical standards and accepted practices. The purpose of social media regulation is to provide social media firms with incentives to act as accountable and reliable organizations that will support the development of a thriving and healthy digital public sphere (Balkin, 2020). Kury claims that for years, policy experts and political officials have claimed that social media giants like Twitter and Facebook now have enormous influence over public debate and may use that influence to promote some ideas while suppressing others. Critics also charge businesses with neglecting to safeguard users' private information and downplaying the negative effects of social media use (Kury, 2022).

2.1.13. Intellectual Property Rights

Inventions in all fields of human endeavor, scientific discoveries, industrial designs, trademarks, service marks and commercial names and designations, protection from infringement, and performances by performing artists are all included in the definition of intellectual property, according to the (Handbook, WIPO Intellectual Property, 2004) which was signed on July 14, 1967. The goal of intellectual property law, according to is to safeguard those who create and produce intellectual goods and services by granting them specific, time-limited rights to manage how these products are used (Handbook, Wipo Intellectual Property, 2004).

”Despite the fact that the majority of social media platforms are focused on content sharing, it is asserted that social media content is rife with intellectual property (IP).Some of the material rights that are allegedly violated on social media include copyright, which safeguards images, videos, blogs, product models, music, and software, as well as trademarks and business logos that may not be used without the owner's consent. And design businesses increasingly conduct their business on social media by offering a variety of designs for sale. They also disclose protected intellectual property in their advertising and may be able to stop others from selling products with those designs on social media or through other channels (Law S. , 2023)”.

Additionally, according to Ahmad and Rao intellectual property rights cover patents, service models, designs, copyrights, trademarks, and trade secrets. A patent protects inventions, and it is said that this protection can lead to new methods, products, compositions of matter, and improvements in them. It is claimed that the primary goal of patent law is to promote innovation and the commercialization of technological advancements (Copyright Alliance, 2023). Trademarks are used to safeguard company names, logos, businesses, and even sounds. A trademark must have a distinguishing quality, according to (Gökçe , Durgun, & Kucuk) which means it must be able to distinguish the origin of a certain good from imitations. According to (Khurmi, 2021), trademark registration is one of the finest ways to safeguard your intellectual property in the form of a brand. Author said that registering a trademark is helpful in demonstrating the existence of a brand or visual identity that is utilized to set one's goods and services apart from competitors (Khillar, 2021).

It is said that trade secret law is intended to safeguard knowledge that is not generally known, and this includes information that the business makes an effort to keep private. The protection of software's source code is one example of how these safeguards are less comprehensive than copyright and patent law (UpCounsel). According to a section of the intellectual property law is also considered intellectual property, grants the exclusive owner or creator of a piece of work the right to produce copies, distribute it, or adapt it (Ager, 2022). Copyright protection continues for 50 years following the author's passing and that it applies to a variety of works, including books, paintings, recordings, graffiti, sheet music, and musical compositions (Ager, 2022). When discussing intellectual property (Ahmad Mir & Rao) brings up the difficulties facing IP rights in the social media age. This is because the global reach of social media platforms makes it difficult to apply and enforce IP laws in many nations. They claims that the concept of fair use is frequently applied to the usage of copyrighted works on social media, which can make it challenging for owners of intellectual property rights to exert control over how their material is utilized (Ahmad Mir & Rao, 2023). The author (Marrone, Stefanie M., 2023) contends that social media and intellectual property interact, and he lists certain best practices that any company should follow to use social media without unnecessarily endangering its intellectual property.

Credit appears to be given to the owner via social networks to prevent violating property rights. Clear corporate standards concerning what employees may and cannot publish on social media about work information are the best practices for trade secrets on social media, in (Marrone, Stefanie M., 2023) opinion.

2.1.14. Cyberbullying and Online Harrasment

Cyberbullying is reported as an aggressive, inten-tional act carried out by a group or individual, using electronic forms of contact, repeatedly and over time against a victim who cannot easily defend him or her-self (Smith et al., 2008) retrived by (Menecini & Nocentini, 2009). The word "cyberbullying" was first used in 1999. There is no universal agreement on what it means, however some definitions include using digital technology frequently to harass or inflict harm. Cyberbullying was defined by Patchin and Hinduja in 2006 as "intentional and repeated harm caused through the use of computers, cell phones, or other electronic devices." It was described as "the use of electronic communication technologies to harass others" by Kowalski et al. in 2014 retrived by (Kowalski, Robin; Donnerstein, Edward; Lin, Carolyn; Englander, Elisabeth Kandel, 2017, pp. 148-151).

It is asserted that the phrase "cyberbullying" is used to characterize the intentional use of the internet to annoy, harass, threaten, or embarrass. It may involve actions like spreading rumors, spreading viruses via email, making defamatory remarks about the victim online, harassing the victim in a live chat, sending the victim pornography or other intentionally offensive graphic material, impersonating the victim online and sending provocative messages, and sending negative messages directly to the victim (Safety, Canadian Centre for Occupational Health and, 2023). It is well-established that cyberbullying occurs often on social media platforms. This is because these platforms enable users to publish their opinions anonymously, which, according to studies, is the simplest method to turn them vicious or unpleasant. On social media, cyberbullying first takes place through text messages, which is made possible by messaging applications, and then it happens through online forums, chat rooms, and message boards. Email is another

method that individuals bully each other online, as are online gaming environments where a person might face threats or harassment while engaging in the game (Bergman, Attorney Matthew, 2023). According to the Council of Europe (2023), cyberbullying is seen to have a far bigger impact than traditional bullying since its offenders feel empowered by their anonymity and its targets have nowhere to hide. According to the Council of Europe (2023), "cyberstalking" is a phrase used to describe harassment and is thought to apply to the use of electronic tools to harass or stalk an individual, a group, or an organization. Then there is trolling, which is the act of agitating others by posting insulting statements in an online community or causing online dispute (Europe, Council of, 2023). Research made by (UNICEF, 2023), claims that cyberbullying has a variety of negative effects on victims, including emotional, physical, and mental health. Those who are emotionally impacted lose interest in the things they enjoy, feel humiliated, and become desperate, according to UNICEF. Additionally, indicators of physical bullying's impact on victims include difficulty sleeping, exhaustion, and eventually headaches or stomachaches. According to (UNICEF, 2023), the repercussions of bullying on a person's mental health include feelings of upsetness, embarrassment, stupidity, fear, and anger.

Why individuals engage in cyberbullying according to Cuncic (2022), some people bully in real life, and the internet gives them a chance to bully again. Cuncic (2022) claims that there are numerous reasons why bullying occurs, some of which include anonymity, the lack of a need for physical domination, prestige or popularity, and the victim's lack of response. As a result, the appeal is to refrain from acting in the same way when it comes to cyberbullying. Because anybody may now reach a large audience with their remarks on social media, it has played a particularly important role in the increase of online harassment and hatred (Keipi et al., 2017; Kilvington & Price, 2017; Klein, 2017) transmitting by (Celuch, Magdalena; Savela, Nina; Oksa, Reetta; Latikka, Rita; Oksanen, Atte, 2022). Online users who adopt public person as run the added danger of being subjected to hate speech and personal victimization in a situation where anyone may observe or even participate in the abuse (Sticca & Perren, 2013) transmitting by (Celuch, Magdalena; Savela, Nina; Oksa, Reetta; Latikka, Rita; Oksanen, Atte, 2022).

Spreading rumors, making fun of or humiliating others, harassing people because of their race, religion, sexual orientation, disability, or transgender identity, seeking vengeance or purposefully embarrassing someone online, engaging in inappropriate sexual behavior via text, email, or other electronic or social media, including using intimate images or recordings of another person, impersonating others, including through their online persona, and impersonating a living person are all examples of harassment (Durham University, n.d.).

3. Uses and Gratification Theory

The study of the results and usage of media and media content underwent a paradigm shift in the 1940s. This line of thinking in media research is credited to Herta Herzog and other scholars including Paul Lazarsfeld and Frank Stanton (Baran & Davis, 2012). Although Katz & Blumler (1974) created the phrase "Uses and Gratifications Theory," it has undergone numerous stages of development since then (Erzumah, Bellarmine A, 2013). The 1940s saw the birth of the uses and gratifications theory, which saw a resurgence in the 1970s and 1980s. The methodology has its roots in the functionalist paradigm of the social sciences. It describes how the media can be used to meet a person's social or psychological requirements (Blumer & Katz 1974) transmitting by (Oluwole, Adesoji, 2014). According to Lattimore et al. (2007), people utilize media for a variety of purposes, including enjoyment, environment scanning, distraction, replacement of interpersonal interactions, and assessment of one's own identity and values. However, Levy and Windahl (1984) argued that "individuals are differentially selective and goal directed at different times: before, during, and after exposure to media." Ruggiero (2000) suggests diversity of engagement and ritualistic or regular use (Egede, Andrew, 2013).

Katz (1959) first proposed the idea that the media has an immediate impact on large populations by focusing on "what people do with the media rather than what the media do to people." In communication research, the uses and gratifications perspective is a paradigm

that aids in identifying why individuals use mass media in the ways that they do (Katz, 1959; Klapper, 1963; Stafford, Stafford, & Schkade, 2004) transmitting by (Mehrad, Jafar; Tajer, Pegah, 2016). According to Uses and Gratification Theory, which has a functionalistic perspective on communications and media, the audience's wants and motives are the media's primary functions, when a result, contentment increases when these demands are more fully satisfied (Windahl, Signitzer, and Olson, 2008) transmitting by (Mehrad, Jafar; Tajer, Pegah, 2016).

The theory aims to provide an explanation for the questions of "Why do people use media and what do they use them for?" This theory contends that people intentionally select the media they consume and use it to meet their unique needs, which can include learning more, relaxing, making friends, seeking a distraction, or escaping their current circumstances (Severin & Tankard, 2000) retrieved by (Parveen, 2017). The U&G theory, which explains "why" specific media activity occurs, has been the most often used method when it comes to user behavior and motivation. According to Brandtzaeg and Heim (2009), users are perceived as goal-oriented and have justifications for using (and not using) a variety of media. Katz and other academics held that the U&G is predicated on the notion that users have specific motivations and reasons for choosing media and purposefully select a certain message source that best suits their own unique needs (Karimi, Khodabandelou, Ehsani, & Ahmad, 2014, pp. 53-72). According to the theory, consumers have a wide range of media possibilities to pick from, and each user will have different goals and motivations for choosing a particular medium (Katz, Blumer, & Gurevitch, 1974). When investigating the choosing of media, McQuail (1984) established the concept of "user taste," which claimed that users select the media based on personal tastes and motives and that media are merely a means to attain an end purpose (Karimi, Khodabandelou, Ehsani, & Ahmad, 2014, pp. 53-72).

Uses and gratifications, in particular, is a "audience-centered perspective that assumes media behavior is purposeful, goal-directed, and motivated, (b) people select media content to satisfy their needs or desires, (c) social and psychological dispositions mediate that behavior, and (d) the media compete with other forms of communication—or functional

alternatives—such as interpersonal interaction for selection, attention, and use (P. 129, Rubin et al., 2003) retrieved by (Hanson & Haridakis, 2008). According to (Kasirye, 2021), the theory acknowledges that people have a great deal of control over the media's influence on them and their judgment about what they want in a source of information. The uses and gratifications theory was also divided into many categories by theorists (Katz, Gurevitch, and Haas, 1973), including emotive, cognitive, personal, integrative, and tension-free requirements (Kasirye, 2021, s. 1-5).

3.1. Historical Background of Uses and Gratification Theory

The uses and gratifications approach can be studied historically in five distinct time periods: the 1940s, 1950s–1960s, 1970s, 1980s–1990s, and from the 2000s–present (Birsén, 2005: 27) retrieved by (Temel, 2013, pp. 4-103). The first stage of development, according to Mehrad and Tajer, started in the 1940s and consisted of descriptive studies with conceptual and methodological flaws. The majority of research conducted during this time focused on identifying the radio audience and contrasting it with those of print media. The popularity of UGT began to wane in the 1950s, and there were not many studies on the topic. In actuality, because mass media sought to alter people's behavior, academics of mass communication focused more of their attention in the 1940s and 1950s on methods connected to the influence of media on audiences than on uses and pleasures of media (Mehrad, Jafar; Tajer, Pegah, 2016). It is possible to trace the beginnings of uses and gratifications to Lasswell's (1948) model of who uses which media, how, and with what outcome. In order to formulate media demands and expectations within the uses and gratifications paradigm, Lasswell established three fundamental tasks of the mass media: observation of the environment, correlation of events, and transfer of social legacy (Papacharissi, 2010, pp. 137-152).

Early U&G studies date back to the 1940s, with work that examined reasons why people listened to radio formats, including quiz shows and soap operas (see Herzog, 1940, 1944; Lazarsfeld, 1940). These studies pointed out that the media can help fulfill several everyday needs, and led to an examination of media processes and effects from a functional

perspective (Blumler & Katz, 1974). Similar studies followed in the late 40s and 50s, in response to the appearance of television as a mass medium and eventually branched off to studies of media and politics (Blumler & McQuail, 1969) retrieved by (Papacharissi, 2010, pp. 137-152). In the 1950s and 1960s, it is acknowledged that there are differences among academics as to the precise origins of the approach; however, Katz and Foulkes (1962) envisioned the use of mass media as an escape. In contrast to what earlier researchers had done, Klapper (1963) stressed the significance of looking at the effects of use rather than just categorizing it (Ruggiero, 2000, pp. 3-37). According to Mendelsohn (1964), listening to the radio serves a variety of broad purposes, including offering company, bridging the day, altering mood, preventing loneliness or boredom, delivering important news and information, enabling vicariously participating in events, and promoting engagement. social. Race was first mentioned by Gerson (1966), who also stated that it was a significant factor in determining how teenagers would utilize the media (Ruggiero, 2000, pp. 3-37).

It was stated in the early 1970s that the audience selected the mass media based on its own tastes and choices, and that it is now necessary to describe how the public is affected by the mass media (McQuail and Windahl, 2010: 166–167) retrieved by (Temel, 2013). It was frequently stated in the research done during this time by Lundberg and Hulten that the audience played a major role in determining whether the communication process would take place or not (Erdoan and Alemdar, 1990: 110) retrieved by (Temel, 2013, pp. 4-103). Abraham Maslow proposed in 1970 that the Theory of Needs and Motivation was a subset of the Theory of Uses and Gratifications. His reasoning was founded on the idea that people actively try to satisfy their demands according to a hierarchy (Medacine, 2014).

Katz, Blumler, and Gurevitch (1974) organized and assessed the volume and state of USG research, and they stated that the following constitutes the theoretical basis of the perspective: the social and psychological roots of (2) needs, which lead to (0) expectations of (4) the mass media or other sources, which result in (5) different patterns of media exposure for engagement in other activities), leading to (6) need satisfactions and (2) their consequences, probably most of which are unintended retrieved by (Papacharissi, 2010, pp.

137-152). Rubin (1983), focusing on the 1980s and 1990s, stressed that gratification researchers created practical remedies to criticism. According to Rubin, studies are being duplicated and inflated, the methodology is being corrected, the results of various studies are being compared, and integrated communication and the use of media as a social phenomena are in danger (Ruggiero, 2000: 7) retrieved by (Özer, 2017, pp. 41-58). Due to changes in the media industries in the 1990s, research began to adapt to the new media environments. The increased usage of the internet and the pervasiveness of computer-based communication during this time period stimulated communication studies and research (Klç et al. 2013, 43) transmitting by (Aslan, pp. 41-63).

3.1.1. Key Concepts of Gratification Theory

Jay Blumler raised a number of intriguing concerns regarding the limitations of Uses and Gratification in measuring an engaged audience. "The question to be considered here is whether what was intended for the Theory of Uses and Gratifications has been an article of faith and whether it can now be transformed into an empirical question like: How to measure an active audience," he said. (1979; Blumler).

The types of activities that viewers were pursuing across various media were then suggested by Blumler transmitting by (Medacine, 2014, pp. 3-13).

Utility: "Using media to complete particular tasks".When people's prior motivations dictate how they utilize media, this is intentionality .

Selectivity: "Media use by audience members reflects their current interests.

Immunity to influence: "References how viewers construct their meaning from media content" (2014). Five fundamental presumptions created by Blumer, Katz, and Rossi and further developed by McQuail and others form the foundation of the uses and gratifications hypothesis (Littlejohn, 2021) transferred by (Drew, 2023).

"Active audience": A group of people who actively choose their media based on perceived objectives and use media to further those objectives (Drew, 2023).

"Knowing audience": People take the initiative to link their media choices to the satisfaction of their needs, demonstrating understanding of the possible advantages of their

chosen media and being less swayed by it. It highlights the value of individual judgment over media representation.

"Competition for attention": Since people have a variety of interests and needs that need to be satisfied, media must contend with other sources of gratification for the attention of their audience.

"Audience affects media producers": People who utilize media do so with specific objectives in mind and are aware of why they are choosing particular media content.

Cultural value judgments of media content are deferred to audience behaviors under the theory that "audience creates media value" since only the audience can determine the true value of the media information they consume based on their evaluations and choices (Littlejohn, 2021) transferred by (Drew, 2023).

According to (Shridharan, 2023), the theory of uses and gratifications assumes two things about media consumers: that they are interested in and driven by the media they choose. And that people are conscious of the factors influencing their selection of particular media. Media use is goal-directed, media is chosen with the expectation that it will satisfy particular needs and desires, media influence on behavior is filtered through social and psychological factors, the media compete with other forms of communication for an individual's attention, and people are typically in control of the media and therefore not particularly influenced by it, according to (Shridharan, 2023).

The idea of uses and gratifications is strengthened by several features of emerging technologies, particularly the internet, according to (Ruggiero, 2000). He claims that these traits include asynchronicity, demassification, and interaction (p. 5). The ability of users to switch, control, and govern the contents of exchanges and other types of communication while engaging in a shared activity with others is known as interactivity. This makes it possible for mutual information collecting and sharing. Demassification is additionally described by (Ruggiero, 2000) as "the ability of the media user to select from a wide menu" (p. 16). Last but not least, the capacity of a user to access media messages at any time instead than just at certain times is known as asynchronicity. Therefore, messages could be "staggered in time" (p. 16), making them accessible at a later date retrieved by (Shridharan, 2023).

3.1.2. Criticisms of Gratification Theory

The uses and gratifications approach is said to have a significant place in communication research, however both the theory and the methodology are subject to criticism. According to Mc Quail (1994), the approach hasn't produced many accurate forecasts or explanations of the causes behind media usage. Since it is true that a lot of media consumption is arbitrary and poorly motivated, it appears that the strategy works best when focusing on the particular media kinds where motivation may exist (Mc Quail, 1994) retrieved by (Open Textbook for Hong Kong, 2016). It is asserted that James Lull (2002) attacked the fundamental tenet that individuals turn to media to meet their needs, particularly to amuse themselves because the public does not always agree with the media's content (Gordon, Jason, 2022). According to Lull (2002), audiences do not always gain from utilizing media, they do not always engage in media consumption voluntarily and autonomously, and not all media are intended to bring pleasure or satisfy a demand for entertainment (Gordon, Jason, 2022).

Some detractors argue that uses and gratifications are too general to be regarded as a theory and that only one approach to media study ought to be taken into account. The idea downplays the significance of the media, which makes it possible to ignore how the media affects people, particularly unknowingly (Vinney, 2022). According to Bajracharya (2018), another critique of the theory is that it downplays the role of the media and dismisses its influence. Unconsciously influencing human desires and pleasures, doctrine. The audience is shown in the audience-centered paradigm as an active participant, albeit this may not always be the case (Bajracharya, 2018).

“Ien Ang, a scholar, also critiqued the ways in which pleasures are used and approached in three such aspects: Because it only takes into account the psychological joy that each individual gets from using media on their own, it is quite individualistic. Media usage's social context is frequently disregarded. This ignores the possibility that certain media usage may not even be voluntary; it might, for instance, be required of us (Bajracharya, 2018).”

Although UGT is still extensively employed in media research, Vinney (2022) has critiqued it for the way that it assumes that individuals can only consume the media that is readily

available to them. Today, when there are more media options than ever before, but not everyone has access to them all, this criticism can be even more relevant. According to Vinney (2022), UGT ignores the constraints and bounds of media messaging and how this can effect people by concentrating on the audience. The question of whether UGT is too general to be regarded as a theory has also been debated.

4. Ageing and the concept of elderly persons

Aging is a global phenomenon that started some 3.5 billion years ago with the emergence of life said (Harman, 2001). Aging is often viewed as a complex phenomenon that involves social, psychological, and physical changes. (Formiga, Francesc) claims that "Ageing is not a pathology; it is a fact of life". When Harwood brings up the idea of aging, he makes sure to underline that it's about a person's personal passage of time and the inescapable change in their chronological age from year to year. "While the phrase "aging" can be used to describe a series of physical declines, a change in family responsibilities (such as becoming a grandparent), a change in employment status (retirement), or forgetting where you put your keys, Harwood says he agrees with the first but disagrees with the second. He argues that although people can maintain their physical fitness, health, social life, and familiarity with the latest music, considering these traits as indicators of "youth" merely serves to perpetuate negative stereotypes about aging (Harwood, 2007, pp. 5-24)."

When discussing the concept of aging, the (Unpa & Health Age International) make a distinction between individual aging, which is the process of people getting older, and demographic aging, which is related to a "process where older individuals become a part proportionally greater than the total population" (Unpa & Health Age International, 2012). Chalise (2019) sees the aging process as an eternal process of growth and aging. According to her, we refer to the baby years as "growth and development," the adolescent and early adult years as "maturing," and the physical body starts to deteriorate and our functionality falls beyond the age of 30. Chalise refers to this process as "aging". Chalisestates that aging should be delineated or described as follows: "Growth

and development: When we were young, Maturation occurs during our adolescence and early adulthood, whereas aging occurs beyond the age of 30 (Chalise, 2019).”

Age is a typical way to quantify aging, an unavoidable process. As a convention, someone 65 years of age or beyond is sometimes referred to as "elderly" (Singh, 2014). The common word used for elderly people is “seniors”. It originates from Latin and designates elderly people (Abu-Assab, 2012, pp. 9-24). From an economic point of view, elderly people have been referred to by many different terms, such as: “silver ager”, “oldies”, “grumpies” (which refers to all grown up, mature people), “fifty plus”, “golden gray”, “uhus” (which is word play on “under hundred” and in German name for eagle owls), “woopies” (which means well-off older people), and “yollies” (which means old people living a life of leisure), (see, e.g., Artho 1996, p. 25; Meyer-Hentschel and Meyer-Hentschel 2004, p. 11; Gassmann and Reepmeyer 2006, p. 9) retrieved by (Abu-Assab, 2012, pp. 9-24). According to the (Unpa & Health Age International, 2012) social old age begins around the age of 65 in many industrialized nations, which is the age at which people are considered to be elderly. (Unpa & Health Age International) notes that the United Nations, which uses the age of 60 to refer to the elderly, modifies this reality. It is underlined that there is no exact definition of "old," since the term has varied connotations in various countries. Additionally, the definition of "old" is made more difficult by changes in the average lifespan of people (2012). Age is determined by average life expectancy, according to the 2020 report from the European Union Publications Office (2020).

While the World Health Organization (WHO) claims that older people in the developed economies of the world are often considered as those aged 65 and beyond, the United Nations (UN) indicated in World Population Aging 2019 that older people are typically described as those aged 60 or 65 years or older (Eurostat, 2020). Europeans refer to the elderly as being at least 65 years old and extremely old, which is defined as being 85 years or beyond. While the WHO claims that statistics on the transition from the workforce to retirement applies to adults 55 years of age or older (Eurostat, 2020).

The term "elderly" developed from the phrase "elder" (old age or late life) in the 10th century; derivatives included elder (grandfather) and elder (grandmother), and like old

man, were frequently used disparagingly (Ohio Department of Aging, 2021). While claiming that there are several ways to approach aging, (Chalise, 2019) asserts that in order to fully comprehend concerns around aging, we need wider eyes and perspectives. Chlaise (2019) categorizes the elderly into four groups; a) Young old: Year (65 to 74) b) Middle Old: Year (75 to 84) c) Old-Old: Years (85+) d) Centenarians (100+).

“The young-old category includes older persons between the ages of 65 and 84 (Ortman et al., 2014). Laslett (1989) referred to this time frame as the "third age" because it comes after childhood (the first age) and job and parenthood (the second age). According to Barnes (2011a), this age group includes those who have left the workforce and are between the ages of 80 and 85, when physical, emotional, and cognitive development are limited due to advancing age. Generally speaking, this time period is full of positive qualities and is known as the "golden years" of maturity (9.3: Age Categories in Late Adulthood, 2021).”

It's claimed that in comparison to older adults, this demographic tends to report higher levels of health and social well-being, according to the Centers for Disease Control in 2004. Of those in this age range, 41% say their health is excellent or very good (Lazzara, 2020). And this generation is more likely to be married and less likely to need long-term care, be dependent, or be poor. Living freely and working for enjoyment rather than financial gain (He et al., 2005) retrieved from (Lazzara, 2020). Only 3% of adults aged 65 to 74, according to the US Census of 2005, needed assistance with daily living skills, compared to around 22.9% of people over 85. Furthermore, it is asserted that compared to older people, this age group has a lower risk of developing heart disease, cancer, or a stroke (Defining Late Adulthood, 2020). Due to the higher prevalence of heart disease, cancer, and cerebrovascular illness in "The Old Old—75 to 84" age group, the mortality rates are double those of those in the 65-74 age range. Additionally, this age group is thought to have greater incidence of poverty. Physical limitations brought on by conditions like heart disease, hearing loss, and vision impairments are more severe (Defining Late Adulthood, 2020).

The oldest-old: This age bracket sometimes referred to as the "fourth age" of older adults sometimes includes those with more severe chronic illnesses. According to

projections, this age group will rise by more than 300% above its present levels and will be among the age groups with the highest growth rates globally (Nia, 2015b) transmitting by (Lazzara, 2020). According to certain reports, a significant portion of people in this age group—those who are 85 years and older—are highly unlikely to live outside of hospitals and are most likely to pass away there. Congestive heart failure, pneumonia, urinary tract infections, septicemia, strokes, and hip fractures were the leading causes of hospitalization among the elderly (Age Categories in Late Adulthood, 2020). Centenarians are people who have lived 100 years or more. They serve as an example of aging successfully. A semi-supercentenarian is someone who lives to be between 105 and 109 years old. Up to 0.5 percent of centenarians will reach supercentenarian age—living 110 years or beyond (Heshmati, 2021). Centenarians serve as role models for healthy aging, and we refer to the 15% of them who are still disease-free at 100 as "survivors." About 43% of the population are "delays," or those who did not experience an age-related ailment until they were 80 or older. The proportion of our participants who are "survivors"—those with clinically evident disease(s) before the age of 80—is around 42%.

4.1. Historical Perspective on Aging and the Elderly

Over time and across civilizations, cultural perceptions, social roles, and treatment of the old have changed said (Fiore) and according to her ageing has been conceived in a number of different ways. The mythology, religious rituals, literature, and laws of ancient Greece and China, as well as the state institutions of each civilization, make apparent their attitudes toward old age and the elderly. For instance, according to Fiore elder individuals were frequently valued for their knowledge and experience in earlier civilizations like ancient Greece and Rome. People in this era were able to hold key positions in society and were regarded as excellent sources of knowledge and wisdom because of these attributes. But always pointing out that not all social classes shared this viewpoint claims (Fiore). In contrast to ancient Greece, where the elderly were at least given respect to people by judging them by their features, Fiore claims that it is believed that this was completely

different for the Athenians, who did not respect the elderly or, more precisely, had less respect than the Spartans. It is also emphasized that in Athens in different situations the elderly were abused and the difference between generations caused problems and tensions.

China, the concept of old age was seen differently and this was not determined by age, but Confucianism had a direct influence on the way the elderly were seen in Eastern philosophy. Classical Confucianism is a prominent philosophical system of thought that has its origins in ancient China. Over hundreds of years, the school of thought arose and developed in ancient China, with key contributions to the philosophy coming from prominent sages such as Confucius and Mencius claims (Muyskens, 2020).

The founding principles of East Asian countries including China, Japan, Taiwan, and Korea were based on Confucianism. One must first understand Confucianism's core principles in order to fully appreciate its influences on social, personal, organizational, and political culture. According to (Ulaşan, 2022), the Confucian principles of "humanity, justice, harmony, courtesy, loyalty, honesty, and purity" speak for the significance of preserving social equality and the peaceful growth of the entire society. The four pillars of Confucian culture, in Ulaşan opinion, are "family culture," "culture of relative feelings," "culture of mutual exchange," and "collective tropism."

The Confucian doctrine of filial piety has an impact on how old Chinese, Japanese, and Koreans live, claims (Muyskens, 2020). According to Muyskens, China's new law on the rights of the elderly requires children to frequently go to visit their parents, regardless of how far apart their residences are from one another. Disobedient children may face punishments or even incarceration. The ethical dilemmas surrounding elder care are particularly noteworthy in the Asian context because to the historical significance and continued effect of the Confucian teachings in many Asian nations claims (Muyskens, 2020). According to the requirements of the (Asia, 2013) law on senior rights, children in China are expected to visit their parents often, regardless of how far away they may live. Disobedient kids might face fines or even jail time. After the ancient era, family members provided support and assistance to the elderly often in the Middle Ages. Persons without family might give their fortune to complete strangers in exchange for assistance and company. People in need who were deemed "deserving," such as orphans, employees,

widows, unmarried women, or hospital patients, are said to have received private and public alms claims (Laumonier, 2022).

There is a popular misconception that few people in the Middle Ages lived over the age of 40, according to (Mc Dermot, 2014), a researcher at the Australian National University (ANU). Despite being over 40 years old, the same medieval authors did not necessarily come off as elderly when writing on other topics or comedy. Those who are 60 or older have traditionally been free from military duty as well as other legal obligations like paying taxes or being required to work. Scholars of the nineteenth century, particularly in Western Europe and North America, assert that the social and economic environment underwent enormous changes after the Middle Ages (Shahar, pp. 313-341). Social scientists have noted that industrialized countries were gaining wealth, power, and stability. Although certain improvements were brought about by modernisation, not all of them were positive. Social gerontologists, researchers who study the social aspects of aging, have started to look at how these changes can impact how society sees aging (Shahar, pp. 313-341)

While talking about the period of the 1900s, the author Thane, emphasizes that even if pensions increased in many nations during the 1900s, for the most of the decade people still believed that growing older meant falling into poverty. According to Thane, in the past, elderly women were more likely than older males to be poor, though not all older people were. Many retirees receive paltry pensions, and their savings and possessions are eroding. Then continues to emphasize that it was commonly accepted both in popular and political discourse and among some scholars that families were not significant providers for the upkeep of elderly people in the contemporary, highly mobile civilizations of Europe, North America, and Australia (Thane, 2006).

4.1.1. Demographic Trends of Aging and the Elderly

For nations all throughout the world, demographic change and an aging population present substantial concerns. The World Health Organization (WHO) highlights how important it is for social and health systems to be equipped to handle

these difficulties. According to data published by this group, 80% of the elderly population (those 60 and over) will reside in low and middle-income nations by the year 2050. This suggests that nations with less resources and possibly underdeveloped health care systems will be forced to shoulder an unfair share of the burden of the aging population. According to the WHO (2022), the global population of persons 60 and over surpassed that of children under the age of five in 2020. Additionally, it is predicted that there will be twice as many seniors during the next three decades. The WHO (2022) predicts that by 2050, one in six persons would be 60 years of age or older.

The US population is aging, as the Rural Health Information Center (2019) points out in the article. According to RHIhub (2019) in the US, there are more than 46 million adults aged 65 and over as of 2023 and by 2050, this figure is projected to reach about 90 million. The number of seniors is expected to increase by approximately 18 million between 2020 and 2030, when the last baby boomers turn 65. According to projections provided by RHIhub (2019), "1 in 5 Americans will be 65 or older by 2030." Based on information from the 2010 census, this statistic shows the proportion of people over 65 by county. They assert that because rural individuals are often older than those in urban areas, the issue of aging is particularly important in rural communities. "Rural areas are also home to a disproportionate number of older people. Rural areas were home to 25% of all individuals aged 65 and over in 2010 (Hub, 2019).

In its World Social Report on the demographics of the elderly, the United Nations, an intergovernmental organization, has noted that by 2023, the number of individuals 65 and older and those 80 and older is anticipated to double globally. According to UN predictions, 1 in 10 people worldwide were 65 or older in 2021, and 1 in 6 people worldwide will fall into this age group by the year 2050. According to a United Nations (2023) assessment, North Africa, West Asia, and sub-Saharan Africa would have the fastest increases in the population of elderly people over the ensuing three decades. They assert, however, that when Europe and North America are joined, there are the most elder citizens. The United Nations Population Division projects that over the next three decades, the number of people 65 and older will double. According to Statista, Asia is leading this trend,

with Hong Kong, South Korea, and Japan predicted to have the highest percentages of people 65 and older by 2050.

According to (Richter, Felix, 2023), author at Statista, while Japan is well known for having an aging population and was already at the top of the list for 2022, other Asian economies are currently undergoing a dramatic change as a result of life expectancy increases that have accelerated over the past few decades and are still occurring. According to Richter (2023), by 2050, almost 40% of the populations of Hong Kong, South Korea, and Japan are predicted to be 65 or older, which is a significant increase from the low 20% proportion of elderly people currently found in highly industrialized regions. The Population Reference Bureau (2023) notes that some of the world's oldest populations are found in Asia and Europe. Even in 2023, Japan will still be in the lead with the oldest population in the world (28%), followed by Italy (23%), Greece, Finland, and Portugal, all of which have an aging population of around 22%. According to the (PRB, 2023), the oldest region in the world is comprised of the Southern European nations of Croatia, Greece, Italy, Malta, Portugal, Serbia, Slovenia, and Spain, with 21% of the population being 65 years of age or older. Aged people make up 12% of the population in China, 16% in the USA, 6% in India, and 3% in Nigeria, among other nations with huge populations (PRB, 2023). The population of the European Union has been gradually increasing for more than 50 years, according to the most recent data from the European Commission (2023), which was published in February 2023. From 354.5 million in 1960 to 446.8 million on January 1, 2022, the population of the 27 current EU members increased by 92.3 million. According to the EC (2023), population growth has recently slowed and has stopped during the COVID-19 pandemic. The combination of increased mortality, decreased net migration, and fewer births has caused this to occur. EC (2023) predicts that the population of the EU will continue to increase, albeit slowly, until 2029, after which point it will gradually start to drop. However, it is anticipated that in the upcoming years, the population of several EU member states would begin to drop. By 2030, this phenomena, for instance, is likely to have an effect on Romania, Latvia, Lithuania, Hungary, Poland, Bulgaria, Greece, Croatia, and Italy. The (Commission, 2023) predicts that some nations will experience population growth throughout the same time span, however. They include Denmark, Ireland, Cyprus, Luxembourg, Malta, and Sweden. The rate of population decline varies between EC and

between regions within nations. According to the poll, rural areas were losing more citizens due to natural changes and adding fewer people through migration than regions that are primarily urban. Inadequate infrastructure, low productivity, restricted access to public services like health care and education, as well as evidence of the waning allure of rural areas as places to live and work, are all associated with these demographic trends

4.1.2. Psychological and Physical changes with aging

It is highlighted that psychological consequences can lower a person's quality of life and that some people may experience anxiety, worry, or sadness as a result of the many psychological effects that develop with aging (Zubair, 2022). And one of the most prevalent impacts of aging is depression, but she also says that personal and social variables have a role in this phenomenon. Zubair emphasizes that one of the factors that can contribute to depression is being abandoned by friends and relatives. Sometimes the origin of mental health issues is life experiences, while other times it is changes in brain chemistry that affect mood or personality. “Diminished executive functioning, cognitive alterations, longer reaction times, decreased dopamine, greater self-awareness, health anxiety, grieving, and loss are the psychological impacts of aging that are most frequently experienced (Donohue, 2023).” According to the American Psychological Association, visual changes in elderly people lead to issues including reduced reading speeds, difficulties reading small text in low light, and trouble driving at night. The proportion of elderly persons who require activities rises daily as they become older. Between the ages of 65 and 74, less than one-fifth of older persons require assistance with activities of daily life like eating or bathing (American Psychological Association, 2021).

According to Adarsh, when bone ages, it loses calcium and other minerals, becomes brittle, and bone density declines. In general, when the fluid called synovial fluid that sits between joints and muscles is lost, so is flexibility (Adarsh, 2023). Aging causes a slowing of the digestive and swallowing reflexes. The esophagus may become less strongly contracted, making swallowing more challenging. There may also be a decrease in the flow of digestive fluids in the pancreas, liver, stomach, and small intestines. The

ability of the kidneys to remove waste from the circulation might decline. Numerous medical problems can cause urinary incontinence. Urinary incontinence can be caused by a variety of conditions, including changes in hormone levels in women and enlarged prostates in males (Johnson, 2022).

4.1.3. Physiological changes, Changes in nervous system

Neurological system is mostly responsible for everything you think, say, do, and feel. It manages intricate functions including movement, cognition, and memory. Additionally, it is crucial for bodily functions like breathing, blushing, and blinking that occur automatically (Cleveland Clinic , 2022). According to Levin, age-related alterations in memory refer to the typical, small reduction in brain function that happens as people age. As they get older, the elderly experience memory challenges. Levin gives the example of an elderly person who has trouble remembering where they put their car keys, or who has trouble remembering the name of a neighbor, or even how to use a computer program. These instances are typically referred to as "mild cognitive impairment," however that this is an ill-defined term that is used to characterize mental function abnormalities that are not severe enough to interfere with daily functioning (Amarya, Singh & Sabharwal, 2018). According to Maiese, brain function begins to diminish after a specific age that varies from person to person. If there are no underlying neurological or vascular conditions, intellectual performance and the capacity for information processing are often retained. The amount of brain nerve cells that can be lost varies substantially from person to person and is dependent on the individual's health. An average 20% reduction in blood flow to the brain has been reported (Maiese, 2022).

Uncontrolled diabetes, high cholesterol, and high blood pressure can all hasten the deterioration of brain function that comes with aging. As opposed to persons who experience age-related memory changes, "memories are actually lost, not just gradually regained." And that according to Levin, those who suffer from minor cognitive impairment have trouble recalling recent talks and may overlook crucial meetings or social gatherings, but they typically remember the past (Amarya, Singh , & Sabharwal, 2018). Dementia is

defined as the loss of cognitive function, which includes thinking, remembering, learning, and reasoning, behavioral skills, to the extent that it interferes with a person's quality of life and activities, according to the National Institute on Aging, which asserts that dementia is not a normal part of aging. According to the NIH (2020), personality changes, memory loss, issues with language ability, visual perception, or attentiveness are all indications of dementia. And Alzheimer's disease is the most prevalent type of dementia among adults over 65.

4.1.4. Cognition changes

Beginning in the early 60s, a slight general accuracy reduction is shown that doesn't change quickly, although sustained attention is good in healthy older persons. The decrease of cognitive function and errors are common among the elderly (Amarya, Singh, & Sabharwal, 2017). Brownstein claims that as we become older, our brains change. Memory, recall, problem-solving and multitasking skills, attention span, and neuronal shrinkage and communication alterations are all impacted (Brownstein, 2022). Long-term memory diminishes less with age, whereas short-term memory varies more with age. Age-related cognitive changes including decreased response times and diminished problem-solving abilities are common. As technology ages, it takes longer to encode, store, and retrieve information (American Psychological Association, 2021). Belbase and Sanzenbacher have made the basic definition of knowledge emphasizing that "the act or process of knowing" points out two aspects of cognitive ability: "1) having knowledge; and 2) acquiring knowledge". Belbase and Sanzenbacher state that knowledge is frequently referred to as "crystallized intelligence" and the capacity to digest new information as "fluid intelligence". The brain begins to lose matter as a person ages, but this process speeds up as they approach the end of their lives, according to (Belbase & Sanzenbacher, 2016, pp. 1-11).

"Reaction time slows down, working memory weakens, and other aspects of fluid intelligence start to wane on average in a person's 30s or 40s, with severe reductions in fluid intelligence being widespread. people are in their 50s and 60s by that point. However, among those without cognitive impairment, crystallized intelligence tends to rise or remain stable into the 70s and 80s (Belbase & Sanzenbacher, 2016, s. 1-11).

4.1.5. Memory

Harada, Natelson Love, and Triebel note that a change in memory is one of the most prevalent cognitive complaints among adults. Age-related memory changes, according to the authors (s. 737-752), may be correlated with slowed processing speed, decreased capacity for ignoring unnecessary information, and decreased utilization of learning and memory-enhancing techniques. Declarative and non-declarative memories are divided into two categories by the authors (Harada, Natelson Love, & Triebel, 2013), while non-declarative (implicit) memory is the other primary type of memory, declarative or explicit memory is the conscious remembering of facts and experiences (s. 737-752). According to (Kernisan, 2022), who discusses how memory changes as we age, older individuals are good at preserving the memories and information they have learned during their lives, but the issue is that older people take longer to retrieve them. Also she claims that many parts of memory deteriorate with age and fall under the category of "decline of working memory," which she defines as the time when seniors may struggle greatly with problem-solving or debating difficult options. The "episodic memory decline" category, which can cause individuals to forget recent events, is another one according to (Kernisan, 2022). Additionally, "prospective memory" loss, which makes individuals forget what they were expected to perform, is another category of memory loss. Cognitive decline is a common aspect of the aging process. According to (Robinson, 2023), this term refers to "disturbances or difficulties with thinking, memory, concentration, and other functions of a person's brain beyond that which is usually expected due to aging" in older adults. Robinson claims that this idea is also referred to as cognitive impairment, which can be either temporary or permanent and manifest itself either gradually or suddenly in elderly people.

4.1.6. Processing speed

Processing speed, working memory capacity, suppression of unrelated external stimuli, and sensory deficits are proximal elements (many serial cognitive processes) that

contribute to cognitive decline. The afflicted people's and their caregivers' quality of life is under jeopardy (Amarya, Singh , & Sabharwal, Ageing Process and Physiological Changes, 2018). Age-related differences in processing speed can be caused by a variety of factors, including overall health, cognitive ability, and personal preferences. However, it is generally acknowledged that as we age, our processing speed tends to slow down (Holdnack , Prifitera, Lawrence , & Saklofske). According to (Horning & Davis, 2012), processing speed drastically decreases with age, and elderly people, in addition to young people, require more time to perform a duty or work. Memory, decision-making, and other cognitive skills are undoubtedly impacted when an individual's ability to process information is slowed (s. 44-52). (Eckert, 2011) emphasizes that as people age, the brain changes that may have an impact on cognitive processes, including how quickly information is processed in response to feedback. According to Eckert (2011), processing speed is often evaluated using timed tasks that require a person to do them as rapidly as feasible. (Ferreira , et al., 2017), a decline in cognitive processing speed as we age is a normal occurrence and is related to changes in the brain's white matter that take place as we age.

“Processing speed is the ability to identify, discriminate, integrate, make a decision about information, and to respond to visual and verbal information (Holdnack , Prifitera, Lawrence , & Saklofske , 2016, s. 373-413).”

4.1.7. Emotional changes in old age

Older adults deal with bereavement and life transitions in different ways. Selvaraj argues that emotions are crucial to every human being from conception to death. Aging has an impact on emotion regulation as well as memory, experiences, and perception. Some of the emotional changes that occur as people age include “loneliness, denial, stubbornness, selective memory, bitterness, anxiety, regression and reminiscence (Selvaraj, 2023).” The two basic categories of emotional functions are emotional acts and emotional experiences. Emotional actions might be brief or ongoing. Moods are the collective name for persistent emotional states and actions (Trifilio, Williamson, & Heilman, 2020, pp. 127-139). After being processed, emotional inputs cause subjective, physiological, and behavioral reactions. Notably, people strive to manage their emotions and how they experience and express them,

whether consciously or unconsciously, in addition to passively observing others' emotional ups and downs (Scheibe & Carstensen, 2010, pp. 135-144).

According to authors Charles and Carstensen, elderly adults frequently concentrate on factual rather than emotional information when asked to recollect a series of incidents. Cognitive psychologists have long regarded the emotional components of information as a bothersome variable, useless data that only makes it into memory as a result of inhibition breakdowns (Charles & Carstensen, 2010, pp. 383-409). Mikels and Young claims that, some of the most recent theories about emotion and aging provide integrative viewpoints. For instance, older individuals may feel several distinct emotions (such as rage vs. melancholy) from an evolutionary functional theory. Other viewpoints take into account how various evaluation processes could alter as adults, such as variations in how control over oneself versus control over others is evaluated for young versus older individuals (Mikels & Young, 2018, pp.1-23). Additionally, a variety of specialists hold the view that people who experience happy emotions and fulfilling relationships live longer. Vernimmen claims that higher cardiovascular health and reduced cortisol levels are both associated with psychological well-being. With age, emotion control gets better (Vernimmen, 2021).

4.1.8. Executive functions

“High-level cognitive processes known as executive functions (EF) involve planning, initiating, altering, monitoring, and inhibiting behaviors (Diamond, 2013, s. 135-168).” According to (Schneider, et al., 2008) executive functions are understood as a set of processes involved in the control and regulation of simple cognitive actions, as well as goal-directed and future- oriented behaviors. It is a multidimensional construct, and can be understood as having four components, namely, volition, planning, purposive action and effective performance (Schneider, et al., 2008, pp. 183-189). While it is true that executive dysfunction frequently coexists with memory dysfunction, according to (Heerema, 2022) it is also possible to have executive dysfunction without having memory issues. Herema (2022) claims that the ability to dress, eat oneself, bathe, and do other activities of daily

living have all been linked to impairments in executive functioning. Ferguson, Brunson, and Bradford (2021) note that EFs start to develop from infancy, with the foundational skills needed for EFs appearing before the age of three and more specialized skills developing during the early years of life. According to certain theories, each element of EF matures at a distinct age and develops during childhood and adolescence at its own rate claimed (Ferguson, Brunson, & Bradford , 2021).

4.1.9. Language

Language according to Harada, Natelson Love, and Triebel (2013), is a sophisticated realm of cognition made up of both fluid and crystallized cognitive processes. The writers make the point that even as time goes on, linguistic knowledge and proficiency, as well as communicative vocabulary, do not alter and even advance. According to (Harada, Natelson Love, & Triebel, 2013) the naming of the visual confrontation is what changes, and this implies that at the age of 70, the capacity to recognize and name objects decreases with age. Despite highlighting the language challenges brought on by aging, Baghel, Singh, Srivas, and Thakur (2017) contend that aging only delays processing under typical circumstances rather than having a significant negative impact on speech and language. Additionally, aging slows down the brain recovery process, which can impair the temporal accuracy of sensory function, slow down neural timing, limit neural response, and make it more difficult to register auditory changes during speaking claims (Baghel, Singh, Srivas, & Thakur, 2017).

4.1.10. Sensory changes with age

As people age, their sensory abilities deteriorate, necessitating the use of perceptual aids (such glasses and hearing devices). Due to changes in the flexibility of the lens, older persons often experience a deterioration in visual acuity, which in turn affects their ability to focus on close objects (presbyopia) and adjust to light. The capacity to perceive speech in loud environments, decreased brain processing of acoustic information, and poor sound

localization are all common symptoms of hearing loss, which is another age-related condition (Cavazzana, et. al, 2018). Environmental causes, many of which become obvious when people reach their 70s, are the main source of impairment to the senses. Although studies indicates that healthy lifestyle choices, such as regular exercise, diet, and nutrition, have a substantial impact on aging, genetics are still known to influence lifespan and optimum aging (Brotherson & Kemmet, 2022). Pathological processes in the sensory system, comprising visual, auditory, olfactory, gustatory, and somatosensory functioning, typically coexist with physiological aging. Presbyopia, cataracts, and presbycusis are three examples of age-related alterations (Umahara, Hanyu, & Iwamoto, 2013).

4.1.11. Vision

When light is processed by your eye and translated by your brain, you experience vision. It is said that as people age, all eye structures alter. Eye damage could not be seen as the cornea becomes less sensitive. Your pupils may be one-third the size they were when you were 20 by the time you are 60. Cataracts form when the lens becomes yellow, loses some of its flexibility, and starts to seem slightly clouded. Eyes sink into their sockets when the fat pads that cushion them recede. The ability of the ocular muscles to completely rotate the eye decreases (Medline Plus, n.d.). With aging it is noted that changes are also seen such as loss of ability to see closely, difficulty distinguishing colors such as blue from black, taking longer to adjust to changing light levels (Aging and Your Eyes, n.d.). Peripheral vision gets worse as we age. To gaze to the sides, a person might need to turn their head. Older adults frequently struggle to focus on close things, although glasses can help with this issue. Additionally, when the lens yellows with age, the perception of color changes. Blue and green are harder to see than red, yellow, and orange. This is why materials with warmer tones may appeal to elderly individuals more (Gove & Smith , 2005, pp. 2-7).

4.1.12. Hearing

“The gradual loss of hearing in both ears is known as age-related hearing loss (or presbycusis). It is a typical issue brought on by age. Hearing loss affects one in three

persons over 65. Some people are first unaware of the change in hearing due to the gradual adjustment. Most frequently, it impairs one's capacity to hear loud noises like a telephone ringing or a microwave beeping (Presbycusis, 2023). According to (Sidhu, 2019), when people age, they may not be able to hear noises as clearly, and some people also experience other sounds, such as ringing or periodic humming, which they refer to as "ringing in ears." There are instruments to improve this situation, such as hearing aid technology and implant devices that enhance the voice and are generally risk-free, according to (Sidhu, 2019) who claims that these changes can produce negative health impacts like isolation, cognitive impairment, and sadness. The majority of hearing aids on the market today are computer-programmed to match the specifics of each person's hearing loss and filter out annoying background noises. A cochlear implant may be a possibility if hearing aids are no longer helpful (Bednarczyk, 2022).

4.1.13. Effects of ageing on smell and taste

Boyce and Shone (2006) found that the sense of smell is frequently taken for granted, up until it deteriorates, and that as people get older, their capacity to recognize different odors declines. "The olfactory bulb's fiber count and olfactory receptor count both drastically decline with aging, as is well known. In addition to a general decline in the central nervous system, losses of the bulb may be attributable to the loss of sensory cells in the olfactory mucosa (Boyce & Shone, 2006, pp. 239-241). Boyce and Shone (2006) further stress that aging-related olfactory impairment is linked to an increase in receptor cell death. Siewe (2016) claims that a person's sense of smell can affect their safety, personal hygiene, and enjoyment of life. The dangers of consuming contaminated food or failing to react to smoke or gas leaks can be increased for older people who have lost their sense of smell. And few people in their 70s, 80s, and 90s can discriminate scents, and even fewer can do so accurately, according to some researchers (Siewe, 2016).

According to Kemmet and Brotherson (2021), a lot of individuals are unaware of the connection between one's sense of smell and taste. They assert that sensory loss in taste and smell can result in other health issues in older people. "At the age of 30, each of the tiny

protuberances (known as papillae) on the tongue contains 245 taste buds. Around 88 taste buds remain in the body after age 70. Slow changes occur in taste perception (Brotherson & Kemmet, 2021).” Kemmet and Brotherson (2021) observe that the sweet and salty tastes vary with age or, in their opinion, the regular spice may seem moderate to older individuals. Older persons may stop eating due to a lack of flavor, which may indirectly result in poor nutrition. The sense of smell, according to authors (2021), is crucial for taste as well as for spotting danger indications like smoke, gas leaks, and rotting food. They contend that the ability to smell damaged food is just as crucial.

4.1.14. Touch

One of the first obvious symptoms of aging in sensory perception systems is a reduction in sensitivity, or the capacity to detect stimuli close to the threshold. Pressure sensitivity and vibrotactile detection are two types of sensitivity that have been specifically researched in relation to aging claims (Tremblay & Master, 2015). According to (Baker, 2021) the touch receptors in the skin alter or grow less sensitive as we age, and it becomes thinner and less elastic. This lessens one's susceptibility to discomfort, pressure, heat, and vibration. The sensation of touch can also be significantly impacted by poor circulation, medical conditions, and some drugs said (Baker, 2021). The authors (Amarya, Singh , & Sabharwal, 2018) claims that balance, hand grip strength, and basic motor abilities are all impacted by a loss of touch. “Studies have revealed that mechanoreceptor (a sense organ or cell that responds to mechanical stimuli such as touch or sound) and muscle spindle (sensory receptors within the muscle that primarily detect changes in this muscle's length) functions decline with age, further interfering with balance (Amarya, Singh , & Sabharwal, 2018).”

4.1.15. Social Issues and Challenges of Aging

The authors (Rehman & Mohyuddin, 2015) emphasize that as people get older, they frequently run into a variety of social issues and difficulties that can have an impact on their quality of life and general wellbeing. According to Rehman and Mohyuddin social isolation

is one of the prevalent aging-related social problems. Due to circumstances such as the death of a spouse or close friend, retirement, physical limitations, or living apart from family, older persons may experience increasing social isolation. The authors define social isolation as the loss or absence of communication or collaboration between individuals, groups, or civilizations, which frequently results in open confrontation. Also they believe that the change in a person's lifestyle and family structure has an impact on the social isolation of the elderly, further underlining the causes of social isolation.

Isolation categorize into two categories, emotional isolation and social isolation. The absence of emotional connections with others in the setting of emotional isolation, and they conceptualize both social and emotional isolation as the absence of a loved one in the life of the individual (Püllüm & Akyıl , 2017, pp. 158-163)

The Centers for Disease Control and Prevention (2020) emphasize the negative effects that social isolation can have on the elderly. According to them, social isolation raises a person's risk of dying early from any cause, a risk that can be comparable to smoking, obesity, and inactivity. The Centers for Disease Control and Prevention (2020) reports that social isolation was linked to a 50% increase in the risk of dementia in its findings from 2021. A 29% greater risk of heart disease and a 32% increased risk of stroke were shown to be associated with poor social ties characterized by social isolation or loneliness. According to all available evidence, social isolation increases a senior's risk for high blood pressure, heart disease, obesity, weakened immune systems, anxiety, depression, cognitive decline, Alzheimer's disease, and even death, write (Garcia & Jordan, 2022). The Suicide Prevention Resource Center (2020) emphasizes that loneliness is a subjective concept that is related to discomfort or negative feelings brought on by having unsatisfactory social relationships. Additionally, it highlights the fact that elderly persons sometimes have fewer social connections than their younger counterparts. According to SPRC (2020), a major cause frequently linked to suicide is a lack of belonging, which includes loneliness. However, the primary barrier against depression and suicide is social support.

4.1.16. Ageism and Stereotype

Even while aging is seen as a unique, multifaceted process, the author (Dionigi, 2015) claims that stereotypes about it are nonetheless becoming increasingly prevalent, particularly in Western countries. According to Dionigi (2015), stereotypes are pervasive in a variety of social circumstances and have a significant impact on how people develop as individuals. Age stereotypes, according to the authors (Mandal & Balodi, 2014) are distinct from aging since stereotypes can represent both positive and negative ideas, whereas aging is typically seen negatively. Ageism is a discriminatory attitude that, according to (Mandal & Balodi), encompasses not only beliefs about one group but also attitudes and dispositions that are directed at that group and its members.

Ageism's definitions and ideas have evolved over time. Robert Butler, a pioneer in the study of aging, gave the phrase its first official definition. Ageism was the term Butler coined to characterize "prejudice by one age group against another age group" (Butler 1969, p. 243) retrieved by (Ayalon & Römer, 2018, pp. 1-11).

Because the middle-aged group is responsible for the welfare of the younger and older age groups, who are viewed as dependent, Butler concluded that ageism represents discrimination by the middle-aged group against the younger and older groups in society. He examined the connections between ageism and other forms of discrimination and disempowerment and linked the negative impacts of ageism to those of racism or discrimination based on social class (Butler 1969) retrieved by (Ayalon & Römer, 2018, pp. 1-10)

The term "ageism" refers to two concepts: a socially constructed way of thinking about older persons based on negative attitudes and stereotypes about aging and a tendency to structure society based on an assumption that everyone is young, thereby failing to respond appropriately to the real needs of older persons (Understanding Age Stereotypes and Ageism , pp. 176-187). (Rid, 21) think that ageism is a stereotype that societies agree to deal with far more readily than racism and sexism. (Rid) to The Help Guide highlights the fact that ageism is institutionalized in institutions and that practitioners in the field of mental health may receive less training on how to work with senior patients. In addition, 78 percent of older workers had either seen or experienced age discrimination at work, according to a 2020 survey published by Help Guide. The (Ontario Human Rights Commission, n.d.)

underlines that, unlike other forms of discrimination that exist in society, prejudice against the elderly also has a psychological, social, and economic impact. The OHRC also claims that barriers and issues are created for the elderly due to stereotypes about their age in relation to disability, religion, culture, language, sexual orientation, race, and ethnicity.

Age discrimination, which can be direct or indirect in form, is common in settings where older individuals can be excluded from or refused access to a good, service, or treatment claims (Swift, Abrams, Lemont, & Drury, 2017). According to them (pp. 195-231), indirect age discrimination, on the other hand, occurs when a custom, policy, established practice, or procedure shared by a group or organization places someone at a disadvantage because of their age (Centre for Policy on Ageing, 2009). And direct age discrimination occurs when one person treats another less favorably because of their age (pp. 195-231). An accepted stereotype of older persons by (2020) is that they are frail and have sharply deteriorated cognitive capacities. The cognitive function of older persons may suffer as a result. According to (Barber, Hamel, Ketcham, Lui, & Ketcham, 2020), when older persons are subjected to unfavorable age-based assessments of their memory skills, they frequently don't fare better on cognitive tests. The Good Care Group (2023) has mentioned some of the positive and negative stereotypes that refer to the elderly. According to them, the positive stereotype about aging is, "the kind grandfather or the wise matriarch". However, especially in Western culture, most of these stereotypes are negative. Research published in The Wall Street Journal (2023) mentioned that some of the negative stereotypes about the elderly are memory loss, unable to drive, serious illness, sexually inactive, depression or sadness, unnecessary, lonely, problems paying bills, being a burden .

Preconceptions about the elderly are prevalent in popular culture and can be seen in TV shows, movies, and jokes. While many studies, including those by (Anderson J. , 2018), show the opposite to be true and that the elderly are the happiest age group, she claims that some of the "myths" about the elderly include that "aging is depressing" and that it "makes older people sadder." This bothers them because "people think that aging is depressing and that it makes older people sadder," he claims. The idea that "aging makes you unproductive" is another fallacy, according to (Anderson J. , 2018), even though it is nevertheless a social

norm. Anderson points out that 24% of senior persons report being engaged, according to a Bureau of Labor Statistics analysis. The stigma associated with talking about older people's romantic and sexual relationships has contributed to the myth that they lack sex. According to Anderson, this misconception is problematic because it can lead to older individuals experiencing confusing emotions or unwarranted guilt over their sexuality. However, research has shown that sexual activity and satisfaction do not decline with age (Anderson J. , 2018).

4.1.17. Elder Abuse

Simply put, elder abuse is when someone in a position of trust, authority, or responsibility to care for the elderly behaves inappropriately against them. According to (Gholipour, Khalili, & Abbasian, 2020), elder abuse comprises physical, sexual, financial, psychological, and self-neglect in addition to rights violations, invasions of privacy, and refusals to participate in decision-making. According to the National Center on Elder Abuse in America (1998), abuse is any deliberate or inadvertent action by a caregiver that results in significant suffering or injury to an elderly person and may include physical, sexual, emotional, financial, abandonment, and self-neglect (pp. 140-145). According to the Centers for Disease Control and Prevention (2020), common forms of elder abuse include: Physical abuse encompasses acts like hitting, kicking, pushing, slapping, and burning and occurs when an older person sustains illness, suffering, damage, functional impairment, discomfort, or death as a consequence of the purposeful use of physical force (pp. 1-2). According to CDC (2020) any forced or undesired sexual activity with an older adult constitutes sexual abuse. Attempting or stopping unwanted sexual contact, penetration, or non-contact activities like sexual harassment are examples of this. Verbal or nonverbal actions that make an older adult feel anxious, mentally uncomfortable, afraid, or distressed are referred to as emotional or psychological abuse. Embarrassment or disrespect, verbal and nonverbal threats, harassment, and social or geographical isolation are a few examples. Failure to provide for an adult's basic requirements is referred to as neglect. Food, water, shelter,

clothing, personal hygiene, and basic medical care are among these needs (Centers for Disease Control and Prevention, 2020, pp. 1-2).

Financial abuse refers to the improper, unauthorized, or unlawful use of an elderly person's funds, benefits, possessions, or assets for someone other than the elderly person. Numerous risk and protective variables are linked to elder abuse. These risk variables do not, however, guarantee that violence will occur. Elder abuse can be avoided by employing a public health strategy that addresses risk and protective factors for various forms of violence. (Centers for Disease Control and Prevention, 2020, pp. 1-2)

Elder abuse affects people from all socioeconomic categories, cultures, races, and nationalities, according to the National Council on Aging (2022). They also contend that family members are the ones that mistreat the elderly the majority of the time, which occurs at home. Further emphasis (2022) is placed on the fact that older people who are frail, lonely, or unhappy, as well as those who are physically or mentally sick, are particularly vulnerable to abuse. Even those who are not at danger due to these more evident risk factors may encounter abusive people and situations. Domestic elder abuse, as defined by HealthLink BC (2021), typically takes place at a nursing facility or the home of the caregiver. The abuser is frequently a family member, close friend, or employee. Institutional abuse, defined by HealthLink BC (2021) as abuse that takes place in a residential home (such as a nursing home), nursing home, or assisted living facility, is the second category. A financial or legal obligation to look after the elder exists for the abuser. Self-neglect, which is behavior by an older adult that jeopardizes his or her health or safety, is included in the third category. When an elderly person neglects to take care of his or her own needs for food, water, clothes, shelter, personal cleanliness, medication, and safety precautions, this is known as self-neglect (Canada, 2021).

4.1.18. Digital Divide and Access to Technology

The use of digital technology has practically permeated every part of our life. Its application has extended to include providing jobs, work-related information, and public

services. Additionally, it has been acknowledged that the use of digital technology can help close social gaps, promote and support social inclusion, and improve people's quality of life (Bruner et al., 2017) quotes by (Bozek, Sadler, Tran, & Zhao, 2022). The difference between people who have access to contemporary information and communication technologies and those who do not is known as the "digital divide" claimed by (Steele, 2022). Not everybody, though, has access to this technology. The term "digital divide" refers to the widening gap between privileged and disadvantaged members of society, particularly the poor, rural, elderly, and disabled populations who lack access to computers and the Internet, and the wealthy, middle-class, and young people who do. These groups typically live in urban and suburban areas (The Digital Divide, n.d.). According to Terrell Hanna (2021), the term "digital divide" referred primarily to the gap between people who have access to and don't have access to telephones well before the start of the 20th century. However (Hanna, 2021) particularly broadband, the word began to be used to characterize the gap between individuals with and without access to the Internet after the late 1990s.

The digital gap, according to (Hafisah, Hassan, Hartini, & Daud, 2016), is a process that has gotten more complicated over time. Originally, the issue was between those who could afford to buy and use computers and the Internet and those who couldn't due to the high cost of computers. Hafisah, Hassan, Hartini and Daud (2016) point out that many community access or telecenters are now readily available, giving many individuals simple access to computers and the Internet. There are other kinds of digital divisions than the ones between the population, rural versus urban areas, and males versus women, according to Kiara Taylor. According to Taylor, the access divide is more pervasive and refers to socioeconomic differences between people and how these affect their capacity to buy the necessary technology to access the internet. Many people in underdeveloped nations have insufficient access to technology or the Internet and are unable to use it effectively. According to Taylor, the distribution of use describes the variation in the level of abilities that people possess. The young or the educated have a greater capacity to utilize the Internet. The Quality of Use Gap, which refers to the various ways that individuals use the Internet and the fact that some people are considerably better able to access the information they need from it than others, is Taylor's (2022) third division.

According to (Mc Donough, 2016) the elderly are on the wrong side of the digital divide because younger people use the Internet more than older people do. People who don't utilize the Internet are more likely to become alienated and disadvantaged as it gets increasingly incorporated into daily life, says (Mc Donough). He claims that the digital gap has an impact on senior traits like lesser computer literacy, technophobia, a lack of perceived use, and physical and cognitive limitations. According to (Muller & Vasconcelos, 2022), it is necessary to widen the gaps and disparities that are already there as well as to consider the negative effects when measuring the digital divide. According to them, social and economic inequality is a result of digital exclusion. Milena Head makes the observation that the elderly were particularly affected by the digital divide during the COVID-19 epidemic and that in order to retain their networks, the elderly needed to adopt technology as rapidly as possible (Head, 2022). According to (Head), cybercrime has substantially escalated throughout the epidemic and has disproportionately impacted this age group. According to author Head (2022), the impairments in eyesight, motor skills, and short-term memory that come with advancing age have an impact on how this population uses technology. In light of the rise in older Internet users over the past ten years, health psychologist (Wilson, 2020) has recognized some of the challenges that the elderly encounter when utilizing technology. Wilson who considers himself to be a beginning in technology and not technologically inclined, observes a decline in the self-confidence of the elderly as they use social media. Some of the hurdles that seem to them are the dread of doing something incorrectly, the fear of privacy, the dislike of other people's communication style, physical impediments that arise while reading, or very small buttons.

5. Findings and Interpretation

In this part of the study, quantitative method was employed to gather comprehensive insights into the social media usage habits of elderly individuals in Serbia.

The quantitative method of data collection involved the administration of semi-structured questionnaires. These questionnaires were designed to gather structured and measurable data

from a larger sample of elderly participants. The questionnaires likely included closed-ended questions with predefined response options related to various aspects of social media usage, such as frequency of use, preferred platforms, motivations, and gratifications sought. The data collected through questionnaires were analyzed using statistical techniques to derive quantitative findings.

5.1. Reliability Statistics- Cronbach's Alpha coefficient

Case Processing Summary			
		N	%
Cases	Valid	391	100.0
	Excluded ^a	0	.0
	Total	391	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.624	10

The Case Processing Summary indicates that there were 391 valid cases included in the data analysis, with no cases excluded based on the variables used in the procedure. This means that all participants' responses were considered in the analysis. The Reliability Statistics table shows the Cronbach's Alpha coefficient, which measures the internal consistency and reliability of the questionnaire items. In this case, the Cronbach's Alpha coefficient is .624, indicating a moderate level of internal consistency among the 10 items included in the analysis.

5.1.1. The distribution of gender among a sample population

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	186	47.6	47.6	47.6
Female	203	51.9	51.9	99.5
Prefer not to say	2	.5	.5	100.0
Total	391	100.0	100.0	

5.1.1. The distribution of gender among a sample population

According to the statistics, women made up 51.9% of the sample population while males made up 47.6%. This demonstrates that the sample has a good balance of the two sexes, with women having a little greater percentage. This may imply that both men and women actively consume media, and that their tastes may be impacted by elements connected to their gender identity. The Theory of Uses and Gratifications allows for the analysis of gender-based differences in people's media preferences. For instance, the idea contends that people look for media material that meets their wants and preferences. In this situation, media outlets and content producers can modify their offers to meet the preferences and passions of both genders. According to the data, a small fraction of people (0.5%) choose not to state their gender. The idea contends that people could look for media that mirror their identities and experiences since representation is a key component of media content.

5.1.2. The distribution of age groups within a given sample population

	Frequency	Percent	Valid Percent	Cumulative Percent
65-74	357	91.3%	91.3%	91.3%
75-84	29	7.4%	7.4%	98.7%
85-99	5	1.3%	1.3%	100.0%
Total	391	100.0 %	100.0 %	100.0%

One demographic variable that has a big impact on media use and media pleasure is age. According to our study's statistics, 91.3% of the sample population is between the ages of 65 and 74. This indicates that this age range is well-represented in the sample and is a key demographic in terms of media consumption. According to theory, people in this age group

may choose media content that corresponds with their unique needs and interests, which may be different from those in other age groups. 7.4% of the sample is composed of people between the ages of 75 and 84. This age group is a little bit smaller than the 65–74 age group. According to the notion, people in this age range could have various media consuming habits and reasons. They could go to media, for instance, for company, amusement, or knowledge pertinent to their stage of life. The findings indicate that, with a share of 1.3%, the 85 to 99 age group is the smallest in the sample. This implies that people in this age range could have particular media requirements and preferences. According to theory, elderly people may turn to media for cognitive stimulation, nostalgic purposes, or to maintain relationships to their family and communities.

5.1.3. The distribution of current marital status within a given sample population

Current marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Single	21	5.4	5.4	5.4
	Married	270	69.1	69.1	74.4
	Widowed	78	19.9	19.9	94.4
	Divorced	22	5.6	5.6	100.0
	Total	391	100.0	100.0	

5.1.3. The distribution of current marital status within a given sample population.

One demographic characteristic that might affect media consumption habits and media gratifications is marital status. According to the data gathered for the survey, 69.1% of the sample population said that they were married. According to the hypothesis, married people may look for media material for a variety of reasons, including enjoyment, knowledge exchange with their spouse, family-friendly content, or assistance with relationship-related concerns. Media companies and content producers should think about creating material that appeals to married people's interests and wants. 5.4% of the sample consisted only of single people. According to the Uses and Gratifications Theory, single people may use media for socializing, personal amusement, or to get knowledge and

guidance on dating and relationships. This demographic may be targeted with information that focuses on personal empowerment, lifestyle decisions, and dating experiences. In the sample, 19.9% of people claimed to be widowed. According to the hypothesis, bereaved people might find friendship, emotional support, and knowledge pertinent to their stage of life through the media. Their requirements for coping with bereavement, locating social support, and partaking in leisure activities can be met by media content.

5.1.4. The distribution of education levels within a given sample population

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School or below	73	18.7	18.7	18.7
	High School	181	46.3	46.3	65.0
	College	94	24.0	24.0	89.0
	University	43	11.0	11.0	100.0
	Total	391	100.0	100.0	

5.1.4. The distribution of education levels within a given sample population.

To further understand how various levels of education may affect media consumption and information seeking behavior, we examine the distribution of educational attainment among the sample population within the context of the uses and gratifications hypothesis. According to the sample's findings, 18.7% of people only have an elementary education. People with only a primary education or less may have less access to formal education, which might have an impact on how they use the media. To escape their everyday routines, they could turn to media like television shows, radio shows, and social media for enjoyment and distraction. In addition, since face-to-face encounters may be scarcer for this group, they may utilize media to form social bonds and connect with their local community.

Since secondary education is the most common educational level in the sample (46.3%), those who have it are probably to have a wider range of media demands and

preferences. They may utilize media for a variety of things, including keeping up with current affairs, looking for informative and amusing information, and maintaining social relationships. This group's information and communication requirements may be best served by social media platforms and news websites. College Education is comprised of (24.0%), those with college degrees are more likely to have enhanced their ability to think critically and to seek out knowledge. They can keep up with current events, receive in-depth analysis, and participate in intellectual debates by using the media. Additionally, they could look for specialized media content that relates to their professions or areas of interest. University Education is comprised of (11.0%), people with university degrees are more likely to have advanced analytical and critical thinking abilities, which enable them to interact with the media in a more astute manner. They have access to specialized material such as academic studies and articles through the media. They could also be drawn to media outlets that promote networking and scholarly discourse.

The idea contends that people, irrespective of their degree of knowledge, may have a variety of wants and gratifications when consuming media. A person with only an elementary education, for instance, can nevertheless be interested in instructional information or use social media for pleasure.

5.1.5. Social Media Platform Usage by Gender

Social Media Gender Crosstabulation						
Which social media platforms do you use?			Gender			Total
			Male	Famle	Prefer not to say	
Facebook	Count		168	185	2	355
	% within Gender		90.3%	91.1%	100.0%	
Twitter	Count		26	27	0	53
	% within Gender		14.0%	13.3%	0.0%	
Instagram	Count		112	136	0	248
	% within Gender		60.2%	67.0%	0.0%	
Linkedin	Count		4	5	0	9
	% within Gender		2.2%	2.5%	0.0%	
TikTok	Count		18	28	0	46
	% within Gender		9.7%	13.8%	0.0%	
Youtube	Count		73	76	0	149

		% within Gender	39.2%	37.4%	0.0%	
Total		Count	186	203	2	391

5.1.5. "Social Media Platform Usage by Gender"

Both sexes exhibit high levels of Facebook usage, with 90.3% of men and 91.1% of women in each gender category accessing the social media site. The popularity of Facebook among people of both sexes implies that people use it for a variety of things, including keeping in touch with friends and family, sharing updates, and consuming news and entertainment material. By enabling users to connect, participate in conversations, and post updates, the platform fosters social interactions and satisfies social needs. Through likes and comments on their postings, users may look for social validation in order to satisfy their needs for acclaim and self-worth.

Twitter is used less often than Facebook, with 14.0% of men and 13.3% of women in each gender category using it. Real-time updates, news distribution, and interaction with public personalities and influencers are what make Twitter so appealing. The findings imply that Twitter can draw users looking for succinct and current information. Twitter is used less often generally than Facebook, though, which may mean that a smaller percentage of the sample group finds its unique gratifications there. By connecting with well-known individuals and influential figures, users may increase their visibility and impact.

Instagram users are more likely to be female (67.0%) than male (60.2%), according to the data. This is consistent with the platform's renown for visual content and its appeal to younger audiences. Instagram users who are looking for visual stimulation, freedom of expression, and social validation through likes and comments may be drawn to the platform because of its emphasis on photographs and videos. The platform's appeal to female users may be explained by the prominence of material related to fashion, beauty, lifestyle, and influencers. LinkedIn has a low utilization percentage across the board, with 2.2% of men and 2.5% of women utilizing the network respectively. The main uses of LinkedIn are for job hunting, professional networking, and industry-related material. It's possible from the low usage rates that the sample group does not prioritize LinkedIn as their main social networking site for work-related objectives.

According to TikTok, there are more female users (13.8%) than male users (9.7%). TikTok's short-form films, entertainment value, and viral challenges are what fuel its appeal.

The findings imply that females could be more drawn to the entertaining and innovative material on the site. The lower usage rate among men may reflect their weaker interest in the platform's content or their use of alternative social media platforms to meet their requirements, depending on the sample group.

Within each gender category, YouTube usage is rather evenly split between men (39.2%) and women (37.4%). The allure of YouTube is its wide variety of material, which includes anything from entertainment and lifestyle vlogs to instructive videos. The platform's popularity across genders suggests that people may utilize it for a variety of activities, including education, enjoyment, and locating specialized material.

5.1.6. Social Media Platform Usage by Age

			Age		
			65-74	75-84	85-99
Facebook	Count	336	18	1	
	% within Age	94.1%	62.1%	20.0%	
Twitter	Count	52	1	0	
	% within Age	14.6%	3.4%	0.0%	
Instagram	Count	245	3	0	
	% within Age	68.6%	10.3%	0.0%	
Linkedin	Count	8	0	1	
	% within Age	2.2%	0.0%	20.0%	
TikTok	Count	45	1	0	
	% within Age	12.6%	3.4%	0.0%	
Youtube	Count	131	13	5	
	% within Age	36.7%	44.8%	100.0%	
Total		Count	357	29	5

5.1.6. "Social Media Platform Usage by Age"

Facebook is the social network with strong usage across all age categories, with the 65 to 74 age group using it the most (94.1%). This demonstrates that people in this age range appreciate using Facebook to communicate with loved ones, share updates, and access material. The dwindling percentages in the 75–84 and 85–99 age brackets may indicate that

older people are starting to like using Facebook less. This might be because they prefer alternative means of communication or are less willing to adopt new technology. All age groups use Twitter at relatively modest rates, with 14.6% of users aged 65 to 74 making up the majority. According to UGT, this may suggest that people in this age bracket who are seeking for news, rapid information, or want to engage in discussion may find Twitter's distinctive features—such as real-time updates and character limits—more appealing. The fact that the 75–84 age group and the 85–99 age group seldom ever use Twitter suggests that these older age groups may not find its format and content to be sufficient or appropriate for their requirements. The 65–74 age group uses Instagram at a pretty high rate (68.6%), suggesting that people in this demographic appreciate visual material, sharing photographs, and interacting with others through images. With the overall trend of declining interaction with newer, more visually stimulating social media platforms as people age, the 75–84 age group's lower usage (10.3%) is consistent. The fact that those aged 85 to 99 don't use Instagram furthers the notion that this platform could not suit their wants and tastes. All age groups use LinkedIn at a pretty modest rate, although people aged 65 to 74 use it the most frequently. This may imply that older people prefer conventional means of job hunting and making professional relationships or that they may not like professional networking as much on social media sites. The lone user in the 85–99 age range claimed that although he does not use it personally, he occasionally accesses it by accident after his daughter-in-law had accessed it for work.

The platform's reputation for appealing to younger audiences and featuring entertainment-oriented material is consistent with TikTok's comparatively low use across all age categories. The age group 65–74 had the greatest use rate (12.6%), which may mean that some people in this demographic love the platform's short-form videos and original material. The low usage in the 75–84 age range and the lack of use in the 85–99 age group, however, suggest that TikTok's attraction declines even more as people become older. All age groups use YouTube at a moderate to high rate, with the 85 to 99 year old age group having the greatest usage (100.0%). The platform's appeal across all age groups indicates that people of all ages love watching and sharing films that address a variety of interests and needs. The

high usage among older age groups might mean that YouTube is an important source of information and pleasure for this demographic.

Based on the results, we can emphasize that age plays a significant role in influencing how people use social media, with younger people being more willing to experiment with different platforms while older people tending to favor more well-known ones like Facebook, Instagram, and YouTube.

5.1.7. Social Media Platform Usage by Marrital Status

Social Media Marital Status Crosstabulation						
		Current marital status				Total
		Single	Married	Widowed	Divorced	
Facebook	Count	20	247	67	21	355
	% within Marital_Status	95.2%	91.5%	85.9%	95.5%	
Twitter	Count	4	33	8	8	53
	% within Marital_Status	19.0%	12.2%	10.3%	36.4%	
Instagram	Count	15	171	43	19	248
	% within Marital_Status	71.4%	63.3%	55.1%	86.4%	
Linkedin	Count	0	7	1	1	9
	% within Marital_Status	0.0%	2.6%	1.3%	4.5%	
TikTok	Count	4	30	8	4	46
	% within Marital_Status	19.0%	11.1%	10.3%	18.2%	
Youtube	Count	9	100	31	9	149
	% within Marital_Status	42.9%	37.0%	39.7%	40.9%	
Total	Count	21	270	78	22	391

5.1.7. "Social Media Platform Usage by Marrital Status"

With high use rates ranging from 85.9% among widowed people to 95.5% among divorcees, Facebook is widely used across all marital status categories. The same usage rates across groups of people with different marital statuses indicate that people in all categories like using Facebook as a medium for social interaction and content exchange. However, it's important to note that the majority of Facebook users are divorced people, which may mean that this group, particularly at a time of life change, finds particular joy in maintaining social ties and interactions through Facebook.

Of all the social media networks analyzed, Twitter has the lowest total use and the fewest users. Interestingly, divorced people account for the greatest proportion of Twitter users (36.4%), much more than any other marital status category. This shows that divorced people could like short-form material, public dialogues, and real-time Twitter updates as a method to get knowledge, connect with others going through similar experiences, or simply for fun. However, married people use Twitter at the lowest rate (12.2%), suggesting that Twitter may not be as appealing to people in this demographic for their social media requirements.

Instagram is widely used across all marital status categories, with divorcees accounting for the majority of users (86.4%). This shows that people who have gone through divorce can like utilizing Instagram's visual platform to express their creativity and engage with other people through visual material. Regardless of marital status, the relatively high usage rates across all demographics show that Instagram satisfies a variety of needs for creative expression and visual communication.

In terms of total utilization, LinkedIn is the least used of all the social networking sites analyzed. It's interesting to note that the largest user percentage (4.5%) belongs to the divorced population, whereas usage rates for other marital status categories are quite low. This shows that those who have recently divorced can find fulfillment in utilizing LinkedIn for business networking and job searching, possibly as they navigate their post-divorce career trajectories. The general low utilization across all groups suggests that, for the majority of people in our sample, LinkedIn's rewards might not be as significant or alluring. Compared to other platforms, TikTok has a relatively low overall utilization rate. The majority of TikTok users (19.0%) are single people, indicating that this demographic enjoys the app's entertaining videos and other material. Indicating that the gratifications provided

by this platform may not be as firmly in line with the preferences of people in this particular sample, TikTok usage rates are usually lower across all marital status categories.

YouTube is heavily used by people of all marital statuses, with single people accounting for the largest percentage of users (42.9%). This implies that single people may enjoy YouTube's wide variety of video material, which caters to their varied interests and requirements. The relatively high usage rates across all demographics show that YouTube appeals to users of all marital situations by providing opportunities for enjoyment, learning, and information exchange.

5.1.8. Social Media Platform Usage by Education Level

Social Media Education Level Crosstabulation							
			Education Level				Total
			Primary School or below	High School	College	University	
Facebook	Count		57	162	93	43	355
	% within Education_Level		78.1%	89.5%	98.9%	100.0%	
Twitter	Count		0	6	18	29	53
	% within Education_Level		0.0%	3.3%	19.1%	67.4%	
Instagram	Count		17	111	78	42	248
	% within Education_Level		23.3%	61.3%	83.0%	97.7%	
Linkedin	Count		2	2	5	0	9
	% within Education_Level		2.7%	1.1%	5.3%	0.0%	
TikTok	Count		2	18	24	2	46
	% within Education_Level		2.7%	9.9%	25.5%	4.7%	
Youtube	Count		41	61	23	24	149
	% within Education_Level		56.2%	33.7%	24.5%	55.8%	
Total	Count		73	181	94	43	391

5.1.8. "Social Media Platform Usage by Education Level"

The crosstab results shed light on how people with various educational backgrounds seek fulfillment from utilizing various social media platforms in the context of the Uses and Gratifications Theory. In our situation, Facebook is extensively utilized across all educational levels, with College and University users using it the most (98.9% and 100%, respectively). Even those with only an elementary education or less exhibit a sizable rate of utilization (78.1%). This implies that Facebook provides various gratifications for people with various educational backgrounds. Regardless of formal schooling, it provides a platform for social interactions, content exchange, and maintaining relationships.

Twitter has the biggest percentage of users in the University category (67.4%), while having the lowest total use. Due to its real-time updates and content style, Twitter may specifically appeal to those with higher levels of education, as seen by the comparatively low use percentages for the high school (3.3%) and college (19.1%) categories. Twitter may not suit the interests or needs of those with less formal education, as seen by the absence of users in the elementary school age bracket or lower. All educational levels utilize Instagram to a fair extent, with college students accounting for the largest percentage of users (83%). This demonstrates that a variety of people, even those with lesser levels of education, find Instagram's visual content and picture sharing functions to be appealing. The relatively high usage rates across all demographics demonstrate Instagram's capacity to satisfy the pleasures connected to creative expression, social connection, and visual communication.

All educational levels have relatively low LinkedIn usage. The College group has the highest user prevalence (5.3%), while the Elementary School or Lower and High School groups have lower user prevalences (2.7% each). The paucity of LinkedIn users in the University category raises the possibility that this site may be predominantly used by those looking to network professionally and further their careers, which is more in line with higher education levels. In comparison to other platforms, TikTok's use is quite modest. The College category had the largest amount of users (25.5%), suggesting that TikTok's short videos and entertainment-oriented material may be more appealing to younger people or those with lesser levels of knowledge. TikTok may not be as popular among people with

higher levels of education, as seen by the low usage percentages for the high school (9.9%) and university (4.7%) categories

5.1.9. Frequency of Social Media Platform Usage

How frequently do you use social media platforms?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Multiple times a day	329	84.1	84.1	84.1
	Once a day	42	10.7	10.7	94.9
	Few times a week	2	.5	.5	95.4
	Once a week	15	3.8	3.8	99.2
	Rarely	3	.8	.8	100.0
	Total	391	100.0	100.0	

5.1.9. "Frequency of Social Media Platform Usage".

Frequency study of social media use sheds light on how members of the sample group infer satisfaction from utilizing social media platforms within the context of the uses and gratifications theory. The majority of the sample group (84.1%) claimed to use social networking sites often or multiple times a day. This shows that the majority of the sample's participants use social media platforms as part of their daily routines and frequently look to them for satisfaction. This group of users is more likely to use social media for a range of activities, such as maintaining relationships with loved ones, consuming material, and participating in online groups. 10.7% of the sample group said they used social networking sites "once a day". This group is made up of people who regularly access social media but may not use it as often as the first group. People in this group may use social media for certain goals, such as keeping up with news or events or checking in on their social network.

Among the sample group, just 0.5% acknowledged using social media "a few times a week." People who use social media less regularly or for specific goals, such as keeping up with hobbies or events, are likely to make up this category. 3.8% of the study group views

social networking sites once every week, on average. This group includes users who log onto social media at least once a week, potentially for less regular conversations or content consumption. Only 0.8% of the sample group stated that they "rarely" utilized social media platforms. This group is probably made up of people who only sometimes or on exceptional occasions utilize social media and have little need or interest in it.

5.1.10. Frequency of Social Media Platform Usage by Gender

	Male	Female	Prefer not to say
Multiple times a day	153	174	2
Once a day	22	20	0
Few times a week	1	1	0
Once a week	8	7	0
Rarely	2	1	0

5.1.10. "Frequency of Social Media Platform Usage by Gender"

Both men and women actively use social media, with somewhat more women than men falling under the "Many times a day" group. This demonstrates how social media platforms are used by people of both sexes to satisfy various demands and pleasures in their everyday lives. Females' propensity to utilize social media for information seeking and social contact may explain why they use it more frequently than males in the "Many times a day" category. It's possible that women are more likely than men to use social media to interact and communicate with their friends and keep up with news, events, and trends. The almost equal percentages of men and women who fall under the Once a Day group indicate that both sexes utilize social media sites for amusement and pleasure. This could involve surfing the web to view movies, read articles, or have fun. No discernible gender differences in less frequent use: There are no gender differences in the categories of "a few times a week," "once a week," and "rarely." This might mean that social media platforms aren't as commonly used by men and women for specific purposes like light information searching or casual social contact.

It is challenging to make particular inferences regarding the social media usage habits of the "Prefer not to say" group because of the low presence of this group across a number of categories. It is crucial to take into account the potential motivations behind respondents' decisions to withhold their gender, since these choices may be influenced by how they see and interact with social media.

5.1.11. Frequency of Social Media Platform Usage by Age

How frequently do you use social media platforms? Age Crosstabulation					
		Age			Total
		60-70	75-84	85-99	
	Multiple times a day	323	6	0	329
	Once a day	27	15	0	42
	Few times a week	1	0	1	2
	Once a week	6	8	1	15
	Rarely	0	0	3	3
Total		357	29	5	391

5.1.11. "Frequency of Social Media Platform Usage by Age"

Most survey participants across all age categories said they use social media "Multiple Times a Day." This demonstrates how social media has been broadly embraced and how it is used often by people of all ages. The large percentage of people across all age groups who use social media "Multiple Times a Day" implies that these platforms are significant for social interaction and information searching. These age groups of seniors may utilize social media to interact with online communities, stay in touch with friends and family, and obtain news and current events. The fact that so few people use social media "Once a day" suggests that some respondents, across all age categories, utilize these sites for amusement and leisure. They can interact with media like videos, articles, and other forms of amusement and solace. All age groups have a low prevalence in the categories "A few times a week", "Once a week", and "Rarely". This might mean that a minority of people in

the 60–99 age group use social media less regularly, possibly for very particular things like infrequent social contacts or casually monitoring the news.

5.1.12. Frequency of Social Media Platform Usage byMarrital Status

How frequently do you use social media platforms? Current marital status Crosstabulation						
		Current marital status				Total
		Single	Married	Widowed	Divorced	
How frequently do you use social media platforms?	Multiple times a day	16	238	56	19	329
	Once a day	5	23	12	2	42
	Few times a week	0	1	1	0	2
	Once a week	0	8	6	1	15
	Rarely	0	0	3	0	3
Total		21	270	78	22	391

5.1.12. "Frequency of Social Media Platform Usage byMarrital Status"

The most responders (238) who use social media "Multiple times a day" are married people. This shows that married people use social media platforms more frequently than other groups to communicate and keep in touch with their spouses, family, and friends. They could find enjoyment in interacting with others, sustaining bonds with others, and exchanging knowledge within their social networks. There are a sizable number of responders in this category for the group of widows (56) as well, suggesting that social media may be a useful tool for individuals who may have lost their spouses or are connected for social engagement and communication. The married group has the largest representation (23), in the "Once a day" category. This shows that married people continue to use social media for contact and daily updates, much like the "Multiple times a day" group. The group of widows (12) also exhibits substantial utilization, supporting the notion that social media may serve as a platform for social interaction and the alleviation of loneliness for people who may have endured the death of a spouse.

5.1.13. Frequency of Social Media Platform Usage by Education Level

		Education Level				Total
		Primary School or below	High School	College	University	
How frequently do you use social media platforms?	Multiple times a day	50	156	81	42	329
	Once a day	12	17	12	1	42
	Few times a week	1	0	1	0	2
	Once a week	7	8	0	0	15
	Rarely	3	0	0	0	3
Total		73	181	94	43	391

5.1.13. "Frequency of Social Media Platform Usage by Education Level"

The "High School" category has the most responders who use social media "Many times a day" (156), followed by the "College" group (81). This shows that those who have completed high school or who have completed college are more likely to use social media often throughout the day. The fact that the "Elementary school or below" group (50) exhibits high usage in this category suggests that even those with less education see social media as a common medium for communication and entertainment. The "High school" group has the most participants (17) in the "Once a day" category. This suggests that those with a secondary education are more likely to use social media once a day for a variety of reasons, including keeping up with current events and maintaining connections with others.

There are about equal numbers of responses in the "College" (12) and "Elementary School or Below" (12) categories in this category, indicating that people from different educational levels utilize social media for daily interactions and information requests. The fact that there is just one answer from the "College" group in the "A few times a week" category is noteworthy and may be a sign that members of this demographic don't utilize social media very frequently.

In conclusion, the cross-section indicates that people of all educational levels often utilize social media sites. The majority of users in the "Many times a day" and "Once a day"

categories are in higher education levels, such as high school and college, demonstrating the significance of social media for communication and information seeking for these groups.

5.1.14. Average Daily Time Spent on Social Media Platforms

How much time do you typically spend on social media platforms per day?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	1	81	20.7	20.9	20.9
	2	129	33.0	33.2	54.1
	3	94	24.0	24.2	78.4
	4	60	15.3	15.5	93.8
	5	19	4.9	4.9	98.7
	6	3	.8	.8	99.5
	7	2	.5	.5	100.0
	Total	388	99.2	100.0	

The sample group's members' daily time on social media platforms may be analyzed to get a better understanding of how they use and enjoy social media. 20.7% of the sample's population spends around an hour every day on social media. This group could use social media briefly, possibly for fast updates, to check alerts, or to communicate with others briefly. The majority of the sample group (33.0%) claimed to use social media for about two hours per day. This shows that the majority of the sample's users spend a fair amount of time on social media, maybe for a variety of content consumption, social interactions, and engagement. A little over 24.0% of the sample's population uses social media every day for about three hours. This demographic is more likely to use social media for longer periods of time, maybe combining it with content intake, social connections, and topical awareness. 15.3% of the sample's population uses social media every day for about 4 hours. This group of people is made up of those who frequently use social media, maybe for a number of reasons such news, entertainment, and socializing. 5, 6, or 7 hours a day are spent on social media by smaller percentages of the sample population (4.9%, 0.8%, and 0.5%,

respectively). These populations could rely extensively on social media for amusement, networking, and possibly for job and perhaps for work or educational purposes.

The findings reveal a wide range in the sample population's daily usage of social media sites. The majority use social media for roughly 2 hours every day, indicating this is a typical usage pattern. Social connections, information consumption, entertainment, keeping up to date, and professional or educational pursuits are just a few of the ways people enjoy using social media. According to the Uses and Gratifications Theory's tenets, people choose and actively utilize social media to fulfill their unique wants and goals, which is reflected in the varied amounts of time spent there.

5.1.15. Perceived Importance of Social Media in Daily Life

How important is social media in your daily life?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	44	11.3	11.3	11.3
	Not important	91	23.3	23.3	34.5
	Important	138	35.3	35.3	69.8
	Very important	71	18.2	18.2	88.0
	Extremely important	47	12.0	12.0	100.0
	Total	391	100.0	100.0	

5.1.15. "Perceived Importance of Social Media in Daily Life"

The significance analysis reveals how individuals in the sample group see and fulfill themselves through the usage of social media, and how essential social media is to them in the context of UGT. A total of 34.6% of the sample group said that social media has no impact on their everyday life (23.3%) or has no impact at all (11.3%). This group might not find social media use to be very enjoyable or valuable in their daily lives. Outside of social media sites, they could have other sources of entertainment, knowledge, or social connection. 35.3 percent of the sample group said that social media is crucial to their everyday life. This shows that a sizable number of the sample's participants actively utilize

social media to fulfill a variety of wants and aspirations. They could rely on social media to interact with online groups, obtain news and information, and remain in touch with friends and family. In their everyday lives, social media was viewed as being extremely significant by 12.0% of the sample group and very important by 18.2%. These groups are probably strongly reliant on social media for a variety of everyday activities, such as socializing, consuming information, keeping up with the latest news, and even for work-related or educational purposes. They could appreciate and benefit much from incorporating social media platforms into their everyday lives.

Social media is vital to a sizeable section of the population, but there is also a sizeable number that does not. The varying priority levels show that people use social media to fulfill a variety of demands and pleasures. Others may heavily incorporate it into their everyday routines, in line with the Uses and Gratifications Theory's tenets, while others may utilize it primarily for specialized objectives.

5.1.16. Learning Methods for Social Media Platform Usage: Gender Crosstabulation

		Male	Female	Prefer not to say
Self-taught	Count	67	72	0
	% within Gender	36.2%	35.8%	0.0%
Family members or friends	Count	118	127	2
	% within Gender	63.8%	63.2%	100.0%
Online tutorials or guides	Count	0	2	0
	% within Gender	0.0%	1.0%	0.0%

5.1.16. "Learning Methods for Social Media Platform Usage: Gender Crosstabulation"

The percentage of self-taught people is almost comparable for males and girls (36.2% vs. 35.8%, respectively). This implies that a sizeable percentage of people of both sexes have an individual interest in exploring and learning about social media, whether out of curiosity or a desire for autonomy.

The majority of both men (63.8%) and women (63.2%) learnt how to use social media with the assistance of family or friends. This result supports the hypothesis that social interactions and peer recommendations can have an impact on how people utilize social

media. In order to better comprehend the platform or maintain connections with others, people could turn to their tight social circles for advice. Only one percent of females (1.0%) decided to learn how to utilize social media using online lessons or guidelines; no men did. This finding implies that respondents did not favor this specific approach to social media learning. It is important to keep in mind, though, that online lessons or guides may cater to certain interests or requirements, and those who choose this approach could have been looking for specialized knowledge. Overall, the findings are consistent with the idea that people's decisions about how to utilize social media platforms are motivated by the various gratifications they seek. To satiate their curiosity or yearning for independence, some people choose to travel alone. Others utilize social media for networking and socializing purposes and rely on their social connections. The availability and accessibility of informal learning resources, such friends or family members, rather than formal online tutorials, may be the cause of the comparatively low preference for online tutorials or tutorials.

It is critical to remember that the Uses and Gratifications Theory places an emphasis on people's active participation in media consumption. Therefore, preferences, past experiences, and perceived benefits of particular learning methods may all have an impact on why people choose them.

5.1.17. Learning Methods for Social Media Platform Usage: Age Crosstabulation

		Age			
		65-74	75-84	85-99	
	Self-taught	Count	135	3	1
		% within Age	38.0%	10.7%	20.0%
	Family members or friends	Count	219	24	4
		% within Age	61.7%	85.7%	80.0%
	Online tutorials or guides	Count	1	1	0
		% within Age	0.3%	3.6%	0.0%

5.1.17. "Learning Methods for Social Media Platform Usage: Age Crosstabulation"

The age group of 65–74 (38.0%) has the largest proportion of people who self-taught themselves how to use social media. This shows that people in this age range are more prone to investigate and experiment with social media on their own, maybe as a result of their desire for personal development and self-fulfillment. Additionally, it may indicate their curiosity and openness to use cutting-edge technology. With notably greater percentages in the 85-99 age group (80.0%) and the 75-84 age group (61.7%), the majority of people across all age groups learnt to use social media with the assistance of family members or acquaintances. This is consistent with the social component of social media use, as individuals use it to establish and maintain relationships with others, particularly as they become older and the need for companionship and social engagement increases. Across all age categories, the preference for learning through online tutorials or tutorials is rather low.

The self-taught approach among people in the 65–74 age range may be connected to their goal for self-actualization, which is consistent with Maslow's theory of self-actualization. But since their fundamental physiological and safety requirements are probably already addressed, they are free to explore and learn independently. All age groups prefer to study social media with the assistance of family or friends, which emphasizes the value of relationships and social ties. Social media gives people a place to interact and experience a feeling of community, which satisfies the requirements for love and community listed in Maslow's hierarchy. Overall, the findings indicate that various age groups utilize social media to satisfy various requirements, such as social engagement, self-fulfillment, and personal development. While most people learn how to utilize social media via their social networks, some seniors choose an autonomous strategy, maybe looking for personal growth and welcoming new experiences. Furthermore, the low preference for online tutorials or instructions suggests that when it comes to using social media, people across all age groups may not choose organized learning tools.

5.1.18. Learning Methods for Social Media Platform Usage: Marritala Status Crosstabulation

		Single	Married	Widowed	Divorced
Self-taught	Count	12	88	30	9
	% within Marital_Status	57.1%	33.0%	38.5%	40.9%
Family members or friends	Count	9	178	47	13
	% within Marital_Status	42.9%	66.7%	60.3%	59.1%
Online tutorials or guides	Count	0	1	1	0
	% within Marital_Status	0.0%	0.4%	1.3%	0.0%

5.1.18. "Learning Methods for Social Media Platform Usage: Marital Status Crosstabulation"

McQuail (1983) distinguished four reasons for utilizing conventional media: entertainment, integration and social contact, personal identity, and information (Buzeta & Pelsmacker, 2020). The significantly larger percentages of self-taught people among single (57.1%), widowed (38.5%), and divorced (40.9%) respondents may suggest their determination to develop a unique identity and interact with the digital world, according to our findings, which we underline. Self-learning enables people to become independent and utilize social media on their terms, maybe as a coping mechanism for their present life circumstances or as a means of personal development. Most people (between 42.9% and 66.7%) across all marital categories learnt how to utilize social media with the assistance of family or friends. In light of the fact that social media provides a forum for communication and keeping in touch with loved ones, this is consistent with the need to uphold and improve interpersonal ties. Regardless of their marital status, the overall low number of people who learnt through manuals or online guides (ranging from 0.0% to 1.3%) suggests that obtaining information and understanding may not be a major reason for learning to use social media.

The findings imply that people with varied marital circumstances learn how to utilize social media platforms for a variety of reasons. Individuals who are single, widowed, or divorced appear to be more likely to choose a self-taught method, maybe in search of own identity and integration. However, people of all marital situations rely on family or friends

to teach them how to use social media, highlighting the significance of interpersonal connections in media use. Regardless of respondents' marital status, the relatively low demand for online tutorials or guides suggests that the requirement for knowledge and comprehension may not be a significant factor affecting social media learning.

5.1.19. Social Media Account Purposes: Gender Crosstabulation

		Male	Female	P. not to say
Connecting and staying in touch with friends	Count	113	110	2
	% within Gender	61.4%	55.3%	100.0%
Keeping up with news and current events	Count	85	90	1
	% within Gender	46.2%	45.2%	50.0%
Discovering content related to your interests	Count	45	58	1
	% within Gender	24.5%	29.1%	50.0%
Entertainment and leisure time activities	Count	54	66	0
	% within Gender	29.3%	33.2%	0.0%
Sharing creative content and self-expression	Count	26	26	0
	% within Gender	14.1%	13.1%	0.0%
Learning about products and services	Count	16	23	0
	% within Gender	8.7%	11.6%	0.0%
Expanding professional networks and seeking job opportunities	Count	13	16	0
	% within Gender	7.1%	8.0%	0.0%

5.1.19. "Social Media Account Purposes: Gender Crosstabulation"

We may examine how different genders utilize their social media accounts for various goals in the framework of McQuail's Uses and Gratifications Theory and motives. Social networks are used by 61.4% of men and 55.3% of women to connect and keep in touch with friends. In line with the social nature of social media platforms, both men and women predominantly use social media to communicate with and keep in contact with friends. This shows that a sizable share of social media use across genders is motivated by the desire for social connection and relationship maintenance. Social media is used by 46.2% of men and 45.2% of women to stay up to date on news and events. Similar

percentages of both sexes use social media to find information relevant to their interests and stay up to date on news and current events. This indicates their desire to use social media sites to learn new things.

Social networks are used by 24.5% of men and 29.1% of women to find information that interests them. Social media has a part in satiating both men and women's needs for relaxation and leisure because both sexes utilize it for entertainment and leisure activities. Social networking sites are used for enjoyment and leisure activities by 29.3% of men and 33.2% of women. Both men and women use social media for entertainment and leisure activities, but women tend to stand out as being more engaged in entertainment, although being a lower percentage, highlighting the importance of social media in helping women meet their needs for relaxation and free time. Social media is used by 14.1% of men and 13.1% of women to share original material and express themselves. Nearly equal numbers of people from both sexes use social media to share original material and express themselves. This shows that both men and women may use social media as a means of self-expression and identity formation.

Social networks are used by 8.7% of men and 11.6% of women to research products and services. The fact that just a tiny proportion of people of both sexes use social media to research goods and services shows how little of an impact it has on how people behave and make purchases. 7.1% of men and 8.0% of women use social media to expand their professional networks and search for job opportunities. A small portion of both genders use social media to expand their professional networks and search for job opportunities. This shows that social media serves as a platform for professional growth and networking for both men and women.

5.1.20. Social Media Account Purposes: Age Crosstabulation

		65-74	75-84	85-99
Connecting and staying in touch with friends	Count	207	15	3
	% within Age	59.0%	51.7%	60.0%

Keeping up with news and current events	Count	156	18	2
	% within Age	44.4%	62.1%	40.0%
Discovering content related to your interests	Count	95	8	1
	% within Age	27.1%	27.6%	20.0%
Entertainment and leisure time activities	Count	111	8	1
	% within Age	31.6%	27.6%	20.0%
Sharing creative content and self-expression	Count	45	6	1
	% within Age	12.8%	20.7%	20.0%
Learning about products and services	Count	31	8	0
	% within Age	8.8%	27.6%	0.0%
Expanding professional networks and seeking job opportunities	Count	24	5	0
	% within Age	6.8%	17.2%	0.0%

5.1.20. "Social Media Account Purposes: Age Crosstabulation"

Social media is used by people of all ages to interact and remain in contact with friends, with the 85–99 age group having the greatest usage rate (60.0%). This research emphasizes how important maintaining relationships and engaging in social contact are at various phases of life. A further indication that social media is an essential tool for bridging the gap between family members and sustaining deep ties despite distance is the emphasis on utilizing it to communicate with children who live overseas.

The proportion of people who use social media to stay up to date on news and current events varies by age group. The age range of 75 to 84 has the greatest proportion (62.1%), indicating that older people may use social media as a news and information source. This disproves the myth that younger generations exclusively use social media for amusement by showing that older folks appreciate it as a platform for staying informed and involved with current events. Social media is used for entertainment and leisure activities by people of all ages, with the 65–74 age group having the greatest usage rate (31.6%). The idea that younger people use social media primarily for enjoyment is called into question by this research. It demonstrates how social media sites are an important source of amusement and relaxation for senior citizens. In general, people of all ages want to express themselves and share original content on social media, with the 75–84 age group having the highest

prevalence. This shows that people of all ages may use social media as a platform to express themselves and show off their talents. It also suggests that using social media may be a way of constructing one's own identity and expressing oneself.

Social media is used by a tiny percentage of people across all age groups to build their professional networks and look for job opportunities. This result suggests that while social media might act as a venue for business networking, this is not the main driver of social media usage across the various age groups examined.

5.1.21. Social Media Account Purposes: Marrisonal Status Crosstabulation

			Current marital status			
			Single	Married	Widowed	Divorced
Purposes of using Social Media ^a	Connecting and staying in touch with friends	Count	13	153	46	13
		% within Marital_Status	61.9%	57.7%	59.0%	61.9%
	Keeping up with news and current events	Count	14	119	36	7
		% within Marital_Status	66.7%	44.9%	46.2%	33.3%
	Discovering content related to your interests	Count	6	68	25	5
		% within Marital_Status	28.6%	25.7%	32.1%	23.8%
	Entertainment and leisure time activities	Count	4	82	29	5
		% within Marital_Status	19.0%	30.9%	37.2%	23.8%
	Sharing creative content and self-expression	Count	0	40	10	2
		% within Marital_Status	0.0%	15.1%	12.8%	9.5%
	Learning about products and services	Count	3	23	11	2
		% within Marital_Status	14.3%	8.7%	14.1%	9.5%
	Expanding professional networks and seeking job	Count	1	20	7	1
		% within Marital_Status	4.8%	7.5%	9.0%	4.8%

5.1.21. "Social Media Account Purposes: Marital Status Crosstabulation"

Most people, ranging from 57.7% to 61.9% within each marital status category, utilize social media to connect and stay in touch with friends and family. This suggests that a key driver of social media use across all marital categories is the need for social engagement and the maintenance of friendships. The identical numbers between the groups indicate that, regardless of one's marital status, the need for social connection is a universal enjoyment received from social media.

Depending on marital status, a different percentage of people use social media to keep up with news and current events. With 66.7% and 46.2% respectively, the singles and widows groups had the highest percentage, followed by the divorced group at 33.3%. According to this, people who are widowed or single may rely more on social media than people who are divorced as a source of news and information.

Social media is used by people of different marital statuses to find material and content related to their interest. The range of percentages is 23.8% to 32.1%. This demonstrates that, regardless of their marital status, people may use social media as a platform to discover material that aligns with their unique interests.

Social media use for entertainment and leisure activities is widespread across all marital status categories, with rates ranging from 19.0% to 37.2%. This demonstrates that people use social networks for pleasure and leisure, regardless of their marital status. The % similarity indicates that using social media for enjoyment is a common goal across marital status categories.

Different marital status groups have different percentages of people who use social media to share original content and express themselves. The married group has the greatest rate (15.1%), while the divorced group has the lowest percentage (9.5%). This shows that people who are married may be more inclined than people who are divorced to express themselves on social media. Different self-presentation demands and preferences among various marital status groups may be the cause of this discrepancy.

With relatively modest percentages ranging from 8.7% to 14.3%, people from all marital status categories utilize social media to learn about products and services. This demonstrates that anyone may use social media, regardless of their marital status, as a platform to explore and obtain information about goods and services. The consistency in percentages shows that all marital status groups have the same, albeit relatively modest interest, desire to learn more about goods and services.

With percentages ranging from 4.8% to 9.0%, people from all marital status categories occasionally utilize social media to develop their professional networks and look for employment openings. This demonstrates that, while to a smaller level than other pastimes, social media may be used as a platform for professional networking and job hunting objectives. According to the similarity %, there is no clear association between this particular incentive and any particular marital status group.

5.1.22. Social Media Account Purposes: Education Level Crosstabulation

Purposes of using Social Media			Primary School or below	High School	College	University
			Connecting and staying in touch with friends	Count	44	105
	% within Education_Level	60.3%	59.3%	60.9%	46.5%	
Keeping up with news and current events	Count	32	77	42	25	
	% within Education_Level	43.8%	43.5%	45.7%	58.1%	
Discovering content related to your interests	Count	16	48	27	13	
	% within Education_Level	21.9%	27.1%	29.3%	30.2%	
Entertainment and leisure	Count	20	62	29	9	
	% within	27.4%	35.0%	31.5%	20.9%	

time activities	Education_Level				
Sharing creative content and self-expression	Count	10	20	12	10
	% within Education_Level	13.7%	11.3%	13.0%	23.3%
Learning about products and services	Count	7	20	7	5
	% within Education_Level	9.6%	11.3%	7.6%	11.6%
Expanding professional networks and seeking job opportunities	Count	4	17	6	2
	% within Education_Level	5.5%	9.6%	6.5%	4.7%

5.1.22. "Social Media Account Purposes: Education Level Crosstabulation

Connecting and keeping in contact with friends is the main reason people from all educational backgrounds use social media. For this purpose, graduates from primary schools and faculties have even larger percentages. This study is in line with the idea since it implies that people utilize social media platforms to fulfill their desire for social connection and belonging.

The biggest percentage of college and university graduates use social media to keep up with news and current events. This is in line with the uses and gratifications hypothesis, since people use social media as a way to learn new things and satisfy their need to keep informed about the world around them.

High school and college grads are more driven to utilize social media to find material that relates to their interests. This shows that people actively seek out material that appeals to their own tastes and passions. Additionally, it implies that as people advance in their education, they become more conscious of their interests and utilize social media to pursue them.

High school seniors are the group who use social media the most frequently for enjoyment. Graduates, on the other hand, have the lowest proportion, which demonstrates a decline in social media use for enjoyment with higher educational level. This finding is in

line with the hypothesis, since people may use social media to divert themselves from mundane activities and find delight.

The highest percentage of creative material sharing and self-expression on social media is among university graduates. As people advance in their schooling, they are more likely to use social media platforms to express themselves and share their creative work with others, satisfying their desire for self-expression and approval.

The majority of high school grads use social media to research products and services. This demonstrates how social media can be a useful tool for learning more about a range of goods and services. It is in line with the Uses and Gratifications Theory because people deliberately seek out media outlets that provide them the knowledge they need to meet their wants, such making educated purchasing decisions.

The majority of people who use social media to build their professional networks and look for jobs are recent graduates. Graduates, on the other hand, make up the lowest percentage. This lends credence to the notion as those with greater levels of education are more likely to utilize social media as a tool for networking, job development, and professional progress.

5.1.23. Preferred Social Media Content Sharing by Education Level

		Primary School	High School	College	University
Your own photos and personal moments	Count	43	116	48	24
	% within Education_Level	58.9%	64.1%	51.1%	55.8%
Content related to your interests (e.g., hobbies, sports, music)	Count	48	120	63	34
	% within Education_Level	65.8%	66.3%	67.0%	79.1%
Quotes and motivational messages	Count	22	31	24	10
	% within Education_Level	30.1%	17.1%	25.5%	23.3%

Articles and news stories	Count	13	27	27	8
	% within Education_Level	17.8%	14.9%	28.7%	18.6%
Funny and humorous content	Count	22	34	28	11
	% within Education_Level	30.1%	18.8%	29.8%	25.6%
Product or service endorsements	Count	0	1	0	0
	% within Education_Level	0.0%	0.6%	0.0%	0.0%

5.1.23. "Preferred Social Media Content Sharing by Education Level"

Social media is used by people of all educational levels to share their images and private moments. This behavior is congruent with the desire for social connection, self-presentation, and community. It seems that people with different levels of education value using visual content to express themselves and interact with their social networks. A sizable fraction of people at all educational levels tend to be motivated by pursuing their interests, such as hobbies, sports, and music. The proportion spans from 66.3% to 79.1% for each educational level and is comparatively high.

A lesser percentage of people utilize social media for inspirational quotations and messages, particularly those in primary and college. The least number of graduates use social networks for this reason. This usage pattern demonstrates that people with various levels of knowledge may look for various kinds of material. It's conceivable that grads are more drawn to different content or motivating messaging platforms.

The usage of social media for sharing articles and news is spread across degree levels rather evenly, with college graduates using it at a somewhat higher rate than other groups. This result suggests that obtaining knowledge and keeping up on current affairs are typical motives at all educational levels. A handy venue for sharing and consuming news items is social media. It's interesting to note that relatively few people only those with a secondary education have utilized social media to promote goods or services. Neither an elementary school old adults nor a college or university old adults has ever used social media for this reason. This shows that particular educational backgrounds may find specific

product endorsements more appealing or relevant due to their shopping preferences or exposure to advertising.

5.1.24. Preferred Social Media Content Sharing by Gender

		Male	Female	Prefer not to say
Your own photos and personal moments	Count	105	125	1
	% within Gender	56.5%	61.6%	50.0%
Content related to your interests (e.g., hobbies, sports, music)	Count	126	137	2
	% within Gender	67.7%	67.5%	100.0%
Quotes and motivational messages	Count	43	44	0
	% within Gender	23.1%	21.7%	0.0%
Articles and news stories	Count	40	35	0
	% within Gender	21.5%	17.2%	0.0%
Funny and humorous content	Count	48	47	0
	% within Gender	25.8%	23.2%	0.0%
Product or service endorsements	Count	1	0	0
	% within Gender	0.5%	0.0%	0.0%

5.1.24. "Preferred Social Media Content Sharing by Gender"

Male and female seniors find it to be a popular choice to share images and private moments, however females dominate with a greater percentage of 61.6%. As female users of social media utilize these platforms to promote themselves, share their life experiences, and uphold a sense of identity within their social networks, this conduct is consistent with the concepts of identification and personal expression. The widespread sharing of private images, memories, and interest-related information matches the idea of social interaction and communication as well. Such information is shared by older people in an effort to interact with their friends, family, and social networks and to receive social validation and feedback.

Both male (67.7%) and female (67.5%) seniors strongly favor content that is relevant to their interests, hobbies, sports, and music. Their desire for knowledge and information about their interests and passions is satisfied by this stuff. This enables them to stay informed, pick up new knowledge, and interact with people who share their interests.

Between male (25.8%) and female (23.2%) older people, funny and humorous content is distributed quite evenly. They may easily escape from their daily lives and find the happiness they need from this kind of content, which satisfies their demand for relaxation and amusement. Although less common, the desire for exchanging inspirational sayings and messages can be considered as a means for people of both sexes to empower one another. Older people might try to elevate and inspire their friends by sharing inspirational information. The low preference for sharing articles, news, and product or service recommendations shows that older people might not find this kind of material satisfying in terms of satiating their practical requirements. 0.5% of males and none of the women who share this article do so. It's possible that older folks don't actively search for news updates or brand endorsements on social media.

Regarding the comparison of ages in terms of active sharing on social networks, we want to note that while continuous participation declines with age, the statistics show that various age groups share material on social media for a variety of reasons. The age group of 65 to 74 seems to have a wider range of reasons as they share a variety of information, including personal moments, humorous content, articles, and even utilitarian sharing. On the other side, the 85-99 age group, which accounts for 17.2%, mostly shares inspiring content and personal photographs and moments, which may be motivated by their need for connection and self-expression.

5.1.25. Preferred Social Media Content Sharing by Marital Status

		Single	Married	Widowed	Divorced
Your own photos and personal moments	Count	12	167	40	12
	% within Marital_Status	57.1%	61.9%	51.3%	54.5%
Content related to your interests (e.g., hobbies, sports, music)	Count	12	185	54	14
	% within Marital_Status	57.1%	68.5%	69.2%	63.6%
Quotes and motivational messages	Count	1	58	21	7
	% within Marital_Status	4.8%	21.5%	26.9%	31.8%

Articles and news stories	Count	4	52	15	4
	% within Marital_Status	19.0%	19.3%	19.2%	18.2%
Funny and humorous content	Count	6	61	21	7
	% within Marital_Status	28.6%	22.6%	26.9%	31.8%
Product or service endorsements	Count	1	0	0	0
	% within Marital_Status	4.8%	0.0%	0.0%	0.0%

5.1.25. "Preferred Social Media Content Sharing by Marital Status"

The statistics do not directly address security demands (such as personal security and financial stability) when looking at the sorts of material published on social media accounts by marital status groups through the perspective of Maslow's Hierarchy of demands. However, the fact that divorced people share motivational quotations and humorous content at greater rates may point to a coping technique for handling the stress and difficulties that come with major life events like divorce. Sharing this kind of material can provide people emotional support and a feeling of security.

The "Your Personal Photos and Moments" content area speaks to our need for love and community. Married people can meet their demand for social engagement and connection with family and friends since they share more of their personal experiences and images. Social media may help to develop relationships with family and friends and to increase a sense of belonging.

"Content related to your interests" and "Funny and humorous content" are two content categories that may be related to rating requirements. Married people may seek approval from their social group for their interests and successes by sharing material about their hobbies, sports, and music. Similar to this, divorced people who post hilarious material could do so to improve their self-worth and keep a good outlook on life despite its difficulties.

5.1.26. Level of Active Interaction with Social Media Posts and Comments

Do you actively interact with posts or comments on social media platforms?				
	Frequency	Percent	Valid Percent	Cumulative

				Percent
	Yes, Frequently	173	44.2	44.2
	Yes, Occasionally	77	19.7	19.7
	No, Rarely or Never	130	33.2	33.2
	Other	11	2.8	2.8
	Total	391	100.0	100.0

5.1.26. *"Level of Active Interaction with Social Media Posts and Comments"*

The fact that a sizable section of the sample population regularly engages with posts and comments on social media suggests that the need for respect and affiliation contribute to social media engagement. People who actively participate in social media posts or comments frequently (44.2%) and seldom (19.7%) could be doing so to sate their desire for acceptance and affection. Online relationships may be cultivated through participating in postings, providing comments, and connecting with other users. This conduct is congruent with the need to fit in and feel like a respected member of the community. Engaging in social media activity, such as commenting and participating in postings, may help meet assessment needs. Individuals may raise their self-esteem and sense of worth by taking part in conversations and getting affirmation from others. This is particularly true for people who often participate in active interaction with postings since they are more likely to generate more engagement from other users.

33.2 percent of those in the sample group said they engaged with social media postings and comments infrequently or never actively. The "Other" answer group (2.8%), which is not very large, does not give any information regarding the precise causes of not using social media. Some elderly people can be worried about their privacy, find social media to be too much, or just not be interested in the online social scene. People in this category may use social media less because they prioritize their physical and safety concerns. They could be less inclined to engage in regular social media activity because they are more concerned with taking care of their essential requirements in their offline life, such relaxation and physical health.

5.1.27. Perceptions of Social Media's Impact on Overall Well-being

How do you feel social media impacts your overall well-being?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Very Positive Impact	33	8.4	8.4	8.4
	Positive Positive	92	23.5	23.5	32.0
	Neutral	157	40.2	40.2	72.1
	Negative Impact	70	17.9	17.9	90.0
	Very Negative Impact	39	10.0	10.0	100.0
	Total	391	100.0	100.0	

5.1.27. "Perceptions of Social Media's Impact on Overall Well-being"

Online interactions can help those who believe social media has a good impact on their well-being (23.5%) feel connected and a sense of belonging. Positive social media interactions may strengthen bonds between people, offer emotional support, and heighten emotions of community. Positive opinions about how social media affects wellbeing may also be influenced by esteem requirements. On social media, those who get affirmation, validation, and acknowledgment may feel more confident and deserving of their value. People who believe social media has a beneficial effect on their wellbeing may use it as a platform for self-expression, following hobbies, and achieving intellectual or artistic goals. In this context, social media might offer chances for personal growth and development.

On the other side, those who believe that social media has a bad or extremely unfavorable impact on their wellbeing (27.9%) could have trouble achieving their demands for self-actualization and self-esteem. Cyberbullying and comparison stress are two negative social media experiences that can harm people's self-esteem and prevent them from achieving their self-actualization objectives.

The majority of the sample (72.1%) said that they had a neutral opinion of how social media affects wellbeing. This shows that many people may not closely link their usage of social media with satisfying higher-level needs, but instead may do so for a variety of other reasons, such keeping in touch or absorbing information.

5.1.28. Experiences with Social Media Addiction or Dependence

Have you ever felt addicted or overly dependent on social media?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	60	15.3	15.3	15.3
No	293	74.9	74.9	90.3
Not sure	36	9.2	9.2	99.5
4	2	.5	.5	100.0
Total	391	100.0	100.0	

5.1.28. "Experiences with Social Media Addiction or Dependence"

According to the findings, 15.3% of the participants in the survey admitted to "feeling addicted or overly addicted" to social media. This suggests that some of the sample's participants could struggle to control their usage of social media and suffer negative effects as a result. Addiction to social media can obstruct the fulfillment of higher-order demands like self-actualization and personal development.

The vast majority of the sample (74.9%) claimed not to be addicted to social media. Although this is a favorable conclusion, it's essential to note that older people may be more negatively impacted by excessive social media usage than younger people are, and not everyone may be completely aware of the level of their social media use. The 9.2% of respondents who say they are confused about whether they have "felt addicted or overly addicted" to social media may reflect a lack of clarity among certain users about their connection with the platform or a failure to properly comprehend the warning signals of addiction.

5.1.29. Experiences with Negative Emotions in a Sample Population's Social Media Usage

Have you ever experienced negative emotions?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	140	35.8	35.8	35.8
	No	217	55.5	55.5	91.3
	Sometimes	16	4.1	4.1	95.4
	Other	18	4.6	4.6	100.0
	Total	391	100.0	100.0	

5.1.29. Experiences with Negative Emotions in a Sample Population's Social Media Usage

35.8% of the sample group said they had felt "negative emotions." This suggests that a sizeable percentage of the sample's participants have had unpleasant emotional experiences, which may be related to a variety of things including individual circumstances, events in life, and interpersonal connections. Negative emotions might be correlated with unmet demands for affection and connection. Negative emotional experiences may be exacerbated by feelings of isolation, loneliness, or conflict in interpersonal connections. 55.5 percent of the respondents said they "have not experienced negative emotions." Although this is a promising discovery, it's crucial to remember that different people may feel bad at various times and in different circumstances. Data may not accurately reflect unpleasant emotional experiences that people may have at any one time, whether they are ongoing or passing. 4.1% of people say they occasionally experience unpleasant emotions, which implies that some people may not always experience bad emotions. In some circumstances, the existence of stresses or difficulties may have an impact on this variability. To comprehend the nature of the events that these people have recounted, more explanation is needed for the "Other" response group (4.6%). This category may encompass a range of answers that do not cleanly fit into the available categories, as well as particular situations or causes for having unpleasant feelings.

5.1.30. Negative Experiences on Social Media: Cyberbullying, Harassment, and Scams

Have you ever encountered any negative experiences (e.g., cyberbullying, harassment, scams) on social media?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	140	35.8	35.8	35.8
No	221	56.5	56.5	92.3
Not sure	30	7.7	7.7	100.0
Total	391	100.0	100.0	

5.1.30. Negative Experiences on Social Media: Cyberbullying, Harassment, and Scams

"Have you ever experienced any negative experiences (such as cyberbullying, harassment, or scams) on social media?" asks the inquiry. 35.8% of the sample group said they have had bad social media encounters. This suggests that a sizeable number of the sample's participants had encountered unpleasant encounters or occurrences when utilizing social media sites. Negative online experiences, such as cyberbullying, harassment, or social media frauds, may have an impact on a person's sense of safety and wellbeing. Elderly victims of cyberbullying or online harassment may experience emotions of loneliness and rejection, which may have an impact on their social interactions and romantic relationships. The majority of the sample (56.5%) claimed that they had no unpleasant social media encounters. 7.7% of people said they were unsure about how to handle unfavorable social media interactions, which implies that some people may not be entirely clear about their prior experiences or may not be able to categorize some online interactions as purely good or bad.

5.1.31. Individuals' Emotions After Extended Social Media Usage

How do you feel after spending a significant amount of time on social media?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Energized and uplifted	9	2.3	2.3	2.3

Neutral, no significant change	333	85.2	85.2	87.5
Drained and exhausted	40	10.2	10.2	97.7
Anxious or overwhelmed	9	2.3	2.3	100.0
Total	391	100.0	100.0	

5.1.31. Individuals' Emotions After Extended Social Media Usage

When we examine the data in the context of Maslow's Hierarchy of Needs for older people, we see that the majority of older people (85.2%) reported "feeling neutral" after utilizing social media with no discernible change. This would suggest that the usage of social media does not significantly affect people's demands for love and a feeling of community. They could already be socially connected outside of social media, in which case their online interactions might not have a substantial impact on their feeling of community.

In the context of older people's sentiments after utilizing social media, the statistics do not specifically address the demand for self-actualization. However, if they say they feel "energized and uplifted" after using social media (2.3%), we might infer that some older people use particular online activities to achieve pleasure, amusement, or personal development. After spending a large amount of time on social media, the majority of older people (85.2%) "feel neutral." Although a lesser percentage (2.3%) said they felt "energized and uplifted," a considerable majority (10.2%) said they felt "drained and exhausted." In addition, 2.3% of respondents said they felt "anxious or overwhelmed" after using social media.

5.1.32. Exploring Social Media as a Source of Inspiration and Motivation in Individuals' Daily Lives

Do you find social media to be a source of inspiration and motivation in your daily life?				
	Frequency	Percent	Valid Percent	Cumulative Percent

Yes, Definitely	117	29.9	29.9	29.9
Sometimes	12	3.1	3.1	33.0
Not really	100	25.6	25.6	58.6
Not at all	162	41.4	41.4	100.0
Total	391	100.0	100.0	

5.1.32. Exploring Social Media as a Source of Inspiration and Motivation in Individuals' Daily Lives

Social media motivation and inspiration (29.9%) might be correlated with needs for love and belonging. Inspirational material or motivating words published on social media sites might help seniors feel connected and validated. Social media may be used by older people to explore their hobbies, engage in creative activities, or look for chances for personal development that support their self-actualization objectives.

The sample population as a whole (29.9%) views social media as a particular source of motivation and inspiration. This suggests that some senior citizens intentionally search for upbeat and encouraging material on social media, which might improve their mental health and feeling of purpose. 3.1% of respondents said that social media may occasionally be a source of motivation and inspiration. This shows that the influence of social media on certain people's everyday life may vary and that they may occasionally come across information that is inspirational or motivating. A higher percentage (25,6%) claimed that social media is not truly a source of motivation and inspiration. It's vital to keep in mind that everyone's social media experiences will be unique and that not everyone will be inspired or motivated by the stuff they view. For the vast majority (41.4%), social media is not at all a source of motivation and inspiration. This may suggest that a sizable portion of elderly's do not actively use social media as a source of motivation or inspiration.

5.1.33. Taking a Break: Individuals' Experiences of Reducing Social Media Impact on Their Lives

Have you ever taken a break from social media to reduce its impact on your life?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	56	14.3	14.3	14.3
	No	301	77.0	77.0	91.3
	Not yet, but onsidering it	34	8.7	8.7	100.0
	Total	391	100.0	100.0	

5.1.33. Taking a Break: Individuals' Experiences of Reducing Social Media Impact on Their Lives

14.3% of the sample population said they had stopped using social media, and this was for a variety of reasons, including being ill and unable to use it, having vision issues, experiencing technological issues, being without a phone or other device used to access social media, and more. The majority (77.0%) of respondents had not taken a vacation from social media, suggesting that for a sizable section of the sample, using social media may not interfere with their capacity to satisfy their fundamental requirements or that they may not feel the need to do so. 8.7% of people are thinking about taking a break from social media. Retirement from social media has been announced by some users in rare situations.

5.1.34. Gender Crosstabulation: Primary Devices Used to Access Social Media

What devices do you primarily use to access social media?		Male	Female	Prefer not to say	
Devices Used to access Social media	Smartphone	Count	179	200	2
		% within Gender	96.8%	98.5%	100.0%
	Tablet	Count	25	23	0
		% within Gender	13.5%	11.3%	0.0%
	Laptop-Computer	Count	35	42	0
		% within Gender	18.9%	20.7%	0.0%
	Laptop-Computer	Count	18	19	0
		% within Gender	9.7%	9.4%	0.0%

5.1.34. Gender Crosstabulation: Primary Devices Used to Access Social Media

Smartphones are the most commonly utilized device (96.8% for men and 98.5% for women) to access social media. Those who would like remain anonymous also use smartphones at a 100% rate. This demonstrates that since cellphones are the most popular technology, reasons for surveillance, personal identification, deviance, and social ties are likely to be satisfied through them regardless of gender. Tablets are used less frequently than smartphones, but they are nevertheless used to access social media in substantial numbers (13.5% for men and 11.3% for women). Due to the larger screen and improved multimedia capabilities, it's probable that people who use tablets may have a stronger motivation for personal identification, deviance, or deeper information searching. Both the male (18.9%) and female (20.7%) groups access social media on laptop computers. Use of a laptop may indicate a desire for longer conversations, more in-depth research, and work-related social media activities.

5.1.35. Age Crosstabulation: Primary Devices Used to Access Social Media

			Age		
			60-70	75-84	85-99
Devices Used to access Social media	Smartphone	Count	349	27	5
		% within Age	98.0%	93.1%	100.0%
	Tablet	Count	43	5	0
		% within Age	12.1%	17.2%	0.0%
	Laptop-Computer	Count	73	3	1
		% within Age	20.5%	10.3%	20.0%
	Laptop-Computer	Count	35	2	0
		% within Age	9.8%	6.9%	0.0%

5.1.35. Age Crosstabulation: Primary Devices Used to Access Social Media

The smartphone is the device that is most frequently used to access social media across all age categories (65–74, 75–84, and 85–99). The high utilization rates (98.0%, 93.1%, and 100.0%, respectively) show that cellphones satisfy various needs at different

levels in the hierarchy. These requirements may include social engagement and communication (needs for belongingness), knowledge and connectivity (needs for safety), and even entertainment and distraction (needs for self-esteem).

All age groups use tablets less frequently, with the 65 to 74 age group using tablets the most (12.1%). With their larger screens, tablets can satisfy certain needs linked to self-actualization (such as engaging in hobbies), personal identity, deviance, and information seeking. All age groups use laptops to a substantial extent, with the 65 to 74 age group using them the most (20.5%). Laptops have more features and can meet needs for personal interactions, information searching, and productivity. Given that cellphones are widely used across all age groups, it is likely that they are essential in addressing a number of requirements listed in Maslow's Hierarchy of requirements, including those for communication, social connection, security, and even amusement. Even though they are less common, tablets and laptops are likely to satisfy particular requirements for personal identity, information searching, and productivity. Although desktop computers can also fulfill a variety of functions, they appear to be less common than other gadgets, probably as a result of the portability and convenience of smartphones and laptops.

5.1.36. Marrital Status Crosstabulation: Primary Devices Used to Access Social Media

			Current marital status			
			Single	Married	Widowed	Divorced
Devices Used to access Social media	Smartphone	Count	21	264	76	20
		% within Marital_Status	100.0%	97.8%	97.4%	95.2%
	Tablet	Count	3	35	8	2
		% within Marital_Status	14.3%	13.0%	10.3%	9.5%
	Laptop-Computer	Count	2	52	16	7
		% within Marital_Status	9.5%	19.3%	20.5%	33.3%
	Laptop-Computer	Count	4	15	12	6
		% within Marital_Status	19.0%	5.6%	15.4%	28.6%

		Marital_Status				
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5.1.36. *Marrital Status Crosstabulation: Primary Devices Used to Access Social Media*

The most popular social media access device across all marital status categories is the smartphone. No matter one's marital status, cellphones are the preferred method for accessing social media based on the high usage rates within each category (varying from 95.2% to 100%). Smartphones make it easier to stay connected, find information, have fun, and express oneself while also providing mobility, convenience, and easy access to social networking platforms.

Tablet usage is higher in the single and married groups (14.3% and 13.0%, respectively) but is lower than that of smartphones. When watching films or reading articles on their tablets, users may look for a more immersive and cozy experience to satiate their demand for knowledge and amusement. In all marital status groups, a sizable portion of people utilize laptop computers, with the divorced group having the greatest usage rate (33.3%). Laptops can satisfy a variety of demands, including those for productivity, work-related duties, information searching, and improved social media contacts, which may be crucial for people who have recently been divorced and are looking for a connection. and data on social issues.

5.1.37. Education Level Crosstabulation: Primary Devices Used to Access Social Media

What devices do you primarily use to access social media?			Education Level			
			Primary School or below	High School	College	University
Devices Used to access Social media	Smartphone	Count	72	177	91	41
		% within Education_Level	98.6%	98.3%	96.8%	95.3%
	Tablet	Count	8	25	13	2
		% within	11.0%	13.9%	13.8%	4.7%

		Education_Level				
Laptop- Computer	Count		15	30	22	10
	% within Education_Level		20.5%	16.7%	23.4%	23.3%
	Count		4	14	10	9
Laptop- Computer	% within Education_Level		5.5%	7.8%	10.6%	20.9%

5.1.37. Education Level Crosstabulation: Primary Devices Used to Access Social Media

All categories of people with different levels of education use smartphones the most to access social media. No matter one's educational background, cellphones are the preferred method for accessing social media due to the high rates of use within each category (varying from 95.3% to 98.6%). Even though people in all educational level groups use tablets less frequently than smartphones do, a sizable portion of them do so to access social media.

Tablet use percentages vary by group (from 4.7% to 13.9%), demonstrating that people with more education tend to use tablets more frequently. Tablets can be used to fulfill a variety of demands, including some that may be more significant to those with higher levels of education, such as more convenient media consumption, productivity-related tasks, and improved information seeking.

A sizable percentage of people across all educational levels utilize laptop computers. It appears that laptops are a common choice for accessing social media regardless of educational level since usage percentages are fairly similar across groups (range from 16.7% to 23.4%). Wider functionality provided by laptops makes them appropriate for a variety of purposes, including enhancing social media interactions, working more productively, and engaging in work-related activities.

5.1.38. Reasons for Lack of Technological Device Ownership or Access

		Responses		Percent of Cases
		N	Percent	
If you do not own or have access to any technological devices,	Lack of interest or need for technological devices	255	61.4%	65.7%
	Financial constraints	12	2.9%	3.1%

what are the main reasons?	Lack of knowledge or experience in using technological devices	55	13.3%	14.2%
	Accessibility challenges (e.g., physical limitations, difficulties with small screens or keyboards)	93	22.4%	24.0%

5.1.38. Reasons for Lack of Technological Device Ownership or Access

"Lack of interest or need for technological equipment" is the most often cited cause, accounting for 61.4% of cases when asked "If you do not own or have access to any technological equipment, what are the main reasons": The uses and gratifications theory contends that people deliberately select media depending on their unique wants and needs. In this instance, the high proportion indicates that a sizeable portion of the populace does not perceive using modern equipment, including having access to social media, to be sufficiently interesting or necessary. They might favor alternative methods of communication, entertainment, or information searching, or they might not have a general preference for digital technologies.

Only 2.9% of cases fall under the category "Financial constraints-limitations" in the response. Financial constraints may prevent people from having access to technical gadgets, which may have an impact on the satisfactions people seek on social media. People who are struggling financially might not be able to afford smartphones, tablets, or laptops, which are popular gadgets for using social media. They might thereby miss out on different opportunities for social contact, knowledge, and pleasure provided by digital platforms. 13.3% of cases stated "lack of knowledge or experience in using technological devices" as their reason. People may be unable to use technological gadgets to access social media because they lack expertise or familiarity with them. This obstacle can keep people from understanding the possible rewards and satisfactions connected with using social media. 22.4% of cases had "accessibility challenges" (such as physical constraints, problems using small screens or keyboards). Individuals with physical restrictions may find it difficult to use technology gadgets successfully due to accessibility issues. For instance, those with visual impairments may have difficulty using small screens, while those with movement impairments may struggle to use small keyboards or touch screens. The creation of more

inclusive and accessible technologies that cater to a wider user base may be necessary to overcome these obstacles.

5.1.39. Acquisition of Technological Devices: Ownership and Access

		Responses		Percent of Cases
		N	Percent	
If you own or have access to technological devices, how did you acquire them?	Personally purchased	108	27.7%	27.7%
	Gifted by family or friends	257	65.9%	65.9%
	Provided by an organization or community program	6	1.5%	1.5%
	Borrowed from someone else	19	4.9%	4.9%

5.1.39. Acquisition of Technological Devices: Ownership and Access

The gadgets that older people use to access social media were purchased by them directly in 27.7% of cases. The incentives of autonomy and control over media consumption are supported by this research. Older people who independently acquire their own gadgets show a strong willingness to utilize social media and use these technologies to satisfy certain needs and desires. They will probably value the autonomy and flexibility that having these gadgets offers, allowing them to stay connected, educated, and entertained. The gadgets that older people use to access social media were presents from family or friends for 65.9% of them. The incentives of social relationships and communication demands are satisfied by gifted devices. When older people receive smartphones as presents, it shows that their close social circles are aware of their interest in social media and wish to make it easier for them to communicate and connect with others. By keeping them in touch with loved ones and friends, these gifts make them feel less alone and more a part of the community.

1.5% of senior citizens acquired their social media access devices via a program or community group. Devices are provided by neighborhood initiatives or groups in line with the goals of information seeking and digital inclusion. A desire or interest in utilizing social media to receive information, engage in community activities, and connect with others may

be expressed by older people who benefit from such services. These tools help close the digital gap and encourage online involvement by providing a way for people to communicate and find information. 4.9% of elderly people have borrowed their social media access gadgets from a friend or family member. Temporary communication and social interaction demands can be met via borrowed technology. Situational circumstances, such as financial limitations or a temporary absence of own equipment, may be present for older people who borrow equipment. They can still communicate with others, conduct informational searches, and use social media during the loan term.

5.1.40. Frequencies of Challenges Faced in Using Technology Devices

		Responses		Percent of Cases
		N	Percent	
Challenges faced in using technology devices	Difficulty understanding the user interface and navigation	265	21.1%	68.3%
	Trouble with small buttons or touchscreens	154	12.2%	39.7%
	Trouble with small buttons or touchscreens	243	19.3%	62.6%
	Problems with typing or using the keyboard	170	13.5%	43.8%
	Issues with reading or viewing content (e.g., small text, screen brightness)	209	16.6%	53.9%
	Overwhelming or intimidating aspects	59	4.7%	15.2%
	Connectivity problems (e.g., Wi-Fi, mobile data)	111	8.8%	28.6%
	Software updates and compatibility issues	26	2.1%	6.7%
	Managing files, photos, or other data	16	1.3%	4.1%
	Difficulties with specific applications or software	5	0.4%	1.3%

5.1.40. Frequencies of Challenges Faced in Using Technology Devices

A sizeable minority of elderly people (21.1%) claimed they had trouble understanding the "user interface and navigation of technological devices". This result is in accordance with cognitive deterioration brought on by aging and perhaps a lack of familiarity with computer interfaces. Traditional media may be easier for seniors to use because they often have simple navigation and don't need for sophisticated technology knowledge. 12.2% of respondents over the age of 50 claimed to have trouble using touch screens or tiny buttons on technological gadgets. Older people may find it challenging to use tiny buttons or touch-sensitive screens due to changes in their eyesight and motor abilities brought on by aging. Traditional media may be more comfortable for them because of the larger, tangible controls. 13.5% of elderly people said they had "difficulty typing or using keyboards on technology devices." Their ability to speak successfully online may be hampered by decreased dexterity or lack of familiarity with digital keyboards. Traditional forms of communication, such as handwritten letters or printed documents, might be more comfortable and convenient for them. 16.6% of older people had trouble reading or watching material on technological devices because of things like "small text or screen brightness." Age-related visual impairments might make it difficult to understand digital material. Reading might be more comfortable in traditional media due to the bigger letter sizes and print format. 4.7% of respondents aged 65 and over said they felt "overwhelmed or intimidated" by some element of technology. They can be deterred from adopting digital media by this feeling of technical fear. Traditional media may be seen as more accessible and less overpowering. 8.8% of older people reported having connectivity problems with their digital equipment, such as Wi-Fi or cellular data problems. For others who are not as tech-savvy, connectivity-related technical difficulties can be irritating and difficult to resolve. 2.1% of seniors reported having trouble with "software updates and compatibility issues on their technology devices." For some elderly users, dealing with software upgrades may be complicated and irritating. On their electronic gadgets, about 1.3% of older people reported trouble handling files, images, or other data. For people who are less tech-savvy, managing digital files may be challenging and daunting. Traditional forms of media, such as actual picture albums, provide a more immediate and concrete method to arrange memories.

Only 0.4% of elderly respondents said they had problems using particular applications or programs on their technology gadgets. Some apps' and software's complexity may make it difficult for elderly people to fully embrace digital media.

5.1.41. Frequencies of the Effect of Challenges on Using Technology Devices

Effect of the challenges on using technology devices			
	Responses		Percent of Cases
	N	Percent	
Discourages me from using technological devices	49	12.6%	12.7%
Limits the activities I can perform on these devices	135	34.8%	35.0%
Causes frustration and dissatisfaction	57	14.7%	14.8%
Makes me rely on others for assistance	147	37.9%	38.1%

5.1.41. Frequencies of the Effect of Challenges on Using Technology Devices

12.6% of older people said that the difficulties they have utilizing technology "discourages them from using these devices." This result shows that for a part of the elderly population, technological challenges provide a barrier, preventing them from utilizing digital gadgets at all. Because of this, individuals could choose conventional media as a more approachable and unthreatening source of knowledge and enjoyment. According to the survey, 34.8% of older people said that the difficulties they have using technology "limit the activities" they can do on these devices. This restriction may be brought on by a number of things, including a challenge utilizing particular apps or traversing complicated interfaces. The difficulties older people have using technological items have been reported to create "frustration and dissatisfaction" by about 14.7% of them. Traditional media is a more appealing alternative since it often offers a more direct and delightful user experience. The emotional cost of resisting technology might result in undesirable experiences. According to the research, 37.9% of older people said they "rely on others for assistance" because of the difficulties they have using technology. This research emphasizes how crucial it is for many older people to have social support and help while using digital gadgets.

6. Conclusion

In conclusion, the goal of this study was to delve into the reasons and motivations of elderly's in Serbia who utilize social media. The study also aimed to comprehend their use of social media and the kinds of enjoyment they got from it. To compile pertinent data and assess the results, quantitative data gathering techniques were applied.

The most popular platform across all age groups, according to seniors 65 and above, who answered the question "Which social media platforms do you use?" was Facebook (94.1%). Having high utilization rates that range from 95.5% among "divorced" people to 85.9% among "widowed individuals." The widespread use of Facebook among all age groups suggests that older people in Serbia are motivated to utilize the social media site for networking and content sharing. Regardless of their marital situation or educational background, it satisfies their desire for social interaction by enabling them to communicate with people and share experiences. Facebook may be popular among elderly's 65 and older because it satisfies their demand for respect. Elder users who share material, updates, and experiences on the site can get acknowledgement, gratitude, and supportive comments from their social network. Such conversations can help a person feel validated and valuable. For older users aged 65 to 74 (68.6%), Instagram satisfies cognitive needs by offering a visually appealing and creative platform. They can express their creativity and participate in cognitive activities that encourage self-expression and artistic endeavors thanks to the capacity to exchange visual content, images, and artistic expressions. Instagram satisfies the affective requirements of divorced people by offering a social environment where they may communicate with others and forge new social connections (86.4% of divorced users). They experience emotional pleasure, a sense of social belonging, and a sense of connection through exchanges and engagement with visual information offered by peers. They develop a sense of community and social integration by communicating with others and taking part in social events on the site. Instagram is a platform that older people who have experienced

divorce can use to decompress. They can discover a way to let out emotional tension and stress through artistic expression and social connections, which promotes emotional well-being and gives them a way to deal with life's upheavals.

In our example, one of the respondents acknowledged that unlike Instagram, where they publish photographs and videos much more freely than on Facebook, where they view Facebook as a platform for more official purposes, where only family members and other official persons are friends, they also have unknown friends on Instagram.

Twitter (14.6%) sees modest usage growth across all age groups. At 36.4%, more than any other marital status group, Twitter users who have been divorced make up the largest percentage. People who have been divorced are drawn to Twitter's concise material, open discussions, and real-time updates as a way to learn more. Despite having the largest proportion of users in the Universities category, Twitter has the lowest overall usage of the platforms we looked at, as seen by the considerably lower usage percentages in the high school and primary school categories (3.3%). The urge to learn and keep current through brief content on Twitter might satisfy evaluative demands connected to getting knowledge and information for individuals who are divorced. Twitter's emphasis on in-the-moment updates and public discourse might satiate desires for self-actualization by offering a space for intellectual development and discovery. In our instance, it was underlined that older people frequently tweet about public figures and their posts. In many situations, they said, they were criticizing politicians for their policies, such as pension hikes and health care services. LinkedIn has the lowest social media usage among those 65 to 74 years old (2.2%), and it is only used by persons in two marital status groups: those who are divorced (4.5%), and those who are married (2.6%). Individuals actively select media depending on their requirements and preferences, claims UGT. Since a relatively small fraction of people use LinkedIn in our country and most people 65 and older are retired, we were able to determine why they use it. People often use LinkedIn for job searching and career development. The respondents claimed that, except in one instance, they rarely even know what they are inputting and instead blindly scan the handwriting. The respondents claimed that most of the time they simply read what others have written without understanding what they are inputting. In one instance, a respondent noted that her daughter-in-law had opened the platform over the phone and left it open. Only a small number of divorced persons and those

with college or university degrees have mentioned using this social network to view career and profession inquiries.

According to data, the majority of TikTok users are aged 65 to 74. This shows that the app's humorous content and quick videos are what draw seniors to it. This is in line with the central tenet of the Uses and Gratifications Theory, which holds that consumers deliberately seek out media that satisfy particular needs. In this instance, older TikTok users appreciate the amusing content of the program since it gives them pleasurable and interesting experiences. In our situation, there are active users who frequently submit films and receive comments from others. In certain instances, their children may share movies of their parents acting amusingly old in order to gain fame. According to the research, 19.0% of TikTok users are single people. This might imply that the app satisfies this group's demand for social connection. TikTok gives single people a platform to interact with others, exchange material, and participate in the TikTok community because they could have fewer personal social obligations. Duets, challenges, and other interactive elements in the app encourage user interaction. The widespread usage of YouTube among users of all ages—particularly those between the ages of 85 and 99—indicates that people actively seek out the site to satisfy a variety of demands and pleasures. Accessing a variety of material, including fun videos, movies, series, varied emotions, and much more, according to their own interests, is enjoyable for users of all ages. The fact that more single persons (42.9%) use YouTube might signify that this demographic uses the site for fun. YouTube may provide companionship and a method for lone users to interact with other producers and watchers, satisfying their social requirements. There is a sense of community and involvement created by the opportunity to comment, like, share, and subscribe to videos.

The majority of participants (84.1%) indicated that they use social networking sites frequently or "many times a day" in response to the question "How frequently do you use social media platforms?" This group of users engages in a variety of social media activities, such as maintaining relationships, consuming content, and participating in online groups. These people use social media for particular goals like staying up to date on news or events or checking in on their social network, making up the lower number of the sample group

(10.7%) who reported using social networking sites "once or more a day." Only 0.5% of the sample group reported to accessing social media "several times a week". This group is probably made up of individuals who use social media less often. Similar to this, just 3.8% of users said they checked social networking sites once a week, showing that users use social media at least once a week, potentially for less frequent discussion or content consumption. And just 0.8% of the sample group indicated that they "rarely" use social media platforms, indicating that they have little need for or interest in social media and only sometimes or extraordinarily utilize it. Social media is often used for enjoyment and leisure by frequent social media users who participate in a variety of activities. The regular usage of social media by the majority of participants implies that maintaining ties and participating in social interactions are important incentives. As users interact with people who have similar interests and traits, one reason people sign up for social networks and join online organizations might be to build their sense of self. Social media usage is necessary to remain current on news and events, which is consistent with the purpose for monitoring.

With utilization rates ranging from 95.3% to 98.6%, smartphones are the most widely used device for accessing social media across all demographic categories. According to UGT, the high smartphone adoption rate implies that people 65 and older consciously choose this technology to satisfy particular demands and pleasures associated to their usage of social media. Smartphones give senior citizens simple, on-the-go access to social media networks. Smartphones' success may be attributed to their mobility and ease of use, which satisfies the desire for amusement and distraction through social media use. Given that smartphones make it easier to communicate with friends and family, high smartphone usage rates indicate that seniors 65 and older utilize social media to preserve and build personal ties. Accessing social media on a smartphone is consistent with the surveillance reason since it enables users to remain current on news, trends, and events. Given that tablets provide a bigger screen and greater capability for content consumption and information searching, tablet use among those with higher levels of education may be motivated by a desire for information seeking and productivity-related tasks.

Depending on how much time was spent on various social media networks, the results reveal various usage patterns. 20.7% of the sample's users spend roughly an hour every day on social media, mostly to publish updates and have brief conversations with

others. Their "motivation" is to communicate with loved ones or to swiftly spread knowledge. The vast majority of the sample group (33.0%) uses social media for about two hours each day, engaging in a variety of activities such as content consumption and social interactions. This group uses social media to achieve numerous goals, including entertainment, knowledge, and social relationships. The motivation for personal relationships is consistent with those who spend around two hours each day engaging in various activities, including social contacts. The motivations of about 24.0% of the sample population who spend lengthy amounts of time on social media (more than two hours) include content retrieval, maintaining social connections, and remaining educated about various issues. This group looks for joys like learning new things, interacting with others, and strengthening one's sense of self. Staying informed is an incentive for the group that uses social media extensively, integrating it with material retrieval and following numerous topics. The 15.3% of the sample population that uses social media for four hours or more each day is probably driven by a variety of factors, including news consumption, entertainment, and socializing. Social media is a vital tool for them in many facets of their everyday life, they discover. Smaller percentages of the sample population (4.9%, 0.8%, and 0.5%) that use social media for five to seven hours per day are driven by networking, enjoyment (such as viewing TikTok videos), and perhaps a desire for social validation.

A sizable percentage of the sample group (34.6%) said that social media "it's not important their daily life" in response to the question, "How important is social media in your daily life?" On the other hand, social media was deemed "important in daily lives" by 35.3% of the sample group. This shows that a sizable proportion of users utilize social media in a deliberate manner to achieve their goals. For social interactions, news and information, and keeping in contact with friends and family, they mentioned that they rely on social media. Social media is viewed as "extremely important" in the daily lives of 12.0% of the sample group and "very important" by 18.2% of the group. These groups are likely to strongly rely on social media for a variety of everyday tasks, including socializing, consuming information, staying current with the news, and maybe even for work- or

educational-related objectives. They find it beneficial and quite satisfying to include social media sites into their daily activities.

The proportion of "self-taught" respondents to the question "How did you learn to use social media platforms?" is nearly equal for men and women, indicating that a sizable number of people of both sexes have a personal interest in "participate in social media" and are motivated by curiosity or a desire for autonomy. Ages 65 to 74 have the largest percentage of self-taught persons (38.0%). This shows that people in this age range are more prone to explore and experiment on their own with social media, maybe motivated by a desire for personal growth. Most men and women received assistance from family or friends while learning how to utilize social media. This demonstrates how important social interactions and engagement are to the process. It's interesting to note that while few women (1.0%) chose to take classes or online lessons to learn how to utilize social media, no males did. Our findings imply that people in our sample could favor unstructured learning strategies like asking friends and family for advice over formal online lectures. The findings support the uses and gratifications hypothesis, which postulates that people deliberately seek out and utilize media—in this case, social media platforms—to satisfy particular wants and desires. The results show that a number of motivations, such as curiosity, autonomy, social engagement, and self-improvement, drive people to learn how to utilize social media. The large proportion of self-taught people in the 65–74 age group can be ascribed to their readiness to experiment on their own with new technologies and drive for self-improvement. However, the majority of people across all age groups, notably those between the ages of 85 and 99 and 75 and 84, resorted to asking family or friends for assistance, highlighting the significance of social connections and peer learning in the adoption of social media.

Elder adults 65 and older who were asked "What purposes do you use your social media accounts for?" said that they use it to connect and keep in touch with friends, with 61.4% of men and 55.3% of women participating in this activity. Across all marital status groups, social media also acts as a crucial tool for social engagement and sustaining connections, with between 57.7% and 61.9% of people utilizing it for these purposes. Furthermore, 46.2% of men and 45.2% of women in the 65+ age group use social media with the motivation of staying informed with news and events. Social media is used by

women (29.1%) to look for interesting information. It's interesting to note that the percentages of singles and widows who use social media to stay up to date on news and events are the greatest, at 66.7% and 46.2%, respectively. 65+ adults use social media to discover content related to their interests, with percentages ranging from 23.8% to 32.1% across all marital status categories. This demonstrates that people utilize social media to discover information that suits their particular interests, regardless of their marital status, emphasizing the platform's function as a source of specialized content. 33.2% of women 65 and older use social networks for the purpose of "Entertainment and leisure time activities". Women underline the value of social media in particular for meeting their requirements for relaxation, leisure time, and problem-escaping. According to the report, social media is widely utilized for "entertainment and leisure activities" across all marital status groups of 65+ people, although this trend is most prominent among married and widowed people (30.9% and 37.2%, respectively). Additionally, the percentages of people using social media "to share original content and express themselves" vary by marital status, with married people showing the greatest number at 15.1% and divorced people showing the lowest rate at 9.5%. This shows that people who are married may be more likely to express themselves on social media than people who are divorced, presumably because they have different standards and preferences for how they display themselves. 14.1% of males use social media to share unique content and express themselves, which is the "self-expression" purpose. It demonstrates how guys utilize social media as a means of self-expression and identity formation.

Social media is viewed as a popular tool for "sharing private images and moments" by women 65 and older, who had a greater proportion of 61.6%, demonstrating a strong desire to express oneself and uphold a sense of identity within their social networks. 65+ older men and women both have a high preference "for content that matches their interests, hobbies, sports, and music," demonstrating a need for knowledge and information about their areas of interest. The distribution of "funny and humorous content" among seniors, both male and female, is equal, giving them a means of escape and enjoyment and meeting their desire for entertainment and relaxation. The study also highlights the fact that while the frequency of active sharing decreases with advancing years, different age groups share for various reasons. Ages 65 to 74 seem to share a greater variety of things, such as private

moments, hilarious stuff, articles, and even useful things. The 85-99 age group, which comprises 17.2% of users, publishes a lot of motivational content and intimate images and experiences, demonstrating a desire for connection and self-expression. Motivational quotations and hilarious content shared by recently divorced people may be a coping method for navigating the difficulties of divorce, offering emotional support and a sense of stability. Married couples may satisfy their desire for love and community by sharing images and intimate experiences, which boosts social engagement and a sense of belonging. The way in which various marital status groups use social media to meet their psychological and social requirements is highlighted by the ways in which comedy and interest-related content might reflect people looking for acceptance and boosting their self-esteem.

The majority of the sample, those 65 and over, answered no to the question, "Have you ever felt addicted or overly dependent on social media?" or, in other words, that they had never felt this way. It's crucial to keep in mind, though, that older people may be more negatively impacted by excessive social media use than younger people. In addition, a small percentage of respondents (9.2% of the sample) said they were unsure if they had a social media addiction. The majority of the sample, those 65 and older, responded negatively when asked if they felt dependent on or addicted to social media. This shows that the sample's elder participants do not view social media as being highly addicted or dominating of their life. This result is consistent with the UGT tenets that users actively seek out media to satisfy particular wants and pleasures. Instead than feeling reliant on social media, older persons in our sample may utilize it for particular objectives including maintaining in touch with loved ones and friends, getting news and information, passing the time, relieving stress, and engaging in amusement. suggesting that for these elderly people, face-to-face engagement is not primarily facilitated by social media. This data would suggest that they somewhat utilize social media and do not strongly rely on it for social connections.

Have you ever felt bad feelings (such anxiety, loneliness, or jealousy) as a result of using social media? According to poll results, 35.8% of the sample group had admitted to having felt bad about anything at some time. These distressing emotional states can be caused by a range of things, such as personal circumstances, life events, and interpersonal connections. The good news is that 55.5% of respondents said they had not felt any unpleasant feelings. However, it is crucial to understand that feelings may vary and fluctuate

throughout time depending on a variety of factors and events. The findings show that using social media may cause individuals to have both good and bad emotional experiences. This is in line with the tenets of the Uses and Gratifications Theory, which contends that people turn to media, in this case social media, in order to satisfy particular needs and gratifications. While many elders can feel happy and satisfied, the emotions that are highlighted include those when they see friends they haven't seen in a long time and can observe the changes even from a distance, emotions when they are apart from their children and can see pictures of their nephews and nieces on social media. when they post some personal and other images and receive positive feedback from someone they expect. Unpleasant and frightful remarks made by strangers, different threats, and money-scams targeting the vulnerable intensify unpleasant feelings. However, a number of other elements, such as individual circumstances, life events, and interpersonal connections, can also contribute to painful emotional states. Personal conditions, such as tumultuous occasions or difficult living circumstances, might exacerbate unpleasant emotional experiences when utilizing social media. The same is true for interactions with individuals on social media, which can sometimes result in emotions of fear, loneliness, or jealousy. It is critical to realize that, based on a number of variables and occurrences, sentiments can shift and fluctuate throughout time. Social media-related emotions are not constant; they can shift and fluctuate depending on a number of variables, such as the context of online interactions, individual circumstances, and general wellbeing.

In response to the question, "How do you feel after spending a significant amount of time on social media?" 2.3% of respondents said they felt "energized and uplifted" after using social media, which may suggest that some older people find particular online activities enjoyable, entertaining, or helpful for personal growth. A larger number of older people (85.2%) reported feeling indifferent about the emotional impact of using social media, while a lower percentage (2.3%) reported feeling "energized and uplifted." However, a sizable majority (10.2%) claimed to feel "drained and exhausted" following social media use. In addition, 2.3% of respondents said they felt "anxious or overwhelmed" as a result of using social media. Different reasons for utilizing the media might be linked to adults' emotional experiences on social media. While a small percentage of respondents (the deviance motivation) express satisfaction and upliftment through deviance and

entertainment on social media, a larger percentage (the indifferent motivation) reported feeling indifferent, which is consistent with the motivation of the surveillance because they use social media to gather information without evoking strong emotional reactions. Social media interactions may have emotional repercussions for certain older persons if they report experiencing emotional "drained and exhausted" sensations. This relationship between these experiences and Personal Relationship motivation may explain. The tiny number of people who report feeling anxious or overwhelmed also suggests that using social media may have a negative emotional impact.

The poll results highlight a number of difficulties that elder individuals encounter while using technology and digital media. A sizable percentage of older persons had difficulty understanding the user interface and navigating technology devices (21.1%), which may be related to cognitive loss and unfamiliarity with computer user interfaces. Additionally, difficulties with touch screens or small buttons (12.2%), typing or using the keyboard (13.5%), reading or seeing content on the screen (16.6%), and issues with connection (8.8%) demonstrate age-related impairments in eyesight, motor function, and technical knowledge. Elder individuals may find it difficult to get information and enjoyment through traditional media and technology because they have trouble understanding the user interface and navigating electronic devices. Their capacity to use technology to acquire material and keep informed might be hampered by a lack of technical expertise or cognitive disability. Additionally, some seniors (4.7%) felt scared or overpowered by technology. This emotional response may be linked to one's identity and how one presents themselves, with older people maybe feeling scared by the intricacy of technology and how it would affect their perception of themselves as technologically astute people. While 1.3% had trouble handling files and data and 2.1% had trouble with program upgrades and compatibility. These problems imply that elderly users may find complicated software and technological procedures intimidating. Elder people may find it challenging to participate in different activities, such as gaming or multimedia consumption, since they may have trouble utilizing touch displays, typing on a keyboard, or reading or seeing material on a screen. These obstacles could make it more difficult for them to enjoy conventional media. Some individuals struggle with eyesight, motor, and technical

knowledge issues, which makes it more difficult for them to access media devices for social interaction, communication, and basic information requirements. Elder people may perceive possible hazards or threats linked with technology use, which can lead to feelings of fear or technological overwhelm. Having trouble utilizing technology may make it difficult for older people to communicate with their loved ones online, which may influence how they feel socially and like they belong. The self-esteem and self-esteem of older people might be impacted by their inability to grasp technology and conventional media interfaces, particularly if they believe themselves to be technologically inept in a digital environment.

Suggestions

Since only quantitative analysis was employed in our study, the usage of a mixed methods approach can be taken into consideration in order to acquire a thorough understanding of how and why seniors use social media. combining quantitative surveys with in-depth discussions in focus groups or interviews. This will provide a deeper understanding of the motivations driving their social media usage and the rewards they chase. If a longitudinal research was carried out over an extended period of time to follow changes in older people's social media usage patterns, the results would be more in-depth. This will make it easier to spot trends and modifications in their underlying motives, inclinations, and dietary choices over time, while also taking the Serbian social and technical environment into consideration. Such an investigation would offer useful and comprehensive details regarding how older users' social media usage evolves over time and how the social and technical environment influences their objectives and motives.

This study could specifically address the issues of how older social media users change their preferences and usage over time, whether older users switch from one platform to another when using social media, or whether older users prefer to use different types of social media at different ages.

How do social media's functions in the lives of the elderly change as technology and other social advancements proliferate? How do older people's perceptions of social media, such as how they use it for information, entertainment, or social connection, change as a

result of new technological advancements and other changes in social communication flows? It will be necessary to do this study on a broad scale by conducting studies and surveys over an extended period of time and tracking changes in how one particular group of older people in Serbia uses social media. Understanding how social media affects the lives of the elderly and how these impacts vary over time and with societal developments will need the understanding of this analysis. The findings of this investigation will aid in the improvement of procedures and regulations pertaining to senior citizens' usage of social media in Serbia.

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APPENDIX 1 - SURVEY QUESTIONS

Thank you for participating in this survey on the social media usage habits of elderly people. The purpose of this survey is to gather detailed information and gain insights into how elderly individuals engage with social media platforms. Your responses will remain anonymous and will be used for research purposes only!

<p>1. Gender</p> <p><input type="checkbox"/> Male</p> <p><input type="checkbox"/> Female</p> <p><input type="checkbox"/> Prefer not to say</p> <p><input type="checkbox"/> Other</p>	<p>2. Age</p> <p><input type="checkbox"/> 65-74</p> <p><input type="checkbox"/> 75-84</p> <p><input type="checkbox"/> 85-99</p> <p><input type="checkbox"/> 100+</p>	<p>3. Marital Status</p> <p><input type="checkbox"/> Single</p> <p><input type="checkbox"/> Married</p> <p><input type="checkbox"/> Widowed</p> <p><input type="checkbox"/> Divorced</p> <p><input type="checkbox"/> Prefer not to say</p>	<p>4. Education Level</p> <p><input type="checkbox"/> Primary</p> <p><input type="checkbox"/> High School</p> <p><input type="checkbox"/> College</p> <p><input type="checkbox"/> University</p>
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<p>5. Which social media platforms do you use? (Select all that apply)</p> <p><input type="checkbox"/> Facebook</p> <p><input type="checkbox"/> Instagram</p> <p><input type="checkbox"/> Twitter</p> <p><input type="checkbox"/> LinkedIn</p> <p><input type="checkbox"/> Pinterest</p> <p><input type="checkbox"/> Snapchat</p> <p><input type="checkbox"/> Tik Tok</p> <p><input type="checkbox"/> YouTube</p>	<p>6. How frequently do you use social media platforms?</p> <p><input type="checkbox"/> Multiple times a day</p> <p><input type="checkbox"/> Once a day</p> <p><input type="checkbox"/> Once a week</p> <p><input type="checkbox"/> Few times a week</p> <p><input type="checkbox"/> Rarely</p>
<p>7. How much time do you typically spend on social media platforms per day? (Approximate hours)</p>	<p>8. What purposes do you use your social media accounts for? (Multiple choice)</p> <ul style="list-style-type: none"><input type="radio"/> Connecting and staying in touch with friends<input type="radio"/> Keeping up with news and current events<input type="radio"/> Discovering content related to your interests<input type="radio"/> Entertainment and leisure time activities<input type="radio"/> Sharing creative content and self-expression<input type="radio"/> Learning about products and services<input type="radio"/> Expanding professional networks and seeking job opportunities

9. What types of content do you prefer to share on your social media accounts? (Multiple choice)

- Content related to your interests (e.g., hobbies, sports, music)
- Your own photos and personal moments
- Quotes and motivational messages
- Articles and news stories
- Funny and humorous content
- Product or service endorsements

10. How did you learn to use social media platforms?

(Select all that apply)

- Self-taught
- Family members or friends
- Online tutorials or guides

Other.....

11. Have you received any ongoing support or assistance in using technological devices? (e.g., from family members, community programs, tech support)

- ❖ Yes, I receive ongoing support.
- ❖ No, I do not receive ongoing support.
- ❖ Other...

12. What devices do you primarily use to access social media? (Select all that apply)

- ✓ Smartphone
- ✓ Tablet
- ✓ Laptop-Computer
- ✓ Smart Tv

Other.....

13. If you do not own or have access to any technological devices, what are the main reasons? (Select all that apply)

- ✓ Lack of interest or need for technological devices
- ✓ Financial constraints
- ✓ Lack of knowledge or experience in using technological devices
- ✓ Accessibility challenges (e.g., physical limitations, difficulties with small screens or keyboards)

Other.....

14. If you own or have access to technological devices, how did you acquire them? (Select all that apply)

- Personally purchased
- Gifted by family or friends
- Provided by an organization or community program
- Borrowed from someone else
- Other.....

15. Which features or activities on social media platforms do you engage with the most? (Select all that apply)

- ✓ Viewing and liking post
- ✓ Commenting on posts
- ✓ Sharing personal updates or photos
- ✓ Joining or participating in groups/communities
- ✓ Messaging or private chatting with others
- ✓ Other.....

16. Do you actively interact with posts or comments on social media platforms?

- Yes, frequently
- Yes, occasionally
- No, rarely or never

17. How important is social media in your daily life? (Scale from 1 to 5, with 1 being "Not important at all" and 5 being "Extremely important")

Not important at all

- 1
- 2
- 3
- 4
- 5

Extremely important

18. How do these challenges affect your usage of technological devices? (Check all that apply)

- ✓ Discourages me from using technological devices
- ✓ Limits the activities I can perform on these devices
- ✓ Causes frustration and dissatisfaction
- ✓ Makes me rely on others for assistance
- ✓ Other.....

19. What specific challenges do you face regarding screen visibility? (Check all that apply)

- Small font size
- Unclear or blurry display
- Difficulty in reading text
- Poor contrast between text and background
- Glare or reflection on the screen
- Other.....

20. Have you ever felt addicted or overly dependent on social media?

- Yes
- No
- Not sure

21. Have you ever experienced negative emotions (e.g., anxiety, loneliness, jealousy) due to social media usage?

- Yes
- No
- Sometimes
- Others

22. Have you ever encountered any negative experiences (e.g., cyberbullying, harassment, scams) on social media?

- Yes
- No
- Not Sure
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23. How do you feel social media impacts your overall well-being? (Scale from 1 to 5, with 1 being "Positive impact" and 5 being "Negative impact")

- 1. Positive impact
- 5. Negative Impact
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24. Do you find social media to be a source of inspiration and motivation in your daily life?

- Yes, definitely
- Not really
- Not at all
- Sometimes

25. How do you feel after spending a significant amount of time on social media? (Select one)

- Neutral, no significant change
- Drained and exhausted
- Anxious or overwhelmed
- Energized

26. Have you ever taken a break from social media to reduce its impact on your life?

Yes, No, Not yet but considering