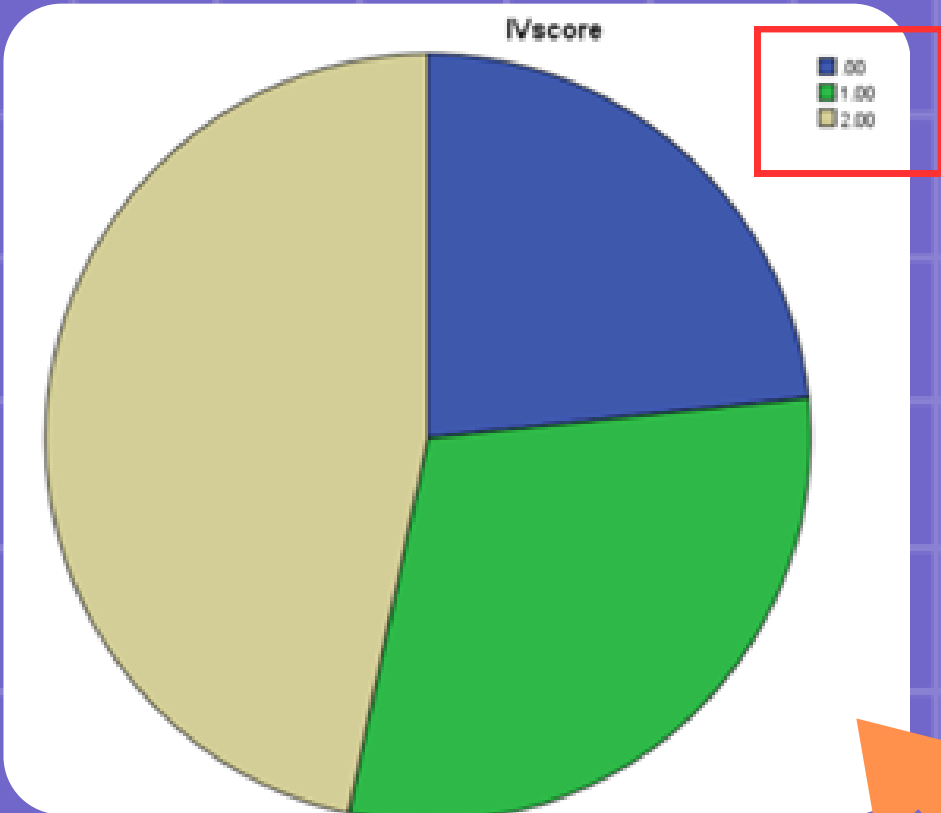




# The impact of social media usage frequency among older adults on intergenerational relationships

## Introduction:

In today's digital society, social media has become an important tool for communication. However, can this new form of interaction really bring generations closer together? This study focuses on how "frequency of social media use" affects "intergenerational relationships" and proposes the hypothesis that "High-frequency use of social media has a positive impact on intergenerational relationships."



### Research gap:

Most existing studies view the elderly as passive recipients of care rather than active participants in maintaining intergenerational relationships through social media.

## Research Methods

In this study, data was collected from 30 respondents (Young old: 65–74) through the Mix Method, which included questionnaires and interviews.

### Questionnaires (30 people)

#### IV: "Frequency of social media use"

- It is a direct reflection of the intensity of an individual's interaction with social media.
- "Categorical variable": Value labels 0, 1, and 2 represent "Not Used", "Used Daily", and "Used Several Times a Week", respectively.

#### DV: "Intergenerational relationship"

- A 13-item Likert scale (1–5 points), covering aspects such as intimacy, quality of getting along, and shared perspectives.
- "Continuous variable": The numerical range can quantify the strength of the relationship.

### Interviews (12 people)

- High happiness + High digital literacy (3 people)
- Low happiness + High digital literacy (3 people)
- High happiness + Low digital literacy (3 people)
- Low happiness + Low digital literacy (3 people)

統計量				
IVscore				
N	有效	30		
	遺漏	0		

IVscore				
	次數分配表	百分比	有效百分比	累積百分比
有效	.00	7	23.3	23.3
	1.00	9	30.0	53.3
	2.00	14	46.7	100.0
總計		30	100.0	

可靠性統計量		
	以標準化項目為準的 Cronbach's Alpha 值	項目數
Cronbach 的 Alpha	.712	13

## Result & Discussion

### Quantitative Finding (Questionnaires)

The overall level of intergenerational relationships is moderate

- The mean score is 2.89, which is slightly below the median of the scale (3 points).

The frequency of social media use significantly affect intergenerational relationships

- The daily use group (1) had the highest score, and there was a significant difference between the non-use group (0), ( $P=0.031$ )
- The score of the former is higher than that of the latter.

敘述統計									
	N	最小值	最大值	平均值	標準差	偏態	峰態		
	統計量	統計量	統計量	統計量	統計量	統計量	標準誤	統計量	標準誤
DVscore	30	2.00	3.62	2.8923	.42976	.145	.427	-.694	.833
有效的 N (listwise)	30								

變異數分析					
DVscore	平方和	自由度	均方	F	顯著性
群組之間	1.224	2	.612	3.997	.030
群組內	4.133	27	.153		
總計	5.356	29			

### 事後檢定

多重比較							
依變數: DVscore							
Bonferroni 法							
(I) 使用頻率 0 無 1 每天 2 每週 3 每月	(J) 使用頻率 0 無 1 每天 2 每週 3 每月	平均值差異 (I-J)	標準誤	顯著性	95% 信賴區間		
0	1	-.54457*	.19716	.031	-1.0478	-.0413	
	2	-.21978	.18110	.706	-.6820	.2425	
1	0	.54457*	.19716	.031	.0413	1.0478	
	2	.32479	.16715	.188	-.1019	.7514	
2	0	.21978	.18110	.706	-.2425	.6820	
	1	-.32479	.16715	.188	-.7514	.1019	

\*. 平均值差異在 0.05 層級顯著。


# Result & Discussion

## Qualitative Finding

High frequency of social media use can promote interaction between generations


Respondents' views (High frequency)

The video call function is very useful. Even if I don't go out, I can still see my children and grandchildren through the phone and feel like they are right next to me.




Male  
Age: 72  
Used several times a week

I share some photos of friends gathering and going to different places. We like and comment on each other's photos.



Female  
Age: 67  
Used daily

So many function. This is more interesting than just using the phone for voice call to my children



Male  
Age: 69  
Used daily

Female  
Age: 67  
Used daily

## Literatures

- Social media let family members, including older adults and their children, to communicate more frequently and easily.  
(Heo et al., 2015)
- Helps bridge the gap caused by physical distance or busy schedules.  
(Huang et al., 2024)
- This can enhance emotional connection and understanding between generations.



High-frequency use of social media has a positive impact on intergenerational relationships

## Suggestion

### Government

- Fund more digital training programmes for the elderly
- Promoting various institutions to provide free courses for the elderly
- Teaching them the basic uses of social media  
(Cynthia & Ben, 2021)

### Social Welfare Organizations

- Organizing digital workshops for the elderly
- Designing courses with life-oriented themes
- Encouraging families to establish online communication models  
(Cynthia & Ben, 2021)

Ultimately improving relationships between generations through technology.

## Respondents' views (Low frequency )

I don't know how to use social media. It's too hard for me to use these. I only talk to them on the phone occasionally. Actually, I don't know what my children are doing recently.



Male  
Age: 70  
Not Use



### Limitation:

- A small sample size may make it difficult to generalize to the entire elderly population, limiting the representativeness of the study.
- Tracking the specific respondents' relationships with their family members may not be disclosed due to privacy concerns, resulting in limited data access.