

MOTIVATIONS BEHIND SOCIAL MEDIA USE BY OLDER ADULTS

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MOTIVATIONS BEHIND SOCIAL MEDIA USE BY OLDER ADULTS

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## DECLARATION OF ORIGINALITY

I, Eda Sena Şenceylan, certify that

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## ABSTRACT

### Motivations Behind Social Media Use by Older Adults

The present research aims to define and categorize the motivations shaping the social media involvement of the older adults, and to understand the impact of social media use on this specific demographic segment. The thesis aims not only to offer fresh insights regarding older adults' approach towards using social technologies, but also explore the impact of social technology use within a conceptual framework. In this thesis, having identified five motivations Information Seeking, Entertainment, Social Interaction, Social Influence, and Social Surveillance, I investigate a new construct called Reduced Perceived Obsolescence, and analyze the relationship between social media involvement and perceived obsolescence levels of older adults with data collected with the designed survey instrument. The conceptual model serves as a basis to further explore motivational, emotional, and behavioral correlates of social media use of the older adults.

## ÖZET

### Yaş Almış Kişilerin Sosyal Medya Kullanım Motivasyonları

Söz konusu araştırma, yaş almış kişilerin sosyal medya kullanım motivasyonlarını ve bu kullanımın, özel bir demografik grup olan bu kişiler üzerindeki etkilerini keşfederek, sınıflandırma yapmayı amaçlamaktadır. Bu anlamda, araştırma yalnızca yaş almış kişilerin sosyal teknolojilere yaklaşımına dair yeni anlayışlar sunmayı değil, aynı zamanda bu sosyal teknolojilerin etkisini inceleyerek kavramsal bir çerçeve yaratmayı hedeflemektedir. Bilgi Edinme, Eğlence, Sosyal Etkileşim, Sosyal Etki ve Sosyal Gözetleme başlıklarından oluşan beş motive edici faktörün yanı sıra, araştırmada İndirgenen Obsolesans Algısı terimi öne sürülerek, anket ile toplanan data yardımıyla sosyal medyaya bağlılık ile algılanmış obsolesans arasındaki ilişki incelenmiştir. Araştırmanın sunduğu kavramsal model; yaş almış kişilerin sosyal medya bağlılığının, motivasyonel, duygusal ve davranışsal bağlantılarının keşfi için zemin oluşturmaktadır.

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*I dedicate this thesis to my beautiful mother, Ilknur Sevcan Şenceylan.*

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# CHAPTER 1

## INTRODUCTION

With today's society becoming more connected and dependent on the Internet, social media platforms flourish as immensely popular communication tools. Especially fast-growing social media platforms such as Facebook and Instagram have a great influence both at individual and societal levels. Since social media use is known to be linked with the satisfaction of different basic psychological needs, recent studies on the use of social media have enhanced the understanding on the psychological motivations behind people's online actions and gratifications. However, in despite of the fact that social technologies have a gradually growing impact on the entire society, these studies rarely focus on the elderly population which represent the older adults who are over sixty years old. Especially policy-makers, academics, and all entities with responsibility for enhancing a more inclusive society have been challenged by the unprecedented growth of the aging population and the lack of structured information regarding this specific group's online behaviors.

The world's population is rapidly aging. Delello and McWhorter (2015) claim that: "Increased access to medical advances, education, improved living conditions, and economic factors have resulted in the older adults becoming the largest age group worldwide" (Bleakley & Charles, 2013). According to the United Nations' study "World population aging, 1950-2050", the global population aged 60 years or over numbered 962 million in 2017, which is more than twice as it was in 1980 (382 million). The number of older adults is expected to double again by 2050, and it is projected to reach nearly 2.1 billion, describing a striking picture that one fifth of the U.S. population will be 65 years and older, with a one third of their life

spent in retirement (Jacobsen, Kent, Lee, & Mather, 2011). This major societal shift presents concerns for the psychological well-being of older adults who experience multiple life changes in their later years such as retirement, relocation, and bereavement, having implications for nearly all sectors of society.

On the other hand, in line with the rapid diffusion of the Internet and smart devices, older adults are increasingly embracing social technologies, surprisingly advancing themselves by multiplying and diversifying the utilities they get from these technologies. In a recent report regarding the older adults in U.S., “Tech Adoption Climbs Among Older Adults” by Pew Research Center published in May 2017, it was specified that around four-in-ten (42%) of older adults aged above 65 reported owning smartphones while this percentage was only 18% in 2013, and 11% in 2011. It was highlighted that “Smartphone adoption among seniors nearly quadrupled between the years 2011-2016”. Older adults believe that technology makes it easier to reach people, stay in touch with their loved ones, and meet new people (Cotten, Anderson, & McCullough, 2013). Our new reality is that older adults gradually accept that the benefits of technology outweigh the costs and challenges of it (Mitzner, Boron, & Fausset, 2010). Therefore, being one of the fastest growing online user groups, it is crucial that we understand the impact of the Internet on the older adults (Hogeboom, McDermott, Perrin, Osman, and Bell-Ellison, 2010).

Accordingly, the fundamental objective of the present study is to elucidate the antecedents and consequences of social media use by older adults over a proposed holistic framework to answer the following questions:

- What are the main motivations behind social media use by older adults?
- What impact does social media involvement have on older adults’ personal lives?

Thus, having the prementioned research questions, I suggest that Information Seeking, Entertainment, Social Interaction, Social Influence, and Social Surveillance are dimensions that have a relationship with Social Media Involvement of older adults. I also propose a new dimension called Reduced Perceived Obsolescence *and* hypothesize that social media involvement leads to a reduced perceived obsolescence.

The outline of the study is as follows: In Chapter 2, I review the studies related to the motives for using social technologies and the various effects of social technologies on individuals' lives. In Chapter 3, I define and explain the latent variables in the model, and I display the research framework and hypotheses. Chapter 4 outlines the testing and validation of the model with partial least squares (PLS) structural equation modeling (SEM). I use PLS-SEM in the data analysis process in order to investigate the complex cause and effect relationships of the latent variables in the proposed model. After performing preliminary analyses and accomplishing the measurement model validation, I developed a structural model and test the hypotheses. The results of these analyses are discussed in the Chapter 5. The last section, Chapter 6 covers the implications of the study and the conclusions, and the limitations of the study and suggestions for future research as well.

## CHAPTER 2

### LITERATURE REVIEW

Starting from the very early phases of the technological journey which people have been experiencing, different uses and gratifications have been discussed to define and structurally group the motivations behind the people's Internet and technology use. These uses and gratifications were categorized under numerous titles such as social utilities, functional utilities, informative utilities, and psychological utilities.

When social utilities are considered, especially social media sites such as Facebook, Twitter, and Instagram have proven themselves as technological platforms for seeking social connections with greater levels of social involvement (Ellison, Steinfield, & Lampe, 2007) since they naturally provide individuals with such social utilities that are reducing the "cost of admission" for being socially engaged (Przybylski, Murayama, DeHaan, & Gladwell, 2013). Within the pursuit of understanding the reasons why people use social technologies, social utilities such as the social interaction with others and enhanced social involvement turns out to be just the tip of the iceberg. As social media has invaded the world incrementally, limitless list of gratifications started to appear on the scene. This list includes many interesting actions such as passing time, monitoring and social surveillance, learning, getting information, expressing opinions, entertaining, interacting, messaging, socializing, and conformance with the society.

#### 2.1 Older adults and social technology use

It is clear that social media platforms have become immensely popular and effective communication tools in our age. This trend is being accelerated with the proliferation

of smartphones which enable easy access to social technologies at any time. Even though social technologies' benefits for the psychological well-being and life quality have been investigated repeatedly in previous research, studies regarding older adults seem to fall behind the ones regarding the younger generations in terms of amount and scope.

The view that old age has a negative effect on social connectedness has been discussed in many studies (Cornwell, Laumann, & Schumm, 2008). However, the exact opposite view was supported with findings showing that some later life transitions, such as retirement and bereavement, prompt greater connectedness. The fact that the Information and Communication Technologies (ICTs) has been acknowledged as great tools for older adults to 'reconnect or improve their connection with the outside world' (White et al., 1999) as well as 'enjoy a higher quality of life' (Irizarry & Downing, 1997) provides inspiration to further analysis of the online behaviors of this specific age group.

Past research on technology use across the life span has mostly focused on the inefficacy or timidity of older adults in the online world. In this sense, past research mostly focuses on how huge the “digital divide” is and topics such as “computer anxiety” and “technophobia” experienced by older adults. Digital divide is about the large disparities in technology use between younger and older generations while “computer anxiety” is the tendency of a particular individual to experience a level of uneasiness over his or her impending use of a computer, which is disproportionate to the actual threat presented by the computer. Brosnan's (1998) research into technophobia enlightens this specific anxiety and its triggers.

Previous research includes different studies claiming that older adults lack the ability and enthusiasm to adapt to a changing technological landscape. However;

with the help of up-to-date studies, we come to realize that in time, older adults are gradually being convinced to the premise that social technologies enhance convenience in many life domains.

Thus, every year, larger proportions of older adults use technology to make their lives easier. In fact, in Olson, O'Brien, and Rogers' 2011 study, it was claimed that there might be some particular segments of the older population that use technology as extensively as younger adults.

## 2.2 Digital divide

Digital divide first refers to the inequalities between those who have access to the Internet and communication technologies, and those who do not. Secondly, it represents the gap between those who advance themselves in their technology use, and those who are somehow not able or willing to actively advance themselves in such online activities.

In the previous literature, the level of social technology use by older adults seems to be reflected in such a way that, as Kania and Torres (2015) claimed, "younger people tend to be described as digital natives while older people have been described as digital immigrants (Prensky, 2001)". However, the notion of digital divide has been challenged in numerous studies (Selwyn, 2004; Braun, 2013). For instance, in a study of Braun (2013), the obstacles to new communication technology adoption in older adults were investigated, and Renaud and Biljon (2008) reached to a set of interlinked acceptance factors, and adoption phases that they presented as the Senior Technology Acceptance and Adoption Model for Mobile technology (STAM) which basically used the Technology Acceptance Model as a starting point.

In despite of the findings these studies offer about older adults' online evolution and that it is now widely known that older adults are the fastest growing segment of the Internet users (Hart, Chaparro, & Halcomb, 2008), there is still not a satisfactory amount of research on older adults' online behaviors.

Nevertheless, we may benefit from the studies regarding Gen Y when trying to depict older adults' online attributes and behaviors. There have been numerous studies considering the antecedents and consequences of Gen Y's social media usage. For example, in the study of Bolton, Parasuraman, and Hoefnagels (2013), concepts such as "social capital", "identity formation", "psychological and emotional well-being", "physical well-being", and other "behavioral outcomes" emerged as the consequences of social media use by Gen Y at the individual level. In the same study, there is a classification of the types of social media use with titles such as "contributing", "sharing", "consuming", "searching", "participating", and "playing". Similarly, there have been many studies on how Gen Y uses social media, and what kind of attitude they exhibit when it comes to content creation and consumption. Some of these studies analyzed the behavioral patterns of Gen Y, suggesting that Gen Y effectively contributes to the online world by creating, curating and combining content from multiple sources, and that they like to stay connected and multitask through technology. However, there are other studies suggesting that they spend an important amount of time only consuming content (Pempek, Yevdokiya, Yermolayeva, & Calvert, 2009).

In addition to all these, different studies focusing on the social media use by Gen Y suggested further research involving other generations by claiming that, although Gen Y is an outstanding cohort regarding to the intensity and prevalence of social media use, in the end, actually this young generation may be using social

media for the same purposes as other generations: for information, for leisure or entertainment (Park, Kerk, & Valenzuela, 2009), for socializing and experiencing a sense of community (Valkenburg, Peter, & Schouten, 2006), and for staying in touch with friends (Lenhart & Madden, 2007).

These studies pointed out the necessity of the investigation of not only the inter-generational transfer of Gen Y's social media use under different circumstances and extents being carried over to older generations; but also, the specific types of social media use, level of social media use intensity and engagement affected by different motivations behind social media use by older generations.

### 2.3 Factors related to social media use by older adults

Like every single motivation behind human beings' different actions, motivations behind social technology use depend on a variety of psychological needs as well. When I look at past research, I see that Katz, Gurevitch, and Hass (1973) originally distinguished among different categories of the psychological needs: While "cognitive needs" derive from the desire for information, "affective needs" derive from the desire for pleasure. Alongside the needs for "entertainment and aesthetics", there is also "personal integrative needs" which derive from the desire to strengthen self-image and self-confidence, "social integrative needs" derive from the desire for affiliation and social relationships, and finally, "tension release needs" derive from the need for escape and diversion.

Many studies claim that social media use may have additional salutary effects on people's psychological and emotional well-being, by strengthening family bonds (Williams & Merten, 2011), nurturing other supportive social relationships that

enhance self-esteem (Valkenburg et al., 2006), and providing health information (Hackworth & Kunz, 2011).

In studies regarding human psychology, it was frequently mentioned that the social networks such as Facebook can boost people's "social capital" because their identities are empowered by what they share about themselves, and in turn, what others share about them (Christofides, Muise, & Desmarais (2012), and thus social media use is the formation and maintenance of "social capital" (Berthon, Pitt, & DesAutels, 2011; Ellison et al., 2007; Valenzuela, Park, & Kee, 2009).

When considering factors related to the social media use, there are innumerable studies to originate definitions and categorizations from. To start with an important theory I utilized while developing the research model, I emphasize the definition of the Uses and Gratification Theory (UGT): The basic premise of the UGT is that individuals will seek out media among competitors that fulfills their needs, and leads to ultimate gratifications (Lariscy, Weaver, & Sweetser, 2011). The UGT is relevant to social technologies in a way that it has origins in the literature on communication. Social technologies are communication mechanisms which allow users to communicate with endless numbers of individuals all over the world (Williams, Crittenden, Keo, & McCarty, 2012).

Since studies have shown that gratifications received are good predictors of initial and recurring media use (Kaye & Johnson, 2002; Palmgreen & Rayburn, 1979), there are many studies utilizing the UGT when trying to analyze human behavior in social technology use. Likewise, I drew inspiration from a few important UGT related studies when analyzing the motivations behind social media use by older adults. For example, Korgaonkar and Wolin (1999), Papacharissi and Rubin (2000), and Ko, Cho, and Roberts (2005) studied uses and gratifications with respect

to the Internet and paved the way for understanding different motives for the behaviors in the online world. Similarly, Yavuz and Toker (2014) identified the key motives behind online check-in behavior including social-enhancement value, informational and social motivation, entertainment value, utilitarian motivation, and belongingness along with their originally developed construct “gameful experiences”. Another example, the study of Whiting and Williams (2013) demonstrated the importance and usefulness of the UGT to social media research by revealing seven common themes such as “social interaction”, “information seeking”, “pass time”, “entertainment”, “relaxation”, “communicational utility”, and “convenience utility”.

As I will detail the definitions and theoretical background of the motivational factors in the model in the following chapter, I review the outstanding factors which have been studied before in past research. One of the most interesting motivations for using social technologies is people’s “social surveillance” urge. The definition of social surveillance is “watching people or things, or watching what others are doing” (Kaye & Johnson, 2002; Joinson 2008; Whiting & Williams 2013), and it was studied under many different titles such as “horizontal surveillance” (Albrechtslund, 2008), “peer-to-peer monitoring” (Andrejevic, 2006), “social surveillance” (Marx, 2002; Steinfield, Ellison, & Lampe, 2008; Joinson, 2008; Whiting & Williams, 2013), “keeping up with” (Joinson, 2008), and “social searching” (Lampe, Ellison, & Steinfield, 2006).

I also encountered a variety of studies showing that information related gratifications are also vital reasons for using social media. The question of “Why people get or share information through social media?” was discussed comprehensively in past studies with the terms “information sharing” (Whiting &

Williams, 2013), “information motivation” (Korgaonkar & Wolin, 1999), and “information seeking” (Papacharissi & Rubin, 2000). These concepts concerned the motivations of people who satisfy their need to be informed whereas concepts such as “communicatory utilities” (Joinson, 2008; Whiting & Williams, 2013), and “expression of opinion” (Whiting & Williams, 2013) are defined as the willingness to appear and express oneself on online platforms. Other reasons for people to use social media may be listed as to feel belonged to the society, interact, and keep pace with others.

At this point, the concepts of competence, relatedness, and other interpersonal utilities step in the discussion. Competence (Reis, Sheldon, Gable, Roscoe, and Ryan, 2000; Connell & Wellborn, 1991) explains the motivation for using ICTs as an act of showing the ability to be online and “prove oneself”; whereas the concepts of “relatedness” (Reis et al., 2000; Connell & Wellborn, 1991), “interpersonal utility” (Papacharissi & Rubin, 2000), and “social interaction” (Ko et al., 2005) extend the social aspects of the definitions of the motives behind social media use, since they offer new social dimensions of online behavior.

#### 2.4 Obsolescence

Obsolescence is generally defined as a decrease in human capital and qualities such as knowledge, skills, capabilities, attitudes, and insights (Thijssen & Walter, 2006).

Research regarding the concept of obsolescence principally stemmed from, and predominantly focus on the labor economics. On the other hand, in social sciences, particularly in the discipline of old age psychology, perceived obsolescence incrementally became an important controversial topic mostly associated with healthy aging, well-being of older adults, and satisfaction with life.

In despite of the unclarity of the definition of the exact age or change that we can assertively label as “obsolete” (Rhodes, 1983; Thijssen & Walter, 2006), core definition of obsolescence was widely formulated as the total sum of “imperfections” arising within individual social, emotional, cognitive, and professional qualities (De Grip & Van Loo, 2002; Neuman & Weiss, 1995; Pazy, 1996), unfolding during old age in human life (Thijssen & Walter, 2006).

Although there is an ongoing debate on the identification of the criteria to such “imperfections” I mentioned, majority of research define obsolescence as the “mismatch between the requested and available qualities experienced by the individual” (Pazy, 2004). This mismatch not only makes older individuals feel like outsiders, but also creates an enormous distance between the generations, thereby wearing the society’s social unity and productivity out, decreasing the total social welfare. In labor economics study, there are many definitions and classifications of the concept of obsolescence.

What about this mismatch? How can we further understand this concept of mismatch, defined as the gap between requirements and existing skills?

For instance, in labor economics research literature, obsolescence was defined in three categories: technical obsolescence, economic obsolescence, and perspective obsolescence. Technical obsolescence represents the inevitable deterioration of abilities and skills while growing older. Economic obsolescence simply defines the qualities which have become less important or are even no longer important due to the improvements in technology or the expectations of the current era. It is the depreciation of the existing skills of individuals. Lastly, perspective obsolescence, describes qualities involving opinions, “outdated views and believes” (Thijssen & Walter, 2006).

Similarly, in labor economics area, we see a different approach with the aim of defining obsolescence under two titles: internal depreciation and external depreciation. While internal depreciation means the loss of physical ability and mental capability, external depreciation is attributed to external forces. For instance, lowering of the value of a worker in the market due to changes in the environment can be defined as an external force (Neuman & Weiss, 1995).

These definitions taken from economics help us procure the vision that helps us explain the possible impact of social media on the feelings of obsolescence of older adults.

Slegers, van Boxtel, & Jolles' (2012) study which claims that social technology use prevents people from cognitive decline by improving autonomy and everyday functioning, is important in understanding the role of social media for older adults in meeting the need for feeling competent. Additionally, when looking from the social competency perspective, we see that previous studies frequently emphasized that close relationships are a great determinant of physical and psychological health, and well-being whereas the size of the social network of older adults unfortunately decreases with age, and they become deprived of staying socially active, bonding with others, and bridging social networks (Cornwell, Laumann, & Schumm, 2008). Since strong social networks enhance the quality of life of elderly people (Giles, Glonek, Luszcz, & Andrews, 2005), improving their health (de Belvis et al., 2008), fighting with cognitive decline (Fratiglioni, Wang, Ericsson, Maytan, & Winblad, 2000), and eventually expanding the life-span (House, Landis, & Umberson, 1988), social technologies clearly stands out as serious solution sources with potential to cultivate successful relationships among older adults. Slegers, Boxtell, and Jolles (2008) affirmed this potential by claiming that

there are several mechanisms by which various uses of social technologies may improve the social, mental, and emotional well-being of older adults; exemplifying these mechanisms as e-mail, text message platforms, and social networking sites (Carpenter & Buday, 2007; Karavidas, Lim, & Katsikas, 2005; Smith, 2011; Zickuhr & Madden, 2012). It was also suggested that the use of social technologies for communication purposes may provide greater opportunity for supportive social interaction (Cody, Dunn, Hoppin, & Wendt, 1999; Slegers, Van Boxtel, & Jolles, 2008), and they serve as consistent predictors of health and well-being in older adulthood (Fiori, Antonucci, & Cortina, 2006; Pinguart & Sorensen, 2000).

Friemel (2016) and Ramón-Jerónimo, and Peral-Peral, & Arenas-Gaitán (2013) claimed that older adults' inclusion in the digital era has the potential to positively impact their social and economic welfare, as well as it may create a difference on their quality of life (Nahm & Resnick, 2001). Hill, Beynon-Davies, and Williams (2008) asserted that the Internet can be a contributive tool for the creation of an active senior population, decreasing the rate of marginalization and social isolation.

In a recent study of Chopik (2016), it was hypothesized that “technology use would be associated with better health and well-being”, and the mediating role of reduced loneliness in the relationship between technology use and the mental and physical health was examined. Other several exploratory studies aimed at exploring the benefits of participation in seniors' online communities in terms of improving the feelings of older adults about obsolescence and aging.

These studies demonstrated older adults' potential to empower their own feelings of “keeping up the pace with others” and “not becoming obsolete” by providing different benefits such as instrumental information (Camarinha-Matos &

Afsarmanesh, 2005; Xie, 2008), emotional support (Furlong, 1989; Ito, Adler, Linde, & Mynatt, 2001; Pfeil & Zaphiris, 2010; Wright, 2000), companionship (Kanayama, 2003; Pfeil & Zaphiris, 2010), and a sense of belonging (Burmeister, 2012).

As Elliot, Mooney, Douthit, and Lynch (2013) aimed to extend the empirical evidence concerning the predictors of older adults' social technology use, and clarify the relationship of this use to well-being in this segment, I similarly aim to more extensively understand the motivations behind social media use by older adults, and its effect on their lives in terms of feelings of competence, isolation, and obsolescence.

At this point, the comprehensive literature review sheds a light to the question "What is the main motivation in studying the relationship between the motivational factors affecting the social media involvement and the level of feelings of obsolescence?"

In past literature, uses and gratifications of social media were investigated in detail, and utilities people get from using social media were defined and categorized in many studies. Especially motivations to use social media such as information motivation (Korgaonkar & Wolin, 1999; Whiting & Williams, 2013; Papacharissi & Rubin, 2000), entertainment, social influence, and surveillance were recurrently described and explained, while a more thrilling question left unanswered: What is the effect of social media on older adults' lives in terms of feelings of obsolescence?

Due to its benefits regarding older adults' life in such phase and its increasing popularity and prevalence among this specific age group; motivations behind social technology use and its impacts on older adults' lives became an important and untouched research area.

In the light of these, in this thesis, I first aim to understand why older adults use social media, and then secondly, I aspire after explaining how their attitude towards online world affect their lives in terms of perceived obsolescence. By describing the positive effect of social media on older adults' lives, I aim to contribute to the literature, and pave the way for future research on the issue.

## CHAPTER 3

### DEVELOPMENT OF THE RESEARCH MODEL AND THE HYPOTHESES

In this chapter, I will cover the research model and the hypotheses I proposed in the light of the theoretical foundation I reviewed, and the qualitative data gathered from in-depth interviews with older adults in the first phase of the research process.

#### 3.1 Motivational factors behind social media use by older adults

Before I first started to develop the theoretical model, the main objective was to answer the question “What motivations lead older adults to use social media?” in a comprehensive manner. Thus, I initially arranged in-depth interviews with 12 older adults. While collecting the qualitative data from 12 older adults revealing why they got involved in social media, I witnessed that individual stories gathered under the same roof of a few common motives emerged during the hours of interviews.

Thereafter, making use of the past research on the motives for using social media, I categorized these common motives of older adults for using social media under literature-backed five constructs emerged as “information seeking”, “social interaction”, “entertainment”, “social influence”, and “surveillance”.

##### 3.1.1 Information seeking

Information related motivation (Korgaonkar & Wolin, 1999; Whiting & Williams, 2013; Papacharissi & Rubin, 2000; Joinson, 2008) can be explained as the demand for having access to vital information including mobility, transport, health, and friendship.

Being an outstanding conditioning motivation behind the use of many different online platforms, information motivation was studied comprehensively in past research. Studies mostly emphasize it as a factor which enables people to connect to and engage with the world.

In some recent studies, media and information platforms such as YouTube and Twitter prove themselves as important sources providing people with the current news. They come to the fore as main platforms increasing the involvement to, and the frequency of use of the online platforms. The results of the study of Al-Menayes (2015) on information seeking motivation supported the claim that the need to fulfill the informative requirements is an important predictor of social media use.

The following answers collected from the in-depth interviews provide evidence for the existence of this motivation in elderly people using social media actively:

“(...) I use Facebook because it provides me with news and content I cannot get from other sources. For example, me and my relatives live in different corners of the world, but we do not have to be ‘separated’ because there is Facebook.”

“(...) I watch informative videos about cooking on YouTube, and also, I find good material on stitching on Facebook groups. When we were young, there wasn’t any information around us. Magazines and elders were the only sources. Now everything is so easy to find, and they are all free, so I file those recipes and plots one by one, I love it! Not just Facebook, I follow stitching, knitting, and handcraft pages on Instagram too.”

There is also a group of people who seek for objective content:

“(...) I read and share objective political news which we cannot get on TV.

“You know, when the freedom of press is not present, we have the Internet, thankfully.”

### 3.1.2 Social interaction

Social Interaction (Ko et al., 2005) is a predefined psychological need for reconnecting or improving connections with outside world. Coleman (1988) says that whereas human capital can be defined as embodied in the skills and knowledge acquired by “an individual”, social capital exists in the relations among “persons”. Thus, social structures are acknowledged as resources that actors can use to achieve their interests. Ellison et al. (2007) adapted the social capital concept to test hypotheses regarding use of and intensity of use of Facebook for bridging (weak ties), bonding (strong ties), and maintaining social capital. In their study, Ellison et al. (2007) found a strong connection between Facebook use and indicators of social capital.

In this sense, social interaction motivation explains the drive for capitalizing the online social opportunities in order to socialize, feel connected to the world, and express themselves. In the study, participants claimed that they use social media for socializing:

“(…) I use social media to keep in touch with old friends, to interact with their children and grandchildren. Sometimes I get political and economic news from my friends’ updates.”

“(…) I love to comment on grand children’s photos (even though they are complaining about it). It is great to hear from them, check their photos or videos when they are far away.”

“(…) One of my children live abroad, and we use Skype to meet regularly.”

### 3.1.3 Entertainment

This motivation category can be defined as all the actions providing entertainment for the individuals using social media. While social media helps elderly people to “pass time” (Whiting & Williams, 2013), it also increases utility by helping them

“kill time”, “play games”, “watch videos”, “look up recipes”, etc. During the in-depth interviews, participants stated their entertainment motivations for using social media with such following words:

“(…) I use social media simply for fun. I play online games and it helps me kill time when I feel bored.”

“(…) I use my smart phone to connect to YouTube to listen to music, and most of the time I watch funny videos on Instagram. My grandchildren send me cat pics and videos, I have fun when I look at different kinds of entertaining contents on Facebook and Instagram.”

“(…) All that stuff on social media cheers me up, this is why I like it.”

“(…) I use it to occupy my time actually. I mean, I find myself getting stuck on that screen especially when I am alone and bored.”

#### 3.1.4 Social influence

Social influence (Braun, 2013) is defined as the need for “keeping up with” (Joinson, 2008), and trying the best to keep pace with the social environment. Social influence can be explained as the overall effects of the environment, culture and the subjective norms created by the society on various behaviors or actions of the individual.

According to Fishbein and Ajzen (1977), subjective norms refers to the beliefs of important others about performing a specific action. Venkatesh and Morris (2000) defined social influence as the influence from others to use the technology, and Braun (2013) claimed that “Social pressures from family and friends to use social technologies is positively related to intention to use them” whereas the study of Fulk, Schmitz, and Ryu (1995) have shown use of technology within a user’s social network to predict adoption. Notwithstanding that the support for subjective norms influencing communication technology use in older adults has been little studied, in Mathur (1999)’s study it was found that adoption of new technologies in older adults was positively influenced by encouragement from younger family members. Besides

these, Bandura's (1977) studies on social learning and self-efficacy theories also support the description of older adults' need for "being on one's mettle" or "keeping up with the neighbors/friends".

In the study, social influence seems to be one of the motivations behind social media usage by the elderly. Different participants explain their close reasons for using social media in different tones as the following:

"(...) X uses it, Y has a Facebook account, so what am I, chopped liver?"

"(...) My sister-in-law has Facebook, why wouldn't I?"

"(...) Why I don't have an Instagram page; you all have it!"

We may interpret these answers as a need for feelings of "achievement", "determination" or "acceptance" as studies demonstrated that learning technological skills enhances a sense of independence (Henke, 1999), and creates a process of "empowerment" which can be described as a "transition from helplessness to control, and from passiveness to activeness" as a result of the power of change, and the power of knowledge (Shapira, Barak, & Gal, 2007).

### 3.1.5 Surveillance

Social surveillance is defined as "watching people or things or watching what others are doing". The title of this theme comes from the studies by Kaye and Johnson (2002), Joinson (2008), and Whiting and Williams (2013). Shoemaker (1996) claims that "surveillance" is used as a way to "monitor the world around us" (p. 32), and it has both cultural and biological origins.

Individuals depend on surveillance to examine their instant environment for any event having the potential to cause them harm. Surveillance is easier on online

social platforms thanks to the regularity of status updates and news feeds. The abundance of rich information reduces the need for extensive searching or formal investigations.

Recent evidence suggests that interpersonal surveillance over online social platforms is a very common practice. When I review the studies on younger people's online acts of surveillance, I see that, for example "students are considerably more likely to use these websites for social surveillance than developing new contacts and network connections" (Lampe et al., 2006). So, in the literature it is supported that people who are concerned about the maintenance of their relationship have more tendency for social surveillance, and since elderly people are the most sensitive group to feel "obsolete" or "left out"; we can understand why older adults have a special need for social surveillance, and more importantly, what social technologies offer them by moving surveillance from offline to online contexts, enabling them to achieve it with less effort.

Starting from the definition of "surveillance", when it comes to make use of the psychological concept "social surveillance" in the context of social technology use, Tokunaga (2011) describes it by defining Interpersonal Electronic Surveillance first: "Interpersonal Electronic Surveillance (IES) is characterized as surreptitious strategies individuals use over communication technologies to gain awareness of another user's offline and/or online behaviors. IES is characterized as a mindful and goal-oriented behavior in which contacts of all sorts, including close friends, romantic partners, business associates, or family members, can be placed under surveillance".

Having defined the IES, we can say that it is also can be used as a general term related to concepts such as "horizontal surveillance" (Albrechtslund, 2008),

“peer-to-peer monitoring” (Andrejevic, 2005), “social surveillance” (Marx, 2004; Steinfield, Ellison, & Lampe, 2008), “social searching” (Lampe et al., 2006), and other types of online monitoring and surveillance that is experienced on an individual level.

Present study aims to understand the effect of the tendency of older adults for online social surveillance on the level of social media involvement. In the interviews with the participants, there were numerous examples for social surveillance motivation. Participants indicated that they use social media for:

“(…) gossiping on relatives’ online updates, disseminating information among the family, seeing what grandchildren are doing.”

On the other hand, they also identified an interesting function of social technology use in their lives:

“(…) It is funny, but I think Facebook gives us things to gossip about. For example, I check my news feed in the morning, and after the breakfast, when I talk with a friend of mine on the phone, I tell her about the photos I saw on Facebook, e.g. I tell her “X seems to be on vacation for months, I think they are very rich, what do you think?”

“I remember a time when my daughter went to a city for a job meeting where her aunt lives. My sister –apparently- saw her photos on Instagram and was reproachful on the phone saying that ‘I saw your daughter’s photos on Instagram today. She is here in my town. Why doesn’t she visit me? She doesn’t like her aunt I guess...’ Of course, she was not serious, we laugh away but I think we really became addictive to these things. I think social media provides us, the older ones, things to talk about. We find a way to socialize by using the material we find on Facebook and Instagram.”

Accordingly, I posit the following hypothesis:

H1: Information seeking (a), social interaction (b), entertainment (c), social influence (d), and surveillance (e) motivations positively lead to social media involvement.

### 3.2 Relationship between social media involvement and obsolescence

As the main research question concerned the reasons behind social media use by older adults, now focus must be on how this investigation was executed as the next step. I measured the centrality of social media in older adults' lives by capturing the social media involvement levels of older adults. While doing so, I had an additional intention of exploring the resulting effect of this social media involvement on older adults' psychological well-being. Deducing from the qualitative data gathered from in-depth interviews, I developed the theoretical model in a way that it frames both the antecedents and consequences of older adults' social media involvement.

Thus, in the following section, I will dilate upon the concepts from literature and review the definitions of these two dependent variables in order to firmly picture the final theorized conceptual model, describing the social media involvement and the impact of this involvement on the feelings of obsolescence of older adults.

#### 3.2.1 Social media involvement

Involvement is a term usually defined as “a person's perceived relevance of the object based on inherent needs, values, and interests” (Zaichkowsky, 1985, p. 342). Krugman (1965) claimed that a person's involvement with a communication was positively related to the amount of bridging experiences, connections, or personal references. In the study of Andrews, Durvasula, and Akhter (1990), a conceptual framework of involvement was proposed. Involvement was identified as “an individual, internal state of arousal” which determines how the individual responds to stimuli (Andrews et al., 1990, p. 28). The framework related involvement to its antecedents and consequences. Personal needs or motivation, opportunity, and ability were characterized as antecedents of involvement, while information search

behavior, information processing, and persuasion were proposed as consequences of involvement (Kim, Scott, & Crompton, 1997).

On the other hand, in the study of Rothschild (1984), the concept of involvement was defined as "a state of motivation, arousal or interest" in using a product, getting a service or joining in an activity. Social-psychological literature describes involvement as the amount of "arousal, interest, or drive evoked by a particular stimulus or situation" (Bloch, 1982). When we investigate the very early definitions of "involvement", we encounter the studies of Sherif and Cantril (1947). They conceptualized involvement by asserting that "an individual's attitudes become aroused during interaction, and these attitudes give direction to behavior" (Sherif & Cantril, 1947; Sherif & Hovland, 1961; Sherif, Sherif, & Nebergall, 1965). What is common among these definitions in literature is that the concept of involvement describes a certain level of "arousal", "interest" or "drive". Past literature asserts that a person can be involved "with advertisements (Krugman, 1962, 1965, 1977), with products, or with purchase decisions" (Zaichkowsky, 1985).

In the study, social media involvement refers to a drive for using social media as a product/service fulfilling individuals' needs whereas it also indicates the level how central social media is in older adults' lives.

### 3.2.2 Reduced perceived obsolescence

In the study of Thijssen and Walter (2006), obsolescence is defined as "the decrease in human capital and qualities such as knowledge, skills, capabilities, attitudes, and insights". In the current world where senior population grows exponentially, concept of obsolescence is one of the hottest topics on any platform where the projection of a more inclusive society is discussed. Winstead et al. (2013) concluded that the

Internet and communication technologies “have the potential to allow seniors to transcend social and spatial barriers”. It goes without saying that the social technology use is important to the older adults because it cleverly accompanies them in a relatively more sensitive phase of their lives. It can provide, an “assistive” technology, a source of “support” during a time which they experience significant physical and cognitive changes, and feelings of “dependency” (Phang, Kankanhalli, Li, Tan, & Teo, 2006; Caprani, Greaney, & Porter, 2006). Hence, we see that the past research mostly bolstered the argument that social technologies are like a “democratized all-inclusive treasure” for such period of lifetime by supporting the link of social technologies to numerous psychosocial benefits, including high self-esteem, and healthy internal well-being (Valkenburg, Peter, & Schouten, 2006), life satisfaction, trust, civic engagement (Valenzuela, Park, & Kee, 2009), and enriching interpersonal experiences (Steinfeld, Ellison, & Lampe 2008) since older adults commonly use social technologies as a way to maintain and improve the social connections during turning points in their lives (Ellison, Steinfeld, & Lampe, 2007; Lampe et al., 2006).

While having enlightened many aspects of older adults’ prominent common motivations behind social media use, I also had interest in the significant impacts of this use on older adults’ lives. Hence, in the process of analyzing the in-depth interview data, I found out that the answer to the question “How social media affects older adults’ lives differently than others?” turns out to be the reduced levels of feelings of falling back, feelings of obsolescence, isolation, and even loneliness.

Therefore, in this study, in addition to the identification of five antecedents of the social media use by older adults, I offered a new concept to identify the important

but unstudied effect of social media on older adults' personal lives and called it "reduced perceived obsolescence".

In the light of the insights I received from in-depth interviews about the relationship between social media use and the feelings of obsolescence of older adults and the comprehensive literature review, I hypothesized that the more the older adults feel involved to social media, the less they feel obsolete. Accordingly, I hypothesized the following statements:

H2: The effects of information seeking (a), social interaction (b), entertainment (c), social influence (d), and surveillance (e) motivations on reduced perceived obsolescence are mediated by social media involvement.

H3: Social media involvement leads to a reduced perceived obsolescence.

The research model and the corresponding hypotheses are depicted in Figure 1.

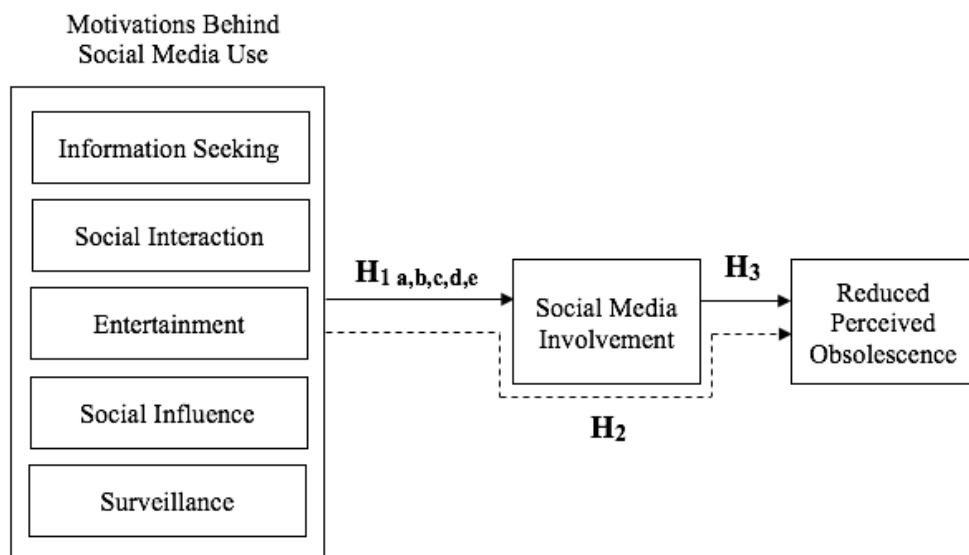


Fig. 1 Research framework

## CHAPTER 4

### TESTING AND VALIDATION OF THE MODEL

This chapter presents the testing and validation of the research model shown in Figure 1. As the main research objectives are to explore and understand the motivations behind social media use by older adults and the effect of this use on their personal lives, this chapter discusses the research development phase leading to identifying and interpreting these motivations and the outcomes.

#### 4.1 Research design and methodology

##### 4.1.1 Measurement instrument and questionnaire design

A survey method was used to gather quantitative data from older adults to make it possible to generalize to broader groups beyond the sample (Swanson & Holton, 2005). As Creswell (2009) recommended, quantitative approach was used in this study to identify factors that together influence an outcome and test a theoretical model. The study used a non-experimental design which allow for investigation of the relationships among different variables affecting older adults' social media use.

Before creating the survey questionnaire, I first conducted face to face in-depth interviews with 12 elderly people to attain insights on the motivations behind their social media use. During the in-depth interviews, participants were asked to describe their personal experiences with social media, what they love about it, and the features that are important to them. Needs such as “getting information”, “keeping in touch with friends and relatives”, “having fun and passing time”, “keeping pace with the majority of the social environment”, and “stalking relatives’ lives” were more frequently mentioned than any other types of motivations. These

motivations distinguished themselves by emerging as constructs from the previous literature, respectively as “Information Seeking”, “Social Interaction”, “Entertainment”, “Social Influence”, and “Social Surveillance”. At final, I created the survey questionnaire.

In the process of creating the survey questionnaire, forward -and back-translations were performed to acquire reliable translations of the original items taken from literature from English into Turkish. I also did a pilot-test to confirm that the instruments had a clear wording and ensured that the questionnaire completion takes approximately 10-15 minutes. In addition to this, to avoid several biases that are common to behavioral sciences such as the potential threat of hypothesis guessing in that participants might try to guess the hypothesis and provide answers accordingly, and social acceptability bias where participants believe that certain answers are more desirable and accepted; I took preventive measures when preparing the survey. I used scientifically reliable behavioral measures and psychometrically sound scales to quantify the motivations behind social media use of older adults. Different groups of scales are used, and pre-tests were used to achieve reliable measures.

The questionnaire included 46 questions (See Appendix A or Appendix B). First part of the questionnaire consisted of a short introduction followed by a demographics section including ten questions on gender, age, education level, employment status, place of residence, marital status, parental status, annual income, and household population. The demographics questions are followed by two questions on the ownership of different technologic devices and a question asking the frequency of the social media use. Following the Likert-type sections, there are

questions taken from seven different scales, aiming to capture the antecedents and consequences of a positive social media attitude of the older adults.

Information seeking motivation (Korgaonkar & Wolin, 1999; Papacharissi & Rubin, 2000; Whiting & Williams, 2013) was measured by the four-item Information Seeking Scale which includes items from the Internet Motives Scale from the study of Papacharissi and Rubin (2000). Social interaction motivation (Ko, Cho, & Roberts, 2005) was measured by the nine-item Social Interaction Scale which includes original and adapted items from the studies of Joinson (2008), McKenna and Bargh (1999), and Wellman and Gulia (1999). Entertainment motivation (Papacharissi & Rubin 2000; Whiting & Williams 2013) was measured by the six-item Entertainment Scale which includes items from the Internet Motives Scale from the study of Papacharissi and Rubin (2000). Social influence motivation was measured by the four-item Social Influence Scale I adapted from the study of Braun (2013). A variety of original and adapted items from the Interpersonal Electronic Surveillance Scale (Tokunaga, 2011) and the Social Grooming Scale (Tufekci, 2008) were used to create the six-item Surveillance Scale. A four-item scale was used to measure older adults' social media involvement. The Social Media Involvement Scale included five adapted items from the Social Involvement Scale (Kyle, Norman, Hammitt, & Jodice, 2007) and the Personal Involvement Inventory Scale (Zaichkowsky, 1985, 1994). Finally, an 11-item Reduced Perceived Obsolescence Scale was created with the original and adapted items from the Revised UCLA Loneliness Scale (R-UCLA)-2 (Russell, Peplau, & Cutrona, 1980) the Future Time Perspective Scale (Cars-tensen & Lang, 1996), the Perceived Obsolescence Scale (Kaspar, 2004), and additional adapted items emerged from in-depth interviews and the item creation process I initiated in the pilot study.

All constructs were measured with 5-point Likert-type scales taken from prior research. Respondents stated their levels of agreement with these statements on a 5-point Likert-type scale (5 = strongly agree, 1 = strongly disagree). All items in the study and their corresponding sources can be seen on Table 1 and Table 2. Please see Appendix A for the original survey and Appendix B for translated version.

Table 1. First Part of the Items in the Study and Their Corresponding Sources

Construct	Source	Scale Item (abbreviation)
Information Seeking	Papacharissi & Rubin (2000); Korgaonkar & Wolin (1999); Whiting & Williams (2013)	Because it is easier to find information (INFO1)
		To get information free (INFO2)
		To look for information (INFO3)
		To see what is out there (INFO4)
Social Interaction	Joinson (2008); McKenna & Bargh (1999); Wellman & Gulia (1999)	To keep in touch (SOCIN1)
		To reacquire lost contacts (SOCIN2)
		For communication purposes (SOCIN3)
		To make new contacts (SOCIN4)
		To get new friends (SOCIN5)
		To join groups (SOCIN6)
		To see what my family/friends/relatives have been up to today (SOCIN7)
		To meet like-minded others (SOCIN8)
		To receive social support (SOCIN9)
Entertainment	Papacharissi & Rubin (2000); Whiting & Williams (2013)	Because it is entertaining (ENT1)
		Because I just like to use it (ENT2)
		Because it is enjoyable (ENT3)
		Because it passes time when bored (ENT4)
		When I have nothing better to do (ENT5)
		To occupy my time (ENT6)
Social Influence	Braun (2013)	My family/friends/relatives think that I should use social networking websites (SINFLU1)
		My family/friends/relatives have profiles on social networking websites (SINFLU2)
		My family/friends/relatives share things on social media (SINFLU3)
		My family/friends/relatives expect me to follow the content they share on social media (SINFLU4)

Table 2. Second Part of the Items in the Study and Their Corresponding Sources

Construct	Source	Scale Item (abbreviation)
Surveillance	Tokunaga (2011); Tufekci (2012)	To spend time looking through my family/friends/relatives' social networking site pictures (SUR1) To monitor my family/friends/relatives' behaviors through their social networking pages (SUR2) I explore my family/friends/relatives' social networking page to see if there is anything new or exciting (SUR3) It is important that I understand my family/friends/relatives "in jokes" with the help of my social media presence (SUR4) I am curious about other people's lives (SUR5) I am curious about people from my past (SUR6)
Social Media Involvement	Zaichkowsky (1985; 1994); Kyle, Norman, Hammitt & Jodice (2007)	I am a heavy social media user (INVOL1) Social media means a lot to me (INVOL2) Social media is important to me (INVOL3) I am involved in social media (INVOL4) Social media is part of my life (INVOL5)
Reduced Perceived Obsolescence	Cars-tensen & Lang (1996); Kaspar (2004); Russell et al. (1980)	It prevents me from feeling so withdrawn (ROB1) It helps me feel less left out (ROB2) It prevents me from feeling isolated from others (ROB3) It helps me dispel loneliness and receive companionship (ROB4) It makes it easier for me to accept the ideas and mores of the younger generation (ROB5) It helps me keep up pace with life (ROB6) I feel more integrated due to my social media presence (ROB7) It helps me stay in the "social circle" in my life (ROB8) It helps me follow the developments and stay up to date (ROB9) My social media activities make me more connected with my social environment (ROB10) It makes me feel younger (ROB11)

#### 4.1.2 Sampling and data collection

The present undertaking is a study using qualitative data collected from in-depth interviews with 12 older adults, and survey data collected from 201 older adults who are over 60 and use social media. Only those who have a profile in at least one of the social media platforms were allowed to participate in the in-depth interviews and the survey.

Although convenience sampling was used in order to reach more participants in a narrow time interval, I contacted different participants from different cities and

backgrounds from major cities in Turkey to ensure moderately equal sample sizes across different demographic groups. The participants included seniors who are members of different groups such as “65 + Yaşlı Hakları Derneği” (65+ Elder Rights Association), “Boğaziçi Mezunlar Korosu” (Boğaziçi University Alumni Choir), “ODTÜ Mezunları” (ODTÜ Alumni Association), and “Boğaziçi Üniversitesi Mezunlar Derneği” (Boğaziçi University Alumni Association).

In the first phase of the survey data collection, I preferred to conduct surveys in face to face meetings, and get feedbacks about the survey and the research in person. Thus, in total, 45 out of the 201 participants filled questionnaires in Boğaziçi University Alumni Choir rehearsals with the guidance of the researcher. 45 questionnaires were filled out during two different choir rehearsals, using the 30 minutes time given before the rehearsals.

The purpose of the study was explained in the introductory speech as well as it was in the short introduction of the questionnaire. Researcher administrated the data collection process during both of the two meetings. She initially gave necessary information about the study, and then stood by for the 30 minutes survey completion time. No monetary or other tangible incentives were presented in return for participation in these meetings.

The second group of the participants was the group who filled in the survey through online platforms. The online survey has been sent out to 250 people through channels such as WhatsApp, Facebook, and e-mail groups. 156 people participated in the study by filling in the questionnaire on mobile-friendly data collection platform SurveyMonkey®.

The online data collection process started on September 2018 and ended on March 2019. Participants filled out questionnaires anonymously online. By means of

the online survey page design with no permission for skipping any questions without answering to them, I ensured that there was no missing data. To eliminate cases where a participant chooses the same number for all the Likert-type questions, I investigated the standard deviations of the Likert data.

Since the survey predicted 10-15 minutes of completion time, to detect unengaged responses, I also decided to remove data of participants who spent less than three minutes for the survey, but there was no such case. Thus, in the final stage, the population included 201 responses.

#### 4.1.3 Sample characteristics

The demographic categorization can be found in Table 3. Majority of the survey respondents was consisted of females while the most of the sample was also consisted of the older adults whose ages are between 60 and 65.

Aside from demographic information, respondents further provided information on what electronic device(s) they have, what electronic device they use the most for reaching social media, how many children and grandchildren they have, how many people live in their household, which social media platform they use the most and etc. These findings propose useful insights for both academicians and practitioners, revealing a picture where the current situation of older adults living in Turkey is represented in terms of digital device ownership, social media use and preferences regarding technology use. These other characteristics can be found in Table 4.

Table 3. Demographics of the Participants

	Variable	<i>n</i>	%
Gender	Male	75	37.31
	Female	126	62.69
Age	60-65	133	67.17
	65-70	39	19.40
	70-75	18	8.96
	75+	11	5.47
Education	Primary Education degree	21	10.45
	High school degree	38	18.91
	Bachelor's degree	91	45.27
	Graduate degree	51	25.37
Employment Status	Currently working	52	25.87
	Not working	28	13.93
	Retired	113	56.22
	Other	8	3.98
Place of Residence	İstanbul	149	74.13
	Ankara	7	3.48
	İzmir	10	4.98
	Other	35	17.41
Marital Status	Single	20	9.95
	Married	130	64.68
	Divorced/Widow	51	25.37
Monthly Income	Under 1300 TL	2	1.00
	1300-5000 TL	65	32.34
	5001-10000 TL	58	28.86
	10001-20000 TL	46	22.89
	Above 20000 TL	30	14.93

*Note that n = 201, % = 100*

Table 4. Other Characteristics of the Participants

Variable	<i>n</i>	%	Variable	<i>n</i>	%
<b>Children</b>			<b>Most Used Device</b>		
None	28	13.93	Desktop Computer	13	6.47
1	65	32.34	Laptop Computer	29	14.43
2	83	41.29	Tablet Computer	23	11.44
3	17	8.46	Hybrid Computer	3	1.49
4+	8	3.98	Smartphone	133	66.17
<b>Grandchildren</b>			<b>Most Used Social Media Platform</b>		
None	114	56.72	Facebook	127	63.18
1	33	16.42	Instagram	32	15.92
2	22	10.95	Twitter	19	9.45
3	15	7.46	Pinterest	1	0.5
4+	17	8.46	LinkedIn	4	1.99
<b>Household Population</b>			<b>Device Ownership</b>		
1	43	21.39	Desktop Computer	72	35.82
2	104	51.74	Laptop Computer	124	61.69
3	27	13.43	Tablet Computer	116	57.71
4+	27	13.43	Hybrid Computer	15	7.46
			Smartphone	191	95.02
Variable	<i>n</i>	%			
<b>Frequency of Social Media Use</b>					
Rarely	5	2.49			
Once a month	0	0			
A few times in a month	2	1			
Once a week	1	0.5			
A few times in a week	47	23.38			
Every day	146	72.64			

*Note that n = 201, % = 100*

At this point, I report that there are limitations in terms of collecting data which can represent a larger population with a wide range of different characteristics since I used convenience sampling method and thus collected survey data from

people whose majority is highly educated with high income levels, thus I can claim that the results reveal suggestive findings rather than representative in this sense.

#### 4.2 Data analysis and results

I analyzed the proposed research framework depicted in Fig. 1 using SmartPLS (v. 3.2.8) which is a partial least squares structural equation modeling tool that assesses both the psychometric properties of the measurement model, and the parameters of the structural model. The main reason why I used partial least square structural equation modeling is that the research has an exploratory nature with the aim of predicting key target constructs and identifying main driver constructs.

The data analysis was initially conducted using exploratory factor analysis (EFA) and reliability analyses with the help of IBM SPSS Statistics Version 25 software, followed by variance based structural equation modeling via Smart PLS tool. I investigated skewness and kurtosis of the data (See Appendix C) and checked if there are any influential outliers in the records. Skewness and kurtosis of the data revealed values between -2 and +2 which are considered acceptable in proving normal distribution (George & Mallery, 2010), and the Cook's Distance test I performed proved that there were no records that exhibited abnormal distances and there are no influential outliers.

##### 4.2.1 Exploratory factor and reliability analyses

Exploratory factor analysis (EFA) was performed using the IBM SPSS 25. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis (KMO = .886). The maximum likelihood factor analysis with a cut-off point of .45, and the Kaiser's criterion of eigenvalues greater than 1 yielded a seven-factor solution as the

best fit for the data, accounting for 60.857% of the variance. SOC7, SOC9, SUR4, and ROB9 items were removed due to their low loadings while ROB4 was removed due to the fact that it loaded under two different dimensions in the exploratory factor analysis. Thereafter, communalities values directed us to remove the items SOC2, SOC6, SOC8, SOC9, ENT5, ENT6, and SUR6 due to their low communalities (all being  $< 0.5$  respectively 0.439, 0.447, 0.475, 0.349, 0.489, 0.382, 0.304) since communalities that are less than 0.5 are not considered satisfactory (Hair et al. 2010). Please see Appendix D for all communalities.

I calculated Cronbach's Alpha values for all constructs in the model and their values were found greater than .75. The results of the exploratory factor and Cronbach's Alpha reliability analyses are shown in Appendix E.

#### 4.2.2 Global assessment of the model

As the starting point of the model assessment, I first checked the model's overall goodness of fit. In order to assess the global fit of the model, I looked at standardized root mean square residual (SRMR) values (Hu & Bentler, 1998, 1999) since the dominant approximate model fit criterion in context of PLS is accepted as SRMR. Basically, SRMR is the square root of the sum of the squared differences between the model-implied and the empirical correlation matrix (Henseler, 2017). For SRMR, values less than .05 indicate well-fitting models (Diamantopoulos & Siguaw, 2000) whereas a cut-off value of 0.08 as proposed by Hu and Bentler (1999) is widely accepted as the most adequate for PLS models (Henseler, 2017). The rule of a thumb for assessing the measurement model is that the saturated model is most suitable where all the constructs correlate freely, whereas the estimated model also allows to quantify the fit of the structural model (Henseler, 2017).

In all conditions, both for the saturated (SRMR = 0.057) and the estimated models (0.089), the results are between 0.05 and 0.08 which means that a well-fitting model was accomplished.

#### 4.2.3 Local assessments of the model

##### 4.2.3.1 The measurement model

I made assessments in order to decide whether the measurement (outer) model does have the minimum required properties of acceptable reliability and validity or not to ensure that the following estimates for the structural (inner) model will be meaningful (Henseler, 2017).

I implemented a validity and reliability check by calculating composite reliabilities (CR) (also called Dillon-Goldstein's rho, factor reliability, Jöreskog's rho, omega, or rhoc), average variance extracted values (AVE), Cronbach's alpha, and rho\_A values. There is convergent validity as evidenced by the values for AVE all being above 0.5 as suggested in Fornell and Larcker's (1981) (Table 5).

There is reliability as firstly evidenced by the CR values being all above 0.7 (See Table 5), and secondly, the values for the traditional indicator Cronbach's Alpha (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014) and the widely accepted more current consistent reliability measure of PLS construct scores, rho\_A results (Dijkstra & Henseler, 2015) are all above 0.7 (See Table 6).

When the discriminant validity is considered, The Fornell-Larcker (Fornell & Larcker, 1981) criterion maintains that a factor's average variance explained should be higher than its squared correlations with all other factors in the model. It was evidenced that there is discriminant validity based on the square root of the AVE being greater than any inter-factor correlation on the matrix (See Table 5)

Table 5. Composite Reliabilities and Average Variance Explained

	CR	AVE	1	2	3	4	5	6	7
1. Entertainment	0.863	0.523	0.723						
2. Information Seeking	0.858	0.607	0.300	0.779					
3. Involvement	0.891	0.675	0.436	0.018	0.821				
4. Reduced Perceived Obsolescence	0.910	0.671	0.489	0.271	0.433	0.819			
5. Social Influence	0.842	0.529	0.289	0.173	0.173	0.248	0.728		
6. Social Interaction	0.890	0.622	0.512	0.062	0.610	0.443	0.297	0.788	
7. Surveillance	0.926	0.581	0.581	0.337	0.427	0.594	0.313	0.468	0.762

Table 6. Cronbach's Alpha and rho\_A Values

	Cronbach's Alpha	rho_A
Entertainment	0.880	0.893
Information Seeking	0.852	0.855
Social Media Involvement	0.914	0.918
Reduced Perceived Obsolescence	0.911	0.915
Social Influence	0.889	0.912
Social Interaction	0.770	0.776
Surveillance	0.882	0.892

I checked for common method bias in the model. According to Kock (2015), the occurrence of a variance inflation factor (VIF) greater than 3.3 is proposed as “an indication of pathological collinearity, and also as an indication that a model may be contaminated by common method bias”. Therefore, if all VIFs resulting from a full collinearity test are equal to or lower than 3.3, the model can be considered free of common method bias. As it is shown on Table 7 below, all of the VIF values being even smaller than 2, the model had acceptable results indicating that it is free of common method bias.

Table 7. Collinearity Results (Variance Inflation Factors)

	Social Media Involvement	Reduced Perceived Obsolescence
Entertainment	1.585	
Information Seeking	1.189	
Social Media Involvement		1.000
Reduced Perceived Obsolescence		
Social Influence	1.591	
Social Interaction	1.383	
Surveillance	1.866	

#### 4.2.3.2 The structural model

In order to assess the research framework and the hypotheses I proposed regarding the antecedents and consequences of the social media use by older adults (See Fig. 1), after the measurement model, I assessed the structural model.

Variables such as sex, age, education, number of children, number of grandchildren, income, and household population were controlled throughout the analyses in a way that it was ensured that they do not create identification threats for the main results by affecting the outcomes.

In Table 8,  $R^2$  values that indicate the percentages of variability accounted for by the precursor constructs in the model are demonstrated.

Since  $R^2 = 26\%$  represents a large effect in the study of Cohen (1988), all of the  $R^2$  and  $R^2$  adjusted values are being greater than 35%, it can be claimed that a large percentage of variability was achieved accounted for by the precursor constructs in the model.

Table 8. R Square and R Square Adjusted

	$R^2$	$R^2$ Adjusted
Involvement	0.355	0.338
Reduced Perceived Obsolescence	0.381	0.378

I also checked for  $f^2$  values which evaluates how much each construct is useful to the model adjustment.

According to Hair et al. (2014), values of 0.02, 0.15 and 0.35 are considered as small, median, and large, respectively. Thus, I conclude that all constructs prove their contribution to the model having  $f^2$  values greater than 0.02, and especially social media involvement construct shows large effect in contributing usefully to the overall structural model (See Table 9).

Table 9. Size of the Effect ( $f^2$ )

	Social Media Involvement	Reduced Perceived Obsolescence
Entertainment	0.035	
Information Seeking	0.031	
Social Media Involvement		0.616
Social Influence	0.033	
Social Interaction	0.019	
Surveillance	0.030	

The visual representation of the t-statistics is depicted on the following figure (See Fig. 2) below.

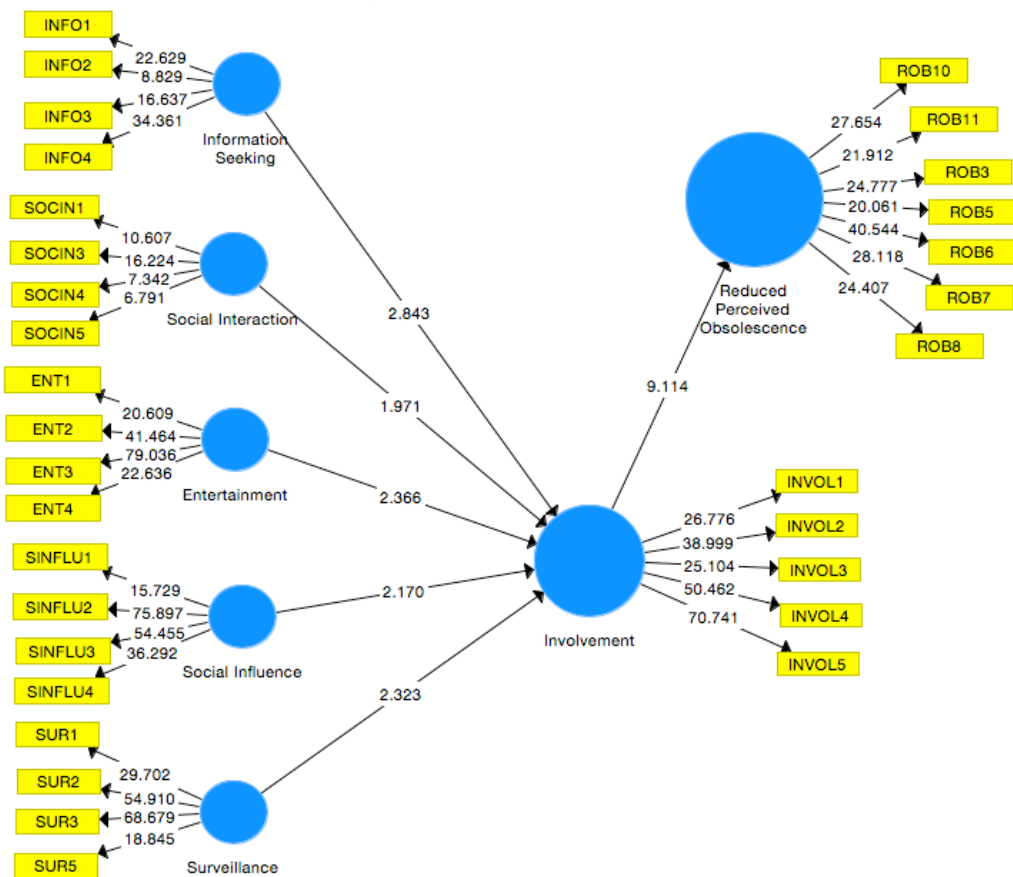


Fig 2. T-statistics of the structural model

Motivational factors behind social media use, their effects on the levels of social media involvement of older adults, and the relationship between social media involvement and reduced perceived obsolescence can be interpreted with the help of the resulting estimates and values which are shown on Table 10 below.

Since all estimates give significant results, the hypotheses H1a, H1b, H1c, H1d, and H1e regarding the effect of motivational factors on social media involvement were supported. Additionally, the hypothesis H3 regarding the effect of social media involvement on reduced perceived obsolescence was supported as well. Please see Appendix F for descriptions of the hypotheses and the results.

Table 10. Structural Model Results

	Path Coefficients	Original Sample ( <i>O</i> )	Sample Mean ( <i>M</i> )	Standard Deviation ( <i>STDEV</i> )	T Statistics ( $ O/STDEV $ )	<i>p</i>
Entertainment -> Social Media Involvement	0.191	0.194	0.192	0.075	2.565	0.011
Information Seeking -> Social Media Involvement	0.161	0.151	0.157	0.054	2.804	0.005
Involvement -> Reduced Perceived Obsolescence	0.618	0.567	0.568	0.060	9.466	0.000
Social Influence -> Social Media Involvement	0.188	0.182	0.183	0.081	2.254	0.025
Social Interaction -> Social Media Involvement	0.129	0.117	0.124	0.058	1.995	0.047
Surveillance -> Social Media Involvement	0.196	0.189	0.185	0.081	2.339	0.020

In order to double-check whether the path coefficients are volatile or not, I investigated latent variable correlations. Table 11 shows the evidence that there is not a particularly high correlation between latent independent variables suggesting that there is no serious multicollinearity issue.

Table 11. Latent Variable Correlations/Covariances

Latent Variables	1	2	3	4	5	6	7
1. Entertainment	1.000						
2. Information Seeking	0.319	1.000					
3. Involvement	0.471	0.283	1.000				
4. Reduced Perceived Obsolescence	0.565	0.360	0.618	1.000			
5. Social Influence	0.406	0.026	0.421	0.439	1.000		
6. Social Interaction	0.425	0.298	0.393	0.500	0.275	1.000	
7. Surveillance	0.495	0.088	0.470	0.473	0.591	0.422	1.000

After investigating the structural model results, I made mediation analysis in order to assess whether there is a mediating effect of social media involvement on

reduced perceived obsolescence as I proposed in the model. In order to achieve that, I investigated the direct and indirect effects of five different motivations on the reduced perceived obsolescence.

As a result, I found that social media involvement has a mediating role between the motivations and the levels of obsolescence. The results reveal that the hypothesized causal chain in which the five motivational factors for using social media (information seeking, entertainment, social influence, social interaction, and surveillance) affect the social media involvement, and, in turn, social media involvement affects the levels of perceived obsolescence of the older adults was supported.

Social media involvement variable, being a mediator, significantly mediates the relationship between the five predictors of the social media involvement of the older adults, and the level of perceived obsolescence.

Table 12 shows the results of the mediation analysis. Since both the direct and indirect effects from independent variables (motivational factors) to dependent variables (social media involvement and reduced perceived obsolescence) are significant, it can be concluded that there is partial mediation in the model.

Thus, depending on the significant results obtained from the mediation analysis, we can conclude that the mediation hypotheses (H2a, H2b, H2c, H2d, and H2e) which propose the mediating role of social media involvement variable between the antecedents and consequences of social media use by older adults were supported (See Appendix F for the detailed explanations of the hypotheses).

Table 12. Indirect Effects

	Specific Indirect Effects	Original Sample ( <i>O</i> )	Sample Mean ( <i>M</i> )	Standard Deviation ( <i>STDEV</i> )	T Statistics ( <i>O/STDEV</i> )	<i>p</i>
Entertainment -> Social Media Involvement -> Reduced Perceived Obsolescence	0.118	0.110	0.111	0.048	2.288	0.022
Information Seeking -> Social Media Involvement -> Reduced Perceived Obsolescence	0.099	0.086	0.090	0.034	2.548	0.011
Social Influence -> Social Media Involvement -> Reduced Perceived Obsolescence	0.116	0.103	0.103	0.047	2.218	0.027
Social Interaction -> Social Media Involvement -> Reduced Perceived Obsolescence	0.080	0.066	0.071	0.035	1.910	0.056
Surveillance -> Social Media Involvement -> Reduced Perceived Obsolescence	0.121	0.107	0.110	0.051	2.098	0.036

At final, I made Multi-Group Analysis (MGA) on SmartPLS to find out whether there are meaningful differences in participant groups in terms of explaining the motivations and dependent variables.

According to the results of MGA, low-education and high-education profiles differ in terms of their tendency to be motivated by entertainment in feeling more involved to social media, where low-education people represent the ones whose last graduation is from high school or primary school whereas the high-education group include people who have higher degrees of education than the initial group. There is a significant difference ( $p = 0.034$ ) between low and high educated people in terms of the magnitude of the effect of entertainment on social media involvement.

The effect of entertainment on social media involvement was stronger for high educated people than low educated ones, as being respectively 0.282 and -0.086 (See Table 13 below).

Table 13. Multi-Group Analysis: Education

	Path Coefficients Original (educ_high)	Path Coefficients Original (educ_low)	Path Coefficients-diff (  educ_low - educ_high  )	t-Value (educ_low vs educ_high)	p-Value (educ_low vs educ_high)
Entertainment -> Involvement	0.282	-0.086	0.368	2.135	0.034
Information Seeking -> Involvement	0.185	0.124	0.061	0.429	0.668
Involvement -> Reduced Perceived Obsolescence	0.586	0.542	0.044	0.335	0.738
Social Influence -> Involvement	0.222	0.172	0.050	0.287	0.774
Social Interaction -> Involvement	0.123	0.113	0.010	0.057	0.954
Surveillance -> Involvement	0.140	0.339	0.199	1.159	0.248

*Note that: educ\_high=graduate & undergraduate; educ\_low=highschool & primary school*

Another finding is that according to the multi-group analysis, there was a significant difference ( $p = 0.028$ ) between males and females in terms of the effect of social influence on their level of social media involvement. The effect of social influence on social media involvement was stronger for males (0.400) than females (0.052) (See Table 14 below). Also, the difference between males and females in terms of the social interaction motivation effect on social media involvement was significant at 0.1 level. Results indicated that the effect of social interaction on social media involvement was stronger for females than males, as being respectively 0.187 and -0.024.

Table 14. Multi-Group Analysis: Gender

	Path Coefficients Original (Females)	Path Coefficients Original (Males)	Path Coefficients-diff (   Females - Males   )	t-Value (Females vs Males)	p-Value (Females vs Males)
Social Influence -> Involvement	0.040	0.400	0.359	2.209	0.028
Information Seeking -> Involvement	0.098	0.218	0.120	1.023	0.308
Social Interaction -> Involvement	0.187	-0.024	0.212	1.727	0.086
Surveillance -> Involvement	0.218	0.203	0.015	0.094	0.925
Entertainment -> Involvement	0.223	0.166	0.057	0.389	0.698
Involvement -> Reduced Perceived Obsolence	0.551	0.610	0.060	0.499	0.619

Final finding from the multi group analysis indicates that there is a significant difference among two age groups of older adults (aged 60-70 and aged above 70) in terms of the effect of social media involvement on reduced perceived obsolescence. The effect of social media involvement on reduced perceived obsolescence was stronger for those who are 60-70 years old than the ones who are above 70, as being respectively 0.634 and 0.295 (See Table 15 below).

Table 15. Multi-Group Analysis: Age

	Path Coefficients Original (age btw 60-70)	Path Coefficients Original (age above 70)	Path Coefficients-diff (   age1 - age2   )	t-Value (age1 vs age2)	p-Value (age1 vs age2)
Entertainment -> Involvement	0.226	0.162	0.064	0.279	0.781
Information Seeking -> Involvement	0.157	0.131	0.026	0.143	0.887
Involvement -> Reduced Perceived Obsolence	0.634	0.295	0.339	2.014	0.045
Social Influence -> Involvement	0.192	0.150	0.042	0.178	0.859
Social Interaction -> Involvement	0.129	0.186	0.057	0.289	0.773
Surveillance -> Involvement	0.232	-0.017	0.249	1.097	0.274

*Note that: age 1=the group of people who are 60-70 years old; age2= the group of people who are 70+ years old*

## CHAPTER 5

### DISCUSSION OF RESULTS

This chapter begins with the discussion of the sample characteristics and the insightful findings I obtained from the survey data. Thereafter, I examine the motivational factors behind social media use by older adults, and lastly, I discuss the implications of this use on their personal lives.

#### 5.1 Discussion of the sample characteristics

I collected data with fruitful insights about the online behaviors and characteristics of older adults by asking the participants what device(s) they own, what device and what social media platform they use the most.

The data I collected in Turkey regarding the device ownership gave similar results with the results of a relevant report regarding the older adults in U.S. published in May 2017 with the title “Tech Adoption Climbs Among Older Adults” by Pew Research Center (PRC). In the report, it was specified that around four-in-ten (42%) of older adults aged above 65 reported owning smartphones while this percentage was only 18% in 2013, and 11% in 2011. Thus, in the report, it was highlighted that “Smartphone adoption among seniors nearly quadrupled between the years 2011-2016”. Accordingly, in the study, 95.02% of the participants declared that they own a smartphone, indicating that exponential growth in the adoption of smartphones is becoming a trend.

In terms of tablet ownership, I again witnessed similar results with PRC’s 2017 report. In the report, percentage of U.S. adults who say they own a tablet was indicated as 32% in 2016 while it was only 1% in 2010. Therefore, I may conclude

that for the last 5-6 years, there has been a growing interest in tablets among older adults. In the study, 57.71% of the participants reported that they own a tablet. The results highlight the positive development in older adults in terms of the diversification of the devices they own and use, in a way signaling an increase in their courage in using different technological devices.

Additionally, I asked the participants how frequent they use social media to have a deeper understanding on their level of social media involvement. Out of 201 participants, 47 participants (23.38%) claimed that they use social media “a few times a week” whereas 146 (72.64%) participants claimed that they use it “every day”. Remaining 3.99% of the participants answered the question by choosing any other four options indicating usage frequency less than a few times in a week. Hence, I reported that majority of the respondents declared high frequency of social media use.

In a report published by PRC (2017), it was found that “once online, most seniors make the internet a standard part of their daily routine”. Roughly three-quarters of older internet users go online at least daily, including 17% who say they go online about once a day, 51% who indicate they do so several times a day and 8% who say they use the internet almost constantly. Among older adults who own smartphones, this figure is even higher: 76% of these smartphone-owning older adults use the internet several times a day or more.

At this point, although the data do not represent all the older adults since results of the participants cannot be generalized to whole population, the fact that the percentage of people who use social media every day is 72.64% still indicates a great evidence on how incrementally older adults are adopting themselves to this new channel of communication as they see themselves competent in utilizing it over and

over again. It also depicts how substantial the exponential growth of older adults' interest and the volume of their entrance in the online world is.

## 5.2 Discussion of the effects of motivational factors on social media involvement

In line with different important past studies regarding the motives for using the Internet or specifically social media, in the study, five motivational factors have proven the fact that they have a positive effect on social media use behavior and the levels of involvement to social media. For instance, similarly to the Pew Research Center's (PRC) 2017 study regarding older adults' tech use, I have found that information seeking motivation is one of the main important dimensions which predicts the levels of social media involvement of older adults. PRC (2017) has found that older adults who say that they "get news on social media" engage with news on these platforms at similar rates as social media news consumers who are ages 18 to 29. This finding from the PRC report published in 2017 is in line with the claim that different utilities drawn from different motivations for using social media may significantly affect the levels how engaged or involved the older adults to social media, in so much that they may use social media as involved as young generations.

In present study, information motivation offers an evidence to the claim that it positively leads to a higher social media involvement (0.161). This finding depicting a positive relationship between information seeking and social media use is in line with the past studies regarding the informative motives behind using social media and the Internet, such as the studies of Whiting and Williams (2013), Papacharissi and Rubin (2000), and Joinson (2008).

On the other hand, the social interaction motivation I offered as a dimension of the model indicated moderate positive results (0.129) as a predictor of social

media use. This finding is in line with the studies of Ellison et al., (2007), Joinson (2008), Lampe et al., (2006) which investigate the social interaction motivation under different titles such as interpersonal utility and social connection. However, we see that the social interaction motivation has a lower effect on social media involvement than the other factors in the model.

A slightly weaker relationship between social interaction and the dependent variable, social media involvement was discovered when compared to the other motivational factors. Accordingly, I interpret this result as the reflection of the fact that older adults have the tendency for not admitting that they use social media to socialize. They do not like the idea that their socialization would be happening through the help of an “online” platform. They might regard this way of socializing as a deficiency or a fake alternative of a “physical-get-together”. Since older generation is used to socialize via face-to-face meetings, and show their love with “tangible” gifts, cards or actions rather than the new generations’ “new tricks to old dogs” ways of socializing and communicating; they might have answered the survey questions according to their beliefs on what a real social interaction is rather than what the questions define the social interaction motivation as.

In terms of the entertainment motivation, the results are in line with a recent study by Al-Menayes (2015) supporting that entertainment is one of the conditioning factors of social media use. Additionally, according to Pew Research Center (2017), even though playing video games is much more common among younger adults, many seniors are taking part in this tech-based activity. One-in-four adults ages 65 or older say they play online video games (PRC, 2017). In the study, entertainment motivation indicated a positive effect (0.191) on social media involvement, being accordant with the results regarding older adults’ online motives such as the results

of PRC's study (2017) and the studies of Papacharissi and Rubin (2000) and Wolfradt and Doll (2001).

In the study of Wolfradt and Doll (2001), one of the motives of adolescents to use the Internet was defined as the "social factors" which basically explains the motivation for using the Internet triggered by the social environment's expectations and impulse. In their study, social factors motivation had two sub-dimensions as schoolmates' expectation and teachers' expectation. In line with this study of Wolfradt and Doll (2001), the motivation I defined as "social influence" which describes the "community pressure" effect in using social media, has displayed a positive effect (0.188) on social media involvement.

Surveillance motivation I present also revealed a positive effect (0.196) on social media involvement in accordance with other relevant past studies.

Surveillance motivation I measured was defined and investigated in different studies such as the study of Tosun (2012) which introduces a factor called "passive activities", and claims that people use Facebook "to observe other people's life events and routines passively". The results suggest evidence to the motivational effect of surveillance urge on social media use in accordance with the study of Joinson (2008) which introduces and explain the same motivation in different names such as social "surveillance", "passive contact", "social investigation", and "social network surfing".

### 5.3 Discussion of the relationship between social media involvement and reduced perceived obsolescence

Social media involvement construct in the model simply defines the increasing involvement in older adults to social media with regards to the different uses and

gratifications experienced through different motivational factors. They declare that they feel more involved to social media when they use it for reasons such as having fun, getting information, stalking and monitoring the content shared by others.

The results regarding social media involvement are in accordance with the PRC report suggesting that “once seniors are online, they engage at high levels with digital devices and content” (Pew Research Center, 2017). This finding is similar to the results revealing that social media involvement has a profound significant effect (0.618) on reduced feelings of obsolescence. As it was mentioned in past studies before, according to the results, social media involvement is an effective contributor to the reduced perceived obsolescence with 0.618.

## CHAPTER 6

### CONCLUSIONS AND IMPLICATIONS

#### 6.1 Summary and implications

In this thesis, I present a conceptual model of the relationships between motivational factors behind social media use by older adults, and the effect of this use on older adults' personal lives in terms of the feelings of obsolescence. In conclusion, I found evidence categorizing the motivational factors behind social media use by older adults under five dimensions such as information seeking, social interaction, entertainment, social influence, and surveillance. In addition to that, I also found support describing the profound positive relationship between the social media involvement and reduced perceived obsolescence in older adults.

The use of social media by older generation has implications at the societal level. The utilities they draw from this use may have the potential to lead to changes in social norms, and in domains such as civic and political engagement, privacy, and public safety. Therefore, the current study, while strongly challenging the assumption that older adults lack the skills and motivation to engage with social technologies, also extends the knowledge about older adults' expectations from social technologies and the impact of this social media use on their personal lives.

#### 6.2 Contributions to theory and implications for researchers and practitioners

In this research, I aimed to explore motivational, emotional, and behavioral correlates of social media use by the elderly while offering a conceptual model for further research.

The main contribution of the study stands out as the overall conceptual model I propose which explains the antecedents and consequences of the social media use by older adults. Firstly, I described and defined the five motivational factors and their interrelationships identified with the help of the in-depth interviews, and supported with the help of the data gathered via survey questionnaire, namely as “information seeking”, “social interaction”, “entertainment”, “social influence”, and “surveillance”. These definitions offer an important contribution to the literature. Secondly, another essential contribution of the study is the introduction of the “reduced perceived obsolescence” concept, and the depiction of the relationship between the “social media involvement” and this consequent variable “reduced perceived obsolescence” in the model.

Looking from the practitioners’ side, the results of this study may be utilized as great tools to improve the quality of the communication with this specific people segment, the older adults. As the online social networks emerged as new popular communication platforms, they became essential tools that organizations can use to communicate with their current and potential consumers. Especially in the marketing area, social media gained significance since it is seen as the most effective and popular communication channel helping to boost mutual value creation and consumer retention by empowering the connection between organizations and customers. To utilize these social networks and implement effective marketing strategies, it is vital for organizations to understand how consumers use social networking platforms, what attracts them towards communicating with organizations and fellow consumers on online platforms, and what motivates them to maintain these relationships in the long run. The contributions of this thesis to the marketing discipline are the classifications and the definitions of the motivations behind this

very specific customer segment's – the older adults' – social media use, as well as the consequent levels of obsolescence in this segment.

Senior service providers who want a new way to reach out and communicate with older adults, and even marketers who are looking to tap into this market with innovation, finding out how and why older adults use social technologies may learn from the study. Since it offers a model depicting the antecedents and consequences of social media involvement of older adults, and the effect of social media involvement on reduced levels of feelings of obsolescence, I can say that it clarifies the journey of older adults starting from the motivational factors for using social media to the implications of it on their personal lives, offering a roadmap for those who need to understand and act on this segment's motives behind and the vital acquirements from the use of social media.

Besides implications for practitioners, older adults' social media use has corresponding consequences and implications at the societal level as well. Older adults are increasingly participating on social networking platforms but the percentage of older adults with a social networking site profile is still remarkably low. As a result, older adults are missing a variety of opportunities including the elimination of the risk of becoming isolated from their younger relatives who progressively depend on social media to communicate and socialize. In this sense, the study aims to provide a guidance for individuals or institutes with an interest in seeing older adults use social technologies more effectively and actively. Those who are willing to more successfully connect with older relatives as well as the institutions in the attempt of creating a more inclusive society may benefit from the results of the study.

Although the relationship between social technologies and older adults have recently been highly referred topics, particularly within uses and gratifications dedicated literature, there are still many venues for further research and many unanswered questions regarding the causes and effects of the motivational factors behind social technology use by older generations and the impacts of social media on the lives of this specific segment of people.

The scientific contribution of this research to the literature is that it provides a conceptual framework describing the relationships between motivational factors behind social media use, as well as the effect of social media involvement on the feelings of obsolescence in older adults, with the help of both qualitative and quantitative methods.

I extend previous research by first identifying and defining the motivational factors behind social media use by older adults, and then analyzing the effects of the dimensions on social media involvement, as well as illuminating the relationship between the levels that the older adults feel involved to social media, and the perceived obsolescence levels of these social media user older adults.

### 6.3 Limitations and suggestions for further research

One of the main limitations is that I tested a conceptually complex model that mostly has similar constructs. The constructs are similar in that they all intend to measure the motivations behind an action.

It is hard to distinguish between the constructs because almost all of their items are trying to capture constructs related to the reasons for active social media usage and these reasons are conceptually strongly linked with each other since all

exist to meet psychological, functional or emotional needs of older adults in different but very similar ways.

Another limitation of the study is the limitations stemming from the choice of using the survey method. There are disadvantages of the nature of the survey data. I can say that this thesis has limitations in offering a complete explanation of the causes and effects of the social media use by older adults since individual surveys cannot present strong evidence of cause and effect relationships.

Additionally, survey data is not totally reliable since response and acquiescence biases stemming from the survey method may affect the results by representing a dishonest form of reporting.

Participants may also act upon some demand characteristics bias while responding, which means that they may be in an attempt to productively participate, trying to guess the structure and the hypotheses of the study they participate in, and finally they may spend effort to support the specific hypotheses intuitively. This is also another disadvantage of the survey studies.

In conclusion, this thesis classifies the motivations behind social media use by older adults while also aims to explain the effect of social media on the feelings of obsolescence within a conceptual model which enables the audience to more comprehensively understand the motives behind and the resulting impacts of social media use on older adults' lives.

APPENDIX A  
SURVEY (TURKISH)

Değerli Katılımcı,

Dahil olacağınız araştırma, Boğaziçi Üniversitesi İşletme Bölümü öğretim üyesi Prof. Dr. Ayşegül Toker ve İşletme Bölümü yüksek lisans öğrencisi Eda Sena Şenceylan tarafından, yüksek lisans bitirme tezi projesi olarak yürütülmektedir.

Araştırmanın konusu "Yaş Almış Kişilerin Sosyal Medya Kullanım Motivasyonları"dır. Araştırmada toplanacak veriler, kişisel bilgilerin gizliliği kapsamında, hiçbir üçüncü şahıs/kurumla paylaşılmayacak ve anket verileri, kişilerin bilgileriyle birlikte gizli tutulacaktır. Anket içerisindeki soruları, açıklamaları dikkate alarak, sosyal medya kullanım motivasyonlarınızı ve sosyal medyadaki davranışlarınızı düşünerek yanıtlamanızı rica ederiz.

Sosyal medya kullanım örnekleri, Facebook, Instagram gibi sosyal medya platformlarında profil sahibi olmak, Facebook, Instagram gibi sosyal medya platformlarındaki içerikleri "beğen"mek, içeriklere yorum atmak ve Facebook, Instagram gibi sosyal medya platformlarında belirli süre vakit geçirerek, içerikleri incelemek olarak sıralanabilir.

Araştırmayı destekleyen kurum: Boğaziçi Üniversitesi

Araştırmanın adı: Yaş Almış Kişilerin Sosyal Medya Kullanım Motivasyonları Araştırması

Proje Yürütücüsü/Araştırmacının adı: Prof. Dr. Ayşegül Toker, Eda Sena Şenceylan

Adresi: Boğaziçi Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü - Bebek, İstanbul E-mail adresi: senceylik@gmail.com

Telefonu: 0507 190 25 58

Ankete katılımınız için teşekkür ederiz.

## BÖLÜM 1

1) Lütfen cinsiyetinizi belirtiniz.

Kadın  Erkek

2) Lütfen yaş aralığınızı seçiniz.

60-65  65-70  70-75  75 +

3) Lütfen eğitim seviyenizi seçiniz.

İlköğretim Mezunu  Lise Mezunu

Üniversite/Yüksekokul Mezunu  Lisansüstü Mezunu

4) Aktif bir çalışma hayatınız var mı?

Çalışıyorum  Çalışmıyorum  Emekliyim

Diğer (lütfen belirtiniz)

5) Lütfen hangi ilde yaşadığınızı seçiniz.

İstanbul  Ankara  İzmir  Diğer (lütfen belirtiniz)

6) Lütfen medeni durumunuzu seçiniz.

Bekar  Evli  Boşanmış/Dul

7) Çocuğunuz var mı? Varsa, kaç çocuğunuz var?

None  1  2  3  4 +

8) Torununuz var mı? Varsa, kaç torununuz var?

None  1  2  3  4 +

9) Ortalama aylık hane halkı geliriniz nedir?

1,300 TL altı  1,300-5,000 TL  5,001-10,000 TL

10,001-20,000 TL  20,000 TL üstü

10) Hane halkı, siz dahil, kaç kişiden oluşuyor? (Yalnız yaşıyorsanız 1'i işaretleyin.)

1 (yalnız yaşıyorum)  2  3  4 +

11) Lütfen aşağıdaki elektronik cihazlardan, sahip olduklarınızı işaretleyiniz (Birden fazla işaretleme de yapabilirsiniz).

Masaüstü Bilgisayar  Laptop (Dizüstü) Bilgisayar

Hibrit Bilgisayar (Tablet+Laptop olarak tanımlanan yeni nesil bilgisayarlar)

Tablet  Akıllı Telefon

12) Sosyal medyaya erişiminizde en çok kullandığınız cihaz hangisidir?

Masaüstü Bilgisayar  Laptop (Dizüstü) Bilgisayar

Hibrit Bilgisayar (Tablet+Laptop olarak tanımlanan yeni nesil bilgisayarlar)

Tablet  Akıllı Telefon

Lütfen aşağıdaki soruları, en çok kullandığınız sosyal medya platformunu düşünerek yanıtlayınız.

13) Lütfen en çok kullandığınız sosyal medya platformunu işaretleyiniz.

Facebook  Instagram  Twitter  Pinterest

LinkedIn  Diğer (lütfen belirtiniz)

## BÖLÜM 2

Lütfen sosyal medya kullanım motivasyonlarınız ile ilgili, aşağıdaki ifadelere katılım seviyenizi, 1'den (kesinlikle katılmıyorum) 5'e kadar (kesinlikle katılıyorum) olan ölçekte değerlendirin.

1. Daha kolay bilgi almak için
2. Ücretsiz bilgi almak için
3. Bilgi edinmek için
4. Dünyadaki gelişmelerden haberdar olmak için
5. İnsanlarla irtibatta kalmak için
6. Bağlantıyı kaybettiğim tandıklarımı yeniden bulabilmek için
7. İnsanlarla iletişime geçmek için
8. Yeni bağlantılar kurmak için
9. Yeni arkadaşlar edinmek için
10. Gruplara katılmak için
11. Benim için önemli olan insanların son havadislerini almak için
12. Kafa dengi insanlarla tanışmak için
13. Önemli anlarımı paylaşarak sosyalleşmek için
14. Eğlenmek için
15. Canım istediği için
16. Zevkli olduğu için

17. Sıkıldığımda beni oyaladığı için
18. Yapacak daha iyi bir şey olmadığı için
19. Boş zamanlarımı değerlendirmek için
20. Benim için önemli olan insanların çoğu, sosyal medyayı kullanmam gerektiğini düşündükleri için
21. Benim için önemli olan insanların çoğunun, Facebook, Instagram gibi sosyal medya platformlarında profili olduğu için
22. Benim için önemli olan insanların çoğu, sosyal medyada bir şeyler paylaştığı için
23. Benim için önemli olan insanların çoğu, onların sosyal medyada paylaştıkları içeriği takip ediyor olmamı bekledikleri için
24. Benim için önemli olan insanların çoğunun, sosyal medya profillerindeki fotoğraflara sık sık bakmak için
25. Profillerine bakarak, benim için önemli olan insanların ne yapıp ne ettiğini takip etmek için
26. Benim için önemli olan insanların çoğunun profillerinde, yeni bir şey olup olmadığını keşfetmek için
27. Sosyal medya, benim için önemli olan insanların kendi aralarındaki bazı muhabbetleri/geyikleri kaçırmamamı sağladığı için
28. Diğer insanların hayatlarını merak ettiğim için
29. Geçmişimden insanların, eski tanıdıkların (İlkokul arkadaşımın, eski komşumun...) ne yaptıklarını merak ettiğim için

### BÖLÜM 3

Lütfen en çok kullandığınız sosyal medya platformunu düşünerek yanıtlayın. Sosyal medyayı ne sıklıkta kullanıyorsunuz?

Nadiren     Ayda bir     Ayda birkaç kez     Haftada bir

Haftada birkaç kez     Her gün

### BÖLÜM 4

Lütfen sosyal medya kullanımınız ile ilgili, aşağıdaki ifadelere katılım seviyenizi, 1'den (kesinlikle katılmıyorum) 5'e kadar (kesinlikle katılıyorum) olan ölçekte değerlendirin.

1. Sosyal medyayı yoğun kullanan biriyim.
2. Sosyal medya bana çok şey ifade ediyor.
3. Sosyal medya benim için önemlidir.
4. Sosyal medya ile çok ilgiliyim.
5. Sosyal medya, hayatımın önemli bir parçasıdır.

### BÖLÜM 5

Lütfen sosyal medya kullanımınız ile ilgili, aşağıdaki ifadelere katılım seviyenizi, 1'den (kesinlikle katılmıyorum) 5'e kadar (kesinlikle katılıyorum) olan ölçekte değerlendirin.

1. Olaylardan ve insanlardan kopuk hissetmemi engelliyor.
2. Beni daha az izole hissettiriyor.
3. İçime kapanmamı engelliyor.

4. Yalnızlıktan kurtulmaya ve sosyalleşmeye yarıyor.
5. Gençlerin nasıl yaşadıklarını ve nasıl düşündüklerini anlamamı kolaylaştırıyor.
6. Hayatın akışını yakalamamı sağlıyor.
7. Hayatla daha barışık ve bütünleşmiş hissettiriyor.
8. Yaşamımdaki "sosyal çemberin içinde" kalmamı sağlıyor.
9. Gelişmeleri takip etmemi ve güncel kalmamı sağlıyor.
10. Sosyal medya aktivitelerim (yorum, beğeni vs.), beni sosyal çevreme daha sıkı bağlıyor.
11. Bana kendimi daha genç hissettiriyor.

APPENDIX B  
SURVEY (ENGLISH)

Dear Participant,

The study you are about to involve in is being conducted by professor of Boğaziçi University Management Department Prof. Dr. Ayşegül Toker, and the student of the M.A. program in Management Department of Boğaziçi University as a master's degree thesis research project.

Main topic of the research is the “Motivations Behind Social Media Use by Older Adults”. Data which will be collected will not be shared by any third parties within the scope of the confidentiality of personal information, and survey data including the personal data of participants will be kept confidential. We kindly request you to answer the survey questions in deference to the instructions which will be given while also considering your motivations to social media and the behaviors you exhibit on social media.

Use of social media can be exemplified as having a profile, “liking” and commenting on the contents, spending time in, and checking over the contents on social media platforms such as Facebook, Instagram etc.

Research institution: Boğaziçi University  
Research title: Motivations behind social media use by older adults  
Researchers: Prof. Dr. Ayşegül Toker, Eda Sena Şenceylan  
Adress: Boğaziçi University, 34342, Bebek/Istanbul, Turkey

E-mail address: [senceylik@gmail.com](mailto:senceylik@gmail.com)  
Mobile phone: 0507 190 25 58

Thank you for your participation.

SECTION 1

1) Please indicate your gender.

Female     Male

2) Please indicate your age interval.

60-65     65-70     70-75     75 +

3) Please indicate the highest educational degree you have received.

Primary school     Highschool     Undergraduate     Graduate

4) Are you currently actively working?

Currently working     Not working     Retired

Other (please specify)

5) Please choose the city you are currently living in.

İstanbul     Ankara     İzmir

Other (please specify)

6) Please choose your marital status.

Single     Married     Divorced/widow

7) Do you have children? If yes, how many?

None     1     2     3     4 +

8) Do you have grandchildren? If yes, how many?

None       1     2     3     4 +

9) What is your average monthly household income?

Below 1,300 TL     1,300-5,000 TL     5,001-10,000 TL

10,001-20,000 TL     20,000 TL +

10) How many people are living in your household? (If you live alone, choose 1.)

1 (I live alone)     2     3     4 +

11) Please check the box(es) regarding the electronic device(s) you own (You can check more than one box as well).

Desktop computer     Laptop computer     Hybrid computer

Tablet computer     Smart phone

12) Which one is the device you use most often to reach social media?

Desktop computer     Laptop computer     Hybrid computer

Tablet computer     Smart phone

Please consider the social media platform you use most often when answering the following questions.

13) Please choose the social media platform you use the most.

Facebook  Instagram  Twitter  Pinterest

LinkedIn  Other (please specify)

## SECTION 2

Considering the motivations behind your social media use, please indicate how much you agree on the statements below on the scale of 1 (Absolutely disagree) to 5 (Absolutely agree).

1. Because it is easier to find information (INFO1)
2. To get information free (INFO2)
3. To look for information (INFO3)
4. To see what is out there (INFO4)
5. To keep in touch (SOCIN1)
6. To reacquire lost contacts (SOCIN2)
7. For communication purposes (SOCIN3)
8. To make new contacts (SOCIN4)
9. To get new friends (SOCIN5)
10. To join groups (SOCIN6)
11. To see what my family/friends/relatives have been up to today (SOCIN7)
12. To meet like-minded others (SOCIN8)
13. To receive social support (SOCIN9)
14. Because it is entertaining (ENT1)
15. Because I just like to use it (ENT2)
16. Because it is enjoyable (ENT3)

17. Because it passes time when bored (ENT4)
18. When I have nothing better to do (ENT5)
19. To occupy my time (ENT6)
20. My family/friends/relatives think that I should use social networking websites (SINFLU1)
21. My family/friends/relatives have profiles on social networking websites (SINFLU2)
22. My family/friends/relatives share things on social media (SINFLU3)
23. My family/friends/relatives expect me to follow the content they share on social media (SINFLU4)
24. To spend time looking through my family/friends/relatives' social networking site pictures (SUR1)
25. To monitor my family/friends/relatives' behaviors through their social networking pages (SUR2)
26. I explore my family/friends/relatives' social networking page to see if there is anything new or exciting (SUR3)
27. It is important that I understand my family/friends/relatives "in jokes" with the help of my social media presence. (SUR4)
28. I am curious about other people's lives (SUR5)
29. I am curious about people from my past (SUR6)

### SECTION 3

Please consider the social media platforms you use most often. How frequently do you use social media?

- Rarely       Once a month       A few times in a month       Once a week
- A few times in a week       Every day

### SECTION 4

Considering your social media use, please indicate how much you agree on the statements below on the scale of 1 (Absolutely disagree) to 5 (Absolutely agree).

1. I am a heavy social media user.
2. Social media means a lot to me.
3. Social media is important to me.
4. I am involved in social media.
5. Social media is part of my life.

### SECTION 5

Considering your social media use, please indicate how much you agree on the statements below on the scale of 1 (Absolutely disagree) to 5 (Absolutely agree).

1. It prevents me from feeling so withdrawn.
2. It helps me feel less left out.
3. It prevents me from feeling isolated from others.
4. It helps me dispel loneliness and receive companionship
5. It makes it easier for me to accept the ideas and mores of the younger generation.

6. It helps me keep up pace with life.
7. I feel more integrated due to my social media presence.
8. It helps me stay in the “social circle” in my life.
9. It helps me follow the developments and stay up to date.
10. My social media activities make me more connected with my social environment.
11. It makes me feel younger.

APPENDIX C

SKEWNESS AND KURTOSIS OF ITEMS IN THE STUDY

	Valid <i>n</i>	Missing	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
INFO1	201	0	-1.180	0.172	0.926	0.341
INFO2	201	0	-0.170	0.172	-1.281	0.341
INFO3	201	0	-1.482	0.172	2.041	0.341
INFO4	201	0	-1.242	0.172	0.936	0.341
SOC1	201	0	-1.311	0.172	1.342	0.341
SOC2	201	0	-0.543	0.172	-0.660	0.341
SOC3	201	0	-0.680	0.172	-0.631	0.341
SOC4	201	0	0.548	0.172	-0.821	0.341
SOC5	201	0	1.062	0.172	0.457	0.341
SOC6	201	0	0.362	0.172	-1.049	0.341
SOC7	201	0	-0.283	0.172	-1.093	0.341
SOC8	201	0	0.629	0.172	-0.471	0.341
SOC9	201	0	0.321	0.172	-0.937	0.341
ENT1	201	0	-0.390	0.172	-1.025	0.341
ENT2	201	0	-0.992	0.172	0.144	0.341
ENT3	201	0	-0.612	0.172	-0.528	0.341
ENT4	201	0	-0.792	0.172	-0.434	0.341
ENT5	201	0	0.366	0.172	-0.888	0.341
ENT6	201	0	-0.152	0.172	-1.234	0.341
SINFLU1	201	0	0.969	0.172	0.315	0.341
SINFLU2	201	0	0.122	0.172	-1.349	0.341
SINFLU3	201	0	-0.115	0.172	-1.317	0.341
SINFLU4	201	0	0.472	0.172	-0.916	0.341

	Valid <i>n</i>	Missing	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
SUR1	201	0	0.508	0.172	-0.881	0.341
SUR2	201	0	0.185	0.172	-1.254	0.341
SUR3	201	0	0.304	0.172	-1.073	0.341
SUR4	201	0	0.508	0.172	-0.985	0.341
SUR5	201	0	0.960	0.172	0.336	0.341
SUR6	201	0	-0.270	0.172	-1.088	0.341
INVOL1	201	0	-0.291	0.172	-0.981	0.341
INVOL2	201	0	0.254	0.172	-0.832	0.341
INVOL3	201	0	0.119	0.172	-0.992	0.341
INVOL4	201	0	0.213	0.172	-0.844	0.341
INVOL5	201	0	0.285	0.172	-1.043	0.341
ROB1	201	0	-0.762	0.172	-0.428	0.341
ROB2	201	0	-0.236	0.172	-0.999	0.341
ROB3	201	0	0.277	0.172	-1.074	0.341
ROB4	201	0	0.225	0.172	-1.146	0.341
ROB5	201	0	-0.325	0.172	-0.871	0.341
ROB6	201	0	-0.551	0.172	-0.792	0.341
ROB7	201	0	-0.145	0.172	-1.067	0.341
ROB8	201	0	-0.417	0.172	-0.947	0.341
ROB9	201	0	-1.203	0.172	1.380	0.341
ROB10	201	0	-0.257	0.172	-1.017	0.341
ROB11	201	0	0.256	0.172	-0.962	0.341

APPENDIX D  
COMMUNALITIES

Item	Extraction	Item	Extraction
Because it is easier to find information (INFO1)	0.722	To spend time looking through my family/friends/relatives' social networking site pictures (SUR1)	0.678
To get information free (INFO2)	0.388	To monitor my family/friends/relatives' behaviors through their social networking pages (SUR2)	0.844
To look for information (INFO3)	0.692	I explore my family/friends/relatives' social networking page to see if there is anything new or exciting (SUR3)	0.800
To see what is out there (INFO4)	0.707	It is important that I understand my family/friends/relatives "in jokes" with the help of my social media presence (SUR4)	0.496
To keep in touch (SOCIN1)	0.517	I am curious about other people's lives (SUR5)	0.491
To reacquire lost contacts (SOCIN2)	0.439	I am curious about people from my past (SUR6)	0.304
For communication purposes (SOCIN3)	0.681	I am a heavy social media user (INVOL1)	0.590
To make new contacts (SOCIN4)	0.796	Social media means a lot to me (INVOL2)	0.712
To get new friends (SOCIN5)	0.855	Social media is important to me (INVOL3)	0.692
To join groups (SOCIN6)	0.447	I am involved in social media (INVOL4)	0.810
To see what my family/friends/relatives have been up to today (SOCIN7)	0.432	Social media is part of my life (INVOL5)	0.781
To meet like-minded others (SOCIN8)	0.475	It prevents me from feeling so withdrawn (ROB1)	0.611
To receive social support (SOCIN9)	0.349	It helps me feel less left out (ROB2)	0.659
Because it is entertaining (ENT1)	0.546	It prevents me from feeling isolated from others (ROB3)	0.811
Because I just like to use it (ENT2)	0.689	It helps me dispel loneliness and receive companionship (ROB4)	0.796
Because it is enjoyable (ENT3)	0.777	It makes it easier for me to accept the ideas and mores of the younger generation (ROB5)	0.517
Because it passes time when bored (ENT4)	0.693	It helps me keep up pace with life (ROB6)	0.740
When I have nothing better to do (ENT5)	0.489	I feel more integrated due to my social media presence (ROB7)	0.788
To occupy my time (ENT6)	0.382	It helps me stay in the "social circle" in my life (ROB8)	0.609
My family/friends/relatives think that I should use social networking websites (SINFLU1)	0.504	It helps me follow the developments and stay up to date (ROB9)	0.437
My family/friends/relatives have profiles on social networking websites (SINFLU2)	0.811	My social media activities make me more connected with my social environment (ROB10)	0.631
My family/friends/relatives share things on social media (SINFLU3)	0.788	It makes me feel younger (ROB11)	0.524
My family/friends/relatives expect me to follow the content they share on social media (SINFLU4)	0.692		

APPENDIX E

RESULTS OF THE EXPLORATORY FACTOR  
AND CRONBACH'S ALPHA ANALYSES

Construct	Item	EFA Loading	Cronbach's Alpha
Information Seeking	INFO1	0.840	0.841
	INFO2	0.565	
	INFO3	0.846	
	INFO4	0.820	
Social Interaction	SOC1	0.739	0.773
	SOC3	0.701	
	SOC4	0.856	
	SOC5	0.944	
Entertainment	ENT1	0.699	0.878
	ENT2	0.858	
	ENT3	0.808	
	ENT4	0.808	
Social Influence	SINFLU1	0.714	0.889
	SINFLU2	0.856	
	SINFLU3	0.828	
	SINFLU4	0.818	
Surveillance	SUR1	0.790	0.883
	SUR2	0.956	
	SUR3	0.900	
	SUR5	0.585	
Social Media Involvement	INVOL1	0.640	0.913
	INVOL2	0.772	
	INVOL3	0.835	
	INVOL4	0.940	
	INVOL5	0.822	
Reduced Perceived Obsolescence	ROB3	0.858	0.911
	ROB5	0.544	
	ROB6	0.770	
	ROB7	0.993	
	ROB8	0.627	
	ROB10	0.588	
	ROB11	0.753	

APPENDIX F  
HYPOTHESES TESTING

DIRECT RELATIONSHIP HYPOTHESES

<i>Hypotheses</i>	$\beta$	<i>p</i>	<i>Conclusion</i>
H1a: Information Seeking → Social Media Involvement	0.161**	0.005	Supported
H1b: Social Interaction → Social Media Involvement	0.129***	0.047	Supported
H1c: Entertainment → Social Media Involvement	0.191***	0.011	Supported
H1d: Social Influence → Social Media Involvement	0.188***	0.025	Supported
H1e: Surveillance → Social Media Involvement	0.196***	0.020	Supported
H3: Social Media Involvement → Reduced Perceived Obsolescence	0.618*	0.000	Supported

MEDIATION HYPOTHESES

<i>Hypotheses</i>	<i>Specific Indirect Effects</i>	<i>p</i>	<i>Conclusion</i>
H2a: Information Seeking → Social Media Involvement → Reduced Perceived Obsolescence	0.099***	0.011	Supported
H2b: Social Interaction → Social Media Involvement → Reduced Perceived Obsolescence	0.080****	0.056	Supported
H2c: Entertainment → Social Media Involvement → Reduced Perceived Obsolescence	0.118***	0.022	Supported
H2d: Social Influence → Social Media Involvement → Reduced Perceived Obsolescence	0.116***	0.027	Supported
H2e: Surveillance → Social Media Involvement → Reduced Perceived Obsolescence	0.121***	0.036	Supported

\* $p < 0.001$  \*\* $p < 0.01$  \*\*\* $p < 0.05$  \*\*\*\* $p < 0.1$

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