

Add to all bullets that  
is in yellow



**ASSIGN  
BUSTER**

Senior citizens and technology Problem ment The specific problem is 75% of the senior citizens do not have computer skills have difficulties in adapting to new technology (Kaur & Taha, 2011). Campbell and Wabb (2011) stated extensive development of ICT (Information and Communication Technologies) in the recent times seems to leave a number of several elderly people behind. This qualitative ethnographic study design is to gathers in-depth understanding of the behaviors of senior citizens towards adopting the new technology in their lives. The study addresses how and why these citizens find it very difficult to adopt new information and technology. Data used in this qualitative ethnographic study design comprise of structure interviews, peer reviewed journals, and analysis of materials and documents. The study creates an understanding to the barriers older citizens face while adopting new technology. The address importance to policy developers and NGO's (Non-government Organizations) who are concerned with integrating senior citizens into new technology.

Lack of interest in technology will adversely affect senior citizens, as they will miss convenient methods of managing their financial prospects. In-depth understanding of advancements within the technology sector liberates individuals regardless of their age differences from a financial point of view. Financial institutions such as banking institutions grant their customers access to their various accounts in the comfort of their work areas or homes. Internet banking continues to transform the banking sector, as clients are able to customize and manage their bank accounts according to their unique preferences. In addition, senior citizens benefit from access to health-related information. Technological advancements such as the internet and social media platforms create opportunities for senior citizens to access such

information. This saves them from accumulating medical expenses incurred during consultation forums. Purpose statement

The purpose of this qualitative ethnographic study is to evaluate which senior citizens are positive about the use of technology and observe the technology needs. The Senior Technical Analysis interview designed to interview 30 seniors from various ethnic and economic backgrounds from the Metro Detroit area of Michigan. The study supports knowledge to help government agencies to understand the importance of senior citizens gaining computer skills to enable them to conduct personal business. The study address needs in the community to understand the technology needs of senior citizens to increase the quality of life. Smith (2012) who indicated in his study many senior citizens feel intimidated by technology and advancements in technology and do not prefer to use them. Rajarshi, Claire, and Raghav (2013) also presented contradicting information indicating which senior citizens were not positive about using social media and social networking websites.

Current research disputes the presumption that neurological deficits influence senior citizens ability to embrace technology. They cite reasons such as misconstrued perceptions or attitudes and, hearing and sight related problems as impediments to technology use among senior citizens. Freese et al (2006) inferred that majority of senior citizens have little regard for technological advancements, as they render them non-beneficial to their lives. Parasuraman and Colby (2011) concur with this presumption further stating that senior citizens might find technology overstated. The fact that their attempts to use technological advancements might result in failure and disappointments further contributes to their skepticism. Conversely,

physiological impairments such as hearing defects might also adversely affect senior citizens use of technology. A 2005 study conducted in Finland by Lupssako et al found that 15% of senior citizens aged 75 years and above afflicted with hearing defects lacked the expertise to use headsets designed to enhance hearing. Inability to use technology such as social media affects social interactions between senior citizens and their families.

#### Research question

1. The research question is defined as why do seniors have difficulty in adapting to new technologies, and what are the most significant factors influencing adaptation negatively?
2. What technological advancements do senior citizens find easy to utilize?
3. What technological advancements do senior citizens find hard to understand; therefore, utilize to enhance different aspects of their lives?
4. What benefits do senior citizens stand to gain from learning how to use technological advancements ?
5. What challenges do senior citizens stand to face from learning how to use technological advancements?
6. What interventional strategies can the government and other interested parties implement to help increase senior citizens interest in technological advancements?

#### Hypothesis

The hypothesis is seniors find it difficult to adapt to new technologies not because of an innate cultural resistance, but because of a lack of access to appropriate training and exposure. The directional hypothesis is the lack of training and the causal factor most commonly observed in the qualitative data. The null hypothesis is other explanations to appear with equal or

greater frequency. In the past, some scholars argued against the neurological capabilities of senior citizens to embrace technological advancements. They theorized that the rapid deterioration of brain cells functioned to undermine higher cognitive functions, which prove useful in comprehending technological advancements. As a result, senior citizens struggled to embrace technological advancements. Recent research alludes to factors such as misconstrued attitudes and physiological impairments as major factors impeding senior citizens from embracing technological advancements. However, the major impeding factor is the lack of sufficient training and exposure. Training services focus on the younger generation and moves at a faster, advanced pace. Senior citizens are unable to grasp the complexities pertaining to technology. More often than not, continuous failures lead to pent up frustrations.

#### References

Fox, S. and Madden M. (2006) Generations Online. Retrieved February 26, 2013 from [http://www.pewinternet.org/~media/Files/Reports/2006/PIP\\_Generations\\_Memo.pdf](http://www.pewinternet.org/~media/Files/Reports/2006/PIP_Generations_Memo.pdf)

Lupsakko, T. A., Kautiainen, T. and Sulkava R. (2005). " The non-use of hearing aids in people aged 75 years and over in the city of Kuopio in Finland." *Eur Arch Otorhinolaryngol* 262(3): 165 -169.

Parasuraman A. and Colby. C. 2001. *Techno-Ready Marketing: How and Why Your Customers Adopt Technology*. New York: Free Press.