

# Why Do Seniors Accept or Reject New Technologies?

## Towards Developing a Seniors Oriented Technology Acceptance Model

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We know: The population is ageing.

THOUGH

The development of new technologies and gerontechnologies can tremendously help societies in facing the challenges posed by the ageing population.

BUT

There are barriers in technology adoption by seniors.

## 3 RECURRENT BARRIERS IN TECHNOLOGY ADOPTION BY SENIORS

### First barrier:

- We assume a relative homogeneous market of people aged over 65.

### Second barrier:

- We overlook the social influences of formal and informal carers in technology adoption.

### Third barrier:

- We do not consider the relevance and meaning attributed to new technologies and gerontechnologies by the seniors.

# TOWARDS A NOVEL MODEL OF TECHNOLOGY ACCEPTANCE BY SENIORS METHODOLOGY

FIELD RESEARCH IN ROMANIA, SLOVENIA AND CYPRUS 2017-2019

1st survey cycle

148 seniors during 2017-18

2nd survey cycle

105 seniors from February to April 2019

# TOWARDS A NOVEL MODEL OF TECHNOLOGY ACCEPTANCE BY SENIORS RESEARCH FINDINGS

3 main contributions:

- 1. *Gerontographics segmentation*
- 2. *Social influences versus 'perceived usefulness'*
- 3. *Seniors' predispositions and interests*

# Overcoming the recurrent barriers in technology adoption by seniors I

**First barrier:** assuming a relative homogeneous market of people aged over 65.

**Solution:** *Gerontographics segmentation.*

HEALTHY INDULGERS, AILING OUTGOERS, HEALTHY HERMITS AND FRAIL RECLUSES.

- 1) Healthy indulgers experience good psychological physical and social aging.
- 2) Ailing outgoers, in spite of a decline in the physical well-being, manifest high level of psychological being and stay socially integrated.
- 3) Healthy hermits keep a good physical being but a low psychological well-being and stay isolated from society.
- 4) Frail recluses have chronic health conditions and low psychological well-being.

# Overcoming the recurrent barriers in technology adoption by seniors II

## Second barrier:

- overlooking the social influences of formal and informal carers.

**Solution:** Including formal and informal carers in technology development phases since their inception.

## Evidence:

Research show that frail recluses and healthy hermits, the categories which have a certain degree of dependency and are isolated and/or self-isolated from society, are heavily influenced by their carers.

# Overcoming the recurrent barriers in technology adoption by seniors III

**Third barrier:** Not considering the relevance of technologies for the seniors.

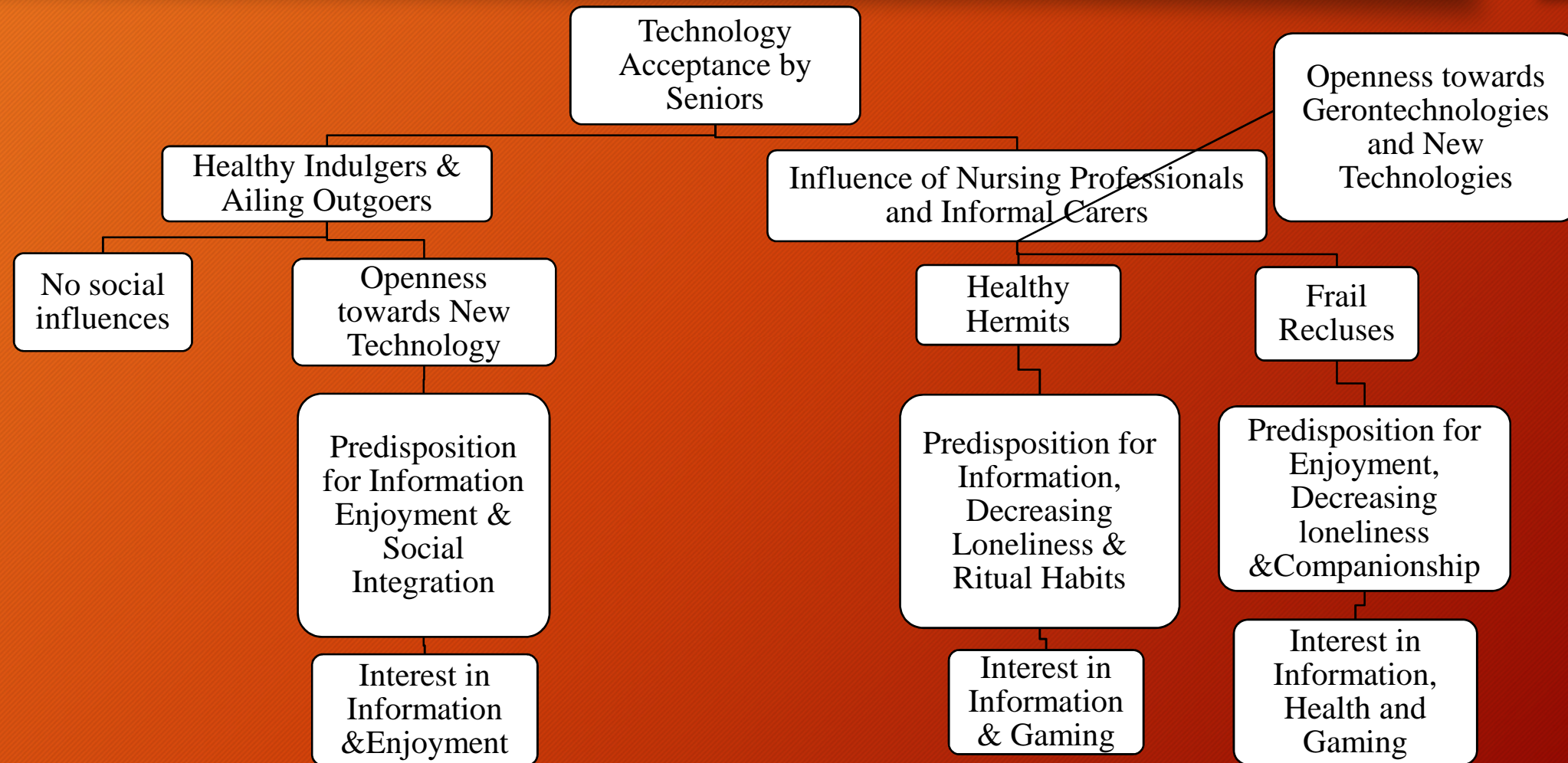
**Solution:** targeting seniors based on the meaning they mentally associate to technology.

**Evidence:**

- Healthy indulgers look for information (62.5%) and social integration (42.9%) and ailing outgoers look for information (66.7%), enjoyment (66.7%) and social integration (50%) when experimenting new technologies. In conclusion, gerontechnologies and other age-stigmatizing services such as those designed for health utility, fail to meet the needs of the socially integrated seniors
- Healthy hermits and frail recluses, who are not socially integrated, associate TV watching with decreasing loneliness and companionship to a high degree.



# A novel framework for understanding seniors' technology acceptance



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**THANK YOU!**