

UNIVERSITI TEKNOLOGI MARA

**ELDERLY'S QUALITY OF LIFE THROUGH
SOCIAL MEDIA TECHNOLOGY: A
NETNOGRAPHY RESEARCH**

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ABSTRACT

The advantage of social media technology which to be connected with more people, indirectly bridge and bonding up the social capital between each of individuals such as elderly people and groups of community through the internet, have shown a perfect way to serve the purpose to make elder community to be more socially connected and increase the life performance in their life (Wright, 2000). Therefore the study on the elder in this study with a range *over 55 years old to 70* on the higher end scale has been used. To conduct the study and investigate of the behavior among elder in the social media technology been proceeded by using the a qualitative method where “Netnography” approach is suitable to investigate in depth with participant and observe, what makes elderly to be involved in the social media. Through the finding of the this study, the quality of life among elderly through the social media usage has been determine, from result of their behavior in the social media usage. The modified original Technology Acceptance Model (TAM) with additional of construct of Perceive of Enjoyment and Perceive of Social Capital in this study was been act as guide to identified the perception and the behavior of the elderly towards social media where all of the participants are overall positively agreed on accepting the social media technology (Facebook) as perceived usefulness, perceive enjoyment, perceive ease of use, and perceive social capital and indirectly influence their behavior of intention to use the social media to technology. On the recommended part, on the future research, another researcher should carry on the study with another research methodology such quatify or quantitative research method to investigate and retest the the finding and result of this qualitative research. Other than that, the field of the study on the social media technology should be carry on a more focus and rich with interaction among its member such as Forum, Group or Blog type of social media technology.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The revolution of communication toward social media technology with different level of aging stage in 20th era is exceptionally exciting and frankly exhilarating. The social media phenomenon for an instance the most acknowledge which are “Facebook”, “Forum”, “YouTube” or “Blogspot” became the alternative for people being “socializing”. The most important is that, the dispersion of generation in a population has a phenomenon to be longer-life year after year, than previously (Mujahid, 2006). Due to increase of the shift of the elderly population around the world, it is a crucial for a researcher to address the needs of the elderly in using the Internet Technologies (IT). The importance to address the life quality among elderly as elder are easily exposed to a problem in psychology disability due to loss of social communication and declining of interaction (Bhar & Brown, 2012).

The advantage of social media technology to be more connected with more people, indirectly bridge and bonding up the social capital between each of individual and group of community through the internet, have shown a perfect way to serve the purpose to make an elder community to be more socially connected and increase the life performance in their life (Wright, 2000). The study is to highlight the older Malaysians, whereby; based on the department of statistics, there are a proportion of the population from 29.7 million in 2013, with an agreed range from 55 to 65 of 9.4 percent (Malaysia Department of Statistic, 2012). Furthermore the population is projected to increase by 5.8 % in the year 2025 where the total population of older people with aged 55 to 65 will rise up to 9.9% by 2015, and 12.1% in the year 2025 (Malaysia Department of Statistic, 2012).