

UNIVERSITI TEKNOLOGI MARA

**SOCIAL MEDIA USAGE PATTERN AMONG
ELDERLY PEOPLE IN MALAYSIA: A
DESCRIPTIVE STUDY**

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IT Project submitted in partial fulfillment of the requirements
for the degree of

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STUDENT'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This report has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my report be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and degree to be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

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ABSTRACT

Social Media is a well-known and powerful tool that able to enhance our communication and collaboration among our communities. Young group has been seen to gain major benefits from the Social Media technology and the elderly are the last to be engaged with it. This study reports insights of the descriptive usage pattern of Social Media among the elderly people in Malaysia and the factors that correlate to the Social Media usage from integrated perspectives of TAM. Analysis of this data revealed two usage patterns described as demographics and socio-economic which are age, gender, race, monthly household income, education level, geographic location, partnership and employment status. Results of this study showed that variables (such as employment status, gender and monthly household income) play significant roles in predicting the usage of Social Media. While age, race, partnership, education level and geographic locations variables appeared to have no influence. The findings from this study has implication to be as one of the approach to obtain information for a better planning of senior citizens in Malaysia regarding the computer and Internet technology.

Keywords: *Social Media, Elderly People, Usage Pattern, Descriptive Study.*

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