

The Role of Social Media in Reducing Social Isolation among Elderly People in Dhaka

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ABSTRACT

Social media as a new media has developed gradually. At present, it acts not only as a tool of communication media but also became a lifestyle support for the youth and adults. Social media have removed the geographical boundaries and made the social world virtually borderless, like Marshal McLuhan's prediction about the global village. Globally, social media is a popular phenomenon and in Bangladesh it is also very popular to youth. Recently, elderly people started to use laptop, smart phone and tablet and are trying to connect with social media. Usually from the age of 50, people are almost done the responsibilities of family and work. Therefore they lose their connection from social belongings and became socially isolated. Social media can help to decrease the feelings of social isolation to some extent. However what is the actual scenario of elderly people's connection with social media?

The aim of the study was to explore the role of social media in reducing social isolation among the elderly people. Therefore, the study was exploratory, qualitative and descriptive in design. It used digital divide theory to construct study framework. To collect primary data, 20 in-depth interviews has been conducted with elderly people in Dhaka. Snowball and purposive sampling were used to find out the interviewees. Besides, to collect secondary data, I reviewed and analyzed books, articles, journal, newspaper articles, reports etc. This thesis concluded with a discussion on the role of social media to reduce social isolation of elder citizen of Dhaka city. In addition, it explored whether the elderly people are digitally excluded or digitally included.

DECLARATION

I, Romana Islam hereby declare that this project paper is the results of my own investigation, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degree at ULAB or other institutions.

I understand that if it has been proven that a portion of my thesis had been plagiarized, the university can withdraw my master's degree of Social Science.

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THE ROLE OF SOCIAL MEDIA IN REDUCING SOCIAL ISOLATION AMONG ELDERLY PEOPLE IN DHAKA

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

This study argues that social media will substantially help elderly people¹ in Dhaka, especially in regard to social isolation. The problem is most of the elderly are excluded from using new media given their family life situation and existing prejudices regarding their ability to adopt new media, especially social media. The study seeks to shed light on the problem and suggest ways in which aged people can benefit from social media to decrease social isolation.

The background starts on with a description of the ageing situation in Bangladesh, implying that society needs to look into the wellbeing of elderly citizens in the near future. It proceeds with a discussion of the common problems encounter by this age group- family life, social life and social isolation. After that, the background describes the current state of ICTs in Bangladesh and condition of elderly people in accessing and using new technologies and mass media. Also, the section touches on the digital exclusion of the elderly people in Bangladesh.

Elder age is neither a disease nor an individual problem; it has become a worldwide challenge that must be addressed globally (Rahman, 2010). Currently 160 million people are living in Bangladesh. Life expectancy increased from 49 years in 1951 to

¹ Elderly people are greater in age, experience and have authority than younger members of society; it might be in the family, society and in the world (Oxford Dictionary, 2008)

70 years in 2007 which contributed significantly to the increasing number of elderly population. It is projected that from 2000 to 2030, the number of elderly people will increase over 200%, means from 7 million in 2000 to over 17 million in 2030 (BBS, 2009).

Table 1: Number, Percentage of National and Elderly Population, 1951 – 2007,

(Source: BBS, 2007, Population Census 2001, National Series, Volume-1)

Year	National Population		Elderly Population		
	Number (in millions)	Growth Rate	Number (in millions)	Growth Rate	Percentage
1951	44.17	0.50	1.94	0.45	4.4
1961	55.22	2.26	2.89	0.95	5.2
1974	76.40	2.48	4.35	1.46	5.7
1981	89.91	2.35	4.95	0.60	5.5
1991	111.46	2.17	6.02	1.07	5.4
2001	130.52	1.59	8.10	2.08	6.2
2007	142.6	1.40	9.41	1.31	6.6

Table 1 shows the percentage increase is not that high (from 4.4 to 6.6) during 1951 to 2007 in Bangladesh. But the increase of the absolute number of the elderly people is noticeable. The number of elderly population has increased from 1.94 million in 1951 to 9.41 million in 2007.

Considering this situation, an article was published on The Daily Star, entitled “Preparing for an elderly population” by Mustafizur Rahman in 2011. He explained that population ageing is having major consequences and implications in all areas of life, and will continue to do so. Most of them are seriously suffering from proper

health/medical care, food and nutrition, living arrangements, isolation, exclusion, loneliness, negligence, psychosocial and cultural complexities etc. (Rahman, 2011). Also, family is the basic source of care for the elderly people. In the traditional joint family system, elderly people used to enjoy respectable and honorable life in the past. But, the scenario today is almost totally different from that. The process of ageing is taking place when this family pattern is breaking down due to urbanization, migration, economic hardship, declining social values, self-interest etc. (Jesmin and Ingman, 2011).

Therefore aged people are facing social isolation² in Bangladesh, due to getting old and living alone. According to Findley (2003), social isolation is an objective measure of social interaction, and social loneliness or emotional isolation, the subjective expression of dissatisfaction with a low number of social contacts. Social isolation is the absence of social relationships which is considered unhealthy situation because people spend excessive time alone. Particularly people do not get any benefit from time spent alone. Active Age (2008) reported that isolation impact on families, communities, the economy and wider society. It seems obvious that, if you want to lead a happy and long life you need a strong social network.

As the proportion of elder people in the population is increasing and more living alone, the problem of social isolation among the age group is of growing concern. Findley (2003) found that between two and 20 percent of people over the age of 60 years were

²Social isolation is a state or process in which persons, groups, or cultures lose or do not have communication or cooperation with one another, often resulting in open conflict

(From: <http://dictionary.reference.com/browse/social+isolation>)

socially isolated. Social isolation is a situation where there is an absence of relationships with other people. Hall and Havens (2001) have differentiated between social isolation and emotional isolation; they identified social isolation- an objective measure of social interaction and social loneliness or emotional isolation; the subjective expression of dissatisfaction with a low number of social contacts. There are some factors contributing to social isolation include loss, poor physical health, mental illness, and low morale, geographic location, and communication and transport difficulties (Findley, 2003).

Social isolation can be as harmful to your health as smoking or a sedentary lifestyle (Cacioppo, 2008). Social media can play an important role to reduce social isolation. It serves as a platform for information sharing, social interaction and collaboration that enables user to interact with one another in a social dialogue in a virtual community. There are some positive impacts of social media on the elderly people; impact on wellbeing, impact on health and disability, social networks with relatives and with friends.

Before addressing social media, we need to know about its beginning. Social media is one of the most popular examples of new media. New Media is the product of mediated communication technologies coming together with digital computers. Before the 1980s the media relied mainly on print and other analogue models like newspapers, television, cinema and radio. Now we have digital radio, television and cinema, while even the printing press has been transformed by new digital technologies. Examples of new media are: Internet, world wide web, digital television, digital cinema, personal computers, mobile phones, video or computer games, social media sites, social media

applications, iPad, tablets, phones with wireless internet access, webcams, Google+ and so on.

New media is not only helpful for us to keep networking and communicating but also helping us through e-commerce, m-commerce and fb-commerce. We can buy many products like clothes, shoes, holiday packages, electronic gadgets, books etc. through e-commerce websites like Ajker-deal, bikroy.com, click bd etc. People are now doing business on Facebook. They sell jewelry, clothes, shoes, home décor, bakery items and cakes etc. through Facebook pages. Also there are many pages on wedding planners, photography/videography, decoration items etc. These are example of fb-commerce. According to Alam (2013), “The new media signifies, at its very core, the immediate access to information on any digital gadget anywhere and at any time. It also indicates interactive communication, participation and virtual community formation around media content”.

Social media is very popular to people. The prominent functions of social media sites are communication and picture sharing (Joinson, 2008). It can be beneficial for senior citizens to promote social participation and communication. Particularly they get news and health information from using social media. Hoque (2013) said that social media is the place where one meets with old friends or old enemies. It is the place that seemingly ‘connects one with the whole world’. Social media is helping to remain active and independent, to keep in touch with grandchildren, remote family members, to keep mentally alert, to feel ‘younger’ and to seek information. Consistently, social media help elderly people to feel an immediate sense of real connectivity which works as safeguard for depression and isolation. There are many online forums where people

in difficult life situations, such as lonely, depressed, isolated; can exchange thoughts as well as receive and provide social support (Nelson, 2013).

Likewise, presently our daily life is surrounded with the words like Facebook, Twitter, LinkedIn, Skype, YouTube, Google, Viber, Whatsapp etc. Through these, we can easily maintain communications with our family members, friends and relatives who are living abroad in a limited cost. People can share pictures, messages and give information immediately. Also, there are free Wi-Fi connections at office, university, coffee shop, restaurants, shopping mall; so that we can easily connect with Internet through smart phone, laptop and tablet computer. Now we are living in a global village; that is the whole world is under one umbrella; it was predicted by Marshall McLuhan, a communication specialist, in 1970s.

People have been using Internet and social media on a regular basis in Bangladesh. Genilo, Akther and Haque (2013) cited, The Bangladesh Telecommunication Regulatory Commission's (BTRC) latest National Media Survey in their paper titled "Attracting and keeping Bangladeshi women in the ICT profession". They listed the total Internet users in Bangladesh were 30.48 million in January 2013. Internet penetration is 20.3 percent. The Facebook population in Bangladesh is now 3.39 million. The most popular social media sites are Facebook and blog. As a result of Digital Bangladesh project, we have seen tremendous increase in new technologies like mobile subscription, Internet subscription, and use of ICTs in every step of life. Also, Kabir (2012) said that, people of 18-24 years of age are the major Facebook users in Bangladesh as around 50 percent of the total users subscribe it, followed by the users of 25-34 years of age, who are 29 percent of total Facebook users.

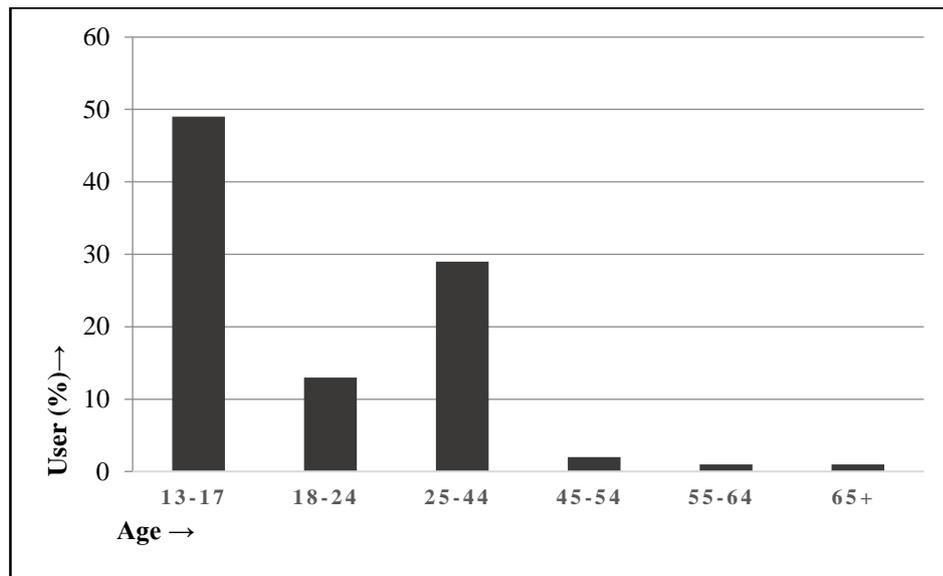


Figure 1: Facebook user in Bangladesh by age

(Source: www.socialbakers.com)

The figure above illustrates the number of Facebook users in Bangladesh. Figure 1, displays that two percent elderly people use Facebook who are 45-54 years of age and one percent elderly people use Facebook who are 55-64 years old, which is very low in terms of age segment. The largest number of Facebook user is 13 to 17 years old that is 49%. It is very clear that teenage citizens in Bangladesh are using Facebook the most. According to this figure, it seems that elderly population is digitally excluded. This study aimed to find out the actual situation of elderly people in Bangladesh in terms of accessing and using social media, that is, whether they are digitally excluded or included.

Many scholars identified that age is one of the reasons of digital exclusion³. Elderly people who are 50 years and older in age, are at risk of digital exclusion (Husing and

³For this thesis, I focused on access and regularity of use of the Internet and other ICTs as the key determinants of digitally excluded

Silhofer, 2002). Digital exclusion occurs when people do not or cannot participate in key activities in digital world. Parson and Hick (2008) identified the groups of people who are digitally excluded. For example: people with disability, women (basically in Pakistan who are not allowed to use mobile & internet), people with low education, low income, ethnic minority, youth (if parents are not allowed) and elderly people. Elderly people are being excluded from the benefits of an information society, not being able to invest in their own knowledge, skills, growth, prosperity and wellbeing (Active Age, 2008).

But in Bangladesh, elderly people can also be digitally included⁴. An article has represented the current situation of elder people, entitled “Living alone in old age” by Dibrar Mahboob in 2013. Here author said that in Bangladesh senior citizen or elderly people have started engaging in different activities like walking together in parks, political chats and also many of them are working in schools and NGOs. For this, they are financially settled, active and can participate in different events. Now they use electronic equipment like; washing machine, microwave oven, ATM machine, smart phone and tablet computer. So, elderly people can easily adopt and afford mobile phone or tablets with Internet facility (Mahbub, 2013). It is clear that technology can be beneficial for elderly. The Internet offers the potential to improve their quality of life in various ways: access to facilities and information like health and banking, life style, hobbies, communication with others, participate in civil society, decrease feeling of loneliness (Anderson, 2012).

⁴For this thesis, I focused on access and regularity of use of the Internet and other ICTs as the key determinants of digitally included

Alongside, mass media is the tool for the transfer of information, concepts, and ideas to both general and specific audiences. The mass media serves as an agent of socialization that is socializing values, attitudes and behavior to the society (Cruz et al., 2001). Mass media became a source of information and personal opinion about current events, compared with other sources, such as parents, peers and teachers at the school (Chaffee et al. 1970). In this modern era, mass media such as television, radio, and newspapers has become the agent of socialization that influences the audience (McQuail, 1987). Media Environment of values and identity affected by the mass media was caused by the advancement of the technology and the transformation of values can affect various aspects of community, including social, economic, political, cultural and ideological (Chadha and Kavoori, 2005).

The reach of mass media has gradually increased in the last two decades in Bangladesh. Television continues to emerge as the most powerful mass media; it is followed by the radio. The reach of television has gone up in both rural and urban areas. Most of the adult citizen watch television and read newspaper regularly. Adult women are watching daily soaps in Bangladeshi channels, Calcutta Bangla channels and Hindi channels. Now mobile phone is a handy device for communication.

1.2 Problem Statement

What is the situation of accessing and using social media by elderly people in Dhaka city? What are the impacts of using social media of elderly people in reducing social isolation? What about the usage of ICT (information communication technology) and mass media? Whether elderly people are digitally excluded or included?

1.3 Study Objectives

- To find out the current situation of accessing and using social media by elderly citizen in Dhaka city: usages of Internet, popular device, usages of social media, popular social media site, reasons of using and not using social media, benefits and barriers of using it;
- To find out the impact of using social media among the elderly people to reduce social isolation in terms of loss, poor physical health, mental illness, geographic location and transportation and communication difficulties;
- To find out the usage of ICTs and mass media by the elderly people, whether elderly people are digitally excluded or included in terms of environment, exposure and utilization ;

1.4 Significance of the Study

This study represented how elderly people in Dhaka city has accepted Internet and social media in their daily life. Readers of this study can get information about the current situation of social media usage and its impact of reducing social isolation. In addition, it can help to academic researchers who are working in ICTs and new media sectors. Researchers can use it as a reference and can do further research from gaps of this study. Besides, development agencies and NGOs can be benefited through this study and take some initiatives for helping elderly citizen. The study can be a pioneer example for Bangladesh government, as we all know about the vision of current government, which is *Digital Bangladesh by 2021*. It can help them to understand, the necessity of taking ICTs plan for senior citizens in Bangladesh.

1.5 Scope

In this study, respondents were very cooperative and they were familiar with the terms like 'social media' and 'isolation'. So it was easy to communicate during data collection. Though in Bangladesh there is no academic paper regarding to elderly people and using social media in reducing social isolation, it would be an opportunity to do something new in this field.

1.6 Limitations

As the main respondents were elderly people, it took some extra time for collecting data. As some of them were sick that time and needed to reschedule the interviews. It was very difficult to choose elderly people who are using social media and besides socially isolated. The study needed to be careful in choosing the respondents because it deals with the concerns like Internet and social media. Also, there was a huge problem in finding literatures in Bangladesh perspectives. For these reasons, the study could not compare with other literatures. Considering this, the present study focused the situations of elderly people and their usages of social media with other countries.



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CHAPTER II

LITERATURE REVIEW AND STUDY FRAMEWORK

2.1 Literature Review

This chapter presents the review of related literature and the study framework. This study takes off from studies of Bangladeshi and foreign authors with research interest in social media, social isolation, elderly people, digital divide and also ICTs use. Reviewed materials were divided into three basic segments. First- the role of social media among the elderly people in terms of communication, positive impacts and in reducing social isolation, second- the situation of elderly people in other countries in concern of digital divide and digital exclusion/inclusion and lastly- the current situation of elderly people in Bangladesh in terms of using social media and ICTs and governmental initiative.

The first segment illustrated the role of social media among the elderly people in terms of communication, positive impacts and in reducing social isolation. Social media and its relationship with elderly was discussed in a paper, titled “Social networking sites and older users- a systematic review” by Nef. et al., (2013). According to them, the main benefit of using social networking sites for older adults is to enter in an intergenerational communication with younger family members mostly children and grandchildren that is appreciated by both sides. The main purpose of social media is communication, there is good reason to expect that social media use will have a

positive impact both in terms of its users, social integration in a network of family, friends and community and benefits that flow from this integration (Shklovski. et al, 2004). Elision (2007) explained that social media, a web based service that enable individuals to constructs a public or semipublic profile within a bounded system, articulate at a list of other users with whom they share a connection and view and traverse their list of connections and those made by others within the system.

However, if social network is a combination of the physical and virtual network, we would not be neglecting the evident value of physical social networks, we should be enhancing these. Active Age (2008) believed that the virtual world should not in any way replace the physical social network, but it could provide a bridge for in between these gap.

The present study was conducted to investigate the relationship between social isolation and usage of social media by elderly people. Social isolation is an emotional state when a person experiences a powerful feeling of emptiness and loneliness (Birodi and Nicholson, 1995). It is a state or process in which persons, groups or cultures lose or do not have communication or cooperation with one another, often resulting in open conflict (ActiveAge, 2008). Social isolation has been shown to be a serious health risk for older adults (Findlay, 2003).

Many people experience social isolation and depression in old age, either as a result of living alone or due to lack of close family ties and reduced connections with their culture of origin, which results in an inability to actively participate in the community activities (Nef. et al., 2013). There are higher number of deaths among isolated people than among those with networks of relationships and emotional support, while being

part of social network is a significant determinant of longevity (Zunzunegui et al., 2005).

Isolation is not always meaning that disconnection with family members and relatives. People can be isolated because of their dissatisfaction relationship with family, relative and friends. Elderly people are facing this problem regularly. According to Revenson (1982), most of the elderly people were found in society to be average in the dimension of sociability and preferred remaining engaged in social interactions. Possible explanation for this may be that feeling lonely not only depends on the number of connections one has with others but also whether or not one is satisfied with his life style. An expressed dissatisfaction with available relationships is a more powerful indicator of social isolation (Revenson, 1982).

The second segment of reviewed literature discussed about the situation of elderly people in other countries in concern of digital divide and digital exclusion/inclusion. Aging and digital divide are major issues of social isolation, health and exclusion. As confirmed by recent studies, the availability of a personal computer, web access and ICT are indispensable elements and yet insufficient to fill the digital divide (Selwyn and Facer, 2007).

However, age is not only a barrier of digital exclusion but also cost and economic factors, demographic and social factors, content and information needs, skill and ability, disability, motivation and attitude (Olphert, C.W.et al., 2005). The former UK Government, Andrew Pinder said on a report that digital inclusion is not about computers, the internet or even technology. It is about using technology as a channel

to improve skills, to enhance quality of life, to drive education and to promote economic well-being across all elements of society (DIP report, 2004).

Husing and Selhofer (2002) developed a measurement of digital inequality called Digital Divide Index (DDIX). After measuring social inequalities in European ICT adaption, the identified high risk groups are gender (women), age (50 years and older), education (low education and group) and income (low income group). To bridge the gap between elderly and digital divide many countries has been started to establish projects for elderly. These projects are not only bridging the gap but also helping to reduce social isolation digital or social exclusion. For example:

In Australia, government wanted to bridge the divide and they have relied on a pseudo-philosophy of empowerment. They used the motto 'if they want fish, teach them how to use a fishing rod'. For this reason, since 2009, the federal government has funded about 2000 'Broadband for senior' kiosks; staffed by volunteer tutors in community centers retirement villages and senior clubs (Annear, 2014).

In USA, a guide book is very famous to elderly people. It is 'Staying Connected: Technology Options for Older Adults' by Eldercare Locator. The guide gives the basic facts about how to use tools like Facebook, email and texting, including privacy and safety information. The guide also introduces YouTube, Twitter, Skype, Instant Messaging and blogging - all tools that older adults can use to stay connected through the Internet and on cell phones with a variety of tech tools. These tools are an effective way to connect with family, friends and community resources (Davis, 2013).

In UK, a computer package named 'Senior PC' is for senior citizens, which has been designed with an easy to use interface and technical support for the elder user. The PC is delivered and installed into the home of the elder person, who is also provided with technical supports for any difficulties incurred while using the product (Active Age, 2008).

Davis (2013) identified that there is a center for senior citizen in US the Department of Health and Human Services. Here, elders proudly use two things: their computer lab and their workout room. They have a lot to offer older adults trained how to use the tools in safe and smart ways.

A paper titled "An ICT enhanced life quality for the elderly in developing countries: analysis study applied to Sri Lanka"- explained the trends in the increase of aged population in Asia in general and Sri Lanka in particular. Here authors discussed the challenges and constraints in adopting ICT for improving the quality of life of elderly. They suggested, elderly people can contribute their knowledge to the society by creating an elders' portal. This portal must be created in such a manner that the elder persons with limited ICT literacy, limited English language capability and limited physical movement will be able to access and use it. This portal must include services like knowledge portals in different knowledge areas, social networking facility, entertainment sites and e-governmental services etc. (Firdhous and Karunaratne, 2011).

All these above are the opportunities in ICT offering for the senior citizen in different countries. But where are our senior citizens? Some scholars wrote about ICTs use of

students, youth and women in Bangladesh. Unfortunately, no academic paper was found regarding social media usage among the elderly people based in Bangladesh.

The third segment presented the current situation of elderly people in Bangladesh in terms of using social media and ICTs and governmental initiative. It is very usual that the senior citizens are far away from technology. Davis (2013) identified that in urban the senior citizens has ability to adopt technology but they do not know how technology help them to remain active and connected with world. According to Rahman (2010), “Ageing is influencing on development and capital market, pension and traditional support systems, these are further shaped by technological change and cultural transformation. Population ageing has a direct impact on socio-economic development, particularly in case of countries going through economic transition such as Bangladesh” (Rahman, 2010).

In Bangladesh, government has realized the necessity of ICT policy. For this reason, government revised National ICT policy in line with the national goals, objectives and capabilities. Besides recently ICTs are rapidly expanding due to the deregulation of laws and policies by government. It is expected that the successful implementation of the vision and objectives of the National ICT Policy 2009 will facilitate materialize Digital Bangladesh which the government pledged to build within 2021 by. Also Bangladesh is expected to become a ‘knowledge society’ within one generation (National ICT Policy 2009).

In National ICT Policy, one of the objectives is social equity. This objective explained to ensure social equality, gender partly, equal opportunity and equitable participation in nation-building through access to ICTs for all, including persons with disabilities

and special needs. (National ICT Policy, 2009, p.3). However it is very alarming for us, as this ICT policy (2009) excluded the elderly people in Bangladesh and no action plan for this large segment of the total population.

From the above discussion, it is clear that elderly people need help to be a part of ICTs. Rahman (2010) said government should take some initiatives for elderly people like; National Policy for elderly, social protection, human rights, social justice, health, old age insurance. Also NGOs, development partners, donor agencies, civil society, and corporate bodies should come forward to play an active role for betterment of elderly people in Bangladesh.

2.2 Study Framework

The study utilized Mancinelli's Digital Divide theory for studying the role of social media among the elderly people. She explains this in her study entitled "e-Inclusion in the information society" in 2007. The term digital divide refers to the gap between those who can effectively use new ICT tools, such as the Internet and those who cannot. Whilst a consensus does not exist on the extent of the divide (and the divide is growing or narrowing), researchers are nearly unanimous in acknowledging that some sort of divide exists at this point in time⁵.

The original 'digital divide' terminology attached great importance to the physical availability of computers and connectivity (Genilo, 2012, p.13). Digital divide is the gap between those people with effective access to digital and information technology

⁵ Definition has taken from the study- e-Inclusion in the information society by Mancinelli, 2007.

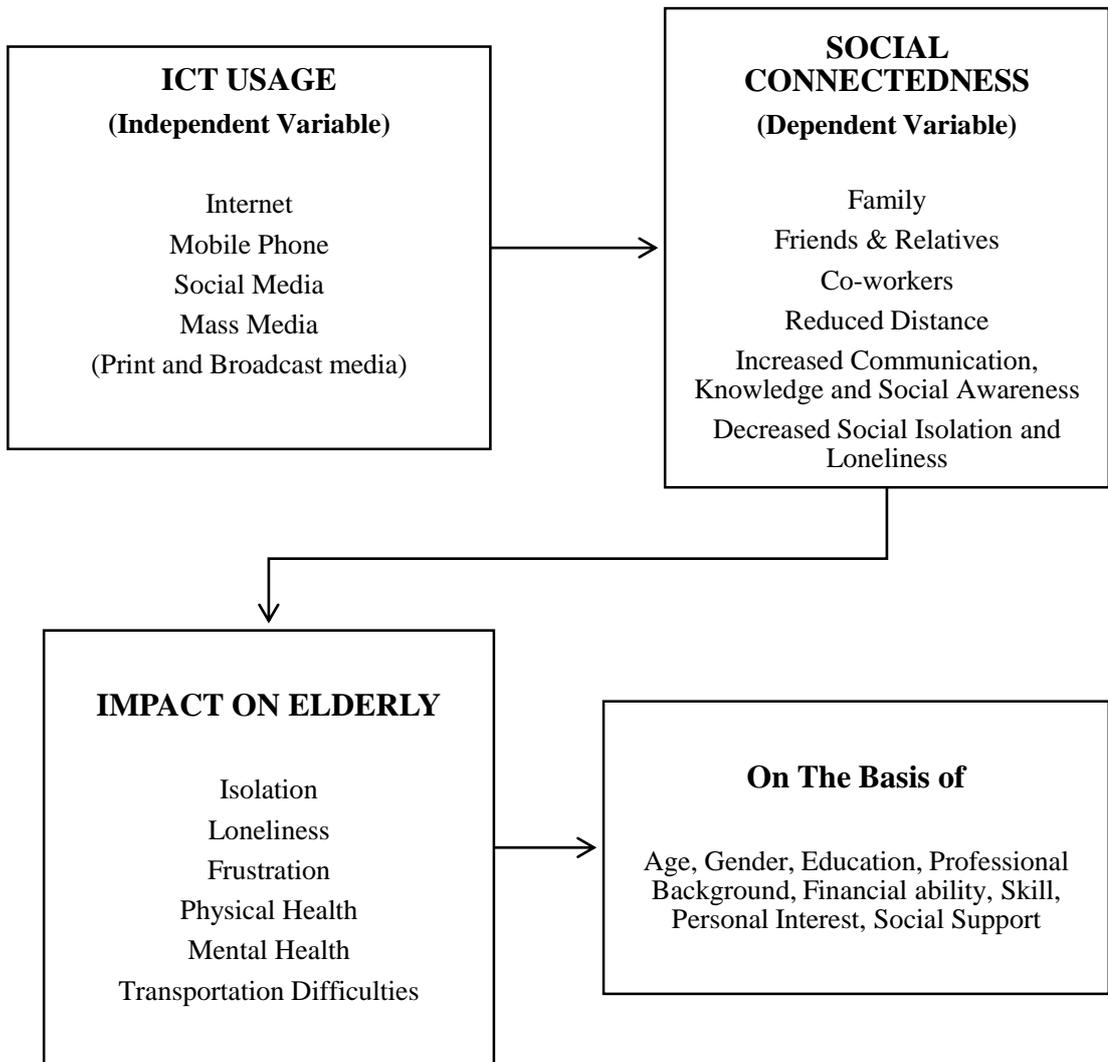
and those without such access. The existing ICT infrastructure prevents an equal flow of communication between people and social structure (Parsons and Hick, 2008).

There are some factors, affecting the digital divide; such as literacy, disability to read and write in English (as it is dominating digitized information), skill, motivation, desire and confidence. Mancinelli (2007) explained that the concept of multiple divide, which related to a variety of factors affecting lack of access to and inadequate use of ICTs such as gender, age, ethnic clustering, and uncertainty of living and financial conditions, work insecurity and social insecurity. For her, it is basically about social access to digital technologies. It considers social relations around the uses of ICTs (Mancinelli, 2007).

It became clear that certain social groups such as women, young people, old people, low education and low income in the society are lagging ICT usage, which brings about information inequality and digital exclusion (Genilo, 2012). The consequences of this exclusion are academic failure, social isolation, increased unemployment, lower productivity and competitiveness and exclusion from social and political spheres (Parsons and Hick, 2008). As the discrimination against elderly people in the sector can be considered digital exclusion, the study identified the various types of digital inclusion/exclusion. Keniston (2003) identified four types of digital divide. According to him, the summary of the four digital divides are: those who are rich, educated and powerful and those who are not; those who can speak English and those who do not; those who associated with the growing digital gap between the rich and poor nations; and the digital divide that brings the emergence of a new elite group- the beneficiaries

of the enormous successful information technology industry and other knowledge-based sectors of the economy.

In this study, the respondents are elderly in age, educated and rich. In many ways they are isolated from society; as their children are living abroad, friends and relatives are busy with their livelihood. The study has described the accessibility of ICTs; especially social media and its role in reducing their social isolation. After studying the theory, I tried to show the situation through a framework.





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CHAPTER III

RESEARCH DESIGN AND METHOD

This study is conducted to find out the role of social media among the elderly people in reducing social isolation in Dhaka city. To find out this, qualitative research method was used for data collection. Snowball and purposive sampling was used to get to the respondents within Dhaka city. The collected data from in-depth interviews were interpreted qualitatively.

3.1 Research Design and Method

This study was exploratory, qualitative, and descriptive. The study used exploratory research design because an exploratory design is conducted about a research problem when there are few or no earlier studies to refer to. The focus is on gaining insights and familiarity for later investigation or undertaken when problems are in a preliminary stage of investigation. Exploratory research tends to tackle new problems on which little or no previous research has been done (Brown, 2006).

The aims of exploratory research are intended to produce possible insights; for example familiarity with basic details, settings and concern, well-grounded picture of the situation being developed, generation of new ideas and assumption, development of tentative theories or hypotheses, determination about whether a study is feasible in the future, issues get refined for more systematic investigation and formulation of new

research questions, direction for future research and techniques get developed (Singh, 2007).

“Qualitative research, explores attitudes, behaviors and experience through such methods as interviews or focus groups” (Dawson, 2002). This study explored attitude, behavior and experiences of social media usage by elderly people and try to explore the condition of elderly people in accessing and using social media and how they are getting benefit and reduce their social isolation.

Descriptive research is a study designed to depict the participants in an accurate way. Also, descriptive research is all about describing people who take part in the study. Descriptive research methods are used when the researcher wants to describe specific behavior as it occurs in the environment (Wimmer and Dominick, 1999).

3.2 Variables of the Study

There were two variables in this study: the first one, ‘ICT usage’, is the independent variable, and ‘Social Connectedness’ is the dependent variable. The study explored the relationship between social media usage and reducing social isolation among elderly people.

3.3 Population

This study utilized primary and secondary data. Primary data came from the semi-structured, in-depth and interactive interviews from respondents. This present study selected twenty elderly people who are to some extent socially isolated. Among them, ten were male and the other ten were female respondents. Secondary data included journal articles, reports, newspaper, magazine articles and books.

3.4 Research Instruments

The in-depth interview has been chosen for this study; it is a qualitative method of analysis, which proceeds as a confidential and secure conversation between an interviewer and a respondent. During the in-depth interview, the researcher attempted to achieve a holistic understanding of the interviewee's point of view or situation. One of the advantages of the in-depth interview is that there is time for the respondent, in peace, to further develop and give reasons for his or hers individual point of views - without being influenced by the opinions of other respondents (Dawson, 2002).

For this study, I developed semi-structured questionnaire for respondents. As I wanted to know specific information which can be compared and contrasted with the information gained in other interview. To do this, I asked the same question in each interview. However, I also wanted the interview to remain flexible so that other important information can still arise. The method of the in-depth interview was suitable for this study, because subject (elderly people) and issue (social isolation) are in the nature of something new phenomenon in Bangladesh. After that, collected qualitative data were analyzed and presented in descriptive way with matrixes and quotations.

3.5 Sampling

This study tried to find out the situations of elderly people to reduce social isolation. I chose some elderly people as sample. Before selecting the sample for the study, it is important to describe elderly term.

There is no universally accepted definition of the elderly but, in most countries, people above 60 years of age are considered as 'old' and taken to be the 'elderly' segment of the population. Most developed countries have accepted the chronological age of 65 years as a definition of elderly people. United Nations agreed that 60+ years old is considered as old population. Also, in UK, the definition of old age as is any age after 50 years. However, in Africa, the definition of elder people is 50 to 60 years old. Beside this, the MDG⁶ project has established the definition of old is starting from 50 years (WHO, 2015).

In Bangladesh, persons aged 60 or above are considered to be elderly. However, in reality people in this country become older before the age of 60 because of poverty, physical health, family relationship and social construction. Elderly people are the respondents of this study. For this study, I established 50 years of age and above as the general definition of an elder person; depend on age, social factors, health status, and demographic situation.

Also I considered the factors of social isolation, such as widow/divorced/separated, aged, and retired from job, religious minority, alone, communication and transportation difficulties and physically unwell. The size of the sample was 20 who are elderly people (according to the definition described above). The study represented only the scenario of Dhaka city not the whole country.

⁶The “*Minimum Data Set*” (MDS) project in Africa, 2001.

According to Bangladesh Bureau of Statistics (2010), 1.5 million elderly citizen are living in Dhaka city. From the said number of elderly people, the study selected 20 respondents purposively and conducted interview on them.

Snowball and purposive sampling has been used for selecting the interviewees. Snowball sampling is widely used for studying drug cultures, teenage gang activities, community relations, insider trading and other applications where respondents were difficult to identify and contact (Cooper et al, 2003). Therefore, snowball sampling was the most effective in finding elderly people. At first, two respondents have been chosen by snowball sampling for in-depth interview. These two respondents are my neighbor and got retired form government job (now age is 62 years). Then they referred me to find out another eight respondents. Then I selected the rest of the respondents through communicate with my friend and relatives. They were in some way applicable with the said components of elder people and social isolation. Though respondents were elder in age, they basically preferred to give interview at their home located in Dhaka city. It took 12 weeks for data collections, transcriptions, synopsis and data processing.



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CHAPTER IV

RESEARCH FINDINGS AND DISCUSSIONS

This study tried to find out the role of social media in reducing social isolation among the elderly people in Dhaka city. The findings have emerged out of the in-depth interviews conducted on the elderly people. The findings and discussions of this research paper have been divided in following sections:

- Profiles of the respondents
- Social Isolation
- Digital Exclusion/Inclusion
- ICT, Social Media and Mass Media Usage

Some sections are further divided into several sub-sections to provide an in-depth analysis of the role of social media among the respondents.

4.1 Profile of the Respondents

This chapter provides a profile of the elderly respondents (50+). There were 20 elderly respondents- ten male and ten female. Besides, I tried to find out the elderly people who are socially isolated. The indicators of social isolations are loss of partner, aged, poor physical health, low morale, geographic location, and communication & transportation difficulties. Among the all respondents, ten respondents retired from government job, three respondents were widow, two respondents were in separation, two respondents are suffering from health problems, two respondents faced

transportation and communication difficulties and other one is living alone in Dhaka. This information is useful for understanding the context of age and situation of social isolation of these respondents. The profile was presented on descriptive form, in terms of the following variables: age, gender, previous occupation, education, marital status, family status and residence.

This study conducted 20 interviews from male and female respondents, aged between 55 and 75 years. Six respondents were between 55-59 years old. There were 13 respondents who are between 60-69 years old. The rest one was 75 years old. According to gender ratio, the number of male and female respondents was equal. The study selected ten male respondents and ten female respondents.

In terms of previous occupation, ten respondents were in government service out of twenty respondents. Six respondents were homemaker and three respondents were involved in their personal business. Only one respondent was private service holder.

Like occupation, educational background is an important variable, especially when accessing and using Internet and social media is concerned. Eight respondents attained master's degree and another eight respondents attained graduation degree. Three respondents attained HSC grade and one respondent attained SSC grade.

In terms of marital status of the twenty elderly respondents, fifteen were are married. Another three respondents were widow and rest two were in separation. Family status is important to measure social isolation of elderly people. Fifteen respondents are living in a family with their spouse. But in some way they were lonely and isolation because of retirement, children are living abroad and also busy with their personal life.

Three widow respondents lived with their son and two separated respondents was living alone at home.

The study represented the situation of Dhaka city, all the respondents were living at different areas in Dhaka. Seven respondents lived in Dhanmondi, five respondents lived in Shamoly, two respondents lived in Mirpur, two respondents lived in Moghbazar, two respondents lived in Tejgaon, one respondent lived in Mohammadpur and one respondent lived in Panthapath.

4.2 Social Isolation

In terms of social isolation, all the respondents expressed their understanding about social isolation. Two respondents said that social isolation occurs when people are not connected physically and socially with other people, go far from social activities and responsibilities. The other ten respondents became socially isolated after getting retired from his or her job. Five respondents expressed their view as they faced loneliness and socially isolation after losing his or her life partner. It might be the situations of separation, divorce and also death of partner. Other two respondents thought that people became socially isolated when they do not maintain social relationship regularly and living alone. Another respondent felt that living without family is the main reason of social isolation.

All the respondents opined about 'Social Isolation' as a phase of life and everybody faces this situation of isolation. One opined: "Less or no interaction with the fellow social agents leading to less contribution in social activities. At a macro level, this decrease social solidarity." Another expressed: "Social isolation starts when people get retirement". Eventually, retired people get into a number of problems that enables

depression, frustration, loneliness and physical health related hazards. Respondents also identified a number of causes of social isolation, which includes problem related with family, social security, typical mindset, physical illness, loss of life partner, family ignorance, financial, and unemployment. Many scholars also defined about the concept of social isolation. Weiss (1973) defined, “Social isolation can be characterized by feelings of boredom and marginality or exclusion”. Social isolation occurs when an individual’s demand for social contacts or communications exceeds the human or situational capability of others (Birodi and Nicholson, 1995)

Table 2: Understanding of the Concept of Social Isolation by Elderly People

Description
Respondent 2 ⁷ : He considers social isolation as disconnecting with social activities, relatives, and friends. It created loneliness, frustration and it kills social values on individual’s life.
Respondent 9: According to him, people face many social and family problem throughout their life. These problems create isolation and people go far away from society.
Respondent 1: She explained that social isolation occur when people live alone because presently in Dhaka, people remain very busy with works. To her, they only meet with each another in social occasions and family functions. This busy life made them socially isolated.
Respondent 13: He felt that widowhood created social isolation.
Respondent 8: To her social isolation is not good for individuals and society. Females become more isolated then men, she narrated. They should not spent whole life as a housewife and also need to connect with other people so that female became socially less isolated.

⁷ Please see attachment (Page 72) for respondent’s serial number. For example, Respondent 2- Nasir Hossain.

Respondent 12: Her family members remain busy with works and other social activities. They come home in evening and cannot give her much time. Sometimes, she feels very lonely and alone.

Respondent 5: To her people want to live in nuclear family and now they do not even bother about extended family. Young generation just think about themselves, so that older generation remain alone and isolated.

Respondent 14: He identified some reasons of Social isolation, such as avoiding physical and social communication, companionship, having less or no acquaintances, less activities in social life and create a gap with other family members and relatives

Respondent 17: He said social isolation come from loneliness, depression, frustration and ignorance from family members.

In the matter of social isolation in old age, all of the respondents (except one respondent) believed that people become socially isolated and lonely with their growing ages, because of health diseases, mental illness, children and relatives became busy with their own life and work. One respondent stated: "I totally agree that people became socially isolated and lonely with their growing ages. Family problem, social security and typical mind are the reasons of loneliness and isolated in old age". Another said: "In the modernity social isolation and loneliness in inevitability as people ages, which has been the case in those countries that have already been modernized." However only one respondent explained: "I do not think that loneliness and isolation depend on age, it varies person to person. Many people became isolated at younger age if they cut off social and family relationships". One researcher explained about the old age and social isolation, as "Older age, with its many losses of physical and psychological health, social roles, mobility, economic status and physical living

arrangements, can contribute to decreasing social network and increasing isolation” (Victor et al., 2002).

Table 3: Response of Respondents about Social Isolation and Growing age

Description
<p>Respondent 18: He believes that elder people are lonelier and isolated, because they lose social and family connection.</p>
<p>Respondent 20: To her elder people desire for the same friendship and relationships, with their younger generation. They want to communicate and create good relationship with them.</p>
<p>Respondent 17: To him in Dhaka city, elderly people are isolated because of transportation and traffic system. It takes more time to go one place to another, so elderly people do not want to meet physically relatives and friends.</p>
<p>Respondent 16: He narrated isolation come in life when people get retired from job but those who involved with business in profession they become less lonely. They have not age limit to do business.</p>
<p>Respondent To him, personal attitudes and circumstances create isolation, not age.</p>
<p>Respondent According to her, every elderly people are socially isolated because now younger generations are very busy with their life. They do not give much time to elder generation.</p>
<p>Respondent 6: To her, definitely people become socially isolated and lonely with their growing ages. They have plenty of time with less activities, but they should not stay alone rather they should remain busy with different activities like gardening, social involvements, reading etc.</p>
<p>Respondent 3: She opined that female elders become less socially isolated because she has many responsibilities for family.</p>
<p>Respondent 7: Generation gap, widowhood, separation with life partner, health diseases, mental illness, typical mindset, living alone and financial instability are the reasons of social isolation in growing age to him.</p>

Respondent 10: He explained sometimes, people become socially isolated with their growing ages but not all time and not all the people.

Respondent 4: To him, many elderly people are passing time with social and voluntary works, so they are not isolated.

Furthermore, Respondents think social isolation is not good for anyone. One of the respondents stated: “At young age, irrespective of since then age limit, people remain busy with their daily work, and social isolation may not as concerned issue for them. However at old age, social isolation is a matter of concern. It creates depression and frustration.” They expect that in future, elderly people will use social media the most and they can easily communicate with their family members. They also think that Internet will replace mobile phones in the future. Respondents opined that in Bangladesh many people are digitally excluded and if we want to include them, we need to develop our technology, education system and most importantly mindset.

4.3 Digital Exclusion/Inclusion

Regarding the issue of understanding of digital exclusion and inclusion, eighteen respondents explained that they know about the concept. One respondent stated: “Digital exclusion means not using digital devices and Internet.” Another one stated: “Digital inclusion is accessing and using ICTs in regular basis”. Other two respondents (female) opined that they were not familiar with the concept digital exclusion and inclusion. She said: “I don’t have clear idea about digital exclusion and inclusion.”

Table 4: Understanding of Digital Exclusion and Inclusion by Respondents

Description

Respondent 2: To him digital exclusion is not accessing and using technology and digital devices.

Respondent 5: She thinks digital exclusion occurred when people do not connect with digital device and technology. Also, digital inclusion occurred when people connect with digital device and technology.

Respondent 9: He explained that digitally exclusion occurred when people have no access to digital device and technology.

Respondent 20: She understands about digital exclusion and inclusion. However she is not a regular internet user. She wishes to learn to use these things in future as it would make keep up with the future generation in many ways.

Respondent 18: He said that digital inclusion means properly use of digital equipment and Internet.

Respondent 14: To her digital exclusion is not accessing and using digital device.

In connection with digital exclusion/inclusion and elderly citizen in Bangladesh, most of the respondents narrated that elderly people are digitally excluded because they do not use Internet personally, it is being operated by someone else. Sixteen respondents said that mostly in a family, younger members are using Internet and they helped to elderly family members to find out information. Also, they help elder people for communicating with others through Internet. Other two respondents stated that not all the elderly people are digitally excluded in Bangladesh. In Dhaka city many aged people access technology and Internet. One stated: "I think digital is not merely a device; rather it is a communication medium and above all a culture. More than 80 percent across all sectors in Bangladesh has access to mobile phone. However, perhaps few of them are able to use the culture artifacts generated by digitalization, which is

mostly a case with the elderly.” Another two respondents has not clear idea about this subject, so they did not answer anything.

Table 5: Description of Digital Exclusion/Inclusion of Elderly People in Bangladesh by Respondents

Description
<p>Respondent 16: For him, elderly people who are living in capital are not digitally excluded because they are using technologies and Internet directly or indirectly. However in rural area elderly people may be digitally excluded, but this situation will change with in one or two years.</p>
<p>Respondent 19: She thinks that elderly women in Bangladesh are digitally excluded because they remain busy with family responsibilities and household chores. They do not try to manage time for using Internet so that they become digitally excluded.</p>
<p>Respondent 17: His opinion was, elderly people are digitally excluded in Bangladesh because they feel shy to use it. Mostly, young members in a family use Internet but not elder people. As they are not used to and feel uncomfortable to use it.</p>
<p>Respondent 13: He opined that elderly people in Bangladesh are digitally excluded, because they are not interested to use the new technology and not take any attempt to learn.</p>
<p>Respondent 7: To her, not all elderly people are digitally excluded in Bangladesh. She opines, educated and active elderly people have interest to use new technology and Internet.</p>
<p>Respondent 10: According to him, not all the elderly people in Bangladesh are digitally excluded, they are active users of Internet and technologies in Bangladesh.</p> <p>Respondent 8: To her, elderly people are digitally excluded in Bangladesh because of their typical mindset.</p>
<p>Respondent 12: Her opinion is most of the elderly people cannot accept new technology because of technology fear.</p>

One respondent explained: “At past we (women) used to pass our leisure time with a number of activities that includes sewing, cooking and reading books. We were comfortable with these activities and technology and Internet are new to us.” For these reason, women are not comfortable to use technology, they has fear to use it. Also, they face some problems to adopt, for example: new phenomenon, discomfort to use Internet, less adaption ability, lack of interest in learning new things, technology fear, hesitation etc. Then again most of the respondents described that digital inclusion means using of digital devices and Internet. Not all the elderly people in Bangladesh are digitally excluded. Many of them are using smart phone, laptop and tablets with Internet connections and also use social media frequently. They think that proper use of technology can help to get information, to improve lifestyle and standard of living, to keep communication with future generation.

4.4 Information Communication Technology (ICT), Social Media & Mass Media Usage

4.4.1 Information Communication Technology (ICT)

The respondents were asked a number of questions to find out the current situation of accessing and using Internet, social media, the impact of using social media among the elderly people to reduce social isolation, and the usage of mass media. The respondents first described their access to computer and Internet, followed by language and computer literacy. Lastly they explained the quality of ICT use.

In case of access to computer, all respondents claimed that they owned a computer at home with Internet connection. Ten respondents owned tablet and four respondents owned laptop. Two respondents has desktop computer and another two respondents has smart phones. However, the last two respondents have not any computer or device on their own. They used their children’s laptop. Two respondents has both laptop and smart phone. One stated: “I have laptop, desktop and tablet”. Another said: “I use my daughter’s laptop, I do not have personal computer”.

Table 6: Description of Access to Computer by Respondents

Description
Respondent 2: He has both desktop computer and smart phone. He started to use computer 10 years ago when he was working as a bank manager.
Respondent 4: He has been using laptop during two years, before that he used to own a desktop computer. He feels comfortable to use laptop rather than desktop.
Respondent 20: She use desktop computer regularly for ten years.
Respondent 19: She loves to play games, so that she bought a tablet in 2014.
Respondent 16: He owned tablet for 1 year. According to him, tablet computer is very comfortable and easy to use.
Respondent 15: To him, smart phone gave many facilities such as phone call, camera, and Internet browsing. He owns Samsung galaxy Note for three years.
Respondent 8: Her daughter gave an iPad from USA in 2012. At first she found some difficulties to use it but now she is very happy for her iPad.
Respondent 6: He owns laptop, tablet and mobile personally because he loves technology. He uses laptop at home and tablet when he went outside from home.

Respondent 11: She has been using smart phone and tablet since 2013. Her son gave her a tablet on her birthday.

Respondent 1: Her daughter owned a laptop, she uses that laptop regularly.

As to access to Internet by respondents, the twenty respondents claimed that they have Internet connection at home. They have WIMAX connection or dial up connection. Five respondents said that they started to use Internet two years before. Two respondents said that they started to use Internet three years before when their children went to abroad. Other ten respondents narrated that they started to access Internet for ten years at home and also at office. Another three respondents opined that they started to access Internet in 2014.

Table 7: Description of Access to Internet by Respondents

Description
Respondent 2: He has Internet connection at home and uses it for communication purpose.
Respondent 4: His laptop and tablet has connected to the Internet for ten years.
Respondent 6: He got access to Internet for five years. Now he has WIFI connection at home.
Respondent 12: She uses Internet to stay connected with her relatives and friends who are living abroad for ten years.
Respondent 8: She did not use Internet personally but her children helped if she want something from Internet.
Respondent 11: She started to access Internet with her tablet from 2013.
Respondent 13: He used Internet for five years to connect his siblings in abroad.

Respondent 13: To him, Internet helped to acquire information and to communicate easily.

Respondent 14: He started to use internet one year back because of reading online news and using social media.

Respondent 19: She has broadband Internet connection at home for five years.

Respondent 15: Her son lived in Australia for two years and she used Internet to communicate with her son.

In terms of language literacy, all the respondents claimed to be very proficient in Bangla. As for English, eleven respondents are confident with their proficiency in the said language. Another nine respondents said that they can read and write English but not fluent in speaking. Two respondents stated that they faced some problem while using Internet and Social media.

Nevertheless, all the respondents are computer literate and try to access it directly or indirectly. They have knowledge about different computer skills like MS office, e-mail, and Internet browsing and social media. One female respondent narrated: “I tried to calculate my monthly family expenditure in MS Excel. After retirement from Government job, I got my pension, then made my own financial list and personal contacts list through MS Excel. It is very interesting and be able to manage my financial expense in an easy way.”

Table 8: Description of Language /Computer Literacy by Elderly Respondents

Indicator	Description
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<p style="text-align: center;">Bangla Proficiency</p>	<p>Respondent 20: Since she was a teacher in Bangla medium school and also her education system was Bangla medium, she has a good command in Bangla.</p> <p>Respondent 16: He is good in navigating the Internet in Bangla and he is an expert in Bangla in computer.</p> <p>Respondent 19: She is very proficient in Bangla and do not face any problem to use ICT.</p> <p>Respondent 13: He reads Bangla Online news through Internet and also use Facebook in Bangla.</p>
<p style="text-align: center;">English Proficiency</p>	<p>Respondent 2: To him, English language is more easy then Bangla language to use Internet.</p> <p>Respondent 5: She has no problem to use Internet and computer in English.</p> <p>Respondent 7: She faced some problems in English while using Internet. For this she always got help from other family members.</p> <p>Respondent 6: He was an army officer and had to work with many foreigners. In this way he is proficient in English now.</p> <p>Respondent 8: She can read English properly but she faces problem in writing and speaking.</p>
<p style="text-align: center;">Computer Literacy</p>	<p>Respondent 20: She learned computer during her work in school because she had to make result and other official documents in computer.</p> <p>Respondent 9: He knows various computer skills like MS office, emailing, social media etc.</p> <p>Respondent 11: She only used social media, no other applications.</p> <p>Respondent 4: He had computer literacy for ten years. Now he is an expert in computer and Internet.</p>

In terms of quality of use, all the respondent narrated that almost every day they obtain many information and services through ICT use. Eight respondents read online news

form online news portal. Other five respondents do online shopping through Facebook. Other five respondents use ICT only for communication purpose. Two respondents use ICT for connecting on social media only. One respondent stated, “I am connecting with internet for 24 hours on a day”. Another respondent stated: “I spend two to three hours every day in Internet, as I browse online news portals and social media sites.” Another one stated: “I use ICT one to two hours per day because I talk with my family and relatives”. All respondents visit google.com to gain information.

Table 9: Description of Quality of Use of ICT by Elderly Respondents

Indicator	Description
Purpose of ICT use	<p>Respondent 2: The main reason of using Internet to him is obtaining news from online news portals. He follows BBC, CNN, bdnews24.com online news portals. He spend daily two hours for this.</p> <p>Respondent 1: Her favorite online news portals are Prothom-alo, The Daily Star and Banglanews24.com. She passes one hour per day to read the news.</p> <p>Respondent 6: He gathers travel information from Internet, like travel packages, ticket booking, location map searching and hotel reservation. Also interested in reading business news and business magazine on Internet. All most every day he tried to get connected through ICTs.</p> <p>Respondent 7: She passes her leisure time to check out latest clothing and home décor sites and also interested in environmental news.</p> <p>Respondent 9: He obtains Governmental facilities through Internet. He tries to collect Governmental facilities through Internet, like tax payment, passport form submission. He uses ICTs two hours every day.</p>

	<p>Respondent 11: She collects health tips and religious information from Internet. Also she follows share market information, because she has some investments on share market. Every day at least two hours she spend for doing these things.</p> <p>Respondent 15: She downloads cooking recipes form Internet because she loves to cook.</p>
<p>Services through ICT use</p>	<p>Respondent 7: To her, online shopping is the best service on Internet. She checks out different pages every day and buy product from online in a regular basis, such as dress, jewelry, accessories, and bakery items etc.</p> <p>Respondent 6: He always books air ticket, train ticket and now bus ticket through Internet. Also try to get appointment from doctor in abroad through Internet.</p> <p>Respondent 12: She pays electric bill, gas bill from mobile phone and has a bkash account. Thought ICT she can do her works easily and without hassle.</p> <p>Respondent 2: He likes online banking because it helps to transfer money very fast. It is a good service of ICT according to him.</p> <p>Respondent 4: He browses regularly clickbd.com, ekhanei.com, amazon.com etc. for online shopping.</p>

4.4.2 Social Media

In terms of social media usages, Facebook and Skype are mostly used social media by elderly people. Among all social media, all the respondents use Facebook, Viber, Line, Tango, We chat, Whatsapp and Skype directly or indirectly. Eighteen respondents access and use social media almost three-four hours per day. Five respondents also use LinkedIn for their professional identity. None among the respondents use Twitter and blog. One respondent said: “I regularly use social media to communicate with other

people.” Another respondent stated: “I have addiction of using social media sites especially Facebook and Viber.”

Only two respondents opined that they do not use social media directly because it is new phenomenon to them. Their family members helped them to use it. One respondent opined “I wanted to use social media personally but I found it difficult and do not feel comfortable to use.” Another respondent opined, “My daughter always motivate me to open an account on Facebook, but I preferred to communicate with my relatives from my daughter’s account.”

Table 10: Social Media usage by Elderly People

Indicator	Description
Access	<p>Respondent 2: He uses Facebook and Viber two hours per day to communicate. He opened his Facebook account three years ago.</p> <p>Respondent 1: She spend two to three hours on social media for connecting, getting information and checking out new products. From 2013 she has been using social media.</p> <p>Respondent 4: He is always connected with Internet/social media as his son may call anytime from Australia. He started using Internet and social media after his son went abroad for higher study.</p> <p>Respondent 7: She passes her leisure time through using social media. She uses it for three years. She loves to chat with friends and relatives in Facebook and also love to see their pictures.</p>
Experience	<p>Respondent 14: He used to call in abroad through land phone and mobile phone which was costly. He had to pay 5000 taka monthly. Now he uses Viber and Skype for talking instead of land phone/mobile phone. He purchased unlimited internet package from Qubee which costs 1400 taka per month. To him social media helped to save extra money.</p>

	<p>Respondent 15: Last month, her nieces got married in USA. She could not join the wedding ceremony physically but she saw all the pictures on Facebook. Her family members uploaded pictures of all the rituals and fun. She felt very excited and happy to see these, and she could manage to do this because of using social media.</p> <p>Respondent 18: He got retirement one year ago. Now he has been offered for jobs in LinkedIn. His colleagues and friends offered him to join in private job as a consultant.</p> <p>Respondent 20: She loves to experiment different cuisine's dish. For this, she search videos of any recipe on YouTube and watch it. Then she tries to cook that dish.</p>
Quality of Use	<p>Respondent 18: He uses Facebook and Viber to connect with his siblings who live in abroad. He also used ICT for entertainment purpose.</p> <p>Respondent 20: She only uses Facebook for communicating with old friends and relatives. Her family help to use Facebook.</p> <p>Respondent 14: He accesses Viber, Facebook and Skype for communication, entertainment and social networking.</p> <p>Respondent 15: She uses ICT for online shopping and her daughter helped her to choose products.</p> <p>Respondent 19: She watches cooking videos regularly on YouTube. Then she cooks different food items and her family enjoy it very much.</p> <p>Respondent 7: She plays online games of Facebook such as Farmville, Candy Crush, Frozen and Jewell mania. Basically, she uses social media for time pass and entertainment. Sometimes, her grandchildren help to use social media.</p> <p>Respondent 2: He uses LinkedIn because he wants to keep professional relationships with former colleagues.</p>

In the connection of reasons in using and not using social media, respondents explained their views clearly. Eighteen respondents were active social media user and also gave their point of view on it. One said: “Social media helped me to save money.” Another respondent stated: “I can communicate with friends and relatives using social media.” The other two respondents, who do not use social media personally, also expressed their views in not using social media. One respondent said: “I do not feel easy to use social media, though my friends are using social media actively.”

Table 11: Description of Reasons of Using and Not Using Social Media

Reasons for	Description
Using Social Media	<p>Respondent 1: Easy communication was the reason to her.</p> <p>Respondent 3: She acquires knowledge from social media.</p> <p>Respondent 2: To him social media helped to manage his time properly.</p> <p>Respondent 9: He saved money by using Skype and Viber.</p> <p>Respondent 12: To her, social media help to lead a better life because she is now able to know the current news and incidents.</p> <p>Respondent 13: He thinks using social media helped to broaden his ideas.</p> <p>Respondent 6: He uses LinkedIn for professional connections.</p> <p>Respondent 5: She uses Facebook to do online shopping.</p>
Not using Social Media	<p>Respondent 8: To her, typical mindset is the major reason of not using social media. Also she does not feel comfortable in using technology, for this she do not use social media.</p> <p>Respondent 3: She faces some problem with English language and also she has family responsibility.</p>

In the matter of getting benefits and facing barriers all the respondents explained these issues. Fifteen respondents opined that the main benefit of using social media is easy communication. One respondent stated: “Social media is a blessing for us. It really makes our life borderless and easy.” Two respondents said that online shopping is one of the main benefit of using social media. Other three respondents get Governmental information easily, to them this is the best benefit.

Fifteen elderly respondents faced some barriers to use social media. Respondents answered that the main barrier of using social media is their typical mindset. They think that people usually do not feel comfortable to use social media and always depend on other people. One explained: “We should not depend on other family members to use Internet and social media and we have to learn how to use it personally.”

Table 12: Description of Benefits and Barriers while Using Social Media by Respondents

Factors	Description
Benefits	<p>Respondent 10: To him, the main benefit of using social media is communicating with friends and relatives.</p> <p>Respondent 7: To her, online shopping is the best benefit.</p> <p>Respondent 13: He gets information and connection easily and utilized his time to do many activities.</p> <p>Respondent 12: She shares Information and picture with a minute through social media.</p> <p>Respondent 15: She sees her daughter every day on Skype. Now they get news easily from very far away.</p>

Barriers	<p>Respondent 18: He faces barriers like unnecessary advertisements, emails and unknown friend request.</p> <p>Respondent 20: She faces barrier on privacy issue.</p> <p>Respondent 15: She faces barrier in English language and new updates.</p> <p>Respondent 14: To him, Internet speed is not good.</p> <p>Respondent 18: He feels some problem of his eyes while reading something on mobile screen, some applications run too fast, so it creates problems to cope up with it.</p>
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4.4.3 Role of Social Media in Reducing Social Isolation

In the matter of maintaining social connection through social media, the family members of the respondent's possess positive attitude to them. All the respondents narrated that social media is very helpful to maintain relationship to other and young generation always inspire and motivate to elder family members engagement in accessing and using Internet and social media. As the respondents belong to liberal and educated families, they have full support from their families. "My son always help me to access and use Internet and Facebook," one female respondent stated. Another female respondent said, "My children gave a smart phone on my birthday; they encouraged me to open an account on Face book. Also they installed Skype and Viber on my phone so that I am able to call my siblings in USA." "My colleagues inspired me to use Internet and also Facebook and LinkedIn," one male respondent stated. All the respondents reported that Social media help to increase social connections.

Table 13: Social Connections through Social Media

Indicator	Description
Family & Relatives	<p>Respondent 6: His children live in USA. He used to connect with them through land phone. It was very difficult to match with their time. Now he use Skype and Viber on his mobile phone. Now his children contact through social media. They can see each other on screen. According to him, using social media is very easy, comfortable and cheap.</p> <p>Respondent 11: Her daughter lives in Australia with her in-laws. She is communicating through Facebook and Skype. They can share pictures on Facebook. She could see her grandchildren's pictures. It helps to make them closer.</p> <p>Respondent 12: Her husband lives in abroad. She prefers to usage Skype and Viber for connecting with her husband rather than telephone.</p> <p>Respondent 20: His siblings are living in abroad. He connects with them through Facebook. His siblings and niece/nephew always contact to him. They always share pictures with each other.</p>
Former Work Colleague & Friends	<p>Respondent 16: It was very enjoyable to him when he saw pictures of former work colleagues on Facebook. He opined that Facebook help us to attach each other. They uploaded many old pictures of official picnic and tours and recalled that sweet memory.</p> <p>Respondent 20: She gets many colleagues during her work in school. After retirement, they do not think about how they will communicate with each other. They usually talked over the phone and hardly meet with each other's. But through Facebook they remain connected. They do group chatting, pictures sharing and messaging. Also she arranged get together and invited her friends and colleagues through social media.</p>
Community Members	<p>Respondent 12: He is a religious minority. His community people are living in different areas within Dhaka city. It was very convenient to</p>

	unite them through social media. He talks to them through Viber, Whatsapp, Facebook, and Line.
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Regarding the role of social media in reducing social isolation, all the respondents explained that they accessed and used social media. After using social media sites, elderly respondents can communicate with friends, family and relatives. All the respondents explained that it helps to decrease social isolation and loneliness and they are digitally included. There are some factors which helped to be included in digital world, like age⁸, gender⁹, educational background¹⁰, professional background¹¹ and social support. One respondent said, “Social media usage is very important to us (elderly people), in this way I would not feel departed from the society and world. It helps us to remain young and active.”

Table 14: Description of the Factors Influencing to Respondents for using Social Media

Factors	Description
Age	<p>The respondents who were 55-59 years old use social media the most. They are connecting with their friends and relatives and also try to get news from online news portals.</p> <p>The respondents who were 60-69 years old use social media for communicating with their children. Their children live in abroad and they can communicate through Facebook, Skype and Viber easily.</p>

⁸ Age: Six respondents: 55-59 years, thirteen respondents- 60-69 years, one respondent- 75 years old.

⁹ Gender: 10 male & 10 Female.

¹⁰ Educational Background: Eight respondents-Master’s degree, eight respondents-Graduation degree, three respondents-HSC & one respondent-SSC.

¹¹ Professional Background: Ten were in Government service, six were homemaker, three were involve in business.

	Respondent 18: He (75 year) has transportation and communication difficulties because of age and traffic system. Social media helps to decrease this problem through regular connections with others.
Gender	<p>Male respondents were more interested to use social media. They pass their free time by browsing Facebook, chatting on Skype, watching videos on YouTube etc.</p> <p>Female respondents also use social media but they have some family responsibilities and household chores. So that they used social media after doing all the works. They do online shopping through Facebook. Some of them, watch cooking video on YouTube. But some of them face technology fear.</p>
Education Background	<p>Educational background help them to use social media. The respondents who have higher educational background also have strong English language skills. Education and language skills help them to use social media easily.</p> <p>The respondents who have less education, they use social media with fear. They take help from family members. However, they are very interested to social media and have social and family supports.</p>
Professional Background	<p>She was government employee and now she is using social media regularly. She learned to access Internet and social media during her professional life. She has skill for using technology. She tries to communicate with their family, friends, relatives and ex-colleagues.</p> <p>The respondents who were involved with business, they gathered business news and have account in LinkedIn.</p> <p>The respondents who were housewives, use social media on their personal interest. They did not complain about the cost of Internet and digital device.</p>
Social Support	They have social and family support to use social media. Their family members and relatives help them to use it.

In connection with social media usage in reducing social isolation, most of the elderly respondents narrated that social media is very helpful for communication, acquiring information and passing time. Nineteen elderly respondents believe that accessing and

using social media can help to reduce social isolation. They communicate with their children, relatives and friends using social media. In these ways they never feel isolation. One stated: “Social media help me to pass my time perfectly and also helps me to contact with my son, friends and relatives.” One male elderly respondents said that only social media cannot help in reducing social isolation. He stated: “Mainly family bonding, strong social relationship and friendships help in reducing social isolation, not social media.”

Table 15: Description of Reducing Social Isolation by Respondents

Description
<p>Respondent 2: According to him, social media helped to reduce social isolation. To him, this is very helpful to communicate with other people.</p>
<p>Respondent 6: To him, social media usage made life easy, reduce distance with people in abroad, and can be able to know many unknown information.</p>
<p>Respondent 8: She lost her husband two years ago and now living with her son. Her son and daughter-in-law are working and they have one daughter. She looks after her granddaughter but sometimes she feels very lonely. Now she uses tablet with Internet connection. She has an account on Facebook and she likes it very much.</p>
<p>Respondent 9: When he misses his son, he can easily communicate through Viber and also can see his pictures on Facebook. For this he never feel isolation.</p>
<p>Respondent 13: To him, Facebook, Skype and YouTube are part of his life; he cannot think a single day without using these social media sites. It helps him to live like borderless.</p>
<p>Respondent 12: When she stays alone at home and have nothing to do, she uses social media. It helps her to pass my time wonderfully and also helps to contact with relatives in abroad. So that she never feel isolation and depression.</p>
<p>Respondent 20: She think social media usages help to reduce isolation in old age because her children remain busy whole day with their work. So she feel lonely and isolated.</p>

Respondent 16: His social isolation reduced when his old friends and relative give message regularly.

Respondent 15: To her, social media helped to reduce loneliness and frustration and stay mentally fit.

Respondent 19: She can talk face to face through Skype with her daughter in USA. She enjoys this conversation and feels happy.

Respondent 7: To her, presently in Dhaka city, there are a huge problem in transportation and traffic system. She cannot go out regularly, but can gather updates and pictures through Facebook. It helps her to overcome communication difficulties.

Respondent 17: He believes social media help to reduce isolation, loneliness and there is no doubt of it. His siblings are living in different countries. When he misses them, immediately he call or message them through Facebook/Viber. So it can help to reduce loneliness and maintain regular connection with siblings.

4.4.4 Mass Media Usages

In connection with mass media, all the respondents expressed that they regularly consume mass media. All the respondents every day read Prothom-Alo newspaper, watch television and talk over mobile phone. However, none of the respondents use video player and read weekend newspaper. One respondent stated: "I read newspaper every day in details for keeping updated, information gathering". Another male respondent mentioned: "I read at least three newspapers daily, without it my day remains incomplete".

Elderly respondents opined that they watch television regularly and find it very convenient. Most of the households have cable connection now. News, drama, sports and movie are the most popular programs on television. They watch television for entertainment purpose mainly. One female respondent stated, "I love to watch

television, mostly I am a regular viewer of Indian serial”. Another opined: “I watch news, talk shows on Bangladeshi channels and also I love to watch documentaries on Discovery channel”. Also another said, “I watch all the cookery shows in national and international channels”. One respondent mentioned, “Every morning I switch on my TV and watch morning musical shows on Channel I and Tara Music. These musical shows play Bengali music which refresh my mind”. All respondents use mobile phone for communicating. They have also said that they find mobile phone comfortable for communicating with family, relatives and friends and also for business purpose.

Table 16: Mass Media Usage by Elderly People

Indicator	Description
Access	<p>Respondent 14: His access newspaper from his childhood and now he reads newspaper two hours daily.</p> <p>Respondent 15: She first started reading magazine from college life. She issued magazine from college library and now she reads magazine one hour per day.</p> <p>Respondent 19: Her hobby is reading books and she reads books maximum two hours per day.</p> <p>Respondent 18: He listens radio and has a radio player at home.</p> <p>Respondent 20: She started watching television when she was 14 years old. She had a black & white television at her home. Now she accesses color television with cable at home and watch it four hours daily.</p> <p>Respondent 12: She is using mobile phone two hours every day. She bought mobile phone in 2006.</p>
Experience	<p>Respondent 2: He consumes Prothom-Alo, The Daily Star, Amader Shomoy newspapers every day.</p>

	<p>Respondent 3: She reads magazine to acquire knowledge; Shanonda, Modina, Computer Jogot, Rashifol are favorite her magazines. Her family members also read these magazines.</p> <p>Respondent 6: He reads mainly religious, political and biography. He buys books from Ekushe Book fair and love to collect books of different author.</p> <p>Respondent 7: She used to read many books of Shomoreshe Majumder, Shomoreshe Basu and now she reads Humayun Ahmend's books.</p> <p>Respondent 9: He listens radio on his personal vehicle. Mainly he listens FM radio BBC news to know about important events.</p> <p>Respondent 8: She watches drama, serial, movies and news on television for entertainment purpose.</p> <p>Respondent 16: He uses personal computer, laptop for working and communicating purpose. He have Internet connection at home and use Qubee Internet connection with Wi-Fi router.</p> <p>Respondent 15: She uses smart phone and tablet for using social media. Smart phone is sometimes difficult to use. She accesses mobile phone to connect with others. It is very convenient and easy way of communication.</p>
<p>Quality of Use</p>	<p>Respondent 18: He reads newspaper every day to gather national and International news. It helps to acquire knowledge and to keep updated.</p> <p>Respondent 15: She reads magazine to acquire knowledge; Shanonda, Modina, Computer Jogot, Rashifol are favorite magazines. She buys these magazine from small magazine stores.</p> <p>Respondent 17: He loves to read books. He reads mainly religious, political and life story books for entertainment, social awareness and develop his knowledge. His family members and relatives gave book in different occasions.</p> <p>Respondent 16: He listen radio regularly. Mainly he listens BBC news to know important news for gathering information.</p>

	<p>Respondent 20: She watch television regularly. She prefers drama, serial, movies and news for entertainment and time pass. She love to watch television at home with family members.</p> <p>Respondent 12: She use smart phone and tablet for using social media. She bought smart phone two years ago and last year her husband gave her a tablet. She used these for communication and entertainment purpose.</p> <p>Respondent 7: She access mobile phone to connect with family, relative and friends. It is very convenient and easy way of communication.</p>
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CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Summary

The study basically looked at the factors that encouraged elderly people to start using social media for reducing social isolation. It likewise investigated the present situation of elderly people in terms of using social media to reduce their social isolation. From the in-depth interviews of twenty elderly people, the study discovered the following findings:

- They consider social isolation is a phase of life; everybody face this in life. It starts from depression, frustration, loneliness and physical health problem. It occurs when people are not connected physically and socially with other people.
- The reasons of social isolation are: family problem, social security, typical mindset, and physical illness, loss of life partner, family ignorance, financial instability, unemployment, poor self-esteem and living alone.
- They think social isolation starts after professional retirement.
- They think, elderly people are the most socially isolated.
- They think that digital inclusion means using of digital devices and internet.
- Proper use of technology improve lifestyle, standard of living and make life easier and help to keep communication with future generation.

- Men are more comfortable in using technology, some women have technology fear.
- They can manage navigating the Internet in Bangla and English.
- Both male and female are computer literate.
- They have social and family support for ICT use.

The paper likewise found out current situation of accessing and using social media by elderly citizen in Dhaka city:

- They use internet in their daily activities, communication and entertainment purpose.
- They own laptop and desktop computers, tablets-and smart phone.
- They have broadband and Wi-Fi internet connection at home.
- Some of them do not use internet personally. When they need to use Internet, they ask younger family members to help them in using internet.
- They get news from online news portals.
- They follow BBC, CNN and Bdnews24.com online news portals for news.
- They acquire information such as business news, governmental information, religious news, environmental news, fashion, home décor information and share market information from different websites.
- They obtain various information from Google.com.
- Online shopping is one of the most popular services on Internet for elderly people.
- They love to do online shopping through Facebook and Internet.

- They take some services from internet. For example: tax payment, hotel reservation, ticket booking, doctor appointment in abroad, online visa application and online banking.
- Facebook and Skype are the most popular social media sites to them.
- They regularly use social media sites and mobile phone apps such as Facebook, Skype, Viber, Line, Tango, We chat and Whatsapp; but no one use Twitter
- Also they use LinkedIn for professional identity.
- None of them have personal Blog.
- They mainly use social media for communication and try to keep in touch with family, relatives and friends.
- They also use these sites because their children are living in abroad. Social media help them to maintain regular communication in a limited cost.
- According to them, the best benefit of using social media is easy communication.
- Other benefits: obtain information, time management, save money, better life and broaden ideas.
- They face some barriers to use social media, for example, typical mindset, privacy issue, unknown friend request, low quality Internet connection and English language.

Also, this paper investigated the impact of using social media among the elderly people to reduce social isolation;

- All the respondents think social media help to reduce social isolation as it is very helpful for communication, acquiring information and passing time.

- There are some factors which helped to be included in digital world, like age, gender, educational background, professional background and social support.
- Also, they think social media make life easy and reduce distance with people.
- According to them, social media has become a part of life, they cannot think a single day without using it.
- They think that browsing Internet and using social media help to decrease communication difficulties.

The paper described the usage of ICTs and mass media by the elderly people, whether elderly people are digitally excluded or included in terms of environment, experience and utilization;

- They read newspapers regularly for getting national and international news.
- They watch television regularly, all of them have cable connections at home.
- All the respondents use mobile phone for communicating with others.
- They read magazines and books to acquire knowledge
- They listen radio regularly, mainly BBC news.
- They access mobile phone to connect with others.

5.2 Conclusion

Compared to countries like Australia, the United States of America, United Kingdom and Sri Lanka, Bangladesh is still at the primary stage of using social media in case of elderly people. They already established different projects to help aged population, so that they can adopt and learn ICTs and technologies without difficulty. On the other hand, aged population in Bangladesh are using Internet and social media in their personal interest.

This study tried to focus the role of social media in reducing social isolation among elderly population in Dhaka city. For this, the objectives were, 1) To find out the current situation of accessing and using social media by elderly citizen in Dhaka city: usages of Internet, popular device, usages of social media, popular social media site, reasons of using and not using social media, benefits and barriers of using it; 2) To find out the impact of using social media among the elderly people to reduce social isolation in terms of loss, poor physical health, mental illness, geographic location and transportation and communication difficulties; and 3) To find out the usage of ICTs and mass media by the elderly people, whether elderly people are digitally excluded or included in terms of environment, experience and utilization.

In order to find out the responses of my research objectives, I observed that social media can be beneficial for elderly citizens to promote social involvement and to enhance family communication. It can also be a way to reduce social isolation, loneliness and promote involvement of elderly people with their family life. Although social media usage among elderly people is a new trend, they use it as part of their life.

The study used 'Digital Divide Theory' in study framework. According to this theory, elderly people are digital excluded in the society. However, after analyzing the research findings, it is visible that elderly people are digitally included, for their accessibility and usability of Internet and social media sites. The factors make them digitally included are education, financial ability, English and Bangla language skills, computer skills, motivation, desire and confidence.

5.3 Recommendations

To develop the Information and Communication Technology (ICT) situation in our country, it is essential to find out the actual number of digitally excluded people. There are not sufficient researches on elderly people's ICTs usage in Bangladesh. Therefore, I recommend that more researches should be done on this topic. The elderly population group needs to be taken care of in terms of using ICTs. Government, non-government organizations, local and international organizations should be more innovative in promoting and implementing policies and programs to face the challenges and make the best of the opportunities for elderly people in Bangladesh. These initiatives will also lead to develop the vision- Digital Bangladesh by 2021.

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APPENDICES

Research Instruments

Interview Guide for Elderly Respondent

Respondent's Profile

Key Informant Name: _____

Age: _____ Male/Female: _____

Occupation: _____

Highest Educational Attainment: _____

Position: _____

Organization/ Place: _____

Interview Date/Time: _____

Interview Place: _____

Interviewer: _____

Social Isolation. (সামাজিক বিচ্ছিন্নতা)

- What do you understand by Social Isolation?

- Do you think people become socially isolated and lonely with their growing ages?

Digital Exclusion/ Inclusion. (ডিজিটাল বর্জন/ অন্তর্ভুক্তি)

- What do you understand about Digital Exclusion/ Inclusion?

- Do you think elderly people in Bangladesh are digitally excluded? Please elaborate.

New Media / Social Media Usage.

- Do you have internet connection in your place? Why do you use internet?

- How do you access internet? Do you have your own computer (Laptop/Desktop/Tab/Mobile + Internet Connection)

- Which websites do you visit regularly? What type of information do you get from browsing?

- What type of information do you get from browsing?

- What services do you get from the internet? Please elaborate your answer.

- Do you use Social Media? Which Social Media do you use? Why do you use it?

- If not, why don't you use Social Media? Please explain.

- Does it help you to reduce your isolation (Loneliness/ connections with people)? Please elaborate your answer.

- Do you have your own blog? How does it help you? Please say a few words about your blog content.

- What are the benefits of using Social Media?

- What are the barriers or problems you feel in using Social Media, especially in Bangla and English language?

Media Behavior

Media Environment

MEDIA PRESENT IN HOUSEHOLD	DESCRIPTION (name, type, size)	NO. OF HOURS CONSUMED PER DAY	RESONS FOR UTILIZATION
Newspaper (Daily)			
Newspaper (Weekend)			
Magazine			
Books			

Radio			
Television (with or without Cable)			
Video Player (digital or analog)			
Personal Computer /Laptop /Tab (with or without internet)			
Mobile phones			
Social Media			

- Please elaborate how do you pass your time or day?

- Other Comments:

Thank You.

Key Informant Consent Form of Interview

For the study

On

“The role of Social Media in Reducing Social Isolation among Elderly People in Dhaka”

Dear participant,

I am Romana Islam, a Masters student of Social Science, Media Studies and Journalism Department (MSJ) of University of Liberal Arts Bangladesh (ULAB). I am conducting a dissertation titled “The Role of Social Media in Reducing Social Isolation among Elderly People in Dhaka”. You are selected as a resource person (respondent) of the study.

The interview will take 15-20 minutes of your valuable time and will be audio-taped for recording. All audio recording will be destroyed upon the completion of the research.

I will also treat the information you provide in a confidential manner. Only selected staff from the evaluation team will have access to your actual interview responses. You will not be identified by name in any report to the public.

If the above information seems appropriate to you, then please kindly sign this form indicating that you have read and understood the information provided to you and agree to participate in the interview.

Signature

Date.....

Thank you,

Romana Islam

ID: 131053001

Masters of Social Science

Department of Media Studies and Journalism

University of Liberal Arts Bangladesh (ULAB)

Interview Schedule

S L	Name	Age	Male/ Female	Occupation	Highest Education Attainment	Marital Status	Interview (Date: Time: Place) Dhaka
1.	Rehana Begum	64 years	Female	School Teacher (Govt.)	Masters	Married	20 July,2014: 11:00am:Dhanmondi
2.	Nasir Hossain	64 years	Male	Govt. Service	Masters	Married	20 July,2014: 1:00pm:Dhanmondi
3.	Kazi Nazma Rahman	60 years	Female	Housewife	SSC	Married	22 July,2014: 10:00am:Dhanmondi
4.	Md. Anwar Hossain	61 years	Male	Govt. Service	Masters	Separated	22 July,2014: 11:00am:Mohammadpur
5.	Shirin Zaman	63 years	Female	Housewife	Graduate	Married	22 July,2014: 4:00 pm: Shamoly
6.	Md. Abdur Rashid	60 years	Male	Business	Masters	Married	24 December,2014: 12:00pm:Mirpur
7.	Ulfat Ara Khatun	56 years	Female	Housewife	Graduate	Married	24 December,2014: 12:30pm:Mirpur
8.	Halima Begum	60 years	Female	Housewife	HSC	Widow	25 December, 2014: 5:00 pm: Moghbazar
9.	Tajul Islam	62 years	Male	Govt. Service	Masters	Separated	25 December, 2014: 6:00 pm: Moghbazar
10.	S M Anwarul Haque	64 years	Male	Govt. Service	Masters	Married	26 December, 2014: 4:30 pm:Shamoly
11.	Sultana Shaheda Islam	58 years	Female	Govt. Service	Graduate	Married	27 December, 2014: 5:00 pm:Shamoly
12.	Purnima Das	60 years	Female	Private Service	Graduate	Married	28 December, 2014: 11:00 am :Tejgaon
13.	Khondoker Ali Reza	60 years	Male	Govt. Service	Graduate	Widow	28 December, 2014: 12:00 pm:Tejgaon
14.	Ahsan Habib	63 years	Male	Govt. Service	Graduate	Married	28 December, 2014: 4:00 pm:Shamoly
15.	Nasima Ferdousi	58 years	Female	Housewife	HSC	Married	28 December, 2014: 5:00 pm: Shamoly
16.	Anis Rahman	55 years	Male	Business	Masters	Married	30 December, 2014: 10:30 pm:Dhanmondi

17.	Md. Tafazzal Hossain	55years	Male	Business	Graduate	Married	30 December, 2014: 11:30 pm:Dhanmondi
18.	Md. Fazlur Rahman	75 years	Male	Govt. Service	Masters	Married	30 December, 2014: 4:30 pm: Dhanmondi
19.	Munira Begam	59 years	Female	Housewife	HSC	Married	30 December, 2014: 5:30 pm: Dhanmondi
20.	Mahbuba Habib	61 years	Female	Govt. Service	Graduate	Widow	1 January, 2015: 12:00 pm: Panthapath