

Intergenerational Communication Strategies: Media Usage among Seniors and Implications for Human Resource Management

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Abstract

The purpose of this research is to identify the following aspects: types of media frequented by seniors, reasons behind media usage, and find out which are the most appreciated applications used by seniors, who have become increasingly closer to digital media, including: the Internet, Internet television, mobile applications, social networks, and using the phone to listen to books or read news. There is openness among seniors to acquiring skills and practical knowledge in using mobile phones, the Internet, and searching for necessary information in browsers. The research method used was a Computer-Assisted Telephonic Interview survey. The survey questions were either closed or semi-open. The survey consisted of 33 questions and 255 respondents. Findings show that seniors prefer watching TV or listening to the radio using their mobile phones. They even spend between 3 and 5 hours a day watching TV on their mobile phones, usually to stay informed and get in touch with their families. Regarding audiobooks, seniors spend less than one hour performing this activity. 42.35% of respondents use the Internet to stay up to date with news, socialize, and escape from everyday life. 97.65% have a mobile phone to socialize with their grandchildren and alleviate loneliness. The most important aspects for seniors are: using TV and radio via the Internet, using mobile applications such as Facebook, WhatsApp, and Messenger to keep in touch with their families, and staying informed about the latest news online. The added value of this research is evident in the quantitative research and the study's originality. The need to age actively is shown through the lens of seniors who use media to stay informed, socialize, and escape the ordinary.

Keywords

Active Aging; Facebook; Digital Media; Social Media; Traditional Media.

Introduction

In the digital age, media plays an increasingly important role in everyday life, especially for older people. While the media was previously dominated by traditional forms such as newspapers, radio, and television, the rapid growth of digital platforms has transformed how older people communicate and access information. For older people, media use offers valuable opportunities to maintain social relationships, stay informed, and engage in lifelong learning (Statista, 2024). Media use presents challenges such as technological barriers, gaps in digital literacy, and concerns about misinformation. Understanding how older people use media is essential for promoting social inclusion, well-being, and meaningful participation in a society driven by digital media (Statista, 2024).

The digital revolution has transformed the way people socialize, access information, and spend their leisure time (Eurostat, 2025). While young people are perceived by society as the main users of new technologies, older people represent an increasingly active demographic category in the digital space (Eurostat, 2025). This trend raises important questions about digital inclusion and the role of technology in maintaining social well-being among the senior population. Studies on seniors (Ivan et al., 2020; Krause, 2020; Nimrod, 2017; Taipale et al., 2021) highlight both the benefits and challenges associated with the use of digital or traditional technologies.

The purpose of this study is to identify the types of traditional and digital media used by seniors and the places where they are used. The research also aims to identify whether there are correlations between socio-demographic variables and the types of media used or the time spent on various media

(radio, television, print media, Internet, applications, social networks). 255 respondents completed the questionnaire. For data analysis, SPSS and Excel were used. The aims of the CATI study, conducted and which methodology and results will be presented below, are: (1) to investigate the types of media that seniors use in Romania, (2) the frequency of using different types of media, (3) the preferred places from their houses where seniors opt for using the Internet and (4) usage of different types of mobile phone applications.

Literature review

Digital and traditional media use among the seniors

The emergence of new means of communication and information (ICT) has led to the creation and development of new ways of thinking. Specialists in studies of seniors and the use of ICT (Doolittle, 2001; Hill et al., 2015; Loos & Ivan, 2024; Nimrod, 2017; Taipale, 2021) explore the interest given by the seniors in recent decades to ICT to the detriment of traditional media (newspapers, radio, television, magazines). The seniors become increasingly close to digital media, including the Internet, Internet television, mobile applications, social networks, and using the phone to listen to books or read news. Nimrod (2017) highlights seniors' openness to acquiring skills and practical knowledge in using mobile phones, the Internet, and browsers to search for necessary information. Hunsaker and Hargittai (2018) emphasize the term media repertoire, which refers to a holistic perspective on media use, specifically an individual's need to use a variety of digital media regularly.

In the past, studies on media focused on the traditional area, for example, Nimrod (2017) mentions television use as a set of channels that has expanded from a single source to multiple, such as information sources, news, sources of relaxation, movies, cooking sources, such as channels dedicated to recipes, thus becoming a channel repertoire. In the research conducted, Nimrod (2017) segmented the seniors audience as follows: Heavy S1M users: focus on heavy consumption of synchronous mass media (especially television); Heavy 1M users: heavy consumers of all types of mass media (both synchronous and asynchronous), having the highest total time of media use; Heavy AM (Asynchronous Media) users: the most innovative group, who use the most new Internet functions and asynchronous media; Lighter users: the largest group (43.9%), characterized by a low intensity of media use in general. Following the research, Nimrod (2017) discovered that although the adoption of new media occurs rapidly, the seniors do not use the innovative practices of new media as frequently and in depth, but remain at a surface level, in the zone of familiarity, which the author calls the use of new media, but in a traditionalist way. The seniors are more reluctant to change and adapt to new media over the long term, but sometimes, due to external factors (such as a desire to socialize with family or friends at a distance), they feel they must adopt new media.

Far-Wharton et al. (2023) discuss the increasing rate of workforce participation among older workers. With global population aging, as well as a multitude of factors, most notably improved general health, voluntary retirement ages, and access to superannuation. Far-Wharton et al. (2023) found benefits of flexible working (e.g., part-time work, shift scheduling), which have been linked to positive health and well-being outcomes for older workers. Where there is an imperative to do more to retain older workers, one approach is through OW-HRPs that support healthy transitions towards retirement (e.g., graduated retirement, flexible working), promote healthy aging at work, and strengthen psychological health by eliminating ageism and fostering inclusive organizational cultures.

SNS is another form of digital media that has attracted seniors' interest in the last decade. This is due to the possibility of connecting with those close to them, sending photos and videos, and creating friendships or reconnecting with people they knew in their youth who are active on these platforms. Leist (2013) argues that by building close social relationships, seniors can age actively, socialize, and find activities that strengthen their digital skills. Social media offers seniors the opportunity to access online forms, create communities, and interact with people their age. However, the use of SNS should not be seen as a panacea. The seniors are afraid of problems with data protection in the digital environment, cyberbullying (Hill et al., 2015). At the same time, there is a gap between an individual's

online self and identity and how they are in reality, which is why seniors have difficulty recognizing the online identities of the people they follow or interact with.

The world is undergoing a major demographic shift. By 2030, one in six people will be over 60, and by 2050, the global number of older people will double to 2.1 billion (Statista, 2024). The number of people over 80 will also triple to 426 million. Although this process began in rich countries (such as Japan, where 30% of the population is already over 60), the most rapid transition is now taking place in low- and middle-income countries.

The World Health Organization (2024) notes that biological aging varies enormously from one person to another. Although it is associated with increased risks of chronic diseases (diabetes, dementia, osteoarthritis) and “geriatric syndromes”, health status is not dictated by genetics alone. The decisive factors are the social environment, socioeconomic level, ethnicity, and healthy behaviors maintained throughout life. A longer life offers opportunities for new careers or passions, but these depend on maintaining health.

Leist (2013) mentions that among the main reasons seniors use social networks are engaging in social contact and giving and receiving social support. In content analyses of online communities of the seniors, the most important topic was identified as well-being. Hill et al. (2015) note that online communities are places where people can come together and interact socially. For example, to overcome loneliness at night and to stay updated on family members and acquaintances. Leist (2013) emphasizes the idea that social networks can be used to give and receive social support. Here, users appreciate the general characteristics of computer-mediated communication, such as anonymity, asynchrony, and text-based communication, for connecting with others.

Nimrod (2017) reveals that social media can provide older people with a sense of empowerment, a concept that refers to a global sense of increased personal control and efficacy. Through social networks, older adults experience various gratifications, including emotional and social connection, information and knowledge acquisition, and relaxation and escape from everyday life, as Leist (2013) notes. Performing a web search, for example, for health-related information, can lead to dozens, if not hundreds, of relevant websites displaying a vast array of information about lifestyle changes and health-related behaviors, which can be confusing for older adults. Such information overload can have the opposite effect, leading to the perception that the discrepancy between current and desired lifestyles is too great to successfully improve lifestyles (Hill et al., 2015). This pitfall applies especially to older users, who have been shown to process Internet content more slowly than younger users and can be more easily overwhelmed by too much information. The use of social media by older people is an emerging topic with potential in clinical practice.

Hunsaker and Hargittai (2018) highlight an increase in Internet and web browser use among the senior population. As the two researchers found in their study of a US sample, older adults who have completed college, who want to have activities during retirement, and who have family in another city or country are more likely to use the Internet. Internet skills may actually play a role in determining how older adults use the Internet. A recent survey of older adults found that those with higher self-rated computer and Internet skills reported greater willingness to adopt new technology (Hunsaker & Hargittai, 2018). Social inequalities contribute to this digital divide. Among older adults, better Internet skills, including general and social skills, were associated with higher levels of education and higher income.

The activities that older adults engage in on the Internet have evolved from the strict use of email and browsers to identify news and search for medical information to the use of social networks. Erickson and Johnson (2011) confirm that older women are more likely than men to use social networks. Participants in the study conducted by Erickson and Johnson (2011) reported reduced anxiety about computers, greater confidence in using computers, and higher self-efficacy in this regard.

Research on social media gerontology highlights a significant shift in digital demographics: social media use among adults aged 65 and over increased from 1% in 2006 to 38% in 2012 (Hutto et al.,

2015). Despite this rapid growth, most of the existing literature has focused on younger users, leaving a gap in understanding how these technologies affect the well-being of the aging population. This area of study is increasingly important as the number of people aged 65 and over in the US is expected to double by 2050, eventually representing over 20% of the total population.

Loos & Ivan (2024) propose an alternative to the classic theories of media displacement, which suggest the total or partial replacement of traditional media by digital ones. Instead, the study is based on the concept of technological generations, defined by the conjunctive experiences with technology during the formative period of individuals (ages 17-25). Older generations (“mechanical” and “domestic revolution”) tend to use traditional media (TV, radio, print) more than the younger generation (“technological expansion”), as mentioned in the study by Loos and Ivan (2024). The use of new media formats was more stable between the two waves of the study compared to traditional media, suggesting that older users who have already adopted these technologies have formed consistent routines. National differences were identified: although the general trends are similar, there are specific variations; for example, Israel has seen a more pronounced increase in the use of new media across all generations studied (Loos & Ivan, 2024). Wangler & Jansky (2023) highlight that both traditional and digital media play a decisive role in shaping and staging images of aging. The authors highlight a gap in the literature: although numerous content analyses exist, empirical evidence on the effects of these representations on senior recipients is limited. The authors highlight the effect of negative representation: exposure to the “decline” frame led to a deterioration in the public image of old age, but moderately improved the self-image of the participants. They realized, by comparison, that their personal situation was much better. Participants reported feelings of guilt or insecurity because they could not achieve the standards of “modern aging”. The “age as power” frame was considered the least plausible and was perceived as provocative or exaggerated.

In the past, traditional media were predominantly associated with the use of email, traditional television, and radio. The period from 2005 to 2024 marked an almost complete saturation of traditional media use among the adult population. The adoption rate steadily increased from 59% in 2005 to 71% by 2010. By 2015, the rate had reached 87%, eventually peaking at a near-universal level of 92% in 2024 (Curtice, 2025). Email was the primary online activity (72%), followed by academic or professional research (52%). Interestingly, although email was the most common activity, the primary motivation for purchasing access was information seeking (46%).

Traditional media (television, radio, newspapers, magazines) were means of information, relaxation, and documentation that seniors used frequently (Taipale et al., 2021; Krause, 2020; Lucas et al., 2011). Although they are in the shadow of digital media, seniors still use these media for the gratifications they offer. They use them out of habit and nostalgia, as well as because new media require a constant effort of learning and adaptation. Taipale et al. (2021) note that television is the most widely used medium among seniors even in today's society. As reported by Eurobarometer (2024), 81% of senior citizens in the European Union watch television daily. Regarding the use of newspapers, magazines, and radio, a massive decrease is observed in the period 2017-2024.

Taipale et al. (2021) highlight the heterogeneity of seniors' use of ICT, noting that they may know how to use one environment well but, at the same time, need to continuously learn to use another device or application. This thus highlights the difficulty seniors face in learning new technologies, as they have to get used to several applications at once, to the detriment of traditional media. However, Lucas et al. (2011) highlight a decrease in the use of radio, magazines, and newspapers among seniors, as they have become open to using them all in one place, on their mobile phones, where they can read the news and listen to online radio. Attachment to traditional media may explain why older people tend to remain loyal to them, and identification with new digital media and online communities decreases with age. Taipale et al. (2021) emphasize that there are significant differences between women and men in their use of traditional media: men spend more hours a day watching television than women do, but the latter value reading more.

The context of this research: the seniors and Internet use in Romania and Europe

In the last 8 years, the senior population in Romania has accelerated the use of ICT, especially the Internet. Data from Statista 2024 shows that in 2016, approximately 30% of seniors used the Internet. In 2024, approximately 86.2% of the seniors used the Internet, which demonstrates an increased interest in it.

Table 1. The increase in Internet use among the seniors in Romania in recent years

<i>Year</i>	<i>Age group</i>	<i>Internet usage (%)</i>	<i>All households with Internet (%)</i>
2016	65+	Estimates 25–30% actively use	65%
2017	65+	22.2%	68.6%
2018	65+	~50–55%	72.4%
2019	65+	34.5%	75.7%
2020	65+	85.9%	78.2%
2021	65+	88.6%	80.8%
2022	65+	89.7%	82.1%
2023	65+	90%	85.7%
2024	65+	95%	88.6%

Source: Statista 2024

Internet use among seniors in Romania increased between 2016 and 2024. Compared to the European average, the percentage of households with Internet in Romania is lower.

Table 2. The increase in Internet use among older people in Europe in recent years

<i>Year</i>	<i>All households with Internet (%)</i>
2016	85%
2017	86%
2018	88%
2019	90%
2020	91%
2021	92%
2022	92.5%
2023	93%
2024	94.1%

Source: Statista 2024

Methodology

The purpose of this study is to investigate how seniors use various media, traditional media (classic television, radio, newspapers, and printed magazines), as well as to digital media (social networks, online transactions, blogs/forums, applications), the frequency with which they are used, and the place and time when they are used. The influence of socio-demographic factors on the use of specific media will also be highlighted. The instrument we used for the research was the questionnaire we administered to 255 seniors. The methodology and results will be presented as follows: (1) investigation of the types of media used by the seniors in Romania, (2) the frequency of use of different types of media, (3) the preferred places in their homes where the seniors choose to use the Internet, and (4) the use of different types of mobile phone applications.

The study starts from the following research questions:

Q1.1. How much time do seniors spend on average using traditional media?

Q1.2. How much time do seniors spend on average using digital media?

Q2. What categories of seniors watch television? And where do they usually do this activity?

Q3. What categories of seniors listen to the radio? And where do they usually do this activity?

Q4. Which categories of seniors read the newspapers? And where do they usually carry out this activity?

Q5. Which categories of seniors use digital media (social networks, news searching, online payments)?

Q6. What mobile phone applications do the seniors use?

Q7. How do seniors use the Internet? And where do they usually do this activity?

Q8. In what everyday situations would the seniors turn to different traditional or digital media?

Q9. What socio-demographic factors influence the use of traditional or digital media by older adults?

In the current study in Romania, data collection was conducted using the CATI (Computer-Assisted Telephone Interviewing) method, and the data were coded and entered into SPSS. CATI is a questionnaire-based technique in which an interviewer follows a script displayed on a computer screen while conducting a telephone interview. The software guides the interviewer through a series of questions, often with built-in logic (such as skipping or branching patterns) that adjust the flow based on the respondent's responses.

The questionnaire is structured as follows: use of different types of media for communication (newspapers, printed magazines, media players, telephone, radio, TV, Internet). At a more detailed level, the questionnaire consists of: types of media use (time spent using different types of media, from classic TV/connected to the Internet, radio, audio books to reading the newspaper), types of newspapers preferred by the seniors, types of devices used, time spent using different types of devices, type of telephone used in the household, applications used on mobile phones, reasons for using the mobile phone, places for reading newspapers/listening to the radio/watching TV/using the Internet, activities carried out the day before that involved the use of technology, demographic questions. The study and data collection took place in 2023.

The sample consists of 255 respondents, of whom 59.6% are men and 40.4% are women, aged 65-95 years. 57.6% of respondents live alone, and 42.4% live with someone else (grandchildren, children, or both). The responses were coded and centralized in the SPSS program. For interpreting the results, calculating correlations, and creating graphs, SPSS and Excel were used.

Results and discussion

Table 3. Socio-demographic information (N=255)

<i>Age</i>	<i>Women (%)</i>	<i>Male (%)</i>	<i>Income</i>	<i>Percentage of total (%)</i>	<i>Residence environment</i>	<i>Percentage of total (%)</i>
65-70	20%	21%	Well above this average	7%	Big city	40.30%
71-75	21%	16%	Slightly below this average	12.90%	Medium/small-sized city	33.70%
76-80	5%	8%	Similar to this average	11.40%	Village	16.50%
81-85	1.00%	3%	Slightly below this average	19.20%	Suburbs of a big city	5.10%
86-90	1.30%	1%	Well below this average	45.10%	Isolated place in the country	2%
91-95	0.20%	2%	I don't know	2.40%	I don't know	1.60%
			I prefer not to answer.	2%	I prefer not to answer.	0.80%

Source: Author's contribution

Regarding the comparison between rural and urban areas, of the 255 seniors who participated in this study, 40.3% live in a large city, 33.7% in a medium-sized city, and 16.5% in rural areas. Since there are more participants from urban areas, they are more open to using technology and have easier access to it. The more seniors live in a large city, the more they will use their smartphones.

People with higher incomes (65-70 years old) are more open to using technology and engage in this activity much more frequently than those aged 70+. The reasons are patience and calmness, as well as the fact that they have recently retired and have used information and communication technologies (ICT) at work, and are used to them. The answer "well below this average" is 45.1%, which means that almost half of the respondents have a low economic status. 19.2% answered that they have an income

“slightly below this average”. The economic situation of seniors in Romania is linked to low incomes, with most pensions spent on treatments, consultations, and medicines.

Among the respondents aged 65-70 years present in the current study, 20% are women and 21% are men, and 21% are women, 16% are men among those aged 71-75 years, and on the other hand, in the age ranges 81-85, 86-90 and 91-95 there are more men than women who were willing to participate in this study. It should be taken into account that for over 80 years, life expectancy has been low in Romania.

Table 4. Traditional media

Time spent by seniors using traditional media			
	<i>Watching classic TV</i>	<i>Listening to the radio</i>	<i>Reading newspapers</i>
Number	255	255	255
Average	3.11	1.53	.16
Median	3.00	.00	.00
Mode	2.00	.00	.00
Standard deviation	1.92	2.85	.51
Minimum	.00	.00	.00
Maximum	12.00	11.00	3.00

Source: Author's contribution

To answer the question about the time spent the previous day using traditional means, the frequency table above shows that, on average, seniors spend about 3 hours watching television. The median is 3, so half of the participants in the study watch more than 3 hours, and the other half watch less than 3 hours. Most respondents said they spend 2 hours watching traditional television. With a maximum of 12 hours, some participants spend half of the day in front of screens, watching television.

Regarding radio listening, the average is 1.53 hours; the median and mode are both 0, indicating that more than half of the participants do not listen to the radio at all. Although many respondents do not listen to the radio, the maximum is 11 hours, which explains the standard deviation of 2.85 and indicates a large discrepancy between those who do not listen at all and those who listen a lot.

Regarding reading the newspapers, the average is 0.16 hours; the median and mode are 0, so the vast majority of the 255 respondents do not read the written press at all. Even those who read the press do not spend more than three hours doing so.

Table 5. Time spent using traditional media

Television use on the day before the survey		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	6	2.4
1-3 hours	156	61
4-6 hours	83	32.6
7-9 hours	7	2.8
10-12 hours	3	1.2
Total	255	100.0
Radio use the day before the survey		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	156	61.2
1-3 hours	53	20.8
4-6 hours	23	9
7-11 hours	23	9
Total	255	100.0
Use of print media the day before the survey		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	227	89
1-3 hours	28	11
Total	255	100.0

Source: Author's contribution

To answer the first research question, the following aspects were identified: when asked about television use the previous day, 61% of the seniors answered that they spend between 1-3 hours a day doing this activity, and at the opposite pole, only 3 people mentioned that they watch almost half of the day on television (1.2%). Radio and print media are not used to the same extent as television. 61.2% do not use the radio at all, and 89% do not read print media at all.

Table 6. Types of traditional media used (N=255)

	(%)
I never read printed newspapers.	49.02
Local newspapers	25.88
Local newspapers at the national level	21.18
Weekly newspapers	10.98
Magazines	9.41
International newspapers	1.18

Note: Question in the questionnaire: "Which types of newspapers or magazines do you read in print? (multiple answers possible)."

Source: Author's contribution

Regarding the types of media used by seniors, data indicate a strong desire to use the Internet for socializing and to call family members by telephone. Among the seniors in this study, there is a clear openness to technology. The above table highlights a low level of interest among seniors in reading newspapers (49.02%). 25.88% still read local newspapers. 1.18% of the respondents show interest in international newspapers. In examining the correlation between newspaper reading and gender, neither women nor men tend to read printed newspapers.

Table 7. Correlations between TV and age

		Age of respondents	Time (expressed in hours) spent watching TV on the computer
Age of respondents	Pearson correlation	.11	.119
	Sig. (2-tailed)		.05
	Total number	255	255
Time (expressed in hours) spent watching TV on the computer	Pearson correlation	.119	.11
	Sig. (2-tailed)	.05	
	Total number	255	255

Source: Author's contribution

There is no significant correlation between the time (in hours) spent watching television, listening to the radio, or reading newspapers and the age of the respondents. Instead, there is a correlation ($r = .11$, $p < 0.05$) between respondents' age and the time (in hours) spent watching television on the computer. Thus, the older the seniors, the more they will use television on the computer. Age is thus one of the factors that influence television viewing on the computer.

Table 8. Time on traditional media and gender

Time spent on different traditional media	Gender variable	Number of participants	Average	Standard deviation
Time (minutes) spent watching traditional television	Men	152	5.98	11.97
	Women	103	4.51	10.67
Time (minutes) spent watching TV on the computer	Men	152	1.87	7.58
	Women	103	.00	.00
Time (minutes) spent watching TV on a mobile phone	Men	152	.95	5.57
	Women	103	.34	2.26
Time (minutes) spent listening to classical radio	Men	152	3.48	9.83
	Women	103	3.98	10.13
Time (minutes) spent reading newspapers or magazines in print format	Men	152	3.94	9.60
	Women	103	4.75	10.67

Source: Author's contribution

The table above shows that, on average, men spend more time watching TV on the computer than women do. Men also represent the senior category that uses classic television more than women do.

The media shows us that women spend more time listening to the radio or reading newspapers than men. Gender is thus a socio-demographic factor that influences seniors' use of traditional media.

Table 9. Time spent using ICT

	<i>Internet use to find out the news</i>	<i>Internet use for Social Networking Sites (SNS)</i>	<i>Internet use to make online purchases or payments</i>
Number	255	255	255
Average	.27	.36	.00
Median	.00	.00	.00
Mode	.00	.00	.00
Standard deviation	.59	.85	.06
Minimum	.00	.00	.00
Maximum	5.00	6.00	1.00

Source: Author's contribution

To answer the research question 'How much time do the seniors spend using different types of media yesterday?', the research shows that when using the Internet to search for news, the mean is 0.27 hours. The median and mode are 0, indicating that most seniors do not search for news online. Regarding the use of SNS (social networks), the mean consumption is 0.36 hours. The mean and median are 0, indicating that most seniors do not use social networks. For online shopping and payments, the mean is 0.00, and the mode and median are also 0, indicating that the vast majority of seniors avoid online transactions and shopping.

Table 10. Frequency when using ICT

Internet use to find news		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	196	76.9
1 hour	53	20.7
2 hours	3	1.2
3 hours	2	.8
5 hours	1	.4
Total	255	100.0
Internet use for SNS		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	200	78.4
1-3 hours	51	20
4-6 hours	4	1.6
Total	255	100.0
Internet use to make online purchases or payments		
<i>Time spent</i>	<i>Frequency</i>	<i>Percentage</i>
0 hours	254	99.6
1 hour	1	.4
Total	255	100.0

Source: Author's contribution

To answer the second research question, the study identified the following: using the Internet to find news, spending time on social networks, or making online purchases is done infrequently. 196 respondents do not use the Internet at all to keep up with the news. 200 respondents do not use social networks at all, and 254 out of 255 respondents do not use the Internet for any online transactions. The seniors' reluctance to engage in these last activities is motivated by fear of the steps required for online transactions (shopping, online payments, reservations).

No statistically significant differences between the two groups (Men and Women) and the use of digital media (searching for news, using social networks, and shopping online) are identified. Both use these mentioned media to approximately the same extent. Also, between the two groups (Women and Men), there is no statistically significant difference in using the Internet for reading, writing in blogs/forums, using digital media for personal interests, using chat applications, or playing online

games. Regarding the use of the phone to take photos and the gender variable, 61.8% of men and 61.2% of women use it for this purpose.

Table 11. Mobile phone photos variable, and gender

			Gender		Total
			Men	Women	
Using mobile phones to take photos	No	Number	58	40	98
		Gender	38.2%	38.8%	38.4%
	Yes	Number	94	63	157
		Gender	61.8%	61.2%	61.6%
Total		Number	152	103	255
		Gender	100.0%	100.0%	100.0%

Source: Author's contribution

Table 12. Types of media used (N=255)

	(%)
Internet television	42.35
None of these	41.96
DVD player	21.57
CD player	15.69
MP3 player	15.29
Wi-Fi radio	11.76
Video recorder	10.2
Hard disk recorder	6.27

Note: Question in the questionnaire:

"Do you use the following technology devices?" (multiple answers can be chosen, according to the situation)

Source: Author's contribution

Seniors were asked about the types of media players they use. Internet TV is the most frequently used media device, with 42.35% of respondents reporting use. However, a significant portion of the population (41.96%) reported not using any of the listed media players. Among traditional devices, the DVD player remains relatively common, with 21.57% of respondents using it. CD and MP3 players are also still present, each being used by around 15% of the population (15.69% and 15.29%, respectively), suggesting that older audio formats maintain some relevance. Newer or more specialized devices, such as Wi-Fi radios and hard disk recorders, are less common, with only 11.76% and 6.27% of respondents using them, respectively. The video recorder, an older technology, is still in use among 10.2% of respondents. These results show a mixed adoption of old and new media technologies, with a notable segment still relying on traditional formats or not using media players at all.

The seniors had to complete a questionnaire about the technology devices they use. Internet television is the most frequently used media device, with 42.35% of respondents reporting use. However, a significant portion of the population (41.96%) reported that they do not use any of the media players listed in the table.

To answer the research question regarding the types of devices and applications used by seniors, I note that the DVD player remains relatively common, with 21.57% of respondents using it. CD players and MP3 players are also still present, each used by about 15% of the population (15.69% and 15.29% respectively), suggesting that older audio formats maintain some relevance. Newer devices, such as radios and hard disk recorders, are less common, with only 11.76% and 6.27% of respondents using them, respectively. The VCR is still used by 10.2% of respondents.

Table 13. Types of phones (N=255)

	(%)
Mobile phone	97.65%
Internet applications that allow conversations with other people	58.04%
Landline phone	43.14%

Note: Question in the questionnaire: "What type of phone do you use?" (multiple answers can be chosen, according to the situation). Source: Author's contribution

97.65% of respondents use a mobile phone for communication and emotional connection with their loved ones, 58.04% have a phone with Internet access, and 43.14% have a landline phone in the household. The children and grandchildren of the seniors prefer to communicate with them using their mobile phones and various social media applications. 157 seniors have a mobile phone in their household and use it to take photos, meaning 61.5% of seniors with a mobile phone in their household use the Photos app.

Table 14. Mobile phones to take photos and the existence of mobile phones in the household

		<i>Using the app to take photos</i>		<i>Total</i>
		<i>No</i>	<i>Yes</i>	
Mobile phone in the household	No	6	0	6
	Yes	92	157	249
Total		98	157	255

Source: Author's contribution

Andreadis, Zambon, and Parlangeli (2021) discuss the introduction of smart TVs or phone-to-TV options for following the news, viewing social media posts, and watching favorite movies. These options appeal to seniors because they let them use everything in one place with fewer clicks, making it much easier to stay informed. Traditional TVs are no longer as popular because seniors are open to using technology, but also because if technical problems arise with a smart TV connected to a phone, relatives can connect via TeamViewer (an application that allows you to remotely connect to another person's device as long as they give you real-time access) and can solve the problems they encounter much faster.

The literature review highlights that more seniors are interested in using new technologies and are using less traditional media, such as newspapers or printed magazines. When asked how much time they spend watching traditional television, 20.39% of seniors reported spending 2 hours on this activity. Regarding time spent watching TV on their mobile phones, 33.33% spend an average of 1.5 hours per day. This segment of the population (seniors) has a very low interest in audiobooks, spends a little more time watching TV on a mobile phone than on a TV set, and shows a high interest in listening to the radio on a mobile phone. The Internet and new technologies play a more important role in seniors' routines than in the past. When it comes to audiobooks, interest is very low because seniors prefer reading books the old-fashioned way.

Table 15. Types of media consumption on a typical day (N=255)

<i>Media used a day ago</i>	<i>(%)</i>	<i>Time spent</i>
I watched classic TV	20.39	02:00
I watched TV on my mobile phone	33.33	01:30
I listened to the radio on my mobile phone	61.54	01:23
I listened to audiobooks	96.08	00:15

Note: Question in the questionnaire:

"We would like to know how much time you spend doing the following things. To answer, please think about what you did yesterday. How long (hours: minutes)?..."

Source: Author's contribution

When asked during the survey how much time they spend watching traditional TV, 20.39% of the seniors said they spend 2 hours doing this activity. Regarding time spent watching TV on mobile phones, 33.33% spend an average of 1.5 hours a day. This segment of the population has a very low interest in audiobooks, spends more time watching TV on their mobile phones than on traditional TV, and shows a high interest in listening to the radio on their mobile phones. The Internet and new technologies play a more important role in seniors' daily routine than in previous years. When it comes to audiobooks, interest is very low, as seniors prefer to read books in the traditional style (96.8% listen to audiobooks for only 15 minutes). Respondents who watch TV on their mobile phones and listen to the same radio channel spend an average of 1 hour and 5 minutes per day performing these activities.

Table 16. Use of mobile phone applications (N=255)

	(%)
Phone call	88.63
SMS	66.67
Photos	61.57
Web browser	43.53
E-mail	39.22
Social networks	37.65
Videos	32.94
Games	11.37

Note: Question in the questionnaire:

"Which of the following mobile phone applications do you use? [multiple answers possible]."

Source: Author's contribution

To answer the question in the questionnaire, "What mobile applications do the seniors frequently use?", the present table shows that the most frequently used applications by respondents are phone calls (88.63%), SMS (66.67%), and photo gallery (61.57%). The satisfaction of using a mobile phone comes from maintaining and stimulating contact with relatives, admiring photos taken with loved ones, and responding to SMS or phone calls. The most frequently used media by respondents is the mobile phone, which allows them to watch movies, listen to podcasts, connect with family and friends, and listen to music and online radio.

The most frequently used applications by respondents are phone calls (88.63%), SMS (66.67%), and photo gallery (61.57%). The satisfaction of using a mobile phone comes from maintaining and stimulating contact with relatives, admiring photos taken with loved ones, and responding to SMS or phone calls. At the same time, there is a close connection between the education level of the seniors present in this study and the use of the radio on their mobile phones, taking into account the following correlation ($r=0.94$, $p<0.01$). The more educated the seniors are, the more they are attracted to using the radio for relaxation, inspiration, or entertainment.

Table 17. The gender variable and the use of mobile phones to take photos

			Gender		Total
			No	Yes	
Using your mobile phone to take photos	No	Number	58	40	98
		Gender	38.2%	38.8%	38.4%
	Yes	Number	94	63	157
		Gender	61.8%	61.2%	61.6%
Total		Number	152	103	255
		Gender	100.0%	100.0%	100.0%

Source: Author's contribution

The number of men and women who use their mobile phones to take photos is approximately equal between the two genders: 61.8% and 61.2%, which denotes an increased interest in this activity.

Table 18. Purpose of mobile phone use (N=255)

	(%)
To connect with family	97.65
To connect with friends	82.35
For work	6.27
For school	3.92

Note: Question in the questionnaire:

"What is the main reason you use your mobile phone?"

Source: Author's contribution

Among the reasons why seniors decide to use a mobile phone are family and maintaining contact with family (97.65%), maintaining contact with friends (82.35%), followed by interests related to school or work, which at this age are no longer a priority. It is natural that, at this age, seniors consider family a

central part of their lives and want to maintain a close connection with it. The need for socialization is paramount among the seniors, especially those who live alone.

Table 19. Gender and mobile phone use reasoning (N=255)

			Gender		Total
			Men	Women	
What is the purpose of using the phone? – To contact your family.	No	Number	4	2	6
		Gender	2.6%	1.9%	2.4%
	Yes	Number	148	101	249
		Gender	97.4%	98.1%	97.6%
Total		Number	152	103	255
		Gender	100.0%	100.0%	100.0%

Source: Author's contribution

97.4% of men and 98.1% of women use their mobile phones to contact family.

Table 20. Media consumption spaces (N=255)

	Newspaper reading (%)	Radio listening (%)	Television viewing (%)	Internet usage (%)
I never use that media.	65.88	33.73	1.57	2.5
I use it in my own home.				
... in the living room	23.53	18.04	61.18	65.1
... in the bedroom	19.22	13.73	61.18	45.49
...in another room	15.69	31.76	28.24	36.47
In public places	2.35	2.75	1.18	3.92
During transportation	1.57	7.06	0.2	2.35
At the study site	0.78	2	0.1	0.2
At work	0.78	0.5	0.1	3.53
To friends or family	0.39	0.78	3.14	3.53

Note: Question in the questionnaire:

"I would like to know where you use certain types of media. Where ...?"

Source: Author's contribution

To answer the research question about where seniors use traditional/digital media, it is noted that the home remains the central space for media consumption among respondents, especially for watching TV and using the Internet. Watching TV is most frequently done in both the living room and the bedroom (61.18% in each case), highlighting its strong presence in comfortable spaces. Similarly, Internet use is predominantly a domestic activity, with 65.1% of respondents using it in the living room and 45.49% in the bedroom, indicating that, like television, it has become a familiar and integrated part of home life.

As highlighted in the table, the most suitable place for the seniors to use the Internet is the living room. For those who live with grandchildren or children, the living room becomes a place for conversations and explanations on how the seniors can develop their skills in using new means of communication and information. It is worth noting that the seniors do not read newspapers to a considerable extent: 65.88%. However, 23.53% tend to read mainly in the living room rather than in other rooms in the house. At the same time, the seniors in this study often use the Internet at home, whether in the living room (65.1%), the bedroom (45.49%), or another room (36.47%). They also feel more connected to technology and associate it with a sense of security.

Seniors also use the Internet in other rooms of the house (36.47%). Reading printed newspapers takes a different approach: while 23.53% read in the living room, a notable share (19.22%) read in the bedroom, and 15.69% in other rooms, making this practice more dependent on the home's layout and individual routines. Listening to the radio is most frequently associated with "another room" in the house (31.76%), probably the kitchen or areas used during household chores, followed by the living room (18.04%) and the bedroom (13.73%). Media use outside the home is significantly lower for all types.

Table 21. What types of media would the seniors choose in three different types of situations? (N=255)

<i>Media type</i>	<i>Type of situation</i>		
	<i>When they have free time</i>	<i>When contacting an old acquaintance</i>	<i>When I get important information</i>
Call friends/family	52.55%	84.31%	47.45%
I use media/TV	44.31%	0.1%	38.04%
Sent message	13.33%	25.1%	11.37%
I use SNS	13.33%	15.69%	5.88%

Source: Author's contribution

To answer the research question, "In what everyday situations would the seniors turn to different traditional or digital media?" in all scenarios, the phone call appears as the dominant communication method, with a particularly high use when contacting an old acquaintance (84.31%), which suggests that even interactions located within weakly linked networks may require direct communication. Similarly, phone calls are used by 52.55% of respondents in their free time and by 47.45% when searching for important information. When they have free time, 52.55% opt to call a friend or family member, and 44.31% to watch TV. When it comes to getting in touch with an old acquaintance, 84.31% of the seniors who participated in the study would actually call, while 25.1% would send messages.

The reasons the seniors who participated in this study use their mobile phones are to stay in touch with family (52.55%) and to watch TV shows online (44.31%). When faced with the need to obtain important information, 47.45% of the seniors decide to turn to friends or acquaintances, a family member, and 38.04% decide to find out information from television/radio, considering them reliable sources.

Conclusions

Following the analysis presented in this study, the types of media used by respondents are mobile phones and television. In terms of frequency of use, the seniors use between 30 minutes and 2 hours on average per day. The most suitable place for using the Internet is the living room. For those who live with grandchildren or children, the living room becomes a place for conversations on how the seniors can develop their skills in using new means of communication and information. Seniors who live alone are more likely to use applications on their phones to relax, socialize, and obtain information, such as Facebook and WhatsApp. The seniors interviewed use their mobile phones to stay in touch with loved ones, socialize, get information, and relax.

The higher the seniors' educational level, the more they will use their mobile phones to communicate and gain knowledge. However, even among those with a high level of education, there is a reluctance to use their mobile phones for online payments or reservations. For these, the seniors turn to their grandchildren for help. One of the main reasons seniors use smartphones is the need for socialization. When seniors live with their grandchildren, they choose face-to-face communication rather than using their mobile phones.

Also, between the level of education and the time spent (in hours) on SNS, I identified a negative correlation. The more time seniors spend searching for news on the Internet, the more likely they are to spend more time on social networks. Internet TV is the most frequently used media device, with 42.35% of respondents reporting use. However, a significant portion of the population (41.96%) reported not using any of the listed media players. Among traditional devices, the DVD player remains relatively common, with 21.57% of respondents using it. Regarding time spent watching TV on mobile phones, 33.33% spend an average of 1.5 hours a day. This segment of the population has a very low interest in audiobooks, spends more time watching TV on their mobile phones than on traditional TV, and shows a high interest in listening to the radio on their mobile phones.

The limits are related to the study's sources; they are limited to this niche topic, especially regarding traditional media usage. In terms of future research, I would try to accommodate interviews with seniors from Romania and with seniors living abroad, from different types of residential environments, age groups, and an equal number of men and women. This way, I can enrich this current study by using interviews to offer a more in-depth and holistic approach. Regarding recommendations for businesses addressing seniors, it seems they tend to connect with their families and spend more time using ICT, so businesses that offer online environments and are near the places they live would be a great opportunity for growth, continuous learning, and specific activities at that age.

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