

USAGE, TREND, ATTITUDE, LIKES AND DISLIKES OF ELDERLY ON NEW TECHNOLOGY SMARTPHONE

RAJA AHMAD ASYRAF BIN RAJA ABDUL RAZAK
KDU University College, Malaysia

RULY CAGADAS
KDU University College, Malaysia

ABSTRACT

Technology is relatively important to a person's life, especially in connecting one to another. In modern era, each every one of us is very dependent to a particular technology, for example smart phone. It is mostly because we grew up alongside these technologies and became part of our lives. Furthermore, technologies are getting cheaper and trendier, everybody wants to have a part in it and be able to own one. Not to miss out are the 'Grey Societies' they too are part of the world's consumer. At the moment the current population of elderly are around 841 Million or 11.7% of world's total population and it is increasing (UN Ageing Report). But are they the real targeted consumers that all producers and companies are targeting? The elderly seem to be the neglected user group in the design of smart phone especially in Malaysia (Nasir, Mohd). Generally smart phone usage can be really helpful not only to us but as well as to the elderly, as it can assist them in many ways especially in terms of maintaining social relationship, accessibility and business. But are they using it to the fullest? This research is intended to know 'Elderly Perceptions of New Communications Technology, Specifically the Smartphone'. The researcher will also examine all the possibilities in knowing their usage, trend, attitude towards phone, likes and dislikes of the features and design.

Keywords: *Elderly Perceptions, Smartphone, Computer, Technology*

INTRODUCTION

The study on elderly respondents' perceptions of new communications technology, specifically the smartphone, will be using the cultivation theory as composed by Blumler and Katz's (1974). According to this theory, media users (elderly) are given their own freedom to make a decision on how they will use the media (smartphone), how it will affect them and that best satisfy the needs and wants of the user. The Uses and gratifications theory can identify and explain the reasons behind why people utilize and use Smartphone, based on its design, functions, features and etc.

Cell phone was created as a single-purpose oriented. But now, due to the emergence of Smartphone and technology convergence most modern technology has evolved into general-purpose oriented devices that allow users to perform a variety of actions and tasks, and at certain times, simultaneously. For instance, a smart phone is a portable computer that allows users not only to make and receive phone calls but also to access different kinds of Internet services and not to forget hundreds of useful software that can be really useful.

Smartphone is one of invention that really gives mankind an extra edge and something to be proud of. It's not only helped them in communicating with one and another but also give them the abilities to do almost everything, for example phone's GPS a global positioning that is important as much as a map did in the old days. These two technologies are some of the fastest growing in the market, it's getting cheaper, smaller and trendier by the day thus making it an eye catchy to almost anybody.

Furthermore we are living in a digital age, where we are surrounded with gadgets. Ever since the emergence of smart phones and computers in the 90's, it has been a vital part for many of us. Not only that, these days' youth can be seen almost everywhere in Malaysia are inseparable with these technologies, but is that so with the elderly? Are they also penetrable by these technologies inventions that have stormed the world

like never before? What are the factors that are making them avoiding or accepting any of those two? These are the factors that the researcher are looking for, to study and understand.

SIGNIFICANCE OF THE STUDY

Most Smartphone makers are building their products based on the youth market, they are also targeting youth with their interactive features and design. The problem with them is that they do not really into the elderly market, there is a digital divide and these barriers are getting wider and bigger (Millward, Peter). They have to address it sooner or later or the elderly might be left behind even further. Practically the elderly too are interested in using these technologies, provided makers must come out with an innovative design but yet simple to cater the elderly. Companies have overlooked on this issue, what they have not seen and noticed is the brand loyalty that the elderly can provide if they can produce smart phone specially catered for elderly. From there, the brand itself would be known and passed along the generations, for instance it passes along by his or her children and grandchildren. According to David Zax (2013), having said that, I think even the big guns like Apple, Google, and Microsoft should be dedicating more resources to designing products specifically for the elderly. If Apple were to release an iPhone specifically for seniors, I'd buy one for my grandmother in an instant—and would be a more loyal Apple customer for it. Furthermore, it seems possible that when designing extremely simple products for the elderly, some of the design innovations companies might happen upon could turn out to be useful in mass market devices, too.

The elderly are not the same era as millennium generation. They did not have these kinds of gadgets nor technologies back in their days and they do not see it from our perspectives. Thus making them less interested and they do not see any benefits and value like many of us do. The elderly are interested and willing to accept using modern technology but are restricted by several factors that are keeping them at bay. One of the factors is, they felt that the learning curve is regrettably a lot higher, which might be an obstacle to many of them. According to Karel

Vandereist (2011) on his research study, "Inability. Some elderly want to make use of technology, but fail when it comes down to it. This is most often the case with high-tech applications as the learning curve is regrettably a lot higher in these cases".

Malaysia has long gone from a third world country to become one of the fastest developing nations in the world. Once Malaysia was into agriculture sector and has moved its focus to manufacturing and information thus making more job opportunities and requiring specialized workers. The modernization of the country does not stopped at the economy but also to all citizens, technology advances is the core to all developed countries. Many steps and initiatives since have been taken to improve Malaysians knowledge on ICT, the establishment of Multimedia Super Corridor (MSC) by our former Prime Minister, the flows of technologies have been very impactful to Malaysians. According to a research done by Mohd Yusof Abdullah stated that "Many steps were taken by the government of Malaysia to address the issue of digital divide among the segments of the population. A simple gadget called Jendela Informasi Anda (literally translate as your window of information) or in short JENii was developed and introduced to this segment Jurnal Komunikasi Malaysian Journal of Communication Jilid 28(1): 89-96 92 of the population as a strategic step to bridge the age digital divide".

Since the first hand phone introduced in mid 90's to the latest Apples' Iphone 6, Malaysians have been buying and consuming this product in a very aggressive manner. The spending has increased drastically by 7.4% to reach a staggering RM68 million (Adilla Farah, 2014). This number is a lot higher than many countries within our South East Asia region. Not to forget, a slight number of those are senior citizens. Few factors that are making Smartphone less desirable to elderly are because the lacked of user friendly, they cannot afford to buy it and also the high fee of internet. Another major setback is because of the mentality of not appreciating the creation of Smartphone, they think that there is no useful of using it because what they want is just to be able to receive

incoming and outgoing calls and text messages. Two basic things that even a normal phone can do and that's why many of them think its better not to waste money. All they ever wanted is to have a simple and user friendly plus affordable, which is true. According to Mohd Yusof Abdullah and Pippin Ken, (1997), the scholars stated that "At the core of national ICT agenda is the goal of ICT for all, that is all Malaysians should have access to affordable computer and Internet services. This agenda aims to address the issue of digital divide between groups defined by income, age, and geographic area. The invention of easy to use technological gadget with computer applications by MIMOS (Malaysia's premier applied research centre), is one of the initiatives in bridging the digital divide particularly among the ICT illiterate. It is commonly suggested that the unappealing appearance of many assistive devices discourages their adoption and use by elderly people".

The main source of using Smartphone is to have internet and Malaysia is geographically divided into two, peninsular and east Malaysia. Not all areas are covered with good internet coverage. Just to have good internet, one have to pay a unreasonably price and even that doesn't promise one to have a stable internet (Akira, 2013). It's a bit pricey for elderly that does not surf the internet that much as the young ones do, no Facebook and twitter and so forth. Which means an individual with good pay is more likely to afford and use Smartphone. What makes this research interesting is that to get the reactions of 3 different races of Malaysia, coming to consider the demographic diversity and cultural differences among multi-racial elderly people in Malaysia can be both the uniqueness and challenge to this. Many researchers in Malaysia have done on the topic of elderly and technologies, as far the researchers are concerned Malaysia's old generations are growing in numbers and the fertility rate is decreasing, which means grey generations are increasing in and soon all focus will be at them.

Malaysia is in the process of transition, they are becoming a develop country faster than anyone can think of. Steps are being taken to ensure nobody is left behind and so do technologically. Based on a study done

by (Zaiful, Asma), the finding on elderly phone usage is astonishing. Test subjects lived within the Perak and Selangor territory are 80% phone users and not only that, there are about 30% of them used the internet to read online news papers, communicate and business dealings on a daily basis. These prove that there are plenty of elderly with the required knowledge to operate new technology such as Smartphone. It is true that technology can enhance one's life, behavior and attitude. Elderly might need some motivations to embrace Smartphone, which means to persuade them to use it something had to be done, for example an added value has to be put in so that Smartphone can mean and be really important to them. Recently a study has been done in Thailand when a service was introduced to all Smartphone users which can help people maintain a healthy lifestyle, it's called e-Health services. By using the Unified Theory of Acceptance and Use of Technology, the researcher concluded that "The proposed model identified factors influencing the elderly's intention to use e-Health services via a Smartphone. It is found that 'Perceived Value' has a strong significance on the elderly's intention to use Smartphone, followed by Facilitating Conditions and Effort Expectancy".

METHODOLOGY

This research used the qualitative - descriptive method of snowball sampling. A *quantitative* method is used to get the data needed for the snowballing; this method is used because it can locate people of a specific population. Which means locating members of the population of specific interest will be a lot convenient. The technique that is used for the snowball sampling is by a doing survey and a set of questionnaire will be given out to *100 respondents* that is carried out among the respondents' recommended people and age group. It is in the combination of closed and open ended type or survey, picked precisely and analyzed so that the respondents' perceptions can be seen and known clearly.

The questionnaire must really pin point the subject and objective so that it can be short and straight to the point, so that it would not lose out on

the attention of the respondents. By using this method, it would help the researcher to provide and explain what are respondents' perceptions of new communications technology, specifically the smart phone.

Conceptual Framework

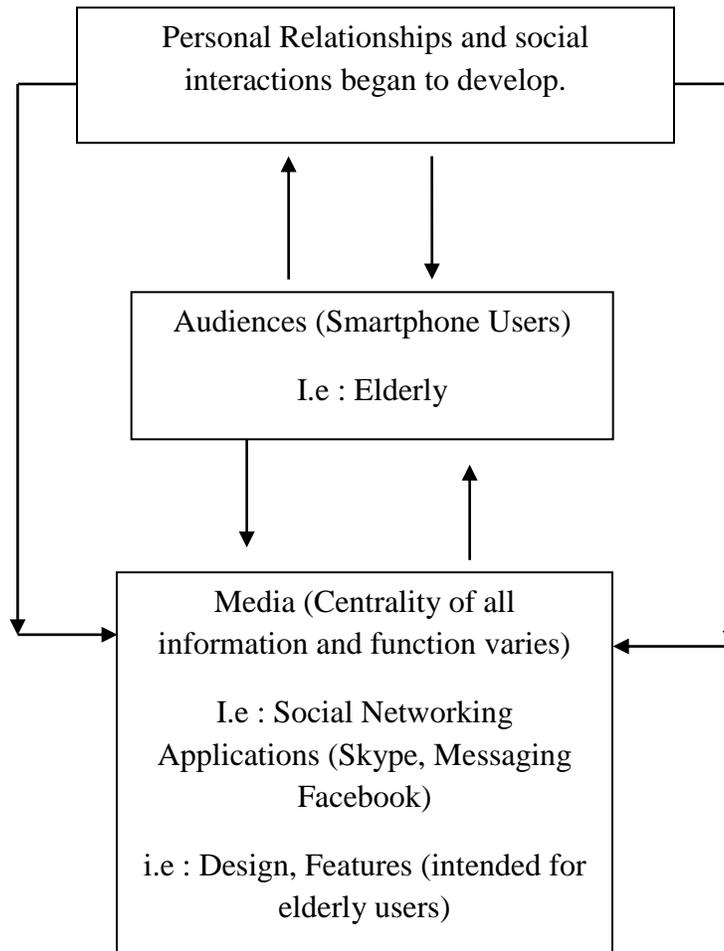


Figure 1: The Uses and Gratification theory model adapted from Blumler and Katz, 1974.

RESULTS AND DISCUSSION

The elderly respondents' are from SS3 of Petaling Jaya will be my choice of location. There are plenty of families and retirees located at this neighborhood. The scale of SS3 is not large and would be reasonable for the researcher to cover on time and within the given time frame of 6 months. There will be two groups of respondents that will be chosen. First group will be at the age of 50 to 60, this can be still working people with the access of technology. Another group will be at the age of 60 and above who is considered as senior citizen. By having two groups it would help the researcher to gain more information and knowledge regarding this research.

To support the researcher, the research instruments that will be used is in a survey formed consist of closed and open ended questionnaire that will be asked to 30 elderly respondents. The survey will be short and direct so that they can easily understand it and the reason of using snowballing is to make it easier to gather the same age group and even the same race within a community as much as possible so that data can be more accurate. The research will be focused on their perceptions and views towards the new age technology. The researcher would like to know and understand on how they feel about using it and how they think these technologies will help them at the most if not in many ways

This chapter deals with the presentation of data, the researcher will show the charts and data that have been gathered through surveys. Surveys were used as the main data gathering, with 30 respondents each were given out a set of questionnaire consist of 16 questions. The respondents were all located at the same area which was at Bukit Jelutong, Selangor. They were all within the same group age that the researcher wanted, which is at the age of 60 and above.

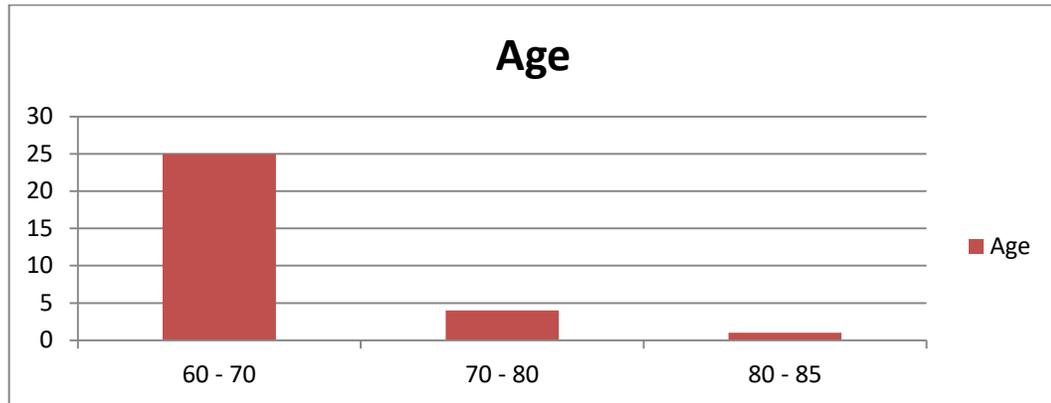


Figure 2 - Respondent's Age

Based on figure 2, on overall there were 30 respondents. They were divided into 3 groups, group age (60 – 70), group age (70 – 80) and group age (80 -85). Out of those 30 respondents, there were 25 respondents from the age of '60 -70', 4 at the age of '70 – 80' and 1 respondent at the age of '80 – 85'. This age group fits the required age group of elderly who are at the age of 60 and above.

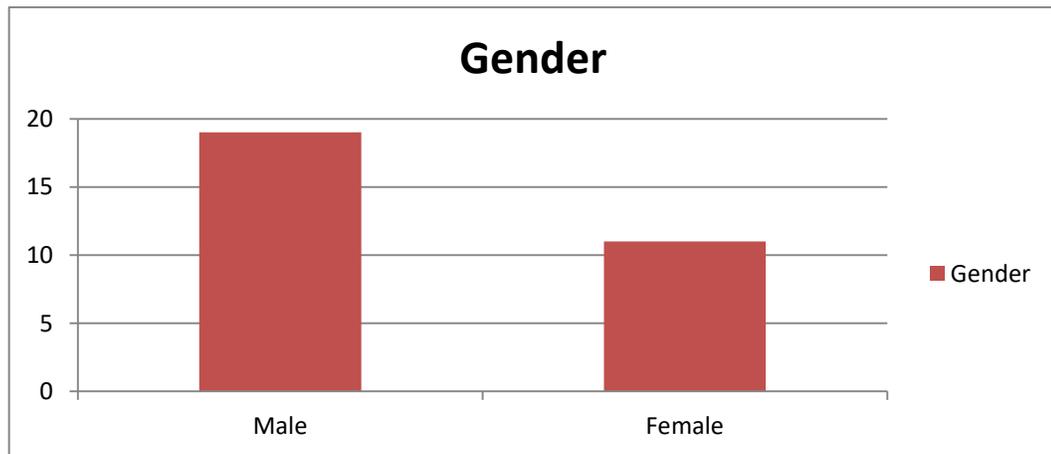


Figure 3 - Respondent's Gender

Based on the figure 3, male respondents are slightly higher than female. Out of 30 respondents, 19 were completed by male and another 11 were from female. There are more male senior citizen compare to female senior respondents in this area.

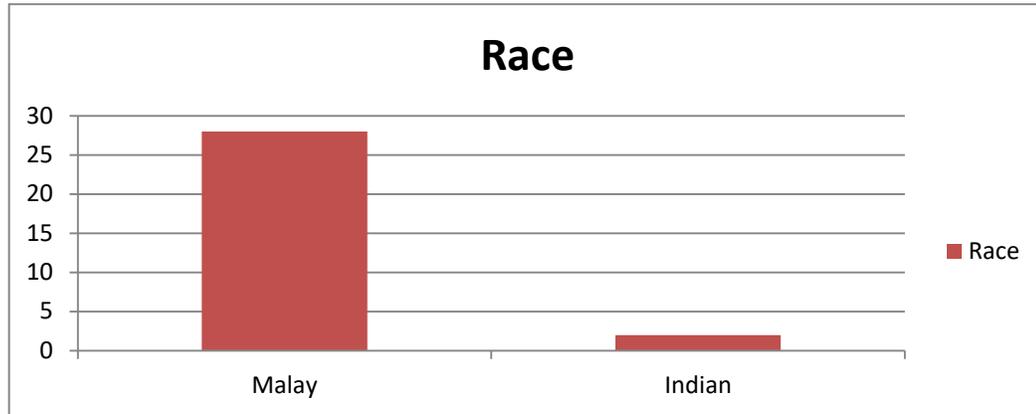


Figure 4 Respondent's Race

Based on figure 4, there were only two races that have completed the survey given out by the researcher, which consist of Malay and India. This is because most Malay and Indian race preferred staying in SS3, Petaling Jaya unlike Chinese race preferred stay in other area.

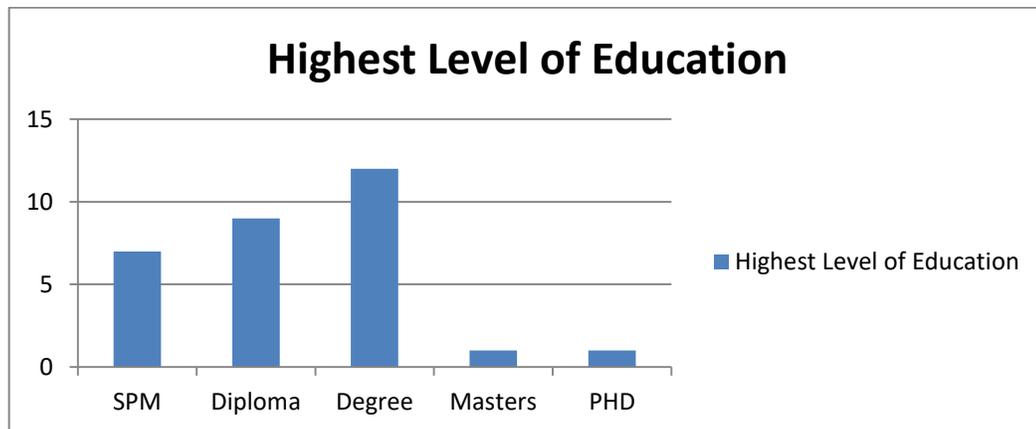


Figure 5 Respondent's Highest Level of Education

All the respondents have qualifications, based on figure 5 the highest is 'Degree' at 40 percent, 'Diploma' at 30 percent, 'SPM' at 23.33 percent and 2 respondents have a master and a 'PHD' stands at 3.33 percent. Based on figure 5, it's clearly stated that respondents that are SPM holders consist of 23.33 percent of overall, which means they are behind diploma and degree holders respectively knowing SPM is not that big comparing the likes of diploma, degree, masters and PHD. In other words, their knowledge to operate smartphone must be lesser than the rest, but due to the easiness and user friendliness of the smartphone, it doesn't have to hard for them to learn even from basic. Still the usage patterns are the same between respondents and the usage are about the same.

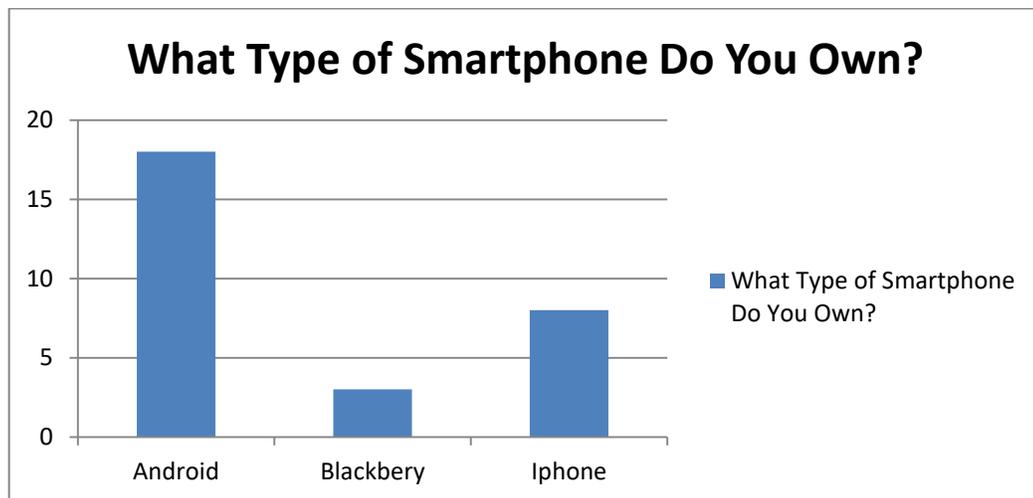


Figure 6 Respondent's Type of Smartphone

In all 30 respondents, only one who is not using a smartphone. Based on figure 6, it shows that 29 or 99 percent of the respondents are all 'Smartphone users'. Taking into the consideration of getting respondents from a prime area as Bukit Jelutong, it makes a lot easier. Then again it shows the highest of them are using 'Android' as the chosen smartphone, at 60 percent. This android smartphone is widely used among the respondents due to some it features and also it far more

cheaper than Iphone. Coming at second place is 'Iphone' at 26.67 percent and the third choice of most useable smartphone is 'Blackberry' at only 10 percent. There are plenty of valid reason why android it getting the upper hand based by these respondent's answers According to (Kovach, Steve, 2013) the history of android says it all, from the humble beginning and after many phone producers started using android due to any hardware or phone makers can easily use it for free of charge as their operating system, thus making cheaper, affordable As a result, manufactures have been able to flood market with devices. They have also been able to attack and cater the low end of the market with cheaper smartphones. This sums up that all of the respondents have a steady job that requires a daily use of smartphone as per based on figure 10, which stated that the used of email. Normal elderly who is not working doesn't have the needs to have an email account his or her disposal. This also means that all the respondents have the knowledge to use and operate smartphone to the fullest based on their level of education. A person whom a pensioner or still working in any of the industries might is very suitable to own a smartphone based on this result.

Specific Problem 1: What are the usage patterns of Smartphone to the elderly respondents?

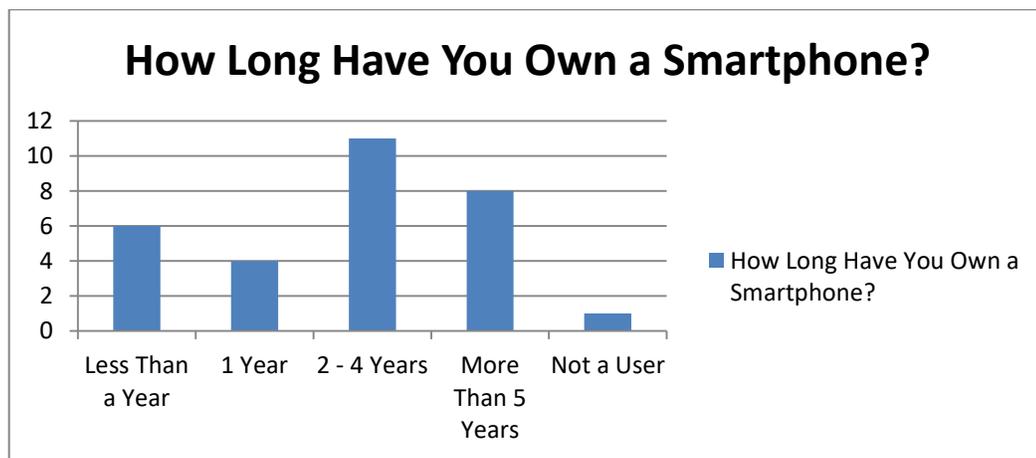


Figure 7 Respondent's Years of Smartphone of Usage

Usage patterns can be clearly seen based on the figure 7, 8, 9, 10 and 11 the pattern shows how long have they been using Smartphone, what would they used it for, ranked the highest usage pattern and also how many accounts do they have, which these can show how usefulness is a Smartphone can be towards each of everyone of them. Based on figure 7, 36.67 percent respondents have been using smartphone for between '2 – 4 years as to date'. This percentage is by far the highest than any other groups. Next to it is the group that have been using for 'More than 5 years' figure 7 which consist of 26.26 percent, third group are users that had just recently acquired or started using Smartphone 'Less than a year', coming at 20 percent. The last group whom has being using approximately for 'A year' with only 20 percent respectively.

The overall of usage patterns that are shown based on these 5 figures state that the elderly have a common strait of using the Smartphone and it is very obvious on how to they used it for. The respondent at the age of 60 and above still do enjoy browsing online and communicate with their love ones with any means. Seeing from, it shows the respondents have been using it for a quite number of years now, it's either for business, family, entertainment and online. These four usage patterns are the most used than any others, it can clearly explain their usage patterns.

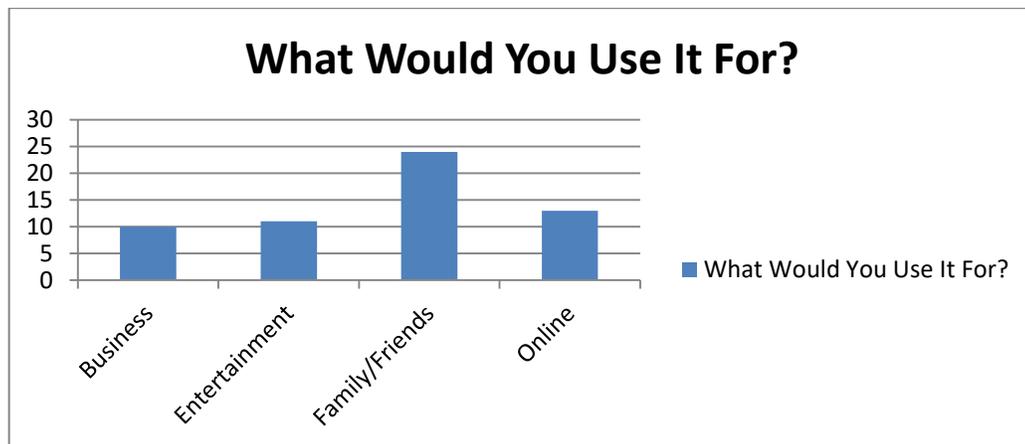


Figure 8 Respondent's Smartphone Usage

Based on figure 8 (what would you use it for), a staggering 80 percent of the respondents used it mainly for 'Family and friends' purposes. This is a part of two way communications between them and others, this is also due to the main reason of why people chose to buy smartphone that make communications easier.

In second comes 'Online browsing' at 43.33 percent, this shows how effective a Smartphone is by coming second and indicates how easy it is to browse from almost anywhere and any given time. Is it very fast and handy when comes to going online.

Third is 'Entertainment' with 36.67 percent, Smartphone is the ideal place to get entertainment from, with only a click of a button. Last is for 'Business' purposes at stand 33.33%, is by far the lowest of all Based on figure 8, 9 and 10, there are similarities that pointing at the respondents usage patterns.

The second highest usage patterns is online which is use to browse the internet, example email and Facebook which 73 percent or the respondents have an account associate with these two examples. Browsing is the most used in figure 8, which can be interpreted that the usage of email and facebook are the main reason for being the most preferred usage of them all.

Instant messaging and voice call are also rated as high as browsing. These two components are the core of a Smartphone, the respondents mainly used this way of communications as the preferred way in communicating with family and friends, based on figure 8.

The usage patterns based on the data received, believed the respondents answers are based on their education level and also on their occupations. For example, many respondents have email account where it is usual and vital in business world and also it is important medium in terms of communications.

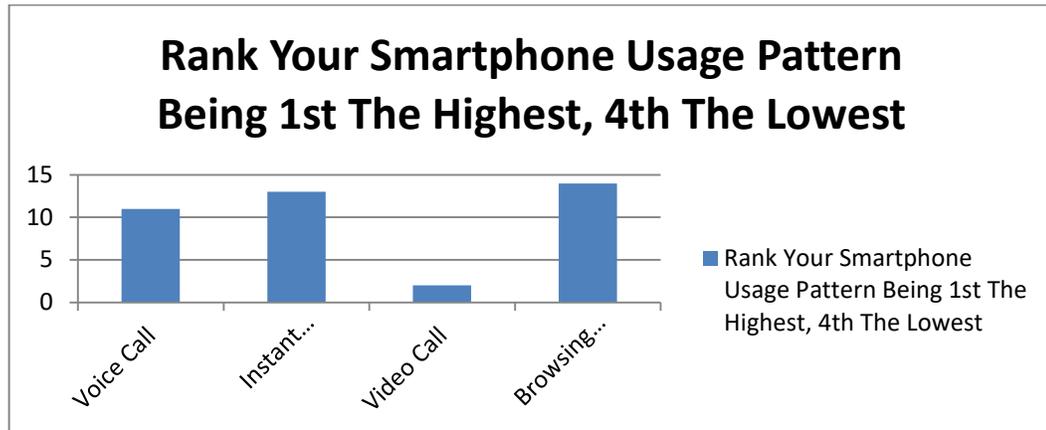


Figure 9 Respondent's Ranked Usage Patterns

Based on figure 9, they were asked about their usage patterns that they regularly used on a daily basis. The figure shows the highest of them all is the 'Browsing the internet' at 46.67 percent, they used it for browsing Facebook, Google search engine and etc. this can be in the form of getting information through online and communicating with one and another, based on figure 9. Second highest is 'Instant messaging' at 43.33 percent, at third is 'Voice call' at 36.77 percent. Finally, came in last and less popular is 'Video call' at 6.67 percent.

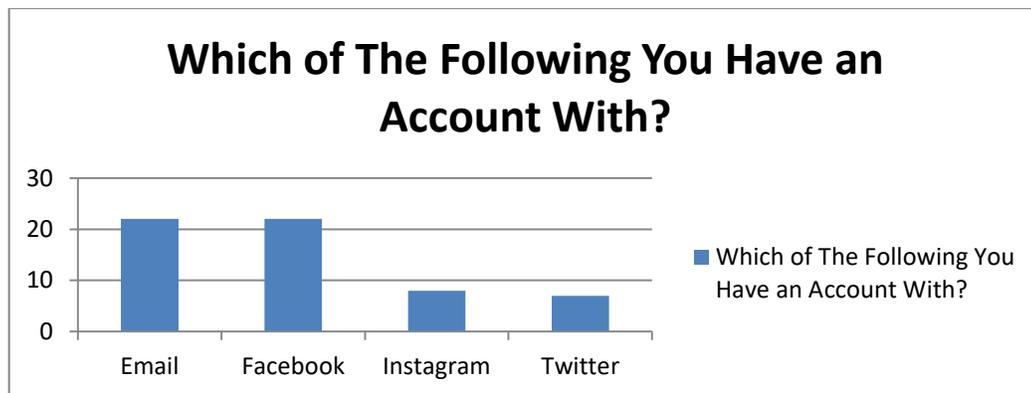


Figure 10 Respondent's Number of Account Owned

The respondents had been asked to provide information in regards to which of the following they have an account with (Email, Facebook,

Instagram, and Twitter). Based on figure 10, 'Email' and 'Facebook' are equal on at the top spot and the highest of them all at 73.33 percent, second is 'Instagram' at 26.67 percent and third is 'Twitter' with 23.33 percent respectively. The main attractiveness and functions that the Smartphone offers is the fast browsing of internet that a normal mobile phone cannot provide and also the camera that it has. Instagram is also one the usage pattern that is famous among the respondents; at least 26.67 percent of the respondents have an Instagram account. All of those popular usage patterns and mentioned as above are required the internet to access. The result shows that all respondents use Smartphone as a tool that can enhance their lives that they can apply or use it on daily basis. It is just important as eating to them. Being an elderly at an old age where communication is very important than never before, especially to bridge the gap with family and friends. Social network such as facebook, instagram, twitter really play a major role in connecting one and another. Have the ability to use Smartphone is really an advantage for the respondents. The usage patterns based on the data received, believed the respondents answers are based on their education level and also on their occupations. For example, many respondents have email account where it is usual and vital in business world and also it is important medium in terms of communications.

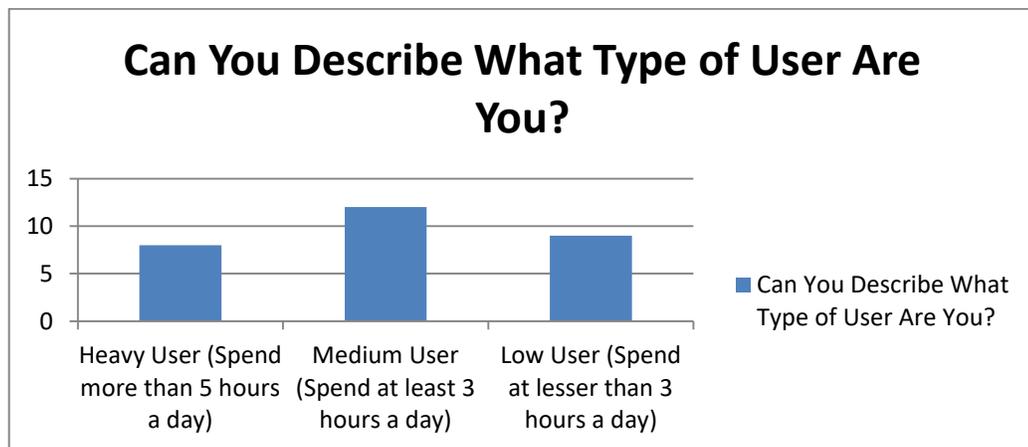


Figure 11 Respondent's Type of User

The elderly use Smartphone just as much as other users used, they use it on a daily basis and based on figure 11, majority of the respondents are 'Medium user' at 40 percent. This shows of often do they operate, open and browse through their Smartphone respectively. Coming at second is 'Low user' at 30 percent and lastly 'Heavy user' at 26.67 percent. Then again, being a heavy and medium user is really incredible, as far as concerned being at the age which many people dubbed inactive and slow is really an eye opener. The usage patterns of these respondents are equally the same like any other people, where they used and checked phones on a daily basis and with the knowledge of using applications and technology such as facebook, email, instagram, twitter and many more.

Specific Problem 2: Why the usage patterns rated very high by the elderly?

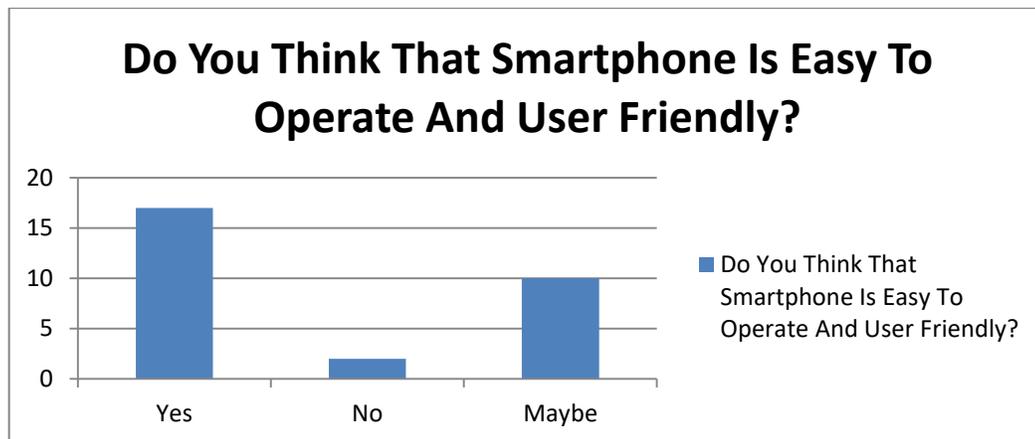


Figure 12 Respondent's Thought On User Friendliness

In order to answer this specific question, a set of questions have been constructed and given out to the respondents. Basically to prove why the usage patterns prove to be famous among the respondents and what makes it so popular. First question can be based on figure 12, the question goes, do you think Smartphone is easy to operate and user

friendly. The highest of them all is 'Yes' at 56.67 percent, second is 'Maybe' at 33.33 percent and the lowest is 'No' at only 6.67 percent.

Referring to this figure 12, this shows that if the respondents are happy and satisfied with the usage of Smartphones based on its user friendliness and easy to operate, this will make the user feels comfortable and also will make the respondents use it over and over again. This will indirectly persuade the respondents to explore more and even use the specific application for example facebook more frequently, thus increases the usage pattern of a particular application to be précised. Even though not all respondents agreed to say yes and some even said maybe and no, this doesn't means the general usage patterns are not high and barely being used. Just take facebook and email, considering these two are the highest rated of all usage patterns even though not all respondents think and agreed Smartphone is easy to operate and user friendly , yet still facebook and email are being accessed daily by the respondents respectively. The key to the highly usage patterns is through the easiness and how user friendly it is. When handling a gadget and especially smartphone, figure12 shows the respondents are satisfied with the smartphone's user friendliness and easy. This will bring more usage time and the easier it gets the better.

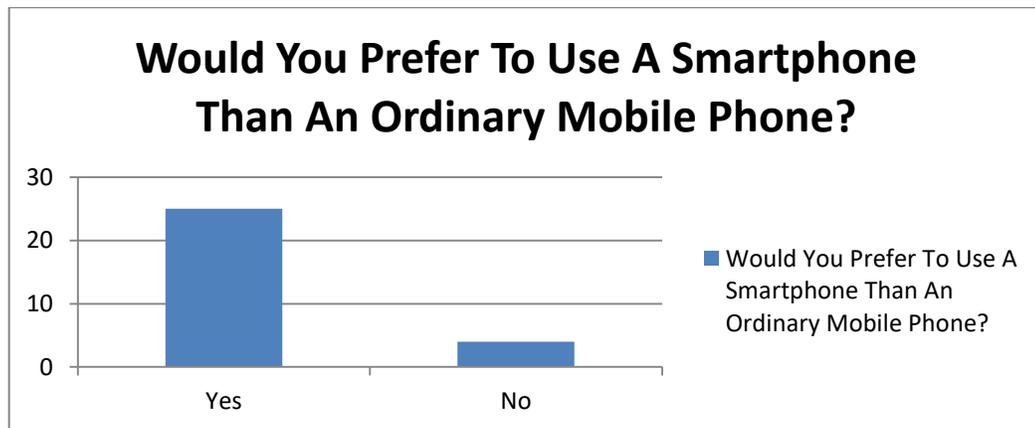


Figure 13 Respondent's Preferences Between Smartphone and Ordinary Mobile Phone

To further solid the argument for this specific problem, a second question was asked to all the respondents. Based on figure 13, the second question is, would you prefer to use a Smartphone than an ordinary mobile phone. The highest is 'Yes' with 83.33 percent and 'No' is 13.33 percent.

This question has further proved the majority of respondents have preferred Smartphone over than an ordinary mobile phone. What a Smartphone can provide than an ordinary phone are a lot, from browsing online with stable connectivity, wifi, games & entertainment, business such as information and many more. There are tons of applications that a user can use in helping them in anyways that can be considered as usage patterns, and which only can be used by only being a Smartphone user.

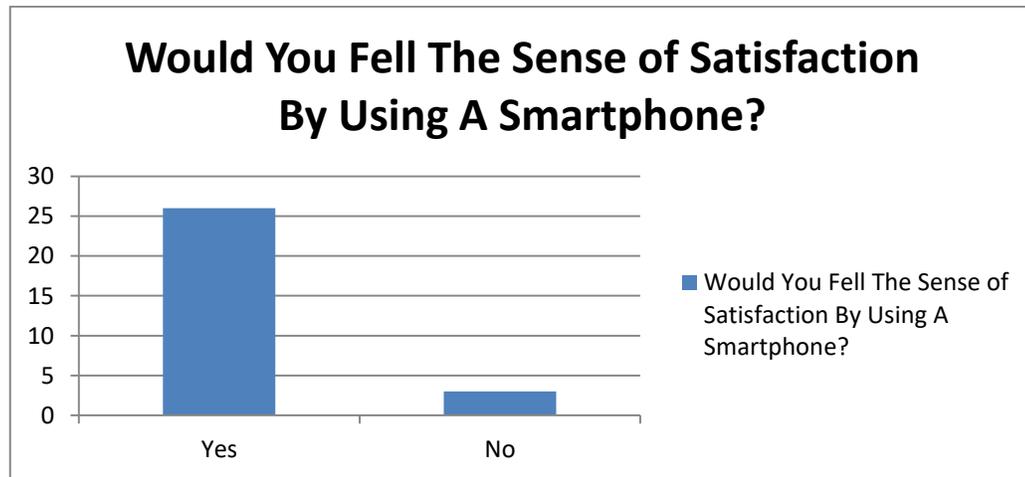


Figure 14 Respondent's Sense of Satisfaction

Based on figure 14, when asked would you feel the sense of satisfaction by using Smartphone. 86.67 percent felt they are satisfied and only a slim margin of percentage said no, with only 13.33 percent. With this answer, it has further proved that the respondents have already feeling attached and special bonds with Smartphone. The respondents know how important to have it around them and the usefulness of it.

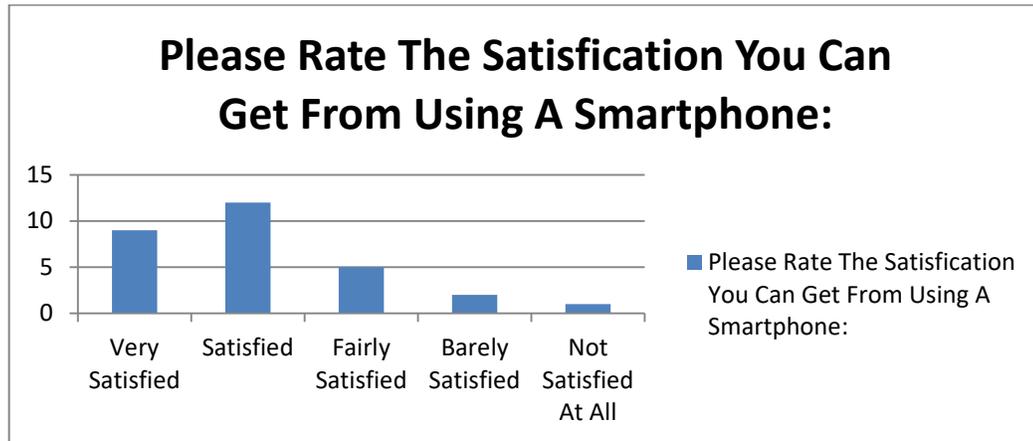


Figure 15 Respondent's Satisfaction Rates

The last question that the researcher had prepared for the respondent is to know the ratings of their satisfaction. Respondents were asked to rate the satisfaction that you can get from using Smartphone. For this question and based on figure 15, 5 answers were already given, 'very satisfied', 'satisfied', 'fairly satisfied', 'barely satisfied' and 'not satisfied at all'. These answers were straight forward answers and the result are, first is 'Very satisfied' 40 percent, second is 'Satisfied' with 30 percent, third is 'Fairly satisfied' with 16.67 percent, at fourth is 'Barely satisfied' with 6.67 percent and last is 'Not satisfied at all' with only 3.33 percent.

Figure 15, the answers weren't surprised at all. After knowing other answers from figure 12, 13 and 14, a relatively positive answer was already expected. According to all the figures that have been mentioned above, majority felt an overall satisfaction by using Smartphone. Upon this satisfaction, user gratification can be obtained and only through satisfaction can only come high usage patterns. If the respondents doesn't like owning or using Smartphone, they would have said no to satisfaction, in which the usage patterns would have been really low and not appropriate at all. Getting the right satisfaction is very important to get their usage patterns.

For example on the researcher early findings of what are the usage patterns of Smartphone to the elderly respondents, many have answered

either for family and friends and also online browsing. The reason of why the usage patterns rated very high by the elderly is due to their satisfaction level when using smartphone. The respondents have provide a solid answers on why do they preferred smartphone over an ordinary phone, it's because they felt the smartphones can really enhance their lives and daily routines. For example email and facebook which is the highest in terms of usage pattern, it can be opened and operated via smartphone. They don't need to have laptop or desktop just to name few in order to login. Then again at their age, simplicity is what they want. Just with a click of a button they can login to all those 4 usage patterns which are, email, instagram, facebook and twitter. These four usage patterns are application that can improve their lives. For example facebook and instagram, these two can connect them and their loves and by far the easiest way. This can be supported and based on figure 8 and 9 which the smartphone is highly used to communicate with friends and family, and also the chosen way of communicating are via voice call and instant messaging.

Specific Problem 3: How does the usage of Smartphone affect the elderly life?

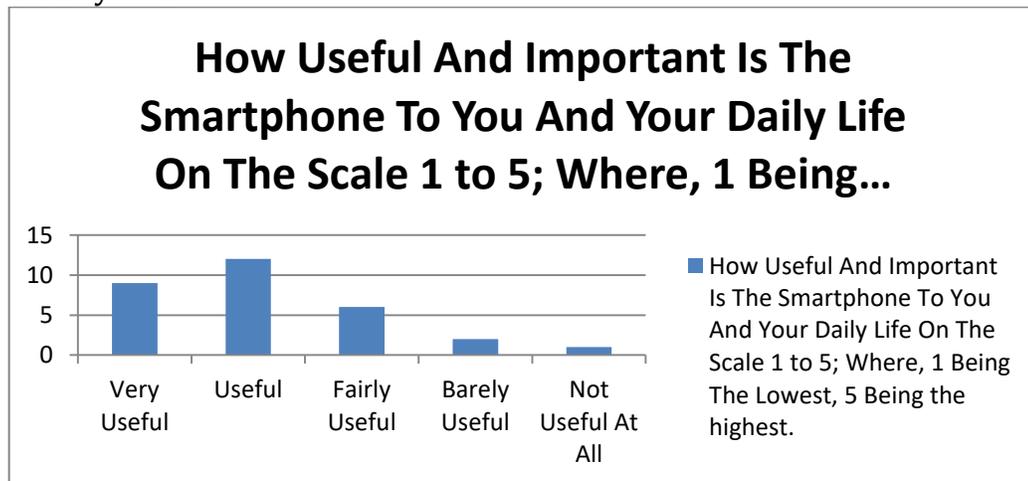


Figure 16 Respondent's Thoughts on The Usefulness of Smartphone

For this specific question number 3, how does the usage of smartphone affect the elderly life? Two questions have been constructed in order for this question to be answered. First we need to know how impactful the smartphone towards the respondents and also the usefulness of it is. Based on figure 16, the question goes, how useful and important is the smartphone to you and your daily life on the scale 1 to 5. The highest of them all at 40 percent said 'Useful', second is 'Very useful' at 30 percent, third is 'Fairly useful' at 6 percent, fourth is 'Barely useful' at 6.67 percent and last with only one respondent, is 'Not useful at all' at 3.33 percent.

Following the above question, there are many ways that can affect the respondent's life. One of those is how do they feel about using a smartphone, majority believed it is very useful and important for them. Once they have said this, meaning they have a special bonding with the smartphone, bonding that is not easily to be attached and also not easy to be broken. This feeling of importance and usefulness can be easily obtained a user's gratification. Once these have been achieved, then the bond is intact.

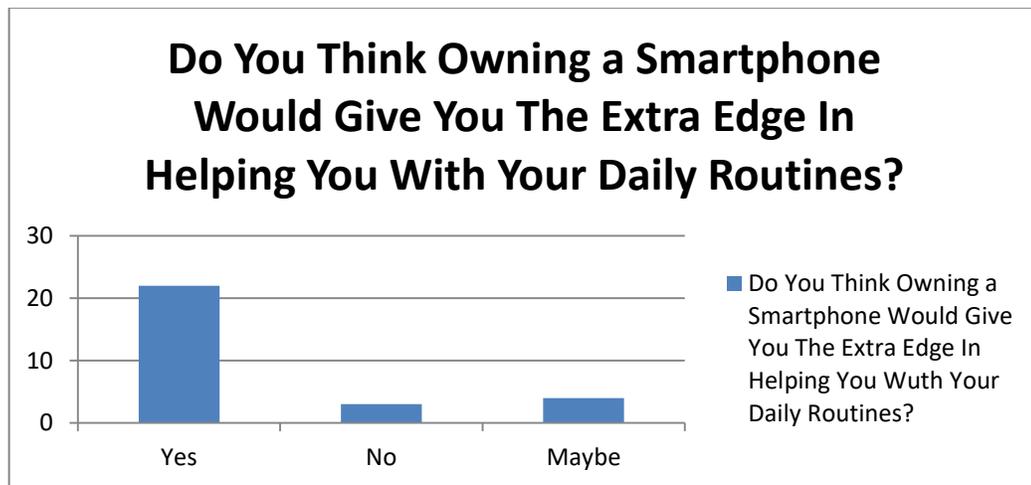


Figure 17 Respondent's Thoughts on the Extra Edge Received by Using Smartphone

On the other hand, the second question in order to further solid the argument goes, do you think owning a Smartphone would give you the extra edge in helping you with your daily routines. This question is very direct and solid, the researcher wants to know whether the respondents believed that a smartphone can really help and enhance their daily routines. Based on figure 17, 73.33 percent of respondents agreed that it would give them the extra edge in helping with their daily, second to first is 'Maybe' at 13.33 percent and last is 'No' stands at 10 percent. This question gives the insight look at what do they think about how it would help them with their daily routines. As said earlier, many aspects can be show from the figure above, one of many is going online. Multiple things can be done when the respondents frequently go online, taking a businessman for an example as many of the respondent are still doing business privately based on their occupation stated on the survey paper. They use email to send their works to client instead of going out to meet them, which is more convenient and time consuming. Not only that, the respondent used face book to keep track on family members and matters and instant messaging to bridge the gap between any of them, plus a group chat can be created.

Usage of smartphone that affect the elderly life can also been seen on how repetitive the user open and use the smartphone and the type of application opened. If the phones are used on daily basis which all the respondents have mentioned and come into consensus, then it really means something to the respondents. A businessman use it for going online and get information, a housewife use it to get entertainment with facebook and instagram and a pensioner use it for bridging the gap between family and friends via instant messaging and video call. All the functions that a smartphone provides must really have a meaning to each and every one of the respondents, without a doubt.

The respondents are equally the same like any other users that have something similar by using smartphone. The feel of satisfaction by having all things from entertainment, information, camera, internet in one device, which can easily, completes a person life.

CONCLUSION

In view of the findings gathered by the study, the following conclusions were obtained:

Specific Problem 1: What are the usage patterns of Smartphone to the elderly respondents?

- The finding proves that the usage patterns of the elderly are similar to any other users, as they used smartphone to the fullest. All of them had at least an account with Facebook, email, Instagram and Twitter, which means they had access to all these applications.
- The respondents were all satisfied with the use of smartphone and they have ranked their level of satisfaction highly. Thus making the usage level very high.
- All the respondents mainly used smartphone as a medium to communicate with each other, especially with family and friends.
- The findings have proved that occupations did dictate the way of using smartphone as many of them have email, which were mainly used in the perspective of office and job requirements.
- The adopting factors are solely based on the level of satisfaction upon using smartphone and with what it has to offer, especially the elderly tend to use on a purpose basis where they find it useful that would only bring enhancement to their lives in any possible ways. The user and gratification had shown why elderly use based on a choice and necessities.
- The assumption for 'the current Smartphone in the market might be too expensive and too advance for those who know nothing about digital and technology. Less innovative and simple features might come in handy' has to be rejected. Because based on the findings, at their respective age majority were using smartphone like anyone else. They were also familiar and satisfied with all the features of the phone, apps and functions.

Specific Problem 2: Why the usage patterns rated very high by the elderly?

- They were all agreed upon the level of satisfaction in regards to the phone and its easiness to use. Thus making such usage easier and attractive. So losing focus wouldn't be easy.
- The simplicity of its design and functions has helped them in getting along well with smartphone as well as to capture their heart. Because at their age, things that are complicated might have been forego.
- What makes the usage patterns high was because of the number of hours that they spend daily viewing and using their smartphone. For example to communicate with their family and friends via Facebook, the number of time they use can be double.
- This proves that the assumption of at 'their age to learn and adopting smartphone might be difficult and slow' has to be rejected as their level of smartphone usage are very high and they were all medium users which spent more than 3 hours daily.

Specific Problem 3: How does the usage of Smartphone affect the elderly life?

- First of all is the impact that a smartphone can provide to its user, especially to the elderly, a smartphone can give vast amount of benefits in helping them to do things day in and day out. For example instant messaging that were widely used by respondents, it brings a sense of satisfaction by knowing how simple it can be to be connected with one and another and plus its free.
- Secondly is the extra edge that all respondents felt when asked, smartphone has been really being helpful in the case of easing the elderly in many ways, from group

instant messaging to online services such as email without even needed a PC nor laptop again. Not only that, taking online banking as an example where the respondent can do it via their smartphone with hassle free and with just a simple click of button that is all needed. Basically smartphone has completely changed their way of using a phone completely, which it doesn't contradict with its name of 'Smartphone'.

- In the sense of how it would affect the elderly life, smartphone brings there services and functions that an ordinary phone cannot provide. Hence making it irreplaceable and part of their lives. Its something like all under one roof, which is convenient and user friendly.
- The assumption 'There are still a number of elderly in the general population who uses and know the benefits of using Smartphone' is accepted prior to the finding above. It is very clear that all respondents were smartphone users and even astonishing they use regularly at the rate of more than 3 hours daily.

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