# Attitudes of Baby Boomers Generation on Mobile Technology and Social Media Usage

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# ABSTRACT

This case study has focused on the attitudes of Baby Boomer generation towards mobile technology and social media usage in order to understand their reasons, opinions, need and their uses and gratifications of these usage as well as the difficulties and compellings of individuals from Baby Boomer generations towards mobile technology and social media usage regarding their adoption of innovation.

The study has been applied on participants belong Baby Boomer generation with different age and conducted in five areas of Northern Cyprus; Nicosia, Famagusta, Kyrenia, Morphou and Karpasia. By using quantitative research methodology, a survey study has been designed in accordance with the subject of the study. Fifty-two questionnaire has been prepared for the survey study. The questions are consisting of 11 multiple and 41 likert scale statements and 355 participants has answered the questions regarding their availability.

The result of the study indicates that depends on their age, the attitudes of Baby Boomers generation towards mobile technology and social media usage shows difference. Despite, their adoption level for innovation, compellings, diffilculties and their lacking on mobile technology and social media usage, shows difference depending on their age.

Also, it is indicated that Baby Boomers above 63 age compels on the mobile technology and lacking on social media usage however they find mobile technology has advantages and social media helps connecting them with others. On the other hand,

Baby Boomers below 63 age approach opposite and believes that mobile technology and social media is beneficial and necessary for today's life.

# ÖZ

Bu çalışma Baby Boomers kuşağının mobil teknoloji ve sosyal medya kullanımlarına karşı gösterdikleri tutumları, görüşleri, gerekçeleri, ihtiyaçları, kullanım ve doyumları açısından ele almıştır. Aynı zaman da Baby Boomers kuşağının mobil teknoloji ve sosyal medya kullanımında yaşadıkları zorluklar ve yeniliklere karşı gösterdikleri adaptasyon tutumları da bu çalışma da incelenmiştir.

Araştırma çalışması, Kuzey Kıbrıs da Lefkoşa, Girne, Gazimağusa, Güzelyurt ve Karpaz bölgelerinde farklı yaş gruplarından Baby Boomers kuşağına ait katılımcılar üzerinde gerçekleştirilmiştir. Çalışmanın konusuna bağlı olarak nicel araştırma metodu kullanılan bir anket çalışması yürütülmüştür. Anket çalışması için 52 soru hazırlanmıştır. Sorular 11 çoktan seçmeli ve 41 tutum ölçeği ifadelerden oluşmaktadır. 355 katılıımcı uygunluklarına göre soruları cevaplamıştır.

Çalışmanın sonucu, Baby Boomers kuşağının yaş farklılıklarına göre mobil teknoloji ve sosyal medya kullanımında farklı tutumlar sergilediklerini göstermiştir. Aynı zamanda, yeniliklere uyum sürecinde gösterdikleri tutumların, mobil teknoloji ve sosyal medya kullanımında yaşadıkları zorluklar ve yetersizlikler, yaş dağılıma göre farklılık gösterdiği gözlemlenmiştir.

Yapılan bu araştırma, 63 yaş üzeri kişilerin, mobil teknolojinin avantajlı olduğunu ve sosyal medyanın birbirleriyle bağ kurmalarına yardımcı olduğunu savundukları, aynı zamanda mobil teknoloji kullanımında zorlandıkları ve sosyal medya kullanımında yetersizlik yaşadıkları ortaya çıkmıştır. Öte yandan, 63 yaş altı katılımcıların

yaklaşımlarının tersine olduğu, mobil teknolojinin faydalı ve sosyal medyanın günümüz için gerekli olduğuna inandıkları araştırma sonucunda ortaya çıkmıştır.

**Anahtar Kelimeler:** Baby Boomers Kuşağı, Mobil teknoloji, sosyal medya, tutumlar, yenilik adaptasyonu

# DEDICATION

*Truly dedicated to Ayşe & Bekir and Ozan Demircanlı*

# ACKNOWLEDGMENT

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# Chapter1

# INTRODUCTION

Human being since their existence on Earth have always sought for innovation to upgrade their standards. The inventions of fire, the exploration of wheel is just the beginning and first examples show us that the idea of improving for better was always in human being's mind. As the history is the best witness for these improvements, one of the most crucial and significant improvement that human being went beyond is technology (Thomas Kingston Derry, 1993). In literature there are some researches pointed out that, the invention of technology approximately begins in the eleventh century and keep continue to improve, developed and arrived till the current centuries. Technological improvements have showed up in many areas like industrial developments, medicine, inventions of many devices and tools and communication... etc. (Friedel, 2010). People adopt and learnt some of these improvements easier but some not.

The technological improvements in communication started early 1900s and has arrived today's life. These rapid changes in communication have brought some difficulties in people life while adopting and learning these improvements. Moreover, generation of people have an important role in that issue. For instance, people who born in 1950s might have much more difficulties in learning and adopting themselves for the technological developments while comparing the generation of people who born in 2000s. One of the most significant examples for that is mobile technology and internet

usage (Robert Verburg, 2006). Despite the generation differences, all generations have strong significant reasons while they are using mobile technology and internet in their lives. Like human being, every product or service has lifecycle. Similar as people, they are passing some stages as introduction (born), growth, maturity and decline (dead). Also, people while they are adapting these product or services in their life's, they are passing adaptation process where it has own stages as well. This process cycle is categorized as innovators, early adopters, early majority, late majority and laggards and it is comprising depends on generation to generation (Vijay Mahajan, 1990).

Many studies have been conducted about the X, Y, Z generations and analyse their attitudes towards social media usage and new media adaptation. However, there is a limited research done about Baby Boomers generation in worldwide, on the other hand, no research done about Baby Boomers attitudes towards mobile technology and social media usage, who lives in Northern Cyprus.

To research this subject adequately, there is two important communication theories must focus on such as; **Uses and Gratification Theory** and **Diffusion of Innovation Theory**. This research is going analyse as case study that focuses on the attitudes of Baby Boomers generation towards mobile technology and social media usage in TRNC under the mentioned communication theories' perspectives.

## 1.1 Problem Statement

This study focused on the attitudes of Baby Boomers generation towards mobile technology and social media usage under Diffusion Of Innovation And Uses & Gratification Theories. Thus, this research not only focused on Baby Boomers demographic characteristics but also their behaviouristic and psychological attitudes

on their usage as well. A quantitative research has been conducted to examine why they prefer and need to use mobile technology and social media, what kind of benefits they are obtaining and what kind of difficulties they are confronting when they are using.

Despite of considering the differences between generations regarding their attitudes and behaviors, the problem statement can be identified more than one. **First**; their gratification to use social media is consciously, the difficulties on using social media can be identified as adopting themselves and learning new things might be difficult for this generation. **Second**, the gap of knowledge about mobile technology has impact on Baby Boomers' attitudes. **Third**, lack of media literacy regarding computer mediated communication causes difficulties on Baby Boomers generation's usage of social media. **Fourth,** even though, some of the people from Baby Boomers generation want to refuse, regarding the difficulties they have, using these innovations, they still try to use and adopt themselves towards these technologies. The research has been specifically designed to examine and determine these statements and find out the reasons behind these problems.

## 1.2 Purpose of the Study

The purpose of the study is to analyse the attitudes of Baby Boomers generation towards using mobile technology and social media. The reasons of why Baby Boomers are using mobile technology and social media, the difficulties they are confronting, and its relation to Diffusion Of Innovation And Uses& Gratification theories are the main subject that this study focuses on and conducted in the research.

Quantitative research methodology was used in research to analyse and examine the Baby Boomers generation attitude towards mobile technology and social media usage. 52 survey questions were prepared and asked to participants from demographics of Baby Boomers generation who are located in Turkish Republic of Northern Cyprus. The question types were chosen as open ended multiple choice questions and likert and likert scale type structure. The variables for the research were selected as dependent variables; people from Baby Boomers generations as mobile technology and social media user and independent variables; mobile technology and social media. Both variables are structuring the main study. Thus, this research is going to explore attitudes of Baby Boomers who live in Northern Cyprus towards mobile technology and social media usage and create a valuable source for the literature.

## 1.3. Hypothesis / Research Questions

The hypothesis of this study is to focus on the difficulties that Baby Boomers confront and this generation's attitudes towards mobile technology and social media usage in terms of Uses& Gratification And Diffusion Of Innovation communication theories. Despite of their reasons of why they want and need to use mobile technology and social media, they are also having difficulties in adopting themselves into these new communication technologies. Research of this study and the survey questions were specifically designed to analyse and find out the hypothesis of this study. Research questions of this study bases on;

1. What are the reasons for Baby Boomers generation to use mobile technology?
2. What are the reasons for Baby Boomers generation to use social media?
3. What kinds of difficulties they confront while them using mobile technology?
4. Do they really need or tended to use mobile technology or social media if there are other alternatives?

5. What are their expectations from mobile technology and social media?

## 1.4 Assumptions

The usage of mobile technology and social media by the people that belongs to Baby Boomers generation is the main assumption of this study. Some of the assumptions can be state as below:

- Population of Baby Boomers generations represent %20 of Northern Cyprus population.

- Baby Boomers generations use internet and all its functions.

- Gap of knowledge about mobile technology and social media compel them to adopt themselves and learnt the mobile technology.

- Since Baby Boomers generations need to communicate as well, they need to adopt themselves for computer mediated communication.

- Contribution of Baby Boomers generations for organizations, companies (both profit and non-profit) are crucial.

- Baby Boomers generations gets influenced by their close environment and this effects on their attitudes and behaviours.

## 1.5 Significance of the Study

This study has been focussed on the people from Baby Boomers generations' attitude towards mobile technology and social media usage in terms of their reasons, preferences and the difficulties they compel while they are using mobile technology and social media. Thus, the significance of this study is to display these difficulties and to enlighten alternative suggestions for Baby Boomers.

Previous studies focus on Baby Boomers adaptation in other subjects or aspects in behaviouristic approach. The studies that focus on Baby Boomers adaptation of technology or new communication technologies have focus on their adaptation level.

This study has specifically focuses on the difficulty criteria on the adaptation of Baby Boomers on mobile technology and social media usage. Despite, this study examines attitudes of Baby Boomers generations who lives in Northern Cyprus which carries an importance as contribution to the literature, yet this creates significance for this study.

The research has been conducted significantly regarding the issue and survey questions are designed specifically to answer these statements. Questions are asked to participants who have different demographics but mutually all belongs to same generations. The answers are analysed in SPSS program. By using descriptive statistics, the findings are analysed regarding to examine the significance of the study.

## 1.6 Limitation

As, all the participants have different demographics and characteristics facilities, this study was limited in some several conditions. The limitation of this research as follows;

- Research has been conducted in a limited location, Northern Cyprus.
- The number of participants, 355 participants contributed to survey.
- The participants were all born between 1946- 1964 years.
- The research has been conducted in 2017 November.

## 1.7 Definition of Terms

The terms that used in this study are defined and explained as below:

**Baby Boomers:** It is a term called for people who are born during or right after Second World War, between 1946- 1964. The name is given for this generation in United States of America as the babies were born between these years than ever before. In total, there were 75 million of babies were born in United States. This brought a big impact on the economy, the education system, pop culture, consumerism, the workplace, urban/suburban life, and the prevailing political climate. The demographics, life styles, traditions and their behaviours are significantly differing than other generations' characteristics (Monhollon, 2010).

**Mobile Technology:** It refers any electronic equipment like mobile phones or small computers such as laptops, tablets that are transportable and allows accessing the information in different places. Some of these technologies can be considered as MP3 players, smart phones, Laptops, Tablet PCs, Personal digital assistants and etc… Mobile technology is unique in terms of its portability, simplicity, flexibility of use and allows people utility in many activities (Goggin, 2006).

**Social Media:** A form of electronic communication that enables the users to participate to share or access information, to share or create a content and to connect to larger amount of people socially. Social media includes the web sites, blogs, and social platforms such as Facebook, Twitter, Instagram, Linked-in as the most famous ones (Fuchs, 2013).

**Attitude:** It is a positive or negative affect conducted with some psychological object such as symbol, slogan, phrase, institution, ideal or idea toward that people can differ in positive or negative affection (Edwards, 1994).

# Chapter 2

# LITERATURE REVIEW

This part of this study focussed on previous related literature and theoretical framework to make more understandable about the attitudes of Baby Boomers on mobile technology and social media usage. Regarding this issue, behaviouristic approaches of Baby Boomers, demographic structures of these individuals, their reactions towards mobile technology and social media usage as an adopter, the way they perceive mobile technology and computer mediated communication, their utilization and the gratification of Baby Boomers in this matter are important components to analyse. Thus, this chapter has four main sections.

It starts with review the Media and Society section first, then in the second sections would interpret the new communication technologies. The third (3) sections would clarify the Baby Boomers generation and the fourth (4) and final section would discuss the theoretical framework of communication theories related with this study such as uses and gratification theory and diffusion of innovation theory.

## 2.1 Media and Society

Through the history, developments in communication has brought up a new constitution called media. Since the existence of media, people's life has shaped regarding to media's influences, its benefits and its usage ,and so within its dynamics (Carey, 2009).

The reflection of media usage has revealed different usage and gratification. Media allowed both sender and receiver to reach larger areas, therefore, allowed to communicate interactively with each other. Not only audience perspective, but also, media helped improvements on many areas like advertising. Within the technological developments, even, media itself has reinforced and created its own fields like digital media (Winston, 1998). These developments in media, through the past, revealed and has helped developing communication theories. For instance, the invention of radio developed hypodermic needle theory and by media's occurrence, uses and gratification theory has applied in range of areas from television to internet, social media usage.

The occurrence of the media has created many communication theories. Thus, most of these theories, whether positivist or critical, focuses on the effect of media on audiences who are member of society. Therefore, to understand these communication theories, it is important to determine the meaning of media, its influences on society, its functions and its characteristics facilities first. Although, it is crucial to understand the society structurally and individuals as members of the society as well. Hence, it is important to evaluate the demographics of people, behavioristics of society, dynamic influence of audience to that that society.

As the media content has reinforced through history, the idea of communication has changed and formed its own content in today's life. Regarding this, the needs, the usages, gratifications, expectations, and the utilities of audience from the media has changed as well (Burton, 2009). To understand these criteria, it is important to discuss the effects of media on people as a member of society.

There are four media effects that has been considered in this sense. These are; message effect, medium effect, ownership effect and active audience effect (Virginia Andreoli, 1978).

**The message effect** is divided into four categories as cognitive, attitudinal, behavioral, and psychographic effect. Cognitive effect refers to motivation of audience. As level of learning through media relies on audience's motivation, this relationship occurs with the media consumption of audience. Cognitive effect is seen best in internet and social media usage. Individuals can access new information, and so can obtain new experiences. Regarding their motivational change, the effect of social media or internet blogs creates cognitive effect on them. Attitudinal effect refers to audiences' attitudes towards media. This effect depends on media content and claims that media can affect and change audience's ideas or even more, it can create a new idea on audience. Reality shows on televisions are one of the most effective media content on audience in terms of attitudinal. Or even how the current issues carried in social media can create attitudinal effect on audience. Behavioral effect focuses on the influence of media on audience's action towards a message that media carries. Different than attitudinal effect, behavioral effect emphasizes the influences of messages on audience like persuasion on purchasing a product or actions like propaganda etc… Psychological effect focuses on the feelings that media creates on audience. The content like music, news, movies, violence scenes, sexuality etc. can influence the audience's feelings and even can create feelings happiness, joy, fear, sadness etc... All these feelings are considered as psychological effects of the message (DeFleur, 1976).

**Medium effect** is about the transaction of the message with the communication model. As the traditional communication model refers to the sender, the message and the

receiver, the importance of through which channel does the message carried to audience has impact, and so creates an effect on audience's perception. Influence of medium effect can be seen and occurred in all type of communications whether interpersonal, intrapersonal or mass communication (M McLuhan, 2006). As today's most effective and demanded medium is internet, the influence power of it significant and therefore, it is used by governments, organizations, individuals, communities and for many range of purposes. The importance of medium is revealed by its dispersion areas. Even medium itself can use another medium. For instance, newspapers are broadcasting online and they also use social media as another medium to be more effective on audience.

**Ownership effect** considers the effect of media but also, focuses on the effect of the media owners on audiences. It claims that people who have power, like gatekeepers, editors, media owners, to control the media have a crucial role on influencing and so shaping the attitudes of the audience who are part of the society. As the media owners distributes and promotes the message, audience gets effected and reacts to that message brought up by the media owners (Tony Bennett, 1982). Through the selected media messages, audiences choose which media or message to obtain, to react. For instance, the current issues on agenda will be presented by media, however it is arranged and prepared by the media controllers. For the same example, different newspapers, having different political aspects might bring up the same event in a different aspect. Therefore, audience of both newspapers can obtain different effect than each other.

**Active audience effect** perspective differs than the previous media effects. Prominence of active audience is that they use media depends on their needs, wants,

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gratifications and utilities. Thus, they obtain their own specific messages. As the audiences are dynamic and active users of media in today's world, depends on what they obtain from the media, their responses to the message is been formed as an effect. Such as, usage of internet allows interactive communication for individuals which means they are both sender and receiver for the message. Thus, they become the effect itself, rather than the medium's effect. There are some categories that creates different aspects on active audience. Geographic structure such as climates, regions, locations can differ audiences' approaches towards the media message. Another important factor is demographics of audiences. Factors such as age, gender, ethnicity, race, income, level of education can lead to different perspectives on audience effect. Despite to these factors, psychographic reasons also generates differences on active audience's perspective towards the message that media carries (Jungkee Kimalan, 1997). Different personalities, lifestyles, opinions, interest provokes different media usage and thus, generates different effects on audiences. For instance, while baby boomers use newspaper as media source, generation Y use digital or online newspapers to reach the source of message.

## 2.2 New Communication Technologies

The innovations and developments in technology has affected to the idea of communication as it created a mutual relationship between media, medium, message and the audience. Technologies that refers to communication plays an important role in shaping audiences' approach towards media usage. Communication technologies is not only effects audience, but it also plays a crucial role on business, marketing, politics, and organizations as well. By the technological developments, traditional concept of communication has shifted to a different aspect as well as it modified people's relationship, both interpersonal or intrapersonal (F.Nunamaker, 1993). In

19$^{th}$ century, communication channels like radio, television, newspapers were allowing only one-way communication for senders. When it comes to 20$^{th}$ century, the technological developments brought up new communication channels like telephone, computer, satellite, internet, and mobile technology. This allowed senders to interact mutually with receivers of the message, and also allowed audience to interact mutually – becoming the sender as well-. For instance, through the blog pages in internet, people can be both sender and the receiver for the message.

Over the last 60 years, communication technologies have passed through big improvements. In 18$^{th}$ century, after newspaper, the telegraph was used to considered as new communication technology. Starting with the invention of radio, telephone and television, the idea of new communication technology has shifted from telegraph. And today, satellite, computer, mobile technology, and internet are considered as new communication technologies. The process of each technological improvements has brought up with a new approach in communication. and so new usage for both sender and receiver. Authorities who sends the message has used these technologies to reach their purposes and audiences used these technologies for their specific needs and gratifications (P., 2003). Apart from this, the innovations of computer, internet and mobile technology has the most impact on the idea of communication. Thus, it constituted as a new terminology such as new media.

## 2.2.1 Mobile Technology

Mobile technology refers to any portable device that a person can carry with him/herself to perform a wide variety of "tasks". mobile technology allows these tasks to be performed via cellular phone, PDA (Personal Data Assistant), laptop, tablets, notebook computers, smart phones, global positioning system (GPS) devices, wireless debit/credit card payment terminals, etc… It includes the use of a variety of

transmission media such as: radio wave, microwave, infra-red, GPS and Bluetooth to allow for the transfer of data via voice, text, video, 2-dimensional barcodes and more (June Lu, 2005).

Obviously, the developments on communication technology has brought up many advantages. As the latest fast-growing technology is mobile technology, it revealed significant advantages for people. Such as downloading applications, GPRS functions-maps and navigations features, camera function, being able to take a picture or record a video-, search information- being able to access the sources via different variety of research options-, connectivity- contacting with people and staying in touch with the environment-, entertainment- listening music, games, reading book, watching videos, movies-, allowance of taking notes, scheduling plans and emails there are many unique advantages and usage purpose of mobile technology in today's life. Despite to these benefits, features carried within that mobile like calculator, voice recorder, drawing path, memo, calendar, alarm etc., are the provided benefits and usage of mobile technology in today's life (Virpi Oksman, 2004).

### 2.2.2 New Media

Computers, laptops, Internet technologies, mobile technologies like cell phones, smart phones, tablets, game consoles, data banks and communicators, in other words all these digital technologies are considered as new media (Lister, 2009). Differently than traditional media, all these communication technologies provides the allowance multi mediated media style and mass communication interactively. This multimedia high speed environment provides possibility for people to share, create and change the content as well as searching information, entertainment, socialization and connecting with others. This form of new communication idea is used by all generations for variety of purposes. The possibility of becoming an active user allows audience to

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become online, to give and to obtain a rapid feedback. Despite, the allowing of fast accessing the information revealed new form of public services online like education, health, banking, payments etc… (Livingstone, 2010).

Considering all these features, the impacts of new media can be approached under three categories; cultural, sociological and economic impacts.

**Cultural impact** refers to the affection of new media on the idea of traditional culture and how it modified and turned it into a digitalized version of culture. Developments in new media has brought up a new form of electronic cultural forms like web sites, blogs, computer games, graphics and even digital arts. These forms had affected on traditional cultural forms like photography, painting etc… and led to the occurrence of new form of culture which includes digital artworks and cultural products (Jenkins, 2004). The influence of internet has been the most significant innovation that transformed people's life. Although, people became mediated through the social media, mobile phones and internet. Range of daily actual activities has been transformed and changed its shape in order to people's adopting of these digital process. Such as dating websites, online shopping sites, online video games and etc... has reconstruct the cultural structure of the society in order to change people's attitudes.

**Sociological impacts** are referred to affections on societal structures and impacts on social relationships. The traditional social relations had its own social networks dynamically. Neighbourhood, friends, families, communities… etc. are all different form of social networks in traditional social relations. New media tools affected on the traditional social network with existence of internet. This digital mediated form of

communication has brought up a new concept of social networking which is called social media. Developments of internet led to many social platforms like Facebook, twitter, Instagram, LinkedIn and many others. These social networks allowed people to have social power as they can share ideas, get rapid feedbacks, reach sources and information and connecting with each other globally (Haythornthwaite, 2011).

**Economic impacts** are referring to affections on individual's attitudes as consumer behaviour and occurrence of new marketing ideas. The use of social media has changed and re-shaped the idea of advertising. Also, the impact of internet has brought up new marketing events like internet marketing, e- selling, e-commerce activities and other marketing activities. Using internet allows companies to reach larger mass audience and to obtain rapid feedbacks from their audience (Bennett, 2003).

To understand how these impacts are processed and why internet has a big influence on people, it is important to focus on the characteristics of new media. Considering all its functions, there are six characteristics of new media determined (Silverstone, 1999). These are digital, interactivity, hyper textuality, virtual, networked and simulated.

**Digital media** is about how the data is transformed. The process of all Media data is transformed into binary codes, coding by using zero and one numbers. This Binary code allows people to access data in a way that is easier and faster. As an output form it is online sources, digital disks, or memory drives. These outputs are to be decoded and received as screen displays. The opposite of digital is analogue. Analogue refers to the process of storing physical properties in another physical form like old newspaper archives. Analogue media is fixed, and it does not change. Whereas, digital

media is in a constant state of alteration. It is constantly flowing, changing, and improving (Couldry, 2012).

**Interactivity** is a two ways form of communication. People can make individualized lifestyle choice from endless possibilities offered by the market. People are no longer just on the receiving end. New media allows consumers and users to get more involved. This can be seen in simple acts like commenting on news product for instance or writing a comment for a place. Interactivity is a "key value" characteristic of new media. It is a powerful representation of user engagement with media texts. It is also a more independent relation to sources of knowledge, individualized media use, and greater choice (J.Mcmillan, 2000).

**Hyper textuality** derives from hyper (a Greek word that means beyond, above or outside) and the word text. Hence, hypertext can be described as a text which provides a network of links to other texts that are 'outside, beyond or above' itself. In this sense, any verbal, visual or audio data that has links to other data can be referred as a hypertext. In other words, hyper textuality is the knowledge in the textual world. Ideas and information are shared and connected by digital algorithms. E- library systems, e-journals, references, citation methods, information sources like Google might be best example of hyper textuality (Scolari, 2009).

**Networked** is referring to the availability of sharing content through the internet. Individual's consumption of media texts, and how they generate their own contents are all process of networked communication. People can access variety of media at many different times globally by using networked based distribution and customize their own media use regarding their particular and specific needs (Loader, 2008).

**Virtual reality** is a computer technology that uses software and generates images, sounds, computer graphics and digital videos. The users have control over their interactions like playing video games gives people a virtual stage where they can interact and control their virtual lives to that extent (Papacharissi, 2002).

**Simulation,** compare to virtual reality, is the modified version of these computer technologies. In this sense, structures of video games are best examples of simulation. The characters, settings, events that are provided in video games gives users to represent themselves interactively with environment. The latest simulation examples like driving car programs, aircraft simulation programs etc. also enable users to have their artificial representations (Dovey, 2006).

### 2.2.3 New media and old media difference

The technological developments, innovations and changes in global world influenced the structure of 'media' , therefore, created a new understanding on 'media' constitution. Today, the media includes varieties of branches, different characteristics. These variesties has divided media as new and old media. However both old and new media are demanded and used by audience, their characteirstics are different.

Old media  refers to television, radio, newspaper, book, is characterized mostly by cost. Because it tends to be physical, rather than digital, its costs of production and distribution are high. New media, refers to blogs, web sites, social networking sites etc.,  are characterized by its digital nature and its low physical costs of production and distribution. New media relies on the Internet for distribution, in fact it is more accessible for individuals or small organizations to produce. Compare to old media cost and avaliablity, certainly, individuals are able to produce newsletters through blogs, web pages,social networking sites (Lawson-Borders, 2009). Another significant

difference between old and new media is their audiences. The demographics, psychographic and behavioristics of audience who prefers old media is significantly differs than the new media audience's profile (John Dimmick, 2009). Generational differences has crucial impact in this matter, as baby boomers generation prefers old media while following generations prefer to use new media.

## 2.3 Social Media

Social media is terms constituted after the developments of internet. As the usage of internet became wider, variety of usage and terms revealed and created its own content. Social media can be described as computer mediated technologies like variety of Web based platforms, applications and etc. that enable people share information, ideas, other form of expressions, via virtual platforms or networks and to socially interact with one another online. Some examples of social media sites and applications include Facebook, twitter, YouTube, Instagram, LinkedIn, Pinterest and other sites that have content based on user participations and user- generated content (Andreas M. Kaplan, 2010). There are some characteristics that social media carries. These are;

- Social media are web 2.0 internet based applications. Users typically access social media services through desktop computers and laptops, and download services that offer social media functionality to their mobile devices (e.g., smartphones and tablet computers) (Teresa Correa Amber, 2010).

- It consists on user generated content; posting a comment, texting, sharing photos, videos are all online interactions and forms social media content which are created by the user (Danah M. Boyd, 2007).

- Users create specific profiles or services for the website or applications which are designed and maintained by the social media organization. When engaging with these services, users can create highly interactive platforms through which

individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online (Jefferey W. Treem, 2016).

- Social media has been facilitated as the development of online social networks in which people are tended to interact with each other to participate and felt involved in things happening in the world  (David John Hughes, 2012). By connecting a user's profile with those of other individuals or groups, it allows people to access or share the information, make commends and share opinions interactively.

Social media is being used in ways that shape politics, business, world culture, education, careers, innovation, and more. In comparison to other media, social media's influence in political campaigns has increased tremendously. Social networks play an increasingly important role in electoral politics and propagandas recently. As, social media allows people to communicate with one another more freely, it helps to create influential social organizations among once-marginalized groups (Shirky, 2011).

The impact of social media on societies is significant. It brought an increased on awareness about societal issues. People share their concerns and ideas about social issues without actually without engaging actively in real life. For instance, pressing a 'like' button for a comment or shared idea on social media can be a good example for this matter (E. Page Bucy, 2004).

Another impact of social media is the affection on commerce and working implementing social networks within the workplace can strengthen knowledge sharing, removes boundaries, and can raise interaction and help create more highly skilled and knowledgeable workers. Also, companies see the importance of using social media to connect with customers and build revenue. The usage of social media

helps companies to generate insights, stimulate demand, and create targeted product offerings (Gaitho, 2017).

**2.3.1 Most Popular Social Networks Sites**

However, the most demanded social networking sites are changing depends on the demographics, behavioristics and psychographics of the audiences, regarding the generational differences, the social networking sites stated below are the most demanded social medias by baby boomer generation people (Coughlin, 1999).

- <u>Twitter</u>: It is one of the fasting growing networking sites. User can follow people they know or in whom they are interested and users can exchange brief text-only messages. Twitter is great for asking quick questions and getting rapid replies.

- <u>Facebook</u>: Unlike twitter, users create a profile and can upload pictures, videos, play games, briefly, whatever they want to do. Facebook allows applications like reviewing books, films and areas for private messages and allows open discussion. Also, it has a chat service where users can create conversations and interact with each other.

- <u>YouTube</u>: YouTube is a social network platform which allows users to share music, videos, movies, personal vlogs and independent films. It allows users to comment and share opinions. Despite, youtube provides business usage for users such as advertising in youtube or being' youtuber' as a blogger gives opportunity to the users to make business.

- <u>LinkedIn</u>: it is a bit like Facebook, but for business usage purpose. LinkedIn is a network for contacting and keeping in touch with colleagues, audiences and

potential customers. The network of users can be enlarged by contacting people who are friend, friend of friend and so on.

- Instagram: However, it is demanded by young generations the most, Instagram has grown to be one of the most popular social networks for sharing photos and videos both saved or recorded online. It is leading advertising platform for brands and companies and generates income through its network.

- WhatsApp: WhatsApp is a social networking sites which allows users to make free voice calls, video calls, voice records and texting message mutually or as a group. Despite, users can send or share pictures, documents, links from internet, photos, videos, even locations up to 256 people at once. The application can be used via mobile technology, desktops, laptops and tablets (Danah M. Boyd, 2007).

## 2.4 Baby Boomers Generation

This is the generation considered after the silence generation. The name for this generation is called as Baby Boomers, in United States of America first, to describe the massive births due to the periods between 1946 – 1964 which is after world war two (Jorgensen, 2003). The population after world war 2, showed rapid increased. In 1945 when the war ended, a huge number of veterans returned home and began living as civilians. In order, to make this process as smooth as possible in the US, Congress passed the G.I. Bill of Rights. The purpose of the Bill was to encourage home ownership and higher levels of education by charging very low or no interest at all on loans for veterans. Getting settled in with a more comfortable economic position allowed families to have a place to live, be educated, and start having babies (Ezequiel, 2016).
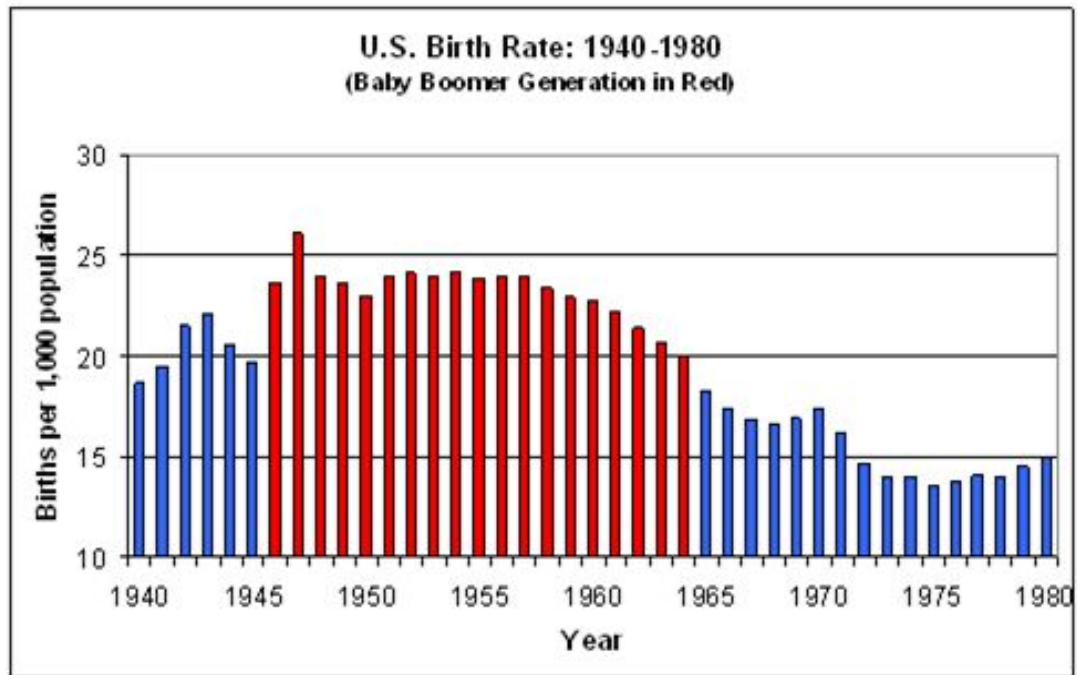
Figure 1: U.S. Birth Rate: 1940 – 1980

The table shows the increase on population between 1946 – 1965 (Quinn, 2008).

Thus, during 1940's, the population has increased % 20 and 3.4 million of baby were born. In 1950's, this number has reached to 3.9 million of baby and in 1960's almost 4 million of babies were born. This blast has created %40 of the U.S. population by the end of 1960's (Maeve Duggan, 2013).

Generation of baby boomers have its own unique characteristics. The demographic, psychographic and behavioristics of baby boomers are significantly distinguishable than other generations (Cox, 2016). However, this generation shows differences than other generations, they also characteristically differ within themselves according to culture, geographical facts, and other aspects (Ezequiel, 2016).

**2.4.1 Characteristics of Baby Boomers**

As, Baby boomers are divided into two categories within themselves as younger baby boomers (earlier, born between 1956-1965) and older baby boomers (latest, born

between 1946-1955), there are no significant differences on their characteristics (Timothy Reisenwitz, 2007).

Compare to previous generations, baby boomers played an important role and participated in the civil rights movement, Woodstock, Vietnam War, peace movement and the women's movement. Moreover, this generation's contribution and experiences had created an impact on social, educational, political and economic changes on U. S. government (Mary Elizabeth Hughes, 2009).

Baby Boomers have been characterized as individuals who believe that hard work and sacrifice the price to pay for success. Their work ethic consists on the idea of success comes from managing of time and effort dedications into their careers (Grimes, 2017). They started the workaholic trend. In fact, they are known as 'show me' generation. They also like teamwork, collaboration and group decision-making. Despite, they believe in loyalty toward their work places. They are competitive, and they have also been characterized as being goal-oriented (Tolbize, 2008).

Baby boomers, in terms of their attribution, are highly adaptive generation. From the civil rights movement, to the women's movement, to landing on the moon, to generating music like rock'n roll; this generation ushered in some of the most important achievements in many genres. Baby boomers know how to keep their minds focused on a particular subject or topic. Thus, their adaptation provides them reaching their achievements (Lisa M. Freeman, 2009). Another attribute of Baby Boomers are being goal oriented. This generation's people are all about goal setting and achievement. They enjoy creating goals for themselves, or even being assigned specific goals to reach in their daily life which includes for both their personal and

professional lives (Rebecca Leach, 2008). Another attribution of Baby Boomers is that they focus on independency and freedom on individual choices. The fact that parents of this generations is from a silence generation and saw great depression, baby boomer's attribution on individualism and freedom was oppositely dynamic. The potential attitude of baby boomers on women rights, freedom movements, sexual rights and movements against racism shows that this generation gives value on individualism and rights (Phillipson, 2007). In this sense, this generation is independent and self-assured. They aren't afraid to question authority if they don't agree with the issue, yet, they feel comfortable to express their opinions (Green, 2006). Another approach that baby boomer cohort have is positive attitude. After world war two, baby boomers believed that their life standards will be in better conditions and life will be peaceful and safer. In this sense, this cohort approached in a more optimistic way. However, compare to other generations, they are more disciplined and hardworking, they aspect the life issues in a positive attitude. In this sense, they participated and cared about humanity issues and welfare (Turner, 2000).

**2.4.2 Baby Boomers and Innovation**

As baby boomers are the generation who are born between 1946- 1964, they have been witness to many innovations and developments. The innovations in technology, medicine, communication, production and scientific developments diverted them into adaptation process (Linda Gravett, 2007). Growing up to the development of technology had classified them as digital immigrants. Compared to the generations born after them, when it comes to technology, the Baby Boomers experienced a much different upbringing. Historically to give brief example, the first IBM PC's and Apples appeared when baby Boomers were in their teens. They grew up with pre-cell phone mobile technology, such as telegraph, radio, television and landline telephones. The

main technology breakthrough at that time was the rotary telephone and tube television (Harris, 2003).

Thus, when the Baby Boomers were first introduced to technology around 1960s, it had little impact on their everyday lives. Hence, technology did not play a pivotal role in that era. In the 1970s, technology still had very little impact on the generation, because it was seen as something that only the academics and scientists used. However, people were easily adapted with the innovations that developments had brought up to their life. During the 1980s, the technology slowly invaded people's homes and changed their behaviour (Reynolds Farley, 2000). Baby boomers are involved in technology adaptation. As they are the educated, willing to learn and hardworking generation, the innovations and developments catches their interests and curiosity. However, the usage of technology differs between the generations, baby boomers uses depends on their unique needs and gratifications. The Baby Boomers, for instance, use the technology to assist them with getting the information they need and increasing their convenience. Or, they use new communication technologies like smart phones, internet, social media, to get connected with their families and friends. Opposite to following generations, baby boomers use the technology to benefit and to take the advantage of it (Yu, 2005). Although, the rapid improvement in technology creates conflict and compels baby boomers' adoption in innovations. Technology was less apparent in the age of Baby Boomers, whereas today, technology is everywhere. Baby Boomers are distant relatives to technology, since they valued other things on their time (Steel DM, 2009). Baby Boomers, are post-war children brought up with a radio or a TV as their newest technology. Their wisdom originates from books, and they were spending long hours at the library going through archives, books and newspapers to learn, to research and to reach the knowledge. Therefore, they are

actually open minded towards new technology, but the lack of new technology in their childhood has left them less native and more immigrant like towards technological innovations. Also, in contrast to Millennials' hyper technological behaviour, Baby Boomers demand guidance to accept new technology (Coughlin, 1999).

### 2.4.3 Attitudes of Baby boomers on Mobile Technology

Baby Boomers generation had witness to many technological improvements and they adopt themselves within their period of time. However, they are still ambitious and curious on learning this growing technology and they are taking the advantages of it, benefiting from it, they are having clusters on adopting, sometimes, using it (Niemela, 2007). The dynamic of technology continues and even became mobilized in nowadays. Banking, purchasing, selling, researching, and many other branch and functions have switched to mobilized technology in terms of providing their services faster for their consumers. In this sense, baby boomers are not only adopting themselves to this rapid grow technology, but also, the change in technology within itself as well. Mobile technology is one of the biggest example and issue for baby boomers in this matter. It is not only an innovation in communication, it is also a different shape of alternatives and services to access (Kumar, 2008).

When baby boomers were on their childhood, telephones were placed in their life. Telephone was used to contact with each other, to communicate with each other. The technologic status of telephones was as fixed, land line telephones. Because baby boomers were already born and grew up within this technology, they did not compel with the difficulties in adopting themselves (Yang, 2008). Since 1960, telephone showed big improvement. The evolution on telephone went as tele secretary, mobile phone, cell phones and smart phones. Baby boomers generation had witness on all these innovations and adopt themselves within these technologies. Baby boomers,

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however the preference and utility of mobile technology usage meets at mutual points, the adaptation level for mobile technology innovation has been perceived different. Debaro Huyler, in her study, states as "Although older individuals are stereotyped as having challenges with technology, the introduction of mobile technology is increasing older individual's functionality with technology. Mastering mobile devices typically means connecting to new digital environments and using technologies in unique way. Mobile devices are a platform for content delivery as well as a tool that can be exploited to increase levels of intimacy and comfort with technologies, while simultaneously creating new expectations, attitudes, and levels of satisfaction through user interaction." Although younger individuals typically view mobile technology as a social presentation of themselves, older individuals view and utilize mobile technologies as devices that can enhance their quality of life (Debaro Huyler, 2016). The usage of mobile technology of baby boomers have mostly consists on its functions and facilities provided like internet. Taking pictures, playing games like farm heroes, candy crush saga etc.., using social media, downloading and using applications that allows free communication and sharing like WhatsApp, Viber, messenger etc…, and connecting internet are the most preferred usages of mobile technology by baby boomer's generations (McLeod, 2009). According to AARP (American Association of Retired Persons) research, the consumption of devices that baby boomers owns in 2016 in America showed below (McCarthy, 2016).

**Devices Owned by US Baby Boomers/Seniors, by Age, July 2016**

% of respondents in each group

|  | 50-59 | 60-69 | 70+ | Total |
|---|---|---|---|---|
| Laptop | 68% | 56% | 38% | 56% |
| Smartphone | 73% | 54% | 29% | 55% |
| Desktop | 58% | 54% | 45% | 53% |
| Tablet | 51% | 38% | 25% | 40% |
| Ereader | 26% | 25% | 13% | 22% |

Source: AARP, "2016 Technology Trends Among Mid-Life and Older Americans," Dec 5, 2016

221180 www.eMarketer.com

Figure 2: Devices Owned by US Baby Boomers/Seniors, by Age, July 2016

This research indicates that there's a big difference between older and younger boomers in how likely they are purchasing smartphone. Age also plays a major role in how baby boomers use their smartphones. AARP research, it is found that most smartphone owners between 50 to 59 age performed common activities such as checking email, getting directions, browsing the internet and finding news on their smartphones. In addition, more than half also used their smartphones to play a game, make a purchase and shop for deals. Smartphone owners 60 and older were less likely to turn to their devices for this range of activities (McCarthy, 2016).

**Smartphone Activities Conducted by US Baby Boomer/Senior Smartphone Owners, by Age, July 2016**
*% of respondents in each group*

| | 50-59 | 60-69 | 70+ | Total |
|---|---|---|---|---|
| Send or receive IMs or emails | 95% | 92% | 78% | 91% |
| Get directions or traffic info | 85% | 75% | 62% | 79% |
| Get news and other info | 78% | 67% | 56% | 72% |
| Visit websites or surf the internet | 80% | 68% | 42% | 70% |
| Access a social networking site | 71% | 56% | 40% | 62% |
| Download or purchase an app | 70% | 56% | 34% | 60% |
| Play a game | 51% | 46% | 36% | 47% |
| Comparative shop for discounts and deals | 54% | 41% | 28% | 46% |
| Make a purchase | 53% | 38% | 24% | 44% |
| Get health and fitness info | 47% | 31% | 22% | 38% |
| Watch videos or shows | 49% | 29% | 17% | 38% |
| Perform banking or financial transactions | 43% | 29% | 17% | 35% |
| Post your own reviews, ratings or comments online | 34% | 20% | 10% | 26% |

*Source: AARP, "2016 Technology Trends Among Mid-Life and Older Americans," Dec 5, 2016*

221181 www.eMarketer.com

Figure 3: Smartphone Activities Conducted by US Baby Boomet/Senior Smartphone Owners, by Age, July 2016

As it is seen from the researches and previous studies, the consumption of mobile technology mostly consists on social media and internet usage for Baby Boomers generation.

**2.4.4 Attitudes of Baby Boomers on Social Media Usage**

Developments in internet within time process occurred a digital world. These rapid improvements have shifted communication aspect to digital world as well. The generations after baby boomers adopted themselves into this innovation very naturally as they were born within these innovations and as they are called digital natives (Rebecca Leach, 2008). Baby Boomers generation adopted themselves and started using social media. Compare to other generations, their utilities differ, and the gratification sought is significantly different than following generations. In fact, baby boomers are the majority of the population in societies as they are the children born after world war two. Since the creation of the Facebook in 2004, social media

platforms have played a major role in people's life. Although at first social media seemed to only appeal to younger users, its mass usage and relevance in today's society has led to an increasing number of users across all generations (Fuchs, 2013). However, baby boomers are starting to hold a much larger social media presence than they have in the past. Among the online adults, 45% of people aged 65+ use Facebook and 60% of those in 50-64 years old demographic use Facebook (Analoui, 2016).

Most baby boomers that use Facebook to connect with family and old friends. By using the benefits and advantages of social media networks, they have been able to reconnect with friends from high school, college, or from their childhood, able to see their pictures and updates of those people's life (Smith, 2016). The community involvement aspect of social media highly appeals to the baby boomer generation and they are the most likely users to share daily updates on life through social media.

Unlike their grandchildren's usage of social media, Baby Boomers like to see their families and relative's up-to-date shares on social media. They want to get connected and staying in touch interactively through social media. While connecting their families and relatives, Baby Boomers do share their photos, moments and updates others about their daily life through social media, even though they have concern about the security and privacy as it is their priority (Smith, 2016). Regarding the concept of privacy on social media and security, generational differences appear on social media usage.

Researches shows that compare to Baby Boomers, following generations use social media to share information, to connect & to socialize with others, cognitive needs etc… so displaying and sharing more information but information disclosure and

control privacy settings is less than Baby Boomers do. This indicates that self-esteem interferes and influences the usage of social media as the researches shows that Baby Boomers are having higher self-esteem than following generations (Emily Christofides, 2011).

## 2.5 Theoretical Framework

It is crucial to elaborate uses and gratification theory and diffusion of innovation theory under the theoretical framework for this study. therefore, to understand and to determine attitudes of baby boomers towards mobile technology and social media, it is important to approach socializing before internet, new communication technologies, mobile technologies, internet and social media.

### 2.5.1 Uses & Gratification Theory

Uses and gratification theory created by Elihu Katz which is a positivistic approach that refers to understand mass communication. The theory focuses on audience rather than focusing the media. Instead of approaching "what media does to people", uses and gratification theory focuses on "what people do with media" and in this matter, it claims audiences are not passive and have an active role on interpreting and obtaining the media to meet with their desires, needs to reach their gratification (Katz, 1959). The assumptions of uses and gratification has five components. These are;

- The audience is active, and the media usage is goal oriented.

- People use the media according to their advantage in benefit rather than media uses them. The audience is conscious on what is going to be absorbed and does not allow the media to influence them (Robin L. Nabi, 2009).

- Media competes with other sources of need satisfaction as audience have several needs and media tries to reach and gratify those needs.

- People are very conscious and are self-aware of their needs, wants of their media use.

- Audience have power to judge the value of the media content and can make the decision to view the media (Bybee, 2016)

Despite of the assumptions of uses and gratification theory, various needs, wants and gratification on media usage have distinguished within itself. Depends on the choices of audience on media usage, these needs and gratifications of people are selected into five categories (Ruggiero, 2009).

- Cognitive needs

- Affective needs

- Personal integrative needs

- Social integrative needs

- Tension free needs

**Cognitive Needs:** Cognitive needs refer to acquire knowledge. Among the audience, selectively certain people use media to reach and to gain knowledge and information to satisfy their intellectual needs. Under this usage and gratification, televisions, internet search engines, social network sites are some of the most common use media tools for cognitive needs of audiences (LaRose, 2010).

**Affective needs:** Affective needs refer to all kind of emotions, pleasures and other moods that gratifies audience on their media usage. Almost all kind of media usage can be considered for affective needs of the audience. Watching TV shows, series, using social media, web sites, other internet tools like friend network sites, mobile

technology, mobile games etc. are most use by audiences to satisfy their affective needs (Sangwan, 2005).

**Personal integrative needs:** Personal integrative need refers to audience's self-esteem need. people use media to reassure their status, gain credibility and stabilize. So, people watch TV and assure themselves that they have a status in society for e.g. people get to improve their status by watching media advertisements. Most common example for today's personal integrative needs is mobile technology usage and social media usage. People's life style changes in relation to their media usage (Zheng Wang, 2012).

**Social integrative needs:** It comprises the need of socializing with family, friends and relations in the society. For social interaction, nowadays people do not seem to have social gathering in weekend, instead they do such social interaction using media like the social networking sites and some mobile applications like Viber, messenger, and WhatsApp to satisfy their need (Namsu Park, 2009).

Under Uses and Gratification Theory, mobile technology, Internet and social media reviewed as modern applications.

Mobile Technology: Mobile technology is a new type of communication tool which allows people rapid contact with others, immediate access to their goal oriented needs and wants, social interaction with environment and socializing with others (Cheng-Hsi Fang, 2014). Some of the uses and gratification people use mobile technology for are Entertainment, Mobility, Immediate access, Affection/sociability, Fashion/status, escape, relaxation, coordination for business and etc. However the usage of mobile

technology combined with the internet usage as the technology and mobility allows

mobil phones to carry these functions and provide mutual uses and gratifications, still,

it differs at some points (Feldmann, 2005).

Internet: Internet is a deep field of new communication technology and perhaps it is

the most used mass communication tool in nowadays (Garcia Jimenez, 2012). This

new communication technology is used for three categories of gratification by people.

First, the usage if internet refers to content gratification which bases on accessing

specific information, researching a field or material that are gratified with content

(Stafford, 2004). Second is the process gratification which the experience of internet

usage or random browsing allows users gaining gratification (LaRose, 2010). Third

one is the social gratification which refers to interpersonal communication and social

networking that audiences are seeking for gratifications (Roy, 2008).

Social Media: With the development of the internet, some of the components based on

communication usage has been retrieved. The interactive usage of social media

transformed individuals from passive users to active participants (Rebecca Dolan,

2015). People started using social media in many uses and gratification aspects. Some

of most significant uses and gratifications are social interaction, pass time,

entertainment, relaxation, escaping, self-esteem, expression of opinion,

information sharing, information seeking, communicatory utility, convenience

utility, and surveillance/knowledge about others (Anita Whiting, 2013).

**2.4.2 Diffusion of Innovation Theory**

The founder of this theory is Everett Rogers, found and developed in 1961, explains

the theory of how innovations and ideas spread across the populations. He says in a

social system the innovation is communicated by the process of diffusion. **Diffusion** is

the process by which an innovation is communicated through certain communication channels over time among the members of a social system (Rogers, 1962).

Rogers states four elements that consists the diffusion process. These elements are: Innovation, communication channels, time and social system (Bass, 1991). Innovation refers to any idea, practice, or object perceived as new by an individual or other unit of adoption. Communication channels are components in transmitting the information of innovation to social system. Time is the duration for innovations to get accepted or adopted within social structures. It is a process for individuals, groups or organizations to be motivated or reduce the advantage and disadvantages of the innovations. Social system is a combination of both internal and external influences exists and affects adopters in different interactions (Sahin, 2006). In Diffusion of innovation theory, Rogers outlines the importance of adopter's role in related to process of innovation. This parallel relationship constitutes the process of diffusion. According to Rogers, adopters are the individuals that classifies the social system on a basis of innovation. He states five categories of adopters for classification. These are; innovators, early adopters, early majority, late majority, and laggards (Lundblad, 2003). According to Roger, innovators refer to people who are willing to experience innovative ideas, capable to take risks of and have a high social status. Innovators should be prepared to cope with unprofitable and unsuccessful innovations. Also, Rogers added that innovators are the gatekeepers bringing the innovation in from outside of the system. They may not be respected by other members of the social system because of their venturesome and close relationships outside the social system. Their venturesome requires innovators to have complex technical knowledge (Sahin, 2006). Early adopters are open to change, but are more closely connected to and respected within the social system, and are not quite so risky as innovators are in their innovation

adoption decisions. In other words, these are people who represent opinion leaders. They enjoy leadership roles, and embrace change opportunities. They are already aware of the need to change and so are very comfortable adopting innovative ideas (Li, 2014). Early majority category refers to people who adopt innovations within a time that is distinguishably longer than the innovators and early adopters. They are tended to adopt innovations on the average member of a social system; they are more deliberate about their adoption decisions. Rogers claims that although early majority have a good interaction with other members of the social system, they do not have the leadership role that early adopters have. However, their interpersonal networks are still important in the innovation-diffusion process. As Rogers stated, they are deliberate in adopting an innovation and they are neither the first nor the last to adopt it. Thus, their innovation decision usually takes more time than it takes innovators and early adopters (Sahin, 2006). Late majority category refers to all members of social system who wait until most of their peers adopt the innovation. These individuals approach an innovation with a high degree of scepticism after most of society has adopted the innovation. Late Majority are typically sceptical about an innovation; its outcomes, economic necessity and peer pressure may lead them to the adoption of the innovation (Dash Manoranjan, 2014). Laggards are the category that last to adopt an innovation. individuals in this category show little to no opinion leadership and typically tend to be focused on "traditions", lowest social status, lowest financial liquidity, and in contact with only family and close friends. Their interpersonal networks mainly consist of other members of the social system from the same category (Anna Essén, 2011). Because of the limited resources and the lack of awareness-knowledge of innovations, they first want to make sure that an innovation works before they adopt and want to make sure it is successfully adopted by other members of the social system in the past

(Sahin, 2006). According to Rogers, the individuals or other units in a system who most need the benefits of a new idea (the less educated, less wealthy, and the like) are generally the last to adopt an innovation. Strategies to appeal to this population include statistics, fear appeals, and pressure from people in the other adopter groups (Lundblad, 2003). The table below shows the percentages of adopters towards innovations.
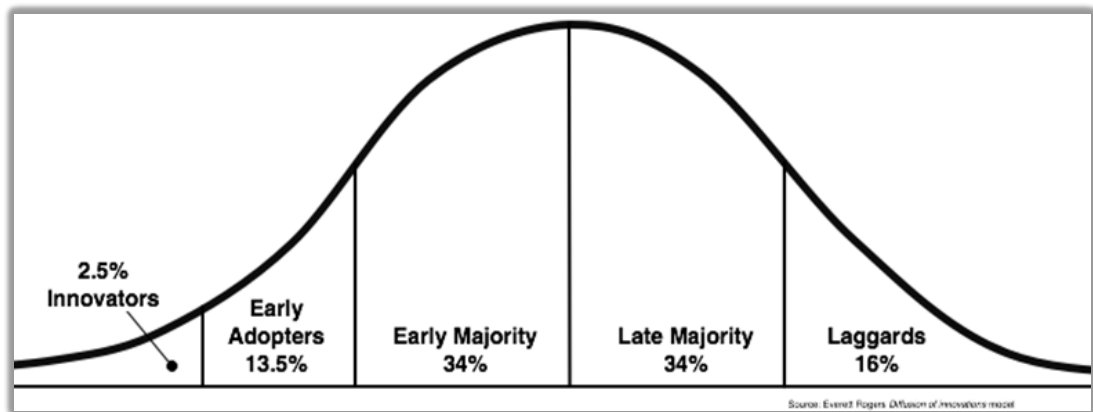


Figure 4: The stages by which a person adopts an innovation, and whereby diffusion is accomplished

In his study, Sahin explains the table as "The stages by which a person adopts an innovation, and whereby diffusion is accomplished, include awareness of the need for an innovation, decision to adopt (or reject) the innovation, initial use of the innovation to test it, and continued use of the innovation".

There are **five main factors that influence adoption of an innovation,** and each of these factors plays diffrent role and so,have diffrent impact in the five adopter categories. (Pennings, 2012).

- Relative Advantage - The degree to which an innovation is better than the idea or product it replaces. If an individual finds an advantage in this innovation, then, will be more likely to adopt it (Scott, 2008).

- Compatibility - It is related with how consistent the innovation is with the values, experiences, and needs of the potential adopters. This refers to the innovation that fits into a person's needs, current value system. Compatibility have more to do with potential adopter than the characteristics of the innovation (Nagra Gagandeep, 2014).

- Complexity – It refers to how difficult the innovation is to understand and use. The parallel relationship between ease of use the innovation and difficulty on the usage of that innovation has crucial role on adopters. The easier it is to understand and use a product, the more likely it is to be accepted quickly. One of the most significant one that adopters having is the complexity on technological innovations (Nagra Gagandeep, 2014). Nagra in his study explains with an example very well. He states that "People resist adoption of new products because of fear of complexity in purchase and usage. For example, is the mobile phone industry; realizing the problem of complexity, simpler models are introduced for those who desire the mobile set just for making and receiving calls and texting. It would be noteworthy to mention here that the youth are more techno savvy and have accepted electronic goods like MP3s and 4s, laptops, I-pods, ATMs etc much faster than the older generation. This is because the former has been able to deal with the complexity with a higher level of comfort than the older generation".

- Trialability - The refers to which the innovation can be tested or experimented with before willing to adopt that innovation. The rate of adoption will be facilitated after the innovation of relevant product, service, etc. will be tried or tested. Test drive

for new car models, free samples of products can be an example for this factor (Yi-Hsuan Lee, 2011).

- Observability – It is related to the innovation provides tangible, visible results. The chances of adoption are greater if the individual can easily observe relative advantages of the new technology. In fact, observability can improve the diffusion effect, thus, a critical component of innovation transfer (Dubois, 1972).

# Chapter 3

# RESEARCH METHODOLOGY

This chapter includes in the details about research methodology conducted for this study. This chapter has five sections these are the research design, population, sample, data collection, validity & reliability and data analysis. Quantitative research method was used to examine the attitudes of Baby Boomers generation towards mobile technology and social media usage. A survey study was conducted to examine their attitudes and to reveal their reactions regarding the research question of the study. The questions in the survey were specifically designed for Baby Boomers generation as they were the participants. However, the participants were all belongs to Baby Boomers generation, they were divided into different age groups in order to determine and select whether they are in early boomers or late boomers category. Despite of they have different demographics, the participants, from both gender, were from different nationalities who are locating in Northern Cyprus.

## 3.1 Research Design & Procedure

In this study, quantitative research methodology is used to understand attitude of Baby Boomers generation towards mobile technology and social media usage and to reveal their perceptions, behavioral responses, their reactions and their expectations. The research has been conducted in 2017 between October and December and carried out in Nicosia, Kyrenia, Famagusta, Morphou and Karpasia. Fifty-two questions and statements, in total, asked to 355 participants to find out their opinions, feelings, thoughts, compels and reactions towards mobile technology and social media usage.

The pilot study was carried out with fifteen people before leading the questionnaires to the main respondents to measure the effectiveness and reliability of the questions and the design of the questionnaires. By the help of the pilot study, the necessary changes and requirements has changed and applied to the main questionnaires regarding its format and structure. Correspondingly, the first five question of the survey were designed to reveal the demographics of the participants and the questions between 6-11 were designed conditionally, for the participants who use mobile phone and for the ones' not, to find out the frequency of mobile phone and social media usage. Despite the questionnaires, there are 41 statements, as 5 point likert and likert scale (strongly disagree, disagree, I have no idea, agree and strongly agree), designed to reveal the participants' attitudes, opinions and their reactions towards mobile technology and social media usage.

## 3.2 Population and Sample

The population of the study has consisted of individuals from Baby Boomers generation whose ages are between 53- 71 and locates in Nicosia, Famagusta, Kyrenia, Morphou and Karpasia in Northern Cyprus. According to 2011 population census of Northern Cyprus, The population of people between 53- 71 ages in five areas- Nicosia, Famagusta, Kyrenia, Morphou and Karpasia- are determined approximately 44.000 (www.devplan.org, 2011). The sample size is determined in accordance with the confidence level is 95% and the questionnaires are applied to 355 participants. Simple random purposive sampling method was used to collect data for the study.

## 3.3 Data Collection

The survey is designed specifically for Baby Boomers generation, has been conducted in 2017 between October and December and carried out in five areas of Northern Cyprus; Nicosia, Kyrenia, Famagusta, Morphou and Karpasia. By the survey, the

answers collected from 355 participants helped us to understand Baby Boomers' opinions, thoughts, compels and to analyze their attitudes, reactions and expectations towards mobile technology and social media usage. However, the participants were all from Baby Boomers generation, they had different demographics and characteristics such as age, gender, race, location and different preference on mobile technology and social media usage.

The survey used primary tool for data gathering to achieve the objectives of the study and it is improved by using SPSS. Despite, 5 point likert and likert scale interval categorization was adopted based on Balci's interval (Balci, 2004). According to Balci, The scales are classified in different statistical forms: 1.00- 1.79 Strongly Agree (SA), 1.80- 2.59 Agree (A), 2.60- 3.39 Undecided (U) (I have no idea), 3.40- 4.19 Disagree (D) and 4.20- 5.00 Strongly Disagree (SD). (Balci, 2004).

## 3.4 Validity and Reliability

As the measuring the data collection's tool is the important part of the research, validity and reliability of this study has been assessed to reach legitimate results. As it is shown in the table below, Cronbach's Alpha of the study is 0.827 which indicates a high reliability. This result was proven by the analysis of 52 item on the questionnaire.

Table 3.1: Reliability Statistics

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| ,827 | ,775 | 52 |

## 3.5 Data Analysis

This section refers to the statistical analysis used and gives information about this study. Analysis of the research was conducted by SPSS. Overall, descriptive statistics were used to analyse the data of the study. Descriptive statistics and cross tabulation analysis was conducted in the analyses of this study. In descriptive statistics, frequence table, descripe the baby boomer respondents demograhical characteristics facilities and their attitudes towards mobile technology and social media usage in Northern Cyprus. On the other hand by cross tabulation analyses, the answers of the questions, regarding the main research question of the study, are analaysed to reveal the attitutes of Baby Boomers generation toward mobile technology and social media usage.

# Chapter 4

# ANALYSIS OF FINDINGS

This chapter focuses on the analysis of the questionnaires conducted on participants from Baby Boomers generation who lives in five areas (Nicosia, Famagusta, Kyrenia, Morphou and Karpasia) of Northern Cyprus. The analyses are based on demographic of the data and all the items are concerning the main research questions of the study.

## 4.1 Mean Analysis and Descriptive Statistics of Respondents Demograhic Structure

In this section, mean of the attitude table of the the likert and likert scale questions which shows the attitudes of participants and describe the demographic stucture of the respondents. The categorization is indicated according to Balci's categorization of likert scale.

Table 4.1: Mean and Attitude table of Likert Scale Questions

| Statements | Mean | Attitudes |
|---|---|---|
| I find mobile technology complicated | 2,3577 | Agree |
| Touchscreen function is difficult to use | 2,5521 | Agree |
| It is difficult to memorize all functions of mobile technology | 2,3746 | Agree |
| I think many options of mobile technology is unnecessary | 2,3268 | Agree |
| I only use main functions of mobile technology like call, texting, taking picture, internet access | 2,0761 | Agree |
| Cell phones with buttons are easier to use | 2,5070 | Agree |
| I'm unfamiliar to mobile technologies terminologies like installing, updating, synchronizing…etc. | 2,1408 | Agree |

| | | |
|---|---|---|
| It is difficult to learn new technology | 2,5944 | Agree |
| I think guidance booklets for mobile technology will be helpful | 2,5268 | Agree |
| If there is special course programs for adults about how to use mobile technology I will attend | 2,6507 | Undecided |
| Mobile technology brought many advantages | 2,1690 | Agree |
| I found mobile technology useful and beneficial | 2,3606 | Agree |
| Taking picture with my mobile phone is a great function | 1,9718 | Agree |
| Connecting internet through my mobile phone is a great advantage | 1,9268 | Agree |
| Mobile technology helped me to learn new things and improve myself | 2,0282 | Agree |
| Mobile technology helped me to connect with others | 2,2282 | Agree |
| I find mobile technology easy to use and adopted myself easily | 2,6366 | Undecided |
| Mobile technology reinforces my self confidence | 2,9352 | Undecided |
| I find social media complicated and difficult to use | 2,5972 | Agree |
| I cannot figured out what all the functions in social media | 2,2789 | Agree |
| I use social media only because my environment is using it | 2,9099 | Undecided |
| Social media is anew communication idea that I 'm not familiar | 2,7239 | Undecided |
| I find difficult to learn how to use social media, in fact, a lot of things to learn | 2,4366 | Agree |
| I don't think we need social media to communicate with each other | 2,5155 | Agree |
| I think people should help adults in learning social media like how to use and make settings etc. | 1,9437 | Agree |
| Special courses for adult about social networks sites usage will be very helpful to use consciously | 2,1127 | Agree |
| Social media is a great way of socializing and helps me to connect with people | 2,3296 | Agree |
| I use facebook everyday | 2,0958 | Agree |
| I use instagram everyday | 2,7070 | Undecided |
| I use whatsup everyday | 2,2394 | Agree |
| I use viber everyday | 3,2197 | Undecided |
| I use youtube everyday | 3,1915 | Undecided |

| | | |
|---|---|---|
| I use twitter everyday | 3,2423 | Undecided |
| Interacting through social media improved my social skills | 2,4732 | Agree |
| Social media helps my self-confident improvement | 2,8676 | Undecided |
| I find social media easy to use | 2,8648 | Undecided |
| I didn't have difficulties learning social media usage | 2,8986 | Undecided |
| I m an active and good user of social media | 2,8563 | Undecided |
| I find social media necessary for today's life | 2,4732 | Agree |
| I learn new things through social media | 2,2507 | Agree |
| Social media usage has lots of benefits | 2,3352 | Agree |

As the mean values summarize in table 4.1, the results show that participants were agree on 28 statements which were concerns on difficulties and benefits in mobile phone and social media usage. Out of 355 participants, most Baby Boomers were stated that they compel with the mobile phone and social media usage while accepting the advantages and benefits of mobile technology and social media. Average of the respondents believe that they get benefit from using social media and they are learning new things. Also average of the respondents uses facebook and whatsup everyday.

Table 4.2: What is your gender?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | female | 175 | 49,3 | 49,3 | 49,3 |
| | male | 180 | 50,7 | 50,7 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.2 shows that gender of the participants attend the survey of the study. The table shows that 49,3% of the participants were female as 175 out of 355 people and

50,7% of the participants were male as 180 out of 355 people. The survey has been distributed by the availability of participant from Baby Boomers generation and the table shows that female participants were more than male participants.

Table 4.3: What is your age?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 53-58 | 85 | 23,9 | 23,9 | 23,9 |
|  | 59-63 | 125 | 35,2 | 35,2 | 59,2 |
|  | 64-68 | 80 | 22,5 | 22,5 | 81,7 |
|  | 69-71 | 65 | 18,3 | 18,3 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.3 shows the distrubtion of participants' age. According to table, 23,9% of the participans as 85 out of 355 respondents were between 53-58 age, 35,2% of the participants as 125 people out of 355 respondents were between 59-63 ages, 22,5% of the participants as 80 out of 355 respondents were between 64-68 ages and 18,3% of the participants as 65 people out of 355 respondents were between 69-71 ages. The distrubtion of the respondents' age shows that majority of the participants are from early boomers category which is 59-63 years old.

Table 4.4: What is your educational level?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | primary school | 28 | 7,9 | 7,9 | 7,9 |
|  | secondary school | 51 | 14,4 | 14,4 | 22,3 |
|  | high school | 177 | 49,9 | 49,9 | 72,1 |
|  | University | 91 | 25,6 | 25,6 | 97,7 |
|  | Other | 8 | 2,3 | 2,3 | 100,0 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | Total | 355 | 100,0 | 100,0 | |

Table 4.4 shows the educational level of the participants. The distrubtion of educational level is 7,9% of the participants as 28 out of 355 respondent finished primary school, 14,4% of the participants as 51 out of 355 people were graduated from secondary school, 49,9% of the participants as 177 out of 355 people were graduated from high school and 25,6% of the participants as 91 out 355 respondents were graduated from university. The table indicates that majority of the baby boomers have high educational level.

Table 4.5: What is your current position?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Working | 91 | 25,6 | 25,6 | 25,6 |
| | retired | 194 | 54,6 | 54,6 | 80,3 |
| | jobless | 39 | 11,0 | 11,0 | 91,3 |
| | other | 31 | 8,7 | 8,7 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.5 shows the distribution of the question for status. According to table, 25,6% of the participants as 91 out of 355 respondents are working, 54,6% of the respondents as 194 out of 355 people are retired, 11,0% of the participants as 39 out of 355 people are jobless and 8,7% of the participants as 31 out of 355 people are from other status. The result indicates that baby boomers who participated the survey have their own income mostly.

Table 4.6: What is your income range?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | below-1000 tl | 2 | ,6 | ,6 | ,6 |
|  | 1000- 1500 tl | 28 | 7,9 | 7,9 | 8,5 |
|  | 1500-2000 tl | 72 | 20,3 | 20,3 | 28,7 |
|  | 2000 tl- above | 253 | 71,3 | 71,3 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.6 is about participants' income level. According to the table, 0,6% of the participants as 2 out of 355 people have less than 1000tl income, 7,9% of the participants as 28 out of 355 people have income between 1000-1500 tl, 20,3% of the participants as 72 out of 355 people have income between 1500-2000tl and 71,3% of the participants as 253 out of 355 people have income more than 2000tl. The table shows us that most of Baby Boomers have high income level which is considered as more than minimum wage.

## 4.2 Analysis of Baby Boomers' Mobile Phone usage

As the research focused on attitudes of Baby Boomers towards mobile technology and social media usage, the questionnaires were designed according to the subject specifically. Respondents answered the questions regarding what kind of phone they are using, compells they face when they are using smart phone and the benefits they obtain with the smart phone usage. The frequency analyses of respondents about mobile technology usage are below.

Table 4.7: What kind of phone do you use?

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | telephone | 20 | 5,6 | 5,6 | 5,6 |

| | Frequency | Percent | | |
|---|---|---|---|---|
| cell phone | 72 | 20,3 | 20,3 | 25,9 |
| smart phone | 262 | 73,8 | 73,8 | 99,7 |
| none of them | 1 | ,3 | ,3 | 100,0 |
| Total | 355 | 100,0 | 100,0 | |

Table 4.7 shows what kind of phone participants use. The distribution of the answers are 5,6% of the participants as 20 out of 355 people use telephone, 20,3 % of the participants as 72 out of 355 people use cell phone, 73,8% of the participants as 262 out of 355 people use smart phone and 0,3% of the participants as 1 out of 355 people do not use any phone. The result indicates that majority of the Baby Boomers use mobile technology and they prefer to use smart phone.

Table 4.8: What is the main reason that makes you to use smart phone?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 91 | 25,6 | 25,6 | 25,6 |
| | taking picture | 34 | 9,6 | 9,6 | 35,2 |
| | listening music | 10 | 2,8 | 2,8 | 38,0 |
| | social media network usage | 169 | 47,6 | 47,6 | 85,6 |
| | Playing games | 15 | 4,2 | 4,2 | 89,9 |
| | Others | 36 | 10,1 | 10,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.8 shows the participants' main reason for using smart phone. 91 out of 355 respondents skipped to answer this question as they were not using smart phone. The table shows that 9,6% of the participants as 34 out of 355 people use their smart phone to take a picture, 2,8% of the participants as 10 out of 355 people prefers to listen

music, 47,6% of the participants as 169 out of 355 people prefers smart phone for social media usage purposes, 4,2% of the participants as 15 out of 355 people prefers to play games and 10,1% of the participants as 36 out of 355 people use smart phone for other purposes. Thus the majority of the respondents prefer to use smartphone basically for social media network usage.

Table 4.9: How often do you use your smart phone accept its calling functions?

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Valid     missing value | 92 | 25,9 | 25,9 | 25,9 |
| approximately 1-hour | 48 | 13,5 | 13,5 | 39,4 |
| between 1-2 hours | 61 | 17,2 | 17,2 | 56,6 |
| between 2-4 hours | 76 | 21,4 | 21,4 | 78,0 |
| more than 4 hours | 78 | 22,0 | 22,0 | 100,0 |
| Total | 355 | 100,0 | 100,0 | |

Table 4.9 indicated the frequency of participants' using their smart phone accept its calling function. 92 out of 355 respondents skipped to answer this question as they were not using smart phone. The distribution of the answers is 13,5% of the participants as 48 out of 355 people use their smart phone approximately 1 hour, 17,2% of the participants as 61 out of 355 people uses their smart phone between 1-2 hours, 21,4% of the participants as 76 out of 355 people use their smart phone between 2-4 hours, 22,0% of the participants as 78 out of 355 people use their smart phone more than 4 hours in a day. The results show that majority of the participants use their smart phone more 2 hours in a day for its other functions.

Table 4.10: What is the most reason for preferring to use telephone or cell phone?

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 264 | 74,4 | 74,4 | 74,4 |
| | easy to use | 49 | 13,8 | 13,8 | 88,2 |
| | economic to afford | 4 | 1,1 | 1,1 | 89,3 |
| | I get used to it (accustoms) | 36 | 10,1 | 10,1 | 99,4 |
| | other | 2 | ,6 | ,6 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.10 is about the question for participants who does not use smart phone and indicated their main reason for using telephone or cell phone. 264 out of 355 respondents skipped to answer this question as they were using smart phone. The table shows that 13,8% of the participants as 49 out of 355 people selected easy to use, 1.1% of the participants as 4 out of 355 people prefers telephone or cell phone for economic to afford, 10,1% of the participants as 36 out of 355 people prefers in order to they get used to it and 0,6% of the participants as 2 out of 355 people choose other reasons for using telephone or cell phone. Table 4.10 indicated that majority of Baby Boomers use telephone or cell phone, because it is easy to use and they get use to it.

## 4.3 Analysis of Baby Boomers' Social Networking Sites Usage

This part of the analysis is about Baby Boomers' social networking site usage. As the questions were designed specifically related with social networking site usage, respondents answered the questions regarding their usage purposes, reasons and how often they check their social media. The frequency analsysis about social networking site usage are below.

Table 4.11: Do you use social media network?

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Yes | 287 | 80,8 | 80,8 | 80,8 |
|  | No | 68 | 19,2 | 19,2 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 | |

Table 4.11 shows the participants usage distribution for social media network. 80,8 % of the participants as 287 out of 355 people selected yes and 19,2 % of the participants as 68 out of 355 people selected no. This indicates that majority of the participants use social networking sites.

Table 4.12: Which social media network do you use the most?

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 68 | 19,2 | 19,2 | 19,2 |
|  | facebook | 185 | 52,1 | 52,1 | 71,3 |
|  | instagram | 37 | 10,4 | 10,4 | 81,7 |
|  | whatsupp | 45 | 12,7 | 12,7 | 94,4 |
|  | youtube | 4 | 1,1 | 1,1 | 95,5 |
|  | viber | 2 | ,6 | ,6 | 96,1 |
|  | other | 14 | 3,9 | 3,9 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 | |

Table 4.12 shows the distribution of which social networking sites participants use the most. 68 out of 355 skipped this question as they are not using social networking sites. 52,1% of the participants as 185 out of 355 people use Facebook, 10,4% of the participants as 37 out of 355 people use Instagram, 12,7% of the participants as 45 out

of 355 people use whatsapp, 1,1% of the participants as 4 out of 355 people use youtube, 0,6% of the participants as 2 out of 355 people use viber and 3,9% of the participants as 14 out of 355 people selected other social networking sites. The result shows that majority of the Baby Boomers participants prefer to use Facebook and followingly, whatsapp as the second most preffered one.

## 4.4 Analysis of Baby Boomers' Attitude towards Mobile Technology

This part of the analysis is about attitude of Baby Boomers towards mobile technology. Participants answered questions regarding their compellings on mobile technology usage, the benefits they obtain from the usage, advantages and disadvantages of mobile technology. The frequency analyses of baby boomers' attitudes towards mobile technology below.

Table 4.13: I find mobile technology complicated

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
|  | SA | 57 | 16,1 | 16,1 | 16,3 |
|  | A | 197 | 55,5 | 55,5 | 71,8 |
|  | U | 16 | 4,5 | 4,5 | 76,3 |
|  | D | 82 | 23,1 | 23,1 | 99,4 |
|  | SD | 2 | ,6 | ,6 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.13 is about participants' perspective towards mobile technology complication. 16,1% of the participants as 57 out of 355 people were strongly agree, 55,5% of the participants as 197 out of 355 people were agree, 4,5% of the participants as 16 out of 355 people selected as they have no idea, 23,1% of the participants as 82 out of 355

people were disagree and 0,6% of the participants as 2 out of 355 people were strongly

disagree on mobile technology's complication. The result shows that almost half of

the participants finds mobile technology complicated.

Table 4.14: Touchscreen function is difficult to use

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
|  | SA | 47 | 13,2 | 13,2 | 13,5 |
|  | A | 175 | 49,3 | 49,3 | 62,8 |
|  | U | 20 | 5,6 | 5,6 | 68,5 |
|  | D | 111 | 31,3 | 31,3 | 99,7 |
|  | SD | 1 | ,3 | ,3 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.14 shows participants' opinion about touch screen function usage difficulty.

13,2% of the participants as 47 out of 355 people were strongly agree, 49,3% of the

participants as 175 out of 355 people were agree, 5,6% of the participants as 20 out of

355 people select they have no idea, 31,3% of the participants as 14 out of 355 people

were disagree and 0,3% of the participants as 1 out of 355 people were strongly

disagree on touch screen function usage difficulty.

Shortly, the result shows that more than half of the participants are finding touchscreen

function difficult to use while many participants , are disagree with this statement.

Table 4.15: It is difficult to memorize all functions of mobile technology

|  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|

| Valid | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 3 | ,8 | ,8 | ,8 |
| | SA | 59 | 16,6 | 16,6 | 17,5 |
| | A | 182 | 51,3 | 51,3 | 68,7 |
| | U | 26 | 7,3 | 7,3 | 76,1 |
| | D | 83 | 23,4 | 23,4 | 99,4 |
| | SD | 2 | ,6 | ,6 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.15 shows the difficulty of participants in memorizing all the functions of mobile technology. 16,6% of the participants as 59 out of 355 people were strongly agree, 51,3% of the participants as 182 out of 355 people were agree, 7,3% of the participants as 26 out of 355 people had no idea, 23,4% of the participants as 83 out of 355 people were disagree and 0,6% of the participants as 2 out of 355 people were strongly disagree with memorizing all mobile technology functions. The result shows that majority of the participants are having difficulty in learning and memorizing the functions of mobile technology.

Table 4.16: I think many options of mobile technology is unnecessary

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 7 | 2,0 | 2,0 | 2,0 |
| | SA | 61 | 17,2 | 17,2 | 19,2 |
| | A | 173 | 48,7 | 48,7 | 67,9 |
| | U | 41 | 11,5 | 11,5 | 79,4 |
| | D | 69 | 19,4 | 19,4 | 98,9 |
| | SD | 4 | 1,1 | 1,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.16 shows the participants' opinion about necessity of many options in mobile technology. 17,2% of the participants as 61 out of 355 people were strongly agree, 48,7% of the participants as 173 out of 355 people were agree, 11,5% of the participants as 41 out of 355 people had no idea, 19,4% of the participants as 69 out of 355 people were disagree and 1,1% of the participants as 4 out of 355 people were strongly disagree with the statement. The result shows that majority of the participants as Baby Boomers find many options of mobile technology unnecessary.

Table 4.17: I only use main functions of mobile technology like call, texting, taking picture, internet access

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 22 | 6,2 | 6,2 | 6,2 |
|  | SA | 58 | 16,3 | 16,3 | 22,5 |
|  | A | 186 | 52,4 | 52,4 | 74,9 |
|  | U | 51 | 14,4 | 14,4 | 89,3 |
|  | D | 36 | 10,1 | 10,1 | 99,4 |
|  | SD | 2 | ,6 | ,6 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.17 shows the participants' opinion about the usage of mobile technology regarding its main functions like making a call, texting, taking picture and internet access. For the statement, 22 people skipped to answer, 16,3% of the participants as 58 out of 355 people were strongly agree, 52,4% of the participants as 186 out of 355 people were agree, 14,4% of the participants as 51 out of 355 people had no idea, 10,1% of the participants as 36 out of 355 people were disagree and 0,6% of the participants as 2 out of 355 people were strongly disagree about the statement. This

shows that almost half of the participants use only main functions of mobile technology like calling, texting, taking picture and internet access.

Table 4.18: Cell phones with buttons are easier to use

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
| | SA | 57 | 16,1 | 16,1 | 16,3 |
| | A | 169 | 47,6 | 47,6 | 63,9 |
| | U | 21 | 5,9 | 5,9 | 69,9 |
| | D | 103 | 29,0 | 29,0 | 98,9 |
| | SD | 4 | 1,1 | 1,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.18 shows participants' opinion about cell phones with buttons are easier to use. For the statement, 16,1% of the participants as 57 out of 355 people were strongly agree, 47,6% of the participants as 169 out of 355 people were agree, 5,9 % of the participants as 21 out of 355 people had no idea, 29,0% of the participants as 103 out of 355 people were disagree and 1,1% of the participants as 4 out of 355 people were strongly disagree.

Thus, the result shows that majority of the participants finds cell phones with buttons are easier to use compare to mobile technology.

Table 4.19: I'm unfamiliar to mobile technologies terminologies like installing, updating, synchronizing...etc.

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |

59

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | SA | 91 | 25,6 | 25,6 | 25,9 |
| | A | 187 | 52,7 | 52,7 | 78,6 |
| | U | 13 | 3,7 | 3,7 | 82,3 |
| | D | 59 | 16,6 | 16,6 | 98,9 |
| | SD | 4 | 1,1 | 1,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.19 is about the opinions of participants being unfamiliar to mobile technology terminologies like installing, updating, synchronizing etc. For the statement, 25,6% of the participants as 91 out of 355 people were strongly agree, 52,7% of the participants as 187 out of 355 people were agree, 3,7% of the participants as 13 out of 355 people had no idea, 16,6% of the participants as 59 out of 355 people were disagree and 1,1% of the participants as 4 out of 355 people were strongly disagree. The result shows that almost half of the respondents are unfamiliar with the mobile technology terminologies like installing, updating, synchronizing and etc.

Table 4.20: It is difficult to learn new technology

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
| | SA | 49 | 13,8 | 13,8 | 14,1 |
| | A | 166 | 46,8 | 46,8 | 60,8 |
| | U | 19 | 5,4 | 5,4 | 66,2 |
| | D | 117 | 33,0 | 33,0 | 99,2 |
| | SD | 3 | ,8 | ,8 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.20 is about difficulty in learning new technology. Participants responed as 13,8% of the participants as 49 out of 355 people were strongly agree, 46,8% of the participants as 166 out of 355 people were agree, 5,4% of the participants as 19 out of 355 people had no idea, 33,0% of the participants as 117 out of 355 people were disagree and 0,8% of the participants as 3 out of 355 people were strongly disagree for the statement.

Thus, the result shows that majority of the participants are having difficulty in learning new technologies, on the other hand most of them are not having difficulty in learning new technologies.

Table 4.21: I think guidance booklets for mobile technology will be helpful

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
| | SA | 57 | 16,1 | 16,1 | 16,3 |
| | A | 156 | 43,9 | 43,9 | 60,3 |
| | U | 37 | 10,4 | 10,4 | 70,7 |
| | D | 103 | 29,0 | 29,0 | 99,7 |
| | SD | 1 | ,3 | ,3 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.21 shows the participants' opinion about the alternative for guidance booklets for mobile technology will be helpfull. For the statements, 16,1% of the participants as 57 out of 355 people were strongly agree, 43,9% of the participants as 156 out of 355 people were agree, 10,4% of the participants as 37 out of 355 people had no idea, 29,0% of the participants as 103 out of 355 people were disagree and 0,3% of the

participants as 1 out of 355 people were strongly disagree. This indicates that majority of the participants finds guidance booklets for mobile technology will be helpful.

Table 4.22: If there is special course programs for adults about how to use mobile technology I will attend

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 71 | 20,0 | 20,0 | 20,0 |
| | A | 123 | 34,6 | 34,6 | 54,6 |
| | U | 23 | 6,5 | 6,5 | 61,1 |
| | D | 135 | 38,0 | 38,0 | 99,2 |
| | SD | 3 | ,8 | ,8 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.22 shows opinion of the respondents for the alternative of special course programs for adults about how to use mobile technology and their attandancy for that. 20,0% of the participants as 71 out of 355 people were strongly agree, 34,6% of the participants as 123 out of 355 people were agree, 6,5% of the participants as 23 out of 355 people had no idea, 38,0% of the participants as 135 out of 355 people were disagree and 0,8% of the participants as 3 out of 355 people were strongly disagree with the statement. The result shows that, with a little difference, majority of the participants will not consider attending special course programs for mobile technology usage, on the other hand many of the participants will consider attending these kind of courses if there is.

Table 4.23: Mobile technology brought many advantages

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | SA | 38 | 10,7 | 10,7 | 11,0 |
| | A | 235 | 66,2 | 66,2 | 77,2 |
| | U | 62 | 17,5 | 17,5 | 94,6 |
| | D | 19 | 5,4 | 5,4 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.23 shows the opinion of participants towards mobile technology advantages. 10,7% of the participants as 38 out of 355 people were strongly agree, 66,2% of the participants as 235 out of 355 people were agree, 17,5% of the participants as 62 out of 355 people had no idea, 5,4% of the participants as 19 out of 355 people were disagree and none for strongly disagree with the statement. This results shows that majority of the respondents believe that mobile technology brought many advantages.

Table 4.24: I found mobile technology useful and beneficial

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 37 | 10,4 | 10,4 | 10,4 |
| | A | 209 | 58,9 | 58,9 | 69,3 |
| | U | 55 | 15,5 | 15,5 | 84,8 |
| | D | 52 | 14,6 | 14,6 | 99,4 |
| | SD | 2 | ,6 | ,6 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.24 is about mobile technology usefulness and benefits. For the statement, 10,4% of the participants as 37 out of 355 people were strongly agree, 58,9% of the participants as 209 out of 355 people were agree, 15,5% of the participants as 55 out of 355 people had no idea, 14,6% of the participants as 52 out of 355 people were

disagree and 0,6% of the participants as 2 out of 355 people were strongly disagree. The result shows that more than half of the participants find mobile technology useful and beneficial.

Table 4.25: Taking picture with my mobile phone is a great function

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 16 | 4,5 | 4,5 | 4,5 |
| | SA | 68 | 19,2 | 19,2 | 23,7 |
| | A | 192 | 54,1 | 54,1 | 77,7 |
| | U | 68 | 19,2 | 19,2 | 96,9 |
| | D | 11 | 3,1 | 3,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.25 shows the opinions of participants about taking picture with mobile phone is a great function. For the statement, 16 missing value as they skipped to give opinion regarding their not using mobile phone, 19,2% of the participants as 68 out of 355 people were strongly agree, 54,1% of the participants as 192 out of 355 people were agree, 19,2% of the participants as 68 out of 355 people had no idea, 3,1% of the participants as 11 out of 355 people were disagree and none of the participants select strongly disagree. The result shows that half of the respondents are agree on taking picture with mobile phone is a great function.

Table 4.26: Connecting internet through my mobile phone is a great advantage

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 17 | 4,8 | 4,8 | 4,8 |
| | SA | 73 | 20,6 | 20,6 | 25,4 |

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
|  | A | 189 | 53,2 | 53,2 | 78,6 |
|  | U | 71 | 20,0 | 20,0 | 98,6 |
|  | D | 5 | 1,4 | 1,4 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.26 shows the opinion of participants towards connecting internet through mobile phone is a great advantage. For the statement, 17 missing value , skipped to answer as they do not use mobile technology, 20,6% of the participants as 73 out of 355 people were strongly agree, 53,2% of the participants as 189 out of 355 people were agree, 20,0% of the participants as 71 out of 355 people had no idea, 1,4 % of the participants as 5 out of 355 people were disagree and none of the participants selected strongly disagree.

The result shows that half of the respondents are agree that connecting internet from mobile phone is a great advantage and following to this, many participants strongly believes on the advantages of connecting internet through mobile phone.

Table 4.27: Mobile technology helped me to learn new things and improve myself

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 26 | 7,3 | 7,3 | 7,3 |
|  | SA | 37 | 10,4 | 10,4 | 17,7 |
|  | A | 209 | 58,9 | 58,9 | 76,6 |
|  | U | 67 | 18,9 | 18,9 | 95,5 |
|  | D | 16 | 4,5 | 4,5 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.27 shows the opinion of participants about mobile technology helping them to learn new things and to improve themselves. For the statement, 26 missing value , skipped to answer as they do not use mobile technology, 10,4% of the participants as 37 out of 355 people were strongly agree, 58,9% of the participants as 209 out of 355 people were agree, 18,9% of the participants as 67 out of 355 people had no idea, 4,5 % of the participants as 16 out of 355 people were disagree and none of the participants selected strongly disagree.

Table 4.28: Mobile technology helped me to connect with others

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 26 | 7,3 | 7,3 | 7,3 |
|  | SA | 33 | 9,3 | 9,3 | 16,6 |
|  | A | 180 | 50,7 | 50,7 | 67,3 |
|  | U | 67 | 18,9 | 18,9 | 86,2 |
|  | D | 48 | 13,5 | 13,5 | 99,7 |
|  | SD | 1 | ,3 | ,3 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.28 shows the opinion of respondents about mobile technology helping them connecting with others.  For the statement, 26 missing value , skipped to answer as they do not use mobile technology, 9,3% of the participants as 33 out of 355 people were strongly agree, 50,7% of the participants as 180 out of 355 people were agree, 18,9% of the participants as 67 out of 355 people had no idea, 13,5 % of the participants as 48 out of 355 people were disagree and 0,3% of the participants as 1 out of 355 people selected strongly disagree. The result shows that half of the respondents believes mobile technology helps them to connect with others.

Table 4.29: I find mobile technology easy to use and adopted myself easily

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 26 | 7,3 | 7,3 | 7,3 |
|  | SA | 19 | 5,4 | 5,4 | 12,7 |
|  | A | 130 | 36,6 | 36,6 | 49,3 |
|  | U | 63 | 17,7 | 17,7 | 67,0 |
|  | D | 117 | 33,0 | 33,0 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.29 shows the opinion of respondents about the mobile technology's ease of usage and adaptation of respondents. For the statement , 26 missing value , skipped to answer as they do not use mobile technology, 5,4% of the participants as 19 out of 355 people were strongly agree, 36,6% of the participants as 130 out of 355 people were agree, 17,7 % of the participants as 63 out of 355 people had no idea, 33,0 % of the participants as 117 out of 355 people were disagree and none of the participants selected strongly disagree. The result shows that participants respond almost equal, for finding the mobile technology ease to use therfore, they adopt themselves easily.

Table 4.30: Mobile technology reinforces my self confidence

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 25 | 7,0 | 7,0 | 7,0 |
|  | SA | 16 | 4,5 | 4,5 | 11,5 |
|  | A | 84 | 23,7 | 23,7 | 35,2 |
|  | U | 66 | 18,6 | 18,6 | 53,8 |
|  | D | 160 | 45,1 | 45,1 | 98,9 |
|  | SD | 4 | 1,1 | 1,1 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.30 shows the respondents' opinion about mobile technology reinforcing self-confidence. For the statement, 25 missing value , skipped to answer as they do not use mobile technology, 4,5% of the participants as 16 out of 355 people were strongly agree, 23,7% of the participants as 84 out of 355 people were agree, 18,6% of the participants as 66 out of 355 people had no idea, 45,1 % of the participants as 160 out of 355 people were disagree and 1,1% of the participants as 4 out of 355 selected strongly disagree. The result shows that majority of respondents do not belive mobile technology reinforce self-confidence.

## 4.5 Analysis of Baby Boomers' Attitude Towards Social Media

The analysis in this part shows the participants' attitudes towards social netwroking usage. As the questions designed specifically, respondents answer the questions regarding the advantages and disadvantages of social networking sites, the benefits of social medias and the compellings on social media usage. The frequency analysis about social media attitudes are showed below.

Table 4.31: I find social media complicated and difficult to use

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
| | SA | 31 | 8,7 | 8,7 | 9,0 |
| | A | 195 | 54,9 | 54,9 | 63,9 |
| | U | 13 | 3,7 | 3,7 | 67,6 |
| | D | 113 | 31,8 | 31,8 | 99,4 |
| | SD | 2 | ,6 | ,6 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.31 shows the opinions of respondants about social media complicated and difficult to use or not. For the statement, 8,7% of the participants as 31 out of 355 people were strongly agree, 54,9% of the participants as 195 out of 355 people were agree, 3,7% of the participants as 13 out of 355 people had no idea, 31,8 % of the participants as 113 out of 355 people were disagree and 0,6% of the participants as 2 out of 355 selected strongly disagree. The result shows that almost half of the respondents finds social networking sites complicated and difficult to use.

Table 4.32: I cannot figured out what all the functions in social media

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 3 | ,8 | ,8 | ,8 |
| | SA | 48 | 13,5 | 13,5 | 14,4 |
| | A | 219 | 61,7 | 61,7 | 76,1 |
| | U | 20 | 5,6 | 5,6 | 81,7 |
| | D | 62 | 17,5 | 17,5 | 99,2 |
| | SD | 3 | ,8 | ,8 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.32 show the opinion of respondents about the functions of social media. For the statement, 3 missing value , skipped to answer as they do not use mobile technology, 13,5% of the participants as 48 out of 355 people were strongly agree, 61,7% of the participants as 219 out of 355 people were agree, 5,6% of the participants as 20 out of 355 people had no idea, 17,5 % of the participants as 62 out of 355 people were disagree and 0,8% of the participants as 3 out of 355 selected strongly disagree. The result shows that majority of the respondents are having difficulty in understanding all functions of social media.

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Table 4.33: I use social media only because my environment is using it

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 16 | 4,5 | 4,5 | 4,5 |
|  | SA | 37 | 10,4 | 10,4 | 14,9 |
|  | A | 89 | 25,1 | 25,1 | 40,0 |
|  | U | 37 | 10,4 | 10,4 | 50,4 |
|  | D | 173 | 48,7 | 48,7 | 99,2 |
|  | SD | 3 | ,8 | ,8 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 | |

Table 4.33 shows participants' social media usage reason. For the statement, 16 missing value, skipped to answer as they do not use mobile technology, 10,4% of the participants as 37 out of 355 people were strongly agree, 25,1% of the participants as 89 out of 355 people were agree, 10,4% of the participants as 37 out of 355 people had no idea, 48,7% of the participants as 173 out of 355 people were disagree and 0,8% of the participants as 3 out of 355 selected strongly disagree. The result shows that majority of the respondents were disagree for the statement and they use social media, not only because their environment is using it.

Table 4.34: Social media is a new communication idea that I 'm not familiar

|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
|  | SA | 44 | 12,4 | 12,4 | 12,7 |
|  | A | 144 | 40,6 | 40,6 | 53,2 |
|  | U | 31 | 8,7 | 8,7 | 62,0 |
|  | D | 133 | 37,5 | 37,5 | 99,4 |
|  | SD | 2 | ,6 | ,6 | 100,0 |

| | | Total | 355 | 100,0 | 100,0 | |

Table 4.34 shows respondents' opinion about social media as new communication idea. For the statement, 12,4% of the participants as 44 out of 355 people were strongly agree, 40,6% of the participants as 144 out of 355 people were agree, 8,7% of the participants as 31 out of 355 people had no idea, 37,5 % of the participants as 133 out of 355 people were disagree and 0,6% of the participants as 2 out of 355 selected strongly disagree. The result shows that participants are unfamiliar with the social media as a new communication idea while some of them are not agree with the statement.

Table 4.35: I find difficult to learn how to use social media, in fact, a lot of things to learn

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 49 | 13,8 | 13,8 | 13,8 |
| | A | 193 | 54,4 | 54,4 | 68,2 |
| | U | 27 | 7,6 | 7,6 | 75,8 |
| | D | 81 | 22,8 | 22,8 | 98,6 |
| | SD | 5 | 1,4 | 1,4 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.35 shows participants' opinion about difficulty in learning about how to use social media. For the statement, 13,8% of the participants as 49 out of 355 people were strongly agree, 54,4% of the participants as 193 out of 355 people were agree, 7,6% of the participants as 27 out of 355 people had no idea, 22,8 % of the participants as 81 out of 355 people were disagree and 1,4% of the participants as 5 out of 355 selected

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strongly disagree. The result shows that almost half of the participants are having difficulties in learning on how to use social media.

Table 4.36: I don't think we need social media to communicate with each other

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 68 | 19,2 | 19,2 | 19,2 |
|  | A | 148 | 41,7 | 41,7 | 60,8 |
|  | U | 33 | 9,3 | 9,3 | 70,1 |
|  | D | 100 | 28,2 | 28,2 | 98,3 |
|  | SD | 6 | 1,7 | 1,7 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.36 shows participants' opinion about social media necessity for communication. For the statement, 19,2% of the participants as 68 out of 355 people were strongly agree, 41,7% of the participants as 148 out of 355 people were agree, 9,3% of the participants as 33 out of 355 people had no idea, 28,2 % of the participants as 100 out of 355 people were disagree and 1,7% of the participants as 6 out of 355 selected strongly disagree. The result shows that majority of the participants believes that there is no need for social media to communicate with each other.

Table 4.37: I think people should help adults in learning social media like how to use and make settings etc.

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 1 | ,3 | ,3 | ,3 |
|  | SA | 74 | 20,8 | 20,8 | 21,1 |
|  | A | 236 | 66,5 | 66,5 | 87,6 |
|  | U | 33 | 9,3 | 9,3 | 96,9 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | D | 10 | 2,8 | 2,8 | 99,7 |
| | SD | 1 | ,3 | ,3 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.37 shows participants' opinion about people should help others on how to use social media like making settings etc. For the statement, 20,8% of the participants as 74 out of 355 people were strongly agree, 66,5% of the participants as 236 out of 355 people were agree, 9,3% of the participants as 33 out of 355 people had no idea, 2,8 % of the participants as 10 out of 355 people were disagree and 0,3% of the participants as 1 out of 355 selected strongly disagree. The result shows that majority of the respondents thinks that people should help adults in learning how to use social media in terms of making settings and etc.

Table 4.38: Special courses for adult about social networks sites usage will be very helpful to use consciously

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 83 | 23,4 | 23,4 | 23,4 |
| | A | 195 | 54,9 | 54,9 | 78,3 |
| | U | 33 | 9,3 | 9,3 | 87,6 |
| | D | 42 | 11,8 | 11,8 | 99,4 |
| | SD | 2 | ,6 | ,6 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.38 shows participants' opinion about special courses for how to use social networking sites will be helpful in terms of using it consciously. For the statement, 23,4% of the participants as 83 out of 355 people were strongly agree, 54,9% of the

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participants as 195 out of 355 people were agree, 9,3% of the participants as 33 out of 355 people had no idea, 11,8% of the participants as 42 out of 355 people were disagree and 0,6% of the participants as 2 out of 355 selected strongly disagree. The result shows that most of the participants find special courses for social netwroking sties usage will be helpful in order to use consciously.

Table 4.39: Social media is a great way of socializing and helps me to connect with people

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 38 | 10,7 | 10,7 | 10,7 |
|  | A | 222 | 62,5 | 62,5 | 73,2 |
|  | U | 40 | 11,3 | 11,3 | 84,5 |
|  | D | 50 | 14,1 | 14,1 | 98,6 |
|  | SD | 5 | 1,4 | 1,4 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.39 shows participants' opinion about social media being a great way to socialize and to connect with people. For the statement, 10,7% of the participants as 38 out of 355 people were strongly agree, 62,5% of the participants as 222 out of 355 people were agree, 11,3% of the participants as 40 out of 355 people had no idea, 14,1 % of the participants as 50 out of 355 people were disagree and 1,4% of the participants as 5 out of 355 selected strongly disagree.

The result shows that majority of the participants thinks social media is a great way for socializing and connecting with people.

Table 4.40: I use facebook everyday

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 27 | 7,6 | 7,6 | 7,6 |
|  | SA | 34 | 9,6 | 9,6 | 17,2 |
|  | A | 230 | 64,8 | 64,8 | 82,0 |
|  | U | 11 | 3,1 | 3,1 | 85,1 |
|  | D | 48 | 13,5 | 13,5 | 98,6 |
|  | SD | 5 | 1,4 | 1,4 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.40 shows distribution of participants' facebook usage. For the statement, 27 people as missing value skipped to answer as they are not using facebook, 9,6% of the participants as 34 out of 355 people were strongly agree, 64,8% of the participants as 230 out of 355 people were agree, 3,1% of the participants as 11 out of 355 people had no idea, 13,5 % of the participants as 48 out of 355 people were disagree and 1,4% of the participants as 5 out of 355 selected strongly disagree. The result shows that majority of the participants use facebook as social networking site.

Table 4.41: I use instagram everyday

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 42 | 11,8 | 11,8 | 11,8 |
|  | SA | 26 | 7,3 | 7,3 | 19,2 |
|  | A | 93 | 26,2 | 26,2 | 45,4 |
|  | U | 48 | 13,5 | 13,5 | 58,9 |
|  | D | 125 | 35,2 | 35,2 | 94,1 |
|  | SD | 21 | 5,9 | 5,9 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.41 shows distribution of participants' Instagram usage. For the statement, 42 people as missing value skipped to answer as they are not using instagram, 7,3% of the participants as 34 out of 355 people were strongly agree, 26,2% of the participants as 93 out of 355 people were agree, 13,5% of the participants as 48 out of 355 people had no idea, 35,2 % of the participants as 125 out of 355 people were disagree and 5,9% of the participants as 21 out of 355 selected strongly disagree. The result shows that participants do not use instagram everyday as social networking site.

Table 4.42: I use whatsup everyday

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 42 | 11,8 | 11,8 | 11,8 |
|  | SA | 30 | 8,5 | 8,5 | 20,3 |
|  | A | 178 | 50,1 | 50,1 | 70,4 |
|  | U | 22 | 6,2 | 6,2 | 76,6 |
|  | D | 72 | 20,3 | 20,3 | 96,9 |
|  | SD | 11 | 3,1 | 3,1 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.42 shows distribution of participants' whatsapp usage. For the statement, 42 people as missing value skipped to answer as they are not using whatsapp, 8,5% of the participants as 30 out of 355 people were strongly agree, 50,1% of the participants as 178 out of 355 people were agree, 6,2% of the participants as 22 out of 355 people had no idea, 20,3 % of the participants as 72 out of 355 people were disagree and 3,1% of the participants as 11 out of 355 selected strongly disagree. The result shows that half of the participants use whatsapp as social networking site.

Table 4.43: I use viber everyday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 44 | 12,4 | 12,4 | 12,4 |
| | SA | 1 | ,3 | ,3 | 12,7 |
| | A | 32 | 9,0 | 9,0 | 21,7 |
| | U | 66 | 18,6 | 18,6 | 40,3 |
| | D | 180 | 50,7 | 50,7 | 91,0 |
| | SD | 32 | 9,0 | 9,0 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.43 shows distribution of participants' viber usage. For the statement, 44 people as missing value skipped to answer as they are not using viber, 0,3% of the participants as 1 out of 355 people were strongly agree, 9,0% of the participants as 32 out of 355 people were agree, 18,6% of the participants as 66 out of 355 people had no idea, 50,7 % of the participants as 180 out of 355 people were disagree and 9,0% of the participants as 32 out of 355 selected strongly disagree. The result shows that half of the participants do not use viber as social networking site.

Table 4.44: I use youtube everyday

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 43 | 12,1 | 12,1 | 12,1 |
| | SA | 4 | 1,1 | 1,1 | 13,2 |
| | A | 68 | 19,2 | 19,2 | 32,4 |
| | U | 46 | 13,0 | 13,0 | 45,4 |
| | D | 165 | 46,5 | 46,5 | 91,8 |
| | SD | 29 | 8,2 | 8,2 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.44 shows distribution of participants' youtube usage. For the statement, 43 people as missing value skipped to answer as they are not using youtube, 1,1% of the participants as 4 out of 355 people were strongly agree, 19,2% of the participants as 68 out of 355 people were agree, 13,0% of the participants as 46 out of 355 people had no idea, 46,5 % of the participants as 165 out of 355 people were disagree and 7,9% of the participants as 28 out of 355 selected strongly disagree. The result shows that most of the participants do not use youtube as social networking site.

Table 4.45: I use twitter everyday

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 43 | 12,1 | 12,1 | 12,1 |
|  | A | 34 | 9,6 | 9,6 | 21,7 |
|  | U | 67 | 18,9 | 18,9 | 40,6 |
|  | D | 173 | 48,7 | 48,7 | 89,3 |
|  | SD | 38 | 10,7 | 10,7 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.45 shows distribution of participants' twitter usage. For the statement, 43 people as missing value skipped to answer as they are not using twitter, 9,6% of the participants as 34 out of 355 people were agree,18,9% of the participants as 67 out of 355 people had no idea, 48,7 % of the participants as 173 out of 355 people were disagree and 10,7% of the participants as 38 out of 355 selected strongly disagree. The result shows that majority of the participants do not use twitter as social networking site.

Table 4.46: Interacting through social media improved my social skills

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 21 | 5,9 | 5,9 | 5,9 |
| | SA | 4 | 1,1 | 1,1 | 7,0 |
| | A | 224 | 63,1 | 63,1 | 70,1 |
| | U | 41 | 11,5 | 11,5 | 81,7 |
| | D | 62 | 17,5 | 17,5 | 99,2 |
| | SD | 3 | ,8 | ,8 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.46 shows opinion of participants about interacting through social media helps improving social skills. For the statement, 21 people as missing value skipped to answer as they are not using social media, 1,1% of the participants as 4 out of 355 people were strongly agree, 63,1% of the participants as 224 out of 355 people were agree, 11,5% of the participants as 41 out of 355 people had no idea, 17,5 % of the participants as 62 out of 355 people were disagree and 0,8% of the participants as 3 out of 355 selected strongly disagree. The result shows that majority of the participants thinks that social networking sites improve their social skills.

Table 4.47: Social media helps my self-confident improvement

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 18 | 5,1 | 5,1 | 5,1 |
| | SA | 9 | 2,5 | 2,5 | 7,6 |
| | A | 134 | 37,7 | 37,7 | 45,4 |
| | U | 42 | 11,8 | 11,8 | 57,2 |
| | D | 145 | 40,8 | 40,8 | 98,0 |
| | SD | 7 | 2,0 | 2,0 | 100,0 |

| | | Total | 355 | 100,0 | 100,0 | |

Table 4.47 shows participants' opinion about social media helps self-confident improvement. For the statement, 18 people as missing value skipped to answer as they are not using social media, 2,5% of the participants as 9 out of 355 people were strongly agree, 37,7% of the participants as 134 out of 355 people were agree, 11,8% of the participants as 42 out of 355 people had no idea, 40,8 % of the participants as 145 out of 355 people were disagree and 2,0% of the participants as 7 out of 355 selected strongly disagree. The result shows that participant do no think social media improves self- confident.

Table 4.48: I find social media easy to use

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 8 | 2,3 | 2,3 | 2,3 |
| | SA | 13 | 3,7 | 3,7 | 5,9 |
| | A | 152 | 42,8 | 42,8 | 48,7 |
| | U | 33 | 9,3 | 9,3 | 58,0 |
| | D | 144 | 40,6 | 40,6 | 98,6 |
| | SD | 5 | 1,4 | 1,4 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.48 shows participants' opinion about social media easy to use. For the statement, 8 people as missing value skipped to answer as they are not using social media, 3,7% of the participants as 13 out of 355 people were strongly agree, 42,8% of the participants as 152 out of 355 people were agree, 9,3% of the participants as 33 out of 355 people had no idea, 40,6% of the participants as 144 out of 355 people were

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disagree and 1,4 % of the participants as 5 out of 355 selected strongly disagree. The result shows that, equally, some of the participants find social media easy to use, on the other hand, some of the participants do not think social media easy to use.

Table 4.49: I didn't have difficulties learning social media usage

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 19 | 5,4 | 5,4 | 5,4 |
| | SA | 14 | 3,9 | 3,9 | 9,3 |
| | A | 111 | 31,3 | 31,3 | 40,6 |
| | U | 55 | 15,5 | 15,5 | 56,1 |
| | D | 152 | 42,8 | 42,8 | 98,9 |
| | SD | 4 | 1,1 | 1,1 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.49 shows the participants' opinion about the difficulties on learning social media usage. For the statement, 19 people as missing value skipped to answer as they are not using social media, 3,9% of the participants as 14 out of 355 people were strongly agree, 31,3 % of the participants as 111 out of 355 people were agree, 15,5% of the participants as 55 out of 355 people had no idea, 42,8 % of the participants as 152 out of 355 people were disagree and 1,1% of the participants as 4 out of 355 selected strongly disagree. The result shows that many participants had difficulties in learning social media usage.

Table 4.50: I am an active and good user of social media

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 12 | 3,4 | 3,4 | 3,4 |

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| | SA | 17 | 4,8 | 4,8 | 8,2 |
| | A | 148 | 41,7 | 41,7 | 49,9 |
| | U | 30 | 8,5 | 8,5 | 58,3 |
| | D | 129 | 36,3 | 36,3 | 94,6 |
| | SD | 19 | 5,4 | 5,4 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.50 shows participants' opinion as active and good social media user or not. For the statement, 12 people as missing value skipped to answer as they are not using social media, 4,8% of the participants as 17 out of 355 people were strongly agree, 41,7% of the participants as 148 out of 355 people were agree, 8,5% of the participants as 30 out of 355 people had no idea, 36,3 % of the participants as 129 out of 355 people were disagree and 5,4% of the participants as 19 out of 355 selected strongly disagree. The result shows that many respondents consider themselves as an active and good social media user.

Table 4.51: I find social media necessary for today's life

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 18 | 5,1 | 5,1 | 5,1 |
| | A | 232 | 65,4 | 65,4 | 70,4 |
| | U | 37 | 10,4 | 10,4 | 80,8 |
| | D | 55 | 15,5 | 15,5 | 96,3 |
| | SD | 13 | 3,7 | 3,7 | 100,0 |
| | Total | 355 | 100,0 | 100,0 | |

Table 4.51 shows participants' opinion about the necessity of social media for today's life or not. For the statement, 5,1 % of the participants as 18 out of 355 people were strongly agree, 65,4% of the participants as 232 out of 355 people were agree, 10,4% of the participants as 37 out of 355 people had no idea, 15,5 % of the participants as 55 out of 355 people were disagree and 3,7% of the participants as 13 out of 355 selected strongly disagree. Thus, the result shows that majority of the participants finds social media necessary for today'life.

Table 4.52: I learn new things through social media

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | missing value | 12 | 3,4 | 3,4 | 3,4 |
|  | SA | 23 | 6,5 | 6,5 | 9,9 |
|  | A | 238 | 67,0 | 67,0 | 76,9 |
|  | U | 37 | 10,4 | 10,4 | 87,3 |
|  | D | 36 | 10,1 | 10,1 | 97,5 |
|  | SD | 9 | 2,5 | 2,5 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.52 shows participants' opinion about learning new things through social media or not. For the statement, 12 people as missing value skipped to answer as they are not using social media, 6,5% of the participants as 23 out of 355 people were strongly agree, 67,0% of the participants as 238 out of 355 people were agree, 10,4% of the participants as 37 out of 355 people had no idea, 10,1 % of the participants as 36 out of 355 people were disagree and 2,5% of the participants as 9 out of 355 selected strongly disagree. The result shows that majority of the participants learn new things through social media.

Table 4.53: Social media usage has lots of benefits

|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | SA | 32 | 9,0 | 9,0 | 9,0 |
|  | A | 230 | 64,8 | 64,8 | 73,8 |
|  | U | 44 | 12,4 | 12,4 | 86,2 |
|  | D | 40 | 11,3 | 11,3 | 97,5 |
|  | SD | 9 | 2,5 | 2,5 | 100,0 |
|  | Total | 355 | 100,0 | 100,0 |  |

Table 4.53 shows participants' opinion about social media usage benefit. For the statement, 9,0 % of the participants as 32 out of 355 people were strongly agree, 64,8% of the participants as 230 out of 355 people were agree, 12,4% of the participants as 44 out of 355 people had no idea, 11,3 % of the participants as 40 out of 355 people were disagree and 2,5% of the participants as 9 out of 355 selected strongly disagree. The result shows that majority of the participants finds social media usage beneficial.

## 4.6 Crosstab Analysis of Mobile Technology usage

The cross tabulation analysis, with chi square is less than 0.05, show the respondents' answers regarding the research questions for what are the reasons for Baby Boomers generation to use mobile technology.

Table 4.54: Age and for what kind of phone do you use

|  |  |  | What kind of phone do you use? |  |  |  | Total |
|---|---|---|---|---|---|---|---|
|  |  |  | telephone | cell phone | smart phone | none of them |  |
| What is your age? | 53-58 | Count | 0 | 4 | 81 | 0 | 85 |
|  |  | % within What is your age? | ,0% | 4,7% | 95,3% | ,0% | 100,0% |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | % within What kind of phone do you use? | ,0% | 5,6% | 30,9% | ,0% | 23,9% |
| | | % of Total | ,0% | 1,1% | 22,8% | ,0% | 23,9% |
| 59-63 | Count | 0 | 12 | 112 | 1 | 125 |
| | % within What is your age? | ,0% | 9,6% | 89,6% | ,8% | 100,0% |
| | % within What kind of phone do you use? | ,0% | 16,7% | 42,7% | 100,0% | 35,2% |
| | % of Total | ,0% | 3,4% | 31,5% | ,3% | 35,2% |
| 64-68 | Count | 0 | 31 | 49 | 0 | 80 |
| | % within What is your age? | ,0% | 38,8% | 61,3% | ,0% | 100,0% |
| | % within What kind of phone do you use? | ,0% | 43,1% | 18,7% | ,0% | 22,5% |
| | % of Total | ,0% | 8,7% | 13,8% | ,0% | 22,5% |
| 69-71 | Count | 20 | 25 | 20 | 0 | 65 |
| | % within What is your age? | 30,8% | 38,5% | 30,8% | ,0% | 100,0% |
| | % within What kind of phone do you use? | 100,0% | 34,7% | 7,6% | ,0% | 18,3% |
| | % of Total | 5,6% | 7,0% | 5,6% | ,0% | 18,3% |
| Total | Count | 20 | 72 | 262 | 1 | 355 |
| | % within What is your age? | 5,6% | 20,3% | 73,8% | ,3% | 100,0% |
| | % within What kind of phone do you use? | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | 5,6% | 20,3% | 73,8% | ,3% | 100,0% |

Table 4.54 shows the relationship between age category and their telephone preference. The cross tabulation analysis shows that the respondents which is 53- 58

ages, 4,7% of them as 4 people use cell phone, 95.3% of the respondents as 81 people use smart phone. For respondents between 59-63 ages; 9,6% of them as 12 people use cell phone, 89,6% of the respondents as 112 people use smart phone and 0,8% of them as 1 person select none of them. For respondents between 64-68; 0% of them select telephone, 38,8% of them as 31 people use cell phone, 61,3% of the respondents as 49 people use smart phone and 0% of them select none of them. . For respondents between 69-71; 30,8 % of them as 20 people select telephone, 38,5% of them as 25 people use cell phone, 30,8 % of the respondents as 20 people use smart phone and 0% of them select none of them. The analysis reveals that as the age of Baby Boomers increase, their preference on phone usage changes. Early boomers ( age above 63) use cell phone on the other hand late boomers (age below 63) use smart phone.

Table 4.55: Age and Mobile technology brought many advantages

| | | | Mobile technology brought many advantages | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | |
| What is your age? | 53-58 | Count | 0 | 17 | 59 | 3 | 6 | 85 |
| | | % within What is your age? | ,0% | 20,0% | 69,4% | 3,5% | 7,1% | 100,0% |
| | | % within Mobile technology brought many advantages | ,0% | 44,7% | 25,1% | 4,8% | 31,6% | 23,9% |
| | | % of Total | ,0% | 4,8% | 16,6% | ,8% | 1,7% | 23,9% |
| | 59-63 | Count | 0 | 15 | 97 | 12 | 1 | 125 |
| | | % within What is your age? | ,0% | 12,0% | 77,6% | 9,6% | ,8% | 100,0% |

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  |  | % within Mobile technology brought many advantages | ,0% | 39,5% | 41,3% | 19,4% | 5,3% | 35,2% |
|  |  | % of Total | ,0% | 4,2% | 27,3% | 3,4% | ,3% | 35,2% |
|  | 64-68 | Count | 1 | 5 | 55 | 13 | 6 | 80 |
|  |  | % within What is your age? | 1,3% | 6,3% | 68,8% | 16,3% | 7,5% | 100,0% |
|  |  | % within Mobile technology brought many advantages | 100,0% | 13,2% | 23,4% | 21,0% | 31,6% | 22,5% |
|  |  | % of Total | ,3% | 1,4% | 15,5% | 3,7% | 1,7% | 22,5% |
|  | 69-71 | Count | 0 | 1 | 24 | 34 | 6 | 65 |
|  |  | % within What is your age? | ,0% | 1,5% | 36,9% | 52,3% | 9,2% | 100,0% |
|  |  | % within Mobile technology brought many advantages | ,0% | 2,6% | 10,2% | 54,8% | 31,6% | 18,3% |
|  |  | % of Total | ,0% | ,3% | 6,8% | 9,6% | 1,7% | 18,3% |
| Total |  | Count | 1 | 38 | 235 | 62 | 19 | 355 |
|  |  | % within What is your age? | ,3% | 10,7% | 66,2% | 17,5% | 5,4% | 100,0% |
|  |  | % within Mobile technology brought many advantages | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  |  | % of Total | ,3% | 10,7% | 66,2% | 17,5% | 5,4% | 100,0% |

Table 4.55 shows the relationship between age level and their opinions about the statement for mobile technology brought many advantages. For the statement, 20,0% of the respondents as 17 people between 53- 58 ages were strongly disagree, 69,4% of them as 59 people were agree, 3,5% of the respondents as 3 people have no idea, 7,1 % of the respondents as 6 people were disagree and 0% of the respondents select strongly disagree. For respondents between 59-63; 12% of them as 15 people were strongly agree, 77,6% of them as 97 people were agree, 9,6% of the respondents as 12 people have no idea and 0,8% of them as 1 person select disagree. For respondents between 64-68; 1,3% of them are missing value, 6,3% of them as 5 people were strongly agree, 68,8% of them as 55 people were agree, 16,3% of the respondents as 12 people have no idea and 7,5% of them as 6 people select disagree. For respondents between 69-71; 1,5% of them as 1 person were strongly agree, 36,9% of them as 24 people were agree, 52,3% of the respondents as 34 people have no idea and 9,2% of them as 6 people select disagree. The result shows that parallel with respondents' age level, their agreement level about mobile technology's advantages has changes. Late boomers believes that mobile technology has brought many advantages, while early boomers mostly have no idea and ,even, some of them are disagree with the statement.

Table 4.56: Age and taking picture with mobile phone is a great function

| | | | Taking picture with my mobile phone is a great function | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | |
| What is your age? | 53-58 | Count | 0 | 31 | 48 | 1 | 5 | 85 |
| | | % within What is your age? | ,0% | 36,5% | 56,5% | 1,2% | 5,9% | 100,0% |

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|  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| | % within Taking picture with my mobile phone is a great function | ,0% | 45,6% | 25,0% | 1,5% | 45,5% | 23,9% |
| | % of Total | ,0% | 8,7% | 13,5% | ,3% | 1,4% | 23,9% |
| 59-63 | Count | 1 | 27 | 84 | 12 | 1 | 125 |
| | % within What is your age? | ,8% | 21,6% | 67,2% | 9,6% | ,8% | 100,0% |
| | % within Taking picture with my mobile phone is a great function | 6,3% | 39,7% | 43,8% | 17,6% | 9,1% | 35,2% |
| | % of Total | ,3% | 7,6% | 23,7% | 3,4% | ,3% | 35,2% |
| 64-68 | Count | 3 | 8 | 41 | 25 | 3 | 80 |
| | % within What is your age? | 3,8% | 10,0% | 51,3% | 31,3% | 3,8% | 100,0% |
| | % within Taking picture with my mobile phone is a great function | 18,8% | 11,8% | 21,4% | 36,8% | 27,3% | 22,5% |
| | % of Total | ,8% | 2,3% | 11,5% | 7,0% | ,8% | 22,5% |
| 69-71 | Count | 12 | 2 | 19 | 30 | 2 | 65 |
| | % within What is your age? | 18,5% | 3,1% | 29,2% | 46,2% | 3,1% | 100,0% |
| | % within Taking picture with my mobile phone is a great function | 75,0% | 2,9% | 9,9% | 44,1% | 18,2% | 18,3% |
| | % of Total | 3,4% | ,6% | 5,4% | 8,5% | ,6% | 18,3% |

| Total | Count | 16 | 68 | 192 | 68 | 11 | 355 |
|---|---|---|---|---|---|---|---|
| | % within What is your age? | 4,5% | 19,2% | 54,1% | 19,2% | 3,1% | 100,0% |
| | % within Taking picture with my mobile phone is a great function | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | 4,5% | 19,2% | 54,1% | 19,2% | 3,1% | 100,0% |

Table 4.56 shows the relation between age categories and their opinion on taking picture with mobile phone is a great function. For the statement, 36,5% of the respondents as 31 people between 53- 58 ages were strongly agree, 56,5% of them as 48 people were agree, 1,2% of the respondents as 1 person have no idea and 5,9 % of the respondents as 5 people were disagree. For respondents between 59-63; 0,8% of them were missing value, 21,6% of them as 27 people were strongly agree, 67,2 % of them as 84 people were agree, 9,6% of the respondents as 12 people have no idea and 0,8% of them as 1 person select disagree. For respondents between 64-68; 3,8 % of them were missing value, 10 % of them as 8 people were strongly agree, 51,3% of them as 41 people were agree, 31,3% of the respondents as 25 people have no idea and 3,8% of them as 3 people select disagree. For respondents between 69-71; 18,5 % of them as 12 people were missing value 3,1% of them as 2 people were strongly agree, 29,2 % of them as 19 people were agree, 46,2% of the respondents as 30 people have no idea and 3,1% of them as 2 people select disagree. The result shows that Baby Boomers below 68 age believes that taking picture with mobile phone is a great function while early boomers whose above 68 age have no idea about taking picture is a great function of mobile phone or not.

Table 4.57: Age and connecting internet through mobile phone is a great advantage

| | | | Connecting internet through my mobile phone is a great advantage | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | |
| What is your age? | 53-58 | Count | 0 | 36 | 42 | 4 | 3 | 85 |
| | | % within What is your age? | ,0% | 42,4% | 49,4% | 4,7% | 3,5% | 100,0% |
| | | % within Connecting internet through my mobile phone is a great advantage | ,0% | 49,3% | 22,2% | 5,6% | 60,0% | 23,9% |
| | | % of Total | ,0% | 10,1% | 11,8% | 1,1% | ,8% | 23,9% |
| | 59-63 | Count | 1 | 29 | 83 | 12 | 0 | 125 |
| | | % within What is your age? | ,8% | 23,2% | 66,4% | 9,6% | ,0% | 100,0% |
| | | % within Connecting internet through my mobile phone is a great advantage | 5,9% | 39,7% | 43,9% | 16,9% | ,0% | 35,2% |
| | | % of Total | ,3% | 8,2% | 23,4% | 3,4% | ,0% | 35,2% |
| | 64-68 | Count | 4 | 7 | 44 | 23 | 2 | 80 |
| | | % within What is your age? | 5,0% | 8,8% | 55,0% | 28,8% | 2,5% | 100,0% |
| | | % within Connecting internet through my mobile phone is a great advantage | 23,5% | 9,6% | 23,3% | 32,4% | 40,0% | 22,5% |
| | | % of Total | 1,1% | 2,0% | 12,4% | 6,5% | ,6% | 22,5% |
| | 69-71 | Count | 12 | 1 | 20 | 32 | 0 | 65 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | % within What is your age? | 18,5% | 1,5% | 30,8% | 49,2% | ,0% | 100,0% |
| | % within Connecting internet through my mobile phone is a great advantage | 70,6% | 1,4% | 10,6% | 45,1% | ,0% | 18,3% |
| | % of Total | 3,4% | ,3% | 5,6% | 9,0% | ,0% | 18,3% |
| Total | Count | 17 | 73 | 189 | 71 | 5 | 355 |
| | % within What is your age? | 4,8% | 20,6% | 53,2% | 20,0% | 1,4% | 100,0% |
| | % within Connecting internet through my mobile phone is a great advantage | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | 4,8% | 20,6% | 53,2% | 20,0% | 1,4% | 100,0% |

Table 4.57 shows the relation between age and respondents' opinion about connecting internet through mobile phone is a great advanage. For the statement, 42,4% of the respondents as 36 people between 53- 58 ages were strongly agree, 49,4% of them as 42 people were agree, 4,7 % of the respondents as 4 people have no idea and 3,5 % of the respondents as 3 people were disagree. For respondents between 59-63; 0,8% of them were missing value, 23,2% of them as 29 people were strongly agree, 66,4 % of them as 83 people were agree, 9,6% of the respondents as 12 people have no idea and 0% of them select disagree. For respondents between 64-68; 5 % of them were missing value, 8,8 % of them as 7 people were strongly agree, 55 % of them as 44 people were agree, 28,8 % of the respondents as 23 people have no idea and 2,5 % of them as 2

people select disagree. For respondents between 69-71; 18,5 % of them were missing value 1,5 % of them as 1 person were strongly agree, 30,8 % of them as 20 people were agree, 49,2% of the respondents as 32 people have no idea and none of them select disagree. The result shows that participants below 68 age believes that connecting internet through mobile phone is a great advantage. On the other hand, despite of significant missing value for the statement, participants above 68 age have no idea for the statement.

## 4.7 Crosstab Analysis of Social Media Usage

The cross tabulation analysis, with chi square is less than 0.05, show the respondents' answers regarding the research questions for what are the reasons for Baby Boomers generation to use social media. Statements related with the research questions are analysed and explained below.

Table 4.58: Age and Using Social Media, Because My Environment Using it

| | | | I use social media only because my environment is using it | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 5 | 16 | 4 | 58 | 2 | 85 |
| | | % within What is your age? | ,0% | 5,9% | 18,8% | 4,7% | 68,2% | 2,4% | 100,0% |
| | | % within I use social media only because my environment is using it | ,0% | 13,5% | 18,0% | 10,8% | 33,5% | 66,7% | 23,9% |
| | | % of Total | ,0% | 1,4% | 4,5% | 1,1% | 16,3% | ,6% | 23,9% |
| | 59-63 | Count | 1 | 17 | 38 | 6 | 63 | 0 | 125 |
| | | % within What is your age? | ,8% | 13,6% | 30,4% | 4,8% | 50,4% | ,0% | 100,0% |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | % within I use social media only because my environment is using it | 6,3% | 45,9% | 42,7% | 16,2% | 36,4% | ,0% | 35,2% |
| | | % of Total | ,3% | 4,8% | 10,7% | 1,7% | 17,7% | ,0% | 35,2% |
| | 64-68 | Count | 1 | 10 | 28 | 9 | 32 | 0 | 80 |
| | | % within What is your age? | 1,3% | 12,5% | 35,0% | 11,3% | 40,0% | ,0% | 100,0% |
| | | % within I use social media only because my environment is using it | 6,3% | 27,0% | 31,5% | 24,3% | 18,5% | ,0% | 22,5% |
| | | % of Total | ,3% | 2,8% | 7,9% | 2,5% | 9,0% | ,0% | 22,5% |
| | 69-71 | Count | 14 | 5 | 7 | 18 | 20 | 1 | 65 |
| | | % within What is your age? | 21,5% | 7,7% | 10,8% | 27,7% | 30,8% | 1,5% | 100,0% |
| | | % within I use social media only because my environment is using it | 87,5% | 13,5% | 7,9% | 48,6% | 11,6% | 33,3% | 18,3% |
| | | % of Total | 3,9% | 1,4% | 2,0% | 5,1% | 5,6% | ,3% | 18,3% |
| Total | | Count | 16 | 37 | 89 | 37 | 173 | 3 | 355 |
| | | % within What is your age? | 4,5% | 10,4% | 25,1% | 10,4% | 48,7% | ,8% | 100,0% |
| | | % within I use social media only because my environment is using it | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | | % of Total | 4,5% | 10,4% | 25,1% | 10,4% | 48,7% | ,8% | 100,0% |

Table 4.58 shows the relation between age categories and using social media in order to environment using it. For the statement, 5,9 % of the respondents as 5 people between 53- 58 ages were strongly agree, 18,8% of them as 16 people were agree, 4,7 % of the respondents as 4 people have no idea, 68,2 % of the respondents as 58 people were disagree and 2,4% of the participants as 2 people were strongly diasgree. For respondents between 59-63; 0,8% of them were missing value, 13,6% of them as 17 people were strongly agree, 30,4 % of them as 38 people were agree, 4,8 % of the respondents as 6 people have no idea, 50,4% of them as 63 people select disagree and none of them select strongly disagree. For respondents between 64-68; 1,3% of them were missing value, 12,5 % of them as 10 people were strongly agree, 35 % of them as 28 people were agree, 11,3 % of the respondents as 9 people have no idea, 40 % of them as 12 people 32 select disagree idea and none of them select strongly disagree. For respondents between 69-71; 21,5 % of them were missing value 7,7 % of them as 5 people were strongly agree, 10,8 % of them as 7 people were agree, 27,7% of the respondents as 18 people have no idea and 30,8% of them as 20 people were disagree and none of them select strongly disagree. The result shows that Baby boomers mostly were disagree with the statement. Despite, early boomers have highly had no idea with th e statement.

Table 4.59: Age and social media is a great way of socializing anf helps to connect with people

| | | | Social media is a great way of socializing and helps me to connect with people | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 15 | 61 | 2 | 7 | 0 | 85 |
| | | % within What is your age? | 17,6% | 71,8% | 2,4% | 8,2% | ,0% | 100,0% |

| | | % within Social media is a great way of socializing and helps me to connect with people | 39,5% | 27,5% | 5,0% | 14,0% | ,0% | 23,9% |
|---|---|---|---|---|---|---|---|---|
| | | % of Total | 4,2% | 17,2% | ,6% | 2,0% | ,0% | 23,9% |
| 59-63 | Count | | 12 | 91 | 9 | 11 | 2 | 125 |
| | % within What is your age? | | 9,6% | 72,8% | 7,2% | 8,8% | 1,6% | 100,0% |
| | % within Social media is a great way of socializing and helps me to connect with people | | 31,6% | 41,0% | 22,5% | 22,0% | 40,0% | 35,2% |
| | % of Total | | 3,4% | 25,6% | 2,5% | 3,1% | ,6% | 35,2% |
| 64-68 | Count | | 10 | 42 | 10 | 17 | 1 | 80 |
| | % within What is your age? | | 12,5% | 52,5% | 12,5% | 21,3% | 1,3% | 100,0% |
| | % within Social media is a great way of socializing and helps me to connect with people | | 26,3% | 18,9% | 25,0% | 34,0% | 20,0% | 22,5% |
| | % of Total | | 2,8% | 11,8% | 2,8% | 4,8% | ,3% | 22,5% |
| 69-71 | Count | | 1 | 28 | 19 | 15 | 2 | 65 |
| | % within What is your age? | | 1,5% | 43,1% | 29,2% | 23,1% | 3,1% | 100,0% |
| | % within Social media is a great way of socializing and helps me to connect with people | | 2,6% | 12,6% | 47,5% | 30,0% | 40,0% | 18,3% |

|  |  | ,3% | 7,9% | 5,4% | 4,2% | ,6% | 18,3% |
|---|---|---|---|---|---|---|---|
|  | % of Total | ,3% | 7,9% | 5,4% | 4,2% | ,6% | 18,3% |
| Total | Count | 38 | 222 | 40 | 50 | 5 | 355 |
|  | % within What is your age? | 10,7% | 62,5% | 11,3% | 14,1% | 1,4% | 100,0% |
|  | % within Social media is a great way of socializing and helps me to connect with people | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  | % of Total | 10,7% | 62,5% | 11,3% | 14,1% | 1,4% | 100,0% |

Table 4.59 shows the relation between age category and social media being great way for socializing and helping to connect with people. For the statement, 17,6 % of the respondents as 15 people between 53- 58 ages were strongly agree, 71,8% of them as 61 people were agree, 2,4 % of the respondents as 2 people have no idea, 8,2 % of the respondents as 7 people were disagree and none of the participants select strongly diasgree. For respondents between 59-63; 9,6% of them as 12 people were strongly agree, 72,8 % of them as 91 people were agree, 7,2 % of the respondents as 9 people have no idea, 8,8% of them as 11 people select disagree and 1,6% of them as 2 people select strongly disagree. For respondents between 64-68; 12,5 % of them as 10 people were strongly agree, 52,5 % of them as 42 people were agree, 12,5 % of the respondents as 10 people have no idea, 21,3 % of them as 17 people select disagree idea and 1,3% of them as 1 person select strongly disagree. For respondents between 69-71; 1,5% of them as 1 person were strongly agree, 43,1 % of them as 28 people were agree, 29,2% of the respondents as 19 people have no idea and 23,1% of them as 15 people were disagree and 3,1% of them as 2 people select strongly disagree. The result shows that both early and late Boomers were agree with the statement and

believes that social media is a great way of socializing and helps connecting with people.

Table 4.60: Age and finding social media necessary for today's life

| | | | I find social media necessary for today's life | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 15 | 67 | 1 | 2 | 0 | 85 |
| | | % within What is your age? | 17,6% | 78,8% | 1,2% | 2,4% | ,0% | 100,0% |
| | | % within I find social media necessary for today's life | 83,3% | 28,9% | 2,7% | 3,6% | ,0% | 23,9% |
| | | % of Total | 4,2% | 18,9% | ,3% | ,6% | ,0% | 23,9% |
| | 59-63 | Count | 2 | 100 | 9 | 13 | 1 | 125 |
| | | % within What is your age? | 1,6% | 80,0% | 7,2% | 10,4% | ,8% | 100,0% |
| | | % within I find social media necessary for today's life | 11,1% | 43,1% | 24,3% | 23,6% | 7,7% | 35,2% |
| | | % of Total | ,6% | 28,2% | 2,5% | 3,7% | ,3% | 35,2% |
| | 64-68 | Count | 1 | 44 | 8 | 24 | 3 | 80 |
| | | % within What is your age? | 1,3% | 55,0% | 10,0% | 30,0% | 3,8% | 100,0% |
| | | % within I find social media necessary for today's life | 5,6% | 19,0% | 21,6% | 43,6% | 23,1% | 22,5% |
| | | % of Total | ,3% | 12,4% | 2,3% | 6,8% | ,8% | 22,5% |
| | 69-71 | Count | 0 | 21 | 19 | 16 | 9 | 65 |

|  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|
| | % within What is your age? | ,0% | 32,3% | 29,2% | 24,6% | 13,8% | 100,0% |
| | % within I find social media necessary for today's life | ,0% | 9,1% | 51,4% | 29,1% | 69,2% | 18,3% |
| | % of Total | ,0% | 5,9% | 5,4% | 4,5% | 2,5% | 18,3% |
| Total | Count | 18 | 232 | 37 | 55 | 13 | 355 |
| | % within What is your age? | 5,1% | 65,4% | 10,4% | 15,5% | 3,7% | 100,0% |
| | % within I find social media necessary for today's life | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | 5,1% | 65,4% | 10,4% | 15,5% | 3,7% | 100,0% |

Table 4.60 shows the relation between age and social media being necessary for today's life. For the statement, 17,6 % of the respondents as 15 people between 53- 58 ages were strongly agree,   78,8% of them as 67 people were agree, 1,2% of the respondents as 1 person have no idea, 2,4% of the respondents as 2 people were disagree and none of the participants select strongly diasgree. For respondents between 59-63; 1,6% of them as 2 people were strongly agree, 80,0 % of them as 100 people were agree, 7,2 % of the respondents as 9 people have no idea, 10,4% of them as 13 people select disagree and 0,8% of them as 1 perosn select strongly disagree. For respondents between 64-68; 1,3% of them as 1 person were strongly agree, 55 % of them as 44 people were agree, 10 % of the respondents as 8 people have no idea, 30 % of them as 24 people select disagree and 3,8 % of them as 3 people select strongly disagree. For respondents between 69-71; 0% of them were strongly agree, 32,3% of

them as 21 people were agree, 29,2% of the respondents as 19 people have no idea and 24,6 % of them as 16 people were disagree and 13,8 %  of them as 9 people select strongly disagree. The result shows that participants were highly agree that social media is necessary for today's life.

Table 4.61: Age and social media usage has lots of benefits

| | | | Social media usage has lots of benefits | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 24 | 58 | 1 | 2 | 0 | 85 |
| | | % within What is your age? | 28,2% | 68,2% | 1,2% | 2,4% | ,0% | 100,0% |
| | | % within Social media usage has lots of benefits | 75,0% | 25,2% | 2,3% | 5,0% | ,0% | 23,9% |
| | | % of Total | 6,8% | 16,3% | ,3% | ,6% | ,0% | 23,9% |
| | 59-63 | Count | 7 | 97 | 10 | 9 | 2 | 125 |
| | | % within What is your age? | 5,6% | 77,6% | 8,0% | 7,2% | 1,6% | 100,0% |
| | | % within Social media usage has lots of benefits | 21,9% | 42,2% | 22,7% | 22,5% | 22,2% | 35,2% |
| | | % of Total | 2,0% | 27,3% | 2,8% | 2,5% | ,6% | 35,2% |
| | 64-68 | Count | 1 | 51 | 11 | 15 | 2 | 80 |
| | | % within What is your age? | 1,3% | 63,8% | 13,8% | 18,8% | 2,5% | 100,0% |
| | | % within Social media usage has lots of benefits | 3,1% | 22,2% | 25,0% | 37,5% | 22,2% | 22,5% |

| | | | ,3% | 14,4% | 3,1% | 4,2% | ,6% | 22,5% |
|---|---|---|---|---|---|---|---|---|
| | 69-71 | Count | 0 | 24 | 22 | 14 | 5 | 65 |
| | | % within What is your age? | ,0% | 36,9% | 33,8% | 21,5% | 7,7% | 100,0% |
| | | % within Social media usage has lots of benefits | ,0% | 10,4% | 50,0% | 35,0% | 55,6% | 18,3% |
| | | % of Total | ,0% | 6,8% | 6,2% | 3,9% | 1,4% | 18,3% |
| Total | | Count | 32 | 230 | 44 | 40 | 9 | 355 |
| | | % within What is your age? | 9,0% | 64,8% | 12,4% | 11,3% | 2,5% | 100,0% |
| | | % within Social media usage has lots of benefits | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | | % of Total | 9,0% | 64,8% | 12,4% | 11,3% | 2,5% | 100,0% |

Table 4.61 shows the relation between age and social media usage has lots of benefits. For the statement, 28,2 % of the respondents as 24 people between 53- 58 ages were strongly agree, 68,2% of them as 58 people were agree, 1,2% of the respondents as 1 person have no idea, 2,4% of the respondents as 2 people were disagree and none of the participants select strongly diasgree. For respondents between 59-63; 5,6% of them as 7 people were strongly agree, 77,6 % of them as 97 people were agree, 8% of the respondents as 12 people 10 have no idea, 7,2 % of them as 9 people select disagree and 1,6% of them as 2 people select strongly disagree. For respondents between 64-68; 1,3% of them as 1 person were strongly agree, 63,8 % of them as 51 people were agree, 13,8 % of the respondents as 11 people have no idea, 18,8 % of them as 15

people select disagree and 2,5 % of them as 2 people select strongly disagree. For respondents between 69-71; 0% of them were strongly agree, 36,9% of them as 24 people were agree, 33,8% of the respondents as 22 people have no idea and 21,5% of them as 14 people were disagree and 7,7% of them as 5 people select strongly disagree. The result shows that both early boomers and late boomers were agree that social media usage has lots of benefits. Despite, late boomers were highly had no idea as well as they were agree with social media usage has lots of benefits.

## 4.8 Crosstab Analysis for mobile technology usage difficulty

The cross tabulation analysis, with chi square is less than 0.05, show the respondents' answers regarding the research questions for what kind of difficulties Baby Boomers generation confront while they are using mobile technology. Statements related with the research questions are analysed and explained below.

Table 4.62: Age and touch screen function usage difficulty

| | | | Touchscreen function is difficult to use | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 6 | 15 | 3 | 60 | 1 | 85 |
| | | % within What is your age? | ,0% | 7,1% | 17,6% | 3,5% | 70,6% | 1,2% | 100,0% |
| | | % within Touchscreen function is difficult to use | ,0% | 12,8% | 8,6% | 15,0% | 54,1% | 100,0% | 23,9% |
| | | % of Total | ,0% | 1,7% | 4,2% | ,8% | 16,9% | ,3% | 23,9% |
| | 59-63 | Count | 1 | 4 | 78 | 10 | 32 | 0 | 125 |
| | | % within What is your age? | ,8% | 3,2% | 62,4% | 8,0% | 25,6% | ,0% | 100,0% |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | % within Touchscreen function is difficult to use | 100,0% | 8,5% | 44,6% | 50,0% | 28,8% | ,0% | 35,2% |
| | | % of Total | ,3% | 1,1% | 22,0% | 2,8% | 9,0% | ,0% | 35,2% |
| 64-68 | Count | 0 | 15 | 53 | 3 | 9 | 0 | 80 |
| | % within What is your age? | ,0% | 18,8% | 66,3% | 3,8% | 11,3% | ,0% | 100,0% |
| | % within Touchscreen function is difficult to use | ,0% | 31,9% | 30,3% | 15,0% | 8,1% | ,0% | 22,5% |
| | % of Total | 0% | 4,2% | 14,9% | ,8% | 2,5% | ,0% | 22,5% |
| 69-71 | Count | 0 | 22 | 29 | 4 | 10 | 0 | 65 |
| | % within What is your age? | ,0% | 33,8% | 44,6% | 6,2% | 15,4% | ,0% | 100,0% |
| | % within Touchscreen function is difficult to use | ,0% | 46,8% | 16,6% | 20,0% | 9,0% | ,0% | 18,3% |
| | % of Total | ,0% | 6,2% | 8,2% | 1,1% | 2,8% | ,0% | 18,3% |
| Total | Count | 1 | 47 | 175 | 20 | 111 | 1 | 355 |
| | % within What is your age? | ,3% | 13,2% | 49,3% | 5,6% | 31,3% | ,3% | 100,0% |
| | % within Touchscreen function is difficult to use | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | ,3% | 13,2% | 49,3% | 5,6% | 31,3% | ,3% | 100,0% |

Table 4.62 shows the relation between age category and touchscreen function usage difficulty. For the statement, 7,1 % of the respondents as 6 people between 53- 58 ages were strongly agree, 17,6% of them as 15 people were agree, 3,5% of the respondents as 3 people have no idea, 70,6% of the respondents as 60 people were disagree and 1,2% of the participants as 1 person select strongly diasgree. For respondents between 59-63; 0,8% of them were missing value, 3,2% of them as 4 people were strongly agree, 62,4 % of them as 78 people were agree, 8% of the respondents as 10 people have no idea, 25,6 % of them as 32 people select disagree and none of them select strongly disagree. For respondents between 64-68; 18,8% of them as 15 people were strongly agree, 66,3 % of them as 53 people were agree, 3,8 % of the respondents as 3 people have no idea, 11,3 % of them as 9 people select disagree and none of them select strongly disagree. For respondents between 69-71; 33,8 % of them as 22 people were strongly agree, 44,6% of them as 29 people were agree, 6,2 % of the respondents as 4 people have no idea and 15,4 % of them as 10 people were disagree and none of them select strongly disagree. The result shows that Baby Boomers below 58 age were disagree that touchscreen function is difficult to use. And Baby Boomers above 58 age finds difficult to use touchscreen function for mobile technology.

Table 4.63: Age and difficulty in memorizing all functions of mobile technology

| | | | It is difficult to memorize all functions of mobile technology | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 6 | 28 | 8 | 41 | 2 | 85 |
| | | % within What is your age? | ,0% | 7,1% | 32,9% | 9,4% | 48,2% | 2,4% | 100,0% |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | % within It is difficult to memorize all functions of mobile technology | ,0% | 10,2% | 15,4% | 30,8% | 49,4% | 100,0% | 23,9% |
| | % of Total | ,0% | 1,7% | 7,9% | 2,3% | 11,5% | ,6% | 23,9% |
| 59-63 | Count | 1 | 17 | 72 | 9 | 26 | 0 | 125 |
| | % within What is your age? | ,8% | 13,6% | 57,6% | 7,2% | 20,8% | ,0% | 100,0% |
| | % within It is difficult to memorize all functions of mobile technology | 33,3% | 28,8% | 39,6% | 34,6% | 31,3% | ,0% | 35,2% |
| | % of Total | ,3% | 4,8% | 20,3% | 2,5% | 7,3% | ,0% | 35,2% |
| 64-68 | Count | 0 | 19 | 52 | 4 | 5 | 0 | 80 |
| | % within What is your age? | ,0% | 23,8% | 65,0% | 5,0% | 6,3% | ,0% | 100,0% |
| | % within It is difficult to memorize all functions of mobile technology | ,0% | 32,2% | 28,6% | 15,4% | 6,0% | ,0% | 22,5% |
| | % of Total | ,0% | 5,4% | 14,6% | 1,1% | 1,4% | ,0% | 22,5% |
| 69-71 | Count | 2 | 17 | 30 | 5 | 11 | 0 | 65 |
| | % within What is your age? | 3,1% | 26,2% | 46,2% | 7,7% | 16,9% | ,0% | 100,0% |

|  |  | | | | | | |  |
|---|---|---|---|---|---|---|---|---|
|  | % within It is difficult to memorize all functions of mobile technology | 66,7% | 28,8% | 16,5% | 19,2% | 13,3% | ,0% | 18,3% |
|  | % of Total | ,6% | 4,8% | 8,5% | 1,4% | 3,1% | ,0% | 18,3% |
| Total | Count | 3 | 59 | 182 | 26 | 83 | 2 | 355 |
|  | % within What is your age? | ,8% | 16,6% | 51,3% | 7,3% | 23,4% | ,6% | 100,0% |
|  | % within It is difficult to memorize all functions of mobile technology | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  | % of Total | ,8% | 16,6% | 51,3% | 7,3% | 23,4% | ,6% | 100,0% |

Table 4.63 shows the relation between age and difficulty in memorizing all functions of mobile technology. For the statement, 7,1 % of the respondents as 6 people between 53- 58 ages were strongly agree, 32,9 % of them as 28 people were agree, 9,4 % of the respondents as 8 people have no idea, 48,2% of the respondents as 41 people were disagree and 2,4 % of the participants as 2 people select strongly diasgree. For respondents between 59-63; 0,8% of them were missing value, 13,6 % of them as 17 people were strongly agree, 57,6 % of them as 72 people were agree, 7,2% of the respondents as 9 people have no idea, 20,8 % of them as 26 people select disagree and none of them select strongly disagree. For respondents between 64-68; 23,8% of them as 19 people were strongly agree, 65 % of them as 52 people were agree, 5 % of the respondents as 4 people have no idea, 6,3 % of them as 5 people select disagree and

none of them select strongly disagree. For respondents between 69-71; 3,1 % of them were missing value, 26,2 % of them as 17 people were strongly agree, 46,2 % of them as 30 people were agree, 7,7 % of the respondents as 5 people have no idea and 16,9 % of them as 11 people were disagree and none of them select strongly disagree. The result shows that participants below 58 age were disagree with the statement and participants above 58 age were agree with difficulty in memorizing all functions of mobile technology.

Table 4.64: Age and unfamiliarity for mobile technology terminologies like installing, updating, synchronizing

| | | | I'm unfamiliar to mobile technologies terminologies like installing, updating, synchronizing…etc. | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 7 | 34 | 4 | 37 | 3 | 85 |
| | | % within What is your age? | ,0% | 8,2% | 40,0% | 4,7% | 43,5% | 3,5% | 100,0% |
| | | % within I'm unfamiliar to mobile technology terminologies. | ,0% | 7,7% | 18,2% | 30,8% | 62,7% | 75,0% | 23,9% |
| | | % of Total | ,0% | 2,0% | 9,6% | 1,1% | 10,4% | ,8% | 23,9% |
| | 59-63 | Count | 1 | 30 | 79 | 3 | 12 | 0 | 125 |
| | | % within What is your age? | ,8% | 24,0% | 63,2% | 2,4% | 9,6% | ,0% | 100,0% |
| | | % within I'm unfamiliar to mobile technology terminologies. | 100,0% | 33,0% | 42,2% | 23,1% | 20,3% | ,0% | 35,2% |
| | | % of Total | ,3% | 8,5% | 22,3% | ,8% | 3,4% | ,0% | 35,2% |
| | 64-68 | Count | 0 | 21 | 54 | 2 | 3 | 0 | 80 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | % within What is your age? | ,0% | 26,3% | 67,5% | 2,5% | 3,8% | ,0% | 100,0% |
| | % within I'm unfamiliar to mobile technology terminologies. | ,0% | 23,1% | 28,9% | 15,4% | 5,1% | ,0% | 22,5% |
| | % of Total | ,0% | 5,9% | 15,2% | ,6% | ,8% | ,0% | 22,5% |
| 69-71 | Count | 0 | 33 | 20 | 4 | 7 | 1 | 65 |
| | % within What is your age? | ,0% | 50,8% | 30,8% | 6,2% | 10,8% | 1,5% | 100,0% |
| | % within I'm unfamiliar to mobile technology terminologies. | ,0% | 36,3% | 10,7% | 30,8% | 11,9% | 25,0% | 18,3% |
| | % of Total | ,0% | 9,3% | 5,6% | 1,1% | 2,0% | ,3% | 18,3% |
| Total | Count | 1 | 91 | 187 | 13 | 59 | 4 | 355 |
| | % within What is your age? | ,3% | 25,6% | 52,7% | 3,7% | 16,6% | 1,1% | 100,0% |
| | % within I'm unfamiliar to mobile technology terminologies. | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | ,3% | 25,6% | 52,7% | 3,7% | 16,6% | 1,1% | 100,0% |

Table 4.64 shows the relation between age and unfamiliarity towards mobile technology terminologies like installing, updating, synchronizing etc. For the statement, 8,2 % of the respondents as 7 people between 53- 58 ages were strongly agree,  40 % of them as 34 people were agree, 4,7 % of the respondents as 4 people have no idea, 43,5% of the respondents as 37 people were disagree and 3,5 % of the participants as 3 people select strongly diasgree. For respondents between 59-63; 0,8%

of them were missing value, 24 % of them as 30 people were strongly agree, 63,2% of them as 79 people were agree, 2,4% of the respondents as 3 people have no idea, 9,6 % of them as 12 people select disagree and none of them select strongly disagree. For respondents between 64-68; 26,3% of them as 21 people were strongly agree, 67,5 % of them as 54 people were agree, 2,5 % of the respondents as 2 people have no idea, 5,8 % of them s as 3 people elect disagree and none of them select strongly disagree. For respondents between 69-71; 50,8 % of them as 33 people were strongly agree, 30,8 % of them as 20 people were agree, 6,2% of the respondents as 4 people have no idea and 10,8 % of them as 7 people were disagree and 1,5% of them as 1 person select strongly disagree. The result shows that participants below 58 age were disagree with the statement. Despite, participants between 58-68 ages were agree and participants above 68 age were strongly agree with the statement.

Table 4.65: Age and finding mobile technology complicated

| | | | I find mobile technology complicated | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 6 | 24 | 3 | 50 | 2 | 85 |
| | | % within What is your age? | ,0% | 7,1% | 28,2% | 3,5% | 58,8% | 2,4% | 100,0% |
| | | % within I find mobile technology complicated | ,0% | 10,5% | 12,2% | 18,8% | 61,0% | 100,0% | 23,9% |
| | | % of Total | ,0% | 1,7% | 6,8% | ,8% | 14,1% | ,6% | 23,9% |
| | 59-63 | Count | 1 | 10 | 86 | 7 | 21 | 0 | 125 |
| | | % within What is your age? | ,8% | 8,0% | 68,8% | 5,6% | 16,8% | ,0% | 100,0% |

|  |  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|---|
|  |  | % within I find mobile technology complicated | 100,0% | 17,5% | 43,7% | 43,8% | 25,6% | ,0% | 35,2% |
|  |  | % of Total | ,3% | 2,8% | 24,2% | 2,0% | 5,9% | ,0% | 35,2% |
| 64-68 | Count | 0 | 17 | 58 | 2 | 3 | 0 | 80 |
|  | % within What is your age? | ,0% | 21,3% | 72,5% | 2,5% | 3,8% | ,0% | 100,0% |
|  | % within I find mobile technology complicated | ,0% | 29,8% | 29,4% | 12,5% | 3,7% | ,0% | 22,5% |
|  | % of Total | ,0% | 4,8% | 16,3% | ,6% | ,8% | ,0% | 22,5% |
| 69-71 | Count | 0 | 24 | 29 | 4 | 8 | 0 | 65 |
|  | % within What is your age? | ,0% | 36,9% | 44,6% | 6,2% | 12,3% | ,0% | 100,0% |
|  | % within I find mobile technology complicated | ,0% | 42,1% | 14,7% | 25,0% | 9,8% | ,0% | 18,3% |
|  | % of Total | ,0% | 6,8% | 8,2% | 1,1% | 2,3% | ,0% | 18,3% |
| Total | Count | 1 | 57 | 197 | 16 | 82 | 2 | 355 |
|  | % within What is your age? | ,3% | 16,1% | 55,5% | 4,5% | 23,1% | ,6% | 100,0% |
|  | % within I find mobile technology complicated | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  | % of Total | ,3% | 16,1% | 55,5% | 4,5% | 23,1% | ,6% | 100,0% |

Table 4.65 shows the relation between age and finding mobile technology complicated. For the statement, 7,1 % of the respondents as 6 people between 53- 58 ages were strongly agree,  28,2 % of them as 24 people were agree, 3,5 % of the

respondents as 3 people have no idea, 58,8 % of the respondents as 50 people were disagree and 2,4 % of the participants as 2 people select strongly diasgree. For respondents between 59-63; 0,8 % of them were missing value, 8 % of them as 10 people were strongly agree, 68,8 % of them as 86 people were agree, 5,6 % of the respondents as 7 people have no idea, 16,8 % of them as 21 people select disagree and none of them select strongly disagree. For respondents between 64-68; 21,3 % of them as 17 people were strongly agree, 72,5 % of them as 58 people were agree, 2,5 % of the respondents as 2 people have no idea, 3,8 % of them as 3 people select disagree and none of them select strongly disagree. For respondents between 69-71; 36,9 % of them as 24 people were strongly agree, 44,6 % of them as 29 people were agree, 6,2 % of the respondents as 4 people have no idea and 12,3 % of them as 8 people were disagree and none of them select strongly disagree. The result shows that participants below 58 age were disagree with the statement and other participants above 58 age were agree with the statement of finding mobile technology complicated.

## 4.9 Crosstab Analysis for Baby Boomer's tendency of mobile technology and social media usage

The cross tabulation analysis, with chi square is less than 0.05, show the respondents' answers regarding the research questions for do Baby Boomers generation really need or tended to use mobile technology or social media, especially, if there are other alternatives . Statements related with the research questions are analysed and explained below.

Table 4.66: Age and difficulty in learning new technology

| | It is difficult to learn new technology | | | | | | Total |
|---|---|---|---|---|---|---|---|
| | missing value | SA | A | U | D | SD | |

| | | | 0 | 4 | 14 | 12 | 52 | 3 | 85 |
|---|---|---|---|---|---|---|---|---|---|
| What is your age? | 53-58 | Count | 0 | 4 | 14 | 12 | 52 | 3 | 85 |
| | | % within What is your age? | ,0% | 4,7% | 16,5% | 14,1% | 61,2% | 3,5% | 100,0% |
| | | % within It is difficult to learn new technology | ,0% | 8,2% | 8,4% | 63,2% | 44,4% | 100,0% | 23,9% |
| | | % of Total | ,0% | 1,1% | 3,9% | 3,4% | 14,6% | ,8% | 23,9% |
| | 59-63 | Count | 1 | 11 | 69 | 1 | 43 | 0 | 125 |
| | | % within What is your age? | ,8% | 8,8% | 55,2% | ,8% | 34,4% | ,0% | 100,0% |
| | | % within It is difficult to learn new technology | 100,0% | 22,4% | 41,6% | 5,3% | 36,8% | ,0% | 35,2% |
| | | % of Total | ,3% | 3,1% | 19,4% | ,3% | 12,1% | ,0% | 35,2% |
| | 64-68 | Count | 0 | 12 | 56 | 3 | 9 | 0 | 80 |
| | | % within What is your age? | ,0% | 15,0% | 70,0% | 3,8% | 11,3% | ,0% | 100,0% |
| | | % within It is difficult to learn new technology | ,0% | 24,5% | 33,7% | 15,8% | 7,7% | ,0% | 22,5% |
| | | % of Total | ,0% | 3,4% | 15,8% | ,8% | 2,5% | ,0% | 22,5% |
| | 69-71 | Count | 0 | 22 | 27 | 3 | 13 | 0 | 65 |
| | | % within What is your age? | ,0% | 33,8% | 41,5% | 4,6% | 20,0% | ,0% | 100,0% |
| | | % within It is difficult to learn new technology | ,0% | 44,9% | 16,3% | 15,8% | 11,1% | ,0% | 18,3% |
| | | % of Total | ,0% | 6,2% | 7,6% | ,8% | 3,7% | ,0% | 18,3% |

| Total | | 1 | 49 | 166 | 19 | 117 | 3 | 355 |
|---|---|---|---|---|---|---|---|---|
| | Count | 1 | 49 | 166 | 19 | 117 | 3 | 355 |
| | % within What is your age? | ,3% | 13,8% | 46,8% | 5,4% | 33,0% | ,8% | 100,0% |
| | % within It is difficult to learn new technology | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | ,3% | 13,8% | 46,8% | 5,4% | 33,0% | ,8% | 100,0% |

Table 4.66 shows the relation between participants' age and difficulty in learning new technologies. For the statement, 4,7% of the respondents as 4 people between 53- 58 ages were strongly agree, 16,5% of them as 14 people were agree, 14,1% of the respondents as 12 people have no idea, 61,2 % of the respondents as 52 people were disagree and 3,5% of the respondents as 3 people select strongly disagree. For respondents between 59-63; 0,8% of them were missing value, 8,8 % of them as 11 people were strongly agree, 55,2 % of them as 69 people were agree, 0,8% of the respondents as 1 person have no idea, 34,4% of them as 43 people select disagree and 0% of the respondents were strongly disagree. For respondents between 64-68; 15 % of them as 12 people were strongly agree, 70% of them as 56 people were agree, 3,8 % of the respondents as 3 people have no idea, 11,3 % of them as 9 people select disagree and 0% of the respondents were strongly disagree . For respondents between 69-71; 33,8 % of them as 22 people were strongly agree, 41,5 % of them as 27 people were agree, 4,6% of the respondents as 3 people have no idea, 20% of them as 13 people select disagree and 0% of the respondents were strongly disagree. The result shows that Baby Boomers above 58 age are having difficulties in learning new

technologies and the ones below 58 age are not having difficulty in learning new technologies.

Table 4.67: Age and I found mobile technology useful and beneficial

| | | | I found mobile technology useful and beneficial | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 20 | 54 | 3 | 8 | 0 | 85 |
| | | % within What is your age? | 23,5% | 63,5% | 3,5% | 9,4% | ,0% | 100,0% |
| | | % within I found mobile technology useful and beneficial | 54,1% | 25,8% | 5,5% | 15,4% | ,0% | 23,9% |
| | | % of Total | 5,6% | 15,2% | ,8% | 2,3% | ,0% | 23,9% |
| | 59-63 | Count | 14 | 97 | 9 | 4 | 1 | 125 |
| | | % within What is your age? | 11,2% | 77,6% | 7,2% | 3,2% | ,8% | 100,0% |
| | | % within I found mobile technology useful and beneficial | 37,8% | 46,4% | 16,4% | 7,7% | 50,0% | 35,2% |
| | | % of Total | 3,9% | 27,3% | 2,5% | 1,1% | ,3% | 35,2% |
| | 64-68 | Count | 3 | 41 | 13 | 23 | 0 | 80 |
| | | % within What is your age? | 3,8% | 51,3% | 16,3% | 28,8% | ,0% | 100,0% |
| | | % within I found mobile technology useful and beneficial | 8,1% | 19,6% | 23,6% | 44,2% | ,0% | 22,5% |
| | | % of Total | ,8% | 11,5% | 3,7% | 6,5% | ,0% | 22,5% |
| | 69-71 | Count | 0 | 17 | 30 | 17 | 1 | 65 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | % within What is your age? | ,0% | 26,2% | 46,2% | 26,2% | 1,5% | 100,0% |
| | % within I found mobile technology useful and beneficial | ,0% | 8,1% | 54,5% | 32,7% | 50,0% | 18,3% |
| | % of Total | ,0% | 4,8% | 8,5% | 4,8% | ,3% | 18,3% |
| Total | Count | 37 | 209 | 55 | 52 | 2 | 355 |
| | % within What is your age? | 10,4% | 58,9% | 15,5% | 14,6% | ,6% | 100,0% |
| | % within I found mobile technology useful and beneficial | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | % of Total | 10,4% | 58,9% | 15,5% | 14,6% | ,6% | 100,0% |

Table 4.67 shows the relationship between age level and respondents agreement level on mobile technology is useful and beneficial. For the statement, 23,5% of the respondents as 20 people between 53- 58 ages were strongly agree, 63,5% of them as 54 people were agree, 3,5% of the respondents as 3 people have no idea, 9,4 % of the respondents as 8 people were disagree and 0% of the respondents select strongly disagree. For respondents between 59-63; 11,2% of them as 14 people were strongly agree,77,6% of them as 97 people were agree, 7,2% of the respondents as 9 people have no idea, 3,2% of them as 4 people select disagree and 0,8% of the respondents as 1 person were strongly disagree. For respondents between 64-68; 3,8% of them as 3 people were strongly agree, 51,3% of them as 41 people were agree, 16,3% of the respondents as 13 people have no idea, 28,8% of them as 23 people select disagree and 0% of the respondents were strongly disagree . For respondents between 69-71; 0% of

them were strongly agree, 26,2% of them as 17 people were agree, 46,2% of the respondents as 30 people have no idea, 26,2% of them as 17 people select disagree and 1,5% of the respondents as 1 perosn were strongly disagree. The result shows Baby Boomers, including both early and late boomers, agree with mobile technology useful and beneficial however the rate for agreement level increases on late boomers.

Table 4.68: Age and the need for social media to communicate with each other

| | | | I don't think we need social media to communicate with each other | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 7 | 22 | 7 | 44 | 5 | 85 |
| | | % within What is your age? | 8,2% | 25,9% | 8,2% | 51,8% | 5,9% | 100,0% |
| | | % within I don't think we need social media to communicate with each other | 10,3% | 14,9% | 21,2% | 44,0% | 83,3% | 23,9% |
| | | % of Total | 2,0% | 6,2% | 2,0% | 12,4% | 1,4% | 23,9% |
| | 59-63 | Count | 18 | 69 | 10 | 27 | 1 | 125 |
| | | % within What is your age? | 14,4% | 55,2% | 8,0% | 21,6% | ,8% | 100,0% |
| | | % within I don't think we need social media to communicate with each other | 26,5% | 46,6% | 30,3% | 27,0% | 16,7% | 35,2% |
| | | % of Total | 5,1% | 19,4% | 2,8% | 7,6% | ,3% | 35,2% |
| | 64-68 | Count | 20 | 40 | 1 | 19 | 0 | 80 |
| | | % within What is your age? | 25,0% | 50,0% | 1,3% | 23,8% | ,0% | 100,0% |

|  |  |  |  |  |  |  |  |
|---|---|---|---|---|---|---|---|
|  |  | % within I don't think we need social media to communicate with each other | 29,4% | 27,0% | 3,0% | 19,0% | ,0% | 22,5% |
|  |  | % of Total | 5,6% | 11,3% | ,3% | 5,4% | ,0% | 22,5% |
| 69-71 |  | Count | 23 | 17 | 15 | 10 | 0 | 65 |
|  |  | % within What is your age? | 35,4% | 26,2% | 23,1% | 15,4% | ,0% | 100,0% |
|  |  | % within I don't think we need social media to communicate with each other | 33,8% | 11,5% | 45,5% | 10,0% | ,0% | 18,3% |
|  |  | % of Total | 6,5% | 4,8% | 4,2% | 2,8% | ,0% | 18,3% |
| Total |  | Count | 68 | 148 | 33 | 100 | 6 | 355 |
|  |  | % within What is your age? | 19,2% | 41,7% | 9,3% | 28,2% | 1,7% | 100,0% |
|  |  | % within I don't think we need social media to communicate with each other | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  |  | % of Total | 19,2% | 41,7% | 9,3% | 28,2% | 1,7% | 100,0% |

Table 4.68 shows the relation between age category and respondents' opinion about the need for social media to communicate with each other. For the statement, 8,2 % of the respondents as 7 people between 53- 58 ages were strongly agree, 25,9 % of them as 22 people were agree, 8,2 % of the respondents as 7 people have no idea, 51,8 % of the respondents as 44 people were disagree and 5,9 % of the respondents as 5 people

select strongly disagree. For respondents between 59-63; 14,4 % of them as 18 people were strongly agree, 55,2 % of them as 69 people were agree, 8 % of the respondents as 10 people have no idea, 21,6 % of them as 27 people select disagree and 0,8 % of the respondents as 1 person were strongly disagree. For respondents between 64-68; 25 % of them as 20 people were strongly agree, 50% of them as 40 people were agree, 1,3% of the respondents as 1 person have no idea, 23,8% of them as 19 people select disagree and 0% of the respondents were strongly disagree . For respondents between 69-71; 35,4 % of them as 23 people were strongly agree, 26,2% of them as 17 people were agree, 23,1 % of the respondents as 15 people have no idea, 15,4 % of them as 10 people select disagree and 0 % of the respondents were strongly disagree. The result shows that participants below 58 age do not agree with the statement and think that social media is a need to communicate with each other. On the other hand, participants above 58 age were agree that they do not need social media to communicate with each other.

Table 4.69: Age and interacting through social media improved the social skills

| | | | Interacting through social media improved my social skills | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 3 | 69 | 1 | 12 | 0 | 85 |
| | | % within What is your age? | ,0% | 3,5% | 81,2% | 1,2% | 14,1% | ,0% | 100,0% |
| | | % within Interacting through social media improved my social skills | ,0% | 75,0% | 30,8% | 2,4% | 19,4% | ,0% | 23,9% |

| | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | % of Total | ,0% | ,8% | 19,4% | ,3% | 3,4% | ,0% | 23,9% |
| | 59-63 | Count | 1 | 1 | 99 | 5 | 18 | 1 | 125 |
| | | % within What is your age? | ,8% | ,8% | 79,2% | 4,0% | 14,4% | ,8% | 100,0% |
| | | % within Interacting through social media improved my social skills | 4,8% | 25,0% | 44,2% | 12,2% | 29,0% | 33,3% | 35,2% |
| | | % of Total | ,3% | ,3% | 27,9% | 1,4% | 5,1% | ,3% | 35,2% |
| | 64-68 | Count | 6 | 0 | 44 | 11 | 19 | 0 | 80 |
| | | % within What is your age? | 7,5% | ,0% | 55,0% | 13,8% | 23,8% | ,0% | 100,0% |
| | | % within Interacting through social media improved my social skills | 28,6% | ,0% | 19,6% | 26,8% | 30,6% | ,0% | 22,5% |
| | | % of Total | 1,7% | ,0% | 12,4% | 3,1% | 5,4% | ,0% | 22,5% |
| | 69-71 | Count | 14 | 0 | 12 | 24 | 13 | 2 | 65 |
| | | % within What is your age? | 21,5% | ,0% | 18,5% | 36,9% | 20,0% | 3,1% | 100,0% |
| | | % within Interacting through social media improved my social skills | 66,7% | ,0% | 5,4% | 58,5% | 21,0% | 66,7% | 18,3% |
| | | % of Total | 3,9% | ,0% | 3,4% | 6,8% | 3,7% | ,6% | 18,3% |
| Total | | Count | 21 | 4 | 224 | 41 | 62 | 3 | 355 |

|  | | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
| % within What is your age? | 5,9% | 1,1% | 63,1% | 11,5% | 17,5% | ,8% | 100,0% |
| % within Interacting through social media improved my social skills | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| % of Total | 5,9% | 1,1% | 63,1% | 11,5% | 17,5% | ,8% | 100,0% |

Table 4.69 shows the relation between age categories and statement for interacting through social media improves the social skills. For the statement, 3,5 % of the respondents as 3 people between 53- 58 ages were strongly agree, 81,2 % of them as 69 people were agree, 1,2 % of the respondents as 1 person have no idea, 14,1 % of the respondents as 12 people were disagree and 0 % of the respondents select strongly disagree. For respondents between 59-63; 0,8 % of them were missing value, 0,8 % of them as 1 person were strongly agree, 79,2 % of them as 99 people were agree, 4 % of the respondents as 5 people have no idea, 14,4 % of them as 18 people select disagree and 0,8 % of the respondents as 1 person were strongly disagree. For respondents between 64-68; 7,5 % of them were missing value, 0 % of them were strongly agree, 55 % of them as 44 people were agree, 13,8 % of the respondents as 11 people have no idea, 23,8% of them as 19 people select disagree and 0% of the respondents were strongly disagree . For respondents between 69-71; 2,5 % of them were missing value, 0 % of them were strongly agree, 18,5 % of them as 12 people were agree, 36,9 % of the respondents as 24 people have no idea, 20 % of them as 13 people select disagree and 3,1 % of the respondents as 2 people were strongly disagree. The result shows that participants below 68 age were agree that interacting through social media improves

their social skills. On the other hand, participants above 68 age were disagree with the statement and do not believe that interacting through social media improves their social skills.

## 4.10 Crosstab Analysis for Baby Boomer's Expectations from Mobile Technology and Social Media

The cross tabulation analysis, with chi square is less than 0.05, show the respondents' answers regarding the research questions for what are the expectations of Baby Boomers from mobile technology and social media . Statements related with the research questions are analysed and explained below.

Table 4.70: Age and guidance booklets for mobile technology will be helpful

| | | | I think guidance booklets for mobile technology will be helpful | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | | | missing value | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 0 | 4 | 29 | 8 | 43 | 1 | 85 |
| | | % within What is your age? | ,0% | 4,7% | 34,1% | 9,4% | 50,6% | 1,2% | 100,0% |
| | | % within I think guidance booklets for mobile technology will be helpful | ,0% | 7,0% | 18,6% | 21,6% | 41,7% | 100,0% | 23,9% |
| | | % of Total | ,0% | 1,1% | 8,2% | 2,3% | 12,1% | ,3% | 23,9% |
| | 59-63 | Count | 0 | 23 | 65 | 6 | 31 | 0 | 125 |
| | | % within What is your age? | ,0% | 18,4% | 52,0% | 4,8% | 24,8% | ,0% | 100,0% |

| | | | ,0% | 40,4% | 41,7% | 16,2% | 30,1% | ,0% | 35,2% |
|---|---|---|---|---|---|---|---|---|---|
| | | % within I think guidance booklets for mobile technology will be helpful | | | | | | | |
| | | % of Total | ,0% | 6,5% | 18,3% | 1,7% | 8,7% | ,0% | 35,2% |
| | 64-68 | Count | 0 | 15 | 41 | 6 | 18 | 0 | 80 |
| | | % within What is your age? | ,0% | 18,8% | 51,3% | 7,5% | 22,5% | ,0% | 100,0% |
| | | % within I think guidance booklets for mobile technology will be helpful | ,0% | 26,3% | 26,3% | 16,2% | 17,5% | ,0% | 22,5% |
| | | % of Total | ,0% | 4,2% | 11,5% | 1,7% | 5,1% | ,0% | 22,5% |
| | 69-71 | Count | 1 | 15 | 21 | 17 | 11 | 0 | 65 |
| | | % within What is your age? | 1,5% | 23,1% | 32,3% | 26,2% | 16,9% | ,0% | 100,0% |
| | | % within I think guidance booklets for mobile technology will be helpful | 100,0% | 26,3% | 13,5% | 45,9% | 10,7% | ,0% | 18,3% |
| | | % of Total | ,3% | 4,2% | 5,9% | 4,8% | 3,1% | ,0% | 18,3% |
| Total | | Count | 1 | 57 | 156 | 37 | 103 | 1 | 355 |
| | | % within What is your age? | ,3% | 16,1% | 43,9% | 10,4% | 29,0% | ,3% | 100,0% |

| | % within I think guidance booklets for mobile technology will be helpful | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|---|---|---|---|---|---|---|---|---|
| | % of Total | ,3% | 16,1% | 43,9% | 10,4% | 29,0% | ,3% | 100,0% |

Table 4.70 shows the relation between age and guidance booklets for mobile technology being helpful. For the statement, 4,7 % of the respondents as 4 people between 53- 58 ages were strongly agree, 34,1 % of them as 29 people were agree, 9,4 % of the respondents as 8 people have no idea, 50,6% of the respondents as 43 people were disagree and 1,2 % of the participants as 1 person select strongly diasgree. For respondents between 59-63; 18,4 % of them as 23 people were strongly agree, 52% of them as 65 people were agree, 4,8 % of the respondents as 6 people have no idea, 24,8 % of them as 31 people select disagree and none of them select strongly disagree. For respondents between 64-68; 18,8 % of them as 15 people were strongly agree, 51,3 % of them as 41 people were agree, 7,5 % of the respondents as 6 people have no idea, 22,5 % of them as 18 people select disagree and none of them select strongly disagree. For respondents between 69-71; 1,5% were missing value, 23,1 % of them as 15 people were strongly agree, 32,3% of them as 21 people were agree, 26,2 % of the respondents as 17 people have no idea and 16,9 % of them as 11 people were disagree and none of them select strongly disagree. The result shows that participants below 58 age were disagree with the statement and other participants above 58 age were agree with the idea of guidance booklets for mobile technology will be helpful.

Table 4.71: Age and attending special course programs for adults about how to use mobile technology

| | | | If there is special course programs for adults about how to use mobile technology I will attend | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | | SA | A | U | D | SD | |
| What is your age? | 53-58 | Count | 2 | 19 | 7 | 54 | 3 | 85 |
| | | % within What is your age? | 2,4% | 22,4% | 8,2% | 63,5% | 3,5% | 100,0% |
| | | % within If there is special course programs for adults about how to use mobile technology I will attend | 2,8% | 15,4% | 30,4% | 40,0% | 100,0% | 23,9% |
| | | % of Total | ,6% | 5,4% | 2,0% | 15,2% | ,8% | 23,9% |
| | 59-63 | Count | 25 | 58 | 5 | 37 | 0 | 125 |
| | | % within What is your age? | 20,0% | 46,4% | 4,0% | 29,6% | ,0% | 100,0% |
| | | % within If there is special course programs for adults about how to use mobile technology I will attend | 35,2% | 47,2% | 21,7% | 27,4% | ,0% | 35,2% |
| | | % of Total | 7,0% | 16,3% | 1,4% | 10,4% | ,0% | 35,2% |
| | 64-68 | Count | 22 | 35 | 4 | 19 | 0 | 80 |
| | | % within What is your age? | 27,5% | 43,8% | 5,0% | 23,8% | ,0% | 100,0% |

|  |  | | | | | | |
|---|---|---|---|---|---|---|---|
|  | % within If there is special course programs for adults about how to use mobile technology I will attend | 31,0% | 28,5% | 17,4% | 14,1% | ,0% | 22,5% |
|  | % of Total | 6,2% | 9,9% | 1,1% | 5,4% | ,0% | 22,5% |
| 69-71 | Count | 22 | 11 | 7 | 25 | 0 | 65 |
|  | % within What is your age? | 33,8% | 16,9% | 10,8% | 38,5% | ,0% | 100,0% |
|  | % within If there is special course programs for adults about how to use mobile technology I will attend | 31,0% | 8,9% | 30,4% | 18,5% | ,0% | 18,3% |
|  | % of Total | 6,2% | 3,1% | 2,0% | 7,0% | ,0% | 18,3% |
| Total | Count | 71 | 123 | 23 | 135 | 3 | 355 |
|  | % within What is your age? | 20,0% | 34,6% | 6,5% | 38,0% | ,8% | 100,0% |
|  | % within If there is special course programs for adults about how to use mobile technology I will attend | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|  | % of Total | 20,0% | 34,6% | 6,5% | 38,0% | ,8% | 100,0% |

Table 4.71 shows the relation between age categories and statement for if there is special course programs for adults about how to use mobile technology they will attend. For the statement, 2,4 % of the respondents as 2 people between 53- 58 ages

were strongly agree, 22,4 % of them as 19 people were agree, 8,2 % of the respondentsas 7 people have no idea, 63,5 % of the respondents as 54 people were disagree and 3,5 % of the participants as 3 people select strongly diasgree. For respondents between 59-63; 20 % of them as 25 people were strongly agree, 46,4 % of them as 58 people were agree, 4 % of the respondents as 5 people have no idea, 29,6 % of them as 37 people select disagree and none of them select strongly disagree. For respondents between 64-68; 27,5 % of them as 22 people were strongly agree, 43,8 % of them as 35 people were agree, 5 % of the respondents as 4 people have no idea, 23,8 % of them as 19 people select disagree and none of them select strongly disagree. For respondents between 69-71; 33,8 % of them as 22 people were strongly agree, 16,9 % of them as 11 people were agree, 10,8 % of the respondents as 7 people have no idea and 38,5 % of them as 25 people were disagree and none of them select strongly disagree. The result shows that participants below 58 age will not tend to attend for the course programs for adults about how to use mobile technology. On the other hand, participants between 58- 68 age will attend for the course programs for adults about how to use mobile technology. And majority of the participants above 68 age will not attend for the course programs for adults about how to use mobile technology, allthough many of them were agree on attending these course programs.

Table 4.72: Age and people should help adults in learning social media regarding how to use and make settings

| | | I think people should help adults in learning social media like how to use and make settings etc. | | | | | | Total |
|---|---|---|---|---|---|---|---|---|
| | | missing value | SA | A | U | D | SD | |
| 53-58 | Count | 0 | 11 | 61 | 10 | 2 | 1 | 85 |

| What is your age? | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | % within What is your age? | ,0% | 12,9% | 71,8% | 11,8% | 2,4% | 1,2% | 100,0% |
| | % within I think people should help adults in learning social media like how to use and make settings etc. | ,0% | 14,9% | 25,8% | 30,3% | 20,0% | 100,0% | 23,9% |
| | % of Total | ,0% | 3,1% | 17,2% | 2,8% | ,6% | ,3% | 23,9% |
| 59-63 | Count | 0 | 26 | 90 | 5 | 4 | 0 | 125 |
| | % within What is your age? | ,0% | 20,8% | 72,0% | 4,0% | 3,2% | ,0% | 100,0% |
| | % within I think people should help adults in learning social media like how to use and make settings etc. | ,0% | 35,1% | 38,1% | 15,2% | 40,0% | ,0% | 35,2% |
| | % of Total | ,0% | 7,3% | 25,4% | 1,4% | 1,1% | ,0% | 35,2% |
| 64-68 | Count | 1 | 23 | 45 | 7 | 4 | 0 | 80 |
| | % within What is your age? | 1,3% | 28,8% | 56,3% | 8,8% | 5,0% | ,0% | 100,0% |

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| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | % within I think people should help adults in learning social media like how to use and make settings etc. | 100,0% | 31,1% | 19,1% | 21,2% | 40,0% | ,0% | 22,5% |
| | | % of Total | ,3% | 6,5% | 12,7% | 2,0% | 1,1% | ,0% | 22,5% |
| | 69-71 | Count | 0 | 14 | 40 | 11 | 0 | 0 | 65 |
| | | % within What is your age? | ,0% | 21,5% | 61,5% | 16,9% | ,0% | ,0% | 100,0% |
| | | % within I think people should help adults in learning social media like how to use and make settings etc. | ,0% | 18,9% | 16,9% | 33,3% | ,0% | ,0% | 18,3% |
| | | % of Total | ,0% | 3,9% | 11,3% | 3,1% | ,0% | ,0% | 18,3% |
| Total | | Count | 1 | 74 | 236 | 33 | 10 | 1 | 355 |
| | | % within What is your age? | ,3% | 20,8% | 66,5% | 9,3% | 2,8% | ,3% | 100,0% |

|  |  | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
|---|---|---|---|---|---|---|---|---|
|  | % within I think people should help adults in learning social media like how to use and make settings etc. |  |  |  |  |  |  |  |
|  | % of Total | ,3% | 20,8% | 66,5% | 9,3% | 2,8% | ,3% | 100,0% |

Table 4.72 shows the relation between age and their opinion about people should help adults in learning social media like how to use and make settings etc. For the statement, 12,9 % of the respondents as 11 people between 53- 58 ages were strongly agree, 71,8 % of them as 61 people were agree, 11,8 % of the respondents as 10 people have no idea, 2,4 % of the respondents as 2 people were disagree and 1,2 % of the participants as 1 person select strongly diasgree. For respondents between 59-63; 20,8 % of them as 26 people were strongly agree, 72 % of them as 90 people were agree, 4 % of the respondents as 5 people have no idea, 3,2 % of them as 4 people select disagree and none of them select strongly disagree. For respondents between 64-68; 1,3 % of them were missing value, 28,8 % of them as 23 people were strongly agree, 56,3 % of them 45 people were agree, 8,8 % of the respondents as 7 people have no idea, 5 % of them as 4 people select disagree and none of them select strongly disagree. For respondents between 69-71; 21,5 % of them as 14 people were strongly agree, 61,5 % of them as 40 people were agree, 16,9 % of the respondents as 11 people have no idea and none of them were disagree nor strongly disagree. The results show that both early and late

Baby Boomers were agree on people should help adults in learning social media like how to use and make settings etc.

Table 4.73: Age and special courses for adults about social networks sites usage will be helpful to use consciously

|  |  |  | Special courses for adult about social networks sites usage will be very helpful to use consciously | | | | | Total |
|  |  |  | SA | A | U | D | SD |  |
|---|---|---|---|---|---|---|---|---|
| What is your age? | 53-58 | Count | 6 | 46 | 11 | 20 | 2 | 85 |
|  |  | % within What is your age? | 7,1% | 54,1% | 12,9% | 23,5% | 2,4% | 100,0% |
|  |  | % within Special courses for adult about social networks sites usage will be very helpful to use consciously | 7,2% | 23,6% | 33,3% | 47,6% | 100,0% | 23,9% |
|  |  | % of Total | 1,7% | 13,0% | 3,1% | 5,6% | ,6% | 23,9% |
|  | 59-63 | Count | 33 | 77 | 6 | 9 | 0 | 125 |
|  |  | % within What is your age? | 26,4% | 61,6% | 4,8% | 7,2% | ,0% | 100,0% |
|  |  | % within Special courses for adult about social networks sites usage will be very helpful to use consciously | 39,8% | 39,5% | 18,2% | 21,4% | ,0% | 35,2% |
|  |  | % of Total | 9,3% | 21,7% | 1,7% | 2,5% | ,0% | 35,2% |
|  | 64-68 | Count | 27 | 46 | 5 | 2 | 0 | 80 |

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| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | % within What is your age? | 33,8% | 57,5% | 6,3% | 2,5% | ,0% | 100,0% |
| | | % within Special courses for adult about social networks sites usage will be very helpful to use consciously | 32,5% | 23,6% | 15,2% | 4,8% | ,0% | 22,5% |
| | | % of Total | 7,6% | 13,0% | 1,4% | ,6% | ,0% | 22,5% |
| | 69-71 | Count | 17 | 26 | 11 | 11 | 0 | 65 |
| | | % within What is your age? | 26,2% | 40,0% | 16,9% | 16,9% | ,0% | 100,0% |
| | | % within Special courses for adult about social networks sites usage will be very helpful to use consciously | 20,5% | 13,3% | 33,3% | 26,2% | ,0% | 18,3% |
| | | % of Total | 4,8% | 7,3% | 3,1% | 3,1% | ,0% | 18,3% |
| Total | | Count | 83 | 195 | 33 | 42 | 2 | 355 |
| | | % within What is your age? | 23,4% | 54,9% | 9,3% | 11,8% | ,6% | 100,0% |
| | | % within Special courses for adult about social networks sites usage will be very helpful to use consciously | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% | 100,0% |
| | | % of Total | 23,4% | 54,9% | 9,3% | 11,8% | ,6% | 100,0% |

Table 4.73 shows the relation between age and their opinion about special courses for adults about social networks sites usage will be very helpful to use consciously. For the statement, 7,1 % of the respondents as 6 people between 53- 58 ages were strongly agree,  54,1 % of them as 46 people were agree, 12,9 % of the respondents as 11 people have no idea, 23,5 % of the respondents as 20 people were disagree and 2,4 % of the participants as 2 people select strongly diasgree. For respondents between 59-63; 26,4 % of them as 33 people were strongly agree, 61,6 % of them as 77 people were agree, 4,8 % of the respondents as 6 people have no idea, 7,2 % of them as 9 people select disagree and none of them select strongly disagree. For respondents between 64-68; 33,8 % of them as 27 people were strongly agree, 57,5 % of them as 46 people were agree, 6,3 % of the respondents as 5 people have no idea, 2,5 % of them as 2 people select disagree and  none of them select strongly disagree. For respondents between 69-71; 26,2 % of them as 17 people were strongly agree, 40 % of them as 26 people were agree, 16,9 % of the respondents as 11 people have no idea, 16,9 % of them as 11 people were disagree and none of the participants select strongly disagree. The results show that ,including both early and late boomers, participants were agree with the statement in which special courses for adult about social networks sites usage will be very helpful to use consciously.

# Chapter 5

# CONCLUSION

The conclusion part of the study includes summary of the study, conclusion drawn from the study and recommendations for further studies. Brief information of the case study regarding the data analysis will be addressed under summary of the study. The findings of data analysis and results of the research questions will be explained in conclusion drawn from the study. Arising from the study, what kind of subjects can be studied alternatively and how this study can be enlarged and applied in other areas will be explained in recommendations for further studies part.

## 5.1 Summary of the Study

This study mainly focused on the attitude of Baby Boomers generation toward mobile technology and social networking site usage. Despite of their demographics, behavioristics, characteristics; their needs, gratifications and compelling towards mobile technology and social networking site usage has also been examined. The research study has been conducted to reveal the main reasons of Baby Boomers mobile technology and social media usage, to understand what kind of difficulties they are having when they are using mobile technology and social networking sites and what are their expectations from mobile technology and social networking sites.

Quantitative research methodology has been conducted to examine the attitudes of Baby Boomers towards mobile technology and social media usage and to reveal the research questions of the study. The survey has been conducted in five areas of

Northern Cyprus; Nicosia, Famagusta, Kyrenia, Morphou and Karpasia. 52 questions, including 11 multiple choices and 41 likert scale questions, has been asked to 355 participants with different demographics. However, all the participants were from Baby Boomers generation, they all had different age, gender, race, ethnicity, income, status as well as different lifestyle, needs, wants, usage and gratification regarding mobile technology and social networking site usage. The data collected with the survey has been analyzed by using SPSS statistics program. The findings and results were analyzed through descriptive statistics methods; frequency, cross tabulation and chi-square.

## 5.2 Conclusions drawn from the study

However, the results and findings are explained in detail in previous chapters, the conclusion of the study has been revealed by analyzing the findings through descriptive statistics in SPSS program. Among 355 participants, 49,3% of the them were female and 50,7% of the participants were male. The survey has been distributed by the availability of participant from Baby Boomers generation. Out of 355 participants, 23,9% of the participans were between 53-58 age, 35,2% of the participants were between 59-63 ages, 22,5% of the participants were between 64-68 ages and 18,3% of the participants were between 69-71 ages. The distrubtion of the respondents' age shows that majority of the participants are from late boomers category.

According to the findings, obtained with the research of the study, it is observed that depends on the Baby Boomers' age, their attitudes towards mobile technology and social media usage has changes. Generally, people above 68 (known as Early Boomers) and people below 68 (known as Late Boomers) showed different opinions

and perspectives. Five research question has been determined to find out Baby Boomers' attitudes towards mobile technology and social media usage. Research questions has been evaluated based on the results and findings obtained with the research conducted.

**RQ1: What are the Reasons for Baby Boomers Generation to use Mobile Technology?**

Regarding the research the question of what are the reasons for Baby Boomers Generation to use Mobile Technology, the result has been found by analyzing the participants' answer. In the research of the study, there are 2 multiple questions, regarding age and what type of phone participants use, and 4 likert scale type of statement which are related with the research question one.

However, the findings and results are explained in detailed previously, the relation between age and what type of phone participants use plays an important role in approaching different reasons for mobile technology usage. The analysis reveals that as the age of Baby Boomers increase, their preference on phone changes. Early boomers (age above 63) use cell phone on the other hand late boomers (age below 63) use smart phone. Also it is analyzed that Baby Boomers approach for mobile technology brought many advantages shows difference depends on their age. Late boomers believe that mobile technology has brought many advantages, while early boomers mostly have no idea and, even, some of them are disagree with the statement. When it is asked that taking picture with mobile phone is a great function, Baby Boomers below 68 age approached that it is a great function while early boomers whose above 68 age had no idea about the statement. Also, participants below 68 age

believes that connecting internet through mobile phone is a great advantage. On the other hand, participants above 68 age have no idea for the statement.

**RQ2: What are the Reasons for Baby Boomers Generation to Use Social Media?**

In relation to the research question of what are the reasons for Baby Boomers generation to use social media, four statements has been analyzed across with participants' age by using cross tabulation analyses. It is found that as the participants' age differs, their approach about their reasons towards social media usage has changes.

The research shows that both early and late boomers are using social networking sites, not only because their environment is using it, but also, they believe social media usage has lots of benefits. This can be considered as one of the most significant reason for Baby Boomers to use social networking sites as well as they perceive social media is a great way of socializing and helps connecting with people. In fact, the research shows that participants, including both early and late Boomers, even some of them had no idea with the statement, were highly agree that social media is necessary for today's life.

**RQ3: What kinds of Difficulties They Confront while Using Mobile Technology?**

As it is explained in detail previously, the segmentation in Baby Boomers age shows different reactions towards the question of what kind of difficulties they confront while using mobile technology. The research shows that their age and their compelling has a parallel relation; Early Boomers are having difficulties while late Boomers are not. To reveal the answer for this question, four related statement were cross analyzed with Baby Boomers' age segmentation.

The research shows that Baby Boomers above 58 age find difficult to use touchscreen function of mobile technology and Baby Boomers below 58 age are not finding difficult to use touchscreen function of mobile technology. Despite to that, participants below 58 age are not having difficulty in memorizing all the functions of mobile technology and participants above 58 age are finding difficult to memorize all the functions of mobile technology. The research also shows that Baby Boomers below 58 age are not having unfamiliarity towards mobile technology terminologies like installing, updating, synchronizing etc., on the other hand, Baby Boomers above 58 age are feeling unfamiliar with mobile technology terminologies like installing, updating, synchronizing etc. Briefly, the research study shows that participants below 58 age are not were of finding mobile technology complicated and participants above 58 age are finding mobile technology complicated.

**RQ4: Do They Really Need or Tended to Use Mobile Technology and Social Media If There are Other Alternatives?**

Regarding the research question of do they really need or tended to use mobile technology and social media if there are other alternatives, results has been revealed by analyzing four related statement by crossing the segmentation of participant's age. As the parallel relation of age and their perception shows difference on their attitudes towards mobile technology and social media usage, the findings for this research question shows difference between Baby Boomers as well.

The research shows that Baby Boomers above 58 age are having difficulties in learning new technologies and Baby Boomers below 58 age are not having difficulty in learning new technologies. Besides, both early and late boomers are agreeing that mobile technology is useful and beneficial. For the social networking usage, the research

shows that Baby Boomers below 58 age thinks that social media is a need to communicate with each other while Baby Boomers above 58 age were disagree and thinks that they do not need social media to communicate with each other. In relation to that, the research shows that Baby Boomers below 68 age thinks that interacting through social media improves their social skills while Baby Boomers above 68 age do not perceive that interacting through social media improves their social skills.

**RQ5: What are Their Expectations from Mobile Technology and Social Media?**

However, their expectations are explained in detail previously, the answer for the question is revealed by analyzing the four related statements and participant's age segmentation. The expectations of Baby Boomers differ regarding their age. The research study shows that early Boomers and late Boomers are showing different reactions and having different expectations towards mobile technology and social media.

The research shows that Baby Boomers below 58 age do not support the idea of guidance booklets for mobile technology will be helpful while Baby Boomers above 58 age finds guidance booklets for mobilet echnology will be helpfull for their learning and adaptation process. Despite to that, the analyses show that Baby Boomers below 58 age will not tend to attend for the course programs for adults about how to use mobile technology and Baby Boomers between 58- 68 age will attend for the course programs for adults about how to use mobile technology. In fact, majority of the Baby Boomers above 68 age will not attend the course programs for adults about how to use mobile technology, although many of them were agree on attending these course programs. Besides, the results show that both early and late Baby Boomers were agreeing that people should help adults in learning social media like how to use and

make settings etc. and they were, both early and late boomers, were believes that special courses for adults about social networks sites usage will be very helpful to use consciously.

## 5.3 Conclusion of The Study

The research of the study shows that the attitudes of Baby Boomers generation shows diferrences in their attitudes towards mobile technology and social networking sites usage. Not only regarding their age differences, but also the demographics of Baby Boomers indicated different approaches. Such as their work status, educational level, income level are important fact that affects their attitudes on mobile technology and social netwrorking sites usage as well as their adoption level towards these innovations. Despite to these matters, their needs, preferences, opinions and expectations show difference regarding their demographic features.

The study shows that the melting spot for the issue is age 58. As they are mostly working, educated and active users of mobile technology and social networking sites users, the statistics show that people above 58 age and below 58 age most shows different reactions towards the mobile technology usage and social netwroking site usage. For instance, the features of mobile technology, the benefits of it and the gratification obtained from mobile technology usage are supported more by Baby Boomers below 58 age. Also, the necessity of social networking sites, the usage, the advantages of it and the gratification obtained from the social netwroking site usage are more important for Baby Boomers below 58 age.

## 5.4 Recommendations For Further Studies

This study has been focused on the attitudes of Baby Boomers towards mobile technology and social networking site usage and examined their reasons, their

compelling and their expectations regarding mobile technology and social netwroking sites. As it is revealed in chapter two, the population of Baby Boomers generations in the world is impactly significant and they play an important role in many aspect in todays world. As the technological developments keep growing, Baby Boomers spreads in level of innovation process in order to adopt themselves.

Regarding the subject of the study, Baby Boomers can be studied and examine in different aspects like their adoptation process for e- goverment services, e-marketing and etc. Also, Baby Boomers generation can be examine comperatively with other generations, who lives in Northern Cyprus, in order to examine their attitudes towards other new communication technologies. Therefore, Baby Boomers generation can be studied in field of marketing communication; their attitude can be examine under marketing theory. In fact, considering Baby Boomers' population in the world, marketing communication and consumer behaviour conducted studies would be beneficial in order to reveal Baby Boomers contribution.

Another recommendation for further studies are, as this study has been conducted in Northern Cyprus, it can be studied in different locations with different participants. As quantitative research methodology has been conducted for this study, alternatively other research methodologies can be conducted in further studies.

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# APPENDICES

## Appendix A: Survey Questions English

**Attitudes of Baby Boomer Generation on mobile technology and social media usage**

Survey question for master's thesis by

Burcu Demircanli

Supervisor: Assoc. Prof. Dr. Anil Kemal Kaya

This questionnaire was prepared to research Attitudes of Baby Boomer Generation on mobile technology and social media usage in Turkish Republic of Northern Cyprus. Result only will be used for a master's thesis in communication by Burcu Demircanli. The participation to this questioner is entirely voluntarily. Participant may choose not to take the survey, to stop responding at any time, or to skip any questions that you do not want to answer and Please do not write your name or put any other identifying information on the survey

1) What is your gender?

    a- female    b- male

2) What is your age?

a-  53-58          b- 59-63 ages  c- 64-68 ages          d- 69-71 ages

3) What is your educational level?

a- primary school      b- secondary school

c- high school         d- university          e-

other…………………………………

4) What is your current status?

a-  working   b- retired      c- jobless      d-

other…………………………………

5) What is your income range?

a-  below – 1000 tl   b- 1000- 1500 tl            c- 1500-2000 tl

d- 2000 tl- above

6) Which one do you use?

a-  telephone          b- cell phone          c- smart phone                d-

none of them

**If you are <u>using</u> smart phone, please answer the questions 7 and 8**

7) What is the main reason that makes you to use smart phone?

    a- taking picture      b- listening music      c- social media network usage

    d- Playing games  e- other………………………………

8) How often do you use your smart phone accept its calling functions?

    a- approximately 1-hour      b- between 1-2 hours

    c- between 2-4 hours          d- more than 4 hours

**If you are <u>not using</u> smart phone, please answer the question 9**

9) What is the most reason for preferring to use telephone or cell phone?

    a- easy to use                b- economic to afford

    c- I get used to it (accustoms)                d- other

10) Do you use social media network?

    a- Yes                b- No

11) Which social media network do you use the most?
    a- Facebook  b-instagram    c-whatsupp    d-youtube      e- viber          f-
    other…………

| Following statements are about the mobile phone technology and social media usage, Please select on how much you agree or disagree with following | Strongly Agree | Agree | I have no idea | Disagree | Strongly Disagree |
|---|---|---|---|---|---|
| I find mobile technology complicated | | | | | |
| Touchscreen function is difficult to use | | | | | |
| It is difficult to memorize all | | | | | |

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| functions of mobile technology | | | | | |
|---|---|---|---|---|---|
| I think many options of mobile technology is unnecessary | | | | | |
| I only use main functions of mobile technology like call, texting, taking picture, internet access | | | | | |
| Cell phones with buttons are easier to use | | | | | |
| I'm unfamiliar to mobile technologies terminologies like installing, updating, | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| synchronizing…etc . | | | | | |
| It is difficult to learn new technology | | | | | |
| I think guidance booklets for mobile technology will be helpful | | | | | |
| If there is special course programs for adults about how to use mobile technology I will attend | | | | | |
| Mobile technology brought many advantages | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| I found mobile technology useful and beneficial | | | | | |
| Taking picture with my mobile phone is a great function | | | | | |
| Connecting internet through my mobile phone is a great advantage | | | | | |
| Mobile technology helped me to learn new things and improve myself | | | | | |
| Mobile technology helped me to connect with others | | | | | |
| I find mobile technology easy to | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| use and adopted myself easily | | | | | |
| Mobile technology reinforces my self confidence | | | | | |
| **Questions below requires social media usage** | | | | | |
| I find social media complicated and difficult to use | | | | | |
| I cannot figured out what all the functions in social media | | | | | |
| I use social media only because my environment is using it | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Social media is anew communication idea that I m not familiar | | | | | |
| I find difficult to learn how to use social media, in fact, a lot of things to learn | | | | | |
| I don't think we need social media to communicate with each other | | | | | |
| I think people should help adults in learning social media like how to use and make settings etc. | | | | | |

| | | | | |
|---|---|---|---|---|
| Special courses for adult about social networks sites usage will be very helpful to use consciously | | | | |
| Social media is a great way of socializing and helps me to connect with people | | | | |
| I use Facebook everyday | | | | |
| I use instagram everyday | | | | |
| I use whatsupp everyday | | | | |
| I use viber everyday | | | | |

| | | | | | |
|---|---|---|---|---|---|
| I use youtube everyday | | | | | |
| I use twitter everyday | | | | | |
| Interacting through social media improved my social skills | | | | | |
| Social media helps my self-confident improvement | | | | | |
| I find social media easy to use | | | | | |
| I didn't have difficulties learning social media usage | | | | | |
| I m an active and good user of social media | | | | | |

| | | | | |
|---|---|---|---|---|
| I find social media necessary for today's life | | | | |
| I learn new things through social media | | | | |
| Social media usage has lots of benefits | | | | |

Thank you for your time and participation in these questions

## Appendix B: Survey Questions Turkish

**Bebek Patlamasi kuşağı'nın mobil teknoloji ve sosyal medya kullanımı üzerinde sergiledikleri tutumları**

Anket soruları Burcu Demircanlı'nın yüksek lisans tezi için hazırlanmıştır

Danışman: Doç. Dr. Anil Kemal Kaya

Anket soruları Bebek Patlamasi kuşağı'nın mobil teknoloji ve sosyal medya kullanımı üzerinde sergiledikleri tutumlarını ölçmek üzere Kuzey Kıbrıs da yapılmıştır. Anket sonuçları sadece tez çalışması için kullanılacaktır. Katılımcılar ankete gönüllü olarak katılabilir ve istedikleri noktada anketi sonlandırabilmektedirler. Anket üzerinde isminizi veya sizi tanımlayacak bir bilgi yazmaktan kaçınınız.

1) Cinsiyetiniz nedir?

   b- kadın      b- erkek

2) Yaşınız nedir?

   b- 53 - 58 yaş          b- 58 - 63 yaş          c- 63 - 68 yaş          d- 68 - 71 yaş

3) Eğitim durumunuz nedir?

a- ilk okul     b- orta okul    c- lise        d- üniversite        e-

diğer…………

4) Şu an ki konumunuz nedir?

b- çalışıyor   b- emekli     c- çalışmıyor   d-                  diğer

……………………………………

5) Gelir aralığınız aşağıdakilerden hangisidir?

b- 1000 tl – aşağısı   b- 1000- 1500 tl        c- 1500-2000 tl

    d- 2000 tl- yukarısı

6) Hangisini kullanıyorsunuz?

b- Sabit telefon      b- cep telefonu          c- akıllı telefon

    d- hiçbirisi

**Akıllı telefon <u>kullanıyorsanız</u> lütfen 7 ve 8. Soruları cevaplayınız**

7) Akıllı telefon kullanımını başlıca hangi sebepden dolayı tercih ediyorsunuz?

b- Fotoğraf çekmek   b- müzik dinlemek    c- sosyal     medya     ağlarını

kullanmak

d- oyun oynamak       e- diğer…………………………

8) Arama/aranma özelliği dışında akıllı telefonunuzu ne sıklıkta kullanıyorsunuz?

    b- Yaklaşık 1 saat     b- 1-2 saat aralığında

    c- 2-4 saat aralığında       d- 4 saat den fazla

**Akıllı telefon <u>kullanmıyorsanız</u> lütfen 9. soruyu cevaplayınız**

9) Sabit telefon veya cep telefonu kullanmanızdaki başlıca sebep nedir?

    b- Kullanım kolaylığı                b- ucuz/ ekonomık olması

    c- bunu kullanmaya alıştım  (alışkanlık)            d- diğer…………………

10) Sosyal medya kullanıyormusunuz?

    b- evet            b- hayır

11) En çok hangi sosyal medya ağını kullanıyorsunuz?

    b- Facebook  b-instagram   c-whatsupp    d-youtube     e- viber          f-
diğer…………

| Aşağıdaki cümleler mobil teknoloji ve sosyal medya kullanımı ile ilgilidir. Lütfen ne kadar katıldığınızı belirtiniz. | | | | | |
|---|---|---|---|---|---|
| Mobil teknolojiyi komplike buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Dokunmatik özellik kullanımını zor buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojinin bütün özelliklerini ezberlemekte zorlanıyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojinin pek çok özelliğini gereksiz buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojinin sadece mesajlaşma, arama, resim çekme ve internet erişimi gibi ana özelliklerini kullanıyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Tuşları olan cep telefonlarını kullanmak daha kolay | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Yüklemek, güncellemek ve senkronize etmek gibi mobil | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

| teknoloji terimlerine yabancı hissediyorum | | | | | |
|---|---|---|---|---|---|
| Yeni teknolojileri öğrenmek zor geliyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojiler için rehber kitapçıklar olması öğrenmek adına çok yardımcı olurdu | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Yetişkinler için mobil teknolojileri kullanımı için kurslar olsaydı katılırdım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojinin pek çok avantajı var | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojiyi kullanışlı ve çok faydalı buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil telefonumla fotoğraf çekmek çok güzel bir özellik | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil telefonumdan internete bağlanmak çok güzel bir avantaj | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

| | | | | | |
|---|---|---|---|---|---|
| Mobil teknoloji yeni şeyler öğrenmeme ve kendimi geliştirmeme yardımcı oluyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknoloji diğer insanlarla bağlanmamı sağlıyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknolojiyi kullanmaya kolaylıkla adapte oldum ve kolayca kullanabiliyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Mobil teknoloji özgüvenimi güçlendirmeye katkı sağlıyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| **Aşağıdaki sorular sosyal medya kullanımı ile ilgilidir** | | | | | |
| Sosyal medya nın kullanımı karışık ve zor buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medyada yer alan özelliklerin hepsini anlamakta zorlanıyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medyayı sadece çevremdeki insanlar kullandığı için kullanıyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

| Sosyal medya yabancısı olduğum bir yeni iletişim yöntemi | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
|---|---|---|---|---|---|
| Sosyal medyanın nasıl kullanılacağını zor buluyorum, ki çok fazla şey öğrenmek gerekiyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Birbirimizle iletişim kurmak için sosyal medyaya ihtiyacımız olduğunu düşünmüyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Bence insanlar sosyal medya kullanımı ve ayarları yapmak vs. konusunda yetişkinlere yardımcı olmalıdır | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Yetişkinler için sosyal medya kullanımı ile ilgili kursların açılması bilinçli kullanım açısından çok faydalı olacaktır. | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medya diğer insanlarla iletişime geçmek ve sosyalleşmek için çok iyi bir yoldur | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

| | | | | | |
|---|---|---|---|---|---|
| Hergün Facebook kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Hergün instagram kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Hergün whatsupp kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Hergün viber kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Hergün youtube kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Hergün twitter kullanırım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medya aracılığıyla iletişim kurmak sosyal becerilerimi geliştirdi | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medya özgüven gelişimine yardımcı oluyor | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medya kullanımını kolay buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

| Sosyal medya kullanımını öğrenirken zorluk çekmedim | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
|---|---|---|---|---|---|
| Aktif ve iyi bir sosyal medya kullanıcısıyım | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medyayı günümüz için gerekli buluyorum | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medyadan yeni şeyler öğrendim | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |
| Sosyal medya kullanımının pek çok faydası var | Kesinlikle katılıyorum | katılıyorum | Fikrim yok | katılmıyorum | Kesinlikle katılmıyorum |

# Appendix C: Chi-Square Tables

## What is your age? * What is your gender?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 21,157[a] | 3 | ,000 |
| Likelihood Ratio | 21,786 | 3 | ,000 |
| Linear-by-Linear Association | 4,895 | 1 | ,027 |
| N of Valid Cases | 355 | | |

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 32,04.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,118 | ,053 | 2,225 | ,027[c] |
| Ordinal by Ordinal | Spearman Correlation | ,133 | ,053 | 2,525 | ,012[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * What is your educational level?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 228,723[a] | 12 | ,000 |
| Likelihood Ratio | 194,786 | 12 | ,000 |
| Linear-by-Linear Association | 83,170 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 1,46.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,485 | ,052 | -10,412 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,476 | ,051 | -10,156 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * What is your current position?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 132,651[a] | 9 | ,000 |
| Likelihood Ratio | 141,786 | 9 | ,000 |
| Linear-by-Linear Association | 52,279 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,68.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,384 | ,045 | 7,821 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,474 | ,043 | 10,105 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * What is your income range?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 66,047[a] | 9 | ,000 |
| Likelihood Ratio | 65,167 | 9 | ,000 |
| Linear-by-Linear Association | 54,010 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (25,0%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,391 | ,045 | -7,972 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,371 | ,046 | -7,517 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

## What is your age? * What kind of phone do you use?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 159,881[a] | 9 | ,000 |
| Likelihood Ratio | 144,079 | 9 | ,000 |
| Linear-by-Linear Association | 109,214 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (43,8%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,555 | ,037 | -12,550 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,527 | ,040 | -11,664 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * What is the main reason that makes you to use smart phone?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 129,291[a] | 15 | ,000 |
| Likelihood Ratio | 133,090 | 15 | ,000 |
| Linear-by-Linear Association | 69,831 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (29,2%) have expected count less than 5. The minimum expected count is 1,83.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,444 | ,045 | -9,314 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,433 | ,047 | -9,026 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * How often do you use your smart phone accept its calling functions?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 121,340[a] | 12 | ,000 |
| Likelihood Ratio | 126,711 | 12 | ,000 |
| Linear-by-Linear Association | 49,520 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 8,79.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,374 | ,051 | -7,577 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,361 | ,053 | -7,273 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * What is the most reason for preferring to use telephone or cell phone?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 113,092[a] | 12 | ,000 |
| Likelihood Ratio | 110,817 | 12 | ,000 |
| Linear-by-Linear Association | 75,210 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 8 cells (40,0%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,461 | ,043 | 9,759 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,499 | ,041 | 10,822 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Do you use social media network?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 132,637[a] | 3 | ,000 |
| Likelihood Ratio | 126,377 | 3 | ,000 |
| Linear-by-Linear Association | 108,324 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 12,45.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,553 | ,040 | 12,476 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,532 | ,039 | 11,804 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Which social media network do you use the most?

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 208,901[a] | 18 | ,000 |
| Likelihood Ratio | 196,992 | 18 | ,000 |
| Linear-by-Linear Association | 63,047 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 12 cells (42,9%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,422 | ,054 | -8,746 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,558 | ,043 | -12,628 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find mobile technology complicated

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 124,400[a] | 15 | ,000 |
| Likelihood Ratio | 117,235 | 15 | ,000 |
| Linear-by-Linear Association | 66,771 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,434 | ,049 | -9,059 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,442 | ,050 | -9,251 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Touchscreen function is difficult to use

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 127,504[a] | 15 | ,000 |
| Likelihood Ratio | 124,083 | 15 | ,000 |
| Linear-by-Linear Association | 71,614 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,450 | ,048 | -9,462 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,461 | ,049 | -9,766 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * It is difficult to memorize all functions of mobile technology

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 67,891[a] | 15 | ,000 |
| Likelihood Ratio | 67,185 | 15 | ,000 |
| Linear-by-Linear Association | 39,434 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 9 cells (37,5%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,334 | ,051 | -6,652 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,340 | ,051 | -6,798 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I think many options of mobile technology is unnecessary

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 61,949[a] | 15 | ,000 |
| Likelihood Ratio | 55,899 | 15 | ,000 |
| Linear-by-Linear Association | 16,552 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 8 cells (33,3%) have expected count less than 5. The minimum expected count is ,73.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,216 | ,053 | -4,161 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,198 | ,053 | -3,804 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I only use main functions of mobile technology like call, texting, taking picture, internet access

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 102,213[a] | 15 | ,000 |
| Likelihood Ratio | 99,233 | 15 | ,000 |
| Linear-by-Linear Association | ,079 | 1 | ,779 |
| N of Valid Cases | 355 | | |

a. 6 cells (25,0%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,015 | ,059 | -,281 | ,779[c] |
| Ordinal by Ordinal | Spearman Correlation | ,067 | ,059 | 1,265 | ,207[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Cell phones with buttons are easier to use

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 87,200[a] | 15 | ,000 |
| Likelihood Ratio | 85,479 | 15 | ,000 |
| Linear-by-Linear Association | 51,792 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 10 cells (41,7%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,382 | ,050 | -7,778 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,404 | ,049 | -8,300 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I'm unfamiliar to mobile technologies terminologies like installing, updating, synchronizing…etc.

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 101,529[a] | 15 | ,000 |
| Likelihood Ratio | 96,316 | 15 | ,000 |
| Linear-by-Linear Association | 45,140 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,357 | ,053 | -7,183 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,370 | ,052 | -7,476 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * It is difficult to learn new technology

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 118,792[a] | 15 | ,000 |
| Likelihood Ratio | 118,219 | 15 | ,000 |
| Linear-by-Linear Association | 62,463 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,420 | ,048 | -8,697 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,435 | ,047 | -9,086 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I think guidance booklets for mobile technology will be helpful

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 62,741[a] | 15 | ,000 |
| Likelihood Ratio | 58,597 | 15 | ,000 |
| Linear-by-Linear Association | 17,052 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 8 cells (33,3%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

|  |  | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,219 | ,051 | -4,227 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,221 | ,052 | -4,259 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * If there is special course programs for adults about how to use mobile technology I will attend

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 72,613[a] | 12 | ,000 |
| Likelihood Ratio | 78,102 | 12 | ,000 |
| Linear-by-Linear Association | 23,372 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 5 cells (25,0%) have expected count less than 5. The minimum expected count is ,55.

**Symmetric Measures**

|  |  | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,257 | ,052 | -4,995 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,282 | ,052 | -5,517 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# What is your age? * Mobile technology brought many advantages

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 95,109ª | 12 | ,000 |
| Likelihood Ratio | 89,840 | 12 | ,000 |
| Linear-by-Linear Association | 43,206 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (35,0%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Errorª | Approx. Tᵇ | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,349 | ,053 | 7,005 | ,000ᶜ |
| Ordinal by Ordinal | Spearman Correlation | ,379 | ,050 | 7,701 | ,000ᶜ |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# What is your age? * I found mobile technology useful and beneficial

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 129,176ª | 12 | ,000 |
| Likelihood Ratio | 129,554 | 12 | ,000 |
| Linear-by-Linear Association | 72,787 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | | Value | Asymp. Std. Errorª | Approx. Tᵇ | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,453 | ,045 | 9,559 | ,000ᶜ |
| Ordinal by Ordinal | Spearman Correlation | ,482 | ,044 | 10,342 | ,000ᶜ |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Taking picture with my mobile phone is a great function

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 128,916[a] | 12 | ,000 |
| Likelihood Ratio | 130,701 | 12 | ,000 |
| Linear-by-Linear Association | 12,179 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (35,0%) have expected count less than 5. The minimum expected count is 2,01.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,185 | ,064 | 3,547 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,278 | ,057 | 5,445 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Connecting internet through my mobile phone is a great advantage

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 134,636[a] | 12 | ,000 |
| Likelihood Ratio | 135,318 | 12 | ,000 |
| Linear-by-Linear Association | 15,102 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (35,0%) have expected count less than 5. The minimum expected count is ,92.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,207 | ,064 | 3,966 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,297 | ,057 | 5,850 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Mobile technology helped me to learn new things and improve myself

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 108,428[a] | 12 | ,000 |
| Likelihood Ratio | 113,030 | 12 | ,000 |
| Linear-by-Linear Association | ,717 | 1 | ,397 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 2,93.

**Symmetric Measures**

|  |  | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,045 | ,062 | ,846 | ,398[c] |
| Ordinal by Ordinal | Spearman Correlation | ,158 | ,059 | 3,008 | ,003[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Mobile technology helped me to connect with others

**Chi-Square Tests**

|  | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 98,959[a] | 15 | ,000 |
| Likelihood Ratio | 101,506 | 15 | ,000 |
| Linear-by-Linear Association | ,377 | 1 | ,539 |
| N of Valid Cases | 355 | | |

a. 5 cells (20,8%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

|  |  | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,033 | ,056 | -,613 | ,540[c] |
| Ordinal by Ordinal | Spearman Correlation | ,059 | ,057 | 1,108 | ,269[c] |

| | | | |
|---|---|---|---|
| N of Valid Cases | 355 | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find mobile technology easy to use and adopted myself easily

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 115,405ᵃ | 12 | ,000 |
| Likelihood Ratio | 119,095 | 12 | ,000 |
| Linear-by-Linear Association | ,836 | 1 | ,361 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 3,48.

**Symmetric Measures**

| | | Value | Asymp. Std. Errorᵃ | Approx. Tᵇ | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,049 | ,056 | ,914 | ,361ᶜ |
| Ordinal by Ordinal | Spearman Correlation | ,139 | ,054 | 2,633 | ,009ᶜ |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Mobile technology reinforces my self confidence

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 89,613ᵃ | 15 | ,000 |
| Likelihood Ratio | 91,725 | 15 | ,000 |
| Linear-by-Linear Association | 7,825 | 1 | ,005 |
| N of Valid Cases | 355 | | |

a. 8 cells (33,3%) have expected count less than 5. The minimum expected count is ,73.

**Symmetric Measures**

| | | Value | Asymp. Std. Errorᵃ | Approx. Tᵇ | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,149 | ,053 | -2,825 | ,005ᶜ |
| Ordinal by Ordinal | Spearman Correlation | -,101 | ,053 | -1,902 | ,058ᶜ |

| N of Valid Cases | 355 | | | |
|---|---|---|---|---|

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find social media complicated and difficult to use

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 115,909[a] | 15 | ,000 |
| Likelihood Ratio | 114,040 | 15 | ,000 |
| Linear-by-Linear Association | 66,723 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,434 | ,047 | -9,055 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | -,445 | ,048 | -9,347 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I cannot figured out what all the functions in social media

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 125,208[a] | 15 | ,000 |
| Likelihood Ratio | 114,488 | 15 | ,000 |
| Linear-by-Linear Association | 53,938 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,55.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,390 | ,052 | -7,966 | ,000[c] |

| Ordinal by Ordinal | Spearman Correlation | -,398 | ,053 | -8,152 | ,000c |
|---|---|---|---|---|---|
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use social media only because my environment is using it

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 107,995a | 15 | ,000 |
| Likelihood Ratio | 92,472 | 15 | ,000 |
| Linear-by-Linear Association | 22,871 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (29,2%) have expected count less than 5. The minimum expected count is ,55.

**Symmetric Measures**

| | | Value | Asymp. Std. Errora | Approx. Tb | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,254 | ,052 | -4,938 | ,000c |
| Ordinal by Ordinal | Spearman Correlation | -,249 | ,051 | -4,825 | ,000c |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Social media is anew communication idea that I'm not familiar

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 94,914a | 15 | ,000 |
| Likelihood Ratio | 91,409 | 15 | ,000 |
| Linear-by-Linear Association | 69,861 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 8 cells (33,3%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | Value | Asymp. Std. Errora | Approx. Tb | Approx. Sig. |
|---|---|---|---|---|

| | | | | | |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,444 | ,045 | -9,316 | ,000c |
| Ordinal by Ordinal | Spearman Correlation | -,450 | ,045 | -9,460 | ,000c |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find difficult to learn how to use social media, in fact, a lot of things to learn

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 126,860a | 12 | ,000 |
| Likelihood Ratio | 123,521 | 12 | ,000 |
| Linear-by-Linear Association | 73,341 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 5 cells (25,0%) have expected count less than 5. The minimum expected count is ,92.

**Symmetric Measures**

| | | Value | Asymp. Std. Errora | Approx. Tb | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,455 | ,048 | -9,604 | ,000c |
| Ordinal by Ordinal | Spearman Correlation | -,471 | ,047 | -10,045 | ,000c |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I don't think we need social media to communicate with each other

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 86,883a | 12 | ,000 |
| Likelihood Ratio | 83,412 | 12 | ,000 |
| Linear-by-Linear Association | 31,232 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 1,10.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | -,297 | ,050 | -5,844 | ,000[c] |
| Ordinal by Ordinal   Spearman Correlation | -,303 | ,052 | -5,976 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.


## What is your age? * I think people should help adults in learning social media like how to use and make settings etc.

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 25,740[a] | 15 | ,041 |
| Likelihood Ratio | 26,928 | 15 | ,029 |
| Linear-by-Linear Association | 1,309 | 1 | ,253 |
| N of Valid Cases | 355 | | |

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | -,061 | ,051 | -1,144 | ,253[c] |
| Ordinal by Ordinal   Spearman Correlation | -,064 | ,054 | -1,210 | ,227[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.


## What is your age? * Special courses for adult about social networks sites usage will be very helpful to use consciously

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 52,384[a] | 12 | ,000 |
| Likelihood Ratio | 55,769 | 12 | ,000 |
| Linear-by-Linear Association | 8,151 | 1 | ,004 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is ,37.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval Pearson's R | -,152 | ,058 | -2,884 | ,004[c] |
| Ordinal by Ordinal Spearman Correlation | -,174 | ,056 | -3,318 | ,001[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Social media is a great way of socializing and helps me to connect with people

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 58,073[a] | 12 | ,000 |
| Likelihood Ratio | 58,805 | 12 | ,000 |
| Linear-by-Linear Association | 34,523 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is ,92.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval Pearson's R | ,312 | ,048 | 6,176 | ,000[c] |
| Ordinal by Ordinal Spearman Correlation | ,328 | ,048 | 6,526 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use facebook everyday

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 115,914[a] | 15 | ,000 |
| Likelihood Ratio | 115,476 | 15 | ,000 |
| Linear-by-Linear Association | ,964 | 1 | ,326 |
| N of Valid Cases | 355 | | |

a. 9 cells (37,5%) have expected count less than 5. The minimum expected count is ,92.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,052 | ,063 | ,982 | ,327[c] |
| Ordinal by Ordinal | Spearman Correlation | ,066 | ,061 | 1,251 | ,212[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use instagram everyday

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 106,763[a] | 15 | ,000 |
| Likelihood Ratio | 103,116 | 15 | ,000 |
| Linear-by-Linear Association | ,108 | 1 | ,742 |
| N of Valid Cases | 355 | | |

a. 3 cells (12,5%) have expected count less than 5. The minimum expected count is 3,85.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,018 | ,057 | -,329 | ,742[c] |
| Ordinal by Ordinal | Spearman Correlation | ,047 | ,057 | ,882 | ,378[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use whatsup everyday

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 120,646[a] | 15 | ,000 |
| Likelihood Ratio | 127,046 | 15 | ,000 |
| Linear-by-Linear Association | 2,803 | 1 | ,094 |
| N of Valid Cases | 355 | | |

a. 6 cells (25,0%) have expected count less than 5. The minimum expected count is 2,01.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | ,089 | ,060 | 1,679 | ,094[c] |
| Ordinal by Ordinal   Spearman Correlation | ,134 | ,060 | 2,545 | ,011[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use viber everyday

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 70,855[a] | 15 | ,000 |
| Likelihood Ratio | 71,140 | 15 | ,000 |
| Linear-by-Linear Association | 19,594 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (16,7%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | -,235 | ,053 | -4,548 | ,000[c] |
| Ordinal by Ordinal   Spearman Correlation | -,142 | ,056 | -2,692 | ,007[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I use youtube everyday

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 104,123[a] | 18 | ,000 |
| Likelihood Ratio | 96,774 | 18 | ,000 |
| Linear-by-Linear Association | ,498 | 1 | ,480 |
| N of Valid Cases | 355 | | |

a. 8 cells (28,6%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | -,038 | ,052 | -,705 | ,481[c] |
| Ordinal by Ordinal   Spearman Correlation | -,053 | ,057 | -1,004 | ,316[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Interacting through social media improved my social skills

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 136,687[a] | 18 | ,000 |
| Likelihood Ratio | 134,445 | 18 | ,000 |
| Linear-by-Linear Association | 1,198 | 1 | ,274 |
| N of Valid Cases | 355 | | |

a. 14 cells (50,0%) have expected count less than 5. The minimum expected count is ,18.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | ,058 | ,026 | 1,095 | ,274[c] |
| Ordinal by Ordinal   Spearman Correlation | ,172 | ,060 | 3,281 | ,001[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * Social media helps my self-confident improvement

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 81,169[a] | 15 | ,000 |
| Likelihood Ratio | 72,684 | 15 | ,000 |
| Linear-by-Linear Association | 1,024 | 1 | ,311 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is 1,28.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | -,054 | ,058 | -1,012 | ,312[c] |
| Ordinal by Ordinal | Spearman Correlation | -,008 | ,055 | -,145 | ,885[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find social media easy to use

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 99,574[a] | 15 | ,000 |
| Likelihood Ratio | 101,844 | 15 | ,000 |
| Linear-by-Linear Association | 43,159 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 12 cells (50,0%) have expected count less than 5. The minimum expected count is ,92.

**Symmetric Measures**

| | | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|---|
| Interval by Interval | Pearson's R | ,349 | ,054 | 7,001 | ,000[c] |
| Ordinal by Ordinal | Spearman Correlation | ,390 | ,049 | 7,964 | ,000[c] |
| N of Valid Cases | | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I didn't have difficulties learning social media usage

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 159,815[a] | 15 | ,000 |
| Likelihood Ratio | 146,609 | 15 | ,000 |
| Linear-by-Linear Association | 5,734 | 1 | ,017 |
| N of Valid Cases | 355 | | |

a. 11 cells (45,8%) have expected count less than 5. The minimum expected count is ,73.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | ,127 | ,062 | 2,411 | ,016[c] |
| Ordinal by Ordinal   Spearman Correlation | ,220 | ,056 | 4,245 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I m an active and good user of social media

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 121,265[a] | 15 | ,000 |
| Likelihood Ratio | 119,877 | 15 | ,000 |
| Linear-by-Linear Association | 55,774 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 10 cells (41,7%) have expected count less than 5. The minimum expected count is 2,20.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | ,397 | ,054 | 8,125 | ,000[c] |
| Ordinal by Ordinal   Spearman Correlation | ,430 | ,048 | 8,959 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## What is your age? * I find social media necessary for today's life

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 134,257[a] | 12 | ,000 |
| Likelihood Ratio | 127,975 | 12 | ,000 |
| Linear-by-Linear Association | 86,787 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 7 cells (35,0%) have expected count less than 5. The minimum expected count is 2,38.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval Pearson's R | ,495 | ,039 | 10,707 | ,000[c] |
| Ordinal by Ordinal Spearman Correlation | ,521 | ,038 | 11,457 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# What is your age? * I learn new things through social media

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 128,576[a] | 15 | ,000 |
| Likelihood Ratio | 123,586 | 15 | ,000 |
| Linear-by-Linear Association | 32,137 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 9 cells (37,5%) have expected count less than 5. The minimum expected count is 1,65.

**Symmetric Measures**

| | Value | Asymp. Std. Error[a] | Approx. T[b] | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval Pearson's R | ,301 | ,059 | 5,937 | ,000[c] |
| Ordinal by Ordinal Spearman Correlation | ,368 | ,053 | 7,435 | ,000[c] |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# What is your age? * Social media usage has lots of benefits

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 120,916[a] | 12 | ,000 |
| Likelihood Ratio | 117,883 | 12 | ,000 |
| Linear-by-Linear Association | 78,593 | 1 | ,000 |
| N of Valid Cases | 355 | | |

a. 4 cells (20,0%) have expected count less than 5. The minimum expected count is 1,65.

**Symmetric Measures**

| | Value | Asymp. Std. Error<sup>a</sup> | Approx. T<sup>b</sup> | Approx. Sig. |
|---|---|---|---|---|
| Interval by Interval   Pearson's R | ,471 | ,040 | 10,037 | ,000<sup>c</sup> |
| Ordinal by Ordinal   Spearman Correlation | ,510 | ,038 | 11,133 | ,000<sup>c</sup> |
| N of Valid Cases | 355 | | | |

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# Appendix D: Ethic Committee Report



**Doğu Akdeniz Üniversitesi** | **Mediterranean University**
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Etik Kurulu / *Ethics Committee*

**Sayı:** ETK00-2017-0242                                    03.11.2017
**Konu:** Etik Kurulu'na Başvurunuz Hk.

Sayın Burcu Demircanlı
İletişim Fakültesi
Yüksek Lisans Öğrencisi

Doğu Akdeniz Üniversitesi Bilimsel Araştırma ve Yayın Etiği Kurulu'nun **06.10.2017** tarih ve **2017/49-04** sayılı kararı doğrultusunda, *Attitudes of Baby Boomers Towards Mobile Technology and Social Media Usage in TRNC* adlı çalışmanızı, Doç. Dr. Anıl Kemal Kaya'nın danışmanlığında araştırmanız, Bilimsel ve Araştırma Etiği açısından uygun bulunmuştur.

Bilginize rica ederim.

Yrd. Doç. Dr. Mümtaz Güran
Etik Kurulu Başkan Vekili

ŞT/sky.

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