



**ATTITUDES OF SENIOR CITIZENS TOWARDS THE USE OF FACEBOOK**

**A Thesis Presented to the Faculty of the College of Education  
Rizal Technological University**

**In Partial Fulfillment of the Requirements for the Degree of Bachelor of  
Secondary Education Major in Computer Education**

**Krishna Dj. Oriola**

**Leanne Jocelle R. Puazo**

**Riza M. Ferreras**

**Shierly L. Pabello**

**Giezel J. Rull**

**JUNE 2018**



### ABSTRACT

This study aimed to find out the attitudes of senior citizens towards Facebook Use. Specifically, it sought to answer the following problems on the activities of the Senior Citizens towards Facebook use in terms of chatting, uploading photos, watching videos and updating status; The attitudes of the Senior Citizens towards Facebook use in terms of fake news, advertisement, chain message, poser, news, social events and entertainment and the significant relationship on profile of the respondents on their activities and attitudes towards Facebook use.

The researchers used Descriptive Method of research. In the statistical treatment of data, the researchers used weighted mean to determine the data gathered from target respondents to the attitudes of senior Citizens towards Facebook use; Chi square was used to determined the correlation between the activities and attitudes of the senior citizen towards Facebook use; Rank was used in the research to determine the attitudes of the Senior Citizens towards Facebook use; and, Likert Scale was used to interpret the table in research question in Statement of the Problem 2 and 3.

Based on the interpreted data, the following are the findings of this study. There were 30 respondents in which the largest group was found on the age bracket of 60 to 65 years old with frequency of 18. The respondents are mostly female with frequency of 18 or 60 percent. The majority respondents are married with frequency



of 19. Based on the findings, the respondents are mostly High school graduate with frequency of 10.

The researchers concluded that more of the female senior citizens used Facebook in their daily lives. The researchers concluded that the respondents used Facebook alternatively to their regular hobbies. Most of the respondent are affected using Facebook. Towards using Facebook, respondents easily cope some information.

The age of respondents in the activities is rarely significantly correlated to the updating status and not significantly correlated activities are chatting, uploading photos, watching videos, news, social, news, entertainment, fake news, advertisement, chain message and poser. Then, the gender are significantly correlated to the chatting, chain message, and poser while uploading photos, watching videos, updating status, news, social events, entertainment, fake news, and advertisement are not correlated. Only poser is significantly correlated to civil status while most activities are not significantly correlated including chatting, uploading photos, watching videos, updating status, news, social events, entertainment, fake news, advertisement and chain message. In the educational attainment, all are not significantly correlated to the respondents' activities. Therefore, the researchers concluded that most of the activities are not correlated to the profile of respondents.





## CHAPTER I

### THE PROBLEM AND ITS BACKGROUND

This chapter presents problem and its background. It includes the introduction, the conceptual framework, the statement of the problem, the significance of the study, scope and delimitations and the definition of terms.

#### Introduction

Nowadays an increasing number of elder people has access to technology and uses it on their daily lives. According to Ray Stone Senior Living (2016), seniors are now the fastest growing demographic in using social media, such as Facebook. These social media platforms have wonderful benefits for all of those connected, but it can be especially helpful for older adults.

Yang (2012) stated that approximately 87 percent of senior citizens use online search engines. However, according to Kamiel (2016), many of the older adults have enthusiastically adopted it to keep up with the times as well as their old acquaintances and younger family members. Grandparents are becoming proficient in alien things like Facebook and liking it. It has become a healthy emotional outlet and word of its benefits has spread like wildfire among the elderly. (Fritsch, 2012) mentioned in particular, social media has created a great opportunity for those individuals especially senior citizens in terms of increased social interconnection opportunities.



According to Zickuhr and Madden (2012), internet and social media application allows seniors to stay in touch with family, reconnect with old friends, and connect with others around hobbies and interests. Using social media is also for feedback, comments and opinion from friends, family and social community (Martins, 2014).

In the Philippines alone, stated in R.A 9994 those aged 60 years old and above are considered senior citizens comprise 6.8% of the total population (Philippine, 2010). However, despite being senior it is common that one sees now people using social media. According to a new report from Pew Internet & American Life project (2012), 43 percent of internet users aged 60 and older say they use social media. One great example is Tessie Moreno known as "Lola Techie" a 71-year-old grandmother, known for her role as a computer-savvy lola in a series of television commercials and viral videos with local telecom operator Bayantel (Philstar, 2013).

One of the most used social media in the Philippines is Facebook. In 2017, the amount of Facebook users in the Philippines is 33.14 million, up from 29.88 million in 2016 and 31.61 percent of the local population (Statista, 2018). The report called Digital in 2017, showed that Filipinos spent an average of 4 hours and 17 minutes per day on social media such as Facebook that make us world's number 1 in terms of time spent on social media (inquirer net, 2017). 2018 AMMEX ISUPPORT CORPORATION statistics showed that 2 percent of senior citizen in the Philippines are using Facebook. Facebook allows people to connect with friends, family





members, and acquaintances and gives people the opportunity to post and to share content such as photos and status updates (Stec, 2015).

Older adults enjoy using Facebook; it can reduce their loneliness, helps them to be aware about what is happening around them and can improve their health, overall feelings of wellbeing, and ability to cope with life stress (Blieszner, 2009). Sharing current photos allows seniors to see their grandchildren change and grow, and creates a closeness and involve them even if they are apart. (Allen, 2013) found that the average age of a Facebook user changed from 29.53 in 2010 to 30.11 in 2013 as older people become more computer and social media literate. It gives them an excellent opportunity to view photos, videos, or chat online and stay connected. Facebook offers many different groups and pages of all different interests and backgrounds. Seniors can meet people that share similar activities, volunteer opportunities, hobbies, travel, etc., and swap ideas.

Posts on Facebook can spread like wildfire. If a senior has an interest in volunteering somewhere, reading a new book, joining an exercise group, trying a new restaurant, or visiting a new town, Facebook is the place to look.

Facebook and social media are abundant with interesting articles, blogs and topics. It presents an excellent resource for seniors if they need to research a health topic, have an interest in a specific class, or have an interest in trying something new. It creates multiple opportunities for learning, growth, education and activity. Instead