



Research Paper

Senior Citizens' Information usage: Basis for Enhanced Media literacy

G.M.IDORADOC.RAGRAVANTE, & I.N.D MILLORADA

ABSTRACT

This research study explores the interplay of senior citizens, information usage, and the significance of enhanced media literacy in an increasingly digital age. It aimed to answer where senior citizens use the information they acquire through traditional and new media, and what media literacy to employ. Purposive sampling was utilized to choose 15 Senior Citizen participants ages 60–70 years old from 3 different barangays in Sta. Cruz, Laguna namely, Barangay Duhat, Barangay Gatid and Barangay Santisima.

The findings revealed that senior citizens still use blended media even in the prevalence of new media. Regardless of what type of media is used for acquiring information, Senior Citizens are more interested in information concerning the economy, particularly the price increase of daily expenses for daily necessities and the benefits given to them by the government. Senior Citizens acquire information for their personal, family, and work-related use. Despite the previous knowledge on acquiring information, there is a strong need for them to enhance their media literacy by knowing what platform or how their information usage can be enhanced. Pamphlets containing guidelines on how to enhance information usage as a mode of media literacy have proven to be effective and helpful.

The researchers offered several recommendations based on the findings such as considering local community events or workshops to discuss economic trends, tips, and government benefits tailored for senior citizens. Provide resources that guide senior citizens on how to effectively use information for their personal, family, and work-related needs. Barangay officials must continuously update the Pamphlets to secure continuous enhancement of media literacy. Barangays should develop senior-friendly resources tailored to their needs and preferences. Material that can offer clear instructions and tips on discerning credible sources of information.

KEYWORDS: Senior Citizens; Information Usage; Media Literacy

Received 15 May, 2024; Revised 27 May, 2024; Accepted 29 May, 2024 © The author(s) 2024.

Published with open access at www.questjournals.org

I. INTRODUCTION

As technology continually becomes a part of our lives, many aspects of our lives change, easy communication, easy work accomplishments, easy entertainment, easy information acquisition, etc. With the help of the internet, technology has made it easy for all of us.

As we enter the 21st century, also known as the digital age (The 21st Century Is Often Referred to as the Digital Age. | Bartleby, n.d.) information and communication are associated with technology that makes it easier for all of us to communicate and acquire information. With just one click you can instantly have information, communication, work accomplishments, etc. Not just that, technology also allows us to see broader and larger sources of information that result in more knowledge and information. This is also why many have become reliant on technology and the internet. People especially youth patronize this era and become more technologically oriented and associated.

With this happening, many aspects change or transform into new ones. One of these aspects is the transition of media with the changing times and advancement of technology. From traditional (non-internet media) to new media (internet media). In new media, everything about traditional media goes online and digital—online newspapers, broadcasts, entertainment, online communication, etc. Because everything goes online and is made easy for us through technology and the internet, many are patronizing it, especially youths and young adults. This

transformation could also have an impact on the way individuals use the information they acquire. Since media regardless of type, either traditional or new media impact the behavior, thoughts, mood, and even the preferences of an audience

(listeners and readers) (Wang et al., 2021) they can use the information they receive in different ways and different matters could be positive or negative.

Senior citizens may face challenges in using the information they acquire, especially in new media, hence this study investigated what are the common information they acquire and how they use it and analyzed what could be the different means by which their media literacy will be enhanced.

II. MATERIAL AND METHOD(S)

The researchers used thematic analysis as data treatment. As stated by Villegas (2023) thematic analysis is a method for analyzing qualitative data that involves reading through a set of data and looking for patterns in the meaning of the data to find themes.

The researchers looked closely at the data to find common themes: repeated ideas, and topics.

Table 1. Treatment of Data

OBJECTIVES	QUESTIONS	TREATMENT OF DATA
1. To identify the source of information acquired by the senior citizens through traditional and new media	1. Ano po ang ginagamit nyo sa pagkuha ng impormasyon? (Traditional Media and New Media)	Thematic Analysis
	2. Ano po ang impormasyong madalas nyong kinukuha? a. Traditional Media b. b. New Media	Thematic Analysis
3. To describe how senior citizens understand and use the information they acquired.	1. Saan nyo naman po ito ginagamit, bakit po ito ang kinukuha nyong impormasyon?	Thematic Analysis
	2. Nakatulong po ba sa inyo ang mga impormasyong madalas niyong nakukuha? Paano?	Thematic Analysis
4. To identify the media literacy enhancement to employ for senior citizens.	1. Review the answers of participants and locate problems or aspects that need media literacy enhancement.	Thematic Analysis
	2. Paano po kaya ang mainam na gawin para mas mapalawig ang inyong kaalaman sa pagtukoy ng platforms o kung paano maa-enhance ang inyong information usage? Seminar o Pamphlet?	Thematic Analysis
	3. Nakatulong po ba ang mga impormasyon na nakapaloob sa pamphlets? Paano?	Thematic Analysis

III. RESULTS

This presents the analysis and discussion of the results. Using thematic analysis, the themes identified within the results included (1) Internet and non-internet tools for acquiring Information by Senior Citizens (2) Common Information Acquired by Senior Citizens (3) Information needs and used (4) Information helpfulness (5) Media Literacy to Employ for Senior Citizens (6) Way of Media Literacy Enhancement (7) Implementation of Media Literacy Enhancement using Pamphlets.

Table 2. Thematic Analysis

OBJECTIVES	QUESTIONS	TREATMENT OF DATA
1. To identify the source of information acquired by the senior citizens through traditional and new media	1. Ano po ang ginagamit nyo sa pagkuha ng impormasyon? (Traditional Media and New Media)	Theme: Internet and non-internet tool for acquiring Information of Senior Citizens
	2. Ano po ang impormasyong madalas nyong kinukuha? a. Traditional Media b. New Media	Theme: Common Information Acquired by Senior Citizens
2. To describe how senior citizens understand and use the information they acquired.	1. Saan nyo naman po ito ginagamit, bakit po ito ang kinukuha nyong impormasyon?	Theme: Information needs and used
	2. Nakatulong po ba sa inyo ang mga impormasyong madalas niyong nakukuha? Paano?	Themes: Information helpfulness
3. To identify the media literacy enhancement to employ for senior citizens.	1. Review the answers of participants and locate problems or aspects that need media literacy enhancement.	Themes: Media Literacy to Employ for Senior Citizens
	2. Paano po kaya ang mainam na gayin para mas mapalawig ang inyong kaalaman sa pagtukoy ng platforms o kung paano maa-enhance ang inyong information usage? Seminar o Pamphlet?	Theme: Process of Media Literacy Enhancement
	3. Nakatulong po ba ang mga impormasyon na nakapaloob sa pamphlets? Paano?	Implementation of Media Literacy Enhancement using Pamphlets

IV. DISCUSSION

The participants of the study were Senior Citizens who used both traditional media (Newspaper, Radio TV) and new media (Digital Information) from Barangay Gatid, Barangay Duhat, and Barangay Santisima of Sta. Cruz, Laguna aged 60-70. All of the participants used TV (traditional media), Radio (traditional media), and Phones (new media) to acquire information.

Upon the identification of commonly acquired information by senior citizens, economics, senior citizens' benefits, medical, weather, politics, and sports. The participants in the study were Senior Citizens who used both traditional media (Newspaper, Radio TV) and new media (Digital Information) from Barangay Gatid, Barangay Duhat, and Barangay Santisima of Sta. Cruz, Laguna aged 60-70. All of the participants used TV (traditional media), Radio (traditional media), and Phones (new media) to acquire information.

Upon the identification of commonly acquired information by senior citizens, economics, senior citizens' benefits, medical, weather, politics, and sports news are the topics that arise. From traditional media namely TV as a source of information that among the topics that arose, economic and senior benefits are the major topics, while in new media which is phone, senior benefits and weather are the major topics commonly acquired.

As for the reason why, they acquired the said information and where they used it, participants stated that they used that information for their daily lives, for their family, work purposes, and personal use, just like the use of personal senior citizen ID for discounts for medicines, transportation fares, and check-ups. So as to use the information for weather updates, and sports and entertainment.

Participants also stated that the information they acquired was helpful. Yes, as it helps them become aware of their benefits just like the 20% discount for SCs, knowledge about money budgeting, and knowledge about precautions on what is happening around them.

Upon the analysis of participants' answers, aspects that need media literacy enhancement arose. Identification of the platform or how can SC's information usage be enhanced. Seminars and Pamphlets are the identified process to enhance the media literacy of senior citizens.

Researchers presented pamphlets to the participants containing information that focused on Senior Citizens' Benefits as it is one of the major information topics that they commonly acquire. Upon the presentation and implementation of pamphlets as a mode for media literacy enhancement, researchers found out that pamphlets containing information guidelines and reliable information sites enhanced the media literacy of Senior Citizens.

V. Conclusions

Based on the findings, the conclusions of the study were drawn:

1. Senior Citizens still use blended media even in the prevalence of new media. Regardless of what type of media is used for acquiring information. Senior Citizens are more interested in information concerning the economy, particularly the price increase of daily expenses for daily necessities and the benefits given to them by the government.
2. Senior Citizens acquire information for their personal, family, and work-related use. They are very interested in acquiring knowledge to use information to their benefit.
3. Despite the previous knowledge on acquiring information, there is a strong need for Senior Citizens to enhance their media literacy by knowing what platform or how their information usage can be enhanced. Pamphlets as one of the effective modes to enhance SC media literacy.

VI. Recommendations

The following recommendations were formulated based on the findings of the study and the conclusions were drawn:

1. Barangay must consider local community events or interactive workshops to discuss tips, and government benefits tailored for senior citizens. This can provide them with direct access to reliable information, discern credible sources of information, and opportunities to ask questions.
2. Provide resources that guide senior citizens on how to effectively use information for their personal, family, and work-related needs. It could be pamphlets, seminars, or tutorials.
3. Barangay officials must continuously update the Pamphlets to secure continuous enhancement of media literacy.
4. This study can be a basis for future researchers in assessing how information affects the behavior, thoughts, and feelings of senior citizens using qualitative research.
5. Other researchers can anchor their study on the findings of this research to come up with a quantitative research design for other age brackets.

REFERENCES

- [1]. Bach, M. P., Ivančić, L., Vukšić, V. B., Glavan, L. M., & Glavan, L. M. (2023). Internet Usage among Senior Citizens: Self-Efficacy and Social Influence Are More Important than Social Support. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(3), 1463–1483. <https://doi.org/10.3390/jtaer18030074>
- [2]. Capisanan, J. M., Manangan, M. A., Valdez, A. D., & Vesorde, A. R. (2017). News Media and Consumption Habits Of Selected Laguna University Student (pp. 1–66) [Thesis].
- [3]. Chao, J.-Y., Kao, H.-C., & Yeh, Y.-H. (2020). Learning outcomes of mobile and tablet application courses for Taiwanese older adults. *Recent Development on Information and Communication Technology (ICT) Engineering*. <https://doi.org/10.35745/icice2018v2.040>
- [4]. Eavi. (n.d.). Media Literacy Tools for Senior Citizens - EAVI. EAVI. <https://eavi.eu/media-literacy-tools-for-senior-citizens/>
- [5]. Ezeh, N. and Mbose, A. 2019. Digital Migration and Social Inclusion of Senior Citizens. *Galactica Media: Journal of Media Studies*. 1, 2 (Aug. 2019), 62–79. DOI: <https://doi.org/10.24411/2658-7734-2019-10013>
- [6]. Hage, E., Van Offenbeek, M., & Boonstra, A. (2020). New rules of engagement: How adaptation to online media changes older adults' social connectedness. *Journal of Computer-Mediated Communication*, 25(2), 182–197. <https://doi.org/10.1093/jcmc/zmz028>
- [7]. Julien, H. (2018). Digital literacy in theory and practice. In *IGI Global eBooks* (pp. 2243–2252). <https://doi.org/10.4018/978-1-5225-2255-3.ch195>
- [8]. Loos, E., & Ivan, L. (2022). Not only people are getting old, but new media are also too: Technology generations and the changes in new media use. *New Media & Society*, 146144482211017. <https://doi.org/10.1177/14614448221101783>
- [9]. Moore, R. C., & Hancock, J. T. (2022). A digital media literacy intervention for older adults improves resilience to fake news. *Scientific Reports*, 12(1). <https://doi.org/10.1038/s41598-022-08437-7>
- [10]. Regoniel, P. (2023, November 28). Descriptive qualitative research: 6 important points. *Research-based Articles*. <https://simplyeducate.me/2023/4/10/descriptive-qualitative-research/>
- [11]. Sooleen Abbas. (2023, November 23). Different types of sampling techniques in qualitative research. *Sago*. https://sago.com/en/resources/blog/different-types-of-sampling-techniques-in-qualitative-research/?fbclid=IwAR2rzCHn8xxZDqfo9gZbltbYEdzgXQMFCm_FbMT-VO5AeoZITbewWkWC9iY
- [12]. The 21st Century is often referred to as the digital age. | Bartleby. (n.d.). https://www.bartleby.com/essay/The-21st-Century-Is-Often-Referred-To-F3SVZJV39D4HW#google_vignette
- [13]. Republic Act No. 10844 | GOVPH. (2016, May 23). Official Gazette of the Republic of the Philippines. https://www.officialgazette.gov.ph/2016/05/23/republic-act-no-10844/?fbclid=IwAR13iZxBNkiURvvhxGDuBQMpb-oBGyhxM6JwHwkB7-8s4BpMYAuLm0p_s
- [14]. Queen, K., & Queen, K. (2023, February 23). Social media for seniors and older adults | CenturyLink. <https://discover.centurylink.com/social-media-for-seniors.html>

- [15]. Villegas, F. (2023, September 12). Thematic Analysis: What it is and How to Do It. QuestionPro. <https://www.questionpro.com/blog/thematic-analysis/>
- [16]. What is IPO (Input, process, and output) model in research for conceptual framework? | 5 Answers from Research papers. (n.d.). SciSpace - Question. <https://typeset.io/questions/what-is-ipo-input-process-and-output-model-in-research-for-32z2t60mi7>
- [17]. Zhang, X. (2021). Challenges, opportunities and innovations faced by the broadcasting and hosting industry in the era of convergence Media. *Advances in Journalism and Communication*, 09(03), 102–113. <https://doi.org/10.4236/ajc.2021.93008>