

The Perception of Malaysian Chinese Elderly on Social Networking Sites

Ooi Chia Sin

Department of Psychology and Counselling, Faculty of Arts and Social Science, Universiti Tunku Abdul Rahman, Bandar Barat, 31900 Kampar, Perak, Malaysia.

Corresponding author email: ritch93@1utar.my

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UNIVERSITI TUNKU ABDUL RAHMAN, BANDAR BARAT, 31900 KAMPAR, PERAK, MALAYSIA.

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ABSTRACT

According to studies on the population of developed countries, social networking sites (SNS) such as "Facebook", "WhatsApp" and "Skype" make it more convenient for the elderly to bond with friends and family without having to travel to meet. Nonetheless, studies showed fewer elderly used SNS, and the numbers are even fewer in less developed nations. Therefore, this research aim to explore the perception of elderly towards SNS and to fill the knowledge gap that exist in developing country such as Malaysia. Accordingly, this research uses the technology acceptance model (TAM) and Reason Action Approach (RAA) to examine whether the factors such as perceived ease of use, perceived usefulness, self-efficacy and subjective norm, can affect the intention to use SNS among the Malaysian Chinese elderly. Purposive and snowball sampling was used to collect 288 Malaysian Chinese elderly aged 60 and above to participate in this study, since Malaysian Chinese will face the aging problem sooner than other ethnics will. Back-translation method was used to translate the measurements from English to Chinese version. Multiple regression was used to examine the four factors to find out which factor is the best predictor to intention to use SNS among the Malaysian Chinese elderly. The results of this study will be useful for policy makers and program managers in elderly centre to promote the learning of the use of SNS among Chinese elderly in Malaysia.