

Using Technology for entertainment and day-to-day living



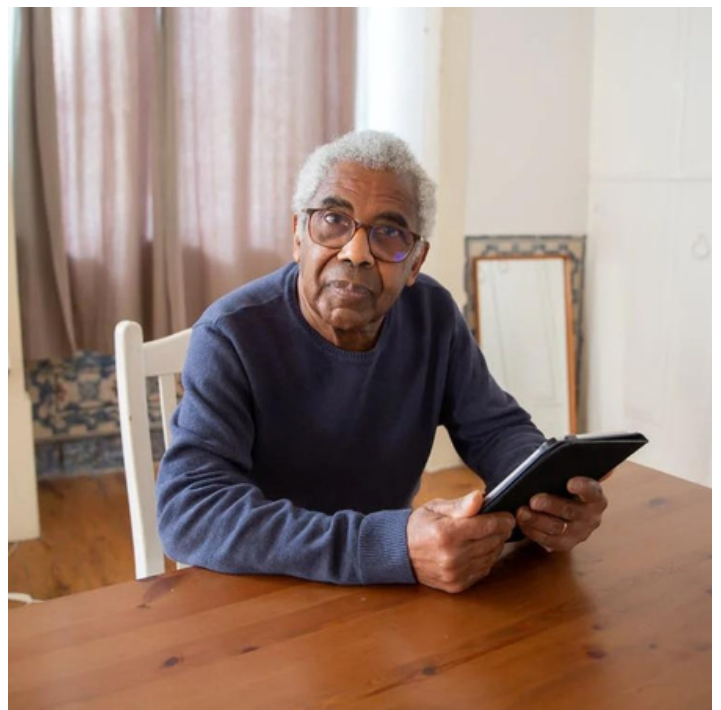
Older adults constitute a part of the population with the lowest level of Internet use (“the digital divide”). Internet access and use among older adults is progressively increasing in Europe and worldwide. A continuous increase of the internet use worldwide can be expected not only because of marketing coverage, but also because of the current young adults using the internet will constitute the older users in the future.

Younger adults tend to be more likely than seniors to be earlier adopt innovations earlier. There are still notable differences in tech use between adults under 30 and those over 65. But on several fronts, adoption of key technologies by seniors has grown markedly since about a decade ago, and the gap between the oldest and youngest adults has narrowed.

Despite the year bringing a return to some level of normalcy for many people — with in-person socializing increasing, holiday gatherings resuming, and restaurants welcoming returning customers — seniors use of technology to help them stay connected with others remained a cornerstone of social interaction in 2021 and 2022. Three out of four people over 65 say they rely on technology to stay connected. Overall, older adults continue to reach for their devices. The significant rise in the use of smartphones and tablets recorded in 2020 for such activities as making online shopping, ordering food, banking and engaging health care continued in 2021, as did the increased use of a multitude of apps.

In addition to wanting to stay connected — which was the primary motivator for all older adults aged 50 to 70-plus — they have turned to technology to for entertainment and day-to-day management, among other motivations. For the 50-plus, 66% use technology to connect with others, 59% use it for entertainment and 47% find it helpful to manage responsibilities. Many also use technology to stay healthy (43%), to learn a new skill (38%), or to pursue a passion (36%). Unsurprisingly, embracing technology to maintain personal independence rises with age: 22% those aged 50–59, 29% for those aged 60-69, and 35% for people 70-plus.

Read more in [here](#).



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