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## Impact of Social Media Influence on Senior Citizens

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### ABSTRACT:

In today's digital era, social media has greatly simplified communication, making it more accessible than ever. This study explores the benefits and challenges that social media presents for senior citizens. It examines their level of participation on these platforms and the impact on their social interactions, mental well-being, and access to information. Additionally, it addresses key concerns such as digital literacy, privacy, misinformation, and online security threats. The research incorporates both qualitative and quantitative methods, utilizing questionnaires, interviews, and focus group discussions to gather insights. The questionnaire provided essential data on seniors' social media usage, allowing for a comprehensive analysis. The findings indicate that social media has several advantages, including fostering social connections, reducing isolation, and offering educational and entertainment resources. Studies suggest that older adults who actively use social media report a 7% increase in life satisfaction and a 9% decrease in depression symptoms. However, the study also highlights potential drawbacks, such as online scams, misleading information, and limited digital proficiency, which can negatively impact seniors' experiences. Nearly 70% of older adults feel susceptible to cyber fraud and misinformation. Based on these findings, the research emphasizes the need for social media strategies tailored to improve online safety, digital skills, and user-friendly platforms for older individuals, enabling them to engage with the digital world more effectively.

Keywords: Digital Engagement, Online Interaction, Social Well-Being, Mental Health, Digital Literacy, Cybersecurity

### 1. Introduction

Social media has become an essential part of modern life, offering numerous advantages that make it difficult to ignore. In recent years, people aged 65 and above have increasingly engaged with social media, which has significantly influenced their social and mental well-being—both positively and negatively. Many older adults face challenges such as mobility restrictions, health concerns, and post-retirement loneliness, all of which can contribute to isolation. Social media plays a crucial role in addressing these issues by enhancing their overall life satisfaction. Online platforms allow seniors to overcome geographical and time-related limitations, helping them stay connected with the world around them and increasing opportunities for social engagement.

Platforms like Facebook, YouTube, and Instagram provide spaces for self-expression, learning, and entertainment, promoting self-awareness and bringing joy to elderly users. Additionally, social media helps seniors manage health conditions by offering access to valuable information and supporting communities. Virtual connections can help sustain relationships that might otherwise weaken due to distance, while online groups provide emotional support and a sense of belonging. Furthermore, the internet plays a key role in promoting physical well-being among older adults by facilitating discussions, sharing health-related information, and providing access to technical support, ultimately improving their quality of life. Reliable online resources can also encourage positive lifestyle changes, such as healthier diets and exercise routines.

Despite these benefits, social media presents certain risks for older users. Many seniors fall victim to online scams due to their limited familiarity with digital platforms, making them more susceptible to fraudulent schemes and misleading health-related information. Privacy concerns also arise when personal data is shared unknowingly, increasing the risk of identity theft. Additionally, exposure to alarming or exaggerated news—such as health crises—can contribute to heightened anxiety among older adults, as such content is often difficult to avoid.

While it may not be possible to eliminate all risks associated with social media, steps can be taken to minimize them. Regularly educating seniors about online scams, encouraging them to use only trusted websites, and reinforcing safe internet practices can significantly reduce their vulnerability. Raising awareness and fostering a secure digital environment can help protect older individuals from potential harm. Given the increasing role of social media in daily life, researchers are paying close attention to how digital engagement influences the health and well-being of senior citizens, recognizing its importance as a growing field of study.

### 2. Review of literature

**Social Networking Sites and older adults- A system Review**

**Tobias Nef, Raluca L. Ganea, Renè M. Müri, and Urs p. Mosimann**

A database search yielded 105 articles, of which 87 were excluded, leaving 18 studies for review. The study identified key findings, common themes, and directions for future research. A major benefit of social networking for older adults is fostering intergenerational communication with younger family members, which both parties enjoy. However, barriers such as privacy concerns, technical difficulties, and poor web design that does not accommodate older users hinder their engagement.

**Impact of Social media on Different generations****Wexin Li, Xuatong Lin, Jiani Wu, Wehan Xue and Junxian Zunxian Zhang.**

For younger users, social media can lead to issues such as addiction, low self-esteem, anxiety, and depression due to their lower self-control, desire for online validation, and tendency for risk-taking. Excessive use often results in procrastination, stress, and severe mental health concerns. In contrast, social media can help older adults combat loneliness and improve their well-being, though problematic use is also a concern, albeit less widespread than among younger users. Studies suggest that individuals over 65 experience fewer negative social consequences from social media compared to younger adults, who face a higher risk of addiction and related health problems.

**Social media use and psychological well-being in older adults.****Xiaojing Leo, Diana Matovie, Wing-Yin Leung Abhirami Viju and viviana M. Wuthrich**

Loneliness and social isolation have significant impacts on older adults' mental and physical health. This study reviews existing literature on how social media affects psychosocial factors such as anxiety, depression, and loneliness. While some findings suggest social media enhances mental well-being, the causal link remains uncertain due to a lack of longitudinal studies and varying results. Standardized methodologies and improved research frameworks are necessary to clarify these relationships.

**Online Social Interaction and its Effect on Mental Health Among Older Adults****Matthias Hofer, Eszter Hargittai**

This research explores how internet-based social engagement affects the mental well-being of older individuals, considering their decreasing offline social networks and increasing technology use. The findings indicate a complex relationship between online participation and anxiety; while some interactions provide support and reduce stress, others contribute to anxiety. The study emphasizes the need for further investigation into how specific online activities impact older adults' psychological well-being and how to promote healthier social media habits.

**Internet Usage Among Older Adults: The Role of Self-Efficacy and social Influence****Mirjana Pejić Bach, Lucija Ivančić, Vesna Bosilji Vukšić, Ana-Marija Stjepić and Ljubica Milanović Glavan**

This study examines the role of self-efficacy, social support, and social influence in the internet usage patterns of older adults in Croatia. The findings indicate that self-efficacy plays a critical role in increasing internet engagement and overcoming barriers. Social influence helps mitigate these barriers and indirectly promotes internet use by enhancing self-efficacy. However, social support had only an indirect effect on internet usage intensity. The study suggests that improving digital literacy through educational initiatives can increase seniors' confidence in using the internet.

**Social Media Use and Depression in Older Adults****Ariz Amoroso Guzman, Mary-Lynn Brecht, Lynn V. Doering paul M. Macey and Janet C. Menten**

As more older adults engage with social media, it is important to assess its impact on mental health, particularly depression. This review synthesizes quantitative research on the link between social media use and depression among seniors, revealing mixed results. Some studies found positive correlation of social media use and depression, while others found no significant relationship. Factors such as content type, interaction quality, and individual social determinants may influence this relationship. Further research is needed to clarify the potential benefits and risks of social media use for this demographic.

**The Role of Social Media in Health-Related Outcomes for Older Adults****Madeline Han, Xin Yi Tan, Rachael Lee and Jeong Kyu Lee**

Older adults' social media use is shaped by personal and social circumstances, including health conditions, age, and technological familiarity. Individuals with chronic illnesses use social media for health-related information and support groups, while those with more tech-savvy family members are more likely to adopt online platforms. Social media can enhance health education, medication adherence, and telehealth use. Optimizing social media for older adults through user-friendly interfaces and engaging content can help improve their overall health and well-being.

**Older Adults and Social Media Adoption in India****Rathi Mahendran**

In India, over six million seniors are active on Facebook, using it to stay connected with family, old friends, teachers, and colleagues. Many also use online platforms to acquire new skills through YouTube or Facebook groups. Contrary to common assumptions, seniors are just as digitally engaged as

younger generations. Research indicates that 20% of individuals over 60 spend over four hours daily on social media, similar to millennials and Gen Z. Additionally, a significant majority of older adults recognize the mental health benefits of technology use.

### **The Potential Dangers of Social Media for Seniors**

**Richard Bitner**

Research suggests that social media can positively impact seniors' mental health by reducing depression by up to 33%. Platforms like Facebook help maintain cognitive function and family connections, especially for long-distance relationships. Video calling apps, such as Skype, are widely used by seniors to engage with their grandchildren. However, excessive social media use can lead to increased depression due to social comparison. A University of Missouri study found that seniors who primarily use social media to maintain relationships experience fewer negative effects.

### **Social Media Use and Life Satisfaction in Older Adults**

**Peter Ractham, Angsana A. Techatassanasoontorn, and Laddawan Kaew Kitipong**

Research indicates a strong positive relationship between social media engagement and life satisfaction among older adults. Beyond communication, social media serves as a source of happiness and well-being. The study highlights how social media's impact differs across age groups and emphasizes the need to design platforms tailored to the needs of older users to enhance their life satisfaction.

### **Social media usage trends among in older adults**

**Oluwagbemiga Oyinlola**

Older adults use social media to maintain relationships with family and friends, access information, and engage in community discussions. However, challenges such as anxiety, poor internet access, digital illiteracy, and difficulty adapting to new technology hinder their experiences. The study underscores the importance of digital campaigns designed to meet the specific needs of older users, thereby improving their online interactions.

### **Exploring and Explaining older Consumers' behaviour in the boom of Social Media**

**Hein Thu Bui.**

The study concludes that while older adults are actively adopting social media, there remains a significant digital divide. This is due to both technical barriers and perceptions of social media as primarily a "young person's space."

" Bridging this gap could involve targeted digital literacy programs and social media design adjustments to better accommodate the needs of older users.

### **Cognitive Benefits of Online Social Networking for Healthy older Adults**

**Jnaelle W Myhre, Matthias R Mehl, Elizabeth L Glisky**

The research suggests that using social networking platforms like Facebook can provide cognitive benefits, particularly for working memory and executive functioning. These benefits likely stem from the mental stimulation and social engagement involved in learning and using the platform, though the effects may be somewhat task-specific rather than broadly enhancing overall cognitive function

### **Older Audiences in the digital media environment**

**Galit Nimrod**

Adults who are more digitally savvy tend to use more online sites, while adults who are less tech-savvy tend to rely on traditional media. Social motivation and favorite content (such as news and family communication) also play an important role in shaping media consumption patterns. While some people have integrated online platforms into their daily lives, many still rely on traditional TV channels. Research shows that the transition to digitalization is gradual and is influenced by individuals and processes, such as access to technology, skills and interest.

### **Independence Through Social Networks: Bridging Potential Among Older Women and Men**

**Benjamin Cornwell**

This contradicts the supposition that older women's social networks are more 'kin-based' than men's. Their social networks are less diverse and impoverished than older men's.

Fewer older men are embedded in family and partner relationships than older women.

That is welcome news.

This is actually a reversal of policy trends in sociological research like aging and gendering social networks of the elderly and it does recognize higher social capacities of older women than heretofore supposed.

### **Cognitive Effect of Social Media Use: A Case of Older Adults**

**Quinn K.**

The essence of the findings is that engagement in social media has the potential to improve cognitive functioning in older adults, as it facilitates more than just social interaction, but also attention and inhibition. This means that social media engagement has the potential to improve cognitive health in older adults.

#### **Older adults talk Technology: Technology usage and attitudes**

**Mitzner, T. L., Boron, J. B., Fausset, C. B., Adams, A.E., Charness, N., Czaja, S.J., Dijkstra, K., Fish, A. D., Rogers, W.A., & Sharit, J. (2010)**

The outcome disputes the theory which asserts that elderly people are not interested in technology. Rather, it supports the existence of a strong willingness to embrace technology, assuming that its perceived benefits outweigh the disadvantages. The study underscores the importance of adequately stressing the value of technology in training and education programs directed to older people for greater diffusion of technology among the elderly.

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### **3.Statement of the problem**

In this digital world, social media has become a core tool of communication, information sharing, and social activity. While younger folks have adopted such global applications with ease, senior citizens are also becoming more active users. Even so, their social media experience comes with both advantages and drawbacks. Elderly people, on the other hand, seem to lack the digital skills, have privacy issues, and misinformation-problems; which makes them easy victims of organized online frauds, fake news, and cyber bullying. Moreover, social media has the impression of lessening the feeling of loneliness and improving the state of mind, but its excessive use, or use inappropriately by setting unrealistic comparisons leads to apprehension, sadness, and feeling of isolation. Although the number of retirees on social media is increasing, very little is known about how social media use affects seniors' social, mental, and emotional lives. There are no specific policies to make social networking sites more user-friendly, safe, and easy to use for the elderly.

This research aims to resolve the above mentioned gaps and issues by investigating:

The extent and intention of social media usage amongst senior citizens.

Their social welfare challenges arising from social media, if any, use.

The hurdles they have to overcome to use social media, especially in relation to digital competencies and safety issues.

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### **4.Objectives of the study**

1. To Study the overall patterns of social media use among elderly individuals, including their preferred platforms and related activities.
2. To Understand and analyze the social and emotional impact of social media on elderly citizens, primarily focusing on feelings of loneliness, self-worth, and social interaction.
3. To Analyze the contributions of social media to social interaction and communication among elderly citizens and their relatives and peers.
- 4.To Establish how the elderly citizens are digitally literate and what problems they encounter using social media sites.
5. To Investigate the impact of social media on seniors' awareness and knowledge of critical health issues, their chosen lifestyles, and accessibility to credible health information.

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### **5. Scope of the study**

The project "Impact of Social Media Influence on Senior Citizens" will explore how social media integrates with the life of elderly people, specifically the benefits, challenges, and implications on well-being. This study focuses on the following aspects.

**Target Population** – Participants will be selected from senior citizens (60 years and above) as a specific age group, studying their use and attitude towards social media.

**Geographical Coverage** – Depending on feasibility, the study may cover a specific country, region or the world, looking at metropolitan and rural area social media use differences.

**Main Aspects:**

**Patterns of Use** - Use, reason, and choice of social media (Facebook, WhatsApp, YouTube).

**Social Connections** – Use of social media to communicate with relatives and friends.

**Emotional Aspects** - Use and effects of social media on feelings of isolation, self-worth, and overall well-being.

**Health Issues** – Contribution of social media in disseminating health information and changing health behavior.

**Issues & Threats** – Concerns regarding people's privacy, misleading information, online fraud, and low level of digital competency.

Research Techniques – The research will gather information from senior citizens, carers, and the digital specialists using questionnaires, interviews, and case study approaches.

Time Framework – The project will analyze recent usages and issues in social med

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## 6. Methodology

The study titled "Impact of Social Media Influence on Senior Citizens" will utilize a mixed-method research approach, incorporating both qualitative and quantitative techniques to thoroughly explore the topic. The methodology includes the following key components:

### 1. Research Design

To examine the impact of social media on older adults, a descriptive research design will be employed. This approach will facilitate in-depth inquiries into how the elderly use social media, along with its advantages and disadvantages for this demographic.

### 2. Target Population and Sampling

Population: Elderly persons 60 years and above from diverse socio-economic groups.

Sampling Technique: Purposive and stratified random sampling technique shall be used in order to create diversity in the light of geographic location, level of education, gender, and age.

Sample Size: 100–300 participants maximum, depending on feasibility and availability of resources.

### 3. Ethical Issues

Informed consent will be provided to all participants before data collection. Anonymity and confidentiality were maintained to hide the identities of the participants. The subjects will be free to withdraw from the study.

### 4. Limitations of the study

This study can be restricted to a single geographic region, making it less generalizable. Some of the older respondents will have limited digital literacy, which may affect their responses.

Self-report data may have been biased due to recall issues among older participants.

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## 7. Data analysis & interpretation

To study the "impact of social media on senior citizens," both primary and secondary data collection methods will be employed. The data will be analyzed using qualitative and quantitative techniques to ensure a well-rounded understanding of the topic.

### 1. Data Analysis Methods

#### A. Quantitative Data Analysis (Surveys & Structured Data)

Statistical Software: SPSS, Excel, or Google Sheets will be used to process the survey data.

Descriptive Stats:

Results will be summarized using frequency distributions, percentages, mean, and standard deviations.

Percentage of elderly using social media every day, every week, or seldom.

Comparative Analysis:

Social media usage will be broken down by demographics (education level, age, rural/urban).

#### B. Qualitative Data Analysis (Interviews, FGDs, Observations)

Thematic Analysis

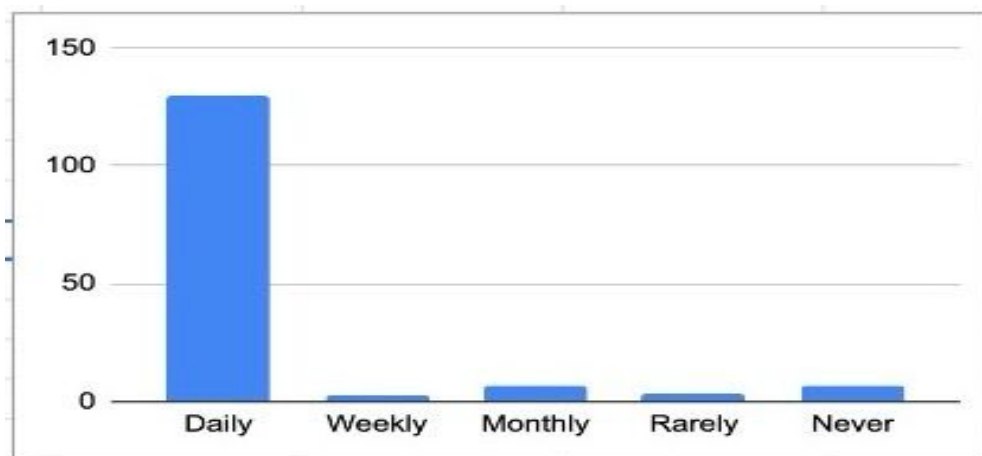
Interview transcripts and FGDs will be analyzed for emergent themes related to social connection, mental health, privacy issues, and disinformation.

The information will be categorized into positive, negative, and neutral social media effects on the elderly.

Sentiment Analysis: Qualitative answers will be coded for emotional valence (positive, neutral, negative) towards social media.

### Analysis of Data

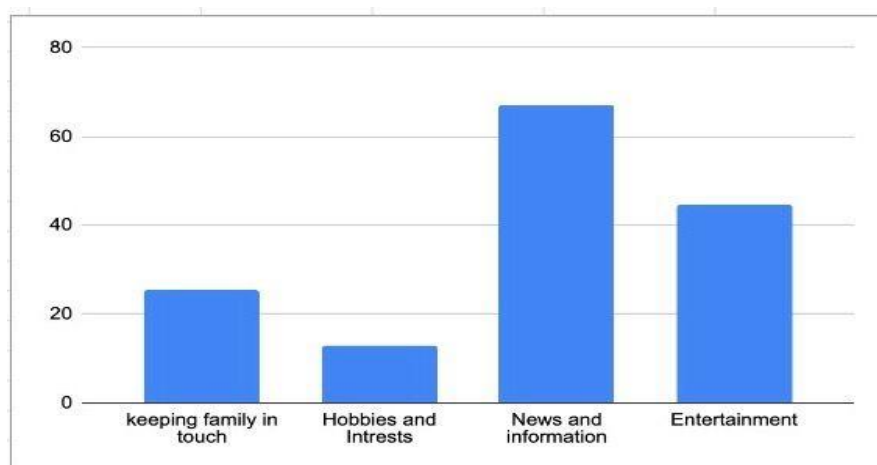
#### Chart -1

**Showing How often do you use social media****Analysis & Interpretation:**

Of a total of 150 respondents, 131 reported using mobile phones on a daily basis. This indicates a high level of reliance on mobile technology for daily activities. Additionally, seven respondents mentioned that they used their mobile phones on a monthly basis, suggesting occasional or less frequent use.

Interestingly, only three respondents indicated that they use their mobile phones on a weekly basis, which could imply a preference for other forms of communication or a limited need for mobile phone usage in their routines. Another 3 respondents reported using mobile phones rarely, indicating minimal interaction with this technology.

The remaining respondents, who made up a small portion of the group, stated that they never used mobile phones. This could reflect personal preferences, alternative communication methods, or limited access to mobile technologies. Overall, the data highlights the dominant role of daily mobile phone usage among the majority, with a few exceptions showing varied patterns of use.

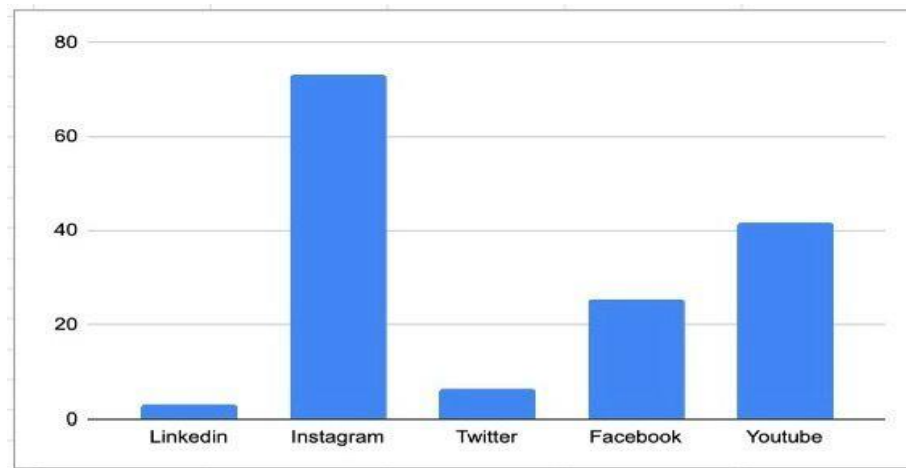
**CHART- 2 Primary reasons to use social media?****ANALYSIS:**

Among the 150 respondents, 26 used mobile phones primarily to stay in touch with their families, highlighting the role of mobile technology in maintaining personal connections. Additionally, 13 respondents used their mobile phones to pursue hobbies and interests, indicating that while this is less common, it still plays a part in their daily lives.

When it comes to accessing news and information, a larger group of 67 respondents relied on their mobile phones for this purpose, reflecting the growing importance of mobile devices as a source of real-time updates and informational content. Meanwhile, 48 respondents used their mobile phones for entertainment, which included activities such as streaming videos, playing games, or browsing social media platforms.

Overall, the data demonstrate that, while mobile phones are widely used for communication and information, their role in supporting hobbies and entertainment varies among individuals. The preference for news and family communication suggests that these functions are integral to respondents' daily routines.

**Chart-3 Which is the most used platform on social media**



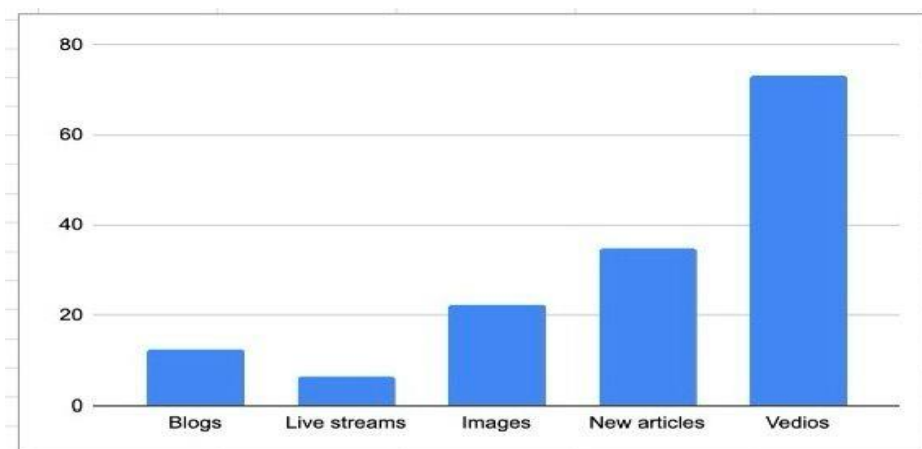
#### ANALYSIS:

Out of 150 respondents, 73 individuals used Instagram on their mobile phones, making it the most popular social media platform among the group. This suggests that Instagram's visual content and social networking features resonated strongly with the respondents. In contrast, only three respondents used LinkedIn on their mobile phones, indicating that this professional networking platform was less commonly accessed via mobile devices in this group.

Similarly, 41 respondents used YouTube on their mobile phones, showing its popularity as a platform for video content, entertainment, and educational resources. On the other hand, only six respondents used Twitter on their mobile phones, suggesting that it has a more niche audience within this group, possibly due to its format or the type of content it offers.

Overall, the data highlight a clear preference for platforms such as Instagram and YouTube, which cater to both social interactions and multimedia consumption. In comparison, platforms such as LinkedIn and Twitter have a smaller user base, reflecting the varying interests and usage habits of the respondents.

#### Chart-4 Type of content users enjoy on social media.



#### ANALYSIS:

Among the 150 respondents, 73 individuals used social media primarily to watch videos, highlighting the strong appeal of video content in today's digital landscape. This preference reflects the growing popularity of platforms such as Instagram, YouTube, and TikTok, where users can easily access a wide range of video content for entertainment, education, etc..

In contrast, only six respondents used social media to watch live streams, suggesting that live streaming is less common among this group. This could be due to personal preferences, limited interest in real-time content, or availability of alternative platforms for live streaming.

In addition, 35 respondents used social media to read news articles, indicating that social media serves as an important source of information for a significant portion of the group. Meanwhile, 22 respondents used social media to find images, which aligns with the visual nature of platforms such as Instagram and Pinterest, in which image discovery plays a key role.

Overall, the data reveal that while video consumption dominates, social media also serves diverse purposes, from staying informed about news to discovering images, showcasing its multifaceted role in daily digital experiences.

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## 8. Results & Findings

### 1. Social media use patterns of older people

A large majority of older adults regularly use web-based social media such as Facebook, YouTube, and WhatsApp as a means of communication, entertainment, and receiving information. Social media usage is disproportionate, and the urban elderly have more usage than rural residents.

Most elderly people employ social media to remain connected with friends and family members, particularly those who are far from them.

### 2. The positive impact of social media on older people

**Reduced Loneliness & Social Isolation:** The elderly refer to reduced loneliness as an aftereffect of remaining connected with family members and friends.

**More Mental Stimulation:** Exposure to learning material, news, and recreational activities (e.g., cooking shows, religious sermons) keeps their minds active.

**Health Awareness:** There are certain elderly individuals who use social media to become health-conscious regarding tips, exercise, and health news.

**Higher Digital Sophistication:** Engaged social-media users among older adults will tend to become more digitally sophisticated to interact with more diverse types of web-based products and services.

### 3. Negative impact of social media on elder people

**Privacy & Security Issues:** Seniors as a whole are not privy to privacy settings and are vulnerable to scams, identity theft, and fraud.

**Misinformation & Fake News:** A significant majority of older adults unwittingly spread or receive misinformation, especially on health, politics, and money.

**Mental Health Effect:** Excessive use of social media can result in stress, anxiety, or poor self-esteem, particularly when compared to younger people on the Internet.

**Technical Barriers:** Most elderly people find it challenging to maneuver social media websites, which causes frustration and demotivation.

### 4. Differences by Age and Gender

Younger elderly citizens (60-70 years) are most likely to have a range of social media software, whereas older elderly citizens (70+ years) are likely to have basic communication software such as WhatsApp.

Men and women might possess different inclinations, such that men engage more in news and financial discussion, while women can engage more in domestic communication and social networks.

### 5. Strategies to Improve Seniors' Social Media Experience

**User-Friendly Platforms:** Recommendations for simpler, age-friendly social media platforms to improve accessibility.

**Digital Literacy Training:** Encouraging training programs to enable older users to utilize social media effectively and safely.

**Improved Fact-Checking Procedures:** Implementing awareness campaigns to inform elderly individuals about misinformation and online frauds.

**Community Involvement:** Employment of local older adults to develop safe online areas for discussion, recreation, and mutual support.

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## 9. Suggestion & Recommendations

### 1. Training and Digital Literacy Programs

#### Training Sessions and Workshops:

Implement community-focused training programs to inform older citizens about safe and effective use of social media.

Teach elementary digital literacy concepts such as privacy settings, protection of accounts, and recognition of fake news.

#### Simple Learning Resources:

Develop simple-to-follow tutorials and video courses specifically designed for older users.

Improve learning through local languages and interactive sessions.

### 2. Strengthening Online Security and Safety

#### Enhanced Privacy Protection:

Educate older adults on how to create strong passwords, two-factor authentication, and social media privacy settings.

Encourage platforms to develop senior-centric security features (e.g., fraud detection alerts).

#### **Scam and Disinformation Awareness**

Implement fact-checking awareness campaigns to assist the elderly in recognizing fake news and online scams.

Work with media outlets and NGOs to raise awareness about cyber threats.

#### **3. Promoting Healthy Social Media Use**

##### **Fostering Healthy Interaction:**

Encourage the application of moderate levels of social media to prevent dependency and psychological issues.

Promote websites through which older adults can engage in learning, religious, and cultural forums.

##### **Creating Age-Friendly Online Communities:**

Encourage the establishment of senior-focused online forums and groups for meaningful engagement.

Sponsor initiatives that allow elders to meet their peers in virtual clubs and activities.

#### **4. Increasing Social Media Access for Older Adults**

##### **User-Friendly Interfaces:**

Social networking websites should have simpler navigation mechanisms, larger fonts, and voice support for older citizens.

Platforms can include "Senior Mode" features to make the interface easier to use.

##### **Improved Customer Support:**

Provide skilled customer care services to seniors in addressing technical and security-related concerns.

#### **5. Encouraging Family and Community Engagement**

##### **Family Digital Learning Engagement**

Family members must actively lead older relatives in safe and healthy social media use.

The younger generations can also assist seniors in adjusting to online platforms.

##### **Community Outreach Programs:**

Governments and NGOs need to come together to initiate social media awareness among elderly citizens.

Senior centers, social clubs, and libraries can be used as technology learning centers.

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## **10. Conclusion**

Research on the impact of social media on senior citizens indicates the strengths and difficulties encountered by older adults in the virtual world. Social media have emerged as an asset for elderly people by strengthening social connections, decreasing loneliness, making information available to them, and enhancing mental stimulation. Most older adults use platforms such as Facebook, WhatsApp, and YouTube to remain connected with family, friends, and communities, and hence, experience enhanced emotional well-being and participation.

Nonetheless, the research also points out some major challenges and threats of social media usage among elderly citizens. Problems like digital literacy gaps, privacy issues, disinformation, online fraud, and cyber attacks present serious challenges for older users, exposing them to vulnerability in the online environment. Moreover, overuse or exposure to adverse content can lead to mental health issues, stress, and social isolation in certain instances.

In order to obtain more in-depth information on these matters, a structured questionnaire was employed as a main data collection instrument. The questionnaire assisted in collecting quantifiable information on the social media usage patterns of senior citizens, the advantages they gain, and the challenges they encounter. Through the incorporation of both closed-ended and open-ended questions, the questionnaire offered statistical data on trends, as well as personal experiences and views. The answers assisted in establishing the most prominent areas of concern, including risks to privacy, disinformation, and digital illiteracy issues, thus qualifying it as a critical tool for comprehending the general effects of social media on older persons.

To get the most out of social media with the least drawbacks for senior citizens, digital literacy training schemes, simple social media interfaces, increased cybersecurity measures, and awareness programs on misinformation and internet security should be instituted. Family members, communities, and organizations are also responsible for assisting older citizens in navigating social media use safely and efficiently.

In summary, though social media profoundly touches the lives of elderly citizens, safe, inclusive, and substantial digital engagement will be central to promoting their overall welfare in today's digital age. Future studies can also continue to investigate long-term consequences of social media among elderly citizens and strategies to develop more age-inclusive online experiences.

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**11. Reference**

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- Wikipedia
- Instagram
- Facebook
- Twitter
- Google scholar
- Linked in