

I just got a text from Grandma...

An exploration of elderly technology usage

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Abstract

Senior citizens comprise one of the fastest-growing segments of society, both in America and internationally. Are these seniors on the edge of the “digital divide” or are they integrating into the modern mainstream of digital society? How do super seniors differ from NetGen users (A.K.A., digital millennials) who have never known a world without technology? Marketers often assume that the senior population cannot be reached via internet, email, social media, or other digital tools, yet these digital marketers may be overlooking a lucrative population segment with a relatively large disposable income. This paper compares the technology usage of younger and older generations and examines a large survey sample of Florida seniors to reveal some surprising insights into the “LastGen” user technology use.

Keywords: technology use, seniors, millennials, innovation diffusion