

Granny on the 'Gram Baby Boomers Use of Social Media

*Lynn J. Ware- Graduate Student, Communication Arts
Dr. Pavica Sheldon- Department Chair, Communication Arts*



Overview

- Baby Boomers spend as much time on Facebook as Millennials do, but research regarding their use of social media is scarce.
- This is the first study to focus on the motives for Facebook and Instagram use in older generations (55+).
- Participants Profile: 181 women and 82 men, ranging in ages from 50 to 85 with mean age of 63.11 years old, recruited through snowball sampling to complete online questionnaire.



Key Findings

- Baby Boomers (55+) use Facebook and Instagram for the same reasons as younger users, but have differing motivations of use for each social networking site.*
- Older generations rely on Facebook and Instagram to compensate for the lack of social activity and face-to-face interactions in their daily lives.
- Narcissism had a strong relationship with older generations' motives for Facebook and Instagram use.

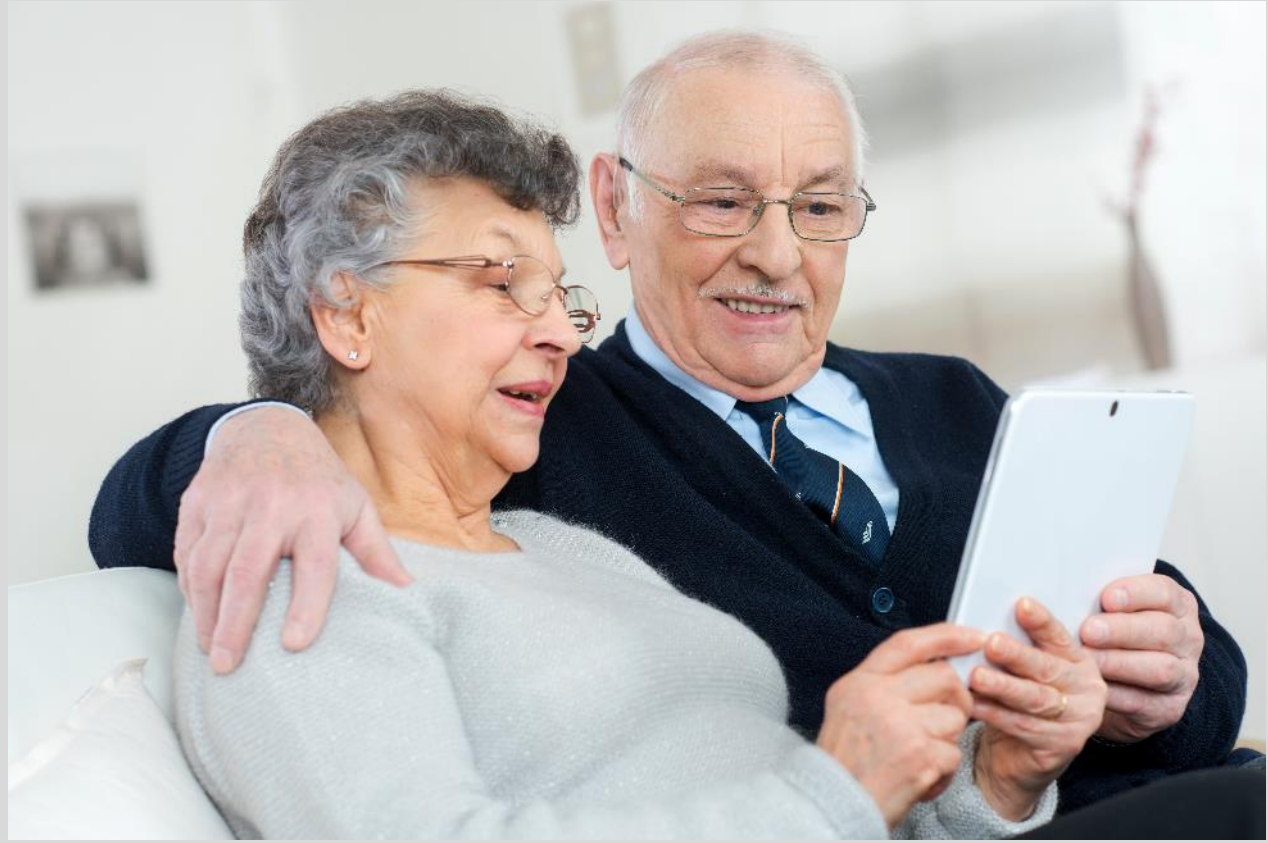


Impacts

- Benefits to the field of communication and psychology research.
- This study makes an important contribution to understanding how life-position indicators and narcissism relate to the motives for Facebook and Instagram use in Baby Boomers.
- Findings reveal motivations for use in Baby Boomers are different for each social medium, suggesting motivations are segmented depending on the platform.

Implications

- New insights in the uses and gratification theory for Baby Boomers and social media suggests social network sites appeal to those who have exaggerated self-concept and a high levels of self-importance; regardless of age.
- Results support the social compensation hypothesis as older adults rely on social media, especially Facebook, for social interaction online.



**Motives for Facebook Use*

- Factor 1: RELATIONSHIP MAINTENANCE*
- Factor 2: ENTERTAINMENT*
- Factor 3: MEET NEW PEOPLE*
- Factor 4: DIVERSION*
- Factor 5: COMPANIONSHIP*

**Motives for Instagram Use*

- Factor 1: RELATIONSHIP SURVEILLANCE*
- Factor 2: CREATIVITY*
- Factor 3: SELF-PROMOTION*
- Factor 4: DIVERSION/COMPANIONSHIP*