

An Analytical Framework for the Governance of the Digital Divide Among the Elderly in the Context of Population Aging

Rujie Niu^{1,*}, Lixia Liang²

¹School of Political Science and Law, The University of Jinan, Shandong Province, China, 250022

²School of Political Science and Law, The University of Jinan, Shandong Province, China, 250022

* 2529548711@qq.com

ABSTRACT

The fusion of population aging and the digital information age increases the difficulty of digital integration of the elderly. Based on this, this paper analyzes the influencing factors of the digital divide among the elderly from three aspects: access gap, usage gap and knowledge gap. On this basis, it is clarified that the governance of the digital divide for the elderly should give play to the social support system of multiple subjects such as the government, the interpersonal relationship between the elderly and new media developers.

Keywords: *The elderly, Digital divide, Social support*

1. THE INTRODUCTION

On May 11, 2021, the results of the seventh national census showed that China's population aged 60 and above was 264.02 million, accounting for 18.70%, of which the population aged 65 and above was 190.64 million, accounting for 13.50%. The aging of the population is further deepened. Against the background of an aging population, we must focus on improving information literacy and health literacy, improve the ability of the elderly to adapt to social development, enhance their sense of gain, happiness, and security, and realize the joy of old age, learning of old age, and old age do. Based on this, considering the current development trend of "Internet +" and big data applications, solving the digital divide of the elderly in the post-epidemic era has become a new problem that needs to be urgently solved in the process of promoting active aging.

2. DEFINITION OF CORE CONCEPTS

According to international regulations, people over 60 years old are determined to be old people. Article 2 of my country's "Law on the Protection of the Rights and Interests of the Elderly" stipulates that the starting age of the elderly is 60 years old. That is, all citizens of the People's Republic of China who have reached the age of 60 belong to the elderly. Qiu Zeqi pointed out that the

"digital divide for the elderly" refers to the gap between the elderly and young people in terms of obtaining information through the Internet or participating in public life, including the access gap and the use gap, that is, the difference between the elderly's access to the Internet and the use of the Internet.[1]He Shuan and Zhang Xiangdi believe that the digital divide of the elderly, that is, the gap between the elderly and the younger generation in the possession and acquisition of information, as well as the difference in the behavior of the elderly to use digital resources to participate in public life, etc. The influencing factors include online factors and offline factors. Yang Yifan and Pan Junhao draw on the concept of "cultural distance" and define the "elderly digital divide" as the intergenerational digital application ability caused by the lag in systems and concepts with the rapid progress of material culture and science and technology in the process of digitalization. difference.

To sum up, this paper believes that the digital divide for the elderly refers to the fact that in the age of intelligence, the elderly cannot use, do not know, dare not use, or do not want to use intelligent technology due to various reasons, so that they cannot keep up with the pace of the development of the times, and they cannot keep up with the development of the times. The gap between them is getting bigger and bigger, and the convenience brought by intelligence cannot be enjoyed. Based on this, this paper attempts to deeply analyze the digital divide of the

elderly from three aspects: the access gap, the use gap and the knowledge gap.

3. LITERATURE REVIEW

There are two main factors that constitute the digital divide of the elderly: internal factors and external factors. In addition to the decline of the physical functions of the elderly, the internal factors mainly include the subjective psychological reasons of the elderly and the relatively low level of education. Taking WeChat as an example, Zhou Yuqiong pointed out that in addition to the objective physical rejection caused by physical obstacles and sensory degeneration, subjective psychological rejection may be the "stumbling block" that hinders the digital integration of the elderly. Everyday life is opposed, as if "doing" WeChat is not doing a proper job. Another part of the elderly accepts WeChat but regards it as a window for health information, and is very likely to become the spreader and victim of health rumors. Some scholars hold the same opinion and find the limitations of the elderly's own abilities, such as functional limitations such as memory decline and physical aging, social conditions such as education level and other social conditions intrinsic constraints such as social constraints, motivation, and self-efficacy all contribute to the digital divide among older adults.

External factors mainly include two aspects: family and society. From the family point of view, it is mainly the lack of support from family members. The study found that among the elderly who did not use the Internet, about 30% of the elderly eventually gave up due to the lack of support from family members. Social factors mainly include the socioeconomic level and social support status of the elderly. Some scholars have pointed out that the elderly with no financial income or meager income usually do not use the complicated software on the mobile phone, and also save on the purchase of mobile phone data. Social factors mainly include the socioeconomic level and social support status of the elderly. Some scholars have pointed out that the elderly with no financial income or meager income usually do not use the complicated software on the mobile phone, and also save on the purchase of mobile phone data. It is worth mentioning that some scholars have found that in addition to the above two factors, the stereotype of age is also an important factor in causing the digital divide. The mass media has repeatedly emphasized the frailty, loneliness and disability of the elderly out of the good intentions of protecting the elderly. The "universal characteristics" of the elderly can inhibit the subjective initiative and sense of independence of the elderly to surf the Internet, and weaken the self-efficacy and self-confidence of the elderly to maintain lifelong learning.

To sum up, the research shows that the in-depth development of information technology brings digital opportunities and digital dividends, but also brings a new

social governance problem - the digital divide of the elderly. Although there are many factors that cause the digital divide of the elderly, they can be summed up as insufficient information technology and limitations of their own conditions. Based on this, this paper attempts to deeply analyze the digital divide of the elderly from three aspects: the access gap, the use gap and the knowledge gap.

4. ACROSS THE DIVIDE: THREE DIGITAL DIVIDES LEAD TO DIFFICULTIES IN SOCIAL INTEGRATION OF THE ELDERLY

The digital divide has developed into two research directions since it was proposed. One is to divide it into the global divide, the social divide and the democratic divide; the other is to divide it into the access divide, the use divide and the knowledge divide.

The research in this paper focuses on the digital divide at the micro level. On the whole, there is a progressive relationship between the three digital divides: the access gap, the use gap, and the knowledge gap, with different levels, specific manifestations and difficulties. Therefore, different solutions are also required. Governing the digital divide of the elderly from three levels.

4.1. Access ditch: a basic issue that needs attention

The access gap refers to the differences in opportunities for different social groups to access Internet devices and obtain digital information resources and services. Men Zekuan believes that my country has made great efforts in the popularization of the Internet in recent years, and has achieved remarkable results in ensuring the construction of network infrastructure.[2] Opportunity differences are shifting to usage differences. Although the gap in access gaps is getting smaller and smaller overall, in fact, the elderly are still at a disadvantage in terms of information access. The 48th "Statistical Report on Internet Development in China" by China Internet Network Information Center (CNNIC) shows that the proportion of Internet users aged 60 and above is only 12.2%. The study found that 1 in every 2 people in my country use mobile Internet access, but only 1 in 5 elderly people use mobile Internet.[3]

4.2. Using the groove: the key problem that needs to be solved urgently

The digital divide has developed into two research directions since it was proposed. One is to divide it into the global divide, the social divide and the democratic divide; the other is to divide it into the access divide, the use divide and the knowledge divide.

The use gap refers to the differences in the way,

technology and extent of the use of digital technology by different social groups.[4] With the continuous narrowing of the access gap, how to let the elderly truly integrate into this digital society, enjoy the convenience brought by the Internet, and no longer worry about health codes, registering for medical treatment, and smart travel (using the gap) is what we need now focus on solving the problem. It is not difficult to see from the above content that due to the relatively low level of education and various restrictions, the elderly focus on using the entertainment functions of the Internet, and their social participation is low. As the access gap continues to shrink, how to let the elderly truly integrate into this digital society, enjoy the convenience brought by the Internet, and no longer worry about health codes, registering for medical treatment, and smart travel (using the gap) is what we need now. focus on solving the problem.

4.3. Knowledge gap: the natural extension of the consequences of using ditch

Knowledge gap refers to differences in final knowledge acquisition between different social groups due to differences in Internet accessibility, usage patterns and skills.[5] At present, the elderly lack certain media literacy and easy to fall into network traps. According to the survey data of the Chinese Academy of Social Sciences, 81.48% of the interviewed seniors believe that they can distinguish the authenticity of the information circulating on the Internet, but the proportion of the interviewed seniors who have been deceived on the Internet has reached 17.25%, including health care and financial management. In the two hardest hit areas, 40.37% of the elderly were deceived because of health care products; 29.36% were deceived because of false medical information; and 30.28% of the elderly were deceived because of high-yield financial management.

5. DIGITAL EMPOWERMENT: BUILDING A SOCIAL SUPPORT SYSTEM WITH THE PARTICIPATION OF MULTIPLE SUBJECTS

The era of large-scale epidemics has passed, but the epidemic has not completely disappeared, and small-scale outbreaks may occur at any time. In this context, combining the access gap, usage gap, knowledge gap and the corresponding elderly digital divide to form the root cause, it is urgent to build a social support system that involves the participation of multiple subjects such as the government elderly themselves, their interpersonal relationships, and new media developers.

5.1. Accelerate the construction of access facilities: improve internet coverage

In bridging the first digital divide, government policy guidance and capital investment are very important. On

the one hand, the construction of digital infrastructure represented by 5G base stations can be accelerated; on the other hand, the empowerment of the Internet can be used to improve the ability of the elderly to access the Internet and bridge the digital divide. In addition, due to China's long-term implementation of urban-rural duality, there is still some gap between the Internet access rate in urban and rural areas in my country. Therefore, the government should focus on improving Internet coverage in rural areas, so that more rural elderly Like the elderly in urban areas, people enjoy the convenience brought about by the development of science and technology.

5.2. Be a role model: overcoming tech use anxiety

The role of peer groups cannot be ignored at any age, and the same is true for the elderly. For the elderly, such groups are mainly composed of colleagues, neighbors, old classmates, and comrades-in-arms. In addition to family members, these peer groups are important contacts for the elderly. They are eliminating their loneliness and realizing resocialization. plays an important role. When older adults are exposed to new technologies, in order to reduce uncertainty, they often refer to the opinions and opinions of people in their social circles. With the development of science and technology, most people enjoy the convenience brought by digitalization, but most of the users of online shopping, online courses or takeaway are young people, and more elderly people lack the ability to control modern information technology. And forced to look at the "net" and sigh.[6] Based on this, new media developers should also pay attention to this issue, and strive to introduce more elderly-friendly measures in terms of high-frequency needs such as travel, medical treatment, living, and shopping.

It can let the elderly with strong digital ability play a role as role models. On the one hand, peers can communicate with each other to understand each other's needs and enhance the learning effect; Communicating together is more helpful to overcome the fear of technology.

5.3. Family Culture Feedback: bridging the generational gap

While attaching importance to hardware construction, we must attach importance to "soft" measures to strengthen the knowledge gap, so that more elderly people can enjoy the digital dividend. Therefore, the younger generation as "digital natives" should actively take on the responsibility of cultural feedback, and while fully respecting the older generation, spare no effort to impart the new knowledge they have mastered. In addition, they must also teach them knowledge of online fraud and other aspects to prevent them from being afraid and afraid to touch the Internet after being deceived.

6. CONCLUSION

This paper discusses the factors that lead to the difficulty of social integration and low social participation of the elderly from three aspects: access gap, use gap and knowledge gap. From the perspective of the access gap, the accessibility of my country's Internet infrastructure needs to be further strengthened to reduce the crowding-out effect of the elderly; from the perspective of the use gap, the elderly use digital technology in terms of the way, degree, and skills. There is still a big difference with the younger generation. Therefore, first of all, it is necessary to make full use of the role of peer groups to cultivate social value consensus; secondly, the market and enterprise suppliers should pay attention to the needs of the elderly when designing smart products and services; from the perspective of knowledge gap, the elderly and young There are also differences in knowledge acquisition. Based on this, firstly, young people should assume the responsibility of digital feedback and actively help the elderly to cross the digital divide; secondly, the government should build a safe network environment and strengthen network supervision policies.

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