ADULTS AND ELDERS AND THEIR USE OF ICTS. MEDIA COMPETENCE OF DIGITAL IMMIGRANTS

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INTRODUCTION

ITC,
are embedded in society
society and are part of
our daily lives.
Today it is difficult to find
to find someone who is not
is not present in social
networks or
mobile support

Media literacy,
is essential for citizens to
for citizens to acquire digital
digital competence

Digital immigrants,
adults and, especially
the elderly, are vulnerable
to the media, they do not know
how the functioning of the
the audio-visual media and
become passive consumers

METHODOLOGY AND RESULTS

The objective of this study is to compare the level of media competence of two population groups, adults (18-55 years) and seniors (+55 years) in 8 provinces of the Community Autonomous of Andalusia.

Randomized sampling
design
simple (MAS)

8 provinces of the
Autonomous Community
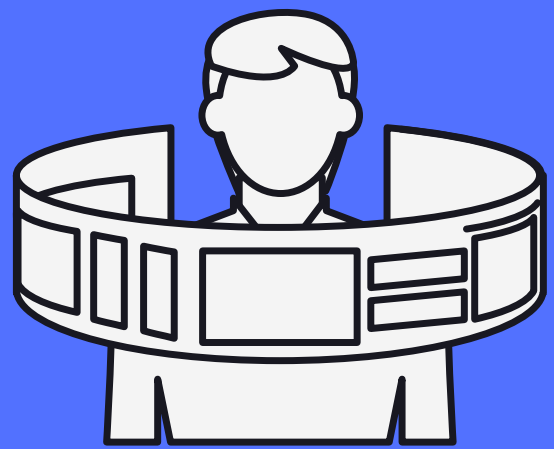of Andalusia,
714 individuals

X-squared and Coefficient
of Contingency

The technological
dimension involves the
development of three
capabilities

In adults and the
elderly
prevails the
distrust

Stay "connected",
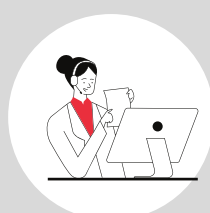continue feeling
young and alert

Using technology
to transmit values and
collaborate

CONCLUSIONS

Adults over 30
are more capable and develop
more
possibilities in terms of the
production and programming
dimensions of
media competition offered by
the media (reflection,
analysis, creation)

The ability to take advantage
of ICT to transmit values
and to show an attitude of
social and cultural
commitment, is also directly
related to the
level of education of the
elderly

To promote the instrumental and
social use of the media in the
Andalusian population,
thus allowing adults and seniors
and the elderly to take advantage
of communicative technology for
social integration and
opportunities for the
development of their capabilities

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