

A Review of Media Usage and Digital Ageing-Friendly Adaptation among Older Adults Under the Context of Chinese-Style Older Adult Care

Bin Wu

Nanjing University of Finance and Economics, Nanjing 210023, China

Corresponding author's email: 2655484812@qq.com

Abstract

As the ageing trend of the global population structure intensifies, the media usage behaviour of older adults and their adaptability issues in the digital society have gradually become the focus of attention across multiple disciplines such as communication studies, sociology, and even psychology. Against the backdrop of rapid development and widespread adoption of new media technologies, older adults, as a crucial component of the information society, exhibit media usage habits and demands for digital ageing adaptability that not only impact their individual quality of life but also profoundly influence the innovation and development of the "Chinese model of ageing care." By synthesizing domestic and international research findings on media usage and digital ageing adaptability among older adults, we can not only provide new empirical research areas for media theory but also help reveal the adaptability and challenges faced by older adults in the digital transformation. An in-depth analysis of the media usage habits and needs of older adults holds significant guidance for optimizing media product design and enhancing the inclusiveness of media services. Jiangsu is one of the earliest and most aged provinces in China. According to the seventh national population census, the population aged 60 and above in Jiangsu reached 18,505,000, accounting for 21.84% of the permanent resident population, which is 3.14 percentage points higher than the national average, ranking second in absolute numbers of the older adult population and sixth in ageing rate nationwide. As a province with a high degree of ageing and a large older adult population, Jiangsu faces an urgent and significant need for research on media usage and ageing adaptability issues. This paper reviews the current status and development trends of domestic and international research on media usage and digital ageing adaptability among older adults in the context of profound ageing. Domestic research primarily focuses on three aspects: firstly, analysing media usage among urban and rural older adult groups, including their exposure to new media, digital divide, and media satisfaction; secondly, examining the media usage characteristics of special regions (e.g., northwest and western rural areas) and specific older adult groups (e.g., retirees and "empty-nest elders"); and thirdly, conducting research on ageing adaptability for news, social media, and short video apps, proposing a series of optimization strategies. Meanwhile, it points



out issues in domestic research, such as the separation of media usage and ageing adaptability, lack of realistic considerations, insufficient attention to specific regions (e.g., Jiangsu), and limited innovation in ageing adaptability design. Foreign research extensively discusses the media usage habits, health relationships, and ageing adaptability technology applications of older adults, providing diverse research perspectives and methods. Based on a summary of domestic and international research, this paper proposes that future research should strengthen the integration of media usage and ageing adaptability, particularly in the context of the "Chinese model of ageing care," emphasizing empirical analysis and interdisciplinary collaboration to promote comprehensive development in older adult media usage and better serve the digital life needs of older adults.

Keywords: profound ageing, older adult media usage, digital ageing-friendly adaptation

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