

The Relationship Between Digital Algorithms and Internet Addiction among Older Adults Within the Silver Economy

Zhaoxue Li

Nanjing University of Chinese Medicine, Nanjing 210023, China

Corresponding author's email: tiankan@njucm.edu.cn

Abstract

The rational integration of older adults into the digital divide is the focus of promoting the strategy of active ageing, building a digitally inclusive society, and developing the silver economy. Aiming at internet addiction in older adults, this study takes digital algorithm as the core independent variable, and on this basis, from two aspects of information algorithm and psychological algorithm, divides into four sub-division variables: "preferential incentive - profit-seeking psychological induction", "interactive incentive - emotional compensation induction", "stage goal - feedback effect induction", "customised recommendation - exploration psychological induction". Taking the degree of internet addiction in older adults as the dependent variable and questionnaire survey as the means, the relationship between digital algorithm and internet addiction in older adults was verified by constructing a regression equation. It is found that the internet addiction of older adults is mainly manifested in the excessive use of short videos and instant messaging applications, and digital algorithms have a significant positive impact on the internet addiction of older adults. The addiction-inducing behaviours of algorithms make it difficult for older adults to self-detect addiction problems, thus increasing their dependence on the internet.

Keywords: Digital algorithm, Internet addiction in older adults, Information algorithm, Mental algorithm, Silver economy

How to Cite

Zhaoxue Li; "The Relationship Between Digital Algorithms and Internet Addiction among Older Adults Within the Silver Economy", *AIJR Abstracts*, p. 13, 2025.

