A STUDY OF DIGITAL ENTERTAINMENT MEDIA USAGE BEHAVIOR OF SOCIALLY ACTIVE OLDER ADULTS IN THAILAND

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Abstract - A Study of Digital Entertainment Media Usage Behavior of Socially Active Older Adults in Thailand, was conducted with two primary objectives: firstly, to investigate the digital entertainment media usage behaviors of socially active older adults within the Thai context, and secondly, to examine the relationship between these usage behaviors and the specific components of digital entertainment media. The study focused on a significant demographic of socially active individuals aged 60 years and above, defined as seniors who maintain self-reliance, live independently, and are capable of performing both basic and instrumental activities of daily living. This group generally possesses good health, having no chronic diseases or only 1-2 controlled conditions, and actively participates in assisting others and engaging in community activities, representing approximately 79.5% of Thailand's elderly population. Employing a quantitative research methodology, data were collected via questionnaires from a sample size of 472 respondents, and subsequently analyzed using descriptive statistics and correlation analysis. The descriptive results revealed that the participants' levels of attitudes, opinions, and viewing behaviors regarding digital entertainment media and its components were at a high level, indicated by a mean score of 3.57 and a standard deviation of 1.01. Furthermore, the researcher applied correlation statistics to determine the associations between usage behaviors and media components. The analysis yielded specific insights: while the mere frequency of digital entertainment media usage showed no statistically significant relationship with the overall components of digital entertainment media at the .05 level, other specific behaviors demonstrated strong associations. Specifically, accessing entertainment through social media platforms and utilizing digital entertainment media as a means to connect with people in society exhibited a statistically significant positive correlation with the overall components of digital entertainment media at the .01 level, suggesting that social connectivity is a pivotal factor in how this demographic engages with digital entertainment.

Keywords - Entertainment Media, Digital Age, Social Bound Older Adults.