

Development and Promotion of New Media Literacy Education for the Elderly

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Abstract

With the continuous development of new media technology, the degree of aging society is also deepening. With the increasing number of young and new elderly groups, research on new media literacy education for elderly audiences becomes more necessary and feasible. To a certain extent, the elderly, especially the younger ones, have the ability to learn and understand new media, and have formed a preliminary understanding of new media technology and media society. However, subject to objective and subjective conditions, there are still new media. The problem of lack of literacy faces many difficulties in the process of social integration with new media. It is necessary to clarify the current situation of new media literacy education for the elderly, understand the main demands of their new media learning and propose corresponding strategies to meet them, and finally achieve the overall improvement of the new media literacy of the elderly.

Keywords

Media Society; Population Aging; Elderly Groups; New Media Literacy Education.

1. Introduction

According to internationally recognized standards, 7%-14% of the population over 65 are mildly aging, 14%-20% are moderately aging, and 20%-40% are severely aging. my country attaches great importance to the problem of population aging [1], and the implementation of aging work has clarified the development direction and task requirements of the aging cause. We must conscientiously implement it in place to benefit more senior citizens, and at the same time strengthen aging work, and respond to aging in a timely, scientific and comprehensive manner. With the deepening of the media-oriented social environment and the increasing number of younger and older age groups, research on new media literacy education for the middle-aged and elderly groups is becoming more necessary. The development and promotion of new media literacy education for the middle-aged and elderly groups is carried out and promoted by society, communities, and families. New media literacy education.

2. Research on New Media Literacy of the Elderly

2.1. Research Status Abroad

Foreign research on new media communication targeting middle-aged and elderly groups has been carried out earlier. Existing studies have found that people's fear of new media technology will disappear with the process of use, and the frequency of use will become higher and higher [2]. Compared with traditional media, new media such as social media can help the elderly reduce loneliness and increase the satisfaction of social roles [3]. The research analyzes the characteristics of the use of new media by the elderly, their attitudes towards new media technology and influencing factors in the development of new media society, and provides basis and suggestions for the design of technological interventions. At present, although the

proportion of elderly people using social media has increased, there are still few studies on the use of social media among middle-aged and elderly people.

2.2. Domestic Research Status

Domestic research on the social environment of the elderly and the new media originated from the emergence of new media represented by the Internet in my country. The initial research scope was concentrated in cities such as Beijing and Shanghai, and the research objects were mainly the elderly and Internet media. In recent years, with the accelerated development of new media, the number of related studies has been increasing, and the content has continued to deepen. Some scholars have summarized the characteristics and influencing factors of new media use by the elderly through empirical research, put forward corresponding countermeasures and suggestions [4], and explored the use behavior of new media such as digital TV and the Internet by the elderly [5]. Research points out that new media has a subjective demand for diffusion among middle-aged and elderly people in my country, and the market prospect is broad [6].

2.3. The Aging Problem under the New Media Ecology

The problem of digital generation gap caused by aging is increasing. In this regard, some scholars have proposed that young generations should encourage digital backfeeding of older generations, and directly approach the problem of aging from the new media ecology, focusing on the difficulties and challenges encountered by the elderly in the process of digital integration. [7]. The elderly and the media can promote each other, allowing the elderly to share the dividends of media integration.

In terms of media environment, the research content involves media institutions, communication environment, middle-aged and elderly audiences themselves and new media learning; in terms of social environment, the research content involves barrier-free information dissemination strategies, development of technology products suitable for the elderly, and new media literacy education. The research viewpoint generally believes that we should break the general and established views of the elderly. The middle-aged and elderly as a digitally disadvantaged group have shown a rising trend [8], and the improvement of seeking new media literacy has appeared in the new media behavior and social behavior of the elderly. New media literacy education for middle-aged and elderly groups is extremely realistic and urgent, and has entered the field of relevant research.

3. Promoting Strategies of New Media Literacy Education for the Elderly

3.1. Investigation on the Current Situation of New Media Literacy Education for the Elderly

Investigate and analyse the new media literacy education and learning status of the elderly: the current status and prospects of new media literacy education, focusing on the elderly population's learning situation and effect evaluation of new media, new media contact and use behaviour, and new media literacy. The integration, influence, value manifestation and evaluation of education in the daily life of the elderly. In terms of the promotion and effect of new media literacy education, focus on the study of the elderly's ability to learn new media, the ability to master media technology, and the society's attention to and ways of satisfying the promotion of new media learning for the elderly, including the intelligent and new media for the elderly. The development of media products suitable for the elderly and the development of new media that benefit the elderly, the learning conditions of the new media, the media education environment, the publicity environment, and the performance and impact of digital feedback.

3.2. Understanding on the Main Demands of the Elderly for New Media Learning

The research on the appeal of new media learning for the elderly is mainly carried out from three levels: media needs, multi-level understanding of the needs of the middle-aged and elderly people in information, service, participation, communication, etc., and analysis of the media contact motivation and content preferences of the elderly and information attention. In terms of media experience, it explores the media contact habits and behavior characteristics of the elderly, and discovers and summarizes the contact situation, media participation, media technology, media resource use, media experience obstacles and major problems encountered in the process of media contact. In terms of media attitudes, study the cognition and evaluation of the influence of the elderly on the new media, including the satisfaction and trust of the media content, the degree of expression of media care, public service concepts, and the guiding function of publicity and education, obtained through new media literacy education. The degree of media satisfaction and integration with the new media society.

3.3. Formulating Strategies for Promoting New Media Literacy Education for the Elderly

Through combing the development of new media literacy education at home and abroad under the background of aging, as well as the strategies of adapting to and benefiting the elderly in the new media society, summarize its development ideas, strategic measures and implementation methods. Combining with the current situation of the development of new media literacy education for the elderly and the main demands of new media learning, discuss the promotion strategy of new media literacy education for the elderly. At the social level, how to promote the integration of the relationship between an aging society and new media through new media literacy education, the responsibility of new media literacy education in an aging society, and the development of new media value for the elderly; at the population level, it is in new media literacy education. In the process, it reflects the old age group standard and new media public service consciousness, solves the new generation conflicts caused by the new media era through new media literacy education, and promotes the new media social integration of the old group.

4. The Significance of Carrying out New Media Literacy Education for the Elderly

At present, media informatization and population aging have constituted the main trend of social development. Whether the elderly can have the corresponding level of new media literacy, smoothly integrate into the new media society, and enjoy and assume the rights and obligations of members of the new media society is not only related to the happiness index of the elderly group's individual and family, but also related to the harmony of the entire society in the new era to advance together, to carry out new media literacy education for the elderly from the levels of elderly institutions, media organizations, communities and community organizations, and families, and its significance is reflected in three levels.

4.1. Social Meaning

Promoting the overall development of new media literacy education for the elderly can improve the new media literacy level of the elderly and provide strategic suggestions for promoting the development of the new media society for the elderly. Coordinating the development contradiction between population aging and new media, narrowing the digital gap between the elderly and young people, and promoting the sound development of the elderly and the media and society in coordination.

4.2. Media Meaning

Promoting the overall development of new media literacy education for the elderly can reflect the media care of media organizations for the elderly, meet the needs of the elderly in information, service, entertainment, participation, communication and other aspects of new media learning, and assist them to undertake and strengthen the elderly Responsibilities and functions of the media of an aging society, discover and seize the development opportunities of an aging society, and better respond to and serve an aging society.

4.3. Subjective Meaning

Promoting the overall development of new media literacy education for the elderly can improve the new media literacy and the quality of life of the elderly, help the elderly audiences integrate into the new media communication environment, improve and get rid of the disadvantaged situation of the elderly in the media, and enhance the middle-aged and elderly groups The social presence and vitality of life, help the elderly to better realize the social integration of new media.

5. Conclusion

While the aging society is accelerating the evolution, new media technologies continue to develop, and the contradiction between population aging and media informatization has become increasingly prominent. The lack of new media literacy not only affects the quality of life of middle-aged and elderly groups in the new media society, but also brings many new problems to social development, such as intergenerational conflicts, unbalanced distribution of media resources, barriers to identity recognition of the elderly, and new media. Age discrimination in the media environment and so on.

Promote new media literacy education for the elderly. For the middle-aged and elderly, it will help meet the new media learning demands of the elderly, solve the main problems encountered by their new media learning, improve their new media literacy level, and help them better Integrate into the new media society, realize self-identification and re-socialization of the new media environment, and ultimately improve the quality of life of the new media for the elderly. In terms of social development, it is helpful to provide effective new media literacy education for the elderly, sum up experiences, discover problems, and propose targeted improvement strategies for the current education situation, and at the same time solve the intergenerational and media communication in the new media environment problem. On the one hand, this will help optimize the service of new media to an aging society, and on the other hand, it will help the medialization process of an aging society, improve the level of social literacy of new media, and promote the development of intelligence and mediation of the entire society.

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