Older Adults' Usage of Social Media Platforms; Facebook, WhatsApp, Twitter, And TikTok

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Abstract: The article aims to identify the uses of social networking platforms by the older adults in Jordan, their exposure habits, the gratifications, the topics that most attract them, and the platforms they prefer. The descriptive survey method that had been adopted was using a questionnaire distributed to (400) older people in Jordan. The results concluded that (78%) of the older adults use social media platforms (first Facebook, then WhatsApp, TikTok, and Twitter) and (49.8%) of them trust them. It also indicated that (74.7%) of them believed that these platforms increased their acquaintances, while (53.2%) considered them to have improved their social relations, (51.6%) of them considered that social media platforms had a positive impact on their psychological condition. Religious topics were the most preferred for them, followed by social topics. Politics, then entertainment, and health topics came last. The author recommended teaching the older adults more skills of dealing with the Internet, encouraging them to use social networking platforms, and conducting more studies related to the uses of social networking platforms by the older adults in the Arab region.

Keywords: older adults, Jordan, social media platforms, Uses and gratifications.

1. Introduction

The number of older adults people is increasing in all countries of the world, and it will reach one sixth of the world's population by 2030 [1]. The Department of Statistics expects that in 2030, the older adults in Jordan will constitute (7, 7% of the total population of the Kingdom [2]. It is known that the older adults have characteristics and features that distinguish them from other age groups. Studies have confirmed that if the older adults could live in a supportive environment, their ability to do things that interest them would not differ much from the ability of younger people. On the other hand, if the older adults spent their days suffering from a decline in their physical and mental capabilities, the consequences would be more severe for them and for their society.

It has become known that the possibility of depression, mental illness, and sense of isolation among older adults who are connected to the world through the Internet is less than their peers who do not do so. Social media platforms have become a haven for this group for social integration, which they usually lack [3]. This is because social networks have become an important ally for the elderly [4]. Therefore, it is important to know how older adults use social media platforms and the potential benefits and risks of this use.

1.1. Problem statement

The Jordanian older adults constitute (6.1%) of the total population in Jordan, and this percentage is subject to increase during the upcoming years [2], and it is recognized that dealing with modern communication technology has become urgent in our time. At the same time, studies show that despite of the increase in the rates of the older adults' use of social media platforms, these rates are still less than the rates of use in younger age groups [5]. Older adults need to deal with these platforms in order to avoid the feeling of social isolation that usually accompanies them. If the older adults could live in a supportive environment, their effectiveness would not differ much from the effectiveness of the younger people. On the other hand, if the older adults spent their lives suffering from a decline in their physical and mental capabilities, the consequences for them and for the society would be very severe [6]. So, it is important to know how the older adults in Jordan use social networking platforms.

1.2. The questions

The main question is how Jordanian Older adults use social media platforms; Facebook, WhatsApp, Twitter, and TikTok. Relatively, the study will answer the following questions:

1. What is the ratio of the older adults who use social media platforms?

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2. What are the older adults' usage habits of social media platforms?

3. What is the level of the older adults' confidence in social media platforms?

4. What are the gratifications of social media platforms achieved for the older adults?

5. What are the most attractive topics for the older adults on social media?

6. What are the most social media platforms preferred by the older adults?

1.3. The aims

The article aims to explore the ratio of the older adults who use social networking and to identify the habits of the older adults' use of social media platforms. It will also show the gratifications achieved by the social media platforms for the older adults. Moreover, it will discover the most attractive topics for the older adults on social networking sites and identify which social networks are preferred by the older adults.

1.4. The importance

The older adults are one of the important groups of the society that faces many difficulties, especially in their feeling of isolation and their communication with others, and it is noteworthy that the involvement of this group in dealing with modern technology and social media platforms can treat or reduce these difficulties. Consequently, this article is based on identifying the usage of the most widespread social media platforms by the older adults in Jordan. Furthermore, it provides information that the Jordanian and Arab Library missed, and it can also provide accurate information to decision makers to benefit from it.

1.5. Terminology

* Older adults : The older adults means the people who have reached (60) years or more, which is the scale set by World Health Organization [1].

* Social media platforms: It is a group of social networks created for communication and publishing the data and information by individuals or organizations with links as a result of social interaction, represented by a dynamic structure or form of a social group that arises to expand and activate professional relationships or friendship relationships, as it is called on social media [7].

2. Literature Review

2.1. The uses and gratifications theory

The uses and gratifications theory are a theoretical background to the present article. The theory was introduced in 1959 by Katz [8]. The theory focused on the transmission of the most prominent element in mass communication from the message to the audience, thus negating the prevalent concept of almost absolute recognition of the power of the media [9].

The uses and gratification theory offers a special insight into understanding the impact of individual and social differences on behavior related to media exposure. The theory states that the audience chooses the medium and the contents that the audience wants to pursue based on several complex and interrelated factors, including cultural backgrounds, personality, lifestyle, age, gender, income, education, economic level, and others [10]. Thus, the old concept that the audience is merely a passive recipient has been transcended [11].

Since that transformation, the concept of a positive audience has emerged, which chooses the media material that it believes satisfies its needs. From here, the media has a new function represented in identifying the trends and tastes of the recipients and creating the media message that is commensurate with the needs of the recipient audience on the one hand, and the desires and capabilities of the media person on the other hand [12].

Interactive media, the Internet and social platforms have enhanced the possibilities of audience participation with ease and ease, and the advent of the computer has strengthened the conformity of the theory that began with newspapers, radio and television, to be compatible with the Internet now [13]. The theory helps explain the many and varied reasons why audiences use social media platforms [14].

The theory of uses and gratifications also provided a new criterion for inferring the prevailing cultural level in a society by identifying the public's uses of the media and not through the content of the media message that these means perform [15]. This theory refers to the possibility of achieving varying gratifications among groups of the audience in the same media content [16]. For others, it depends on the type of gratifications that exposure achieves for the recipient.

Accordingly**,** the theory of uses and gratifications differed from previous theories in that it dealt with the characteristics of the audience that is exposed to the media in terms of characteristics and motives away from the argument of habituation and acceptance of what is presented to it [17].

2.2. Previous studies

By reviewing previous studies related to the older adults' usage of social media platforms, the scarcity of Jordanian studies directly related to the subject of the study is clear. Abdel Aziz [18] aimed to monitor the motives of the older adults use of social media and the gratifications achieved as a result of this usage, as well as observing the extent of their confidence in it. In addition to identifying the most social media platforms that the older adults use by conducting a field survey on an intentional sample based on (300) Egyptian older adults, sixty -year -old. Moreover, the study showed that there is a high usage of social media by older adults. Facebook came first, followed by WhatsApp, YouTube, Twitter, Google Plus, then Instagram, while other sites came at low levels. The results also concluded that the high level of the utilitarian's motives is associated with acquisition. The results also indicated that the basic motives for follow -up are learning, knowledge acquisition, and education, while ritual motives and spending free time were not within the interests of the older adults.

Wiwatkunupakarn [19] examined the relation between SNS use and social isolation, loneliness, and depression in older adults. An electronic online literature search was conducted up to June 2020 using three databases to look for references and find potential studies. Inclusion criteria were based on his three main principles. (1) a study population of adults over the age of 60; (2) investigating SNS use; and (3) reporting consequent depression, loneliness, or social isolation. Wiwatkunupakarn used 15 articles**,** 10 observational studies and 5 experimental studies. There was some evidence in observational studies that SNS usage was associated with lower levels of depression and loneliness. However, a minimal number of experimental studies have yielded similar results. Regarding social isolation, no studies have found a significant association between SNS usage and lower levels of social isolation. This review found minimal evidence, particularly from experimental studies, to support an association between SNS usage and depression, loneliness, and social isolation in older adults.

Through a critical evaluation of about 26 recent studies between 2019 - 2021, related to the older adults in the United States of America and Europe, Cotten et al. [5] highlighted the relationship between the use of social media platforms and luxury in the older adults . In addition to the effect of using these platforms on the daily situations of the older adults. The results also indicated that despite the increasing use of social media platforms, their use is less widespread by the older adults. Moreover, the results showed that the use of these platforms could help the older adults maintain social ties.

The study recommended the need to conduct research that uses longitudinal designs that include accurate standards for the use of social media platforms, so that we can determine when the use of social platforms is useful and when it is not.

By using the comparative approach; Moftah et al. [20] explained the necessary procedures to activate virtual learning as a means of digital literacy among the older adults in Egypt and Britain. Interpreting them in light of the influencing cultural forces and factors and identifying similarities and differences between Egypt and Britain in the role of virtual learning in digital literacy for the older adults. They concluded that it is necessary to seek the help of experts in curricula and communication technology in creating many virtual educational platforms. These platforms must be characterized by ease of design and simplicity of use so that the older adults can surf through them easily. The research also recommended creating web pages or pages on social media platforms such as Facebook and YouTube, being the most used in Egypt, to spread technological awareness among the older adults. The study suggested the use of various enhancement tools and methods to attract the older adults towards using the modern technology of communication.

Fu & Xie [6] revealed the impact of using the Internet on the physical and mental health of the older adults , whether the effect is positive or negative, and homogeneous or heterogeneous. The study relied on data from the 2017 Chinese Social Survey (GGSS) to analyze the effects of using social media platforms on the physical and mental health of the older adults. The results showed that there was a statistically significant positive correlation between the use of social media platforms and the health of the older adults. The results revealed that the effect of using social media platforms on the mental health of older adults is more important than its effect on their physical health. The researchers recommended the necessity of urging the older adults to use the Internet while being careful of its disadvantages.

At the Ussher Institute for Lifelong Learning, Breck et al. [21] revealed the effect of reverse orientation in addressing the challenge of social isolation in social work within an intergenerational program that serves the older adults . The program included (87) older adults and (28) young mentors who completed three sessions of the program. Data were collected from the records of young mentors for each session, and then through open questions about subsequent surveys that were collected from the older adults and young mentors. Findings on three themes related to social communication showed an increased sense of self-efficacy for older adults as they build confidence in technological use, and for young people as they develop leadership skills through mentoring, breaking down age-related stereotypes, and intergenerational

engagement and communication. The results also showed that reverse orientation could be used in different settings to reduce the social isolation of the older adults by developing intergenerational connections and increasing their use of technology.

Through critical analysis, Fahim [22] traced studies that dealt with the older adults' relationship with modern technological means of communication. He revealed that the scientific heritage was interested in studying the relationship of the older adults with communication technology, the functional use of communication technology, as well as the factors and variables affecting the older adults' use of this technology. The scientific heritage also studied the obstacles and difficulties of the older adults' use of communication technology, in addition to the effects of their interaction with communication technology. These effects varied between mental or cognitive, physical, and psychosocial effects. Fahim concluded that the psychological, social, demographic and health characteristics of the older adults can help predict who is most likely to use communication technologies. He also indicated that foreign studies dealt with the nature of the interaction of the older adults with these means, as the aspects studied varied. However, it appeared that this type of study was far from the research interest in Arabic studies.

Vosner et al. [23] identified the factors that influence the use of social networks by active older Internet users, in addition to revealing their degree of ICT use. By conducting a field survey on a sample of (54) older adults active Internet users from the Republic of Slovenia, aged between 45 and 74 years, it was shown that the female participants were more familiar with the term "online social network" and were more frequent users compared to the male participants. The results also indicated that age, gender, and education were the most important factors influencing the use of social networks by older active Internet users.

Many previous studies indicated a decrease in the percentage of older adults' use of the Internet, such as Cotten et al. [5], Moftah et al. [20], and Breck et al. [21]. In addition to the studies emphasizing the need to encourage the older adults to deal with the Internet and make it easier for them by teaching them the necessary skills to deal with modern technology, such as Moftah et al. [20], and Breck et al. [21]. Some studies focused on the motivations of the older adults to use social networking sites, such as Abdulaziz [18], and Fu & Xie [6]. On the other hand, the studies correlated the issue of social isolation and depression among the older adults and their use of social media platforms. Most studies agreed that the involvement of the older adults in dealing with these platforms avoids or reduces negative feelings in the elderly and reported that the use of social media platforms was associated with lower levels of depression scores and loneliness.

3. Methodology

3.1. Method

The descriptive approach was adopted, as it is appropriate to achieve the objective of the current study. The descriptive approach is one of the most important approaches used in social studies.

3.2. Population and sample

The community consists of all adults in Jordan whose age has reached or exceeded (60) years. The research sample consisted of (400) older adults, divided equally.

Table 1: demographics of sample

Gender	Frequency	Ratio
Feminine	200	%50
Male	200	%50
educational levels	Frequency	Ratio
Less than high school	108	%27
High School	103	%25.8
Bachelor's	137	%34.3
Master's	25	%6.2
PhD	27	%6.7
The total	400	%100
Age	Frequency	Ratio
60-65	253	%63.2
66-71	71	%17.8
72-77	49	%12.2
77 over	27	%6.8
The total	400	%100
Marital status	Frequency	Ratio
Single	16	%4

Married	287	%71.8
Widower	78	%19.4
Divorced	19	%4.8
The total	400	%100
working condition	Frequency	Ratio
Works	155	%38.8
no work	206	%51.5
Works intermittently	39	%9.7
Total	400	%100

3.3. Data collection

The survey questionnaire was used for all the data and to identify the features of the older adults' usage of the most popular social media platforms in Jordanian society, which are (Facebook, WhatsApp, Twitter, and TikTok). The questionnaire was distributed to the sample members directly by meeting them. The researcher got all the answers.

4. Results

4.1. The elderly use of social networking sites

Table 2 : Elderly use of social networking sites

Responses	frequency	Ratio	mean	standard deviation
use	312	%78		
not use	88	%22	1.22	0.415
total	400	%100		

Table (2) data shows that the percentage of the older adults who use social media platforms is (78%), while the percentage of those who do not use the platforms is (22%).

4.2. The older adults use habits of social media platforms

Table 3: The elderly use habits of social media platforms

using level	Users No.	Ratio of users (312)	Ratio of total sample (400)
always	278	%89.1	%69.5
sometimes	23	%7.4	%5.8
rarely	11	%3.5	%2.7
total	312	%100	%78
daily using	Users No.	Ratio of users (312)	Ratio of total sample (400)
an hour or less	69	%22.1	%17.3
2-3 hrs.	108	%46.6	%27
3-4 hrs.	73	%23.4	%18.2
more than 4 hrs.	62	%19.9	%15.5
total	312	%100	%78

Table (3) data shows that (89.1%) of the older adults "always" use social media platforms, which represents (69.5%) of the total number of elderly people. The percentage of the older adults who "sometimes" use social media platforms is (7.4%) of the users, (5.8%) of the total sample, and "rarely" (3.5%) of the users, and (02.7%) of the total sample. The table also shows that (22.1%) of the older adults use social media platforms for an hour or less, which represents (17.3%) of the total sample. As for the those who spend "2-3 hours", their percentage is (46.6%), which represents (27%) of the total older adults. Those who spend 3-4 hours per day represent (23.4%) of the users, and (27%) of the total sample. The percentage of those who spend "more than 4 hours" per day is (19.9%) of users, (15.5%) of all older adults; users and non-users of social media platforms.

4.3. The level of the older adults' confidence in social media platforms

Table 4 : The level of the older adults' confidence in social media platforms

elderly confidence	No.	Ratio of users (312)	Ratio of total sample (400)
high	42	%13.5	%10.5
moderate	153	%49	%38.3
low	117	%37.5	%29.2
total	312	%100	%78

Table (4) shows that (13.5%) of the older adults who use social media platforms have "highly" confidence in these platforms, and they constitute (10.5%) of the total sample that includes users and non-users. The percentage of those who trust in the "moderately" level is (49.8%) of the users, and (38.3%) of the total sample. The percentage of those who trust these platforms is "low" (37.5%) of users, and (29.2%) of all elderly users and non-users of social media platforms.

4.4. The gratifications of social media platforms achieved for the elderly.

Table 5: The gratifications of social media platforms achieved for the older adults

gratifications	responses				Total
		high	moderate	low	
Increase information and knowledge content	No.	233	61	18	312
	%	%74.7	%19.6	%5.7	%100
Improving the social relations	No.	166	93	53	312
	%	%53.2	%29.8	%17	%100
Positive impact on psychological condition	No.	161	98	53	312
	%	%51.6	%31.4	%17	%100

Table (5) data shows that (74.7%) of the older adults who use social media platforms believed that these platforms enriched their information and cognitive content "highly", while (19.6%) of the users believed that using social media platforms increased their information and cognitive content "moderately". While (5.7%) considered that they got a little amount of information and platforms "lowly" contributed to increasing their knowledge content.

The table also shows that (53.2%) of the older adults who use social media platforms consider that these platforms improve their social relations "highly", while (29.3%) of the users believe that using social media platforms improves their social relations "moderately", while (17%) considers that These platforms improve their social relationships "lowly". Furthermore, the data shows that (51.6%) of the older adults who use social media platforms consider that these platforms positively affect their psyche "highly" while (31.4%) of the users believe that the use of social media platforms positively affects their psyche "moderately". (17%) of the users stated that the positive impact on their psyche as a result of their use of these platforms was considered "lowly".

4.5. The most attractive topics for the older adults on social media

Table 6 : The most attractive topics for the older adults on social media

most attractive topics	No.	ratio of users
political	71	%22.9
social	75	%24
religious	79	%25.3
healthy	26	%8.3
entertaining	61	%19.5
total	312	%100

Table (6) shows that the most attractive topics for the older adults on social media platforms are religious topics (25.3%), then social topics (24%), followed by political topics (22.9), then entertainment topics (19.5%), and finally health topics (%8.3).

4.6. The most social media platforms preferred by the older adults

Table 7: The most social media platforms preferred by the older adults

Platform	No.	ratio of users
Facebook	173	%55.4
Twitter	15	%4.8
Tik Tok	32	%10.3
WhatsApp	92	29.5
total	312	%100

Table (7) shows that Facebook is the most attractive social platform for the older adults with a rate of (55.4%), then WhatsApp (29.5%), followed by TikTok (10.3), and finally Twitter.(%4.8)

5. Discussion

5.1. The older adults users

It turned out that the older adults who use social media platforms represent (78%), while the percentage of those who do not use the platforms is (22%). This means that a quarter of the older adults do not deal with social media platforms in Jordan. This percentage is not low and needs to be studied. When returning to the positive audience concept in the uses and gratifications theory, we must pay attention to the fact that social media platforms are used by the Internet. The Internet differs from other media, as its use requires proficiency in the recipient's special skills. Listening to the radio or watching television does not require more than pressing a button to open it and exposure to its programmes. This matter does not apply to the Internet. Using the Internet requires a digital competence that the older adults may not have to be able to use technology.

This is confirmed by Breck et al. and Moftah et al. [20], [21] , and described the inability to deal with the Internet as digital illiteracy, which is common among the older adults . This brings us back to the uses and gratifications theory when it provided a new criterion for inferring the prevailing cultural level in a society by identifying the public's uses of the media. According to this criterion, the presence of nearly a quarter of the older adults who are far from dealing with the Internet indicates that the cultural level related to modern technology is declining or non-existent among a large proportion of the older adults in Jordanian society. On the other hand, this study is distinguished from previous studies in that its sample consisted of all older adults' users and non-users of social media platforms, which enabled it to know the percentages of users and non-users.

It must be noted that foreign studies did not focus on the importance of abilities to deal with digital technology, except for Breck [21], in contrast to most Arab studies despite their scarcity. This may be because the world preceded our region by introducing technology and the Internet to it, and this precedent made the older adults there more able to deal with modern technology because they dealt with it while they were young, unlike the older adults in third world countries.

5.2. The habits of the older adults users

It turned out that (89.1%) of the older adults "always" use social media platforms, meaning that nearly nine-tenths of the users of these platforms always use them, and this is a high percentage, which is related to the result of the first question. The older adults who are good at dealing with digital technology use it permanently, and this is an indication that the use of social media platforms satisfies their needs to a large extent, according to the theory of uses and needs, which confirms that the audience chooses the media material that it believes satisfies its needs. As for the users who "sometimes" use social media platforms, their percentage is (7.4%) of the users, and this is a small percentage. The least of them was the percentage of those who "rarely" use these platforms, as it reached (3.5%) of the users. This is a clear indication that the older adults who can deal with social media platforms continue to use them.

5.3. The older adults users' confidence

Older adults who trust social media platforms at the "middle" level represent (49%), or nearly half of the sample. This is a logical percentage because those who produce the contents of these platforms are ordinary people or specialists, and these contents vary between messages that carry true and false information and those that carry objective and biased opinions. Therefore, it is natural to trust what is published on middle platforms. As for those who "highly" trust social media platforms, their percentage reached (10.5%) of the older adults' users; meaning that the percentage of elderly people older adults who trust social platforms is only about one-tenth of the users, compared to (37.5%) who have "low" trust in these platforms. This is normal because the older adults are known to be cautious and apprehensive, so their tendency to doubt is greater, as the life experiences that they have gone through during their lives make them more cautious.

5.4. The users' gratifications

(74.7%) of the older adults who use social media platforms believe that these platforms "highly" increase their information and their cognitive content. On the other hand (53.2%) of them consider that these platforms "highly" improve their social relations. "highly", and (51.6%) of them consider that these platforms positively affect their psyche "highly", and that the rise of these percentages indicates that the older adults deal with social networking sites in a way that achieves a high level of gratification for them. Based on the theory of uses and gratifications, the ability of social media platforms to allow interaction in various forms with the public, as well as the possibilities of the audience's participation in it easily, explains the great gratifications achieved by the older adults as a result of their use of these platforms.

This result is consistent with the findings of Abdel-Aziz [18], which concluded that there is a high percentage of utilitarian motives associated with acquiring information, learning about different points of view, and following up on older adults'

developments. It also agrees with Cotten et al. [5], who found out that the use of social media platforms can help the older adults maintain social links. But they also found that the relationships between the use of social media and the well-being of the older adults are not well understood. Therefore, they called for more studies to verify this matter, Cotton et al agreed With Breck et al. [21], who concluded that the older adults' use of social media platforms increased the elderly's their sense of self-efficacy while they built confidence in technological use. The older adults' use of social media platforms collapsed the stereotypes associated with age and the resulting feeling of disability and helped them achieve the possibility of participation and intergenerational communication.

The current results showed that (19.6%) of the users believed that the use of social media platforms increased their information and knowledge content "moderately", while (29.3%) of the users believed that the use of social media platforms improved their social relations " moderately", and (31.4%) of users who use social media platforms positively believed that it affected their psyche "moderately". Only (5.7%) consider that they "seldom" obtain information and that platforms rarely contribute to increasing their knowledge content. (17%) consider that these platforms have improved their social relations "low" and that the positive impact on their psyche as a result of their use of these platforms was "low". These low percentages indicate that the percentage of gratification achieved by the older adults as a result of their use of social media platforms is the predominant achievement.

5.5. The users' preferred topics

The results showed that the most attractive topics for the older adults on social media platforms were religious topics (25.3%), indicating the nature of Jordanian society whose members tend to be religious, especially the elderly. Social issues came second (24%), because the most difficult thing facing the older adults is the feeling of social isolation, and therefore their need for social communication makes them accept more social issues. It seems that if the Jordanian society was not a religious society, social issues would have come first. Political topics ranked third (22.9%) and this fits the situation in the Arab countries in terms of conflicts and fluctuations and their impact on people's daily lives. As for entertainment topics, they attracted (19.5%) of the older adults who use social networking sites.

This is a reasonable result, as one of the most difficult issues facing the older adults is feeling bored, and it is natural for those who feel bored to turn to entertainment. But it is not expected that health issues are the last concern of the older adults (8.3%), although it is expected that the older adults usually face health problems. The reason may be due to the family cohesion that exists in Jordanian society, as the sick older adults receive great care from their families and relatives, which may make them uninterested in following up on health issues because they do not need them, as long as there is someone who plays this role. In general, the differences between important topics for the older adults who use social media platforms are not large. This is consistent with the proposition of the uses and gratifications theory that focused on the characteristics and motives of the audience who is exposed to the media, away from the argument of getting used to and accepting what is presented to them. The theory indicates the possibility of achieving gratifications Varying segments of the audience in the same media content, and this is what happens when the older adults enter the social media platforms. Thus, the content may constitute educational material for some, entertainment material for others, or acquaintance and new friendships for others, as it depends on the type of gratification that exposure achieves for the older adults.

5.6. The most platforms preferred by the older adults

Facebook is the first social platform to attract the older adults (55.4%), then WhatsApp (29.5%), TikTok (10.3%), and finally Twitter (4.8%). This result confirms what Abdel Aziz [18] concluded, which revealed that the preferences of the older adult users of social media platforms in Egypt tended to Facebook first, then WhatsApp, YouTube, and finally Twitter. It seems that the Facebook platform provides the greatest satisfaction for the older adults. In addition to the ease of dealing with Facebook, the diversity of its contents, and its popularity . The low preference rate for the Twitter platform among the older adults (4.8%) is attributed to the fact that many consider it an elitist platform, which is not as popular among people as Facebook is .In addition, it restricts the number of words in its messages, which may disturb the older adults more than other segments of society. The most common thing that the older adults suffer from in the real world is their inability to reveal and talk at length with those around them who are preoccupied with the burdens of their daily lives. Older adults go to the virtual world to satisfy their need for communication and it is clear that Facebook satisfies this need to a much greater extent than Twitter.

6. Conclusion

The article explored the uses of social platforms by the older adults in Jordan. It revealed that most of the older adults use Facebook more than other social media platforms. This social platform provided them with knowledge and improved their social relations. Furthermore, it had a positive impact on their psychological condition. The preferred content by the older adults was the religious content, followed by social topics.

7. Recommendations

The author recommends training the older adults on the skills of dealing with communication tools and technology as much as possible and removing the barrier of fear or embarrassment from using them. It is important to use various reinforcement tools and methods to attract the older adults towards the use of communication tools and technology to reduce their sense of social isolation. Moreover, it is necessary to conduct more studies related to the use of social media platforms by the older adults in the Arab region to reach accurate conclusions about the various related aspects.

Conflict of interest:

The author certifies that she has NO affiliations with or involvement in any organization or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

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