

Determinants of ICT Acceptance Among Elderly People in Japan

Insights for Promoting Decentralized Personal Data Management Applications

Ikuko Tsumura, RIKEN AIP

Background

✓ The challenge of Japan's super-aging society

- Digital health technologies are expected to reduce the burden on care systems

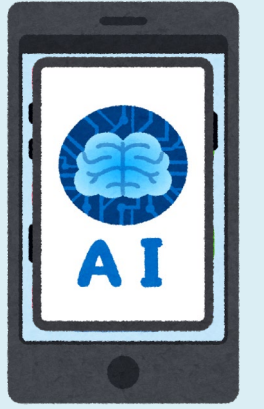
⇒ Since 2021, we have conducted a pilot project with older adults using PD App* in Japan.

*A smartphone-based personal data application designed to support health monitoring for older adults.

⇒ The older adult participants did not actively use apps.

Why do older adults often remain reluctant to adopt new technologies?

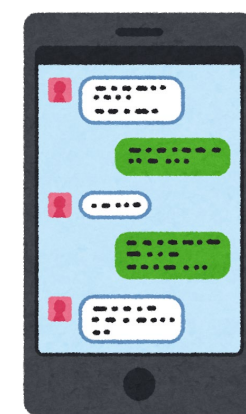
⇒ We conducted a web-based survey among 700 smartphone users aged 60 and above in Japan.



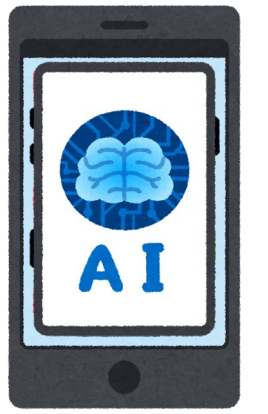
Objectives

- Investigate determinants of ICT acceptance among older adults
- Compare privacy and usability concerns across age groups
- Examine reactions to being prompted to register for LINE*

*LINE is a widely used messaging app in Japan.



VS



Methodology

- Web-based survey of 700 smartphone users aged 60 and above.

⇒ LINE app adoption behavior and privacy attitudes.

Results / Major Findings

■ Reasons why respondents did not use LINE

	n=94	
Communication by phone calls or in person is sufficient	53	56.4%
I am concerned about privacy when communicating online	29	30.9%
I am worried about security risks such as viruses and fraud	26	27.7%
Communicating with friends or family face-to-face is better	22	23.4%
I thought LINE operations were difficult	18	19.1%
Using the Internet or apps is troublesome; there is too much information to keep up with	18	19.1%



Ages 60–69 (n = 49), Ages 70 and above (n = 45)

	Ages 60–69		Ages 70 and above	
Communication by phone calls or in person is sufficient	23	46.9%	30	66.7%
I am concerned about privacy when communicating online	21	42.9%	8	17.8%
I am worried about security risks such as viruses and fraud	16	32.7%	10	22.2%
Communicating with friends or family face-to-face is better	9	18.4%	13	28.9%
I thought LINE operations were difficult	8	16.3%	10	22.2%
Using the Internet or apps is troublesome; there is too much information to keep up with	12	24.5%	6	13.3%
Other (free-text responses)	3	6.1%	2	4.4%

■ When shopping, respondents may sometimes be required to register with LI

Did they register for LINE in such cases?	n=606	
Yes	151	24.9%
No	266	43.9%
I ask someone else to do it	16	2.6%
I have never been asked to register	171	28.2%
Other (free-text responses)	2	0.3%

Responded
"No" (266)



Reasons	Ages 60~69		Ages 70 and above		Total	
Privacy concerns	84	49.7%	59	60.8%	143	53.8%
Do not know how to use LINE	42	24.9%	20	20.6%	62	23.3%
Prefer other means of communication	49	29.0%	30	30.9%	79	29.7%
Other (text responses)	6	3.6%	2	2.1%	8	3.0%

Key Findings

Privacy concerns are a major barrier to ICT adoption among older adults.

Need for further development of decentralized data applications, ensuring transparency, building trust, and giving users clear control over their data.

[Reference]

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Contact Information

Ikuko Tsumura, PhD, RIKEN Center for Advanced Intelligence Project (AIP)

Email: ikuko.tsumura@riken.jp