
Factors Determining Social Media Adoption Among Seniors

A Quantitative Study Using the UTAUT2 Framework in the Czech Republic

Research Presentation | 2026

The Grey Digital Divide

Despite growing internet usage, seniors lag behind in social media adoption

- **Global Digitalization:** Rapid increase in internet users aged 60+, yet adoption patterns differ significantly
- **Persistent Gap:** Senior technology adoption trails younger generations, creating a digital divide
- **Czech Context:** Below EU-28 average in senior social media use, comparable to Poland

65+

Why Social Media Matters for Seniors

Socio-Emotional Benefits

- Reduces loneliness and social isolation
- Maintains family connections and relationships
- Increases self-esteem and happiness
- Provides emotional support networks

Cognitive Benefits

- Improves executive functions
- Provides cognitive stimulation
- Protects against age-related decline
- Enhances mental activity and engagement

The UTAUT2 Model

Performance Expectancy (PE)

Perceived usefulness and practical benefits of social media

Effort Expectancy (EE)

Ease of use and learning curve

Social Influence (SI)

Peer pressure and social norms

Facilitating Conditions (FC)

Support, resources, and infrastructure

Hedonic Motivation (HM)

Enjoyment and pleasure from use

Habit (HT)

Routine usage patterns and behaviors

Behavioral Intention → Use Behavior

Study Design and Participants

Research Design

Cross-sectional quantitative study with structured questionnaire

Analysis Method

PLS-SEM (Partial Least Squares Structural Equation Modeling) using SmartPLS 4.1.6

Sample Size

79

Active social media users aged 65 and over from Czech Republic

Primary Platforms

Facebook and YouTube identified as most frequently used platforms

Measurement Scale

7-point Likert scale questionnaire based on Venkatesh et al. (2012)

Validation

Translated and back-translated to ensure semantic and conceptual equivalence

What Drives Intention to Use Social Media?

Model Explanatory Power: **$R^2 = 0.816$**
The model explains 81.6% of variance in behavioral intention

Significant Predictor

Performance Expectancy

$\beta = 0.871$, $p < 0.001$

Practical benefits drive intention to use social media

Non-Significant Factors

Effort Expectancy: $\beta = 0.031$, $p = 0.387$

Social Influence: $\beta = 0.061$, $p = 0.237$

Hedonic Motivation: $\beta = -0.005$, $p = 0.472$

Facilitating Conditions: $\beta = -0.192$, $p = 0.049$

What Drives Actual Social Media Use?

Model Explanatory Power: **$R^2 = 0.551$**
The model explains 55.1% of variance in actual use behavior

Significant Predictors

Habit (Strongest)

$\beta = 0.540$, $p < 0.001$

Routine usage patterns are the primary driver

Facilitating Conditions

$\beta = 0.259$, $p = 0.011$

Support and infrastructure enable use

Surprising Finding

Behavioral Intention

$\beta = 0.033$, $p = 0.364$ (NOT significant)

Disconnect between intention and actual use among Czech seniors

A Critical Disconnect

Seniors intend to use social media based on practical value, but actual use depends on established habits and support systems

Intention Alone is Insufficient

Wanting to use social media does not translate to actual use

Routine Formation is Critical

Building regular usage patterns is essential for sustained engagement

Support Infrastructure Matters

Technical assistance and resources enable continued use

Pragmatism Over Pleasure

Czech seniors motivated by practical needs, not entertainment value

Bridging the Digital Divide

For Digital Service Developers

- Emphasize clear, practical benefits in design and messaging
- Create accessible, supportive systems with intuitive interfaces
- Incorporate routine-building features and reminders
- Provide integrated help and support mechanisms

For Digital Literacy Programs

- Demonstrate tangible value, especially family connections
- Provide ongoing technical support and assistance
- Help establish regular usage habits through practice
- Design unified programs for entire 65+ population

Key Takeaways

- **Performance Expectancy** drives intention through pragmatic motivation and perceived practical benefits
- **Habit** and **Facilitating Conditions** are the primary drivers of actual social media use
- Significant **intention-behavior gap** exists among Czech seniors
- Model demonstrates **structural invariance** across gender and age groups (65-74 vs. 75+)
- Czech seniors motivated by practical needs for family connection, not entertainment value

Future Directions: Focus on habit formation strategies and robust support infrastructure to bridge the digital divide effectively

References

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