

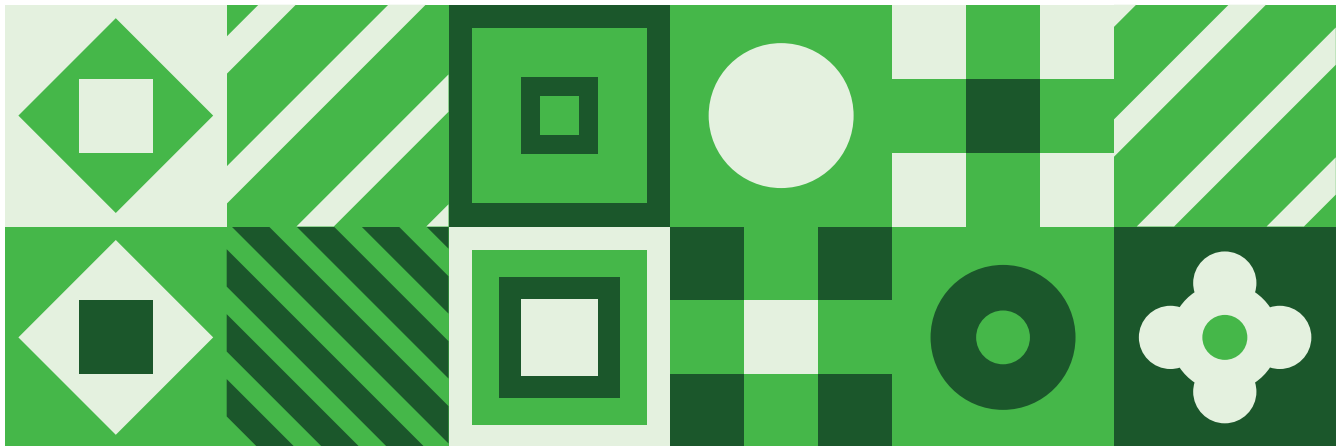


Situation of Media Use and Effects of Media Use on the Thai Elderly in 2022

Intelligence Center for Elderly Media Literacy

Research Institute for Languages and Cultures of Asia

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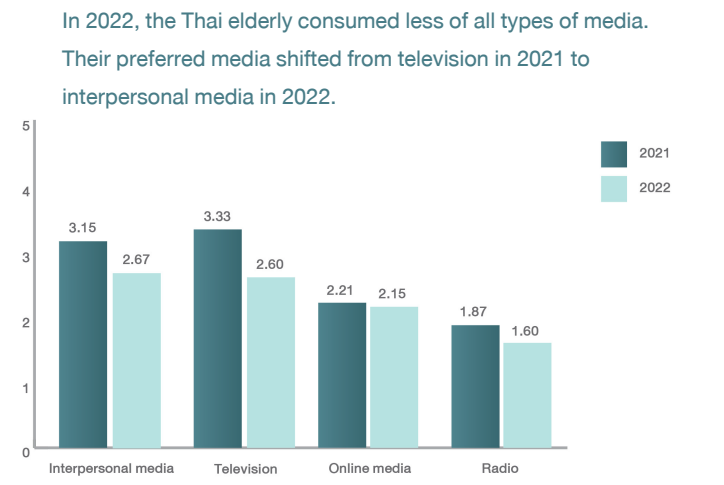
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Situation of media use and Effects of media use on the Thai elderly in 2022

Situation of media use by Thai elderly

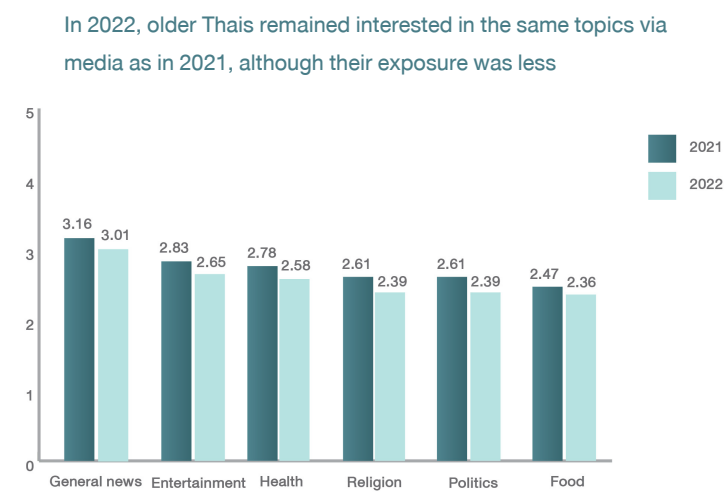
Exposure time per day for each type of media



Relationship between length of exposure to each type of media and age range, education level, and financial status of the Thai elderly

Type of media exposure	Age range	Level of education	Economic status
Interpersonal	Older in age, low exposure	Low education level, high exposure High education level, low exposure	High economic status, high exposure Low economic status, low exposure
Television	Not statistically significant	Low education level, high exposure High education level, low exposure	High economic status, high exposure Low economic status, low exposure
Radio	Older in age, low exposure	High education level, high exposure Low education level, low exposure	High economic status, high exposure Low economic status, low exposure
Online	Not statistically significant	Primary education, high exposure High level of education, low exposure	Low economic status, high exposure High economic status, low exposure

Topics that Thai elderly people are exposed to

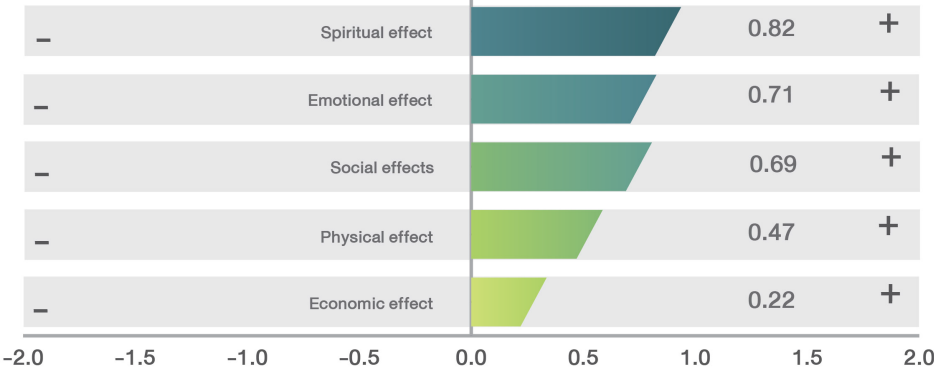


Relationship between length of exposure to each media topic and age range, education level, and financial status of the Thai elderly

Topics of media exposure	Age range	Level of education	Economic status
General news	Not statistically significant	High education level, high exposure Low education level, low exposure	High economic status, high exposure Low economic status, low exposure
Entertainment	Not statistically significant	Not statistically significant	Not statistically significant
Health	Older in age, low exposure	High education level, high exposure Low education level, low exposure	High economic status, high exposure Low economic status, low exposure
Religion	Not statistically significant	Low education level, high exposure High education level, low exposure	High economic status, high exposure Low economic status, low exposure
Politics	Not statistically significant	High education level, high exposure Low education level, low exposure	High economic status, high exposure Low economic status, low exposure

Effects of media use on the Thai elderly's well-being

Exposure to media had a positive effect on almost every aspect of well-being, including spiritual, emotional, social, and physical well-being, but not on the economic aspect.



Effects of media use

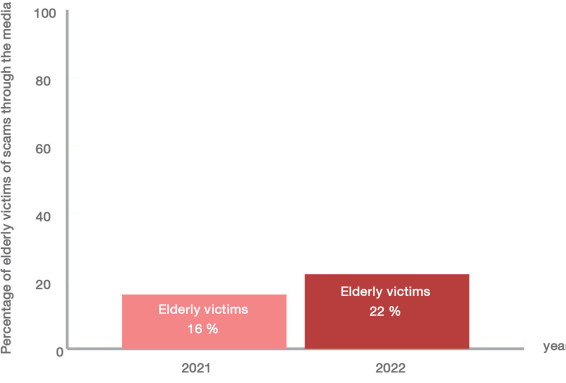
- Spiritual effect**
Media exposure helped the elderly improve their spiritual well-being the most by allowing them to understand the value of life and to live a more meaningful life.
- Economic effect**
The second most significant improvement to older people's well-being was in terms of their emotional condition, brought about by their increased willingness to make sacrifices, which ultimately raised their self-esteem.
- Social effect**
The third greatest improvement was in their social well-being by aiding in the development of stronger interpersonal ties, and an increasing participation in self-development activities.
- Physical effect**
Media exposure also increased the physical well-being of the elderly (fourth most significant improvement) by encouraging them to exercise daily, and take better care of their gums and teeth.
- Economic effect**
Finally, the media play only a small role in making economic improvements for the elderly, whether in terms of income, savings, daily spending plan, or research before investment.

Relationship between media exposure to each topic and the effects on the Thai elderly's well-being

Media exposure	Physical	Emotional	Social	Spiritual	Economic
General news	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	Not statistically significant
Entertainment	High exposure, positive trend	High exposure, positive trend	Not statistically significant	Not statistically significant	Not statistically significant
Health	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend
Region	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend
Politics	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	Not statistically significant	High exposure, positive trend

Experiences of exploitation via media among Thai elderly

The proportion of elderly individuals who realized they had become victims of schemes perpetrated via various media is on the rise. In 2022, 440 elderly people fell victim to scams out of a total of 2,000 respondents, representing 22% -- a 6% increase over the previous year.



Top scenarios in which elderly Thais fell victim

The top three scenarios in which elderly Thais fell victim to media-based schemes in 2022 were ranked

- Purchasing low-quality or overpriced goods**
46.14 %
- Making merit by helping people and animals**
43.06 %
- use of fake medicines and sham healthcare services**
30.23 %

Topics of exploitation of Thai elderly

- Entertainment
- Work
- Health
- Beliefs
- Food
- Sports

Rank and percentage frequency of exploitation

Story	Tendency	2022		2021	
		Percentage	Rank	Percentage	Rank
Buying products	↑	46.14	1	41.88	1
Making merits and helping people or animals	↑	43.86	2	34.06	2
Buying drugs and healthcare products	↑	30.23	3	29.06	3
Revealing personal data	↑	13.86	4	3.75	5
Investment	↓	9.32	5	20.31	4

Executive summary _ _ _ _ _

In 2022, a research team from the Intelligent Center for Elderly Media Literacy (ICEM), the Research Institute of Languages and Cultures of Asia at Mahidol University conducted a survey on media use and its effects among the Thai elderly. This study aimed to determine the media consumption habits of the elderly, the effect of media use on their well-being, and their experience of exploitation via media during the previous year. It employed a questionnaire to collect data from 2,000 elderly Thais aged 60 and above resident in 20 provinces across the country, including Chiang Rai, Nan, Phayao, Phitsanulok, Nakhon Sawan, Loei, Yasathon, Ubon Ratchathani, Maha Sarakham, Buriram, Bangkok, Nonthaburi, Rayong, Chanthaburi, Phetchaburi, Nakhon Si Thammarat, Trang, Surat Thani, Phatthalung, and Krabi.

The main findings from this research can be divided into three sections: situation of media use by Thai elderly; effects of media use on their well-being; and their experiences of exploitation via the media.

Situation of media use by Thai elderly _ _ _ _ _

Overall media exposure per day

Most Thai elderly in this study spent more than four hours per day consuming media. This finding indicates that Thai elderly spend almost a quarter of their daily routine exposed to media, assuming they get six to eight hours of sleep per day and spend 16–18 hours engaging in other activities.

The group of Thai seniors spending the most time per day consuming media resided in the North; were female; aged 60–69, highly educated (bachelor's degree or higher), and financially secure (sufficient income to cover expenses and save).

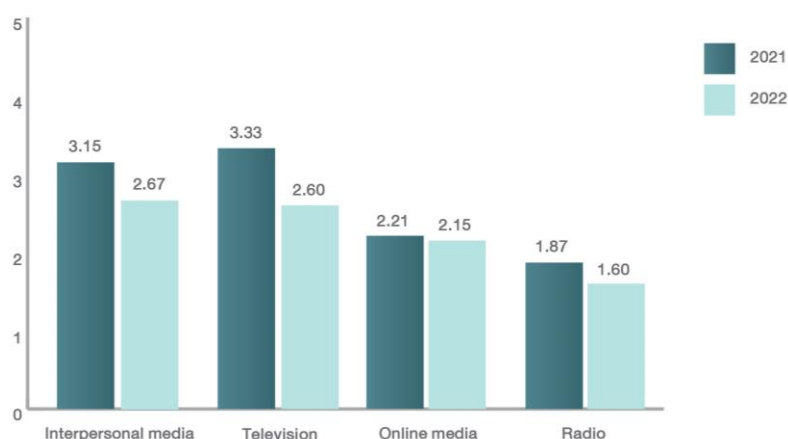
The total amount of time exposed to media per day was found to be positively correlated with education level and financial status. The elderly with a low education level (no formal education or elementary school) has less daily media exposure per day in comparison to those with an intermediate level of education (high school or diploma) and those with a high level of education (bachelor's degree or higher) respectively. This means that the group with the highest level of education spent more time consuming media on a daily basis than those with lower education.

As for the financial status of the elderly, it was found that those who had a low financial status (insufficient income to cover expenses) also had the lowest daily media exposure. The elderly with a moderate financial status (sufficient income to cover expenses) were exposed to more media per day than those with a low financial status. The group with the highest financial status (sufficient income to cover expenses and save) spent the highest amount of time on media per day.

Exposure time per day for each type of media

In 2022, the Thai elderly consumed less of all types of media. Their preferred media shifted from television in 2021 to interpersonal media (gaining information from an individual, either face-to-face or through a medium, such as a phone, email, or social media) in 2022.

Interpersonal media was the most popular type of media used by Thai elderly, followed by television, online media and radio.



















Note: A mean of 1.00 to 1.75 indicates very little media exposure (from no exposed to less than 1 hour per day)

A mean of 1.76 to 2.50 indicates less media exposure (1-2 hours per day)

A mean of 2.51 to 3.25 indicates moderate media exposure (3–4 hours per day)

A mean of 3.26 to 4.00 indicates high media exposure (more than 4 hours per day)

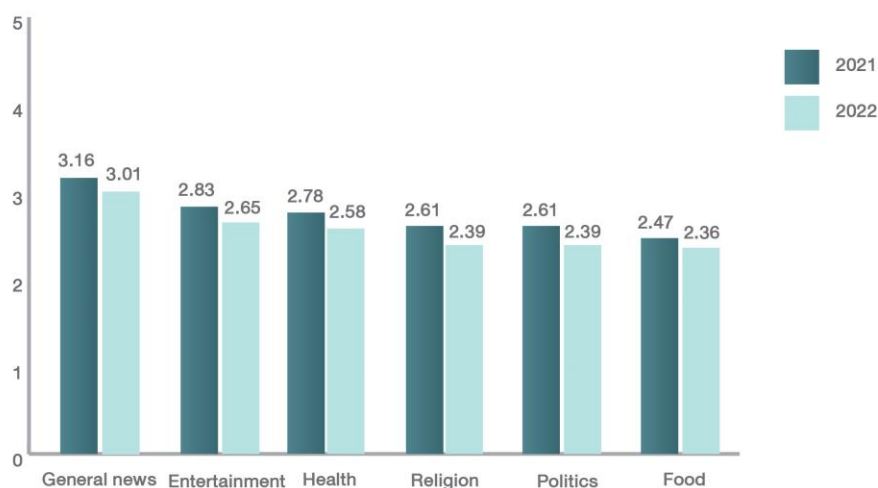
Relationship between length of exposure to each type of media and age range, education level, and financial status of the Thai elderly

Type of media exposure	Age range	Level of education	Economic status
 Interpersonal	 Older in age, low exposure	 Low education level, high exposure High education level, low exposure	 High economic status, high exposure Low economic status, low exposure
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 Radio	 Older in age, low exposure	 High education level, high exposure Low education level, low exposure	 High economic status, high exposure Low economic status, low exposure
 Online	 Not statistically significant	 Primary education, high exposure High level of education, low exposure	 Low economic status, high exposure High economic status, low exposure

Media topics that Thai seniors are exposed to

In 2022, older Thais remained interested in the same topics via media as in 2021, although their exposure was less.

The Thai elderly were most interested in the following five topics in the media: (1) news, (2) entertainment, (3) health, (4) religion, and (5) politics.























Note: A mean of 1.00 to 1.75 indicates very little media exposure (from no exposed to less than 1 hour per day)

A mean of 1.76 to 2.50 indicates less media exposure (1-2 hours per day)

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Relationship between length of exposure to each media topic and age range, education level, and financial status of the Thai elderly

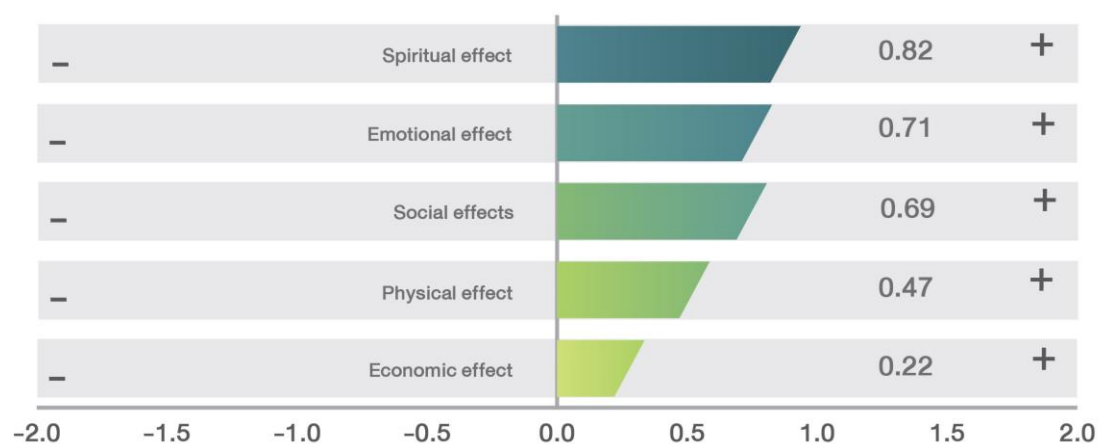
Topics of media exposure	Age range	Level of education	Economic status
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 Religion	 Not statistically significant	 Low education level, high exposure High education level, low exposure	 High economic status, high exposure Low economic status, low exposure
 Politics	 Not statistically significant	 High education level, high exposure Low education level, low exposure	 High economic status, high exposure Low economic status, low exposure

Elderly women were more exposed than elderly men as regards to most topics, with statistical significance, notably for “entertainment”, “health”, “religion”, “investment”, and “food”. Only with respects to two topics—“politics” and “sports”—were males more exposed to media than females, but the difference is not statistically significant.

A comparison of media exposure by region revealed that only entertainment and religion did not differ between regions. Other topics varied statistically between regions.

Effects of media use on the Thai elderly’s well-being — — — — —

Exposure to media had a positive effect on almost every aspect of well-being, including spiritual, emotional, social, and physical well-being, but not on the economic aspect.



Note: A mean of -2.00 to -1.20 indicates a significant negative effect on well-being.

A mean of -1.21 to -0.60 indicates a negative impact on health.

A mean of 0.61 to 0.40 indicates no effect.

A mean of 0.41 to 1.20 indicates a positive effect on well-being.

A mean of 1.21 to 2.00 indicates a very positive impact on well-being.

Effects of media use on the Thai elderly

Effects of media use on the Thai elderly



Spiritual effect

Media exposure helped the elderly improve their spiritual well-being the most by allowing them to understand the value of life and to live a more meaningful life.



Emotional effect

The second most significant improvement to older people's well-being was in terms of their emotional condition, brought about by their increased willingness to make sacrifices, which ultimately raised their self-esteem.



Social effect

The third greatest improvement was in their social well-being by aiding in the development of stronger interpersonal ties, and an increasing participation in self-development activities.



Physical effect

Media exposure also increased the physical well-being of the elderly (fourth most significant improvement) by encouraging them to exercise daily, and take better care of their gums and teeth.



Economic effect

Finally, the media play only a small role in making economic improvements for the elderly, whether in terms of income, savings, daily spending plan, or research before investment.

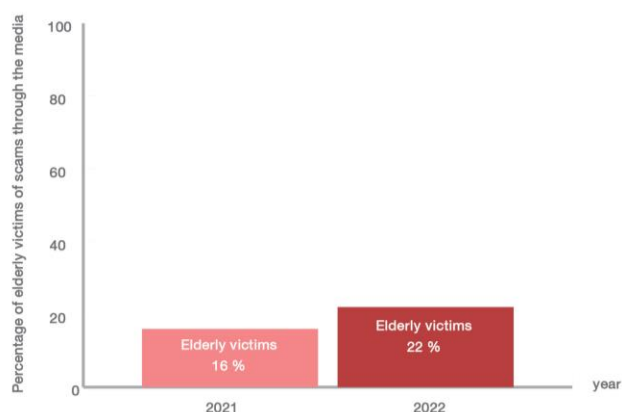


Relationship between length of media exposure to various topics and the effects on the Thai elderly's well-being

Aspect of media exposure	Physical	Emotional	Social	Spiritual	Economic
Interpersonal	High exposure, positive trend	Not statistically significant	High exposure, positive trend	High exposure, positive trend	Not statistically significant
Television	High exposure, positive trend	High exposure, positive trend	Not statistically significant	High exposure, positive trend	Not statistically significant
Radio	Not statistically significant	Not statistically significant	Not statistically significant	Not statistically significant	Not statistically significant
Online	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	High exposure, positive trend	Not statistically significant

Elderly's experiences of exploitation via the media _ _ _ _ _

The proportion of older people who believed that they had been victims of scams, exploitation misinformation or disinformation through various media appears to be increasing. From our sample, 440 older people out of 2,000 (22%) reported being victims of scams, misinformation, disinformation, and exploitation. This was a 6 % rise over the previous year.



The elderly most likely to be deceived via media had the following characteristics: female, aged 60–69, low education, middle-class, and living in the Northeastern and Northern regions.

Interpersonal and online media exposure posed a particularly high risk of deceit.

Entertainment, health, food, work, sports, and religion were among the media topics that most commonly led to Thai elderly being deceived.

The top three scam that elderly Thais tended to fall for remained the same as in 2021, but with a growing proportion: (1) buying low-quality products (46.14%); (2) making merits and helping people or animals (43.06%); and (3) buying drugs and healthcare products (30.23%).

The proportion of older people who were tricked into revealing their personal data surges up to 13.86%, which is much higher than that in 2021 (from 3.75% in 2021 to 13.86% in 2022). In contrast, the case of being tricked into investing was reported with a reduced proportion.

Story	Tendency	2022		2021	
		Percentage	Rank	Percentage	Rank
Buying products	↑	46.14	1	41.88	1
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