

K.H.C. WANG. *Innovation adoption model for the elderly people*. *Gerontechnology* 2012;11(2):205; doi:10.4017/gt.2012.11.02.413.00 **Purpose** Common-sense suggests that seniors have a negative attitude toward new technology products. Accordingly, many studies<sup>1-2</sup> show that seniors reject new technology products because of their physical aging and rapid psychological and social change. Furthermore, they may reject new technology products because they are complicated to operate. However, with their children's help and/or through peer influence, their concepts of accepting new technology products might be improved<sup>3</sup>. **Method** In this paper, by using the elderly innovation adoption model, innovated by Wang (2007)<sup>4</sup> as framework (Figure 1), we generate hypotheses and discussions from different angles such as the physical aspects, psychological dimension, social dimension, and technology aspects. These are believed to be the major factors influencing seniors' willingness to accept new technology. As far as the study method is concerned, this paper uses quantitative research and a total of 212 questionnaires were sent out to seniors living in retirement homes in Taiwan. The results are analyzed with AMOS-statistics analysis software. **Results & Discussion** The result shows that after analysis of SEM (structural equation modeling), with regard to the physical aspects, help by children significantly increases elderly people's intention to accept new technology products. Similarly, peer influence increased the willingness to accepting new technology products. This research results suggest that word of mouth and experience will be essential factors in promoting a new technology products for seniors in the future.

References

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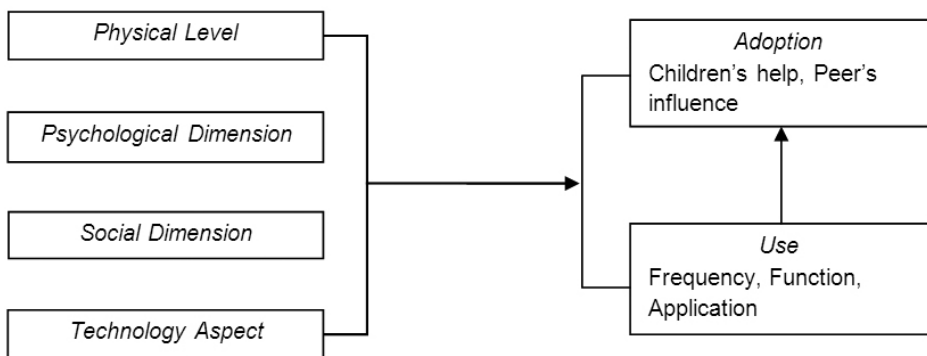


Figure 1. Elderly innovation adoption model