

C. OPPENAUER-MEERSKRAUT, U. TRAN, I. KRYSPIN-EXNER. **Internet use among older adults: Validity of the Technology Acceptance Model (TAM).** *Gerontechnology* 2016;15(suppl):52s; doi:10.4017/gt.2016.15.s.929.00

Purpose Research in technology acceptance of older adults has been enhanced by political and economic issues such as growing life expectancy and related increased needs for care as well as the detected purchasing power of the senior population. The Technology Acceptance Model (TAM)^{1,2} is one of the most cited and probably most simple model to explain technology adoption focussing on five core variables: Perceived Usefulness, Perceived Ease of Use, Attitudes, Behavioural Intention to use and Actual System Use. Since the majority of TAM literature focused on employees, managers, professionals or students³ this study investigated the validity of the TAM for older adults and the contribution of further variables such as health and psychological needs and motivational strategies. **Method** 471 older persons from age 60 to 84 (57% female, 43% male) participated in Austria, Germany and Switzerland in the online survey. Participants were asked about demographic data and Internet use, and had to fill out a number of questionnaires necessary to investigate the hypotheses: TAM with social norm and personal innovativeness items, WHOQOL-BREF⁴, WHOQOL-Old⁵, Basic Psychological Needs Scale⁶, and a SOC questionnaire⁷. **Results & Discussion** Factorial validity of the used measures was evident in respective structural analyses. Results of the Structural Equation Model (SEM) confirm expected relationships between original variables of the TAM. Besides validity of the TAM for older adults, influence of the hypothesized variables social norm, personal innovativeness, psychological needs and motivational strategies could be demonstrated. Since the majority of participants reported high levels of subjective health and quality of life, health needs only played a minor role with regard to the TAM. In order to validate the presented results further studies are necessary with different groups of older adults testing the applicability of the research model to various technologies. Nevertheless results of this study will contribute to a better understanding of technology adoption of older adults. Influence of the tested psychological variables motivation and needs has demonstrated that not only the classical TAM variables are necessary to explain the complex issue of technology acceptance. Since this study provides no information about other life relevant goals in the context of the SOC model besides Internet use, further research is needed to highlight the relevance of Internet use compared to other subjective relevant goals in old age.

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