

K.H.C. WANG, H.M. YU. *A study on elderly people's adoptive behavior toward the IPTV in Taiwan. Gerontechnology 2010;9(2):338*; doi:10.4017/gt.2010.09.02.189.00

Purpose With the rapid growth of aging and technology development, elderly people are gradually used to applying many different kinds of new technology products, such as IPTV¹, to support their daily life. Chunghwa Telecom² introduced IPTV to Taiwan by providing MOD³ (Multimedia on Demand) service to our community in 2003. The programs of MOD are very diversified and include movies, dramas, sports, games, educational programs, music, adults, financial services, karaoke and leisure information that could meet the needs of people's daily life.

Method Under the framework of a qualitative study, this research is based on the technology acceptance model⁴ (TAM) to collect data by using in-depth interview and observation methods. Research samples are collected through Chunghwa Telecom employees, including personnel from departments of customer service, maintenance, product expansion and marketing, who have had personal contacts with elderly users (both current users and potential users).

Results & Discussion The factors of elderly people who use MOD can be divided into four aspects (Figure 1): motivation of adoption, obstacle of adoption, user attitude and product characteristics. Motivation of adoption includes cognition of MOD, living companion, curiosity, learning motivation and influence of peers. Obstacle of adoption contains user interface, economic capability and using habits. The attitude of user indicates personality, interest, education and internet using experience. The product characteristics include program contents and product price. In general, this study showed the needs and viewpoints of elderly people toward digital life, especially in the area of IPTV usage. The results not only can strengthen the potential use of new technology products by the elderly, but also provide useful reference in management to Chunghwa Telecom in the future.

References

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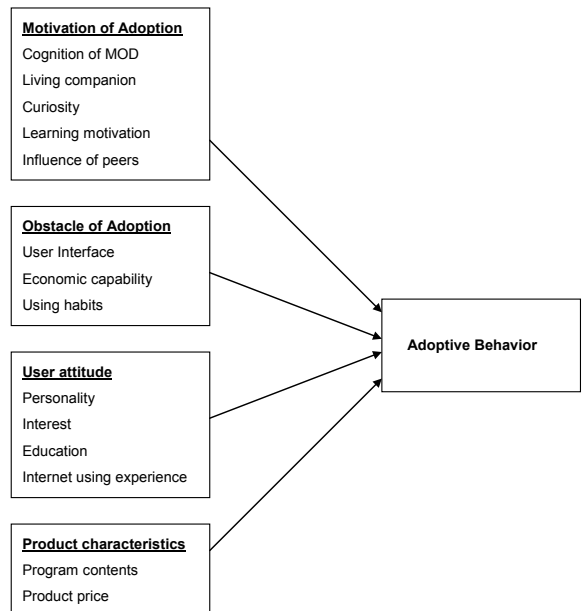


Figure 1. Research framework