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## How Older adults' Moments Sharing in SNS Contributes to Their Subjective Well-being?

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# How Older adults' Moments Sharing in SNS Contributes to Their Subjective Well-being?

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## 1. INTRODUCTION AND RESEARCH QUESTIONS

WeChat is the most popular instant messaging tool in China[1].The rapid expansion of technology and the increasing possibilities it offers are inextricably linked to concerns about the possible consequences of barriers to the adoption of new technologies[2]. In the 21st century, population ageing has become a global trend[3]. Although China has entered the population ageing, the older adult consumer group has not received enough attention. Social governance of the aged is of great significance to social development. Therefore, the mental health of the older adult should be promoted so that they can live a peaceful and happy life in their later years[4].

As people age, older people may experience more social exclusion[5], because retirement can lead to dramatic changes in later life, and older people begin to disengage from society. Recently, older adults have shown a special enthusiasm for adopting social media in daily life. Social media enable older adult people to connect with a larger network of contacts to observe friends and family members' status updates, and to express themselves to others online, which may play a role in promoting happiness in old age. So it's worth investigating how social media has changed the lives of these people (Rui, Yu, Xu, & Cui, 2018).

## 2. THEORY AND RESEARCH FRAMEWORK

Based on the theory of use and satisfaction, the hypotheses and research framework are proposed herein (Figure 1).

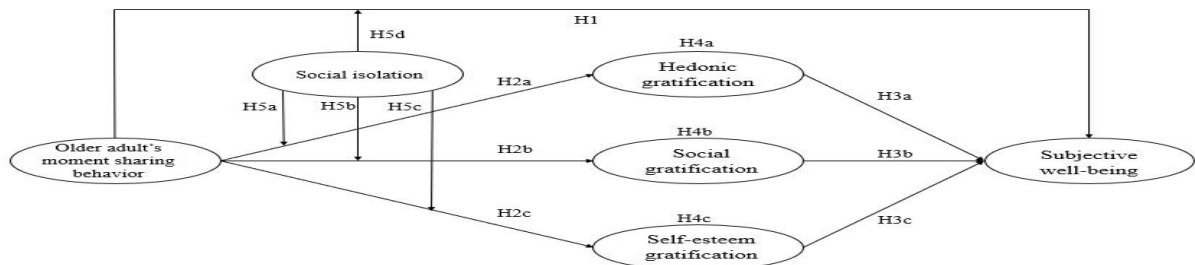


Figure 1. Research framework

The questionnaire was mainly collected offline, mainly for the older adult, mainly related to the location of Nanjing, a total of 226 valid questionnaires were collected. In the questionnaire collection, most of the older people we met couldn't see the paper questionnaire we provided because of their health, so we would ask the older people in the form of a question and answer, and fill in the data directly into the questionnaire star.

## 3. RESULTS AND MAJOR FINDINGS

This study observed some valuable and interesting findings: (1) Older adult's moment sharing behavior has a significant effect on hedonic gratification, social gratification, self-esteem gratification and subjective well-being. (2) Social gratification and self-esteem gratification have a significant effect on subjective well-being. (3) Social isolation will moderate the effects of older adult's moment sharing behavior on their perceived hedonic gratification, social gratification, as well as self-esteem gratification. (4) Social isolation doesn't moderate the effects of older adults' moment sharing

behavior on subjective well-being. Education background, age and other control variables have no effect on the subjective well-being of the older adult. (5) Adult's moment sharing behavior do not affect subjective well-being through hedonic gratification, while it can affect subjective well-being through social gratification and self-esteem gratification.

**Table 1. Table captions should be placed above the tables.**

Hypothetical path	Standard Path	T	p
H1: OAMSB→SWB	0.223	2.398	0.017
H2a: OAMSB→HG	0.754	16.691	0.000
H2b: OAMSB→SG	0.629	10.533	0.000
H2c: OAMSB→SEG	0.728	15.045	0.000
H3a: HG→SWB	0.166	1.757	0.079
H3b: SG→SWB	0.221	2.587	0.010
H3c: SEG→SWB	0.333	3.641	0.000
H5a: SI→ (OAMSB→HG)	0.213	3.351	0.001
H5b: SI→ (OAMSB→SG)	0.212	2.919	0.004
H5c: SI→ (OAMSB→SEG)	0.137	1.986	0.047
H5d: SI→ (OAMSB→SWB)	0.115	1.922	0.055

#### 4. CONTRIBUTIONS

Our research not only enriches the research on moment-sharing behavior and subjective well-being of the older adult but also emphasizes the moderating effect of social isolation and promotes the exploration of the theory of use and satisfaction. Enterprises should pay attention to the needs of the older adult, according to demand to produce satisfactory products, to get more older adult users. Enterprises should pay attention to the aging of the products when making social software, and add a function that can satisfy the self-display of the old people in the software, so that the old people get more attention, to enhance the subjective well-being of the older adult. In addition, this study was limited to the older adult in Nanjing, and the empirical results may be limited.

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