

A Study on the Emotional Values of the Smartphone Use of the New Silver Generation: Focusing on In-depth Interviews

Huh, Won Whoi

*Huh Won Whoi, Department of Multimedia Engineering, Sungkyul University,
Kyonggi-Do Anyang, South Korea*

E-mail: wonwhoisungkyul.ac.kr

Abstract

Currently, as the convenience and usability of smart phone services strengthens along with the development of mobile devices, it has become necessary to take a new approach towards the process of acceptance of mobiles among the new silver generation. Rather than focusing on the physical function, it is necessary to understand them from an emotional perspective. This is because the supply and proliferation of smart phones is only possible when the services considering user's characteristics and needs are well established. Therefore the study verified the quantitative factors through qualitative methods such as in-depth interviews on the new silver generation. If the emotional values of the new silver generation are integrated not only with the contents and external design but also mobile device technology, this research will become the starting point for researches on the utilization plan for smart phones reflecting the emotional values of the new silver generation.

Keywords: Silver generation, Emotional Value, Smart phone, In-Depth Interview

Copyright © 2015 Huh, WonWho. This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

1 Introduction

As the current average life span of Korean people is over seventy-five, when defining those over the age of fifty as seniors, it can be concluded that more than a third of the Korean people are seniors (Moon, 2005). However, the current status is that there are not

enough studies related to the needs analysis or development strategies for the new silver generation, which are the fundamental areas for the development of mobile services. In order to produce a product that is more easily accessible and satisfying, the consumer characteristics and needs must be considered in advance (Kim, 2012). Therefore, a qualitative research on the emotional values of the silver generation will provide a basis for understanding their needs in services and devices. Also it is expected to become the starting point for researches on the development of mobile device technologies, services, and utilization plans.

2 Research Purpose

Values of new silver generation include not only cognitive and behavioral components but also emotional components. Based on the emotional values extracted through factor analysis of previous studies, qualitative analysis was made by conducting in-depth interviews among the silver generation, in order to overcome the limitations of quantitative analysis of previous studies. This research aimed to verify the quantitative factors through qualitative methods, by conducting in-depth interviews among the new silver generation.



Fig 1. Emotional Value Factors of the New Silver Generation Derived from the Factor Analysis of Previous Studies (Huh, 2012)

Whenever new media appeared, the research on acceptance of the new media started from understanding the media environment, the properties of the media, and the active users utilizing the media. In this context, the significance of this research is in that it examines the fundamental process that derives the emotional values deeply situated in the inner status of the new silver generation regarding the use of mobile device, by verifying the emotional value factors of the new silver generation through in-depth interviews from a qualitative perspective, which is an approach that has not been used on smart phones in the past.

3 Methodology

This research redefined the emotional values based on the factor analysis and in-depth interview; and examined the fundamental process that draws the emotional values, which are situated in the deep inner side of the new silver generation regarding the use mobile devices, through in-depth interviews. First of all, the in-depth interviews were conducted based on the literature review focusing on the precedent studies and the factor analysis results of precedent studies of this research. In-depth interview is a method that can induce the participants to answer freely about the research topic through verbal communication within their daily experiences and thoughts, and to express their perspectives on information, opinions and beliefs. Therefore, it will be possible to pursue the research question with the ample information acquired through qualitative interview methods with a small number of participants selected via intentional sampling, and large amount of material from various areas.

4 Verification through Qualitative Research Methodology

4.1 In-depth Interview

Qualitative research through in-depth interview has been chosen as there are limitations in that it is difficult to achieve validity for statistical generalization through the normal survey method in the case of the new silver generation smart phone user group. This is because it is difficult to reach enough representative sample population through random sampling among this group. Especially, as the new silver generation is in the middle stage between the young and elderly, it can be seen that they have physical and psychological characteristics that differentiate them from the normal users. Thus qualitative methodology seems appropriate to approach the emotional values of the new silver generation.

4.2 Selection and Characteristics of In-depth Interview Participants

The in-depth interviews were conducted based on the results of the factor analysis on emotional values found in the precedent studies. In general, for sample selection of interviews, researchers select people who do not have the experience in the related research field. Therefore, among the new silver generation smartphone users with the age range of 55-60, residing in Seoul, this research selected samples with the following standards.

- The new silver generation living in Seoul with the age range of 55-60.
- Person with high smartphone utilization
- From the physical properties, the new silver generation with different levels of income and academic background has been selected

The interviews were carried out from February 10th, 2014 to February 25th, 2014; and the interviews were each 3-4 hours long. Before the interviews, operational definition of the smartphone was made to eliminate the confusion concerning language. The interview subjects were in total 13 participants: 8 male and 5 female participants. The average age was 56. The level education varied: 7 participants completed graduate school, 3 participants completed four-year degree at a college or university, and 3

participants completed high school. All of the participants, with one exception, resided in houses owned by their family. Regarding jobs, 4 participants had professional jobs; 4 participants, management/office jobs; 3 participants, no job; and 4 participants, others. Regarding religion, there were 8 Protestant Christians; 3 Buddhist believers, and 1 Catholic Christian. Regarding the number of smart phone application usage in a week, 2 participants used applications less than 5 times and 11 participants used more than 5 times.

4.3 In-depth Interview Contents and Procedures

The in-depth interview was conducted based on the 14 emotional values of the new silver generation derived from the researcher's precedent studies. The researcher, having full awareness of the research question and knowledge, made improvised decisions regarding the contents, form, scope and order of the questions in the interview process. Also supplementary questions were added to acquire thorough answers from the interviewees, depending on the response and context. Through a structured survey for in-depth interview, various opinions were acquired while minimizing bias and the survey plan was materialized considering the group characteristics of the selected interviewees. Regarding the contents of the interview, the purpose of the research was explained first, and an interview guideline on the emotional values of the new silver generation was constructed. The interview contents were in the form of open-ended questions and an unstructured interview was conducted. The order of the interview is as follows.

- Explain the purpose of interview and procedures
- Ask to be excused for taking notes on the interview contents
- Open-ended question
- Questions about the general characteristics of the interviewee
- Unstructured questions asked during the interview
- Closing comments

For additional confirmation or omission, the interviewees promised to cooperate through phone calls and emails. During the interviews, the purpose of the questions was to depict the experiences and opinions on the emotional values of the new silver generation among the in-depth interview participants.

Table 1. Questionnaire Items for the In-depth Interview

Questionnaire	Items
Self-effort and pride	<ul style="list-style-type: none"> - Are you proud of yourself? - Do you feel the fun and joy of life? - Are you spending your time on self-improvement? - What efforts do you make to form good relationships with other people? - What efforts do you make to have a stable life? - What efforts do you make to succeed in what you want to do? - How often do you use the internet?
Respect from others	<ul style="list-style-type: none"> - Do you believe that it is necessary to have close relationships and deep friendship with other people? - Do you pursue happiness and an optimistic life? - Do you want to take the central role in meetings? - What do you think about social honor? - What do you think about having various exciting experiences? - How much time do you spend to do activities with others?
Physical appearance and Extroversion	<ul style="list-style-type: none"> - What is your opinion on consuming popular brand products? - Do you want other people to think you as an elegant person?
External Factors	<ul style="list-style-type: none"> - How does the success of your children or grandchildren affect your life? - Does the TV have a positive influence on your life?
Social Participation	<ul style="list-style-type: none"> - Do you regularly exercise such as swimming, hiking or jogging? - Are you interested in social and economic issues?
Responsibilit	<ul style="list-style-type: none"> - What do you think about responsibility?
Capacity to Utilize Media and Information	<ul style="list-style-type: none"> - How much information do you receive from the media such as cable TV, terrestrial TV, etc.?

5 Research Results and Future Directions

5.1 Result Analysis of In-depth Interview

Regarding the items for 'self-effort and pride,' most of the participants seemed to have a high level of 'pride', and considered it important. There were differences on life satisfaction compared to the existing silver generation. The group of people, who participate in various volunteering activities or hobby activities, had higher level of satisfaction than the group of people, who do not participate in various activities. This implies that similar to the existing silver generation, the new silver generation must participate in activities that can decrease loneliness and solitude. Regarding the items

for 'respect from others', they were skeptical of receiving honor socially, and had priorities in receiving respect from surrounding people. Also, most of the respondents preferred to be No.2 or No.3 giving advices than taking the central role in gatherings. Moreover, they emphasized the importance of consideration and understanding to form good relationships with others. For the 'physical appearance and extroversion' items, the respondents somewhat agreed to the importance of make-up, but they constantly emphasized that too much is as wrong as to fall short. Concerning the 'external factors' items, the participants, based on their characteristics as the new silver generation, showed higher levels of utilization and satisfaction on existing media such as the TV, than on the internet. This is probably because the TV is more familiar and convenient to use. For the 'social participation' items, their interest in the society was focused on the news and economic issues, and they showed high will of participation. As in the 'self-effort and pride' items, this is because they have high interest in investment and economic stability. For items concerning 'willingness to learn,' all respondents pointed out self-improvement as an important factor, and they were willing to put continuous effort to prevent degradation in the society. Regarding the items for 'responsibility,' ethics and manners were the keywords. Most of the respondents answered that to consider others is ethics and manner. In addition, they had many worries concerning the immoral problems occurring in our society these days. Concerning the 'capacity to utilize media and information' items, the participants perceived the importance of the internet, but not even half of the participants understood the basic functions needed for practical usage. The analysis data of this research was acquired through interviews. Through the process of documentation, the recorded contents of the interview participants were transferred to the computer before analyzing the data. The process of data analysis was based on Irving Seidman's methods (Park & Lee, 2009). First, read the contents of the profiles of research participants. Then important and interesting parts are marked, and then the contents are reduced, systematizing the contents into different categories. Also, after finding connections and patterns that could be considered as themes, explain and interpret the relation between different categories to suggest solutions

5.2 Future Directions

If the emotional values of the new silver generation are integrated not only with the contents and external design but also mobile device technology, this research is expected to become the starting point for researches on the utilization plan for smart phones reflecting the emotional values of the new silver generation. Also, the results of this exploratory research will become the foundation for setting hypotheses and constructing research models on the emotional values of the new silver generation. Moreover, from a practical perspective, it can be utilized for not only establishing differentiated development strategies but also for marketing by considering the emotional factors that influence smart phone acceptance (Lee, 2012).

In future studies, it is necessary to discuss the specific methods of mobile usability of the new silver generation integrating the in-depth interview results among the new silver generation conducted to enhance mobile usability.

References

- [1] Lee, K.L., “The social activities of Korean elders. *Andragogy Today: Interdisciplinary*” *Journal of Adult & Continuing Education*, 5,2,(2002), 1-22.
- [2] Kim, B.S., et al., “Silvercare service utilizing mobile devices” *The Institute of Internet, Broadcasting and Communication*, 9,3,(2009), 225-232.
- [3] Jeon, J.W., “Research on the behavior of dinging: out consumption of a new silver generation” Doctor’s thesis),(2008), Kyonggi University, South Korea.
- [4] Hansen, Cottle, Negrine & Newbold, “*Mass Communication Research Methods*”, (1998), Palgrave Macmillan.
- [5] Huh, W. W., “A Research on Utilization Plan Applying the Smartphone Acceptance Factors of the Silver Generation”, *ASTL* 43, (2013), 158-161.
- [6] Moon, K.M., “Capture the self-centered consumer sentiment”, (2005), *LG Weekly Economic*.
- [7] Kim, Y. J., “Exploratory Study on Acceptance Intention of Mobile Devices and Applications for Healthcare Services”, *JKCA*,12,9,(2012),369-379.
- [8] Huh, W. W., “Research on the Emotional value factors of new silver generation”, *Society of Design Convergence*, 34, (2012), 3-12.
- [9] Cho, J. E., “Expanded reproduction of digital divide”, *Journal of Korean Sociological Association*, 48,5, (2014), 211-242.
- [10] Park, H. J., et al., “Interviewing as Qualitative Research 3”,(2009), Hakjisa.
- [11] Lee, D. B., “Research on the smartphone acceptance of elderly based on their characteristics of smartphone use and demographics”, *Masters Thesis*, (2012), Hanyang University.
- [12] Huh, W. W., “A research on the emotional values of the new Silver generation in mobile usage”, *ASTL*, 90, (2015), 48-51

