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## **The Utilization of Social Media Websites by Senior Citizens and its Correlation with their Level of Social Alienations<sup>(\*)</sup>**

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### **Abstract**

This study aimed to explore the correlation between senior citizens' use of social media platforms and their sense of social alienation. It considered various factors, including the intensity of platform usage, number of children and grandchildren, gender, age, and social status. The researcher selected a purposive sample of 300 senior citizens who use social media platforms. The findings indicate a high intensity of social media platform usage among the participants, with WhatsApp being the most frequently used platform, followed by YouTube. The sense of social alienation was found to be low among the study subjects. The correctness of the assumption, mentioning that there is a statistically significant difference between the intensity of social media platform usage by Senior Citizens and the level of social alienation among them was confirmed. Additionally, a positive correlation was observed between the motives behind senior citizens' use of social media platforms and their sense of social alienation.

**Keywords:** Social Alienation - Senior Citizens - Social Networking Sites.

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<sup>(\*)</sup> The Paper was received on December 27, 2023, and accepted for publication on March 14, 2024.