

THE SURVEY ON DIGITAL ADAPTATION AMONG SENIOR CITIZENS

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ABSTRACT

In the last two decades we are witnessing revolutionary digital transformations. Impact of Digitization is felt in almost every field. This sudden transformation has affected the life of all the senior citizens. There are both positive and adverse effects of the digital transformation on the senior citizens. Those who have adapted to the digital transformation see this as a blessing. But digitization has also left the less adaptive senior citizens in dismay, adding to their hardships of age. This paper attempts to understand the perception of the senior citizens about the digital transformation and their level of adaptation to digital changes. A survey of 99 senior citizens on their digital adaptation has been surveyed and presented in this paper.

KEYWORDS : Digitization, Digital transformation, senior citizen