

## A Research on the Mobile Usability for the Emotional Values of the New Silver Generation

WonW Choi Huh

<sup>1</sup> WonW Choi Huh, Department of Multimedia Engineering, Sungkyul University, Kyonggi-Do Anyang, South Korea

**Abstract.** In the current situation in which the necessity of mobile services for the new silver generation is increasing due to the aging society phenomenon in Korea, this research approached the subject of mobile usability from the emotional perspective not from the perspective focusing on the inconveniences caused by physiological functions. Based on the value factors derived from the factor analysis of the researcher's precedent studies, the purpose of this research is to explore, through in-depth interviews, the emotional value factors, which have major influence on the mobile use among the new silver generation.

**Keywords:** New Silver generation, Emotional Value, Smart phone, Mobile Usability

### 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). Due to the aging phenomenon of the population, the senescence stage after retirement takes up from 20 to 30 years of the life span. In this context, as a change in the company environment, the senior consumer group is receiving attention as a new opportunity for business and there are increasing expectations concerning the potential of the silver market.

Considering the current phenomenon in which the silver industries for the elderly is drawing attention in other industrial fields, it can be presumed that the silver generation will become a major consumer group for the mobile products such as small electronic devices in the IT industry as well. In this sense, the importance of mobile service for the new silver generation is increasing. However, up to now, studies related to mobile services for the silver generation, conducted in Korea, has mainly focused on the user interface design development area. The current status is that there are not enough studies related to the needs analysis or development strategies, which are the fundamental areas for the development of mobile services. Therefore, in this current situation, the necessity of research related to the development of mobile services for the new silver generation can be emphasized. For these reasons, the purpose of this research is to investigate the emotional factors influencing the use of smartphones among the new silver generation as a new cultural consumer group, through the qualitative in-depth interview method.

## **2 Research Purpose**

Smartphones show two technological tendencies: extension of function and miniaturization of device size. As small-sized screens and limited number of buttons bring about difficulties in performing the functions of smartphones, usability and usefulness of the device are requisitions for the effective use of the product (Lindholm & Keinonen, 2003). The development of technology and homogenization of the product quality decrease the differences in the functions among different products. Therefore the emotional value factor has even greater direct influence on the decision making of product consumption.

The new silver generation users, who are also the baby boom generation, have different lifestyle characteristics compared to the existing silver generation. Smartphones targeting the new silver generation must be approached with style that can allow them to enjoy a refined and classy phone culture, rather than focusing on the inconveniences caused by their physiological functions. Also it must also be approached from a perspective considering the hobbies and emotions of the user (Kim et al., 2011). Therefore it is necessary to comprehend their values and, based on the analyzed values, the lifestyle types should be categorized in order to perceive individuals as the main agent of life and achieve a general understanding (Kim, 2009). Such values include not only cognitive and behavioral components but also emotional components.

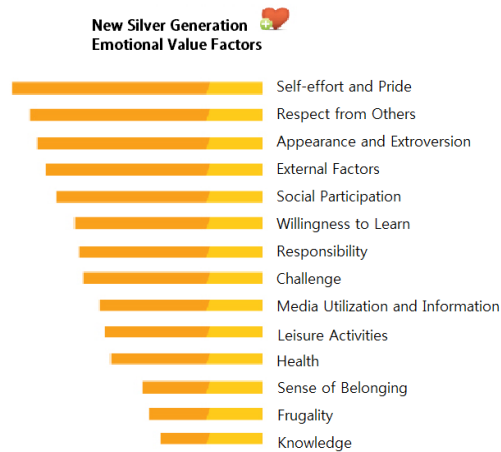
As the necessity of mobile services for the new silver generations is drawing attention along with the aging society phenomenon, in this research the mobile usability has been approached from an emotional perspective rather than focusing on the inconveniences influenced by physiological functions of the new silver generation. The purpose of this research is to study the emotional value factor that has major influence on the use of mobile among the new silver generation, by conducting in-depth interviews based on the value factors found in precedent studies. Also based on the understanding of the emotions, values and experiences of the new silver generation, the decision factors for mobile acceptance have been investigated, focusing on smartphones, which is a representative convergence media.

## **3 Research Methods**

The change of values, emotions, and lifestyles of the new silver generation, which occurs along with the change of media environment, influence the users' use and fulfillment of smartphones. The spread of smartphones was achieved in a short period of time, and consequently the actual users are age groups from teenage to those in their thirties. Although the gradual spread is also observable among the silver generation, currently there are not many active smartphone users among the new silver generation. Due to these conditions, there are some limitations to the research on the new silver generation smartphone users.

Therefore, in this research, the values of the new silver generation have been redefined as emotional values based on the factor analysis and in-depth interviews. Also the fundamental process that leads the emotional values, which are situated in

the deep inner status of the new silver generation regarding the use of mobile device, is investigated 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.



**Fig. 1.** The emotional value factor of the new silver generation derived from factor analysis of precedent research

Qualitative research through in-depth interview has been chosen as the methodology because qualitative research allows the researcher to attain not only simple answers but specific information regarding opinions, motivations, assessments and interpretations. Also the researcher is able to observe the cultural characteristics, and can induce the participants to answer freely within their daily experiences and thoughts (Hansen, Cottle, Negrine, Newbold, 1998). In addition, 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 Research Results and Future Suggestions

Through the emotional value factor of the new silver generation, this research searched for an alternative with the emotional approach that can converge with the technological aspects of mobile devices, and not from the approach focused on overcoming their physiological limitations. The significance of this paper is in that the emotional values deeply situated in the inner status of the new silver generation

regarding the use of mobile device were successfully derived through in-depth interviews.

Also, the meaning, scope and application of the emotional values of the new silver generation regarding smartphones, were studied through interviews. By reflecting the influence of emotional values of the new silver generation with the purpose to enhance mobile usability, this research suggests an integrated method that can connect not only the contents and design but also the mobile device technology and emotional values. In this sense, this will become the starting point for future research on smartphone utilization plans for the new silver generation.

The ultimate goal of the research is to apply the emotional values of the new silver generation in accord with the trend of mobile devices, understand the needs of the new silver generation that can enhance their participation and satisfaction, and to resolve their needs. At the same time, by creating a new business model applicable to the new paradigm of mobile device (smartphone), this can help companies to take advantage in advancing to new business areas.

In future studies, it is necessary to integrate the various precedent studies, which were conducted to enhance the usability of mobile devices, with the in-depth interview results of the new silver generation. Based on the findings, specific methods for the new silver generation's usability of mobile devices must be developed and discussed further.

## 5 References

1. Kim, J.S. et al. Segmentation of aging group for the development and research of universal design. *The Korean Society of Design Culture*, 17(1), 118. (2011).
2. Kim, et al.: Silvercare service utilizing mobile devices. *The Institute of Internet, Broadcasting and Communication*. 9(3), 225-232. (2009).
3. Kim, H.N.: Lifestyle, consumption value and consumption behavior of the baby boom generation. (Master's thesis) Ewha Womans University, Seoul, South Korea. (2009).
4. Jeon, J.W. Research on the Behavior of Dinging: Out Consumption of a New Silver Generation, (Doctor's thesis). Kyonggi University, South Korea. (2008).
5. Lindholm, & Keinonen, Harri Kiljander. *Mobile Usability*, McGraw-Hill. (2003).
6. Hansen, Cottle, Negrine & Newbold. *Mass Communication Research Methods*, Palgrave Macmillan. (1998).
7. Huh, W.W. et al.: A Research on Utilization Plan Applying the Smartphone Acceptance Factors of the Silver Generation. *ASTL*, 43, 158-161. (2013).
8. Moon, K.M.: Capture the self-centered consumer sentiment. *LG Weekly Economic*. (2005).