

## Elders and the Use of Mobile Phones in Romania

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# Premises

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- Age plays a role regarding the adoption and the use of mobile phone ([Lenhard, 2010](#))
  
- Romania belongs to Cluster 4 – below the average use of mobile telephony (see [Fernandez-Ardevol, 2010](#))  
78.7% users  
62.5% users, age 55-64  
35% users, age 65-75
  
- Among the investigated population we will find differences on several factors:
  - age cohort (<65; >65)
  - level of education
  - gender
  - residential status

# Selection axes

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	<b>Women</b>		<b>Men</b>	
	<b>60-65</b>	<b>66+</b>	<b>60-65</b>	<b>66+</b>
<b>Secondary level of education (&gt;8 years of school)</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>College education</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>

# Results

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1. Frequency of MP use and the relation with fix phone/  
internet
2. Habits – behavioral patterns in MP use (*when? Where?  
how? with whom?*)
3. MP services
4. History of using MP
5. Advantages and disadvantages of MP

# 1. Frequency of MP use and the relation with fix phone/ internet

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- They prefer using MP (more the 2/3 of their conversations); they are called more
- call ranges from short interventions to long confessions – 30 minutes
  
- Fix phone – for long conversations
  - with relatives
  - after 6 p.m. and in weekends
  - with relatives abroad
  
- Internet – rarely – Skype, Messenger – relatives abroad

## 2.Habits –When?

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- “The terror” of forgetting the MP
- Don't forget their birthdays!



## 2.Habits –Where?

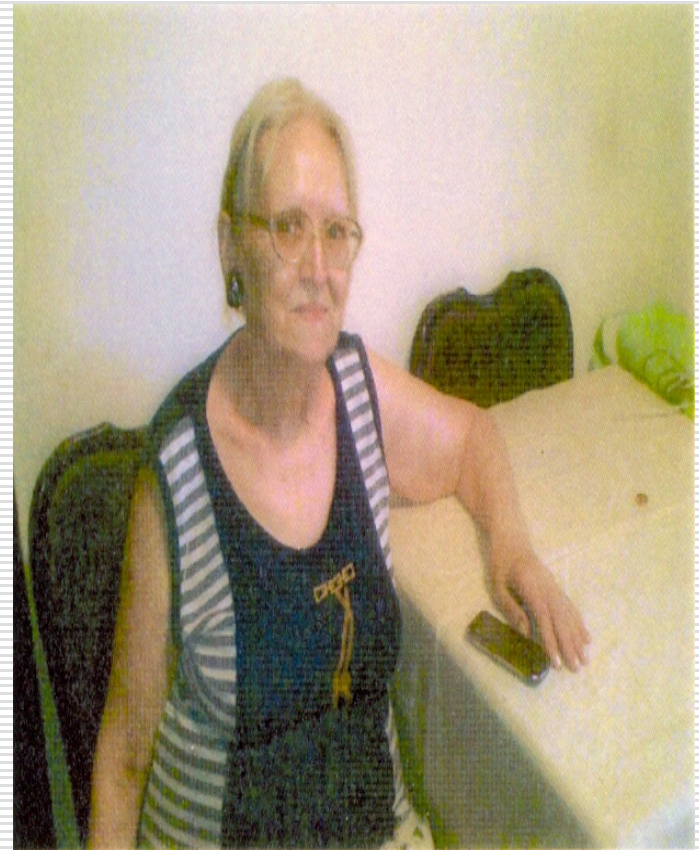
- ❑ Talking in the bus
- ❑ Public transportation and MP – what a “respectable” person should do



## 2.Habits –How?

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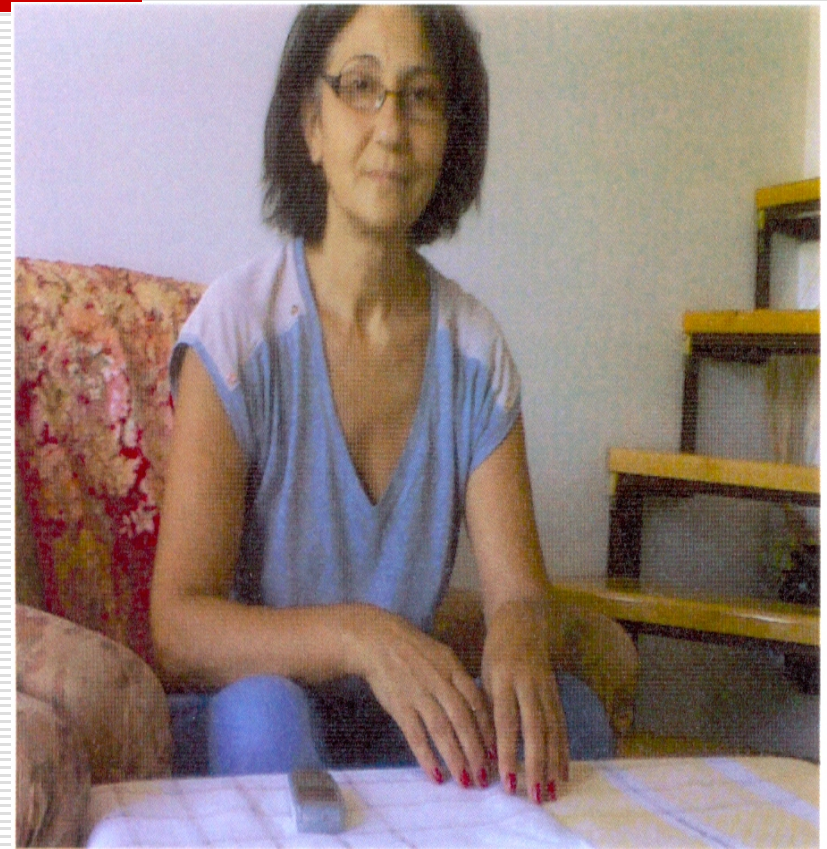
- ❑ Men- stick to short conversations, coordination, direction
- ❑ Women – longer conversations, support, confessions
- ❑ Difference between still-working people and those retired in pension
- ❑ Assisted users (in different levels)
- ❑ Depended users – in country-side





## “Subdue” the telephone

- ❑ Lack any skills in the beginning
- ❑ Users in the country side – dependent users and collective users



# Habits – with whom?

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- ❑ Family
- ❑ Friends and colleagues
- ❑ The terror of advertising
- ❑ Other assistants



### 3. MP services

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- ❑ Mainly calls
- ❑ SMS – for the 60-65 cohort
- ❑ Clock Alarm and calendar
- ❑ Photos – 60-65 cohort, high educated
- ❑ Only one person (man who used to have a job in electronics) reported using more services-games
- ❑ One person-(woman,63)-music and hands-free

## 4. History of using MP

- ❑ old phone given by their children
- ❑ first phone was most of the times an old phone give as a present
- ❑ one reported buying himself, after a difficult situation
- ❑ children stressed on them to have a phone



# Advantages and disadvantages of MP

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- Possibility to save a difficult situation
- To be mobile
- Useful for work
- Useful for talking with children and young generation
- The possibility to get ill
  - cancer
  - visual problems
  - hard problems
  - brain damages
  - general negative influence on health
- Charging the battery

# Insights for an extended research

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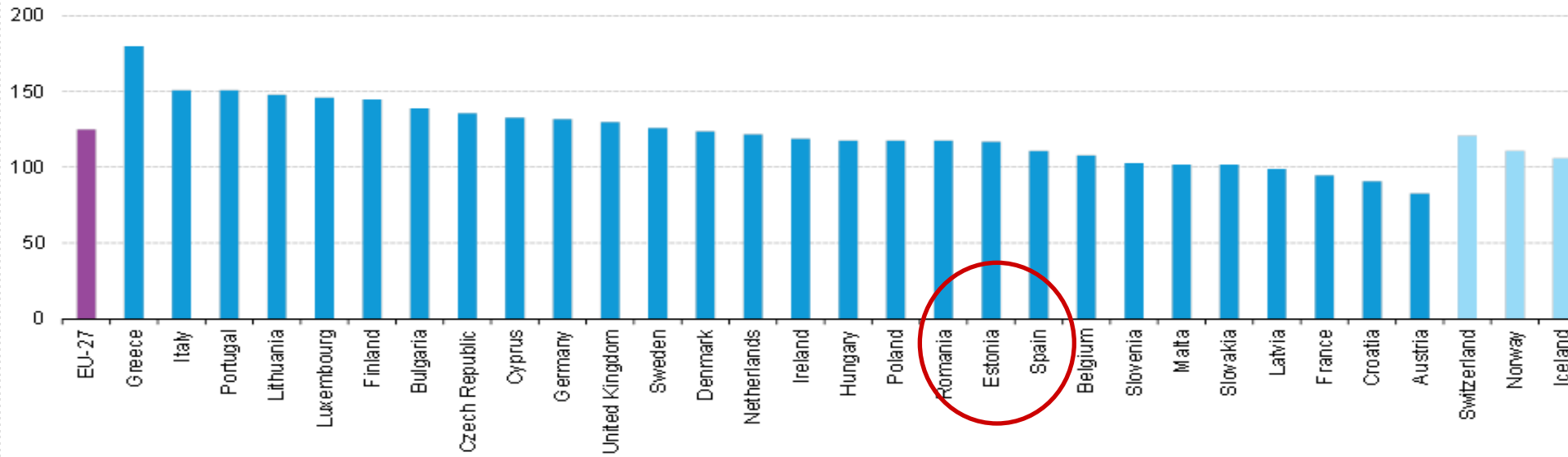
- ❑ The occupational status could be an important variable
- ❑ The use of the MP in rural areas seems to follow a different pattern
- ❑ Generalized positive attitude toward MP together with some worries about the MP' impact on health
- ❑ Different patterns: Rural-small towns-large cities

## Eurostat data 2014 – putting data into context

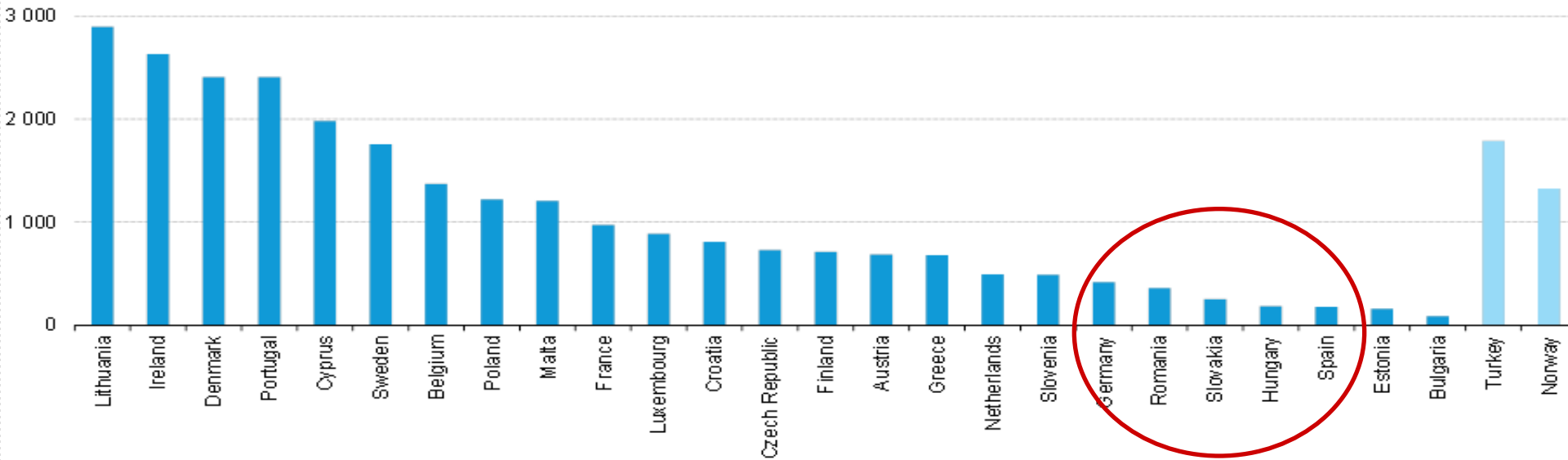
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- ❑ Almost two-thirds (65%) of the EU population between 16 and 74 use the internet daily in 2014, compared with less than a third (31%) in 2006
- ❑ One in 3 people never used internet in Romania, Bulgaria and Greece
- ❑ Romania (39%), Bulgaria (37%), Greece (33%), Italy (32%), Portugal (30%)
- ❑ Denmark (4%), Luxembourg (5%), Finland, Sweden and UK (6%)
- ❑ Daily users in Romania – 32%, whereas in Denmark (85%)
- ❑ Compare to 2014 the internet use increased in all EU states with 20%

Mobile subscriptions (per 100 inhabitants)



Average number of SMS messages sent (per inhabitant) (1)







Internet access of households

