

AI for Boomers: Innovative Strategies for Improving Digital Media Literacy Among the Pre-Digital Generation

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ABSTRACT:

Introduction: The Boomer Generation or Baby Boomer is a generation group born between 1946 and 1964, after the end of World War II. The term "boomer" comes from the word "baby boom," referring to the large spike in birth rates that occurred during that period, especially in Western countries such as the United States, but also had a global impact, including in Indonesia. This study aims to analyze innovative strategies for the baby boomer generation in using digital literacy.

Method: This study uses a library method approach by analyzing and comparing various reference materials, including theses, news, statistical data and other scientific research results, which are expected to provide increasingly developed methods in the use of digital literacy by the baby boomer generation.

Results: This study produces 3 main points, namely: 1. The challenges of digital media literacy faced by the baby boomer generation, where in this generation there are certainly some who have limited access to technology, especially in terms of economy to the emergence of the term "technophobia". 2. The potential for AI-based solutions, one example of which is a hybrid training model that combines the use of AI and human facilitators has proven to be more effective. 3. Social and ethical implications, one of which is by involving interactions between the younger generation and the elderly, has strategic value in building a more inclusive communication bridge, online community forums, and contextual and adaptive training curricula to the needs of elderly participants.

Discussion: This study shows that the community Implementation to improve digital literacy for the elderly can be carried out through various activities and initiatives, namely training or workshops, establishing partnership programs between students, academics, or professionals in the field of technology with the elderly community, a collaborative approach with the government and non-profit organizations, and creating a supportive physical environment.

Conclusions: Digital literacy in the baby boomer generation is very much needed to support all their daily activities in facing today's digital era. Intense and active interaction with technology certainly opens up great opportunities in various aspects of life, such as accessing health, communicating with siblings, family and relatives, and accessing information to help with various daily activities without depending on others. To improve digital literacy in the elderly, of course, various strategies must be used, starting from simple things such as family involvement in supporting the improvement of technology use skills in the baby boomer generation. Other activities that can be carried out can also be in the form of digital literacy training workshops for the elderly to foster trust in technology, conducting partnership programs with government support where the wider community can take part in this step by providing a supportive environment.

KEYWORDS: baby boomer; seniors; digital literacy; digital literacy strategy

I. INTRODUCTION

Amidst the rapid development of information technology, not all segments of society can easily keep up with the pace of change. One group that often lags behind is the pre-digital generation, commonly known as the baby boomers, who were born between 1946 and 1964. This generation grew up in an era when newspapers, radio, and television were the primary sources of information. Today, they are faced with a fast-paced and ever-changing digital world, from the use of smartphones, social media, to online services that have replaced many conventional activities.

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Unfortunately, not all of them possess the necessary skills or confidence to access and utilize technology optimally. This gap is not solely due to age but also because they lacked sufficient early exposure to digital technology compared to millennials and Generation Z. As a result, many feel alienated, confused, or even anxious when interacting with the digital world.

This digital literacy gap is not just a personal issue, but also concerns access to information, public services, and even social participation, which are increasingly shifting to the digital realm. If left unaddressed, this could widen the social inequality gap between generations. Therefore, it is important to design innovative strategies that can bridge this gap in an inclusive and empathetic manner, so that the pre-digital generation can also feel confident, safe, and comfortable in the digital world that increasingly dominates daily life.

As Berge (2011) stated in his journal article titled "Digital Natives and Digital Immigrants: Getting to Know Each Other," the baby boomer generation is digital immigrants, not digital natives. This is clearly evident in that technology is a new and foreign concept for the baby boomer generation, leading to the frequent spread of fake news (hoaxes) on social media (Abrar, 2020). According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia is currently growing at a rate of approximately 1.31%. By 2024, the number of internet users is projected to reach 221 million, with 50.9% being male users and the remaining 49.1% female users. Among the 79.5% of users surveyed by APJII, there are baby boomers as internet users, although their usage rate is not as frequent as that of millennials and Generation Z.



Figure 1. Results of a poll conducted by the Indonesian Internet Service Providers Association (APJII)

Sumber: www.survei.apjii.or.id

The development of digital technology in recent years has brought about significant changes in various aspects of life. One of the most notable innovations is the emergence of artificial intelligence (AI), which is now beginning to appear in various forms, from virtual assistants on mobile phones, recommendation systems on social media, to digital health services. AI is no longer just a futuristic concept, but has become part of the daily lives of modern society.

Interestingly, this progress also presents a significant opportunity to bridge the digital divide across generations. With AI's ability to be programmed to understand user needs, this technology has the potential to become a user-friendly, accessible, and customizable tool for everyone, including pre-digital generations such as baby boomers. AI can be designed to provide step-by-step guidance, translate technical jargon into simpler terms, and even offer personalized support akin to a study buddy.

This opens up new hope for cross-generational digital inclusion. With the right approach, technology does not have to be a barrier but can instead serve as a connecting bridge. AI can act as a partner helping older generations stay connected, engaged, and empowered in the digital age. Challenges certainly exist, but the opportunities offered are far greater if technology is developed and used with empathy and a commitment to supporting all age groups.

In today's information age, we live in a fast-paced and nearly limitless flow of data and communication. Digital media has become an integral part of daily life, from reading news, communicating via social media, to accessing financial or government services online. All of this offers convenience, but also brings new challenges that every individual must understand.

Today, understanding digital media is no longer an optional extra but a basic necessity. Society needs the ability to distinguish between accurate and false information (hoaxes), protect personal data security, and understand how to use social media wisely and responsibly. Digital privacy is also a critical issue, as without sufficient knowledge, individuals can become targets of fraud, data misuse, or even cyberbullying. These skills are part of digital literacy in today's world and are essential for individuals to live safely, actively, and critically in the ever-evolving digital world. Good digital literacy not only helps individuals protect themselves but also strengthens society in building a healthy, inclusive, and respectful digital space. Therefore, expanding digital media literacy for all groups, including the pre-digital generation, is an important step to ensure no one is left behind in this era of progress. Digital literacy is not just for the young generation but a right for all members of society living in the digital age.

II. LITERATURE REVIEW

Baby boomers are often described as a generation that believes in opportunities and is often too idealistic to make positive changes in life. They are also said to be competitive, highly optimistic, hardworking individuals who desire personal recognition,

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and believe in change and self-improvement. Other common characteristics used to identify baby boomers include a skeptical attitude toward authority, social reformism, a desire for excitement, and a commitment to lifelong learning (Abrar, 2020). The baby boomer generation (1945-1964) is also referred to as the defining generation because each individual has begun to shape the future, albeit on a very small scale. Currently, most members of the baby boomer generation are of advanced age and have begun to enter retirement. The increasing ease of use and utilization of technology has led to more jobs that no longer require significant physical effort, which has increased interest, particularly among this generation, in continuing to actively participate in the workforce by leveraging technology (Widagdo, 2016).

Kate O'Flaherty in Forbes highlights a study published in the journal *Science* involving over 1,750 adult Facebook users, where individuals over 65 are seven times more likely to share fake news on social media than those aged 18 to 29. Baby boomers are more likely to use the internet to seek health information, obtaining health information they cannot find elsewhere except online, and of course through social networks. However, according to a study published by CNN Indonesia, a study involving 3,500 Facebook users in the United States found that 11% of users aged 65 and above shared false information, while 3% of users aged 18-19 spread false information (Abrar, 2020).

Many users of online systems and social media are unaware of how misinformation is generated or spread, and thus they may unknowingly participate in the acceleration or distribution of this material. Furthermore, the more frequently someone is exposed to misinformation, the greater the likelihood they will spread it, as repeated exposure leads to increased trust in this information (Guess et al., 2012). Ultimately, a healthy democracy depends on a well-informed public, which is at risk of being undermined by this new flood of digital misinformation (Lewandowsky et al., 2012). The elderly are referred to as the final stage of the aging process (a process that all living beings inevitably undergo). Prawitasari (1994) argues that the age limit for the elderly is 65 years and above. As stated by Triwanti et al. (in Nuriana et al., 2019), an individual experiences gradual physical, mental, and social decline, making it difficult for them to perform activities or tasks in their elderly life.

During old age, an individual's condition naturally declines physically, psychologically, and socially, making it difficult for them to keep up with current technological developments, which increasingly utilize artificial intelligence (AI) technology. These limitations can hinder the elderly from leveraging the potential offered by digital technology in various aspects of life, such as communication, information, and social participation. Additionally, the inability to understand or adapt to digital technology developments also makes the elderly vulnerable to false or misleading information circulating online (Mayasari et al., 2022).

Digital literacy is an important key in facing the challenges of the ever-evolving digital world. By having good digital literacy skills, a person is not only able to adapt to technological changes, but can also utilize the potential of technology for personal and professional purposes. Therefore, it is important for every individual to continue to improve their digital literacy skills in order to optimize the benefits of digital technology and better face the challenges of the digital world (Sari et al., 2024).

To enhance digital inclusion and strengthen the participation of older adults in the technological era, efforts are needed to support them in acquiring the necessary digital skills. Comprehensive approaches, such as specialized digital literacy training programs for older adults, can help reduce the digital divide among them (Yu & Wang in Sari et al., 2024). Therefore, research on digital literacy among older adults holds significant relevance and urgency. With a better understanding of their level of digital literacy and the barriers they face, appropriate strategies and programs can be developed to improve digital literacy among the elderly (Utama et al., 2023); (Vavuris, 2021). The importance of digital literacy for the elderly is also related to access to health services. During the pandemic, many health services shifted to online platforms, including medical consultations, medication orders, and health monitoring. With digital literacy, the elderly can utilize technology to stay connected to health services without having to leave their homes, which can be crucial in ensuring their health remains intact (Kartikawangi, 2020). Digital literacy is also important in enabling the elderly to remain engaged in learning and self-development. With access to various information sources and online learning platforms, older adults can continue to develop their knowledge and skills, which can improve their quality of life and provide a sense of positive achievement. Thus, digital literacy is important for older adults to stay connected, healthy, and thrive in this digital age (Septiari & Suwandi in Sari et al., 2024).

Although there are many challenges and obstacles in improving the digital literacy of the elderly, with the right support and efforts from families, communities, and the government, it is hoped that the digital capabilities and skills of the elderly can be improved, thereby enhancing their quality of life (Harisanty et al., 2021). In addition, an elderly-friendly approach and the provision of easily accessible resources for learning digital technology will also help overcome these obstacles. This could include providing hands-on training, online tutorials, or community programs designed specifically for the elderly (Wambua et al., 2023). This will greatly benefit the elderly, allowing them to stay connected with family and friends, enjoy access to health services and information, and open up new opportunities to learn and participate in social and economic activities.

III. RESEARCH METHOD

The research conducted in this study used the literature review method. The literature review method is an important approach in academia for investigating and analyzing specific topics by relying on existing written sources. Information sources come from various studies, including theses, the internet, and other relevant sources. In practice, researchers use various literature sources such as scientific journals, books, and articles to gain deeper insights into a research topic (Heriyanto, 2018). The data sources used in this study are various academic journals in both Indonesian and English. The analysis was conducted to identify the results most relevant to the context and needs of the boomer generation.

IV. RESULT

From the results of the literature review method used in this study, several key findings emerged:

1. Challenges in Digital Media Literacy Among the Boomer Generation

Several studies have revealed that not all Boomers have access to adequate digital devices. Economic constraints, location of residence (especially in rural areas), and limited training facilities are the main obstacles (Irawan & Nugroho, 2021). The Boomer generation tends to experience “technophobia,” which is a fear or discomfort when using technological devices. This is exacerbated by the lack of formal technology education (Nasrullah, 2020). Additionally, many Boomers do not understand the importance of data privacy protection, account security, and social media ethics. This makes them more vulnerable to hoaxes, online scams, and information manipulation (Simangunsong & Mursyid, 2022). Furthermore, support from family, especially from younger generations, is crucial for the success of digital literacy among Boomers. Unfortunately, not all families have the time or patience to accompany them. Without empathetic guidance, the learning process can stall midway (Mardiyah & Zulaiha, 2020).

2. Potential AI-Based Solutions

AI can tailor learning materials to individual capabilities. Applications like “Digital Training for the Elderly,” developed by local communities, can be enhanced with AI to adapt to each user's learning pace (Setiawan, 2022). AI technology can be used to monitor daily health, such as reminding users to take their medication or monitoring blood pressure. This innovation has proven to enhance the independence of the elderly in managing their health (Yuliana et al., 2021). The application of AI technology should not completely replace human interaction, especially for groups that require an emotional approach. Hybrid training models that combine the use of AI and human facilitators have proven to be more effective in building trust and deeper understanding (Nugroho & Kartika, 2023).

3. Social and Ethical Implications

Digital literacy initiatives that involve interaction between younger and older generations have strategic value in building more inclusive communication bridges. Activities such as intergenerational digital mentoring can strengthen interpersonal relationships and foster mutual respect and understanding (Sugiarto & Mahendra, 2022). Strategies to improve digital media literacy enable the pre-digital generation, particularly Baby Boomers, to participate more actively in digital social spaces. This literacy expands their capacity to interact through social media, online community forums, and other digital platforms. This has the potential to strengthen social cohesion and expand social networks between individuals across age groups (Sartika, 2021). However, there is also the potential for social exclusion if digital literacy strategies are not designed inclusively. Inequalities in access to digital devices, internet connectivity, and basic technological competencies can deepen the digital divide among older age groups (Widodo et al., 2020).

Digital literacy strategies must uphold the principle of distributive justice, which means providing equal access and opportunities to all individuals, regardless of their economic, geographical, or educational background. This includes providing affordable digital devices, equitable internet connectivity, and contextual and adaptive training curricula tailored to the needs of elderly participants (Nasution & Fitriani, 2023). A digital literacy approach for the pre-digital generation must uphold ethical values that respect the life experiences, wisdom, and identity of that generation. Training should not be about “teaching” alone, but rather building participatory dialogue that empowers and preserves the dignity of the elderly (Sulistyo, 2022). Digital education should ideally be conducted with empathy, patience, and a culturally sensitive approach to the social context of the participants.

V. DISCUSSION

Implementation to improve the digital literacy of the elderly can be done through various activities and initiatives. First, training or workshops can be held directly in elderly communities. Participants can be encouraged to learn about the use of digital devices, internet navigation, and basic skills needed to participate in the digital world (Eryansyah et al., 2020). Second, partnership programs can be established between students, academics, or professionals in the field of technology and elderly communities. They can provide guidance, training, or regular mentoring sessions to help the elderly overcome obstacles and challenges in understanding digital technology (Enescu & Szeles, 2024). Third, a collaborative approach with the government and non-profit

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organizations can also be taken in conducting awareness campaigns about the importance of digital literacy for the elderly. This can be done by providing training programs and supporting infrastructure that facilitates technology accessibility for the elderly (Rood et al., 2023). Fourth, creating a supportive physical environment is also an important step. For example, establishing community technology centers that are elderly-friendly, equipped with comfortable facilities for them.

By physically bringing digital technology closer to the elderly, it can also help facilitate their access and learning (Cherif, 2022). One example of a successful program is intergenerational digital classes, where young people become digital mentors for the elderly. This program not only improves digital literacy but also strengthens intergenerational relationships (Nugroho & Rahayu, 2021). On the other hand, community-based learning approaches, such as training at elderly health centers, religious gatherings, or retiree communities, have proven to be more effective than formal top-down approaches (Suharto & Lestari, 2020).

VI. CONCLUSIONS

Digital literacy among baby boomers, or what we generally refer to as the elderly, is essential to support their daily activities in today's digital age. Intensive and active interaction with technology opens up significant opportunities across various aspects of life, such as accessing healthcare services, communicating with family and relatives, and accessing information to assist with daily activities without relying on others. However, there are several challenges, ranging from declining physical and cognitive abilities to fears about using technology, and even a lack of trust in technology itself. To enhance digital literacy among the elderly, various strategies must be employed, starting with simple measures such as family involvement in supporting the improvement of technology usage skills among the baby boomer generation. Other activities that can be conducted include digital literacy training workshops for the elderly to foster trust in technology, implementing partnership programs with government support, where the broader community can participate in this effort by providing a supportive environment.

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