

The Social Networks and Digital Media Use of Older People in New Zealand: Differences by Levels of Rurality.

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Australian Association of Gerontology National Conference.
Alice Springs, Australia, 4-6 November 2015



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
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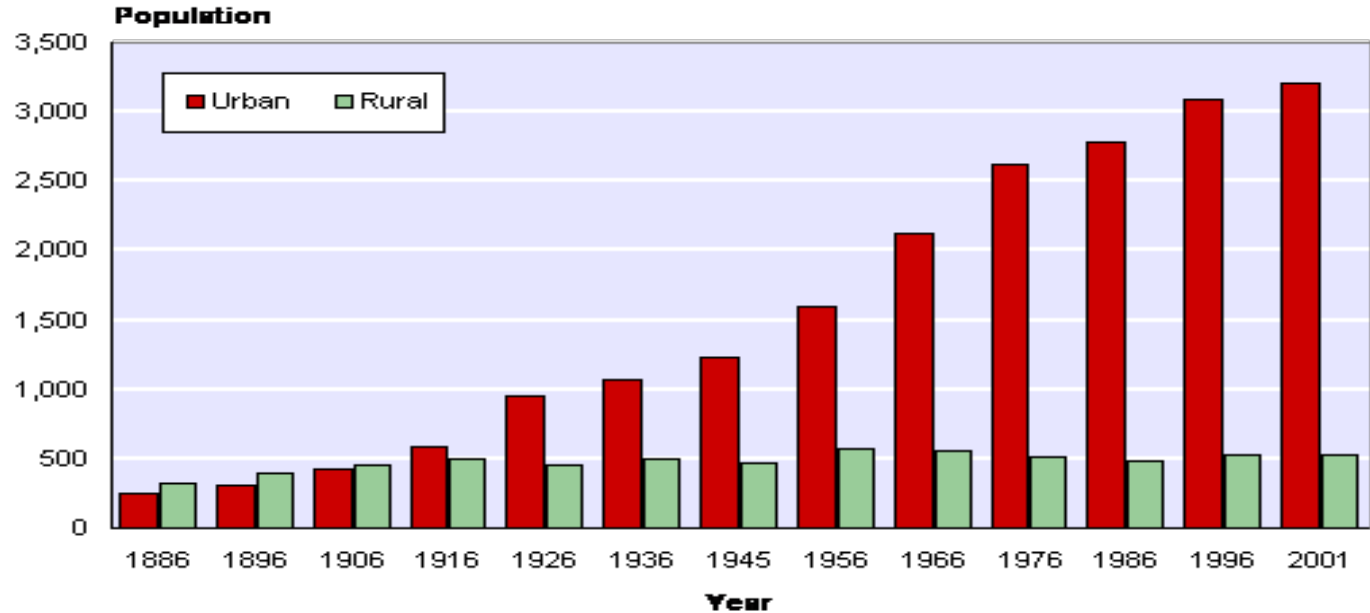
- **Measures**
- Health & Wellbeing
- SES
- Income & Wealth
- Housing
- ICT Use
- Flexible Work Practices
- Volunteerism
- Leisure Activities
- Culture & Identity
- Retirement Intentions & Experiences
- Care Support & Burden

- Participants of the Health, Work & Retirement Cohort Study (HWR)
- Surveyed in 2006, 2008, 2010, & 2012
- ICC in 2013
- Age: 62–77 years.
- N=1556

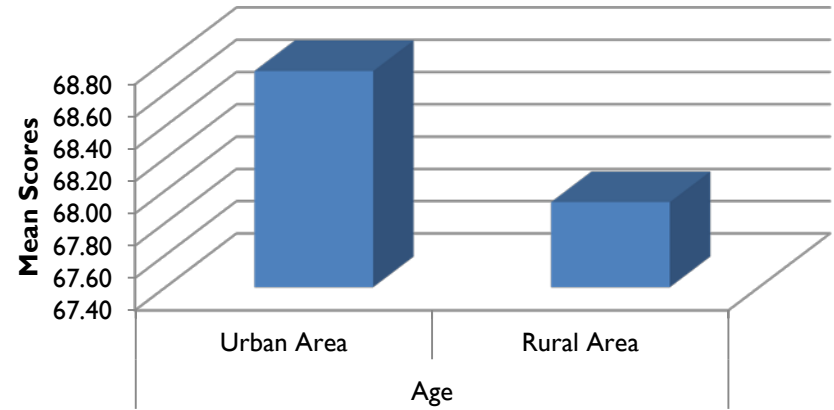


Independence, Contribution, Connection (ICC)

Number of People Living in Urban and Rural Areas 1886–2001 NZ Censuses of Population and Dwellings



Age



$F(1,1249)=6.21, p=.013$






Rurality

- **Main urban areas:** minimum population of 30,000.
- **Secondary urban areas:** population between 10,000 and 29,999.
- **Minor urban areas:** population between 1,000 and 9,999.
- **Rural centres:** a population between 300 and 999 people.
- **Other rural areas:** rural people living in all areas that are not rural centres.

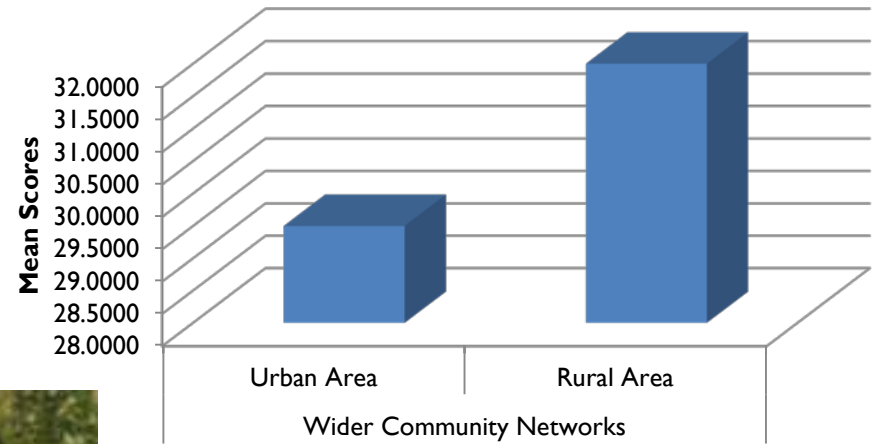


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- The *Local Family Dependent* Support Network is focussed on close family ties with fewer neighbourhood and friend links.
 - The *Locally Integrated* Support Network includes close relationships with local family, friends and neighbours.
 - The *Local Self-contained* Support Network has primary reliance on neighbours.
 - The *Wider Community Focused* Network is typified by a high salience of friends.
 - The *Private Restricted* Support Network has no relatives, few nearby friends and low levels of community involvement.

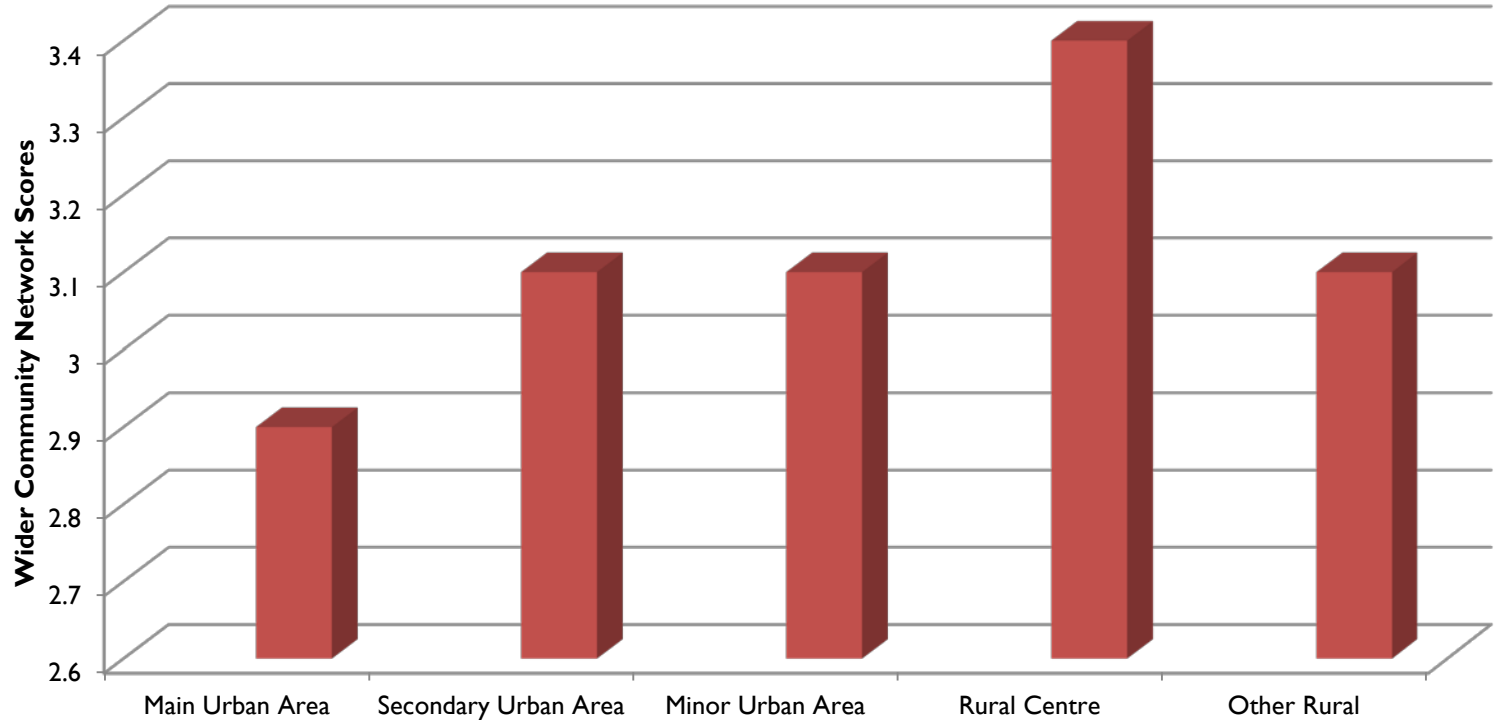
Wenger (1997) Wenger & Tucker (2002)

Wenger's Types of Social Networks (PANT)

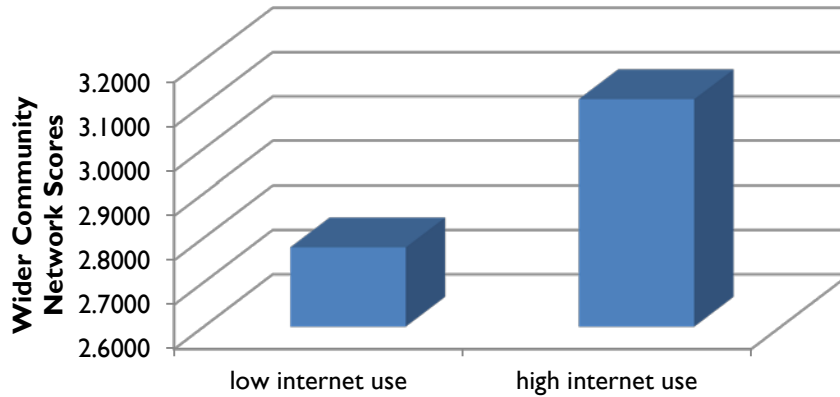
Community Networks



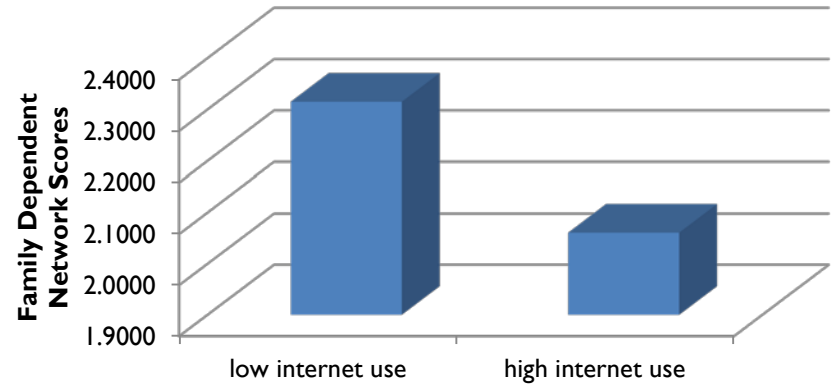
Rurality and Community Networks



Internet Use and Social Networks



$F(1,1452)=9.96, p=.002$



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Internet use among older people

- Main uses of the internet are finding information and socialising.
- Those who already have a wider social circle are more likely to use the internet for social purposes.
- Social participation in general is related to internet use.

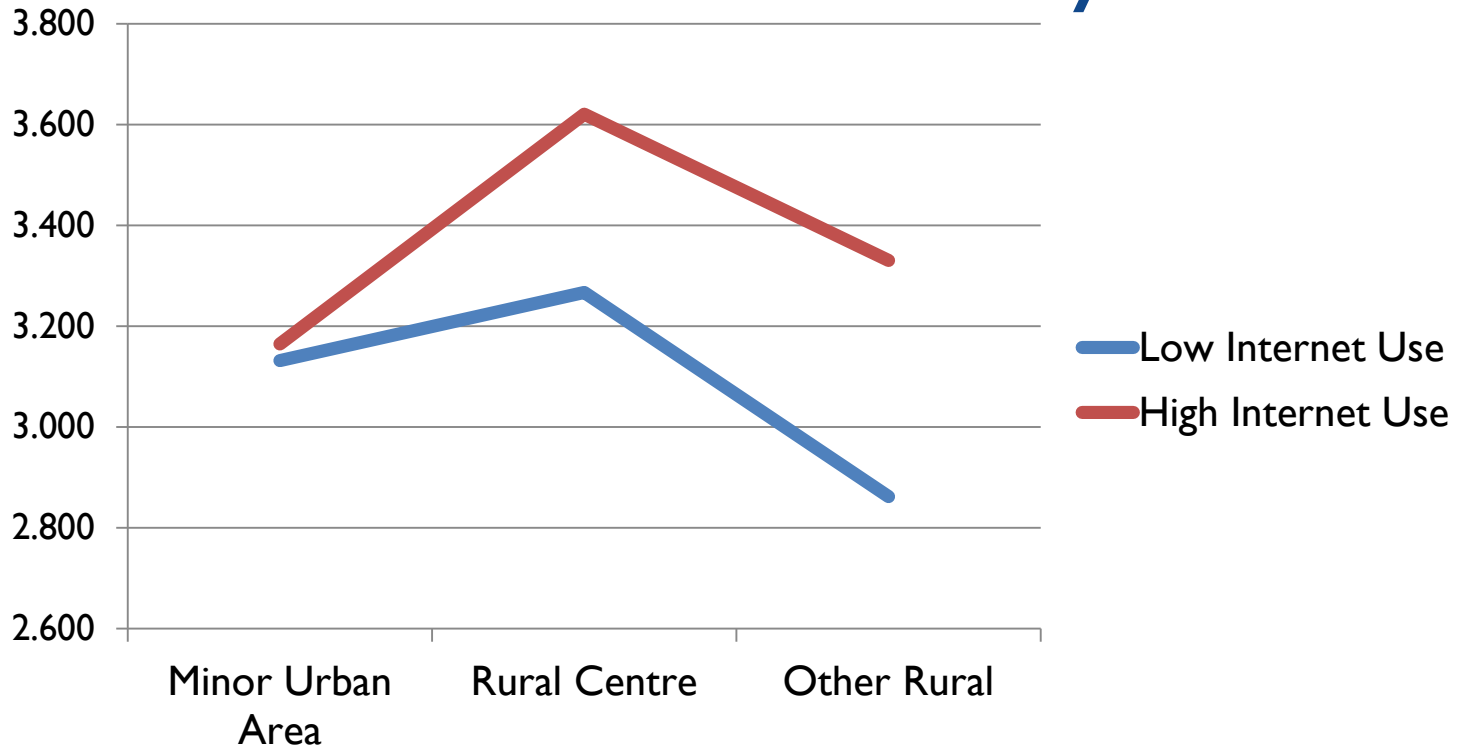


Internet use and Rurality

- Do you have access to the internet?
Around 85% access for all.
- Satisfaction with access to the internet?
Less satisfaction across levels of rurality.
- Daily use?
Less often for more rural people



Scores on Community Networks by Internet Use and Rurality



Rural Ageing and Internet Access

- Social networks are important to health and wellbeing in older age.
- The internet is largely used to support existing social networks.
- An important tool to support social participation?



H A R T

Health and Ageing Research Team

<http://hart.massey.ac.nz>

E tu te huru ma, haramai e noho

*You who have reached the pinnacle, remain as a
guiding light to us all*