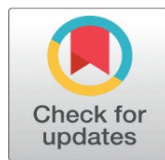


INFLUENCE OF SOCIAL MEDIA ON THE QUALITY OF LIFE OF THE ELDERLY- A REVIEW STUDY FROM 2010- 2025

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ABSTRACT

The increasing number of elderly people in India requires social media to become essential for enhancing their quality of life. The research investigates Indian elderly well-being studies about social media effects that appeared in academic publications from 2010 through 2025. The Google Scholar database search returned 30 results, but only 13 studies met the inclusion criteria, which consisted of nine quantitative studies, one mixed-method study, two qualitative studies, and one review. The PRISMA flow diagram illustrates the complete evaluation process for study relevance and quality assessment. The research indicates that elderly people who use social media platforms achieve better life quality because these platforms enable social connection, combat loneliness, and enhance their mental health. The elderly people who maintain social media connections with family and friends achieve superior psychological health and report higher life satisfaction. The research indicates that digital literacy and social media platform accessibility influence social media benefits because urban elderly users show greater engagement than their rural counterparts. The review shows that social media provides elderly Indians with successful social connections and emotional care and life contentment, which supports its use for developing targeted interventions and policy improvements to boost their life quality.

Keywords: Social Media, Elderly Population, Quality of Life, PRISMA, WHOQOL-BREF

1. INTRODUCTION

The 60+ age group population in India will experience a major demographic shift because the Registrar General & Census Commissioner of India (2011) predicts it will grow from 8.6% in 2011 to 12.5% by 2031. The changing population demographics require researchers to identify elements that impact elderly people's quality of life. The three main elements that are used to determine elderly well-being consist of physical health status, social network support, and financial security. Digital technology has proven that social media platforms function as tools that

improve the quality of life for their users. Users can establish connections with others through social media platforms, such as WhatsApp, Facebook, and Instagram, by sharing information and participating in social networking activities. Older adults who use these platforms experience lower feelings of loneliness while they maintain strong bonds with family and peers and stay active in social events. The use of social media platforms by elderly Indians leads to better life satisfaction and improved mental health results, according to research conducted in the country [Srivastava \(2025\)](#), [Saha \(2024\)](#). The elderly population in urban areas benefits most from social media because they possess superior technological access and digital competency which enables them to connect with others through online platforms. The research examines all relevant studies from 2010 to 2025 to establish the effects of social media on elderly people's quality of life. The existing research about social media benefits for elderly QoL in India lacks cohesion because no previous study has combined findings from the last fifteen years. A comprehensive review of existing research will expose dominant patterns and information gaps, which will help create enhanced digital-based elderly care programs.

2. AIM AND OBJECTIVES

This review examines the effects of social media on elderly QoL in India throughout the period from 2010 to 2025. The objectives are as follows:

- The research aims to combine Indian studies about elderly people's QoL and their social media usage through systematic review methods.
- The research aims to discover both positive aspects and negative elements that occur when older adults use social media.
- The review aims to demonstrate which demographic characteristics and environmental elements affect the relationship between social media usage and QoL.

3. REVIEW STRATEGY

The research was conducted to identify studies analysing the use of social media on the Quality of life of the elderly. The Google Scholar database was used to find the relevant articles. Keywords that were used for the search were: (1) "Social media", (2) "Quality of life", (3) "Elderly people", (4) "Elderly and Social media (5) "Social media" AND "Quality of life", (6) "Social media" AND "Elderly Quality of life".

[Table 1.](#)

Table 1

Table 1 Number of Research Articles for the Searched Keyword

Keyword/Combination of Keyword	Database	Year	No of Result
Social media	Google Scholar	2010-2025	17,800
Quality of life	Google Scholar	2010-2025	85,20,000
Elderly people	Google Scholar	2010-2025	17,800
Elderly and social media	Google Scholar	2010-2025	4,90,000
Social media and Quality of life	Google Scholar	2010-2025	17,800
Social media and Elderly Quality of life	Google Scholar	2010-2025	17,800

4. INCLUSION AND EXCLUSION CRITERIA

Full-text research papers from the past fifteen years were included in the review. All selected articles were in English, and any non-peer-reviewed and duplicate papers were excluded from the selected articles. A total of 30 articles relevant to the research question were selected. After applying the inclusion and exclusion criteria, duplicate papers were removed, and, finally, a total of 13 articles were selected for review and presented through the PRISMA diagram [Figure 1](#).

Figure 1

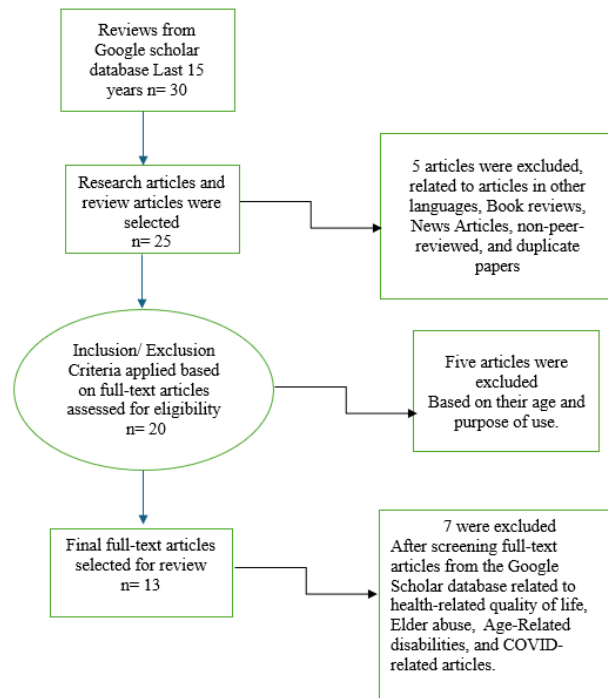


Figure 1 PRISMA Diagram Detailing the Study Identification and Selection Process, PRISMA, Preferred Reporting Items for Systematic Reviews and Meta-Analyses

5. LITERATURE FINDINGS

Reviews collected from the Google database, which focused on the elderly aged 60, were analyzed based on their influence on social media and their quality of life. In the design, 13 reviews were selected. There were Qualitative, Quantitative, mixed-method studies, and review studies. [Table 2](#) represents the selection of studies from the review with their Aim, Sample, Method, and Findings.

Table 2**Table 2 Some of the Studies/Papers Included in the Review (Author's table)**

Sl. No	Author(s)/ Year	Title of Study	Aim	Sample	Method	Findings
1.	Hirve et al. (2014).	Unpacking Self-Rated Health and Quality of Life in Older Adults and Elderly in India: A Structural Equation Modelling Approach	To improve empirical understanding of the health and well-being of older adults in low- and middle-income countries. To examine how social factors, functional disability, risk behaviours, and chronic disease experience influence Self-Rated Health (SRH) and Quality of Life (QOL) among older adults in India. To identify direct and indirect pathways through which these factors affect SRH and QOL using Structural Equation Modelling (SEM).	321 adults aged 50 years and above.	Quantitative study using Structural Equation Modelling (SEM).	Age affects SRH indirectly through functional ability. SES affects QOL indirectly through social networking. SEM effectively clarified causal relationships and latent constructs influencing older adults' health outcomes.
2.	Kumari et al. (2022).	Role of Social Network on Life Satisfaction among Older Persons in Delhi, India: a Structural Equation Modelling	To explore the role of social networking and the support derived from these networks on the life satisfaction of older people in India. To understand how different types of social networks (family, friends, neighbors, and close ones) influence perceived life satisfaction among older adults, particularly in urban areas.	530 Older Adults	Quantitative study using Structural Equation Modelling (SEM).	A robust social network and emotional trust are essential for psychological well-being and satisfaction during old age.
3.	Saha et al. (2022).	Identifying Factors Influencing Perceived Quality of Life (QoL) of Indian Elderly: Case Study of Kolkata, India	To identify the factors that influence the perceived Quality of Life (QoL) among the Indian elderly. To explore how social and economic backgrounds affect the perception of QoL in elderly individuals.	83 elderly residents.	Qualitative and exploratory in nature.	The perception of QoL varied across individuals depending on their social status, economic conditions, and personal experiences. The identified factors and domains can be used to develop a QoL index specific to the Indian elderly population. Such an index can aid in policy formulation and targeted interventions for improving the overall quality of life of the elderly in urban India.
4.	Bincy et al. (2022).	Social network and its effect on selected dimension of health and quality of life among community dwelling urban and	To assess the relationship between social isolation and various dimensions of health and quality of life among elderly individuals.	1,000 older adults aged ≥60 years.	Cross-sectional study.	Overall, most elderly participants were at risk of social isolation, which negatively impacted their physical, mental, and social well-being.

		rural geriatric population in India	To identify factors associated with poor social networks among older adults in urban and rural settings.			
5.	Kumar and Bhakat. (2021)	Aging and social networks: A perspective on gender disparity in India	To examine the socio-economic and psychological vulnerabilities faced by elderly women in India. To analyze how factors such as poverty, isolation, widowhood, and lack of institutional support affect their quality of life. To explore the concept of “feminization of aging” and its implications for gender-sensitive elderly care policies.	Elderly women aged 60 years and above.	Qualitative and quantitative methods	Most elderly women experience poverty, social isolation, and limited institutional support. Widowed elderly women face higher vulnerability due to financial dependence and social neglect. Lower literacy levels and restricted social exposure contribute to reduced autonomy and self-esteem. Many elderly women are compelled to live in old-age homes due to lack of family care and economic support. The intersection of being old, female, and widowed leads to “triple vulnerability”, demanding strong policy interventions for their welfare and empowerment.
6.	Singh and Singh (2020).	Social Network and Mental Health Among Older Adults in Rural Uttar Pradesh, India: A Cross-Sectional Study	To examine the association between social networks (with children, relatives, friends, and confidants) and depression among rural elderly in India. To analyze how different types of social connections influence mental well-being among older adults.	630 participants. Older adults aged 60 years and above.	Cross-sectional analytical study.	The four types of social networks (children, relatives, friends, and confidants) were confirmed as distinct and valid through CFA. A stronger social network with friends/neighbours significantly reduced the likelihood of depression among rural elderly. Networks limited to children or relatives were less protective against depression compared to peer (friend/neighbour) networks. The findings emphasize the need to establish social network centres and community groups to enhance social interaction and mental health among older adults.
7.	Devraj and D'mello (2019).	Determinants of quality of life among the elderly population in urban areas of Mangalore, Karnataka	To assess the health-related quality of life (QOL) among the elderly population in urban Mangalore. To identify the socio-demographic and lifestyle factors influencing the QOL of elderly individuals. To suggest measures that can improve the overall	384 elderly individuals. 60 years and above.	Quantitative	Social engagement (interaction with people, use of communication tools) positively correlated with higher QOL. Policy implications: Encouragement of community participation through social clubs and improved awareness of government welfare schemes

			well-being and social inclusion of older adults.			can enhance the QOL among the elderly.
8.	Gouveia et al. (2016).	Social networks and quality of life of elderly persons: a review and critical analysis of literature	To critically review and analyze the relationship between social networks and quality of life (QL)/well-being among elderly individuals. To identify patterns, gaps, and tendencies in existing research regarding how different types of social relationships influence QL.	37 studies selected for in-depth examination	Literature review and critical analysis.	Friend networks have a greater impact on elderly QL/well-being than family networks. Multiple types of relationships (e.g., friends and family together) positively influence QL. Emotional closeness within relationships improves QL and overall well-being. Research gaps identified: Lack of longitudinal studies to establish causality between social networks and QL. Limited research on elderly persons living alone. Few studies clearly define QL measures or justify how they operationalize the concept. Overall, social networks are a key determinant of well-being, but further rigorous and longitudinal research is needed.
9.	Bansal and Choudhary (2024).	Growing old in the digital era: a qualitative study of internet use and outcomes among urban Indian older adults	To explore the digital divide among older adults in marginalized communities in India, focusing on the outcomes of internet use rather than mere access or skills. To understand how educational and economic backgrounds influence internet usage and its benefits. To contribute to the development of an operational framework for addressing disadvantages in digital inclusion.	Older Adults	Qualitative research.	Highly educated older adults experienced more positive societal outcomes from internet use compared to less educated counterparts. Despite advantages, highly educated participants often limited internet use intentionally to reduce its impact on personal life. Educational background and sociocultural factors significantly shape how older adults use the internet and the benefits they gain. Policy implications: Need for programs and interventions to improve digital skills, accessibility, and incentives for older adults to bridge the outcomes gap. Study emphasizes the importance of qualitative approaches to capture the complex dynamics of digital inequality among older adults.

10.	Manchana (2023).	Interpersonal relationships, subjective health, psychological well-being, and quality of life among older adults in South India: Evidence from a population-based study	To explore subjective health, psychological well-being, and their associated factors in older adults. To examine the relationship between psychological well-being and quality of life (QoL) among older adults. To identify the role of family and social relationships in influencing psychological health and QoL.	260 older adults.	Quantitative	Dissatisfaction with family and interpersonal relationships: 56.4% of men and 59.2% of women reported being “not at all happy.” Happiness correlated with psychological domain of QoL ($r = 0.506$, $P \leq 0.01$). Key concern: Inadequate social support and poor quality of interpersonal relationships lead to loneliness and isolation, affecting psychological well-being.
11.	Majumdar and Pavithra (2014).	Quality of Life (QOL) and Its Associated Factors Using WHOQOL-BREF Among Elderly in Urban Puducherry, India	To assess the QOL and its associated factors among elderly population.	300 elderly	Quantitative	QOL score among elderly is average, while social relationship domain of QOL score was found to be low. Health education with regard to activity and environmental changes and increase in social relationship may help in improving the QOL among the elderly population.
12.	Bermkan et al. (2012).	Social Networks, Family, and Care Giving Among Older Adults in India	To describe family and social network ties among older men and women in India. To examine the dynamic interplay between caregiving and receiving among older adults. To explore the positive and negative aspects of social relationships, including emotional, instrumental, and financial support. To investigate the influence of sociodemographic and economic factors on social networks, spousal closeness, friendships, and social participation.	Older adults	Quantitative	Communication with friends frequent: 85% met friends often; phone communication less frequent (50% men, 42% women). Social networks are bidirectional: older adults contribute to family and community well-being, not just receive support.
13.	Singh et al. (2016).	Social network and life satisfaction among older adults in rural Uttar Pradesh, India: an application of structural equation modelling	The effect of social networks on health has been widely investigated; however, no study in India has investigated the effects of specific social networks with children, relatives, friends and confidants on life satisfaction among the elderly. This article examines the association between social network and life satisfaction among the rural elderly.	630 older persons	cross-sectional survey	the results suggest that specific social relationships may have an effect on life satisfaction in later life. Having a strong social network, particularly with relatives, is significant in promoting life satisfaction among older persons.

6. QUALITATIVE ANALYSIS

The qualitative analysis of selected studies revealed several recurring themes regarding the influence of social media on the quality of life (QoL) of elderly individuals in India.

• Social Connectivity and Reduction of Loneliness

According to research findings, People who use social media develop better relationships, which results in reduced social isolation. The research by [Bincy and Anantharaman \(2022\)](#) showed that elderly people who stayed connected to others maintained better physical, mental, and social health, but social isolation brought negative health effects. The research by [Singh and Singh \(2020\)](#) showed that rural elderly people reduced their depressive symptoms through their social network of friends and neighbours because diverse social relationships enhance emotional health.

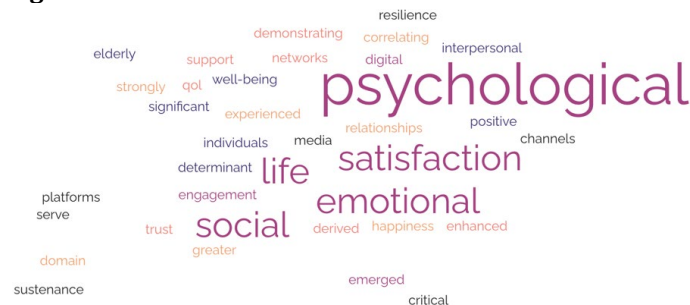
Figure 2



• Psychological Well-Being and Life Satisfaction

The study found that digital engagement served as a primary factor that affected psychological health outcomes. [Manchana \(2023\)](#) established that elderly people who kept positive social bonds achieved better happiness and life satisfaction, which directly influenced their psychological quality of life. Social media platforms serve as vital resources for people to receive emotional support and develop psychological strength through their social networks, which results in higher life satisfaction according to [Kumari et al. \(2022\)](#).

Figure 3



• Digital Literacy and Access as Determinants of Benefit

The amount of social media advantages that elderly people received depended on their digital proficiency and their capacity to use technology. According to [Bansal and Choudhary \(2024\)](#) older adults with advanced education levels achieved superior social advantages from internet usage yet their limited technological abilities stopped them from using it effectively. The urban elderly population who demonstrated proficiency with digital tools maintained active online social interaction which produced superior Quality of Life (QoL) results than the rural elderly population [Saha \(2024\)](#).

Figure 4



• Gendered Experiences and Socioeconomic Influences

According to the qualitative research findings, older adults encountered various challenges in their social lives because of their gender. The research by [Kumar and Bhakat \(2021\)](#) revealed that elderly women who lost their husbands experienced social isolation, financial difficulties, and loss of independence, which made it hard for them to use social media platforms. The combination of digital technology access and socioeconomic status determined which social interaction and emotional support opportunities elderly people could access [Saha et al. \(2022\)](#).

Figure 5



• Policy and Community Implications

Social media usage enhances QoL, but this improvement depends on personal characteristics and structural elements that include education level, digital abilities, social connections, and gender. The research indicates that elderly people need special programs that combine digital literacy education with universal access

programs and community-based support to achieve full mental and social advantages from digital participation.

Figure 6



7. LIMITATIONS AND SUGGESTIONS

The review offers essential knowledge about social media effects on Quality of Life (QoL) for elderly Indians, but it contains particular constraints that need acknowledgment. The research studies that received the most reviews focused on urban areas, which limits their generalizability to rural populations. The study design with cross-sectional methods prevents researchers from establishing cause-and-effect relationships between variables, while the different study sizes, measurement approaches, and analytical techniques used in each study create additional challenges for comparison. The study omitted digital literacy assessments based on economic status and gender, which resulted in significant knowledge gaps. The study results might be influenced by publication bias because researchers tend to publish positive findings more frequently. Future studies need to employ longitudinal and intervention-based approaches with diverse socio-demographic groups through mixed-methods research to achieve a complete understanding of these issues. The development of age-specific digital literacy programs, which integrate safe digital engagement promotion and culturally suitable intergenerational programs, will lead to enhanced social inclusion and improved life satisfaction for elderly people.

8. CONCLUSION

This review underscores the growing significance of social media as a facilitator of quality of life among India's elderly population over the period 2010–2025. The thirteen selected studies demonstrate that social media engagement leads to better social connections, improved psychological health, and increased life satisfaction. Older adults who stay connected digitally with their family and friends and community members experience less loneliness while achieving better life happiness. Older adults who live in urban areas and possess better digital skills, along with technology access, experience more advantages from social media usage than those who reside in rural areas. Technology enables people to form positive social bonds, yet digital literacy gaps, economic disparities, and gender-based security threats continue to persist as major ongoing issues. Social media proves to be a strategic resource that enables elderly people to enhance their social connections, emotional well-being, and life satisfaction. The complete realization of social media benefits for elderly well-being in India requires targeted interventions together with inclusive policy frameworks and digital literacy programs.

CONFLICT OF INTERESTS

None .

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