

Research on social adaptation countermeasures for urban and rural elderly groups in Anhui Province under the background of intelligent media

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Abstract: Currently affected by social development and other factors, the elderly will have changes in psychology, physiology, behavior, cognition and other aspects due to the change of social roles. In order to alleviate the pressure of social adaptation of the elderly group, the study of social adaptation countermeasures for urban and rural elderly groups in Anhui under the background of intelligent media is proposed. Firstly, the concept of elderly group is analyzed by combining the two defining standards at home and abroad. Then Anhui urban and rural elderly group as the survey object, the current situation of social adaptation of this group is analyzed, and the correlation analysis of new media and social adaptation of the elderly group is analyzed. Finally, the specific realization paths of social adaptation for the aging group are proposed, including strengthening the construction of social organizations, expanding social circles, establishing a mutual-help social culture, providing health care support and improving the economic security system. The aim is to provide better social support and services for the elderly, so as to effectively improve their quality of life and sense of well-being.

Keywords: new media; aging group; social adaptation; countermeasure research

1. Introduction

At present, domestic and foreign research on the problem of aging is mainly carried out from a multidisciplinary perspective, with experts and scholars in the fields of ethics, Chinese and foreign philosophy, sociology, political science, law, economics and other fields conducting research and exploration of the problem from multiple perspectives[1]. From the perspective of ethics, an important aspect of the problem of aging is the problem of old-age care. Changes in the social environment for old-age care, the shift from the family model of old-age care to the social model of old-age care, and changes in the needs of old-age groups themselves have made the voices of the discussion around the problem of aging on how to enhance the adaptability of ethical and moral changes in the family and thus provide more ethical care for the old-age groups louder and louder[2]. Research conducted from a sociological perspective has focused on the impact of the age structure of the population on various aspects of society, including politics, economics and culture, and has emphasized the importance of "spiritual support". The formulation and implementation of the Law on the Protection of the Rights and Interests of the Elderly, regulations on the elderly industry, and other laws and regulations relating to the elderly is a notable contribution made by jurists to the solution of the problem of population ageing. In the field of economics, the research on the aging problem is mainly reflected in the economics of aging, which is a cross-discipline of economics and gerontology. Taking the elderly group as the main body of economics, the production and consumption of the elderly and other economic activities are included in the scope of research, including the development prospects of the elderly-related service industry and aging industry, as well as the research on the consumption concepts of the elderly group, and so on[3]. The research results of the economics of aging in developed countries are quite abundant. In the study of old-age mode, the leading old-age mode in developed countries is social old-age, through the establishment of a set of perfect social security system and social welfare system, by the state and society rather than the family to undertake the function of providing for the elderly. Specifically in China, it is advocated that the elderly should be provided with all the services they need in their daily lives from a social perspective, with the Government taking the lead, and that the active role of social organizations, enterprises, volunteers and other parties be brought into play in order to make up for the inadequacy of the family's function of providing for the elderly, and to cope with the reality of the increasing number of elderly persons in their old age and empty-nested elderly persons. In

the area of social care for the elderly, developed countries have accumulated a lot of experience. For example, since the 1980s, many cities in the United States and Japan have introduced "city credits", drawing on the operational mechanisms of banks, and some developed countries have also carried out a variety of volunteer and volunteer activities. In addition, developed countries have made many achievements in the area of pension legislation that are worthy of emulation and reference[4]. As the country with the longest average life expectancy in the world, Japan has implemented three laws, namely the National Pension Law, the Elderly Welfare Law and the Elderly Health Care Law, which are important pillars of the country's welfare and security system for the elderly, setting a benchmark for solving the problem of old age through legislation; Brazil's legislation on the protection of the rights and interests of the elderly is quite complete, and all elderly people have the right to enjoy the minimum subsistence guarantees provided by the government, while local governments have their own tax incentives for the elderly. Brazil's legislation on the protection of the rights and interests of the elderly is quite complete, with all older persons entitled to a minimum subsistence guarantee provided by the government, local governments having their own tax incentives for older persons, and the law explicitly stipulating that the government should provide legal counseling for older persons to ensure that their legitimate rights and interests are not infringed upon. Based on the above studies on services for the elderly in different countries, this paper takes the urban and rural elderly in Anhui Province as the research object to explore their social adaptation in the context of smart media.

2. Definition of concepts

2.1 Older age groups

There are four definitions of the aging group, i.e., the elderly, both domestically and abroad, namely, "physical age, role age, calendar age, and psychological age". Physiological age refers to the physiological state of a person's physical health; role age refers to the age of a person's role in society due to the different status; psychological age is mainly based on the psychological state of a person in the face of different situations; calendar age is based on the date of birth as the standard. The vast majority of people's age is calculated according to calendar age[5]. Currently, the international definition of the division of the age of the elderly group is divided into two cases. According to the opinion of the World Health Organization (WHO), the Asia-Pacific region defines people over 60 years of age as elderly. In addition, WHO has proposed a new division standard based on the general life condition of modern people: "The age group of 60 to 74 years old is called the young elderly; 75 to 89 years old is called the elderly; and over 90 years old is called the long-lived elderly." ② In addition, the historical division of age hierarchies by the people of China has had a profound impact on later generations[6]. The so-called "age of old age" refers to those who are 60 years old, which is the same as the current age classification standard of the legal old age group in China. In the Labor Contract Law, it is stipulated that China currently adopts the retirement standard of 60 years old for men and 55 years old for women, and also uniformly defines the age standard of the old age group as 60 years old. Thus, the old age group referred to in this paper is those over 60 years of age[7-9].

3. Analysis of the current situation of social adaptation of urban and rural elderly groups in Anhui Province

3.1 The current situation of daily life adaptation of the elderly in urban and rural areas of Anhui Province

About 70% of the elderly are doing well. Regarding the "degree of satisfaction with the economic situation", 48.5% of the elderly indicated that they were "relatively satisfied", 28.2% indicated that they were "completely satisfied", and 2.4% indicated that they were "completely dissatisfied". "The average score is 3.95, which shows that the financial situation of the elderly in Anhui is relatively good.

Regarding the satisfaction level of the traveling situation, 47.4% of the elderly said "relatively satisfied", 19.6% of the elderly said "completely satisfied"; only 3.4% of the elderly said "completely dissatisfied". Only 3.4% of the elderly said they were "not satisfied at all", with an average score of 3.74, which shows that the traveling situation of the elderly in Anhui is relatively good.

Regarding the satisfaction level of the living situation, 51.2% of the elderly said they were "relatively satisfied", 24.1% said they were "completely satisfied", and only 2.4% said they were "completely dissatisfied". Only 2.4% of the elderly indicated that they were "not satisfied at all", with

an average score of 3.90; this shows that the living conditions of the elderly in Anhui are relatively good[10,11].

Regarding the satisfaction level of self-care in daily life, 61.54% of the respondents indicated that they could "take care of themselves completely", 21.15% indicated that they could "take care of themselves relatively", and only 2.4% indicated that they could "not take care of themselves at all", indicating that the self-care situation of the elderly in Anhui is good. Only 2.4% of the elderly said they could not take care of themselves at all, with an average score of 4.24, indicating that the self-care situation of the elderly in Anhui is good[12].

Overall, the elderly in Anhui are generally well adapted to the four dimensions of "adaptation to daily life". Among them, the elderly have the best agreement on their ability to take care of themselves at present (mean score of 4.24), followed by their satisfaction with the economy (mean score of 3.95), satisfaction with their living situation (mean score of 3.90), and satisfaction with traveling (mean score of 3.74).

3.2 Correlation Analysis of New Media and Social Adaptation of Aging Groups

The frequency of media use was calculated by the normalization method, divided into the frequency of traditional media use and the frequency of new media use; the various measurement dimensions of the social adaptation of the elderly were also calculated by the normalization method, and the significance of the impact of new media on them was calculated by linear regression[13-15]. The details are shown in Table 1.

Table 1: Results of significant analysis of the impact of new media on social adaptation of urban and rural elderly in Anhui Province

variant	Extent of new media use	Extent of use of traditional media
Adaptation to daily life	0.001	0.577
Self-esteem scale	0.085	0.002
Depression Scale	0.000	0.002
Happiness Scale	0.001	0.000
Family Relationship Adjustment	0.171	0.001
Social Relationship Adjustment	0.001	0.011
Community Relationship Adjustment	0.259	0.013
Community Involvement	0.420	0.060
Social Role Adaptation	0.004	0.028
Social Environment Recognition	0.001	0.005

First, as far as new media are concerned.

First, in terms of daily life adaptation, the significance of the effect of new media on daily life adaptation of the elderly is :0.001, which indicates that new media is significantly helpful for the elderly to improve their individual daily life adaptation;

Second, in terms of psychosocial adaptation, the new media helped the elderly to overcome depression and enhance their sense of well-being, with significance of 0.000 and 0.001, respectively, but it did not help much in the enhancement of their sense of self-esteem, with significance of 0.085.

Thirdly, in terms of interpersonal relationship adaptation: New media helped the elderly in social relationship adaptation with a significance of 0.001, but did not help in family relationship and community relationship with a significance of 0.171 and 0.259, respectively;.

Fourthly, in terms of social engagement, new media did not help the elderly to enhance their community engagement, with significance of 0.259 and 0.42, respectively; and

Fifth, in the two aspects of social role adaptation and social recognition, new media are significantly helpful for the elderly to re-adapt to social roles and recognize social changes, with significance of 0.004 and 0.0010, respectively.

Secondly, comparing the situation of traditional media.

In terms of the impact of traditional media on the social adaptation of the elderly, firstly, in terms of adaptation to daily life, traditional media is not helpful to the elderly, which is the complete opposite of

the new media; indicating that the new media has a special way of improving the adaptation to daily life for the elderly.

Secondly, in terms of psychosocial adaptation, traditional media help the elderly to overcome depression, happiness and self-esteem; new media do not help the elderly to improve their self-esteem, indicating that traditional media are better able to improve the psychosocial adaptation of the elderly than new media.

Third, in terms of interpersonal relationship adaptation, traditional media are helpful for the adaptation of the elderly's family relationships, community relationships, and social relationships, but the new media are not helpful for family relationships and community relationships; suggesting that the traditional media are more effective in improving the elderly's interpersonal relationships, which may indicate that the use of the new media is a more personalized behavior, and therefore to a certain extent is of limited help in interpersonal relationships;

Fourthly, both traditional and new media are of great help in adapting to social roles and identifying with society;

Fifth, in terms of community engagement, like new media, traditional media is not helpful.

4. Mutual-help Path Choice for Social Adaptation of Anhui Elderly Groups

4.1 Strengthening of social organizations

First, the construction and cultivation of social organizations should be strengthened, and all kinds of social organizations should be encouraged and supported to provide diversified services and activities for the elderly in order to help them expand their social circles and reduce their sense of loneliness and depression. Social organizations can provide a wide range of services for the elderly, such as free legal advice, elderly care services, medical care and health care, and so on, in order to help the elderly solve their problems in life. Secondly, institutions such as elderly service centers and community activity centers for the elderly are established to provide convenient services and activity places for the elderly. The indicator system of social mutual-help type services is shown in Table 2. Finally, the management level and service quality of social organizations should be improved, the standardization and professionalization of social organizations should be strengthened, and the transparency and credibility of social organizations should be enhanced. By strengthening the construction of social organizations, we can provide more comprehensive and high-quality services and activities for the elderly in Anhui, promote the social adaptation and comprehensive development of the elderly, and realize the common progress of the elderly and society.

Table 2: Indicator system for social mutual-help services

Level I indicators	Secondary indicators
Economic accessibility	Supply - Pricing of service access
	Demand - purchasing power of demanders
Directional accessibility	Supply - where the service provider is located
	Demand - where the demand side of the service is located
Psychological accessibility	Supply - Psychology of the demand side of the service, Satisfaction
	Demand - attitudinal expectations of the service demander
Service content accessibility	Supply - quantity of service content supply
	Demand - Satisfaction with access to services

4.2 Expanding social circles

As the structure of social groups continues to solidify, the social circle of the elderly often becomes narrower and narrower, and their opportunities for social activities and interactions become fewer and fewer because of retirement and the independence of their children, which is the main cause of their sense of loneliness and depression. Therefore, expanding the social circle of the elderly and increasing their social activities and opportunities for interaction are of great significance in enhancing their quality of life and sense of well-being. (1) Elderly people can be encouraged to participate in community and city public welfare activities, such as volunteer services, cultural performances,

recreational and sports activities, and so on. These activities can not only increase the social circle of the elderly, but also improve their physical quality and cultural literacy. (2) Social activities for the elderly can be carried out, such as clubs for the elderly and dating clubs for the elderly, etc. These social activities can provide opportunities for the elderly to communicate and socialize. (3) Establishing social platforms for the elderly, such as exclusive boards for the elderly in social software such as WeChat and QQ. Through the implementation of the above measures, various ways and channels can be provided for the expansion of social circles for the elderly in Anhui, increasing the opportunities for social activities and exchanges among the elderly, improving the quality of life and sense of well-being of the elderly, and promoting the social adaptation and comprehensive development of the elderly.

4.3 Establishment of a social culture of mutual assistance

With the changes in society and the increase in the elderly population, older persons are often faced with loneliness, type social culture can promote the integration of older persons into society and strengthen mutual assistance, sharing, cooperation, boredom, loss of meaning and other problems. The establishment of values such as mutual assistance and love will help older persons regain a sense of social identity, enhance their enjoyment of life and sense of well-being, and create a favorable atmosphere for a mutual-help social culture.

Firstly, the values of a mutual-help social culture should be established, and through publicity and education, the values of a mutual-help, collaborative and harmonious social culture should be advocated, so as to encourage older people to help and support each other and enhance their sense of social responsibility and social participation; secondly, the government can formulate relevant policies and measures to encourage enterprises, communities and voluntary groups to strengthen their support and care for older people; finally, the smart media also can provide online volunteering platforms to offer more convenient and comprehensive volunteering opportunities for the elderly, thus enhancing their sense of social participation and self-esteem. The establishment of a social culture centered on mutual assistance, the promotion of the integration of the elderly with society, the active role of the elderly, and the promotion of their social adaptation and all-around development all contribute to the realization of a comprehensive, healthy, and happy social support for the aging population in Anhui.

4.4 Provision of health insurance support

With the increase in the elderly population, the healthcare needs of the elderly are growing. However, older people often find it difficult to receive timely and effective medical support due to their physical condition and mobility, etc. Smart media can help older people to solve their healthcare difficulties by providing them with healthcare services and support, such as online medical consultations, appointment booking, and remote diagnosis and treatment.

(1) The community needs to strengthen the promotion and education of health knowledge for the elderly. The community carries out health knowledge promotion and education activities to enhance the health awareness of the elderly, enabling them to better understand their own health status and health knowledge;

(2) This article establishes a health record for the elderly, comprehensively recording their health status, medication use, and medical needs. The paper provides more personalized medical services for the elderly;

(3) Promote the Internet medical platform in the community, and realize the functions of seeing a doctor, purchasing medicine, and going back to see the elderly on the medical platform; The efficiency and quality of medical services have been improved through medical platforms, avoiding the problem of inability to seek medical treatment due to transportation, time, and other reasons.

(4) Cities need to establish elderly care centers to provide life and medical care services for the elderly, and improve their quality of life and happiness.

4.5 Sound economic security system

To address the economic security problem in the social adaptation status of the elderly group in Anhui under the background of smart media, a sound economic security system should be established and realized through the participation of multiple forces such as the government, society and individuals. The government can provide more economic support for the elderly by increasing the

investment in their welfare and medical care, improving the protection policies for their retirement, medical care and nursing care, and raising the level of their social security treatment and medical care, and providing them with more economic support. At the same time, social forces can organize volunteers, social workers and other service teams to provide life care and spiritual support for the elderly, reduce their economic burden and life pressure, and encourage and support the elderly to actively participate in social voluntary activities, promote the realization of self-worth of the elderly and social participation, as well as promote the development of the elderly care industry and improve the economic income of the elderly. With the support of smart media, an exclusive online platform for the elderly can be established to provide them with financial assistance, consumer discounts, medical insurance and other services, so as to raise the level of welfare and security for the elderly and ensure that they have a better, safer, healthier and more fulfilling life in their old age in the context of smart media.

5. Conclusion

Under the new media environment, older groups have richer channels for social participation. By building web pages, opening blogs and microblogs, and participating in SNS virtual communities, forum discussions and cell phone text message interactions, they can publish information and express their opinions anytime and anywhere. Through media literacy education, we should build up the awareness of the elderly to actively participate in social interaction, so that they can learn to care about national events and social hotspots in the new media environment, and dare to express and be good at expressing their opinions and suggestions, so that they can contribute to the construction of society.

Acknowledgements

Anhui Provincial Philosophy and Social Sciences Planning Fund "Research on the path of intelligent media to help the elderly in Anhui to adapt to society" (AHSKQ2022D018)

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