

**The elderly and social media: evolution of aging***Las personas mayores y las redes sociales: evolución del envejecimiento**A pessoa idosa e a mídia social: evolução do envelhecimento***Carolina Silva Pereira Taha<sup>1\*</sup>**

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In a context of pandemic and increased incidence of social isolation among the elderly, the study aimed to demonstrate how social networks, in their different forms of manifestation, can help with the inclusion and reintegration of this population group into society. This is documentary research with public domain data using the Social Network Analysis in Health Research methodology, with a descriptive and qualitative character. Among the total of 31 profiles analyzed, three study categories emerged and were grouped by similarity of meaning. It is concluded that the contemporary generation of elderly people demonstrated interest and ease in using digital technology, enabled their reintegration into society and managed to give new meaning to what it means to be elderly today, instigating a new version that elderly people can take for themselves, giving more meaning to this stage of life, contributing to active, conscious and integrative aging.

**Descriptors:** Aged; Leisure Activities; Social Networking; Geriatrics; Health.**Resumén**

En un contexto de pandemia y de aumento de la incidencia del aislamiento social entre las personas mayores, el estudio tuvo como objetivo demostrar cómo las redes sociales, en sus diferentes formas de manifestación, pueden ayudar con la inclusión y reintegración de este grupo poblacional a la sociedad. Se trata de una investigación documental con datos de dominio público utilizando la metodología de Análisis de Redes Sociales en Investigación en Salud, con carácter descriptivo y cualitativo. Del total de 31 perfiles analizados surgieron tres categorías de estudio que fueron agrupadas por similitud de significado. Se concluye que la generación contemporánea de personas mayores demostró interés y facilidad en el uso de la tecnología digital, posibilitó su reintegración a la sociedad y logró darle un nuevo significado a lo que significa ser anciano hoy, instigando una nueva versión que las personas mayores pueden asumir por sí mismas, dando más sentido a esta etapa de la vida, contribuyendo al envejecimiento activo, consciente e integrador.

**Descriptores:** Anciano; Actividades de Ocio; Red Social; Geriátrica; Salud.**Resumo**

Em um contexto de pandemia e aumento da incidência do isolamento social de idosos, o estudo objetivou demonstrar como as redes sociais, em suas diferentes formas de manifestação, podem auxiliar na inclusão e reinserção deste grupo populacional na sociedade. Trata-se de pesquisa documental com dados de domínio público a partir da utilização da metodologia de Análise de Redes Sociais em Pesquisas de Saúde, com caráter descritivo e qualitativo. Dentre o total de 31 perfis analisados, surgiram três categorias de estudo que foram agrupadas por semelhança de significado. Conclui-se que a geração de idosos na contemporaneidade demonstrou interesse e facilidade no uso da tecnologia digital, possibilitou sua reinserção na sociedade e conseguiu ressignificar o que é ser idoso na atualidade, instigando uma nova versão que a pessoa idosa pode tomar para si, dando mais sentido a essa etapa da vida, colaborando para um envelhecimento ativo, consciente e integrador.

**Descriptores:** Idoso; Atividades de Lazer; Rede Social; Geriatria; Saúde.

## Introduction

The increasing evolution of the number of elderly people in Brazil, typical of the period of demographic transition in which the country finds itself, makes it possible to understand that the senile process entails a projection of vulnerability, incapacity and limitations that arise from physical, emotional and social situations that permeate this natural process, however, stigmatized by the rest of society<sup>1</sup>.

According to statistics from the Brazilian Institute of Geography and Statistics (IBGE), the elderly population in Brazil is approximately 8.6% and research shows that, in less than 25 years, elderly people will represent at least 15% of the general population, like what has already happened in numerous European countries<sup>2</sup>.

The World Health Organization considers the period between 1975 and 2025 to be the Era of healthy aging and, because of this, several countries, especially developing ones, have invested in health care for the elderly, considering it a social need<sup>3</sup>.

In this sense, it is worth highlighting two concepts that contribute to healthy and desirable aging: senescence and senility. Senescence is physiological, natural aging and senility involves pathological aging<sup>4,5</sup>.

Thus, there are several forms of visibility for elderly people in contemporary society, one of which is ageism, the prejudiced view of aging, portraying this process because of numerous comorbidities and discredit. Of course, some situations accompany the decline of biological and cognitive functions, the decrease in resistance and physical strength, the loss of beauty standards, vitality and firmness, balance and vigor, these are examples that, in hypothesis, do not justify negativity<sup>4,5</sup>.

Although the losses of aging can affect the process, the discussion is focused on the possibilities of reversal, inclusion and insertion of elderly people in society, regardless of age group. With possibilities of avoiding the feeling that the individual has, that is, becoming insignificant, losing oneself, as well as understanding that death is further from reality<sup>4,5</sup>.

Given this, Brazil has adopted measures aimed at improving the quality of life of the elderly, as well as reducing their disabilities and social exclusion. The Statute of the Elderly, approved in 2003 and the National Health Policy for the Elderly of 2006, demonstrate the country's interest in ensuring dynamic and consistent initiatives that promote the protection and care of the elderly<sup>6,7</sup>.

In the 1960s, French society began projects with the elderly population at universities, including a variety of cultural activities, especially in the arts, such as: choral singing, theater, manual crafts, games, among others. The intention of these actions was to promote social reintegration and prevent future marginalization of people in this age group<sup>8</sup>.

In this sense, associated with the social context of the COVID-19 pandemic, where the elderly were more vulnerable to the disease and needed to remain in social isolation, concerns about physical and mental health increased<sup>9</sup>. The psychological impacts of social distancing have led to the need for some elderly people to readapt, to

reinvent themselves and introduce themselves to little explored scenarios, such as social media<sup>10</sup>.

Social networks, as an inclusive form of digital interaction, directly helped in the production of leisure and entertainment for the elderly, an important factor given the need for communication, improved mental health and the notion of belonging<sup>10</sup>.

The justification for the work in question was to demonstrate the possibilities of ways that elderly people expressed themselves on the internet, the authenticity of the productions, the maintenance of functionality and visibility in media exposures. Since, social networks have significant importance for maintaining health status and, as well as consolidating that the prevention of social isolation was fundamental for promoting the health of elderly people.

The present study aimed to analyze the behavior and expression of the elderly generation on social networks and the consequences of this insertion in the digital world.

## Methodology

The present study presents documentary research using the social media Instagram© as a public domain database, with a descriptive and qualitative character, and the methodology used is Social Network Analysis in Health Research<sup>11</sup>.

The flexibility of this investigative method made it possible to organize the information observed (pre-analysis), that is, in preparing the material to proceed with reading and choosing the documents to be searched. These were subsequently extracted (organization of analysis) from the social network on the topic of digital influence of elderly people and their relationship with aging<sup>11</sup>.

Subsequently, the findings were coded (analysis coding), through text clippings highlighted in the body of the image and standardizing the posts in an enumerated manner. As well as indicate the clippings and their meanings, presenting the context unit (recording unit), so that in another step, the data can be categorized (analysis categorization). The set of clippings allowed classification by regrouping the themes and their meanings.

However, the results were presented in a structural way for the treatment of data for inference and interpretation in relation to the adopted theoretical framework, whose objective is to obtain answers to the problem presented aging<sup>5,11</sup>.

The research was carried out in May 2021, using a smartphone with internet access connected to social applications. Access to the profiles of elderly people was through free access accounts.

Thus, considering the organization of the thematic reference, in the pre-analysis phase, social media that presented posts by elderly people were observed and established: Facebook©, Instagram© and Tik tok©, using the descriptors: "elderly"; "old person"; "elderly"; "elderly population"; "elderly person aged 80 or over". Among the profiles found, inclusion and exclusion criteria were used. Profiles that were not active and profiles controlled by third parties were excluded. In this way, several posts did not meet the objective, which is why searches were centralized



on the social network Instagram©.

Of the selected profiles, 16 were of people on the national scene and 15 were international, totaling 31 accounts.

The networks available on the internet are sites that allow the sharing of different content from people to other people, in a cycle between producer and consumer of information<sup>12</sup>.

It should be noted that publications vary, as does the number of followers, therefore, posts were only considered in the indicated period. The Tik tok© network was disregarded for containing posts unrelated to the topic of aging.

In the coding phase of the analysis, the themes were organized and grouped, indicated through categorized generating themes: art, fashion, journalism, photography, philosophy of life (yoga), humor, personal life and cooking.

In the art theme, there were subtopics recorded: theater, cinema, music, fashion, crafts, poetry and drawing. Thus, in the data processing phase, thematic categories were defined.

The method in question served as guidance for global analyzes of specific issues, such as the influence of the inclusion of “elderly” people on social networks and its repercussions on the aging process.

The categories were interpreted according to the premises of the World Health Organization (WHO) and Pan American Health Organization (PAHO), through the global

The proposal involves understanding the influence of demographic and epidemiological changes in the elderly on the preparation of society, in welcoming the aging population, and established four areas of action: I - change in thinking, feeling and action in relation to age and aging; II - guaranteeing the promotion of the capabilities of elderly people in communities; III - deliver integrated care and primary health care services centered on the person and suitable for the elderly; IV - provide long-term care for elderly people<sup>2</sup>.

It should be noted that the research followed ethical rigor, respecting the data, but as they are in the public domain, they do not require consideration and approval by the Ethics Committee for Research with Human Beings, in compliance with Resolution No. 466/2012.

### Results and Discussion

The results showed a total of 31 profiles, of which (n=16) were national and (n=15) international. The majority were women (n=20) compared to men (n=12). Three profiles with more than 3000 thousand publications stood out, and ten accounts with more than 500 thousand followers.

In the organization phase of the analysis, the data was gathered, considering the number of posts, sex/gender, number of followers and the themes of the publications concentrated in the format of Chart 1:

Chart 1. Profile of elderly people on the national and international Instagram© social network. Maringá, PR, Brazil, 2021

No	Nationality	No of publications	Gender	No of followers	Theme
1	Brazilian	181	Feminine	1M e 300K	Art/ Theater
2	Brazilian	786	Masculine	2M e 700K	Art/ Cinema
3	Brazilian	2144	Masculine	2M e 400K	Journalism
4	Brazilian	2250	Masculine	34,8K	Art/ Activism
5	Brazilian	175	Masculine	283K	Art/Music
6	Brazilian	2461	Feminine	1M e 300K	Art/Music
7	Brazilian	3691	Feminine	642K	Art/Music
8	Brazilian	181	Feminine	243K	Fashion
9	Brazilian	506	Feminine	663K	Humor
10	Brazilian	55	Feminine	32K	Humor
11	Brazilian	183	Feminine/ Masculine	2M e 4K	Humor
12	Brazilian	168	Feminine	117K	Humor/ Music
13	Brazilian	186	Feminine	3822K	Personal Life/ Humor
14	Brazilian	55	Masculine	935K	Personal life
15	Brazilian	1144	Feminine	745K	Cooking
16	Brazilian	2451	Masculine	16K	Stories/Cooking
17	English	379	Masculine/ LGBTQIA+	2M	Activism/ Cinema
18	American	356	Feminine	3M e 500K	Art/Fashion
19	American	1043	Feminine	101K	Art/Craft
20	Korean	1173	Feminine/ Masculine	411K	Art/ Drawing
21	American	59	Feminine	1M e 600K	Television
22	American	405	Masculine	1M e 500K	Literature
23	Irish	536	Feminine	88,2K	Fashion
24	New Zealander	507	Feminine	10,7K	Fashion
25	American	1183	Feminine	43,7K	Fashion
26	American	3918	Feminine	43,2K	Fashion
27	American	4823	Masculine	312K	Fashion/ Photography
28	American	1390	Feminine	60,1K	Fashion/ Yoga



29	American	626	Feminine	19K	Sport
30	English	26	Masculine	2935K	Personal life
31	English	1140	Feminine	1M	Personal Life/ Activism

Note: M = Million and K = Thousand.

The subject of the posts is related to the types of leisure that, according to a study<sup>14</sup>, demonstrates its importance as a social tool given the varied possibilities of health and pleasure that improve the quality of life of elderly people. The themes were grouped by similarity of meaning, originating the three thematic categories: Thematic publications in the artistic, cultural and sporting areas in aging; Thematic publications in the humorous areas and personal life in aging; Thematic publications in the areas of food and fashion and their relationship with aging.

The categories are supported by the theoretical framework and present interpretative discussions according to the data found.

### Thematic publications on artistic, cultural and sporting areas in aging

The themes grouped in this category were related to art/ drawing, theater/ cinema, music/ literature, television/ journalism/ sport. These are like the types of leisure discriminated by researchers in the area, such as social, cognitive, physical-sporting, manual and artistic leisure, in line with the contemporary needs of longevity<sup>14</sup>.

Representative global bodies corroborate the precepts of Active Aging, as due to the global demographic transition, people are aging at a considerable rate, with a projected 1.4 million elderly people in 2030 and 2.1 billion in 2050<sup>2</sup>. This quantity indicates the need for strategies and actions aimed at the health of the elderly, mainly leisure activities recognized in Brazil by the Statute of the Elderly<sup>6</sup>.

Therefore, aging in a healthy way includes the development and maintenance of the elderly person's functional capacity, with the aim of providing means for them to remain active and able to manage their life and well-being. Changing the concept of usefulness of this public is necessary, especially regarding actions performed over time, which include leisure activities. In the publications of the elderly people in this study, it was noted that art content predominated among the posts, presented in different ways. The elderly expressed their daily lives through drawing, music, cinema and literature.

Individuals over time have always expressed themselves using art as a form of communication, language, information and expression of feelings<sup>3</sup>. Given the context that permeates the aging process, artistic development in old age becomes an effective strategy for redefining aging, self-esteem and building new social roles. The emergence of art as therapy aims to recognize the creative process and its understanding, mobilizing and activating the unconscious, which works through art to reconcile feelings, emotional conflicts, self-perception and personal development<sup>15</sup>.

The artistic expressions of drawing, cinema, television, drawing, literature allow a connection between the unconscious and the conscious, which reveal hidden meanings in the imagination, that is, they conceive

memories, emotions and feelings. This is because plastic representation allows the individual to portray their creativity built by thoughts, regardless of the object that is created, it has the function of becoming a sign, that is, a real representation of what happens in the unconscious<sup>15</sup>.

In this context, the use of art in the process of health and illness, known as art therapy, shows promise regarding promoting the health of the elderly population, due to its potential to transform reality and encourage the elderly to take a leading role in regarding your physical and mental health<sup>3</sup>.

However, artistic publications by elderly people on the social network meet the assumption of the proposed actions of the Decade of Healthy Aging 2020-2030, mainly in changing the way people see old age, absent prejudice and discrimination. Recognizing the elderly person as capable of managing their own lives, equally with their rights and duties, but mainly the guarantee of autonomy and independence that enable decent longevity<sup>2</sup>.

Another form of artistic expression was the theme of music, especially among publications by Brazilian elderly people. In addition to the cognitive stimulation of music in senescence and senility, it awakens the improvement of logical-mathematical reasoning, sensorimotor capacity, among others. Furthermore, the ability of an individual to play an instrument, sing, and, therefore, create music is also of extreme interest to the elderly population, as it creates an emotional and somewhat mystical tone that involves them and their loved ones. makes you escape from reality, which is often not the most pleasant<sup>16</sup>.

Musical learning enables elderly people to boost their inner lives, since music is an activity that requires the development of human faculties such as cognition and emotion. Thus, it is noted that music awakens greater freedom of expression in the elderly and allows an increase in the sensitivity of the elderly, as well as expanding the capacity for auditory and bodily perception, enhancing the creativity of these individuals<sup>16</sup>.

This theme also includes the relationship between music and the female audience presented in this study, highlighting the phenomenon of the feminization of old age, because women live longer than men, due to taking care of themselves early throughout their lives. Although they take care of themselves and live longer, women are affected by greater overload in family, professional and even social tasks<sup>5</sup>. As a leisure proposal, music meets the perspective of active and healthy aging.

This generally confirms that music, whether sung, played or danced, can cause mental and behavioral changes in the elderly. In a study on musical education in old age, an increase in relaxation and joy was highlighted in elderly people who play musical instruments, there was recovery of self-esteem, development of group spirit and a sense of belonging to society<sup>16</sup>.



In the research carried out, an elderly person of international nationality expressed his publications with a sports theme, evidence not observed among Brazilian elderly people. The senescent conditions of elderly people refer to the need to include sports activities in daily life, not only for the purpose of delaying longevity, but mainly in the prevention and promotion of diseases that can compromise functionality<sup>12</sup>.

The daily practice of physical activity or sports promotes well-being and contributes to essential respiratory and cardiac functions, motor functionality, mobility, cognitive function, in addition to social skills. If associated with physical and mental well-being, they tend to preserve the quality of life of the elderly individual<sup>12</sup>.

In an investigation of self-perceived health when practicing physical exercise, women were more active in physical exercise than men, with direct benefits in functionality, menopause and strengthening lean mass, a common fact in aging and observed in the publication of this research<sup>17</sup>.

Therefore, regular sports practice among this population promotes an active lifestyle and can be offered in different ways and interventions as an efficient strategy for increasing life expectancy<sup>17</sup>.

In view of this, the social network was a channel found that enabled the inclusion of the elderly generation in the use of technology, promoting visibility and enhancing their voice in the longevity scenario, characteristics that we consider as evolution in this process.

Elderly people are increasingly active and aware of using social networks for their own benefit, as well as for financial purposes, as the number of followers is a recognition policy for being content creators.

New digital technologies with online exposure by the elderly population generally have the purpose of resocialization, keeping their functionalities active in the virtual world. Scenario that dialogues with the Pan American Health Organization (PAHO), in the document that deals with active and healthy aging, in promoting actions focused on promoting the health of the elderly<sup>13</sup>.

Another collaborative fact for the inclusion of the elderly in social networks was the pandemic context of the new coronavirus installed in the year 2020. The most affected group was the elderly, not to mention the state of surveillance established to prevent the mortality of this public, resulting in measures drastic measures such as total isolation due to social distancing<sup>18</sup>.

When analyzing the global contexts of this spectrum, we concluded that digital technologies have a special meaning in aging, even with challenges, as there was a need for elderly people to adapt to electronic resources. Encouraging this adaptation was essential to introduce the digital medium once and for all as a form of expression, information, culture, and in most cases as a means of survival, if we consider the number of followers of the elderly in the study. The expression of humorous posts highlights how people can be active through activities considered social leisure<sup>14</sup>.

During the pandemic, social networks were

fundamental in giving new meaning to longevity. Of course, not everyone achieves media success with their posts, but the speed in transferring information via the internet opens up space for great possibilities. This provoked a sense of belonging among the elderly population in following the digital transformation permeated by remote communication, given the impossibility of physical meetings, in addition to the development of other skills and learning skills that dialogue with the maintenance of global functional capacity<sup>12</sup>.

If we consider PAHO's proposals for healthy aging, cultural leisure activities are included in Primary Health Care, in integrated services that holistically assist elderly people, through the actions of interdisciplinary professionals such as the physical educator, the nurse, the psychologist. This team plays a care role, as well as entertainment with strategies aimed at the evolution of processes in education and health promotion<sup>2</sup>.

### **Thematic publications in the humorous areas and personal life in aging**

Humorous publications, as in this research, are essential and capable of modifying affective, cognitive and behavioral responses, emotional interferences that facilitate elderly people's therapy<sup>19</sup>.

The elderly people's posts on Instagram® related to their personal lives showed everyday themes, posts with selfies, pets, indoor and outdoor areas of their homes, with the presence of family members, among others. Topics that speak to types of social leisure, familiarity is greater with the population of children and young people, but with great significance for the elderly public<sup>14</sup>.

Posts related to the practice of Yoga were observed, this was classified as a philosophy of life, and its discussion is appropriate in this category.

Conceptually, it is observed that its practice brings direct benefits to the practitioner. In a study carried out with elderly hypertensive women, the technique allowed revisiting awareness and preparation for self-care in relation to lifestyle habits such as eating and carrying out physical activities. Thus, increasing the willingness to carry out daily activities, reducing the rate of falls, complaints regarding pain and consequently the use of medications, in addition, an improvement in the mood and self-esteem of research participants was noted<sup>20</sup>.

The practice of yoga can and should represent a complementary strategy in the care and attention to the health of elderly people. In 2011, it was incorporated into public health services, from the Health Academy Program aiming at the benefits for health promotion<sup>21</sup>.

They corroborate the benefits of yoga for the health field and the elderly and talk about the physical contributions, the encouragement of healthy eating, body awareness, which is so important in aging. In addition to preventing or mitigating the consequences of senility, it allows social interaction with contributions to other people<sup>21</sup>. With longevity, using technological means such as social networks make the elderly population part of contemporary times. This inclusion enhances global health,





since self-care and proposals to improve quality of life are essential for successful longevity.

This context reinforces that the new generation of elderly people is more willing, with greater actions that maintain their functionalities. It is a fact that pleasurable activities are responsible for the hormonal release of beneficial substances to the human body. Reason for the concern of world bodies in encouraging the constant maintenance of the functional capacity of elderly people, especially cognitive capacity as proposal III of actions for the Decade of Healthy Aging<sup>2</sup>.

A similar context is in the use of Information and Communication Technologies (ICTs), which restructured society in the promotion of a virtualized culture. Technologies in general and specific ones, in the case of gerontotechnologies, responsible for implementing technologies to support the health-disease process by interdisciplinary professionals in aging<sup>22</sup>. Current public policies aimed at elderly health encourage the use of technologies in a creative way, through playful and dialogical actions that impact the current generation of elderly people.

In this context, technologies were important in extreme scenarios, such as the pandemic caused by the new coronavirus, such as the excessive use of social networks by the entire population, whether in the provision of services, in various information, as in the case of publications of the elderly on personal life topics and with hints of humor in this study<sup>18</sup>.

In dialogue with PAHO, the context of this category encompasses the four areas of actions to build an egalitarian society for the elderly population, including recognizing the capacity of individuals, without prejudice or stigma<sup>2</sup>. As well as propose specific centers/cities to welcome this population with services that provide integrated care so that the elderly can enjoy longevity with dignity.

However, thematic publications in the humorous and personal life areas only confirm the potential in the current generation of elderly people and how much we can include them as support, experience, and producer of diversified and leisure content<sup>23</sup>.

### **Thematic publications in the areas of food and fashion and their relationship with aging**

Food, through culinary-themed publications, was a theme that resulted in several followers. If we look at it in general, this topic is common to find on social media. Economically, the food services sector was damaged in 2020 in the context of the global pandemic and is slowly recovering in 2021.

In line with this, the elderly also suffered from distancing, despite the number of elderly people (in this collection) being significant, the number of elderly followers shows that it was an interesting subject, mainly because they were elderly people producing the content<sup>4,9,12</sup>. Food is related to the affective memory of the elderly and their families, historically observed in different cultures and, therefore, justifies its great finding expressed in digital media.

In relation to the topic of food/cooking, the physiological changes that occur in the elderly can lead to an increase in functional dysfunctions, leaving them with the possibility of greater vulnerability, a factor that can be prevented if there is a greater frequency of mobility and leisure practices. Thus, like fashion, observed in this research, with significant publications on the social network.

Regarding the theme of fashion, it fits into a context of freedom of expression, where it functions as a vehicle of communication between those who exhibit it and their audience. The fluidity of fashion directly reflects the transformations in society, its cultural identity and perception of the world<sup>24</sup>.

The population over 50 years of age, until the 1980s, was minimally involved in marketing studies. Because aging, at the time, was related to factors in which vanity was not considered, this population remained excluded from consumer research. It was from the 90s onwards that elderly women began to be included in the world of fashion as consumers<sup>24</sup>. In addition to the form of expression, fashion can be subdivided into two functions: appearing to be a desirable model (mimicry) or manifestation<sup>24</sup>. The elderly in this context do not necessarily consume fashion to appear younger, but to participate in a cultural insertion where they can express their vitality, through colors, textures and fabrics<sup>25</sup>.

The problem occurs when most women say that they do not use specific pieces of clothing as they grow older. This factor is the result of the lack of variety of clothing for the elderly population<sup>25</sup>.

The inclusion of elderly women on social networks, who consume fashion and influence other women to transform this stigma that fashion is not suitable for the elderly population, is a big step towards transforming this stereotype. The idea that aging is a liberation of behaviors and fashion, a vehicle of discussion for these subjects with their new social roles, makes the relationship between fashion and aging increasingly discussed<sup>24</sup>.

Finally, the visibility that the social network generates for the public figure, being an elderly person, increases the representativeness and sense of belonging of this group to the rest of society. The aesthetics of fashion, coupled with this sense of belonging, has the consequence of breaking old paradigms and increasing the general well-being of this part of society<sup>24</sup>.

It is important to highlight that the information presented in the table presented followed a rigorous methodology, with the numbers displayed being the same as those presented in the profiles selected during the research period. However, as it is a social network and public data, such information is highly rotating, following the speed of the digital world. Therefore, quantitative differences may be found in relation to these data, but this does not alter the development or results of this research.

### **Conclusion**

In view of the above, it was concluded that the contemporary generation of elderly people demonstrated interest and ease in using digital technology, given the



significant publications of Instagram profiles. This digital inclusion has proven to be an efficient tool in promoting the health and well-being of elderly people, contributing to the functional and psychological improvements of these individuals, in addition to promoting their social reintegration, contributing to the reduction of abandonment and the development of diseases. chronic diseases, medication use and other disabilities resulting from aging today.

Within this context, the use of the social network Instagram© by the elderly promoted a creative and sociable environment, where topics such as art, fashion, yoga, cooking and personal life were discussed. It was noted that the digital medium provides this generation with forms aimed at communication, socialization and critical-philosophical thinking, with possibilities of benefits applicable to senility, in cases such as cognitive decline, common in this age group precisely due to social withdrawal and reduction of interest and lack of stimuli to seek new

learning.

Furthermore, the participation of this population group in the digital environment, which is mostly young, makes it possible to give new meaning to what it means to be elderly today, as it instigates a new version that elderly people can take on themselves, giving more meaning to this stage of life, contributing to active, conscious and integrative aging.

Leisure practices, within this context of elderly life, serve both to increase the global and functional capacity of the elderly and to break the paradigm that people from older generations are unable to be innovative and pioneers in current issues. Activism among this portion of the population demonstrates that traditional is not the rule, and that transformations are evolving in the artistic and cultural areas, among others. Therefore, it is necessary to encourage leisure practices, especially those involving cyberculture, to promote the insertion of this population today and transform the vision of future generations on this topic.

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