Social Media and New Norms impact: *"Oh! My Grandparents (OMG)!"* As an Administrator in Family WhatsApp Group

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ABSTRACT

WhatsApp has become a major necessity in modern communication both individually and as a group. During an unprecedented time like COVID-19 pandemic, it increased the utilization of social media among society and has developed new norms among its users, especially grandparents. This study emphasises the various real-life activities undertaken by grandparents in social media and detailed research regarding the various WhatsApp administrators in a group chat. A qualitative research approach consisting of in-depth interviews have been carried out among family members in order to gather all the information-involving informants. In addition, it aims to gain a broader perspective of the informants' view regarding their grandparents becoming the administrator of a family WhatsApp group. Results of this study revealed that family relationships became strengthened between grandparents and other family members, especially with their grandchildren. Secondly, grandparents started being obsessed with WhatsApp, they are keen to learn more and are even able to keep up with the latest technology. Finally, the topics discussed in the family WhatsApp group covers current issues such as politics, religious advice, and sometimes entertainment. Generally, this study is expected to contribute to the communication studies and social media field, specifically understanding the use of social media between two different generations that are keen to keep up to date with the current technology especially during the unprecedented time.

Keywords: *WhatsApp, grandparents, pandemic, new norms, social media.*

INTRODUCTION

WhatsApp Messenger or simply called WhatsApp, is an American-based platform recently owned by Facebook Inc. which provides the global community with cross-platform centralized instant messaging (IM) and Voice Over - IP (VoIP) (Fernández-Ardévol & Rosales, 2017). This social platform provides a communicative base for its users where messages, audio, images, clips, files can be sent and received, and voice messages and video calls made. The users can use the platform on various gadgets, mobile phones, computers, or laptops. Since the year 2020, after the onset of the pandemic, there has been a vibrant increase in the use of the WhatsApp application in various nations, countries, and states (Baishya & Maheshwari, 2020). The prominent changeover is not restricted to only one area but can be witnessed in various parts of the world. Studies have been highlighting the use of WhatsApp more than traditional methods of communication like text messages and calls in recent times (Daneels &

Vanwynsherghe, 2017). This is possible due to the platform's various additional features and facilities, bringing forth a more varied accessibility, convenience, and communication. Conventional methods like text messaging, emails and calls have gradually lost their charm since WhatsApp has started providing increased and better facilities. The user-friendly interface, the easy installation method, the option of free usage without paying extra amounts have attracted a large base of users who can comfortably avail it at the comfort of their houses and gadgets (Fietkiewicz, Baran, Lins & Stock, 2016).

In this particular study, the researcher has intended to highlight the increased popularity of the social media platform among the grandparents and elderly of our society. Since the inception of the global pandemic, along with the problem of loneliness being faced by the elderly in today's times, grandparents have resorted to alternative means of communication such as WhatsApp (Lukman, 2020). Since most families tend to become nuclear with each passing day and the houses are more empty, the grandparents worldwide and from Malaysian backgrounds have adopted new means to keep themselves updated with modern technology. The means of social distancing and quarantine measures have also instigated the use of WhatsApp even greater than before, proving to be a powerful solution to defy and combat loneliness (Chen, Ge, Cho, Teng, Chu, Demiris & Zaslavsky, 2021). Sending and receiving pictures and videos help the grandparents communicate and virtually see the loved ones on video calls at the snap of a finger. With the increasing generation gap between the young and the old, the latter do not want to lag in the modern updates and measures of life, thus trying every possible way to stay up-to-date with the present millennial (Amaral & Daniel, 2018).

Nowadays, it is common to see grandparents wanting to learn more about technological gadgets, social media, and WhatsApp use. This is often caused due to the inclusive feeling which the grandparents want to fit into, keeping themselves aligned to the upgrading world and generation (Charalambides, 2019). Since the pandemic, there has been a feeling of 'losing out on experiences' among the grandparents as they have been unable to interact and meet their families, children, and grandchildren (Brewer, Schoenebeck, Lee & Suryadevara, 2021). Such unprecedented situations have often prompted them to form and establish WhatsApp family groups where they get the opportunity to interact and keep in touch with other family members (Gazit & Aharony, 2018). In the study performed within this research, along with the various analytical reviews undertaken, there is a visible dominance witnessed among the grandparents who are taking up responsibilities to create the family groups and chat areas, take-up roles as WhatsApp administrators and also hold together the group by being the most active member among all. In the modern generation the grandchildren stay apart from their grandparents due to their lifestyle and here social media is important for connecting the grandparents and grandchildren from different parts of the world. The detailed study will support the criteria as mentioned above, showcasing the reality of social media and its importance in the lives of grandparents in Malaysia.

LITERATURE REVIEW

With the demand of the era of globalisation, everyone can be connected to each other without any hesitation and boundaries. Family groups on WhatsApp enable the users to share videos, images and texts with various people at the same time, and it has become the 21st-century adoption of family time (Aharony & Gazit, 2016). Group chats are now considered as

a new manner to stay connected, especially for families with members who reside in different cities or countries (Duggan, Lenhart, Lampe, & Ellison, 2015). The best thing is when they can be connected at their own sweet respective time. Since the advancement of new communication technology has evolved in our daily life, therefore it is important to know how it works.

Since the emergency of COVID-19 pandemic started, families across the world have been forced to rely on digital communication in lieu of real-life interactions (Chen et al., 2021). Families are increasingly using WhatsApp as a platform to stay connected during MCO and its role in helping people to stay in touch has been intensified (Matassi, Boczkowski, & Mitchelstein, 2019). Without the ability to visit siblings, parents or grandparents, the family group WhatsApp becomes a source of intel, as well as a way to feel connected with separated families especially during the enforcement of MCO in Malaysia (Tang, 2020a).

Social Media and Its Role in the Lives of Elderly
In our society and community, we have always observed the elderly and grandparents giving utmost importance to establishing and maintaining relationships with family members, relatives, and known ones. Maintaining consistent, respectful, and meaningful relationships have been grandparents' key element, which is visible today (Hänninen, Taipale & Korhonen, 2021). With changing times and the recent pandemic situations around the world, grandparents want to keep in constant touch with their near and dear ones, more than before. When the younger generation shows a lack of interest in mutual communication and maintaining relationships, the elderly in every house are prone to feeling lonely and depressed as they have not been used to staying alone for long periods (Goel & Gupta, 2020). Pursuant to the increasing distances in relationships and family interaction, the grandparents have shifted their base and adopted new techniques of being at par with the new generation (Cruz & Harindranath, 2020). To pass their free time fruitfully and make use of the technology being gifted to the world, older adults satisfy their cravings for interaction through the help of WhatsApp and other social networking sites. As studies have implied, social media has helped the generations overcome the various underlying problems of lessened communication and contact. Social media has provided the elderly with a wide range of opportunities to contact their family or friends as they wish, obtaining support and care alongside.

a.   Grandparents and Technology
Social media makes utmost utilisation of the various computer-mediated communication and uses the various tools and mechanisms to achieve specific goals to obtain, consume, create, and share various user-targeted content and information (Berezan, Krishen, Agarwal & Kachroo, 2018). The role of grandparents and their participation in various social media and networking sites range from a varied amount of behaviour like passive ones which include the user being a silent viewer of the various contents and information, while some engage lurking and conversation via commenting and tagging or messaging (Koçak & Vergiveren, 2019). As the lives of people get more related to modern age technology, one needs to change and adapt. Grandparents, though having less accessibility to modern technology due to the vast nature of media use, are always trying to catch up to the current trend. To be relevant to the modern condition, grandparents have adapted to the new lifestyle and many have taken serious note of being technology savvy through a constant use of WhatsApp groups. There

are several options open for the users to take advantage of like joining various open groups, chats, posting pictures, and sharing personal experiences or information. This opportunity is being used thoroughly by the grandparents to make up for their loss of time and interaction with kins and kiths (Makita, Mas-Bleda, Stuart & Thelwall, 2021). Though sometimes we see a gap in communication due to the lack of technological knowledge in the grandparents. Many older adults are observed to be suffering from functional limitations, which are of various kinds like cognition power which is limited along with perpetual disabilities. Such disabilities often hinder the elderly in prompting them to use such social networking sites in alternative methods (Nimrod, Lemish & Elias, 2019).

b. Grandparents and Content of the Discussion

This point helps in understanding the nature of conversation and identifies the relation and role played by the grandparents to other members in the group. The main motivation behind using and adopting social networking sites has been the necessity to fulfil the various communicative cravings that the grandparents have and their desires to engage in social contact and receive social support and care. With the help of WhatsApp, older adults can overcome their loneliness, especially at night, stay connected with long-distance friends and colleagues, interact with relatives, and most importantly, communicate with their children and grandchildren. Several important and crucial discussions are performed within the group chats as the young generation finds it more convenient and comfortable to converse through texting and messaging (Cao, Chen, Cheng, Zhao, Wang & Li, 2021). During festivities and occasions, social networking sites are used to exchange greetings and love other than the regular 'good morning' and 'goodnight' wishes. Receiving important online news and directories also prompts the elderly to form such groups to receive and send such vital information with the click of a finger (Cao et al., 2021).

This study has dealt with the in-depth situation of the current status of social networking sites in the lives of the older population. The researcher has also focused on the pandemic situation that has instigated social media and related platforms like WhatsApp. It is often seen that various current scenarios, government, religion, democracy, world news, and religion, are a few topics that mainly dominate the WhatsApp family group chats. On the other hand, a feeling of closeness, bond, and warmth is also witnessed within the group, in which elderlies actively participate especially on special occasions like birthdays, anniversaries, and festivals, as observed in the reports and findings attached afterward. Virtual interaction is possible through such modes of communication, as is seen in the informants' tables which is given in the later parts of this study. We will also observe a survey in the latter section, where a participants' group, various backgrounds and ethnicities in South Asian countries, helped the researcher with various information vital for this study. The details showcased a stark gender difference among the elders in their role of being group administrators and using the various facilities of WhatsApp.

Numerous studies asserted that social networking sites help bridge the gap between the generations and population as the older adults prefer to communicate and establish contact with people from the past instead of making new friends. Renewing old connections and ties is one of the checklists that social media apps tick (Krishen, Berezan, Agarwal & Kachroo, 2016). Secondly, the older population suffering from chronic diseases and illnesses tend to use social media to seek social validation and support online. Additionally, the social

networking sites bridge the interaction gap among family members as pictures, audios and videos are shared among all, irrespective of age and generation (Karpisek, Baggili & Breitinger, 2015).

METHODOLOGY

A detailed qualitative research method was undertaken, encompassing a personal and one-to-one interview with fifteen grandchildren who are the participants in the data collected, as suggested by Boddy (2016). All the included informants or grandchildren are part of the family WhatsApp group, which includes other family members, especially the elderly (Meeuwis, Rooijen & Verhagen, 2020). Among the several informants, eight Malaysian females and seven males helped the researcher compile summarised and comprehensive data.

Upon thorough interviewing, a collective summary of the views and ideas which the grandchildren possess regarding the family WhatsApp group were compiled (Cinelli, Quattrociocchi, Galeazzi, Valensise, Brugnoli, Schmidt & Scala, 2020). The common factor between every informant was that the WhatsApp group had their grandparents as administrators. Most of the informants belonged to the age group of 20 to 35, from various socio-economic backgrounds. What was also common among the participants was that each of them is an active member of the family WhatsApp group. To maintain the ethos and value of the research work, every informant and participant was informed and briefed about the topic and the research purpose before the interview. Alongside a letter of privacy and consent, data protection information was also emailed to the participants beforehand to obtain their approval. They were also assured of their identity, privacy, and anonymity hence provided a number assigned to them individually.

In the interview, the participants were offered a structured questionnaire covering various spheres of life regarding the research, helping to obtain a broadened view authentically (Makita et al., 2021). Table 1 showcases the various questions which have been used to obtain the anticipated result and outcome. This acted as a guide for the participants to answer the questions asked and enlighten the researchers with primary information as available. The structured questions that were put forward were comprehensible and well planned to retrieve the maximum amount of information within the stipulated period. The interview themes can be broadly categorised into several subheadings mentioned in detail in the latter portion of the research. Family relationship, technological application, and content of discussion can be claimed as the main themes in the interview along with branches of sub-themes like family involvement, grandparents as administrators, use of WhatsApp among the grandparents, the impact of social media accounts, family matters, and concerns, communication with the immediate family members.

Table 1: Structured Questions That Guide the Interview

Number	Questions
1	Do you have a family WhatsApp group? How many members are there in your family group, and how is the relationship among all?
2	Who is the administrator of the family group, and why? How do you and other members react to who become the administrators of the family group?
3	How is the involvement of the family members in the family group? Are they actively participating regularly or just silent spectators?

4	Are your grandparents familiar with the technological application? What are they? Between WhatsApp and other social media, what do grandparents use the most and why? How many other social media accounts do they have?
5	What contents are discussed often in the family WhatsApp group?

The basic information obtained and concluded from the various and authentic gathering of data through the medium of the interview had helped the researchers proceed with the study and obtain a cumulative idea regarding the popularity of social media usage among the particular group of grandparents. The informants were from various backgrounds and age groups which implemented a wide range of ideas, not being restricted to one economical background of the place. Various ethnicities of the participants also helped to highlight the point that various nations have been witnessing the current change in the scenario of technological adoption among the older population. In a sense, it can be claimed that the world has become more connected and globalised through such new adoptions and similar bindings (Charalambides, 2019). The scenario is the same in every country and population, especially among the elderly ones.

Due to the enforcement of movement control order (MCO) by the Malaysian government from 18th March to 10th June 2020 (Hassan, 2020; Tang, 2020a); all interviews which were incidentally conducted during the third phase of MCO (15th – 28th April 2020) (Tang, 2020b) were done through video call. Majority of informants chose to utilise the Zoom Meeting application, as this is one of the most convenient methods for informants to participate in the interview. According to Jafari and Scott (2014), informants have the right to choose the place, time and day for the interview to take place, which would be convenient to informants themselves. An external moderator was recruited to moderate the interview to protect the biased questions and information from both interviewer and the informants; hence, the interview was attended by three-persons. The duration for each interview was 90 minutes and all the data was recorded to facilitate discussion of transcripts; then all the data was analysed after the process of the interview was finalised.

RESULTS AND DISCUSSION

The data used for thematic analysis has been drawn from in-depth interviews. The thematic analysis includes familiarisation that means the overviewing of the data before analysing them. In this study, the data is familiarised with the repeated review of the data gathered and coded in themes for detailed discussion. In this study the 'priority' has been transformed into family relationship status of the grandparents and 'technological aspects' has been transformed into social media and grandparents (Amaral & Daniel, 2018). The next step is reviewing themes and generating sub themes.

The gathered information helped to draw different aspects under each theme in this research study. The combination of speculative and wider perspective has motivated the researcher to draw different views and aspects of the informants through data analysis. Each informant has different perspectives and views. Hence, the themes have been created through the collected information from the informants (Terry, Hayfield, Clarke & Braun, 2017). The following table has been constructed based on the recorded information of the

participants and the themes have been created according to the extracted data to reflect the output.

Table 2: List of Themes and Subthemes

Theme	Subthemes
Family relationship	● Family involvement ● Communication with family through social media vs. face-to-face.
Grandparents and social media	● Use of social media accounts by grandparents ● Impact of social media on them
Discussion content	● Family matters and concerns

Three main themes were formed and several sub-themes for each main theme was outlined as shown in Table 2. The data was gathered from the original information of the informants to ensure that there was no factor of unbiasedness and it meets the research objectives.

During the research, several individual details have been obtained, especially after the interview, which was conducted with the participants. Variety and bulk information were received from the informants' side, which helped the researchers to progress with the study regarding online social media use among grandparents (Gazit & Aharony, 2018). The various names and details of the informants were kept anonymous, respecting their decision, and post the completion of the study, the existing data was completely destroyed and erased from every record to maintain privacy. The summary of the various findings and interpretations is presented in Table 3 as provided below.

Table 3: Informants' Demographic data

		Demographic data		
Informants No.	Age	Gender	Ethnic group and state of origin in Malaysia	Administrator for family WhatsApp group
1	25	Female	Bumiputra (Sabah)	Grandmother
2	30	Female	Bumiputra (Sabah)	Grandmother
3	28	Male	Indian (Malacca)	Grandfather
4	35	Female	Indian (Negeri Sembilan)	Grandmother
5	20	Male	Chinese (Penang)	Grandmother

6	26	Male	Malay (Terengganu)	Grandfather
7	33	Male	Malay (Pahang)	Grandfather
8	30	Female	Chinese (Perak)	Grandfather
9	27	Male	Malay (Selangor)	Grandmother
10	31	Female	Malay (Malacca)	Grandfather
11	23	Female	Bumiputra (Sarawak)	Grandfather
12	34	Male	Chinese (Kuala Lumpur)	Grandfather
13	29	Male	Malay (Perlis)	Grandmother
14	32	Female	Bumiputra (Sarawak)	Grandfather
15	21	Female	Malay (Kelantan)	Grandmother

Informants' Demographic

Table 2 shows that the majority of informants are Malay (6 in total), in which most of the informants' grandparents are the admin in the family WhatsApp group, and the least number of informants are from the Indian race (2 in total), whose grandparents are administrators in the family WhatsApp group.

Family Relationship

The research study has identified that most of the informants have emphasised the family relationship status of the grandparents while discussing the grandparents' involvement in social media (PrakashYadav & Rai, 2017). Each of the informants has stated that their grandparents have a strong sense of family bonding, and they try to maintain the family bond through constant communication (Daneels & Vanwynsberghe, 2017). Two sub-themes have been drawn from this main theme, such as family involvement and communication with family. This is also clearly visible that the use of social media is not restricted to genders and both grandmothers and grandfathers are equally responsible for becoming the administrator of the family groups. Though the count of the male administrator is slightly more than the grandmothers, both genders have been almost equal in maintaining relationships and Communication.

i.   Family Involvement

The given study shows that the majority of informants have mentioned that family involvement in the WhatsApp group is to keep everyone connected amongst each other. As outlined in Table 4, Informants 3 and 11 shared that they have two different families WhatsApp group; family WhatsApp group includes the elders and the other one for cousins only. Meanwhile, informant 6 was forced to participate in the family WhatsApp group. Informant 5 was associated with a big family, thus, it is important for him to stay connected through WhatsApp in order to communicate with the family members. Yet, even though informant 10 has a small number of family members, she also used the family WhatsApp group to communicate and stay connected with the family. This has shown that family involvement in the family WhatsApp group is important for both small and big families.

Table 4: Family involvement

Subtheme	Informants' Feedback
	"Family relationship is the most important thing for me and the other family members as well. I have family WhatsApp group, and every member in my family are in it including my grandparents except the young ones," Informant 1
	"My grandparents know how to use WhatsApp. Family WhatsApp group helps me get close together with other members and they are so active in the group," Informant 2
	"In my family WhatsApp group, only those aged 18 years old were added and some of us are also in only cousins WhatsApp group," Informant 3
	"I am surprised when my grandparents are in the family WhatsApp group and I've been added in family WhatsApp group, so I have to stick with it," Informant 4
Family involvement	*"I came from big family. I have 12 aunties and uncles, 35 cousins, so what not to say no to participate in family WhatsApp group,"* Informant 5
	"I've been forced by my grandparents to join the group, like it or not they are my family," Informant 6
	"Nothing is more important than family, so the WhatsApp group for family will keep up-to-date among each other," Informant 7
	"Keeping each other and everyone up-to-date in WhatsApp group is to keep a healthy relationship," Informant 8
	"I believe that family WhatsApp group is for everyone social well-being," Informant 9
	"I have only five siblings in the family, my parents well-educated and they enjoy using WhatsApp to communicate with all of us, so did my grandparents," Informant 10
	"I have two family WhatsApp groups; one with the elders and the other is for cousins only," Informant 1

"All my family members, young and old are in the group," Informant 12

"I love my family, with WhatsApp is the current communication method to keep family in touch among each other," Informant 13

"WhatsApp is the most prominent method of communication, my grandparents also use it to communicate," Informant 14

"It will be awkward if there is someone who never used WhatsApp, even my grandparents are already expert with it," Informant 15

ii.   Communication with Family Through Social Media VS. Face-To-Face

According to Table 5, after being isolated through the COVID-19 pandemic, grandparents become attracted to social media platforms for staying connected. This study has also reflected how social media has made the grandparents feel more connected with the family members. According to Informant 5, his grandfather feels more connected with the family members after being involved in social media platforms. As per informants 7 and 12, due to busy lifestyles, they do get much time to communicate face-to-face with the grandparents, but after being added to the social media groups, they often send messages to the group. Informant 6 has stated that communication in the social media platforms provides an essence of togetherness to the grandparents. Informant 3 lives away from his home, and the social media family groups make him feel surrounded by the family.

Table 5: Communication with family through social media vs. Face-to-face

Subtheme	Informants' Feedback
Communication with family through social media vs Face-to-face	*"My grandmother has created a family group on Facebook. She keeps on posting the garden and cooking pictures in the group."*- Informant 1
	"It was my birthday when I was invited to the family group by my grandfather. Everyone wished me in the group. I felt warm and happy. – Informant 2
	"My grandmother had involved me in the family group as I stayed away from my family for study purposes. The constant Communication in the group makes me feel surrounded by them. –Informant 3
	"My grandfather has a hobby of collecting stamps and coins. He posts pictures of newly added stamps and coins in the family group." –Informant 4
	"My grandparents say that they feel more connected with their family members through social media platforms." –Informant 5
	"As my parents and uncles stayed in different cities, my grandparents missed the togetherness. But now they feel connected with us through constant Communication." –Informant 6

"My family members do not get much time to visit or talk over telephone calls for much time, and thus my grandparents felt loneliness before they started using family group."- Informant 7

"My grandfather keeps on chatting with my father in the WhatsApp group and gives their health information. -Informant 8

"It is not always possible to communicate face-to-face by telephone calls. The family groups make me manage time to constantly communicate with my grandparents." – Informant 9

"I generally keep silent in my Family WhatsApp group that involves the elders but love to chat with my cousins in another family group." -Informant 10

"My grandfather greets every morning and night in the group that was not possible without the family group as we stay in different cities." -Informant 11

"My family group is very active all the time." -Informant 12

"My grandmother is the most active member in the family group." -Informant 13

"We generally use the video calling feature of Facebook and WhatsApp groups for family discussion in recent times." -Informant 14

"In the pandemic situation, we had celebrated the 50th anniversary of our grandparents through WhatsApp video calling. It was fun."- Informant 15

Grandparents and Social Media

With the advancement of technology, the older generation is showing their activeness in learning technological tools and technology (Charalambides, 2019). According to different researchers, this generation wants to follow the current trends in order to follow the younger ones (Kisner, Parlakian & MacLaughlin, 2017). In the initial decades of the digital era, grandparents have shown an ignorance in using smartphone applications and social media platforms, but with time, they have gradually built technological adoption to stay connected with the family and neighbours. The relation of grandparents as WhatsApp groups administrators with other family members in the group is that of a guide and advisor in life is also well-evident. Furthermore, it is presented that the majority of grandfathers are most likely to be the administrator for the family WhatsApp group as compared to grandmothers; as seven grandmothers participated or became the administrator of the family group compared to eight grandfathers. However, it is also indicated that both genders of grandparents wanted to participate in social media accounts and decided to administrate the family WhatsApp group.

i.   Use of Social Media Accounts by Grandparents

Table 6 has presented the responses of different well-educated families, and according to these informants, their grandparents have adopted the technological usage very fast with keen interest. According to Informants 7 and 10, at first, the grandparents have less interest in adopting the digital platforms and social media tools, but after the pandemic has isolated them from the surrounding members, they have adopted social media platforms very quickly.

According to Informant 8, after learning the operation techniques of social media platforms, they have found it useful for communicating and staying connected with family members.

Table 6: Use of social media accounts by grandparents

Subtheme	Informants' Feedback
Use of social media accounts by grandparents	*"My grandparents have quickly adopted the usage of different social media platforms." –Informant 1*
	"My grandfather knows how to open a new account in Facebook. He also knows how to create groups in Facebook and WhatsApp."-Informant 2
	"I have surprised to see the fast adoption quality of my grandmother while I was teaching her how to use Facebook and Instagram."-Informant 3
	"Generally, I have noticed that my Grandparents usually post pictures in the groups and the Facebook wall, and they are not comfortable in constant chatting." – Informant 4
	"I have opened a Facebook account for my grandfather, and he only uses that account." –Informant 5
	"My grandparents are comfortable using WhatsApp and learning the operation of Facebook gradually." –Informant 6
	"At first, my grandparents were not much interested in using social media platforms, but after the outbreak of the pandemic, they learned these applications very quickly." Informant 7
	"My grandfather has found social media useful for constant communication and staying connected." –Informant 8
	"My grandparents are obsessed with the reading of new posts, memes and videos shared in the family groups."-Informant 9
	"I found it easy to teach them the operation of Facebook, WhatsApp and Instagram." –Informant 10
	"My grandfather has recently opened a business page on Facebook for his bakery business." –Informant 11
	"My grandparents are open-minded in learning new things, including surfing the internet and Facebook." Informant 12

"Last time when I visited my grandparents, I had taught them the usage of Instagram. Previously they had a Facebook and a WhatsApp account. –Informant 13

"My grandparents use the video calling facility of Facebook and connect us for group discussion."-Informant 14

"My grandparents are well educated, and they have learned different features about themselves after teaching them the basics." –Informant 15

ii.   Impact of Social Media on Grandparents

The proposed research paper has displayed that the grandparents and older generation nowadays are interested in using social media platforms. According to Informants 5 and 9, grandparents have become obsessed with social media platforms. This analysis shows that grandparents have actively adopted the digital era and become more comfortable day-by-day during MCO in the midst of the Covid-19 pandemic.

Table 7: Impact of social media on grandparents

Subtheme	Informants' Feedback
	"During MCO, my grandparents are addicted to Tik Tok as well."- Informant 3
	"My grandmother is addicted to watching YouTube and Facebook videos." - Informant 4
	"My grandparents are very much obsessed with using Facebook account."- Informant 5
	"My grandparents are not very comfortable using the Instagram account which I had created for them." –Informant 6
Impact of Social Media on Grandparents	*"They only have Facebook and WhatsApp accounts and love to use them." – Informant 7*
	"My grandfather almost all the time active in Facebook."- Informant 8
	"My grandfather loves to post day-to-day pictures on the WhatsApp group." – Informant 9
	"Recently, my grandfather has shared his wonderful experience using social media accounts."- Informant 10
	"Grandparents become tech-savvy recently."-Informant 11
	"I love the way they are adopting new technology and learning day-by-day"-Informant 12
	"My grandparents share amazing moments through sudden video calling and sending pictures."-Informant 13

> *"My grandfather is more active in using social media platforms than my grandmother."-Informant 14*
>
> *"My grandfather has recently opened Twitter and Instagram account and most of the time active in those platforms."- Informant 15*

Discussion Content

There are mainly different contents discussed in the family groups (Nimrod et al., 2019). According to different researchers, elderly people fundamentally discuss family issues and their concerns on social media. Based on this research paper, the researcher has found that grandparents generally show concern about their family members and well-being by engaging in family matter discussions (Brewer et al., 2021). After the outbreak of the COVID-19 pandemic, grandparents show their urge to be updated regarding the health situation of the family members.

i.   Family Matters and Concerns

This research paper has identified that grandparents are using social media platforms and family groups to get constant updates about the wellbeing of the family members and discuss family matters (Orlu-Orlu, 2017). According to Informants 4, 5, 7, and 10, after the pandemic outbreak, grandparents were constantly texting, asking about the health situation and sharing the latest guidelines. However, according to Informant 8, the family business discussion is conducted more often in the family group.

Table 8: Family matters and concerns

Subtheme	Informants' Feedback
	"My grandparents called me through WhatsApp video calling asking about my health after the pandemic situation." –Informant 1
	"During MCO, my grandparents were sharing the information about COVID-19 guidelines.'-Informant 2
	"My grandmother advised me to drink green tea and ginger tea for increasing my immunity recently through WhatsApp messaging."- Informant 3
Family matters and concerns	*"It was a little annoying for me when my grandfather starts nagging in the group although I respect his advice."- Informant 4*
	"We share memes, health issues and family matters in the group."-Informant 5
	"Just discuss family matters."- Informant 6
	"I used to share important things only in WhatsApp family group."-Informant 7

"My grandfather uses video calling feature for discussing the family business."-
Informant 8

"Family matters and decision making about family."- *Informant 9*

"Gossiping regarding family matters." –*Informant 10*

"We keep on asking the health and well-being of each family member."-*Informant 11*

"Family matters only"- *Informant 12*

"My grandparents like to share their experience in different matters." *Informant 13*

"My grandmother usually shares her opinion for being healthy"- *Informant 14*

"News about the pandemic was discussed, and we have encouraged each other to get vaccinations through a family group." *Informant 15*

CONCLUSION

From the above discussion, it can be concluded that after being isolated through the COVID-19 pandemic, grandparents became more attracted to social media platforms for staying connected with family members. With the advancement of the digital world, the elderly generation shows their activeness in learning technological tools and technology. According to this research paper, this generation wants to follow the current trends to adopt the digital era. In the initial decades of the digital era, grandparents have shown an ignorance in using smartphone applications and social media platforms, but with time, they have gradually built technological adoption in order to stay connected with the family and neighbours. According to the theory of human behaviour by Murray Bowen (1988), family unity is a complex social system in which people interact and communicate with each other's behaviour. In this research work, the relation of grandparents as WhatsApp groups administrators with other family members in the group is that of a guide and advisor in life. This study has also reflected how social media has made the grandparents feel more connected with the family members. Based on this research paper, the researcher has found that grandparents generally show concern about their family members by engaging in family matter discussions and the wellbeing of the family. Each of the informants has stated that their grandparents have a strong sense of family bonding, and they try to maintain the family bond through constant communication.

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