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Deconstruction and Reconstruction of Digital Divide by Intelligent Application from the Perspective of Aging Communication

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Abstract*—In the digital age, the serious aging of population structure and the iteration of media technology paradoxically hinder the social integration of elderly groups. The objective optimization of social material living standards has narrowed the primary access gap in the digital divide, while the further bridging of the use gap and knowledge gap still puts forward multi-dimensional requirements for elderly individuals, families and the society as a whole. On the one hand, as a media medium for the catalyst of the elderly group, intelligent applications weaken the intergenerational gap in digital feeding and media empowerment, give the elderly the dynamic visibility of the Internet field, and deconstruct the traditional concept of digital divide to a certain extent. On the other hand, the feeding resistance in the use of intelligent applications and the existence of inter-generation division make the digital divide take on new forms. At present, with the continuous development of intelligent applications, in the face of the digital divide that is deconstructed and still being reconstructed, from the development end to the access end, from the individual, the generation to the society, we should join hands to create a more suitable atmosphere for the elderly to integrate into the digital era. At the same time, the will of the elderly to "disconnect" should also be respected, so that the digital dividend can benefit two generations of citizens, and at the same time provide the possibility of multiple choices for the digitally vulnerable groups in public life.*

***Keywords*—** *Aging communication, digital divide, media empowerment, digital re-feeding.*

The form of digital media is accelerating, but the population structure is developing towards the trend of gradual aging. China has stepped into an aging society since 2000, and the degree of population aging continues to deepen. By the end of 2021, China's elderly population aged 60 or above will reach 267 million, accounting for 18.9 percent of the total population, the Beijing News reported. It is expected that in the next decade or so, China's elderly population aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, and will enter the stage of severe population aging.

In today's ever-changing level of science and technology, human life expectancy is increasing, and aging at the physical age level has become the background color of Chinese society. The intelligent application spawned by emerging technologies is an extension of people, and the digital survival state extended by its control has become a new age group division standard in the era of intelligence.

As American scholar Mark Prensky divides digital natives and digital immigrants, the former refers to the teenagers born in the digital wave, and the latter is the middle-aged who witness the advent of the digital age. The old people facing the digital survival problem are given the title of digital refugees by foreign scholars, which vividly summarizes the status quo of the elderly group in the digital era of lack of resources and difficulties. In the relevant research fields of our country, the elderly are more called "digital vulnerable groups". Whether it is "refugees" or "vulnerable groups", they all show the problems of the digital age and the significant digital gap between the elderly and the younger generations. Under the flood of technology, whether active or passive, the elderly group has been more and more involved in this digital survival battle.

According to statistics, as of December 2021, the number of elderly netizens aged 60 and above in China has reached 119 million, and the Internet penetration rate of the elderly population aged 60 and above has reached 43.2%. As the most portable mobile terminal, smart phones provide more accessible media for elderly users compared with tablets, computers and other devices. Therefore, smart applications placed on mobile phone interfaces have become the most extensive communication platform for elderly users. In the process of dynamic evolution of population aging, intelligent application is undoubtedly an indispensable research incision in aging communication.

Existing empirical studies from the primary access, secondary use, tertiary network activity gap analysis concluded that China's digital divide in the past 10 years has been shrinking, but in view of the quantitative research can measure more is the objective elimination of the access gap, while the use gap and knowledge gap changes are still difficult to obtain results through simple data. The purpose of this paper is to analyze how the digital divide between the older generation and the younger generation is closed behind the fluctuating data from the use of smart applications by older users at the micro and macro levels. While smart applications give the elderly the visibility of the digital age, the digital divide that has gradually closed between the two generations is facing the worry of how to be re-deconstructed.

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I. AGING COMMUNICATION AND DIGITAL DIVIDE

Aging communication sees "aging" as a dynamic process, a continuous macro-based process, and how people of different ages (not only older people, but also middle-aged people, young people and even children and adolescents) use different media and forms of communication to delve into how they form a social and cultural consensus about "old". Research into new intergenerational media practices requires two perspectives: contrast (digital intergenerational differences) and dialogue (digital feed-back).

Compared with the static and ambiguous "aging communication", "aging communication" is more consistent with the original definition of aging research in Western academia. Aging is a macro fundamental deconstruction and continuous dynamic process based on demography, so the communication research which is adapted to the aging population structure should also follow this rule.

In the past three years, under the attack of the new coronavirus, face-to-face communication activities between people have been hindered, and higher requirements have been put forward for the virtual space built by digital technology. While technology continues to advance in a tense era, people's lives are increasingly dependent on online communication, whether it is payment, travel, entertainment or medical treatment. On the one hand, it brings unprecedented convenience to young people who are proficient in digital technology, and on the other hand, it poses severe challenges to the elderly who lag behind the process of the digital age. The World Health Organization's call for "active ageing" is urgent in this era, that is, people should have equal opportunities in all areas of life, and that multiple forces should work together to help older people who have been lost to reparticipate in society and integrate into economic, social, cultural and community affairs. Digital inclusion is an important factor in keeping the growing number of older people on the path to social progress.

The digital divide, often referred to as the Information divide, is considered the gap between information abundance and information poverty. From a micro point of view, the digital divide is embodied in three levels: access gap, use gap and knowledge gap. With the leading leap in China's 5G information technology and the effective implementation of poverty alleviation, the rise of Internet e-commerce has also made the sales market of intelligent products further sink.

As of October 2021, the number of Internet silver users (people over 50 years old) has exceeded 250 million, and comprehensive online has become a growth point in the era of stock. The in-depth development of digital life has driven the silver population to comprehensively improve in various fields such as information, life, entertainment, etc. At the same time, major software has also seized the development opportunity of the silver economy, such as Baidu, Tiktok and other head platforms are aging application layout. The access gap of the elderly for intelligent applications has been eliminated at many levels, and the smooth access of mobile terminals is only the first step towards bridging the digital divide. The further use and mastery of intelligent applications is the key step for the elderly to carry out barrier-free connection with young people in the digital era.

In the current field of aging communication, the relevant research of digital divide is mainly carried out from the level of digital feeding, emphasizing the intergenerational bridging and possible resistance within the family from the micro perspective. However, from a more macroscopic perspective, in the face of the digital divide, the problem of generation bridging at the social level cannot be ignored. On the one hand, intelligent application, as a communication medium, empowers the elderly to be visible in the digital age. In a digital society where the young generation dominates the discourse, the elderly can actively present themselves relying on intelligent application platforms, and to a certain extent, the negative image of the elderly group has been dispeled. On the other hand, due to the objective existence of the digital divide and the difference in the conceptual discourse system, the online image exhibition of the elderly group is also easy to be misunderstood and resisted by the young group that dominates the Internet, and there is still a clear group separation between the elderly and the young generation.

II. DECONSTRUCTION OF DIGITAL DIVIDE BY INTELLIGENT APPLICATION INTRODUCTION

2.1 Bridging the family generation gap

The term "cultural feeding" was put forward by sociologist Zhou Xiaohong in 1988, referring to the cultural transmission behavior of the younger generation to the older generation in an era of rapid development and change of diverse cultures. In the new media era, the form of cultural communication has changed, and the cultural communication in contemporary society has reversed in the form of "culture feeding". In the pre-parable era, the older generation taught the younger generation that cultural nurturing within the family played a key role in the socialization process of the offspring. In the post-metaphor era, due to the process of digitization and the intergenerational cultural gap in the family, the identity of the educator and the educated has changed to each other, and the younger generation has begun to "feed" the older generation with digital knowledge.

Nowadays, the mainstream culture and a variety of subcultures coexist in online social platforms. If intelligent applications are the communication tools to connect the elderly with the digital age, then the children are the information intermediaries for the elderly to seek to connect with the digital society. In the process of learning and using digital technology, digital feedback becomes a dialogue bridge for intergenerational communication in the family, and intelligent applications play the role of communication intermediary and information exchange platform in this process, expanding the space for equal dialogue between the two generations. In this process, the traditional family discourse pattern has changed, and the discourse power of parents and children has been redistributed.

2.1.1 Communication intermediary: "lack of field" emotional communication

Young people who go out to study and work make more and more elderly people living alone. The lack of face-to-face

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communication between relatives leads to insufficient emotional communication. The intelligent application of the Internet breaks the shackles of space and builds a bridge of communication between distant families.

Through social applications such as wechat, relatives who are far away can also interact in real time on the same chat interface, and relatives and friends from all over the world can gather in a group chat, forming a new kin tribe on the Internet. Whether it is the usual concern and miss, or the blessing of the festival, or the daily display of the two sides in wechat, Douyin and other platforms, intelligent media as a communication intermediary completes the extension of human beings, and completes the emotional communication in the absence of the body.

This kind of long-distance communication completed by intelligent application also provides a new form for the implicit expression of family affection in the traditional context of China, such as the use of rich and straightforward emojis to metaphor personal emotions, which becomes a more eager emotional supplement and make up for psychological defects in addition to face-to-face communication, so that the family members involved can get positive emotional feedback.

2.1.2 Digital feeding: Reconstruction of dialogue pattern

Compared with the primary access gap, bridging the use gap and knowledge gap is a key link to measure whether the elderly can achieve true digital integration. What is more important in the usage gap is the difference between people who have the same Internet access conditions and access to Internet information when using devices. Most elderly people's use of smart phones is still at the basic level of making and receiving calls, and the use gap is widening due to the limited digital use ability of the elderly group. The knowledge gap focuses on the difference in knowledge acquisition caused by the use of intelligent media. The lack of media literacy under the intergenerational difference leads to the disconnection between the elderly group and the modern information society. Faced with a wide range of Internet content, the information cocoon is also trapped in the elderly group, want to break the cocoon to take the initiative to acquire knowledge in new fields is particularly difficult, which also leads to the intensification of the knowledge gap.

As the young generation who are in close contact with digital technology in their families, it is their duty to feed their parents who are lagging behind The Times with their own digital technology. On the one hand, the digital feeding of children within the family is the most targeted response to bridge the digital divide, on the other hand, it also breaks the traditional family dialogue pattern of the authority of the father.

In the process of children's digital feeding of their fathers, the authority of their fathers is gradually disenchanted, and emerging technologies open up the traditional vision of their fathers, but also give their children more opportunities to express themselves. Reversing the intergenerational communication mode and promoting the birth of the pattern of equal dialogue may empower the reconstruction of intergenerational harmony in the family with a new force.

2.2 Social image decoration

The presentation of the overall image of the elderly in the Internet field dominated by the young generation is more of an "other" narrative, and the presentation of this third perspective is inevitably individualistic. Unlike other social groups, which will be supervised by the parties concerned, because the elderly group is difficult to express themselves on the Internet, young netizens can arbitrarily fabricate their images, which is undoubtedly an important reason for the "anti-aging" trend of thought in today's Chinese society.

As more and more elderly people master the use of intelligent applications, and begin to make their own voice on the Internet as a communication medium, the online identity of the elderly is no longer a blank paper that can be altered by others, but the power of self-expression is taken back into their own hands. This is not only a reshaping of the image of the elderly society, but also a way to understand and communicate the misunderstandings and conflicts between the two generations from a macro perspective.

2.2.1 Media empowerment of digitally disadvantaged groups

In the interactive process of social dynamics, the behavior of empowerment is inseparable from interpersonal information exchange and interaction, so the behavior of communication has been inseparable from empowerment since its birth, and the vulnerable groups in the society are considered to be the main object of empowerment theory. In the digital era of "everyone has a microphone", the communication pattern shows a decentralized trend. As a digitally vulnerable group, the elderly are also given the right to speak by network technology, enjoy the right to voice out through intelligent applications, and have the right to monitor social information and better mobilize social resources. The elderly no longer passively accept the presentation of mass media, but actively use the Internet to obtain the required information. Many portraits of elderly Internet users show that the elderly rank first in the use of information software such as Baidu. In the past three years of the epidemic era, the elderly have actively searched and consulted for health information. Complete their own real-time follow-up of external information changes.

On the one hand, smart applications provide support for the elderly both physically and mentally. Products such as smart wristbands and smart homes enable seniors to better monitor their health and gain more control over their lives. On the other hand, the elderly can change their community life by joining groups and organizations with similar interests, learn more social norms and grasp more social resources. This can expand the social network of the elderly to a certain extent, and the transformation from limited physical interaction to ubiquitous contact has reversed the situation of the elderly's increasing isolation from society.

2.2.2 Self-presentation of "elderly Internet celebrities"

The representative of the rise of elderly users in the Internet field is the "elderly net red" who have huge traffic on media platforms such as Tiktok and bilibili. Different from the young generation of Internet celebrity leaders, they break the conservative and stubborn prejudice and stereotype of the elderly in the Internet space with the distinct label of "grandpa" or "grandma", and vividly demonstrate the unique

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personality charm and life style of the elderly group, winning the love and recognition of the majority of young netizens. This not only enables the elderly to actively age and avoid the loss brought about by aging, but also to gain satisfaction through multi-faceted self-expression and positive feedback from online audiences.

For the younger generation who accept the content disseminated by "elderly Internet celebrities", the life experiences of the elderly shared on media platforms can become the common cultural heritage of mankind and help the younger generation understand "the philosophical arguments of memory, change, history, and the flow of life". Let the young people who are still immature in the course of life listen more to the stories of the elderly who have more wisdom in life, so that the valuable experience is passed on from generation to generation like a torch, and can further arouse the public's attention to the problems of the elderly in modern life through the personalized lens language of "elderly net celebrities", stimulate empathy, and enhance the generation integration and dialogue level of the whole society.

III. The Reconstruction of the Digital Divide by Intelligent Applications

3.1 Digital exclusion of the elderly

If the digital access gap can be filled by the optimization of social objective conditions, then the use gap and knowledge gap are more dependent on the subjective power of the elderly. Getting older is not just a physical process, it's a mental process. Apart from the infiltration of school and workplace, the elderly are difficult to adapt to the rapid changes of the outside world, lack of understanding of the emergence of new media and new technologies, and have a sense of withdrawal from unknown technologies.

For most elderly people, the access to intelligent terminals is still in the use of basic functions, and the links involving digital payment and Internet user communication will make the elderly fear that they will be cheated. The lack of understanding of smart applications creates a sense of rejection among the elderly, and the lack of strong demand and limited energy will also become the reasons why it is difficult for the elderly to access digital technology. The environment and life experience of the elderly in China have made them accustomed to simple, mechanical and coercive indoctrination, so it is difficult to adapt to the flexible and changeable digital thinking. Therefore, the generation gap in the use of intelligent applications is more like the conflict between digital thinking and traditional thinking, and the lack of digital thinking and the rejection of digital technology are the problems that the elderly need to focus on solving in the new era.

3.2 Feeding resistance within the family

In traditional interpersonal communication, family members in physical space usually exchange information face to face. In the digital age, with the help of intelligent applications, family conversations are free from the limitations of time and space, forming a new information exchange system. Compared with the traditional family information system, which relies on physical space and family affection, the communication principle in the new media information system is more inclined to the gathering of interest groups, and the so-called "taste congeniality" is difficult to achieve between the parents and the children who have a generation gap in the family.

Also for the use of intelligent applications, taking Tiktok as an example, young people's interests lie in fashion, games, tourism, etc., and there is a significant gap between the interests of the elderly. Older people are more likely to pay attention to some health information, including false information and feudal superstition. Differences in interests often weaken the enthusiasm for communication among family members, distract from the exchange of issues and feelings that would otherwise be shared within the family, and hinder the generation and deepening of digital feedback at the level of intrinsic motivation.

Digital feeding is the "re-socialization" of the elderly. Socialization is the process of integrating into the next social group and participating in its specific message. Prior to integration into a new social group, the individual is excluded from the entire information system of the group, and integration into the new group is a slow and gradual process that requires control of access to the group information through role transformation.

Digital feeding is a process of reverse socialization, in which the elderly must have enough decoding ability to adapt to the new media information environment. In this process, the implementers of digital refeeding in the family field play the roles of children as "educators" and "guides", while the roles of parents are "educated" and "followers". The reversal of the discourse power relationship in the family structure weakens the authority of parents in the traditional model and promotes the psychological gap of parents. In the process of feeding back, the interaction between parents and children still carries the color of traditional parental education, so the contradiction of new family relations greatly reduces the possibility of continuous deepening of digital feeding back. Moreover, due to the differences in digital usage ability and parent-child values, cultural background and life experience, there are obvious differences in the acceptance and use ability of new media between the two generations. The elderly not only need longer time to learn digital technology and accept digital culture, but also have problems such as slow learning and stubborn ideas in the communication process. Therefore, children are also prone to negative emotions in the digital feeding, and their patience and enthusiasm in the process of digital education are likely to be weakened.

3.3 Intergenerational group separation

Intelligent application provides a new platform for intergenerational dialogue with its advantages as a communication medium that crosses generational differences. At the same time as the visibility of the elderly in the Internet field, the media literacy and cultural gap between the two generations have become "clearly visible".

In today's popular visual culture, memes have become the quintessential means of the Internet subculture. The use of

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emojis is associated with a clear separation between generations, reflecting generational characteristics in the form of labels.

In the phenomenon of middle-aged and elderly emojis sweeping the Internet, the producers and promoters of the so-called middle-aged and elderly emojis are not real middle-aged and elderly people, but young people. On the one hand, young people actively use these memes and give each one the connotations they define. On the other hand, through the use of middle-aged and elderly emojis to ridicule the "traditional" and "not in the flow" of the middle-aged and elderly, and embed it in the post-modern emoji decoding system. The label of "middle-aged and elderly" separates the discourse expression of the elderly group from the discourse system of the young, showing the mainstream discourse power with a sense of superiority, while hiding the intergenerational gap between the online discourse of the young and the elderly group with a chain of contempt.

Even the "old net red" who enjoy the most attention and the biggest voice in the Internet field only occupy a very small part of the elderly users, belonging to the top ethnic group of the pyramid. In order to stand out in the fierce traffic pool of the we-media industry, high requirements are put forward for the physical energy and digital ability of the elderly. In the content production and communication, they are more responsible for the role of performers, and can only participate in the interaction of fans, and it is difficult to participate in the deeper content construction and account planning through business strategy formulation and content planning.

The digital survival of the elderly group is still being eroded by technological needs and capital dividends, and there is a risk that content value will be ceded to commercial value. There is still a significant generational divide in the power of discourse between the two generations, and most elderly people are still invisible in the Internet field. How to actively use intelligent applications to empower the elderly to enter the "digital equality" still needs the collaborative help of multiple subjects.

IV. From Deconstruction and Reconstruction to Symbiosis

The bridging of the intergenerational gap requires two generations to "feed back" and "be fed" two-way efforts. Existing empirical studies have found that children's reflexive motivation is higher than parents' willingness to be reflexive. When there is a digital generation gap between the two generations, there are still some parents who will not take the initiative to ask their children for help, but choose to ignore the problem.

In order to bridge the digital generation gap, parents' willingness to be nurtured should be further improved, unload the burden of their elders, actively integrate into the digital age, take the initiative to seek digital help from their children, and improve digital media literacy. Children should also increase the intensity and depth of feedback, take the initiative to interpret the new media context to parents, promote deeper cultural and emotional exchanges, and eliminate the deeper intergenerational divide while improving parents' digital literacy and bridging the digital divide.

Outside the family intergenerational relationship, the promotion and use of smart applications has changed the voice and influence of some elderly groups, but there are still some factors that limit the ability of elderly people to use media. More government attention, capital support and concerted efforts from the public are needed to further strengthen the popularity of digital dividends for the elderly. Smart app developers need to pay more attention to age equity, effectively consider the views of older users, and all aspects of age-friendly apps should be designed with the needs of older users as the center. It is vital to survey the expectations of friends and relatives of older users and find solutions for user-friendly technology and interface design. Focus on the use of the latest science and technology, the development of VR/AR, facial recognition, voice recognition and wearable devices specifically for the elderly, to overcome the existing technical barriers for the elderly to make smart applications.

For society as a whole, ignoring the physical and psychological needs of the elderly and forcing all the elderly to follow the process of digital society means the digital exclusion of the entire society. With young netizens swallowing the voice of the elderly on the Internet, as well as the fear and rejection of digital technology by the elderly themselves, the state and society must pay attention to and respect the decisions and decisions of some elderly people to "disconnect" and guide them in the right direction.

The choice to connect or "disconnect" is not only a situational need for users, but should also become a newly empowered connection for users and "disconnect" as a choice for members of society, which in itself does not distinguish between right and wrong. While the social inclusion of older people is crucial, digital inclusion is not necessarily the only way to achieve it. The inability of older people to access digital technology is not necessarily a social problem, but it will be if they are socially isolated because of technological backwardness.

Bridging the digital divide should not be confined to the efforts of individuals or families, but should be placed in the context of The Times and integrated into the new open, free and pluralistic environment of the digital society. Not only should there be equal transfer of power and opportunities for communication, but the importance of multiple forces working together should also be emphasized. Truly realize the mutual understanding between the two generations to bridge the intergenerational gap and promote intergenerational harmony. In the new era of the booming development of digital technology, no matter the elderly individuals, family generations and social groups, from the access end to the release end of intelligent applications, we should find a way to harmonious coexistence between the gradually disappearing digital divide and the new crisis created by the construction. Promote a deeper level of care for the elderly, and build a digital social atmosphere more suitable for the elderly to integrate into.

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