

Usability Issues on Facebook for Older Adults

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Abstract: There are a maximum number of older adults using Facebook, however their using hours on Facebook is low as compared to the youngsters. This re-search paper summarizes some issues that how older adult feels frustrate when they use Facebook? Why older adults take too much time using Facebook? Why older adults face learnability and visibility problems on Facebook? Why older adult can't easily find privacy settings? Why older elders can't remember how to use Facebook again? This paper reports the preliminary findings to the questions above stated. Results from this study show that some older adults and elders do not use Facebook with none to advanced computer experience in other hand some with advanced computer experience Facebook is most widely used. Social networking site (Facebook) is difficult for elders to use because of the design of the site, lack of knowledge and layout issues.

Key word: Social Networking Sites (SNS) • Facebook's usability issues

INTRODUCTION

Nowadays, social networking sites are more commonly used such as Facebook due to its interactive nature people like to spend more and more time on Facebook by communicating each other and sharing their experiences as well as ideas everyone looks addicted to it specially youngsters but there are numbers of population related to older adults which are not so engage into it due to their computer illiteracy they face many issues. The purpose of this study is to analyze the older adult's issues which they are facing while using any social networking sites. This Re-search paper targets the Facebook and discuss that social networking sites are not suitable for every age group of peoples.

Why Website Layout Is Important?: As the world has become advanced new social sites are taking place and peoples are getting used to in it and in other words social networking sites are becoming part of their life just like Facebook and twitter etc mostly people spend their time on Facebook by playing games, like pages, send messages, posting and other activities they perform. Anyhow some where the layout is playing a vital role in it because layout contributes to the overall success of any website and web design layout plays a primary role

because it's exactly the layout that makes a website attractive so when we talk about Facebook layout no doubt Facebook's layout is well designed for every age group of people. In all over the world, millions of Facebook's users daily spend their time and communicate each other not barriers for any aged group. In foreign countries youngsters as well as adults and older adults use Facebook in their daily life so it can say that Facebook has become so popular due to its interactive nature and also because they are familiar with the literacy of computer. But in Pakistan mostly Facebook older adults user unaware and hard to access and navigate due to not having a literacy in computer it can't be said that Facebook's layout is excellent because older adults faces many visibility, readability problem. Facebook's layout due to accessibility issues has failed and not suitable for every age group of people.



In the above picture we see that there is visibility problem when user want to see their notification he/she is a new user can't find out the notification, messages, friend request icons and privacy pull down menu and also take too much time to find them.

Accessibility Problems: Web accessibility problem is a huge sign of breaking their users most of the sites are sure that their users can easily access their sites and do not to feel any difficulty while using it but basically it's wrong when we talk about accessibility of Facebook there arise a big question for website designer how it's GUI is user friendly for Every age-group of people?

If a new older adult is using Facebook he/she wants to change privacy setting and keeps searching everywhere but there is no privacy setting option visible and eventually he/she ask his/her family member because there is no single labeling in it and guessing point is too high next time he/she will make the same mistake because of memory problem so accessing any site must be so good that any age group can use it because what will happen in the end they will feel frustrate and skip it.

- “Many older adults are skipping Facebook because of hard to access and complexity”

Literature Review: Social networking sites like Facebook are designed to encourage social communication in a virtual environment from the past few years there's been a growing interest on studying the usability of facebook number of studies have been accompanied to study the usability issues of facebook for older adults (Arfaa, Jessica and Yuanqiong Kathy Wang (2014)). "A Usability Study on Older Adults Utilizing Social Networking Sites." *Design, User Experience and Usability. User Experience Design for Diverse Interaction Platforms and Environments.* Springer International Publishing, 2014. 50-61. This is the fact that a numerous amount of researches have been made on this but there are very few researches available on the “usability issues on facebook for older adults”.

MATERIALS AND METHODS

This was an experimental study which was carried out at different places within the age groups of 60-65, 66-70 above 70 (older adults) where we found some of the people who had technical background and some had non-technical background and they were requested to perform some tasks which are shown below. We gave them the following 10 tasks to observe how they perform them.

- Notification
- Sharing
- Likes

- Comments
- Change your display picture
- Change your cover picture
- Send friend request
- Tagging
- Posting
- Message

Task # 1. Notification: In *notification* task older adults were asked to check their notifications where some older adults found the notification icon and some were confused to find the icon.

Argument: Difficulty was felt by some peoples due to the notification icon's visibility issue.

Result of the above task set:

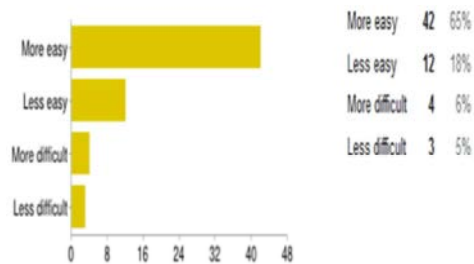


Figure a

Task # 2. Sharing: In *sharing* task older adults were asked to share anything on Facebook where some could share more easily and some found this task difficult.

Argument: Argument was raised by some people i.e where to click to share any picture/post.

Result of the above task set:

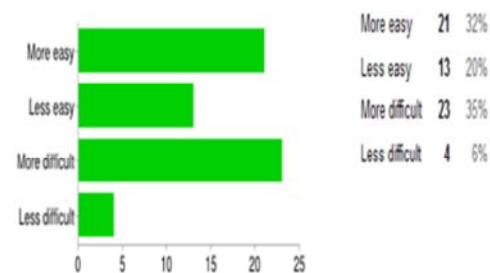


Figure b

Task # 3. Likes: In *Likes* task older adults were asked to like anything on Facebook in which 80% of the peoples found it more-easy.

Argument: No such argument was passed as the task was easy to be done.

Result of the above task set

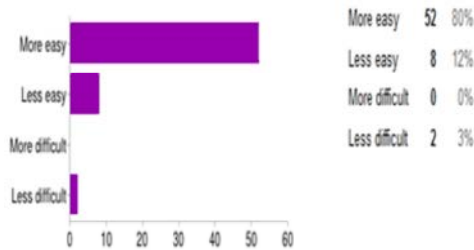


Figure c

Task # 4. Comments: In *comment* task older adults were asked to comment on any picture where most of the people found it more-easy.

Argument: No such argument was passed as the task was easy to be done.

Result of the above task set:

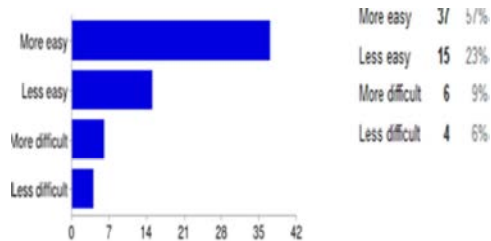


Figure d

Task # 5. Change Your Display Picture: In *changing display picture* task older adults were asked to change their display picture where 37% people found this task more-easy and 37% found it more-difficult on the other hand it was easily done by 26% of the peoples.

Argument: Difficulty was felt due to the visibility of the button.

Result of the above task set:

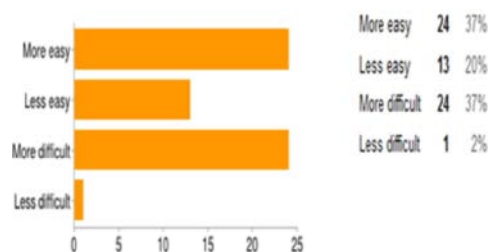


Figure e

Task # 6. Change Your Cover Picture: In changing cover picture task older adults were asked to change their cover picture where it was more-easily done by 35% of the peoples and more-difficultly it was done by 34% of the peoples.

Argument: Difficulty was felt due to the visibility of the button.

Result of the above task set:

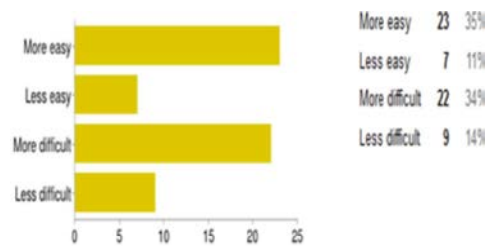


Figure f

Task # 7. Send Friend Request: In *Sending friend request* task older adults were asked to send friend request to any person on Facebook where majority(42%) of the peoples found this task more-difficult and most(25%) of the peoples found it more-easy.

Argument: Argument was raised that while staying on their own timeline how to send friend request to any other person who is not shown on their timeline.

Result of the above task set:

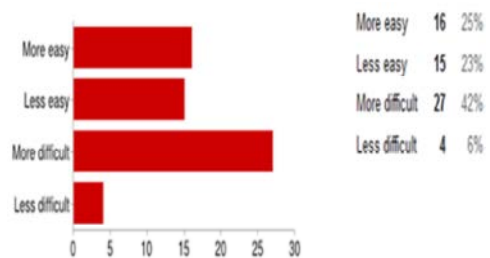


Figure g

Task # 8. Tagging: In *Tagging* task older adults were asked to tag their friends on Facebook where majority (62%) of the older adults found this task more-difficult and the rest 38% of the older adults found this task more-easy.

Argument: Difficulty was felt due to not knowing the process of tagging with name of the person after the '@' symbol.

Result of the above task set:

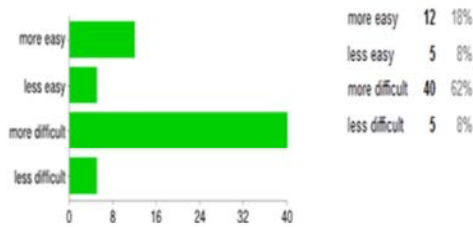


Figure h

Task # 9. Posting: In *Posting* task older adults were asked to post anything on Facebook where total 63% of the older adults found this task difficult and the rest found it easy.

Argument: Difficulty was felt due to the appearance of posting button as the button directly doesn't appear until you start writing anything of the text box.

Result of the above task set:

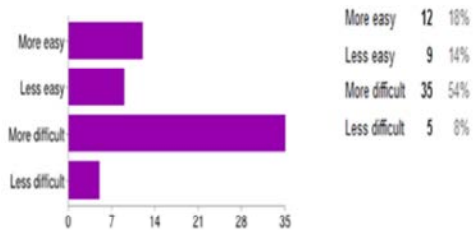


Figure i

Task # 10. Messages: In *Message* task older adults were asked to send message to their friends on Facebook where 62% of the older adults found this task more-easy and the rest found it a bit difficult.

Argument: No such argument was passed as it was easy to write message and then click on the send button.

Result of the above task set:

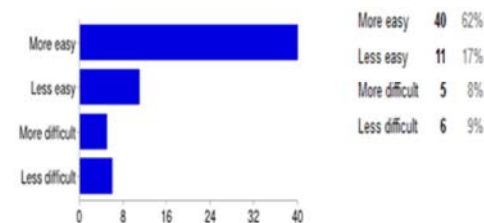


Figure J

RESULTS AND DISCUSSIONS

Facebook was fully analyzed and evaluated in terms of accessibility to verify our objective we went through Facebook's icons and buttons then attempt to find many other re-search papers. The information was gathered and also hypothesis were verified. The following are the list of hypothesis.

Hypothesis:

- Older adults feel frustration when using Facebook.
- Older adults take too much time using Facebook.
- Older elders faces learnability and visibility problem on Facebook.
- Older elders when using Facebook can't remember how to use again.

CONCLUSION

Facebook usability for every age-group of people is not that easy that we think it is this re-search paper is based on usability issues for older adults and result shows how much older adults face too much complexity and take too much time in searching and using Facebook. This study was based on questionnaire in w/c it was observed that how older adults use Facebook and if they get frustrate then this can only be the fault of GUI w/c Facebook designer has designed. Designer must focus on overcoming the problems older adults are facing.

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