

Research Article

Exploring The Role of Facebook in Supporting Senior Entrepreneurs: An Empirical Study

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Abstract: The growth of digital platforms traditional startup conditions transformed into new business possibilities for networking and growth development. Social media networks especially face book serve as common tools for young business owners across the globe yet their influence toward facilitating entrepreneurship among senior citizens remains unstudied. The research investigates the scientific effects that Face book creates to advance business expansion while sharing knowledge and encouraging customer involvement and networking among senior business owners. As part of the study researchers study Face book's operational effects and digital technology challenges and social media methodology outcomes by surveying and interviewing senior entrepreneurs across multiple business sectors. The study assesses how Face book helps older business owners develop better market access alongside enhanced brand exposure and business sustainability. Face book enables older business owners to enhance their consumer bonding and advertise their products while developing valuable business networks according to research findings. The implementation of Face book becomes challenging because of insufficient technological skills and algorithm complexity among users in digital marketing environments. Specific training programs combined with improved platform designs and government-backed initiatives have the potential to develop Face book capabilities among senior business owners to use the platform extensively. The study extends existing knowledge about entrepreneurial practices as well as social media marketing strategies and digital accessibility through detail on how Facebook enables senior business opportunities. The research findings will help policymakers as well as platform developers and organizational support groups to enhance digital media accessibility for senior entrepreneurs running businesses.

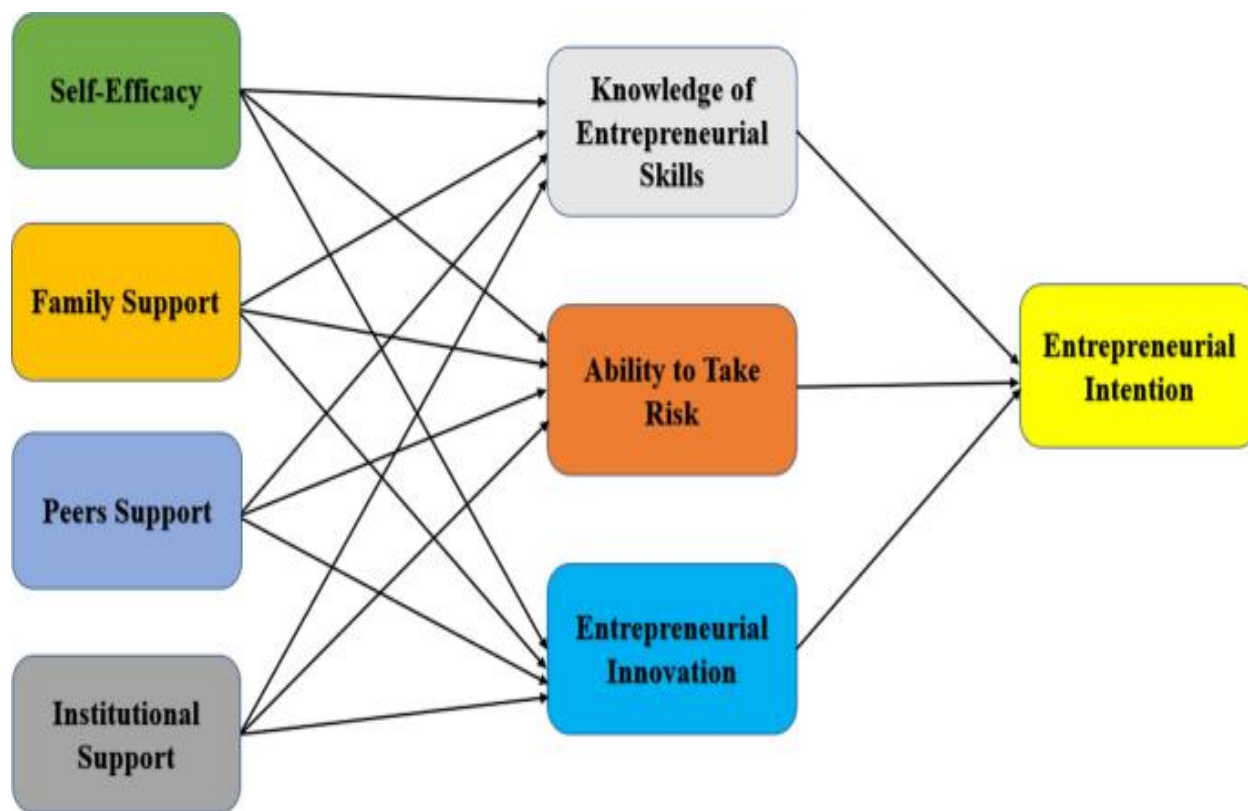
Keywords: Senior entrepreneurs, Face book marketing, digital inclusion, business networking, social media entrepreneurship

INTRODUCTION

Social media platforms now reshape how organizations operate and sell products along with how they connect with their customers. The entrepreneurial realm recognizes Facebook as a leading force which gives companies access to consumer interactions and product presentation and brand loyalty development. Research on youth-driven entrepreneurship through social media platforms already exists but the methods Face book enables mature entrepreneurs to expand their businesses remains poorly understood. The essential investigation of Face book's role in supporting older entrepreneurs becomes necessary because both global population ageing and the rising interest in post-career transition and post-retirement

entrepreneurship among persons older than 50 remains steadily high. Older business owners encounter specific opportunities together with obstacles when working in digital environments. Face book gives free tools to advertise products and build connections with customers through direct messaging features without requiring spending money. Older business founders encounter multiple challenges related to platform learning difficulties and changing algorithms and digital marketing techniques which limit their complete use of Face book. Some young entrepreneurs easily implement digital technology within their corporate plans yet older business owners struggle with content creation and digital advertising and analytics of engagement functions.

Figure: 01



Research background and Literature

Loo et al. (2024) study explores the role of digital technology in supporting senior entrepreneurship, focusing on individuals aged 50 and above who have either launched or are managing entrepreneurial ventures. Using semi-structured interviews with 30 senior entrepreneurs across diverse industries, the authors examine how digital tools—including social media platforms, e-commerce, and mobile applications—contribute to business operations, communication, marketing, and customer outreach. The study identifies several key enablers of digital adoption, including lifelong learning habits, peer support, and perceived necessity during post-retirement life. However, it also highlights barriers such as limited technical skills, fear of technology, and generational differences in digital communication styles. Notably, Facebook was often mentioned as a user-friendly platform for marketing and community engagement, especially due to its familiarity and wide reach among older demographics. The study concludes that while digital technologies can significantly empower senior entrepreneurs, success depends on tailored training, age-sensitive design, and access to supportive networks. The research fills a gap in understanding how older adults integrate digital tools into entrepreneurial practice and suggests that policy and educational interventions should promote digital inclusion for this growing demographic of entrepreneurs.

Lüders & Brand, M. (2019) investigates how age and gender influence patterns of Facebook use across different stages of life, with a focus on both behavioral frequency and motivational factors. Drawing on data from a large-scale survey of over 1,200 participants aged 16 to 75, the authors identify significant generational variations in how Facebook is utilized for social interaction, information seeking, and identity presentation. Younger users were more likely to use Facebook for entertainment and self-expression, while older users—especially those over 50—primarily used the platform to maintain social connections and access news or community updates. Gender differences also emerged: women across all age groups were generally more active in communication and content sharing, whereas men were more passive users, tending to browse without much interaction. The study highlights that Facebook serves distinct purposes based on users' life stages, social roles, and digital literacy. Importantly, older adults were less likely to engage in high-level interactive behaviors like commenting or posting but valued the platform for its ease of staying connected with family and peers. The research offers valuable insights into designing age- and gender-sensitive social media strategies, particularly for health communication, digital literacy programs, and targeted engagement efforts.

RESEARCH GAP

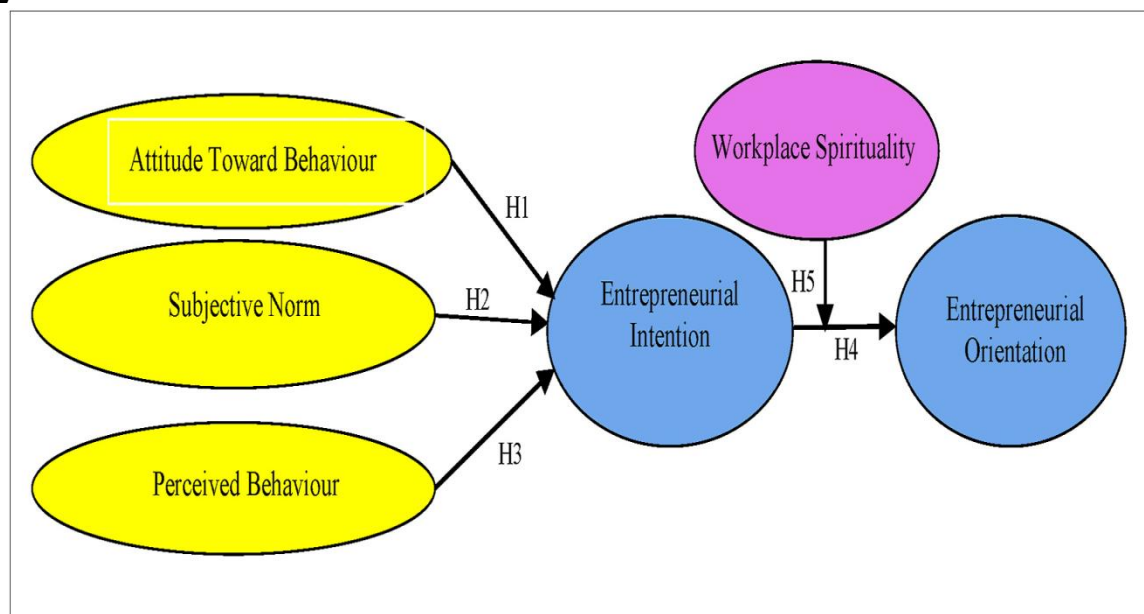
There is limited empirical evidence exploring how senior entrepreneurs—individuals typically aged 50 and above—leverage platforms like Facebook to support their business endeavors. Moreover, current literature tends to emphasize the marketing and promotional aspects of social media use, often overlooking how Facebook specifically facilitates networking, community building, knowledge sharing, and customer engagement for older entrepreneurs. Additionally, age-related digital literacy challenges and motivational factors unique to senior entrepreneurs remain underexplored in the context of social media entrepreneurship. This gap highlights the need for focused empirical investigation into how Facebook contributes to the entrepreneurial success and sustainability of senior-led ventures, particularly in terms of perceived benefits, usage patterns, and

platform-related challenges.

Relevance of Face book for Senior Entrepreneurs

As of recent statistics, Face book has over 3 billion active users worldwide, with a significant percentage of users above the age of 50. Unlike younger generations who frequently use Instagram, TikTok, or LinkedIn for business growth, senior entrepreneurs tend to gravitate towards Face book due to its familiar interface, community-building features, and marketplace functionalities.

Figure: 2



Many senior entrepreneurs utilize Face book for:

1. Marketing and Promotion – Business pages, Face book Ads, and organic reach help them promote products to targeted audiences.
2. Customer Engagement – Direct messaging, comment interactions, and live video streaming allow real-time communication with potential clients.
3. Networking and Business Communities – Face book groups enable senior entrepreneurs to connect with peers, share knowledge, and seek mentorship opportunities.
4. E-commerce and Sales – Face book Marketplace and integrated shop features allow entrepreneurs to sell products without investing in a standalone website.

Despite these advantages, senior entrepreneurs often face technological hurdles, such as difficulty in navigating Face book Ads Manager, understanding SEO-based content strategies, and adapting to frequent platform updates. Additionally, privacy concerns, data security issues, and the competitive nature of digital marketing present further barriers.

Bridging the Digital Divide for Senior Entrepreneurs

Although digital inclusion has been a growing concern, limited research has been conducted on training and support systems tailored specifically for senior entrepreneurs. Many existing entrepreneurship programs focus on younger demographics, leaving older business owners with a lack of structured guidance on digital marketing trends. Addressing these challenges requires:

1. Customized Digital Training Programs – Hands-on workshops and mentorship programs designed to help senior entrepreneurs navigate Facebook effectively.
2. Simplified Business Tools on Facebook – Enhanced user-friendly dashboards and AI-driven insights tailored for older business owners.

3. Government and Institutional Support – Public and private initiatives that promote digital entrepreneurship for seniors.

Importance of the Study

Digital entrepreneurship has transformed business operations and social media platforms perform essential tasks to expand businesses while enabling client interaction and networking. The social media platform Facebook stays as one of the business world's most popular platforms for product marketing together with customer engagement and business network development. The application of social media by millennial and Gen Z entrepreneurs for business success receives substantial academic research but the investigation of Face book's helping mechanism for older entrepreneurs remains insufficient. Research about senior entrepreneurs aged 50 and above becomes essential because it meets a major gap in digital entrepreneurship studies by studying this particular demographic which faces distinctive barriers in social media use. The number of older business founders keeps increasing because of employment transitions combined with retirement independence and business ventures born from personal

interests. Inadequate digital literacy skills and evolving platform algorithms together with sophisticated social media marketing practices constrain older entrepreneurs from maximizing Facebook's features for business promotion. The findings of this study are significant for multiple stakeholders:

1. For Senior Entrepreneurs – This research provides insights into how Facebook can be used effectively for business growth, customer engagement, and brand visibility. It also highlights key challenges and offers practical solutions to overcome digital barriers.
2. For Policy Makers and Government Bodies – The study emphasizes the need for digital training programs and policy interventions to support senior entrepreneurs in adapting to digital technologies. Governments can use these insights to design targeted initiatives that foster inclusive entrepreneurship.
3. For Facebook and Social Media Platforms – Understanding the specific needs and challenges of senior entrepreneurs can help Facebook improve its interface, algorithm transparency, and business tools to make the platform more accessible for older users.
4. For Academic and Research Communities – This study contributes to entrepreneurship, digital marketing, and technology adoption literature by bridging the gap in knowledge about how senior entrepreneurs interact with social media platforms. It also provides empirical data for future studies on digital inclusion and entrepreneurship. By addressing the digital divide among senior entrepreneurs, this research aims to provide actionable recommendations that enhance Facebook's usability, improve senior entrepreneurs' confidence in using digital tools, and promote sustainable business growth through social media integration.

Statement of the Problem

Modern business transformation through digital means has made Facebook and other social platforms indispensable for marketing purposes and networking and customer relations functions. Most young business owners commit digital tools to their business strategies naturally but senior entrepreneurs encounter multiple obstacles while using Facebook for their company growth. Senior entrepreneurs face three major barriers to effective social media marketing due to technology limitations combined with limited guidance and changing modern social media trends. Despite its wide user base and business-friendly features, Facebook remains underutilized by senior entrepreneurs, primarily due to:

1. Limited Digital Literacy – Many senior entrepreneurs struggle with understanding Facebook's advertising tools, engagement strategies, and algorithmic changes. The absence of tailored digital training programs makes it difficult for them to leverage social media effectively.
2. Technological Adaptation Barriers – Unlike younger entrepreneurs who are familiar with

digital platforms from an early age, senior entrepreneurs often experience a steep learning curve when using social media for business purposes. The complexity of Facebook Ads, content marketing, and audience targeting poses significant challenges.

3. Lack of Trust and Privacy Concerns – Many older entrepreneurs hesitate to use Facebook for business transactions due to concerns about data security, fake accounts, and online fraud. Negative past experiences or misinformation about digital risks further deter them from adopting social media tools.
4. Algorithm Challenges and Market Competition – Facebook's algorithm changes frequently, affecting organic reach and engagement rates. Many senior entrepreneurs find it difficult to adapt to these changes, resulting in lower customer interaction and reduced business visibility. Additionally, competition from younger, digitally skilled entrepreneurs makes it harder for seniors to establish an online presence.
5. Lack of Awareness of Facebook's Business Features – Facebook offers various business tools such as Facebook Marketplace, Business Suite, and Ad Manager, but many senior entrepreneurs are either unaware of these features or do not know how to use them effectively. Without proper guidance, they miss out on opportunities to expand their market reach.
6. Inadequate Support Systems – Unlike younger entrepreneurs who often rely on peer networks, online tutorials, and business incubators, senior entrepreneurs lack structured support systems to help them navigate digital business environments.

Research Questions

Despite the increasing number of senior entrepreneurs venturing into business, there is a significant gap in knowledge regarding how they utilize Facebook for business growth. The problem lies in the barriers preventing senior entrepreneurs from effectively using Facebook for marketing, customer engagement, and networking. If these challenges remain unaddressed, senior entrepreneurs may be left behind in the digital economy, limiting their business success and financial independence.

The study seeks to answer the following questions:

1. What challenges do senior entrepreneurs face in utilizing Facebook's business tools effectively?
2. What strategies can be implemented to enhance digital inclusion for senior entrepreneurs?

By addressing these questions, this study aims to provide practical recommendations for improving Facebook's accessibility, increasing digital literacy among senior entrepreneurs, and promoting sustainable online business practices.

Research Significance and Objectives

The study seeks to address key knowledge gaps by empirically analyzing the role of Facebook in empowering senior entrepreneurs. By combining quantitative insights

from structured surveys with qualitative perspectives from in-depth interviews, this research will assess how effectively senior entrepreneurs utilize Face book for business growth and what barriers hinder them.

1. To assess the role of Facebook in facilitating business growth and customer engagement for senior entrepreneurs.

2. To identify the challenges senior entrepreneurs face in utilizing Facebook for business purposes.
3. To examine the impact of Facebook usage on business networking and market expansion.
4. To provide recommendations for improving digital inclusion for senior entrepreneurs.

ANALYSIS AND RESULTS

The study exploring Face book's role in supporting senior entrepreneurship creates important consequences which benefit senior entrepreneurs and politicians as well as social media platforms and educational institutions and research organizations. Research outcomes demonstrate that senior entrepreneurs need to resolve both Face book business tool implementation benefits and obstacles while revealing practices that improve their digital entrepreneurial outcomes.

Table1: Role of Face book in Supporting Senior Entrepreneurs

Factors	Mean	Std. Deviation	Mean Rank
Community & Networking	1.97	.653	3.45
Trust & Online Security	2.04	.715	3.50
Self-Efficacy & Confidence	1.59	.764	2.61
Customer Engagement & Feedback	2.60	1.491	3.93
E-commerce & Monetization	2.56	.607	4.61
Support Systems & Training	1.71	.596	2.91
No. of. Respondents	200	Chi-Square	6.892
Kendall's W	0.007	difference	5
		Sig.	0.580

The analysis of factors influencing the role of Face book in supporting senior entrepreneurs reveals variations in perceptions across different aspects. The mean values indicate the level of agreement among respondents, while the standard deviation reflects the consistency of responses. The mean rank highlights the relative importance of each factor. E-commerce & Monetization (Mean = 2.56, Mean Rank = 4.61) emerged as the most significant factor, suggesting that senior entrepreneurs perceive Face book as a crucial platform for selling products and services. The lower standard deviation (0.607) indicates a relatively consistent agreement among respondents. Customer Engagement & Feedback (Mean = 2.60, Mean Rank = 3.93) was also highly ranked, emphasizing the importance of Face book in facilitating interactions with customers. The higher standard deviation (1.491) suggests varied experiences among respondents regarding this aspect. Trust & Online Security (Mean = 2.04, Mean Rank = 3.50) and Community & Networking (Mean = 1.97, Mean Rank = 3.45) were moderately ranked, indicating that while Face book provides networking opportunities, concerns over online security persist. Support Systems & Training (Mean = 1.71, Mean Rank = 2.91) and Self-Efficacy & Confidence (Mean = 1.59, Mean Rank = 2.61) were ranked lower, suggesting that senior entrepreneurs may require additional training and support to effectively utilize Face book for their businesses. The Chi-Square test (6.892, $p = 0.580$) and Kendall's W (0.007) indicate that the differences among these factors are not statistically significant, implying that while variations exist in how these factors are perceived, they do not exhibit strong divergence in influence. The findings highlight that while Face book plays a role in supporting senior entrepreneurs, particularly in e-commerce and customer engagement, concerns around security, digital literacy, and support systems remain areas for improvement.

Implications for the Study

1. Implications for Senior Entrepreneurs: The main result of this analysis reveals that senior entrepreneurs require improved training in digital literacy. Traditional business owners who are part of the older generation face difficulties while handling social media marketing approaches along with Facebook algorithms and connecting with their digital customers. Taking awareness of these difficulties allows senior entrepreneurs to actively find coaching relationships and straightforward social media platforms which simplify their online use. This research demonstrates how Facebook functions as an economical promotional platform through which senior business owners can expand their client base while avoiding the major financial commitments required by conventional advertisement.
2. Implications for Policymakers and Government Bodies: Careful policies for digital inclusion among senior entrepreneurs need implementation through efforts made by both governments and entrepreneurship development programs. Current entrepreneurship initiatives mainly target program initiatives for youth startups with technical backgrounds while providing little support to the increasing number of senior entrepreneurs who need technological help. Senior business owners should receive financial assistance, discounted training and senior entrepreneur mentoring services to assist with their digital marketing adoption and business management tool utilization.
3. Implications for Face book and Social Media Platforms: This study also emphasizes the need for

Face book to create more senior-friendly business tools. Features such as simplified business page management, step-by-step advertising guides, and chat bot support can improve accessibility for senior entrepreneurs. Additionally, algorithm transparency and better customer support can help them build confidence in using the platform for business purposes.

4. Implications for Business Educators and Researchers: Educational institutions offering entrepreneurship programs should integrate social media marketing courses tailored for senior business owners. Furthermore, researchers can use this study as a foundation to explore other digital challenges faced by older entrepreneurs, such as cyber security concerns, platform biases, and changing consumer trends.

Recommendations and Suggestions

1. Developing Digital Training Programs

- Governments and NGOs should introduce structured training programs focused on social media marketing, content creation, and customer engagement for senior entrepreneurs.
- Face book and other social media companies should offer online courses and video tutorials tailored to the needs of senior business owners.
- Business development centers should provide personalized coaching on using digital platforms effectively.

2. Simplifying Face book's Business Tools for seniors

- Face book should introduce a senior-friendly version of Business Suite with easy-to-use templates for content creation and marketing.
- Features such as one-click ad creation, automatic customer responses, and simplified analytics dashboards can help senior entrepreneurs navigate the platform efficiently.

3. Improving Customer Support and Algorithm Transparency

- Face book should provide dedicated support for senior entrepreneurs, including live chat, video assistance, and local business advisors.
- Greater algorithm transparency is needed so senior entrepreneurs can understand how to increase organic reach and customer engagement without being overly dependent on paid ads.

4. Encouraging Peer Networking and Mentorship

- Senior entrepreneurs should be encouraged to join business communities on Face book where they can share experiences, strategies, and insights.
- Entrepreneurship networks should create mentorship programs where experienced business owners guide senior entrepreneurs on digital adaptation.

5. Government and Institutional Support

- Policymakers should launch digital inclusion initiatives targeting senior entrepreneurs, providing financial incentives for online business expansion.

- University business incubators can introduce specialized workshops for older entrepreneurs to help them transition into digital entrepreneurship.

By implementing these recommendations, senior entrepreneurs can effectively integrate Face book into their business strategies, improving customer engagement, sales, and long-term business sustainability.

Key Findings of the Study

Face book helps senior entrepreneurs with low-cost marketing and customer engagement along with networking possibilities but various obstacles stop them from using it to its fullest potential. Senior entrepreneurs face multiple hurdles to Face book utilization because of their technical limitations in using the platform as well as its complicated nature and privacy concerns of algorithms that frequently change. Senior business owners frequently encounter difficulties while using Face book tools for business operations as well as managing paid ads in addition to connecting with customers. This study reveals that senior entrepreneurs face inadequate standardized help for their digital business activities. The active participation of younger entrepreneurs in digital training programs and startup incubators along with online business communities does not exist for senior entrepreneurs who lack appropriate mentoring to integrate social media into their business practices.

Significance of Face book in Senior Entrepreneurship
Despite these challenges, Face book remains a valuable platform for senior entrepreneurs, offering:

1. Cost-effective business growth – Unlike traditional advertising, Face book provides affordable promotional tools that allow senior entrepreneurs to market their products and services without substantial investment.
2. Customer relationship management – The platform enables direct interaction with customers, improving trust and loyalty.
3. Networking opportunities – Through Face book groups and professional communities, senior entrepreneurs can connect with like-minded business owners, share knowledge, and access potential business partners.

Addressing the Digital Divide

To ensure digital inclusivity, stakeholders must address the unique challenges senior entrepreneurs face in adopting Face book as a business tool. Digital literacy training, mentorship programs, and platform optimization are essential to support older entrepreneurs in adapting to the changing business landscape.

The study provides several practical recommendations to improve Face book's usability for senior entrepreneurs, including:

- Developing senior-friendly digital training programs focused on social media marketing and customer engagement.

- Introducing simplified Face book Business tools with user-friendly dashboards, easy-to-use content templates, and guided advertising options.
- Enhancing customer support systems for senior entrepreneurs by offering dedicated help lines, chat bot assistance, and live support options.
- Encouraging government and institutional support for senior entrepreneurs through financial incentives, grants, and specialized training workshops.

CONCLUSION

The economic contribution of senior entrepreneurs continues to expand so business leaders must understand their essential role. Proper digital support combined with appropriate policy measures enables senior entrepreneurs to adopt Face book for business growth and sustainability in the digital market. This research highlights how essential it is to provide digital empowerment and inclusion services to senior entrepreneurs because they should not face age-related barriers in adopting technology for business success. Policymakers together with businesses and social media platforms must use their joint efforts to close the digital gap which will lead to the development of an inclusive digital environment for entrepreneurial success between senior business owners and younger digital members in today's evolving economy. Face book supports senior entrepreneurs through proven theoretical approaches which include TAM, RBV, and Social Capital Theory. The research still needs to address specific obstacles with social media platforms as well as digital skill deficits and governmental policy solutions. Researchers focus on this topic to collect evidence about senior business owners' Face book usage patterns while identifying their problems and developing improved digital marketing approaches to boost their business achievements. Learning how Face book enables support for senior entrepreneurs becomes essential given the ongoing transformation of business structures. Empirical research findings will support studies of entrepreneurship and social media marketing policy development to protect senior entrepreneurs from exclusion in digital markets. Due to the digital age business operation has transformed and Face book established itself as an essential tool for entrepreneurs to reach wider audiences while building customer relationships and strengthening their brand profiles.

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