

**The Research Centre of the School of Economics and Business in coordination with the Bank
of Slovenia**

cordially invites you to a research seminar
on **Thursday, 15 May 2025, at 13:00 CET** in room **P-119**
at the School of Economics and Business

Chiara Natalie Focacci
(Oxford University)

will present the article

The Societal Dimension of Technology Adoption Among Older Adults

Purpose: This study aims to explore how social expectations influence older adults' motivation to learn and use technology in a non-online learning environment. Specifically, we examine whether these expectations serve as a motivating factor or create discouragement, depending on their nature. **Findings:** Our results show that older adults exposed to positive social expectations in a learning setting are notably more inclined to engage with technology and adopt its use. Additionally, regardless of whether the treatment is positive or negative, negative emotions and self-perception considerably reduce this willingness. **Methods:** The research employs an experimental survey targeting UK residents aged 70 and above. Participants are exposed to either positive or negative social expectations regarding technology use, with the outcomes compared to a control group that receives no social expectation cues. **Originality:** This study adds to the existing literature by presenting experimental evidence on how social expectations impact technology adoption among older adults. It uniquely explores this phenomenon outside the realm of online learning, where peer influence plays a significant role, with a particular emphasis on the older adult population.

We look forward to welcoming you at the seminar.