



IMPACT OF COVID 19 PANDEMIC ON ELDERLY ADULT: RESEARCH TRENDS

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Abstract:-

The world has already successfully overcome many pandemic situations. The pandemics of COVID-19 affected people locally and globally. The impact of the pandemic on the social, economic, and political life of human beings has been seen to be affecting the economy of all the countries of the world. Human resources, corporate sectors, education, transportation, environment, Law, film industry, etc. seem to have been affected which has seen the pandemic in a positive light and recognized that we have great potential in it. Uncertainty is seen in all sectors; many have lost their jobs. Consumers have changed their behavior. Everyone has started staying at home. The effect of adherence to traditional marketing is seen to have been to increase in the number of contacts that sellers have already had with digital marketing. Today, digital marketing is one of the most emerging technologies in the information sector. A great impact was on the mental and physical health of the growing number of elderly adults. The paradigm shift has resulted in a crucial ally for elderly adults. It is crucial to understand the advantages and risks of how the pandemic has affected them. This research paper presents the findings of a thorough literature analysis on the topic of elderly adults and society. The study approach, data collection techniques, research domains, goals, and outcomes are the key topics of the examination of the research. Findings will show that there is not currently a dominating research methodology for this sector, samples are generally small, research efforts are focused on specific domains, and there is a lack of rigor in the reporting process. The paper is made in an attempt to analyze and understand the impact of the COVID-19 pandemic on Elderly adults. This work is important because it identifies the current state of research in this field and guides new potential research.

Keywords: *Elderly adult, COVID-19, pandemic, digital marketing*

Introduction:

The world is teetering precariously. The COVID 19 pandemic may have a staggering human cost. We currently live in a period of significant economic, social, and medical unpredictability. Infectious diseases, which cause the greatest number of deaths worldwide, pose a serious health threat to the human population. The most powerful and evolved life form on Earth is currently being controlled by the smallest, most primitive invisible living form. The control of the infection's propagation at the community level depends heavily on social distance. By lowering the number of infected people and the rate of infection, it indirectly contributes to the prevention of our healthcare systems becoming overburdened. However, social distance puts human cooperation to the test. Perceived social closeness and stress reactions are correlated. On people who are already lonely or isolated, the effect might be more noticeable. Better physical health depends

on better mental wellness. Putting mental health first is crucial while under a lot of stress. People are lucky to live in a time where technology will enable us to see and hear our friends and family, even from a distance, in the information age and on the information superhighway. Having stated that, social distance is merely a situation at the present time. Additionally, linked to this dangerous illness are particular demographic traits and aberrant lab results. On the basis of demographic, clinical, and laboratory variables, a number of estimating approaches have been proposed to identify patients who are more likely to acquire severe disease; however, research evaluating these methods has not been clinically validated. SARS-CoV-2 can infect people of any age, however, it most commonly affects middle-aged and older adults. The condition and its symptoms are more prevalent in the elderly. In a study done in the UK, it was discovered that people over the age of 80 had a 20-fold higher mortality risk than those between the ages of 50

and 59 . Between February 12 and March 16, 2020, there were 2449 patients diagnosed with COVID-19 in the United States; 67 percent of these patients were above the age of 45. The death rate was highest among older persons, with 80 percent of deaths happening among older people, similar to the findings in China.

During pandemic we have seen elderly adults suicide cases has increased in India as because nobody wants them in the family and nobody even wants to give a special care and that's also a reason why researchers had realised that elderly adult have a new path for research.

The objective of the Study:

1. To study the impact of the COVID-19 epidemic on related social isolation,
2. To study the role of demographic transition in the Indian Scenario.
2. To analyze the impact of Covid-19 on elderly adults
3. To analyze how the pandemic generated the need to improve Family & society relations
4. To study the various concepts of gerontology
5. To mitigate the digital divide.

Scope of Study: -

1. Understanding the concepts of gerontology
2. Understanding the future of psychological stability of elderly adults after covid-19.
3. Highlighting the need for adequate isolation and protective measures of elderly adults.

Limitations of Study-

1. The study is based on secondary data
2. The information in this study is not disclosed to everyone.
2. This data has been collected keeping in view the time limit

Major arguments along with the supporting literature

Concepts of gerontology

Gerontology is the scientific study of the processes and problems of aging from all aspects—biologic, clinical, psychologic, sociologic, legal, economic, and political. Geriatrics is the branch of medicine that deals with the diagnosis, management, and prevention of medical problems associated with senility and senescence.

Gerontologists say that age and aging have at least four dimensions.

chronological age,

biological aging,

psychological aging, and the fourth dimension of aging is social.

Social aging refers to changes in a person's roles and relationships, both within their networks of relatives and friends and in formal organizations such as the workplace and houses of worship.

Although social aging can differ from one individual to another, it is also profoundly influenced by the perception of aging that is part of a society's culture.

As individuals age, their physical capacities start to worsen, they have restricted versatility and their reaction time is much slower. Such confinement in their portability frequently comes about in less cooperation in social exercises, which may tend to extend sentiments of depression and diminish assurance and fulfillment with life. It is additionally well known that for the senior populace, their wellbeing and well-being depend, to a more prominent degree, on the passionate and social connections they have with their family, individuals, and companions. Innovation can play a vital part in making a difference for the elderly to keep these social associations. It can progress their quality of life by diminishing their sense of segregation, contributing to their mental well-being and sense of strengthening and supporting their connections notwithstanding of time and area. Defining "old" is troublesome and age classification may change totally different world districts over time.

COVID-19 Trends and Differentials

Early information uncovered that the effect of COVID-19 on more seasoned adults' mortality chance has been emotional and checked by articulated aberrations. To begin with the paper of the Virtual Collection, **Sharma (2021)** utilized information from the National Wellbeing Meet Study to demonstrate more seasoned adults' probability of passing from COVID-19, utilizing best- and worst-case situation projections. The investigation appeared to show that mortality expanded with age, body mass list, and the nearness of hypertension and diabetes, in spite of the fact that the size and factual noteworthiness of these risk factors contrasted somewhat within the "best-" versus "worst"-case scenarios. **Sharma (2021)** concludes that thorough strategies and information are basic for advancing open information and belief with respect to COVID-19 and for making a difference in wellbeing care suppliers and policymakers to plan evidence-based solutions.

Fuller and Huseth-Zosel (2012) conducted mixed-methods research on 76 older persons in the Midwest. They discovered that loneliness rose throughout this time and that it grew more for older urban residents than for older rural residents. Individuals reporting increased levels of loneliness frequently experienced feelings of loss and helplessness, whereas those adults who did not report increased levels of loneliness were

safeguarded by their use of new social connection techniques. According to the authors, offering older folks various forms of connection—from video chat to letter-writing programs—may help to meet their social demands.

Innovative public measures are needed, according to **Sáenz and Garcia (2021)**, to address the uneven impact of the COVID-19 pandemic, particularly among older persons in disadvantaged neighborhoods. The significant racial disparity in COVID-19 results may be a result of weak, sparse, or degraded social networks. In order to document racial/ethnic inequalities in networks both before and after the commencement of the pandemic, **Gauthier et al. (2021)** reviewed previous research on network size, composition, and density. They discover that racial disparities in social networks worsen long-standing health inequities, and they demand a greater sense of social network disparities for marginalized older individuals, particularly in light of the COVID-19 health crisis.

Social Isolation

Since the start of the widespread, more seasoned grown-ups have been encouraged to remain domestic and minimize the off chance that not entirely kill social contact with others, in an exertion to play down the well-being dangers of infection disease. In any case, this misfortune of near contact with most outstandingly embraces and delicate touching may weaken more seasoned adults' well-being. **Thomas and Kim (2021)** analyzed information from the National Social Life, Wellbeing, and Maturing Venture and found that more visit physical touch diminished the chances of raised irritation among more seasoned grown-ups. In spite of the fact that the information was gotten sometime recently at the beginning of the widespread, **Thomas and Kim (2021)** conclude that socially isolated more seasoned grown-ups may well be empowered to embrace or touch fair one or two low-risk people, to bear the benefits of touch without significantly expanding their chance for COVID-19. More seasoned grown-ups who live alone may be at specific hazard of social and physical touch hardship, as they don't have a source of residential social, passionate, or commonsense bolster. In May and June 2020, **Fingerman et al. (2021)** managed overviews of 226 more seasoned grown-ups who had previously taken part in the Everyday Encounters and Well-being Ponder. They found that more elderly adults grown-ups dwelling alone were less likely to see others individually or to get or offer assistance. In-person social contacts gave

positive enthusiastic boosts in ways that phone contact did not. These come about to recommend that conceivable intercession amid the widespread may work best with secure shapes of in-person contact, conceivably with non-family members.

Transition from Joint family system to nuclear family system

The transition from joint family system to nuclear family, made the elderly adults suffer extensively during the pandemic. In abroad they have a different organisation or set up in the society for elderly adult but in India we doesn't have the concept. To take care of them it is a question of family prestige, so family members doesn't want to send in old age home due to their prestige or to maintain status and that's why the elderly adults suffered a lot and researchers should focus on such areas.

The Digital Divide:

The difference in demographics and geographic areas with and without access to contemporary information and communications technology (ICT) is known as the "digital divide." The telephone, television, personal computers, and internet connectivity are examples of this technology. Technological discrimination deprives some citizens of resources necessary for development and wealth creation, which is a type of poverty and social exclusion. This was prevalent during the COVID-19 pandemic, when a lot of students and employees found it challenging to work from home and attend classes online. The worst sufferers in this context are

the elderly adults.

Mitigating the Effects of the Digital Divide:

Although the digital divide among the older population is undoubtedly not a new issue, the COVID-19 epidemic has demonstrated the urgency of finding a solution. In the near term, it is important to make sure that older populations can use digital solutions to solve issues. Increasing access to resources and making them available to elderly people who are less tech-savvy could have significant advantages. Online gatherings for senior citizens would enable social interaction without any risk of COVID-19 infection. The advent of online fitness programs designed for elderly people who are housebound could provide straightforward training regimens to lower the physical dangers associated with decreasing exercise.

Research Methodology: -

The study is based on secondary sources such as textbooks, Journals, magazines, blogs, and Published Articles on Websites. We hope the

paper will answer some of the critical questions pertaining to the effect of COVID 19 on the physical and mental well-being of the elderly adults

However, at the same time, it also opens new vistas for research with many key researchable questions which need to be systematically investigated to understand the causality and the long-term impact of COVID 19 and social isolation.

Contrasting the many first-person accounts of how tough the pandemic has been for the elderly population are secondary statistics from multiple studies. This disparity most likely depicts the variability that ages us. Additionally, resilience measured at the aggregate level could not apply to specific individuals in a given situation.

Conclusion:

The unanticipated side effects of the COVID-19 epidemic have begun to become apparent as it has spread. The world has had to adapt to the changes as lockdowns around the globe alter the day-to-day lives of billions of people. Many of the issues encountered during the pandemic have been successfully reduced as a result of the transition to a concentration on digital tools, and many people have continued to socialize, learn, work, and receive healthcare using digital means. The senior population, who historically faced significant barriers to accessing and using technology, has not reaped the same advantages as many other younger demographics. The pandemic's worst repercussions on the senior population have been stricter lockdown procedures, and higher risks of mental and physical health issues and the digital gap has shown that these measures' effects have not been lessened. There is unquestionably a need for action, both now and in the future, to lessen the harmful consequences that the digital divide has on this pandemic and to take steps to close the divide over time. While immediate intervention may not be able to totally protect the elderly from the pandemic's harmful consequences, it could at least lessen those effects and guarantee that in the future, this issue will receive the attention and resources it requires to finally close the age-based digital divide. Contrasting the countless anecdotal accounts of how challenging the pandemic has been for the older population are the data from various research. This disparity most likely depicts the variability that ages us. Additionally, resilience measured at the aggregate level could not apply to specific individuals in a given situation. Although they may differ from person to person, it is not yet known which risk factors

and protective factors are the most significant influences on mental health outcomes.

The demographic transition, changes in the age structure, and the switch from joint family to nuclear family are a source of concern for the support and care of the elderly population.

Many elderly adults lacked the means necessary to handle the burden of COVID-19. This may involve a material limitation (such as not having access to smart technology), a social limitation (such as having few family members or friends), a cognitive limitation (such as the inability to engage in physical activity,

Suggestions/recommendations:

1. Governments must take action to broaden access to technology and create digital literacy initiatives for senior citizens,
2. To create a proper road map to streamline elderly care in India.
3. To involve the senior citizens in activities. Be it watering the plants or cleaning the bookshelf, if they are interested, they can help in such basic activities and stay occupied. Include them in tasks keeping their health in mind., but avoid encouraging them to perform strenuous activities.
4. Help in Keeping a positive mindset will be the big support that can be given to older adults.
5. Include older persons in life-long learning programs and enhance their access to information and communication technologies
6. Include senior citizens in economic recovery efforts and remove age restrictions support programs that provide a living wage and employment rehabilitation, as well as other income-generating activities or food-for-work initiatives, as well as get microcredit.

Future research

Future research should concentrate on the specific effects and requirements of older persons who are more at risk in order to assure their inclusion in public health recommendations and policy makers' considerations.

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