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Content Creators Above Sixty: A qualitative analyses on the ageing discourse by older adults on TikTok

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Platforms of social media and online memes often paint a similar picture about older adults: technophobes, who cannot keep up with the vastly changing world of the internet. Despite this, the number of older internet users grows rapidly, even on platforms associated with the younger generations, such as TikTok. The number of older social media and TikTok users is expected to grow in the forthcoming years since the current sixty-year-olds have been using the internet since adulthood. Older adults contribute to internet discourses on a variety of topics; therefore, it is important to broaden our understanding of their online activities.

This presentation aims to exhibit how older adults above sixty use TikTok to reflect on their age and ageing through content creation. This research was inspired by the article of Ng and Indran but used qualitative methods to interpret the discourse surrounding ageing. Utilising the

Visual and Verbal Video Analysis method, four topics emerged: reflection on age, negative experiences, depiction of stereotypes, and humour. TikTokers' discourse about ageing differs. In contrast to the international results, these videos depicted social disadvantages more often and interpreted stereotypes in particular ways. The videos speak from different social positions, legitimating the sociological statement that there is no uniform image of older adults.