

A photograph of an older woman with short, wavy white hair, wearing a grey ribbed sweater and a black smartwatch. She is leaning over a light-colored kitchen counter, smiling warmly. Her hands are clasped together on the counter. In the foreground, a white smart speaker is visible. The background shows a modern kitchen with white cabinets and a stainless steel range hood.

# NAVIGATING THE DIGITAL ERA

Older Adults' Views on  
GPS, Smart Speakers & AI

 *Mather*  
institute



It seems like everyone is talking about the possibilities and concerns surrounding artificial intelligence (AI).

However, the fact is that many of us are already using AI every day, in virtual assistants such as Siri and Alexa, smart-home devices, GPS, and other technologies. These technologies can process large amounts of information in order to recognize patterns and make decisions and judgments like humans.

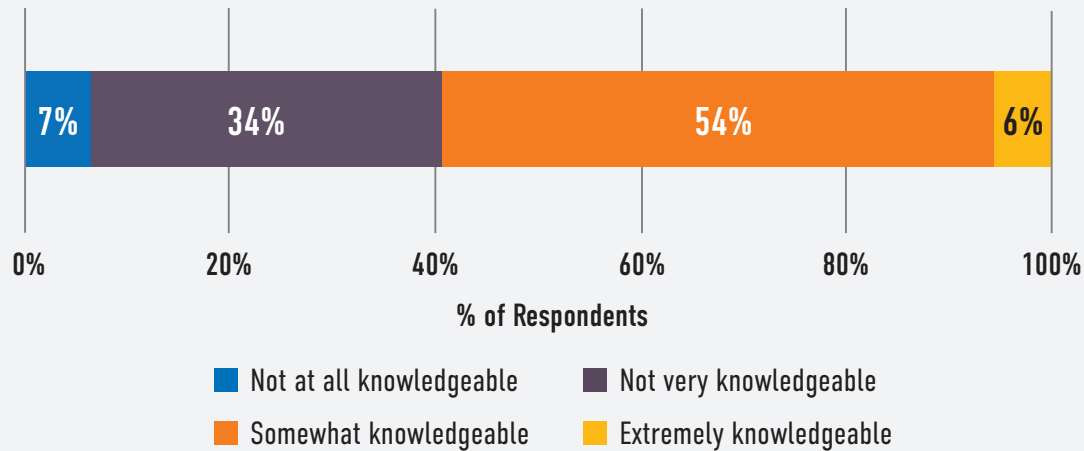
**This study explores the ways in which older adults use this type of AI, their concerns about its use, and their thoughts on how AI should be used in the future.**



## KNOWLEDGE & USE OF AI

In a survey of 610 individuals aged 55 and better, 60% believe that they are at least somewhat knowledgeable about AI compared to 40% who think that they aren't very knowledgeable or not knowledgeable at all. Only 6% believe that they are extremely knowledgeable about it.

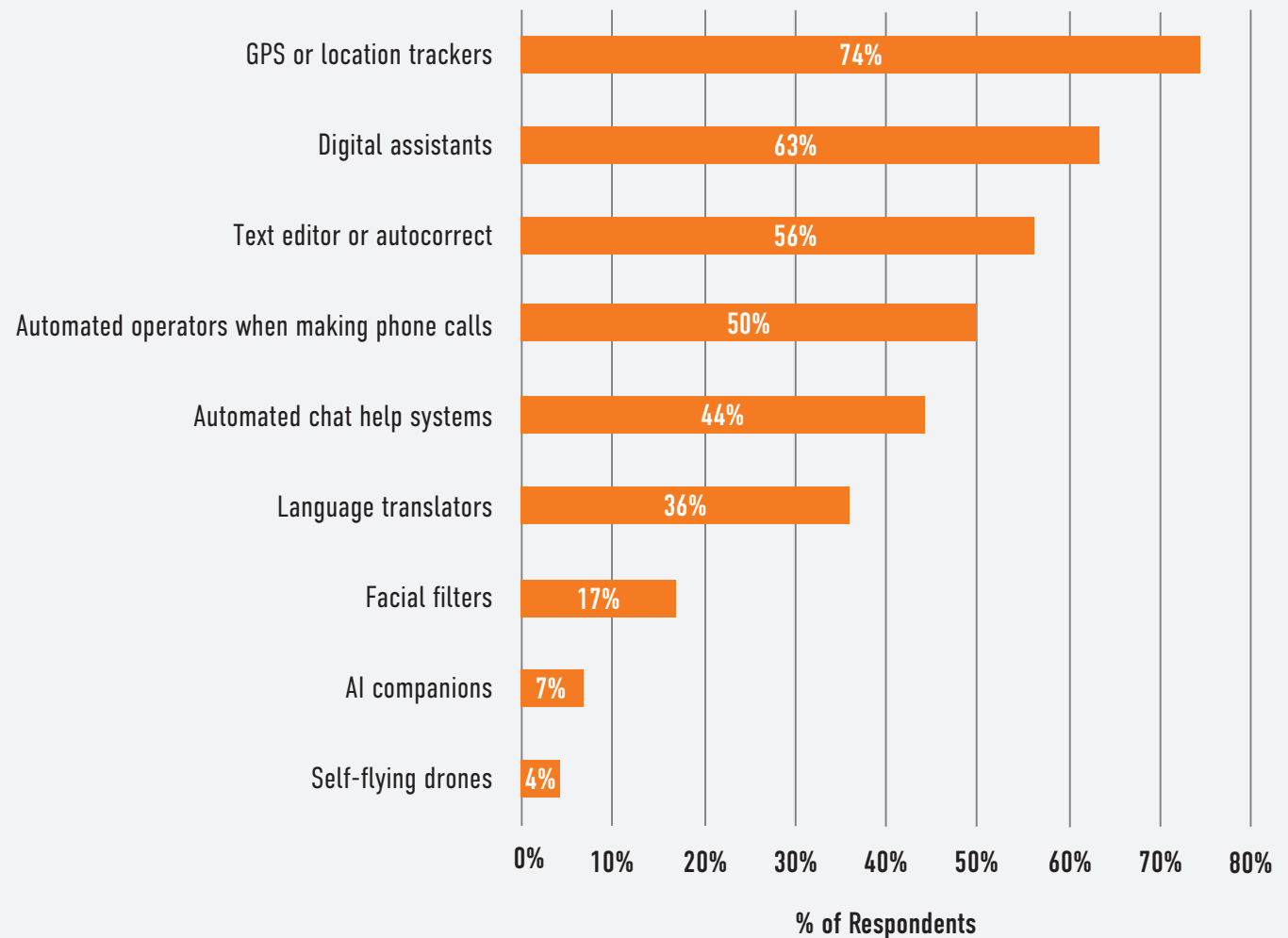
### HOW KNOWLEDGEABLE ARE YOU ABOUT AI?



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Respondents primarily use devices that promote self-reliance and convenience, such as GPS or location trackers. They are less likely to use devices such as AI companions and self-flying drones, which may be because they are more recent forms of AI. It's possible that more respondents may use these devices in the future as they grow in popularity.

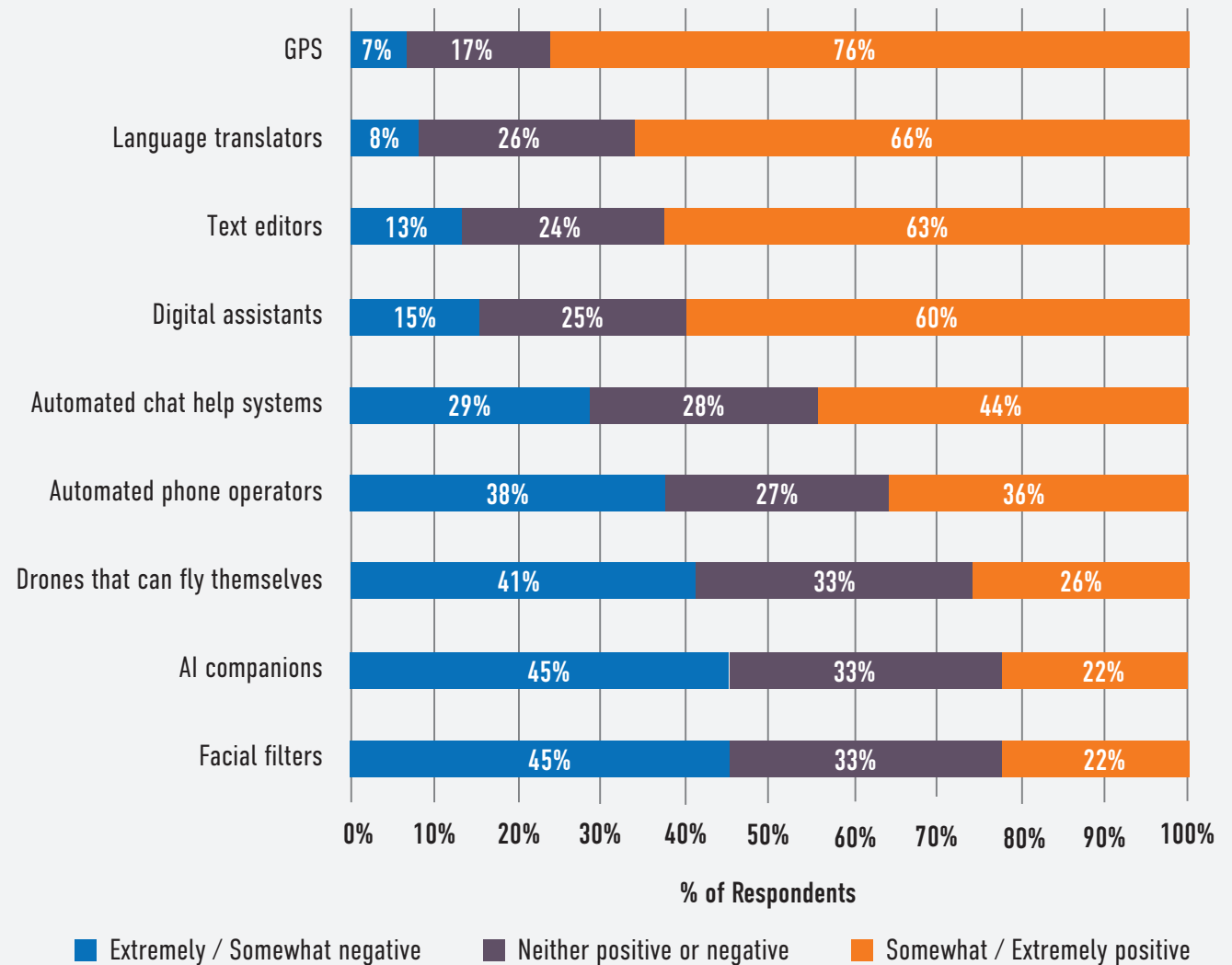
### WHAT AI DEVICES DO YOU USE?



# PERCEPTIONS OF AI'S IMPACT ON SOCIETY

When asked whether certain AI devices will have a positive or negative impact on society, respondents were more positive about devices that are widely used and may be perceived as convenient or useful. **They may have more favorable perceptions of technology they're more familiar with.**

## WHAT ARE YOUR PERCEPTIONS OF THESE AI DEVICES?



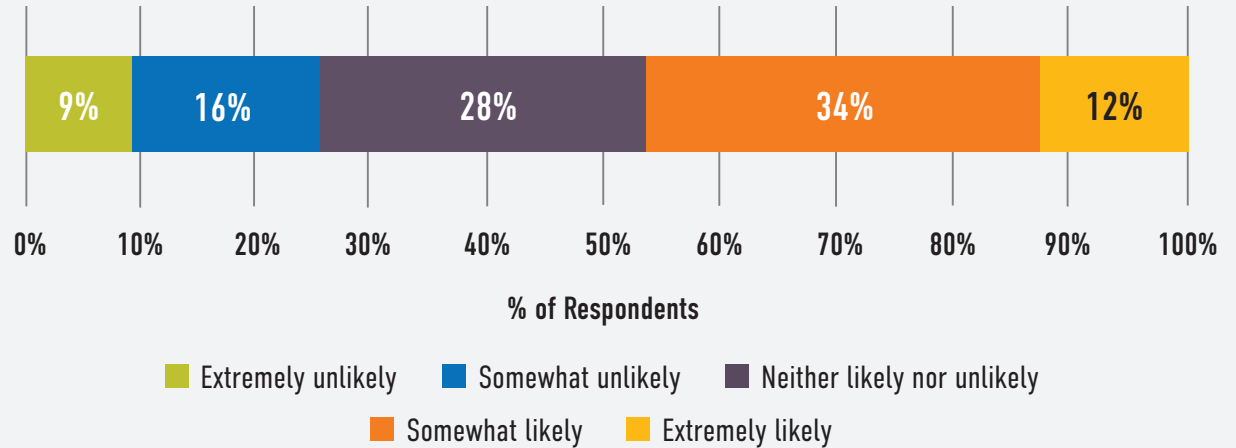


Approximately half of respondents believe that it is either extremely or somewhat likely that AI will make the world a better place 50 years from now, while a quarter felt the opposite.

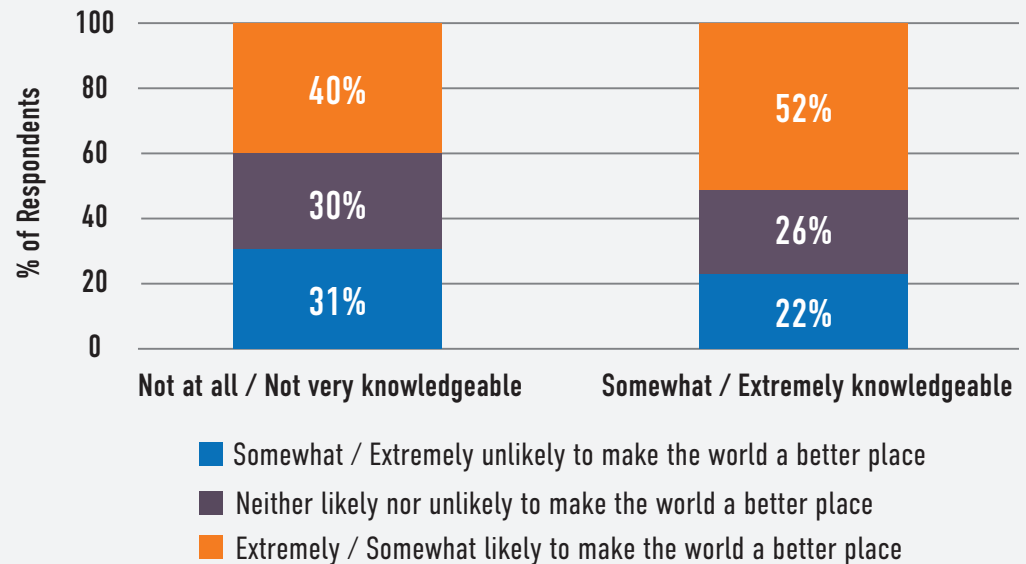
This study also demonstrated that such feelings were associated with knowledge of AI. In other words, those who reported being knowledgeable about AI were more likely to believe that AI will make the world a better place. Thus, **respondents may have a more favorable outlook on AI if they learn more about it.**

When asked about an array of potential consequences of AI, respondents were widely concerned. The most commonly reported concerns tended to be related to safety.

## HOW LIKELY IS IT THAT AI WILL MAKE THE WORLD A BETTER PLACE 50 YEARS FROM NOW?



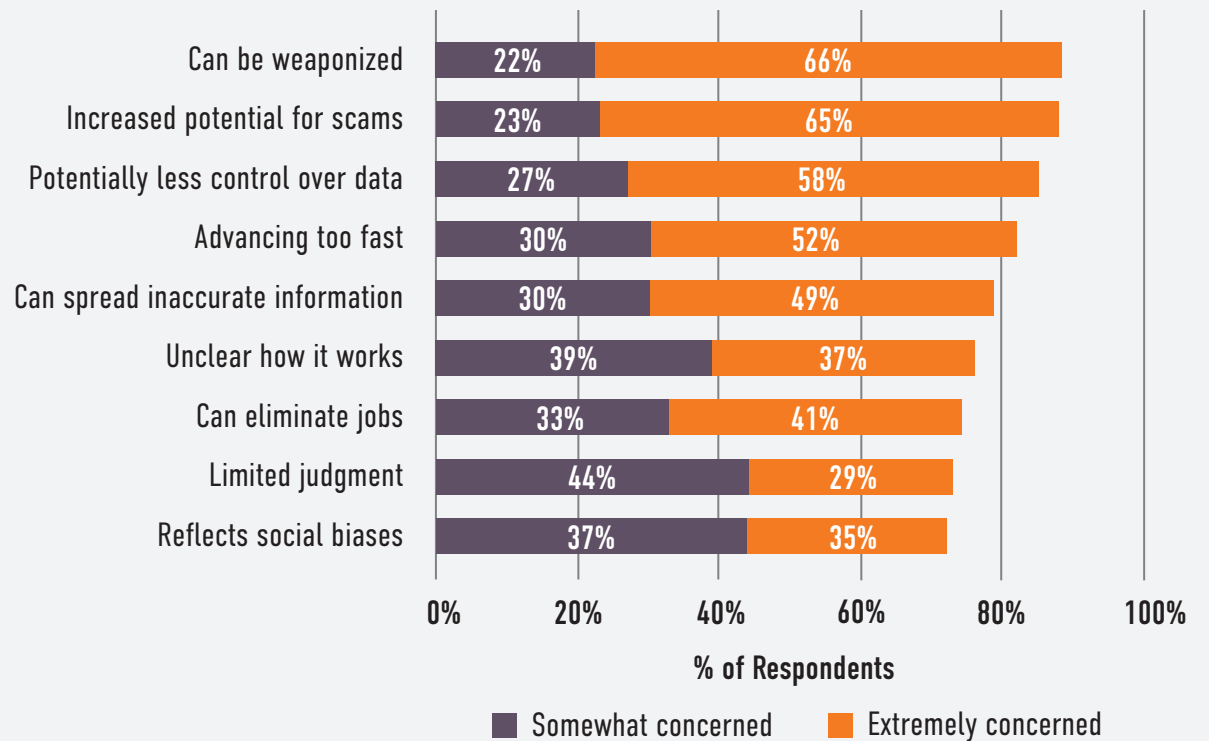
## AI OUTLOOK BASED ON KNOWLEDGE LEVEL



When asked about an array of potential consequences of AI, respondents were widely concerned. The most commonly reported concerns tended to be related to safety.

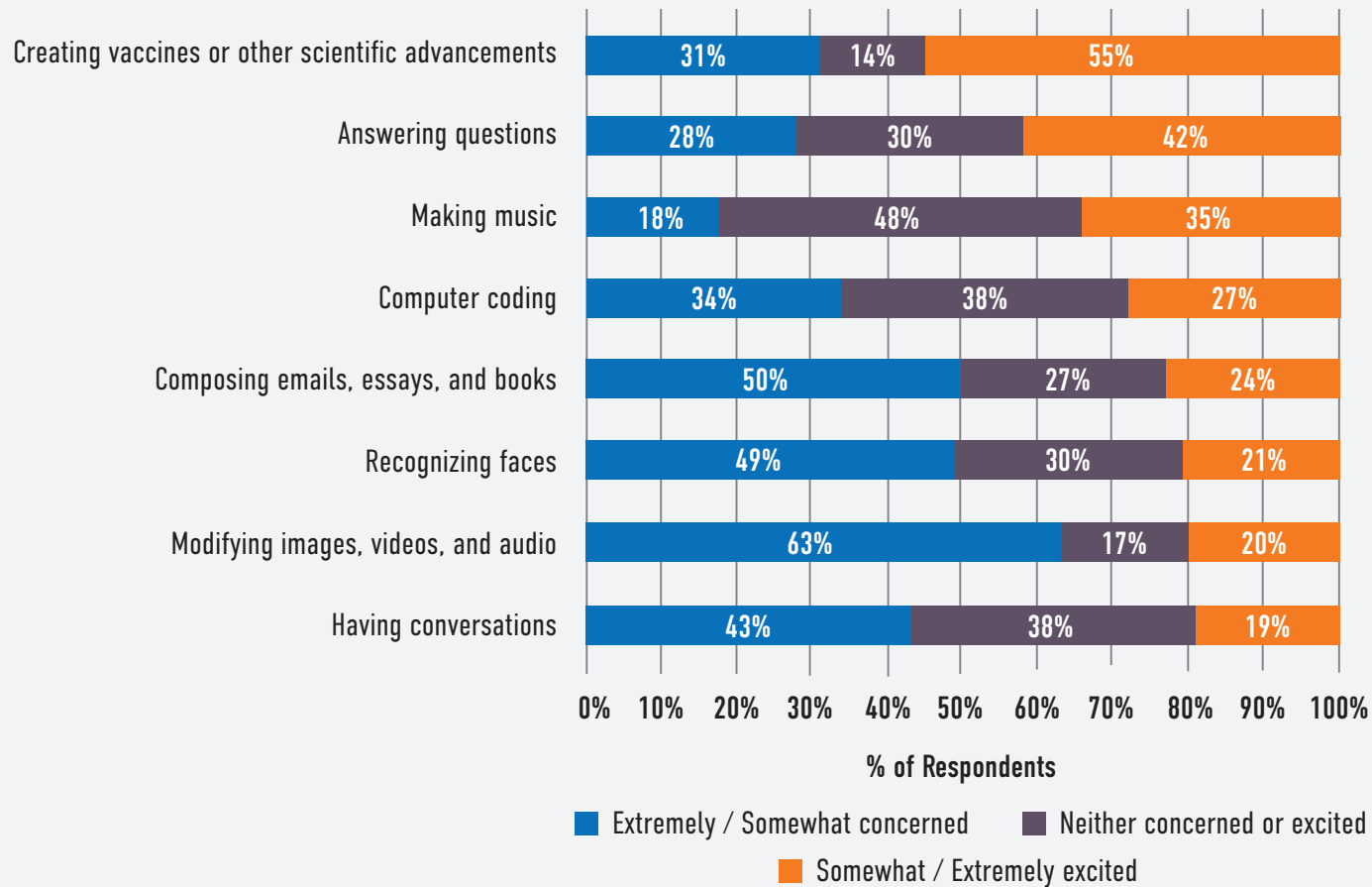


### WHAT ARE YOUR CONCERNS ABOUT AI?



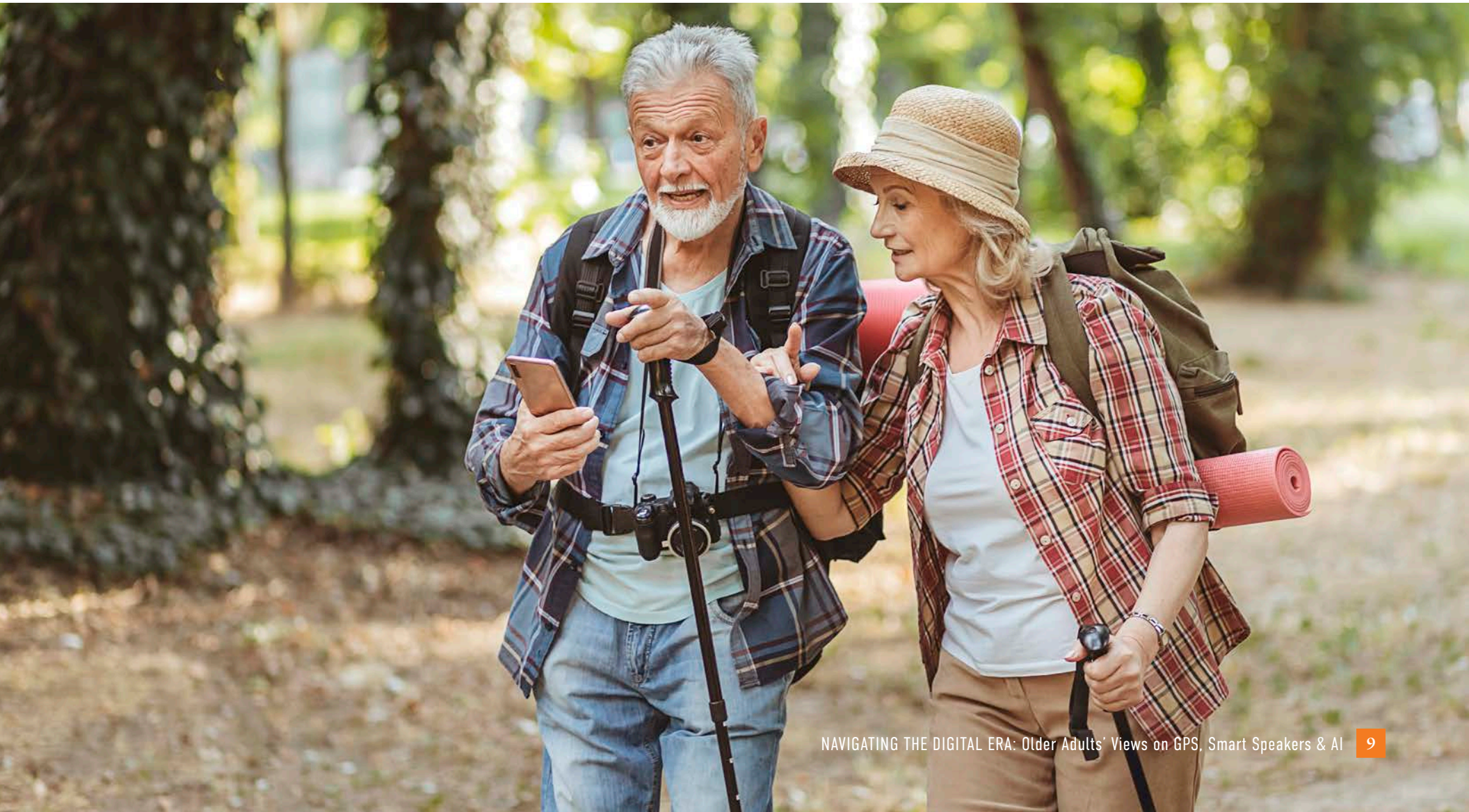
Participants were also asked whether they were excited or concerned about specific AI capabilities. There was more excitement than concern about AI's use in developing vaccines and other scientific advancements (55% excited, 31% concerned), ability to answer questions (42% excited, 28% concerned), and use for making music (35% excited, 18% concerned). However, respondents were more concerned than excited about other AI capabilities. For instance, their concern that AI could be used to modify video, images, and audio far exceeded their excitement (20% excited, 63% concerned).

### ARE YOU CONCERNED OR EXCITED ABOUT SPECIFIC AI FEATURES?





Some concerns about AI may be high because of recent news highlighting the consequences of deep fakes. Deep fakes are a type of AI technology that is used to create fake videos, images, and audio with the intent of deceiving users. Although concerns about deep fakes have not been examined specifically among older adults, the PEW Research Center has found that 77% of US adults believe that steps should be taken to restrict altered or made-up videos and images.







Although older adults' perceptions and usage of AI are mixed, support is strong among those who are knowledgeable about it. This highlights how support for AI may evolve in the future.

## METHODOLOGY

All 610 respondents were age 55+. Respondent ages ranged from 55 to 94 with an average age of 67 years old. Most respondents were White/Caucasian (68%) and female (67%). A little over half (56%) of respondents earned a bachelor's degree or higher education.

Staffed by a multidisciplinary team of researchers, Mather Institute is an award-winning resource for research and information about wellness, aging, trends in senior living, and successful industry innovations. In order to support senior living communities and others that serve older adults, the Institute shares its cutting-edge research in areas including effective approaches to brain health, ways to enhance resilience, and successful employee wellness programs. Mather Institute is part of Mather, an 80+-year-old not-for-profit organization dedicated to creating Ways to Age Well.<sup>SM</sup>

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