

**Abstract**

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## **Grannies go digital: the role of digital technology in grandparent-grandchild relationships**

Research suggest that elderly population lag behind in adopting the digital technology. Important obstacles in adopting the digital technology by older people are access, skills, attitudinal and motivational barriers. Older people resist to provide digital technology because they have an attitudinal resistance to digital technology. They do not have motivation to make the effort of digital inclusion because they do not know how digital technology could fulfil their personal and age specific needs and purposes. This general landscape is aggravated by the disadvantage of rural regions in the spread of digital technology. The main factors influencing the lag of rural population in adopting technology are not the lack of access to, but rather psychological, social and cultural barriers.