

Research on the Relationship between Widowhood, Social Participation and Life Satisfaction of Rural Elderly

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Abstract: Objective: This study aims to explore the relationship between widowhood and social participation on life satisfaction of the elderly in rural China. Methods: We used questionnaires and scales to investigate 322 rural elderly people in Shaanxi Province. Results: We found that widowhood was negatively correlated with social participation ($P = 0.033$). Widowhood was negatively correlated with life satisfaction ($P = 0.007$). Social activities play a mediating role between widowhood and life satisfaction. Conclusion: Widowhood directly affects the life satisfaction of the elderly, and widowhood affects the life satisfaction of the elderly through social activities. More participation in social activities is an effective way to improve the life satisfaction of the elderly.

Keywords: The Widowed Elderly; Life Satisfaction; Social Activity Participation

1. Introduction

One of the results of aging is that a large part of the elderly will be widowed in the next few decades

One of the results of aging is that a large part of the elderly will be widowed in the next few decades. According to the 2010 census data of the National Bureau of statistics, there are 47.74 million widowed elderly people aged 60 and above in China, of which 29.03 million are widowed in rural areas, accounting for 61.1% of the total population. It is predicted that by 2050, the total number of widowed elderly in China will reach 118.4 million, 2.5 times that of 2010, which also means that the number and proportion of widowed elderly in rural areas will continue to rise^[1]. Due to the relatively backward living conditions and pension system in rural areas, the daily life of the elderly is greatly impacted after the widowhood incident, and they are more likely to become reluctant to communicate with the outside world, resulting in the decline of the level of participation in social activities^[2], the decline of the quality of life, and the negative impact on their physical and mental health^[3]. Compared with the elderly with spouse support, widowhood will make the elderly have more negative emotions and depression, and life satisfaction is not good^[4,5]. The decline of social participation will have an impact on the health of the elderly. For the rural widowed elderly, if their participation in social activities becomes less, their loneliness and depression become more serious^[6]. If there are more social activities and more social interaction, it will be conducive to the subjective well-being and health of the widowed elderly^[7]. This study takes the rural elderly in Shaanxi Province as the research object, to explore the relationship between social activities participation and life satisfaction of the elderly, and to explore the internal mechanism of the impact of widowhood on life satisfaction of the rural elderly.

2. Method

2.1 Measures

2.1.1 Life satisfaction

Life satisfaction is an individual's overall evaluation of their quality of life, which can comprehensively reflect the elderly's evaluation of their material life and spiritual life^[8]. The questionnaire uses "generally speaking, are you satisfied with your present life?" to measure the elderly's life satisfaction (Unsatisfied=0, satisfied=1).

2.1.2. Social participation

The social participation scale comes from China Health and retirement longitudinal survey (CHARLS). According to the research objectives of this paper, eight items are selected as the measurement indexes in the "lifestyle and health behavior" module of CHARLS. The questions include, friends, relatives gathering, leisure and entertainment, providing help, sports and fitness, community activities, housework activities, reading and learning, each rated on a 5-point Likert scale ranging from from kerk scale ranging from relatives gathering, leisure and entertainment, providing help, sports and fitness, community activitiesife satisfaction of the eler levels of social participation.

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2.1.3 Socio-demographic variables

They included marital status (0 =widowed, 1=married) , age (in years), gender (0 =female, 1 =male), work (0 =no, 1=yes)and education (in years).

2.2. Procedure

By using random sampling method, four administrative villages in Shaanxi Province were selected, and the elderly in administrative villages were randomly interviewed. The purpose of this study is to investigate the elderly life satisfaction, social participation and other related factors. Trained investigators conducted face-to-face interviews with the elderly. First of all, the content of the survey was explained to the elderly, and it was started after the informed consent of the elderly or their relatives. All questionnaires were filled in one-to-one interview, and they were sent out and collected on the spot.

3. Results

3.1 Widowhood and social participation

As shown in **Table 1**, widowhood is negatively correlated with social participation. Compared with the elderly with spouses, the level of social activity participation of widowed elderly is low, and widowed elderly will have a negative impact on their social participation. That is to say, the widowed elderly participates less in activities than the sample elderly. There is a significant negative correlation between age and social participation. Living with children, high level of education and high degree of social support have a significant positive impact on social activity participation. The higher the education level of the elderly, the stronger the sense of participation.

Table 1 Regression analysis: widowhood and social activities

variables	β	P
Widowhood	-1.133	0.033
age	-0.132	0.002
gender	-0.241	0.682
education	1.280	0.000
work	-0.332	0.552
chronic	-0.492	0.327
social support	0.198	0.000
children	-0.328	0.041
_cons	25.662	0.000

$p < 0.05$; $p < 0.01$; $p < 0.001$.

3.2. Widowhood, social participation and life satisfaction

Table2 shows the regression results of widowhood and life satisfaction. Model 1 does not add social participation, model 2 adds social participation variable. According to the regression results of model 1 and model 2, there is a significant negative correlation between widowed and life satisfaction, that is, the widowed elderly are more likely to be dissatisfied with life than the married elderly. The elderly with high level of social participation is more likely to be satisfied with life. According to the results of model 1 to model 2, social participation may play a mediating role in the relationship between widowhood and health.

Table 2 Logistic analyses: widowed and health

variables	Model1		Model2	
	β	P	β	P
social participation	--	--	0.118	0.000
Widowhood	-0.748	0.007	-0.663	0.019
age	0.018	0.404	0.036	0.120
gender	0.179	0.562	0.249	0.433
education	0.130	0.245	0.001	0.990
work	0.137	0.641	0.216	0.476

chronic	-0.722	0.006	-0.704	0.009
social support	0.100	0.000	0.083	0.002
children	-0.017	0.835	0.021	0.807
_cons	-1.984	0.254	-5.297	0.009

p < 0.05; p < 0.01; p < 0.001.

3.3. Mediation model

This part uses Bootstrap method to test the mediation effect. We use the Bootstrap method to test the total effect of the 95% confidence interval of the deviation correction and the indirect effect of the path.

For the path of widowhood to social participation to life satisfaction, the indirect effect is -0.133, and the intermediary test result does not include 0 (Boot LLCI=-0.298, Boot ULCI=-0.046). According to **Table 3**, the direct effect of the independent variable on the dependent variable is significant. Therefore, social participation plays a partially intermediary role in the impact of widowhood on the life satisfaction of the elderly.

Table 3 Social participation as mediator of the relation between widowhood and life satisfaction

life satisfaction	β	SE	Boot LLCI, Boot ULCI
Direct Effect	-0.663	0.282	-1.215~-0.111
Indirect Effect	-0.135	0.077	-0.298~-0.046
Total Effect	-0.748	0.276	-1.288~-0.208

4. Discussion

Participation in social participation is the core content of "active aging". In the process of social interaction, the elderly realizes their contact with others and realize their role value by participating in social labor and social participation. However, the level of the elderly's participation in social activities decreases after the death of a spouse. This study shows that the death of a spouse has a negative predictive effect on the level of the elderly's participation in social activities. Compared with the elderly with a spouse, the level of the elderly's participation in social activities decreases significantly, which is consistent with the existing research results. Because of the grief of the death of a spouse, the disappearance of marital role and spouse support, the social activities of the elderly with a spouse decrease, the level of social participation will be reduced^[9]. Widowhood has a significant negative impact on the life satisfaction of the elderly. When the elderly lose their spouse, they will have inconvenience in life, lack of financial support, lack of daily care, psychological imbalance, loneliness and depression in one's life, thus reducing their life satisfaction^[10]. The results show that social participation has a positive impact on the life satisfaction of the elderly. Consistent with the existing research, the higher the level of social participation, the higher the life satisfaction level^[11]. Participation in social activities can improve the health level of the elderly by promoting their positive emotions and improving their cognitive ability^[12].

We also explored in this study the social participation plays a partial mediating role between widowhood and life satisfaction. After the loss of spouse, the participation in social activities decreased, the life satisfaction was low. The rural elderly will have role withdrawal and psychological changes, because of the lack of spouse and the interruption of social relations, the level of participation in social activities will be reduced to a certain extent, thus affecting their health^[13]. On the other hand, the more the elderly participate in social activities, the better their health will be. The elderly should participate in social activities to change their loneliness or depression, and adjust their inner adaptation to life changes through external influence, so that individuals can better spend their old life.

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Analysis on the Development Trend of E-commerce Live Streaming

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Abstract: Based on the current development status of e-commerce live broadcasting in China, this paper predicts the development prospects of e-commerce live broadcasting on the basis of analyzing the successful elements, advantages and disadvantages of e-commerce live broadcasting. This paper points out that e-commerce live broadcasting will become the "standard configuration" of e-commerce, brand and business in the future, which can continue to develop continuously.

Keywords: E-commerce Live Broadcasting; Development Trend; E-commerce Live Streaming; PrivateTraffic; Influencers

1. Current situation of e-commerce live streaming

E-commerce live streaming, also known as live broadcasting, is a new mode of economic. Although it has existed in China for several years, it developed rapidly in 2019, which is known as the first year of e-commerce live streaming. On Singles Day Shopping Festival of 2019, Taobao's live streaming platform generated \$2.85 billion in sales streaming. On continuously. adv's total sales. Taobao'aobaol streaming platform is both an early adopter and leader in the e-commerce live streaming space.

The epidemic situation in 2020 changed people's consumption concept and demand, China's e-commerce live broadcasting industry will continue to maintain the growth trend.

2. Advantages and disadvantages of e-commerce live broadcasting

2.1. Advantages

Compared with pure pictures and short videos, live broadcast can let consumers see all aspects of the goods more directly. The real-time language and emotion of the host and the real-time feedback of the audience will make the goods more real and reduce the cost of trust^[2]. It also can make users perceive their own services, users' demands can get corresponding quickly, and the streamer can also get users' feedback quickly.

Live broadcasting of e-commerce helps to break the bottleneck of e-commerce platform in finding traffic. It also improves the shopping experience, especially the stars can attract popular traffic, realize precision marketing.

2.2. Disadvantages

Live usually cannot see the details of the product, touch its texture, and cannot accurately perceive the product. The lighting and lens of the live broadcasting room have a great influence on the appearance of goods, which may mislead consumers easy to produce impulse consumption, which will lead to more returns in the later period and increase the after-sales cost.

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