

Exploration of Affectionate Care Services for Empty Nesters in the Context of “Internet +”

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Abstract. The study found that the number of empty nesters in China will increase to more than 200 million in 2030. It accounts for 90% of the total number of elderly people, and the elderly in China will have an "empty nesting" situation. In the era when empty nesters are becoming more and more serious, the mental health of empty nesters is becoming increasingly prominent, which has become a key topic of concern in the whole society. In order to better develop the physical and mental health of the elderly, in the context of Internet+, this article uses SWOT method to analyze the issue of family care services for empty nesters. During the discussion, it was found that there are promotion problems, platform security problems, page operation problems and personnel needs problems in the family care service. From these four aspects, the article gives four suggestions of "increasing publicity, strengthening and improving network security, improving the service function of the platform and paying attention to personnel needs".

1. Introduction

In the new era, with the development of the Internet, technological products are gradually popularized in life, and life has become more and more convenient. In the tide of the times, the younger generation has taken the lead in keeping up with the trend of the times. The young and middle-aged people are advancing bravely in the life of informatization and technology, and fully enjoy the development of the times. However, at the same time, the elderly, especially those living in rural areas, cannot enjoy the convenience brought by technology life due to information blockage and other reasons.

Most people are immersed in Internet applications, and this group lacks a sense of presence on the Internet, resulting in their needs being ignored. For example, in the face of NCP, when a certain area in Changchun implemented lockdown management, an old man faced the dilemma that it was difficult to buy supplies needed for the epidemic because he could not use Wechat pay. This situation made the general public feel sad and moved. This situation has made the general public feel sad and heartbroken. It can be seen that in the face of urgent situations and extraordinary times, the status quo that the elderly cannot integrate into the Internet society is still a serious problem. Nowadays, for most people, the Internet is an important way to communicate with relatives and friends, but some elderly groups are caught in the fog of intelligence. While people can use the Internet to share the little things in life anytime and anywhere, the major events of the elderly group may not be able to be spread through the Internet in a timely and effective manner. Furthermore, the Internet is also a tool for entertainment, but for the elderly, this tool is

synonymous with unfamiliarity. The functions of Internet tools are various, complex and flexible. For the elderly, the Internet seems to have a serious gap with them. It is conceivable that when a certain tool reaches the level of popularization to the whole society, the "marginalization" of a certain group in this field is a social problem that needs to be paid attention to and solved urgently. According to the book "China Human Resources and Social Security" 2021 No.006, "the seventh national census shows that the proportion of the population aged 65 and above will reach 13.5% in 2020, and this number will reach 13.5% during the 14th Five-Year Plan period 14%, China has entered a deeply aging society".^[1] This dire situation reinforces the urgency of creating a new pension system for the elderly population.

Due to the spiritual and living needs of the elderly brought about by the development of the times and the popularization of the Internet, we can't help but ask whether such a dilemma can be solved with the tools of the times and the Internet. Coincidentally, The BRE Trust has put forward the concept of "Smart home care" earlier. In the "Smart Care Pension research progress at home and abroad" published by Mengchu Sun, she proposed that smart care adapt to the evolution of China's sinicization concept. Afterwards, the concept of smart elderly care has been visualized in China, and many scholars have expounded and discussed it. Smart elderly care mainly relies on the medium of big data, Internet and cloud services to provide detection, analysis and processing services for the living needs of the elderly, in order to achieve the purpose of providing effective interaction for the elderly's health and entertainment exchanges. Affectionate care service is established on the basis of smart old-age care, using the

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conditions of the Internet to provide a series of related services to the elderly.

2. SWOT Analysis of Affectionate Care Services

2.1 Strengths Analysis(S)

With the development of the times, the service platform for the elderly is becoming more and more perfect, and the spiritual needs of the elderly are also getting higher and higher. Affectionate care service can meet the spiritual needs of the elderly in loneliness and loneliness, allowing the elderly to integrate into the Internet age and enjoy family-like care at home. Based on the rapid development of science and technology^[2], smart elderly care has been gradually integrated into the life of the elderly. Affectionate care service has the characteristics of informatization and intelligent development. Combining affectionate care service into smart elderly care will not only make the service more convenient, but also better improve the elderly care service model and promote the further development of smart elderly care.

2.2 Weaknesses Analysis(W)

Affectionate care service is still in the preliminary stage, and there are problems in policy, technical experience, promotion and so on. Although the state vigorously promotes elderly care services and the cause of the elderly, the policies are too weak and it lack of a complete service system. Since this service is based on the Internet, there are inherent deficiencies in its promotion to the elderly. In recent decades, China has developed rapidly and lifestyles have changed rapidly. These changes have made many elderly people unable to keep up with the pace of the times, and the use of the Internet and intelligence is seriously lagging behind, which hinders the development of services to a certain extent.

2.3 Opportunities Analysis(O)

During the 14th Five-Year Plan period, the national elderly population will exceed 300 million, from mild aging to moderate aging. With the increase of the elderly population, people's demand for elderly care services tends to be more diversified. In the era of "Internet +", the provision of services is more convenient. It can provide personalized and diversified services with the help of scientific and technological means. There is also huge potential for the development of the elderly care market. Driven by the demand for health, the elderly care industry has received much attention from the society. The society has a large demand for elderly care products and services, which has well promoted the development of the elderly care market, and the government has also provided strong support for the elderly care service industry. These all show that the

development potential of the elderly care market is huge and the future is bright.

2.4 Threats Analysis(T)

The government's supervision of elderly care services is insufficient, and the implementation of government policies is lagging behind. The smart elderly care service is in its initial stage, the relevant laws are relatively lacking, the service platform is developing in a diversified way, and the entry barriers are uneven, making it difficult to achieve unified supervision.^[3] The hidden dangers of information security brought about by smart elderly care can easily leak important information of the elderly, so this requires strong market supervision.

3. Problems existing in affectionate care services

3.1 Promotion problems

Today in the Internet age, mobile phones have become a necessity of life, but for the elderly, the novel Internet brings endless troubles to them, such as small fonts, difficulty in reading, spam text messages, and deceived advertisements. The elderly cannot effectively distinguish and use them freely. A large number of low-quality apps are hard to guard against, which has caused great hidden dangers to the online safety of the elderly. This has led to children worrying about their parents' online safety, and the elderly themselves also resist the Internet. The background of the old people's life makes them more willing to communicate face-to-face offline, but most of the children are busy with work and cannot satisfy their parents' desire for communication. Elderly people also generally have an escapism from the Internet. They think that it's okay to live without the Internet. At the same time, no one taught them one-on-one, and they were unwilling to learn a new and complicated thing, which further caused their escape.^[4] Affectionate care services are more spiritual, but due to lack of understanding, people will think that you are playing the emotional card, using emotions to exchange for money, and various misunderstandings have caused problems in the development of care services.

3.2 Platform security issues

With the development of the Internet, there are more and more Internet scams. Since smart elderly care has not been widely popularized, there is not much public trust. Children think that it is unnecessary, or the elderly do not want to use it. As a result, the elderly cannot appreciate the meaning of smart old-age care. The main reason why many children are reluctant to surf the Internet for the elderly is that the online world is too complicated and there are endless spam advertisements, making it difficult to guard against. The elderly can easily fall into the pit and cannot be effectively prevented. At the same time, it is inevitable to enter

personal information in online communication, and information security has become a concern for many people. Furthermore, the elderly is easily attracted by some junk advertisements, and then spend some unnecessary money, or simply get defrauded of money, so the elderly lack safety knowledge in this regard.

3.3 Page manipulation problems

The common web interface has too many words and too dense, and most of the elderly cannot read it clearly, or it takes a long time to read. So an interface suitable for the elderly is what they need. In addition, the whole page also needs to be simplified, and it is easy for the elderly to perform some wrong operations when they are not clear. To avoid these from happening, they need simple and easy-to-understand operations and demonstrations.

3.4 Personnel needs problems

Affectionate care services require diverse talents, and all aspects must be involved, including age, gender, and ability. First of all, affectionate care service needs not only communication, but also a certain psychological quality, and pays attention to the mental health of the elderly in many aspects. However, most of such talents are more willing to go to further education, and the number of training is too small. Moreover, the quality and character are mixed, and it is difficult to filter. Secondly, when encountering some emergency situations, it is necessary to make timely and effective response methods to improve service efficiency and level. But in practice, most of them are difficult to operate, and it is difficult to effectively distinguish emergency situations and some accidents through the screen. Therefore, the project needs to cultivate the personnel's emergency identification ability and handling methods, but such training is too small, which leads to many times if some emergencies occur, it cannot be dealt with in time. In terms of management, the care service needs computer talents to ensure information security, communication at night is barrier-free, the network is stable and secure, bugs are repaired in a timely manner, and all unnecessary troubles are discerned. These require the timely attention and action of professionals, the engineering volume is huge, the energy is expended, and sufficient technical support is required. And in terms of smart elderly care, what kind of experience do service personnel need, what conditions are necessary, what is the age range, and whether it is suitable for men or women, these problems have caused a temporary lack of smart elderly care.

4. Countermeasures and Suggestions for Promoting Service Development

4.1 Increase publicity

It is necessary to make full use of the advantages of the Internet, use a variety of publicity methods for

popularization, and use the Internet, news and other media to let more elderly people know about the pension platform. It can let college students and other young people understand the platform first, because they are relatively familiar with various platforms on the Internet, so that they can make better use of the Internet for publicity. Then, encourage young people to join the ranks of aged care services and make them grow. Organizing student volunteers to help the mental health of the elderly from all aspects can help everyone better understand and pay attention to the living conditions and health conditions of the elderly, and at the same time enhance everyone's care for the elderly, and can also enhance the relationship between the elderly and their families. No longer let the elderly feel lonely, let the elderly feel happiness.

4.2 Strengthen and improve network security and related security systems

Relevant systems should be continuously tested before operation to prevent information disclosure and ensure that users' personal privacy will not be leaked. Do a good job of network security issues to ensure the security of both parties. When applying to join the smart elderly service platform, it is necessary to carry out strict identification of personnel. At the same time, popularize network security knowledge, minimize the need to fill in personal information, reduce the possibility of information exposure, and reduce the installation of junk software caused by accidental touch. It is necessary to further implement relevant laws and regulations,^[5] and do a good job in user feedback, sum up experience, and organize and improve the intelligent pension platform. Make it develop in the direction of diversification and diversification. Continuously improve and perfect according to the policy, let the participating parties feel the sense of responsibility in it, and let the platform have a better development.

4.3 Improve the service function of the platform

In this fast-developing Internet era, the needs of the elderly and the young have different needs for the Internet. At present, the main service target of smart elderly care is the elderly group, so the service function of the platform should mainly focus on the elderly group. Because the elderly machine can only meet simple operations such as making and receiving calls, and the functions are relatively simple, more and more elderly people begin to use smart phones. In order for the elderly to use the pension platform better, the platform should simplify the login operation method from the perspective of the elderly; the fonts should be as clear as possible, and the font size should be enlarged; basic operations such as information query and setting have voice prompts for relevant operations in the platform Function. On the one hand, the platform interface is simple and clear, without complicated settings, which can facilitate the operation of the elderly, and reduce the problems that the elderly cannot understand and forget after reading it.

In the second aspect, the voice help function is added to help the elderly who do not understand text input to operate better.

4.4 Pay attention to personnel needs

We need a large number of people to communicate with the elderly, which have high quality and patience. We can choose to start relevant cooperation with some colleges and universities, and develop a professional training in this area to improve professionalism. Use policies to encourage more people to join the elderly care service, and give corresponding incentives to the participating service personnel. It can not only mobilize the enthusiasm of the staff but also make everyone pay attention to the life of the elderly group. In the corresponding service, it is also a good exercise for students. First, it can improve their ability to solve problems in emergency situations; secondly, it can let them learn to be patient in dealing with problems; thirdly, let them understand that the process of communicating with the elderly is also a very meaningful thing.

5 Conclusions

With the development of the times, elderly care services have also continued to develop rapidly. Smart elderly care is a brand-new elderly care model that uses the Internet in elderly care services to comprehensively improve the elderly care service system^[6], take the development of the aging cause to a higher level, and provide the elderly with better elderly care services. Let the elderly realize the real "An old man is happy and dependent". Affectionate care service is to provide care services to the elderly with the help of the Internet. Even if the relatives are not around, let the empty nesters feel the affection. It can also combine the Internet with life, let contemporary students understand the life of the elderly, enhance students' sense of responsibility, and promote traditional Chinese virtues.

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