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**THE IMPACT OF INTERNET APPLICATION ON THE RE-EMPLOYMENT INCOME
OF THE YOUNG ELDERLY**Z. Xiaoxia

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**ВЛИЯНИЕ ОПЫТА ПОЛЬЗОВАНИЯ ИНТЕРНЕТОМ НА ДОХОДЫ «МОЛОДЫХ ПОЖИЛЫХ»
ПРИ ИХ ВОЗВРАЩЕНИИ НА РЫНОК ТРУДА**Ч. Сяоя

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***Аннотация.** Используя данные социального обследования Китая за 2017 год (CGSS2017), в этой работе используется метод регрессии Пуассона для эмпирического анализа гипотезы о том, что опыт пользования интернетом оказывает значительное влияние на доход т.н. «молодых пожилых» людей при их вторичном выходе на рынок труда. Показано, что улучшение навыков пользования интернетом повышает шансы на более успешную трудовую реинтеграцию молодых пенсионеров, уменьшает разницу в доходах мужчин и женщин, городских и сельских жителей. На этой основе выдвигаются конкретные предложения по повышению уровня владения интернет-технологиями у работников старшего возраста.*

Introduction. China's aging population is becoming increasingly prominent. According to China's National Bureau of Statistics, at the end of 2021, there were 267 million people aged 60 or above in China, accounting for 18.9 percent of the country's population. At the same time, the birth rate fell below 1%, to 7.18 per 1,000. Faced with the dual pressure of a high aging population and low birth rate, China will also face the problem of labor shortage in the future. The human capital of the elderly is an important economic resource of the society, and encouraging the elderly to get employed again is an effective way to increase the labor force and reduce the

pension pressure [1]. The Chinese government has begun to implement a national strategy to actively respond to the aging of the population. In 2020, China's 14th Five-Year Development Plan stresses the need to "actively develop the human resources of the elderly and develop the silver economy." According to the White Paper on The Development of China's Digital Economy (2020), the figure was 39.2 trillion yuan in 2020, and the proportion of the digital economy in GDP was 38.6%, indicating rapid development of China's digital economy. However, according to the statistical Report on Internet Development in China (the 48th), as of June 2021, the number of Internet users in China was 1.011 billion, among which the elderly aged 60 and above accounted for only 12.2%, much lower than the ratio of the elderly to the total population of 18.9%.

This shows that there is a big gap between the Internet popularity of the elderly group and other groups. Studies at home and abroad generally support that internet application has a positive impact on workers' income, and believe that the use of Internet technology can significantly improve information access, production efficiency, and employment quality, thus increasing workers' income [2, 3]. However, China has not yet studied the impact of an internet application on the re-employment income of the elderly. Based on this, this paper explores the impact of an internet application on the re-employment income and income gap of the young elderly under the dual background of the booming digital economy and aging population and attempts to make effective policy suggestions.

Research methods. We make use of the survey data of CGSS in 2017, and select "Annual Personal income" as the explanatory variable by taking the young elderly in re-employment aged 60-70 as the research object. "Internet Usage Frequency over the past year" is the explanatory variable, in addition, gender, marital, urban, and other control variables were selected. As the explained variables are disordered numerical variables, the Poisson regression method is adopted and regression analysis is carried out with the help of Stata 15.0.

Results. The regression results in Table 1 show that: (1) The frequency of Internet use significantly increased the labor income of the young elderly. (2) Male young elderly people use the internet more frequently and obtain higher income than female young elderly people. (3) There is a significant difference in the frequency of Internet use between the urban and rural young elderly. The urban young elderly are more comfortable using the Internet, and the urban young elderly are more likely to use their internet application to obtain a higher income.

Conclusion. (1) The government should improve the policies to support the reemployment of the young elderly, strengthen the construction of Internet infrastructure, and build a lifelong learning framework, thereby eliminating inequality in the reemployment of the young elderly in different genders and regions. (2) The market should promote the age-appropriate transformation of digital tools such as computers and mobile phones to

ensure the safe and smooth use of digital products and services by the young elderly. In general, society should do everything possible to become web-friendly.

Table 1

Regression results

Variable	IRR	Robust Std. Err.	z	P>z	[95% Conf.	Interval]
internet usage frequency	1.089	0.035	2.630	0.008	1.022	1.160
gender	0.745	0.061	3.620	0.000	0.635	0.874
marital status	0.792	0.069	2.690	0.007	0.668	0.938
health	1.144	0.045	3.460	0.001	1.060	1.235
education	1.106	0.019	5.880	0.000	1.069	1.144
number of properties owned	1.242	0.086	3.130	0.002	1.084	1.422
number of children	0.918	0.055	1.440	0.151	0.816	1.032
financial investment	1.450	0.164	3.280	0.001	1.161	1.810
urban	0.569	0.065	4.970	0.000	0.455	0.710

(3) The community should use a variety of methods to improve the digital literacy of the young elderly, relying on community cultural activity centers to carry out educational activities on the use of the Internet for the young elderly. (4) The family should strengthen digital feedback, the young generation should actively teach the young elderly how to use the Internet. (5) The young elderly should also take the initiative to learn various information technologies and knowledge, and fully integrate into the digital economy.

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