

# Addressing Different Generations in Social Media

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# Media Habits

A subject generating great interest

Technology Companies



What devices?

**Marketing and  
Advertising**



**How to convey?**

Personal



What are the trends?



A group of five diverse young adults are sitting on a brown leather couch. From left to right: a woman with short blonde hair wearing red headphones and a grey shirt; a man with a beard and glasses wearing black headphones and a maroon shirt; a man with short brown hair wearing white earbuds and a grey and blue striped shirt; a woman with long dark hair wearing blue headphones and a green shirt; and a woman with curly dark hair wearing pink headphones and a yellow and white patterned sweater. All five individuals are looking down at their smartphones. The background is a plain, light-colored wall.

# MEDIA HABITS RESEARCH

TOPLINE REPORT | September 2018



# INTRODUCTION & RESEARCH METHODOLOGY

# Research Background and Goals

## Int'l Research goals

- types of media content
- devices used for content
- change over time
- key differences by country

## + Romania Research goals

- key differences by generation

**Brazil, Canada, China, Croatia, France, Greece, Hungary, India, Japan, Korea, Philippines, Romania, Thailand, Turkey, and the US**

July and August 2018.

## Research methodology

- 15 minute online survey
- N=500 per country
- Age 18+ - balanced by gender/age

## Romania only

- 2 FGs Millennials; 2 FGs Generation X (Decreței)

# Two Generations in Transition

## Decreții (1967-1980 ish)

- > End abortion – LARGE GEN  
-----**Same**  
school manuals, exams, small %  
higher ed, military service, politics  
pionier UTC PCR, power of the  
secretary, economic dominance of  
the store attendant and TIR  
driver, drive to escape through  
exceptional sports performance
- > '89 Revolution at career start

## Millennials (1990 – 2000 ish)

- > Start abortion – SMALL GEN  
#####**Different**  
school manuals, exams or not,  
increasing higher ed, less to no  
military service, changing political  
parties, high inflation, economic  
growth, every year a new job is  
more appealing, less and less  
drive to do anything
- > 2009 Crisis at career start



# Media Usage of the Digital Consumer

Starting the discussion ...

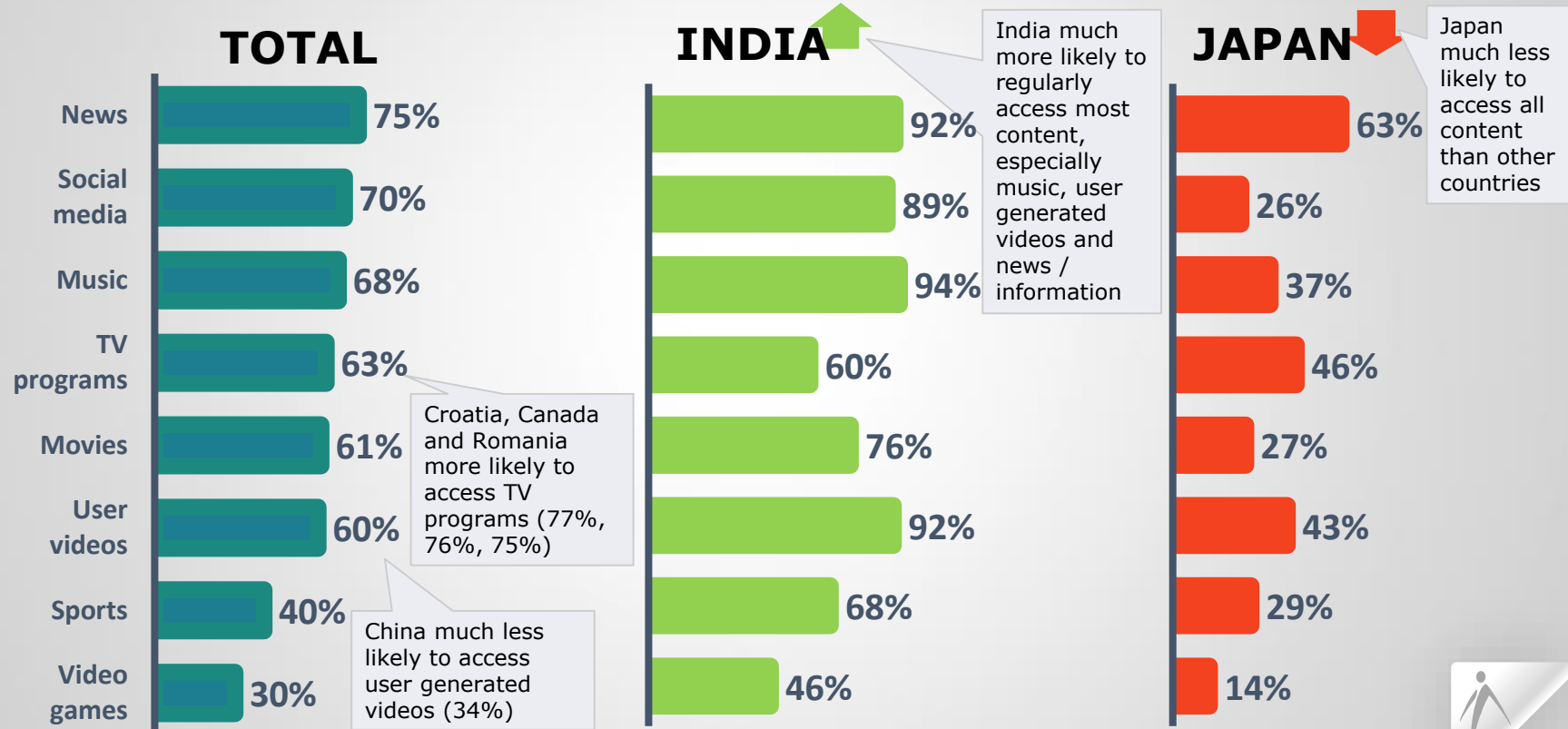
- > Moderator: *Now, what media do you use, TV, Radio...* [gets interrupted by respondent]
- > Respondent: *Facebook!*

Is Social Media really such an important medium?



# Worldwide

News and social media are regularly accessed by the most people.



# Worldwide

News and social media are regularly accessed by the most people.

**TOTAL**

**INDIA**

India much more likely to regularly

**JAPAN**

Japan much less likely to access all content than other countries

*„Mulți care lucrează la birou stau pe Facebook toată ziua. Zice <am muncit și astăzi>. Gândește-te că în Japonia au pe an 7 zile libere. Doar 7. La noi...*

*Ei au 7 zile și pe ei nu îi interesează - lucrăm 3 zile pentru firma, 2 pentru împărat, 2 pentru ei. Așa gândesc și e a 4-a sau a 5-a putere în lume. Japonia e comparată cu America, cu Rusia, Rusia e cât Pluto. Și, surprinzător la unele studii Coreea de Sud a întrecut Japonia [...]*

*Concluzia - ei nu folosesc Facebook (Coorea de Sud, Japonia). Nu au timp, că ei muncesc, învață...” B Millennial*

Sports

40%

Video games

30%

China much less likely to access user generated videos (34%)

68%

46%

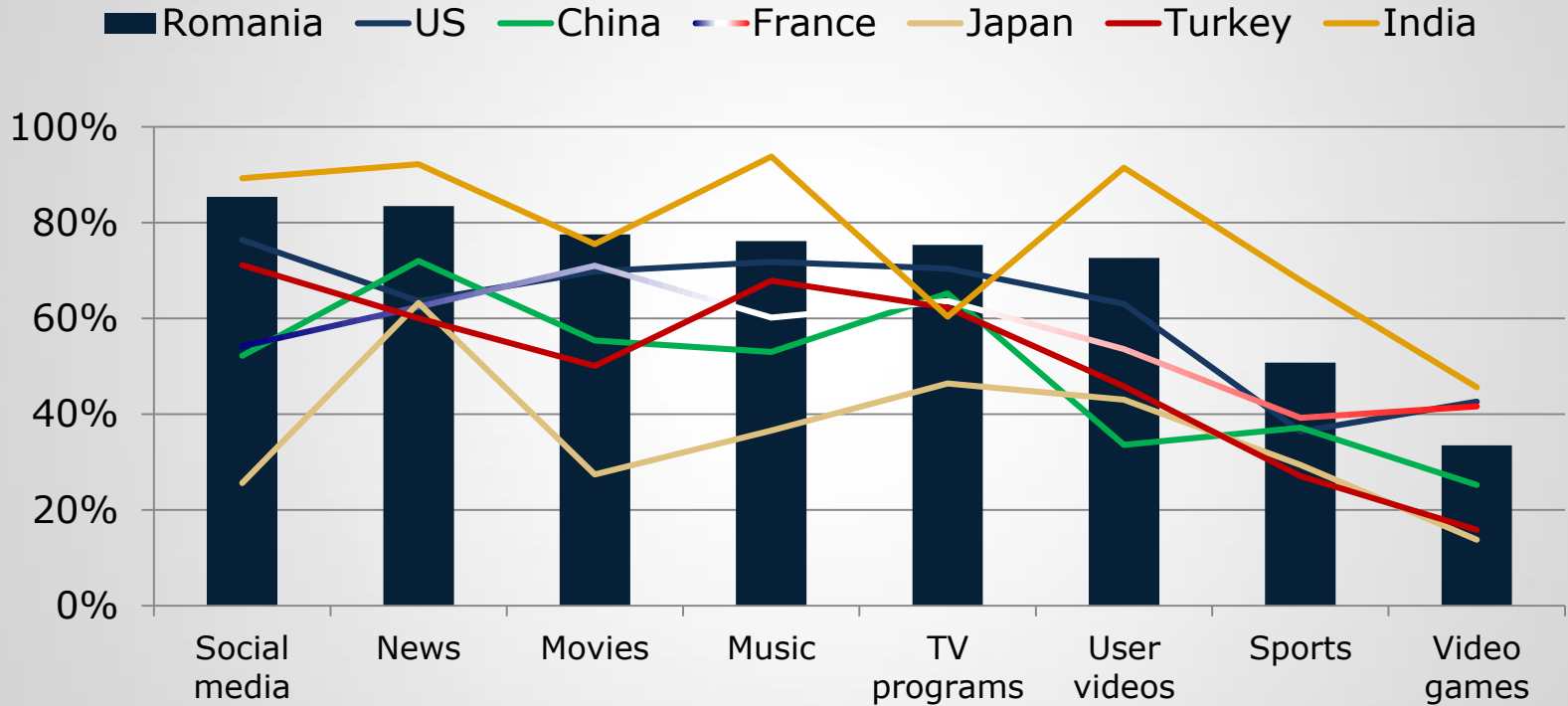
29%

14%



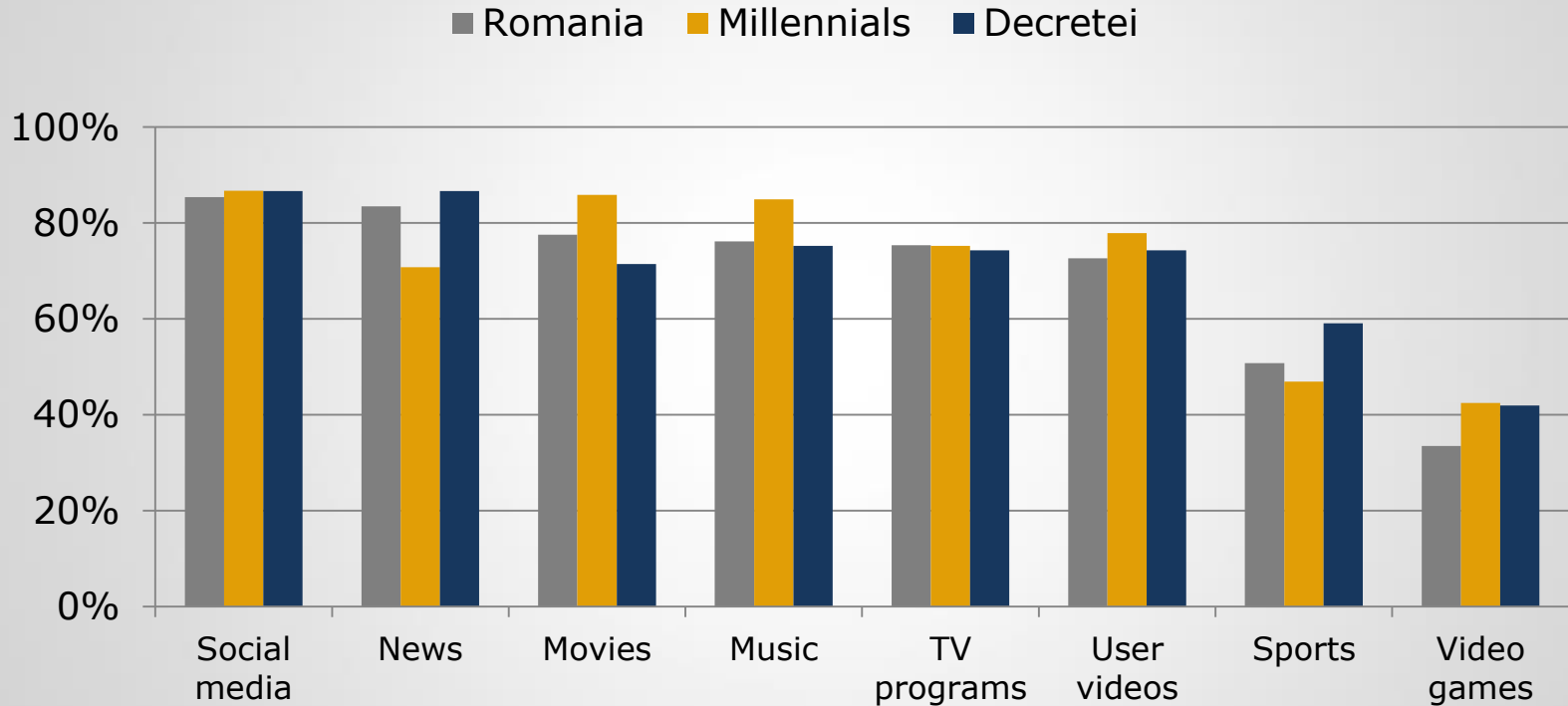
# Romania

Social Media is top content



# Romania

Social Media is top content for both Millennials and Deceței



Technology already widely used

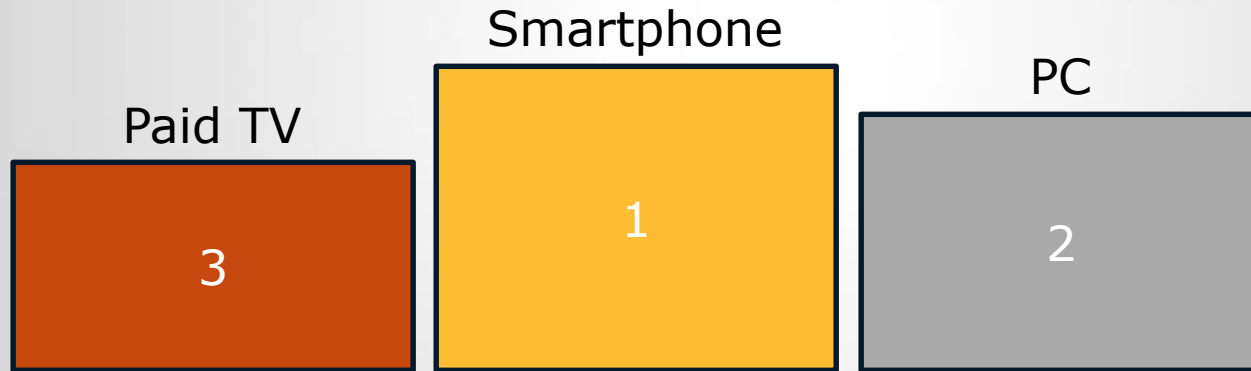


Evolution? What more, what less?

# What's up?

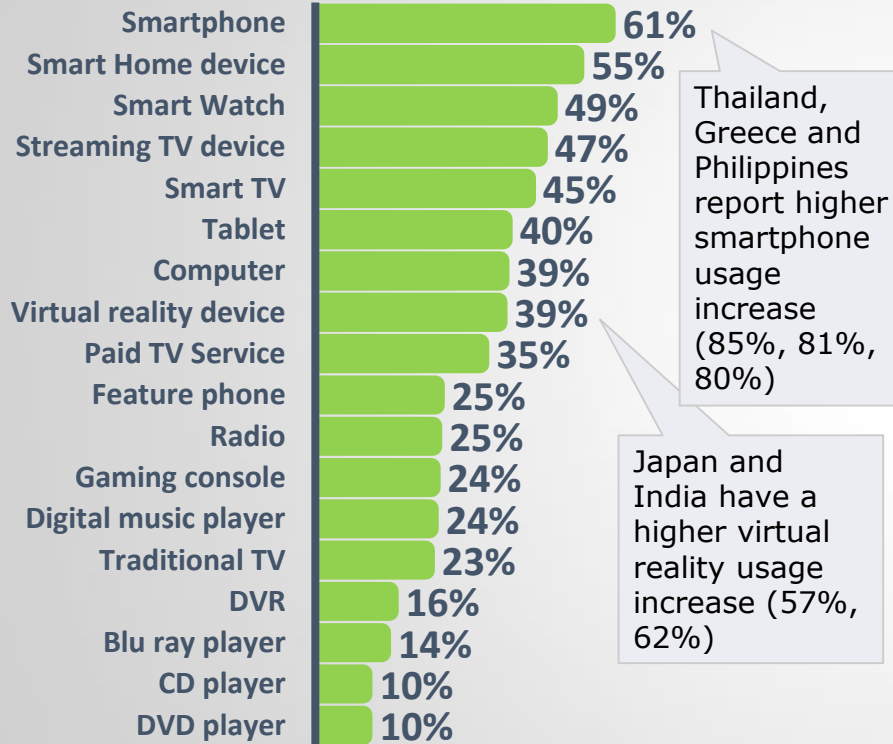
Romania

- > **63% use the smartphone more than last year**
- > 44% the computer
- > 38% the paid TV service

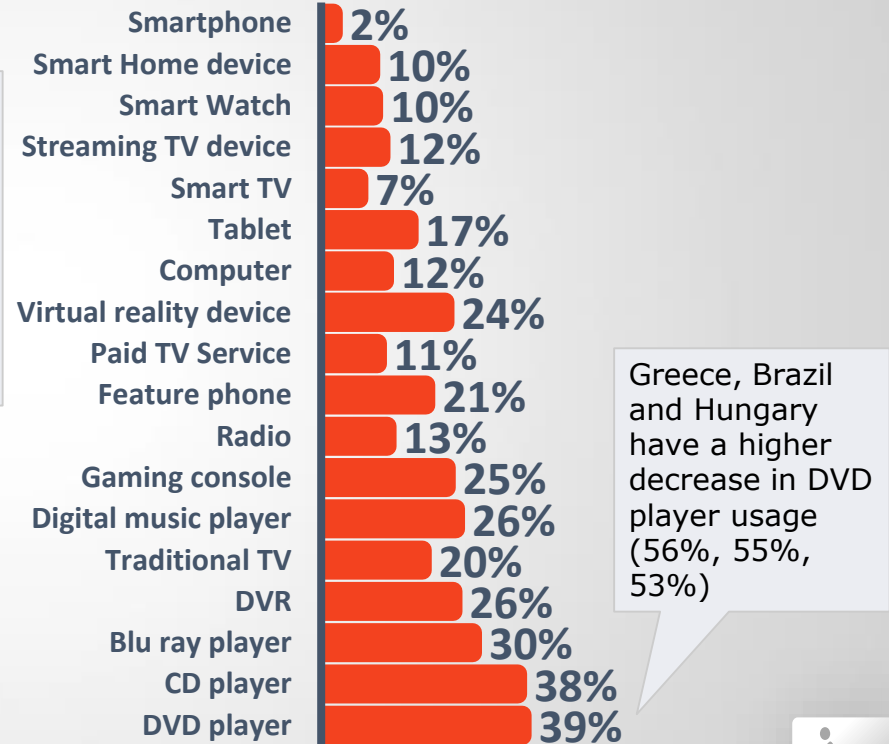


# Worldwide

## USING MORE



## USING LESS



We thought we knew the smartphone is important but we were wrong ...

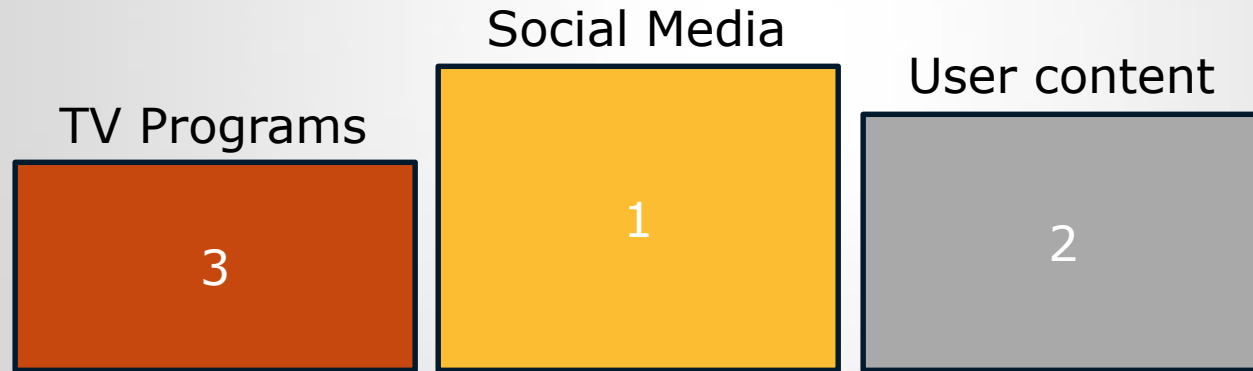
It is even more important than that!

So, for what do we use the smartphone more?

# For what do we use the smartphone more?

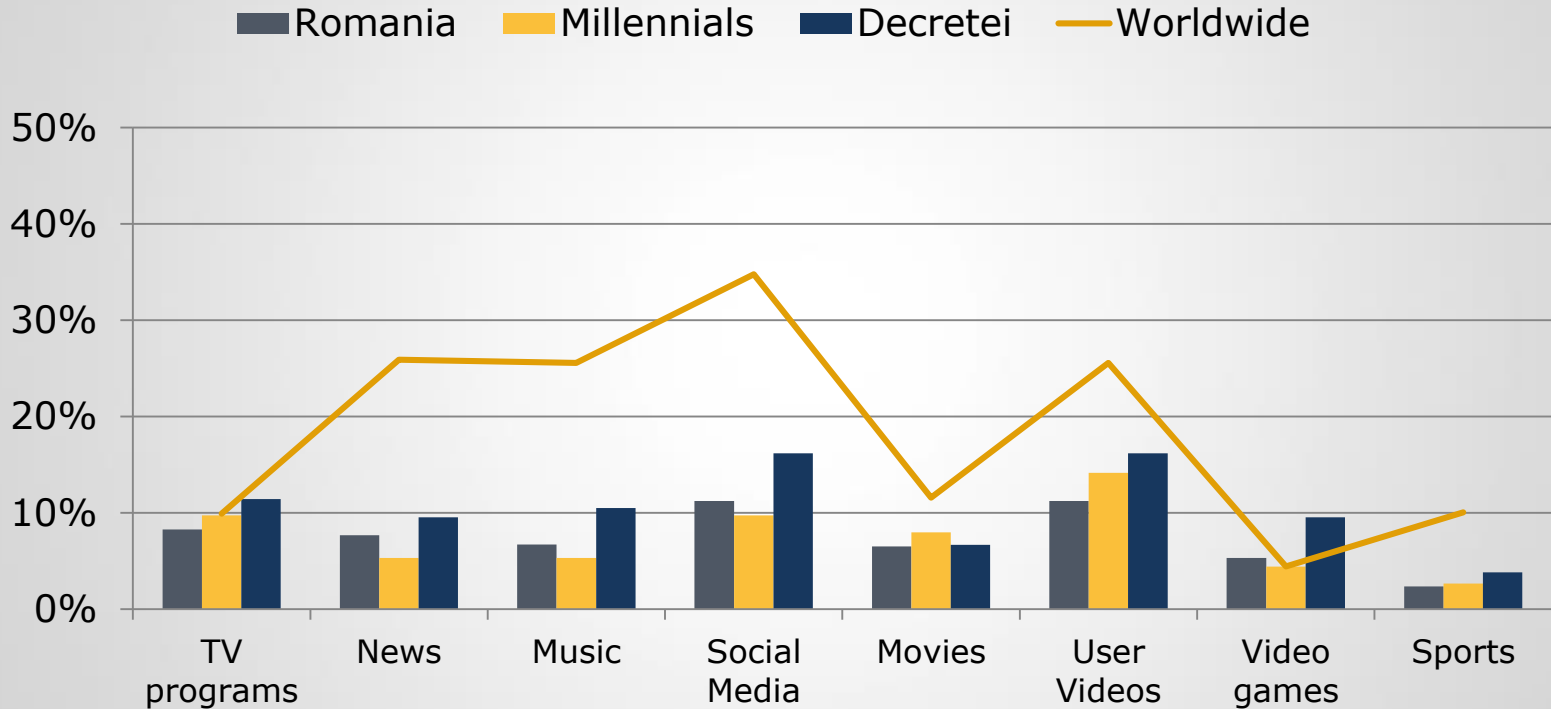
Romania

- > 11% use smartphones more to access Social Media (e.g. Facebook)
- > 11% to access user generated content (e.g. YouTube)
- > 8% to access TV programs



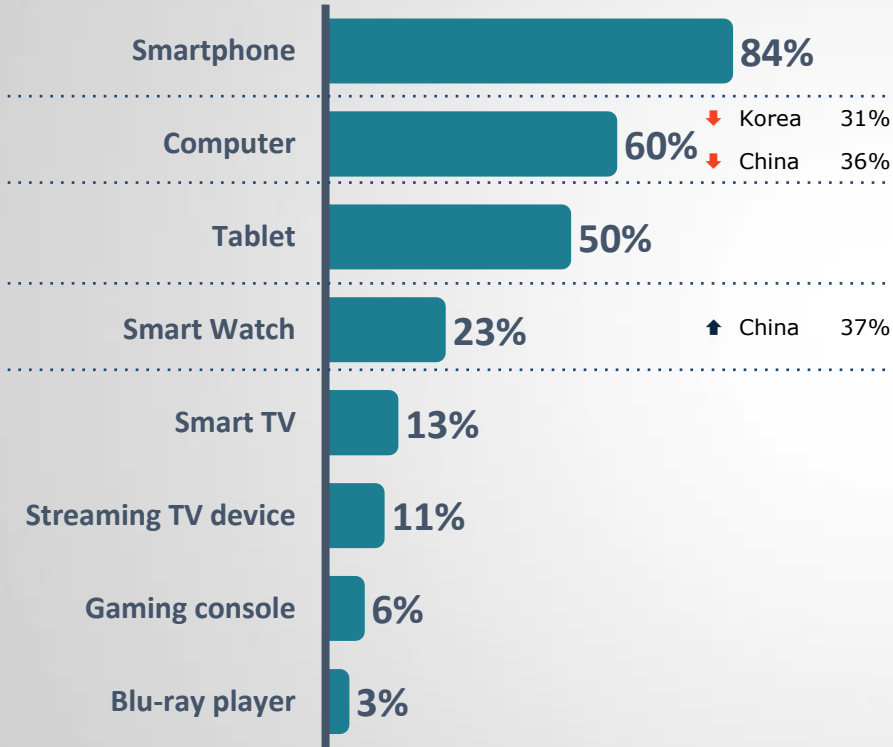
# Romania vs. ROW

Smartphone used more for Social Media, ROW catching up fast

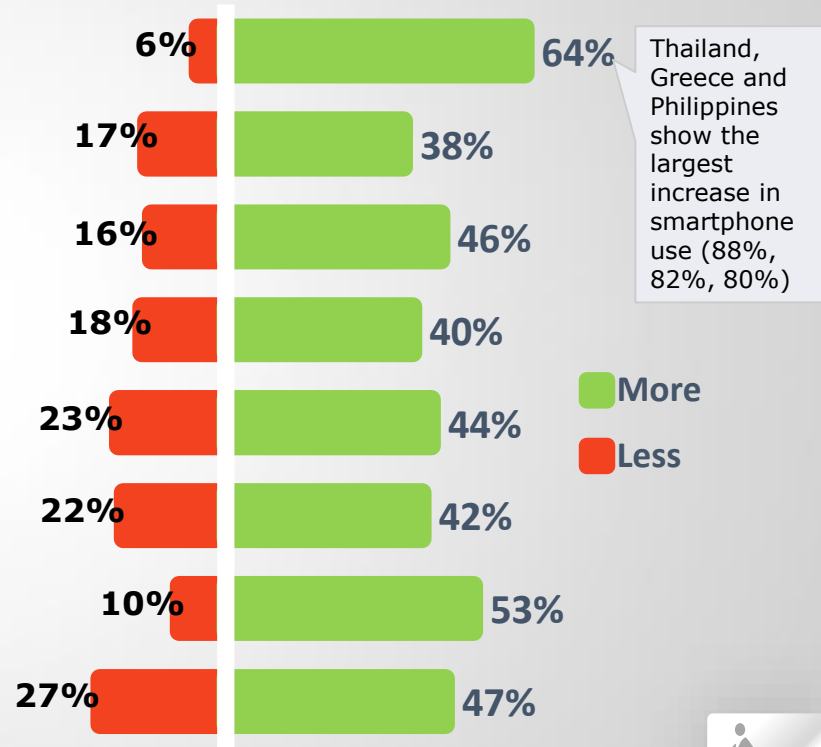


# Social Media Access

## DEVICES USED TO ACCESS



## CHANGE IN ACCESS



Romanians use a lot of social apps, but social media is synonymous with Facebook



# What do people do on Facebook?

- > Scroll, watch others, waste time >>>
- > Play games
- > Get news, information
- > Professional groups
- > Keep in touch, reconnect
- > Compete for attention
- > Hope for appreciation
- > Fear "Big Brother" surveillance
- > Get tired of or annoyed by ads

Addiction rather frequent  
for Millennials

*"Nu e vorba de  
dependență, că știu să mă  
opresc, doar că îmi e mult  
mai ușor câteodată să îl las  
pornit pur și simplu, sau să  
mă uit așa din obișnuință,  
să văd ce a mai apărut,  
dacă mă atrage ceva, dar  
nu că caut în mod special  
ceva, pur și simplu..."*  
Millennial



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One of the main entry gates for Millennials  
*“din 24 de ore, nu știu, 20. Pentru că stau, și la muncă, și la facultate... La facultate nu sunt niciodată atentă, stau pe Facebook... și vreau să îi văd eu acolo fiecare mișcare, am multe... mania jocurilor, am jocuri pe care intru mereu. Dar când sunt la muncă, nu pot să intru mereu...” F Millennial*



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Real, useful, interest-specific information  
*“Se transmite informația extraordinară de repede. Nu e ca la televizor, că ... până apare o știre ... durează 7 ore, pe Facebook lucrează mai repede și decât poliția”*  
F Millennial



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School groups – especially for Millennials

Parent-Teacher groups – especially for Decreței



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This is more important for  
Decreței  
*"mă uit că am un cumnat în  
Italia, postează tot timpul,  
foarte mult și cu copiii,  
nepoții mei. Îmi trimite  
aproape zilnic, poze,  
filmulețe"* B Decrețel

Some Decreței use it as a  
photo album



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Quite often a millennial is the entry point for older people

*"bunicii mei și au făcut Facebook, pentru că tot vroiau să dea de rudele de la țară, de care nu mai știau... eu le-am făcut Facebook, dar acum îl folosesc ei"* F Millennial



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... and get frustrated with other people who do  
*"Mă irită foarte tare în momentul în care vine câte unul și pune câte o poză - uite unde sunt eu. Ce, tu-mi faci în ciudă?"* B Decețel



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... and suffer for not getting it - women only  
*"creează anumite frustrări, adică toate am pățit, pui o poză și ai puține like uri"* F Millennial



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... and not only – other fears:

- > Hate (if you express opinions you attract hate comments)
  - > Cons (e.g. message from close people asking for money)
  - > Manipulation of opinions
- Fears mostly for Decețeți



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Get tired of or annoyed by ads

- > Decețerii get tired with ads ("*obositoare*")
- > Millennials get annoyed with ads ("*enervante*")
- > If ads come as shared by friends then they become valuable information



# So What?

## Marketing and Advertising



## How to convey?

Message must be phone size

Definitely use Social Media and YouTube as communication channels

No regular ads in Social Media

- > Make special offers to be shared between friends
- > Sponsor entry points
  - > University groups for Millennials, parents groups for Decreței
  - > Games for Millenials
  - > Reconnect efforts for Decreței



Thank you, I hope you enjoyed!



See you soon, with a new generation

