

How Post Millennials are Shaping Communication

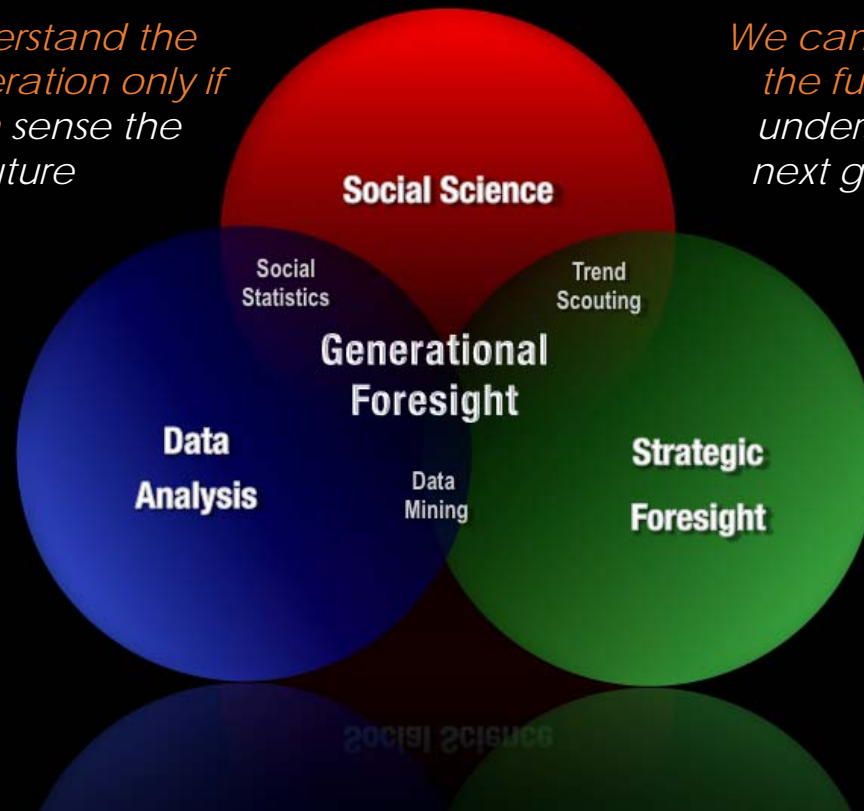
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After the Millennials
@aftermillennial

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Generational Foresight

*We understand the
next generation only if
we can sense the
future*

*We can only sense
the future if we
understand the
next generation*



Millennials (1982 – ca. 2000)

Socially

- Optimistic but worried
- Precious Snowflakes
- Engage in fewer risky habits
- Less admiration for traditional experts
- Less loyal/faithful to traditional institutions



Technologically

- Always 'on'
- Expects a digital presence and seamless user experiences.
- Love their phones – as long as they don't have to talk on them
- Millennials are 50% more likely to trust user-generated content (UGC) and earned media than traditional paid sources



Gen Z is kind of like Millennials, but..

Ripple effects from

- ❖ Recession
- ❖ Digital Nativity

Growing up in the 21st Century is just so different



Generation Z communication trends

Trend 1: Impacts and Limitations of Communications Technologies

Trend 2: Data Security and Privacy

Trend 3: The Rise of Fake News

Conclusive thoughts: Emerging Communications Culture



Trend 1

ICT, Impacts and Limitations

The New Normal

The Good, the Bad and the Ugly

- Teens spend 9 hours a day on online
- 86% think their generation spend too much time online
- 43% have been bullied online
- 60% prefers face-to-face interaction

Generation Z's Social Media World: Meet the Cast!



"The BFF"



"The Queen Bees"



"The Emos"



"The Class President"



"The Class Clown"



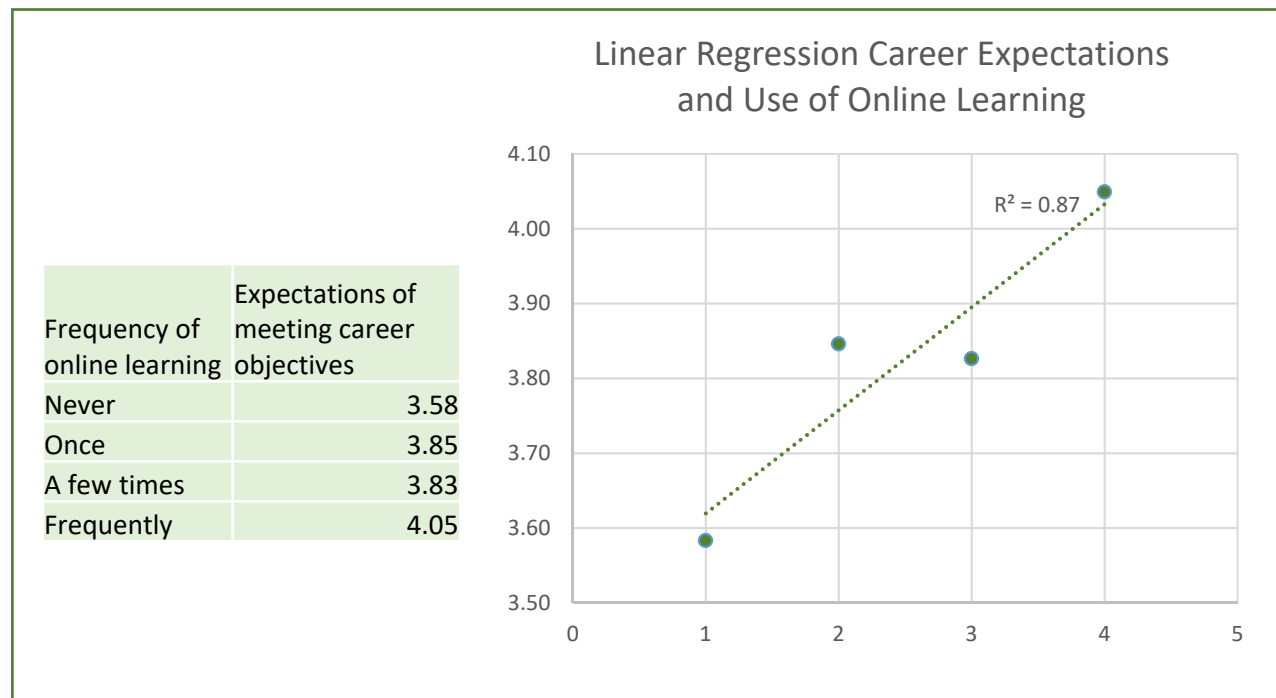
"The Folks"

A national sample of 13-34 year-olds for Knowledge Works

"What skill or skills do you think will be most important in the future?"



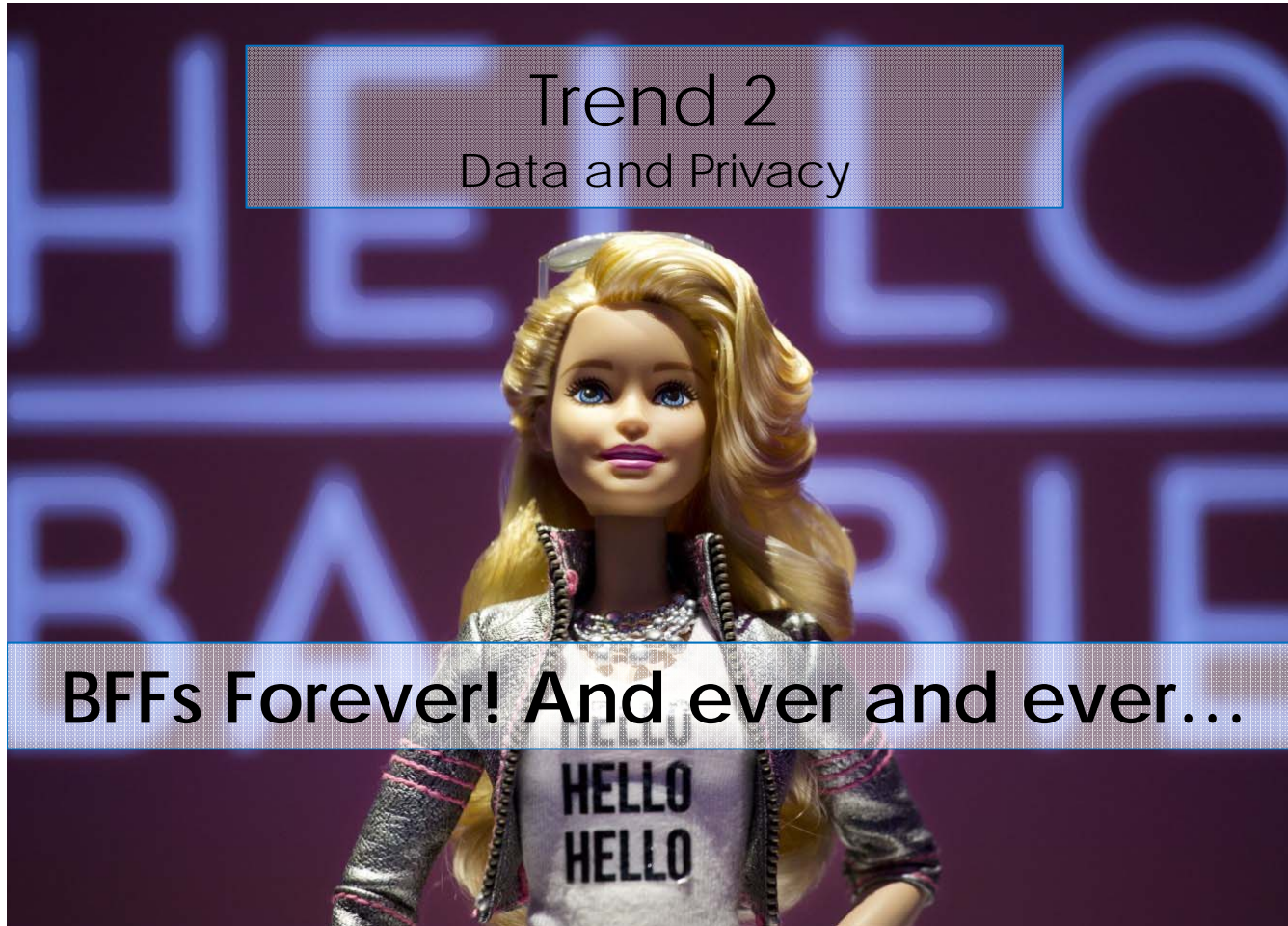
13-34 year-olds who use digital platforms
are **more optimistic** about reaching careers objectives



Trend 2

Data and Privacy

BFFs Forever! And ever and ever...



A person is shown from the side, holding a white smartphone with both hands, taking a photo. The background is a blurry outdoor scene with a dark, flat ground and some distant figures. A semi-transparent grey box with a fine grid pattern is overlaid on the lower half of the image, containing text.

"Twice as many children as parents expressed concerns about family members oversharing personal information about them on Facebook and other social media without permission."

~ Sarita Schoenebeck,
University of Michigan

How Big is the Digital Universe?

Using the IDC / EMC Study of the Topic

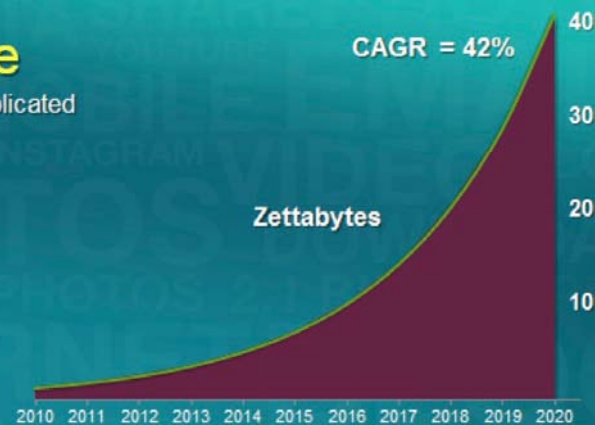
The Digital Universe

The measure of all digital data created, replicated and consumed in a single year

=


40 Zettabytes

in 2020



Source: IDC Digital Universe Study, sponsored by EMC, December 2012

Seagate Confidential



Kids react to Big Data and Snowden's revelations
by pruning social media, ditching Facebook and
using ephemeral services

IS INVISIBLE THE NEW BLACK?

Trend 3

Fake News
And Alternative Facts



From **Wild** Things to Vile Things

Advertising dollars spent on U.S. children annually



1983: **\$100 million**

2007: **\$17 billion**



Blurred lines in advertisement

give rise to native ads and content ads

Welcome to a world of Fake News

- ✓ 74% of Generation Z and Millennials do not like social media ads
- ✓ 57% use ad blockers
- ✓ 54% of younger people trust social networks, compared to just 32% of the older generation
- ✓ More than 80% believed a native ad, identified with the words "sponsored content," was a real news story.

Not Just a Juvenile Sin

Facebook users
2.5 times more
likely to click on
a fake news
story.

Millennials are
16% less likely to
click on a fake
news story.

Trump-voters
skew older



Emerging Communication Culture

More silos or cross-cultural communication?

New class divisions?

A quest for privacy and security?

Towards new reliability standards?