The “puzzle” Of Social Media
September 27, 2019
Xenia Kourtoglou, co-founder
I will talk about...

- The puzzle of generations
- The needs covered by Social Media
- The effects of Social Media
A few facts about our country
(6-74 years national)

Internet use 88%
3.8 hours/day

Social networks
daily reach 58%

Smartphone owners 82%

E-shoppers 52%

Source: Focus on Tech Life 2019
The current “Puzzle” of generations in Greek Society
The generations

- Traditionalists (67+ y.o.)
- Baby Boomers (48-66 y.o.)
- Generation X (33-47 y.o.)
- Generation Y (24-32 y.o.)
- Generation Z (13-23 y.o.)

EL. STAT estimated population 2018
Traditionalists
21%

- Respect in hierarchy & authority
- Following rules
- Duty before entertainment
- Dedicated & loyal to organizations
- They communicate their desires indirectly
- Seeking human touch & assistance / guidance
- Challenged by technology & trained by the younger ones

Internet usage: 53%
Average time: 147

Social Media
usage: 27%
Average time: 50

E-shopping: 17%
Average spending: 556€

Radio daily: 52%
Av.time :140

TV daily: 94%
Av.time :231

Source: Focus on Tech Life, Jan-Jun 19
Baby Boomers 27%

- Competitive & materialists
- Hard-workers, with a strong sense of duty
- Seeking personal acceptance (and recognition)
- Focused on relationships and team players
- Often complaining, expecting a written reply
- Seeking convenience & security
- Regarding technology they try not to be left behind... mainly due to need rather than pleasure

- Internet usage: 82%
  Average time: 182’
- Social Media usage: 53%
  Average time: 59’
- E-shopping: 39%
  Average spending: 513€
- Radio daily: 65%
  Av. time: 161’
- Smartphone ownership 72%
- TV daily: 88%
  Av. time: 184’

Source: Focus on Tech Life, Jan-Jun 19
✓ Independent & self-motivated, mainly **goal motivated** (not so focused on the team)
✓ Seeking work life **balance**
✓ They work as hard as **needed**
✓ Focused on **career development**
✓ Consciously going for **comfort & saving**
✓ **Familiar** with technology but not leading the change

**X-ers**

23%

**Source**: Focus on Tech Life, Jan-Jun 19
✓ Social & **team players**
✓ Multi-tasking
✓ With goals, oriented towards **success**
✓ With **confidence**
✓ Seeking a **meaningful job**
✓ Thirsty for **personal** and **career development**
✓ They need speed in service
✓ **Digital Natives**
✓ They feel and behave like **they are the only ones who have deep knowledge of the digital era**

**Y-ers/ Millennials 11%**

- **Social Media**
  - Usage: 92%
  - Average time: 92’

- **Internet**
  - Usage: 100%
  - Average time: 300’

- **E-shopping**
  - 73%
  - Average spending: 428€

- **Radio daily**
  - 70%
  - Average time: 142’

- **Smartphone ownership**
  - 99%

- **TV daily**
  - 68%
  - Average time: 124’

Source: Focus on Tech Life, Jan-Jun 19
More down to earth generation

They appreciate transparency, openness, multi-connectivity, diversity...

Resourceful in job searching (early starters) but cautious

They communicate with few words and prefer videos & pictures

Constantly connected

Accessibility Natives

Fast in information management but less focused

Source: Focus on Tech Life, Jan-Jun 19

Internet usage: 100%
Average time: 287’

Social Media usage: 94%
Average time: 110’

E-shopping: 58%
Average spending: 286€

Radio daily: 45%
Av.time :83’

Smartphone ownership 98%

TV daily: 64%
Av.time :110’
The generations

Key Learning #1:

A generation gap larger than ever!

Which means: “multi” approach in business & comms
The needs covered by Social Media
Social Media cover a variety of needs formerly covered by traditional media

- A “love-hate” relationship
- A habit
- Infotainment
- A sweet, easy relationship
- A “friend”
- A habit (car)
- News & info
- A “man’s” love
- A Sunday habit
- Pleasure
- Leisure
- Personal choices & hobbies
Which needs are covered by our Media choices?

Traditionally:

- Information
- Knowledge
- Education
- “Identity”
- Belonging
- Expression

Practical

Social

Emotional

- Pleasure: hobbies
- Dreaming: imagination
- Self-care: “my time”
Social Media cover a larger variety of needs formerly covered by traditional media.

Connection – Speed
“Insta” – “Multi”

Way too different exposure, “consumption” & interaction conditions.
Social media interaction with brands

“What do you do on social media?”

“I exist there in my own, personal way”

Important Note: they are there for THEIR needs!
Key Learning #2: Social media cover traditional media needs, plus the opportunity of connection, and a personal “way of being”.

Which means: Another “platform” where brands can just advertise (message/creative/content/trust/“history”/overall image).
The effects of Social Media
Being a vast social phenomenon, we have investigated people’s relation with social media in various studies

“Tips & Tops”

- Social/internet addiction as a current society issue
- Relationships & the digital world
### Issues currently faced by teens/youth

<table>
<thead>
<tr>
<th>Issue</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ενδοοικογενειακή βία</td>
<td>73%</td>
</tr>
<tr>
<td>Bullying / ekphobismós</td>
<td>67%</td>
</tr>
<tr>
<td>Εξαρτήσεις</td>
<td>66%</td>
</tr>
<tr>
<td>Κατάθλιψη</td>
<td>62%</td>
</tr>
<tr>
<td>Επιρροή των social media</td>
<td>55%</td>
</tr>
<tr>
<td>Οικολογική καταστροφή</td>
<td>49%</td>
</tr>
<tr>
<td>Ανασφάλεια για το μέλλον</td>
<td>48%</td>
</tr>
<tr>
<td>Ρατσισμός</td>
<td>45%</td>
</tr>
<tr>
<td>Κίνδυνοι Internet</td>
<td>45%</td>
</tr>
<tr>
<td>Επιφανειακές σχέσεις</td>
<td>41%</td>
</tr>
<tr>
<td>Υλισμός</td>
<td>34%</td>
</tr>
<tr>
<td>Στερεότυπα φύλου</td>
<td>28%</td>
</tr>
</tbody>
</table>

Online Survey Focus Bari – “The End” (n=801)
Μπορώ να χρησιμοποιώ το internet/ τα social media στο βαθμό που ωφελεί την εργασία ή/ και την προσωπική μου ζωή

Συχνά είναι δύσκολο να περιορίσω ή να ελέγξω το χρόνο ενασχόλησής μου με το internet

Δυσκολεύομαι να καταπολεμήσω τη συνήθεια του να μπω στο internet με κάθε ευκαιρία που βρίσκω

Η ενασχόληση με το internet μου δίνει μια αίσθηση ευεξίας και ευφορίας που δεν βρίσκω εύκολα αλλού

Έχει συμβεί να παραμελήσω υποχρεώσεις ή να απομονωθώ από οικογένεια/ φίλους λόγω της έλξης που μου ασκεί το internet

Συχνά αναγκάζομαι να δικαιολογηθώ σε άλλους (φίλους, συγγενείς) για τη διάρκεια ενασχόλησής μου με το internet

<table>
<thead>
<tr>
<th></th>
<th>0-6</th>
<th>7-8</th>
<th>9-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Μπορώ να χρησιμοποιώ το internet/ τα social media στο βαθμό που ωφελεί την εργασία ή/ και την προσωπική μου ζωή</td>
<td>26</td>
<td>35</td>
<td>39</td>
</tr>
<tr>
<td>Συχνά είναι δύσκολο να περιορίσω ή να ελέγξω το χρόνο ενασχόλησής μου με το internet</td>
<td>65</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>Δυσκολεύομαι να καταπολεμήσω τη συνήθεια του να μπω στο internet με κάθε ευκαιρία που βρίσκω</td>
<td>63</td>
<td>26</td>
<td>10</td>
</tr>
<tr>
<td>Η ενασχόληση με το internet μου δίνει μια αίσθηση ευεξίας και ευφορίας που δεν βρίσκω εύκολα αλλού</td>
<td>75</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>Έχει συμβεί να παραμελήσω υποχρεώσεις ή να απομονωθώ από οικογένεια/ φίλους λόγω της έλξης που μου ασκεί το internet</td>
<td>79</td>
<td>13</td>
<td>8</td>
</tr>
<tr>
<td>Συχνά αναγκάζομαι να δικαιολογηθώ σε άλλους (φίλους, συγγενείς) για τη διάρκεια ενασχόλησής μου με το internet</td>
<td>85</td>
<td>11</td>
<td>5</td>
</tr>
</tbody>
</table>

Online Survey Focus Bari on internet usage Fall 2019
Attitudes to internet usage: Parents with children 6-12

Η χρήση internet / social media τείνει να προκαλεί συχνά τριβές μεταξύ των μελών της οικογένειας

Συχνά δυσκολεύομαι να περιορίσω ή να ελέγξω το περιεχόμενο όπου εκτίθενται τα παιδιά μέσω internet/ τεχνολογίας

Είναι δύσκολο να περιορίσω ή να ελέγξω το χρόνο ενασχόλησης του παιδιών/ των παιδιών με το internet
Relationships & the Digital World: Current “personal status”

- Married: 53%
- Living together: 6%
- In a longtime relationship (3+ years): 4%
- In a relationship (1-3 years): 6%
- In a new relationship (up to 12 months): 5%
- Not in a relationship currently: 11%

Base: 18+ Total Greece, n=1,000
Way they met their current partner

- Via friends / relatives / peers
- By chance (at an entertainment place, an event, or another social circumstance)
- At school / university / neighbourhood
- From work / gym / hobby
- Via social media / internet / dating app

Base: Married / on a relationship, n=823
“How do most people meet their potential partner nowadays?”

- Via friends / relatives / peers
- By chance (at an entertainment place, an event, or another social circumstance)
- At school / university / neighbourhood
- At work / gym / hobby
- Via social media / internet / dating app

Base: 18+ Total Greece, n=1.000
## Attitudes to online acquaintances

**Agree/totally agree**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet acquaintances mainly aim at conducting a superficial/short relationship</td>
<td>60%</td>
</tr>
<tr>
<td>Acquaintances via internet are dangerous</td>
<td>55%</td>
</tr>
<tr>
<td>The relationships that have started from online are more fragile</td>
<td>54%</td>
</tr>
<tr>
<td>In the future the majority of people will mainly meet online</td>
<td>47%</td>
</tr>
<tr>
<td>Internet dating is a modern and acceptable way of acquaintance, and likely to lead to a serious relationship or marriage</td>
<td>38%</td>
</tr>
<tr>
<td>I don’t have a good opinion about people who make online acquaintances</td>
<td>31%</td>
</tr>
</tbody>
</table>

Base: 18+ Total Greece, n=1.000
Key learning #3: the effects of social media are multiple (?)

Which means: brands could “tailor” specific CSR activities.
The “puzzle” of Social Media

Thank you!

September 27, 2019

Xenia Kourtoglou, co-founder