



# 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



Smartphone  
owners **82%**

Social networks  
daily reach **58%**



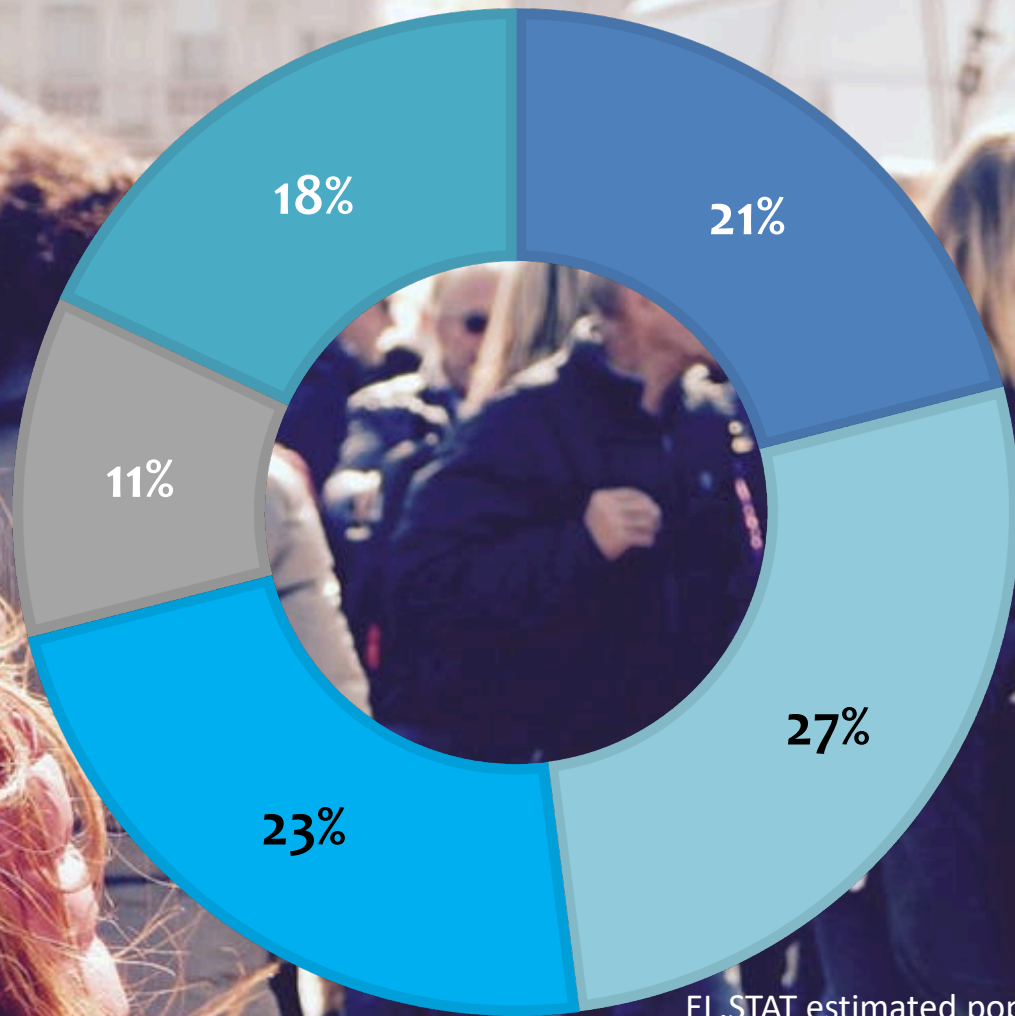
E-shoppers **52%**



**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.)



## 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'

### Smartphone ownership 42%

### TV daily: 94%

Av.time :231'

# BUSINESS

## Economy of the European Union

Baby Boomers  
27%

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'

- ✓ 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

X-ers  
23%

- ✓ 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

**Social Media**  
usage: 80%  
Average time: 58'

**Internet**  
usage: 97%  
Average time: 231'

**E-shopping:**  
68%  
Average spending: 503€

**Radio daily: 75%**  
Av.time :157'

**Smartphone ownership**  
93%

**TV daily: 79%**  
Av.time :139'

- ✓ 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%**  
Av.time :142'

**Smartphone  
ownership  
99%**

**TV daily: 68%**  
Av.time :124'

Z-ers  
18%

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'

- ✓ 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

# The generations

Key Learning #1:

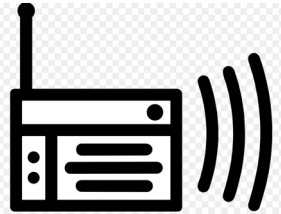
*A generation gap larger than ever!*

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

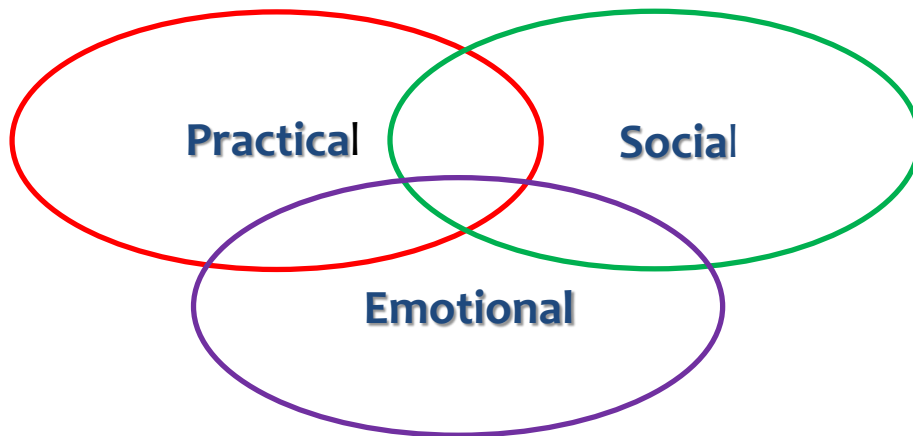


# Which needs are covered by our Media choices?



- Information
- Knowledge
- Education

Traditionally:




- “Identity”
- Belonging
- Expression

38%\* των ανθρώπων που είναι στην πράξη κάποιου κλάδο στη μέση μερά (κάθε μερά)

- 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”**

I read posts

I post photos, videos

I write comments

I follow people I like

I chat

I visit on birthdays

I read the news

I get informed

**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

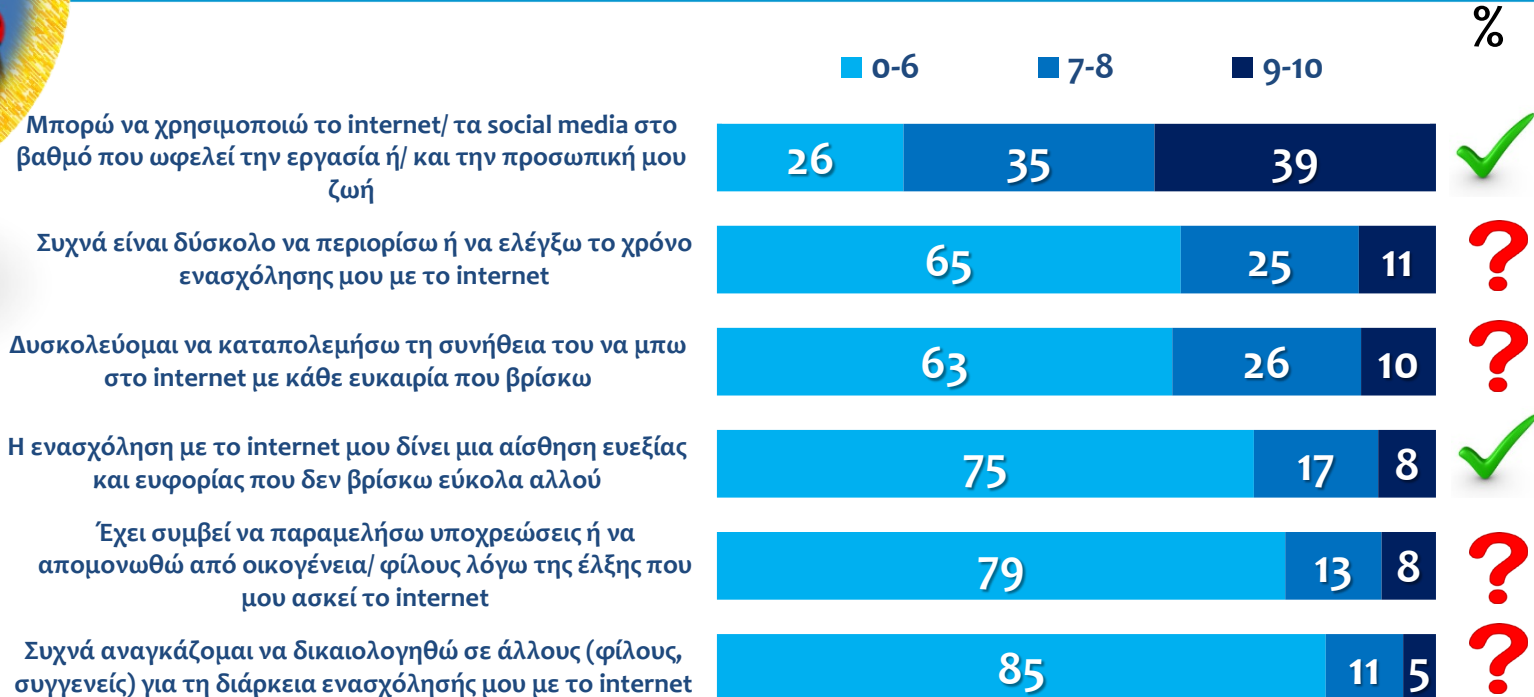
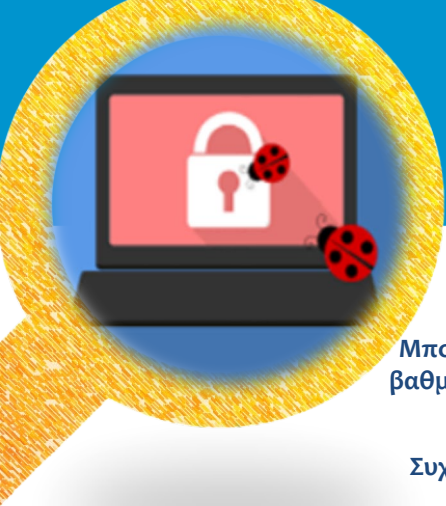
## “Tips & Tops”

- Social/internet addiction as a current society issue
- Relationships & the digital world

# Issues currently faced by teens/youth



# Attitudes to internet usage



# 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

■ 1-6

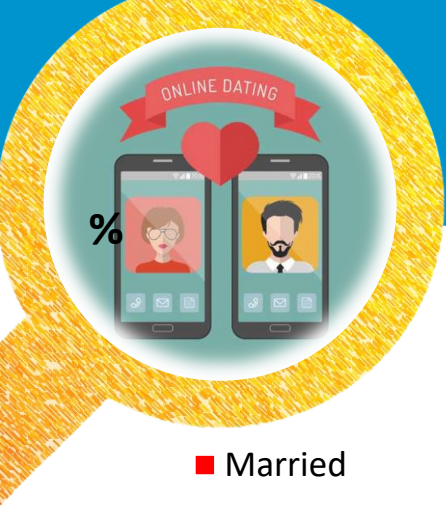
■ 7-8

■ 9-10

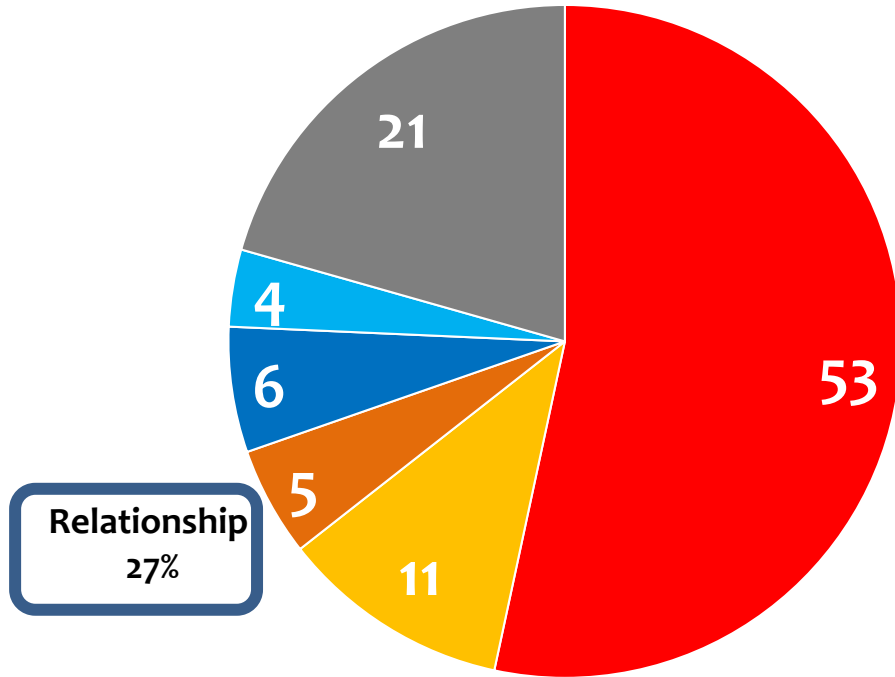
%



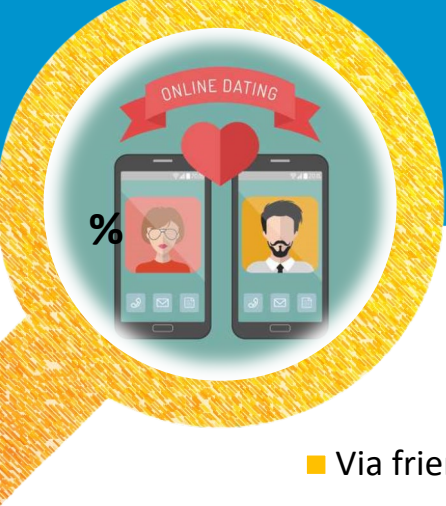
# Relationships & the Digital World : Current “personal status”



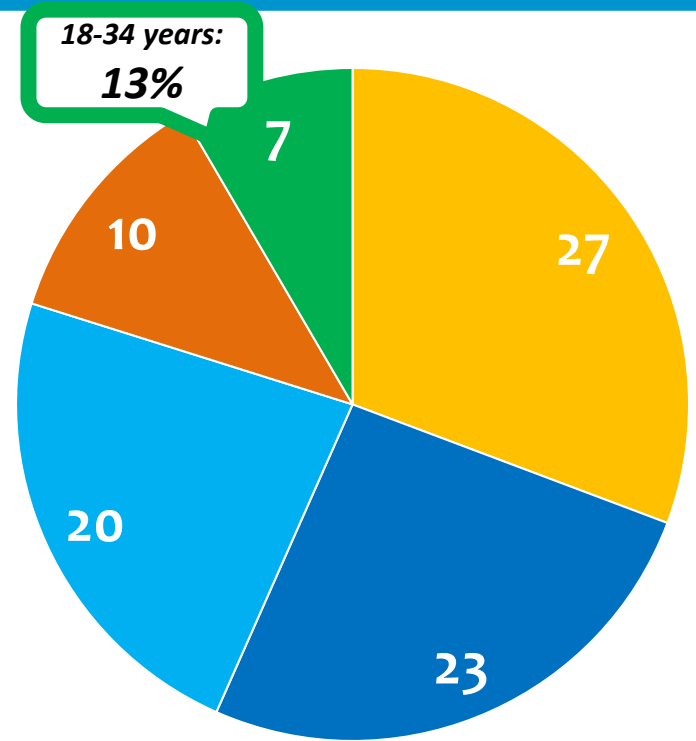
- Married
- Living together
- In a longtime relationship (3+ years)
- In a relationship (1-3 years)
- In a new relationship (up to 12 months)
- Not in a relationship currently



# Way they met their current partner

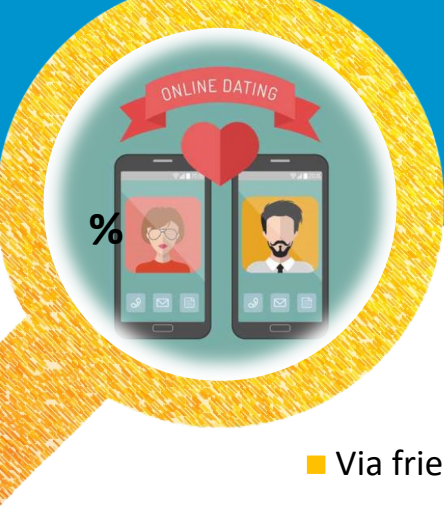


- Via friends / relatives / peers
- By chance (at an entertainment place, an event, or another social circumstance)
- At school / university / neighbourhood
- From work / gym / hobby
- Via social media / internet / dating app

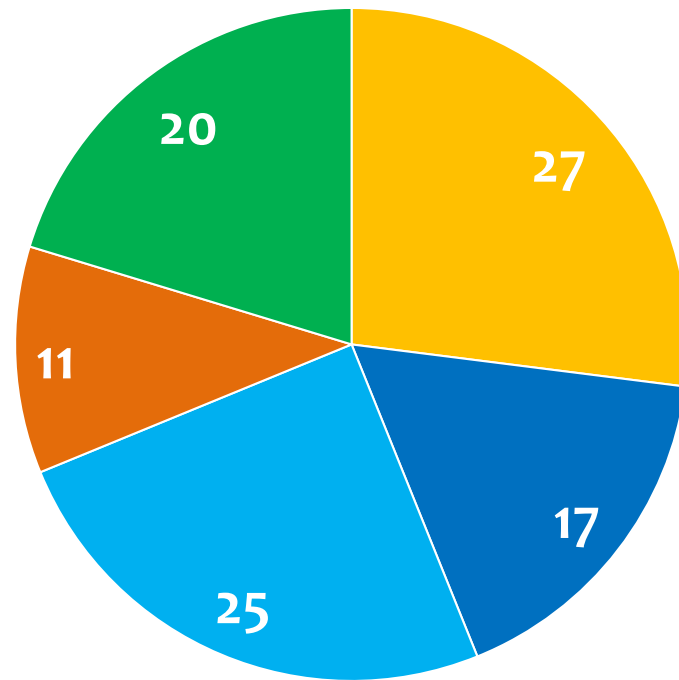


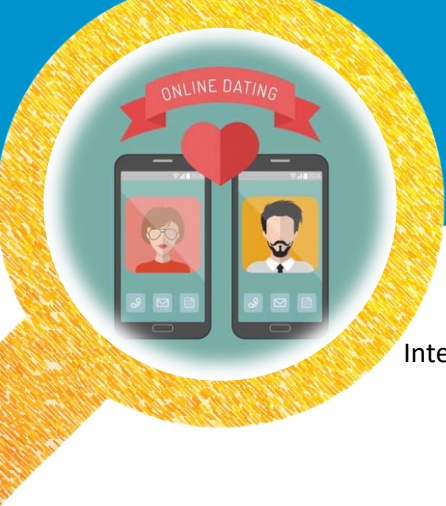
Base : Married / on a relationship, n=823

# “How do most people meet their potential partner nowadays?”

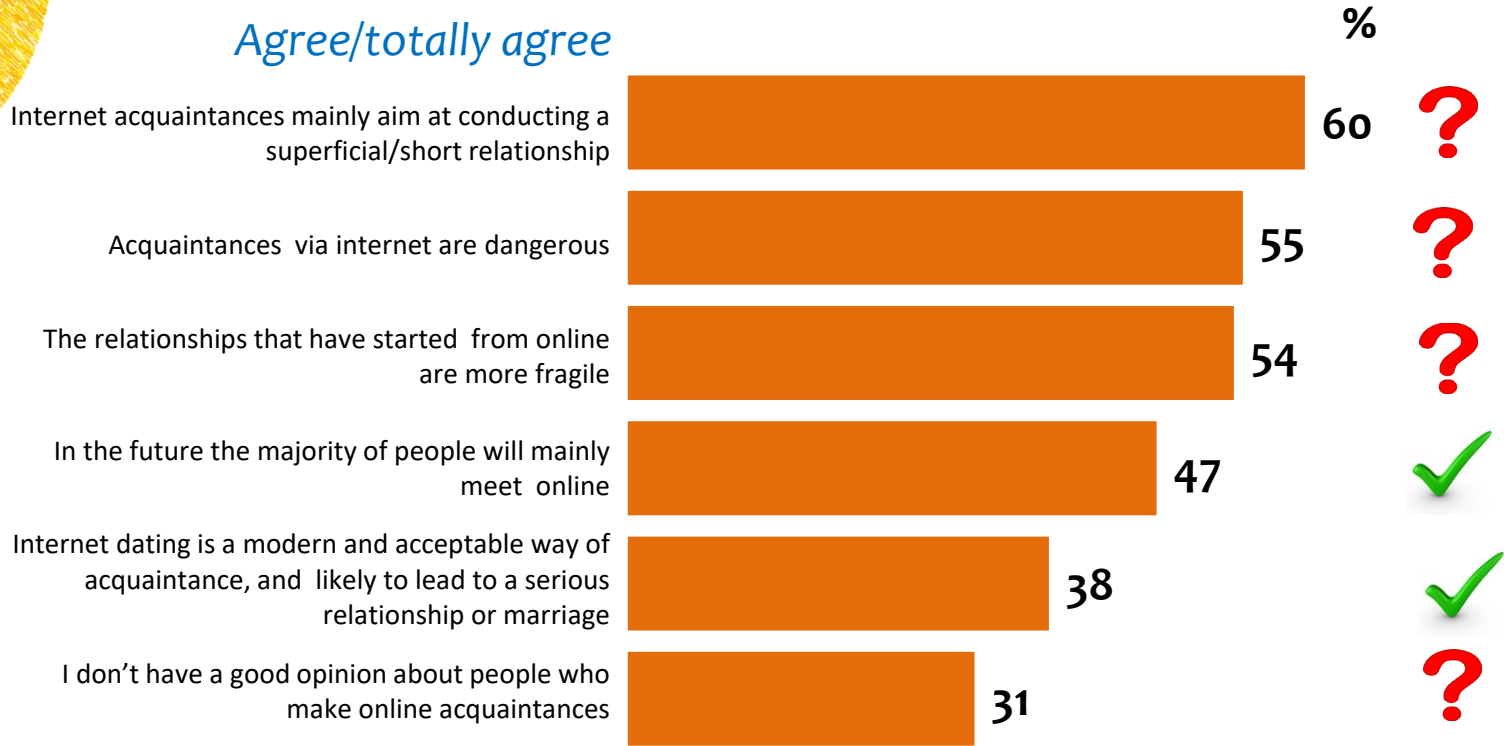



- Via friends / relatives / peers
- By chance (at an entertainment place, an event, or another social circumstance)
- At school / university / neighbourhood
- At work / gym / hobby
- Via social media / internet / dating app





# Attitudes to online acquaintances



A photograph of four diverse individuals sitting on a light blue bench against a plain grey wall. From left to right: a man with short dark hair wearing a light blue button-down shirt, a woman with shoulder-length brown hair wearing a grey blazer, a man with short brown hair wearing a dark blue button-down shirt, and a woman with short dark hair and glasses wearing a dark blue blazer. All four individuals are looking down at their smartphones, which they are holding in their hands. The scene is lit with soft, even lighting, creating a calm and focused atmosphere.

**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