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Nota di contenuto	Cover -- FM -- Half Title -- Series Page -- EDITORIAL BOARD MEMBERS -- Title Page -- Copy right Page -- CONTENTS -- ABOUT THE EDITORS -- ABOUT THE AUTHORS -- ACKNOWLEDGMENTS -- Introduction to Volume 19: "Millennials and Media" -- Millennials and Media -- The Millennial Social Self -- Visual Culture and Creation of the Self -- Millennials, News, and the Digital Public Sphere -- Un-Mediated Millennials and Inequalities -- Chapter 1: Millennials Usher A Postdigital: Theorizing How Generation Y Engages With Digital Media -- Study Objectives and Research Method -- Defining the Millennials' (Generation Y) Demographic Cohort -- STUDY SIGNIFICANCE: SIX THEORETICAL CONSTRUCTS FOR MILLENNIALS' MEDIA USE -- First

Theoretical Construct: Millennials Usher a Post-Digital Era -- SECOND THEORETICAL CONSTRUCT: MILLENNIALS PREFER MANY PLATFORMS -- THIRD THEORETICAL CONSTRUCT: MILLENNIALS DEPEND ON SOCIAL MEDIA -- FOURTH THEORETICAL CONSTRUCT: MILLENNIALS CHERISH DIGITAL MEDIA STORYTELLING -- Fifth Theoretical Construct: Millennials are an Influential Demographic Cohort -- Sixth Theoretical Construct: News-Finds-Me Mindset Affects Millennials -- Directions for Future Research, Caveats and Limitations -- Lessons Learned, Discussion, and Key Implications -- In Conclusion: Theorizing How Generation Y Engages with Digital Media -- ACKNOWLEDGMENTS -- References -- Chapter 2: A Story of Love and Hate: Smartphones in Students' Lives -- Introduction -- Theoretical Framework -- Mobile Phones and Smartphones in Israel -- Smartphone Usage from the Affordance Technology Perspective -- Uses and Gratifications -- Criticism of Uses and Gratifications -- Methods -- Results and Discussion -- Emotional Gratifications -- Cognitive Gratifications -- Instrumental Gratifications -- Integrative Gratifications -- Fear of Missing Out -- Love-Hate Relationship -- Question of Addiction. Conclusions -- References -- Chapter 3: Online-Offline Social Ties in Massive Multiplayer Online Games -- Introduction -- Literature Review -- Online and Offline Friendships -- Framework and Development of Analytical Concepts -- Social Capital Online-Offline -- Data and Methods -- Findings -- Discussion -- References -- Chapter 4: Do No Harm Lest Others Do Harm to You: Self-Protection and Risk Management by Generation Y on Social Media -- Overview -- Growing Up with Digital Technologies and Social Media -- Methods and Participants -- Analysis -- Findings -- Self-protection and Privacy Tools -- Self-censorship as Self-protection -- Acceptable Interactional Norms -- Conflict Avoidance -- Avoiding "the Drama" -- Norms and Negative Behaviors -- The Online "Public" - Political Avoidance -- Conclusion -- References -- Chapter 5: I Want My Youtube! Trends in Early Youth-Created Music Videos (2007-2013) -- Introduction -- Background -- Adolescence, Social Media, and Creating Content -- Youth-created Music Videos as an Emerging Genre -- Literature Research -- Methods -- Sampling Strategy -- Coding Strategy -- Analyses -- Results -- Trends in Narrative Content -- Trends in Onscreen Demographics -- Comments -- Discussion -- Limitations -- Future Research -- References -- Chapter 6: Digital Photography and the Morselization of Communicative Memory -- Introduction -- Memories from Home -- Analog to Digital: A Perfect Storm of Images -- The Social Semiotics of the Selfie -- Digital Photography, Sharing and Consuming -- Networked Photography and the Logic of Gifting -- Selfie: A Commoditized or Gifted Performance? -- Morselizing the Web of Association -- References -- Chapter 7: The First Twitter Handle(s) of the United States: An Information Processing Perspective on Twitter use by the President of the United States and Its Effect on Millennials -- Introduction. Literature Review -- Methods -- Procedure -- Scales and Measures -- Dependent Measures -- Results -- Discussion and Conclusion -- Limitations and Directions for Future Research -- References -- Chapter 8: Embracing the Visual, Verbal, and Viral Media: How Post-Millennial Consumption Habits are Reshaping the News -- Introduction -- Literature Review -- Defining the Post-millennials or Generation Z -- THEORIZING NEWS CONSUMPTION -- First Theoretical Construct: Age Shapes Media Use and News Preference. -- Engaging with the Visual, the Verbal, and the Viral Media. The proliferation of multimedia news content is a symptom of the ease younger generations feel in technology's presence. Post-millennials were born in the digital/mobile

age and therefore did not -- Second Theoretical Construct: Post-millennials Prefer Viewing News Over Reading -- How Generation Z Uses Social Media. Beyond turning a page or changing a channel, legacy media outlets offer younger news consumers little room to design their own experience. In a 2017 study, Yadav and Rai (2017) defined social media as "any electronic se -- The Power of Media Platforms. While social media serve as a creative outlet, it can also inform and educate individuals on global and local issues. Companies, including news organizations, can build awareness of their products' benefits. Online advertisin -- Generation Z Engages More with Social Media and Connective Journalism. Post-millennials' desire to self-tailor their news day has journalists rethinking how to position their coverage. In a recent study, Marchi and Clark (2018) interacted with US high sch -- Third Theoretical Construct: Post-millennials spur news innovations.

How Generation Z Uses Media. Smartphone ownership and access to social media is nearly ubiquitous. These platforms are the new face of news, and today's teens are shaping this massive revolution. Social media is their ultimate destination for communicatio -- Generation Z's Preference for Sensory Journalism. Post-millennials' hunger for participation and belonging in the news cycle shapes their rapidly changing preferences and usage patterns. Unlike Generation X and baby boomers, Generation Z sparsely engages -- Generation Z Rejects Journalistic "Objectivity." The rise of substitutions for legacy media companies has altered post-millennial expectations for the content they see. In a study based on interviews of teens, Marchi (2012) delineated how teens reject jou -- Fourth Theoretical Construct: A Verbal, Visual, and Viral News Cycle -- Integrating the Visual, Verbal, and Viral Media. Post-millennials have an affinity for sensory journalism, defined as news content which engages audience senses visually and sonically. Nearly 48% of millennials and 47% of post-millennials reported they pr -- Engaging with the Visual Media. The post-millennial generation favors visual-only platforms, like Instagram and Snapchat (Yadav & Rai, 2017, p. 114). Older generations prefer sites like Twitter and Facebook, a hybrid of text and visuals. Post-millennials' -- Expressing Opinions on Viral Media. The dramatic increase of Internet users, especially teens, is contributing to "more-persistent online activities" (Anderson & Jiang, 2018, p. 2). This includes information and news obtained through these channels. Not. Generation Z's News Repertoires and Political Participation. Five US-based scholars, Edgerly, Vraga, Bode, Thorson, and Thorson (2018) extended previous research on the relationship between news use and participation. They examined how youth ages 12-17 co -- TV, Snapchat, and Mental Health Concerns of Generation Z. In 2018, Business Insider surveyed 104 Generation Z-ers on their opinions, fears, dreams, and complexities. The survey demonstrated their mindset, as well as their differences from other generation -- Generation Z's Perceptions about Free Speech. Post-millennials express strong support for the First Amendment, and in turn, the rights of the media and journalists. Only 26% believe it goes too far in what it guarantees. This number dropped steadily from -- Generation Z's Declining Consumption, Trust in News. News consumption rates by younger generations are in flux. Student use of, and trust in, television declined significantly. The rate of post-millennials who "watch local TV often" dropped from 30% in 20 -- Generation Z's Rising Trust in Citizen Journalists. Trust in citizen journalism - news through peers and real people - is rising. This is an important insight into how post-millennials use news media, as many see their peers and "real people"

give news up -- Generation Z Struggles to Spot Fake News. Overall, news engagement and trust are declining in younger generations, which could be due to fake news. Dautrich (2018) theorized "most students say they have come across fake news stories, yet only 20 percent s -- Fifth Theoretical Construct: Post-millennials and Fake News -- The Changing Expectations of Generation Z. In a 2018 essay, Penny Rue, vice-president for campus life and professor of counseling at Wake Forest University in Winston-Salem, N.C., analyzed how Generation Z, which "is coming to college," compares to their. How Generation Z Consumes and Curates News Media.

Sommario/riassunto

Sponsored by the Communication, Information Technologies, and Media Sociology section of the American Sociological Association (CITAMS), Volume 19 of Emerald Studies in Media and Communications draws on global case studies that examine media use by millennials. By bringing together contributors and case studies from four continents to examine millennial digital media practices, the volume charts out multiple dimensions of Gen Y's digital media engagements: smartphone use among Israelis, the activities of Brazilian youths in LAN houses, selfies in the New Zealand context, and American millennials engaged in a variety of digital pursuits ranging from seeking employment, to content creation, to gaming, to consuming news and political content. Through these case studies we see parallels in the mediated millennial experience across key digital venues including Twitter and YouTube, and MMOs. None-the-less, contributors also prompt us to keep in mind the importance of those millennials without equal access to resources who must rely on public venues such as libraries and LAN Houses. Across these venues and arenas of practice, the research provides an important collection of research shedding important light on the first generation growing up with the normative expectation to perform digital identity work, create visual culture, and engage in the digital public sphere.
