

# The Role of SNS in Society Today: Generations Y and Z's perspectives on Digital Communication



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# Outline

Significance of the Study

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Acknowledgments

Research Findings

# Significance of the Study (D'Angelo)

- I realized the generation gap when I received a message from my younger siblings and had no clue what they were talking about
- SNS helps communicate with a variety of people comfortably regardless of the social standing
- Through this study I as a generation Y would like to find out what characteristics of SNS distinguish between generations.

# Significance of the Study (Isaiah)

- SNS is a function of everyday life that connects us all together
- Generations Y and Z use this technology, whether it is for work or for personal use
- The purpose of this study is to find out how SNS has impacted the ways that Generations Y and Z communicate in modern society

# Research Questions

RQ1:

How does SNS play a role in the communication skills of Generation Y and Z?

RQ2:

What values regarding SNS identify Generations Y and Z?

# Outline of the Research Background

- Definition Gen Y and Z
- Definition of SNS
- SNS Usage
- Impact of SNS on Communication

# Definition Gen Y and Z

- Gen Y or “Millennials” is the term used to describe those who were born between the years 1981-1996
- Gen Z is the term that is used to describe those who were born between the years 1997-2012
- Research has shown that the space between where Gen Y and Z end is difficult to pinpoint.

(Dimock, 2019)



# Definition of Social Networking Systems (SNS)

“Social networking sites (systems, services, softwares) (SNSs) are virtual communities where users can create individual public profiles, interact with real-life friends, and meet other people based on shared interests.”

(Griffiths, et al., 2014)



# SNS Usage 1

U.S

- Texting and Email were still a very strong outlet amongst all ages with a rate of 97% and 88% respectively, but SNS is becoming a major interest by the younger generation (18-29)
- The younger generation's ability to take advantage of using SNS is what creates the gap past the 30 and over age range

Japan

- Mobile mail was eventually replaced by SNS (particularly LINE)
- 52% of young Japanese in their 20s use LINE for small talk with friends, 23.5% use electronic mail, and 8.6% use other SNSs, such as Facebook and Twitter
- Facebook was used more for close friends in a closed network compared to its use in the US

## SNS usage 2

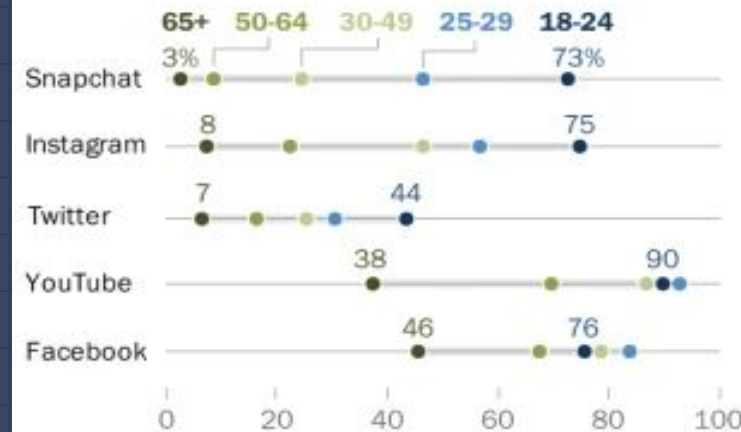
SNS developed within the last 10 years is more popular with Gen Z than Y.

Gen Y is more comfortable with older forms of SNS (Facebook, Youtube, etc)

(Perrin and Anderson 2019)

### Snapchat and Instagram are especially popular among 18- to 24-year-olds

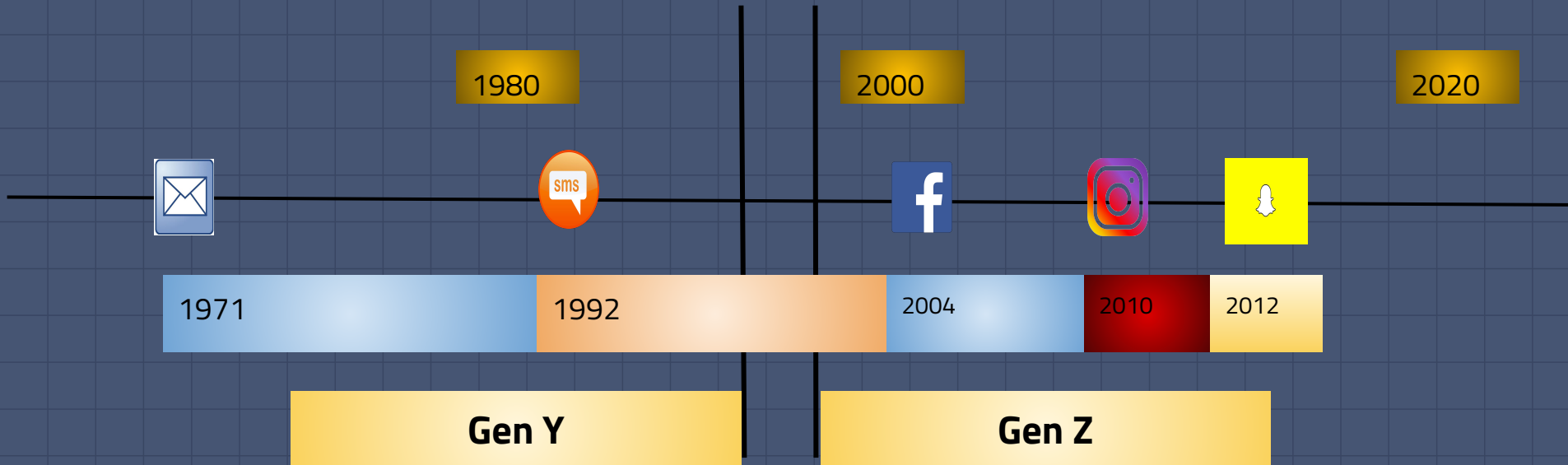
% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

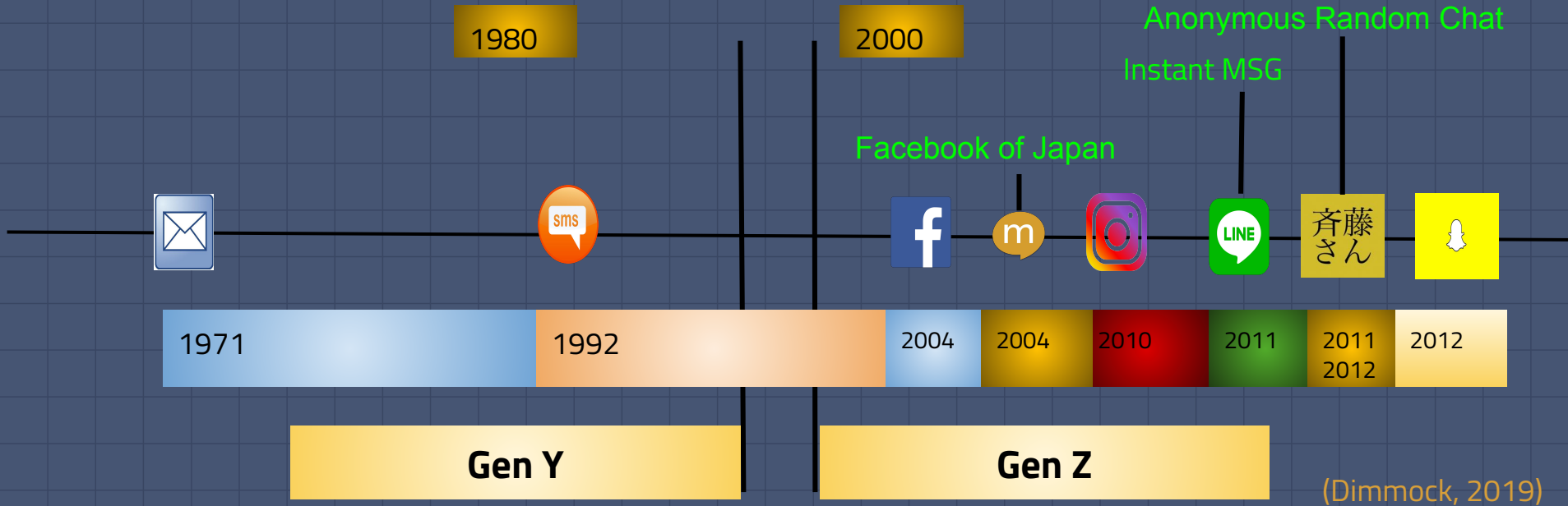
PEW RESEARCH CENTER

# SNS Usage US



Gen Y reached adulthood during the computer revolution while Gen Z was born and had access to a variety of SNS.

# SNS Usage Japan



SNS creates a variety of communications to connect with people in a digital world, although it isn't real and it can negatively affect its users

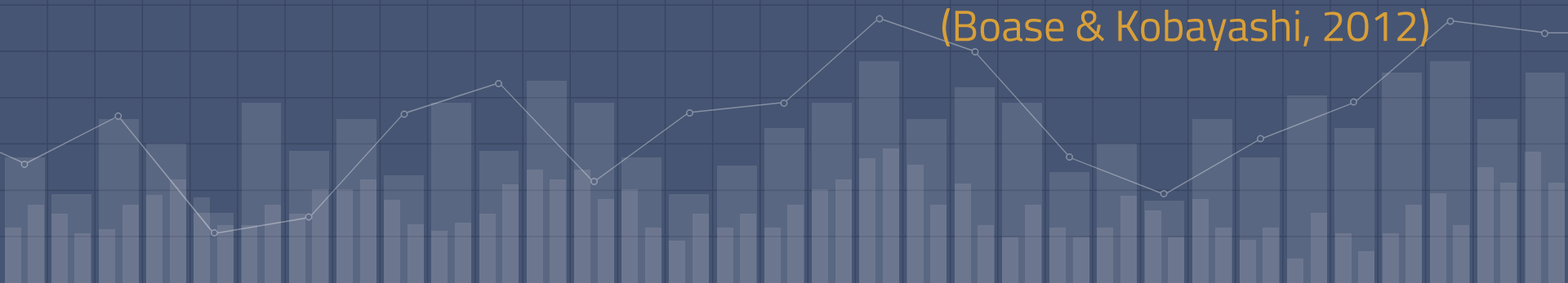
## 主なソーシャルメディアの構造

	Line	Facebook	Twitter	Instagram
情報表示	個別タイムライン 既読機能	統合タイムライン	統合タイムライン	統合タイムライン
情報種別	テキスト&画像	テキスト&画像	テキスト&画像	画像中心
情報検索	メッセージ	人中心	トレンド	#タグ中心
グループ機能	あり	あり	なし	なし
記名匿名	実質記名	記名が基本	選択制／匿名が大半	選択制／匿名が大半

# Impact of SNS on Communication

- Young people in **Japan** use **SNS** to form new relationships **whereas** adults **will use SNS** to remain in contact **with the people they see daily.**
- **In America, SNS is used to** communicate with people they have no personal ties with.

(Boase & Kobayashi, 2012)



# Impact of SNS on Communication U.S

- In America, companies found that young people are good at using technology
- On the other hand, over 50% lacked critical thinking/problem solving and written communication skills.
- 36% lacked teamwork/collaboration skills and oral communication skills.

(Kick, et al., 2015)



# Impact of SNS on Communication Japan

- Japanese have positive views toward SNS because it is accessible everywhere and conversations can be shallow yet convenient.
- However, 69% have a hard time expressing their feelings and 63% worry about their personal information being abused.

(Masaki,2019)





# Research Method

## Research Participants

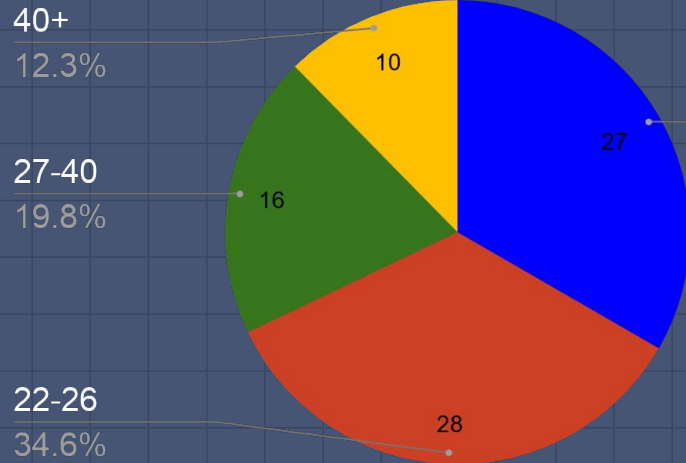
- 82 Japanese
  - 47 female, 35 male
- 82 Americans
  - 48 female, 30 male, 5 other
- General population ages (18 to 40+)

## Research Instruments

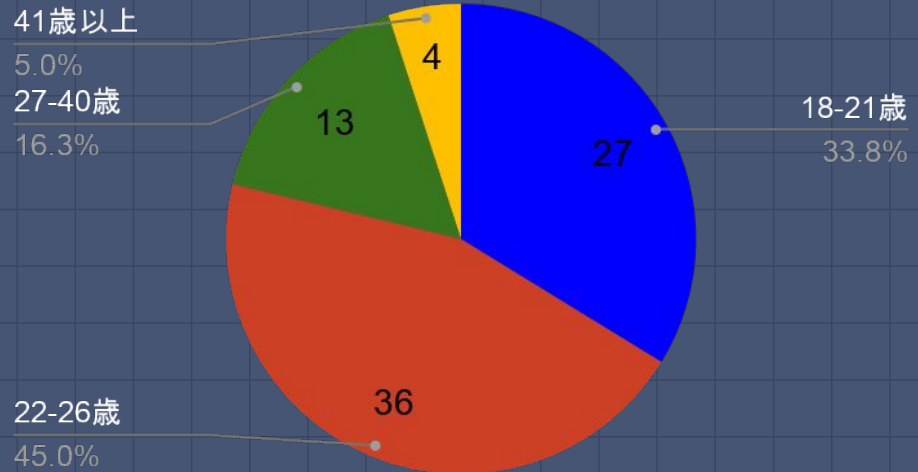
- Online Questionnaire Survey (Google Form)
  - English Questionnaire
  - Japanese Questionnaire

# What is your age?

## American



## 日本人



About 33% of **American** and **Japanese** respondents were **Gen Z**, and 20% in **America** and 16% in **Japan** were **Gen Y**. Majority of respondents were 22-26 years of age.

# What is your gender?

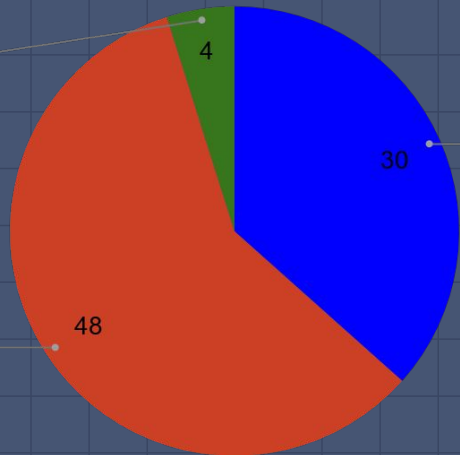
American

Other

4.9%

Female

58.5%



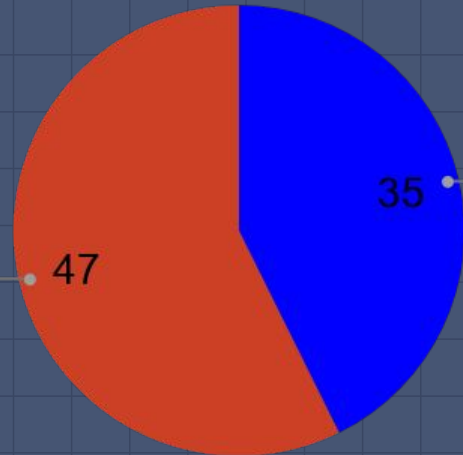
日本人

Male

36.6%

女性

57.3%

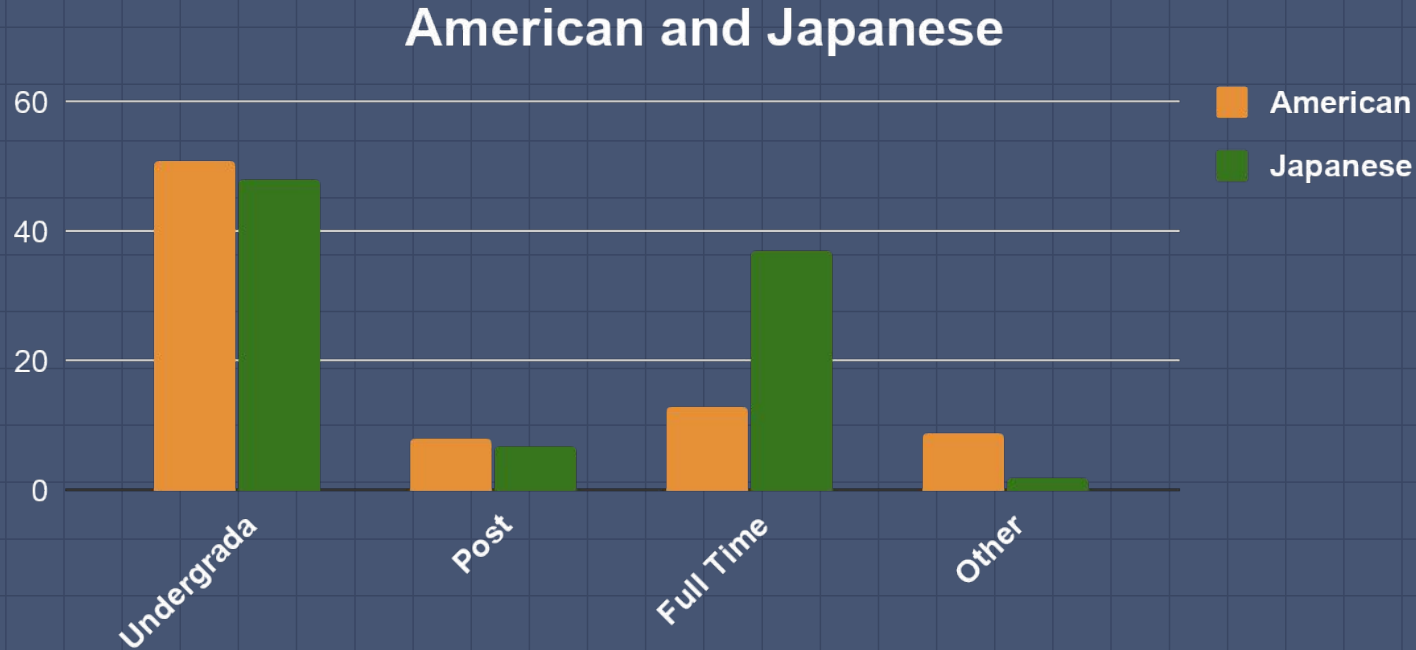


男性

42.7%

For **Japan** and **America**, about **60%** of respondents identify as **female**.

# Which of the following best describes you? <sup>20</sup>

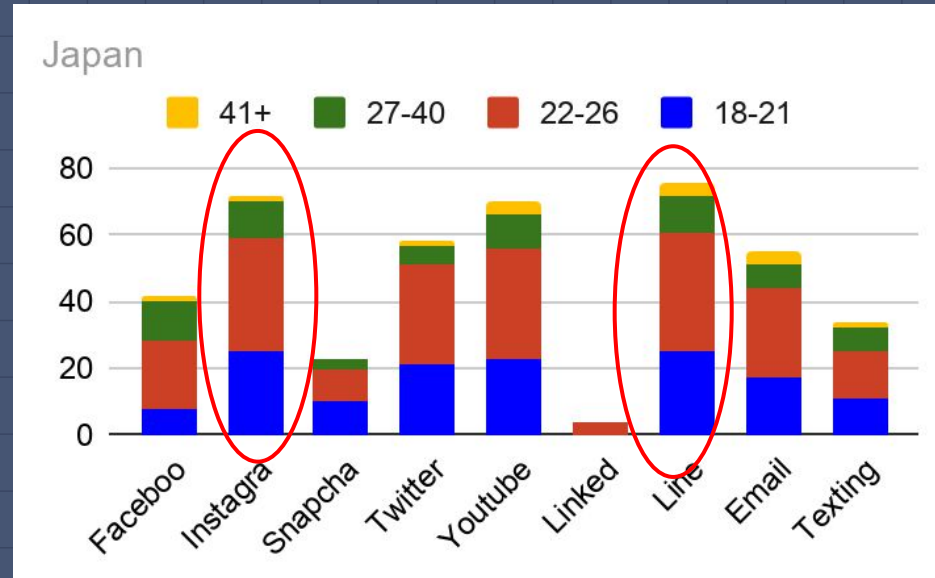
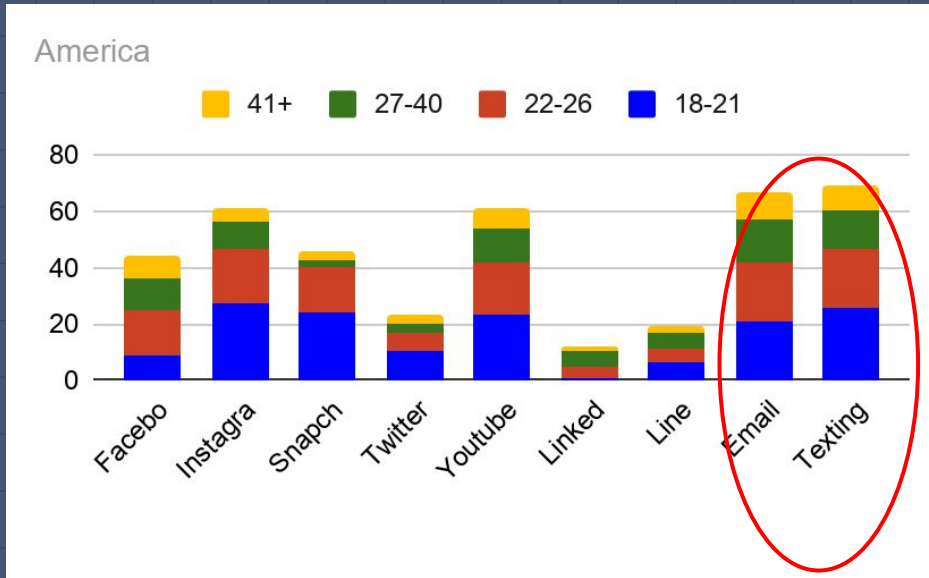


Majority of **American** and **Japanese** respondents are **Undergraduates** and more **Japanese** respondents are **Full Time Employees** than **Americans**.

# Research Findings 1:

Research Question 1:  
How does SNS play a role in the  
communication skills of Gen Y and Gen Z?

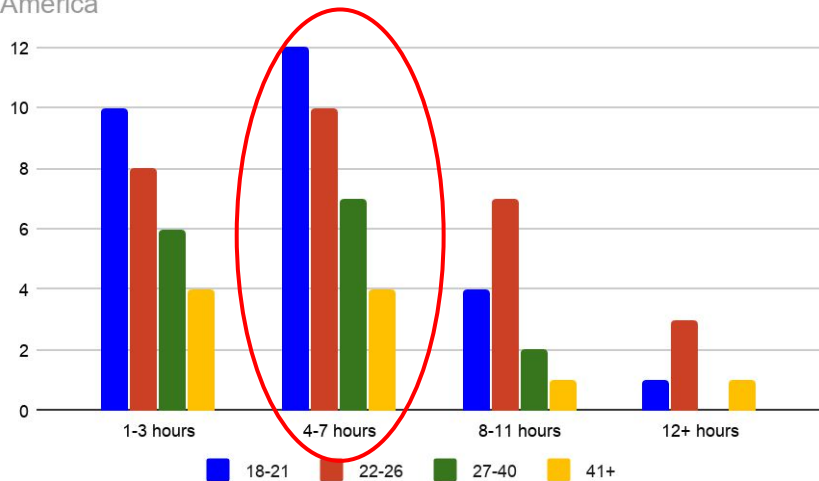
# What Social Networking Systems (SNS) platforms do you regularly use?



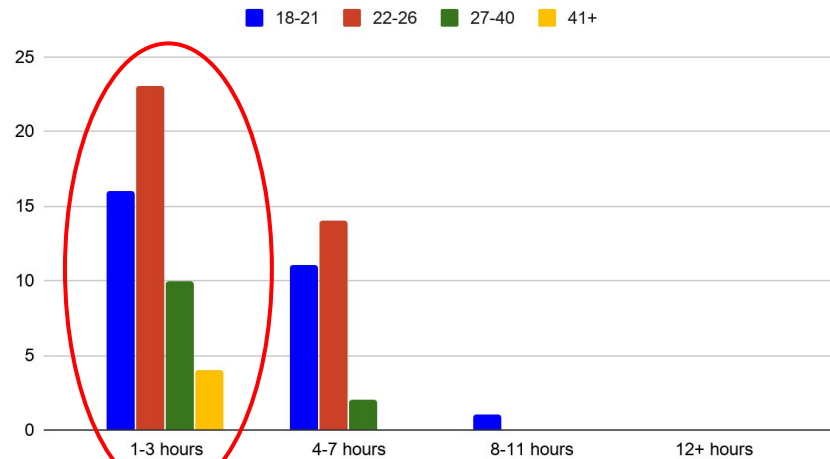
**Texting** and **Email** are the most regularly used form of SNS with **Americans** while **Japanese** use **Instagram** and **Line** the most.

# How frequently do you use SNS per day?

America

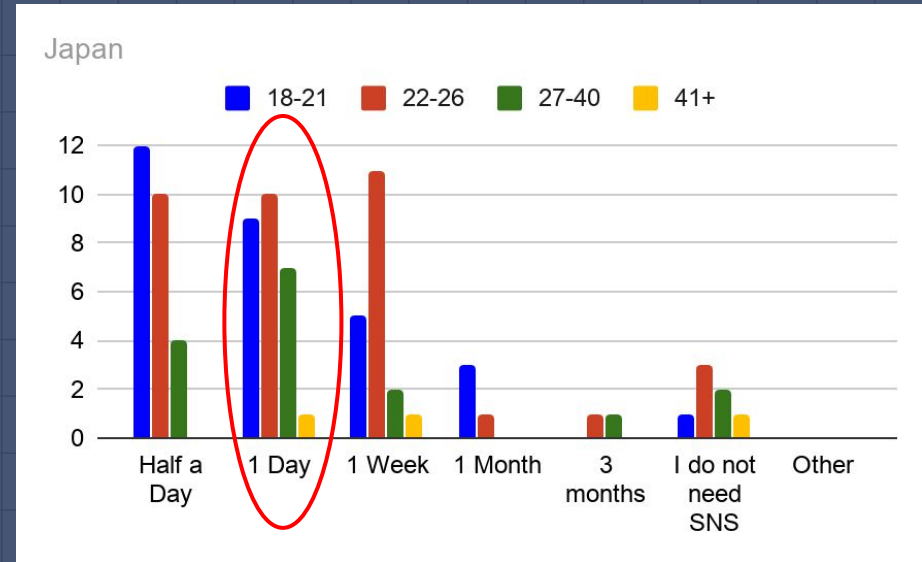
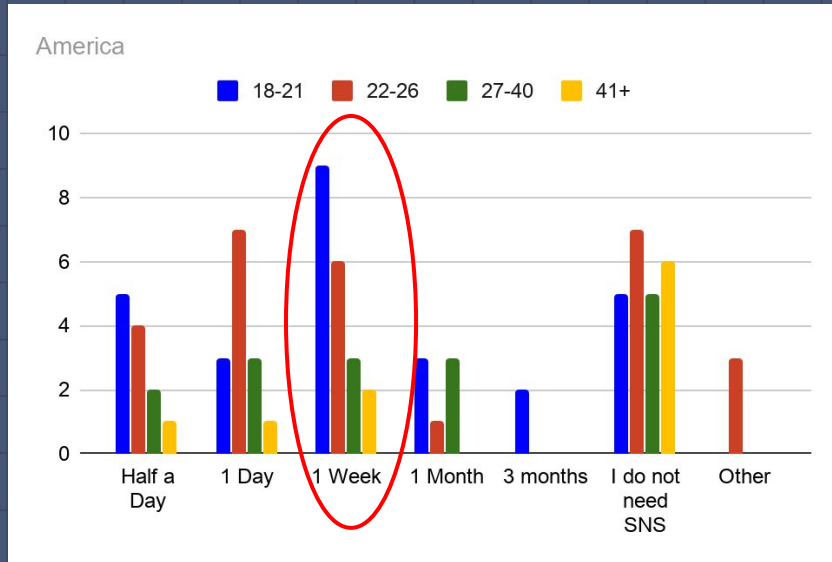


Japan



Mainly **Gen Y and Z** in **America** use SNS 4-7 hours while **Gen Y and Z** in **Japan** use SNS **1-3 hours**.

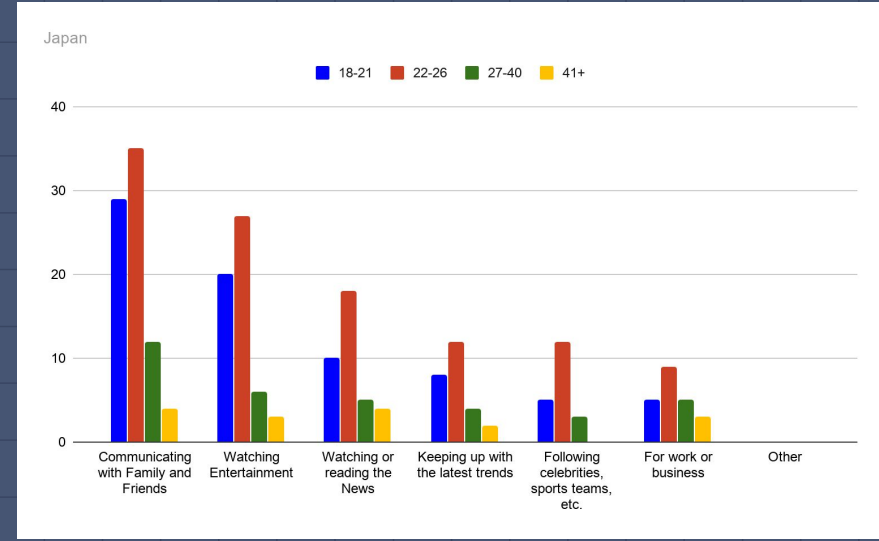
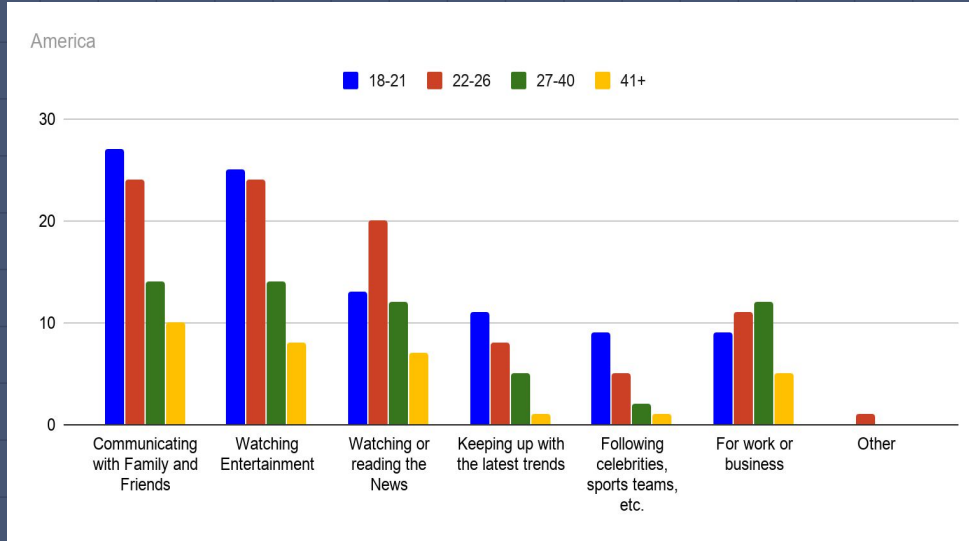
# How long could you live without it?



The majority of Gen Y and Z in **America** can live without SNS longer than a **week** while in **Japan** they cannot live without SNS for **1 Day**.



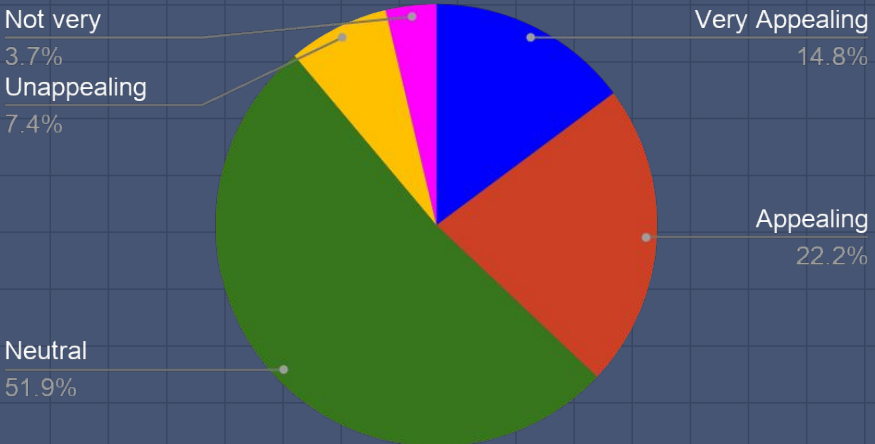
# For what purposes do you use SNS?



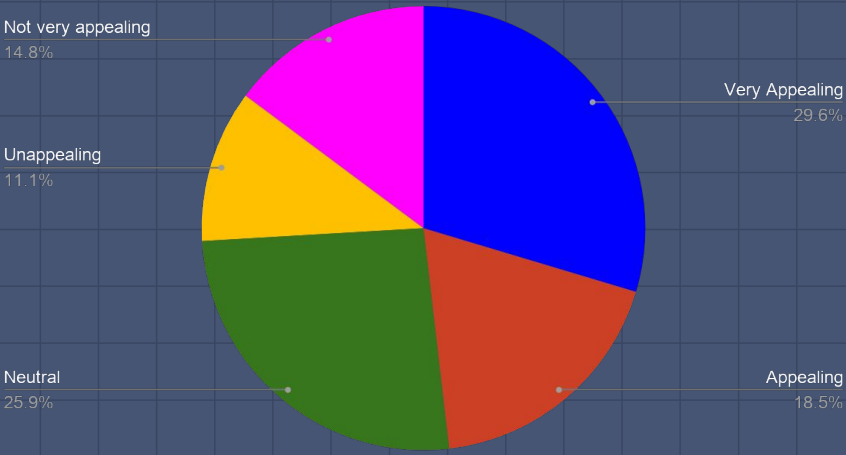
Majority of Gen Y and Z in **America** and **Japan** use SNS for communicating with others and entertainment purposes.

One function of SNS is that messages and stories are deleted automatically after 24 hours. How appealing is this to you?

### American



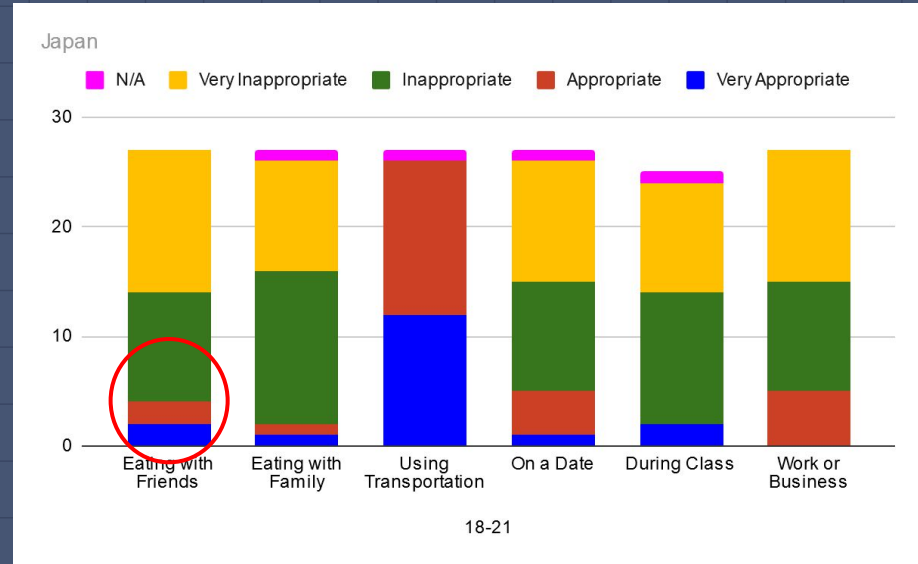
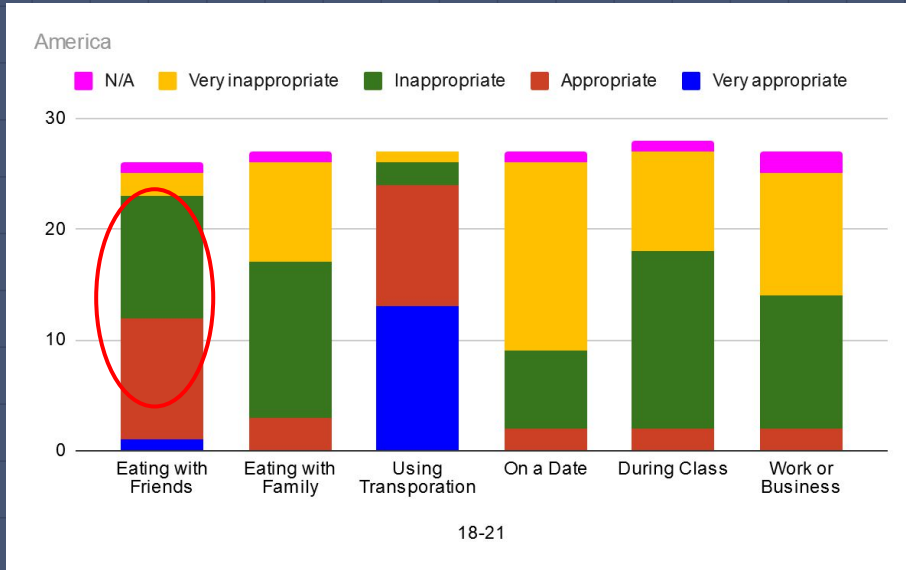
### Japanese



**Majority of Americans** have a **neutral position** while this function of SNS appeals to about **48%** of **Japanese**.

# In what situations do you believe it is appropriate to use SNS?<sup>27</sup>

## Gen Z

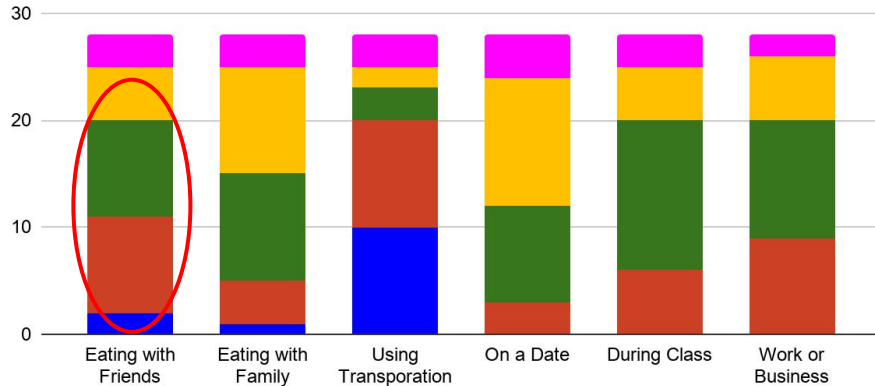


**About 50% of Gen Z in America** said it is appropriate to use SNS while eating with friends as opposed to **less than 10% of those in Japan**.

# In what situations do you believe it is appropriate to use SNS: 22-26

America

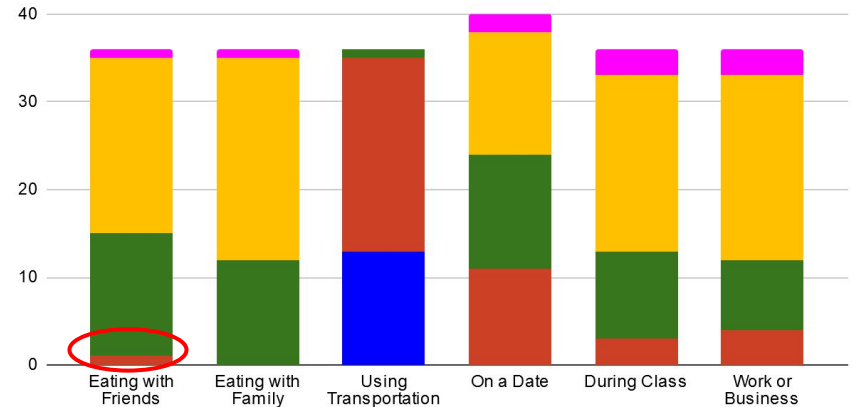
■ N/A ■ Very inappropriate ■ Inappropriate ■ Appropriate ■ Very appropriate



22-26

Japan

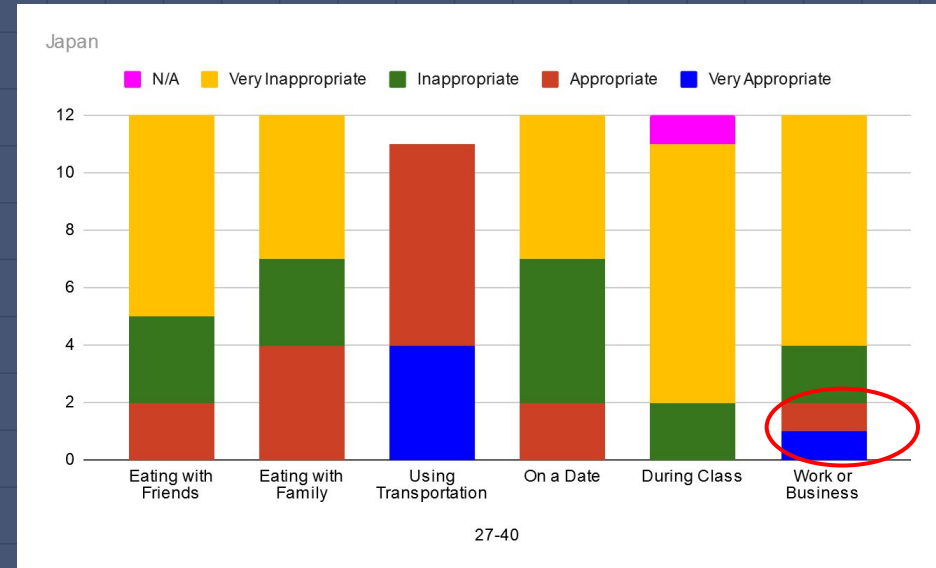
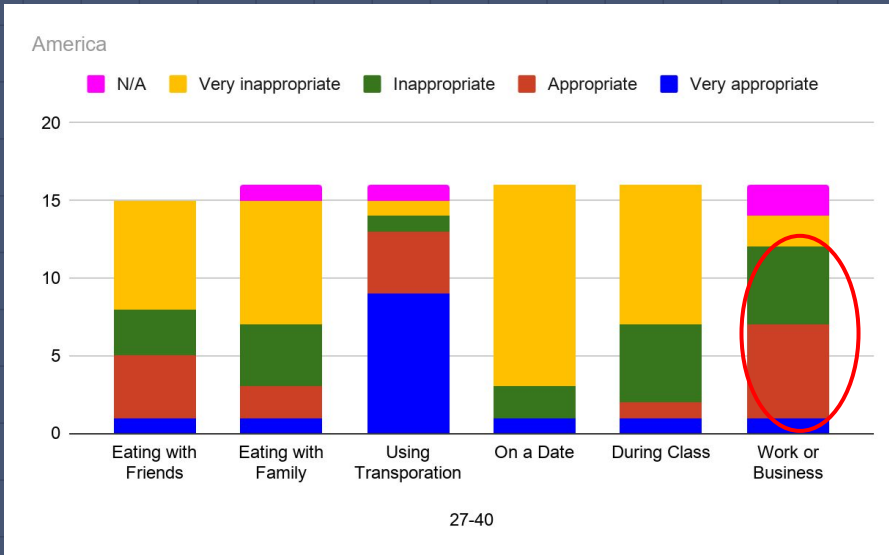
■ N/A ■ Very Inappropriate ■ Inappropriate ■ Appropriate ■ Very Appropriate



22-26

The age group 22-26, about 50% in America said it is appropriate to use SNS while eating with friends and in Japan less than 5% said the same.

# In what situations do you believe it is appropriate to use SNS: Gen Y



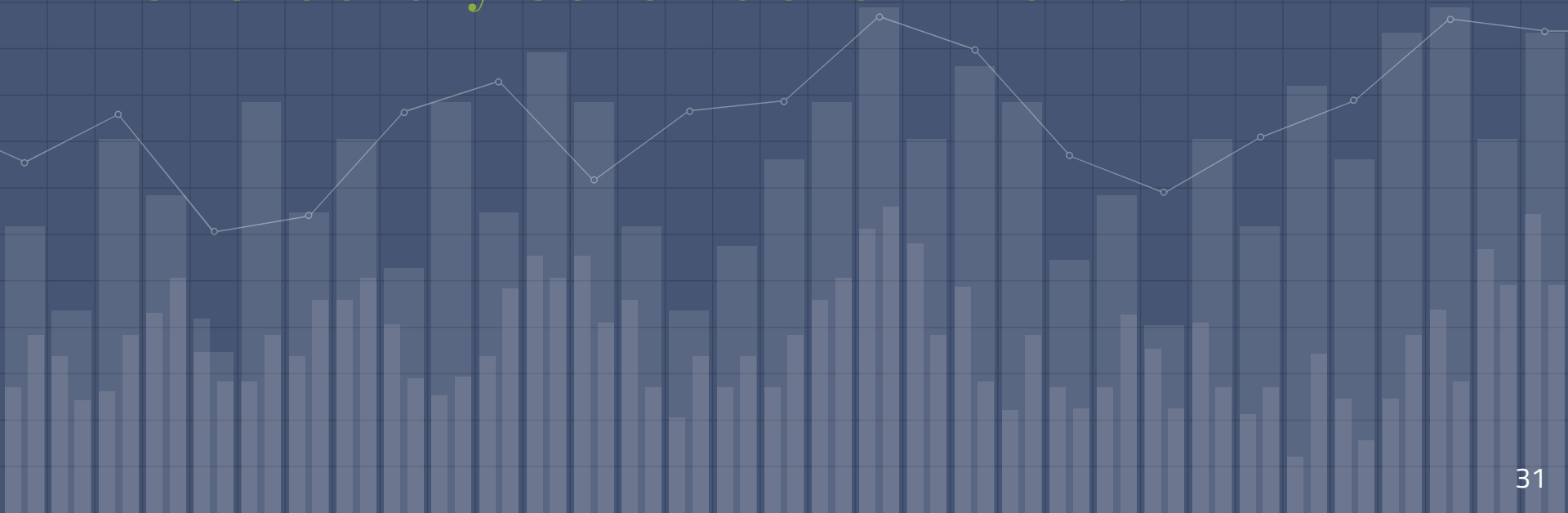
**About 50% of Gen Y in America** said it is appropriate to use SNS for **work or business** opposed to **17%** in **Japan**.

# Summary of Research Findings 1

- Gen Z in America uses SNS more frequently than those in Japan, even though the function of stories disappearing appeals more to Japanese than it does Americans.
- SNS is not as important to daily life in America as it is in Japan.
- Gen Y and Z in America believe it is appropriate to use SNS while eating with friends while in Japan they do not. Gen Y in America thinks it appropriate to use SNS for work or business while in Japan they do not.
- The age group 22-26 displayed opinions mirroring Gen Z in regards to appropriateness of using SNS and frequency of SNS usage.

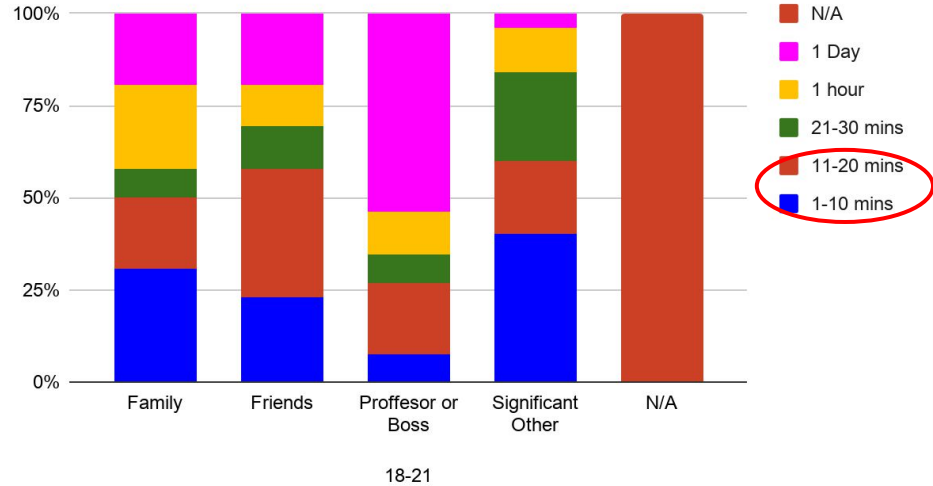
## Research findings 2:

Research question 2: What values regarding SNS identify Generations Y and Z?

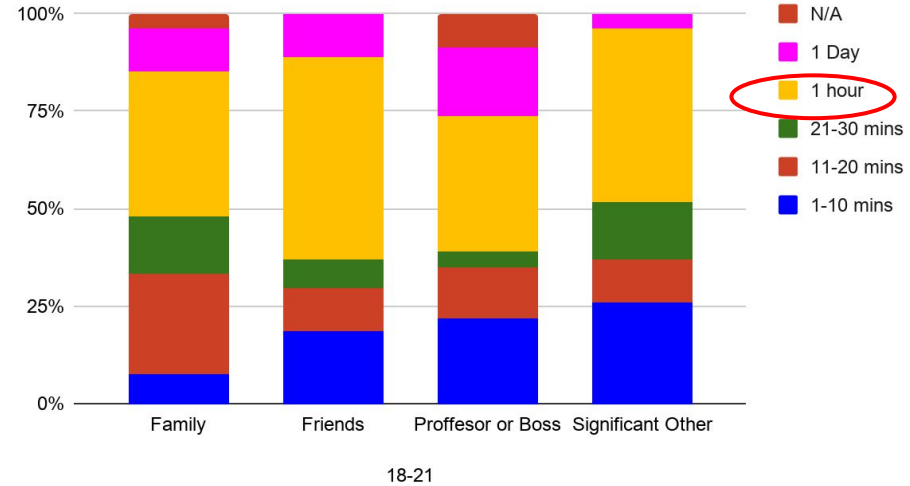


# How quickly do you expect someone to reply to a message you sent them through SNS? Gen Z

America



Japan

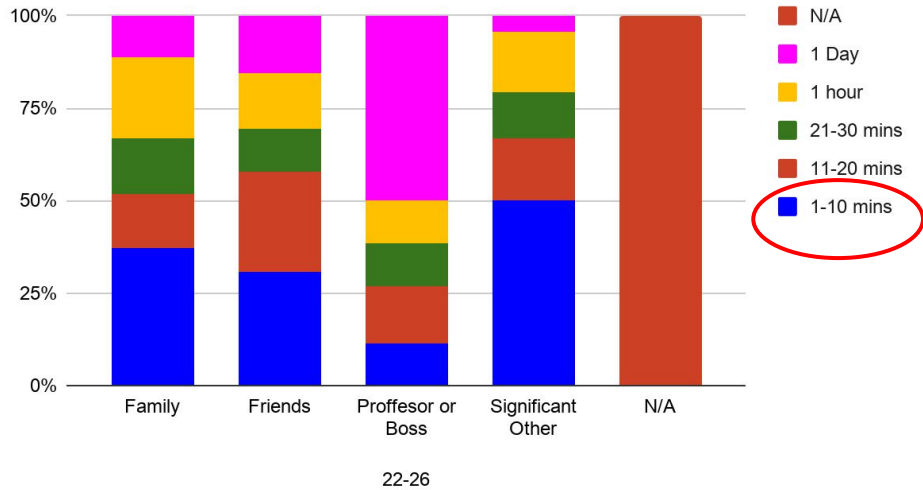


The majority of Gen Z in **America** expects an answer within 20 minutes while in **Japan** the majority expects an answer within 1 hour.

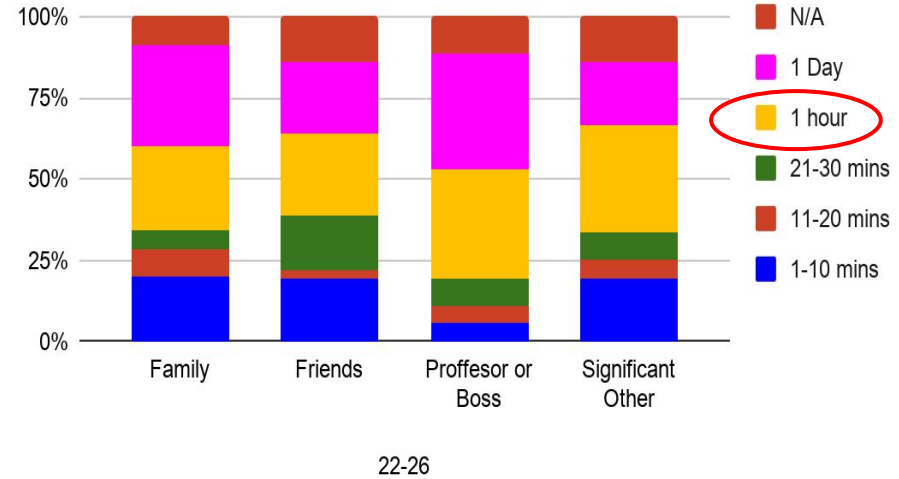


# How quickly do you expect someone to reply to a message you sent them through SNS? 22-26

America



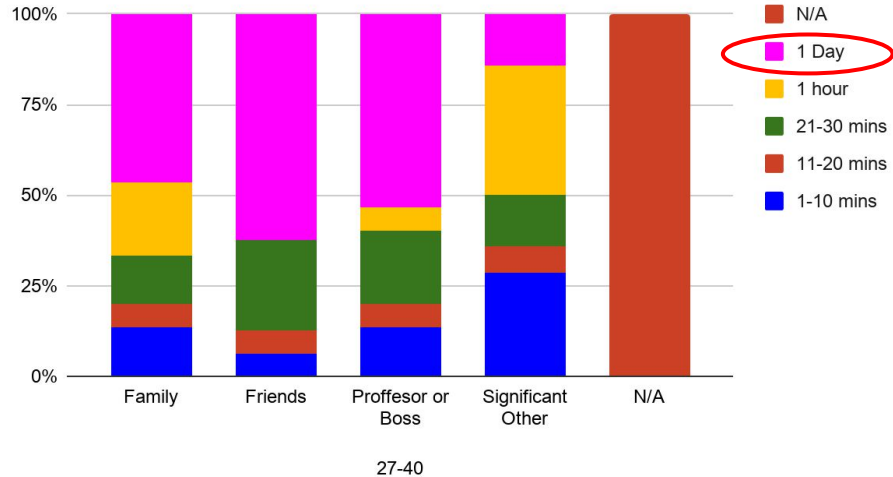
Japan



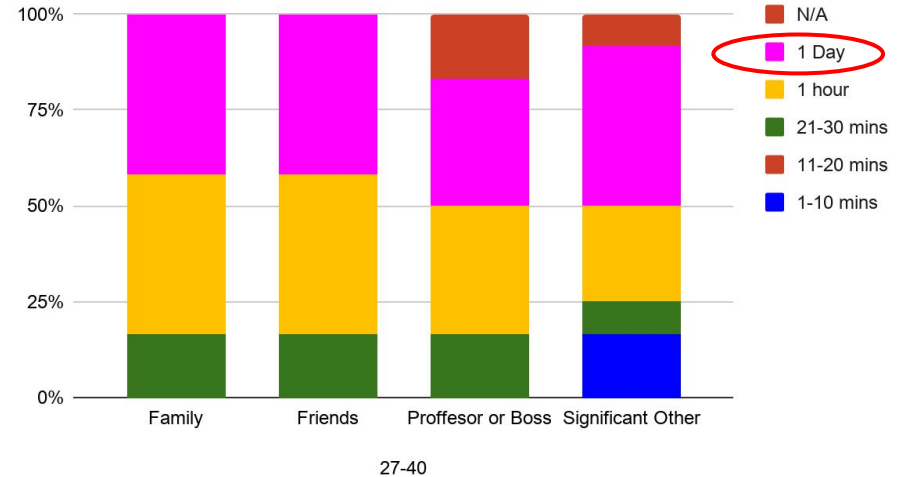
**More than 50% in America** expect an answer within **10 minutes** while in **Japan** more than 50% expect an answer within **1 hour**.

# How quickly do you expect someone to reply to a message you sent them through SNS? Gen Y

America



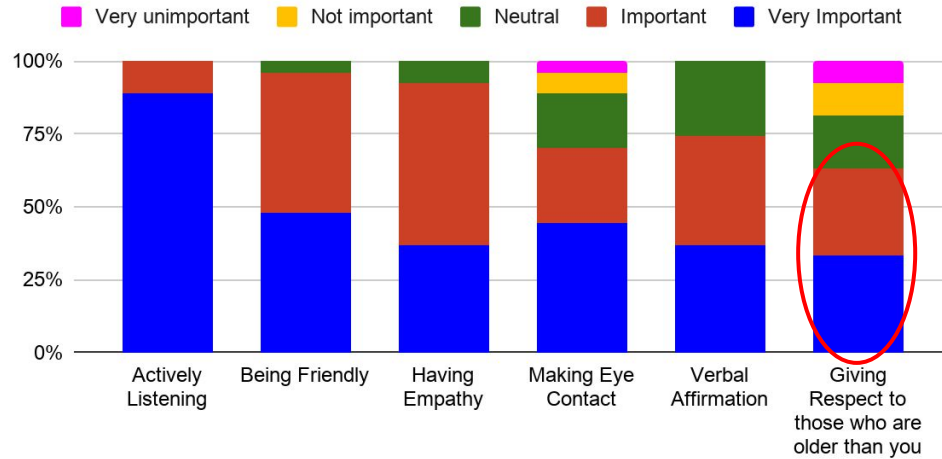
Japan



The majority of Gen Y in **America** and **Japan** expect a response within **1 day**.

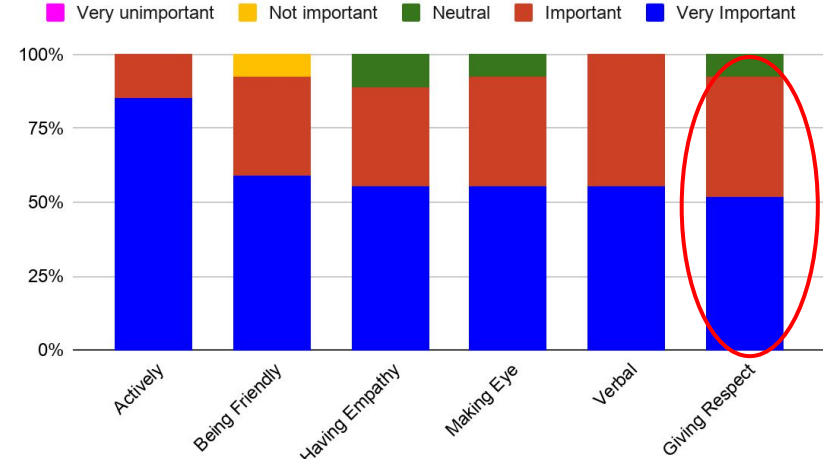
# How important are the following basic communication skills when talking with people? Gen Z

America



18-21

Japan

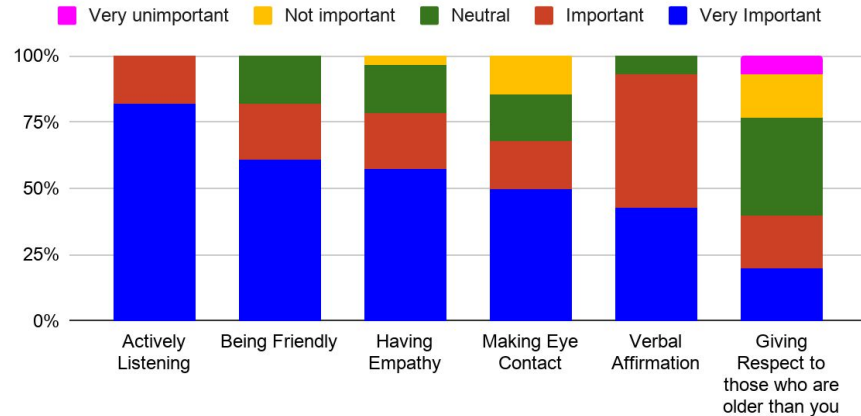


18-21

**Over 50% of Gen Z in Japan** said these skills are **very important** opposed to **less than 50% in America** except **actively listening**.

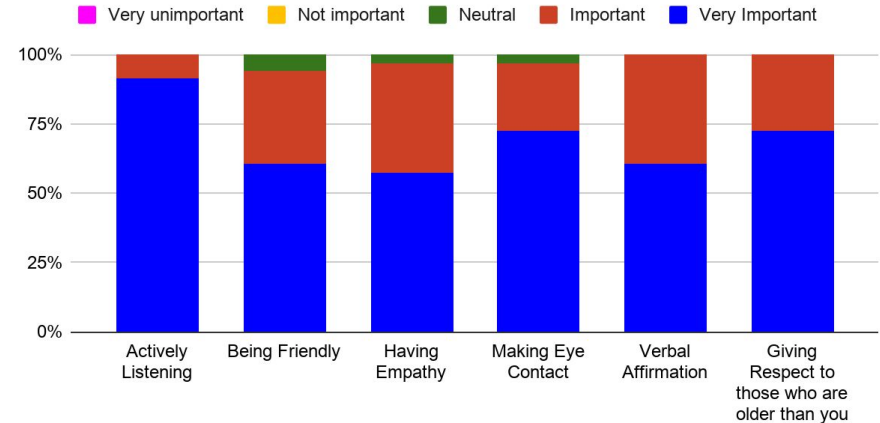
# How important are the following basic communication skills when talking with people? 22-26

America



22-26

Japan

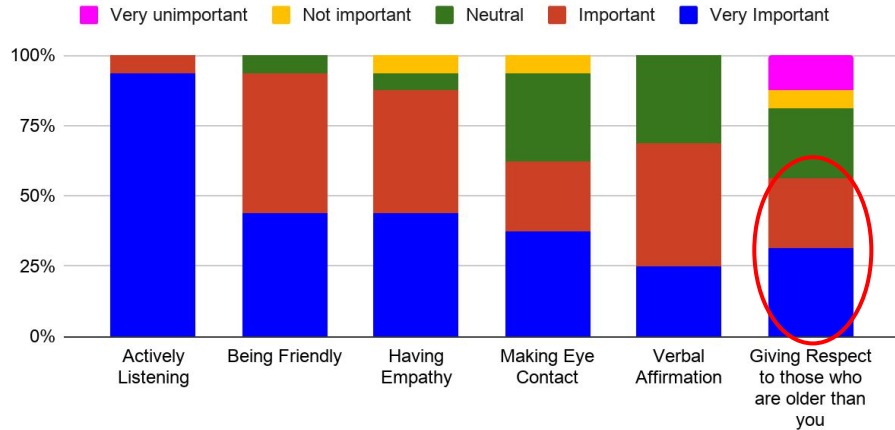


22-26

**Less than 50%** of the age group **22-26** in **America** think it is **important** to give respect to those who are older as opposed to **100%** in **Japan**.

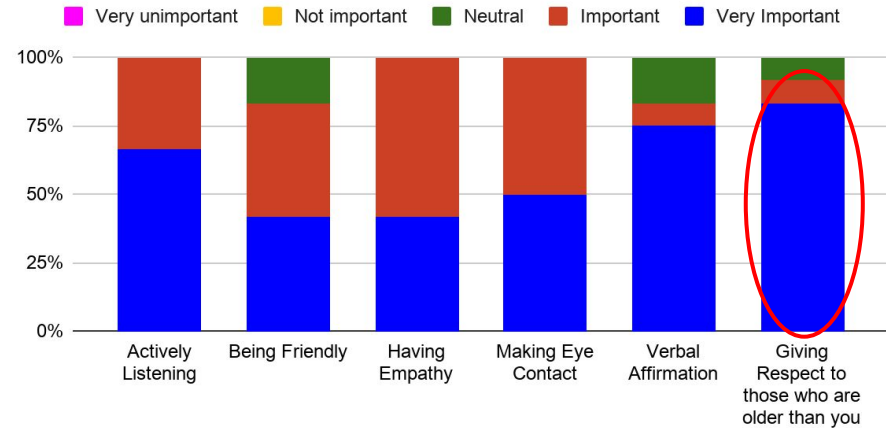
# How important are the following basic communication skills when talking with people? Gen Y

America



27-40

Japan

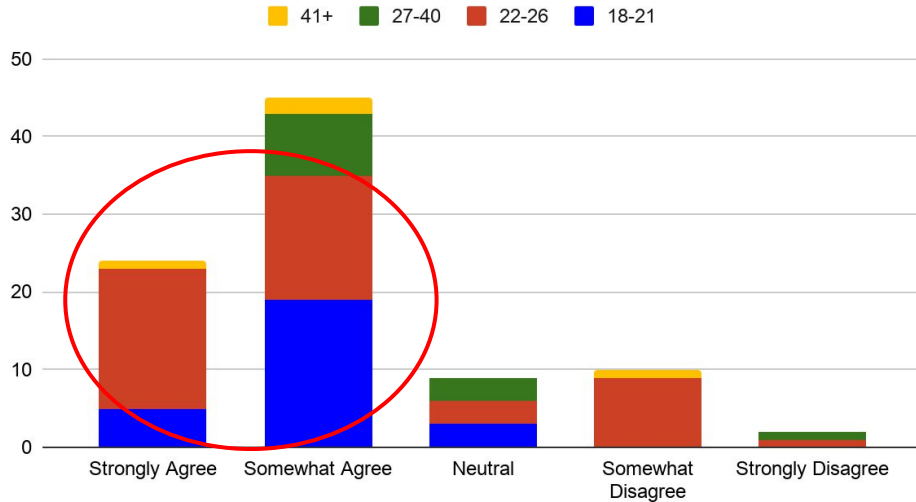


27-40

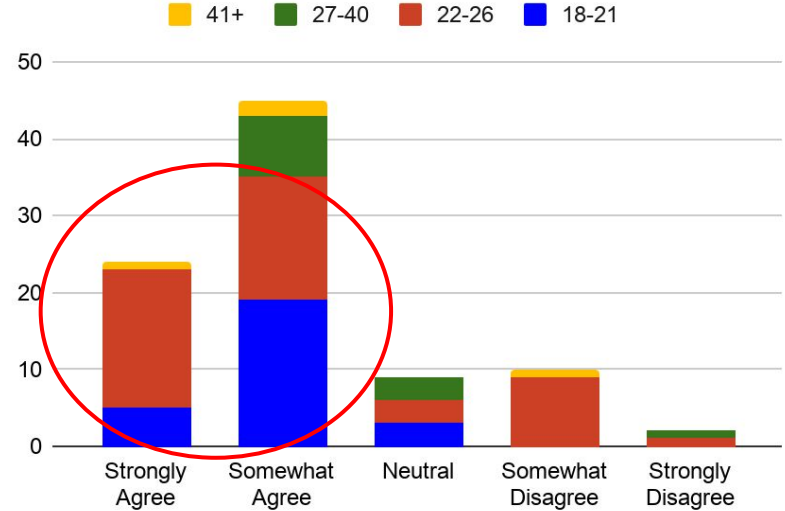
**About 33%** of Gen Y in **America** said giving respect to those older than you is **very important** opposed to **83%** in **Japan**.

# Do you agree that the basic communication skills are deteriorating because of SNS?

America



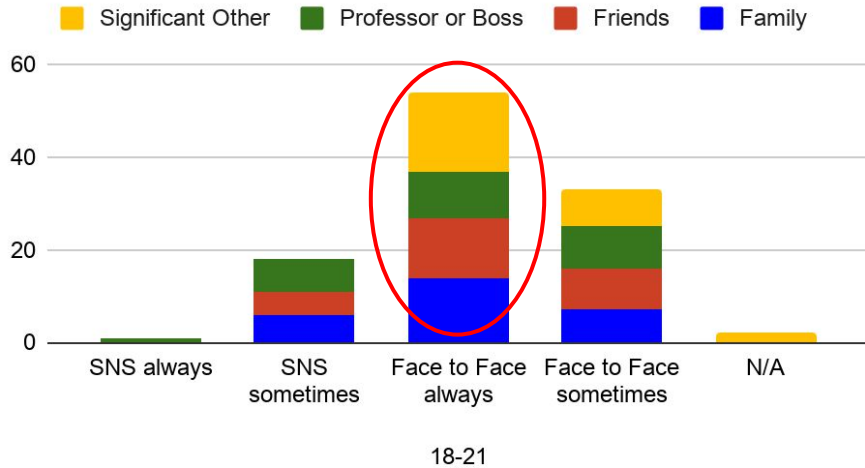
Japan



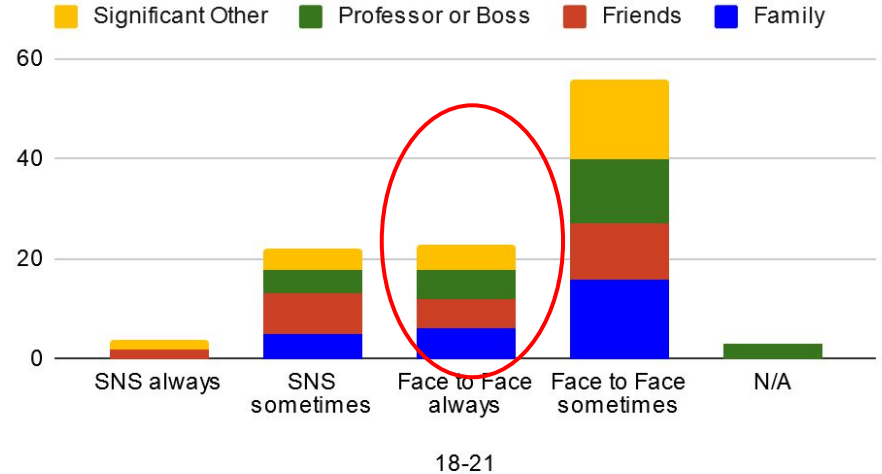
The majority of Gen Y and Z in **America** and **Japan** agree with this statement.

# Would you prefer face to face or SNS contact with the following people: Gen Z

America

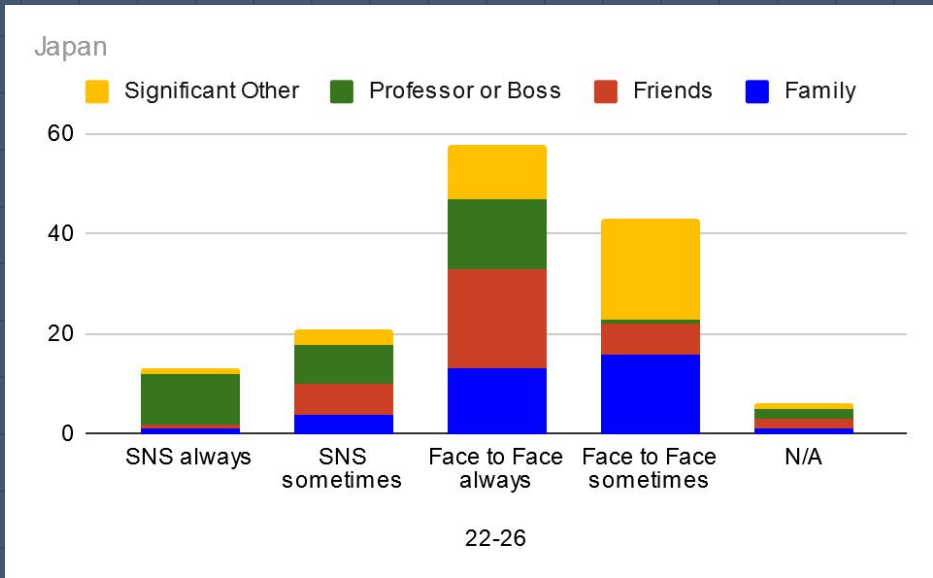
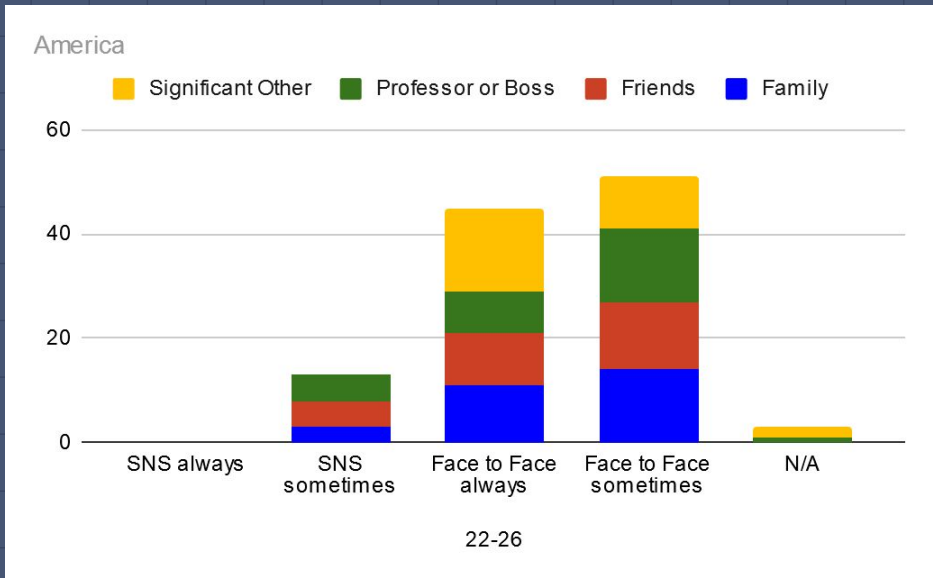


Japan



The majority of Gen Z in **America** always prefers to have Face to Face contact while **less than 25%** said the same in **Japan**.

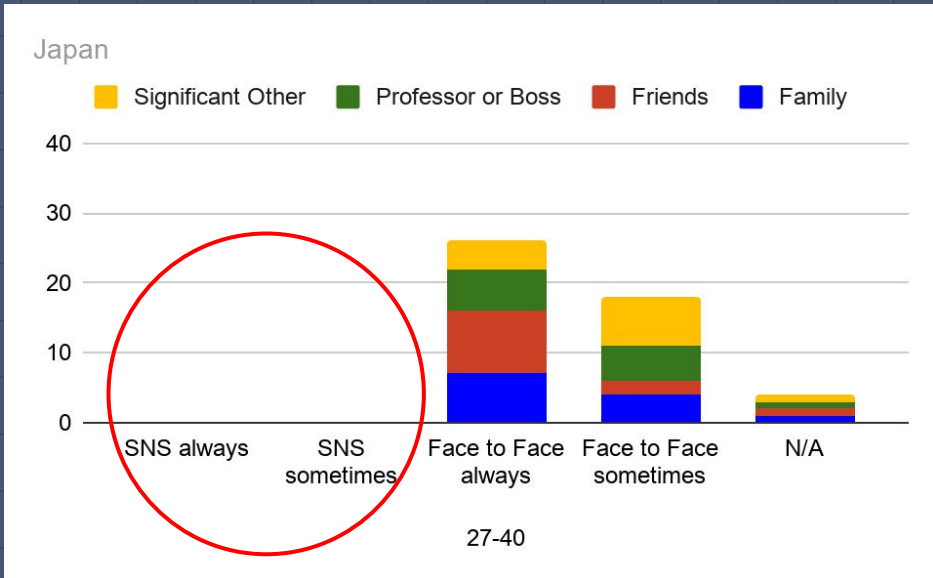
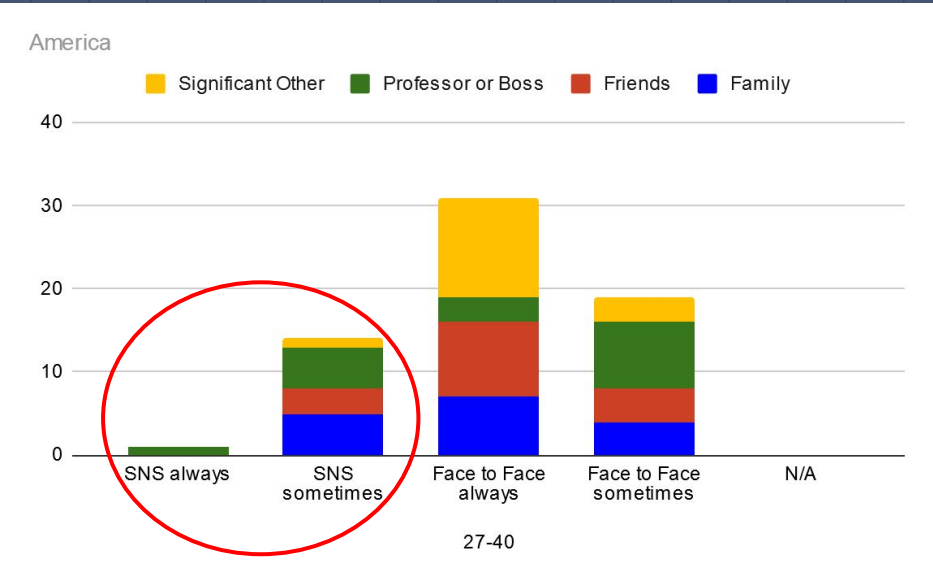
# Would you prefer face to face or SNS contact with the following people: 22-26



The majority of the age group 22-26 in America and Japan prefers face to face contact.



# Would you prefer face to face or SNS contact with the following people: Gen Y

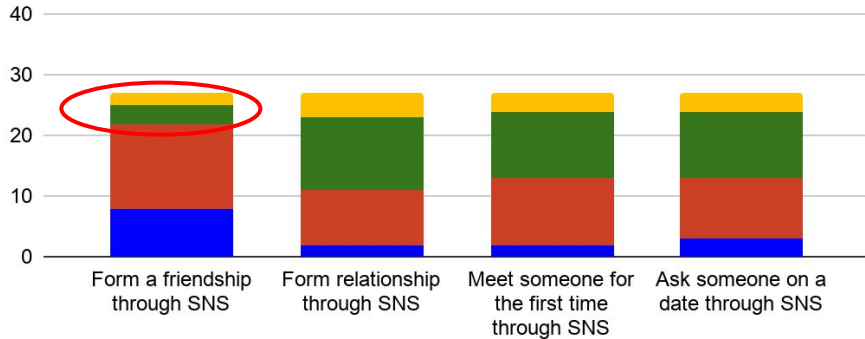


**About 50% of Gen Y in America** prefers SNS contact opposed to all of those in Japan who prefer face to face contact.

# How comfortable are you with the following situations: Gen Z

America

Very uncomfortable Not Comfortable Somewhat comfortable  
Very Comfortable



18-21

Japan

Very uncomfortable Not Comfortable Somewhat comfortable  
Very Comfortable



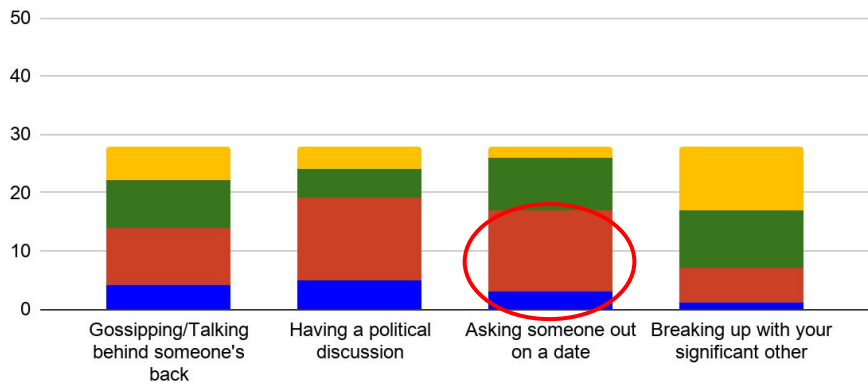
18-21

**More than 80% of Gen Z in America** is comfortable with forming friendship through SNS while a little more than 50% in Japan is comfortable doing the same.

# How comfortable are you with using SNS for the following situations: 22-26

America

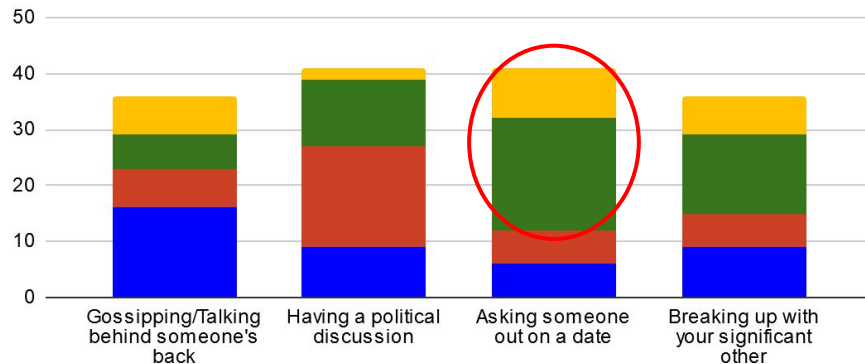
Very uncomfortable Not Comfortable Somewhat comfortable Very Comfortable



22-26

Japan

Very uncomfortable Not Comfortable Somewhat comfortable Very Comfortable

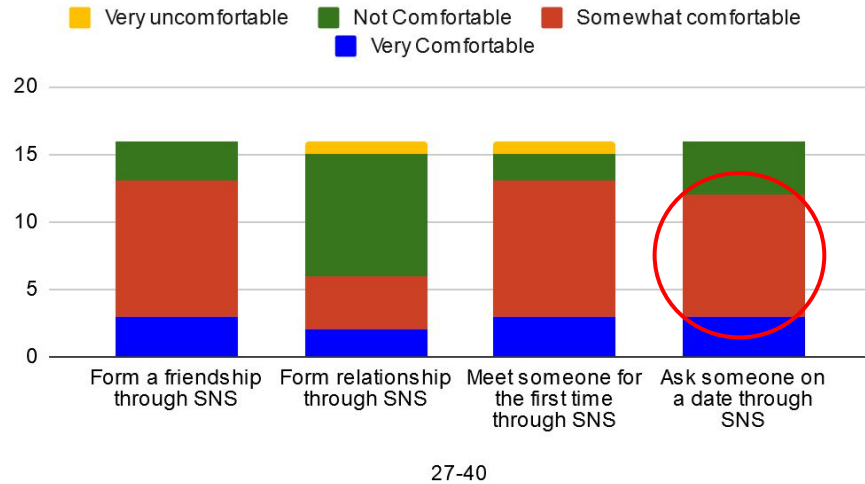


22-26

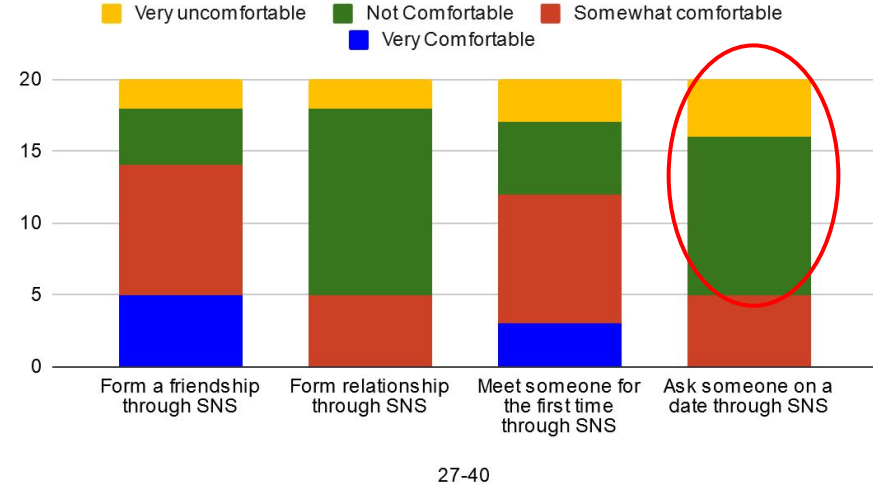
The majority of the age group 22-26 in **America** is comfortable using SNS to ask someone on a date while **less than 20%** in **Japan** are comfortable doing the same.

# How comfortable are you with the following situations: Gen Y

America



Japan



The majority of Gen Y in **America** is comfortable asking someone on a date through SNS while **only 25%** in **Japan** are comfortable doing the same.

# Summary of Research Findings 2

- Gen Z in America values quick responses to their messages while in Japan they can wait longer. Also Gen Y in both America and Japan are capable of waiting longer for a reply to their messages. The age group 22-26 in this regard was similar to Gen Z.
- Giving respect to those who are older is valued more in Japan than it is in America.
- Most respondents agreed that SNS is causing basic communication skills to deteriorate.
- The majority of Gen Z in America prefers to have face to face contact with other people
- Gen Z and the age group 22-26 in America was more comfortable with using SNS for forming relationships than all other age groups in America and Japan.

# Conclusion

- Our research showed that while Gen Z in America is more comfortable with using SNS for various situations, they also do not rely upon it everyday. In Japan, Gen Z is more dependent on SNS which conflicts with what we have studied.
- The age group 22-26 is a key factor in determining what characteristics define Gen Y and Z and displayed in their responses that they are more similar to Gen Z in the way they choose to communicate through SNS.
- In America, Gen Z uses SNS to entertain themselves and create new friendships while Gen Y uses it more to maintain communication with already made relations and family.
- While in Japan, Gen Y and Z use SNS to remain in contact with their already intact group of friends and family and do not use it as frequently and not for entertainment.

# Limitations of the Study & Future Studies

- The majority of respondents identified as female so the data may be skewed based on interests and usage.
- We did not have as many responses from Gen Y as we did Gen Z, so the ratio of the data is not even.
- The information about comfortability with certain situations was on a scale, we did not ask why they were comfortable which would have provided more insight to their responses.
- In the future we would like to explore how SNS has specifically impacted Gen Y and Z's ability to communicate within the workforce and if this affects employer's decisions to hire younger workers.

# Bibliography

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