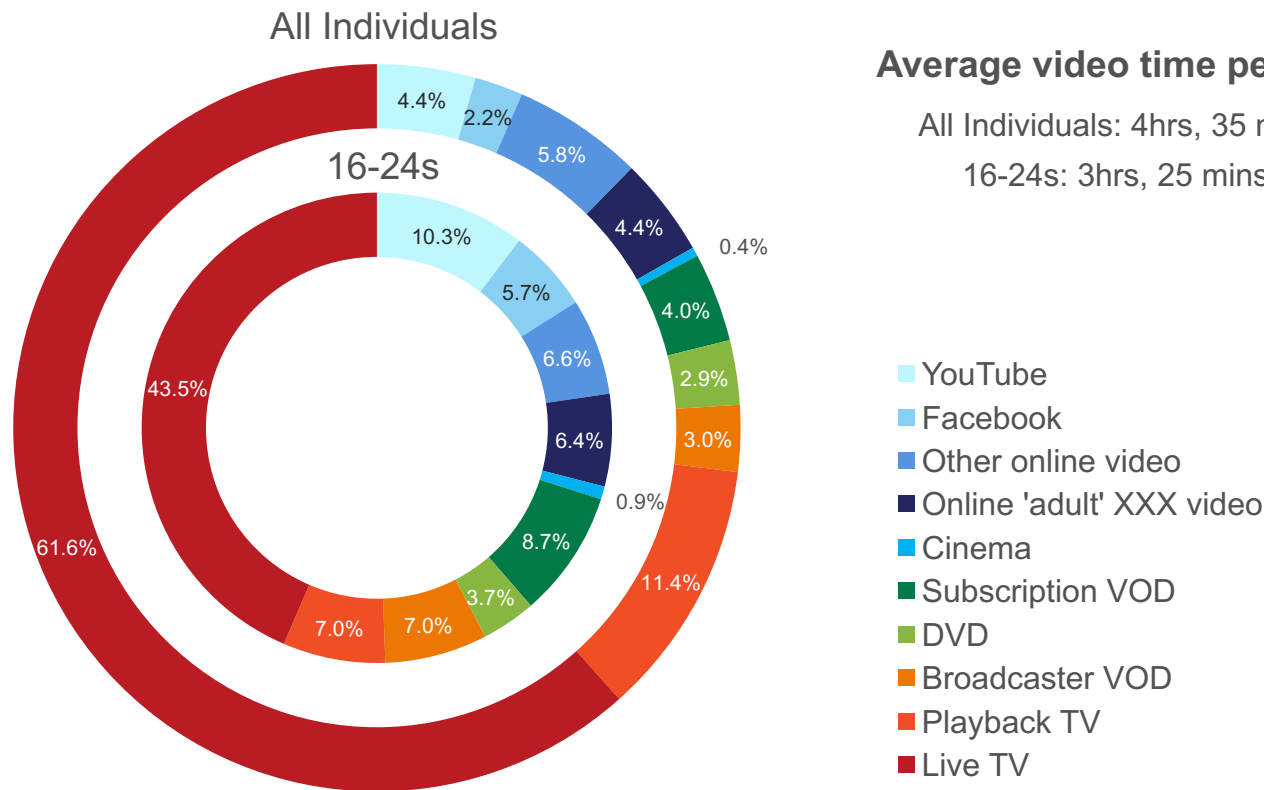

The truth about youth: media and advertising uncovered

There is a lot of speculation about the young



TV dominates the world of video - 2015



What are the roles of the various forms of video, and is the way young audiences view a life stage or cohort effect?

Qualitative study of 14-24 year olds

Video ethnography

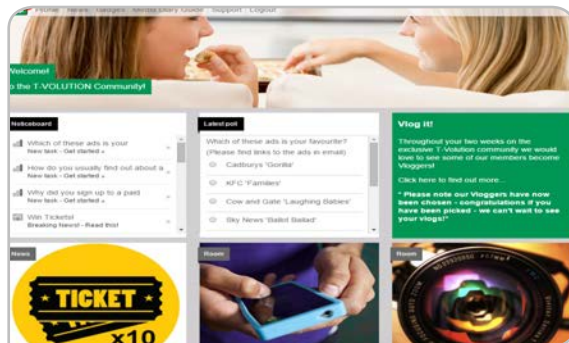


Depth interviews



platypus
research

Online community



Media psychologist - Dr Adam Galpin



Our brains are plastic and shaped by our environment

Our brains have a high level of neuroplasticity at this life-stage



Introducing some of the participants...



Three factors that influence media & content choice

Time & space



Environmental factors that influence how they watch & how much they watch

Identity



A key driver behind what they choose to watch

Social Maintenance



Who they are sharing the experience with, both physically and virtually

Time

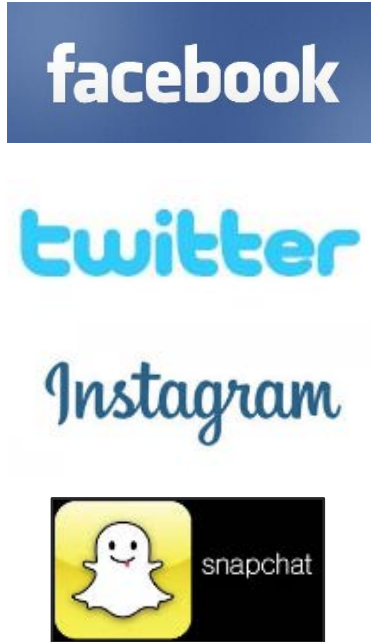


Boredom-busting - time to seek content

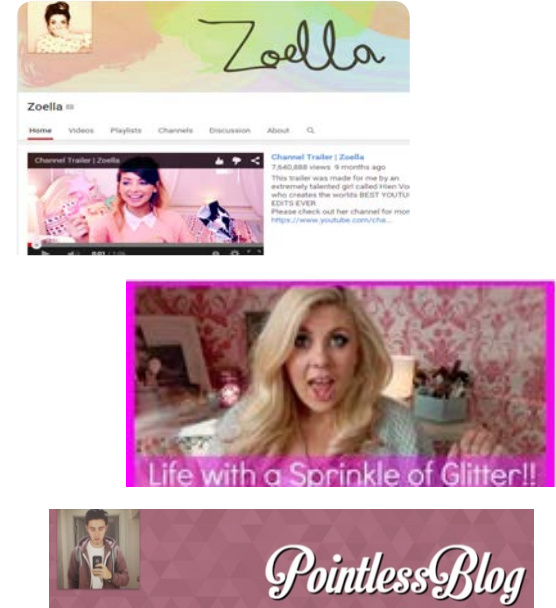
Daytime TV



Social



YouTube



Reward – the most focussed viewing

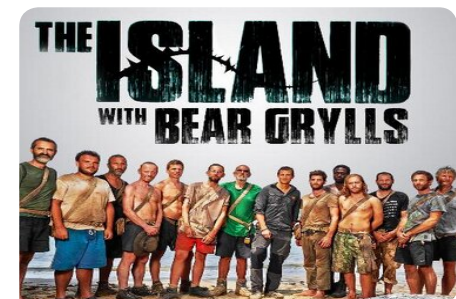
Satisfying content that they can completely immerse themselves in

Golden hours from 9pm onwards

Indulging personal preferences

Generally done on the main TV set

Can be shared or lone viewing



Space

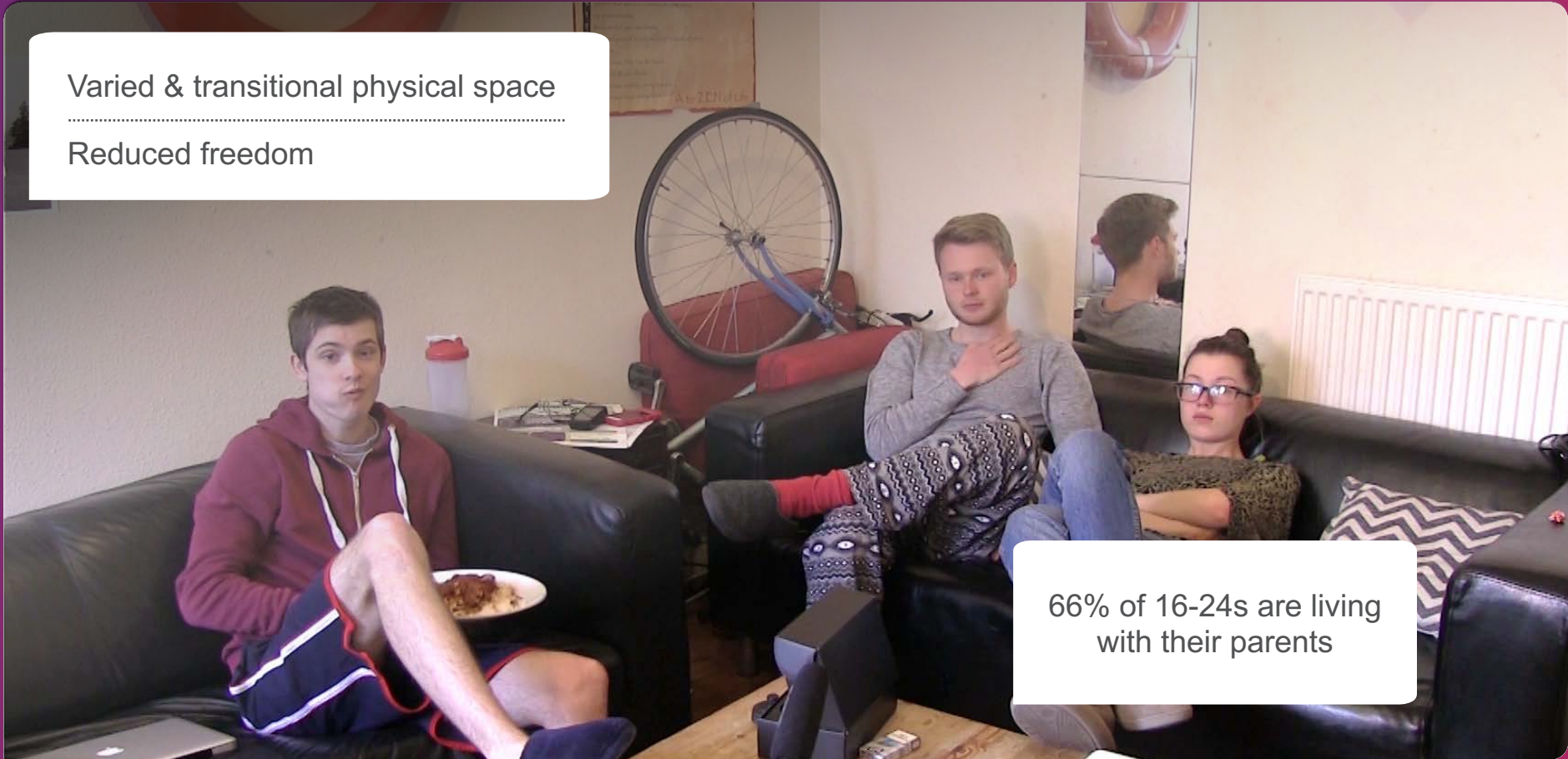


Space and free time is very different for young people

Varied & transitional physical space

Reduced freedom

66% of 16-24s are living with their parents



Lack of control of main screen increases device viewing



30% of 16-24s' video viewing is on tablets & smartphones – double the average of 15%



Identity



Development of identity through adolescence

14-15 year olds

Finding personal & social identity, social status

16-18 year olds

First independent steps in 'life course'

19-24 year olds

Freedom, new experiences and exploring life options

Vlogging excels at being easy to identify with

'Normal' people's lives



Advice, experience



Specialist subjects



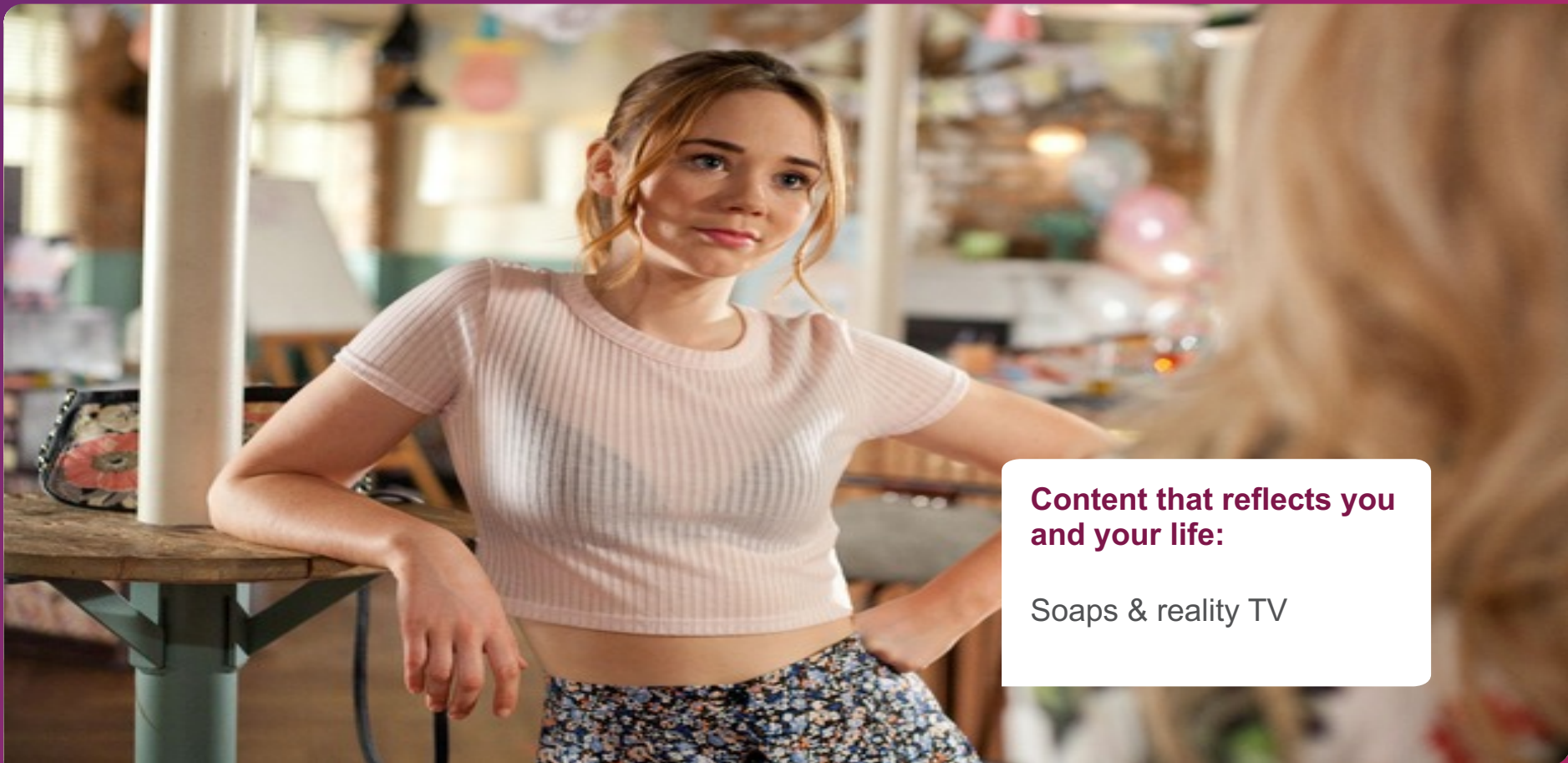
Entertainment & humour



But, wariness of vloggers seen as 'selling out'

It's working out where you fit in

thinkbox



**Content that reflects you
and your life:**

Soaps & reality TV

It's learning more about the world around you

Real hunger for knowledge via:

documentaries, news, tutorial,
short-form

Inspiration/aspiration through
broadcast TV



TV &
IDENTITY



A young man and a young woman are standing side-by-side against a brick wall. Both are wearing school uniforms: white shirts, striped ties, and grey blazers/skirts. They are both looking down at their smartphones. The man is on the left, and the woman is on the right. The image is used to illustrate the concept of 'Social maintenance'.

**Social
maintenance**

Two types of social maintenance

Physical social maintenance

The need to be with others



Virtual social maintenance

Desire to be 'in the know'



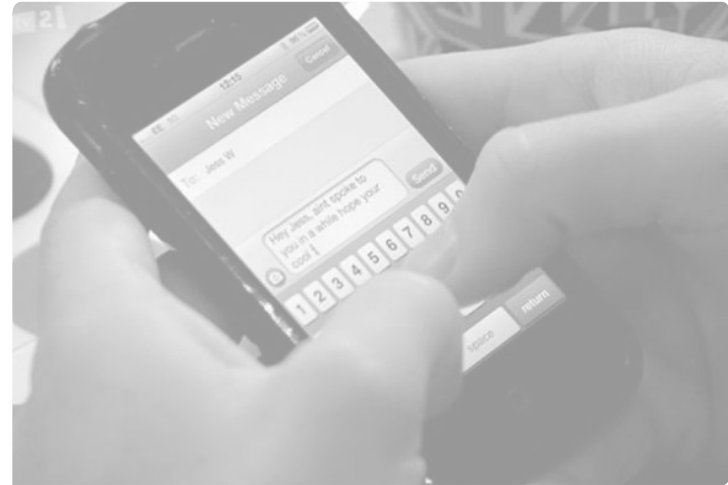
Physical social maintenance

The need to be with others



Virtual social maintenance

Desire to be 'in the know'



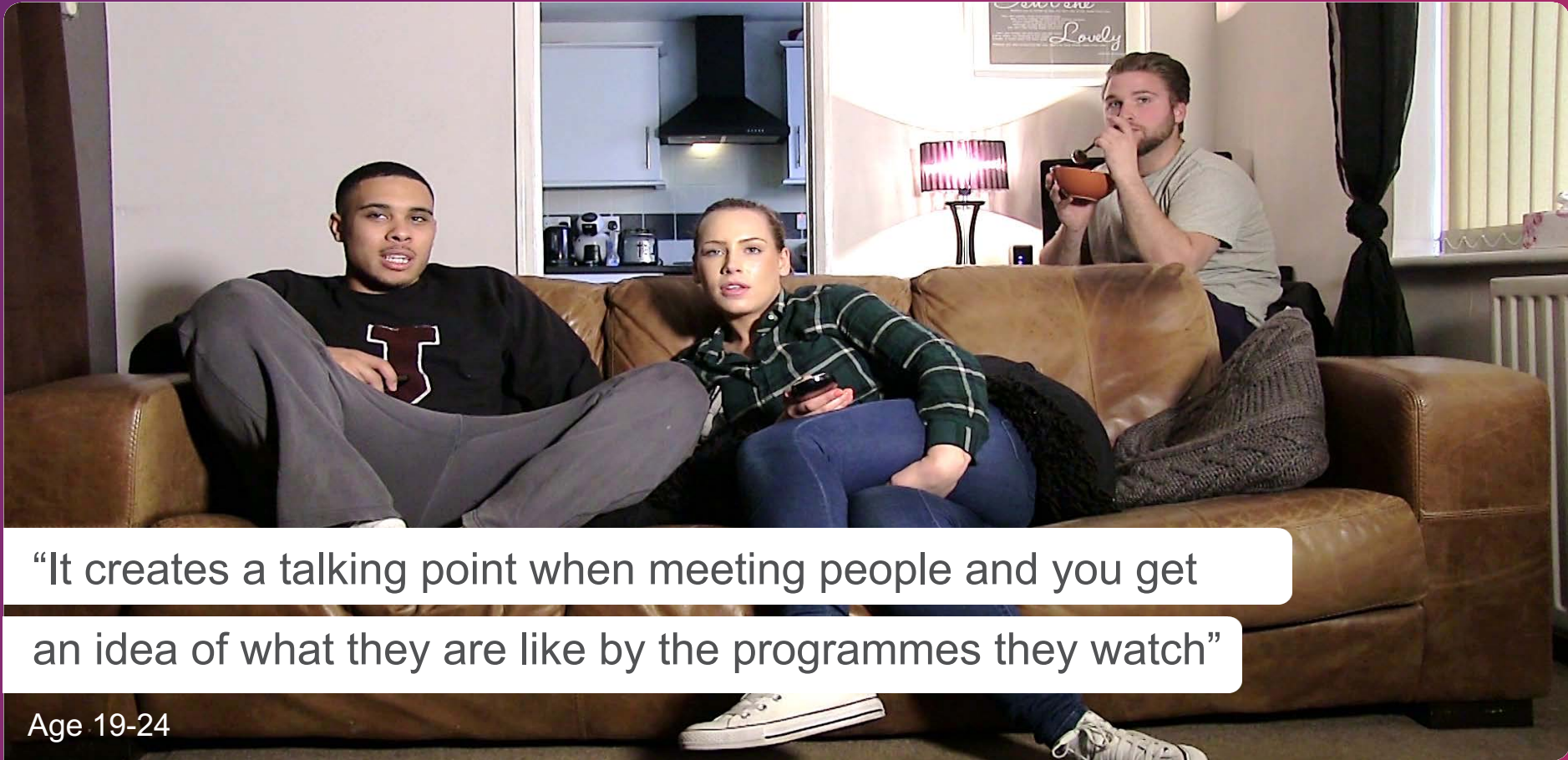
Physical shared viewing time is valuable



“It’s definitely a bonding experience for me and my family,
watching comedies and documentaries together”

Age 19-24

Societal role that helps bring people with similar tastes together thinkbox



“It creates a talking point when meeting people and you get an idea of what they are like by the programmes they watch”

Age 19-24

Physical social maintenance

The need to be with others



Virtual social maintenance

Desire to be 'in the know'



The fear of missing out



Britain's Got Talent @BGT · May 31

Congratulations @JulesAndMatisse!! You have WON Britain's Got Talent 2015!!!
#BGTfinal



Ellie Woodford ✕ @GeekyJordi · Feb 20

#WhoKilledLucy was the biggest soap reveal ever tbh.. It really was
@bbceastenders @BBCOne Well done everyone 🍷🍷



Content provides vital sharing currency

YouTube can provide social currency to trade on social media



Peer acceptance particularly important for this age group

Brain circuits and systems that support our understanding the social world are still developing

Peer acceptance is therefore disproportionately important for young people





A couple of thoughts to leave you with

What behaviour is specific to life stage?

Lots of spare time

Constraints on physical space

Need to develop an identity

Peer acceptance

What is different for this generation?

Maintaining a virtual social life

Differing Neurological development to previous generations



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