

YOUNG FUTURES

SASKATCHEWAN MILLENNIAL STUDY USING AN ONLINE COMMUNITY
THEME: MEDIA





YOUNG FUTURES- MONTH TWO-MEDIA

CONTENTS

SECTION 1	OVERVIEW	1
SECTION 2	SAMPLE AND METHODOLOGY	2
SECTION 3	METHODS	3
SECTION 4	INCENTIVES	3
SECTION 5	PURPOSE OF THE STUDY	4
SECTION 6	KEY ELEMENTS	5
SECTION 7	FINDINGS SUMMARY	6
SECTION 8	STREAMING SERVICES	7
SECTION 9	MUSIC	8
SECTION 10	TELEVISION	9
SECTION 11	SOCIAL MEDIA	10
SECTION 12	BULLETIN BOARD DISCUSSION	20
SECTION 13	DIARY MODE DISCUSSION	23
SECTION 14	NEWS	25
SECTION 15	VIDEO GAMES	26
SECTION 16	PARTICIPATION & RETENTION	27
SECTION 17	CONTACT INFORMATION	28



OVERVIEW

THE PROJECT

In November of 2017, Insightrix Research® launched the Young Futures study- an innovative and interactive study with 20 Millennials from the province of Saskatchewan. There were many purposes of this study;

- To set the bar for research with millennials, and learn about best practices for engaging this 'difficult to engage' age group.
- To learn about the perspectives, interests, habits and beliefs of millennials in Saskatchewan.
- To have primary data upon which to do cost analysis between this type of study and traditional methods, such as focus groups.
- To test the capabilities of our SaskWatch Research panel, and use it for projects that thought outside of the box.

Retention rates and engagement rates were high, data gathered were rich and insightful, participants provided thoughtful and thorough answers, and interacted amongst themselves and with the moderator. We learned about the lifestyles and perceptions of millennials in the province.

Using an Online Community to engage with millennials proved to gather rich data and facilitate discussion, save on research costs, and emerge as a best-practice for engaging busy and hard-to-reach groups.

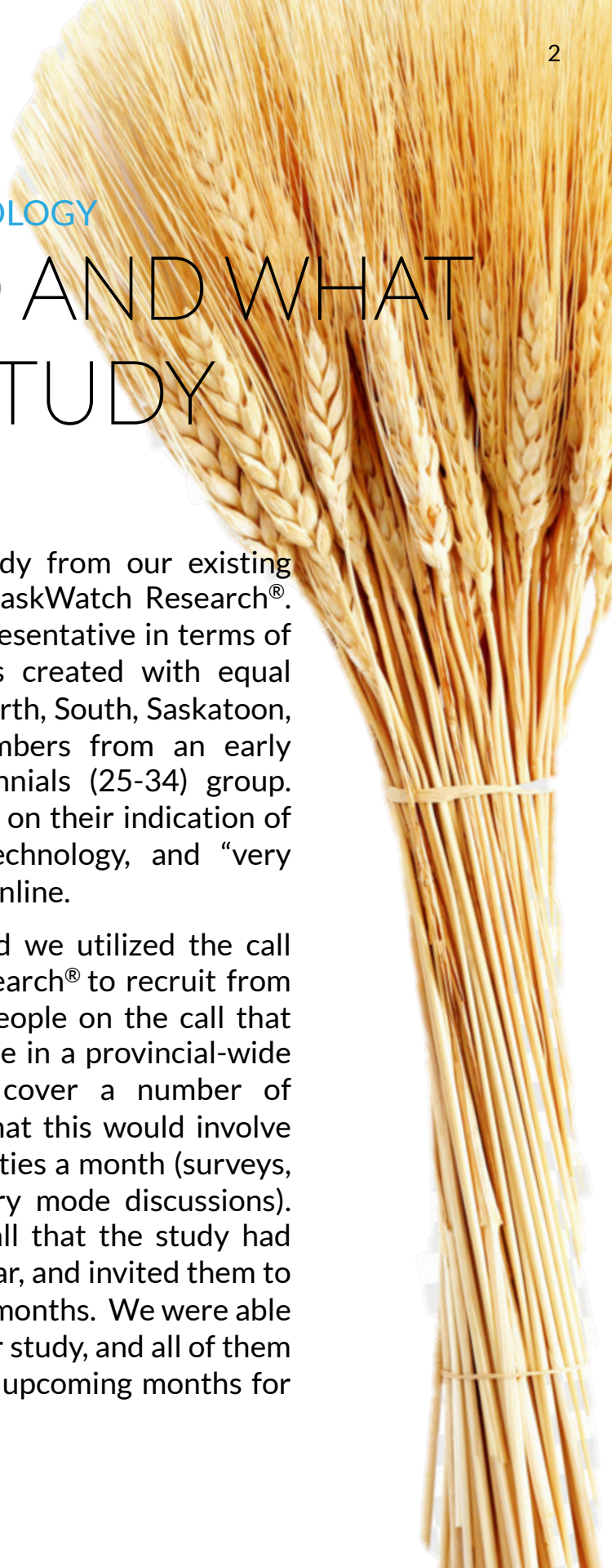
This report is intended to serve as one part in a twelve part series. Young Futures ran every month through November 2018. The data gathered each month will be included in unique reports, with a comprehensive book released at the end of the study to review findings and learnings of the project overall.

SAMPLE AND METHODOLOGY

THE WHO AND WHAT OF OUR STUDY

We chose participants for this study from our existing provincial Online Research Panel, SaskWatch Research®. We strived to make our sample representative in terms of age and location. Our sample was created with equal numbers of participants from the North, South, Saskatoon, and Regina, as well as equal numbers from an early millennials (18-24), and late millennials (25-34) group. Participants were also chosen based on their indication of being “very comfortable” using technology, and “very comfortable” sharing their opinions online.

Thirty people were short-listed, and we utilized the call center on location at Inshtrix Research® to recruit from this narrowed list. We informed people on the call that they had been selected to participate in a provincial-wide study of millennials that would cover a number of interesting topics. We described that this would involve participation in three research activities a month (surveys, bulletin board discussions, and diary mode discussions). We also informed people on the call that the study had intentions of carrying on for a full year, and invited them to participate in the study in upcoming months. We were able to find 20 people to participate in our study, and all of them agreed to continue to participate in upcoming months for the duration of the study.



METHODS

HOW WE DID IT

The Young Futures study utilized both qualitative and quantitative research methods. Surveys were used to gather quantitative data, and bulletin board discussions and diary mode discussions were used to gather qualitative data.

BULLETIN BOARD

Large or small online group discussions; richer insights than traditional focus groups, many-to-many dialogue where the moderator and participants interact together, qualitative data collection.

DIARY MODE

One-on-one online discussion; suitable for sensitive topics, qualitative data collection.

INCENTIVES

WHAT WE OFFERED

Young Futures ran for three days each month, with a new research activity each day. Participants who completed all three activities for the month were awarded with an incentive of \$50. Those who completed all three activities each month also qualified for the monthly draw of \$100.



...WHY?

PURPOSE OF THE STUDY

WE WANTED TO SET THE BAR FOR RESEARCH WITH MILLENNIALS

We wanted to learn more about pressing issues that young people face in their daily life, such as personal finances, mental health, concern for the environment, media consumption, etc. We approached the research in a fun and engaging way; we kept activities short, we chose activities that were engaging, visual and social, and we asked for input on issues that matter.

THE SECRET SAUCE

KEY ELEMENTS

Our participants are awesome, obviously. But, there are three other main factors that made this project a success: cost effectiveness, speed, and accessibility.



COST EFFECTIVENESS

Online communities provide fast, cost effective access to research participants, including millennials, everywhere.



SPEED

From research activity conception, programming and gathering data, and exporting the information we collected- all stages of the study were quick and easy to understand.



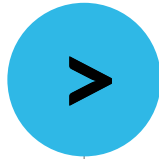
ACCESSIBILITY

Our participants could engage comfortably- wherever and whenever. Familiarity of technology with this group eliminated communication barriers. The geographic challenges found in traditional focus groups were also eliminated since participant location is irrelevant to an Online Community. Time is saved by allowing one skilled moderator to administer many groups at once.

SNAPSHOT

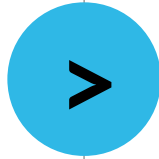
FINDINGS SUMMARY

PARTICIPATION



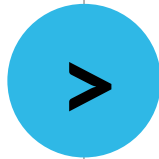
19/20 people participated in the activities for the month

POPULAR SITES



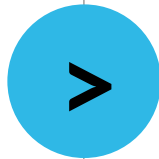
Facebook and YouTube were the most popular sites

LOOKING FOR LOVE



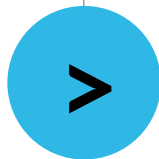
Tinder was reported to be used by most respondents

WORKING HARD, OR HARDLY WORKING?



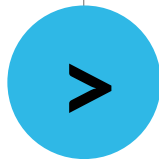
Nearly all people stated that they access social media while they are at work

RESISTANCE



Wanting to delete a social media account was expressed by a large majority of respondents

PROS VS. CONS



Respondents were more likely to say that social media makes them more happy than sad, in general

#MILLENNIALS

SOCIAL MEDIA

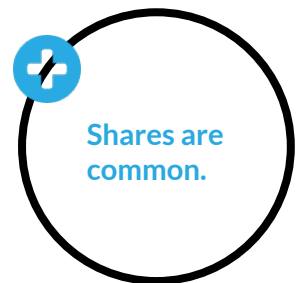
Social media is used around the world, and Saskatchewan is no exception. We sought to uncover the social media platforms that millennials were using in the province, when and where they were using them, and the impact it has on their life.



About half of respondents never visit or contribute to image sharing sites, while only a few do so often.



About a third of respondents have deleted a post on social media because it did not receive enough likes.



More than half of our respondents share on social media weekly or a few times a week.

SOCIAL MEDIA



WORK POLICIES

Large majority of respondents **do not** have a “no social media at work” policy.

However, of the respondents currently employed, almost all **do** access social media during work hours.

TIME SPENT ON SOCIAL MEDIA AT WORK

Most commonly reported amount of time spent on social media while at work was 0-30 minutes, followed by 2 hours.

SOCIAL MEDIA

OH REALLY..?

Millennials in the province are more likely to believe that their own social media accounts are accurate representations of reality compared to the accuracy of accounts for other people.

Do you feel that the social media accounts of other people are on average an accurate representation of their life?

0/19 DEFINITELY
1/19 MOSTLY YES
9/19 MODERATELY
8/19 MOSTLY NO
1/19 DEFINITELY NOT

Do you feel your social media accounts are an accurate representation of your life?

1/19 DEFINITELY
10/19 MOSTLY YES
5/19 MODERATELY
3/19 MOSTLY NO
0/19 DEFINITELY NOT

“Of course most posts have been curated to present an idealized version of the person, event, or accomplishment - this is no less authentic than a news editor wordsmithing an article or a photographer touching up an image in photoshop. We want to broadcast our best versions of ourselves, so understandably there are motivations inherent in every social media activity (...)”

SOCIAL MEDIA

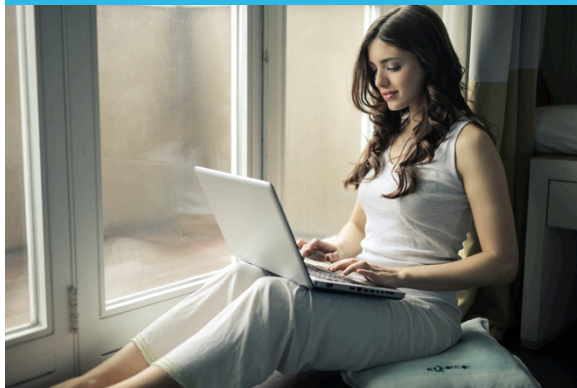
We asked: WHAT IS THE BEST PART OF SOCIAL MEDIA?

Many people reported that staying connected and keeping up with friends and family was the best part of social media:

“Cheap advertising for small business.”



“Communicating with people I would never get to communicate with otherwise.”



“It keeps me updated with what is going on with my friends and the world.”



SOCIAL MEDIA



Although some stated the best part of social media was the ability to stay connected, it also may be a bit too much of a good thing for others. A few people mentioned advertisements as the worst part of social media, and many more listed too many comments and posts by others:

“The fact that some people are now more comfortable being loud with backward or dangerous views.”

“Seeing other people and comparing yourself to them.”

“Ads”

“Oversharing”

SOCIAL MEDIA



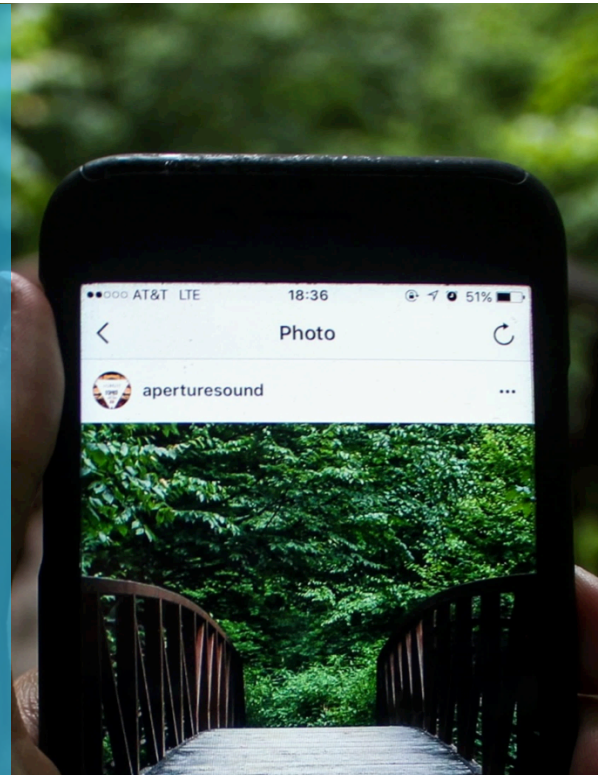
Large majority of millennials in Saskatchewan have deleted a social media account in the past.

More than three quarters of millennials in Saskatchewan have **WANTED** to delete a social media account.

More than half of millennials reported FOMO.

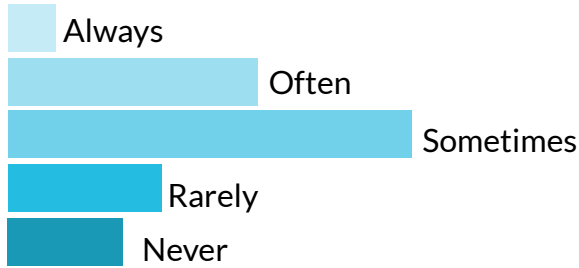


“Only ever wanted to delete Facebook and that was because of FOMO and the negativity other people brought into my life. I deleted Tumblr for that exact reason.”



SOCIAL MEDIA

Do you feel like social media is a distraction to you?



“For a lot of people, I find it is a large distraction from their job, family and other parts of life.”

Many reported the reason they had wanted to delete an account was because they were tired or bored of it, and many others didn't like the drama associated with their accounts:



“Negativity and lack of privacy. Also too many useless distractions.”

“Too much drama over little things.”

SOCIAL MEDIA

WE ASKED: HOW COULD SOCIAL MEDIA BE BETTER?

“Less ads” were stated by a few respondents, but there were also some other perspectives about what could make social media better.

“If you were able to set a time limit on them.”

“Less clickbait.”

No comments on websites, news articles, or blogs. I thought that having replies tied to your name/FB profile would improve discourse (I was wrong). It adds nothing to the “facts” of the article, so keep it as unbiased as possible and limit or restrict needless social commentary.

OTHER RESPONDENTS DISPLAYED A LEVEL OF DISTRUST WITH SOCIAL MEDIA:

“This is the system we have and there will be no changing it. It is too profitable to be changed. It was made to manipulate us and take advantage of our data.”

PROFILE EFFECTS

BULLETIN BOARD DISCUSSION

THE POSITIVES AND NEGATIVES OF SOCIAL MEDIA

We engaged millennials in online discussions using our Online Community software. A moderator engaged in the conversation, and helped to prompt deeper insights into the experiences and opinions of our research participants.

We asked: **HOW DOES SOCIAL MEDIA MAKE YOU FEEL AND WHAT ABOUT IT PULLS YOU IN OR PUSHES YOU AWAY?**



KEY FOR COMMUNICATION

“(...) Overall I think it's needed and without it would probably set us back a ways in terms of communication and information (...)”



NEGATIVE OUTWEIGHS THE POSITIVE

“I am not a fan of social media (...) I do see many uses for social media such as helping small business get their name and product out to the masses. Unfortunately the negative things about social media outweigh the positive things. (...) I also think people can weaken their relationships if they get too wrapped up in what others are doing and don't spend time paying attention to what's going on in their own life.”

BULLETIN BOARD DISCUSSION



LONG DISTANCE LINES

“My family lives all over the country, so I like that I can keep up with their lives and have things to talk about when I see them again.”



CHANGED MIND

“Initially I thought that social media was a great thing but this past year I have really come to dislike it. I found that it was taking away too much time away from my real life relationships because I felt that I needed to be connected (...). I have watched how it has been good in providing critical information on a large scale but at the same time some media information has been released which has had a negative influence on peoples lives. I also find that people overuse social media and often post information that is very inappropriate which often has had a negative impact on their lives regarding work, family and friends. I am no longer a big supporter of social media and have really limited my interaction.”



THE FEELING

“What pulls me in is the need for more content, I feel addicted in the sense that I want to know what is happening with my friends every single day at every second. You get that small adrenaline rush every time you get a notification.”

BULLETIN BOARD DISCUSSION



NO-GOOD NOSEYNESS

“I used to be very active on social media, especially Facebook. As years passed I noticed how obsessed I became over things that really I shouldn't have bothered with. I became too nosey for my own good. I became too reliant on having to check it every 5 minutes. I noticed that I became very distant from the real world and more interested in how many "likes" I could get. I don't like social media anymore, people no longer have personal lives as it is always being spread far and wide through the social media (...)”



BEHIND THE SCENES BRAVERY

“(...) Facebook somewhat pushes me away as I find a lot more people being “keyboard brave” and commenting on things where they could have just stayed silent.”



NEGATIVE CONTRAST

“(...) It can be very dangerous if people use it to compare their lives to others and in doing so, it can affect people in negative ways (...)”

DEAR DIARY

DIARY MODE DISCUSSION

We thought we would have some fun with the diary discussion and see what sorts of stories people would be willing to share regarding their behind-the-scenes social media use. We asked: **HOW WEIRD HAS YOUR SOCIAL MEDIA EXPERIENCE GOTTEN?**



ID, PLEASE

"I've definitely FB and Twitter stalked crushes, and I asked someone out on Twitter once (MISTAKE), but I feel like that's pretty garden variety. I used to post on a forum called GaiaOnline as a 10-14 year old and ended up talking to a seventeen year old guy there who was "impressed by my maturity" when I was about twelve. To his credit, I told him I was fifteen, so it's not like he was a total creep in that sense... but he was still a creep, because he googled my username and information and managed to find a different account of mine on a different site with a slightly different username that had my actual information, including name and age."



RELATIVES AT A DISTANCE

"I am adopted and while I know my biological father's name we have no contact and the rest of his family doesn't know I exist. I have used social media to look into the lives of people who are related to me (half-siblings even) yet who have no idea I exist. It's an interesting thing, looking at photos of people who look like you, at posts of people with some similar quirks to you, and yet those same people have no clue you're looking or even that you exist."

DIARY MODE DISCUSSION



SNAPSNOOP

“Social media creeping is my (as well as 90% of millennials) prime usage of gaining any information. But the weirdest or most obsessive social media tool I used to find out information would be Snapchat. I’m in a long distance relationship and with any natural second guessing about loyalty I consistently keep up to date on my significant other’s social media habits. So I know he’s not a huge user of Snapchat and as secretive as Snapchat is, there’s a snap score that is kept to let others know when you’re snapping. So I would keep track of whenever the snap score would go up randomly by 30 points once every 3-4 months to bring up the question “who the hell are you snapping?!””



PIECES OF THE PUZZLE

“At one point I had made a friend through the game World of Warcraft and I had a bit of a crush to say the least. She had all kinds of cool interests. I wanted to know who she was and so I used the limited clues I had (her general location and occupational field) and one link she had sent me to a drawing she’d done that had her initials. I looked for content about the kind of work she was doing in the region she’d described until finally I found something that sounded right. Then I had Googled the username attached to the drawing and found a few things as well that suggested the person I had found the name of was the person I was looking for. I searched on Facebook but she couldn’t be found, so on a hunch I put in a URL ending that was like facebook.com/herfirstname.herlastname and lo and behold it was her. But then I felt weird having found it and never brought it up. But then later that day she searched and added me, so it was irrelevant. She came to visit me, we were a bit of a thing for a while but it didn’t work. We’ve remained good friends and have spoken most days since then (roughly six years ago).”



EXTRA! EXTRA!

NEWS

Millennials are looking to social media for their news information. Social Media is the most popular source of news information for Saskatchewan millennials.

NONE

respondents said news channels were their main source of news.

VERY FEW

respondents stated that news shows were their main source of news information.

FEW

stated that newspapers were their main source of news information.



PARTICIPATION & RETENTION

PROJECT LOYALTY

Our high retention rate is another measure of success of our project. This month, we had another high engagement rate, with 19/20 participating in all three activities and 20/20 agreeing to continue to participate (communication errors prevented participation). We couldn't have done it without the dedication of this group of millennials!

THANKS
EVERYONE!

WANT TO LEARN MORE?

CONTACT INFORMATION

TALK TO US



1 (306) 657- 1897
1 (833) 227-0200 (toll free)

TYPE TO US



communitysales@insightrix.com

CHECK US OUT



insightrixcommunities.com



insightrixcommunities.com/blog



[@insightrixonlinecommunitysoftware](https://www.facebook.com/insightrixonlinecommunitysoftware)



[@inscommunities](https://twitter.com/inscommunities)



[Insightrix Communities](https://www.linkedin.com/company/insightrixcommunities)