

DIGITAL NATIVES – HOW DO THEY PERCEIVE DIGITAL MARKETING?

SUMMARY OF A PRELIMINARY STUDY

URŠKA ERKLAVEC, MAG. FARM.

DAŠA KOKOLE, UNIV. DIPL. PSIH.

NO EXCUSE SLOVENIA

LJUBLJANA, 12TH OCTOBER 2017



DIGITAL NATIVE



- a person that grows-up in the digital age, rather than acquiring familiarity with digital systems as an adult, as a **digital immigrant**

NO EXCUSE SLOVENIA



NO EXCUSE

Youth Network No Excuse Slovenia

- youth organization in a public interest
- strives for positive social change and personal growth of young people
- non-formal education, social participation and activation
- raising awareness among young people about actual topics and stimulating their critical thinking
- sustainable development, healthy lifestyle and active citizenship of young people

AIM OF THE PRELIMINARY STUDY

to preliminary explore young people's experiences with the digital world and their perceptions of the digital marketing, especially their:

- experiences with the digital world,
- opinions on living in the digital world,
- experiences with digital marketing and
- opinions about digital marketing.

METHOD

- 5 focus groups were carried out
- 1 focus group: males
- 1 focus group: females living in urban area
- 1 focus group: females living in rural area
- 1 focus group: younger (15-17)
- 1 focus group: older (17-19)

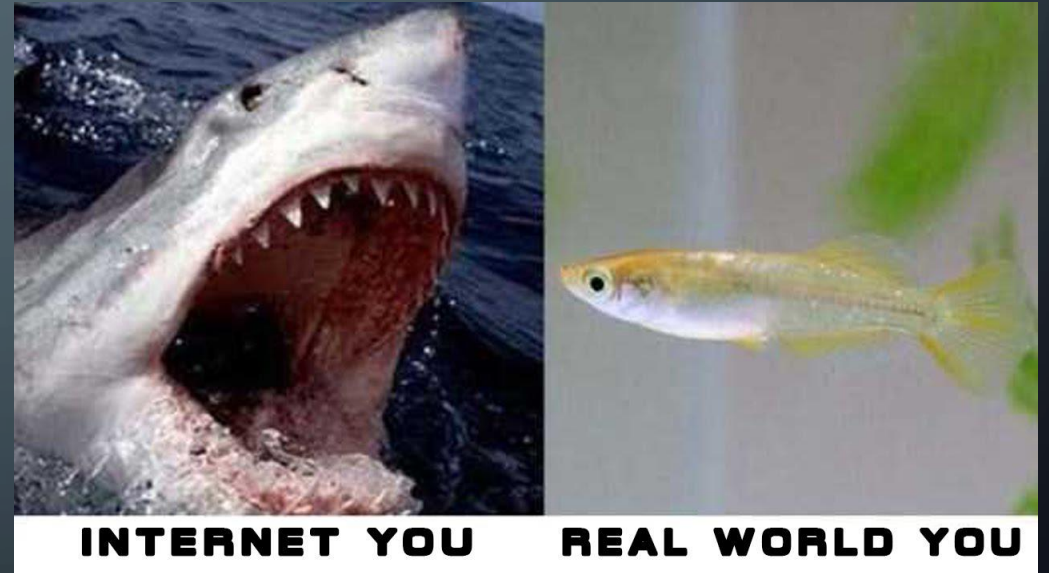


EXPERIENCE WITH THE DIGITAL WORLD

- participants are mainly using social networks such as Facebook (for news), Instagram (for photos), to lesser extent also Snapchat
- Youtube is also used fairly often, mostly for educational and entertainment purposes
- Online gaming (mainly boys)
- Most participants were not aware of the technical background of the digital environment

SEPARATION BETWEEN ONLINE AND REAL WORLD

- participants were aware that many people only post about positive events and admitted they sometimes do it themselves too – can skew people's perception
- they see that many people are much more daring online and would say things online they would never say in real life, as it is very easy to publish your opinion



SEPARATION BETWEEN ONLINE AND REAL WORLD - CONT.



- majority of the participants saw online world as means of communication that enables them to socialize in real life
- one participant mentioned that the border is crossed when you start avoiding/neglecting social life in order to replace it with the online life

LEAVING YOUR DIGITAL FOOTPRINT ONLINE

- Participants (especially older ones) are aware of the possibility of leaving your digital information for others to see
- Positive sides of being visible and leaving traces online: the ability to follow what friends are doing, simplifying use of certain services (eg. by being able to connect all your accounts into one), option of identifying people who are bullying online.
- Negative sides: loss of actual privacy, as well as loss of feeling of security and privacy, and use of available information by other parties (e.g. advertisers).

EXPERIENCE WITH DIGITAL MARKETING

- most commonly noticed: Instagram and Facebook ads, Youtube advertisement before a video is shown, pop-up ads
- also noticed: influence of cookies and how they effect the ads displayed to them (e.g. based on their conversations, previous search)
- generally they think it is an important topic



McDonald's.

 **McDonald's**
Sponsored • 🌐

[KUPONI ŽE V VAŠIH NABIRALNIKIH]
Ste že pokukali v nabiralnik? Notri vas čaka kar 36 kuponov, s katerimi McDobrote lahko dobite precej ceneje.
Če je vaš nabiralnik prazen, nam pišite na mcdkontakt@si.mcd.com, pa vam jih bomo z veseljem poslali.



👍❤️😡 681 43 Comments 14 Shares

👍 Like 💬 Comment ➦ Share

Katja Stoj, Matevž Aubreht and 48 others like Coca-Cola.

Katja Stoj, Matevž Aubreht and 48 others like Coca-Cola.

 **Coca-Cola**
Sponsored • 🌐

Vsi imamo prijatelja, ki ima vedno prefekten "summer look" 😊 Potegaj ga oziroma jo 😊




Coca-Cola Slovenija
(@cocacola_slovenija) • ...

[Learn More](#)

👍❤️ 214 4 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Katja Stoj, Matevž Aubreht and 48 others like Coca-Cola.

 **Coca-Cola with Tajul Islam and Hot Video Everyday.**
Sponsored • 🌐

Do 30. junija se nam lahko pridružiš na BREZPLAČNIH TEKAŠKIH TRENINGIH 😊 Prideš? Več na www.pospesiritem.si



👍❤️😡 194 2 Comments 5 Shares

👍 Like 💬 Comment ➦ Share

Search

VINO LJUBLJANA
Sponsored • 🌐

Si mlad-a od 18 do 30 let?!
Zagotovi si BREZPLAČNO VSTOPNICO za vinski sejem!
Preglej seznam in se prijavi na eno izmed poučnih delavnic, ki jih pripravljamo skupaj s ŠOU. Pohiti! Število mest je omejeno.
Seznam in prijavnico najdeš na <http://www.vinoljubljana.si/sejem-vino/mladi-vino>



Search

Union shared their event.
Sponsored • ⚙️

Union to jesen prireja turnirje v malem nogometu po vsej Sloveniji, ki bodo vikende popestrili z druženjem, rekreacijo in seveda – s pivom!



SEP 24 **Živjo, nogomet! / Ljubljana**
Sep 24 9 AM · Ljubljana Fuzine
167 people interested · 72 going

60 2 Comments

Like Comment Share

Mashable

Search

Like Comment Share

Mara Lefter, Marie Claire Bonanno and 4 others like Heineken.

Heineken Mesto Kolesari
Sponsored • ⚙️

Živi z mestom in zadeni nagrade #mestokolesari



SODELUJ IN SOOBLIKUJ ZGODBO - ZASE IN ZA NAŠE ZELENO MESTO #MESTOKOLESARI

Naloži aplikacijo sedaj
1 friend uses this

Install Now

2

Like Comment Share



DISCUSSION

PHOTOS

EVENTS

FILES

ALBUMS



Chupa Chups

New Stories

Aug 26 at 20.01

Obiščite nas pod Chupa Chups šotorom v soboto pri HM Mercator Šiška in v nedeljo na Čarobnem dnevu v Volčjem potoku! Se bomo zabavali, sladkali, polepili vas bomo s tatuji in še kaj se bo našlo!

Ker dober glas seže v deveto vas, bomo podelili kar 10 nogometnih žog in 10 vrečk z lizikami med tiste, ki boste objavo všečkali, komentirali in delili :) Se vidimo!



Kaja Katya added 6 new photos.

2 hours ago

prodam tobak varginija gold cena za 1kg 30€ +pos cena za 0.5kg 20€+pos in vzorci 100g 10€ postnina gratis možnost osebne prevzema v Ljubljani ali enkrat tedansko Celje.



Loacker Slovenia

2 hrs

Koga bi povabil/a na domač ledeni čaj in hrustljave Loackerjeve napolitanke z okusom limone? Označi ga/jo v komentarju. 😊



Write a comment...



OPINIONS ON REGULATION

- younger participants thought online marketing should be regulated (e.g. alcohol, tobacco),
- older participants were more of an opinion that such regulation would be futile as the companies will always find another way to promote their products
- they thought more can be done on individual level, by using services such as Ad blocker and educating yourself about the topic and being aware of when you are a target of advertising.

CONCLUSION



- Mainly through social networks
- Aware that digital does not reflect real
- Digital footprint is perceived as helpful and threatening to privacy
- Most commonly Youtube and Instagram ads
- More regulation of digital marketing is wanted

THANK YOU!

Urška Erklavec, No Excuse Slovenia

urska.erklavec@noexcuse.si

www.noexcuse.si

@NoExcuseSlo

www.facebook.com/noexcuseslovenia

