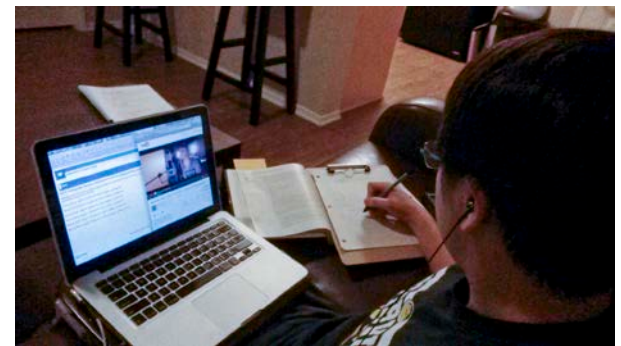


Millennials: The Impact of IT

A generation of young people, who grew up with the Internet

“the most connected generation”
Burstein, *Fast Future*

Gloria Mark
University of California Irvine



Data Collection: In vivo technology experience

124 students

7 days

Computer/phone logging

Heart rate monitors: stress

Sleep diaries

Experience sampling

Daily surveys

General surveys

Interviews



50 students

7 days

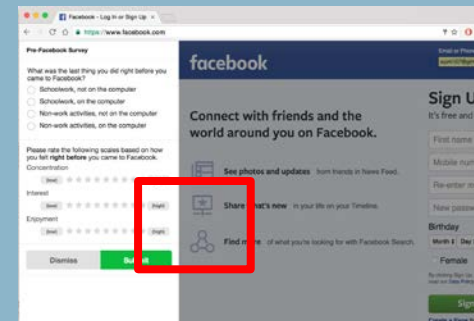
Logging Facebook use

Online FB diaries

Experience sampling

Daily surveys

Interviews



Computer Usage and Multitasking

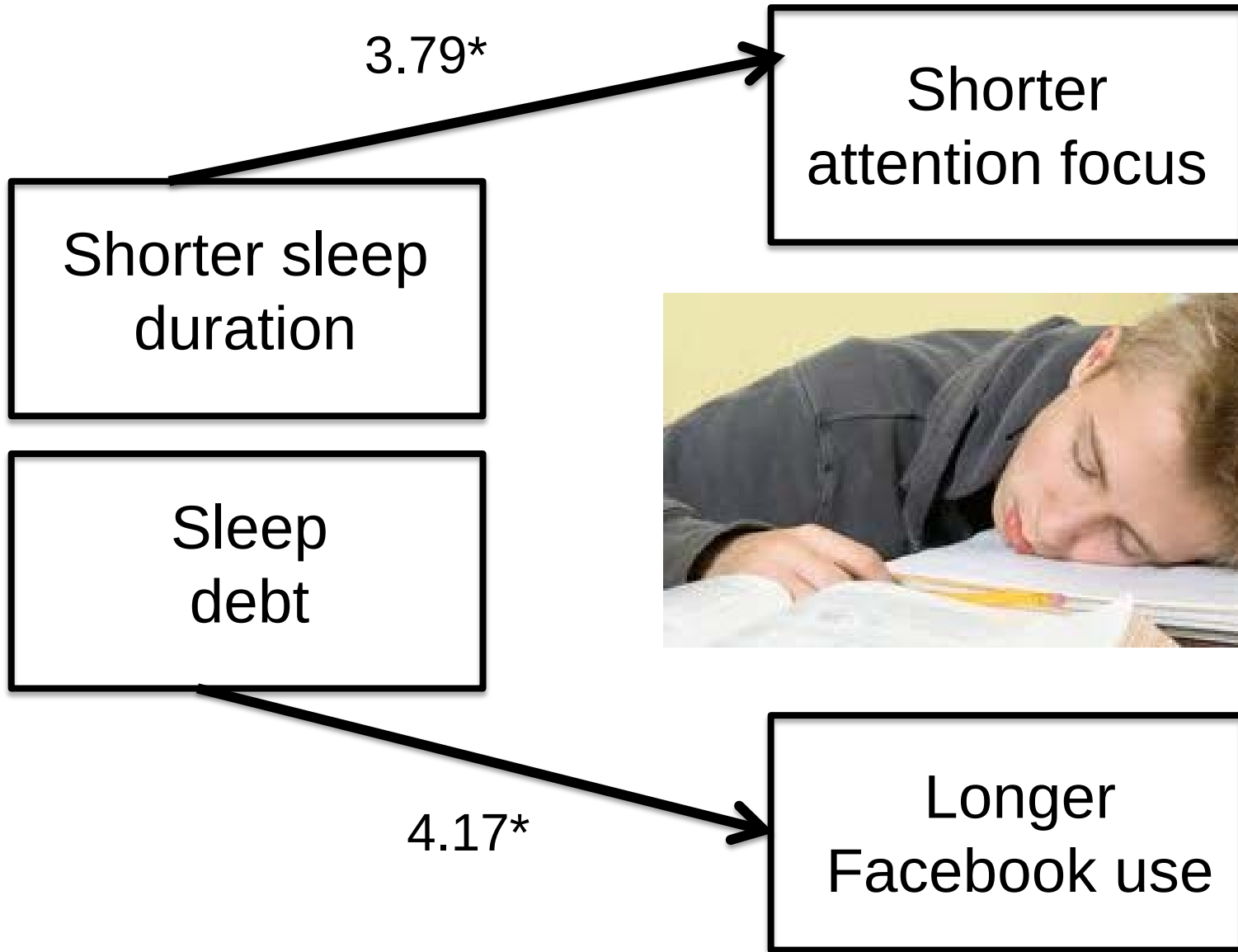
	Heavy Users	Light Users	Heavy MT	Light MT
Facebook	1:18:58 *	12:12 *	54:58 *	18:29 *
Other social media	1:15:24***	9:19***	53:09 *	22:35 *
Positive Affect	29.2 *	36.6 *	26.9 *	34.6 *
GPA	2.97	2.90	3.16 *	2.66 *

Avg. duration on any computer screen is 47.9 seconds.

Stress rises with computer usage, multitasking; lowers w/social media

Latenighters: longest computer use, highest multitasking,
lowest positive affect

Themes: habit, reward system, social media has complex effects



Facebook and High/Low GPA students

	High GPA Mean=3.47	Low GPA Mean=2.53
Avg duration/visit (sec.)	139.57* (65.53)	230.03 (123.44)
Avg duration/visit after Leisure (sec.)	217.17** (84.01)	414.57 (253.63)
Avg # social interactions	0.45* (0.57)	0.90 (0.76)

Pre-Facebook
activity:

67 %

Leisure

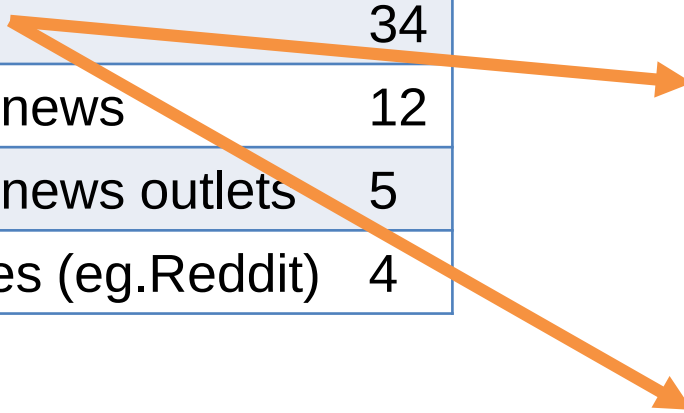
33%

Schoolwork

No difference in GPA with avg daily use (3 hrs, 57 min) or checking.

Primary news sources	N
Facebook	34
Do not read news	12
Mainstream news outlets	5
Other sources (eg.Reddit)	4

News sources on Facebook	N
Friends	19
Trending topics	12
Public pages of mainstream news, politicians	5
Public pages of popular media producers	7



Benefits of using Facebook for news

- Convenience of access
- New perspectives and social sense making
- Enhanced personal relevance

Concerns about self-presentation and disclosure

- Social awareness, a double-edged sword
- Imagining audience reactions
- Imbalance of consumption/production

Dynamics of social media engagement with news on political and social issues



Can strengthen social relationships with friends who share similar views

Desire to appeal to friends for social approval

Strategies to manage self-presentation

Context collapse: makes it difficult to tailor opinions

Susceptibility to algorithm selection bias

Concern about future perceptions (jobs; relationships)

Interests change, as young people transition into adulthood; yet Facebook preserves experiences