



**CONNECT  
UNIVERSUM  
2016**

**МАТЕРИАЛЫ**  
III Международной трансдисциплинарной  
научно-практической WEB-конференции  
CONNECT-UNIVERSUM – 2016

**ЦИФРОВОЕ  
КОЧЕВНИЧЕСТВО  
КАК ГЛОБАЛЬНЫЙ  
И СИБИРСКИЙ ТРЕНД**

24–26 мая 2016 года



**Национальный исследовательский  
Томский государственный университет  
Кафедра социальных коммуникаций**

**Abstract.** The paper deals with the phenomenon of digital nomadism in the context of education. We discuss the characteristics of educational resources, programs and courses that can be created for the new target audience of digital nomads, and review the changes in educational activities connected with the digitalization of education. We also highlight the issue of open education and its positive and negative effects, and analyze how the new media influence the transformations in education considering the characteristics of the new generation, who are always connected to the Internet. **Keywords:** digital nomadism; education; Internet; new media; transformation of education; open education; Internet connectivity.

УДК 316.444/77 : 004.77 + 316.346.36  
DOI: 10.17223/9785946216104/36

## **“ALWAYS-ON GENERATION” AND NEW APPROACHES TO HEALTH COMMUNICATION**

**Sergei A. Samoilenko,**

Immediate Past President of the Eurasian Communication Association of North America (ECANA),  
Faculty Advisor for the Public Relations Student Society of America (PRSSA),  
Co-Chair of the University Relations Committee at the Public Relations Society of America-NCC, Judge of  
the National Bateman Public Relations Case Study Contest,  
George Mason University (USA, Fairfax). E-mail: [ssamoyle@gmu.edu](mailto:ssamoyle@gmu.edu)

The first decade of the millennium introduced the field of professional communication to fundamental transparency of emerging media combined with its overwhelming potential for communication professionals and scholars. Moreover, communication scholars found themselves in urgent need of unifying research that would help them better understand constantly emerging new communities and audiences. Nowadays, cultural practices and identities are not fixed, but constantly nomadic, flexible, and are constantly transformed regardless of their original forms, places, and meanings. Due to globalization, online audiences feel more empowered to set their own communication agendas and create new communities, meanings, and social realities. Online users can choose what news they want to receive, approve as newsworthy, or help distribute through their social networks.

New online communities constantly initiate new meanings and develop alternative social norms that often puzzle communication researchers and professionals who are trying to comprehend new media challenges. Millennials and Generation Z (ages 0 to 23) undoubtedly have a different perspective on communication than previous generations. A study by Pew Internet/Elon University (Anderson, 2012) found that by the year 2020, it is expected that the “always-on generation,” young people, who are continuously connected to each other and to information, will be quick-acting multitaskers who count on the Internet as their external source of information and who approach problems in a different way than previous generations. This “always-on generation”, however, is very receptive to suggestions of products and services prompted by online opinion leaders. Conveniently, they mainly rely on search engines to find necessary information based on their daily habits. Not surprising, health communication professionals and researchers look more closely at the next generation to foresee their development and engage them early to foster healthy behaviors.

### **Emerging Health Habits of Millennials and Generation Z**

Many research studies have addressed these alarming trends among “the snacking generation”, or Millennials, that are millions of young adults 18 to 34 years old. A team of scientists supported by the National Institute on Aging (NIA), and other government health agencies (NIA Press Office, 2005), believe that over next few decades life expectancy for the average American could decline by as much as 5 years due to rising rates of obesity. Studies show that young people snack more often, have higher rates of obesity and live shorter lives than their parents.

This information should not take anyone by surprise. The lifestyle of young Americans does no longer include weekly leisure-time physical activities or strength training. The U.S. Department of Health and Human Services reported that most students do not eat the recommended amount of fruits and vegetables, and consume at least one can of soda every day. Millennials go out to eat more often than previous generations and most of them are avid gamers with sedentary lifestyles. The good news is that health researchers have been focusing on Gen Y (a.k.a. Millennials) for more than a decade now and developed a range of strategies to combat their unhealthy behaviors.

The Generation Z is in many ways an extreme version of Millennials - overly reliant on their devices and less active than previous generations according to Sparks & Honey, a marketing agency in New York, NY. Sparks & Honey (2014) uses real-time online analytics to study new cultural trends and develop new communication strategies to work with Generation Z. Sadly enough, the agency's reports say more teenage boy now prefer online entertainment and gaming to outdoor activities and sports, which were previously seen as main tools for health. Current teenagers are the biggest foodies and gluttony is among their main sins.

At the same time Generation Z is more mature than Millennials according to Sparks & Honey's research. Teenagers are no longer afraid to voice their opinion when it comes to influencing their parents about major household purchasing decisions such as the week's dinner menu, entertainment or family vacation. As perfect opinion leaders, Generation Z is determined to "make a difference", "make an impact", and save the planet. They are concerned about the impact of human's on nature and about children around the world dying of preventable diseases. They seek education and knowledge, often research online, and are more open to new ideas and online collaboration with others than previous generations. Some studies show that Generation Z displays a tendency to use stovetops rather than microwaves for preparing eat at homemade meals. This generation is often more driven by their need to save money, their desire to look for new food recipes, and eat at home as compared to Millennials who tend to eat out more. Also, it is important to develop a new communication strategy to engage Generation Z as their habits of consuming information are drastically different from previous generations.

### **Social Media Challenges for Health Communicators**

Gen Z is an ethnically diverse population that enjoys simple stories across multiple screens. Also, they use more media channels than Millennials. They are able to multi-task across at least 5 screens at the same time. Sparks & Honey's data show that teenagers are able to use TV, cell/mobile phone, laptop computer, desktop computer, a portable music player, gaming console, and other devices simultaneously. Their attention is getting more and more fragmented, and their attention spans are becoming shorter and shorter due to their habits working with hypertext. It allows them to scan necessary information and make decisions faster which enables them to multitask across different communication devices. Adolescents are the ultimate consumers of snack media. They communicate in bite sizes. Research studies suggest that their brains are able to process more information at faster speeds, but they are also cognitively incapable at handling longer texts or bigger portions of information. These new trends create a huge challenge for communication professionals who are struggling to design new health campaigns in various different formats to effectively capture teenagers' attention within the span of 8 second.

Health communicators should seek new ways to engage Generation Z as opinion leaders and use new ways to communicate with them in their preferred formats. As Gen Z tends to communicate with symbols, health communicators need to invest in learning how to employ emoticons and emojis to provide context for private conversations with adolescents on social media and to tell them stories about healthy lifestyles. Emoji alphabets and icon "stickers" should be used to communicate emotions while rating healthy choices on social media sites. The youngest generation communicates with images and prefers Instagram, Tumblr and Pinterest as their favorite social media sites. Clearly, health communicators should pay more attention to offering more high-resolution

pictures of healthy meals and proper ingredients for everyday snack choices for adolescents to explore, share online and discuss their choices with peers on social media.

Gen Z are agile communicators who are accustomed to rapid-fire banter and commentary while playing games online or using other forms of social networking and entertainment. Teenagers prefer live-streaming media, such as Twitch and Ustream, which help them live-stream and co-create. Health communicators should use Twitter and instant messenger applications for real-time communication with quests, competitions and games to keep Gen Z informed about healthy food choices and educate them about preventive health care. For example, as Gen Z continues to be drawn to social media which disintegrates and self-destructs, health promoters need to adopt Snapchat and similar applications for their communication purposes. Communication experts should talk more frequently in images and in shorter bursts of “snackable content”: emojis, symbols, pictures, videos. They should keep Gen Z informed, educated, but entertained at the same time, and keep their attention by using live streaming, puzzles, short quizzes, or online games. Just like Millennials, Gen Z love their devices and apps. They are even more prone to use Smartphone, watches and other wrist devices to monitor their stress and obesity levels in real-time.

### Conclusions

With all of this in mind, health communicators should use current research about Generation Z to engage early in collaborative campaigns to curb childhood obesity and encourage healthy eating. In other words, communication educators need to turn younger generation of Americans from being “The Food Snacking Generation” into “The Food Checking Generation”. It's important to invest in educating health-conscious advocates who will not only shape eating behaviors in their households, but can also force some food makers and providers to revise unhealthy ingredients in their food products. Health communicators should treat them as current opinion leaders, help them build health care expertise, and include a social cause to advocate for.

### References

1. Anderson, D. (2012). *Elon studies the future of Generation Always-On*. Retrieved from <http://www.elon.edu/e-net/Article/59585>
2. NIA Press Office (2005). *Obesity threatens to cut U.S. life expectancy, new analysis suggests*. Retrieved from <https://www.nia.nih.gov/newsroom/2005/03/obesity-threatens-cut-u-s-life-expectancy-new-analysis-suggests>
3. Sparks & Honey (2014). *Meet Generation Z: Forget everything you learned about Millennials*. Retrieved from <http://www.slideshare.net/sparksandhoney/generation-z-final-june-17>

УДК 14:17.022.1 + 316.77:004.773(571.1)

DOI: 10.17223/9785946216104/37

## ЦИФРОВЫЕ ИМИДЖЕВЫЕ ИНТЕРПРЕТАЦИИ ОБРАЗА СИБИРИ В ЭЛЕКТРОННОМ КОММУНИКАТИВНОМ ПРОСТРАНСТВЕ

**Д. И. Спичева**, канд. филос. наук, доцент кафедры социальных коммуникаций,  
Томский государственный университет (Россия, Томск)

E-mail: [speecheva@mail.ru](mailto:speecheva@mail.ru)

**Аннотация.** Какой образ Сибири формируется сегодня в электронном коммуникативном пространстве? Доклад составлен по результатам исследования открытых международных, имеющих российское представительство, и русскоязычных интернет-ресурсов на предмет выявления маркеров, свидетельствующих об уникальности Сибирского региона в сетевом пространстве. Создание маркеров позволит управлять процессом идентификации образа Сибири цифровыми кочевниками с целью их привлечения в регион. Объектом исследования являются имиджевые интерпретации