

Cyber generation

Soon the newest so called “Z” generation will enter into the management of our world, which has new kinds of values. They are the ones who are children and students today but will be the decision makers tomorrow. In their life the sweeping development of techniques has paramount role. They were born within the world of digital technologies, where it is not imaginable to live without using the digital communication tools. By their development they gain more and more information and they process them on new ways, they think on new ways – different from former generations.



They get used to quick flow of information, thus they are able to deal with more things in the same time on parallel way. The intensity of their attention weakens after 3-5 minutes. They prefer diagrams and pictures to texts. They request interactivity, colourfulness, use of technical tools, and they need to manage their own time schedule. Due to a research on their media consume their society is rather one-sided, definite, but still vulnerable: 67% of them gains information only from TV. The other important resource of news is internet: notable part of them uses smart phones. Due to researches teenagers watch screens for 8 hours a day, thus gains experience not directly but virtually. This idealized world explains the paramount popularity of well-designed pictures and well shoots photos – through comfortable screens. By well-chosen surface, shape and sounds “Z” generation is well targeted, for example 60% of Hungarian teenagers follow virtual news via smartphone on a daily basis.

While youngsters have strong, rather too strong connection to the world of internet, 45% of older generations show symptoms of digital illiteracy. This is a notable rate in the age of info-society, when certain contents and services are accessible only via internet. Notable lagging is shown among seniors, unemployed ones, low income families, smaller settlements and ones with lower education.

Driving force is probably the mass media, its feature and style. Advertisements communicate that the ones who want to stay “trendy” has to “keep rhythm”, “be in the flow”. In their interpretation it is reading community media constantly, trying out new products continuously.

Impacts of cyber generation trend are:

- Modification of important messages: getting shorter, in many case vibrant and catchy
- Campaigns use mega posters and community media campaigns to disseminate virtual message
- Messages of campaigns are extremely summarized: newer more than three sentences but rather only a slogan + picture
- Digital info technics are used in more and more fields of life: even at National Park visitor centres screens, media shows, interactive games are expected

Suggested measures can be:

- Transforming main messages to short slogans, to catchy illustrations, and films that can be distributed via Facebook – no longer than 2 minutes.
- Interactive communication forms
- Finding new channels for communicating environmental awareness raising