



SOCIALIZÁCIA GLOBÁLNYCH MÉDIÍ: ZAMERANIE SA NA GENERÁCIU Z

SOCIALIZATION OF GLOBAL MEDIA: FOCUSING ON GENERATION Z

Dmytro Lukianenko,¹ Andrii Chuzhykov²

Tento článok sa zaoberá súčasným problémom výskumu a identifikácie úrovni, povahy a rozsahu socializácie globálnych médií. Autori identifikujú hlavné trendy vo vývoji mediálneho priestoru, popysujú zvyšujúcu sa dostupnosť komunikácie, pôsobivý rozsah manipulácie verejného povedomia. Ďalej sa venujú aktívnemu behaviorálnemu fungovaniu svetového informačného prostredia, systematickému chápaniu hlbokých procesov sociologizácie a ekonomizácie tohto špecifického druhu informačného podnikania v období nasledujúcich rokov. Tie sú dôležitým predpokladom na to, aby sa zabránilo súčasnému konfliktu generácií.

Kľúčové slová: mediálny trh, globalizácia, sociologizácia a ekonomizácia médií, generácia Z, sociologický prieskum

This article deals with the contemporary problem of research and identification of the levels, nature and scope of socialization of global media. The authors identify the main trends in the development of the media space, describe the increasing availability of communication, the impressive extent of manipulation of public awareness. Furthermore, they deal with the active behavioral functioning of the world information environment, the systematic understanding of the deep processes of sociologization and economization of this specific type of information business in the years to come. These are an important prerequisite for avoiding the current conflict of generations.

Key words: media market, globalization, sociologicalization and economization of media, generation Z, sociological survey

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1 INTRODUCTION

The rapid development of communications in modern society has made significant changes to our understanding of the nature and structure of the global economy, whose main trends are appeared in the first quarter of the 21st century and still remains:

- high availability of communications for use by global consumers; the gradual replacement of the categories of aggregate demand and aggregate supply by global demand and global supply (Siebert 2008);
- growing manipulation of consumer awareness by network owners and large media corporations;
- intensification of the deep processes of psychological perception / non-acceptance of creative media products by informal consumer groups, within which stable trans-sectoral interest groups were formed, similar reactions to information coming from different mass media, as well as social request for its analysis and further production;
- a systematic understanding of the consequences of multilevel diffusion of the processes of socialization and economization of media entrepreneurship;
- accelerated technological transformation of "emotion factories".

Naturally, these trends did not emerge on an "empty" spot, because the global sociologicalization of the activities of media corporations did not bypass those of them, the main activity of which was the information sphere, production of numerous teleformats, duplication of newspapers, magazines, books, analytical reviews, etc. Therefore, it turned out that socialization has become an important prerequisite for modern corporate media management. However, this category needed an unbiased analysis of trends, new forms and content of display products.

One of the first scientists to draw attention to the contradictions between the economization and sociology of entrepreneurship was the American sociologist and economist Bell (2004, p. 150), who constantly emphasized the existing gap between the so-called individual and social expenditures. Bell (2004, p. 155) also pointed to the importance of the system of cultural values on which the economy is based. An important achievement of the author was the conclusion about the individualized perception of freedom and mobility (Bell 2004, p. 159) and, finally, contradictory from our point of view, but it is quite logical for Bell's perception of the corporation as a social institution (Bell 2004, p. 165). Equally important in international research has been the linking of the processes of modernization of cultural change with the enhancement of democratic values in the world, which was insisted on by Inghart and Welzel (2011). Of course, we believe that such transformations will lead to

a significant increase in social benefits in society, but an objective assessment of the effects of this type of sociologicalization can be delayed for decades. It should also be noted that some researchers point to the rapid formation of cultural demand, which is influenced by behavioral factors. For example, Guercini and Ranfagni (2015) focus readers' attention on the evolution of textiles and leather products in their country, which is quite right for this country. However, it seems paradoxical that the conditional rapprochement in the process of development of these media industries seems to have taken place under the influence of certain behavioral factors. It should also be noted that the processes of socialization and economization appear to be even more rapid and powerful in the sphere of media than in material production.

In the modern interpretation of the processes of socialization of the media, an extremely important role is played by the formation of a consumer outlook, which, according to the American scientist J. Casanova, began to transform rapidly in the age of globalization. It is this process of so-called secularism, as the modern philosophy of history, that provided "... a universal theological process of human development from faith to disbelief, from primitive magical irrational religion to modern rational post-metaphysical secular consciousness" (Casanova 2017, p. 243). From this, it follows that the morality of a new society is not always formed under the influence of a dominant country or religion in a particular region of the world. Instead, the presence of many denominations in a particular locality (in particular, the metropolitan areas in the leading countries) facilitates the convergence of conditional moral and ethical rules and the formation of new consumer behavior, an expanded (including media) offer of an information product. This kind of modern cosmopolitanism, which is becoming more and more widespread amongst a certain group of young people, in particular, those who are 15-25 years old, significantly influences the nature of the demand for a fundamentally new structure of bringing information and reproducing media through its mediation, emotions. This kind of sublimation of the views of media consumers has led to a new disposition of the role of the individual in the context of the expanding influence of the Fourth Industrial Revolution. Formed by one of her contemporary apologists, Schwab's (2019) basic concepts directly address the leading trends in technological progress and, at the same time, affect fundamental changes in consumer behavior, and, very importantly, a specific individual who are identified their selves as "deprived" in Schwab's "Opportunities of the citizen "(Schwab 2019, p. 84-85). In view of this, the concepts of identity, morality, ethics, management of public and private information (Schwab 2019, p. 90-91).

Contemporary economic studies that span specific fields of sociology are primarily concerned with the study of the limits of social responsibility of business, which is emphasized by Bobrova (2009), the socialization of entrepreneurship in the national economy, as indicated by Kharitonova and Krylovskaya (2014) and also the

sociologicalization of labor potential, which is defined as the dominant by Doronin and Golubev (2014). The current process of socialization of the media can undoubtedly be viewed, on the other hand, that is, given the possible prospect of the development of global governance and the national component in it. In its publication in London of Global Management 2025, the defects of the first quarter of the 21st century were clearly identified, covering scale, speed, regional disadvantages, transnational threats, prevention, institutional challenges, risks (Global Governance 2011, p. 96-98). At the same time, the role of the media, especially the Internet, in the formation of a global society was fully evaluated in this publication (Global Governance 2011, p. 51).

Not so long ago, Bludova, Chuzhykov and Leshchenko (2019) made an attempt to identify the advertising component of social networks using the example of Youtube, in which it was extremely important to identify the formal – logical and real consumer behavior regarding "swallow advertising " in the new conditions of digital society development, as well as managing the tastes and preferences of the young population of the country through so-called advertising expansion.

2 BEHAVIORAL PRECONDITIONS OF GENERATION Z

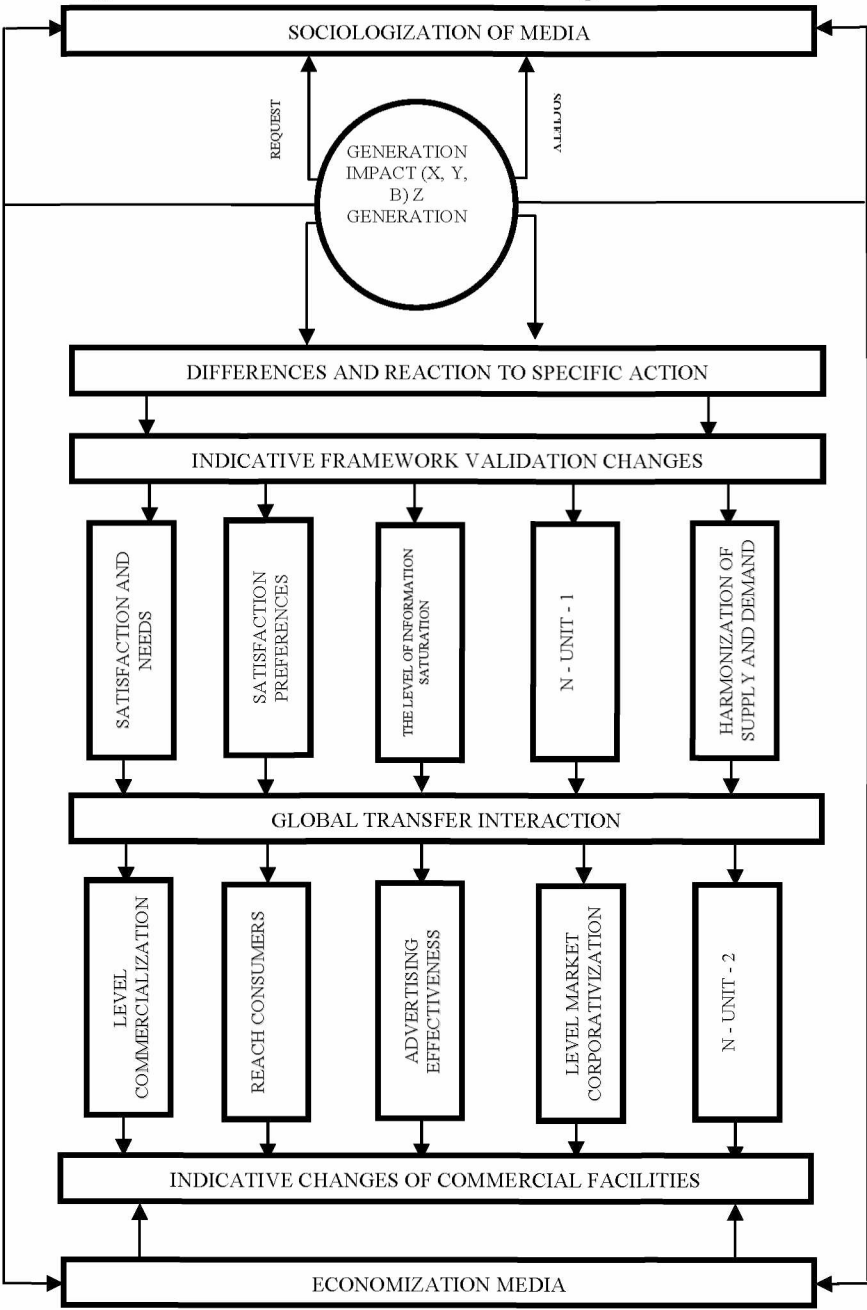
From the point of view of modern psychology, any active actions in the media sphere will always play an extremely important role in the social model of the country, which determines the unique economic specificity of a particular country. It is this kind of media conditionality that reveals the most important features of social behavior (Giles 2010, p. 29), or a variant of it – parasocial interaction, as indicated by the above mentioned author in his earlier writings (Giles 2002).

An important aspect of modern diversification is the identification of consumers' actions, perceptions and the identification of their behavior. According to Thaler (2018, p. 51), the economic behavior of consumers is an extremely important indicator of the study of the utility function of the product offered to the consumer. This approach, in our deep conviction, can be applied with great ease to the media, especially when it comes to TV shows, numerous serials and other mass formats, as well as the activity of producers (Thaler 2018, p. 358-359).

On the other hand, the creative economy of the media space contains the so-called entrepreneurial effect which, according to Howkins (2018, p.131), will be based on adherence to important principles, in particular, the attraction of creative personnel, connection to global production networks, including the art clusters, search for funding for projects, etc.

Consequently, behavioralisation, as well as the socialization of media products caused by it, greatly influence the economization of production, where, despite all the imaginary harmonization, profit is obtained (Fig. 1).

Figure 1: The logic of social and economic interaction in global media



Source: author.

In many current studies, the so-called focus on consumer behavior of a certain age and preference category of the population, commonly referred to as generation, plays an extremely important role. It is these generations (X, Y, Z) by Howe (2008) and Schroer (2019) that will determine the trends of global society development, new public interests, unexpected interpretation of the actions and interests of favorite characters in the near future.

Among the three important young generations, the following should be distinguished: generation X (years of birth 1965-1980), Y (1980-2000) and Z (since 2000). However, the most important for research is the last category, commonly referred to as the IT generation, as well as Home Landers, Homeland Generation, and New Silent Generation. It is for this generation that the hallmarks of high technology and creativity, hyperactivity, economy, pragmatic and, most importantly, multimedia, become characteristic. Often in the scientific literature, it is noted that this generation was born in the days of postmodernism and globalization. That is why, in our deep conviction, any sociological research should focus on this particular category, which will soon determine the significant corrections in the media business.

A rather widespread vision of the possible dominance of the processes of socialization of media, is its conditional antipode – economization. In our deep conviction, these approaches are chains of one network of media production focusing on the X, Y, Z generations and B (baby boomers of the generation, that is, people born in the 1950s). The perception of the changes taking place in the media industry is mirrored at different levels of identification of the development of the media, which is especially important when the existing indicative base is used and its future modification (N - UNIT 1 and N - UNIT 2). It should also be noted that, given the above components, the entrepreneurial component will continue to be an important part of global transfer interaction, within which the processes of socialization and economization of the media space are actively converging.

At the same time, it should be understood that generation Z is extremely representative of large-scale sociological and economic research. To his characteristic features, Stillman and Stillman (2019, p. 14-16), given the constant expansion of the information environment, add physical-digital world, extra-high personalization, realism, fear of missing an event, behavioral model (do himself), and motivation. These are the Z generation attributes listed above that make a critical look at the current media industry model and its promising power, demand, mobility, and selectivity for creative content.

3 SOCIOLOGIZATION OF GENERATION Z MEDIA DEMAND

Establishing objective patterns in the development of a global society is a complex analytical problem, which inevitably arises before specialists of various

specialties, among whom should be named sociologists, economists, marketers, psychologists, political scientists and other scientists, as well as numerous practitioners for which the achievement of the goal of the study is no important extremely. But also the level of validity and availability of the results obtained. It was for this purpose that a questionnaire was developed that young people, mostly aged 20-30 years, were able to answer questions on the relevant social platform during 2018-2019 (completed August 31, 2019). In view of this, an audience was identified that reacted quite vividly to the objective need to participate in the survey. Therefore, it turned out that 768 people from the Ukrainian side and 118 from countries such as Bulgaria, India, Italy, Germany, Georgia and Palestine took part in the final poll. This made it possible to make a systematic comparison of both the country peculiarities of the studied media trends and the identification of common and distinctive features in the behavior of the student youth of Ukraine and the above-mentioned states. In the case of a coincidence or a slight difference, one could speak of a common understanding of the respective generation, and in the case of differences, a national specificity. During the processing of the questionnaires it was established the next narratives:

- the overwhelming majority of respondents are young people aged 20-25 (85.5% of the total number of participants in Ukraine, 90.9% abroad);
- women are mostly interested in media issues (64.5% in Ukraine and 63.3% abroad). However, more than a third are male, which roughly adequately reflects the gender pattern of employment in the mainstream media;
- almost half of the respondents (48.7% in Ukraine and 45.5% in other research countries) study undergraduate studies, however, and this is very important; they do not always position themselves as junior students (21.1% in Ukraine 18 , 2% – abroad). It should also be noted that the stated structural model of responses for other groups is somewhat different. In Ukraine, it is more colorful.

The above indicators quite clearly indicate the relative homogeneity of the youth groups studied, their objective selectivity in the process of determining priorities and desires. However, research into quality metrics and relationships to media transformation has a number of common and distinct features. An important indicator of student employment is the budget of time, including free time.

Figure 2: Share of time spent studying (including academic classes)



Source: author.

From the data obtained, it follows that 21% of Ukrainian university students spend only 1 hour a day studying (it can be assumed that they mostly miss classes). 35.5% of respondents take 1-3 hours and only 36.8% take 4-6 hours a day for their education. Among foreign students, this distribution looks a bit different. Only 9.1% of respondents said they had been studying for no more than one hour daily. Most of the foreign generation Z study for 1-3 hours, 9.1% spend 4 to 6 hours, and almost a third – 27.3% spend 7 to 9 hours on training. Quite a traditional test to determine the "digital attachment" of students in the study group was always considered the question of how often to check the mailbox of his E-mail (eventually added Viber and other communications). 38.2% of those who check every day, or even less often among the Ukrainian respondents, do it 2-3 times a day. What is striking is that 15.8% check their inbox 8 times or more during the day.

Figure 3: Number of checks of your mailbox (e-mail) per day

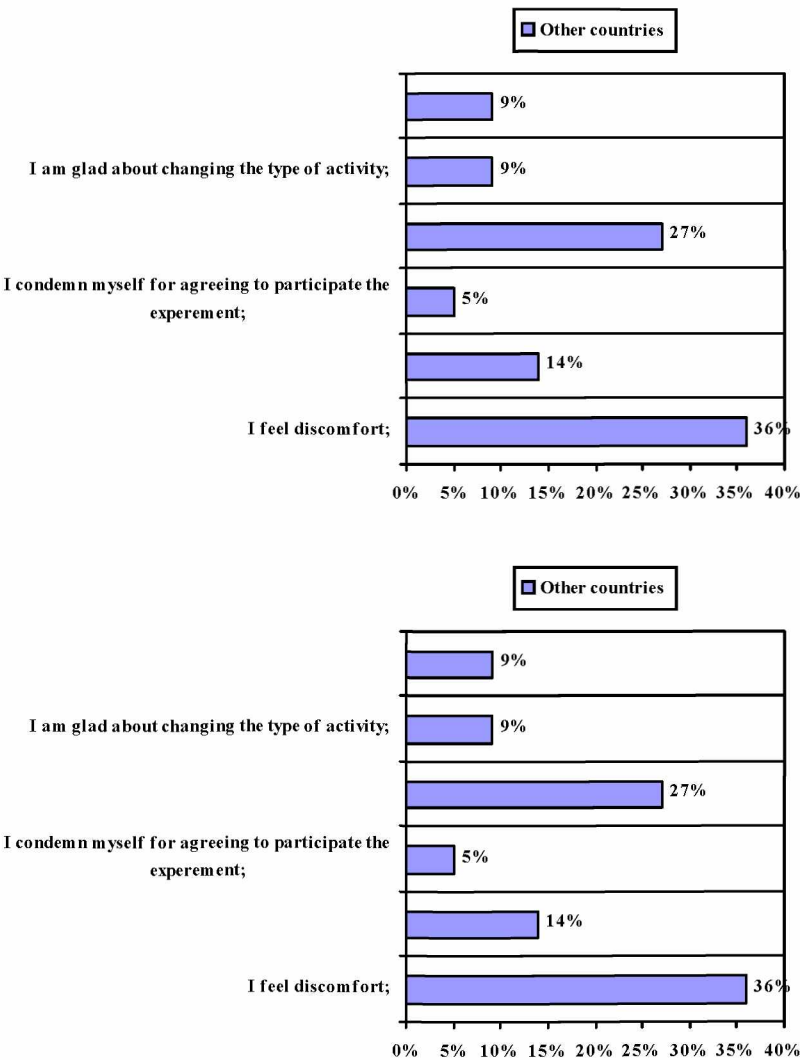


Source: author.

For foreign students, it should be noted that the frequency of attendance was quite indicative. The share of those who visit their mailbox 2-3 times a day is 36.4% of the total number of respondents, 4-5 times – 9.1%, but the rest of the respondents were distributed in equal percentage – 18.2%.

From the point of view of contemporary sociological analysis, it was extremely important to evaluate the nature of the discomfort of the respondents in case of denial of access to the Internet.

Figure 4: Number of checks of your mailbox (e-mail) per day



Source: author.

According to the calculations, for both Ukrainian and foreign respondents, the loss of Internet access is quite a significant element of discomfort. At the same time, the number of those who are neutral in Ukraine and foreign countries differ slightly. It is also worth noting that virtually all respondents recognize their Internet addiction, but not every one of them wants to consider themselves a "hostage" or an "add-on" to their computer. Nevertheless, all respondents highly value the problem of information security. 46.1% of Ukrainians surveyed believe that information security is extremely important to them, 51.3% consider it important but not critical. In doing so, most respondents would agree to pay for confidentiality only under certain conditions. 30.7% of those polled said they did not trust the system of individual security measures.

The situation is similar with those interviewed abroad. For generation Z, security of personal information (54.5% of respondents) was extremely important, and for 45.5% it was important, but not critical. However, only 9.1% of respondents agree to pay for "information protection". As in Ukraine, the largest share is 36.4% of those who will act on the situation.

The above data allow us to state:

- the relative homogeneity of the two interviewed groups with similar aspirations, age, preferences and interests;
- the overwhelming majority of respondents stereotypically respond to the budget of their time and devote about 3-4 hours per day to training, meaning they have a lot of free time;
- the surveyed groups demonstrate approximately the same dependence on the Internet and the receipt of "important", in terms of respondents, e-mail, Viber and other sources of information;
- for the vast majority of those polled, protecting their own information is extremely important, but paying for additional privacy measures will only be credited to the providers when they are convinced that the security of their correspondence and activities is actually achieved;
- the priorities for using your free time with generation Z are similar.

The above considerations make it possible to move on to the second phase of the proposed study, which will fully identify the trends in the media field as an important sector of the realization of the ambitions of the generation Z.

The future of television, the overwhelming majority of Ukrainian respondents, sees the complete transfer of all television formats to the Internet – 42.7%. Almost a third (29.3%) are convinced that television should be transformed into something else, and the respondents predict complete loss of relevance (13.3%), or a small

audience focusing on so-called soap operas (13.3%)). The foreign respondents' projections are similar, however, they are even more than Ukrainians, convinced of the future integration of TV into the Internet (45.5%). At the same time, it should be noted that the percentage of supporters of soap operas is higher in this group of respondents (18.2%).

The views of Generation Z on other media are quite interesting. For example, only 3.9% of Ukrainians surveyed listen to the radio, 15.8% never listen to it, 40.8% – only in the car, 39.5% – only occasionally. Thus, the automotive sector has proven to be a potentially important factor in the further diversification of the media, which cannot be said about buying newspapers. 68.4% of Ukrainian respondents never buy newspapers, while the rest do not regularly. The same is true for magazines – 52.6% (answer – never), 38.2% (sometimes). Few women buy specialized magazines once a week. Foreign respondents also have indicators based on 45.5% of them never read newspapers and only 36.4% read them sometimes. However, the lenient attitude towards magazines, as in Ukraine, is quite obvious (63.8% of respondents do this from time to time, and only 27.3% never). The percentage of students who listen to radio on a full-time basis abroad (36.4%) is much higher than in Ukraine (18.2%).

In our deep conviction, the development of many trends cannot be limited to the product sector alone, because the creation of product shows has a significant impact on the average citizen's perception of a competitive format, their moral and material value. In this regard, it is extremely important to systematically assess the significance of a particular global teleformat (Table 1).

Table 1: Generation Z perception of global teleformats in Ukraine and abroad, %

<i>Format name</i>	<i>The percentage of benefits in Ukraine</i>	<i>Rank in Ukraine</i>	<i>The percentage of benefits abroad</i>	<i>Rank abroad</i>
"TheVoice"	26.7	1-2	36.4	1-2
"Masterchef"	26.7	1-2	36.4	1-2
'So you think you can dance "	16.0	3	0.0	-
"The country's Got Talent"	12.0	4	9.1	3-5
"The Bachelor"	9.3	5	9.1	3-5
"X Factor"	6.0	6	9.1	3-5
"The Battle of psychics"	3.3	7	0	-

Source: author.

According to the table, the absolute leaders among the teleformats are "The Voice" (Voice of the country) and "Masterchief". Given the high ranks, in the first and second cases, they will retain their leadership for the next five years. The teleformats "Country got talent", "Bachelor" are in steady demand, while "So you think you can dance" and "Battle of Psychics" vary greatly across countries and regions.

The future of many media projects depends heavily on their commercialization, which in turn is dependent on the amount and duration of EU-regulated advertising and is not regulated in Ukraine. The answers of Ukrainian and foreign respondents thus differ significantly. In particular, domestic respondents suggested two models: 43.4% - regulated advertising volumes, and a moderate fee for television broadcasting, or - 36.8% of respondents agreed with the approach – no advertising and a subscription fee for use. At the same time, 43.4% are convinced that the future of television is based on the production of competitive formats by the leading countries, 26.3% of Ukrainians believe that the future is based on global formats, which should be adapted to the specific conditions of local markets. Similar are the responses of foreigners who, like Ukrainians, belong to the generation Z.

4 CONCLUSIONS

The process of media socialization is an objective reality of the systematic convergence of the producers of the respective products, their adaptation to local markets and the global transfer of media formats. A significant sign of the times was the high level of diffusion of consciousness of consumer tastes of their preferences, standards of behavior, emotions impartially imparted by global media corporations, the growing influence of which is hard to overestimate the population of the countries of the world.

Naturally, the processes of commercialization of media companies' activity in the world practice are often harmonized with the ideas of humanization, sectorisation of production and maximum consideration of consumer needs. Instead, an important consequence of this kind of action is a change in their behavior, the main content of which is now being studied by psychologists, economists, and sociologists.

An important indicative trend of socialization and economization of media development has recently been the questioning of consumers of relevant products in different countries of the world and the tracking of influences on their behavior of the relevant "stimuli". The need for selective homogenization of groups (age 20-30 years, the ratio of men and women, acquired university status, etc.) became essential in the research. The stated requirements made it possible to identify the international group that was being surveyed as relatively homogeneous and one that could be considered as stable in determining the trends of behavior of generation Z, which allowed to state the following:

- Ukrainian and international groups have approximately the same view on the development of the media business and the processes of its socialization;
- In general, there is a decrease in the proportion of study time in the structure of students' daily budget, so it can be predicted that they have much more free time, which clearly illustrates the so-called Z generation Internet addiction (that is, we are dealing with the substitution effect);
- This age group is an active user of the Internet and seeks additional information security for their data, for which the Z generation agrees to pay;
- Both Ukrainian and foreign groups acknowledge that radio, newspapers, magazines have lost their informational significance. They are deeply convinced that already in the near future, TV will be automatically transferred to the Internet, and its small sector of soap operas will remain important only for a small group of consumers.

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