Escaping the “virtual promenade” – new trends in use of social networks by members of generation “Z"

# Details

## Year

2017

## Scope

National

## Countries

Croatia

## Type

Empirical research – Mixed methods

## Methodologies

## Other Methodology

Comparative method

## Researched Groups

Children

## Children Ages

Adolescents (14-18 Years old)

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Not mentioned

# Goals

The fact that social media platforms gain large number of consumers, and fast, researchers wanted to see if Croatian students follow world trends regarding the use and preference of certain social networks. Also, they wanted to see what is more relevant when it comes to social media use by Generation Z, what types of content are they most interested in, what type of content do they create, etc.