

Transforming Social Media Usage Paradigms Among Millennials: Analysing Preferences, Behaviours, and Strategic Implications

Peter Krajčovič

The Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovakia

peter.krajcovic@ucm.sk

Abstract: The paper examines the current trends and usage of social media platforms by Millennials, with an emphasis on their preferences, behavioural patterns and the paradigm shift of using these platforms. This paper presents an overview of current studies addressing trends in social media usage, with a particular focus on academic and scholarly publications, as well as studies. The paper presents an analysis of self-reported data on social media use among Millennials. The author conducted comprehensive research and a series of individual in-depth interviews with the objective of determining the number of social media platforms currently utilised by Millennials, the primary reasons for their usage, the individuals they follow on social media, their preferences regarding post content, and their perceptions of the various social media platforms. Particular attention is paid to the perception of social media platforms in relation to educational institutions. The paper also offers recommendations for educational institutions regarding the use and communication through social media platforms.

Keywords: Marketing Communication, Millennials, Paradigm Shift, Social Media, Usage Preferences.

1. Introduction

The advent of social media has become an integral part of everyday life, and its impact on individuals and society is growing. However, with the rise in popularity, as well as technological advances, new trends have emerged, and changes in the overall way they are used have also been observed.

The Millennial generation, in particular, is of significance within this paradigm, as it is a demographic of young people for whom the utilisation of social media is a defining aspect of their lifestyle. A substantial proportion of Millennials (86%) engage with social media on a daily basis, thus categorising them as the "always on" generation (Rideout and Watkins, 2018).

Furthermore, they are the most prolific consumers of digital content. In comparison to non-Millennials, Millennials represent only 35% of total media consumption, with the remaining 60% being consumed through more traditional means (Palm and Pilkington, 2016).

The use of social media by Millennials is inextricably linked to leisure, entertainment, and active information-seeking. A substantial proportion of their day is dedicated to social media, with a reported average of over two and a half hours per day (MSS Media, 2024). This extensive usage is not merely for socialising but also as a primary source of news, entertainment, and brand interactions.

Furthermore, the influence of social media on the consumption habits and opinions of this generation is also evident. A recent study found that 67.9% of Millennials had made at least one purchase in the past month based on social media content (Wagner, 2023).

In contrast, there have been significant shifts in the preferences, usage patterns, and overall time spent on social media by this generation of users in recent years. It is imperative for effective social media marketing strategies to understand how Millennials utilise their time on social media (GWI, 2024).

According to Kemp (2024), the average time spent using social media by internet users aged 16 to 64 at the end of January 2024 was 2 hours and 23 minutes each day. A further breakdown of these figures reveals that individuals between the ages of 16 and 24 allocate the most time to social media, with women spending an average of 2 hours and 59 minutes and men 2 hours and 32 minutes. The world's most used social media platforms are Facebook, YouTube, WhatsApp, Instagram and TikTok. The most popular social media platforms are Instagram, WhatsApp, Facebook, WeChat and TikTok. The average number of social media platforms actively used by internet users worldwide each month is 6.7. Internet users report that they spend the most time using the TikTok platform, with an average of 34 hours per month (Kemp, 2024).

The present study examines the use of social media by Millennials, with a particular focus on the paradigm shift that has occurred in this area. The study's scope encompasses the following domains: the current number of social media platforms utilised by Millennials, the predominant reasons for their usage, the individuals they follow on social media, their preferences regarding post content, and their perceptions of various social media

platforms. A range of research techniques are employed, including an original qualitative survey and data analysis, to examine the issues under investigation and offer new insights and perspectives.

2. Literature Review

A plethora of authors in the extant literature have discussed the changes in social media use and its impact on different generations. In the context of examining the utilisation of social media by Millennials, we identify particularly pertinent authors who explore the relationship between Millennials and several interconnected factors, including digital consumption and social impact, motivation and user preferences, and technological influence and social media trends.

2.1 Digital Consumption and Social Impact

Lesmana (2024) offers noteworthy insights into the consumption dynamics of Millennials, underscoring the necessity of comprehending their preferences and concerns within the digital marketplace. His research indicates that Millennials are increasingly aware of social and environmental issues, which influences their purchasing decisions. They tend to favour brands that align with their values regarding sustainability and ethical practices.

Dwivedi and Lewis (2021) emphasise the significant role that life concerns play in shaping Millennials' social media behaviour, highlighting both the challenges and opportunities that arise from this relationship. Their research indicates that Millennials utilise social media for various reasons, including seeking information, connecting with others who share similar concerns, and raising awareness about issues that matter to them.

Bolton et al. (2013) underscored the intricate nature of social media usage and its ramifications, emphasising the necessity for a more profound comprehension to facilitate effective navigation of the progressively evolving digital terrain. Their findings indicate that social media use is influenced by a combination of environmental factors (such as economic, cultural, and technological conditions) and individual factors (like socio-economic status and personal goals).

2.2 Motivation and User Preferences

Ng and Lee-Post (2019) provide valuable insights into the motivations and behaviours of Millennials in social media contexts, emphasising the importance of enjoyment and trust in driving participation. The most significant factor identified is hedonic motivation, which refers to the enjoyment and fun derived from using these technologies. Trust in technology and trust in community are also crucial determinants.

Park, Chen, and Cheng (2021) emphasise the intricate interplay between motivation, social dynamics, and user experience in determining the continuous intention to use social media services among Millennials. Their research highlights that motivation is positively associated with both flow and social reward, suggesting that when users are motivated, they are more likely to experience engagement with the platform.

Alan and Kabadayi (2016) investigated the relationship between social media users' personality and their social media usage intention. The study's findings underscore the significant impact of personal factors, including age, gender, and personality traits, on social media engagement. Specifically, females were found to be more active on platforms that emphasise social interaction, while males may prefer platforms that focus on content sharing and gaming.

Vukmirović, Domazet, and Kostić-Stanković (2020) have drawn attention to the growing importance of Millennials in communication strategies. Their research highlights the necessity for organisations to adopt personalised, interactive, and real-time communication approaches tailored to Millennials' interests.

2.3 Technological Influence and Social Media Trends

Ardi and Putri (2020) conducted a comprehensive analysis of the impacts of social media use on Millennials' social behaviour and interactions. Their research suggests that social media has had a significant influence on social interactions and relationships within society.

Girish and Swapnil (2023) highlight significant differences in social media usage between Millennials and Generation Z. The study found that Generation Z uses social media more extensively for various purposes, including education, entertainment, and socialisation, compared to Generation Y. However, both generations use social media equally for seeking information.

Slepian et al. (2024) provide a comprehensive overview of Millennials' defining traits, emphasizing their immersion in digital technology and its impact on healthcare preferences, such as telehealth adoption.

Lee and Circella (2019) provide a thorough analysis of Millennials' ICT usage and its impact on transportation choices, offering insights into their preference for shared mobility and multimodal travel. The findings highlight that intense ICT users, many of whom are Millennials and Gen Zers, exhibit reduced reliance on private vehicles.

Alison (2013) explores generational differences influenced by social, economic, and technological factors, particularly emphasizing Millennials' and Gen Z's integration with digital technology. Early exposure to technology has shaped these generations' collaborative habits and seamless blending of work and social lives.

Lupien and Oldham (2012) critically examine the impact of Millennials on libraries and higher education, emphasizing their comfort with technology and preference for internet-based resources over traditional library tools.

Ong et al. (2024) advance psychological and marketing theories by exploring persuasion mechanisms and generational differences in information processing between Millennials and Generation Z.

Duh and Dabula (2021) emphasise that given the frequent social media use by Millennials and their ability to influence others, it is important to educate and motivate them. Social media plays a key role in shaping their attitudes and behaviours.

3. Aims and Methodology

The objective of this paper is to examine the current trends and usage patterns of social media platforms by Millennials, with a specific emphasis on their preferences, behavioural tendencies, and the paradigm shifts resulting from their engagement with these platforms. Particular attention is paid to the perception of social media platforms in relation to educational institutions.

The study adopts a descriptive research design to explore the multifaceted dimensions of Millennials' social media usage. This design facilitates the identification of patterns, preferences, and perceptions related to their interaction with social media platforms.

To this end, the author conducted a comprehensive research study, comprising a series of in-depth, semi-structured interviews with users of social media aged between 28 and 34 years. The study's objectives included the determination of the number of social media platforms currently utilised by Millennials, the primary reasons for their usage, the individuals they follow on social media platforms, their preferences regarding post content, and their perceptions of the various social media platforms.

A purposive sampling method was employed to ensure the inclusion of participants with diverse experiences and usage patterns across multiple platforms. The final sample comprised 34 participants.

The following research questions were formulated:

RQ1: What are the most common reasons Millennials use social media platforms?

RQ2: What are the current trends in following content on social media platforms?

RQ3: How do Millennials rate different social media platforms?

RQ4: What types of posts do Millennials most often prefer?

RQ5: What is the average amount of time Millennials spend using their smartphone?

RQ6: Which social media platforms are preferred by Millennials for the purpose of researching educational institutions?

RQ7: To what extent is it important for Millennials that the educational institutions where their children should study communicate through social media platforms?

4. Results and Discussion

According to the online encyclopaedia *Britanica* (n.d.), one of the defining characteristics of Millennials is that they came of age during a period of significant technological development, particularly in relation to the proliferation of the Internet. This generation is notable for being the first to have had access to computers, mobile

phones and smartphones from a young age. As young adults, they became the primary consumers of social media and streaming entertainment. However, the rapid advancement of technology has resulted in the emergence of a nuanced sub-cohort (Britanica, n.d.).

This generation is notable for being the first to have had digital technology ingrained in every aspect of their daily lives. They utilise social media platforms such as Facebook, Instagram, and TikTok to maintain connections with friends, employ dating apps like Tinder, Bumble, and Hinge, and expand their professional networks through LinkedIn. Millennials are also the generation that is raising their own children. In this capacity, they are confronted with a range of issues, including the selection of kindergarten, primary school or other educational institutions (e.g. private, language schools). In this context, it is interesting to see how this generation uses social media platforms when choosing a school or educational institution.

Our survey results yielded several noteworthy findings concerning the perception of individual social media platforms, their utilisation, and the aggregate time spent using smartphones. The findings have been categorised into distinct groups according to the specific areas of investigation.

4.1 The Duration of Social Media Platforms Utilisation

In this category, an analysis was conducted to ascertain the duration of time that Millennials have been utilising each social media platform.

A notable finding was that *Facebook* has a significant proportion of users who have been using it for more than 10 years. It is a conventional platform that gained prominence during the Millennials' formative years. A smaller number of people have been using it for five to 10 years, indicating a stable but declining popularity among younger Millennials.

In contrast, *Instagram* has emerged as a dominant platform within the 5-10 age group, suggesting that it has experienced a surge in popularity during the last decade. The adoption of Instagram by younger demographics has been gradual, with a high retention rate of users who have been active for less than a year.

TikTok, a comparatively recent platform, has the highest concentration of users in the 1-4 years category. The absence of users in the 5+ age group corresponds with the platform's recent emergence. A significant proportion of the population does not utilise it, a phenomenon that may be attributed to generational preferences.

LinkedIn, conversely, is more prevalent among Millennials, suggesting that it is less popular as a professional networking platform among this age group. Those who do use it have started using it more recently.

In contrast, the *Twitter* platform appears to be less popular among Millennials, with the majority of respondents reporting that they do not use it at all. A mere fraction has been using it for over five years.

YouTube emerges as the platform with the highest long-term popularity. This suggests that it is a universal platform for long-term content consumption.

In contrast, *WhatsApp* has garnered a more modest level of popularity among users who have been active for 5 to 10 years, and particularly among those who have been using it for the longest time.

WeChat and *Telegram* have yet to achieve widespread popularity, with the majority of respondents indicating that they do not utilise these platforms. *Snapchat* has maintained a consistent level of popularity among the 5- to 10-year-old demographic; however, a significant proportion of Millennials do not employ it.

Pinterest exhibits a distribution of users between the 5-10 age group and the "don't use" category. While it can serve as a specific platform for inspiration, its universality is limited.

The *Day by Me* platform is utilised by a minimal number of individuals, with a considerable proportion of users reporting that they do not employ it.

4.2 The Primary Rationales for the Social Media Platforms Utilisation

In this category, the primary motivations for utilising various social media platforms by Millennials were examined, encompassing activities such as maintaining connections with family and friends, utilising leisure time, staying informed about current affairs, accessing video content, and staying current with discourse.

The predominant rationale for utilising *Facebook* is to maintain communication with family and friends. However, the platform is losing its appeal for activities such as watching videos or sharing personal content, suggesting its transition to the role of a "traditional" social media platform.

The primary functions of *Instagram* appear to be the following: following celebrities and influencers, sharing personal activities, and following favourite brands. Furthermore, Instagram has emerged as a platform for Millennials seeking inspiration for purchases and maintaining awareness of current trends. This suggests that Instagram is a powerful tool for visual and trending content.

TikTok is primarily utilised for the purposes of occupying leisure time, sourcing inspiration for expenditure, viewing videos, and seeking answers to queries. The primary focus of this platform is on entertainment and the expeditious consumption of content.

X (Twitter) usage is very low, suggesting that the platform is not a primary choice for Millennials. Those who do use it do so for two main reasons: to keep up to date with current affairs and to follow current events.

YouTube: The predominant rationale for utilising YouTube is to view video content and acquire knowledge. YouTube is also utilised for educational purposes, such as finding information for school and obtaining answers to various questions. This data suggests that YouTube is the primary source of informational content for Millennials.

In the context of *WhatsApp*, the predominant usage patterns are centred around communication with family and friends. The primary function of WhatsApp appears to be for maintaining communication with family and friends. This underscores its role as a medium for direct and personal communication.

Pinterest is predominantly utilised for the discovery of shopping and leisure inspiration. It is evident that the platform's primary focus is on visual planning and creative projects.

In contrast, *Snapchat*, *Telegram* and *Day by me* have a less prominent popularity, with activities primarily occurring in isolation. For instance, Telegram is sporadically employed for the dissemination of insights and recommendations, while Snapchat and Day by me lack a discernible primary function.

4.3 Trends Within Social Media Platforms

In this category, an investigation was conducted into the social media platforms that Millennials follow.

The most prevalent social media platforms for friends and acquaintances are *Facebook* and *WhatsApp*, which serve as primary conduits for maintaining personal connections.

In the realm of *Instagram*, the focus shifted to actors, singers and influencers. Instagram has been identified as the dominant platform for following celebrities, influencers, and professionals. This platform is pivotal for entertainment, trends and professional inspiration.

TikTok and *Instagram* have become prominent platforms for entertainment content, such as memes and parodies, while Facebook is experiencing a decline in relevance in this regard.

In the realm of education and learning, *YouTube* and *Instagram* have emerged as the predominant platforms for DIY content and educational institutions. *TikTok* also boasts a relatively large following of users interested in educational content.

4.4 The Perception of Individual Social Media Platforms

In this category, an investigation was conducted into how Millennials perceive various social media platforms, with a particular focus on the positive (modern, fun, timeless, relevant) and negative (outdated, boring, irrelevant, untrustworthy) attributes.

Facebook faces challenges in terms of perceptions of modernity and relevance. Despite its continued utilisation, the platform's image of obsolescence underscores the imperative for substantial modifications or the strategic targeting of the older demographic.

Instagram is perceived as modern, relevant and fun, and is the platform with the best image among Millennials. However, it does not stand out significantly in terms of timelessness.

TikTok is regarded as contemporary, yet it faces challenges in establishing its credibility. It is increasingly being regarded as the preferred medium for entertainment.

LinkedIn is the predominant platform for professional content and is held in high regard. Nevertheless, it is not perceived as entertaining or timeless.

YouTube is regarded as a modern and relevant platform for entertainment and content, but it is not perceived as timeless.

WhatsApp is regarded as a reliable and timeless medium for communication, but it is not perceived as a source of enjoyment or modernity.

WeChat is facing challenges in terms of its modernity and relevance among Millennials.

Telegram suffers from credibility and obsolescence issues, which may be a result of its focus on smaller, more specific communities.

Snapchat maintains its image as an entertainment platform, but growing perceptions of obsolescence may signal its gradual decline.

Pinterest maintains its modern image and relevance for specific creative and visual activities.

Day by Mehas has a very weak perception among Millennials, signalling low popularity and targeting specific lower segments.

4.5 Preferred Contribution Types on the Individual Social Media Platforms

In this category, an investigation was conducted into the types of posts that Millennials prefer on each social media platform. The following were considered: statuses, photos, videos, livestreams, stories and reels, carousels, vlogs and sharing texts.

Facebook predominates in text-based posts and exhibits relevance in content dissemination. However, its usage for other content types, such as photos and videos, is significantly lower, suggesting a focus on information and text-based statuses.

Instagram is the platform that garners the highest level of user preference across all content types, including photos, stories, reels, and carousels. Its versatility and visual nature make it a key platform for Millennials.

YouTube dominates in longer videos and vlogs, but its use in shorter formats such as stories or reels is minimal.

TikTok is oriented towards videos and vlogs, suggesting that Millennials utilise the platform for content that is entertaining and dynamic.

X (Twitter) facilitates text-based posts, other forms of content are negligible.

LinkedIn is not widely used for visual content; however, the presence of visual content suggests that professional series of images or presentations are appearing here.

In the context of instant messaging applications, such as *WhatsApp*, *WeChat*, and *Telegram*, the dissemination of visual content is particularly salient. These platforms demonstrate a negligible propensity for all content types. Their primary function is communication rather than the sharing of media content.

4.6 The Significance of Social Media Utilisation by Educational Institutions

In this category, the investigation focused on the perceived importance of social media presence by educational institutions for millennial parents. The importance of these platforms was assessed on a scale of 1 to 5, with 1 representing least importance and 5 representing most importance.

The platforms that emerged as being of the greatest importance included *Instagram*, *LinkedIn*, *YouTube*, and *Facebook*.

A significant proportion of respondents considered the presence of an educational institution on *Instagram* to be very important. This social network appears to be pivotal for outreach due to its visual content and interactive formats such as stories and reels. *LinkedIn* is regarded as being of particular significance for parents who prioritise professional development and seek content that is conducive to career advancement. *YouTube* is regarded as a valuable source of information, particularly for video content such as virtual tours.

TikTok and *WhatsApp*, despite their perceived relevance, are considered important for specific purposes. *TikTok*, however, has garnered more mixed perceptions. While some respondents regard it as highly significant, others

do not engage with it. *WhatsApp* is regarded as a means of communication rather than a marketing platform, yet some respondents perceive it as a valuable source of expeditious information.

Platforms such as *WeChat*, *Telegram*, *Snapchat*, *Pinterest*, *Day by Me* and *Twitter (X)* have been identified as having low importance, either due to their limited recognition or their perceived irrelevance for educational institutions.

4.7 Finding Information about Educational Institutions on Social Networks

In this category, an exploration was conducted into which social media platforms Millennials would utilise for seeking information, recommendations and experiences related to the selection of an educational institution. The investigation revealed that *Instagram* and *Facebook* predominate in the search for information, with *Instagram* being particularly favoured for its visual content. *Facebook* retains its relevance primarily due to the presence of official institution pages and community groups. *LinkedIn* and *YouTube* are also employed for information seeking, albeit to a significantly lesser extent. In terms of recommendation seeking, *Facebook* emerges as the dominant platform due to its active communities and group posts. *YouTube* also enjoys popularity, particularly for its micro-review videos. *TikTok* is an emerging platform in this context, and it is interesting to note that it is particularly popular for fast and authentic content. In terms of search experiences, *YouTube* and *Instagram* dominate, with *TikTok* also having a strong presence, especially for fast and authentic content. *LinkedIn* also has a significant presence, although not as frequent, in this area.

4.8 Time Spent Using Your Smartphones

Finally, we focused on the amount of time Millennials spend using their smartphones. The data was collected directly from the smartphones of participants in the in-depth interviews using an application to measure usage time. To facilitate the comparison of the data, values expressed in hours and minutes per day were converted to weekly values (7 days).

The results indicated that the majority of Millennials engage with their smartphones for more than four hours daily. The mean weekly duration of smartphone usage was found to be 35 hours and 51 minutes. The minimum value recorded was 20 hours per week. The maximum value recorded was 91 hours and 28 minutes per week. The most prevalent values ranged between 28 and 56 hours per week.

5. Conclusion

The present study examined contemporary trends and the utilisation of social media platforms by Millennials, with a particular focus on their preferences, behavioural patterns, and the paradigm shift in their use of these platforms. The primary objective of this study was to reveal the transformative social media usage paradigms among this generation, which represents a significant segment of social media platform users. The research methodology involved the collection of data on the number of social media platforms currently utilised by Millennials, the primary reasons for their usage, the individuals they follow on social media, their preferences regarding post content, and their perceptions of the various social media platforms. The findings yielded interesting insights into the Millennial generation's relationship to and use of social media, as well as the behavioural patterns of this generation on social media platforms and their preferences. The analysis of these areas revealed interesting trends and behaviours that are shaping the way this generation interacts with the digital space.

In terms of the duration of social media platform usage, measured in years of active use, Millennials demonstrated consistent yet diversified preferences across various platforms. *Facebook* and *YouTube* have been identified as platforms with a long-standing presence, while newer platforms, such as *TikTok*, have demonstrated a surge in popularity.

The investigation further revealed that individual platforms assume specific roles in the lives of their users. While *Facebook* is primarily used for maintaining personal contacts, *Instagram* is used for trend tracking and visual communication, and *TikTok* dominates the entertainment sector. *YouTube*, conversely, has emerged as a predominant source of informational content, underscoring its significance in educational pursuits and facilitating the discovery of answers to a wide range of queries.

With regard to the consumption of social media content, it has been determined that Millennials are most active in following friends and family, celebrities, and entertainment or educational content. In the context of

entertainment and educational content, Instagram, TikTok and YouTube have the greatest influence, while Facebook is more oriented towards personal connections.

Furthermore, the perception of the various social media platforms is nuanced. While Instagram is regarded as modern and relevant, Facebook is perceived as outdated. TikTok, despite being regarded as contemporary, faces considerable credibility challenges. In contrast, YouTube and WhatsApp maintain an image as versatile and reliable platforms.

With regard to the preferred post types, visual formats such as photos, stories and reels predominate, particularly on Instagram. Conversely, video content such as vlogs and videos are popular on platforms such as TikTok and YouTube. Textual posts continue to predominate on platforms such as Facebook and Twitter.

In the context of selecting an educational institution, research indicates that Instagram, Facebook, YouTube and TikTok are the most significant platforms for millennials. Whilst LinkedIn is also prominent, it is used less frequently. Instagram has emerged as a universal platform. Millennials utilise this platform to seek information, recommendations and experiences pertaining to the selection of an educational institution. This platform is regarded by millennials as the most significant for educational institutions. YouTube also plays an important role, especially for its video content. Despite a decline in usage, Facebook maintains a stable position. The increasing popularity of TikTok is indicative of its potential to become a significant source of experience and recommendations, particularly due to its authentic and concise nature.

The results of the research demonstrate that Millennials allocate a substantial proportion of their time to mobile devices, with an average weekly usage duration exceeding 35 hours.

The findings that emerge from this research offer a valuable opportunity for further exploration and application in digital marketing and social media design. In the context of educational institutions, this encompasses the utilisation of social media and the manner in which we communicate, as social networks are assuming an increasingly pivotal role in the decision-making process when selecting educational institutions. Institutions are therefore advised to adapt their strategies to suit their target audiences. Visual content on Instagram and YouTube, professional content on LinkedIn and authentic experiences on TikTok have the potential to increase their appeal. The following recommendations can be drawn from the results of the research. Instagram and YouTube should be considered as key channels for educational institutions, as these platforms have been found to reach the majority of the target audience. However, educational institutions should also develop their presence on LinkedIn, especially if they focus on career-oriented education. In addition, the use of WhatsApp as a complementary channel for direct communication with parents can be a valuable strategy. While the efficacy of the social media platform TikTok is contested, the potential for creative content to reach target demographics is noteworthy.

6. Limitations of the Study

The study acknowledges potential limitations, including a reliance on self-reported data, which may be subject to biases, and the restriction to a single age cohort, which may limit generalizability across other generational groups. The study and survey results are also subject to several other limits and limitations. Firstly, the number of respondents is limited, as is the duration of the survey. Furthermore, the implementation of research was confined exclusively to the conditions of the Slovak Republic. Notwithstanding these limitations, the study's findings offer intriguing insights, necessitating further research to explore their implications.

Acknowledgement

This paper is a result of the scientific project APVV-22-0469 entitled "Roadmap of a digital platform providing AI (Artificial Intelligence) automation of decision-making processes in the field of communication strategy".

References

- Alan, A. K. and Kabadayi, E. T. (2016) "The Effect of Personal Factors on Social Media Usage of Young Consumers", *Procedia - Social and Behavioral Sciences*, Vol 235, pp 595–602.
- Allison, D.A. (2013). "A culture of technology", *The Patron-Driven Library. A Practical Guide for Managing Collections and Services in the Digital Age*, pp 23-37.
- Ardi, Z. and Putri, S. A. (2020) "The analysis of the social media impact on the millennial generation behavior and social interactions", *Southeast Asia Journal of Technology and Science*, Vol 2, No. 1, pp 70–77.

- Bolton, R.N., Parasuraman, A., Hoefnagels, A., Migchels, N., Kabadayi, S., Gruber, T., Komarova Loureiro, Y. and Solnet, D. (2013) "Understanding Generation Y and their use of social media: a review and research agenda", *Journal of Service Management*, Vol 24, No. 3, pp 245–267.
- Duh, H.I. and Dabula, N. (2021). "Millennials' socio-psychology and blood donation intention developed from social media communications: A survey of university students", *Telematics and Informatics*, Vol. 58, 101534.
- Dwivedi, A. and Lewis, C. (2020) "How Millennials' life concerns shape social media behaviour", *Behaviour & Information Technology*, Vol 40, No. 14, pp 1467–1484.
- Flaspohler, M.R. (2012). "The Millennials go to the library: Or do they?" *Engaging First-Year Students in Meaningful Library Research. A Practical Guide for Teaching Faculty*, pp 13-42.
- Girish, M. and Swapnil, U. (2023) "Social Media Usage: A Comparison Between Generation Y and Generation Z in India", *International Journal of E-Business Research*, Vol 19, No. 1, pp. 1–20.
- GW. (2024) *Meet the Millennials*, [online], <https://www.gwi.com/reports/Millennials>
- Lee, Y. and Circella, G. (2019) "ICT, millennials' lifestyles and travel choices", *Advances in Transport Policy and Planning*, Vol. 3, pp 107-141.
- Lupien, P. and Oldham, R. (2012). "Millennials and technology: Putting suppositions to the test in an academic library", *Meeting the Needs of Student Users in Academic Libraries: Reaching Across the Great Divide*, pp 89-126.
- MSS Media. (2024) *How Gen Z and Millennials use social media differently*, [online], <https://info.mssmedia.com/blog/how-gen-z-and-Millennials-use-social-media-differently>
- Ng, C. S. and Lee-Post, A. (2019) "An Examination of Factors That Influence Social Networking Community Participation Among Millennials", *International Journal of Technology Diffusion*, Vol 10, No. 2, pp 34–68.
- Ong, Y.X., Sun, T. and Ito, N. (2024). "Understanding followers' processing and perceptions of social media influencer destination marketing: Differences between #Millennials and #GenZs", *Journal of Hospitality and Tourism Management*, Vol. 60, pp 194-207.
- Palm, M. and Pilkington, M. (2016) *Perennial Millennials: A viral phenomenon*, L.E.K. Consulting.
- Park, G., Chen, F. and Cheng, L. (2021) "A Study on the Millennials Usage Behavior of Social Network Services: Effects of Motivation, Density, and Centrality on Continuous Intention to Use ", *Sustainability*, Vol 13, No. 5, 2680.
- Rideout, V. and Watkins, S. C. (2018) *Millennials, social media, and politics*. Austin, TX: The University of Texas at Austin.
- Slepian, R.C., Vincent, A.C., Patterson, H. and Furman, H. (2024). "Social media, wearables, telemedicine and digital health: A Gen Y and Z perspective", *Comprehensive Precision Medicine*, Vol. 1, pp 524-544.
- Teguh, L. (2024) "Changes In People's Consumption Patterns In The Digital Era: A Study On The Millennial Generation", *Nomico*, Vol 1, No. 6, pp 107–116.
- Vukmirović, V., Domazet, I. and Kostić-Stanković, M. (2020) "Personalized Social Media Communication Based on Millennials' Attitudes", *25th International Scientific Conference Strategic Management and Decision Support Systems in Strategic Management*, [online], University of Novi Sad, <https://sm.ef.uns.ac.rs/index.php/proceedings/article/view/13/195>
- Wagner, J. (2023) *Millennials vs Gen Z social media usage*, [online], <https://www.ignitesocialmedia.com/social-media-marketing/infographic-Millennials-vs-gen-z-social-media-usage/>