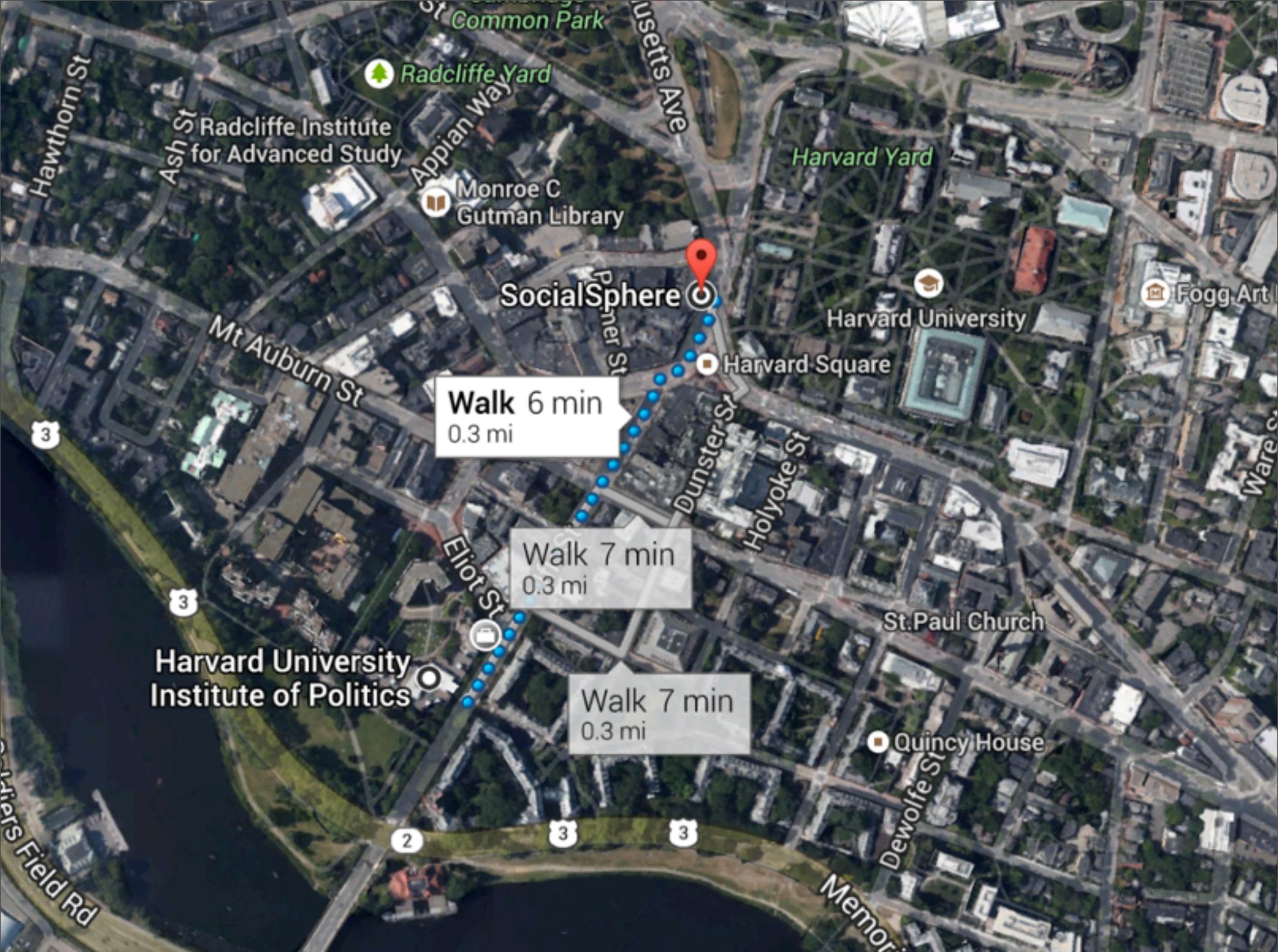




**HOW GENERATIONAL PSYCHOLOGY CAN  
INFORM COMMUNICATION & JOURNALISM  
IN THE DIGITAL ERA**



**JOHN DELLA VOLPE  
EISENHOWER FELLOW '08  
DIRECTOR OF POLLING II HARVARD UNIVERSITY IOP  
FOUNDER + CEO II SOCIALSPHERE, INC.  
21 OCTOBER 2013**



Walk 6 min  
0.3 mi

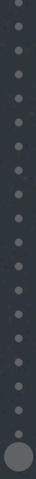
Walk 7 min  
0.3 mi

Walk 7 min  
0.3 mi



**ONE** Millennials, or young people in their teens and twenties, are different. They communicate, collaborate, consume information differently from other generations and understanding what makes them tick is crucial to success in any business today.

**TWO** Success in connecting in the digital age is as much about psychology, sociology and political science as it is about technology. With the right mindset, anyone can do it.



**THREE** A methodology and plan exists for all to succeed.

# #THEYVECHANGEDEVERYTHING

*(più o meno)*

## COMMUNICATION



Millennials (young people born between ~1980-2000), nearly one-third of the world's population, has already changed the world as we know it.

Most of us are on Facebook because of Millennials. We express ourselves through text and Snap Chat because of Millennials

## POLITICS



-- and in the USA, every one of us will soon have access to health care because of Millennials and their support of Barack Obama in the 2008 primary election and caucus for President.

They account for more than \$1 Trillion in consumer spending.

## ENTERTAINMENT



## MEDIA





2004 @ Harvard



2006 @ NYU



2010 @ Yale



2010 @ Stanford



2011 @ Stanford

# January 2008

## Iowa Caucus Entrance Polls



Other candidates receiving percentages of the votes:

Bill Richardson **2%**  
 Joseph Biden **1%**  
 Christopher Dodd **0%**  
 Dennis Kucinich **0%**

UNOFFICIAL RESULTS (99% OF PRECINCTS):



This week's Des Moines Register poll:

### THE DEMOCRATS

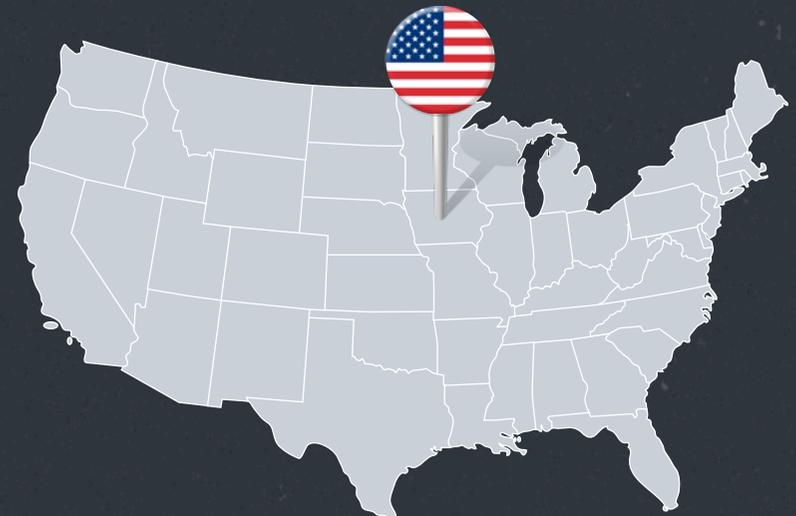
ENTRANCE POLL: Percentage whose initial support was for . . . = Statistically significant lead

(Percentage of caucus attendees) ▶	Ability to bring change (52%)	First caucus (57%)	Previous attendees (43%)	Democrats (76%)	Independents (20%)	Age 17-29 (22%)	Age 30-59 (46%)	Age 60+ (31%)
<b>OBAMA</b>	51%	41%	26%	32%	41%	57%	34%	19%
<b>EDWARDS</b>	20	18	30	23	23	14	27	25
<b>CLINTON</b>	19	29	24	31	17	11	25	41

# 57%

14%

11%



May 2008



## 100,000 Koreans protest against US beef

by [cynthia yoo](#) | June 10, 2008 at 08:51 am

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Photos



Videos

Right now in Seoul (June 10, 22:55)

sourced by [mtippett](#)

[see larger video](#)

Right now in Seoul (June 10, 22:55)



0:00 / 3:00

YouTube

theguardian

News | Sport | Comment | Culture | Business | Money | Life & style | Travel

News > World news

12.30pm BST

## South Korean cabinet offers resignation over US beef imports

[Mark Tran](#) and agencies

theguardian.com, Tuesday 10 June 2008 12.33 BST

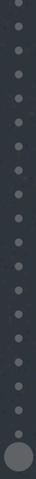


Protesters hold a candlelight vigil in Seoul over a decision to lift restrictions on US



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## **Millennials will make online sharing in networks a lifelong habit**

Tech experts generally believe that today's tech-savvy young people – the 'digital natives' who are known for enthusiastically embracing social networking – will retain their willingness to share personal information online even as they get older and take on more responsibilities. Experts surveyed say that the advantages Millennials see in personal disclosure will outweigh their concerns about their privacy.

Janna Quitney Anderson, Elon University  
Lee Rainie, Pew Research Center's Internet & American Life Project  
July 9, 2010

# THE EVOLUTION OF SHARING

*Millennials Came of Age Online via MSN, Texting and Facebook*

**CHAT** via AOL, MSN, Google and Skype as a way of connecting with people in real-time.

**SMART PHONE** and texting increased expectations that you're always connected.

**SEOUL, OBAMA & ARAB SPRING** proved young people can change their community, country and the world.



**OUR ONLINE PROFILES**

**ARE SIGNALS TO THE WORLD**

### **DEMOGRAPHICS**

Institutions and brands can easily decipher gender, age and location of their stakeholders.

### **BRAND PREFERENCES**

From consumer brands to music and movies to media habits are a key part to most online profiles.

### **IDEOLOGY**

Politics, religion and other important signals are easy to locate.

### **LEISURE ACTIVITIES**

Travel, sports, hobbies, etc. are key to how we define ourselves and often part of our profile data.

**30 SECONDS W/ @DELLAVOLPE**

**40-SOMETHING W/ 3 KIDS**

**LIVES IN \$\$\$ SUBURB**

**HARVARD-BASED ENTREPRENEUR**

**READS THE NY TIMES**

**LOVES SPORTS, MUSIC, POLITICS**



**EGYPT'S @ALAA**

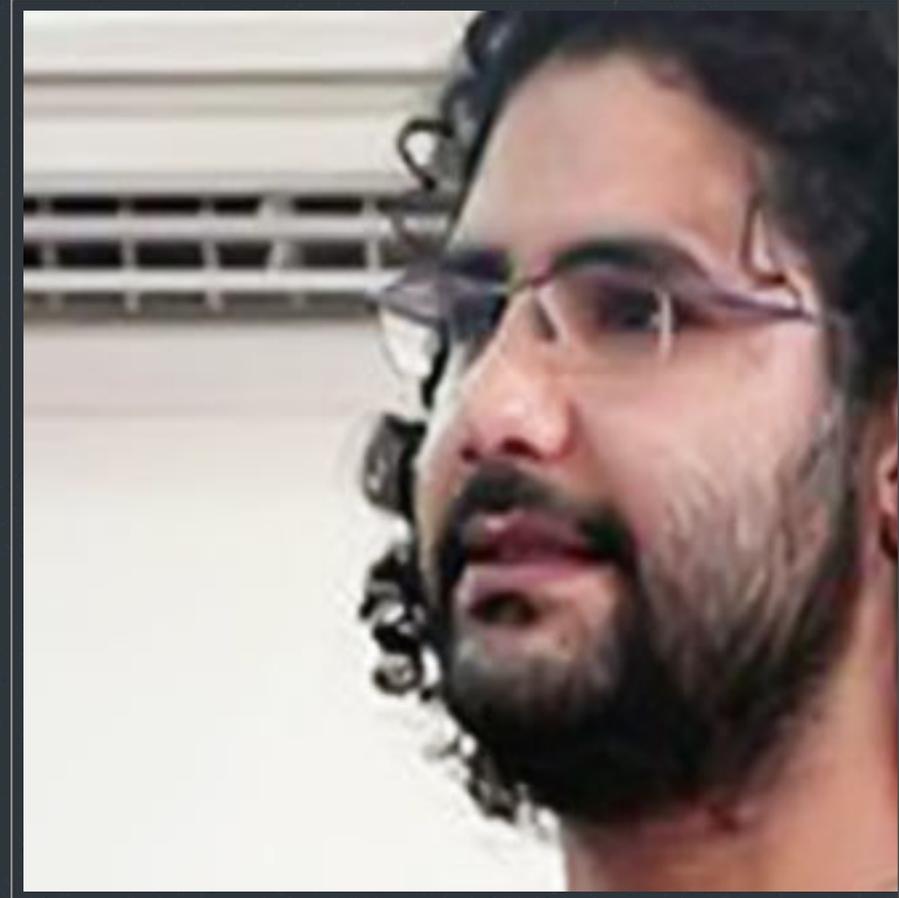
**1,200 TO 500,000 FOLLOWERS**

**GRAPE LEAVES & LASAGNA**

**JERRY MAGUIRE & SIMPSONS**

**NIRVANA**

**PARIS**





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## *Methodology*

### **IDENTIFY**



Whoever you are, there are hundreds, thousands, millions of people who share your interests and passions.

### **EMPOWER**



They seek ways to be connected to the things that they care about.

### **ASK FOR MORE**



They will support your brand, cause or product, often times if you just ask.

## OPPORTUNITY FOR CITIZEN

- ◆ Personal recognition
- ◆ Shape the future
- ◆ Unofficial ambassador

## OPPORTUNITY FOR ORGANIZATION

- ◆ Social CRM
- ◆ Real-time Research
- ◆ New media outlet  
(build your audience)

# CHANGING FACE OF MEDIA

*% who Ever Sees News on Social Networking Sites*



Percent of Twitter users who ...



Ever see news on Twitter

**+25%** from 58% to 83%

Ever tweet, re-tweet news

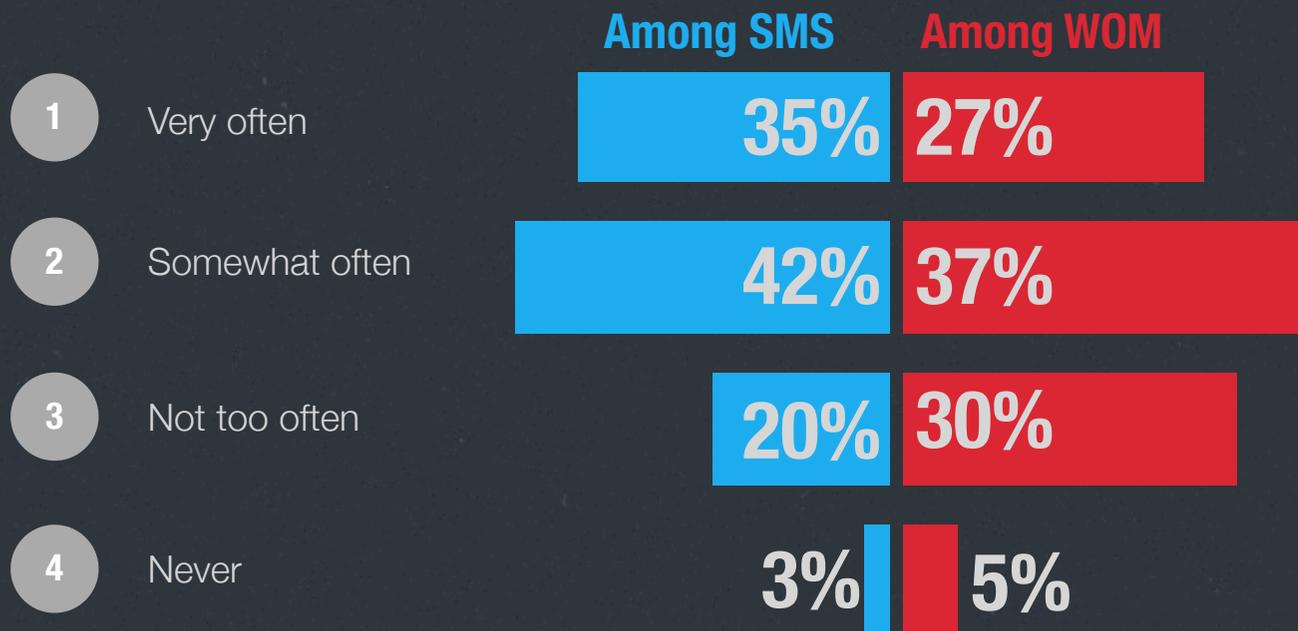
**+24%** from 35% to 59%

Follow news organizations, journalists **+12%** from 24% to 36%

# BECAUSE PEOPLE LIKE TO SHARE

*After Getting News Tips From Friends and Family,  
Most Americans Seek Out Full News Stories*

## % SEEKING FULL NEWS SITES



# SOCIAL NETWORK USE BY AGE

*9-in-10 Young Italians with Access are on Social Network Site*



% who use SNS



Difference between youngest & oldest use of SNS



18-29: **91**  
30-49: **52**  
50+: **13**



18-29: **81**  
30-49: **47**  
50+: **17**



18-29: **69**  
30-49: **42**  
50+: **16**



18-29: **80**  
30-49: **59**  
50+: **28**



**20**

% That use social networking (based on total); Pew Research Center 2012

# SOCIAL NETWORKING BY TOPIC AREA

*Italians more likely than Americans to post about Arts and Community*



**75 %**  
MUSIC & MOVIES



**64 %**  
COMMUNITY



**44 %**  
SPORTS



**36 %**  
POLITICS



**16 %**  
RELIGION



**63 %**  
MUSIC & MOVIES



**47 %**  
COMMUNITY<sup>21</sup>



**49 %**  
SPORTS



**32 %**  
POLITICS

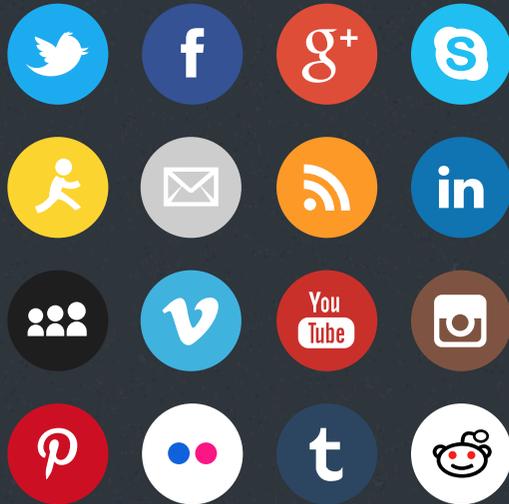


**25 %**  
RELIGION

# INFLUENCE = SCIENCE



... FOR INDIVIDUALS



... FOR THE WEB





Matt, who lives in Boston, is one of the most influential fans of AC Roma in the United States. He graduated from Trinity College in 2010, considers himself a “Renaissance Man,” and has tweeted and been RT thousands of time on all-things football. His favorite recent TV show is Breaking Bad and will be one of the first to see Anchorman 2 this December.



Scott from Portland, OR. 2000 graduate from Western Washington University loves travel, music and the new film Gravity. He has some ideas for JJ Abrams and is one of Pope Francis' most influential unofficial evangelists on the West Coast.



I can not tell you how strange it is to watch playoff hockey knowing that no matter what the LA Kings will be playing next week.



@theroyalhalf This is you most positive #LAKings tweet ever. Don't get soft on us...

← 14 ★ 6

# After Less than a Week ...

We realized we might be on to something.

## Twitter Engagement Index

Round 1 vs. End of Regular Season

Redacted.

Source: SocialSphere, Inc.

9

Monday, May 7, 12

# This is How Movements Happen

-  **IceDoggs™** @IceDoggsHockey 2 May  
Taking @LAKings in the West purely based on their sick social media dept. #becauseitsthecup #Kings  
Expand
-  **Brian Bowsher** @brianbowsher 2 May  
I'm adopting @LAKings for the playoffs solely due to their Twitter page; Great interview w/ their Digital Media Staff: ow.ly/aFkez  
Expand
-  **SB Nation** @sbnation 2 May  
Oh my RT @LAKings: 100,000 followers! Wow. Thanks for following us. And no, Sarah Phillips, @LAKings is not for sale.  
Expand
-  **Vince Bitong** @vincebitong 2 May  
The @LAKings Twitter account has made me a hockey fan. Fact.  
Expand
-  **Doug Bailey** @Kaleta\_DiceRoll 2 May  
There needs to be a NHL award for best Twitter account so @LAKings can running away with it then troll the losers  
Expand
-  **Steve Dangle Glynn** @Steve\_Dangle 2 May  
The @LAKings are 81 followers away from 100,000. They were at 72,000 during Game 1 vs Vancouver. Conn Smythe worthy?  
Expand
-  **Ashlee Utterback** @Ashleeu 2 May  
Interested in learning how to effectively build a #voice & #brand via @twitter? Follow @LAKings #cheeky #socialmedia #marketing
-  **Cyrus Crawford** @CytasMC 1 May  
Kinda wish @NHLFlyers twitter feed could be more like @LAKings, love what they're doing  
Expand
-  **Mike** @dammitskipp 30 Apr  
@LAKings so, can u teach our twitter people at @PredsNHL how to have a little personality ...they kinda dry  
Expand
-  **Mike Darnay** @MikeDarnay 30 Apr  
I hope the @pghpenguins twitter feed spends the offseason with the @LAKings twitter feed and takes some good lessons  
Expand
-  **Adam Stallion Geyer** @BalloonMerchant 30 Apr  
@LAKings You guys have the best sports feed on Twitter, just fyi.  
View conversation
-  **Kim** @Eurydice\_KRG 30 Apr  
I think the LA Kings is the first team I've become a fan of based solely on their Twitter feed. @LAKings  
Expand
-  **Katie Lamont** @kkanadian 29 Apr  
@LAKings omg who knew I could like a team thanks to their twitter account #blessyoukings #quality  
Expand
-  **Brian Buffon** @briseguy 28 Apr  
The @LAKings twitter feed = best in pro sports. Period.  
Expand

Monday, May 7, 12

16

**Redacted.**

**Redacted.**

# IT ALL MATTERS.

*4 Quadrants of the “Social Sphere”*

## MAINSTREAM



BBC || 8.24

Globo || 8.06

Daily Mail || 7.94

## TRADE



ESPN || 8.54

Yahoo! Sports || 7.19

Marca || 6.86

## BLOGS



Taringa! || 8.54

Verdazzo || 6.97

Comunio || 5.24

## SOCIAL NETWORKS



Facebook || 9.52

Twitter || 9.37

YouTube || 9.00

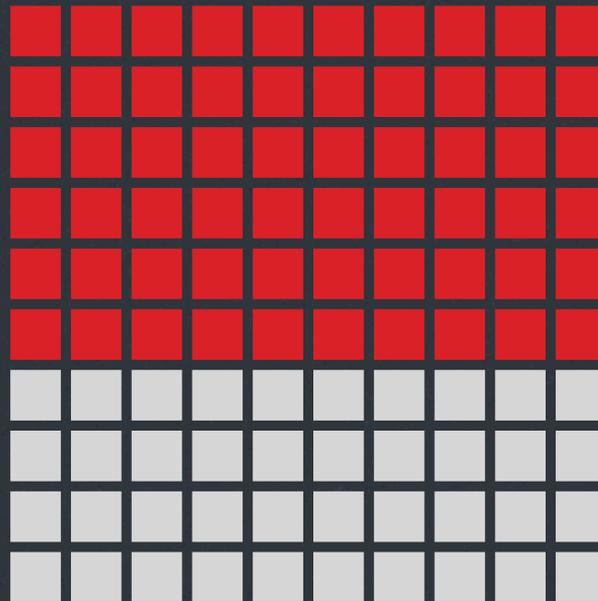
Taringa! || virtual social hub in Argentina with > 2,000 football communities.

O: 9.63 R: 8.77 B: 5.42 I: 7.38 T: 9.83

**REACH OUT, BUT DON'T FORCE IT.** Too often, advertising, marketing and media professionals, try to force relationships and create things that are not there. It leaves them looking out of touch, uncaring, and not authentic.

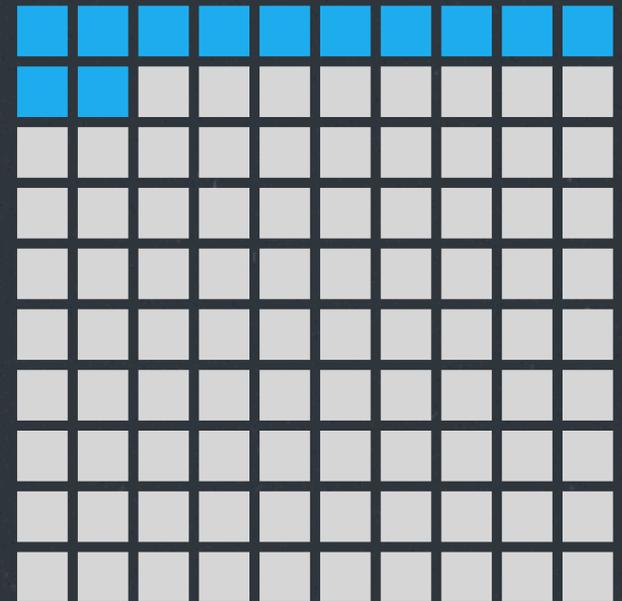


**3,000,000**



#SuperBowl

**598,000**

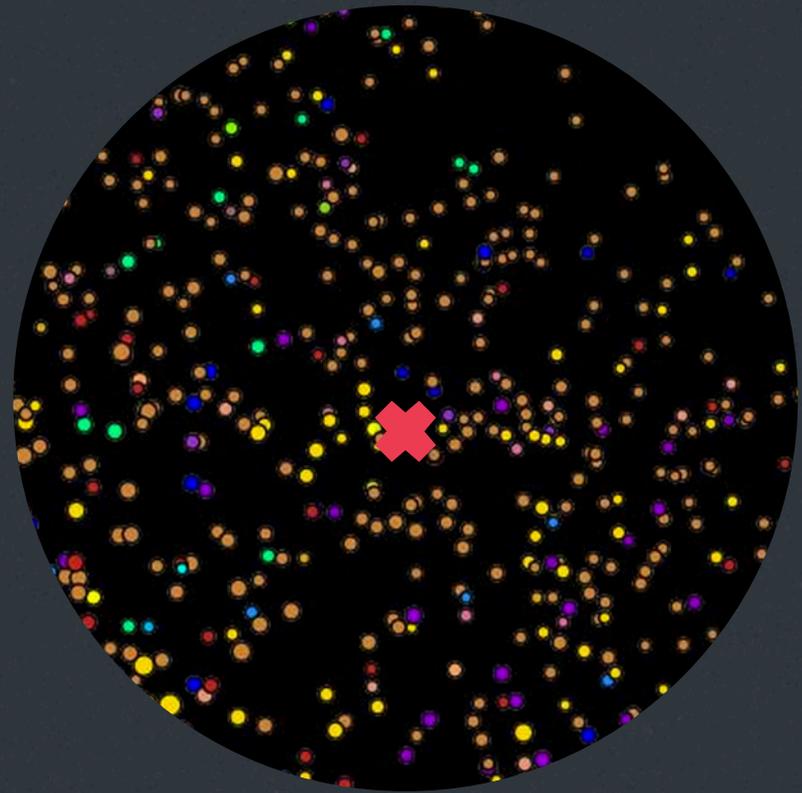


#SB47

Whoever you are, whatever you represent -- there are likely hundreds, thousands or millions of like-minded people who seek ways to engage with you.

To be relevant, it's incumbent upon you to connect with them, follow, comment and share.

10% of the time, you might find a source -- 100% of the time you will be connecting and growing your audience.





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**JOHN@SOCIALSPHERE.COM**

**JOHN DELLA VOLPE@HARVARD.EDU**

