Sanna Koivunen

THE ROLE OF SOCIAL MEDIA IN FINLAND TODAY

– how communication changed overnight

TURKU AMK

TURKU UNIVERSITY OF
APPLIED SCIENCES

Sanna Koivunen

THE ROLE OF SOCIAL MEDIA IN FINLAND TODAY

- how communication changed overnight

Communication has changed rapidly in the last century, leading up to a phenomenon called social media. Social media is widely used by young people around the world, and Finland is no exception. The objective of this thesis was to study the use of social media by Finnish young adults use in 2017.

The focus of the thesis was to gain a broader perspective of what social media is used by Finnish young adults and if the role they have in society affect their use of social media. The thesis concentrated on finding out how social media is used and what are the most important features. The thesis compared the communication tools used by the young adults in their childhood to the tools that they can use in 2017 to emphasize the change.

The methodological approach of this study was qualitative. The study was conducted all around Finland to 47 respondents. The objective of the interviews was to get in-depht information of the use of social media by Finnish young adults.

In conclusion, the results found that social media is widely used in Finland. Facebook and WhatsApp were the most used social media channels and the most common reasons to use social media was to communicate with friends and family and read what others share. The study finds that the role people have in society affects their use of social media and that communication has changed significantly during the last few decades, mainly due to the arrival of smartphones. These findings are preliminary, and further generations should be studied in order to fully understand how communication has and will be changed.

Sanna Koivunen

SOSIAALISEN MEDIAN ROOLI SUOMESSA

- kuinka kommunikaatio muuttui yhtäkkiä

Kommunikaatio on muuttunut hurjasti viimeisen sadan vuoden aikana ja viimeisimpänä ilmiönä on sosiaalinen media. Nuoret ympäri maailman, mukaan lukien Suomessa, käyttävät sosiaalista mediaa. Tämän opinnäytetyön tavoite oli tutkia suomalaisten nuorten aikuisten sosiaalisen median käyttöä vuonna 2017.

Tämän opinnäytetyön keskeinen ajatus oli tutkia mitä sosiaalista mediaa suomalaiset nuoret aikuiset käyttävät ja miten heidän rooli oikeassa elämässä vaikuttaa heidän sosiaalisen median käyttöön. Opinnäytetyössä tutkittiin miten nuoret käyttävät sosiaalista mediaa ja mitkä ovat tärkeimmät ominaisuudet. Muutosta korostaakseen opinnäytetyössä verrattiin niitä kommunikaation välineitä joita nuorilla oli käytössään lapsuudessaan, niihin välineisiin joita he käyttävät tänä päivänä.

Tutkimuksessa käytettiin kvalitatiivista eli laadullista tutkimusmenetelmää. Tutkimus toteutettiin haastatellen 47 henkilöä ympäri Suomen. Haastattelun tavoitteena oli saada mahdollisimman syvällistä tietoa suomalaisten nuorten aikuisten sosiaalisen median käytöstä.

Tutkimustulokset osoittavat, että suomalaiset nuoret käyttävät sosiaalista mediaa paljon. Facebook ja WhatsApp ovat eniten käytetyt sosiaalisen median kanavat ja niitä käytetään eniten kommunikaatioon ystävien ja perheen kanssa sekä toisten julkaisujen lukemiseen. Tutkimuksen mukaan ihmisten rooli oikeassa elämässä vaikuttaa myös sosiaalisen median käyttöön ja heidän kommunikointi on muutenkin muuttunut huomattavasti älypuhelimien myötä. Tutkimustulokset ovat alustavia, ja useampaa sukupolvea pitäisi haastatella jotta kommunikaation todellinen muutos paljastuisi.

ASIASANAT:

Kommunikaatio, sosiaalinen media, Suomi, milleniaalit

CONTENT

APPENDICES

FIGURES

LIST OF ABBREVIATIONS

Abbreviation	Explanation of abbreviation (Source)
ARPANET	Advanced Research Projects Agency Networks (Nordenstreng, K. & Wiio, O. 2012.)
CEO	Chief Executive Officer (http://www.businessdictionary.com/definition/chief-executive-officer-CEO.html)
DIY	Do it yourself (http://www.thefreedictionary.com/DIY)
FUNET	The Finnish University and Reserch Network (Saarikoski,P. *et al*, 2009)
HTML	Hypertext Markup Language (http://www.abbreviations.com/HTML)
HTTP	Hypertext Transfor Protocol (Kortti, J. 2016)
IBM	International Business Machines (Kortti, J. 2016)
IRC	Internet Relay Chat (Saarikoski, P. *et al*, 2009)
MILNET	Military Network (https://www.computerhope.com/jargon/m/milnet.htm)
NATO	North Atlantic Treaty Organization (http://www.nato.int/nato-welcome/index.html)
PC	Personal computer (Kortti, J. 2016)
PDA	Personal Digital Assistant (https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3043961/)
RAM	Random Access Memory (http://searchstorage.techtarget.com/definition/RAM-random-access-memory)

SMS	Short Message Service (http://searchmobilecomputing.techtarget.com/definition/Short-Message-Service)
UDC	User distributed content (Norgenstreng, K. & Wiio, O. 2012)
UGC	User-generated content (Norgenstreng, K. & Wiio, O. 2012)
URL	Uniform Resource Locator (Kortti, J. 2016)
US	United Stated of America (https://www.collinsdictionary.com/us/dictionary/english/usa)
WWW	World Wide Web (Kortti, J. 2016)

1 INTRODUCTION

Today, it is undeniable that social media plays an important role in impacting culture, economy and overall view of the world. Social media is a forum that brings people to exchange ideas, connect with, relate to, seek advice and offer guidance. There are some downsides to social media as well, it replaces human fellowship with virtual connection. Ironically, social media is turning Millenials into one of the most antisocial generations who prefer texting to phone conversations, online chat to a face-to-face meeting and replacing human interaction with Facebook and Instagram. (Amedia, J. 2015)

Population can be divided into generational cohorts, each spanning roughly 20 years. Each generation consists of people who were born and came of age at the same point in history. (Mauldin, J. 2016) This thesis studies Millennials who have come of age during a time of technological change, globalization and economic disruption. (Goldman-Sachs, 2017) The Millennial generation was defined by William Strauss and Neil Howe in their book "Millennials rising: The Next Great Generation" as people born in 1982 to 2003. (Keeling, S. 2003) This thesis will focus on Millennials born in Finland between 1982 and 1992, making them 25 to 35-year-old today.

The research of this thesis was limited to just Millenials since they are one of the largest generations in Finland (Goldman-Sachs, 2017, United Nations 2017) and they are called "digital natives" who were the first to get smartphones. (Bercet-Price, V. 2017, Memon, S. 2017) The objective of this thesis was to study Finnish between the ages of 25 and 35 and their use of social media. This thesis studies how communication has changed since the Millenials were children and compare that to a society where social media has taken over people's lives. The research questions are as follows:

-How they feel communication has changed since their childhood

-Which social media they use

-How do they use social media

-How different roles in life affect their use of social media

-What could be the future of social media

The research was conducted using the qualitative research method. A total of 47 people answered the survey face-to-face and via Facebook and email. The research results first

introduce the respondents by age, gender and place of residence. The goal was to interview people from all over Finland, but there were less respondents from Eastern and Northern Finland. There were also much more female respondents than male and most respondents were under the age of 30.

The results illustrate when the respondents got their first computer in their childhood home and when their own mobile phone and how those changed communication. The analysis includes finding out which social media channels the respondents use and for what purpose. Furthermore the analysis goes over the respondents role in real-life and how that role affects their use of social media. Last but not least the analysis ponders on what the next step of communication might be.

Chapter two will present the history of communication, from the first caveman's grunt to smartphone. Chapter three introduces social media's history and the channels that were used in the survey. Chapter four explains the research methodology and chapter five the results of the research. Chapter six offers a conclusion.

2 COMMUNICATION DEFINITION AND HISTORY

Communication is needed for every interaction that people have in daily life. The word "communication" comes from the Latin "communis," meaning "to share," and it includes verbal, non-verbal and electronic sharing of ideas, facts, opinions, beliefs, feelings and attitudes. (Communication Studies 2017, Patidar, J. 2013) When communicating, numerous interpersonal and intrapersonal skills are needed such as speaking, listening, observing, questioning and evaluating. To share information, humans have a variety of methods at their disposal: speaking, telephones, email, hand gestures, facial expressions, body language and social contexts. (Communication Studies 2017)

Communication is a complex process with a number of components: the sender, the receiver, the message and the channel. (Nordquist, R. 2017) Communication starts with the sender, who has information they want to share with others. The information must be encoded in a form that can be understood and then transmitted to the receiver who has to decode the information. In communication, a medium or channel is required, such as speaking or hearing or even a cell phone to send text messages. It is important to consider the availability of channels, purpose, cost and preference of sender and receiver. The final point of communication is reached when the message is successfully transmitted, received and understood. Feedback is the most essential part of communication as it shows how the receiver understood the primary message. (Patidar, J. 2013, Nordquist, R. 2017)

Perception of the sender and receiver can distort the message and the intended outcome of the communication may not be achieved since the same message will be interpreted differently by two individuals. Misunderstanding can also occur when there are huge barriers that cause the message to be interpreted wrong, such as physiological barriers (hearing problems), environmental barriers (distance, noise), psychological barriers (distrust, fear, anxiety), social barriers (taboos, local customs), cultural barriers (religion) and semantic barriers (translation). (Patidar, J. 2013, Nordquist, R. 2017)

Timeline of Communication tools

3000 BC: papyrus	
3000 BC: communication drums, horn	
2400 BC: couriers, first postal systems	
490 BC: heliograph	
59 BC: first newspaper	
100 AD: paper	
1000 AD: pens	
1400 AD: first European printing presses	
1500 AD: pencils	
16th century: maritime flags	
1790 AD: semaphore lines	
1800s: typewriter	
1838 : telegraph.	
1848 : telephone.	
1896 : radio.	
1897 : computer	
19th century: Signal lamps	
1927 : television	
1960s: computers and text editors	
1969 : computer networking	
1983 : Internet	
1980s : Mobile; 1G networks	
Early 1990s : Mobile; 1G networks	
Late 1990s : Mobile; 2G & 2.5 networks	
2000s : Mobile; 3G networks	
2012: Mobile; 4G networks	

Tools
Text editing & storage
Optical signals
Audio signals
Optical and Audio signals

Communication tools from the BC era.
Only the postal system and newspapers are still in use today.

Communication tools during the 1900 yeas AD.
Almost all of these tools are still in use today. They have been improved over time, and merged with later tools and technologies.

The early days of computer, networking, and internet.
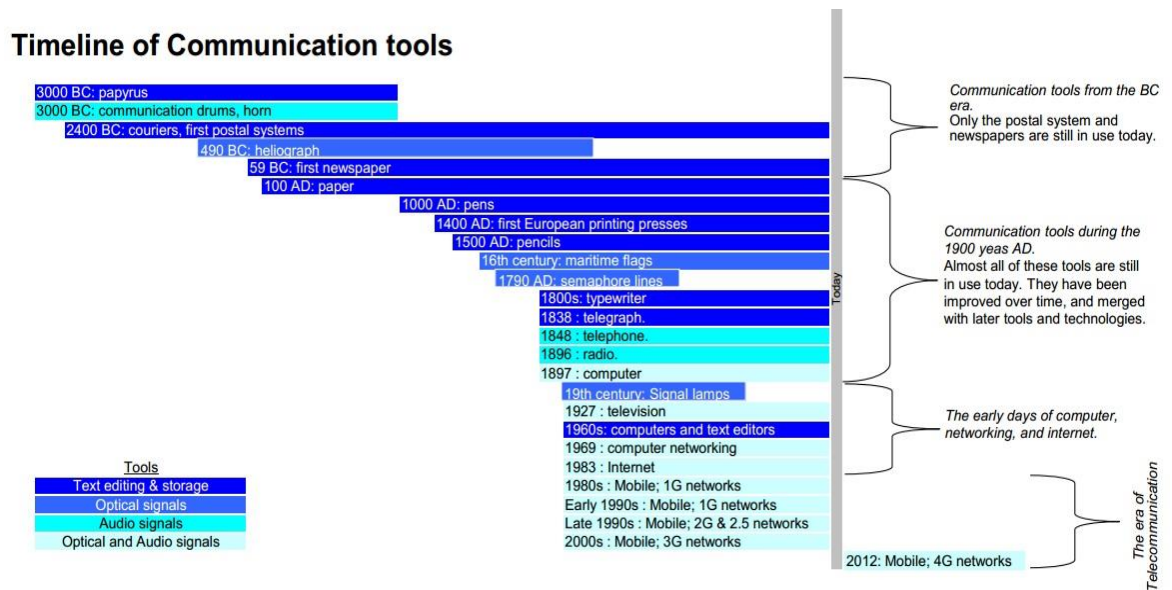
The era of Telecommunication

Figure 1. Timeline of Communication Tools (Khourdajie, A. 2008)

Communication has changed significantly since the first grunt from a caveman, however voice was the very first way humans communicated with each other. (Lambert, T. 2017) Communication stayed quite unchanged until papyrus, drums, horns were invented as presented in figure 2. (Khourdajie, A. 2008). In the next 3000 years the first postal system, newspaper, paper, pen, printing presses, pencils were invented that are all still in use today, however they have been improved and merged with later tools and technologies. In the 1800s typewriter, telegraph, telephone, radio and even an early form of computer was invented. Communication tools inventions boomed in the 1900s and 2000s. Television, computer networks, Internet, mobile phones, 1G-4G networks emerged and changed life as we know it. (Khourdajie, A. 2008, Lambert, T. 2017)

2.1 Computer

Computer is seen more as a product of the 1900s, its roots are in the 1800s and especially in its early years it was a lot more than a media. (Kortti, J. 2016) Herman Hollerith, who developed the first punched-card tabulating and sorting machines is widely regarded as the father of modern automatic computation. He later founded the IBM company, which is still a notable producer of computers today. (da Cruz, F. 2011, Kortti, J. 2016) Since most developers of the computer were mathematicians, first computers were really called mathmachines. They were used for math related tasks for

a long time, until in the 1940s the US military took interest. Electromechanical computers such as Collossus (1946) were big enough to fill a room. It was not until the 1950s when the electromechanical computers were replaced with transistors and in 1970 with integrated circuits that the era of mainframes was over. (Kortti, J. 2016)

Computers jumped to public knowledge in 1952 at the US presidential elections, and in the 1950s computers were mass-produced. Computers did not gain popularity until the 1970s when the intergrated circuit made it possible to make the computers smaller so the PC was born. The PC was already able to run independent programs and store data. The microcomputer was a product of long development and many innovations put together. In the 1980s PCs were present in almost every workplace, but they were still a rare sight in anyone's home. It was not until the 1990s when the Internet emerged that the PC entered most homes and became an appliance comparable to a radio or television. Now in the 2010s the time of the PC is almost finished, as laptops, pads and smartphones have taken over. Kortti suggests that the society is moving towards a ubiquitous society where information technology has become an unnoticeable part of daily life whether it be food delivery or public transportation. (Kortti, J. 2016)

The first "mathmachine" arrived in Finland in 1958 and already in the 1960's a boom of interest showed in the development of information technology. Nonetheless, even in the 1980s the computer was still just a typical sight in the office or a bank, but not in the homes of Finnish people. Videogames gained some popularity in the late 1980s and in 2000s Finnish game companies started to appear such as Rovio (Angry Birds) and Supercell (Clash of Clans). By 2010s computers had become an essential part of Finnish society. (Kortti, J. 2016) In the 2010s the demand for PC had decreased due to the popularity of smartphones (International Trade Association 2017)

2.2 Internet

Internet is being described as society's digital central nervous system. (Laakkonen, M., Lamminpää, S., Malaprade, J. 2011.) Internet is older than many believe, its predecessor was first developed by the US army in the 1960s. ARPANET, a network that would function even if a part of it was destroyed. ARPANET spread fast to other NATO countries' armies and universities. In 1983 the military was separated from the ARPANET and founded their own MILNET, and what was left of ARPANET was to become the Internet. (Kortti, J. 2016, Nordenstreng, K. & Wiio, O. 2012) In a debate

whether to use the Internet or internet, Oxford Dictionaries blogger explains as follows: "Initially, there were many *internets*—the word was used to refer to any computer network comprising or connecting a number of smaller networks; it later came to refer specifically to the global network -- distinguished as 'the Internet' as opposed to 'an internet'." It is common for words to take on a capitalized form in a particular meaning regarded as a proper noun, however by the mid-1990s the original need for disambiguation was largely obsolete. (Connor Martin, K. 2016) Due to this fact, later in this thesis 'the Internet' will be referred to as 'internet'.

The birth of internet is full of abbreviations, starting with URL which is a reference to a resource on the internet. URL or an "address" consists of a http protocol eg. http://example.fi, where http is the protocol identifier and the example.fi is the resource name. (Oracle, 2017) Moving on to HTML language that made the distribution of sound, pictures and data possible. (Kortti, J. 2016) These leaps in technology allowed Tim Berners-Lee to develop the World Wide Web in 1990. The WWW in turn was used to develop the first Web-browsers, Mosaic, Netscape and Microsoft Explorer. WWW and the browsers made it very easy to use internet, enabling it to spread from universities to homes to other aspects of society. Another exponential leap happened in 1998 when a search engine called Google was founded. (Kortti, J. 2016, Nordenstreng, K. & Wiio, O. 2012.) Today Google is nearly synonymous with finding information online.

Networking had been present in Finland since 1970s, in 1980s the connections were improved and by 1984 the Ministry of Education founded the FUNET project. FUNET, "the Finnish universities and research facilities networks" regulated the creation of international networks. The use of internet grew in Finland in the 1980s and 1990s. It was already in 1988 when a Finnish pioneer invented the IRC that allowed people to chat in real-time with other people from around the world. Furthermore, in 1991 a Finnish student named Linus Torvalds created an operating system called Linux.

Despite the advances, only 7% of Finnish population had internet access in 1996, but in 2008 the number was already 83%. (Saarikoski, P. *et al*, 2009) In 2010, the number of Finnish homes with internet connection was 96% when Finland made a minimum of 1 megabit per second broadband connection a legal right for every citizen. (BBC, 2010) Finland has one of the highest number of computers per capita connected to the internet and by 2012, a high proportion of young people were using internet more than a computer – most likely due to use of alternative devices such as smartphone. (International Trade association 2017, Eurostat, 2015)

In addition to smartphones, a reason behind the rise of mobile internet in Finland was the fact that mobile operators offer flat-rate, unlimited access to mobile internet. The rapid adaptation of mobile internet happened in just 8 years, when the number of mobile internet users in 2006 was practically 0, by 2014 the number was already 80% of the population. The fact that subscriptions are also affordable, allow users to go about their daily business without much consideration to the cost. These facts have resulted in Finland having the highest data mobile usage in the world. (Tryfonas, T. 2017)

There are many benefits to internet access. First, an enormous amount of information is accessible from all over the world, from library resurces to amateur news reports to name but a few. Second, the banking and finances such as paying the bills are easy to take care of online and it is even possible to get a college degree by participating in online courses. Communication with loved ones has become exponentially easier with the help of emails and instant messaging and anyone can shop and sell online conveniently through online auction sites such as ebay. Last but not least the news and weather forecast are accessible up-to-date. (Hill, P. 2017)

While internet may be "one of man's greatest creations", there are many disadvantages to it. People share their information quite easily online and therefore they are targets to cyberbullying, stalkers, exploitation, identity theft and hacking. The dark web is also a place for the criminals to conduct business without the fear of getting caught. People who use internet are constantly badgered with advertising up to a point that it is called spamming and people might end up buying things that they do not really need. Moreover, the internet can cause addiction to online games for example and people will not be able to disconnect anymore so all of their time is wasted online. At worst, constant online presence may cause depression, loneliness, social isolation or even physical health issues such as obesity. (Computer Hope, 2017)

2.3 Smartphone

The first cell phone was introduced by Martin Cooper in 1983. Soon the days when people used landlines as their primary communication tool became a thing of the past. (Time, Inc. 2016, The Snugg, 2014a, Ruland, N. 2017) It was not even a long ago that the smatphone was introduced to the general public, however it seems that everyone already has one. (The Snugg, 2014a) To demonstrate how rapid the evolution of technology has been, in an article from 2004, Richard Wiggins describes PDAs as

handheld computers that can "store a great amount of information" and that their sales are "growing exponentially". (Wiggins, R. 2004) By 2017, PDAs are practically obsolete (Beal, V. 2017) Mobile phone, or cell phone on the other hand is a wireless handheld device that allow users to send text messages and receive calls. (Techopedia, 2017) Combining the features of PDA and mobile phone – smartphone was born. This enabled users to carry just one device in their pocket that would have the computing, internet and networking features. (Northwestern, 2017)

It is impossible for literature or even websites to keep up with the pace of the current evolution of smartphone technology. For example, in "Smartphone Evolution: from IBM Simon to Samsung Galaxy S3", Mukherjee (2012) writes that people are no longer living in a world where they can just call and text someone, but there is the smartphone that "embeds features like operating system, Internet access, third-party apps and user interface and it acts like your small entertainment box, your reminder of important tasks, your calendar" and they have a camera, a video recorder and GPS. (Mukherjee, S. 2012, The Snugg, 2014a) In 1994 when the first "smartphone" IBM Simon was introduced, it was the culmination of technology, by 2012 it was the Samsung Galaxy S3 or iPhone 4S. (Mukherjee, S. 2012, BBC, 2014) In 2017 they are Samsung S8+ and iPhone 8, the latter described as "a new generation of iPhone". (Apple, Inc. 2017, Samsung, 2017) Soon before long, both of those "new generation" devices will be replaced with newer versions – or even rendered obsolete.

Smartphone has multiple uses and through the installation of applications the list grows every day. There are more ways to communicate than before and wherever there is cellular coverage, it is possible to be online. Having a camera was not enough – an app to modify photos emerged and having a GPS was not enough – compass apps came along. Since the smartphone enabled almost any application to appear, it is even possible to count the calories consumed and track the miles run through the fitness apps. (Jung, B. 2017)

Valtari (2015) summarises the importance of the smartphone for the use of social media: "the use of smartphones alters the way how social media channels are used and how people adapt to the new ways of connectedness". According to Valtari, up to 69% of Finnish people between the ages of 16 to 75 have smartphones – meaning they carry internet access with them all the time. Communicating with a smartphone – in real-time – has become somewhat natural for people, even in working life. (Valtari, M. 2015) Statista found that in 2014 a roaming 2,5 million Finnish already had a smartphone and

that by 2019 the number would rise to a staggering 3,8 million. (Statista, 2014) According to McCarthy, as "smartphone became mainstream and mobile internet started to become more common, pricing in mobile markets shifted from telephony to data usage." In 2016, Finnish smartphone users consumed an average of 10.95GB of mobile data per month and users can select the speed for all services without having their usage capped. (McCarthy, N. 2017)

There are some disadvantages to smartphones compared to mobile phones. First, they cost more than standars mobile phones. Second, since most of the applications require passwords or other private data and for the sake of convenience most users do not log out - leaving their data vulnerable to identity theft and hacking. Smartphones, embedding all the necessary features, can also become a distraction for example in a business meeting where people constantly check their email, Facebook et cetera. (Cornell, S. 2017)

2.4 Tablet

Another example of an ever-changing society is the invention of a tablet. In modern society, children are exposed to technology in almost every aspect of their lives and by the time they even enter pre-school, it is likely that they already know how to operate a tablet. (The Snugg, 2014b) However, this was not the case 20 some years ago.

A predecessor to the modern tablet is the GRiDpad form 1989. It had a battery that only lasted for three hours and it cost over $2000, making it quite unreachable for the common public. In 1993, Apple introduced the Newton MessagePad, a PDA ahead of its time. It took competitors nearly three years to match the Newton, which had a gigantic 640k of RAM. Amazon Kindle came to the market in 2007, and made their ebooks software available for other platforms such as iPhone, Blackberry, PC, allowing the users to buy an ebook once and read it on any device. This possibility paved the way for Apple iPad, introduced in 2010. The first iPad had already a 9.7-inch display, 10-hour battery life, and access to the biggest app library on the planet. Apple continued improve the iPad, and published new ones, meanwhile competitors launched their own versions of the tablets (since everyone seemed to want one, even if they did not know what the point of a tablet device was), Samsung Galaxy 7.0 (2011), Google Nexus 7 (2012) and Microsoft Surface (2012). (Nield, D. 2016)

In today's society tablets are being used for various purposes such as work, learning and entertainment. In fact, tablets can be a teacher's best friend since children in today's society are familiar with using technology to learn, and they can use tablets loaded with relevant learning games to continue learning beyond the classroom. Another great advantage of using tablets in a classroom is that most applications have the ability to track a user's progress, which would otherwise be difficult in a big classroom. Using tablets at work, or in a classroom also cuts down the use of paper. (The Snugg, 2014b) Seems like since its launch, people have really adapted the tablet into their everyday life.

 In 2013 in Finland an experiment started where the pupils carry a personal tablet computer rather than traditional textbooks. The new pedagogy helps in two ways, first the time for formal teaching will be decreased and the time for independent study increased and second the boundries of the classroom have expanded both physically and virtually so critical information skills are becoming a key importance for learning. (Science X Network, 2013) Virginia Tech also finds that there are many benefits of using tablets in classrooms. First of all, the cut down on use of paper is a given, but also the learning can be more active and creative when using a tablet. They also emphasize the importance of e-texts, allowing students to read books online is more affordable and takes a load off student's backpack. (Virginia Polytechnic Institute and State University, 2017)

Furthermore, by 2017 coding and programming had become a part of the Finnish curriculum. Coding is not taught as an isolated skill – but rather teach the children to think of coding and programming as tools to be utilized across multiple subjects. A pioneer in the field is Linda Liukas, a Finnish programmer, author and illustrator who created the Hello Ruby books that can guide very young children through the "basics of programming in a variety of school environments." (Deruy, E. 2017)

3 A BRIEF HISTORY OF SOCIAL MEDIA

According to Kortti, media has developed step by step on history's terms, it did not leap into the modern era. (Kortti, J. 2016) This is contradicted by Cooke, who writes that social networking, like cars and mobile phones before it, are a phenomenon that came so "deeply ingrained so quickly that it's impossible to imagine what we did without them." (Cooke, T. 2011)

Social media is a tool that enable people to interact with each other by both sharing and consuming information online. (Nations, D. 2017) Suominen (2013) describes social media as a new stage of internet use, where the user is more active than before. (Saarikoski, P. *et al* 2013) Nations (2017) writes that the most common features of social media sites are user account, profile page, friends/followers/groups, news feed to receive information from your friends, personalization to make the profile look how you like it, notifications, like or comment buttons, review/voting system. Most social media sites have all of these features or at least most of them. (Nations, D. 2017) According to Finnish young between the ages of 13 and 29, what makes an online site a social media site are the possibility to communicate with others, the possibility to read and comment what other share, the possibility to produce content, registration either with their own name or an alias, creating groups and attaching their name to pictures. (Weissenfelt, J. 2016)

It could be said that the web logs, "blogs" in the early 2000s was the first form of social media. According to Thompson, blogs differed from mass media in the sense that they offered more chances to participate and discuss. (Saarikoski, P. *et al* 2013) Nordenstreng agrees, as he stated that an important concept to social media is the 'user-generated content' or equally the 'user distributed content'. (Nordenstreng, K. & Wiio, O. 2012) Other "pre" social media channels were the online forums such as Suomi24.fi and the real-time chats such as IRC. (Saarikoski, P. *et al* 2013)

Arrival of digital cameras in the early 2000s encouraged users to take more pictures but they were left confused how to file, store and share the photos. In Finland in 2000, IRC-Galleria opened, where users could upload their photos. This new phenomenon also got some users worried, as people were uploading all sorts of "funny" pictures without any thought of where it might end up. However this need for storing photos created more

sites such as Canadian Flickr from 2004 and Google Picasa from 2002. (Saarikoski, P. *et al* 2013)

Golden year for social media sites was 2005. While Facebook had been introduced already in 2004, it was not until 2005 that it turned from a university website to a universal schools website that by December 2005 had 5,5 million active users. In 2005 videosharing sites Dailymotion, Vimeo, Spike, Revver and Youtube saw daylight. Vimeo, Youtube and Facebook are still in active use today, while other sites perished. In fact, for their respective fields, Facebook (social networking) and Youtube (videosharing) have been called the "flagship of social media". (Saarikoski, P. *et al* 2013)

The free encyclopedia Wikipedia became internationally known in 2007. The same year Facebook challenged MySpace as the most popular social networking site, and some predicted that Facebook could rise to the same level as Google. By 2008 social media had been adapted to be a part of everyday life, much like email and Internet surfing in the late 1990s. In 2011, social media sites got even more of a foothold as the best way to communicate in a crisis. In Finland in 2012 social media started to frame the way people view the world. (Saarikoski, P. *et al* 2013)

Phenomenons relating to social media sites are hashtags and memes. Pound signs (#) or nowadays more commonly known as hashtags are essential to communication in social media since they turn a word into a searchable link. This allows users to organize content and track information (Hiscott, R. 2013), for example the hashtags for this thesis could be something easy to find such as #thesis #socialmedia or something funny and relevant like #willthisthesiseverbefinished. Hashtags were originally used in Twitter in 2007, but they have since spread to other social media sites. (Hiscott, R. 2013)

Gil (2017) describes 'memes' as "virally-transmitted cultural symbol or social idea". Meme, originating from the Greek word 'mimema' meaning "something imitated", was (sort of) invented by Richard Dawkins in 1976. Memes did not gain popularity until the mass use of social media sites such as Facebook and Twitter. Now, according to Gil, memes are "a worldwide social phenomenon, and memes behave like a mass of infectious flu and cold viruses, traveling from person to person quickly through social media." They are mostly used by 20-something millennials (author of this thesis included) (Gil, P. 2017)

3.1 Applied social media

List for social media channels is never-ending and here are a few examples. Facebook (the largest social networking site in the world), WhatsApp (instant messaging platform), Instagram (unique social networking platform – based on sharing photos and videos), Twitter (short text messages) and Snapchat (image messaging social platform). There are many more such as Skype (connecting people through voice and video calls), Pinterest (bookmarking social media for DIY tasks), LinkedIn (professional social networking), Flixster (for movie reviews), YouTube (worlds largest video-sharing social networking site), MyHeritage (geneology platform). (Jaime, 2017)

The platforms did not always exist and for example, in Thailand in 2004 a horrific natural disaster took place and all the traditional communications channels failed to warn people of the ominent threat and later inform the relatives of the missing or deceased. In 2005 a bombing and an oil accident happened in England, and BBC received over 5000 witness photographs. After these incidents major TV stations realized the importance of national journalism. (Saarikoski, P. *et al* 2013) The change was also noticed by Yle news editor Karvala who said "the tsunami made the traditional media recognise that people who were networked through internet communities -- were able to beat them in speed and accuracy of acquiring news" and by Leppänen who stated that "in social media, a news consumer can turn into an active news producer in an instant." (Karvala, K. 2015)

There are many books in the library that help people learn *how* to use social media, but there are not many studies or books on what people do *after* they enter the social media. An exeption is Alastalo who describes the active users of social media as the modern day campfire storytellers who pour their heart and soul in to the vast abyss of social media. He felt that those "do it yourself" manuals were not giving the whole story and decided to write a book where he interviewed 21 people and a cat to get a more profound picture of what is that people really use social media for. (Alastalo, J. 2015.) His epiphany is very similar to the idea of this thesis.

Alastalo feels that social media has given anyone a chance to get their voice heard, if they so desire. After all, the purpose of social media is interaction. First storyteller in his book is Arman Alizad, a tailor turned tv personality who writes provocative things on his Facebook and Twitter accounts to the point that he has been kicked out from them. The next story is of ordinary schoolboys who started to do YouTube-videos for fun that turned

into a business. Alastalo writes that if you have not seen a catvideo, you are not using internet right, since up to 15% of all online traffic consists of cats. One of these cats is "Finland's even Grumpier cat", Seppo, who has his own fan page in Facebook. (Alastalo, J. 2015)

Joshi (2016) concluded in his article, based on a report that surveyed 5,000 Europeans aged 18-29 from 15 different countries, that "social media is playing an instrumental role across Europe in helping young people find jobs, upgrade their skills and create economic growth as entrepreneurs and that social media is seen as inseparable from business as a working tool." (Joshi, A. 2016) In Finland schools and universities offer online learning platforms where students can interact with fellow students or teachers and return assignments. (Passport to Trade 2.0, 2014) Joshi (2016) is requesting in his article that more Nordic educators and businesses wake up to the power of social media.

3.2 Applied social media in Finland

Nowadays social media is an integrated part of everyday life. Most people share their every day routines with their friends on Facebook, Instagram or Snapchat. In fact, Tiwari wrote that "Facebook is biggest social network in the world" and according to StatCounter, the statement holds true also for Finland in 2017. (Tiwari, A. 2016, StatCounter 2017) Valtari also studied the statiscs of Finland and concluded that in Finland social media is widely used. (Valtari, M. 2016) Buzzador conducted a study in Finland and found out that in 2014 up to 82% of the population in Finland used Facebook, 15% Instagram and just 5% Twitter. (Bennett, S. 2014) By 2016, Facebook had lost but a percent of its users but Instagram had rosen to a roaming 72% and Twitter to 25%. The most popular social media site was WhatsApp, with 88% of young Finnish people claiming to use it. Other popular sites were YouTube (85%), Spotify (65%), Facebook Messenger (56%) and Skype (35%). (Statista, 2016a)

According to a 2016 study, most commonly social media in Finland is used for communicating with friends (86%) or out of habit (75%). Up to 69% of young Finnish describe using social media because they are looking for information, 61% because they want to communicate with family of relatives and just 19% use social media because they are lonely. (Statista, 2016b) Additional uses for social media among Finnish young are joy or happiness (93%), more knowledge on a personally interesting subject (93%), a way to spend time (93%) and a sence of social cohesion (77%). Just some 30% used

social media to find a dating partner and only 16% say they have experienced cyberbullying. (Statista, 2016c, Weissenfelt, J. 2016)

In a study conducted by ebrand Suomi Oy in 2016 to more than 5000 respondents from Finland between the ages of 13 and 29, the most common reason why young Finnish use social media sites are reading what others share (94%), listening to music (75%), chat in real-time (60%), look for information (49%) and just 44% say they produce their own updates or comments. The study also introduces new ways to use social media such as playing games (30%), making or editing videos (8%), writing blogs (6%) and making or editing music (4%). The study concluded that young Finnish use social media because their friends use it too. (Weissenfelt, J. 2016)

The ebrand study also incuired the young how social media affects their real-life. The study found that over 80% of young Finnish felt that social media sites complete their real-life communication and just 15% felt that social media sites replace communication in real-life. Up to 46% felt that social media services add value and depth to real-life relationships and communication and 29% felt that they are even more social on social media sites than in real-life. When asked about their behavior in social media, 11% said they behave better online than in real-life while just 7% said they behave worse. Despite those numbers, 71% of the respondents felt that social media conduct should be taught either at school or at home and just 27% felt that there is no need for general guidelines, everyone can learn them themselves. (Weissenfelt, J. 2016)

DNA conducted a study on the use of social media sites in Finland in 2017. There are not many studies in Finland where the use of social media has been studied within such a large age scale, 15 to 74-year olds. The results found that 2,5 million people in Finland use Facebook, 2 million WhatsApp, 1,1 million Youtube, 1 million Instagram, 0,5 million Snapchat, 0,4 million Twitter, 0,2 million Linked In and just 0,1 million Pinterest as seen in appendix 2. All of the social media sites were most commonly used by the young, 15 to 24-year-olds. According to Pönkä from Innowise, Facebook is still growing in Finland because the older generation is only now joining, but that WhatsApp will surpass Facebook soon. Instagram is slowly becoming a valuable tool for companies with the adaptation of Stories. While the Stories feature was originally introduced by Snapchat, it is showing little marketing value for companies since most users of Snapchat are under the age of 20 who do not follow companies or understand brand marketing on social media. DNA study uncovers that while there are not so many Finnish Twitter users, the

ones that use it are society's "elite" such as politicians, experts, reporters or other influencial people. (Reinikainen, P. 2017)

3.3 Facebook

How was Facebook born and how is it so popular still? Suffice to say, in 2017 everyone knows who Mark Zuckerberg is. In 2003 he was a psychology major in Harvard University with an interest in computer programming and social networking. In 2004 he developed the facebook, profiling students and staff and within 24 hours 1200 Harvard students had signed up. By 2005 it had adapted the name Facebook and had spread to all universities in the USA. Since the beginning, it has been free to join, but all the while the site has generated profit via advertising revenue. In 2007 Facebook had reached 30 million users and it was still referred to as "social networking site with education focus". (Phillips, S. 2007)

Facebook was opened to the general public (over the age of 13) in 2006, yet it did not reach popularity in Finland until 2007. (Saarikoski, P. *et al* 2013) Facebook is being described as a social networking site that makes it easy for people to connect and share with family and friends online. Furthermore, for many it is almost expected to be on Facebook, it is viewed the same as having an email account. Facebook allows its users to send messages and share status updates, photos or links. While Facebook offers a great deal of privacy settings, whatever is posted there can be seen by many people. (Goodwill Community Foundation, Inc. 2017)

Tiwari (2016) lists reasons why people use Facebook and among the reasons are that people want to stay connected to their friends, they want attention or to look at other people's profile secretly or simply because otherwise they would forget their friends birthday. Others feel it is their duty to comment or like on Facebook, while others use it for more serious matters such as reading the news or promoting their work. (Tiwari, A. 2016)

As shown in figure 2, Facebook users have grown steadily throughout the years, reaching 2 billion users in 2017. This is a phenomenal growth considering Facebook's age. Constine (2017) sums it up: "if the teenaged social network isn't as cool to teenagers any more, it's not showing in the big metrics." (Constine, J. 2017a) However, teenagers are not the focus of this thesis but the biggest demographic, young adults between the

ages of 25 to 35 who make up for 29,7 percent of all Facebook users. (Zephoria, Inc. 2017) In Finland 2,1 million people are Facebook users of which more than half are under the age of 34. (Nordenstreng, K. & Wiio, O. 2012)
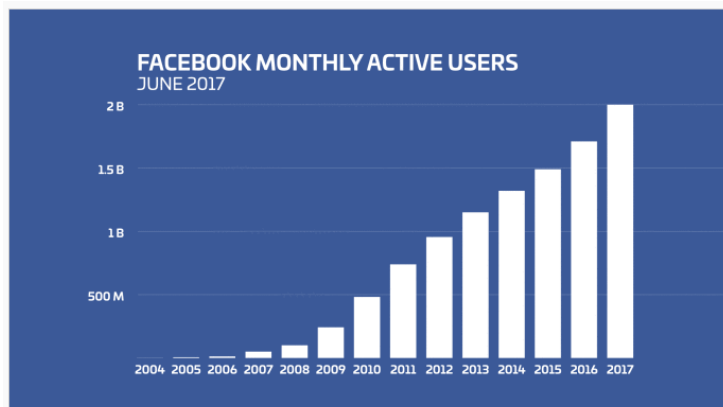

Figure 2. Facebook monthly active users June 2017 (Constine, J. 2017)

Facebook's growth in the last half decade has been "fueled by the developing world." The company has uncompromisingly optimized its app for cheap Android smartphones and low-bandwidth connections. (Constine, J. 2017a) Due to Facebook's popularity, other websites have worked to integrate Facebook. This means that a single Facebook account can be used to sign in to different services across the Web. (Goodwill Community Foundation, Inc. 2017) Especially since hitting the 2 billion marker, Facebook has had to think about their social responsibility. Facebook Chief Product Officer Chris Cox commented, "we're getting to a size where it's worth really taking a careful look at what are all the things that we can do to make social media the most positive force for good possible". CEO and founder Mark Zuckerberg commented the milestone with their new mission statement, "give people the power to build community and bring the world closer together." (Constine, J. 2017a) Whatever the future of Facebook may be, it is certain that "Facebook has changed the world forever". (Lazy, S. 2009)

3.4 WhatsApp

WhatsApp (yes, it is a pun on the phrase What's up?) was founded by Jan Koum and Brian Acton in 2009. (Hess, A. 2017, WhatsApp, Inc. 2017) When Apple's app store launced in 2009, Jan Koum saw an opportunity to create an alternitive to SMS. WhatsApp allows its users to communicate all around the world, for free, in a simple,

secure and reliable manner. (WhatsApp, Inc. 2017) WhatsApp was acquired by Facebook in 2014 for $19 billion, while it remained to "operate as a separate app". Today WhatsApp supports various media, text, photos, videos, documents, and location, as well as voice calls. (WhatsApp, Inc., Hess, A. 2017)

While there are many similar services to WhatsApp such as Viber, Kik and Skype, WhatsApp is "the most popular instant messaging app for smartphones". When WhatsApp entered the market in 2009, it was the first of its kind. This alone does not guarantee success, but the fact that WhatsApp was free and offered an alternative for the expensive text messages, did. In WhatsApp, people are also easy to find as their mobile phone number equals their user name, which lowers the possibility for fake identities. Moreover, WhatsApp was designed for mobile use instead of computer and it is available for many platforms including Android and iOS and even old Nokias. WhatsApp does not impose ads on its users and in time they have included new features such as free calling, adding momentum to its success. (Unuth, N. 2017)

3.5 Twitter

Twitter is a social media site or "a microblog service" since the users communicate with messages called 'tweets' that can not be longer than 140 characters. Twitter was developed in 2006 and by 2008 it was widely used around the world, even by Barack Obama in his 2008 presidential campaign. Twitter is a unique combination of blogs, emails and instant messaging and the tweets can include pictures and videos. At the end of 2009 Twitter had already tens of millions of users, by mid-2017 the amount of active monthly users had surpassed 328 million. (Statista, 2017, Haavisto, M. 2009)

Compared to other social media sites, Twitter is very simple to use. While other sites such as Facebook keep reinventing itself and creating new and additional services, Twitter sticks to its simplicity. Twitter can still be used in many ways, but it does not take a lot of time to use it. In fact, Twitter is sometimes more up-to-date in current events than some of the most notorious news agencies. In 2008 a student named James Buck was arrested in a demonstration in Egypt, but he was able to send a tweet saying "arrested". Due to this short message, he was later released. Twitter has also been used to notify of possible terrorist attacks and many wonder, if more people could have been saved in the 2004 tsunami, had the service excisted then. (Haavisto, M. 2009)

In Twitter, it is possible to "follow" other users, so that the profile of a user is not filled with just one's own tweets. One can follow anyone who has a public profile, and many people follow celebrities. (Haavisto, M. 2009) The most followed people in Finland are artist Rauli Mård with a staggering 558 652 followers, politician Alexander Stubb and athlete Heikki Kovalainen, both with some 300 000+ followers. In the top 10 are also Ilta-Sanomat and Yle Uutiset, Finnish news agencies. (Twitter Counter, 2017)

3.6 Snapchat

Originally called Picaboo, Snapchat was founded in 2011 by Evan Spiegel, Bobby Murphy and Reggie Brown. Snapchat is an image and video messaging application that Spiegel first introduced in his Stanford design class. Already in 2011, Brown left the company over a dispute on equity splits. (Molloy, M. 2017) Snapchat is a part of Snap Inc., a camera company as described on their homepage (Snap Inc. 2017)

Snapchat "lets users send images and videos that disappear after a set amount of time." (Molloy, M. 2017) Moreau (2017) describes Snapchat as a casual way for sending quick photos and videos for friends as the data will "self-destruct" just a few minutes after the recipient has opened it. Since Snapchat's initial launch, features like Stories, Snap Maps and Geofilters have been added. Stories are different from the regular "snaps", as stories stay on for 24-hours. The story can be viewed by everyone on Snapchat, friend or a specific group, any time during that 24 hours, after which the story will disappear. Snapchat is having a hard time keeping up to their competitors like Facebook and Instagram, which are adding very similar features to their sites as Snapchat. (Molloy, M. 2017, Moreau, E. 2017)

Snapchat founders show no signs of slowing down on their path to fame and fortune. In fact, they declare on their homepage that they "-- believe that reinventing the camera represents our greatest opportunity to improve the way people live and communicate." Since Snapchat, they have invented Spectacles and acquired Bitstrips in attempt to make their company the future of social media. (Snap Inc. 2017, Molloy, M. 2017)

3.7 Instagram

Instagram was set out to be a success story, and it surely was. Since the original release date in October 2010, by December the same year Instagram had already 1 million users. It was founded by Kevin Systrom and Mike Krieger, and in 2012 it was bought by Facebook. According to Desreumaux (2014), Instagram is the #1 photo social platform. (Desreumaux, G. 2014) The total amount of monthly active users in 2014 was 150 million, in 2017 it was already 700 million, and photos uploaded daily a roaming 95 million. (Aslam, S. 2017, Desreumaux, G. 2014) 700 million users makes Instagram more than twice the size of Twitter. (Constine, J. 2017b)

It is surprising and rare for a social media site to stay so hip after 6,5 years. However, Instagram has been able to continually improve itself with new features and new photo effects. (Constine, J. 2017b, Desreumaux, G. 2014) Instagram spokesperson told that "Instagram has been building products specifically for these users who can't afford data plans or have weak connectivity." This claim was supported by the fact that it just introduced offline mode on Android. Instagram's latest features, permanent messaging feature Direct and Instagram Stories have boosted their growth and retention, however at the cost of Snapchat. (Constine, J. 2017b)

The founder and CEO, Kevin Systrom describes Instagram as follows, "Instagram has become the home for visual storytelling for everyone from celebrities, newsrooms and brands, to teens, musicians and anyone with a creative passion." (Instagram, 2017) Instagram may have made a place for itself that will last for many years to come. (Desreumaux, G. 2014) Speaking for Instagram's popularity is a study conducted in Europe in 2016 where young people between the ages of 18 and 29 were interviewed and the results revealed that 42% of Finns use Instagram. While it is less that in the other Nordic countries, it still shows that Instagram is widely used in Finland. (Joshi, A. 2016)

4 RESEARCH METHODOLOGY

Qualitative research is a type of scientific research that seeks to understand a given research problem from the perspective of the population it involves. The strength of qualitative research is exactly in that it provides information of the "human" side of an issue – the contradictory behaviours, beliefs, opinions, emotions and relationships of individuals. (Family Health International, 2017) The research problem is studied as a whole and the purpose is to find or reveal new information rather than validate existing theories. (Hirsijärvi, S. *et al*, 2009) Qualitative research is considered naturalistic as it studies real-world situations as they unfold, and researches are open to whatever emerges. (University of Southern California, 2017) Vital in qualitative research is also reflecting the researcher's own attitude, role and position in society. (Scientific Software Development GmbH, 2017) Qualitative research was chosen for this thesis so that the author could get in-depht information from the respondents.

4.1 Data collection methods

Qualitative research methods include participant observation, in-depth interviews, and focus groups. Participant observation is appropriate when data is collected on naturally occurring behaviors in their usual contexts, in-depth interviews are optimal for collecting data on individuals' personal histories, perspectives, and experiences on sensitive topics and focus groups are effective in eliciting data on the cultural norms of a group and in generating broad overviews of issues. (Family Health Intenational, 2017) After deciding which method to use, researcher must decide what or who is the target of the research and how much time can be used for the research. Researcher must also decide how to choose the respondents and how many are needed. How the respondents are reached and how to ask their permission. (Hirsjärvi, S. *et al*, 2009) Furthermore, forms for the data must be decided whether it be field notes, audio and video, recordings or transcripts. (Family Health International, 2017)

Interviews can be divided into structured or unstructured interviews, based on how ready the questions are. One extreme example of a structured interview is the form interview where the questions and answer options are ready, and they are presented to every respondent in the same order. There are also semi-structured interviews such as the

focused interview where the theme and the subject are the same for all respondents but the questions may differ and be in a different order. Last but not least there is the unstructured interview, or open interview which is more like a discussion where both parties can raise topics and steer the conversation. (Ruusuvuori, J. & Tiittula, L., 2005) The interview method used in this thesis is the semi-structured interview, so the questions were the same for everyone but they were presented in a changed order.

As it was impractical and uneconomical to collect data from everyone in a given population; a sample of the population was selected. (Brown, V. *et al* 2003) For this thesis the respondents were both male and female, between the ages of 25 and 35. They had to live in Finland and they were interviewed face-to-face or via email and Facebook. The face-to-face interviews were recorded for further analysis. The respondents were chosen using the non-random sampling, and both the convenience sampling and snowballing sampling was used since time was of the essence. In the convenience sampling, the respondents were chosen based on whoever was easiest to recruit and in snowballing sampling the ones that were asked to answer the survey, invited others to be surveyed as well. (Brown, V. *et al* 2003) These sampling methods were chosen since it was crusial to get random respondents within Millenials, but without a specific predetermined role such as students. The idea behind the thesis was that the young people who share their life on social media sometimes even publicly, would be interested in sharing details about their life and use of their social media with the author whom some of them did not know personally. Having a user account in any of the social media sites studied in this thesis was not a criteria for answering the survey.

The data collected was based on the survey questions found in appendices, and the answers the respondents gave. Since Millenials and their use of social media has not been studied in Finland before, the goal was to have the respondents answer the questions in depth, so that this thesis could have such a peak at these young adults lives that no one before has had. The survey was conducted anonymously, so there was no reason why the respondents would have not been truthful in their answers. Analyzing the results was the foundation for the thesis, and new information of the use of social media by Finnish young adults was revealed.

4.2 Research questions and objectives

Research objective is to interview young adults between the ages of 25 to 35 who have lived their childhood without computers, internet and social media and reflect the change to the media-filled world that they live in today. Furthermore, this thesis will identify which social media is actually used in Finland by young adults and what do they use them for (for studying, business or personal purposes). How do different needs in life reflect the usage of social media and how it has changed throughout their life. Are the current channels meeting their need or is there room for more?

While Alastalo interviewed people (and a cat) of all ages, and mainly Finnish celebrities (Alastalo, J. 2015), this thesis will focus on a certain age group and in all fields of life. It is important to the research to have people of the same age but in very different roles in their lives to see how it affects their use of social media – or does it affect? Does a politician use social media in a same way as a new mom? What about a student of fashion and a fashion designer? These are just a few examples and one role. Hoping to answer these questions and many more, this thesis too will look deeper – beyond the perfect profile picture and into the human behind it.

4.3 The reliability and validity of the research

Research is about avoiding mistakes, however the reliability and validity of a research may vary. Hence the reliability of a reasearch is estimated through different factors. The reliability of a research means the repeatability of the results and the capability of the research to produce non-random results. The reliability of a reasearch can be proven in many ways, one being that two reviewers end up in the same result or that one person is studied more than once and the result is always the same. Another criteria for the research is the validity which refers to the research methodology's ability to measure exactly what was meant to be measured. The meter can distort the results if the respondents have replied differently to the questions than the researcher intended but the researcher still studies the results in the original mindset. (Hirsjärvi *et al*, 2009)

The reliability of a qualitative research method is largely improved if the researcher provides details of all the steps of the research. Not just the material that was produced but also the circumstances of the interviews in clear and truthful terms. These

circumstances include the setting of the interview, the time it took, possible distractions, errors in interpretation and the researcher's own opinion. (Hirsjärvi *et al*, 2009) For this thesis there are many factors that could compromise the reliability of the research. There were more female respondents than male, there were not a lot of respondents from the Eastern and Northern Finland, and most respondents were under the age of 30. Moreover, if the survey was conducted to a different set of 47 Millenials, the results could be different.

Since most of the surveys were distributed via Facebook or email, the possibility for distractions was quite minimal. Yet the ones who responded face-to-face did not have as much time to think about their answer as those who replied in a written form. While the ones who replied on Facebook or in email, did have time to give a more thorough answer, the author could not ask any additional questions which lead to those respondents not giving as an in-depth answer as the author had hoped. Those superficial answers left a lot of room for the author's imagination since their interpretation was interely depended on the written text and not facial expressions, common history or any other social context. Moreover, the results were distorted since some of the interviews were conducted via Facebook, meaning that those respondents had to have at least one social media account.

The fact that the survey was presented to the respondents in Finnish, but the results were in English, could compromise the validity of the results. There is a possibility that some depth was lost in translation. However, the replies were most likely more profound and truthful in Finnish, as the respondents were able to produce them in their mother tongue. Another factor that distorted the results was that the author is not active on all the social media sites that were examined in the thesis and therefore does not possess detailed knowledge of what they can be used for and how.

In qualitative reasearch, it is a key component to the analysis of the material to categorize the respondents and explain how and why they were categorized the way they were. Furthermore, it is essential to explain the categories to the reader and explain how the results are interpreted and what the conclusion is based on. (Hirsjärvi *et al*, 2009) In the next chapter, the respondents of this thesis are introduced, their backgrounds and why this particular group was chosen. The results were analysed based on the respondents role in the society and which social media they use and how.

5 RESULTS

This chapter presents the results of the research from the data collection. This chapter reviews all the research questions and provides background information of the respondents. The Millenial generation chosen for this thesis is introduced as well as the respondents age and gender distribution. Moreover, in order to get a sense of the change in communication throughout the respondents lives, this chapter displays when the respondents got their first computer in their childhood home and when their first mobile phone. The results include identifying which social media the Millenials use and how, and does their role in real life reflect their use of social media. The future of social media is examined at the end of the chapter.

5.1 Introduction of respondents

The Millenial generation was chosen for this thesis because they are one of the largest generations in history (Goldman-Sachs, 2017) as well as in Finland in 2017. (United Nations 2017) Moreover, Millenials are called technologically talented people, "digital natives", who have never known world without personal tech. (Murphy, M. 2017, Bercet-Price, V. 2017) While this may be true for the younger Millennials, the 30-something Millennials were lucky enough to avoid having their teenage moments caught online, (Memon, S. 2017) making the older Millennials the perfect focus group for this study. Millennials, also known as Generation Y, were coinscidentally the first to have smartphones. (Memon, S. 2017)

In this thesis, 47 people were interviewed. The survey consisted of 14 questions, aiming to identify the change in communication over the years, and use of social media by 25 to 35-year-old Finns. The goal was to have as many male as female respondents, and aged as differently as possible, however after all the surveys were completed it became evident that there were much more female than male respondents and some ages were missing completely. Figure 4 shows ages by gender, 17 were male and 30 were female. Most respondents were under the age of 30.
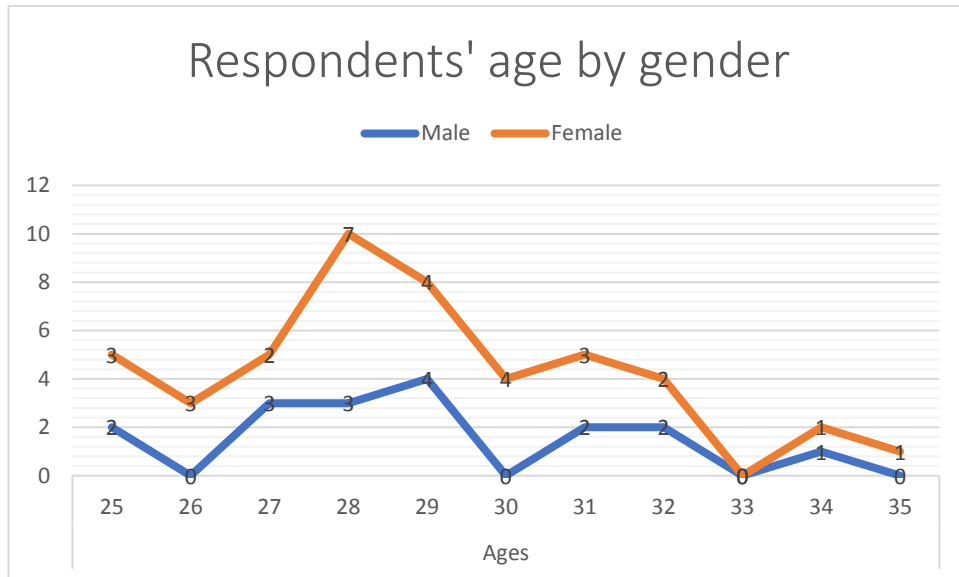
Figure 3. Respodents' age by gender.

The goal for this thesis was to cover the whole of Finland. The division of Finland used for this thesis was provided by Regional State Administrative Agency, which divides Finland in 6 parts; Eastern Finland, Southern Finland, Southwestern Finland, Western and Inland Finland, Northern Finland and Lapland. (Aluehallintovirasto 2016) Due to the author's location in Southwestern Finland and lack of connection to the Northern and Eastern Finland, those parts were poorly presented in the survey, with just 2% of respondents coming from Lapland, 8% from Northern Finland and 4% from Eastern Finland. Most repondents came from the Southwestern Finland, as presented in figure 4.
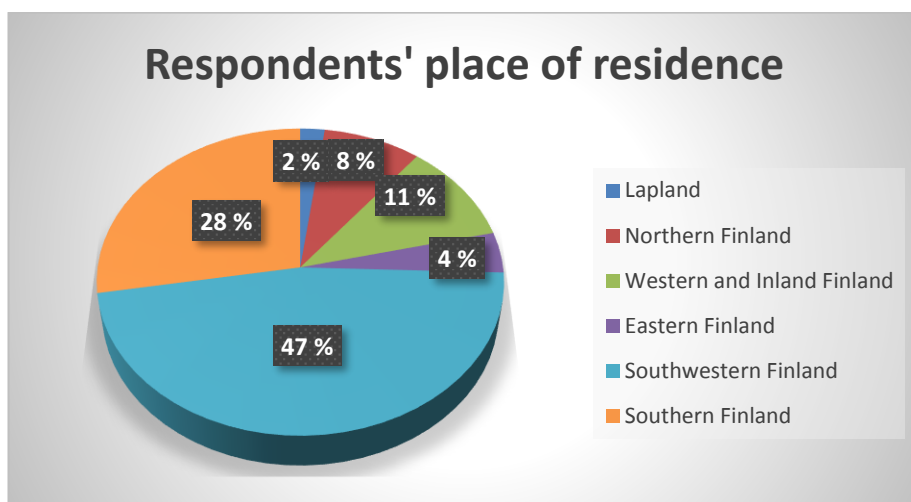

Figure 4. Respondents' place of residence.

In order to get a more profound picture of the communication tools used during the Millenial generation, the survey found out when the respondents first got a computer in their childhood home, when they got their first mobile phone and what communication was like before either of them.
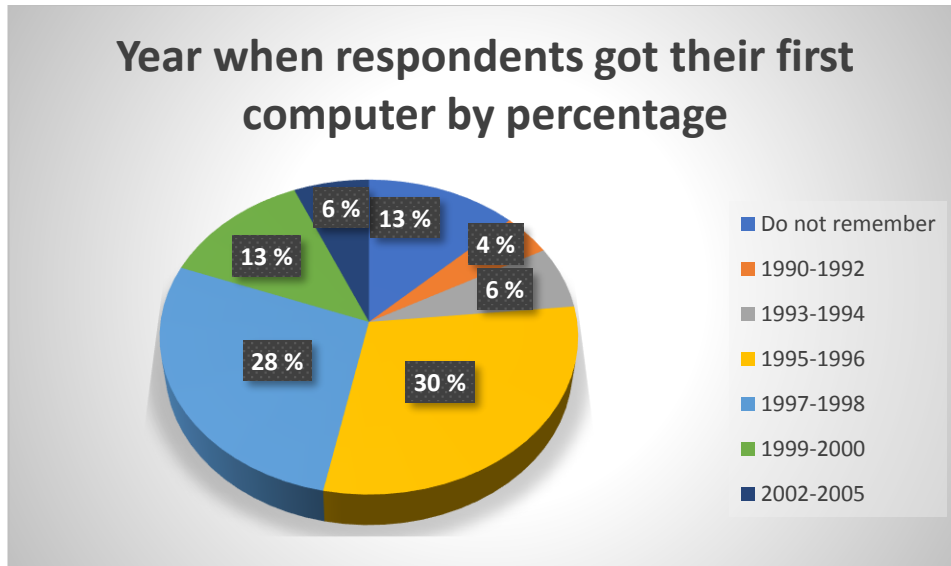

Figure 5. Year when respondents got their first computer by percentage.

Nearly every home in Finland had a computer by 2010, but in the 1980s they were still a a rare sight as written earlier in the computer section. Figure 5 verifies that a computer in a Finnish home did not gain popularity until the 1990s. Most respondents replied they got a computer in their home in 1995 or 1996 with 30% response rate, 28% replied they got a computer either in 1997 or 1998. While some respondents did not remember when they got a computer in their childhood home, no one said that they did not have a computer. The respondents, born between 1982 and 1992, were 3 to 13 years old when most respondents got a computer in their home. It is safe to say, computer in a home is something most respondents grew up with.

Figure 6 presents when the respondents got their first mobile phone. Since over 50% of respondents replied getting their first phone between the years 1999 and 2002, those phones were not smartphones yet. Many of the respondents remember being between the ages of 10 and 15 when they got their first mobile phones, making them a thing of their adolescence, rather than childhood. Just 6,4% did not remember when they got their first mobile phone.

Year when respondents got their first mobile phone by percentage

2005-2006	8,5 %
2003-2004	10,6 %
2001-2002	27,7 %
1999-2000	27,7 %
1997-1998	19,1 %
DO NOT REMEMBER	6,4 %

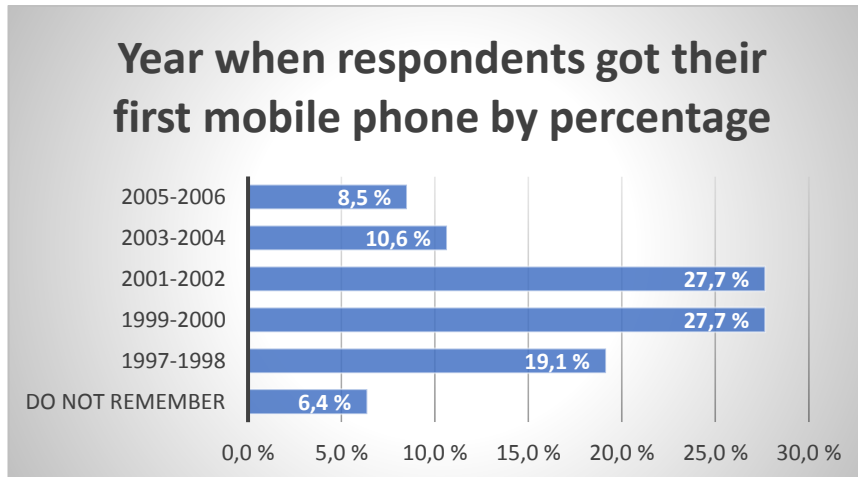0,0 % 5,0 % 10,0 % 15,0 % 20,0 % 25,0 % 30,0 %

Figure 6. Year when respondents got their first mobile phone by percentage.

Before computers became common, and before the respondents got their mobile phones, they communicated using only-girls notebooks ("kirjis"), letters and landline telephones at home or they went to a friend's house without any previous agreement on the matter. Sometimes the later meeting could be agreed on at school or in a hobby. After internet and mobile phones, communication happened either by calling or text messages, online by emails and MSN Messenger ("mese"). People also saw each other mostly face-to-face, when facial expressions, intonation and gestures played a key role.

5.2 Analysis

This thesis aimed to find out which social media Finnish young between the ages of 25 and 35 use. In addition, the goal was to find out what do they use social media for and what are the most important features.
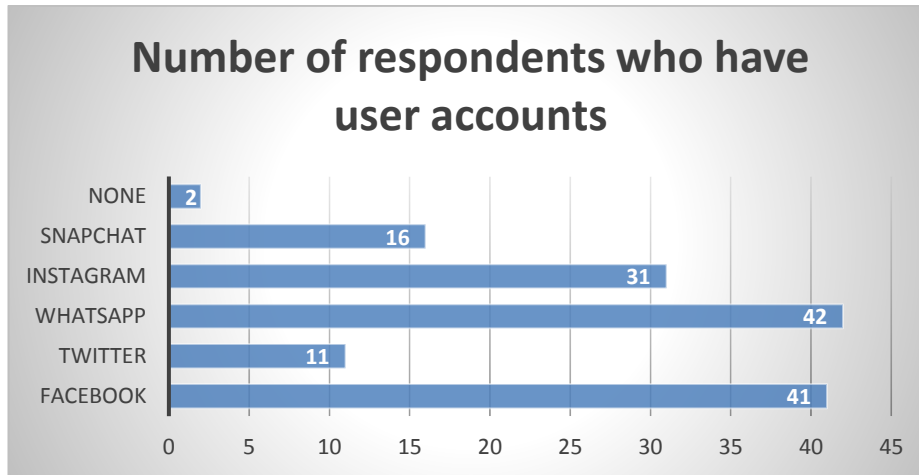
Figure 7. Number of respondents who have user accounts.

Figure 7 presents the number of respondents who have user accounts in the following social media sites: Snapshat, Instagram, Whatsapp, Twitter, Facebook or none of them. The studies in the previous chapters concluded that in 2016 of the Finnish young, 81% was on Facebook, 72% on Instagram, 25% on Twitter and 88% on WhatsApp. Sadly the study did not include Snapchat as this survey does. Apart from the missing number for Snapchat, and the 2 respondents who are not on any social media site, the numbers of this survey are very similar.

While having a user account in any of the mentioned social media sites was not a criteria to anwer the survey, there were still just 2 who did not have a user account. Out of the 47 respondents, 87% are on Facebook, 23% on Twitter, 89% on WhatsApp and 66% on Instagram. Many respondents said that they have previously had user accounts in Twitter, but they felt that there is no longer need for it as it is not as visual as other sites. Some of the respondents felt that Facebook is a good channel for following what others post, but that they are no longer active users there. According to the respondents answers, Instagram is the most common channel to post photos. Majority of the respondents said that WhatsApp is the main channel for staying in touch with their loved ones.

What respondents use social media for

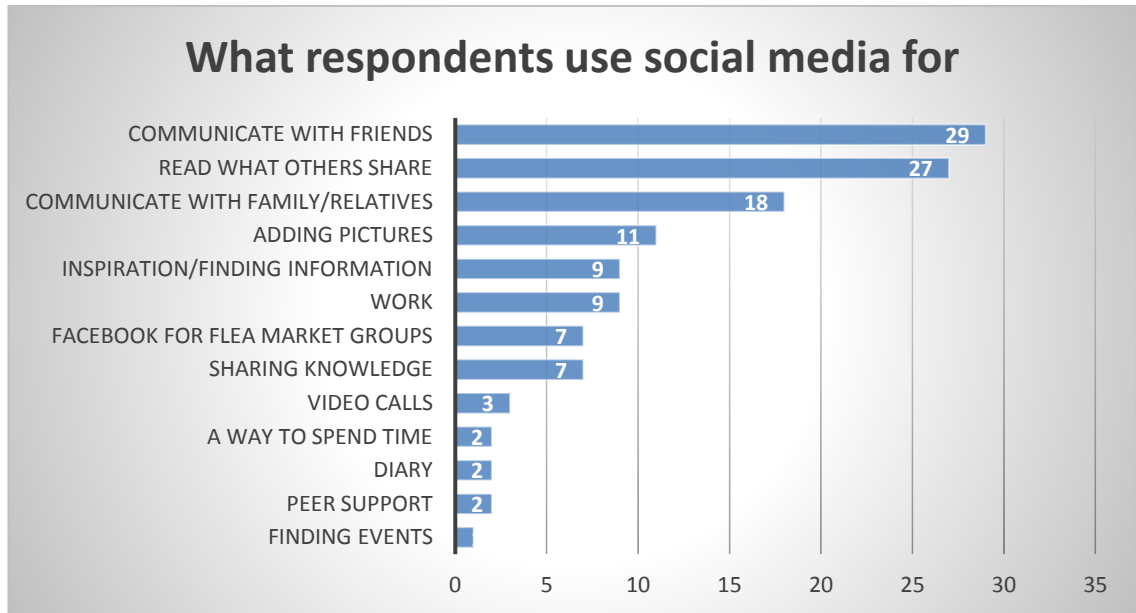| Category	Value
COMMUNICATE WITH FRIENDS	29
READ WHAT OTHERS SHARE	27
COMMUNICATE WITH FAMILY/RELATIVES	18
ADDING PICTURES	11
INSPIRATION/FINDING INFORMATION	9
WORK	9
FACEBOOK FOR FLEA MARKET GROUPS	7
SHARING KNOWLEDGE	7
VIDEO CALLS	3
A WAY TO SPEND TIME	2
DIARY	2
PEER SUPPORT	2
FINDING EVENTS	

Figure 8. What respondents use social media for.

In the statistics by Statista from 2016, the most common reason for the Finnish young to use social media was a way to spend time with 93% of respondents stating that as a reason. This survey found that just 4% use social media to kill time. A 32-year old man stated that he "tries to stay away from social media sites such as Facebook and Snapchat because they take up too much of people's time and they lose their ability to communicate with others 'for real'". On the other hand, the 2016 study found that 86% of the young use social media to communicate with friends and 61% with family, this thesis' survey found the same. While the numbers are significantly lower with 62% confirming that they use social media to stay in contact with their friends and 38% with family, they are still in the top reasons to use social media. However, a 26-year old woman claimed that "there is no need for social media, friends can be reached in another way".

A total of 69% of the young in 2016 admitted that they use social media as a mean to look for information, the number for this thesis was just 19%. Respondents illuminated that the information may be news, user experiences or even inspiration for kids crafts on Instagram. The respondents who said they use social media for work, clarified that social media is a great channel for promoting their work as "it is free and reaches a wide audience", and another respondent who works with the young said it is "a great way to reach the clientele – the youth". Some of the respondents said that the material they publish themselves is mostly memes or other fun stuff and that they would not share

deeply personal events in social media. A 25-year old woman on the other hand said that "sharing the biggest life events such as getting married or having a child" are the very reason she is in social media. Other reasons for using social media are "to record feelings on Instagram", "to take part in a competition", "to plan events or trips via groups" and "connect with a niche group" such as a mom group or role playing.
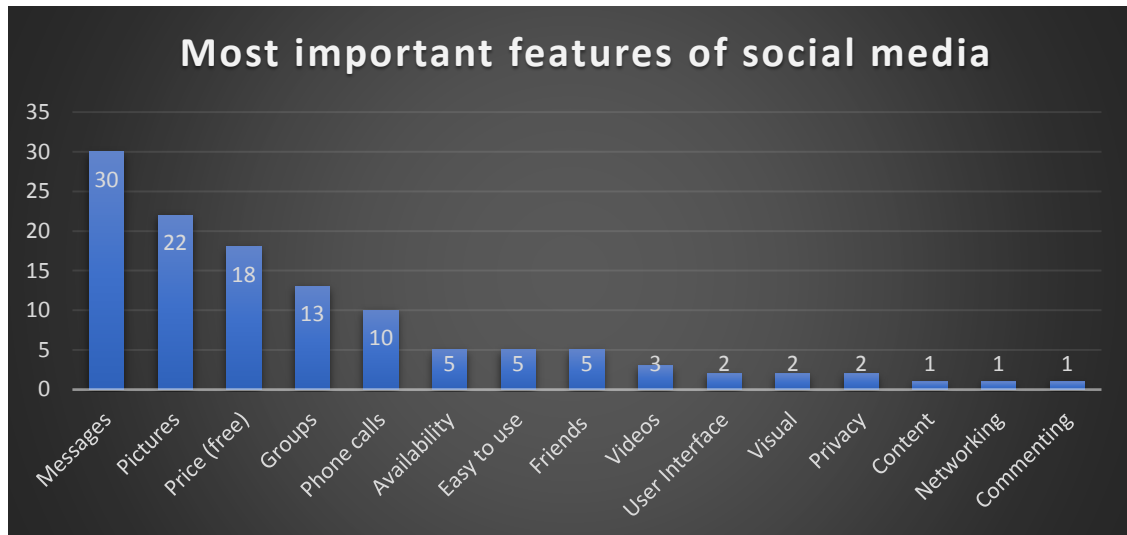

Figure 9. Most important features of social media.

When asked about the features of social media, 30 out of 47 respondents claimed that the most important feature is messages. Respondents emphasized the importance of the sites being visual and therefore the second most valued feature was pictures. A little over a third of the respondents felt that price was an central feature, and they highlighted that they would not pay for these services. A number of the respondents also felt that the possibility to form groups was vital and that they have their friends in the same site. A 26-year old woman felt that group messages was the most important feature because that way "everyone can be reached at the same time".

Just 10 out of 47 respondents said that phone calls were the most important feature and furthermore only 3 appreciated the possibility to send or receive videos. In addition to the features presented in figure 9, a 29-year old woman said that "compatibility with the phone" was an important feature for social media, while the "updates that take up a lot of space is annoying". Furthermore, a 31-year old woman continues that a significant feature of using social media on the phone is "fast accessibility, both in good and in bad".

As the purpose of this thesis was to find out how the role that the respondents have in real life affects their use of social media, it was vital to find out how they see themselves in real-life. Moreover, the survey examined which other social media the respondents use besides the one that were presented in the survey.
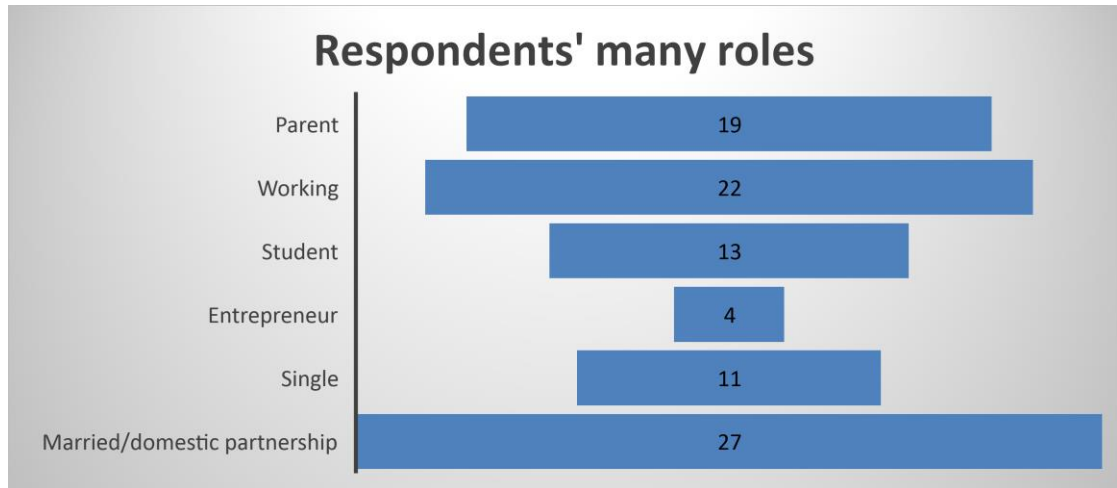

Figure 10. Respondents' many roles.

When asked about their role in society, and if it affects their use of social media, 53% of the respondents felt that it does affect to some degree, 30% felt that it does not and a roaming 17% left the answer blank. Unfortunately, it was apparent that some of the respondents had misunderstood the question, and therefore there were so many who did not answer or answered something completely different. Most common way that their role affects their use of social media is that they cannot publish material or opinions related to their work or employer. A 29-year old man on the other hand admitted that his employer expects them to share work-related posts so that the company gets a better exposure on social media.

Another reason that was way beyond others was that becoming a parent had made the respondents think about what to share on social media and many confessed they do not share pictures of their children on social media, or they share pictures that are not embarrassing or where their face does not show. Other reasons for "polishing" their behavior on social media are that "future employers might see their behavior on social media", "true opinions might affect work" and "it could hurt their family". Many respondents who replied that their role does not affect their use of social media still emphasized how crucial it is to behave in a good manner online.

The survey asked the respondents if they felt that the arrival of smartphones and tablets affected their use of social media, and the results are quite unanimous with 77% saying that their use of social media has increased significantly since they got a smartphone. Just 9% concluded that their use has changed a little and 15% said that their use of social media has not changed at all since smartphones. Incidentally, many of the respondents who claimed that the arrival of smartphones and tablets has not affected their use, also said that they do not own a smartphone or a tablet. The respondents said that the use of social media used to be irregular on the computer but is now constant with the smartphone. A 34-year old man concluded that using social media on a smartphone is "convenient in a public transport".

Social media has changed communication in multiple ways, the respondents found that there are some positive aspects of this change. For example, it enables them to communicate more as it has become easier, faster and cheaper. Social media allows them to communicate with friends and family who live far away, and even if one does not send direct messages, one can feel like a part of their lives because of the things they share on social media. A few of the respondents have noticed that social media also lowers the bar to contact someone – it is easier to connect to people one would not normally talk to, ex-coworkers, army buddies, school friends and other acquintances. One of the respondents felt that it is convenient to have social media as there is no longer need to set a specific time for a call, but a message can be sent whenever. The respondents also emphasized that communications has changed from communicating with just words to communicating with photos or even videos.

The respondents also saw that there are quite a few downsides to social media as well. They felt that communication that happens on social media is not as profound as communication face-to-face was, as people only share the highlights of their life events online. In addition, a few of the respondents felt that while the channels for communicating have become more versatile, the content of the communication is more superficial than before. In fact, one respondent summarized social media as follows, "we know what is going on with our friends – without actually talking to each other for years?". One respondent continued with the difficulties of the social media – while it is great to connect with old friends, to forget someone, they must be "actively deleted from social media".

There are some more drastic concequences of social media as described by the respondents. One feels that communication has deteriorated because a "like" constitutes

interaction and facial expression is replaced with an emoji. Many of the respondents noticed that after the arrival of social media they did not see their friends face-to-face as much anymore, nor call them. One respondent expressed sadness toward the fact that "when people finally *do* meet face-to-face, they still look at their phone and are not really in the moment, enjoying the company of the people that they are with." While several respondents felt that it is a good thing that people are more easily accessible – many voiced that they personally feel the use of social media to be demanding and that people are expected to be available 24/7 and to reply instantly. If that expectation is not met, people get irritated. A 29-year old man concluded that "there is no longer 'quiet time', but a user has to shut off notifications on the phone just to get a moment's peace". Last but not least the respondents raised the issue of online anonymity. Respondents feel that anonymity allows people to display their opinions effortlessly but because you do not see the other person face-to-face, it is also easy to use hurful words.

Other social media used by respondents

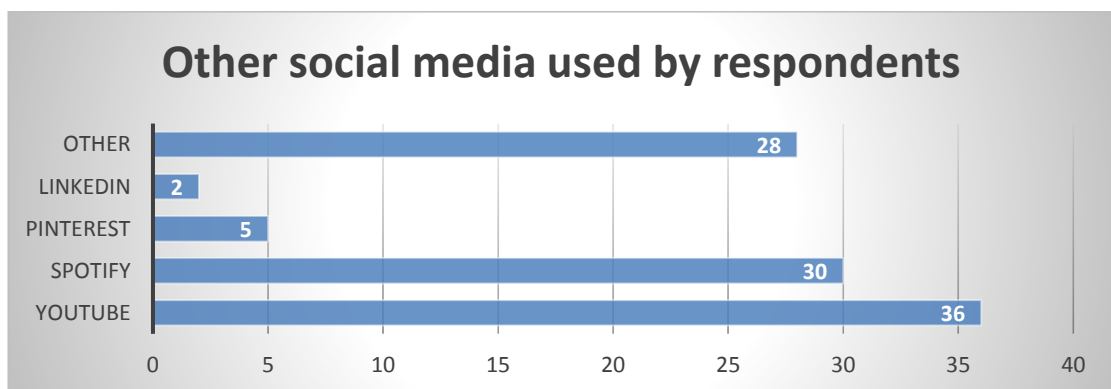|	
OTHER	28
LINKEDIN	2
PINTEREST	5
SPOTIFY	30
YOUTUBE	36

Figure 11. Other social media used by respondents.

One question on the survey was if the respondents use any other social media that the ones that were presented in the survey, Facebook, WhatsApp, Twitter, Snapchat and Instagram. A total of 36 out of 47 respondents said they use Youtube and 30 out of 47 said they use Spotify, and most respondents claimed to use both on a daily basis. Many respondents stressed that they use both of them just to listen to music and that they do not add content themselves. Pinterest was mentioned 5 times and a 29-year old woman said it is mostly used for "inspiration for crafts, party, interior design and baking". Just 2 respondents agreed to using the professional network LinkedIn and a 25-year old man said to use it to "build a personal brand in the work community". There were a total of 28 other social medias that the respondents used, a few examples are Tinder (the dating site), Skype (connecting people through voice and video calls), Foodora (the food

delivery site), Moodle (the learning platform), Vimeo (the video sharing platform) and TripAdvisor (the trip review site). (Tinder, 2017, Jaime, 2017, Foodora, 2017, Moodle, 2017, Vimeo, Inc. 2017, TripAdvisor LLC, 2017)

5.3 Future of social media

As interesting as it is to study what social media is used and how it is used right now, it is painfully obvious that in a few years this thesis and its contect will be outdated. The technology takes gigantic leaps each year, and there is no telling what the future might bring. However, some people have made future projections as to what will happen in communications and social media frontier in the near future. Andrews (2017) estimates that in the future there will be more social media channels and that communication will happen mostly using videos. (Andrews, M. 2017) These changes were also voiced by the respondents, who said that there will be an increasing number of social media platforms in the future or that the excisiting ones will get more and more features. While there might be more social media platforms, the surfing between them would be made easier and the interaction between different channels a norm. Many respondents agreed with Andrews and concluded that social media will become increasingly visual with more pictures and videos used as a mean to communicate rather than words. The videochat could enable groupwork in real-time and "remote hanging out" with friends. Kulkarni (2017) agreed with Andrews that video is the future, while Strickland feels that people might have difficulty adopting a technology that will necessitate to keep still and that video conferencing might be used for "special occasions or short conversations." (Kulkarni, C. 2017, Strickland, J. 2017)

Andrews feels that artificial intelligence will become a stronger presence in social media. (Andrews, M. 2017) A 29-year old respondent agrees and paints a picture where all services will be integrated with a personal artificial intelligence agent that will know the user and organize things for them. Companies will also take advantage of artificial intelligence in customer service as the "agents" could contact the company at any time and take care of the details of a purchase without the user. A few of the respondents also brought up the possibility of virtual and augmented reality as a mean of communication in the future. Augmented reality is a system where the world is viewed through a technological overlay such as smartphone or augmented-reality glasses. No matter the device, augmented-reality will offer real-time digital information on any subject

such as reading the daily specials in a restaurant without ever stepping inside. (Strickland, J. 2017) Some signs of adapting augmented reality into commercial use can be seen in Pokemon Go (Weissenfelt, J. 2016) Recent developments in 3D imaging and scanning technologies are making a "virtual presence" a real possibility. In the future, projecting a person or even "a room full a people to another location may be commonplace." Methods of reassembling a "virtual 3D self might take the form of 3D holographic displays or shape-shifting nano-bots." (Futureforall.org, 2017) Holograms was one of the ideas mentioned by the respondents and a 29-year old man figured that companies could adapt this technology as well to have "virtual meetings anywhere in the world".

Other ideas by the respondents for the future include social media accounts becoming business cards and that people will create their personal brand more online. Some respondents felt that the increase of social media's presence will affect how jobs are applied and executed but that social media will also create many jobs in the future. A 29-years old woman also predicted that tablet use in schools will increase and that there will be less handwriting. Some respondents voiced their concern toward the fact that social media is a threat to face-to-face communication since communication happens increasingly online. A 29-year old woman felt that use of social media has come to a point that it should be limited, yet a 28-year old man figured that a lot of people have noticed the increase in their use and therefore the next stage will really be a step backwards, to "get rid of everything".

A 27-year old man thought that the future might hold a hands-free device where all communication would happen with just words. Strickland (2017) takes this idea even further as he describes a distant future possibility of brain-computer interface where people's thoughts go through a network directly into someone else's brain. (Strickland, J. 2017) Many respondents expressed that they have no idea what the future might hold but that they are worried and a little scared to find out. Whether it be this kind of brain-computer interfaces, artificial intelligence or else, it is certain that social media will become a more integrated part of people's lives, whether they are ready for it or not.

6 CONCLUSION

The objective for the thesis was to find out which social media Finnish young adults between the ages of 25 and 35 use and what do they use it for. This objective was reached through the following questions:

-How they feel communication has changed since their childhood

-Which social media they use

-How do they use social media

-How different roles in life affect their use of social media

-What could be the future of social media

Moreover, the goal was to uncover the role the respondents have in life and if that role affects the way they use social media. Since the subtitle for the thesis is "how communication changed overnight", this thesis also studied what communication was like for the respondents when they were younger and how it has changed throughout their lives.

The research was conducted using the qualitative research method and the survey consisted of 14 questions. The interviews were made face-to-face, on Facebook and by email and in total 47 people replied. In order to get as versatile respondents as possible, there were a few background questions to the survey, age, place of residence and current situation in life. Ideally, the respondents would have been from all over Finland, but in the end there were not many respondents from Northern and Eastern Finland. The interviews were performed anonymously so the results should be quite reliable.

The results found that communication has changed significantly during the respondents time. Most of the respondents spend their childhood without any electronic device until their homes got computers in the mid to late 1990s. Before computers and internet became common in Finnish households, the respondents would communicate with their friends at school, by letters, calling with a telephone or visiting. After internet arrived, they would also communicate with emails and pre-social media channels such as MSN Messenger. Another momentous change occurred in the turn of the millenia, when most respondents received their own mobile phone. These changes paved the way for the smartphone and social media filled world that they live in today.

The results made it apparent that the most common social media channels for Finnish Millenials to use are Facebook, WhatsApp and Instagram. WhatsApp is the most common channel for messaging with friends and family, Facebook to read what others write and Instagram and Snapchat to post pictures. Twitter on the other hand did not have any specific use. Apart from the social media platforms mentioned in the survey, Youtube, Spotify, Pinterest and LinkedIn was most commonly used.

According the to the survey, the most importants features of social media were messages, pictures and the fact that they are free to use. The possibility to form groups was also highly valued as they offer a good chance to connect to a lot of people at the same time. The previously mentioned features were probably ranked so high as the most common reason to use social media was to communicate with friends. Nearly equally appreciated was the ability to read what others share, followed by communicating with family and relatives and adding pictures.

Majority of the respondents found that their role in real-life requires them to use social media in a certain way. The most important reasons for the respondents to behave in social media courteously was that any misbehavior could hurt their work or family. Even the ones who did not feel that their role obligates them to behave in a particular way felt that it is still of utmost importance to be polite in social media.

The survey inquired about the next stage of communication and social media and it is evident that what exists now is not the final step. Possibly in the future there could be more social media platforms and it would be easy to surf between them. In the future, how work is applied and executed could change and social media accounts would become business cards and central tools to building a personal brand. Holograms, videochatting, artificial intelligence, augmented and virtual reality could in the future be commonplace.

This thesis provides a setting of what communication has been and what it is now in 2017. However, this study is preliminary and to receive actual knowledge of how communication has changed in the last century, older generations should be interviewed as well. In order to find out what communication and use of social media will be, younger generations should be interviewed both now and possibly again in 5 to 10 years and then again and again. Considering the changes in communication in the last century and the current pace, is it even possible to imagine what communication will be in the next 100 years.

REFERENCES

Alastalo, J. 2015. "Sometarinoita Suomesta – hullu, barbaari ja kissa". BTJ Finland Oy, Helsinki. Prited Printon Viro 2015. Pages 6-7, 12-13, 19-23, 27-29

Aluehallintovirasto 2016. "Toimialueet" at https://www.avi.fi/web/avi/toiminta-alue#.WgC7q1u0PIV. Accessed 7 November 2017.

Amedia, J. 2015. "The Impact of Social Media on Society" at https://scholarcommons.scu.edu/cgi/viewcontent.cgi?article=1002&context=engl_176. Accessed 10 November 2017.

Andrews, M. 2017. "The Future of Social Media Is Here: These Are the Trends You Need to Know" at https://blog.hubspot.com/marketing/future-of-social-media-trends. Accessed 10 November 2017.

Apple, Inc. 2017. "iPhone 8" at https://www.apple.com/lae/iphone-8/. Accessed 29 September 2017.

Aslam, S. 2017. "Instagram by the Numbers: Stats, Demographics & Fun Facts" at https://www.omnicoreagency.com/instagram-statistics/. Accessed 29 September 2017.

BBC 2010. "Finland makes broadband a 'legal right'" at http://www.bbc.com/news/10461048. Accessed 5 December 2017.

BBC, 2014. "Worlds first "smartphone" celebrates 20 years" at http://www.bbc.com/news/technology-28802053. Accessed 29 September 2017.

Beal, V. 2017. "PDA- Personal Digital Assistant" at http://www.webopedia.com/TERM/P/PDA.html. Accessed 29 September 2017.

Bennett, S. 2014. "Just 5% use Twitter in Finland (Facebook 82%, Instagram 15%)" at http://www.adweek.com/digital/finland-social-networks/. Accessed 8 Septermber 2017.

Berset-Price, V. 2017. "From Pop Culture to Global Culture: How Millennials and Technology Are Influencing Our World" at https://www.huffingtonpost.com/valerie-bersetprice/from-pop-culture-to-globa_b_8765928.html. Accessed 17 October 2017.

Brown, V., Clark, B., Kelley, K & Sitzia, J. 2003. "Good practice in the conduct and reporting of survey research" at https://academic.oup.com/intqhc/article/15/3/261/1856193. Accessed 28 November 2017.

Communication Studies, 2017. "What is communication" at http://www.communicationstudies.com/what-is-communication. Accessed 7 September 2017.

Computer Hope 2017. "What are the disadvantages of the Internet?" at https://www.computerhope.com/issues/ch001810.htm. Accessed 6 December 2017.

Connor Martin, K. 2016. "Should you capitalize the word Internet?" at https://blog.oxforddictionaries.com/2016/04/05/should-you-capitalize-internet/. Accessed 6 December 2017.

Constine, J. 2017a. "Facebook now has 2 billion monthly users… and responsibility" at https://techcrunch.com/2017/06/27/facebook-2-billion-users/. Accessed 30 September 2017.

Constine, J. 2017b. "Instagram's growth speeds up as it hits 700 million users" at https://techcrunch.com/2017/04/26/instagram-700-million-users/. Accessed 29 September 2017.

Cooke, T. 2011. "Help! I'm a Facebookaholic – inside the crazy world of social networking". John Blake Publishing Ltd., England 2011. Pages ix

Cornell, S. 2017. "Disadvantages of Smart Phones" at http://smallbusiness.chron.com/disadvantages-smart-phones-54076.html. Accessed 5 December 2017.

da Cruz, F. 2011. "Herman Hollerith" at http://www.columbia.edu/cu/computinghistory/hollerith.html. Accessed 28 September 2017.

Deruy, E. 2017. "In Finland, Kids Learn Computer Science Without Computers" at https://www.theatlantic.com/education/archive/2017/02/teaching-computer-science-without-computers/517548/. Accessed 5 December 2017.

Desreumaux, G. 2014. "The complete history of Instagram" at http://wersm.com/the-complete-history-of-instagram/. Accessed 29 September 2017.

Eurostat, 2015. "Being young in Europe today - digital world" at http://ec.europa.eu/eurostat/statistics-explained/index.php/Being_young_in_Europe_today_-_digital_world. Accessed 13 October 2017.

Family Health International, 2017. "Qualitative Research Methods: A Data Collector's Field Guide" at https://course.ccs.neu.edu/is4800sp12/resources/qualmethods.pdf. Accessed 14 October 2017.

Foodora 2017. "About" at https://www.foodora.com/about/. Accessed 9 November 2017.

Futureforall.org 2017. "Future of Communication" at http://www.futureforall.org/communication/future_of_communication.htm. Accessed 10 November 2017.

Gil, P. 2017. "What is a meme?" at https://www.lifewire.com/what-is-a-meme-2483702. Accessed 30 September 2017.

Goldman-Sachs 2017. "Millennials – coming of age" at http://www.goldmansachs.com/our-thinking/pages/millennials/. Accessed 17 October 2017.

Goodwill Community Foundation, Inc. 2017. "What is Facebook?" at https://www.gcflearnfree.org/facebook101/what-is-facebook/1/. Accessed 30 September 2017.

Haavisto, M. 2009. "Näin käytät Twitteriä". Esa Print Oy, Tampere 2009. Pages 6-11, 15-16.

Hess, A. 2017. " How WhatsApp founder Jan Koum went from welfare to billionaire" at https://www.cnbc.com/2017/04/24/how-whatsapp-founder-jan-koum-went-from-welfare-to-billionaire.html. Accessed 29 September 2017.

Hill, P. 2017. "The Advantages of Home Internet" at https://www.techwalla.com/articles/the-advantages-of-home-internet. Accessed 6 December 2017.

Hirsjärvi, S., Remes, P. & Sajavaara, P. 2009. Tutki ja kirjoita. 15th edition. Tammi. Helsinki. Pages 161, 164, 177-178, 231-233

Hiscott, R. 2013. "The beginner's guide to the hashtag" at http://mashable.com/2013/10/08/what-is-hashtag/#0yALFvWypPq1. Accessed 30 September 2017.

Instagram, 2017. "About us" at https://www.instagram.com/about/us/. Accessed 29 September 2017.

International Trade Association 2017. "Computers and Peripherals" at https://www.export.gov/article?id=Finland-Computers-and-Peripherals. Accessed 5 December 2017.

Jaime, 2017. "60+ SOCIAL NETWORKING SITES YOU NEED TO KNOW ABOUT IN 2017" at https://makeawebsitehub.com/social-media-sites/. Accessed 7 September 2017.

Joshi, A. 2016. "Social media is a key driver for growth with Finland's Generation Direct" at https://www.linkedin.com/pulse/social-media-key-driver-growth-finlands-generation-direct-anil-joshi/. Accessed 10 October 2017.

Jung, B. 2017. "What Are the Benefits of Smartphone Technology?" at http://smallbusiness.chron.com/benefits-smartphone-technology-57037.html. Accessed 5 December 2017.

Karvala, K. 2015. "Social media changed the rules in the newsroom" at https://www.almamedia.fi/en/media/articles/living-information/2015/social-media-changed-the-rules-in-the-newsroom. Accessed 13 October 2017.

Keeling, S. 2003. "Advising the Millennial Generation" at http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.407.8641&rep=rep1&type=pdf. Accessed 17 October 2017.

Khourdajie, A. 2008. Marketing for the Wireless World. Timeline of communication tools, 2014 update. Individual Term Paper, MARK1051, University of Greenwich, UK.

Kortti, J. 2016. "Mediahistoria – viestinnän merkityksiä ja muodonmuutoksia puheesta bitteihin". Hansaprint Oy, Turenki 2016. Pages 257-274, backpage

Kulkarni, C. 2017. "11 Ways Social Media Will Evolve in the Future" at https://www.entrepreneur.com/article/293454. Accessed 10 November 2017.

Laakkonen, M., Lamminpää, S., Malaprade, J. 2011. "Informaatioteknologian filosofia". Juvenes Print 2011, Tampere. Page 107.

Lambert, T. 2017. "A brief history of communication" at http://www.localhistories.org/communications.html. Accessed 23 September 2017.

Lazy, S. 2009. "The Facebook Story". Crimson Publishing, Crimson Business Ltd. Great Britain 2009. The backpage

Mård, R. 2017. "Rauli Mård" at https://twitter.com/RauliMrd?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor. Accessed 10 October 2017.

Mauldin, J. 2016. "Millennials Are Doomed To Face An Existential Crisis That Will Define The Rest Of Their Lives" at https://www.forbes.com/sites/johnmauldin/2016/06/24/millennials-are-

doomed-to-face-an-existential-crisis-that-will-define-the-rest-of-their-lives/#3bf6230575b0. Accessed 17 October 2017.

McCarthy, N. 2017. "Mobile Data Subscriptions: Which Countries Use The Most Gigabytes? [Infographic]" at https://www.forbes.com/sites/niallmccarthy/2017/10/11/mobile-data-subscriptions-which-countries-use-the-most-gigabytes-infographic/#7ca3c38b7220. Accessed 16 October 2017.

Memon, S. 2017. "How Millennials And Social Media Changed The World" at http://www.huffingtonpost.co.uk/shaz-memon/how-millennials-and-socia_b_15537484.html. Accessed 17 October 2017.

Molloy, M. 2017. "Who owns Snapchat and when was it created?" at http://www.telegraph.co.uk/technology/0/owns-snapchat-created/. Accessed 28 September 2017.

Moodle 2017. "About Moodle" at https://docs.moodle.org/33/en/About_Moodle. Accessed 9 November 2017.

Moreau, E. 2017. "Snapchat Stories Explained" at https://www.lifewire.com/what-is-a-snapchat-story-3486000. Accessed 28 September 2017.

Mukherjee, S. 2012. "Smartphone Evolution: From IBM Simon To Samsung Galaxy S3" at http://www.ibtimes.com/smartphone-evolution-ibm-simon-samsung-galaxy-s3-697340. Accessed 28 September 2017.

Murphy, M. 2017. "NowUKnow: Millennials Lead the Way in the Digital Future" at http://www.bentley.edu/impact/articles/nowuknow-millennials-lead-way-digital-future. Accessed 17 October 2017.

Nations, D. 2017. "What is social media? Explaining the big trend" at https://www.lifewire.com/what-is-social-media-explaining-the-big-trend-3486616. Accessed 7 September 2017.

Nield, D. 2016. "15 memorable milestones in tablet history" at http://www.techradar.com/news/mobile-computing/10-memorable-milestones-in-tablet-history-924916. Accessed 30 September 2017.

Nordenstreng, K. & Wiio, O. 2012. "Suomen mediamaisema". Bookwell Oy, Jyväskylä 2012. Pages10-11, 297-310

Nordqvist, R. 2017. "The Basic Element of the Communication Process: Definition, Models and Examples" at https://www.thoughtco.com/what-is-communication-process-1689767. Accessed 23 September 2017.

Northwestern, 2017. "Cell phone features and manufacturers" at http://www.it.northwestern.edu/telephone/mobile/mobilefeatures.html. Accessed 29 September 2017.

Oracle, 2017. "The Java™ Tutorials – What is URL?" at https://docs.oracle.com/javase/tutorial/networking/urls/definition.html. Accessed 28 September 2017.

Passport to Trade 2.0, 2014. "Social media guide for Finland" at http://businessculture.org/northern-europe/finland/social-media-guide/. Accessed 13 October 2017.

Patidar, J. 2013. "Communication Process" at https://www.slideshare.net/drjayeshpatidar/communication-process-26090063. Accessed 23 September 2017.

Phillips, S. 2007. "A brief history of Facebook" at https://www.theguardian.com/technology/2007/jul/25/media.newmedia. Accessed 30 September 2017.

Unuth, N. 2017. "Reasons why WhatsApp is popular" at https://www.lifewire.com/reasons-why-whatsapp-is-popular-3426372. Accessed 6 December 2017.

Reinikainen, P. 2017. "Suomen somekäyttäjien määrät julki: Twitter on "elitistinen", Instagram ja Whatsapp nousevat kohisten" at https://www.yrittajat.fi/uutiset/562158-suomen-somekayttajien-maarat-julki-twitter-elitistinen-instagram-ja-whatsapp-nousevat. Accessed 5 December 2017.

Ruland, N. 2017. "List of communication tools" at http://www.ehow.com/info_8075542_list-communication-tools.html. Accessed 29 September 2017.

Ruusuvuori, J. & Tiittula, L., 2005. "Haastattelu – tutkimus, tilanteet ja vuorovaikutus". Gummerus Kirjapaino Oy. Jyväskylä 2005. Pages 11-12

Saarikoski, P., Suominen, J., Turtiainen, R., Östman, S. 2009. "Funetista Facebookiin – Internetin kulttuurihistoria". Gaudeamus Helsinki University Press, Oy Yliopistokustannus, HYY yhtymä. Tallinna raamatutrukikoda 2009. Pages 91-105

Saarikoski, P., Suominen, J., Turtiainen, R., Östman, S. 2013. "Sosiaalisen median lyhyt historia". Gaudeamus Helsinki University Press. Gaudeamus Oy, HYY yhtymä. Tallinna Raamatutrukikoja, Tallinna 2013. Pages 13-14, 32-33,41-45, 48-52, 68-70, 81-87, 107, 121-129, 162, 235, 251, 285

Samsung, 2017. "Galaxy S8+ 64GB (Unlocked)" at https://www.samsung.com/us/mobile/phones/galaxy-s/galaxy-s8-plus-64gb--unlocked--sm-g955uzkaxaa/. Accessed 29 September 2017.

Science X Network 2013. "Tablet computers replace traditional textbooks in a Finnish school" at https://phys.org/news/2013-09-tablet-traditional-textbooks-finnish-school.html. Accessed 6 December 2017.

Scientific Software Development GmbH, 2017. "Qualitative research" at http://atlasti.com/qualitative-research/. Accessed 14 October 2017.

Snap Inc. 2017. "Snap Inc." at https://www.snap.com/en-US/. Accessed 28 September 2017.

StatCounter 2017. "Social Media Stats Finland" at http://gs.statcounter.com/social-media-stats/all/finland. Accessed 5 December 2017.

Statista 2014. "Number of smartphone users in Finland from 2014 to 2019 (in millions)*" at https://www.statista.com/statistics/494652/smartphone-users-in-finland/. Accessed 5 December 2017.

Statista 2016c. "How users experience the usage of social media services among young people in Finland in 2016" at https://www.statista.com/statistics/601977/added-value-of-social-media-usage-among-young-people-in-finland/. Accessed 13 October 2017.

Statista, 2016a. "User share of the most popular social media services among young people in Finland in 2016" at https://www.statista.com/statistics/601659/most-popular-social-media-services-among-young-people-in-finland/. Accessed 13 October 2017.

Statista, 2016b. "What makes young people use social media services in Finland in 2016" at https://www.statista.com/statistics/600479/why-young-people-use-social-media-in-finland/. Accessed 13 October 2017.

Statista, 2017. " Number of monthly active Twitter users worldwide from 1st quarter 2010 to 2nd quarter 2017 (in millions)" at https://www.statista.com/statistics/282087/number-of-monthly-active-twitter-users/. Accessed 23 September 2017.

Strickland, J. 2017. "What is the future of communication?" at https://electronics.howstuffworks.com/everyday-tech/future-of-communication1.htm. Accessed 10 November 2017.

Techopedia, 2017. "Mobile phone" at https://www.techopedia.com/definition/2955/mobile-phone. Accessed 29 September 2017.

The Snugg, 2014a. "A brief history of smartphones" at https://www.thesnugg.com/a-brief-history-of-smartphones.aspx. Accessed 29 September 2017.

The Snugg, 2014b. "A beginner's guide to tablets" at https://www.thesnugg.com/a-beginners-guide-to-tablets.aspx. Accessed 30 September 2017.

Time, Inc. 2016. "A photographic history of the cell phone" at http://content.time.com/time/photogallery/0,29307,1636836_1389497,00.html. Accessed 29 September 2017.

Tinder 2017. "About Tinder" at https://www.gotinder.com/press?locale=fi. Accessed 9 November 2017.

Tiwari, A. 2016. "10 Reasons why people use Facebook" at https://fossbytes.com/10-reasons-why-people-use-facebook/. Accessed 5 December 2017.

TripAdvisor LLC, 2017. "TripAdvisor" at https://www.tripadvisor.fi/. Accessed 9 November 2017.

Tryfonas, T. 2017. Human Aspects of Information Security, Privacy and Trust. Ebook. Springer Interational Publishing 2017. Switzerland.

Twitter Counter, 2017. "Twitter Top 100 most followers" at https://twittercounter.com/pages/100/finland. Accessed 23 September 2017.

United Nations 2017. "World Population Prospects 2017" at https://esa.un.org/unpd/wpp/Graphs/DemographicProfiles/. Accessed 28 November 2017.

University of Southern California, 2017. "Organizing Your Social Sciences Research Paper: Qualitative Methods" at http://libguides.usc.edu/writingguide/qualitative. Accessed 14 October 2017.

Valtari, M. 2015. "Social media statistics from Finland" at http://en.someco.fi/blog/social-media-statistics-from-finland/. Accessed 10 October 2017.

Valtari, M. 2016. "Social Media in Finland 2016" at http://en.someco.fi/blog/social-media-in-finland-2016/. Accessed 8 September 2017.

Vimeo, Inc. 2017. "Vimeo" at https://vimeo.com/. Accessed 9 November 2017.

Virginia Polytechnic Institute and State University 2017. "The benefits of using a tablet" at https://eng.vt.edu/admissions/computer-requirement/the-benefits-of-using-a-tablet.html. Accessed 6 December 2017.

Weissenfelt, J. 2016. "SoMe ja nuoret 2016" at http://www.ebrand.fi/somejanuoret2016/. Accessed 5 December 2017.

WhatsApp, Inc. 2017. "About WhatsApp" at https://www.whatsapp.com/about/. Accessed 29 September 2017.

Wiggins, R. 2004. "Personal Digital Assistants" at https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3043961/. Accessed 29 September 2017.

Zephoria, Inc. 2017. "The Top 20 Valuable Facebook Statistics – Updated September 2017" at https://zephoria.com/top-15-valuable-facebook-statistics/. Accessed 30 September 2017.

Appendix 1. Typical meme (Gil, P. 2017)

Appendix 2. Suomalaisten päivittäinen somen käyttö. (Reinikainen, P. 2017)
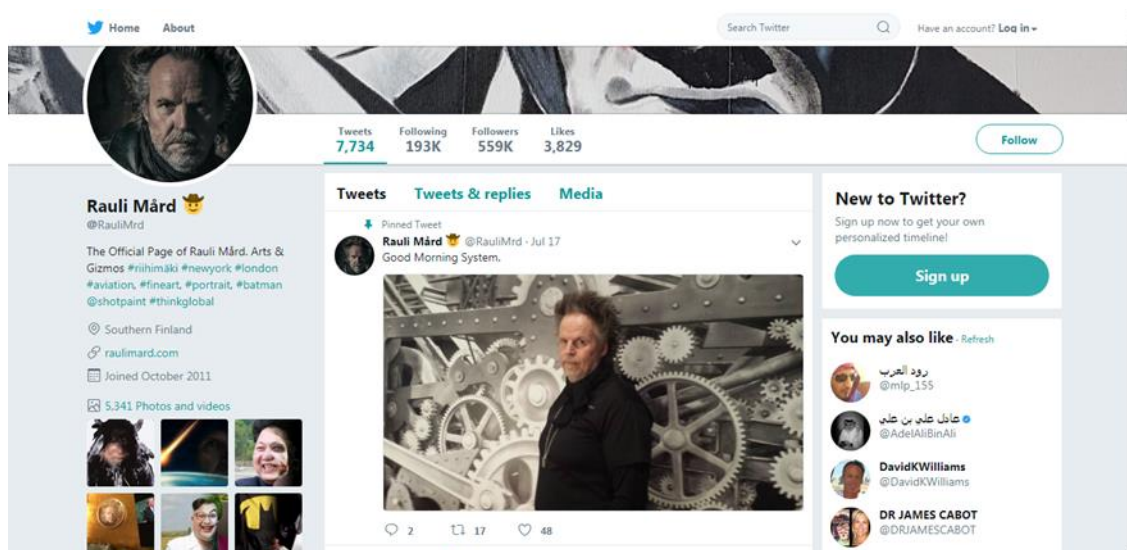
Appendix 3. Rauli Mård Twitter page. (Mård, R. 2017)

Appendix 4. Survey questions

1.   Gender, age and place of residence?

2.   When did you first get a computer in your childhood home?

3.   When did you get your first mobile phone?

4.   How do you think social media has changed communication since you were a child? How did you communicate with your friends before social media?

5.   Do you know the following social media platforms: Facebook, WhatsApp, Instagram, Snapchat, Twitter?

6.   Do you have user accounts at any of the previously mentioned platforms?

7.   How do you use them? (Give examples) If you do not – why?

8.   Which features of social media are most important to you? (photos, calls, messages, groups, price, accessibility)

9.   What is your current situation in life? (married, student, parent)

10.   Do you think your situation requires you to use social media in a certain way? (Give examples how)

11.   Has your use of social media changed over the years? How?

12.   Did smartphone or tablet change your use of social media?

13.   What will the next step of communication/social media be?

14.   Is there some other social media that you use often that is not mentioned here? (Eg. Youtube, Couchsurfing, Spotify)