

# How Do Romanian Post-Millennials Behave on YouTube? A Comparative Analysis of Contemporary Online Cohorts

Associate Professor **Mirela ABRUDAN**, PhD

Department for Communication, PR and Advertising  
Faculty of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania  
E-mail: mirela.abrudan@fspac.ro

**Ştefan NEAGA**

Department for Communication, PR and Advertising  
Faculty of Political, Administrative and Communication Sciences  
Babeş-Bolyai University, Cluj-Napoca, Romania  
E-mail: stefanneaga@yahoo.co.uk

**Abstract.** *The present paper aims to shed light on the consumer habits of Romanian Z Generation on YouTube, in order to allow a comparative analysis of contemporary cohorts' online behavior at international level. YouTube is worldwide the most beloved and a constantly growing online video-sharing platform among youngsters of the new millennium. Using questionnaires applied to Romanian post-millennial individuals, the study tries to figure out, in a quantitative manner, if emerging national tendencies reflect international trends regarding YouTube consumption.*

**Keywords:** Generation Z; YouTube; Romania; online consumer behavior; globalization.

## Introduction

Globalization is the process of *demographic, economic, ecological, political and military interconnections on a global scale* where the *intensive communication between people illustrates that never in the history of humankind the global connections had such a broad reach and deep impact on the selves and identities of an increasing number of people* (Hermans & Hermans-Konopka 2010, 21). The emergence and continuous growth of the Internet, Web 2.0, social networking sites and online video-sharing platforms such as YouTube are the best example of how global connectedness is an innate desire of billions of individuals. Globalization opens humans' horizons by the possibilities of international contacts and economical, informational and educational cooperation between the countries and cultures (Hermans & Hermans-Konopka 2010, 21-22). In this context, the present study aims at presenting how individuals through participative community perceive cooperation in the content creation and consumption environment of the YouTube video-sharing platform. It sparks curiosity to see whether or not Romanian users, members of the post-millennial generation, present similar traits as those identified by studies conducted on international level.

Communication technology, especially the digital one, is identified as an element of contemporary life, which reshapes human consciousness. The trend of change and turning away from traditional media outlets becomes evident in the analysis of contemporary cohorts. Nevertheless, the global expresses itself in local forms and vice-versa as well, which applies also to contemporary online communication trends. This can be considered as another manifestation of the concept of *glocalization*, proposed by Robertson (1995) in order to emphasize the interconnectivity between global and local. The mixed mode of manifestation is reflected also in the type of content the individuals belonging to Generation Z prefer.

## Generation Z

Concerning the concept of generations, Ryder (1965, 843-861) defines the term as a group of individuals of similar age, that have lived through the same historical events in the same period of time; the members of a certain generation face the same social, economic and cultural factors. We will however, slightly alter Ryder's definition for the purposes of this paper, by equating generations from different countries that have clearly faced different social factors. As previously mentioned, the Internet is one of the key factors in the globalization process, and could be seen as a common social event people faced. Thus, comparing generations from different countries seems acceptable when researching such a phenomenon as online behaviour that spans across the entirety of the globe.

In order to understand the way generational cohorts relate to the Internet and especially to YouTube, certain historical, psychological and socio-demographical