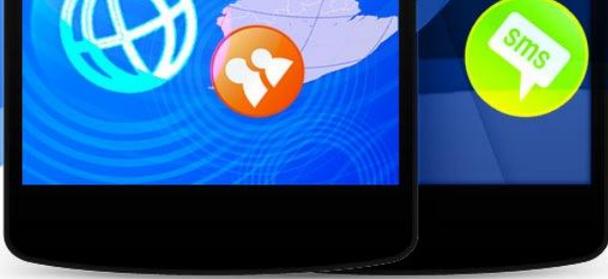




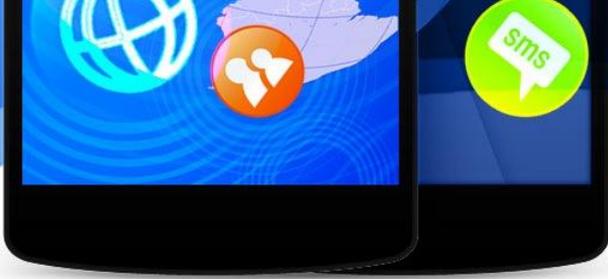
# The Role of Social Media Expectations in Study Abroad: Meet Them Where They Are At

Andrea Del Balso  
Claire Ziamandanis



## Who we are

- **Andrea S. Del Balso**  
International Student Advisor - Responsible Officer - Principal Designated School Official  
The University of the South, Sewanee, TN  
M.Ed. College Student Affairs Administration
- **Claire M. Ziamandanis**  
Professor of Spanish - Fulbright Program Advisor - Former Faculty Advisor to Study  
Abroad  
The College of Saint Rose, Albany, NY  
Ph.D. Hispanic Linguistics



## How we ended up here

- The Camino de Santiago, May 2014
  - An incredible ~~success~~ disaster!
- WISE, February 2015
  - Pre-Conference Workshop
  - Meet them where they're at!
- Study Abroad Provider
  - Learning the language of Millennial and Gen Z students
  - Utilizing Social Media

# Gen Y or Gen Z? Elusive and Enigmatic.

## GEN Y

- More commonly known as “millenials.”
- Born between mid 1980’s- mid 1990’s
  - There has been some debate to extend this range
- Approximately 75 million members of this cohort
- As of 2010, millenials have outnumbered the baby-boomer generation

## GEN Z

- Also known as Gen iZ
- Born between 1995-96 to as late as 2010
- 23 million members - largely kids and adolescents
- Within next five years, they will become the fastest-growing generation in both the workplace and the marketplace.
- In many ways, Gen Z are amplified millenials, and also anti-millennials

# Gen Y vs. Gen Z: Anti-Millennial?



## GEN Y



**IDEALIST**



**FREEDOM  
AND  
FLEXIBILITY**



**EDUCATION  
AND  
EXPERIENCE  
IS AN  
INVESTMENT**



**TEXT  
AND  
EMAIL**



**SOCIAL**



**TEAM**



**HELICOPTER  
PARENTS**

## GEN Z



**REALISTIC**



**SECURITY  
AND  
STABILITY**



**CAUTIOUS  
WITH  
MONEY  
AND  
SPENDING**



**FACE  
TO  
FACE**



**PRIVATE**



**INDIVIDUALS**



**PARENTS  
ARE  
PARTNER  
S**

# Gen Y vs. Gen Z: Amplified Millennial?

## GEN Y



**DIGITAL  
NATIVES**



**INCLUSION**



**EDUCATED**



**SHORT  
ATTENTIO  
N SPAN**

## GEN Z



**AIR  
WATER  
TECHNOLOGY**



**DIVERSIT  
Y EQUALS  
LIFE**



**MORE  
EDUCATED**



**SHORTER  
ATTENTIO  
N SPAN**

# Gen Y vs. Gen Z: Similarities



**PERSONAL  
BRAND**

Want to be  
pioneers,  
not just  
have a  
career



Want to  
change the  
world



**HIGH  
ACHIEVING**



Wary of  
faceless  
corporations

# Practically Speaking...

*“Technology, it could be argued, may be the single most influential component in the life of a Millennial as two-thirds of Millennials have used a computer before the age of five[13] and many are often quieted at a younger age with DVDs, TVs, smartphones, tablets, or other electronic devices by parents who need a break.” The Millennial Mindset, Luttrell & McGrath*



The World Wide Web significantly impacts a student's study abroad experience.

## Practically Speaking...



- *“My reality of Cuba I believe was skewed by social media posts and travel documentaries. These posts only reflect the best parts of the country and fail to mention the realities. This country is stricken with poverty, families struggle to live comfortable lives. The daily cuisine, homes they live in, and expectations in life are very different from what I expected. I expected more of a Puerto Rican/Dominican cuisine but their daily food is somewhat bland. The homes they live in are in ruins. Buildings that have not been repaired for decades host entire families. Many people’s goals are not to take advantage of their free education and become doctors, but to enter into other fields that require less work but similar incomes.”*

## Practically Speaking...

- YOLO
- FOMO
- YOTO

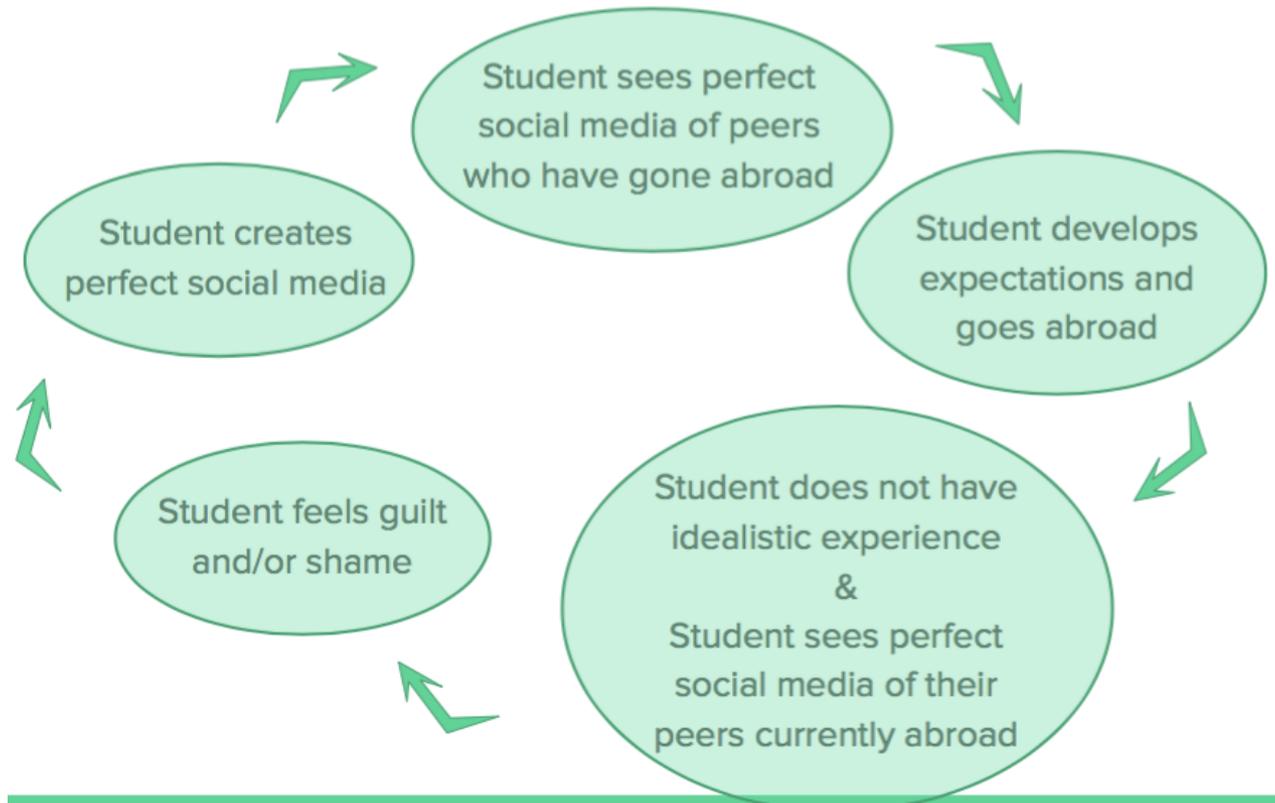
YOLO and FoMO have been popularized and adopted beyond language to become socio-cultural attitudes



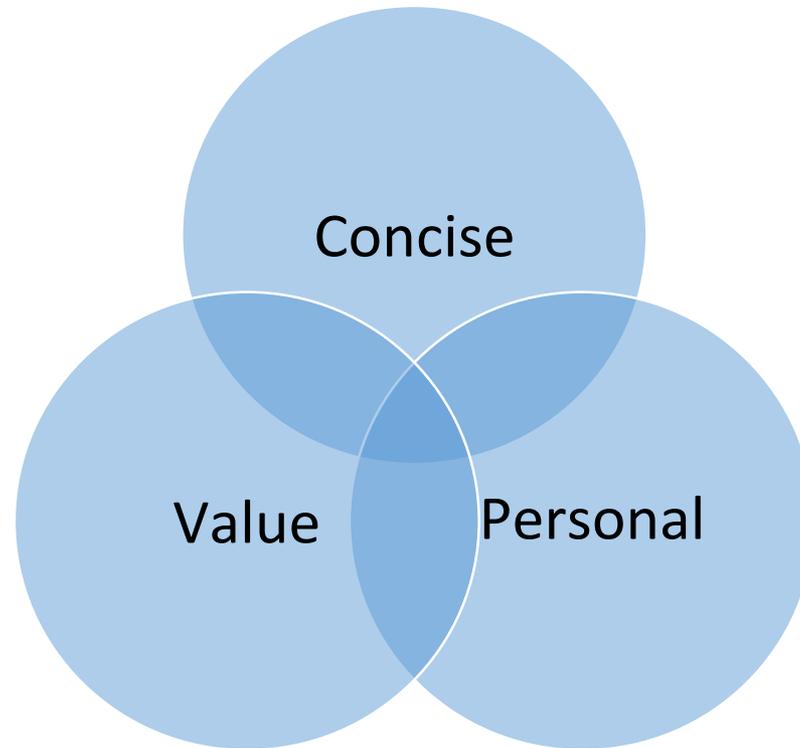
## Practically Speaking...

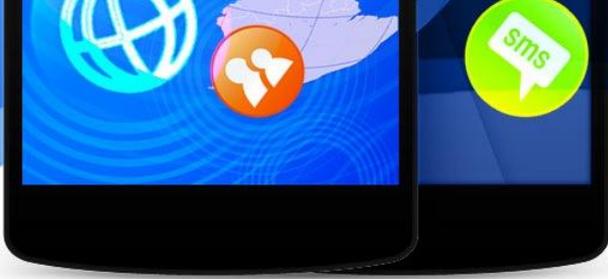
- **Study Abroad Guilt:**

The stress and sensations of guilt that can arise when students feel as though the reality of their study abroad experience is not living up to the perceived expectations or that they have failed.



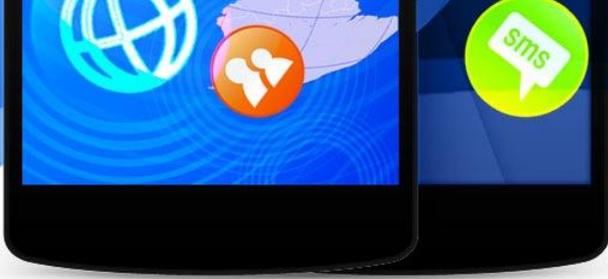
# Practically Speaking...





## Cuba 2017 FLP – Pre-Travel Survey

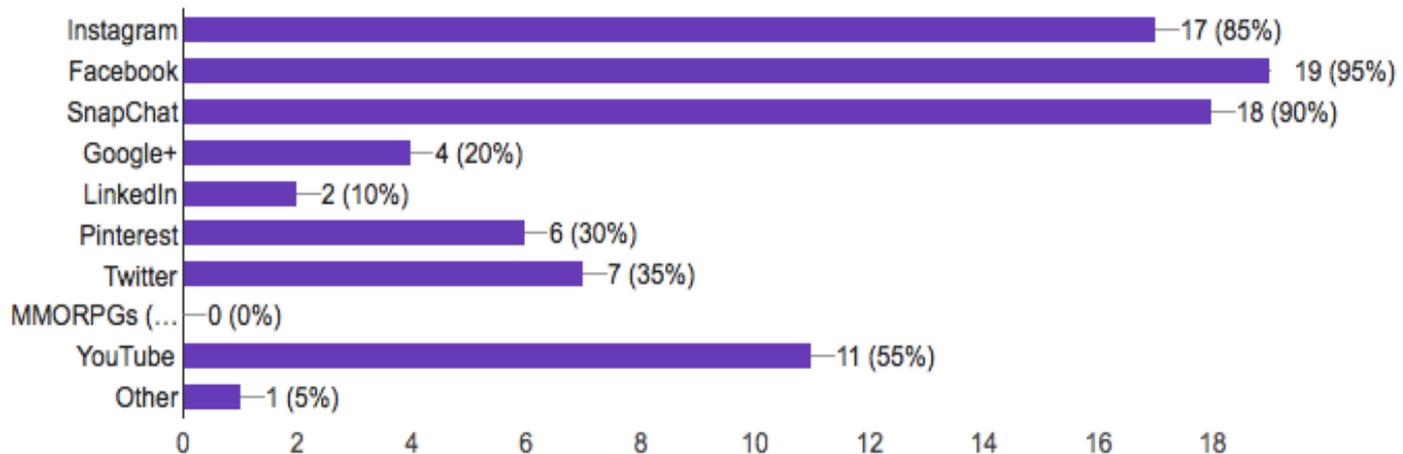
- Of 23 students, 21 respondents to survey
- 14 identify as female, 7 as male
- 5 enrolled in Drawing
- 9 enrolled in Photography
- 7 enrolled in Spanish



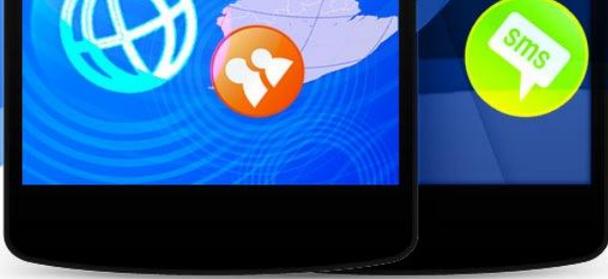
## Normal social media usage reported

Which of the following social media mediums do you use on a regular basis, at least once per week? Select all that apply.

(20 responses)



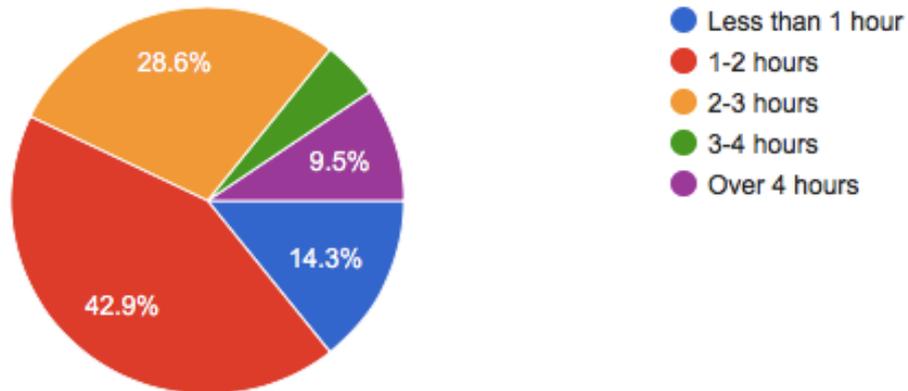
\*Most frequently used outlets: Instagram (60%), SnapChat (45%), Facebook (40%)

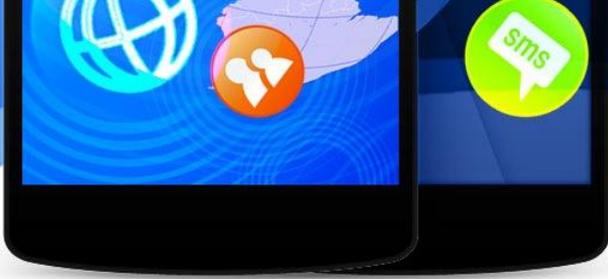


## Reported daily use of social media

Approximately how much time per day do you spend on ALL social media mediums?

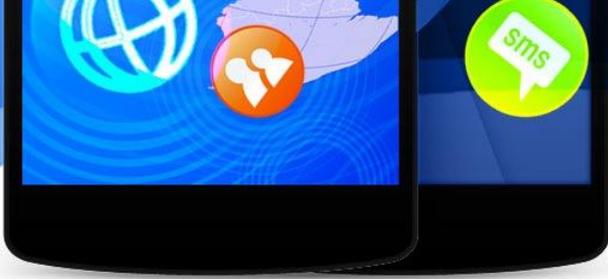
(21 responses)





## Reasons for using social media

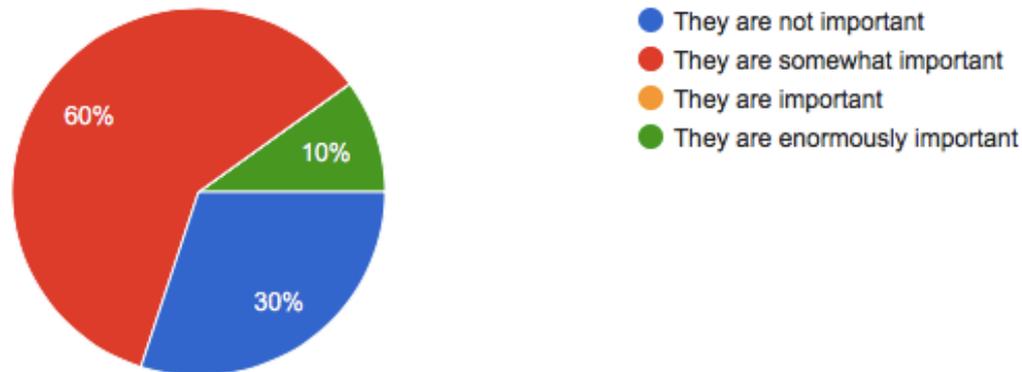
- To stay up to date with news and current events (70%)
- To share photos or videos with others (70%)
- To find funny or entertaining content (articles, videos, etc.) (70%)
- To stay in touch with my what my friends are doing (55%)



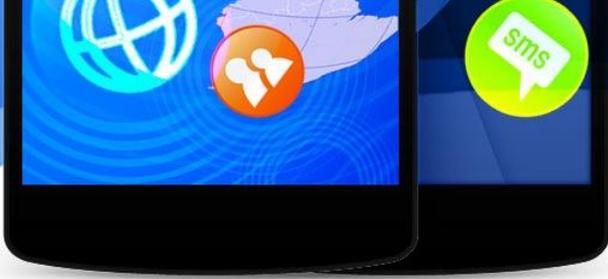
## Viewership matters

How important are the views and/or responses you get from others on social media? (Example: likes, comments, endorsements, <3)

(20 responses)



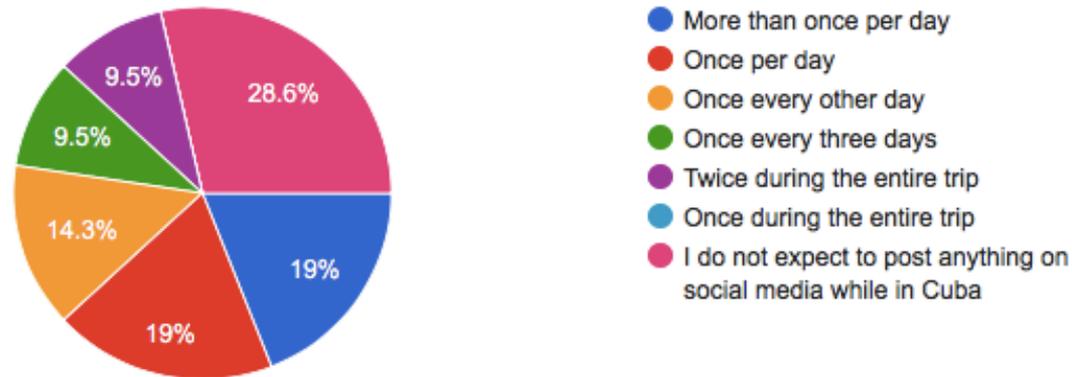
- 60% report being aware of times to post in order to get more views, but tend to Post without taking timing into consideration
- 30% report that they use timing of posts as a strategy to get more views/responses



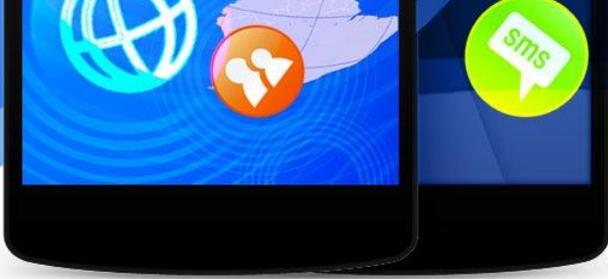
## Cuba and the Internet...

How frequently do you plan to post something on social media while in Cuba?

(21 responses)



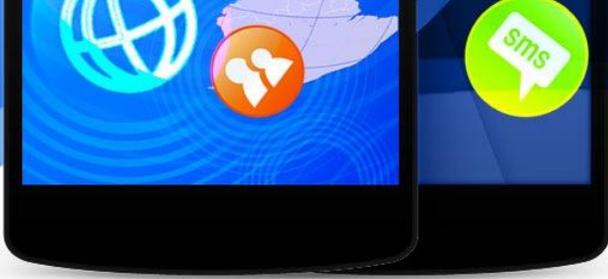
Yes, we clearly set them up. Survey was administered before orientation.



## Yolocaust

- Selfies at the Holocaust Memorial in Berlin
- Complete lack of understanding behind the memorial
- Is public shaming effective? Warranted?



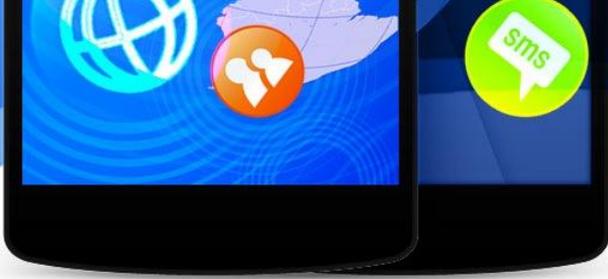


## Subversive use of social media

### The Daily Selfie – DAY 1

- Randi
- Lives in Havana
- Reupholsters furniture for a living
- Randi had an entire binder full of photos of his work!



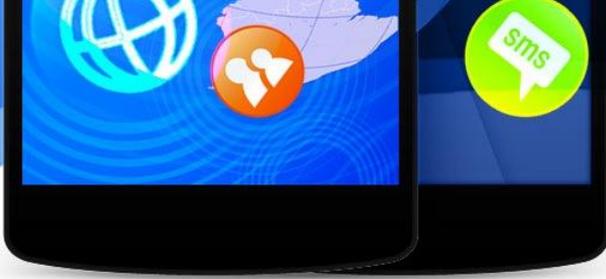


## Subversive use of social media



### The Daily Selfie – DAY 1

- Lázaro
- About my age
- Works at the parking lot near our hotel
- He's there every day from open to close

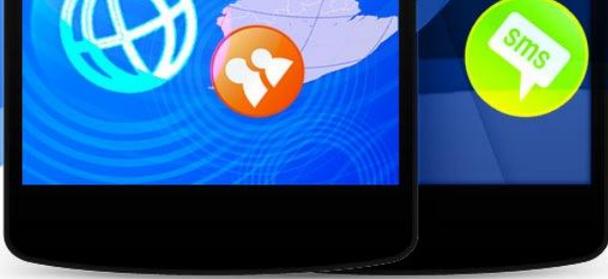


## Subversive use of social media



### The Daily Selfie – DAY 2

- Yordán Martínez, 26 years old
- Born in Havana
- Has two brothers and an uncle who works in the cigar factory
- Studied graphic design in school, but gave it up because it would not be a good career in Cuba

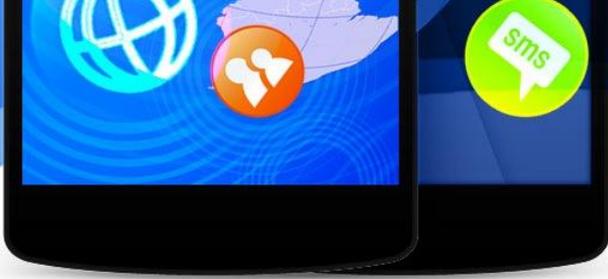


## Subversive use of social media



### The Daily Selfie – DAY 3

- Yandi, 32 years old
- Has a 36 year old sister
- Drives a bici-taxi for a living, but went to college
- Now studies English in a private school
- From the countryside near Havana, but loves being in the city where there is more work.
- Does not like how expensive Havana can be, however
- Waiting for an invitation to go to the US
- Calls the US “el país de las maravillas”

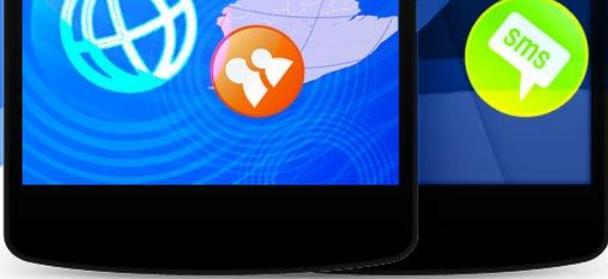


## Subversive use of social media



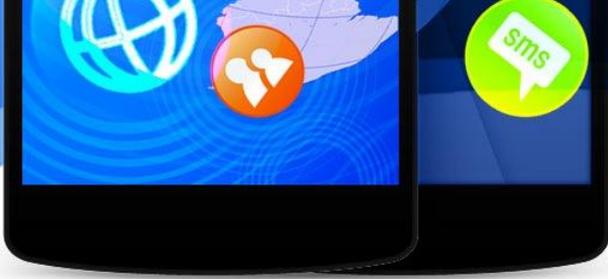
### The Daily Selfie – DAY 3

- Madriel, 82 years old
- Retired from government job
- Enjoys going to open air markets to pick out the best fruits and vegetables
- Likes to sit and watch cars and people pass by
- Spends time going to fabric stores
- Makes wedding gowns
- Has made wedding gowns for dozens of women, including every younger woman in her family who has gotten married



## Pet peeves about social media, or rethinking how we view social media

- SnapChat
- Instagram
- Photo types:
  - The “god pose”
  - Mid-air jump
  - Bathroom mirror...



Time to brainstorm

## Student feedback post-travel: POSITIVES of being disconnected



- “I enjoyed having limited internet access.”
- “I was able to really get to know my friends because we weren’t constantly buried in our phones.”
- “It was good to disconnect and enjoy life in the moment, away from the ‘cloud’ but physically on the ground with the people in front of you 100% of the time, not half split between their phone and you.”
- “It allowed you to experience more of what’s going on around you rather than what’s on your screen.”
- “It was really nice to not have any clue about what the President Elect was doing at the time.”

# Student feedback post-travel: NEGATIVES of being disconnected



- “I wish it would have been possible to share photos instantly with my parents who were so excited to learn everything about Cuba.”
- “It was negative [having limited access] because it didn’t allow for much conversation with my family.”
- “I would have remembered more about [my photos] and my mom would have given me a second opinion. Showing them would force me to more closely look at and decide what to shoot more of.”
- “I wish I could have talked to my friends and family more readily, and perhaps share a few pictures of my day to day experience.”
- “I wasn’t able to stay in touch with my family as much as I’m used to. I usually tell them everything that goes on in my day-to-day life, but that wasn’t the case in Cuba.”
- I would have had a lot more to say while the experience or image was fresh in my mind.”
- “Posting an image or status update in real time is always nice because you get reactions while you’re still excited about it.”
- The advantage of having been able to share my photos would be to keep my friends and family up to date on my whereabouts and assure them that I was safe, as well as to allow them to vicariously enjoy my time in Cuba.”

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*Thank you!*

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