

Communication Patterns and Behavior of Croatian Youth on Social Media Platforms

Andreas Leja

University of Zagreb

Faculty of Organization and Informatics

Pavlinska ulica 2, 42000 Varažin

aleja@student.foi.hr

Abstract. *Today, social media is a well-known topic for anybody who lives in an online world. This is especially true for Croatian youth who spend at least some time on social media platforms. These platforms can be used in a variety of ways, and everyone uses them in their own unique way. Social media allows users to contact with other users, leave their mark on the internet, participate in online discussions, and do a variety of other activities. Croatian youth were online polled on their own social media usage, their habits and communication patterns on their preferred social media platforms, and how frequently they encounter specific behavior from them or other users, using a Google Forms form. The convenience sampling approach was used to select the sample, which consisted of people who were simple for the researcher to reach. It would be interesting to see if the sampled group exhibits the same behaviors on social media both for themselves and for others. In light of this, it begs the question of whether Croatian youth, who make up the sampling group, act similarly to normal social media users around the world. Investigating which social media platforms are most popular among the population and how those platforms relate to those used by the majority of social media users internationally, and by young people worldwide, is performed with the aim to learn more about Croatian youths' digital habits.*

Keywords. social media, youth, behaviour, habits, digital world, digital behaviour, social media communication

Acknowledgments

I'd want to thank my mentor, Antonela Čižmešija, for guiding me through this fantastic experience in the research field, answering all of my questions about the issue and encouraging me to take a step in the research field.

References

- Global social media statistics — datareportal – global digital insights.* (n.d.). Retrieved from <https://datareportal.com/social-media-users>
- McCombes, S. (n.d.). *Sampling methods / types, techniques & examples.* Retrieved from <https://www.scribbr.com/methodology/sampling-methods>
- O'Keeffe, G. S., Clarke-Pearson, K., Mulligan, D. A., Altmann, T. R., Brown, A., Christakis, D. A., . . . Nelson, K. G. (2011). Clinical report - the impact of social media on children, adolescents, and families. *Pediatrics*, 127, 800-804. doi: 10.1542/peds.2011-0054
- Perrin, A. (2015). Social media usage: 2005-2015., 2005-2015. Retrieved from www.pewinternet.org/2015/10/08/social-networking-usage-2005-2015/.
- Safdar, G., Bukhari, A. R., Yousef, B., Banat, I., Shabir, G., Mahmood, Y., ... Gilani, S. (2014). The impact of social media on youth: A case study of bahawalpur city related papers maintaining print media in modern age: A case study of pakist an the impact of social media on youth: A case study of bahawalpur city. *Asian Journal of Social Sciences & Humanities*, 3, 132-151.