

REWIRED:

**UTILIZING AN INTEGRATED DESIGN CAMPAIGN TO PERSUADE
GENERATION Z TO RETHINK THEIR HYPER-CONNECTED WORLD**

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REWIRED:

HOW DOES A HYPER CONNECTED WORLD AFFECT CHILDHOOD AND BEYOND?

Submitted in Partial Fulfillment of the Requirements for the Degree of Master of Fine Arts in Studio and Digital Arts with a Concentration in Graphic Design at Liberty University.

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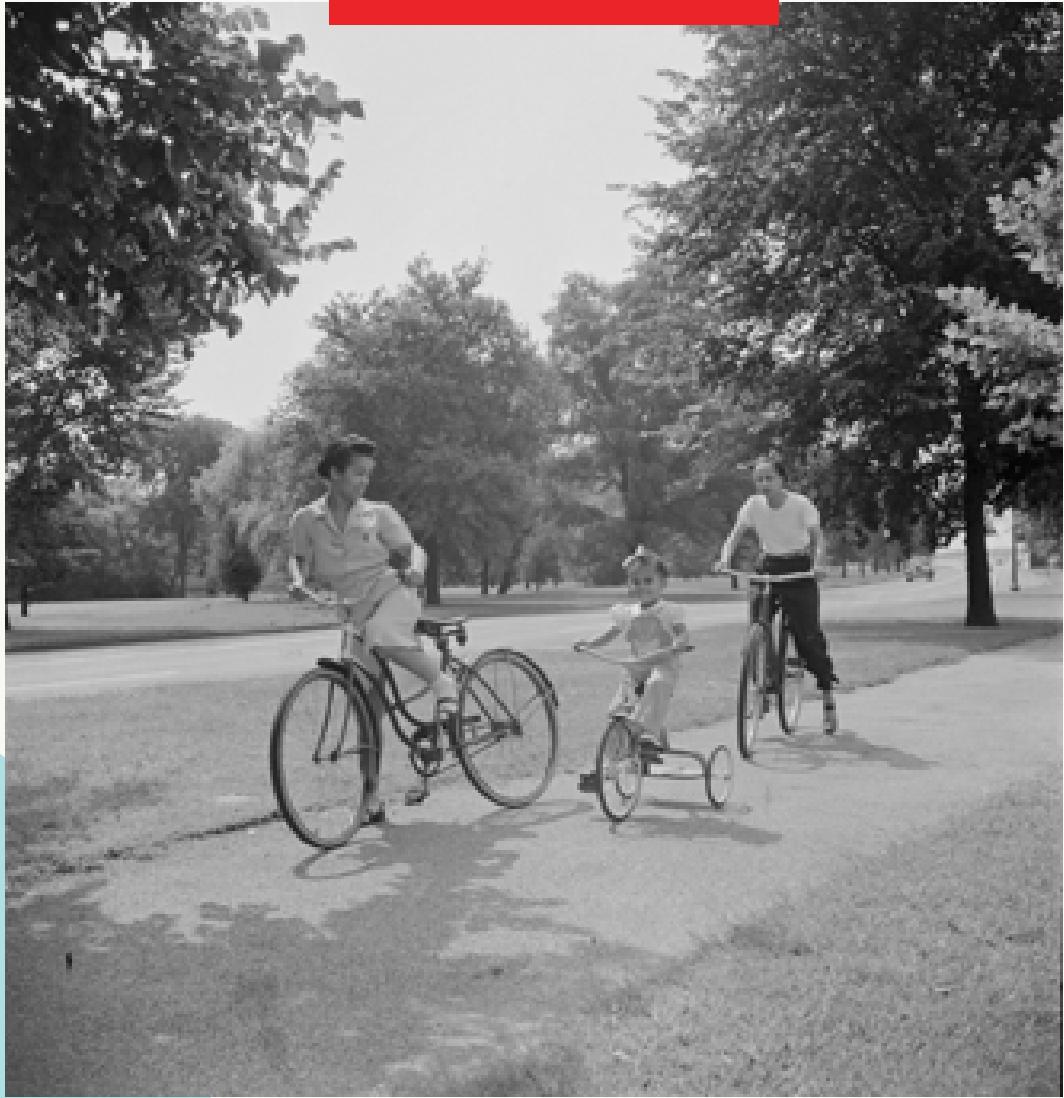
ABSTRACT

Twenty first century youth have never known a world without the Internet. From childhood they are increasingly reliant on the Internet for their sense of connectivity, play, communication, and socialization. These habits that are formed at a young age are rewiring children's brains in a negative light. Psychological effects such as narcissism, escapism, instant gratification, and social comparison have become common issues that the current generation faces every day.

This thesis will examine how increased dependency on social media and the Internet affects Generation Z and beyond. To better understand how media is affecting childhood and beyond, research was conducted through a series of research questions:

1. How has the digital age impacted childhood?
2. What is internet addiction?
3. What are the psychological effects of internet addiction?
4. What is narcissism?
5. What is escapism?
6. What is instant gratification?
7. How is social comparison becoming a problem?
8. How has Gen Z been affected?

After completing this research, a literature review was conducted in addition to a visual analyses and content analyses. Based off of the research conducted, a visual solution was created in order to educate Generation Z about the dangers of media usage from a young age. The thesis visual deliverable created was a multifaceted brand campaign including posters, environmental graphics, narrative literature, website, and social media graphics. Through these outlets, Generation Z will have a greater understanding of the dangers of relying on media while also equipping them with new ways to create change and better habits with the screen.



CHAPTER 1:

INTRODUCTION

SUMMARY OF INTRODUCTION

OVERVIEW

As I began to consider which problem I wanted to solve through my MFA thesis, I noticed that technology and social media were taking up a lot of my time, distracting me from being able to concentrate and focus. The more I thought about this issue, the more I realized the magnitude of the issue for this generation.

Living on the cusp of both a millennial and Gen Z, I had a small portion of my childhood that allowed me to grow up without social media. However most of Generation Z have never experienced a world without social media. Many of the trends that we are seeing today are inspired by nostalgia and what life looked like before the Internet. Due to the influx of media and content they are exposed to from a young age, Generation Z, specifically those born in 2002-2006, do not understand the potential impact it is having on their overall well being.

The goal of this thesis is to educate Generation Z about the impact of social media while encouraging time off-line which will create authentic community. In order to fully understand this problem, research was conducted through a series of research questions:

1. How has the digital age impacted childhood?
2. What is internet addiction?
3. What are the psychological effects of internet addiction?
4. What is narcissism?
5. What is escapism?
6. What is instant gratification?
7. How is social comparison becoming a problem?
8. How has Gen Z been affected?
9. What are the benefits of logging off and becoming connected in one's community?

The following chapters of this research document will examine these research questions in further detail. This document includes the literature review, visual process, and the design process that was used when arriving to the final solution.

OBSERVED PROBLEM

From childhood Generation Z, and beyond have become reliant on the Internet for their sense of connectivity, play, communication, and socialization, which has led to increasingly negative psychological effects such as narcissism, escapism, instant gratification, and social comparison.

RESEARCH STATEMENT

21st century youth have never known a world without the Internet. Dependency on social media and the Internet has affected their social lives, emotional intelligence, and ability to disconnect from social media and technology. Generation Z also lacks the ability to engage in free play as much of their cognitive development has occurred in a digital setting unlike any other previous generation.

KNOWLEDGE GAP

The impact of social media and the Internet has been thoroughly researched. There is also a considerable amount of research pointing to the impact that social media and the Internet have had on cognitive development. However, this extensive research is lacking feasible steps to combat this issue and the ability to provide a sustainable solution. There is also a lack of targeted information for Gen Zer's born between 2002-2006.

CHAPTER 2:

RESEARCH

RESEARCH QUESTIONS

LITERATURE REVIEW

RESEARCH METHODS

SUMMARY OF FINDINGS

DESIGN ELEMENTS

RESEARCH

FROM CHILDHOOD, GENERATION Z AND BEYOND HAVE BECOME RELIANT ON THE INTERNET FOR THEIR SENSE OF CONNECTIVITY, PLAY, COMMUNICATION, AND SOCIALIZATION WHICH HAS LED TO INCREASINGLY NEGATIVE PSYCHOLOGICAL EFFECTS SUCH AS NARCISSISM. THE RESEARCH QUESTIONS THAT WERE UTILIZED AND ARE ADDRESSED IN THE RESEARCH ARE THE FOLLOWING:

- 1. HOW HAS THE DIGITAL AGE IMPACTED CHILDHOOD?**
- 2. WHAT IS INTERNET ADDICTION?**
- 3. WHAT ARE THE PSYCHOLOGICAL EFFECTS OF INTERNET ADDICTION?**
- 4. WHAT IS NARCISSISM?**
- 5. WHAT IS ESCAPISM?**
- 6. WHAT IS INSTANT GRATIFICATION?**
- 7. HOW IS SOCIAL COMPARISON BECOMING A PROBLEM?**
- 8. HOW HAS GEN Z BEEN AFFECTED?**
- 9. WHAT ARE THE BENEFITS OF LOGGING OFF AND BECOMING CONNECTED IN ONE'S COMMUNITY?**

LITERATURE REVIEW

INTRODUCTION

The following research exemplifies the growing concern over media consumption and childhood development. The research covers how cognitive development has been altered, Internet addiction and its effects, as well as how this shift has changed the lives of Generation Z. The order in which these topics will be examined is as follows:

1. The importance of childhood and cognitive development.
2. The impact of Internet addiction and its psychological, social, and physical effects.
3. How this has impacted Generation Z?

CHILDHOOD DEVELOPMENT

Childhood is a time in life where one has the opportunity to imagine and create freely. Without responsibilities or tasks, the only job of a child is to learn and be present. This developmental phase of life is critical to the success of the individual as an adult. The first few years of life allow for children to learn and grow in a way that they often do not experience again. Cognitive development plays a large role in a child's emotional and physical health as well as social skills. Many of these skills develop through play. The ability to imagine and build without distraction is essential when developing these foundational principles. However, twenty-first-century

childhood looks a bit different. The introduction of the Internet has altered the way that children are developing. With increased amounts of media usage, their sensory skills and pathways are suffering at an alarming rate. For the purpose of this thesis, screen time or media usage is defined as the time spent on a tablet, mobile device, or computer for educational, social, or recreational purposes.

Childhood development is essential to a long life of happiness and health. Most of our habits and learning experiences happen within the first five years of life. During this time, our brains are developing and learning new things every day. These developmental stages lay the foundation for cognitive functions later in life.

In the first few years of life, 700 new neural connections (called synapses) are formed every second. After this period of rapid proliferation, these connections are reduced through a process called pruning, so that brain circuits become more efficient. Sensory pathways, like those for basic vision and hearing, are the first to develop, followed by early language skills and later by higher cognitive functions (Shonkoff).

In the first few years of life, we learn and

develop at a rapid pace. Connections are forming all day, every day to create pathways for our senses. Vision and hearing develop first, allowing for us to lay the groundwork for more complex cognitive functions to follow. This developmental stage is so crucial as it truly is the foundation for the rest of our lives. The way that one develops in the early stages of life directly correlates to how one lives life as an adult. "The emotional and physical health, social skills and cognitive-linguistic capacities that emerge in the early years are all important prerequisites for success in school and, later, in the workplace and community" (Shonkoff). Social skills are first learned as a young child. If these skills do not develop during this stage of life, it is hard for the brain to backtrack and redevelop, often leading to adult issues such as Internet addiction. Cognitive development is an integral part of childhood, and it should be protected and nurtured at all costs.

These developmental skills are often learned through the process of play. A child's ability to play affects them in many different areas. "Children experience active play through lifting, pushing, and pulling. They engage in creative, socially interactive play as they construct new structures and play within them" (Bundy). Free play as a child allows them to think, imagine, and experience things that they cannot do through a screen. Unstructured play is an essential part of childhood. However, children today often spend more time on a tablet than playing with blocks, cars, or dolls. Their time is structured, which does not allow for creativity, imagination, and elements of

risk. Without play, children are not using their brains to think critically and creatively, which directly affects their cognitive development. Children are replacing components of play with screen time at an alarming rate.

Children average 2.2 hours of viewing per day at age one year, increasing to 3.6 hours per day by three years of age. By age five years, more than 60% have used handheld games, 81% have played console games, and 90% have used a computer (Strasburger).

As age increases, so does media consumption. By five years old, children can use the computer better than some adults. While this is a fascinating statistic, it does come with some apprehension. By replacing play with media consumption and educational shows, how does this affect those developmental skills?

THE EFFECTS OF INTERNET ADDICTION

The Internet was introduced in the late 20th century, and the world has never been the same. The Internet aids in convenience, ease of information, and connection. It allows one to have access to almost any information one would need at the touch of a button. Technology has undoubtedly changed since the introduction of the Internet. When the World Wide Web was first created, it was only accessible through desktop computers. Since then, our technology has evolved into

laptops, smartphones, tablets, and even small tech pieces like jewelry for one to wear at all times. In addition to technology development, the Internet has expanded in many ways as well. Today there is an influx of social network sites (SNS), entertainment sites, and educational sites. Social networks such as Facebook, Instagram, Snapchat, Tik Tok, and Myspace paved the way for the world of social media we see today. Many of these sites are still fairly new with Facebook opening to the public in 2006 (Hall), Instagram in 2010 (Meisenzahl), and Snapchat in 2011 (O'Connell). With many of these sites barely being a decade old there is still so much that is unknown about how these sites are affecting us mentally.

The Internet is accessible at all times, no matter where you are due to the progression in technology. Handheld access to a whole world of information is constantly available due to smart phones and smart watches. While this invention has undoubtedly changed the world for the better in many areas, it also has some alarmingly negative implications.

Internet and media consumption is rising at a concerning rate. People are using media in a way that is unhealthy and consuming all of their time. "Pew reported that Sixty-nine percent of online adults use some type of social network as of 2013, a figure that has risen from 47 percent just four years earlier (Rainie et al., 2013)" (Hinsch). More people are creating accounts for social networks than ever before. Having a social

account has become the norm in today's society – so much so that children and young adults are itching to create accounts even though they do not meet the minimum age requirement.

According to a report by Influence Central, the average kid gets their first smartphone at age 10.3, and opens their first social media account by age 11.4. By the time they're 12, 50% of kids use at least one social media platform. To sign up, many lie about their age. That's because popular sites like Instagram, Facebook, Snapchat, and Tiktok all set their age limit at 13, in compliance with the Children's Online Privacy Protection Act. (Brigham)

Social media has become the lifeline for communication among adults and adolescents today. There is an addictive component to media usage. There is a need to continually know what is going on or what people are doing. Instead of checking once or even twice a day to see what everyone else is up to, Gen Z often uses social media every hour or even every few minutes. "As Nielsen (2011) recently reported, consumers are engaging in social Internet activity at a rate incomparable with any other consumable, and the trend is expected to continue" (Hinsch). As time continues, the rates for the amount of time spent on the Internet are only continuing to rise. Media consumption is becoming more and more prevalent in our everyday lives.

Researchers and psychologists have

determined the increased reliance on media consumption to be an actual condition. The term that is being used by experts on the topic is Internet addiction. "Internet addiction is characterized by excessive and problematic Internet use and clinical features of behavioral addiction: preoccupation, compulsive behavior, lack of control, and functional impairment (Kato)." All of these factors have likened this condition to an impulse control disorder. This makes sense as the inability to step away from media becomes increasingly harder the more time that is spent on it.

When Internet consumption is excessive, many psychosocial and physical problems occur. Issues such as anxiety, depression, health, conflict, and the inability to understand what is real. These problems are often factors of what is commonly referred to as Internet addiction and Problematic Internet Use (PIU).

According to Cheng and Li's (2014) study in which a meta-analysis of 31 nations across seven world regions was conducted, the highest PIU prevalence, at 10.9%, was in the Middle East, followed by North America (8.0%), Asia (7.1%), Southern and Eastern Europe (6.1%), Oceania (4.3%), and Northern and Western Europe (2.6%). PIU prevalence was higher for nations with greater traffic time consumption, pollution, and dissatisfaction with life in general (Cheng and Li 2014). (Lim)

Internet addiction is a problem all over the

globe that not only affects one nation but the entire world. The Internet acts as a form of escape. It is often used to check on what peers are doing while completing mundane tasks such as sitting in traffic or waiting in line. Our brains never have downtime because we never allow ourselves to be bored. The constant influx of information is never-ending.

PSYCHOLOGICAL EFFECTS

The psychological effects of Internet addiction are more common than one might think, so much so that they often go unnoticed. Narcissism is a psychological effect that has increased at a startling rate. There is no need to think about others when society and social networks encourage selfish thinking and behavior. Escapism is also a common psychological issue as adolescents use the Internet and media to escape from their everyday lives. They tune out the real-world problems and hyper-focus on an alternate reality. The content that is being shown and encouraged is increasingly graphic and provocative, causing issues with mental health and behaviors.

Unfortunately, Internet addiction has had a direct result on cognitive development among children. Children today experience media in a whole new way. With the unlimited access to content and information, children are often consuming media in an unrestricted manner. This has a direct effect on the way that their brain develops and functions.

Stated another way, the brain maturation process is nothing but an expo-

nential increase of the myelination (or communication) process across different neuronal groups, making the young person better skilled to accomplish distinct activities, with a higher level of complexity and function, as time goes by (Internet Addiction in Children and Adolescents).

As the brain matures, connections are made. When behaviors are repeated, the connections in the brain are strengthened, which in turn enhances maturation. The white matter continues to develop as well as emotions. As the brain develops, emotional behavior begins to become more saturated. Actions like looking for a new environment or moving away from parents are the effects of the brain maturing. These decisions are rooted in the desire for change.

In this attempt to explore and be differentiated, adolescents share everything via social media—from selfies to where they are and what they are doing, wearing, or eating, to their opinion about anything. According to some authors, this has contributed to the emergence of a narcissistic generation. The U.S. National Institutes of Health (NIH) found that the presence of narcissistic personality disorder among 20-year-old's is today three times higher than in previous generations who are now 65 years and older (Internet Addiction in Children and Adolescents).

The Mayo Clinic defines Narcissistic Personality Disorder as “a mental condition in which people have an inflated sense of their own importance, a deep need for excessive attention and admiration, troubled relationships, and a lack of empathy for others” (Narcissistic Personality Disorder). Cognitive development has changed since we were introduced to the Internet. It is changing how our brains function from a very young age. It is no surprise that in a highly customized environment and society, Narcissistic Personality Disorder would be this prevalent.

Children are growing up with the ability to learn only what they want and watch only what interests them. There is always another form of media or entertainment a few clicks away. Instant gratification is affecting the next generation in a negative light. “The discomfort of what is unfamiliar to us is what has the capability to expose us and induce us to think in a different manner; therefore, we can only grow when our convictions are challenged” (Internet Addiction in Children and Adolescents). The only way to grow and mature is by learning about different viewpoints and opinions other than your own. When one is able to customize a world to only his or her views and perspectives, there is no growth nor need for compromise.

SOCIAL EFFECTS

Just as there are several psychological effects that come with Internet addiction, the social effects may be even more prevalent. The Internet inherently changed everything about

the way we communicate with one another. This has created a decrease in face-to-face interaction. With the ability to chat, text, call, or Facetime at all times, in-person communication has taken a toll. Additionally, the introduction of the “like” button has resulted in users finding their validation and self-worth through the number of likes they receive on a picture or post. With increased screen time and the lack of face-to-face interaction, cyberbullying is also becoming more prevalent. Each of these social effects plays a large role in the shift that we see not only in the next generation but also in society as a whole.

Children are learning to seek approval and validation through their accounts and profiles. Social comparison is at an all-time high. Social media provides a platform for people to post their highlight reel. They can craft the person that they want people to see, someone who is happy, beautiful, successful, a socialite. This creates a false reality of who a person truly is. “Another study surveyed 425 Facebook users and found that individuals who possessed a Facebook account over a longer period (i.e., for several years) tended to perceive that others are happier and life is unfair (Chou & Edge, 2012)” (Steers). Often, social media only portrays individual’s highlight reel and it is hard for children to understand that it is not reality. This generation has become so enthralled in portraying a perfect life that they will only do things for the sake of posting them. Certain activities and places are not of interest unless they are post-worthy. This creates a false reality of what a person’s followers and friends see. When only the best parts

of life are shown and broadcasted, it can be hard not to compare one’s normal, mundane life to another’s lifestyle. The challenging moments in life are not shared in the same way that the highlights are, causing comparison to skyrocket.

Children today have never known a world without the Internet. While this online world was created with adults in mind, adolescents seem to have taken over the world of tech. “Moreover, despite the terms of service of Facebook restricting its use to those age 13 or older, it is estimated that 7.5 million younger children also have accounts (“That Facebook Friend,” 2011)” (Spies Shapiro). Young adults and children view the Internet and social media as their golden ticket to socialization. They have become all encompassed with the need for social validation and approval. Kids under the age of 13 are using Facebook to see how many likes they can receive in comparison to their friends. There are very few boundaries put in place for children. “The sheer amount of time that adolescents and young adults spend using electronic media is perhaps the most revealing: on average, 11–18 year-olds spend over 11 hours per day exposed to electronic media (Kaiser Family Foundation, 2010)” (Spies Shapiro). This amount of exposure is not healthy for anyone, much less adolescents who are still developing. This amount of media use is changing the way that their brains process. Children are becoming increasingly distracted and need to fill their desire for instant gratification. This is because everything is at their fingertips. Food delivery, questions to answers

and online shopping can happen in an instant. Children who grow up in the age of the Internet never have to wait for anything, creating a sense of instant gratification in more than one area of their lives.

PHYSICAL EFFECTS

While there are many psychological and social effects of Internet addiction there are also physical affects. The increased amount of time spent on the Internet and different forms of media has reduced the amount of time that people are active. It is attributing to more time spent watching entertainment, which is a leading cause of childhood obesity. Kids are lacking a healthy diet along with exercise causing them to gain unhealthy amounts of weight. Screen stimulation also results in children staying up too late and they are unable to fall asleep. Due to over stimulation the brain does not promptly shut off after engaging in the content on the screen. These physical effects are creating mounting issues for the next generation.

Children are spending more time online than ever before, taking up much of the time they would have to play and be active. While this is a significant factor, it is not the main reason childhood obesity is on the rise. Studies have shown:

Time spent viewing commercial television was significantly correlated with BMI, whereas time watching noncommercial television was not. The overall

evidence in this area clearly suggests that the role of the media in contributing to childhood obesity entails more than simply displacing time that would otherwise be devoted to exercise (Strasburger).

The amount of time spent watching the content was not inherently the problem itself. The content that children are seeing in advertisements is directly affecting what food they put in their bodies. Fast food and other snacks that lack nutrients often have the most money to put towards advertising. With exciting graphics and catchy taglines, children are immediately drawn to the latest and greatest thing. Media in combination with advertising is affecting children's habits and health.

Another physical effect of internet addiction is the inability to sleep. Studies have shown that children and young adults who are addicted to their phones suffer from a lack of sleep.

For example, six of seven studies on sleep found that children and young people who exhibited problematic smartphone use had poorer sleep. This was also the case for problematic smartphone usage and experiencing higher levels of anxiety, stress, and depressive symptoms (Weedy).

Young adults often use their phones right before they fall asleep and right as they wake up. The amount of screen time spent on their phones before they fall asleep distracts their

brain from resting. When one is using their phone it is actively awakening his or her brain function inhibiting them from getting deep sleep. When this distraction inhibits their sleep, young adults suffer in more than one way. Depression, anxiety, and stress are prevalent among people who lack the proper amount of sleep.

GENERATION Z

How has childhood media consumption changed the next generation? Generation Z has grown up in a world that looks entirely different from their parents'. Generation Z consists of anyone born after 1996 (Parker). This generation has grown up in the digital age, creating drastic changes from what their parents and grandparents experienced at the same age. Generation Z is more susceptible to the psychological, social, and physical effects previously stated. While every generation is handed a different set of issues, this generation is the guinea pig for the digital age.

Generation Z are the primary users of all things digital. They view the Internet as their primary source for entertainment, work, studying, and socializing. This has led them to spend an exorbitant amount of time on the Internet. They are always connected whether it is on one device or multiple. Having access to phones, watches, laptops and more makes it increasingly difficult to stay off-line. This generation grasps information in a way that no one has before. Instead of synthesizing facts and stories, everything they need is

condensed into small chunks right at their fingertips. Any information they need is always a Google search away.

Furthermore, in this category, using the Internet will cause shallow minds in generations Y and Z; this means a reduction in their deep thinking, a tendency to be easily distracted, and scattered attention. Carr (2008) indicated that the Internet is having a detrimental influence on generations Y and Z's capacity to concentrate on reading or writing, as they can be easily distracted on the Internet, and this will result in the loss of their capacity for deep thinking, especially when reading books or articles or viewing items on the Internet (Issa).

Communication is the core of our society. The Internet has changed how we communicate yet it is still essential to understand proper grammar, as well as reading and writing. With the casual approach to digital information, grammar is not often used. This generation does not know how to process considerable portions of information because everything has been condensed to 100 words or less. Additionally, the brevity of information has rewired their brains to always be looking for the next thing. They are easily distracted as a result of completing multiple tasks at once. Deep thinking is not prevalent as the Internet does all the thinking and processing for them.

WORK AND EDUCATION

Generation Z was likely to enter the workforce with a booming economy; however, because of the impact of the COVID -19 pandemic, that narrative is beginning to change. Generation Z has many similarities to millennials; however, they are very different in certain areas. “Members of Gen Z are more racially and ethnically diverse than any previous generation, and they are on track to be the most well-educated generation yet. They are also digital natives who have little or no memory of the world as it existed before smartphones” (Parker). Gen Z has grown up with the world at its fingertips due to the accessibility of the Internet. With endless resources online, it is no wonder that members of Gen Z are on track to be the most well educated. This may be in part also because of their parental influence. “In 2019, 44% of Gen Zers ages 7 to 17 were living with a parent who had a bachelor’s degree or more education, compared with 33% of Millennials when they were the same age” (Parker). Parents are encouraging their children to pursue education despite the financial burden.

With such a focus on education Gen Z is less likely to work as teens and young adults (Parker). Many of their parents and older siblings had a very different childhood. The push for education has not yet translated over to employable characteristics. “Only 18% of Gen Z teens (ages 15 to 17) were employed in 2018, compared with 27% of Millennial teens in 2002 and 41% of Gen Xers in 1986” (Parker). Generation Z invests their time with school and extracurriculars in order to be accepted into high-rated universities. This is also likely

due to the competitive nature that comes with social media. Gen Z posts their achievements into a highlight reel which creates a competitive spirit for not only students but also their parents.

Gen Z has firm opinions on government and policy. While older generations looked to businesses and individuals to solve problems, Gen Z is more likely to trust the government. 70% of Gen Z agrees that an active government should solve problems (Parker). Gen Z is also passionate about social issues and change. Policies like climate change and racial inequality are two social causes that Gen Z individuals want to back. This makes sense as a Pew Research Study found that “61% of Gen z voters (age 18 to 23) said they were definitely or probably going to vote for the democratic candidate for president in the 2020 election” (Parker). There are many reasons for this shift; however, the influence of the Internet may be the biggest. With more education and access available to research political issues, it makes sense that this generation would be so heavily influenced. Overall, Generation Z is one of the most unique generations to date. With more education than any other generation, strong political opinions, and the Internet at their fingertips it makes sense that they want to be a generation for change.

MARKETING TO GEN Z

Due to Gen Z growing up with the internet and social media, they are becoming even harder to market to.

Generation Z—or those aged 16 to 19 demand humorous commercials, like to co-create with brands and want to watch videos that are less than 10 seconds long, according to Kantar Millward Brown's AdReaction: Engaging Gen X, Y and Z, study, which interviewed nearly 24,000 people aged 16 to 49 in 39 countries. Most challenging of all, they are most likely to physically avoid ads, with 69 percent doing so, versus a global figure of 50 percent (Handley).

Gen Z is not likely to sit through an advertisement or commercial for multiple reasons. They have a lack of attention overall due to the influx of information they are constantly seeing. They also have grown up with advertisements so members of Gen Z know that they are trying to be sold something.

Gen Z individuals find humor and authentic stories to be interesting and refreshing from the rest of the advertising they grew up with. Gen Z has particularly been shown to be drawn to meme culture. The Oxford Dictionary defines a meme as “an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations” (Oxford English Dictionary Online). Gen Z humor is very unique and often misunderstood by other generations. In Marketing to Gen Z, Fromm and Read describe their humor as “offbeat, quirky, often raw, and even self deprecating humor” (Fromm, Read).

Integrating humor into a campaign or advertisement allows for Gen Z to relate while also be seen as authentic and interesting.

However it is also imperative to maintain boundaries when it comes to larger brands using their terminology. “Brands that infused humor and self-deprecation into their personalities will appeal more to Pivitals, but be careful. Don’t try to pander to this generation by using too many popular acronyms or teen slang; They will instantly peg you as ‘trying too hard’ (Fromm, Read). Having a good balance of sarcastic, sometimes self deprecating humor and a small amount of popular terminology is the best way to connect to this generation. There are a few brands who are leading the way on this new form of marketing:

The most famous of these was the twitter account of the Wendy’s fast food chain, whose witty replies and “roasts” of other brands allowed them to gain significant internet fame. A significant portion of the company’s net worth growth was then attributed to the success they had in turning their replies into memes, and in tapping into the culture of internet humour. This effect has not gone unnoticed by other PR agencies, and to varying degrees of success, they have attempted similar strategies (Kiziltan).

Due to technological advancement the primary way to reach these consumers is through smart phones and social media. Advertisers have had to make a shift

from print ads and commercials to mobile devices. Gen Z is pioneering many of the shifts we are seeing in the world today.

These shifts continue to evolve as time goes on due to the influx of trends that Gen Z is constantly gravitating towards. However they are consistently inspired by nostalgia in the late 90's to early 2000's. Much of Gen Z were too young or not yet born during this time period, making their affinity to this time intriguing.

Marketing to Gen Z'ers involves a complex interplay between social responsibility and nostalgic messaging. Their ambition and social conscience (read: Greta Thunberg and Co.) fuels their desire for a better world, but they're also drawn to the comfort of what looks like a simpler time. "Growing up on the internet, everything's kind of fake. Everything looks better than it is," Emma Chamberlain told Brown University students during a fashion week interview (Thomas).

Gen Z is enamored with the time before they were born due to the authenticity and simplistic nature of the time before social media. This nostalgic messaging is vital to any type of marketing in which Gen Z is the target audience. "For as long as they can remember, Gen Z's brains have been flooded with a volume of information incomprehensible to those born even a decade earlier. They are hyper-aware, and that awareness

percolates through every facet of their lives" (Thomas). Gen Z has never been able to disconnect. They have not had the privilege of attending school and possibly checking the news before or after. They are hyper-aware of what is happening around the world and within their friend group at all times. This constant beratement of information never slows down, making the times before the screen more appealing. Nostalgia has become an essential marketing tactic when advertising to the next generation.

PARENTING GEN Z

Parenting Gen Z is arguably harder than previous generations because of so many unknowns. Parenting with technology brings a whole new set of challenges that their own parents did not have to face. Generation X individuals are parenting Gen Z.

Parenting today is also influenced by social media and the Internet almost as much as their kids. Social media influencers are making accounts and profiles for their children as early as their first trimester of pregnancy.

According to a new survey conducted by Gerber.com, close to 40 percent of moms aged 18 to 34 created social media accounts for their baby before the child's first birthday – and another 7 percent made one before their kid's second birthday (Dubin).

Their children are literally born into a world

where they already have a social media presence. This decision was made for them without considering the implications that it might have later on. Documentation of their life is public before they are even born. This is done in part so that the parents can maintain their own identity on social media while also having a place for their children. Family and friends who don't live near can keep up on the child's life.

How does one navigate the world of parenting in the age of screen time? The American Academy of Pediatrics recommends, "For children younger than 18 months, avoid use of screen media other than video-chatting. For children ages 2 to 5 years, limit screen use to 1 hour per day of high-quality programs. For children ages 6 and older, place consistent limits on the time spent using media, and the types of media, and make sure media does not take the place of adequate sleep, physical activity and other behaviors essential to health" (AAP). Screen time can be managed in a safe manner. Parents need to limit the amount of time spent on the screen and try to delay the introduction of the screen in a child's life as long as possible. If managing screen time can be taught at an early age, this would allow children to practice healthy habits with media that they can implement on their own in the future.

FACEBOOK WHISTLEBLOWER

On October 5th, 2021 a former data scientist from Facebook, Frances Haugen testified

in front of a senate subcommittee revealing information that Facebook was concealing about its products. This information showed that Facebook is aware that its products are causing and encouraging misinformation, while also contributing to harmful disorders for young girls.

Haugen has leaked one Facebook study that found that 13.5% of U.K. teen girls in one survey say their suicidal thoughts became more frequent after starting on Instagram. Another leaked study found 17% of teen girls say their eating disorders got worse after using Instagram. About 32% of teen girls said that when they felt bad about their bodies, Instagram made them feel worse, Facebook's researchers found, which was first reported by the Journal (Allyn).

Facebook is not only aware of these issues, but they are keeping this information from the public, all while encouraging young teens to spend more time on their platforms. They have made the algorithms increasingly addictive, which is attributing to the increases of Gen Z's screen time. "Sen. Marsha Blackburn, R-Tenn., accused Facebook of intentionally targeting children under age 13 with an "addictive" product – despite the app requiring users be 13 years or older" (Allyn). Facebook was in the process of creating another platform similar to instagram, but specifically for children under the age of 13. They have since paused their development of this new platform.

This new information has confirmed much of what many already knew about the disadvantages of media use specifically on Instagram and Facebook. It is imperative that children are protected and educated on the dangers of media usage before it is too late.

DIGITAL DETOX

Digital Detoxes have become extremely important in this day age. The Oxford dictionary defines a digital detox as, “a period of time during which a person refrains from using electronic devices such as smartphones or computers, regarded as an opportunity to reduce stress or focus on social interaction in the physical world” (www.lexico.com/en/definition/digital_detox). Digital Detoxes have been shown to have a significantly positive impact on one’s overall health.

Michaels (2016) demonstrated that unplugging for a week can result in overall health benefits in terms of mental, physical, spiritual, social and environmental well-being. It also helps in improving relationships with individuals (Tiller and Walorczyk, 2017) (Handa).

Taking a break from the screen can be extremely beneficial for one’s overall health and well being. Taking time to disconnect allows one to be more present with their friends, family, and people around them. Creating better boundaries with the screen helps to improve health overall.

CONCLUSION OF LITERATURE REVIEW

Throughout this research, it is obvious that the Internet has had significant implications on childhood development and in turn, Generation Z. Due to the introduction of the Internet and media, the way the brain develops has changed. Additionally, it has caused psychological, social, and even physical affects. The result of Internet addiction is so wide spread that it affects almost every area of our lives.

Children today are particularly affected due to the increased amounts of media they are consuming from a very young age. We can see that these effects are taking place in Generation Z. They were given arguably the most powerful tool in history with little to no direction or instruction. Just as adults were trying to figure out what the Internet was and the dangers of it, so was this generation. The Internet is an increasingly intimidating and addictive place that should not be taken lightly. Boundaries and actions must be taken early to prevent drastic shifts in childhood that could ultimately affect society and the world as a whole. There needs to be an awareness of these severe implications so that preventative boundaries can be put in place for generations to come.



RESEARCH METHODS

CASE STUDIES

Case studies are large scale research projects that are used as a framework for researchers to be able to study a complex amount of information. Case studies will be particularly helpful in this project because of the complex issue at hand. Case studies will be used to help identify what visuals, approach, and copy that Gen Z responds to the most in order to better guide the visual solution. Three case studies will be analyzed using the following outline:

1. Define who initiated and is responsible for the project.
2. Identify the motivation of the project.
3. Summarize the project.
4. Identify challenges they faced.
5. Project outcome.
6. Identify and connect relevant elements back to your identified problem.

VISUAL ANALYSIS

Visual Analysis is the study of images, forms, and objects in visual and material culture. A visual analysis will be particularly helpful in this project because of the wide variety of information and design we see on a daily basis. A visual analysis will help guide the visual solution to make sure that the aesthetic chosen is in fact targeting the audience. The 3 campaigns chosen in the case study are also going to be the 3

campaigns used for visual analysis. The outline for this form of research is the following:

1. What does the selection depict?
2. Who is the audience?
3. How do people consume the visual solution?
4. How is this project embedded in a wider cultural context?
5. What is the interrelation between the image, the form, or object, and the accompanying text?
6. Compositional Interpretation
7. Content Analysis
8. Semiotics
9. Iconography
10. What aesthetic choices led to the success or failure of the visual solution.
11. How do the aesthetic choices relate/connect back to your identified problem?

IMAGE BOARDS

Image Boards are a research method that goes hand in hand with visual analysis. Image boards are compiled of images that match the aesthetic of the topic you are researching. Image boards aid in serving as a focus point for a certain aesthetic or certain group. Image boards are used by graphic designers, interior designers, and others to better instruct the client or intended audience of the proposed visual aesthetic or solution.

I chose this method because I want to create image boards to visually understand Generation Z. By compiling images of the things and aesthetics that they are drawn to I will be better able to reach my target audience in my visual solution. The aesthetic of my visual solution will be guided by the aesthetic that Gen Z is most drawn to. The image boards will allow me to better understand their clothing trends, desired brands, point of purchase, and overall interests. Overall image boards will allow me to clarify the visual aesthetic that is most appropriate for my visual solution.

The design plan for this research method is to visually analyze the clothing, advertisements, and digital and print materials that Gen Z is most drawn to. Once those images are collected they will be arranged together to better understand the overall visual aesthetic that Gen Z is drawn to and most influenced by. This will help guide my visual solution to create an integrated campaign that is interesting and enticing to this generation.

RESEARCH METHODS

IMAGE BOARDS CONTINUED

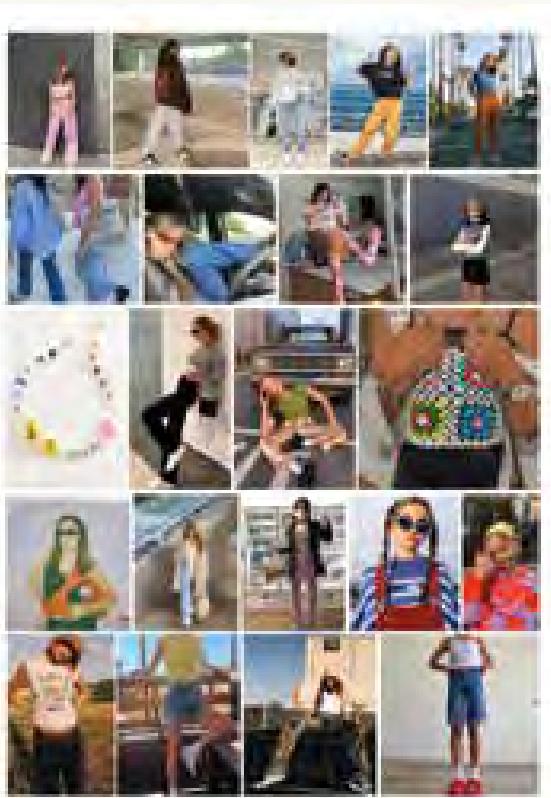
GEN Z AESTHETICS AND TRENDS



GEN Z MALE CLOTHING TRENDS



GEN Z FEMALE CLOTHING TRENDS



SUMMARY OF FINDINGS

CAMPAIGN # 1

Through additional forms research including case studies, visual analysis, and image boards it was found that Gen Z is drawn to bold colors and ideas. The first case study analyzed was the *Truth Initiative*. This campaign was created to reach teens in order to persuade them to stop smoking before it was too late. They created a powerful campaign that has been used to save lives for 20 years. Their campaign is simple, bold, truthful, and provides factual information.

Summary:

Smoking in teens and young adults has been a rapid problem since the late 90s. This is when the *Truth Initiative* was first created. The idea behind the campaign was to provide the truth about smoking and its harmful effects. The campaign was launched at events such as music and sports venues, in places where teens would gather. Next the campaign focused on underprivileged communities who were not being educated on the significant impacts of smoking and tobacco use. Then in 2014 the Finish it campaign was released encouraging teens and young adults to be the generation that finish the race to end the epidemic of smoking.

Outcome:

This campaign was and still is extremely successful in reducing teen cigarette usage. The campaign reduced usage from 23% in 2000 to less than 5% in 2020. Their mission is clear that they will fight against teen smoking and will continue this campaign until teen smoking is ended.

Visual Analysis:

The visual deliverables that the *Truth Initiative* uses are primarily digital. They use a distinct orange throughout all of their deliverables as well as their iconic logo, X's, and textures. They also employ real life teen testimonies. Some of the stories are graphic and provide shock value to grab the viewers attention. Overall their deliverables are very simple in nature in order for the information to speak for itself.

The simplistic nature of the *Truth Initiative* is implemented in the visual solution. The Truth Campaign is a great resources of how to market to Gen Z while also staying timeless and effective. The simplicity and textured elements will be used in the visual solution.

CAMPAIGN # 2

The second campaign analyzed was the Dove Campaign for real beauty. This campaign was chosen because of the simplici-

ty and authenticity used throughout. It was specifically created for women, however the tools used to create this campaign have also been shown to interest Gen Z. The Dove Campaign was simple: to show women's real, unfiltered, unedited beauty in an authentic, raw way. The message that is sold to us everyday is that there is a beauty standard that women must fit into; however it is very unrealistic. The campaign was very successful and has been even revisited this past year when creating a COVID campaign.

Summary:

Dove created a campaign to highlight the unique characteristics and differences of beauty among women, no matter what shape, size, or skin color. The campaign was designed to bring confidence among women who didn't necessarily fit the industry standard of beauty. This campaign pioneered the idea of body positivity and sparked much of the shift in advertising that we have seen today.

Outcome:

The project was very successful as sales originated at 2.5 billion when the campaign was unveiled and increased to 4 billion in revenue by 2014. Dove has continued to use similar verbiage and maintained this idea of authenticity throughout their branding. They recently unveiled a Courage is Beautiful Campaign highlighting the courage of health-care workers throughout the pandemic.

Visual Analysis:

The aesthetics of the solution were real and simple. The white background allowed for viewers to see the imperfections of these women that ultimately make them more beautiful. The photography was straightforward and showed women who were confident in the skin they were in. The type used was either a sans-serif or a handwritten script giving the ad a personal touch.

Dove's campaign for real beauty exemplifies the authenticity that Gen Z is drawn to. This simplistic, real, and raw approach will be carried into the final visual solution allowing for a stronger campaign overall.

CAMPAIGN # 3

The final campaign analyzed was Spotify: Unwrapped. This campaign is highly unique and individualistic which is exactly the type of advertising Gen Z responds well to. Spotify every year keeps track of the data used on each user. This data is then transformed into fun, bold graphics letting you know where you rank with your top artists and how you compare amongst other listeners. The ability to share the campaign to social media contributed to its success. Visually the campaign has a lot of layering, bold colors, and sans serif type. The combination of photography and geometric shapes pair well with Spotify's brand, while also targeting the Gen Z audience.

Summary:

The campaign was created to encourage listeners all over the world to share their love of music. Spotify created personalized wrap-ups for each listener based off of his or her data from the previous year. Data such as how much time was spent listening, who their top artist was, and where they stand against all the other listeners of that artist. Listeners loved this as it was uniquely personalized and something that they could share with others. This was a genius marketing tool for Spotify as it became free advertising every time a listeners wrap up was shared.

Outcome:

The project increased mobile app downloads by 20% in the first week of December 2020.

Visual Analysis:

Spotify: Unwrapped is bright, colorful, and also uses collages of album covers. There is a significant amount of layering and gradients used in addition to bright neon colors. Sans serif type is used throughout the campaign.

The aesthetic choices used for the visual solution are bold, dynamic, and unique. This campaign is very personal and tailored to each user allowing for the user to feel important and unique. These traits are why they work so well with Millennials and Gen Z. The ability to show the world how their music ranks among the rest is like a personalized trophy

that others cannot compete against.

Spotify: unwrapped is consistently something that Gen Z looks forward to year after year. Their bold, individualized approach will be used as inspiration in the visual solution through the messaging, color palette, and typography.

SOLUTION

In conclusion, evaluating these campaigns will aid in solving my research problem because it will help guide my visual solution. This research will help reach the target audience in a more clear and concise way. The information from these case studies and visual analyses creates a greater understanding of how to cater to an audience that sees thousands of advertisements a day. Creating a campaign that is simple, bold, and vibrant will allow for Gen Z to clearly understand the importance of the facts at hand. The final solution will be authentic, unique, individualized, and bold to help cater to the needs of Generation Z in the best way possible.



DESIGN ELEMENTS

OVERVIEW

There are many different elements that compose a successful design. Many of these foundational principles can be implemented across almost any type of design deliverable. Without these key elements, a design can be confusing, communicate the wrong message, or even feel unorganized.

There are many components to a successful brand campaign. Design elements such as typography, hierarchy, color theory, and illustration are some of the foundational principles that make up a successful brand campaign. Research was conducted in order to better understand how to utilize these elements in the final deliverable.

TYPOGRAPHY

“Typography is the strategic arrangement of type in order to make written language readable and visually appealing” (Corrigan). Understanding typography is one of the most important skills a graphic designer can possess. Typography aids in communication, hierarchy, legibility, and design aesthetics. Typography is uniquely constructed so that readers are able to understand what is being communicated visually.

Without clear typography, messages can get lost, miscommunicated, and even missed. “A

powerful role of typography in graphic design is to establish and grow brand recognition. Creating brand recognition through typography helps create a unique attachment and feeling of familiarity between the brand and the consumer” (Corrigan). Typography is an essential part of creating a successful brand. Type can stand alone to create a significant impact in the overall design. Type can also aid in consistency throughout the brand creating a strong sense of brand recognition. Repeating the same font throughout all brand deliverables helps the reader to have a better understanding that all aspects are visually connected.

Typography will play a significant role in the final deliverable in order to establish hierarchy, consistency, communication, and legibility throughout the campaign. Typography will need to work alongside the color palette, imagery, and illustration in order to create a cohesive and successful brand campaign.

HIERARCHY

Hierarchy is essential in a well thought out design. In order to better understand what is most important in any design, hierarchy and contrast must be used. Hierarchy helps to guide the viewer through the page by establishing what is most important. “This is often accomplished through sizing—the largest element on the page naturally draws

the eye first. In a text-heavy graphic design, such as a newspaper or brochure, the headlines stand out and draw attention because they're larger than the body text" (Corrigan). When hierarchy is done well, it creates contrast within size, weight, and type. Hierarchy can also be better established by utilizing clear headings, subheadings, and body copy.

With typography being a main element within the final deliverable, hierarchy will also play a large role in order to clearly communicate the message and aesthetics across each campaign deliverable.

COLOR THEORY

Color plays a large role in any design. Color can be persuasive and evoke emotion, but it can also influence a viewer's perception of an overall design. Choosing the right color palette is vital when creating any design because it is important to reassure messaging even through color.

"The use of a strong, emotionally relevant thing like color across multiple pages can create in the viewer a gestalt effect where those elements can add meaning to one another and form a complete idea despite being separated and spread through a publication or website" (Graver, A., & Jura, B. (2012), 169). Color is a prominent design element that continues to build connections across deliverables despite physical distance. It can add visual weight to a design or even used as an organizational tool. Grouping like items together through color coding helps

to reaffirm messaging throughout a design. Without looking at the content, the viewer can quickly understand what is generally being communicated by the color association.

Color also pairs well with hierarchy by commanding attention to the most important part of the design. Color is an element that will be used on every portion of the final deliverable in order to further communicate the solution.

ILLUSTRATION

"Illustration is art that explains a concept, a process, or a story. It can have a purpose, such as a scientific illustration of a molecule, or accompany the story in a children's picture book. It also can be purely decorative, like a patterned bedspread" (Beier)." Illustration is an art form with endless possibilities. Illustration helps to reaffirm communication and messaging. It can also be abstract and provide textural elements. Illustration can be paired with almost any medium and style to create unique pieces.

Illustrations will also be used throughout the final deliverable to aid in communication. "Having grown up in the age of YouTube and Instagram, Generation Z's preferred mode of learning slants toward the visual. In fact, a recent Harris Poll found 60% of people between the ages of 14 and 23 look to YouTube when they want to gather information, and nearly the same percentage said the video-sharing platform contributed to their education" (Workforce Partnership Staff. (n.d.)). Generation Z prefers to learn in a visual

format rather than a written format. Illustration is a great tool to aid in communication for the target audience. The illustrations will aid in communication allowing Gen Z to further understand the content while also being able to easily recall the messaging.



CHAPTER 3: ***VISUAL PROCESS***

VISUAL SOLUTION

MOODBOARD

SKETCHES

COLOR PALETTE

TYPOGRAPHY

ILLUSTRATIONS

PHOTOGRAPHY



VISUAL SOLUTION

OVERVIEW

The visual solution for this thesis needs to inform and educate Gen Z of the dangers of excessive screen time; therefore, a comprehensive brand campaign was created in order to solve the problem at hand. After discussing the solution with the committee, a few additional deliverables were added. The final campaign consisted of posters, environmental graphics, a handbook, website mock-up, Instagram posts, Instagram stories, and screen savers in order to solve this problem.

Through vintage photography, clever messaging, bright colors, and textural illustrations the campaign nods to what life was like before the screen while also grabbing the attention of Generation Z.

The final deliverables work together to warn Generation Z about the dangers of screen-time, while also providing them several different outlets to become involved and connected within their community. Each deliverable plays a specific role within the campaign to either show what they could have done instead or provide them with challenges to do outside of the screen. The campaign was titled “Rewired,” with the call to action being “rediscover life offline.”

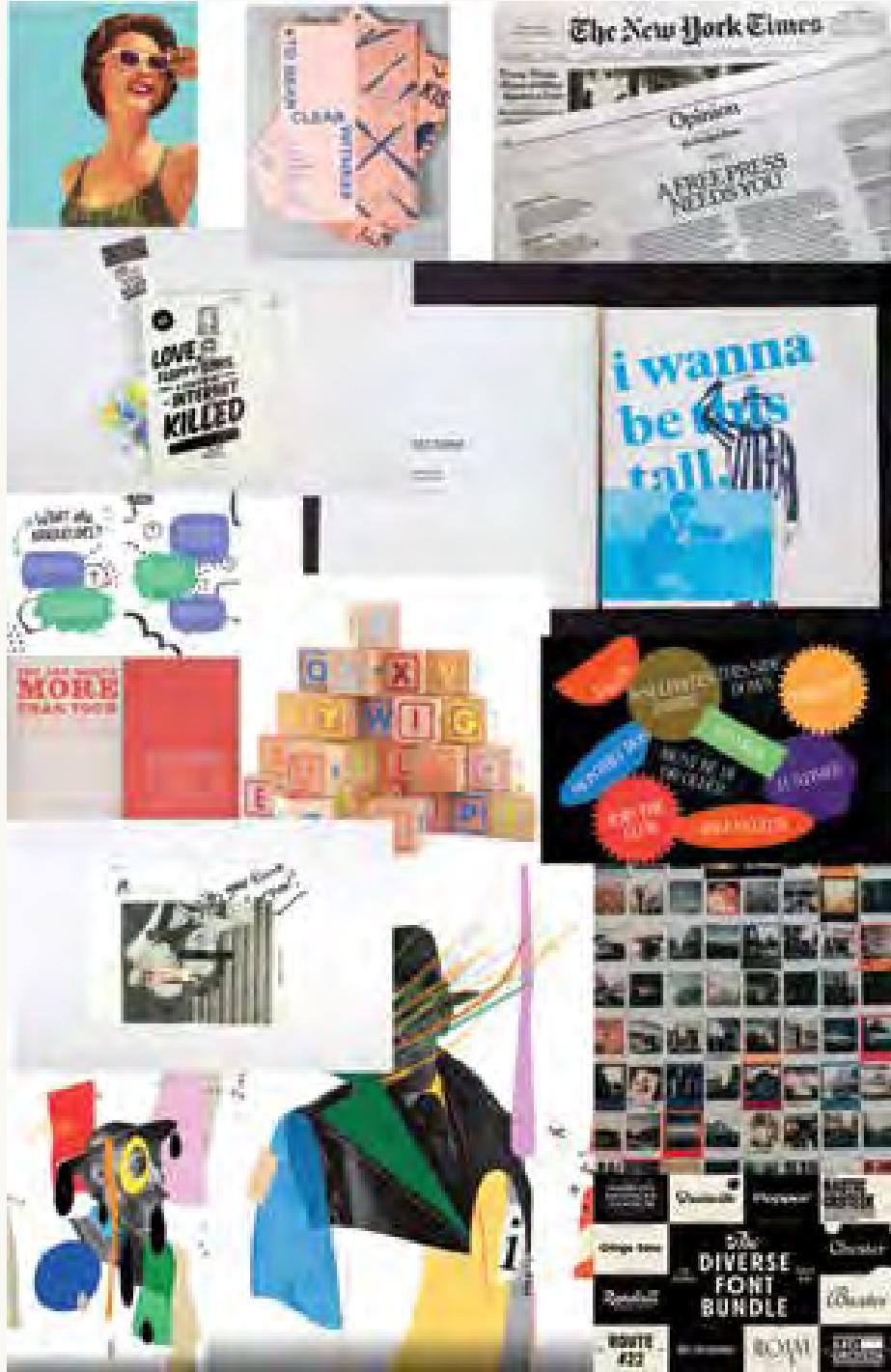
MOOD BOARD

OVERVIEW

"A mood board is like a collage containing a variety of images, text, and other objects that define your brand and communicate your brand identity" (Decker). A moodboard is compilation of images, typography, and layouts to help the designer gain inspiration when creating a project.

A mood board was created for this thesis to gain a better understanding of a visual direction. The moodboard also acted as a sounding board to draw inspiration, guidance, and confirmation throughout the project. The color palette was heavily influenced by the visuals within the moodboard.

The mood board is comprised of vintage images and modern graphics to capture the nostalgia of life before social media. The textures in the moodboard also acted as inspiration. This mood board was consistently considered throughout each part of the design process. This served as inspiration for the layout, images used, color palette, and texture throughout the final solution.



SKETCHES

OVERVIEW

Sketches were a vital part of the design process for the visual solution. Sketching out layouts and general designs allows for a better final product. It was important that during this design process different concepts were explored in order to have a stronger visual solution.

Sketches were done for the logo in addition to the rest of the deliverables. The logo sketches were a variety of thumbnail sketches showing contrast in size, weight, and typography.



Answers



REWIRED



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COLOR PALETTE

OVERVIEW

The color palette was created as a result of conducting research to determine what intrigued Gen Z. This research determined that Gen Z prefers authentic messages. Which is why the light beige and black are the primary colors throughout the campaign.

Additionally, Gen Z finds bright colors exciting and interesting. Gen Z is enamored with nostalgia and often finds inspiration from trends in the 80s and 90s. These bright colors are inspired by this era. Gen Z is particularly characterized by a bright yellow titled "Gen Z Yellow." It was important to include this specific shade of yellow within the brand campaign.

The campaign color palette is comprised of several bright neon colors with several shades of green, orange, and blue. Each of these colors will act as secondary colors to accent the primary colors black, white, and beige. The beige is always the background color with black as the color for the text. Any shapes, textures, or blocks of color on top of the beige are used by the brighter, more colorful swatches.



CMYK: 0, 0, 0
RGB: 238, 238, 240
HEX: #EAEAE0



CMYK: 0, 100, 0
RGB: 0, 94, 255
HEX: #005F00FF



CMYK: 0, 100, 100
RGB: 255, 0, 0
HEX: #FF0000FF



CMYK: 100, 0, 0
RGB: 255, 255, 0
HEX: #FFFF00FF



CMYK: 100,100,100
RGB: 0, 0, 0
HEX: #000000FF



CMYK: 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFFFF



CMYK: 70,70,100
RGB: 102, 63, 166
HEX: #664AABFF



CMYK: 70,20,0
RGB: 255, 255, 0
HEX: #FFCC00FF



CMYK: 0, 100, 0
RGB: 194, 235, 0
HEX: #C6EAE0FF



CMYK: 0, 100, 0
RGB: 0, 235, 235
HEX: #00CCFF00



CMYK: 0, 0, 100
RGB: 240, 62, 0
HEX: #F03D00FF



CMYK: 0, 0, 100
RGB: 254, 199, 255
HEX: #F4B7FBFF



CMYK: 20,0,0
RGB: 178, 178, 255
HEX: #B2B2FF00



CMYK: 0, 0, 100
RGB: 255, 140, 0
HEX: #FF9000FF



CMYK: 0, 100, 0
RGB: 0, 255, 255
HEX: #00FFFF00



CMYK: 0, 0, 100
RGB: 75, 166, 75
HEX: #4DAA4DFF

BRANDING

OVERVIEW

When creating the branding for Rewired it needed to be timeless and flexible enough to withstand trends. Gen Z often follows trends primarily influenced by social media. Therefore it is important for the mark to stand alone and be able to evolve alongside the campaign as trends change.

A wordmark was created for rewired due to its timeless nature. A word mark is a logo-type comprised of only unique typography in order to form an original mark. “The best wordmarks imbue a legible word or words with distinctive font characteristics, and may integrate abstract elements or pictorial elements. The IBM acronym has transcended enormous technological change in its industry” (Wheeler). As trends come and go the logo for Rewired will be able to remain relevant and adapt to the latest advances.

The Logo is comprised of sans-serif type that has been adapted to represent the uniqueness of Gen Z. The type is also playful with a varied weight throughout.

Additionally, the wordmark has a subtle texture to match the grittiness of the vintage images used throughout the campaign. All letters in the wordmark are upper case with the exception of the lowercase “i”. The “i” was flipped intentionally within the wordmark to visually show the importance of rethinking ones perspective of media. The lower case “i” flipped also acts as an exclamation mark to showcase the emphasis of this problem. The “i” can also be used as an abstract mark used throughout the campaign.

The abstract shapes and textures will only interact with the logo when it is placed behind the wordmark in a bright neon color within the color palette.

PRIMARY LOGO:

REWIRED

ABSTRACT SHAPES:



TEXTURES:



COLOR PALETTE:



IMAGERY:



TYPOGRAPHY:

Grey Cliff Heavy

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z

Narrin

A B C D E F G H I J K L M N O P Q R S T U V W Y Z

Monet Book

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z

Grey Cliff Light

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r s t u v w y z

TYPOGRAPHY

OVERVIEW

When creating the visual solution, it was vital that typography was one of the main design elements. Type not only aids in communication, but it also acts as an aesthetic element making it an integral part of any design.

The type chosen for the visual solution was two sans-serif fonts and one serif font. The primary type used across all of the deliverables is Hannik. Hannik is a sans serif type face with jagged edges, giving it the feel of a marker. This type is unique as it is only in upper case letters.

The next type face used is Grey Cliff. Grey Cliff is a sans-serif typeface ranging from styles such as light, regular, medium, demi-bold, bold, extra bold, heavy and oblique styles of each weight.

Moret is a serif typeface used sparingly across the campaign. This type allows for better contrast between the typefaces and creates more interesting type pairings.

Today's trends have become very heavily focused on sans-serif typography with its simple and modern design. Sans-serif type is also very geometric in nature, which compliments the other elements across the campaign.

Gen Z has a very short attention span, so it is important that the type is clear, legible, and bold enough to grab their attention quickly. Therefore sans-serif type was selected as the primary type choices seen throughout each of the campaign deliverables.

Grey Cliff Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

HANNIK
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Moret Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Grey Cliff Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ILLUSTRATIONS

OVERVIEW

For Rewired it was important that the campaign had a good balance of vintage imagery while also overlaying fun, bright illustrations. Each of these illustrations was created specifically for The Reset. These illustrations helped to aid in visualizing the message within each adventure.

The illustrations were created to be bright and fun but also transparent, so you would still see the texture or image underneath. The style chosen for the illustrations was thin linework to help inspire that nostalgic feeling while also unifying each illustration and ultimately unifying the book.

A few of the illustrations are also seen within the social media stories. Each of the stories provide messaging to reminder the user to get off of the screen. These select illustrations

also aid in visualizing that message. Repeating these illustrations on multiple deliverables helps to unify the campaign overall.

Due to the increase of screen time, Gen Z is primarily composed of visual learners. Content in the form of news, education, history, or socialization is primarily now viewed through a visual form. This is important to note for the visual solution. The best way to connect with Gen Z is to create content and messaging in a visual format. Illustrations aid in this process allowing the viewer to have a clear understanding of what is being said.



PHOTOGRAPHY

OVERVIEW

For Rewired, it was important that the campaign focused on nostalgia. Nostalgia is something that Gen Z is consistently drawn to as seen in previous research. Many of the things they do and what they wear are often inspired from a time before they were born. For the campaign, the best way to show the times before social media was through vintage photographs.

Many of these photographs were taken in different locations, time periods, and by different photographers. All images were found through a royalty free source called Unsplash. Many of these photos were found through library archives within Unsplash. The goal of the photographs within the campaign was to not only showcase the feeling of nostalgia but also show what life was like before social media. In these images, it

is very apparent how present people are, whether it was a mundane task or a celebration. These black and white images created a great foundation to the rest of the campaign as they worked well with additional elements on top of them or placed next to them.



CHAPTER 4:

DEFENSE

CAMPAIGN OVERVIEW

POSTERS

ENVIRONMENTAL GRAPHICS

WEBSITE

SOCIAL MEDIA

THE RESET

BRAND CAMPAIGN

OVERVIEW

The final deliverable created was a multifaceted campaign consisting of posters, narrative literature, environmental graphics, social media, and website. All of the deliverables were created to help visually solve the problem at hand by pointing back to the literature review and visual research.

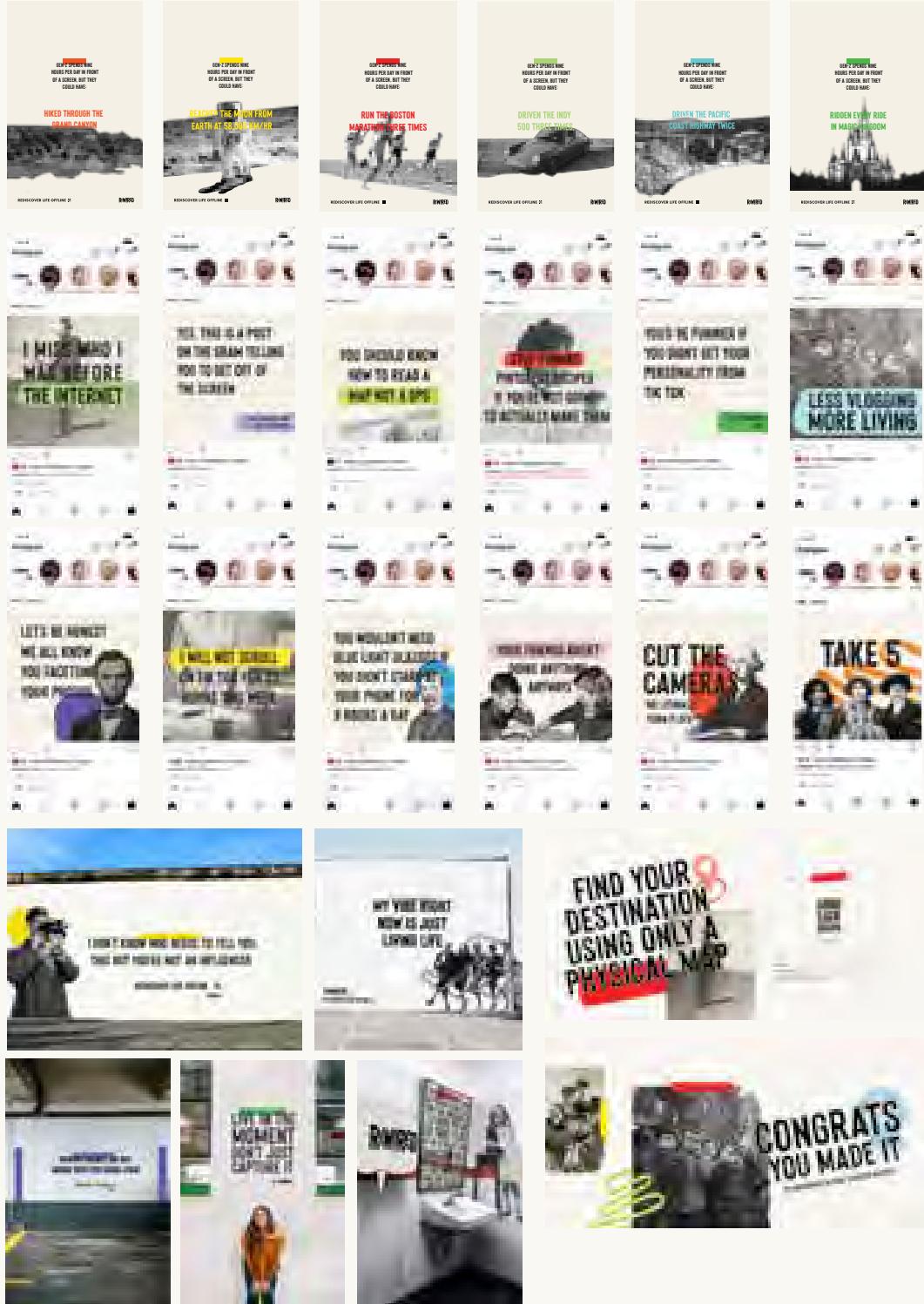
Adobe Illustrator, InDesign, and Photoshop were the main programs used in order to create these final deliverables. Procreate was also used in order to create the illustrations used inside the Reset and the social media. Each portion of the brand campaign plays a different role in order to reach the target audience.

The goal of the campaign was to educate Gen Z on the harmful effects of social media while nodding to their humor and terminology. Sarcastic messaging and surprising statistics were used throughout the campaign to

catch their attention. Bright colors were used in addition to vintage imagery to create a balance of nostalgia and modern graphics.

Every deliverable was created with Gen Z in mind. Much of the messaging will only be understood by Gen Z and some millennials due to the nature of their trends. The campaign was also built to be flexible to change with the messaging as trends evolve over time. This way Gen Z will not be dismissive of the campaign after seeing a trend that had already passed.

The campaign was designed so that each deliverable interacts with one another. At the bottom of the posters and environmental graphics there is a QR code linking to the website. The social media account also has a link to the website. The book provides readers the opportunity to be involved in their community and the website provides resources corresponding to the book in their designated city.



POSTERS

OVERVIEW

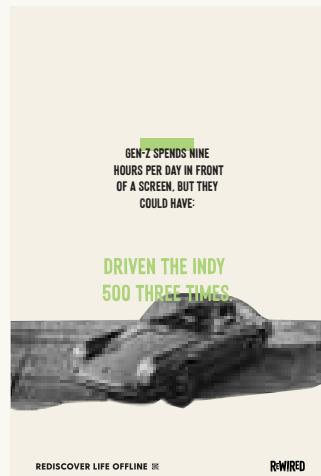
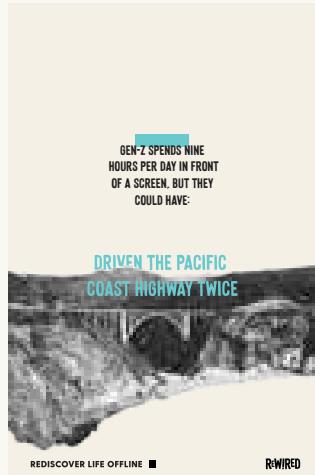
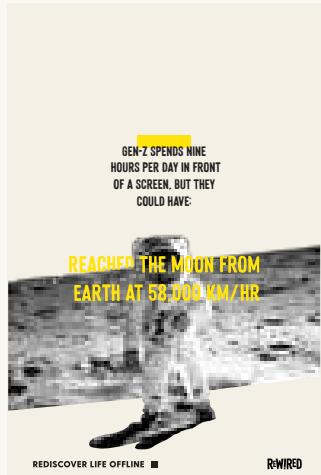
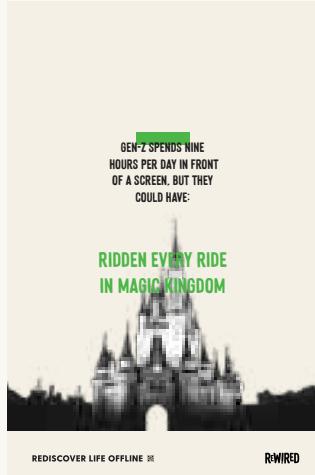
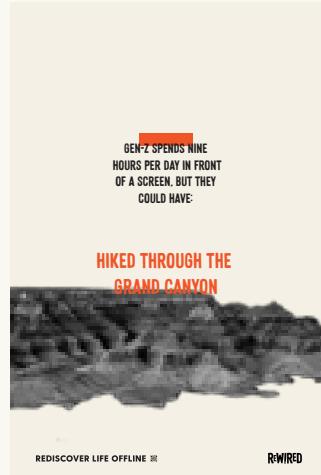
The posters made for the Rewired Brand campaign were created to be shocking and attention grabbing without feeling negative when viewing them. It was important throughout the campaign not to frame social media as bad but showcase all of the other opportunities their time could have gone to.

This is seen within the posters by having the same statistic at the top: "Gen Z spends nine hours a day on screen while they could have." This statistic was the same on all six posters with different actions that could have been completed in the same amount of time.

The actions for the posters included: completing the Boston Marathon three times, racing in the Indy 500 three times, reaching the moon, hiking the Grand Canyon, driving the Pacific Coast Highway twice, and

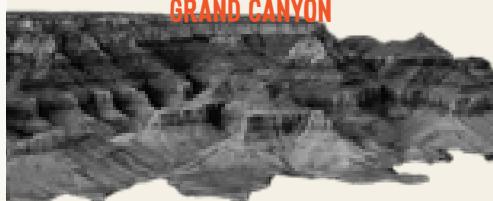
riding every ride at Magic Kingdom. All of these events were researched to ensure that they, in fact, were feasibly possible to be completed in the nine hour time frame.

All the images that also were paired with each poster were found through Unsplash and then masked out in Photoshop. It was important that each poster maintained the same layout but the color changed to show cohesive while also highlighting the uniqueness of each event.



GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

HIKED THROUGH THE
GRAND CANYON



REDISCOVER LIFE OFFLINE

ReWIRED

GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

DRIVEN THE INDY
500 THREE TIMES.



REDISCOVER LIFE OFFLINE

ReWIRED

GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

REACHED THE MOON FROM
EARTH AT 58,000 KM/HR

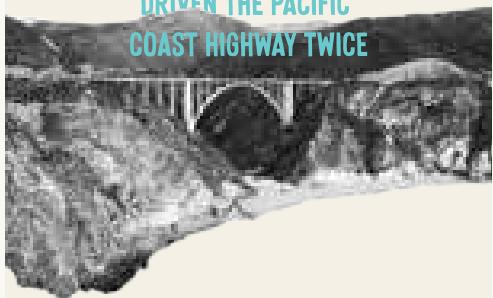


REDISCOVER LIFE OFFLINE

ReWIRED

GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

DRIVEN THE PACIFIC
COAST HIGHWAY TWICE



REDISCOVER LIFE OFFLINE

ReWIRED

GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

RUN THE BOSTON
MARATHON THREE TIMES



REDISCOVER LIFE OFFLINE

ReWIRED

GEN-Z SPENDS NINE
HOURS PER DAY IN FRONT
OF A SCREEN. BUT THEY
COULD HAVE:

RIDDEN EVERY RIDE
IN MAGIC KINGDOM



REDISCOVER LIFE OFFLINE

ReWIRED

REWIRED | 69

THE RESET

OVERVIEW

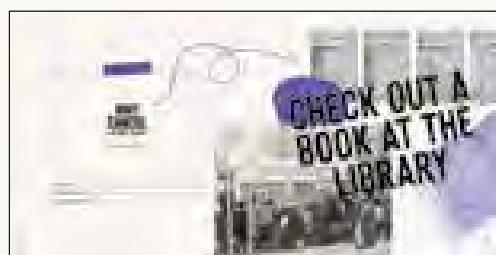
The Reset was designed to be a workbook that Gen Z could use to document their lives without having to be on their phone. The way they would document their experiences would be through a disposable camera. The Reset includes 13 adventures for them to complete with other people that do not involve a screen of any kind. Some of the activities focus on nostalgia, while others allow them to rethink activities that they are already doing. There is also a set of rules for them to follow at the beginning of the book. However, by the end of the book, there is a series of reflection questions to get Gen Z thinking about how this experience changed their habits.

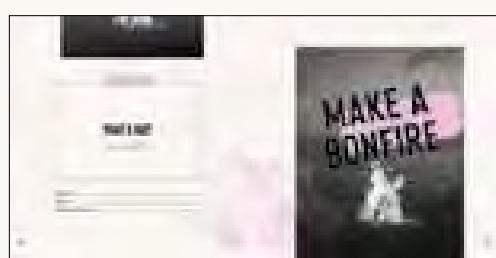
The witty messaging used throughout the brand campaign is also seen in the areas where the pictures would be placed. The vintage imagery and bright colors are also used

throughout the book in order to maintain consistency. The line work illustrations are also seen throughout the book to add color and visual interest. Gen Z contains visual learners so it is important to have consistency in the imagery.

The goal of The Reset is to provide Gen Z with additional opportunities to get outside of themselves and more involved within their community. All aspects of the book were created in order to solve the research problem. The adventures, messaging, and imagery were all designed based off of the research that was collected within the literature review and visual research.







ENVIRONMENTAL GRAPHICS

OVERVIEW

The environmental graphics created for Rewired were found in parking garages, bathrooms, and wall murals. The idea behind the environmental graphics is that they would provide witty messaging throughout to grab the viewer's attention and want to find out more. Many of the environmental graphics include the QR code for the viewer to scan and find out more ways to get connected.

The bathroom environmental graphics include statistics found within the research. Many of these facts are shocking and are designed to allow for the viewer to reflect. The mirrors were used in the bathrooms because that is where many of Gen Z's selfies, fit checks, and photos are taken. The mirror was also chosen because it is one of the only times that Gen Z would take the time to actually read

through the statistic. While washing their hands, individuals are not able to pick up their phone and have the screen distracting them.

The parking garages were used because after completing research, it was found that they are used for many Gen Z photo shoots. This is another location where fit checks and styled shoots are created. The messaging within the parking garage graphics is witty and sarcastic to match the humor of Gen Z, while also not portraying social media with too much of a negative connotation.

Lastly, the wall murals were created because they are another location where Gen Z takes many photos. Many of the art installations around cities have become hot spots for Gen Z to take photos in front of. These walls focus on the humor of Gen Z much like the parking garage graphics.



LIVE IN THE
MOMENT
DON'T JUST
CAPTURE IT

REWIRE





I DON'T KNOW WHO NEEDS TO TELL YOU
THIS BUT YOU'RE NOT AN INFLUENCER

REDISCOVER LIFE OFFLINE. [GO TO SITE](#)



SOCIAL MEDIA

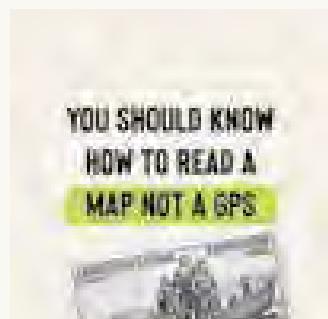
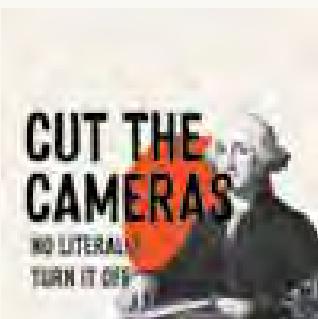
OVERVIEW

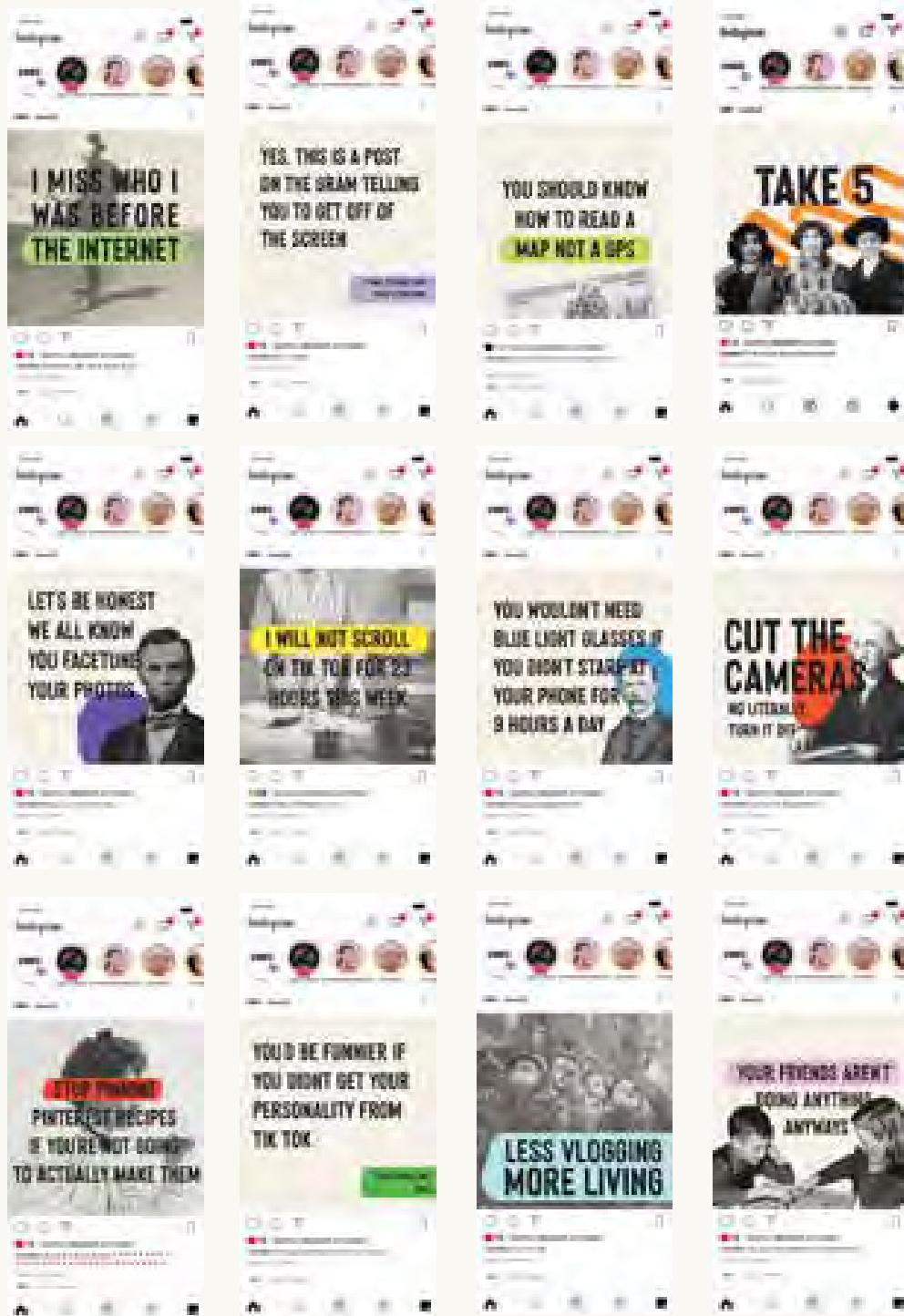
The social media graphics created for Rewired were a very important deliverable. While the goal of the campaign is to get Gen Z spending less time on their screens, social media was the best way to actually market to them. The goal of the social media graphics on Instagram is to provide a reminder for them to put down the screen. The social media graphics were all created in Illustrator playing to the messaging and humor of Gen Z. The graphics were made to be lighthearted while also showing the importance of spending time offline.

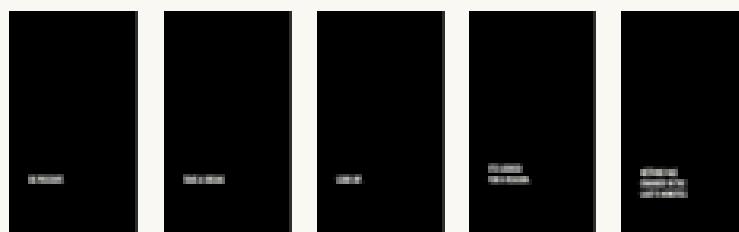
The graphics are unified with the rest of the campaign by having vintage imagery to capture the feeling of nostalgia and bright colors to grab the viewers attention. It was also important that the graphics were not too wordy as the viewer would not take the time to read

it thoroughly. In addition to posts within the feed, a series of wallpapers were created for viewers to see on Instagram stories. Then, viewers could screenshot the wallpapers and use them as background for their phones, serving as a constant reminder to turn off the screen. The messaging in the posts and stories can change as trends evolve.

Overall, the social media posts and stories are a very important reminder for Gen Z to stop scrolling and set down the screen. The social media will also link to the website to allow them to find out more information about the campaign and ways to get involved in their community.







WEBSITE

OVERVIEW

The website was created for Rewired as an outlet for the viewer to find more information about the campaign, while also connecting them to different outlets within their community. The website features a home, about, resources, The Reset, and get connected page.

The website design was created inside an interactive PDF through InDesign to show how it could actually function. The home page gives viewers the opportunity to be redirected to the about and get connected pages. The about page discusses further information about the campaign as well as five quotes from research that establish the problem. The resources page houses further information about where to purchase board games and disposable cameras that would be used alongside The Reset. The Reset Page provides the viewer an opportunity to purchase the

book and also more photos for them to view the spreads within the book.

Lastly, the get connected page is linked to four separate web pages linked to specific cities. Through research, these cities were found to be the places in which there is the most interaction on social media platforms. These locations include Dallas, New York City, Los Angeles, and Miami. The respective pages for each of these cities provide at least 5 different locations for each adventure within the book. The locations included libraries, coffee shops, record stores, drive in theatres, and more.

Overall, this website was created in order to better solve the problem at hand. By providing Gen Z with more opportunities to get connected within their community, the hope is that they would disconnect and become more present.

REWIRED

REDISCOVER
LIFE OFFLINE

WE ARE SPENDING THREE TIMES HIGHER THAN IN PREVIOUS GENERATIONS ON SCREEN TIME

DALLAS

NEW YORK

GET CONNECTED

LOS ANGELES

MIAMI

REWIRED

REWIRE

WHO WE ARE

MISSION

VISION

HERE ARE THE FACTS

1 IN THE FIRST FIVE YEARS OF LIFE, TWO NEW NEURON CONNECTIONS ARE MADE EVERY SECOND. PLENTY OF NEW INFORMATION FROM YOUR KIDS' ENVIRONMENT CAN STIMULATE THESE CONNECTIONS. INSTEAD, CHILDREN SPEND A PREDOMINANTLY PASSIVE STATEMENT, WHICH LEADS THEM TO DEVELOP MORE SHALLOW PATTERNS, LIKE THOSE FOR BASIC VISION AND HEARING. THE PREDICTION IS BASED ON RECENTLY RELEASED DATA FROM THE 2012 NATIONAL CENTER FOR EARLY CHILDHOOD POLICY AND LITERACY STUDY.

CHILDREN AVERAGE 2.2 HOURS OF VIEWING PER DAY

2 MORE THAN 60% HAVE USED HANDHELD GAMES.

3 ACCORDING TO A REPORT BY INFLUENCE-CENTRAL, THE AVERAGE KID GETS THEIR FIRST SMARTPHONE AT AGE 10.3, AND OPENS THEIR FIRST SOCIAL MEDIA ACCOUNT BY AGE 11.4. BY THE TIME THEY'RE 12, 50% OF KIDS USE AT LEAST ONE SOCIAL MEDIA PLATFORM. THE PREDICTION IS BASED ON RECENTLY RELEASED DATA FROM THE 2012 NATIONAL CENTER FOR EARLY CHILDHOOD POLICY AND LITERACY STUDY.

4 A KIDS' ATTEMPT TO EXPLORE AND BE DIFFERENTIATED THROUGH THE SOCIAL MEDIA — FROM SELFIES TO WHERE THEY ARE AND WHAT THEY ARE DOING, HEARING, OR FEELING TO THEIR OPINION ABOUT ANYTHING, ACCORDING TO YOUNG AUTHORIS. THIS HAS CONTRIBUTED TO THE EMERGENCE OF A NARCISSISTIC GENERATION.

5 FURTHERMORE, IN THIS CATEGORY, USING THE INTERNET WILL CAUSE SHALLOW MINDS IN GENERATIONS Y AND Z. THIS MEANS A REDUCTION IN THEIR DEEP THINKING, A TENDENCY TO BE EASILY DISTRACTED, AND SCATTERED ATTENTION. DATA FROM 2008 INDICATES THAT THE INTERNET IS HAVING A DESTRUCTIVE INFLUENCE ON BOTH GENERATIONS Y AND Z, CAPACITY TO CONCENTRATE OR REASON CRITICALLY. AS THEY CAN BE EASILY DISTRACTED ON THE INTERNET, AND THIS WILL RESULT IN THE LOSS OF THEIR CAPACITY FOR DEEP THINKING, ESPECIALLY WHEN READING LONGER OR ARTICLES OR VIDEOS ON THE INTERNET.

REWIRE

REWIRE

THE TEAM

RESOURCES

IMAGE

FIND US IN A CITY NEAR YOU

DALLAS

NEW YORK

GET CONNECTED

LOS ANGELES

MIAMI

REWIRE



CHAPTER 5:

CONCLUSION

CONCLUSION

OVERVIEW

In conclusion, Rewired solves the issue at hand because it is providing more awareness around the issue while also allowing for an opportunity to become involved in the community in a fun, creative way. Rewired focuses on humor and nostalgia to better target Generation Z based off of the research found within the literature review and visual research. It was important that in the visual solution, screen time and social media was not framed in a negative light as it would have deterred Gen Z. To remedy this problem, the solution was achieved through the sarcastic humor within the messaging found throughout the Rewired campaign.

While Rewired has many deliverables as part of the campaign, in the future there are many ways in which it could evolve as time goes on. One area that could easily be

improved would be publishing the website. A fully-functional website would help the campaign to feel more complete. The Reset could actually be sold and published allowing for more of Gen Z to have a positive motivator behind setting down the screen. The campaign could also expand to other cities such as Nashville, Chicago, Seattle, and more. This would allow for a broader audience around the country. If budget were not an issue, there The Reset could also be expanded into editions specific for each city within the campaign. The campaign was created to evolve as time and trends continue, allowing it to be adaptable to generations beyond Gen Z.

Overall, the goal of Rewired was to bring awareness of dangers of screentime to Generation Z so that they would create better boundaries for themselves, the people around them, and eventually their children.



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