OK, Boomer: New Users, Different Platforms, New Challenges

Romero-Rodríguez, Luis M.; Tejedor, Santiago; Berlanga, Inmaculada

Editorial

OK, Boomer: New Users, Different Platforms, New Challenges

Luis M. Romero-Rodríguez [1,2,*], Santiago Tejedor [3], and Inmaculada Berlanga [4]

[1] Department of Communication Sciences and Sociology, Rey Juan Carlos University, Spain;
[2] ESAI Business School, Espiritu Santo University, Ecuador
[3] Department of Journalism and Communication Sciences, Autonomous University of Barcelona, Spain
[4] Faculty of Business and Communication, International University of La Rioja, Spain

* Corresponding author (luis.romero@urjc.es)

Abstract
The popularization of new interaction spaces brings new narratives and social phenomena that merit attention from the scientific community. Based on the existing literature on the new challenges facing the communication discipline with these emerging narratives, this editorial summarizes the empirical and theoretical contributions of the thematic issue entitled "New Narratives for New Consumers: Influencers and the Millennial and Centennial Generations." The authors emphasize that the studies selected for this thematic issue explore the innovative features and opportunities of the emerging scenarios and offer a cautionary account of their structural problems and the urgency of a new media literacy.

Issue
This editorial is part of the issue "New Narratives for New Consumers: Influencers and the Millennial and Centennial Generations," edited by Luis M. Romero-Rodríguez (Rey Juan Carlos University), Santiago Tejedor (Autonomous University of Barcelona), and Inmaculada Berlanga (International University of La Rioja).

The changing communication scenario has created significant challenges for academia. New user profiles, emerging social platforms, and disruptive ways of accessing, processing, and sharing content demand new studies and fresh approaches in an ecosystem marked by a growing mediatization process that leads us to a "distance society" (Pérez-Tornero, 2020).

Works such as Romero-Rodríguez, Tejedor, and Montealegre (2021) have focused on the attitudes and perceptions of citizens regarding the media in a situation characterized by the speed of change and the emergence of new formats and communication platforms. Among them, TikTok has acquired a leading role, becoming the most downloaded app after Whatsapp and Messenger. The social network, which in China retains its original name—Douyin—experienced growth at the beginning of 2019 when it already had 500 million users worldwide, especially teenagers of the so-called Generation Z. According to Bloomberg (Stokel-Walker, 2020), in Spain, France, and Italy, a third of the platform's members are minors, while in Germany and the United Kingdom the percentage is 24% and 18%, respectively.

The singularities of this new scenario warn of the relevance of promoting academic research, especially from media literacy and educommunication, to monitor the impact of these new social networks in the current media ecosystem. A study by Basch et al. (2020) has highlighted that teenagers, the primary users of TikTok, tend to search for political topics based on their tastes and through tags or hashtags that show their identity, whether gender, sexual diversity, or culture.

However, in this context, marked by speed, multitasking, and the economy of attention, there have also appeared journalistic and communicative projects that

bet on "slow" journalism (Romero-Rodríguez, Tejedor, & Castillo-Abdul, 2021) against the results of previous studies (Bernal & Angulo, 2013; Colás et al., 2013; Pérez-Tornero et al., 2015; or Piscitelli, 2010) that warned of a trend—worrying in several aspects—towards immediacy, celerity, and instantaneity.

This thematic issue addresses the research challenges derived from the new platforms and their impact on cyber-citizenship from new angles and disruptive thematic areas. The study of communication as a social experience demands a permanent reflection on messages that the current media and communication situation has progressively transformed into portable, personalized, and participatory pieces.

There is a wealth of topics that are conveyed and connected through the access and use that new generations of cybernauts make of online platforms: sponsorship on social networks, food content on YouTube, the journalistic role or music on TikTok, lifestyle promotion by influencers or Instagrammers, new communicative narratives from branded content, the return to video platforms at intergenerational level, micro-celebrities and their communicative strategies, edutubers nano-influencers, political influencers on YouTube, media competition in younger users, Spanish tipsters in the pandemic scenario, among others. This thematic issue aims to face the permanent challenge of studying an object of study in permanent and accelerated change, transformation, and reinvention.

Luisa Zozaya-Durazo and Charo Sádaba-Chalezquer (2022) analyze the sponsorship disclosure practices of Mexican Instamoms to conclude that advertising disclosure is not part of the usual protocol of collaboration between influencers and brands in this country. Meanwhile, Victoria Tur-Viñes et al. (2022) address the issue of childhood obesity through YouTube content related to food brands aimed at children and urge the adoption of deontological and legal measures to regulate this content.

On the other hand, María-Cruz Negreira-Rey et al. (2022) identify the roles and activities of journalists on TikTok who seek a space of influence in an audience of the millennial and centennial generations; while Arantxa Vizcaíno-Verdú and Ignacio Aguaded (2022) show us TikTok as a music venue for the empowerment of social storytelling, and a platform that advocates for equality and socio-musical diversity.

The study by Sarah Devos et al. (2022) presents the lifestyle of influencers observed through framing analysis and goes so far as to assert that the adapted roles are generalizable across cultures. The synergies between networks and fashion and the consequent impact of branded content on brand reputation are addressed by Bárbara Castillo-Abdul et al. (2022) through the study of women's fashion brands Manolo Blahnik and Loewe on Instagram. Additionally, Pedro Cuesta-Valiño et al. (2022) show the behavior of centennials and millennials on TikTok and their interest in short videos: A fact that can

help brands and organizations to develop new strategies in this channel.

The research conducted by Daniela Jaramillo-Dent et al. (2022) explores the creative practices of migrant TikTokers who have gained a significant number of followers on this platform. Mónica Bonilla-del-Río et al. (2022) address the issue of disability and position this network as privileged for eradicating barriers and facilitating the inclusion of people with intellectual disabilities in the public sphere.

Delia Balaban and Julia Szambolics (2022) address the authenticity of influencers and focus on both the authenticity of the source and the authenticity of the message. Javier Gil-Quintana et al. (2022) provide an insight into the media competence of Spanish teachers from the perspective of the families of primary school students.

Tasja Selina Fischer et al. (2022) take on a gap in current studies: political narratives and their producers on YouTube and address it with a comparison between Germany and the United States. In turn, the article by Diana Rivera-Rogel et al. (2022) deals with the narrative of YouTubers from the Andean Community and their digital literacy.

Finally, Almudena Barrientos-Báez et al. (2022) analyze the narrative of Spanish tipsters and the millennial and centennial generations in the pandemic scenario, full of iconic, symbolic, and linguistic elements typical of war periods.

The thematic issue closes with a thought-provoking book review by Susan Hopkins (2022) entitled "(Not) Very Important People: Millennial Fantasies of Mobility in the Age of Excess." Hopkins comments on sociologist and academic Ashley Mears' (2020) book *Very Important People: Status and Beauty in the Global Party Circuit*, and addresses the problem of gender and the elitist framing of many of today's social networks by making role models out of those who really should not be.

Conflict of Interests

The authors declare no conflict of interest.

COGITATIO

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About the Authors

Luis M. Romero-Rodríguez (PhD) is associate professor of strategic communications at the Rey Juan Carlos University and visiting professor at the ESAI Business School, Espiritu Santo University. Counting over 200 scholarly publications, his research focuses on new media, primarily on media education, misinformation, and prosumers. He is also associate editor of *Comunicar* and *Anàlisi* journals and a founding member of the Euro-American Inter-University Network for Research in Media Competencies for Citizenship (ALFAMED).

Santiago Tejedor (PhD) is director of the Department of Journalism and Communication Sciences at the Autonomous University of Barcelona (Spain) and coordinator of the Communication and Education Office of the Autonomous University of Barcelona. He is deputy director of the international MA in Communication and Education at the Autonomous University of Barcelona and co-director of the MA in Travel Journalism at the Autonomous University of Barcelona. He is also the editor of *Anàlisi* journal.

Inmaculada Berlanga (PhD) is full professor of audiovisual communication and advertising at the International University of La Rioja and visiting professor at the Università Cattolica del Sacro Cuore in Milan. She is principal investigator of Prospectivas en Comunicación Multimedia Research Group, and her research focuses on cyber-rhetoric, digital semiotics, and audiovisual persuasion. Member of the *Comunicar* group and the Euro-American Inter-University Network for Research in Media Competencies for Citizenship (ALFAMED).