

BCEC x Deezer

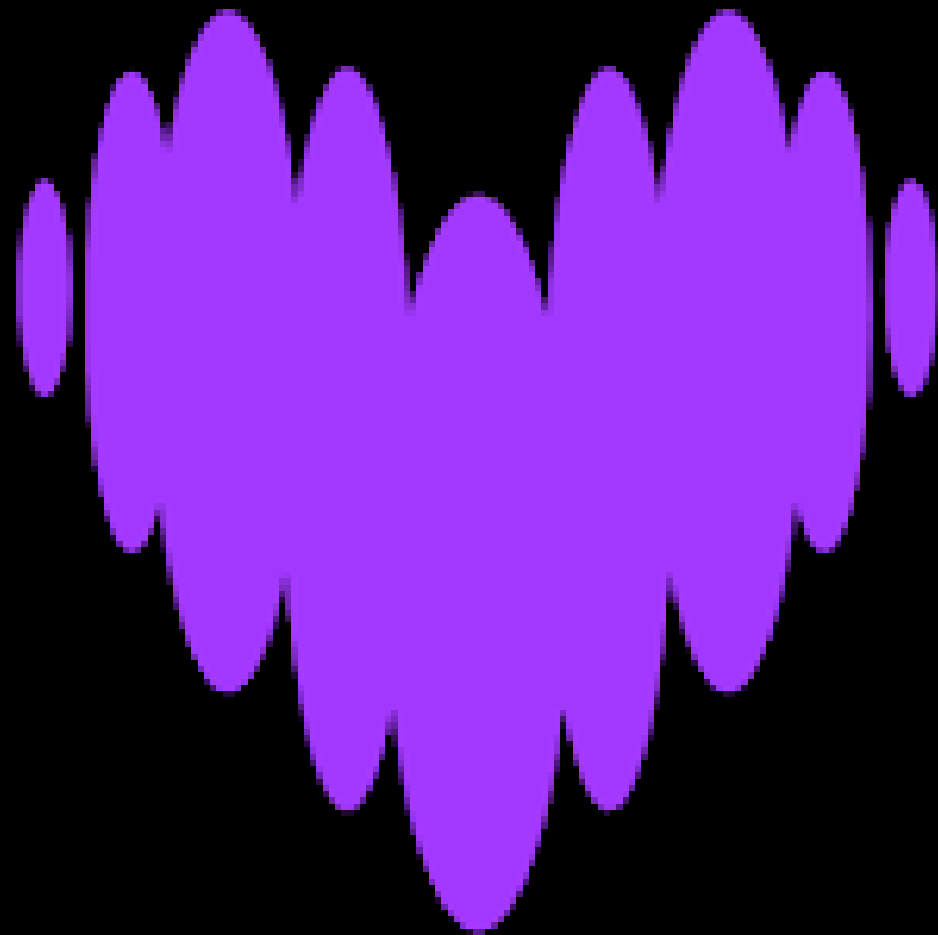
Fall 2024 | Midterm Deliverable

BUSINESS CAREERS IN
BCEC
ENTERTAINMENT CLUB

x

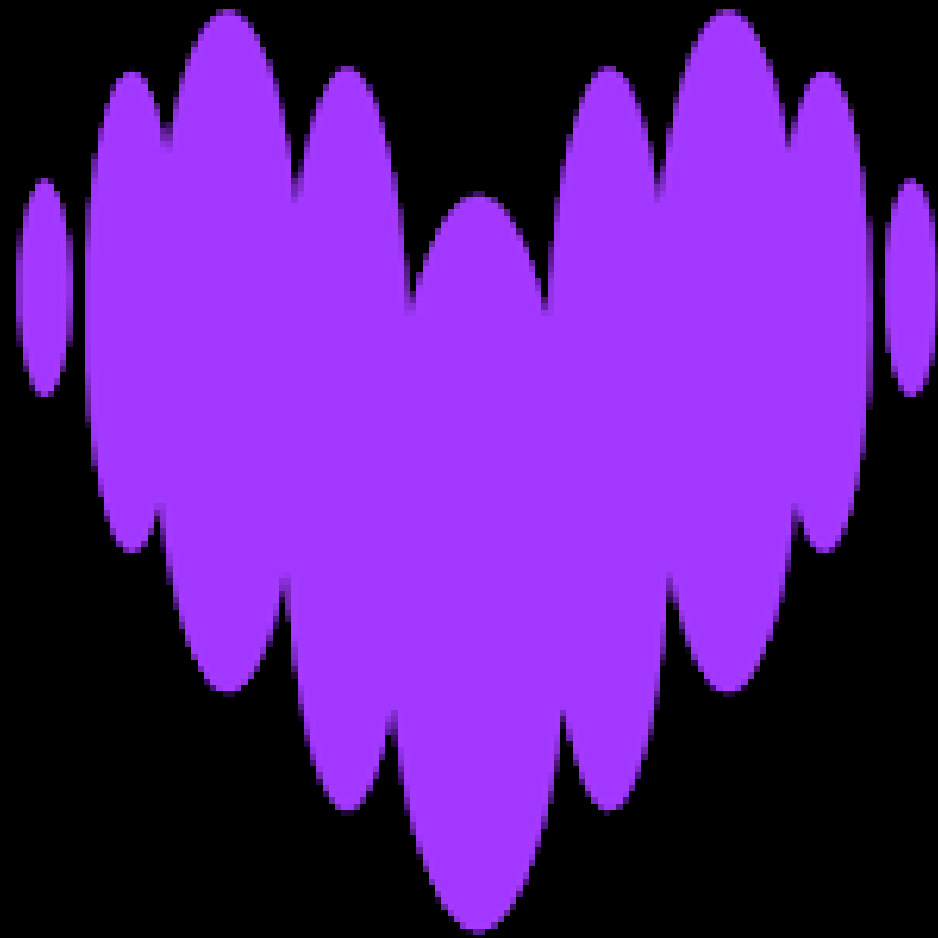


DEEZER



GOALS OF TODAY

- ✦ **Share what we've been working on**
- ✦ **Gather your feedback!**



INTRODUCTIONS

GOALS & METHODS

FOCUS GROUPS

SOCIAL LISTENING

CONCLUSION

PHASE 1: Culture | Weeks 4-5 • Oct 7-21

Oct 7-14

Focus Groups

- **Focus:** Researching Gen Z's Relationship with Culture
- Host focus groups about **demographics** and **cultural identity**
- **Analyze findings** and observe emerging trends and patterns

Oct 14-21

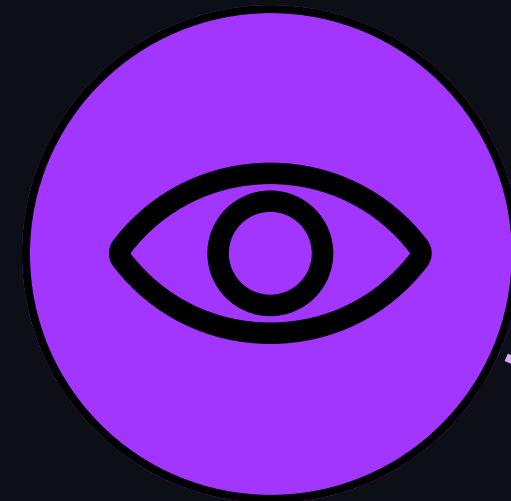
Social Listening

- **Analyze Gen Z's social media activity** across platforms such as Instagram, YouTube, X (formerly Twitter), TikTok, and Reddit
- Focus on comments, brand engagement, and interpersonal interactions
- Compile findings to **identify key patterns**



Focus Groups

FOCUS GROUPS



Findings are based on the subjects' conscious observations

Groups consisted of 19 people

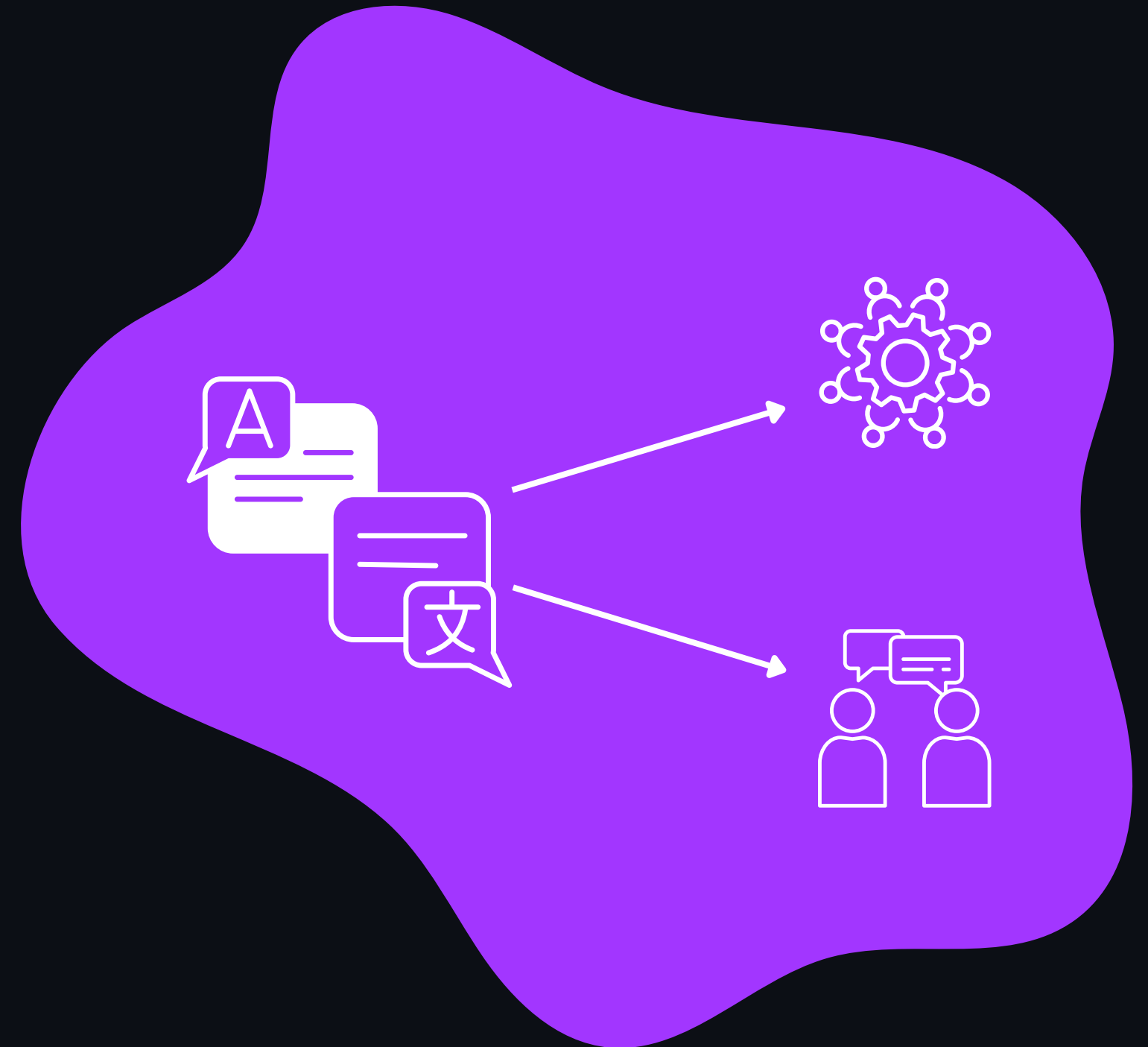


General Findings:

- Gen Z is highly influenced by political, cultural, and linguistic identities.
- They prioritize personal connections to artists'/ creators' political beliefs and personal geographical/ ethnic background

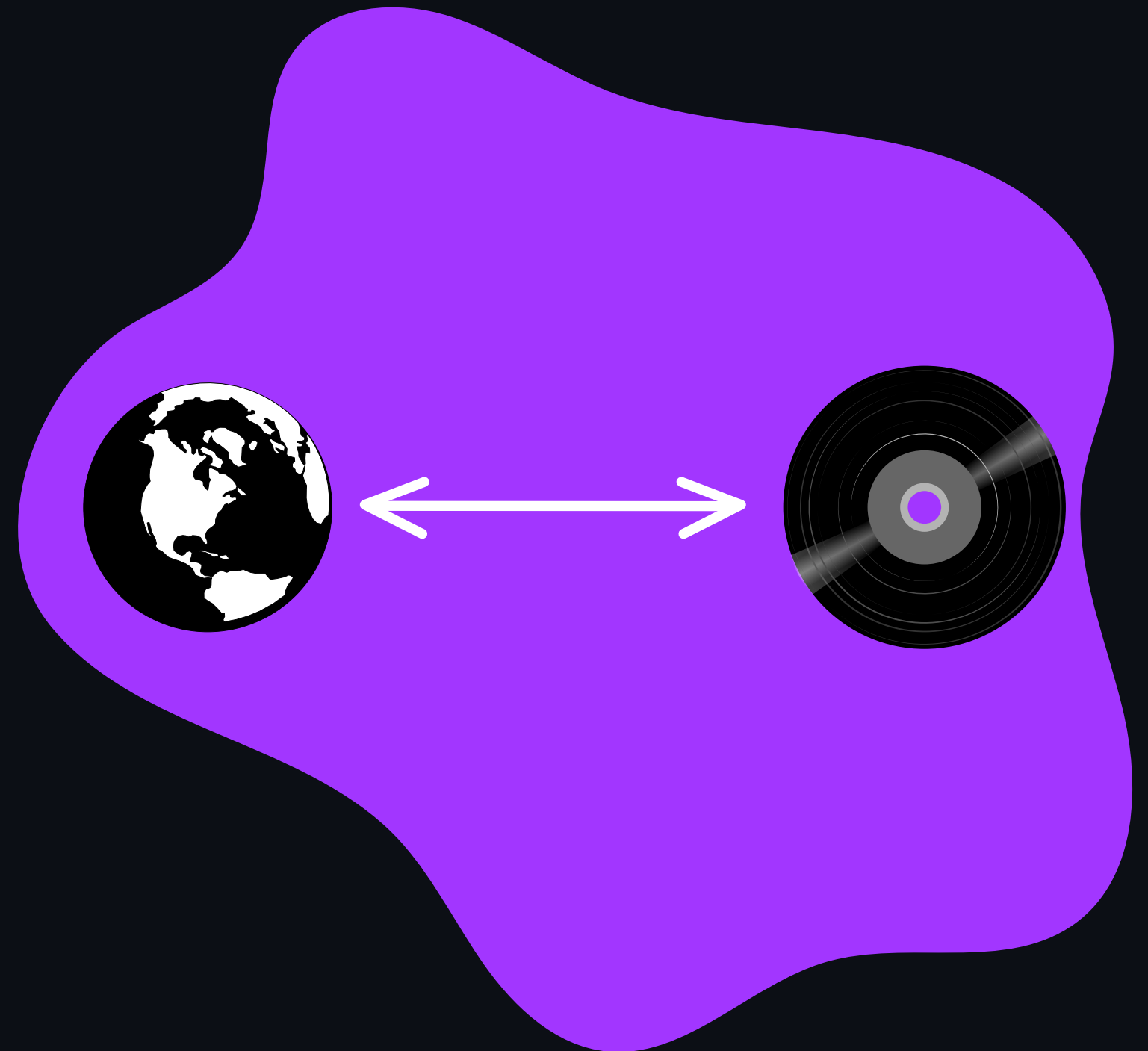
Language

- ✦ Gen-Z prioritizes language because its a way to connect with others
- ✦ Connection makes Gen-z feel comfortable, understood, and included



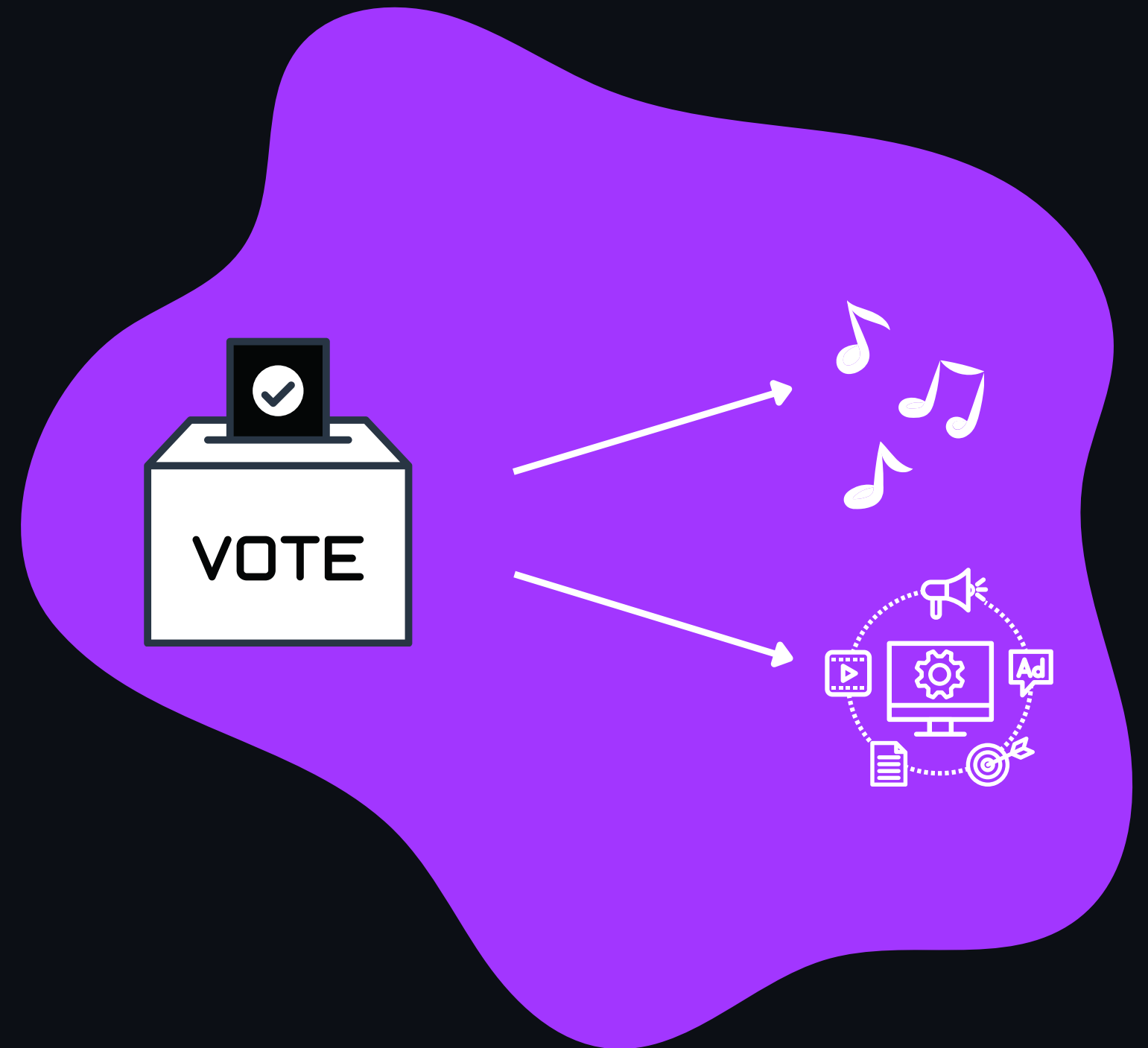
Demographic Background

- ✦ All were American, 80% identify as solely American, while 20% have Mexican heritage or background
- ✦ Men place more importance on their heritage and have stronger connections to their geographic roots compared to women
- ✦ Gen Z exhibits a strong desire to support content creators from the same geographic / cultural background as their own
- ✦ There is a clear desire to support artists and musicians who share the same geographic or cultural background, with many listeners actively seeking out music that reflects their own experiences and identity



Politics

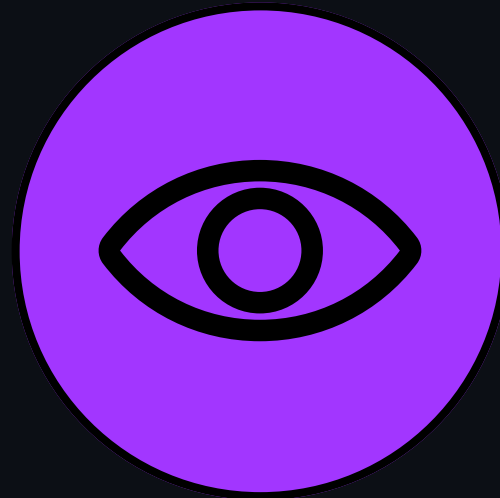
- ✦ Gen Z tend to lean more democratic than any other political affiliation, irrespective of gender, ethnicity of any other metric.
- ✦ Amongst Gen Z, men and women alike actively engage in and are knowledgeable about politics.
- ✦ In today's media landscape, particularly following recent political events, Gen Z is highly attentive to the political stances of the artists and creators they support.
- ✦ They prefer not to endorse or follow content creators with problematic or discriminatory views. This is especially evident in the music industry, where an artist's political opinions can significantly impact their fanbase among younger audiences.



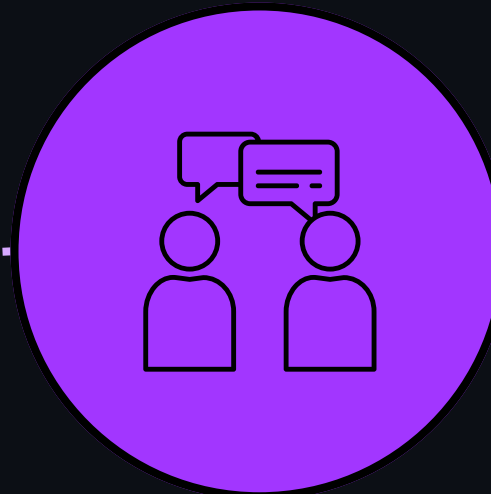


Social Listening

SOCIAL LISTENING



Findings are based upon Gen Z's conscious findings



- What do GEN Z say about CULTURE?
- How do they think about it?
- What do they do about it in terms of: Politics, Ethnicity, Language.
- What do they like OR DON'T
- How vocal are specific groups?
- What kinds of bias are there?
Anonymity meaning that they are more vocal.



General Findings:

- GEN Z cares the most about politics, ethnicity, and language.
- Personal connections to artists'/creators' political beliefs and personal geographical/ethnic background are of highest priority.



Conclusion



Let's Talk

Introductions | Goals & Methods | Focus Groups | Social Listening | Conclusion