

The Influence of Economic and Social Conditions on Millennials' Online Behavior in Romania

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Abstract. *While there have been some studies performed in Romania on topics related to Millennials' online behaviors, such as local students' online identity management or the use of ICT in students' learning activities or even the drive high-school students have when choosing their future educational path, little focus has been placed on the analysis of the economic and social conditions in which they grew up and were raised and on this influence on their online behaviors. The methodology was based on an online questionnaire survey applied inside online communities and individually, by sharing the link to a targeted audience in online environments. The items analyzed and the indicators chosen to measure them have been analyzed by using SPSS, having also tested the hypotheses with statistical correlations. The findings obtained revealed the fact that Romanian Millennials do not evaluate themselves as being Internet addictive, yet they appreciate a series of offline activities carried out by the members of their basic family (parents & siblings), which also stand for a good reason why they rate the general climate of their basic families as mostly positive. Yet, a discrepancy was revealed as regards the positive rating of their basic family general climate and the top 28.89% percentage of the respondents admitting that domestic violence was a situation that occurred in their families, followed by 22.96% admitting parents' divorce or separation, as well as same percentage for other unnamed negative situations and 22.22% admitting alcohol abuse in their basic families. Also, after applying also the Young Scale of Internet Addiction (1998), it resulted that most of the respondents thought they have a balanced online behavior. A good correlation was traced between the rating of the basic family climate and the extent to which basic family members (parents & siblings) practice a series of offline activities.*

Keywords: Millennials; social conditions; economic conditions; online behavior.

Introduction

As recently we concluded a research on the motivational landscape of Millennials in Romania when they enter and graduate from college (Cismaru & Cotei, 2018), it seemed natural to continue and study some other important aspects related to the specifics of this generation, focusing now on the conditions in which they grew up and their current online behavior.

Thus, we already know that according to Leung (2004), Millennials are characterized as having the main following characteristics: 1) they prove a global orientation and being emotionally disinhibited, having raised understanding the need of interconnection of a global community, they find it very easy to express their thoughts and feelings online, under the illusion of a certain anonymity; 2) they consider that they are entitled to information and education, they are supporters of a continuous learning process because they know they will have along their lives more jobs or even careers and thus, they want to increase the degree of employability; 3) they are technology specialists, innovative and have a deep investigation spirit, are passionate by the way technology works and they want a world full of unlimited available number of choices; 4) they are preoccupied with maturity and adulthood, wanting to be treated like adults and judged according to their contribution, not to their age.

The current analysis was applied on Romanian Millennials, students and non-students, working and non-working, as a strip of the local Millennial generation and is aimed at revealing what are the specific economic and social conditions in which they were born and grew up, what kind of behaviors they generated for this generation and how did all this radiated into their current online behavior.

The methodology is based on online questionnaire surveys applied inside online communities and individually, by sharing the link to a targeted audience.

The conditions for the answers to be taken into consideration and included in the analysis were the following: the respondent must be part of the Millennial generation, i.e. be born between 1980 and 2000 and living in urban or rural Romania. All respondents not matching the above criteria were deleted from our database. The Questionnaire was applied in Romanian, according to the native language of the target respondents.

Literature review

Coming closer to our current research core issues, recent international studies have shown, for instance, that despite their high educational background and digital skills, Millennials had to cope with high unemployment rates and underemployment, triggering a certain confidence loss and also that the global economic recession occurred between 2008 and 2010 had the biggest impact exactly on their generation, i.e. on those between 18 – 25 y.o.a. (Figuerola-Armijos & da Mota Veiga, 2019).

Moreover, as regards collaborative consumption and sharing economy, on a growing trend nowadays, both stemming from the same economic crisis due to their basic benefits of reduced costs and savings, it was revealed that perceived symbolic and hedonic values, along with perceived economic value, are significant contributors to Millennials' behavioral intention to engage in collaborative consumption (Cinjarevic & Berberović, 2019).

As consumers, studies show that, due to the fact that they grew up in a fast-developing technology world, surrounded by platforms providing them instant gratification, Millennials see the buying process as an enjoyment, spend their money quickly and more often online (Carreon et al., 2017).

From a social point of view, it was revealed that for Millennials housing and employment had a common background of insecurity and financial struggle, as opposed to previous generations for whom the ratio between houses' prices and incomes was more favorable, but also that the value of obtaining a university degree decreased as it proved to be more and more difficult to get a job adequate to the educational status gained (Hoolachan & McKee, 2018).

As far as work is concerned, trends are indicating that companies should use the integration, not the work-life balance method, to promote to their Millennial employees so that they get higher engagement and productivity (Afif, 2019). Besides, for a general picture, it is also important to have in mind a recent study framing social media interaction through the ideas of the self-determination theory – SDT, which showed that affinity, belonging, interactivity and innovativeness are all base expectations for social media networking usage, depending on the generational cohort, i.e. baby boomers, generation X and Millennials, the latter being related to the first two concepts (Agarwal, 2016).

A very frequent term used in relation to a niche of working Millennials nowadays must also be emphasized, that is the so-called digital nomad concept, which proves to boost freedom as the main benefit, yet the reverse coin show, in fact, a shift towards precarious employment, not a basis for economic freedom or security (Thompson, 2018).

As regards the analysis of their online behavior, the Internet Addiction Scale used by Kimberly S. Young (1998) and derived ever since in various studies in numerous countries around the world was also integrated in the current questionnaire applied, consisting in eight basic questions aiming to reveal any possible imbalanced online behaviors, related to: preoccupation with the Internet, need to use the Internet to achieve satisfaction, efforts to cut down Internet use, negative moods when attempting to cut down or stop the use of Internet, time spent on the Internet, losses due to the use of Internet, lying about using the Internet and using it as a way of escaping reality.

Deriving from this scale (Young, 1998), a first study was, for instance, carried out in Bangladesh (Uddin et al, 2016) showing for the first time in this country prevalence of Internet addiction and its correlation with psychological distress and depression among undergraduate university students.

As regards the leisure offline activities, since our current research also slightly touched this area as to see to what extent this type of activities' impact on other adjacent areas studied here below, a study on Romanian youths between 25 and 35 years of age, residing in urban areas (Leovaridis & Antimiu, 2017) showed for instance that the preferred activity was watching movies or series, as well as reading and surfing the Internet.

An important research is one regarding an inter-generational comparison of Social Media use, which investigates the online behavior of various generational cohorts (Fietkiewicz et al., 2016) which showed that people born before 1980 could be described as digital immigrants, who lag behind with the usage of social media as compared to younger generations. Also, younger generations proved to be more likely to use the full scope of more elaborated technical capacities to share information, e.g. via Facebook than older generations which turned out to mostly follow and/or share with strangers, whereas the younger generations prefer to use social media to stay in touch with friends and peers.

Table 1. Inter-generational comparison

	Generation X (N = 47)	Generation Y (N = 221)	Generation Z (N = 90)
Variable	Mean Diff.	Mean Diff.	Mean Diff.
Facebook			
Use of Facebook	-0.084**	0.118***	-0.106***
Facebook Frequency	-0.794***	0.774***	-0.514**
Facebook motive: Keep in Touch	0.389	-0.349	-0.336
Facebook motive: Likes	-0.173	0.190	0.426*
Twitter			
Use of Twitter	0.226***	-0.018	-0.165***
Twitter Frequency	1.355***	-0.248	-0.688***
Twitter motive: Many Followers	0.967**	-0.343**	-0.315*
Twitter motive: Likes or retweet	0.845***	-0.237	-0.332*
Instagram			
Use of Instagram	-0.186**	-0.110**	0.325***
Instagram Frequency	-1.167***	-0.614**	1.898***
Instagram motive: Followers	-0.762**	-0.581***	1.449***
Instagram motive: Likes	-0.657**	-0.525**	1.334***
Xing			
Use of Xing	0.105*	0.101**	-0.229***
Xing Frequency	0.442**	0.292*	-0.795***
Xing motive: More contacts	0.302	0.408**	-0.815***
Xing motive: Visitors	0.271	0.395**	-0.710***
Youtube			
Use of Youtube	0.013	0.031	0.051
Youtube Frequency	-0.229	-0.120	0.376
Youtube motive: Subscribers	-0.176	-0.196	0.319**
Youtube motive: Comments	-0.021	-0.173	0.287*
YouNow			
Use of YouNow	-0.025	0.174	0.015
Frequency YouNow	-0.095	0.003	0.051
YouNow motive: Fans	-0.053	0.030	0.071*
YouNow motive: Likes	-0.053	-0.036	0.071*
9gag			
Use of 9gag	-0.172	0.226***	-0.166***
9gag Frequency	-0.778***	1.107***	-0.810***
9gag motive: New friends	-0.200**	0.306***	-0.240***
9gag motive: Upvotes	-0.240**	0.306***	-0.213**

Results for Generation X, Y and Z, drawn from two-sided t-tests:

*** p < 0.01, ** p < 0.05, * p < 0.1

Source: Fietkiewicz et al., 2016

Methodology

The current analysis is built around four main objectives structured in four research questions: RQ 1 – How do Romanian Millennials rate the family climate they grew up in, RQ 2 – What kind of offline activities do they and their basic families (parents & siblings) do in their free time, RQ 3 – Which was the impact of the financial crisis between 2008-2010 on them and their basic families and RQ 4 – How can one describe their online behavior as regards: RQ 4.1. the online channels used, RQ 4.2. the online activities performed, RQ 4.3. virtual friends and RQ 4.4. any internet addiction manifestation according to the Young Scale of Internet Addiction (1998).

Around the four research questions indicated above, a set of 34 questions were elaborated as to split the items desired to be measured. Thus, there were three parts in the online questionnaire elaborated, with the following structured design:

Table 1. Questionnaire structure design

Part of the questionnaire	Dedicated to	Item
Opening questions	RQ 2	Q1 – Q3
1/3	RQ 1	Q4 – Q7
2/3	RQ 3	Q8 – Q17
3/3	RQ 4	Q18 – Q27
Demographics	n.a.	Q28 – Q34

The research was run in July 2019 and it gathered a total of 161 responses. After eliminating the respondents who exceeded the age margins (19-39 y.o.a), 26 in total, the number of respondents actually being part of the research remained 135.

Results

For these eligible respondents, ages varied between 19 and 39 with the more or less homogenous display, except for an underrepresented strip of 25 y.o.a.

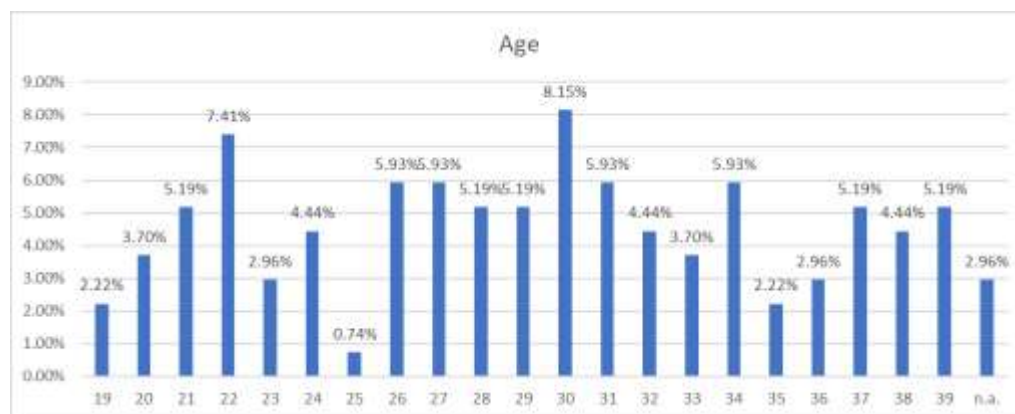


Figure 1. Chart with the distribution of all respondents' ages, after due eliminations

Out of 93 women (68.89%) and 42 men (31.11%), 45.19% (61) live in Bucharest, 41.48% (56) live in an urban area in Romania other than Bucharest and the rest of 13.33% (18) live in rural areas of the country. 83 out of them (61.48%) do not have children yet.

Offline activities

At the opening question, where would you say you spend most of your free time, 55.56% (75) replied offline and 42.96% (58) chose the online variant, the rest of 1.48% did not want to make an evaluation on this.

As regards the offline activities carried out by themselves and by their basic families (parents & siblings), it turned out that for Romanian Millennials the preferred offline activities are, in that order, conversations

(mean of 3.23 and $\sigma = 1.05$), followed by going out, nature walks and trips or journeys, after which reading and studying, then sport and TV or Radio consumption and last of all, going to the theater, opera or cinema.

	RQ 2								
	I2. To what extent do you practice the following offline activities? [Reading and studying]	I2. To what extent do you practice the following offline activities? [Nature walks]	I2. To what extent do you practice the following offline activities? [Trips and journeys]	I2. To what extent do you practice the following offline activities? [Sport]	I2. To what extent do you practice the following offline activities? [Conversations]	I2. To what extent do you practice the following offline activities? [TV, Radio consumption]	I2. To what extent do you practice the following offline activities? [Going out]	I2. To what extent do you practice the following offline activities? [Going to the theatre, opera, cinema, etc.]	I2. To what extent do you practice the following offline activities? [Others]
Average	2.50	2.81	2.79	2.30	3.23	2.28	2.90	1.98	2.47
St. Dev.	1.04	1.09	1.12	1.18	1.05	1.19	1.13	1.00	1.23

Figure 2. Type of offline activities carried out by respondents

Yet, as regards the offline activities carried out by their basic families (parents & siblings), it turned out that their families most preferred offline activity is TV or Radio consumption (mean of 3.20 and $\sigma = 1.11$), followed by conversations (ranked first by Millennials), nature walks, trips or journeys, then reading and studying, going out and last sport and going to the theater, opera or cinema.

	RQ 2								
	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Reading and studying]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Nature walks]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Trips and journeys]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Sport]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Conversations]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [TV, Radio consumption]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Going out]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Going to the theatre, opera, cinema, etc.]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Others]
Average	2.33	2.48	2.42	1.88	3.09	3.20	2.18	1.92	2.42
St. Dev.	1.13	1.21	1.16	1.03	1.12	1.11	1.06	1.01	1.14

Figure 3. Type of offline activities carried out by respondents' basic families (parents & siblings)

Social conditions

Being asked who raised them, an overwhelming 78% reported being raised by a traditional family, a mother and a father, the next second strip of 8% being raised by a single mother.

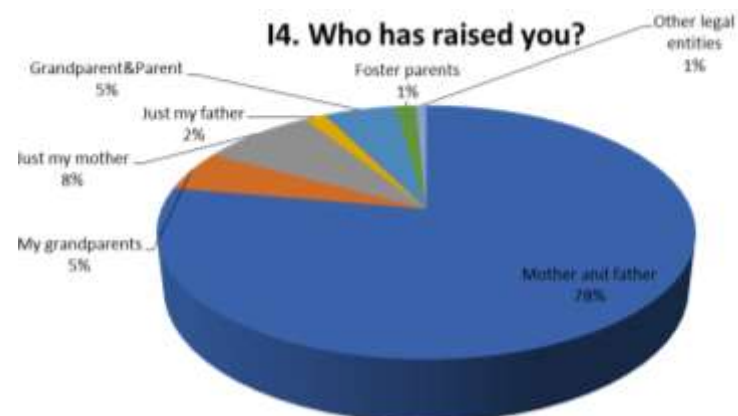


Figure 4. The split of parties having raised the respondents

As regards any prior periods in which their parents could have been out of the country, working abroad, leaving them in Romania with somebody else for more than one year, 79.26% (107) did not report such a situation, only 20.74% (28) being in such a situation previously in their lives.

Related to any possible negative situations arising in their basic families in time, most of them, 28.89% ranked first domestic violence, followed by divorce or separation (and other, unspecified), alcohol abuse, serious financial issues, death of one parent or both, leaving for the last two positions with 2.96% and, respectively, 2.22% criminal convictions and illegal substances abuse.

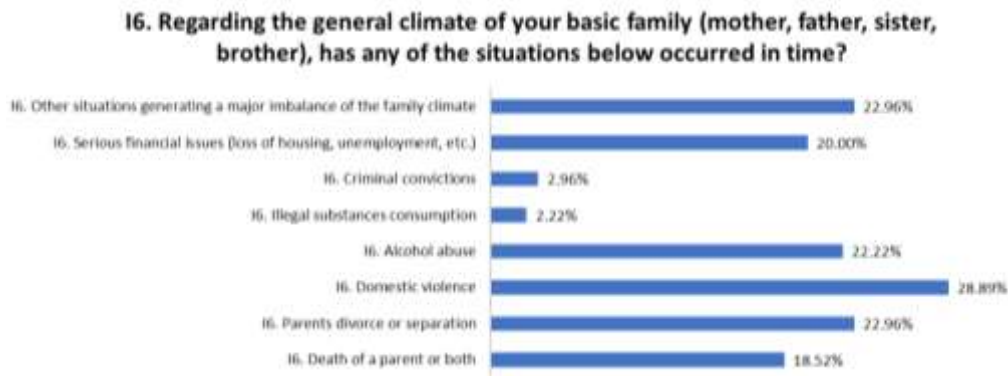


Figure 5. Negative situations reported in their basic family

Nevertheless, when asked to rate the climate of the basic family they grew up in, 39.26% of them rated it as positive and 20.74% as extremely positive, 15.56% as neither negative, nor positive, 8.89% as slightly positive and only 2.96% negative and 2.22% extremely negative, resulting a clear discrepancy between the negative situations reported to have been occurring in their families and the positive ratings granted.

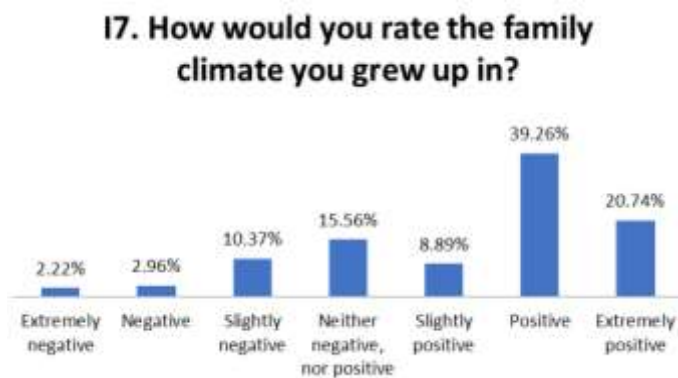


Figure 6. Rating granted to the basic family general climate

Economic conditions

Regarding the employment state of their parents, 57% of Millennials questioned reported that both parents had a permanent job in time, without significant interruptions and 29% reported that only one parent had a permanent job without significant interruptions of more than 3 months. 9% reported both parents having had a permanent job but with significant interruptions longer than 3 months, 1% stated that both had no job and 4% did not want to reply or did not know, if raised by other entities or parties, for instance.

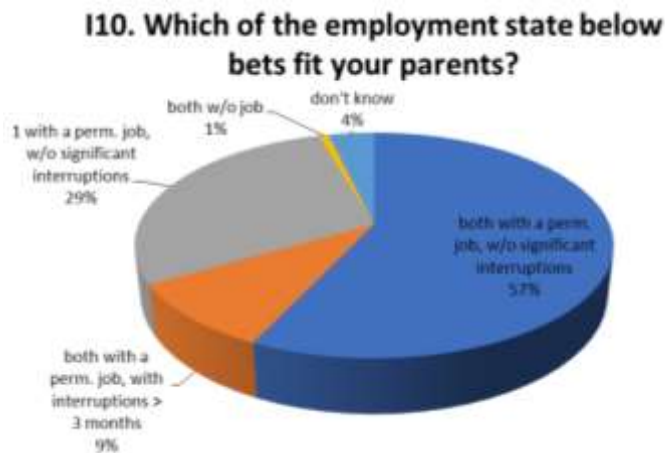


Figure 7. Parents' employment state

As regards the housing issue, 73.33% (99) replied that they do not live with their parents and 26.67% (36) stated that they do. Combining these answers with those indicating that 80% of the parents own at least one house and 63.70% of the Millennials stated they do not own any house, we could conclude that most of the respondents live in rented places, alone or together with other peers.

As regards income, most of the parents fit into the lowest interval of net monthly income below 2.500 lei (approximately 530 EUR), while 20,74% of respondents did not want to reply and 19.26% were reported to fit between 2.500 and 4.000 lei (approximately 850 EUR).

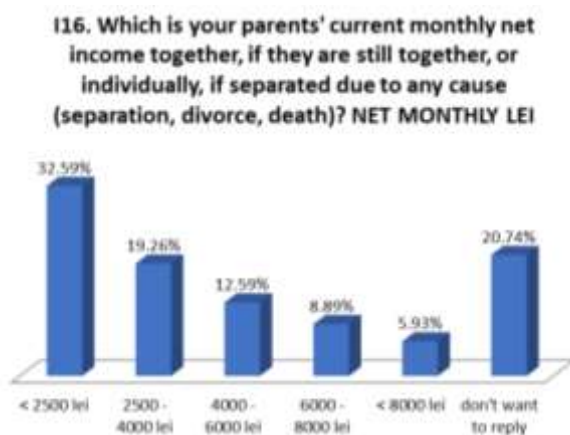


Figure 8. Parents' income

Millennials yet range most of them, 28.89%, between 1.500 (app. 320 EUR) and 3.000 lei (640 EUR) net monthly, individually, 17.04% did not want to reply and two strips of 15.56% reported to have a net monthly income of 3.500 (app. 745 EUR) – 4.500 lei (app. 960 EUR) and another over 6.000 lei (app. 1.280 EUR).

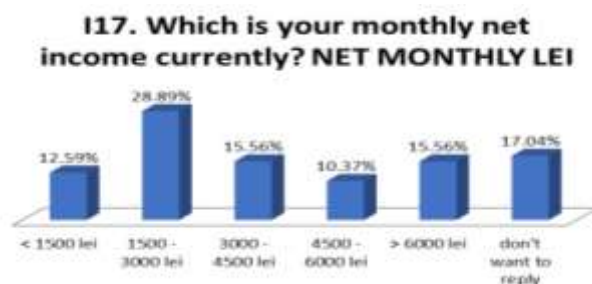


Figure 9. Millennials' income

As regards the impact of the financial crisis between 2008 and 2010 on their families, Millennials reported vacations and trips as the most affected segment, followed by gifts (and other unnamed pleasure or needs) and only fourth-ranking installments and facilities payments, then work and food and last, housing.

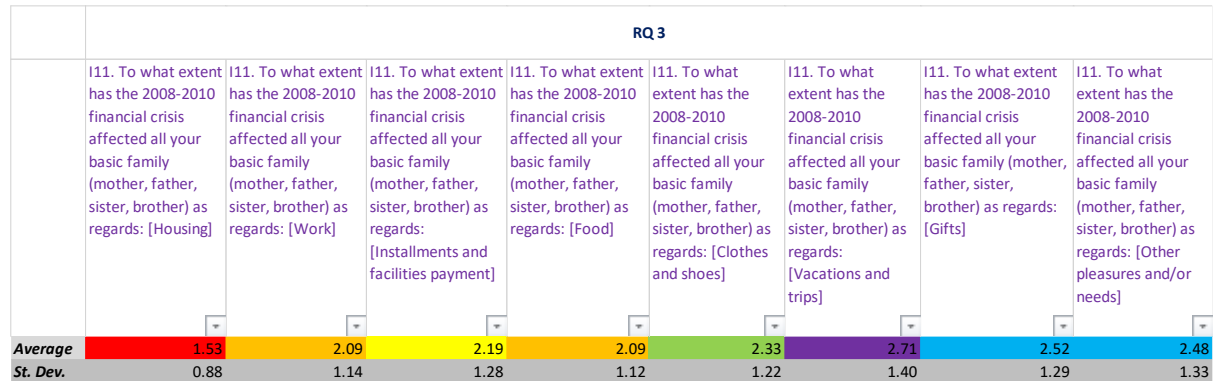


Figure 10. Impact of the financial crisis of 2008-2010 on basic family

As regards the impact of the financial crisis of 2008-2010 on themselves this time, Millennials keep more or less the same ranking, at least as far as order is concerned and closely also as regards the average recorded, as seen below:

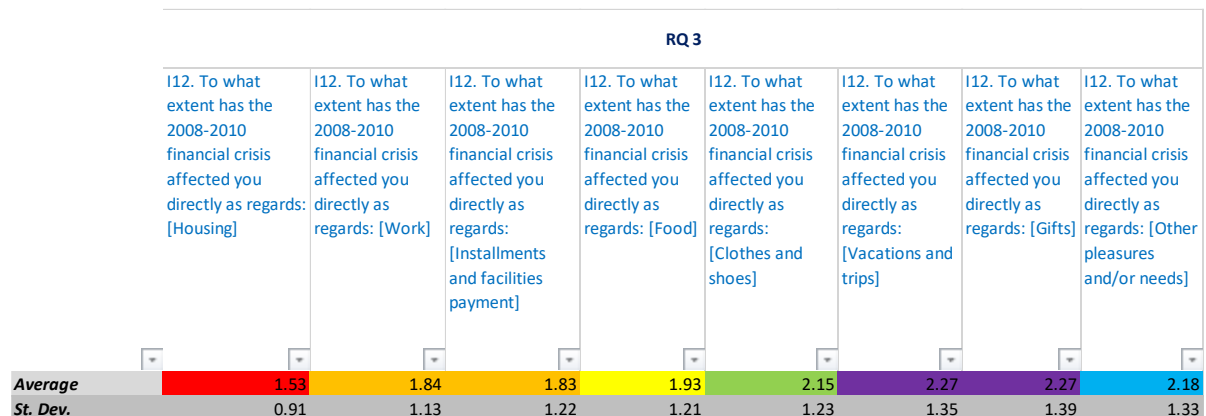


Figure 11. Impact of the financial crisis of 2008-2010 on Millennials

Online behavior

55.56% of the respondents stated they do not currently have a job that implies working online, only 44.44% said yes. As regards the time spent online in their free time, as this was always the referral made in all questions addressed, more than half – 50.37% stated that they spend time online between 1 to 3 hours, followed by a 23.70% with between 3 and 5 hours, below 1 hour only 14.81% and over 5 hours 11.11%.

I19. How much time do you spend online daily, in your freetime?

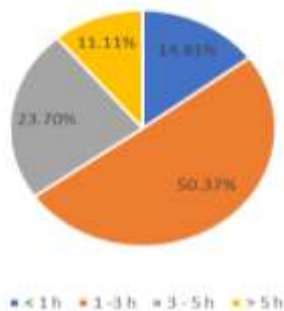


Figure 12. Time spent online daily (free time)

When referring to the age they had when they first created a social media profile, Millennials replied most of them that it was between 16 and 19 y.o.a, i.e. 34.81%, 31.11% below 20 y.o.a, 29.63% between 12 and 15 and only 4.44% between 8 and 11, actually breaking the official settlements and most probably lying about the age when introducing their credentials into the system.

I24. How old were you when you created your first social media profile?

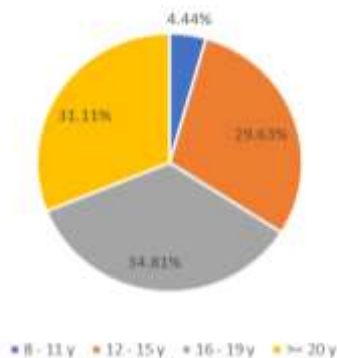


Figure 13. Age when creating first Social Media profile

When asked to rank the frequency by which they use daily a series of online channels, again in their free time, respondents placed first the messenger-type ones, followed by Facebook, Google, and YouTube, then Instagram and online applications and ranked last Yahoo and other Social Media channels, such as Snapchat, Twitter, Pinterest or the newly launched TikTok.

RQ 4									
	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Google (including Gmail)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Yahoo (including Yahoo Mail)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Facebook]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Instagram]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Youtube]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Other Social Media channels (Snapchat, Twitter, Pinterest, TikTok, etc.)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: (Whatsapp, Facebook Mess, Instagram Mess, Viber, etc.)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Online applications (jobs, services, orders, games, dating, etc.)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Others]
Average	3.35	2.09	3.46	2.63	3.41	1.75	3.67	2.55	2.33
St. Dev.	1.09	1.11	1.12	1.52	1.27	1.19	1.17	1.31	1.28

Figure 14. Most used online channels daily (free time)

As far as online activities carried out daily, the ranking goes like here below: searching on search engines, listening to music, checking email, reading the news, watch online movies, interacting online (comments,

conversations), studying (reading, e-learning, etc.), ordering online, sharing online content, playing online games, creating online content and others, then applying to jobs and last using dating applications.

RQ 4							
	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I check the electronic mail (email)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I access search engines (look for info)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I read the news]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I study (e-learning, reading, etc.)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I play online games (including online bets)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I interact online (comments, conversations)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I create online content (posts, uploads)]
Average	3.18	3.53	3.01	2.76	2.01	2.84	1.99
St. Dev.	1.23	1.12	1.16	1.22	1.29	1.27	1.12
RQ 4							
	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I read and share online content (like, share)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I listen to music]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I watch online movies]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I order online (taxi, products, etc.)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I use dating applications]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I apply to jobs online]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [Others]
Average	2.37	3.33	2.90	2.61	1.30	1.69	1.91
St. Dev.	1.21	1.28	1.41	1.30	0.68	1.05	1.17

Figure 15. Most performed online activities daily (free time)

Related to security measures, Millennials seem to be informed and aware, since 28.15% replied that they use them very often and 22.96% often, while 11.85% use them only rarely, as stated.

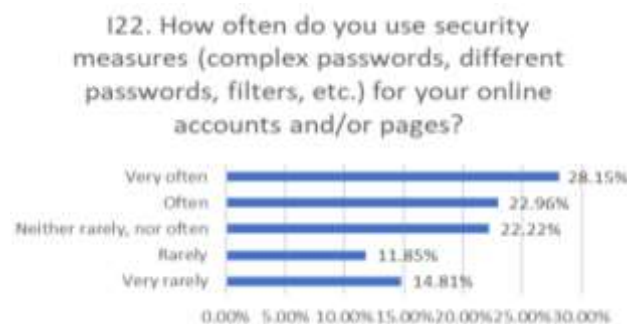


Figure 16. Use of security measures

Millennials very rarely accept friend requests from strangers on social networks (45.19%) and 11.85% do it often, while only 2.96% accept them very often.

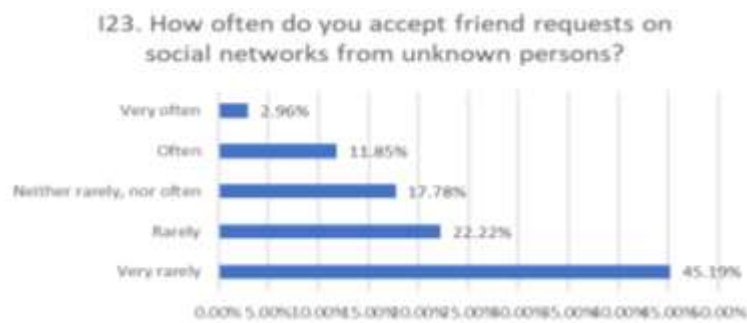


Figure 17. Friend requests on SNs from strangers

Regarding the extent to which virtual friends on various social networks are also their acquaintances or friends in real life, 42.22% replied that this is true to a high extent and 7.41% said they fit into this description.

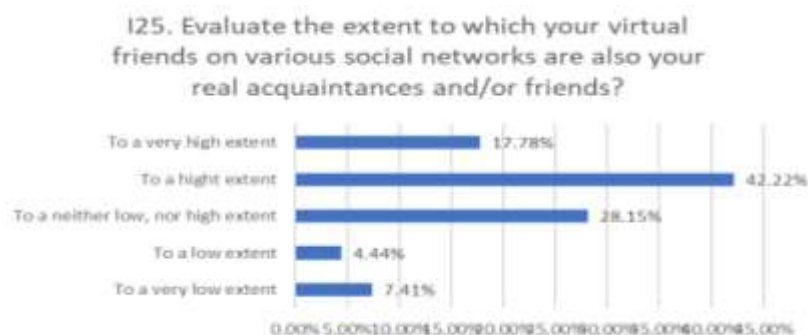


Figure 18. Virtual friends are also real acquaintances or friends in real life

Also, related to the extent in which the opinions, preferences, and options of virtual friends displayed online do influence their own real opinions, preferences and options, 35.56% out of the respondents appreciated that it is true to a very low extent, 28.89% to a low extent, 25.19% neither to a low, nor to a high extent, 6.67% to a high extent and going gradually up to 3.70% to a very high extent.

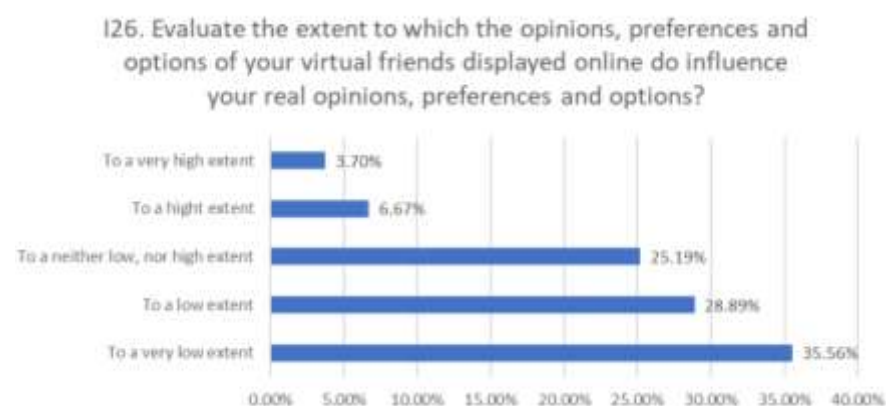


Figure 19. Influence of virtual friends' online opinions on Millennials' real-life opinions

Last but not least, having applied the Young Scale of Internet Addiction (1998), it resulted that most of the respondent appreciate they have a balanced online behavior as the only item admitted to apply to their case to a 44.44% was staying online longer than originally intended, followed by a 25.93% admitting to feeling the need to use the Internet with increasing amounts of time as to achieve satisfaction, then by a 22.96% admitting to feel preoccupied with the Internet as in thinking about previous online activity or anticipating future online session, the rest of four items being rated with yes by less than 12%.

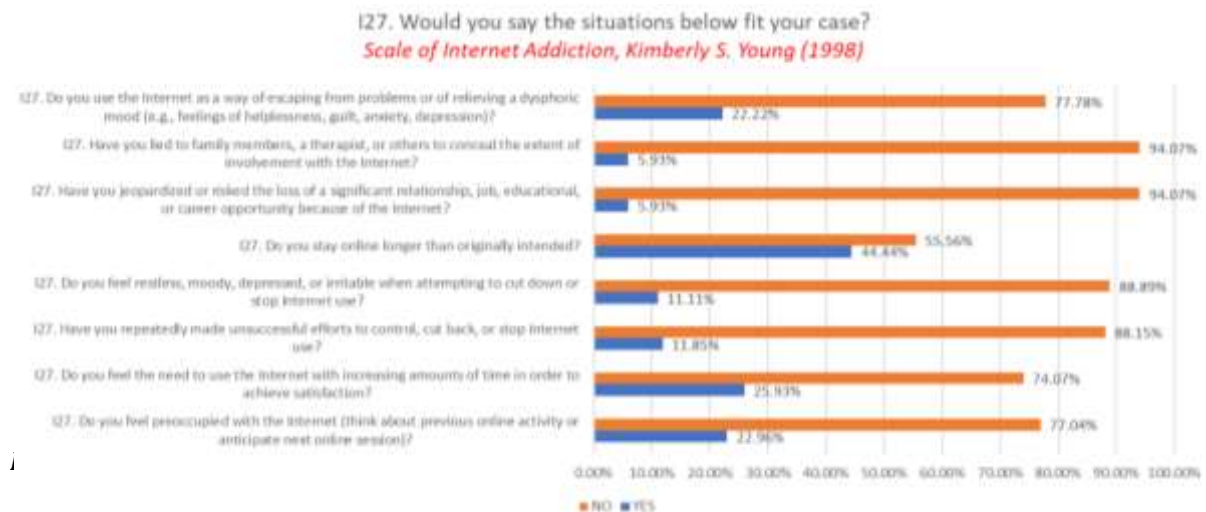


Figure 20. Internet addiction

Rating of basic family climate and other items

When asked to rate the climate of the basic family they grew up in, the rating resulted was towards the positive side since the mean for I7 measuring this was of 4.89 ($\sigma = 1.58$). As regards the frequency by which they use daily a series of online channels in their free time (I20), the channel most often used resulted to be fast messaging applications with a mean of 3.67 ($\sigma = 1.17$), followed by Facebook with a mean of 3.46 ($\sigma = 1.12$) and Google with a mean of 3.35 ($\sigma = 1.09$).

Correlating the item measuring the rating assigned to the basic family climate (I7) with the item revealing the frequency of daily use of a series of online channels (I20), it resulted that there is a low correlation between them (r ranging up to a maximum of 0.19).

	RQ 1		RQ 4							
	I7. How would you rate the climate of the basic family you grew up in?	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Google (including Gmail)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Yahoo (including Yahoo Mail)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Facebook]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Instagram]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Youtube]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Other Social Media channels (Snapchat, Twitter, Pinterest, TikTok, etc.)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Whatsapp, Facebook Mess, Instagram Mess, Viber, etc.]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Online applications (jobs, services, orders, games, dating, etc.)]	I20. Evaluate the frequency by which you use daily the online channels below in your freetime: [Others]
Average	4.89	3.35	2.09	3.46	2.63	3.41	1.75	3.67	2.55	2.33
St. Dev.	1.58	1.09	1.11	1.12	1.52	1.27	1.19	1.17	1.31	1.28
Pearson Correlation		-0.01	0.01	0.05	0.19	0.06	0.05	0.15	-0.04	0.03

Figure 21. Low correlation between rating of basic family climate and frequency of daily use of online channels by Millennials

The same is valid when correlating the item measuring the rating assigned to the basic family climate (I7) with the frequency of daily online activities (I21), resulting also a low correlation between them (r going to a maximum of 0.2).

	Q1	Q3													
	I7. How would you rate the climate of the basic family you grew up in?	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I check the electronic mail (email)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I access search engines (look for info)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I read the news]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I study (e-learning, reading, etc.)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I play online games (including online bets)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I interact online (comments, conversations)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I create online content (posts, uploads)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I read and share online content (like, share)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I listen to music]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I watch online movies]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I order online (taxi, products, etc.)]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I use dating applications]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [I apply to jobs online]	I21. Evaluate the frequency by which you do daily the online activities below in your freetime: [Others]
Average	4.89	3.18	3.53	3.04	2.76	2.01	2.68	1.99	2.37	3.33	2.90	2.61	2.38	1.69	1.91
St. Dev.	1.58	1.23	1.12	1.16	1.22	1.29	1.27	1.12	1.21	1.28	1.41	1.30	0.68	1.05	1.17
Pearson Correlation		0.11	0.06	0.20	0.18	0.00	0.10	0.02	0.03	0.11	0.16	0.03	-0.01	0.11	0.10

Figure 22. Low correlation between rating of basic family climate and frequency of daily online activities of Millennials

Also, a low Pearson correlation was registered between the general climate of the basic family (I7) and the impact of the financial crisis on the basic family (I11), having resulted in a very low and negative Pearson correlation between them (r ranging to a maximum of only 0.01).

	Q1	RQ 3							
	I7. How would you rate the climate of the basic family you grew up in?	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Housing]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Work]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Installments and facilities payment]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Food]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Clothes and shoes]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Vacations and trips]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Gifts]	I11. To what extent has the 2008-2010 financial crisis affected all your basic family (mother, father, sister, brother) as regards: [Other pleasures and/or needs]
Average	4.89	1.53	2.09	2.19	2.09	2.33	2.71	2.52	2.48
St. Dev.	1.58	0.88	1.14	1.28	1.12	1.22	1.40	1.29	1.33
Pearson Correlation		-0.24	-0.08	0.01	-0.17	-0.09	0.01	-0.02	-0.02

Figure 23. Low correlation between rating of basic family climate and the impact of the financial crisis of 2008-2010 on basic family

Yet, a good correlation resulted between the rating of the basic family climate (I7) and the extent to which basic family members (parents & siblings) practice a series of offline activities (I3), namely $r = 0.28$ for offline activities such as conversations, followed by $r = 0.26$ for trips or journeys, $r = 0.25$ for going out and $r = 0.24$ for sports. Also a Pearson correlation over 0.2, i.e. of $r = 0.21$ was traced for going to the theater, opera or cinema, the rest staying below or up to the limit of $r = 0.2$ which depicts a weak degree of correlation.

	RQ 1	RQ 2							
	I7. How would you rate the climate of the basic family you grew up in?	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Reading and studying]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Nature walks]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Trips and journeys]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Sports]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Conversations]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [TV, Radio consumption]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Going out]	I3. To what extent do your basic family members (mother, father, sister, brother) practice the following offline activities? [Going to the theater, opera, cinema, etc.]
Average	4.89	2.33	2.48	2.42	1.88	3.09	3.20	2.18	1.92
St. Dev.	1.58	1.13	1.21	1.16	1.03	1.12	1.11	1.06	1.01
Pearson Correlation		0.12	0.16	0.26	0.24	0.28	0.20	0.25	0.21

Figure 24. Good correlation between the rating of basic family climate and extent of the basic family doing offline activities, i.e. conversations

Analyzing figures 21 – 24 above, we can see that only some offline activities carried out by the family members of the basic family of the respondents brought a good correlation degree with the rating of the general climate of the basic family.

Conclusions and implications

As presented by the data gathered, Romanian Millennials do not evaluate themselves as being Internet addictive, yet they appreciate a series of offline activities carried out by the members of their basic family (parents & siblings), which also stand for a good reason why they rate the general climate of their basic families as mostly positive.

Yet, a discrepancy was revealed as regards the positive rating of their basic family general climate and the top 28.89% percentage of the respondents admitting that domestic violence was a situation that occurred in their families, followed by 22.96% admitting parents' divorce or separation, as well as same percentage for other unnamed negative situations and 22.22% admitting alcohol abuse in their basic families.

Also, it turned out that for Romanian Millennials the preferred *offline activities* are, in that order, conversations (mean of 3.23 and $\sigma = 1.05$), followed by going out, nature walks and trips or journeys, after which reading and studying, then sport and TV or Radio consumption and last of all, going to the theater, opera or cinema.

Yet, as regards the offline activities carried out by their basic families (parents & siblings), it turned out that their families most preferred offline activity is TV or Radio consumption (mean of 3.20 and $\sigma = 1.11$), followed by conversations (ranked first by Millennials).

As regards *social conditions*, it clearly resulted that an overwhelming 78% out of the respondents reported being raised by a traditional family, a mother and a father, and the next second strip was of only 8%, who had been raised by a single mother. Only 20.74% (28) out of them reported to have stayed in Romania for more than one year while their parents were gone abroad to work, being thus left into somebody else's care, so it is not the case for any speculations regarding their emotional state related to this widely spread phenomenon experienced by Romanian children nowadays.

Regarding the analysis of the *economic conditions* in which the respondents grew up, it was shown by data that as for the employment state of their parents, 57% of Millennials questioned reported that both parents had a permanent job in time, without significant interruptions and 29% reported that only one parent had a permanent job without significant interruptions of more than 3 months, thus again bringing no suspicions that major crisis situations were encountered in their families due to unemployment in time.

As for the income declared, most of the parents fit into the lowest interval of net monthly income below 2.500 lei (approximately 530 EUR), while 20,74% respondents did not want to reply and for 19.26% parents were reported to fit between 2.500 and 4.000 lei (approximately 850 EUR). On the other hand, Millennials ranged most of them, 28.89%, between 1.500 (app. 320 EUR) and 3.000 lei (640 EUR) net monthly, individually, 17.04% did not want to reply and two strips of 15.56% reported to have a net monthly income of 3.500 (app. 745 EUR) – 4.500 lei (app. 960 EUR) and another over 6.000 lei (app. 1.280 EUR). So, we can observe an increase in earnings degree from their parents and themselves, nowadays, surely backed also by their exposure to other conditions of the society and, maybe, also by increased standards of expectations.

When analyzing the impact of the financial crisis between 2008 and 2010 on their families, Millennials reported vacations and trips as the most affected segment, followed by gifts (and other unnamed pleasure or needs) – all of this clearly falling into a shortage category of a minor degree of impact – leaving the major issues in every family's life at the end, i.e. only fourth-ranking installments and facilities payments, then work and food and last, housing.

Going to the analysis of the *online behavior*, 55.56% out of the respondents stated they do not currently have a job that implies working online, as a side fact, since anyway all the questions related to the online behavior were carefully addressed only in connection to their free time. So, as regards the time spent online in their free time, more than half – i.e. 50.37%, stated that they spend time online between 1 to 3 hours, followed by a 23.70% with between 3 and 5 hours, below 1 hour only 14.81% and over 5 hours 11.11%.

Regarding the age, they had when they first created a social media profile, Millennials replied most of them that it was between 16 and 19 y.o.a., i.e. 34.81%, 31.11% below 20 y.o.a., 29.63% between 12 and 15 and only a small percentage of 4.4% between 8 and 11.

Being asked to rank the frequency by which they use daily a series of online channels, in their free time, respondents placed first the messenger-type ones (like WhatsApp, Facebook or Instagram Mess, etc.), followed by Facebook, Google and YouTube, then Instagram and online applications, ranking last Yahoo and other low developed Social Media channels in Romania, such as Snapchat, Twitter, Pinterest or the newly launched TikTok.

As regards online activities carried out daily by Millennials, the ranking resulted as follows: searching on search engines, listening to music, checking email, reading the news, watch online movies, interacting online (comments, conversations), studying (reading, e-learning, etc.), ordering online, sharing online content, playing online games, creating online content and others, then applying to jobs and last using dating applications.

Analyzing the issue of online security measures, Millennials seemed to be informed and aware of the afferent risks, since 28.15% replied that they use them very often and 22.96% often. Also, Millennials very rarely accept friend requests from strangers on social networks (45.19%). Besides, regarding the extent to which virtual friends on various social networks are also their acquaintances or friends in real life, 42.22% replied that this is true to a high extent. When asked about the extent to which the opinions, preferences,

and options of virtual friends displayed online do influence their own real opinions, preferences, and options, 35.56% out of the respondents appreciated that it is true to a very low extent for them.

When applying also the Young Scale of Internet Addiction (1998), it resulted that most of the respondent thought they have a balanced online behavior as the only item admitted to apply to their case to a 44.44% was staying online longer than originally intended, which triggers an issue only related to risky time-wasting behaviors, followed by a 25.93% admitting to feel the need to use the Internet with increasing amounts of time as to achieve satisfaction, then by a 22.96% admitting to feel preoccupied with the Internet as in thinking about previous online activity or anticipating future online session, the rest of four items being rated with yes by less than 12%.

As regards the correlations measured, when correlating the item measuring the rating assigned to the basic family climate (I7) with the item revealing the frequency of daily use of a series of online channels (I20), it resulted that there is a low correlation between them (r ranging up to a maximum of 0.19). The same case was applicable when correlating the item measuring the rating assigned to the basic family climate (I7) with the frequency of daily online activities (I21) and also between the general climate of the basic family (I7) and the impact of the financial crisis on the basic family (I11).

Yet, a good correlation resulted between the rating of the basic family climate (I7) and the extent to which basic family members (parents & siblings) practice a series of offline activities (I3), namely $r = 0.28$ for offline activities such as conversations, followed by $r = 0.26$ for trips or journeys, $r = 0.25$ for going out and $r = 0.24$ for sports.

Thus, all areas afferent to the four research questions set as the objective of the current paper were reached, namely offline activities carried out, social conditions, economic conditions, and online behaviors, as presented here below:

No.	Objective reached	Items
RQ 1	How do Romanian Millennials rate the family climate they grew up in?	I4, 5, 6, 7
RQ 2	What kind of offline activities do they and their basic families (parents & siblings) do in their free time?	I 1, 2, 3
RQ 3	Which was the impact of the financial crisis between 2008-2010 on them and their basic families	I 8 - 17
RQ 4	How can one describe their online behavior as regards:	I 18 - 27
	RQ 4.1. the online channels used?	
	RQ 4.2. the online activities performed	
	RQ 4.3. virtual friends and	
	RQ 4.4. any internet addiction manifestation according to Young Scale of Internet Addiction (1998).	I 28 - 34
	Demographics	

Figure 25. General overview on the research questions studied

The limitations of the current research could stem from the particularity of the sample, namely from the fact that most of the respondents were residing in Bucharest (45.19%) and most of them were female (68.89%), thus the results recorded could mostly represent a radiography of women living in the capital city of Romania and thus cannot be extended at the level of the entire country.

Yet, the implications resulted from this study could call for our focus on the importance of offline activities practiced by families on the balanced life the children lead when they grow up. The fight between the online and the offline environments, ever-growing and more and more competitive, leaves us with a permanent fight to control our affiliation to any of them for the sake of a proper, healthy balance.

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