



SJMMA 2022 F 题

社交通信方式的代际差异

互联网用户按年龄可以分为 70 后, 80 后, 90 后, 00 后等世代。不同世代的互联网用户的**社交通信方式**是不同的, 我们将这一现象称之为**代际差异**。现有的研究大都基于特定地区特定时段的调查数据, 但这一数据并不能表现所有的代际差异。基于此, 我们希望你们能重新进行一次属于自己的调查研究, 并完成相关的任务。

我们希望你们团队完成以下几个任务:

任务一: 任意选择一个世代划分 (如 70/80/90/00 后, 或者 X/Y/Z 世代等), 且不少于 3 个世代。通过阅读现有文献, 设计一份问卷来调查: 不同世代的互联网用户的**社交通信方式代际差异** (注意问卷设计要适合你们的实际情况)。这些差异可以是通信方式 (比如电话和短信) 的使用频率, 也可以是一些具体 APP 的对比, 还可以是一些细节 (比如表情包) 的行为。选择一个你们感兴趣的内容调查即可。

任务二: 用你们设计的调查问卷来收集真实数据。分析样本的代表性和偏差, 得出你们自己对代际差异的观察, 并合理分析其背后的原因。

任务三: 比对与探讨。选择至少一篇其他人的研究论文, 将你们的结论与其进行对比。你们的结论和他们有何差别, 并分析造成差异的原因。

你们的**提交**需要包括:

1 论文

一页摘要, 不超过 20 页的正文, 包括 1 页摘要不超过 21 页, 论文的内容字号为小四。提交格式为 PDF。

2 调查问卷和结果数据

2-1 调查问卷提交格式为 PDF。

2-2 数据提交格式为常用数据格式如 csv 或者 excel。



SJMMA2022 Problem F

Generational Differences in Social Communication

Internet users can be categorized into demographic cohorts (generations) such as Post-80s, Post-90s, etc., each of which engage in social communication in different manners. Such differences are referred to as generational difference. As relevant literature fails to capture the entirety of generational difference with datasets limited to specific spatial and temporal settings, you are asked to conduct your own investigation regarding into this matter.

We would like your team to solve the following problems:

Problem 1: Select at least 3 demographic cohorts (generations) within the same framework of demographic categorization, e.g. 70/80/90/00 or GenX/GenY/GenZ. With reference to relevant literature, design a survey on generational differences in social communication. You could potentially focus on the frequency of different means of communication such as phone calls and text messages, different APPs, or detailed user behavior like emoji usage.

Problem 2: Collect field data with your survey. Evaluate the extent to which your samples represent/deviate from the population. Make observations on generational difference and discuss its underlying factors.

Problem 3: Compare your conclusions with at least one other paper. Analyze the differences and identify the reasons.

Your **submission** should include:

1. Paper

Your paper should be formatted in 12pt font and should not exceed 21 pages



including to a 1-page summary. Bibliographies and appendices do not count toward this limit. It should be submitted as a PDF.

2. Survey and data

2-1 Submit the survey as a PDF

2-2 Submit data in common data formats such as csv or excel.