

Press Release

‘EYES 2021’ report examines the emerging opinion of international youth

Paris, 24th February 2022. **The SKEMA Publika think tank and Antidox have surveyed young people in various countries and found a widespread distrust of traditional media, social networks, new technologies, and the business world, along with a reminder of the role that States can play. A comprehensive analysis of the EYES report.**

SKEMA Publika, SKEMA Business School’s think tank, and Antidox, a digital communications consultancy, have published the EYES 2021 report (Emergy Youth Early Signs), an original study on the emerging opinions of international youth.

Published on the occasion of the official launch of SKEMA Publika, the report captures the sentiments of these young people (18-24 year-olds) on five social issues prioritised by SKEMA students: media and press, social networks, new technologies, security and the world of work. Using a comparative global approach, the report highlights the similarities and differences in the emerging concerns of young people in the five countries where SKEMA is based: South Africa, Brazil, China, the United States and France.

The report thus contributes to making their voices heard in public debates and making their opinions available to national and international decision-makers. It suggests policy responses to be adopted.

Written under the direction of Claude Revel, SKEMA Publika's Director of Development, the report bases its analysis on more than a hundred verbatims from young people gathered in a working group as well as on a specific monitoring of the social network Twitter of 2.8 million young people aged 18 to 24. This monitoring, conducted by Antidox between July 2020 and June 2021, is based on keyword detection and sentiment analysis technologies.

Key points of the analysis

The report provides a great deal of new information and highlights two key points.

First, it is clear that there is no such thing as a global youth, but rather distinct youths who express themselves on common topics, exchange opinions and disseminate judgements. Although the words are often the same, showing a real exchange of ideas, they are often not understood in the same way. This point is important for an appreciation of the real issues by national policy makers.

Second, there is a general lack of trust.

The company is ‘unanimous’ in this respect; the five social issues mentioned above are perceived relatively negatively by the young people surveyed in the countries studied. Around 48% of young Brazilians, Americans and South Africans expressed their disappointment. In France, 37% shared this view.

This perception refers in particular to the fact that young people aspire to a better work-life balance and see employment as a means to provide for themselves rather than as a means to fulfilment.

Young people also expressed low trust in traditional media, only slightly higher in social networks, both of which are accused of not communicating true information. Almost half of the tweets containing the words "media/press" and "news" posted by young Brazilians (50%) and Americans (48%) on the subject have a negative connotation. While they are particularly concerned about fake news, direct qualitative interviews also show their concern about the balance between information regulation and censorship.

On the subject of GAFA (Google, Apple, Facebook), more than a quarter of the tweets of young French people (26%) and young Chinese people (25%) are negative. The most engaging debates are transversally articulated on the freedom of expression, the power of censorship of these companies, and the issues of their regulation.

Finally, the role of States and governments is widely mentioned. Young people seem to express their expectations from them, more or less strong depending on the theme, but systematically present.

What answers can decision-makers provide to the concerns of young people?

- **Regulating the digital giants**

Young people support national or international public regulation of the GAFA. Young people's sympathy for these measures could be an asset for decision-makers at a time when they are questioning the tax or editorial rules to be applied to them at a global level.

- **Developing critical thinking skills**

The distrust and demand for truth concerning networks, media and fake news is coupled with a call for better training in information appreciation and critical thinking. The SKEMA Publika think tank will look into the implementation of operational tools for questioning, sorting and validating the information received.

- **Reforming the company**

The great mistrust in companies calls for national and perhaps multilateral policies to address a revision of the very paradigms of workplaces.

The report can be consulted at the following link: <https://publika.skema.edu/fr/rapport-eyes-2021/>



Watch this video to find out more about the EYES study by Claude Revel and Xavier Desmaison:



About SKEMA Business School

With 9,500 students of 120 nationalities and 50,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 locations across 5 countries: 3 campuses in

France (Lille, Sophia Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch).

SKEMA's Faculty composed of 180 professors is divided into 3 academies (Globalisation, Innovation, Digitalisation). The Research Department has 5 research centres representing the main dimensions of management. The school has also established its Artificial Intelligence research and resource centre in Montreal.

SKEMA Ventures, SKEMA's incubation-acceleration dedicated device, has incubated over 200 projects.

SKEMA is multiaccredited - EQUIS, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Licence, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação) and China (Ministry of Education).

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About Antidox

Antidox is a communications strategy consultancy with a strong digital dimension. It is a leading player in the sector, in the areas of executive support, digital communications strategies, controversy management, crisis management and the deployment of communications strategies. It designs high value-added content for its clients in order to give them a voice in the digital world.

As independent player, we position managers at the heart of the debate on ideas that impact their business and connect organisations to their ecosystem: from decision-makers to influencers, from consumers to employees.

Founded in 2010 by Xavier Desmaison, Antidox now brings together some forty experts in digital intelligence and influence, press relations and social media strategies, visual identity and graphic design.

Working in collaboration with researchers, our Lab's work aims to create and support start-ups in their growth, invent new societal forms and help large companies integrate technological and social innovations.