Daily life practices have changed with the increase of internet use. Life perception and the way we construct relationship styles have changed especially with the wider use of social media platforms all around the world. These changes have an effect on each generation's relationship building form, perception of events, ways of obtaining information and communication paths. Independent of generations, there are people within each group who adopt new technologies more readily than others. However expectations of different generations from social media can be the main element that decides the usage patterns of different generations.

The aim of this track is to investigate, from a generational perspective, the role of social media on relationships, whilst also considering the increasing power of social media in differentiating the perceptions of generations in the last few years. Suggested topics include but are not limited to:

- Social media platform usage patterns among different generations
- Digital natives versus digital immigrants
- Social media addiction and generations
- Social media as an identity construction area for adolescents and young
- Social media as a umbilical cord amongst children and parents
- The power of anchored relationships on young generations through social media

Nuran Öze is Assistant Professor Dr., Chair of Department of Public Relations and Advertising in the Faculty of Communication, Near East University, Cyprus. She especially interested in culture, communication, PR and specifically social media. In recent years she has researched social media usage patterns and its effect on society, social media and it's affects on society, social media addiction, identity construction on social media, social media in PR. She is an author and co-author of several articles and book chapters on the above mentioned research areas.

Submission details
In the first instance a 300 word abstract is required, to be received by 20th December 2019. Please read the guidelines at [http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/](http://www.academic-conferences.org/policies/abstract-guidelines-for-papers/)

Submissions must be made using the online submission form at: [https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/](https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/)

If you have any questions about this track please email the mini track chair: nuran.oze@neu.edu.tr

See more about ECSM 2020 at [https://www.academic-conferences.org/conferences/ecsm/](https://www.academic-conferences.org/conferences/ecsm/)