

Generations Online in Europe – Case study of radio and music listening on Internet in Portugal

ABSTRACT

Over time, music, as an artistic expression, has been susceptible to changes that have occurred in technology - being this intrinsic part of its nature. In this specific context, the Internet is seen as a tremendous revolution.

The propose of this work, it's to understand how radio listeners, users of social networks and music listeners through the web , in 3 different generations, relate to their respective contents. For this, in the case of online radio, we raise two hypotheses: that the listening to radio on the web is increasing, and the main reason for this is the appreciation that users make of the greater autonomy they have in the exploitation of contents .

For online social networks, we raise the question whether Facebook is, or not, the social network's reference currently in Portugal . We also pointed out the hypothesis that the main reason for having an online social profile is to communicate.

Over music listening, the hypothesis are if it will be the preferred audio content online, and if most of recorded music is currently obtained through downloads (both legal or illegal).

This work will be based on the analysis to a roll of questions that students, workers and teachers of ISCSP answered in 2012, complemented with referenced authors about the main subjects.

Internet, radio, music, social network, generations.