

**UK TRIBES**



**EXPRESS  
YOURSELF!**

**#17**

**The real lives of Tribes**



Tribes Live is Channel 4's online research community, where around 350 16-24s from across the UK share their opinions and ideas to uncover what life is really like growing up in the UK today. Recruited through 4OD and free-find recruitment, our liberal but diverse community represents all 5 planning segments and 25 Tribes in the UK.



Tribes Live: on the real lives of Tribes

CROWD.DNA





“

*My goals for this year?*

*Keep trying. Stay in touch. Be brave.*

*Go to as many concerts as the bank will allow.*

**HAVE SOME FUN FOR GODS SAKE WOMAN.**

”

Lucy, 16, Scene Kids, Alternative

# The Connected Life

A day in the life of our Tribes, where smartphones never leave their side...

Checking in to their digital world is the first port of call when Tribes wake up – within minutes they're catching up on messages, emails and social media.

Living life to their own soundtrack, headphones are in as soon as Tribes are on the move.

Seeking any window of opportunity for online exploration, Tribes utilise travel time with bite size content by browsing and app hopping.

Practicing selective consumption - Tribes only commit to long form content that cuts through the media noise - and when time isn't of the essence.



**" My Phone – I'll use this for most things...Constantly throughout the day whenever I have a spare second, mostly when I'm not in class - otherwise it's 24/7. "**  
Cait, 16, Creative, Leading Edge

One last social media scroll before lights out and Tribes can sleep easy knowing their online worlds are all in place.

Digital discovery is a bedroom activity and Tribes are trawling Youtube, BuzzFeed, Tumblr and music platforms in search for the new, interesting and funny.

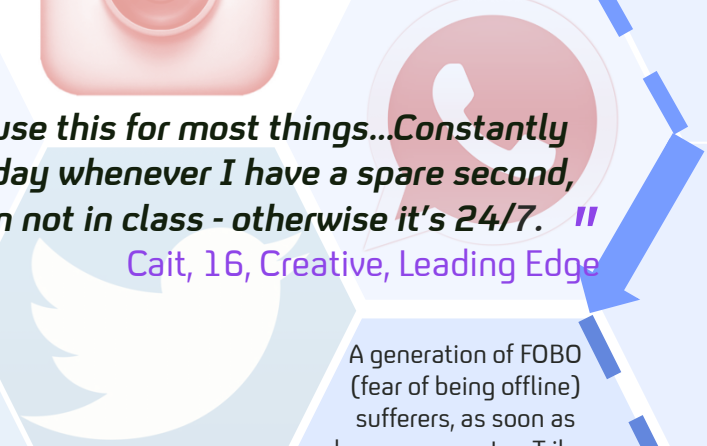
Indulging in some media downtime – Tribes are catching up with must see episodes, gaming or reading on their kindles.

Skype sessions and Messenger allow Tribes to stay better connected with family and friends across the globe.

Experts in dual screening - Live TV watching is accompanied with social media scrolling and alongside tweeting on smartphones or tablets

A generation of FOBO (fear of being offline) sufferers, as soon as lessons are out or Tribes escape from work they are straight back to online communication and checking up on the world.

**" Just before bed I check my phone for everything, to catch up with the world before heading off for the night. "**  
Ian, 18, Townie, Mainstream





# The sound of life

**Their music** library spans decades, artists and genres, so to say the Tribes music tastes are eclectic is an oversight. Broad tastes reflect their personalities and act as a vital marker of who they are and also mirror experiences linked to music trends and subcultures. With such influence, music encourages changing tastes and the discovery of new music. Much like TV cults gather for their love and knowledge of a particular programme, keeping up with new music trends and following the bands and artists that define the current culture connect people in the same way.

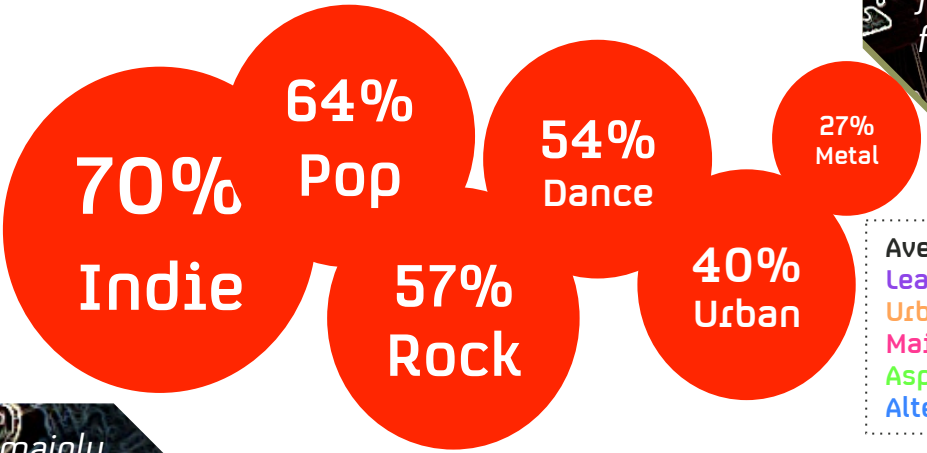
## 1. It gives me social cache

**Being in** the know about the latest releases or a new music scenes gives huge social cache among the Tribes. They're open-minded, soak up wider musical tastes and know that staying up-to-date allows them to be a part of current conversations. However, identifying with music as a shared interest doesn't necessarily mean they share each other's musical taste – keeping up to date is key.

*"I find new music via social media - mainly twitter. I follow all my favourite DJs and they often post new artists/music. I will only buy music if I fully support the artist - if I just like the song I will use Spotify"*

*Leah, 23, Townies, Mainstream,*

Enjoying a wide range of genres is a key Tribe characteristic



*"Music brings me a lot of happiness and accompanies pretty much everyone on their journey throughout life in some form or another"*

*Emma, 20, Skaters, Alternative*

**Average genre picks:**  
 Leading Edge = 3.6  
 Urban = 3.1  
 Mainstream = 2.6  
 Aspirant = 5.1  
 Alternative = 3.7

## 3. It has to have substance

**When it** comes to buying music, they're only supporting their favourite artists. New music comes and goes, and it's only if it's thought to have an emotional connection that it's worth the investment. Anything else is listened to for free on streaming sites and it's not that their appetite for music is in decline, but with increased availability online, the need for music with substance is key.

## 2. It aids my self-expression

**Classic tracks** and their older favourites form part of their personal identity as well as their history. They're key to expressing who they are, conveying emotions, ideas and messages they associate with significant markers in their lives. This means the music that resonates with the Tribes has emotional meaning and acts as a personal form of expression.

Source: Tribes Live, July 2014 – Which music genres do you like? Please select all that apply. All (70)



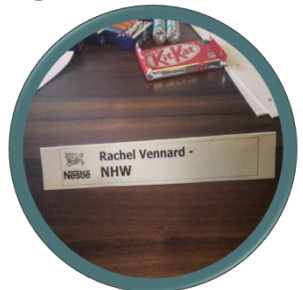


# The future of life

The media stereotype of British young people as a generation of binge drinking layabouts, uninterested in social issues isn't a fair representation. What's really happening is that because they're so time poor from investing in their uncertain futures, their social hubs now gravitate more towards their places of work or study.

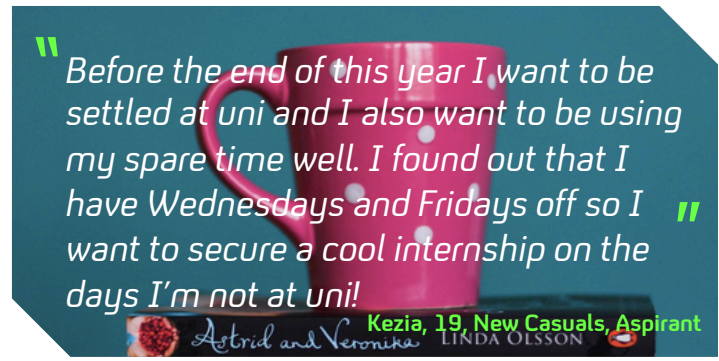
## We are growing up!

They've got interests and passions which they want to pursue but this means exclusively hanging out isn't happening. They've made decisions to further careers or continue in education and they're dedicating themselves. Scaremongering round unemployment and the education system doesn't deter because they've got real aspirations to achieve personal goals and succeed.



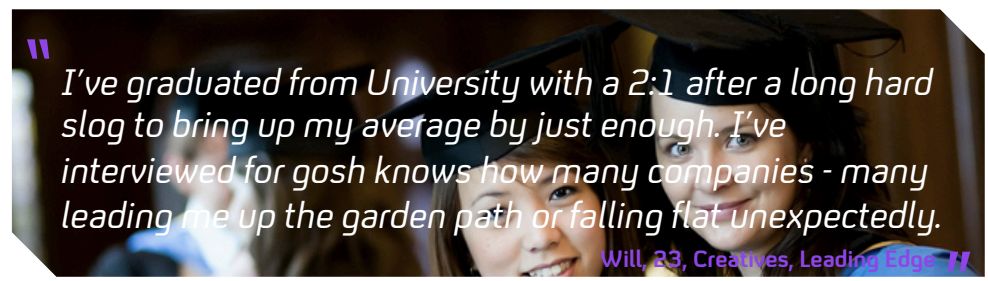
## We are future focused!

They're savvy about their future prospects too, wanting to maximize their time and their return on whichever route they choose. They're researching average graduate salaries and courses in the sector they're interested in as well as reputations of organisations. So they're clued up and results driven because they're all too aware of how tough the job market is.



## Change your attitudes!

They're not a passive generation and they don't want to be considered as just a number in the system. They want secure, successful futures and want to stand out in way that's different to their current media portrayal. Inspiring and motivating them to achieve success would be a real boost, but they're currently doing this without help of the wider system, so they get our support.





...and as you can see, Your4 really does have Talent!



Once upon a time in a faraway land,  
 A red red rose turned a beast to a man.  
 A girl gave her soul to walk on the sand  
 Then was given it back by the courage of a man.

The rise of power through murder and lies  
 Was destroyed by the bond of family ties.  
 A pursuit of beauty through poison and disguise,  
 yet the fairest remains with a prince by her side.

A thicket of thorns and a dragon's green fire,  
 Was nothing compared to true love's desire.

A genie, a wish, a carpet, a cave.  
 A monster, a man, a hero, a slave.  
 A mortal, a god, a legend, a boy.  
 A mancub, a bear, a panther, a ploy...

Marnie, 21, Chav, Mainstream





# Recently the tribes have been talking about

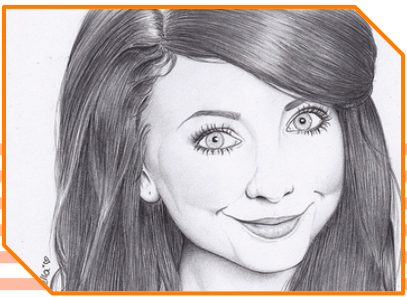
Hunger Games anticipation!



Job success



Vlogger role models



Finding work experience



Holding out for Xmas..



Alexander Wang for H&M

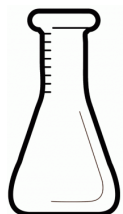


One Your4ers starts a student radio show



Nicky Morgan against creatives





# Distilled insights from recent tasks

## How do you feel about university? -

- University is an exciting time for Tribes – they've gone through the process of the application process and are ready for new experiences and new opportunities while leaving school behind
- Reputation and future prospects are at the top of Tribes' lists when scoping out universities, so course offerings, average results and an overall insight into the institution is a must before deciding
- The importance of being part of the Russell Group (universities with academic excellence) was met with mixed reviews. They recognise the standard of education it brings but course content, format and the university's reputation for success of that particular course were held in higher regard

## Digital dating -

- Tribes are aware of the dangers around digital dating and cautious when they partake, taking safety measures such as pre-meet social media stalking and Skyping
- As their use of digital in daily life increases and the lines of acceptable digital behaviour blur, Tribes think digital dating may one day become the norm.
- Online dating sites are still associated with older generations while dating apps such as Tinder, aimed at younger ages are seen 'as a laugh' and more widely accepted.

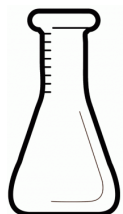
## Snapchat hacks -

- Tribes are savvy digital users and take a trust no one approach when it comes to photo-sharing apps. Never fooled by the 'destroys after 10 seconds' claim, silly faces were the extent of damaging photos to be shared on Snapchat
- They believe platforms such as Snapchat should ensure they are taking security measures to keep hackers at bay but Tribes are sympathetic to the difficulties involved and ultimately take responsibility for the photos they chose to share.
- Ultimately, greater awareness of the dangers of online sharing should be given at school to ensure vulnerable teens take care online and avoid damaging situations

## Wearable technology -

- While wearable technology interests Tribes, they won't be splurging on any unless it becomes a global necessity as they don't have the disposable cash
- Enhancing their lives by making day-to-day tasks more efficient would be a welcome advancement that wearable tech could offer to Tribes but they have everything they need in current handheld devices
- Concerns around privacy meant Tribes were not keen on the idea of an all-encompassing implant that could monitor action, movement and health at all times





## Distilled insights from recent tasks

### WhatsApp -

- Messaging apps have replaced texting for Tribes and WhatsApp is seen as the all-rounder. It's easier to speak to friends abroad, they can have group chats and photo and video share. What's not to like?
- Used mainly for general chat, Tribes are only talking about TV on messenger if it's topical (so a new series has started, or a trailer has been released) and only few create TV specific groups
- Tribes believe WhatsApp & Twitter are mutually exclusive so one isn't replacing the other. Twitter is a broadcasting tool that offers connection and sharing. WhatsApp is more of a 'gossip' tool to speak with close family and friends

### Tell Your4 -

- The majority of Tribes have most music genres on their iPod and listen to a variety – it's an eclectic mix that they pick and choose from but the Leading Edge seem to enjoy and soak up wider musical tastes the most as they listen to and create music
- Work and study are the two demons in the Tribes lives so hanging out is happening much closer to their work lives with social hubs being at home, college or university - the two environments are crossing over
- Personal sharing is something of the past – Tribes are sharing topical content and this remains a big connector between them and their peers. News articles, political happenings, topical TV, and 'funnies' are all worth it

### How interested are you in young people worldwide? -

- Connecting to young people from different countries and cultures grows the Tribes interest in the lives of youth in other countries through means such as pen pals and international gaming communities
- Mainly of interest were European countries that are seen as similar to UK such as Sweden, Denmark and France. The Tribes are interested in their political, educational and welfare systems in comparison to Britain and are surprised to see such differences.
- Food, music, fashion and politics were of clear interest to Tribes as the biggest cultural touch points to not only influence British trends but also their day-to-day lives

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