University of Ss. Cyril and Methodius in Trnava
Faculty of Mass Media Communication
Námestie Jozefa Herdu 2

ETHICAL EVALUATION

OF RESEARCH INQUIRY TO BE CONDUCTED BY PETER KRAJČOVIČ

Evaluation took place on: June 16, 2025, Trnava, Slovakia
Evaluation number: 2025/FMK-UCM/08

Present members of the Ethical Committee for Science and Research
at the Faculty of Mass Media Communication
at the University of Ss. Cyril and Methodius in Trnava, Slovakia:

Assoc. Prof. PhDr. Jana Radošinská, PhD. – head of the Committee
Prof. PhDr. Hana Pravdová, PhD.
Prof. Mgr. Norbert Vrabec, PhD.
Assoc. Prof. PhDr. Jana Galera Matúšová, PhD.
Assoc. Prof. JUDr. PhDr. Martin Solík, PhD.

Preliminary title of the evaluated research:
MEDIA BEHAVIOUR OF GENERATION Z MEMBERS IN THE CONTEXT OF GLOBAL SOCIAL CHANGE AND THE TRANSFORMATION OF THE MEDIA ECOSYSTEM

Researcher:
Mgr. Peter Krajčovič, PhD.
Assistant Professor, study program Marketing Communication
FMK UCM in Trnava

1. Research description

- The aim of the research will be to determine the frequency and patterns of use of individual types of media by members of Generation Z.
- The research will also focus on the broader context surrounding the use of digital and traditional technologies in the everyday lives of this generational cohort, and on the factors that influence the decision-making of Generation Z members when selecting media content.
- The study population will consist of members of Generation Z living in Slovakia.
- Respondents will be selected using a non-randomised, purposive, and convenience-based sampling method.
- Data collection is planned for the period September – October 2025 via an electronic questionnaire.

- The questionnaire will be structured and will consist of 19 questions, including 3 demographic questions (age, gender, type of accommodation).
- In terms of content, the questionnaire will be divided into 3 main areas:
  - The socio-demographic profile of Generation Z – the aim will be to collect data on age, gender, and type of accommodation, which will subsequently serve as independent variables in statistical testing.
  - The lifestyle of Generation Z in relation to digital and traditional forms of activity – the aim will be to examine Generation Z's relationship with digital and traditional forms of activity, as well as the extent to which they prefer to carry out everyday activities online, whilst also identifying differences between individual types of activity. The activities will include the following: shopping for basic groceries and toiletries, buying clothes, purchasing medicines and personal hygiene products, buying electronics, keeping up to date with social, political, and cultural events, communicating with friends, forming new relationships, spending free time, seeking entertainment, rest or relaxation, and finding answers to problems they currently need to solve (e.g. information about the weather, how to repair something, what to cook, etc.).
  - Media behaviour of Generation Z – the aim will be to determine the frequency of use of individual types of media, specifically: reading printed books, reading print newspapers and magazines, watching television, listening to the radio, visiting online news portals, reading blogs, listening to podcasts, using streaming platforms, and using social media.
  - The study will also involve identifying the factors that determine Generation Z's decisions regarding what content they watch (or read, or listen to), as well as ascertaining the purpose of using individual media, including social media.
  - As part of the study, the inquiry will also focus on the time spent using smartphones. This data is recorded by each mobile device using a time-tracking app and will be obtained directly from each respondent's app. We will use the data obtained as a key variable in statistical testing and in comparing its impact on the media behaviour of Generation Z members with regard to the use of individual types of media.
- The collected data will be analysed using descriptive statistics and a range of statistical methods and procedures, e.g.: the chi-squared test, Spearman's correlation coefficient, Cramer's V, analysis of variance (ANOVA), linear regression model using the ordinary least squares (OLS) method, cluster (segmentation) analysis.
- Participation in the research will be voluntary. All respondents will be informed in advance about the purpose of the research, the voluntary nature of participation, the anonymous processing of responses, and their right to withdraw from participation at any time without any consequences. Informed consent will be obtained electronically before accessing the questionnaire.

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2. Ethical aspects of the research

- **Voluntariness and informed consent:** All research participants will be informed about the purpose of the research, the scope of their participation and the method of data processing. Their participation is voluntary.
- **Anonymity and confidentiality of data:** The personal data included in the research inquiry will be fully anonymized. Any personal data on these surveyed individuals and/or their identity will be strictly separated from other research material and archived in a different manner. The researcher declares that pseudonyms or numbers will be used when citing the participants' statements and opinions, characterizing their reactions, or mentioning various noteworthy circumstances.
- **Right to withdraw from the research:** The participants are granted the right to abandon the research at any time without stating a reason and without consequences.
- **Sensitive topics:** The research participants will be advised to skip any topic that would make them feel uncomfortable, embarrassed, ashamed, and/or humiliated. An individual consultation with the researcher will be available if necessary.
- **Researcher's interpretation:** The researcher declares that during the acquisition and evaluation of research data, he will approach the personal statements and reactions of the participants with respect, so that the subsequent interpretation of this data is not misleading, dishonoring, biased, and/or judgmental. He declares that the subjectivity, uniqueness and individuality of the attitudes and opinions of all participants will be preserved and respected. Quoted statements of research participants will be published without editing or modification, especially without such changes that would in any way affect and distort their original meaning and context.

Based on the above, it can be stated that the research to be carried out by Mgr. Peter Krajčovič, PhD. complies with the Code of Ethics of the Faculty of Mass Media Communication of the University of Ss. Cyril and Methodius in Trnava. The research process will be further monitored by the Ethical Committee for Science and Research to make sure its outcome and the manner in which it is to be presented are in accordance with the faculty's Code of Ethics.

On behalf of the Ethical Committee for Science and Research at the Faculty of Mass Media Communication at the University of Ss. Cyril and Methodius in Trnava, Slovakia

UCM FMK
Fakulta masmediálnej komunikácie
Faculty of Mass media Communication
Univerzita sv. Cyrila a Metoda v Trnave
Nám. J. Herdu 2, 917 01 Trnava
-4-

Assoc. Prof. PhDr. Jana Radošinská, PhD.
Head of the Ethical Committee
for Science and Research at the FMK UCM

+421 33 5565 424
info.fmk@ucm.sk
www.fmk.sk