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***Shift towards Visual Information Processing Style
– An Underlying Consumer Perspective***

Internet communication has become more widespread during the last decade; companies and users have reacted in the same way by making and using more content. Technology advances supported the emergence of services, such as YouTube leading to a sizeable amount of visual consumption. And while overall video consumption is growing rapidly, younger generations' digital media consumption is growing even faster.

The high level of internet use has an impact on how consumers process information. A shift towards more visual stimuli influences what and how is perceived and processed. In our study we compare the visual and verbal processing styles of young adults. We refer to a previous study done in 2001 within a similar sample, marketing students of the same school. That study has shown a gender effect in the style of processing information. Since a new generation – millennials – is in the life stage of the previous one, we repeated this study based on the SOP scale (T. L. Childers et al., "Measurement of Individual Differences", 1985) and include added measure about internet use. We postulate that due to heavy internet use the overall level of verbal/visual is going to shift toward visual processing, but gender differences will remain.

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