

REPORT

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GENERACIÓN EFÍMERA
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In 2005 the sociologist Zygmunt Bauman published his work *Liquid Life* in which he described the characteristics of a modern society in which everything was interchangeable, nothing remained and the common good was underestimated in favor of a culture of the individual. The Bauman is one of the best essays on the speed of postmodernity and Professor Noguera Vivo pays homage a decade later with *Ephemeral Generation*.

In 2015 the Snapchat social network reached the figure of six billion video views per day. This platform exemplifies the uses, preferences and habits of Millennials, a generation born between 1990 and 1996 that is characterized by its consumption, uses and ephemeral messages and whose habits define a whole lifestyle that the author has included under the concept of generation ephemeral

With a prologue by Víctor Sampedro (author of *Digital Dietetics* and Professor of Public Opinion and Political Communication at the URJC) the book is divided into six chapters that analyze the consumption and life habits of a generation that was already born with the internet and whose popular culture (which in most cases is through screens) is no longer based on possession and storage.

The main contribution of the text is its academic rigor and, at the same time, its pleasant and colloquial style that explains reality from an approach based on people and not on technologies. Proof of this are the dialogues of chapter 6 with young people who have lost the Millennial label and where we see that the ephemeral is a protection and not a sign of weakness.

It is, therefore, a valid and useful book both for academics interested in social media (and how current consumers behave) and for parents concerned about understanding what their children do. In short, a work to try to understand online life.

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Synthesis of professional curriculum of the author of the book reviewed

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Professor of technology in the area of Journalism at the Catholic University of Murcia (UCAM). Director of the Department of Communication Sciences, principal investigator of the "Communication, Policy and Image" group. His work focuses on new media, participation and digital culture. Guest speaker at national and international forums on digital journalism and visiting professor in Canada, Finland, Sweden and Mexico. He has numerous scientific publications and books: *Todos todo*. *Manual of journalism, participation and technology* (2015), *Economics of Participation* (2014), *Networks and journalism* (2012), *Social networks for communication students* (2011) and *Blogs and media* (2008).