

How Intergenerational Relationships are Portrayed in Social Media and Pop Culture



Intergenerational Beauty Campaigns are on the rise.

Left: Eloreia's fragrance campaign brings two generations together advertising "timeless quality"

Below: Sephora's #NeverStop campaign features photos and videos of multiple generations with the message "No one person is the same and the formula for beauty shouldn't be either."



Intergenerational beauty campaigns convey a message of inclusivity, generational cohesion, and can help counter "anti-aging" rhetoric.

Intergenerational Relationships in Social Media

The production of intergenerational content is a rising trend on social media platforms. Intergenerational content production on social media often features topics related to beauty, cooking, and dancing.



Instagram user @marie_bustinmoves posts dance videos that showcase the unifying power of movement across generations.

Bridging the Gap

Intergenerational relationships happen both among family members and among non-related intergeneration members. As intergenerational content between family members has gone viral, more content creators have started to collaborate with people outside of their own family and generation.

There is significant impact when intergen content goes viral. It helps to popularize and normalize the notion of intergenerational relationships.

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The Role of Culture

Much intergenerational online content takes place among family members and includes some transmission or preservation of culture, including food.

This grounding of content in a mutual interest naturally produces more topics around which to build relationships. Culture in particular emphasizes parts of identity that generation members share



Above, from NBC October 2022: "Grandmother, Granddaughter Duo Preserve Cuban Culture One Recipe at a Time"



Instagram has a hub of intergenerational creators that represent NYC's Chinatown. @wingonwoandco celebrates their multi-generation run storefront. @thinkchinatown advertises events to young and old alike in a neighborhood where 22% of the population is age 60+.



Things to Consider

- **Continuing to Create:** Intergenerational content development visibly builds bridges across socially-constructed divides. Encouraging the development of intergenerational content promotes ongoing conversations about style and creativity, while adding the implicit support of "sharing" something online.
- **Increasing Representation:** Intergen content needs to work to include more neuro-diverse, disabled, and generally diverse individuals. Additionally, online intergenerational content tends to feature men much less frequently than those of other genders.