Move over Millennials, Generation Z is Here!

Dr. Corey Seemiller
Meghan Grace
Leadership Programs

Generation Z

• Otherwise called Digital Natives are those born in 1995 or later; they are 18 this year.

For Generation Z...

• Eminem and LL Cool J could show up at parents’ weekends.
• As their parents held them as infants, they may have wondered whether it was the baby or Windows 95 that had them more excited.
• They have known only two presidents.
• A tablet is no longer something you take in the morning.
• Plasma has never been just a bodily fluid.
• With GPS, they have never needed directions to get someplace, just an address.

For Generation Z...

• Kevin Bacon has always maintained six degrees of separation in the cinematic universe.
• Their favorite feature films have always been largely, if not totally, computer generated.
• Their parents’ car CD player is soooo ancient and embarrassing.
• They have always known that there are “five hundred, twenty five thousand, six hundred minutes” in a year.

Generation Z Characteristics

• Embrace diversity
• More tolerant, respectful, and responsible.
• Are social change-oriented
• More socially aware and community minded.
• More cautious, but not afraid to try new things
• Loss of innocence has made them resilient and pragmatic.
• Are collaborative.
• They are the sharing generation, having shown tendencies to share everything, including possessions, no matter how personal.

Generation Z Characteristics

• Tend to follow authority.
• Are not rebellious.
• Like their parents.
• Have confidence.
• Can see through the superficial.
• Have a short attention span
• Engage in multi-tasking
• Because they need instant answers, they struggle with critically evaluating information and are quick to take the first information they get including opinions over fact pieces.
• Can demonstrate a lack of manners.
Issues of Concern

- School violence and shootings.
- Terrorism and climate change.
- Discrimination.
- Have grown up in an era of great political dysfunction and low approval ratings of politicians.

Generation Z Technology Characteristics

- GenZers report spending almost every waking hour online
- Prefer frequent communication in spurts rather than lengthy communication.

Generation Z Technology Use

- Declining use or no use of some technology.
  - Not really using email.
  - Have a Facebook page to stay connected but think too much drama happens on Facebook use Facebook to post pictures.
  - Not sending messages through social media sites.
  - Not really using Twitter.
  - Not really using blogs.
  - Not yet actively using Instagram.

Generation Z Technology Use

- Extensive use of some technology.
  - Have a phone and use it for everything- TV, GPS, internet, etc.
  - Text message a lot.
  - Love YouTube.
  - Engage in social gaming.
  - Like posting comments on pages, pictures, and walls.

Generation Z Learning

- Love constant and immediate feedback (instant information)
- Like to contribute their knowledge and opinions online
- Can seek out own learning
  - Use their network of relationships as a source of learning
  - Learning from the internet is preferred over print materials like books

Marketing and Generation Z

- Get recommendations from social media sites
- Like to go to a website after learning about a product
- Word of mouth is still very important
- Humor works
**Millennials and Gen Z**

<table>
<thead>
<tr>
<th>Millennials</th>
<th>Generation Z</th>
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<tbody>
<tr>
<td>More liberal</td>
<td>More conservative</td>
</tr>
<tr>
<td>More optimistic</td>
<td>More realistic</td>
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<tr>
<td>Service-oriented</td>
<td>Social change-oriented</td>
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<tr>
<td>Diversity is the norm</td>
<td>Diversity is the norm</td>
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<tr>
<td>Confident</td>
<td>Confident</td>
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<tr>
<td>“Me” Generation</td>
<td>“We” Generation</td>
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<tr>
<td>Tech savvy</td>
<td>Tech reliant</td>
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<td>Facebook to connect</td>
<td>YouTube to connect</td>
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<tr>
<td>Pre-scheduled learning</td>
<td>On demand/just in time learning</td>
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<tr>
<td>Wanna learn something?</td>
<td>Wanna learn something?</td>
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**Adapting for Generation Z**

- What processes or practices at the university might need to be adapted based on this new demographic of incoming students?

**Strategizing for Generation Z**

- In the context of the process/practice assigned to your group, what strategies, approaches, or modifications might we need to consider to better serve and engage this population?

**Individual Action Plan**

- Based on your program role or functional area, how might this information impact your work directly?

**References**

- “GenZ: The Limitless Generation – A Survey of the 13-18 Year Old Wikia Audience” was conducted online by Ipsos MediaCT from December 17, 2012 to February 4, 2013 with 1,203 Wikia users aged 13-18 (GenZ). www.wikia.com/Generation_Z:_A_Look_at_the_Technology_and_Media_Habits_of_Today’s_Teens