Move over Millennials, Generation Z is Here!

Dr. Corey Seemiller
Meghan Grace
Leadership Programs
* 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 Family Weekend.
* 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 soooooo 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.
* 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 learning
  * Learning from the internet is preferred over print materials like books

“There aren’t any icons to click. It’s a chalk board.”
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
<table>
<thead>
<tr>
<th>Millennials</th>
<th>Generation Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>More liberal</td>
<td>More conservative</td>
</tr>
<tr>
<td>More optimistic</td>
<td>More realistic</td>
</tr>
<tr>
<td>Service-oriented</td>
<td>Social change-oriented</td>
</tr>
<tr>
<td>Diversity is the norm</td>
<td>Diversity is the norm</td>
</tr>
<tr>
<td>Confident</td>
<td>Confident</td>
</tr>
<tr>
<td>“Me” Generation</td>
<td>“We” Generation</td>
</tr>
<tr>
<td>Tech savvy</td>
<td>Tech reliant</td>
</tr>
<tr>
<td>Facebook to connect</td>
<td>You Tube to connect</td>
</tr>
<tr>
<td>Pre-scheduled learning</td>
<td>On demand/just in time learning</td>
</tr>
<tr>
<td>Wanna learn something?</td>
<td>Wanna learn something?</td>
</tr>
<tr>
<td>Google it</td>
<td>You Tube it</td>
</tr>
</tbody>
</table>
What processes or practices at the university related to advising might need to be adapted based on this new demographic of students?
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?
* 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%E2%80%99s_Teens