

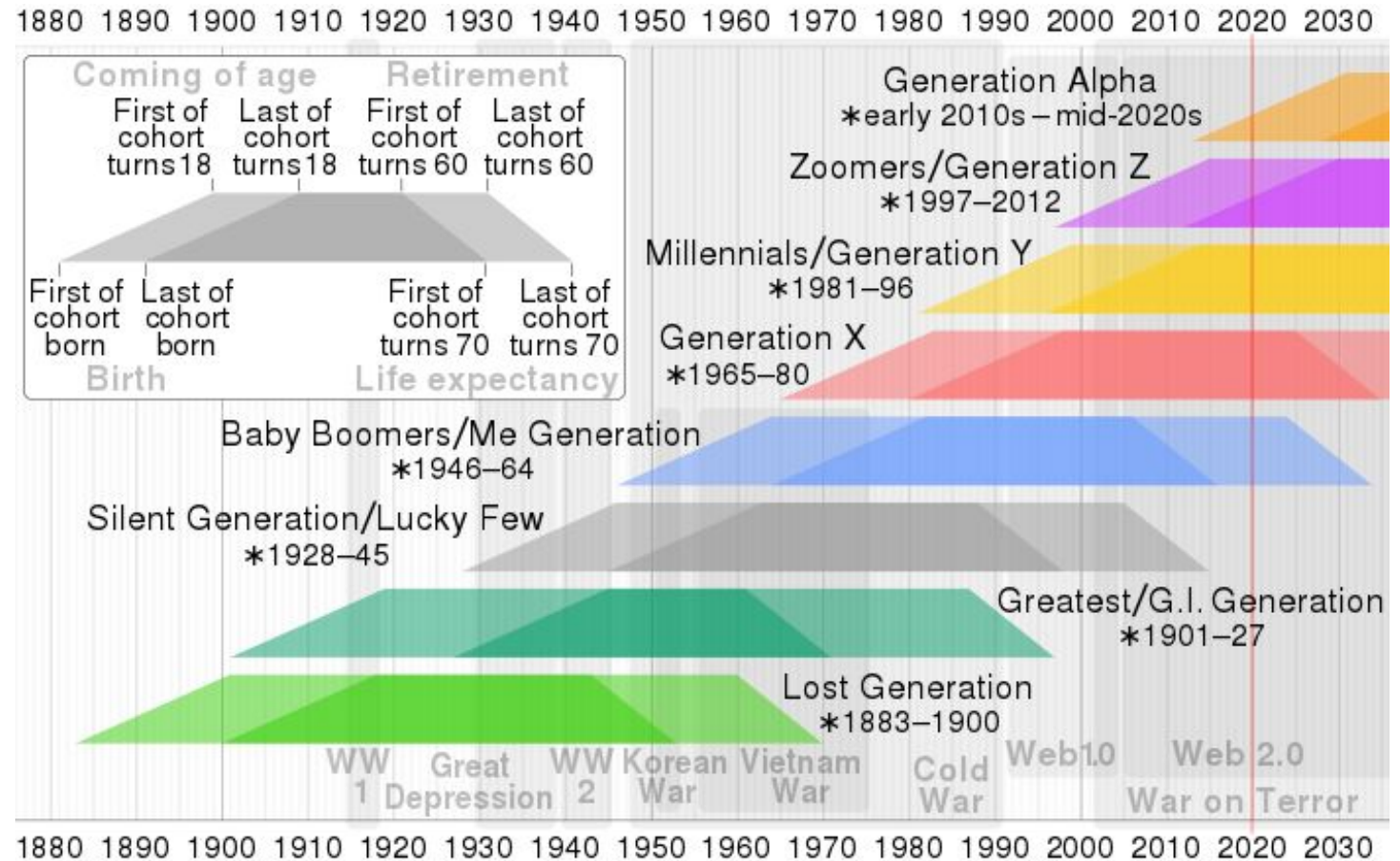


GENERATION Z

ANNA
GASPARYAN
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DEFINITION

Generation Z, or Gen Z for short, are the demographic cohort succeeding Millennials and preceding Generation Alpha. Researchers and popular media use the mid-to-late 1990s as starting birth years and the early 2010s as ending birth years. Most members of Generation Z are the children of Generation X and sometimes millennials.

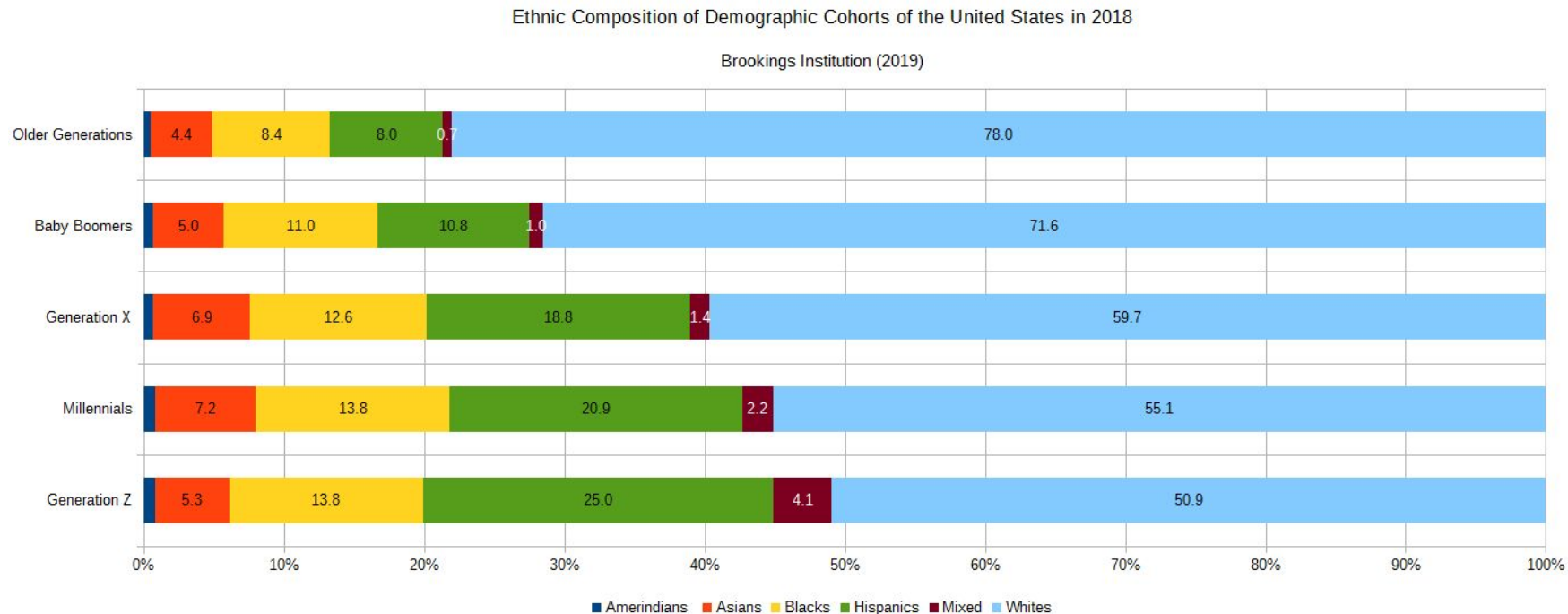


SPECIFICATION

Generation Z (1995-2010) ("digital natives") is tied to a large number of devices, trusts information posted by friends, as well as the recommendations of bloggers and opinion leaders. The concept of "Word of Mouth" ("word of mouth") has become a direct part of the communication model of the generation. Characterized by thoughtfulness, the ability to multitask, straightforwardness, frugality, isolation.

ORIGINS

The "Generation Z" is descendant from "Generation Y" called millenials (1982-1995) with highly values freedom, is keen on new experiences and self-development, later grows up, lives longer with their parents, does not consider private property an important value.



GENERATION DIFFICULTIES

We are dealing with "unpure" types of generations: with a mix. It does not happen that some year of recruitment is "millennials", some - Z, and the next immediately go "alpha". Moreover, in modern master's programs, for example, there is often a mix of "millennials" and "boomers" (boomerlennials).

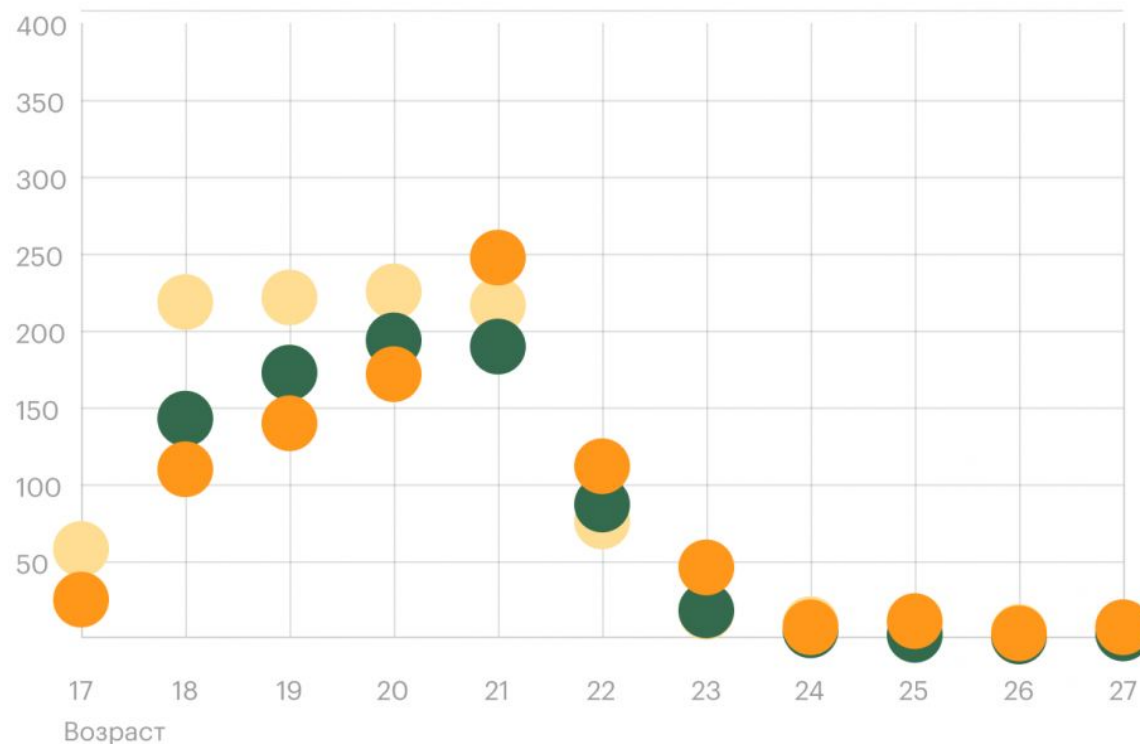
Both have a penchant for individualism and are quite active. Therefore, the educational process must be adapted to such generational "mixes".

GENERATION PORT

Sociologists generally agree that Gen Z has a thirst for safety, and that pleasure, simplicity, and interest are more important than high earnings. They are less prone to risk and rebellion, are under the influence of parents and peers, are determined to change society, learn on their own, and are afraid of being "stuck" in an unpleasant place. They start working early, combining work and study, and engage in self-education.

Распределение выбора причин поступления: знания — диплом по возрасту респондентов

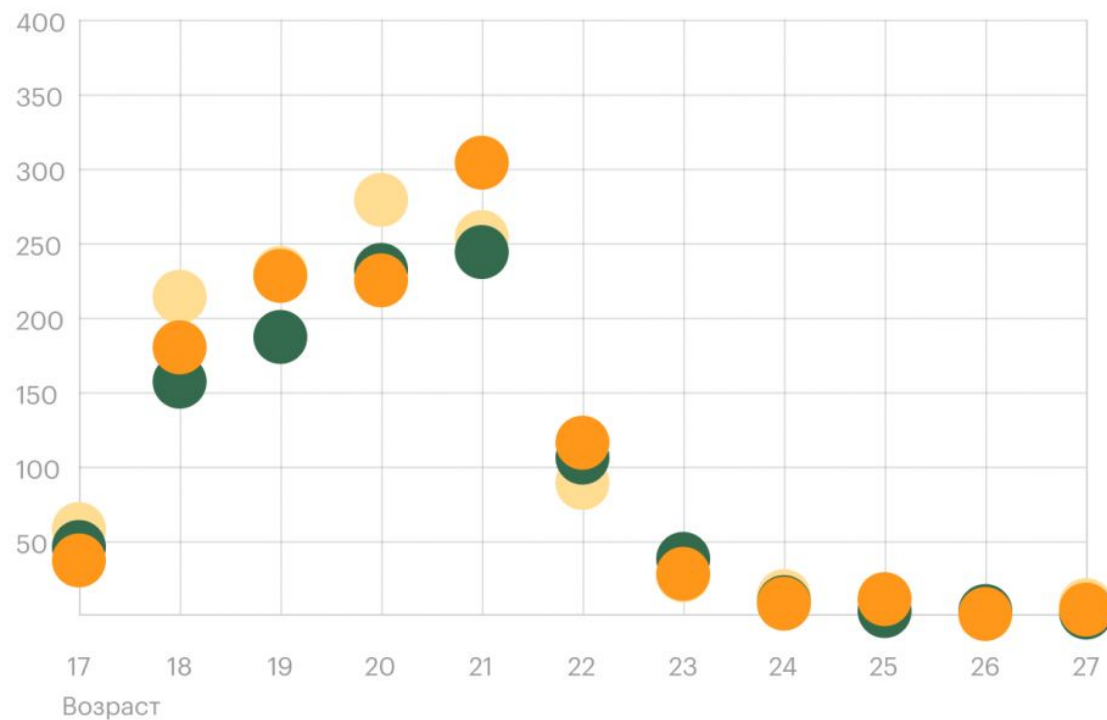
- Знания
- Не определились с выбором
- Диплом



GENERATION PORTI

Распределение выбора причин поступления: престижный вуз — любой вуз (куда возьмут) по возрасту респондентов

- Престижный вуз
- Любой вуз (куда возьмут)
- Не определились с выбором



People who choose any university, regardless of prestige, clearly see the age “scrapping” - 21 years old: and it also corresponds to the approximate generational boundary between “millennials” and “generation Z” (early 2000s).

PLUSES OF THE GENERATION

Generation Z is called self-centered, and they themselves consider themselves the laziest of all lazy.

But statistics show the opposite: Andrey and his friends were already born with an entrepreneurial streak, they see how success stories unfold and what can be achieved by creating their own business. Therefore, it is still worth taking a closer look at the representatives of generation Z, these people are talented and better oriented in the world. And most importantly, thanks to innate entrepreneurial spirit, they are ready to take responsibility and be responsible for their actions, while millennials do not have a particular predisposition to this.