UCI | School of Social Sciences

GENERATION Z

ON THE PATH TO GLOBAL CITIZENSHIP

Generation Z

On the Path to Global Citizenship

GLOBALSCOPE PUBLICATIONS

University of California, Irvine • School of Social Sciences

GlobalScope is a series of innovative curriculum guides created by the University of California, Irvine's School of Social Sciences for secondary school educators and students on the 21st Century forces and issues of globalization. The curriculum is designed to introduce high school students to the formal academic disciplines of anthropology, economics, geography, international studies, political science, and sociology. The GlobalScope publications allow us to share original University research and teachings with students and teachers beyond our immediate reach.

GENERATION Z: ON THE PATH TO GLOBAL CITIZENSHIP

"*Generation Z: On the Path to Global Citizenship*" is being introduced to help students intellectually digest and apply their newly acquired global knowledge to their future plans. Unlike our other academically themed curriculum guides, the student is placed at the center of the subject matter by focusing on the concept of generations and examining the expectations and abilities of their own generation. The students will consider the impacts social media and contemporary social movements are having on our 21st century world.

As Generation Z, our students are members of a generation that will define the future of this nation and the world. Generation Z shares a uniquely global perspective. In our increasingly integrated and interdependent world their future will be shaped by global realities. Individuals living and learning in the digital world have the power to "design" their own futures.

Our students have real choices to make. Will they become Global Citizens? Will they go beyond their individual and national identities? Will their accomplishments impact a global population? What issue will they address through their (college level) academic studies and through their future career choices?

The final capstone project is a reflective project that requires the students to design their own future pathways. Each student will be asked to:

1. List and describe two global issues they consider most important.
2. Identify and describe a career path that will allow them to address their chosen global issue(s).
3. Conduct a college search to locate at least 2 colleges that offer majors/degrees that will prepare them for their chosen careers.

The final activity of the capstone project and the year-long course requires each student to share their future global paths with the class through oral presentations. Their presentations will be based on the three tiered process described above.

GLOBAL CONNECT VISIONARIES

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GLOBALSCOPE

GENERATION Z: ON THE PATH TO GLOBAL CITIZENSHIP

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	Lecture: Generation Z Generation Z? Millennial? Both? *https://www.buzzfeed.com/globalconnect/generation-millennial-both-32gky?utm_term=.utEVbRNyDj#.abW6zwL9ax*
Unit I	**Workshop: Defining Generation Z** Kahoot Survey: How Gen Z Are You? *https://play.kahoot.it/#/?quizId=b4fd16fb-3e8e-45e7-a627-901ed13e6cfd* WordArt *https://wordart.com/create* Generation Z: Making a Difference Their Way | Corey Seemiller | TEDxDayton *https://youtu.be/cN0hyudK7nE*
Unit II	**Lecture: Social Media** Socialnomics 2018 *https://youtu.be/2IcpwISszbQ* Gulabi Gang – The Documentary – Official Theatrical Trailer *https://youtu.be/Av39YJTnMM8* Gulaab Gang – Official Trailer | Madhuri Dixit, Juhi Chawla *https://youtu.be/xAcN8RR3Ry4* **Lecture: Social Movements** Wael Ghonim and Egypt's New Age Revolution *https://youtu.be/LxJK6SxGCAw*

	Lecture: Global Citizens
	Brené Brown on Empathy *https://youtu.be/1Evwgu369Jw*
	Syria Crisis: One Million Refugee Children *https://youtu.be/pjN28GraSPQ*
Unit III	Gender Inequality and Female Empowerment: A Guide To Global Issues	Global Citizen *https://youtu.be/OrLGxx_TDv0*
	Who We Need: Financial Coordinators *https://youtu.be/_tWPDmt8k2k*
	Who We Need: Flying Watsan *https://youtu.be/ARkW1KOMoI4*
	Global Citizen *https://youtu.be/_yio6kQrlYQ*

GENERATION Z: ON THE PATH TO GLOBAL CITIZENSHIP

Unit I: Introducing Generation Z

GENERATION Z
Mark Barcelona

Greatest

Z

Silent   Boomers   X   Millennials
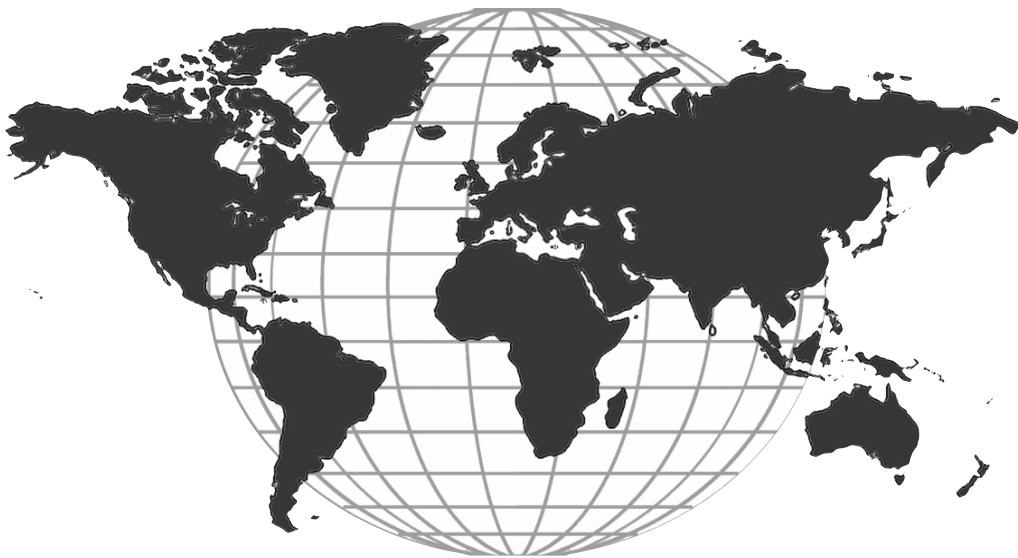
Is it possible to paint a portrait of an entire generation?

Each generation has a million faces and a million voices.

What the voices say is not necessarily what the generation believes, and what it believes is not necessarily what it will act on. Its motives and desires are often hidden. It is a medley of good and evil, promise and threat, hope and despair. Like a straggling army, it has no clear beginning or end. And yet each generation has some features that are more significant than others; each has a quality as distinctive as…

Time Magazine, November 5, 1951


What is a Generation?

- A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.
- America's generations
  - The Greatest Generation (Pre-1928)
  - Silent Generation (1928-1945)
  - Baby Boomers (1946-1964)
  - Generation X (1965-1980)
  - Millennials (1981-1994)
  - Generation Z (1995-2012)
- Generation Gap: Differences of outlook or opinion between generations

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The Greatest Generation (Pre-1928)

- Historical events
  - The Great Depression
  - World War II
- Pop Culture
  - Media
- Technology
  - Radio
- Characteristics
  - Traditional

The Silent Generation (1928-1945)

- Historical Events
  - Depression/WWII (youth)
  - Korean War
  - Cold War
- Pop Culture
  - Big Band, Rock and Roll
- Technology
  - Television
- Characteristics
  - Careerist
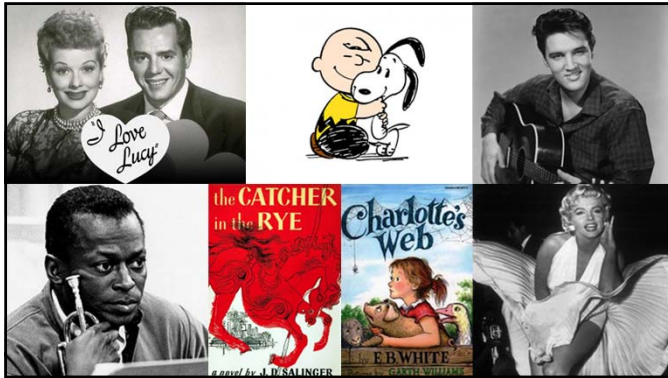
The Baby Boomers

The Baby Boomers (1946-1964)

- Historical Events
  - Vietnam War
  - Civil Rights Movement
- Pop Culture
  - Rock and Roll
  - Youth Culture
- Characteristics
  - Individualistic
  - Innovative

Generation X (1965-1980)

- Historical Events
  - Fall of Berlin Wall
  - Rise of the PC
- Pop Culture
  - MTV Generation
- Characteristics
  - Savvy
  - Skeptical
  - Self-reliant

Millennials (1981-1994)

- Historical Events:
  - 9/11 – attack at the World Trade Center
  - The Great Recession
- Pop Culture: Hip Hop, Cable TV
- Technology:
  - World Wide Web
  - Smart Phone
- Characteristics:
  - Team-Oriented, Unconventional, Technological Savvy

TAKE THE QUIZ!

Generation Z? Millennial? Both?

The following will test your knowledge on Generation Z and Millennial topics. Are you more Generation? Are you more of a Millennial? Or are you a perfect mix of both? Take the following quizzes and let's find out!

## What's the Difference Between Gen Z and Millenials?

- Gen Z will be the first to actively embrace the **micro-entrepreneurial jobs** as their primary way of earning a living.
  - Think of all the Youtube vloggers that you follow.
- Millennials grew up in economic prosperity.
- Millennials have had to adapt to social media.
- Gen Z will likely want to avoid **student debt** which has left many millenials struggling to buy a house.

Does social media affect self-esteem? How many said 'yes':

42%	31%	23%	20%
GenZ	Millennials	GenX	Boomers

Generation Z (1995–2010)

- Gen Z'ers are currently 20 years old and under
- Also known as **iGeneration,** and Post-Millennials
- Grew up during the Great Recession
- Do not have a recollection of 9/11

Do you agree or disagree with the video?

Still adapting to Gen Y? Don't blink. Here comes Gen Z.
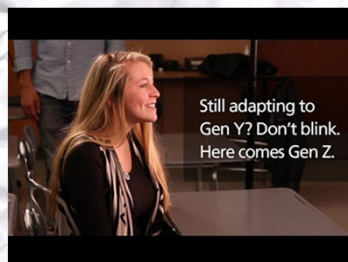
Key Characteristics

- Generation Z lives in a world of **continuous updates** thanks to the internet & apps
- Big **multi-taskers**
- More **entrepreneurial**
- Have higher expectations than millennials because they were born into a world overrun by **technology**
- They are born social, largely due to the rise of **social media**
  - 92% of Gen Z has a social footprint
- Gen Z are highly educated. It's likely that a larger percentage of Gen Z will attend and graduate from college than any previous generation, including the Millennials. Gen Z is also adept at web-based research and often self-educates with online sources.

Fun Facts

- You came after dial-up internet!
- You're the first **global** generation thanks to the internet.
- Your population makes up 25.9% of the United States population.
- You contribute $44 billion to the American economy.
- By 2020, you will account for ⅓ of the total U.S. population.

Defining Moments and Cultural Symbols

- The Great Recession impacting their parents
- Student loan debt becoming a crisis in America
- The Affordable Care Act becoming law
- Growing up with an African-American US president
- Gay marriage becoming legal
- Medical marijuana becoming legal in many states

Key Terms

1. **Generation**: A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.

2. **The Greatest Generation:** This generation grew up in the United States during the Great Depression and went on to fight in World War II. This generation grew up with traditional values and listened to the radio for entertainment.

3. **Silent Generation**: This generation fought in the Korean War and experienced the Cold War. This generation is "silent" because not many drifted away from social norms. Rock and roll and television became popular during this generation.

4. **Baby Boomers:** This generation was born post-World War II and grew up during the Civil Rights Movement and the Vietnam War. This generation was comprised of an individualistic and innovative youth culture.

5. **Generation X:** This generation was born after the Western Post-World War II baby boom. They learned independence at an early age, as parents worked longer hours and divorce was common.

6. **Millennials:** This generation was born during the 1980's to mid-1990's. They grew up in an age of technology and the Great Recession had a major impact on them.

7. **Generation Z:** This generation was born during the late 1900's to mid 2000's. This generation has used the Internet since a young age, and are comfortable with technology and interacting on social media.

8. **Generation Gap**: Differences of outlook or opinion between generations.
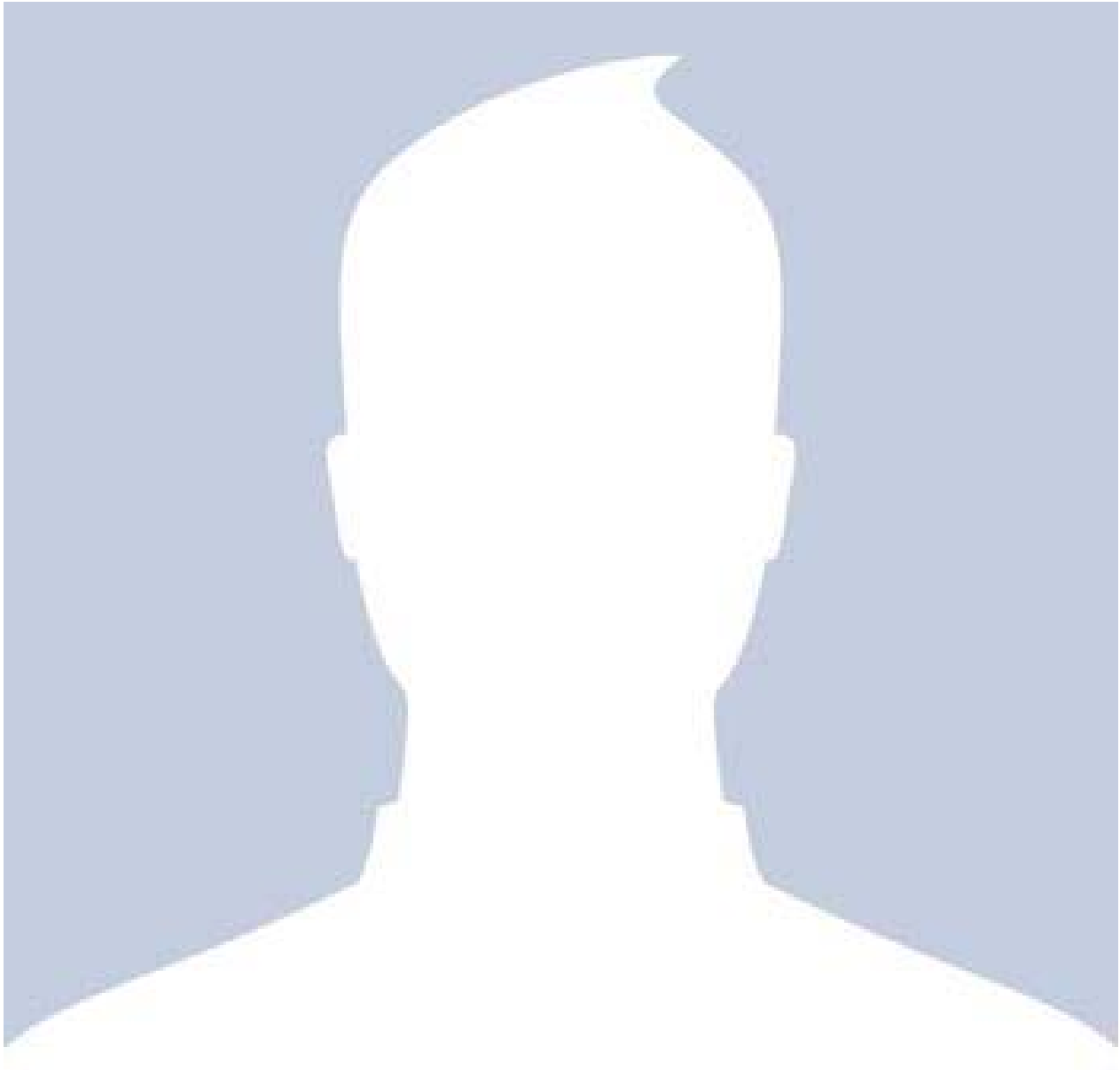
Generation Z Profile

How would you define your generation? Write some characteristics and traits that describe Generation Z.

GENERATION Z TRAITS

1. **Less Focused:** Gen Z lives in a world of continuous updates. Gen Z processes information faster than other generations thanks to apps like Snapchat and Vine. Thus their attention spans might be significantly lower than Millennials.

2. **Better Multi-Taskers:** Gen Z can quickly and efficiently shift between work and play, with multiple distractions going on in the background. They can work on multiple tasks at once.

3. **Smart with Money:** Gen-Z-ers are more thrifty than Millennials, having grown up in the twin shadows of the recession and student debt crisis. They are price and value conscious. 12% are already saving for retirement and 21% had a savings account before the age of 10. They plan to work during college, avoid personal debt at all costs, and save for retirement.

4. **Early Starters:** Many employers are predicting that more teens, between the ages of 16 and 18 will go straight into the workforce, opting out of the traditional route of higher education, and instead finishing school online, if at all. They are seeking to find the most efficient, non-traditional route to success.

5. **Careful about Online Privacy:** Gen Z-ers tend to prefer anonymous social media outlets like Secret and Whisper to more transparent ones like Facebook. They also use photo-sharing apps like SnapChat, where the media they send to friends disappears in a matter of a few seconds.

6. **Diverse and Open-Minded:** They are the most racially diverse generation in American history. They are extremely open-minded and fluid in the way they think about gender and sexuality.

7. **Value Individuality:** Gen Z is highly individualistic. They prize uniqueness over conformity. They place value on self-acceptance. They tend to enhance what they like about themselves rather mask what they don't.

8. **Care More About Experiences:** They place value on the experience, not the product. Going out to eat or going to a concert are examples of this.

9. **Entrepreneurial:** The newly developing high tech and highly networked world has resulted in an entire generation thinking and acting more entrepreneurially. Generation Z desires more independent work environments. 72% of teens say they want to start a business someday.

10. **Genuine Desire to Make a Change:** Community consciousness is a defining characteristic of Gen Z. Gen Z-ers are much more engaged with social issues and may be ever better at making a positive change. 49% of teens volunteer at least once a month and 20% plan on starting their own charity someday.
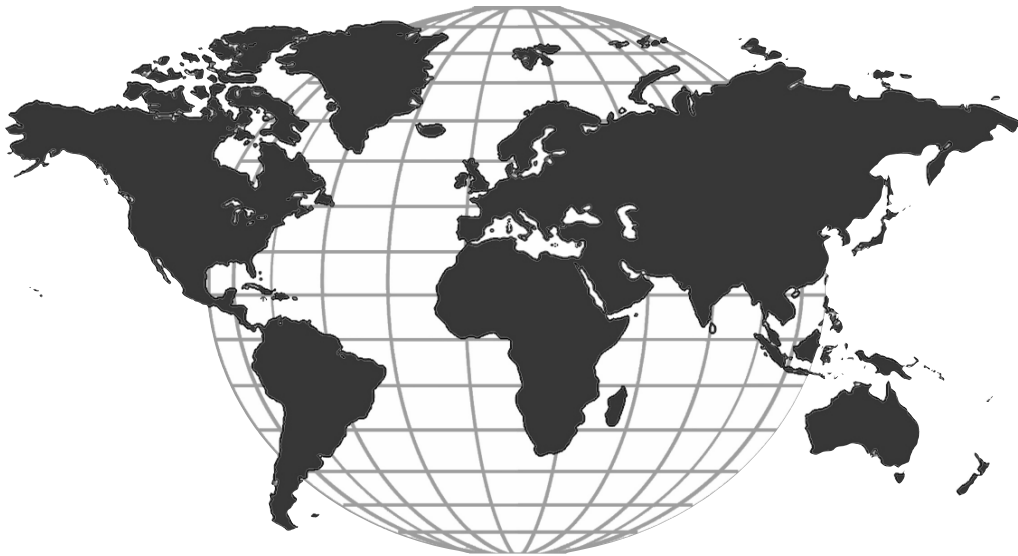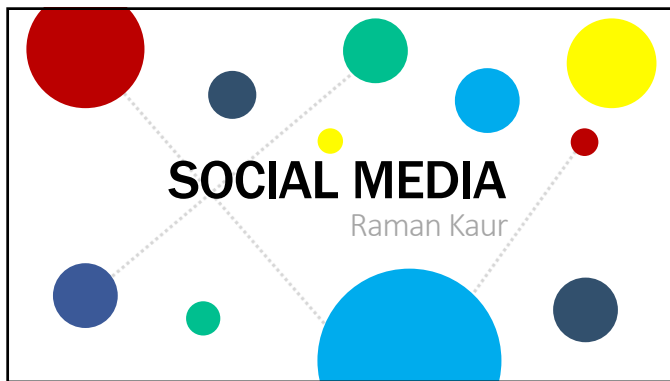
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Unit II: The Power of the People

SOCIAL MEDIA
Raman Kaur

What is Social Media?

- Virtual communities in which people create, share or exchange information

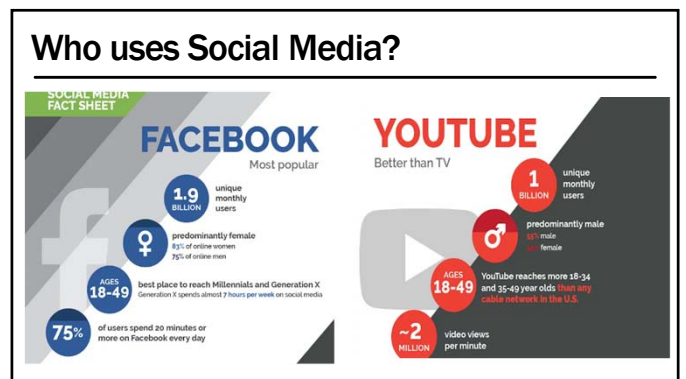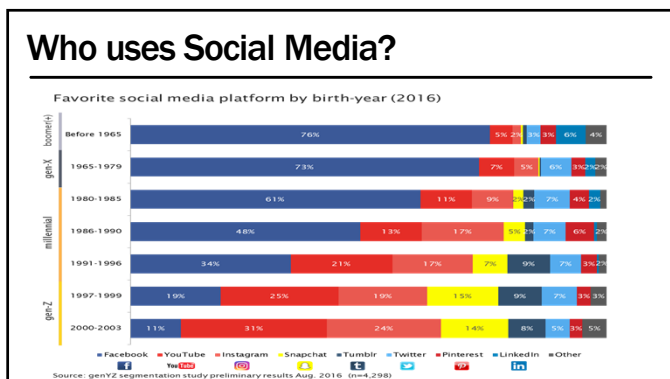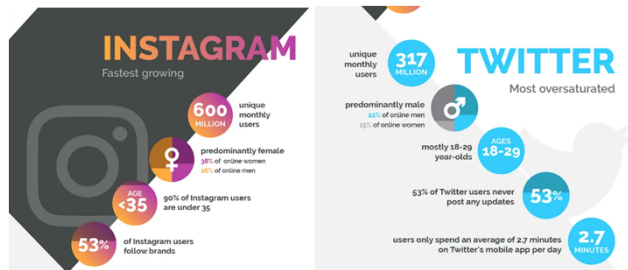Social Networks   Blogging   Content Creation   Immersive Gaming

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What is Social Media?

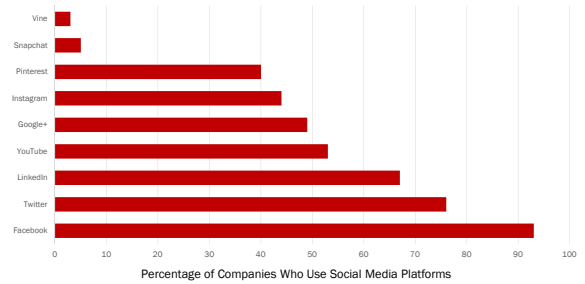- Virtual communities in which people create, share, or exchange information

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Who uses Social Media?

Favorite social media platform by birth-year (2016)

		Facebook	YouTube	Instagram	Snapchat	Tumblr	Twitter	Pinterest	LinkedIn	Other
boomer(+)	Before 1965	76%		5%	2%	3%	3%	6%		4%
gen-X	1965-1979	73%		7%	5%		6%	3%	2%	2%
	1980-1985	61%		11%	9%	2%	7%		4%	2%
millenial	1986-1990	48%	13%	17%	5%	3%	7%		6%	2%
	1991-1996	34%	21%	17%	7%		9%	7%	3%	2%
gen-Z	1997-1999	19%	25%	19%	15%		9%		7%	3% 3%
	2000-2003	11%	31%	24%	14%		8%	5%	3%	5%

Source: genYZ segmentation study preliminary results Aug. 2016 (n=4,298)

Who uses Social Media?

SOCIAL MEDIA FACT SHEET

FACEBOOK Most popular
- 1.9 BILLION unique monthly users
- predominantly female — 83% of online women 75% of online men
- AGES 18-49 best place to reach Millennials and Generation X — Generation X spends almost 7 hours per week on social media
- 75% of users spend 20 minutes or more on Facebook every day

YOUTUBE Better than TV
- 1 BILLION unique monthly users
- predominantly male — 55% male 45% female
- AGES 18-49 YouTube reaches more 18-34 and 35-49 year olds than any cable network in the U.S.
- ~2 MILLION video views per minute

Who uses Social Media?

Companies use Social Media too!

Percentage of Companies Who Use Social Media Platforms

Political Use

Personal Use

Business Use


Organizational Use

Case Study: the Gulabi Gang

- In India, a group of individuals known as the Gulabi Gang is standing up for women.
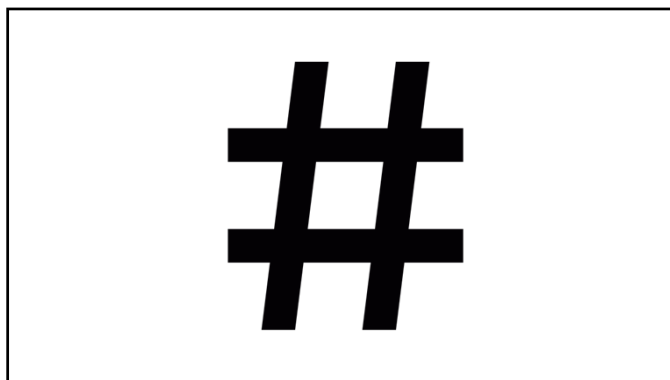

Discussion

- How can social media be utilized more effectively with this case study?
  - What went right and what went wrong?
  - Is violence the answer?
    - Why did the women of the Gulabi Gang resort to such drastic measures?
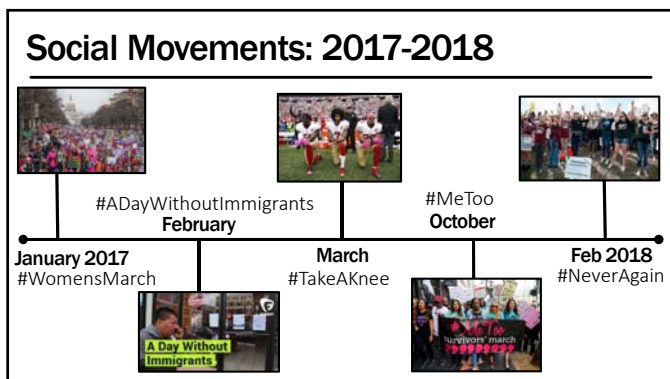
SOCIAL MOVEMENTS
Taryn Reid
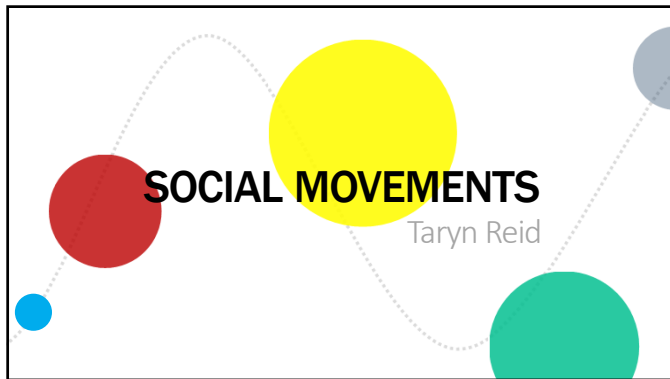
What is a Social Movement?

An organized campaign to achieve a goal, normally bringing about social change.

# #

Hashtags

- A symbol used to organize posts into topics
  - Social Media
  - News
  - Marketing
  - Social Movements
- The use of hashtags began on Twitter in 2007
  - Since then their use has increased by a massive amount

Social Movements: 2017-2018

#ADayWithoutImmigrants
February

#MeToo
October

January 2017
#WomensMarch

March
#TakeAKnee

Feb 2018
#NeverAgain

A Day Without Immigrants

Match the Social Movement

| Nuclear Non-Proliferation | Inequality Movement | Feminist Movement | Environmental Movement | Civil Rights Movement |

#NeverAgain

- On February 14, a shooting took place at Stoneman Douglas High School in Parkland, Florida.
- 17 students and staff members were fatally shot by a former student, identified as Nikolas Cruz.
- Survivors of the shooting formed a student-led gun control organization to advocate for gun-control regulations.

Leaders of #NeverAgain

Sam Zeif

After exchanging text messages with his brother during the shooting, he has gathered national attention. He has spoken with Trump and advocated for gun control.

Emma Gonzalez

She gave a passionate speech that has led her to debate and question Dana Loesch, a spokeswomen for the NRA.

Cameron Kasky

He coordinated the group text that led to the social movement hashtag #NeverAgain. He has also created the GoFundMe page that has led to nearly $4 million being raised.

March for Our Lives

- On March 24, 2018, walkouts took place throughout the world for March for Our Lives.

PARKLAND, FLORIDA
An estimated 20,000 people walked out and participated in protests.

SEATTLE, TEXAS
Students barricaded the streets and participated in chants and songs.

WASHINGTON, D.C
Students led a national campaign and protest that surrounded the Capitol Building.

Results of #NeverAgain

- On March 9, Florida politicians passed a bill that imposed a waiting period and raised the minimum age to buy a weapon.
- On March 14, nearly a million students across the country left class for the National School Walkout to protest the school-shooting epidemic.
- Many companies have cut ties with the NRA and Dick's Sporting Goods has announced it would stop carrying assault weapons.

In 2010, what social movement impacted multiple nation-states in the Middle East?

The Arab Spring

The Arab Spring

The Youth & The Arab Spring

- Youth make up a large percentage of Egypt's population
- Many of the youth are educated but not employed
- 2009: youth began to voice protests via social media (Twitter and Facebook)
- Coordinated protests throughout Cairo and other Egyptian cities via online postings


Social Networking in the Arab World

Arab Spring Revolution: Egypt

- **Egypt**
  - President Hosni Mubarak ruled for over 30 years
- Known to have:
  - Rigged elections
  - Controlled military
  - Outlawed 2 party system
  - Overthrown and imprisoned
  - Released from prison and not persecuted

Face of the Movement: Wael Ghonim

- Google's head of marketing in the Middle East and North Africa
  - Began a Facebook page in response to the death of Khaled Said
  - Imprisoned for two weeks after protest
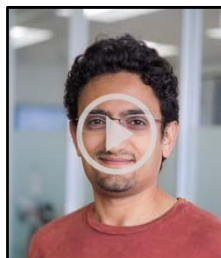
Discussion

- What impact does social media have in fueling and promoting social movements?
- What was the short term impact of these movements? What were the long term impacts?
- Is social media a tool or a solution?

We hope you enjoyed this preview of

Generation Z: On the Path to Global Citizenship.

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