GENERATION Z
ON THE PATH TO GLOBAL Citizenship
Volume VI

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.

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"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.
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GLOBALSCOPE

GENERATION Z: ON THE PATH TO GLOBAL CITIZENSHIP

Table of Contents

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic &amp; Presenter</th>
<th>Workshop(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.</td>
<td>Generation Z</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Mark Barcelona</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Defining Generation Z</td>
<td></td>
</tr>
<tr>
<td>II.</td>
<td>Social Media</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>Raman Kaur</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Making a Social Movement</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Social Movements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Taryn Reid</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>On the Path to Global Citizenship</td>
<td>43</td>
</tr>
<tr>
<td></td>
<td>College Pathways</td>
<td>45</td>
</tr>
<tr>
<td>III.</td>
<td>Global Citizen</td>
<td>38</td>
</tr>
<tr>
<td></td>
<td>Aliza Asad</td>
<td></td>
</tr>
</tbody>
</table>

Appendix & Additional Resources

National Standards 52
# ONLINE RESOURCES

<table>
<thead>
<tr>
<th>Unit</th>
<th>Lesson Format &amp; Online Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Unit I</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lecture: Generation Z</strong></td>
<td></td>
</tr>
<tr>
<td>Generation Z? Millennial? Both?</td>
<td></td>
</tr>
<tr>
<td><strong>Workshop: Defining Generation Z</strong></td>
<td></td>
</tr>
<tr>
<td>Kahoot Survey: How Gen Z Are You?</td>
<td></td>
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<td><a href="https://play.kahoot.it/#/?quizId=b4fd16fb-3e8e-45e7-a627-901ed13e6cfd">https://play.kahoot.it/#/?quizId=b4fd16fb-3e8e-45e7-a627-901ed13e6cfd</a></td>
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<td></td>
</tr>
<tr>
<td>Generation Z: Making a Difference Their Way</td>
<td>Corey Seemiller</td>
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<td><a href="https://youtu.be/cNoHyjudK7nE">https://youtu.be/cNoHyjudK7nE</a></td>
<td></td>
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<tr>
<td><strong>Unit II</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Lecture: Social Media</strong></td>
<td></td>
</tr>
<tr>
<td>Socialnomics 2018</td>
<td></td>
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<tr>
<td><a href="https://youtu.be/2lcpwISszbQ">https://youtu.be/2lcpwISszbQ</a></td>
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<tr>
<td>Gulabi Gang – The Documentary – Official Theatrical Trailer</td>
<td></td>
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<td><a href="https://youtu.be/Aw39YJ7nMM8">https://youtu.be/Aw39YJ7nMM8</a></td>
<td></td>
</tr>
<tr>
<td>Gulaab Gang – Official Trailer</td>
<td>Madhuri Dixit, Juhi Chawla</td>
</tr>
<tr>
<td><a href="https://youtu.be/xAcN8RR3Ry4">https://youtu.be/xAcN8RR3Ry4</a></td>
<td></td>
</tr>
<tr>
<td><strong>Lecture: Social Movements</strong></td>
<td></td>
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<tr>
<td>Wael Ghonim and Egypt’s New Age Revolution</td>
<td></td>
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<td><a href="https://youtu.be/LxJK6SxGCAw">https://youtu.be/LxJK6SxGCAw</a></td>
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</tbody>
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Unit III

Lecture: Global Citizens

Brené Brown on Empathy
https://youtu.be/1Euvuqy369Jv

Syria Crisis: One Million Refugee Children
https://youtu.be/pjN28GrwSPQ

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
Unit I: Introducing Generation Z
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

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 (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 Z or Generation Z? 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 Millennials?**

- 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 millennials struggling to buy a house.

<table>
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<tr>
<th>Gen Z</th>
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<td>31%</td>
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**Key Characteristics**

- Generation Z lives in a world of continuous updates thanks to the internet & apps
- More 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 ¼ 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
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.
Workshop:
Defining Generation Z

Related PowerPoint: Generation Z

 цель (Objective(s):

● To identify and define the traits and characteristics used to describe Generation Z
● To explore the validity of research on Generation Z

каретка (Outline:

I. [Day 1] How Gen Z Are You? (15 minutes)
II. Generation Z Profiles (10 minutes)
III. Philosophical Chairs (30 minutes)
IV. [Day 2] Gen Z – Agents of Change (15 minutes)

материалы (Materials:

● How Gen Z Are You? Kahoot Quiz: https://create.kahoot.it/details/generation-
z/b4fd16fb-3e8e-45e7-a627-901ed13e6cfd
● Generation Z Profile Worksheet
● Word Cloud Generator: https://wordart.com/create
● Generation Z Traits Handout
● Video: Generation Z: Making a Difference Their Way | Corey Seemiller | TEDxDayton: https://youtu.be/cN0hyudK7nE
Workshop Script:

Part I: [Day 1] How Gen Z Are You?

Intern A:
- Most of you sitting here today are part of Generation Z. Today, we will be learning about the characteristics that define your generation (as defined by researchers), and see how Gen Z you really are!
- Have students take the “How Gen Z Are You?” Kahoot Quiz.
- Students will need their smartphones/chromebooks to enter the game pin to kahoot.it
- After each response, hold a short discussion about the different skills/characteristics of a Gen Z student.

Part II: Generation Z Profiles

Intern B:
- Now that we have looked at the unique traits of Generation Z, it is time for you to define what the characteristics are of your generation. You will need to write down traits that you think envelop your generation. This can be that Generation Z is tech savvy, social activists, diverse etc.
- Students will fill out Generation Z Profiles Worksheet individually. After this, students will share out what they believe to be the traits of Generation Z while an intern generates these traits on a Word Cloud Generator as a visual.
- What do you think other generations think of Generation Z?

Part III: Philosophical Chairs

Intern C:
- Pass out the Generation Z Traits Handout.
- You all have a good idea of what traits define Generation Z; after all, that is who you are and who you are surrounded by. However, we will be looking at what the research says about your generation.
- Read each statement on the Generation Z Trait Handout out loud. Students will move to the right side of the room if they agree, and to the left side of the room if they disagree with the statement. One student from each side will explain why they agreed/disagreed.
- What do you think of this description as a whole?
- Who do you think wrote these descriptions? Do you think it is possible for another generation to research your generation?
- Why do you think there is so little definitive research on Generation Z?
- Do you think it is possible to “define” a generation?
Part IV: [Day 2] Gen Z- Agents of Change

Intern A:

- Let’s focus on the last statement from the Philosophical Chairs activity that Gen Z-ers have a genuine desire to make a change.
- Let’s watch a Tedx video about Professor Corey Seemiller and her experience working with Gen Z-ers making a change.
- Watch Tedx Video: Generation Z: Making a Difference Their Way
- Do you agree with how Corey Seemiller describes your generation?
- What makes Generation Z unique? (Pragmatic, inventive, great sense of responsibility and compassion)
- Is making a difference more important to you than making money?
- Do you have an inventive or entrepreneurial spirit?
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 than 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.

For more information, visit:
https://www.huffingtonpost.com/george-beall/8-key-differences-between_b_12814200.html
https://www.washingtonpost.com/sf/style/2016/05/25/inside-the-race-to-decipher-todays-teens-who-will-transform-society-as-we-know-it/?utm_term=.d003e9aa1cc1
http://www.businessinsider.com/millennials-vs-gen-z-2016-2#millennials-are-more-tolerant-than-teens-10
http://genhq.com/gen-z-2017/
SOCIAL MEDIA
Raman Kaur

YouTube

Instagram

Snapchat

Twitter

Facebook
What is Social Media?

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

Who uses Social Media?

![Social Media Users by Age Group](image)

**Favorite social media platform by birth-year (2016)**

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Source: [Statista](https://www.statista.com)
Who uses Social Media?

Companies use Social Media too!

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?
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

Match the Social Movement
Nuclear Non-Proliferation

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

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.

Seattle, Texas

Students barricaded the streets and participated in chants and songs.

Washington, D.C

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

PARKLAND, FLORIDA

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

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

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

Social Networking in the Arab World

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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