



Generation Y all the Fuss?

Description

There is a lot of noise about [Generation Y or Millennial's](#), those born after 1982. They are seen as some kind of strange new evolution of the species, the saviours of our universe. One of the key things that is spoken about when they are mentioned is that they grew up with computers in their houses and gameboys in their hands. There are other differences, but this is the one I hear the most. The way they are spoken about you would expect them to be able to fly and shoot lasers out of their eyes.

They do learn differently, they adapt faster, they need constant feedback and attention and are generally different to the rest of us. That is the theory anyway and for the most part, it is probably true.

But, I think there is more to it. It is not just about how tech savy they are. They are also the first generation where as children they had more power than adults.

When I was young and at school, there were many things that we accepted as normal that would make the toes of kids curl now. There were also many things that adults could do to kids that would land them in serious trouble with parents and the law now.

Back then, bullying was seen as boisterous behaviour and character building (how many times did I heard that when I was a kid??). Dyslexia was not considered when assessing children. Until my parents took me to a specialist in London to prove I was dyslexic, the school branded me as stupid and left me to metaphorically rot. Behavioural disorders such as ADHD did not exist (as in they had not been recognised then). Those who would be diagnosed now, were seen as disruptive and punished as such.

Go back only a single year from my entry into school though and teachers could do whatever they wanted to kids including dishing out beatings. The same was true of parents and police. Really anyone could hit a child if they so much as blinked at the wrong time. Whilst I may have missed out on official corporal punishment, the teachers still had their ways, from psychological bullying to throwing you across a room and claiming you tripped. All of this led to kids avoiding one crucial thing. **Questioning adults, asking why?** Adults were seen as knowing everything and questioning that had serious consequences.

Now, I am not saying any of that is ok, it is just fact that this happened and was true at the time. Adults had the power.

These days, adults have far less control. So much as point at a child and it can be considered child abuse — God forbid you shout at them. Childline can be dropped into any argument to instantly end it. With technology moving faster than ever before, kids also have a habit of knowing more than adults about important things — and adults know this. Most importantly, they constantly ask why. They demand to understand the world around them rather than just accept what they are told blindly. They question authority with no fear of repercussions.

This is the “super-power” that my generation and older fear the most about Generation Y. They question the norm. They are not satisfied with the status-quo, they quite rightly want more and because they have grown up in a world were it is near impossible to say no to kids as they grow up, they expect more.

They are not super human though, they just have different expectations. I had different expectations to my parents. I had different tastes in music, TV, films, books. I had Metallica and Nirvana, they had The Beatles and Cliff Richard. I had ideas they did not agree with. I questioned religion and politics and even as a non millennial was starting to question why those with authority actually deserved it. My parents were the same with their parents and so on. It has always been this way and always will. Hell, I grew up with Apple II's, Commodore 64's and BBC's. My 3 year old has a tablet now and is already more advanced than I was at 10!!

We have to accept that GenY is here and actually GenZ is snapping at their heels! Get ready, or you will get left behind.

(see the infographic below if you want to scare your self).

GENERATION Z

MARKETING'S NEXT BIG AUDIENCE

Millennials (born 1976-1994) have enjoyed their recent time in the spotlight, as marketers evolved to reach the most researched generation in history. But it's time to get to know the next generation of buyers: Generation Z. They might not be buying your products yet, but their consumption patterns and behaviors will soon inspire big changes in your marketing. **Get ahead of the curve, and meet Generation Z.**

MORE THAN A QUARTER
OF THE U.S. POPULATION BELONGS TO GEN Z

Gen Z	25.9%
Millennials	24.5%
Gen X	15.4%
Baby Boomers	23.6%
The "Silent" Generation	10.5%

PART I

ENTERING "Z" TERRITORY

ADEPT RESEARCHERS

Gen Z knows how to self-educate and find information.

- 33% WATCH LESSONS ONLINE.
- 20% READ TEXTBOOKS ON TABLETS.
- 32% WORK WITH CLASSMATES ONLINE.
- 52% USE YOUTUBE OR SOCIAL MEDIA FOR TYPICAL RESEARCH ASSIGNMENTS.

+58% INCREASE SINCE 2000 IN YOUTH POPULATION WHO IDENTIFY AS MULTIRACIAL

Growing up in a time of uncertainty like post-9/11 world, economic recession and changing norms. Increased racial diversity, shifting gender roles, Gen Z is mature, self-directed, and resourceful.

DRIVEN WORKERS

A DIY culture and access to crowdfunding shape Gen Z's goals for work and self-employment.

- 70% WISH THEIR HOBBIES WOULD TURN INTO FULL-TIME JOBS COMPARED TO SON OF BOLEYN.
- 80% OF HIGH SCHOOL STUDENTS BELIEVE THEY ARE MORE DRIVEN THAN THEIR PEERS.
- 72% OF HIGH SCHOOL STUDENTS WANT TO START THEIR OWN BUSINESSES SOMEDAY.

DO-GOODERS

GEN Z WANTS TO MAKE A DIFFERENCE IN THE WORLD.

- 60% WANT THEIR JOBS TO IMPACT THE WORLD.
- 20% OF 16- to 19-year-olds currently volunteer.
- 78% ARE CONCERNED ABOUT HUMANITY'S IMPACT ON THE PLANET.

FAST-MOVERERS

The average American attention span is short, and Gen Z is no exception. Accustomed to auto-correct and email auto, Gen Z prefers results to text.

6 SECONDS: AVERAGE AMERICAN'S ATTENTION SPAN

5 PREFERRED NUMBER OF SCREENS FOR MULTITASKING (TV, PHONE, LAPTOP, DESKTOP, IPOD, OR OTHER PORTABLE MUSIC PLAYERS)

WHERE IS GEN Z ON SOCIAL MEDIA?

FACEBOOK	FALL 2012	42%
	SPRING 2013	34%
	FALL 2013	23%
INSTAGRAM	FALL 2012	12%
	SPRING 2013	13%
	FALL 2013	28%

PRIVACY, PLEASE.

GEN Z PREFERS INDICATED MEDIA PLATFORMS (SNAPCHAT, SECRET, WHISPER).

25% OF 13- to 17-YEAR OLDS LEFT FACEBOOK IN 2014

DON'T MISTAKE THEM FOR MILLENNIALS

GENERATION Z	MILLENNIAL
5 SCREENS COMPROMISE WITH BONGES	2 SCREENS COMMON SENSE WITH TEXT
CREATE THINGS	SHARE THINGS
FUTURE-FOCUSED	FOCUSED ON THE PRESENT
REALISTS	OPTIMISTS
WANT TO WORK FOR SUCCESS	WANT TO BE DISCOVERED

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