

The World of Gen Z  
“Millennials on Steroids”



Josh D. McDowell

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# Gen Z

July 29, 2019



**O God, you have taught me from my earliest childhood, and I constantly tell others about the wonderful things you do. O God. Let me proclaim your power to this new generation, your mighty miracles to all who come after me.**

**Psalm 71:17-18.**

The GenZ document has 350+ pages of documented research. Go to [josh.org/genz](http://josh.org/genz) to download free.

**It is hard to imagine a generation that is:**

- Transgender
- Transsexual
- Transracial
- Transglobal
- Transcommercial
- Never known life without the internet
- Who are the largest and most diverse generation ever.
- Spend less time with text
- who have an attention span of 8 seconds or an 8 second filter.
- Gender is no more
- curators of self, morality and truth.
- Religion is outdated (too traditional)
- instant gratification.
- More prone to suicide

**Who are:**

- Dating less
- Having less sex
- Drinking and partying less
- Mental health in great decline
- Restructuring free speech
- Vulnerable to sleep disruption
- Greater depression and loneliness

**Who are avoiding (at record rates):**

- Alcohol
- Sex
- Driving

# The World of Gen Z (iGen)

by

Josh D. McDowell

## Part 1

“Psalm 78:4-7 NLT – We will not hide these truths from our children; we will tell the next generation about the glorious deeds of the Lord, about this power and his mighty wonders. For he issued his laws to Jacob; he gave his instructions to Israel. He commanded our ancestors to teach them to their children, so the next generation might know them – even the children not yet born – and they in turn will teach their own children. So each generation should set its hope anew on God, not forgetting his glorious miracles and obeying his commands.”

“Gen Z teens are not just mini-Millennials. Born between 1999 and 2015, Gen Z – as we’re calling them for now – is between 69 and 70 million children and teens, the largest American generation yet.

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## Part 1

GEN Z were born 1999 to 2015. (Only teens 13 to 18 are included in this study.)

MILLENNIALS were born 1984 to 1998.

GEN X were born 1965 to 1983.

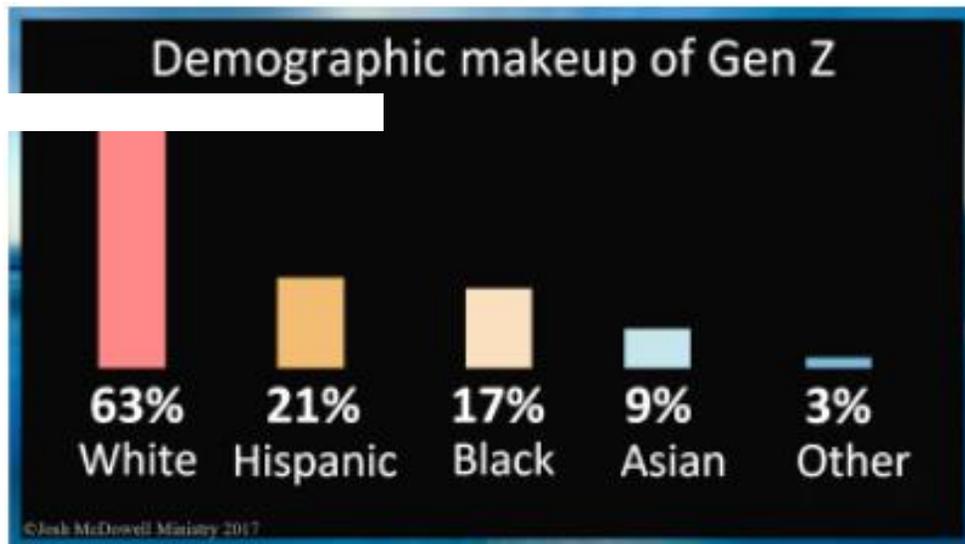
BOOMERS were born 1946 to 1964.

ELDERS were born before 1946. Gen Z: Your Questions Answered

(David Kinnaman, Roxanne Stone, "GenZ and Morality: What Teens Believe (So Far)", Barna Group, October 9, 2018, <https://www.barna.com/research/gen-z-morality/>)

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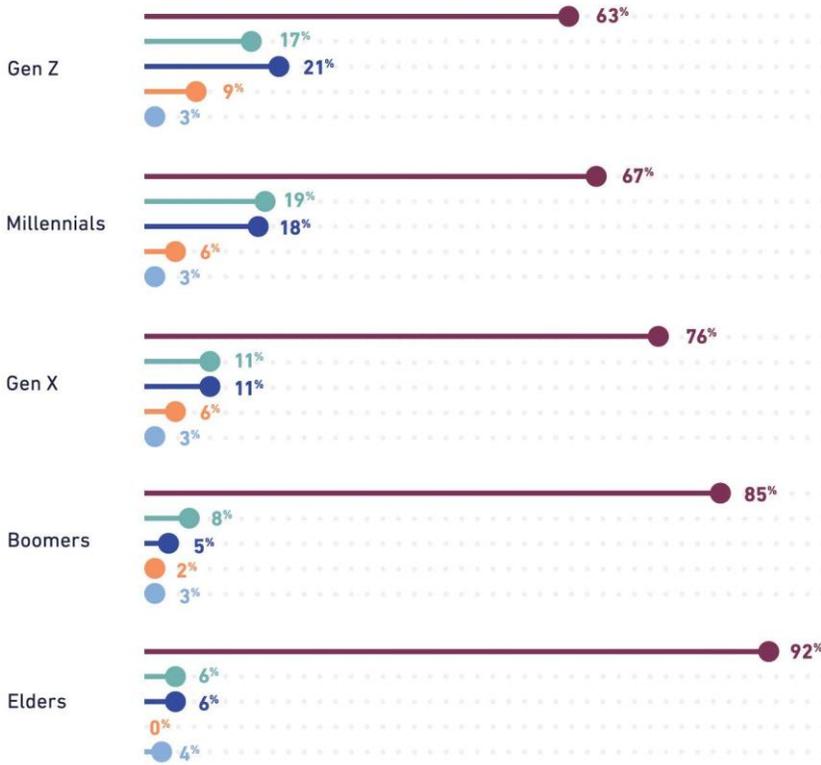
1. "Who counts as Gen Z? Are the youngest of Gen Z in the study?"  
"The world in which Gen Z are coming of age is vastly different from that of, say, Boomers. Technological advancements, demographic changes, and increasingly post-Christian environment and political realities have contributed to radical cultural shifts in the last 50 years, and the findings reflect that."
2. "What were the main ethnic differences among Gen Z?"  
"Gen Z is the most diverse generation we've observed in American history."



### Demographics in This Study, by Generation

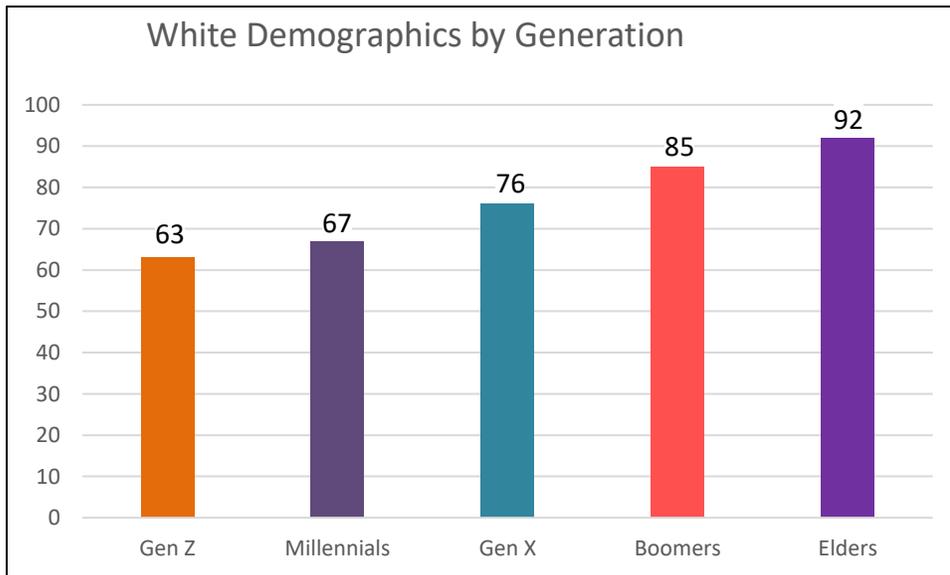
Respondents could choose all that apply.

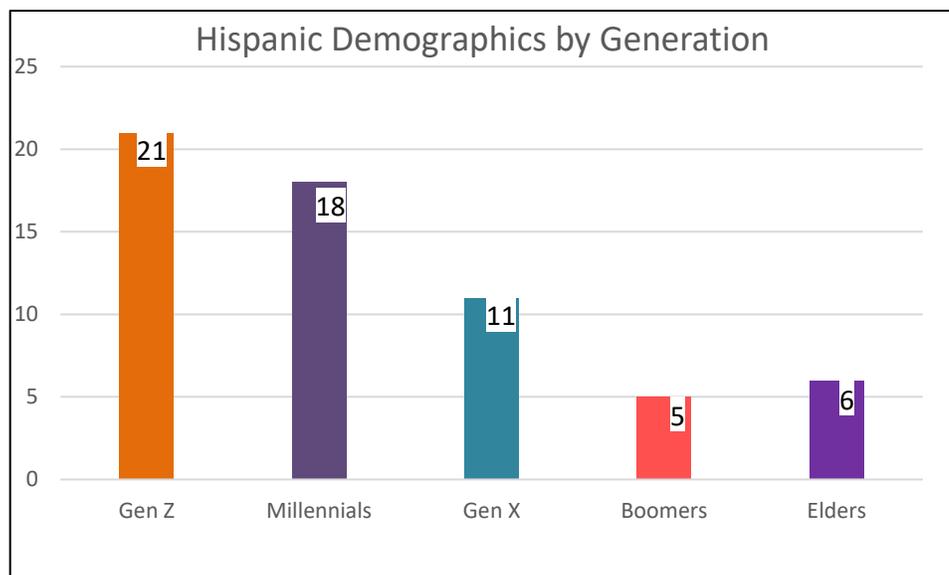
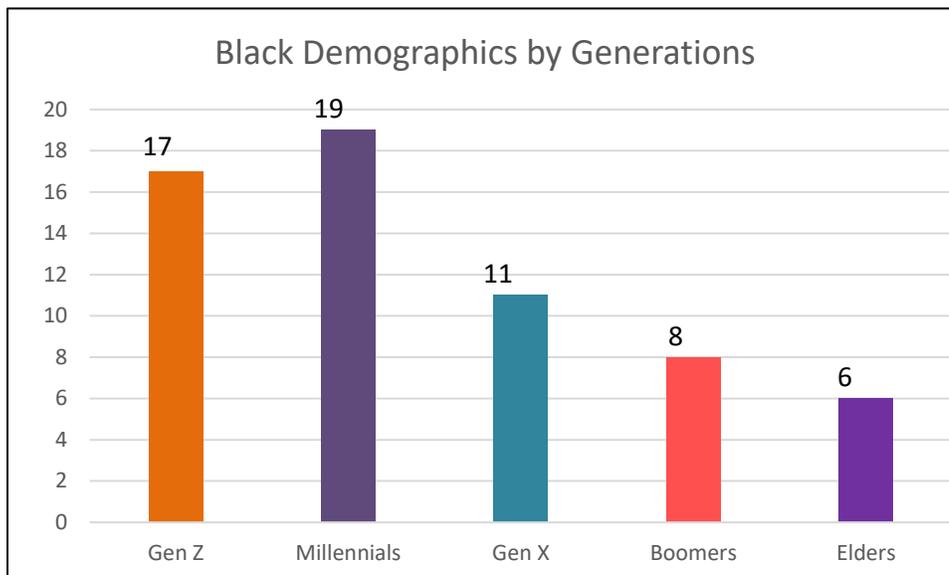
- White
- Black
- Hispanic
- Asian
- Other



U.S. teens ages 13–18, n=1,490, Nov. 4–16, 2016. U.S. adults 19 and older, n=1,517, Nov. 4–16, 2016.

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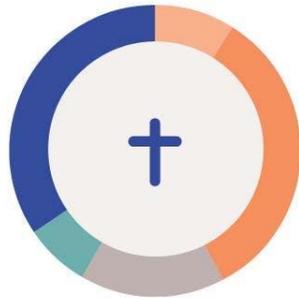
3. “What were the differences between Christian and non-Christian Gen Z?”

“...the problem of evil is a major barrier to faith for non-Christian teens (29%). ... Christians are hypocrites (23%), I believe science refutes too much of the Bible (20%), I don’t believe in fairy tales (19%), there are too many injustices in the history of Christianity (15%), ... church ... not important to me anymore (12%) I had a bad experience at church / with a Christian (6%).”

“...three out of five Christian teens say I find God elsewhere (61%), ... non-Christians says church is not relevant to me personally (64%).”

## Gen Z Faith Segments

Barna



9% Engaged Christian  
33% Churched Christian  
16% Unchurched Christian  
7% Other faith  
34% No religious affiliation

U.S. teens ages 13–18,  $n=1,490$ , Nov. 4–16, 2016.

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4. “It appears that Gen Z are de-prioritizing family. Why is this the case?”  
“One of the biggest and most surprising shifts is that family is not a major priority for Gen Z. ... personal achievement, whether educational or professional (43%), and hobbies and pastimes (42%) are more central to Gen Z’s identity than family background / upbringing ... all other generations rank family at the top. ... two-thirds of Gen Z want to finish their education (66%), start a career (66%) and become financially independent (65%) by age 30, while only one in five wants to get married by then (20%). ... diminished priority for Gen Z, even compared to Millennials.”  
Gen Z says educational or professional achievement are more central to their identity than family.”
5. “How can the church effectively disciple this generation?”  
““vocational discipleship.” ... teaching young people about the integration of faith and occupation... The church has an opportunity to reach this next generation of teenagers through integrating career, work and calling into their discipleship efforts.”

“Gen Z’s emphasis on career presents an opportunity of vocational discipleship.”

GEN Z were born 1999 to 2015. (Only teens 13 to 18 are included in this study.)

MILLENNIALS were born 1984 to 1998.

GEN X were born 1965 to 1983.

BOOMERS were born 1946 to 1964.

ELDERS were born before 1946.

Atheism Doubles Among Generation Z

Meet Generation Z: The first truly ‘post-Christian’ generation. Barna conducted a major study to examine the culture, beliefs and motivations shaping young people in the US and found that the

percentage of 13- to 18-year olds who identify as atheist is double that of the generation population.”

(“Gen Z: Your Questions Answered”, Barna, February 6, 2018, <https://www.barna.com/research/gen-z-questions-answered/>)

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### **Youth Movement: Gen Z Boasts the Largest, Most Diverse Media Users Yet**

“Generation Z and Millennials now make up nearly half (48%) of the overall U.S. generational composition...”

“What’s more is that both Generation Z and Millennials are more multicultural in their overall race/ethnic composition than previous generations. ... Generation Z holds the largest percentage of Hispanics and non-Hispanic blacks at 22% and 15%, respectively. Compare that to the Greatest Generation (those aged 71 and up), whose make-up is overwhelmingly non-Hispanic white at 78%, with 9% of its population non-Hispanic black and 8% Hispanic.”

1. “Generation Z”
2. “Millennials”
3. “Generation X”
4. “Baby Boomers”
5. “Greatest Generation”

“Generation Z accounts for 26% of all persons in U.S. TV homes.”

“Millennials – who are most likely in the beginning stages of their careers – have the lowest household incomes and are more likely to rent their home and live in urban areas.”

“73% of Generation Z has access to subscription video on demand services.”

[#3] “...this generation has the highest penetration numbers for more expensive devices, such as enabled smart TVs (37%, video game consoles (73%) and tablets (78%).”

“Take smartphones for example. Once primarily permeating certain groups, they now are owned by upward of 97% of Generation Z and Millennials, 95% of Generation X and 86% of Baby Boomers.”

“...the rise of Generation Z as the largest and most *diverse* generation presents a unique opportunity on the horizon for marketers.”

(“Youth Movement: Gen Z Boasts The Largest, Most Diverse Media Users Yet”, Nielsen, July 12, 2017, <http://www.nielsen.com/us/en/insights/news/2017/youth-movement-gen-z-boasts-the-largest-most-diverse-media-users-yet.html>)

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## **Gen Z Spends Less Time with Text**

“...Gen Z, the next generational cohort in line after the much-pursued millennials, is spending significantly less time with text-based publishers.”

“...Gen Z spends more time with video than their older counterparts...”

“...among younger teens, short- and long-form videos are gaining at the expense of blogs and publisher sites.”

“The biggest increase was seen in short-form digital video, with 57% of teens 13-17 saying they’re watching more bite-sized video content than a year ago.”

“However, full-length shows and movies, streamed digitally, weren’t far behind. In this age group, 55% of teens say they’re watching more than before,...”

blogs, publishing sites and apps are in retreat or holding steady at best:

Interestingly, regular TV-viewing habits seem to skew closer to the publishing sites

(Erik Sass, “Gen Z Spends Less Time with Text”, Media Post, July 5, 2017, <https://www.mediapost.com/publications/article/303849/gen-z-spends-less-time-with-text.html>)

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## **Generation Z: Born in the Digital Age**

“...the life of the ‘Generation Z’—independent, stubborn, pragmatic and always in a rush.”

“Numbering around two billion globally, these youngsters, born after 1995 and unaware of a world without Internet, live a life that seems a million miles removed from the hopes, dreams and morals of previous generations.”

“Daily life”

1. “They want everything, everywhere and immediately.”
2. “They surf on two screens simultaneously.”
3. “They don’t mind paying through the nose for the latest smart phone but turn up their nose at paying for a film or a song when you can get that for free online.”
4. “Aged 13 to 20, they get all the latest trends from social media and find the morals of their elders out-of-date.”
5. “Their fashions are those found worldwide over the web: they watch American blockbusters like ‘Hunger Games’ or ‘Divergent’, listen to Korean K-pop and, when they dance, they ‘twerk’.”

6. “When they speak, their vocabulary is peppered with acronyms, incomprehensible to those not in the know. ‘Swag’ is the new ‘cool’.”
7. “And their new idols are Internet stars, like PewDiePie, who has the world's most subscribed YouTube channel.”

#### “Their friends”

1. “Easier to talk online than in person.”
2. “Their friends on social media are as important to them as their friends in real life but sometimes they do actually meet up in person with these ‘virtual’ pals.”
3. “More than eight out of 10 are hooked on social networks and more than half of them think that this is where their real social life takes place.”
4. “They are on dating websites from the age of 16—sometimes before.”

#### “What they know”

1. “Even as young as they are, they have already seen so many technologies become obsolete.”
2. “They have become the ultimate ‘self-educators’, learning how to use new stuff via self-help videos on YouTube.”
3. “As for the web, violence, porn, they've already seen it all.”

#### “What they watch”

1. “The average Generation Z-er spends more than three hours a day in front of a screen.”
2. “They live in constant ‘FOMO’, fear of missing out.”
3. “They can't stand the idea of not being in the loop when something new and exciting comes out.”
4. “Facebook is their main poison, despite its flagging popularity among some Americans.”
5. “Photos on Instagram”
6. “Quick messages on Snapchat.”
7. “Twitter and Tumblr are omnipresent.”
8. “Generation Z are also putting themselves out there on YouTube or ‘Vlogging’ (video blogging), hoping to become the next ‘Fred’ (Lucas Cruikshank), who made his name at the grand old age of 13.”
9. “Everyone surfs the web while watching the TV and they think that everything is possible with technology.”
10. “But, they have a short attention span and tend to skim-read rather than read properly, which can lead to difficulty at school.”

#### “At work”

1. “This is a generation that wants to create their own company—between 50 percent and 72 percent want to run their own start-up.”
2. “The idea of ‘business’ brings up negative responses: ‘complicated’, ‘brutal’, ‘a jungle’.”
3. “They believe success comes from their ‘network’ rather than from qualifications and they prefer a flat organisation to a hierarchy at work.”
4. “They want to succeed and achieve, with 76 percent aiming to make their hobby their job.”

#### “The future”

1. “These are children of the crisis and it shows in their outlook. Most of them say they are ‘stressed out’ by what they see as a bleak future, especially in terms of economy and environment.”
2. “Given the same pay, 25 percent of the Generation Z in France would choose the most ‘fun’ company, 22 percent the most innovative and 21 percent the most ethical.”
3. “They want to change the world”
4. “Love the idea of volunteer work, which a quarter of Americans in their late teens are already doing.”

(“Gen Z Doesn’t Really Believe in Gender”, Phys Org, February 11, 2016,  
<http://phys.org/news/2015-02-born-digital-age.html>)

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#### **iTech Rising: What a 3-D Generation Means to 21st Century Church \*Updated 1.18.2019**

“They manipulate their touch-screen technology with ‘swipes, touches, and pinches’ rather than ‘points and clicks.’ They process information through screens. They archive their lives and stream their media through cloud technologies.”

“This YouTube, Snapchat, and Twitter generation doesn’t tolerate long, passive, non-visual, Sunday morning monologues. They’re interactive and experiential. Micro-media has shrunk their attention spans to a few minutes. The iTechs process information via touch technology and communicate with emojis. *Think TedTalk. Think coffee shop conversation. Think with your eyes not your ears.*”

“They experience a world where the artificial, fake, and computer-generated is unbelievably *real*. Consequently, iTechs hunger for authentic, powerful spiritual experiences.”

“Without a doubt, the iTech Generation will force preachers and teachers to inhabit more interactive and collaborative discipleship and learning strategies.”

“The iTechs experienced a world where truth is no longer considered objective. ... It’s why ‘my truth’ isn’t always ‘your truth.’ Truth is now personal.”

“Christianity is the only religious truth built around a Person, not a set of rules, book of divine revelation, or system of principles.”

“They desire something Real, Relevant, and Rewarding. It’s no wonder the finest apologetic for Christianity is still a life transformed by Jesus.”

(Rick Chromey, “iTech Rising: What a 3-D Generation Means to 21<sup>st</sup> Century Church”, Group Publishing, July 25, 2018, [https://www.group.com/refresh-the-church/blog/itech-rising-what-a-3-d-generation-means-to-21st-century-church/?contact\\_eid=af7282e9-084c-4fc2-9e56-f86c5ce14f95&utm\\_source=bm23&utm\\_medium=email&utm\\_term=Read+The+Full+Article&utm\\_content=RTC\\_20180727\\_Blog&utm\\_campaign=07/27/2018&\\_bta\\_tid=28496661725476417335822032081008830418787040920128309764411798106772872402114013312033533397551009667589#.W18vI9JKiUI](https://www.group.com/refresh-the-church/blog/itech-rising-what-a-3-d-generation-means-to-21st-century-church/?contact_eid=af7282e9-084c-4fc2-9e56-f86c5ce14f95&utm_source=bm23&utm_medium=email&utm_term=Read+The+Full+Article&utm_content=RTC_20180727_Blog&utm_campaign=07/27/2018&_bta_tid=28496661725476417335822032081008830418787040920128309764411798106772872402114013312033533397551009667589#.W18vI9JKiUI))

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## **Youth culture expert explains what types of messages attract attention of Gen Y and Gen Z**

“...tools to reach the youngest generations...”

1. “Mobile media”
2. “These generations respond to certain types of messages.”
3. “Youth today don’t acknowledge borders...feel that borders, whether physical or expectations and rules, are wrong.”
4. “Mountain Dew’s contest to name a new flavor wasn’t successful because the company restricted audience participation to allow only input about the name, not the actual flavor. However, he said Lays’ ‘Choose Your Flavor’ contest was successful because it was open, customizable and had fewer restrictions.”
5. “...affected by their worldview ... ‘Each disaster we now live in real time,’ Runge said. ‘We grow up in a world where we live that together.’ He said youth are looking for ‘opportunities to bring the bright side back to the world.’ Brands like Band-Aid create products like the ‘Muppet Vision’ app where Kermit dances and sings over the bandage, turning a negative experience positive.”
6. “The beliefs of Millennial and Gen Z youth also affect their idea of who is a hero. Instead of a James Dean-type rebel without a cause, youth today like purposeful rebels such as Malaya and Katniss Everdeen from ‘Hunger Games.’”
7. “For Millennials and Gen Z, ‘where they put their money is (their equivalent of) voting,’ Runge said. They ‘are looking for brands that are actively looking to change the world.’ From Oreo supporting gay rights to a taxi company educating about the signs of Ebola, companies that are doing the right thing in the world are supported by these generations.”
8. “To be successful, ‘brands have to invite their consumers in to be partners,’ Runge said.”

(“Youth culture expert explains what types of messages attract attention of Gen Y and Gen Z”, Mobile Me, December 11, 2015, <http://www.mobileme-you.com/stories/2015/12/11/youth-culture-expert-explains-what-types-of-messages-attract-attention-of-gen-y-and-gen-z-1>)

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### **GenZ and Morality: What Teens Believe (So Far)**

“...the leading edge of Genz, along with Millennials, appear to hold notably different views about morality than other generations.”

“One-quarter of Gen Z (24%) strongly agrees that what is morally right and wrong changes over time based on society. ... Twice as many Gen Z than Boomers (12% believe this ... the self as moral arbiter ... 21 percent of Gen Z and 23 percent of Millennials believe each individual is his or her own moral authority – though Gen X (18%) and Boomers (17%) aren’t too far behind on this one. ... these are only the proportions who *strongly* agree...”

“Fully three out of five among the eldest generation (61%) strongly agree that lying is immoral, while only one-third of Gen Z (34%) believes lying is wrong . There is a continuous slide by generation in conviction about this moral principle.”

“...though Gen Z are the most progressive on abortion, almost three in 10 believe it is wrong (29%)”

“About four in 10 Gen Z feel a strong conviction that marriage ought to be a lifelong commitment between a man and woman (38%, on par with Millennials at 37%). ... when it comes to issues of sexuality, on which Gen Z tends to be least conservative. For instance, only one-fifth (21%) believes sex before marriage is wrong—though they are mostly on par with other generations, with Gen X being the most conservative (26%). They are least likely to take issue with same-sex sexual activity; only one-fifth (20%) is strongly opposed to it.”

“...engaged Christians are more than twice as likely to say that lying is wrong (77%) compared to their churched counterparts (38%), and almost four times more likely than those who claim no faith (20%).”

“...more than three-quarters of engaged Christians believe sex before marriage (76%) and homosexual behavior are morally wrong (77%), compared to only fractions of those with no faith (5% and 4% respectively) and one-quarter of churched Christians (25% and 24% respectively).”

“These young Americans have come of age in an incredibly complex world with access to more information and ideas than any other generation before them. They are also the most diverse generation in history. These realities have not only broadened their horizons and sources of input, but inculcated a deep sense of empathy. For instance, Gen Z as a whole are generally opposed to challenging others’ beliefs, likely driven by a desire to avoid offense or to acknowledge the value of other perspectives.”

“Engaged Christian teens (and adults, for that matter) are twice as likely as their peers to strongly disagree that ‘if your beliefs offend someone or hurt their feelings, they are probably wrong.’ That is, two-thirds do not equate the truth of their beliefs with how appealing (or unappealing) they are to others.”

(David Kinnaman, Roxanne Stone, “GenZ and Morality: What Teens Believe (So Far)”, Barna Group, October 9, 2018, <https://www.barna.com/research/gen-z-morality/>)

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## **The State of Gen Z**

“In our 2018 State of Gen Z Study, we uncovered that 95% of Gen Z ages 13 to 22 currently has a smartphone!”

“59% of Gen Z has an Apple iPhone and 39% has an Android ... They use their phones. Constantly.”

“65% of Gen Z says they are on their smartphones after midnight a few times a week or more often and of these members of Gen Z, 29% are on their smartphones after midnight every night! This late-night usage is likely affecting other ... the constant connectivity and the lack of sleep.”

“58% of Gen Z feels uncomfortable if they don’t have their phones for a few hours or less. 31% are uncomfortable being away from their phones for 30 minutes or less!”

“67% of Gen Z says that they experience a high level of stress when their phone is lost, broken, or stops working ... 73% of Gen Z females.”

“Gen Z uses Instagram to follow brands, Snapchat to post or send a video or a selfie, and Facebook to create or check a group event.”

“Gen Z trusts YouTube ads more than any other type of ad including radio, print, and TV!”

“...social media is the best way to reach, communicate with, and understand Gen Z. It’s also the most important medium if you want to influence them...”

“In every situation we described in the survey for potential social media usage, Gen Z females outpace males on social media usage, sometimes by a considerable margin. In fact, Gen Z females average 12% more usage in all situations described compared to Gen Z males!”

“...while 32% of Gen Z males say Snapchat is the place to post or send a video of themselves, 49% of Gen Z females agree. And, while 36% of Gen Z males say Instagram is where they follow brands they like, 48% of Gen Z females say the same!”

“While 1/3 of Gen Z males prefer to check a group event using Facebook, 47% of Gen Z females prefer to check a group event on the social media platform. Along the same lines, 42%

of Gen Z females use Facebook to create a group event, but only 28% of Gen Z males do the same.”

“68% of Gen Z reads at least 3 reviews before making a first-time purchase with their own money. But more surprising: 16% of Gen Z reads 9 or more reviews before making a first time purchase with their own money!”

“Gen Z prefers to follow brands on Instagram and uses it 2.5 times more often than Facebook to do so. Millennials, on the other hand, prefer to follow brands on Facebook and choose Instagram far less often.”

(Denise Villa, Jason Dorsey and Elli Denison, “The State of Gen Z 2018”, The Center for Generational Kinetics, Fall, 2018, [https://genhq.com/wp-content/uploads/2018/10/State-of-Gen-Z-2018.pdf?inf\\_contact\\_key=371bbd9095e3831e64aa63facd013c1cddfefd0de56aea9eb8f5cc7d78b73e3a](https://genhq.com/wp-content/uploads/2018/10/State-of-Gen-Z-2018.pdf?inf_contact_key=371bbd9095e3831e64aa63facd013c1cddfefd0de56aea9eb8f5cc7d78b73e3a))

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## Here Comes Generation Z

1. “Gen Z-ers are already the biggest generational group in the U.S., ... a coming ‘demographic tsunami’:”
2. “If Y-ers were the perfectly connected generation, Z-ers are overconnected. They multi-task across five screens: TV, phone, laptop, desktop and either a tablet or some handheld gaming device, spending 41 percent of their time outside of school with computers of some kind or another, compared to 22 percent 10 years ago. ... ‘lack situational awareness, are oblivious to their surroundings and unable to give directions.’”
3. “Members of this new generation also have an 8-second attention span, down from 12 seconds in 2000, and 11 percent of them are diagnosed with attention deficiency syndrome, compared to 7.8 percent in 2003.”
4. “They prefer to communicate in symbols such as Emoji, rather than words: It’s faster, less unnecessarily precise and more intuitive.”
5. “Generation Z’s media world is not two-dimensional, as our was. That’s why the [new Amazon](#) smartphone with a 3D screen, expected to be revealed today, should fly with GenZ consumers.”
6. “They also have a new concept of privacy, choosing anonymous and ephemeral communication tools such as SnapChat, Secret and Whisper.”
7. “Their concept of a social network is not Facebook, which they are leaving in droves (25 percent of Z-ers have quit their parents’ and older siblings’ network in 2014), but perhaps Facebook’s new [Slingshot](#) app, with a more dynamic newsfeed that doesn’t store content.”
8. “A whopping 61 percent of U.S. high school students want to be entrepreneurs rather than employees”
9. “Compared to 43 percent for college students”

10. "They don't just want to make money, however: Most would like to turn their hobby into a business, and 37.8 percent hope to 'invent something that will change the world.'"
11. "This greater entrepreneurial spirit and desire to change the world could be interpreted as signs of resilience for a generation in which 73 percent say they were personally affected by the Great Recession, or else as signs of naivete that we as parents have done little to counter."
12. "GenZ is the most tolerant generation ever, color-blind and unconstrained by traditional gender roles."
13. "Drug and alcohol use are down dramatically among Z-ers."
14. "Food is the Z-er's preferred poison. These foodies are more likely than previous generations to be obese, given their sedentary lifestyle."
15. "We haven't done too bad a job, if Sparks & Honey is to be believed. A Z-er is, in many ways, a Y-er 2.0: more advanced, speedier and more adaptable:"
16. "We've achieved this without creating much more of a communication gap: We can still relate to our kids more easily than our parents were able to relate to us. The tricks of the Z-ers are not that hard for most of us to master and their life goals, happily, tend to be extensions of our own, often unrealized, dreams."



(Leonid Bershidsky, "Here Comes Generation Z", Bloomberg, June 18, 2014, <https://www.bloomberg.com/view/articles/2014-06-18/nailing-generation-z>)

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## Gen Z Research

### Social Equality is Non-Negotiable

- "Gen Z has no patience for racism, sexism, unfair treatment ..."  
<https://www.efrontlearning.com/blog/2017/08/post-millennials-are-here-the-ultimate-tips-on-generation-z-training.html>

- “Every generation has a defining cause that serves as the foundation for its behavior. For Boomers, it was anti-establishment. For Millennials, it was the environment. For Gen Z, it is human equality.
- “... 60% of teens support brands that take a stand on issues they believe in regarding human rights, race and sexual orientation.” (Getting to know Gen Z: How the pivotal generation is different from millennials. A Barkley and Futurecast Study. DO NOT PUBLISH WITHOUT PERMISSION)
- “Depending on whom you believe, iGen is either the most racially equal generation in history or rapidly ushering in a return to old-fashioned racism. Which view is right? Mostly the first, but there is still a long way to go. On the subject of iGen’ers supporting racial equality, they and the millennials are much more likely to support Black Lives Matter than are older generaitons – in a 2016 Pew Research Center poll, 60% of white adults ages 18 to 30 said they supported Black Lives Matter, compared to 37% of 50- to 65- year olds and 26% of those 65% and older. “I am white and I support the Black Lives Matter movement. I think its important that people express frustration with the way police are treating minorities in this country,” wrote Jason, 20. “I think it is good that attention has been called to corruption and poor policing – it probably should have happened sooner.”

#### Gender is no more

- “... 35 percent of Gen Z respondents consider themselves somewhat bisexual, with only 48 percent (A full 65 percent of millennials) identifying as completely straight ... 44 percent said they always wore clothes designed for their gender.”
- “70 percent of Gen Z, ... ‘it's important for public spaces to provide access to gender neutral bathrooms.’”
- “74 percent of Gen Z, ...say they are more accepting of ‘nontraditional gender identities’ than they were a year ago.” (Elizabeth Nolan Brown, “Gen Z Doesn’t Really Believe in Gender”, Reason, March 15, 2016, <http://reason.com/blog/2016/03/15/gen-z-doesnt-believe-in-gender>)
- “... the number of young women who have had sex with at least one other woman has nearly tripled since the early 1990s. More men now report having had a male sexual partner as well. It’s possible that more people are simply willing to admit to such experiences, rather than more actually having had the experience. Either way, reporting of same-sex sexual experience is on the rise.”
- “... The percentage of adult Americans with bisexual experience during their lifetimes tripled between 1990 and 2016, from 3% to 11%.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

#### The Curated Self

- “Instead, they view their identity as a curated composition, not a revelation. Whether through their Instagram feed or by their gender expression, teens have the ability to

decide who they want to be at any given point in time and how they want to share that image. All it takes to change their outward identity is a simple swipe and an upload to Instagram. ... 75% of teens today feel comfortable having multiple online personas.” (Getting to know Gen Z: How the pivotal generation is different from millennials. A Barkley and Futurecast Study. DO NOT PUBLISH WITHOUT PERMISSION)

Religion is too traditional (outdated, old) Trend towards non-religious affiliation.

- “iGen’ers are more likely than any other generation before them to be raised by religiously unaffiliated parents. In the 2016 college student survey, 17% of students’ parents did not belong to a religion, up from only 5% in the late 1970s. ...by 2016, 31% did not affiliate with a religion.... In 2015, 22% of 12<sup>th</sup> graders said they never attend religious services.”
- “A recent study found that 80% of unmarried young adult evangelical Christians have had sex.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017.)

Uniqueness’s of Gen. Z

Instant Gratification

- “For Gen Z, instant gratification may trump any form of traditional loyalty program.” (Kelvin Claveria, *When it comes to Gen Z, forget everything you know about brand loyalty*. VisionCritical. 2017. <https://www.visioncritical.com/gen-z-brand-loyalty>)

They’ve never known life without the internet – Post-Digital Era

- “They surf on two screens simultaneously.”
- “More than eight out of 10 are hooked on social networks and more than half of them think that this is where their real social life takes place.”
- “Even as young as they are, they have already seen so many technologies become obsolete.”
- “As for the web, violence, porn, they’ve already seen it all.” (“Gen Z Doesn’t Really Believe in Gender”, Phys Org, February 11, 2016, <http://phys.org/news/2015-02-born-digital-age.html>)
- “...spending 41 percent of their time outside of school with computers of some kind or another, compared to 22 percent 10 years ago. ... ‘lack situational awareness, are oblivious to their surroundings and unable to give directions.’” (Leonid Bershidsky, “Here Comes Generation Z”, Bloomberg, June 18, 2014, <https://www.bloomberg.com/view/articles/2014-06-18/nailing-generation-z>)

## Short Attention Spans

- Young minds will progress from their brief 8-second frame of mind into 4-second filters. In other words, because of their increasing use of digital media, Generation Z will soon have the ability to process or filter out content within a 4-second window. Accommodating their window of attention is crucial for companies trying to reach Generation Z, since time is so valuable to them. (Deep Patel, “6 Trends for Generation Z in 2016”, The Huffington Post, July 28, 2016, [http://www.huffingtonpost.com/deep-patel/6-trends-for-generation-z\\_b\\_11227446.html](http://www.huffingtonpost.com/deep-patel/6-trends-for-generation-z_b_11227446.html))
- “we tell our advertising partners that if they don’t communicate in five words and a big picture, they will not reach this generation,” said Dan Schawbel, the managing partner of Millennial Branding, a New York consultancy.” (<http://blogs.vsb.bc.ca/sjames/files/2012/10/Move-Over-Millennials-Here-Comes-Generation-Z-The-New-York-Times.pdf>)

## Teens are dating less

- “Only about half as many iGen high school seniors vs. Boomers and GenX’ers at the same age ever go out on dates.”
- “Chloe, 18 and from Ohio, has had two romantic relationships. In both, she says that about a third of their “getting to know you” conversations were done via texting and social media (that was the “talking” part) and the other two-thirds in person. So it could be that young people are still pairing up but don’t see each other in person as often – with that in-person interaction necessary for it to count as a date.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017.)

## Teen are less likely to have sex

- “The drop is the largest for 9<sup>th</sup> graders, where the number of sexually active teens has almost been cut in half since the 1990s.”
- “... the teen birthrate hit an all-time low in 2015, cut by more than half ... So with fewer teens having sex, fewer are getting pregnant and fewer are giving birth at a young age.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

## Teens are drinking and partying less.

- “... fewer and fewer drink alcohol. Nearly 40% of iGen high schooler seniors in 2016 had never tried alcohol at all, and the number of 8<sup>th</sup> graders who have tried alcohol has been cut nearly in half. For now iGen drinks less but smokes pot more than the Millennials who preceded them.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)
- “Kevin is 17 years old ... “I feel like we don’t party as much. People stay in more often. My generation lost interest in socializing in person - they don’t have physical get-togethers, they just text together, and they can just stay home.” iGen teens spend less time at

parties than any previous generation.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

## Social Media

- “95% of Gen Z use YouTube and 50% say they can’t live without it.”
- “Which platform do you use for catching up on the news?”
  - \* “23% Facebook”
  - \* “23% YouTube”
  - \* “12% Twitter”

(Emma Bazilian, *Infographic: 50% of Gen Z ‘Can’t Live Without YouTube’ and Other Stats That Will Make You Feel Old*. AdWeek May 21, 2017. <http://www.adweek.com/digital/infographic-50-of-gen-z-cant-live-without-youtube-and-other-stats-that-will-make-you-feel-old/>)

- “...Some 13-year-olds check their social media accounts 100 times a day and are spending about nine hours a day using media for their enjoyment.”
- “‘I think they’re addicted to the peer connection and affirmation they’re able to get via social media,’ said child clinical psychologist Marion Underwood, co-author of the #being13 Study in an interview with CNN. ‘To know what each other are doing, where they stand, to know how many people like what they posted, to know how many people followed them today and unfollowed them... that I think is highly addictive.’”

(Getting To Know Gen Z: How the pivotal Generation is different from millennials. A Barkley Study. DO NOT PUBLISH WITHOUT PERMISSION)

- “Athena ... “We don’t have a choice to know any life without iPads or iPhones. I think we like our phones more than we like actual people.”” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017.)
- “The daily use of social media sites ... by 2015, those who never used them had dwindled to 3%. Only 2% of 12<sup>th</sup>-grade girls said they “never” use social media sites. So 97% of 12<sup>th</sup> graders and 98% of 12<sup>th</sup>-grade girls use social media sites at least sometimes.”

## Cell Phones (Taken from The Generation Z Study of Tech Intimates by CommScope)

In Spring 2017, CommScope ... a global quantitative online survey among 4,003 consumers in eight distinct tech-leading cities. Participants were 13- to 22-year-olds.”

- 96% of Gen Z owns a smartphone
- 74% of Gen Z’s time is spent online (outside of school or work)
- 2/3 of Gen Zers are interested in purchasing via social media directly

- Percentage of the population that is Gen Z, 26% in 2015. By 2020 it will be 33%.
- Virtual reality and augmented reality traffic will increase 20-fold between 2016 and 2021 globally, a CAGR of 82%.
- “Gen Z is the mobile-first generation that appears to live equally in the digital world as the real one. ...with a quarter checking their phones 30 times an hour.”
- “On average, Gen Z checks their smartphones ever three minutes.”
- “The smartphone is the social hub of Gen Z.”
- “39% associate texting with staying connected to others.”
- Percentage interested in a new technology: All three of these technologies further the idea of enhancement, making them more effective and efficient.
  - \* 44% - Virtual reality
  - \* 41% - Artificially intelligent personal assistants
  - \* 39% - Driverless cars
- 63% would find it extremely difficult to live without their smartphones.
- “... When I’m home, my phone is basically my social life.”
- “Gen Z is an interesting mix of tech savvy, smart and dependent. They have many interesting ideas for the future of technology, adore the Apple brand, want to become famous YouTubers and understand that they live in a post-privacy world. . . . Technology is essentially an indistinguishable part of their identity and intertwined in their daily life. It gives them comfort, purpose and focus.”
- “2/3 agree that nothing you do online is private and personal privacy is over.”
- Be what you know: Career Desired
  - \* A famous YouTuber – 37%
  - \* A cutting-edge software developer – 35%
  - \* A twitter celebrity with over 1 million followers – 32%
- Brands of Smartphone owned in NYC
  - \* Apple - 71%
- “This generation is addicted to their phones.” (*The Generation Z: Study of Tech Intimates*. CommScope. 2017)

### Growing up Slowly

- “several well-publicized studies of brain development have shown that the frontal cortex, the brain area responsible for judgement and decision making, does not complete its development until age 25.
- “We want you to treat us like children, not adults,” one college student told a startled faculty member. Some suggest that this cocoon mentality is behind recent campus trends such as “trigger warnings” to alert students that a reading or lecture material might be disturbing and “safe spaces” where students can go if they are upset by a campus speaker’s message. One safe space, for example, featured coloring books and videos of

frolicking puppies, neatly connecting the idea of safe spaces with that of childhood.”  
(Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

### Highly Entrepreneurial

- 72% of teens say that they want to start a business someday (<http://millennialbranding.com/2014/high-school-careers-study/>)
- “Generation Z will be the first generation raised when digital is the norm.” (T. J. Marchetti, “Generation Z is adamant about turning hobbies into careers”, iMediaconnection, July 23, 2014, <http://www.imediaconnection.com/articles/ported-articles/red-dot-articles/2014/jul/3-fundamental-ways-generation-z-differs-from-millennials/>)

### Mental Health is in Decline

- “Teens who spend more time on screen activities are more likely to be unhappy, and those who spend more time on nonscreen activities are more likely to be happy. There’s not a single exception: all screen activities are linked to less happiness, and all nonscreen activities are linked to more happiness. 8<sup>th</sup> graders who spend ten or more hours a week on social media are 56% more likely to be unhappy than those who don’t. Admittedly, ten hours a week is a lot – so what about those who spend merely six hours a week or more on social media? They are still 47% more likely to say they are unhappy. But the opposite is true of in-person social interaction: those who spend more time with their friends in person are 20% less likely to be unhappy. If you were going to give advice for a happy life based on [these statistics], it would be straight forward: put down the phone, turn off the computer or iPad, and do something – anything – that does not involve a screen.”
- “Teens who visit social networking sites every day are actually *more* likely to agree “I often feel lonely,” “I often feel left out of things,” and “I often wish I had more good friends.” ... Just as for happiness, the results are clear: screen activities are linked to more loneliness, and nonscreen activities are linked to less loneliness.”
- “Thirteen-year-old Grace Nazarian opened her Instagram page one day to find pictures of her closest friends at a birthday party – one she hadn’t been invited to. “I felt like I was the only one not there,” Grace told the *Today* show. “. . . I was thinking, they’re having a good time without me. Then I just felt really, really bad about myself.” Grace’s experience is now common: whereas teens used to hear about social events through whispers and loose talk at school, they can now see up-to-the-minute pictures of exactly what they are missing. *iGen* has a specific term for this: FOMO (Fear of Missing Out). In many ways, it sounds like a recipe for loneliness.”
- “A stunning 31% more 8<sup>th</sup> and 10<sup>th</sup> graders felt lonely in 2015 than 2011, along with 22% more 12<sup>th</sup> graders.”

- “The National Survey on Drug Use and Health (NSDUH), conducted by the US Department of Health and Human Services, has screened US teens for clinical-level depression since 2004... The screening test shows a shocking rise in depression in a short period of time: 56% more teens experienced a major depressive episode in 2015 than in 2010 and 60% more experienced severe impairment.”
- “Although the rise in anxiety, depression, and suicide has occurred at the same time as the rise of smartphones, it makes sense to consider other causes as well. . . . A plausible theory includes three possible causes: (1) more screen time has led directly to more unhappiness and depression, (2) more screen time has led to less in-person social interaction, which then led to unhappiness and depression, and (3) more screen time has led to less print media use, leading to unhappiness and depression.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

### Is Your Teen Depressed

“In 2016, around 13% of U.S. Teenagers ages 12-17 had at least one major depressive episode in the past year, compared to almost 8% in 2006, ... Substance Abuse and Mental Health Services Administration.”

“...almost 60% of adolescents with a major depressive disorder didn’t receive treatment.”

“... the American Academy of Pediatrics issued updated guidelines – the ... that pediatricians screen all those ages 12 and older for depression annually ...”

“... teenagers have always felt pressure to be attractive and well-liked, social media amps up this anxiety with real-time measures of popularity such as ‘follow’ and ‘likes.’”

“... this generation of teens also may feel more vulnerable than recent ones ... events such as school shootings, which they follow in real-time—and often via firsthand accounts—on sites such as Twitter or Facebook and through texts and calls.”

(Elizabeth Bernstein, “How to Spot Teenage Depression”, The Wall Street Journal, March 5, 2018, <https://www.wsj.com/articles/is-your-teen-depressed-or-just-moody-1520266550>)

### Safety

- “iGen teens are safer drivers: fewer high school seniors get into car accidents, and fewer get tickets. This is a recent trend, beginning only in the early 2000s for tickets and in the mid-2000s for accidents. As recently as 2002, more than one out of three 12<sup>th</sup> graders had already gotten a ticket, but by 2015 only one in five had.”
- “iGen’ers are just as likely to use marijuana ...it’s safe. iGen’ers see regular marijuana use as safer than binge drinking, the first generation ever to do so.
- “Eighths and 10<sup>th</sup> graders are now less likely to agree that ‘I like to test myself every now and then by doing something a little risky’.”

- “iGen’s interest in safety: the idea that one should be safe not just from car accidents and sexual assault but from people who disagree with you. ... take the most recent version of the “safe space,” now known as a place where people can go to protect themselves from ideas they find offensive. ... if students are upset by a speaker’s message, they can come together in a separate location to console one another.”

### Generation Porn

- “You’d think the widespread availability of porn would make teens more interested in actual sex, but young people themselves often say the opposite. Hiro, 17, lives in Texas with his parents and older siblings. He says he first saw pornography when he was 9 years old, when he figured out how to turn off the child filter on his parent’s computer. Porn led him to try to imagine what girls he knows looked like naked, so, he says, “I had two choices: hang out with girls and constantly think sexually about them, or avoid them entirely.” He chose to avoid them. “I have never been in a relationship in my 17 years on this earth, and the big reason is porn and my association with it. At his point that makes me sad,” he wrote. He concluded, “Pornography, especially on the internet, has desensitized teens into not enjoying or wanting sex and intimacy.”
- “Some young men find that porn is enough to satisfy their sexual urges. Noah, 18, told the Washington Post he’d rather watch YouTube, play video games, or work than have sex. He’s a virgin, though he has watched a lot of porn. When asked if he was curious about actual sex, he said, “Not really. I’ve seen so much of it. . . . There isn’t really anything magical about it, right?”
- “A 2016 *Time* magazine cover story documented the growing number of young men who say their extensive use of pornography has left them unable to be aroused by actual sex. Noah, now 26, says he first saw pictures of nudity online when he was 9. By the time he was 15, he was masturbating to pornographic streaming videos several times a day. When he was a senior in high school, he and his dated ended up naked in her bedroom, but the couldn’t get an erection. “There was a disconnect between what I wanted in my mind and how my body reacted,” he said.” (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

### Restricting free speech.

- “iGen’ers are more likely to support restricting speech. Young adults in general are also more likely to agree with speech restrictions. (Jean M. Twenge. *iGen*. Simon & Schuster Inc. 2017)

### “Other Characteristics of Generation Z as a cohort in contrast with earlier generations.”

- “More racial diversity.”
- “Less traditional (nuclear) family backgrounds, more single-parent and same-sex parent families.”
- “More likely to have friends from various ethnic, religious and racial groups.”

- “More risk-adverse.”
- “Less confident in the current economic system.”
- “More inclined to entrepreneurialism.”
- “More religious.”
- “Spend more time online.”
- “Use phones more than television for entertainment.”
- “In the workplace, Generation Z expects greater flexibility and the capacity to work remotely, making a meaningful contribution to the world.”

(Margaret Rouse, “Generation Z”, What Is.com, Accessed 5.4.2018, <https://whatis.techtarget.com/definition/Generation-Z>)

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### **Teenagers increasingly prefer family time to sex, study suggests**

“The report said: ‘The low levels of teenage pregnancy rates may in part be attributed to lower levels of face-to-face interaction between young people and their peers, as opportunities for sexual interaction that could result in a pregnancy are reduced.’”

“Around a third (33 per cent) of teenagers viewed time with their family as of high importance, compared to 27 per cent who said the same for their friends.”

“The majority of respondents (82 per cent) said getting good grades or succeeding in their chosen career was a priority, compared to around two thirds (68 per cent) who said the same of spending time with their peers.”

(Tom Embury-Dennis, “Teenagers increasingly prefer family time to sex, study suggests”, Independent, July 18, 2018, <https://www.independent.co.uk/news/health/teenage-sex-family-time-teen-pregnancy-online-relationships-social-media-a8452006.html>)

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### **Quotes from Getting to Know Gen Z: How the pivotal Generation is different from millennials.**

- “...they are more aware of their actions and respectful of the individual choices of their peers.” (*Getting To Know Gen Z: How the pivotal Generation is different from millennials.* A Barkley Study. DO NOT PUBLISH WITHOUT PERMISSION)
- “More than half of the teens we surveyed agree that personal success is the most important thing in life.”  
A huge reason for this shift in importance of personal success is the influence of social media on how teens outwardly present themselves. There is an expectation that when something good happens or if someone experiences a success, they will share it on social media. If nothing is shared, we assume nothing good has happened. The Pivotal

Generation is changing the old saying, “no news is good news.” Today, no news means bad news. By placing such a high importance on personal success, Pivotal Generation is ensuring that they do indeed have good news to share.” (*Getting To Know Gen Z: How the pivotal Generation is different from millennials*. A Barkley Study. DO NOT PUBLISH WITHOUT PERMISSION)

- While Millennials were raised as the “trophy generation,” pivotal Generation view life through a much more practical lens. Teens today were born into an age where failure is broadcasted almost as much, if not more than, success. According to a study conducted by Pew Research Center, there can be as many as 17 negative news reports for every positive one. Teens today are growing up more aware of failure – making success an even greater aspirational goal – and they are not blind as to what it takes to achieve that goal. (*Getting To Know Gen Z: How the pivotal Generation is different from millennials*. A Barkley Study. DO NOT PUBLISH WITHOUT PERMISSION)

Quote from iGen:

“...most mentally fragile ... leaving behind traditional structures such as religion.” (Jean M. Twenge, *iGen*, Simon & Schuster Inc. 2017)

**From 2011-2015:**  
Clinical-level depression  
jumped 67% among girls  
among girls...  
...compared to 20% of boys.

©Josh McDowell Ministry 2017 **T447**

**In 10 years time:**  
Suicide rate for 10-14 year  
old boys has doubled.  
The rate for girls in this age  
range have **TRIPLED**.

©Josh McDowell Ministry 2017 **T448**

The suicide rate for girls  
ages 15-19 is now at its  
highest since 1975.



©Josh McDowell Ministry 2017 **T449**

The largest change in the  
lives of teens between  
2011 and 2015:  
The sudden ubiquity of the  
smartphone.



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The rise in smartphone and  
social media may be two  
reasons why teen mental  
health has suffered.

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iGen teens spend less time  
with each other in person than  
previous generations did.

©Josh McDowell Ministry 2017 **T457**



Social media went from an  
occasional activity to a  
nearly constant one.

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Social media use leads to  
unhappiness.  
...but  
unhappiness  
does not lead to  
more social  
media use.



©Josh McDowell Ministry 2017 **T452**

Girls find it difficult to escape constant worries about getting enough likes and followers.



©Josh McDowell Ministry 2017

T454

"They're in a cauldron of stimulus they can't get away from."

-Janis Whitlock  
Cornell University Researcher

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T455

Ann Bishop, a 20 year old who struggled with depression and self-injury as a teen agreed.

"We're the first generation that cannot escape our problems at all."

©Josh McDowell Ministry 2017

T456

Cyberbullies can reach their victims at home, on vacation, and even when they're trying to sleep.



T458

The smartphone era has also seen a spike in the number of teens who don't sleep enough...

©Josh McDowell Ministry 2017

T459

...and, like the rise in mental health issues, the spike is more pronounced among girls.

©Josh McDowell Ministry 2017

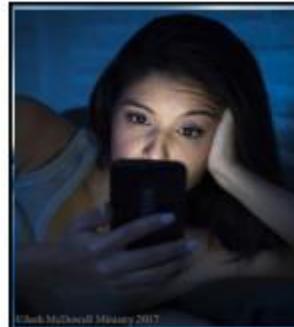
T459a

Quality sleep for girls is suffering

- Light from smartphone in dark suppresses melatonin
- Worry over latest social media post before bed inhibits relaxation

©Josh McDowell Ministry 2017

T459b



Lack of sleep is a significant risk factor for depression.

©Josh McDowell Ministry 2017

T459c

## Adults who went undercover at a high school found 7 things people don't realize about life for teenagers today

High school is nothing like it used to be.



Shane Feldman, an undercover high-school student on the documentary series "Undercover High." Courtesy of A&E

That's the message of "Undercover High," a documentary series on A&E that follows seven adults who pose as students for a semester at Highland Park High School in Topeka, Kansas.

The undercover students, aged 21 to 26 when the show was filmed last year, took classes, joined clubs, and saw firsthand the struggles teenagers go through in their everyday lives. Even for the participants who graduated as recently as five years ago, their

return to high school was completely different from their first time around.

Here are seven things the undercover students learned about high-schoolers that most adults don't realize.

Social media has changed the game.

Social media has had a profound effect on the daily lives of teenagers. Being constantly plugged in introduces unrelenting pressure on students to maintain their online presence around the clock.



Cellphone use is rampant at Highland Park High School. A&E

"The kinds of challenges that I experienced in high school along with my peers are now 24/7 issues because of technology, computers, cellphones, and social media," Shane Feldman, an undercover student who graduated from high school in 2012, told Business Insider. "There's no real escape."

Teachers have less control than ever.

Social media isn't just an after-school phenomenon. The undercover students were shocked to observe that in many classrooms, most students were on their phones for most of the time.

"You're not supposed to have your phone out, but honestly, we don't care," one student said.



Teachers struggle to get students off their phones. A&E

Beryl New, the principal of Highland Park High School when the show was filmed, said that even though social-media sites were blocked on the school's network, staff members were helpless in stopping students from accessing them on their own devices. And teachers said it was a daily struggle to get students to focus on classwork.

Bullying doesn't stop when the final bell rings.

Another downside of technological advances is that bullying has turned into a 24/7 activity.

Worse yet, it's almost impossible for teachers and school staff members to police cyberbullying, as incidents that start in the classroom can reverberate around the school within moments and continue snowballing at home.

"Back in the day, if a child was going to be bullied, it might be one person, one incident that happens on the playground or while you're waiting on the bus," New told Business Insider. "It can be resolved, and it's pretty much the end of it.



Daniel, a youth pastor, was one of the adults who went undercover. A&E

"Now it can be one person has an issue with one person, and everybody else chimes in, and by the time it gets to the next day, someone wants to fight, someone's not going to school, someone is threatening suicide. It took something singular — granular even — and it's just ballooned overnight until it becomes a major issue."

Girls are constantly pressured to share sexual images of themselves.

The undercover students discovered that female students face a unique struggle at school: they are frequently pressured to share risqué images of themselves with other students.

"It's something that's normal for them — posting promiscuous pictures of themselves and rating themselves based on what others think and like off social media," Nicolette, a 22-year-old undercover student, told Business Insider.

The consequences of such pressure can be devastating for girls, such as if the images leak online and they're shamed by their peers.

"The girls that get exposed and stuff, they're, like, the freshman girls," a female Highland Park student said in one episode of the show. "They're, like, really dumb, and they'll just send stuff to just about anyone that asks for it."

They are struggling with depression in record numbers.

It shouldn't come as a surprise that partly because of the advent of smartphones and social media, depression and suicide rates are skyrocketing among American teenagers.



Depression is increasingly common among teenagers. A&E

Part of the reason is that social media can seem to quantify a student's popularity and define where they fall on the social totem pole.

"It's not just your image at school that you have to uphold, like what kind of shoes you're wearing, what brand are you wearing, what kind of backpack do you have," Nicolette told Business Insider.

"Now you have to uphold this image on social media:

how many likes do you have, how many hearts do you have, who are you following, how many followers. And it's just doubled the impact of what it was before."

Daniel, a youth pastor who posed as an undercover student, said it was easy for students to take personally the responses they get to a social-media post.

"Their self-value is attached to social media — it's dependent on how many likes they get on a photo," he told Business Insider. "That can be very troubling for a student, especially if no one likes someone's photo."



Female students face constant pressure to share sexually explicit images. A&E

Teen pregnancy isn't what it used to be.

Nicolette, an undercover student who got pregnant in high school, said that at the time it was "very taboo" and she was "ostracized."



Nicolette, one of the undercover students, knew what it was like to be pregnant as a teenager. A&E

"A lot of people were telling me: 'Oh, your life is over. You're not going to be able to go to college. You're going to drop out of high school,'" she told Business Insider. "I didn't feel supported at all."

Her experience at Highland Park, however, was completely different.

"This school had a daycare, a program implemented to help those students — teenagers who were going through pregnancy or had children — so that they

could finish their education," she told Business Insider.

The school's changing attitudes toward teen pregnancy inspired Nicolette to create a group to lend support to female students who were pregnant or supporting children.

And most of all, they just want someone to talk to.

Some of the most important connections the undercover students made were with "problem children" — students who were disruptive in class, didn't have the focus or energy to do their work, and were at risk of not graduating.

During the semester, the participants tried to get to the root of those students' struggles, whether it was a troubling home life, relationship problems, fears about their future, questions about their sexuality, or personal tragedy.

"What I saw going back to high school, more than anything, was an alarming disconnect between teenagers and adults today," Feldman told Business Insider. "There's just a growing disconnect. Most adults don't have any clue what teenagers are going through today."

He continued: "They are craving for adults to understand them and see them for who they are and the struggles they are facing. I don't think teachers and parents, respectfully, understand what they are facing."



Shane Feldman, one of the undercover students. A&E

(Mark Abadi, "Adults who went undercover at a high school found 7 things people don't realize about life for teenagers today", Business Insider, February 12, 2018, <http://www.businessinsider.com/undercover-high-teenagers-lives-2018-2>)

## Gen Z and Millennials Collide at Work

### Future Workplace

"Future Workplace is an HR executive network and research firm focused on the future of learning and working. The firm operates the Future Workplace Network, a consortium of Fortune 1000 global member organizations who use Future Workplace research and insights to future proof their learning and talent strategies."

### Randstad

“As one of the largest staffing organizations in the United States, Randstad provides temporary, temporary-to-hire and permanent placement services each week to over 100,000 people through its network of more than 900 branches and client-dedicated locations.”

“In 2016, the workforce is undergoing a seismic change as 3.6 million Baby Boomers are set to retire, one-fourth of Millennial workers will take on management roles and Generation Z (those born between 1994 and 2010) has started to enter the workforce. ... impact that Millennials brought to the workplace due to their dramatically different perspectives about work. That adjustment is about to be magnified as Gen Z, who in many ways appears to be an exaggerated version of the Millennial cohort, radically alters the workplace.”

“Randstad and Future Workplace have studied Millennials (aka Generation Y) and Gen Z since 2014 when the two companies embarked on a groundbreaking survey that benchmarked the unique traits and workplace values of the next generations of talent.”

- “The emergence of a collaboration generation [Gen Z] is impacting the ways employers provide, and leverage, collaborative practices in the workplace.”
- “The workplace Gen Z seeks has been largely shaped by their jaded upbringing among a recessionary economy, rising healthcare costs and mounting student loans. As a result, the driving force for retention and engagement of these workers centers around financial rewards, career advancement, motivation and work/life balance.”
- “If technology coursed through the veins of Millennials, then technology can be considered Gen Z’s sixth sense. Any organization seeking to recruit, engage and retain these generations will be hard-pressed if they aren’t incorporating emerging social and digital technologies into the workplace. But it’s not as easy as simply providing access to these tools — these generations also struggle to rein in the distractions of such technologies.”
- “With newly appointed management roles comes mayhem for many Millennials. Our study has exposed a serious crisis among Millennial managers, many of whom are simply not prepared or equipped with the EQ (emotional quotient) and people skills required to effectively manage a team.”

## What Gen Z Expect at Work

1. **37%** Gen Z **32%** Millennials  
aspire to be a leader at a company they start/own
2. **26%** Gen Z **23%** Millennials  
plan to work in two countries
3. **19%** Gen Z **16%** Millennials  
plan to work in three countries
4. **37%** Gen Z **39%** Millennials  
most value "different points of view"
5. **33%** Gen Z **37%** Millennials  
most value "different fields of specialty"

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6. Both generations said communication is the most important quality of a leader, followed by support and honesty.
7. **20%** Gen Z **22%** Millennials  
"co-workers who like to collaborate" was a top factor in helping them do their best work
8. **39%** Gen Z **39%** Millennials  
"in person" is the most effective method of communication
9. **25%** Gen Z **19%** Millennials  
expect to work at current company between 1 and 2 years
10. **29%** Gen Z **25%** Millennials  
intend to work at current company between 3 and 4 years
11. **49%** Gen Z **49%** Millennials  
expect to work in their current industry for their entire career
12. Most important employee benefit for Gen Z and Millennials:  
**19%** workplace flexibility  
**17%** healthcare coverage  
**15%** training and development
13. Top incentives to motivate Gen Z and Millennials to work harder and stay at their company longer include:  
**32%** more money  
**20%** opportunities for advancement  
**12%** meaningful work  
**10%** a good benefits package
14. Gen Z and Millennials say the top workplace attribute that enables them to do their best work is:  
**56%** the people I work with  
**52%** the type of work I do  
**38%** the ability to both focus and collaborate in my workspace



“Gen Z and Millennial workers named willingness to communicate as the most important leadership quality today.”

“The evidence is clear: Millennials and Gen Z don’t want annual reviews anymore – they want frequent and ongoing conversations. Having grown up in a world of texting, tweeting and Snapchat, these generations are accustomed to constant communication and feedback. In fact, our global study found more evidence that the annual performance review is coming to an end as Gen Z and Millennials are receiving reviews either daily (19%), weekly (24%) or regularly (23%) instead of annually (3%).”

“Millennials and Gen Z who work for outperforming companies name collaboration tools and regular feedback as the best way to engage with managers.”

“Employers today are faced with an employment challenge — they desperately need Millennials but can’t seem to retain them. In fact, a recent Gallup report on the Millennial generation reveals that 21 percent have changed jobs within the past year, more than three times the number of non-Millennials who report having done so. Gallup estimates that Millennial turnover costs the

U.S. economy \$30.5 billion annually.” (How Millennials Want to Work and Live, Report from Gallup, May 2016)

“Early indications reveal better news when it comes to Gen Z and their willingness to stay with one company. However, if employers don’t begin to take the cue that their leadership styles and workplace practices will need to adapt and evolve to meet the needs of younger generations, they will find themselves navigating similar waters with the newest generation as well.”

“Arguably, the culprit of high Millennial and Gen Z turnover is low engagement. The same Gallup study found that 84 percent of the generation is not emotionally and behaviorally connected to their jobs and companies.”

“The Randstad and Future Workplace study found that many of the engagement and retention drivers for these workers center around financial rewards and motivation, as well as coping with stress and finding a good work/life balance.”

“Often, employers and business leaders fail to take into account the economic and personal financial reality of these younger workers. The U.S. economy has been recovering at a slow pace over the past eight years, with young adults hit hardest. Nearly a decade of wage stagnation alongside rising college and healthcare costs all paint a dreary financial picture for today’s youngest generations.”

18.

About one in five (21%) Millennials say they cannot afford their routine healthcare expenses. An additional 26% say they can afford healthcare but with difficulty.<sup>8</sup>

<sup>8</sup> 2016 Transamerica Center for Health Studies Survey: Millennial Survey: Young Adults’ Healthcare Reality

19.

Work/family conflict contributes to \$24 billion a year in healthcare expenditures for employers.<sup>18</sup>

<sup>18</sup> <http://www.forbes.com/sites/hbsworkingknowledge/2015/01/26/workplace-stress-responsible-for-up-to-190-billion-in-annual-u-s-healthcare-costs/2/#1e3c271a546c>

“...supporting the most stressed-out generations in the workplace there’s a reason why Millennials have been labeled the “Stress Generation.”

“According to the American Psychological Association (APA), Millennials experience more stress and are less able to manage it than any other generation. (American Psychological Association Stress by Generation report) It’s easy to understand why, when you consider the economic and labor market this generation faced after graduation and beyond.”

“Their younger counterparts, Gen Z, may not be faring much better as they graduate with skyrocketing student debt and a rocky labor market. In fact, more than half of Gen Z are either somewhat or very worried about the future (58%).” (<http://danschawbel.com/blog/39-of-the-most-interesting-facts-about-generation-z/>)

“The global Randstad and Future Workplace study sheds more light on the impact of stress among Gen Z and Millennial employees. In fact, the survey found that stress was named as the biggest obstacle that could get in the way of work performance for both generations (37% for Gen Z; 39% for Millennials).”

“In addition, when asked to name the most important employee benefits they expect from their employers, both generations named workplace flexibility and healthcare coverage as their top two. Yet only 34 percent of employers offer workplace flexibility and only half (50%) provide healthcare coverage, according to Gen Z and Millennial employees in the Randstad study. Not surprisingly, the two primary sources of stress for these generations are money and work. The 2016 APA study found that three-quarters [75%] of Millennials report money is a somewhat or very significant source of stress, and another three-quarters [75%] report work as a significant stressor.” (2015 American Psychological Association Stress in America report)

“Why should employers sit up and take notice of the stress levels of their younger workforce? Simply put, it affects a company’s bottom line. Employees who are distracted by financial and work/life balance pressures end up costing companies in several ways — from lost productivity, absenteeism and disengagement to medical expenses — and the impact on business revenue can be quite severe.”

**20.**

46 percent of Gen Z say their biggest financial concern is student debt.<sup>10</sup> The cost of a college degree has increased 1,120% in the last 35 years.<sup>11</sup>

<sup>11</sup> <http://www.getrichslowly.org/blog/2013/07/09/gen-z-is-financially-savvy-with-one-big-exception/>

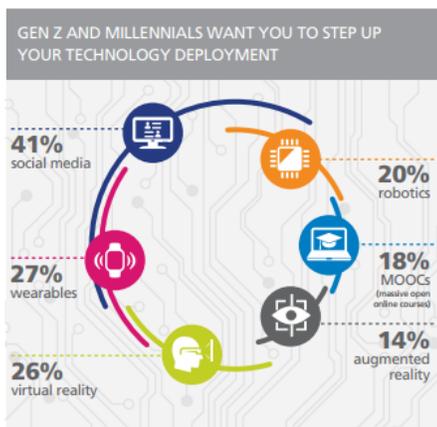
“...half of U.S. employers are blocking social media access in the workplace — giving way to fears of lowered productivity, privacy and security issues.

“However, the stick-your-head-in-the-sand approach is simply not realistic for today’s business environment nor that of the future. In fact, the future of business is a networked one. Employers who recognize the distinct advantages of using social and emerging technologies while at work

will thrive. Even more, those companies that meet the unwavering expectations of younger generations to use technology and identify the right balance between leveraging its benefits while minimizing distractions, will also be more competitive.”

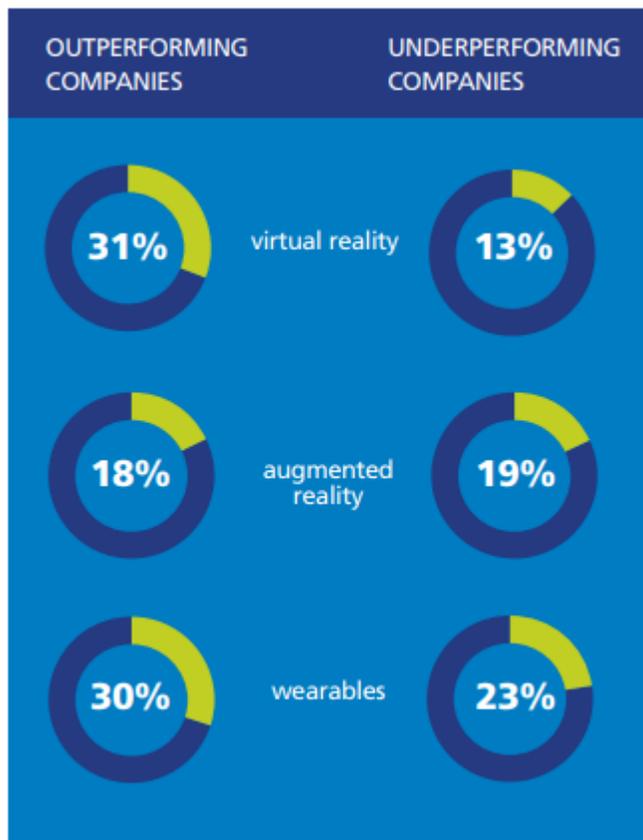
“According to the Randstad and Future Workplace study, younger generations not only want employers to incorporate social media, many of them are increasingly interested in integrating emerging technologies, such as wearables, virtual reality and robotics, into the workplace.”

21.

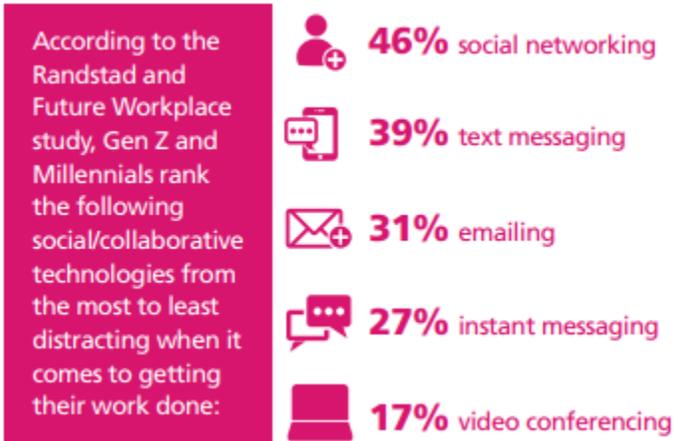


“...77 percent of tech-savvy companies have a culture in which workers are open to concepts that challenge existing workplace practices, compared to 19 percent of companies that have not implemented forward-thinking strategies.”

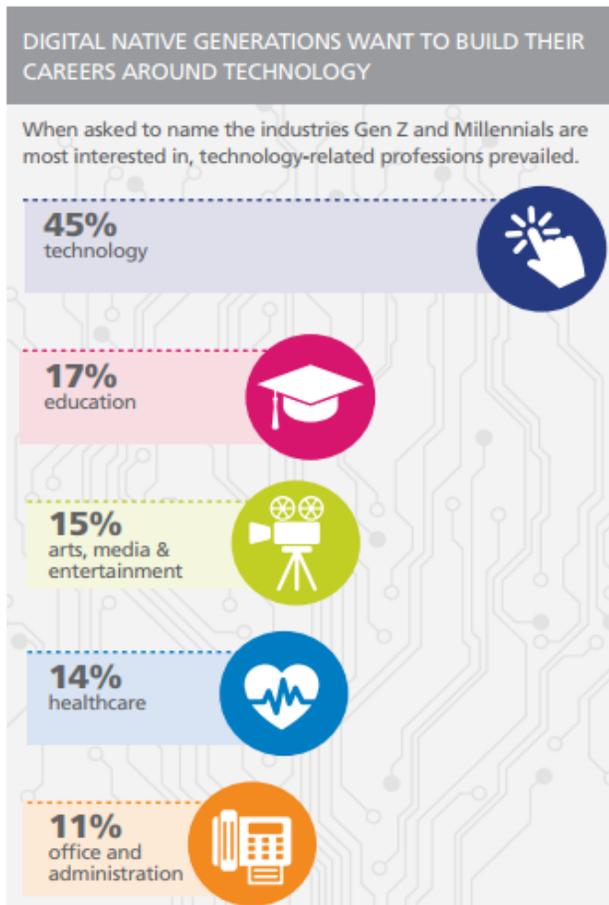
22.



23.



24.



Sound the alarms: we have a millennial manager crisis

Dramatic? Maybe. But the truth is that a crisis is unfolding as companies begin to see more Millennials taking on manager-level positions. Why? Because as the global Randstad and Future Workplace research indicates, Millennials are simply not prepared, nor equipped, with the emotional quotient (EQ) and soft skills required to effectively manage others. The situation is

compounded when Millennial managers are required to oversee generations older than themselves, resulting in turnover among key positions held by their subordinates and the Millennial managers themselves.

A separate study by Future Workplace (<https://workplacetrends.com/the-multi-generational-leadership-study/>) found that 83 percent of respondents have seen Millennials managing Gen X and Baby Boomers in their offices. Meanwhile, these older generations hold a general sentiment that Millennials are unqualified or ill-equipped for the managerial position. For example, 45 percent of Baby Boomers and Gen X respondents feel that Millennials' lack of managerial experience could have a negative impact on a company's culture.

"...only 28 percent of Millennials say their current job relates extremely well to what they studied during their educations."



"...44 percent of Millennial respondents view themselves as being the most capable generation to lead in the workplace, but only 14 percent of all survey respondents agree with this sentiment."

Successful organizations today, and in the future, will need to implement important workplace processes and programs including:

- Collaboration: Collaborative tools and processes to fulfill the expectations of Gen Z and Millennial generations, while seamlessly integrating them into existing workflow to maximize workforce performance
- Career advancement: Frequent and abundant professional development and career advancement opportunities
- Financial stability: Shoring up of wage disparities and providing employee recognition and rewards that deliver younger generations the financial stability they desperately seek
- Technology: Integration of the social and emerging technologies that will satisfy Gen Z and Millennial desires for such tools, while enabling more productivity and less distraction

- Managerial training: Talent assessment and development initiatives for Millennial managers so they may effectively perform and succeed in their valuable roles
- Work/life balance: Formal work/life balance programs that will help younger generations manage workplace stress

("Gen Z and Millennials Collide at Work", Randstad, November 1, 2016, [https://experts.randstadusa.com/hubfs/Randstad\\_GenZ\\_Millennials\\_Collide\\_Report.pdf](https://experts.randstadusa.com/hubfs/Randstad_GenZ_Millennials_Collide_Report.pdf))

### **Children uniquely vulnerable to sleep disruption from electronic screens**

"The vast majority of studies find that kids and teens who consume more screen-based media are more likely to experience sleep disruption," says first author Monique LeBourgeois, an associate professor in the Department of Integrative Physiology at the University of Colorado Boulder. "With this paper, we wanted to go one step further by reviewing the studies that also point to the reasons *why* digital media adversely affects sleep."

Of more than five dozen studies looking at youths ages 5 to 17 from around the world, 90 percent have found that more screen time is associated with delayed bedtimes, fewer hours of sleep and poorer sleep quality, the authors report.

Because their eyes are not fully developed, children are more sensitive than adults to the impact of light on the internal body clock, the paper notes.

"Light is our brain clock's primary timekeeper," LeBourgeois says, explaining that when light hits the retina in the eye in the evening hours it suppresses the sleep-promoting hormone melatonin, delaying sleepiness and pushing back the timing of the body clock. "We know younger individuals have larger pupils, and their lenses are more transparent, so their exposure and sensitivity to that light is even greater than in older individuals."

The authors point to one study that found that when adults and school-age children were exposed to the same amount and intensity of light, the children's melatonin levels fell twice as much. Studies have also shown that short-wavelength "blue light" -- ubiquitous in hand-held electronics -- is particularly potent at suppressing melatonin.

The authors also note that children and adolescents who leave a phone or computer on overnight in their bedroom are significantly more likely to have trouble sleeping. More than 75 percent of youths have screen-based media in their bedrooms, 60 percent interact with them in the hour before bedtime, and 45 percent use their phones as an alarm.

LeBourgeois offers these recommendations for parents:

- Limit children's media use in the hour before bedtime.

- Turn off all electronic media devices, including yours, at bedtime, and charge them in a central location outside bedrooms.
- Remove all electronic media from your child or teen's bedroom, including TVs, video games, computers, tablets, and cell phones.

("Children uniquely vulnerable to sleep disruption from electronic screens", Science Daily, November 1, 2017, <https://www.sciencedaily.com/releases/2017/11/171101130549.htm>)

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**What Can Parents Do?**

**1. Put off getting your child a smartphone as long as you can.**

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**What Can Parents Do?**

**Links between social media and unhappiness are stronger among 8<sup>th</sup> graders compared to older teens.**

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**What Can Parents Do?**

**2. Moderation is key**

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**What Can Parents Do?**

- **Get an app that limits social media, video, and/or texting to 2 hours per day.**

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**What Can Parents Do?**

- **Restricts use of phone at all during nighttime hours.**

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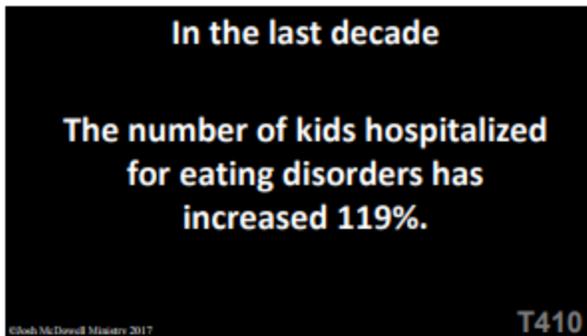
**From 2011-2012**

**The number of children diagnosed with psychiatric disorders rose to 19%...**

**...nearly 1/5 of all children.**



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Having the Sex talk early and often with Kids is good

“Parents may be uncomfortable initiating “the sex talk,” but whether they want to or not, parents teach their kids about sex and sexuality. Kids learn early what a sexual relationship looks like.”

“Broaching the topic of sex can be awkward. Parents may not know how to approach the topic in an age-appropriate way, they may be uncomfortable with their own sexuality or they may fear “planting information” in children's minds.”

“Parental influence is essential to sexual understanding, yet parents’ approaches, attitudes and beliefs in teaching their children are still tentative. The way a parent touches a child, the language a parent uses to talk about sexuality, the way parents express their own sexuality and the way parents handle children’s questions all influence a child’s sexual development.”

“We are researchers of intimate relationship education. We recently learned through surveying college students that very few learned about sex from their parents, but those who did reported a more positive learning experience than from any other source, such as peers, the media and religious education.”

“The facts of modern life”

“Children are exposed to advertising when they’re as young as six months old – even babies recognize business logos. Researcher and media activist Jean Kilbourne, internationally recognized for her work on the image of women in advertising, has said that “Nowhere is sex more trivialized than in pornography, media and advertising.” Distorted images leave youth with unrealistic expectations about normal relationships.”

“Long before the social media age, a 2000 study found that teenagers see 143 incidents of sexual behavior on network television at prime time each week; few represented safe and healthy sexual relationships. The media tend to glamorize, degrade and exploit sexuality and intimate relationships. Media also model promiscuity and objectification of women and characterize aggressive behaviors as normal in intimate relationships. Violence and abuse are the chilling but logical result of female objectification.”

“While there is no consensus as to a critical level of communication, we do know that some accurate, reliable information about sex reduces risky behaviors. If parents are uncomfortable dealing with sexual issues, those messages are passed to their children. Parents who can talk with their children about sex can positively influence their children’s sexual behaviors.”

“Can’t someone else do this for me?”

“Sex education in schools may provide children with information about sex, but parents’ opinions are sometimes at odds with what teachers present; some advocate for abstinence-only education, while others might prefer comprehensive sex education. The National Education Association developed the National Sexual Health Standards for sex education in schools, including age-appropriate suggestions for curricula.”

“Peers become the key source of information if parents fail to talk to kids about sex.”

“Children often receive contradictory information between their secular and religious educations, leaving them to question what to believe about sex and sometimes confusing them more. Open and honest communication about sex in families can help kids make sense of the mixed messages.”

“Parents remain the primary influences on sexual development in childhood, with siblings and sex education as close followers. During late childhood, a more powerful force – peer relationships – takes over parental influences that are vague or too late in delivery.”

“Even if parents don’t feel competent in their delivery of sexual information, children receive and incorporate parental guidance with greater confidence than that from any other source.”

“Engaging in difficult conversations establishes trust and primes children to approach parents with future life challenges. Information about sex is best received from parents regardless of the possibly inadequate delivery.”

“Parents are strong rivals of other information sources. Teaching about sex early and often contributes to a healthy sexual self-esteem. Parents may instill a realistic understanding of healthy intimate relationships.”

“Getting started”

“Maintaining an open, honest relationship with your children is key.”

“So how do you do it? There is no perfect way to start the conversation, but we suggest a few ways here that may inspire parents to initiate conversations about sex, and through trial and error, develop creative ways of continuing the conversations, early and often.”

1. “Several age-appropriate books are available that teach about reproduction in all life forms – “It’s Not the Stork,” “How to Talk to Your Kids About Sex” and “Amazing You!: Getting Smart About Your Body Parts”.”
2. “Watch TV with children. Movies can provide opportunities to ask questions and spark conversation with kids about healthy relationships and sexuality in the context of relatable characters.”
3. “Demonstrate openness and honesty about values and encourage curiosity.”
4. “Allow conversation to emerge around sexuality at home – other people having children, animals reproducing or anatomically correct names for body parts.”
5. “Access sex education materials such as the National Sexual Health Standards.”

“The goal is to support children in developing healthy intimate relationships. Seek support in dealing with concerns about sex and sexuality. Break the cycle of silence that is commonplace in many homes around sex and sexuality. Parents are in a position to advocate for sexual health by communicating about sex with their children, early and often.”

(Veronica Johnson, “Having the Sex Talk Early and Often with Kids is Good”, Salon, October 15, 2017, [https://www.salon.com/2017/10/15/having-the-sex-talk-early-and-often-with-kids-is-good\\_partner/](https://www.salon.com/2017/10/15/having-the-sex-talk-early-and-often-with-kids-is-good_partner/))

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### 3 Kinds of Students that Leave Christianity After High School

“‘I just don’t believe what you believe anymore.’ These are words that no Christian parent or youth leader ever wants to hear. After this bombshell hits and the shockwaves subside, we wonder if something could have been different. What happened to this student who was so active in church growing up? After all, they never missed youth group. Sadly, this scenario is not the exception. Approximately 50 percent of students will disengage from their faith after they leave home.”

“While students have to ultimately choose whom they will follow, I think there is a lot we can do to reverse this trend. First, we need to better understand the students who leave their faith behind after graduation. As I’ve worked with high school and college students over the years and studied the research, there are three basic kinds of students that leave Christianity after high school.”

#### “The Christian Relativist”

“To understand this first type, meet Jennifer. Jennifer grew up in a Christian home and regularly attends church. Over time, she observes a lot of her friends and older Christians in her life saying one thing, but living another. The takeaway? Christianity is important to people for two hours on a Sunday morning, then it fades into the background the rest of the week.”

“As time passes, Jennifer comes to believe Christianity is just true for her because this is just what she personally believes and how she was raised. Faith kind of gets quiet in her life as she gets older. Jennifer doesn’t want to be judgmental or intolerant of what others sincerely believe. Picking up on the social cues around her, faith becomes comfortable and private. However, the moment this happens, Christianity loses its power and vitality because true Christianity, at its core, is a public faith. She doesn’t risk relationships to tell friends about Jesus or swim against the moral current with her everyday choices. Why rock the boat?”

“On the inside, the Christian relativist leaves real Christianity behind along the way without visibly casting off the label of being Christian. After all, faith is meant to be private anyway.”

“The Drifter”

“To understand the Drifter, meet Steven. Steven also grew up in a Christian home and regularly attended church. But over time, he began to have questions and doubts about his faith:”

- “Is God real?”
- “Doesn’t science and evolution put God out of a job?”
- “How is it rational for me to believe someone can come back from the dead when that goes against all of my experience?”
- “How do I know God really loves me?”
- “People are flawed and make mistakes, so how can God write a perfect Bible?”
- “If God were really good and powerful, then he would not allow this much evil and suffering in the world.”
- “I have friends who are gay; does God not love them?”
- “Does everyone who does not believe the way I believe go to Hell forever?”

“Searching YouTube and Google didn’t help, so he began asking the Christians in his life. Unfortunately, he quickly learned that “spiritual” Christians don’t ask such questions in church. Questions and doubts mean you have a lack of faith. So Steven learned to swallow his questions, doubts, and insecurities and came to a place where he really didn’t believe anymore. “This can’t be true,” he thinks. “It doesn’t make sense anymore.” He pretends to believe to make his family and youth pastor happy.”

“Steven never wanted this. He just outgrew his childhood faith. It was not big enough for him to take into the next stage of life. He needed more than just coloring pages and Bible stories. The drift continues on past high school, and only then, becomes visible to everyone else when he’s in a new community with newfound freedoms. Feeling a mixture of relief and loss, he doesn’t have to pretend anymore.”

“The Unconvinced”

“Meet Joey. Like Jennifer and Steven, Joey grew up in a Christian home and regularly attended church. Over time, he begins wrestling with the same unwanted questions and doubts Steven

began to ask. Like Steven, he began searching for answers and also learned the hard way that Christians don't ask those kinds of questions. The remedy was simple. He just needed to try harder and have more faith, but this was not working. Maybe he was not as spiritual as everyone else. His feelings of frustration and isolation grew more intense as time went on, and he began to withdraw from his Christian friends at church."

"Then Joey started to find pockets of people online writing blogs and making videos that expressed what he was feeling. They seemed reasonable to him. They were good people. They were smart and funny. Joey came to a point where he thought, "You know what? I don't believe this anymore. It's not worth it. I don't think this is really true." Unconvinced, he now had to choose if he was going to keep his lack of faith to himself or go public with it. Joey was experiencing a crisis of faith. Unlike Steven, he chose not to pretend anymore. He would walk away. Joey began to openly challenge his parents, friends at school, church, and on social media. College would be a new start for him to become his own person who doesn't have to live inside the constricting box of Christianity anymore."

"For some students like Joey, this crisis of faith moment sometimes coincides with a significant loss, trauma, relational rejection, parents' separation/divorce, moral failure, or other kinds of catalytic events."

"A Fourth Way: Ownership"

"What's tragic about the all too common stories of the Christian Relativist, the Drifter, and the Unconvinced, is that this it doesn't have to be this way. God has called students—and all of us—to more. He has called them to boldly follow Jesus and engage our culture with his life-changing message. I wrote *Welcome to College: A Christ-Follower's Guide for the Journey* to help prepare students for what we know is waiting on them in the college years (and honestly the high school years). I want them to own their faith as they grow into the teenage years so they are ready to live it out for a lifetime."

"There is no growth without challenge. As students grow up in the church they need real world tests that challenge their faith while in a safe community of other committed Christians who care about them and can equip them. The "just believe harder/blind faith" approach is not working. More importantly, it's deeply unbiblical. Students need a grown-up worldview that explains their experiences and makes sense of the world around them. At some point, they need to transfer ownership from the church or their parents to themselves. They need to come to a point where they are convinced Christianity is true. Building a lasting faith means knowing what you believe, why you believe it and how to live it out."

"Let's not lose heart. Let's pursue this fourth way. I'm convinced students can handle far more than people think they can. I've got good news for you... Christianity is not a fairytale for grown-ups. Its really true, and it's past time we make sure the next generation knows it."

(Jonathan Morrow, “3 Kinds of Students that Leave Christianity After High School, Crosswalk, May 2, 2017, <https://www.crosswalk.com/family/parenting/teens/3-kinds-of-students-that-leave-christianity-after-high-school.html>)

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### **Liberal intolerance is on the rise on Americas college campuses**

“What speech counts as “racist” or “sexist” is of course in the eye of the beholder, as evidenced by recent attempts to silence public discourse on racially and sexually charged topics at Wesleyan, Yale and Northwestern universities.”

“A related survey question, which has been asked most years since 1967, inquired whether “colleges have the right to ban extreme speakers from campus.”

“About 43 percent of freshmen said they agreed. That’s nearly twice as high as the average share saying this in the 1960s, 1970s and 1980s. It was surpassed only once, just barely, in 2004. But in general, support for banning speakers from campuses has trended upward over time.”

“Recent incidents suggest students (and sometimes their professors) may have rather expansive views of what constitutes an “extreme speaker.” Among those disinvited or forced to withdraw from campus speaking engagements in the past few years are feminism critic Suzanne Venker, former secretary of state Condoleezza Rice, International Monetary Fund Managing Director Christine Lagarde and Narendra Modi, now the Indian prime minister.”

“Another survey question asked freshmen whether they would participate in student demonstrations while in college; 8.5 percent said there was a “very good chance” they would.”

“That, too, was the highest share on record, higher even than responses recorded during the years of Vietnam protests. In 1968 — the year of a tumultuous Columbia University student takeover — just 4.5 percent of freshmen nationwide said they expected to protest.”

(Catherine Rampell, “Liberal Intolerance is on the rise on America’s college campuses”, The Washington Post, February 11, 2016, [https://www.washingtonpost.com/opinions/liberal-but-not-tolerant-on-the-nations-college-campuses/2016/02/11/0f79e8e8-d101-11e5-88cd-753e80cd29ad\\_story.html?utm\\_term=.67f084b57400](https://www.washingtonpost.com/opinions/liberal-but-not-tolerant-on-the-nations-college-campuses/2016/02/11/0f79e8e8-d101-11e5-88cd-753e80cd29ad_story.html?utm_term=.67f084b57400))

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### **Teen Girls With Smartphones Flirt Most With Depression and Suicide**

“A spike in the teen suicide rate parallels almost exactly the rise of smartphone use, especially among teen girls, who are the most vulnerable to cyberbullying and alienation.”

“Mallory’s story is a tragic part of a larger trend shaping today’s generation of teens and young adults, the post-Millennials born after 1995 whom I call iGen and describe in my book of the same name. Around 2012, more teens in large national surveys started to say they felt hopeless and useless—classic symptoms of depression. In a large, government-funded study designed to screen for mental health issues, the number of teens with clinical-level depression rose substantially between 2011 and 2015. Most troubling, the child and teen suicide rate increased sharply.”

“These trends appear among teens from every background—across the country, among all ethnic groups, and among disadvantaged teens as well as more privileged ones. But there was one major demographic difference: “The sudden increase in mental health issues was much more pronounced among girls.”

“For example, feelings of hopelessness barely budged among boys, but soared upward among girls. Clinical-level depression jumped 67 percent among girls, compared to 20 percent among boys. The suicide rate for 10- to 14-year-old boys doubled in ten years—worrisome enough—but the rate for girls these ages tripled. The suicide rate for girls ages 15 to 19 is now at its highest level since 1975. iGen teen girls are suffering at unprecedented rates.”

“Sure enough, in the large surveys, teens who spent the most time on screens were also more likely to be depressed or have significant risk factors for suicide, such as making a suicide plan or having already attempted suicide. Three other studies—two that followed people over time and one true experiment—found that social media use leads to unhappiness, but unhappiness does not lead to more social media use. “Thus, the rise of the smartphone and social media may be at least two reasons why teen mental health has suffered so much, and so suddenly.”

(Jean M. Twenge, “Teen Girls with Smartphones Flirt Most with Depression and Suicide”, The Daily Beast, September 9, 2017, <https://www.thedailybeast.com/teen-girls-with-smartphones-flirt-most-with-depression-and-suicide>)

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### **We Asked 10 American teens bout politics, the American Dream, ‘Finstas,’ and their fears for the future**

“At approximately 60 million, Generation Z Americans out number millennials by nearly 1 million. ... Gen Z are true digital natives, with 92% having a digital footprint on social media and the web. But that doesn't mean they overshare. Teens are more likely to curate their profiles than their parents, who just put everything up.”

“They're also highly entrepreneurial (72% of teens say they want to start a business someday) and are working and driving less than past generations. Nearly half of Gen Z is also not white, making it the most ethnically diverse generation in history.”

“And while many American adults identify as being on either the right or the left on the political spectrum, a 2016 survey of 150,000 teens found that most say they are both: socially liberal and moderate but also moderate to conservative financially.”

“How much time do you spend online per day?”

“A lot. At least 70% of the day I think.”

“I'm taking a break from social media. When I saw other pages on Instagram, I would try to copy that, even though it didn't really feel right. Like with pages with millions of followers, I would think, 'Oh, if I just copied that, I'll get millions too.' But it didn't sit right with me. I felt fake when I posted things. I would wear a s---ton of makeup and sit in bed to capture the natural light from my window. And then after the pic was done, I would wipe it all away. And then my caption would be: 'Just went out. Tired AF.' Something like that, when I just woke up and put on makeup to take a pic. It felt fake. I didn't want to be fake. I want people to see who I really am.”

“We disagree on the economic side a lot, like with the taxation of businesses. But we agree on social issues, like gay marriage ... I also think a lot of other people [in Generation Z] are fiscally conservative but socially liberal now.”

“I use Twitter the most. I'm pretty addicted to Tinder, even though I'm in a monogamous relationship. I don't talk to a lot of people [on Tinder], but I constantly change my profile, because I like using Tinder to figure out how I want others to perceive me. I don't know if it's healthy, but it's a good way to sculpt how others perceive me.”

“What do you try to portray to people online?”

“I don't think it's a good way to grow up — to try and curate a profile about yourself. I wish I had found social media later, or at least waited until I was 16 until I tried to get followers. I have several different brands online. It's exhausting to analyze how people see me on these platforms. And it's weird to think the way I present myself is different than I actually am. But I don't know how to interact in life if I don't curate myself. I don't think I can encompass myself fully on social media, just out of the necessity to keep some aspects of my life private ... Plus, I don't even know if I have a true self. I don't know if there is a space where I feel OK with not holding anything back about myself, except maybe when I'm alone.”

(Leanna Garfield, “We asked 10 American teens about politics, the American Dream, ‘Finstas,’ and their fears for the future”, Business Insider, August 16, 2017, <http://www.businessinsider.com/what-teens-generation-z-are-like-today-2017-8/#max-doocy-17-a-male-catholic-feminist-with-two-moms-1>)

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## Why So Many of Today's Teens Are Depressed

“The answer might be right there in their hands: the smartphone.”

“Not many research results make you sit up straight in your chair, but this one did.”

“I’ve been tracking trends in the attitudes and behaviors of teens and young adults for many years, primarily relying on a nationally representative survey of U.S. teens conducted every year called Monitoring the Future (MtF) that has surveyed 1.4 million teens since the 1970s. Around 2012 to 2013, there was sudden uptick in teens saying they were experiencing symptoms of depression — feeling hopeless, not enjoying life, believing they can’t do anything right. Depressive symptoms continued to increase over the next few years, making today's teens — whom I describe in my new book, *iGen* — significantly more depressed than teens just a few years before.”

“Since an excerpt of *iGen* ran in the Atlantic, some have wondered how I came to the conclusion that mental health issues were on the rise among teens (and why). Now that the book has been published with all of the graphs and analyses, I can finally explain that here, which I hope will answer critiques that seemed to be based on an incomplete understanding of the research and how it was done.”

“As I found when I dug deeper, the increase in depressive symptoms was only part of the story. Happiness — which had been increasing among teens for 20 years — began to decline. Loneliness spiked sharply, and more entering college students (in the national American Freshman survey of 9 million students) said they felt depressed and overwhelmed. Even more concerning, 50 percent more teens in 2015 (versus 2011) demonstrated clinically diagnosable depression in the NS-DUH national screening study. (It's important to note that all of these sources are surveys of unselected samples of teens and *not* those who seek treatment — thus they cannot be explained by greater treatment-seeking). The teen suicide rate tripled among girls ages 12 to 14 and increased by 50 percent among girls ages 15 to 19. The number of children and teens hospitalized for suicidal thoughts or self-harm doubled between 2008 and 2015. *iGen*'ers were experiencing a mental health crisis. As if that weren't enough, no one seemed to know why.”

“Economic causes seemed unlikely; the U.S. economy improved after 2011. It wasn't academic pressure, either; in the MtF surveys, teens in the 2010s say they do fewer hours of homework than teens reported in the 1990s, and the time college-bound high school students spend on extracurriculars — contrary to popular belief — is about the same in the American Freshman survey. There was no cataclysmic event or political shift during that time (these data predate the presidential election). Factors such as income inequality and shifting family structure, mentioned by some, had been building for decades, with no sudden shift in the 2010s. So what was it?”

“Then it hit me. In another project, I'd found that teens were spending less time with their friends in person and more time communicating electronically, with these trends accelerating after

2011. That, I realized, was around the time that smartphones became ubiquitous — when many teens (and adults) started spending nearly every waking moment looking at the phones in their hands. Sure enough, the Pew Center found that the percentage of Americans owning a smartphone crossed 50 percent in late 2012. That was also around the time social media became almost mandatory for teens. Smartphones and social media were also something that affected teens directly — a fundamental change in how they spent their time, not just an event in the news or a trend they heard about from their parents.”

“So the time sequence fit: Right when smartphones became common, and teens started spending less time face-to-face, their psychological well-being plummeted. The next question was whether smartphones might be linked to lower well-being among individuals. In my analyses of MtF and the CDC’s Youth Risk Surveillance System data for the book, I found they were — teens who spent more time on screens were less happy, more depressed, and had more risk factors for suicide. Those links remained when possible confounding factors, such as gender, race, and socioeconomic status, were taken into account.”

“Some wondered why I didn’t include studies that found positive effects for social media. First, this was a book excerpt, so not surprisingly I focused on the analyses I did for the book (of the nationally representative MtF and CDC data on thousands of teens, which show correlations between more time on social media and lower well-being). Second, the most recent meta-analysis (of 67 studies) also found a correlation between more time on social media and lower well-being. (For two examples, see this study of adults and this one of tweens). Overall, between the large samples I analyzed and the meta-analysis, it seems clear that the preponderance of the evidence points toward lower well-being with more social media use; thus, the idea that I was selective with evidence is unfounded. Social media may have other benefits, but more psychological well-being — which was my focus — does not appear to be one of them.”

“Of course, as I also specifically noted in the Atlantic excerpt, correlation doesn’t prove causation. For example, perhaps unhappy people use screen devices more. However, three other studies have effectively ruled out that explanation, at least for social media. Two longitudinal studies found that more social media use led to unhappiness, but unhappiness did not lead to more social media use. A third study was a true experiment (which can determine causation); it randomly assigned adults to give up Facebook for a week, or not. Those who gave up Facebook ended the week happier, less lonely, and less depressed.”

“Depression causing social media use also can’t explain why depression would increase so suddenly after 2011-12. If the increase in depression occurred first, some other, unknown factor would have to cause depression to rise so sharply, which would then lead to more smartphone and social media use. It seems much more likely that smartphone and social media use went up, and the increase in depression followed. By far the biggest changes in teens’ day-to-day lives between 2011 and 2015 were the spread of the smartphone and the growth of social media. Nothing else even comes close.”

“Not only that: No one disputes that in-person social interaction is linked to better mental health. So even if we dismiss the correlation between social media and depression — say, calling it neutral — the decline in in-person social interaction could certainly account for the increase in depression and unhappiness. And why has in-person social interaction declined? Probably because screen time increased.”

“None of this means you should yank the phone out of your teens’ hands. As other studies have also documented, moderate use of smartphones — around an hour a day — is not harmful. In my analyses of data from the Youth Risk Surveillance System survey administered by the CDC, negative effects on mental health appeared only after two or more hours a day of use. Of course, most teens (and many adults) use their smartphones much more than two hours a day (the average is six to eight hours during leisure time), so it makes sense to consider setting limits.”

“After my book excerpt was published in *The Atlantic*, some, like Sarah Rose Cavanagh, argued that we shouldn’t draw any conclusions until we can do a controlled experiment randomly assigning groups of teens to extensive or low smartphone use. She concluded, “My suspicion is that the kids are gonna be OK.””

“But it is *not* OK that 50 percent more teens suffered from major depression in 2015 versus just four years before. It is *not* OK that the suicide rate for teen girls is at its highest level since 1975. It is *not* OK that twice as many children and teens are now hospitalized for self-harm or suicidal thoughts. It is *not* OK that more teens say that they are lonely and feel hopeless.”

“*iGen* also shows many positive traits and trends, which are detailed in the book, including lower rates of teen pregnancy and alcohol use and a stronger work ethic. Just so there is no misunderstanding: The worrying trends in mental health do *not* mean there are no positive trends, or that I ignore the positive trends. In fact, Chapter 1 of the book — front and center — highlights many of these positive trends, as does the rest of the book. Nor should documenting the mental health trends be construed as “criticism” of this generation — as a psychologist, I find that idea antithetical to the basis of my field, which is that mental health issues deserve understanding and compassionate help, not censure.”

“Given the undeniably negative trends in teens’ mental health and the evidence suggesting smartphone use is at least partially behind them, it makes sense to limit kids’ and teens’ smartphone use. As with any intervention, the risks of doing something versus doing nothing must be considered. There doesn’t seem to be much risk involved in limiting smartphone use to 90 minutes a day or less. However, doing nothing and having teens continue to spend six-plus hours a day with new media risks having these negative mental health trends continue.”

“I would applaud a large, randomized controlled trial that directly addresses the causal link between smartphones and depression. I hope such research will be funded and conducted, though even if it were, it would be years before we knew the results. And if evidence emerges for another cultural or technological trend that can explain the increase in depression,

loneliness, and suicide starting around 2012, I will push to address it. Right now, smartphone use is the most likely change agent, so it's the one I'm addressing with my own children, and the one I think other parents should consider. Teens and young adults are telling college counselors, survey administrators, and therapists that they are suffering, and we need to listen.”

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(Jean M. Twenge, “Why So Many of Today's Teens Are Depressed”, *Psychology Today*, August 25, 2017, <https://www.psychologytoday.com/blog/our-changing-culture/201708/why-so-many-todays-teens-are-depressed>)

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## How to Spot Teenage Depression

“New guidelines focus on helping better identify teens who may be struggling with depression, as rates for the disorder climb”

“Is your child's moodiness a sign of typical teenage angst—or the beginning of a depression that needs professional attention?”

“Statistics show that teen depression is on the rise. In 2016, around 13% of U.S. teenagers ages 12-17 had at least one major depressive episode in the past year, compared to almost 8% in 2006, according to the Substance Abuse and Mental Health Services Administration, which collects this information. Rates for teenagers ages 18 and 19, which are tracked separately, grew as well: More than 11% had a major depressive episode in 2016, compared with 9-10% in 2006.”

“The survey also found that almost 60% of adolescents with a major depressive disorder didn't receive treatment. Parents don't always identify the problem—or know what to do about it even when they do. And teens often resist treatment because of the stigma around mental-health issues. Yet adolescents whose depression goes untreated struggle in school, in their relationships, and to engage in activities they enjoy.”

“Many teens are moody. But to help better identify teens who may be struggling with depression, the American Academy of Pediatrics last month issued updated guidelines—the first in a decade—recommending that pediatricians screen all those ages 12 and older for depression annually and involve families in the assessment.”

“The diagnosis for depression is the same for teens as it is for adults. Psychiatrists and health-care professionals define major depressive disorder as five or more of the following symptoms present for two weeks: depressed mood most of the day, irritability, decreased interest or pleasure in most activities, significant change in weight or appetite, change in sleep, increased agitation or sluggishness, fatigue or loss of energy, feelings of guilt or worthlessness, changes in concentration and recurrent thoughts of death.”

“Rising rates of adolescent depression are fueled by some unique stressors faced by this generation, the first to grow up with smartphones and social media, mental-health experts say. While teenagers have always felt pressure to be attractive and well-liked, social media amps up the anxiety with real-time measures of popularity such as ‘follows’ and ‘likes.’ Teens also can see immediately when they’ve been left out of an activity by classmates or friends.”

“Psychologists say this generation of teens also may feel more vulnerable than recent ones because of events such as school shootings, which they follow in real-time—and often via firsthand accounts—on sites such as Twitter or Facebook and through texts and calls.”

“Add to all of this the pressure to succeed, as colleges become even more competitive. ‘Teens worry: ‘Am I going to be successful? What do I need to do to get where I need to be? Am I doing enough, in academics, philanthropy and sports?’” says Jessica Feinberg, a licensed clinical social worker and program director of the Adolescent Acute Residential Treatment Program at McLean Hospital, a Harvard-affiliated psychiatric hospital in Belmont, Mass.”

“Adolescents—who aren’t always in touch with their feelings or mature enough to articulate them—often become more irritable or angry than adults do when depressed, therapists say. They sometimes complain of physical symptoms, such as stomachaches or headaches that don’t have an identifiable cause.”

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issues. Yet adolescents whose depression goes untreated struggle in school, in their relationships, and to engage in activities they enjoy.”

“Many teens are moody. But to help better identify teens who may be struggling with depression, the American Academy of Pediatrics last month issued updated guidelines—the first in a decade—recommending that pediatricians screen all those ages 12 and older for depression annually and involve families in the assessment.”

“The diagnosis for depression is the same for teens as it is for adults. Psychiatrists and health-care professionals define major depressive disorder as five or more of the following symptoms present for two weeks: depressed mood most of the day, irritability, decreased interest or pleasure in most activities, significant change in weight or appetite, change in sleep, increased agitation or sluggishness, fatigue or loss of energy, feelings of guilt or worthlessness, changes in concentration and recurrent thoughts of death.”

“Rising rates of adolescent depression are fueled by some unique stressors faced by this generation, the first to grow up with smartphones and social media, mental-health experts say. While teenagers have always felt pressure to be attractive and well-liked, social media amps up the anxiety with real-time measures of popularity such as ‘follows’ and ‘likes.’ Teens also can see immediately when they’ve been left out of an activity by classmates or friends.”

“Psychologists say this generation of teens also may feel more vulnerable than recent ones because of events such as school shootings, which they follow in real-time—and often via firsthand accounts—on sites such as Twitter or Facebook and through texts and calls.”

“Most adults understand if they feel depressed or melancholic—and they’re aware of the effect it has on their work or life. Adolescents don’t have insight.”—Joseph Penn, clinical professor of psychiatry, University of Texas Medical Branch at Galveston”

“Add to all of this the pressure to succeed, as colleges become even more competitive. ‘Teens worry: ‘Am I going to be successful? What do I need to do to get where I need to be? Am I doing enough, in academics, philanthropy and sports?’” says Jessica Feinberg, a licensed clinical social worker and program director of the Adolescent Acute Residential Treatment Program at McLean Hospital, a Harvard-affiliated psychiatric hospital in Belmont, Mass.”

“Adolescents—who aren’t always in touch with their feelings or mature enough to articulate them—often become more irritable or angry than adults do when depressed, therapists say. They sometimes complain of physical symptoms, such as stomachaches or headaches that don’t have an identifiable cause.”

“Unlike most adults, they typically lack an awareness of the changes in their behavior. ‘Most adults understand if they feel depressed or melancholic—and they’re aware of the effect it has on their work or life,’ says Joseph Penn, a clinical professor of psychiatry at the University of

Texas Medical Branch at Galveston, and chair of the American Psychiatric Association Council on Children, Adolescents and Their Families. ‘Adolescents don’t have insight.’”

“And girls and boys may behave differently. More girls become depressed. They tend to cry more or withdraw, yet they’re still more willing to talk about their feelings than boys, says McLean’s Ms. Feinberg. ‘Boys act out more,’ she says. ‘They may have conduct issues, destroy things in their room or throw things, get into drugs or alcohol.’”

“But the most significant signs to look for are an impairment in functioning often across several areas of the child’s life—school, social, extracurricular—and an inability to experience pleasure, which appears to have no cause. ‘It’s the hallmark that differentiates teenage moodiness from depression,’ says John T. Walkup, chair of the department of psychiatry at Ann and Robert H. Lurie Children’s Hospital of Chicago.”

“Corrections & Amplifications”

“More than 11% of teenagers ages 18 and 19 had a major depressive episode in 2016, compared with 9-10% in 2006. An earlier version of this article incorrectly stated more than 11% of teenagers ages 18 and 19 had a major depressive episode in 2006.”

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## *STEPS TO TAKE*

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“What should you do if you think your teenager is depressed?”

“Be curious. Ask gentle questions and listen without being critical, says Jessica Feinberg, a licensed clinical social worker and program director of the Adolescent Acute Residential Treatment Program at McLean Hospital in Belmont, Mass. ‘Validate your child’s feelings,’ she says. ‘This does not mean you have to agree with them. It’s enough to say ‘I hear you. Let’s talk.’”

“Ask others. A child who is depressed will often have impaired functioning in several areas of life. Check with the school, coaches, family and friends to see if they also notice a change.”

“Talk to the pediatrician. The doctor can rule out physical causes, such as a thyroid problem or a side-effect of medicine and make a recommendation to a mental-health professional if needed. Share your family history: Depression, like other mental illnesses, tends to track in families, says John T. Walkup, chair of the department of psychiatry at Ann and Robert H. Lurie Children’s Hospital of Chicago.”

“Find a therapist. Make sure the therapist is licensed and has experience with adolescents. Look for someone who practices Cognitive Behavioral Therapy, a short-term, evidence-based approach that helps identify inaccurate or negative thinking in order to respond to situations more effectively. Ask the school or your friends for recommendations, and let your teen have a part in the decision.”

“Consider a psychiatrist. In the case of a mental-health disorder, research shows a mix of therapy and medication often works best, says Joseph Penn, a psychiatrist and chair of the American Psychiatric Association Council on Children, Adolescents and Their Families. ‘If you don’t treat depression, one of the major risk factors, while rare, is death from suicide,’ he says.”

“Have a plan for college. If your teen suffers from depression, find a therapist near the school and ask your child to sign the college’s confidentiality waiver, so the school can legally contact you if your child has a health crisis.”

“Get your own therapist. This shouldn’t be the same person your child sees. Take care of your physical health, as well. ‘It’s the same idea as on an airplane, when you put the oxygen mask on yourself before you put it on your child,’ Ms. Feinberg says.”

“Act immediately if your child talks about self-harm. ‘A lot of times it is really hard to figure out if a kid is suicidal or crying wolf,’ Dr. Penn says. ‘But it has to be taken seriously regardless.’”

(Elizabeth Bernstein, “How to Spot Teenage Depression”, The Wall Street Journal, March 5, 2018, <https://www.wsj.com/articles/is-your-teen-depressed-or-just-moody-1520266550>)

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# BULLYING & CYBERBULLYING

Stats are specific to the U.S.

Girls are **2X** as likely to be bullied on a regular basis.



TEENS WHO ADMIT TO BEING A BULLY

- Admit to Bullying
- No Admission



ONLY 1 IN 10 TEENS ADMIT TO TELLING AN ADULT WHEN THEY ARE BEING BULLIED.



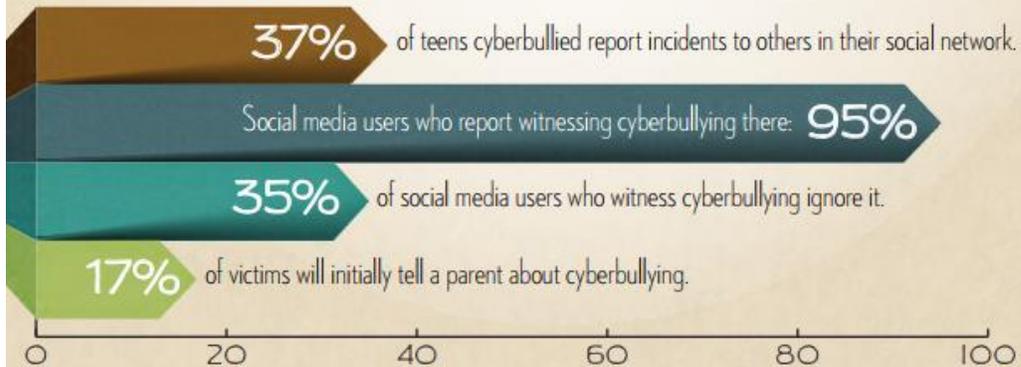
TEENS WHO SAY IT IS EASIER TO BULLY ONLINE



Cyberbullied Victims are almost **2X** more likely to attempt suicide.



## REPORTING OF CYBERBULLYING



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## “Helping Your Child”

“The effects of bullying and cyberbullying can be dramatic. They demolish self-esteem and lead to depression and anxiety that can last into adulthood. Neurobiological research confirms that social pain equivalent to physical pain. In the most tragic cases, teens and preteens may feel driven to self-harm or suicide. If your teen is being bullied, she needs help immediately. Some things you can do include:

- ✓ “Give her some tips about how to deal with a bullying incident such as using humor to defuse a tense situation, using straightforward language (‘That’s enough!’ or, if possible, simply walking away.”
- ✓ “Rehearse with your teen where she can go at school – a specific location or a person such as a school counselor, a trusted teacher, or administrator – if she ever feels threatened.”
- ✓ “If your child is being bullied, you might be tempted to give free rein to strong emotions, especially in a meeting with school officials. Resist the urge. Yelling or reacting explosively may embarrass your child and cause her to NOT tell you about future episodes. Calm, measured action is more likely to lead her to want to tell you.”
- ✓ “Encourage your child to talk with you or another adult when they feel intimidated or afraid, so they can get help and perspective on the other person’s behavior to end the bullying. In situations where a child feels emotionally trapped in feelings of fear, talking can sometimes help teens break out of their ‘loop’ of fearful emotions.”
- ✓ “Children who bully or have been bullied have an increased likelihood of developing a psychiatric disorder. It is helpful to consult a licensed counselor who works with children.”

## “Reaching Out”

“How can you equip your child to be a help to someone else who is being bullied?”

- “Teach him to be aware. What might he see in a friend or classmate who is afraid or hurting? If he can’t think of any signs, provide some examples such as someone walking the halls with his head down; remaining quiet; being tearful; trying to stay out of sight.”
- “Talk about kind phrases your child can offer that other person, or actions he can take. Isolation is one of the most painful results of bullying. Examples of compassionate phrases might include, ‘Would you like to eat lunch with me and my friends?’ or ‘Can I walk you to the office so you can talk to someone about what’s happening.’”

# CUTTING & SELF-INJURY

Stats are specific to the U.S.

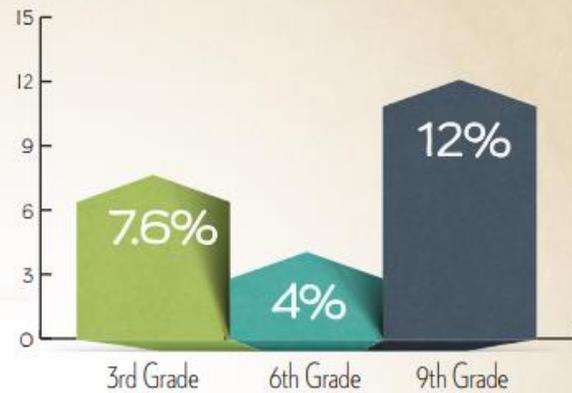


**1 IN 5 FEMALES**  
WILL ENGAGE IN SELF-INJURY.



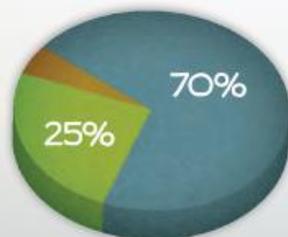
**1 IN 7 MALES**  
WILL ENGAGE IN SELF-INJURY.

## PERCENTAGE OF STUDENTS WHO ENGAGE IN SELF-INJURY



## SUICIDE ATTEMPTS AMONG THOSE WHO SELF-INJURE

- At Least One
- Multiple Attempts
- No Attempt



## REASONS FOR TEEN CUTTING & SELF-INJURY

- Get Mind Off Problems
- Release Tension or Stress



**2,000,000**  
**SELF-INJURY CASES**  
ARE REPORTED ANNUALLY IN THE U.S.



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## “The Issue”

“Cutting is a form of self-injury done in an attempt to relieve or cope with psychological and emotional pain. It usually involves making cuts on various parts of the body using razors, knives or shards of glass. (Other forms of self-harm include: hitting one’s head against a wall, rubbing skin harshly with erasers or burning skin with matches or cigarettes.) The emotional relief obtained by harming oneself is short-lived; however, the feelings of relief can become addictive.”

“Cutting isn’t a fringe phenomenon, unfortunately. About 2 million cases of cutting are reported each year, with many more cases unreported. Ask most high school students (and even many middle school kids) and they will tell you they know someone who is cutting. In fact, a subculture of cutting flourishes on the internet, with websites dedicated to providing guidance on how to cut ‘safely’ or not get caught.”

“Self-injury gives some teens a temporary feeling of being in control when their world seems out of control.”

“You can reduce the likelihood your child will engage in cutting by:

- “COMMUNICATING AND CONNECTING – Let your teen know you care about what she’s going through, and that you are available to talk about what she’s feeling. Encourage her to verbalize her emotions. Ask: What do certain emotions feel like in your body? What do you do when you feel a certain emotion? Try to find an activity that just you and your teen can share to give you a special bond. Cooking, jogging, working in the garage, fishing – look for something fun you could do together.”
- “STRESS WATCHING – Keep an eye on your child’s stress. What puts pressure on our child? Is her stress at a manageable level? What activities can you encourage her to give up in order to reduce stress? Is she sleeping enough or too much? (Each child needs different amounts of sleep.) How is her social world?”
- “PROVIDING HEALTHY OPTIONS – Give our teen healthy ways to deal with stress. IN certain seasons of life, pressure is unavoidable. Help your child find ways to deal with stress, such as exercise or an enjoyable hobby. Expressive artwork, collage-making and journaling are great ideas for many teens. Talk together about activities they pursue or the things they created. Discuss what ‘fills their tank’ or energizes them.”

## “Helping Your Child”

“Some signs that a child is cutting include:

- ✓ “Scars on arms or legs (girls often cut on the stomach and breasts as well)”
- ✓ “Excusing wounds as a result of ‘accidents’”
- ✓ “Keeping sharp objects (razors, utility knives) on hand”
- ✓ “Bloodstained towels, washcloths and sheets”
- ✓ “Wearing long sleeves or long pants, even when the weather is hot”

- ✓ “Difficulties with relationships or being isolated for long periods of time”
- ✓ “Making statements about self-hatred or worthlessness”

“The idea is that if you stop the cutting but your teen can’t deal with her emotional pain in a healthy way, self-harm is likely to recur.”

“Talk About It”

“Be a Noticer”

- “Why do you think people injure themselves through cutting? What do they want to achieve through their actions?”
- “What are people who cut trying to communicate? Have you wanted to hurt yourself intentionally?”
- “What are some healthy and unhealthy ways we handle stress in our home?”

“Be a Builder”

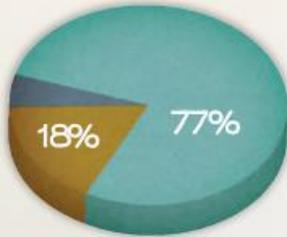
- “How can you encourage someone who is super stressed or in a lot of emotional pain?”
- “Do you know someone who is cutting or injuring themselves?”
- “Why is it so hard to explain emotional pain? How can you help others talk about their emotions?”

“Becoming a Connector”

- “Why is it best NOT to keep cutting and self-injury a secret?”
- “How does your willingness to listen help someone who is in severe emotional pain? How can a counselor help?”

# SEXTING

## REASONS BOYS SEXT



- Nude Photos Sent to Girls to Get Them in the Mood for Sex
- Pressure from a Female Counterpart
- Other Reasons

WHEN A SEXTED MESSAGE GETS OUT, IT CAN CAUSE HUGE NEGATIVE CHANGES IN A TEEN'S BEHAVIOR.

SEXTING WAS THE 4TH MOST COMMONLY IDENTIFIED PROBLEM IN 2015 AMONG ADULTS REGARDING THEIR CHILDREN, UP FROM 8TH IN 2014.

**11%**  
of teens admit they've sent pictures to strangers.

EARLY EXPOSURE TO SEXUAL BEHAVIORS INCREASES THE POSSIBILITY OF STDs, TEEN PREGNANCY AND OTHER HARMFUL CONSEQUENCES.

**51%**  
of adults in a national poll list sexting as a top concern for their children.

**80%**  
of teens who have sexted are under the age of 18.

TEENS WHO ARE SEXTING ARE MORE LIKELY THAN THEIR PEERS TO ENGAGE IN SEXUAL INTERCOURSE.

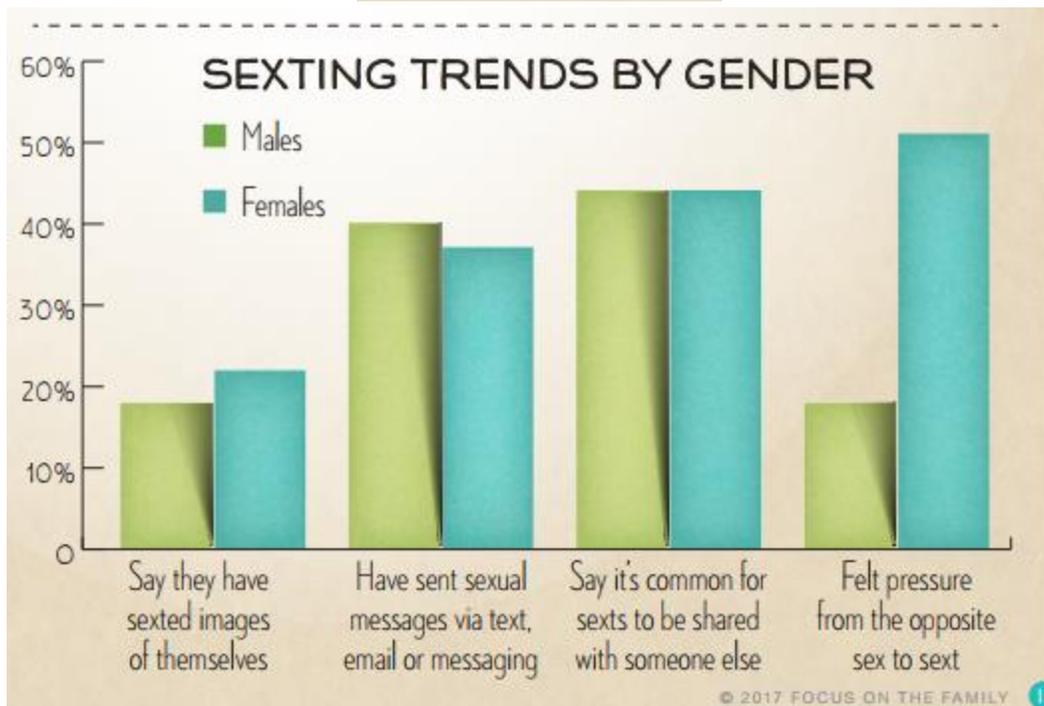
**39%**  
of teen boys say they've seen sexually suggestive messages that were originally meant for someone else.

**50+%**  
of teens have reported that they have been asked to send a text.

**38%**  
of teen girls say they've seen sexually suggestive messages that were originally meant for someone else.

THOSE RECEIVING SEXT MESSAGES ARE 6X MORE LIKELY TO ENGAGE IN SEXUAL ACTIVITIES THAN NON-SEXTING PEERS.

THOSE SENDING SEXT MESSAGES ARE 4X MORE LIKELY TO ENGAGE IN SEXUAL ACTIVITIES THAN NON-SEXTING PEERS.



“The feeling of being wanted or the excitement of exploring sexual curiosities can be very enticing to some teens.”

“...once a photo gets posted electronically, there’s not controlling who else might see it.”

“The best approach to sexting is to prevent it. Here are some things you can do to minimize the risk that your child will participate:

- “HAVE THE TALK – Talk with your kids about sex – not just the one-time ‘birds and bees’ chat, but ongoing conversations about the beauty of sex as God created it. Emphasize to your daughter that she is worthy of respect and that her body should be treated with respect. Teach your son the importance of treating girls as sisters in Christ who bear the image of God.”
- “OPENNESS – Discuss the topic of sexting. Ask your child if she knows if kids at school are sexting. Has anyone ever sent her an explicit photo or asked her to send one? Ask her thoughts on the topic and also how she feels about it. Make sure she understands the dangers and the heartache that can come from what might seem like harmless sharing of photos.”
- “LEGAL REALITIES – Make sure your child knows there are legal ramifications and consequences for sharing sexually explicit photos of a minor.”
- “SAFETY – Let your child know that it’s safe for her to confide in you if she ever has made a mistake in this area. Fear of an explosive reaction never inspires a child to be open.”
- TRUE FREEDOM – Remind your child that freedom is found in being trustworthy, so all electronic devices are open to your eyes at any times. Consider adopting a ‘nothing to hide’ policy for electronics in your family, making devices open and without rights to privacy. You may also consider installing software on your child’s devices to help monitor and appropriately limit their activity.”

#### “Sexting Abbreviations You Should Know”

“Remember these can change quickly. Keep up to date on what abbreviations are being used through research, counselors or school staff:

- NIFOC – Naked In Front of Computer
- GNOC – Get Naked on Camera
- Np4NP – Naked Pic 4 Naked Pic
- POS – Parent Over Shoulder

# RAPE & SEXUAL ASSAULT

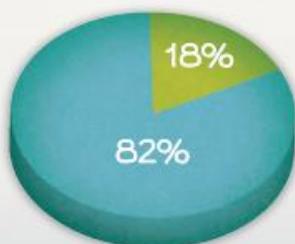
Stats are specific to the U.S.

**FEMALES**  
ages 16-19 are



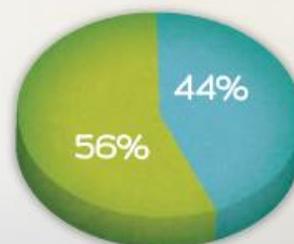
raped or the victims of sexual assault than the general population.

RAPE VICTIMS UNDER 18



Females Males

SEXUAL ASSAULT VICTIMS



Under 18 18 & older



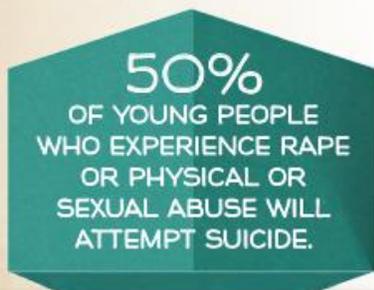
86%

OF FEMALE RAPE VICTIMS KNOW THEIR ABUSER AS AN INTIMATE PARTNER, FAMILY MEMBER OR ACQUAINTANCE.

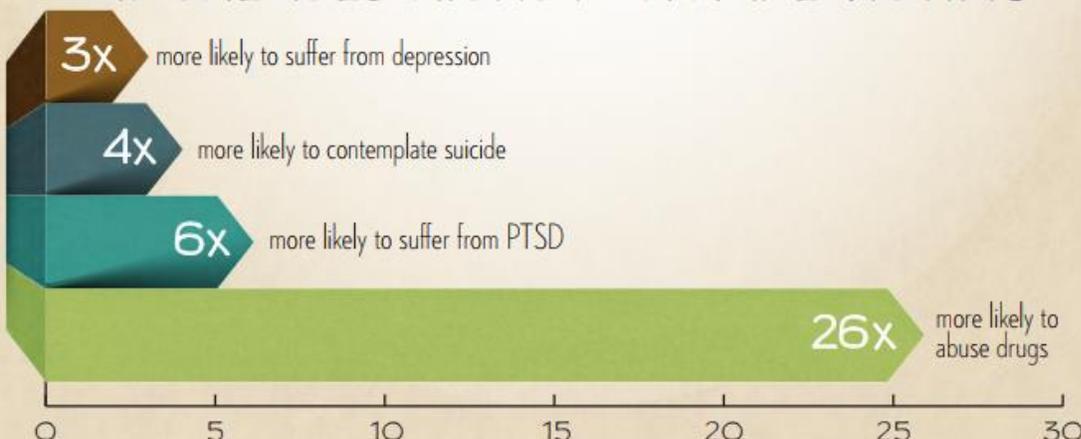


56%

OF MALE RAPE VICTIMS REPORT THEIR PERPETRATOR WAS AN ACQUAINTANCE.



## INCREASED RISKS FOR RAPE VICTIMS



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“Signs Your Child May Have Been the Victim of Rape or Sexual Assault”

- “Bruises or other injuries, including possible cutting”
- “Sleeping fully clothed or wearing a bathing suit to shower”
- “New anxiety, depression, social fears or fatigue”
- “Withdrawing from normal activities or friends”
- “Changes in hygiene or attention to appearance, including sudden and significant weight gain”
- “Difficulty sleeping”

# SUICIDE

Stats are specific to the U.S.

## CAUSE OF DEATH AMONG KIDS AGES 15-19 IN 2016



## AVERAGE NUMBER OF ATTEMPTED TEEN SUICIDES PER YEAR:

# 575,000

ANNUAL NUMBER OF TEEN/YOUTH SUICIDES EACH YEAR (AGES 10-24):

# 4,600

**12** TEEN SUICIDES PER DAY, ON AVERAGE

# 19.3%

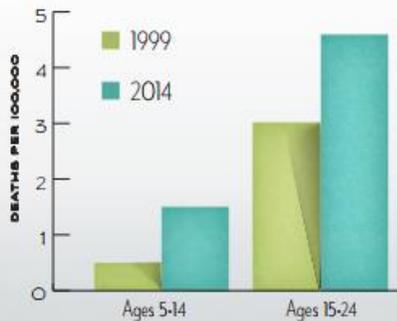
**SERIOUSLY** OF HIGH SCHOOL STUDENTS HAVE CONSIDERED KILLING THEMSELVES.

**81% OF SUICIDE VICTIMS ARE MALE.**

**MALES ARE MORE LIKELY TO SUCCEED ON THEIR FIRST ATTEMPT.**

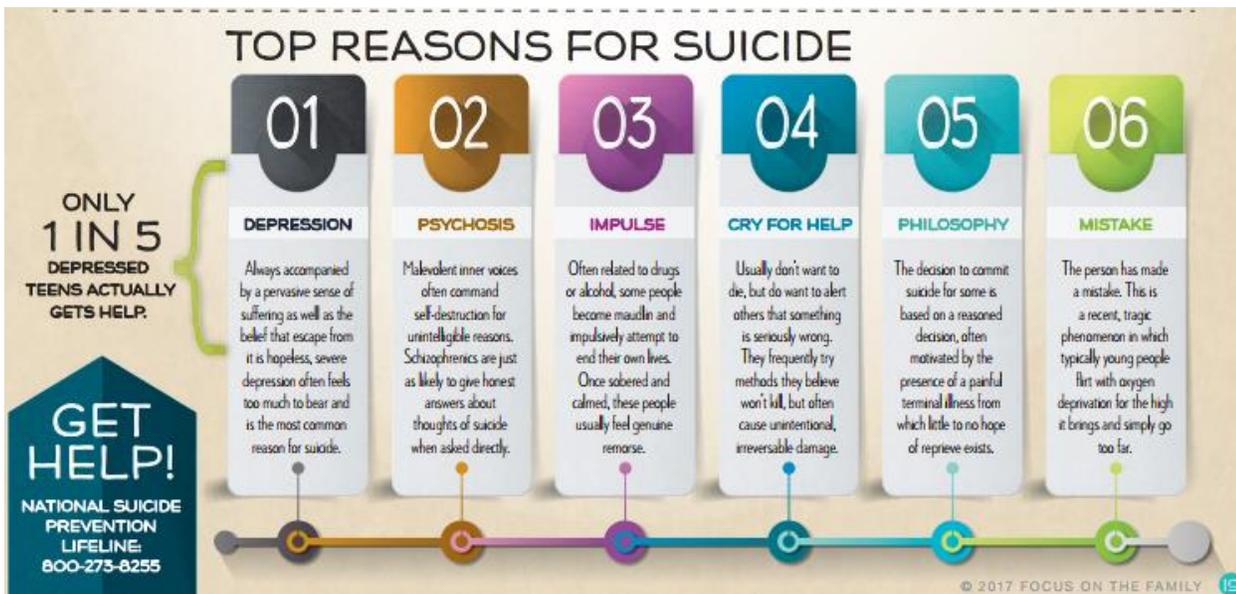
**FIREARMS ARE USED IN 51% OF MALE SUICIDES.**

## RISE IN FEMALE SUICIDE RATES



**GIRLS ATTEMPT SUICIDE 3X AS OFTEN AS MALES.**

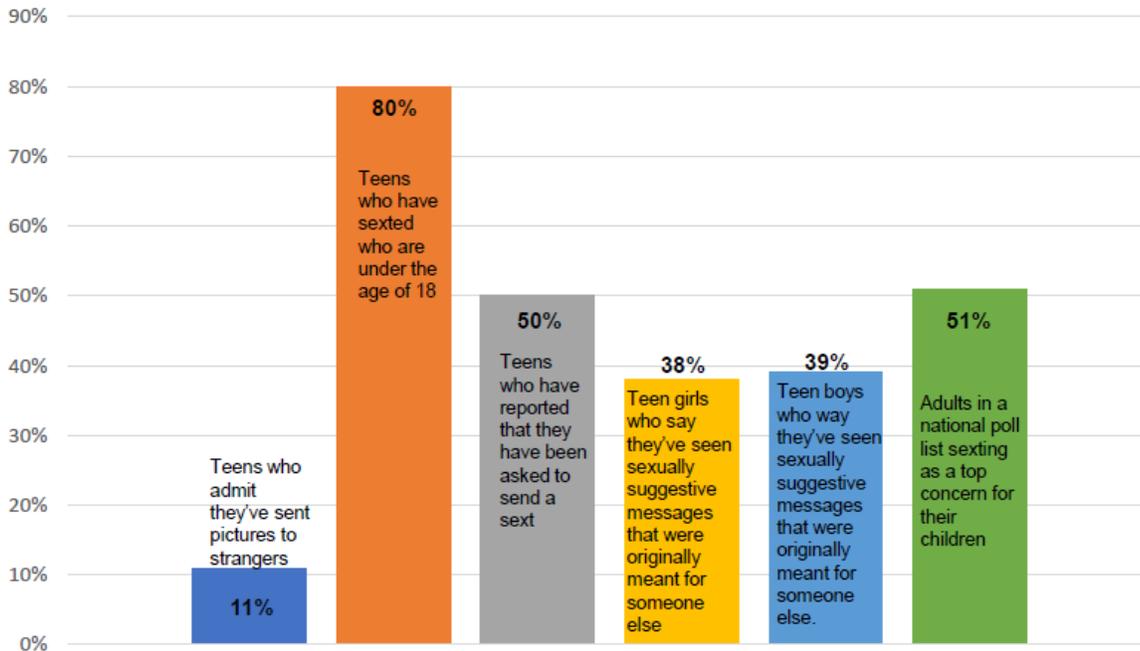
**SUICIDE RATES FOR YOUNG GIRLS HAVE RISEN FASTER THAN ANY OTHER GROUP—TRIPLING SINCE 1999.**



“There are still preventative measures you can take to reduce our child’s risk.”

- “BE THE COOL HOUSE – Make your home the place where your teen and his friends hang out. That might mean you buy pizza and host movie night. You’ll have extra messes and costs – but it’ll allow you to keep a pulse on your teen’s life. Additionally, get to know the families your child chooses to hang out with.”
- “ACCOUNTABILITY – Establish a clear written agreement that addresses openness, transparency and expectations of how technology, social media and text messaging will be used in your home. Actively monitor screen time so you can catch potentially troubling activities.”
- “COMMUNICATION AND CONNECTION – Have a weekly, bi-weekly or monthly date or one-on-one time with your child. Make sure you’re listening, and avoid lecturing. Let them know you love them – that they’re good enough – as they continue to grow and overcome difficult experiences and emotions that are a part of life. Ask questions, like: What is it like to be a \_\_-year-old in our house? What is going well? What is not going well? What do you need from us to strengthen our relationship with you?”
- HEALTHY MINDS – If your teen struggles with depression, anxiety, perfectionist tendencies or a mental illness, diligently deal with the issues. Research supports that seeing a counselor makes a significant difference in helping kids cope and manage a mental illness. Exercise, a good diet, time for reflection, rest, a positive support system (encouraging adults, positive environment) and a relationship with God are also essential contributors to a healthy mind.”
- “LEARNING PROBLEMS – Address learning disabilities, seeking professional help if necessary. These can play into how your child sees his worth and how others treat him. Help your child find her strengths.”

## Teen Sexting Statistics



- Sexting was the 4<sup>th</sup> most commonly identified problem in 2015 among adults regarding their children, up from 8<sup>th</sup> in 2014.
- Early exposure to sexual behaviors increases the possibility of STDs. Teen pregnancy and other harmful consequences.
- Those sending sext messages are 4X more likely to engage in sexual activities than non-sexting peers.
- Those receiving sext messages are 6X more likely to engage in sexual activities than non-sexting peers.

(Focus on the family, site accessed 10.31.17, "Parents Guide to 13 Reasons Why", [http://media.focusonthefamily.com/free-downloads/pdf/ParentGuide\\_13ReasonsWhy.pdf](http://media.focusonthefamily.com/free-downloads/pdf/ParentGuide_13ReasonsWhy.pdf))

(Focus on the Family, Site accessed 10.31.17, "Parents Guide to 13 Reasons Why", [http://media.focusonthefamily.com/free-downloads/pdf/ParentGuide\\_13ReasonsWhy.pdf](http://media.focusonthefamily.com/free-downloads/pdf/ParentGuide_13ReasonsWhy.pdf))

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## 'Resilience' to adversity determines if a child survives or thrives when bullied

It's inevitable. Most children will experience some form of bullying at some point in their lifetimes. What's not inevitable is that they will be adversely affected by the experience. So why is it that some children are devastated by bullying while others are not? Is there is a major personal characteristic or trait that buffers and protects them against internalizing the harm intended through bullying and cyberbullying?

The answer is a resounding "yes." That trait is "resilience" or the ability to "bounce back" and successfully adapt to stressful situations. A new study from Florida Atlantic University and the University of Wisconsin-Eau Claire, published in the journal *Child Abuse & Neglect*, validates how resilience differentiates children who just survive bullying from those who thrive when faced with adversity. Children do in fact play a significant role in allowing or disallowing the harm that

takes place when bullied. Astonishingly, the ability to be resilient comes naturally, but it needs to be nurtured through social and environmental factors.

The researchers hypothesized that resilient youth are less likely to be targets for bullying both at school and online, and that those who are targeted are less impacted by it at school. To test this concept, they used a validated biopsychosocial 10-item resilience scale to explore the relationship between resilience and experience with bullying and cyberbullying. The scale included statements like "I can deal with whatever comes my way," "I am not easily discouraged by failure," and "Having to cope with stress makes me stronger," with items assessing both the protective capacity of resilience as well as its reparative ability to restore equilibrium in the lives of youth when they face adversity.

Based on a nationally-representative sample of 1,204 American youth ages 12 to 17 and living in the United States, results from the study found that uniformly, students with higher levels of resilience were bullied at school or online less often, and among those who were bullied, resilience served as a buffer, insulating them from being affected in a negative manner at school. Their experience with various forms of interpersonal peer harm also varied inversely with the students' self-reported level of resilience.

"Resilience is a potent protective factor, both in preventing experience with bullying and mitigating its effect," said Sameer Hinduja, Ph.D., study author, a professor in the School of Criminology and Criminal Justice within FAU's College for Design and Social Inquiry, and co-director of the Cyberbullying Research Center. Hinduja co-authored the study with Justin W. Patchin, Ph.D., a professor of criminal justice at the University of Wisconsin-Eau Claire. "Resilient kids are those, who for a variety of reasons, are better able to withstand external pressures and setbacks and are less negatively impacted in their attitudes and actions than their less-equipped peers when facing this type of victimization."

Hinduja and Patchin hope that the latest data from their study will bring attention to an often-neglected and even forgotten component of the ways that schools, families, and communities address the role and responsibility of the child who is bullied.

There is heavy interest to identify better solutions to bullying these days, and Hinduja recently shared their research on resilience in keynotes with the International Bullying Prevention Association, the World Anti Bullying Forum, and social media companies' intent on helping targets help themselves.

"We want children to learn and develop the skills they need to deal with problems, and yet we rarely help them engage with those problems so that they can grow in their ability to solve them," said Hinduja. "Instead, we seek to constantly protect and insulate them -- instead of bolstering their self-confidence, problem-solving ability, autonomy, and sense of purpose -- which are all innate strengths."

Hinduja points out that in many forms of verbal and online bullying, targets do have some agency to allow or disallow much of the harm that others try to inflict. As such, youth-serving adults have a responsibility to teach and model for them the proper strategies to deflect, dismiss, or otherwise rise above the insults and hate.

"Cultivating Youth Resilience to Prevent Bullying and Cyberbullying Victimization," is published in the current issue of *Child Abuse & Neglect*.

Materials provided by Florida Atlantic University. *Note: Content may be edited for style and length.*

(Sameer Hinduja & Justin W. Patchin, "Resilience' to adversity determines if a child survives or thrives when bullied", Science Daily, October 2017, <https://www.sciencedaily.com/releases/2017/10/171011091241.htm>)

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### **Youth Movement: Gen Z Boasts the Largest, Most Diverse Media Users Yet**

"Generation Z and Millennials now make up nearly half (48%) of the overall U.S. generational composition..."

"What's more is that both Generation Z and Millennials are more multicultural in their overall race/ethnic composition than previous generations. ... Generation Z holds the largest percentage of Hispanics and non-Hispanic blacks at 22% and 15%, respectively. Compare that to the Greatest Generation (those aged 71 and up), whose make-up is overwhelmingly non-Hispanic white at 78%, with 9% of its population non-Hispanic black and 8% Hispanic."

- "Generation Z"
- "Millennials"
- "Generation X"
- "Baby Boomers"
- "Greatest Generation"

"Generation Z accounts for 26% of all persons in U.S. TV homes."

"Millennials – who are most likely in the beginning stages of their careers – have the lowest household incomes and are more likely to rent their home and live in urban areas."

"73% of Generation Z has access to subscription video on demand services."

[#3] "...this generation has the highest penetration numbers for more expensive devices, such as enabled smart TVs (37%, video game consoles (73%) and tablets (78%)."

“Take smartphones for example. Once primarily permeating certain groups, they now are owned by upward of 97% of Generation Z and Millennials, 95% of Generation X and 86% of Baby Boomers.”

“...the rise of Generation Z as the largest and most *diverse* generation presents a unique opportunity on the horizon for marketers.”

(“Youth Movement: Gen Z Boasts The Largest, Most Diverse Media Users Yet”, Nielsen, July 12, 2017, <http://www.nielsen.com/us/en/insights/news/2017/youth-movement-gen-z-boasts-the-largest-most-diverse-media-users-yet.html>)

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### **Have Smartphones Destroyed a Generation?**

“I think we like our phones more than we like actual people.”

“The biggest difference between the Millennials and their predecessors was in how they viewed the world; teens today differ from the Millennials not just in their views but in how they spend their time.”

“Theirs is a generation shaped by the smartphone and by the concomitant rise of social media. Born between 1995 and 2012, growing up with smartphones, have an Instagram account before they start high school, and do not remember a time before the internet.”

“In every type of household. The trends appear among teens poor and rich; of every ethnic background; in cities, suburbs, and small towns. Where there are cell towers.”

“More comfortable in their bedrooms than in a car or at a party, today’s teens are physically safer than teens have ever been. Less likely to get into a car accident and, having less of a taste for alcohol than their predecessors, are less susceptible to drinking’s attendant ills.”

“Psychologically, they are more vulnerable. It’s not an exaggeration to describe iGen as being on the brink of the worst mental-health crisis in decades.”

“But the allure of independence, so powerful to previous generations, who are less likely to leave the house without their parents. 12<sup>th</sup>-graders in 2015 were going out less often than *eighth-graders* did as recently as 2009.”

“Today’s teens are also less likely to date. They might start dating. But only about 56 percent of high-school seniors in 2015 went out on dates; for Boomers and Gen Xers, the number was about 85 percent.”

“The decline in dating tracks with a decline in sexual activity. The drop is the sharpest for ninth-graders, among whom the number of sexually active teens has been cut by almost 40 percent since 1991. The average teen now has had sex for the first time by the spring of 11<sup>th</sup> grade, a

full year later than the average Gen Xer. Fewer teens having sex has contributed to what many see as one of the most positive youth trends in recent years: The teen birth rate hit an all time low in 2016, down 67 percent since its modern peak, in 1991,”

“These declines accelerated during the Great Recession, but teen employment has not bounced back, even though job availability has.”

“Adolescence is contracting again – but only because its onset is being delayed. Across a range of behaviors – drinking, dating, spending time unsupervised – 18-year-olds now act more like 15-year-olds used to, and 15-year-olds more like 13-year-olds. Childhood now stretches well into high school.”

“They don’t need to leave home to spend time with their friends.”

“With the decline in working for pay.”

“So what are they doing with all that time? They are on their phone, in their room, alone and often distressed.”

“I’ve been on my phone more than I’ve been with actual people.”

“In this, too, she is typical. The number of teens who get together with their friends nearly every day dropped by more than 40 percent from 2000 to 2015; the decline has been especially steep recently.”

“The Monitoring the Future survey, funded by the National Institute on Drug Abuse, has asked 12<sup>th</sup>-graders more than 1,000 questions every year since 1975 and queried eighth- and 10<sup>th</sup>-graders since 1991. The survey asks teens how happy they are and also how much of their leisure time they spend on various activities, including nonscreen activities such as in-person social interaction and exercise, and, in recent years, screen activities such as using social media, texting, and browsing the web. The results could not be clearer: Teens who spend more time than average on screen activities are more likely to be unhappy, and those who spend more time than average on nonscreen activities are more likely to be happy.”

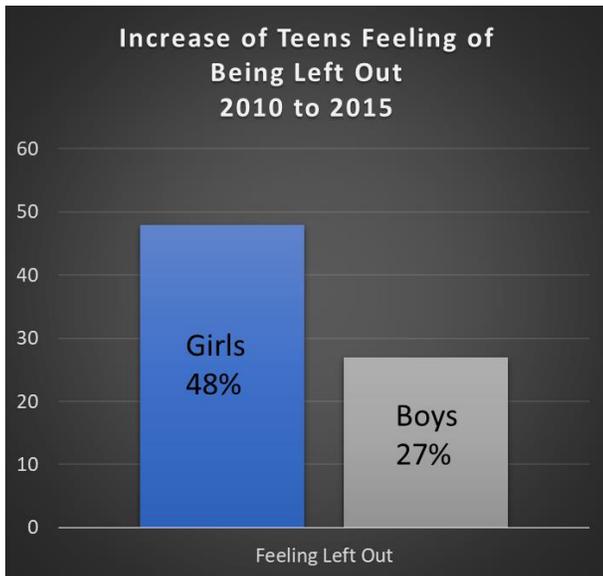
“There’s not a single exception. Eighth graders who spend 10 or more hours a week on social media are 56 percent more likely to say they’re unhappy. But those who spend six to nine hours a week on social media are still 47 percent more likely to say they are unhappy.”

“If you were going to give advice for a happy adolescence based on this survey, it would be straightforward: Put down the phone, turn off the laptop, and do something – anything – that does not involve a screen. The more they’d used Facebook, the unhappier they felt.”

- A. “But the portrait of iGen teens emerging from the data is one of a lonely, dislocated generation. Teens who visit social-networking sites every day but see their friends in person less frequently are the most likely to agree with the statements ‘A lot of times I

feel lonely', 'I often feel left out of things,' and 'I often wish I had more good friends.' Teens' feelings of loneliness spiked in 2013 and have remained high since."

"Eighth-graders who are heavy users of social media increase their risk of depression by 27 percent, while those who play sports, go to religious services, or even do homework more than the average teen cut their risk significantly."



"Teens who spend three hours a day or more on electronic devices are 35 percent more likely to have a risk factor "for suicide" such as making a suicide plan. Since 2007, the homicide rate among teens has declined, but the suicide rate has increased. As teens have started spending less time together, they have become less likely to kill one another, and more likely to kill themselves. In 2011, for the first time in 24 years, the teen suicide rate was higher than the teen homicide rate."

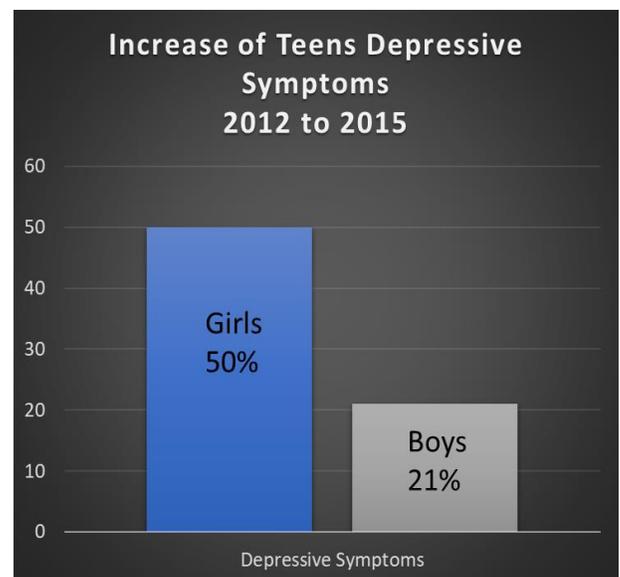
"About four times as many Americans now take antidepressants, which are often effective in treating severe depression, the type most strongly

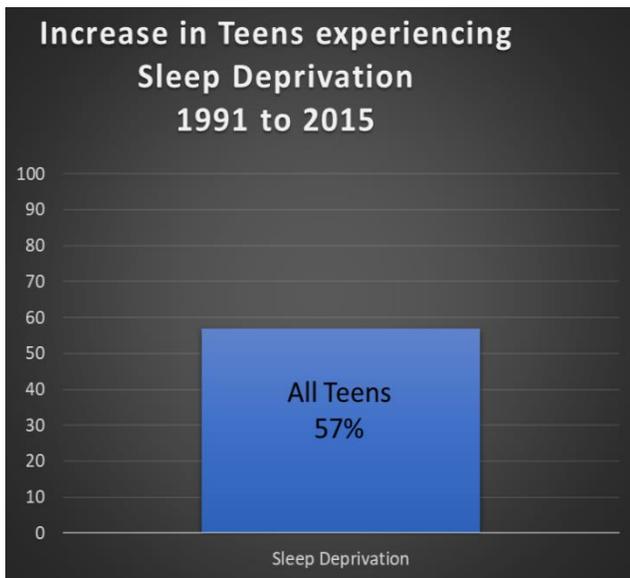
liked to suicide."

"Social media also exacerbate the age-old teen concern about being left out. The number of teens who feel left out has reached all-time highs across age groups. Like the increase in loneliness, the upswing in feeling left out has been swift and significant."

"Forty-eight percent more girls said they often felt left out in 2015 than in 2010, compared with 27 percent more boys."

"Girls have also borne the brunt of the rise in depressive symptoms among today's teens. Boys' depressive symptoms increased by 21 percent from 2012 to 2015, while girls' increased by 50 percent – more than twice as much. The rise in suicide, too, is more pronounced among girls. Three times as many 12-to-14-year-old girls killed themselves in 2015 as in 2007, compared with twice as many boys."





“Boys tend to bully one another physically, while girls are more likely to do so by undermining a victim’s social status or relationships.”

“Many now sleep less than seven hours most nights. Sleep experts say that teens should get about nine hours of sleep a night; a teen who is getting less than seven hours a night is significantly sleep deprived. Fifty-seven percent more teens were sleep deprived in 2015 than in 1991. In just the four years from 2012 to 2015, 22 percent more teens failed to get seven hours of sleep.”

“Even Steve Jobs limited his kids’ use of the

devices he brought into the world.”

(Jean M. Twenge, September 2017, The Atlantic, “Have Smartphones Destroyed a Generation?”, <https://www.theatlantic.com/magazine/archive/2017/09/has-the-smartphone-destroyed-a-generation/534198/>)

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**American’s New Norm: Teen Dating Violence. What’s Going on with our Teens & How We Can Better Understand Their World**

“Approximately 72% of eighth and ninth graders are ‘dating’ and more than half of all high school students report seeing TDV [Teen Dating Violence] among their peers. Youth in high school (grades nine through twelve), found that of those they knew that had been in a relationship over the course of one year, 1 in 10 had encountered TDV. Similar to Adult Domestic Violence (ADV), females consistently and disproportionately represent survivors, with young women between the ages of 16-24, THREE TIMES more likely to encounter abuse. Young women, between the ages of 16-20, have consistently experienced the highest rates of relationship violence.”

“...Harvard... ‘human brain circuitry is not mature until the early 20’s’ and such the emotional learning and high-level self-regulation of teens differs greatly from that of adults as the last connections [in the teen brain] to be fully established are the links between the prefrontal cortex, seat of judgement and problem-solving. The under development of these links, also has correlations to addictive behavior. As the life of a teenager is automatically volatile just based on science, inevitable change, and hormonal changes, exposure to the trauma of TDV can only compound the health and wellbeing of adolescents.”

“...the problem of children’s exposure to violence ... As past research has affirmed correlations between violence and television and games (Center for Innovative Public Health Research, 2015), the evolution of social media and intranet access have increased the opportunity to be exposed to violence as both television and games are readily available in both digital arenas.”

“... if the pace of these statistics continues in this direction, the United States may be en route to an epidemic of abuse that based on data will surely result in a future spike in DV figures. ... If we are able as a society to ubiquitously convey the message that ‘scissors are dangerous and that no one should run around with those in hand,’ then we should be able to make the same kind of commitment regarding our youth and how women and girls are valued.”

(Tania Bradkin, July 14, 2016, Huffington Post, “America’s New Norm: Teen Dating Violence. What’s Going on with our Teens & How We Can Better Understand Their World,” [https://www.huffingtonpost.com/tania-bradkin/teenage-dating-violence-a\\_b\\_7798926.html](https://www.huffingtonpost.com/tania-bradkin/teenage-dating-violence-a_b_7798926.html))

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### **A 40 year study of teens finds Generation Z avoids sex, alcohol and driving at record rates**

“The study, published in the journal Child Development, ... 8.3 million teenagers between 1976 and 2016. ... less likely to drive, work for pay, go on dates, have sex, or go out without their parents.”

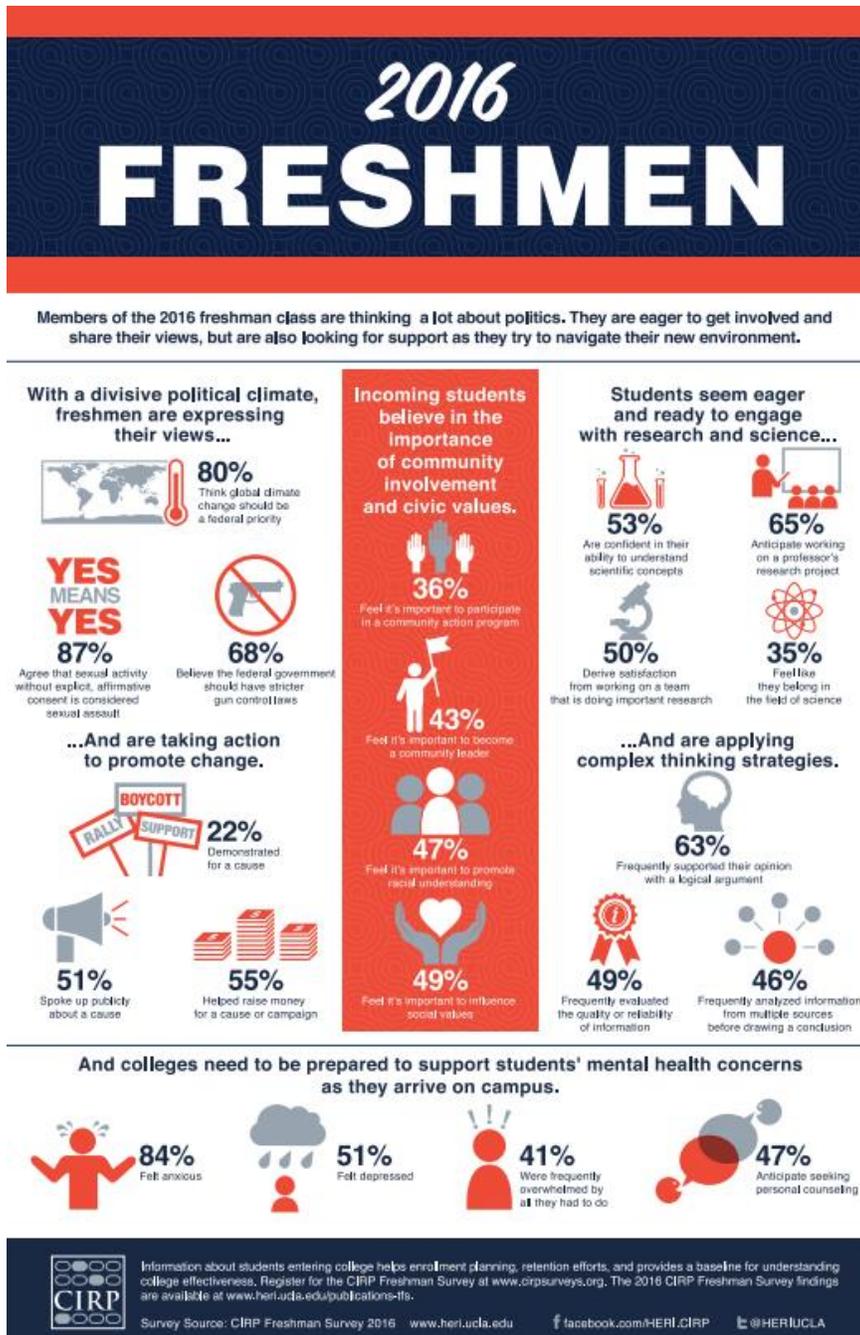
“About 54% of high-school students in 1991 reported having had sex, while only 41% did in the early 2010s.”

“A suicide rate that has surpassed the homicide rate in that age group.”

“Go to fewer parties and spend less time together in person.”

(Chris Weller, ‘A 40 year study of teens finds Generation Z avoids sex, alcohol and driving at records rates’, Business Insider, September 19, 2017, <http://www.businessinsider.com/generation-z-sex-alcohol-driving-study-2017-9>)

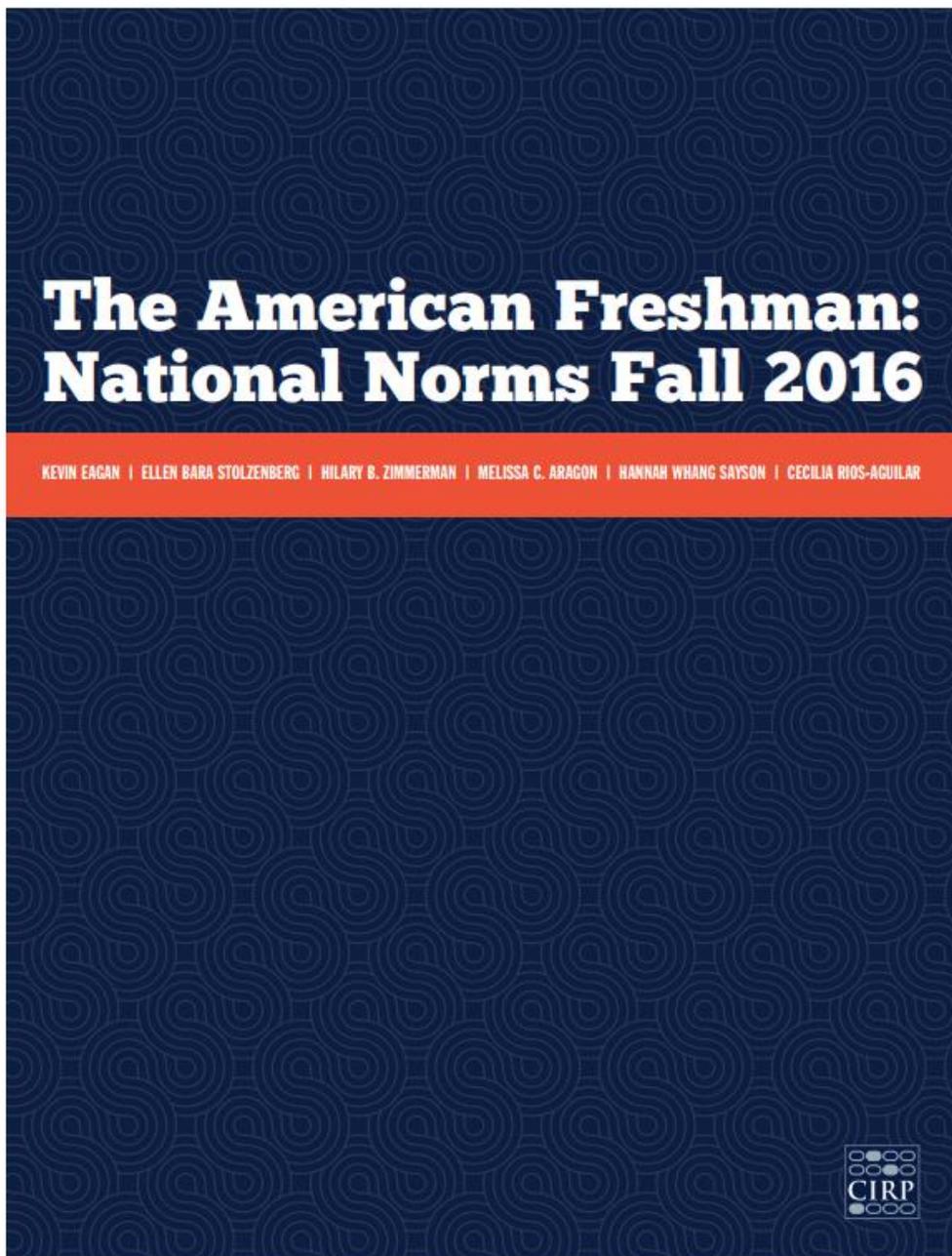
# 2016 Freshmen Infographic



("2016 Freshmen, University of California, Los Angeles, 2016, <https://www.heri.ucla.edu/infographics/TFS-2016-Infographic.pdf>)

## The American Freshman: National Norms Fall 2016

\*This is an excellent research project done each year by UCLA. Whatever it costs in money and time it is worth it. Josh D. McDowell





# The American Freshman: National Norms Fall 2016

Prepared by the Staff of the  
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## INTRODUCTION

Polarized politics, mental health concerns, and increased institutional efforts to confront and prevent campus sexual assault represent some of the heated national topics that colleges and universities helped us measure in 2016. With its findings from the 2016 Freshman Survey and other national datasets, the Higher Education Research Institute (HERI) provided campus leaders, policymakers, Supreme Court justices, and the general public with critical insights about how these debates have affected and are perceived by today's college students.

Last June, our research helped inform the Supreme Court's decision in *Fisher v. The University of Texas* to uphold affirmative action in college admission. Our 2015 research briefs provided evidence linking diverse college campuses with strong academic and co-curricular outcomes. From these data Jayakumar (2015) and Hurtado and Ruiz Alvarado (2015) concluded that greater diversity on college campuses reduces racialized vulnerability for students of color and fewer reported incidents of bias or discrimination by Black and Latino students. The American Educational Research Association (AERA) cited these studies in its brief filed with the Court in support of The University of Texas. With this decision, higher education institutions retain the flexibility to consider race/ethnicity as one component of a more holistic review of applicants' files.

<sup>1</sup> [www.diversityprogramconsortium.org](http://www.diversityprogramconsortium.org)

HERI's research continues to provide such current and relevant findings due to its commitment to exploring diversity within higher education and ensuring its surveys both reflect such diversity and represent the critical issues facing colleges and universities. Extending and intensifying HERI's ongoing focus on diversity in undergraduate STEM education, former HERI Director Dr. Sylvia Hurtado and current Managing HERI Director Dr. Kevin Eagan received funding in 2016 from the Helmsley Charitable Trust. The grant expands their current research funded by the National Institutes of Health (NIH) investigating the coordination efforts and structures of undergraduate STEM programs at institutions identified as top producers of undergraduate STEM degrees.

Leveraging HERI's resources and expertise, Drs. Hurtado and Eagan also advanced the data collection and analysis efforts of the NIH-funded **Diversity Program Consortium**. The Consortium develops, implements, and evaluates "innovative approaches to research training and mentoring"<sup>1</sup> within the biomedical sciences to ensure greater diversity. The 2016 Freshman Survey included 15 new items measuring science identity, science self-efficacy, and commitment to pursue a biomedical career.

To better identify, interpret, and address ongoing campus climate issues, we expanded our outreach efforts with additional campus partnerships to conduct more in-depth climate

assessments using HERI's **Faculty Survey** and its **Diverse Learning Environments (DLE)** survey—with HERI researchers collecting qualitative data through campus site visits, individual interviews, and student focus groups. The DLE team also added questions to broaden the collective understanding of what college life is like for student veterans and to better represent the diversity of U.S. college students across identities related to gender, sexual orientation, and disability status.

HERI continually strives to inform educational and institutional policies and to evaluate the effect of those policies on students through its extensive research program. Staff working at colleges and universities have long played a critical role in shaping students' experiences and contributing to institutions' ability to fulfill their missions, yet campuses have lacked a mechanism to understand how staff experience and perceive the campus community. Recognizing this, HERI piloted a staff climate survey during the 2016–17 academic year and expects to debut it as part of its growing suite of surveys available to both two- and four-year institutions. When combined with the HERI Faculty Survey and Diverse Learning Environments survey, the staff climate survey offers campuses the opportunity to compile a comprehensive portrait of how the campus community experiences and perceives climate.

HERI is the nation's largest and oldest empirical study of higher education, and in 2015 we celebrated 50 years of collecting data via the **Freshman Survey**, the most comprehensive data available anywhere on new students in the U.S. This milestone was honored at the annual Association for Institutional Research forum in New Orleans, and the annual conference of the Association for the Study of Higher Education (ASHE) where HERI received the ASHE Special Merit award for its longstanding and continuing contributions to the higher education research community.

In 2017, we seek to build on this strong foundation of success by offering professional development opportunities for institutional researchers, graduate students, campus administrators, and faculty through HERI's **Summer Institute** series. We will offer four institutes concurrently in June of 2017 that focus on analyses of social networks, strategies to enhance instruction in community college classrooms, approaches in designing and executing studies using data from HERI's surveys, and promising practices to improve undergraduate STEM education. The **CIRP Data Institute** and the **Community College Faculty Institute** will run from June 21–23 while the **STEM Summer Institute** and **Social Network Analysis Institute** begin June 22 and conclude June 23.

## THE AMERICAN FRESHMAN: NATIONAL NORMS FALL 2016

The contentious 2016 U.S. presidential election dominated the news cycle in 2016, and findings from the 51st administration of the Freshman Survey reveal one of the most politically polarized cohorts of entering first-year students in the history of the survey, with a larger proportion of students placing greater importance on life goals of influencing the political structure and social values. College costs and affordability emerged as a common topic for candidates seeking political office at all levels, and we highlight below how incoming first-year college students at four-year colleges and universities give increasing weight to cost concerns when deciding which institution to attend.

In this report, we revisit the continued decline in how incoming freshmen rate their mental and emotional well-being, and consider differences by disability or medical condition (e.g., chronic illness, ADHD). We also highlight particular subgroups of college students that have gone understudied. In particular, we examine the pre-college experiences, goals, and characteristics of transgender students, students who lived as part of the foster care system or as a dependent of the court since turning 13 years old, and students who have an affiliation with the U.S. military.

The results reported in this monograph are based upon 137,456 first-time, full-time students who entered 184 U.S. colleges and universities of varying selectivity and type in the fall of 2016. Weights have been applied to these data to reflect the more than 1.5 million first-time, full-time undergraduate students who began college at 1,568 four-year colleges and universities across the U.S. in the fall of 2016. This means that differences of one percentage point in the results published here reflect the characteristics, behaviors, and attitudes of more than 15,000 first-year students nationally. We describe the full methodology of the 2016 Freshman Survey administration, stratification scheme, and weight approach in Appendix A.

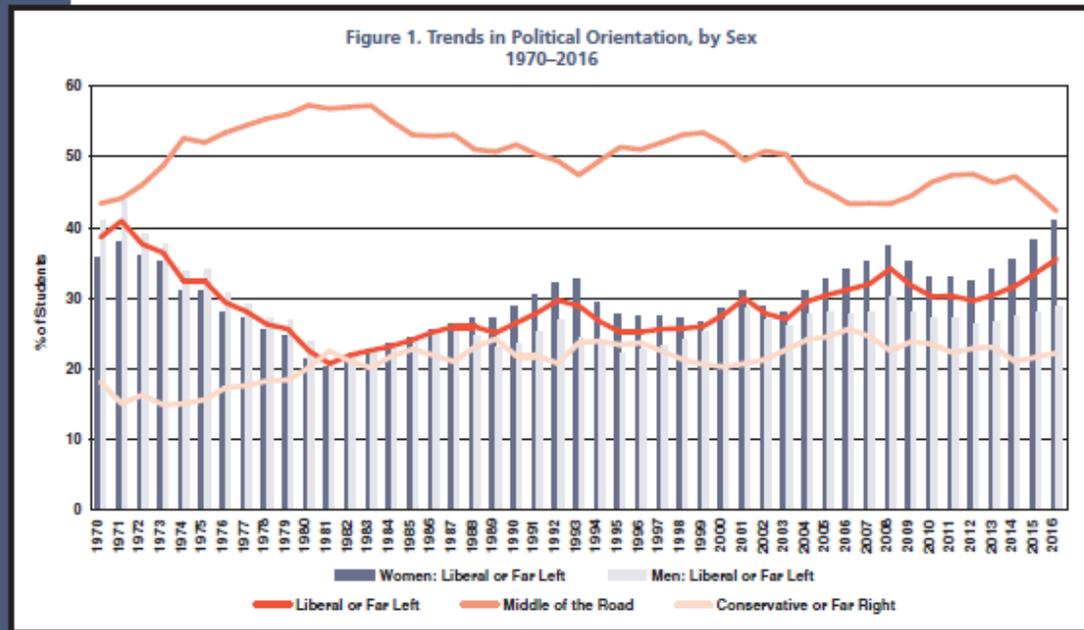
### Political Orientation | Political Engagement | Political Views

First-time, full-time students who started college in the fall of 2016 began their undergraduate careers during one of the most contentious U.S. presidential campaigns in recent memory. From candidates' pronouncements about potential policies and positions on hot-button issues to the never-ending activity of fact-checking among journalists and engaged citizens, the 2016 U.S. presidential election represented the first opportunity to vote for many members of the entering class of 2016. Those who voted weighed their values, evaluated the reliability of information pertaining to candidates' policy proposals, and engaged in dialogue with friends and family about controversial issues before deciding which candidate received their vote. In the months leading up to the 2016 general election, students

participating in the Freshman Survey responded to a number of questions about their political leanings, participation in political campaigns, and perceived confidence in addressing controversial issues.

#### WOMEN SELF-IDENTIFY AS LIBERAL MORE THAN MEN

Self-reported political orientation among college students typically grows more polarized during U.S. presidential election years; but the fall 2016 entering cohort of first-time, full-time college students has the distinction of being the most polarized cohort in the 51-year history of the Freshman Survey (see Figure 1). Fewer students than ever before (42.3%) categorize their political views as "middle of the road," reflecting a general political polarization within



this demographic. Gender appears to play a role in this polarization:

- An all-time high of **41.1% of women self-identify as “liberal” or “far left”** with respect to their political views **compared to 28.9% of men**, yielding the largest gender gap in self-reported liberalism to date (12.2 percentage points).
- Women are more likely than men to “agree somewhat” or “strongly agree” that addressing **global climate change should be a federal priority** (82.4%, as compared to 77.6% of men).
- Women are also more likely than men to “agree somewhat” or “strongly agree” that **the federal government should have stricter gun control laws** (75.4%, as compared to 58.8% of men).

The record level of polarization of the 2016 entering freshman class comes at a time when these same students follow the recent trend of rising levels of civic engagement (Eagan, Stolzenberg, Bates, Aragon, Suchard, & Rios-Aguilar, 2016). Specifically, the 2016 entering cohort reports high levels of political engagement, perhaps in response to the presidential election season coinciding with their matriculation to college.

- More than one-quarter of first-time, full-time students (26.9%) rate the life goal of influencing the political structure as “very important” or “essential”—the largest proportion to date.
- Additionally, 46.0% of students report that keeping up with political affairs is similarly “very important” or “essential” to them personally, the largest such response since 1990.

It is unclear, however, how these beliefs might have translated to students’ civic or political activities. Election exit poll data indicate that while approximately 60.2% of all eligible voters participated in the 2016 general election, a much smaller share of eligible 18- to 29-year-olds—only about one half—voted (Center for Information and Research on Civic Learning and Engagement, 2016; United States Elections Project, 2017). Analyses of follow-up data from the 2017 Your First College Year survey will help to better discern trends within the more specific population of this year’s entering college students.

#### PLURALISM—LIVING WITH OTHERS WITH DIFFERENT BELIEFS

Increased political engagement coupled with growing differences in political views could raise the question of whether students demonstrate any corresponding change in pluralistic orientation; in other words, skills and dispositions appropriate for living and working with diverse-minded others. Compared to 2015, this year’s first-time, full-time students report comparable levels of self-rated pluralistic orientation. However, as with political views, gender appears to be a contributing factor in students’ beliefs about themselves (see Table 1).

Compared to women, men report higher levels of ability to discuss and negotiate controversial issues, and openness to having their own views challenged (differences of 7.2 and 4.0 percentage points, respectively). These gender differences were similarly large in 2015. While women report higher levels of other, perhaps less confrontational behaviors associated with pluralistic orientation, the gender differences for these measures are relatively small.

Table 1. Pluralistic Orientation, by Sex

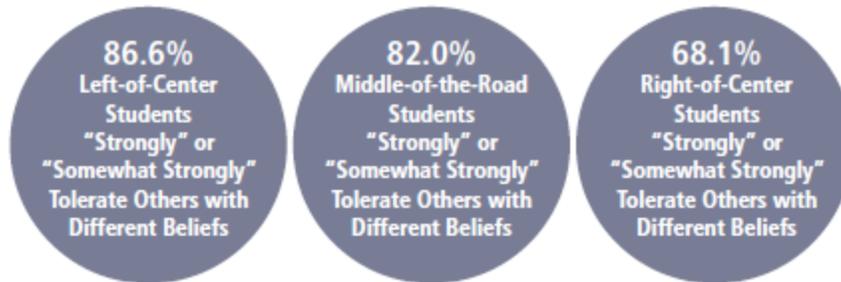
	2015			2016		
	Women	Men	Diff (W-M)	Women	Men	Diff (W-M)
Ability to see the world from someone else's perspective	77.6	75.5	2.1	78.1	75.7	2.4
Tolerance of others with different beliefs	81.3	79.6	1.7	81.4	79.0	2.4
Openness to having my own views challenged	61.8	65.9	-4.1	63.0	67.0	-4.0
Ability to discuss and negotiate controversial issues	67.3	75.1	-7.8	67.9	75.1	-7.2
Ability to work cooperatively with diverse people	86.8	84.5	2.3	87.8	84.6	3.2

**TOLERANCE AND EMPATHY VARY BY PARTISANSHIP**

Responses to these same items **disaggregated by political orientation reveal even larger disparities**. In regard to tolerating others with different beliefs, just more than two-thirds (68.1%) of right-of-center students rated their tolerance of others with different beliefs as "strong" or

"somewhat strong" compared to 82.0% of "middle of the road" students and 86.6% of left-of-center students.

More left-leaning students perceive their ability to see the world from someone else's perspective as strong (83.6%) compared to their more centrist (76.5%) and right-leaning (68.8%) peers.



**SUGGESTED ACTION FOR INSTITUTIONS**

Based on these findings, institutions might consider implementing or expanding activities such as intergroup dialogue in order to help students develop their ability to engage in productive conversations about their political views with peers or others who might hold dissimilar views or values.

## Rising Costs | Financing College | College Choice

### RISING CONCERN OVER COLLEGE COSTS

One of the many controversial issues highlighted during the 2016 U.S. presidential election (and in other federal, state, and local races across the country) pertained to college affordability and growing concerns about the steep rise in college costs. Each of the candidates for U.S. president expressed concerns about how the rising cost of college negatively affected students and their families, especially those from low-income households.

The majority of incoming first-year students in 2016 expressed some level of concern about their ability to finance their college education. Over half (55.9%) of incoming students have some concern about their ability to finance college while 13.3% report that they have major concerns about their ability to finance college. These figures represent a slight upward shift from 2015 when 52.6% of incoming students had some concern about their ability to finance college and 12.0% had major concerns.

**Women and students of color are more likely to have major concerns about their ability to finance their college education,** as 15.8% of women express “major” concerns about financing college compared to 10.1% of men. One-quarter of Latino (24.7%) and 22.0% of Black students also have “major” concerns about their ability to pay for college compared to 9.2% of White first-time, full-time students. Similar differences exist based upon first-generation status, as about one-quarter of first-generation students (24.4%) report having “major” concerns about paying for college compared to 10.6% of students whose parents attended college.

### INCREASING COLLEGE COSTS LEAD STUDENTS TO WORK MORE DURING COLLEGE

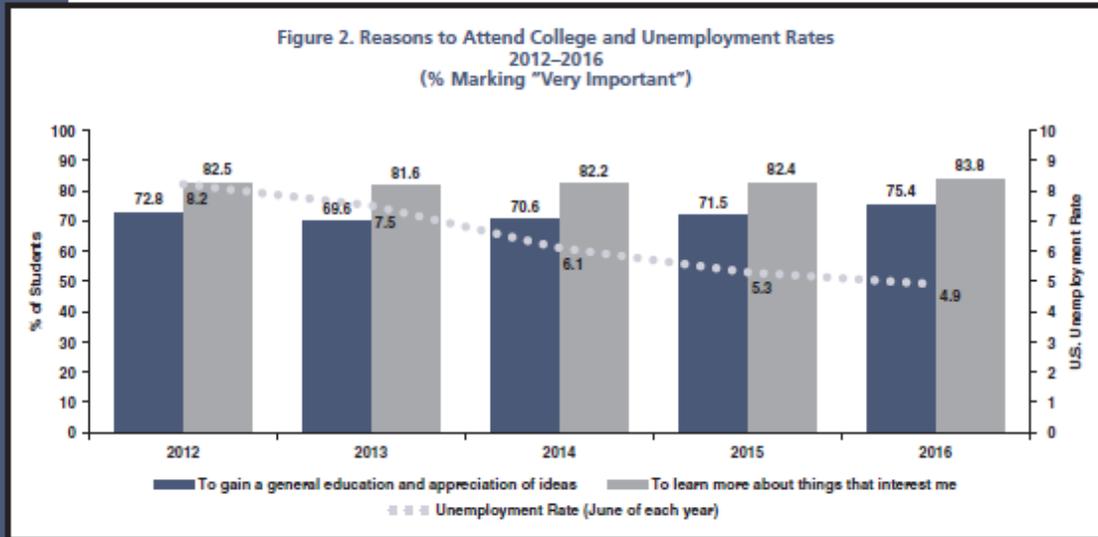
Many students offset some of their expenses for college by getting a job. Over half of incoming students (50.4%) say there is a “very good chance” that they will get a job to help pay for college expenses, which represents an increase from 46.3% last year. Similar to concerns about paying for college, students’ expectations for getting a job to pay for college varied by sex, race, and first-generation status.

- More than half of women (56.9%) anticipate a “very good chance” of getting a job while in college compared to 42.5% of men.
- 62.3% of Latino students think they have a “very good chance” of getting a job to pay for college compared to 54.3% of Native American, 53.4% of Black, 47.6% of White, and 45.5% of Asian students.
- Three out of five first-generation students expect to have a “very good chance” of getting a job to help pay for college, a proportion much higher than the 48.2% of continuing-generation students.

### RENEWED REASONS TO ATTEND COLLEGE: INTERESTS AND IDEAS

As students and their families share growing concerns about how to pay for college, they also appear to have shifted with respect to how economic considerations factor into decisions about whether and where to go to college. As shown in Figure 2, the declining unemployment rate from 8.3% in 2012 to 4.9% in 2016 (U.S. Department of Labor, 2017) has fallen in tandem with job-related and financial reasons for wanting to go to college.

During and in the years immediately following the Great Recession, results from the annual



Freshman Survey suggested the growing salience of employability, economic stability, college cost, and financial aid in the reasons why students pursued college and in the decisions they made during their college search processes. For example, the percentage of students concerned about going to college to get a better job has steadily declined from an all-time high of 87.9% in 2012 to 84.8% in 2016. In addition, first-time, full-time college students in 2016 are slightly less likely to identify making more money as a very important reason to attend college (72.6%) compared to their peers who started college in 2012 (74.6%).

Although concerns about the cost of attending college and strategies to finance college continue to be at the forefront of students' and parents' minds, **first-time, full-time students entering college in the fall of 2016 placed less weight than previous cohorts on economic considerations when deciding whether to pursue higher education**; instead, they drew their motivation for a college degree from a place of personal and intellectual development.

After several years in which the proportion of students who reported gaining a general education and appreciation of ideas as a very important reason to attend college hovered around 70%, more than three-quarters (75.4%) of the members of the 2016 incoming first-time, full-time cohort identified this consideration as "very important," representing an increase of almost four percentage points from last year and the highest rate in the item's 46-year history on the survey. Entering freshmen in 2016 also identified learning more about things that interest them as a very important reason to attend college (83.6%), also at the highest level since its debut on the survey in 1971 (70.4%).

#### **MORE STUDENTS DECIDE AGAINST FIRST-CHOICE COLLEGE DUE TO COSTS**

While students have shown less concern for the financial benefits of attending, the cost of enrolling at a specific campus has impacted their choice of college despite an improving economy. In 2016, **a record 15% of freshmen felt they could not afford their first-choice institution**—that's a 60% increase from 2004

(9.4%), which was the first time this question was asked on the survey. In addition, the proportion of first-time, full-time students rating “not being offered aid by their first choice” as a very important factor in selecting their college has more than doubled from 4.4% in 1984 (when the item debuted on the Freshman Survey) to 11.5% in 2016.

#### CAMPUS VISITS—A GROWING VALUE IN CHOOSING A COLLEGE

Despite the availability of information about institutions on their websites or via social media, almost half of first-time, full-time students in 2016 considered a campus visit as very important (46.7%) in making their college choice.

This sets an all-time high for this item since its first appearance on the Freshman Survey in 2003.

Campus visits appear to have greater value among women (51.7% rating a visit as “very important” or “essential”) than among men (40.4%). Further, just over half of students attending their first-choice institution (54.6%) rated the campus visit as a very important factor in their decision-making process. By contrast, campus visits weighed less heavily in the decision process for students who decided to enroll elsewhere despite being accepted by their first choice (37.0%), and students who were denied admission by their first choice (36.2%).

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#### SUGGESTED ACTION FOR INSTITUTIONS

**Further analysis of the types of students that value the campus visit could provide admissions offices with more targeted agendas and activities for campus visits, but also provide information about students who may have barriers to campus visits.**

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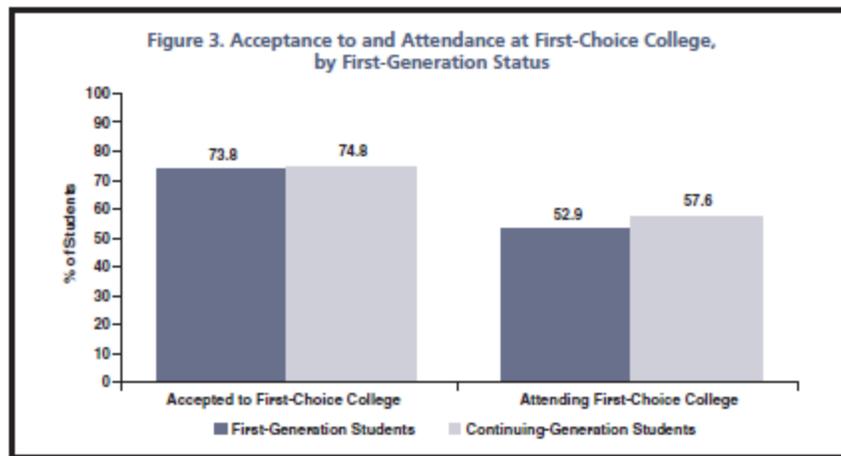
### First Generation Students— Complex Motivations

#### COLLEGE CHOICE TIED TO COST FOR MANY FIRST-GENERATION STUDENTS

Choosing a college tends to be far more complex for freshmen who are the first in their family to attend college. HERI identifies “first-generation” college students as those who report that neither parent has attended a postsecondary institution. Given first-generation students’ overrepresentation among Hispanic students, foreign-born students, and students from less affluent households, they tend to engage in a more complex, distinct process in choosing a college (Saenz, Hurtado, Barrera, Wolf, & Yeung, 2007).

While first-generation freshmen are nearly as likely to be accepted by their first-choice institution (73.8%) as freshmen with parents who have at least some college experience (74.8%), they are less likely than their peers to be attending their first-choice institution (52.9% compared to 57.6%). (See Figure 3.)

First-generation students are more likely to consider the cost of their selected institution and being offered financial assistance as very important factors in selecting their college (56.1% and 58.2%, respectively) compared to continuing-generation students (45.1% and 43.9%, respectively), differences of 11 and 14.3 percentage points, respectively.



#### SUGGESTED ACTION FOR INSTITUTIONS

Given the apparent differential influence of financial concerns in first-generation students’ college choice, institutions need to pay particular attention to this demographic both in terms of financial aid packaging and transitioning these students into college, as they represent about one in five first-time, full-time freshmen nationally.

#### CHARACTERISTICS AND DEGREE MOTIVATIONS OF FIRST-GENERATION STUDENTS

First-generation college students continue to receive attention from researchers and policy-makers hoping to better understand the college-choice process and transition to college for this population of students. Over the past 10 years, the proportion of first-generation college students enrolling full-time in four-year institutions has hovered around 20%. In 2015, approximately 17.2% of incoming first-year students reported that they were first-generation college students, the lowest proportion of first-generation students in the history of the survey. In 2016, roughly 18.8% of the cohort of incoming students identify as first-generation college students.

The proportion of students identifying as first-generation varies considerably by sex and race/ethnicity. As shown in Table 2, about one in five women (20.3%) identify as first-generation, slightly more than men (17.0%). Across race/ethnicity, nearly three of five Latino students (57.3%) are first-generation, roughly double the proportions of students who identify their race as “other” (29.1%) and Black students (27.0%). By contrast, just 1 in 10 White students (10.5%) are first-generation.

**Familial support is particularly important in the college-going process for first-generation students.** Children of parents who did not attend college are often encouraged to go directly into the workforce to earn money, as parents may have less direct understanding of the social and economic benefits of a college degree (Lee, Sax, Kim, & Hagedorn, 2004). However, this year’s incoming first-year first-generation students indicated that their family plays an important role in choosing to go to college. In fact, nearly half (46.0%) of first-

Table 2. Percent of Group Identifying as First-Generation

Women	20.3
Men	17.0
Native American	21.5
Asian American/Pacific Islander	18.2
Black	27.0
Latino	57.3
White	10.5
Other	29.1
Multi-racial	17.3

generation college students reported wanting to please their family as a “very important” motivation for their decision to pursue a college degree.

Although first-generation students may differ in substantive ways from their peers whose parents attended college, **both groups share similar goals for future degree attainment.** Among first-generation college students one-quarter (24.9%) reported that the highest degree they plan to obtain is a bachelor’s degree. Roughly 38.6% of first-generation students intend to get a master’s degree, and 34.7% plan on obtaining a doctoral degree (J.D., M.D., Ph.D., Professional Doctorate, etc.). This is in line with continuing-generation college students, as 22.6% of continuing-generation students plan to get a bachelor’s degree, 41.5% plan on getting a master’s degree, and 34.9% intend on obtaining a doctoral degree.

#### Mental Health Concerns More Severe Among Students With Disabilities, Psychological Disorders, and Chronic Illness

Adjusting to the academic demands of college, moving away from home, and making new social connections represent just a few of the factors contributing to college students’ stress, anxiety, or depression levels, especially among new students with already existing stressors such as a disability, chronic illness, or psychological disorder. The Freshman Survey asks specifically

if a student has a disability or psychological disorder, and students have the ability to mark as many of the options as apply. Collectively, these items give voice to students with specific diagnoses as well as those who lack a formal diagnosis or label. Overall:

- 21.9% of incoming freshmen identified as having at least one disability/disorder.
- Roughly 16.0% of the incoming class identified as having only one disability.
- An additional 4.3% selected two options in this bank, with another 1.6% choosing three or more options.

Students also report how often in the past year they have felt anxious, depressed, or overwhelmed as well as their likelihood of using counseling services while in college. We find that, on each of these measures connected to students' mental health and well-being, those who identified as having a disability, chronic illness, or psychological disorder report stronger expectations of utilizing counseling and more frequent feelings of anxiety, depression, and being overwhelmed.

#### HIGHER LIKELIHOOD OF COUNSELING SERVICE USE IN COLLEGE

Students with mental health concerns anticipate greater use of counseling services. With one in five entering first-time, full-time students self-identifying with a diagnosed disability or medical condition, it may come as no surprise that college counseling centers continue to experience a rise in the number of students using their services (Misner, 2014). Although the rise in usage could indicate an increased need for such services, students may also be more inclined to access their college counseling center than in previous years. Overall, 13.9% of entering

freshmen anticipate a "very good chance" of seeking personal counseling while in college. This percentage has increased steadily since the early 1990s, from a low of 3.5% in 1991.

About one in eight entering first-time, full-time students in 2016 (11.9%) reported feeling depressed "frequently" in the past year, and about a third of these students (34.0%) anticipate a "very good chance" of seeking personal counseling, which is substantially higher than the rate for all freshmen (13.9%). Among the 10.7% of students who reported having a psychological disorder, just over half (51.8%) have frequently felt depressed in the past year, and 35.8% anticipate there is a very good chance they will seek personal counseling (see Table 3).

Nearly a third of students with autism report a very good chance of seeking personal counseling (31.4%). Freshmen with a learning disability,

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#### SUGGESTED ACTION FOR INSTITUTIONS

**While students with a disability, ADHD, autism spectrum disorder, a chronic condition, or psychological disorder represent a small portion of the college student population overall, it is of value to understand which students may require or seek more support or intervention, thus allowing college counseling centers to tailor their services to students in need.**

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**Table 3. Student Depression and Likelihood of Seeking Counseling, by Disability/Disorder**

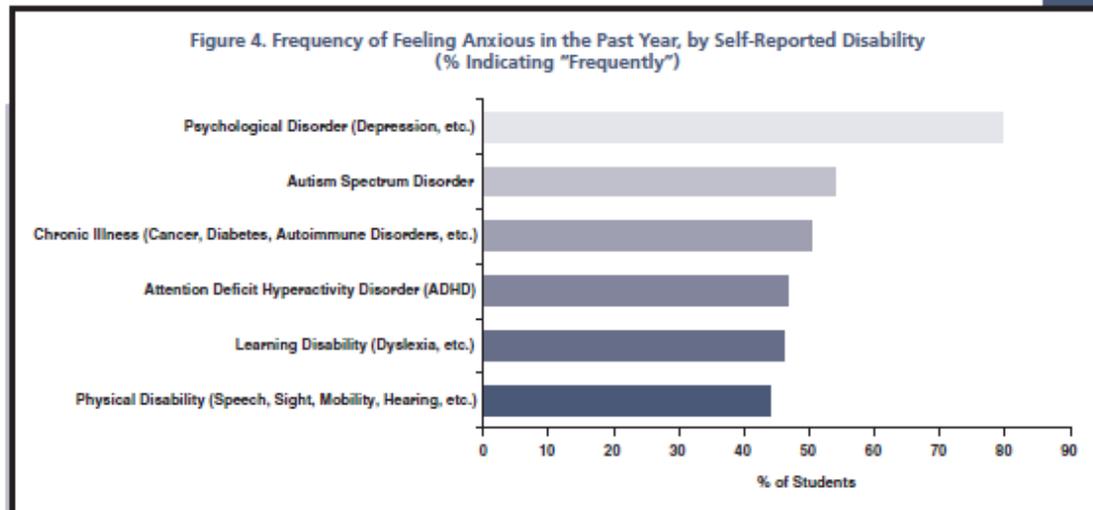
	Frequently Felt Depressed	Likelihood of Seeking Counseling (very good chance)
Learning disability	18.7	20.8
Attention deficit hyperactivity disorder (ADHD)	20.2	19.2
Autism spectrum disorder	29.7	31.4
Physical disability (speech, sight, mobility, hearing, etc.)	19.5	17.9
Chronic illness (cancer, diabetes, autoimmune disorders, etc.)	22.3	20.4
Psychological disorder (depression, etc.)	51.8	35.8
Other	24.9	23.0

ADHD, or a chronic illness are all equally likely to expect to have a very good chance they will seek counseling (20.8%, 19.2%, and 20.4%, respectively). Students with a physical disability are the least likely to anticipate seeking counseling in college (17.9% very good chance); however, that proportion exceeds the national sample of first-time, full-time freshmen by four percentage points. In other words, **freshmen who frequently feel depressed or who have a disability, disorder, or chronic condition have double or triple the odds of the expectation to seek personal counseling than other freshmen.**

**ANXIETY ALSO MORE PREVALENT AMONG STUDENTS WITH DISABILITIES, CHRONIC ILLNESSES, AND PSYCHOLOGICAL DISORDERS**

The 2016 Freshman Survey introduced an item measuring how frequently respondents felt anxious in the past year. More than one-third (34.5%) of incoming first-time, full-time college students frequently felt anxious. Students identifying with any of the disabilities, psychological disorders, or chronic illnesses listed on the instrument have a greater likelihood than other freshmen to have frequently felt anxious in the past year.

Figure 4 shows that students who reported having a psychological disorder were



significantly more likely to report frequently feeling anxious (79.5%) than those with any other type of disability. However, more than half of those who reported having Autism Spectrum Disorder (53.9%) or chronic illness (50.3%) also frequently felt anxious. Of all the students who identified as having a disability, those with a physical disability were least likely to frequently feel anxious (44.0%), which is roughly 10 percentage points higher than the national sample.

### **Disaggregating Diversity: Entering Transgender, Former Foster Care, and Military-Affiliated College Students**

U.S. colleges and universities increasingly enroll students whose demographic characteristics, family backgrounds, and pre-college experiences significantly contribute to the growing diversity across higher education institutions (Eagan, Stolzenberg, Ramirez, Aragon, Suchard, & Rios-Aguilar, 2016). In the past few years, the Freshman Survey has incorporated new items that enable campuses to learn more about differences in students' gender identities, experiences with the foster care system, and prior or current affiliations with the U.S. military. In the following sections, we explore the characteristics and pre-college experiences of students who identify as transgender, report having lived in foster care or as a dependent of the court, and have a current or prior connection to the U.S. military.

#### **CREATIVITY, CONFIDENCE, AND COMMUNITY ENGAGEMENT AMONG TRANSGENDER COLLEGE STUDENTS**

For the first time in its 50-year history, the Freshman Survey in 2015 introduced an item inviting students to identify their gender identity. The 2016 administration included responses from 702 incoming freshmen from 182 different

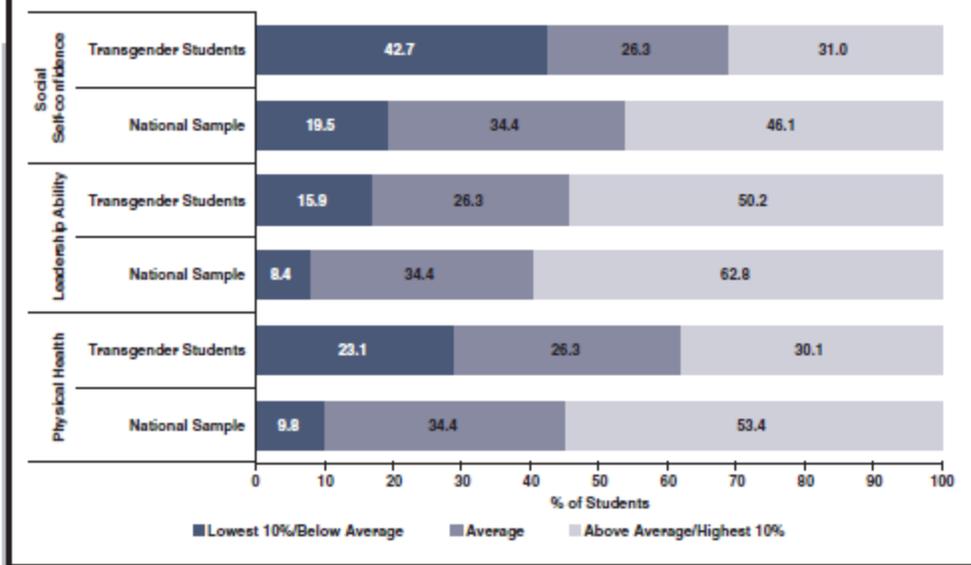
institutions identifying as transgender. In this section, we analyze the responses from the unweighted sample of transgender students and compare those findings to the nationally normed sample of first-time, full-time students. The normed sample includes representation from transgender students who comprise about one-half of one percent of all first-time, full-time students enrolling in four-year nonprofit U.S. colleges and universities in the fall of 2016.

Differences in confidence between transgender students and the normed sample vary considerably based upon the skill or trait under examination. For example, compared to the nationally normed sample, students identifying as transgender have far greater confidence in their artistic ability (52.0% vs. 30.7% rating "highest 10%" or "above average") and creativity (64.0% vs. 52.6% rating "highest 10%" or "above average"). By contrast, transgender students rate themselves lower than first-time, full-time (FTFT) freshmen in the areas of social self-confidence, leadership ability, and physical health.

As shown in Figure 5, nearly half (46.1%) of FTFT freshmen rated their social self-confidence as above average compared to 29.4% of transgender first-year students. **Of these items, the largest gap between all FTFT freshmen and transgender students appears in their self-ratings of physical health.**

Measured against the average person their age, less than one-third of transgender students in this sample (30.1%) assess their physical health as above average compared to more than half of all FTFT first-year college students (53.4%). Similarly, a 12.6 percentage-point gap in the proportion of respondents rating their leadership ability as above average exists between all FTFT

Figure 5. Self-Rated Social Self-Confidence, Leadership Ability, and Physical Health, by Gender Identity



freshmen (62.8%) and transgender first-year students (50.2%).

Compared to the national sample of FTFT freshmen, transgender students also report lower levels of academic self-concept, which is a composite that integrates respondents' self-rated academic ability, mathematical ability, intellectual self-confidence, and drive to achieve.

- More than one-third (35.3%) of students identifying as transgender report low levels of academic self-concept (i.e., more than one-half standard deviation below the national mean) compared to 26.9% of all FTFT students.
- A smaller proportion of transgender students begin college with an average level of academic self-concept (42.7%) compared to the national sample (49.1%).

**TRANSGENDER STUDENTS WELL-POSITIONED FOR ACADEMIC AND WORKFORCE SUCCESS**

Moving from students' self-reported perceptions to behaviors offers a different pattern. **Although**

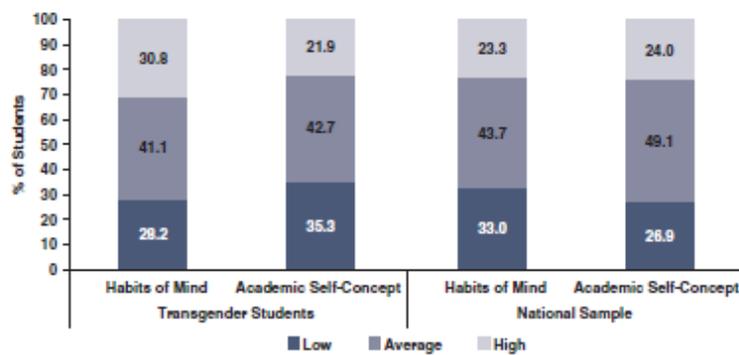
**transgender students in this sample report less confidence in their academic abilities, they more readily exhibit behaviors associated with habits of mind for lifelong learning.**

HERI's habits of mind construct includes a number of items connected to academic behaviors both inside and outside the classroom, including:

- Asking questions in class;
- Supporting opinions with a logical argument;
- Evaluating the quality and reliability of information.

As Figure 6 shows, nearly one-third of transgender students (30.8%) scored as "high" on the habits of mind composite measure compared to less than one-quarter of all FTFT students (23.3%). Transgender students were less likely than the nationally representative sample to fall into both the average (41.1% vs. 43.7%) and low (28.2% vs. 33.0%) groups on the habits of mind construct. As employers increasingly seek to hire individuals with strong critical thinking

Figure 6. Habits of Mind and Academic Self-Concept Construct Group Scores, by Gender Identity



addressing social and political issues compared to the national sample of FTFT freshmen (54.03 vs. 51.65).

As college students increasingly explore, embrace, and express their gender identities, colleges and universities have an obligation to support and celebrate the ways in which these students contribute to campus and society.

and problem solving skills (Hart Research Associates, 2013), these findings suggest that **transgender students begin college well-positioned for both academic achievement and success in the workforce.**

#### TRANSGENDER STUDENTS AND SOCIAL JUSTICE

Two other areas in which first-year transgender students appear to outpace all FTFT students include their pre-college engagement with the community and their disposition toward social justice. HERI's civic engagement construct combines items regarding the frequency students volunteered and protested, among other items. By contrast, HERI's social agency construct assesses the extent to which students value social and political involvement. Transgender students score significantly higher than the national sample of FTFT freshmen on both measures.

- Transgender students scored nearly one-half of a standard deviation higher in the civic engagement composite measure than all FTFT freshmen (57.23 vs. 52.63).
- The average scores for HERI's social agency construct suggest that transgender first-year students place substantially greater emphasis on being informed about and involved with

#### PATHWAYS TO COLLEGE AMONG FORMER FOSTER CARE YOUTH

The 2016 Freshman Survey introduced a new item that asked students to indicate whether they had lived in foster care or as a dependent of the court at any time since they turned 13, and more than 1,000 students (n=1,147) responded in the affirmative to this question. Given that a student who has lived in foster care after age 13 can identify as independent on the FAFSA, analyses of students' concerns about and strategies for paying for college underscore critical differences between former foster care youth and the national sample of FTFT first-year students. In this section, we refer to these students as former foster care youth and compare them to the nationally normed sample of FTFT freshmen.

As they start their college careers, nearly one-quarter of former foster care youth (23.9%) have "major" concerns about their ability to finance their college education compared to just 13.3% of all FTFT incoming students. These differences likely connect to disparities in reported family/parental income. Nearly half of first-year students with connections to the foster care system (46.5%) reported parental/family income as less than \$30,000, nearly triple the proportion (16.3%) of all FTFT incoming students who reported the same.

With these differences in mind, it is not surprising that **former foster care youth utilize distinct strategies to pay for college.** Former foster care youth have a greater propensity than the national sample of FTFT students to use funding from work-study opportunities (29.9% vs. 19.7%) and Pell grants (54.2% vs. 28.4%) to finance their undergraduate education. By contrast, compared to all FTFT freshmen, former foster care youth not only have a lower likelihood of relying on *any* financial support from family or relatives to help pay for college (56.7% vs. 81.5%, see Figure 7) but they also are much less likely to report using \$10,000 or more from family members to finance the first year of college (27.5% vs. 38.5%). Despite relying less heavily on familial resources to finance college, **former foster care youth take out loans at lower rates than the national sample of FTFT freshmen to pay for their first year of college (48.6% vs. 55.5%).**

#### COLLEGE PREP OPPORTUNITIES LACKING FOR FORMER FOSTER YOUTH

Like their college financing strategies, former foster care youth's pre-college preparation opportunities differ in substantive ways from the average first-time, full-time student entering college in 2016. Among the national sample of FTFT freshmen, 6.3% report having attended a high school that did not offer any Advanced Placement (AP) courses, but the proportion of former foster care youth attending similarly underserved high schools is nearly triple (17.5%). Among students who enrolled in high schools with at least one AP course, former

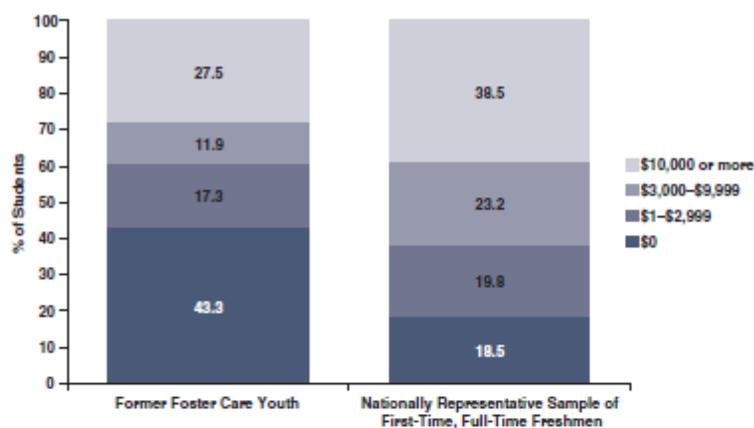
foster youth enrolled in at least one AP course at lower rates than all FTFT incoming students (70.8% vs. 81.3%).

Generally speaking, **former foster care youth report taking fewer years of math, foreign language, and history/government than the FTFT normed sample.**

- Nearly all (89.6%) of the national sample of FTFT students completed four or more years of math in high school compared to 75.2% of former foster care youth.
- The proportions of students taking three years of foreign language in high school differed by about eight percentage points between former foster care youth (50.8%) and all FTFT freshmen (59.0%).
- Among all FTFT students in the national sample, 83.3% had three or more years of history/government compared to 71.3% of former foster care youth.

In addition to taking fewer years of math, foreign language, and history/government than FTFT students in the national sample, former foster care youth also reported lower high school

Figure 7. Students' Use of Family Resources to Cover First-Year College Expenses, by Foster Care Status



GPA. For example, former foster care youth had a lower likelihood than all FTFT freshmen of earning a high school GPA that fell within a range of A- to A+ (46.0% vs. 55.3%). These GPA differences may offer an explanation as to why former foster care youth have a higher propensity to report having participated in a summer bridge program, which focuses on college adjustment and strengthening academic skills before college. Participation among former foster care youth was nearly triple the rate of all FTFT freshmen (14.8% vs. 5.5%).

These differences may highlight disparities in access to quality high schools with more rigorous curricular offerings between incoming freshmen with links to the foster care system and the full sample of FTFT first-year students; however, these differences may also reflect the fact that, compared to the nationally representative sample of FTFT freshmen, this sample of former foster care youth tend to be:

- Older (15.4% were at least 20 years old vs. 4.2% of all FTFT);
- More likely to have previously taken courses at their current institution (9.9% vs. 5.6%);
- And more likely to have earned college credit elsewhere prior to enrolling in their current institution (19.2% vs. 11.4%).

In other words, former foster care youth may have tried to address differences in their access to AP courses in high school and in their high school course taking patterns by taking courses elsewhere either out of necessity (to meet admissions requirements) or as a strategy to ensure their academic and perhaps even financial readiness to pursue a bachelor's degree. Given the critical ways in which former foster care youth distinguish themselves from the average FTFT first-year student, campus leaders have an

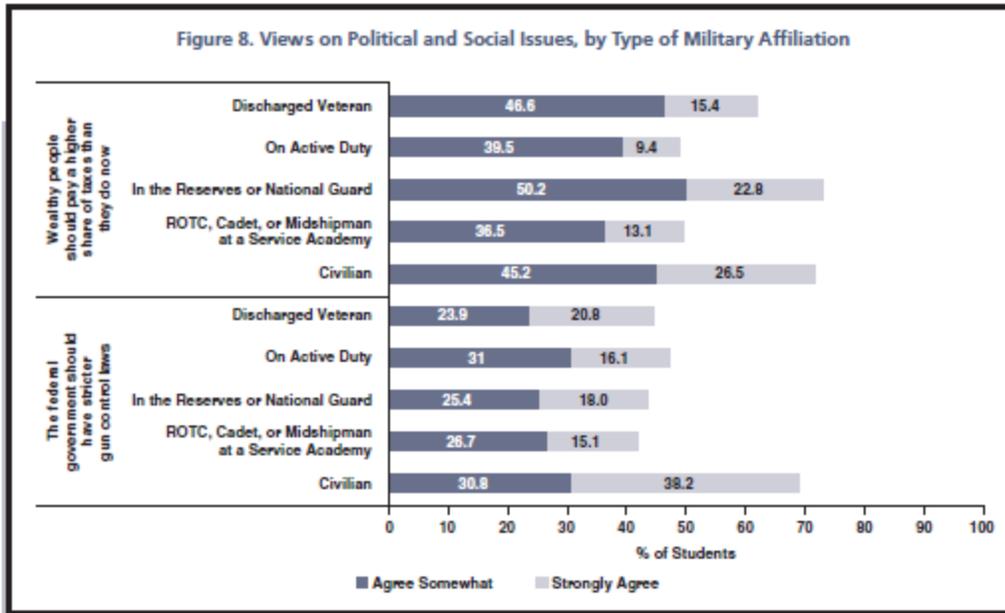
obligation to assess whether and how existing policies and programs meet the needs of this population.

#### IDEOLOGY AND PROPENSITY TOWARD LEADERSHIP DISTINGUISH MILITARY-AFFILIATED STUDENTS

For decades, the Freshman Survey has included an item on whether incoming students had previously served in the U.S. military, and the 2016 administration introduced the latest version of the item, which now provides even more granularity. In this section, we highlight a few of the traits that distinguish incoming first-year students currently serving in the Reserves or National Guard (n=296), those on active duty (n=218), and discharged veterans not serving on active duty or in the Reserves or National Guard (n=242) from the nationally representative sample of FTFT first-year students.

In general, military-affiliated students describe their political orientation as more conservative than all FTFT first-year students. For example, nearly half (47.7%) of incoming students on active duty describe their political orientation as either "far right" or "conservative." More than one-quarter of those in the Reserves/ National Guard (29.2%) and discharged veterans (28.4%) reported the same, while only 22.2% of all FTFT students rate themselves as right-of-center.

Being further to the right in terms of their political orientations may partially explain the fact that military-affiliated students also express more conservative views on political and social issues than the national sample of FTFT incoming students. Figure 8 shows that more than two-thirds of the national sample (67.9%) agree that the federal government should have stricter gun control laws compared to less than half of



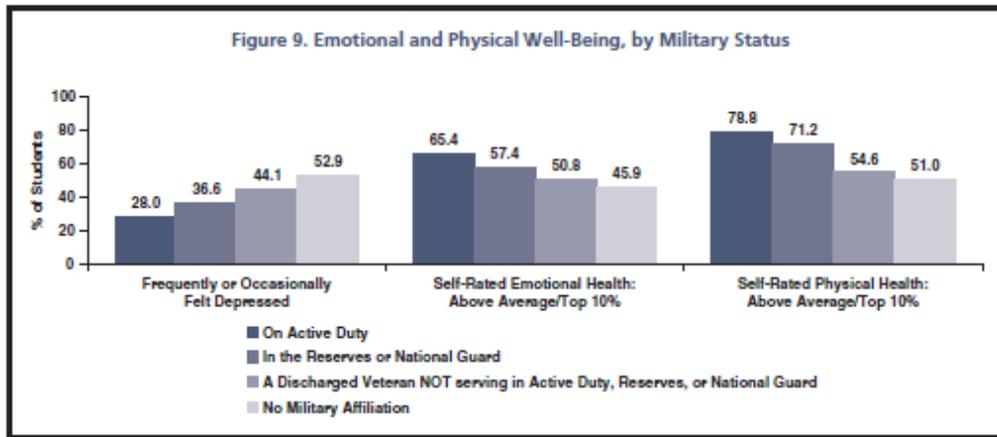
each of the military-affiliated student groups. Discharged veterans' views on this item are the most conservative among military-affiliated student subgroups with just 41.2% believing the federal government should have stricter gun control laws. Views on tax policy are just as varied with half (50.0%) of those on active duty agreeing that the wealthy should pay more taxes compared to veterans (62.1%), the national FTFT sample (70.7%), and students currently serving in the Reserves/National Guard (72.2%).

Military service often compels people to hone and display their leadership skills. Compared to the average person their age, 83.4% of incoming students serving on active duty rated their leadership skills as above average, which exceeded all other groups by at least 13 percentage points. About two-thirds of students serving in the Reserves/National Guard (66.2%) and discharged veterans (67.9%) assessed their leadership skills as above average compared to 62.8% of all FTFT incoming students.

Those currently affiliated with the military express strong inclinations toward student government participation and community engagement.

- 41.2% of students on active duty expect either "some chance" or a "very good chance" of participating in student government compared to 27.3% of discharged veterans.
- More than half of students in the Reserves/National Guard and those on active duty place great value on becoming a community leader (54.9% rating "very important" or "essential" for both groups), which was 15.8 percentage points higher than discharged veterans (39.1%).

Similar to their beliefs about leadership, students who are discharged veterans rate themselves lower than their other military-affiliated peers on both emotional and physical health, which could be explained in part by their years of experience in the military or the fact that entering student veterans tend to be older than their



peers. Figure 9 shows that 54.6% of discharged veterans rate themselves above average, nearly 17 percentage points less than those in the Reserves/National Guard and more than 21 percentage points less than their peers on active duty. About half (50.8%) of discharged veterans rate themselves above average in emotional health compared to 57.4% of those in the Reserves/National Guard and 65.4% on active duty.

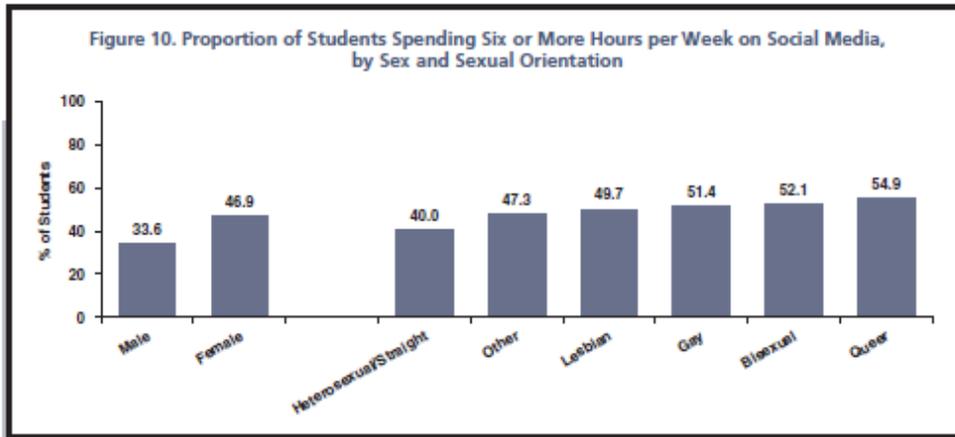
A greater proportion of student veterans reported feeling depressed in the past year (44.1%) compared to students on active duty (28.0%) and those in the Reserves/National Guard (28.0%). These findings further underscore the need for campuses to allocate sufficient resources to meet the mental health needs of their students, as military-affiliated students, particularly discharged veterans, begin college with significant mental and emotional health concerns.

### Time Spent with Online Social Networks Rises to Record High

For nearly three decades, the Freshman Survey has asked incoming freshmen to report how

many hours per week they spend doing a variety of activities. As social media grew in popularity in the mid 2000s, HERI introduced a new item in 2007 about students' use of online social networks. From 2007 through 2015, about a quarter of students consistently reported spending six or more hours per week using social media. **In 2016, the proportion of students using social media for at least six hours per week jumped to 40.9%**, nearly 14 percentage points higher than the previous high of 27.2% reached in both 2011 and 2014.

Figure 10 shows that nearly half of all female students (46.9%) spent at least six hours per week using online social networks compared to only about a third of male students (33.6%). Black (47.3%), Asian (47.2%), and multiracial (41.7%) students were more likely to spend at least six hours per week using online social networks compared to their Hispanic (39.7%), White (38.9%), and Native American (35.9%) peers. Just 40.0% of heterosexual students spent at least six hours per week engaging with online social networks, which was much lower than their gay (51.4%), lesbian (49.7%), bisexual (52.1%), and queer (54.9%) peers.

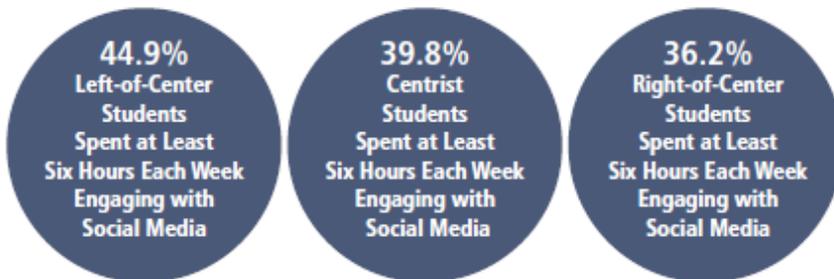


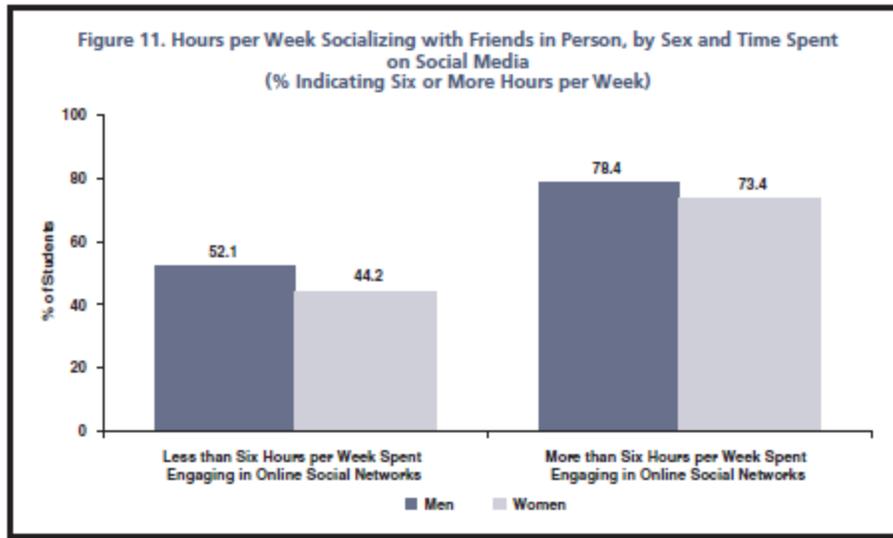
**POLITICAL IDENTITY AND ONLINE SOCIAL MEDIA PARTICIPATION**

With respect to political orientation and political engagement, 44.9% of left-leaning students spent at least six hours per week engaging with social media compared to their centrist (39.8%) and right-leaning (36.2%) peers.

Despite the polarization exhibited during the 2016 U.S. presidential election and the proclivity to share ideas and news over social media, it may come as a surprise that, among students who spent at least six hours each week

using social media, 44.8% reported that they **never publicly communicated their opinion about a cause in the past year**. About one-third of incoming FTFT students (33.8%) who spent that amount of time on social media “occasionally” communicated their opinion about a cause, and 21.4% “frequently” communicated their opinion about a cause. By contrast, the frequency with which students discussed politics did not seem related to their level of engagement with online social networks.





**ONLINE SOCIAL MEDIA USE DOES NOT SUBSTITUTE FOR IN-PERSON INTERACTIONS**  
FTFT students entering college this fall **do not seem to substitute more frequent use of online social networks for in-person interactions with friends.** Three-quarters (75.2%) of students who spent at least six hours per week using social media during the past year also spent at least six hours per week socializing with friends in person. By contrast, roughly half (48.2%) of students who averaged less than six hours each week connecting in online social networks also spent six or more hours socializing with their friends in person.

Figure 11 reveals some slight differences by sex. Regardless of number of hours on social media, incoming male students were more likely to socialize with friends in person than their female classmates. More than three-quarters of men (78.4%) who engaged in online social networks for at least six hours each week also spent at least as much time socializing with friends in person, which exceeded the same figure for women by five percentage points (73.4%). Men whose weekly time using social media averaged less

than six hours tended to be more likely than women to socialize with their friends in person for at least six hours each week (52.8% vs. 44.2%).

### Students Enroll in Colleges Closer to Home

This year's incoming first-year students tended to enroll in colleges located closer to home than in previous years. Roughly 37.9% of incoming first-year students enrolled in an institution within 50 miles of their permanent residence, including 13.0% of FTFT students attending college within 10 miles of their permanent homes—nearly two percentage points higher than the 11.3% of students reporting the same in 2015.

Not only are more students attending schools closer to home but more of them are also planning to live with family members than in past years. Almost one-fifth of incoming first-year students (18.5%) plan to live with parents or relatives during their first year of college, three points higher than in 2015 (15.3%).

**About two-thirds of students expecting to live with parents or relatives also considered family to be an important factor in choosing their college,** and about four out of five noted the importance of being able to live near home in their ultimate decision.

Finally, roughly three-quarters of students who expected to live with parents or relatives were accepted by their first-choice institution (76.8%); however, only half of those students (54.9%) decided to attend their first-choice institution. By contrast, students planning to live in a private room (60.9%), college residence

hall (57.1%), or fraternity or sorority house (70.5%) enrolled at their first-choice institutions at much higher rates. It is unclear whether rising costs associated with living expenses and tuition, stronger familial ties, or other factors are contributing to more students planning to live with parents or relatives and attend college closer to home. However, these findings suggest that students who choose an institution closer to home and/or live with family tend to be more likely than their peers to sacrifice the opportunity of attending their first-choice college or university.



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(Kevin Eagan, Ellen Bara Stolzenberg, Hilary B. Zimmerman, Melissa C. Aragon, Hannah Whang Sayson & Cecilia Rios-Aguilar, “The American Freshman: National Norms Fall 2016”, University of California, Los Angeles, 2017, <https://www.heri.ucla.edu/monographs/TheAmericanFreshman2016.pdf>)

**Removing digital devices from the bedroom can improve sleep for children, teens**

“Removing electronic media from the bedroom and encouraging a calming bedtime routine are among recommendations Penn State researchers outline in a recent manuscript on digital media and sleep in childhood and adolescence.”

“The recommendations, for clinicians and parents, are:”

- “Make sleep a priority by talking with family members about the importance of sleep and healthy sleep expectations;”
- “Encourage a bedtime routine that includes calming activities and avoids electronic media use;”
- “Encourage families to remove all electronic devices from their child or teen’s bedroom, including TVs, video games, computers, tablets and cell phones;”
- “Talk with family members about the negative consequences of bright light in the evening on sleep; and”
- “If a child or adolescent is exhibiting mood or behavioral problems, consider insufficient sleep as a contributing factor.”

“Recent reviews of scientific literature reveal that the vast majority of studies find evidence for an adverse association between screen-based media consumption and sleep health, primarily delayed bedtimes and reduced total sleep duration,” said Orfeu Buxton, associate professor of biobehavioral health at Penn State and an author on the manuscript.”

(Marjorie S. Miller, “Removing digital devices from the bedroom can improve sleep for children, teens”, Penn State University, November 2, 2017, <http://news.psu.edu/story/491903/2017/11/02/research/removing-digital-devices-bedroom-can-improve-sleep-children-teens>)

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## The Generation Z Study of Tech Intimates

“In Spring 2017, CommScope employed an independent research firm to conduct a global quantitative online survey among 4,003 consumers in eight distinct tech-leading cities. Participants were 13- to 22-year-olds and frequent users of smartphones, checking their phones at least five times an hour during waking hours. A 50/50 representation of females and males within each country.

### NUMBER OF TIMES SMARTPHONE IS CHECKED IN A TYPICAL HOUR BY CITY

		Checks smartphone 30+ times/hour	Checks smartphone <30 times/hour
 TYO	<b>23%</b>	15%	
 SEL	20%	16%	
 NYC	16%	14%	
 LDN	15%	13%	
 BLR	9%	<b>21%</b>	
 HK	7%	12%	
 BA	6%	5%	
 BER	4%	5%	

From a global perspective, Tokyo has the highest percentage of Gen Zers who check their phones more than 30 times per hour. Bangalore has the highest percentage of those who check their phones fewer than 30 times per hour.

### INCREASE IN DEVICE USAGE COMPARED TO A YEAR AGO

	Smartphone	<b>78%</b>
	Laptop/desktop	<b>42%</b>
	Tablet	<b>24%</b>
	Smartwatch	10%
	Fitness tracker	8%
	VR device	7%

Close to 80 percent indicate they are using their smartphones more than they were a year ago, and this behavior is increasing across all devices, including laptops, tablets and fitness trackers.

		TOTAL	NYC 
	Listening to music	69%	79%
	Texting	68%	82%
	Playing games	59%	60%
	Watching videos	56%	59%
	Using text-based apps	48%	53%

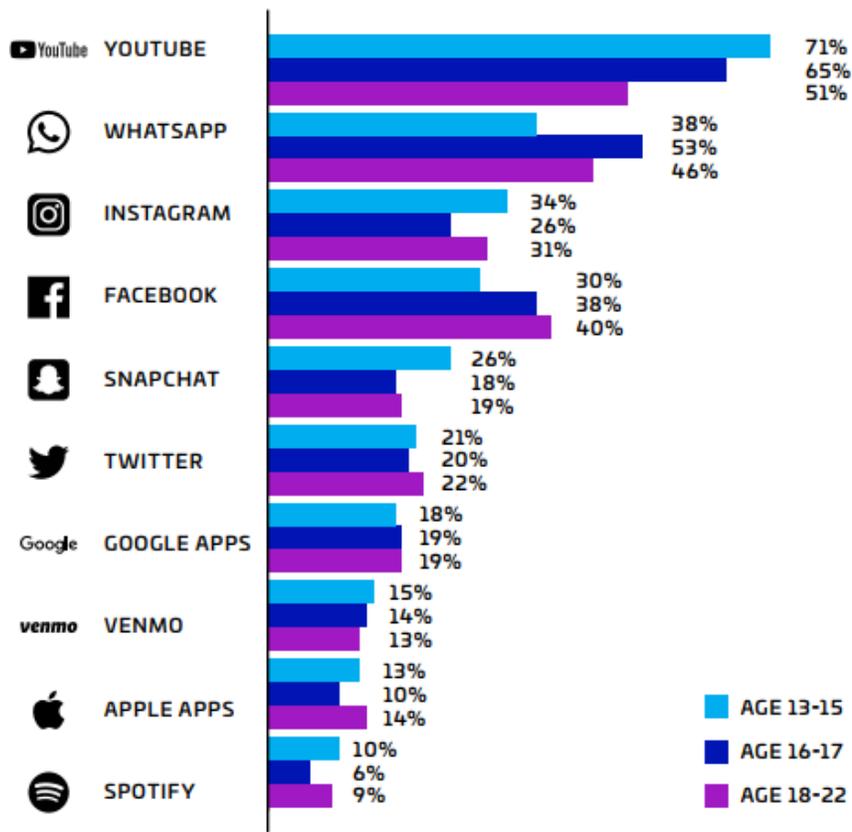
### APPS USED MOST OFTEN

		TOTAL	NYC 
	YouTube	56%	53%
	WhatsApp	47%	8%
	Facebook	38%	33%
	Instagram	30%	49%
	Twitter	22%	18%
	Snapchat	20%	54%
Google	Google apps	19%	19%
<b>venmo</b>	Venmo	14%	2%
	Apple apps	13%	23%
	Spotify	9%	19%
UBER	Uber	2%	3%
LinkedIn 	LinkedIn	2%	2%

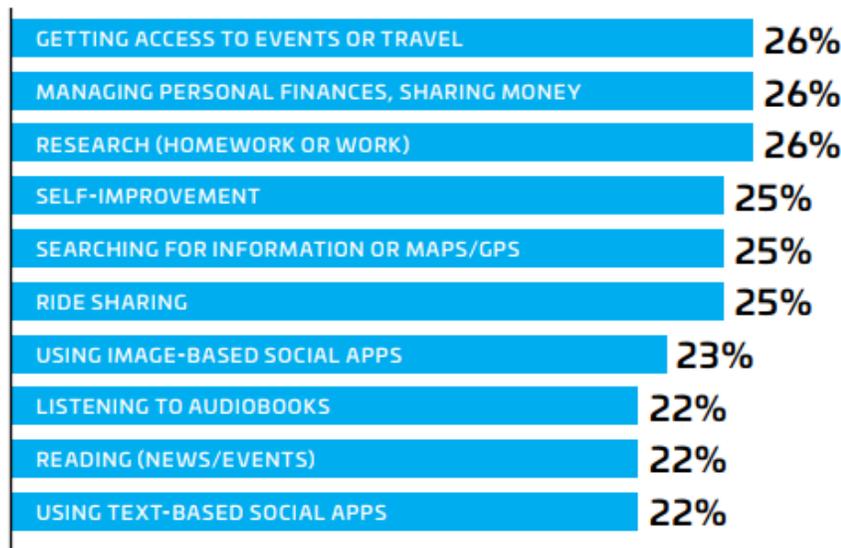
SAVES ME TIME

 READING	 RESEARCH
 TEXTING	 ONLINE SHOPPING
 VIDEO CHATTING	 EMAILING
 SEARCHING FOR INFO	 RIDE SHARING
 MANAGING PERSONAL FINANCES	 ACCESS TO EVENTS

## APPS USED MOST OFTEN BY AGE



## EXTREMELY/VERY LIKELY TO PARTICIPATE IN THE NEXT 2-3 YEARS



“The always on generation, technology runs as an extension of their identity.”

“A virtualized world where enhancement, entertainment and expression dominate.”

“The smartphone is the social hub of Gen Z, the epicenter of everything. They have formed a strong attachment, the phone is always close by and hard to live without.”

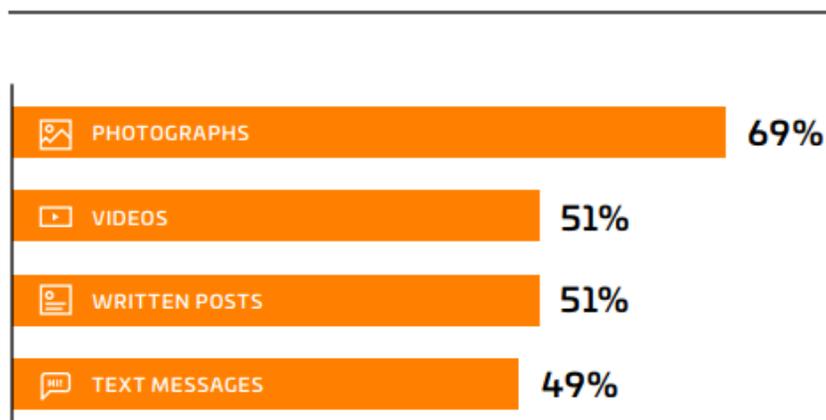
“For them, the ‘place’ is defined by where they and their phones are, not a specific geography

or location.”

- “41% - Associate searching for information with saving time.”
- “39% - Associate texting with staying connected to others.”
- “27% - Associate reading with making them smarter.”

“Listening to music is the most common activity on a mobile device, with over 80 percent participating.”

#### TYPE OF CONTENT CREATED



“Photographs are the most popular type of content created and shared. More than half of Gen Zers create videos and write posts that they also share.”

“What I put out on social media impacts how other people think of me.”

“63% would find it extremely difficult to live without their smartphones.”

“When I’m home, my phone is basically my social life.”

“As a counterpart to Gen Z’s power in the shifting and controlling of time, the place(s) where they thrive is key.”

“One can describe the ‘place’ simply as the number of inches between their nose and their smartphone screen. This literal in-between zone is a threshold to a social- and entertainment-rich virtual universe where Gen Z feels at home. They are both happy visitors and active contributors to this place. They feel safe and adept in this world where sharing is caring.”

“The outermost physical layer of the Gen Zer’s cocoon is ideally their home. At present, network access, reliability and cost dampen the ability of this generation to mobilize, though this is quickly improving.”

“Understand that they live in a post-privacy world. Technology is essentially an indistinguishable part of their identity. It gives them comfort, purpose and focus.”

“79% of respondents agree they are proud that they are the go-to person for tech advice for friends and family.”

“The age of personal privacy is over and seem to have fewer privacy concerns than one might expect.”

**CAREER DESIRED**

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“2/3 of respondents agree that the age of personal privacy

is over and that nothing you do online is private.”

“Many in Gen Z feel they are obsessive about their relationship with their devices and feel dependent.”

“Yesterday I did over 20 hours of Face Chat with my friends.”

“it makes me feel more social, more knowledgeable...’

“[I like being] more connected to the world, otherwise you’re out of touch with things.”

“This generation is addicted to their phones. Expect Gen Z to face a reckoning soon.”

(Commscope, “The Generation Z Study of Tech Intimates,” Site accessed December 27, 2017, <https://www.commscope.com/insights/>)

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## A Third of young people say they are gay or bisexual compared to 12 percent of baby boomers

“About 23 per cent of 16-22 year old's say they are mostly attracted to the opposite sex or equally attracted to both sexes.”

“A THIRD of young people describe themselves as gay or bisexual, a new survey has revealed.”

“Whereas just seven per cent of baby boomers are equally attracted to both sexes or "mostly" attracted to the opposite sex - marking a stark generational shift.”

“About 14 per cent of 16-22 year old's say they are mostly attracted to the opposite sex while nine per cent say they are equally attracted to both sexes.”

“And just one per cent of baby boomers said they were attracted to both sexes.”

### BRAND OF SMARTPHONE OWNED

		🇺🇸	
		TOTAL	NYC
	Apple	51%	71%
	Samsung	31%	23%
	LG	8%	5%
	Xiaomi	4%	1%
	Google	4%	5%
	Lenovo	4%	1%
	Vivo	4%	1%
	HTC	3%	4%
	Huawei	3%	1%
	Oppo	3%	1%
	Motorola	3%	3%
	OnePlus	3%	0%
	Nokia	3%	1%

“The generational shift in sexuality was shown in research carried out for the BBC by polling company Ipsos Mori.”

“They asked 1,000 young people aged 16 to 22 and 672 baby boomers - people in their 50s and 60s - about their sexual preferences.”

“About 66 per cent of young people said they were only heterosexual, compared to 88 per cent of baby boomers.”

“The pollsters also asked samples of Gen Z (1990s to mid 2000s), millennials and Gen X (1961-1981) about their sexual orientation.”

“Among Gen Z 24 per cent said they were equally attracted to both sexes or mostly attracted to the opposite sex.”

“Some 18 per cent of Gen Y said they were equally attracted to both sexes or mostly attracted to the opposite sex with 71 per cent saying they were only attracted to the opposite sex.”

“And in Gen X eight per cent said they were mostly attracted to the opposite sex or equally attracted to both, with 85 per cent saying they were only heterosexual.”

“Some 85 per cent of Gen X, the generation that came after the baby boomers, said they were only heterosexual.”

“The number of people saying they are only heterosexual has gradually reduced through the generations.”

“But the "boxes" of heterosexual or homosexual simply "don't fit human sexuality", according to sex therapist Louise Mazanti.”

“She said: "Yes, we're seeing a trend of questioning the norms of sexual orientation.”

“Young people are increasingly resisting the confinement of being defined as either hetero or homosexual.”

“These boxes simply don't fit human sexuality, and never did.”

"In my opinion they are entirely man-made.

“It's time to admit that we might have sexual gender preferences, but if we gave ourselves permission it's never the genitals that define who we are attracted to.”

(Andrea Downey, “A Third of young people say they are gay or bisexual compared to 12 percent of baby boomers” The Sun, September 27, 2017, <https://www.thesun.co.uk/fabulous/4557858/a-third-of-16-22-year-olds-say-they-are-gay-or-bisexual-compared-to-88-per-cent-of-baby-boomers/>)

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## Record Few Americans Believe Bible is Literal Word of God

Fewer than one in four Americans (24%) now believe the Bible is "the actual word of God, and is to be taken literally, word for word," similar to the 26% who view it as "a book of fables, legends, history and moral precepts recorded by man." This is the first time in Gallup's four-decade trend that biblical literalism has not surpassed biblical skepticism. Meanwhile, about half of Americans -- a proportion largely unchanged over the years -- fall in the middle, saying the Bible is the inspired word of God but that not all of it should be taken literally.

From the mid-1970s through 1984, close to 40% of Americans considered the Bible the literal word of God, but this has been declining ever since, along with a [shrinking percentage of self-identified Christians](#) in the U.S. Meanwhile, the percentage defining the Bible as mere stories has doubled, with much of that change occurring in the past three years.

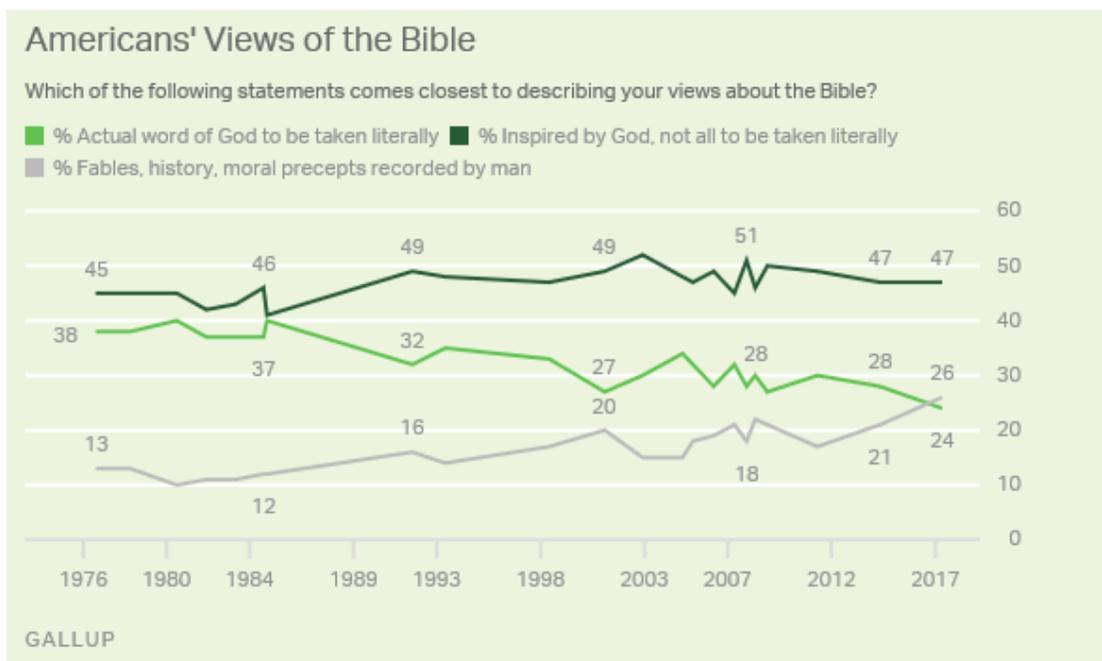
Still, while biblical literalism has waned, the vast majority of Americans -- 71% -- continue to view the Bible as a holy document, believing it is at least God-inspired if not God's own words.

The latest results are based on Gallup's annual Values and Beliefs poll, conducted May 3-7.

### Literalists Still Outnumber Skeptics Among Certain Groups

Although biblical literalism now ties with biblical skepticism nationally, these views vary somewhat across different segments of the U.S. population.

Nonwhites, adults aged 50 and older, and adults with no college education all lean toward believing the Bible is the actual word of God rather than stories and history recorded by man.



Men, whites, adults aged 18 to 29 as well as those aged 30 to 49, and college graduates lean in the other direction, with more being skeptics than literalists. Still, in all of these groups, the largest

### Americans' Views of the Bible -- 2017 Views by Key Subgroups

Which of the following statements comes closest to describing your views about the Bible -- the Bible is the actual word of God and is to be taken literally, word for word, the Bible is the inspired word of God but not everything in it should be taken literally, or the Bible is an ancient book of fables, legends, history and moral precepts recorded by man?

	Actual word of God	Inspired word of God	Ancient book of fables
	%	%	%
U.S. adults	24	47	26
Men	23	46	30
Women	26	48	24
Whites	22	48	28
Nonwhites	29	46	23
18 to 29	12	54	30
30 to 49	24	40	33
50 to 64	31	49	19
65+	27	49	22
College graduate	13	50	36
Some college	27	44	26
No college	31	47	19
Total Christian	30	54	14
Protestant/Other Christian	35	51	12
Catholic	21	58	19
No religion	7	21	68
Religion very important	41	50	7
Religion fairly important	13	66	17
Religion not important	2	20	76

GALLUP, MAY 3-7, 2017

segment takes the middle position, believing the Bible reflects the inspired word of God.

Naturally, there are also strong differences in Americans' perspectives on the Bible by religious preference. As a whole, more Christians take the Bible literally than say it is a book of stories and history recorded by man. However, within the broad group of Christians, Protestants (including those who generically refer to themselves as "Christian") lean toward the literalist view, while Catholics divide evenly between seeing the

Bible as the literal word of God and saying it is a book of stories. Not surprisingly, the vast majority of those with no religious affiliation fall into the skeptics' camp.

Notably, in 1976, some of the same groups -- older Americans and Protestants, along with women, were more inclined than their counterparts toward biblical literalism. Since then, this belief has fallen by double digits among every group, but it is down the

### Americans' Belief in Biblical Literalism

% The Bible is the actual word of God and is to be taken literally, word for word

	1976	2017
	%	%
U.S. adults	38	24
Men	33	23
Women	41	26
18 to 29	32	12
30 to 49	34	24
50+	45	29
Protestant/Other Christian	46	35
Catholic	31	21
None	n/a	7

GALLUP

most on a proportional basis among young adults -- falling by more than half, from 32% to 12%.

## Bottom Line

Over the past three decades, Americans' view of the Bible as the literal word of God has been declining, while their view that the Bible is a collection of fables, myths and history recorded by man has been increasing. The shift is most pronounced among young adults, indicating the trend is likely to accelerate in the years ahead.

Americans in all age groups still largely accept the Bible as a holy document, but most of these downplay God's direct role in it. That could mean people are more willing than in the past to believe it is open to interpretation -- if man, not God, wrote the Bible, more can be questioned. And that, in turn, may have consequences for where Americans come down on a number of morally tinged issues. The country may already be seeing this in [growing public acceptance](#) of a variety of behaviors that were once largely frowned on from a Christian perspective -- ranging from gay marriage and premarital sex to out-of-wedlock births and physician-assisted suicide.

(Lydia Saad, "Record Few Americans Believe Bible is Literal Word of God," Gallup News, May 3, 2017, <http://news.gallup.com/poll/210704/record-few-americans-believe-bible-literal-word-god.aspx>)

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## **The Great Divide Between Generation Z and Millennials**

### How Generation Z Is Breaking with the Millennials

So, just how is today's population of kids breaking with the one before them? As I dig through the data, the following are meta-narratives that Millennials bought into that Generation Z has discovered did not work for them:

1. "Just go to college and you'll get a great job."

This is a narrative almost every Millennial embraced. In 2000 when the first batch of them were preparing to graduate high school, 90 percent of teens planned to go to college. After all, parents told them: "Just go to college and you'll launch a great career." Afterward, too many of them were unable to find that great job. Plus, they were \$28,000 in debt and they had to move back home and take a job folding clothes at the Gap. Generation Z watched this, and now they plan to find their own way into a career, mixing and matching post-secondary prep experiences. Many still attend a college, but more are leaving the stereotype.

Question: How can you help students make wise decisions as they graduate?

2. "You are special and will do special things."

We've all heard it before. Millennials grew up with syrupy lines that parents offered to help them feel good about themselves. Our cars bore bumper stickers saying we were the parents of an honor roll student. We gave them trophies and ribbons just for participating. Our message was that kids are special and deserve to be treated that way. This fostered an entitled attitude that came back to haunt them as young employees. Generation Z has begun to see the consequences and knows they have *to do something* to feel special.

Question: How can you build good self-esteem while equipping them to solve problems in order to feel special?

3. "Share anything you want on social media."

For years Millennials posted everything they did on social media. Some posted selfies of them drinking at that big party they attended on Friday, only to have a potential employer reject their application at a job interview on Monday because they saw that picture. Generation Z may share the same addiction to posting, but has learned to use Snapchat and Whispr where the photos can be sent to specific people and go away within seconds. They are more cautious and savvy than their Millennial counterparts.

Question: How can you help students make wise choices on social media?

4. "You can do anything you want to do."

While I said this to my kids when they were young, I changed my tune as I saw the unintended consequences of it. A growing number from Gen Z has spotted the flaw in the statement too. Our life and career goals must be compatible with our talents and strengths. We can't randomly decide to be a football star, a fashion model or a celebrity. Too many Millennials possessed a superficial set of goals without thinking deeply about them. Generation Z has seen that and has come away much more cautious about career pursuits. They also saw their older counterparts lack grit and resilience, and they want to correct that too.

Question: How can you enable students to choose careers based on strengths?

5. "You're a winner and winners don't fail."

This is yet another line parents fed their kids beginning 30 years ago. The result was that kids began to fear failing—at anything. School courses. Games. Contests. Relationships. Sports. You name it. We created a "fixed mindset" instead of a "growth mindset" in our young. Many kids stopped trying to do anything they felt they couldn't be the best at doing. Generation Z wants to be different, but is not sure how. We adults must create different messaging to students today. We must affirm effort, resilience, work ethic and good strategy, which can be replicated as they mature into adulthood.

Question: How can you remove the fear of failure from students?

I believe it's our job to keep up with the shifts in culture and in our students, in order to lead them well and offer them what they need most.

- Inspire students to own their education and their future
- Lead students from an attitude of apathy to one of passion through metacognition
- Enable students to push back from the constant digital distractions and practice mindfulness
- Raise kids who make healthy progress, both emotionally and mentally, through their teenage years
- Give students the tools to handle the complexities of an ever-changing world
- Understand and practically apply the latest research on Generation Z

(Tim Elmore, "The Great Divide Between Generation Z and Millennials", Growing Leaders, November 1, 2017, <https://growingleaders.com/blog/great-divide-generation-z-millennials/#sthash.NFFhilaK.dpbs>)

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### **One in four girls is depressed at age 14**

"New research shows a quarter of girls (24%) and one in 10 boys (9%) are depressed at age 14."

("One in four girls is depressed at age 14", Science Daily, September 21, 2107, <https://www.sciencedaily.com/releases/2017/09/170921110706.htm>)

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### **American's New Norm: Teen Dating Violence. What's Going on with our Teens & How We Can Better Understand Their World**

"Approximately 72% of eighth and ninth graders are 'dating' and more than half of all high school students report seeing TDV [Teen Dating Violence] among their peers. Youth in high school (grades nine through twelve), found that of those they knew that had been in a relationship over the course of one year, 1 in 10 had encountered TDV. Similar to Adult Domestic Violence (ADV), females consistently and disproportionately represent survivors, with young women between the ages of 16-24, THREE TIMES more likely to encounter abuse. Young women, between the ages of 16-20, have consistently experienced the highest rates of relationship violence."

"...Harvard... 'human brain circuitry is not mature until the early 20's' and such the emotional learning and high-level self-regulation of teens differs greatly from that of adults as the last connections [in the teen brain] to be fully established are the links between the prefrontal cortex, seat of judgement and problem-solving. The under development of these links, also has correlations to addictive behavior. As the life of a teenager is automatically volatile just based on science, inevitable change, and hormonal changes, exposure to the trauma of TDV can only compound the health and wellbeing of adolescents."

“...the problem of children’s exposure to violence ... As past research has affirmed correlations between violence and television and games (Center for Innovative Public Health Research, 2015), the evolution of social media and intranet access have increased the opportunity to be exposed to violence as both television and games are readily available in both digital arenas.”

“... if the pace of these statistics continues in this direction, the United States may be en route to an epidemic of abuse that based on data will surely result in a future spike in DV figures. ... If we are able as a society to ubiquitously convey the message that ‘scissors are dangerous and that no one should run around with those in hand,’ then we should be able to make the same kind of commitment regarding our youth and how women and girls are valued.”

(Tania Bradkin, July 14, 2016, Huffington Post, “America’s New Norm: Teen Dating Violence. What’s Going on with our Teens & How We Can Better Understand Their World,” [https://www.huffingtonpost.com/tania-bradkin/teenage-dating-violence-a\\_b\\_7798926.html](https://www.huffingtonpost.com/tania-bradkin/teenage-dating-violence-a_b_7798926.html))

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## **8 Fascinating Facts About How Teens Use the Internet & Social Media**

1. “Twenty-four percent of teens admit to going online ‘almost constantly’.”
2. “Ninety-two percent of teens report going online at least once a day, and 56 percent admit they go online ‘several times’ a day. ... only 8 percent of teens are able to resist going online every day.”
3. “Eighty-eight percent of teens ages 13-17 say they have a cell phone, 90 percent of them say they use them to text. The average teen sends and receives 30 texts per day (not including messaging apps like Facebook message, WhatsApp and Kik).”
4. “... 91 percent of teens report that they access the internet from their phone. ... 94 percent report they access internet on their phone daily or more often!”
5. “This graph illustrates the differences between girls’ social media habits and those of boys:
6. “Here’s an illustration of the usage of various social networks across several income levels:

(Carly Steyer, Updated July 20, 2015, Huffpost, “8 Fascinating Facts About How Teens Use The Internet And Social Media,” [https://www.huffingtonpost.com/entry/tk-facts-about-teens-on-social-media-that-are-really-scary\\_us\\_55a7c6f0e4b0896514d06eab](https://www.huffingtonpost.com/entry/tk-facts-about-teens-on-social-media-that-are-really-scary_us_55a7c6f0e4b0896514d06eab))

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## **Gen Z is quitting social media in Droves because it makes them unhappy, study finds**

“34 percent of Gen Z say they’re permanently quitting social media, and 64 percent are taking a break, research from Origin, Hill Holliday’s in-house research arm.”

“The survey of more than 1,000 18 to 24-year-olds across America discovered a total of 41 percent are made to feel anxious, sad or depressed by platforms like Facebook, Instagram and Snapchat. Yet 77 percent say having these accounts provides more benefits than drawbacks.”

### Social Media



“...it tears apart their self-esteem (29 percent), but boosts their ego (61 percent).”

- “Can’t live with it, can’t live without it.”

## motivations for why gen z social media users considered quitting social media



- “...a cohort that doesn’t trust institutions and that has little faith in corporations.”
- “...brands should be highly personalized, pushing content that offers something truly relevant.”
- “Gen Z’ers, who are supposed to be social natives, are now at worst, overwhelmed by the amount of sites and content and the amount of mind-space and maintenance that too much social engagement can entail. ... it’s about picking the right product, for the right platform, for the right message, for the right audience at the right time.”

(Oliver McAteer, “Gen Z is quitting social media in droves because it makes them unhappy, study finds”, Campaign, March 9, 2018, <https://www.campaignlive.com/article/gen-z-quitting-social-media-droves-makes-unhappy-study-finds/1459007>)

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### 6 trends for Generation Z in 2016

“Generation Z... the rising wave of future consumers, swelling on the horizon. Most leaders in the business world right now are Generation X, Y or Millennials, and when they hear of Generation Z, fear fills their hearts. However, they are only afraid because they do not understand how Generation Z behaves.”

“Generation Z, with its outlandish behavior, is not just some fad businesses can ignore: this is the future consumer. Ranging from elementary school to college, Generation Z is rapidly filling the marketplace with connected, impressionable consumers who can change the buying environment if their needs and desires are catered to.”

“If you want to utilize this growing consumer base, you will have to understand how Gen Z consumers think, and become aware of the social trends they are part of.”

### 1. “Attention spans of a couple of seconds.”

“Gen Zers have famously short attention spans. Some in older generations view this trend as evidence of ADD or a learning disability, when it is simply how their brains are adapting to their digital environment. Entities such as Snapchat, Instagram and Vine have specialized in catering to this decreasing attention span, with enormous success. With hundreds or thousands of followers to attend to, short and to the point dominates any strategy for reaching Gen Z.”

“Young minds will progress from their brief 8-second frame of mind into 4-second filters. In other words, because of their increasing use of digital media, Generation Z will soon have the ability to process or filter out content within a 4-second window. Accommodating their window of attention is crucial for companies trying to reach Generation Z, since time is so valuable to them.”

### 2. “Instant gratification.”

“Time is a recurring theme when reaching modern consumers. Time is the most valuable resource for an individual, and any company or campaign geared toward saving consumers time will be a success if executed properly. A few decades ago, quality was the most prized attribute. Then it became ‘quick and easy.’ In the current environment, the demand is for ‘right now.’”

“Along with time, instant gratification has caused a shift in consumer behavior. Consumer loyalty is almost negligible. Everybody is looking for the next best thing, and if you are not providing the latest and greatest services or products, consumers will drop you for the competition.”

### 3. “Prevalence of influencer marketing.”

“Getting a YouTuber to sponsor your product is still a smart and economical way to get your product noticed and bought, but that was most true two or three years ago. YouTube’s potential has been realized, which is great for YouTubers, but this makes it an expensive channel for marketing. However, influencer marketing is so powerful and essential to reaching consumers that it is ludicrous to not utilize it.”

“Owners must use prudence when dealing with influencers: don’t go too expensive or too cheap, and focus on promoters who fit your brand. Find a user who consistently releases content, has a dedicated (not necessarily huge) following and produces content that complements your product’s brand. Look past YouTube, Instagram and Facebook, which can have heavy costs, and direct your attention to dedicated blogs, Snapchat and live-streaming providers such as Twitch and Periscope.”

### 4. “Mobility: keep moving or you’re dead.”

“‘Technology takeover’ is old news, because we already recognize that everything has shifted to

high-tech devices and mobile. When designing a website and a service, it is crucial to make the website highly mobile friendly. Laptops have replaced desktops, but smartphones are dominating daily communication and searches.”

“Young consumers are digital natives, and their digital experience is primarily mobile. Anna Fieler, executive vice president of marketing at Popsugar, notes that Gen Zers are twice as likely to shop on a mobile as Millennials.”

5. “Racial barriers are becoming nonexistent.”

“Diversity is a defining trait in America, but the upcoming generation defines themselves as a ‘pluralist generation.’ Fieler explains: ‘They have conviction in diverse races and religions and believe people can coexist in society.’”

“Why should this affect your business? Gen Z is the most ethnically diverse generation in US history. It will comprise 47% ethnic minorities, according to Jaclyn Suzuki, creative director of Ziba Design. Therefore, brand yourself and your company as an inclusive, diversified institution. Cater to minorities in your marketing campaigns, and you can solidify a respectable position with Generation Z.”

6. “Consumers are becoming more aware.”

“Companies like Yelp and retailers with customer reviews put a lot of pressure on companies to stay up to par. Buyers are much more cautious of what they spend their money on, and if the product seems questionable, even based on a single negative review, they will take their money elsewhere.”

“Ensure you have a quality product and service, and maintain a positive presence on customer reviews. Finding an influencer to provide a positive review will give consumers comfort in the notion that they are choosing a quality product.”

“By 2020, Gen Z will account for almost 40% of consumers, and if you ignore this inevitability, you ignore one of the most powerful factions in the marketplace. Understanding and planning for the future will cement your company’s potential for success, but it will only come if you embracing the outlandish, exciting personalities that embody Generation Z.”

(Deep Patel, “6 Trends for Generation Z in 2016”, Huffington Post, July 26, 2016 (Updated December 6, 2017), [https://www.huffingtonpost.com/deep-patel/6-trends-for-generation-z\\_b\\_11227446.html](https://www.huffingtonpost.com/deep-patel/6-trends-for-generation-z_b_11227446.html))

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## Generation Z: A Look at the Technology and Media Habits of Today's Teens

“Wikia, the world's leading collaborative media company and home to many of the Web's largest pop culture communities, today released findings from a study conducted among its 13-18 year-old users in association with Ipsos MediaCT ‘GenZ: The Limitless Generation’ exploring the complex behaviors of teens and technology. According to the online survey, Wikia found its GenZ users say they are more actively connected now than they were just three months ago, giving a glimpse into a constantly connected, complex demographic that is changing more quickly than any generation before them.”

“The extensive online survey of more than 1,200 U.S. Wikia users aged 13 to 18, better known as Generation Z, uncovers distinct trends in how today's youth is connected nearly all waking hours of the day; engaging with open-platform communication and information sharing. The study shows what social sites these GenZers are visiting the most, the reasons they are using specific online sources, reasons why they are contributing to websites, and how they see technology as a vital part of their future. Additionally, the results unveil the gender gap within our youngest generation, as well as the influence they have on purchase decisions within their households.”

“As the father of an upcoming GenZer, and through my experience creating and developing collaborative publishing platforms, it is clear that this generation is using technology in a way that is smarter, more involved and beneficial to their future,’ said Jimmy Wales, Co-Founder, Wikia. ‘Everyone can learn from the ways in which this unbounded, younger generation interacts with technology and are able to quickly adapt to this rapidly changing media landscape.’”

“GenZers (ages 13-18) represent 8.3% of the total U.S. population according to the 2010 Census. comScore estimates that this segment represents an even larger proportion of users on Wikia (16.8%) – a platform with usage by over 70 million global collaborators.”

“Highlighted trends revealed by the survey include:”

“These GenZers report spending almost every waking hour online (some even while at church!):”

- “All (100%) are connected for 1+ hours per day, but about half (46%) are connected 10+ hours per day.”
- “One-in-four (25%) are actively connected (checking email, messages, etc.) within five minutes of waking up, while nearly three-in-four (73%) are connected in an hour or less.”
- “There are few ‘sacred’ times away from technology. Three-in-five (63%) say they are ‘unplugged’ during work/school. However, only 44% say they are ‘unplugged’ while at religious services, 44% say they are ‘unplugged’ while doing homework/studying and 45% say they are ‘unplugged’ while playing sports/exercising.”

- “Nearly half (47%) say they are more actively connected now than they were three months ago. Two-in-five (41%) say their connectivity is about the same and only 12% say they are less actively connected. Among those who say their tablet is the most useful device they own, 63% say they are more actively connected now than three months ago.”
- “Nine-in-ten of these GenZers (93%) say they visit YouTube at least once a week and 54% visit multiple times per day, while just 65% say they visit Facebook weekly and only 38% visit multiple times per day. Other social media services some visit on a weekly basis are Twitter (26%), Google+ (26%), and Instagram (17%).”
- “Some contribute to share their knowledge, others just like to share their opinions with others. Among those who contribute to websites, 60% like to share their *knowledge* with others and 55% say they like to share their *opinion* with others. Only 31% of those who contribute to websites do so in order to feel good about themselves, and even fewer do so to show that they are smarter than others (14%). The top two reasons for contributing are that doing so is entertaining and fun (70%) and that they like to learn new things (64%).”
- “Three-quarters (76%) agree that their experience with technology will help them reach their goals. Two-thirds (66%) agree that technology makes them feel like anything is possible. Less than half (43%) agree that they value the time when they're unplugged.”
- “Their influence on friends & family purchase decisions vary by category. When it comes to entertainment, they influence parents most for movies (16% say they influence their parents ‘a lot’ when it comes to movies) and friends most for video games (38% say they influence their friends ‘a lot’ when it comes to video games).”
- “These GenZers have especially strong influence on packaged/fast foods and technology brands: 47% say their advice has had ‘a lot’ or ‘a little’ influence on a purchase of Apple® iPad®, 40% say the same for OREO®, 40% for SUBWAY®, 38% for DORITOS®, 36% for MOUNTAIN DEW®, and 35% for Pizza Hut®. Low on their list are eco-friendly products and wholesome foods or beverages.”

“This study into Generation Z is important because it allows us to share with marketers and advertisers the user habits of this highly engaged, highly active section of our growing community,” said Jennifer Betka, SVP of Marketing at Wikia. “This study emphasizes how teens are engaging, contributing, sharing and learning on open platforms in pursuit of greater potential and connectedness.”

#### About the Study

“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). Respondents were recruited to take an online survey via banner advertisements on the various Wikia.com sites and via direct emails sent by Wikia to registered users of the community. To qualify for the survey, respondents needed to be between the ages of 13 to 18 and residents of the United States. The median survey duration was 27 minutes. Statistical margins of error are not applicable to online polls. All sample surveys

and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.”

#### About Wikia:

“Wikia is a trusted and customizable platform designed for those who want to create and participate in collaborative media. It is the definitive place for people to collaboratively contribute to the assembly of original bodies of content that further people's understanding of the world we live in.”

“Using Wikia, anyone can form new communities around any subject they love or participate in over 250,000 existing communities by reading or contributing new content. With over 20 million pages of rich content, Wikia's communities are the most authoritative information about any topic on the Internet.”

“Wikia's video game vertical ([www.wikia.com/video\\_games](http://www.wikia.com/video_games)) is the number one global video-game focused network on the Web. Its entertainment vertical ([www.wikia.com/entertainment](http://www.wikia.com/entertainment)) is the fastest growing US entertainment destination around the world. Wikia Lifestyle ([www.wikia.com/lifestyle](http://www.wikia.com/lifestyle)) offers a broad range of collaborative content, from travel to food and beverage.”

“Launched as Wikia in 2006 by founders Jimmy Wales and Angela Beesley, Wikia attracts more than 70 million global unique visitors per month and is ranked a Top 50 Internet site according to Quantcast.”

#### About Ipsos MediaCT (in the U.S.)

“Ipsos MediaCT is the market research specialization within Ipsos built to reach, engage and more effectively understand today's digitally-driven consumer in the fast moving media, content and technology space.”

“We work with leading companies in technology, entertainment and all sectors of media – TV, online, print, mobile, outdoor, radio – helping owners and advertisers to better understand different audiences, the content they consume, the channels they use to consume it and the technology they use to discover, talk about and access this content.”

“Ipsos MediaCT is a specialist division within Ipsos, one of the world's largest market research agencies. Ipsos has offices in 85 countries, generating revenues of €1,789 billion (2.300 billion USD) in 2012. Alongside media, content & technology, Ipsos has specialist practices in advertising, loyalty, marketing and public opinion research.”

“Visit [www.ipsos-na.com/media](http://www.ipsos-na.com/media) to learn more.”

## ABOUT IPSOS

“Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.”

“With offices in 85 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.”

“Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.”

“Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,789 billion (2.300 billion USD) in 2012.”

“Visit [www.ipsos.com](http://www.ipsos.com) to learn more about Ipsos' offerings and capabilities.”

“Media Contact: Courtney Greenberg DKC Public Relations, Marketing & Government Affairs  
212-685-4300 [Courtney\\_greenberg@dkcnews.com](mailto:Courtney_greenberg@dkcnews.com)”

(Courtney Greenberg, “Generation Z: A Look at the Technology and Media Habits for Today’s Teens”, Wikia, March 18, 2013,  
[http://www.wikia.com/Generation\\_Z:\\_A\\_Look\\_at\\_the\\_Technology\\_and\\_Media\\_Habits\\_of\\_Today%E2%80%99s\\_Teens](http://www.wikia.com/Generation_Z:_A_Look_at_the_Technology_and_Media_Habits_of_Today%E2%80%99s_Teens))

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### **The Trends Shaping a Post-Truth Era**

The term “post-truth” is now often used to describe the current political climate in the United States, in which reality is relative and even the facts are open to interpretation. In the feature story of the new, 2018 edition of *Barna Trends*—an annual collection summarizing a year’s worth of Barna’s major research studies and including analysis, interviews and infographics—the Barna team and other trusted experts identify cultural and spiritual reasons the world is no longer in agreement about anything.

In this sneak peek of *Barna Trends 2018* (available now), let’s first examine the modern media dilemma.

## The Facts About “Fake News”

*Barna Trends 2018* begins with an overview of the dwindling public confidence in institutions—especially, and very notably in 2017, the media. However, three in 10 U.S. adults (31%) say the primary source of the “fake news” problem most often lies in reader error—“misinterpretation or exaggeration of actual news on social media”—not factual mistakes in reporting itself. And it would seem there are plenty of chances for these social media mistakes: When asked what kind of news media people are most likely to share, social media posts tie with traditional reporter-written articles as the top response (25% each). Though a plurality (36%) says they verify reports by comparing to multiple sources, the tendency to share social media posts as news points to a preference for more salacious, opinion-forward headlines and reporting. At the least, it allows opportunity to perpetuate it; a plurality (38%) never corrects misinformation they see on social media.

### A plurality of U.S. adults says they never correct misinformation they see on social media.

As much as the media has been called into question of late, reporters still top the list as credible sources of news (39%)—but are followed closely by the self: Nearly a third (32%) says they trust

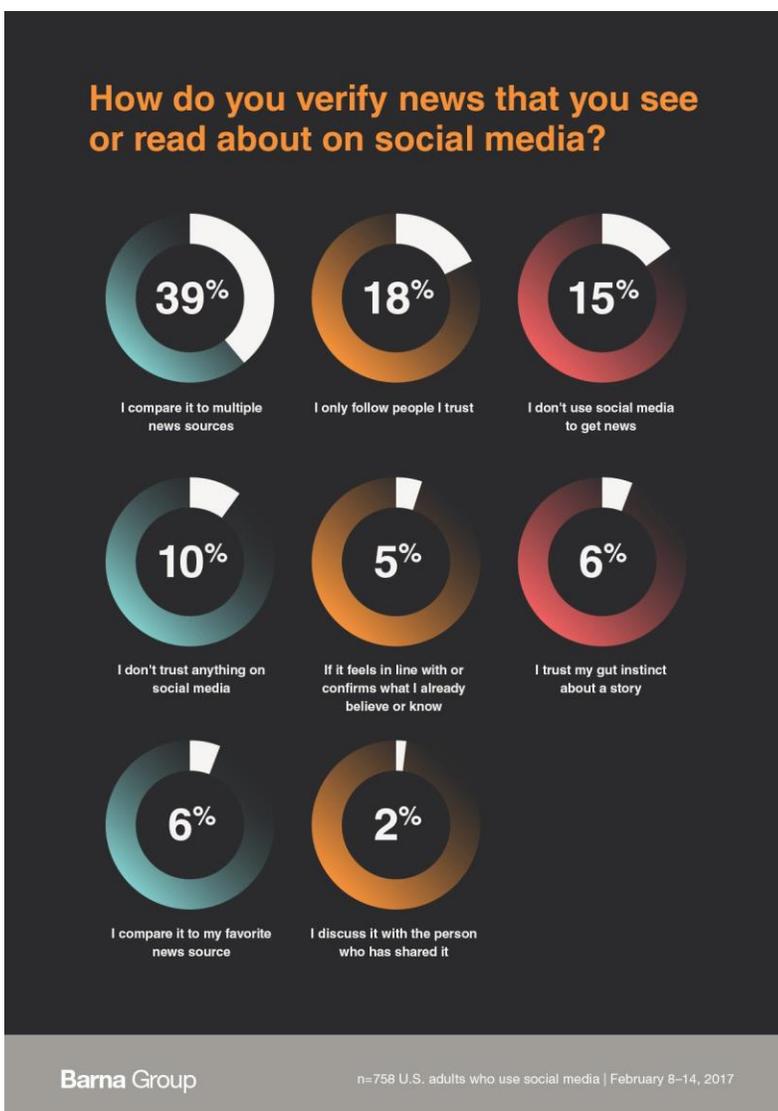
nobody, only their own instincts. The next response is friends, family members or peers (27%), revealing a propensity to turn inward or to one’s tribe for truth when outside authorities are no longer seen as reliable.

One-third of Americans says they trust nobody, only their own instincts, when consuming news.

*Get more thoughts on the state of journalism in interviews with Sarah Pulliam Bailey, Tom Krattenmaker and more, featured in Barna Trends 2018.*

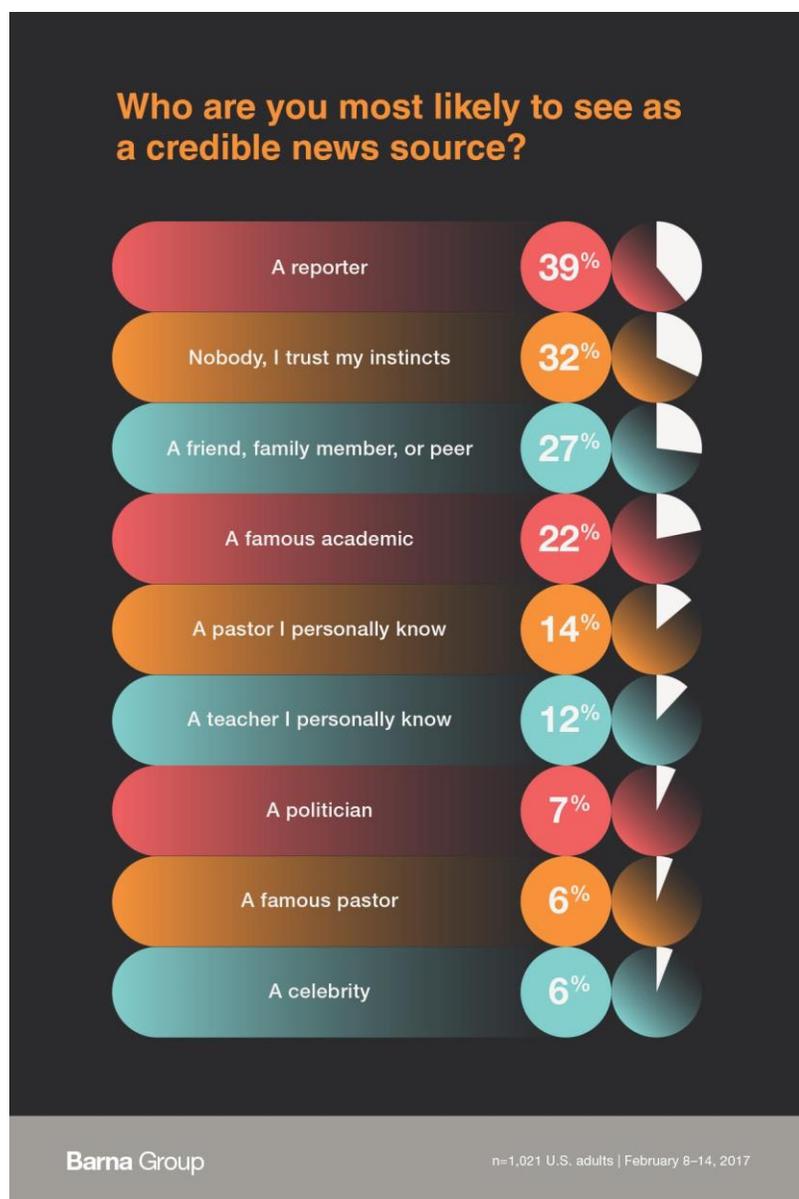
### Trump’s Trust Problem

This echo-chamber effect in media consumption might also be a reason that, in the 2016 election, groups already compelled to vote for President Trump brushed off many of the negative stories about him, yet were enraged by headlines about Hillary Clinton—and vice versa. Trump is, undoubtedly, a central figure in this



discussion, and his fascination with and hostility toward the press is well-documented (more recently, in his tweets about giving out awards for “the most dishonest and corrupt media”). As a result, *Barna Trends 2018* focuses at-length on views of Trump’s policies, personality and performance in his inaugural year in office.

Despite Trump’s barbs about journalists, one in five U.S. adults (21%) says a free press is something that makes America great (to borrow phrasing from Trump), and they don’t see Trump as a bastion of truth himself. As of a mid-2017 Barna survey, more than half of Americans (56%) say they do not trust Trump, and one-third (33%) doesn’t trust any of his cabinet members and key officials. These averages, of course, belie stark contrasts when looking at political ideology, party affiliation, generation and faith segment, as Trump’s supporters generally remain positive. ([Read more about the process and limits of political polling from Barna’s senior vice president of research.](#))



*Jeremy Courtney, Mark Batterson, Dr. John M. Perkins, Mac Pier and more offer thoughts on the current political climate in exclusive interviews for Barna Trends 2018.*

#### The Sacred Self

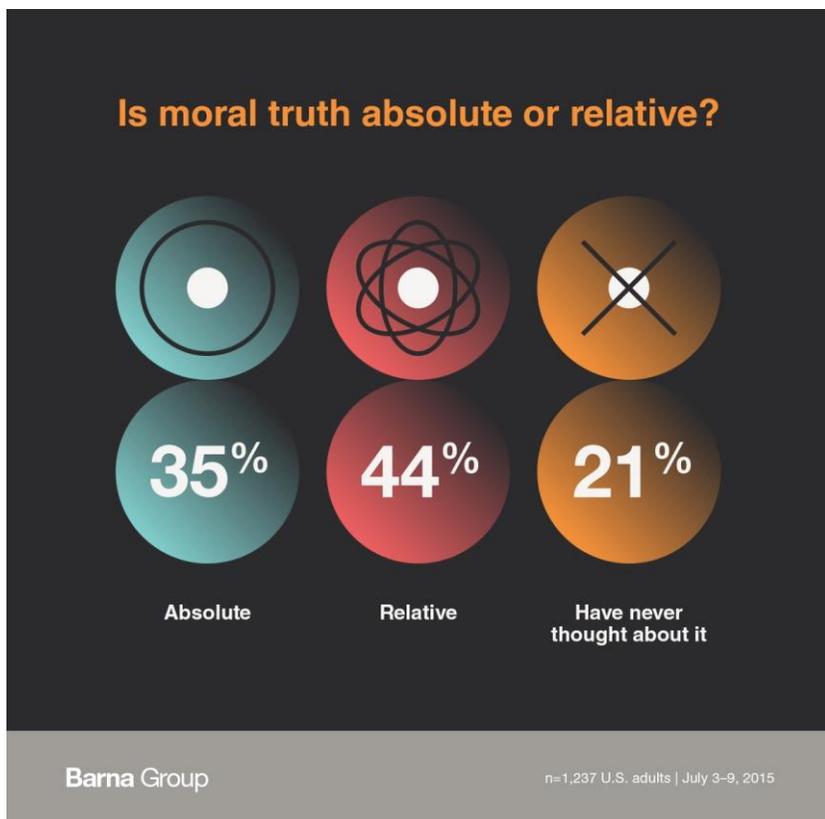
Media voices aren’t the only ones facing a crisis of credibility; *Barna Trends 2018* concludes with sobering data that shows the areas in which Christianity’s influence is waning. Just about one-third of Americans (36%) strongly believes churches “have their best interest at heart,” and one in four (25%) does not put stock in pastors’ insights on the issues of the day.

Truth is increasingly regarded as something felt rather than something known.

Meanwhile, truth is increasingly regarded as something *felt*, or relative (44%), rather than something *known*, or absolute (35%)—a shift reflected in other new religion surveys covered in *Barna Trends 2018*. For example, many Americans (56%), especially

Millennials (64%), don't feel that any one religious text has a monopoly on truth, but that they are all different expressions of the same spiritual message. As a result, some spiritually inclined Americans seek faith outside of the local church context, as is the case with "the spiritual but not religious" or those who "love Jesus but not the church," individuals that Barna grouped and studied for the first time in 2017.

"What is it that the local church can offer their faith that they can't get on their own?" Barna editor in chief Roxanne Stone writes in a column for *Barna Trends 2018*. "Churches need to be able to say to these people—and know for themselves—that there is a unique way you can find God only in church. And that faith does not survive or thrive in solitude."



It's possible, of course, that some solo pursuits of spiritual fulfillment have less to do with an abandonment of religion and more to do with a growing focus on what could be categorized as "self-care." Popular examples of such practices, featured in original infographics for *Barna Trends 2018*, include reflecting in nature (25%), reading books about spiritual topics (21%) or meditating (19%). In general, Millennials are drawn to a variety of soul-searching activities, from agnostic ones like journaling (28%) to liturgical ones like daily centering prayer (21% among Millennial practicing Christians).

In a post-truth climate, the challenge, particularly for faith leaders, may be to find that balance between encouraging positive signs of introspection while confronting wholly subjective approaches—whether in interpreting facts, discerning truth or practicing faith.

*Jamie Tworkowski, Jonathan Morrow, Cheryl Bridges Johns, Chuck DeGroat, David Kinnaman and more offer insights on the above in Barna Trends 2018. Get your copy of [Barna Trends 2018](#) for further analysis, infographics and expert commentary about the cultural, religious and political shifts shaping the next year.*

Comment on this research and follow our work:

Twitter: [@davidkinnaman](#) | [@roxyleestone](#) | [@barnagroup](#)

Facebook: [Barna Group](#)

## About the Research

The statistics and data in *Barna Trends 2018* have been drawn from a series of national public opinion surveys conducted by Barna Group. Minimal statistical weighting was used to calibrate the sample to known population percentages in relation to demographic variables. Methodology for the research in the excerpt above is as follows:

Audience	Data Collection	Dates Conducted	Sample Size	Sampling Error
U.S. adults	Online	June 5–9, 2017	1,015	+/- 3
U.S. practicing Christians	Online	March 10–23, 2017	1,456	+/- 2.4
U.S. adults	Online	February 8–14, 2017	1,021	+/- 2.9
U.S. adults	Online	January 20–February 2, 2017	2,039	+/- 1.9
U.S. adults	Online	November 4–15, 2016	1,281	+/- 2.6
U.S. adults	Online	July 3–9, 2015	1,237	+/- 2.6
U.S. adults	Online	April–May 2015	1,025	+/- 3

(“The Trends Shaping a Post-Truth Era”, Barna, January 9, 2018, <https://www.barna.com/research/truth-post-truth-society/>)

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### **We Have to rethink what ‘educated’ means in a post-truth world**

“On topics ranging from climate change to evolution, there are many individuals with advanced schooling, who hold counter-factual views. This elevation of opinions and feelings over facts led Oxford Dictionaries in 2016 to name post-truth as its word of the year.”

“What might explain this phenomenon? Simply put, for the last 500 years or so and despite record levels of schooling, as individuals, we are unfortunately becoming more ignorant in relation to the aggregate stock of knowledge that we as humanity collectively possess. The principal culprits are evolution, and information technology. Evolutionary change is a very slow process. Modern humans have existed as a species for around 200,000 years. During this time, our basic biology, including the size of our brain, has remained largely unchanged. Information technology on the other hand, has been changing exponentially particularly in the last 500 years or so.”

“Prior to the introduction of the movable-type printing press to Western Europe by Johannes Guttenberg in the 1440s, the spread of knowledge, even in relatively literate societies like those of Classical Greece and Rome, was severely constrained by the need to write and copy books by hand. The printing press changed all of that. In the fifty or so years after its introduction, more books were printed than were copied by hand in the preceding one thousand years.”

“This explosion in the amount of knowledge that could be captured, stored, and transmitted, was a major trigger for the scientific, and industrial revolutions that were to follow. Subsequent population growth, and the economics of specialization (the division of labour) fueled further exponential growth in knowledge creation which in turn led to significant technological advances. In more recent times, the spread of computers and the Internet appear to be having the same effect. Moreover, unlike books, computing power has also further accelerated the speed at which new knowledge is being created, not just disseminated. Calculations and analyses that used to take weeks or months to perform by hand, can now be rendered in minutes or even seconds.”

“Google estimated in 2010, that some 130 million individual book titles had been written thus far in the world. Even if only a small subset of these comprise discrete knowledge objects, it is clear that a single human being, in a single lifetime, can only hope to absorb a minuscule fraction of what is available. To paraphrase the science fiction writer Arthur C. Clarke, the inconvenient truth is that most of us are unable to distinguish advanced knowledge and technology from magic. ... the growing divergence between collective versus individual knowledge and understanding could ultimately doom humanity to self-destruction.”

“...in a world where knowledge is growing exponentially, the tools for acquiring and interpreting that knowledge are at least as important as the actual knowledge itself.”

“...the molecular biologist John Medina convincingly argues amongst other things that when it comes to acquiring information, vision trumps all other senses, and that our brains are naturally wired to learn through physical exploration. ... we learn best when we see and do.”

“...the internet is now arguably the single most important repository of knowledge and information ever constructed by man.”

“...we need to “adopt a set of core values chief amongst them being respect for the substantiated truth.” [Josh note: Today’s opinion over fact] Through the scientific method, good education elevates fact over opinion. But it also acknowledges that the search for the truth can be never-ending and often involves a contest of competing ideas, a contest that is best resolved through open enquiry and rational discourse.”

“...good education emphasizes the importance of collective effort and the need to sometimes subordinate the self for the good of the team. And through meditation, good education makes explicit the mind-body connection and the possibility of mastery over one’s emotional state. Without these core values, we cannot claim to be educated.”

(Stavros N. Yiannouka, “We have to rethink what ‘educated’ means in a post-truth world”, Quartz Magazine, <https://qz.com/1120690/we-have-to-rethink-what-educated-means-in-a-post-truth-world/>)

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## Generation Next

- “The median age of Christians around the world is 30 years old, while the median age of Muslims is 23 years old. (Pew Research) In America it’s 40 years old for Mega-churches and 52 years old is the average for small churches!
- Over the next 30 years Christianity will barely keep up with the birth rate (35%) and that is only because there is revival in some parts of Africa. Most places that are now Christian are shrinking in percentage! (Pew Research)

(Ron Luce, Generation Next Newsletter)

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## Barna Study - Gen Z

Classic Christianity and Gen Z as a whole are deeply divided on how to know what is true

“How do we prepare them to follow Christ?”

“...if there is such a thing as ‘what is true’ ”

Teens express confusion and uncertainty about truth

Careless, unexamined assumptions about knowledge and truth

“Blind, unthinking acceptance of *consent* as the ultimate ethical standard.”

- “all sexual activity morally neutral.”

Gen Z’s focus on personal happiness and financial success.

- “Respectfully at ease with different views, a key to turning aggressive polarization into confident pluralism.”
- “Their tolerance threshold tends to be high and their appetite for antagonizing low... ‘If someone asks about your hope as a believer, always be ready to explain it. But do this in a gentle and respectful way’” (1 Pet. 3:15-16)

Overall ignorance of the Bible and a basic Christian view of the world.

Gen Z’s worldview ... moralistic therapeutic deism

Disciple-making in Gen Z must, by necessity, involve formation of the basics

There is a God. Truth exists. This is how the world is. This is who we are. This is what Jesus does about it.”

- “Must also actively engage a two-way dynamic: faith in light of culture; culture of light of faith. How can mentors equip Gen Z not just with information *about* faith but also with critical thinking and experiences that deepen faith?”

“We want to see them ... follow Jesus for a lifetime. ...

Only 34 percent of Gen Z can agree that ‘lying is morally wrong’

“Psalm 78:4-7 NLT – We will not hide these truths from our children; we will tell the next generation about the glorious deeds of the Lord, about this power and his mighty wonders. For he issued his laws to Jacob; he gave his instructions to Israel. He commanded our ancestors to teach them to their children, so the next generation might know them – even the children not yet born – and they in turn will teach their own children. So each generation should set its hope anew on God, not forgetting his glorious miracles and obeying his commands.”

“Gen Z teens are not just mini-Millennials. Born between 1999 and 2015, Gen Z – as we’re calling them for now – is between 69 and 70 million children and teens, the largest American generation yet. For our first in-depth research with this population, researchers focused on youth ages 13 to 18.”

Making Gen Z – The Forces Forming a Generation

More than half use screen media four hours or more on an average day.

Just 4 percent have a Biblical Worldview

Gender is how a person feels inside not their birth sex

Parents are their primary Role Model, but only one-third say that family is core to their identity

“A major departure from other generations.”

33% gender is what a person feels like

“Analysts believe these data are strong indicators that worldview discipleship is absolutely essential for lasting faith.”

“Many teens appear hesitant to hold firm beliefs on moral or religious issues.”

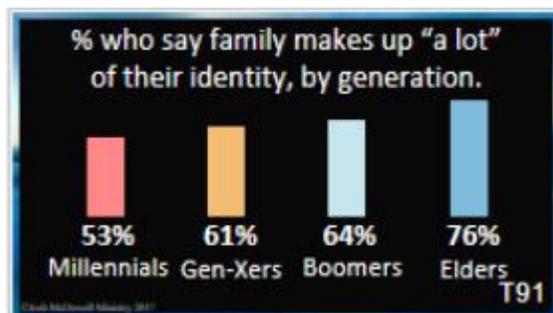
Fear of being perceived as judgmental, unloving or intolerant.

“Our culture no longer assumes that spiritual and moral knowledge are a possibility

There is only opinion, personal preference and blind faith.

“...the challenges Gen Z faces with information overload and confusion about truth.”

Relationships are the most powerful shaping influence during the teenage years.



More Gen Z identify with family

(“Gen Z”, Barna, Impact 36 Institute, 2018)

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### The Cultural Problem that Trumps Trump

“In today’s culture, judging another person’s choices is deemed as one of the worst offenses you can commit. Who are you to judge someone’s sex life, financial decisions, or moral choices?”

“A nation isn’t changed by the leaders it elects, but by the men and women God appoints.”

(Juli Slattery, “The Cultural Problem that Trumps Trump”, Authentic Intimacy, October 14, 2016, <https://www.authenticintimacy.com/resources/3395/the-cultural-problem-that-trumps-trump>)

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### Digital Natives

“65% of graduating High School seniors have engaged in sexual intercourse.” (Centers for Disease Control and Prevention (2013). “Youth Risk Behavior Survey.” U.S. Department of Health and Human Services)

“50 Percent of all college students report having engaged in oral sex one or more times in the past 30 days.” (Hoffman, K., Berntson, M. & Luff, T. (2014). “The Impact of Peers and Perceptions on Hooking Up.” *College Student Affairs Journal*, 32(1), 129-140.)

“93 percent of boys and 62 percent of girls are exposed to Internet pornography before the age of 18.” (Sabina, C., Wolak, J. & Finkelhor, D. (2008). ‘The Nature and Dynamics of Internet Pornography Exposure for Youth.’ *CyberPsychology and Behavior*, 11(6), 691-693.)

“69 percent of boys and 55 percent of girls have seen pornography showing same-sex intercourse.” (Sabina, C., Wolak, J. & Finkelhor, D. (2008). ‘The Nature and Dynamics of Internet Pornography Exposure for Youth.’ *CyberPsychology and Behavior*, 11(6), 691-693.)

“32 percent of boys and 18 percent of girls have viewed bestiality on the Internet.” (Sabina, C., Wolak, J. & Finkelhor, D. (2008). ‘The Nature and Dynamics of Internet Pornography Exposure for Youth.’ *CyberPsychology and Behavior*, 11(6), 691-693.)

“15 percent of boys and 9 percent of girls have seen child pornography.” (Sabina, C., Wolak, J. & Finkelhor, D. (2008). ‘The Nature and Dynamics of Internet Pornography Exposure for Youth.’ *CyberPsychology and Behavior*, 11(6), 691-693.)

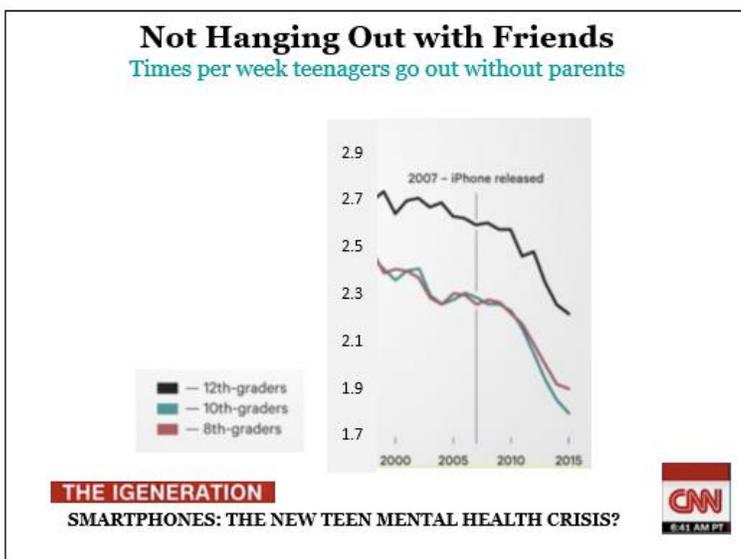
“Only 3 percent of college freshman who are males and 17 percent of females have never seen Internet pornography.” (Sabina, C., Wolak, J. & Finkelhor, D. (2008). ‘The Nature and Dynamics of Internet Pornography Exposure for Youth.’ *CyberPsychology and Behavior*, 11(6), 691-693.)

(Bryan Roberts & Heather Kolb, “Digital Natives”, Pure Desire Ministries, January 2018)

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## The Scary Truth About What’s Hurting Our Kids

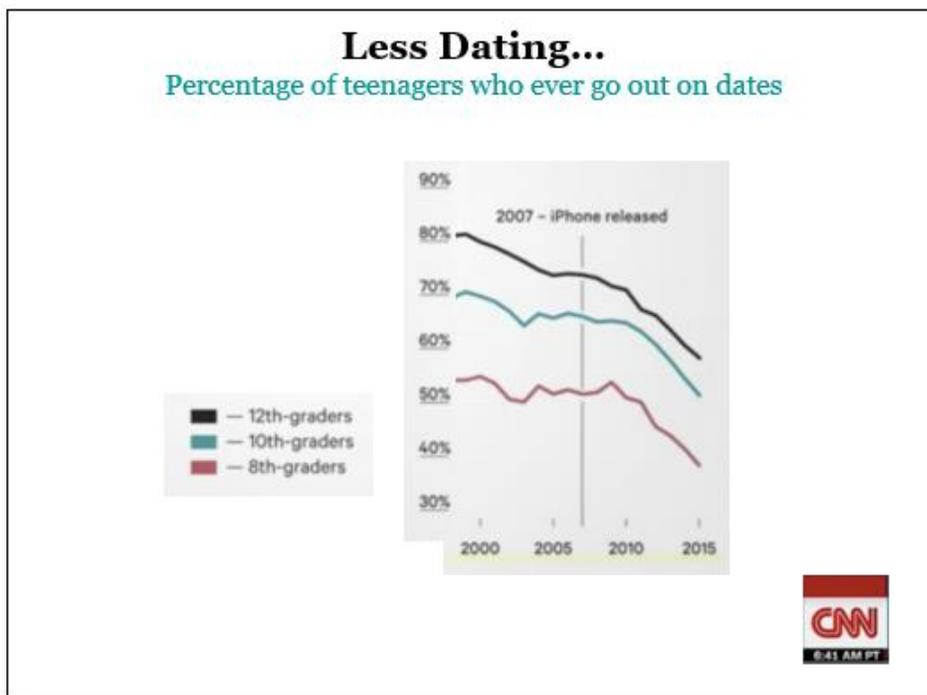
“Dr. Twenge started doing research 25 years ago on generational differences, but when 2011-2012 hit, she saw something that would scare her to the core. This is the year when those having iPhones went over the 50% mark.”



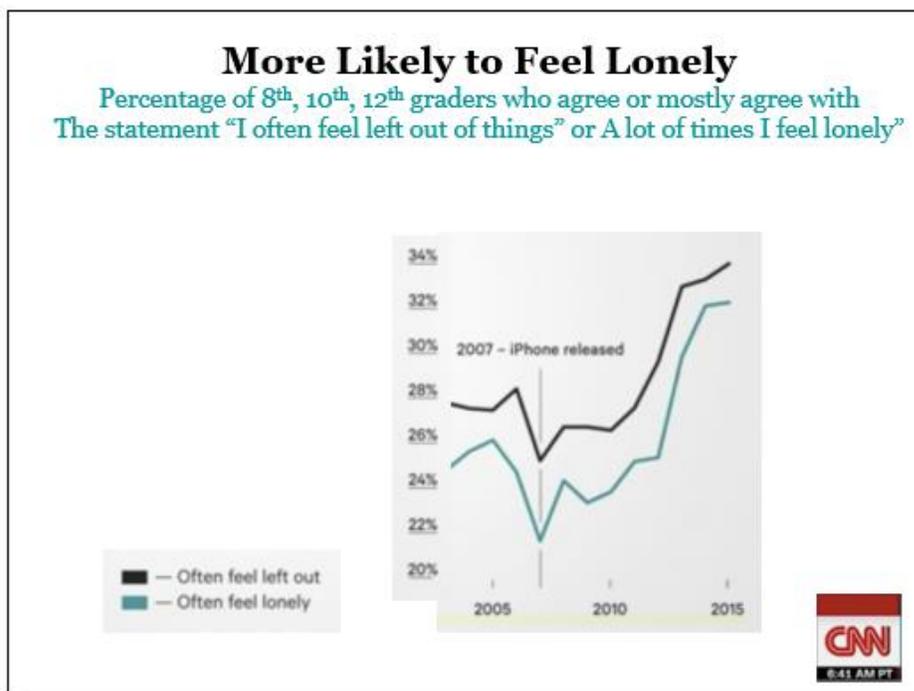
“The results of that should scare all of us.”

- “This was the year that more kids started to say that they felt ‘sad, hopeless, useless...that they couldn’t do anything right (depression).”
  - “They felt left-out and lonely.”
  - “There is a 50% increase in a clinical level depression between 2011-2015.”
- “A substantial increase in suicide rate. Before I give you any more, I want you to look at these graphs and look at how the information correlates to the iPhones being release. They aren’t hanging out with friends nearly as much.

“They aren’t dating as much.”



“More likely to feel lonely.”



“They are getting less sleep.”



“She goes on to say that we are in the worst mental health crisis in decades. [You can get her book, iGen, with my Amazon affiliate link here, to read the rest of her findings.](#)”

“According to [Victoria Prooday, Occupational Therapist & writer at YourOT.com](#), ‘There is a silent tragedy developing right now, in our homes, and it concerns our most precious jewels – our children...Researchers have been releasing alarming statistics on a sharp and steady increase in kids’ mental illness, which is now reaching epidemic proportions:

- [“1 in 5 children has mental health problems”](#)
- [“43% increase in ADHD”](#)
- [“37% increase in teen depression”](#)
- [“200% increase in the suicide rate in kids 10-14 years old”](#)

“She goes on to say that ‘Today’s children are being deprived of the fundamentals of a healthy childhood:

- “Emotionally available parents”
- “Clearly defined limits and guidance”
- “Responsibilities”
- “Balanced nutrition and adequate sleep”
- “Movement and outdoors”
- “Creative play, social interaction, opportunities for unstructured times and boredom”

“Instead, children are being served with

- “Digitally distracted parents”
- “Indulgent parents who let kids ‘Rule the world’”
- “Sense of entitlement rather than responsibility”
- “Inadequate sleep and unbalanced nutrition”
- “Sedentary indoor lifestyle”
- “Endless stimulation, technological babysitters, instant gratification, and absence of dull moments”

“How true...and how sad.”

“What can we do about it?”

- “The AAP now suggest [screening all children for depression](#) starting at age 11.”
- “Get back to what we did before phones (back to what our parents did when we were young)...spend time playing games with our kids.”
- “Spend dinnertime talking.”
- “Drop everything that you are doing when your kids get home from school to TALK to them.”
- “Make dinner without having the TV on, the phone close by, or the tablet tuned into something.”
- “Use any ‘car time’ to talk to our kids (maybe even by not allowing electronics in the car).”
- “Have your kids do chores: Responsibilities increase their self-worth. Example: if you don’t set the table, we can’t eat. If you don’t wash your clothes, you will have nothing to wear tomorrow: *‘To develop a high self-esteem a person needs a purpose. A key component to high self-esteem relies on how you view yourself regarding contribution. In other words, in the child development process, chores are a big role in a kid’s self-esteem.’*” ~[Impact Parenting.coms](#)
- “Be sure that your child is getting enough sleep. This is a substantial contributing factor. [Screening all children for depression](#).”
- “Don’t keep a lot of junk food in the house. Limit junk food & replace it with fruits & vegetables. If your child is picky, they can certainly find a fruit or vegetable that they like. (I’ve taught our kids to make smoothies, too, but they have to clean up after themselves, or they lose the privilege of using the blender...they LOVE to make them, so this is a consequence that they will not want to be placed on them).”
- “[Take away electronics](#) and tell your kids to ‘go play!’ Don’t feel the need to always play with them. My job, as a play therapist, is to teach parents how to play with their kids to help them, so while I always think that playing with your kids is a good idea, but I also want them to play alone. I want them to learn how to keep themselves entertained.”

“From the time that our kids were tiny, I gave them time to entertain themselves, and now they are all good about finding ways to keep themselves busy (drawing, playing, building, etc...)

- “Don’t rescue your kids. Here’s a recent example that happened in our house: I’ve started having our kids pack their lunches (with my supervision), but yesterday one of our sons decided to wait...and wait...and wait. When it was down to 10 minutes before leaving, he asked me to pack it. I said no, and he then asked for lunch money. I said, ‘I think it’s upstairs in your piggy bank if you have some in there.’ His face said it all. I wasn’t going to buy him out of this. It was his responsibility.”

“It is NEVER easy to teach our kids these lessons, but they serve our kids well. He quickly made himself lunch and was on his way. He learned a valuable life lesson about preparing himself for the day.”

- “Talk to your kids about why they need to come to you if something is wrong. I talk to our kids about all of this, and they know that I would do anything to help them. I say it daily...’If you are ever feeling sad or left out about something and it becomes too big for you to handle easily, come to me.’”

“Yes, it’s a lot to tell them, but it is the truth. I need them to know it. It’s not a joking matter, and it’s not one to take lightly. Talk to your kids TODAY.”

“Make a rule with yourself that you will limit YOUR online distractions when your kids are home. Set a time that you can put electronics away...for example: Make 3:30-9:00 a no-tech time for you, the parent. (or whatever hours your kids are home). It will not only benefit your kids, but it will help you, too.”

“Yes, it’s the scary truth about what’s hurting our kids, but we have the power to help.”

(Becky Mansfield, Founder of Your Modern Family, March 24, 2018, “The Scary Truth About What’s Hurting Our Kids”, <https://www.yourmodernfamily.com/scary-truth-whats-hurting-kids/>)

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## Updates January 2019

### Breakpoint: Generation Z, Justice, and the Gospel

“Generation Z: ... its technological savvy, its commitment to social justice, its loneliness, its online connectedness, and its seemingly endless quest for “authenticity.”

“Writing for The Gospel Coalition, Crowe says, “The fundamental problem is that we’ve created a false dichotomy. When you pit justice and gospel against each other, you miss the point of the Bible and devalue God’s heart for both. Justice fits squarely in the framework of biblical Christianity. It flows fiercely out of the gospel as a practical implication of loving God.”

“As the letter of James reminds us, what good is it to say, “Stay warm,” without giving someone a blanket?”

“Hannah More...”

“William Carey... an 18<sup>th</sup>-century cobbler-turned-minister urged his fellow Presbyterians to care about the lost.”

“Carey was instrumental in banning the Hindu practices of *sati*—which is widow-burning—along with infanticide and assisted suicide ... Expect great things from God, attempt great things for God!”

“Jaquelle Crowe would agree, saying, “We need justice operated out of gospel love,” adding, “That’s what Jesus did. He drew water for the thirsty and told them about the Living Water that could eternally satisfy. He served food to the hungry and preached about the Bread of Life.”

(Eric Metaxas, “Breakpoint: Generation Z, Justice, and the Gospel”, Break Point, May 25, 2018, <http://www.breakpoint.org/2018/05/breakpoint-generation-z-justice-and-the-gospel/>)

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### How Teens Today are Different from Past Generations

“...the generation born between 1995 and 2012...”

“...more lonely, anxious, and depressed...”

“They spend five to six hours a day texting, chatting, gaming, web surfing, streaming and sharing videos, and hanging out online. ...Twenge is clear: More than two hours a day raises the risk for serious mental health problems.”

“She draws these conclusions by showing how the national rise in teen mental health problems mirrors the market penetration of iPhones—both take an upswing around 2012. This is correlational data, but competing explanations like rising academic pressure or the Great

Recession don't seem to explain teens' mental health issues. And experimental studies suggest that when teens [give up Facebook](#) for a period or [spend time in nature](#) without their phones, for example, they become happier.”

“Social media use means teens are spending less time with their friends in person. ... Girls may be especially vulnerable, since they use social media more, report feeling left out more often than boys, and report twice the rate of cyberbullying as boys do.”

“**iGens grow up more slowly.** iGens also appear more reluctant to grow up. They are more likely than previous generations to hang out with their parents, postpone sex, and decline driver's licenses.”

“...employers and college administrators *have* complained about today's teens' lack of preparation for adulthood. *How to Raise an Adult*, Julie Lythcott-Haims writes that students entering college have been over-parented and as a result are timid about exploration, afraid to make mistakes, and unable to advocate for themselves.”

“Compared to previous generations, iGens believe they have less control over how their lives turn out. Instead, they think that the system is already rigged against them—a dispiriting finding about a segment of the lifespan that is designed for [creatively reimagining the future](#).”

“... are respectful and inclusive of [diversity](#) of many kinds. ... they reject offensive speech more than any earlier generation, and they are derided for their ‘fragility’ and need for ‘[trigger warnings](#)’ and ‘safe spaces.’ (Trigger warnings are notifications that material to be covered may be distressing to some. A safe space is a zone that is absent of triggering rhetoric.)”

“Today's colleges are tied in knots trying to reconcile their students' increasing care for others with the importance of having open dialogue about difficult subjects. Dis-invitations to campus speakers are at an all-time high, more students believe the First Amendment is ‘outdated,’ and some faculty have been fired for discussing race in their classrooms. Comedians are steering clear of college campuses, Twenge reports, afraid to offend.”

“So, what can we take away from Twenge's thoughtful macro-analysis? The implicit lesson for parents is that we need [more nuanced](#) parenting. We can be close to our children and still foster self-reliance. We can allow some screen time for our teens and make sure the priority is still on in-person relationships. We can teach empathy and respect but also how to engage in hard discussions with people who disagree with us. We should not shirk from teaching skills for adulthood, or we risk raising unprepared children. And we can—and must—teach teens that marketing of new media is always to the benefit of the seller, not necessarily the buyer.”

“The good news is that iGens are less entitled, narcissistic, and over-confident than earlier generations, and they are ready to work hard. They are inclusive and concerned about social justice. And they are increasingly more diverse and less partisan, which means they may eventually insist on more cooperative, more just, and more egalitarian systems.”

(Diana Divecha, “How Teens Today are Different from Past Generations”, Greater Good, October 20, 2017,...

...[https://greatergood.berkeley.edu/article/item/how\\_teens\\_today\\_are\\_different\\_from\\_past\\_generations#thank-influence](https://greatergood.berkeley.edu/article/item/how_teens_today_are_different_from_past_generations#thank-influence))

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### **Teens’ Social Media Preferences Update: Drastic Changes Over the Past 3 Years**

“Almost half (45%) of teens ages 13-17 in the US report being online “almost constantly,” reveals the Pew Research Center.”

“The most broadly used social media platform by teens in the US is YouTube, with 85% of survey respondents claiming its use.”

“Following YouTube in a tight race are Instagram (72%) and Snapchat (69%), each used by more than two-thirds of teen respondents.”

“Facebook? Just half (51%) of teens claim to use...”

“Twitter, for its part, has remained remarkably consistent, having been used by one-third (33%) of respondents in the previous survey, and about the same proportion (32%) in this latest study.”

“So here are some highlights from those results.

YouTube use is higher among teen boys (89%) than girls (81%), with this result in line with previous research into YouTube use among teens.

YouTube use is higher among White and Hispanic teens than among Black teens, but otherwise is quite consistent by narrower age bracket and by household income and parents’ level of educational attainment.

Instagram use is higher among girls (75%) than boys (69%), and is stronger among 15-17-year-olds (78%) than 13-14-year-olds (63%). Similar patterns emerge with respect to Snapchat, though that platform has a couple of distinctions: it sees broader adoption among teens from lower-income than higher-income households; and it has higher use among Black teens (77%) than White teens (72%) and Hispanic teens (64%).

Facebook is also more commonly used by teen girls (53%) than boys (49%), but the gap is narrower than with Instagram and Snapchat. Facebook use is higher among Black (57%) and Hispanic (58%) teens than among White (48%) teens. Interestingly, there’s a wide gap in Facebook use between teens from lower-income households (70% using) and those from higher-income households (36%).

Both Twitter and Tumblr have similar rates of usage by gender and by race/ethnicity, but both are more broadly used by 15-17-year-olds than by 13-14-year-olds.

Reddit, while sparsely used by teens overall, holds much more appeal among boys (11%) than girls (4%).”

(Pew Research Center, “Teens’ Social Media Preferences Update: Drastic Changes Over the Past 3 years” <https://www.marketingcharts.com/demographics-and-audiences/teens-and-younger-83658anges> Over the Past 3 Years” June 11, 2018)

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### **New Cigna Study Reveals Loneliness at Epidemic Levels in America**

“The UCLA Loneliness Scale developed to assess subjective feelings of loneliness, as well as social isolation.”

“The survey of more than 20,000 U.S. adults ages 18 years and older revealed some alarming findings:

Nearly half of Americans report sometimes or always feeling alone (46 percent) or left out (47 percent).

One in four Americans (27 percent) rarely or never feel as though there are people who really understand them.

Two in five Americans sometimes or always feel that their relationships are not meaningful (43 percent) and that they are isolated from others (43 percent).

One in five people report they rarely or never feel close to people (20 percent) or feel like there are people they can talk to (18 percent).

Americans who live with others are less likely to be lonely (average loneliness score of 43.5) compared to those who live alone (46.4). However, this does not apply to single parents/guardians (average loneliness score of 48.2) – even though they live with children, they are more likely to be lonely.

Only around half of Americans (53 percent) have meaningful in-person social interactions, such as having an extended conversation with a friend or spending quality time with family, on a daily basis.

Generation Z (adults ages 18-22) is the loneliest generation and claims to be in worse health than older generations.

Social media use alone is not a predictor of loneliness; respondents defined as very heavy users of social media have a loneliness score (43.5) that is not markedly different from the score of those who never use social media (41.7).”

“We’re seeing a lack of human connection, which ultimately leads to a lack of vitality.”

“People who are less lonely are more likely to have regular, meaningful, in-person interactions; are in good overall physical and mental health; have achieved balance in daily activities; and are employed and have good relationships with their coworkers.”

“People who engage in frequent meaningful in-person interactions have much lower loneliness scores and report better health than those who rarely interact with others face-to-face.

Getting the right balance of sleep, work, socializing with friends, family and “me time” is connected to lower loneliness scores. However, balance is critical, as those who get too little or too much of these activities have higher loneliness scores.

Sleep: Those who say they sleep just the right amount have lower loneliness scores, falling four points behind those who sleep less than desired and 7.3 points behind those who sleep more than desired. They are significantly less likely to feel as though they lack companionship (37 percent vs. 62 percent of those who oversleep) and are significantly more likely to feel like they have someone they can turn to (85 percent vs. 71 percent).

Spending time with family: Those who spend more time than desired with their family and those who spend less time than desired are on par with one another when it comes to experiencing feelings of loneliness. Those who report spending too much time with family stand out as being more likely than those who don’t to say that they feel as though they are part of a group of friends (73 percent vs. 64 percent) and they can find companionship when they need it (74 percent vs. 67 percent).

Physical activity: People who say they get just the right amount of exercise are considerably less likely to be lonely. The loneliness score of those who exercise more than desired increases by 3.5 points, while a similar uptick is seen for those who exercise less than desired (3.7 points). Those who exercise more than desired and those exercising for just the right amount are on par when it comes to feeling as though they are part of a group of friends (79 percent, each), have a lot in common with others (75 percent of those who exercise more vs. 79 percent who exercise just right), and can find companionship when they want it (76 percent vs. 80 percent).

The workplace: Those who say they work just the right amount are least likely to be lonely – the loneliness score of those who work more than desired increases by just over three points, while those who work less than desired showed a 6-point increase in loneliness. Not surprisingly, those who report working less than desired are less likely to report having feelings associated with being less lonely (e.g., feeling outgoing and friendly, there are people you can talk to, etc.), compared to those who work more than desired.”

“These results clearly point to the benefits meaningful in-person connections can have on loneliness.”

(Media Contact: Ellie Polack, “New Cigna Study Reveals Loneliness...”, Cigna, PR Newswire, May 1, 2018, <https://www.prnewswire.com/news-releases/new-cigna-study-reveals-loneliness-at-epidemic-levels-in-america-300639747.html>)

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### **Teen Suicides up 70 percent over a decade**

“Differentiating between white and black youths, the data analysis shows that the number of self-inflicted deaths of white children between the ages of 10 and 17 increased 70 percent during the time span. Black children and teens are less likely to kill themselves, but their suicide rate rose even higher judging from the study: an increase of 77 percent.

In a separate study from last year, CNN reported that the suicide rate among girls between the ages of 15 and 19 rose to a 40-year high in 2015.

“A myriad of factors is attributed to the rise.”

#### Social Media

“Societal stresses like parents with substance abuse problems, poverty, and political rhetoric are also named as culprits.”

“With this population, it’s the perfect storm for life to be extra difficult,” Anderson said. “Based on the development of the brain, they are more inclined to risky behavior, to decide in that moment.”

“But the rise in suicides isn’t only limited to teens. Tom Simon, an author of a CDC report on the topic said, “We know that overall in the US, we’re seeing increases in suicide rates across all age groups,” calling the pattern “pretty robust.””

“Referring to a different study, The New York Times reported in 2016 that U.S. suicide levels had reached their highest in almost 30 years.”

“Out of all ethnic groups, American Indians saw the highest rise in suicide rates with an increase of 89 percent for women in their population. Middle-aged white women had an escalation of 80 percent. That tracking was between 1999 to 2014.”

“Suicide numbers amongst teens, nonetheless, are still garnering noteworthy attention. In the study by the National Center for Health Statistics, it was found that although the rate was low for girls ten to fourteen, the rate of suicide had tripled in the age group during the time of the study.”

(Breck Dumas, "Teen Suicides up 70 percent over a decade", The Blaze, March 20, 2018. <https://www.theblaze.com/news/2018/03/20/teen-suicides-up-70-percent-over-a-decade>)

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### **New Research Shows Lots of Straight College Students are Having Same-Sex Hookups**

"Archives of Sexual Behavior..."

"Less than half of Gen-Zers say they identify as completely heterosexual."

(Rebecca Gale, "New Research Shows Lots of Straight College Students are Having Same-Sex Hookups", MarieClaire, April 4, 2018. <https://www.marieclaire.com/author/17796/rebecca-gale/>)

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### **The Porn Epidemic Facts, Stats and Solutions**

"A study of youth between the ages of 10 and 17 concluded that there is a significant relationship between frequent porn use and feelings of loneliness and major depressions."

(Michele L. Ybarra and Kimberly J. Mitchell. "Exposure to Internet Pornography among Children and Adolescents: A National Survey," *CyberPsychology & Behavior*, 2005.) ("Pornography among Youth: Problems, Roadblocks and Solutions", Covenant Eyes, 2011, <http://www.covenanteyes.com/lemonade/wp-content/uploads/2011/10/pornography-among-youth.pdf>)

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### **Biggest Study Ever of Teen Brains to Reveal How Screen Time Affects Kids**

"What helps and hurts the teenage brain? A revolutionary new study hopes to find out how kids' minds are shaped during this crucial and turbulent stage of life."

"Researchers are following more than 11,000 children for the next decade, studying how dozens of factors including drugs and alcohol, diet and exercise, screen time, academic and social stress, sleep patterns, sibling and parent relationships – impact their brains."

"As part of TODAY's "Brain Power" series, NBC special anchor Maria Shriver talked with 9-year-old Nick and 10-year-old Gemma, who are both taking part in the Adolescent Brain and Cognitive Development Study, or "ABCD," launched by the National Institutes of Health."

"Nick thinks his brain is "a very big one," while Gemma calls hers "really cool" and the most important part of her body. Experts say they and the other young participants will provide important clues to how modern childhood impacts teens."

“It’s a little frightening that we have all these children today who are spending 10 hours a day in front of a screen for their socialization, and we don’t know what’s going to happen to their brains or how that’s going to affect their relationships when they get older,” said Susan Bookheimer, one of the study’s lead investigators and a neuropsychologist at UCLA.”

“In an online TODAY poll, we asked you to tell us what influences you’re most worried about when it comes to your child’s brain, and most of you said “too much screen time.”

“In the 10-year study, the biggest ever of teenage brains, kids get regular physical exams, cognitive tests and MRI scans at medical centers across the country. They and their parents also fill out detailed, confidential questionnaires about their habits and lifestyles.”

“When we see brain changes, we need to know, what is the cause of them? When did they start?” Bookheimer said. “We can look at boys versus girls. We can look at different socioeconomic status, we can look at different exposures. We can look at kids who are in high-stress schools versus low-stress schools.”

“Magnolia Dea, Nick’s mom, worries about how stress a school is affecting his brain.”

“Outside home, there’s a lot of things that could influence them and their brain and how they’re thinking. It could be their teachers, it could be their friends, it could be anybody, Dea Said.”

“Meanwhile, Gemma is already aware of her brain responding when she’s spending time with friends, watching a movie or listening to music.”

“When I’m on my tablet, if I’m on it too long, I’m like, ‘Is this going to do something to my brain? Is this bad for it?’” she said.”

“The study also looks at the effects of extracurricular activities. Gemma’s dad has been encouraging her to take up singing and dancing, but he’d like to see scientific data on whether such activities really do contribute to good brain development.”

“The kids and parents are both paid per visit for participating in the study. The first results are due out next year.”

“Bookheimer thinks the research will change the way kids are educated and parented, and the way society looks at teens.”

“We hope that at the end we’ll be able to say, ‘Children who do these kinds of activities actually end up doing a lot better than children who don’t,’; she said.”

“The ABCD study is still looking to recruit kids, so if you and your preteen are interested, go to [abcdstudy.org](http://abcdstudy.org) for more information on how to sign up..”

(Robert Powell, A. Pawlowski, Biggest Study Ever of Teen Brains to Reveal How Screen Time Affects Kids, January 31, 2018, Today, <https://www.today.com/health/teen-brain-study-reveal-how-screen-time-affects-kids-t121909>)

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### **Impact on Mental Health**

“Loneliness”:

The results of a study revealed that the association between loneliness and viewing pornography was positive and significant. Survey data of 1,247 participants seeking help for pornography use, revealed that those who viewed pornography were more likely to experience loneliness, and that those who were experiencing loneliness were more likely to view pornography.”

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### **Facebook, Google accused of addicting kids to tech**

“..Truth about Tech..”

“..The Center for Humane Technology..”

“..Common Sense Media..”

“..YouTube for Kids ..disturbing content..”

“President of Facebook... ..he and other executives created a ‘social-validation feedback loop’ to make Facebook psychologically addictive.”

...also accused Facebook of creating “short-term, dopamine-driven feedback loops”..

“According to Common Sense, teens average nine hours of media a day, and tweens average six. Half of teens say they feel addicted to their mobile devices... ..majority of parents, 60% say their kids are addicted.”

“..recent study of eighth-graders by Jean Twenge, author of iGen, found that heavy users are 56% more likely to say they are unhappy, 27% more likely to be depressed and 35% more likely to have a risk factor for suicide.”

(Jessica Guynn, USA TODAY, February 5, 2018, <https://www.usatoday.com/story/tech/2018/02/05/just-say-no-addicting-kids-technology-former-facebook-google-employees-investors-urge/307529002/>)

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## **J. Budziszewski: Generation Disordered**

“Political philosopher J. Budziszewski has written numerous books including *How to Stay Christian in College* and *On the Meaning of Sex*. On May 30 we ran a Q-and-A concerning his own background and critique of Darwinism, but Budziszewski is also a keen observer of contemporary student life.”

“For 34 years now you’ve taught at The University of Texas at Austin, one of the best state universities. Has the skill level of entering students gotten better or worse?”

“Worse and worse. I’m speaking even of bright students with good equipment upstairs. Few of them have been taught properly to read for arguments. If I ask, “What did the author believe?” they can tell me. If I ask them to explain why he believes it, they’re caught by surprise. Rather than saying, “Oh I see, this sentence expresses a premise, but this one expresses a conclusion,” they see a sequence of disconnected assertions.”

“How are student attention spans? “

“Shorter and shorter. Watching YouTube and browsing the internet is no preparation for spending a couple of hours working through the argument of a text. You read this for 20 seconds, that for 20 seconds, then you click on a link and do something else.”

“What are their lives like?”

“More and more disordered. Anything goes, especially concerning sex, even among many young people who call themselves Christians. Twenty years ago, if I’d asked, “Are there any problems with the sexual revolution?” they would have said, “No, it’s fine.” Now they often answer, “No, it’s not working.””

“Are they happy?”

“They say they are. One student wrote on a mid-semester course survey, “I am living an awesome life.” But in the same class, when I asked, “What’s happiness?” I got strange answers. The first half-dozen answers were variations on “Nothing but the absence of pain.” It was quite difficult to get the students in that group to suggest any positive element in happiness. This tells me that the “awesome life” remark was probably not an honest expression of how that student was experiencing life, but a quietly desperate, “I’ve got to convince myself.””

“By material standards they are living an awesome life. But man does not live by bread alone. Philosophers speak of the “hedonistic paradox.” If you pursue truth and friendship for their own sakes, you will enjoy pleasure. If you pursue pleasure for itself, pleasure recedes and you are likely to find pain. Eventually you burn out. Among people who live hedonistic lives, the paradox didn’t used to kick in until much later. But so many of these young people have started in on hedonism so young, and thrown themselves into it so thoroughly, that the paradox kicks in very

early. I suspect that this is much of the reason why they can't suggest any positive element in happiness."

"Are you able to get into a discussion of this sort in class?"

"Sure. If you read the great books, you can't avoid questions like whether happiness and pleasure are the same thing, and how marital order and social order are related. I don't have to bring them up. My students do. Of course the students won't talk if they think you are calling them immoral. I humbly suggested to one class that my generation had invented the sexual revolution, but I thought theirs was paying the price."

"What happened?"

"A young man said, 'I know what you mean.' He said he longed—his word—to love and marry a woman and be faithful to her forever. My heart soared. But then he said, 'but I don't think it's possible.' Because his own parents hadn't been able to manage it—parents whom he obviously loved—he didn't see how he could."

"Do your students read your good book, *On the Meaning of Sex*?"

Some of them discover it. Occasionally they drop in to talk. Among grad students, for instance, a big question is when to get married."

"Is it typical for students to say, 'We want to try out marriage so we'll live together for awhile.'?"

"Yes, but of course it's not practice for marriage, since it lacks commitment. It's the shell of marriage. That statement makes some people angry, yet others tell me, 'I'm so glad you explained that. I've always been told the old ideas were just arbitrary taboos.' There is a thirst to know the rational basis for traditional sexual norms. Interesting."

"Do any of them say, 'How come I'm not hearing this anywhere else?'"

"The most poignant such instance was a young man I knew who was trying to work through the guilt of his complicity in his girlfriend's abortion. He became very angry. 'The adults made this legal. They told us it was OK and that's not true. Why didn't anybody tell us that it isn't?'"

"I understand pornography use is very high among guys, but I'm hearing that young women use it also. I suspect they don't talk with you about that."

"I came to realize how high it is not from my own students but from readers who have written to me—mostly young men trying to break free from the habit."

"What was your major takeaway?"

“Publicly people may say shame is old-fashioned. Then they get caught up in pornography—and they’re ashamed. Yet they find it enormously difficult to break free. Porn is an addiction.”

“So there is enormous wringing of hands among many Christians as to what’s happening to people in their 20s and moving away from church activities and we’re losing this whole generation. Do you think these people will come back?”

“Some will come back, and some who have never set foot in a church will come in. Often things have to get worse for a long time before they get better, but there are things we can do to help.”

“Such as?”

“You can’t stop someone from walking out. But you can teach him well enough that when he considers coming back, he’ll know what he’s returning to. We haven’t a chance of getting people to live a Christian way of life if they think it is just a collection of joy-killing rules. What we should explain is that Christian morality is a prerequisite for happiness, and that it makes us more free, not less—free to do what is good rather than being jerked around by desires. People need to have the vision of the good that temptation is pulling them away from.”

“Temptation affects not only our actions but our theology. Teens need deeper instruction and honest talk. Very few people fall away from God because the intellectual case against God convinces them. More often, a naive young Christian falls into some sort of sin, doesn’t want to repent, and starts looking for reasons to believe God doesn’t exist. It’s also easier to guard against temptation if you understand how it works and how to avoid it. A young man may intend to remain chaste, yet no one ever explained to him that if he spends a lot of time alone with girls in dark rooms, he’s unlikely to achieve what he’s aiming for.”

(“Marvin Olasky, “J. Budziszewski: Generation Disordered”, World Magazine, August 21, 2015, [https://world.wng.org/2015/08/j\\_budziszewski\\_generation\\_disordered](https://world.wng.org/2015/08/j_budziszewski_generation_disordered))

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### **More Time Teens Spend On Phone, More Likely They’ll Attempt Suicide, Study Finds**

“TALLAHASSEE, Fla. — The more time teens spend glued to their smartphones or other digital devices, the more likely they are to have attempted or contemplated suicide, a new study finds.

Researchers from Florida State University and San Diego State University examined results from two surveys of adolescents that date back to 1991, the Monitoring the Future survey and the Youth Risk Behavior Surveillance System, which allowed them to get a glimpse into the attitudes and behaviors of more than 500,000 teens across three generations (Generation X, Millennials, and Generation Z). Participants in the surveys ranged from eighth graders to twelfth graders, ages 13 to 18.”

“They also recorded the number of teen suicide deaths yearly since 1999 as reported by the Centers for Disease Control and Prevention.”

“Using data from the studies, the authors looked at which activities — such as school work, time on social media, mobile device usage, hanging out with friends — were most linked to symptoms of depression or suicidal thoughts. Students were probed for symptoms by indicating how much certain statements applied to them. Statements included, “Life often seems meaningless,” “The future often seems hopeless,” and “It feels good to be alive.”

“Time spent using that device, though, was particularly telling in terms of suicidal behavior. Nearly half (48 percent) of teens who spent at least five hours a day on an electronic device had either thought about or attempted suicide. Yet that figure was far lower (28 percent) among teens who only spent an hour a day glued to a screen.”

“There is a concerning relationship between excessive screen time and risk for death by suicide, depression, suicidal ideation and suicidal attempts,” says FSU professor Thomas Joiner, one of the study’s authors, in a news release. “All of those mental health issues are very serious. I think it’s something parents should ponder.”

“Though the authors note that screen time itself wasn’t proven to be the actual cause of depression or suicidal thoughts, they urge parents to consider setting limits on how frequently children can access their digital devices each day. No more than two hours of screen time would be considered a “safe zone.”

“Parents should try to make non-screen activities as attractive as possible because a lot of them are attractive,” says Joiner.”

“According to the CDC, suicide rates have skyrocketed 31 percent among teens from 2010 to 2015, particularly among girls, who saw a 65 percent increase in suicides and 58 percent rise in depression rates.”

The study’s findings were published last month in the journal *Clinical Psychological Science*.

(Study Finds, “More Time Teens Spend On Phone, More Likely They’ll Attempt Suicide, Study Finds” December 2, 2017, <https://www.studyfinds.org/suicide-teens-smartphones-screen-time/>)

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## **Seven Symptoms of Too Much Social Media Use**

“There are a number of signals a young person naturally sends that they’ve spent too much time on social media platforms or on their mobile device in general.”

1. “Withdrawing from face-to-face social interaction”
2. “Consistent anxiety, stress or feeling overwhelmed by normal routines”

3. “Grades begin to slip, and assignments reflect poor work or are left undone”
4. “Avoidance of real life responsibilities, such as chores or homework”
5. “Ill at ease, ill-equipped or unresponsive to people in front of them”
6. “Phubbing—teens snub people next to them by looking down at their phone”
7. “Phones begin to create conflict in their closest relationships”
8. “...psychologist Jean Twenge, teen suicides [outpaced](#) teen homicides for the first time in almost three decades. Kids are [committing](#) fewer murders but more suicides.”

“...the presence of a smart phone ... ‘[Artificial Maturity](#).’”

- “Kids are over-exposed to information far earlier than they’re ready.”
- “Kids are under-exposed to first-hand experience far later than they’re ready.”

“So, because they know so much, they appear mature. However, the maturity might be artificial. An eight-year-old kid may be able to download the latest software and know all his math tables. Observing this, you might say, ‘Wow. What a mature little kid!’ Maybe, maybe not. That same kid at sixteen years old may not be able to look an adult in the eye and have an intelligent conversation. He may be cognitively advanced but socially and emotionally behind.”

“We can possess a high IQ but a low EQ ... we must be intentional today about building social and emotional skills in our young.”

(“Seven Symptoms of Too Much Social Media Use”, Growing Leaders, May 30, 2018, <https://growingleaders.com/blog/seven-symptoms-of-too-much-social-media-use/>)

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### **How Teens Today are Different from Past Generations**

“...more lonely, anxious, and depressed...”

“They spend five to six hours a day texting, chatting, gaming, web surfing, streaming and sharing videos, and hanging out online.

“Social media use means teens are spending less time with their friends in person. ... Girls may be especially vulnerable, since they use social media more, report feeling left out more often than boys, and report twice the rate of cyberbullying as boys do.”

“**iGens grow up more slowly.** iGens also appear more reluctant to grow up. They are more likely than previous generations to hang out with their parents, postpone sex, and decline driver’s licenses.”

“...iGens believe they have less control over how their lives turn out. Instead, they think that the system is already rigged against them—a dispiriting finding about a segment of the lifespan that is designed for [creatively reimagining the future](#).”

“... are respectful and inclusive of [diversity](#) of many kinds. ... they reject offensive speech more than any earlier generation, and they are derided for their ‘fragility’ and need for ‘[trigger warnings](#)’ and ‘safe spaces.’ (Trigger warnings are notifications that material to be covered may be distressing to some. A safe space is a zone that is absent of triggering rhetoric.)”

“...more students believe the First Amendment is ‘outdated,’

“The good news is that iGens are less entitled, narcissistic, and over-confident than earlier generations, and they are ready to work hard. They are inclusive and concerned about social justice. And they are increasingly more diverse and less partisan, which means they may eventually insist on more cooperative, more just, and more egalitarian systems.”

(Diana Divecha, “How Teens Today are Different from Past Generations”, Greater Good, October 20, 2017,

[https://greatergood.berkeley.edu/article/item/how\\_teens\\_today\\_are\\_different\\_from\\_past\\_generations#thank-influence](https://greatergood.berkeley.edu/article/item/how_teens_today_are_different_from_past_generations#thank-influence))

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## **The State of Gen Z 2018**

“September 2018 Welcome to the State of Gen Z 2018! Each year at The Center for Generational Kinetics we lead an extensive national research study that explores Gen Z, also known as iGen, from a variety of vantage points. Exploring Gen Z is a passion for us as we consult with clients on how grow their sales with Gen Z, keynote events to teach leaders how to manage across generations and lead custom research to uncover the hidden drivers for Gen Z and Millennial brand engagement.”

“This national study builds on the more than 40(!) national and international studies we’ve led that explore Gen Z, Millennials, Gen X, and Baby Boomers. In addition, we add the experience of our consulting work with more than 100 clients per year helping to solve their generational challenges with employees and customers. We infuse that experience—and extensive behind-the-scenes data—in each year’s State of Gen Z study. Note that in this year’s study we included 1,000 members of Gen Z (ages 13 to 22) as well as 1,000 Millennials because we are increasingly seeing the differences between these two generations driving the changes, challenges, and opportunities across businesses, industries, categories, and emerging trends.”

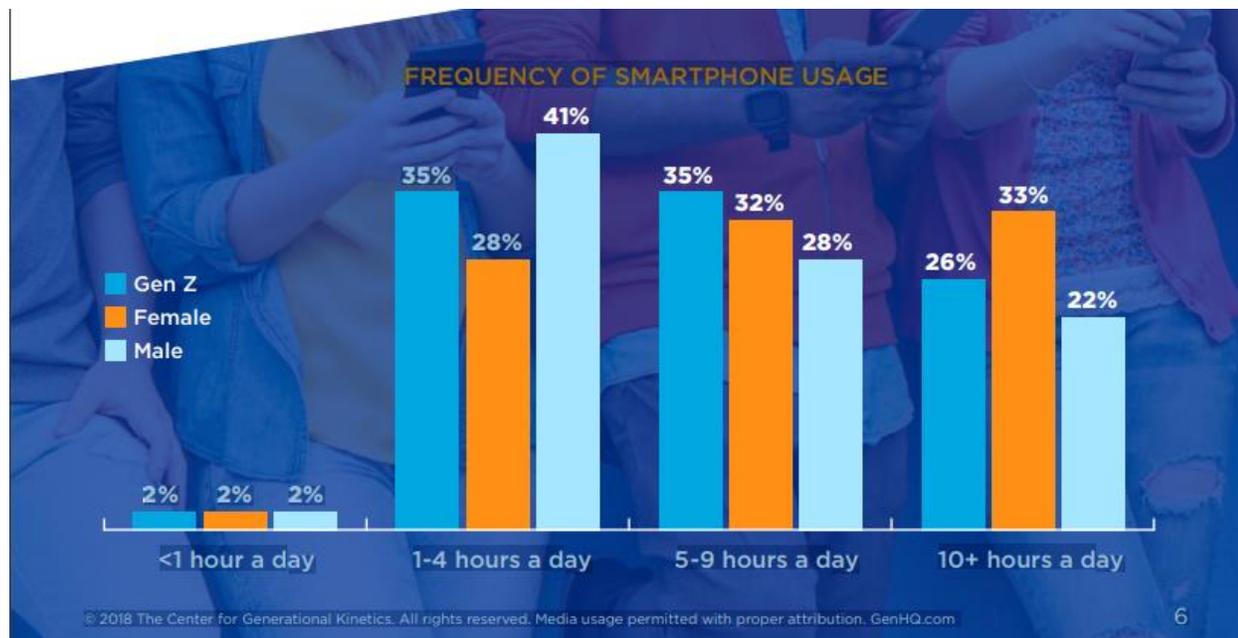
“Gen Z is Mobile First and Completely Immersed”

“Gen Z will continue to bring a new normal to everything they do as they further enter adulthood and create the trends that will ripple up and shape the behaviors and preferences of older

generations, too. In our work to separate myth from truth about Gen Z, we lead national and international quantitative studies. These studies explore everything from hidden Gen Z consumer drivers, technology interactions, and workplace behaviors to mental health, their perception of other generations, their similarities and differences with Millennials, and Gen Z's expectations of the Internet of the future."

"Gen Z is Mobile First and Completely Immersed (continued)"

"But it isn't just the normal waking hours that Gen Z spends on their smartphones. Usage of these devices seeps into sleeping hours as well, and in a big way. A stunning 65% of Gen Z says they are on their smartphones after midnight a few times a week or more often and of these members of Gen Z, 29% are on their smartphones after midnight every night! This late-night usage is likely affecting other areas of their life, both in terms of the constant connectivity and the lack of sleep. How does Gen Z's late-night phone usage compare to Millennials? Gen Z uses their phone late at night significantly more than Millennials do. Only 39% of Millennials say they are on their phones after midnight a few times a week or more. That means that there are a whopping 26% more members of Gen Z on their phones after midnight a few times a week or more than there are Millennials exhibiting the same behavior."



"Gen Z is Mobile First and Completely Immersed (continued) But it isn't just the normal waking hours that Gen Z spends on their smartphones. Usage of these devices seeps into sleeping hours as well, and in a big way. A stunning 65% of Gen Z says they are on their smartphones after midnight a few times a week or more often and of these members of Gen Z, 29% are on their smartphones after midnight every night! This late-night usage is likely affecting other areas of their life, both in terms of the constant connectivity and the lack of sleep."

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“Constant Connection Has Its Drawbacks “

“While there is no doubt that Gen Z is tied to their smartphones, there are clear trade-offs that the generation acknowledges. Yes, access to seemingly unlimited information, answers, online community, news, and status updates can keep this generation in the know. However, this can also cause overwhelming anxiety to stay connected to their phone. In fact, the national study found that 58% of Gen Z feels uncomfortable if they don’t have their phones for a few hours or less. Of these, 31% are uncomfortable being away from their phones for 30 minutes or less! As the data shows, the majority of Gen Z experiences a negative reaction in the form of discomfort when separated from their phones for even a short amount of time.”

“But what happens if a device is lost or broken? Stress levels escalate notably, particularly for Gen Z females. 67% of Gen Z says that they experience a high level of stress when their phone is lost, broken, or stops working and this is true for a staggering 73% of Gen Z females. Gen Z essentially seems to view their smartphones as an extension of themselves. It’s as if messing with their phone is the same as messing with them. 56% of Gen Z (and 61% of Gen Z females) become stressed when someone hides their phone, and 42% express high levels of stress when someone touches their phone without permission. They truly don’t want anyone messing with their phone.”

“So, what is Gen Z doing during all those hours each day spent on their phones? The answer can largely be summed up in two words: social media. It certainly isn’t the only thing they do on their phones because there is plenty of texting and shopping going on, but social media is a huge component of Gen Z’s mobile lives.”

“Importantly, the national study revealed that social media is not one-size-fits-all for Gen Z. While certain platforms are more popular with Gen Z than with other generations, they don’t exclusively use a single social media platform. In fact, Gen Z appears to be very particular and selective about which social media platform they use for specific interactions and outcomes. For Gen Z, different types of communication and information goals require different social media platforms. For instance, Gen Z uses Instagram to follow brands, Snapchat to post or send a video or a selfie, and Facebook to create or check a group event.”

“Social Media is a Carefully Curated Lifeline to and for Gen Z (continued) In the wide world of social media, YouTube cannot be overlooked because it’s a big deal with Gen Z. They spend a lot of time on this platform and even trust the ads it plays. In fact, Gen Z trusts YouTube ads more than any other type of ad including radio, print, and TV! Regardless of which platforms they choose, social media is the best way to reach, communicate with, and understand Gen Z.

It's also the most important medium if you want to influence them and will likely remain so for years if not decades to come.”

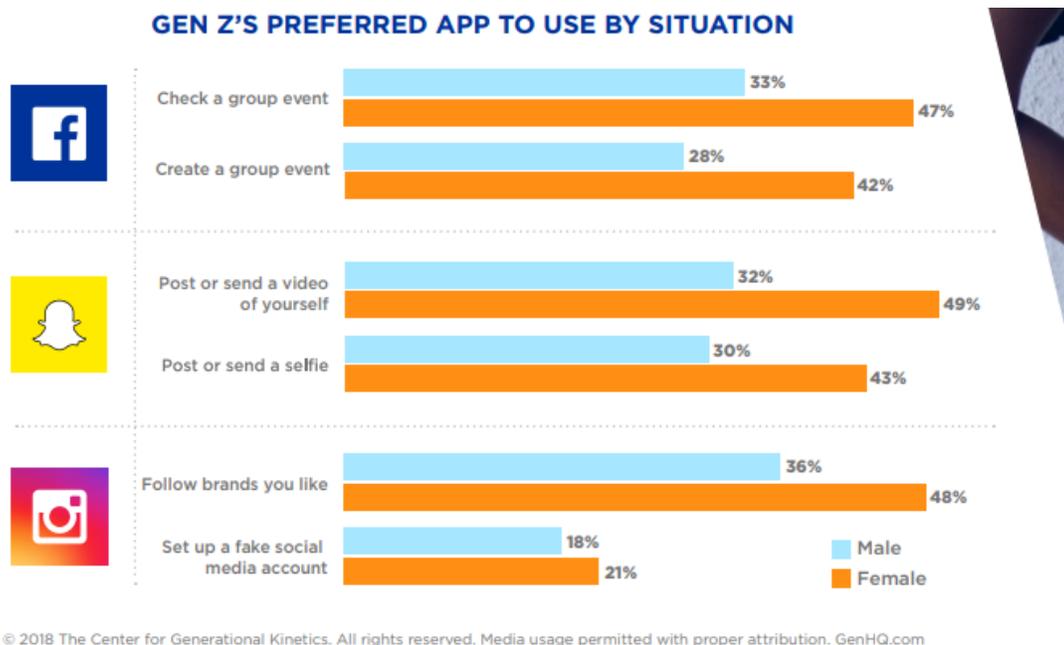
“Gen Z is savvy about social media and how they use it. They understand the various platforms and use them strategically for different reasons from sharing a selfie or connecting with friends to learning how to do makeup.” -Dr. Elli Denison Director of Research.”

“Social Media Holds Particular Appeal for Gen Z Females Gen Z’s extensive social media usage—some might even call it a dependence—is an important trend to know, but those who truly want to understand this generation can’t stop there. The notable importance of social media to Gen Z is only part of the story. When Gen Z males and females are compared to each other in terms of social media usage, the impact and importance of social media appear even more stunning.”

“In every situation we described in the survey for potential social media usage, Gen Z females outpace males on social media usage, sometimes by a considerable margin. In fact, Gen Z females average 12% more usage in all situations described compared to Gen Z males! Gen Z males and females are generally choosing the same social media platforms for the same tasks, but they are doing so on different scales.”

“When we separate the data by gender it still holds true that Snapchat, Facebook, and Instagram have their specific uses, it’s simply that Gen Z females are utilizing them far more frequently than males. For instance, while 32% of Gen Z males say Snapchat is the place to post or send a video of themselves, 49% of Gen Z females agree. And, while 36% of Gen Z males say Instagram is where they follow brands they like, 48% of Gen Z females say the same! Gen Z females have a much stronger affinity for using social media for each of the outcomes we explored.”

“Facebook shows a similar trend. While 1/3 of Gen Z males prefer to check a group event using Facebook, 47% of Gen Z females prefer to check a group event on the social media platform. Along the same lines, 42% of Gen Z females use Facebook to create a group event, but only 28% of Gen Z males do the same. Gen Z’s extensive social media usage—some might even call it a dependence—is an important trend to recognize, but those who truly want to understand this



generation can’t stop there. The fact that the two genders use various social platforms at such different rates is a big part of the Gen Z story.”

“In terms of reaching and messaging to Gen Z, not just as brands, but even as educators, employers, and parents, understanding how differently males and females are immersed in and affected by social media is imperative. Females are more immersed and therefore more susceptible to comparing themselves and their lives to what they see on social media, and even gauging their happiness and self-worth accordingly.”

#### “Gen Z Receives Money from a Variety of Different Sources”

“The members of Gen Z, who are now up to age 22, are experiencing a range of key life stage events. The oldest in the generation might be nearing the end of college and entering the workforce or may already have a few years of work experience on their resume. But most of the generation is still in secondary school and very much under their parents’ care and responsibility. Across this range of life stages from adolescence to early adulthood, Gen Z is

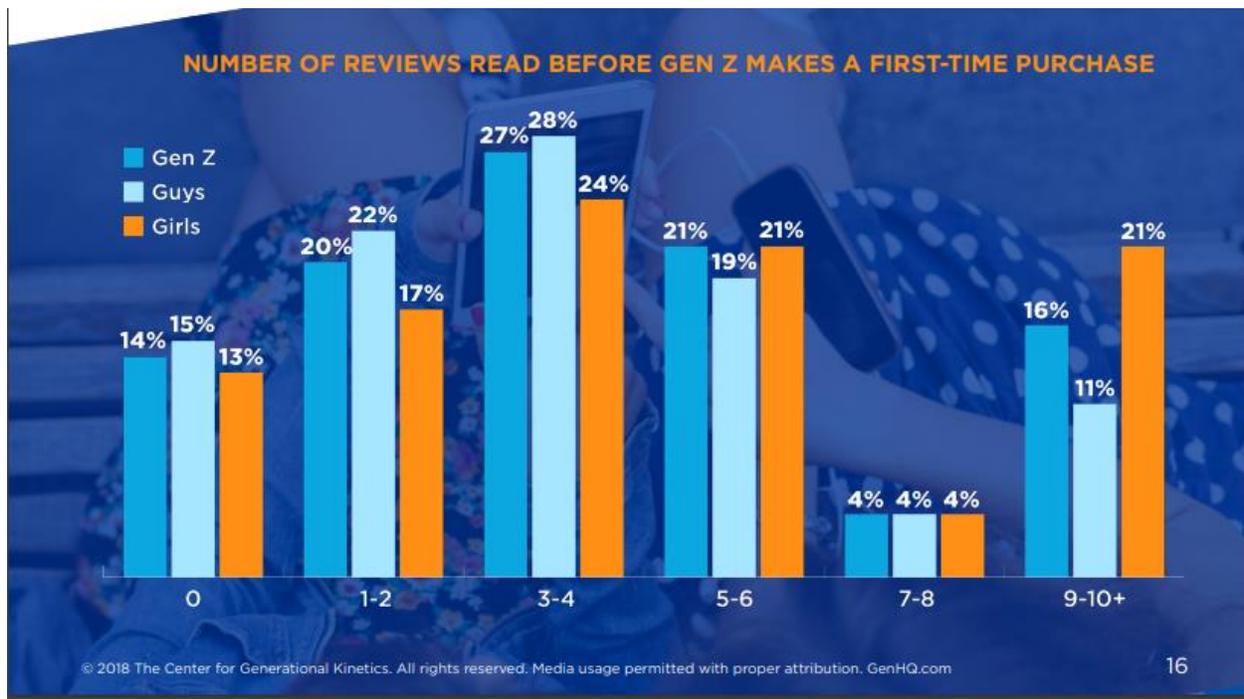
receiving, earning, and spending money. Whether they're purchasing video games, sneakers, lunch, or their first car, they are already developing a strong relationship with money."

"But where does Gen Z get their money? This is a question that we are frequently asked to investigate on behalf of marketers, executives, venture capitalists, and the media. The answer: Gen Z gets their money a lot of different ways! In fact, 38% of Gen Z is still receiving money from their parents, which is to be expected given that the youngest members of Gen Z included in the study are 13 years old, and the oldest are 22. But, this is only one source of their money. We uncovered that Gen Z receives or earns money from a variety of sources and often multiple sources at the same time. For instance, nearly a quarter of Gen Z is working a part-time job, 23% does odd jobs and other short-term work, and 22% earns allowance with chores and other responsibilities."

"Why is this important? Discovering the sources of Gen Z's money is important to understand how they view, manage, and spend their money. The discovery that a good amount of Gen Z's money is earned through an activity such as work, or an earned allowance could be a big factor in how the generation spends money in the future and at what levels."

"Gen Z Wants Information Before Spending Who or what influences Gen Z to spend their money once they have it? The national study revealed that Gen Z consumers are influenced by a variety of sources, some expected and some unexpected. In keeping with the generation's highly connected lives, Gen Z wants to receive input about their shopping and purchasing decisions throughout their shopping journey."

"Two generations ago, this was more difficult as there was a smaller pool of people to weigh in on any purchasing decision at any one time. Not anymore! Gen Z is connected to friends, family, and online influencers 24/7, 365 through their smartphone. For Gen Z, a world of purchasing opinions and insights is literally at their fingertips (or the sound of their voice), giving the generation the ability to quickly gather information and opinions from a myriad of diverse sources. The study found that family and friends still play a large role in this purchasing influence process, but so do complete strangers. In fact, 68% of Gen Z reads at least 3 reviews before making a first-time purchase with their own money. But more surprising: 16% of Gen Z reads 9 or more reviews before making a first time purchase with their own money!"



“In keeping with other online behavior, Gen Z females read significantly more reviews than Gen Z males before making a purchase. While only 11% of Gen Z males say they read 9 or more reviews before making a purchase, 21% of Gen Z females—or almost twice as many females than males—say this! Online reviews, recommendations, and promotions can also come from online influencers.”

“Online influencers, defined as individuals who have a large social media following and share their opinions, research, expertise, etc., online, are a natural part of life for Gen Z as they engage in social media and surf the Internet. In fact, 46% of Gen Z follows more than 10 influencers on social media right now. In other words, influencers now occupy a platform of authority previously known to celebrities and star athletes.”

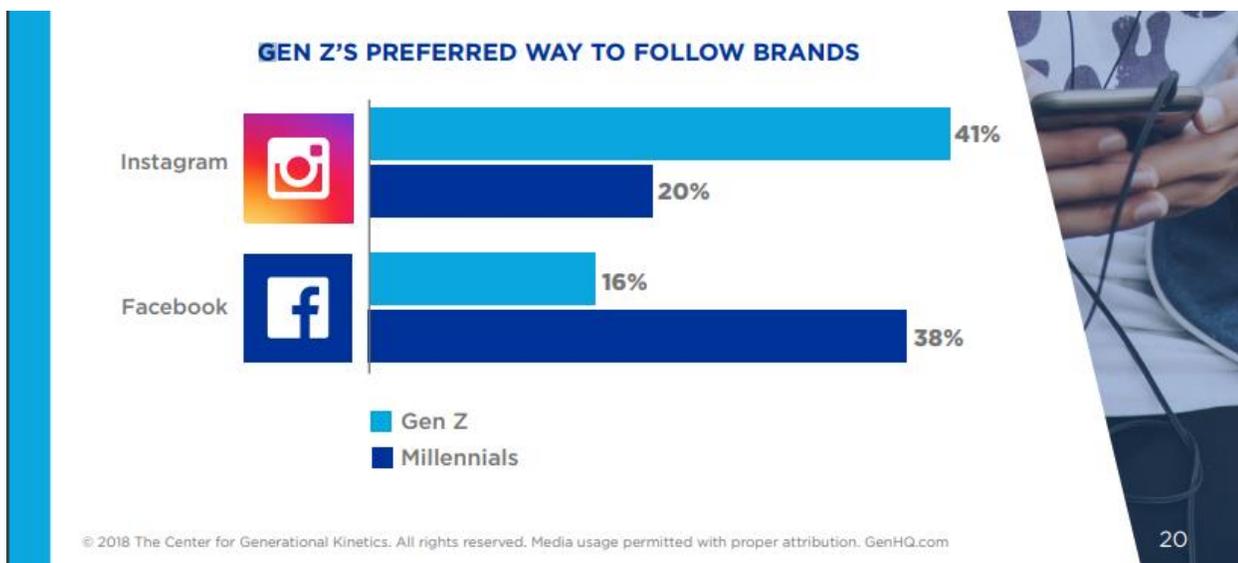
“46% OF GEN Z follows more than 10 influencers on social media right now.”

“Unlike the celebrities, singers, or athletes of previous generations who became sought-after product and service endorsers, today’s online influencers don’t have to demonstrate proven expertise in an area or a high profile endorsement deal. Instead, when it comes to shaping the views of Gen Z consumers, it’s enough for today’s influencers to have a large online following around a specific topic, lifestyle, experience, product, service, or outcome.” -Jason Dorsey President and Gen Z Expert.”

“Social Media is THE Medium for Brands to Reach Gen Z”

“If Millennials were the trendsetters for digitally connecting to brands, Gen Z is taking the trend and turning it into a tidal wave. What is the new frontier for this connection? You probably guessed it. Social media. Gen Z expects to interact with companies and brands on social media and is doing so in greater numbers than Millennials. In fact, while 64% of Millennials follow at least 1 brand on social media, 73% of Gen Z does. And, 52% of these Gen Z followers are keeping tabs on 3 or more brands through social media. Gen Z also differs from Millennials in where they choose to follow brands. Gen Z prefers to follow brands on Instagram and uses it 2.5 times more often than Facebook to do so.”

“Millennials, on the other hand, prefer to follow brands on Facebook and choose Instagram far less often. This is a true generational divergence as the preferences between Instagram and Facebook are clearly opposite one another. Gen Z prefers using Instagram to follow brands by a 2 to 1 margin when compared to Millennials. On the flip side, Millennials have double the preference of Gen Z to follow brands on Facebook.”



“For Gen Z, brand loyalty plays a bigger role in specific categories than in others. For instance, 70% of Gen Z chooses a specific brand when it comes to smartphones, and 59% does so with electronics. However, only 38% buys a specific brand when it comes to clothing, and 47% does so when it comes to shoes. The brand category impacts the importance of the brand when it comes to Gen Z loyalty.”

“Social Media is THE Medium for Brands to Reach Gen Z”

“Gen Z Socializes Their Job Searches”

“The world of job boards and job search websites has exploded over the past decade. In fact, if you were to ask Millennials how they search for jobs (and we did!), you would find proof of this digital job search pathway as their most trusted source. Job search websites such as Indeed

and Monster are at the top of Millennials' job search list, and specific company employment websites are a close second."

"Unlike Millennials, however, Gen Z takes their job search journey to those around them first. 60% of Gen Z is likely or very likely to ask friends or family about job openings, and 57% are likely to ask someone they know who already works at the company. Part of this job search mindset could be tied to Gen Z's current age and life stage and potentially tied to them also focusing on jobs close to their home or that they can find through family and friend connections."

"However, it could also be an emerging trend that those most immersed in the digital world want to receive guidance from people they know and trust in their immediate world first when it comes to finding a job. Time and the continued hiring of Gen Z will undoubtedly tell. We will certainly be studying where the trend goes from here! "

"As evident as it is that Gen Z prefers going to friends and family first when looking for a job, the generation returns to their digital roots when they are scoping out a company where they might want to work. Gen Z Socializes Their Job Searches Ask friends or family Ask someone you already know who works at the company Search company employment websites Job search website (Indeed, Monster, etc)."



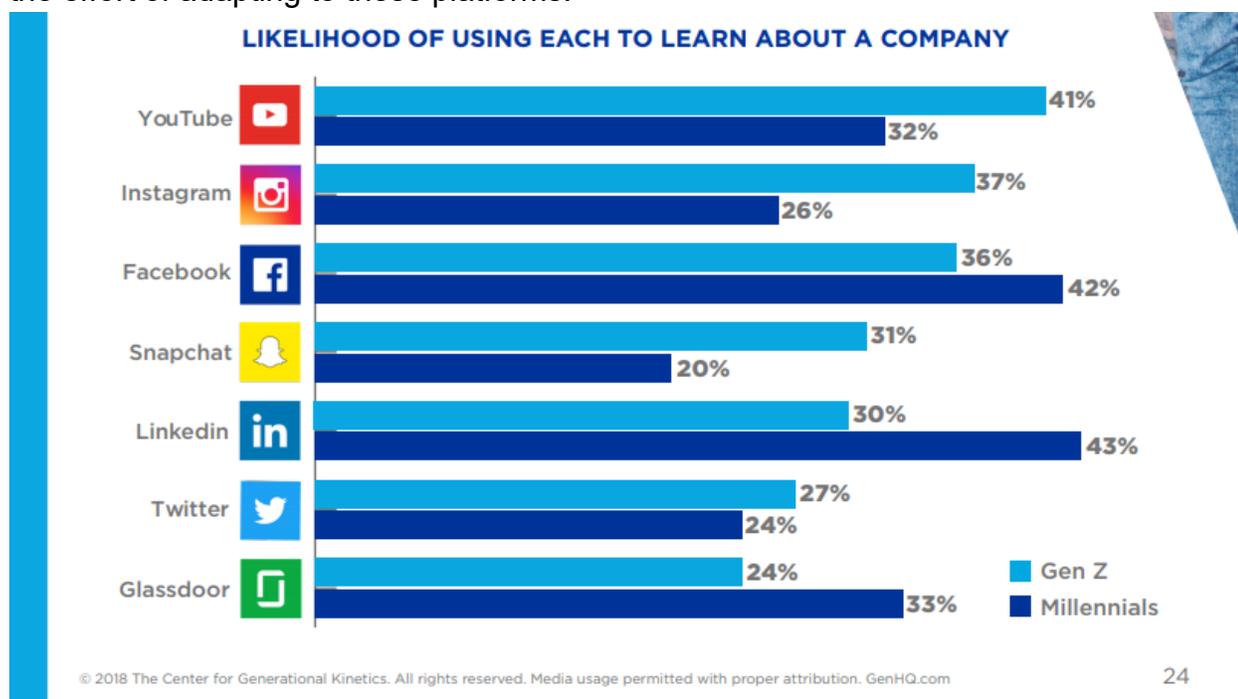
### "Gen Z Socializes Their Job Searches"

"Where does Gen Z go to check out a potential employer? Not the usual suspects such as Glassdoor or LinkedIn, but a much more native online destination for Gen Z: YouTube. That's right. YouTube is where Gen Z expects to go to learn about whether or not they are interested in a job with an employer. The national study shows that 40% of Gen Z says they would use

YouTube to determine if they want to work for a company while 37% would use Instagram and 36% would use Snapchat. In comparison, only 24% of Gen Z would use Glassdoor.”

“Much like the job search itself, this is completely inverted when compared to Millennials who rely on LinkedIn and Facebook but are far less likely to use Instagram, Snapchat, or YouTube for researching their potential employer. The key takeaway for employers seeking to hire Gen Z is that social media must become a core channel for reaching Gen Z job seekers now and in the future. This even includes platforms often thought to be outside the realm of traditional online job recruiting, such as YouTube.”

“In other words: To hire Gen Z go to where Gen Z hangs out. This means that recruiters are going to need to make the shift from the tried-and-true online job boards and recruiting pages to YouTube, Instagram, and Snapchat. The payoff in attracting Gen Z employees will be well worth the effort of adapting to these platforms.”



### “Job Applications Need to Be Quick and Easy to Complete”

“Once a potential employer passes Gen Z’s pre-application social media snooping, the next hurdle is to get Gen Z to start and complete a job application. What we discovered in the national study is that the job application itself should be considered part of the Gen Z recruiting process. Essentially, an employer should see its job application as a marketing tool to continue selling its career opportunities to a potential Gen Z applicant.”

“If Gen Z does not complete the application or create an application account linked to an active email, then the employer cannot market the employment opportunity directly to the potential applicant. Solutions we’ve seen range from asking Gen Z to set up an initial account using their email so they can save drafts of the application—which also enables the company to send

emails to them—to employers offering an application via text or instant message to get the process jump started.”

“When it comes to Gen Z, a job application should be seen as a marketing tool from the employer to the generation. This marketing tool should position Gen Z to see the application as a low-risk, great first step to learn more about the company and see if there is a mutual fit. The ideal job application for Gen Z is one that takes 15 minutes or less to complete. In fact, more than 60% of Gen Z says the job application should take less than 15 minutes.”

“Many employers want to screen out applicants quickly, so there can be additional steps and a longer screening process after the initial application is submitted. But the key we uncovered is to take specific steps to get Gen Z to complete the initial application step so both Gen Z and the potential employer can learn more about each other.”

“Job Applications Need to Be Quick and Easy to Complete”

“A CORE DISCOVERY: the initial job application step should be short. In our work with clients, we frequently help them to think about ways to streamline the initial job application step because it is essentially still a marketing tool to attract great candidates. In some cases, employers who are struggling to attract employees due to their industry or low unemployment rates make the initial application extremely short— almost as a means to simply express interest in the company or a job—rather than an actual job application. They then follow up with more traditional steps. They view this as a key strategy to start a conversation with more potential applicants.”

“There are clearly employment rules, regulations, and HR considerations throughout the job application process. But, a quick initial application will get the most Gen Zers to apply. The follow-up steps can then go into more in-depth details that reveal if there is a mutual fit and excitement for the member of Gen Z to join a company.” -Jason Dorsey President and Gen Z Expert.”

“Communication in the Workplace is Vital to Gen Z Communication and connection is key with Gen Z, as shown by their constant use of their smartphones and interactions on social media. But the generation’s need to be connected and socialize decisions also extends well into the workplace and impacts Gen Z’s ideal workplace experience and behavioral drivers.”

“How important is communication when it comes to Gen Z as employees? Very important! In fact, communication directly impacts Gen Z employee retention. Two-thirds of Gen Z say they need feedback from their supervisor at least every few weeks in order to stay at their job. In comparison, less than half of Millennials need the same amount of communication to stay with an employer.”

“Going further: One in five members of Gen Z need feedback daily or several times each day in order to stay with an employer. In other words, the national study reveals that Gen Z wants

more frequent workplace communication than even Millennials desire! Gen Z’s desire for greater communication frequency in the workplace will be a challenge for many employers, potentially even for Millennials who manage Gen Z.”

“However, the increased desire for feedback from Gen Z creates a tremendous opportunity to help the generation develop their workplace skills, mindset, and attitude to deliver the best job performance possible and advance their careers.”



“Frequent communication can end up saving managers significant time and frustration by helping Gen Z do a better job faster with potentially less overall communication. Simply stated: A two-minute conversation every week can provide more benefit than an hour meeting every month, which saves both the manager and the Gen Z employee significant time.” -Dr. Denise Villa CEO and Gen Z Expert.”

“One insight we’ve uncovered from our qualitative work with Gen Z employees is that the frequency of feedback should not be confused with the amount of feedback. Similar to Millennials, Gen Z wants to know how they are doing, where they could be improving, and areas to focus on at work, but these interactions with managers and colleagues can be very short—even less than a minute and potentially via technology. The key is that the interactions and communications need to occur consistently so Gen Z can deliver the most value to an employer.”

“THE STATE OF GEN Z 2018 CONCLUSION”

“Gen Z is not a continuation of Millennials or Millennials 2.0. This diverse, energetic, connected generation is already on a trajectory that looks to be very different than the generations before. While Gen Z is still young and refining—or in some cases developing—their beliefs, perceptions, and behaviors, they are a generation that has already shown signs of tremendous potential and a desire to impact the world.”

“For employers, marketers, and leaders, recognizing and understanding the differences between Gen Z and Millennials is urgent as Gen Z will soon become the fastest-growing generation of both entry-level employees and consumers. The oldest members of Gen Z are already age 22 and looking ahead to positively impact employers, brands, and communities. Interestingly, given the generation’s youthfulness and reliance on technology, relatively little has been uncovered about how they think, shop, work, feel, influence, and spend as the first true digital natives. The State of Gen Z annual study series was designed to shed light on these key interactions and viewpoints that the generation brings and what other generations need to know about them now.”

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“The State of Gen Z annual study series was designed to shed light on these key interactions and viewpoints that the generation brings and what other generations need to know about them now.”

“Denise Villa, Chief Executive Officer Jason Dorsey, President Elli Denison, Director of Research The Center for Generational Kinetics info@GenHQ.com | (512)-259-6877 GenHQ.com”

“Six quick takeaways about Gen Z from the State of Gen Z 2018: “

“1. Smartphones are ubiquitous—and at an earlier age than ever before 95% of Gen Z between ages 13 and 22 already has a smartphone.”

“2. Gen Z is constantly connected, even after midnight Gen Z spends a lot of time on these devices, even when they should be sleeping. The downside is that many in Gen Z feel uncomfortable and experience levels of stress being without their devices for even short amounts of time.”

“3. Gen Z uses different social media platforms for different tasks Social media is a space Gen Z occupies comfortably and naturally. This is especially true for Gen Z females who outpace Gen Z males on social media usage for all tasks we surveyed.”

“4. Gen Z uses a variety of sources to earn money. The generation also gathers information about potential purchases prior to making them not only from friends and family, but through online reviews by strangers and the input of social media influencers.”

“5. Gen Z interacts with brands online differently than Millennials Gen Z prefers to engage with brands via Instagram much more so than Facebook.”

“6. Gen Z brings changing expectations to the workplace Gen Z uses their personal networks and even YouTube to figure out if they like a company before applying. They also believe that the application should be short, and they desire frequent feedback from their supervisors once employed.”

(Denise Villa, Jason Dorsey, Elli Denison, “The State of Gen Z 2018”, CCJK The Center for Generational Kinetics, Fall 2018, [https://genhq.com/wp-content/uploads/2018/10/State-of-Gen-Z-2018.pdf?inf\\_contact\\_key=06b2b6b1414c9a51989a9eef3ed3a7d36c99c0edab10d8f4ddf206069abfd871](https://genhq.com/wp-content/uploads/2018/10/State-of-Gen-Z-2018.pdf?inf_contact_key=06b2b6b1414c9a51989a9eef3ed3a7d36c99c0edab10d8f4ddf206069abfd871))

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## **What Every Church Needs to Know About Generation Z**

“Morrow defines this generation as “screen-agers.”

“More than half of teens use screen media four or more hours per day,” Morrow said. “That’s about 57 percent. About 26 percent use screen media eight or more hours per day. They are also the first generation to be raised by parents who are on screens, and that’s one of the things that makes them different from millennials.”

“They also constantly face an overflow of information from all kinds of sources that makes it hard for them to analyze, discriminate and trust.”

“This generation lives immersed in a web of divergent ideas and morality without the necessary time and maturity to reflect about them and respond appropriately.”

“Barna study, teens 13 to 18 are twice as likely as adults to say they are atheist.”

“They are open-minded and sensitive to other people’s feelings and opinions.”

“...they embrace divergent perspectives and are more inclusive than previous generations.”

“...they tend to be wary of declaring that some actions are morally wrong or simply incorrect.”

“...they tend to be wary of declaring that some actions are morally wrong or simply incorrect.”

“Churches can help Gen Z with developing a Christian worldview that exemplifies Christian virtues that sustain their compassion and concern for others.”

“One-third of teenagers in this research study indicated that gender is how a person feels inside and not the birth sex.”

“Seven out of 10 believe it’s acceptable to be born one gender and feel like another (69%).”

“Gen Z admire their parents, but at the same time they don’t feel family relationships are central to their sense of self”.

“...they love their parents, but still long for good role models.”

“Local churches and Christian leaders have a great opportunity in this area. They can train and empower parents who usually, and it was confirmed in this study, don’t feel prepared to address difficult issues with their children.”

“Adults need to feel competent in order to act outside of their comfort zone. Parents love their children and want to be a good influence for them, but they need to be trained, encouraged and guided.”

“Churches also have the opportunity to provide good family models for all.”

“Gen Z goals focus primarily on professional success and financial security.”

“Gen Z indicated that their ultimate goal in life was “to be happy,” and they defined happiness as financial success.”

“Personal achievement is central to Gen Z’s identity more than family, background and religion.”

“Gen Z look for role models, but they primarily do so in relationship to career or financial success.”

“Therefore, churches need to emphasize the biblical perspective on money and possessions.”

“...they also need to teach about the importance of rest, sleep and leisure as crucial elements for a healthy lifestyle.”

“...we need to be constantly reminded that our security comes from the Lord and not from power or money (Ps. 20:7)”

“Multiethnic congregations will be more attractive to this generation who understand, more than previous generations, the importance of unity and diversity.”

“...the great opportunity to churches to better reflect God’s ideal to bring people from all backgrounds into one body of Christ.”

“In the past many churches and Christian institutions have considered multiethnic ministry an ideal goal to pursue, but it will be an essential one for reaching Gen Z.”

“Morrow provides excellent advice to Gen Z parents that we can all follow:” “One of the biggest gifts you can give to your Gen Z-er in your household is a safe place for them to ask questions and express doubts, and process what they interact with, because their whole experience is being narrated by the culture, by the media, by Netflix, everything else.”

“...young people do not reject Christ but do reject a sociological and political interpretation of Christianity that they see in their parents or adults around them and that do not necessarily reflect biblical values.”

“The well-known Christian educator Howard Hendricks used to say that “one of the problems in our churches is that we answer questions nobody is asking, and we fail to answer the questions people are asking.”

(Octavio Javier Esqueda, “What Every Church Needs to Know About Generation Z”, Talbot, Fall 2018, <https://www.biola.edu/blogs/talbot-magazine/2018/what-every-church-needs-to-know-about-generation-z>)

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### **Gen Z’s Sense of Self and the Gospel**

Of the 1,997 teenagers included in the studies, 9 percent are engaged Christians

Thirty-three percent are churched Christians, 16 percent are unchurched Christians, 7 percent are of other faiths and 34 percent have no religious affiliation.

(Ryan S. Peterson, “Gen Z’s Sense of Self and the Gospel”, Talbot, Fall 2018, <https://www.biola.edu/blogs/talbot-magazine/2018/gen-z-sense-self-gospel>)

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## **There's Worrying New Research About Kids' Screen Time and Their Mental Health**

“Young people who spend seven hours or more a day on screens are more than twice as likely to be diagnosed with depression or anxiety than those who use screens for an hour a day...”

“...the journal *Preventive Medicine Reports*.”

“...2016 National Survey of Children's Health.”

“...20% of 14- to 17-year-olds spent this amount of time on screens each day.”

“...Pew Research Center...”

“...U.S. adults now spend roughly 10 hours a day staring at TVs or digital devices.”

“...young people who spent seven hours or more a day on screens (not including schoolwork) were more easily distracted, less emotionally stable and had more problems finishing tasks and making friends compared to those who spent just an hour a day on screens (not including schoolwork).”

“...same negative trends also turned up to a lesser degree among young people who used screens for four hours a day.”

“...has linked newer forms of media—particularly smartphones and social media—with sleep problems among adolescents.”

“...kids who spend more time on screens tend to be less happy than kids who engage in non-screen activities like playing sports, reading traditional printed media or spending time socializing with friends face-to-face.”

“...study shows “a clear and strong association” between more screen time and lower wellbeing.”

“Andrew Przybylski, an associate professor and director of research at the Oxford Internet Institute at the University of Oxford in the UK.”

“...increased screen time and outcomes like depression do not prove one is to blame for the other, he says. It may be that kids who are anxious or depressed are just more likely to spend a lot of time using screens.”

“Dr. Brian Primack, a professor of medicine and pediatrics and director of the Center for Research on Media, Technology, and Health at the University of Pittsburgh.”

“...suggests that one hour of daily screen time may be an important threshold.”

“...when it comes to some screen-based activities—especially those related to social media and smartphones—parents have reason to be worried. “I would say that we now have enough evidence of concern that we should be exerting more caution than we are,”

(Markham Heid, “There’s Worrying New Research About Kids’ Screen Time and Their Mental Health”, Time Magazine, October 29, 2018, <http://time.com/5437607/smartphones-teens-mental-health/>)

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### **Generation Z reported the most mental health problems, and gun violence is the biggest stressor**

“73% of millennials who took the survey stress about school shootings and 69% about mass shootings. As for Gen Xers and baby boomers, 58% expressed concern over mass shootings, and about the same percentage stress over school shootings.”

“57% of Gen Z believed the cases of separation and deportation of immigrant families in the United States to be a significant source of stress, in comparison to 45% of adults overall.”

(Andrea Diaz, “Generation Z reported the most mental health problems, and gun violence is the biggest stressor”, CNN, October 30, 2018, <https://www.cnn.com/2018/10/30/health/generation-z-stress-report-trnd/index.html>)

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### **We Are Now Entering The Post-Facebook Era**

“...the emerging Generation Z is increasingly turning its collective back on social networks...”

“...social pendulum at work: the first generation brought up when the social networks were at full swing is now abandoning them.”

“What are the implications for communication when a good part of a generation wants nothing to do with a medium that has become a central part of marketing, information and advertising campaigns, and what’s more isn’t interested in television, radio or newspapers either?”

“Part of the reason for this is that unconsciously, we in the older generation renounced our responsibility for teaching our children about technology, stupidly believing that there had been some kind of change in their genetic structure that allowed them to understand it intuitively, seeing them as digital natives when really, they were digital orphans, victims to harassment, bullying or fake news.”

“...fake accounts make it impossible to know what or who is real and what is not. “

(Enrique Dans, “We Are Now Entering The Post-Facebook Era”, Forbes, November 12, 2018, <https://www.forbes.com/sites/enriquedans/2018/11/12/we-are-now-entering-the-post-facebook-era/#2eb68654201a>)

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### **More Than 90% of Generation Z is Stressed Out. And Gun Violence is Partly to Blame**

“Members of Gen Z — people ages 15 to 21 — reported the worst mental health of any generation included in the American Psychological Association’s annual Stress in America report.”

“Just 45% of those in Gen Z reported “excellent” or “very good” mental health, compared to 56% of Millennials, 51% of Gen X individuals, 70% of Boomers and 74% of adults older than 73. Of the Gen Z respondents, 27% called their mental health “fair” or “poor” — and stress seems to be largely to blame, with 91% of Gen Z adults saying they had felt physical or emotional symptoms, such as depression or anxiety, associated with stress.”

“Stress levels”

“...average reported level across age groups was a 4.9 out of 10.”

“Millennials had the highest overall, at 5.7. Gen Z fell in the middle, at 5.3.”

“75% of those in Gen Z calling mass shootings a significant source of stress. Seventy-two percent said the same of school shootings, and 21% of Gen Z students said the thought of a shooting occurring at their school was a constant or frequent source of stress. Their parents agree: 74% of parents included in the survey called school shootings a significant source of stress.”

“Sixty-two percent called rising suicide rates a source of stress, compared to 44% of adults overall; 53% said the same of reported sexual harassment and assault, compared to 39% of adults overall; and 57% were stressed by family separations, compared to 45% of adults overall.”

“...just 54% of Gen Z adults said they planned to vote in the 2018 midterm elections...”

“Money was the most common source of stress, affecting 81% of Gen Z adults and 64% of adults overall.”

“37% of Gen Z individuals — more than any other generation — reported receiving help from a mental health professional...”

“Nearly three-quarters also said they could have used more emotional support over the past year.”

“... levels of loneliness are high among young people ...”

“Research has shown that a strong social network can help mitigate the effects of stress and improve mental health overall. Social media doesn’t seem to be helping.”

“38% said it made them feel bad about themselves.”

“75% of all respondents said they feel hopeful about their future.”

(Jamie Ducharme, “More Than 90% of Generation Z is Stressed Out. And Gun Violence is Partly to Blame”, TIME, October 30, 2018, <http://time.com/5437646/gen-z-stress-report/>)

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### **Too much screen time is affecting the wellbeing of children and teens, says study**

“Around 22.6% of those aged 11 to 13 who spent more than seven hours with screens daily were not curious or interested in learning new things, compared to 13.8% of those who spent four hours on screen and around 9% of those who spent one hour in front of a screen.”

“42.2% of teens aged 14 to 17 who spent more than seven hours a day on screens did not finish tasks, compared with 27.7% of those who spent four hours a day on screens and 16.6% for those who spent one hour daily in front of a screen.”

(AFP RelaxNews, “Too much screen time is affecting the wellbeing of children and teens, says study”, The Star, November 1, 2018, <https://www.thestar.com.my/tech/tech-news/2018/11/01/too-much-screen-time-is-affecting-the-wellbeing-of-children-and-teens-says-study/#IPmsm1tXYm8IJEbG.99>)

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### **Why Generation Z is So Stressed Out**

“The American Psychological Association...”

“...12th annual [Stress in America survey](#), which was conducted in August 2018.”

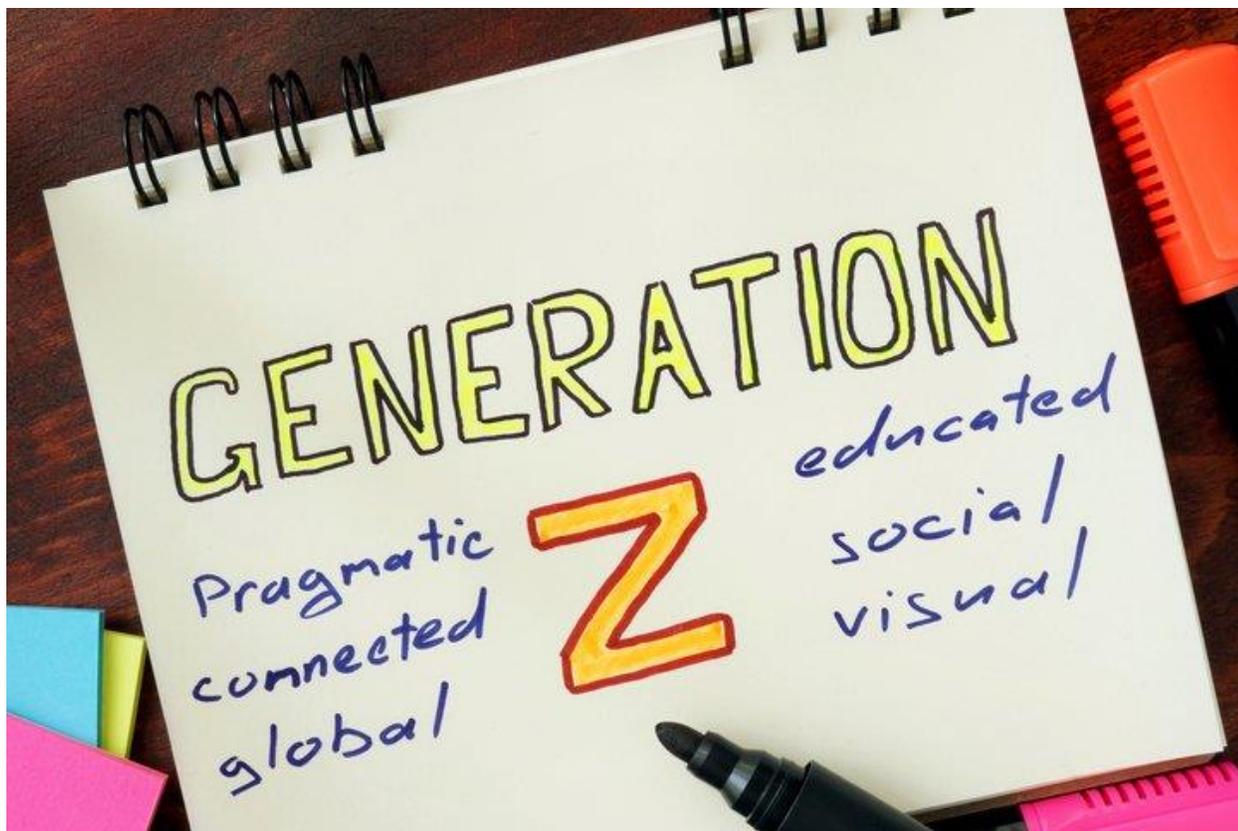
“...15- to 17-year-olds....”

“The report showed that 27 percent of Gen Z members reported that their mental health was poor, compared with 15 percent of Millennials (Generation Y), 13 percent of Gen Xers and 7 percent of Baby Boomers. A whopping 90 percent of Gen Z members between the ages of 18 and 21 said they had experienced physical or emotional symptoms of stress, such as feeling depressed or sad, lack of interest or motivation, or feeling nervous or anxious.”

“Work and money were at the top of the personal stressors...”

“...Gen Z's most common stressors...”

“...77 percent named work and 81 percent named money as stressors...”



“The report took note of the special stresses some Gen Z members of color face. “The disparity between Gen Zs of color and their white peers is also seen in the percentages of those reporting hunger and getting enough to eat as a significant source of stress: 34 percent of Gen Zs of color vs. 23 percent of white Gen Zs,” the APA writes.

(Alia Hoyt, “Why Generation Z is so Stressed Out”, Health, How Stuff Works November 12, 2018, <https://health.howstuffworks.com/wellness/stress-management/why-generation-z-is-so-stressed-out.htm>)

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### **Exactly what Gen Z wants, according to all of the surveys**

“Gen Z was born between 1998 and 2016.” (Or “between 1996 and 2000;” “between 1995 and 2002;” “between 1990 and 1999;” or “after 1999”).

“The most important factor Gen Z looks for is opportunity for advancement,” and “two-thirds of GenZ say that their goal in life is to make it to the top of their profession.”

“What does Gen Z value in a job? “When we asked our Generation Z respondents what would make them stay at a job for more than 3 years, the top response was an empowering work culture (29%), with a high salary and raises falling significantly behind at (15%).“

“Their top three ‘must haves’ for their first job are health insurance (70%), a competitive salary (63%) and a boss they respect (61%).”

“Gen Z’s top career priorities include: a stable career path (89% important or very important), competitive salary and benefits (87%), and work-life balance (84%).”

“Gen Z, however, is focused on their dream job.” Though, also, “initial surveys identifying what Gen Z wants suggest that job stability is a priority.”

“Generation Z is extremely career focused: “58% say ‘bring it’ to working nights and weekends for a better salary, compared to 41% across all working generations.”

“Working for an organization that aligns with their social compass is important and could be, or most likely will be, the deciding factor when Gen [Z] choose[s] their career and the company they work for.” But then again, “today’s college students ranked opportunity for career growth as the most important aspect of their first job (36%).” And for what it’s worth, “Generation Z is also very concerned about the environment.”

(Sarah Kessler, “Exactly what Gen Z wants, according to all of the surveys”, Quartz at Work, October 25, 2018, <https://qz.com/work/1410722/here-is-exactly-what-gen-z-wants-according-to-all-of-the-surveys/>)

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**For 79 years, this groundbreaking Harvard study has searched for the key to happiness. Should it keep going?**

“...what factors ultimately led to a good life.”

“It was not money or status...”

“...strong interpersonal relationships, while those who were isolated had declines in mental and physical health...”

“...not intellectual brilliance or parental social class, that leads to successful aging.”

(Colby Itkowitz, “For 79 years, this groundbreaking Harvard study has searched for the key to happiness. Should it keep going?”, The Washington Post, April 17, 2017, <https://www.washingtonpost.com/news/inspired-life/wp/2017/04/17/this-harvard-study-found-the->

one-thing-we-need-for-happier-healthier-lives-but-researchers-say-theres-more-to-learn/?utm\_term=.043a0e6b9e65)

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### **Gen Z is coming to the workforce. Here is what to expect**

**“Remember, it's important not to let the "group" overshadow the individual. You need to talk to the individual to understand what is important to that person and what that person needs, not just assume that everyone under 23 is the same.”** (this needs to be put at the front of the Gen Z portfolio in bold letters so that it is the first thing people will read)

(Suzanne Lucas, “Gen Z is coming to the workforce. Here’s what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

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### **BreakPoint: The Pandemic of Loneliness**

“CLA Loneliness Scale, Cigna found that ‘most Americans are considered lonely.’ The average score on this scale is 44.”

\* “Somewhat counter-intuitively, it seems that the *younger* you are, the *lonelier* you feel.”

“The so-called ‘Greatest Generation’—those aged 72 and older—is the least lonely group, scoring an average of 38.6 on the Loneliness Scale, followed by Baby Boomers, then Millennials. The loneliest group is also the youngest—Generation Z, those born in the mid-1990s to early 2000s, with an average score of 48.3.”

(Eric Metaxas, “BreakPoint: The Pandemic of Loneliness”, BreakPoint, May 24, 2018, <http://www.breakpoint.org/2018/05/breakpoint-pandemic-loneliness/>)

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### **Get Ready, Youth Group Leaders: Teens Twice as Likely to Identify as Atheist or LGBT**

“...Imagine Generation Z—the 70 million kids born between 1999 and 2015—...”

“...Teenagers in Gen Z are at least twice as likely as American adults to identify as LGBT or as atheist.”

“...While the latest Gallup poll reported only 4.1 percent of Americans—and 7.3 percent of millennials—identify as LGBT, Barna found that 12 percent of Gen Z teens described their sexual orientation as something other than heterosexual, with 7 percent identifying as bisexual.”

“...and the majority (69%) say it’s acceptable to be born one gender and to feel like another.”

“Among Gen Z members between 13 and 18 years old, 13 percent consider themselves atheists, compared to just 6 percent of adults overall.”

“Meanwhile, 59 percent of Gen Z identifies as Christian, compared to 68 percent of adults. Only 1 in 11 teens is considered by Barna to be an “engaged Christian...”

“Among Christian teens, Barna found that most—79 percent—feel comfortable sharing “honest questions, struggles, and doubts” with their parents. Fuller Youth Institute has pointed to this level of trust as crucial for helping kids grow and keep their faith.”

“Pastor James Emery White writes in the 2017 book *Meet Generation Z*, “Members of Generation Z hold few things dearer than acceptance and inclusivity. They view many moral stances, such as opposing gay marriage, as social stances in line with racism. To them, acceptance means affirmation.”

And yes, they officially love their screen time: more than half (57%) are on their devices four or more hours a day, and more than a quarter (26%) are on them eight or more.

A recent study out from Baylor University has noted a correlation between increased Internet time and decreased religious affiliation.

(Kate Shellnutt, Get Ready, Youth Group Leaders: Teens Twice as Likely to Identify as Atheist or LGBT, Christianity Today, January 23, 2018, <https://www.christianitytoday.com/news/2018/january/youth-group-leaders-generation-z-atheist-lgbt-teens-barna.html>)

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## **Top 10 Social Issues Teens Struggle With Today**

### 1. “Depression”

“An estimated 3.1 million adolescents in the United States had at least one major depressive episode in the past year. That means a whopping 20 percent of teenagers will experience depression before reaching adulthood.”

“Depression rates are growing among adolescents, especially in girls.”

### 2. “Bullying”

“According to...Family First Aid, 30 percent of teens in the U.S. have been involved in bullying—either as a victim or as the bully.”

### 3. “Sexual Activity”

“Based on the 2015 Youth Risk Behavior Surveillance data, 41 percent of high school students reported being sexually active. That means sexual activity had declined slightly over the past decade.”

“Of the 20 million new sexually transmitted diseases each year, more than half were among young people between the ages of 15 and 24.”

#### 4. “Drug Use”

“In 2017, 6 percent of twelfth graders reported using marijuana daily. Marijuana use exceeds cigarette use in teens now.”

#### 5. “Alcohol Use”

“As of 2017, alcohol use and being drinking showed a significant decline among teenagers. Despite the decline, 33.2 percent of high school seniors still report drinking alcohol within the past month.”

#### 6. “Obesity”

“According to the National Health and Nutrition Evaluation Survey, 20.6 percent of 12- to 19-year-olds are obese. Hispanic and black children are more likely to be overweight or obese.”

“Obese children are at a much greater risk of lifelong health problems, such as diabetes, arthritis, cancer, and heart disease.”

#### 7. “Academic Problems”

“Although the high school dropout rate is decreasing on a national level, 1.2 million students drop out of high school each year in the United States, according to the National Center for Education Statistics. A high school dropout is likely to earn \$200,000 less over his lifetime when compared to a high school graduate.”

#### 8. “Peer Pressure”

“While peer pressure isn't a new issue, social media brings it to a whole new level. Sexting, for example, is a major cause for concern as many teens do not understand the lifelong consequences that sharing explicit photos can have on their lives.”

#### 9. “Social Media”

“Facebook, Instagram, and Twitter can be great ways for teens to connect with one another. But, social media can be problematic for several reasons.”

#### 10. “On-Screen Violence”

“Teenagers are going to witness some violent media at one time or another. And it's not just TV and movies that depict violence. Many of today's violent video games portray gory scenes and disturbing acts of aggression.”

“A good way to strike up a conversation about drugs, sex, or other uncomfortable situations is to ask a question like, "Do you think this is a big issue at your school?" Listen to what your teen has to say.”

“Make your expectations and opinions clear, however.”

(Amy Morin, “Top 10 Social Issues Teens Struggle With Today”, Very Well Family, June 11, 2018, <https://www.verywellfamily.com/startling-facts-about-todays-teenagers-2608914>)

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### **The New Normal: Parents, Teens, and Digital Devices in Japan**

“A new generation of parents faces unprecedented challenges in managing digital media in their own lives and in the lives of their children.”

“What did we discover? To put it simply, media and technology are at the center of life for Japanese families. For example, we found:

- The average daily mobile device use for teens is approximately 4.5 hours and for parents 3 hours, and 90 percent of parents and teens have their own smartphones.
- 45 percent of teens feel addicted to their mobile devices, and 38 percent of parents feel addicted to their mobile devices.
- At least a few times a week, 60 percent of parents feel their teens get distracted by devices and don't pay attention when they are together; 25 percent of teens say the same about their parents.”

“In the United States, for example, we conducted a similar survey and found that 59 percent of parents feel their teens are addicted to their mobile devices and 27 percent feel addicted to their mobile devices. Twenty-eight percent of U.S. teens feel their parents are addicted to their mobile devices, and 50 percent feel addicted to their own devices. Similar concerns exist around conflict, distraction, and impact on relationships.”

“This 2017 national online survey, conducted by Dentsu Macromill Insight (DMI), details the media habits and attitudes of Japanese parents and teens age 13 to 18...The survey was conducted in April 2017...”

“And they spend several hours a day on them [mobile devices]...”

“Many parents and teens say the always-on, always-in-your-hand devices interfere with their ability to be fully present when they are together.”

- “Activities. Only a small fraction of time spent on mobile devices is for work or study.”
- “Age makes a difference. Japanese teens’ digital media use increases by 50 percent between middle school and high school.”
- “Boys and girls use media in different ways. Japanese boys spend more time watching videos and playing games; girls spend more time on social networking sites and using messaging apps.”
- “When receiving texts, social networking messages, or other notifications, 36 percent of parents and 48 percent of teens feel the need to “respond immediately,” with teens feeling this need more strongly.”

“Parents say...

- 61 percent of parents feel their teens are “addicted” to their mobile devices.
- 38 percent of parents feel themselves “addicted” to their mobile devices.”

“Teens say...

- 45 percent of teens feel “addicted” to their mobile devices.
- 27 percent of teens feel their parents are “addicted” to their mobile devices.”
- “At least a few times a week, 60 percent of parents feel their teens get distracted by devices and don’t pay attention when they are together.
- 25 percent of parents feel their child is distracted during conversations several times a day.
- At least a few times a week, 25 percent of teens feel their parents get distracted by devices and don’t pay attention when they are together.”

“Nineteen percent of parents and 12 percent of teens say they argue about device use on a daily basis.”

“Fifty-eight percent of parents worry about their child’s use of mobile devices (see Figure 10), with parents of children age 13 to 15 more likely to be worried (69 percent) than parents of children age 16 to 18 (47 percent).”

(Michael B. Robb, Willow Bay and Tina Vennegaard, "The New Normal: Parents, Teens, and Digital Devices in Japan", USC Annenberg—Common Sense Media, 2017, [http://assets.uscannenberg.org/docs/CS\\_DigitalDevicesJapan\\_v8\\_press.pdf](http://assets.uscannenberg.org/docs/CS_DigitalDevicesJapan_v8_press.pdf))

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### **More than 80 Percent of Teens Own iPhone, Survey Says**

"Researchers asked more than 6,000 US teens, whose average age is 16.4 years old, what they spend money on and which brands they hold dear to their hearts."

"You see, 82 percent of teens surveyed said they owned an iPhone, and 84 percent said their next phone would be an iPhone. This sounds like uncommon brand loyalty."

(Chris Matyszczyk, "More than 80 Percent of Teens Own iPhone, Survey Says", CNET, April 10, 2018, <https://www.cnet.com/news/more-than-80-percent-of-teens-own-iphone-survey-says/>)

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### **The US Suicide Rate has Increased 30% Since 2000 - and It Tripled for Young Girls**

- "The suicide rate in the US jumped 30% from 2000 to 2016, according to new data from the Centers for Disease Control and Prevention."
- "The rise was especially large among young girls from 10 to 14, but it went up for females in every age group and for all men under 75."
- "The suicide rate among females increased 50%, while the rate for males increased 21%."
- "Suicide is now the second leading cause of death for all Americans from ages 10 to 34."

"...between 2000 and 2016, the suicide rate rose by 30% across the US."

"Among women, the rate has increased 50%,"...Holly Hedegaard...told Business Insider."

"Suicide is now the second leading cause of death for all Americans from 10 to 34 years old."

"According to the CDC, the suicide rate increased by about 1% every year from 2000 to 2016, then doubled to 2% increases every year from 2006 to 2016."

"The highest female suicide rate in 2016 was in women from ages 25 to 64."

"The suicide rate among young teen girls is now nearly triple what it was in 2000."

"Men's suicide rates are still higher than women's overall..."

“Depression and mental illness can't be willed away, and it's not a character flaw. Remember that traumatic events that could lead to depression can happen to anyone, and more than 1 in 20 Americans suffer from depression on any given day.”

(Hilary Brueck, “The US Suicide Rate has Increased 30% Since 2000 - and It Tripled for Young Girls”, Business Insider, June 14, 2018, <http://www.businessinsider.com/us-suicide-rate-increased-since-2000-2018-6>)

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### **1 in 7 Teens are Sexting, New Research Finds**

“...according to our study of over 110,000 teens from around the world published today, Monday Feb. 26, in *JAMA Pediatrics*.”

(Sheri Madigan and Jeff Temple, “1 in 7 Teens are Sexting, New Research Finds”, CBS News, February 26, 2018, <https://www.cbsnews.com/news/one-in-seven-teens-are-sexting-new-research-finds/>)

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### **Ten Ways “Grown-up” Christians Can Set a Better Example for Gen Z on Social Media**

“With 57% of today’s teenagers using screens 4+ hours a day and 26% report looking at a screen eight or more hours on an average day, it is beyond question that they are being shaped in profound ways (President of the Barna Group David Kinnaman).”

*“Be wise in the way you act toward outsiders; make the most of every opportunity. Let your conversation be always full of grace, seasoned with salt, so that you may know how to answer everyone.”—Col. 4:5-6*

“In light of these two passages, how can we set a better example for Gen Z on Social Media? This isn’t an exhaustive list, but it’s a start!”

“Am I building up or tearing down with this?”

“Do I have all of the facts? Or at least enough of them to make a reasonable judgment here?”

“Have I tried to understand the other person’s point of view?”

“Am I attacking the person when I should be critiquing their ideas?”

“Just because something is trending doesn’t mean I must comment, retweet, like, or share.”

“History and culture are complicated, have I oversimplified the issue/topic to more easily marginalize someone who doesn’t share my point of view?”

“If I was sitting across from this person would I say what I just said online?”

“Is what I am about to post helpful at this time? (some things don’t need to be said at certain times)”

“Am I being gracious in how I am saying what I am saying?”

“How can I leverage this moment to influence others toward Jesus and the way of life he offers?”

(Jonathan Morrow, Impact 360 Institute, no date available, <https://www.impact360institute.org/articles/ten-ways-grown-up-christians-can-set-a-better-example-for-gen-z-on-social-media/>)

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### **A Smartphone will change your child in ways you might not expect or want**

“But technology produces more than just individual narcissism. It creates generational blinders. Anyone who is outside of your immediate age range is no longer in your line of sight. So much time is spent keeping up with the drama of friends and schoolmates, and technology means that it can never be turned off.”

“In 2015, a team of childhood development experts worked with CNN to survey the social media postings of two hundred thirteen-year-olds from across the country. After combing through more than 150,000 posts (from Twitter, Instagram, Facebook, etc.), the experts concluded that, as Anderson Cooper put it, being thirteen is like a “real-time 24-7 popularity competition.”

“Maybe that doesn’t sound so much different from what you remember of middle school, but the resulting documentary, #Being13: Inside the Secret World of Teens, will seem deeply troubling to anyone over the age of thirty. First, of course, there’s the frequency with which teens are on mobile devices. The boys and girls interviewed acknowledged checking them more than one hundred times a day. Sometimes two hundred.”

(Naomi Schaefer, ‘A smartphone will change your child in ways you might not expect or want’, IFS Institute for Family Studies, January 8, 2018, <https://ifstudies.org/blog/a-smartphone-will-change-your-child-in-ways-you-might-not-expect-or-want>)

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### **5 Things to Keep in Mind Regarding Teens, Technology and Digital Detoxing**

1. “Time away from screens is something we all crave.”

“A Common Sense Media [study](#) found that many teens ages 14 to 19 are actually addicted to the internet, particularly [social media](#). They show signs of addiction, like lack of control over the

time they spend online and the inability to set priorities. Other studies show they may just be addicted to the false sense of social interaction that the internet provides. But that doesn't mean they enjoy having their phones in hand all the time. It can be a relief to relinquish technology for a while!"

"A student in one of my classes told me, "I have to admit that when my parents make me leave my phone at home while we have lunch with my grandparents, it's pretty nice to just be there and not wonder if my Snapchat is blowing up.""

"[Research](#) also suggests that kids who spend [more time on social media](#) feel less fulfilled socially. And the more platforms they use, the more stressed, anxious and [depressed](#) they become. "

(Laurie Wolk, "5 Things to Keep in Mind Regarding Teens, Technology and Digital Detoxing", US News, June 11, 2018, <https://health.usnews.com/wellness/for-parents/articles/2018-06-11/5-things-to-keep-in-mind-regarding-teens-technology-and-digital-detoxing>)

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### **No more smartphones at bedtime! Vamping and why teens are spending more time online than they do sleeping**

"In a newly released analysis of two large national surveys, my co-authors and I found that the number of U.S. teens who reported sleeping less than seven hours a night jumped 22% between 2012 and 2015."

"Sleep experts agree that teens need at least nine hours of sleep a night. But by 2015, 43% of teens reported sleeping less than seven hours a night on most nights – meaning almost half of U.S. teens are significantly sleep-deprived."

"2014 study found that 80%of teens admitted to using their phones when they were supposed to be sleeping – a practice some call "vamping." Some said they stayed up most of the night when their parents thought they were asleep."

(Jean Twenge, "No more smartphones at bedtime! Vamping and why teens are spending more time online than they do sleeping", Parent24, June 24, 2018, [https://www.parent24.com/Teen\\_13-18/Development/no-more-smartphones-before-bed-teens-are-spending-more-time-online-than-they-do-sleeping-says-study-20180618](https://www.parent24.com/Teen_13-18/Development/no-more-smartphones-before-bed-teens-are-spending-more-time-online-than-they-do-sleeping-says-study-20180618))

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### **Taking Away the Phones Won't Solve Our Teenager's Problems**

"One study notes a spike in anxiety and depression among teenagers in 2011 — around the time of broad smartphone adoption."

“Teenagers are struggling with anxiety more than any other problem, and perhaps more than ever before.”

“Across most types of anxiety runs a common thread — difficulty coping with feelings of uncertainty...”

“They have uncertain economic lives: Unlike previous generations, they can anticipate a worse economic future than their parents.”

“When we’re anxious, we gravitate toward experiences that dull the present anxious moment. Enter mobile devices, the perfect escape into a two-dimensional half-life, one that teenagers can make sense of.”

“We already know that teenagers go online to avoid feelings of stress, depression and anxiety, and we also know this strategy has more negative emotional consequences than positive ones.”

[Tracy A. Dennis-Tiway, “Taking Away the Phones Won’t Solve Our Teenager’s Problems”, The New York Times, July 14, 2018, (<https://www.nytimes.com/2018/07/14/opinion/sunday/smartphone-addiction-teenagers-stress.html>)

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### **Why kids and teens may face far more anxiety these days**

“The data on anxiety among 18- and 19-year-olds is even starker. Since 1985, the [Higher Education Research Institute](#) at UCLA has been asking incoming college freshmen if they “felt overwhelmed” by all they had to do. The first year, 18 percent replied yes. By 2000, that climbed to 28 percent. By 2016, to [nearly 41 percent](#).”

(Amy Ellis Nutt, “Why kids and teens may face far more anxiety these days”, The Washington Post, May 10, 2018, [https://www.washingtonpost.com/news/to-your-health/wp/2018/05/10/why-kids-and-teens-may-face-far-more-anxiety-these-days/?utm\\_term=.513196e21706](https://www.washingtonpost.com/news/to-your-health/wp/2018/05/10/why-kids-and-teens-may-face-far-more-anxiety-these-days/?utm_term=.513196e21706))

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### **Why kids and teens may face far more anxiety these days - Gen Z**

“With (social media), it’s all about the self-image — who’s ‘liking’ them, who’s watching them, who clicked on their picture,” said Marco Grados, associate professor of psychiatry and clinical director of child and adolescent psychiatry at Johns Hopkins Hospital. “Everything can turn into something negative ... [K]ids are exposed to that day after day, and it’s not good for them.”

“Anxiety, not depression, is the leading mental health issue among American youths, and clinicians and research both suggest it is rising. The latest study was published in April in the [Journal of Developmental and Behavioral Pediatrics](#). Based on data collected from the [National Survey of Children’s Health](#) for ages 6 to 17, researchers found a 20 percent increase in diagnoses of anxiety between 2007 and 2012. (The rate of depression over that same time period ticked up 0.2 percent.)”

(Amy Ellis Nutt, “Why kids and teens may face far more anxiety these days”, The Washington Post, May 10, 2018, [https://www.washingtonpost.com/news/to-your-health/wp/2018/05/10/why-kids-and-teens-may-face-far-more-anxiety-these-days/?utm\\_term=.513196e21706](https://www.washingtonpost.com/news/to-your-health/wp/2018/05/10/why-kids-and-teens-may-face-far-more-anxiety-these-days/?utm_term=.513196e21706))

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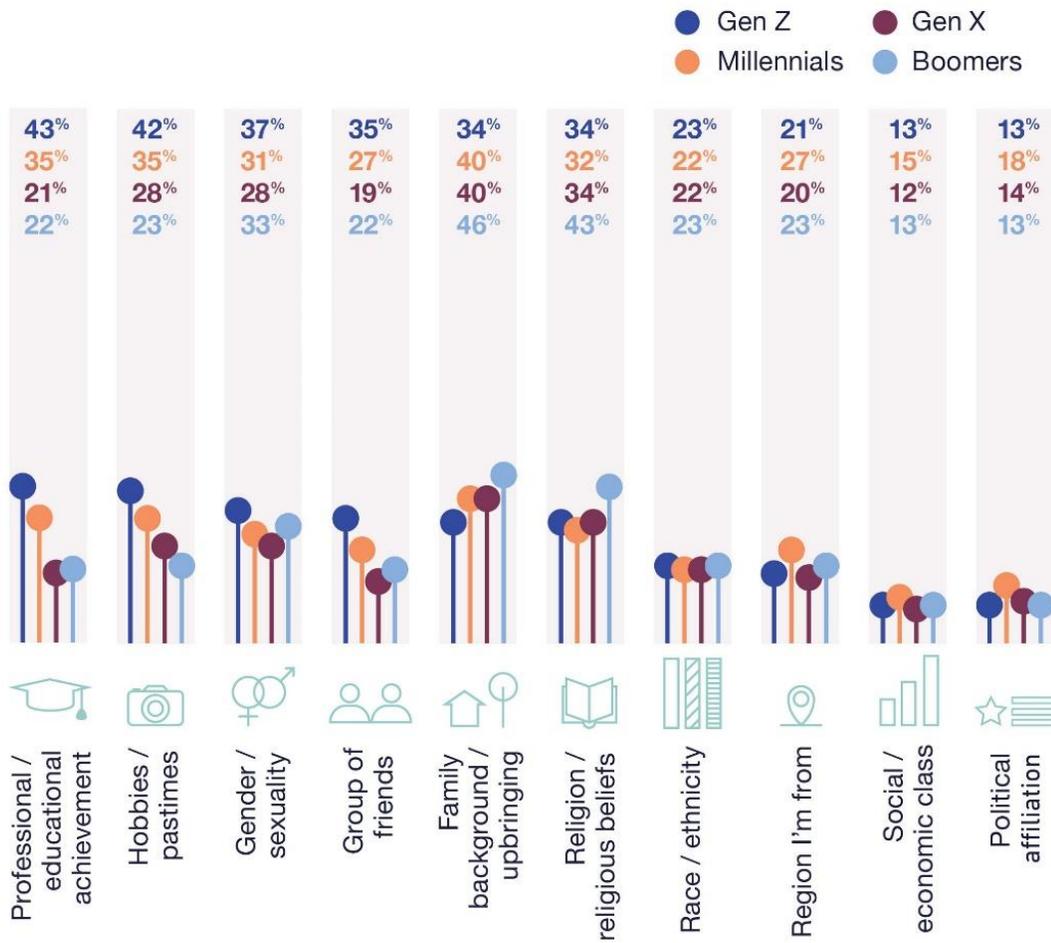
### **Is Gen Z the Most Success-Oriented Generation**

“Gen Z is that their expectations are largely shaped around themes of academic and career success—more so than any other generation we’ve observed.”

“Personal achievement, whether educational or professional (43%), and hobbies and pastimes (42%) are the things most central to Gen Z’s identity. Their responses stand out against those of their elders: Twice as many teens as Boomers strongly agree that these factors are important to their sense of self (22% and 24% in Boomers respectively), while older adults are more likely to say their family background and religion are central to their identity (one in three in Gen Z considers these important, but ranks them 5<sup>th</sup> and 6<sup>th</sup> as personally defining features).”

MY \_\_\_\_\_ IS VERY IMPORTANT TO MY SENSE OF SELF

Barna



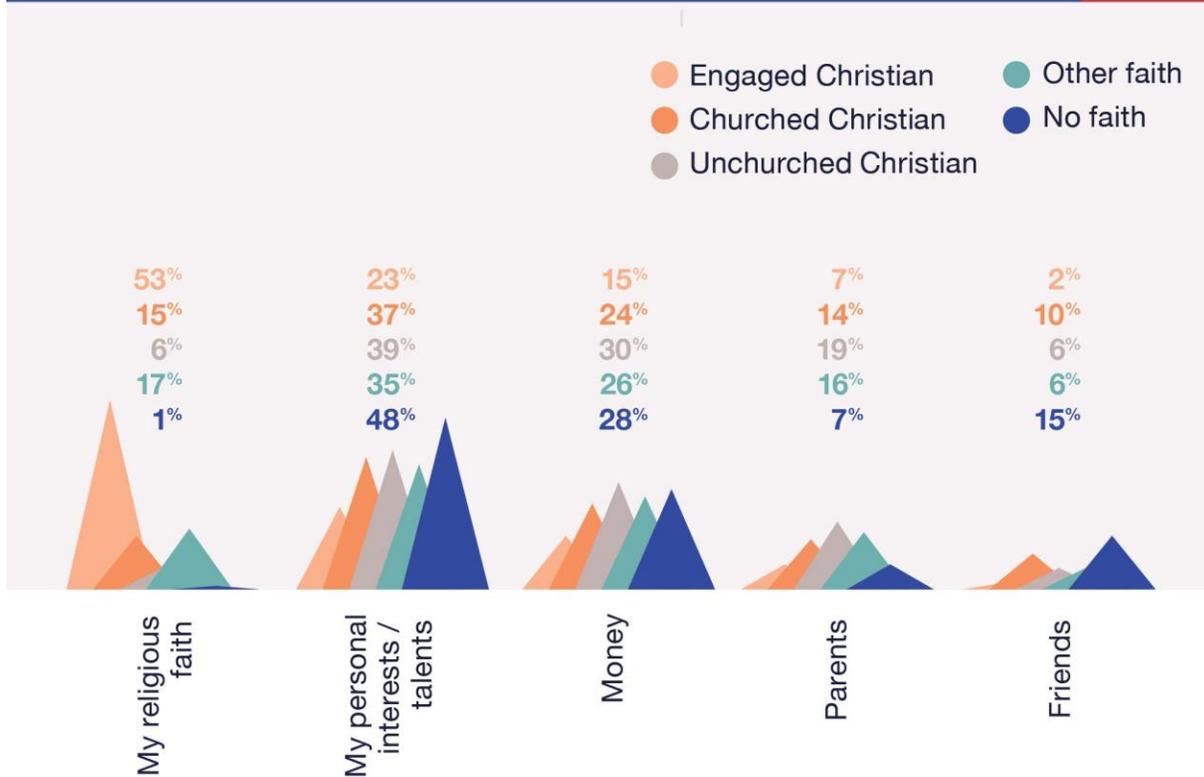
U.S. teens ages 13-18, n=1,490, Nov. 4-16, 2016. U.S. adults 19 and older, n=1,517, Nov. 4-16, 2016.

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“While all adult generations say family is most important to their sense of self, Gen Z’s identity is most defined by personal achievement.”

# MOST IMPORTANT FACTOR WHEN I THINK ABOUT MY FUTURE

Barna



U.S. teens ages 13-18, n=1,490, Nov. 4-16, 2016.

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“...Gen Z. Fewer teens are interested in starting a family or becoming more spiritually mature.”

# I WANT TO ACCOMPLISH \_\_\_\_\_ BEFORE AGE 30

Barna

	Gen Z	Rank	Millennials
Finish my education	66%	1	59% Become financially independent
Start a career	66%	2	52% Finish my education
Become financially independent	65%	3	51% Start a career
Follow my dreams	55%	4	40% Find out who you really are
Enjoy life before you have the responsibilities of being an adult	38%	5	31% Follow my dreams
Find out who you really are	31%	6	29% Become more mature spiritually
Travel to other countries	21%	7	28% Get married
Get married	20%	8	24% Enjoy life before you have the responsibilities of being an adult
Become more mature spiritually	16%	9	21% Become a parent
Become a parent	12%	10	20% Travel to other countries
Care for the poor and needy	9%	11	9% Care for the poor and needy
Try to become famous or influential	9%	12	5% Try to become famous or influential

U.S. teens ages 13–18, n=1,490, Nov. 4–16, 2016. U.S. adults 18–29, n=1,000, June 25–July 1, 2013.

© 2018 | barna.com

“GEN Z were born 1999 to 2015. (Only teens 13 to 18 are included in this study.)”

“MILLENNIALS were born 1984 to 1998.”

“GEN X were born 1965 to 1983.”

“BOOMERS were born 1946 to 1964.”

“ELDERS were born before 1946.”

“NO FAITH identify as agnostic, atheist or “none of the above.”

“ENGAGED CHRISTIANS identify as Christian, have attended church within the past six months...”

(“Is Gen Z the Most Success-Oriented Generation”, Barna Group, June 6, 2018, <https://www.barna.com/research/is-gen-z-the-most-success-oriented-generation/>)

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## How Teens Spend Their After-School Hours

“Between the school dismissal bell and the call for dinner, how do kids fill their time? If you picture an idyllic afternoon of bike rides, playgrounds and ice cream trucks, think again. These days, it’s almost impossible to imagine an off-the-grid, device-free existence, and this is especially true of children who have come of age in a tech-saturated world.”

“In fact, most of the after-school activities of children involve technology. A significant majority of children (64%) watch television or movies after school, regardless of their age group.”

“More than four in 10 (42%) play video games, but this is much more common among children ages 9–12 (48%) and 13–17 (49%).”

“More than one-quarter (27%) spend their free time on social media or texting with friends, though this is primarily an activity among the 13–17 age group (48%).”

“Half as many 9–12 year olds (25%) do the same, as well as only 13 percent of those eight or younger. One in four (25%) spend time browsing online, another activity dominated by teens.”

[David Kinnaman, How Teens Spend Their After-School Hours, Barna, August 29, 2017, (<https://www.barna.com/research/teens-spend-school-hours/>)]

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### **The Happiest Teens Use Smartphones, Digital Media Less than an Hour a Day**

“... Jean M. Twenge, ... a professor of psychology at SDSU, in a news **release**. ‘Aim to spend no more than two hours a day on digital media, and try to increase the amount of time you spend seeing friends face-to-face and exercising — two activities reliably linked to greater happiness.’”

“the happiest teens were those who spent a tad less than an hour per day on digital media...”

“... studies have shown self-esteem and life satisfaction levels dropped sharply after 2012, which is the same year that the number of Americans who owned a smartphone jumped over 50 percent.”

(“The Happiest Teens Use Smartphones, Digital Media Less than an Hour a Day”, Study Finds, Accessed June 11, 2018, <https://www.studyfinds.org/study-happiest-teens-use-smartphones-less-than-hour-day/>)

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### **The Beauty of Intolerance Notes**

- Tolerance of the tolerance = be tolerant of the tolerant and permission to be Intolerant of the Intolerant.
- First full blown culture of Tolerance in the Church. (93%, 5%, 1-20, not recycling)
- You are hateful, attacking me.
- Gay, listen to their story.
- Others treat us the way we treat them. The law of reciprocity.

- Students intolerant of child sex trafficking (an moral absolute)
- Tolerant of Porn – porn is first cause of child sex-trafficking.
- Woman at the well. Jesus went against established cultural beliefs. Norms: men don't talk to women.

1 Kings 3:9: “So give your servant an understanding heart ... to discern between good and evil.”

John 8:32: “and you will know the truth, and the truth will make you free.”

Psalms 89:14: “Unfailing love and truth walk before you as attendants.

Lev. 19:33-34: “...Love them as you love yourself.”

Matt. 7:12: “Do to others whatever you would like them to do to you.”

Love: is making the security, happiness and welfare of another person as important as your own.

Eph. 4:15: “Speak the truth in Love, growing more and more like Christ.”

[The Beauty of Intolerance Notes 3.1.2018, (JJosh Work Drive/Josh tying out/2016/Beauty of Intolerance Notes 1.3.2018)]

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### **Forty-five percent of teens are online almost constantly – and they don't know if it's good for them**

“Forty-five percent of teenagers say they are online ‘almost constantly,’ according to a new Pew Research Center study

“One 15-year-old girl, for instance, said that social media provide a ‘fake image of someone’s life.”

(Abby Ohlheiser, “Forty-five percent of teens are online almost constantly – ad they don't know if it's good for them”, The Washington Post, May 31, 2018, [https://www.washingtonpost.com/news/the-intersect/wp/2018/05/31/fifty-five-percent-of-teens-are-online-almost-constantly-and-they-dont-know-if-its-good-for-them/?utm\\_term=.92a50c35f734](https://www.washingtonpost.com/news/the-intersect/wp/2018/05/31/fifty-five-percent-of-teens-are-online-almost-constantly-and-they-dont-know-if-its-good-for-them/?utm_term=.92a50c35f734))

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## Digital Detox: How Much Screen Time is too Much?

A recent UCLA study found that sixth-graders who spent a week unplugged from electronics were able to read facial emotions and other nonverbal cues better than those with access to devices.

(Mary Jackson, WORLD News Group, February 06, 2015, Digital Detox, How much screen time is too much for children?, [https://world.wng.org/2015/02/digital\\_detox](https://world.wng.org/2015/02/digital_detox))

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## How Teens Today are Different from Past Generations

“...more lonely, anxious, and depressed...”

“They spend five to six hours a day texting, chatting, gaming, web surfing, streaming and sharing videos, and hanging out online.”

“Social media use means teens are spending less time with their friends in person. ... Girls may be especially vulnerable, since they use social media more, report feeling left out more often than boys, and report twice the rate of cyberbullying as boys do.”

“**iGens grow up more slowly.** iGens also appear more reluctant to grow up. They are more likely than previous generations to hang out with their parents, postpone sex, and decline driver’s licenses.”

“...iGens believe they have less control over how their lives turn out. Instead, they think that the system is already rigged against them—a dispiriting finding about a segment of the lifespan that is designed for [creatively reimagining the future](#).”

“... are respectful and inclusive of [diversity](#) of many kinds. ... they reject offensive speech more than any earlier generation, and they are derided for their ‘fragility’ and need for ‘[trigger warnings](#)’ and ‘safe spaces.’ (Trigger warnings are notifications that material to be covered may be distressing to some. A safe space is a zone that is absent of triggering rhetoric.)”

“...more students believe the First Amendment is ‘outdated,’

“The good news is that iGens are less entitled, narcissistic, and over-confident than earlier generations, and they are ready to work hard. They are inclusive and concerned about social justice. And they are increasingly more diverse and less partisan, which means they may eventually insist on more cooperative, more just, and more egalitarian systems.”

(Diana Divecha, “How Teens Today are Different from Past Generations”, Greater Good, October 20, 2017,

[https://greatergood.berkeley.edu/article/item/how\\_teens\\_today\\_are\\_different\\_from\\_past\\_generations#thank-influence](https://greatergood.berkeley.edu/article/item/how_teens_today_are_different_from_past_generations#thank-influence))

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### **Major depression on the rise among everyone, new data shows**

“Diagnoses of major depression have risen dramatically by 33 percent since 2013,’ the report reads.”

“The CDC says one in five children ages 3 through 17 — about 15 million — have a diagnosable mental, emotional or behavioral disorder in a given year. But only 20 percent of them get diagnosed or receive care.”

(Maggie Fox, “Major depression on the rise among everyone, new data shows”, NBC News, May 10, 2018, <https://www.nbcnews.com/health/health-news/major-depression-rise-among-everyone-new-data-shows-n873146>)

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### **More Time Teens Spend on Phone, More Likely They’ll Attempt Suicide, Study Finds**

“Nearly half (48 percent) of teens who spent at least five hours a day on an electronic device had either thought about or attempted suicide. Yet that figure was far lower (28 percent) among teens who only spent an hour a day glued to a screen.”

“No more than two hours of screen time would be considered a ‘safe zone.’”

“According to the CDC, suicide rates have skyrocketed 31 percent among teens from 2010 to 2015, particularly among girls, who saw a 65 percent increase in suicides and 58 percent rise in depression rates.”

(“More Time Teens Spend on Phone, More Likely They’ll Attempt Suicide, Study Finds”, Study Finds, December 2, 2017, <https://www.studyfinds.org/suicide-teens-smartphones-screen-time/>)

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### **How Smart Phones are Causing Kids to Experience Altered Childhoods**

“Any kind of compulsive activity... boils down to the displacement of other things.”

“...restricted to an hour of use a day, with the phone automatically shutting off during school hours and at 9 pm every night...”

(Leah Campbell, "How Smart Phones are Causing Kids to Experience Altered Childhoods", Fox News, June 2, 2018, <http://www.foxnews.com/health/2018/06/02/how-smart-phones-are-causing-kids-to-experience-altered-childhoods.html>)

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### **Teens spend a mind boggling 9 hours a day using media, report says**

"Teens spend 9 hours (the nine hours does not include time spent using media at school or for their homework.) a day, tweens (8-12 years) 6 hours a day on average consuming media, report by Common sense Media." (Kelly Wallace, CNN, November 4, 2015, "Teens Spend A 'Mind-Boggling' 9 Hours A Day Using Media, Report Says", <http://www.cnn.com/2015/11/03/health/teens-tweens-media-screen-use-report/index.html>)

"67% of teens own a smartphone"

"53% of tweens have their own tablet."

(Kelly Wallace, CNN, November 4, 2015, "Teens Spend A 'Mind-Boggling' 9 Hours A Day Using Media, Report Says", <http://www.cnn.com/2015/11/03/health/teens-tweens-media-screen-use-report/index.html>)

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### **7 Ways Gen Zs and millennials are drastically different**

"100 [Gen Zs](#) shared with Business Insider what they think makes them different from [millennials](#), and a few trends were clear."

"Gen Zs believe themselves to be social justice-minded and more dependent on technology than millennials."

"Marketers have noticed that this generational cohort isn't as brand-conscious as their peers, and they're much more frugal."

"But now it's time for a new generation to take the spotlight - and the heat: [Generation Z](#), or all Americans [born after 1997](#), are the newest generation."

"Gen Zs don't know a world before mobile technology or social media or smartphones..."

"For Gen Z, this tech is all we ever knew about and has been in our lives since we were babies," New York resident Isabel Lagando, 14, told Business Insider."

"Margaret Bolt, a 15-year-old from North Carolina, said that's made her generation more impatient".

"Everything in our generation is immediate," Bolt told Business Insider. "Since we have been raised in an age where texts and messages can be sent in the blink of an eye, we are less patient than other generations because we are used to having instant gratification."

"Gen Zs may be more entrepreneurial than Millennials."

"Gen Zs are increasingly less likely to [not work a traditional job](#). According to one study by Harvard Business Review, around 70% of them are [self-employed](#) - teaching piano, making money off a YouTube channel, or creative ways of making a buck."

"And, while millennials went to college [more than any other generation](#) before them, some Gen Zs are trying to achieve success without a four-year degree."

"After seeing their millennial peers bogged down by debt and woefully underemployed, Zs are reconsidering the need for a formal education, opting instead for alternative programs and experiences-or no college at all," reads [a report on Gen Z trends by Awesomeness TV](#)."

"Millennials loved their brands when they were teens. Gen Zs don't really care."

"...brand loyalty is not so common among today's teens."

"They're less brand-conscious and they are not spending as much as millennials do," Kyle Andrew, chief marketing officer of American Eagle Outfitters, [told Fast Company](#)."

"[As I wrote previously](#), Gen Zs prefer trends that can be shown off on social media - like ["unicorn makeup"](#) and patches and t-shirts with political slogans."

"Simply bragging that you're able to afford a certain brand isn't as interesting as showing off your individual personality."

"In [a recent Business Insider survey on Generation Z](#), nearly 10% of teens said the No. 1 issue that their generation will have to face relates to the economy and debt."

"Generation Z is intentionally choosing to attend a less-expensive college so they can graduate with less debt," Jason Dorsey, president of the Center for Generational Kinetics told Mic [in 2017](#)."

"No or less debt means they can enter the job force with more mobility, allowing them to take a job they really want that may pay less, because a good amount of their salary won't be going to a college fund."

"According to [a report](#) from boutique research firm [747 insights](#), 81% of Gen Zs have one or more friend who is of a different race than their own. But only 69% of Millennials can say the same."

"Geographic location is not a problem and does not define who we are,"

"They're very used to consuming entertainment that has come from other parts of the world,"

"Gen Zs are exploring new gender norms — or discarding gender all together."

[Rachel Premack, 7 ways Gen Zs and millennials are drastically different, Business Insider, July 7, 2018, (<https://nordic.businessinsider.com/gen-zs-habits-different-from-millennials-2018-6/>)]

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### **Generation Z predicts the future: America's kids explain love, marriage and gender roles**

"Expect the next generation to deepen the cultural shifts prominent among Millennials. Take this: Children today are more open to dating people who don't look or think like them."

"Gen Z is the [most racially diverse generation](#), research firm 747 Insights found, and [interracial marriage is on the rise](#). About four in five children say they'd date outside their race, notes youth marketing firm YPulse, and a majority of 13-to-17-year-olds said they'd date someone with different religious or political views."

"About 80 percent of teens are open to getting married one day, YPulse found."

"...(66 percent) back marriage equality,..."

"...Future mothers are expected to continue the decades-long trend of [having children later in life](#). Gen Z moms and dads might also flip traditional timelines, welcoming babies before marriage, Wood said. It's a shift that's already more accepted as about [a third of U.S. children](#) live in homes with unmarried parents, Pew notes."

[Ashley May & Sean Rossman, "Generation Z predicts the future: America's kids explain love, marriage and gender roles", USA TODAY (KTVB), June 19, 2018, (<https://www.ktvb.com/article/news/nation-now/generation-z-predicts-the-future-americas-kids-explain-love-marriage-and-gender-roles/465-dc3c1414-d182-4f7e-b860-1e968b4679d2>)]

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### **Post-Millennials Less Negative Toward Christianity: UK Survey**

"A major survey in the U.K. of 4,087 British adults on their attitudes toward religious people revealed that those of Generation Z are less likely to have a negative perception of Christians than millennials are."

"According to results from the [ComRes survey](#), released Thursday, 12 percent of 18- to 24-year-olds agreed (and 50 percent disagreed) that Christians are a "negative force in society." Among 25- to 34-year-olds, 14 percent agreed with the statement and 40 percent disagreed".

“Forty-eight percent of those 18-24 disagreed with the statement “I would be more likely to trust a person with no religious beliefs than a Christian.”

“Across all age groups, a majority said they never attended church.”

“The poll revealed that 65 percent of 18- to 24-year-olds never went to church; 9 percent said they are regular churchgoers. Meanwhile, 70 percent of 25- to 34-year-olds never attended church while 11 percent said they regularly attend.”

[Stoyan Zaimov, “Post-Millennials Less Negative Toward Christianity: UK Survey”, Christian Post, July 13, 2018, (<https://www.christianpost.com/news/post-millennials-less-negative-toward-christianity-uk-survey-226021/>)]

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### **Is Gen Z the Most Success-Oriented Generation?**

“Gen Z is that their expectations are largely shaped around themes of academic and career success—more so than any other generation we’ve observed.”

“Personal achievement, whether educational or professional (43%), and hobbies and pastimes (42%) are the things most central to Gen Z’s identity. Their responses stand out against those of their elders: Twice as many teens as Boomers strongly agree that these factors are important to their sense of self (22% and 24% in Boomers respectively), while older adults are more likely to say their family background and religion are central to their identity (one in three in Gen Z considers these important but ranks them 5th and 6th as personally defining features).”

“While all adult generations say family is most important to their sense of self, Gen Z’s identity is most defined by personal achievement.”

“Fewer teens are interested in starting a family or becoming more spiritually mature...”

“More than half of teens want to follow their dreams...”

	Gen Z	Rank	Millennials	
Finish my education	66%	1	59%	Become financially independent
Start a career	66%	2	52%	Finish my education
Become financially independent	65%	3	51%	Start a career
Follow my dreams	55%	4	40%	Find out who you really are
Enjoy life before you have the responsibilities of being an adult	38%	5	31%	Follow my dreams
Find out who you really are	31%	6	29%	Become more mature spiritually
Travel to other countries	21%	7	28%	Get married
Get married	20%	8	24%	Enjoy life before you have the responsibilities of being an adult
Become more mature spiritually	16%	9	21%	Become a parent
Become a parent	12%	10	20%	Travel to other countries
Care for the poor and needy	9%	11	9%	Care for the poor and needy
Try to become famous or influential	9%	12	5%	Try to become famous or influential

U.S. teens ages 13–18, n=1,490, Nov. 4–16, 2016. U.S. adults 18–29, n=1,000, June 25–July 1, 2013.

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“Notice that marriage—once seen as a key marker of adulthood—doesn’t even make their list.”

“A sizable majority of Gen Z says their parents or another family member is their role model...”

“When students see themselves as God’s masterpieces (see Eph. 2:10), they see themselves as God sees them...”

GEN Z were born 1999 to 2015.

MILLENNIALS were born 1984 to 1998

GEN X were born 1965 to 1983.

BOOMERS were born 1946 to 1964

ELDERS were born before 1946.

(Barna Group, "is Gen Z the Most Success-Oriented Generation?", Barna Group, June 6, 2018, (<https://www.barna.com/research/is-gen-z-the-most-success-oriented-generation/>)

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## **Why Generation Z learners prefer YouTube Lessons Over Printed Books**

"Generation Z kids who have a higher preference for learning from YouTube and videos, compared with printed books." (Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

"The Harris Poll...ages 14 to 23—the so-called Generation Z group—YouTube ranked the highest as a preferred learning tool." (Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

"Educators and researchers alike agree that young people's tendency to gravitate toward YouTube has to do with the fact that they've grown up with this technology and expect it to always be available to them." (Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

"A recent Pew Research Center survey found that 85 percent of U.S. teenagers use YouTube, and 32 percent say they use the video-sharing platform more often than other social media platforms. Forty-seven percent spend three or more hours a day on YouTube, according to the Pearson study." (Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

"YouTube, however, has recently been accused of targeting children with advertisements and violating the Children's Online Privacy Protection Act, Education Week reported in April. More than 20 consumer advocacy groups filed a complaint with the Federal Trade Commission, alleging that YouTube has been gathering data of children to target advertisements."

YouTube recommends videos that contain "extremist viewpoints, conspiracy theories, violent and adult content," he said. (Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

YouTube is "almost more personal than reading a book, because you see them and what they're actually doing, and not just what they're writing."

(Lauraine Genota, "Why Generation Z Learners Prefer YouTube Lessons Over Printed Books", Education Week, September 11, 2018, <https://www.edweek.org/ew/articles/2018/09/12/why-generation-z-learners-prefer-youtube-lessons.html>)

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## **The FAQs: What Parents Should Know About Peer Contagion**

"The term [peer contagion](#) describes a process of mutual influence between a child or adolescent and their peers that includes behaviors and emotions that potentially undermine one's own development or cause harm to others. This is the social contagion thesis; that sociocultural phenomena can spread through, and leap between, populations more like outbreaks of measles or chicken pox than through a process of rational choice." (Joe Carter, "The FAQs: What Parents Should Know About Peer Contagion", The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

"[Peer pressure](#) is the feeling that one must do the same things as other people of one's age and social group in order to be liked or respected by them. Peer contagion is similar in form to peer pressure but is often more broad-based and likely to lead to more extreme negative behavioral outcomes. Why is peer contagion more of a problem now than in previous generations?" (Joe Carter, "The FAQs: What Parents Should Know About Peer Contagion", The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

"While peer contagion has always been a problem, communication technology has increased the extent and effect of peer interactions, both direct and indirect. Throughout history most children and teens were limited to the peers they came in contact with in person—thereby limiting the exposure points for peer contagion. But technology, especially social media and smartphones, has made it possible for children and teens to be directly connected with strangers, and to extend peer relationships in new ways." (Joe Carter, "The FAQs: What Parents Should Know About Peer Contagion", The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

"More than [half of all teenagers](#)—61 percent of boys and 52 percent of girls—have met a new friend online, and almost one-third (29 percent) of teens indicate that they have made more than five new friends in online venues. Most of these friendships remain online, as only 20 percent of all teens have met an online friend in person." (Joe Carter, "The FAQs: What Parents Should Know About Peer Contagion", The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Girls who have met new friends online are more likely to meet them via social media (78 percent vs. 52 percent of boys), while boys are substantially more likely to meet new friends while playing games online...” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“[bi-curious](#)” has come to be used to refer to such people who are “interested in having a same-gender sexual experience without necessarily labeling their sexual orientation as bisexual.” Many observers have noted that social contagion is the only adequate explanation for why so many women have become bi-curious in such a short period of time. The ubiquitous promotion by the media of bisexual female relationships has promoted the idea that such “experimentation” is a natural part of growing up female. Even young men and women who have no desire to actually engage in same-sex sexual contact are encouraged to be “open” to bisexuality.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“...[medical journal Pediatrics](#) found that young people are 329 percent more likely than adults to identify as transgender, and that there are almost as many transgender teens as there are adult men and women who identify as gay and lesbian.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Prior to 2012, there were few reported cases and little to no research studies about adolescent females with gender dysphoria first beginning in adolescence. But parents have recently been reporting that their children are experiencing what is described as “rapid-onset gender dysphoria,” appearing for the first time during puberty or even after its completion.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“According to a [recently published study](#), the onset of gender dysphoria seemed to occur in the context of belonging to a peer group where one, multiple, or even all of the friends have become gender dysphoric and transgender-identified during the same timeframe. Parents also report that their children exhibited an increase in social media/internet use prior to disclosure of a transgender identity.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“In 36.8 percent of the friendship groups described in the study, the majority of the members became transgender-identified. As the study notes, “The description of cluster outbreaks of gender dysphoria occurring in pre-existing groups of friends and increased exposure to social media/internet preceding a child’s announcement of a transgender identity raises the possibility of social and peer contagion.” (Joe Carter, “The FAQs: What Parents Should Know About Peer

Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“What can parents do to counter the effects of peer contagion? The most important and obvious step a parent can take is to help their child select the right group of peers. For better and for worse, your child will be influenced by the people they associate with. While the Bible doesn’t use the term “peer contagion,” it has quite a lot to say about both the company we keep and avoiding negative influences: (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Walk with the wise and become wise, for a companion of fools suffers harm” ([Pr. 13:20](#)) “My son, if sinful men entice you, do not give in to them” ([Pr. 1:10](#)) “Do not be misled: ‘Bad company corrupts good character’” ([1 Cor. 15:33](#)).” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“We can’t completely control who will they be exposed to, of course, but whenever possible, parents should know their child’s peer group. And as much as we can, we should choose whom they will spend their time with both online and in person.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Another key to fighting peer contagion is to dilute the effect of peers with intergenerational influences. Outside of parents and teachers, most teens and children do not associate with older people on a daily basis. This is often true even in our churches, which tend to be voluntarily segregated by age groups.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Having older “peers” in their life, though, can dilute the effect of their own age cohort, and give teens a broader perspective on their problems. It is also helpful for older children and teens to have an adult in the church (and outside of their family) they can turn to for guidance or to talk to about their struggles.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018,  
<https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

“Intergenerational community is part of God’s vision for the church and family, which is why our children suffer when they don’t have friendships and influences that cross generational lines.” (Joe Carter, “The FAQs: What Parents Should Know About Peer Contagion”, The Gospel Coalition, September 12, 2018, <https://www.thegospelcoalition.org/article/faqs-parents-know-peer-contagion/>)

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## Gen Z Is Coming to the Workforce. Here's What to Expect

“Gen-Z high school seniors are less likely to have tried alcohol and had sex than their previous generations of the same age. That shows responsibility. But they are also less likely to have a driver's license, which shows caution and a dependence on others. (Suzanne Lucas, “Gen Z is coming to the workforce. Here's what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

“In theory, this is because they spend so much time on their smartphones that they don't need to leave the house to interact with peers. That keeps teen sex from happening and alcohol consumption down.” (Suzanne Lucas, “Gen Z is coming to the workforce. Here's what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

“It also means they haven't had as much experience dealing face-to-face with people and problems. When you're texting, you can just walk away, but getting up and walking out of a meeting is rude and inappropriate. You may have to do some general coaching of how to behave in groups, especially where it's not structured, like at a conference, when there is free time. You may also want to increase your text communications rather than face-to-face. It's what they are used to.” (Suzanne Lucas, “Gen Z is coming to the workforce. Here's what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

They want financial security; 82 percent of college freshmen prioritize becoming well off. Only 36 percent of their grandparents made that a priority in 1970.” (Suzanne Lucas, “Gen Z is coming to the workforce. Here's what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

**“Remember, it's important not to let the "group" overshadow the individual. You need to talk to the individual to understand what is important to that person and what that person needs, not just assume that everyone under 23 is the same.”** (this needs to be put at the front of the Gen Z portfolio in bold letters so that it is the first thing people will read)

(Suzanne Lucas, “Gen Z is coming to the workforce. Here's what to expect”, Inc.com, September 8, 2018, <https://www.inc.com/suzanne-lucas/gen-z-is-coming-to-workforce-here-is-what-to-expect.html>)

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## iTech Rising: What a 3-D Generation Means to 21st Century Church

“They manipulate their touch-screen technology with ‘swipes, touches, and pinches’ rather than ‘points and clicks.’ They process information through screens. They archive their lives and stream their media through cloud technologies.”

“This YouTube, Snapchat, and Twitter generation doesn’t tolerate long, passive, non-visual, Sunday morning monologues. They’re interactive and experiential. Micro-media has shrunk their attention spans to a few minutes. The iTechs process information via touch technology and communicate with emojis. *Think TedTalk. Think coffee shop conversation. Think with your eyes not your ears.*”

“They experience a world where the artificial, fake, and computer-generated is unbelievably *real*. Consequently, iTechs hunger for authentic, powerful spiritual experiences.”

**“Without a doubt, the iTech Generation will force preachers and teachers to inhabit more interactive and collaborative discipleship and learning strategies.”**

“The iTechs experienced a world where truth is no longer considered objective. ... It’s why ‘my truth’ isn’t always ‘your truth.’ Truth is now personal.”

“Christianity is the only religious truth built around a Person, not a set of rules, book of divine revelation, or system of principles.”

“They desire something Real, Relevant, and Rewarding. It’s no wonder the finest apologetic for Christianity is still a life transformed by Jesus.”

(Rick Chromey, “iTech Rising: What a 3-D Generation Means to 21<sup>st</sup> Century Church”, Group Publishing, July 25, 2018, [https://www.group.com/refresh-the-church/blog/itech-rising-what-a-3-d-generation-means-to-21st-century-church/?contact\\_eid=af7282e9-084c-4fc2-9e56-f86c5ce14f95&utm\\_source=bm23&utm\\_medium=email&utm\\_term=Read+The+Full+Article&utm\\_content=RTC\\_20180727\\_Blog&utm\\_campaign=07/27/2018&\\_bta\\_tid=28496661725476417335822032081008830418787040920128309764411798106772872402114013312033533397551009667589#.W18vI9JKiUI](https://www.group.com/refresh-the-church/blog/itech-rising-what-a-3-d-generation-means-to-21st-century-church/?contact_eid=af7282e9-084c-4fc2-9e56-f86c5ce14f95&utm_source=bm23&utm_medium=email&utm_term=Read+The+Full+Article&utm_content=RTC_20180727_Blog&utm_campaign=07/27/2018&_bta_tid=28496661725476417335822032081008830418787040920128309764411798106772872402114013312033533397551009667589#.W18vI9JKiUI))

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### **Teenagers increasingly prefer family time to sex, study suggests**

“The report said: ‘The low levels of teenage pregnancy rates may in part be attributed to lower levels of face-to-face interaction between young people and their peers, as opportunities for sexual interaction that could result in a pregnancy are reduced.’”

“Around a third (33 per cent) of teenagers viewed time with their family as of high importance, compared to 27 per cent who said the same for their friends.”

“The majority of respondents (82 per cent) said getting good grades or succeeding in their chosen career was a priority, compared to around two thirds (68 per cent) who said the same of spending time with their peers.”

(Tom Embury-Dennis, “Teenagers increasingly prefer family time to sex, study suggests”, Independent, July 18, 2018, <https://www.independent.co.uk/news/health/teenage-sex-family-time-teen-pregnancy-online-relationships-social-media-a8452006.html>)

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### **GenZ and Morality: What Teens Believe (So Far)**

“...the leading edge of Genz, along with Millennials, appear to hold notably different views about morality than other generations.”

“One-quarter of Gen Z (24%) strongly agrees that what is morally right and wrong changes over time based on society. ... Twice as many Gen Z than Boomers (12% believe this ... the self as moral arbiter ... 21 percent of Gen Z and 23 percent of Millennials believe each individual is his or her own moral authority – though Gen X (18%) and Boomers (17%) aren’t too far behind on this one. ... these are only the proportions who *strongly* agree...”

“Fully three out of five among the eldest generation (61%) strongly agree that lying is immoral, while only one-third of Gen Z (34%) believes lying is wrong . There is a continuous slide by generation in conviction about this moral principle.”

“...though Gen Z are the most progressive on abortion, almost three in 10 believe it is wrong (29%)”

“About four in 10 Gen Z feel a strong conviction that marriage ought to be a lifelong commitment between a man and woman (38%, on par with Millennials at 37%). ... when it comes to issues of sexuality, on which Gen Z tends to be least conservative. For instance, only one-fifth (21%) believes sex before marriage is wrong—though they are mostly on par with other generations, with Gen X being the most conservative (26%). They are least likely to take issue with same-sex sexual activity; only one-fifth (20%) is strongly opposed to it.”

“...engaged Christians are more than twice as likely to say that lying is wrong (77%) compared to their churched counterparts (38%), and almost four times more likely than those who claim no faith (20%).”

“...more than three-quarters of engaged Christians believe sex before marriage (76%) and homosexual behavior are morally wrong (77%), compared to only fractions of those with no faith (5% and 4% respectively) and one-quarter of churched Christians (25% and 24% respectively).”

“These young Americans have come of age in an incredibly complex world with access to more information and ideas than any other generation before them. They are also the most diverse generation in history. These realities have not only broadened their horizons and sources of input, but inculcated a deep sense of empathy. For instance, Gen Z as a whole are generally opposed to challenging others’ beliefs, likely driven by a desire to avoid offense or to acknowledge the value of other perspectives.”

“Engaged Christian teens (and adults, for that matter) are twice as likely as their peers to strongly disagree that ‘if your beliefs offend someone or hurt their feelings, they are probably wrong.’ That is, two-thirds do not equate the truth of their beliefs with how appealing (or unappealing) they are to others.”

(David Kinnaman, Roxanne Stone, “GenZ and Morality: What Teens Believe (So Far)”, Barna Group, October 9, 2018, <https://www.barna.com/research/gen-z-morality/>)

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### **Teen study: 89 percent have smartphones; hate content exposure has gone up**

“The “Social Media, Social Life” report asked 1,141 American teens ages 13 to 17”

- “Smartphone ownership has expanded dramatically among teens over the past six years. Less than half of teens (41 percent) had phones in 2012. Today, 89 percent of teens do.”
- “If you add in ownership of tablets, total mobile access has climbed from 67 percent of all teens in 2012 up to 95 percent today.”
- “All told, 80 percent of teens are daily texters, up from 68 percent in 2012.”
- “Nearly half (47 percent) of teens who have a smartphone say they are “addicted” to it. But that doesn’t translate to a social media addiction. Less than a quarter (24 percent) said they’re addicted to social media.”
- “Nearly seven in 10 teens say they silence or put away their phones “all” (46 percent) or “most” (23 percent) of the time while they drive.”
- “The percentage of teens who check social media multiple times a day has more than doubled, from 34 percent in 2012 to 70 percent in 2018.”
- “Snapchat is the favorite social media of teens, with 41 percent saying they use it the most. Instagram is next, with 22 percent.”
- “Facebook use among teens fell from 68 percent in 2012 to 15 percent in 2018.”
- “Teens are more likely to say that social media has a positive rather than a negative effect on how they feel.”
- “A quarter of teens say using social media makes them feel less lonely, compared to 3 percent who say more.”
- “Over the past six years, there has been an increase in exposure to racist, sexist, homophobic or religious-based hate content in social media. Nearly two-thirds (64 percent) of teens say they “often” or “sometimes” come across such posts.”
- “About 1 in 10 teens (13 percent) say they have been cyberbullied.”

- “More than 1 in 5 teens (23 percent) say they have tried to help someone who has been cyberbullied.”
- “More than a quarter of teens (27 percent) say social media is an “extremely” or “very” important platform for creative expression, whether it’s sharing their artwork or just the things they like.”
- “A relatively small portion of teens (16 percent) have a hidden social account. Of the 16 percent who said they have a duplicate, hidden account, most said they were hiding the account from people who were not close friends rather than from their parents.”

(Jennifer McClellan, “Teen Study: 89 percent have smartphones; hate content exposure has gone up”, USA Today, September 10, 2018, <https://www.usatoday.com/story/life/allthemoms/2018/09/10/teens-say-social-media-has-positive-effect-how-they-feel-common-sense-media/1204457002/>)

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### **Gen Z is Set to Outnumber Millennials Within a Year**

“The key factor that differentiated these two groups, other than their age, was an element of self-awareness versus self-centeredness,’ according to ‘Rise of Gen Z: New Challenge for Retailers,’ a report by Marcie Merriman, an executive director at Ernst & Young LLP. Millennials were ‘more focused on what was in it for them. They also looked to others, such as the companies they did business with, for solutions, whereas the younger people naturally sought to create their own solutions.’”

“William Strauss and Neil Howe, American historians and authors who first coined the term ‘millennials,’ use 1982 and 2004 as the cutoff years. The Pew Research Center defines those born in 1981 through 1996 as millennials, a time-frame also used by Ernst & Young in the survey Merriman wrote about.”

(Lee J. Miller and Wei Lu, “Gen Z is Set to Outnumber Millennials Within a Year”, Bloomberg, August 20, 2018, <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>)

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### **One in Five College Students So Stressed they Consider Suicide**

“Among more than 67,000 students surveyed, over 20 percent said they experienced stressful events in the last year that were strongly associated with mental health problems, including harming themselves and suicidal thoughts or attempts, researchers found.”

“Stressful events defined as traumatic or difficult to handle included: academic pressures; career issues; death of a family member or friend; family problems; intimate and other social

relationships; finances; health problems of a family member or partner; personal appearance; personal health problems and sleep difficulties.

“Liu's team found that 3 out of 4 students had experienced at least one stressful event in the previous year. And more than 20 percent experienced six or more stressful events in the past year.”

“Among these students, 1 in 4 said they had been diagnosed with or treated for a mental health problem. Furthermore, 20 percent of all students surveyed thought about suicide, 9 percent had attempted suicide, and nearly 20 percent injured themselves.”

(Jim Liebelt, “One in Five College Students So Stressed They Consider Suicide”, Crosswalk, September 10, 2018, <https://consumer.healthday.com/general-health-information-16/suicide-health-news-646/1-in-5-college-students-so-stressed-they-consider-suicide-737502.html>)

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## **Online Marketing As We Know it is Changing with the Rise of Generation Z**

“...between 1995 and 2014 ... the first truly digital generation.”

“On average, Gen Z spends between [six and nine hours per day](#) consuming media. And they use an average of [five screens](#) - smartphone, TV, laptop, desktop, and tablet - switching among them for different purposes. As a comparison, millennials use three screens on average.”

“...they lose interest very quickly, no matter how good your content is. If it takes more than a step or two, you'll lose the attention of most younger people.”

“Add social sharing buttons to everything, and add a bunch of them...Give your Gen Z audience the option to share to any and all platforms they may use ... everything from your blog posts to paid offers can be shared easily, which means they will be shared more often.”

“Only add one strong call-to-action. If you add a bunch of links or ask more than one thing of your visitors, you will lose them.”

Gen Zs are in a hurry and typically don't spend much time reading an entire email or article. That's why it's important to keep headlines, titles for blog posts or webinars, and offers, clear and catchy. They need to be attention-grabbing and let readers know exactly what they will get for investing their time.

“...only 10% of Facebook users are under 24 years old. If you are trying to reach the Gen Z consumer, Facebook would be your best option.”

“...you should spend 80% of your time promoting your content, and only 20% of your time actually creating it.”

“...who see no difference between friends they've met in real life or only know online ...”

(Jia Wertz, "Online Marketing as we Know it is Changing with the Rise of Generation Z", Forbes, September 30, 2018, <https://www.forbes.com/sites/jiawertz/2018/09/30/online-marketing-as-we-know-it-is-changing-with-the-rise-of-generation-z/#2aa4e04765ab>)

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### **Teens are hooked on social media. But how does it make them feel about themselves**

"Almost 90 percent of American teens now have their own smartphones, and some 70 percent use social media multiple times per day..."

"...polled more than 1,100 U.S. 13- to 17-year-olds ..."

"Broadly, teens seem aware of the negative consequences of too much social media use:"

- "Nearly three-quarters of teens believe that tech companies are manipulating users to spend more time glued to their devices."
- "More than half of social media users say it distracts them from doing homework or paying attention to the people they're with."
- "Some 21 percent of teens say using social media makes them feel more popular, 20 percent said more confident, and 18 percent said it makes them feel better about themselves."
- "A quarter said it makes them feel less lonely, and 16 percent said it makes them feel less depressed. Some 8 percent said it makes them feel more anxious, but 12 percent said less anxious."

(Rani Molla, "Teens are hooked on social media. But how does it make them feel about themselves?", Recode, September 10, 2018, <https://www.recode.net/2018/9/10/17826810/social-media-use-teens-time-spent-facebook-instagram-snapchat>)

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# The Following Research was done by Jeremy Finch

## Part 2

### What is Generation Z, and What Does it Want?

“And you thought you had just figured out millennials. It's time to start wringing your hands about the new generation that's about to enter the workforce. What do they even want?”

“Poor Generation Z. The oldest members of this cohort are barely 18 and they're already getting a bad rap. Media and market research companies have labeled them 'screen addicts' with the attention span of a gnat. And the pressure: They only have the weight of saving the world and fixing our past mistakes on their small shoulders.”

“Really?”

“While generational research is an inherently messy process—older generations study ‘the kids’ to figure them out—much of the recent research is awash in normative preconceptions, biases, and stereotypes.’ ‘Gen Z deserves a fairer shake, and the rest of us need a more nuanced conversation: This group makes up a quarter of the U.S. population and by 2020 will account for 40% of all consumers. Understanding them will be critical to companies wanting to succeed in the next decade and beyond.’”

“My firm Altitude set out to dig below the surface to understand not only *what* Gen Z were doing but *why*—in their own words. We worked with over a dozen 16- to 18-year-olds with diverse backgrounds from across the country through a series of in-depth discussions, video diaries, and daily interactive exercises designed to provide a glimpse into their lives. Our goal was to view the world through their eyes.”

“What we learned was surprising.”

### 1) It's not an Attention Problem, it's an 8-Second Filter

“The recent headline-grabbing studies suggest that Gen Z attention spans have shrunk to eight seconds and that they're unable to focus for extended amounts of time. However, we found that Gen Z actually have what we're calling highly evolved ‘eight-second filters.’”

“They've grown up in a world where their options are limitless but their time is not. As such, Gen Z have adapted to quickly sorting through and assessing enormous amounts of information. Online, they rely heavily on trending pages within apps to collect the most popular recent content. They also turn to trusted curators, such as Phil DeFranco and Bethany Mota, to locate the most relevant information and entertainment. These tools help Gen Z shrink their potential option set down to a more manageable size.”

“Once something has demonstrated attention-worthiness, Gen Z can become intensely committed and focused. They’ve come of age with an Internet that’s allowed them to go deep on any topic of their choosing and learn from like-minded fans. Marcus, a 17-year-old from Connecticut, spent years exploring the corners of vintage sneaker culture online, eventually becoming somewhat of a ‘sneakerhead.’ During his freshman year in college, he realized he could leverage this knowledge and started a side business flipping rare shoes.”

“Gen Z have a carefully tuned radar for being sold to and a limited amount of time and energy to spend assessing whether something’s worth their time.”

“Getting past these filters, and winning Gen Z’s attention, will mean providing them with engaging and immediately beneficial experiences. One-way messaging alone will likely get drowned out in the noise.”

## **2) They’re not Screen Addicts, They’re Full-Time Brand Managers**

“The media has painted Gen Z as a bunch of socially inept netizens and older generations struggle to understand why they spend so much time online. In reality, Gen Z are under immense pressure to simultaneously manage their personal and professional brands to help them fit in while also standing out. On a personal level, Gen Z seek immediate validation and acceptance through social media, since that’s where all their peers are and where many of the important conversations happen. They curate different social media personas in order to please each audience and minimize conflict or controversy. ‘We filter out whatever flaws we may have, to create the ideal image,’ says Sneha, a 16-year-old from Arizona.”

“On a professional level, Gen Z are hyperaware of the negative stereotypes that have plagued millennials. As a result, they want to be known for their ability to work hard and persevere offline. ‘I’ve always felt like I needed to prove myself,’ says Sneha. ‘hard work eventually pays off.’”

“The majority of the people in our study also said that their ability to communicate clearly in person, specifically with older adults, was the number one skill that would ensure their future success. ‘I need to be able to look adults in the eye, give them a firm handshake and ask them how they’re doing,’ says Liam, 17.”

“Between these two forces, Gen Z feel torn: They need social media to build their personal brands but resist being defined by it. They seek social validation and inclusion but are looking to differentiate themselves professionally.”

“Companies that understand this tension will provide Gen Z the tools they need to reconcile and better manage their personal and professional brands.”

## **3) They’re not all Entrepreneurs – They’re Practical Pragmatists**

“Recent reports have labeled Gen Z the ‘entrepreneurial generation’ and highlighted their desire to forsake the corporate grind for their own startups. We found that while Gen Z like the idea of working for themselves, the majority are risk-averse, practical, and pragmatic. Their supposed entrepreneurialism is actually more of a survival mechanism than an idealist reach for status or riches.”

“Whereas millennials were criticized for their lack of focus, Gen Z are determined to plan ahead. Gen Z have been strongly shaped by their individualistic, self-reliant Gen X parents and they’re committed to avoiding the mistakes their meandering millennial predecessors made. ‘I need a job that will come out with money, otherwise college will be a waste’, says Marcus, 17. ‘I want to pick a career that is stable.’”

“To ease this anxiety, the participants in our study all claimed to be aiming for jobs in growing, less-automatable fields like education, medicine, and sales. And they’re obsessed with developing contingency plans to help them navigate the dynamic job market. While the media has singled out a number of high-profile entrepreneurial teen success stories, the majority of Gen Z in our study are biased in favor of career and financial stability. Entrepreneurship is seen as a way to not have to rely on anyone (or anything) else, and their version of it will likely be focused on sustainable ‘singles and doubles’ ventures rather than Silicon Valley ‘home runs.’”

### **The Space in Between**

“Society tends to either romanticize youth or criticize the things they’re doing differently. The reality of Gen Z, however, lies somewhere in between. They face many of the challenges that everyone faces in that life stage—transitioning from school to work, separating from parents, and forming their own identities. But they’re doing so in an ultra-connected, fast-moving technological age.”

“It’s critical that we recognize Gen Z’s differences and meet them where they are, rather than where we want them to be. Without empathy and understanding, brands risk being filtered into obscurity. As writer Logan Pearsall Smith put it nearly 100 years ago: ‘Don’t laugh at a youth for his affectations; he is only trying on one face after another to find a face of his own.’”

### **Gen Z Will Change Your World Again**

“Millennials have long been the focus of attention, but as the first wave from Generation Z enters the workplace, there will be another shakeup on the horizon.”

“Business and marketers have been falling over themselves trying to appease millennials who were described as the biggest retail and employment disruptor of our time. However, as they are now thought to be 20 to 35, they are no longer the new kids on the block but are now getting older, and this represents a very different challenge to both businesses and marketers.”

“Every generation will develop different wants, needs and desires as they progress through the different stages of life and their responsibilities change. Much of what we thought we knew

about millennials is about to change as they enter the next phase in their lives and begin to think about starting a family or financially planning for their long-term future, so we need to stop thinking of them as 15-year-olds.”

“They typically shunned debt and have famously believed to have put experiences over possessions by keeping a simple, minimalistic lifestyle and their lack of interest in cars still completely baffles the auto industry, but these attitudes could begin to change as they settle down into adulthood.”

“By contrast, Generation Z are starting to have purchasing power as they arrive in the workplace and are the first real digital natives who were raised on using five screens such as the smartphone, desktop, laptop, tablet and TV to communicate and digest information instantaneously but are equally easily distracted. The oldest members of Gen Z (born roughly between 1995 and 2010) will turn 20 this year, and their arrival is signaling a wave of change in the business landscape that could dramatically change the economic climate.”

“Millennials will start feeling old at an office party when nobody understands their tales of reminiscing over iPods and MySpace. Their younger colleagues cannot remember a time without social media or smartphones as technology has always been there dominating their lives; they are the first generation not to be excited by it, in fact, it’s stepping away from tech and gadgets that feel alternative and cool.”

“Having been technologically proficient from such a young age, less is more, and any communication needs to be incredibly concise considering whole conversations can be achieved with a single image thanks to emojis.”

“Whereas the Millennials were all about filtered photos and edited videos that fueled their egos with likes and comments. Gen Z embraces living in the right now and enjoys sharing the world through their eyes through Snapchat stories that enable them to tell their story of a day in their life in an unedited video that will last for 24 hours before disappearing forever.”

“This simple change in habits will result in moving millions of marketing dollars away from the unfavored Facebook, and this is probably one of many reasons why Snapchat bravely turned down a \$3 billion offer from Mark Zuckerberg’s social network.”

“When surveyed it also predictably revealed that this new generation are proud cord cutters who seldom watch traditional tv or cable packages and would much sooner stream their content on services such as Netflix or YouTube.”

“We often talk about disruptive technology, but we should prepare for the arrival of Gen Z and accept how they are already beginning to change the corporate landscape. The gray suits behind large corporations that struggle to move anything forward are deemed too clunky and in a brave new digital world where rapid change is expected as the norm, the message is simply to keep up or get left behind.”

“Whereas previous generations had a worldview that was shaped by the media, these new kids on the block were leaving traditional stereotypes behind and regularly communicate with individuals from every corner of the world and understand at a relatively young age that everyone is essentially the same regardless of location.”

“Platforms such as Snapchat and Periscope have allowed them to tune in and see unedited daily routines of how people live their lives all over the world free from media bias. This has resulted in these global citizens relating to each other on a personal level and developing an understanding of just how similar all of our lives are all over the world.”

“As we continue to see the rise of individuality and the personalizing of almost everything we are already seeing larger companies beginning to struggle with their one size fits all marketing campaigns from auto do-not-reply email addresses that merely leave this new audience cold, in fact, they barely use email anyway.”

“More and more will turn away from clocking into an office 9-5 like many of their parents and siblings have done before them. Sluggish business practices and failure to continuously improve and evolve could even lead to a dramatic rise in solopreneur’s or localized entrepreneurial business ventures forcing larger brands to change their ways.”

“Just when you thought you understood the mindset of the millennial, life has thrown another curveball in your direction. Whether its disruptive technology or even a next generation workforce, this is simply a wake-up call to illustrate how individuals or businesses can no longer have a static view and definition of a generation and must embrace rapid change before its too late.”

“With Gen Z turning their back on TV, email and the fake world of celebrity, idealistic millennials embrace the sharing economy as many will continue to steer clear of owning a car or their own home. This will increasingly impact the economy if old businesses no longer understand or are relevant to the two dominant generations.”

“Are you already noticing subtle changes in attitudes, spending habits and engagement from Gen Z audiences? Please share your experiences by commenting below.”

(Daniel Burrus, “Gen Z Will Change Your World Again”, Huffington Post, December 6, 2017, [https://www.huffingtonpost.com/daniel-burrus/gen-z-will-change-your-wo\\_b\\_9150214.html](https://www.huffingtonpost.com/daniel-burrus/gen-z-will-change-your-wo_b_9150214.html))

## **Teen Generation Z is Being Called ‘Millennials on Steroids,’ and that could be terrifying for retailers**

“Retailers have been obsessed with millennials.”

“But now, they're scrambling to understand Generation Z, the teen generation. After all, teens are the future of retail.”

“From a spending perspective [teens] are millennials on steroids,’ Marcie Merriman, executive director of growth strategy and retail innovation at Ernst & Young, told Business Insider.”

“A recent study by Ernst & Young sought to find out how the two groups of young people differ. The firm polled 1,000 adults and 400 teens.”

“It's important for companies to recognize the differences between the two generations, and how failing to do so could harm them.”

“Here are some crucial facts:”

Teens are even more frugal than millennials, but in a different way

“Gen Z captures millennials' behavioral traits ... and then expands upon them.”

“The things you see millennials doing when it comes to spending, Gen Z are just taking it to another level,’ Merriman said. ‘Millennials have been in the position of being frugal and very careful with their money.’”

“Gen Z isn't just frugal — they're out to find the best value, Merriman said: ‘They look beyond just what the price says it is to what you're going to get for it [the price] — are you going to get free delivery? What other services come along with it?’”

Gen Z Doesn't Shop Online Nearly as Much as Millennials

“Forty-nine percent of the teens surveyed shopped online once a month — and most of them don't even have credit cards yet. This number will increase, according to the study, once they get them.”

“Millennials shop online more, unsurprisingly: 74% of the millennials surveyed shopped online at least once a month.”

Teens Shop Online for ‘Efficiency Purposes’

“According to the survey, each generation had different reasons for shopping online.”

“Sixty-three percent of Gen Z-ers polled said that they shopped online because it ‘saves [them] time,’ whereas only 55% of millennials said the same. Fifty-three percent of Gen Z-ers surveyed said that ‘the selection is better online,’ whereas only 44% of millennials surveyed agreed with that statement.”

“Fifty percent of teens polled agreed with the statement that ‘the prices are lower online,’ and only 41% of millennials said the same. Thirty-four percent of teens said that the ‘products are organized [online] in a way that's easier to shop,’ and only 21% of millennials agreed with that statement.”

“Further, Ernst & Young concluded that ‘Gen Z is most likely to buy online for efficiency purposes.’”

## Gen Z Shops in Stores Because They Have a 'Problem'

"According to Ernst & Young's study, Gen Z goes into physical stores because it's 'functional' — not because it's born out of 'true desire.'"

"Fifty-eight percent of teens surveyed said that they wanted to see and feel the product. Fifty percent said it was to avoid the cost of shipping. Forty-three percent said it was because it helped get the product faster."

"Seventeen percent said it was because they didn't have a credit card. Merriman said:"

"If they're [teens] coming to your store, it's not because they just want to buy a product. If they wanted to do that, they could do that anywhere. [They can] do it online. Coming to the store is to solve a problem. It's because they have a need, whether it's a need to browse, or they don't."

## Millennials Care About Bargains More than Teens

"Millennials care more about prices than teens. This is arguably because they came of age during the recession."

"Sixty-seven percent of millennials surveyed said that they would go to the website to get a coupon, whereas only 46% of teens polled said they would do the same."

"Millennials are also more attuned to ads — 71% of millennials polled said they saw an ad online for a store before making a purchase, and only 59% of teens said the same. Fifty-nine percent of millennials surveyed said they had received an alert from a shopping app on their phones before purchasing, and 38% of teens said the same."

## More Millennials Ask For Help or Use Online Customer Service than Teens

"Sixty percent of millennials surveyed said they would speak with a sales associate before making a purchase in a store. Forty-seven percent of Gen Z-ers polled said the same. Forty-nine percent of millennials polled said they'd use a live chat before making a purchase, but only 24% of Gen Z-ers polled agreed with that statement."

## Teens care more about 'experiences'

"Both millennials and Gen Z through the recession ... part of it's been learned, some of it's been trained — that products are no longer the cool thing,' Merriman said."

"It was cool to save a dollar ... and save money and get something for really cheap. Through that whole process they've learned the value's not in the product or the thing, it's in the experience,' she said."

"Merriman pointed to going out to eat or going to an event as examples of this. More importantly, they can share this, so now they 'actually have something that's tangible,' which they might not have had before."

"And when it comes to retailers, Merriman said that fast food restaurants — or fast casual — are doing a better job at delivering what teens want than apparel retailers."

## Gen Z has Higher Expectations than Millennials

“Think of it this way: Millennials remember playing ‘The Oregon Trail.’ They fondly recall dial-up internet and AOL. Gen Z was born into a world with ample technology, so what was a pleasant surprise to millennials is taken as a given for teens.”

“‘When it doesn't get there that fast they think something's wrong,’ Merriman said. ‘They expect businesses, brands [and] retailers to be loyal to them. If they don't feel [loyalty] they're going to move on. It's not about them being loyal to the business.’”

## Teens Hate Feeling Like They're Disrespected and When Things Don't Work. Millennials Don't Get as Angry When Things Break

“Teens hate feeling like they're disrespected.”

“‘If you think about these young people ... they've been treated with respect or equality much more so than other generations because so much of their activity does happen online,’ Merriman said. ‘Online, nobody knows they're a kid or not.’”

“Merriman said that ‘within these other areas of their life, they're treated as almost mini adults. They're treated as people with knowledge and respected.’”

“So shopping at a clothing store could be a turnoff. Merriman pointed to a ‘locked dressing room because they're not trusted. They're given a number for the number items so that they're trying on to make sure they don't steal.’”

“Teens also hate when things don't work.”

“Millennials grew up getting their AOL access interrupted. But teens can't stand when things don't work, Merriman said, pointing to teen's privacy concerns — ‘they've already given ... information’ when they're online shopping — as one reason for this.”

## Millennials are More Tolerant Than Teens

“Millennials will give second chances.”

“‘What we've seen is that they're willing to try the website again, just in case it's something that they did wrong or maybe they entered the wrong number, they might be willing ... to give it another shot,’ Merriman said.”

“Whereas ‘Gen Z does not give second chances. Either it works or doesn't and they're on to something else.’”

## Millennials Have Brand Loyalty; Teens Do Not

“‘So it really is a level of tolerance and what they're willing to accept, and a degree of brand loyalty,’ Merriman said. ‘So millennials still have a little bit of loyalty to different brands or places that they've shopped.’”

“‘Gen Z doesn't really have that loyalty,’ she said.”

Teens are Influencing the Way Their Parents are Spending, More than Millennials Ever Did

“They're actually challenging parents,’ Merriman said. For instance, teens are asking their parents, ‘How much are you gonna pay for that?’”

“The parents might not be price-sensitive, but the kids are going to educate upwards, whereas [with] millennials, we didn't see that same type of behavior,’ she said.”

Retails Should be Focusing on Teens Rather than Millennials – They’re a ‘barometer’

“If you do the right thing by them, you're going to please everyone,’ Merriman told Business Insider. ‘If you're focused on just getting millennials, you're going to lose the generation that's coming up behind.

‘What I'm suggesting is that they [retailers] understand the needs of Gen Z as the barometer.’”

“They have the highest expectations. If you please them, you're also going to please millennials — and Gen X and baby boomers and others will be happy.’”

(Mallory Schlossberg, “Teen Generation Z is being called ‘millennials on steroids,’ and that could be terrifying for retailers”, Business Insider, February 11, 2016, <http://www.businessinsider.com/millennials-vs-gen-z-2016-2>)

## **Forget Millennials. Are you Ready to Hire Generation Z?**

Hear the word “millennial,” and plenty of images spring to mind.

There’s Facebook’s Mark Zuckerberg, in his hoodie, earning his first billion by the age of 23.

There’s Miley Cyrus, preening for the cameras in a flesh-baring act that recalls a Snapchat sexting session.

There’s Lena Dunham, TV’s queen of overshare, spiraling into navel-gazing soliloquies that seem scripted from the therapist’s couch.

They’re brash, they’re narcissistic, they’re entitled. Or so the cliché goes.

But what about “Generation Z,” the generation born after millennials that is emerging as the next big thing for market researchers, cultural observers and trend forecasters?

With the oldest members of this cohort barely out of high school, these tweens and teens of today are primed to become the dominant youth influencers of tomorrow. Flush with billions in spending power, they promise untold riches to marketers who can find the master key to their psyche.

No wonder the race to define, and market to, this demographic juggernaut is on. They are “the next big retail disrupter,” according to Women’s Wear Daily. They have “the weight of saving the world and fixing our past mistakes on their small shoulders,” according to [an article](#) on Fast Company’s Co.Exist site by Jeremy Finch, an innovation consultant. Lucie Greene, the worldwide director of the

Innovation Group at J. Walter Thompson, calls them “millennials on steroids.”

While it is easy to mock the efforts of marketers to shoehorn tens of millions of adolescents into a generational archetype, à la the baby boomers, it is also clear that a 14-year-old in 2015 really does inhabit a substantially different world than one of 2005.

Millennials, after all, were raised during the boom times and relative peace of the 1990s, only to see their sunny world dashed by the Sept. 11 attacks and two economic crashes, in 2000 and 2008. Theirs is a story of innocence lost.

Generation Z, by contrast, has had its eyes open from the beginning, coming along in the aftermath of those cataclysms in the era of the war on terror and the Great Recession, Ms. Greene said.

“If Hannah Horvath from ‘Girls’ is the typical millennial — self-involved, dependent, flailing financially in the real world as her expectations of a dream job and life collide with reality — then Alex Dunphy from ‘Modern Family’ represents the Gen Z antidote,” Ms. Greene said. “Alex is a true

Gen Z: conscientious, hard- working, somewhat anxious and mindful of the future.”

Generational study being more art than science, there is considerable dispute about the definition of Generation Z. Demographers place its beginning anywhere from the early '90s to the mid-2000s. Marketers and trend forecasters, however, who tend to slice generations into bite-size units, often characterize this group as a roughly 15-year bloc starting around 1996, making them 5 to 19 years old now. (By that definition, millennials were born between about 1980 and 1995, and are roughly 20 to 35 now.)

Even accepting those rather narrow boundaries, Generation Z still commands attention through its sheer size. At approximately 60 million, native-born American members of Generation Z outnumber their endlessly dissected millennial older siblings by nearly one million, according to census data compiled by [Susan Weber- Stoger](#), a demographer at Queens College.

The fact that some are still in their post-toddler years, however, makes it difficult for marketers trying to distill their generational essence. Among the 5-year-olds, cultural tastes do not reach much further than “Shaun the Sheep” and “Bubble Guppies.”

As for the older end of the Generation Z spectrum, some demographers still lump them in with the millennials, but increasingly, many marketers see them as a breed apart.

So, who are they? To answer that question, you have to take a deeper look at the world in which they are coming of age.

“When I think of Generation Z, technology is the first thing that comes to mind,” said Emily Citarella, a 16-year-old high school student in Atlanta. “I know people who have made their closest relationships from Tumblr, Instagram and Facebook.”

Sure, millennials were digital; their teenage years were defined by iPods and MySpace. But Generation Z is the first generation to be raised in the era of smartphones. Many do not remember a time before social media

“We are the first true digital natives,” said Hannah Payne, an 18-year-old U.C.L.A. student and lifestyle blogger. “I can almost simultaneously create a document, edit it, post a photo on Instagram and talk on the phone, all from the user-friendly interface of my iPhone.”

“Generation Z takes in information instantaneously,” she said, “and loses interest just as fast.”

That point is not lost on marketers. In an era of emoji and six-second Vine videos, “we tell our advertising partners that if they don’t communicate in five words and a big picture, they will not reach this generation,” said Dan Schawbel, the managing partner of [Millennial Branding](#), a New York consultancy.

So far, they sound pretty much like millennials. But those who study youth trends are starting to discern big differences in how the two generations view their online personas, starting with privacy.

While the millennial generation famously pioneered the Facebook beer-bong selfie, many in Generation Z have embraced later, anonymous social media platforms like Secret or Whisper, as well as Snapchat, where any incriminating images disappear almost instantly, said Dan Gould, a trend consultant for [Sparks & Honey](#), an advertising agency in New York.

“As far as privacy, they are aware of their personal brand, and have seen older Gen Y-ers screw up by posting too openly,” Mr. Gould said.

That point was driven home in a 2013 Mashable [article](#) titled “I’m 13 and None of My Friends Use Facebook,” in which Ruby Karp, a New York teenager, wrote: “Let’s say I get invited to a party and there’s underage drinking. I’m not drinking, but someone pulls out a camera. Even if I’m not carrying a red Solo cup, I could be photographed behind a girl doing shots.”

But the difference between generations goes much deeper than choosing Snapchat over Facebook.

Between 2000 and 2010, the country’s Hispanic population grew at four times the rate of the total population, according to the [Census Bureau](#). The number of Americans self-identifying as

mixed white-and-black biracial rose 134 percent. The number of Americans of mixed white and Asian descent grew by 87 percent.

Those profound demographic shifts are reflected at the cultural level, too. Attitudes on social issues have shifted, in some cases seismically, in the decade since millennials were teenagers.

Same-sex marriage, for example, has gone from a controversial political issue to a constitutional right recognized by the Supreme Court. For today's 14-year-olds, the nation's first African-American president is less a historic breakthrough than a fact of life.

"America becomes more multicultural on a daily basis," said Anthony Richard Jr., a 17-year-old in Gretna, La. "It's exponential compared to previous generations."

This vision of a generation with wired brains, making their way in an ethnic-stew society of the future, makes them sound like the replicants from "Blade Runner."

But the parents of Generation Z teenagers play an equally powerful role in shaping their collective outlook. Millennials, who are often painted, however unfairly, as narcissistic brats who expect the boss to fetch them coffee, were largely raised by baby boomers, who, according to many, are the most iconoclastic, self-absorbed and grandiose generation in history. Think: Steve Jobs. (To be more charitable, maybe it's no surprise that a New York Times article from last year called millennials "Generation Nice," and lauded their communal spirit, given that their parents were save-the-world boomers.)

By contrast, Generation Z tends to be the product of Generation X, a relatively small, jaded generation that came of age in the post-Watergate, post-Vietnam funk of the 1970s, when horizons seemed limited. Those former latchkey kids, who grew up on Nirvana records and slasher movies, have tried to give their children the safe, secure childhood that they never had, said Neil Howe, an economist and the co-author of more than a dozen books about American generations.

"You see the mommy blogs by Generation X-ers, and safety is a huge concern: the stainless-steel sippy cups that are BPA-free, the side-impact baby carriages, the home preparation of baby food," said Mr. Howe, who runs Saeculum Research, a Virginia-based social trends consultancy. (As a historian who takes the long view, however, Mr. Howe defines the cohort quite differently; he has called it the "Homeland Generation" because they grew up in post-9/11 America, and argues that it did not begin until around 2004.)

Part of that obsession with safety is likely due to the hard times that both Generation Z members and their parents experienced during their formative years.

"I definitely think growing up in a time of hardship, global conflict and economic troubles has affected my future," said Seimi Park, a 17-year-old high school senior in Virginia Beach, who always dreamed of a career in fashion, but has recently shifted her sights to law, because it seems safer.

“This applies to all my friends,” she said. “I think I can speak for my generation when I say that our optimism has long ago been replaced with pragmatism.”

That sober sensibility goes beyond career, it seems. A Sparks & Honey trend report called “Meet Generation Z: Forget Everything You Learned About

Millennials” asserted that the cohort places heavy emphasis on being “mature and in control.” According to a survey of risky behavior by the Centers for Disease Control and Prevention, the percentage of high school students who had had at least one drink of alcohol in their lives declined to about 66 percent in 2013, from about 82 percent in 1991. The number who reported never or rarely wearing a seatbelt in a car driven by someone else declined to about 8 percent, compared with about 26 percent in 1991.

Put it all together — the privacy, the caution, the focus on sensible careers — and Generation Z starts to look less like the brash millennials and more like their grandparents (or, in some cases great-grandparents), Mr. Howe said.

Those children of the late 1920s through the early '40s, members of the so-called Silent Generation, were shaped by war and the Depression and grew up to be the diligent, go-along-to-get-along careerists of the '50s and '60s — picture Peggy from “Mad Men.”

“The parallels with the Silent Generation are obvious,” Mr. Howe said. “There has been a recession, jobs are hard to get, you can’t take risks. You’ve got to be careful what you put on Facebook. You don’t want to taint your record.”

Those children of the New Deal, epitomized by the low-key Warren Buffett, “didn’t want to change the system, they wanted to work within the system,” Mr. Howe said. “They were the men in the gray flannel suits. They got married early, had kids early. Their first question in job interviews was about pension plans.”

That analogy only goes so far for a generation predisposed to making Vine videos of themselves doing cartwheels over their cats. (Let’s not forget that the Silents, too, had no shortage of mavericks who made noise on the world stage — Martin Luther

King Jr., Elvis Presley and Andy Warhol, to name but a few.) As for the gray flannel suits, parents may not want to send their teenagers off to the tailor just yet. The Sparks & Honey report argued that “entrepreneurship is in their DNA.”

“Kids are witnessing start-up companies make it big instantly via social media,” said Andrew Schoonover, a 15-year-old in Olathe, Kan. “We do not want to work at a local fast-food joint for a summer job. We want to make our own business because we see the lucky few who make it big.”

Which leads to a final point worth mentioning about the Silent Generation. As Mr. Howe pointed out, it was not just the most career-focused generation in history. It was also, he said, the richest.

They don't like drugs or gay marriage, and they HATE tattoos: Is 'Generation Z' the most conservative since WW2?

- Youngsters, part of Generation Z, surveyed on range of social topics
- They were more conservative than some older generations on drugs
- Teenagers were more cash savvy than all but the prewar generation
- Experts think teens 'don't have enough time' to engage in 'risky activity'

By [MATT HUNTER FOR MAILONLINE](#) PUBLISHED: 04:47 EST, 15 September 2016 |  
UPDATED: 09:44 EST, 15 September 2016 Daily Mail UK

Teenagers born after 2000 - the so-called 'Generation Z' - are the most socially conservative generation since the Second World War, a new study has found.

The youngsters surveyed had more conservative views on gay marriage, transgender rights and drugs than Baby Boomers, Generation X or Millennials.

The questioned were more prudent than Millennials, Generation X and Baby Boomers but not quite as cash-savvy as those born in 1945 or before.

As well as being more socially conservative, more than 10 per cent of teenagers were more likely to avoid tattoos

Sociology experts class those born in or before 1945 as the Silent Generation; people born between 1946 and 1964 as Baby Boomers; those born between 1965 and 1980 as Generation X; and anyone born between 1980 and 2000 as Millennials.

Only 14 and 15-year-olds were surveyed, by brand consultancy [The Gild](#), as they were classed as being able to form credible opinions by that age.

When asked to comment on same-sex marriage, transgender rights and cannabis legislation, 59 per cent of Generation X teenagers said they had conservative views.

Around 85 per cent of Millennials and those in Generation X had a 'quite' or 'very liberal' stance overall.

When asked for their specific view on each topic only the Silent Generation was more conservative than Generation Z.

One in seven - 14% - of the 14 and 15-year-olds took a 'quite conservative' approach, while only two per cent of Millennials and one per cent of Generation X.

The Silent Generation had a 'quite conservative' rating of 34 per cent.

Young people, who have grown up during the 2008 financial crash, were also more prudent and careful with their finances. A quarter of respondents wanted to save money instead of spending cash they didn't have.

The youngsters surveyed had more conservative views on gay marriage, transgender rights and drugs than their older siblings, parents and potentially even grandparents

Baby Boomers took a difference approach and said that 'money is made to be spent'.

Again only the prewar generation came ahead of today's teenagers for holding an even more shrewd financial head. As well as being more socially conservative, more than 10 per cent of teenagers were more likely to avoid tattoos. This compared to only two per cent of Millennials and six per cent of Generation X.

The research, which surveyed more than 2,000 people, forms parallels with recent evidence that young people are less likely to drink and take drugs than their immediate elders.

Sir Mark Walport, the government's chief scientific adviser, told [The Times](#) that technology had had a huge effect on society and teenager's values.

Computer games and internet use meant they had 'less time and opportunity to participate in traditional risky behaviours'.

(Anne Fisher, "Forget Millennials. Are you Ready to Hire Generation Z?", *Fortune*, August 14, 2016, <http://fortune.com/2016/08/14/generation-z-employers/>)

## **Generation Z Will Out-Earn and Outwork the Rest of Us**

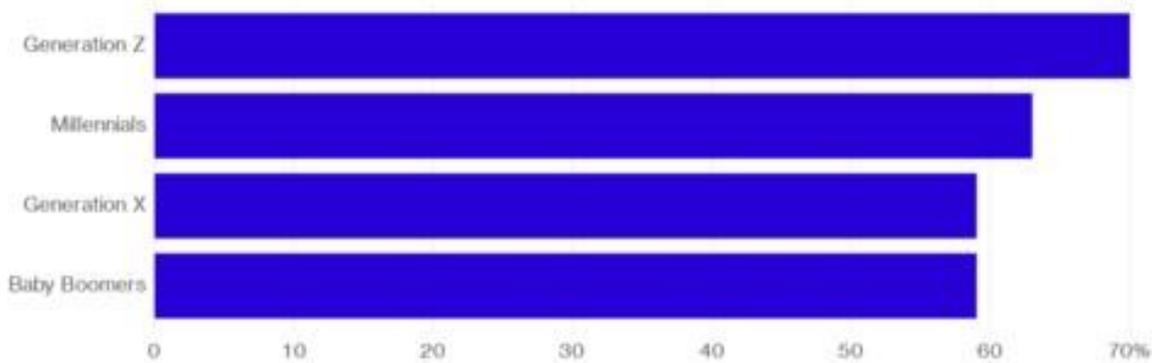
Workers in every generation can agree that health insurance, not office perks, is the top priority.

Move over millennials, there's a new workaholic generation in town.

Generation Z, currently in school and the early years of college, is more willing to work longer hours and weekends than their elders are, according to a recently released report by Monster Worldwide Inc., the job-search firm. The data was gathered in January by research agency TNS, which surveyed members of Generation Z from age 15-20.

## Which Generation is Most Motivated by Money?

A survey found youngsters are more interested in cash than their elders.



Source: Monster Worldwide Inc.

Bloomberg

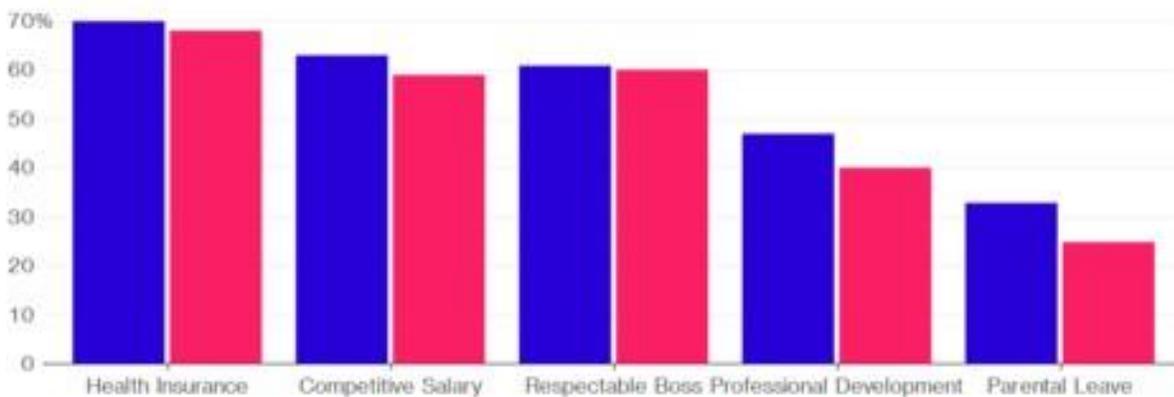
Of more than 2,000 people surveyed, 58 percent of Generation Zers said they would come into work on evenings and weekends in exchange for a bigger paycheck, compared with 45 percent of millennials, 40 percent of Generation X, and 33 percent of boomers. That's not entirely surprising: They've got youth on their side and are generally not burdened with child-care responsibilities that make working irregular hours difficult for their generational predecessors.

Among the generations, Zers surveyed were the most motivated by money, although 74 percent

## Everybody Just Wants Good Health Insurance

Teenagers and their grandparents mostly agree on what they want from an employer

■ Generation Z ■ All Working Generations



Source: Monster Worldwide Inc.

Bloomberg

of them said work should have a greater purpose than earning a salary, compared to 45 percent of millennials, 40 percent of Generation X, and 33 percent of boomers.

Brands seeking to recruit young blood should consider forgoing the beer fridge and ping pong table in exchange for a good old-fashioned health plan. While Gen Z might be more energetic and money-hungry than the rest, its first job requirements are reminiscent of generations before

them. Seventy percent of those surveyed said their top priority is health insurance, followed by a competitive wage, a boss they respect, room for growth, and parental leave.

(Polly Mosendz, “Generation Z Will Out-Earn and Outwork the Rest of Us”, Bloomberg, August 31, 2016, <https://www.bloomberg.com/news/articles/2016-08-31/generation-z-will-out-earn-and-outwork-the-rest-of-us>)

## **What if I Told You ... Gen-Z Matters More than Millennials**

Over the past several years, educators, employers, researchers, retailers, and the like have spent significant time and resources dissecting the Millennial mindset. But the time has come to shift focus. The members of America’s youngest generation, “Gen-Z,” are now entering their formative years, and they promise to be just as—if not more—influential as their Millennial predecessors. Below, we explore who they are and what makes them unique.

### Age

Using Pew Research’s generational delineation, the oldest Gen-Zers were born in 1998, making them 18 years old today and on the cusp of entering either college or the workforce. With a total population of over 70 million, this generation will soon surpass Millennials in size, and their influence is already evident. Stakeholders across the spectrum are embarking on the process of understanding this up-and-coming generation.

Goldman Sachs Research’s Christopher Wolf explains the social and economic implications of Gen-Z.

### Diversity

It is clear that diversity will be one of the defining attributes of Gen-Z. In the past decade alone, the rise of multiracial marriages in the U.S. has led to a 50% increase in America’s multiracial youth demographic. According to Christopher Wolf, a Goldman Sachs Research analyst, “the Census Bureau is actually forecasting that over half of kids in America will belong to a minority race or ethnic group [by 2020], so diversity in the traditional sense of the word has actually become the norm.”

And this diversity transcends race, gender, and sexual orientation. Take fashion, for example, where “normcore” has emerged as one of the prominent style trends. This style—bland, boring, basic, and, in most cases, absent of brand logos—leans more toward blending in than standing out. And for Gen-Zers, not relying on a designer brand’s latest fashion trends to establish their identities is exactly the point. This presents a new challenge for retailers should the trend hold.

### Digital prowess

Never before has there been a generation incapable of remembering a world without the Internet. “A defining attribute of Gen-Z is absolutely their digital prowess,” Wolf says. “Whenever we refer to the influence of Gen-Z, technology is really a fundamental part of that narrative.” Unlike their Millennial predecessors, Gen-Zers appear more conscious of protecting their reputations online. As members of this generation mature, their views and preferences on social media are evolving, and no platform is insulated from that reality.

In terms of spending habits, this cohort is accustomed to online shopping. Their ability to navigate online, coupled with a thrifty mindset, has created an army of deal hunters for whom online word-of-mouth matters greatly.

#### Fiscal conservatism

When it comes to money and finances, Gen-Zers and Millennials hardly resemble one another. While Millennials are often cast as the “follow your dreams at all costs” generation, Gen-Zers are “really laser-focused on the financial consequences of their decisions,” according to Wolf. Members of Gen-Z are also entrepreneurial. A recent *Harvard Business Review* article suggested that nearly 70% of Gen-Z teens were “self-employed” (e.g., teaching piano lessons, selling goods on eBay) versus just 12% that held a “traditional” teen job like waiting tables. This ability and ingenuity to turn coveted skillsets into earnings power will likely serve Gen-Zers well as they enter the labor force.

“We are on the verge of a generational shift with Gen-Z,” Wolf says. “By better understanding Gen-Z, we’ll also be better able to identify the influence that they’re having both economically and more broadly.”

#### Beyond the generational shift

This article is part of Goldman Sachs Research’s “What If I Told You...” series, which explores emerging trends that are poised to fundamentally change how we live and work.

For more on trends shaping markets, industries, and the global economy, subscribe to BRIEFINGS for weekly insights delivered to your inbox, check out the Exchanges at Goldman Sachs podcast on iTunes and Stitcher, or visit GoldmanSachs.com.

(“What If I Told You... Gen-Z Matters More Than Millennials”, The Atlantic, 2016, <http://www.theatlantic.com/sponsored/goldman-sachs-2016/what-if-i-told-you-gen-z-matters-more-than-millennials/903/>)

### **5 Trends That Will Inspire and Engage Both Millennials and Gen Z**

Any brand that hopes to thrive in today’s market should be reaching out to and engaging the younger generations. This focus is crucial, as Generations Z and Y are forces to be reckoned with. What appealed to older generations is not likely to entice Gen Y or Gen Z. Or will it?

Research has found that what works best is actually a mixed bag of cutting-edge technology and traditional values.

Generation Z, also known as the iGeneration, is generally considered to be those who are younger than 20. Generation Y, often referred to as millennials, encompasses those who are between 20 and 35.

Both groups are known for their love of all things tech, documenting life through selfies and using social media to connect with large networks of friends -- some of whom they have never or rarely seen in person. In addition, they are known for being innovative and wanting to be their own bosses.

Marketers and companies are focusing on the needs and desires of Gen Z, especially as they comprise nearly 70 million children and teens who will be reaching adulthood in the coming years.

Here is a look at five of the top trends companies need to keep in mind when developing technologies and experiences that engage the youngest generations.

Authentic brands need to turn the selfie stick inward.

While the “selfie” may have started with the millennials, it was Gen Y that took it to heart. Gen Y and Gen Z fill their social media pages with photos that capture every moment and aspect of their lives. They expect the same from the companies that seek to engage them.

The newest generation will quickly dismiss faceless companies or unrelatable brands. Gen Z especially wants to see companies and brands approach them on their level and interact with them as their friends would. That means showing them what you’re doing right now, behind the scenes. But most of all, it means honesty. Gen Y and Gen Z seek authenticity in those with whom they do business.

Related: Ranganathan's Rebellious Path to Brand Building

They want to connect with real people who represent the brands they buy, and they want to see genuine posts on social media. Anything that feels prearranged or planned will be a turnoff. So show them who you are. But keep it witty and quick. Neither generation is known for long attention spans.

Find out where the kids hang out on social media.

A large proportion of Gen Y and Gen Z can be found on Facebook. However, so are their parents, grandparents and teachers. Nowadays, Facebook is only their jumping-off point. The real action is happening elsewhere. If you want to reach these populations, you need to know which platforms are popular. And popularity can change quickly, so stay in the loop.

However, Gen Z and Gen Y are less likely to be coaxed by traditional advertising, and they get annoyed by the overuse of ads on social media. What they do turn to is blogs, reviews and information from those they trust. The best strategies

may come from marrying authentic brand advocacy with popular social media -- but it needs to feel real and be unique.

Traditional values but mobile state of mind.

Gen Y and Gen Z grew up with cutting-edge technology, but they still covet many of the same values as their elders.

A recent global study by Nielsen shows that most millennials and Gen Zers plan to someday get married, have children and buy a house -- although probably not as early as the older generations did.

Also, contrary to many companies' assumptions, Gen Z prefers traditional approaches to being recruited for employment, such as having employers engage young people at school. They value long-term job security and overall have more conventional expectations for their employment.

But while conventional values are important to them when it comes to work and life, they also embrace everything mobile and cloud-based. They take for granted wireless communication and always being connected to the larger world through their smartphones and other devices. That desire for constant access and being wired-in and connected will undoubtedly continue to change the tech industry.

Quality products over brand loyalty.

Gen Z has been called retailers' worst nightmare. This is because brand loyalty is on the decline, and they are more likely to bounce from brand to brand than previous generations.

This has much to do with their ability to research the best product and pick quality over brand loyalty, something previous generations were not able to do as easily.

Gen Z isn't as concerned with keeping up with a brand. They are often looking for the latest trends in products and services. They seek products that cater to their lifestyle, such as wearable tech. Quality is king, and familiarity is passé.

Have an impact and make a difference.

One thing that connects the youngest members of society with their elders is their desire to make a difference. However, the young are more impatient to get started, more tolerant of social change and more open to differences.

Gen Z and Gen Y have both grown up aware of public controversies and scandals, not to mention global climate change and increased unease throughout the world. They want to right the wrongs of the world, and they have a wealth of resources available to them, from vast social networks to access to technology.

In addition, growing up in this digital world, they have the prowess to use all the modern resources available to them and be heard.

Both of the youngest generations have made a name for themselves as volunteers and activists, but Gen Z especially is set up to become the next generation of entrepreneurs and creators. They expect the brands and products they buy to embrace and reflect these ideas.

(Deep Patel, “5 Trends that Will Inspire and Engage Both Millennials and Gen Z”, Entrepreneur, September 14, 2016, <https://www.entrepreneur.com/article/281551>)

### **Here’s What Makes Gen Z and Millennials Happiest in the Workplace**

If you’re tired of hearing about how the millennials are changing work for the rest of us, good news: Millennials aren’t the newest game in town anymore.

Get ready to hear (lots) more about Generation Z. They’re just barely on the cusp of adulthood, but their preferences and outlooks are a bit of a throwback to earlier generations. When it comes to workplace habits, instead of wanting to work from their futon or change the world, Gen Zers are happy to plunk their messenger bags down in an office and talk face to face, according to a new global survey from Future Workplace in partnership with Randstad. (The survey was global in scope; below focuses on U.S. workers.)

Two years ago, when most American Gen Zers (defined as survey respondents who are 22 years old now) were still in school, they were distinctly cool to the idea of spending adulthood in an office, but that’s changed quite a bit. Millennial preferences also shifted, but in the opposite direction — which could give the youngest crop of workers an advantage when vying for jobs in more traditional workplaces that value employee face time.

In 2014, just 16% of Gen Z members said that working in an office would be their employment preference. Just two years later, that has jumped by a full 20 percentage points to 36%. Meanwhile, the number of millennials (those aged 23 to 34) who said that a corporate office was their preferred workspace fell by 10 percentage points, to 37%.

The appeal of co-working spaces appears to be on the wane among both demographic groups, with smaller numbers of both Generations Y and Z expressing a preference for this kind of traditional work arrangement. Although the number of millennials who prefer a home office nearly doubled between 2014 and this year, the appeal among Gen Z members was nearly flat.

Those preferences might be informed by how each group prefers to communicate, and what kind of workplace interaction they value most. Although both age groups say that the work itself is the top inspiration for their creativity, both credit their colleagues as a close second.

The two groups diverge when it comes to social networks, though. Both Generations Y and Z gravitate towards Facebook the most, but it's more popular with millennials. Gen Z shows a slight preference for Twitter, YouTube, Instagram and Reddit, and they're somewhat more likely than their older co-workers to blame social media for distracting them during the workday. Gen Y's social network preferences tend a bit more towards LinkedIn and Pinterest. While millennials also flag social networking as their top at-work distraction, they're also five percentage points likelier than Gen Z to blame email for their broken concentration.

Despite the lure of social media to break up the monotony of their jobs, the favorite mode of communication for both groups is in-person. Gen Y is more comfortable with email and phone correspondence than their younger counterparts, though. When it comes to communicating with their bosses, both groups are in agreement that in-person is the way to go to an even greater degree.

Young adult workers might buck the expectation that they prefer texting to talking, but millennials do hold up one stereotype: They crave hand-holding in the workplace. In 2014, 47% of millennials said they wanted to be mentored by their bosses, a figure that actually crept up by one percentage point in this year's survey, even though these workers have two more years of work experience under their belts, and many are even becoming managers themselves. Gen Z, on the other hand, is spreading its wings much more quickly. In 2014, 69% said they wanted mentoring; this year, that's fallen a significant 20 percentage points to 49%, putting them nearly on par with their older colleagues.

Although they do appreciate — and expect — more flexibility than older generations of workers, “Millennials and Gen Z value the in-person communication that comes with a traditional corporate office much like older generations do,” Dan Schawbel, Future Workplace's research director, said in a statement.

(Martha C. White, “Here's What Makes Gen Z and Millennials Happiest in the Workplace”, Time, September 6, 2016, <http://time.com/money/4476832/millennials-generation-z-workers/>)

### **Generation Z: A Look at the Technology and Media Habits of Today's Teens**

Wikia, the world's leading collaborative media company and home to many of the Web's largest pop culture communities, today released findings from a study conducted among its 13-18 year-old users in association with Ipsos MediaCT "GenZ: The Limitless Generation" exploring the complex behaviors of teens and technology. According to the online survey, Wikia found its GenZ users say they are more actively connected now than they were just three months ago, giving a glimpse into a constantly connected, complex demographic that is changing more quickly than any generation before them.

The extensive online survey of more than 1,200 U.S. Wikia users aged 13 to 18, better known as Generation Z, uncovers distinct trends in how today's youth is connected nearly all waking hours of the day; engaging with open-platform communication and information sharing. The study shows what social sites these GenZers are visiting the most, the reasons they are using specific online sources, reasons why they are contributing to websites, and how they see technology as a vital part of their future. Additionally, the results unveil the gender gap within our youngest generation, as well as the influence they have on purchase decisions within their households.

"As the father of an upcoming GenZer, and through my experience creating and developing collaborative publishing platforms, it is clear that this generation is using technology in a way that is smarter, more involved and beneficial to their future," said Jimmy Wales, Co-Founder, Wikia. "Everyone can learn from the ways in which this unbounded, younger generation interacts with technology and are able to quickly adapt to this rapidly changing media landscape."

GenZers (ages 13-18) represent 8.3% of the total U.S. population according to the 2010 Census. comScore estimates that this segment represents an even larger proportion of users on Wikia (16.8%) – a platform with usage by over 70 million global collaborators.

Highlighted trends revealed by the survey include:

These GenZers report spending almost every waking hour online (some even while at church!):

- All (100%) are connected for 1+ hours per day, but about half (46%) are connected 10+ hours per day.
- One-in-four (25%) are actively connected (checking email, messages, etc.) within five minutes of waking up, while nearly three-in-four (73%) are connected in an hour or less.
- There are few "sacred" times away from technology. Three-in-five (63%) say they are "unplugged" during work/school. However, only 44% say they are "unplugged" while at religious services, 44% say they are "unplugged" while doing homework/studying and 45% say they are "unplugged" while playing sports/exercising.
- Nearly half (47%) say they are more actively connected now than they were three months ago. Two-in-five (41%) say their connectivity is about the same and only 12% say they are less actively connected. Among those who say their tablet is the most useful device they own, 63% say they are more actively connected now than three months ago.
- Nine-in-ten of these GenZers (93%) say they visit YouTube at least once a week and 54% visit multiple times per day, while just 65% say they visit Facebook weekly and only 38% visit multiple times per day. Other social media services some visit on a weekly basis are Twitter (26%), Google+ (26%), and Instagram (17%).
- Some contribute to share their knowledge, others just like to share their opinions with others. Among those who contribute to websites, 60% like to share their *knowledge* with others and 55% say they like to share their *opinion* with others. Only 31% of those who contribute to websites do so in order to feel good about themselves, and even fewer do

so to show that they are smarter than others (14%). The top two reasons for contributing are that doing so is entertaining and fun (70%) and that they like to learn new things (64%).

- Three-quarters (76%) agree that their experience with technology will help them reach their goals. Two-thirds (66%) agree that technology makes them feel like anything is possible. Less than half (43%) agree that they value the time when they're unplugged.
- Their influence on friends & family purchase decisions vary by category. When it comes to entertainment, they influence parents most for movies (16% say they influence their parents "a lot" when it comes to movies) and friends most for video games (38% say they influence their friends "a lot" when it comes to video games).
- These GenZers have especially strong influence on packaged/fast foods and technology brands: 47% say their advice has had "a lot" or "a little" influence on a purchase of Apple® iPad®, 40% say the same for OREO®, 40% for SUBWAY®, 38% for DORITOS®, 36% for MOUNTAIN DEW®, and 35% for Pizza Hut®. Low on their list are eco-friendly products and wholesome foods or beverages.

"This study into Generation Z is important because it allows us to share with marketers and advertisers the user habits of this highly engaged, highly active section of our growing community," said Jennifer Betka, SVP of Marketing at Wikia. "This study emphasizes how teens are engaging, contributing, sharing and learning on open platforms in pursuit of greater potential and connectedness."

#### About the Study

"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). Respondents were recruited to take an online survey via banner advertisements on the various Wikia.com sites and via direct emails sent by Wikia to registered users of the community. To qualify for the survey, respondents needed to be between the ages of 13 to 18 and residents of the United States. The median survey duration was 27 minutes. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error.

(Generation Z: A Look at the Technology and Media Habits of Today's Teens", CISION PR Newswire, March 19, 2013, <https://www.prnewswire.com/news-releases/generation-z-a-look-at-the-technology-and-media-habits-of-todays-teens-198958011.html>)

#### **Generation Z: Online and at Risk?**

For today's teens, more followers online may mean fewer friends in real life – and a path to behavioral and psychological problems later on.

#### A Big Disconnect?

- The rise of social media has made us the most connected society to date, but it has also coincided with an apparent decline in our mental health.
- Social media use is proving addictive for some people, and this new digital way of connecting may not satisfy our deep-seated need for true human contact.
- Teens may be particularly vulnerable to developing hypertexting habits and what is known as Facebook depression.

Adapted from *Glow Kids*, by Nicholas Kardaras. Copyright © 2016 by the author and reprinted by permission of St. Martin's Press, LLC.

“I'm going to kill you while you are both asleep,” the wild-eyed 13-year-old girl said as she flailed and kicked her father before biting his arm. This was the second time in less than a week that “Heidi” had flown into a violent rage because her parents had taken away her Chromebook and her access to social media. It would also be the second time that she would have to be taken to the psychiatric emergency room.

When her parents, “John” and “Melanie,” first called me for help, they described Heidi as a sweet, happy, loving girl whose teachers had always declared their favorite student. With a tendency to gravitate toward overachievers, she loved playing soccer, hiking and taking mountain bike rides with her dad—the man she bit.

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Predictably, the younger you are, the more you text. According to a 2011 Pew Research Center poll, cell-phone owners between the ages of 18 and 24 send or receive an average of 109.5 messages on a normal day, whereas all adults (18 and older) exchange a daily average of 41.5 messages, with a median of only 10 texts daily. As for social media, a 2015 report compiled by the marketing agency We Are Social estimated that more than two billion people—over a quarter of the world's population—have active social media accounts.

For a species hardwired for social connection, that should be a wonderful thing. And yet the rise of social media and technology has coincided with an apparent decline in mental health. In 2014 psychologist Jean M. Twenge of San Diego State University analyzed data from nearly seven million teenagers and adults across the U.S. and found that more people reported symptoms of depression in recent years than they did in the 1980s. Teens, in particular, are now 74 percent more likely to have trouble sleeping and twice as likely to see a professional for mental health issues. According to a 2016 fact sheet from the World Health Organization, depression is now the leading cause of disability globally, affecting 350 million people worldwide.

There are certainly many intervening factors that may be driving this global trend, but we do have preliminary research linking depression with social media usage. In 2014 Mai-Ly Steers of the University of Houston and her colleagues surveyed 180 college students and found that the more time these subjects spent on Facebook, the more likely they were to experience mild depressive symptoms. The researchers attributed the link to the psychological phenomenon known as social comparison—and comparing our lives to others can seem particularly harsh online, where people tend to post only the highlights. In a 2014 study, social psychologists Christina Sagioglou and Tobias Greitemeyer, both at the University of Innsbruck in Austria, found another reason why people can feel down after Facebook sessions: they feel that the time spent is not meaningful.

In addition, online socializing may be interfering with our face-to-face encounters. That is troubling because we know that we can get physically and psychologically ill without real human contact. Indeed, several studies have shown that people can go insane if cut off from human interaction. The reason is that, as social creatures, we find purpose and meaning and bolster our emotional states largely through the social and cultural context created by contact with others. Not getting the right kind of human contact and nurturing support at key developmental periods in childhood can lead to profound emotional and psychological problems.

Social media has an impact on other basic psychological needs—including our need for novelty, called neophilia. As writer Winifred Gallagher points out in *New: Understanding Our Need for Novelty and Change*, our human brain is biologically primed for novelty, which, in turn, has helped us to survive cataclysmic environmental change. Unfortunately, this hardwired thirst can be overwhelming in the information age, in which every hyperlink, tweet, text, e-mail and Instagram photograph can be an opportunity to experience something new. As with an alcoholic in a liquor store or a chocolate lover at Willy Wonka's, the multitude of opportunities for novelty can be exhaustingly hyperstimulating.

And what about the human need to experience reward? We know that humans like activities that release the neurotransmitter dopamine in the brain—a lot. Evolution has given us incentives via a “dopamine tickle” to pursue certain life-sustaining activities, such as eating and sex, because dopamine made us feel good. But we have discovered that digital stimulation feels pretty good, too, and similarly lights up our dopamine-reward pathways.

So then where does modern digital technology, which plays off these intersecting human needs for connection, reward and novelty, leave us? Short answer: addicted or, at the very least, potentially vulnerable to screen addiction. Many adults and kids have developed compulsive texting and social media habits precisely because such predilections quench our thirst for novelty while tickling our dopamine-reward pathways. And like addicts, they can go into withdrawal without it.

## TEENAGE HYPERTEXTING

In 2010 journalism professor Susan Moeller and her colleagues at the University of Maryland asked 200 students to give up all media, including texting, for 24 hours. Many showed signs of withdrawal, craving and anxiety. “Texting and IM’ing my friends gives me a constant feeling of comfort,” one student said. “When I did not have those two luxuries, I felt quite alone and secluded in my life.” Another put it in even more direct terms: “I clearly am addicted, and the dependency is sickening.” According to a 2015 study of millennial communication habits by psychologist Kelly Lister-Landman, now at Delaware County Community College, and her colleagues, “text messaging has increased dramatically among adolescents over the past 10 years,” and many teenage texters share addictlike symptoms and behaviors. In fact, the researchers indicated that such teens have a lot in common with compulsive gamblers, including lost sleep because of the activity, problems cutting back and a tendency to lie to cover up the amount of time they spend doing it.

The study clarified that the frequency of texting does not by itself equate to compulsion. The key is its effect on a person and his or her life. As Lister-Landman explained in a press release: “Compulsive texting ... involves trying and failing to cut back on texting, becoming defensive when challenged about the behavior, and feeling frustrated when one can’t do it.” Based on those criteria, although boys texted with the same frequency as girls, the study determined that girls were four times more likely to have texting-related problems.

Perhaps even more shocking, a 2012 Pew survey by researcher Amanda Lenhart—which involved a nationally representative sample of 799 12- to 17-year-olds—found that only 35 percent said they regularly socialized face-to-face anymore, compared with a whopping 63 percent of teens who said they communicated mostly via text messages and averaged 167 texts a day.

Beyond addictive tendencies and an erosion of face-to-face socialization, Lister-Landman and her colleagues also found a link between compulsive texting and poor academic behavior. And a 2010 research study at the Case Western Reserve University School of Medicine that looked at the texting habits of 4,257 high school students revealed that 20 percent of those teens engaged in hypertexting, or sending more than 120 daily texts; these hypertexters were twice as likely to have tried alcohol, 41 percent more likely to have used illegal drugs, nearly three and a half times more likely to have had sex, and 90 percent more likely to have had four or more sex partners.

What are we to make of all of these statistics that link more texting with more behavioral problems? I would look at these data a couple of different ways. First of all, if a person is a compulsive or addicted texter, it indicates to me that he or she has an impulse-control problem. People who have a harder time controlling their impulses also naturally tend to be more impulsive in other areas of their lives: trying drugs, drinking excessively, having sex. But here we also have the age-old chicken-or-egg question: Are people who are impulsive to start with gravitating toward digital excess, or is the digital excess creating or reinforcing the impulsivity? Possibly both.

We can also view problematic behavior linked to excessive social media usage through another lens. According to social learning theory, we model our behavior after our peers. What if I have hundreds of peers who text and use social media? I then increase the likelihood of getting exposed to certain problematic behavior. For example, if I hang out with five kids, and one of them smokes marijuana and has multiple sex partners, the influence on my own behavior might be minimal. Now, through social media, I am hanging out with several hundred kids—and what if 30 or 40 of them have multiple sex partners? Or are taking Vicodin or Xanax? The impact of that larger—and potentially more troublesome—group on my own behavior is now greater.

## THE ILLUSION OF REAL CONNECTION

Apart from the addictive nature of our new digital way of connecting, it does not seem to satisfy our deep-seated need for true human contact. Instead what it seems to have spawned is the illusion of social connection via a medium that has our dopamine receptors on perpetual high alert as we anticipate, like Pavlovian dogs, the next “ping” that promises to offer us the novelty and pleasure of a text, instant message, tweet, Facebook update or Instagram photograph.

More than two decades ago anthropologist and evolutionary psychologist Robin Dunbar, now at the University of Oxford, proposed the theory that a person can maintain about 150 acquaintances but only five or so close relationships—our brain cannot handle more. The figure of 150, also known as Dunbar's number, was, as he put it, a measurement of the “cognitive limit to the number of individuals with whom any one person can maintain stable relationships.” Amazingly, Dunbar discovered that these numbers have remained more or less constant throughout history.

Social media has not really affected this dynamic. When data scientist Bruno Gonçalves and his colleagues, all then at Indiana University Bloomington, looked at whether Twitter had changed the number of relationships that users could maintain, they found that people could still manage to follow between 100 and 200 stable connections. But the Dunbar number represents a continuum, with the most intimate, and perhaps most important, figure being five, or the number of truly close friends whom we see often and call in serious situations.

Researchers have attributed the benefits of these face-to-face relationships to the “shared experience” effect: when you laugh or cry with someone, when you go to a social event or have

dinner together, when you experience life together, there is a deepening of the social bond that cannot be replicated by social media. In social media, you can “share” and “like” something with your Facebook friends, or you can watch the same hysterical YouTube clip of a dancing chimp, but it is not the same as if you had done something together.

There may also be a physiological aspect of friendship that Facebook friends can never replace. Over the past several years Dunbar and his colleagues have been looking at the importance of physical contact. He already knew that in primate grooming, touch activates the endorphin system; now we know that the same is true for humans. In a series of studies, Dunbar and his colleagues showed that light touch triggers an endorphin response that is important for creating a personal bond. According to Dunbar, our skin has a set of neurons, common to all mammals, that respond to light stroking but not to any other kind of touch.

“We think that’s what they exist for, to trigger endorphin responses as a consequence of grooming,” Dunbar explained in an interview with the *New Yorker*. Just as dopamine incentivizes eating and procreating, it seems that endorphins released with physical touch encourage human bonding. Facebook friends just cannot replicate that; they cannot pat us on the back, rub our knees or give us hugs.

Dunbar is also concerned about the negative developmental effect that our new digital world will have on children. From past research on social interaction, we know that early childhood experiences are crucial in developing those parts of the brain that are dedicated to social interaction, empathy and other interpersonal skills. If we deprive children of interaction and touch early on because they mostly socially interact via screens, those brain areas may not fully develop.

## FACEBOOK DEPRESSION

What would such a “glow kid”—raised on mostly digital social interactions—look like as an older person? “This is the big imponderable. We haven’t yet seen an entire generation that’s grown up with things like Facebook go through adulthood yet,” Dunbar said in the same *New Yorker* interview. “It’s quite conceivable that we might end up less social in the future, which would be a disaster because we need to be more social—our world has become so large.” What then happens to a person—particularly a kid—who does not have those real-life connections and is already feeling a bit alienated and sad? In those instances, the illusion of connection created by social media may actually do more harm than good.

Consider the phenomenon known as Facebook depression, whereby the more “friends” one has on Facebook, the higher the likelihood of depression. There is also, as mentioned, the double whammy that the more time spent on social media and the more texting a person does, the higher the likelihood of not just depression but tech addiction as well. While it is hard to say which way the causality goes (does depression drive more time on social media or the other

way around, or both?), this much is clear: more screen time only further amplifies the isolation and disconnection from healthier activities and meaningful face-to-face social contact.

The previously mentioned Case Western hypertexting study also looked at “hypernetworking”—defined as more than three hours per school day on social networking sites. The 11.5 percent of students who met the criteria were subject to higher rates of depression, substance abuse, poor sleep, stress, poor academic performance and suicide. Perhaps not so shockingly, hypernetworkers were also found to have more permissive parents. Just as the hypertexting kids engaged in more risky behavior, hypernetworking teens were also found to be 69 percent more likely to have tried sex, 60 percent more likely to report four or more sexual partners, 84 percent more likely to have used illegal drugs and 94 percent more likely to have been in a physical fight.

“This should be a wake-up call for parents,” warned the study’s lead researcher, epidemiologist Scott Frank, in a Case Western press release. They should “not only help their children stay safe by not texting and driving, but by discouraging excessive use of the cell phone or social websites in general.”

I think that most reasonable people can understand that texting as a way to communicate and social media as a way to stay connected both have a place in our society. But if you want healthy and happy kids, it is vitally important that they have supportive, caring relationships with flesh-and-blood people. If they must have Facebook accounts or phones with texting capability—although some parents now opt for nontexting “dumb” phones—at least wait until the children are far enough along developmentally that they are less vulnerable to tech addiction, Facebook depression or hypertexting. Even then, the research shows that monitoring your child’s digital habits and virtual friends is critical in the new social media and texting landscape.

(Nicholas Kardaras, “Generation Z: Online and at Risk”, Scientific American, September 1, 2016, <https://www.scientificamerican.com/article/generation-z-online-and-at-risk/>)

## **51 of the Most Interesting Facts about Generation Z**

Generation Z represents 23 million Americans born between 1994 and 2010. While they haven’t entered the workplace yet, they have a different set of values and beliefs than their predecessors. They were born during the financial meltdown and don’t know a world without the Internet. They will become the most entrepreneurial, conservative, diverse and educated generation in the world. Here is a collection of all research I’ve collected on Gen Z, with more to come soon. They will help you understand what they value, as well as how to hire and sell to them.

74 of the Most Interesting Facts About Millennials. 44 of the Most Interesting Facts About Generation X.

## Gen Z and the economy

- Gen Z receive \$16.90 per week in allowance or \$44 billion a year total. [Mintel]
- 58% of Gen Z's are either somewhat or very worried about the future. [JWT]
- They have a combined buying power of \$43 billion and influence an additional \$600 billion of family spending. [Chamber of Commerce]
- 77% believe they will need to work harder compared to those in past generations to have a satisfying and fulfilling professional life. [Robert Half]

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74 of the Most Interesting Facts About Millennials. 44 of the Most Interesting Facts About Generation X.

## Gen Z students

- 55% of Gen Z students say that their parents are putting pressure on them to gain professional experience during high school. [Millennial Branding / Internships.com]
- Nearly 50% of Gen Z students are participating in internships for the purpose of advancing themselves professionally in high school. [Millennial Branding / Internships.com]
- 64% of Gen Z consider earning an advanced degree as one of their life goals. [Intern Sushi / CAA]
- 80% of Gen Z's think they are more driven than their peers. [Intern Sushi / CAA]
- 50% of Gen Z's will be university educated compared to 33% of millennials and 25% of Gen X. [JWT]
- 85% research online and 33% watch lessons online to educate themselves. [JWT]
- 52% use YouTube or other social media sites for a typical school research assignment. [Pew Research]
- 60% of Gen Zers say they like to share their knowledge with others online, a sign of collaborative skills. [Wikia]
- 64% say they contribute to Websites because they like learning about new things. [Wikia]
- 76% feel that their online experiences will help them reach their goals. [Wikia]
- 66% say that technology makes them feel that anything is possible. [Wikia]

## Gen Z's as entrepreneurs

- 72% of Gen Z wants to start a business someday. [Millennial Branding / Internships.com]
- 61% of Gen Z would rather be an entrepreneur instead of an employee when they graduate college. [Millennial Branding / Internships.com]
- 62% would rather start their own companies than work for one. [Deep Focus]
- 58% have shown interest in developing skills tied to how to start a business. [Deep Focus]
- 71% expect to experience significant failure before achieving success, and nearly 40% say they see failure as an opportunity to try again. [Deep Focus]
- 76% wish their hobby would turn into a full-time job compared to 50% of millennials. [Intern Sushi / CAA]
- 42% plan to start their own businesses and 3% currently run their own business. [Gallup]
- 38% say they will invest something that changes the world. [Gallup]

## Gen Z's as consumers

- 55% of Gen Z would rather buy clothes online and 53% would rather buy books and electronics online. [JWT]
- 64% are more likely than other generations to trust somewhat or completely the content on mobile apps from brands, as well as text messages from brands. [Grail Research]
- 90% will make sure their parents feel a planned purchase is affordable before going ahead with it. [JWT]
- 43% said their family influences their purchasing decisions the most followed by friends (35%), friends of friends (23%) and celebrities (10%). [JWT]
- 64% said their parents pay for them with their credit/debit card. [JWT]
- 22% of surveyed Gen-Z consumers say they trust somewhat or trust completely posts by companies or brands on social networking sites. [Forrester Research]
- More than 50% identify themselves as deal hunters. [Cassandra Report]
- 57% research products more than they used to before making a purchase. [Cassandra Report]
- Their favorite items to spend money on are food and drink (36%), going out with friends (32%) and clothes (18%). [Visa]
- 66% want to own both houses and cars in their lifetimes. [Deep Focus]
- 34% want brands to reach them on social media and only 13% want to be contacted through snail mail. [Deep Focus]

## Gen Z's as investors

- 57% would rather save money than spend it. [The Intelligence Group]
- 76% spend money on themselves, while 62% save it, 38% spend it on things for friends and family and 10% give it to charity. [JWT]

- Their top financial goals are buying a car (33%), paying for education (23%) and buying a house (20%). [Visa]

(Dan Schawbel, "51 of the Most Interesting Facts about Generation Z", July 17, 2014, <http://danschawbel.com/blog/39-of-the-most-interesting-facts-about-generation-z/>)

## 15 Mind-Blowing Stats about Generation Z

While many marketers still struggle to figure out the Millennials, a new generation—Generation Z—is growing up behind the scenes.

Members of Gen Z, born after 1995, are quite different than their Millennial counterparts, with their own set of expectations when interacting with companies. They are the first truly mobile-first generation, so they place a big emphasis on personalization and relevance.

In addition, Gen Zers are entrepreneurial and resourceful, courtesy of growing up during a recession. Marketers will need to take all of this into account when shaping their strategies for this group. Read on for more facts and figures.

1. Consumers 19 and younger prefer social networks like Snapchat, Secret, and Whisper, and a quarter of 13- to 17-year-olds have left Facebook this year.
2. By 2020 Generation Z will account for 40% of all consumers.
3. Gen Z are adept researchers. They know how to self-educate and find information. Thirty-three percent watch lessons online, 20% read textbooks on tablets, and 32% work with classmates online.
4. More than a quarter of America's population currently belongs to Gen Z, and with each birth (361,00 babies born in the U.S. every day) the segment is growing.
5. Gen Z receives \$16.90 per week in allowance, which translates to \$44 billion a year.
6. Whereas Millennials use three screens on average, Gen Zers use five: a smartphone, TV, laptop, desktop, and iPod/iPad.
7. The average Gen Zer has the attention span of about eight seconds. They have grown up at a time when they're being served media and messaging from all angles, and have adapted to quickly sorting through and assessing enormous amounts of information.

8. Gen Z shares the entrepreneurial spirit of Millennial innovators: About 72% of current high-schoolers want to own their own businesses, and 76% hope they can turn their hobbies into full-time jobs.
9. Gen Zers are do-gooders; they want to make a difference in the world. Sixty percent want their jobs to impact the world, 26% of 16- to 19-year-olds currently volunteer, and 76% are concerned about humanity's impact on the planet.
10. Fifty-eight percent of Gen Zs are either somewhat or very worried about the future.
11. Gen Zers influence \$600 billion of family spending.
12. Seventy-nine percent of Generation Z consumers display symptoms of emotional distress when kept away from their personal electronic devices.
13. Fifty-five percent of those 18 years of age and younger would rather buy clothes online, and 53% would rather buy books and electronics online.
14. Forty-two percent of Gen Zers follow their parents influence, compared to just 36% of Millennials.
15. Generation Z consumers spend 7.6 hours per day on average socializing with friends and family.

(Giselle Abramovich, "15 Mind-Blowing Stats about Generation Z", CMO, June 12, 2015, <http://www.cmo.com/features/articles/2015/6/11/15-mind-blowing-stats-about-generation-z.html#gs.sP94tGg>)

### **Here's What the Future of Work Looks Like to Millennials and Generation Z (Infographic)**

As of 2015, millennials, the cohort that ranges between roughly 20 and 35, is on track to outnumber baby boomers in the population, 75.3 million and 74.9 million, respectively. With big numbers like that, perhaps it's no surprise that the oft scrutinized age group is expected to make up 75 percent of the global workforce 10 years from now.

Millennials are certainly a hot topic of conversation, especially with regard to how they navigate their careers. But what about the next wave, the people who are growing up right now? An infographic compiled by Adecco, a human resource consulting firm, examines the similarities and differences between millennials and their younger counterparts, Generation Z (here defined as those born between 1995 and today) with regard to their view of work and their futures.

The largest concern across the board for both was being able to find a job, followed by being able to pay for their education. However, 13 percent of millennials were concerned about the price of tuition compared to 21 percent of Generation Z.

Fifty percent of all respondents reported feeling optimistic about their job hunt, and 79 percent said they were confident they could find a position within five months, with only 6 percent reporting feeling "defeated" about their search. Post-college, 32 percent of Gen Z wanted to land their dream job, while 34 percent of millennials were after financial stability.

As for what the students and recent grads want out their jobs, growth opportunities, feeling satisfied by their work and a general feeling of stability were the most important. However, 41 percent of millennials were looking for a job with growth potential compared to 30 percent of Gen Z.

The results were based on a poll conducted by Adecco of 1,001 students, with 557 millennials and 444 members of Gen Z weighing in.

For more on how millennials and members of Generation Z are searching for jobs (and how much of their day they are devoting to the search), how both groups view the career prep help they received from their alma maters and how the two cohorts view networking, check out the infographic below.

The difference  
between

Gen Z

and

Millennials



The future of work rests on the shoulders of the next generation – but as Gen Z enters college and Millennials graduate, the HR sector faces new challenges.

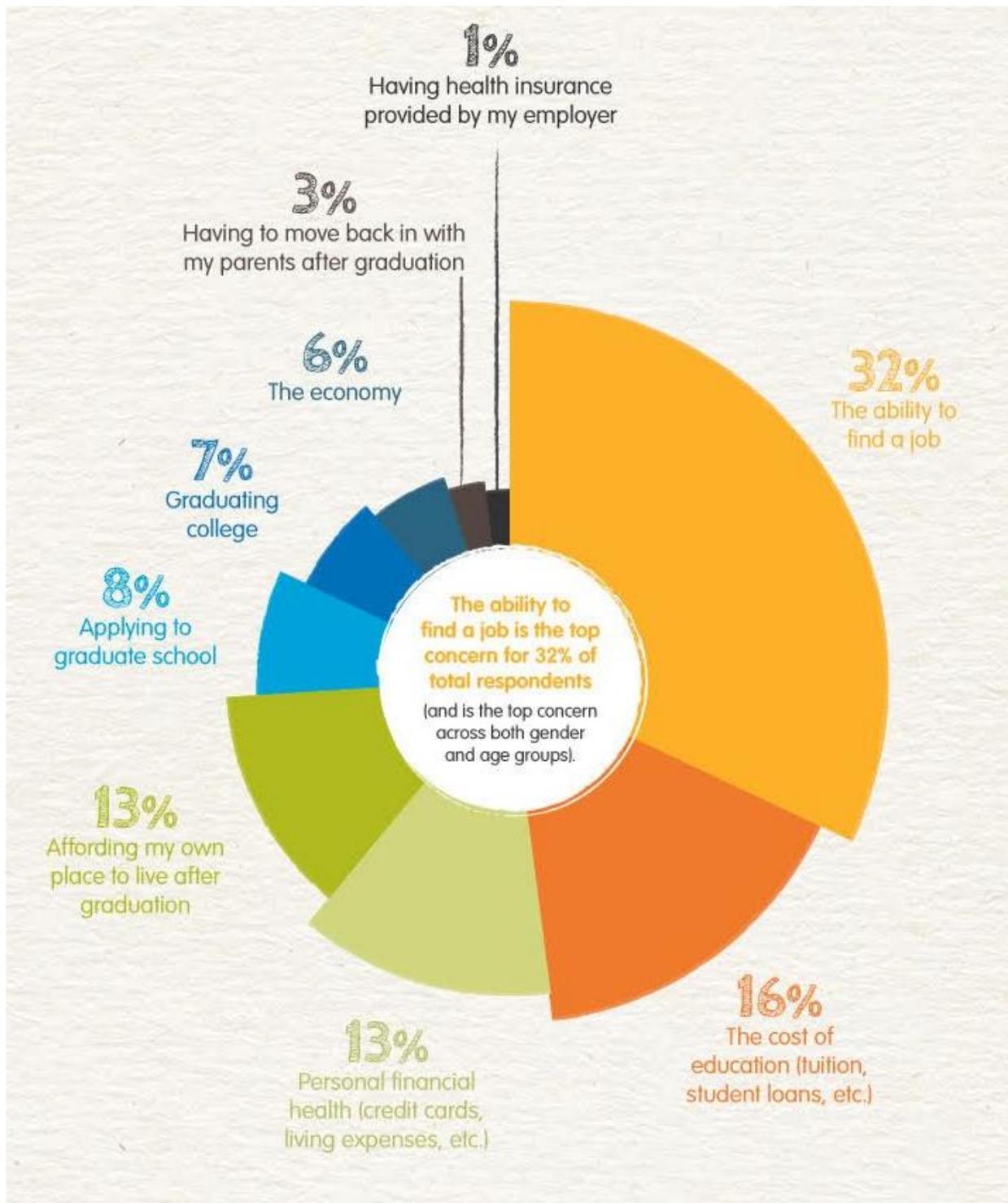
Will they pull professional culture in opposite directions,  
or do both generations have common ambitions for work?

To find out, we conducted an online survey of 1,001 U.S. students  
currently in college<sup>1</sup> or who've graduated within the last few months:

**557**  
**Millennials**  
(b.1980-1995)

**444**  
**Generation Z**  
(b.1995 onwards)

# What are their concerns for the future?

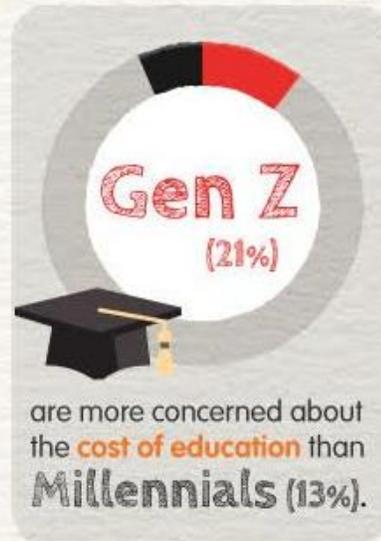




noted that **finding a job** was the biggest concern for their generation.



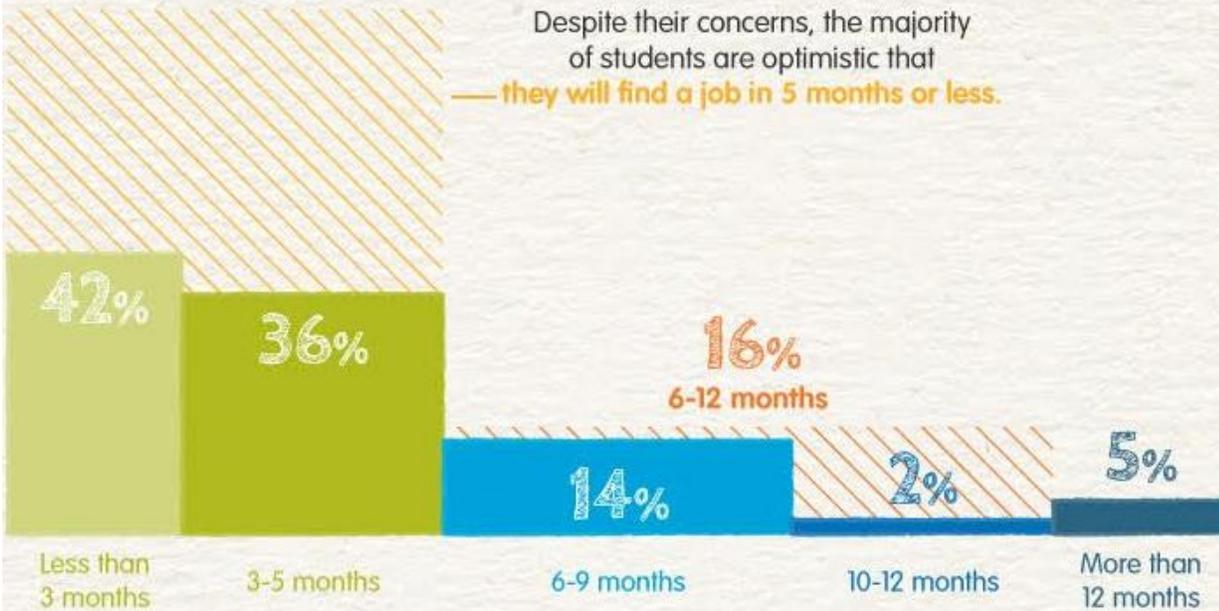
of respondents ranked the **cost of education** as their top concern, just behind finding a job (32%).

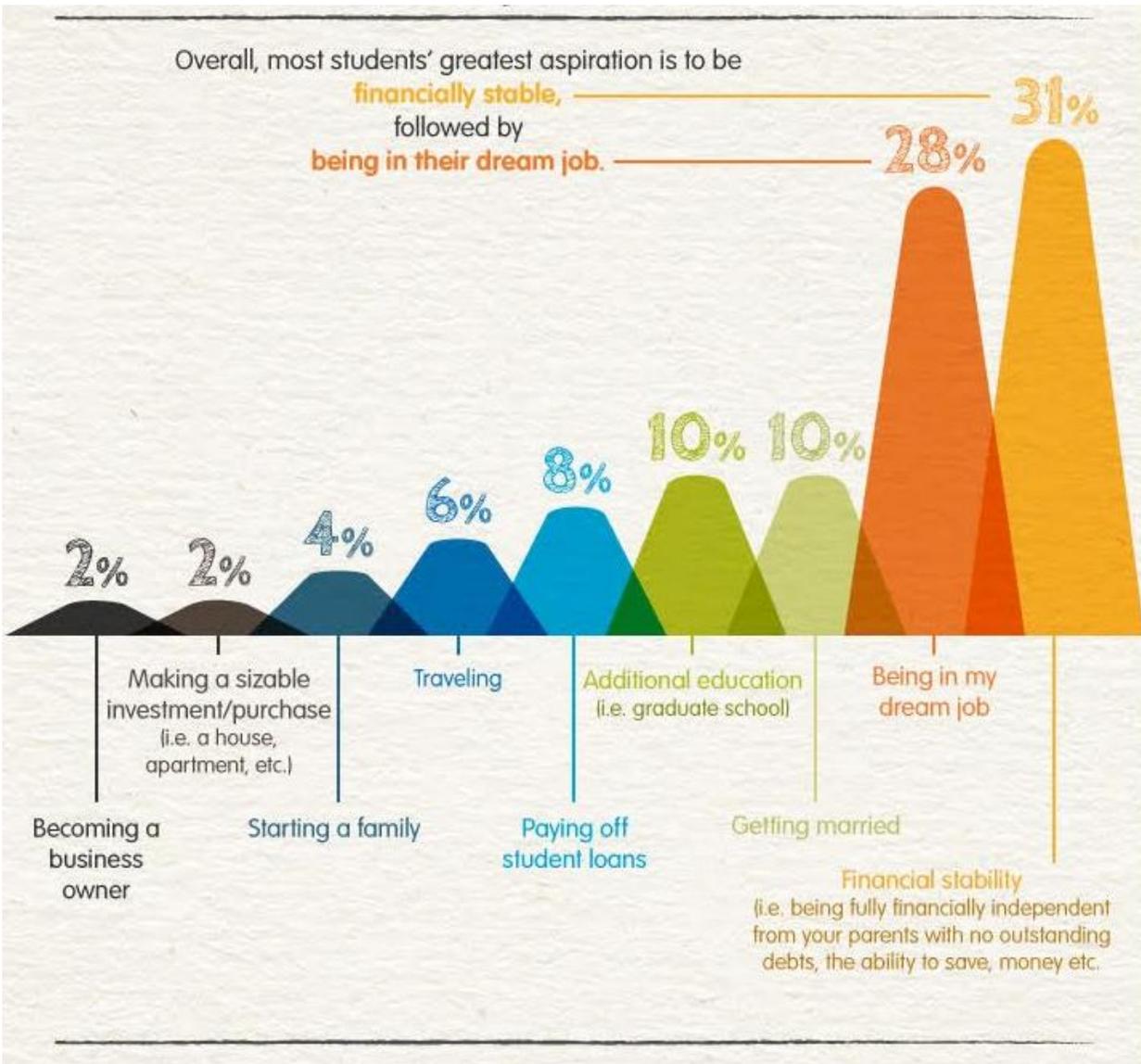
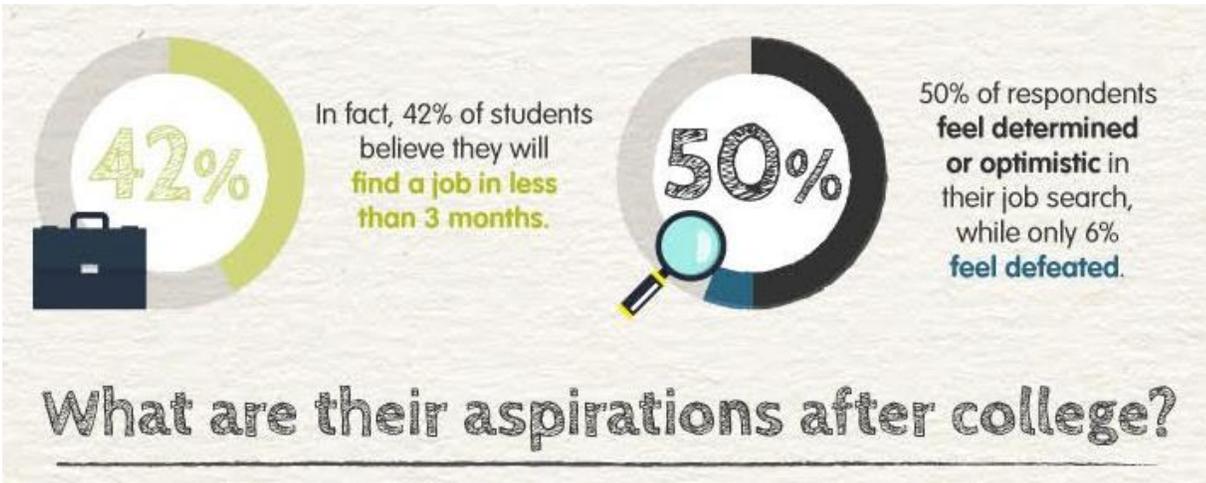


are more concerned about the **cost of education** than **Millennials (13%)**.

**79%**  
5 months or less

Despite their concerns, the majority of students are optimistic that — **they will find a job in 5 months or less.**





Overall, the top 3 aspirations for the next 10 years are:



**Gen Z (32%)**

want to find their dream job, while



**Millennials**

(34%) want financial stability.



## What do they want from their first job?

**Career growth (36%)** ranks as the most important aspect for a first professional job, followed by **fulfilling work (19%)** and **stability (19%)**.

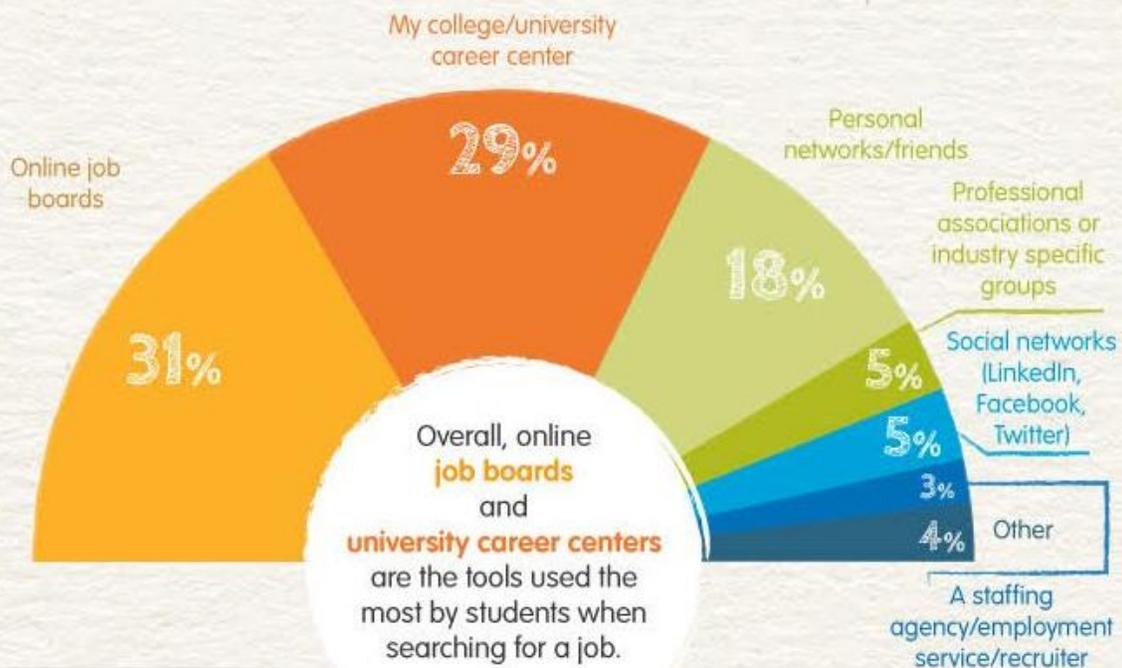




More  
**Millennials (41%)**  
want a job with an 'opportunity for  
growth', compared to  
**Gen Z (30%).**

Friendly work  
environments (10%),  
flexible schedules (7%),  
the highest salary (6%)  
and corporate social  
responsibility programs  
rank lower in priority.

## How are they looking for work?





**Millennials** are significantly more likely to use online job boards (**34%**) versus **Gen Z (27%)**.



Average time spent job hunting (2.1 hours) compared to:



Socializing with friends and family (7.6 hours)



Watching/streaming TV (6 hours)



Social media (4.5 hours)

**Gen Z** puts more focus on their personal connections and those of their parents (**28%**) than their **Millennial** counterparts do (**20%**).

# Are colleges doing enough to prepare them for work?

30% of current college seniors feel their college or university has failed at teaching them applicable 'real life' business skills.



**38%** of **Gen Z**'ers believe their college is doing a good job at preparing them for a career compared to **28%** of **Millennials**.



More **Gen Z**'ers (**42%**) follow their parents influence, compared to **Millennials** (**36%**).

HR professionals will have their work cut out when it comes to talent retention strategies for these differing generations.

And with so much uncertainty among both generations, recruiters should consider what they can do to address the perceived shortcomings of skills development at college.

### Notes

The margin of error for this study would be 3.2% (+/-) had it been a probability study (inclusive of all persons in the universe).



better work, better life

### Source

Adecco. (2015). Adecco Way to Work Survey. AdeccoUSA.com

(Nina Zipkin, "Here's What the Future of Work Looks Like to Millennials and Generation Z", Entrepreneur, June 8, 2015, <https://www.entrepreneur.com/article/247115>)

## 11 Characteristics of Generation Z

Millennials this, millennials that. Millennials here, millennials there. Millennials are lazy. Millennials are open-minded. Millennials are substantial consumers. Millennials define passion.

If there was one overused word in the past year or two, "millennials" is the incontestable winner.

There's a chance, however, we'll soon be subject to a new cultural talking point - Generation Z. Haven't heard of it? I hadn't, either, until just recently. I was attending a company-wide meeting, and our CEO had the floor. Discussing societal trends and the rise of tech usage, he referenced the nation's group of fledglings. "Generation Z, born in 1995 or later, came out with an IP address embedded in their heads," he joked into the mic, collecting a round of chuckles from the crowd.

It was sort of an *ah-ha!* moment for me. With a birth date near the end of 1994, I feel like I can't fully identify with millennials, especially in regards to "the golden days." Yeah, I remember when no one had cell phones - but only till sixth grade. Yeah, I thought Titanic was amazing - in 2005, when I was first allowed to see it. And no, I can't recall a time in my life when there wasn't a computer in my house. In second grade, I learned to use Google.

The true age bracket of Generation Z is up for deliberation among experts. Some believe members were born between 1991 and 2001; Entrepreneur says 1994 and 2010 are the key birth years. Still others say anyone born after 1995 lands squarely within the category. To me,

hard dates don't matter as much as life experiences and personality traits, which are key in discerning millennials from Gen Z. Below are 11 characteristics that distinguish us - if you're young, and you identify, welcome to the club.

We're Internet experts.

Because we're always online, we find answers to questions in warp speed. Z members multitask across a few different screens or monitors at once. We make lightning rounds through Twitter, Instagram, Facebook, Tumblr, Tinder, and Gmail. We know the lingo; we create memes; we make Vines and Periscopes and elaborate Snapchats. We have accounts on dozens, if not hundreds, of platforms. It's a challenge to put down our phones, even for ten minutes to eat lunch. (In fact, I'm usually reading stories on my laptop while chowing down on meals.)

We'd rather message than talk in person.

Along the same lines, Generation Z would rather have a digital conversation than a real-life discussion in many instances. Before rolling your eyes out of your head, think of the benefits. Awkward pauses? None of those. Stick your foot in your mouth? Difficult to accomplish when you're typing rather than talking. Nice flow of language? For sure. Better written skills? I'd argue so. I text paragraphs to my friends, because yes, we have intelligent discussions via SMS or Messenger - and I go back in and edit for grammar, spelling, and sentence structure before sending. Obviously, I'm not revising the way I would an article at work, but I make a solid effort. You may think it strange, but it's simply a way of life for Generation Z.

We look up to YouTubers.

"[Generation Z's] new idols are Internet stars, like PewDiePie," says [this Business Insider article](#) - which is, well, spot on. Every single day, I check the YouTube channels I'm subscribed to (about 10) for new content. In fact, it's the first thing I do after getting home from the office. I'll spend up to an hour watching videos from my favorites, which include beauty vloggers and online comedians alike. On the other hand, I also use YouTube for documentaries and self-education . . . which makes me feel a *little* less guilty for all the time I "waste" on the site. (But I raise you this: is it REALLY considered a waste if it's harmless entertainment?)

9/11 was a huge part of our youth.

I remember exactly where I was when the 9/11 attackers struck - and most other Generation Z's have the same frightening memory, which we'll never forget as long as we live. We grew up in an era where terrorism was a hotly debated topic, where the possibility (and subsequent action) of involvement in the Middle East evoked the strongest of feelings. Bush was always on TV; we sent soldiers care packages in grade school. We didn't understand most of it, but we knew things were troubled.

The Recession affected our outlooks.

Hushed voices behind closed doors; sudden downscaling in lifestyle choices; dying jobs and families packing up and moving far away. I was a mere preteen when the Great Recession reared its ugly head, and it hit my area (Detroit) especially hard. Being so young and born into a relatively well-off family, I was never given a good look at the aftermath, but the tension and sadness in the air was tangible. Between 9/11 and the Recession, Generation Z came of age in a time of uncertainty, and as a result, we've learned to become more resourceful.

We're determined to turn our hobbies into jobs.

Since I was 10, I loved to write . . . and now I'm a journalist. According to Business Insider, this isn't (or won't be) uncommon, with 76 percent of Gen Z members aiming to create jobs out of their hobbies. And why shouldn't we? Though we're grounded in reality, we're better educated on planning, implementing, and excuting our goals and aspirations. With Google at our fingertips all hours of the day, we learn how to make our dreams come true on our own.

We're one step ahead in our careers.

That said, Gen Z is jumping on the (career) ball early on. We're building our brands as adolescents, because we understand the impact social media has on not only our personal lives, but also our pending jobs. I started following and engaging with well-known writers on Twitter when I was 17. I began reporting for various publications at 18, I became an editor for a national platform at 19, and I freelanced for money at 20. At this age, I also graduated from college and landed a full-time gig at POPSUGAR. The early bird catches the worm, and we're well-aware.

We're self-starters.

We're invested in our careers, yes, but more than that, we seek to invent. The entrepreneurial spirit has grown with each generation, and Z's are beginning to trickle into the work force with lofty plans of impactful start-ups. We think businesses can make a difference, and we're inspired by thriving companies such as Facebook or Uber, which have literally changed the scope of life. Expect us to take over tech - after all, we've pretty much never known a life without it.

We're stressed out, and often.

That's not to say we don't stress about our big ambitions. Generation Z certainly frets, principally over bigger-picture things like the economy and the environment, because ultimately that's how realists operate. On the bright side, we're more willing to *do* something about these weighty issues. Generation Z is highly involved in activist movements, with a genuine intent to save the world.

We prioritize quality.

Quality over quantity is the name of Generation Z's game. We're incredibly selective in the products we purchase, making it painstakingly tedious for advertising marketers to get through to us. I generally don't buy anything on Amazon that has less than a 4-star rating. Before going out to dinner on Friday nights, you can bet I'm perusing Yelp for the best restaurants that still fall beneath my budget. With abundant cyber reviews from people who've already been there and done that, we'd be hard pressed to misuse our time on a transaction that's just not worth it.

We're more accepting.

Gen Z grew up in an era in which societal standards began to shift dramatically. Norms were flipped upside down - "gay" was no longer taboo; "transgender" wasn't just an urban legend. I distinctly remember bullying to be uncool when I was in high school. It was uncool to make fun of the boy who liked other boys. It was uncool to pick on the quiet African-Chinese twins. Band geeks were mainstream. The nerds were the popular ones. Our prom queen was a girl named Hannah who played on the boys' football team. High school, for the most part, was a safe and amicable culture. And playing both advocate and witness to the many ongoing developments of important social justice campaigns in this country, I have high hopes for an even more secure future with Generation Z commanding the forefront.

(Ashley Paige, "11 Characteristics of Generation Z", Yahoo, April 22, 2017, <https://www.yahoo.com/lifestyle/11-characteristics-generation-z-121000292.html>)

## **Ten Things You Should Know About Generation Z**

I doubt the generational name will stick, but for now we call them Generation Z. There was Gen X, then Gen Y (the Millennials), and now Gen Z.

Their birth years are 2001 to 2020. The oldest Gen Zer is 15; the youngest has not yet been born.

We have much to learn about this young generation, but we have learned much already. Church leaders, particularly, need to keep an eye on this generation. There are some fascinating trends taking place.

For now, let's look at ten things you should know about Gen Z.

1. They will be the largest generation in history. Each of their birth years is already a large cohort. By the time 2020 concludes, this generation will include about 82 million people. They will supplant the Millennials who supplanted the Boomers as the largest generation.
2. The majority of this generation is non-white. That is a first in the history of the United States.

3. Hispanics are the fastest-growing group in Gen Z. It is simply a matter of fertility rates. Hispanic mothers have an average of 2.4 children, compared to black mothers (2.1), and Asian and white mothers (1.8).
4. At least one of ten of this generation will marry across ethnic and racial lines. But the number could be higher.
5. Homosexual marriage will be embraced as normative. But we cannot tell yet what percentage of Gen Z will be in a homosexual marriage.
6. Two historic events have shaped Gen Z. Most of them were not born when 9/11 took place, but their parents and others have made the event a part of their lives and insecurities. The second event, the Great Recession, is still a reality though the recession is officially over. Gen Z parents, and thus, their children still feel the impact of a weak jobs economy.
7. Gen Z will be highly entrepreneurial. They have learned from their parents that you cannot trust an employer to take care of you. It is best to create your own job.
8. Gen Z is and will be in church more regularly. I read one study by Joan Hope that noted a big spike in church attendance by Gen Z. My anecdotal observations confirm an increase in Gen Zers church attendance, but I was surprised by the magnitude of the increase in Hope's study. We will need to monitor this behavioral pattern closely.
9. Rapid change is normative for Gen Z. None of us could have imagined the Internet of Things or wearable technology or many other technological trends. They are normative for Gen Z. This generation is accustomed to rapid change.
10. Gen Zers prefer personal contact. Yes, they are fully immersed in the Internet and social media, but they really want to have personal interaction. Perhaps it is because of the Internet and social media that they desire personal interaction.

The trends are early. The demographics are breathtaking. And the signs are, to a large extent, hopeful. Let me hear from you about Gen Z.

(Thom Rainer, "10 Things you Should Know About Generation Z", ThomRainer.com, May 11, 2016, <http://thomrainer.com/2016/05/ten-things-you-should-know-about-generation-z/>)

## **Five Keys to Understanding Generation Z**

Forget about Gen X. The Millennials are yesterday's news. We have a whole new 'generation' to get our heads around - the apocalyptically-titled 'Gen Z'. Born across the last 12-18 years (depending on which commentator you listen to; there's no absolute agreement on dates), this is the generation currently occupying our schools, youth groups and various online environments

that those of us over 30 shouldn't even pretend to understand. So who are Gen Z, and what do we need to know about them if we're going to offer them a compelling place of belonging within our churches?

#### 1) They're highly connected 'digital natives'

Even the last generation were born into a world where the Internet was taking faltering steps out of dial-up modems and wi-fi was assumed to be an obscure martial art. Today's youth - dubbed 'screenagers' by the media - are the first to have truly grown up in a digital culture, where online media, touch screens and cloud storage are as regular a part of everyday life as television and trees. As a result they refer and defer constantly to the Internet; New York ad-man Dan Gould told *The Times* that teenagers rely on the Internet as 'a kind of extra brain' - which is why they're significantly poorer at remembering rote facts and giving directions. So - anyone hoping to engage with Gen Z-ers better have a decent wi-fi connection installed and embrace, rather than express concern at, their digitally-enhanced lifestyle.

#### 2) They want to change the world

Ideas conference TED has recently featured a number of high-profile teenage contributors, including the amazing Logan LaPlante, whose 'Hackschooling' talk has been viewed millions of times online. Gen Z-ers have big ambitions and big ideas, and they're unafraid to express them. They're ambitious, but unlike previous generations (most notably the Baby Boomers) who were driven by the acquisition of power and money, these kids want to bring about change. Pakistani schoolgirl Malala Yousafzai, 17, defied the Taliban to attend school and was shot for doing so; having survived the ordeal she's now become an advocate for young women and victims of oppression worldwide. Young people like this are undaunted by the size of the problems facing the world - they believe they can be a part of addressing them, and they don't want to wait until they're 'adults' to do so.

#### 3) They're worried about the future

Being born so close to 9/11 has left its impact on today's young people. Unlike previous generations who've grown up in a post-war wave of western capitalist optimism - however frail that actually was - Gen Z see political instability, climate change and financial uncertainty and hold some bleak concerns about the planet's future. That's why books and films such as the *Hunger Games* series are so popular; and why no.1 gaming smash *The Last of Us* and TV shows such as *The Walking Dead* and *The Leftovers* have found huge audiences. These stories, which all concern themselves with apocalyptic futures, tap into teenager's latent fears that the future isn't bright. *The Times* reports that one marketing agency poll found that 63 per cent of 7-13 year olds believe the world to be "a scary place right now."

#### 4) They embody diversity

As Western nations have become more and more ethnically and socially diverse over time, so the emerging generations themselves have both become more diverse and more and more comfortable with notions of tolerance and mixed culture. US Marketing firm Magid records not only that Gen Z are the most ethnically diverse group ever (only 55 per cent in that age group in the USA are white caucasian), they also feel positive about the idea of increasing racial diversity, and are much more likely than their parents to form social groups containing a mix of race and religion. By the same token, they feel a keen sense of injustice when others don't agree with their multicultural and socially-inclusive perspective. So if they were to believe an institution such as the Church were racist, sexist or otherwise exclusive of certain groups, they'd be less than impressed...

#### 5) They're more morally conservative than their elders

There's a surprising twist in the tale for anyone who assumes a new generation brings an ever-more relaxed set of social morals. Gen Z-ers aren't necessarily more socially liberal than their older brothers and sisters - in fact research suggests that they drink less, smoke less, take fewer drugs and have less sex. Before the conservatives get too excited however, they have some pretty liberal ideas about relationships, with some commentators suggesting that polygamy might become a future trend...

oh, and...

Bonus: They're not *definitely* called Generation Z

At present, various media and marketing brains are vying to coin a definitive name for the new generation. They're called Plurals by some (mainly because of point 4), and post-millennials by others (obviously those with less imagination). One website dubbed them the Homeland generation - not because of their love of Damian Lewis and Claire Danes, but because the war on terror might make them less prone to travel - but again that doesn't seem to have taken root. For now then they're Generation Z, defined at least partly by their fear that they could be the last.

So what will we make of this new generation, and what will we be to them? Will we be the irrelevant relic in the background, embodying prejudice and looking like just another reason why their world's in such a mess? Or maybe, just maybe, will we take this group of digitally-empowered, tolerant young people and give them the cause and the future hope that the analysts claim they're looking for?

(Martin Saunders, "Five Keys to Understanding Generation Z", Christian Today, August 22, 2014, <https://www.christiantoday.com/article/five-keys-to-understanding-generation-z/39845.htm>)

## 6 Trends Among Gen Z in 2016

Looking ahead to 2016, Generation Z is finally going to get the attention they deserve. With tech-ingenuous Gen Z teens coming of age, and revealing their exceptional potential, our slow but steady ascending interest in Gen Z is going to accelerate in 2016.

Ranging in age from 6 to 20 in 2016, Gen Z is evolving into every educator's dream and every marketer's challenge. Our global society, particularly marketers in this case, need to fully understand Generation Z not as tech-head kids, but as worthy consumers and worldly contributors.

Gen Z should be a top trend for every marketer in 2016. Now that Millennials are finally making room for Gen Z, this powerful cohort is ready to have its own set of trends. Here are 6 trends for Gen Z in 2016 – trends based on observations, insights, events – that you'll want to know.

### 1. Approaching Adulthood<sup>[SEP]</sup> (in Mind and Body)

Tech-ingenuous, confident and ambitious, many convincing Gen Zees already act like adults at age 10! Living with them is like having our very own Technology Wizard who acts more like 30 than 15. But the facts reveal shocking statistics, that Gen Z is growing up in body and entering adulthood. Born between 1996-2010, some of the 23 million in the US, and 1.9 billion globally, will turn 20 years old in 2016. Soon they'll be spending some of the \$44 billion they've saved.

Working or nearly graduating from college, teens are about to become your intern, co-worker, consumer, employee or maybe even your boss! Get ready because Gen Z operates 100% digitally.

### 2. Filtering at the Speed of Light

Getting the attention of a Gen Z gets harder each month. The 8 second attention spans evolved into the 8 second filters. For 2016 and beyond, I predict Gen Z filtering speeds will ramp up to be 4 second filters, taking a Gen Z only 4 seconds to filter or process a piece of content. Over time, continuous screen usage refines their processing engines, giving them the ability to "get the point" in 4 seconds. Gen Z will become more efficient with their eyeballs and thus, their time, which is worth more than ever.

To optimize engagements, brands need to sharpen their images, tighten their slogans and strive to be everywhere a Gen Z is.

### 3. Self-diagnosing PSA – Phone Separation Anxiety

Let's face it, wired Gen Z is completely obsessed with their phones and screens. They've grown up together, experience everything in life together since birth, all through the eyes & lens of their shiny little gadgets. In 2016, this obsession could evolve into an emotional addiction, a connection so deep it could feel like an unrequited love.

As Gen Z enters college and the workforce, the phone's presence will explode from a gadget to the "elephant in the room". One recent UMD study revealed that 79% display symptoms of

emotional distress when kept away from their smartphones. This is causing irreparable consequences like declining grades in college classes.

The highly addicted Gen Z who can't live without their phone, will diagnose themselves with what I call PSA, Phone Separation Anxiety, which isn't real but it sounds real enough for them to hold onto their phones anytime. Bottom line – it's a choice: Gen Z can blame PSA for their falling grades or take control and work on detaching without distress. While not all Gen Zees suffer from PSA yet, I'm sure there will be a drug to prevent it and another drug to cure it.

#### 4. Power of Voting, Voting with Power

The upcoming election in 2016 will be the first time a Gen Z over 18 can vote in a Presidential Election. Gen Z voters are eager to make their strong political opinions officially count. Gen Z is deeply concerned and involved with global issues and social equality, witnessing the historical event of the first African-American President to be elected in 2008. With live streaming media, they've been exposed to the memorable political and global events that affect their viewpoints today, making them altruistic and quite liberal politically. Plus, Gen Z is an influential group who is highly progressive when it comes to social change.

The mantra, "don't discuss politics" doesn't apply to them. They are very outspoken about their liberal political views online and offline, and do the research to support their candidates. They encourage a debate, showing way less fear of conflict than Gen X or Gen Y. And if candidates want their vote, they need to address the interests of Generation Z.

#### 5. Becoming a ZEO, not CEO

One sure thing is that Gen Z is very entrepreneurial, with 72% wanting to start their own business. Online and offline, Gen Z is learning how to create, promote, review and transact making the leap from online wizard to entrepreneur a natural progression.

Well look out – highly enterprising Gen Zees are getting a head start by launching their own small business – a business not led by a Chief, but led by a Z, a Gen Z. They are leading their own small organizations – LLCs or Inc.'s – where the "shareholders" like the needy or homeless get the share of the benefits from the business acumen of a compassionate Gen Z.

Pragmatic ZEO's are applying their leadership skills by turning their passions into donations for non-profits, their hobbies into meaningful careers, all while creating and customizing their futures. Not only does this shine on the college resume, it's the perfect entrée into future C-suite jobs.

#### 6. Waiting for the Name Fairy

Through 2015, Generation Z is the most frequently used term but in 2016, Gen Z is ready to be awarded a new name that symbolizes their personality in one word. Born after Boomers, Gen X ("X" was perfect for Gen X), and Millennials (Gen Y), the letter "Z" is the default letter for this

generation. But it's a completely inaccurate name for these ambitious leaders who are hardly last in anything.

There's a buzz about contests for new names, similar to the way Millennials were named by USA Today. Some of the names in the running include "iGen" or "Post-Millennials", "Homelanders", "Digital Natives", "Selfie Generation" and "Generation Zed". I prefer terms that give credit and make them stand apart. For example, the "Generation Firsts" have seen many firsts and plan to achieve even more firsts in their futures. "Generation iCan" is working hard to be entrepreneurs, game-changers, leaders, altruists and innovators because technology has enabled them to believe they can do anything. Let's hope the name fairy comes to visit in 2016.

These six trends are just a few of many trends emerging among Generation Z in 2016. Gen Z is facing intense academic and social pressure to succeed, to attend top universities or find themselves high paying jobs. In 2016, I also foresee Gen Z experimenting in unplugged recreations (drugs, alcohol, romance), the ones that don't come with an app.

Generation Z should be on everyone's list of emerging trends for 2016. If you'd like to learn more about Gen Z, contact Nancy at [nbnessel@gmail.com](mailto:nbnessel@gmail.com).

(Gettinggenz.com, "Six Trends Among Generation Z in 2016", GenerationY.com, Accessed February 20, 2018, <http://www.generationy.com/six-trends-among-generation-z-in-2016/>)

## **Say Hello to the World's TransGeneration (Generation Z)**

Generation Z.

Transgender.

Transsexual.

Transracial.

Transglobal.

Transeconomical.

Born in the mid-90s to early '00s, Generation Z finally has an identity. Say hello to the generation that may be the first in human history to be free to fully express themselves thanks to a lot of help from their predecessors: the Millennials (Generation Y), Gen Xers, and vanguard Baby Boomers.

Occasionally labeled the iGen, Y2Kers or Generation 9/11, Generation Z's identity encompasses more than technological or historical date stamps. Physical and sociological qualities beg us to remove the hyphen for a groundbreaking new way of thinking. Who are the TransGeneration?

They are the quiet noisemakers with unlimited potential self-apprenticing their way toward new frontiers. TransGens don't subscribe to tradition, and they are far more than independent. They are the first generation to embrace Einstein's definition of insanity. But, you won't find TransGens reinventing the wheel either.

Gen Z's "why wait for things to change, when I can be the change" common sense approach to life is giving them, and us, wings to finally begin to fly—without waiting around for flying lessons. As adaptive to perpetual change as they are to conquering the latest high tech gadgets, TransGens don't stop to read the instruction manual, they work their way right out of the box.

Every generation has distinct ideals, characteristics, values, and attitudes that define them. As the oldest TransGens contemplate advanced education, suppleness and the ability to learn at much faster rates are leading today's teenagers to question if the exorbitant cost to learn already-dated models is the most efficient use of their time.

Because TransGens are globally connected and engaged and technology is perpetually evolving, their expectation is that personal growth should correspond. Fearlessness is the byproduct and the means by which inventive TransGens are independently making use of the plethora of information at their fingertips to generate their own opportunities and create social change.

## Origins

Exploring the TransGeneration can leave you wondering how in the world, or other-world, they came to be. If this can be said about them in their formative years, what will be the final analysis?

Only the tip of the iceberg, what we do know is that TransGens didn't arrive on scene as an anomaly. Pan-generational traits have been recorded throughout history going back hundreds of years. First wave TransGens were the curious, the misfits, the experimental who weren't treated as well as modern day TransGens for questioning the status quo and being ahead of their time.

Curiously enough, we can thank the Millennials for being the bridge between two very different ways of thinking. Once typecast as lazy, they were called the generation that didn't want to grow up by parents who enabled the extended childhood.

Beginning in the '80's, on into the '90's, a new level of materialism was in high gear. The original Me Generation, Mom and dad were home less than ever, or living separately more than ever in pursuit of the "good life." Parental guilt played its own part in creating the entitlement generation.

Survivalism quotients satisfied, Millennials came to expect the good life to be the new normal. A few burst economic bubbles later and jobs harder to find, Millennials delayed traditional rites of passage, opting to live at home.

With Millennial material needs met, they weren't buying into what motivated their parents. They needed a new why. It took a while, but thanks to social media, they finally did — each other. After the initial narcissism, social media allowed them, and us, to expand our point of view beyond just ourselves as we began to embrace social causes.

In the end we needn't have worried. The Pew Research Center, a nonpartisan fact think tank, reported that as of the first quarter of 2015, Millennials have surpassed Gen Xers as the largest generation in the U.S. workforce.

However, according to recent findings, what must be acknowledged is the greater Millennial generational impact: the desire to do good. This quantifiable evolution in human consciousness found critical mass via an Internet that gave us a large enough window into the world to see life's expanded reality—our interconnectivity.

## Trending

With very little TransGen data, let's take a look at what's trending for Millennials for a little pan-generational insight into what possibly lies ahead:

- Wealth and equality continues to trend higher as important.
- Interest in political affairs continues to decline.
- Decreased involvement in institutional affiliation.
- Increased networking on a peer-to-peer level.
- Optimism about the future continues despite social distrust.

For the TransGeneration, their why is clear: saving the world from the chaos and uncertainty created by previous generations.

If we are interconnected, it means we're interdependent. If humanity hopes to end chronic poverty for half the world's population, we will be required to dramatically change the way we live on this planet. Indeed, the continuation of the species as a whole depends upon it.

TransGens already get this. Embodying far greater emotional intelligence than their predecessors, these children aren't wasting any time by waiting to grow up. They are busily building homes for the homeless, inventing cancer detection tests, and engineering machinery to clean up our oceans.

Why do we care? Economy. There are two billion TransGens worldwide, one-quarter of the U.S. population. How do we market to a generation that morphs as quickly as a chameleon adapting to its shifting environment? How do employers recruit and hold onto talent in the workplace?

TransGens won't care. Horizontal collectivism seated on a substratum of unabashed individualism, Gen Z will walk around outdated social constructs to create their own new and improved version of the world. What else might we expect from the TransGeneration?

Activism: In a synergetic world, personal fulfillment and social responsibility will be intimately inseparable.

Child: The inner child will be recognized and nurtured well into adulthood as a source of inspiration and creativity.

Collaboration: Competition will be supplanted by crowd funding, open sourcing, and social sharing for greater social impact.

Dream: Freedom from rampant materialism that's harming the planet through stewardship, rather than ownership, will become the New American Dream.

Education: Self-education through formal and informal open-platform learning and hands-on mentorship opportunities will create the most educated generation in history.

Entrepreneurs: More the independent contractor than employee, pursuit of individual passion will surpass profit as motivation for fulfilling one's life purpose.

Family: Marriage and children will be considered optional and carefully before making such commitments.

Global: Lives no longer mortgaged by heavy debt, global collaboration will allow the freedom to move about at will.

Leaders: Decentralized leadership will collectively transform the world as individuals pool resources and talent on a local level.

Relationship: Unsubscribing from traditional gender roles will allow for greater flexibility in the workplace and at home.

Sustainability: The Rule of Law and morality will be replaced by the single all-inclusive compass of sustainability.

Unity Consciousness: The illusion of security shattered, it will be realized that "united we stand" extends beyond nationalism as the very fabric of all life.

The definition of the prefix trans- is across, beyond, and through. Data tells us that TransGens are less religious and less patriotic than previous generations. What may ultimately define the TransGeneration more than any other quality is their ever decreasing tolerance for exclusivity. Is this a bad thing?

The TransGeneration may very well be the antidote to human created suffering rooted entirely in outdated belief systems steeped in separation in favor of leaving no one behind.

What comes after Z?

Human.

Equality.

Prosperity.

One.

World.

Earth.

(Christine Horner, "Say Hello to the World's TransGeneration (Generation Z), Huffington Post, September 2, 2015, [https://www.huffingtonpost.com/christine-horner/say-hello-to-the-worlds-transgeneration\\_b\\_8071528.html](https://www.huffingtonpost.com/christine-horner/say-hello-to-the-worlds-transgeneration_b_8071528.html))

### **Six Defining Characteristics of Generation Z**

I wish you could meet Lizzy. Or Dane. Or, for that matter, Seth and Carly. These students have all been born since September 11, 2001—a marker in our U.S. history that will always divide those born in the 20<sup>th</sup> century from those born afterward. I was with these students recently and immediately noticed a different perspective in them as teens than the one I saw in Millennials fifteen years ago.

At Growing Leaders, we work with both teens and twenty-somethings, helping them move from backpack to briefcase and become leaders along the way. After being in front of thousands of these younger students, I want to offer a list of defining characteristics I've seen in them as teens. Keep in mind, the jury is still out: while these attributes are on the radar screen now, the students are still young, and change is always in the wind. For now, however, it might do us some good pay attention to these six common characteristics of Generation Z:

#### 1. They are Cynical

While the students I met were fairly happy and well-adjusted, they are not giddy like so many Generation Y kids were in the 90s. They tend to be more realistic not idealistic, seemingly jaded from the tough economy, terrorism and complexities of life.

#### 2. They are Private

Perhaps its because they watched their older siblings get in trouble from posting controversial content on social media, but younger teens don't want to be tracked. Apps like Snapchat and Whisper have seen explosive growth in the last few years. In contrast, Facebook has lost 25 percent of this demographic since 2011.

### 3. They are Entrepreneurial

Like Millennials, these students plan to be pioneers, not merely settlers in a career. 72% of current high school students want to start a business. They feel like hackers, not slackers. Since they're more jaded, they know life is hard and requires work.

### 4. They are Multi-tasking

By almost every measurement so far, these Gen Z kids will take multi-taking to a new level. They prefer to be on 5 screens at once, not 2 screens like Millennials. Get ready to communicate to them while they look around, not into your eyes.

### 5. They are Hyper-aware

Generation Z has communicated enough with marketing researchers and academics to reveal that they experience: 4D Thinking. Because their minds are streaming in so many directions, they've become post-moderns who are hyperaware of their surroundings.

### 6. They Technology-reliant

This one won't surprise you. If we thought Millennials were addicted to technology, get ready for more. In surveys, these teens put technology in the same category as air and water. They cannot imagine living without being connected all the time.

So...are you ready for these kids?

Learn More about Generation Z

In a Bonus Chapter from the new *Generation iY*

(Tim Elmore, "Six Defining Characteristics of Generation Z", Growing Leaders, September 3, 2015, <https://growingleaders.com/blog/six-defining-characteristics-of-generation-z/>)

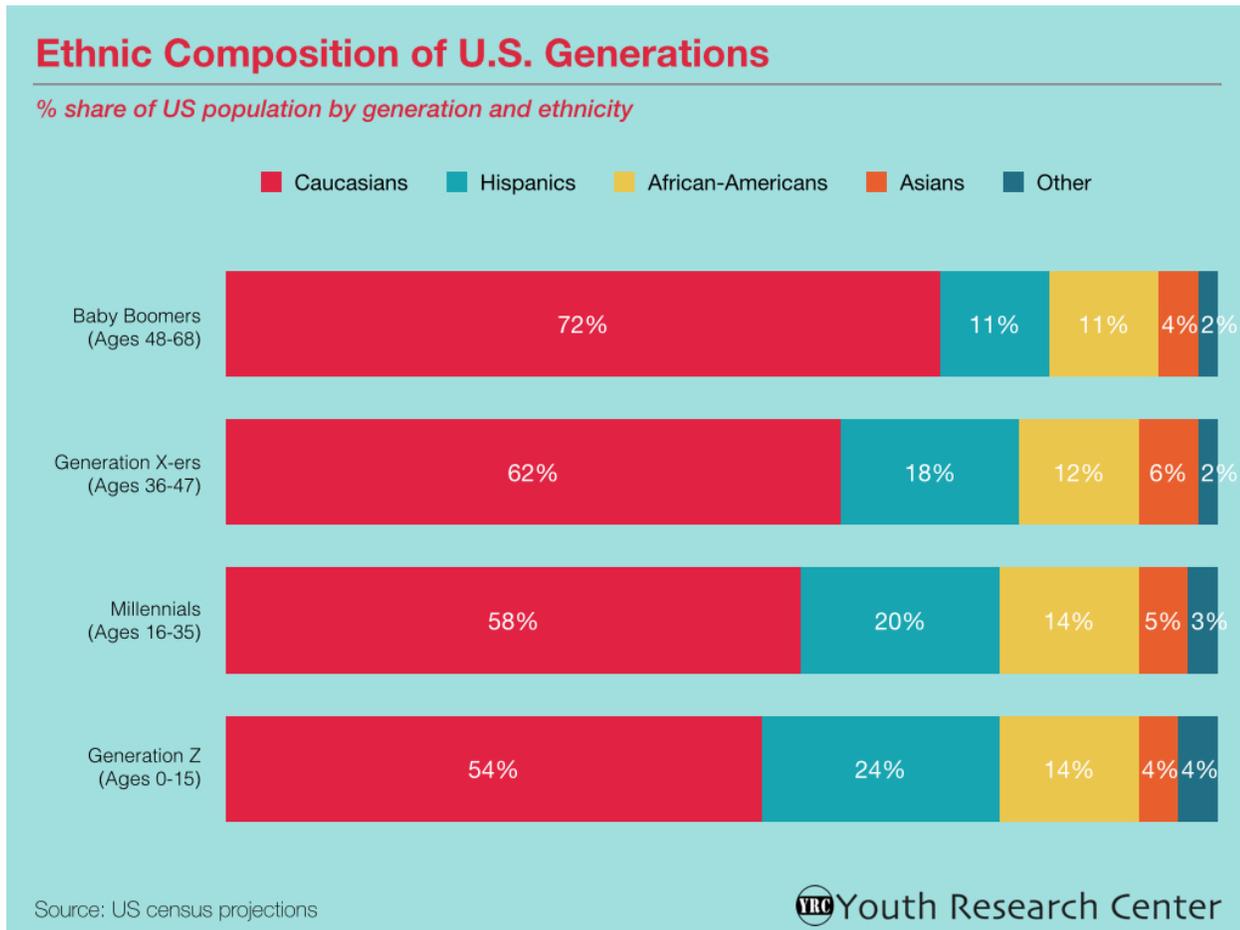
### **How Parenting is shaping the Values, Beliefs and Characteristics of America's Most Diverse Generation**

According to a 2012 study by Frank N Magid, the current generation of kids aged 0 to 15, also called Generation Z are the most ethnically diverse generation in the US and have the most positive outlook towards diversity compared to previous generations.

The open-minded kids of Generation Z are also likely to acquire individual-oriented skills from Gen X parents and group-oriented traits from Baby Boomer parents. The collective impact of this is a the least amount of belief in achieving the American Dream among Generation Z children.

Generation Z, the most ethnically diverse generation in the US, also has the most positive outlook towards diversity

The current generation of US infants, kids, tweens and teens (Generation Z – those born on or after 1997) are the most ethnically diverse ever. Slightly more than half (54%) of Generation Z (i.e. 0-15 year olds) are Caucasian compared to nearly three-fourth of the population (72%) among Baby Boomers (i.e. 48-66 years old).



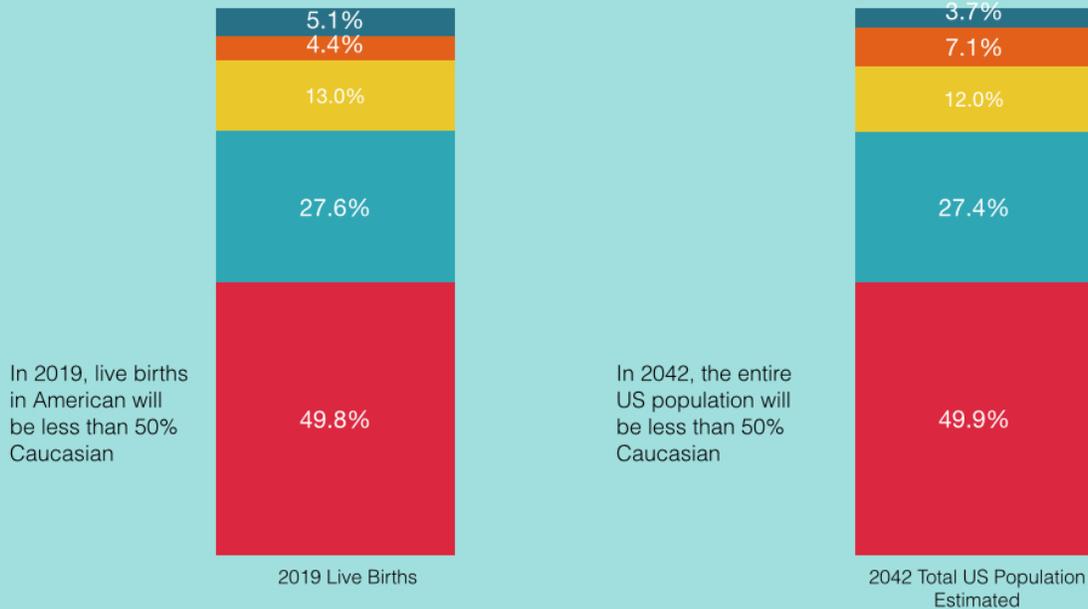
The US population will become more diverse in the coming years as the number of Caucasian live births is expected to fall below 50% for the first time in 2019. This makes Generation Z the last generation where Caucasians effectively make up more than half the US population.

However, Caucasians will continue to account for more than half the population for another quarter of a century as a new pluralistic generation of kids come to age. The proportion of Caucasians in the US is expected to fall below the 50% mark only in 2042 – though they will still account for the majority of the population with Hispanics making up 27.4% and African Americans accounting for 12% of the nation’s population.

## U.S. Live Births (2019) & Population (2042) by ethnicity

% share of US live births and population by ethnicity

■ Caucasians ■ Hispanics ■ African-Americans ■ Asians ■ Other



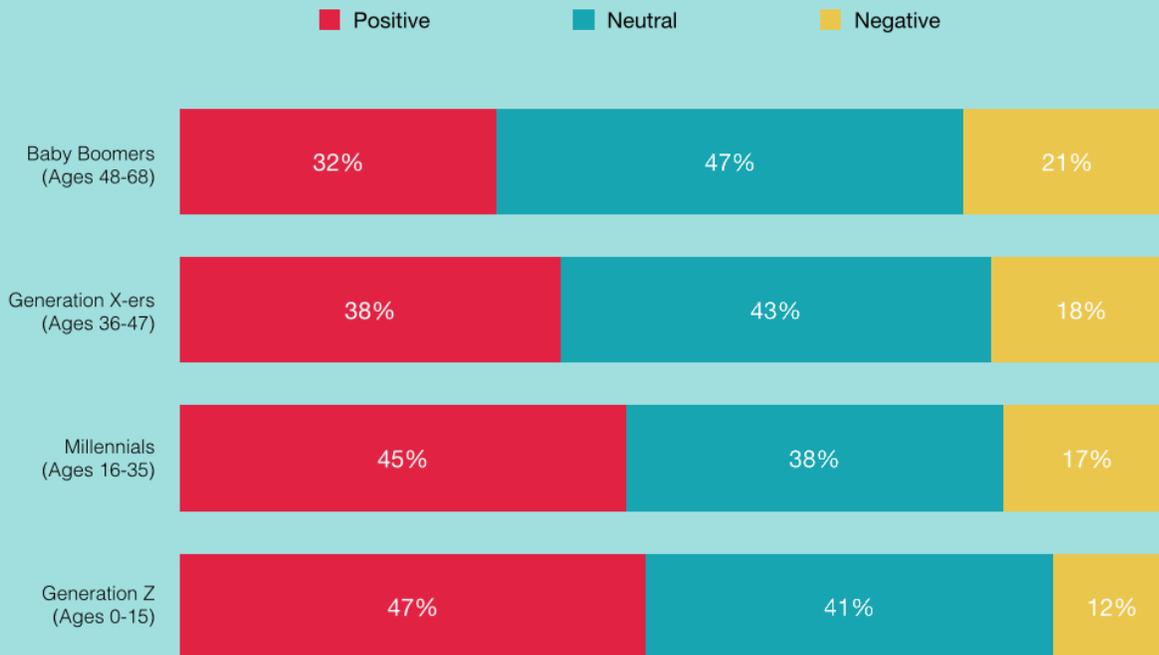
Source: US census projections

Youth Research Center

Besides being the most ethnically diverse generation, Generation Z also has a more positive outlook towards an ethnically diverse America compared to older generations. Nearly half of all Generation Z (47%) say it's a positive trend compared to 32% of Baby Boomers, 38% of Generation X-ers and 45% of Millennials. More importantly, the proportion bearing a negative opinion towards increased diversity declines from 21% among Baby Boomers to 12% among Generation Z.

## Opinion of America Becoming More Ethnically Diverse

% share of US population by generation saying positive, neutral or negative



Source: Frank N Magid, 2012

YRC Youth Research Center

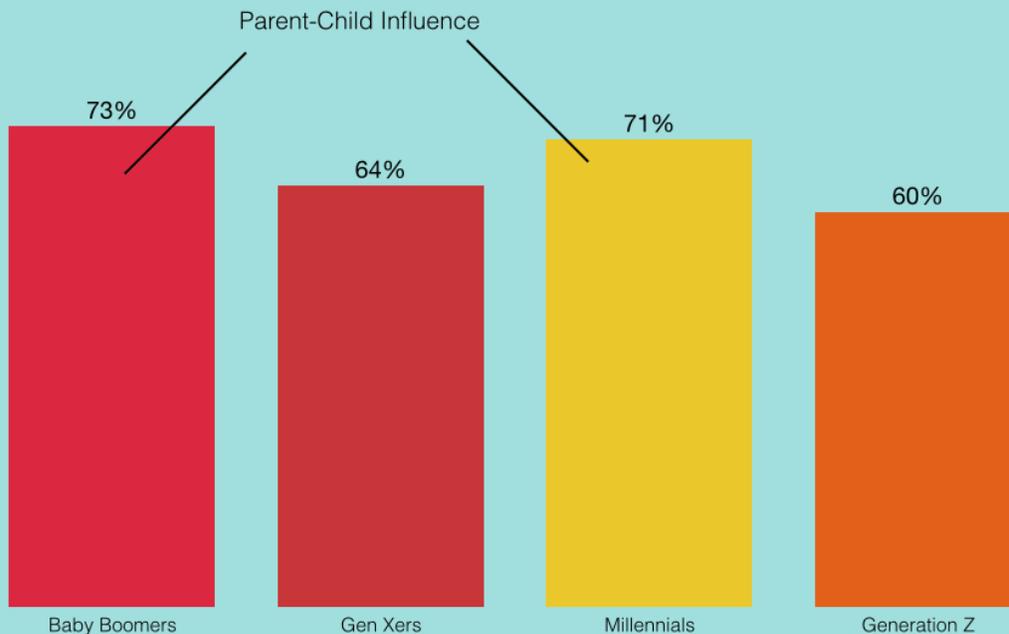
Generation Z learn self-help skills from Generation X parents, while Boomer parents pass on community-oriented values

Across all generations, parents strongly influence their children's values and beliefs. Baby Boomers, for instance, have played a key role in keeping the hopes of an American Dream alive among their Millennial children. 73% of Baby Boomers in the US say they believe in the American – comparable to 71% of Millennials who say the same.

Generation Z, however, is less likely to buy into the American dream because their parents who belong to Generation X were also less likely to believe in the American Dream either. Only 60% of Generation Z believe in the American Dream – comparable with 64% of Generation X-ers. Having to grow up during the greatest period of economic distress since the Great Depression likely contributes to Generation Z's lack of attachment to the American Dream. Their Gen X parents have also been absorbing the impact of the downturn in financial strain, obstructed promotion opportunities as Baby Boomers postpone retirement, and the rising tide of Millennials either clamoring for a spot on the corporate ladder or joining the start-up/freelance trend that is redefining work cultures.

## US Belief in the American Dream by Generation

*% US population who believe in the American Dream by Generation*



Source: Frank N Magid, 2012

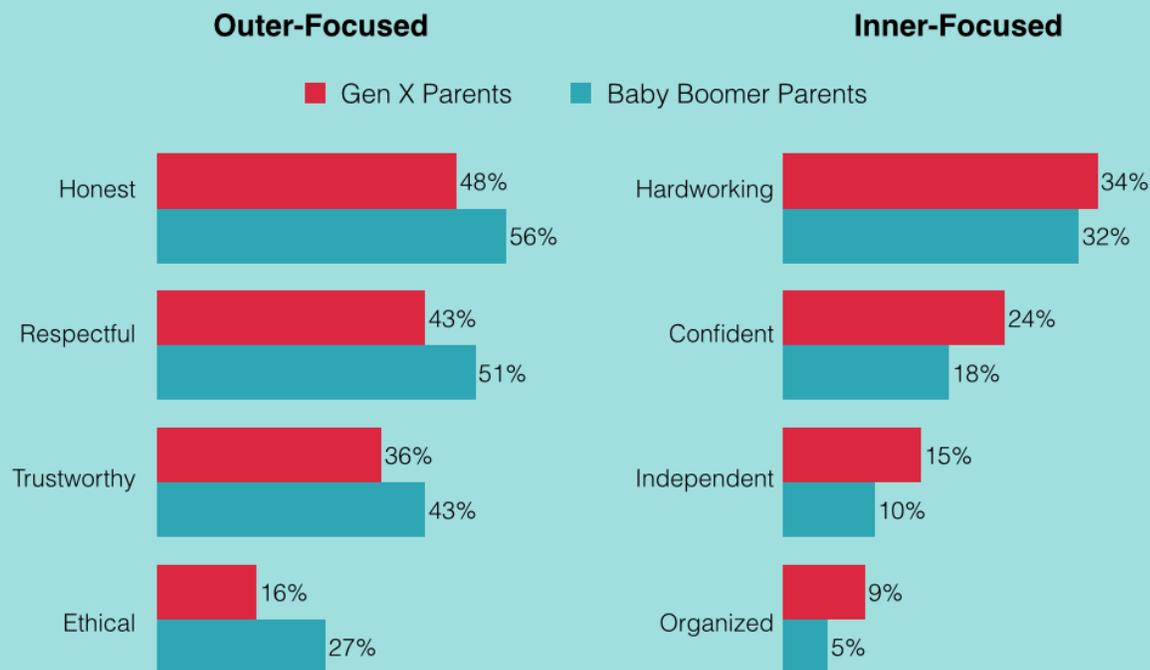
 Youth Research Center

This also shows that while a child can be a member of the generation immediately following his/her parents, the parental influence for the collective cohort skips a generation. For instance, even though Millennials followed Generation X, the Baby Boomers parenting style influenced the Millennials. Consequently the prevailing parenting style among Generation X-ers plays a critical role in shaping the mindset of Generation Z.

When asked what qualities are most important for young people to develop, not surprisingly “honest,” “respectfulness” and “trustworthy” were at the top of the list for parents overall. But, when comparing Boomer and Gen X parents, an attitudinal shift is apparent. The Gen X parenting style is more inner-focused (i.e. a stress on qualities that help oneself such as hard work, confidence, independence, and organizational skills) whereas the Boomer style is more outer-focused ( i.e. stress on qualities the rest of the community finds of value such as honesty, respectfulness, trustworthiness and ethics).

## Qualities perceived as important for young people by parents

% parents who perceive quality as important by generation



Source: Frank N Magid, 2012

YRC Youth Research Center

This shift is taking root in the developing mindset of America's Generation Z. When Gen Z members were asked what qualities are important for young people to develop, the group with Gen-Xer parents were less likely than those with Boomer parents to name "dependable" (19% vs.30%) and "respectful" (34% vs. 44%). Also, Generation Z kids with Gen X-er parents were more likely to say "creative" and twice as likely to say "independent." Furthermore, ongoing qualitative research revealed that Gen Z kids with Gen X parents routinely express pride in being an individual and the necessity of learning from their mistakes.

("How Parenting is Shaping the Values, Beliefs and Characteristics of America's Most Diverse Generation", Youth Research Center, May 14, 2015, <https://youthresearchcenter.com/how-parenting-is-shaping-the-values-beliefs-and-characters-of-americas-most-diverse-generation/>)

### Designing for The Identity-Fluid Generation

Understanding Gen Z is imperative for any future-looking design efforts—this young generation (about 5–20 years old) has remarkably different views on themselves, society, products and services than any past generation including the close-in-age Millennials. As Gen Z comes of age over the next 10 years they'll expect their values to be well-reflected in the designed

experiences that surround them. Are we ready? Let's explore how their new notions of identity, specifically, can inspire us to design for a world where Gen Z leads the way.

### Gen Z Will Break Existing Consumer Models

First of all, Generation Z likely doesn't have just *one* ethnic, work, gender or family identity—so demographic consumer segmentation won't work with them. And psychographic consumer segmentation may not either, because Gen Z is embracing multiple attitudes, interests and lifestyles wholeheartedly, whether it be 90's hip-hop *and* Harvard academia (see Dope the movie) or men's *and* women's fashion (see Jaden Smith, the teenaged style icon).

What consumer model comes next to suit Gen Z is not a question I can answer—at least not yet. What I can say is that the mere fact that it's up for grabs points to how much Gen Z is shifting the concept of identity. And I believe their behaviors and beliefs will likely influence mainstream culture—people beyond the Gen Z age range—and soon. So we designers and businesspeople need to be prepared.

### If Multiplicity Is the Norm, Fluidity Becomes Highly Valuable

Here are a few staggering facts about U.S. Generation Z and their shifting concepts of identity: Gen Z is comprised of 47% ethnic minorities, making them the most ethnically diverse generation in US history. 100–300% more Gen Zers identify as multiracial than the previous Millennial Generation. More than two-thirds believe that gender does not define a person as it once did. Over 75% negotiate multiple online identities with ease. An increasing percentage of Gen Zers are being raised in nontraditional households (same-sex parents, working moms, stay-at-home dads, etc) with nontraditional children roles (resident IT expert, fill-in-the-blank activist, family cook, etc). And, lastly, Gen Z (also known as the "slashie generation") often identifies multiple, varied interests or career intentions (artist/runner/cook, etc).

For this Generation, identity-multiplicity on several fronts—ethnic, gender, family, online and career—is the new normal. And so the ability to fluidly cross identities on a moment-to-moment, daily, weekly, or yearly basis with ease and grace becomes a highly prized value and skill. Which makes me wonder—how can we, as designers, help empower people to achieve fluidity?

### Fluidity-aware Brands Will Take an Extreme Position

Branded products used to be about expressing your identity to the world. Think back on Fubu or Tommy Hilfiger... these brands were actually acting as signals to help customers solidify their own identities, which were, on average, tied to singular, curated lifestyles: urban hip-hop or country club prep, for example.

More recently, branded products have started to succeed in supporting customers to 'self-create' their own identities or personal brands. Products and services can be seen more as tools for differentiation in an era that values creativity and diversity. Think of Android, Instagram, NikeiD, YouTube and many, many more.

In the future, I expect the focus to shift from self-creation-type identities to fluid identities. This means successful branded products and services will be found in two important new areas: *extremely universal* territory or *extremely specialized* territory.

The *extremely universal* brands will maintain a simple, broad appeal and be valued for their stability and versatility while allowing individuals' identities to remain fluid. For instance, as Gen Z approaches young adulthood around 2025, they won't want their car to express one specific identity to others as they change contexts throughout the day. Instead, they'll love a simple, unbranded car that they can drive to a rock concert as a masculine performer one night and a business meeting as a feminine panel-member the next day, still feeling like themselves all the while.

On the other hand, *extremely specialized* brands will offer new ways for people to augment their diversity in a growing sea of fluid, overlapping identities. These future Gen Zers won't see race or gender lines as clearly as we do now, so they'll draw new, more meaningful lines to distinguish themselves, based on skills, capabilities or style perspectives. They'll look to technology and service for instance, to help enhance inherent skills and interests, like a sharp eye for photographic composition with a smart eyepiece, or strong community values with a farm-to-table service-brand patch on their jacket sleeve.

So the questions I leave for you are: Will you meet Gen Z's fluid-identity expectations by the time they come of age (rough majority by 2025)? Do you know who you are as a brand, where you should be positioned for fluidity and why?

(Jaclyn Suzuki, "Designing for the Identity-Fluid Gen Z", Medium Corporation, July 11, 2016, <https://medium.com/@zibadesign/designing-for-the-identity-fluid-gen-z-b80209e188fa>)

## **What Churches Need to Know About Generation Z**

While many churches remain concerned about attracting millennials, a new generation of adults is emerging with their own identity.

Generation Z, also known as iGen, are more than 25 percent of America's population. The oldest members of this generation turn 18 this year. Just who are they and what does the church need to know about them?

New research reported by *The Washington Post* reveals a complicated picture of the generation born since 1998.

### **1. First true digital native generation**

Millennials often claim this title, but more than half of them grew up in the 1980s before being online became ubiquitous. It wasn't until 2000 that a majority of Americans used the internet.

Since they were born, Generation Z has grown up connected to the web and social media. They are the first generation to have their parents post baby pictures and dance recitals on Facebook. Today Gen Zers are documenting their lives on Instagram and Snapchat.

In 2005, only 7 percent of Americans used at least one social media platform. Today, it's 65 percent.

But this increased exposure has brought unintended consequences. More than 4 in 10 members of Generation Z (42 percent) say social media impacts their self-esteem.

Churches should focus on helping tweens and teens find their identity and self-worth in Christ, not in the online opinion of others.

## 2. Love to communicate, but not always with words

Generation Z wants to be constantly connected to their friends and have the ability to chat anywhere, anytime, at an early age. They think everyone should have a smart phone by the age of 13 and should feel free to use it anywhere—family dinners, church services, even weddings.

But just because they want a phone, it doesn't mean they want to talk on it. They prefer to use fewer words and more videos, gifs (short animated image clips), and emojis (faces and other images included on the keyboards of most smartphones).

Instead of reading texts or blogs, they would rather interact with video and other visual forms. And they would rather do it online than with a television. Among 13- to 24-year-olds, 96 percent watched online video content over the past week at an average of 11 hours a week. By contrast, 81 percent of the same group watched scheduled TV for an average of 8 hours weekly.

You can also see Generation Z's preference for visual interaction with their top three social media platforms, according to the research in *The Washington Post*. More than half like Vine (54 percent) and Instagram (52 percent), while a third enjoy Twitter (34 percent). The first two are video and photo sharing sites and Twitter increasingly incorporates images and videos.

But don't look for them on Facebook. None of the kids interviewed in *The Washington Post* story said they used it much—"except to appease adult relatives."

If churches want to leverage social media to reach Generation Z, they will have to spend time on platforms the next generation uses. Having a Facebook page won't be enough to stay connected to young adults.

Learn how to use video content, like the new Instagram Stories. Here are five ways churches can use that feature.

## 3. Most racially diverse generation

Millennials have long seen themselves as the most diverse generation, but in reality, they serve more as a bridge to the most multiethnic generation: Generation Z.

Among Americans under 18, whites comprise just over half (52 percent), according to Census analysis by Brookings. As you examine younger segments of Generation Z, the diversity only grows. Looking at the Census data, Pew Research found whites are a minority among children under 5.

Fourteen states already have “majority minority” populations under 18. And in half the states, Generation Z is more than 40 percent minority.

The need for churches to become multicultural is only going to increase as Generation Z enters adulthood. Being surrounded by people from different ethnicities and cultures is becoming the norm for this generation.

[Read more about multicultural churches in *Facts & Trends* issue “United by the Gospel.”]

#### 4. Only beginning their cultural influence

It may seem too early to be discussing the impact of a generation with the majority of its members still in middle and high school. But their influence is coming sooner than you think.

The 2016 election will be the first one in which some members of Generation Z can vote. That doesn't mean they will though. Only 26 percent say they trust elected officials.

In three years, tens of millions will enter the job force, according to researchers. By 2020, Generation Z will wield \$3 trillion in purchasing power.

Early research indicates this new generation is less idealistic and more thrifty than millennials. As they take on more societal influence, their traits—for better or worse—will hold more sway over culture.

If trends continue, fewer members of Generation Z will see religion as important, according to Pew Research.

Evangelical churches will need to find ways to retain children who grow up attending their churches and reach the growing number of the emerging adults who come from unchurched families. After researching college students, a study found eight steps churches can take now to reach (and keep) young adults.

(Aaron Earls, “What Churches Need to Know About Generation Z”, *Facts and Trends*, August 9, 2016, <https://factsandtrends.net/2016/08/09/what-churches-need-to-know-about-generation-z/>)

### **How Can Your Church Connect with Generation Z**

A pre-figure of Generation Z appears in Acts 20 where we read how a young man called Eutychus was hearing a sermon that sent him to sleep and he ended up 'pushing up Zs'.

He fell out of the window and would have stayed pushing up daisies, until the apostle Paul did something dramatic that raised him back to life.

There are presently six living generations. How many can you name? I had heard of Boomers and Busters, got my head around Generation X (I'm in that bracket) and Generation Y (millennials b. 1980-95) but unlike marketeers and media people I was way behind the curve when it came to Generation Z, the tweens and teens of today (1995-2010).

As someone who wants to reach the world for Jesus, that's pretty much inexcusable- because this hugely populous group are the influencers of tomorrow, living in a world that has radically changed from when I was a teen.

I first heard someone tackle the importance of reaching this burgeoning group of potential world changers (or self obsessed narcissists depending who you read) at the recent *Church & Culture* conference hosted here in Manchester, when Dr James Emery White spoke to us from Mecklenburg Church.

He defined our mission as '*the evangelisation and transformation of culture through the local church*'. I'd go along with that as a succinct summary of what Ivy is here for which was why I'd made sure our staff team were all there and I was heartened that many from Ivy came along too.

White reminded us that if we are to be successful we need to know our mission field.

## THE RISE OF 'THE NONES.'

Firstly we need to know 'The Nones.' Those who would tick 'None' if that were the option on a form asking to identify your religion. 'The Nones' are on the rise faster than any other group in the West. The Pew research centre says it's nearly 1 in 4 adults in USA right now, making them the largest religious group in USA now. 20% of them identify as 'former Christians' and they are getting more and more secular, and less spiritual. They haven't joined another religion, they just abandoned church. Most would say they *never* pray. Most don't believe in God at all, and the younger a person is, the more likely they are to be in this category.

Here in the UK 'The Nones' have risen rapidly, from 3% in 1963, to 44% in 2015, and now 66% of adults 25 and under!

## GEN Z

What is this new generation like? Growing up in a different world. Don't make the mistake of lumping them in with Generation Y, Generation Z is now the largest generation across the planet, before long they will BE culture.

Think back to the '90s when all the good music stopped (in my opinion). The everyday world was pre-internet, the idea of a smartphone was 'the bigger the better.' White gave us four headings to show how people born since then live in a new world. They are;

#### Recession Marked.

The global recession and its harsh realities are all they've known. They have lived in a post 9/11 world marked by terror. Economic hardship, global conflict, and no real help or power from the powers that be to stop it. Their movie? *The Hunger Games*. Their TV number 1? The Walking Dead. "Teens left alone in a dystopian world." When bad things happen on the News they are shocked, but not surprised. Despite the negativity heaped on them at times, the character this generation most identifies with is the hero or heroine. They want to be a hero in that future! They want to found a new world order. That's why they are entrepreneurial, innovators. They hack everything!

#### Wifi Enabled

Since the iPhone, *everything* has changed – way more than Steve Jobs could have possibly imagined. We are living through the next great communication change, the first 'Internet in your pocket' generation. In 1960 governments had computers. In the 1980s geeks built kits in homes. Since 2000 the internet has become widely available, at home. Now it's in their pocket. An 'always on' generation, who don't need libraries, shops or teachers. This also makes them more vulnerable. Because there is total information but not wisdom. They won't do Facebook but prefer secret social media like Snapchat, Secret or Whisper. Why? They have never known a time without social media – so they control their online image accordingly to protect their future.

#### Multi-racial

The global village has never been so mixed. We see mass immigration, borders lowered, nations struggling to cope with refugees and asylum seekers (who plainly refuse to just stay where they are and be bombed). Diversity is a natural context for Generation Y. They are globally connected. As a result, inclusivity is everything to them. So talking about anything in a way that pushes on that will close them down.

#### Sexually fluid

They don't smoke, drink or take drugs as much as prior generations – but they're certainly not more conservative. These kids are coming of age in the transgender world of gay marriage, an issue that is settled for them with no room left for debate. Why? Because the idea of *acceptance* is interchangeable with *affirmation*. There's no difference in their minds. An 'Accepting church' must be a church which enthusiastically supports my personal choice, not just one that says, 'We like everyone.'

White discussed cultural icons such as Kirsten Stewart, Cate Delavigne and Miley Cyrus who said, *'I don't relate to boy or girl'*. Four per cent of the population are actually homosexual, but this new generation doesn't want anybody to be in any kind of box – they want 'freedom.'

## Post Christian

The largest single religious category for this emerging group is 'Agnostic.' They don't even have the memory of the gospel. They have an overload of information, but no idea where to get wisdom. Growing up without mentors in fractured families. A lost group.

How do we reach them? *How does the church speak into this?*

White briefly offered a few suggestions to correspond with each of these headings, I'd love to hear yours:

1. They want to change the world! Appeal to their desire to make a difference.
2. Do social media well, help them know how to connect better.
3. Learn the 'new apologetics' we will need, to answer a whole new set of questions that nobody was asking ten years ago.
4. Let's talk about sex! What are you doing to speak about the God of the Bible's glorious vision for sex? Just saying no hasn't worked and won't. We have to model and show a different and more beautiful vision for sexual purity and fidelity.
5. Don't start where they aren't. In Acts 2, where people knew the Bible – Peter *declared* the gospel. In Acts 17, Paul *explained* the gospel, and in that non biblical world he started with the creation and the world they could see all around them, before questioning their idols and offering a relationship with a God who was not as far away as they thought.

Finally, talk to them. Without talking down to them. This is the most unparented generation in history, crying out for mentors. May we help this Eutychus generation come back to life by finding the Father, from whom every generation of people finds its true identity.

(Anthony Delaney, "How Can Your Church Connect with Generation Z", Anthony Delaney, May 3, 2016, <http://anthonydelaney.com/2016/05/03/church-connect-genz/>)

## 5 Fascinating But True Characteristics of Generation Z

As mentioned in the previous post, all signs from the latest generational cohort, Generation Z (sometimes also referred to as "Plurals," the "Homeland generation," or "Post-Millennials"), seem to indicate that they will be wildly different than most generations in the past. These young people who were born between 1995-2010 have several uniting factors that will force churches to rethink the way they approach mission and outreach. Expanding on the points I learned from the Church and Culture Conference in Charlotte last week, five fascinating characteristics shared by Generation Z are the following:

1. They are recession marked.

This generation grew up in the most economically challenging time since the Great Depression. The economic downfall of the early 2000s and the global recession of 2008-2009 served as their backdrop.

Consider this, too: most of us who are old enough remember exactly where we were on Tuesday morning, September 11, 2001. The oldest members from Generation Z were around six years old at the time. To them, the attacks on the World Trade Center and its aftermath are early memories (if they remember it at all). Osama bin Laden was the boogiemer who marked their childhood. Plus, the rise of radical Islamic terrorism and ISIS developed quickly in their lifetime. This is a roundabout way of saying that they've *never known a world without the threat of widespread terror*.

With this real life environment, take into account that some of the most popular fictional TV series among this age group feature young people facing the chaos and uncertainty of a dystopian future. *The Walking Dead*, *The Hunger Games*, *The Maze Runner*, and *Divergent* (published as a children's book in 2011) are just a few of the popular series that have shaped this generation.

Because they have had to face the prospects of an uncertain future, Generation Z's are very independent and entrepreneurial in nature. Some are still actively waiting for the zombie apocalypse.

2. They are Wi-Fi enabled.

Over the past few decades, consider who had access to high-speed computers:

- 1960s: National armies, governments, and large corporations
- 1970s: Small organizations
- 1980s: Hobbyists
- 1990s: Expensive personal computers
- 2000s: Civilized nations

Unlike Millennials, who still remember the age of dial-up, Z's are true digital natives who have always had access to the breadth of the world's knowledge *in their pockets*. This means that they are able to fact-check everything in real-time and can immediately tell if a lecturer or a pastor knows what they're talking about or not.

This unparalleled access to information might lead them to think that they don't need libraries, schools, or teachers. This is one large liability for this group because, although self-directed, they're vulnerable to intellectual predators. They have access to lots of information, but not much access to wisdom. Just because something sounds good, doesn't mean it's factually true.

They may not be able to assess the credibility or validity of the information that they're accessing. This means that there is a great need for mentorship in this group.

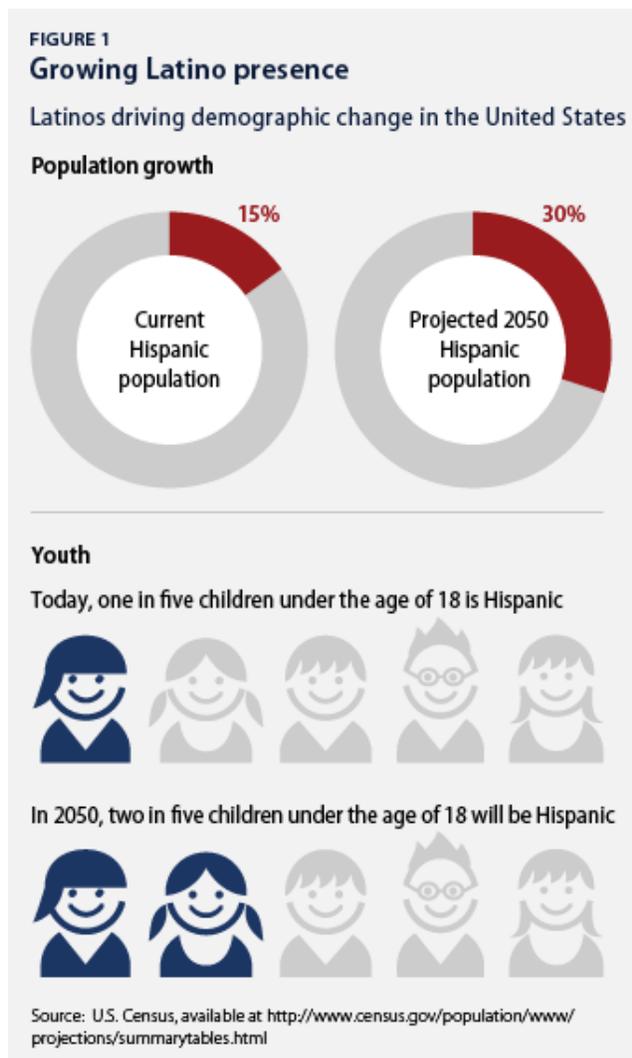
Although true digital natives, Z's are less social than Millennials. Private and anonymous, they don't do Facebook (Facebook is the site for their parents; Instagram is where it's at). They prefer more private social media venues like Snapchat, Whisper, Burn Note, and Yik Yak that allow them to hide behind the scenes.

### 3. They are multiracial.

The United States is quickly approaching a day when whites will no longer make up the majority of the population. Their children are helping to expedite this. Around the time of the 2020 census, more than half of the nation's children are expected to be part of a minority race or ethnic group.

The fastest growing ethnic population projected until 2050 is those who mark themselves as belonging to “two or more races.” One caveat is that, although by 2050, when demographers tell us that there will be no racial or ethnic majority among the general population of the United States, it is projected that the Latino population will double to 30 percent.

Currently the most common last name in the U.S. is “Smith.” In a few years, that award is projected to go to the last name “Rodriguez.”



The impact of this changing sociological reality means that for Z's, racial inclusion, acceptance, and tolerance among racial and cultural lines is a cardinal virtue. Any talk of exclusivity is seen as heinous to their basic sense of morality. As an Adventist, regardless of your view on the matter, this might indicate why many younger Adventists are generally in favor of ending the decades-old divide between state and regional conferences.

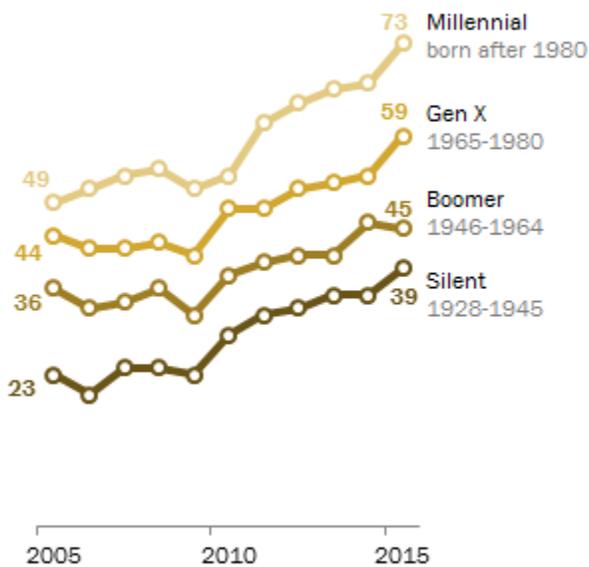
They may be the first generation for which diversity is a natural concept that will not be ruined by anything older people do or say.

### 4. They are sexually fluid.

Similar to the racial acceptance in the previous point, Generation Z tends to be overwhelmingly in favor of LGBT rights.

## Growing Support Across Generations for Same-Sex Marriage

*% who favor allowing gays and lesbians to marry legally*



Survey conducted May 12-18, 2015. 2005-2014 figures based on all surveys conducted in each year.

PEW RESEARCH CENTER

A 2014 survey by Northeastern University found that Generation Z supports equal rights for all, including universal healthcare and relaxed immigration laws. Below are the percentages they found (the percentage in parenthesis indicates the percentage of Northeastern University Generation Z students were in favor of the same question):

Everyone should have the right to marry, regardless of sexual orientation: 73% (75%)

Transgender people should have equal rights: 74% (83%)

Healthcare should be free for everyone: 64% (71%)

Everyone should have the right to become a U.S. citizen, regardless of where they were born or how they came to the country: 55% (63%)

Generation Z has also developed and are sympathetic to the concept of gender-bending or gender-fluidity:

Gen Z was born into a world where gender is increasingly more fluid and nondescript. The majority prefer non-gender-specific products and shopping in unisex stores. Gen Z considers gender to be a subjective experience and they view conventional attitudes as insulting. (Cassandra Report, Summer/Fall 2013, "What Gender Means to Generations Y & Z," Deep Focus).

Acceptance and affirmation are synonymous for them. The greatest value in this area is individual freedom of expression. Remember, they didn't create this world, they are simply taking what was available and are running with it.

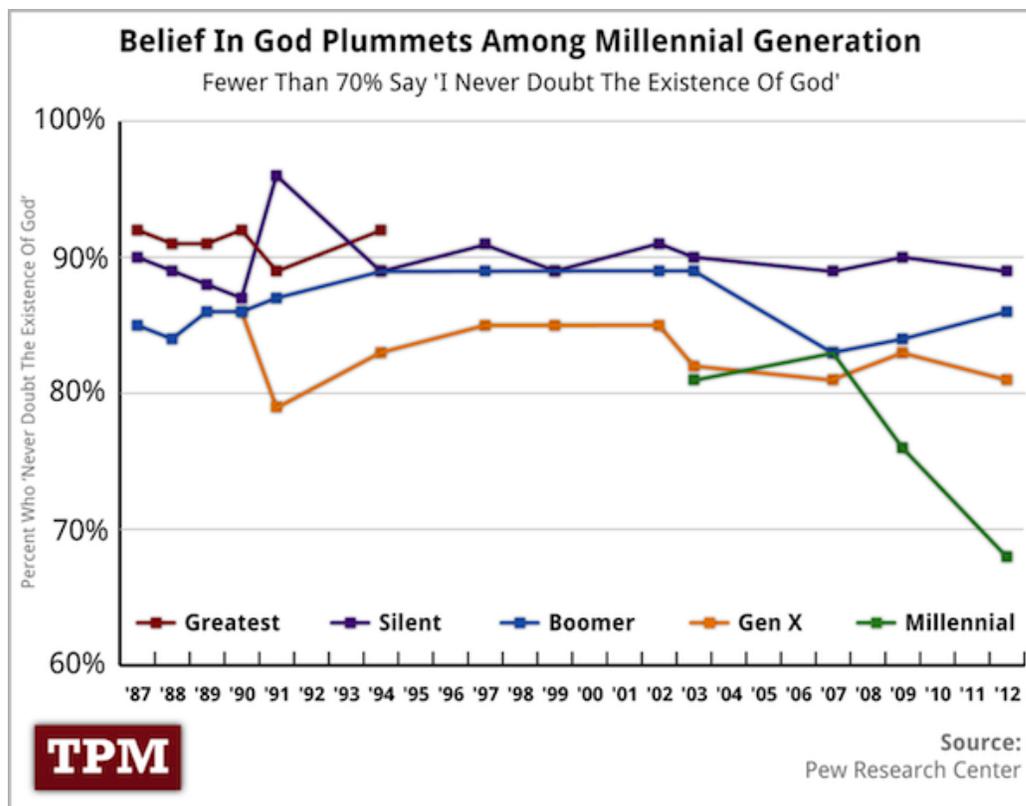
5. They are post-Christian.

Although Millennials are already the most generally secular generation, Gen Z's are going even further by generally abandoning belief in God altogether. A Pew Research study from 2012 found that belief in God dropped 15 points in the last five years among Americans 30 and under.

Pew, which has been studying the trend for 25 years, finds that just 68 percent of millennials in 2012 agree with the statement “I never doubt the existence of God.” That’s down from 76 percent in 2009 and 83 percent in 2007.

Among other generations, belief in God is high and has seen few changes in recent decades. Between 81 and 89 percent of older generations say they never doubt the existence of God, although the older the generation, the more likely they are to believe in God.

The chart below reflects the Pew survey’s latest findings.



One source that commented on these figures went on to conclude that:

The results suggest that a new movement of atheist or agnostic thinking during the last decade — spearheaded by high-profile authors like Richard Dawkins, Christopher Hitchens, and Sam Harris — is steering younger people away from traditional beliefs long held by their parents.

According to Pew, “the trend was also reflected in declining numbers of Millennials who agreed with the statements ‘Prayer is an important part of my daily life’ and ‘We all will be called before God at the Judgment Day to answer for our sins.’ Answers to those questions also didn’t change much among older generations.”

You may notice that this chart does not differentiate between Millennials and Gen Z’s. Instead, they were looking at everyone under 30. Still, the same point remains.

Overall, Generation Z is highly educated, technologically savvy, and naturally creative and innovative. With this post, I'm presenting facts and trends; don't confuse this with either condemning or condoning the facts. However, I would caution church leaders to not avoid or decry this generation. We need to see this as an opportunity to creatively present the Gospel and thoughtfully give reasons for our beliefs (e.g. Christian apologetics). The importance of this cannot be overstated because unless we address the concerns they carry, involve them in the solutions, and show our respect before asking for it, we will quickly become irrelevant.

(Nelson Fernandez Jr., "5 Fascinating But True Characteristics of Generation Z", Nelson's Blog, March 9, 2016, <http://www.nelsonsblog.com/5-crazy-true-characteristics-generation-z/>)

## **Generation Z**

As a grade school student, I loved singing the traditional Alphabet Song. I especially loved the end. When it came time to sing that final letter, I would shout the letter Z loudly and with great enthusiasm. Yes, the letter Z would reassure me that I was not only at the end of the song, but I had completed the task. It was finished.

As church leaders, God has called us to not only fulfill the task that he has set before us, but also to know and understand the culture around us. For many years, we have focused primarily on one sub-culture culture, the millennials. This focus has been justified because this sub-culture has exhibited huge influential over the larger culture of the church. Several books and blogs assert without hesitation, the importance of understanding the driving forces of this generation; however, just like Christ challenges us to complete his task, he also calls us to discover his new things. New ideas are awakening and maturing within Generation Z. They are the next culture in line for us to know and engage.

Here are the top ten things that we know about Generation Z.

### **1. WHO ARE THEY?**

Generation Z is composed of the individuals born in the mid-to-late 1990s.

### **2. THEY ARE LARGE.**

According to Forbes magazine they make up 25% of the population, larger by far than the Baby Boomers and Millennial generations.

### **3. THEY ARE THE CHILDREN OF GENERATION X, SELF-NAMED THE SKEPTICAL GENERATION.**

This could mean that Generation Z may pick up that cynical characteristic. Many Generation X believe that the American dream isn't attainable.

#### 4. GENERATION Z HAS JUST STARTED TO ENROLL IN COLLEGE AND SOME OF THEM ARE NEARING GRADUATION.

This may lead many to believe underestimate this generation, perpetuated by the belief that we can't really know much about this generation because they haven't had an opportunity to yet made their mark. While this is a valid point; I urge caution in jumping to this conclusion. For those of you that have children, you are aware that certain characteristics of your children were evident even in their early youth. I believe there are certain gifts and characteristics of Generation Z are now being formed. Recognizing these gift in advance will help us stay in front of this generation and not play catch up.

#### 5. THIS ONE WILL NOT SURPRISE YOU AT ALL: GENERATION Z IS TECH-CENTRIC.

Generation Z is very comfortable with technology; in fact, most have never lived in a home without a computer. Let's go a step further and assert that they have also never lived in a home without the access to social media.

#### 6. GENERATION Z IS THE FIRST GENERATION SINCE THE GREAT DEPRESSION TO HAVE EXPERIENCED FINANCIAL HARDSHIP.

Generation Z saw their parents walk through the loss of homes and jobs. This is a generation that may seem less settled because of what they have seen their parents lose.

#### 7. THEY BELIEVE THAT EDUCATION IS THE KEY TO GAINING A BETTER LIFE AND SUCCESS.

Many of them start preparing for college earlier than their millennials parents and Generation X. This preparation also tends to breed a competitive spirit because many of them also express the fear and worry of being able to afford it.

#### 8. FAMILY LIFE IS VERY IMPORTANT TO THEM.

According to the book, Generation Z Goes to College, 88 % of Generation Z feels extremely close to their parents. Another point to the note is that this generation has seen a huge rise in home schooling, which may attribute to this.

#### 9. THEY ARE EXTREMELY DIVERSE.

This is a trend that we have seen in generations before them. This generation is composed of only 55% of Caucasian descent, with Hispanics coming in second, at 24%.

#### 10. THEY ARE CHURCH GOERS.

According to research done by Joan Hope, 41% of Generation Z has attended church in their young adulthood, which could make life for us in ministry exciting and complicated in what to do with this new wave of church goers.

Our generation isn't the first generation to walk through a time of uncertainties. In understanding the generation to come, be confident as God assured the Israelites in Isaiah 43:19, that he is doing a new thing. He will provide a way, even in the wilderness. May we endure on this adventure of examining and engaging Generation Z, finding comfort and encouragement knowing that God has gone before us.

*See, I am doing a new thing!  
Now it springs up; do you not perceive it?  
I am making a way in the wilderness  
and streams in the wasteland. (Isaiah 43:19)*

(Maina Mwaura, "Generation Z", Maina Speaks, July 26, 2016, <http://mainaspeaks.com/generation-z/>)

### **Reaching the Next Generation**

The latest Pew research confirms the continued decline in church attendance in the U.S. It is easy to over-react and try to halt the losses with slick programs and strategic use of already limited funds. It seems that young people are choosing to leave our churches, resulting in our graying congregations. To those who have been listening, the alarms have been sounding for years. Comments such as, "The Church is losing the next generation," "Young people are leaving the Church in droves," and "The American church will soon look like the European church" have been heard for decades and those sentiments are not unwarranted.

Some church communities respond in fear and panic, setting aside portions of already tight budgets to develop youth ministry programs and hire staff in an attempt to stem the tide, yet do little to ensure that the real needs of adolescents in the community are being met. Other churches question the value of youth ministry at all, as it appears that even young people coming from seemingly strong youth ministry programs are leaving faith behind once they set out on their own.

So, what is the value of youth ministry? The generation born after the Millennials, Generation Z, are those who were born in the late 1990s and early to mid 2000s. In other words: teenagers. How do we justify the time, resources, and expense associated with youth programs to reach this group? Is the traditional youth ministry model the most effective way to reach and disciple Generation Z, ensuring life for the Church in the future? If we secure funding for these youth programs will that be sufficient to retain and even grow our membership?

First, let's not panic — at least not yet. The Church has always been only one generation away from extinction. This is just as true today as it was when the disciples were huddled together in the Upper Room asking, "What now?" Threats from persecution, invasion, heresy, new ideologies, as well as arguments, sectarianism, and major splits have remained constant and at several points seemed likely to overwhelm the Church.

God, however, has clearly ordained that the Church will be the tool used to spread the Good News of Jesus and bring about the redemption of the world. The next generation may be completely different from previous generations, but this too has been consistent in the church from the very beginning. Young people are currently, and will continue to be, a vital part of this dynamic institution.

Many argue that adolescents represent the future of the Church. This is frequently the type of thinking that encourages young people to actively look elsewhere for genuine community and a sense of belonging and purpose. The fact is that children and young people are not the future of the Church, they are already a vital presence of the Church. Children and young people need to be seen as integral to the current life of the church, not simply potential members and financial contributors in training.

Youth ministry is an opportunity for young people to be grafted into a dynamic, intergenerational body of believers, offering the entire community a deeper and broader understanding of the God we serve. At the same time, they should be fully immersed and disciplined in their own faith. Adolescents have much to teach us and churches that foster this communal environment will tend to be those that do not see the precipitous decline in attendance and engagement of young people after high school graduation.

Making youth ministry a priority does require a significant commitment of resources, focus, and finance, but the payoff can be inestimable. The Barna Group and other researchers have concluded that the majority of those coming to faith will do so before the age of 16. This is significant enough to at least consider some form of Church-wide investment in children and youth ministry.

Establishing and maintaining an engaging and open-hearted youth ministry requires far more than simply hiring a staff person and providing a decent budget. Too many churches think the job is finished if they fill the “youth” position with a young and energetic staff person. The church members are then able to set their sights on priorities deemed more significant. Finding a good staff person and getting a program established is only part of the issue.

A willingness to integrate adolescents into all aspects of church life — connecting them to ministries, using them in worship services, providing opportunities for leadership, fostering dynamic relationships outside of their peer group and leadership team — will have far more significant impact on the course of their spiritual development than simply segregating them into age appropriate programs with trained staff.

“Today’s adolescents are, as a lot, indescribably lonely,” reported Chap Clark in his book *Hurt 2.0*. Additionally, the vast majority of them feel abandoned by the adults entrusted with caring for them. “The young have not arrogantly turned their backs on the adult world,” wrote Clark. “Rather, they have been forced by a personal sense of abandonment to band together and create their own world...” Parents, teachers, coaches, employers, and youth workers all seem to

be more concerned with accomplishing their own agendas than expressing genuine interest in knowing and understanding the adolescents in their lives. Many young people believe that adults are only concerned with achievement, attendance, and success.

Clark believes that this abandonment is systemic, universally applicable to almost all situations originally intended to help and support young people. “Systemic abandonment by institutions and adults who are in positions originally designed to care for adolescents has created a culture of isolation,” he wrote. This is precisely why committing resources to providing age-segregated church youth activities is not automatically beneficial. It simply creates further isolation. Bereft of purposeful integration with the wider church body, segregating the kids can communicate that we are only interested in getting them out of the way until they are more useful to us.

The value or worth of church youth programs is often graded by attendance and cooperation rather than trying to measure the genuine benefit to the youth involved. The best solution is a clear commitment to providing necessary resources, while facilitating meaningful connections with youth. This communicates a care and concern unlike what they normally experience.

“We have given this generation everything to live with and nothing to live for,” observed a youth ministry adage. There is much truth to that statement. Young people desire as much as anyone that their presence on earth have meaning and purpose. Despite all appearances to the contrary, they want to be engaged, are looking for a cause worthy of the investment of their lives, and desire to have meaningful relationships with caring adults. They find that their cell phones and tablets, favorite shows and music, involvement in a multitude of activities and programs, are frequently nothing more than distractions to fill the void, creating noise that prevents them from having to focus on the real question of purpose.

In youth ministry, the Church has one of the best opportunities to help adolescents discover something real to live for at a time when they are open to that realization and capable of making choices that will bring God’s purposes for their lives to fruition.

If we are honest with ourselves, it was during our own adolescence that most of us committed to a faith in Jesus, and our faith has altered the course of our lives. The young people of today are no different, except they have infinitely more distractions and noises preventing them from hearing the call of God on their lives as clearly as they should.

The latest research is troubling, but it doesn’t tell us anything that we didn’t already surmise. It confirms that the spiritual and cultural landscape of the United States is changing significantly. It reminds us that we would be foolish to sit idly by, hoping for the best while praying for a revival. It chastens us to consider that our young people are experiencing life and faith very differently than youth before them have, even those of the very recent past. It exhorts us to find meaningful and innovative ways to communicate the gospel to Generation Z. It encourages us to demonstrate what it means to be a part of a vibrant, genuine, intergenerational faith community

so that others will desire to join us in this journey and those that are being raised in it will want to stay.

The research is evidence that we have made mistakes in the past, particularly with our young people, and have not always accomplished our biblical responsibility to disciple the next generation into the faith. The research, however, does not represent the death of the Church in the United States or the complete rejection of faith by young people. It offers encouragement to reevaluate what we are doing programmatically, particularly in regard to our children and youth. It provides motivation to reassess our current financial commitments in light of the needs of the youth in our communities. It presents an opportunity to encourage development of meaningful relationships between adults and young people.

Should churches make room in budgets and facilities for youth programs and staffing? Without question. These personnel and programs can and should foster opportunities encouraging young people to connect with the full body of Christ, with adult Christians who have their own faith stories to tell. At the same time developing the “village” concept of youth ministry will bring the most benefit. Providing meaningful and regular opportunities for young people to serve in and with the church as a whole should be one of the main emphases of the youth staff.

There are multiple ways to get students connected to the wider church. Regular participation in worship services through readings, testimonies, corporate prayers, music, and offering collection helps communicate that their service to the worship experience is not allocated only to the once annual youth Sunday. Organizing regular local service opportunities where young and old serve together helps students enjoy shared experiences with members who are demonstrating what it means to live out faith as an adult. Seeking opportunities to plan mission trips or gender-based discipleship retreats that are not segregated by age helps participants contemplate faith in regard to all stages of life. There are times when age-specific meetings and activities are absolutely appropriate, they just should not be the norm.

There are no exact formulas for success in this regard, no simple steps that will ensure transfer of faith from one generation to the next. However, efforts need to be made to help churches create positive youth environments where students can raise challenging questions and receive help working them through to meaningful answers. Churches should find engaging ways to involve young people in the full life of the church and in so doing help them find something meaningful to live for.

Allocating budgets to employ well-trained youth staff can help churches be more intentional about developing ministries with and for young people. Setting aside resources and facilities for programs, mission trips, camping opportunities, Christian education, confirmation classes, and the like, are all necessary and reflect the commitment of the church to care for their young people. Churches must invest in youth ministry for young people, both their own and those kids in the wider community. This investment is not made to save the church of the future — but to more completely be the church of the present. All of us will be better for it.

(Dan Kreiss, "Reaching the Next Generation, Good News, June 29, 2015, <https://goodnewsmag.org/2015/06/reaching-the-next-generation/>)

## **How to Effectively Teach Generation Z**

Generation Z are kids born between the late 1990's and the 2010's. They are significantly different than any generation before them.

They are digital natives, having grown up with computers, the internet and fast-moving technology. They are the ultimate do-it-yourselfers...everything they've ever needed has been at their fingertips.

Because of these factors, it's important to know HOW they learn in order to effectively teach them God's Word.

Generation Z learns by doing. This means you should limit lecturing and instead give them opportunities to practice living out the truth.

Here's an example. Instead of lecturing about prayer for 15 minutes, lecture for 5 minutes and then give the kids 10 minutes to choose between several prayer activities you've set up around the room.

The Bible confirms this in James 1:22 where it tells us to be "doers" of the Word and not just "hearers only." It is vital to give Generation Z opportunities to learn by doing. If you use this method, you will see them engage.

Generation Z learns through collaboration. Though they are do-it-yourselfers, they still seek out collaborative learning. This means giving kids the opportunity to talk and work together on activities and learning experiences.

Here's an example. Create a Bible challenge where kids have to work together to find the answer. Another example would be creating a Bible verse activity where kids have to work together to complete it.

Generation Z learns through hands-on activities. This is closely tied to doing. Don't expect them to sit still and be quiet...for very long at least. Use activities that engage their senses and give them opportunities to move.

Here's an example. If you're teaching about the walls of Jericho, give the kids Legos to build a wall and then army men to march around the walls before crashing them down.

Generation Z learns through technology. As I stated at the beginning of this article, technology is not something Gen Z does...it's who they are. It's as natural as breathing for them. Think of ways you can bring technology into your lessons.

Here's an example. Have your pre-teens use their smartphones to look up and discuss a Bible verse that is part of the lesson.

Generation Z wants to be challenged. Gen Z wants to be pushed and challenged. Don't hesitate to challenge them to take up their cross and follow Jesus. Show them that Jesus wants nothing less than full surrender and commitment to His kingdom. Now more than ever, they have the opportunity to be salt and light in the world they are growing up in. Be the echo of Jesus' voice saying, "Come...follow Me."

What does an effective 60 minute class look like for Gen Z based on the above points?

5 minutes of verbal teaching

15 minutes of hands-on activities

10 minutes of collaboration

10 minutes of technology

15 minutes of doing

5 minutes of being challenged

Take a look at what you are currently doing and the curriculum you are using. Is it designed for Gen Z? If not, it may be time for some changes. At the end of the day, effective engagement is the measuring stick we must evaluate with.

(Dale Hudson, "How to Effectively Teach Generation Z", Relevant Children's Ministry, May 23, 2016, <http://www.relevantchildrensministry.com/2016/04/how-to-effectively-teach-gen-z.html>)

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### **Plugging Teens into the Faith: A How-To Guide**

The iGeneration is living in a culture of excess. But what they lack is what they need the most: Christ and his Church

Some call them the iGeneration. Others prefer Generation Z, Pluralists or post-Millennials.

Sociologists and marketing experts have yet to reach a consensus on what to call the children of Generation X — today's teens, tweens and tots. But they have picked a start date for the newest emerging generation: 1997.

They've also identified a few defining characteristics: They are perpetually plugged into technology, they pride themselves on being socially conscious, and they're the least religious generation in American history.

For the Catholic Church in particular, that last bit of news is cause for concern.

As a 2010 study by the Barna Group found, the religious practices of the average American teenager have rapidly declined over the past decade, with the religious practices of Catholic teenagers declining significantly more than that of their Protestant peers.

More specifically, Catholic teens today are less likely than Catholic teens in 1997 to attend church, Sunday school or small-group meetings. They're also less inclined to pray, donate money to their parish or read about their faith and far more reluctant to talk about their faith with those who don't share it.

What explains the continued decline in religious belief and practice among today's Catholic youth? Who is this rising generation? And what can both parents and parishes do to arrest the free fall in belief that increasingly defines the iGeneration?

Our Sunday Visitor put those questions to some of the most experienced and effective youth ministers serving the Church today.

What they believe

In his 2005 book "Soul Searching: The Religious and Spiritual Lives of American Teenagers" (Oxford University Press, \$17.95), Notre Dame sociologist Christian Smith coined the term "moral therapeutic deism" to define the religious beliefs of today's typical teen.

Nine years later, the Augustine Institute's director of youth ministry and evangelization, Jim Beckman, says the term still holds true for teens in general and many Catholic teens in particular. As Beckman explained it, moral therapeutic deism combines the vision of God held by deists of old (a far-off God, removed from his creation) with the moral relativism of the post-modern world.

"The idea is that we need to be good people who live good lives, but the definition of 'good' is vague," Beckman said. "It's more oriented around feeling good than being good."

Likewise, with staggeringly high numbers of teens rejecting the idea of absolute truth — one recent study by Protestant apologist Josh McDowell put it as high as 93 percent — most believe it is up to individuals to determine what defines "feeling good."

“You could almost say they’re moral individualists, rather than moral relativists,” said Brian Kissinger, who has spent 10 years serving as a youth minister in Pittsburgh and northern Virginia. “They’re completely comfortable holding conflicting ideas in tension with one another.”

That applies to their friends’ ideas, with the members of America’s most diverse generation accustomed to spending time with those who hold different religious, political or cultural beliefs.

And it applies to their own ideas.

“You see teens who proclaim traditional Judeo-Christian beliefs at church, then act in a completely contrary way when they’re at school or out on Friday night,” Kissinger said.

“Teens did that 10 and 20 years ago too, but we saw it as being two-faced. Now, there’s not even an awareness of the disconnect.”

## Youth Ministry

What makes for effective parish youth ministry?

It’s not expansive youth facilities with basketball courts, media rooms and concert halls. Nor is it youth ministers who know how to play the guitar and could moonlight as stand-up comedians.

Not that there isn’t something to be said for those things. As Protestant communities have learned, smart packaging and excellent facilities can help attract teens to youth events. But those details are the icing, not the essence of a successful youth ministry program. They are not essential to engaging the iGeneration.

So what is?

According to the Catholic youth ministers from around the country to whom OSV put that question, effective Catholic youth ministry requires four key components.

### Personal

- ▶ It calls teens to a personal relationship with Christ, helping them understand the Catholic Faith, first and foremost, as an intimate relationship with Christ and his Church, more than a mere list of rules.

- ▶ It seeks to meet teens’ hunger for intimacy by building meaningful relationships within the youth group and parish.

- ▶ It creates small, faith-sharing groups, where teens can learn to let themselves be known and where adults can more readily listen to the teens’ struggles and questions, witness to Christ through their actions and help teens identify their gifts and charisms.

- ▶ It doesn't presume the struggles of iGeneration teens in general are the struggles of one group of teens in particular. It listens, then responds.
- ▶ It reaches out to teens as individuals, issuing personal invitations to participate in events and not just relying on Facebook invites.
- ▶ It recognizes that it takes time to build relationships and earn trust, so it seeks to maintain continuity by retaining effective youth ministers and volunteers.

### Sacramental

- ▶ It helps teens engage more fully and fruitfully in the Church's liturgy.
- ▶ It provides regular opportunities throughout the year for confession.
- ▶ It brings teens to a face-to-face encounter with Christ in the Blessed Sacrament, providing them with ample time for silent prayer and reflection in Eucharistic adoration.
- ▶ It seeks to include parish priests in as many events and activities as possible.
- ▶ It seeks to help the whole family, not just individual teens, encounter Christ more fully in the Church's sacramental and liturgical life.

### Formative

- ▶ It forms teens in the teachings of the Faith, helping them grow in their knowledge of Church doctrine through effective catechesis.
- ▶ It forms teens in Christian prayer, teaching them what prayer is, how to pray, and providing them with opportunities to pray both as part of a community and on their own.
- ▶ It forms teens in Christian living, helping them see how the teachings of the faith are applied to the circumstances of everyday life.
- ▶ It forms teens relationally, teaching them how to build friendships, listen to others, make sacrifices and communicate who they are in face-to-face interactions.
- ▶ It forms teens culturally, helping them better understand how to use technology and discern messages in the media.

### Challenging

- ▶ It doesn't treat teens as the parish work force, including them in parish events simply to do the set-up and clean-up work.
- ▶ It doesn't treat retreats or youth group events as items on the pre-confirmation checklist.
- ▶ It addresses the hard questions and hard issues teens face.

- ▶ It doesn't water down the Church's teaching or soft-peddle the Christian faith.
- ▶ It issues specific challenges relevant to teens' lives, calling on them to stop watching pornography, avoid gossip, not cheat in school, be kind to those who others abuse, date chastely, dress modestly, give to the poor, support their parish and help their parents.
- ▶ It never wastes time. It strives to make every activity, even games and ice-breakers, purpose-filled.
- ▶ It encourages them to serve the less fortunate in person, going on mission trips, organizing activities that bring them in contact with the local poor and taking them on visits to hospitals and nursing homes.

### What they fear

For the middle- and upper-class members of the iGeneration, life has always been a competition. Soccer, ballet, chess, drama, swimming, fencing, running — almost none of it is just for fun or enrichment anymore. Today, parents shell out big bucks for lessons and programs, which almost always come with high-pressure recitals, games and meets.

"It's all oriented toward the college application," Kissinger said. "Everything has become a competition, and if they're not excelling at one thing, they've got to find something else."

That's why those as young as 10 or 12 learn to fear failure like they fear little else.

"Some very well-intentioned people put an inordinate amount of pressure on kids," says Angela Gaughan, longtime youth minister at St. Bernard's Catholic Church in Pittsburgh. "So many young people today are expected to be good at everything. You'll see these young men and women sitting in front of the Blessed Sacrament with their head in their hands because they're so confused. They don't know what to do."

Along with that, across the socioeconomic spectrum, today's teens also demonstrate fear of commitment.

"I think that's where this desire to separate Jesus from the Church or be spiritual without being religious comes from," Kissinger said. "The relationship between husband and wife is supposed to reflect Christ's faithful commitment to the Church. But the institution of marriage is in shambles. How can kids want to commit to the Faith, let alone another person, when poor examples of commitment surround them?"

### How they see themselves

On the upside, the iGeneration is as socially conscious, if not more, than its generational predecessors.

“Teens want to be part of something bigger than themselves, and they think of themselves as being advocates for change,” said Christopher Bartlett, who has worked in youth ministry on both the diocesan and parish levels in Texas for 12 years.

On the downside, however, their social activism isn’t all that active.

“This generation is more satisfied with being advocates on social media than in the streets,” Bartlett explained, noting that many view “likes” on Facebook or re-tweets on Twitter as the equivalent of visits to soup kitchens.

Similarly, just as social media gives teens the feeling of having advocated for change without working for change, it also gives them a sense of knowing more than they do.

“The Internet gives them access to information that’s a mile wide and an inch deep,” Beckman said. “Only they don’t know it’s an inch deep. They’re very confident in the knowledge they have and just assume they can do another Google search if they need more.”

That confidence goes hand in hand with what many perceive as a sense of entitlement.

“We saw this with the Millennials and we’re seeing it even more with their successors,” Beckman explained. “They believe themselves deserving of things they don’t really deserve.”

Most, including Beckman, lay the blame for that in large part on “helicopter” parents, who shower material gifts on their children, are increasingly prone to interfering in both school and sports (in the process shielding their children from the consequences of their actions) and who shy away from assigning chores at home or requiring teens to work at after-school jobs.

At least some blame, however, also goes to coaches, who stopped awarding trophies for excellence and started awarding them for participation, and schools, who now build self-esteem lessons into the curriculum, as well as a media culture that tailors itself to teens’ every preference.

Explained Kissinger, “They don’t have to listen to top 40 radio anymore; they can listen to Pandora. They don’t have to watch network TV; they can stream Netflix. These things teach teens that they’re the center of the universe — that life will tailor itself to their tastes and schedules.”

What they lack

The iGeneration may have hundreds of Facebook friends and Twitter followers, but for all their connections in virtual worlds, many struggle to form meaningful connections in the real world.

“They can post the most intimate details online, but can’t have a heart-to-heart conversation with someone face to face,” said Kissinger.

In part, he continued, that's social media's fault, which has made it easier for teens to protect themselves from messy, real world interactions, where rejection is more immediate and conflict has greater consequences.

A larger chunk of responsibility, however, lies with the adults in the children's lives, adults who have allowed teens to be plugged in almost since birth, put smart devices in their hands during elementary school and who don't engage with them regularly in the home.

"Parents by and large aren't talking to their kids," Beckman said. "The average 13- to 18-year-old spends nine minutes a week in meaningful conversation with their parents."

It's not just meaningful relationships, however, that teens lack. It is meaning in general.

"For years, life has been presented to them as a Choose Your Own Adventure story," said Kissinger. "They're not taught that there's a purpose to their existence, that there's a reason they're alive. Teens are pretty creative, but none of us are creative enough to make up a meaning for our life that's going to last. That leads to a real struggle to hope."

It also, said Gaughan, leads to "a hunger for truth."

"They want something deeper and more real than society is giving them," she explained. "They're not interested in fluff, and they tune you out immediately if you're not being honest. They don't want you to sugarcoat things."

What reaches them

On one hand, the defining characteristics of the iGeneration make it harder for parents and parishes to evangelize and catechize teens.

After all, it's difficult to call teens to a relationship with Christ when they don't know what a relationship is.

It's difficult to teach them the Faith when they think they know all there is to know.

It's difficult to help them integrate the Gospel into their everyday life when they don't see the conflict between what the Church teaches and how their peers behave.

Lastly, it's difficult for them to appreciate God's love and mercy when they see both as their birthright, not as gracious gifts no one deserves.

Yet, as Beckman pointed out, "All those poverties aren't just characteristics; they're human needs. You can't survive without intimacy. You're going to struggle without a foundation of truth. If everything is relative, how do you navigate the world?"

Accordingly, he continued, what reaches today's teens is identifying the real needs they have — the needs that aren't being met by the culture — and orienting formation around them.

That requires what evangelical Protestants call “discipling” and what Beckman calls “active mentoring.” It entails establishing real, authentic relationships with teens; identifying and naming their gifts and talents; and treating them with respect, but also gently leading them to question the culture; being honest and admitting struggles; modeling what the Christian life looks like; and not pulling any punches when it comes to teaching truth.

“The teens like it that the Catholic Faith has answers to the hard questions,” Gaughan said.

“It’s comforting for them to know that part of our life as Catholics is that we have the answers. They thrive on that.”

(Emily Stimpson Chapman, “Plugging Teens into the Faith: A How-To Guide”, OSV Newsweekly, April 2, 2014, <https://www.osv.com/OSVNewsweekly/Perspectives/Editorials/Article/TabId/798/ArtMID/13633/ArticleID/14409/Plugging-teens-into-the-faith-A-how-to-guide.aspx>)

### **Three Fundamental Ways Generation Z Differs From Millennials**

Generation Z is adamant about turning hobbies into careers

It seems that every generation has a few shining stars who are able to create amazing things early in life and define their future. Steve Jobs, Bill Gates, and Mark Zuckerberg are all examples of entrepreneurs who broke the mold and turned their hobbies into careers. They were able to do this because they grew up at a time where digital was still fairly young. Generation Z will be the first generation raised when digital is the norm. This generation lives its life in all things digital, and its online footprint is often its most important hallmark. Because of this, a staple of Gen Z has become wanting to turn hobbies into jobs and use the internet as a vehicle to make this happen. Vloggers, artists, writers, and young computer experts are all empowered by the internet to gain followings, fans, and make money off the things they love to do. This generation is highly independent and ambitious. If they think they can make their own mark on the world, they are going to try.

They want to be friends with their parents

Remember when you were a kid and wanted nothing to do with your mom and dad? OK, so Generation Z certainly has some of this, but overall this is a generation that actually wants to be connected with parents. Gen Z perceives family as a support group and personal advocates for success. This is quite the difference from not only Millennials, but from Generation Y and X, which largely saw independence and a separation from authority figures. All indications are that Gen Z will be very close to family.

They have a strong desire to give back

Generation Z is a very liberal generation and overall, highly progressive. One of the hallmarks of this is their desire to volunteer, advocate, and give back to their community. They want to be a part of something greater than themselves. Gen Z relishes in the opportunity to belong to a group that represents its viewpoints, and has the instinct to congregate and be heard. This generation will be very vocal about a variety of political and social issues. Few know more about Generation Z than T.J. Marchetti, CMO of AwesomenessTV, a YouTube network and sketch show aimed at that hard-to-reach demographic. Here's what he says are the three biggest ways Gen Z will change the way you'll need to market.

(T.J. Marchetti, "Three Fundamental Ways Generation Z Differs from Millennials", iMedia Connection, July 23, 2014, <http://www.imediaconnection.com/articles/ported-articles/red-dot-articles/2014/jul/3-fundamental-ways-generation-z-differs-from-millennials/>)

## **Here Comes Generation Z**

Generation Z has been shaped by technology as much as economic hardship, which combined to produce a seemingly improved version of the Millennials. As parents, we X-ers haven't done that bad a job.

If, like me, you've been looking for a primer to explain Generation Z, the one that follows the "Y" millennials, take a look at this [56-slide presentation](#) by Sparks & Honey, a hard-to-pin-down organization that's part marketing agency and part think tank.

Gen Z-ers are already the biggest generational group in the U.S., having overtaken the millennials in what Sparks & Honey describes as a coming "demographic tsunami":

I have an even better reason to be interested: three children -- a son, daughter and stepdaughter -- born after 1995, which Sparks & Honey set as the starting point for Generation Z (though others use 1990). They are clearly different from Y-ers in the way they react to the world and if you're a skeptical GenX-er like me, you need to quantify the difference based on data. That's what Sparks & Honey set out to do and their findings describe a generation shaped by technology and austerity.

If Y-ers were the perfectly connected generation, Z-ers are overconnected. They multi-task across five screens: TV, phone, laptop, desktop and either a tablet or some handheld gaming device, spending 41 percent of their time outside of school with computers of some kind or another, compared to 22 percent 10 years ago. Because of that they "lack situational awareness, are oblivious to their surroundings and unable to give directions."

Members of this new generation also have an 8-second attention span, down from 12 seconds in 2000, and 11 percent of them are diagnosed with attention deficiency syndrome, compared to 7.8 percent in 2003. They prefer to communicate in symbols such as Emoji, rather than words: It's faster, less unnecessarily precise and more intuitive. Journalists may have to start experimenting with this new language soon, despite our innate conservatism(here's the story of Russia's Facebook clone Vkontakte and its founder Pavel Durov, told entirely in Emoji).

Generation Z's media world is not two-dimensional, as our was. That's why the new Amazon smartphone with a 3D screen, expected to be revealed today, should fly with GenZ consumers. They also have a new concept of privacy, choosing anonymous and ephemeral communication tools such as SnapChat, Secret and Whisper. Their concept of a social network is not Facebook, which they are leaving in droves (25 percent of Z-ers have quit their parents' and older siblings' network in 2014), but perhaps Facebook's new Slingshot app, with a more dynamic newsfeed that doesn't store content.

The other side of GenZ was molded by social and economic upheaval, and by the way it affected us as their parents.

We have been either unwilling or unable to pamper them the way baby boomers mollycoddled Generation Y-ers. During the global financial crisis and ensuing Great Recession, GenZ-ers have grown up with more people in the house than previous generations, learning humility and sharing. They have also figured out that that the job market as GenX-ers and Y-ers understood it is not working. A whopping 61 percent of U.S. high school students want to be entrepreneurs rather than employees, compared to 43 percent for college students, who are across the generational divide. They don't just want to make money, however: Most would like to turn their hobby into a business, and 37.8 percent hope to "invent something that will change the world."

This greater entrepreneurial spirit and desire to change the world could be interpreted as signs of resilience for a generation in which 73 percent say they were personally affected by the Great Recession, or else as signs of naivete that we as parents have done little to counter. If the latter is true, the attitudes of Z-ers will suffer a reality check as they get older, messing up their early careers and creating lots of problems for employers, who will find it even harder to retain Z-ers than Y-ers.

There are a few things on which we can congratulate ourselves as parents. GenZ is the most tolerant generation ever, color-blind and unconstrained by traditional gender roles. Because of this our children are less likely to have families as we still know them, or continue any ethnic traditions to which we may still cling -- but nor will they be bigots. Also, drug and alcohol use are down dramatically among Z-ers. I like to think that's because we did a much better job than our parents telling kids about our substance experiments.

There is, however, an unexpected side effect we have to worry about: Food is the Z-er's preferred poison. These foodies are more likely than previous generations to be obese, given their sedentary lifestyle.

We haven't done too bad a job, if Sparks & Honey is to be believed. A Z-er is, in many ways, a Y-er 2.0: more advanced, speedier and more adaptable:

We've achieved this without creating much more of a communication gap: We can still relate to our kids more easily than our parents were able to relate to us. The tricks of the Z-ers are not that hard for most of us to master and their life goals, happily, tend to be extensions of our own, often unrealized, dreams.

(Leonid Bershidsky, "Here Comes Generation Z", Bloomberg, June 18, 2014, <https://www.bloomberg.com/view/articles/2014-06-18/nailing-generation-z>)

### **Millennial Shoppers are Old News: Looking Ahead to Gen Z**

As financial institutions continue to struggle to attract younger customers and companies compete to capture a share of the ever elusive millennial wallet, we may want to step back and take a closer look at the way their grandparents use their phones and shop online. Like a genetic trait that skips a generation, there is evidence that indicates that the Millennials are much more like their grandparents than we could have ever imagined, especially when it comes to online and mobile shopping.

To better understand how Millennials, those aged 25-34, are shopping online, why they are shopping online, and what they are buying – GfK conducted a proprietary survey of shopper attitudes and behaviors across generational groups called FutureBuy.

FutureBuy is fielded annually since 2006. The 2014 survey was twenty minutes long and covered seventeen countries and included 1000 consumers that were 18 and older. The survey covered topics such as; Omni-channel shopping, shopping touch points, mobile payments, and other special topics like showrooming, privacy, and security.

#### **Generation Difference in Shopping**

Broadly, Millennial's are considered to be more book-smart and savvy which is in line with the boomer generation who are considered to be the 'education generation'. Both generations have conservative approach when it comes to finances and savings and both generations are focused on family and being in touch with loved ones.

# Major Differences In Shopping Attitudes And Behaviors Evident Along Generational Lines



GEN Z	GEN Y	GEN X	Boomers	Silent/ GI
Social natives	Book smart & savvy	Street smart & skeptical	Education generation	Educational divides
Fun and frugal	Fun first, hard work next	Get it done	Break the mold – be me	Do what's right
Connected	Confidence	No drama	Agelessness	Integrity
Global minder	"Both/And" stress	Balance	Do it all – or die trying	Under control
Friends = family	Close to doting parents	Prepared, rule-setting parents	My self = my kids	Disciplined to do what's right
Age in 2014: <b>18-24</b>	<b>25-34</b>	<b>35-49</b>	<b>50-68</b>	<b>69+</b>

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## Mobile Trends

There is no question that Millennials are using their smartphones at a near constant rate, but when we look at shopping activity, Millennials only make up only 15% of all online shopping activity on smartphones in the US. This is a smaller share of activity than either Gen X or Gen Z at 25% and 21% respectively.

# Uptick In Smartphone Shopping Skews Younger



## Opposite skew for tablet use

Share of All Online Shopping Activity on Smartphone (US)



Share of All Online Shopping Activity on Tablet (US)



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## What type of activities are Millennials doing?

Comparing prices and searching for information about products and services were ranked number one and two respectively, which is exactly what the boomer indicated. Generation X and Z indicated completely different uses; Gen Z is using their phones more often to check store locations and availability than other generations while Gen X ranked comparing prices, searching for information about products and services and reading reviews, in that order.

# Shopping Activities On Phone Highly Consistent Across Categories



## Gen Z profile departs from the pack

Activity Incidence Rank Among All Reported  
(Via Mobile Device – US)

	Any Category	FMCG	Consumer Durable	Services	Auto	Toy	Gen Z	Gen Y	Gen X	Boomers
Search for information about product/services	1	1	1	1	2	2	4	2	1	2
To compare prices	2	2	2	2	1	1	5	1	2	1
To access product/service reviews	3	3	3	3	3	3	1	3	3	5

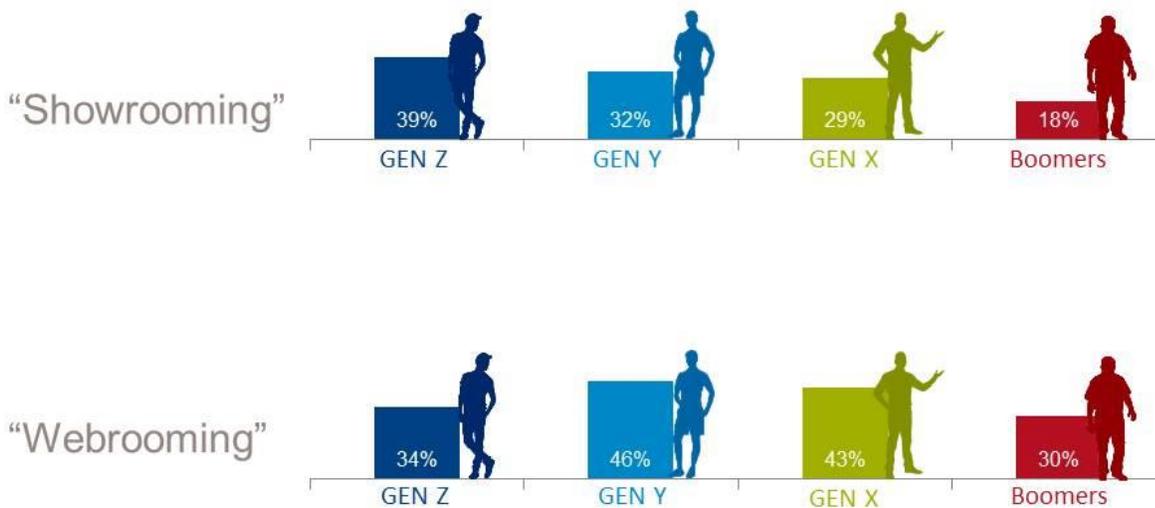
More use to check store location & availability

Source: GfK FutureBuy 2014 FINAL\_21Aug14\_v1.0.pptx

## Webrooming

Millennials had the highest instance of webrooming; looking at the product online and then going into the store to purchase the product, than any other generation. This speaks to their ranking of reviews and their conservative nature and also indicated that traditional brick and mortar locations are important to Millennials.

## Showrooming Decreases With Age While Webrooming More Universal Across Generations



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Marketing Financial Services has been very difficult for a number of reasons including the lag for which financial institutions innovation their products and services combined with the Millennials high expectations of service, need to be heard and omni-channel usage. When we looked at the drivers of purchase for financial services for Millennials they indicated much higher than other generations the importance of demonstrating the service, at 17%, versus the next closest Generation X at 12%. The need to be shown the features and capabilities of a service resonated with the Millennials more than any other generation. But relying on family, friends and that coveted word of mouth recommendation was the most highly selected at 36% top two box score on a 7 point scale. The second most indicated was a consumer opinion websites like eOpinions or Consumer Reports at 35%. Millennial’s also rely more heavily on social media for make choices about their financial institution at 19% versus the next nearest generation X and Z at 8% top two box score.

The reliance on recommendations, opinions and reviews defines the Millennial generation and they behave uniquely when it comes to what they deem important when choosing a financial institution.

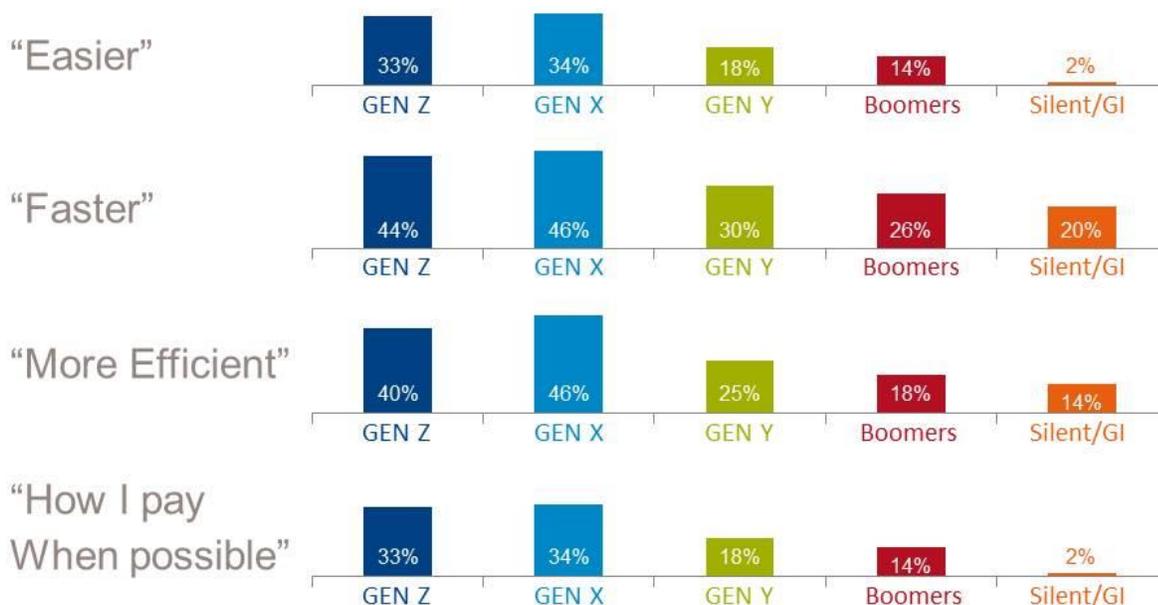
### Mobile Payments

When it comes to mobile payments specifically, Gen Y's preferences nearly match those of the boomer generation with higher indications across; easier, faster, more efficient and how I pay when possible and much lower than both, Gen X or Gen Z. Again, this speaks to a unique attitude towards mobile payments, much like mobile shopping, that is conservative and more in line with an older generation. Gen X and Z were nearly identical with Gen X indicating slightly higher in agreeability.

## Vast Generational Divide Evident In Perceptions Of Mobile Payment Utility



### Mobile payments are...



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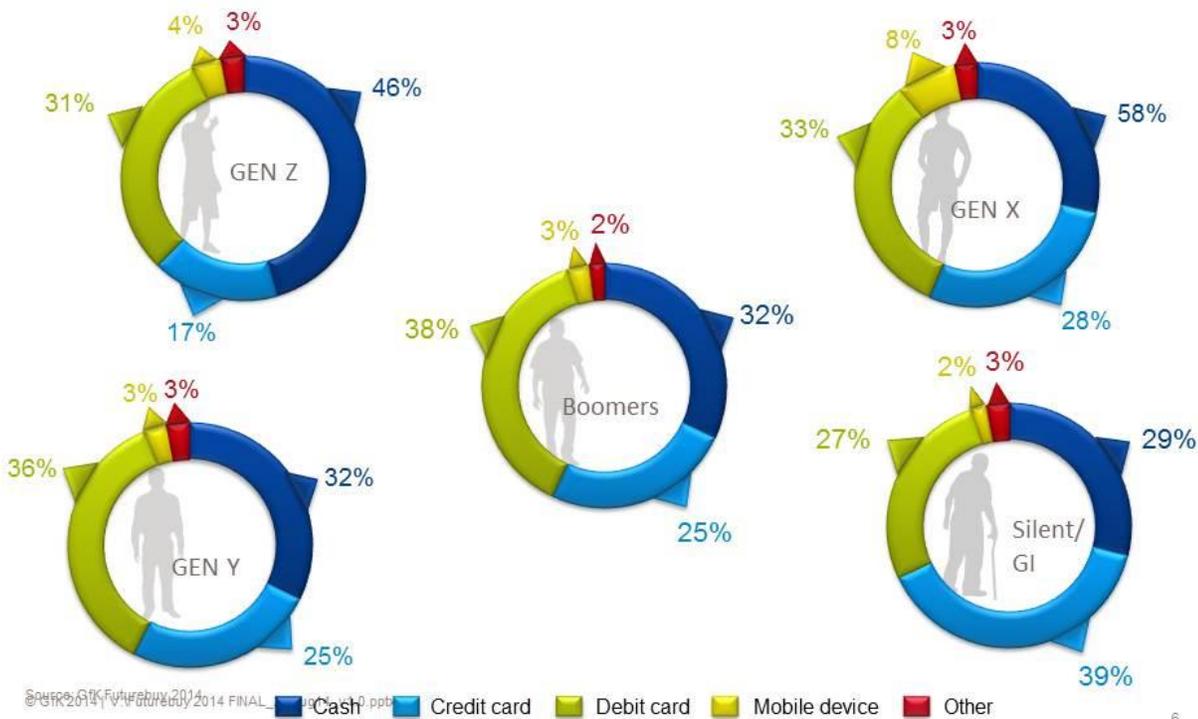
## Purchase Transactions for Gen Y

When we looked at the usage of share of cash used for purchases versus other payment methods such as; credit, debit and mobile payments, the Millennial's usage practically mirrors the usage of the Boomers, both at 32%. Generations X and Z had the highest instance of cash usage at 58% and 48% respectively. The generation that used cash the least was surprisingly enough, the oldest generation, those aged 69 and older, with only 29% usage.

# Mobile Payments Account For Very Small Share Of Purchase Transactions With Slightly Higher Development For Gen Y



## Gen Z relies heavily on cash



To explain the Millennial’s behaviors towards shopping with a smartphone and making online payments we can look at the issue of security, where the trend between the Millennials and Boomers continues.

Both Millennials and Boomers indicated lower than either Gen Z or Gen Z when we asked if they thought that Mobile payment were more secure versus other payment methods and if they were confident that mobile payments are 100% secure.

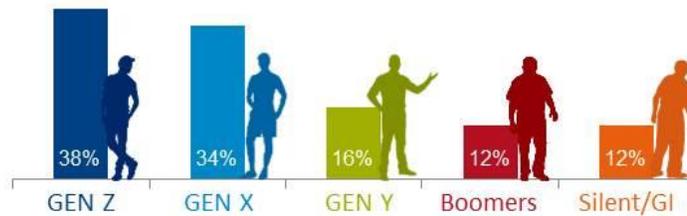
### Gen Z Emerging

When we asked if they were worried about personal information when making a mobile payment, both the Boomers and Millennials indicated that they were more worried than other generational groups. And although Gen X also indicated that they were worried about their personal information when making a mobile payment, this is not a deterrent like we see with Millennials and Boomers.

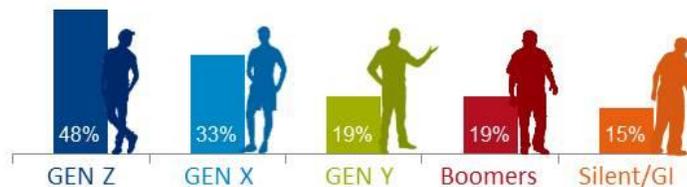
## Gen Z Stands Alone In Its Trust In Security Of Mobile Payment Platforms



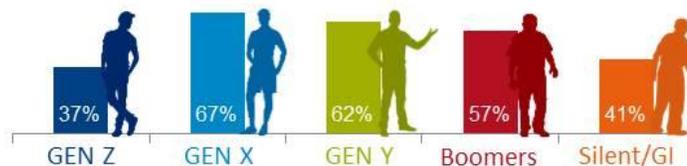
Mobile payment **More Secure** vs. other payment methods



Confident my mobile payments are **100% Secure**



Worried about **Personal Information** when making mobile payment



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With the Millennial's unique behaviors and attitudes towards financial services products and mobile phone usage, developing products, services and experiences that resonate with the Millennial generation is undoubtedly a challenge. Understanding the trend of how the young influencers are similar to the older generation of Boomers can give us a head start and point us in the right direction in terms of creating an experience that speaks to Millennial's conservative and questioning nature while at the same time educates and informs them to the point of creating a comfortable environment that influences behavior.

Just as we begin to understand Millennials the next on deck is Generation Z, which will again challenge us to continue to innovate and understand the are quickly coming of age where they will be making financial decisions and have more purchasing power.

(Tim Spenny, "Millennial Shoppers are Old News: Looking Ahead to Gen Z", GfK Insights Blog, September 25, 2014, <https://blog.gfk.com/2014/09/millennial-shoppers-are-old-news-looking-ahead-to-gen-z/>)

### Four Things Making Generation-Z Miserable

Australian scientists have identified four things that will make Generation Z miserable for decades to come.

These global trends will stress young people at a time in their lives when mental illness usually manifests, according to the CSIRO researchers.

With almost half of all Australians experiencing a mental illness at some point, VicHealth is hoping to use the data for prevention programs.

### 1. Competition for careers

Researchers are predicting that Australia's most educated generation in history will find it tougher than ever to land a permanent job after uni. That's because there will be more young people competing in the job market and not just locally. Youth in emerging economies such as India are also more educated than ever and with digital technology, many jobs can be done remotely. Technology will replace some of the low-skill jobs that young people do now.

It is likely that Generation Z will do more casual, contract-type work and piece together a living. A stress if you're paying off a \$80,000 tertiary degree.

### 2. Modern family life

The nuclear family will make up less than a third of all families by 2026. Same-sex parents, single parents, blended families, step-families, de facto couples and couples choosing not to have children will be more common but young people will face stigma about these.

Added to this, stressed out family life where parents work a lot and then compensate by helicoptering makes everyone anxious.

Domestic violence and parents with post-traumatic stress (such as returned soldiers) impact on kids.

On a societal level, increased multiculturalism has seen more reports of racism and discrimination leading to societal discord.

### 3. Online addiction

Comparing themselves to a wide network of youths on social media is making Generation Z dislike themselves, leading to more eating disorders. Young men are taking stupid risks for the sake of a cool selfie. Online gaming, bullying and porn are also threats to mental health.

Relying on digital devices for easy information and as a way to remember may be eroding memory.

#### 4. Dissolving boundaries that made us feel safe

Globalisation and digital technology are blurring the boundaries between organisations and societies. Culture, talent, ideas and goods are all flowing at greater speed and volume across national borders.

Young people will increasingly find themselves adrift in a vast ocean of risk, choices and opportunity. Some will form connections and "swim" in this environment creating fantastic careers and lifestyles for themselves, but others will be lost without the shelter of solid structures and boundaries.

Adding to the stress, are boundaryless jobs where there is no limit on how long, when and how fast people work.

However, it is not all doom and gloom. The same report called Bright Futures says that young people will benefit from society better understanding mental health and less stigma around illness in the future. New technologies will help in research and treatment, with young people more comfortable seeking help online. Governments are spending more on prevention and services, as well as on domestic violence.

(Marika Dobbin, "Four Things Making Generation-Z Miserable", The Age, December 9, 2015, <https://www.theage.com.au/national/victoria/four-things-making-generationz-miserable-20151209-gljjfw.html>)

#### **Four Fears Gen Z Hide About Their Future**

We are digging up research, at Growing Leaders, on students born since 2000, the ones researchers are calling Generation Z, or the Centennials or the Homelanders. They've grown up in a world of complexity, uncertainty and plurality.

What are three words that describe them today?

1. They are overwhelmed.

More information and content is being consumed by students today than in any past generation, including Millennials. While the options are wonderful, it leaves them overwhelmed. They experience FOMO (Fear of Missing Out) but that leads to an emotional weight that humans, especially teenagers, were not meant to carry.

2. They are overcommitted.

So many activities make up their daily schedule, both curricular and extra-curricular and this means their mental filter is robust. Their attention spans are short (six seconds) because their

filters are strong. Their commitments are really more like involvements because they like to keep their options open.

3. They are over-connected.

If you thought Millennials were attached to technology, multi-tasking on two screens at a time, younger kids are even more so, multi-tasking on an average of five screens. They spend majority of their waking hours peering into a screen—on a tablet, video game or phone. This has affected the very wiring of their brains and how they process.

It's enough to make a kid fear for their future.

#### Four Fears They Acknowledge

A survey from global branding company, Universum, tapped into close to 50,000 minds of Gen Z-ers across 46 countries to get an idea of what they think about their future careers, their expectations and fears. According to Universum, Generation Z disclosed four big fears about their future. In addition, we are hosting focus groups of middle school and high school students and hearing these same fears in those conversations as well. Here are four fears they revealed:

1. I won't get a job that matches my personality.

These teens have heard their older siblings complain about not liking their job, or being forced to have a job that is "beneath them." Those Millennials are the highest demographic that is underemployed in America—which scares Generation Z greatly.

Question: How can we ensure we enlist them in jobs that leverage their strengths?

2. There won't be a chance to be developed on the job.

Because Generation Z values change and the re-invention of themselves, they quietly fear they will get a job where they must perpetuate a routine over and over again, and never really grow. They're afraid no one will invest in them or mentor them.

Question: Could we initiate a developmental relationship with a teen?

3. I will under-perform on my job.

Generation Z has heard too many "war stories" about Millennials failing at adulthood. They've heard employers, coaches and journalists mourn the "stalled" or the lingering adolescence and they now fear they won't measure up either.

Question: Can we prepare them now, before they launch their career?

#### 4. I will get stuck in a job that I can't change.

Too much about older generations is unappealing because it all appears boring. They see parents “settling” for a job, not a passion, and they can't imagine working in the same place for a decade. They're part of the “gig” economy that plans to change jobs several times over the course of their life.

Question: Can we offer projects that enable them to make changes to their routine?

These fears have prodded Generation Z to ready themselves for a career in a different manner than the Millennial Generation. They are mixing and matching post-secondary learning experiences, with on-line courses, internships, projects. In fact, Udacity has launched “Micro-Degrees” where a company enlists a young worker for a job they express an interest in, then arranges courses to prepare them. They give “badges” for progress and the company pays for half of their coursework if it's necessary. Everyone wins: The graduate is ready and the company finds inexpensive help.

I believe we must prepare ourselves to try innovative ways to equip the youngest generation for their career. Are you ready to meet their fears?

(Tim Elmore, “Four Fears Gen Z Hide About Their Future”, Growing Leaders, April 26, 2016, <https://growingleaders.com/blog/four-fears-generation-z-hides-future/>)

### **Through the Eyes of Generation Z**

Generation Change, Generation Innovation, the iGeneration, Generation Tech

They're the anti-millennials, a sober cohort with a practical eye for career and money and a native's familiarity with technology. Erin Anderssen talked to students from the Class of 2016 and analyzed surveys to see what makes their generation tick. She finds a group unsure of the best nickname for itself – but, contrary to popular myths, they are ready to take on the massive burden of inheriting the planet.

On Sunday, June 12, Emily DePaoli was between lifeguard shifts in High River, Alta., when, scrolling through Instagram, she saw #PrayforOrlando. She follows several drag queens, who were suddenly urging people to give blood. The Grade 12 student immediately went to news sites and learned that a lone gunman in Florida had killed people in a nightclub popular with the LGBT community, and that the death toll was rising.

For the rest of the afternoon, and then when she returned home, she followed the chatter on Twitter and Tumblr, as well as Instagram, as people discussed homophobia and terrorism – conflicting fact and opinion rushing like water from a broken dam. She saw the better parts of humanity also playing out, as hundreds answered the call to donate blood. "In times like this," she says, "we need to feel that connection." But she couldn't stop crying. She couldn't concentrate on her exams. Eventually, she had to log off. It was all too much.

Emily belongs to Generation Z. Too young to have a clear memory of 9/11, they know just where they were when Osama bin Laden was killed, when a gunman dressed as the Joker opened fire on people watching a Batman movie in Colorado, when the Boston Marathon blew up, when Paris was bombed.

Now, the older members of Gen Z will remember Orlando, in the final days of their Grade 12 years. And theirs are memories sharpened by real-time video, desperate texts from those trapped inside the Pulse nightclub, photos of bodies on the ground – not how their parents absorbed tragedy, through three minutes on the nightly news, but immersed and up close. One way, among many, in which this generation is different.

Social scientists have made hay slicing humanity into cohorts of common values and outcomes, so that old and young can squabble at the dinner table about who's smarter, who's luckier, who's harder-working. (Place yourself accordingly; generations can get a little blurry around the edges.) In 1998, the year Emily and her peers arrived on the scene, this would have included the surviving members of the GI Generation – called "matures" in Canada – who lay claim to the title "greatest" for both surviving the Depression and winning a world war. The matures' boomer children – born between the mid-1940s and the early-to-mid-1960s – were laying claim to middle age, and the rise of the millennials into adulthood was just around the corner.

Squeezed in between the boomers and the millennials was my tiny, loser generation, born in the sixties and seventies, and dubbed the unlucky "13th" in a bestselling book by generational experts William Strauss and Neil Howe that contained the inspiring chapters: "We trust ourselves and money – period" and "Room to move as a fry cook." (The book came out in 1993, two years before Douglas Coupland's Generation X – his name for my generation – started the alphabetical trend.)

If other generations began life slated for greatness, Gen X, the cynical, slacker children of divorce – born too late for flower power, too early for the Internet, and in too small numbers to matter much to marketers – were destined to disappoint.

It hardly matters. We were quickly eclipsed by those bright, dreamy millennials (a.k.a. Generation Y), still in their pre-stumble glory, and soon to get their own Strauss and Howe book, which declared them the Next Great Generation. Sample chapters: "The happiness business" and "A capacity for greatness." In the words of Valley Girls everywhere, gag me.

But sooner or later, every generation gets its time in the sun, and it appears that we Gen X Breakfast Clubbers have done something right after all: We eventually got our act together, and had kids, and they are, totally, like, the Next Best Thing. As the current narrative goes, Generation Z (trademark pending) comprise the anti-millennials: solid, serious, pragmatic, savers. They "matter more" than their immediate predecessors, Goldman Sachs has declared. "Make way for Generation Z," The New York Times has trumpeted. Could they truly be, the Financial Times has breathlessly asked, "the world's saviours?"

Those are lofty expectations for a generation barely out of high school. And, as their predecessor millennials can attest: One day you're saving the world; the next, you're whiny, spoiled and sucking your thumb in your parents' basement. But there is something about these kids, this Class of 2016, the senior members of Generation Z. Nora Spinks, chief executive officer of the Vanier Institute for the Family in Ottawa, says generations are most influenced by three factors: their parents, their teachers, and the culture and world events of their adolescence.

On all three counts, Gen Z has a fresh narrative. Their parents, today mostly in their 40s, were launched into the world during a recession, made their way – and were then handed, in their peak earning years, a Wall Street meltdown: Their kids grew up listening to disillusioned, hard-knocks money talk at the kitchen table.

"Gen X has created a sense of self-reliance with their kids," says Jason Dorsey, co-founder of the Austin, Tex.-based Center for Generational Kinetics, whose high-energy TEDx Talk boasts of Gen Z's attributes: "Rather than, 'My mom is going to show up to help me with my essay,' Gen X parents said, 'You better figure it out.' "

In today's high schools, Ms. Spinks points out, technology is wiping out note-taking, rote learning and textbooks; instead, students have to learn to navigate massive amounts of information and data.

When it comes to culture, Gen Z considers same-sex marriage a done deal, a black American president reality, and working mothers normal. Its members have grown up in the most diverse classrooms in Canadian history – learning beside fellow Gen Zers of diverse races and religions, and those who face challenges ranging from dyslexia to autism.

But what really defines this generation is technology. Gen Z – or iGen, as it is sometimes called – has never known a phone that wasn't smart, or a fact it couldn't Google. They spend their days as confident citizens of a digital world that exists mostly apart from the adults in their lives.

This generation also will inherit a world with monumental problems: climate change, terrorism, the gap between the rich and the poor. By the time the first wave of Gen Zers have graduated from university, says Ms. Spinks, one of them will be entering the work force for roughly every three baby boomers retiring.

How does all that change them? What characterizes the psyche of a generation that grows up never knowing a world without lone-wolf terrorist attacks? What's the effect of seeing those just ahead of you stumble financially, burdened by university debt? What does it mean that your life – your brand – plays out on Instagram and Facebook and Twitter, with the expectation, and the responsibility, of being both the watched and the watcher?

So, The Globe and Mail put some of these questions directly to the Class of 2016, through a national online survey of 886 students conducted with Yconic, the Toronto-based youth-marketing agency, as well as e-mail questionnaires, round-table conversations and interviews. Along the way, we met, among others, Kakeka Thundersky, an activist-minded indigenous student in Winnipeg growing up with a foster dad, and headed for a teaching degree; Muhammad Hussain – Muslim, feminist, class president and power-lifter in Cambridge, Ont.; thoughtful and articulate Jake Paterson in Ottawa, who sees his future working outdoors on power lines; Abena Miller, fiercely religious, and growing up as a proud Jamaican-Canadian in Edmonton; Mahima Mishra, an accomplished athlete of South Asian descent in St. John's, determined to find her own path; and Sabrina Cruz, a math-loving YouTuber in Ajax, Ont. They all refuse to be put into tidy boxes, let alone to be stereotyped.

It's hard to define the narrative of any generation, composed, as it is, of individuals, all with their own stories to tell. But this isn't intended to be definitive; it's a snapshot in time. Some day, these young people may look back at what they said, and smile at their foresight. Or they may laugh at themselves. Or wonder wistfully where that person went.

But for now, we wanted to ask them, where might they go?

They worry – a lot

"I get very stressed out about money," says Chelsea Knuth, in Ottawa. "I can't sleep too well worrying about it."

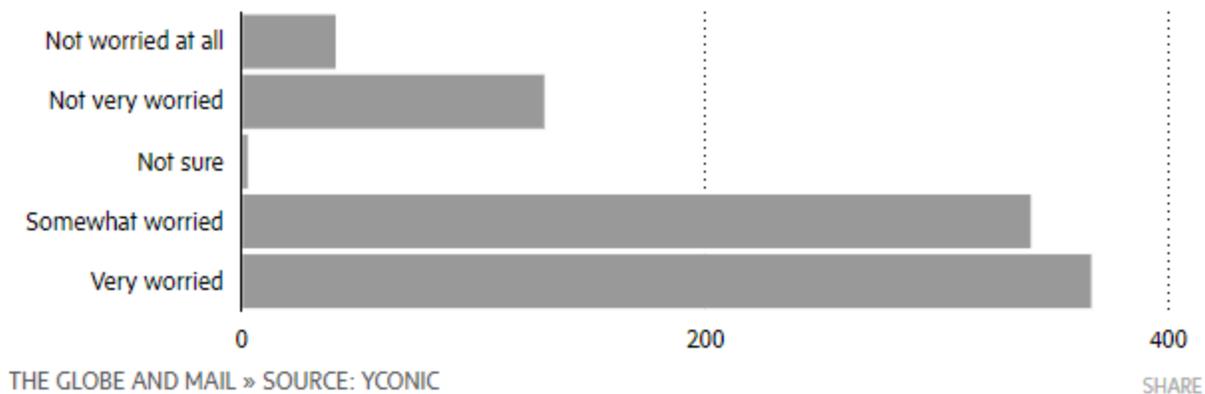
For her, debt is weight that will drag down her future, limiting her choices. She doesn't want to be trapped, for instance, in a job she doesn't like just to be able to pay the bills. "I have a picture of what I want my life to be." And she doesn't want carelessness with money to be the reason it doesn't happen.

This early cohort of Gen Z has watched many of the millennials crash and burn, and is trying to dodge the wreckage. They universally want to avoid major tuition debt. Some can cite the employment rate of graduates from their chosen university or college programs, and say they wouldn't even consider a degree that didn't look like it tracks to a job. Their parents come up a lot: They mention hearing at home about layoffs, pensions and escalating housing prices. They describe their parents sitting down to calculate budgets with them. (Chelsea's helped her lay out the cost of university on an Excel spreadsheet.)

They tend to suffer from performance anxiety. In the Globe-Yconic survey, 68 per cent agreed that they feel overwhelmed by everything they need to do each week. Almost half, like Chelsea, said that stress makes it hard to sleep through the night; more than half said they worry about meeting their parents' expectations. As for the future, only 27 per cent agreed with the statement "My generation will be better off financially than my parents'," and 80 per cent were worried about one day making enough money to support themselves.

## How worried are you about making enough money to support yourself?

886 Canadian Grade 12 students polled



Being careful about money, some students said, has led them to take a gap year, or choose alternate postsecondary programs. Chelsea, for instance, has deferred her acceptance by St. Francis Xavier University, in Antigonish, N.S., to work to save money. (She also hopes to fundraise for a trip to Africa to volunteer for several weeks next winter.)

Matt Small, 17, in Coquitlam, B.C., says his parents were keen to have him attend Simon Fraser University, but he chose Douglas College, where, for less tuition and while living at home and working part-time, he can test-drive criminology courses without investing big bucks in a degree he may not like. "It's my personality," he says. "I don't like to be owing people money."

Success, suggests Kakeka Thundersky in Winnipeg, is "being comfortable with what you have." As for debt, she says, "I want to give back, and you can't do that if you are struggling to look after yourself."

MacKenzie: I would take being comfortable, and being able to spend time with my friends and family and doing what I want, over making a lot of money.

Paige: Definitely.

Chelsea: For me, the money is a factor, but I just want to have a job where there is something different every day.

Paige: I don't think I could see myself working in government cubicle, every single day for the rest of my life.

Tess: That scares me.

## More pragmatists than entrepreneurs

In Grade 7, Sabrina Cruz posted her first YouTube video – two minutes of herself eating a cookie. (She has since deleted it.) It was the beginning of what has become a promising YouTube career, with 226 videos of the Ajax resident riffing on feminism, movie heroines, and crying in public. Her NerdyAndQuirky channel now has 134,000 followers – and, in a world where YouTube can be a star-making machine, you'd think Sabrina would have stars in her eyes. Instead, she is heading to the University of Toronto, to study math. Her dream: a finance job in a big company, with a steady paycheque, maybe doing her own thing on the side. "I have always wanted a 9-to-5," she says. Some marketers suggest that Gen Z has a make-your-own-job approach to work, but there isn't much evidence among the students we met. The Class of 2016 talks about earning a stable income and working their way up in a company. Or they're interested in traditional jobs such as teaching, and medicine.

"I think being successful at all in the future would be a dream come true," says Morgan Burton, 17, in Black Diamond, Alta. "It's a really daunting feeling, knowing that you might not be."

She wants to become a teacher: "While I would love to be innovative enough to do something important and groundbreaking, having a steady paycheque seems a bit more reasonable."

When asked, in the Globe-Yconic survey, what the key is to getting ahead, 96 per cent chose hard work – something that researchers suggest their Gen X managers will especially appreciate.

"You have to prove yourself," explains Jake Paterson, leaning on the table in the boardroom at Ottawa's John McCrae Secondary, where he and three friends have gathered to talk about work, life and social media. He expects late-night shifts and on-call weekends in his early years on the job. "You don't just start 8 to 5, when there are guys who have already paid their dues," he says.

Nick Anagnostopoulos, who wants to "get his foot in the door" with a company, agrees: "At the start, you will be more consumed with work, because you want to get a good reputation with your employer. But eventually, hopefully, you can find a proper balance."

The goal, says Mack Mercier, is for each generation to improve upon the last. But he says, "you don't want to work so much, to make so much money, that you don't have any time – you have to do something for yourself as well."

At the same time, the job had better not be boring. In another conversation at John McCrae, some female students discuss an article in a morning newspaper in which employers complained that young workers are unreliable and suffer from a lousy work ethic. They reject the generalization. "I am an excellent employee," says Paige Dalley, who works part-time at a Freshly Squeezed juice bar. "I take on all kinds of extra duties."

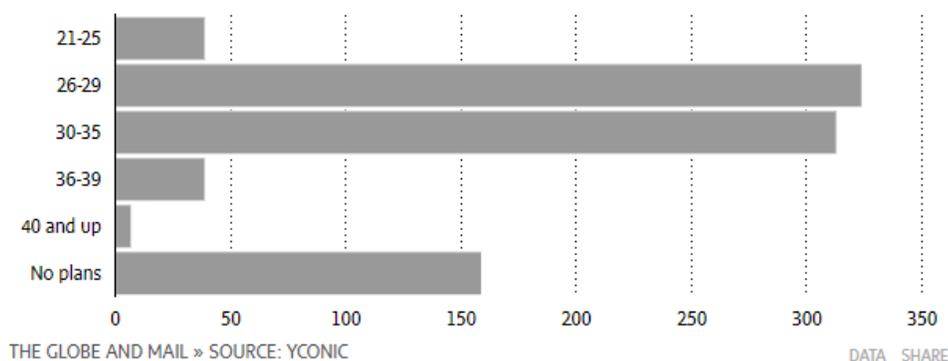
But Tess Durham concedes the employers' point: "If it's a career and it's the same job every day, I can see how that would be a little bit true, because we aren't a generation who can sit there doing the same thing every day. We need change."

Not all sold on love, marriage, baby carriage

Most students in our sample see long-term commitment and kids in their future – two-thirds expect to be either married or in a permanent relationship by the time they are 30, and the majority figure they'll have kids some time between the ages of 25 and 35. But in the survey, 20 per cent of the girls and 15 per cent of the boys say they have no plans for kids at all. "I understand planning out your career. I have never understood girls that plan their wedding," says High River's Emily DePaoli, who plans to become a veterinarian but currently has no vision for the wife or mother role. "I want to make sure I can make myself happy and I can live a comfortable life by myself."

#### I would like to have kids by...

886 Canadian Grade 12 students polled



Mahima Mishra in St. John's says that, over the last few years, her priorities for the future have shifted. "It's not so much that having a family has become less appealing; it's that independence has gotten more interesting to me now."

"I think it has a lot to do with how society has changed. That was the conventional thing to do – you go to school, find a job, get married, and have a family – and I now see more women not doing that, and living their own lives."

Her idea of happiness is focused on "knowing for myself that I am a good person," and her future – whether it includes a family, or "just doing my own thing" – is what she will make it. One thing for sure, she says, "I won't settle."

Their constant companion

Tess: If I am feeling awkward on the bus, I will just take out my phone right away. You really notice when you are not looking at your phone, how many people are. Like, is this weird to be just looking around?

Brooklyn: Adults can walk through crowds, like that, they can sit on a bus, and they don't have to look at their phones. Because they grew up without them.

Tess: It's a support system. You have your own little life on your phone. You can go on Twitter and you know these people. Instead of sitting with strangers.

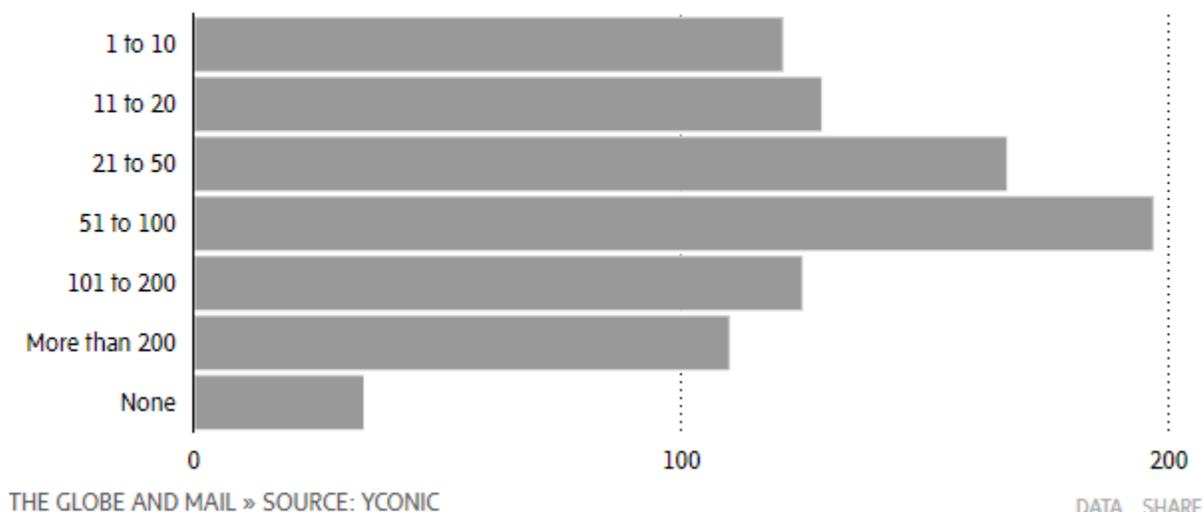
They wake up in the morning, and check their phones. There are selfies to like, and selfies to post, and tweets to read – the social-media housekeeping of the modern teenager. "Likes" are the new currency, evidence of wit or popularity; one student admitted to removing a picture that didn't collect enough likes, and reposting it later in the evening when more people would be online to see it. Failing to like a friend's selfies fast enough often leads to an urgent text, asking why.

"My phone," says Lisa Martell in Red Deer, Alta, "is only off when it's dead."

In the Globe-Yconic survey, one-third of students said they receive or send more than 50 texts a day; 12 per cent put the number above 200. (Many parents may guess a number closer to a thousand.) They are heavily dependent on the Internet – 40 per cent said they are using it almost constantly. In interviews, students talked about "craving" notifications, and compared social media to a drug.

### On an average day, how many messages do you send and receive on your cellphone?

886 Canadian Grade 12 students polled



"It's how we grew up – everything is a screen now," says Brooklyn Van'tSlot, in Ottawa.

Jenna Viscount in Halifax says she spends up to 90 minutes a day on social media, and sends about 150 text messages a day.

"I do not eat, do homework, shower, fold laundry, without social media, Netflix or listening to music."

Social media have created a shared experience, and a common language (Damn Daniel!) from one side of the country to the other. But students also acknowledge being exhausted by the need to keep up with multiple social-media sites. "It takes up a lot of energy," says Noah Hollis, another Haligonian. "A lot of people are really tired because they are always on their phones, always thinking about what they are going to post next, who they are going to talk to, what kind of lie they can make up to avoid doing something ... It's tiring. It's really tiring."

Facebook, students explain, is where they post pictures and news for their parents and extended family. Twitter is a place for witty non sequiturs directed at friends, and for thinly veiled, passive-aggressive sub-tweets fired at frenemies. On Instagram, they catalogue their favourite selfies. Snapchat streaks require two participants to send at least one picture every day. And then there are the late-night group chats where gossip is exchanged and plans are made. "Never go to bed early," says Ottawa's Chelsea Knuth. "You could miss so much."

Text, they say, is how they stay in touch with friends en masse, especially when life is busy, and when they feel overscheduled. "I think adults look at us and see us always on our phones, but we are doing so much with school, extracurricular activities and jobs, there is hardly any time to have conversations," says Mahima in St. John's.

Not all text chats are superficial. "At night, when I am relaxing, I really start having deep conversations with my friends."

In Ottawa, Tess Durham offers this observation: "What bugs me about our parents saying, 'You're always on your phone,' is that that's how society is: Everything is online. That's how parents get their information, too. They can be giving me a lecture about always being on the phone, yet I will be sitting there on the news on Twitter, learning everything that is going on in society right now."

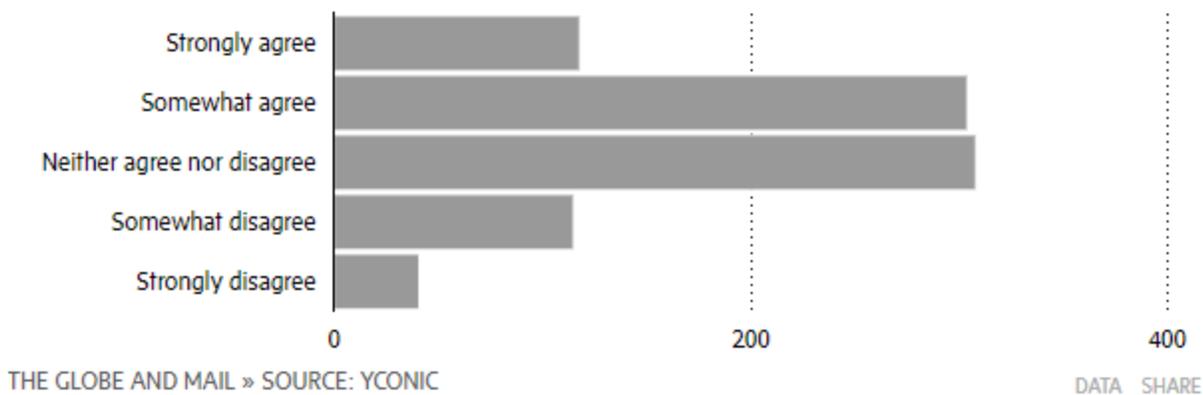
But many students also recognize that social media can be a toxic space. (Several report taking mental-health breathers, particularly when the real world got busy, or when conversation had turned negative.) In the Globe-Yconic survey, 43 per cent of students said they have witnessed cyberbullying, 64 per cent have read racist comments, and more than one-quarter have logged off because someone's behaviour made them nervous.

Social media is where people say things they'd never say in person – for better as well as worse, sometimes opening a door to difficult topics. It's also a space where young people have become more careful, cloaking insults with coded language, in order not to incur the wrath of the majority in a generation raised to be sensitive to bullying.

"It can be like psychological warfare," says Sabrina Cruz, "like watching reality TV."

## The internet brings out the worst in people

886 Canadian Grade 12 students polled



Where they build their brand

Abena: It's marketing – social media has become a business.

Sabrina: YOUR stats are like a designer outfit.

Noah: Each person has their own brand that they have TO perpetuate every single day in the online word.

Abena: True.

Sabrina: Like you become less yourself to get more people to "like" you.

And yet members of Gen Z are also sensitive about privacy and maintaining control over their digital identities. They will periodically scrub their sites of unflattering pictures and will carefully script tweets to be funny, but not too controversial. (They are also not shy about culling their friend groups of negative voices.) They're critical of the way millennials have dumped their entire lives onto Facebook.

"I thought they were going to be another oversharing generation," says Corey Seemiller, co-author of *Gen Z Goes to College*. "But they are much more private. They are highly guarded about what they say, and they share a lot less on social media than they follow."

"I am really cautious about what I post," says Kakeka, in Winnipeg. "I don't want it to come back to haunt me." The stories of politicians whose early Internet activity derailed their careers has left an impression. "I want to keep my options open."

"Why risk it?" asks Jake Paterson in Ottawa. "Why throw something up there that you are going to regret? Once it's there, it's there. You aren't removing it. Even if you do, tons of people have seen it. Somebody probably screen-shot it. So you have to be smart about it."

"All my accounts are private," adds his friend Ryan Farrell. "I don't want somebody I don't know looking at me."

But they'd rather talk in person?

Nick: If it's urgent, a call is way better than texting.

Ryan: And it's stressful if you think something is wrong. I have been in situation where someone texts 'Omigod I have to tell you something....' Just tell me – so I am not stressing waiting for you to text me back 10 minutes later.

Jake: It's like my dad, the one time he will text me, he will be 'Call Me Now period.' So, it's like, what's going on?

Mack: Like, who died?

Jake: So I will call him back quickly, and he'll say, 'We're going to Grandma's for dinner.' And it's like, Why don't you just say that?

Ryan: People just assume we don't like face-to-face interaction. I like that a lot more. I hate texting.

Although they concede that texting is useful for making plans, and sometimes better for handling complicated conversation when you want time to think your answers through, students readily acknowledge that face-to-face has clear advantages. "Sometimes you can hide your emotions over a screen," says Paige. But, as Tess points out, "Sometimes, it escalates things. Especially if people don't know your tone or reaction."

Morgan Burton, of Black Diamond, explains: "I'd always rather have a meaningful conversation with someone in person. But communicating online does have its benefits; it takes away uncomfortable barriers, makes it easier to be eloquent and gets one's point across."

Says Sabrina Cruz, "I would rather talk to a person than a screen. If it's something that is important, there is nothing more vital than looking into a person's eyes."

Except, of course, that the phone has become a social crutch to avoid doing just that.

"We use them as excuses in awkward situations," says Halifax's Jenna Viscount. "Don't know anyone at a party? Pull out your phone. Standing at a bus stop with someone you don't know? Pull out your phone. At school and eating lunch alone? Pull out your phone."

Alexandra Fabugais-Inaba, in Oakville, pines for an earlier time: "I wish that we didn't have millions of apps that hoard our lives," and instead "actually had face-to-face conversations with

people. I wish that boys would ask girls out in front of their face, not be sliding into her DMs [direct messages] to finally work up the courage to type 'Do you want to go out?' "

Even Lisa Martell, who never turns off her phone, is conflicted. "Social media is an incredible thing – I will always stick to that," she says. "But I believe more than anything that our generation also needs to learn to look up and see life through our own eyes rather than someone else's camera lens."

Terrorism and tragedy – the world they know

Noah: We can't stay focused. ... We have good intentions and we want to help, but there's too much in too many places for people to choose one thing. Like walking into a vault and seeing gold and money everywhere, and you don't know where to begin.

Sabrina: Yeah, but the gold and money is like terrorism and starvation and poverty.

Abena: But should we stay goldstruck, and do absolutely nothing?

On June 12, Noah Hollis woke up in the Halifax suburb of Hammonds Plains to a Twitter feed flowing with news about Orlando. Like Emily DiPaoli in High River, he watched the discussion unfold. People were quick to link the shooter to Islamic State rather than homophobia, the kind stirred up by the same conservative politicians now calling for prayers. "To call him an ISIS fighter distances him from everyone," he says. "People want a simple conclusion, so they can wrap it up and move on."

But events like the Florida shooting highlight the strengths and weaknesses of social media – its ability to organize people into concrete acts, such as donating blood or giving money, and, Emily says, "to open up doorways for conversations that need to happen." But the whirlwind of fact and conjecture also "makes it difficult to focus on one solution to stop this from happening," suggests Noah.

Does this make them feel the world is unsafe? Mostly, they shrug off the question: "We are so used to it by now," Noah says.

"This has always been happening since we were born," according to Jake.

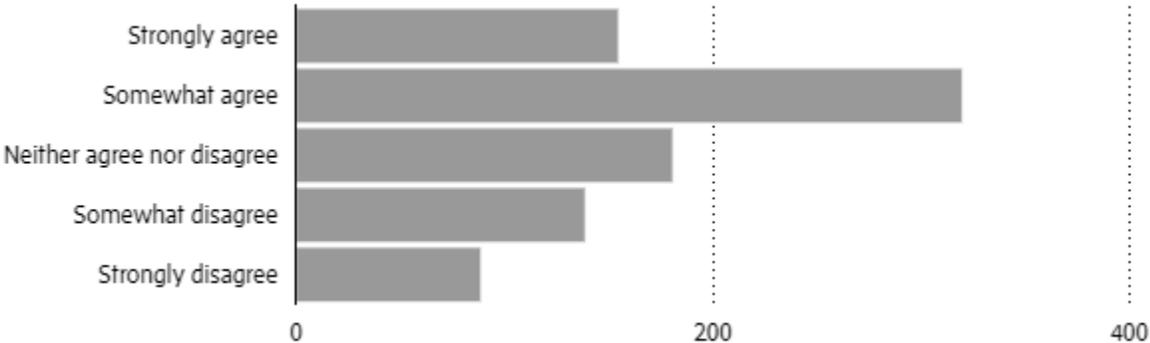
Canada still feels like a country apart from the conflict, a place, they repeatedly noted, where you can't buy an assault rifle at a store on the corner. "I feel pretty safe in Newfoundland," says Mahima. "What scares me is travelling. You always have it on your mind. Even though there's not a big chance of anything happening, it's unsettling."

In the Globe-Yconic survey, students weren't exactly brimming with youthful optimism. Nearly three-quarters believe the gap between rich and poor will widen over the next decade. And 55

per cent believe incidents of terrorism will increase. Roughly the same number say that terrorist attacks make them more fearful for their personal safety.

### Terrorist attacks make me more fearful for my personal safety

886 Canadian Grade 12 students polled



THE GLOBE AND MAIL » SOURCE: YCONIC

DATA SHARE

"We aren't going [to the movies] with the mindset that we need to be ducking if someone walks in," says Jake.

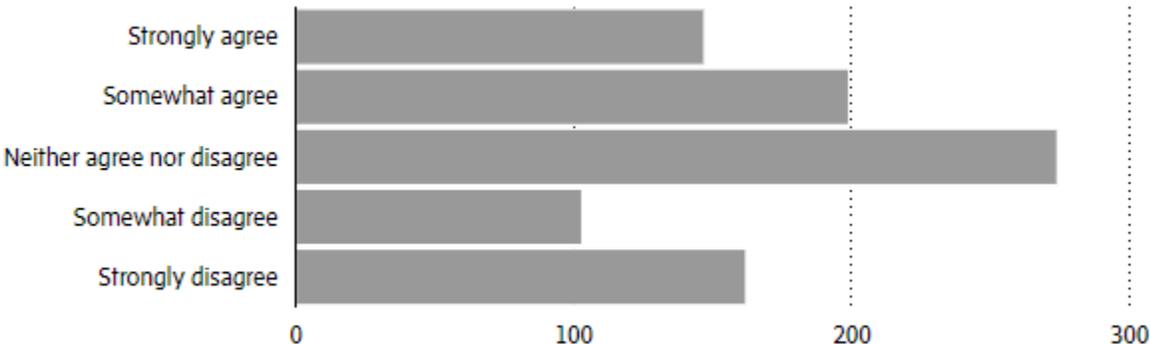
"But," says Chelsea, "maybe eventually we will."

Better behaved than their parents were ...

As a group, teenagers today actually drink and do drugs less often than their parents did at the same age. And it's no surprise that smoking is way less common now. Perhaps more surprising, in a wide range of large-scale surveys in both Canada and the United States, binge-drinking and drug use have declined among high-school students since the 1990s. Even marijuana use is down. (In fact, when it comes to legalizing pot, students in the Globe-Yconic survey are evenly divided – one-third say yes to the idea, one-third say no, and one third aren't sure.)

### Marijuana should be legalized

886 Canadian Grade 12 students polled



THE GLOBE AND MAIL » SOURCE: YCONIC

DATA SHARE

t's not that drinking and drug use aren't common at parties, as they pretty much all make clear. But their lives are busy, and they socialize differently – you're not likely to be drinking beer alone in the family room while playing Halo with friends online, or while texting from your bedroom.

Culture can also play a role: Muhammad Hussain, the president of his student council, doesn't drink, both for his own health and fitness, and because of his Muslim background. "I respect the choices of others," he says. "But it is a personal preference for me not to. I was raised in a faith where my family doesn't drink, and I just don't feel the need to put anything in my body that doesn't need to be there."

Gen Z has also got the message about drunk driving: In our survey, while the majority agreed that skipping class and "getting really drunk" is okay once in a while, 97 per cent say they "never" drink and drive.

... and no more sexually active

MacKenzie: A boy can go to a party and hook up with 10 girls, and he is congratulated, and a girl would do the same thing, and she's a slut.

Tess: And girls [say it] too. It's just as much girls as it is guys.

Brooklyn: We're all hypocrites.

In a boardroom off the principal's office at John McCrae, some senior students are explaining the term "wheeling," as in "I wheeled five guys at Saturday's party." It translates to making out, usually random one-offs to be boasted about later – especially, they say, among the younger students.

"The Grade 9s will go to two parties in one weekend," says Chelsea, in Ottawa, "and if they haven't done something with a guy at one of those parties, they will be down on themselves. They're like, it was an unsuccessful weekend."

MacKenzie Corrigan insists, "We were never like that."

Certainly many Grade 9's won't be, either. (But isn't this the parlour game: world-weary seniors tsk-tsking about those wild and crazy kids?)

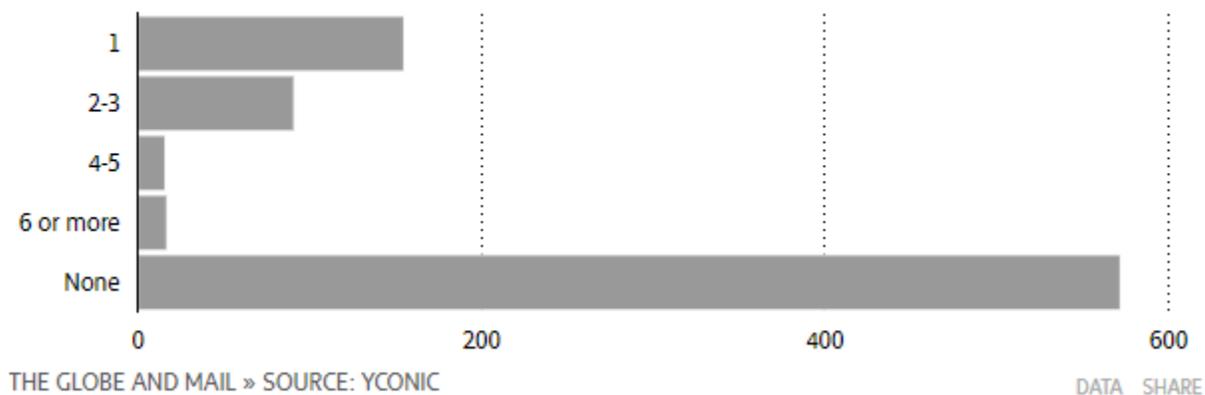
At the same time, here's a generation with easy online access to hard-core pornography. Twerking is a thing, and song lyrics don't even bother with euphemisms for oral sex any more.

And yet, while Canada doesn't have great current stats on sexual activity among teens, Statistics Canada data from 2010 showed that 30 per cent of teenagers reported having sex before the age of 17 – roughly the same percentage revealed in Canadian surveys in the 1990s. (It's also similar to the findings of the Globe-Yconic survey.) The incidence of teenage

pregnancy and abortion has also fallen significantly in Canada since the 1990s. Over all, the world that teenagers describe isn't that different from the one their parents may recall: Some kids have sex, some don't.

### How many sexual partners have you had?

886 Canadian Grade 12 students polled



"It still happens," female students say that girls perform oral sex just so guys will like them. And girls, they admit, aren't as often on the receiving side – especially if it's a one-off hookup at a party. But relationships – and age – are perspective changers, they say. It's no longer about "checking something off the list" – because everyone is supposedly doing it – but deciding whether you really want to do it in the first place.

As for porn, it's being watched plenty. Does that create unrealistic, potentially negative expectations, as some experts fear?

"I think guys know it's staged," says Chelsea, "but for you to actually sit and watch it, and think that's all fake, I don't think they do that." Says her friend, Mack Mercier, "If you have never done it before and just watch it, maybe you would think that's what it's like, but ..." and then Jake finishes his thought, "I don't think it stays with you. As they get older, they realize it's not."

And then there's sexting. For a supposedly pragmatic generation sensitive about privacy, many of its members have a relatively relaxed attitude about clicking "send" on naked selfies. Students insist they would send such pictures only to those they trust – and when the exchange is mutual. If they knew of cases when photos had leaked online, it was usually at a distance, or in the news. "It wouldn't be just anybody who would do that," explains Black Diamond's Morgan Burton. "It would have to be someone intent on hurting that person, someone pretty nasty."

Jenna Viscount recalls being at a party where a boy she didn't know well was showing off a collection of photos on his phone to anyone who asked. "He was bragging about it," she says. "It never even crossed my mind that people would do that, until I saw that."

Social media didn't invent that kind of jerk, but gave him a new tool to use. And the damage is still higher for girls than for boys, however equal they may feel in other areas of life. In the Globe-Yconic survey, 49 per cent of students said that, when it comes to sex, the rules are different for boys than for girls, and 70 per cent said that "slut shaming" targets girls who have sex more than it does boys.

Even for a generation that talks large about busting stereotypes, some traditions are hard to shake.

Minds that are open, and can be changed

So maybe they haven't made as much progress on sexual politics. This is still a generation that leans solidly left; that is relaxed in a diverse world, accepting of the kind of issues that still get adults in a lather, such as gender identity. They walk hallways with gender-neutral washrooms and with posters urging openness and tolerance. Jason Dorsey, of Generational Kinetics, suggests what will be strange to them is "walking into a boardroom full of a bunch of white people."

"In previous generations, it was always black and white," says Kate Turner, in Osoyoos, B.C., "and for us, we started asking questions – why does it have to be like that? Maybe there are other options."

And as was often pointed out by these teenagers, Gen Z doesn't have to rely on parents or teachers any more. "We have access to so much information," says Mahima in St. John's. "We have a chance to make our own opinions about how we see the world and how we see ourselves."

"It's all about exposure," says Morgan. "People tend to be afraid of what they don't know or understand. As more brave people share their stories, the more we see, the more accepting we become." For the Alberta teenager, who identifies as pansexual, this was especially true of her questions about gender identity, which she explored online.

"That has to do with how easy it is for us to see what's going on in the world," says Mahima, suggesting that her generation isn't as fixated on putting boxes around religion and gender identity as older Canadians might be. "We are really good at pulling out the best of everything," she insists, and creating a life philosophy. "We go with the flow more than other generations."

Maybe it's part of their reluctance to wear a label from another generation, but Gen Zers are divided on feminism. In the Globe-Yconic survey, 66 per cent of girls identified as feminists. But in Ottawa, none of the female participants said that they see themselves that way. They feel the term has become too controversial and been taken too far, "as if women wanted to be above men," Chelsea Knuth explains. "I wouldn't call myself a feminist, just because of what the idea has surrounding it now."

But feminist is a title claimed by 32 per cent of the survey's male students. "I imagine people like my mother, or my little sister, when it comes to matters like these, and it sincerely hurts me to think that they are at a disadvantage in society simply based on their gender," explains Muhammad Hussain, who calls himself a feminist and says he is proud that Prime Minister Justin Trudeau does the same. But he also feels that the view of feminists as man-hating has persisted. His male peers, he says, need to understand "that true feminists are not psychotic females out to hunt every man on Earth down, but instead are just normal women who want all human beings to be equal."

Does fear of offending people stifle debate?

As a group, the members of Generation Z speak about the diversity of opinions they can find online, and how that has helped them shape their own views. They also happen to be entering university when trigger warnings – cautions about presentations, speeches or even required reading that may be upsetting to certain groups of people – have become more common. Some students wonder if it has gone too far.

"Making jokes out of incredibly serious issues in front of someone who has suffered through that is unacceptable," Morgan says. "But to avoid serious topics at all for fear of upsetting someone means that important issues are often not discussed. The need for trigger warnings and the demand for the utmost political correctness at all times has seemingly only caused more problems, because it leads people to believe that life should always be as gentle, which just isn't the case."

Abena Miller, in Edmonton, points out that when people don't agree online, what starts as debate can quickly disintegrate into insults. "I feel like censorship is increasing so much [because of] fear of offence. It might be [rapper Azealia Banks] today for her racism – which is inexcusable – and me tomorrow for my religious beliefs," she says. "I'm not really free if I can't have an opinion."

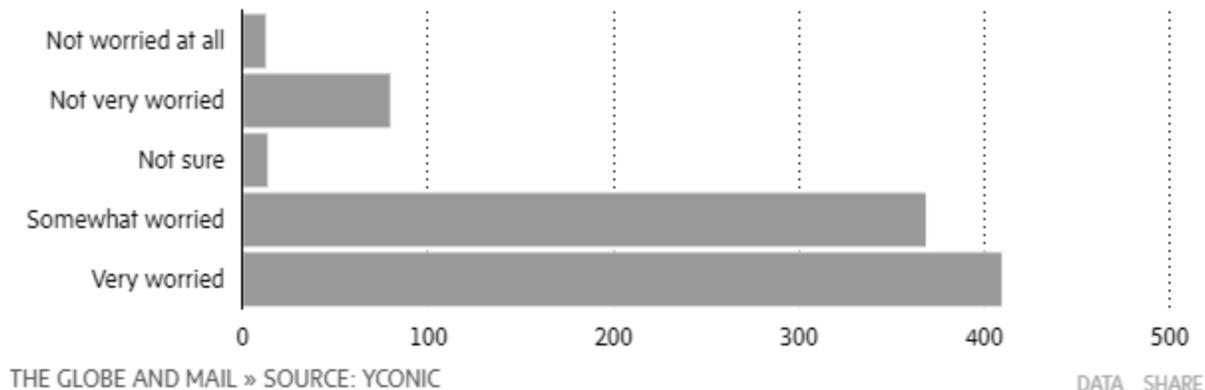
"Political correctness is very trendy nowadays," observes Noah, "and if there's one thing this generation is good at, it's following trends and attacking those who don't." At university, he says, he wants to experience a broad range of debate. "The online world makes it too easy for people to feel they are right 100 per cent of the time."

They get it: The planet is in trouble

In the Globe and Mail-Yconic survey, 88 per cent of Grade 12 respondents said they worry about the condition of the planet, and 61 per cent said they believe that climate change will get worse in the next 10 years. To solve it, 85 per cent say that people will have to make lifestyle changes. Roughly half think their generation will figure out a solution eventually.

## How worried are you about the condition of the planet that will be left to your generation?

886 Canadian Grade 12 students polled



"You see predictions," says Morgan, "that this is how long water is going to be available, and how long the polar ice caps will exist, and it feels like a time limit for us to figure it out, and this is a huge weight on our shoulders."

And it is wearing them down. Mahima recalls an English class this spring, when the teacher gave out yet another assignment on global warming. "As soon as we opened the page and saw what it was about, there were a bunch of groans," she says. "This problem is just being thrown at us. We are not in a position where we can make major decisions. It is almost too much. It doesn't even seem like the generation before us is doing a lot about it, and they are the ones who caused the problem."

They all teach (and have done for years)

Brooklyn: When you have to explain the same thing every day, that's when some days I kind of get annoyed. You don't understand why they can't get it, when you show them something 30 times. ... It's just that we grew up with it, and they're trying to learn.

Tess: And then they're, like, 'Oh, thank you,' and they're kind of proud of you, because you know so much.

Here's a surefire trick to get teenagers talking: Ask them about their parents' attempts to navigate social media.

"No matter how many times I tell my mom you cannot zoom in on Instagram, she will still do it," says Mack.

"Last month, I had to show my dad how to find a website on Google," says Jake.

"My mom's phone started playing music in a meeting," Tess says, "and she couldn't figure out where the app was to turn it off. So she had to leave the meeting, go into her office – and call me."

For this generation, knowledge is no longer hierarchical, and information doesn't travel one way. It comes from multiple sources – their peers, their parents and teachers, their favourite YouTube channels, bloggers – and when news breaks, the mainstream media, more often than not. The Vanier Centre's Nora Spinks predicts that this early pattern of being both learners and teachers will make them valued employees. (For this story, they patiently explained slang or memes or social-media behaviour, with barely a hint of adolescent condescension.)

As Mack observes, his generation has developed the art of giving directions. "You're learning how to communicate," he says, to avoid being asked over and over again.

But if anything, they feel these teaching moments bring them closer to their parents. "It creates a different bond," Tess says. "You are on a level playing field."

"My dad knows nothing about technology when I try to show him," says Jake. "But then, when it comes to working on a car, he knows way more than I do. You show them what you know, they show you what they know."

Still, quips Chelsea, "It's much easier to teach kids things than adults. So they have the easy job."

What the world needs now?

At some point, nearly every generation gets told they're going to save the world (even mine, whom some eventually tagged the boomer cleanup crew). But, let's suppose the early indicators hold, that Gen Z leans on the sensible side, trends toward financial frugality while possessing an open-minded approach to diversity and a serious disposition. They may not be rebels. But says Ms. Spinks, "maybe pragmatism is what the world needs now."

There will soon be five generations in the work force – one with the clear technological advantage, setting the digital path for everyone else to follow. In the all-encompassing culture of the Internet, "We are going to look more like them," predicts Jason Dorsey, "than they will look like us."

"I wouldn't call us saviours of the world just yet," cautions Noah Hollis, offering a voice of reason on behalf of his peers. "We need a bit more time."

Still, fingers crossed.

(Erin Anderssen, “Through the Eyes of Generation Z”, The Globe and Mail, November 12, 2017, <https://www.theglobeandmail.com/news/national/through-the-eyes-of-generation-z/article30571914/>)

## **Youth Culture Expert Explains What Types of Messages Attract Attention of Gen Y and Gen Z**

By studying the trends of the Millennial generation and its younger counterpart Gen Z, Managing Director Clint! Runge of Archrival creative agency helps companies reach their youthful audiences.

We’re always working in youth culture, he said. ‘It’s easy to miss the mark on what’s cool if you’re from another generation.’ Successful campaigns tap into the generations’ shared beliefs of seeking identity, relying on themselves and opening borders.

Runge said the tools to reach the youngest generations are mobile media, and these generations respond to certain types of messages.

Youth today don’t acknowledge borders, Runge said. With the Internet opening the world, younger Millennial and older Gen Z individuals – defined as people in their early 20s and late teens, respectively – feel that borders, whether physical or expectations and rules, are wrong. Runge said Mountain Dew’s contest to name a new flavor wasn’t successful because the company restricted audience participation to allow only input about the name, not the actual flavor. However, he said Lays’ “Choose Your Flavor” contest was successful because it was open, customizable and had fewer restrictions.

Runge said he used that open border viewpoint, mobile media and young generations’ desires to collect life experiences, when Archrival created the Red Bull “Can You Make It?” campaign. The Amazing Race-type contest required participants to cross Europe using only Red Bull as currency. The teams were given a locked-down phone to track their progress. The phones also let participants upload social media. Contestants were rewarded with more Red Bull if their social media post was popular.

“Teams were incentivized to create great content,” Runge said. The contest was a success because a shared camaraderie and a feeling of adventure captured the viewers.

In addition to more individual qualities, the Millennial and Gen Z generations are also affected by their worldview.

“Each disaster we now live in real time,’ Runge said. “We grow up in a world where we live that together.” He said youth are looking for “opportunities to bring the bright side back to the world.” Brands like Band-Aid create products like the “Muppet Vision” app where Kermit dances and sings over the bandage, turning a negative experience positive.

The beliefs of Millennial and Gen Z youth also affect their idea of who is a hero. Instead of a James Dean-type rebel without a cause, youth today like purposeful rebels such as Malaya and Katniss Everdeen from “Hunger Games.”

For Millennials and Gen Z, “where they put their money is (their equivalent of) voting,” Runge said. They “are looking for brands that are actively looking to change the world.” From Oreo supporting gay rights to a taxi company educating about the signs of Ebola, companies that are doing the right thing in the world are supported by these generations.

To be successful, “brands have to invite their consumers in to be partners,” Runge said.

The conference was funded by a grant from the John S. and James L. Knight Foundation.

(Lexie Heinle, “Youth Culture Expert Explains What Types of Messages Attract Attention of Gen Y and Gen Z”, Lexie Heinle, December 11, 2015, <http://lexieheinle.com/>)

## **Generation Z: Born in the Digital Age**

Facebook? Of course. Books? Definitely not. Video games? For sure. Sport? No way. Speed? Yes. Patience? Not so much.

This, in a nutshell, is the life of the "Generation Z"—independent, stubborn, pragmatic and always in a rush.

Numbering around two billion, these youngsters, born after 1995 and unaware of a world without Internet, live a life that seems a million miles removed from the hopes, dreams and morals of previous generations.

They are so hooked into the digital world that some academics have nicknamed them "the mutants".

Here are a few of the habits of Generation Z:

### Daily life

They want everything, everywhere and immediately. They surf on two screens simultaneously. They don't mind paying through the nose for the latest smart phone but turn up their nose at paying for a film or a song when you can get that for free online.

Aged 13 to 20, they get all the latest trends from social media and find the morals of their elders out-of-date.

Their fashions are those found worldwide over the web: they watch American blockbusters like "Hunger Games" or "Divergent", listen to Korean K-pop and, when they dance, they "twerk".

When they speak, their vocabulary is peppered with acronyms, incomprehensible to those not in the know. 'Swag' is the new 'cool'.

And their new idols are Internet stars, like PewDiePie, who has the world's most subscribed YouTube channel.

Their friends

People from Generation Z find it easier to talk online than in person. Their friends on social media are as important to them as their friends in real life but sometimes they do actually meet up in person with these "virtual" pals.

More than eight out of 10 are hooked on social networks and more than half of them think that this is where their real social life takes place.

They are on dating websites from the age of 16—sometimes before.

What they know

Even as young as they are, they have already seen so many technologies become obsolete. For this reason, they have become the ultimate "self-educators", learning how to use new stuff via self-help videos on YouTube.

As for the web, violence, porn, they've already seen it all.

What they watch

According to US consultancy Sparks and Honey, the average Generation Z-er spends more than three hours a day in front of a screen.

They live in constant "FOMO", fear of missing out. They can't stand the idea of not being in the loop when something new and exciting comes out.

Facebook is their main poison, despite its flagging popularity among some Americans. Photos on Instagram, quick messages on Snapchat. Twitter and Tumblr are omnipresent.

But it's not all passive: Generation Z are also putting themselves out there on YouTube or "Vlogging" (video blogging), hoping to become the next "Fred" (Lucas Cruikshank), who made his name at the grand old age of 13.

Everyone surfs the web while watching the TV and they think that everything is possible with technology. But, they have a short attention span and tend to skim-read rather than read properly, which can lead to difficulty at school.

Generation Z at work

This is a generation that wants to create their own company—between 50 percent and 72 percent want to run their own start-up.

The idea of "business" brings up negative responses: "complicated", "brutal", "a jungle".

They believe success comes from their "network" rather than from qualifications and they prefer a flat organisation to a hierarchy at work.

They want to succeed and achieve, with 76 percent aiming to make their hobby their job.

The future of Generation Z

These are children of the crisis and it shows in their outlook. Most of them say they are "stressed out" by what they see as a bleak future, especially in terms of economy and environment.

Given the same pay, 25 percent of the Generation Z in France would choose the most "fun" company, 22 percent the most innovative and 21 percent the most ethical.

But like any idealistic generation, they want to change the world and love the idea of volunteer work, which a quarter of Americans in their late teens are already doing.

(Laurence Benhamou, "Generation Z; Born in the Digital Age", Yahoo, February 11, 2015, <https://www.yahoo.com/news/generation-z-born-digital-age-160347762.html>)

## **Gen Z Doesn't Really Believe in Gender**

Fifty-six percent know someone who uses gender-neutral pronouns and only 44 percent always wear clothes designed for their gender.

Here's an interesting look at the post-millennial cohort that people are currently calling "Gen Z." Though its parameters are still nebulous, Gen Z starts somewhere between 1995 and 2000 and ends somewhere between now and 2025. It's a rough concept still...kind of like these kids' budding views on gender and sexuality. But if one thing's clear from a new Innovation Groupsurvey, the oldest of Gen Z—today's 13- to 20-year-olds—are, as Broadlyputs it, *queer as fuck*.

A few quick hits: 35 percent of Gen Z respondents consider themselves somewhat bisexual, with only 48 percent identifying as completely straight and six percent exclusively into same-sex partners. Fifty-six percent said they know someone who goes by gender-neutral pronouns such as "they," "xi," or "ze." And only 44 percent said they always wore clothes designed for their gender.

The Innovation Group presented these results at the SXSW festival in Austin last Friday. The study of around 1,000 young people also included millennials, defined here as those between ages 21 and 34. Compared to Gen Z, millennials identify as less fluid in their sexuality and are less likely to use gender-neutral products or know people who use gender-neutral pronouns.

A full 65 percent of millennials identified as completely heterosexual, and millennials were less likely than Gen Z respondents to buy non-gendered shoes, clothes, deodorant, fragrances, or sports equipment. Neither group was big on saying that people are defined by gender, but Gen Z respondents were more likely to say that "gender doesn't define a person as much as it used to" (38 percent of Gen Z strongly agreed, versus 27 percent of millennials).

Of course, there are explanations here other than millennials simply being less woke. Adolescence is a time of sexual exploration, and some of these sexually fluid teens may later come to identify more concretely as heterosexual or homosexual, as is wont to happen. As for gender not defining a person as much as it used to, millennials may not wish this so any less but simply have more experience in the broader world and are therefore less optimistic about gender not defining people. Regardless, when you combine those who "strongly agree" with those who only "somewhat agree" that gender doesn't define people, the difference between Gen Z and millennials drops to just four percentage points.

For some survey questions, pollsters divided data into three groups: Gen Z, younger millennials (21 to 27 years old) and older millennials (28 to 34 years old). Some results:

- 56 percent of Gen Z respondents, 47 percent of younger millennials, and 43 percent of older millennials know someone who uses gender-neutral pronouns.
- 70 percent of Gen Z, 58 percent of younger millennials, and 56 percent of older millennials agree that "it's important for public spaces to provide access to gender neutral bathrooms."
- 74 percent of Gen Z, 65 percent of younger millennials, and 62 percent of older millennials say they are more accepting of "nontraditional gender identities" than they were a year ago.
- 88 percent of Gen Z, 81 percent of younger millennials, and 83 percent of older millennials agree that "if a sport is available for one gender at a school or university it should be available to the other gender as well."

Another section simply asked if respondents were familiar with terms like "cisgender" and "asexual." On most of the words asked about, knowledge gaps between age groups were not drastic, and each group led in identification of some words. Older millennials were more familiar than Gen Z or younger millennials with the words *transgender*, *queer*, and *asexual*. Younger respondents were significantly more familiar with terms like *demisexual*, *genderqueer*, and *pansexual*. The most familiar of the terms overall were *transgender*, *queer*, and *asexual*.

Across age groups, overall knowledge of most of the terms was pretty low. Just 33 percent of Gen Z respondents, 29 percent of younger millennials, and 19 percent of older millennials had heard the term *genderqueer*. Less than half of Gen Z and older millennials and slightly more than half of younger millennials had heard the term *gender fluid*. And just 28 percent of Gen Z, 23 percent of younger millennials, and 19 percent of older millennials knew the term *cisgender*, with similar percentages for *nonbinary*.

(Elizabeth Nolan Brown, "Gen Z Doesn't Really Believe in Gender", Reason, March 15, 2016, <http://reason.com/blog/2016/03/15/gen-z-doesnt-believe-in-gender>)

### 7A's



**7A's - Steps to a**

**Loving Family**

## 7 A's – Steps to a Loving Family Relationship

by Josh D. & Dottie McDowell

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There are no guarantees. None! You can be the greatest parent in the world and do everything right, but there's absolutely no guarantee that your child won't grow up and walk away from you or walk away from his or her faith.

However, if we build a relationship with that child, the chance of that ultimate rebellion happening is very small. What usually brings children back is not all the truth you've taught but what kind of relationship you have built with them.

Although you may be experiencing a rocky relationship with your child right now, it's never too late to start where you are. We must connect with our kids relationally to overcome their resistance to our guidance and instruction.

We can apply biblical principles that provide relational connecting points to meet real needs in our kids' lives. These points, represented by the following seven "A's," help shape our young people mentally, emotionally, and spiritually to be receptive to right thinking and behavior, thus avoiding the traps of the culture around them.

## 1. Affirmation

One of the most effective ways of identifying with your children, even when you don't fully understand them, is to affirm their feelings. To affirm means to "validate or confirm."



*When we affirm the feelings of our young people, we give them a sense of authenticity.*

"When others are happy, be happy with them. If they are sad, share their sorrow." (Romans 12:15 NLT)

Affirming their feelings tells them that they are real individuals with valid feelings. When we identify with their feelings of excitement or disappointment, we let them know that we care and that they are understood for who they really are – authentic human beings.

Dottie had an encounter with another mom which reinforces just how important affirmation is to our kids and especially how critical it is when it comes from the father.

*"Yesterday I talked to a very discouraged California mother of a teenage boy. She shared that he had just gotten his driver's permit and was beginning to drive. She and her husband had taken him out to practice driving, and he did beautifully. This conscientious mom wanted to capture the moment to encourage her son, so she said something like, "Great job! I'm proud of how carefully you're driving!" Then she nudged her husband to encourage him to say something positive, but he got angry at her, conveying that it is silly to say something that he felt was simply so obvious.*

*This mom was very discouraged. She said he almost never affirms their son and spends a great amount of time in conflict with him, griping and emphasizing his faults and any mistakes, rather than praising him. She described her son as an excellent student, a leader in his youth group, and excellent in sports. She said he appears confident and outgoing to everyone else, but underneath she knows he is suffering, because he is getting no affirmation from the most important man in his life — his dad.*

*After mulling over this conversation, Dottie has some pertinent questions for dads along with some important words of advice.*

*Dads, do you see that this dad is missing the boat? Do you see that he is missing opportunities to encourage his son? I urge you not to make this same mistake. Choose to be a dad who looks for opportunities to affirm your children. It is a decision that will pay off for the rest of your life and the lives of your children. I'm so glad my dad and my husband made this choice. I hope you will, too."*

## 2. Acceptance

Your acceptance helps your kids believe that you will still love them no matter what happens. Acceptance is embracing people for who they are rather than for what they do.



*When we accept young people for who they are, we give them a sense of security.*

“So, accept each other just as Christ has accepted you; then God will be glorified.” (Romans 15:7 NLT)

When your young people feel accepted by you, they are more likely to be vulnerable and transparent, opening up greater trust between you and your child.

Acceptance becomes real to us when we can point to a situation where someone demonstrated unconditional acceptance to us. It is then we know how important it is to show other that same acceptance, especially to our children. Dottie experience this in another situation involving teens behind the wheel; in this situation, she was the teen.

*“I have so many memories of my folks telling me, “Dorothy, don't ever forget this: There is nothing that you could ever do – NOTHING! – that could cause us to stop loving you.” They told me this over and over when I was growing up, and it was simply “normal” for me to hear those words.*

*OK...Fast forward to one day when I was 16 and had just gotten my driver’s license. I was driving home from my best friend's house and clearly recall approaching a busy intersection and telling myself, “Be careful. This is a really busy intersection so be careful turning left”. The next thing I knew, my car and a little Volkswagen bug collided and I was sitting, unhurt, in a destroyed car stuck in the middle of an intersection. To this day, I honestly don't have the slightest idea How it happened! But to say that I was shook up – and extremely embarrassed HOW it – was an enormous understatement.*

*Somehow, I managed to climb out of the car and was rescued by a really nice lady from the drug store right there on the corner. She had seen the whole thing and offered to take me in to the store so that I could call my folks.*

*Well, that wasn't the easiest phone call to make. I had just totaled the car! I reached my mom and told her what happened and where I was. She called my dad, who immediately dropped everything and raced right over there to meet me. When he arrived, I was NEVER so happy to see anyone in my life! He gave the police all the information that they needed and took me home.*

*I want you to know that my Dad kept telling me that the ONLY thing that mattered was that I was OK and not hurt. He NEVER ONCE asked me what in the world I was thinking, if I had been “watching” the road, if the radio was on – or was too loud, HOW I could have done this, or ANY other “logical” question that a dad might ask a 16-year-old who had just wrecked the car.*

*Never once did he mention how expensive the car was or that this would cause our insurance rates to go up! To this very day (and my dad is now 88 years old) he has only expressed how happy he was that I wasn't hurt.*

*This was a concrete and compassionate demonstration of unconditional acceptance. If I ever felt like I needed acceptance, (and not a lecture or a million questions!) it was on that day! Do your kids know that you accept them unconditionally? They need to know.”*

### 3. Appreciation

While acceptance is the foundation for a secure relationship, appreciation can be considered a cornerstone. Appreciation conveys to young people that they are valued and their accomplishments make a difference.



When we express appreciation to young people, we give them a sense of significance – the feeling or thought that they’ve done or said something worthwhile.

“And a voice from heaven said, ‘This is my beloved Son, and I am fully pleased with him.’”  
(Matthew 3:17 NLT)

While acceptance of young people tells them that their being matters, expressing our appreciation to them says that their doing matters, too.

Catch your children doing something right and show appreciation. I’m convinced that the more I caught my three daughters and son doing things right and expressed appreciation, the less there was to catch them doing things wrong.

The practice Dottie and I had as parents showing appreciation for right behaviors with our children is now being carried out with the next generation as Dottie expresses appreciation to our grandson.

*“When I think of communicating appreciation to children, I think of our 3- year-old grandson, Scottie James. He's a wonderful big brother to his 4- month-old little sister, Shauna! But, like most preschoolers, he's a bit rough and tough with his baby sister when he's trying to express affection to her. He'll hug her – and I'll wonder if she'll make it out alive! He'll kiss her and I hold my breath! I sometimes feel like a referee when they are together – with my primary objective just to keep the baby safe! But this is where we, as adults, have ideal opportunities! When an older sibling does express sincere tenderness toward the new baby, it's our big chance to communicate appreciation and pride. You know how much we as adults enjoy heartfelt appreciation? Imagine how motivating it is to a three-year- old! So, when I see Scottie James being tender to his sister, I say something like, "Wow Scottie! Grammy is SO-0-0-0 proud of how gentle you are with your baby! You are such a big boy and such a remarkable brother. I sure am proud of you!" Experience has taught me that, even though it may take time, this expression of appreciation should help to motivate Scottie and encourage continued gentle behavior.”*

#### 4. Affection

Expressing affection to our kids through loving words and appropriate touch communicates that they are worth loving.



*When we show affection to young people, we give them a sense of lovability.*

“Dear friends, let us continue to love one another, for love comes from God. Anyone who loves is born of God and knows God.” (1 John 4:7 NLT)

Every expression of care and closeness provides emotional reinforcement, helping kids realize that they are loved.

Affection can be expressed verbally and through appropriate physical expression. We can say “I love you,” to our children through a variety of verbal expressions which I made my goal to do with each of my children, either in person or over the phone, ten times a day. Appropriate physical expression is conveyed through a hug, kiss, peck on the cheek, arm around the shoulder, embrace, or holding their hand.

Affection speaks volumes to our children. Dottie’s mother had a way of verbally expressing affection to her that made such an impact. It modeled the way Dottie shows affection to our children today. I thank God it has made an indelible impression on our kids, as well. Each one of our children know they are deeply loved.

*“My mom was a genius at communicating affection to her children. She had so many creative ways to let us know how much she delighted in each one of us. ONE very powerful thing that she ALWAYS did was to warmly greet us EVERY time we'd walk into her presence. It didn't matter if we had been gone 5 hours or 5 minutes. The moment we'd walk in from being away from her, she'd grab that opportunity to communicate her delight in seeing us. She's greet us with an enthusiastic hello, A BIG HUG, and always express eagerness to listen to anything we had to say.*

*What did this communicate to me? It was a very clear message that my mom was happy to just BE with me, AND that she was eager to know what was important to me. Did this help me understand that I was lovable and treasured?*

*Absolutely!*

*So, Because of my mom's example, when we had our children, I did the same thing that she had done. It made perfect sense to me – I had seen it modeled myself.*

*I didn't think too much about it until 3 or 4 years ago when one of our daughters was asked to introduce me at a speaking engagement that I had. In the course of that introduction, she mentioned that every time she'd come into a room where I was, I'd greet her*

*enthusiastically and affectionately. She then shared how much it always meant to her. I was grateful for my mother's affectionate example to consistently communicate to her children how important we were to her - with words and hugs. Let me encourage you to do the same. Be yourself. Do it your own way. But, look at each time your children appear as an opportunity to remind them how much they are cherished and adored by you. I don't believe that you can overdo it if it is done sincerely. Hey! Life is too short NOT to do this!"*

## 5. Availability

Expressing affirmation, acceptance, appreciation, and affection to our kids is critical, but we can only do that if we make ourselves available to them.



*When we make ourselves available to young people, we give them a sense of importance in our lives.*

“The Lord is close to all who call on Him, yes, to all who call on Him sincerely.”  
(Psalm 145:18 NLT)

When we’re not available, we are in essence saying, “Yes, I love you, but other things still come ahead of you.” You see, kids spell love T-I-M-E.

My wife, Dottie, is one of the wisest women I know. Once when my children were young, she lovingly confronted me and said, “Honey, you’re not available to our children. You don’t spend time with them, and you will deeply regret it later in life.”

She went on to share what I think is some of the greatest wisdom a person has ever shared with me. She said, “If you spend time with your children now, they’ll spend time with you later. If you love them now, they’ll love you later. If you talk to them now, they’ll listen to you later. If you listen to your children now, they will talk to you later. If you hug them now, they will hug you later.”

Being there when your young people need you will not only tell them that they are important to you, it will keep you relationally connected to them.

We have our own agenda as to how we plan to spend our time, and then there is God’s agenda for how He wants us to spend our time. When we look back, it is at those times when we chose God’s agenda over our own that we are most blessed. Dottie has a particularly fond memory of making time for Heather at an important time in her life.

*“You know, our kids want and need us to be available to them no matter what ages they are! They NEVER stop hoping that we will reach out to involve and include them in our ideas, our plans, our affection,....OR, that we will be available to welcome their ideas, their plans and their affection*

*It is a two way street, but must first be initiated by us ... the adults, the parents.*

*This summer has been really busy. Last month I was home for a total of three days, in between several trips I took with Josh. Those three days were in a row, in the middle of one week. I had big plans for that short time. I needed to unpack, do laundry, iron, repack, visit the post office, the bank, the drug store, Target, the doctor, etc. etc. etc. ...*

*As soon as I got home, our daughter Heather called excited about moving into her first house as a college senior. She asked if I would take a day to help her move in, get some furniture for her room and get her settled. In a flash, my mind raced to what I had to accomplish during that 72-hour period before I could leave on the next trip. I wondered if I could pull off what I needed to do in two days instead of three! But, after a quick tug-of-war in my mind, I knew that being with Heather was far more important.*

*She came home, picked me up, and we set off to find a mattress for a bed someone had given her. Then we searched at the Salvation Army, Good Will store and second-hand shops to find some furniture. (Remember, she had the budget of a college kid!). To our delight, we found an old dresser for \$46 and some matching end tables for \$10 each! We then headed to Home Depot for paint, paint brushes, sandpaper, a drop cloth and those fashionable Home Depot caps so that we could transform this furniture into pieces of art. We sanded, scraped, and prepared the items to be painted. And! Wow! If I do say so myself, they turned out amazing! She has an adorable room in her first house (which she shares with 5 other girls), and I got to be a part of it!*

*It makes me sad to think of what I would have missed if I had chosen to do the "pressing" things I thought I had to do during those three days home.*

*Maybe I didn't have my clothes as well organized as I had hoped I would for the next trip, and maybe I wasn't able to get everything I felt like I needed at the drug store. But, in light of eternity, which was more important? I now have the precious memory of sharing the excitement my daughter had of moving into her first house and the memory of her saying to me, "Thanks, Mom! There is no one else in the world I would have rather done this with than you!" The memory of that day will last a lifetime. Racing to the drug store, organizing my suitcases and running to the post office to go through piles and piles of mail would have been forgotten the next day. Make a choice to be available to your kids, no matter what ages they are! The benefits last forever."*

## 6. Approach

We need to find out what is significant to our kids, no matter how old they are (it changes with age, of course), and then step into that world...or...approach their world. God, through Jesus, approached our world, and we need to apply that same principle with our young people.



*When we approach our children's world, we say to them, "I care about you and what you are interested in."*

"Love is patient and kind. Love is not jealous or boastful or proud or rude. Love does not demand its own way. Love is not irritable, and it keeps no record of when it has been wronged. It is never glad about injustice but rejoices whenever the truth wins out. Love never gives up, never loses faith, is always hopeful, and endures through every circumstance." (I Corinthians 13:4-7) When we step into their world, it shows them we care about what they care about. That is the beginning of family and relationships.

Dottie knows how important it has always been for me to be the kind of dad my kids need, even when I didn't know exactly what that meant since it had never been modeled for me by my own father. I thank God for healthy role models who taught me how to enter my kids' worlds.

*"My mother always said (and I quote), "A person will raise his or her children the way that he or she was raised, unless that person is reprogrammed." Let me repeat that: "A person will raise his or her children the way that he or she was raised unless that person is reprogrammed".*

*My husband is an amazing example of someone who **CHOSE** to be reprogrammed and **CHOSE** to end the pattern of dysfunction in which he was raised. He was definitely **NOT** raised in an encouraging environment where there were positive role models. When he became a dad, he had to start from scratch in learning ways to relate to and encourage his children.*

*Josh wanted to be an effective dad.... and he was determined. So, he understood that the best way to do that would be to jump into his children's worlds. Because he didn't have models growing up, he became a student of healthy families, watching the way that dads – whom he respected – would interact with their children, watching my own dad, and reading book after book. He made a decision to listen to his kids, to observe what was important to them, and to jump into their worlds. I saw him go anywhere our kids were! For a dad who was on the road a great deal, he was the dad who came to their events more than ANY of the other dads who never even traveled at all. He pursued the things that captivated their hearts, whether it was basketball or ANY school sport, raising goats, youth group activities, collecting Star Wars figures, tea parties, shopping, coloring, snowmobiling or jumping on beds, etc. He was there for his kids and let them know, in many creative ways, that he was interested in their worlds.*

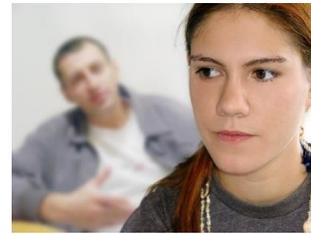
*One time our son Sean was playing an important high school basketball game. Josh was in Russia, but flew 17 hours home for the game, and the moment it was over, raced back to LAX to travel the 17 hours back.*

*Another time he flew in from Europe and literally, the moment he got home, took Katie and several of her junior high friends to Disneyland. If you've ever flown overseas, you can appreciate how exhausting that would be! Another time, at their request, Josh let Kelly and her best friend design his hair any way they wanted and then took them out to dinner, showing off his wild hairdo. That took real courage, but he became a hero to the girls! Another time, the very day that Heather lost her dog, he took her right out to get a new puppy.*

*I'm so proud of Josh and the decisions he made, in spite of the fact that he never saw these things modeled. He chose to put his kids before his work and before his own interests. It paid off in the lives of our children. Fathers, have you made that decision with your children? It won't be long before they're gone and you can't go back. You'll always have work. You won't always have little people whom you can impact in a way that only you, as their dad, can."*

## 7. Accountability

To connect relationally with our children, we need to show them affirmation, acceptance, appreciation, affection, availability and a sincere enthusiasm to approach their world. Still, if we do not balance these relational connecting points with loving limits and boundaries, young people will not learn responsibility.



*When we provide loving accountability to our young people, we give them a sense of responsibility.*

“Yes, each of us will have to give a personal account to God.” (Romans 14:12 NLT)

Accountability provides the parameters within which a young person can operate safely and securely. Young people need the loving authority of parents and caring adults so they can learn to make responsible, right choices. Sadly, without parameters, there is only confusion and chaos.

Our young people live in a world that offers innumerable opportunities for making choices that affect their future, whether positively or negatively. It is our responsibility as loving parents to help them make wise choices. Dottie discovered as a teen that she knew she needed to provide a system of accountability when she had teens of her own.

*“The thing that comes to mind when I think about accountability is how we handled dating curfews with our youngest child. The way that we would decide when to have her come in after a date was based on a system of accountability. Let me give you a little background.*

*When I was a teenager and was dating, my parents wanted to communicate to me that they trusted me explicitly. The way that they did this was by giving me the privilege to come in from a date when I felt it was a reasonable time. The only problem with this approach was that there were times, because of my immaturity and inexperience, that I clearly remember feeling like I didn't know how to handle certain situations. I remember wishing that I had a curfew so that I could conveniently blame my parents if I wanted to go home. I also remember thinking: "Hmmm....when I have teenagers, I'm going to give them a curfew, so they could hopefully avoid the kinds of delicate situations that I remembered facing.*

*So! Keeping that in mind, when it came to Heather's curfew, we involved her in the process. We'd first ask when the event would be over. Then we'd ask if they planned to go out to eat or anywhere else after the event. We'd ask her when she thought would be a fair curfew and then we'd set the time together. We also had the understanding that if she knew ahead of time that she couldn't make the curfew, she only had to call **BEFORE** that time to let us know that she would be late, so that we could readjust the expected arrival time. We felt like this was a fair "give and take", a situation where she had input, yet the final time was decided upon as a team. We felt that it*

*was an effective way to communicate our trust in her while also encouraging accountability.”*

## Learn the Fatherhood Craft

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by Dr. Stephen F. Duncan, Ph.D.

- Have regular one-on-one time with each child. Sometimes it's fun to talk while you're doing errands or making home repairs, but be sure that there are times that you turn off the TV, put down the newspaper, and give your kids your undivided attention. Schedule a daddy-daughter or daddy-son date occasionally. Go out to eat a favorite meal or to do an activity the child enjoys. Sit with them occasionally just before bed and talk about how the day went.
- Show affection often. Even if older kids seem squeamish, kids enjoy a hug and encouraging words now and then from their dad. With the older kids you may want to do this in private, though, rather than in range of their friends.
- Take kids to work. This is a great way to teach them about the world of work that you are a part of. Take kids with you on business trips when possible.
- Stay connected when you have to be away. Sometimes work takes dads out of town. Set up a routine to stay connected. Some family's schedule a specific time Dad will call that is convenient for all members of the family. When you return, bring home something special for the kids. It need not be extravagant. My younger children have been thrilled to receive wing pins from an airline.
- Teach them. No dad has every gift or skill. Kids may learn certain things from other males in their lives. Use opportunities to share *your* talents. In my family, I lack mechanical ability, but I have passed on the gift of music through providing piano and drum lessons to my children.
- Connect with your child at all levels. Make sure you have some contact with every aspect of your child's life. Visit the school, meet the teacher and kids and have at least fleeting contact with an after-school activity. If you have seen where your children are and met their friends, you will have more to talk about and more interesting conversations.

Parent involvement during children's schooling is critical to their school success. Work with your employer to see that your work schedule doesn't

preclude your involvement in your child's schooling.

(Stephen F. Duncan, Ph.D., "The Importance of Fathers," Montana State University Extension Service, Human Development B-6 (Family Life) June, 2000 Mont Guide Fact Sheet #20008/

## Ben Bennett



# BEN BENNETT

## SPEAKER | AUTHOR

Ben grew up in Virginia Beach, Virginia and met Christ at an early age. After being heavily involved in Cru throughout college, and developing a great desire to see college students transformed by the gospel, he joined their staff in 2011.

For over 10 years of his life, Ben battled a porn addiction and other forms of habitual sexual sin before coming to lasting freedom through a Biblical and clinical approach to sexual addiction recovery.

Ben currently resides in Dallas, Texas and serves with Josh McDowell Ministry as an author, speaker, and evangelist supporting the health and restoration of men and women struggling with woundedness, habitual sin, and sexual brokenness.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Ben will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Ben is available to speak on:

iGen for Jesus | Overcoming Sin & Setbacks | You, Me, We | Wholeness In A Sex Saturated World | Relevant, Reliable, Relational: The Bible?



# WHO'S TALKING ABOUT BEN?



*"Ben speaks from personal experience of the freedom Christ offers each and every troubled heart. It is such a delight for me to hear Ben speak for his generation in such a relevant, reliable, and relational way."*

-Dr. Ted Roberts // Pastor, Counselor, and Founder of Pure Desire Ministries

*"While many young people today struggle with hurt, mental health issues, and addictions, few have a story of freedom to share like Ben's that renews hope, gives a roadmap to healing, and inspires next steps. I've personally benefited greatly from what Ben has to share and I think many people in all walks of life will too."*

-Karl Armentrout // Cru National Conference and Events Director

*"My hidden sin had me imprisoned in silence, guilt, and secrets for years. When I attended Ben's session, he shared his journey of liberty from sin, and I felt the Holy Spirit moving and convicting me. Through Ben's personal encouragement and passion for sharing the love of God, I shared my darkest sin with others and began the journey of healing and freedom through Jesus and His wonderful people. Thank you Ben."*

-Marylyn // Texas College Student

## Ben is the author of:

Living Free

FLESH SERIES: Sex, Lust, Porn and The Christian

Josh, Ben, and Jake are launching a movement focused on speaking, equipping, and connecting individuals to solutions to overcoming unwanted struggles.

Through interactive speaking, digital content, and practical next step resources, God is raising up a generation of young people who are passionate about following Jesus wholeheartedly and working through the setbacks and sin that hinder them.



For more information or to book Ben please contact:

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## Jake Kissack



# JAKE KISSACK

## SPEAKER

Jake was raised where the buffalo still do roam. His family owns a 3000 acre cattle ranch in Wyoming. His adventurous heart was pursued and captivated by Jesus as far back as memory serves. His passion to see Jesus bring life to all was bolstered in his master's degree thesis work on how pornography negatively affects the church.

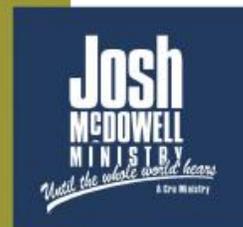
His 13 year journey with a porn addiction crushed his passion and compelled him to seek true freedom, which was found through Christian sexual addiction recovery.

Jake resides in Dallas, Texas and serves with the Josh McDowell ministry as a developing author, speaker, storyteller and evangelist, supporting the health and restoration of men and women struggling with porn and sexual brokenness.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Jake will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Jake is available to speak on:

When God Talks | Empowered to Live Life Fully Alive | Connections that Count  
Wholeness in A Sex Saturated World | Unshakable Truth // Live for Love



# WHO'S TALKING ABOUT JAKE?



*Jake is wholesome, invigorating and smart. His ability to speak is only surpassed by his contagious love for Christ and the Scripture. He wins the hearts and minds of students through stories."*

**-Josh D. McDowell // Author/Speaker**

*Jake communicates with compassion for the wounded and broken and has an authentic desire to see people healed and set free. God's work through his message has been a beacon of hope that has empowered struggling students to find freedom and live wholehearted.*

**-Sherry Broesamle // Field Director of People & Culture, CRU**

*Jake's heart and passion is to participate in and see God heal wounds and restore people.*

**-Austin Adams // Family Pastor, Crossroads Community Church**

*Jake passionately plants seeds of gospel hope and invites people to live wholeheartedly for the glory of God. His message is culturally relevant, Gospel focused, and needed wherever young people are gathering!*

**-Kurt Sauder // Author, Speaker, Radio Host, Further Still Ministries**

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For more information and to book Jake please contact:

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## Alex McClellan



# ALEX MCLELLAN

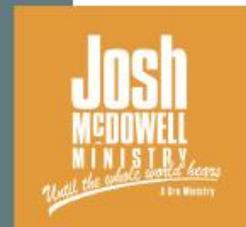
## SPEAKER | AUTHOR

Alex McClellan serves with Josh McDowell Ministry, a Cru ministry (formerly Campus Crusade for Christ). An effective communicator with international experience, Alex is passionate about engaging others with the gospel, and he has joined our team to share the truth of Christ – until the whole world hears.

For more than fifty years, Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry. Alex will serve alongside Josh, writing, speaking and shining the light of Christ into the darkest places, and helping believers be prepared to share with confidence, knowing the reason why Christianity is reliable, relational and relevant to our lives.

### Alex is available to speak on:

You Can Handle the Truth! | How To Find The Meaning Of Life  
Reasons To Believe In The Resurrection | Will The Real Jesus Please Stand Up | How Do You Make Sense of Suffering? | Can We Trust The Bible? | Be Prepared to Share (1 Peter 3) | Be Prepared to Shine (Matthew 5) and more . . .



# WHO'S TALKING ABOUT ALEX?



*"Alex is a winsome and effective communicator who understands how skeptics view the gospel and the questions they raise...I enthusiastically recommend his work."*

—Ravi Zacharias, Ravi Zacharias International Ministry

*"Alex's ministry has been immensely beneficial to the church in helping to train, equip and prepare God's people for the task of bringing the gospel to the world and the world to Christ."*

—Wayne Sutton, Senior Pastor, Carrubbers Christian Centre, Edinburgh, Scotland.

*"Alex is gifted in providing a strong intellectual and culturally relevant expression of the Christian faith and this has been a powerful way for our students to build their own foundation in Christ and His Word."*

—Peter Thomas, National Director, Capernwray Bible School, Australia

## Alex is the author of:

A Jigsaw Guide to Making Sense of the World (InterVarsity Press, 2012)

A Jigsaw Guide to the Meaning of Life (JG2P, 2016)

A Jigsaw Guide to Sharing Your Faith (JG2P, 2016)

Alex and Sheryl have been married for over twenty years and have three children: Sophia, Moriah and Asher. The family lived in Scotland, UK, before relocating to the USA, and they currently reside in San Diego, California.



For more information and to book Alex please contact:

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## Josh McDowell



# JOSH McDOWELL

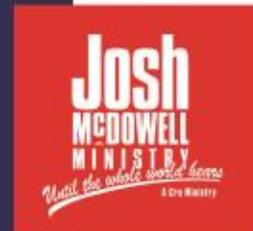
## SPEAKER | AUTHOR

Josh McDowell has been at the forefront of cultural trends and groundbreaking ministry for more than 54 years. He shares the essentials of the Christian faith in everyday language so that people of all ages and stages can know Christ, understand what they believe and why it is true, and learn how to live, share and defend their faith.

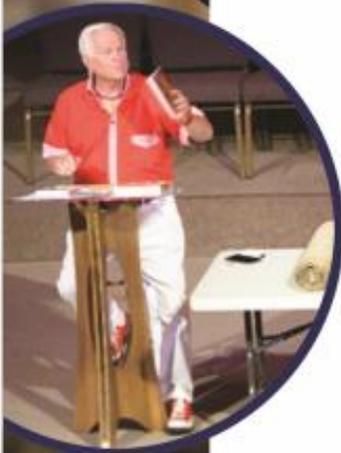
Well known as an articulate speaker, Josh has spoken to approximately 35 million people, in 140 countries. Josh has written or co-authored more than 150 books in over 100 languages including *More Than a Carpenter* with over 27 million copies distributed and *Evidence That Demands a Verdict*, named one of the twentieth century's top 40 books and one of the thirteen most influential books of the last 50 years on Christian thought by World Magazine. *Evidence That Demands a Verdict* also just won the 2018 Evangelical Christian Publishers Association award in the Bible Reference Book category.

Josh is available to speak on:

Relationships | Parenting | Reliability of Scripture | My Journey  
Self Image | Sexual Integrity | Truth in Today's Culture



# WHO'S TALKING ABOUT JOSH?



*"This has helped me more than any other kind of seminar on speaking"*  
-Cru Staff Member, Young Communicators Seminar

*"His message spoke to all of us but certainly impacted the hearts and minds of the teens the most."*  
-Alpha Women's Center of Grand Rapids Staff Member

*"Youth leaders and teachers spoke to us for weeks after the dinner telling us his message opened paths to discussion of needs with their groups."*  
- Ministry Leader and Event Host

*"Josh's message was a deep examination of God's truth made relevant for your contemporary, apathetic youth culture."*  
-Tim Rickman, High School Principal, Wesleyan Education Center

**Josh McDowell is an award-winning author and international speaker. He has written or co-written more than 150 books--some in over 100 languages--and has spoken to approximately 35 million people in 140 countries.**

Josh and his wife Dottie have been married 46 years. They have four children and ten grandchildren.



For more information and to book Alex please contact:

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