

What is Generation Z? - 6 Minute English

Neil: Hello. Welcome to 6 Minute English, I'm Neil.

Rob: And I'm Rob.

Neil: Rob, what **generation** are you?

Rob: Well what are my **choices**?

Neil: You can't **choose** what generation you are, it **depends** on when you were born.

Rob: Oh, OK then, what are the different **generations**?

Neil: Well, there are **baby boomers**, who were born between the **1940s** and the **early 60s**. Then there was **Generation X**, born between the **mid-1960s** and the **early 1980s**. Then there is **Generation Y**, also known as **millennials**, born **mid-1980s** to the **late 1990s**, and ...

Rob: OK, let me guess, **Generation Z**? Born in the late **nineties** or early **noughties**?

Neil: You're very smart. So, which one are you?

Rob: Ah, that would **give away** my age, wouldn't it? OK, I have to **confess** I am **Generation X**. And what about you, Neil?

Neil: Yes me too, **Generation X**. But today we're going to **focus on** **Generation Z**, also known as **Gen Z**. What **marks** **Gen Z**, in particular, is that they are the **social media generation**. They have never known a time **without** social media.

Rob: Oh, poor them!

Neil: Mmm, well, that's one **view**. Other **opinions** are **available**. Before we look at **Gen Z** in more **detail**, a question though. No one can quite **agree on** who first used the **term** 'social media', but we do know from which decade it came. Was it...

a) the **1980s**, b) the **1990s**, and c) the **noughties**, which is the first **decade** of the **21st century**. Rob, what's your answer?

Rob: Well, come on, it's quite a **recent** thing. It's got to be c) the noughties.

Neil: We'll find out the answer later in the program. Now we're going to hear from Hiral Patel who is an **analyst** for Barclays. She **appeared** on BBC Radio 4's **You and Yours** program and was asked **whether there was much difference between millennials and Generation Z**. Does she think they are the same or different?

Hiral Patel: Most people **view** **Generation Z** as **mini-millennials** - and that's because there is an **obsession with** the word 'millennial'. Our research shows that **Gen Z** is different and that they have their own **set of values** and **preferences** which **consumer brands** need to **cater for**. Our research found that **Gen Z** is **tech-innate**, **hyper-informed** consumers, and extremely **savvy**. This **hyper-connected** world that we live in today is a new norm for them.

Neil: So Rob, does Hiral Patel think there is much difference between the two generations?

Rob: Yes, she does. But she **comments** that not everyone does. 'Millennial' is a term that is used so **frequently** that many people think it **refers to** all young people. **Gen Z**, she says is not **mini-millennials**, they are quite different and have their own **values** and **preferences**.

Neil: And this is important for consumer brands, for companies who want to **sell to** this generation. They need to **cater to** that generation, which means they need to **provide** goods that **Gen Z** wants.

Rob: And she describes **Gen Z** as being **tech-innate**, **hyper-informed** consumers.

Neil: It's a bit of a mouthful but essentially it means that they are extremely comfortable with **modern technology** and social media and as a result have a lot of information about what's going on in the world. This makes them savvy.

Rob: And being 'savvy' means being able to **understand situations well** and **make clever decisions** because of this knowledge.

Neil: Now I think I'm pretty savvy **when it comes to** modern connected technology and media, but I didn't **grow up with** it, it's new. For Gen Z, this level of technology is what is **normal**, it's all around and always has been, it's their **norm**, as Hiral Patel put it. Here she is again:

Hiral Patel: Most people view Generation Z as mini-millennials - and that's because there is an obsession with the word 'millennial'. Our research shows that Gen Z is different and that they have their own set of values and preferences which consumer brands need to cater for. Our research found that Gen Z is tech-innate, **hyper-informed** consumers, and extremely savvy. This **hyper-connected** world that we live in today is a **new norm for** them.

Neil: Right time to review this week's vocabulary, but first let's have an answer to that quiz. In what decade was the term "social media" first **coined**? Was it: a) the 1980s, b) the 1990s, c) the noughties What did you say, Rob?

Rob: Yeah, well I said c) the noughties.

Neil: You're wrong. Perhaps unsurprisingly, the 1990s is the answer. I'm sure most of you got that one correct. Right, now, the vocabulary.

Rob: Yes this week we've been talking about "generations". This is a term used to describe people born in a **particular period of time**, usually, but not always a period of about 18 to 20 years.

Neil: And we were focussing on generation Z or Gen Z which includes those born in the early "noughties", which is the **first decade of the 21st Century** from 2000 to 2009.

Rob: The next expression was "**to cater for**". This means to **provide** something that is **needed** or **wanted** for a particular group. And if you are trying to **sell** something, you need "**to cater for**" your **target market**.

Neil: And if your market is Gen Z you need to be aware that they are tech innate, hyper-informed. They have grown up with connected technology and are very **knowledgeable**.

Rob: This makes them extremely "**savvy**". This adjective means "**smart** and **intelligent**". In this context, it means they are able to **make smart decisions** about what to buy because they are **connected to** so many sources of information. And for Gen Z, this level of **interaction and connectivity** is "**the norm**". It's what is **normal**, what is **usual** for them. So where I struggle sometimes with modern life and technology - for Gen Z, it's easy.

Neil: Well that may be true but I'm savvy enough to know that it's time to end the program. Do join us again next time and remember you can find us on Instagram, Facebook, Twitter, YouTube, and of course our website bbclearningenglish.com.

Rob: Bye!

Millennials vs Generation Z - How Do They Compare & What's the Difference?

Millennials also referred to as Generation Y, are the generational group who follow Generation X and are typically categorized as people born between **1980 to the mid-1990s**. Millennials are also sometimes referred to as echo boomers due to a major surge in birth rates in the 1980s and 90s. Generation Z or Gen Z is the generational group that came after the Millennials, born between the **mid-1990s up to the mid-2000s**. Generation Z is also referred to as the iGeneration, iGen, or Post-Millennials. How do these generations compare? That's what we'll be looking at today, in this episode of The Infographics Show: Millennials vs Generation Z.

Though these two groups sit side by side on the generation ladder, the expansion of the Internet and the leaps that have been made with the **digital revolution** has seen them **exposed to** a host of different experiences. Add to that the influence of parents from different generations, and we have plenty of scope for differences in **attitude and behavior**. We've reviewed what researchers have said, so we can bring you our list of 10 ways these generations compare and differ.

Let's take a look.

1. Attention Span

Generation Z processes information faster than any other generation, including Millennials. They live in a **high-tech** world of constant **updates** and having grown up with **access to** apps such as Vine and Snapchat, their attention span is likely to be **lower than that of** Millennials. A study showed that while only 4% of Millennials and older generations believe 13 is an ok age for **owning a smartphone**, as high as 18% of Generation Z members think it is an ok age.

2. Multi-Tasking

A short attention span is not always a **drawback**, and what Generation Z **lack** in focus, they **make up for** in their multi-tasking capabilities. Generation Z can work on a school **assignment** on their computer and **do research** on their tablet, all while **taking notes**. And in the evening, they will often sit in front of the TV watching a movie, at the same time **chatting** with a friend on Facebook from their phone or laptop. It's head-spinning stuff!

3. Independent vs Collaborative

71% of Generation Z say they live by the phrase "if you want it done right, then do it yourself." Generation Z tends to be more **competitive** and will **adopt** a 'do it yourself **mindset** in personal or professional activities. And when it comes to workspaces, 69% of Generation Z would rather have their **own** workspace than share it with others, whereas Millennials would **opt for** a **collaborative** working environment where they can team up with their **colleagues**.

4. The Digital Pioneers

40% of Generation Z say that reliable **Wi-Fi** is more important than reliable **bathrooms**. And according to Pew Research, only **14%** of U.S. adults **had access** to the Internet in 1995 but **by 2014**, 87% had access. Millennials saw **firsthand** how social media **revolutionized** the way in which we **communicate**. They were **pioneers** in the **digital age**, witnessing the birth of smartphones, **instant**

messaging, and Internet searching **capability**. Generation Z was born into this **tech-immersed** society and so has a very different **perspective**.

5. Face-to-Face or Digital Chat

All this technology has also had an effect on how these generations differ in communication habits, and 74% of Generation Z say they **prefer to** communicate **face-to-face** with colleagues in the workplace...As we just mentioned, Millennials **pioneered** many of the digital communication tools, which revolutionized how we do business, but with Generation Z preferring a more **personal** approach, maybe they are the ideal generation to **strike the right balance between** online and offline workplace communications.

6. Optimistic Vision

A 2016 survey conducted by Lincoln Financial Group tells us that Generation Z is far more optimistic than Millennials. 50% of Generation Z says America is **heading in the right direction**, versus 42% of Millennials...64% of Gen Z have started researching or talking to others about their **financial futures** by age 13. And after they've started having those conversations, 95% of those making financial **plans** feel optimistic about their future in general.

7. Convenience over brands.

Accenture research tells us that Generation Z loves tech-driven, fast shopping experiences like **1-hour delivery**, **activated shopping**, and **in-store kiosks**. Brands are less important and they'll happily **switch to retailers** who are better at **providing these services**. And they see shopping as a social experience. They like to consult friends and get **opinions on products**. They can be **unforgiving** when leaving reviews for retailers and are also twice as likely to **consult YouTube** as Millennials, before **making a purchase**.

8. Different ways of learning

75% of Generation Z say there are **other ways of** getting a good education **other than** the traditional route of going to college, according to Sparks & Honey research. And Generation Z has the beauty of **hindsight** on their side to see how things **panned out** for their counterparts. Many Millennials now have large **student debts** and have been left questioning whether it was **worth it**, with 44% of recent college **grads** employed in jobs that do not require a **degree**.

9. Tolerance

Millennials tend to be more **tolerant** than Generation Z, as they have generally **encountered** more situations in life where things have the **potential** to go wrong. For Generation Z, it's all about getting the job done and problems for them to look elsewhere. As an example, if Generation Z experiences a **technical hitch** when making an online purchase, it's **unlikely** they'll visit the store again, whereas Millennials will be more **lenient** and likely give the store a **second chance**.

10. Social influencers are today's celebrities.

Generation Z are more likely to be **browsing YouTube** than sitting in a movie theatre. 63% of them say they prefer to see **real people** than **celebs** in their **ads**. So it's pretty obvious we've probably got a large percentage of Generation Z viewers, here at The Infographics Show.