

Communicating with Generation Z: Discovering the Attitudes, Behaviors, Expectations and Communication Preferences of a New Generation of Students

- “Gen Z” Characteristics
- Communication styles and learning preferences
- Use of Technology
- Ideas and strategies for communicating with Gen Z
- Q&A

James Crone, Director of Web Marketing and Communication

Kathleen DeGroot, Social Media Coordinator

Thomas Richmond , Director Admissions Marketing and Communications.

news@Northeastern


Sections Multimedia Faculty Experts Topics Blogs

Science & Technology Business & Economy Media & Arts Society & Culture Campus & Community Athletics Health

NO COMMENTS

‘Generation Z’ is entrepreneurial, wants to chart its own future

November 18, 2014 by Northeastern News



Related Content

You might also like:

Innovation Imperative: Meet Generation Z

Northeastern convenes thought leaders to explore new national survey results

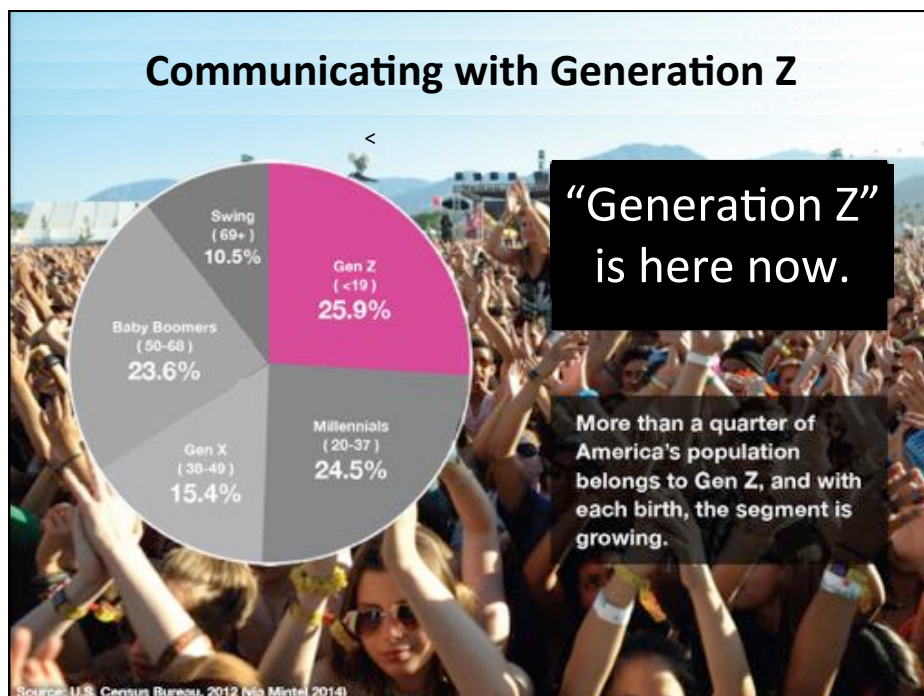
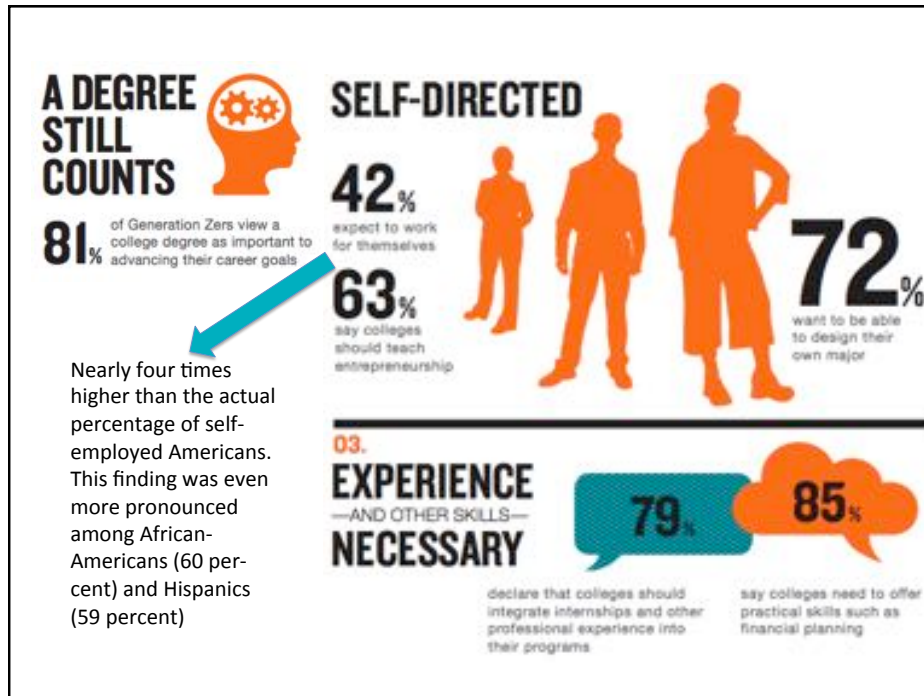
Most business leaders believe innovation is critical for U.S. colleges to remain globally competitive

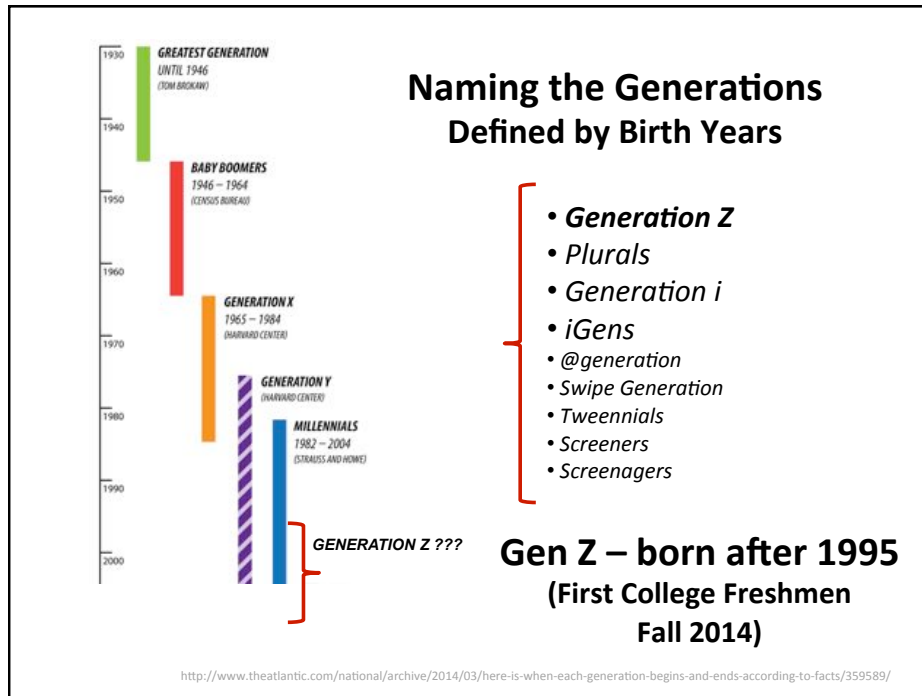
Generation Z and the future of higher education

President Aoun forecasts a range shifts in higher education landscape

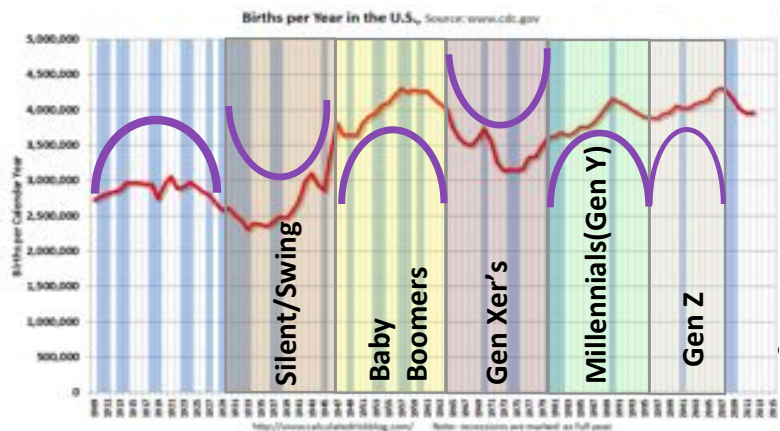
This entry was posted in Business & Economy.

National survey of more than 1,000 teenagers (16- to 19-year-olds) from Oct. 8 – 23, 2014





A generation refers to a cohort of people born within a similar span of time, typically 14 - 23 years, who were shaped by events, trends and developments over a specific time.

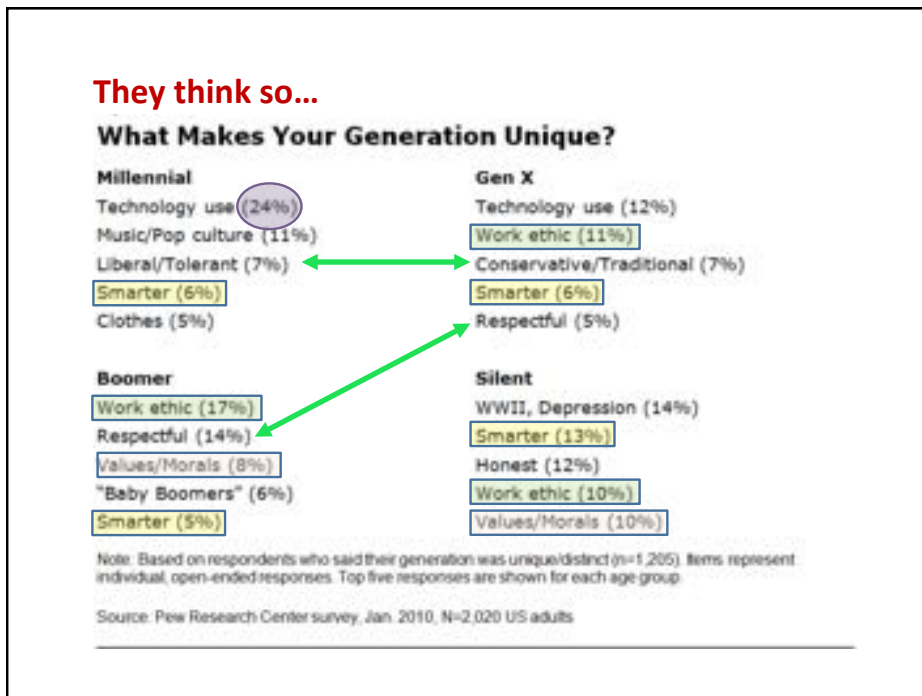


Communicating with Generation Z

Do they really think differently
just because of when they
were born?

How we think about Technology differs.

Boomers	“Call me”
Gen Xer’s	“Email me”
Millennials	“Text me”
Gen Z	“Tweet to me”



&

Don't treat them like Millennials

<h3 style="text-align: center;">Gen Z</h3> <ul style="list-style-type: none"> Tech Innate: 5 Screens Think in 4D Judiciously Share (GeoLoco Off) Active Volunteers Blended (race & gender) Togetherness Mature Communicate with Images Make Stuff Have Humility Future Focused Realists Want to Work for Success Collective Conscious 	<h3 style="text-align: center;">Millennials</h3> <ul style="list-style-type: none"> Tech Savvy: 2 Screens Think in 3D Radical Transparency: Share All Slacktivists Multi-cultural Tolerance Immature Communicate with Text Share Stuff Have Low Confidence Now Focused Optimists Want to be Discovered Team Orientation
---	---

© @pewres & co



2019 Mindset List **Plus**

1. They need to plan ahead so they don't find themselves "dankrupt."
4. "Smartphone shuffles" have always slowed down traffic between classes.
8. "Trolling" innocents on social media has always been uncharitable.
9. They'll know better than to text their professors "TL DR" about assignments. "TOO LONG: DIDN'T READ."
10. Slurring "textroverts" have always been a fact of social life. If you're too drunk to say it face to face, you probably should wait until morning before you start texting.

Copyright© 2015 Beloit College



Evolution Labs
Power to Engage®

[Our Story](#)

[What We Do](#)

Consider...

Maps before **Google** and **GPS**

Classified ads before **Craigslist**

Portable music before **iTunes**

Keeping up with old friends before **Facebook**

Long distance calls before **Skype**

Travel booking before **Expedia, Travelocity and Hipmunk**

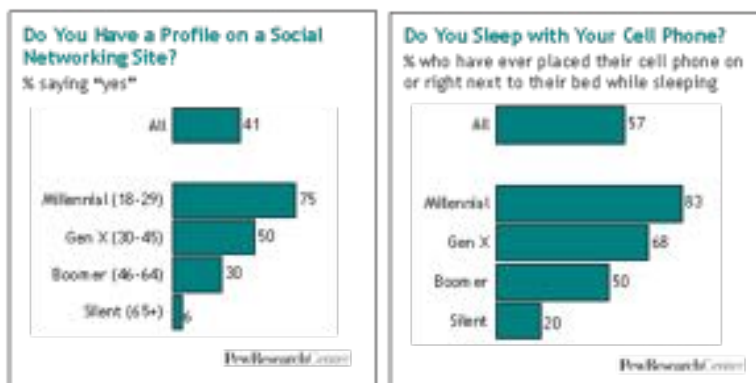
Selling stuff before **eBay**

Professional networking before **LinkedIn**

Transport before **Uber, Lyft and Zipcar**

Fundraising before **Kickstarter**

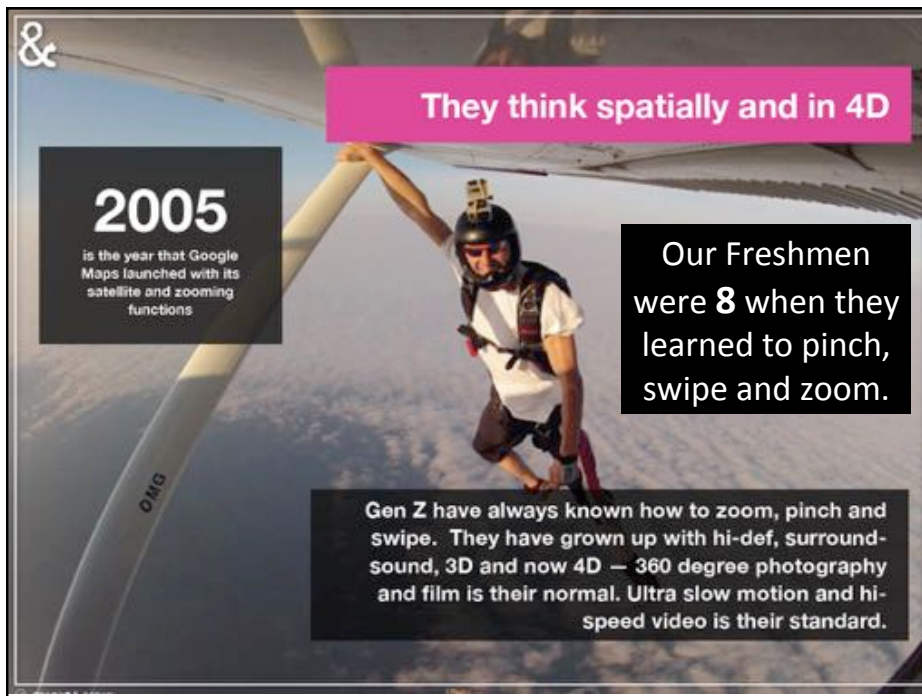
Generational Use of Media



<http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>

Communicating with Generation Z

So, how does
Generation Z
think?



&

They think spatially and in 4D

2005
is the year that Google Maps launched with its satellite and zooming functions

Our Freshmen were **8** when they learned to pinch, swipe and zoom.

Gen Z have always known how to zoom, pinch and swipe. They have grown up with hi-def, surround-sound, 3D and now 4D — 360 degree photography and film is their normal. Ultra slow motion and hi-speed video is their standard.



Their education system focused on inclusive classrooms and differentiated instruction

They were raised in an American education system that focused on mainstreaming and classroom diversity. As a result, they are collaborative team players where everyone is equal at winning and losing.

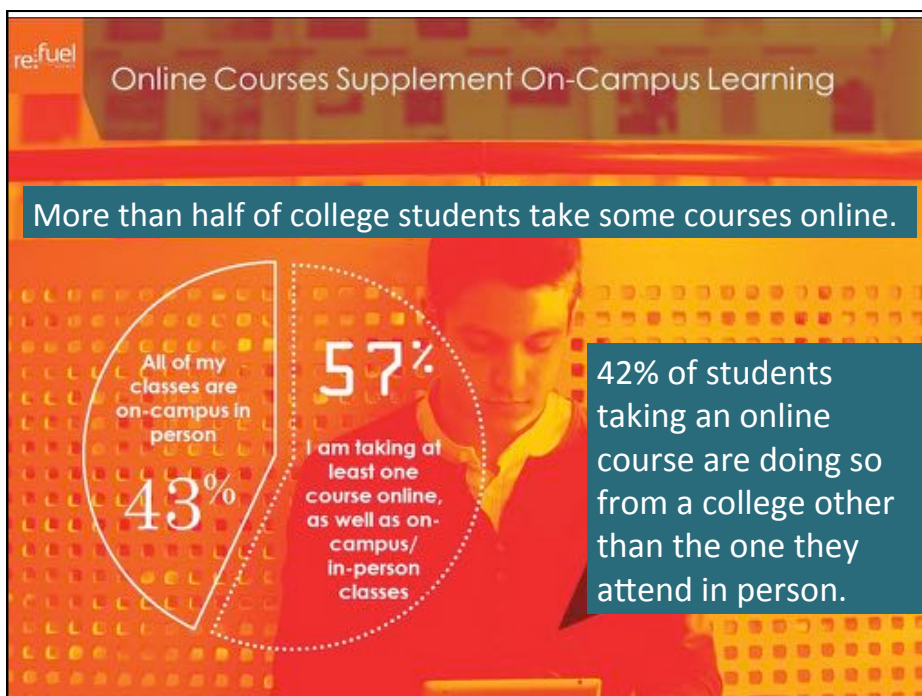
© WPA&A & Jolley



- No Child Left Behind Generation

Communicating with Generation Z

So how does this affect how they experience college?



Grades 2

- Grade calculator (A+)**: Students can calculate what they need to score on a test.
- GPA**: Tracks GPA and course credits.

Farewell, calculators.

Wunderlist

- Create tasks and to-do lists.
- Track homework assignments and readings.
- App can be synced to web interface.

Farewell, campus paper planner.

RoundMe

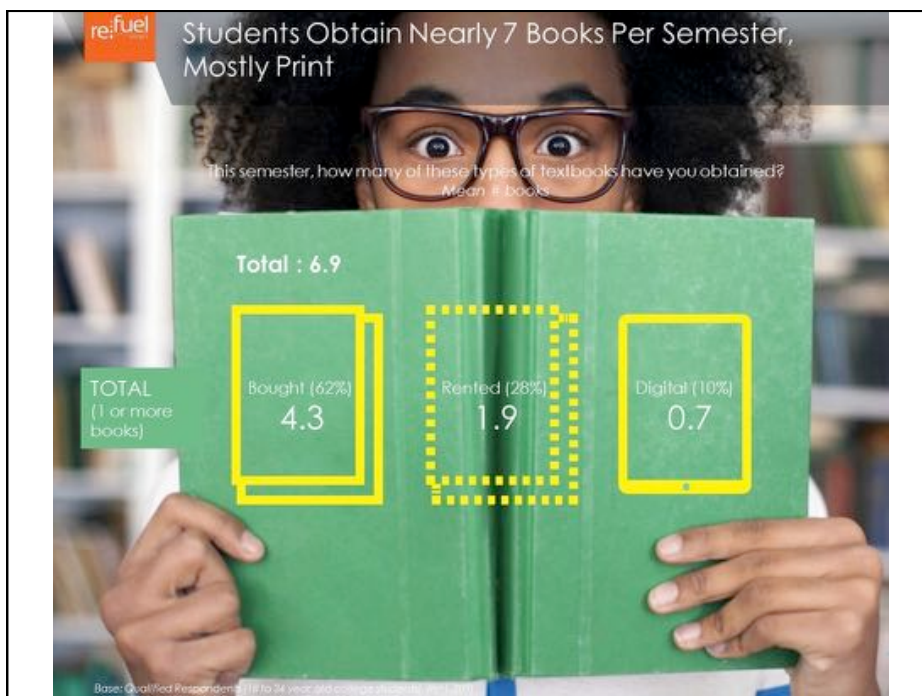
- Uses GPS to find essential college spots:
- Banks, Gas Stations, Coffee Shops, Grocery Stores, Restaurants, Bars.

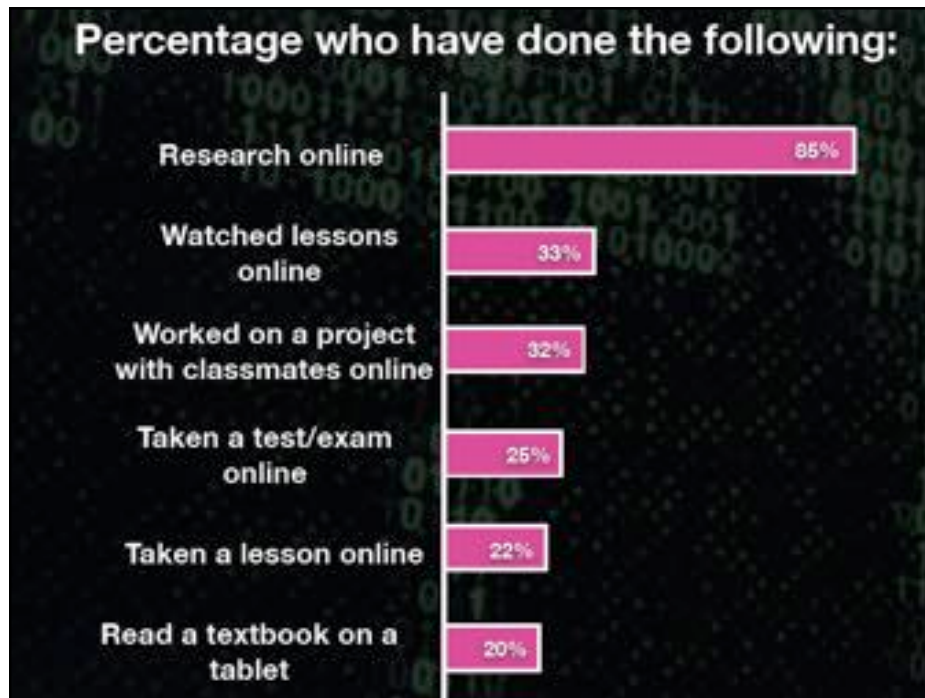
Farewell, campus phone book.

<http://studentforce.wordpress.com/2014/08/11/15-facts-about-the-modern-college-student/>

Calculators, Planners, Phonebooks, Yearbooks?

“There’s an app for that.”





They use social media as a research tool

A video player interface showing a scene with two people sitting on a red sofa. A large text overlay in the center of the video reads: "52% of teens use YouTube or other Social Media sites for a typical research assignment in school". The video player includes a progress bar at the bottom, showing a current time of 05:34 and a total duration of 06:09. Below the video player, the source is cited as "Source: Pew Research, 'How teens do research in the Digital world' 2012".



nea NATIONAL EDUCATION ASSOCIATION nea.org

“I realize that I can no longer be the sage on the stage.” Like many of his fellow teachers, he is rethinking traditional lecture styles and his role as “all-knowing teachers.”

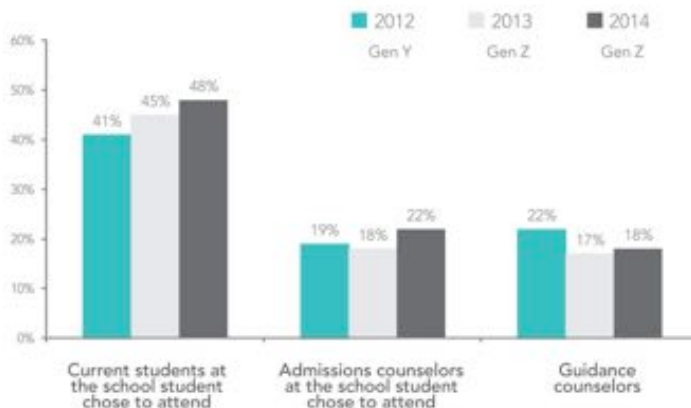
“It’s a new day: Gen Zers indulge in a significant amount of daily screen time (more than 52 percent) and are often looking to be entertained in the classroom.”

*David Kinsella,
Osborn Park High School*

Communicating with Generation Z

Who is “Gen Z” Listening To?

The Power of Peer Influence

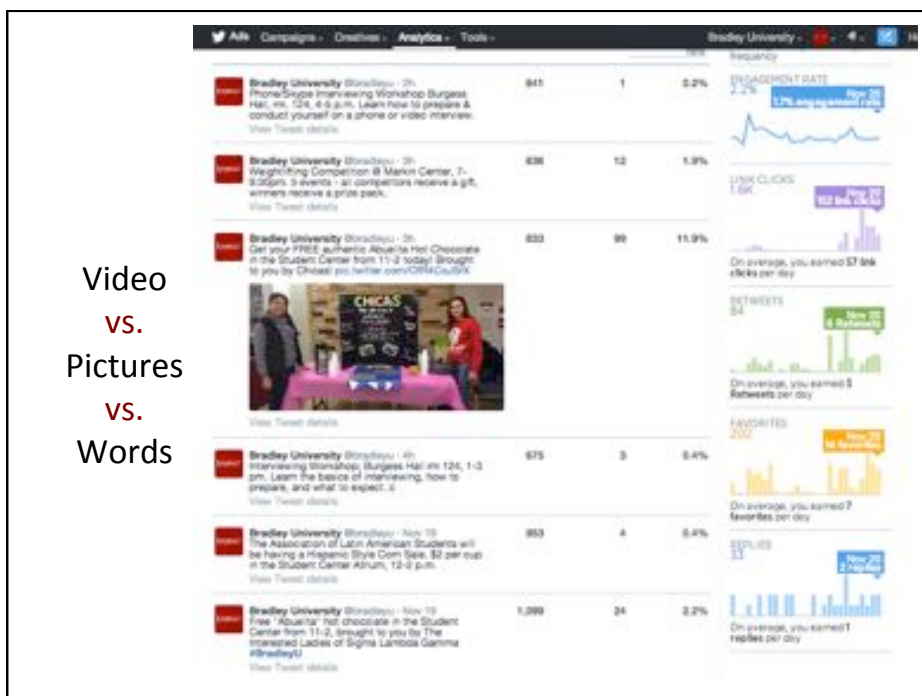
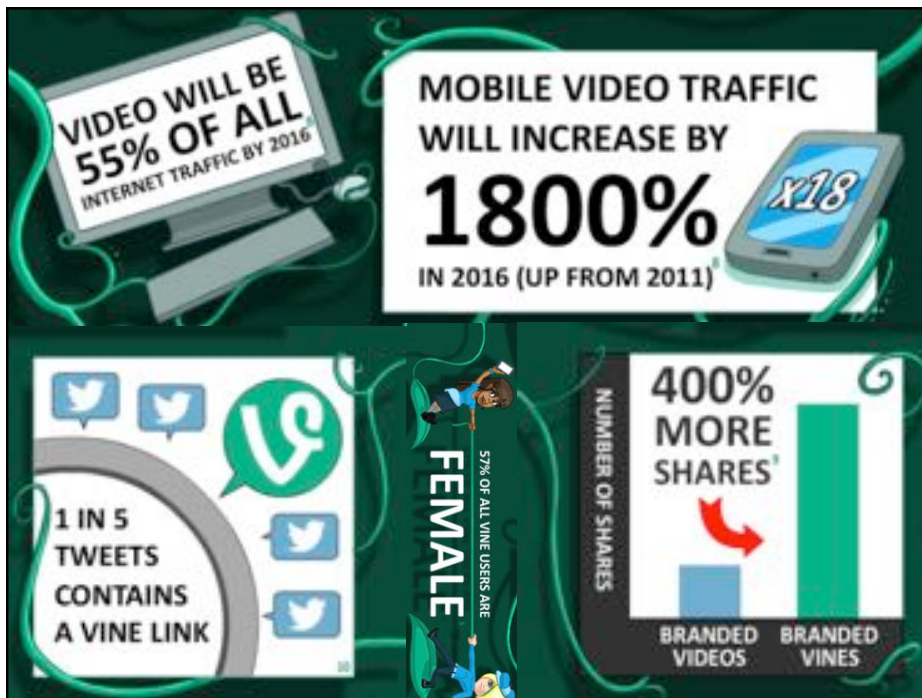


Which people strongly influenced your decision to attend your current school?

Communicating with Generation Z

How are they Communicating?





Which forms will students complete on a mobile device?

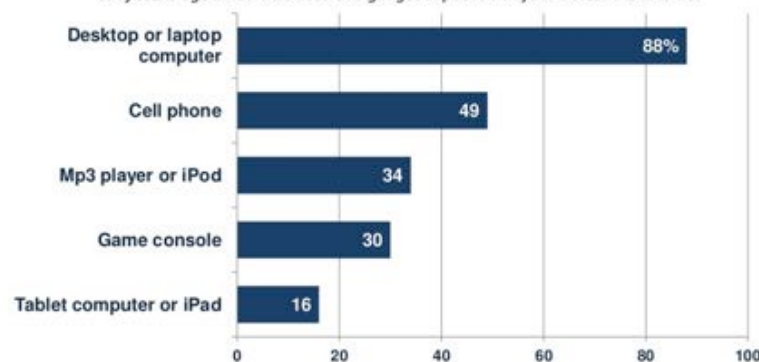
Type of form	Ease completed	Would complete	Would not complete
Request information	48%	58%	41%
Calculate scholarships	44%	62%	38%
Schedule visit	44%	67%	34%
Calculate cost	41%	67%	33%
Open house registration	—	67%	31%
Register for class	—	62%	40%
Apply online	—	58%	50%
Register for live chat	—	43%	57%

Mobile isn't preferred for everything.

Teens are still more likely to access the internet on a desktop/laptop computer than on any other device

In the last 30 days, have you used the internet on ____?

% of teens age 12-17 who used this gadget in past 30 days to access the internet



Source: The Pew Research Center's Internet & American Life Project, April 19 – July 14, 2011 Teen Survey, n=799 teens 12-17 and a parent or guardian. Interviews were conducted in English and Spanish, by landline and cell phone, and included an oversample of minority families.

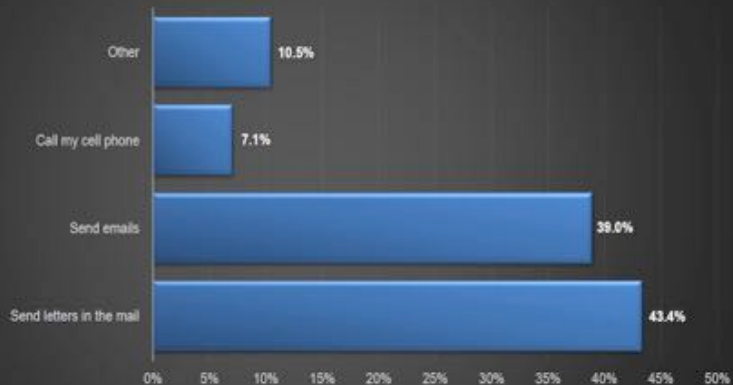
They still like big screens and keyboards.

Most Valuable Resources for Mobile Devices by High School Juniors and Seniors

Juniors		Seniors	
Cost or tuition details	81%	Cost or tuition details	81%
Scholarship opportunities	78%	Major/program listing	80%
Major/program listing	77%	Financial aid details	80%
Enrollment application	76%	Scholarship opportunities	79%
Enrollment/admissions information	75%	Enrollment/admissions information	79%
Details about the program	74%	Enrollment application	77%
Financial aid details	71%	Details about the program	74%
Tuition or scholarship calculators	66%	Course catalogs	61%
Course catalogs	60%	Search	60%
Search	58%	Tuition or scholarship calculators	59%

On both lists, the large interest in information about academic listings further points to students being more willing to conduct research on mobile devices even if most expressed a preference for PCs and laptops (see Figure 15). The same also holds true for details on cost and financial aid.

Students' Ongoing Communication Preferences



They still like paper.

Comparing Online to Classroom

Students were asked to compare the online learning experience to the traditional classroom experience. Ninety percent of students sampled indicate that the online experience was the same or better than classroom instruction. Undergraduates were more likely (50%) than graduate students (43%) to respond that online was better than classroom.

Compare Online to Classroom	Percent of Respondents		
	All	Undergraduate	Graduate
Better	47%	50%	43%
About the same	43	41	48
Not as good	10	9	9

For those who have done both,
9 of 10 say online is same or better.

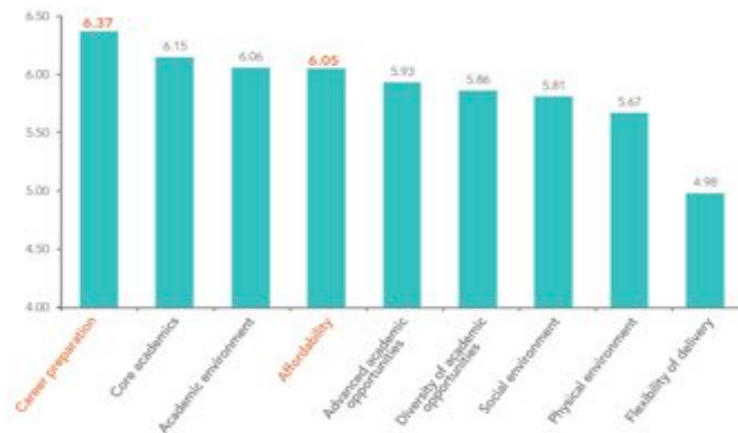
<http://www.learninghouse.com/wp-content/uploads/2014/06/2014-Online-College-Students-Final.pdf>

What online students, not just Generation Z, look for in online classes

All Marketing Messages	Percent
90 percent job placement	25%
Earn your degree in one year	10
Study at your own pace	10
Free text books	9
Study only what you need to learn	6
Qualify for a \$400 scholarship	5
Year-round class offerings	4
Career assistance for life	4
Faculty have real world experience	4
Ranked among the best by U.S. News	4
Free iPad	3
Easily transfer your credits	3
Personalized learning	3
Tutors available to online students	3
Programs developed in collaboration with industry leaders	3
Internships available	2
Personalized academic adviser	2
Extensive alumni network	1

<http://www.learninghouse.com/wp-content/uploads/2014/06/2014-Online-College-Students-Final.pdf>

Gen Z Enrollment Decision Factors



Which decision-making factors are most important when deciding where to enroll?

EDUVENTURES
Evidence. Expertise. Impact.

&

HOW TO

Checklist for connecting with Gen Z

the WORLD
(a work in progress)

1. Depict them as diverse (ethnically, sexually, fashionably)
2. Talk in images: emojis, symbols, pictures, videos
3. Communicate more frequently in shorter bursts of "snackable content"
4. Don't talk down... talk to them as adults, even about global topics
5. Assume they have opinions and are vocal, influencing family decisions
6. Make stuff – or help Gen Z make stuff (they're industrious)
7. Tap into their entrepreneurial spirit
8. Be humble
9. Give them control and preference settings
10. Collaborate with them – and help them collaborate with others

© 2015 & Co.

Communicating with Generation Z

Resources used include:

theatlantic.com/national/archive/2014/03/here-is-when-each-generation-begins-and-ends-according-to-facts/359589/

pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/

pewinternet.org/2012/07/11/teens-2012-truth-trends-and-myths-about-teen-online-behavior/

slideshare.net/sparksandhoney/generation-z-final-june-17?qid=3df4c64d-7099-4467-bf4c-fd5eef26d444&v=qf1&b=&from_search=1

clearslide.com/view/mail?iID=YWAQTQZS5YNHV556UER5

go.nrccua.org/l/31772/2014-11-05/k8zb9/31772/39868/NRCCUA_Mapping_the_College_Search.pdf

studentforce.wordpress.com/2014/08/11/15-facts-about-the-modern-college-student/

learninghouse.com/wp-content/uploads/2014/06/2014-Online-College-Students-Final.pdf

mediabistro.com/alltwitter/rise-of-vine_b56510

eduventures.com/2014/09/recruiting-gen-z/

spirereseach.com/wp-content/uploads/2012/02/spire-e-journal-q4-2010-marketing-to-generation-y-and-z.pdf

<http://www.northeastern.edu/news/2014/11/generation-z-survey/>

Communicating with Generation Z

- Generation Z is here.
- Gen Z is different than the Millennials.
- Comparing online to classroom, 9 of 10 say online is same or better.

James Crone, Director of Web Marketing and Communication
Kathleen DeGroot, Social Media Coordinator
Thomas Richmond, Director Admissions Marketing and Communications.

Communicating with Generation Z

- Mobile isn't always preferred - they still like big screens & keyboards, and paper.
- They don't all use one screen. They change screens. So, tell your story across multiple screens.
- Parents aren't Generation Z.
Speak to their screen also.

James Crone, Director of Web Marketing and Communication
Kathleen DeGroot, Social Media Coordinator
Thomas Richmond, Director Admissions Marketing and Communications.

- Incidents of Mental Health

- Work around or Work with these differences