

Addressing Generation Z

Chances for Science Communication in the Case
of Digital Natives

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I. Introduction

- 2013-2015 University of Pécs
- “The recognition and dissemination of scientific knowledge”
- “The media usage habits and communication practices of secondary school students”
- Aims of the research project:
 - Set up a knowledge base that would help us establish more efficient relationships with the target group
 - Draw a clearer picture about the communication practices and scenes of Generation Z

The structure of the presentation:

- 1) Generation Z
- 2) General results
- 3) Chances for science communication: best practices

II. Introducing Generation Z

Characteristic features of Generation Z

- fifth age group
- Quiet Generation, Baby Boomers, Generation X, Y
- followed by Generation Alpha (Pais, 2013)
- born 1995 – 2010 (2015)
- older parents
- live in small families
- receive high quality education
- longer life expectancy
- “BORN INTO” THE WORLD OF DIGITAL REVOLUTION



III. General Results: Media Usage Habits and Communication Practices of Generation Z

Daily media use

- average of 6.4 hours
- significant individual differences (1-2 / 8-9 hours)
- uncertainty
- inaccurate estimates / frequent adjustments

Most preferred devices

- mobile phones, laptops, computers, TV, radio, newspaper

Most preferred applications

- social networking sites, file and video sharing sites, games and chat programs



Active media use

- lead by PC and laptop
- telephone and TV at the end of the list
- occasionally: books / music
- never occur



Background media use

- various forms (daily routine, meals, travel, chores, sports, learning, leisure, recreation)



Multitasking

- general phenomenon in several forms
 - I. use of two different media forms simultaneously
 - II. use of more than two different media forms
 - III. parallel media use on the same device



Media consciousness

- highly developed media consciousness
- critical attitudes towards the media
- aware of the general dangers of media
- advertising aversion



On the move

- Characteristic features of the media use of Generation Z can be best captured through the significance of motion.
- movement in physical space (home, school, road)
- transit through various media platforms (multitasking, shifts between media platforms)
- mobility between geographic and cultural spaces



Media preferences of Generation Z: features of content



IV. Chances for science communication: best practices

YouTube Stars: Meet the most powerful influencers of Generation Z



- Most popular among the 13-17 year olds
- YouTube > film, TV, music industry
- Minimal appearance in mainstream media

Amy Shira Teitel (born March 7, 1986)

- Popular science writer, spaceflight historian, YouTuber, podcaster
- Channel: Vintage Space
- Number of subscribers: 191.000
- Topic: spaceflight history



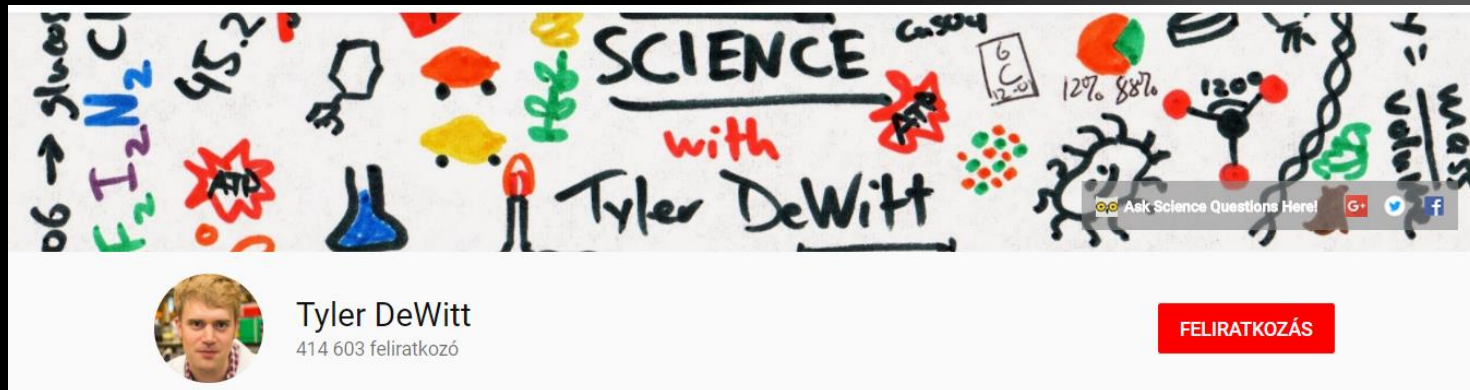
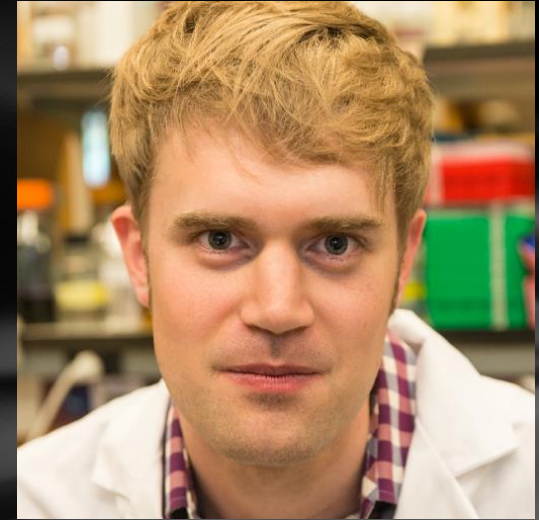
Dianna Cowern (born 4 May 1989)

- Outreach coordinator at University of California at San Diego's Center for Astrophysics and Space
- Channel: Physics Girl
- Number of subscribers: 712.196
- Topic: physics, astronomy and science-related subjects



Tyler DeWitt (age unknown)

- Ph.D. student in microbiology at MIT, YouTuber, podcaster
- #45 on list of „The Sexiest Scientists Alive!”
- Channel: Tyler DeWitt
- Number of subscribers: 414.603
- Topic: biology, chemistry, microbiology





V. Conclusions

- Generation Z youngsters are interested in sciences
- In order to address them, we have to adopt their communication style / practices
- YouTube stars: the most popular / most influential opinion leaders among youngsters (Y and Z Generations)
- „It's not hard to attract young people, if you now where to find them.“



Thank you for your attention!

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Generation Z

Generation Z is represented by young people born between the beginning and middle of the 1990s and the beginning of the 2000s.

Typically, they have older parents, live in small families, receive high quality education and their life expectancy is significantly better than that of the previous generations.

However, the most important feature of this generation is that its members are “born into” the world of digital revolution which makes them highly responsive towards technological inventions. This is clearly illustrated by the names given to this generation such as “net generation”, “digital natives” or “the wired generation”.

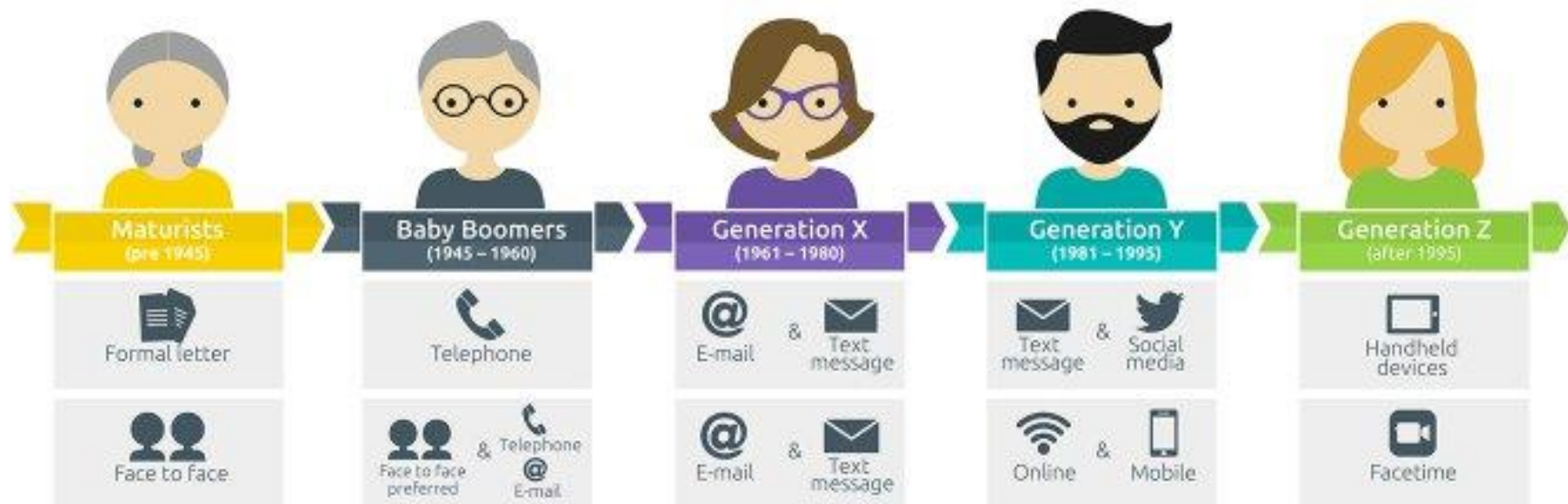
For Generation Z the role of network communication has primary importance so we can, somewhat ambitiously, say that they live their lives online.

They understand technology well, their problem solving skills are above average, they can easily multitask and prefer picture and sound to written text. At the same time however, they frequently feel loneliness and think that they are unsuccessful outsiders and the frustration generated by such feelings often make them isolated, anxious or depressed.

ONE POLICY

FIVE GENERATIONS

Five generations will be working side-by-side in 2020.
Here we look at the most effective ways to communicate a data privacy policy with each.



Discussion Starters

Where do you meet members of Generation Z in your everyday lives?

What are your general attitudes towards this age group?

What value set do you think Generation Z has?

What are the greatest challenges about Generation Z?

Are there any fears about this age group?

What are their greatest strengths?

What would you learn from them or incorporate from their point of view/attitude?

What are their weaknesses?

Is your institution prepared for meeting Generation Z? If yes, how?

How do you try to address them?

Have you seen any good examples of addressing them?

5 reasons to go / not to go to uni



<https://www.youtube.com/watch?v=7CSagIPQ0BY>



<https://www.youtube.com/watch?v=hiPQSI60c-M>

10 Truths About University by Jimmy



<https://www.youtube.com/watch?v=mi7CyZVitUs>

Thank you for your cooperation!

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