

## GEN Z

### The Culture of NOW, The Culture of ME

#### **Social Media - FOMO Sapiens (Fear Of Missing Out)**

**AAS** - (Average Attention Span) 2001 was 12 minutes,  
Now it is 5 minutes. A generation that vibrates to the same  
frequency as the Internet.

**ADHD** - seen as an important advantage.

**Power Browsing** - rather than reading.

**Beta-Culture** - new level of interaction based on transparency &  
open innovation. Beta-Techs - culture, world and  
their lives are an on-going project. *Faith Popcorn, Futurist*



#### **Xtreme Sports**

- 50% of the world's population is under 30.
- Facebook is out-of-date. Communicate through Instagram, Snapchat, Twitter
- More tolerant than Gen Y of racial, sexual and generational diversity and less likely to subscribe to traditional gender roles.
- Their brains are rewarded not for staying on task, but for jumping to the next thing—a useful ability in the digital era.

*Michael Rich, Executive Director of Harvard's Centre of Media and Child Health*



## Nothing about us without us!

Gen Z – born after 1995

Nearly 65 million in the US

Life on-line

Everything personalized

Visual learners

Change makers – they don't represent the future, they are creating it.

True multi-taskers: their brains wired to assimilate information laterally.

Coin of the realm: Experiences

### **Their present . . . their future.**

Born into the crisis period of terrorism, global recession and climate change.

Messaging that reflects their reality, rather than that which depicts a perfect life.

Entertainment - darker, with dystopian and post-apocalyptic stories. (Hunger Games)



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