

Peculiarities of Teaching X, Y and Z Generations

Ieva Brazauskaitė –Zubavičienė
Kaunas University of Applied Sciences

2016-12-07



Generation types

Type	Period
• Lost Generation	1883–1900
• Greatest Generation	1901–1924
• Silent Generation	1925–1942
• Baby Boom Generation	1943–1960
• Generation X	1961–1981
• Y/Millennial Generation	1982–2004
• Z/ Homeland Generation)	1980–1995
	2005 – 2023
	1995 – 2007

When you need some information , how do you prefer receiving it?

- A letter
- A call
- An email
- An SMS
- A Facebook messenger



Seniors
b. 1900-1945

Baby Boomers
b. 1946-1965

Gen Xers
b. 1966-1979

Gen Yers
b. 1980-2000

Factors influencing the generations

Steelcase (2009) , Anatole (2013)

Baby Boomers	X generation	Y generation	Z generation	<i>Alfa</i> generation
Television, The Beatles , Hipsters	The Cold War, M.Thatcher, Star Wars, Rock music, European Union	Computers, the internet, mobile connection, SMS, computer games, global warming, social networks, cheap airlines	Economic crisis, the first black-skinned president, bullying, flight to the Mars, marriage of the same gender	It is thought to be the most educated generation. The period of learning will get longer. Will be able to manage technologies even better. Will be even more materialistic than the previous generations

DON'T MISTAKE THEM FOR MILLENNIALS

GENERATION Z

5 SCREENS
COMMUNICATE WITH IMAGES
CREATE THINGS
FUTURE-FOCUSED
REALISTS
WANT TO WORK FOR SUCCESS

VS

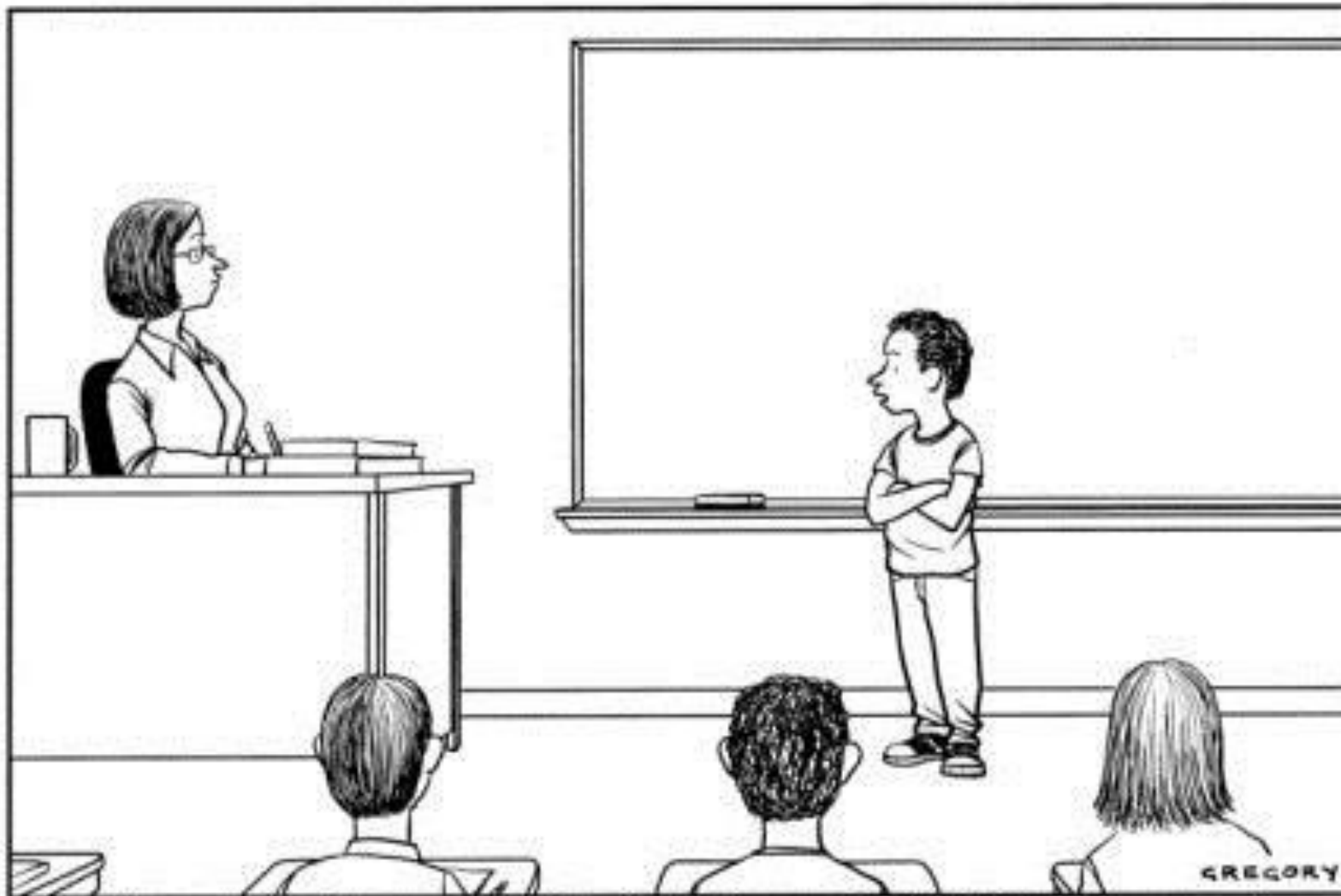
MILLENNIAL

2 SCREENS
COMMUNICATE WITH TEXT
SHARE THINGS
FOCUSED ON THE PRESENT
OPTIMISTS
WANT TO BE DISCOVERED



Z generation, what's it like?





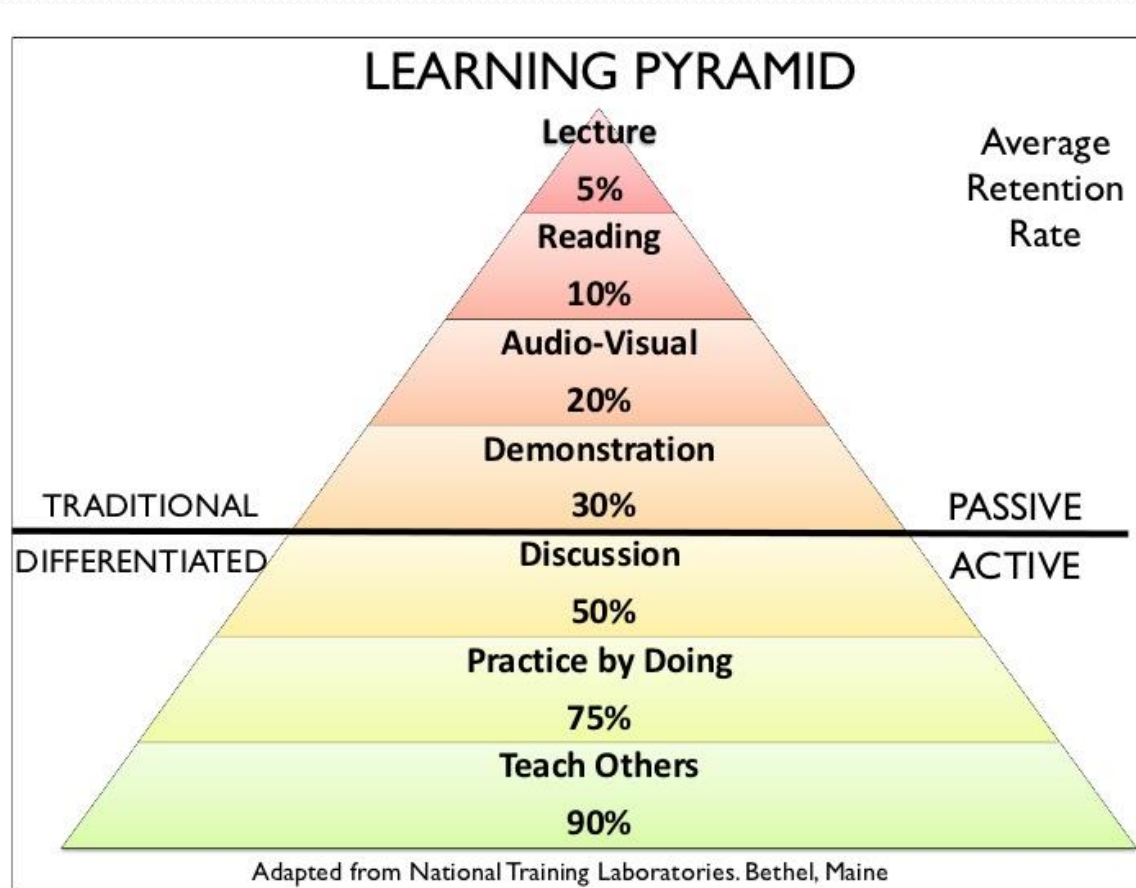
"Anyone following me on Twitter already knows what I did this past summer."

Characteristics of Y and Z generations

- Technology literate
- Always online (not only Facebook)
- Have never known the world without internet, iPhone and social networks
- Are able to get the information quickly
- Became screen readers
- Tend to concentrate less (ads are getting shorter)
- Impatient . Want it – „here and now “

- Greedy and (ir) rational (spend money on iPhone, but download films, songs for free)
- FOMO – fear of missing out
- Fun – (at home, at school, at work)
- Not tend to drink alcohol or smoke
- The majority wants to run their own business instead of working for a big company
- Hope to make the hobby as their business
- Tend to volunteer
- Would choose fun instead of a good pay at work

So how teach?





**GENERATION Z:
CONNECTED FROM BIRTH.**

Born mid-1990s to 2010.

- **Use their strengths**
 - Technologies
 - Social networks
 - Communicating via social media
- **Be in every screen**
- **Give tasks requiring information from different sources (e.g. Internet, book, relative/friend stories)**
- **Group discussions**
- **Be creative or use a “two-way pedagogy”.** (e.g. How are you going to explain Henry VIII what plastic is?)

<http://www.ericamcwilliam.com.au/teaching-gen-z/>

Question

In which battle did Napoleon die?

Answer

Napoleon died in his *last battle*.

- Where was the Declaration of Independence signed?
At the bottom of the page.
- What is the main reason for divorce?
Marriage.
- What can't you have for breakfast?
Lunch and Dinner.
- In which state does the Ravi river flow?
In a liquid state

