

Generation Z defined; The 5 characteristics of today's students



For today's students, growing up with the emerging technologies at their fingertips has blurred the lines of work and social, of study and entertainment, of private and public. They now live in an open book environment - just a few clicks away from any information. They connect in a border less world across countries and cultures, and they communicate in a post-literate community where texts and tweets are brief, and where visuals and videos get the most cut-through.

At McCrindle, we are regularly engaged by a variety of organisations to assist with understanding who Generation Z is, what context they are being shaped in the traits that define them. Before we can engage this generation, we first need to understand them.

So how can we understand the emerging generations and their learning habits? Well, based on our research, here are five characteristics of today's students:

Social

Traditionally, learning took place in the classroom and the practice and application through homework. However, in the 21st Century, content can now be accessed through technology anywhere, and often in very visual and engaging forms. Thus we have the flipping of education where the learning takes place outside the classroom, but the essential engagement and practice is still conducted at school, by the all-important facilitator, rather than the teacher.

Mobile

Not only through technology do today's students interact, but they are mobile in terms of the jobs they will have and the homes they will live in. It is therefore important to think about how you can equip this generation with not just content but resilience in a changing world.

Global

Today's generation of students are truly global, and are the most likely generation to work in multiple countries. They're the most globally connected and influenced generation in history and are not limited to the local, but are global as never before.

Digital

We've called the emerging generation, Gen Alpha, but we also call them Generation Glass, because it is not just pen and paper, but iPads and screens on which they will learn, which are designed to not just display the written but the visual. While today's students need literacy they also need digital skills to thrive in this changing world.

Visual

In an era of information overload, messages have increasingly become image-based and signs, logos and brands communicate across the language barriers with colour and picture rather than with words and phrases. Communicating symbols and pictures with stories isn't an entirely new concept. Most ancient forms of communication such as indigenous rock art, reinforces the notion that it is pictures not words that tell the story. Visuals are also the way

in which the brain processes information best. It can retain visual symbols and images rather than just written content. Our analysis of learning styles has shown the dominance in the visual and hands on learning styles, above auditory delivery form, which has traditionally dominated the classroom.

Get in touch.

To find out more about Generation Z, visit our site generationz.com.au and if we can assist with any presentations on the topic of the emerging generations, please feel free to get in touch.

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Find Out More.

Next Event:

The next Analyse Australia event is on Friday 19th June 2020 in Sydney.

We would love to extend an invite to you to join us over breakfast for a great morning of learning and networking, as we analyse Australia.

Friday 19th June 2020

7:00 – 9:30am Sydney,

Venue TBC

Download the report to find out more [here](#).

Contact

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