

GEN
Z

& Technology



GEN
Z



1 in 3 US households have a home computer



1994

GEN
Z

Vonage™



#1 Word of the Year for 2004

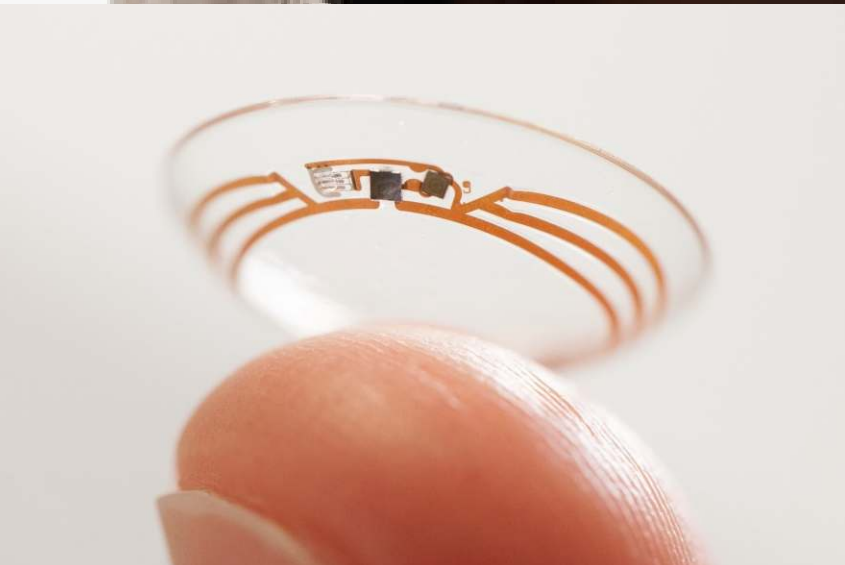
[Blog](#) (noun)

[short for *Weblog*] (1999) : a Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer









by Merriam-Webster

2004

GEN
Z



2014

Characteristics	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Attitude toward technology	Digital Immigrants	Digital Natives	"Technoholics" – entirely dependent on IT; limited grasp of alternatives
Signature product	 Personal Computer	 Tablet/Smart Phone	Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime

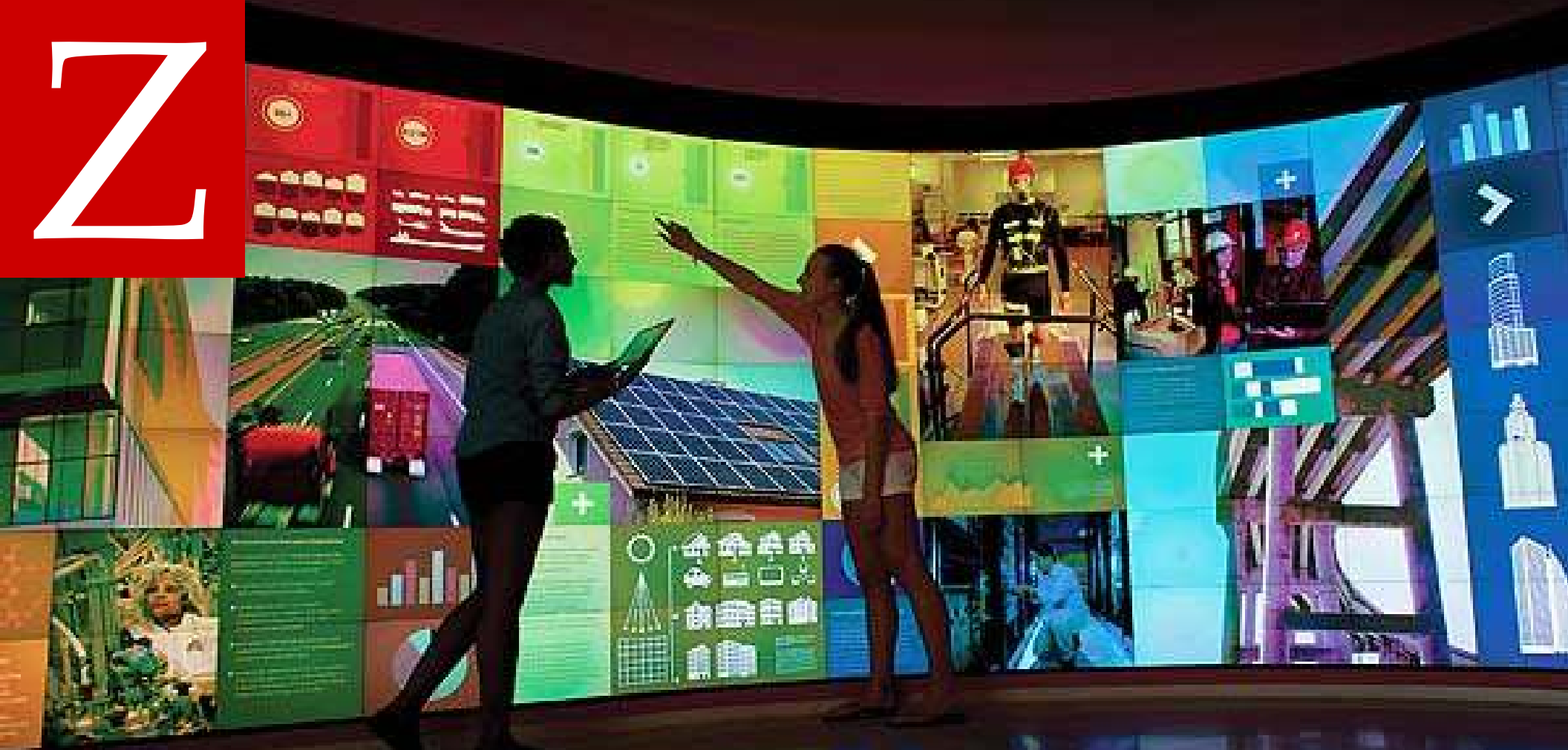
GEN
Z

They are the most ethnically diverse and technologically sophisticated generation in our state's history.

- NC State University Emerging Issues Forum, 2012



GEN Z



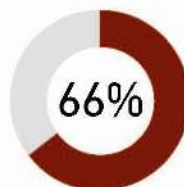
Gen Z sees little distinction between their digital & physical worlds. They aim to seamlessly engage with both. Marketers should begin to think about ways to further integrate their digital and physical communications, creating products, content, and games that feature both tangible and virtual elements working together and well.

-Cassandra Report, Forbes Magazine, 2013

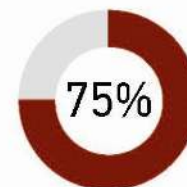
GEN Z



TECHNOLOGY CRITICAL TO SUCCESS



66% of students say they were prepared to use needed technology when they entered college



75% of students say that technology helps them achieve their academic outcomes

Importance of devices to academic success



E-reader
31%



Scanner
33%



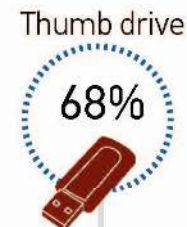
Smartphone
37%



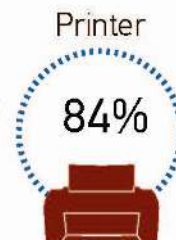
Tablet
45%



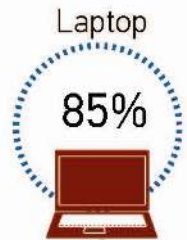
Desktop
65%



Thumb drive
68%



Printer
84%



Laptop
85%

- Study of Undergraduate Students and Information Technology, EDUCAUSE, 2012

ACADEMIC SUCCESS



Generation Z is **the least civically engaged** of any age group ... in major civic health indicators, such as time spent volunteering or being otherwise involved in the local community.

- NC State University Emerging Issues Forum, 2012

ENGAGEMENT



It is possible that these disappointing numbers on civic involvement reflect how Gen Z's connectivity has changed what they see as engagement. Extreme connectivity places these youth in a global network. **The idea of "community" has been altered beyond notions of geography.**

- NC State University Emerging Issues Forum, 2012

ENGAGEMENT



Students' natural uses of Facebook (social information seeking, reflecting on their experiences, exchanging academic information, etc.) **promote social and academic integration.**

(Selwyn, 2009)

Facebook use has direct impact on: **self-esteem, satisfaction with university life, and students' performance proficiency.**

(Yu, Tian, Vogel, & Kwok, 2010)

Time spent on Facebook is positively correlated with **time spent in campus activities.**

(Junco, 2013; Heiberger and Harper, 2008; HERI, 2007)

- Using Social Media in Student Affairs: An Evidence-Based Approach (Junco, 2014)

ENGAGEMENT



Students who used Twitter **were more likely to persist**: 88% of students in the Twitter group persisted into the second year, as compared with only 70% of students in the control group.

(Junco et al., 2011; Junco, Heiberger & Alonso- Garcia, in preparation)

Interacting with students on Twitter as part of a first year seminar **improved their engagement and their academic performance** in all courses.

(Junco, Heiberger & Loken, 2011)

Students who used social networking sites to learn about on-campus activities **participated in face-to-face activities at higher levels** and **were retained at higher rates**.

(Ward, 2012)

- Using Social Media in Student Affairs: An Evidence-Based Approach (Junco, 2014)

ENGAGEMENT

GEN Z

Where teens have social media profiles or accounts

% of teen social media users who use the following sites ...

	2011	2012
Facebook	93%	94%
Twitter	12	26
Instagram	n/a	11
MySpace	24	7
YouTube	6	7
Tumblr	2	5
Google Plus	n/a	3
Yahoo (unspecified)	7	2
myYearbook	2	*
Pinterest	n/a	1
Gmail	n/a	1
Meet Me	n/a	1
Other	8	6
Don't know / Don't have own profile	2	1

- Pew Internet Teen-Parent Survey, 2012

SOCIAL MEDIA

GEN Z

- Search
- My Profile [edit](#)
- My Friends
- My Photos
- My Shares
- My Notes
- My Groups
- My Events
- My Messages
- My Mobile
- My Account
- My Privacy

Presentation to
University Scholars

April 9, 2007

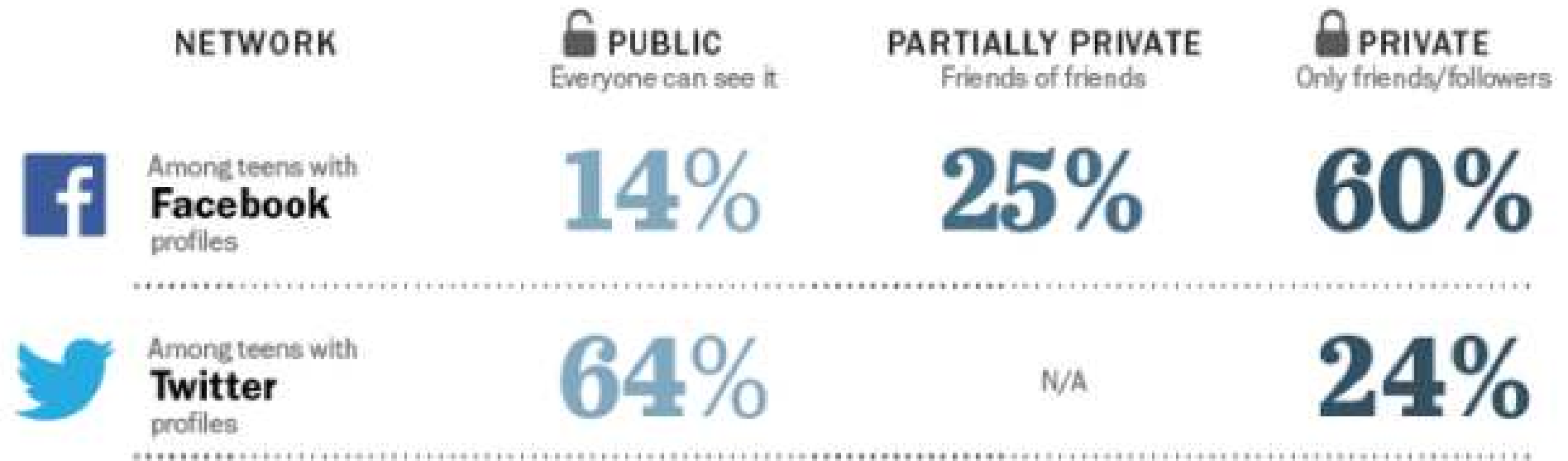


PRIVACY

GEN Z

Privacy on Social Media

Teens choose different privacy settings depending on the social media site they use.



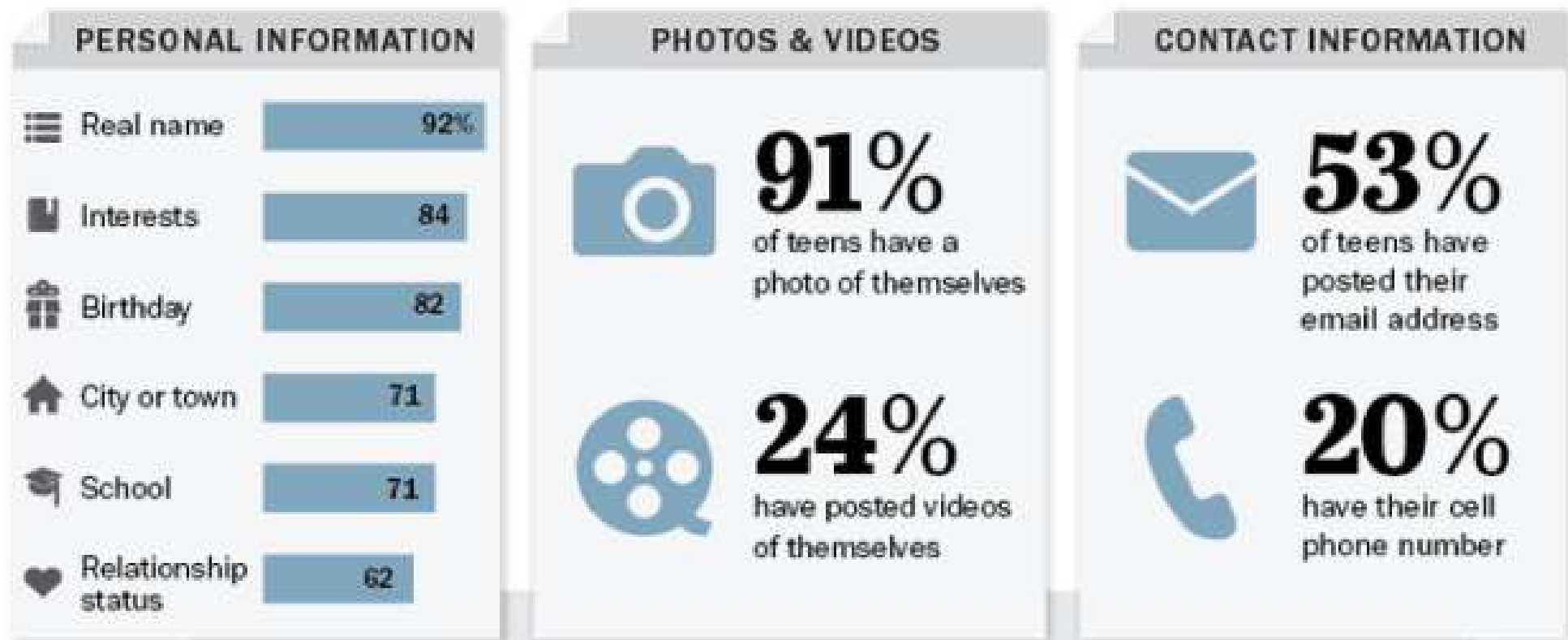
- Pew Internet Parent/Teen Privacy Survey, 2012

PRIVACY

GEN Z

What do teens share on social media?

Percent who share information on the profile they use most often



PRIVACY



Gen Z comes to the workforce a wide set of new technology skills, determination and passion, among many other factors. **Older employees can benefit from the connectivity, flexibility and creativity that are unique to this generation.**

- NC State University Emerging Issues Forum, 2012

MENTORSHIPS



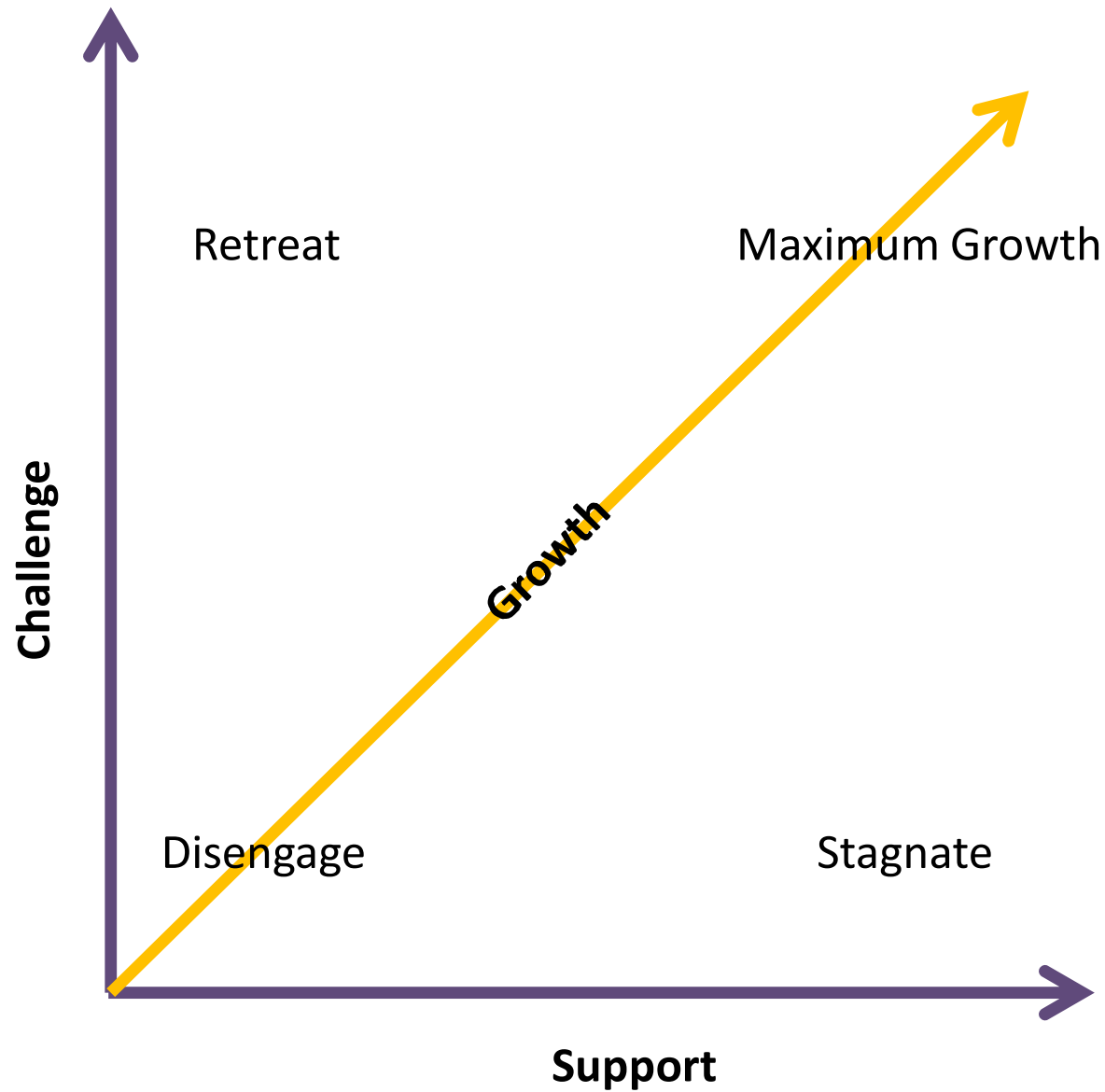
Division of Academic & Student Affairs

2013-2020 Strategic Plan

Strategy 1.5: Expand opportunities for each student to have an anchoring relationship with mentoring.

MENTORSHIPS

GEN
XY



CHALLENGE & SUPPORT

GEN

XY

What's Your Tech IQ?

Rating Scale

1 = Please, give me back my typewriter!

10 = I know what graphene is.

1. Select a new technology to explore.
2. Read the “Technology” section of The Chronicle of Higher Education.

CHALLENGE & SUPPORT