Getting to Know, and Meeting the Needs, of Generation Z

PCI Webinar
Lauren Hays, PhD
About the Presenter
Generation Z
The generations defined

*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.*

PEW RESEARCH CENTER
Today’s young people differ from yesterday’s.

<table>
<thead>
<tr>
<th></th>
<th>B</th>
<th>X</th>
<th>Y (millennial)</th>
<th>Z</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Baby boomer</td>
<td>Gen X</td>
<td>Gen Y</td>
<td>Gen Z</td>
</tr>
<tr>
<td>Context</td>
<td>• Postwar</td>
<td>• Political transition</td>
<td>• Globalization</td>
<td>• Mobility and multiple realities</td>
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<tr>
<td></td>
<td>• Dictatorship and repression in Brazil</td>
<td>• Capitalism and meritocracy dominate</td>
<td>• Economic stability</td>
<td>• Social networks</td>
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<td></td>
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<td></td>
<td>• Emergence of internet</td>
<td>• Digital natives</td>
</tr>
<tr>
<td>Behavior</td>
<td>• Idealism</td>
<td>• Materialistic</td>
<td>• Globalist</td>
<td>• Undefined ID</td>
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<tr>
<td></td>
<td>• Revolutionary</td>
<td>• Competitive</td>
<td>• Questioning</td>
<td>• “Communaholic”</td>
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<tr>
<td></td>
<td>• Collectivist</td>
<td>• Individualistic</td>
<td>• Oriented to self</td>
<td>• “Dialoguer”</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>• Realistic</td>
</tr>
<tr>
<td>Consumption</td>
<td>• Ideology</td>
<td>• Status</td>
<td>• Experience</td>
<td>• Uniqueness</td>
</tr>
<tr>
<td></td>
<td>• Vinyl and movies</td>
<td>• Brands and cars</td>
<td>• Festivals and travel</td>
<td>• Unlimited</td>
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<tr>
<td></td>
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<td>• Luxury articles</td>
<td>• Flagships</td>
<td>• Ethical</td>
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</table>

McKinsey&Company
The search for the truth is at the root of all Generation Z’s behavior.

‘Undefined ID’
“Don’t define yourself in only one way”
Expressing individual truth

‘Communaholic’
“Be radically inclusive”
Connecting through different truths

‘Dialoguer’
“Have fewer confrontations and more dialogue”
Understanding different truths

Realistic
“Live life pragmatically”
Unveiling the truth behind all things

McKinsey&Company
Post-Millennials less likely to work than older generations when they were young

% of civilians who were employed during the prior year

15- to 17-year-olds

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2002</th>
<th>1996</th>
<th>1988</th>
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</thead>
<tbody>
<tr>
<td>%</td>
<td>19</td>
<td>30</td>
<td>41</td>
<td>46</td>
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</tbody>
</table>

18- to 21-year-olds

<table>
<thead>
<tr>
<th>Year</th>
<th>2018</th>
<th>2002</th>
<th>1996</th>
<th>1988</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>58</td>
<td>72</td>
<td>78</td>
<td>80</td>
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</tbody>
</table>


“Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet”

Pew Research Center
Creating Library Services for Generation Z
Focus on...

• Relevancy of services and resources
• Libraries supporting the common good
• How libraries are community-centric
Relevant Services and Resources
Common Good
Community
Types of resources…

• More digital content
• Increase in usable space
• Focus on easy access
• Flexible and dynamic space design
• Room to work alone alongside others
Space Examples
Programming Examples
References