



## Understanding Generation Z-Challenges and Opportunities

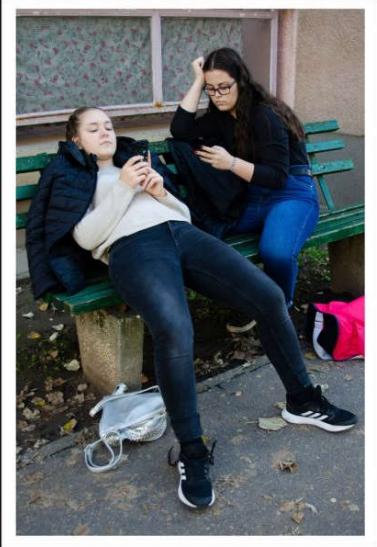
Enikő Bereczki

# Who is it from?

"The children now love luxury. They have **bad manners**, **contempt for authority**; they show **disrespect for elders** and love chatter in place of exercise. Young people are now **tyrants**, not the servants of their households. They no longer rise when elders enter the room. They **contradict their parents**, chatter before company, gobble up their food, and **tyrannize their teachers**."



Back in my youth...!



...ÁLLANDÓAN A TELEFONJUKON LÓGNAK...

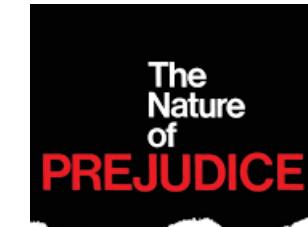


Kiss Panna és Nagy Natasa NÉPTÁNCOSOK

# Dealing with age related prejudice

# Preventing prejudice

- Increased **direct contact** with members of different social groups can **enhance sympathy** towards those groups
- **Self-awareness** and patient behavior for others typically occur together.



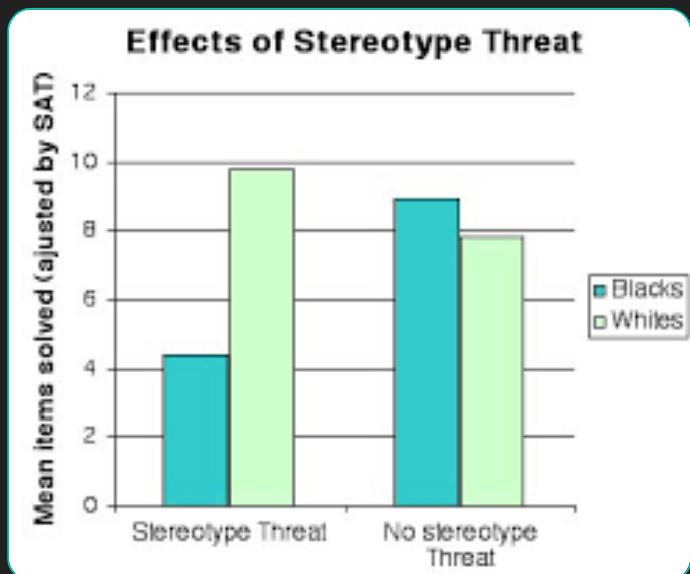
Gordon W. Allport

25th Anniversary Edition



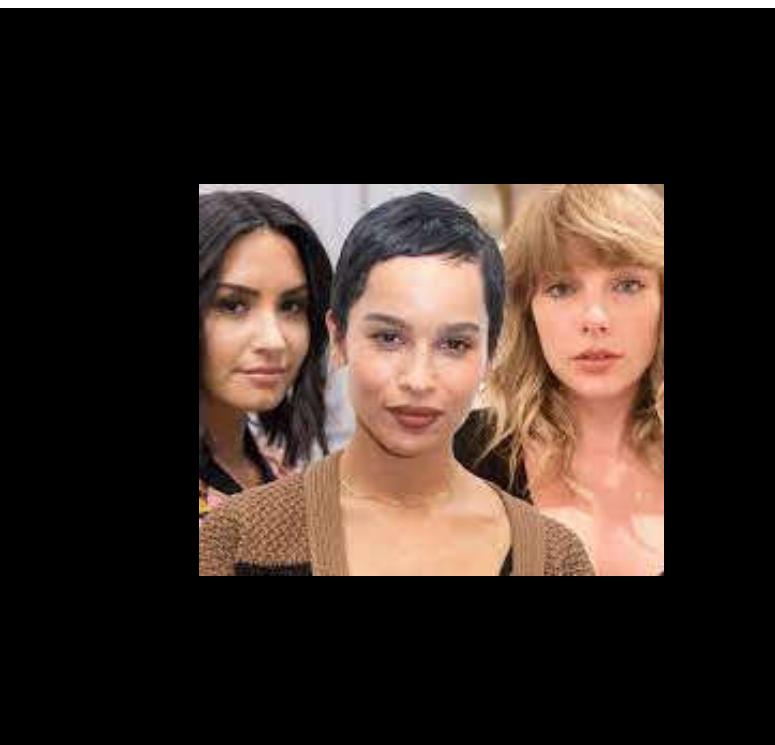
The classic study of the roots of discrimination with a new Introduction by Kenneth Clark and a new Preface by Thomas Pettigrew

# The Stereotype Threat Experiment (Steele & Aronson, 1995)



When people are aware of a negative stereotype about their group, they may fear confirming it — and this anxiety can actually hurt their performance.

Awareness of negative stereotypes (e.g., “Black students do worse on intelligence tests”) created **extra pressure**, lowering performance. When the stereotype wasn’t mentioned, performance differences disappeared.





Szerinted az internethasználatban lévő különbséget mennyire felelősek a generációk közötti különbségekért, szakadékért?



## How is media usage responsible for generation gaps?

## The requirements of communication

- Common reality
- Common language
- Common background knowledge

## The aim of communication

Clarifying the contradictions between actual reality and perceived reality through **the exchange of information**.



# Definition of generation

- a group of individuals of similar age
- who have experienced the same significant historical events within their formative years
- shaping their collective consciousness and social outlook



*Karl Marx*



Veterans (1925-1944)



Baby-boomers(1945-1964)



Generation X (1979-1965)



Millennials (1980-1994)

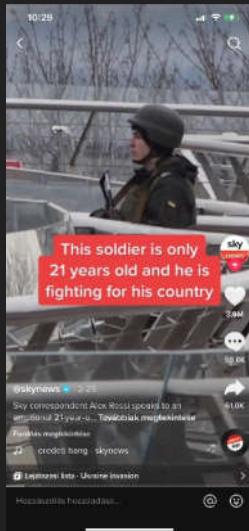


Generation Z (2009-1995)



Alphas (2010-)





# Navigating a digital and changing World

# Key Challenges for Gen Z Students in Higher Education (Based on McCrindle “Gen Z’s Digital Dilemma” report)

## Challenge

Pressure to do well in exams & assessments

% who find this very/extremely challenging

\_\_%

Navigating their own mental wellbeing

\_\_%

Experiencing loneliness / isolation

\_\_%

Juggling study with work or other responsibilities

\_\_%

# Key Challenges for Gen Z Students in Higher Education (Based on McCrindle “Gen Z’s Digital Dilemma” report)

## Challenge

Pressure to do well in exams & assessments

Navigating their own mental wellbeing

Experiencing loneliness / isolation

Juggling study with work or other responsibilities

## % who find this very/extremely challenging

**72 %**

**63 %**

**58 %**

**57 %**

# What can be the main causes of problems at work?

(Mark Mcrindle Research  
Global)

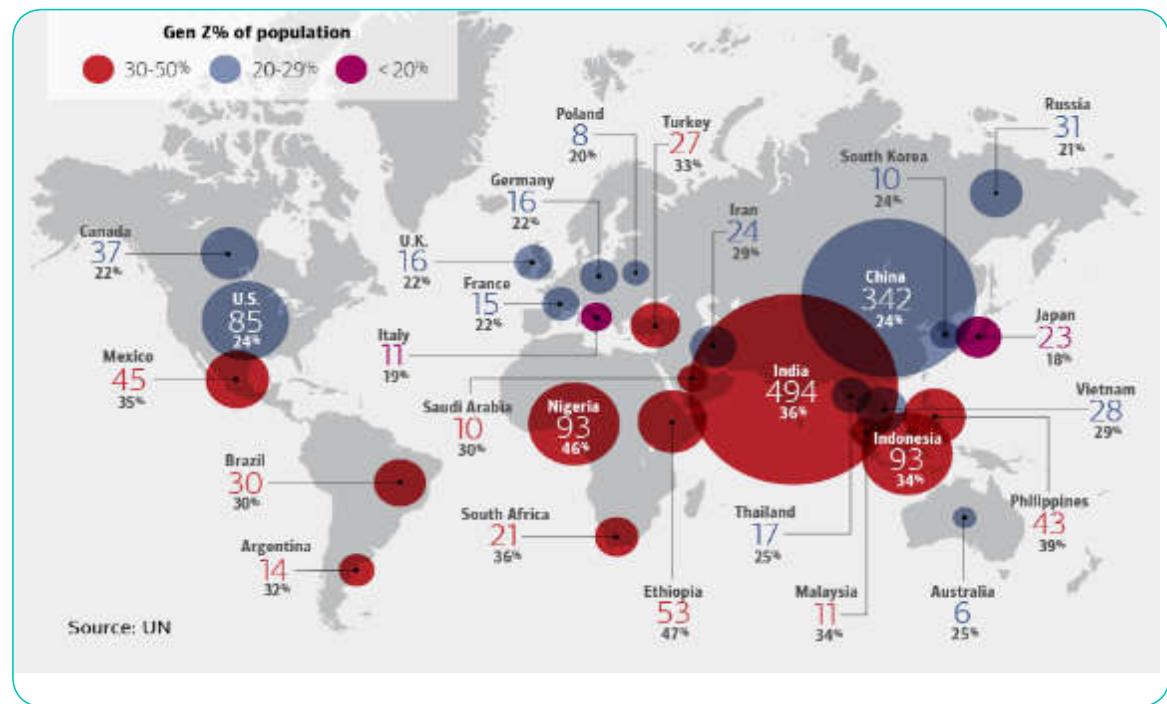
- differences between genders
- cultural differences
- generational conflicts

# What can be the main causes of problems at work?

(Mark Mcrindle Research  
Global)

- differences between genders  
23 %
- cultural differences  
35%
- generational conflicts  
42%

# 26% of world population (Issuu)



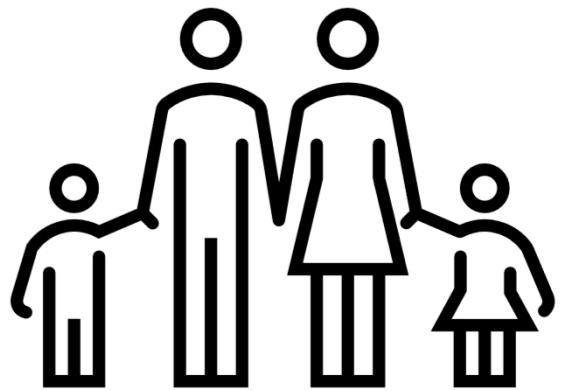
# Core values answering 21st century challenges



## GEN Z CORE VALUES

- VIGILANCE
- OPENNES
- RESOURCEFULNESS
- INTERCONNECTIVITY

Forrás: Kantar Global MONITOR 2021



- **Small Families** – Many are only children or have one sibling, leading to focused parental attention.
- **Overprotective Parenting** – Linked to higher screen time; setting boundaries can be challenging.
- **Decision-Making Involvement** – Children participate in family choices, fostering independence.
- **University Students' Mental Health** – High stress, anxiety, and risk of digital addiction are common among Gen Z students. ([Frontiers in Psychology, 2024]; [PubMed, 2023])

## Where do they come from?



- **Motivation & Attention:** Gen Z has short attention spans; long lectures are less effective. (Gallup, 2024)
- **Reading Stamina:** Prefer concise, visual, or interactive content.
- **Mental Health:** Only 21% report excellent well-being; stress affects engagement. (Voices of Gen Z, 2024)
- **Teacher Adaptation Gap:** Educators may lack digital fluency or struggle integrating AI and tech tools. (Chan & Lee, 2023)

## Challenges - Teaching Generation Z

# Discussing challenges

## ○ Motivation & Attention

Gen Z students often lose focus during long lectures. It helps to break content into short modules and include interactive tasks throughout the session.

## ○ Reading Stamina

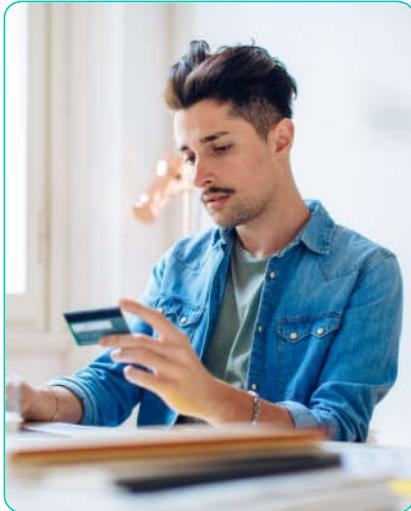
They tend to prefer visual or multimodal content, such as diagrams, infographics, or short videos, rather than long text-heavy materials.

## ○ Mental Health

Taking short breaks, offering mentoring, and creating a supportive environment is crucial, as many students experience stress and anxiety.

## ○ Teacher Adaptation Gap

It is not enough to make content digitally available. Educators need to adapt themselves to new technologies and know how to integrate AI or VR into teaching effectively.



#### ○ **Technology Integration**

Using AI, VR, simulations, and gamification motivates students and provides opportunities for hands-on learning.

#### ○ **Flipped Classroom & Project-Based Learning**

Students learn theory online before class and solve practical engineering problems in class. This increases engagement and makes learning more relevant.

#### ○ **Instant Feedback**

Gen Z appreciates immediate feedback. Online quizzes, short in-class evaluations, or AI-based assessment tools work very well.

#### ○ **Relevance & Purpose**

Connect lessons to real engineering problems, sustainability, and innovation. Students are much more engaged when they see practical applications.

#### ○ **Mentoring & Support**

Peer collaboration, mentoring programs, and structured feedback support well-being and reduce stress.

# Opportunities - Teaching Generation Z



## „A Z-ÉN IDÓM” PODCAST

A Három királyfi három királylány podcastsorozata

[Youtube](#), [Spotify](#), [Tiktok](#)

21. századi kihívásokról,  
Z generációról nemcsak  
Z generációnak

# Contact

- 25 % coupon for the book: code: **BE25** at: [hvgkonyvek.hu](http://hvgkonyvek.hu)
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- Blog: [panpeterstop.blog.hu](http://panpeterstop.blog.hu) – Hírlevél-feliratkozás
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- Facebook: Bereczki Enikő generációs szakértő
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