



Understanding Generation Z-Challenges and Opportunities

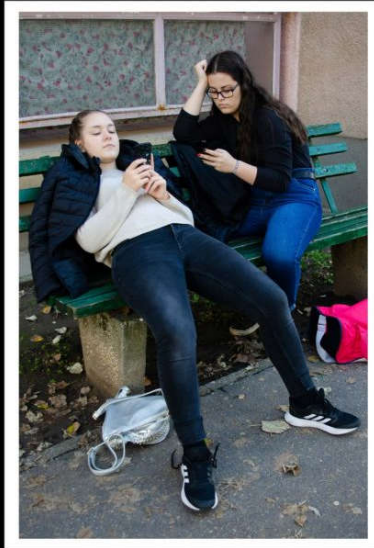
Enikő Bereczki

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.



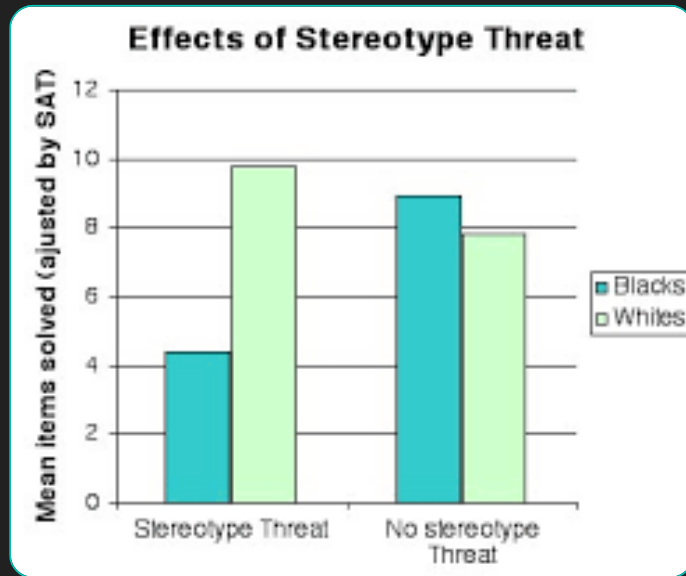
Gordon W. Allport

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.

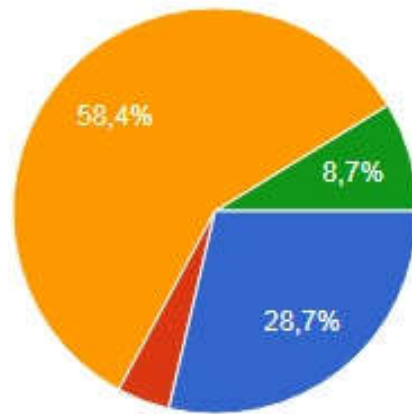
Awareness of negative stereotypes (e.g., “Black students do worse on intelligence tests”) created **extra pressure**, lowering performance.

When the stereotype wasn't mentioned, performance differences disappeared.





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



- Igen, teljes mértékben
- ez egyáltalán nem befolyásolja ezt
- körülbelül 50%-ban ez felelős
- minimálisan kb. 10 %-ban felelős

How is media usage responsible for generation gaps?

The requirements of communication

- Common reality
- Common language
- Common background knowledge

A large teal arrow pointing to the right, with a fine diagonal line pattern, serving as a background for the title.

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 Mannheim



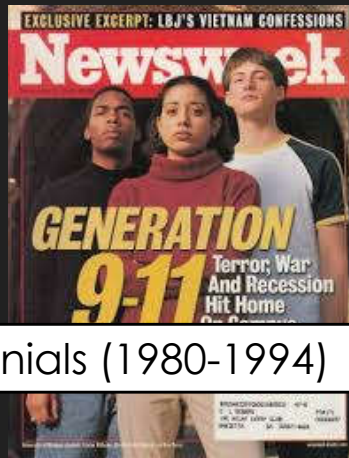
Veterans (1925-1944)



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

% who find this very/extremely challenging

Pressure to do well in exams & assessments

__%

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

% who find this very/extremely challenging

Pressure to do well in exams & assessments

72 %

Navigating their own mental wellbeing

63 %

Experiencing loneliness / isolation

58 %

Juggling study with work or other responsibilities

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 %

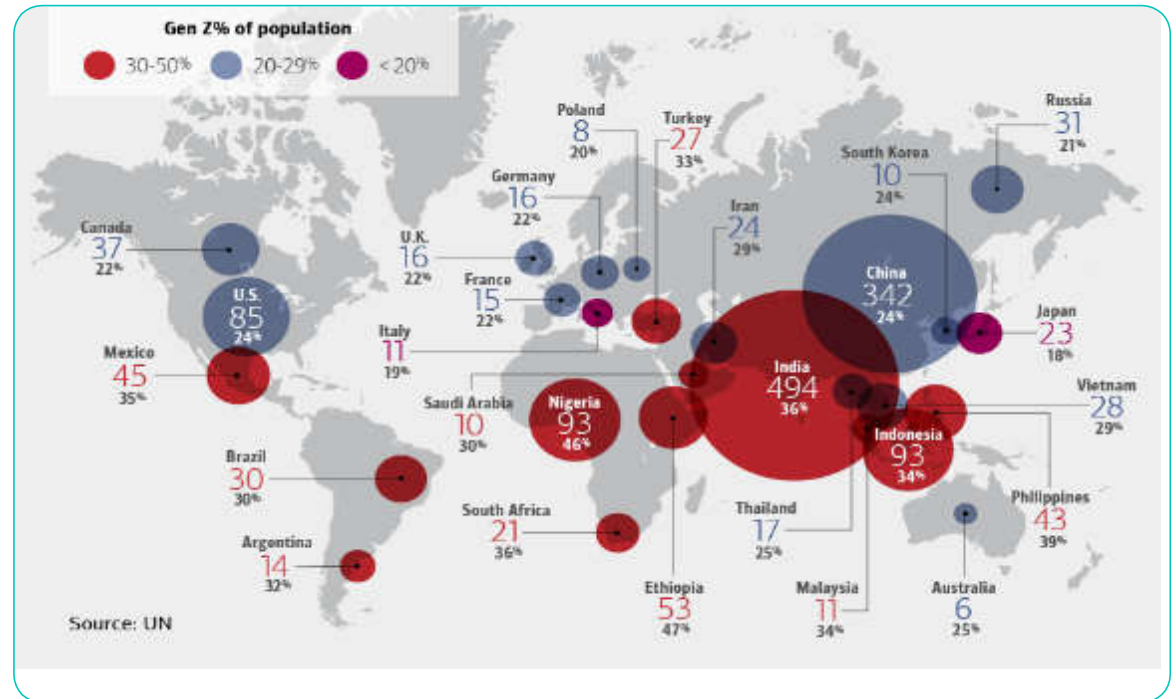
○ cultural differences

35%

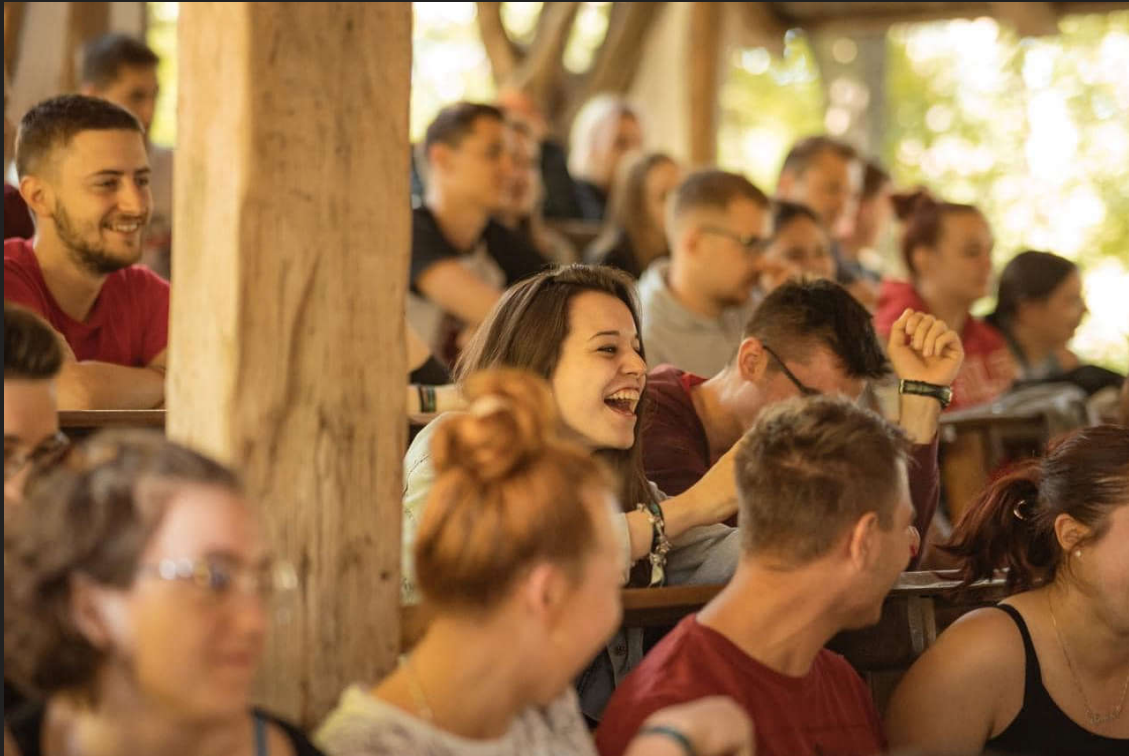
○ generational conflicts

42%

26% of
world
population
(Issuu)

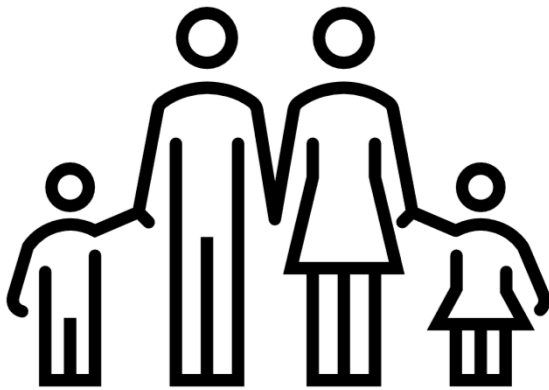


Core values answering 21st century challenges



GEN Z CORE VALUES

- ❑ VIGILANCE
- ❑ OPENNES
- ❑ RESOURCEFULNESS
- ❑ INTERCONNECTIVITY



- **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**

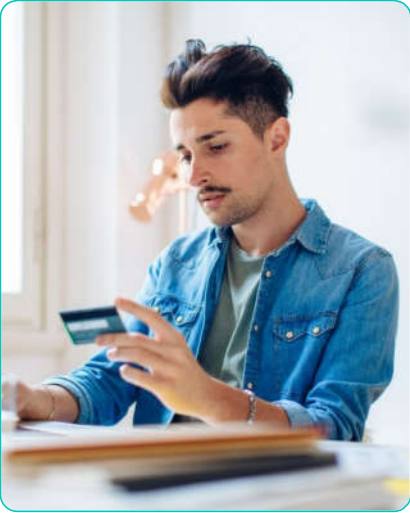
They tend to prefer visual or multimodal content, such as diagrams, infographics, or short videos, rather than long text-heavy materials.

○ **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 IDŐM” 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
- Könyvre és E-könyvre
- Hangoskönyvben is elérhető a voiz.hu-n
- Blog: panpeterstop.blog.hu – Hírlevél-feliratkozás
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- Facebook: Berezki Enikő generációs szakértő
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