

Contents

.....

Authors	xii
Preface	xiii
Introduction	xviii
Understanding generations	1
1 Who came before Z?	3
<i>The G.I. Generation: Black Thursday, battlefields, and the suburbs</i>	
<i>The Silent Generation: Crisis to caution</i>	
<i>Baby Boomers: Economic prosperity, protests, and “peace and love”</i>	
<i>Generation X: I want my MTV and family time</i>	
<i>Millennials: The socially connected industry disruptors</i>	
2 Reflection on a century	16
<i>Why look at the G.I. Generation and Generation Z?</i>	
<i>The political climate of G.I. and Z</i>	
<i>The economic landscape of G.I. and Z</i>	
<i>Social issues influencing G.I. and Z</i>	
<i>Uniquely Generation Z</i>	
<i>Catalyst for change</i>	
3 Who is Generation Z?	28
<i>Characteristics of the cohort</i>	
<i>Values</i>	
<i>Motivations</i>	

Navigating the digital and physical world	37
4 Technology	39
<i>Technology today</i>	
<i>Navigating life – physically and digitally</i>	
<i>Information and entertainment</i>	
<i>Social connection</i>	
<i>Online all the time</i>	
5 Communication	56
<i>Many micro-conversations</i>	
<i>Visual communication</i>	
<i>Evolving communication etiquette</i>	
<i>How Generation Z communicates</i>	
6 Entertainment	67
<i>Hobbies</i>	
<i>Popular culture</i>	
7 Money	81
<i>The economic landscape</i>	
<i>The “American Dream”</i>	
<i>Generation Z’s relationship with money</i>	
<i>Banks</i>	
<i>Saving and spending</i>	
Relationships	99
8 Family	101
<i>Parenting trends</i>	
<i>The new normal is nuclear no more</i>	
<i>X raising Z</i>	
<i>From Millennials to Alphas: Sibling relationships</i>	
<i>Generation Z’s perspective on family</i>	
9 Friends and peers	113
<i>World Wide Web of friends</i>	
<i>Making friends</i>	
<i>Maintaining friendships</i>	
<i>Foes, fallouts, and feeling alone</i>	
10 Romance	123
<i>Sliding into the DMs: How Generation Z starts relationships</i>	
<i>#BAE: Generation Z in a relationship</i>	
<i>It’s complicated: Ending relationships</i>	
<i>“Hanging out” and hooking up</i>	

Mind, body, and spirit	133
11 Physical well-being	135
<i>Illnesses and diseases</i>	
<i>Healthy eating and sustainable foods</i>	
<i>Getting that kick: Soda, coffee, and energy drinks</i>	
<i>Calories and portion sizes</i>	
<i>Sedentary lifestyles and getting to 10,000 steps</i>	
<i>Lack of sleep</i>	
<i>Future of medicine</i>	
12 Mental health	145
<i>A worried generation</i>	
<i>Realism over optimism</i>	
<i>Happy?</i>	
<i>All stressed out</i>	
<i>High rates of anxiety and depression</i>	
<i>Factors contributing to mental health</i>	
<i>Counseling and support services</i>	
13 Risky behaviors	157
<i>Smoking</i>	
<i>Drugs</i>	
<i>Booze and bingeing</i>	
<i>Sexual activity</i>	
14 Religion and spirituality	166
<i>The religious</i>	
<i>Christianity</i>	
<i>Catholicism</i>	
<i>The Church of Jesus Christ of Latter-day Saints</i>	
<i>Other world religions</i>	
<i>Interfaith</i>	
<i>The unaffiliated</i>	
<i>Importance of religion</i>	
<i>The future of organized religion</i>	
Life and career preparation	187
15 Education	189
<i>The K–12 experience</i>	
<i>Higher education landscape</i>	
16 Learning	203
<i>Information literacy in the digital world</i>	
<i>Applied and practical learning</i>	

Moving from group to self-learning
Learning in an era of curated identities
Show me first and then let me try
Video-based learning
Digital distractions or learning aids?
Learning environments
Passionate and caring educators

17 Career aspirations **213**

Future landscape of work
What Generation Z wants
Try it before you buy it

18 In the workplace **227**

The ideal job candidate: Is it Generation Z?
Landing the job
Creating careers, not seeking jobs
Generation Z's career identities
Working with other generations

Making a difference **247**

19 Societal concerns **249**

Affordable, quality education
Breaking down walls, not building them
Inclusion and equality
Getting a J.O.B.
Affording life
A thriving and sustainable planet
Feeling safe and secure
Affordable and comprehensive healthcare

20 Politics **262**

Political ideologies and Generation Z
Voter turnout
Candidate of choice in 2016
Why aren't they voting?

21 Civic engagement and social change **274**

Trends in Generation Z civic engagement
Getting informed and forming opinions
Changing hearts and minds
Volunteerism
Community leadership roles
Military service

Litigation
Activism
Raising and spending money
Social innovation

22 The future and legacy of Generation Z	297
<i>What lies ahead</i>	
<i>Issues of the future</i>	
<i>Generation Z's legacy</i>	
Additional resources	313
<i>Afterword: The challenge of generational research</i> <i>(available at www.routledge.com/9781138337312)</i>	
<i>Appendix: Study methodologies</i>	
<i>References</i>	
<i>Website</i>	
Index	314