



Generation Z

Generational Concerns Among School Age & Adolescent Children

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Our Children of Today – Generation Z

- Identify characteristics of Generation Z regarding various concepts of their life as they grow up in today's environment
- Discuss the impact that the use of technology has on the health of the current generation of children and teens
- Review the new media recommendations and guidelines from the American Academy of Pediatrics
- Educate health care professionals and parents regarding the implications of new concepts of technology on the health care of school age children

What is Generation Y or Millennials?

- Born 1977-1994
- Age now: 23-40 years old
- 71 million in America
- Sophisticated, technology wise
- Racially and ethnically diverse
- Raised in dual income or single parent families

(Schroer, ND)

KEY TRAITS OF GENERATION - Y

1 SOCIAL BUFFS
54% are hooked to brands on social media

2 TECH GEEKS
52% influence their parent's buying decision for latest gadgets

3 EMOTIONALLY CHARGED
30% are emotional roller coasters who make decisions on the spot

4 CONNECTED TO PEERS
16 is the average number of co-workers Gen-Y is connected to on Facebook

5 OWNER
5th most popular job title is owner for Gen-Y

18-30 YEARS OLD

ZILLION

<http://visual.ly/key-traits-generation-y>

What is Generation Z?

- Born 1995-2012
- Age now: 5-22 years old
- 23 million in America and growing rapidly
- (25.9% of population)
- In 2020, 1/3 of US population
- Grades school more diverse
- Higher levels of technology
- Sophisticated media and computer environment
- Very internet savvy
- Other names: Post-Millennials, iGeneration, Founders, Gen Net)

EMBRACED BY GEN Z
Today's middle schoolers use mobile devices for many tasks:

78%	69%	56%	64%
CHECK GRADES	TAKE NOTES	ACCESS TEXTBOOKS	WRITE PAPERS

Schema from: <https://itslearning.com/us/category/news/>

(Schreyer, ND)

Difference between Gen Z and Gen Y Millennials



- Gen Z are better Multi-taskers
- Gen Z is less focused – attention span lower
- Millennials care more about price than Gen Z – Bargain hunters
- Gen Z are early starters – more will go straight to work force; will finish school online
- Gen Z has higher expectations, expect loyalty
- Gen Z big on individuality and are more global

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Gen Z: True Digital Natives



- Millennials were digital; their teenage years were defined by iPods and MySpace.
- Gen Z is the first generation to be raised in the era of smartphones
- World of emoji and six-second Vine videos
- More aware of privacy – do not post so openly

Generation Z

- Strong Entrepreneurial self-sustaining spirit
- Highly self-directed; higher education needed for goals
- Concerns about financial future including cost of college
- Interconnected by technology and social media – also values interpersonal interaction
- Social policy: universal healthcare, relaxed immigration laws, equal rights for all people

(Northeastern University, 2014)

Policies and Prevention Assisting Gen Z

- 40% drop in teen birth rates
- 38% drop in teens abusing drugs and alcohol
- 28% drop in teens not graduating high-school on time



(Annie E. Casey Foundation, 2016)



IBM
New!

A generational view: by 2015

Generation	Seniors	Boomers	Gen Xers	Gen Yers	Gen Zers
Born	1922 - 1945	1946 - 1964	1960 - 1980	1975 - 2000	1995 - 2009
Training	The hard way	Top much and I'll leave	Required to keep me	Continuous and expected	Playing Life
Learning style	Classroom	Facilitated	Independent	Collaborative and networked	Pocket mobile internet based
Communication	Top-down	Guarded	Hub and spoke	Collaborative	Electro-social, highly connected
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative	Global Tribe / Independent
Decision-making	Seeks approval	Team informed	Team included	Team decided	Social / Individualistic
Leadership style	Command and control	Get out of the way	Coach	Partner	RSS Protagonist
Feedback	No news is good news	Once per year	Weekly/Daily	On Demand	Continuous social sonar
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided	Lifelong use
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine	...

Technology and the Health of Children

- Time using electronic media
- Impact to brain development (Ruston, 2016)
- Posture and Mood – *iHunch, textneck, iPosture* (Cuddy, 2015)
 - Prevent by:
 - Keep head up and shoulders back when using device – may need to hold at eye level
 - Stretch and massage muscles between shoulder blades and ones along sides of neck
- Physical aspects (finger and thumb fatigue)
- Safety (walking and driving with media)

Teaching the Generation Z Child

- Sleeping , then media exposure
- 9 hours on cell phone/day
- Mobile technology affects way students learn
- Affects how material should be delivered
- Wired environment

Tools to Use to Engage Students (Teach)

- Use mobile technology and apps
- Reading assignments on tablets or smartphones
- Collaboration using social media, Tumblr, Twitter, blogs, discussion groups
- Have students create video of concept
- Utilized lab skills in classroom
- Include story telling
- Encourage self-directed learning



(Shatto & Erwin, (2016)

What Are the Recommendations?

- 1999 AAP stated "No screens before age 2"
- 2016 AAP has updated statement
- <18 months of age – no screens are best except with video chat – Facetime chats with grandparents are of benefit
- Infants and toddlers age 15 months to 2 years – treat video or app like a picture book
- 2-5 years of age - no longer than an hour a day of screen use and caregivers to take part in screen time
- School-age and Adolescents – balance media with other healthy behaviors
- Designate media-free times together – dinner, driving, bedrooms
- Discuss on-line or digital citizenship

(AAP, 2016)

AAP Media Discussion

- "Media Mentor" – teach how to use as tool to create, connect and learn
- 3 publications from AAP in November 2016 *Pediatrics* journal that support the policy statements and guidelines
 - Media and Young Minds
 - Media Use in School-Aged Children and Adolescents
 - Children, Adolescents and Digital Media

(AAP, 2016)

A Tool to Help



www.HealthyChildren.org/MediaUsePlan

<https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/pages/media-and-children.aspx>

Media Usage

- TV viewing most common but has been reduced – 2 hr/day
- 75% teenagers own smartphone
- 25% teenagers state they are “constantly connected it internet”
- 76% teenagers use at least 1 social media site (Facebook most popular)
- 70% maintain a “social media portfolio”
- 84-91% play video games

(AAP, 2016)

Risks for Media

- Obesity
- Sleep
- Internet Gaming Disorder
- Learning Influence
- Exposure and influence
- Cyberbullying, Sexting, Solicitation
- Mental Health depending on how used
- Privacy
- Parent-Child Interactions
- Safety



(AAP, 2016)

Recommendations

- Be aware of tools for sexting, cyberbullying, problematic Internet use and Internet gaming disorder
- Encourage families to set guidelines for media behaviors
- Sleep and activity time
- Discourage use during homework
- Designate media free times and places
- Discuss online citizenship and safety

(AAP, 2016)



Discussion in Pediatrician Offices

What should be discussed with children and parents during routine clinic visits? What could be discussed with children and their parents during school interactions?

Recommendations Include

- The time limit of media interaction
- Limit bedroom media access
- Co-view movies and videos with children and teens
- Develop a family home plan for entertainment media use
- Establish reasonable but firm rules about media
- Discuss special needs of vulnerable populations such as children who have ADHD or Autism for example

Recommendations Also Include

- Nutrition and media use
- Safety and use of cell phones
- Cell phone use of parents in the car
- Cell phone use by teens in the car
- Cell phone use and walking



What Happens when Child has a Computer-related Incident?

Practice P.O.I.S.E

- P = Pause
- O = Open
- I = Information Gathering
- S = Seek a Teachable Moment
- E = Educate and Encourage

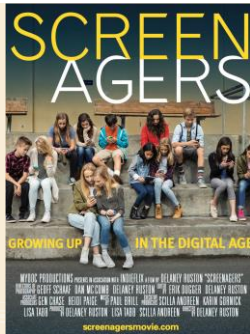
(Chen, 2013)

Random Issues

- 13 Reasons Why
 - 13 episodes of why teen commits suicide
 - Netflix show
- Teen electrocuted after playing on phone in bathtub
 - <http://www.cnn.com/2017/07/18/health/teen-bathtub-electrocuted-text-trnd/index.html>
 - "When you use an extension cord so you can plug your phone in while you're in the bath"
 - Danger: water, electricity and portable electronics
- Blue Whale Challenge Blamed for Teen Suicides
 - YouTube on what it is <https://youtu.be/lbKMYgE5rTk>
 - <https://www.facebook.com/MiamiPoliceDepartment/videos/1400133560077183/>
 - <https://www.ksat.com/news/sa-father-fears-online-game-led-son-to-commit-suicide>



ScreenAgers Documentary



ScreenAgers Documentary Discussion

Screenagers Tech Talk Tuesday

- Email every Tuesday when go to www.screenagersmovie.com
- Discussion topics related to media and children
- Recent topics
 - Does device checking cause anxiety?
 - Cellphones in preteen or teen's bedroom
 - Unplugging for 1 day – why it can be good
 - National Day of Unplugging - Sundown March 3 until sundown March 4, 2017
 - Have you or your teen ever been "ghosted"?
 - Mental health issues on social media, who is talking?
 - Is your teen clinically addicted to screen time?

So What is After Generation Z?

- Yet unnamed
- Maybe Generation Alpha
- These will be the children of Gen Y and grandchildren of older Gen X as well as younger Baby Boomers

Technology and Media is Here and Not Going Away Technology Skills to Use in the Classroom

- Create Tech-Positive Zones – Places where cellphones can be used (cafeteria, study hall, in some classrooms with teacher permission and used for class content)
- Create No-Tech Zones – Places where devices are used sparingly or with permission or not at all. But not totally banned from school
- Allow for Teacher Discretion - Teachers should model behavior and be able to determine when media can be used
- Keep Policies Flexible – Open to reconsider policies, flexible

Conclusion

- So many positive aspects of media today
- We are use to it and rely on it
- Many things have both good and not so good aspects
- Thoughts to help us guide our children of today to good practices regarding media

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