EDUCATING AND ENGAGING GENERATION Z

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WHO ARE GENERATION Z?

• Born mid 1990’s to late 2010’s.
• Never experienced life before the internet – emotional attachment (Palley, 2012).
• FOMO – trouble refraining from checking updates on phones (Roberts & Pirog, 2013).
• Technology/internet plays distinctive role within lives of Gen Z – social lives, communication, accessing information, education (Turner, 2015).
• 50% of Gen Z feel more comfortable talking to people online rather than in real life (Palley, 2012).
CHARACTERISTICS OF GENERATION Z

- Strives for equal rights - passionate about making the world a better place
- Open minded and accepting - sexuality, race, religion etc.
- Tech savvy
- Emotionally attached to the internet
- Value privacy online
- Effective multitaskers (5 screens)
- Entrepreneurial
- Career-minded
- Health conscious

(Palley, 2012; Kingston, 2014; Sparks & Honey, 2015; Loveland, 2017; Levak & Baric Selmic, 2017; Seemiller & Grace, 2017)
HOW SIMILAR ARE YOU TO GEN Z?

• What is the attention span of Generation Z? – Test your knowledge!

• How many hours a day are you exposed to electronic multimedia? – How do you compare to Gen Z?
**GEN Z AND PHYSICAL ACTIVITY**

- 32.9% of young people do less than 30 mins of PA a day.
- 20% of boys compared to 14% of girls are active every day (60 mins).
- The gap between boys and girls participation levels widens as age increases, young people age 13-16 are least likely to be active.
- Positive association between engagement in sport/PA and levels of individual development, physical wellbeing and mental wellbeing.

**SPORT ENGLAND - ACTIVE LIVES SURVEY (2018)**
GEN Z AND PHYSICAL LITERACY

The presence of positive attitudes: Years 3-11 (Ages 7-16) (Proportion who strongly agree)

The report has five key findings:

1. Physically literate children and young people are more likely to be active
   Physical literacy has five elements – enjoyment, confidence, competence, understanding and knowledge. The more elements present, the more active a child or young person is likely to be.

2. Enjoyment is the biggest driver of activity
   While all of the reported attitudes make a difference, enjoying sport and physical activity makes the biggest difference to activity levels.

3. Physically literate children and young people are happier, more resilient and more trusting of other children and young people
   The more elements of physical literacy present, the higher the levels of happiness, resilience and social trust.

4. Physical literacy declines with age
   As children and young people grow older, they report lower levels of enjoyment, confidence, competence and understanding.

5. There are important inequalities that must be tackled
   Girls and those from less affluent families are less likely to enjoy being active.
GEN Z’S ENGAGEMENT WITH SPORT

Online – highlights and live updates
• Social media e.g. Twitter, Facebook, Instagram, Snapchat
• Apps e.g. BBC Sport
• Online newspaper articles

Motivation for participation –
• Socialising
• Passion for the sport
• Enjoyment

PRELIMINARY FINDINGS

• Gen Z believe men have different assets that increase their potential to participate in sport (e.g. strength, performance oriented, achievement).
• Separate supervision and coaching can reinforce gender divisions (e.g. PE).
• Belief that more mixed interaction in sport would be beneficial for the technical development of young girls (e.g. mixed classes and teams).
Coaches believe Gen Z athletes are mostly extrinsically motivated – results, material things and social comparison.

More confident communicating via text than face-to-face or phone calls.

Visual learning – incorporating technology as a learning aid → video-based learning (Julius Yego - javelin via YouTube).

Gould, Nalepa & Mignano (2019)
HOW DO WE ENGAGE GENERATION Z WITHIN A MOOC?

- Video-based learning and intrapersonal learning – at own pace (Seemiller & Grace, 2017).
- Gen Z use social media to connect with others, reflect, have discussions, gain support (Kick, Contacos-Sawyer & Thomas, 2015; Shatto & Erwin, 2017).
- Interactivity e.g. quizzes and games, peer interaction e.g. discussion boards/forums, inclusion of social media.
- Dislikes long videos/lecture based courses, rather case studies etc. (Hew, 2016; El Said, 2017; Aparicio et al. 2019).
Task 3 - Physical Activity in European countries

Choose one of the following reports to read via the images below, and consider the following questions:

Making sure that you highlight the country, write a summary of the findings from the questions below and conclude with your thoughts on why encouraging greater participation for women is important in that particular country here.

- What are the differences between genders?
- What setting do the countries citizens usually participate in physical activity?
- What are the main motivators and barriers highlighted?

Task 2 - Grassroots and School Sports

Read the following articles on Teen Football Player and Physical Education in School and Dutch World Cup success was decades in the making via the images below.

From this, use either Twitter or Facebook to state 3 advantages and 3 disadvantages of sex-separation in school sports and grassroots sports and how this reflects the wider attitudes of the society you live within. Please use the GETZ Facebook page or on Twitter using our #GETZproject and tag us @getzproject!

GETZ Social Media pages:
ACCESSING THE MOOC

www.getzproject.eu
REFERENCES


