



Welcoming Generation Z to the Library

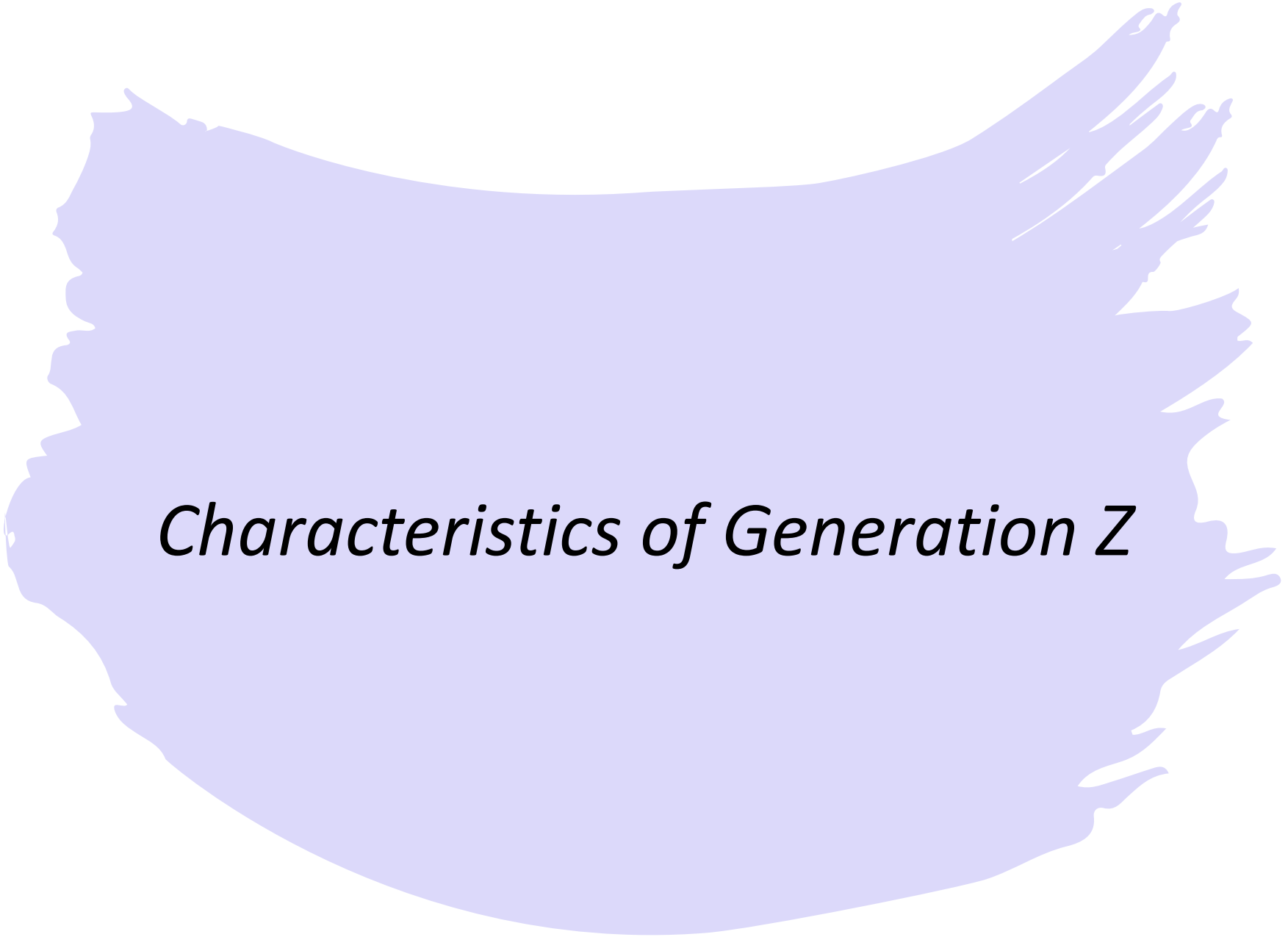
LAUREN HAYS

AN INFOPEOPLE WEBINAR

APRIL 15, 2020

Objectives

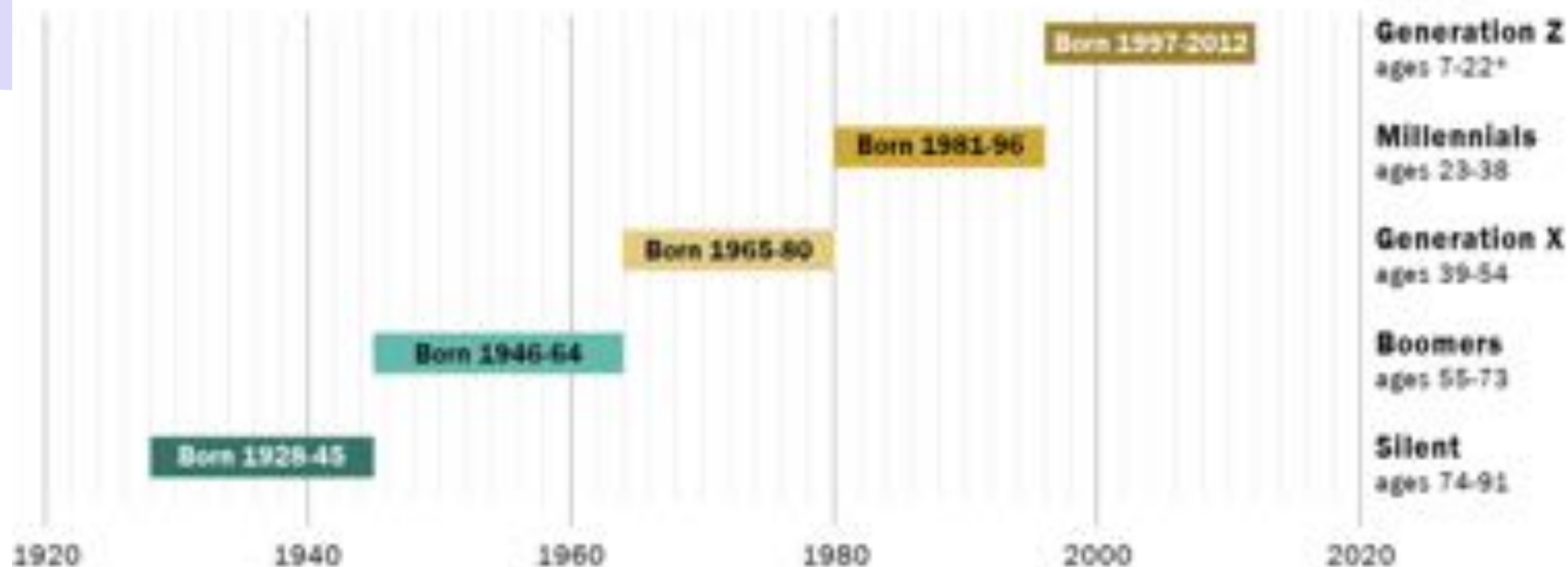
- Be able to identify characteristics of Generation Z.
- Be able to adjust current resources and services for Generation Z.
- Be able to create new resources and services for Generation Z.

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Characteristics of Generation Z

The generations defined

GENERATION AGE
IN 2019



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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Today's young people differ from yesterday's.

				
	Baby boomer 1940–59	Gen X 1960–79	Gen Y (millennial) 1980–94	Gen Z 1995–2010
Context	<ul style="list-style-type: none">• Postwar• Dictatorship and repression in Brazil	<ul style="list-style-type: none">• Political transition• Capitalism and meritocracy dominate	<ul style="list-style-type: none">• Globalization• Economic stability• Emergence of internet	<ul style="list-style-type: none">• Mobility and multiple realities• Social networks• Digital natives
Behavior	<ul style="list-style-type: none">• Idealism• Revolutionary• Collectivist	<ul style="list-style-type: none">• Materialistic• Competitive• Individualistic	<ul style="list-style-type: none">• Globalist• Questioning• Oriented to self	<ul style="list-style-type: none">• Undefined ID• “Communaholic”• “Dialoguer”• Realistic
Consumption	<ul style="list-style-type: none">• Ideology• Vinyl and movies	<ul style="list-style-type: none">• Status• Brands and cars• Luxury articles	<ul style="list-style-type: none">• Experience• Festivals and travel• Flagships	<ul style="list-style-type: none">• Uniqueness• Unlimited• Ethical

The search for the truth is at the root of all Generation Z's behavior.

'Undefined ID'

"Don't define yourself
in only one way"



Expressing
individual **truth**

'Communaholic'

"Be radically
inclusive"



Connecting through
different **truths**

'Dialoguer'

"Have fewer confrontations
and more dialogue"



Understanding
different **truths**

Realistic

"Live life
pragmatically"

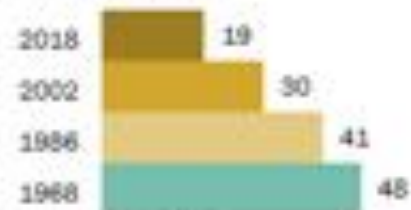


Unveiling the **truth**
behind all things

Post-Millennials less likely to work than older generations when they were young

% of children who were employed during the prior year

15- to 17-year-olds



18- to 21-year-olds



Source: Pew Research Center analysis of 1968, 1986, 2002 and 2018 Current Population Survey Annual Social and Economic Supplement (CPS/AES).

Early Benchmarks Show Post-Millennials on Track to Be Most Diverse, Best-Educated Generation Yet

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Gen Z and Library Engagement



Space Examples

Resource Access



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Gen Z and Current Resources




Focus on...

- Relevancy of services and resources
- Libraries supporting the common good
- How libraries are community-centric



Types of resources...

- More digital content
- Increase in usable space
- Focus on easy access
- Flexible and dynamic space design
- Room to work alone alongside others

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Gen Z and the Library Connection

Outreach and Programming Examples



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New Space



Community



Common Good

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Questions?

References

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