Welcoming Generation Z to the Library

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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.
Characteristics of Generation Z
The generations defined

1920  1940  1960  1980  2000  2020

Born 1928-45
Born 1946-64
Born 1965-80
Born 1981-96
Born 1997-2012

Generation Z
ages 7-22

Millennials
ages 23-38

Generation X
ages 39-54

Boomers
ages 55-73

Silent
ages 74-91

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

PEW RESEARCH CENTER
Today’s young people differ from yesterday’s.

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<tbody>
<tr>
<td><strong>Context</strong></td>
<td>Postwar</td>
<td>Political transition</td>
<td>Globalization</td>
<td>Mobility and multiple realities</td>
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<td>Dictatorship and repression in Brazil</td>
<td>Capitalism and meritocracy dominate</td>
<td>Economic stability</td>
<td>Social networks</td>
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<td>Emergence of internet</td>
<td>Digital natives</td>
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<td><strong>Behavior</strong></td>
<td>Idealism</td>
<td>Materialistic</td>
<td>Globalist</td>
<td>Undefined ID</td>
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<td>Revolutionary</td>
<td>Competitive</td>
<td>Questioning</td>
<td>“Communaholic”</td>
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<td>Collectivist</td>
<td>Individualistic</td>
<td>Oriented to self</td>
<td>“Dialoguer”</td>
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<td>Realistic</td>
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<td><strong>Consumption</strong></td>
<td>Ideology</td>
<td>Status</td>
<td>Experience</td>
<td>Uniqueness</td>
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<td>Vinyl and movies</td>
<td>Brands and cars</td>
<td>Festivals and travel</td>
<td>Unlimited</td>
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<td>Luxury articles</td>
<td>Flagships</td>
<td>Ethical</td>
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McKinsey&Company
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**

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

% of civilians who were employed during the prior year

15- to 17-year-olds

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<tr>
<th>Year</th>
<th>2018</th>
<th>2002</th>
<th>1986</th>
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18- to 21-year-olds

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

Pew Research Center
Gen Z and Library Engagement
Space Examples
Resource Access
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
Gen Z and the Library Connection
Outreach and Programming Examples
Community
Common Good
Questions?
References


