

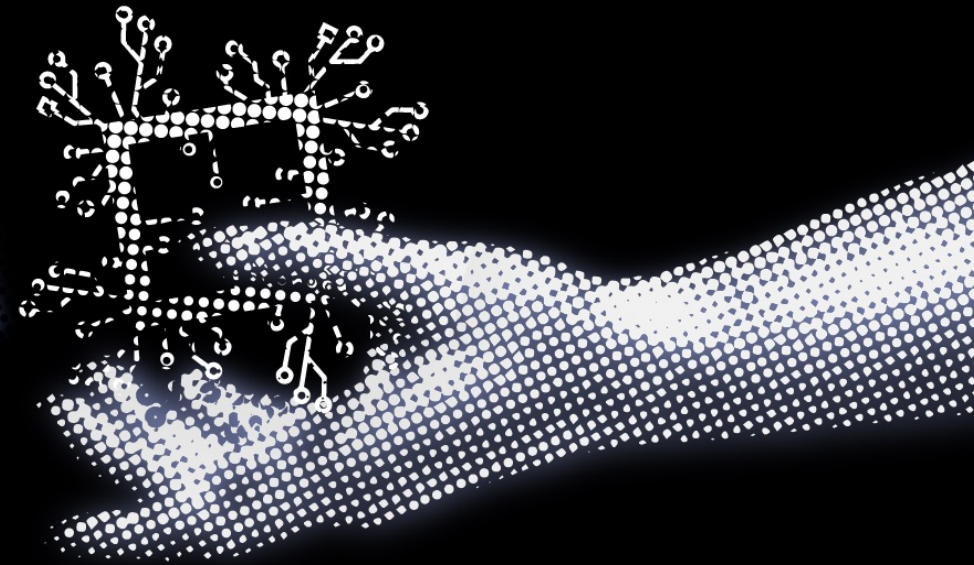
April 30th, 2024



evolvED

CATALYSTS CREATIVITY CONNECTION

GBC'S Annual
Teaching & Learning Conference



Generation Z and Higher Education

David Parker





Land Acknowledgment

George Brown College is located on the traditional territory of the Mississaugas of the Credit First Nation and other Indigenous peoples who have lived here over time.

We are grateful to share this land as treaty people who learn, work and live in the community with each other.

[Learn more about our land acknowledgement](#)

Agenda

- Introduction
- Definition of Gen Z
- Characteristics of Gen Z
- Generation Z and Education
- The Canadian Context
- Areas of Further Study
- Conclusion

Introduction

- Gen Z cohort born between 1997 and 2012
- Often referred to as the Digital Generation

Definition of Gen Z

- Following Nerina Jansen
- Described in terms of masses and elites
 - Masses are collection of average men who do not think about their circumstances
 - Elites form reference group
 - It is the picture or image that forms the elite, and not the members themselves
- Cohorts described in either time or historical context
- Means that members must be about the same age

Definition of Gen Z (cont.)

- Continuing with Jansen
- Three generations
 - Youth
 - Generation of Domination
 - Generation of Initiation
- Victoria Reynolds suggests
 - Transition between generations made be a continuum
 - Students and faculty will always clash

Characteristics of Gen Z

- Characteristics (Seemiller and Grace) of Gen Z are:
 - Honesty
 - Kindness
 - Humour
 - Fairness
 - Judgement
- Provides chart with subpoint in the notes

Characteristics of Gen Z (cont.)

- Bertolone-Smith and Spagna offer other characteristics
 - Face serious economic, academic, cultural, and personal challenges
- Lipka reports one-quarter of college students experience anxiety, but only 40% get help
- Seeking help looks like they are lazy
- Also, students don't know where to go
- Suggestions are to find alternatives to participation marks and to have more smaller assignments instead of two large ones

Generation Z and Education

- Schnackenberg points out that there is a gulf between faculty and Gen Z students
- Suggests guidance from International Society for Technology in Education
- See table in notes

Generation Z and Education (cont)

- Cites observations made by academics:
 - Gen Z students prefer collaborative work
 - They are more advanced in electronics
 - Prefer print books to e-books
 - They have the shortest attention span of any previous generation
 - They see the world through social media

The Canadian Context

- From UBC Alumni Magazine
 - Gen Z are well connected
 - Gen Z have opinions on mental health, racism, and equity
 - Angus Reid poll suggests almost half have anxiety
 - Mental health is a serious issue
 - Suicide rate is of concern
 - Gen Z classes create more responsibility for learning on the student
 - Gen Z encourages the use of AI

Areas of Further Study

- A lot of the American studies needs to be put in a Canadian context
- Suggestions on teaching need to be evaluated
- Much more material is available

Conclusion

- Gen Z pushes reinforces College initiatives in developing educational approaches
- Gen Z has mental issues that need to be taken seriously

Conference Schedule

Description	Time
Registration/Coffee/Breakfast	8:00 am - 9:00 am
Opening Remarks	9:00 am - 9:20 am
Keynote 1 - Dr. Rhonda McEwen	9:20 am - 10:30 am
Session Block 1	10:40 am - 11:40 am
Session Block 2 - 20 min	11:50 am - 12:10 pm
Lunch	12:10 pm - 1:00 pm
Keynote 2 - Dr. Ioana Literat	1:00 pm - 2:00 pm
Session Block 3	2:10 pm - 3:10 pm
Concluding Ceremonies	3:10pm - 4:00 pm