

Erasmus  
School of  
Economics

# Unlock the secrets of Different generations

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(a true Millennial or am I?)



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**Builders**  
Born: 1925-1945



**Baby Boomers**  
Born: 1946-1964



**Generation X**  
Born: 1965-1979



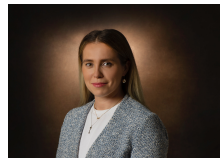
**Generation Y**  
Born: 1980-1994



**Generation Z**  
Born: 1995-2009


























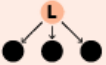
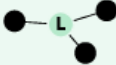
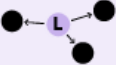
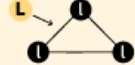



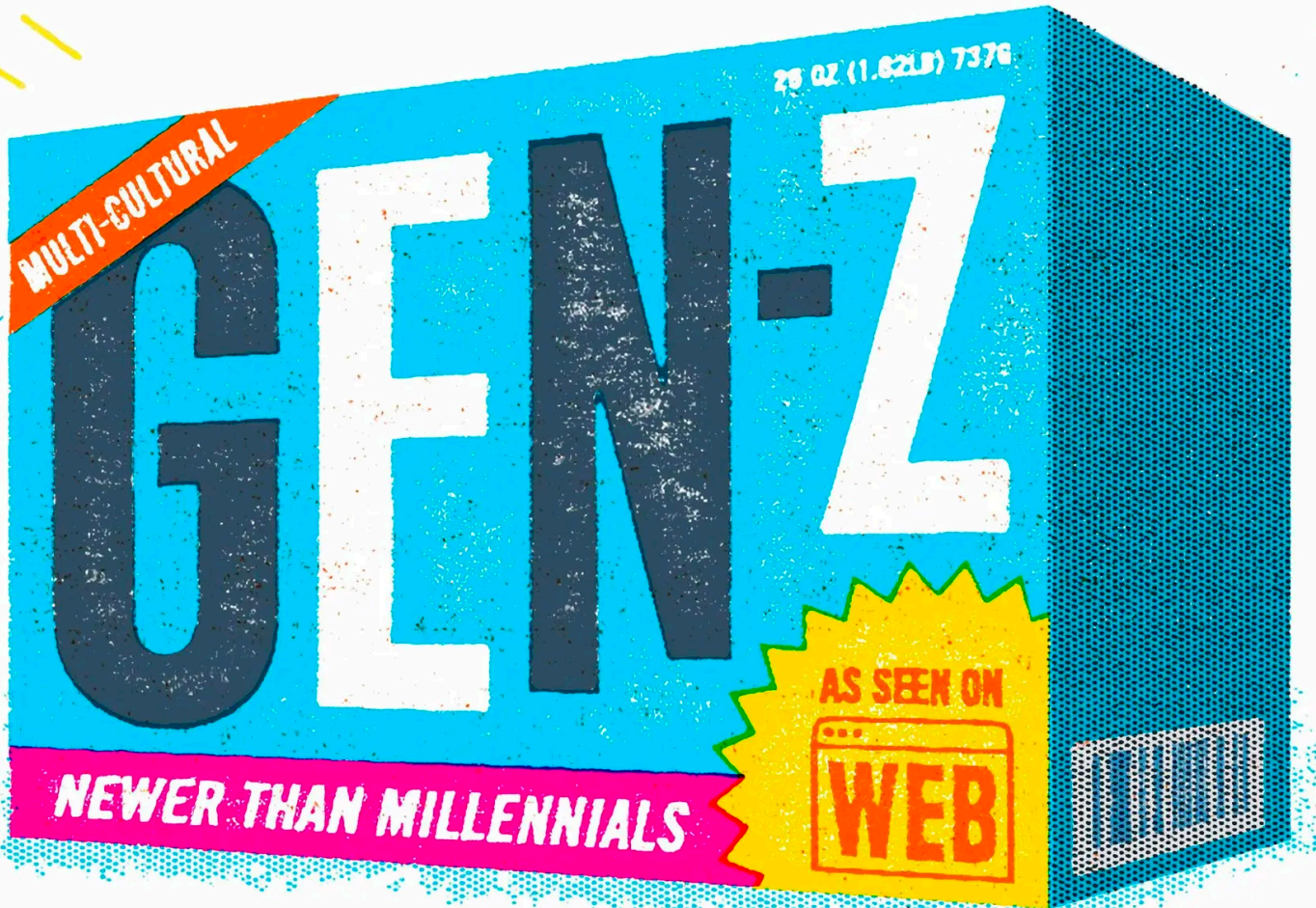
**Gen Alpha**  
Born: 2010-2024



A “Soviet born” millennial

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Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	 <i>We prefer proper English if you please</i>	 <i>Be cool</i> <i>Peace</i> <i>Groovy</i> <i>Way out</i>	 <i>Dude</i> <i>Ace</i> <i>Rad</i> <i>As if</i> <i>Wicked</i>	 <i>Bling</i> <i>Funky</i> <i>Doh</i> <i>Foshizz</i> <i>Whassup?</i>	 <i>Fam</i> <i>GOAT</i> <i>Slay</i> <i>Yass queen</i>	 <i>lit</i> <i>yeet</i> <i>hundo</i> <i>oof</i> <i>rn</i> <i>idrc</i>
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 Model T Ford Final 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)



1950

1960

1970

1980

1990

2000

2010

2020

## Used to learn new skills (daily)



48%

TikTok



46%

Instagram



42%

YouTube

## Words used to describe themselves



51%

Independent



48%

Determined



46%

Creative

## Qualities valued in a leader



58%

Approachable



57%

Clear communication



57%

Empathy

## Most important when considering a new job



75%

Accessible and approachable leadership



69%

Learning and development opportunities



67%

Career progression opportunities

## Gen Z

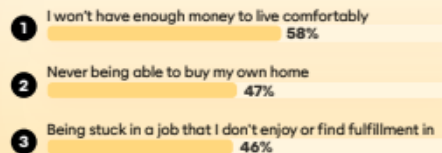
Born 1995-2009



## Top hopes



## Top fears



## Influential movies



Harry Potter



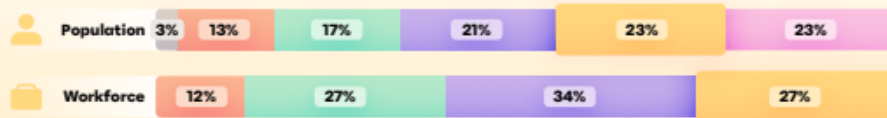
Shrek



Toy Story

## Global population and workforce %

● Builders ● Boomers ● X ● Y ● Z ● Alpha



# Gen Z - Global, Visual, Digital

Born between **1997 and 2015**, almost exclusively the children of Generation X.

Digital natives who have little or no memory of the world before smartphones. (**99% own** or have access to a **smartphone**).

First ones to believe in **protecting the planet through their purchasing decisions.**



# Gen Z - Global, Visual, Digital

**YouTube** vs GoXgle

Why would they read it when they can watch it?

**Bite sized and highly personalised**

This generation are **mobile, agile** and on average are expected to have **18 jobs across six careers** in their lifetime.



# Gen Z - Global, Visual, Digital

'nine **X** o-five'

**outcomes-based workplace that  
rewards output**

contributors to the gig economy





# Gen Z students' biggest challenges

## TOP FIVE CHALLENGES FOR TODAY'S STUDENTS

*Extremely/very challenging*

1



**72%**

High pressure to do well in exams and assessments

2



**63%**

Navigating their own mental wellbeing

3



**62%**

Preparing for unknown careers

4



**58%**

Navigating loneliness and social isolation

5



**57%**

Juggling work with study



**82%**

of students struggle with spending too much time on technology



**74%**

of students want to go off social media but haven't because they would miss out on knowing what is happening in the world around them



**65%**

of students agree social media is having a negative impact on their mental health



**jamie**

@itsjamiecho



no prestigious degree in the world will help you understand gen z marketing. you simply have to be chronically online

@goodmemethanks

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Millennials



Gen Z



Having a conversation face to face



texting someone 5 feet away

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Gen Z vs Gen Y

Fam, GOAT, Glow-up, CEO,  
Stan, W, Dank, Ghosting, Salty,  
(no) Cap, POV, TFW, L, Bop,  
iykyk, slaps, snatched, smol,  
clapback, lives rent-free, rizz

# What is algospeak on social media?

Users can replace words or phrases that may go against community guidelines and replace them with code words or even emojis. Writing with algospeak instead of the actual words allows users to avoid content moderation systems. This ensures their posts don't get flagged or removed.

Example: Leg booty: LGBTQIA+

## Labels

The Alphas

Generation glass

Upagers

Multi-modals

Global Gen

# Gen Alpha

Born 2010-2024



## Weekly births

# 2,586,000

Generation Alphas born globally each week

## Top countries of birth



## Future size & economic footprint

Once they've all been born they will number more than 2 billion, the largest generation in the history of the world.

# 2,000,000,000

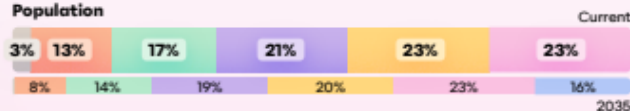
By 2029, Generation Alpha's economic footprint will reach more than US\$5.46 trillion.

# \$5,460,000,000

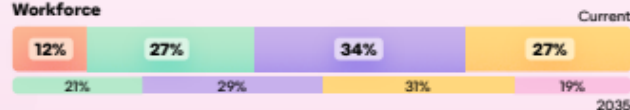
## Global population and workforce %

● Builders ● Boomers ● X ● Y ● Z ● Alpha ● Beta

### Population



### Workforce



## Incoming technology



## Timeline

2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

## Outgoing technology



## Milestones



## New jobs

Cybersecurity specialist    UX manager    Drone pilot    Blockchain developer    Data designer    Virtual reality engineer    Robotics mechanic    Sleep technician    Sustainability officer    Driverless train operator    Wellbeing manager    AI specialist    Life simplifier    Urban farmer    Space tourism agent

For more resources go to: [mccrindle.com](http://mccrindle.com)

To book a speaker for your next event go to: [mccrindlespeakers.com](http://mccrindlespeakers.com)

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# Gen Alpha

Gen Alpha is the **generation** born in or after 2010. Right now, most are under 14.

Brand influence and purchasing power beyond their years. Shape the social media landscape, are the popular culture influencers.



# Gen Alpha

They will stay in education longer, start their earning years later and so stay at home with their parents later than even their predecessors, Gen Z and Gen Y.





# Gen Alpha

From shorter attention spans to the **gamification of education**, from increased digital literacy to impaired social formation, these times impact us all but transform those in their formative years.

They will be the **most digitally savvy generation ever**. It's no wonder: screens were placed in front of them instead of pacifiers.



# Gen Alpha

According to McCrindle's **latest report**, by 2025 this generation will have more than two billion — the largest generation in history.



## **Assignment** - deepen your understanding of Gen Z comms style and its implications

- Form small groups
- Use internet, social media, etc. to observe Gen Z comms in action
- Develop a “communication profile” of Gen Z: preferred methods, platforms, language, tone, hashtags, memes, etc. Anything you can get your hands on really :) - YOU HAVE 15 MIN

**Let's discuss! Present your findings to the group, share your insights, summarise key takeaways**



## Gen Z's Snack Brands: By Category

### Other

