

## The "last" Generations

### Baby boomers, Gen X, Millennials and Gen Z



**A)** These are the names that the latest generations have been given. Have you ever heard these terms? When were they born? What do you know about them?

**Listen to this programme to find out.**

<https://www.bbc.co.uk/learningenglish/english/features/6-minute-english/ep-181004>



**Activity 1:** Complete the information:

Baby boomers .....

Generation X .....

Millennials .....

Generation Z .....

**B)** Ted Talks **What Makes "Generation Z" So Different? | Harry Beard | TEDxAstonUniversity**

**Watch the video**

<https://www.youtube.com/watch?v=gyCn3APagyU>

This Young 17-year-old entrepreneur who co-founded the generation Z marketing consultancy firm, "Future Labs", defends that Gen Zs are putting themselves at the forefront of global discourse empowering themselves through social media.



**Activity 2:** Can you think of at least three more examples of people from the past who would have had bigger chances of succeeding immediately after posting their cases in social media? Discuss in the small group about your personalities and decide on one of them to explain about to the rest of the class.

- He asks the question: Can you imagine the impact leaders of the past would have had if they had been born with the opportunities that platforms like social media give you? He mentions the examples of the Suffragettes in the early 20<sup>th</sup> century or Rosa Parks' pivotal



**Activity 3:** Discuss in pairs whether you agree with this statement. Do you know of anyone who in some way or another has been able to earn some money and/or popularity from uploading or posting their art or beliefs?

role in the Montgomery bus boycott.

- Do you agree that for the first time ever a young person is able to derive an income from their passion, as for example in music? He argues that online they are not subject to “age discrimination”, they cannot be accused of not having real-world experience.



**Activity 4:** Generation Zs are growing up super savvy. Online platforms allow them to create, learn, try, fail and publish in an easier way than before. Have you ever done any of these things? What do you do online? Which sites do you visit? Which platforms do you use? Which social media are you on? Talk to your classmate. Then join another pair and share the information.

- They are said to have an 8-second attention span. A business owner wanting to gain sales, a musician looking to attract Gen Z followers or the leader of a movement wanting to grip Generation Z will need to be socially aware promoting a 100% authentic and consistent message because, if it is not, they will see through it.
- Checking and scrolling through social media has become an increasingly popular activity over the last decade. Although the majority of peoples' use of social media is non-problematic, there is a small percentage of users that become addicted to social networking sites and engage in excessive or compulsive use. Social media addiction is a behavioural addiction that is characterized as being overly concerned about social media, driven by an uncontrollable urge to log on to or use social media, and devoting so much time and effort to social media that it impairs other important life areas.

Social networking sites provide environments that are dopamine-inducing.



**Activity 5:** Do you know of anyone who suffers from this disorder? What would you recommend them?

Social media platforms such as *Facebook*, *Snapchat*, and *Instagram* produce the same neural circuitry that is caused by gambling and recreational drugs to keep consumers using their products as much as possible. Studies have shown that the constant stream of retweets, likes, and shares from these sites have affected the brain's reward area to trigger the same kind of chemical reaction as other drugs, such as cocaine.

They can mould into more mature human beings. They are able to pursue their passions in a more impactful way than ever before.

**Small people can do big things.  
If you are a Gen Z, you have no limits!!**

### C) Generation Z

Adapted from: "Let's talk about it" Eva Vlaardingerbroek on Youtube



Watch this video

<https://www.youtube.com/watch?v=71Efm4tDwro>

**Activity 6:** Now read the summary and fill in the gaps with the words in the box

usage	rates	tweaked	impairment	killers	knowledge
self-images	countermovement	brain	shrinks		

This is a more pessimistic and negative view of today's teenagers belonging to this "Generation z" group. The speaker warns youths about the use of tech and social media.

**These are some of the ideas she mentions:**

They are said to be the saddest, loneliest and most mentally fragile age group today. This generation, which is supposed to be the most liberated, is cursed with rising <sup>1</sup> \_\_\_\_\_ of anxiety, depression and even suicide.

They spend most of their childhood with smartphones or tablets in their hands. They have been exposed to the World Wide Web every single day. Take <sup>2</sup> \_\_\_\_\_. Being

bombarded with perfect images all the time cannot do much good to anyone but especially to teenagers who are going through puberty. However, everything that you can possibly think of nowadays can be <sup>3</sup> \_\_\_\_\_. Nowadays there is a dichotomy about this topic. The perfect Instagram girl and the <sup>4</sup> \_\_\_\_\_, everyone is beautiful the way they are.

Apart from these quite visible effects, most of the effects of being on your phone all the time are more silent <sup>5</sup> \_\_\_\_\_. It makes us anti-social and stupid. Generation Zs spent approximately 9 hours per days on their phone pre Covid but after lockdown phone <sup>6</sup> \_\_\_\_\_ is estimated to have increased by 45%. Gen Zs show little interest in alcohol, partying and even sex. They act socially conservative in real life but not so much online, especially on *Tik Tok* and *Only Fans*,

The desensitization that is the consequence of nonstop telephone usage doesn't just affect our social life. It affects our <sup>7</sup> \_\_\_\_\_ capacity too. Using our phone for as little as 5 minutes a day can result in significant memory <sup>8</sup> \_\_\_\_\_ in humans, which makes sense. We don't have to remember anything. Before, repetition was the mother of <sup>9</sup> \_\_\_\_\_. This has an effect. Two-year-olds are able to unlock an iPad before they can form a proper sentence.

Because our attention span <sup>10</sup> \_\_\_\_\_, people and especially younger generations don't read much anymore.

Gen Zs see themselves as being politically engaged. The issues they say they care more about are climate, racial inequality and feminism.

Doing the same things that big tech and the world capital want you to say and do doesn't make you a rebel. It makes you a useful idiot. If you want to change society, you will have to do more!

**Activity 7:** Answer these questions from your point of view.

- How did social media use change through the pandemic?
- Why are different generations using social media?
- What are baby boomers, Gen X, Millennials, and Gen Z doing on social media?