

Generation of Snowflakes - What do we know about them?

About me

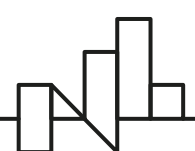


- **Lucie Sara Zavodna**
- E-mail: lucie.zavodna@vse.cz
- Prague University of Economics and Business
- Faculty of Management in Jindřichův Hradec (CZE)
- Teaching ethics, sustainability, CSR, but also marketing
- Doing research in tourism, sustainable development and management



About the project / workshop

- The aim of our workshop is to present the snowflake generation in the context of the young generation entering the job market. Throughout this event, we will explore the characteristics of this new generation through various tests that will allow us to personally assess the traits of this specific group of individuals. Additionally, we will delve into the latest scientific research focused on this generation, examining areas such as sensitivity, language skills, motivation for work and study, and other key aspects.
- This workshop event not only showcases the results of our project EHP-CZ-ICP-3-007 but also expands the perspective on the current snowflake generation and its significant characteristics. Join us to gain a deeper understanding of this intriguing generation and discuss its influential aspects.



Generations

Silent generation (narozena 1928-1945),

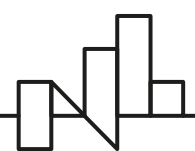
Baby Boomers (1945-1964),

Generation X – Husákovy děti (1965-1980),

Generation Y - Mileniálové (1981-1996)

Generation Z – Sněhové vločky (1995-2010)

Generation Alpha (2010 - 2025)

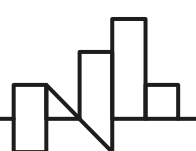




Snowflakes

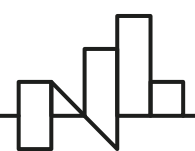
- Generation born between 1995-2010
 - 1) avid consumers of technology and cravers of the digital world;
 - 2) pragmatic;
 - 3) underdeveloped social and relationship skills;
 - 4) cautious and concerned with emotional, physical and financial safety;
 - 5) individualistic;
 - 6) increased risk of isolation, anxiety, insecurity, and depression;
 - 7) lack of attention span, desiring convenience and immediacy;
-

- 8) open-minded, diverse and comfortable with diversity; and
- 9) sedentary activism
- However, Generation Z's comprehensive reliance on online information is accompanied by insufficient ability to **critique the validity** of that information (Shatto and Erwin, 2016, Swanzen, 2018, Seemiller and Grace, 2017, Vizcaya-Moreno and Pérez-Cañaveras, 2020).
- Their **Google craving** may also have change their brain structure in such a way that they think and process information in fundamentally different ways compared to older generations



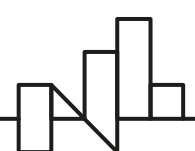
Alternative names for Gen Z

- Snowflake Generation,
- Gen-Zer,
- iGens,
- digital natives,
- net Generation,
- Zers,
- the @generation,
- pluralist generation,
- Post-Millennials,
- Tweens,
- eBay babies,
- The App Generation
- Gen Tech,
- Gen Next,
- Rainbow Generation,
- the Selfie Generation,
- the Mobile Generation,
- the 21st Century Learners,
- Generation Me,
- Generation We,
- the Homeland Generation,
- Generation Instant Gratification,
- Generation Reality TV,
- Generation of Artists



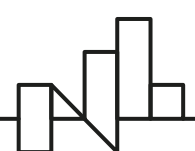
Their language

- **BRB** - "Be Right Back" –
- **BTW** – „By the Way“
- **IM(H)O** – „in my (humble) opinion“.
- **IDC** – „I don't care“
- **IDK** – „I don't know“
- **GL** – „Good Luck“
- **LOL** – „Laughing out Loud“
- **OMG** – „Oh my God“
- **OT** – nebo také „off topic“
- **THX** – „Thanks“
- **PM/DM** - "personal message" nebo "direct message"



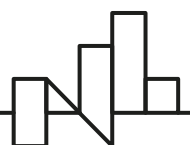
Hypersensitivity

- Hypersensitive generation
- Sensory Processing Sensitivity / Sensory Processing – the tendency to process stimuli and information more strongly and deeply
- Studies say that 15-20% of people in a generation are usually hypersensitive
- Measured using the HSPS (highly sensitive person scale) questionnaire (27 questions) – 14 or more positively marked statements



HSPS questionnaire (Aron, 1996)

- 1) I am easily overwhelmed by strong sensory input.
- 2) I seem to be aware of subtleties in my environment.
- 3) Other people's moods affect me.
- 4) I tend to be very sensitive to pain.
- 5) I find myself needing to withdraw during busy days, into bed or into a darkened room or any place where I can have some privacy and relief from stimulation.
- 6) I am particularly sensitive to the effects of caffeine.
- 7) I am easily overwhelmed by things like bright lights, strong smells, coarse fabrics, or sirens close by.
- 8) I have a rich, complex inner life.
- 9) I am made uncomfortable by loud noises.
- 10) I am deeply moved by the arts or music.
- 11) My nervous system sometimes feels so frazzled that I just have to go off by myself.
- 12) I am conscientious.
- 13) I startle easily.
- 14) I get rattled when I have a lot to do in a short amount of time.



- 15) When people are uncomfortable in a physical environment I tend to know what needs to be done to make it more comfortable (like changing the lighting or the seating).
- 16) I am annoyed when people try to get me to do too many things at once.
- 17) I try hard to avoid making mistakes or forgetting things.
- 18) I make a point to avoid violent movies and TV shows.
- 19) I become unpleasantly aroused when a lot is going on around me.
- 20) Being very hungry creates a strong reaction in me, disrupting my concentration or mood.
- 21) Changes in my life shake me up.
- 22) I notice and enjoy delicate or fine scents, tastes, sounds, works of art.
- 23) I find it unpleasant to have a lot going on at once.
- 24) I make it a high priority to arrange my life to avoid upsetting or overwhelming situations.
- 25) I am bothered by intense stimuli, like loud noises or chaotic scenes.
- 26) When I was a child, my parents or teachers seemed to see me as sensitive or shy.
- 27) When I must compete or be observed while performing a task, I become so nervous or shaky that I do much worse than I would otherwise.

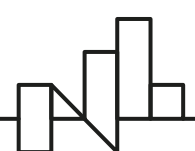


Helicopter Parents

- refers to parents who are over focused on the successes and failures of their children.
- According to researchers at Miami University in Ohio, helicopter parents tend to be overly involved in their children's life, exhibit controlling behavior, and limit their children's autonomy.
- A motivation for this parenting style is driven by the parents' worry that their child might come to harm or not flourish.
- The causes of helicopter parenting include feeling anxious for one's children, trying to overcompensate for one's own neglectful parenting, and judging your parenting skills by your children's accomplishments and behaviors.

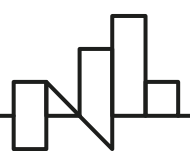


„The longest navel-cord“



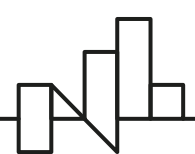
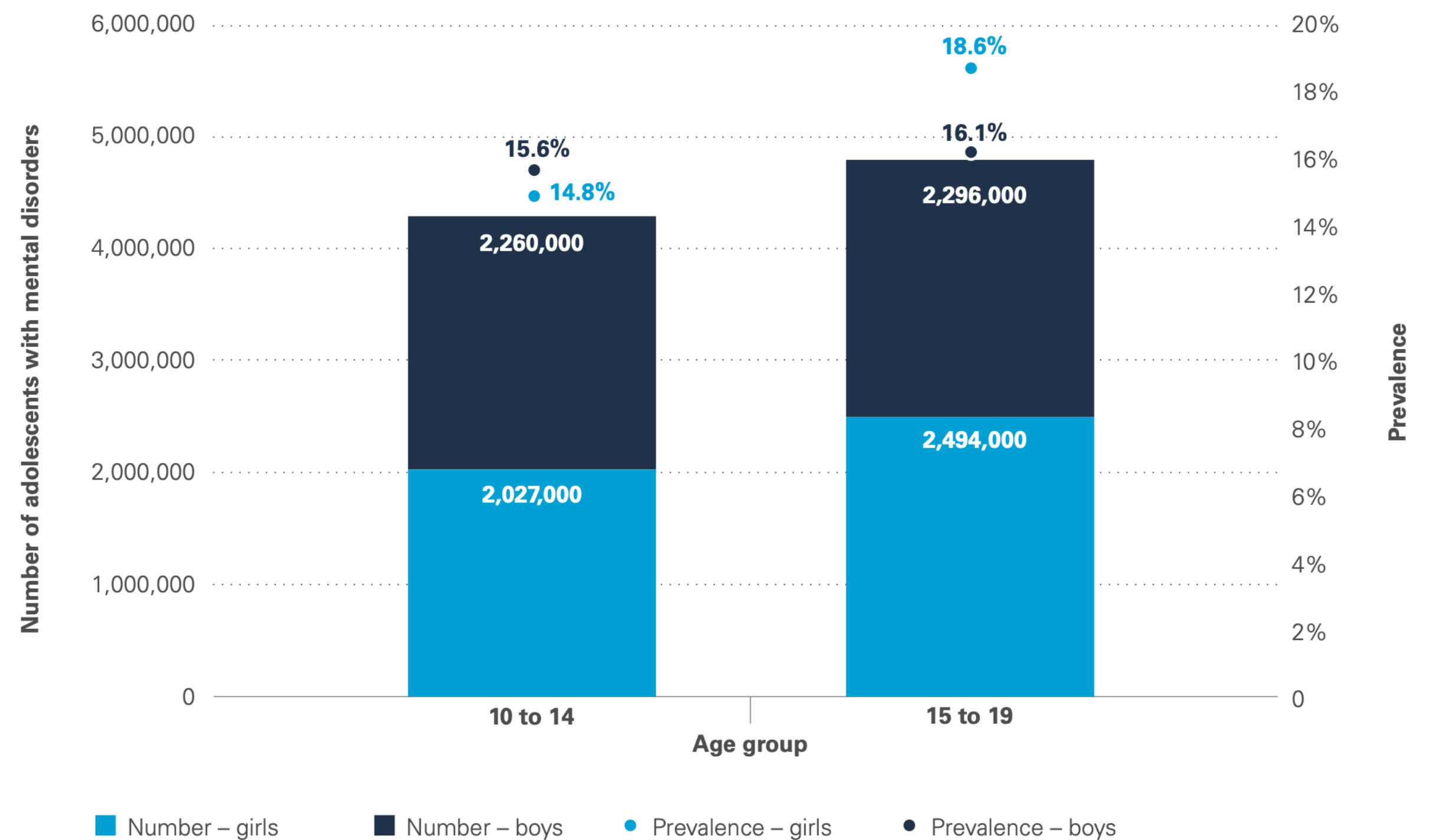
Anxiety and Depression

- In Europe today (2021), **suicide is the second leading cause** of death among young people. Boys aged 10 to 19 die by suicide at more than twice the rate of girls. Only **road injuries** take more lives of people aged between 15 and 19 years old. (UNICEF)
- Indeed, **3 adolescent lives** are lost because of mental health difficulties in Europe every single day.
- The report finds that almost **1 in 5 European boys** aged 15 to 19 suffer from mental disorders, followed by more than **16 per cent of girls** the same age.
- **Nine million adolescents** in Europe (aged 10 to 19) are living with mental disorders, with anxiety and depression accounting for more than half of all cases.



- Highest rate (10-19 age): Spain (20,8%), Netherlands, Norway, Portugal, Greece, Switzerland (18,7%), Ireland
- (these disorders: depression, anxiety, bipolar, eating, autism spectrum, conduct, schizophrenia, idiopathic intellectual disability, attention deficit/hyperactivity (ADHD) and a group of personality disorders)

Estimated prevalence and number of adolescents with mental disorders in Europe, 2019



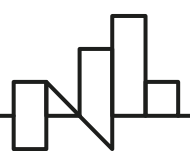
FOMO

- Members of Generation Z are referred to as “constantly connected”, suffering from FOMO (“fear of missing out”)
- FoMO includes two processes; firstly, perception of missing out, followed up with a compulsive behavior to maintain these social connections.
- FOMO is associated with worsening depression and anxiety, and a lowered quality of life.
- Nearly three quarters (75%) of young adults reported they experienced the phenomenon.
- Advertisements for products exploit the essence of FOMO because they can compel a portion of people to make impulsive purchases. Methods that capitalize on this fear include:
 - Time-limited discounts
 - Product presentation by celebrities
 - Limited editions



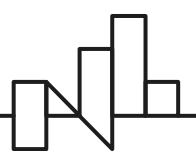
Trigger warning

- Warning about unpleasant content
- The following text, video, music will contain violence,...
- It may cause trauma or stress or other unpleasant reactions.
- For sensitive individuals or individuals dealing with trauma, depression, anxiety.



Where will we encounter the greatest challenges?

- In schools - teaching methods
- At work - work methods, interaction of multiple generations, cooperation
- In shopping (marketing)
- In terms of the number of children in the future?



Iceland 
Liechtenstein
Norway grants

Thank you!

www.eeagrants.org

Facebook, Twitter, LinkedIn, Instagram

YouTube: [EEANorwayGrants](https://www.youtube.com/EEANorwayGrants)

Mail: info-fmo@efta.int

