



# The Bedroom Culture of Gen Z

Psychological perspective and strategies to engage Gen Z

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## Who is Gen Z?

- Born in between 1995 – 2010
- **Pluralist generation** → diversity in races, religion, and cultures
- First generation who has at least one online platform within reach

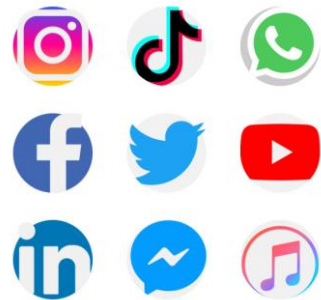




Image from TEDx Talks

## Harry Beard (TEDx Talks)

- Everything is done in their **bedroom**
- They learn more practical lessons from social media than from formal education
- Gen Z is the first generation who can pursue their passions anytime, anywhere, and across all social status
- As a result, Gen Z is very inspiring in many ways



## Bedroom Culture

- Sonia Livingstone (2007)
- Less time for young generation to be outdoor
  - Safety issue
  - Parental work
- More time at home = more screen time inside their bedroom



What makes Gen Z so different?

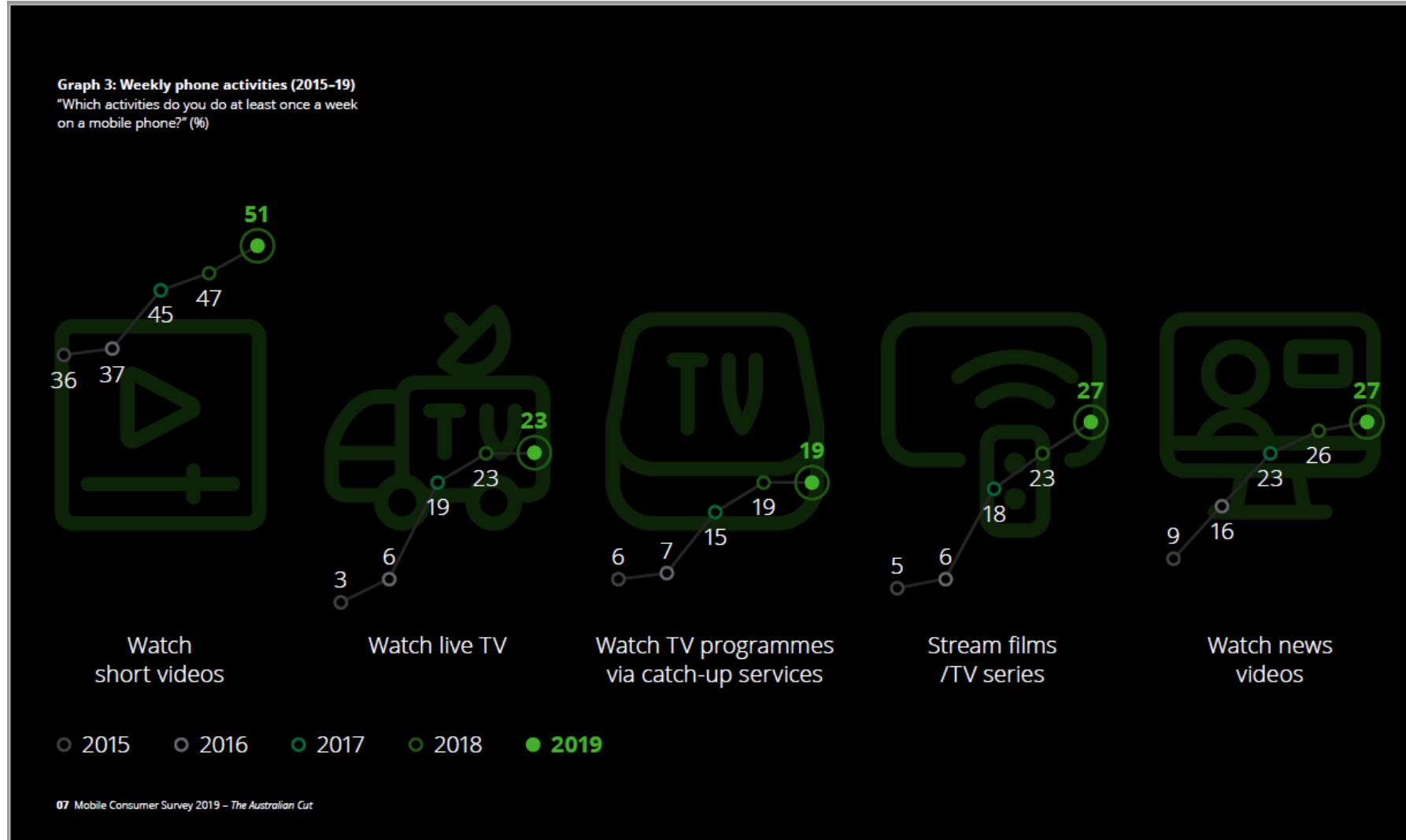
# Technology

## Digital Natives vs Digital Immigrants

- Prensky (2001)
- Gen Z was the first generation to be born and surrounded by technology → the **native speakers** of digital language
- Digital immigrants learn to adopt technology at some point in their lives → still have their **'accents'**



# Weekly phone activities (Deloitte, 2019)





## Why short video?

- Due to their short attention span of 8 seconds (Shatto & Erwin, 2016)
- Curated short videos on social media platforms: Vine's 6-second videos, Snapchat's 10-second story limit, and YouTube's 6-second pre-roll ad

## Challenges for Digital Immigrants

- Take times to adjust and learn to master the new technology
- Managing their **digital immigrants' accents**
- Comparing to the old days of living and learning
  - Technology rules
  - Mediated communication
  - Initiating offline activities for family members



# What triggers technology use among Gen Z?





## FoMO

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Fear of Missing Out

“a pervasive apprehension that others might be having rewarding experiences from which one is absent, FoMO is characterized by the desire to **stay continually connected** with what others are doing” (Przybylski, Murayama, DeHaan, & Gladwell, 2013)



## Boredom

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Boredom is another trigger for young people to use their smartphones (Al-Saggaf & O'Donnell, 2019; Oduor et al., 2019)

Related to their short attention span of only 8 seconds



## Phubbing

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'Phone' & 'snubbing' (David & Roberts, 2017)

Refer to the way smartphone users choose to engage with their devices in the middle of face-to-face social interactions (Aagaard, 2019; Al-Saggaf & O'Donnell, 2019)

Seven-minute rule (Turkle, 2015)



# *Technology for Gen Z: Good or Bad?*

## Interviews with Gen Z

"Both online and offline are fine to me. I feel like there's a **balance** between online and offline, like too much time online is not good, so I need to keep it equal between both" (CA, female, 19)

"I think online world makes everything easier, faster and more efficient. I think **offline will be better** bcs we can socialize and meet other people like family and friends in person" (AA, male, 22)



DREW ANGERER/GETTY

In Europe, smartphone ownership among young people aged 9 to 16 is 46%, according to a 2014 survey of 7 countries.

# Smartphones are bad for some teens, not all

Young people who are already struggling offline might experience greater negative effects of life online, writes Candice Odgers.



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journal homepage: <http://www.elsevier.com/locate/comphumbeh>



Full length article

### Does time spent using social media impact mental health?: An eight year longitudinal study

Sarah M. Coyne<sup>\*</sup>, Adam A. Rogers, Jessica D. Zurcher, Laura Stockdale, McCall Booth

*Brigham Young University, USA*





## Challenges for Gen Z

- Intensive mothering (Hays, 1996)
- Surveillance practices by parents – including the use of tracking apps
- Issues of autonomy, independence, and self-management
- High pressure to excel in schools and other areas

## What can we do to engage Gen Z?



- **Shorter** presentation in lectures (Ettarh et al., 2018) and let students do discussion or experiments or educational games related with the subject
- By using **visual approaches** in teaching → their brain are wired to understand complex visual imagery (Hallowell & Ratey, 2011)
- To teach **Classical Philosophy**: Create a game of philosopher's debate where students could pick out what each would say (Prensky, 2001)



Educators need to realise the changes in educational and learning process to support their talented Gen Z

## Be curious and open minded

- Previous generations shall keep their curiosity high in understanding Gen Z
- Sit down and learn with/from them → understand their language, the way they view problems and formulate the solution



# *Reclaim conversation* (Turkle, 2015)





## FR. ROB GALEA

Fr Rob Galea is an ordained Catholic Priest and is currently serving in Sandhurst Diocese, Victoria after moving to Australia from Malta, his home country. He is a singer and songwriter with an international fan base. Apart from a series of recordings and CD releases, Fr Rob has also written a number of songs for various campaigns and international conferences.

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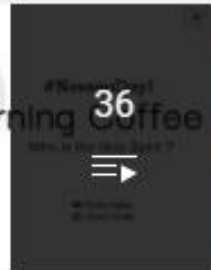
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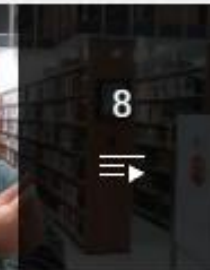
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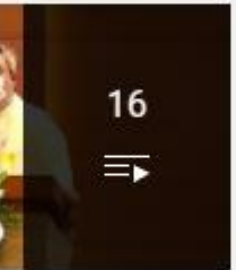
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## Referral to professionals

- Exhibiting clinical symptoms within period of time, such as: depression, anxiety or stress → impacting their physical condition
- Significant decrease in performance
- Thought of ending one's life (suicidal thoughts)
- When educators have no resources to help
- When they ask for help

A photograph of a diverse group of people in a professional setting. In the foreground, a man in a light blue patterned shirt has his hand on the shoulder of another man in a light blue shirt. They are both looking towards a group of people in the background who are smiling and engaged in conversation. The scene is brightly lit and has a warm, positive atmosphere.

“

*Every generation needs a new revolution*

Thomas Jefferson

# Thank you!

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