ATTITUDES TO SOCIALIZATION AND EDUCATION: MILLENNIALS VS GENERAZION Z

Abstract. The subject of research is the difference in main features of two modern generations: Millennials and Generation Z, especially in social and educational aspects.

Анотація. Предметом дослідження є відмінності у ключових характеристиках двох сучасних поколінь: міленіалів та покоління Z, особливо у соціальному та освітньому аспектах.

Key words: Millennials, Generation Z.

Ключові слова: міленіали, покоління Z.

Statement of the problem. The issue of understanding features, nuances and personality quirks of each generation is vital for specialists in many fields and professions, including sociologists, psychologists, marketers and business owners.

Understanding the audience helps to craft the right message on the right channels, and a deep demographic dive is especially important if young people comprise a big portion of the audience one markets to. One generation simply does not respond to offers and marketing campaigns the same way that the other does, so it is time to investigate the key differences between these groups [1].

Analysis of definitions. According to the Merriam-Webster Dictionary, the term Millennials generally refers to the generation of people born between the early 1980s and 1990s. Some people also include children born in the early 2000s [2].

The Millennial Generation is also known as Generation Y, because it comes after Generation X — are people born between the early 1960s and the 1980s [3].

There are many definitions of Generation Z, while only the timeframes of birth is the main difference among them. Generation Z (or Gen Z) is the demographic cohort after the Millennials. Demographers and researchers typically use the mid-1990s to mid-2000s as starting birth years [3]. The Merriam-Webster Online Dictionary describes Generation Z as generation of people born in the late 1990s and early 2000s.

The Pew Research Center defines Post-Millennials as born from 1997 onward, choosing this date for «key political, economic and social factors» [4].

Bloomberg News describes Gen Z as «the group of kids, teens and young adults roughly between the ages of 7 and 22» in 2019 [5].

The key findings. We now switch to the analysis of the key cultural differences between Millenials, Generation Z and Generation X. According to Urban Dictionary, Gen Z is the generation born completely within the technological age, war on terror and multiculturalism. This generation is the first true global culture as their characteristics and trend is more uniform across the globe as they become the most open-minded generation to date [10].

McKinsey studies based on the survey reveals four core Gen Z behaviors, differentiating from their forerunners, all anchored in one element: this generation’s search for truth. Gen Zeds value individual expression and avoid labels. They mobilize themselves for a variety of causes and believe profoundly in the efficacy of dialogue to solve conflicts and improve the world. Finally, they make decisions and relate to institutions in a highly analytical and pragmatic way. That is why Gen Z is sometimes called «True Gen». In contrast, the previous generation — the Millennials sometimes called the «Me Generation» — got its start in an era of economic prosperity and focuses on the self. Its members are more idealistic, more confrontational, and less willing to accept diverse points of view [11].
They may all look young, but Millennials and members of the subsequent Generation Z are markedly different in how they socialize, behave, shop, interact with brands, and view money. Gen Z sets a higher bar for expecting innovation from companies. While 80% of Millennials agree companies bring innovative products and services to market based on customer needs and values, just 71% of Gen Z agrees. Maybe Gen Z expects more innovation because they have grown up in an age of rapid innovation.

Gen Z is less likely than the millennial generation to trust companies. According to Salesforce Research, 71% of Millennials say they trust companies, while the same is applicable for 63% of Gen Z. Over half of Millennials (55%) are comfortable with how companies use their personal information, but only 44% of Gen Z agree [12].

Millennials is an optimistic generation that has often seen as being pandered to by parents and adults in their lives. Meanwhile, those in Gen Z are more pragmatic. While Millennials were raised during an economic boom, Gen Z grew up during the recession. This generation has been shaped by the economic pressure that occurred during their childhood years, when their parents and communities may have been struggling with employment and finances.

Therefore, Gen Z focuses on saving money, while Millennials are more focused on the experience. Today’s teens tend to be more highly interested in saving money than Millennials were at that age. Gen Z is attracted to purchases that maximize the value, whereas Millennials are more interested in the entire experience of buying a product [13].

Another important difference is that Gen Z prefers in-store shopping and Millennials shop online. Millennials are professional online shoppers. They pull out their smartphones or laptops anytime they want something new. However, Gen Z actually prefers to shop in stores. They like to feel and see products in person to make sure they are buying something high-quality, and they’re also keen on unique experiences that happen in stores [14].

Born 1981 through 1996, Millennials are extremely diverse generation to teach, thus the approaches to teaching must be diverse. Millennials expect to be engaged in their learning, they do not do well being passive learners. If you (as a teacher/university) do not have technology that will be part of their learning, they will go somewhere else where they can be engaged with, and interactive with, technology [15].

Millennials perceive a sharp contrast between their comfort level of technology and the technology comfort level of their teachers. These technologies include the cell phones, computers and the Internet. The trend toward Millennials using IPods and laptop computers rather than desktop computers reflects their preference toward a more portable learning environment. Millennials use texting and instant messaging (IM) to communicate with peers and set up meetings and use email to clarify course information and expectations. The Internet allows students to express ideas that they would not have voiced in class and is the preferred method of conducting research [16].

Referred to as «The Sharing Generation» or the generation «All Technology All the Time» and «Born Digital», Generation Z could not be more different than previous generations. The oldest members of this generation are now in high school and college, and have ambitious plans for their education, their careers and their lives. Searching for
authentic and meaningful experiences, Gen Z is more independent than their predecessors — turning online to research their options, yet interacting with others for insight, but ultimately — and more so than in previous generations — making their own decisions.

Gen Z is different in other ways, too. They are more practical and financially driven than their millennial counterparts, and their preference for self-learning fuels a curiosity and concern about personal fulfillment and social impact. Gen Z tends to be more financially driven than Millennials, who are more likely to define success in terms of personal fulfillment than financial statements. Gen Z, however, sees a college education as the path to a good job, and cites financing their education as one of their top concerns [17].

According to a Northeastern University Survey, 81% of Generation Z believes obtaining a college degree is necessary in achieving career goals. The primary concern for Gen Z is paying for a college education without acquiring debt. Students report working hard in high school in hopes of earning scholarships and the hope that parents will pay the college costs not covered by scholarships [18].

Both generations want to feel personally satisfied with their education and career choices, but have different priorities for achieving this satisfaction. Gen Z want their futures to reflect very specific, personal interests. Millennials, however, tend to be more extrinsic, and seek to make an impact on others. Millennials are also more likely to volunteer than Gen Z.

Hence, Generation Z is revolutionizing the educational system in many aspects. Thanks in part to a rise in the popularity of entrepreneurship and advancements in technology, high schools and colleges across the globe are including entrepreneurship in their curriculum [19].

Furthermore, Generation Z now has access to social media platforms, website builders, 3D printers, and drop shipping platforms which provides them with additional opportunities to start a business at a young age. The internet has provided a store front for Generation Z to sell their ideas to people around the world without ever leaving their house. Consequently, according to the survey, 63 percent of the respondents — all between the ages of 16 and 19 — said they want to learn about entrepreneurship in college, including how to start a business. Nearly three out of four (72 percent) said that colleges should allow students to design their own course of study or major. In addition, 42 percent said they expect to work for themselves at some point, nearly four times higher than the actual percentage of self-employed people.

Generation Z is leading the change in how learning takes place. They are a driving force in the innovation of new learning tools, teaching styles, and unlimited access to resources. And they are proving that college is headed in a direction of a more learner-centric environment where students will become the directors of their own futures. In fact, Gen Z students tend to thrive when they are given the opportunity to have a fully immersive educational experience and they even enjoy the challenges of being a part of it. For instance, 51% of surveyed students said they learn best by doing while only 12% said they learn through listening. These same students also mentioned they tend to enjoy class discussions and interactive classroom environments over the traditional dissemination teaching method [20].
Part of this change is due to the fact that they have more access to more information than the generations before them. By the time they have reached higher education, they are already well versed in current events, music popular culture, and global trends. They are well aware of the world around them and are already beginning to think through what their place in it will be.

**Conclusion.** Millennials and Generation Z differ not only in the timeframe of their birth, but also due to the divergence in political, economic, technological environment that formed distinct behavioral patterns, in their way of interaction, especially socializing and educating. Millennials tend to be self-centered, entitled, idealistic, creative, and dependent, while Generation Z can be characterized as more self-aware, persistent, realistic, innovative and self-reliant generation. The given above analysis may be projected to Ukrainian realities and help to better understand and assess the attitudes of Ukrainian youth not only in recent years, but perhaps also for the entire period of Ukraine’s independence.

**References**


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AFRICAN CHALLENGE: HIGH PRICE OF THE DECENT FUTURE

Abstract. The present article deals with main challenges, which young people in Africa face in getting high-quality education, finding a job and achieving self-realization. The author analyzes, socio-economic basis for these challenges with the help of cross-cultural analysis methodology.

Анотація. У даній статті пояснюються основні проблеми, з якими стикається молодь Африки при отриманні гідного рівня освіти, пошуку роботи та можливість молої до самореалізації. Автор характеризує соціально-економічні перенумови виникнення таких проблем через призму методології крос-культурного аналізу.

Key words: Economic, political and social challenges, unemployment, collectivism, masculinity, femininity; inequality.

Ключові слова: економічні, політичні та соціальні виклики, безробіття, колективізм, жіночність, маскулінність.

Statement of the problem. D. Acemoglu and J.A. Robinson in their book, Why Nations Fail write that global society is developing unevenly — while some get richer, happier and stronger, others must learn how to make ends meet. With every minute, the