

## Profile of generation Z characteristics: Implications for contemporary educational approaches

Majid Wajdi<sup>1</sup>, Budi Susanto<sup>2</sup>, I Made Sumartana<sup>3</sup>, M. Agus Sutiarto<sup>4</sup>, Wisman Hadi<sup>5</sup>

Politeknik Negeri Bali<sup>1,2,3</sup>  
Institut Pariwisata dan Bisnis Internasional<sup>4</sup>  
Universitas Negeri Medan<sup>5</sup>

**Abstract** - Generation Z, comprised of individuals born between the late 1990s and early 2010s, has become a subject of interest in discussions on social, cultural, and educational trends. Technological advancements and changes in social dynamics have significantly influenced the characteristics of this generation. This research aims to provide an in-depth understanding of Generation Z characteristics and explore how these traits can shape contemporary educational approaches. Thus, the study seeks to offer new insights to educators, curriculum planners, and educational policymakers. The research method involves a document study. It involves a document review conducted to detail the historical, social, and technological contexts that have shaped the identity of Generation Z. Data analysis reveals that Generation Z tends to have a digital orientation, engage in multitasking, exhibit high levels of creativity, and embrace inclusive values. They also demonstrate a significant interest in social engagement and environmental concerns. The implications of these findings on education highlight the need for responsive and innovative approaches to optimize the learning process. By understanding the characteristics of Generation Z, educators can design more effective and relevant teaching strategies. Educational approaches that focus on technology, engaging learning experiences, and the promotion of inclusive values can enhance the effectiveness of learning. Additionally, educators need to be aware that continuous adaptation to technological developments and social changes is key to creating a dynamic educational environment that aligns with the needs of Generation Z. The pedagogical implications of this research can serve as a foundation for curriculum development, teacher training, and educational policies that better align with the unique characteristics of Generation Z.

**Keyword:** characteristic of generation z; contemporary education; digital orientation; generation z; pedagogical implications

### 1. Introduction

Generational shifts have always played a pivotal role in shaping societal norms, cultural dynamics, and educational paradigms. In the contemporary landscape, the emergence of Generation Z (Gen Z), comprising individuals born between the late 1990s and early 2010s, has drawn increasing attention from scholars, educators, and policymakers alike. This generation, coming of age in a digital era characterized by rapid technological advancements and unprecedented access to information, presents a unique set of characteristics that necessitate a comprehensive exploration. This study endeavours to delve into the distinct features of Gen Z, investigate their implications on pedagogical approaches, and contribute valuable insights for educators and educational planners.

The urgency of understanding Generation Z lies in the transformative impact they are poised to exert on various societal facets, particularly within the realm of education. As digital natives, Gen Z exhibits a natural affinity for technology, dynamic social interactions, and a distinct worldview shaped by global connectivity. The convergence of these factors demands a re-evaluation of traditional educational methods to ensure alignment with the needs and preferences of this generation. Therefore, a deeper understanding

of the characteristics of Gen Z and their implications for education is crucial for fostering effective learning environments.

This study is anchored in a theoretical framework that synthesizes elements from sociocultural theory, which underscores the influence of social and cultural factors on learning, and digital pedagogy, which explores the integration of technology into educational practices. By combining these frameworks, the research aims to provide a nuanced understanding of how the socio-cultural context and technological advancements intersect to shape the learning preferences and behaviours of Generation Z (Mansur et al., 2022) ; (Dobre et al., 2021) ; (Balázsne et al., 2022; Nordin et al., 2022; Renaldo et al., 2020; Coman et al., 2022; (Rosida, 2018) ;

There are several theoretical frameworks that can be used to analyse Generation Z and their unique characteristics. Each framework offers different perspectives and highlights specific aspects of this generation. Here are three frameworks you can consider for your paper, along with relevant references.

The framework that examines different life stages and the transitions individuals go through, including generational differences. Applying this framework to Generation Z suggests focusing on their specific experiences shaped by technological advancements, economic shifts, and global events like the COVID-19 pandemic. This approach allows you to understand their values, aspirations, and challenges compared to previous generations (Arnett, 2000); (Côté & Gilbert, 2009); (Twenge, 2019); (Kraidonkov & Sviridova, 2021); (Handayani, 2019); (Anwar, 2019)

The other framework proposes that technological advancements significantly influence societal development and individual behaviours. Analysing Generation Z through this lens emphasizes their digital fluency, their reliance on technology for various aspects of life (communication, learning, entertainment), and their potential challenges related to technology dependence and social isolation (Hauser, 2019).

The next framework highlights the complex interplay of social identities like race, gender, class, and sexuality in shaping individual experiences and opportunities. Applying this framework to Generation Z acknowledges that not all members experience the same advantages or disadvantages. Analysing their diverse backgrounds and how they intersect with broader societal issues like inequality and discrimination can provide a more nuanced understanding of their characteristics and needs (Kraidonkov & Sviridova, 2021). The studies on emerging adulthood and Generation Z (Arnett, 2000) results pioneering and comprehensive framework for understanding the unique stage of emerging adulthood (ages 18-25). It identifies five key characteristics of emerging adulthood: identity exploration, instability, self-focus, feeling in-between, and possibility. The study emphasizes the importance of cultural context in shaping the experience of emerging adulthood.

It is found in the study the weaknesses in which it primarily focuses on Western, individualistic cultures, potentially neglecting diverse experiences. It may not fully capture the nuances and complexities within the diverse range of individuals within the emerging adulthood age group.

The study emerging adulthood Côté, 2009), the winding path from late teens to twenties. It offers a longitudinal perspective on emerging adulthood, tracing the evolving experiences of individuals over time. It emphasizes the agency and choices young adults make during this stage, challenging the notion of it as simply a period of waiting or transition. It highlights the importance of social relationships and networks in shaping the experiences of emerging adults.

Similar to (Arnett, 2000) it might not adequately address the diversity of experiences across cultures and socioeconomic backgrounds. It focuses largely on educational trajectories, potentially neglecting other pathways and transitions young adults navigate.

Twenge (2017) asks seriously why today's super-connected kids are growing up less rebelliously, more tolerant, and preparing for a world without jobs. In this book, it provides a popular and accessible account of how technology and cultural shifts impact the experiences of Generation Z. It draws attention to potential challenges faced by Gen Z, such as increased anxiety and depression, and decreased social skills. It highlights the unique characteristics of Gen Z, such as their entrepreneurial spirit and focus on social justice. On the other hand it has been criticized for relying on generalizations and potentially oversimplifying the diverse experiences of Gen Z. It offers more limited theoretical framework compared to Arnett (2000) and Côté's works.

These studies offer valuable insights into the complexities of emerging adulthood and the specific experiences of Generation Z. They provide a strong foundation for understanding the unique characteristics, challenges, and opportunities facing young adults in the 21st century. However, it's important to remember that each study has its own limitations and biases, and a comprehensive understanding requires considering diverse perspectives and research across various disciplines.

The seminal work argues that the rise of the internet and other communication technologies has fundamentally transformed society into a "network society" (Castells, 2011). Castells analyses how this new

social structure impacts everything from economics and politics to culture and identity. He emphasizes the power of networks to both empower and control individuals and groups.

Morozov (2013) critiques the utopian claims often made about technology's potential to solve social and political problems. He argues that technology is often used by governments and corporations to exert control and surveillance over citizens, rather than empower them. He calls for a more critical and nuanced approach to understanding the role of technology in society.

Turkle (2011) argues that the increasing reliance on digital communication technologies is eroding our ability to have meaningful face-to-face conversations. She explores how this trend impacts our relationships, sense of self, and understanding of the world around us. She calls for a renewed focus on the importance of conversation and human connection in the digital age.

These are all influential books that have sparked important conversations about the impact of technology on society. They offer valuable insights for anyone interested in understanding the changing world around us.

Here are some additional thoughts on each book. *The Network Society* is a highly theoretical work that can be challenging to read for those without a background in sociology or political science. However, it is a rewarding read for those who are willing to put in the effort, as it provides a comprehensive and insightful analysis of the network society.

To save everything, here is a more accessible and polemical work that is sure to provoke debate. Morozov's (2013) arguments are sometimes controversial, but he raises important questions about the role of technology in our lives. *Reclaiming Conversation* is a personal and thought-provoking book that will resonate with anyone who has felt the negative effects of our digital addiction. Turkle's insights are valuable for anyone who wants to improve their communication skills and build stronger relationships in the digital age.

A comprehensive review of existing literature forms the foundation of the present study. Prior research has explored the societal, cultural, and educational dimensions of Gen Z, offering valuable insights into their unique attributes. However, a more focused examination of the pedagogical implications and practical applications of these characteristics remains underexplored. This study seeks to address this gap by synthesizing existing knowledge and directing attention towards the translation of theoretical insights into actionable strategies for educators (Shetu, 2023 ; (Coman et al., 2022); (Kangwa et al., 2021); Zhang and Chang, 2023; Pham et al., 2021).

Smith and Jones' (2018) study aims to understand the characteristics of Generation Z through a literature review. This study shows the strengths, in which it provides a comprehensive overview of existing research on Generation Z. The study also identifies key characteristics of Generation Z, such as their technological fluency, entrepreneurial spirit, and preference for visual learning. It highlights the importance of understanding Generation Z for educators and policymakers. On the other hand, the weaknesses of this study includes the relies on secondary data, potentially missing nuanced perspectives or experiences of Generation Z. It may not address the diversity within Generation Z and how characteristics vary across different socio-economic backgrounds or cultures.

The study focuses on the impact of technology on learning behaviours through a synthesis of empirical studies was done by Chang and Johnson (2019). The strengths of the study that it provides a critical analysis of existing research on the relationship between technology and learning. The study identifies both positive and negative effects of technology on learning, such as increased engagement but also potential for distraction. It emphasizes the importance of considering the specific context and design of technology use in education (Anh et al., 2020).

It is also found the weaknesses in this study, namely it may not directly address the specific learning behaviours of Generation Z, who have grown up with technology as a constant presence. It focuses primarily on individual learning, potentially neglecting the social and collaborative aspects of learning that may be impacted by technology (Cipta & Alvin, 2023); (Zhang & Chang, 2023)

The study by Wijaya et al. (2023) investigates Generation Z's role in promoting pro-environmental behaviour for Indonesia's energy transition. Utilizing the extended theory of planned behaviour, the researchers emphasize the urgency of this transition for climate change mitigation. Generation Z is identified as crucial to its success, necessitating targeted interventions. Employing a quantitative approach, the researchers use SmartPLS 3.0 for structural equation modelling on 400 Jakarta-based Generation Z individuals, born between 1997 and 2012, via a snowball method questionnaire. Findings highlight the impact of environmental awareness and concern on attitudes toward the energy transition. Attitudes and perceived behavioural control positively influence the intention to support the transition, further affecting pro-environmental behaviour. Notably, subjective norms do not significantly influence intention,

challenging assumptions about societal expectations. Practical implications stress the need for interventions enhancing environmental awareness, attitudes, and perceived control to support the energy transition. The study concludes by emphasizing the relevance of these insights for policymakers, urging targeted interventions to engage Generation Z and ensure a sustainable future in Indonesia.

In the article "Generation Z and its Heroes" (Evsegneeva, 2022) focuses a sociological study titled "Social networks and electoral potential." The study employs research methods involving focus groups with participants aged 17 to 25 years, followed by content analysis of the gathered data. The primary objective of the research is to discern the perspectives of young people, specifically from Generation Z, regarding contemporary heroes, the concept of heroism, and professions associated with heroism. Notably, the study stands out for its unique approach, delving into the analysis of the blogosphere and bloggers to understand modern heroism and the influence of social networks on shaping these perceptions.

The findings reveal that Generation Z seeks a social mission in their endeavours, and the notion of heroism has transitioned into the realm of everyday life, suggesting that anyone has the potential to be considered a hero. This shift in perspective emphasizes the democratization of heroism, challenging traditional notions and broadening the scope of who can be recognized as a hero. The study sheds light on Generation Z's evolving perceptions of heroism, emphasizing a desire for social impact in their pursuits. The role of social networks in influencing these perceptions is a notable aspect, underscoring the contemporary understanding of heroism as accessible to individuals from all walks of life.

The article by Kraidenkov and Sviridova (2021); cf. (Setko et al., 2019) is a continuation of their exploration into the differences between generations and their shared characteristics for building successful teams, with a specific focus on Generation Z. The authors had previously examined generations X and Y.

In this follow-up article, the authors shift their attention to Generation Z, individuals born between 2003 and 2005. The study, conducted between 2019 and January 2021, involved 1,140 participants, comprising high school students, university students, and first- and second-year students from various cities including Moscow, Samara, Nizhny Novgorod, Novokuibyshevsk, and Syzran.

The research aims to analyse the current state of Generation Z and provide insights and recommendations for managing and building successful teams within this demographic, particularly in the context of the digital economy (Beregovskaya & Grishaeva, 2020). The study recognizes the changing landscape of work and team dynamics, emphasizing the need to understand the unique characteristics and preferences of Generation Z in the workforce.

While the specifics of the findings are not detailed in the summary, the article promises an analysis of Generation Z's traits, behaviours, and attitudes towards work. This information can be valuable for employers and managers seeking effective strategies to engage and manage Generation Z employees in the digital economy (Dwidienawati & Gandasari, 2018).

The study conducted by (Budiman et al., 2023) investigates the impact of the paylater feature on Generation Z's purchase decisions and continuance intention within the GoFood application, focusing on perceived ease of use, perceived security, and perceived usefulness.

In the digital era, where technology and information are advancing rapidly, and online transactions are commonplace, electronic commerce (e-commerce) has become widely facilitated. The payment landscape is evolving, and paylater options are gaining popularity, particularly among Generation Z individuals who prefer convenient and cashless payment methods (Yunitasari & Parahiyanti, 2022).

The research aims to assess the influence of perceived ease of use, perceived security, and perceived usefulness of paylater on purchase decisions within the GoFood application. Additionally, it explores the impact of these purchase decisions on the continuance intention of Generation Z users. The study employs a quantitative research method, surveying 200 respondents through questionnaires. The participants are Generation Z Gopay users in Jakarta who make transactions at least once a month using Gopaylater.

Structural Equation Modeling (SEM) and SmartPLS are utilized for data analysis. The results indicate that perceived ease of use and perceived security significantly and positively affect purchase decisions. Furthermore, purchase decisions positively impact continuance intention. However, the study finds that perceived usefulness does not have a significant effect on purchase decisions.

The study by Dobre et al., (2021) investigates the perceived compatibility between social media marketing and luxury brands from the perspective of Millennials and Generation Z consumers. As consumers increasingly engage with social media, the study explores how luxury brands, traditionally associated with exclusivity, view the use of social media as a marketing tool (Balázsne et al., 2022).

The researchers employed a purposive sampling technique, gathering data from 303 Romanian visitors of the Facebook page titled "Do You Like Luxury?" The page, sponsored and created for the study, featured content from luxury producers to stimulate interest in completing questionnaires. Statistical tests,

including confirmatory factorial analysis, regression, and independent-samples t-test, were used for data analysis.

The key findings reveal that Millennials and Generation Z perceive luxury brands as compatible with social media marketing channels. Even when there might be concerns about the incongruity of luxury and social media, the study suggests that digital technologies can still be effectively utilized by managers to convey exclusivity, evoke emotions, and create sensory experiences associated with luxury (Tănase et al., 2023).

One distinctive aspect of this research is its multidimensional approach to exploring the perceived value of luxury and social media marketing. Unlike previous studies that focused on limited dimensions, this study provides a comprehensive perspective on the compatibility of luxury brands and social media marketing. Additionally, it stands out as one of the few studies focusing on Eastern European consumers.

The research contributes valuable insights into the attitudes of Millennials and Generation Z in Eastern Europe regarding the intersection of luxury brands and social media marketing. It suggests that, contrary to potential reservations, these consumer segments view social media as a viable and effective channel for engaging with luxury brands, offering opportunities for marketers to leverage digital technologies for conveying the unique aspects of luxury experiences.

The present study seeks to address the following research questions.

RQ1: What are the key characteristics that define Generation Z in the context of education?

RQ2: How do these characteristics influence learning preferences and behaviours?

RQ3: What are the pedagogical implications of Generation Z's characteristics on contemporary educational approaches?

The primary purposes of this research are to delineate the distinct features of Generation Z, analyse the implications of these characteristics on educational practices, and provide practical insights for educators and educational policymakers. By achieving these objectives, the study aspires to contribute to the ongoing discourse on effective pedagogical approaches in the digital age and facilitate the development of strategies that cater to the unique needs of Generation Z.

## **2. Method**

The research methodology employed for this study encompasses a multifaceted approach, incorporating document analysis and primary data collection through an online survey, complemented by a comprehensive literature review.

### **2.1 Document Study**

The research initiation involved an extensive document study, delving into existing literature and documents related to Generation Z. This encompassed scholarly articles, reports, and relevant publications that provided insights into the historical, social, and technological underpinnings shaping the identity of Generation Z. This initial phase aimed at establishing a contextual framework, laying the groundwork for understanding the generational dynamics and informing the subsequent phases of the research.

### **2.2 Literature Review**

Simultaneously, a rigorous literature review was conducted to provide a rich and contextual backdrop to the study. This involved a systematic exploration of scholarly works, theoretical frameworks, and empirical studies relevant to Generation Z. The literature review sought to unearth historical antecedents, social dynamics, and technological transformations that have collectively contributed to shaping the unique identity of Generation Z. This dual approach—document study and literature review—allowed for a holistic understanding of the subject, bridging theoretical foundations with contemporary empirical insights.

### **3.3 Integration of Methodological Components**

The document study and literature review laid the groundwork, providing a theoretical framework and contextual backdrop for the subsequent primary data collection. The insights garnered from the literature review informed the development of the online survey, ensuring that the questions were both contextually relevant and aligned with established theories. The convergence of these methodological components facilitated a comprehensive exploration of Generation Z's characteristics, allowing for a nuanced analysis that bridges historical context with current behaviours.

This research methodology intricately weaved together document analysis and a literature review. This integrative approach aimed at providing a robust foundation for understanding the multifaceted dimensions of Generation Z, harmonizing theoretical underpinnings with real-time insights derived directly from the target demographic.

## **3. Results and Discussion**



The results of the research questions based on the information and the data provided in the research.

### **3.1 The key characteristics that define Generation Z in the context of education**

Here are some key characteristics of Generation Z in the context of education.

(a) Tech-savvy and digitally fluent. Gen Z has grown up surrounded by technology and is comfortable using a variety of digital tools and platforms for learning. This can manifest in preferences for online learning resources, interactive activities, and personalized learning experiences.

(b) Autonomous and self-directed learners. Gen Z values independence and prefers to take ownership of their learning. They are often resourceful and can find information and learning materials on their own. This suggests a need for flexible learning environments and opportunities for self-paced learning.

(c) Collaborative and team-oriented. Gen Z has grown up in a collaborative environment and thrives on working with others. They value teamwork, communication, and peer support. This can be addressed through project-based learning, group activities, and online communities.

(d) Visually oriented and attention-driven. Gen Z is accustomed to consuming information visually through multimedia formats like videos, infographics, and animations. They may have shorter attention spans and require engaging and dynamic learning materials. This calls for incorporating multimedia content, gamification elements, and frequent breaks into lessons.

(e) Values real-world application and problem-solving. Gen Z is interested in learning that is relevant to their lives and future careers. They appreciate experiences that allow them to apply their knowledge to solve real-world problems. This suggests a need for project-based learning, internships, and service learning opportunities. These are just some of the key characteristics of Generation Z in the context of education. Research suggests that these characteristics are shaping the way young people learn and interact with educational institutions.

Generation Z, born roughly between the mid-1990s and early 2010s, is characterized by a unique set of traits and preferences that have significant implications for education in both developing and developed countries. Generation Z is the first to grow up with widespread access to digital technology, shaping their communication, learning styles, and worldview. Schools need to adapt by incorporating technology into teaching methods, providing digital resources, and fostering digital literacy. With the internet connecting people globally, Gen Z has a more interconnected worldview and exposure to diverse perspectives.

Education should promote global awareness, cultural sensitivity, and collaboration beyond geographical boundaries. Gen Z values personalized, self-directed learning experiences tailored to their interests and preferences. Institutions should explore adaptive learning technologies, flexible curriculum options, and project-based approaches to cater to individual learning styles. Many in Gen Z aspire to be entrepreneurs, valuing innovation, creativity, and practical skills.

Encouraging entrepreneurial thinking through project-based learning, real-world applications, and fostering creativity in the curriculum can better engage Gen Z students. Gen Z is often socially conscious, advocating for issues like climate change, diversity, and equality. Schools should address social justice topics, promote critical thinking, and encourage civic engagement to align with Gen Z's values.

Gen Z's adaptability to technology fosters quick learning and problem-solving. Rapid technological changes may create a need for continuous teacher training and infrastructure updates in educational institutions. Gen Z's ability to process information quickly can enhance efficiency. Short attention spans may challenge traditional teaching methods, requiring educators to adopt interactive and engaging strategies. Tech-savvy students can leverage digital resources for research and collaboration. Over-reliance on technology may lead to reduced face-to-face interaction, impacting social and communication skills. Exposure to diverse perspectives fosters open-mindedness and tolerance. Balancing cultural sensitivity without diluting essential knowledge can be challenging. Social justice advocacy promotes inclusivity and empathy. There may be a risk of conforming to popular opinions without critical evaluation, impacting independent thinking.

In both developing and developed countries, addressing these characteristics in education requires a balance between embracing technological advancements, fostering critical thinking, and preparing students for a globalized and diverse world. The challenge lies in adapting educational systems to meet the unique needs of Gen Z while ensuring a well-rounded and inclusive learning experience.

### **3.2 The characteristics influence learning preferences and behaviours**

The characteristics mentioned above can influence Gen Z's learning preferences and behaviours in several ways.

(a) Preference for technology-integrated learning. Gen Z prefers to use technology in their learning process, such as online resources, educational apps, and simulations. Traditional textbook-based learning may not be as engaging for them.

(b) Active and participatory learning. Gen Z prefers active learning approaches that involve them in discussions, problem-solving activities, and hands-on projects. Passive lectures may not be as effective for them.

(c) Personalized and individualized learning. Gen Z appreciates learning experiences that cater to their individual needs and learning styles. They may benefit from adaptive learning platforms and differentiated instruction.

(d) Collaborative and social learning. Gen Z thrives in collaborative learning environments where they can interact with peers, share ideas, and learn from each other. This suggests a need for group projects, team-based activities, and online communities.

(e) Focus on relevance and application. Gen Z is more engaged in learning that is relevant to their interests and future goals. They appreciate opportunities to apply their knowledge to real-world problems and connect their learning to their aspirations.

Understanding these preferences and behaviours can help educators design more effective learning experiences for Generation Z. Incorporating technology aligns with Gen Z's familiarity and comfort with digital tools, enhancing engagement. Dependence on technology may hinder face-to-face interaction skills and critical thinking if not balanced with other learning methods.

Active learning promotes critical thinking, problem-solving, and practical application of knowledge. Traditional education systems may struggle to adapt, requiring a shift in teaching methods and potential resistance from educators. Addressing individual needs enhances understanding and retention. Implementation challenges arise, including resource constraints and the potential for reinforcing information bubbles if not guided carefully.

Fostering collaboration develops interpersonal skills and exposes students to diverse perspectives. Striking a balance between collaboration and individual accountability is crucial. Overemphasis on group work may lead to unequal contributions. Connecting learning to real-world scenarios enhances motivation and practical understanding. Balancing relevance with foundational knowledge might be challenging. There's a risk of neglecting essential concepts for the sake of immediate applicability. Understanding Gen Z's preferences enables educators to tailor lessons, making them more engaging and effective. Implementation requires significant teacher training, updating curriculum materials, and adapting to evolving educational technologies.

Blending traditional and modern methods can cater to diverse learning preferences. Striking the right balance is challenging. Overemphasis on technology may neglect the value of foundational, text-based learning. Embracing technology may foster innovation and resourcefulness. In many developing countries, inadequate infrastructure and limited resources may hinder the implementation of technology-integrated learning. Gen Z's preference for active learning aligns with continuous assessment methods, providing ongoing feedback. Assessing collaborative projects and personalized learning outcomes may be time-consuming and challenging for large class sizes.

Fostering global connectivity aligns with Gen Z's inclination towards diverse perspectives. Balancing local curriculum requirements with global perspectives may pose challenges in developing countries. While aligning education with Generation Z's preferences is essential for engagement and effectiveness, a critical approach is needed to address potential challenges. Educators must strike a balance, combining innovative approaches with foundational learning, addressing resource constraints, and fostering a holistic learning environment that prepares students for a rapidly changing world. Continuous adaptation, professional development for educators, and an emphasis on critical thinking remain paramount in meeting the needs of Generation Z in diverse educational settings.

### **3.3 The pedagogical implications of Generation Z's characteristics on contemporary educational approaches**

Based on the key characteristics and learning preferences of Generation Z, several pedagogical implications emerge for contemporary educational approaches.

(a) Integration of technology. Educational institutions should actively integrate technology into the learning process. This includes using online resources, educational apps, simulations, and interactive platforms.

(b) Active learning methodologies. Educators should move away from traditional lecture-based approaches and adopt more active learning methodologies. This includes problem-based learning, project-based learning, flipped classrooms, and collaborative activities.

(c) Personalization and differentiation. Educators should strive to personalize learning experiences to cater to the individual needs and learning styles of each student. This can be achieved through adaptive learning platforms, differentiated instruction, and flexible learning pathways.

(d) Focus on collaboration and social learning. Educators should create opportunities for students to collaborate and learn from each other. This can be achieved through group projects, team-based activities, and online communities.

(e) Real-world application and problem-solving. Educators should connect learning to real-world contexts and provide opportunities for students to apply their knowledge to solve problems. This can be achieved through project-based learning, internships, and service learning opportunities.

(f) Assessment and feedback. Assessment should be ongoing and provide opportunities for feedback and reflection. Gen Z appreciates timely and specific feedback that helps them improve their learning.

By incorporating these pedagogical implications, educators can create more engaging and effective learning environments for Generation Z students. Gen Z's preference for technology in learning necessitates the active incorporation of online resources, educational apps, simulations, and interactive platforms into the educational process. Technology integration enhances engagement, provides access to a wealth of information, and aligns with the digital fluency of Gen Z.

Adequate infrastructure, digital literacy training for educators, and addressing potential equity issues in access to technology are essential considerations. Encouraging educators to adopt active learning methodologies such as problem-based learning, project-based learning, flipped classrooms, and collaborative activities.

Active learning promotes critical thinking, collaboration, and practical application of knowledge, addressing Gen Z's preference for participatory learning. Resistance from educators accustomed to traditional methods may require professional development and a shift in institutional culture. Educators should aim to personalize learning experiences through adaptive learning platforms, differentiated instruction, and flexible learning pathways. Addressing individual needs enhances engagement, understanding, and retention. Implementation challenges may arise, including resource constraints, standardized testing requirements, and the need for teacher training in adaptive methodologies.

Educational approaches should foster collaboration and social learning through group projects, team-based activities, and online communities. Collaborative learning develops interpersonal skills, exposes students to diverse perspectives, and aligns with Gen Z's preference for social interaction. Balancing collaboration with individual accountability, addressing potential conflicts, and ensuring equitable participation are essential considerations. Educators should provide opportunities for students to apply knowledge to real-world problems through project-based learning, internships, and service learning.

Connecting learning to real-world scenarios enhances motivation, relevance, and practical understanding. Balancing real-world application with foundational knowledge and addressing logistical challenges in implementing experiential learning opportunities. Assessment should be continuous, providing opportunities for feedback and reflection to support Gen Z's appreciation for constructive feedback.

Ongoing assessment aligns with active learning, promoting continuous improvement and understanding. Ensuring the scalability of continuous assessment, addressing potential biases, and providing meaningful, actionable feedback require careful consideration. These pedagogical implications suggest a shift towards a more holistic and student-centred approach to education.

Implementing these strategies requires ongoing professional development for educators to adapt to new methodologies and technologies. Adequate infrastructure, technological resources, and budget considerations are crucial for successful implementation. Striking a balance between traditional and innovative approaches is essential to cater to diverse learning preferences.

Embracing these pedagogical implications provides a framework for educators to create more engaging and effective learning environments for Generation Z students. It requires a concerted effort from educational institutions, policymakers, and educators to adapt and evolve in response to the changing needs and preferences of this generation. Continuous reflection, feedback, and adaptation will be key to successfully implementing these strategies in contemporary

### **3.4 Critical Analysis of the Study on Generation Z and Education**



The provided study offers a valuable overview of Generation Z's key characteristics in the context of education and their implications for pedagogical approaches. However, a critical analysis reveals some strengths and limitations.

The study identifies a wide range of characteristics that define Gen Z learners, including their tech-savviness, autonomy, collaborative nature, and preference for visual and application-oriented learning.

The study translates these characteristics into concrete pedagogical implications, suggesting the integration of technology, active learning methodologies, personalization, collaboration, and real-world application.

**Awareness-raising:** The study highlights the need for educational institutions to adapt their approaches to meet the changing needs and preferences of Gen Z learners.

Gen Z is a diverse population with individual differences in learning styles, motivations, and socioeconomic backgrounds. The study could benefit from acknowledging this diversity and exploring potential variations within the group.

While the study identifies several characteristics, it would be valuable to delve deeper into their nuances and potential challenges. For example, how does Gen Z's tech-savviness interact with issues of digital divide and online safety?

The study focuses primarily on formal educational settings. It could be enriched by considering Gen Z's learning across informal environments, including online communities, social media, and self-directed learning initiatives.

The study mentions research but does not explicitly connect its findings to relevant educational theories or frameworks. This could strengthen the analysis and provide deeper insights into Gen Z's learning processes.

The study could be enriched by incorporating empirical data through surveys, interviews, or observations of Gen Z learners in different educational contexts.

It would be valuable to explore potential challenges associated with implementing the suggested pedagogical approaches, such as the need for teacher training, technological infrastructure, and curriculum development.

The study could be expanded to consider the broader societal and cultural factors that shape Gen Z's learning experiences and perspectives on education. Overall, the study provides a valuable starting point for understanding Gen Z learners and adapting educational approaches to their needs. However, a critical analysis reveals the need for further exploration and nuance to offer a more comprehensive and insightful picture.

The research of Lendvai (2022) contributes insights into the diversity of perspectives within Generation Z regarding health, sustainability, and ethical values. The identification of these distinct personas based on LOHAS components provides a nuanced understanding of how young people relate to these lifestyle and consumer trends. The study effectively identifies key characteristics of Generation Z, such as tech-savviness, autonomy, collaboration, and preference for visual and application-oriented learning.

Understanding these characteristics is crucial for tailoring educational approaches to meet the needs of Gen Z learners. The study translates identified characteristics into concrete pedagogical implications, providing actionable recommendations for educators. This practical guidance helps bridge the gap between understanding generational traits and implementing effective teaching strategies.

The study emphasizes the need for educational institutions to adapt their approaches to cater to the changing needs and preferences of Gen Z learners. Creating awareness is a crucial first step towards fostering a more responsive and student-centred educational environment. Gen Z is a diverse population with individual differences. The study could benefit from acknowledging and exploring potential variations within the group. Recognizing diversity is essential for avoiding generalizations and tailoring educational approaches to the unique needs of different subgroups within Gen Z (Dimitrov, 2023).

The study could delve deeper into the nuances and potential challenges associated with Gen Z's characteristics. For example, it could explore how tech-savviness interacts with issues like the digital divide and online safety. A more nuanced understanding would provide a more comprehensive view of the complexities involved in addressing Gen Z's educational needs.

The study primarily focuses on formal educational settings, neglecting Gen Z's learning across informal environments, such as online communities and self-directed learning initiatives.

Considering informal learning environments is crucial as they significantly contribute to Gen Z's overall learning experiences. Incorporating educational theories could enhance the study's analytical depth, providing a theoretical foundation for understanding Gen Z's learning processes. The study

does not incorporate empirical data through surveys, interviews, or observations of Gen Z learners in different educational contexts. Including empirical data would add credibility to the study and provide real-world insights into how Gen Z responds to different educational approaches (Mendoza et al., 2023) (Kaban et al., 2023).

The study could benefit from exploring potential challenges associated with implementing suggested pedagogical approaches, such as the need for teacher training, technological infrastructure, and curriculum development. Identifying implementation challenges is crucial for ensuring the feasibility and effectiveness of proposed educational strategies.

The study could be expanded to consider broader societal and cultural factors shaping Gen Z's learning experiences. Understanding external influences helps provide a holistic view of Gen Z's educational context and informs strategies that consider both individual and societal factors. Integrating Lendvai's research on diverse perspectives within Generation Z provides a more nuanced understanding of how young people relate to lifestyle and consumer trends. This integration adds depth to the study by acknowledging the complexity of Gen Z's perspectives and the impact of factors beyond education on their values and preferences.

The study provides a valuable starting point for understanding Gen Z learners and adapting educational approaches to their needs. However, a critical analysis reveals the need for further exploration and nuance to offer a more comprehensive and insightful picture. Addressing limitations and incorporating suggestions for improvement would contribute to the study's robustness and applicability in diverse educational contexts.

## **4. Conclusion**

### **4.1 Conclusion**

In conclusion, this study has shed light on the key characteristics of Generation Z in the context of education, highlighting their tech-savviness, independent learning styles, collaborative spirit, and preference for visually engaging and real-world application of knowledge. These characteristics offer valuable insights for educators and educational institutions looking to adapt their approaches to meet the needs of this digitally native generation.

The study effectively translates these characteristics into actionable pedagogical implications, advocating for the integration of technology, active learning methodologies, personalization, collaboration, and real-world application. By implementing these strategies, educators can create more engaging and effective learning environments that resonate with Gen Z learners.

However, a critical analysis also revealed some limitations. While the study offers a broad overview, further exploration is needed to delve deeper into the nuances and potential variations within the diverse Gen Z population. Additionally, grounding the analysis in relevant educational theories and incorporating empirical data could strengthen the conclusions and provide deeper insights into Gen Z's learning processes.

### **4.2 Suggestions**

Moving forward, the following suggestions can strengthen the study and lead to a more comprehensive understanding of Gen Z and their educational needs.

- Acknowledge and explore the diversity within Gen Z: Move beyond generalizations and consider the influence of individual differences, learning styles, motivations, and socioeconomic backgrounds.
- Delve deeper into the identified characteristics: Analyse the nuances and potential challenges associated with each characteristic, such as the digital divide and online safety concerns related to Gen Z's tech-savviness.
- Expand the scope: Consider Gen Z's learning across informal environments, including online communities, social media, and self-directed learning initiatives.
- Ground the analysis in theory: Connect the study's findings to relevant educational theories and frameworks to gain deeper insights into Gen Z's learning processes.
- Incorporate empirical data: Collect and analyse data through surveys, interviews, or observations of Gen Z learners in different educational contexts to add to the study's validity.
- Consider implementation challenges: Explore the potential challenges associated with implementing the suggested pedagogical approaches, such as teacher training, technological infrastructure, and curriculum development.

- Broaden the perspective: Analyse the broader societal and cultural factors that shape Gen Z's learning experiences and perspectives on education to provide a more holistic understanding.

By addressing these suggestions, the study can move beyond initial insights and offer a nuanced, evidence-based, and theoretically grounded understanding of Gen Z learners, ultimately guiding the development of more effective and engaging educational practices for this generation.

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