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## ANALYSING GENERATION Z COMMUNICATION ATTITUDES, VALUES AND NORMS

**DR. ZOLTÁN PEREDY**, Head of the Engineering Institute, Edutus University  
e-mail: [peredy.zoltan@edutus.hu](mailto:peredy.zoltan@edutus.hu)

**DR. LÁSZLÓ VIGH**, Head of the Department for Business Management,  
Edutus University  
e-mail: [vigh.laszlo@edutus.hu](mailto:vigh.laszlo@edutus.hu)

**WEI QUINGYU**, BSc. Student, Edutus University, Department for Business Management  
e-mail: [qiongyu\\_358495066@qq.com](mailto:qiongyu_358495066@qq.com)

**JIANG MUYI**, BSc. Student, Edutus University, Department for Business Management  
e-mail: [1902453019@qq.com](mailto:1902453019@qq.com)

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### ABSTRACT

Generation is a group of people who have similar birth years, life experiences, and cultural influences. Generation Z is the current generation that has attracted much attention from researchers. People born between 1995 and 2012, referred to as Generation Z, grew up alongside significant technological advancements in communication and they have special behavioral patterns in real life differing the elderly generations. Generation Z respondents hold unprecedented, unexpected attitudes, values and norms including awareness of the negatives of technology use, differences in personal preferences and professional behaviors, self-regulation of technology use, and concern for boundaries between personal and work life. They are completely awakened by the social responsibilities towards society, knowledge of laws, rules and regulation, they are extremely digital indigenous, technology savvy, challenging, adventurous, active decision maker, leadership skill and talented. Through in-depth analysis and case studies gaining insight a new perspective for understanding the true nature and motivational driving forces of special cohort. This has significant implications for policy makers, business managers helping them to improving the communications with Generation Z avoiding misunderstandings in the future, raising their recruitment, onboarding and working efficiency or predict their potential consumer preferences, winning this group via the social media channels for long-term economic benefits in the following decade.

*Keywords:* Generation Z, Communication habits, digital indigenous, talented, preferences

### 1. Introduction

The way people communicate has evolved significantly over the years, and each generation has contributed to this evolution in its unique way. Generations can be divided separately. It is a group of people who are geographically related. They have experienced some major social, technological and cultural events while growing up. They have a common collective memory

and views on the world, life, and values are similar, so they have certain common characteristics, for example Generation X. Y. Z. As times change, consumer groups are also showing intergenerational changes, the growing Generation Z has attracted a lot of attention, and many brands have even begun to move closer to Generation Z in order to gain the attention of this group. The term “Generation Z” refers to the group of people born between 1995 and 2012. They’re currently between the ages of 10 and 27 years. They are the first generation to have grown up with access to the internet and digital technology, applying the “smart solutions”, which has highly influenced how they interact with their environment. Members of Generation Z are more racially and culturally diverse than any previous generation, and they are on track to be the most educated generation ever. Gen Z wants purpose and accountability, more chances for diverse and disadvantaged groups, and more rigorous sustainable and green standards than any other generation (Janssen, Carradini 2021). Based on the above mentioned facts, you have to clarify some important questions if you intend to interact effectively with the members of Generation Z. either on the workplace or in any other area of the life. These questions include: What kind of generation is Generation Z? How do we capture the hearts of these high-profile new era consumers? How can we resonate with Generation Z? Their communication styles and preferences have been shaped by the digital age.

This paper provides overview about the main distinctive features of Generation Z communication, focusing on the impact of technology, social media, and its implications for society. Furthermore, it suggest recommendations for exploitation of the future potential opportunities and avoiding the hidden unknown pitfalls.

## **2. Methodology**

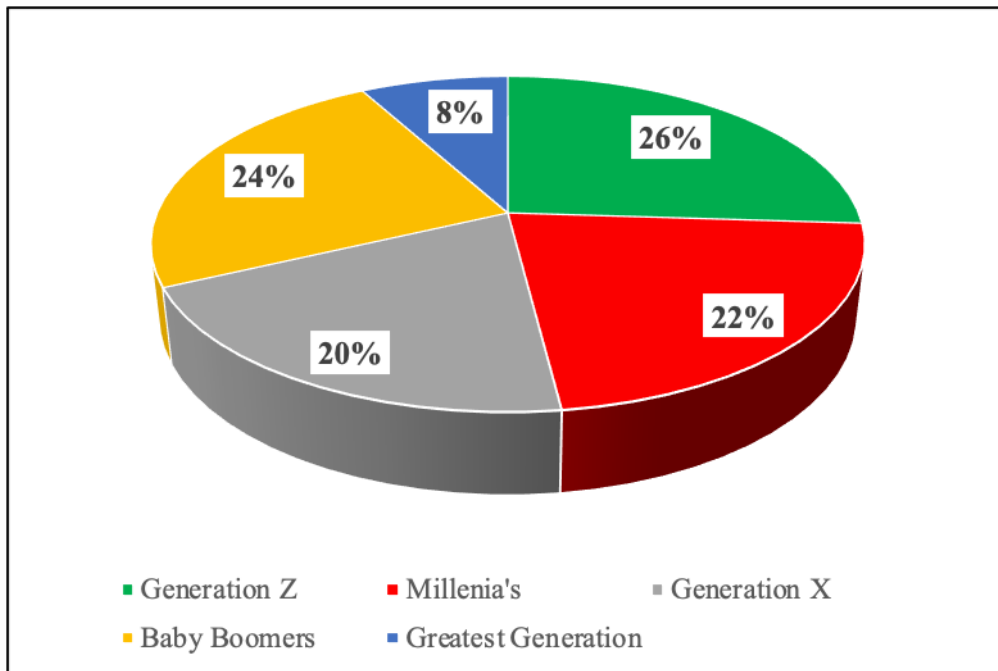
In this paper, the authors made top-down approach deductive research strategy, which means studying the available relevant theoretical literatures as reference base, gathering and structuring data and draw conclusions. The main methodology was quality research techniques based on secondary or “desk” research analyzing scientific publications, studies, online literature sources. For easier understanding the complexity and the practical meaning of the communication habits of Generation Z issues, the authors highlighted a “mini case study” as well. The conclusions and suggestions made during this analysis in this article reflect the private professional opinion of the authors.

## **3. Generation Z in brief**

Some relevant and interesting statistocal data about this group. Generation Z constitute 26% of the total population across the world. Besides this group will composing a total of 27% of the workforce by 2025. 97% of all Generation Z individuals learn about new products from social media. 58% of Generation Zers would want to have a good work-life balance. 55% of the Gen Z population chooses eco-friendly and socially responsible brands. In the US, Gen Zers are expected to account for 40% of consumers. Furthermore, 59% of Gen Zers have enrolled in college as opposed to 53% of millennials (OECD 2021; Branka 2024), Groupmembers of Generation Z are not yet considered the mainstay of society, but they have become the absolute mainstream in the Internet field. As time goes by, they will surely become the mainstream of society in the future.

No matter your age, as long as you are under the wave of the Internet, your life will inevitably be affected by Generation Z. To seriously understand Generation Z is not only to break one's own inherent thinking, but also to understand the future of the entire society. The below Figure 1. depicts the ratio of different generations (age cohorts) among the whole population.

Figure 1. Generational Age Cohort (2022)



Source: Own edition based on (Branka 2024)

To understand the generation Z, we should first to understand the generation X and generation Y, what are the differences between them, as well as to identifying what are their main characteristics and every generation's communication preferences and styles, largely influenced by the technological and societal developments during their formative years. The title of the book *Tales for Accelerated Culture* (1991), in which the author focuses on describing and portraying the attitude of this generation ("Generation X" was roughly born from 1965 to 1980 (Coupland 1991; Strawser 2021). Since, they cannot predict their future and are unwilling to engage in and adopt the occupation and lifestyle that have adapted to their parents' generation. In this way, the quality of their lives becomes "unknown" or "nihilistic". For this reason, the author calls this generation "Generation X" (X stands for "unknown number"). Generation X grew up in a pre-digital era, so they are comfortable with both traditional and digital communication methods. They often rely on face-to-face communication, phone calls, and email, the traditional way of communication is dominant.

Generation Y (Generation Y: 1981-1995) refers to young Americans born from the 1980s to the beginning of this century. "Generation Y" is optimistic and confident, persistent and frank, independent-minded and knowledgeable. They have characteristics: a natural sense of superiority, concentration and individualization, strong self-awareness (even the words "I" are indispensable), high income, and spending money like water. At the same time, the rapid development of information technology has taken root extensively and deeply in this era. "Generation Y" is full of e-mail, QQ, ICQ and MSN (some people also call this generation "Generation E"). It is difficult for them to imagine the era in which their predecessors lived without mobile phones, the Internet, computers, video game consoles, radios, stereos and other household appliances. (On the contrary, "Generation Z they have rich technical knowledge and have the ability to understand beyond their predecessors. We have reason to believe that "Generation Y" will use their ingenuity to make the world a better place. The communication styles of Y and generation Z are not very different, they both grew up in the

rapidly developing internet era, compared with generation X, generation Y is better at using internet.

Generation Z, often abbreviated as Gen Z, refers to the demographic cohort that comes after the Millennial generation and is typically defined as the group of people born between the mid-1990s and the early 2010s. However, precise dates defining this generation can vary slightly depending on different sources. Gen Z is characterized by having grown up in a world that is highly digital, connected, and technologically advanced. They are sometimes referred to as "digital natives" because they have never known a world without the internet, smartphones, and other digital technologies. Key characteristics and traits commonly associated with Generation Z are summarized in the Table 1.

*Table 1.* Main behavioral patterns of Generation Z

Name	Brief description
Digital Native	Gen Z individuals have grown up with technology as an integral part of their lives, and they are highly proficient in using digital devices and online platforms
Technologically Savvy	They are adept at using a wide range of digital tools, apps, and social media platforms.
Diversity	Gen Z is known for its diverse and inclusive mindset, valuing diversity in all aspects of life, including race, gender, and sexual orientation.
Socially Conscious	This generation often displays a strong awareness of social and political issues, actively engaging in online activism and advocating for change.
Entrepreneurial	Gen Z is marked by a desire for independence and a willingness to be entrepreneurial, often seeking side hustles or alternative career paths.
Short Attention Spans	They are accustomed to quickly scrolling through content and tend to have shorter attention spans, making short-form content like TikToks and short videos appealing.
Visual Communication	Gen Z places a significant emphasis on visual communication, often using emojis, GIFs, memes, and videos to express themselves.
Global Connectivity	They use technology to connect with people and cultures from all around the world, which contributes to their global perspective.
Individuality	Gen Z values individual expression and personal branding, often using social media to curate their online identities.
Online Gaming	Online gaming is a significant mode of social interaction, providing them with a unique platform for communication and collaboration.

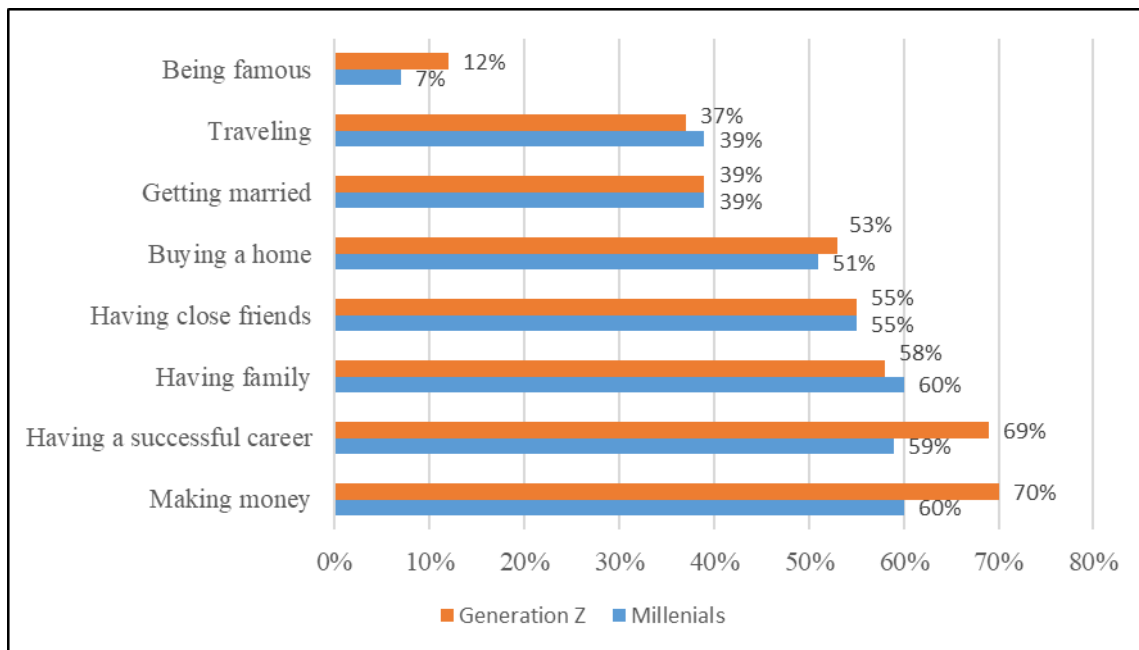
*Source:* Own edition based on (Chillakuri 2020; Janssen, Carradini 2023; Jayatissa 2023).

From the above definitions of different generations, we can initially understand the differences in the communication methods of people of different eras. Their differences based on technological changes. Besides, it's important to understand that while these characteristics

are commonly associated with Generation Z, there is significant diversity within the generation, and not every individual will exhibit all of these traits. Generational labels provide broad insights into trends and behaviors, but individual experiences can vary widely.

The background of Generation Z is shaped by the social, technological, and cultural influences that have characterized the world during their formative years. The oldest of Generation Z (1995-2010) is 28 years old this year and the youngest is 13 years old. When the first generation of Generation Z was born, it was 28 years ago, that is, in 1995 - the rise of the Internet industry and the beginning of the initial Internet boom. Germination and heating up. Although it experienced the "Internet Bubble" five years later, the technology industry still quickly adapted to the new environment, carried out changes, and continued to move forward. Over the past 28 years, the world has become increasingly connected to the Internet, small companies such as Facebook and Google have gradually grown into industry giants, and electronic products such as mobile phones and laptops have become cheaper, smaller, faster and wireless. In the year 1995, Netscape Communications became the first browser company to go public, Yahoo was officially established, Amazon opened an online bookstore, and eBay and Craigslist were also officially launched. Among the technology giants, Sony launched the PlayStation game console outside Japan, while Microsoft also launched the Internet Explorer browser and Windows 95 operating system. In 2009, the mobile Internet kicked off. A year later, APPs sprung up like mushrooms after a rain. Generation Z began to get used to surfing the Internet on mobile phones. In the following years, various social software, public accounts, graphics, music, videos, and audio content were completed. There has been a big outbreak, so Generation Z "grew up in an era of rapid technological development. They became registered users of the Internet before they were born. They often toddled with electronic toys in their hands." This digital immersion has fundamentally shaped their communication preferences. They are comfortable using various devices and applications to interact with others, blurring the lines between physical and digital communication. One of the most prominent features of Generation Z's communication is their heavy reliance on social media platforms. Social media has become the primary arena for connecting with friends, family, and the wider world. Platforms like Facebook, Instagram, Twitter, Snapchat, and TikTok have revolutionized the way they interact, share information, and express themselves. It is worth to pointed out that Generation Z facts, 70% of post-millennials see making money as a priority for their future, compared to 60% of millennials who prioritize the same thing. On the other hand, 12% of the younger generation would want to be famous, as compared to 7% of millennials that feel the same thing. The Figure 2. reflects the different ambitions among two generation cohort (Generation Z and Millenials).

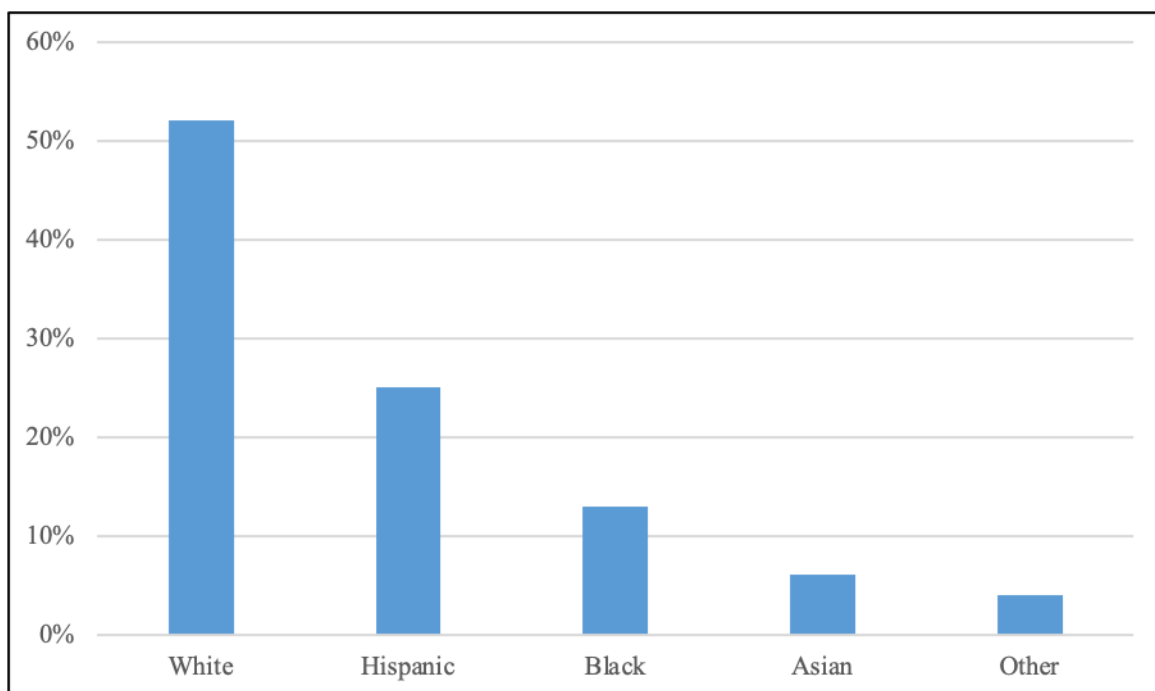
Figure 2. Life ambitions of Generation Z and Millennials in the United States (2019)



Source: Own edition based on (Statista 2019; Chillakuri 2020)

Other interesting characteristic of Generation Z that it proved to be more racially and ethnically diverse than previous generations in the United States as you can see in the Figure 3.

Figure 3. Ethnic groups inside the Generation Z in the United States (2020)



Source: Own edition based on (Pew Research Center 2020)

#### 4. Communication portrayal of Generation Z

After understanding the growth background and unique personality characteristics of Generation Z, let's elaborate on how this generation communicates with others.

##### *Highly dependent on technology device*

Generation Z is the first generation to grow up in a world where digital technology is ubiquitous. They are “digital natives,” meaning they grew up using digital devices, the internet, and social media as part of their daily lives. Digital immersion has greatly impacted the way they communicate. Communication methods are no longer limited by time, space and geography, and social media platforms such as Instagram, TikTok, Snapchat, Twitter and Facebook play a central role in the lives of Generation Z. They use these platforms to connect with friends, share experiences and express themselves. Social media is this generation's primary method of communication. These social media platforms support images and videos, making visual content an important part of their communication methods. They often use emojis, GIFs, memes, and short videos to convey emotions and messages. Furthermore as many as 98% of all Generation Z worldwide own a smartphone (Chen, Ha 2023). Generation Z technology and social interest data reveals that 96% of this age group living in North America have phones. Gen Z statistics meanwhile show that only 52% consider them the most important device, while in the Middle East and Africa where 99% of Gen Z own smartphones, 79% say it's their 1# device to access the internet (Branka 2024).

##### *Shortness of content*

This generation tends to have shorter attention spans due to information overload. As a result, they are attracted to platforms and communication methods that offer short-form content, such as TikTok, Instagram Stories and Twitter posts. They are also affected by this in communicating with others. The simplest text is the main way to reply to messages, and emoticons are often used instead of text. The young people belonging to this generation were born and grew up in the Internet age. They seem to have their own "internet sense" and have formed their own social language based on it. In English call “internet slang”, for example acronyms like “OMG” and “YOLO” are now widely used in everyday language by many people, especially youngsters, and also Internet slang is not limited to English, but this trend has also spread to different-speaking countries where users adopt their own shortened versions of popular phrases. For example – the French word “LOL” is “MDR” which means “Mort de Rire”, which means “death of laughter”. As well as in Chinese “yyds”-- (yongyuandeshen) means “Eternal God” (Kaspersky 2023).

##### *Classical inter-personal culture*

Generation Z, born in the encirclement of the Internet, relies more on the Internet than young people in the past. Under the impact of massive information, people with different values, different life attitudes and different interests can find their own spiritual home in the vast Internet ocean, socialize with like-minded people, and form a unique circle. These circles are more like decentralized islands, which do not interfere with each other's lives. The young people of Generation Z are a generation of young people with thousands of faces. Some of them have gone from the minority to the public, but more are not known to the public.

#### 4.1. Case study – Generation Z in China

In China, the number of Generation Z is about 342 million (ADN Brand Partnership 2023). Generational differences create difficulties in communication and understanding. In the eyes of older generations, Gen Z can be said to be "shallow electronic natives" who lack the ability to form friendships and build good relationships in the real world. However, Generation Z

themselves are likely to disagree, because in their view, the familiarity with technology products and broad information channels allow them to keep a more open mind, think more creatively, and have the courage to pursue and try a variety of new things. Today's "Generation Z" in China is similar to the "Generation Z" in Europe and the United States and other places, because they are facing similar structural transformations and changes with global commonality. It should also be noted that China has its own unique national conditions, and when some global common factors fall on China's "Generation Z", it will naturally have its special place. Affected by the "one child" policy and changing in demographic, China's generation Z is mostly the only child, is the "421" family structure of the "1", they are more concerned by the family elders, bear relatively more pressure. It can be said that they are happiness, but also loneliness. Happiness is because the times the living in progress, living conditions are getting better and better, the way of education is also in line with developed countries, and the only child in the family receive more attention. On the other hand they are also loneliness, because they are the only child of the family, there are no siblings to share happiness and sadness in daily life, and parents and family elders can't replace their peers, as the result, social networking on the internet is their primary approach. According to "Generation Z 2023 Current Affairs Issues Insight Report", it is found from the report that nearly 40% of Generation Z spend 6-8 hours on the Internet every day. They are highly addicted to the Internet and their lives are related to. The Internet has become inseparable. Generation Z is highly proactive in obtaining news information. 93% of Generation Z actively obtain news through online media. News, especially relying on social media, Instagram, Facebook, and Youtube have become online news source media Top three (Alves 2023; EY 2023; Kullolli., Trebicka 2023; Thomas 2024).

According to the statistics of the "Generation Z Life Attitudes and Consumption Patterns Survey Annual Report 2022)" (<https://baijiahao.baidu.com/s?id=1748298505324331070&wfr=spider&for=pc>), China's current population of Generation Z is about 264 million, accounting for less than 20% of the total population, but the consumption scale it contributes already accounts for 40%. According to various big data predictions, 73% of the Generation Z population will become newcomers to the workplace in the next 10 years. The overall consumption scale of China's Generation Z will increase four times to 16 trillion yuan by 2035. It can be said that the entire consumer market in the future, including the core elements of cultural market growth. Generation Z has a stronger tendency to socialize with strangers, socialize with interests, and socialize with content. Content social networking refers to a social method that diversifies information and focuses on content sharing and content discussion. It uses common topics to seek circles of interest to socialize, thereby obtaining richer content and meeting communication needs.

In this context, "cosmic element and social" is regarded as a new mode of social interaction. The subversion of the traditional social interaction by the "cosmic element" lies in the "digital quasi-real world". It has the advantages of wider connection range, higher communication efficiency, and more realistic communication mode, which has changed the communication mode of text or video in the past. Both parties can use more realistic communication methods. Communicate and interact digitally to gain the favor of Gen Z users. The "loneliness" of Generation Z has led many Metaverse APPs to regard social networking as their core application. From pure dating to social gaming, many Metaverse APPs are trying to find the password for traffic, and the Metaverse social platform.

"Soul" is an example. "Soul" has become the most popular one. A dazzling presence. The Soul platform's innovative product features, such as establishing deep social relationships and gamified gameplay based on interest graphs, are very popular among young people and have



become a highly interactive and engaging platform with a large number of young users. The basic gameplay of Soul is to first use "super cute face pinching" to give yourself an image you want to present, and then complete a deep interest identification question to clarify "which planet" you belong to, and give yourself a personalized attraction sign. From then on, through Soul's open product functions, you can quickly find people who may understand you through the relationship recommendation engine, or you can easily start communication in squares, group chat parties or game rooms. The entire process of "interactive virtual social experience" builds the value foundation of the "social metaverse" proposed by Soul - using the relationships between users who do not know each other in the real world on the platform to be precipitated and retained as positive samples. They based on the user's social portrait and Interest graph uses AI algorithms to recommend high-quality new relationships that users may generate, so that any individual who comes to this virtual network can be quickly recommended to some people closest to him or her in high-dimensional space, and start communication at a low cost. , obtain high-quality relationships (Law 2023).

#### **4.2. Contemporary positive and negative effects of social media**

Technology has changed people's lives and ways of communication. With the development of science and technology, social networks are developing rapidly. Various social networks such as Facebook, QQ, WeChat have become indispensable communication tools for people. Since online social networking is not restricted by time and geography, it is more extensive and convenient than traditional social networking. The emergence of online media has fundamentally changed the way of interpersonal communication. We can divide it into two main ways of communication in modern times, one is face-to-face communication and the other is media communication. The purpose of communication is to meet the physiological, social, identification and practical needs, and the difference between the two communication methods is that media communication has no expression, tone, feeling and other non-verbal cues, so the information is more streamlined. Through the analysis of the personality characteristics and communication characteristics of Generation z, Generation z is more inclined to communicate with people through media. Social media is a new media form based on participatory, shared, and open Web2.0 technology. It is social media or social media, and it supports users to reverse. Uploading has changed the dissemination process of traditional media information. Social media is user-centered, has the characteristics of spontaneous communication, allows individual users to produce, create and communicate information content, and has the characteristics of real-time, interactivity, connectivity, openness and community. Social media is developing extremely rapidly and has a high penetration rate. However, as social media continues to gain popularity, its impact is not only positive but negative. Let's break down the positive and negative effects of social media on Gen Z.

*The positive effects of media communication*

The landscape of these effects are highlighted in the Table 2.

Table 2. Positive Media Communication Outputs

Effect	Essence
More Networking Opportunities	<p>Provide more networking opportunities, so that we can meet people we would not meet in daily life, especially through social media and online platforms, connects people from across the globe. You can interact with individuals from different countries, cultures, and backgrounds, expanding your network far beyond your local community. This global reach enables you to learn about and connect with people who have diverse perspectives and experiences. The internet hosts a plethora of niche communities and forums dedicated to specific interests, hobbies, and professional fields. Whether you're passionate about rare collectibles, a particular sub-genre of music, or a unique hobby, these online spaces allow you to meet like-minded individuals who share your passions, as we mention. These specialized communities can be challenging to find in your immediate surroundings.</p>
Maintain and strengthen relationships	<p><i>Staying Connected:</i> Social media platforms allow people to stay connected with friends and family, regardless of geographical distances. It enables real-time communication through messages, posts, and comments, making it easier to share updates, thoughts, and experiences with loved ones.</p> <p><i>Communication Convenience:</i> Social media offers convenient ways to communicate. Messaging apps, for instance, make it easy to have quick and ongoing conversations, helping maintain regular contact with those you care about.</p> <p><i>Reconnecting:</i> It's often easier to find and reconnect with old friends and acquaintances through social media. This can lead to the revival of relationships that might have been lost over time.</p> <p><i>Support and Encouragement:</i> Social media can be a source of support and encouragement during challenging times. Friends and family can offer emotional support, advice, and sympathy, which can strengthen relationships.</p> <p><i>Group Interactions:</i> Many social media platforms offer group features that allow friends and family to interact in shared spaces. This is useful for planning events, discussing shared interests, and fostering a sense of community.</p> <p><i>Crossing Cultural and Generational Boundaries:</i> Social media can help bridge cultural and generational gaps by enabling communication between people from different backgrounds. This can foster a deeper understanding of one another's perspectives and strengthen relationships.</p> <p><i>Conflict Resolution:</i> While social media can sometimes be a source of conflict, it also provides a platform for addressing and resolving issues. Open and constructive discussions can lead to a deeper understanding and stronger relationships.</p>

Source: Own edition based on (Barnett 2021; Singh et al. 2023).

It's important to note that while social media and digital communication can be powerful tools for maintaining and strengthening relationships, they should be used mindfully. Overuse or inappropriate communication can have the opposite effect and strain relationships. Balancing digital and in-person interactions is key to fostering healthy and meaningful connections.

*Negative effects of media communication*

Media communication, particularly through social media and other digital platforms, has its share of disadvantages. The Table 3. pointed out some of the key drawbacks.

Table 3. Postive Media Communication Outputs

Effect	Essence
Reduced Face-to-Face Interactions	Excessive use of media communication can lead to a decrease in face-to-face interactions, potentially diminishing the quality of personal relationships. This can be detrimental to the development of social skills and may lead to feelings of isolation.
Miscommunication and Misinterpretation	Digital communication lacks non-verbal cues and tone of voice, making it prone to miscommunication and misinterpretation. Emojis and text can't always convey the full range of human emotions and intentions, leading to misunderstandings.
Digital Addiction	Excessive use of social media and digital communication can lead to addiction and negatively impact one's physical and mental health. People may become too engrossed in their online lives, leading to neglect of real-world relationships and responsibilities.
Privacy Concerns	Sharing personal information on social media can compromise privacy and security. Information posted online can be accessed by a wide audience, potentially leading to identity theft, cyberbullying, or other forms of online harassment.
Cyberbullying and Harassment	Social media can be a platform for cyberbullying and harassment, leading to emotional distress and harm to individuals. The anonymity provided by online platforms can embolden negative behavior.
Isolation and Loneliness	Paradoxically, while digital communication can connect people over long distances, it can also lead to feelings of isolation and loneliness. It may replace meaningful face-to-face interactions with superficial online connections. In the other words, this phenomenon can also can be called social media alienation, refers to an individual's failure to integrate well into the social network to which he or she belongs, feeling a sense of distance or powerlessness from friendships, and a growing sense of distance in the interpersonal network to which one belongs. a state of. Maslow pointed out that with the rapid development of communication technology and information, people's desire to establish interpersonal relationships with others, the desire to share friendship with others, and to gain a sense of belonging and bonding in the group to which they belong are constantly increasing. Therefore, social media users expect more interactions with friends who have established interpersonal relationships and can gain more social relationships. If the situation is the opposite, and the care you receive

	from others is less than expected, you will easily feel a sense of deprivation and alienation.
Social Comparison and Envy	Social media often presents an idealized version of people's lives, which can lead to social comparison and feelings of inadequacy or envy. This can have negative effects on self-esteem and mental health
Loss of Authenticity	The curated nature of social media profiles and posts can lead to a loss of authenticity in personal interactions. People may present themselves in a way that doesn't reflect their true selves, hindering genuine connections.

*Source:* Own edition based on (Barnett 2021; Singh et al. 2023).

Spending too much time on social media and other digital communication platforms can be a significant time-waster, preventing individuals from engaging in more productive or fulfilling activities. Excessive screen time and sedentary behaviors associated with media communication can have negative impacts on physical health, including issues like eye strain, posture problems, and disrupted sleep patterns. The constant flow of information on social media can lead to information overload, making it challenging to discern what is relevant and reliable. The consequence can be that managing the many relationships formed on social media requires a lot of time and energy, leading to social media fatigue. In social networks, people are eager to establish connections with others and maintain social relationships. However, when the number of people following them exceeds a certain number, information flooding will occur. Dunbar believed that the number of people in a stable social network that humans can have with limited attention is about 150 people. This is the famous law of 150, also known as Dunbar's number (ContactPlus Team 2021). In other words, when the number of social media friends exceeds 150, or when the amount of information received exceeds the amount of information that can be received, the "paradox" phenomenon of social networks will occur. That is, people's desire to establish close connections on social media will have a reverse effect as the number of friends increases. In social media, compared with information-based social media such as Twitter and Weibo, social media such as WeChat and Facebook that emphasize social characteristics have relatively higher fatigue, when users manage the many interpersonal relationships formed on social media, they will consume a lot so time and energy, causing physical and psychological fatigue.

### Summary and conclusions

Communication characteristics of Generation Z reflect their unique upbringing in a digital age and have several significant implications for how they interact and connect with the world. They are very accustomed to and dependent on digital technology, social media platform is their core communication mode, through the social platform, they can communicate instantly, no longer restricted by time and space, through the social platform, they can interact with people from all over the world, even across the differences of language and culture.

Generation Z also has a wonderful social aura that previous generations cannot understand. Even in gatherings where we meet offline, it seems that each other does not speak to each other for a long time and each plays with their mobile phones. It is a very comfortable and comfortable state. It is not embarrassing or losing etiquette. No need to think hard about what words can fill such quiet moments. Occasionally greet each other and share interesting information seen on the mobile phone. Several people can look at the mobile phone without raising their heads. What's even more interesting is that this is not just an acceptable state, it's even intentional. Several friends made an appointment to meet offline. The theme and purpose

of the party was to play with mobile phones together. A cup of coffee, a piece of dessert, and the whole afternoon was spent playing with each other on their mobile phones. If you want to play games together, a dedicated "mobile game Internet cafe" will meet the needs of such gatherings. Somewhat ironically, games were initially antisocial. Virtual world, escaping reality, killing time. Generation Z's gaming experience is highly social. They play games while chatting via voice. They don't play if they don't have friends online, or they make appointments to meet up to play mobile games exclusively. From the "King" game to the interaction of "Werewolf", games have become an important social way for Generation Z. In the social model of Generation Z, game social interaction ranks second after heterosexual social interaction, overwhelming live broadcast social interaction, film and television social interaction, music social interaction, and sports social interaction.

Meanwhile, because of Generation Z has a unique personality that is very different from previous generations, compared with the "deep attention" formed by the construction of subjects by print culture, the cognitive characteristics of Generation Z are more superficial - fast, impromptu, fragmented, switching at any time, and lacking depth. This "shallowness" "Express attention" has allowed the brains of Generation Z to adapt to the short and fast learning rhythm and be able to deal with problems quickly, but at the expense of the ability to concentrate for a long time, it is difficult to conduct serious, detailed and careful analysis or evaluation of complex problems. "Generation Z spends a lot of time on virtual relationships and rarely spends time building real flesh-and-blood relationships. The "shallow subjectivity" of Generation Z means that they rarely have deep passion, anger, pain, reflection, criticism and questioning, and also rarely have deep joy, joy and happiness. The focus of writing of Generation Z writers and poets is love and marriage and love themes. But ironically, the love in Generation Z literature is completely different from our previous understanding of love: in fact, there seems to be no love at all. In terms of subject, discourse and ethics, it all reflects a kind of "love inability". state - not interested in or at a loss for deep love or other deep emotions that require mutual communication. Due to their age, experience, and especially their habit of virtual socializing on the Internet, and although this kind of virtual socializing is superficially open and can even be widely socialized around the world in real time, because most of it is virtual, their Social interaction is highly selective, circle-based, and even closed. This leads to the fact that once they return to the reality that requires real communication, their mobility will be very weak and they will appear hesitant and slow.

Generation Z with various distinctive personality characteristics has gradually become a phenomenon: they are in the golden age of life and are about to usher in the start and rapid rise of their careers. The culture and values they advocate are increasingly accepted by the public, and their influence is growing day by day. Because of this, Generation Z contains huge energy and its future is limitless.

Based on the above highlighted things, let us to make some recommendation based on our subjective opinion drawn from our research work.

Generation Z has an increasingly strong presence in today's society. According to the National Retail Federation, the country's Gen Z population has reached 61 million, surpassing the 60 million of Millennials, and has a strong purchasing power of \$44 billion (Forbes 2018; Pew Research Center 2020). In China, people use "post 90" and "post 00" to replace the expression "Generation Z". Today, there are 208 million people born in the 1990's, and 163 million people born in the 2000s (Statista 2024). The new young people of Generation Z have shown their distinct attitudes, with such a large young group on the stage of history, it can be said that whoever wins generation Z will win the economic benefits for the next ten years. They are the main force for future economic development. So, how to win the attraction of this group is crucial. It has become even more important. After analyzing the growth background,

personality characteristics and communication methods of Generation Z, In addition to being able to better communicate effectively with Generation Z, here are some following suggestions is given to the merchants:

*Know about the generation Z*

The diverse living conditions and value orientations of Generation Z shows more diverse cultural concepts. They are flourishing in the cultural collision between freedom and love, mainstream and individuality. These people have unique and highly individual characteristics. Consumption characteristics, use your own preferences to promote new trends in the consumer market and the development of new brands. It is the main force with the greatest consumption potential.

*Content operation innovation*

Generation Z, who grew up in the Internet era, were split into an island by the diverse values of the Internet, fast-paced urban life and rapidly changing economic forms. , Generation Z has formed a perceptual consumption meaning that changes from material to spiritual. It no longer blindly pursues "limits". It has obvious perceptual consumption characteristics and seeks more spiritual sustenance and emotional resonance. Their spiritual demands are leading the trend of content operation.

*Resonating with Generation Z*

The traditional marketing model is centered on merchants, and the same material is oriented to the public. It pays more attention to the public exposure of standardized products to meet the marketing needs of popular brands and merchants. However, in order to capture Generation Z, we must change our thinking and be consumer-centered. By segmenting the consumption needs of target consumers, we can distribute differentiated vertical content materials to accurately reach different consumers and provide them with Personalized, deeply interactive, and more fully experienced content, products, and services. User marketing through decentralized media is equivalent to completing a round of natural content and user screening, which has advantages in both distribution effect and marketing efficiency.

*Specific circle marketing has deeply resonated with Generation Z.*

As the circle culture among young people continues to develop and grow, circle marketing has become an important strategy for major brands to harvest young fans. Today's young people's interests and hobbies are becoming more and more diversified, and various. The cognitive and cultural attributes of the circles show differences, and it is difficult to impress young consumers through a single content and resource. Brands need to customize more effective marketing strategies according to different circles. Through accurate portraits of young people in different circles, more effective marketing strategies can be customized according to the different interest characteristics, aesthetic orientation, circle culture, and consumption pain points of different circles. Open up multiple marketing channels, reach users in different circles in multiple dimensions, attract the Z era through diverse and vertical circle culture, and build users' sense of belonging and high stickiness.

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