



# UNDERSTANDING GEN Z 理解關愛Z世代

**IS TO LOVE THEM WELL AND SERVE THEM BETTER!**

JOY CHENG/CMC 2023 SYMPOSIA

January 15, 2023

# Millennials



# Gen Z'ers





**Baby boomers**  
1946-1964

**Generation Z**  
1996-2012



## **Current generations in the workforce**

**Generation X**  
1965-1980



**Millennials**  
1981-1995

# WHERE ARE YOU GOING, CHURCH? 教會，當何去何從？

## Did you stop attending church regularly (twice a month or more) for at least a year between the ages of 18 and 22?

Among young adults (ages 23-30) who attended a Protestant church regularly for at least a year in high school:

■ 2017 ■ 2007

Yes



No

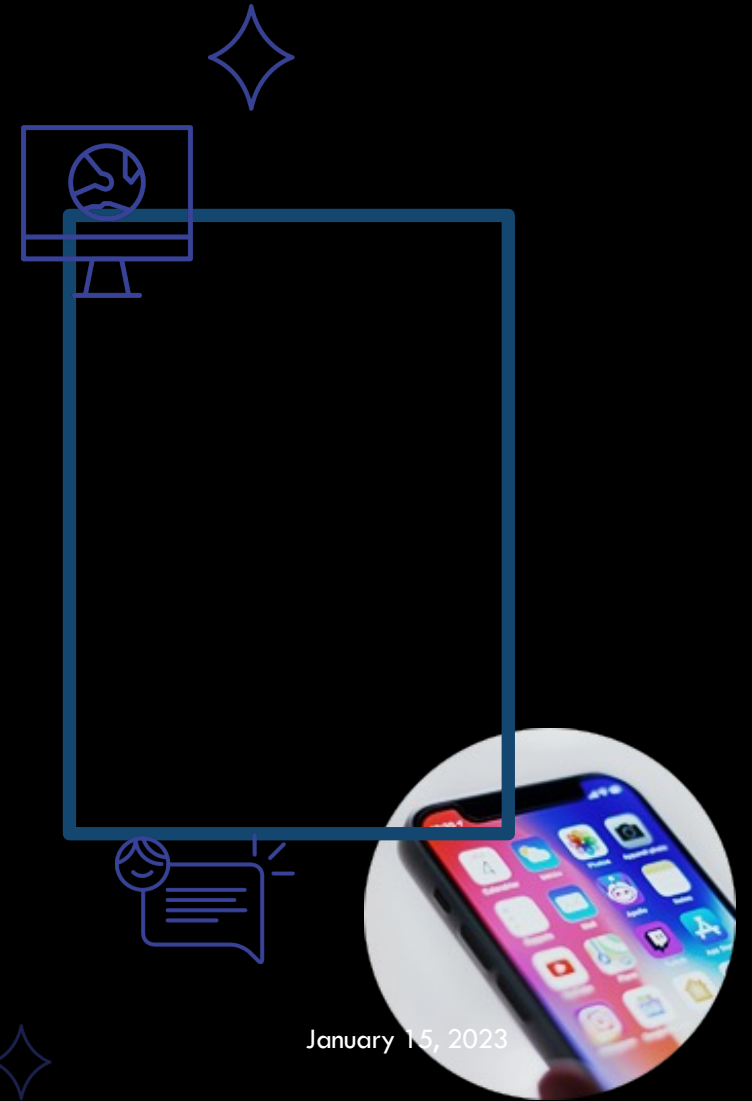


# THERE IS NOTHING NEW UNDER THE SUN

Ecclesiastes 1:4, 9-11

Generations come and generations go, but the earth remains forever...What has been will be again, what has been done will be done again; there is nothing new under the sun. Is there anything of which one can say, "Look! This is something new"? It was here already, long ago; it was here before our time. No one remembers the former generations, and even those yet to come will not be remembered by those who follow them.

# WHAT CHANGES AND WHAT REMAINS? 改變與不變



January 15, 2023



科技

Technology



January 15, 2023



# I. A GENERATION OF TECHNOLOGY 信息科技的世代

- Social and Self Identity 群體與個體身份
- Speed and Stability 高速影響穩定性
- Sense of Security 安全與不安全感
- Sense of Humor 特殊時代幽默感
- Connection, Communication & Collaboration 聯通，溝通，與協作

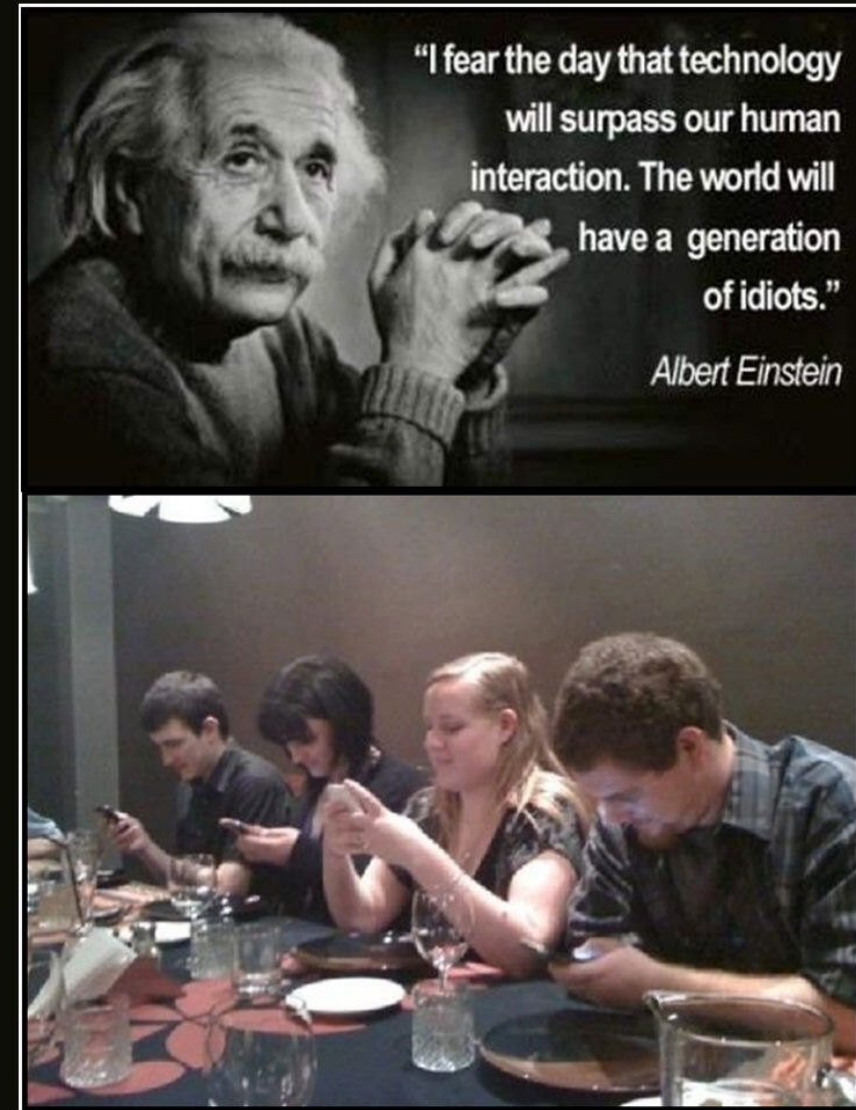
## SURVEY AND STUDY RESULTS FROM PEOPLEGURU

- Digital natives: 15.4-30
- Social: 7.6
- Interactive: 34
- Multi-taskers: 5
- Tech-Savvy: 66%
- Educated: 1/2
- Less focused: 8

# A STANFORD RESEARCHER'S FIND-OUT

- Our biggest surprise came in response to this interview question: “What type of communication do you like best?” We expected the interviewees to respond with their favorite type of digital communication — e.g., text, email, chat group, DM, FaceTime, Skype, etc. — **but instead nearly every single person said their favorite form of communication was “in person.”**

- <https://news.stanford.edu/2022/01/03/know-gen-z/>



# Gen Z's Social Media Habits

## Role of Social media



## Top 4 Social Media Platforms



Research findings are based on a survey of a representative sample of 6,500 people (aged 16-24 years old) in 13 developed and emerging countries (including US, UK, Mexico, Brazil, India, Indonesia, Pakistan, Nigeria, Russia, Kenya, Vietnam, the Philippines, and Bangladesh). Conducted by Thunes via survey platform Pollfish in January 2022.

The duolingo bird when I haven't been active for two days



duolingo

# ABSURDITY AND BEING "UNFUNNY" ON PURPOSE

Boomer Humor: I hate my wife

Millennial humor: I hate my life

Gen Z humor:



Boomers: I hate my wife

Millennials: i hate my life

Gen Z:

*Hand over your money*

*this is a strobbery*



## II. A GENERATION OF TRAUMAS 創傷累累的世代

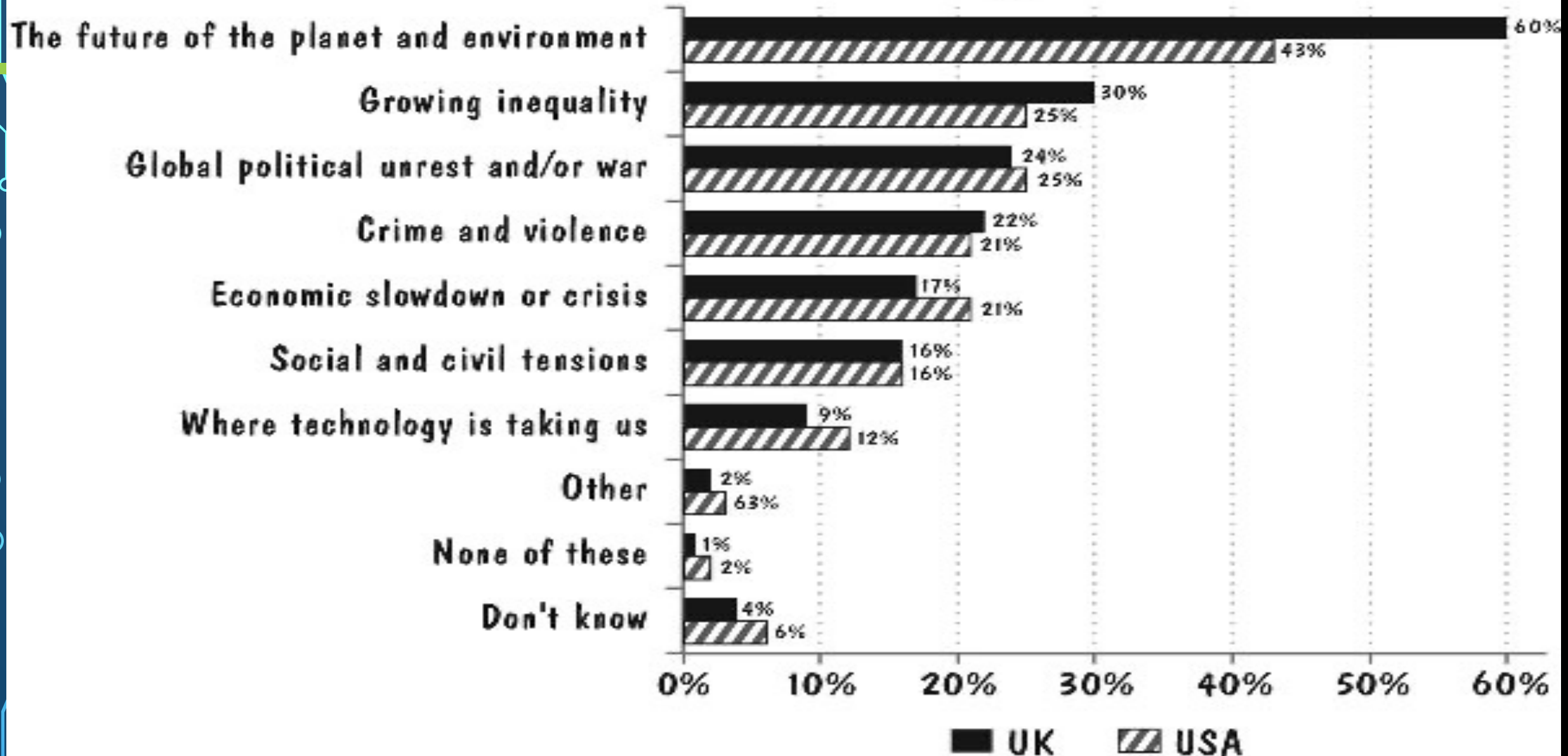
- The World 家外的世界
- The Home 家裏的世界

# THE WORLD AFTER 9/11

- 2001 9/11
- 2001 Afghanistan war
- 2003 Invasion of Iraq
- 2005 Hurricane Katrina
- 2007 Virginia Tech Shooting
- 2008 Great Recession
- 2011 Nuclear Disaster in Japan
- 2012 Sandy Hook school shooting
- 2013 Boston Marathon Bombing
- 2015 Charleston church shooting
- 2018 Massacre at the synagogue in Pittsburg
- 2019 Me-too Movement
- 2020 Covid Pandemic
- Russia-Ukraine war



## Biggest Concerns



Roberta Katz. "Gen Z, Explained: the Art of Living in a Digital Age."

## CORRUPTION IN MARRIAGE AND FAMILY 婚姻家庭的破碎

- In US, between 1990-2012, the divorce rate for 50-65-year-olds more than doubled.
- For 65-and-older crowd, the number more than tripled.
- In 2019, China's divorce/marriage ratio was 50.7%,
- In 2020, less than 46% Children living in a family with two married parents in their first marriage.
- <https://www.statista.com/statistics/279449/divorce-rate-in-china/>
- <https://www.goldbergjones-or.com/>

## CORRUPTION IN MARRIAGE AND FAMILY 婚姻家庭的破碎

- Less than 50% of children raised in church embrace the faith as their own by High School graduation and the number is less than 30% after the college.
- 89% of those leaving active faith has a weak faith experience in the home.

# WHAT'S BEHIND THE MASK?

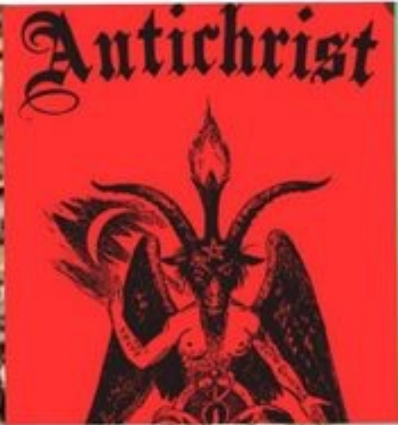


What gen z think their future will be like



What their future will actually be like

**THE  
NEW  
WORLD  
ORDER**



### III. A GENERATION OF UNDEFINED IDENTITY 身份混亂的世代

- Fine-grained or undefined?

細膩劃分還是不明定義？

- Clarification or Confusion?

澄清身份還是混亂身份？



Female



Male



Bigender  
(example of  
female + male)



Androgyne



Bigender:  
female and  
male



Bigender:  
androgyne  
and neu-  
trois



Bigender: third  
gender and demi-  
boy



Demiagender:  
with demigirl



Neutrois



Agender /  
Genderless



Intergender



Demiboy



Genderfluid:  
female and  
male



Genderfluid:  
intergender  
and neutrois



Genderfluid: third  
gender and demi-  
girl



Genderfluid:  
androgyne  
and female



Demigirl



Third Gender



Genderqueer/  
Non-binary



Pangender/  
Poligender



Agender:  
version 1



Agender:  
version 2



Agender:  
version  
gendervoid



Demiagender  
(with third  
gender)



# “I-GOTCHU-FAM” MEME”

EXCERPT FROM ROBERTA KATZ. “GEN Z, EXPLAINED:  
THE ART OF LIVING IN A DIGITAL AGE.” APPLE BOOKS.

Barber: What you want bro?

Him: You ever ate a panini?

Barber: Say no more fam



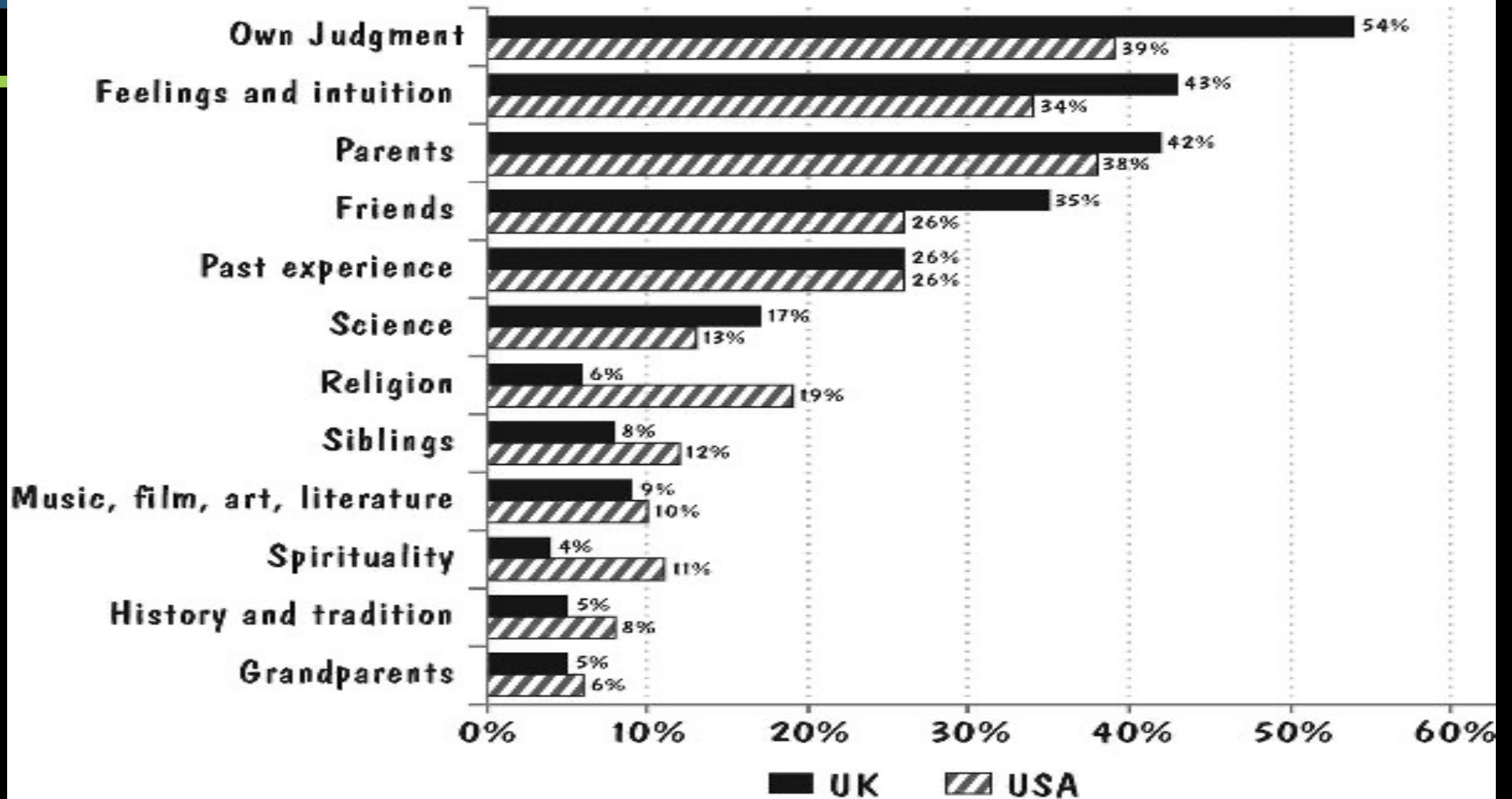
I gotchu



## IV. A GENERATION OF AUTHENTICITY 追求真實的世代

- Seeking for authenticity but not authority 追求真實拒絕權威
  - Undefined ID: Expressing individual truth
  - Communalistic: Connecting to different truths
  - Dialoguer: Understanding different truths
  - Realistic': Unveiling the truth behind all things
  - ( McKinsey & Company )
- Seeking for truths without the Truth 追求真相不求真理

## Sources of guidance



Roberta Katz. "Gen Z, Explained: the Art of Living in a Digital Age."

# THE POWER TECHNOLOGY HAS OVER ME AND MY PEERS

## KATHY KOCH, PHD

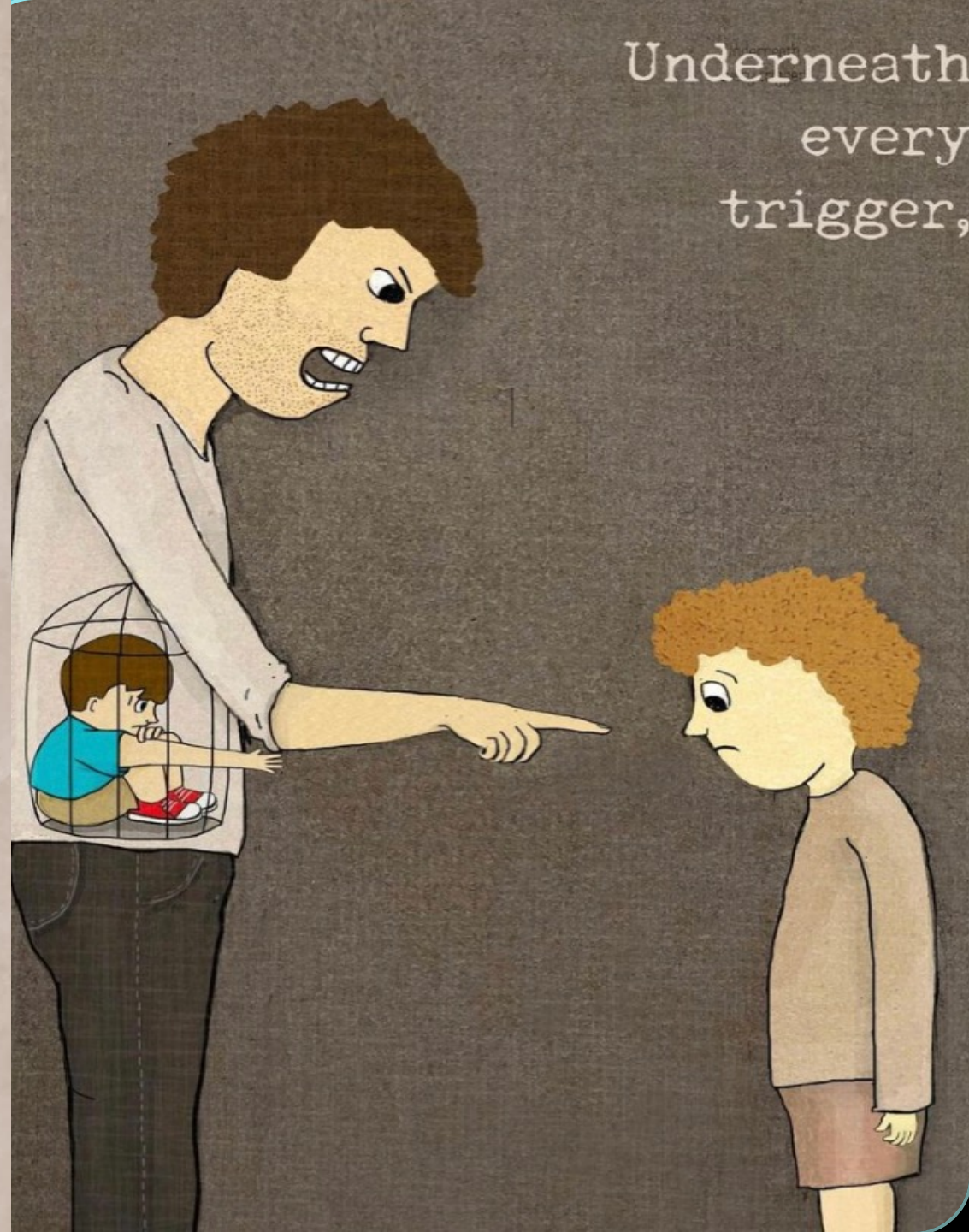
- Lie #1. I am the center of my own universe.
- Lie #2. I deserve to be happy all the time.
- Lie #3. I must have choices.
- Lie #4. I am my own authority.
- Lie #5. Information is all I need so I don't need teachers.

## THERE IS NOTHING NEW UNDER THE SUN

- A Generation of Technology 信息科技的世代
- A Generation of Traumas 創傷累累的世代
- A Generation of Identity Crisis 身份混亂的世代
- A Generation of Authenticity 追求真實的世代

"Children are not a  
distraction from more  
important work. They are the  
**most important work.**"

C.S. LEWIS



WHAT REMAINS? 什麼始終未變？

## The Need for Salvation and Love

“For the Son of Man came to seek  
and to save the lost.” Luke 19:10

WHAT REMAINS? 什麼始終未變？

# The Mission

Go and make disciples of all nations!

Matt28:19

WHAT REMAINS? 什麼始終未變？

# Our Lord God

“I am the Alpha and the Omega, who is, and who was, and who is to come, the Almighty.” Rev. 1:8



- Mark 13:30-37

- Truly I tell you, this generation will certainly not pass away until all these things have happened. <sup>31</sup> Heaven and earth will pass away, but my words will never pass away. <sup>32</sup> But about that day or hour no one knows, not even the angels in heaven, nor the Son, but only the Father. Be on guard! Be alert! You do not know when that time will come. It's like a man going away: He leaves his house and puts his servants in charge, each with their assigned task, and tells the one at the door to keep watch. Therefore, keep watch because you do not know when the owner of the house will come back—whether in the evening, or at midnight, or when the rooster crows, or at dawn. If he comes suddenly, do not let him find you

sleeping. What I say to you, I say to everyone: **‘Watch!’**

## SOME GREAT RESOURCES

- *Kathy Koch, Screens and Teens: Connecting with Our Kids in a Wireless World*
- Christopher Yuan, *Holy Sexuality and the Gospel*
- Lee Strobel, *The Case for Christ, (for Heaven, for Faith)*
- Sean McDowell, *So the Next Generation Will Know: Preparing Young Christians for a Challenging World*
- Nicholas Carr, *The Shallows: What the Internet Is Doing to Our Brains*
- Roberta Katz, *Gen Z, Explained: the Art of Living in a Digital Age.*
- *The Summit Ministries: [www.summit.org](http://www.summit.org)*