GEN Z SPEAK

Katie Nye (She/Her) & Linda Karbo (She/Her)
Residence Education and Housing Services Communications
WHO IS GEN Z

- **Gen Z Birth Years:** 1995 to 2019
- **Currently Aged:** 1 to 24
- **Other Nicknames:** iGeneration, Post-millennials, Homeland Generation, Centenials
- **Generation Size:** Roughly 25% of the population
- **Media Consumption:** The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.
WHY DOES THIS PRESENTATION MATTER

- What students are saying
- How we as professionals interact with students on a day to day basis
- How we market to students in print and digitally
- How we are adapting to fit this change in generations
- Awareness
GENERATION WARS

5 ways Gen Z called Millennials old on TikTok this week

Gen Z is calling millennials uncool in a new war. Boomers can relax now

Sorry, Millennials: The ‘laugh Cry’ Emoji Isn’t Cool Anymore, According To Gen Z

‘OK Boomer’ Marks the End of Friendly Generational Relations

What Millennials Want to Cancel About Gen Z

"Elder Millennials" Are Sharing False Millennial Stereotypes That They're Tired Of Hearing
TikTok has seen massive growth over the past two years, and is projected to reach 1.2 billion users in 2021.

Spawns many popular trends and challenges.
DISCLAIMER

- This list is an overview of common terms we see students using on social media and with their peers
- Some terms may have alternate meanings not covered here
- We acknowledge that a number of slang terms used today originated in Black and LGBTQIA+ culture and are adopted into wider use
- This is for awareness not necessarily use
LAUGHING

X

农业农村

个国家

个农业国家

个农业国家

个农业国家
STRANGE BUT FASCINATING or I CANT BELIEVE YOU SAID THAT
SOMETHING CUTE/ADORABLE or MISS YOU
WATCHING THE DRAMA OR CHECK IT OUT
EXPRESS AN AESTHETIC OR SARCASM
FAMOUS/LOOK AT YOU
GEN Z SLANG
SUS

- Suspicious; giving the impression that something is questionable dishonest
- Made popular by the mobile game Among Us
- Use it in a sentence: They are acting sus
SZN

- Season
- Use it in a sentence: It’s football szn
GLOW UP

- Positive Transformation
- Use it in a sentence: “Sparty had an epic glow up”
For sure, ok, you bet

Use it in a sentence:
“Meet you at the dining hall?” ‘bet’
Flex

- Showing off your valuables in a non-humble way
- Alternate use: Weird flex but ok
  - Strange thing to brag about but you do you
CEO or President of the Company

- What you are known for, being good at something
- Use it in a sentence:
  - Charli is the CEO of TikTok
Fit

- Outfit
- Use it in a sentence: Check my fit
POPULAR TERMS YOU MAY KNOW

- Tea
- Karen
- GOAT
- Stan
- Lit
- Shook
- Basic
- Extra
- Slaps
Katie Nye
Work: @MSULiveOn
Personal: @Katie_Nye

Linda Karbo
Work: @MSUUnion
Personal: @lindy_916