Generation Z: How Technology and Social Media Impact School Counseling

Amanda Lucas: Director of Social Media and Digital Recruiting

Spalding University
Overview

Generation Z
Technology
Education
Social Media
Cyberbullying
Your Online Image
Generation Z

- First generation with internet access throughout their educational careers
- Were born when Google began, and in elementary school when Facebook launched
- Grew up surrounded by technology and are constantly connected
- Expect instantaneous interactions/immediate gratification
- Prefer short bursts of communication
THE AVERAGE ATTENTION SPAN OF HUMANS IS 8 SECONDS, 1 SECOND LESS THAN THAT OF A GOLDFISH
GENERATION Z: CONNECTED FROM BIRTH.

Born mid-1990s to 2010.

Times Have Changed
Family Time in the 1950’s
Family Time Today
Mobile Addiction is Real

We check our phones 150 times a day

Kleiner Perkins Caufield & Byers 2013 Internet Trends Report
St. Peter’s Square during the announcement of Pope Benedict in 2005 and Pope Francis in 2013.
Generation Z and Technology

80% of kids 2-4 years old use mobile devices.

7 Hours: The average time American children spend in front of electronic screens daily.

15-25 Minutes: The average time kids spend playing outside daily (and the numbers continue to drop).
WHAT'S THE POINT OF BEING AFRAID OF THE ZOMBIE APOCALYPSE

WHEN YOU'RE ALREADY A ZOMBIE?

Generation Z and Technology
Generation Z and Higher Education

- Less are looking for the traditional 4 year college experience
- 2012: 50% of students began their college career at a 2 year school (ACT)
- 2014: 14% of students attended college full time and lived on campus (ACT)
- Significant increase in part time, commuter, and transfer students

Generation Z and the college search

95% of research is done online
Generation Z and Social Media
Generation Z and Social Media

- Lead secret lives using aliases, shortened versions of their names, and “Finsta”
- On Facebook because of “FOMO” but prefer Instagram and Snapchat
- 95% of GenZ-ers use YouTube and 50% couldn’t live without it (Source: Adweek)
- Social media is how they research products and make big decisions
- 42% say SM has a direct impact on how they feel about themselves*

*Source: The Center for Generational Kinetics
Consequences of Social Media
Recent Headlines

Harvard Rescinds Admissions To 10 Students For Offensive Facebook Memes

College football player loses scholarship over his YouTube channel
Penn State

Herb Hand  
@CoachHand

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

Duke

Derek Jones @dukecoachdj · 14h

Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

SMU

Coach Justin Stepp @coachjstepp · Jan 8

Came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!
What happens when you remove the filter?
Generation Z and Cyberbullying
Generation Z and Cyberbullying

- 280,000 students are physically attacked in secondary schools each month.
- 160,000 students miss school each day for fear of being bullied.
- 77% of students are bullied mentally, verbally, & physically. Cyber bullying statistics are rapidly approaching similar numbers.
- 43% fear harassment in the bathroom at school.
- 1 out of 4 students will be abused by another youth.
- 1 out of 5 admits to being a bully, or doing some “bullying.”

Sources:
- http://www.cops.usdoj.gov
- www.keeptoolsafe.org
- www.bullypolice.org
Emotional intelligence is the ability to identify and manage your own emotions and the emotions of others. It is generally said to include three skills: emotional awareness; the ability to harness emotions and apply them to tasks like thinking and problem solving; and the ability to manage emotions, which includes regulating your own emotions and cheering up or calming down other people.

Source: Psychology Today
How does social media impact emotional intelligence?

• Think about your childhood: Playing face-to-face, negotiating what game to play, etc.

• Think about Gen Z: Digital tools shrink the amount of time spent face-to-face

• Think about Gen Z in the classroom: They want to be entertained.

• Social media, video games, Netflix, Hulu, etc.

• These things also impact empathy and desensitization
School shooting suspect made 'disturbing' social media posts

Are the rash of school shootings influenced by social media?
School Shootings and Social Media

Which school should I shoot today?
School Shootings and Social Media

During the Florida shooting, some students went live on their phones. Others posted photos/videos.
Positive Ways to Utilize Social Media
Positive Ways to Utilize Social Media

• Stay in touch with friends and family
• Share funny photos and videos to make people laugh
• Raise awareness for a cause or organization that you love
• Practice positivity: Share positive messages and words of encouragement
• Share your goals and progress (More likely to achieve if shared)
Social Media: Things to Consider
Your Online Social Image

- Every publicly accessible social media profile you have is a professional social media profile
- 94% of recruiters use social media in their recruiting efforts
- 65% of recruiters screen candidates online BEFORE offering the candidate an interview
- 1 in 3 employers have rejected a candidate based on something they discovered online
- To find out which of your social media profiles need work, Google yourself

Source: Career Builder
Social Media: Things to Consider

- Professional username or handle
- Facebook profile or page?
- Public or private profile?
- Check your privacy settings
- Professional profile picture and cover photo
Social Media: Things to Consider

• Review all photos and videos

• Require approval for all tagged posts, photos, check-ins, etc.

• What groups are you in? What pages have you liked? What events are you attending?

• Don’t post too much
Think Before You Tweet

Justine Sacco
@JustineSacco

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

5:19 PM - 20 Dec 13

3,742 RETWEETS 1,859 FAVORITES
Think Before You Tweet

• Before boarding a flight to South Africa, PR Executive Justine Sacco sent out an offensive tweet about AIDS and race

• While on the 12-hour flight (with no wi-fi) the tweet went global and Twitter users immediately responded with tens of thousands of angry tweets

• The hashtag #HasJustineLandedYet was the number one trending topic on Twitter as users anticipated the moment she realized the backlash from her tweet

• By the time her plane landed, she had been fired from her job
Closing Thoughts

• Social media is how Generation Z communicates
• Social media brings adult issues to kids who don’t have the ability to process their emotions
• Using social media improperly can have serious consequences
• Social media and the internet has changed, and will continue to change, EVERYTHING
• This is our new normal and we all must learn to adapt
Questions?

socialmedia@spalding.edu