

Reading

'True Gen': Generation Z and its implications for companies.
McKinsey (2018)



Digital media segments: looking beyond generations
Deloitte (2018)



Generation Z: Latest characteristics, research & facts
Business Insider (2020)



Viewing

'Understanding the digital customer'
David Rogers (2016)



Dear grown ups...Sincerely GenZ
TEDx, Kimber Lybbert (2020)



What makes generation Z so different?
TEDx, Harry Beard



Additional resources

(you add at least 3 additional sources)

Assignment

1. Describe the different (demographic) generations and their digital behavior.
2. How do they differ? What are there similarities?
3. Does age really differ digital behavior?
Motivate your answer.

Product

1. You prepare a brief presentation (Quick & Dirty) of max. 10m in which you answer the question from the assignment.
2. You lead a Q&A with your fellow students.
3. You adapt and update your first presentation after the Q&A.
4. You upload your final presentation in the Google Drive within 48h.



Product: Presentation incl. reference/sources
Upload into map on Google Drive within 48h
Assignment 1 - Digital Society
name = digitalgenerations.pdf