

A number of research studies have examined characteristics of “Generation Z” – a generation typically defined as those born from the mid-1990s to late 2000s. Tracy Francis and Fernanda Hoefel (2018) wrote that “Zoomers” value individual expression, inclusivity, and dialogue. According to Francis & Hoefel (2018), Gen Z is “more pragmatic and analytical about their decisions than members of previous generations were.” The authors believe that because of their knowledge of technology and social issues, Gen Z has a strong desire for truth and connect with others in many ways.

