

Generation gap

Generation Z are adults and teenagers, the new generation. Generation Z is Digital Natives 2.0. The characteristics are that they want more structure in the day. Generation Z is not job-oriented but they pay more attention to their Instagram Channel. Career is important when it didn't influence the privatlife. Family and fun is more important than a job-success. In jobs Generation Z is more reserved than the predecessor. The famoust touchpoints for Generation Z are: the internet, social media and TV.

I'm not with every point of the author agree. But i'm agree that the new Generation (Generation Z) is not like the generation before. For example it for me is family, fun and health too more important than a job-success. But I'm not agree with the touchpoints because for example I didn't spent many time in the internet, social media and TV.

All in all some points don't apply but the totalcontent is definitely well accomplished.

