



Diagnosing Gen Z and Preparing for Gen Alpha

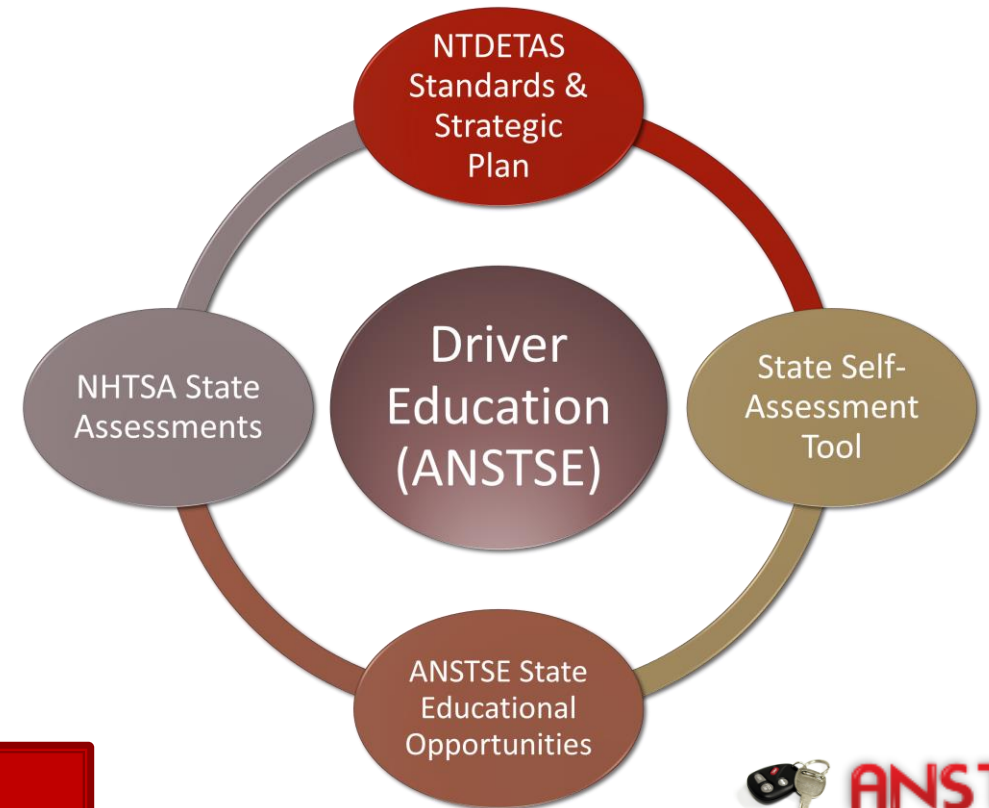
ANSTSE

Association of National Stakeholders in Traffic Safety Education

- ▶ National Organizations in teen traffic safety.
- ▶ Improve traffic safety education.



- ▶ Supports efforts to improve driver education



Disclaimer

The concepts in this presentation are offered at the national level for consideration. Always follow State, local and school policies and procedures related to your driver education program and courses.

Objectives



Understand how Generation Z processes information;



Understand the visual and verbal stimuli they encounter;



Have a better understanding of their language via speech, text, tweet, etc.;



Understand how all the above objectives correlate with teaching driver education.



Protocol



Save Questions
Till The End



Participate



Have Phones Out



Have Fun

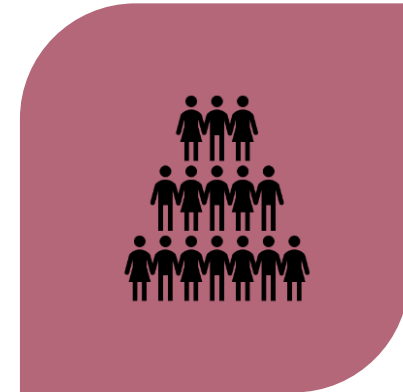
Silent Generation



BORN:
1928 – 1945



AGE:
78-95



POPULATION:
19 MILLION

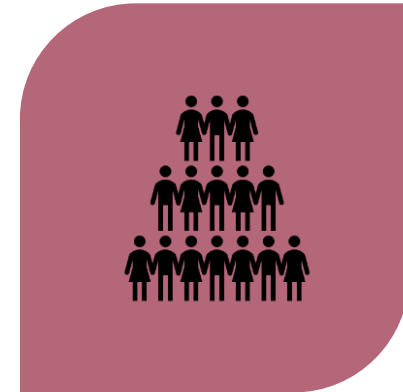
Baby Boomers



BORN:
1946 – 1964



AGE:
59-77



POPULATION:
70 MILLION

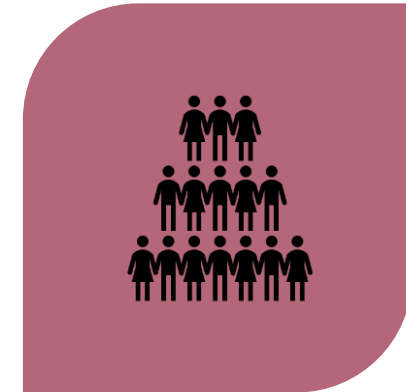
Gen X



BORN:
1965 – 1980



AGE:
43-58



POPULATION:
66 MILLION

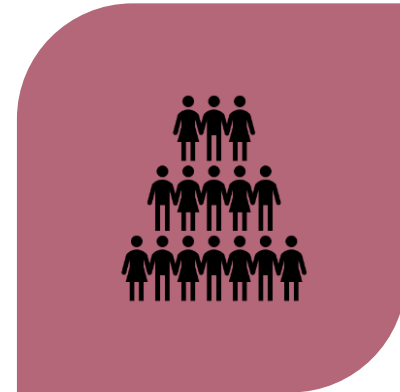
Millennials



BORN:
1981 – 1996



AGE:
27-42



POPULATION:
72 MILLION

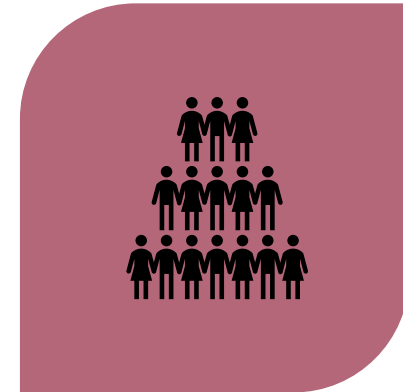
Gen Z



BORN:
1995 – 2009

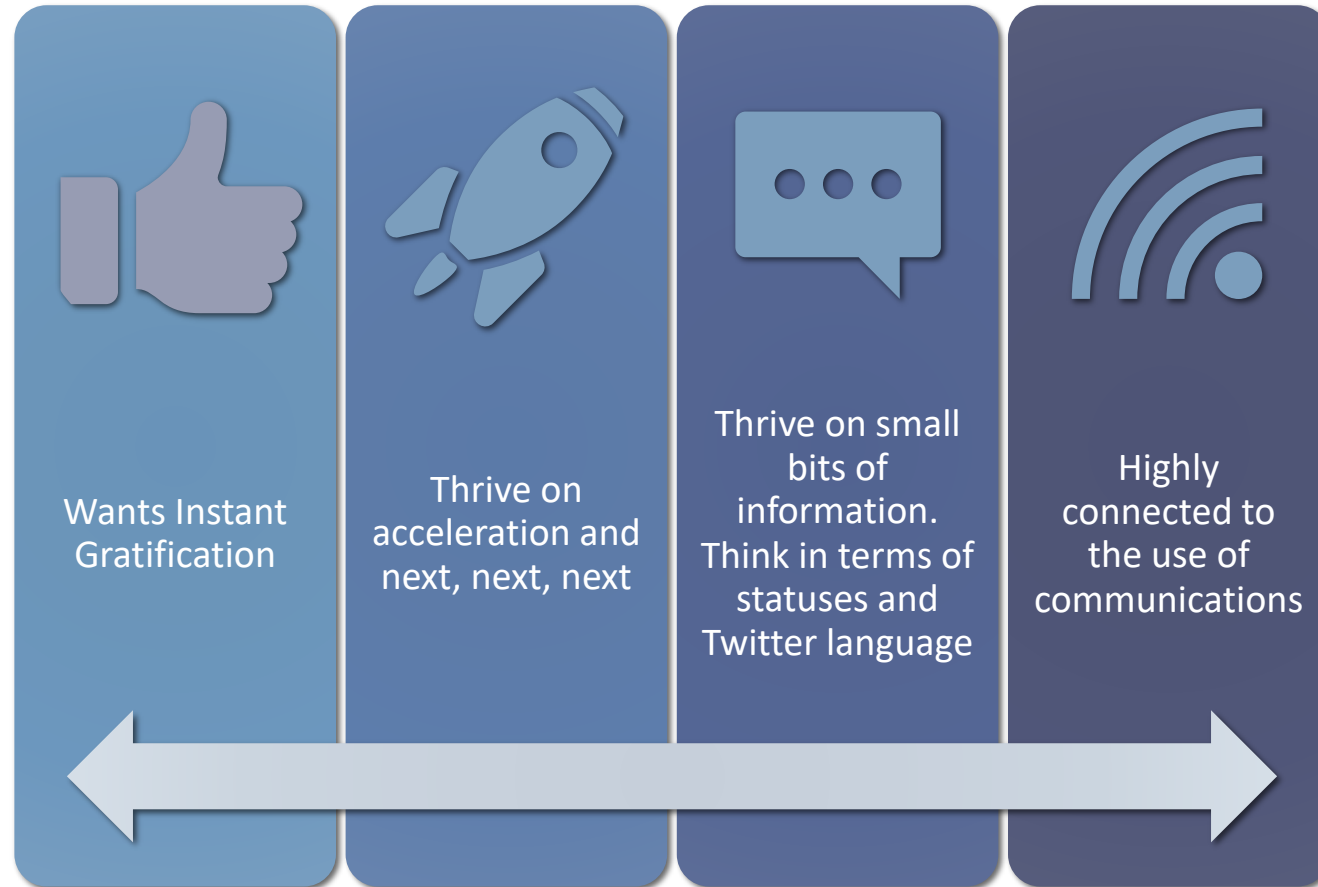


AGE:
13-28

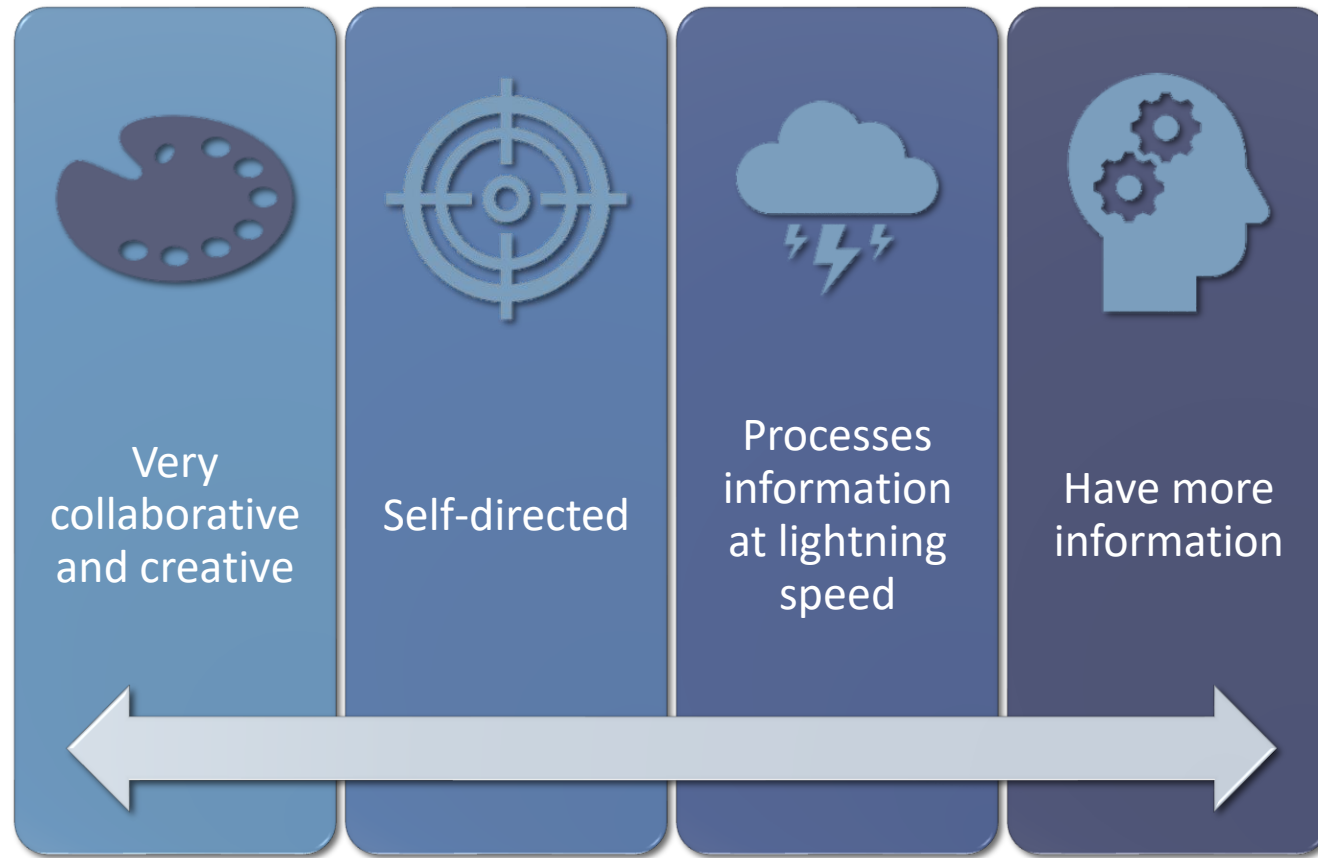


POPULATION:
65 MILLION

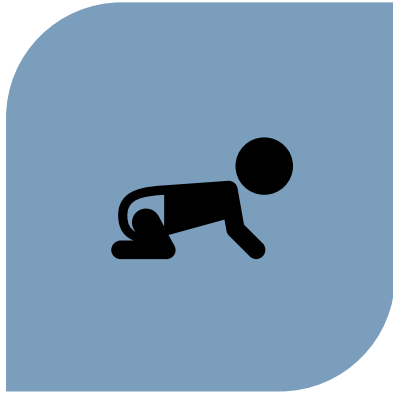
Characteristics



Characteristics



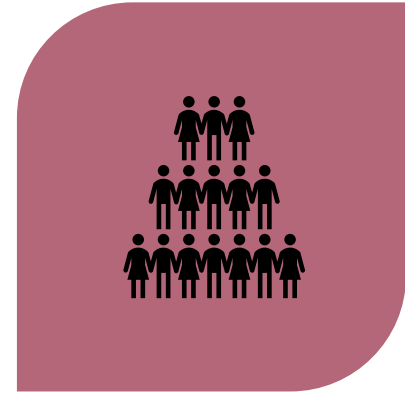
Gen Alpha



BORN:
2010 – 2025

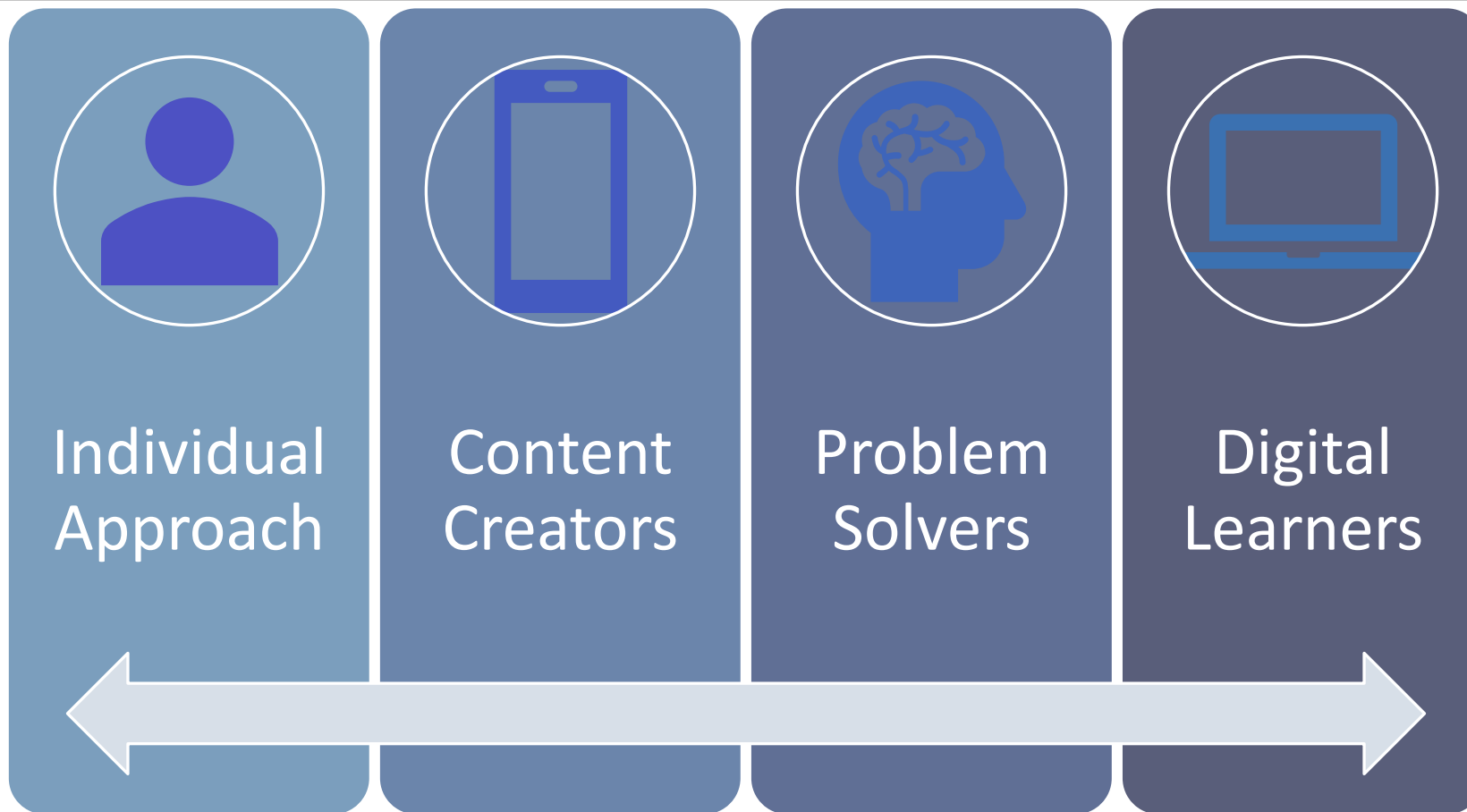


AGE:
12 AND UNDER

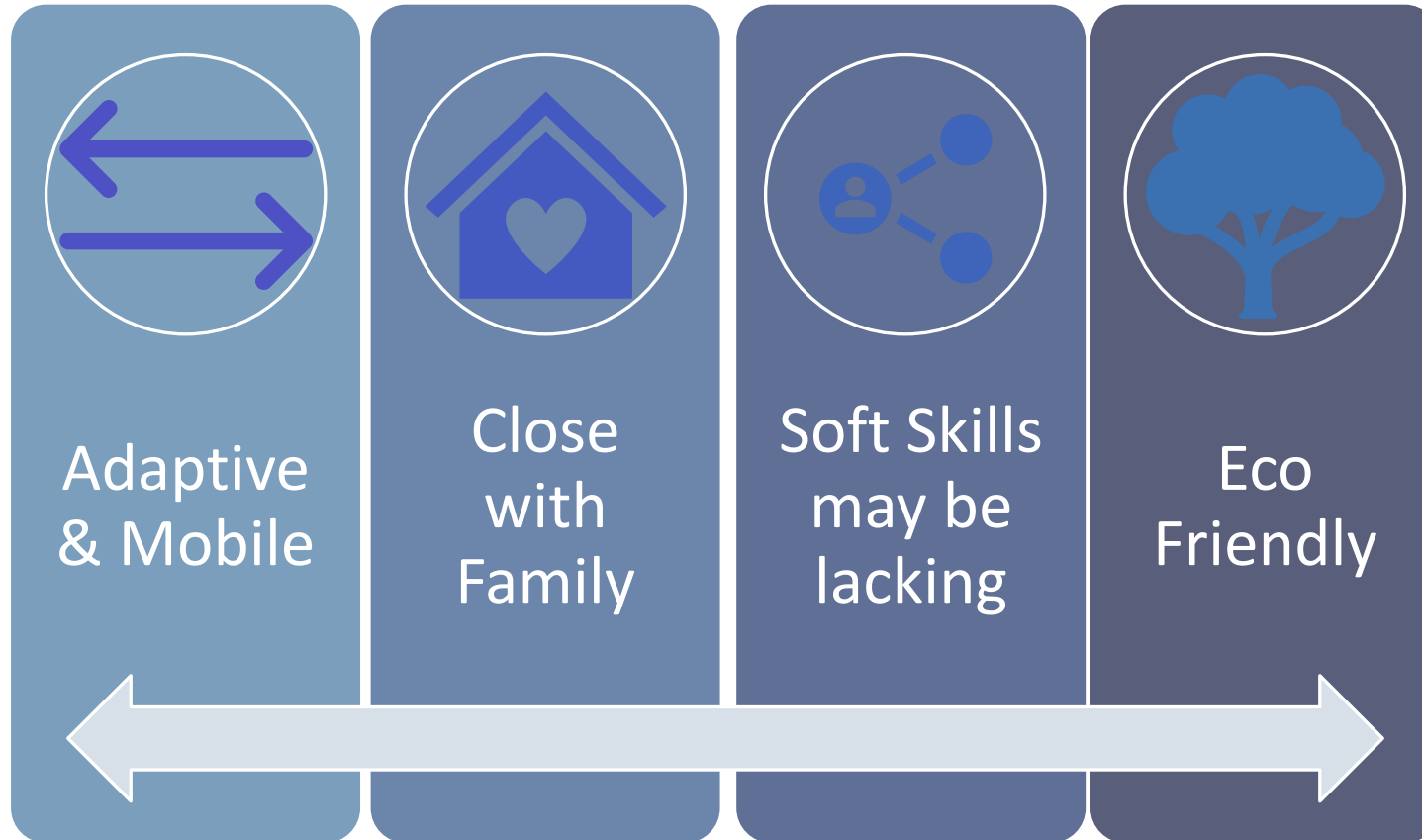


POPULATION:
GROWING

Characteristics



Characteristics



Use Apps

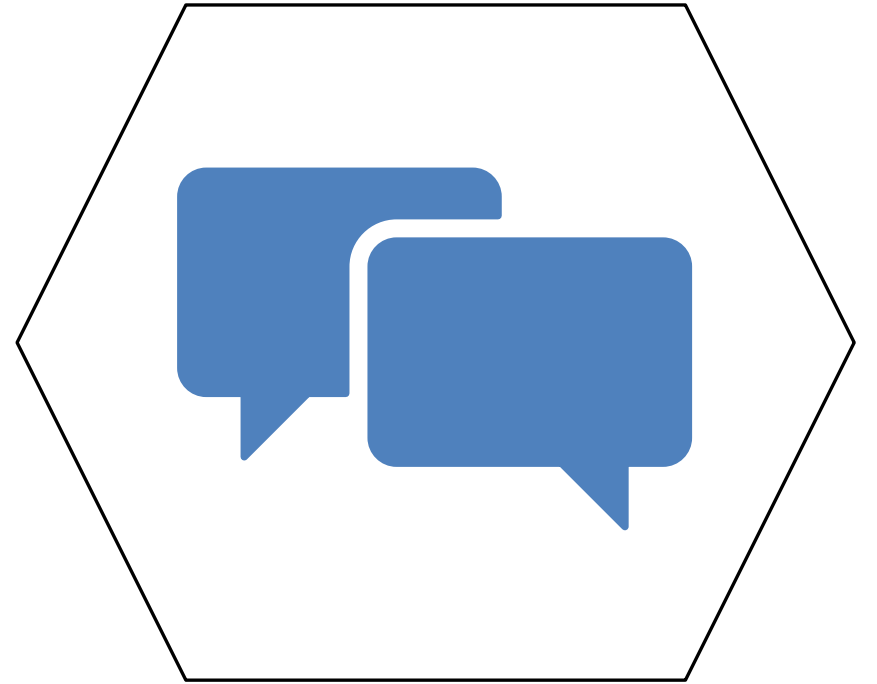


71% uses snapchat at least 6 times a day and
51% at least 11 times a day



Communication

Text (use emojis)



1. 

Upside Down Smiley

Used to convey sarcasm, irony or joking

I'm going to have so much fun doing homework tonight while you're at the movie! 

2. 

Fire

Something you like a lot! Hot, lit, attractive


Those shoes are   

3. 100

100 or Perfect Score

Keep it true, truthful


I'm going keep it 100 with you!

4. 

Goat

The Greatest of All Time

MJ is still the 

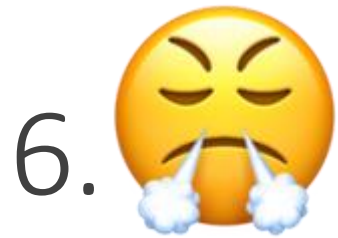
5. 

Face Without a Mouth

Speechless or at a loss

Girl 1: Did you kiss Greg?

Girl 2: 



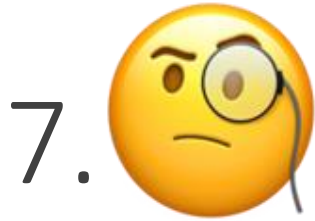
Face with Steam From Nose

Anger, Frustration

Triumph, Sense of Pride

She did kiss Greg  

Dominated that test 



Face with Monocle

Pondering, Questioning, Considering

Sometimes Ironic Observation

Who do you think is going to win 

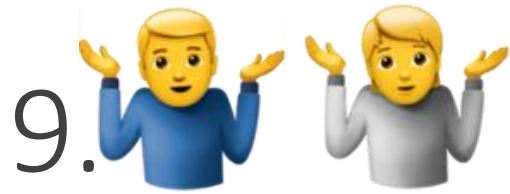
You really think that's the best song 

8. 

Peach

Buttox

No example necessary 



Person Shrugging

Lack of knowledge

Lack of care

Boss: Who's idea was it to use the peach emoji on the quiz?

Employee: 

Boss: You really used the peach emoji on the quiz?

Employee: 





Dodo Bird

Stupid

Extinct

Travis: Andrew, did you see that Tim used the peach emoji?

Andrew: Yeah, that Tim is a 

If you don't evolve you become 

Evolve

To develop gradually by a process of growth and change.



Technology



Communication



Teaching styles



Motivation

“If we teach today’s students as we taught yesterday’s, we rob them of tomorrow.” — John Dewey



Communication

Text (use emojis)

Use up to 5 different
social media daily



Name
That
App

WhatsApp



Name That
App

Messaging

Reddit



Name That
App

Messaging Board ANSTSE

Tumblr



Name That
App

Personal Blogging ANSTSE

Twitch



Name That
App

Video Game Streaming ANSTSE

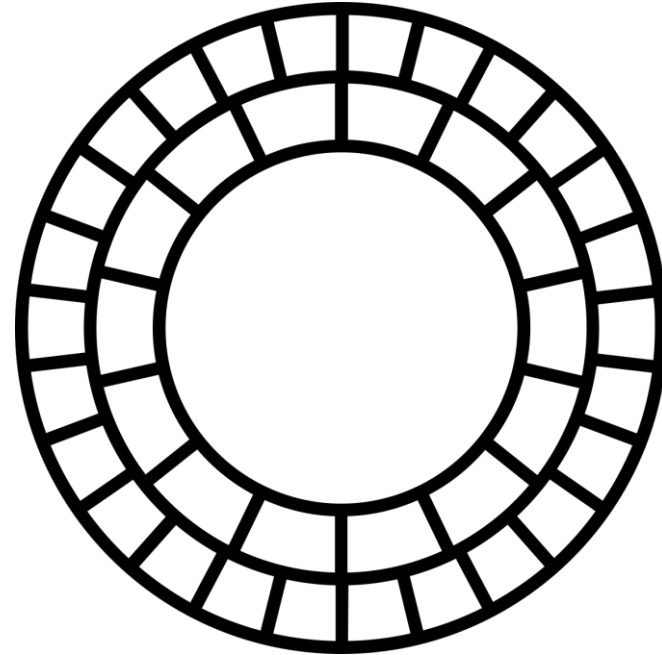
Discord



Messaging

Name That
App

VSCO



Name That
App

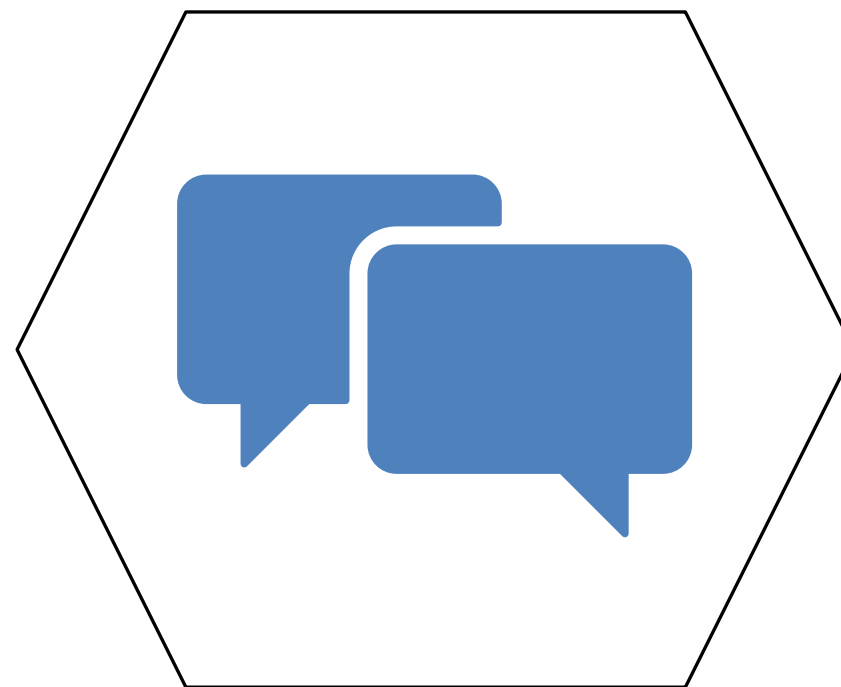
Picture Sharing

Communication

Text (use emojis)

Use up to 5 different social media daily

Gen Z Lingo





Communication

Text (use emojis)

Use up to 5 different social media daily

Gen Z Lingo

Multitask





Twitch Video

Communication

Text (use emojis)

Use up to 5 different social media daily

Gen Z Lingo

Multitask

Like face-to-face interaction



Sitting in a classroom listening to a lecture is **Gen Z torture**.
Gen Z students want a chance to be part of the learning process, not a passive bystander.

How to teach them



Avoid long PowerPoint



Use multiple teaching modalities



Create an active learning environment by using innovative learning tools



Remember that “why” is as important as “what.”



Incorporate physical equivalent practice (pep) whenever possible.

AVOID LONG POWERPOINT PRESENTATIONS



Death by PowerPoint



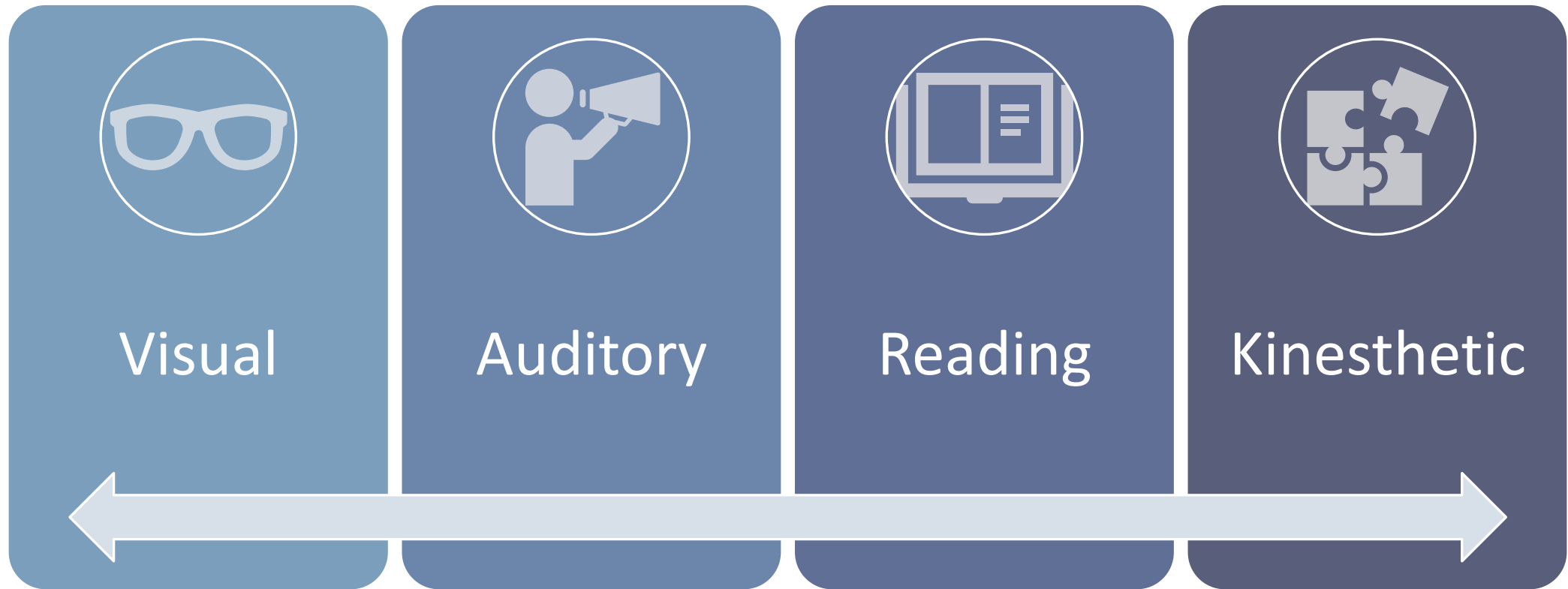
Impossible to avoid
PowerPoint altogether



Build activities into
them



Use multiple teaching modalities



INNOVATIVE LEARNING TOOLS



Kahoot/or other quiz website



Phones

- Allow to record/take pictures
- Use Twitter/Instagram
- Google



REMEMBER THAT “WHY” IS AS IMPORTANT AS “WHAT.”



Because it is safer is
not the answer



Rationale behind
why we are teaching
it



If you don't know
research it



INCORPORATE PEP WHENEVER POSSIBLE



Hands on



Steering



Searching
patterns



Reaction
time



GEN ALPHA



Visual



Virtual



How are they motivated

Engagement

- Communicate with Visuals
- Generate content
- Electronic Balanced with Human
- Authentic Interaction

Short attention span (8 seconds)



Galaxy Fish Rebel

Ninja

OG Gummy Bear Italian Soda

Stop Light Green Tea

French Toast Frost

Reference Points



Want to buy
new tires?
Or more of
this?!



Pop Culture References! What grabs their attention?

FORTNITE





Phones in Class

Utilize the Phone

- Create Content
- Play Games
- Research
- Interact
- FOMO

Allow it Until....

- Distraction to Self
- Distraction to Others
- Inappropriate
- Testing