



Let's Chat!

**CONNECTING WITH GEN Z PARENTS**

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North Dakota Early Childhood Conference  
 Connect. Learn. Grow.  
 Dakota | Health & Human Services



Chatty Learners  
 CAPITA RESEARCH

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**EARLY CHILDHOOD LITERACY COORDINATOR, GFPS**

**PARENT-CAREGIVER PARTNER, NDSU EXTENSION**

**STATE LITERACY LEAD TEAM MEMEBER, NDDPI**

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## LEARNING ROUTINES

**Self  
Reflection**



**Close  
Chats**



**Whole  
Group**



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## OUR LEARNING JOURNEY



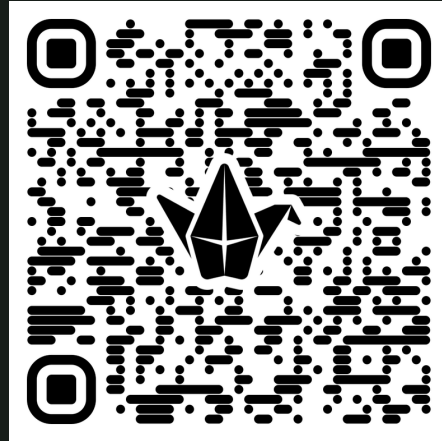
All About Gen Z

- Demographics, characteristics, and values
- Environmental Influences
- Engage and Retrieve Information
- Parenting Trends
- Profile of A GEN Z Parent

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## PADLET FOR RESOURCES



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## HOW DO THE GENERATIONS SAY... I DON'T LIKE IT?



BOOMERS

GEN X

MILLENNIALS

GEN Z

GEN ALPHA



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What do you know about the generations?

**BOOMERS**



**GEN X**

**MILLENNIALS**

**GEN ALPHA**

**GEN Z**

**GEN BETA**

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**BOOMERS** 1946-1964

**GEN X** 1965-1980

**MILLENNIALS** 1981-1996

**GEN Z** 1997-2012

**GEN ALPHA** 2013-2025

**GEN BETA 2025**








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# A Snapshot of Gen

# Z



**True Digital  
Natives**



**Skeptically  
Pro-  
Government**



**Politically,  
Socially  
Progressive**



**Social  
Justice  
Oriented**

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## Gen Z compared to other Generations



### Most Racially & Ethnically Diverse

Gen Z is projected to be majority nonwhite by 2026. 1 in 4 are Hispanic. <sup>1</sup>



### Most Educated

Less likely to drop out of high school and more likely to enroll in college than all previous generations. <sup>1</sup>



### Loneliest

8 in 10 say they're lonely. <sup>2</sup>



### Worst Mental Health & More Likely to Seek Support with Mental Health

More likely to report poor mental health than any other generation. 55% Gen Z adults reported having received a diagnosis and/or treatment for mental disorder. 33% of those who received a diagnosis sought treatment from a mental health professional. <sup>3</sup>



### Least Traditional Families

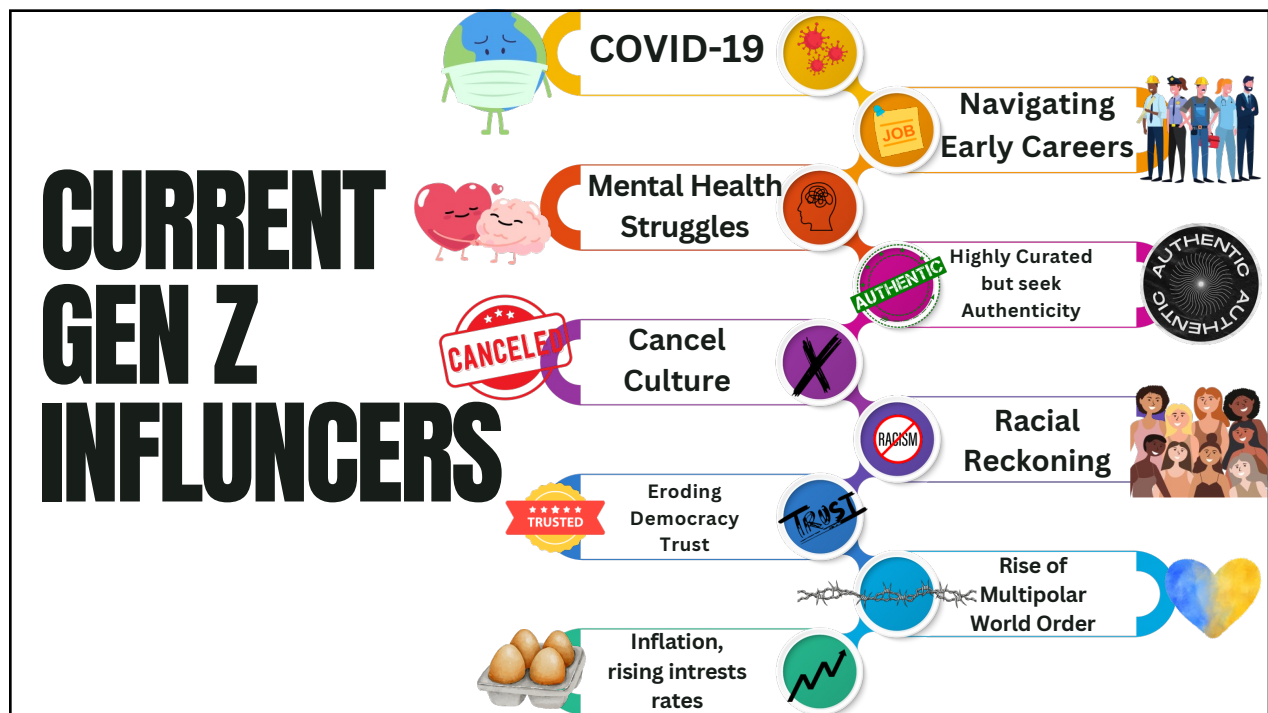
1 in 3 Gen Z parents grew up in single parent household. Currently about half of Gen Z parents are married. <sup>4,5</sup>



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## Values Driving Gen Z's Behavior

The search for the truth is at the root of all Generation Z's behavior.

**'Undefined ID'**  
"Don't define yourself  
in only one way"



Expressing  
individual truth

**'Communaholic'**  
"Be radically  
inclusive"



Connecting through  
different truths

**'Dialoguer'**  
"Have fewer confrontations  
and more dialogue"



Understanding  
different truths

**Realistic**  
"Life life  
pragmatically"



Unveiling the truth  
behind all things

McKinsey&Company

Source: McKinsey & Company's report "[True Gen: Generation Z and its implications for companies](#)"

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## Gen Z Characteristics

**Worried,  
cautious,  
risk-averse**

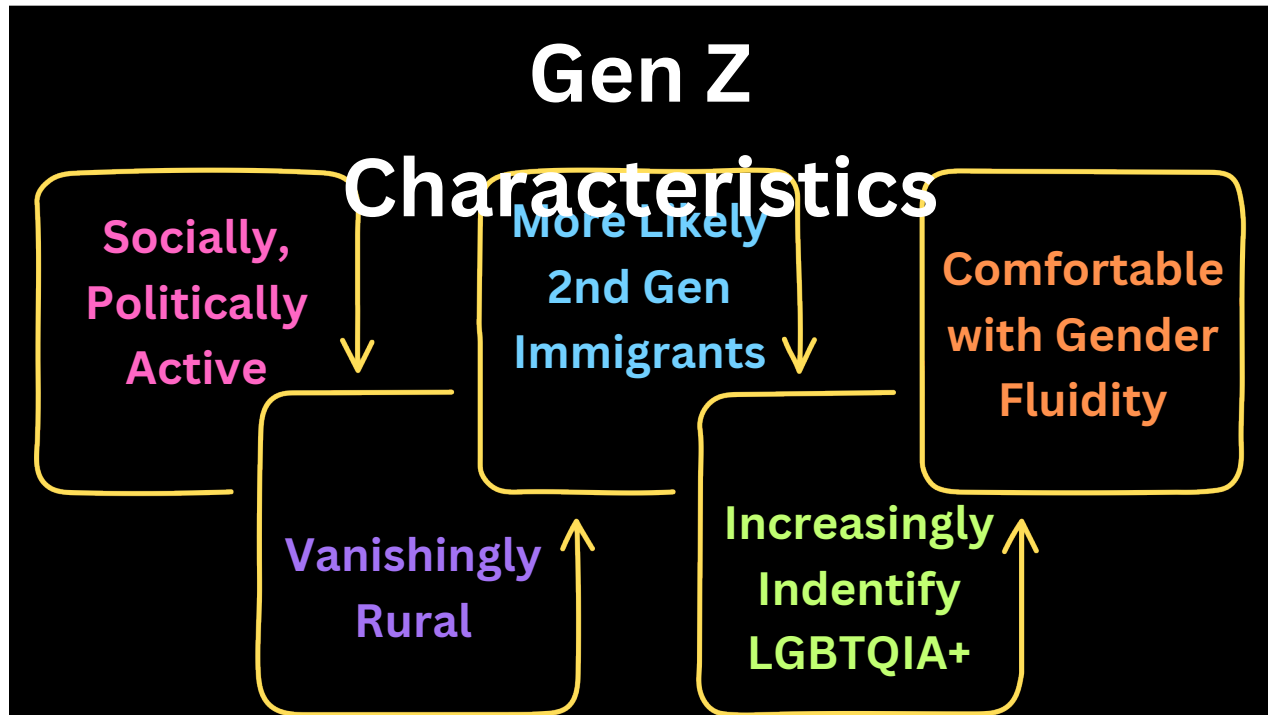
**Slower to  
"grow up"**

**Financially  
pragmatic**

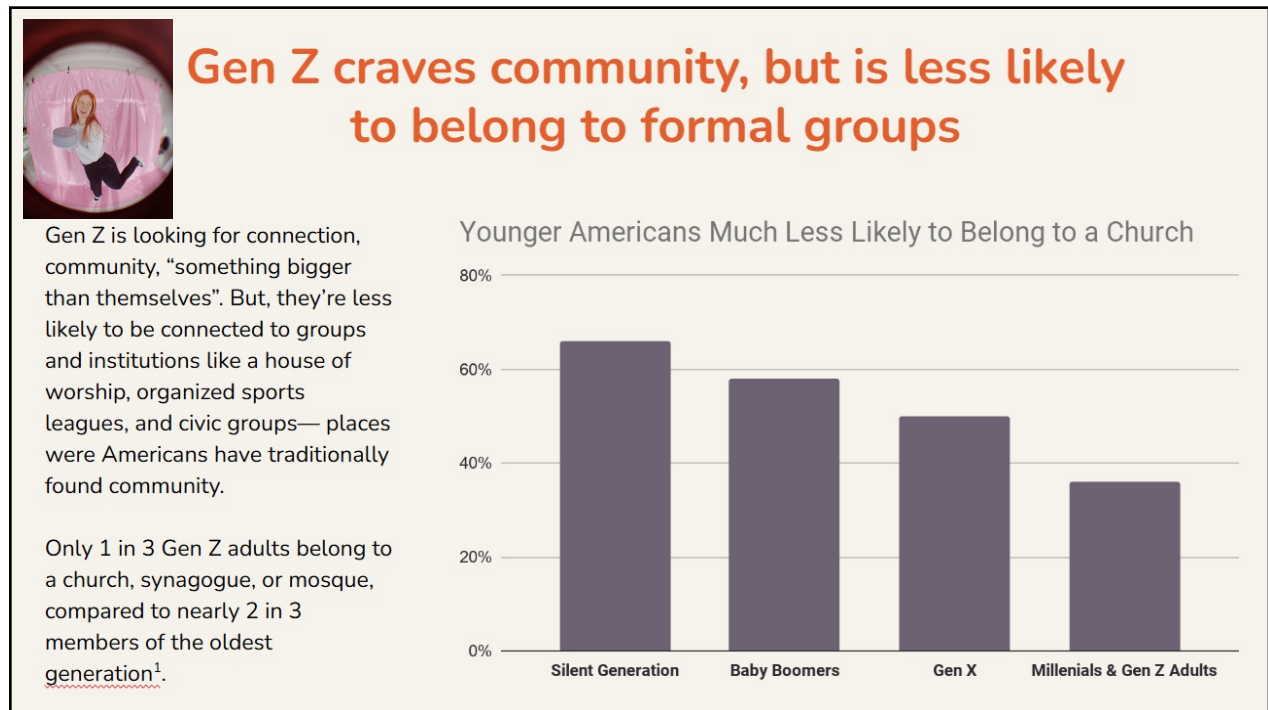
**Skeptical of  
traditional  
information  
sources**



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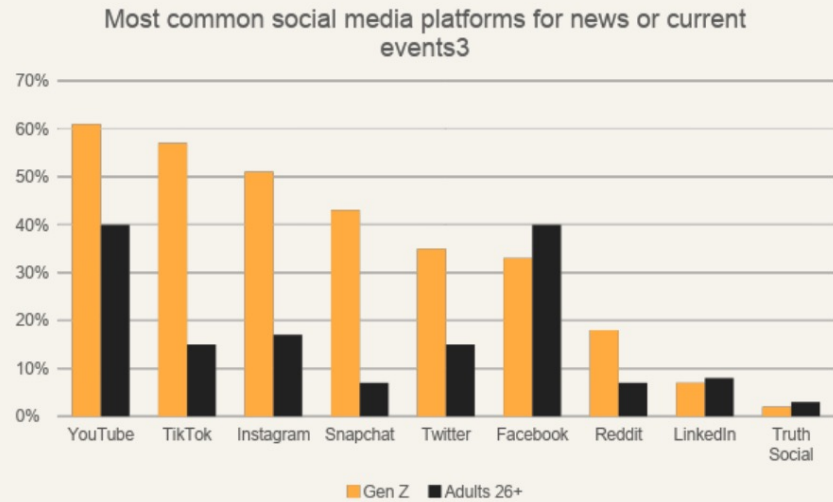
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## Where Gen Z Gets Information

68% of Gen Z turn to social media for news at least once a week, and 37% use it for news daily.<sup>1</sup>

Millennials utilize social media for news at nearly the same rates as Gen Z but the generations use very different sources.<sup>2</sup>



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# Let's Unpack

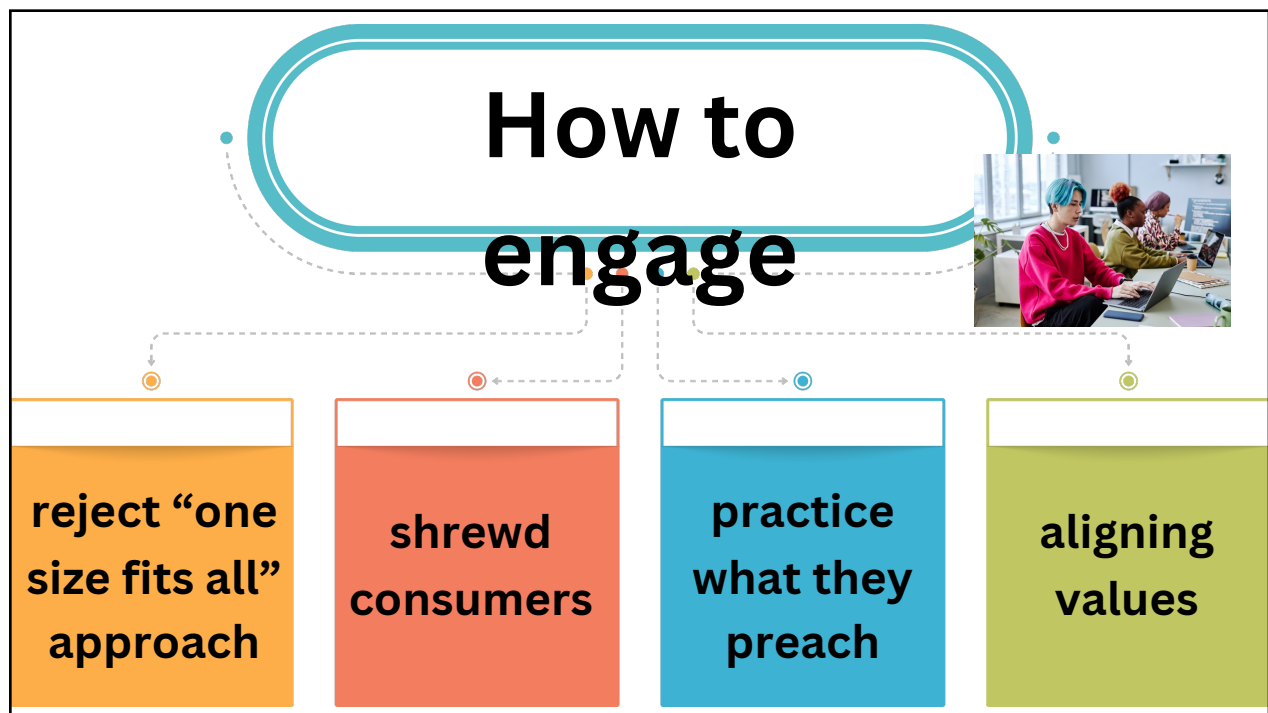
- Affirmations
- Sparks
- Impacts

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## COMMUNICATING WITH GEN Z

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# Gen Z Parent Qualities



accepting,  
understanding,  
empathetic

concerned/  
fearful for  
children's  
future

Talk about  
emotions,  
mental health

Hands-on,  
shared  
experiences

Recognize  
potential harm  
of tech

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## Data From the Earliest Wave of Gen Z Parents\*

Embracing non-traditional households

~1/2

of Gen Z parents are married, although this share may increase other members of Gen Z have children later in life<sup>1,2</sup>

Prioritizing mental and emotional well-being



Gen Z mothers report prioritizing parenting ideals related to promoting the mental and emotional well-being of their children and themselves<sup>3</sup>

\*Data comes mostly from Gen Z mothers

Feeling pressure to be perfect

83%

of Gen Z mothers feel they need to be the perfect mom, with social media being identified as the top source of pressure<sup>3</sup>

See's parenthood as part of their identity, not their defining feature

75%

Gen Z parents say that parenting enhances who they are as a person, whereas only 35% felt they lost part of their personal identity<sup>1</sup>

Wary of their children's exposure to digital media...

56%

of Gen Z mothers (compared to 50% of Millennials) believe in setting screen time limits<sup>3</sup>

...but not their own

71%

of Gen Z mothers spend more than 2 hours per day on social media<sup>2</sup>

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## Mothers are increasingly turning to the internet and social media for parenting and infant health advice.

A 2019 peer-reviewed article from the *Journal of Medical Internet Research* found that mothers turn to social media because they appreciate the ability to gather unlimited information and multiple opinions quickly and anonymously. They also like the immediacy of affirmation, support, and tailored information through social media.

As the internet and social media are rapidly becoming important and trusted sources, it is important to look at who the information is coming from.

## Influencer / n.

*one who exerts influence : a person who inspires or guides the actions of others*

*a person who is able to generate interest in something (such as a consumer product) by posting about it on social media*

capita

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## Mom-Influencing Industrial Complex

The typical equation for Instagram Influencers is:  
\$100 x 10,000 followers per post.

This equation means top influencers with 500K+ followers can make upwards of \$5,000 per post. Most influencers post once per day. If only half their posts are sponsored, they can make at least \$910,000 per year.

Much more common than the top influencers pushing a million dollar salary, are influencers with 250K+ followers. These influencers can make \$2,500 per post and easily \$450K per year, landing them near the top 1% of income earners in America.

Even more common are women who make \$50K- \$70K per year by monetizing their Instagrams.



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**Let's Unpack**

- Affirmations
- Sparks
- Impacts

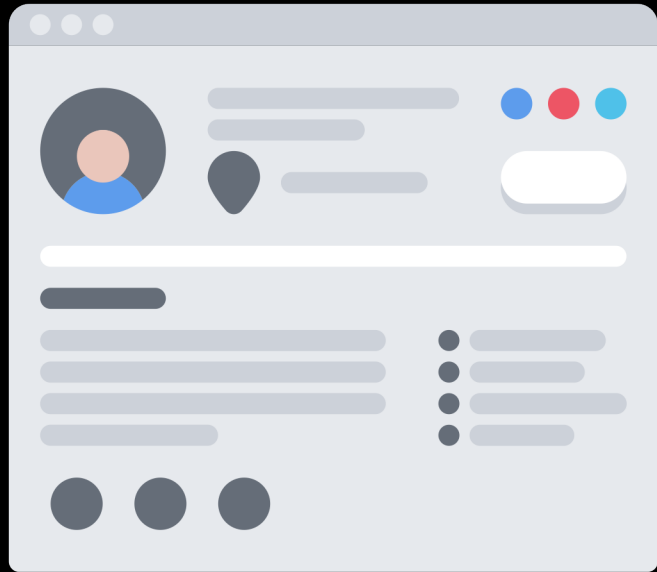
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**WHY?**

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# Build a GEN Z Profile



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# Share IT!

# Check IT!



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## WRAPPING UP



**REFLECT it!**



**SHARE it!**



**POST it!**



**DO it!**

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# THANK YOU

THE LIGHT WITHIN  
ME HONORS AND  
CHERISHES THE  
LIGHT WITHIN YOU.

*namaste*



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