

Education of Generation Z & Alpha

Today's Challenge for Tomorrow

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Why does the following generations matter?

- Children are more open and easier to form their way of thinking. – But will it remain?
- Their idea about animals describes the future problems of animal welfare & protection.

What is the challenge then?

- To keep up their way of thinking at the time when they are adult and have their own children to educate.
- **Make them being involved in dog related activities. (animal welfare activities, breeding, sports)**

Some basic terms

- Generation Z (the postmillennial generation) since mid 90s up to 2010-2014.
- Generation Alpha: from 2010-2014.
- Dividing generations is a sociocultural approach.
- It is **not about** creating stereotypes, but how the changing environment and the way they grow up **modifies the attributes of the generation.**
- **Differences to other** generations what matter.
- **Altered cognitive profiles.**

Generation Z

- Technology is present during their whole life.
- Social interactions are different.
- Immediate feedback and social approval.
- Separation and they feel less influence on real world.
- Easily digestive information sources.

Generation Alpha – what we guess

- Modern technology is a natural & unseparatable part of everyday routine.
- Older age of parents.
- The cultural mix more diverse.
- Slightly wealthier socioeconomics.
- Smaller family size.
- Longer life expectancy.
- Parents are Generation Y or Generation Z.

Some ideas (1/2.)

- Forget the „*competitive threat*“ attitude and become a mentor.
- Understand the way they seek and find information.
- Communicate to them on their language otherwise they will not and don't want to „understand“ you.
- Use technology and always on a professional way to avoid being „old“.

Some ideas (2/2.)

- Put everything online (that is the platform where they feel themselves comfortable and safe).
- Encourage to do real time activities, besides having an online presence.
- Keep the existing ones, but remember to make new ones involved.
- Make them be eager for knowledge and reasonable debate.

Summing up

- There are always differences between generations because the **social environment changes**.
- If you want to **influence & involve** the upcoming generations, you need to understand these differences and act according to them.