



sparks & honey culture forecast

Gen Z 2025

THE FINAL GENERATION

2025



**Today starts at 10 am,
and ends in 10 years.**

- GEN Z

**We live in the moment,
but with an eye toward
the future.**

- GEN Z



GEN Z: THE FINAL GENERATION

TODAY TO 2025

CAREERS: 3 BY 30

Will not sign on the dotted line

UNPLUGGED PASTURES

Digital detox as the new therapy

ME IS WE

Diversity, decomposed

MUCH ADO ABOUT ONE THING

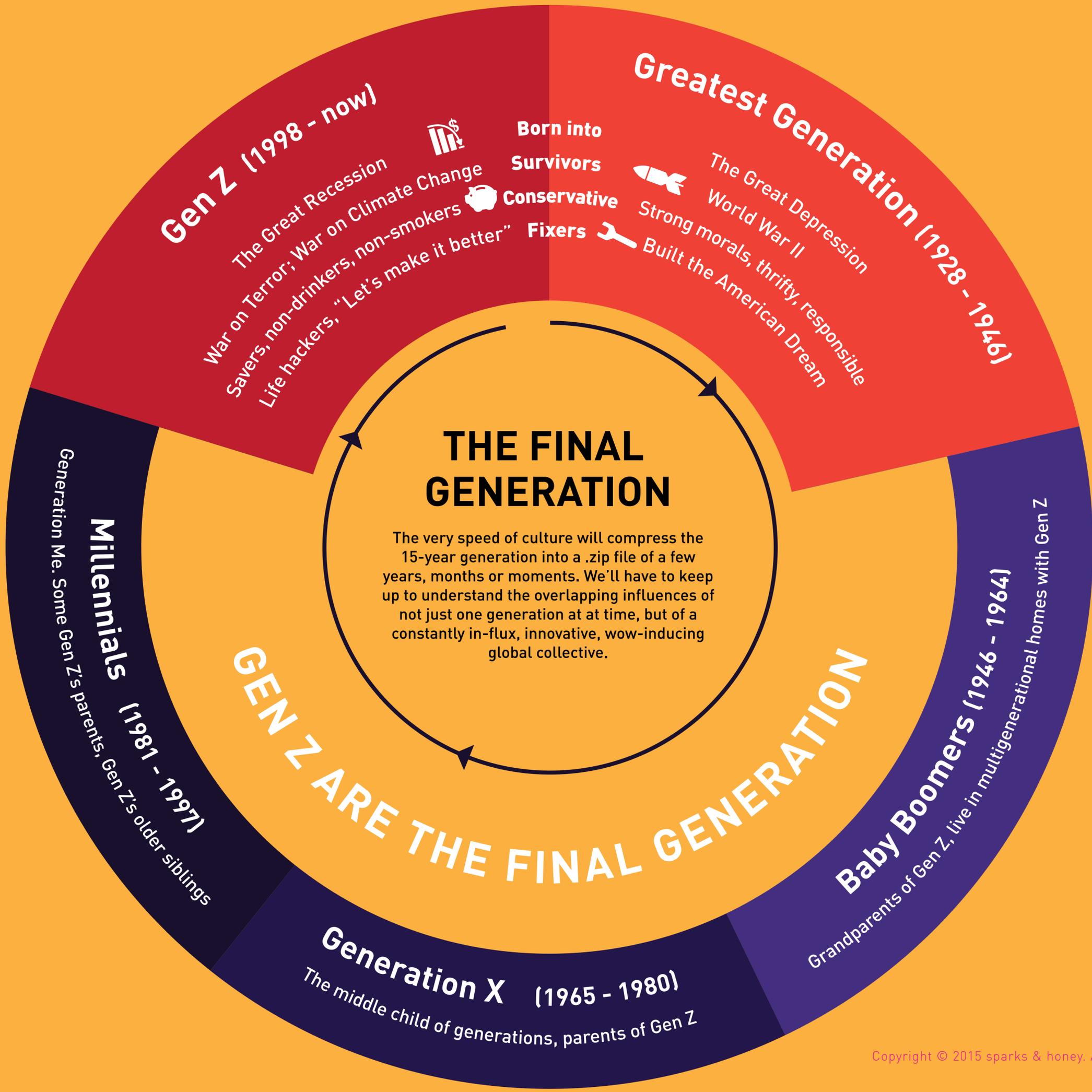
Living in your own algorithm

NOTHING LASTS FOREVER, EXCEPT YOU

For the love of impermanence

THE NEW MICROWAVE

The speed of culture ends generations as we know it



Gen Z (1998 - now)

The Great Recession
 War on Terror; War on Climate Change
 Savers, non-drinkers, non-smokers
 Life hackers, "Let's make it better"



Born into
 Survivors
 Conservative
 Fixers



Greatest Generation (1928 - 1946)



The Great Depression
 World War II
 Strong morals, thrifty, responsible
 Built the American Dream

THE FINAL GENERATION

The very speed of culture will compress the 15-year generation into a .zip file of a few years, months or moments. We'll have to keep up to understand the overlapping influences of not just one generation at a time, but of a constantly in-flux, innovative, wow-inducing global collective.

GEN Z ARE THE FINAL GENERATION

Millennials

(1981 - 1997)
 Generation Me. Some Gen Z's parents, Gen Z's older siblings

Generation X (1965 - 1980)

The middle child of generations, parents of Gen Z

Baby Boomers (1946 - 1964)

Grandparents of Gen Z, live in multigenerational homes with Gen Z



INTRODUCTION

GEN Z: TODAY TO 2025

Growing up in the shadow of global meltdowns, Generation Z are used to instability. Born in 1998 and after, they know the world could change in an instant. They're saving, and planning for a paycheck in 10 years. Witnessing their Millennial siblings flail, Gen Z have resolved to do things differently. Intrigued and challenged by the world, they're constantly searching for ways to hack life and work. Resourceful, creative, humble – and always connected – Gen Z possess the inner engines of a startup.

But what will Gen Z be in 2025?

Drawn to perpetual reinvention, Gen Z will explore non-linear, overlapping paths of education and work. The majority of Gen Z expect to have multiple careers before they hit 30. They will live in their own algorithm,

becoming experts in the obscure with carefully curated digital personas. But in an instant-everything existence, tomorrow's grownups will have to find new ways of coping; digital detox will become their new therapy.

If it doesn't work, Gen Z will find a way to fix it. Their world view will be we-focused, not me-focused. A desire for privacy will underline their love of all things that eventually self-destruct. **The watchful eye of data will seek to find a hiding Gen Z.** And exposed to the breakneck speed of culture, Gen Z will mark the end of generations as we know it.

Meet Gen Z, the Final Generation.



SPEARHEADING CHANGE AT THE SPEED OF CULTURE, GEN Z ARE THE FINAL GENERATION.

WHY GEN Z ?

40%

OF THE US POPULATION
BY 2020

\$44 BILLION

IN BUYING POWER:
FINANCIAL INFLUENCERS

50%

GROWTH IN MULTIRACIAL YOUTH
SINCE 2000; 46% NON-WHITE:
HYBRID BACKGROUNDS

**AND...THEY'RE NOT
MILLENNIALS**



CHAPTER 1
Careers: 3 by 30

WILL NOT SIGN ON
THE DOTTED LINE



CAREERS: 3 BY 30

Gen Zers were born into unstable realities: the grip of global terror, financial meltdowns and their ripple-down effect on Gen Z's (mainly Gen X) parents. Growing up with these undercurrents, these kids and teens have absorbed the rough edges of the world at a young age. But this is the norm for Gen Z, and it's driving them to create non-linear paths of education and work.

Even at a young age, Gen Z are seizing opportunities – and creating their own. In place of more traditional jobs like burger flipping or selling movie tickets, they're taking on freelance work. According to the *Harvard Business Review*, 70% of teens are working entrepreneurial jobs like teaching piano lessons or selling items on eBay. These efforts are teaching them to think outside the box, setting them up to become tomorrow's innovators.



70%

OF TEENS ARE WORKING
ENTREPRENEURIAL JOBS



BORN INTO AN UNSTABLE WORLD,
GEN Z ARE CREATING NON-LINEAR
PATHS OF EDUCATION AND WORK

3 BY 30

70%

TEENS WORKING ENTREPRENEURIAL,
FREELANCE JOBS

63%

TEENS WORRIED ABOUT
THEIR FUTURE

60%

EXPECT TO HAVE MULTIPLE CAREERS
BY THE TIME THEY'RE 30

CAREERS: 3 BY 30

The woe of the wad (of money)

Part of what's driving Gen Z to work hard – and creatively – is their financial savvy. The majority of teens aged 13 to 17 say they're already saving money (58%) (*seeh*). And those who aren't yet saving (35%) are planning to put money away (*seeh*).

From their Gen X parents, Gen Z have learned the value of the dollar at a young age. The lessons have been tough on their parents. The typical cycle of generations sees one do better than the previous, but Gen X, mainly Gen Z's parents, were left to wallow in the economic tank. When they were toddlers and in grade school, the median net worth of Gen Z's parents fell by nearly half (45%), as the housing market tanked between 2007 to 2010 (*MarketWatch*). While many Gen Zers are intent on saving, the message resounds from their parents. Fifty-five percent say their parents are pressuring them to work during

high school (*Millennial Branding*).

Saddled by this financial weight, it's no wonder that most Gen Zers are concerned for their tomorrow. We asked teens aged 13 to 17 how they felt and they responded: 63% are worried about their future (*seeh*).

58%



OF TEENS AGED 13 TO 17 SAY
THEY'RE ALREADY SAVING MONEY

63%

OF TEENS ARE WORRIED
ABOUT THEIR FUTURE

**CAREERS: 3 BY 30**

Education: I did it my way

Instilled with a drive to create work and make money, Gen Z are intent on learning their own way. Seventy-five percent of teens say there are ways of getting a good education other than by going to college (*s&h*). And even when they agreed with this statement, 66% still plan to attend college (*s&h*).

But the traditional path of summer job, school, college, and real job no longer applies. Their learning paths are less defined by traditional educational structures than they are by a desire to learn in new ways. That could mean home-schooling (for an estimated 2.2 million kids in the US), or just learning online. Their heroes are people like Kenyan Julius Yego who taught himself javelin on YouTube – and ended up scoring gold in the world championships.

For many, college is still firmly in their future, but they want a hand in their own education.

Seventy-two percent of teens say colleges should let students design their own courses or major (*Northeastern University*). And 63% want colleges to offer courses in founding or running a business (*Northeastern University*). Such aspirations hint at their drive to learn outside of the box – and feed their own interests.

Learning opportunities are no longer linear, they're everywhere.

And age is no hindrance.

63% want colleges to offer courses in founding or running a business

75% of teens say you can get a good education in other ways than going to college.



CAREERS: 3 BY 30

Early starters

It's the dawn of 12-year-old interns, teens who run their own empires and those who have more work experience than their college professors at 20. At 12, Glenn Green took an early step toward his future career as an art director by becoming McKinney's youngest intern.

Like many of his peers, Glenn is already working hard to gain an edge in his future. Gen Z have their own ideas of what they'll do once they get there. It's this very entrepreneurial spirit that will set them up for their working lives 10 years from now. They have the resolve, ability to recreate, collaborate, and take risks – much like a startup.

At 12, Glenn Green took an early step towards his future career as an art director by becoming McKinney's youngest intern

“How do you think this experience will help you in the future? I know that if I put this on my resume, it will make me look very good once I have to apply for college. That will be hard if I’m not up to standard and don’t have experience.”

-GLENN GREEN, 12, INTERN AND FUTURE ART DIRECTOR

(DIGIDAY, 2015)

Careers: 3 by 30 In 2025

THE NEW WAY OF WORKING: NETWEAVING

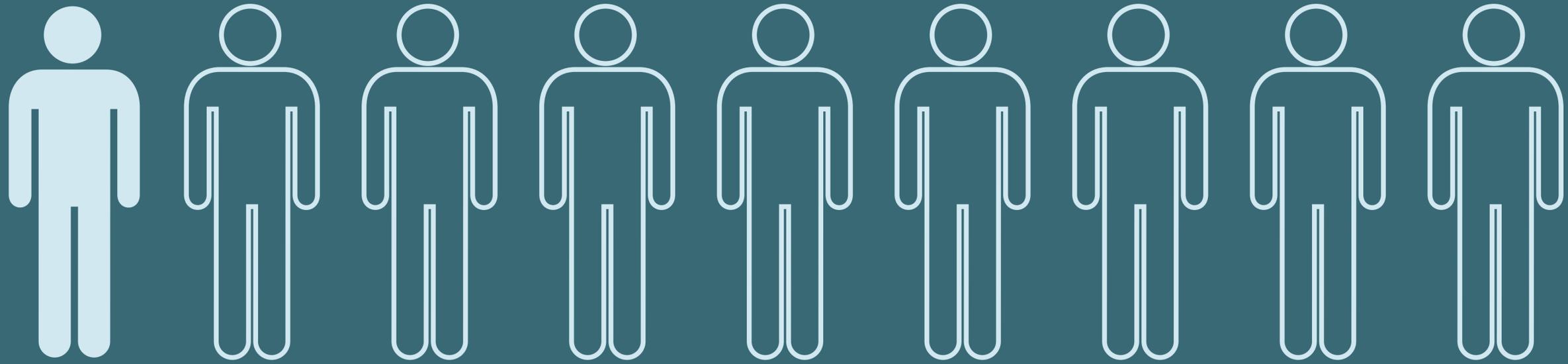
NO APPOINTMENT NECESSARY

SIDE-GIG GANGSTERS

WILL NOT SIGN ON THE DOTTED LINE

THE SINKING RELATION-SHIP

One in nine Americans are self-employed today



Among Gen Z, 42% say they intend to work for themselves



CAREERS: 3 BY 30 – IN 2025

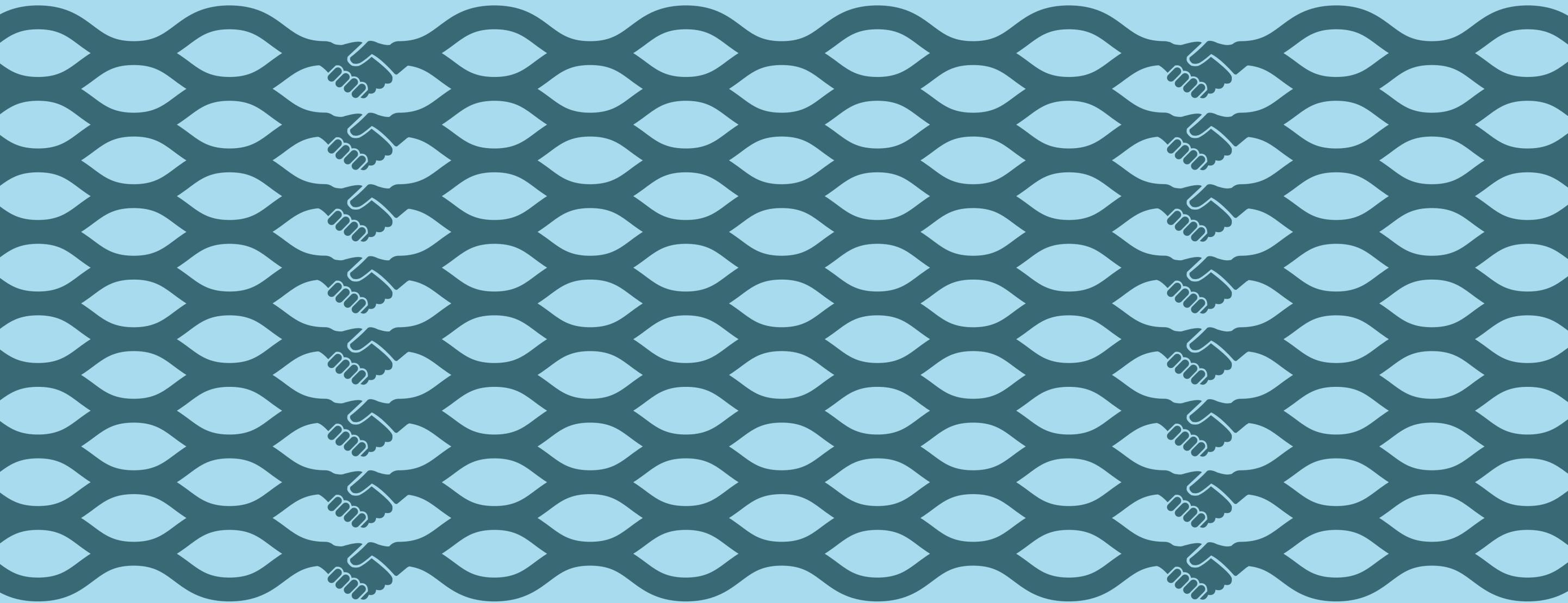
At work, Gen Z will structure their professional lives much as they do their non-working lives: across spaces and connections that help them develop. As the freelance economy is on the rise today, Gen Z will accelerate it. Forty-two percent of teens say they intend to work for themselves (*Northeastern University*). That's a striking difference between the one in nine Americans who are self-employed today (*Bureau of Labor Statistics*). The freelance economy will give this generation the ability to explore their professional passions. And they're already planning on it: the majority of teens (60%) expect to have multiple careers by the time they're 30 (*s&h*).

When Gen Z enter the working force, they will be radically shifting our ideas of the working world.

60%



THE MAJORITY OF TEENS (60%)
EXPECT TO HAVE MULTIPLE
CAREERS BY THE TIME THEY'RE 30



The new way of working: Netweaving



GEN Z 2025 - **CAREERS: 3 BY 30**

**CAREERS: 3 BY 30 – IN 2025**

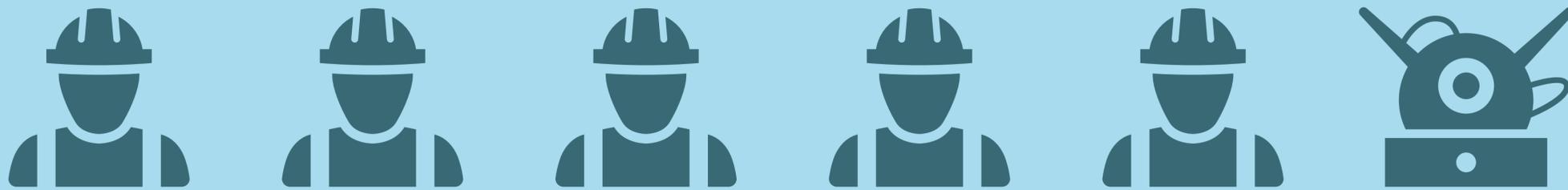
The new way of working: Netweaving

Gen Z will work a portfolio lifestyle, working many jobs simultaneously and using relationships they dip into for professional expertise and resources. Think of an extended web of real life and connected relationships that drive a 24/7 economy of non-stop labor. Gen Z will collaborate and create with a vast network of contacts, dipping in and out of relationships for the greater good of their careers. Call it netweaving.

Today, 28% of teens place more of an emphasis on personal relationships than Millennials do (20%) (*Adecco*). And communicating with all of these collaborators will become increasingly important for Gen Zers. As [research from Oxford University](#) estimates, in the next 20 years one in six low-wage jobs in the US could

be susceptible to being taken over by robots (*FiveThirtyEight*). Gen Z, however, will know how to speak bot – and human.

Connections matter to Gen Z: 28% place more emphasis on their personal relationships than Millennials at 20%



**In the next 20 years one in six low-wage jobs in the US
could be susceptible to being taken over by robots**



**CAREERS: 3 BY 30 – IN 2025**

No appointment necessary

Speak they will, at any hour of the day. Nothing will stop a developer in Singapore brainstorming ideas with a co-workers in Australia and Idaho. Screens and connections are a natural extension of their very being, unrestrained by the boundaries of time. For Gen Z, there is no such thing as an appointment. Every moment is prime for interaction, free of time zones. That will come naturally to Gen Z, 91% of whom say they have devices in bed (*Pew*). Often toggling across five screens – and always connected – Gen Z will navigate in and out of work priorities, across their netweave of collaborators.

For Gen Z, there is no such thing as an appointment

“I want to be a doctor, a business person, an entrepreneur, and an engineer. Right now, I’m working at my parents’ office to get a little money on the side. Sometimes it’s boring, but that’s how jobs are. I also have a job selling jewelry.”

– RACHEL, 12

OAKLAND, CALIFORNIA

**CAREERS: 3 BY 30 – IN 2025**

Side-gig gangsters

With access to infinite connections, tomorrow's working world will flow through portfolio careers, exploring options much like you might try on clothes on in a fitting room. But, instead of sampling just one piece at a time, they'll be trying on the whole outfit of work.

Meet the designer who side-gigs as a dj and is working on a six-month *slow journalism* project. Having one job after another on your resume will be yesterday's news. Instead, Gen Z will be working overlapping, simultaneous projects of varied lengths.

Gen Z's future job: finding their careers.

Gen Z's future job: finding their careers

**CAREERS: 3 BY 30 – IN 2025**

Will not sign on the dotted line

Exploring job and career aspirations will mean employers will have to entice Gen Z with a policy of transparency. These freelancing, non-committed side-gig young adults will want creative reign over their output. The days of non-confidentiality agreements are over, forcing those who will benefit from this brain trust to be flexible and shift creative capital to the employee.

Gen Z have creative aspirations: The Juilliard School is their number one school in terms of affinity (*s&h*).

The Juilliard School is Gen Z's number one school in terms of affinity (*s&h*)

**CAREERS: 3 BY 30 – IN 2025**

The sinking relationship-ship

Immersed in a never-ending, fluid collaborative world could also distract the young adult Gen Z from forming solid relationships in later life, at least in the traditional sense.

Already today, 15% of teens prefer interacting with their friends online (*Northeastern University*). These always-on friendships, and maybe even relationships, can help the Zer's world expand by encouraging openness. "At a time when communicating in your life is at its most awkward, expressing yourself online can be a hopeful tool," says Dr. Suzanne Lachmann, a New York-based psychologist specializing in relationships.

But too much focus on online-only relationships can take away from real world ones. "It can be a place to exercise your love of fantasy football or whatever, but (being online) is also used to as a

form of self-punishment," she adds. And forming "unrealistic expectations based on what you see on screen" puts added pressure on young adults' relationship ideals. "The other person ends up feeling like they're never good enough."

Whether it's professionally, personally or socially – unplugging will become a necessity.

Gen Z will be anxious for an extended time out.

Focusing too much on digital relationships can take away from real world ones



**The sinking relation-ship:
15% prefer interacting with their friends online**





GEN Z 2025

CHAPTER 2

Unplugged Pastures

DIGITAL DETOX AS
THE NEW THERAPY



91% go to bed with their devices





THE WATCHFUL EYE OF
DATA WILL SEEK TO FIND
HIDING GEN Z

UNPLUGGED PASTURES

44 ZETTABYTES

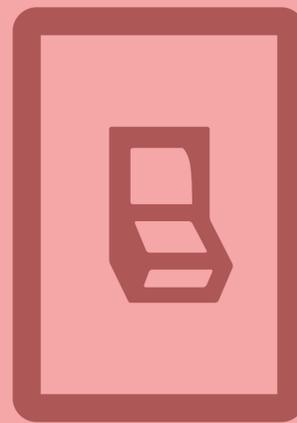
DATA THE WORLD WILL
CREATE BY 2020

91%

TEENS WHO GO TO BED
WITH THEIR DEVICES

24 MILLION

ESTIMATE OF CHINESE PEOPLE
ADDICTED TO THE INTERNET TODAY



How do you turn off when there is no such thing as on?



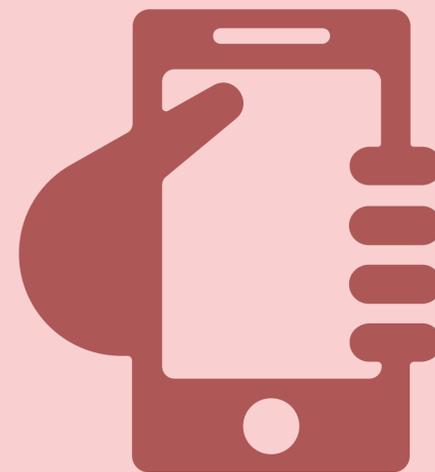
**UNPLUGGED PASTURES**

Tech meets body, body reacts to tech

Gen Z are tethered to their screens, a lot. Are they worried about it? Not that much. Forty-two percent of teens say they don't intend to cut back on their online time anytime soon (*seriously*). And once they dip in and out of their portfolio careers, the significance of those connections will only be amplified.

Exposed to the connected life earlier than ever, what will non-stop digital actually do to their bodies?

**42% say they
don't intend to
cut back on time
spent online**



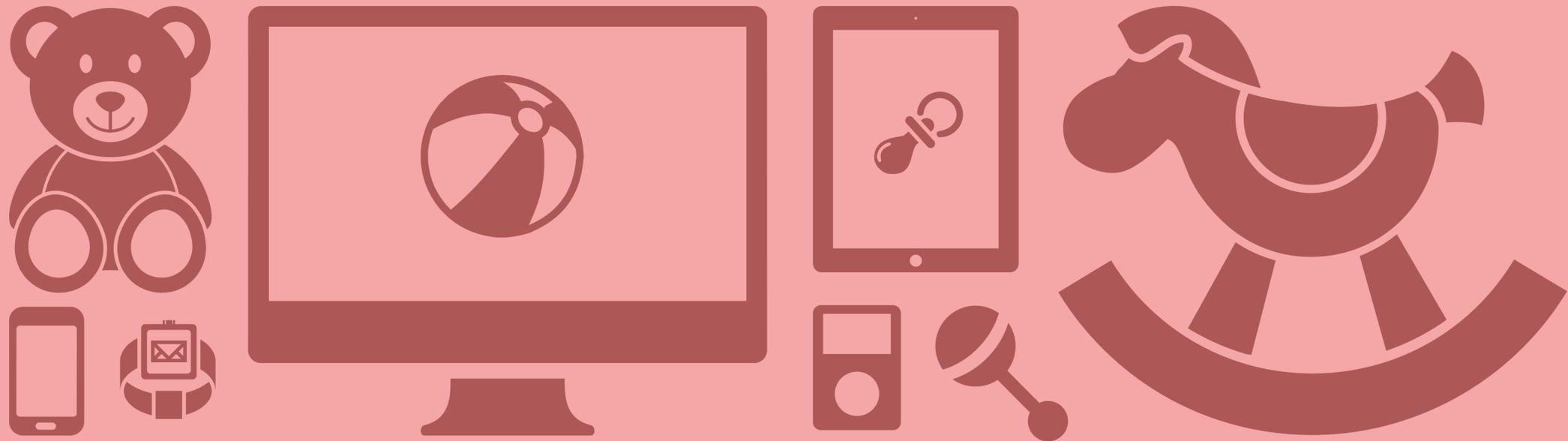


UNPLUGGED PASTURES

Early onset screen time

For Gen Z, the first true generation of digital natives, being connected is as natural as moving an arm or a leg. Screens are simply an extension of their bodies. It's their parents who are inducting them early. In the US, kids are most likely to be gifted with gaming devices (and TVs) between ages four and seven (*eMarketer*). A few years later, from eight to 11, they'll receive a gaming console, digital music player, tablet or ereader from their parents (*eMarketer*). In fact, 22 million 12- to 17-year-olds will own a mobile device this year in the US, according to *eMarketer*.

4 to 7: age kids in the US are most likely to receive gaming devices and TVs



Early onset screen time



**UNPLUGGED PASTURES**

Beyond the pimple: bodies changing

The threat of not disconnecting is already surfacing. Looking up – not down – will become vital to avoid afflictions such as text neck, a scourge first reported at the end of 2014. *A 14-year-old girl was diagnosed with text neck*, where the proper curve in the spine is reduced, causing pain, tension across the shoulders, and possibly migraines. Even scarier, doctors say, is that these changes to the neck are typical of someone decades older – until now.

But it's not all dour, since humans are an adaptable breed. Scientists say our bodies are changing to adapt to such constant connectivity. According to *research by PLOS One*, people are taking on “protective behaviors” while they text and walk at the same time. Meaning they're

walking in a more cautious manner to avoid the risk of injury – or bumping into obstacles like other people.

Looking up – not down – will become vital to avoid afflictions such as text neck



**“It’s hard to appreciate
where you are when you’re
perpetually distracted by
where you’re not.”**

- Dr. SUZANNE LACHMANN, PsyD

UNPLUGGED PASTURES

Addicted to digital

While connectivity is an inherent part of Gen Z's day, too much of a good thing has its dark side. Severe reactions to too much online time are cropping up. Just ask the 19-year-old Chinese man who cut off his own arm to curb his addiction to gaming. It's an extreme example, sure, but such behavior is sounding an increasingly loud alarm. In China, where authorities are creating centers to curb digital addiction, an estimated 24 million are said to be addicted to the internet.

In New York, psychologist Dr. Suzanne Lachmann is seeing digital stress in some of the teens she treats in her practice. "Being constantly connected is cultivating a level of anxiety – you have to be accountable to someone or something that isn't actually there in your space. If they don't immediately respond, their world falls apart," Dr. Lachmann said.



24 MILLION

PEOPLE IN CHINA ARE SAID TO BE ADDICTED TO THE INTERNET

16%

16% OF YOUNG ADULTS SHOW SIGNS OF ONLINE ADDICTION – UK STUDY



UNPLUGGED PASTURES

“It’s hard to appreciate where you are when you’re perpetually distracted by where you’re not,” she said.

The concept of internet addiction is in its infancy for the medical community, but the problem is real. Some early signals to watch out for include simply spending hours online, and becoming irritable when interrupted during such an internet coma, according to a recent [UK study](#). The same research revealed that 16% of the young adults surveyed showed signs of online addiction.

Fortunately for the Gen Z bunch, they are already aware of spending too much time online, although they’re not that bothered by it. Fifty-nine percent of 13- to 17-year-olds think they spend too much time online, but it doesn’t mean they have plans to cut down on their internet time (*seriously*). After all, digital is a crucial part of their day. One in three (32%) say what what they do online is important (*seriously*).

**59% of teens
think they
spend too much
time online**

Unplugged Pastures In 2025

THE BIG HEALTH THREAT

HELP, I'M ALLERGIC TO YOUR WIFI

OFF THE GRID ZONES

CONSCIOUS UNPLUGGING

REVERENCE FOR B.D. (BEFORE DIGITAL)

**“Today you pay to connect,
tomorrow you’ll pay to
disconnect.”**

- JAN CHIPCHASE, @janchip

STUDIO D RADIODURANS; AUTHOR OF HIDDEN IN PLAIN SIGHT AND TODAY’S OFFICE



UNPLUGGED PASTURES – IN 2025

The big health threat

A world entrenched in nonstop connectivity will birth new digital disorders. One contributing factor is the anxiety caused by being overly influenced by digital. The stress of striving for perfection from connected lifestyles will, for many, remain out of reach. Think, the dieter whose food choices are defined by what looks good to post, and not eat. Or, the vegan who hauls tupperware to a party to maintain a perceived ideal. This never-ending pressure gnaws at their very being, and can emerge in obsessive behaviors.

Take orthorexia, a type of compulsive eating disorder originally identified in 1997. Then it was about thinness, but psychiatric professionals are seeing it surface now as a symptom of striving for “cleanliness and purity,” according to nutrition therapist Sondra Kronberg as reported

in *FastCo*. This stems from being drawn into a world where victims compulsively compare themselves to Instagram posts.

A world of nonstop connectivity will birth new digital disorders

**UNPLUGGED PASTURES – IN 2025**

Help, I'm allergic to your WiFi

Digital could make you sick. Or, you could make yourself sick thinking about digital. Allergies to WiFi and other electromagnetic waves are cropping up as new disorders of the digital kind. Having people and WiFi in increasingly close quarters could fuel digital disorders we are only beginning to fathom. As completely disconnected zones will be harder to find, and must be sought out, we're on the cusp of discovering the health effects of constant connectivity.

In France, a court has just recognized Electromagnetic Hypersensitivity (EHS) as a disability, though some say an allergy to the invisible electromagnetic waves may be psychosomatic. A couple in Massachusetts insist that their son has been suffering from the effects of high-intensity WiFi at his school, and they're

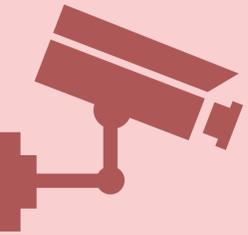
suing the state of Massachusetts to investigate the matter further. Given these instances, where do you go if you're allergic to WiFi?

Digital could make you sick – or you could make yourself sick thinking about digital



Help, I'm allergic to your WiFi





UNPLUGGED PASTURES – IN 2025

Off the grid zones

Imagine a world of vast green spaces, perhaps a duck quacking in the distance, interrupted only by the sound of leaves blowing in the wind.

It may be an enclosed park, a nature trail or a mountain top: All spaces where you're connected only to the ground beneath your feet – and not to your WiFi. These will be the coveted havens of 2025.

But you'll have to pay to get there. In a world where data can always find you, hiding from it will become an increasing premium. The ultimate marker of success won't be measured in Gen Z's working hours, relationships or other social currencies. It'll be disappearing off grid – and not being found, or tracked, by anyone not designated by the disappeared party.

In a world where data can always find you, hiding from it will become an increasing premium



**UNPLUGGED PASTURES – IN 2025**

Conscious unplugging

Gen Z are all about facing and embracing problems, not hiding from them. Given their acute awareness levels, they will be positioned to know when they've hit their personal tipping point for disconnectivity. Whether on screens or in wearables, they'll purposely do things like turn off their geolocation in favor of silence. Turning away from data will mean extended breaks from their digital selves. That also translates to distancing from digital relationships, peers, friends, collaborators, and even internet loves. The hunt to find Gen Z's trail will be the next big game.

The hunt to find Gen Z's trail will be the next big game

**UNPLUGGED PASTURES – IN 2025****Reverence for B.D.
(Before Digital)**

Gen Z were born twitching screens in their mothers' wombs. But in 10 years, they'll hark back to the unplugged era. Getting up from the sofa and manually turning on the lights will become an experience. Feeding their tastes for customized absurdity, we'll see more *yoga classes* turned *breweries*, *hot dogs served on a bed of peanut butter* and *heartfelt messages scrolled on real potatoes* (yes, potatoes). Seeking out Before Digital experiences – camping, device-free slumber parties, wearable-free dinners – will become celebrated gatherings. But probably for not for longer than a day or two.

They won't want to miss your message for too long, after all.

**Gen Z will revere
unplugged
experiences, like
sending heartfelt
messages on real
potatoes**





CHAPTER 3

Me is We

DIVERSITY, DECOMPOSED



ME IS WE

Kumbaya.

Generation Z, sitting in a circle holding hands. They're connected to the people around them, and aware of the world beyond themselves.

They've come of age in an era of the first African-American US President, marriage and gender equality, and acute awareness of climate change. They're more globally connected, polycultural and in tune as a generation than any other. Where Millennials have been blamed for trailblazing with entitlement, Gen Z see themselves as part of a greater whole. In their home, social or work lives, Gen Z leads with: What's good for me is good for everyone.

Gen Zers seek out new communities and sub-groups, from marshmallow lovers to cosplay, for a greater sense of belonging. To do so, Gen Zers may have multiple digital personas that they dip in and out of to explore their interests and many me's.



GENERATION Z, SITTING IN A
CIRCLE HOLDING HANDS

But who, or what, is the real 'me' of Gen Z?

Let's take a look.



DIVERSITY WILL
DECOMPOSE IN FAVOR
OF HUMANITY

ME IS WE

28%

GEN Z LIVE IN
MULTIGENERATIONAL HOMES

58%

TEENS SAY PARENTS ARE
THEIR BEST FRIENDS

34%

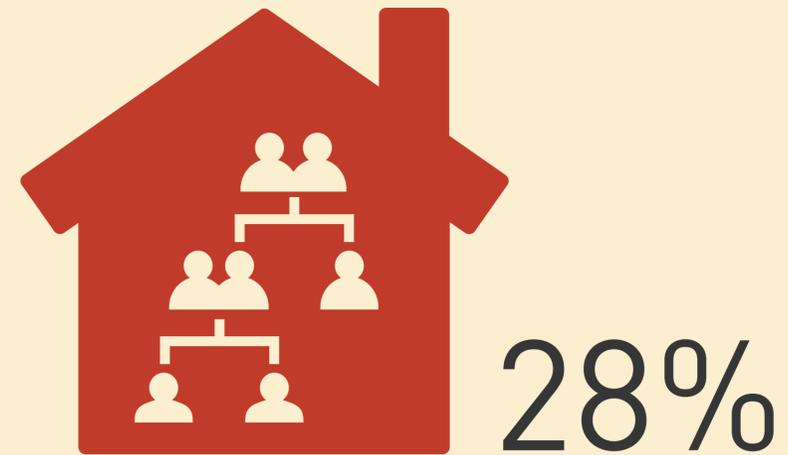
CHILDREN LIVING WITH AN
UNMARRIED PARENT TODAY
(INCLUDING SINGLE PARENTS, SAME-SEX PARENTS)

ME IS WE

Keep it together – in the family

Gen Z are growing up in very non-traditional family structures. Twenty-eight percent of Gen Zers are living in multigenerational homes, being influenced by the norms and values of multifaceted family members under one roof. They're an increasingly blended bunch, and that trend is only set to grow. Since 2000, there's been a 50% increase in the multiracial youth population. As Gen Z grow up, they will carry on their norms of acceptance, absorbed in an increasingly diverse world and home.

Instead of rebelling from their parents, today's kids and teens see allies and friends in their parental units. They have manicures and take bike trips together, or share bonding activities like **pulling out a loose tooth with a drone**. And

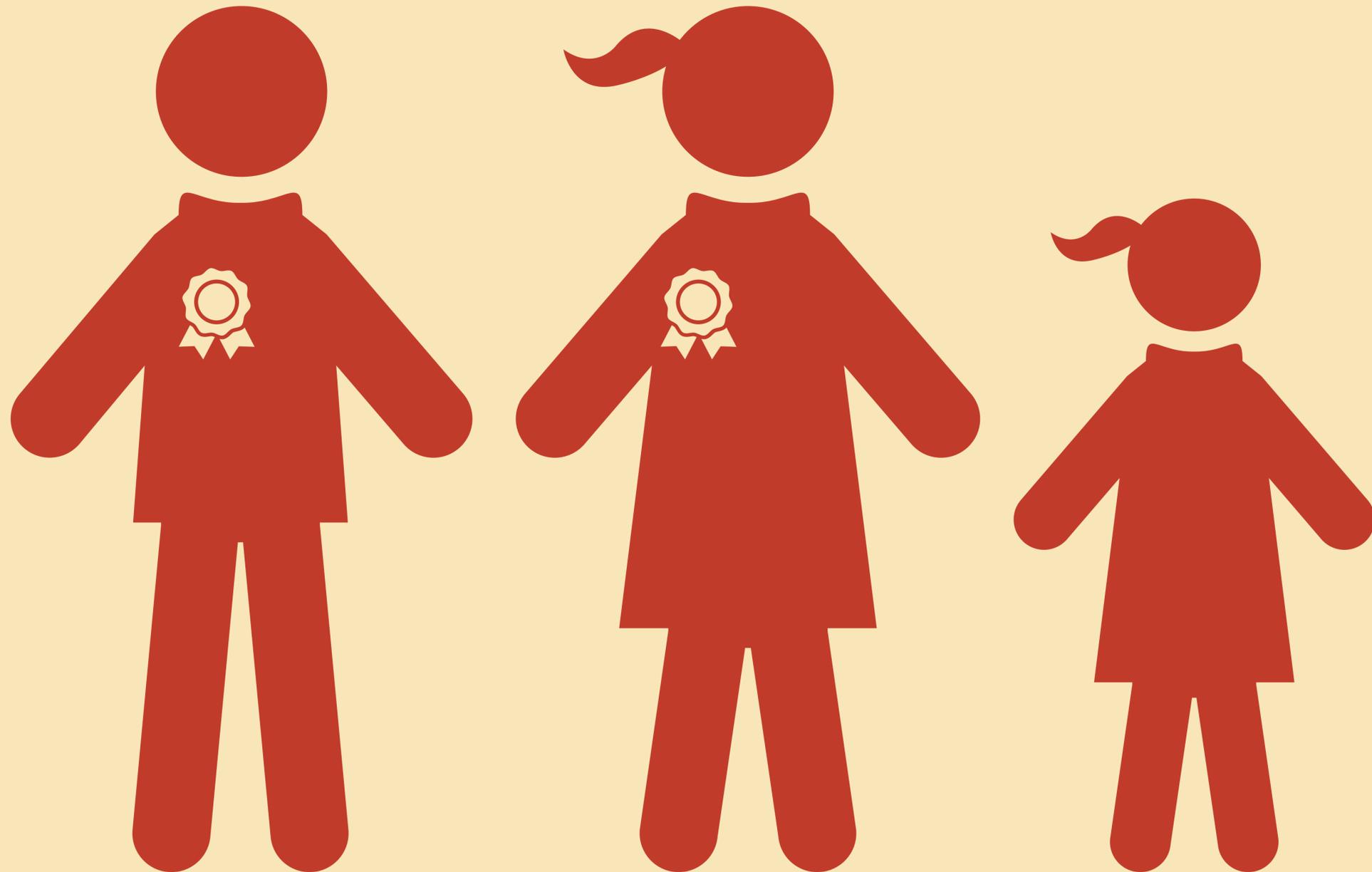


LIVE IN MULTIGENERATIONAL HOMES

their parents are helping them foster openness, like this **awesome Dad who celebrated his son choosing a mermaid doll** over another toy.

These attitudes of openness are reflected in the changing face of traditional families (kids living with married, heterosexual parents). One of the biggest shifts in family setups is

58% of teens say parents are their best friends



GEN Z 2025 - ME IS WE

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ME IS WE

that 34% of children today are living with an unmarried parent (including single-parent or same sex parents), which is 15% more than in 1980, when only 19% of kids lived with an unmarried parent (*Pew*).

Parents are becoming the new best friends. **Fifty-eight percent of teens in the UK** think so, and their parents agree: 40% say they're much closer to their kids than they were to their own parents. The tide is shifting towards togetherness, propelled not by authority but rather a communal experience of life.

Living as a broader family unit is evident in the shifts in real estate patterns of older people. Instead of downsizing for a simpler life, **Gen Z's grandparents are buying bigger houses** to accommodate diverse family setups under one roof. While Boomers are benefiting

from more time with their grandkids, they're also set to become the next influential tech set, as Gen Z explain Snapchat to grandma. Grandkids in turn are taking on more conservative values promoted by nearby representatives of older generations.

34% of kids live with an unmarried parent



**ME IS WE**

Gen Z: conservative and caring

Gen Z's social passions are focused on issues that both reflect more traditional values and caring for the greater good. Looking at the top social advocacy and issues of Gen Z, *Above the Influence* is the association they have the most affinity for, followed by the *truth* campaign (*seh*). Both are organizations that help young people stay on the right path, free of drugs and alcohol. It's as much a reflection of their life stage as it is of their values, skewed toward the conservative. Showing concern for others is another revered social force. The Keep A Breast Foundation, a breast cancer care and research organization, is in the top three for this age group (*seh*).

Gen Z cares: Above the Influence and truth top social advocacy affinity

“I’d want to use unicorns for money. This is why: unicorns are magical and they spread happiness and awesomeness.”

– RACHEL, 12

OAKLAND, CALIFORNIA



ME IS WE

The currency of time

The time Gen Z invests in their world needs to count for something. When it comes to work, they don't just want jobs, they want jobs that matter. Ones that give them the flexibility to pursue their passions and help them secure a foundation for the future.

TEENS WORKING IN JULY



That may mean they're spending less time doing so-called grunt work, the kind previously reserved for teens. Kids today are less likely to work summer jobs, doing things like selling ice cream, than they were in previous decades. In

2014, less than 35% of teens were employed in July, compared to 55% in the 70s, 80s, and early 90s, according to Census Data. Because ice cream won't help them get a leg up on college admissions.

They care about moving forward, and ultimately doing jobs that matter in the world: 60% say they want to have an impact on the world with their work (*Intern Sushi/CAA*).

**ME IS WE**

The many faces of 'me'

Gen Z's sense of belonging is constructed from a blend of online personas. As they navigate the world, they have the freedom to tap into many communities to expand their horizons and their friendships. Fully 57% of teens have met a new friend over the internet, and most of those friendships never blossom in the real world: 77% say they've never met an online friend in person (*Pew*).

But it's all with a detached commitment, since no one thing defines them. Whether it's dipping into the **mermaid economy** or **creating breakfast mash-ups**, they're sampling a range of interests. Join a cosplay community, a peanut butter and jelly eating competition, learn how to ski on youtube, or save koalas from extinction. With many personas, it's all possible.

57% of teens have met a new friend over the internet, and most of those friendships never blossom in the real world

77% of teens say they have never met an online friend in person





ME IS WE

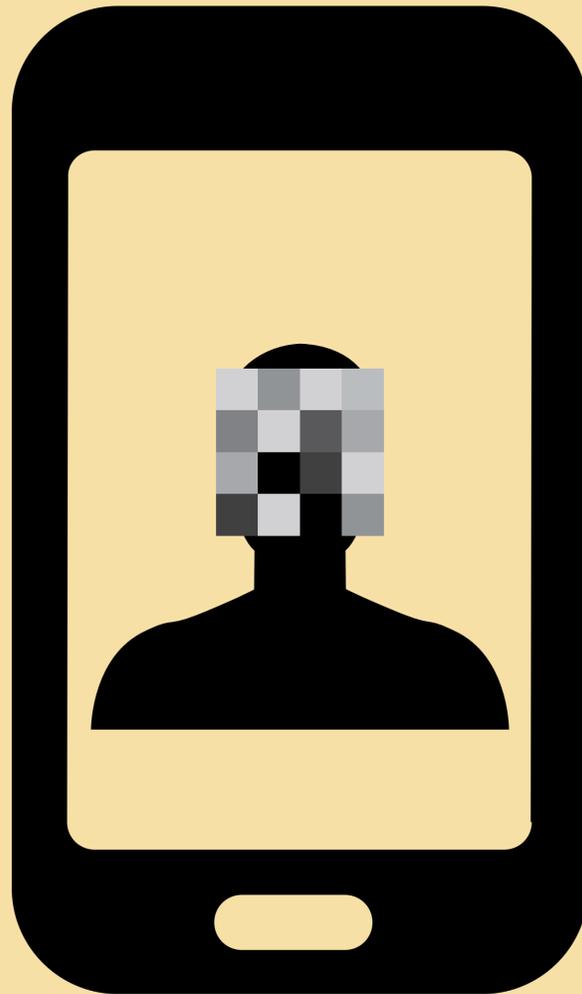
We, veiled in privacy

Catch them if you can. Gen Z have seen how a careless tweet or post can derail careers and spawn sex tapes. They've inhaled the lessons of their older siblings and are intent on keeping their online lives sacred, and secret. Thinking before doing is Gen Z's mantra: 57% say they have not posted something due to privacy concerns (*Pew*).

Consequently, Gen Z are attracted to online worlds that expand both their sense of security – and fun. Teen girls have cracked the code and **created fake instagram accounts**, “finstagram” or “finsta,” to mold their online identities. These are shared only with a very select group of private friends. Finsta content spans the silly or ridiculous moments where every hair or filter doesn't have to be in place. But the dust doesn't settle on their real instagram, “rinsta,” their curated version for the broader world to consume.

Gen Z are intent on keeping their online lives sacred, and secret

When Gen Z are seen, they want it to be on their own terms. As one safeguard against the tracking eyes of surveillance, they're looking to the absurd. Move over **anti-facial recognition glasses**. It turns out cosplay could be the ultimate facial recognition fighter: **Project Secret Identity 2015** encouraged attendees at Dragon Con “to protect and advocate for ourselves” to shape the future. Like their signs say, superhero activism can “foil your facial recognition algorithm.”



Gen Z are attracted to online worlds that expand their sense of security – and fun



GEN Z 2025 - ME IS WE

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Me is We In 2025

DECOMPOSING DIVERSITY

WASTE NOT: FROM MAKERS TO FIXERS

THE RISE OF THE NON-COMMITTED

**ME IS WE - IN 2025**

Decomposing diversity

As Gen Z take on the world in 10 years, their world view will follow. In their unique perspective, there is no normal, there just is. They understand that people come from a variety of socio-economic backgrounds, races and gender norms. Today, they embrace the world with blind inclusivity instead of simply tolerance, which implies that there is the “other” to tolerate. We’ll see diversity as a term decompose in favor of simply being human, at least on Earth.

And maybe for aliens, too, if Gen Z follows the lead of the UK government. It’s just mandated that **our communications to extraterrestrials should be updated with messages of gender equality and diversity.**

“We need you to take action. We are all indigenous to this earth.”

– Xiuhtezcatel Martinez to U.N.,
15, hip hop artist and youth
director of Earth Guardians

(Rolling Stone)

ME IS WE - IN 2025

Waste not: from makers to fixers

The one thing we all have in common is our planet. And Gen Z are aware that caring for the ground beneath our feet is an acute issue: 46% say they're concerned about climate change (*Pew*). When it comes to protecting the environment, Gen Z mirror the worries of their older Millennial siblings. This comes in stark contrast to older generations: 56% of young adults aged 18 to 34 (Millennials) say they're willing to pay much higher prices to protect the environment, compared to only 20% of seniors (*National Geographic*).

Gen Z would rather put their energy into reusing resources than creating new ones. Instead of artisanal everything, we'll see an emphasis on innovation, even from waste. Like **the global chefs who use every part of an animal**



46%

SAY THEY'RE CONCERNED
ABOUT CLIMATE CHANGE

– brains, butts, and broth – in their cuisines. What was yesterday's meal will be tomorrow's new canvas. Creating new biodegradable materials that will expand, stretch and do things like **morph fruit skins into a handbag** will be the next wave of waste-not innovation.

Gen Z will be the Waste Nots, who fix the old to invent the new.

**ME IS WE - IN 2025**

The rise of the non-committed

Bombarded by constant online options – from choosing your friends to the breakfast cereal medley you’ll have for dinner – the journey trumps the destination. Without the space to absorb who you are in an uninterrupted zone, the quest for the next best thing can be never-ending. And digital lacks something very fundamental to our human existence. “There’s a whole world of physical interaction that’s missing,” said Dr. Lachmann.

Dr. Lachmann talks about a generation that’s been “wired from the moment they came out of the womb.” And the wired space of infinite next connections is all they know. “What’s potentially scary is that disconnecting is a completely unknown entity to them,” she said.

Gen Z will be the Waste Nots, who fix the old to invent the new

Gen Z’s next commitment will be finding themselves.

A day in the life of Gen Z in 2025

HOVERS TO WORK

Rides hover scooter downtown to the main space elevator hub.



QUAN, 27 (YEAR 2025)

Mother **Singaporean**

Father **Pakistani**

Jobs **Asteriod Miner**

Lives **Guangzhou, China**

WAKES UP

Woken up by small neural disruptor. His PJs made of nano fibers change color and pattern based on mood.



MORNING HARVEST

Ceiling is a hydroponic garden. Harvests flora and begins to prepare breakfast without tech.



DIGGING IN SPACE

Takes shuttle to asteriod belt, controls robot to look for precious stones and ore.



EVENING ARTLETICS

Detoxes from day by practicing cardistry with friends for upcoming super nerd championships



MORNING MUSINGS

Brushes teeth, considers replacing limbs with prosthetic ones to avoid muscle fatigue for long day ahead in space mining



RETURNING HOME

Girlfriend holographically appears in kitchen to show Quan a new recipe. They cook together before she goes back to her job as a head chef.





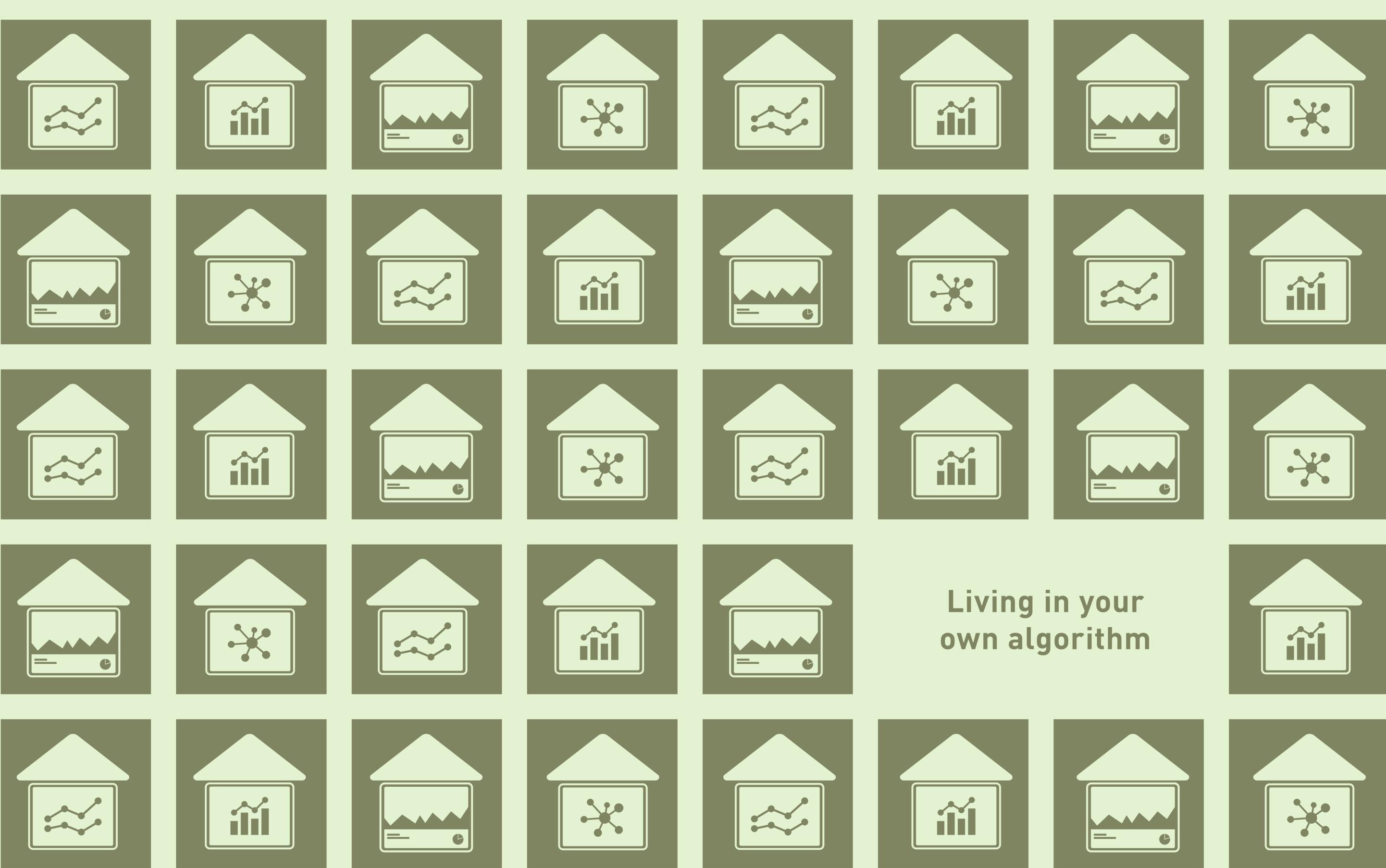
GEN Z 2025

The background image shows a modern architectural structure at night. A large, curved ceiling is illuminated with a grid of bright blue lights. Below the ceiling, a walkway is visible with many people walking. The scene is reflected in a wet surface in the foreground. The overall atmosphere is futuristic and vibrant.

CHAPTER 4

Much Ado About One Thing

LIVING IN YOUR
OWN ALGORITHM



Living in your
own algorithm

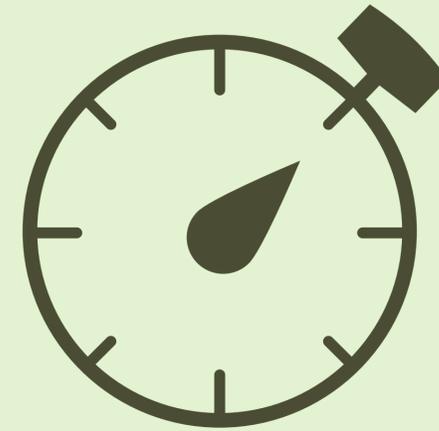


GEN Z 2025 - LIVING IN YOUR OWN ALGORITHM

MUCH ADO ABOUT ONE THING

Gen Z have the attention span of a gerbil. Their best friends are digital. They aren't listening because, you know, all those screens. These platitudes are served by those who don't quite understand how Gen Z are actually processing and focusing – and even listening to you at the same time.

Behind the glare of screens it may seem like they're zombies, but Gen Z have found a way to cut through the non-stop information flow to focus on their specific interests. In a world of endless options and customization, they do pay attention, but they're just particular about it. According to *Fast Company*, they've developed a highly evolved filter to do this in exactly eight seconds.



8 SECONDS

THE TIME IT TAKES GEN Z TO
FOCUS IN A FRANTIC WORLD



LIVING DEEP IN YOUR OWN
DATA CREATES THE ULTIMATE
FEED OF LIFE

MUCH ADO ABOUT ONE THING

47%

TEENS THAT SAY THEY'RE AN
EXPERT AT SOMETHING

8 SECS

TIME IT TAKES TEENS TO FOCUS
ON RELEVANT CONTENT

IMMEDIATELY

WHEN TEENS FEEL
COMPELLED TO RESPOND TO
A TEXT OR DIRECT MESSAGE

MUCH ADO ABOUT ONE THING

Rapid focus

Think about Gen Z as having rapid focus, instead of a rapid lack of focus. By diving deeper into specific fields of interest, Gen Z are creating a world of highly specialized experts. The kid who loves cereal so much he builds sculptures out of them, or the one whose sneaker passion makes him a designated sneakerhead. Digital has armed them with the ability to source alternative means of entertainment and learning, resources and interests outside of what they're taught in a classroom, by their parents, peers, or coaches. They're getting an early start on Malcolm Gladwell's 10,000 hours of deliberate practice to become skilled, as detailed in his book *Outliers*. In fact, 47% of teens already consider themselves to be experts at something (*s&h*).

47%

OF TEENS ALREADY CONSIDER
THEMSELVES TO BE EXPERTS
AT SOMETHING



**MUCH ADO ABOUT ONE THING**

The emotional toll of information overload

At the same time, Gen Z are drawn in by incessant social media pings demanding their attention. They “feel compelled to answer texts or direct messages almost immediately,” according to a study to be presented at the British Psychological Society. These instant demands on their attention can feel like a never-ending emotional investment, which can ultimately deter teens’ health by causing anxiety, the same research says.

Consequently, the ability to focus on what’s important is also a kind of protective shield from the potentially stress-inducing overload of too much noise. Just focus.

Teens feel compelled to answer texts or direct messages almost immediately

Much Ado About One Thing In 2025

EXPERTS IN THE OBSCURE

DEEP IN YOUR OWN ALGORITHM

THE END OF COMMON SENSE

**MUCH ADO ABOUT ONE THING – IN 2025****Experts in the obscure**

Imagine a world of PhDs. Everyone has a self-appointed degree in their own highly evolved field of expertise. Their topics span everything you'd ever want to know about – from crafting hoverboards for pets to tailoring shirts out of your leftover dinner materials. Entrenched in their chosen knowledge, they'll be sharing their fine-tuned skillsets with the world.

**“I'd eat powder
for dinner.
Donut flavored.”**

– Luca, 10

Westchester, New York

**Living in your own algorithm
could create the ultimate
life feed, customized to your
specific desire to know about
subterranean plants or
arctic biking.**



MUCH ADO ABOUT ONE THING – IN 2025

Living in your own algorithm

Living in your own algorithm could create the ultimate life feed, customized to your specific desire to know about subterranean plants or arctic biking. Becoming so narrowly focused, however brilliantly, runs the risk of overlooking other influences that could lead to a richer worldview, and skillset.

In China, a tech company is sending cheerleaders to interact with their coders so they can be “motivated” by women – and learn how to talk to them. Sure, they can engineer a motherboard, but a lifelong commitment to their coding practice has alienated them from other basic skills.

In youth sports, for example, experts are already warning against too much specialization at a tender age. Kids risk injury and burnout if they specialize in a single sport when they’re young, sports medicine physician Neeru Jayanthi told the *Washington Post*. Instead, they should have more time for unstructured

play and the freedom to pursue a variety of athletics at the same time, he suggests.

Whether in sports, work or life, hyper-focusing on one thing can mean you have blinders on to everything outside of your sphere of focus. We may see a world of PhDs who can’t spell – skilled and knowledgeable, but potentially lacking in the balance garnered from other perspectives.

Ruled by your own data set, if you don’t know what’s going on next door, what are you possibly missing?

**Ruled by your own
data set, what are you
possibly missing?**

MUCH ADO ABOUT ONE THING – IN 2025

The end of common sense

If you didn't track it, did you really run five miles? The currency of sharing our data and letting it dictate our lives will become more acute in 10 years. Already, digital is causing 'Pinterest stress' amongst moms, who can never quite achieve the level of perceived perfection with their own imperfect beauty shots of baked goods.

But Gen Z will turn to data for common sense, forgetting that they – and we – had it in the first place. Grown up, Gen Z will go out for a walk in the park, because a study that analyzed the benefits of nature on well-being says walking in the park is good for you. Will they stop to ask themselves, "Didn't we know this already?" An over-reliance on data for life instructions could lead to the end of common sense.

Gen Z will turn to data for common sense, forgetting that they had it in the first place



**An over-reliance on
data for life instructions
could lead to the end of
common sense.**

A day in the life of Gen Z in 2025

CONFLICT



Before leaving home, receives frantic video from assistant, AI client is highly distressed. Notified his presence is needed now.

GUILLERMO, 26 (YEAR 2025)

Mother **Portuguese**

Father **English**

Jobs **AI Therapist**

Lives **Buenos Aires, Argentina**

WAKES UP

Smart bed releases aromas to wake Guillermo up at 5:30. Bed notifies other appliances of his waking.



GETS DRESSED

Mirror projects clothes on reflection, measures vitals and picks his outfit. Sends data to closet where clothes are laid out.



BREAKFAST



Drinks breakfast from edible packaging. Clicks heels and shoes self-lace.



TRANSIT

Rushes to hyper loop train for AI Therapist job in Rio de Janeiro.

DECOMPRESSES



Comes home to husband and child. They play Pictionary while keeping score on an electronic white board.

DINNERTIME

Husband cooks super spicy dinner; taste senses are dulled from overstimulated brain. Vital monitors around house react to favored food's effect.





CHAPTER 5

**Nothing Lasts Forever,
Except You**

FOR THE LOVE
OF IMPERMANENCE





NOTHING LASTS FOREVER, EXCEPT YOU

Gen Z loves anything that will self-destruct – eventually. They communicate in the short-term with messages that implode within 24 hours.

Gen Z are on a variety of social platforms – 71% say they're on more than one (*Pew*). They're attracted to the likes of Snapchat and Periscope, where they can dwell in the moment. Forty-one percent of teens are on Snapchat (*Pew*), and much to their horror, moms are joining Snapchat now, too.

What's said today is toast tomorrow. Gen Z exist, snap, like, love, and thrive today, knowing that tomorrow can change. And what they do share is an exercise in thinking before acting and cloaked in privacy.

We used to have letters, photographs and maybe even folded notes leftover from middle school to build the history of a person. But with the frenzied, curated, and highly impermanent

imprint on digital, what will Gen Z leave behind? A snippet of a story, but one with many blanks to fill.

What's said today is toast tomorrow



THIS MESSAGE
WILL SELF-DESTRUCT,
BUT WILL YOU?

NOTHING LASTS FOREVER, EXCEPT YOU

55%

TEENS SAY THEY “DON’T LIKE THINGS
THAT LAST FOREVER ONLINE”

ONLY 12%

OF TEENS SHARE LOVE OR
RELATIONSHIP DETAILS ONLINE

87%

OF 10- TO 18-YEAR-OLDS HAVE
WITNESSED ONLINE BULLYING

I  impermanence



GEN Z 2025 - **NOTHING LASTS FOREVER, EXCEPT YOU**

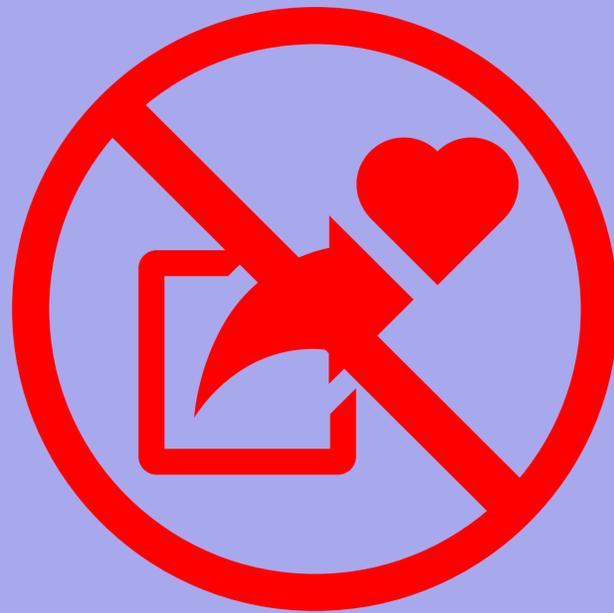
**NOTHING LASTS FOREVER, EXCEPT YOU****I ♥ impermanence**

Gen Z are attracted to impermanence: 55% say they “don’t like things that last forever online” (*Cassandra Report Digest*). Given their penchant for exploring different personas and that 25% of them are “almost constantly” online (*Pew*), it makes sense. Gen Z have come of age understanding the consequences of their digital choices. Too much sharing can only feed the online sharks. Eighty-seven percent of 10- to 18-year-olds have witnessed online bullying (*McAfee*). Consequently, Gen Z are carefully treading the digital waters.

And when it comes to sharing relationships, they’re more likely to keep their teen crushes and love triangles closer to the heart than online. Teens aged 13 to 17 now share less information (12%) about their love lives or relationships than their older peers (26%) aged 18 to 22 (*eMarketer*).

Their love of all things impermanent is a reflection of their time: the speed of change in digital, of 24/7 news cycles, of YouTube celebrities like PewDiePie, who just passed 10 billion views on his channel. The world has shown Gen Z that everything is morphing at the speed of the internet, and so are they.

55% of teens say they “don’t like things that last forever online”



Teens are sharing less love online



GEN Z 2025 - NOTHING LASTS FOREVER, EXCEPT YOU

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Nothing Lasts Forever, Except You In 2025

FROM ASHES TO DATA DUST

YOUR BRAIN UPLOAD IS COMPLETE

NOTHING LASTS FOREVER, EXCEPT YOU – IN 2025

From ashes to data dust

As Gen Z become adults, and one day, grandparents, what will they leave behind for posterity? It's human nature to want to leave an imprint, after all.

Gen Z's grandkids could be accessing Grandma's files to find out what she did on her birthday when she was their age – if they can find that information. As our individual data imprints grow, and spiral into oblivion, the need to archive reality will become very real. Jobs such as Digital Death Curators could ultimately determine what will be left of you. Unless, of course, Gen Z grandma leaves behind instructions in her data will.

Jobs like Digital Death Curators could determine what you leave behind



**“If we can control computers
with our brains, they can
control our memories as well.”**

– ELSA, 12

HELSINKI, FINLAND

NOTHING LASTS FOREVER, EXCEPT YOU – IN 2025

Your brain upload is complete

If IBM can build a digital rat brain, we could see human brain replicas in the future. Already, scientists are teaching robots to mimic human emotions. AMC's show "Humans," for instance, portrays a world where robots aspire to human consciousness, with scary repercussions. Some younger Gen Zers think they might even marry one (a robot, that is) some day. The possibility of sharing not just your Saturday night selfies, but entire lives for posterity is out there.





THE END - CHAPTER 6

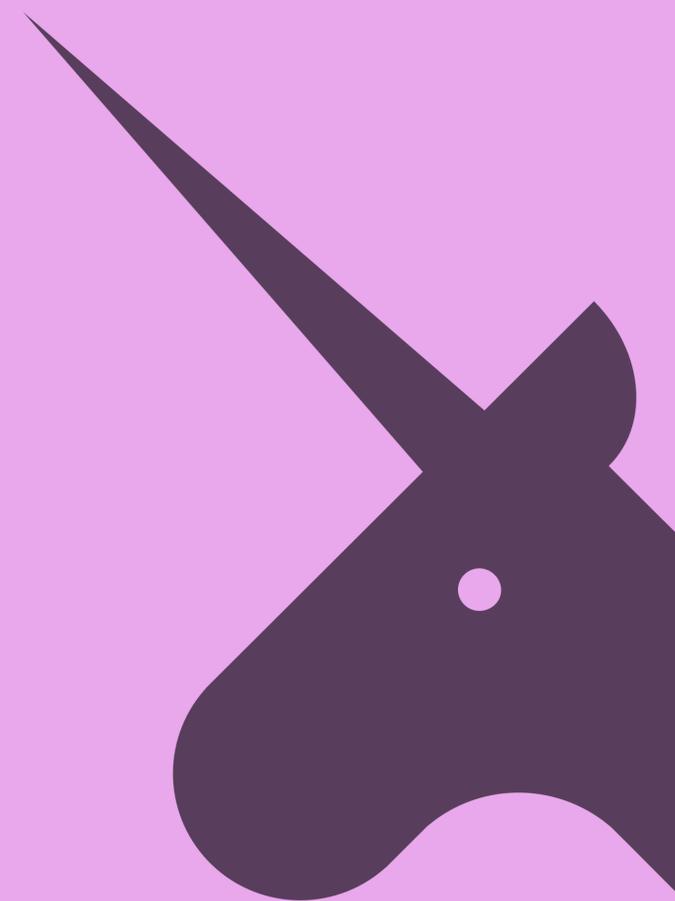
The New Microwave

THE SPEED OF CULTURE ENDS
GENERATIONS AS WE KNOW IT

**“In the future, I would travel
on a robot unicorn.”**

- ELISABETH, AGE 10

GRAND RAPIDS, MICHIGAN





THE NEW MICROWAVE

In 1965, Gordon E. Moore, co-founder of Intel, predicted that semiconductor technology would become faster, smaller and double in efficiency every year. His prediction held true for several decades, and we have him to thank for many digital innovations closely linked to his theory: memory capacity, sensors and even the number of pixels on your phone. Today, technology that can fit into a wearable smart ring used to require a room-sized computer to hold. Tech is permeating all our spaces, even the great outdoors. The first humanoid robot, Atlas, just took a walk outside in the woods. It may be at your front door next.

It's not technology that humans are adapting, but humans who are changing with the speed of tech. Instead of more spare time, we're packing more in to become more knowledgeable, more capable and sustain our infinite connections. When years race by in a day, there is no pause

button. And the need to reflect opens the door to digital detox.

When we consider the span of a 15-year-generation, we're on the cusp of compressing that time into much smaller, overlapping and evolving pieces. No longer will you be able to pinpoint generations according to neatly confined categories of demographics. Instead, they'll be connected globally and through evolving influences. Tomorrow will be less about what a difference a generation makes, but more about what a difference a day makes.

Propelled by the very speed of culture, our very understanding of generational shifts will be compressed, creating generations within generations. We call them the new microwave generations.

It's not technology that humans are adapting, but humans who are changing with the speed of tech.



THE NEW MICROWAVE

Hacking the old for the new

A few years is enough of a gulf to create new behaviors. Looking at twitter use among teens, for example, the 13-year-olds are rejecting, instead of embracing, the ways of their 17-year-old peers. Only 13% of the younger group are on twitter, compared to 44% of 17-year-olds (*Pew*). Gen Zers are finding ways to hack the norm, with their own special twist. If social sites are banned in schools, they've learned to use Evernote – allowed in schools – as an alternative in-school social network. And in China, teens are reverse-coding emojis into code copy to create their own unique language, one that their parents can't understand.

TWITTER USE AMONG



**THE NEW MICROWAVE****Speed up to keep up**

The speed of culture is accelerating by the minute. We're racing against time and mutating our bodies in the process. Whether that's taking stimulants to amp up our metabolism to do more in a day, power-napping at work so we can produce faster, or eating in liquid format. Even the pleasure of deciding what to eat can add to the decision fatigue of your day. And in this economy of efficiencies, even therapy is finding new forms. A call for emotional help is minutes away, where it was once hours or years of in-person therapy. Now, you can text a number for a support network, or post just the right-angled shot with a pithy capture for instant mood-boosting likes. Buoyed by digital, our worlds are perpetually amped.

Rapid cultural shifts will compress a generation into a .zip file of a few years,

**Buoyed by digital,
our worlds are
perpetually amped**

months or moments. We'll have to keep up to understand the overlapping influences of not just one generation at a time, but of a constantly in-flux, innovative, wow-inducing global collective.

Spearheaded by Gen Z, the very speed of culture is being floored.

They are the Final Generation.

**Spearheaded by Gen Z,
the very speed of culture
is being floored.**

A day in the life of Gen Z in 2025

LUNCH TIME



Goes to an automated cafe with her classmates. Punches in lunch order, catches up with her friends while food is delivered by drone.

CLARA, 21 (YEAR 2025)

Mother **Moroccan**
Father **Japanese**
Studies **Biotech and Fashion**
Jobs **AI Assistant, Tutor**
Lives **Los Angeles, California**

MORNING ROUTINE

Wakes up by personal robotic maid. Adjusts retinal sensors to account for increased light.



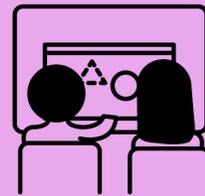
LECTURES

Teleports to school, gets to lecture, takes notes on her microchip, watching virtual professor teach.



TUTORS

Tutors a 9th grader in Singapore while working as an assistant to AI Therapist in Buenos Aires.



BEDTIME ROUTINE

Shuts off wearables, changes, and lays in smart bed that reads vitals and optimal sleeping mode. Sends message to boy-crush, Odin.



FASHION PORTFOLIO

Clara tries outfits on using projection mapping, uploads photos to fashion platform cloud.



RELAXES

Reaches out to friends in Japan, France and Russia to gush about the 35th season finale of Law & Order.





GENERATION Z 2025: THE FINAL GENERATION
SPARKS & HONEY CULTURE FORECAST

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METHODOLOGY

For *Gen Z 2025*, sparks & honey surveyed 1,000 13- to 17-year-olds in the US about the future of work, money, technology and education. Using new social listening tools, we gauged Gen Z's affinity for education and social advocacy issues. We also spoke to kids and teens from around the world, capturing and sharing their vision of the future in their own words. Together with the sparks & honey global scout network and our proprietary cultural intelligence system, we combed through thousands of signals to build a vision of Gen Z from today to 2025.



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Jordan Sanchez, unsplash

GlynLowe, flickr

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