

Personal and Professional Attitudes of Generation Z Students

Students' Talent Management

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Abstract: This paper is a guide for teaching professionals and head of the educational institutions to understand the professional and the personal attitudes of Generation Z students to achieve their personal and professional ambitions. Survey was conducted to collect the self-evaluation. In order to create the variables for the study, interviews conducted among Gen Z students and their teachers. We all keep criticising these Gen Z students on their way of living or whatsoever but if we overlook some of the factors we are sure to see the bright side of this generation students. They happen to possess extreme liking for managing things their own way which is definitely effective. They are so effective that the society today stops to listen to their thinking. Be it any strata of the society our generation has actually proven that they stand on the other side of the table but in the same room. This Gen Z students have the talent to adopt them self to any situations and have ability to understand what to do for a bright future.

Keywords: Talent Management, Generation Z Students, Competencies Development, Understanding Gen Z children.

1. INTRODUCTION

21st century as people say has been the era of unimaginable inventions. Everyone being the part of this era has knowingly and even unknowingly contributed a great deal to its advancement. We would like to be specific on this generation students, they have shown extreme talent in various fields. There isn't even one area which we haven't yet mastered or to start at a lower level explored. Be it a field of management for instance students are coming up with various ideas to hit the stock market right where it will hurt the most, they are creating new ways to economize our country, working every stone they can to make it into an idol. When it comes to science students are carving their ways tremendously by looking up for things which we have never ever heard of. Well if we step out of academics we are likely to see our generation has taken hold of our media, students writing blogs, youtubers imparting social messages.

“Who will be the king of this world?” Said a dying Shinobi warrior to his student during a war which broke out in a village started by evil older generation in order to bring peace and order. The student in agony couldn't figure out what his master meant when his master uttered his last words, “The Unborn Children, who are still in their mother's womb, who haven't seen the evil of this world. They will be the real rulers of this world and you have to guide them to the right path, and my son, who is yet to be born will be your first student”

The generation of students born after 1995 are known as Gen Z (Generation Z) students. This extract is taken from the most famous Japanese Animated series “Naruto” which is being watched and read by millions of GenZs all over the world. Yes, the world changes from generation to generation taking different shapes of humanity and culture. Today what we see around is the hard work and innovation of Generation X and Y. Now following are some of the basic questions which will be answered in this article.

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Who are GenZs, how they are different from other generations, and the positive and negative aspects of this generation. Other generation differ Gen Z in Scientific advancements, Business and Entrepreneurship, Sports, Entertainment, and Social Service. Generation Z is rapidly replacing Millennials on college campuses. Those born from 1995 through 2010 have different motivations, learning styles, characteristics, skill sets, and social concerns than previous generations. Unlike Millennials, Generation Z students grew up in a recession and are under no illusions about their prospects for employment after college. While being skeptical about the cost and value of higher education, they are also entrepreneurial, innovative, and independent learners concerned with effecting social change. Understanding Generation Z's mindset and goals is paramount to supporting, developing, and educating them through higher education.

2. HOW GENZS SEE THIS WORLD

World Population of GenZs: 1.6 billion approximately

When GenZs were born, a lot of discoveries had been made by then. Like in a house, they could see box showing various moving images with sound. They could see a small funny shaped thing which had a banana shaped thing which people placed close to their ears and started speaking. They could feel warm and gradually feel cold but they didn't know why. All they could do was maybe identify shapes and what these shapes were capable of performing. Yes, they were exposed to a lot of technology at a very young age which was not available to previous generations. It is a basic misconception for people to assume that the world was always like the way they have been seeing since birth until the day they are introduced to the combination of "Science and History", at least this characteristic has been common to mankind since ages.

What Gen Z's are today, whatever they have achieved or become, whatever they have done wrong or right, what they observe, how they think, how they react, what attracts them, what distracts them is directly dependent on the kind of education they are being provided with and also the outside world influence. The pervasive use of technology is likely the most obvious characteristic of Generation Z, and it's a characteristic the generation shares with the Millennials. Members of Generation Z live their lives online, and they love sharing both the intimate and mundane details of life, whether that be their relationship status, a restaurant review or an Instagram photo of themselves lounging on the beach.

3. EDUCATION AND CAREER

Majority of GenZs (about 80%) think that school education is important to create a base for future. They take academics, cultural activities, small school level competitions and other events very seriously. The overall span of 14 years of school helps them to bring discipline in life. Now not all achieve equal success rate but they manage to get into a college for further education of their interests. Very few, about 1-2% start building their careers at a school level which is less as compared to older generations because of the fact that Government of all countries have implemented school education to be compulsory and have established several institutions to support the population. According to the UNESCO's 'Education for All Global Monitoring Report 2010', about 135 countries have constitutional provisions for free and non-discriminatory education for all. This may be discouraging the innovative spirit of a few but overall, it has been a really effective and productive decision. Following are few acts/laws implemented in various countries.

- Right to Education Act, 2009 – India
- Elementary Education Act, 1870 – England and Wales

After schooling, GenZs have reached undergraduate education phase which is technically right now pursued by the batch of 1995/96/97 and a few from 1998 born in the early months. The first batch of GenZs would be graduating in 2017 who are doing 4 year course in education. 3 year courses and 2 year courses

will have already graduated from UG level and already in action with their career choices. The M.B.B.S batch of GenZs who follow a common scheme of 5 year course all over the world will have their services effective from 2017-18.

Up-to this point, only the obvious facts have been disclosed. The materialistic changes are there in every generation but there is a very important factor which makes them different. GenZ's idea of life is less of conquering the world and more of finding a small place in the world making their lives better and peaceful. Yes, they want to rule, they want to establish power, they want followers but they want to do it with talent as a weapon, not bullets and bombs. Everything is not a scientific equation, the laws of conservation of ideas and philosophies have to change and adjust over time and trying to keep it constant is an utter waste of time. It is established that 40-45% migrate to other countries for Post-graduation or even Job. This rate is going to increase even more. If the ratio of engineers to doctors to architects to lawyers to other professions is 30:24:21:21:4 out of 100, then the ratio is soon going to equalize in case of GenZs.

They want to communicate with people from other lands, they want to diminish the boundaries, and they want to believe that people in other lands are no different than each other except the culture. Someday in future, maybe the whole world will share the same culture. They Get Inspired by Michael Jackson, Mark Zuckerberg and not Adolf Hitler. Their idols, their inspirations, their idea of love, their idea of passion, their Idea of success cannot be forced upon the tales and achievements of older generations. World back then was round, there were half the laws as there are today, there was major wars going on between 3 continents and many more. And why is that? Or is it wrong? Well this article will bestow upon you the actual understanding of the GenZs.

Therefore we can't conclude that GenZs are not different from the other generations. What they see and observe is today makes them different. The product of older generations which is visible today, the technology, the infrastructure, the nature, the religions and everything else is basically a benchmark for them. Scientists do a lot of research on animals projecting them to newer regions and environments and studying their behaviour, how they learn to adapt. They are no different from us.

They are young, they are wild, they are curious, they are intolerant and they are the strongest force on this earth. They have the capability to change everything that is built today. They are not going to stop until they find a loophole in everything they are presented with by the older generation. Being part of the most technologically advanced generation in history has provided them with some distinct advantages. They have a positive attitude towards technology and are not afraid to try new things. Because they're comfortable exploring the Internet, they're more connected to the world than previous generations. When they're curious about a subject, they'll often research it online. They know more about other cultures and are often more tolerant of cultural differences.

4. LITERATURE REVIEW

There are studies already conducted to understand the difference between generations on workspace and classroom.

1. The characteristics of Gen Z students.
2. Strategies to motivate Gen Z students

Different Generations:

The silent Generation: born between 1927-1945

The Baby Boomers: born between 1946-1964

The Xers or Generation X: born between 1965-1980

The Nexter; Millennials; Gen-Y; Next Generation: born 1981-1995

Generation Z or Gen-Z: born after 1995

Skills that Gen-Z students required:

- Technical skills
- Conceptual skills
- Interpersonal skills

5. BASED ON THE INTERPRETATION IT IS OBSERVED THAT GEN Z STUDENTS HAS THE FOLLOWING CHARACTERISTICS

- Need rewards that are changed frequently to meet changing expectations and demands.
- Stays connected all the time. Adopts technology at high levels and pushes others to do the same. Approaches all aspects of life from a global and visual perspective.
- Craves regular and technology-enhanced learning opportunities. Looks for educational opportunities that use visually enhanced methods of teaching.
- Is high maintenance and wants high intensity in relationships with those in authority, as well as co-workers.
- Thrives on opportunity. Guide them in how to achieve their goals. They want to participate in the journey.

The changes that this Gen-Z brings

1. Generation Y spent money boldly and with boundaries, 57% of Gen Z prefers saving money to spending it. They are most concerned about the cost of higher education.
2. Generation Y spent loads of time at the mall, Generation Z prefers shopping online for almost all their purchases.
3. While Generation Y grew up during a strong economy, Generation Z is growing up in a time of recession, terrorism, violence, volatility, and complexity.
4. While Generation Y subscribed to everything social, Generation Z doesn't want to be tracked, preferring Snapchat, Secret, or Whisper to communicate.
5. While Generation Y watched YouTube, Hulu and Netflix, Generation Z wants to co-create, live stream, and help to make up the activity as they participate.
6. While Generation Y loved sports and adventure, Generation Z sees sports as a health tool, not for play. Their games are inside. Teen obesity has tripled since 1970.
7. While Generation Y grew up with slightly longer attention spans, Generation Z decides to pay attention within 8 seconds of exposure to a video or to other learning materials. Approximately 11% of Generation Z have experienced a diagnosis of ADHD.
8. While Generation Y initiated text messages as a norm, Generation Z prefers communicating through images, icons and symbols.
9. While Generation Y worried about their growing social status and their likes on social media, Generation Z worries about the economy and world ecology.

10. While Generation Y enjoyed a life that revolved around them, Generation Z plans on coping with multi-generational households and marriages (400% increases).

6. GEN-Z STUDENTS' LEARNING STYLE

1. Generation Z students are digital integrators
2. Simplicity and flexibility are vital
3. Open-book environment - consumers of information
4. Connected to a borderless world
5. Communicate is primarily brief
6. Visuals and videos are most often the norm
7. Student-centric schools will get the most enrolments (teaching and learning is designed to accommodate the needs of the student)
8. Online learning is imperative allows for flexible learning and flexible attendance.
9. Distractions are welcome - spaces are implicit to the curriculum and should support the educational journey.
10. Content is everyone - flipping the classroom learning provides essential engagement.
11. Teachers must communicate in new ways with language that engages and communicates content to the student in understandable ways.
12. Students write and communicate in new ways with new syntax using multi-modal approaches.

7. DATA ANALYSIS

Questionnaire based survey can be very important tools to determine a person's thought process and behavior if used at the right time using the right language. This analysis has been done by pointing out a few basic key-points which are related to everyone in their daily lives but still they somehow don't directly confront them. It surprises them and makes them curious about themselves to put in words, some of their actions or aspects of their nature which no one queried them directly. The following parameters were exposed to a set of university students who belong to the GenZ category and provided them with options like good, poor, excellent in which they can categorize themselves. Then their responses were mathematically analysed by giving the options, a default weightage like poor or strictly negative response would account up to 0-10% marks and outstanding would account up to 90-100% marks. Then all the results were compiled to obtain an overall aggregate along with individual parameter analysis.

Now, from set theory $P(A) = \text{number of elements of that set}$.

* \cup \rightarrow Union * \cap \rightarrow Intersection

<i>Academic Evaluation</i>		
<i>Parameter</i>	<i>Set Code</i>	<i>No of High Scorers</i>
Academic Potential	A	11
Effort and Perseverance	B	19
Study Habits	C	44
Intellectual Curiosity	D	20
Ability to work Independently	E	25

<i>Academic Evaluation</i>		
<i>Parameter</i>	<i>Set Code</i>	<i>No of High Scorers</i>
Use of time	F	13
Follows Directions	G	49
Attention Span	H	21
Creativity and Originality	I	56
<i>Personal Evaluation</i>		
Integrity and Honesty	A'	74
Consideration of others	B'	68
Social Adjustments with peers	C'	35
Classroom Conduct	D'	28
Initiative	E'	9
Emotional Stability	F'	50
Self Confidence	G'	40
Fulfil Responsibilities	H'	36
Cooperation of Parents	I'	88

Therefore the calculation is here as follows:

Academic Evaluation:

$$\begin{aligned} \cap \text{ of P(SETCODE)} &= \{\Sigma P(\text{SET CODE})\} - \{\Sigma P(A \cap B, A \cap B \dots A \cap B \cap C, A \cap C \cap D \dots)\} \\ &\quad - \{\cup \text{ of P(SET CODE)}\} \end{aligned}$$

Therefore,

$$\cap P(A, B, C, D, E, F, G, H, I) = \{11 + 19 + 44 + 20 + 25 + 13 + 49 + 21 + 56\} - \{159\} - \{100\} = 1$$

Similarly for Personal Evaluation:-

$$\begin{aligned} \cap \text{ of P(SETCODE)} &= \{\Sigma P(\text{SET CODE})\} - \{\Sigma P(A' \cap B', A' \cap B' \dots A' \cap B' \cap C', A' \cap C' \cap D' \dots)\} \\ &\quad - \{\cup \text{ of P(SET CODE)}\} \end{aligned}$$

Therefore,

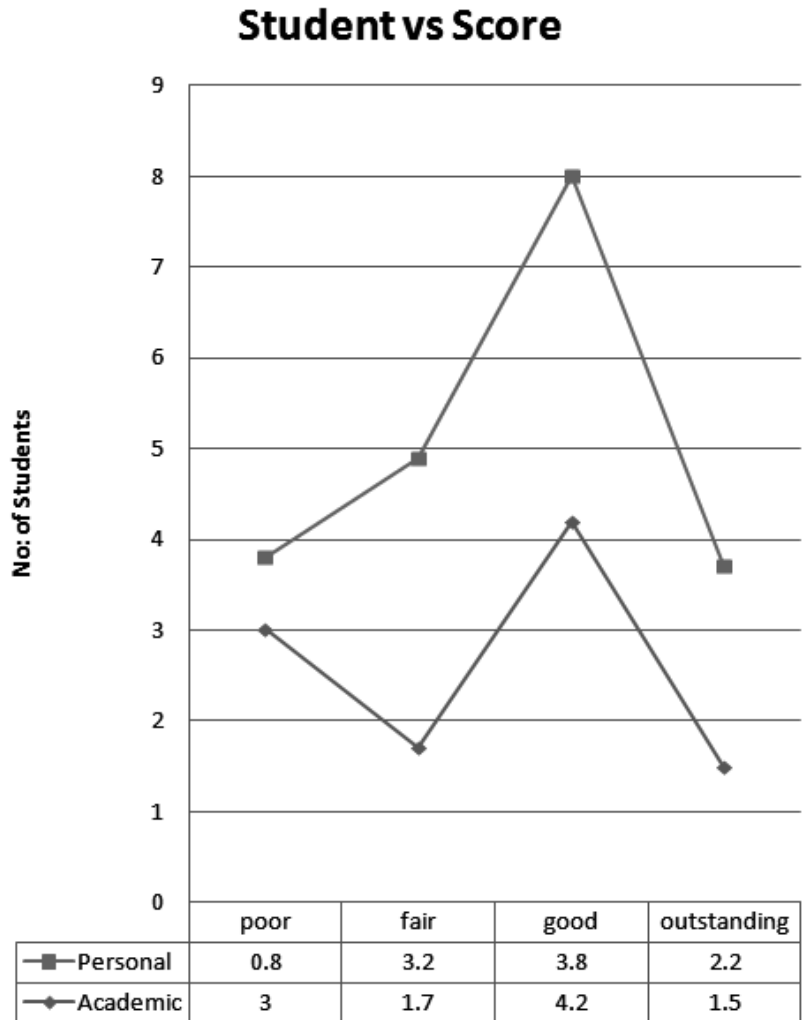
$$\cap P(A, B, C, D, E, F, G, H, I) = \{74 + 68 + 35 + 28 + 9 + 50 + 40 + 36 + 88\} - \{325\} - \{100\} = 3$$

Most of the analysis regarding how the GenZ's are oriented towards their career and their personal lives is done with our experience gained by observations and curiosity since years.

8. DATA INTERPRETATION

88% of the students who took the survey gave an outstanding response when it comes to cooperation with parents/guardian. The graph given below is based on the total aggregate of academic and personal evaluation. 100 students have been reduced to a scale of 10 mathematically for the ease of plotting the graph.

The total no of responses collected in the form of datasheets were 100. Other few basic evaluations were done using the basics of set theory to determine the no students who were outstanding in all the parameters which resulted that 99% students are imperfect when it comes to academic evaluation and 97% students are imperfect when it comes to personal evaluation and also with obvious observations that there were 1-4 students claimed to be perfect in the evaluation which may be either true or the students randomly marked the answers hence we can neglect that and assume that all students are imperfect in one or the other thing and equality can me maintained upon them.



9. FINDINGS

After doing a general survey in an esteemed university by asking some questions about personal evaluation and self-assessment, we have found out that majority of the students find it difficult to live a hardworking life due to availability of technology making their daily life tasks easier like vehicles for transportation, internet, Mobile communication etc.

Nowadays students feel lethargic even to go to a theatre for watching a movie, they use the internet services to download it and watch. Technology is necessary, it should reduce the efforts to do a task for humans who actually are bound by the age and biological limits of their body but not for the young bloods who can run through fields all day but still choose to reside on their beds watching downloaded videos.

Another survey revealed that nowadays students have begun to realize that their interest is not in what their parents have entrusted to them and they are learning to stand up to what they dream of becoming in front of their parents which is a good thing but every new addition to GenZ’s behaviours also has its drawbacks. For example, one of the students argued with their parents for hours because he wanted to drop out of college because he wasn’t capable studying and said that he could live the rest of his life with 25,000 INR per month sent by his parents.

But more than 50% of the parents are understanding the variety in career choices available in the world today and they are encouraging other professions like Teaching, Art, Entertainment industry, Entrepreneurship, Archaeology, modelling, acting, and cinematography.

The overall conclusion from all the response we got lets us know that GenZ's are trapped in a world where technology is advancing at an exponential rate and the future generations may be able to reduce the work level to zero. But coming back to present, around 30% students are able to wake up on early mornings. 40% students are able to concentrate on what they are doing and 0% students claim that they can do a task for more than 3 hours without being distracted. Regarding self-assessment, we are not sure about self-confidence but the GenZs have learned to add humour to their statements because of lot of entertainment shows which encapsulate sarcasm, humour and other comedy related attributes. 4-5% students in an average university put exceptional effort to stand out from others by working in projects and start-ups, participating in international competitions and organizing certain events of high budget and standards.

10. RECOMMENDATION

Universities should invest in competing with other colleges conducting healthy competitions so that more students who are doing nothing and wasting their potentials are recruited and made to work in some practical and application based projects. Torrents and other pirate sites should be blocked by Universities and students should be encouraged for trekking, camping and other outdoor activities which require only supervision and less funding at least once or twice every month.

11. CONCLUSION

Based on a review paper on Gen Z students in the educational field, four key dimensions to creativity and innovation within educational organizations have been identified, when we researched the satisfaction of the students from their department, most of them are satisfied with their department but 10 % of the students are not satisfied with their department. In the research of Kırçık (2005), Naralan and Kaleli (2012), it is found that majority of the students are satisfied with their departments. The rate of unsatisfied students is very low. That issue show parallelism to the study that is held and this GenZ students wants to be satisfied with their department so that the knowledge they gain will help them for a better future. Thus understood approaches to figuring out what matters in the learning experiences of Gen Z students at an arts university, are proposed as means to fill in the blanks in constructing a comprehensive image of the complex dynamics of learning at the university. The Gen Z students are also interested in sports as well. This students show their interests on various fields like research and development. Sports games may be used as a means of emotional-rational therapy, due to the fact that they have the role of inhibit irrational thinking, which is neither irreversible, nor without means of correction. Therefore, the theme we proposed remains open to further research for field specialists.

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