

# GEN Z SPEAK

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# WHO IS GEN Z

- **Gen Z Birth Years:** 1995 to 2019
- **Currently Aged:** 1 to 24
- **Other Nicknames:** iGeneration, Post-millennials, Homeland Generation, Centenials
- **Generation Size:** Roughly 25% of the population
- **Media Consumption:** The average Gen Zer received their first mobile phone at age 10.3 years. Many of them grew up playing with their parents' mobile phones or tablets. They have grown up in a hyper-connected world and the smartphone is their preferred method of communication. On average, they spend 3 hours a day on their mobile device.

# WHY DOES THIS PRESENTATION MATTER

- What students are saying
- How we as professionals interact with students on a day to day basis
- How we market to students in print and digitally
- How we are adapting to fit this change in generations
- Awareness

# GENERATION WARS

Gen Z Teens on TikTok Say Side-Parts Are Ugly, But History Says Otherwise

BMW Apologizes for "Ok Boomer" Tweet

THE LUNCH BREAK LOWDOWN: SIDE PARTS AND SKINNY JEANS, GENZ VS. MILLENNIALS

**5 ways Gen Z called Millennials old on TikTok this week**

'OK Boomer' Marks the End of Friendly Generational Relations

**Gen Z is calling millennials uncool in a new war. Boomers can relax now**

What Millennials Want to Cancel About Gen Z

**Sorry, Millennials: The 'laugh Cry' Emoji Isn't Cool Anymore, According To Gen Z**

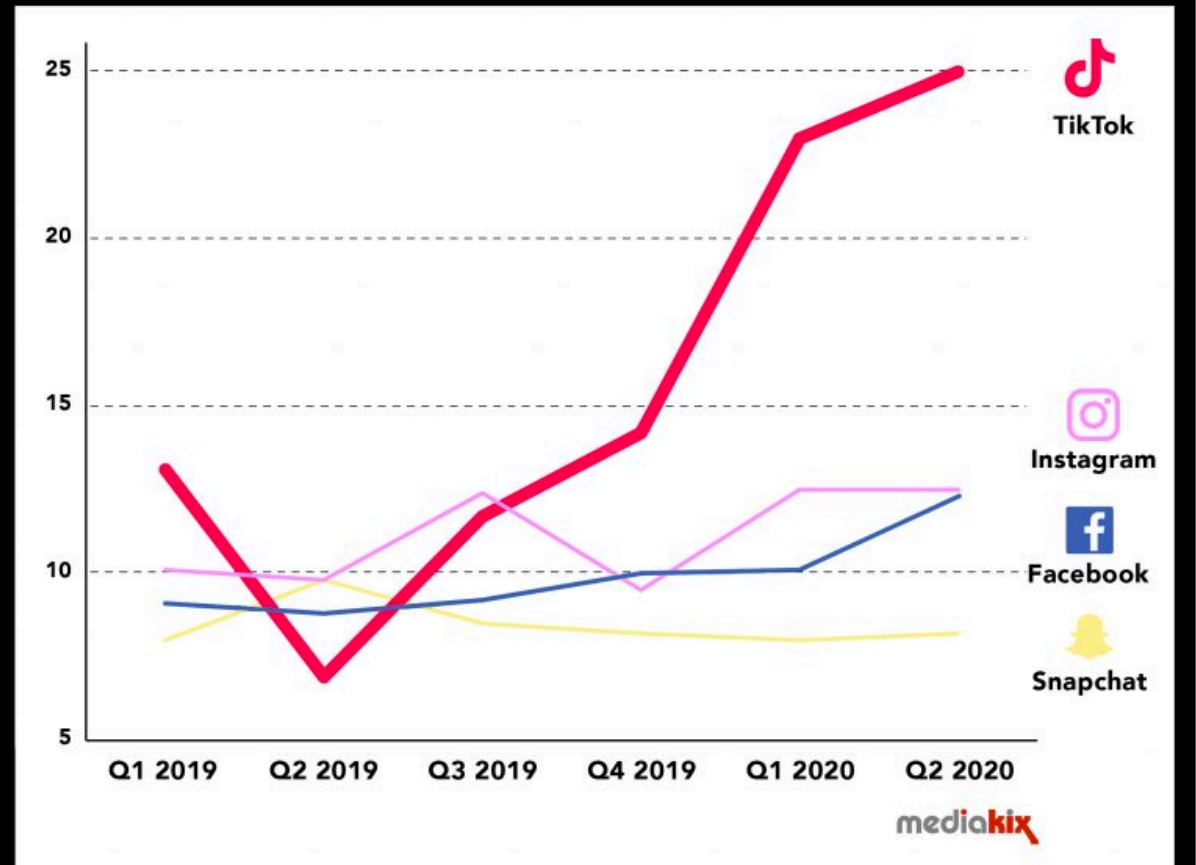
**"Elder Millennials" Are Sharing False Millennial Stereotypes That They're Tired Of Hearing**

# GEN Z ON SOCIAL MEDIA

# TikTok

- TikTok has seen massive growth over the past two years, and is projected to reach 1.2 billion users in 2021.
- Spawns many popular trends and challenges

## Top Social App Downloads (U.S. only)



# DISCLAIMER

- This list is an overview of common terms we see students using on social media and with their peers
- Some terms may have alternate meanings not covered here
- We acknowledge that a number of slang terms used today originated in Black and LGBTQIA+ culture and are adopted into wider use
- This is for awareness not necessarily use

**EMOJIS**



# LAUGHING



**STRANGE BUT FASCINATING or  
I CANT BELIEVE YOU SAID THAT**



# SOMETHING CUTE/ADORABLE or MISS YOU



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**msuliveon** The Owen Hall makeovers are always some of our favorites!

: [@\\_\\_karah\\_\\_](#)


**maddieerg** hey bestie! [@\\_\\_karah\\_\\_](#)


| **karah.tanski** [@maddieerg](#) hi 🥺

September 8, 2020





# AWESOME/LOVE IT/SUPER COOL/LIT




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**msuliveon** Thankful for Spartan Friendships 🍀🍀🔥 :  
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[han.nah.sher.man](#) 🔥🔥🔥🔥 

# WATCHING THE DRAMA OR CHECK IT OUT








# EXPRESS AN AESTHETIC OR SARCASTISM

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msuliveon This room is a ✨vibe✨

: @jenncallahan3!

# FAMOUS/LOOK AT YOU



**msuliveon**  
Case Hall

A photograph of the exterior of Case Hall at Michigan State University. A banner hanging across the building reads "Welcome to NORTH CASE HALL" and "2020 Fall Moving Season". In the foreground, three men wearing face masks and green or blue shirts are standing next to several green moving carts filled with boxes. The building's name "ALBERT H. & SARAH A. CASE NORTH HALL" is visible above the entrance.

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👍 🗨️ 📌

Liked by **balksb** and others

**msuliveon** Hall Welcome Photos but make it safe! If you're moving in today or moved in yesterday be sure to document your experience safely! Tag us and we will share 📸

[View all 7 comments](#)

**rebecca\_yang\_** CASE HALL, WOW 🤩🤩🤩

August 31, 2020

# GEN Z SLANG



# SUS

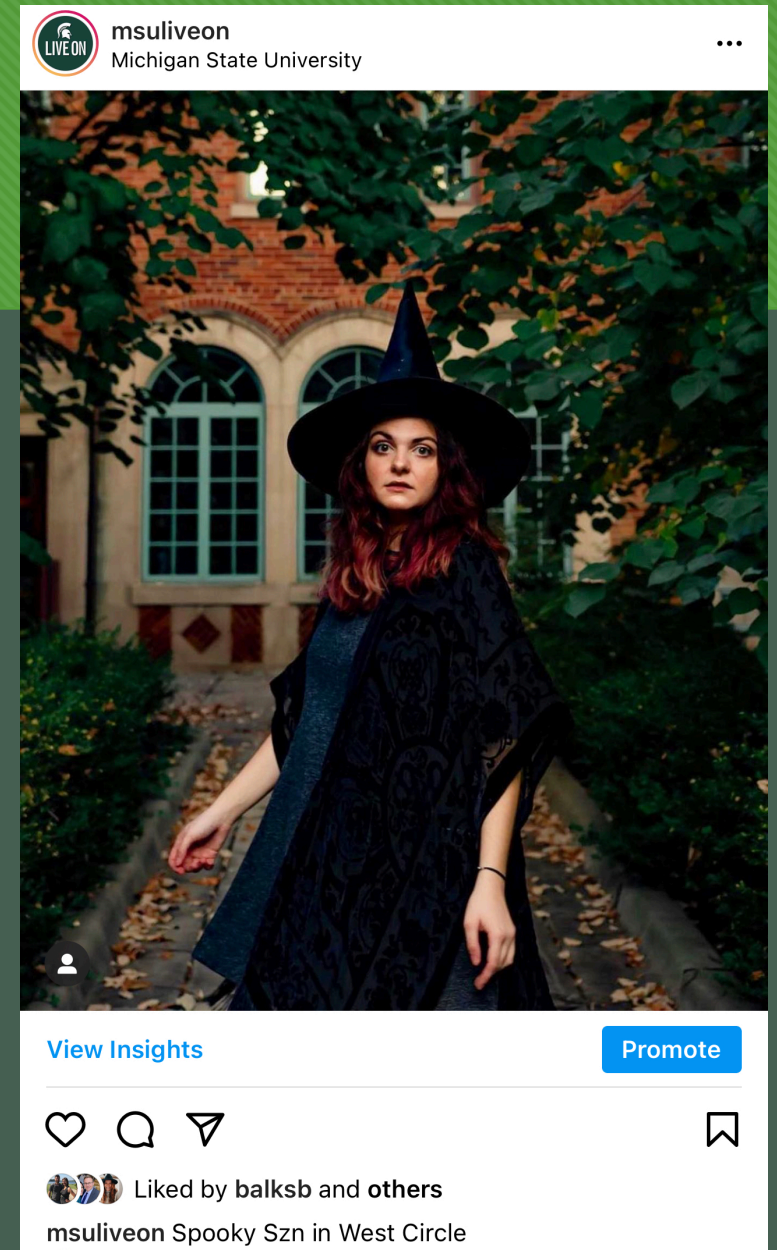
- Suspicious; giving the impression that something is questionable dishonest
- Made popular by the mobile game Among Us
- Use it in a sentence: They are acting sus

KINDA SUS!



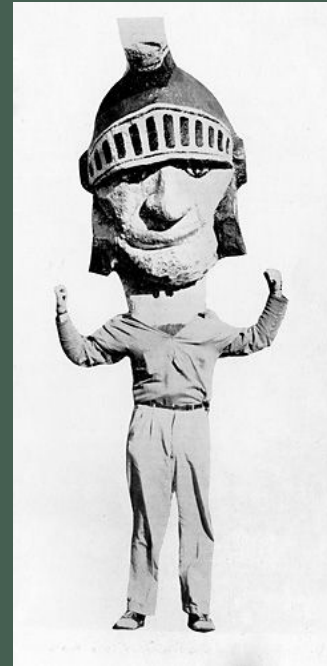
# SZN

- Season
- Use it in a sentence: It's football szn



# GLOW UP

- Positive Transformation
- Use it in a sentence: "Sparty had an epic glow up"



# BET

- For sure, ok, you bet
- Use it in a sentence:  
“Meet you at the dining hall?”  
‘bet’



# FLEX

- Showing off your valuables in a non-humble way
- Alternate use: Weird flex but ok
  - Strange thing to brag about but you do you



# CEO or President of the Company

- What you are known for, being good at something
- Use it in a sentence:
  - Charli is the CEO of TikTok



# Fit

- Outfit
- Use it in a sentence: Check my fit



# POPULAR TERMS YOU MAY KNOW

- Tea
- Karen
- GOAT
- Stan
- Lit
- Shook
- Basic
- Extra
- Slaps





**WHAT NOW?**

# FOLLOW US!

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