TRANSCRIPTION OF THE VIDEO “GENERATION Z: TRANSFORMING THE SYSTEM”

Label 1: “In the early 50s, photographer Robert Capa used the alphabet to name generations for the first time”.

Label 2: “Nowadays, three of these generations coexist.”.

Label 3: “Generation Z: transforming the system”.

Label 4: “They were born between 1960 and 1980 in a context of global political conflict”.

Label 5: “They are the first digital immigrants: they experienced the arrival of the Internet”.

Label 6: “This is why they can adapt to change so easily”.


Label 8: “They are the first multi-screen users. Social media arrived with this generation”.

Label 9: “And they use social media at all times, especially Facebook, Twitter and YouTube”.

Label 10: “They are optimistic and narcissistic. The culture of the selfie was born with them!”.

Label 11: “Those born between 1995 and 2009 are known as digital natives”.

Label 12: “They communicate with images and short texts. This is why they love to use Snapchat and Instagram”.

Label 13: “They share non-stop and generate content”.

Label 14: “They are also committed to helping others and inclined to group action”.

Label 15: “and committed to the environment”.

Label 16: “They are here to change the world!”.

Label 17: “With their resemblances and differences, these three generations are condemned to get along”.