

## 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 7:** “Those born between 1980 and 1995 experienced the birth of globalisation”.

**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”.