Al-Maaqal University
College of Arts
Department of English
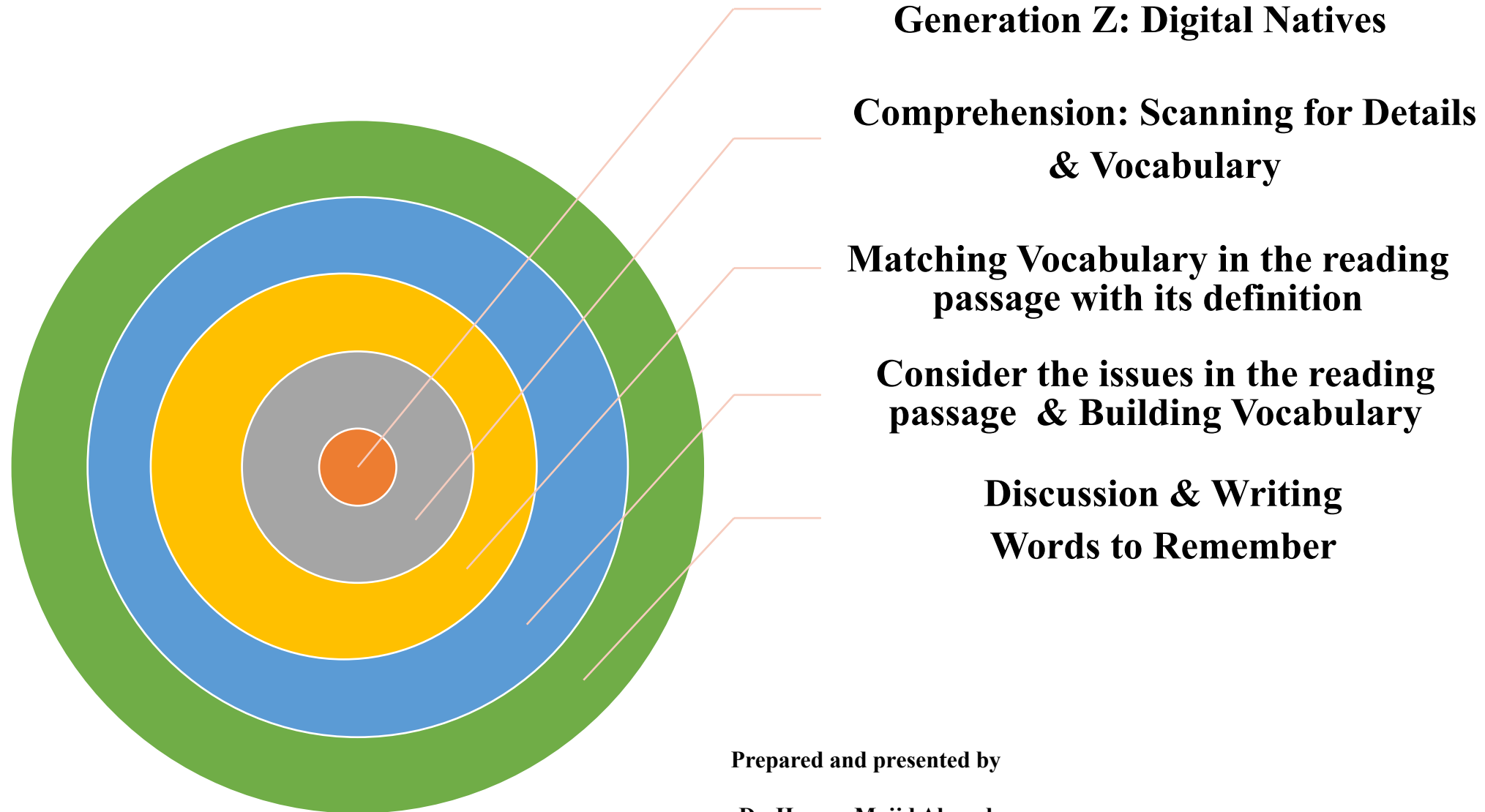**2020 – 2021**

Chapter 5
Generation Z: Digital Native

Prepared and presented by

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1ˢᵗ stage Morning / Evening Studies

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Reading passage

Reading Passage

Generation Z: Digital Natives

1 In **Istanbul**, Yesim Yilmaz is getting ready for class. Her mother brings her some breakfast, which Yesim eats while looking at her e-mail on her phone. She has forgotten to read a chapter for her biology class. No problem—she opens up her laptop and downloads a chapter from her

5 online textbook to read on the train.

On Sunday afternoon next to his apartment complex[1] in **Seoul**, Min-ho Park is waiting for the bus. At lightning speed,[2] he types a text message to let his friend know he's on his way. Min-ho is never without his phone. In fact, he's already bought a ticket on his phone for a movie he and his

10 friends will see this afternoon. Min-ho laughs as he checks some funny photos his friend Jae-sung has just posted[3] online. His bus soon arrives. Min-ho gets on, sits down, opens a game app[4] on his phone, and puts his earphones in his ears. Most of the other people on the bus who are Min-ho's age are doing exactly the same thing.

15 Yesim and Min-ho are members of Generation Z. They are sometimes called "digital natives" because they have grown up with the Internet, mobile phones, and social media[5] since they were children. In fact, many have never seen a VCR or a telephone with a dial. Members of Gen-Z are people born between the mid-1990s and the early 2000s. They

20 are also sometimes called Generation C, where the C stands for *content*,[6] *community*, or *creative*.

Their parents spent most of their teenage years[7] listening to cassette players, watching VHS tapes, playing early video games, and calling friends on their families' telephones. Generation Z, however, is connected

25 to its music, videos, games, and friends online all day, every day. Recent surveys show that young people in Asia spend an average of 9.5 hours per day online. And marketing companies know this.

Maps pages 154, 155

Culture and Language Notes page 45

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Every time they open their page on a **social networking site**, Gen-Z members don't see only friends' updates[8] and photos. They also see ads for
30 products they might want to buy. Marketing companies work with social media sites to find out where their customers live, what movies, books, and music they like, and who their friends are. The companies use this information to show their customers the advertisements they want them to see.

35 What does this generation think about marketing companies knowing so much about them? Are they worried about losing their privacy? Not many seem to be very worried about companies knowing how to sell things to them. Many Gen-Z members are more concerned about keeping their private information from their parents. For example, Valerie Chen
40 in Kaohsiung is upset because her parents want to watch everything she does online. But her parents' eyes are not enough to make her stop using social media. Valerie knows how to limit what her parents can see about her on the social networking sites she uses.

However, keeping information private from parents may not be the
45 only challenge. Many people are now finding out that posting funny pictures on the Web can be a problem when they finish school and start looking for a job. In fact, some studies show that more than 70% of companies reject people who are looking for jobs because of what they can see about them online. Because they grew up using social
50 media, maybe Generation Z will be better at protecting their personal information online than the generation before them. Only time will tell.

Word Count: 585

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A. Comprehension

For each item below, fill in the correct circle.

1. **Finding the Main Idea** This reading is primarily about _____.
   - Ⓐ Generation Z and its use of technology
   - Ⓑ the differences between members of Generation Z and their parents
   - Ⓒ using technology to find a job

2. **Scanning for Details** Which statement is true about the people in the article?
   - Ⓐ Most Gen-Z members have never used a desktop computer.
   - Ⓑ The parents of Gen-Z don't use social networking sites.
   - Ⓒ Some members of Gen-Z were born in the 21st century.

3. **Scanning for Details** Gen-Z members in Asia are online _____ hours a day.
   - Ⓐ 3.5
   - Ⓑ 6.5
   - Ⓒ 9.5

4. **Scanning for Details** Which statement is true about the people in the article?
   - Ⓐ Yesim Yilmaz is a student.
   - Ⓑ Min-ho Park is probably not a student.
   - Ⓒ Valerie Chen lives in Seoul.

5. **Scanning for Details** According to the article, the "C" in Generation C stands for _____.
   - Ⓐ community, commitment, creative
   - Ⓑ content, community, creative
   - Ⓒ creative, clever, content

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Underline these words in the reading passage on pages 43–44. Then complete the sentences.

challenge	connected	marketing	privacy	reject

1. People in _____ figure out how to sell things.

2. Social networking sites let me stay _____ to my friends all the time.

3. I don't want companies knowing everything about me; I like having my _____.

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4. Some people completely _____ technology. They don't use e-mail, and they don't like computers at all.
5. Learning how to use a new cell phone isn't hard for me, but it's a big _____ for my dad.

C. Consider the Issues

Work with a partner to answer the questions below.

1. Do you agree or disagree with the following statements? Check (✓) your answers.

Statements	Agree	Disagree
a. It's great for children to begin using technology at a very young age.	☐	☐
b. Spending 9.5 hours a day online is fine.	☐	☐
c. I couldn't live without a mobile phone.	☐	☐
d. Social networking sites are a great way to stay connected with people.	☐	☐
e. I am not worried about privacy online.	☐	☐
f. I don't post funny photos online because I don't want future employers to see them.	☐	☐
g. Reading e-books is better than reading printed books.	☐	☐
h. I don't want my parents to see what I'm doing online.	☐	☐

Discuss your answers with another pair.

Example
A: I'm not worried about my privacy online.
B: Neither am I.
C: Really? I don't want strangers to know much about me.

2. Which statements describe your reaction to the reading? Check (✓) one or more statements and add one of your own.
☐ I had never heard of Generation Z or Generation C before reading this.
☐ The use of digital media in this article describes my friends and me.
☐ I was surprised to hear that some young people spend 9.5 hours a day online.
☐ I was surprised to hear that 70% of companies reject job applicants because of the information about them online.
☐ _____

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7

Building Vocabulary

Learning Collocations About Technology

There are a lot of collocations in English on the topic of technology. Here are just a few of the new collocations that have entered the English language since the Internet became popular.

- check out a website
- click on a link
- do a search (for something) online
- download music
- upload photos
- read a blog
- send e-mail
- add (someone) to my friends list

A. Complete the sentences using the correct form of the missing word in each collocation.

1. When I arrive at work, my inbox is already full. I spend the next two hours sending _____ to people before I start my other work.

2. Jim is a really nice guy. I didn't know him before the party, but he already _____ me to his friends list.

3. I never _____ photos of myself online.

4. You should _____ this website. It has a lot of exercises to help you practice grammar.

5. Every night I read a _____ that my friend writes. She is so funny and always has something interesting to say.

6. I don't know what happened. I clicked on a _____ and my computer screen turned blue. I think I have a virus.

7. If you need to find some information for next week's homework, try doing a _____ online.

8. Jeffrey got in trouble because he _____ a lot of music, and his parents had to pay for it all.

B. Which of the following nouns can you use with these verbs? Match each verb with all of the nouns that you think are collocations in English. Several answers are possible.

Verbs	Nouns
1. write ____ ____ ____	a. a message
2. post ____ ____ ____	b. an e-mail
3. reply to ____ ____	c. a blog
4. forward ____ ____ ____	d. a link

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DISCUSSION

1. How digital are you? Read the questions and check (✓) your answers.

How many hours a week do you spend . . .	0	<1	1-5	5-10	10-15	15-20	20-30	>30
on the Internet								
reading/writing text messages								
on social networking sites								
watching videos online								
reading/writing blogs								
shopping online								
reading articles on a computer								
listening to music on a computer or mp3 player								

2. Find out about your classmates' digital habits. Choose one of the questions in the chart above, and ask several of your classmates. Collect the information and share it with your class.

Example

Six people spend more than 30 hours a week on the Internet.
Two people spend 5 to 10 hours on the Internet.

Listen to the other students' reports. Do the answers surprise you? Are you a digital native? Why or why not?

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Words to Remember

NOUNS
ads
challenge
customers
dial
marketing
privacy
social networking (site)

VERBS
download
reject

ADJECTIVES
digital
personal
upset

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THANK YOU