

Study Materials for the Summer School

These study materials are prepared for the summer school, which is aimed at young teachers at universities. The aim is to acquaint them with the new generation, new and unique ways of teaching and the possibility of using different study environments. These materials have been supported and financed by EEA grants 2014-2021: EHP-CZ-ICP-3-007 Teaching Generation of Snowflakes - New Methods and Challenges. It is joint project between the Faculty of Management at University of Economics and Business in Prague (VSE) and the Faculty of Economics and Management at the Norwegian University of Science and Technology (NTNU).

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Introduction

Generation of Snowflakes is a term that is often used of people in the generation born in 1995 - 2010. This term was first featured as slang in the 1996 novel *Fight Club* authored by Chuck Palahniuk. As the book explains, "You are not special, you are not a beautiful and unique snowflake." Collins dictionary gives a simple definition of Generation Snowflake as "The generation of people who became adults in the 2010s, viewed as being less resilient and more prone to taking offense than previous generations."

The word 'snowflake' references to their originality, since all snowflakes are unique. This generation came to be due to childhood overprotection (so called helicopter parenting). Older generations brand them as fickle, sensitive, and of having an exaggerated sense of what's politically correct. This generation is made up of digital natives, which means that they know a lot about technology and learn new things quickly. Thanks to their lack of patience, Snowflakes often find creative ways to solve problems. Consequently, they can adapt faster to changes. This is useful since the labor markets demand workers who can initiate changes and handle rapid changes. Generation of Snowflakes also has unique problems that other often neglects.

Some authors use different names for the snowflake generation as they see this term a bit pejorative. We can see Generation Z, Gen Z, Gen-Zer, iGens, digital natives, net Generation, Zers, the @generation, pluralist generation, Post-Millennials, Tweens, eBay babies, The App Generation, Gen Tech, Gen Next, Rainbow Generation, Post-Millennials, the Selfie Generation, the Mobile Generation, the 21th Century Learners, Generation Me, Generation We, the Homeland Generation, the Selfie Generation, Generation Instant Gratification, Generation Reality TV, The Centennials or Generation of Artists.

This generation is now university students. But professors, who teach them, tend to use the same teaching approaches and teaching methodology as they used to do with older generations. Should they change the methods? What could be done to provide this new generation the best opportunities for progress in university studies?

Content:

1. Generation of Snowflakes
2. Teaching Styles and Methods
3. Teaching Environment
4. Reflections

General literature: Zavodna, L. S., & Falch, T. (Eds.) (2022). *Teaching generation snowflakes: New challenges and opportunities*. Prague University of Economics and Business, Oeconomica Publishing House – Prague

I. Generation of Snowflakes

The first part of the summer school will lead you deeply into the terminology and characteristics of the new generation.

A. Literature

Alyeksyeyeva, I. (2017). Defining snowflake in British post-Brexit and US post-election public discourse. *Science and Education a New Dimension*, V(39)(143), 7–10.

Shatto, B., & Erwin, K. (2016). Moving on from millennials: Preparing for generation Z. *The Journal of Continuing Education in Nursing*, 47(6), 253–254.

Murray, A. H. (2018). Generation Snowflake?. *RSA Journal*, 164(4 (5576), 44-47.

B. Videos

What Makes "Generation Z" So Different? | Harry Beard
<https://www.youtube.com/watch?v=qyCn3APagyU>

Generation Z: Making a Difference Their Way | Corey Seemiller
<https://www.youtube.com/watch?v=cN0hyudK7nE>

What do we know about the generation after millennials? | Jason Dorsey
<https://www.youtube.com/watch?v=4f16o9Q0XGE>

C. Podcast

Generation Z: Aidan Peck (Generation Z comparisons, criticism and praise)

II. Teaching styles and methods

The second part focuses on different teaching methods and styles. The aim is to broaden your horizons and help you keep students' attention in the classroom. The choice of teaching styles and methods need to be based on what foster student learning.

A. Literature

Iftode, D. (2019). Generation Z and learning styles. *SEA—Practical Application of Science*, 7(21), 255–262.

Mosca, J. B., Curtis, K. P., & Savoth, P. G. (2019). New approaches to learning for Generation Z. *The Journal of Business Diversity*, 19(3), 66–74.

Nicholas, A. J. (2020). Preferred learning methods of generation Z. Conference proceeding, Salve Regina University.

Seemiller, C., Grace, M., Dal Bo Campagnolo, P., Mara Da Rosa Alves, I., & Severo De Borba, G. (2019). How generation Z college students prefer to learn: A comparison of US and Brazil students. *Journal of Educational Research and Practice*, 9(1), 25.

Yu, E. (2020). Student-Inspired Optimal Design of Online Learning for Generation Z. *Journal of Educators Online*, 17(1), n1.

Seemiller, C. and M. Grace (2017): Generation Z: Educating and Engaging the Next Generation of Students. *About Campus* 22, 21-26.

Shatto, B. and K. Erwin (2017): Teaching Millennials and Generation Z: Bridging the Generational Divide. *Creative Nursing* (23), 24-28.

Machov, R., Korcsmaros, E., Šeben, Z., Feher, L. & Toth, Z. 2021. Developing the Competences of Generation Z with Innovative Teaching Methods in the Context of the Requirement of Labour Market by Industry 4.0. *International Journal of Advanced Corporate Learning*, 14, 17-26.

Popova, S. 2017. Teaching generation z: Methodological problems and their possible solutions. *Training, Language and Culture*, 1, 25-38.

Shatto, B. & Erwin, K. 2016. Moving on from Millennials: Preparing for generation Z. *J Contin Educ Nurs*, 47, 253-254.

Shatto, B. & Erwin, K. 2017. Teaching Millennials and Generation Z: Bridging the Generational Divide. *Creat Nurs*, 23, 24-28.

B. Videos

Teaching Methods for Inspiring the Students of the Future: Joe Ruhl ([TED.com](https://www.ted.com))
www.youtube.com/watch?v=UCFg9bcW7Bk

The 5 principles of highly effective teachers: Pierre Pirard
www.youtube.com/watch?v=_jdTtnWMLVM

What makes a good teacher great? Azul Terronez
<https://www.youtube.com/watch?v=vrU6YJle6Q4>

Getting at the heart of teaching: Lisa Lee
<https://www.youtube.com/watch?v=YJM6WUNdnhA>

Learning styles & the importance of critical self-reflection | Tesia Marshik
<https://www.youtube.com/watch?v=855Now8h5Rs>

Students need to lead the classroom, not teachers | Katherine Cadwell
<https://www.youtube.com/watch?v=gzQhiB2EOVE>

Presentation tips for teachers (Never give a boring lecture again!)
<https://www.youtube.com/watch?v=YdtLELVhEQg>

C. Podcast

Teaching in higher ed: Bonni Stachowiak

The Dig: Higher Ed in Crisis: Daniel Denvir, Jacobin

FIY - For Your Innovation: Powering Online Education with Chip Paucek

III. Teaching environment

Your classroom environment is a blend of the social, emotional, and instructional elements of the class. Research shows that many aspects of your classroom environment can affect student motivation and that students who are more motivated, put more effort into learning activities (Ambrose et al., 2010).

A. Literature

Mohr, K. A., & Mohr, E. S. (2017). Understanding Generation Z students to promote a contemporary learning environment. *Journal on Empowering Teaching Excellence*, 1(1), 9.

Ambrose, S. A., Bridges, M. w., Lovett, M. C., DiPietro, M., & Norman, M. K. (2010). *How Learning Works: 7 Research-Based Principles for Smart Teaching*. San Francisco, CA: Jossey-Bass.

B. Videos

Jason Conway - Classroom Environment: It's not about YOU, It's about THEM
<https://www.youtube.com/watch?v=bNcQjnpmFns>

Creativity in the classroom (in 5 minutes or less!) | Catherine Thimmesh
<https://www.youtube.com/watch?v=nASvIgSOCxw>

C. Podcast

The Teaching Space

Teaching by Reaching - 9: Environment and Student Learning with Dr. Yanira Oliveras-Ortiz

IV. Questions for reflections

1. What do you like and dislike about Snowflakes/Gen Z?
2. Do you consider yourself as a snowflake?
3. How can we change the university environment to get better results with Gen Z?
4. What is your teaching style? How do you prefer to teach?
5. What characterize the best university teachers you have met.
6. What do you think should teachers change when teaching Gen Z?
7. What can be the consequences of not changing our teaching styles?
8. What are the main differences in learning styles between generations?