

# Millennials and Generation Z: Points of contrasts and comparison

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Generations are shaped by the contexts in which they emerged. Millennials (also known as Generation Y, born 1981-1994) grew up during an era of economic prosperity as oppose to Generation Z ( born 1995 – 2011) who grew up during the economic downturn. Thus, Generation Z is more prudent, realistic and conservative in their spending habits which explains their preference for job security, structure and regular employment. Millennials are widely known for being digital nomads with little corporate loyalty opting for freelance jobs or career fluidity that speaks to a higher purpose.

Millennials are thus far the largest generational cohort prompting generational experts to refer to older Millennials as Gen Y.1 and younger Millennials as Gen Y.2. Many Gen Y.1 Millennials remember a time before mobile phones and the internet, however Gen Z are digital natives and don't know of a time before technology to do research, socialize, shop, travel, date and record their experiences.

Generation Z has a digital fluency envied by most millennials, but their tech dependence should not be mistaken for tech aptitude, as many Gen Z's struggle to work on operational systems designed by older generations. This hypercognitive generation prefer visual communicate such as emoticons, GIFS, and memes, therefore making Snap Chat, Instagram, Tic Toc, and YouTube preferred social media communication platforms. Millennials prefer short text based communication with visual aids such as Twitter, WhatsApp, and Facebook.

Millennials are known for being collaborators who prefer to work in teams or shared spaces, whereas Generation Z prefer to work individually on projects in relative privacy. Both generational cohorts have produced teen millionaires that built start-up enterprises from the ground-up and equally proclaim avid support for socio-environmental causes. Yet, the fiercely inclusive nature of Generation Z drives issues such as gender rights and climate causes to a greater height as ever seen before.