



Gen Z Inspiration Series - Week 3  
Good Conversations x Good Innovation

## Welcome to the third instalment of your weekly hit of Zoomer inspiration.

As a reminder, this is a space where we give you a quick and immersive snapshot into the lives of our Zoomers, allowing you to hear from them in real time as the conversation unfolds. Let's dive in!

This week has brought depth and detail across the routines and perspectives of our Zoomers as they shared over comments, photos and videos with us. Together, we dove into their daily routines and the role of media within them, who their superheroes are - and what it takes to inspire them - and also teased out the fascinating ways in which they approach debate and discussion on topics that are capable of challenging, and even changing, their opinions.

Read on for a taste of what they shared with us, and what we've made of it all.

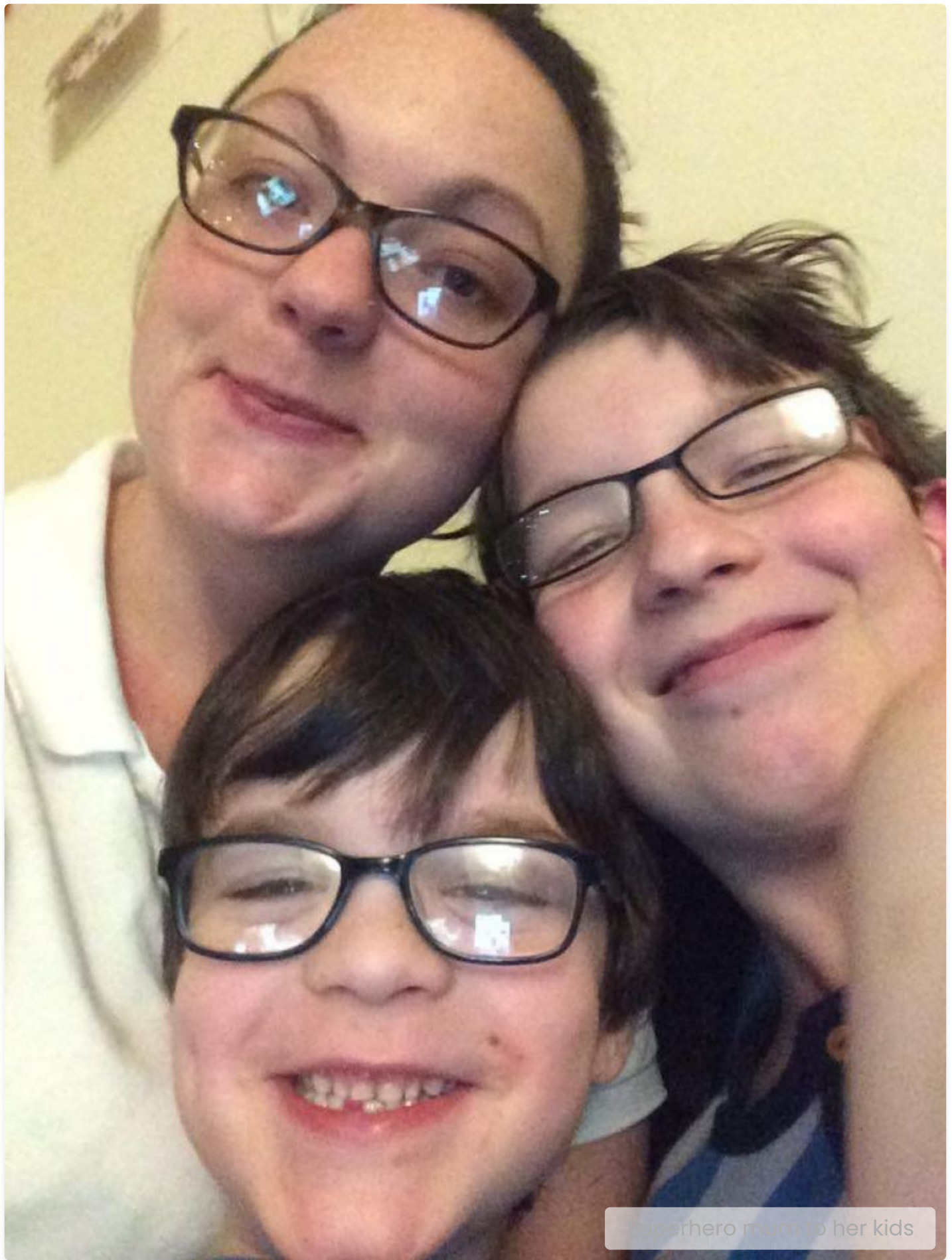


## **Not all Superheroes fly in the clouds - many are living in our Zoomers' homes.**

Significant time spent with those closest to them in the past two years has strengthened and built authentic bonds and, for many, bred a sense of inspiration. Many Zoomers are in awe of the sacrifices their parents and partners make daily. Role models are adopted when they're relatable and, as a result, authentic.

*"My Superhero would be my mother. She as a single mother and she raised 3 of us all while studying to be a midwife at the same time - she's a literal super hero."*

*"Not to be cringy but my parents are my heroes as they started with nothing and built themselves to a place where I owe everything to them."*



superhero mum to her kids



In a similar theme, our female Zoomers were more likely to choose beacons of activism as their heroes over more glamorous celebs, highlighting the impact their actions have had on the world.



## **Not all connections are created equal in our Zoomers' busy lives**

### **Social Media Relationship Status: It's complicated**

Many can feel as though they are chained to their phones, and are looking for ways to break that cycle - even though they know they're pushing against a powerful force.

*'I have no idea why I scroll through Twitter in the morning, it adds literally nothing to my morning.'*

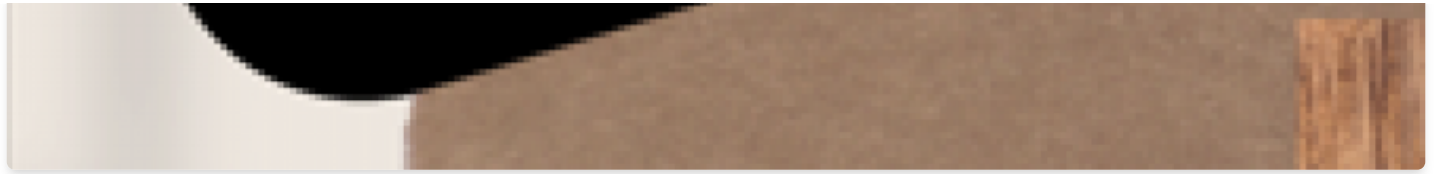
*'I find myself doing a lot of mindless scrolling which is something I've been trying to reduce at the minute and swap for things such as reading and walking.'*



Value score =  
7/10

I end up wasting  
hours of my time  
scrolling





## **AM: Engage, PM: Entertain**

'Wake & Scroll' is the new radio. Mornings are a more engaged state, with most catching up on *their* world, and *the* world. But at night, social media is about 'Unwind and Switch off'.



# My typical day

7am ~ wake up, check Snapchat. Look at stories on celebrities and interesting



random things like unique people in the world (8/10).

Check YouTube to watch drama alert and get all the current YouTube news/drama (6/10)



8am - 12pm ~ go to school and speak to my friends who will end up talking about things they've seen on TikTok (9/10)

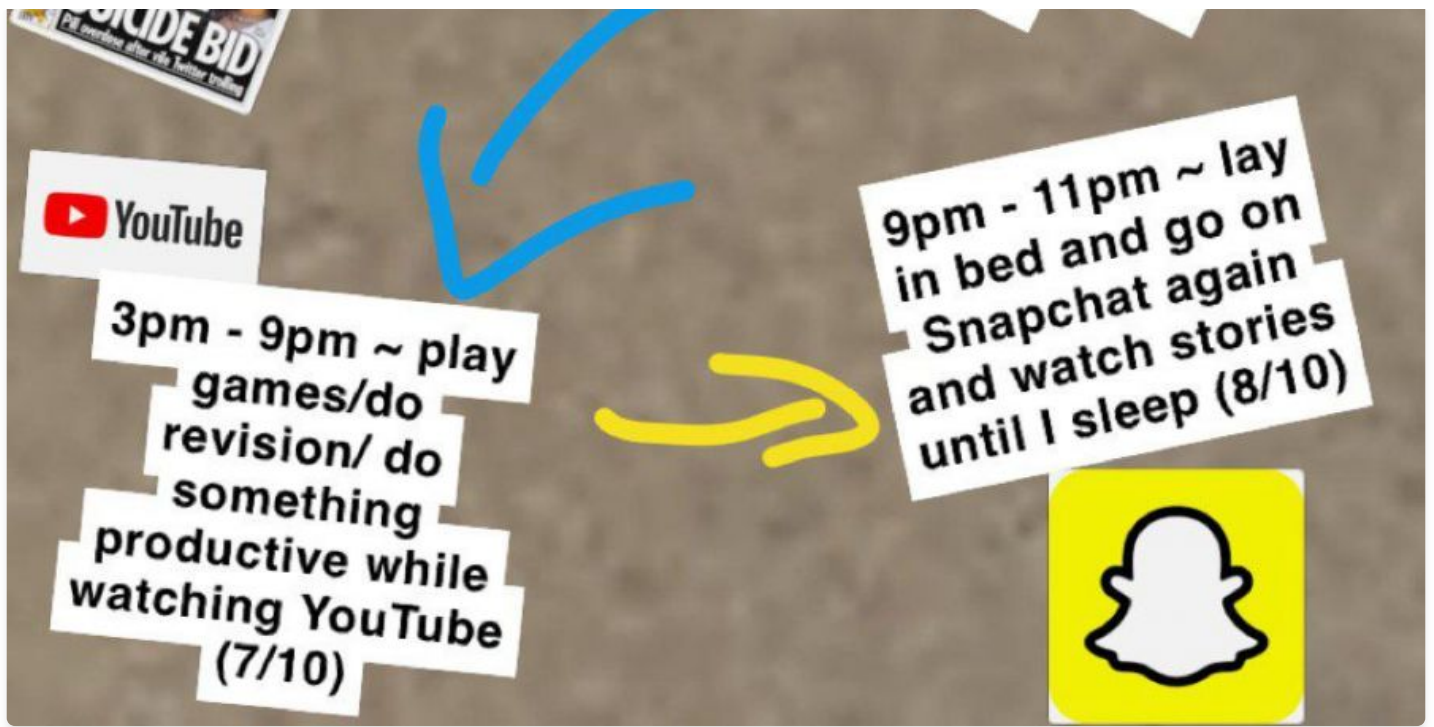


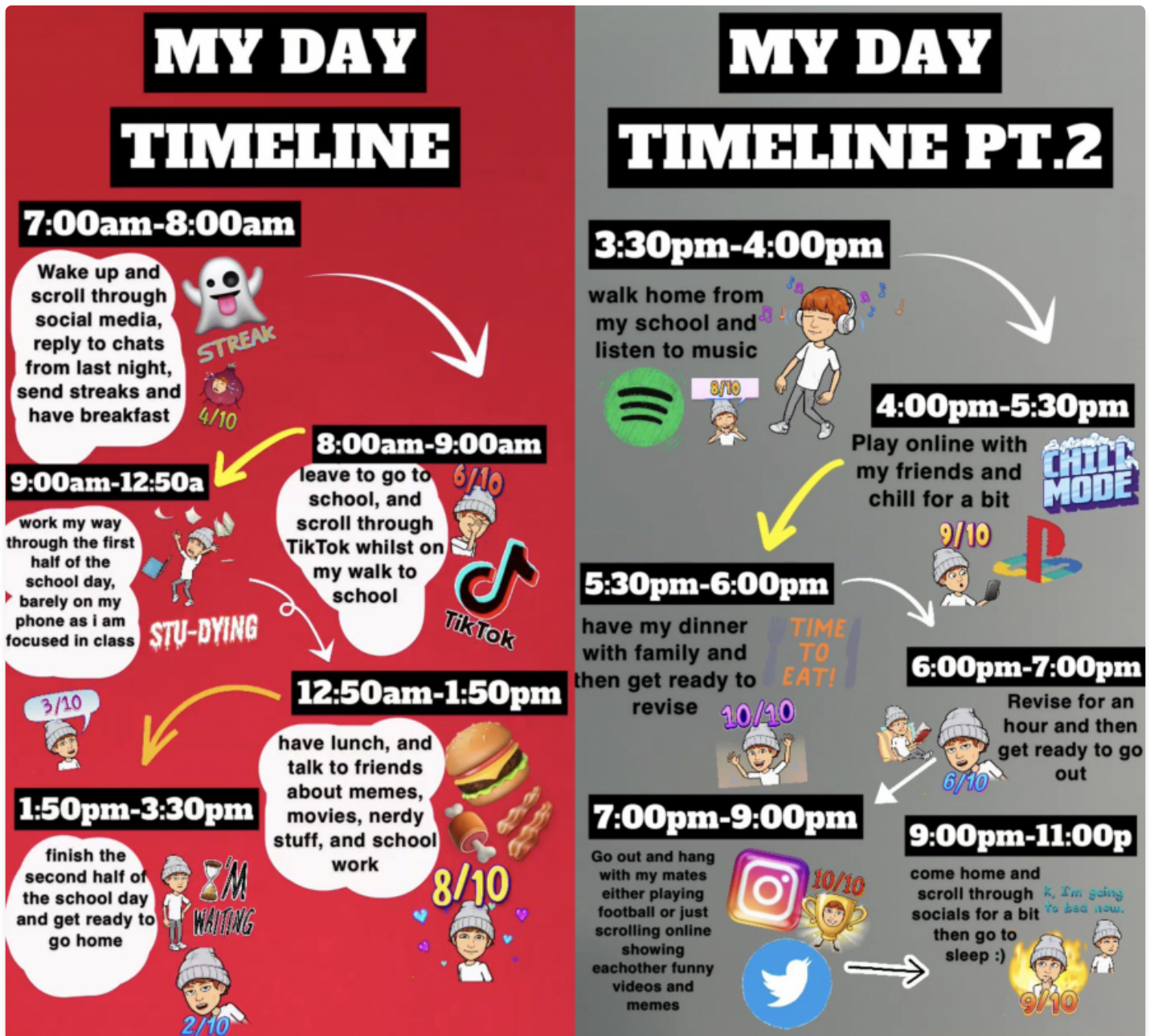
12pm ~ eat lunch and scroll through media sources on Snapchat like the sun while talking to friends (4/10)



12pm - 3pm ~ talk to friends again (9/10)

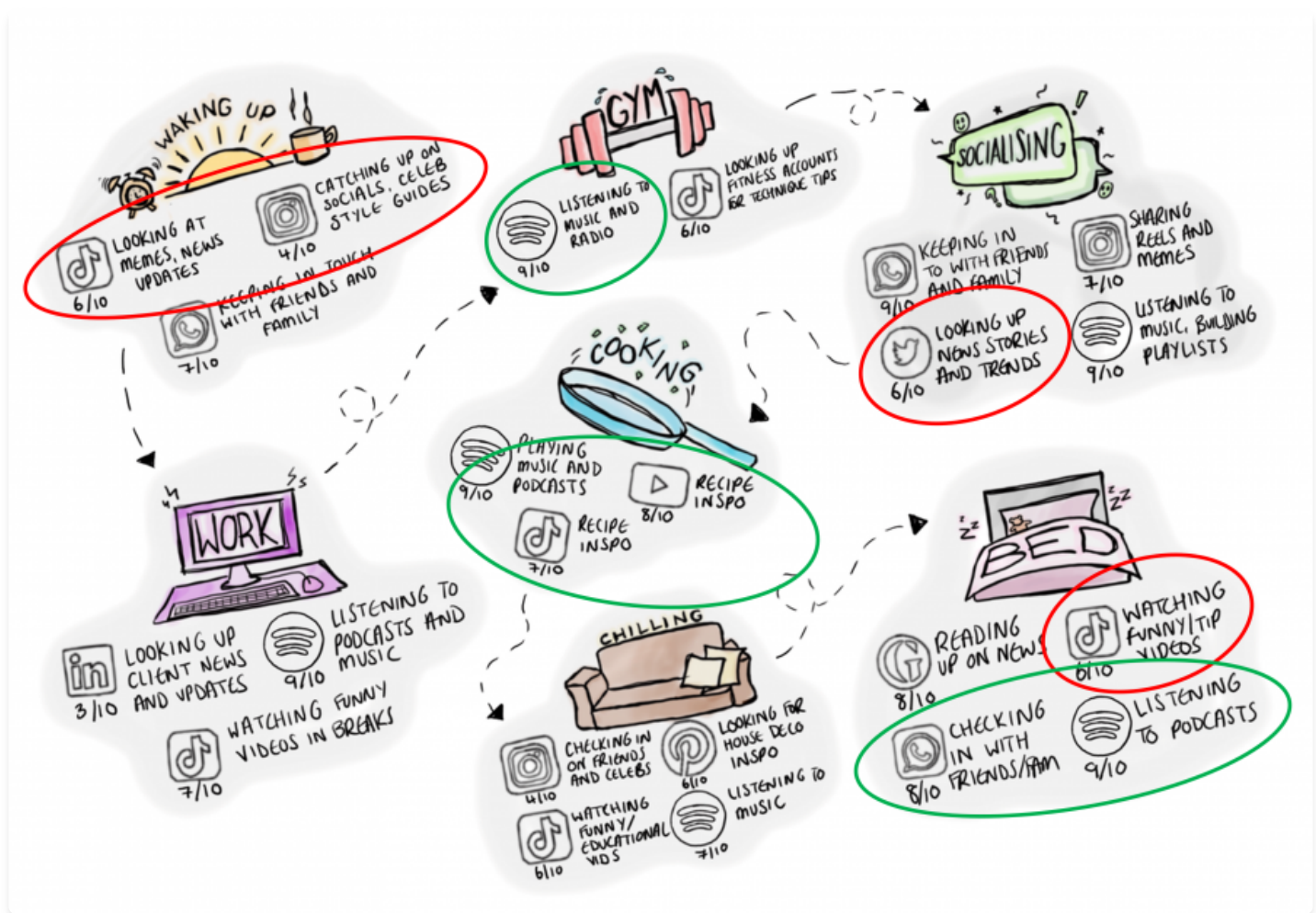






**Depth brings value**

Browsing social media can too often feel like a throwaway activity. But opportunities to go deeper into topics, like on podcasts or Youtube, or delve into hobbies and inspirations, like music, and chatting with friends, add real value.



## While you're under my roof

Our younger Zoomers are still living with parents and grandparents, and that means that while they might not always be choosing to engage with mainstream media, such as live TV and radio, they're still being exposed to what's being covered.

*'News is always on in my house! It starts in the morning with Good Morning Great Britain and runs all through the day.'*

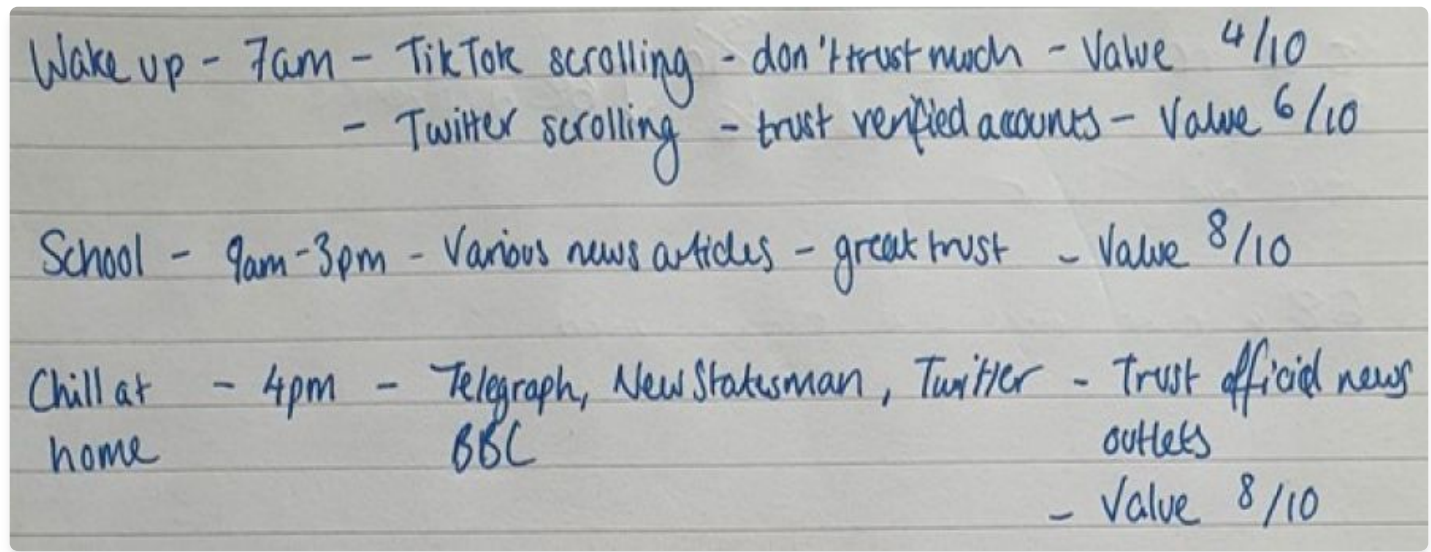
## Tried and Trusted battles Latest and Loudest

Established media outlets, like the BBC and the Guardian, can be seen as more trusted (and more depressing) - so are often used to verify rumours, trends and attention-grabbing soundbytes on Tik Tok, Insta and Snapchat.

*'Any 'news' I see on (social media) I don't rate particularly highly or trustworthy and will check anything before I 'believe' it by going to other sources such as The BBC, Reuters*



and other reputable outlets.'



## Change Agents: A Zoomer Influence Cycle

We've seen a common rhythm emerge when it comes to how Zoomers take on and react to different perceptions and opinions:



## Their minds are open

> In a world of polarisation, Zoomers are willing to at least listen to alternative points of view.

## Lastly, what do Zoomers look for in a great role model?

For Zoomers, role models reflect the qualities they want to see reflected in themselves later on in life:

*'Role models for me have to be people in which when you're their age, if you were to be like them, then you'd consider yourself a successful human. They should have opinions that can both influence other people, but also support other people too.'*

*'I look for honesty, integrity, a desire to do good for the benefit of all rather than the benefit of the individual. I also look for good leadership and decision making skills. PM Jacinda Ardern has shown to have all these and more! She made so many decisions that are for the betterment of her people such as criminalising military style weapons and generally being so caring.'*



Next time – We bring our Zoomers even closer to your worlds as we ask them which social problems they would most want to tackle, to create their Instagram inspirations for change and, for the first time, ask them specifically about their thoughts and involvements with charities today. Stay tuned!



