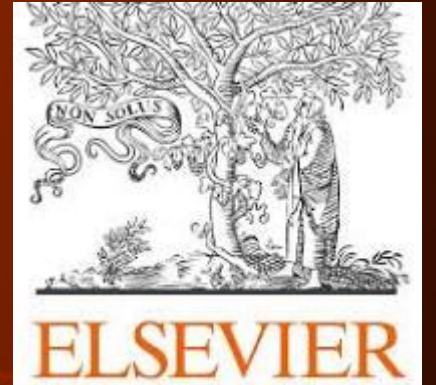


SEA Libraries of the Future Summit





Gen Z as the backbone of library: How to engage?

Safirotu Khoir, PhD
SEA Librarian Summit
Penang, 11 June 2024

Safirotu Khoir, PhD

**PhD - University of South
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- FPPTI**

Southeast Asia
**Librarians
Summit**
Surabaya 2023

REGISTRATION

Ballroom 2 & 3
Sheraton Surabaya Hotel
and Towers

WHO IS Gen Z?

They're the Class of 2019. A generation one million larger than Millennials. This year, Gen Z will enter the workforce in huge numbers, and employers are on board.



Millennials vs. Gen Z



Millennials

- Expects an immediate customer service response
- Will spend more after a personalized experience
- More likely to switch to a competitor after a bad experience
- Reports high exhaustion levels after customer service interactions



Gen Z

- Prefers self-service options
- Believes personalized experiences are not exclusive to premium brands
- Spends more time researching before making a purchase
- Less concerned when it comes to data privacy

THE INDONESIAN POPULATION IS DOMINATED BY MILLENNIALS AND GEN Z

The 2020 Population Census recorded Indonesia's total population at 270.2 million, an increase of 32.6 million compared to 2010.

Serving Gen Z: How can we closing the gap of the demography bonus

270.2 million people the total population of Indonesia 2020



Indonesia

The largest country in Southeast Asia



17,500 islands (7,000 uninhabited)

Lesson learned, sharing perspectives. Not to compete – unlock the possibilities to collaborate



Narrowing the age gap
Librarians and Gen Z users



Involving (young) patrons to work together



Working together with Gen Z

- Empowering Creativity
- Community Building
- Technological Integration
- Personalised engagement



Empowering Creativity

- Establishing youth advisory boards
- Involving Gen Z in library planning and programming
- Providing spaces for creativity and collaboration
- Hosting maker spaces and creative workshops (e.g coding class, job app help, cooking class)
- Encouraging user-generated content: Good partners in video making!





Community Building

Fostering a sense of community among Gen Z patrons

Hosting diverse events and clubs

Facilitating peer-to-peer interactions

International students as the agents

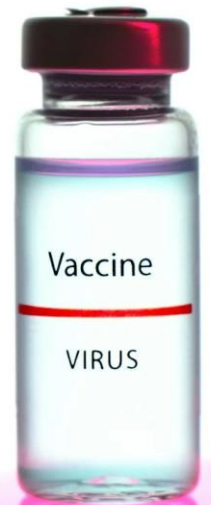


Immersing with global community on campus



Exhibition of Rare Disorder at Library and Archives UGM

In collaboration with Indonesia Rare Disorder



Collaborating with Gen Z in the community to
raise awareness

Creating a book club via TikTok

FOR IMMEDIATE RELEASE | NOVEMBER 1, 2023

New ALA report: Gen Z & Millennials are visiting the library & prefer print books

54% of Gen Z and Millennials visited a physical library within the previous 12 months.

Reading books as Digital detox

coding clubs, job application help, gaming





Technological Integration



2021 Pew Research Center survey:

95% of teenagers have access to a smartphone, and 45% of them report being online 'almost constantly.'

This high level of connectivity means that Gen Z is more digitally immersed than any previous generation.



Being active in Social Media is not an option



Gen Z will complain via social media

Utilizing virtual reality and augmented reality experiences

Incorporating technology into library services – e-books, audiobooks, and digital resources



Personalised Engagement

Personalized Engagement

- Offering personalized recommendations:
 - Utilizing platforms like Instagram and TikTok for book recommendations and library updates can help capture the attention of Gen Z users.
- Implementing interactive programs and workshops
- Personalised Assistance (UGM via IAC)





On the other hand...

Ballard Brief underscores that **chronic loneliness in Gen Z** is linked to various negative outcomes, including heightened sensitivity to **social exclusion** and increased risks of **mental health disorders** like depression and anxiety. The study also notes that social isolation can lead to long-term psychological and physical health problems, with loneliness being as detrimental to health as **smoking 15 cigarettes a day** (Ballard Brief).



Recent statistics highlight a significant issue of loneliness among Generation Z. A 2023 study by Cigna revealed that **71%** of Gen Z adults (ages 18-26) reported **feeling lonely**. This generation remains the loneliest compared to Millennials (65%), Gen X (59%), and Baby Boomers (44%). Furthermore, Gen Z also exhibits **the lowest levels of resilience**, which exacerbates their feelings of loneliness (The Cigna Group Newsroom).

These statistics and insights underscore **the importance of addressing loneliness** within this demographic, especially in academic and public libraries, which can play a pivotal role in fostering community and social connections.



Loneliness in the USA



A 2018 national panel survey of demographic, structural, cognitive, and behavioral characteristics

Research indicates a notable prevalence of loneliness among Gen Z: 61% of respondents aged 18-22 reported feeling lonely, which is significantly higher compared to other age groups.

"Loneliness in College Students: A Predictor of Academic and Social Engagement"



Gen Z experienced higher levels of loneliness, with about 63% reporting significant feelings of loneliness.

This statistic highlights the unique social and psychological challenges faced by this generation, often exacerbated by their high engagement with digital technology and social media, which can sometimes replace face-to-face interactions and deepen feelings of isolation.

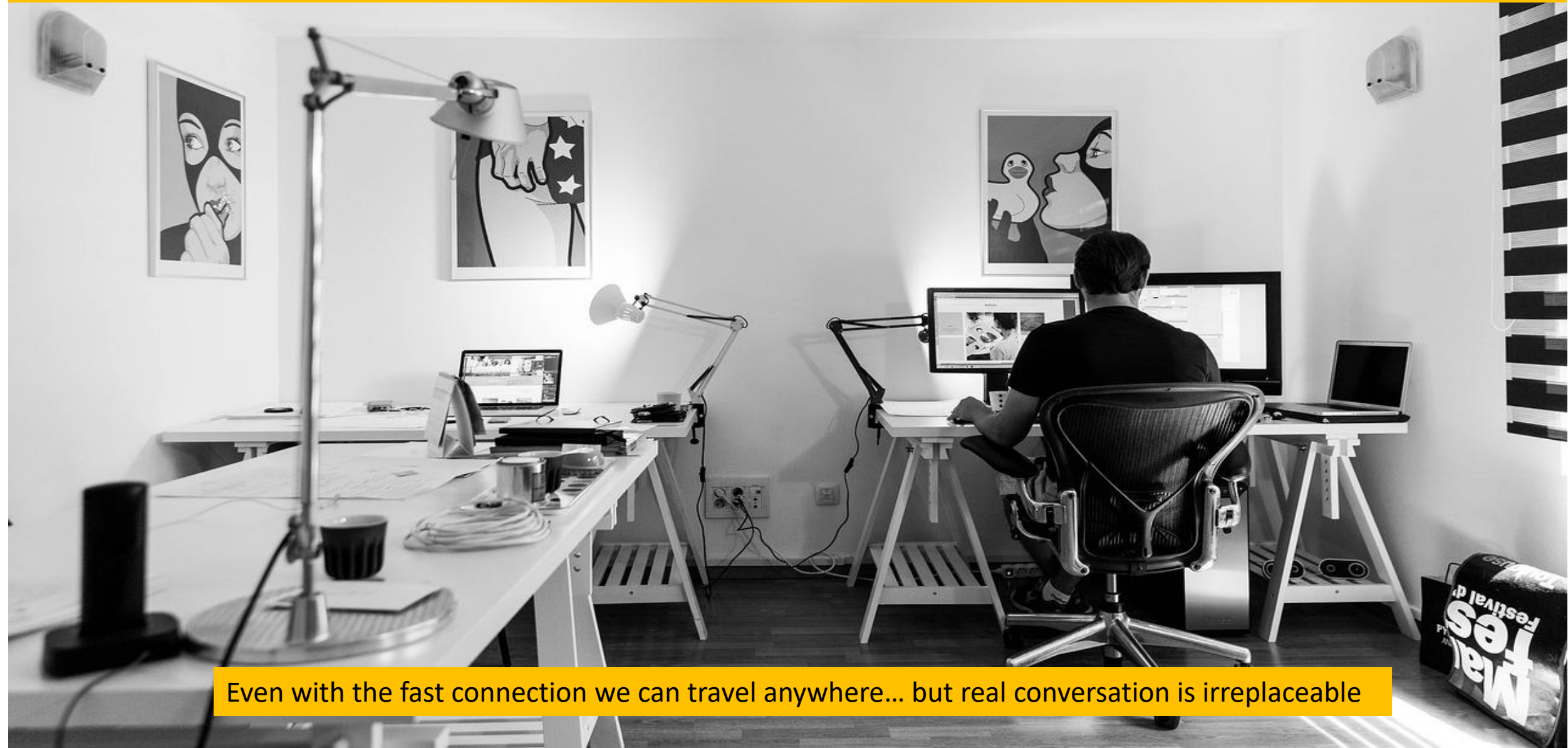
Supporting wellbeing and individual challenges through a tailored service

Topic discussion. Time management. Procrastination. Reading strategies. Rehearsal. Communication with supervisors. Tackling anxiety.

Individual Academic Consultation (IAC)



Everyone needs a friend to talk to....



Even with the fast connection we can travel anywhere... but real conversation is irreplaceable

Global Mental Health Statistics Overview

970
MILLION

970 million people around the world struggle with some mental illness or drug abuse.



1 in 4 people will be affected by a mental illness at some point in their lives.

14.3%
OF DEATHS

14.3% of deaths worldwide, or approximately 8 million deaths each year, are attributable to mental disorders.

50% ↑

The prevalence of all mental disorders **increased by 50% worldwide** from 416 million to 615 million between 1990 and 2013.



LIFE

Gen Z is the “Loneliest” Generation

BY RELEVANT STAFF
DECEMBER 19, 2022

PREVIOUS ARTICLE



FORBES > LEADERSHIP > CMO NETWORK

Gen-Z, The Loneliness Epidemic And The Unifying Power Of Brands

Kian Bakhtiari Contributor 

I write about marketing through a Millennial and Gen-Z lens.

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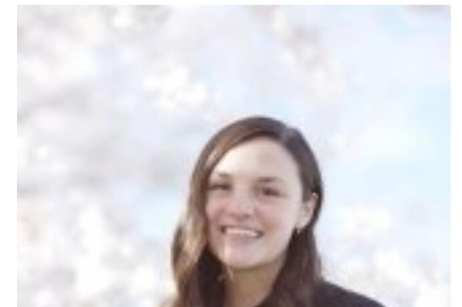
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Jul 28, 2023, 11:59am EDT



mental/physical health

Isolation Among Generation Z in the United States





Ryan Jenkins CSP

The Case for Connection

LONELINESS

3 Things Making Gen Z the Loneliest Generation

Gen Z is experiencing record-high levels of loneliness. Here's why.

Posted August 16, 2022 |  Reviewed by Ekua Hagan



THE BASICS

Understanding Loneliness

[Find counselling near me](#)

KEY POINTS

- **Seventy-three percent of Gen Z report they feel alone either sometimes or always.**
- **Seventy-two percent of Gen Z workers say they want to communicate with managers in person, while most managers think they prefer instant message.**
- **Reversing the loneliness trend in Gen Z requires addressing contributors such as the overstimulation that leaves less time to**



APRIL 6, 2022

Growing Up Lonely: Generation Z

by Daniel Cox, @DCOXPOLLS

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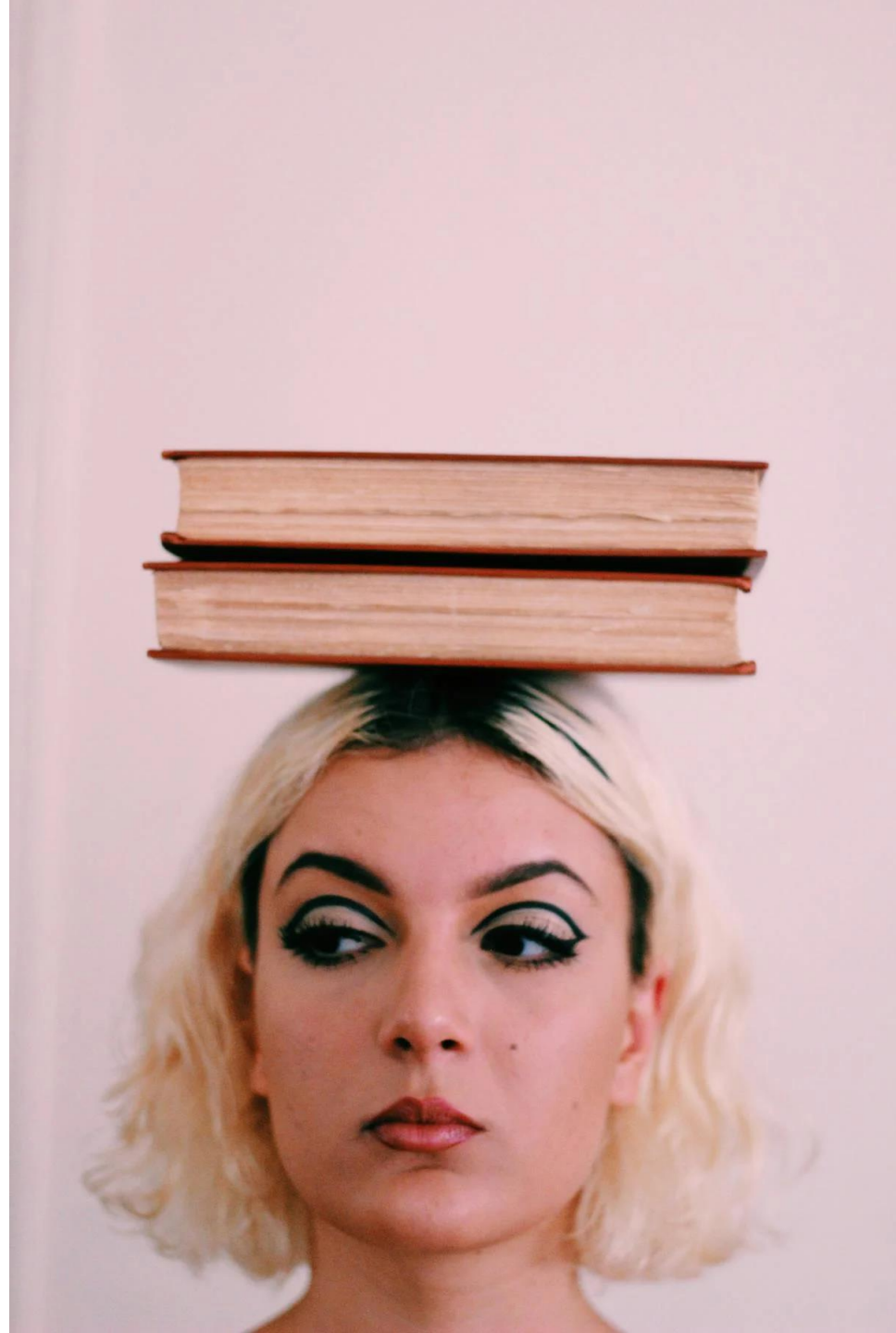


TUMBLR



Category: [PARENTS](#), [FAMILY LIFE](#)

There's a growing concern that young adults today are experiencing an epidemic of loneliness, social isolation, and disconnection. A lot of blame is being placed on [social media](#), or more recently the [pandemic](#). Delayed family formation is another likely factor—young adults are [marrying later](#) than they once did. But what if Gen

A woman with short, wavy blonde hair is shown from the chest up. She is looking slightly to her left with a neutral expression. On top of her head, she is balancing two thick, old books with worn spines. The background is a plain, light-colored wall.

Understanding Gen Z with their characteristics to serve them in libraries is essential

Balancing with Human centric library services will add a significant “flavour”

Gen Z as the Backbone of Libraries



Improving Engagement, Enhancing Participation

Thank you
Terima kasih
Xie Xie
Maraming Salammat

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