**5W1H Framework Document for Generation Z**

**1. What:**

Generation Z (Gen Z) refers to the demographic cohort born approximately between the mid-1990s and the early 2010s. This generation is characterized by their comfort with technology, social media presence, and distinct social values.

Key traits: Digital natives, socially conscious, diverse, entrepreneurial, globally minded.

**2. Who:**

Gen Z includes individuals currently in their teens to mid-twenties, making up about 20% of the U.S. population. They follow in the wake of Millennials and are heavily influenced by social movements, digital communication, and economic shifts.

**3. Where:**

Gen Z is found globally, but they are particularly prominent in the United States, Europe, and parts of Asia. They communicate and engage primarily through digital platforms, such as Instagram, TikTok, and Snapchat.

**4. When:**

Digital engagement began at a young age, with many members of Gen Z using smartphones and internet services in early childhood.

Significant cultural, political, and societal changes during their formative years, including the COVID-19 pandemic, climate change activism, and social justice movements, have shaped their outlook and behaviors.

**5. Why:**

Gen Z prioritizes authenticity, diversity, and social justice. They are driving changes in consumer behavior, with a preference for brands that align with their values. They are also more risk-averse due to witnessing economic instability.

**6. How:**

Gen Z interacts with brands through social media and values personalized experiences.They seek out information through platforms such as YouTube and TikTok, and are influenced by peer recommendations and online reviews. Their buying habits reflect consciousness about sustainability and ethical practices.

**Conclusion:**

Understanding Generation Z through the 5W1H framework allows businesses, educators, and social organizations to tailor their approaches, ensuring effective communication and engagement with this influential demographic.