

Computational Statistic Meet 1



From:

AL AZHAR RIZQI RIFA'I FIRDAUS

Class:

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Absence:

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Student Number Identity:

2241720263

Department:

Information Technology

Study Program:

Informatics Engineering

Background

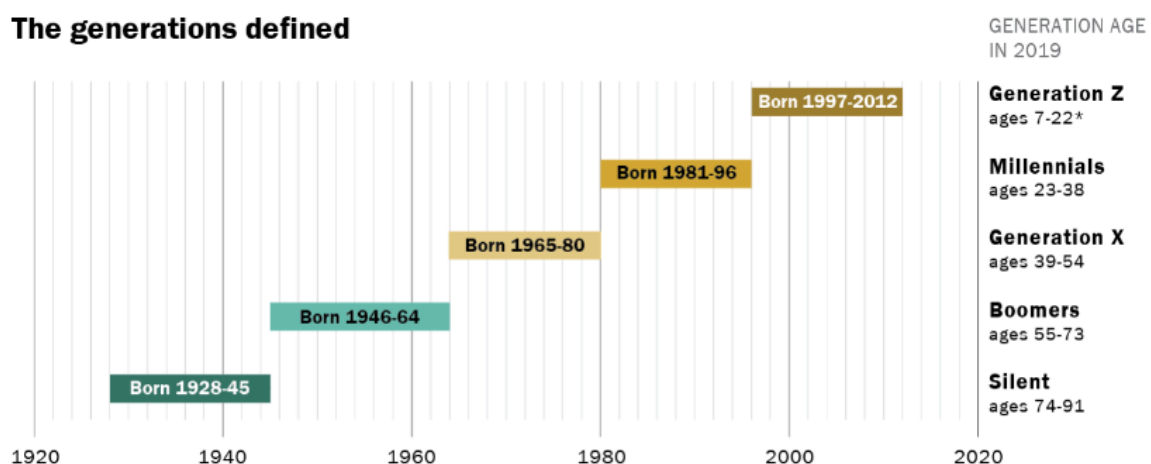
The article discusses the definition and distinction between the Millennial generation and Generation Z. It delves into the reasons behind the choice of 1996 as the cutoff year for Millennials and explores the characteristics and formative experiences that differentiate these two generations. The background for selecting this topic lies in the importance of understanding generational differences in societal attitudes, behaviors, and outlooks.

Data Points

- Range born years from each generation.
- Background from each generation.
- Comparison between Gen Z and millennial generation when they search for information.
- Demographic characteristics, such as racial and ethnic diversity, for each generation.
- Formative experiences, including events like the 9/11 terrorist attacks and the Iraq and Afghanistan wars, shaped the worldview of Millennials but are less impactful for Generation Z.

Statistic Descriptive

The generations defined

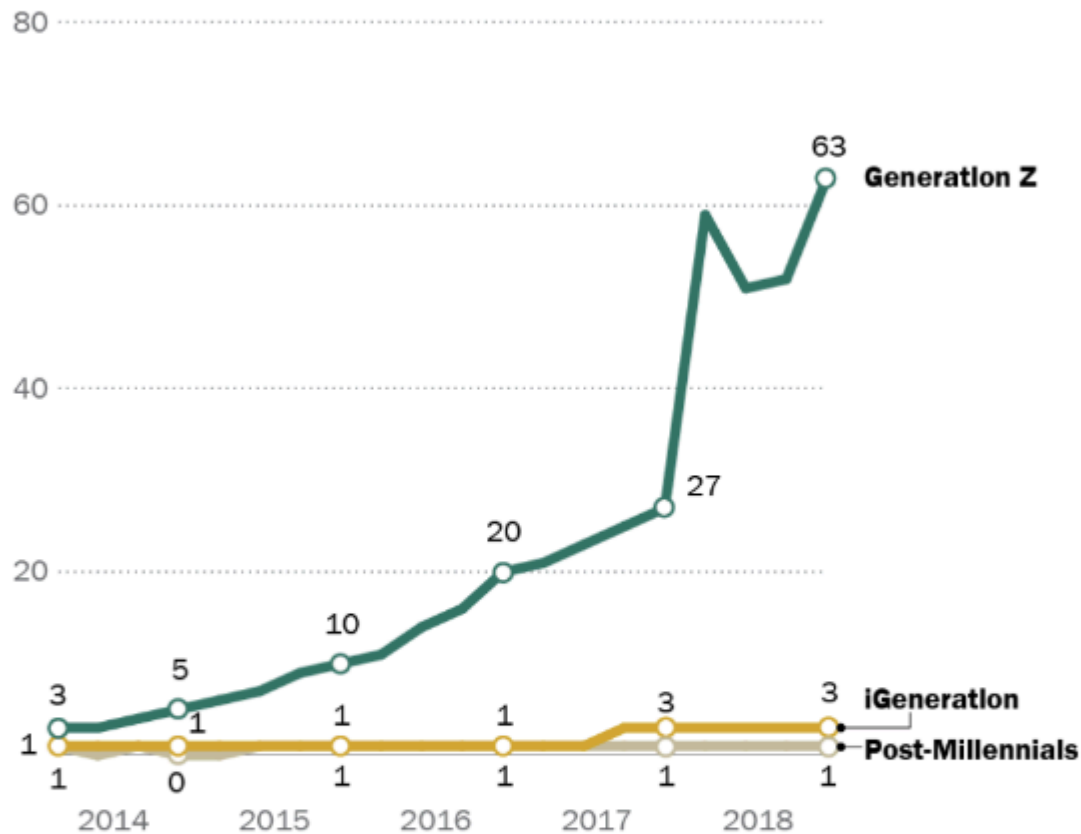


*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

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Generation Z dominates online searches for information on the post-Millennial generation

Relative U.S. search volume of generation terms (Google Trends)



Note: Google Trends data are based on weekly query volume for a given query relative to the highest weekly volume of any queries being compared within the time period and geographic region examined. The maximum relative search volume in the period is 100. The trends above are quarterly averages of weekly relative search volume and include shortened versions of search terms (for example, "Generation Z" also includes "Gen Z"). Values do not reflect the absolute number of searches.

Source: Pew Research Center analysis of Google Trends (accessed Jan. 8, 2019).

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Statistic Inferential

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References: <http://tony-silva.com/eslefl/miscstudent/downloadpagearticles/defgenerations-pew.pdf>