

The Gen Z Effect

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The Gen Z Effect

Over three quarters (77%) of Gen-Z employees will consider how a business acted during the coronavirus pandemic when choosing a place to work. Business decisions over the past year on how employees ...

Gen-Z to base careers on COVID-19 business decisions

(CNN)As medical students and Gen-Z'ers who were born after the mid-1990's, we're deeply concerned about the latest Covid-19 surge in Michigan, partly driven by younger adults who are unvaccinated and ...

How to convince Gen Z-ers they need to be vaccinated

A new reported by retail analytics firm Edited pinpoints 10 common items that Gen Z consumers are searching for online in droves.

10 Gen Z Wardrobe Essentials You Need to Know

Gen Z aren't just kids and teenagers anymore. Adult Gen Zers (18-24 years old) are graduating from high school and starting college or a career. This is the time when they may begin to feel a measure ...

State of Gen Z personal finance: Are the kids alright?

The brand's latest messaging update was created with The Martin Agency and reflects how quickly ideas about attraction have evolved in the past five years.

Axe targets Gen Z with open-minded approach to attraction in new ads

Depression has doubled among Generation Z despite lower rates of drinking, smoking and anti-social behaviour Depression among teenagers has doubled in a decade, as Generation Z has spurned drink, ...

Teenagers' depression rates double as Generation Z spurns drink and cigarettes for social media

As Teen Vogue columnist Mary Retta wrote in a recent piece for Bitch, capitalism and inherently broken, racist systems benefit most from the concept that only one generation can lead. This mentality ...

Generation Wars Between Boomers, Millennials, and Gen Z Are a Distraction

An overwhelming majority of Americans report having some kind of debt, and the number has been increasing in the past year, according to a new survey. While that phenomenon is reported across all ...

Generation Debt: It's Not Who You Think

The e.l.f. Cosmetics social media team is the first major beauty brand to launch a branded channel on Twitch, and the launch party is this weekend. On May 9th, e.l.f. is launching the channel at ...

e.l.f. Cosmetics Joins Twitch in Massive Global Push for Gen Z

Content syndication on sites like Instagram can make your content go viral. Moreso, they offer a free way to mass share your content. Brand storytelling is an increasingly important part of a ...

How Gen Z Marketers Use Insta Reels for Content Syndication

The nature and magnitude of placebo and nocebo responses to ADHD medications and the extent to which response to active medications and placebo are inter-correlated is unclear. To assess the magnitude ...

Placebo and nocebo responses in randomised, controlled trials of medications for ADHD: a systematic review and meta-analysis

As an aging millennial who learned makeup from YouTubers like pioneering Michelle Phan and K-beauty guru Pony's Makeup, making the 15-second transition to TikTok with a Gen Z perspective has been ...

A lifting effect in 15 TikTok seconds

Videos of police encounters have become a crucial tool in holding law enforcement accountable, and for the generation raised with smartphones, recording racial injustice is instinctual. Nowhere has ...

Recording the police is risky, but it's become the norm for Gen Z

While young 'skinvestors' are often in pursuit of self-care and overall well-being, experts are concerned about the premature demand for more invasive treatments.

Teens are worried about wrinkles. Here's how Gen Z is helping to fuel a beauty boom

Unbeknownst to me, today's cool kids have rediscovered esoteric little bands from my youth, and those hard-to-find albums are now in heavy rotation on Spotify.

SHANE BROWN: Gen Z has discovered 'Shoegaze,' the music of my youth

From TikTok dances to fashion statements to old-fashioned public service announcements, teens are doing their part to encourage other young people to sign up for their COVID-19 vaccine shots. In ...

Gen Z is getting creative to encourage other young people to get vaccinated

She may not be as ubiquitous as Charli D'Amelio or Addison Rae, but TikTok COO Vanessa Pappas keeps the platform running one viral clip at a time. She lets E! News discover the secrets of her role.

A Day in the Life: TikTok COO Vanessa Pappas Reveals What It's Like to Run Gen Z's Most Prized Possession

Spectropolarimetric observations of a solar pore at high temporal and spatial resolution identify the presence of magnetic field torsional oscillations. Simulations suggest that such oscillations are ...

Torsional oscillations within a magnetic pore in the solar photosphere

Many young people are excited to return to normal after living in quarantine for over a year. The isolation and disruption to our lives has plagued Generation Z with chronic stress, leaving harmful ...

AAMC: What Gen Z needs to know and the COVID-19 vaccine

Sports leagues are worried about losing young fans to their phones. Buzzer, run by a former Twitter executive, wants to bring live sports to them.