

GET TO KNOW THE NEW GENERATION Z

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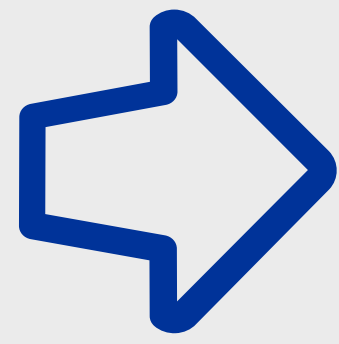
GET TO KNOW THE NEW GENERATION Z

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Participating in organized sport context involves benefits¹:

-  Physical
-  Social
-  Intellectual - cognitive
-  Psychological - emotional

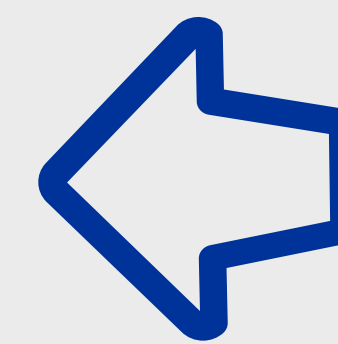


GENERATION GAP IN ORGANIZED SPORT?

Adult organized sport providers

VS

Generation of youth members



Dropout, starting at age 12-13 years old¹

Youth does not meet physical activity recommendations according to WHO¹

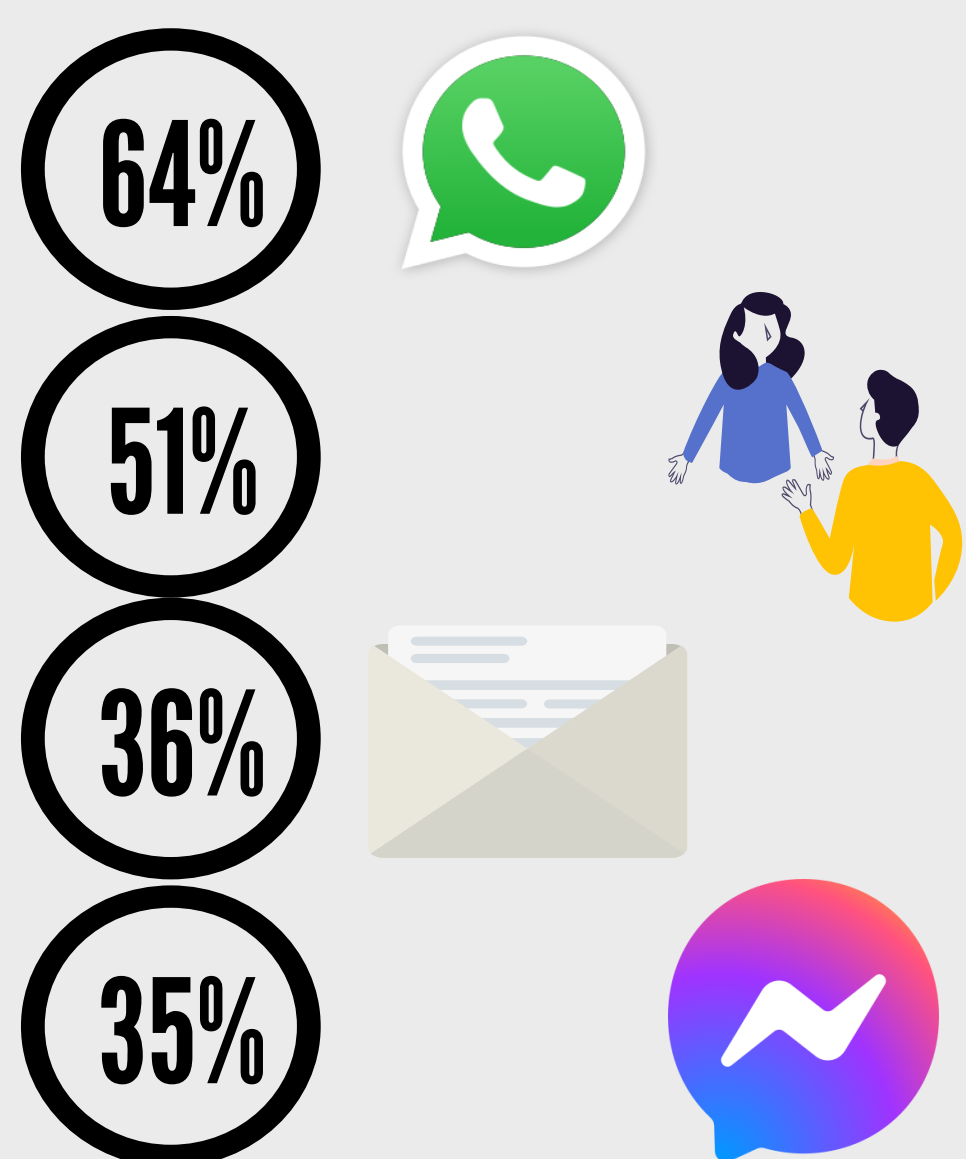
Literature Gen Z:

- Scarce²
- Unique characteristics: social context and events during formative years¹
- First: totally digital^{3,4}
- Texting instead of direct communication^{3,4}
- Social media / technology: increase physical activity levels⁵

Survey, for young adolescents (12-18 years old) to determine their preference to:

- Follow sports clubs (N=413)
- Communicate with the sports club (N= 387) and their coach (N=386)

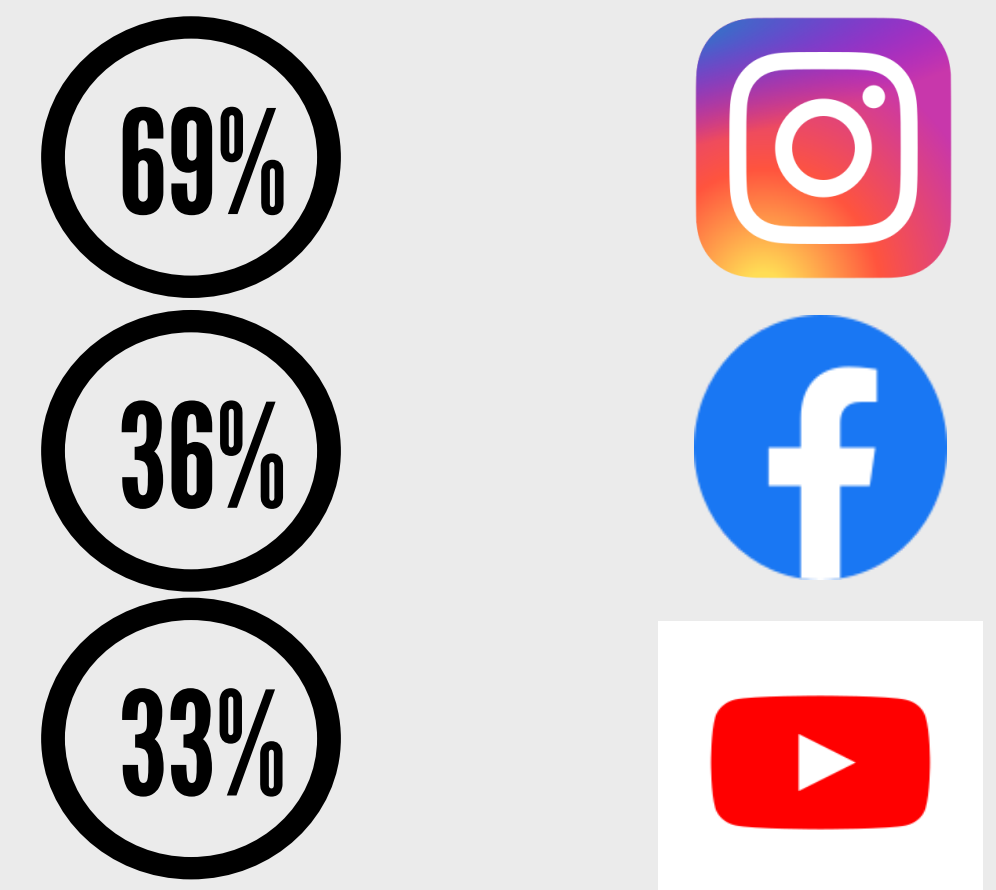
Communication with coach



Communication with sports club



Following sports clubs



Conclusion

Use technology to attract and retain youth members in organized sport

- Attract youth members with channels they prefer (Instagram, Facebook, Youtube)
- Sustain relations with youth members through their favourite form of communication

Further research: qualitative interviews



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