

# 98things

2nd Edition  
September 2020





**⚠ WARNING ⚠**

**This product contains materials known  
to blow your f\*cking socks off and change  
the way you look at the world.  
For more information, please contact  
NinetyEight at [NinetyEightLA.com](http://NinetyEightLA.com)**

# contents

1. 10 for-good organizations by gen-z entrepreneurs
2. 10 insights about tiktok
3. top 10 gen-z college majors
4. 10 gen-z digital habits
5. 10 gen-z food trends/habits
6. 10 significant historical figures that did their thing between the ages of 13-24
7. 10 tips for teaching the digitally native generation
8. 10 brands we love
9. 10 uncertainties gen-z's face in 2020
10. 8 gen-z creatives/entrepreneurs

*NinetyEight* defines generation-z  
as anyone born from 1996 onwards.

just so you know.

# SECTION

# 1

## **10 for-good organizations by gen-z entrepreneurs**

already, gen-z is making a huge impact on the world. who said young people can't accomplish big things?! we really give a sh\*t about so. many. things. we immerse ourselves in politics, social causes, passion projects, and more. we care about sustainability and taking care of the planet, we fight for equality for all, and we use our voices for good. here are ten for-good organizations created by gen-z entrepreneurs. you f\*cking rule!

## 1. not your typical jocks:

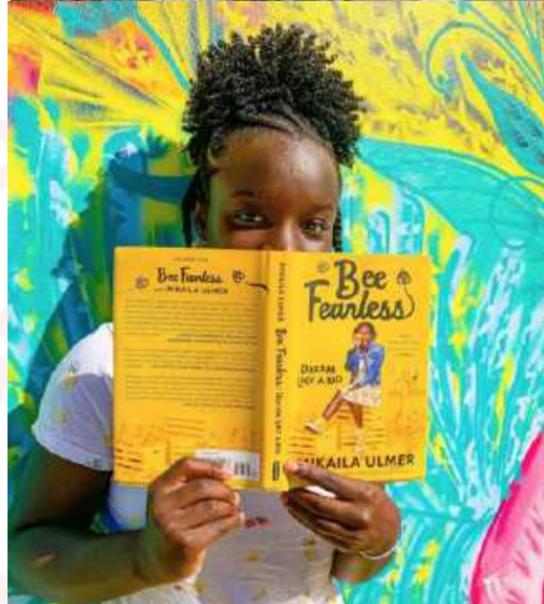
jocks.... they are often stereotyped to just be good for trouble and sports. "the cool kids that don't have the brains for school", they say...well, society has it all wrong. not your typical jocks is a non-profit organization created by "jocks" who's dedication goes beyond the sports field. their most recent community initiative raised \$1,700 for the emergency crisis in yemen (excluding a total of \$1,500 they donated out of pocket). driven by their passion to be changemakers in a world filled with injustice, their mission is to prioritize the needs of the less fortunate through motivating and inspiring efforts from self-created philanthropic events and fundraisers. not your typical jocks aspires to educate minds, inspire hope, and raise awareness all over the world to advocate for a society that desires to live a conscientious and empathetic lifestyle.

## 2. me and the bees:

it all started when mikaila ulmer sold her great-granny helen's lemonade (made with honey instead of sugar) since getting stung by a bee twice when she was 4. ten years later, mikaila is a high school student who runs her social good lemonade company. me and the bees lemonade has grown 500% since its humble beginnings in austin, texas where you can find five different flavors at your local supermarkets and restaurants. oh! and don't forget her non-profit organization, healthy hives foundation, which works towards saving the bees through education, research, protection, and inspiring social entrepreneurship. buy a bottle, save a bee!<sup>1</sup>

## 3. project i am:

jahkil naeem jackson started the non-profit organization - project i am - four years ago which has touched over 35,000 men, women, and children across the world... and jahkil is only 12. project i am started when jahkil started helping his aunt distribute food to chicago's homeless community. from there, he was inspired to help the homeless community by offering blessing bags filled with essentials. now, project i am has expanded distribution to other american cities like los angeles, atlanta, and virginia. blessing bags have also reached natural disaster victims in the united states and other parts of the world like eswatini and guatemala. jahkil's efforts have received recognition from obama himself (bruhhhh) and landed partnerships with marvel, nike, cartoon network, and more!<sup>2</sup>



## 4. brae's brown bags:

braeden manning won the 2013 healthy lunchtime challenge when he was 10, so he got to go to the white house for the kids' state dinner with none other than michelle obama! when she asked braeden how he would pay the experience forward, brae's brown bags was born. brae's brown bags provide healthy snacks, contact information for additional services, and water to homeless and low-income individuals. the nonprofit's belief is that every person, regardless of their financial situation, deserves access to healthy food. since starting brown bags, braeden has given presentations to different community groups about food insecurity, homelessness, and poverty.<sup>3</sup>



## 5. youlead initiative:

youlead is an initiative by project 90 by 2030, an environmental organization focused on bringing fundamental change in environmental issues, including promoting climate change awareness and low carbon actions to create significant and sustainable changes. the youlead initiative gives real resources to 40 khayelitsha youth between 15 to 24 years old to create real environmental changes. this initiative aims to create warriors and build confident leaders through a structured program for where they get to learn about environmental stewardship and the importance of caring for the earth.<sup>4</sup>



## 6. hoops of hope:

back in 2004, austin gutwein shot 2,057 free throws on world aid's day to represent the 2,057 kids who would be orphaned during his typical school day. austin found his calling from this event to create hoops of hope, the largest free throw marathon in the world, with over 40,000 people from over 25 countries participating and nearly \$4 millions raised. over the past 16 years, hoops of hope have provided care for 15 million children orphaned by aids. they aim to empower children, teens, and adults in developed countries by funding medical clinics for aids and resources like dormitories, feeding programs, and water projects for those impacted by aids.<sup>5</sup>



## 7. positive impact for kids:

from being a nationally ranked jump-roper, competitive swimmer, and gymnast, leanne joyce had to put her passions to a halt when she was 12 due to her life-threatening condition - aortic valve stenosis. her condition made her a regular at the pediatric wing of her local hospital. even though it was a tough experience, leanne joyce remembers the volunteers and nurses who gave her a semi-normal and positive experience. the 20 year-old knew she had to pay it forward from her personal hospital experience, thus starting the organization - positive impact for kids with a mission of help decreasing pain and increasing self-esteem among pediatric patients. their goal is to raise significant funds and awareness in order to improve the hospital experience for children and teenagers receiving inpatient medical care in the united states.<sup>6</sup>



## 8. the ladybug foundation:

nobody should eat out of a garbage can. the ladybug foundation was created to support hannah taylor's efforts to spread awareness and raise funds to assist charitable organizations which help the homeless and near-homeless in canada. the organization's mission is to work alongside organizations that help the homeless (without judgement!) by raising money to ease charities from the financial burdens and stresses placed upon them every month. hannah taylor was only 8 when she started the ladybug foundation, now she's at law school at the university of manitoba while her idea continues to flourish and help many.<sup>7</sup>



## 9. kids that do good:

making the world a better place has always been second nature to two 15 year-old latino twin brothers, max and jake. but when trying to find volunteer opportunities in their hometown in new jersey, they found no luck due to age restrictions. to solve this problem many kids face, kids that do good was created to connect kids with ways to give back. the pair find charities, organizations, events, and opportunities which welcome kids of a variety of ages to participate.<sup>8</sup>



## 10. food recovery network:

four students at the university of maryland, college park (ben, mia, cam, and evan) knew they had to do something about the amount of good dining hall food ending up in the trash at the end of the night. in september 2011, food recovery network was founded as a student group at the university of maryland where they have recovered 30,000 meals to hunger-fighting nonprofits in the washington d.c. area by the end of the school year. today they're the largest student movement with many chapters across the united states fighting against food waste and hunger. so far, they have donated over 3.9 million pounds of food that would've been wasted (that's like 3.2 million meals provided to those in need). food recovery is the norm and not the exception.<sup>9</sup>



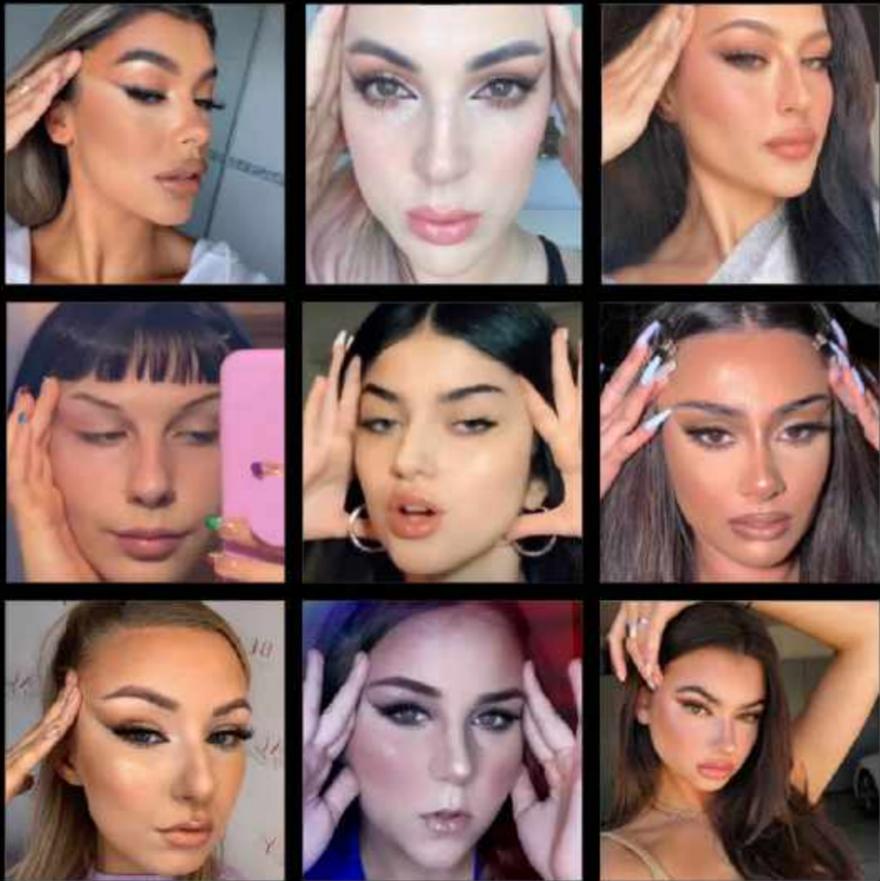
# SECTION

# 2

## 10 insights about tiktok

tiktok has been on the rise lately, and it shows no signs of slowing down... even despite trump's threat to ban the app in the us.

tiktok belongs to gen-z; our generation is taking the app by storm. whether it's expressing political beliefs, showing off singing or dancing talents, posting a diy tutorial, or even a \*shudders\* ...thirst trap, gen-z has the confidence in expressing themselves more than ever before, and tiktok is the platform they're doing it on. here are 10 insights on the app that is taking the world by storm.



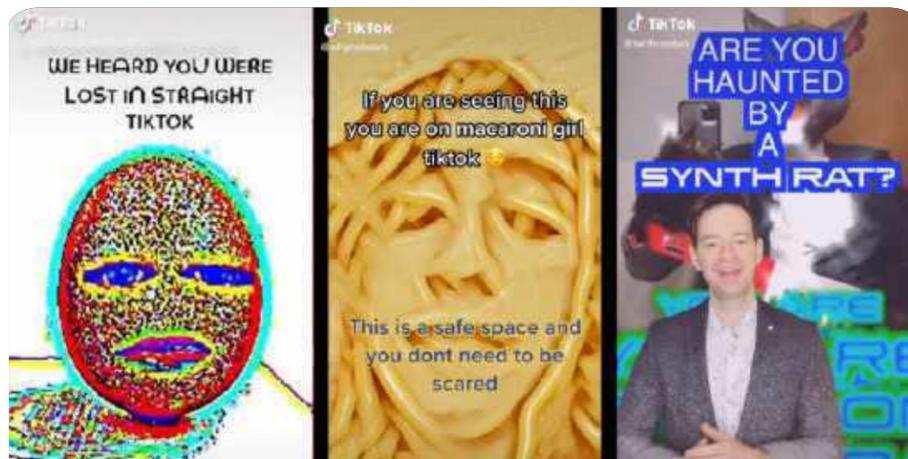
## 11. racial microaggressions on tiktok

although gen-zs are generally labeled as "woke," racism still exists in their behavior online. numerous tiktok trends are being called out for its racist implications. for instance, the #foxyeyechallenge is a makeup challenge made popular by models like bella hadid and kendall jenner, who emulate a lifted eye look similar to that of asian features by pulling their eyes using tape. the very same features that were mocked on asians are now made trendy on caucasians. similarly, the "wind tunnel" trend uses a facial filter with a classical indian song and is typically used for humorous content. using a classical cultural song to the butt of the joke is just outright disrespectful. tiktok is known for its mindless, funny content but there's a fine line between jokes and ridicule. it's easy to generalize gen-z's as socially conscious and hyper-aware of social injustices, but it's important to note that racism and microaggressions still live on, albeit in a different form.<sup>10 11 12</sup>



## 12. tiktok diy-ers

in addition to humorous content, tiktok is notoriously known for discovering life hacks. just recently, we discovered a way to play just dance without having to purchase the game or console (hint: download just dance now!). it's also made numerous food trends mainstream like the fluffy cloud bread, dalgona coffee, and pancake cereal. you'll also find videos on hair curling hacks, how to diy old t-shirts, best thrifting habits, and everything in between. with tiktok, its users have emerged as extremely crafty and resourceful diy-ers.



## 13. micro-communities

the beauty of technology is that it's made the world feel small, and it seems with tiktok, it's gotten even smaller. unlike facebook and instagram, the intent of tiktok was not so much about creating groups. however, tiktok has unearthed tons of micro-communities with niche interests such as shrek tiktok, frog tok, burlington coat factory tok, deeptok, rat synth tiktok, we could go on and on. on tiktok's algorithm, the more you interact with certain types of content, the more videos of that type you'll see. that leads people to find their niche communities and actively engage with them. whatever it is you're into, it won't take you long to find your own community on tiktok.<sup>13</sup>



## 14. thirst traps/dating

any social media app can be turned into a dating app. like sliding into your celebrity crush's dms on instagram, tiktok isn't too different. if you've scrolled on tiktok for at least an hour, you'll notice that everyone on there is either in an overly romanticized relationship or is painfully single. in fact, many famous tiktok-ers end up getting into relationships with each other (charli & chase, dixie & griffin, etc.), which in itself brings about tons of drama. one of the more popular trends on tiktok are "thirst traps" where people post attention-seeking content meant to entice viewers in an implicitly sexual way. the hashtag #someonedateme has over 46m views, #datemeplz has over 14m views, #pleasedateme has over 3m views, should we go on? whether people actually go on dates from tiktok is questionable but the intent is definitely there. as with most content on tiktok, it's meant to be taken as a joke but we all know behind every joke lies some truth.<sup>14</sup>





### 15. manifestations!

just two gen-zs looking at each other wondering why so many tarot card readings are so accurate. #witchtok (3.5b views), #spirituality (912.4m views), and #tarotreading (388m views) have been popular topics on many gen-z's fyp recently where "if this is on your for you page, this message is for you" has started to become a common phrase. you can even find many explaining the cia document analyzing and assessing manifestation, or the ~gateway process~ as they call it. many gen-zs on tiktok have been tapping into their spiritual side lately, where you can find guides to manifesting and spiritual healing as well as videos of people sharing their positive experience with manifestation and #witchtokcrafts. sooo... what are you waiting for? manifest away everyone!



### 16. tiktok fights back

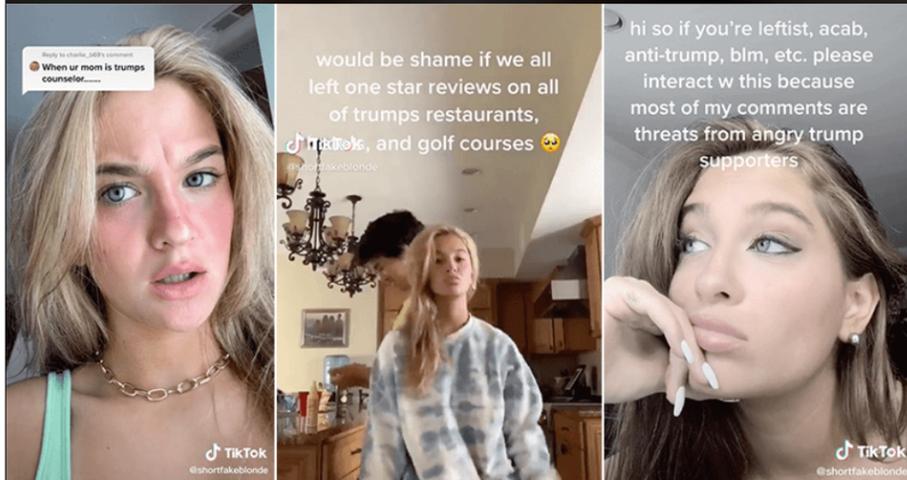
a few months ago many gen-zs in the united states faced anxiety for fear that tiktok might be taken away from them. there was talk of microsoft buying tiktok but everything remains up in the air. it seems like every few months, trump brings up banning tiktok, but finally, tiktok has struck back! this month, tiktok announced that they were suing the trump administration for "lack of due process" with the ban. it's easy to see who gen-z's are rooting for, but only time will tell the future of tiktok. the ban requires bytedance to sell tiktok by november of this year so, at the very least, we have tiktok for the next 3 months. make the most of it!<sup>15</sup>



### 17. britney's back

yep, that's right: britney's back! #freebritney, a movement created in 2019, has once again taken social media by storm after britney posted an odd and semi-disturbing tiktok of her walking across the camera back and forth, with an odd smile, holding flowers. what initially was a ridiculously funny meme became a concerning cry for her freedom from conservatorship. with over 217m views, #freebritney contains all sorts of conspiracy theories on britney's current situation. all we know for sure is, she is definitely not okay. will britney be freed? does she need to be freed? gen-z will definitely figure it out!<sup>16</sup>





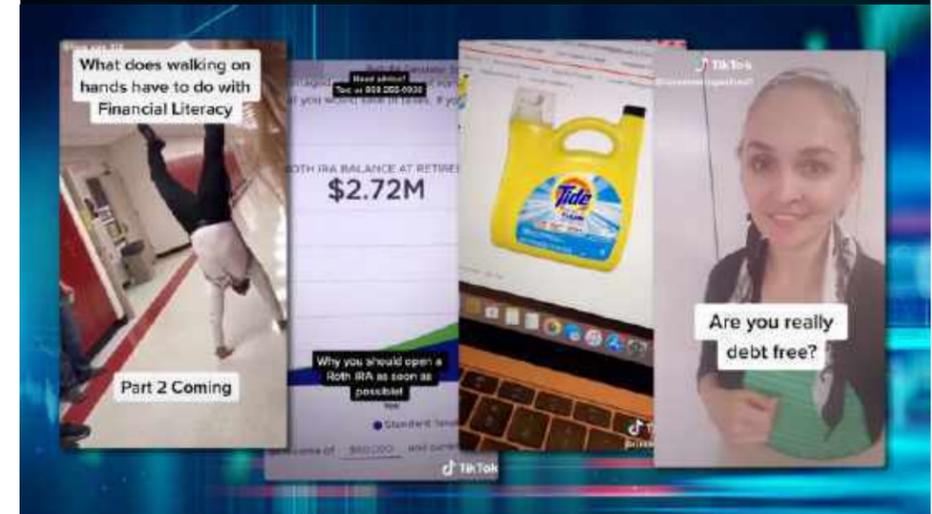
## 18. tiktok gets political

with the upcoming election, it's no surprise that people have taken to tiktok to talk politics. the nature of tiktok itself allows people to be more organic in the content they post, so they're naturally more open to talking about their political views on this platform. a popular tiktok-er that's not afraid to talk politics is claudia conway: daughter of kellyanne conway, the former senior counselor of trump. claudia openly expresses her opinions against trump and went viral for openly going against her parents' political beliefs. the anti-trump community on tiktok has even worked together to prank on trump's rally in tulsa back in june. hundreds of thousands of tickets were registered for the event, but almost none attended, making the event a massive failure. though we appreciate people being confident to express their political opinions, tiktok is also an easy place to spread false news -- tread carefully!<sup>17 18</sup>



## 19. tiktok collab houses

so how is it that these teen tiktok-ers all live in the biggest, most beautiful mansions???. news flash: apparently they aren't called "mansions" anymore, they're "collab houses." for all those catching up, collab houses are basically mansions tiktok-ers rent to collaborate and create content. think: co-working spaces for content creators but some actually live there. all the biggest tiktok stars like bryce hall, addison rae, and lil huddy live in a tiktok collab house in los angeles. some of these include hype house, sway house, clubhouse bh, shluv house, drip crib, and more. collab houses like hype house have expanded to other cities like las vegas and have gotten so big that they struck a deal for a reality tv show called "the hype life." as you can imagine, a mansion filled with young tiktok stars sounds quite rowdy. just last month, the mayor of la cut their utility services for throwing parties during a worldwide pandemic. maybe that'll get them to follow covid-19 guidelines. and just like that, collab houses suddenly sound less appealing... maybe @thehousenobodyaskedfor can bring back our faith in collab houses.<sup>19</sup>



## 20. gen-z turn to tiktok to learn about finance

as we have already established, tiktok is a great platform to learn about life hacks, cooking tips, and now, finance. finance and money are generally considered taboo topics or at least, we don't really talk about it with our friends or peers. as the pandemic has brought in a recession and unemployment is at an all-time high, tiktok provides digestible, relatable, and entertaining ways for people to understand all things finance. in fact, #investing on tiktok has over 562m views with other finance-related hashtags adding up millions more. because of technology, gen-zs are learning at a much quicker pace and it seems like topics of finance are piquing their interest.<sup>20 21</sup>



# SECTION

# 3

## **top 10 gen-z college majors**

imagine this: you're seventeen years old, filling out college application after college application, and there's one BIG question on your mind: what do i want to do with my life?! let's face it...for our generation, college majors are just that: MAJOR. luckily, we have some insights on gen-z's top college majors, and why they're so popular. so before another dazed and confused incoming freshman picks english as their major...check this list out!

## 21. business administration & management

business administration is a relatively “safe” major, which is why it is such a popular major across generations- and gen-z is no exception. the degree is flexible, and appeals to entrepreneurial gen-z students in comparison to more finance, marketing, and accounting-focused students. business majors have a 10-year projected job growth of 11.2% and a starting salary of \$46,300.<sup>22</sup>



## 22. engineering

technological innovation is constantly evolving, and there’s a huge demand for innovative engineers. engineering majors are one of it’s main drivers, where the major is popular among gen-zers for that very reason. it appeals to anyone who loves making the next best thing...or those who just really want to be the next elon musk.<sup>23</sup>



## 23. computer science

gen-z is a generation who generally can’t remember a world without smartphones. so it’s no surprise that this generation is really interested in technology, specifically developing digital products through computer science. we understand the importance of technological advancements, and choose majors that help contribute to creating world-changing innovations...like computer science!<sup>22</sup>



## COLLEGE MAJORS

### 24. nursing

another very popular college major among gen-z is nursing. as medicine advances and the demand for health professionals increase, people have chosen nursing as a great career path. over the past few decades health issues have grown, including slow child birth rates, larger aging population, and the most recent pandemic. nurses are now critical to enhancing longer term health outcomes.<sup>23</sup>



### 25. environmental science

this generation really gives a sh\*t about the environment, more than any generation before! especially when we have easy access to information about the state of our environment and ways to help it. now, there’s more of an opportunity today than ever before to apply this passion for environmental change. environmental science majors have greater access to resources which could help companies and governments enhance their conservation efforts, sustainability, and social responsibility. gen-zs who want a career in making a positive impact on the environment lean toward this major.<sup>22</sup>



## 26. sociology

sociology is the study of society and social change, and in today's political and social climate, it makes sense that it is one of the top majors among gen-z. this major also lends to future careers in law, politics, or philanthropy. it focuses on understanding the trends of humanity over time and attempting to fix today's real problems. (mlk jr. was a sociology major)<sup>22</sup>



## 27. education

as mentioned before, there have been countless rapid technological advances over the past few years, and this only continues to grow. these innovations apply to business, technology, medicine, and so much more, and they are the contributions of many innovative thinkers. but let's not forget the frontliners who have sparked many of these innovations - educators. those who pursue education are passionate in inspiring the future generations to follow their goals... educators create innovators and changemakers of the future.<sup>23</sup>



## 28. build your own major

unlike their college-aged millennial predecessors, gen-zs are more laser-focused on their future careers. because they grew up in an internet age where it seems like anything is possible, it makes sense that many gen-zs don't want to be confined to a single program of study. more and more, gen z students are choosing to personalize their own curriculums that will help get them to exactly where they wanna go.<sup>22</sup>



## COLLEGE MAJORS

### 29. psychology

gen-z craves understanding how the mind works. psychology gives an insight into human nature, which helps satisfy our need for sense in truth in a fast-paced, evolving world. psychology teaches us why we are motivated to do certain things and serves as an insight into the complexities of those around us. because of this, psychology is a popular major among our generation.<sup>23</sup>



### 30. political science & government

the political climate around the world - especially in the united states - has been tumultuous lately. political science uses both humanistic and scientific perspectives to examine different government systems and regions of the world, and many gen-zers pursue this major to help make real change. gen-zs have really put an emphasis on educating themselves and others on social causes and social justice issues, so many choose to get involved in politics to express their beliefs on these issues and help create real change.<sup>23</sup>



# SECTION

# 4

## 10 gen-z digital habits.

---

Our generation is digitally native, meaning we grew up with the internet and a lot of the technology that is still popular today. we probably knew how to send emojis before we could walk, and "wifi" was probably our first word instead of "mama" or "dada" (probably). gen-zs are fluent in all things tech, and we set the stage for what is booming in the digital world... so it's probably best to listen to what we're into. take notes folks, because here are some gen-z digital habits that you're gonna want to know.

## 31. the iphone generation

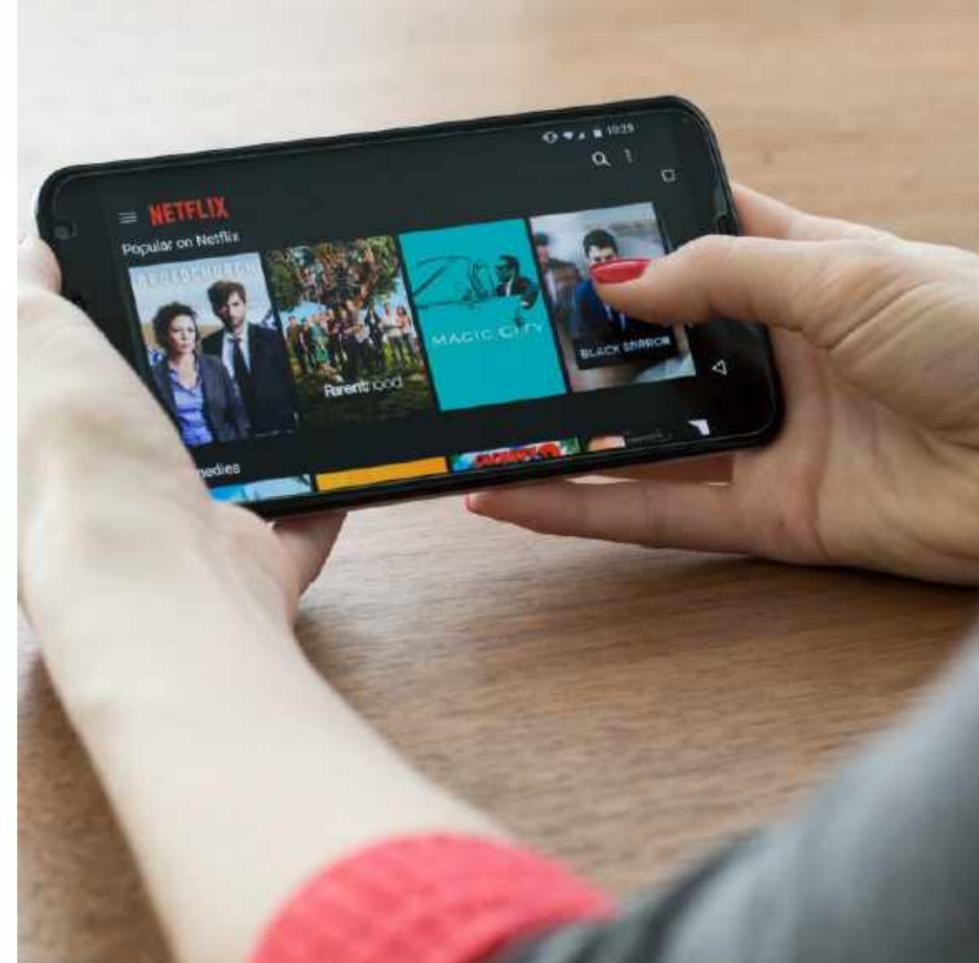
in the us, 85% of gen-z own iphones, with 88% expecting iphones to be their next phone. gen-z's without iphones are often excluded from social circles, as they lack the ability to use the iphone's messaging features, like being added to group chats and having blue text. non-iphones don't get facetime, airdrop, or interactions with other apple devices (airpods, macs) either. in a world that is increasingly connecting, it doesn't pay to be apart from the group. so much for "think different."<sup>24</sup>

## 32. stream wars

we love our videos, and if we're not on social media, chances are we're bingeing the latest season of our favorite tv show, or rewatching some seasons of an old classic. we just love draining our phone batteries on our favorite streaming platform. about 1/3 of gen-z's watch netflix and youtube daily, making it the two most popular streaming apps. the runner ups would be hulu and disney+, each with about 7% of gen-z's watching daily.<sup>24</sup>

## 33. the key to everything

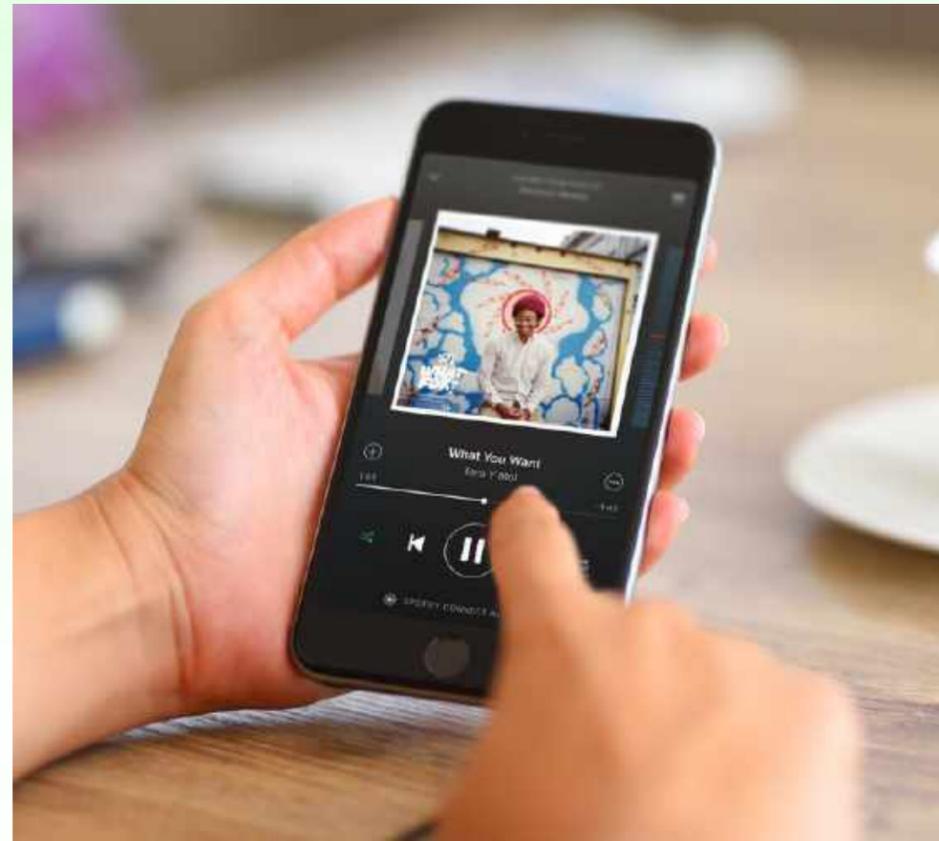
smartphones have become the most important object in gen-z's lives. our smartphones accumulate thousands of products (like our computers, notepads, music players, etc.) into one small device that fits in our hand. everything we do revolves around our phones. 94% of gen-z's own smartphones, compared to just 69% that own computers/laptops. 78% believe that it's their most important device. 57% feel more insecure without their phone than wallet. so when our parents always tell us: "you're always on that damn phone!" we can only really say: "ay tru tho"<sup>25</sup>





### 34. convenience is king

as much as we care for our social good causes, unfortunately, as the on demand generation, we care about good deals more. gen-z greatly favors amazon as the no. 1 place to shop online. free two-day shipping just can't be beat. for 53% of gen-z, amazon is the go to marketplace for online shopping. 80% of us have or utilize prime accounts on amazon.<sup>24</sup>



### 35. married to the music

music is one of the best ways to connect with others around the world. with youtube, tiktok, twitter, and other platforms popularizing global sounds, like k-pop, it's no wonder that music and music streaming services account for the most popular mobile content purchases. mobile games and movie/tv streaming services follow closely after.<sup>25</sup>



### 36. doers, not readers

83% of gen-z turn to online videos when they need to learn something. 88% of 13-14 year olds believe that they learn better watching someone do something rather than reading about it. for gen-z's, the internet is our textbook. need help solving a math problem? khan academy. want to learn a new skill? linkedin learning or skillshare. want to bake a cake? youtube. are you trying to learn about astrophysics and scientific literacy from neil degrasse tyson himself? masterclass. there's no need to read theory from books anymore when we can just watch the professionals do it and learn directly from them, step-by-step, at our convenience.<sup>26</sup>



### 37. multi-tasking masters

Doing laundry, washing dishes, cleaning your room, mowing the lawn, eating, you know what makes these activities not suck? Watching online videos while we do these things. 81% of gen-z play online videos while doing other activities to keep themselves entertained. 80% of gen-z believe that watching short video content is a good way of filling empty gaps in the day. For us, video content is like white noise. If we have the capacity to consume content, then by all means, we're going to take that opportunity everytime. And sometimes we come out learning something new. Sometimes.<sup>27</sup>



### 38. knowledge over pedigree

The internet is the future, and gen-z understands that. Having access to the internet is access to infinite knowledge. And when gen-z's utilize the internet to get their college degree, it makes sense that 64% of gen-z would rather have unlimited internet access than a college degree. The internet has allowed for endless opportunities, connections, and new innovations to emerge. Maybe there is a future where college degrees become obsolete.<sup>28</sup>



### 39. video on-the-go

for gen-z's, watching video on mobile is the way to go, 61% believe there is no compromise between watching videos on mobile as opposed to tv. Sure, a big screen is nice, but it's more important that our content moves around with us everywhere we go. As more and more content is being filmed our phones, vertical videos and instantly shareable moments start to make less sense on a stationary, big widescreen. We probably don't need the cinematic experience of "did you eat my burrito" (we do actually, that would be great.)<sup>27</sup>

# 40. we. hate. ads.

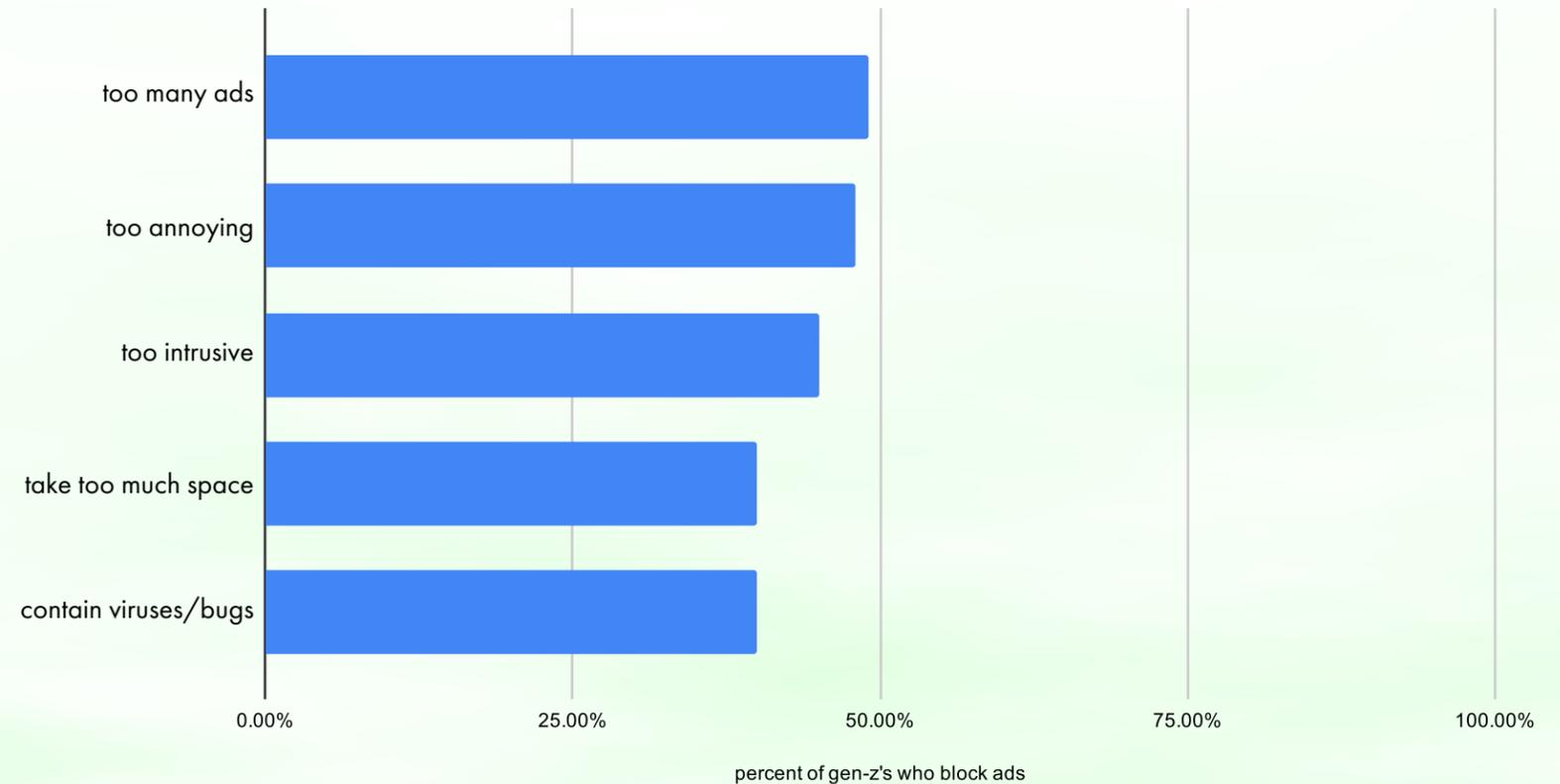
we hate them, even as advertisers ourselves. 52% of gen-z's use ad-blockers, 12% more compared to other generations. of those that use ad-blockers, about 50% believe that there are too many ads online, 48% believe ads are too annoying, 45% believe that ads are too intrusive, 40% believe that ads take up too much space, and 40% believe that ads are unsafe.<sup>25</sup>

who the hell even came up with the idea of double youtube ads?? that's real messed up. don't interrupt our experiences, but if you really have to, it better be just as entertaining as the content we were going to watch. is that too high of a bar? good. if only there was an agency that makes great content your audience is willing to watch... \*cough\* ninetyeight \*cough\*

Percent of gen-z using ad-blockers



gen-z ad-blocking reasons



gen-z's after 5 seconds



# SECTION

# 5

## 10 gen-z food trends/habits

believe it or not, food trends and habits are a big part of gen-z culture. some might say it's the "main course" \*pause for crowd laughter\* but, really, we express ourselves even through the food we eat. whether it's a weird new diet trend or a super cool celebrity-inspired recipe, we're serving up the top ten gen-z food trends for you. bone apple teeth!

#### 41. rely on basics, then add variety

although gen-zs love the basics, they are anything but basic. in fact, u.s. gen zers are interested in trying new, spicier flavours than millennials, with 59% saying they prefer 'very spicy foods', according to technomic. many restaurants in up and coming cities like los angeles, atlanta, and new york are adding their personal twist to basic food for gen-z foodies to experience. this includes many different flavors, combinations, and different spices being added to simple foods like pizzas, burgers, and salads.<sup>29 30</sup>



how to make  
**GRILLED**  
PB&J



#### 42. don't shun the classics

gen-zs are huge on nostalgic food, and turn to the classics whenever they are in their "feels." fona international, a company that specializes in sweet and savory flavors for the food and beverage industry, says some leading flavors for gen-z's include berry, citrus fruit, chocolate, vanilla, and marshmallow. as this generation ages, they remain young at heart and will never say no to the classics.<sup>29</sup>



#### 43. coffee shops are vibes

starbucks' idea of the third spot has reimagined coffee shops as a great spot for social experiences. coffee shops have become extremely popular among this generation as gen-zs constantly seek out social experiences. most spots offer customizable options for coffee and play music that add to the ambience - which make it the perfect place for gen-zs to be productive while being around good company.<sup>29</sup>

#### 44. delivery divas

as the most tech-savvy generation, gen-zs use technology to make their lives efficient. some call it lazy, we like to call it resourceful. this translates in every aspect of their lives including food. it isn't uncommon to find apps like uber eats, doordash, and postmates on a gen-z's smartphone. in 2018, food service delivery orders by this generation amounted to \$552m with that number continuing to grow as this group gets older and brands adapt to this shift.<sup>31</sup>



#### 45. morals dictate food purchases

are your eggs cage-free? gen-zs are huge advocates for the environment and issues within the farming industry which is reflected in their food buying behavior. as such, there is a rising interest among gen-z to adopt vegetarian and vegan food diets. almost half of gen z say "being vegan is cooler than smoking" and they expect dietary regimes such as veganism, gluten free, and lactose free to be readily accommodated by brands.<sup>31 32</sup>



## 46. diverse tastes

in 2020, gen-z became the largest, most racially diverse generation in us history. nearly half (48%) are non-white – 25% are hispanic, 14% are african-american and 6% are asian according to the pew research centre. as a result, this generation as a whole has had greater exposure to cultural and ethnic foods than most. these diversified palettes have led to more demand for international foods in restaurants, and have led to a rise in fusion dishes.<sup>31</sup>



## 47. curious culinarians

gone are the days where kids yelled across the kitchen asking, "mom is dinner ready yet?!" gen-zs are a curious bunch and having accessibility to cooking videos on youtube and other social platforms have inspired many to pick up the apron themselves. though this generation values efficiency and all things "instant," quarantine has enabled most to explore the kitchen more.<sup>31</sup>



## 48. indulgence seekers

gen-zs equally value their physical and mental health. they are all about a balanced lifestyle which means eating healthy just as much as indulging in their favorite snacks. though many gen-zs are exploring veganism and other plant-based diets, they remain loyal to less healthy brands. oreo, doritos, and u.s. frozen waffle brand eggo are this generation's top favorite brands in this category.<sup>31</sup>



## 49. expedient eats

livin' life in the fast lane - sometimes the lifestyle this generation likes to live calls for increased importance on convenience. young gen-zs are attracted to easy-to-prepare meals and are big on snacks too. in fact, 58% of their eating occasions are prepared without an appliance, compared to 47% of millennials' and gen-xers' occasions. this presents an opportunity for frozen food brands to leverage gen-z's need for convenience and convert them into loyal consumers.<sup>31</sup>



## 50. street food

food trucks are definitely "in" with the gen-zs. they love the flexibility to experiment with foods and make it their own. as such, street food and food trucks highly appeal to them as a fun and affordable experience. according to technomic's new college and university trend report, 42% of gen-zers want street food on the menu.<sup>33</sup>



# SECTION

# 6

## 10 young changemakers of history

"hey queen. girl, you have done it again. constantly raising the bar for all of us and doing it flawlessly."  
- michelle obama, - us at these kickass teens who made significant contributions to history at a young age. while our generation is f\*cking bomb, we're absolutely following in the footsteps of these incredible young adults who accomplished amazing feats when they were our age. take a look...maybe it'll inspire you to stop binging the umbrella academy, get off the couch and go do some dope things out in the world!

# —1412— —1623— —1753—



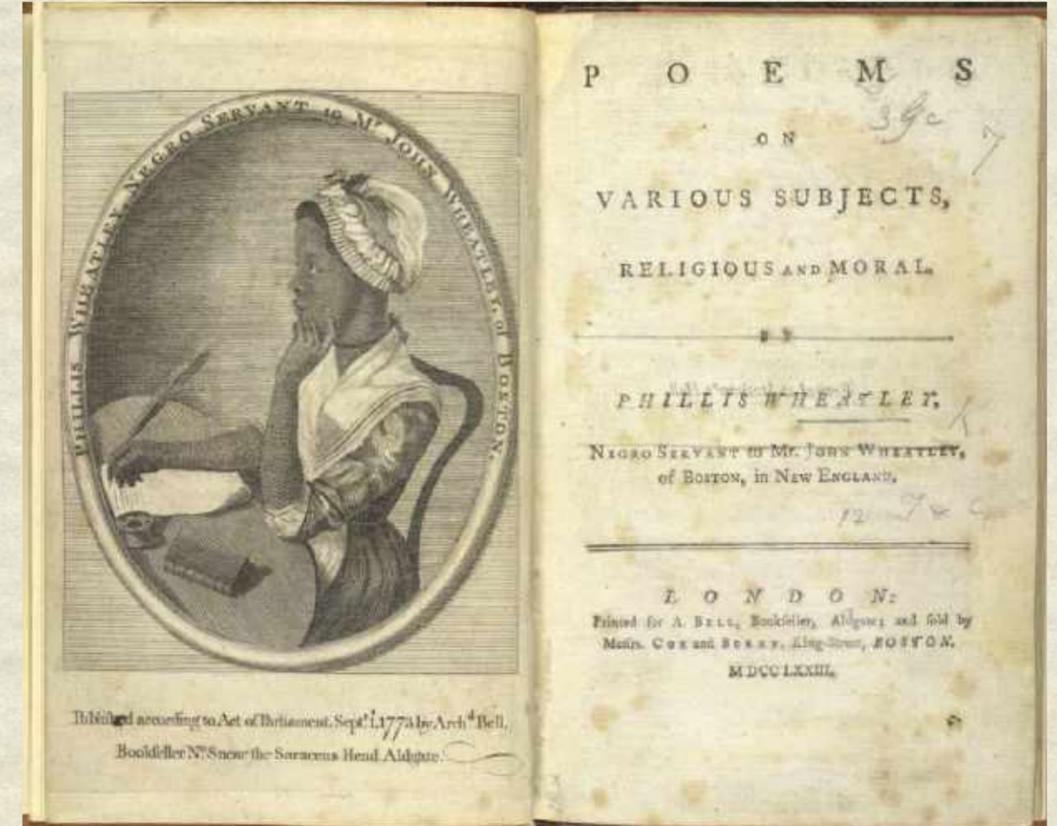
## 51. joan of arc

joan of arc famously led a french army to victory during the siege of orléans when she was only around 17 years old. this heroine was credited with bringing king charles vii to the throne after hearing messages from god that this was her life mission at only 13 years old. after being captured by the anglo-burgundians, she was burned at the stake at only 19 years old, facing over 70 charges - including heresy, dressing like a man, and witchcraft. after her death, she was exonerated by charles vii and proclaimed a saint in 1920 by pope benedict xv. she has since inspired many literary works and even became the patron saint of france... all while she was a teenage girl.<sup>34</sup>



## 52. blaise pascal

blaise pascal was a famous french philosopher, mathematician, and scientist who laid the foundations for probability theory and also pioneered the theological space. he created a doctrine that taught the experience of god through the heart, rather than through reason and had extreme impacts on other philosophers, such as rousseau, bergson, and the existentialists. in 1642, he actually began developing a calculator at the ripe age of 15, finishing it after only two years. pascal is the first person to build a calculator that operated by counting integers, technically making him the first inventor of the digital calculator. what a feat to have accomplished at only 17 years old!<sup>35</sup>



## 53. phillis wheatley

phillis wheatley is one of the most notable poets of pre-19th century america. she was seized from west africa at the age of 7 and brought to do domestic work at boston tailor john wheatley's house. she was taught how to read and write by wheatley and his wife suzanna, getting exposure to many famous literary works at the time. her first book of poems was set to be published when she was only around 12 years old, and suzanna assisted her in printing and distributing advertisements for it. because american colonizers were hesitant to support a black female poet, phillis went to london and caught the attention of selina hastings, the countess of huntingdon and friend of suzanna. in 1773, selina funded the publication of phillis wheatley's first book in london: poems on various subjects, religious and moral. not only was phillis immensely talented; she was the first african slave, first person of african descent, and only the third colonial american woman to have her work published.<sup>36</sup>

—1756—

—1797—

—1809—



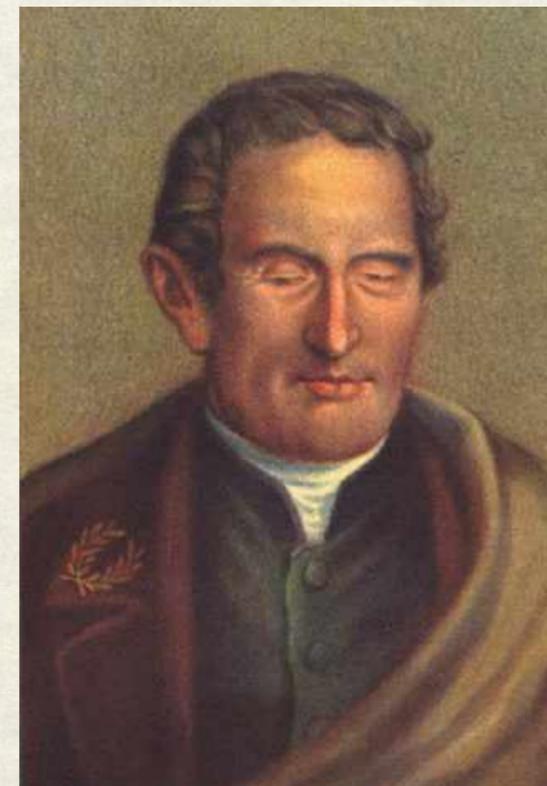
**54. mozart**

one of the world's most esteemed composers got his start very young. wolfgang amadeus mozart composed his first symphony, symphony no. 1 in e flat major, k 16, when he was only 8 years old! written in chelsea while his family tended to his ill father, this masterpiece was heavily influenced by the works of johann christian bach, son of the famous johann sebastian bach. up until this point, mozart was a bit of a wunderkind performer and had not written many symphonies before. now, he is one of the most studied composers in the world. i guess you could say... the rest is history.<sup>37</sup>



**55. mary shelley**

inspired by a ghost-writing contest on a stormy night in june, mary shelley wrote frankenstein; or, the modern prometheus when she was only 18. she eventually published the book at the age of 20, launching into a very successful career as a novelist, biographer, and travel writer. called the "first true work of science fiction," frankenstein paved the way for other science fiction writers to come. shelley's literary contribution has outlived her by generations, with "frankenstein's monster" being a popular halloween costume and fictional character to this day. mary shelley truly proved that there's no limit when it comes to young imagination!<sup>38</sup>



**56. louis braille**

one of the most important written languages in the world was written by a teenager: 15-year-old louis braille. he became accidentally blind at the age of 3, when he accidentally injured himself in his father's workshop. facing difficulties at the royal institution for blind youth in paris, he was frustrated at the lack of materials he could read from, and even more so frustrated that there was no way for him to write. he got the inspiration for braille from charles barbier, a former soldier that taught him "night writing," a code of 12 raised bumps that allowed soldiers to communicate in the dark. from there, louis simplified it to 6 bumps, and the rest was history. he eventually published the first braille book in 1829, and added symbols for math and music in 1837. his lasting impact on the world has allowed blind people to communicate independently and has made everything - signs, computers, reading - so much more accessible to the blind community.<sup>39</sup>

1864

1929

1935



## 57. nellie bly

one of the first female american journalists, nellie bly is most famous for her record-breaking trip around the world, which only took 72 days. she moved to new york at the age of 22, and at 23 had already booked her first big job at the new york world, one of the leading newspapers at the time. her first story was an investigation of new york's most notorious mental hospitals, in which she even feigned mental illness to gain admission and see how patients were being treated. this groundbreaking report cemented her status as a reputable journalist, and she went on to have a very successful career - going on to cover women's suffrage, wwi, and, of course, documenting her travels around the world.<sup>40</sup>



## 58. anne frank

when she received her diary as a birthday present, anne frank was just an ordinary 13-year-old jewish girl in amsterdam. this diary eventually became one of the most popular anecdotes of the holocaust, depicting anne's day-to-day life as she hid with her family in the secret annex. her diary provided a glimpse into the realities of the struggles jewish people faced while living in nazi-occupied territory, and even touched on themes such as bisexuality, human nature, and just growing up. her powerful words live on far after her tragic death, inspiring many generations and serving as an important artifact of human history.<sup>41</sup>



## 59. barbara johns

when she was just 16 years old, barbara johns started a student strike over substandard facilities at her segregated school in virginia. after dismissive claims from a teacher ("just do something about it!"), she did just that. johns' activism eventually attracted the attention of two naacp lawyers, who took her case to court and fought for better resources and equality in the schools. her case was consolidated with four others, eventually becoming davis v. prince edward. this davis case was one of five reviewed by the supreme court during the brown v. board of education hearings, which deemed segregation unconstitutional. even though she went on to live a quiet life, barbara johns is an iconic figure in the fight for educational equality in the united states.<sup>42</sup>

# 1997

## 60. malala yousafzai

23-year-old malala is one of the current faces of gen-z activists writing history. she was born in 1997 to a school teacher that taught at a girls' school. when she was around 11 years old, the taliban took control of her town in swat valley, and girls were forbidden from going to school. she was an outspoken activist about female education, and eventually became a target. malala was shot in the head on her way home from school, and her story made ripples around the world. she moved to birmingham with her family shortly afterwards and established the malala fund, a charity that aims to give every girl an opportunity to pursue education. in december 2014, she became the youngest person to ever receive a nobel peace prize... and in may 2020, she graduated from oxford university! go class of 2020!<sup>43</sup>



# SECTION

## 10 tips for teaching the digitally native generation

back in february, we never thought zoom university would ever be a thing. we all went to in-person classes, zoning out during lectures, blissfully unaware of how good we all had it. but who says zoom classes have to be bad?! this generation is scary good at adapting, and this roadblock is no exception. technology can be used for good and can do some pretty cool things - at least until we can all be reunited in person again. here are some best practices for hosting online learning and ways to make sure gen-z students don't zone out in class ever again.

61. studies show that gen-z's DIY (do-it-yourself) mindset is reshaping education. instead of relying on traditional lecture-style classes to digest new information, this generation values hands-on learning and excels at creative problem-solving/ thinking outside of the box. when teaching this generation, educators should place a larger emphasis on collaborative group work and give students less structure and more autonomy to navigate assignments.

62. it's no secret that attention spans are dwindling with every generation. growing up with technology has enabled gen-zs to be more resourceful and more knowledgeable of various subjects; it has allowed them to get answers instantly, and ultimately to learn things faster. let's cut to the chase, teachers/professors: create mini-challenges, quick discussions, and short exercises that enable students to apply what they learn... you don't have all day to get your point across.<sup>44</sup>

63. as we are all familiar by now, 2020 is the year of "back to zoom" (btw, congrats zoom class of 2020 for graduating during a global pandemic). shifting schools to an online structure has amplified the disparity between social classes, causing additional stress for low-income students. many students lack reliable internet access or technological devices, thus preventing them from engaging or attending online classes all together. During this time, educators and school administrators should be more sensitive to student's home situations and make learning as accessible as possible. this includes: not requiring a webcam, accommodating asynchronous learning, extending office hours or email/phone communication. in efforts to bridge the digital divide across communities, many telecommunication companies have offered some form of distance-learning relief. for example, verizon has partnered with LAUSD to provide free internet access for those in need, AT&T has removed data usage cap, spectrum is offering free installations, and t-mobile is increasing connectivity in specific regions.<sup>45 46</sup>

# DIY!

## keep em' busy!

## closing the digital divide.

64. you know that saying, "with age comes wisdom and experience"? now more than ever, students and teachers/professors are challenging that ideology. the classroom should be seen as a collaborative space where knowledge is being shared and received from both spectrums. while students lean on their teachers for guidance and expertise on the subject, teachers and professors can also learn a lot from their students' digital habits, and current world trends.<sup>46</sup>

65. for real, keep assignments and exercises as simple as possible. there is no need to overcomplicate learning, especially on zoom. us students will be eternally thankful.

66. so often, students complain about learning "useless" or "irrelevant" material in school, which to an extent is true. while textbooks provide the foundation to certain topics and concepts, the theoretical content only goes so far. integrating real world events, as well as relevant and up-to-date materials to the curriculum will not only make class discussions more interesting, but also increase curiosity, participation, and engagement from students. furthermore, utilizing current materials can create a sense of purpose for students - meaning, what they are learning is actually useful and important to them. and, they know that their experiences/work they do will help them stand out. shoutout to 98's alma mater program, the m-school, for partnering with industry leaders and companies to provide their students a taste of the "real world" and opportunities to work on practical, meaningful projects.

67. many educators struggle to engage with gen-z students and spend significantly more time getting the class warmed-up for discussions - which is even harder to achieve over zoom. combining educational content with colourful visuals help improve a child's cognitive retention and can encourage more engaged learning at home. as a result, teachers need to amp up their visual aids and create well-designed decks and documents to visually stimulate the class. to take it up a notch, incorporating relevant video and audio clips can further promote engaged learning.<sup>47</sup>

**learning is a  
two-way street.**

**keep it simple.**

**let's get real.**

**engaged learning**

68. creating a classroom culture where students feel safe and empowered to formulate their opinions without judgement from their teachers or peers is important for personal development. the teenage years are where many gen-zers develop confidence to create independent thoughts, hence why educators should prioritize listening to a student's perspective without giving their own personal biases first.

69. when it comes to social causes, gen-zs are known as the generation of changemakers with unapologetic voices. gen-zs are demanding more transparency within the education system, including less biased history lessons and more multicultural literature/history classes. teachers should consider modifying their lesson plans to encourage this socially conscious mindset, such as having students reflect on current events in a discussion board, assigning readings from multicultural authors, and diving into world history using a variety of sources to gain a well-rounded perspective of that time period.<sup>46</sup>

70. too often, gen-zs hear, "why do you need a laptop in class? back in the good old days, we did everything with a pen and paper". let's face it, technology is here to stay, and while there may be arguments on how writing physical notes on paper helps with memory and retention, by no means are digital notes "bad" or less effective than paper notes. it's time we start embracing and positively reinforcing the use of technology in the classroom rather than shunning it out. instead of saying "no" to laptops and iPads in class, educators can look into sharing different digital resources and tools with their students that will help facilitate more organized learning. what a win-win situation for both parties!

**unbiased conversations**

**demanding a factual  
& multi-dimensional  
education**

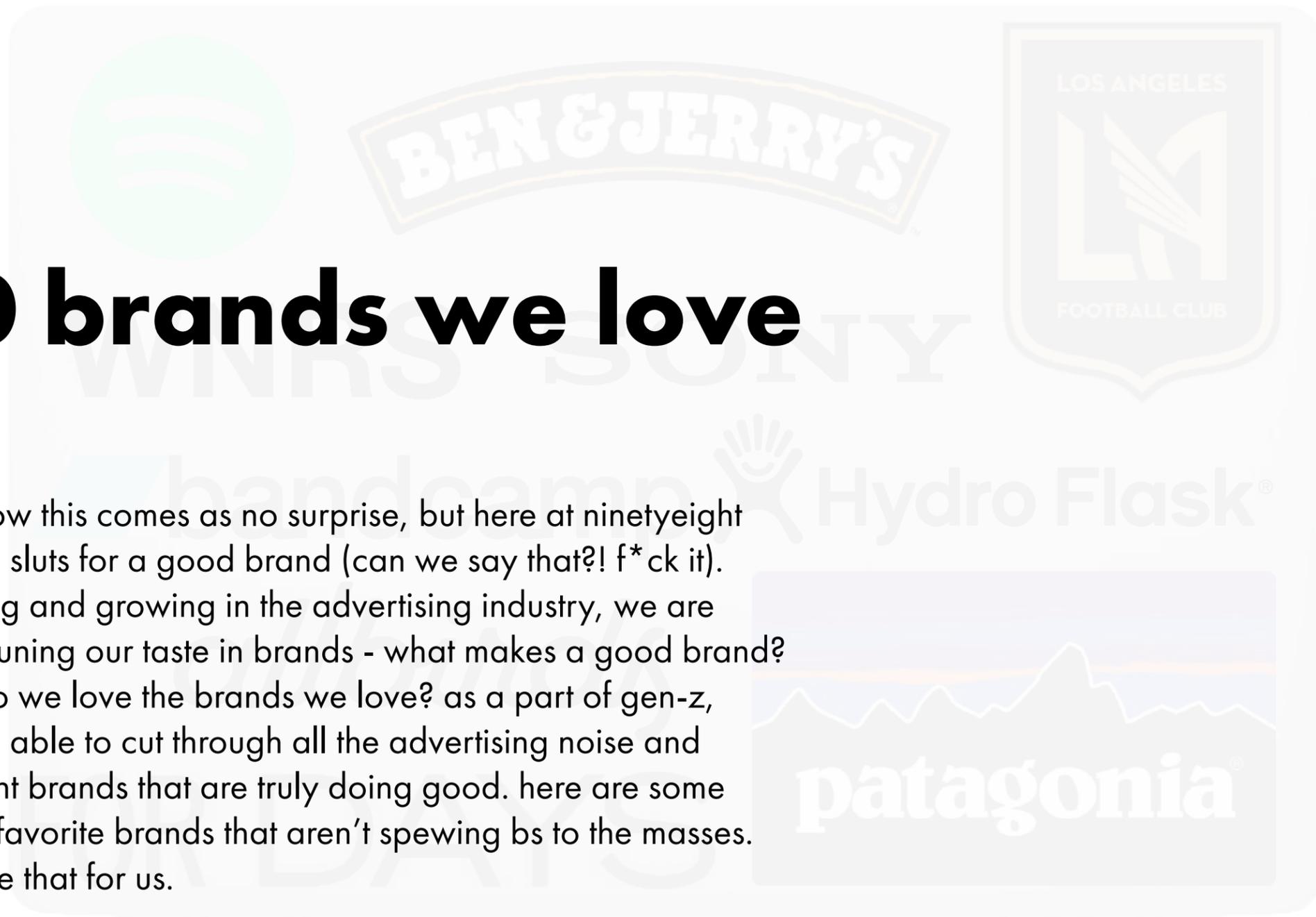
**tech ≠ bad**

# SECTION

# 8

## 10 brands we love

we know this comes as no surprise, but here at ninetyeight we are sluts for a good brand (can we say that?! f\*ck it). learning and growing in the advertising industry, we are finely tuning our taste in brands - what makes a good brand? why do we love the brands we love? as a part of gen-z, we are able to cut through all the advertising noise and pinpoint brands that are truly doing good. here are some of our favorite brands that aren't spewing bs to the masses. we love that for us.





#### 71. Spotify

you might've heard about Spotify, aka the holy grail of music (nbd). Spotify was the game-changer for democratizing music and continues to keep up with the ever-changing needs of its consumers. from the beginning, Spotify recognized the need for personalization: they maintain their own playlists customized by mood & genre and in recent years, they've utilized artificial intelligence and machine learning to create even more curated playlists for consumers. the "made for (insert your name)" section with daily mixes, release radars, and even cosmic playlists perfectly meets gen-zs where they're at. spotify has been able to insert themselves into every part of our lives -- now, gen-zs use Spotify for any and every type of mood: "that movie scene where everything feels right", "pov: it's a car full of boys", "i like being on my own but you might be the exception", and anything you could possibly think of.

#### 72. For Days

have ya ever heard of circular economy? you will now! For Days is a new zero-waste, closed-loop clothing brand that exists to revolutionize the way we buy clothes. their swap system allows you to return old for days clothes to be recycled and buy new ones at a discounted price. all of their products and packaging are recyclable and their recycling process is waterless and chemical-free. the best part is that it's actually affordable... like less than \$50 (that's, like, five Chipotle bowls) affordable. sounds too good to be true and gen-zs will likely be skeptical but we at NinetyEight believe it!

#### 73. LAFC

no brand born in la has been as successful at building an organic following on the grassroots level as LAFC. as a soccer team, they have built a cult-like following with a strong ethos that's truly for the people and community. street by street, block by block, one by one - they authentically represent the most diverse city in the world. with LAFC, there are no outcasts: there's only one big family & community. this type of authentic commitment to the people and community is just what gets fans to rally behind them! "que bonito es, esto es nuestro amor. yo nací aquí, vamos LAFC!"

#### 74. Bandcamp

for all the artists and music enthusiasts: Bandcamp is a music streaming and buying platform with an artist-first approach. while the digital space has allowed artists to greatly expand their audience, this often has come at the expense of the artists themselves. piracy remains rampant in the digital space and artists don't earn much from popular music streaming platforms like Spotify and Apple Music. Bandcamp takes a more traditional approach to music streaming and buying, allowing people to buy albums and songs individually. they give direct control to artists to set their own price minimums for their music, and fans can freely pay over the set price to directly support the artist. Bandcamp offers support for hi-fi and vinyls too, two niche music communities that are often ignored by other streaming platforms. Bandcamp has artists' backs, and we're all for it!

#### 75. Sony

for some reason, the media always writes Sony off as a defunct 90s company, but we see the work they've been putting in and believe they deserve to be in the spotlight! from the PS5 to new cameras and groundbreaking audio devices, Sony has been absolutely killing it this year. the PS5 is the next leap forward in gaming technology, offering the same performance of top tier computers for a fraction of the price. their a7s III camera released this year is regarded as one of the best cameras ever produced. the WH-1000 XM4 and WF-1000 XM3s are widely regarded as the best wireless headphones and earbuds on the market right now. in short, Sony's back in the 21st century!

#### 76. Allbirds

you probably know about Allbirds, aka the "world's most comfortable sustainable shoes." a bold claim to make... but turns out, it's true! they put new meaning to "comfy," making us realize how uncomfy our other shoes were. seriously. once you put it on, you won't take it off. we love a company that practices what it preaches and Allbirds definitely fits the bill. their shoes aren't particularly "trendy" or "fashionable" but they're not supposed to be and that's the beauty of it (watch out Birks/Crocs, there's a new bitch in town). their functionality wins and they are truly sustainable in their materials, production, and packaging. their simple, no-nonsense attitude and sleek marketing are definitely something other brands should take note of!

#### 77. Hydro Flask

remember the vsco-girl trend? the Birkenstock-scrunchie-puka-shell-wearing girls with Hydro Flasks and Fjallraven backpacks? though the trend faded, there's one thing that didn't: Hydro Flasks. at a crucial time where self-care was on the rise and environmental tensions were increasing, Hydro Flasks provided a clear and easy solution: a reusable bottle that's sleek, functional, and high quality that actually keeps cold water cold and hot water hot for a long ass time. the simplicity of what Hydro Flasks provides has made it such an essential to the point where the term "hydro" has become a noun. it's now "where's my hydro" vs. "where's my water bottle." or "hydro down!" when you hear the iconic clank of a Hydro Flask hitting the floor. because of Hydro Flask, reusable water bottles are no longer an afterthought but rather, a statement. you'll rarely see a "naked" Hydro Flask as most gen-zs use it to express themselves by filling it with stickers (we get it, kyle, you like supreme so much that even your hydro is a walking ad for it).





78. We're Not Really Strangers (WNRS)

We're Not Really Strangers is a card game that empowers meaningful connections. as a small brand, they have gained huge success on social media with a whopping 2.1m followers on instagram and 535.5k followers on tiktok. their content is engaging, relatable, but most importantly, real. in the digital age where technology has made communication impersonal and covid-19 further isolates us, gen-zs look to brands to provide means for authentic connection. with questions like "what insecurity of yours holds you back the most?" real connections for gen-zs may be possible - even digitally.

79. Ben & Jerry's

always unapologetic, and f\*ckin delicious. 90% of gen-zs believe that companies must drive action on social and environmental issues. if there's a brand that makes a difference, it's definitely Ben & Jerry's. they use their voice and their power to advocate for causes they are passionate about - such as gay marriage, climate change, and most recently BLM and the fight to end white supremacy. when it comes to authenticity and radical transparency, Ben & Jerry's has it all figured out. they are one of the only brands to successfully tie their product to social justice in a seamless and effortless way. it's no wonder gen-zs are rallying behind them!

80. Patagonia

at this point, Patagonia is no longer a brand - it's a cult. Patagonia sets the standard for sustainability in fashion, which is why many, including us, love them. Patagonia also takes the art of brand purpose and storytelling to a whole new level. their ability to build communities and micro-communities is a testament to their ethos and activism. how can a for-good brand exist in capitalism? by encouraging their consumers to buy less. we at NinetyEight have so much respect for Yvon Chouinard and the cult that he's built through the Patagonia brand.

# SECTION

# 9

## 10 uncertainties gen-z's face in 2020 (and beyond)

for gen-zs, life was already a big question mark before COVID-19 struck the globe. "what do i want to do with my life?", "where do i want to live after graduation?", "what am i going to eat for dinner... i only have a bag of shredded cheese and a jar of pickles in the fridge?!" but now...life is a big ***BOLD*** question mark. there are so many uncertainties for the generation who's just beginning to take on the world... at a time when taking on the world needs to be done with a mask and safely six feet apart. what are some of these uncertainties, you ask? good question, read on to find out.

81. gen-zs bear the economic brunt of covid-19 - similar to the 2008 financial crisis, the pandemic is sending the country into another generation-defining recession. gen-zs report that financial stability is the number one area of their lives that has been negatively impacted by the virus and are further burdened with massive student debt and skyrocketing living costs. life after high-school or college is a big unknown in itself, and with the pandemic, 65.9% feel that their job/career plan is less stable, 33% reported interviews cancelled and 29.7% experienced reduced work hours. with lessened job opportunities, will we see a rise in young entrepreneurship?<sup>49</sup>



## 81. gen-zs bear the economic brunt of covid-19

82. education on halt - the impacts of coronavirus has made remote learning a long-term reality, resulting in schools from kindergarten to universities to be held online. 61% say that their education has been severely set back by remote learning, prompting many young people to rethink their education plans for the fall. many students are considering taking gap semesters - or even gap years, given the rise of tuition, lack of access to appropriate technology and ineffectiveness of online learning. nonetheless, students opting to take a gap semester/year find themselves optimistic about their time off as it gives them an opportunity to focus on themselves.<sup>50</sup>



## 82. education on halt

## 83. revolutionizing activism



83. revolutionizing activism - despite fears of a more divided and polarized society, gen-zs across the nation are fed up with the longstanding history of inequity. gen-zs have been at the forefront of black lives matter - an anti-racism and anti-police-brutality movement sparked by the death of Trayvon Martin and the acquittal of his killer, but has re-surfaced since the killing of George Floyd. 88% of gen-zs believe black americans are treated differently than others and 83% felt that police in the united states use too much force. this resilient, persistent and tech-savvy generation are actively using the internet to publicize, educate, share stories and fundraise for the movement. thoughts and prayers are no longer enough - we're not just the future, we are the present.<sup>51</sup>

## 84. where is the love?



84. where is the love? - once upon a time, thirsty thursdays, girls night out, raves, and in-person dinner dates was a common place for singles to mingle. but social distancing has cock-blocked the single ladies + gent's love life which made dating apps a quarantine necessity. since dating apps are the only way to "meet new people" these days, singles are taking online dating more seriously and straying away from "superficial swiping". 3 in 10 are more motivated to meet someone online and 80% are interested in having a virtual date including, video chatting, streaming a movie together (netflix watch party), and virtual cooking dates. even though intimacy irl looks very different from virtual intimacy... love is still in the air for gen-zs!<sup>52</sup>



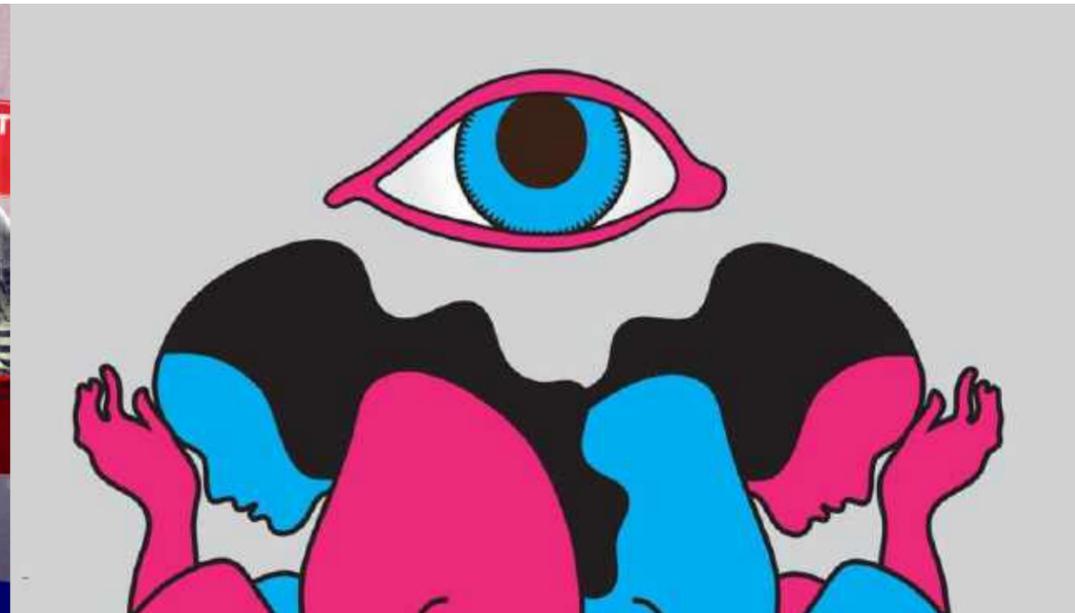
## 85. to celebrate not to celebrate?

85. to celebrate or not to celebrate? - the pandemic has robbed so many gen-zs from momentous events, such as prom, graduation, family reunions, and even weddings. while it may seem like 2020 is completely cancelled, gen-zs are reluctant to give up on upcoming holidays and celebrations, and everyone's eager to know how spooky szn is going to be celebrated this year. even with covid, 47% of young consumers still plan on celebrating halloween, however they plan to allocate their spend on halloween candy (44%), and decorations (26%) and many might pass on the trick-or-treat tradition. this poses as an opportunity for brands to help gen-zs reimagine new and safe ways to celebrate the holiday this year. some ideas include offering virtual celebrations, online costume parties, shareable social graphics, and new & creative ways to distribute candy to keep the holiday spirit alive.<sup>53</sup>



## 86. first time voters

86. first time voters - gen-zs are set to make up 10% of the 2020 electorate, surpassing the elderly silent generation for the first time. 80% of college students said they intend to vote in the upcoming election, which is nearly double the 2016 college-student voter turnout. gen-z voters want politicians to address concerns more specific to their generation, including the rising cost of education, cost of living and the unwavering job market. as the most racially and ethnically diverse generation (nearly half are non-white), young americans feel more empowered than ever and believe it's their civil duty to vote so that their voices are heard. if you haven't already, go register to vote!<sup>54</sup>



## 87. addressing mental health

87. addressing mental health- increased screen time, job loss, loneliness/isolation and dealing with nationwide protests has built up angst and pressure amongst gen-zs. 41% of young adults report that their mental health has been negatively impacted by the virus and experience increased anxiety and sadness. for this generation, the pandemic is the first major historical event that gen-zs are mature enough to understand and process its effect on their community and the larger world, thus leading to widespread emotional distress that is likely to carry into post-pandemic life. nonetheless, it is reassuring to know that gen-zs continue to nurture their mental health and advocate for self-care routines, mindful practices, and engage in therapeutic tools (i.e. meditation, tele-health, and therapy) to overcome any mental issues. the bl henson foundation is current offering free covid-19 virtual therapy sessions; SAMHSA national help hotline (1-800-662-HELP) is a free, confidential, 24/7, 365 treatment referral and information services for anyone facing mental or substance abuse disorders.<sup>55 56</sup>



## 88. adulthood interrupted

88. adulthood interrupted - due to distance learning, many gen-zs have temporarily moved home from college and are participating in classes from the comfort of their own bedroom. saving on rent, having the parents cook for you, and extra snuggle times with your dog - being home seems pretty chill right? quite the opposite. as many young adults are living at home again, many may find it hard to cope with losing the sense of freedom and independence they once enjoyed. it's like they are taking a step backwards in life. gen-zs feel like they aren't their own person when they live at home as they are constantly being "told what to do" by their parents. furthermore, many experience a generational disconnect and intense disagreements with their parents about certain topics such as politics, religion or lifestyle.<sup>57</sup>

## 89. the game changer

89. the game changer - first, sports leagues such as the nba, mlb, nfl, premier league and ncaa have all had to re-evaluate their seasons to ensure the safety of their players and fans. before we could even recover from that news, the 2020 tokyo summer olympic games got cancelled and the world was in shock. gen-z sports fans are not taking live sports being cancelled lightly. in fact, 63% of fans say that life without sports is boring and 'sad' and 'annoyed' are the top two sentiments that they have towards live sports being cancelled. to adapt to the current climate, leagues are tapping social platforms to keep fans engaged with sponsored hashtags (i.e. #nbamoments, #goingpro). cancelled seasons, athlete protests and closed games haven't stopped gen-zs from getting their competition fix including, watching sports re-runs (38%), sports documentaries (i.e. The Last Dance) (22%), and playing sports-related video games/esports (30%). thank god for the bubble tho.<sup>58</sup>

## 90. environmental sustainability is gen-z's mantra

90. environmental sustainability is gen-z's mantra - sustainability and environmental concerns are anything but a fad. the conversation about climate change continually reminds us that the earth demands more attention and care. today, gen-zs have been stronger environmental stewards than any of the previous generations and because this generation sees climate change and environmental protection as a critical issue, this raises the stakes for many brands and governments to act/create policies to combat these issues. 59% of gen-zs are looking to brands and institutions for environmental leadership and strive for sustainable innovation.<sup>59</sup>

# SECTION

# 10

## **8 gen-z creatives & entrepreneurs**

there are so many gen-zs accomplishing incredible, awe-inspiring things. so many that narrowing this list down to only eight gen-z creatives and entrepreneurs was a seemingly impossible task. but don't worry, we did the dirty work for you and put our blood, sweat, and tears into curating this list. we don't know about you, but we want to be just like these young adults when we grow up...



**JESSE KAY**

Jesse Kay - founder of Vyber Media and the Trendsetters Podcast, Kay is a 20-year-old entrepreneur and humanitarian that is taking the world by storm. Vyber Media, his digital consulting firm, assists Fortune 500 brands, athletes, and companies to connect with their new digital audiences. on the side, he hosts Trendsetters, a podcast that gives young people an insight into the business world. by speaking to prominent entrepreneurs, such as Gary Vaynerchuck, Kay gives young listeners inspiration and insights for their own journey as entrepreneurs. he was recently recognized as the "Humanitarian of the Year" (2019) by Nassau County Legislator, Josh Lafzan.<sup>60</sup>



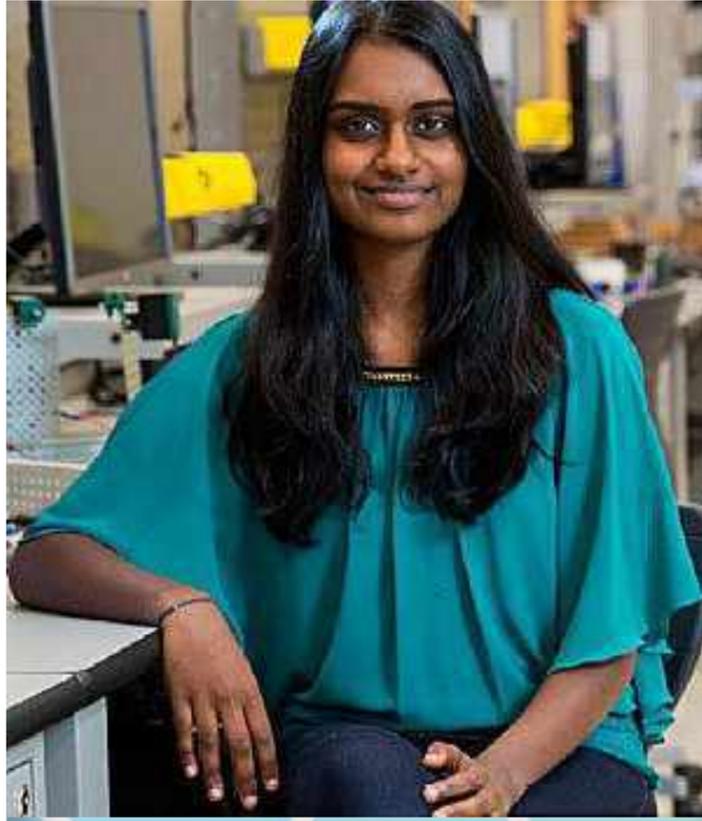
**MAYA PENN**

Maya Penn - Maya Penn founded Maya's Ideas when she was only 8 years old! her passion for art, design, and the environment led her to create a slow-fashion brand that makes sustainable, artisan-crafted clothing and vintage accessories. she is now 20 years old and has since been featured in Forbes, NYLON, Marie Claire, WIRED, and more. Maya was awarded the 2016 Coretta Scott King A.N.G.E.L. Award has also been honored at the SCLC Drum Major for Justice Awards (past honorees include Rosa Parks, Maya Angelou, John Lewis, and more). Maya is such a multifaceted entrepreneur and changemaker, and we are so excited to see how her legacy continues to be an example for social good-driven entrepreneurship, creativity, and women's empowerment.<sup>61</sup>



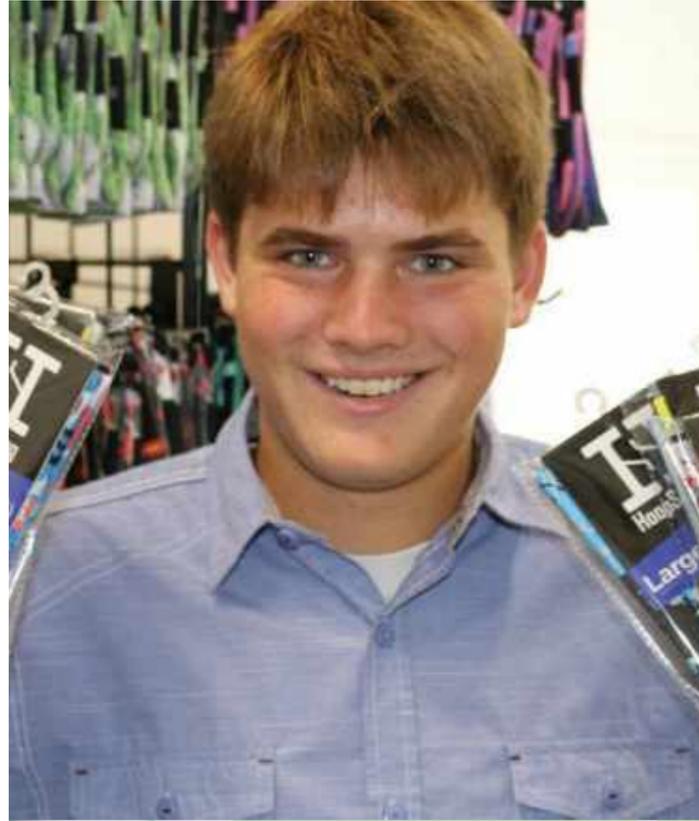
**CONNOR BLAKELEY**

Connor Blakeley - Connor is one of our personal inspirations for NinetyEight! this 20-year-old is the founder of YouthLogic - a marketing consultancy that helps Fortune 1000s better connect with today's youth. he uses his perspective and experience as a gen-z consumer to inform other companies and entrepreneurs about how to best reach our audience. his work has gotten the attention of many companies and conferences, such as Forbes, Coca-Cola, the American Marketing Association, and more.<sup>62</sup> hit us up, Connor! We'd love to collab ;)



**KAVYA KOPPARAPU**

Kavya Kopparapu - Kavya Kopparapu is the founder and CEO of Girls Computing League, a nonprofit organization dedicated to bringing modern technology education to girls' classrooms. by focusing on students in socioeconomic and racial minorities, Kavya's nonprofit is able to shift the balance of diversity in the technological workspace. currently a junior at Harvard University, Kavya has already established herself as an AI thought leader, social entrepreneur, technological innovator, and one of Gen-Z's most prominent faces in the technological field. we love what she's accomplished so far, and can't wait to see what she comes up with next!<sup>63</sup>



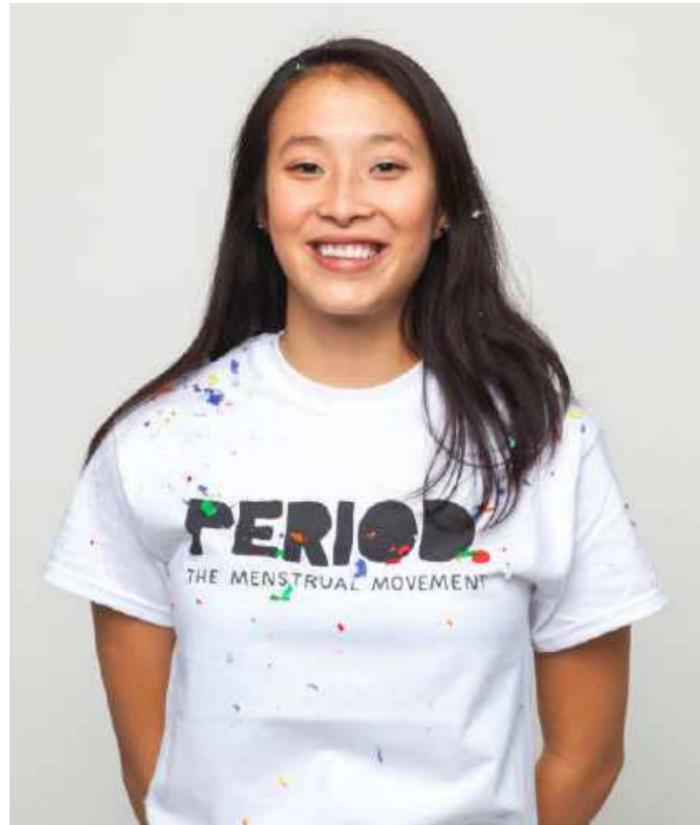
**BRENNAN AGRANOFF**

Brennan Agranoff - Brennan founded HoopSwagg, a sports apparel customization company, when he was only 13 years old. his passion for sports and fashion in high school translated into a multi-million dollar company that continues to sell face masks, custom Nike elite socks, and custom athletic sleeves. with the help of influencer marketing, his ingenious idea eventually outgrew his family's garage, and the company moved to a bigger warehouse on their family's property. what's most shocking is that Brennan's entrepreneurial attitude didn't just stop at the business idea itself. instead, he taught himself how to code a UX-friendly website and worked on graphic design, despite his colorblindness. he did this all while set to graduate high school a year early! his hard work eventually landed him the title of 2017 Teen Entrepreneur of the Year by Baylor University.<sup>64</sup>



**JONAH STILLMAN**

Jonah Stillman - Jonah Stillman is an athlete turned entrepreneur. for 10 years of his life, he competed on the national US snowboarding circuit, even ranking in the national Top 5... and then he hung up his helmet to join his father in the entrepreneurial field. he works with his father, David Stillman, at their firm Genguru. Similar to NinetyEight, he has become a thought leader and face of gen-z in marketing. he has been featured in Fast Company, Forbes, and other publications, and was even ranked with his father as one of the top 25 speakers according to Success Magazine! we love to see that!<sup>65</sup>



**NADYA OKAMOTO**

Nadya Okamoto - Nadya Okamoto is a rising senior at Harvard with many accomplishments under her belt. inspired by her family's experience with housing instability, she founded PERIOD., a youth-powered movement aiming to end period poverty, at 16 years old. she also became the youngest Asian-American political candidate when she ran for public office at the age of 19. when she was 21, she created the first-ever National Period Day to demand action on menstrual equality, mobilizing the youth through the PERIOD. organization. she is one of our inspirations for NinetyEight's commitment to H.U.G., or Hygiene U Give... stay tuned to learn about how we're supporting the menstrual movement!<sup>66</sup>



**GENESIS BUTLER**

Genesis Butler - Genesis is a 12-year-old animal rights activist who decided to go vegan at 6 years old, after discovering that dairy milk was coming from cows. she is already making waves in activism by being one of the youngest-ever TEDx speakers, using her social media platforms to drive conversations about veganism and the environment, and raising money for her nonprofit organization, Genesis for Animals - all before starting high school! she regularly speaks at vegan events across the country and Canada, and has been recognized multiple times, from receiving PETA's Youth Activist of the Year to the Animal Hero Kids' Sir Paul McCartney Young Veg Advocate award and more. we're rooting for you, Genesis! keep up the awesome work :)<sup>67</sup>

section 1

1. <https://www.meandthebees.com/>
2. <https://officialprojectiam.com/>
3. <https://braesbrownbags.org/3b/>
4. <https://90by2030.org.za/youth-leadership/youleadinitiative/>
5. <https://www.guidestar.org/profile/56-2669379>
6. <https://www.positiveimpactforkids.org/>
7. <https://www.chnet.com/2053/the-ladybug-foundation-inc.html>
8. <https://kidsthatdogood.com/about/>
9. <https://www.foodrecoverynetwork.org/>

section 2

10. <https://www.intheknow.com/2020/08/18/woman-reveals-dangerous-implications-of-latest-tiktok-trend/>
11. <https://www.insider.com/tiktok-continues-to-have-problems-with-racist-videos-2020-5>
12. <https://www.scmp.com/lifestyle/fashion-beauty/article/3081664/fox-eye-challenge-racist-why-some-asians-are-giving-side>
13. <https://www.dailydot.com/unclick/deep-tiktok-algorithm-subcultures/>
14. <https://mashable.com/article/tiktok-meeting-people-dating-app/>
15. <https://www.theverge.com/2020/8/24/21399020/tiktok-ban-lawsuit-filed-trump-china-bytedance-executive-order>
16. <https://www.cosmopolitan.com/entertainment/celebs/a33371286/free-britney-spears-movement-conservatorship-explained/>
17. <https://www.nytimes.com/2020/06/28/style/tiktok-teen-politics-gen-z.html>
18. <https://www.insider.com/claudia-conway-timeline-kellyanne-challenged-trump-social-media-twitter-tiktok-2020-8>
19. <https://www.dexerto.com/entertainment/whos-in-most-popular-tiktok-houses-hype-house-clubhouse-more-1382965>
20. <https://www.cnn.com/2020/06/14/tiktok-users-offer-financial-advice-during-the-coronavirus-pandemic.html>
21. <https://www.cnn.com/2020/06/20/how-to-learn-about-managing-your-money-on-tiktok.html>

section 3

22. <https://www.upandup.agency/branding-messaging/5-college-majors-for-gen-z>
23. <https://blog.joinbullseye.com/most-popular-college-majors>

section 4

24. <https://www.pipersandler.com/3col.aspx?id=5956>
25. [https://assets.ctfassets.net/inb32lme5009/7wDluSsLOnSxTUqPmRb081/603b8ffb77757549d39034884a23743c/The\\_Youth\\_of\\_the\\_Nations\\_\\_Global\\_Trends\\_Among\\_Gen\\_Z.pdf](https://assets.ctfassets.net/inb32lme5009/7wDluSsLOnSxTUqPmRb081/603b8ffb77757549d39034884a23743c/The_Youth_of_the_Nations__Global_Trends_Among_Gen_Z.pdf)
26. <https://teamwhistle.com/assets/Downloads/youtube-is-the-new-classroom-infographic-whistle-wise.pdf>
27. <https://teamwhistle.com/assets/Downloads/mobile-infographic-v2.pdf>
28. <https://www.agilitypr.com/pr-news/public-relations/a-closer-look-at-gen-z-how-todays-teens-behave-buy-and-build-online/>

section 5

29. <https://www.gfs.com/en-us/ideas/gen-z-food-preferences>
30. Stylus: Gen Z Influences Future Flavour
31. Stylus: Gen Z Rewrites Food Culture
33. <https://upserve.com/restaurant-insider/generation-z-new-food-trends/>
32. <https://www.forbes.com/sites/michelinemaynard/2019/06/06/the-food-worlds-next-big-questio3n-what-does-generation-z-want-to-eat/>

section 6

34. <https://www.history.com/topics/middle-ages/saint-joan-of-arc>
35. <https://www.britannica.com/biography/Blaise-Pascal>
36. <https://npg.si.edu/blog/phillis-wheatley-her-life-poetry-and-legacy>
37. [https://www.hyperion-records.co.uk/dw.asp?dc=W16625\\_120201](https://www.hyperion-records.co.uk/dw.asp?dc=W16625_120201)

section 6 (cont.)

38. <https://www.bl.uk/people/mary-shelley>
39. [http://braillebug.org/louis\\_braille\\_bio.asp](http://braillebug.org/louis_braille_bio.asp)
40. <https://www.womenshistory.org/education-resources/biographies/nellie-bly>
41. <https://www.history.com/topics/world-war-ii/anne-frank-1>
42. <https://motonmuseum.org/learn/biography-barbara-rose-johns-powell/>
43. <https://malala.org/malalas-story>

section 7

44. Rohm, A. (Ph.D) - Loyola Marymount University, Co-Director of the M-School
45. Fisher, C. 2020. Engadget. Verizon will provide free internet to students in LA
46. Bautista, N. 2020. Teen Vogue. Distance Learning During Coronavirus Worsens Race, Class Inequality in Education
47. Franklin, A., Brooker, A., 2015, British Journal of Educational Psychology
48. Gibson, J. Girlboss, 11 Books That'll Wake You Up to the History You Didn't Learn in School

section 9

49. Mendoza, N.F. 2020. Tech Republic. Gen Z workers are struggling with careers and worried about the future
50. 2020. YPULSE. Gen-Z's Education Interrupted
51. Davis, D.M. 2020. Business Insider. The Action Generation: How Gen Z really feels about race, equality, and its role in the historic George Floyd protest
52. 2020. Fullscreen. Social Distancing Makes the Heart Grow Fonder: Virtual Dating During Coronavirus
53. 2020. YPULSE. No, Young Consumers Won't Be Cancelling Halloween This Year
54. De Luce, I. 2020. Business Insider. Gen-Z 2020 Voting Trends
55. 2020. YPULSE. Surviving COVID: What Comes Next
56. Davis, D.M. 2020. Business Insider. The State of Gen-Z's Mental Health
57. Chamings, A. 2020. SF Gate. Adulthood Interrupted: Millions of Gen-Zers move back into their parents home
58. 2020. YPULSE. How Sports Fans are Coping During COVID
59. Kenyon, T. 2020. GFK. Sustainability & Covid-19

section 10

60. <https://www.prnewswire.com/news-releases/19-year-old-entrepreneur-jesse-kay-awarded-humanitarian-of-the-year-from-the-office-of-nassau-county-legislator-josh-lafazan-300934498.html>
61. <https://mayasideas.com/pages/about-us>
62. <https://www.linkedin.com/in/connorblakley>
63. <https://www.girlscomputingleague.org/about/who-we-are/>
64. <https://money.cnn.com/2017/04/20/smallbusiness/hoopswagg-brennan-agranoff-socks/index.html>
65. <https://genguru.com/jonah-stillman>
66. <https://www.nadyaokamoto.com/>
67. <https://omdfortheplanet.com/blog/genesis-butler-plant-based-activist/>

picture citations/sources for 98things - 2nd Edition - September 2020

section 1

@mikailabees - Instagram

<https://officialprojectiam.com>

<https://braesbrownbags.org/3b/>

<https://www.theelevatorproject.org/our-founder>

<https://www.positiveimpactforkids.org/>

<https://kidsthatdogood.com/about/>

<https://www.foodrecoverynetwork.org/>

section 2

<https://twitter.com/kanejghafa/status/1292688842848378880/photo/1>

<https://www.youtube.com/watch?v=TRkkhDlVOnc>

<https://www.dailydot.com/unclick/deep-tiktok-algorithm-subcultures/>

<https://www.purewow.com/food/tiktok-food-trends>

<https://yosoitu.lasillarota.com/viral/general/profecia-del-27-de-agosto-el-escandalo-que-desato-terror-en-tik-tok-profecia-27-de-agosto-tik-tok-apocalipsis/411469>

<https://www.cnn.com/2020/08/24/tech/tiktok-legal-challenge/index.html>

<https://metro.co.uk/2020/07/03/britney-spears-blesses-tiktok-video-flowers-walking-12941317/>

<https://washingtonpress.com/2020/06/30/the-latest-anti-trump-social-media-star-is-george-and-kellyanne-conways-daughter/>

<https://www.latimes.com/entertainment-arts/business/story/2020-08-04/tiktok-ban-could-derail-social-cool-kids-creator-economy>

<https://www.marketwatch.com/story/these-budget-savvy-video-stars-of-tiktok-want-to-save-you-thousands-of-dollars-2019-12-06>

[https://www.freepik.com/free-vector/tiktok-app-interface-icon-set\\_7913144.htm](https://www.freepik.com/free-vector/tiktok-app-interface-icon-set_7913144.htm)

section 3

<https://potomac.edu/business-degree-guide/>

<https://america.cgtn.com/2017/02/01/women-computer-science-majors-breakdown-tech-stereotypes>

<https://www.bridgewater.edu/academics/divisions/sociology/sociology-major/>

<https://www.onlinedegrees.com/degree360/student-focus/diy-degrees-how-to-create-your-own-college-major.html>

<https://www.usnews.com/education/best-colleges/psychology-major-overview>

<https://wayfinder.utexas.edu/degrees/major-electrical-and-computer-engineering>

<https://www.curry.edu/academics/undergraduate-degrees-and-programs/school-of-nursing/nursing-degree-major>

[https://www.brockport.edu/academics/environmental\\_science/major.html](https://www.brockport.edu/academics/environmental_science/major.html)

<https://sites.sju.edu/education/special-education/degree-programs/>

<https://www.uml.edu/fahss/political-science/program-of-study/undergraduate.aspx>

section 4

<https://www.radiotimes.com/news/2019-08-21/lost-plot-tv/>

<https://www.which.co.uk/news/2018/05/top-wireless-speakers-and-radios-for-spotify-listening/>

[https://www.nicepng.com/ourpic/u2q8q8r5q8i1e6r5\\_your-products-are-eligible-for-amazon-prime-free/](https://www.nicepng.com/ourpic/u2q8q8r5q8i1e6r5_your-products-are-eligible-for-amazon-prime-free/)

<https://www.cnet.com/news/the-4-best-phones-to-get-your-kid-in-2020/>

<https://weeklytribunenews.com/apple-accused-of-ignoring-legal-authority/>

<https://www.linkedin.com/pulse/why-disrupting-your-own-customers-may-best-way-keep-them-rahul-gautam>

<https://memed.co.uk/2018/01/29/16-people-who-planned-things-out-perfectly/>

<https://mystickermania.com/sticker-packs/into-the-web/youtube-skip-ad-button>

<https://www.nytimes.com/2017/01/13/movies/is-watching-a-movie-on-a-phone-really-so-bad.html>

section 5

<https://www.artisanbryan.com/post/how-to-make-sourdough-pizza-dough>

<https://www.shesaved.com/2017/09/grilled-peanut-butter.html/>

<https://unsplash.com/@themirraz>

<https://www.icoderzsolutions.com/blog/top-5-food-delivery-apps-apac/>

<https://unsplash.com/@yirage>

<https://www.bigoven.com/recipe/10-minute-crispy-pork-belly-kimchi-bowls/1888497>

Flynn McGarry by Insider

<http://masa.aero/549936/Prep-Microwavable-Food-Containers-with-Lids/wrdw.com>

<https://www.instagram.com/tacoslosguichos/>

section 6

<https://www.annefrank.org/en/anne-frank/main-characters/anne-frank/>

<https://www.ncregister.com/features/joan-of-arc-saint-of-the-eternal>

[http://braillebug.org/louis\\_braille\\_bio.asp](http://braillebug.org/louis_braille_bio.asp)

<https://www.theguardian.com/books/booksblog/2019/nov/07/does-it-matter-if-mary-shelley-was-bisexual>

<https://www.nytimes.com/2019/05/08/obituaries/barbara-johns-overlooked.html>

[https://nn.wikipedia.org/wiki/Nellie\\_Bly](https://nn.wikipedia.org/wiki/Nellie_Bly)

<https://www.cmuse.org/mozart-as-a-child/>

<https://www.britannica.com/biography/Blaise-Pascal>

<https://ageofrevolution.org/200-object/phillis-wheatley-poems-on-various-subjects-religious-and-moral/>

<https://www.timeforkids.com/g56/malala-graduation/>

section 8

<https://allbirds.com>

<https://bandcamp.com/buttons>

<https://www.benjerry.com/>

<https://www.fordays.com/>

<https://www.hydroflask.com/>

<https://www.lafc.com/>

<https://logos-world.net/patagonia-logo/>

[https://commons.wikimedia.org/wiki/File:Sony\\_logo.svg](https://commons.wikimedia.org/wiki/File:Sony_logo.svg)

[https://commons.wikimedia.org/wiki/File:Spotify\\_logo\\_without\\_text.svg](https://commons.wikimedia.org/wiki/File:Spotify_logo_without_text.svg)

<https://www.werenotreallystrangers.com/>

section 9

<https://blogs.wsj.com/economics/2015/05/29/todays-graduates-may-have-the-strongest-first-decade-in-the-job-market-of-all-millennials/>

<https://www.pewsocialtrends.org/essay/on-the-cusp-of-adulthood-and-facing-an-uncertain-future-what-we-know-about-gen-z-so-far/>

<https://bryanalexander.org/education-and-technology/flipping-the-higher-ed-new-normal-from-synchronous-to-asynchronous-education/attachment/zoom-i-paid-too-much-for-this-education/>

<https://www.washingtonpost.com/nation/2019/11/15/ok-boomer-wasnt-young-americans-first-rallying-cry/>

<https://www.dw.com/en/generation-z-joins-george-floyd-demonstrations/a-53700135>

<https://www.vanityfair.com/style/2020/04/coronavirus-could-change-dating-forever>

<https://www.bestproducts.com/parenting/teen/g2984/witch-hats-for-halloween/>

<https://time.com/5770140/millennials-change-american-politics/>

<https://www.teenvogue.com/story/generation-z-reports-poor-mental-health-and-increased-stress-study-finds>

<https://twitter.com/melanieealexa?lang=en>

<https://www.mountroyalsoccer.com/2020/7/10/21319479/impotent-impact-horribly-short>

<https://www.reuters.com/article/us-baseball-mlb/no-escaping-covid-19-as-major-league-baseball-starts-season-idUSKCN24P00Z>

<https://climatecommunication.yale.edu/publications/do-younger-generations-care-more-about-global-warming/>

section 10

<https://businessofstory.com/podcast/jesse-kay-generation-z/>

<https://www.atlantamagazine.com/style/my-style-maya-penn-owner-of-mayas-ideas/>

<https://clevelandmagazine.com/in-the-cle/people/articles/most-interesting-people-2018-connor-blakley>

<https://www.webmd.com/healthheroes/2017-inventor-kavya-kopparapu>

<https://money.cnn.com/2017/04/20/smallbusiness/hoopswagg-brennan-agranoff-socks/index.html>

<https://startupnation.com/grow-your-business/gen-z-jonah-stillman-startups-know/>

<https://period.org/nadya>

<https://www.livekindly.co/vegan-activist-genesis-butler-marvel-hero/>