

Gen Z Research

W5

Best Practices for Reaching a Younger Generation



1. Be Authentic and Transparent

Gen Z values honesty and straightforwardness; set proper expectations for the research

2. Be Inclusive

Include diverse ethnic/racial backgrounds, gender identities, political leanings, or spiritual affiliations

3. Meet Them Where They Live

Use social media-inspired recruiting efforts to find your target on social platforms (TikTok, Snapchat, etc.), gaming platforms, or online chat threads such as Reddit.

4. Mobile-Friendly

Use texting, video chat, or quick smartphone-friendly mobile surveys to tap into consumers' lives quickly and capture their thinking, attitudes, and decision making.

5. Video Content Creation

Video is an extremely useful tool for quickly capturing Gen Z lives and authentic opinions.



6. Gamify Research

Make research fun and rewarding by creating a game-like atmosphere and consider tools such as emojis and stickers to share attitudes and reactions.

7. Time it Right

Be sure to include time for parental approvals, limit the length of research tasks, and accommodate their daily schedules.

Want to learn more about research with Gen Z?

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