A Comprehensive Look at Generation Z and Their Expectations from Public Administration

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Abstract: One can argue that there is vast amount of difference in behavior and expectation of generations. In this paper, we try to bring together some insights about generation z and their role in today's world. Firstly, we take a brief look at the phenomenon and review basic descriptions. We try to demonstrate basic differentiation of this new generation. We have seen some revolts and riots throughout the world, mostly led by generation z, against governments. Based on these definitions and actions, secondly, we try to develop empirical knowledge of generation z's main expectations from public administration, using a questionnaire conducted on a limited number of generation z members.

Authors are using a quantitative research methodology on this paper, with the aim of understanding how expectations of generation z differ from previous ones. Based on some factors from existing literature, we argue that they demand more transparency, accountability, social welfare and fair administration. Current study can be expanded as; comparative studies based on similar questionnaire with members of other generations. Some limitations of the study should be noted as well. Sample group is selected on a narrow geographical location and in limited numbers. Time and budget constraints prevented researchers from reaching a wider sample group. In summary, this paper tries to focus on generation z and their expectations from public administration.

Keywords: generation z, public administration.