Nonfiction: “Let’s Get Social” infographic NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**PRE-READING:**

1. What do Gen Zers use most: Snapchat Instagram Facebook

2. On average, what percent of Gen Zers spend four or more hours a day on social media? 18% 44% 78%

3. What percentage of Gen Zers prefer in-person communication over texting, talking on the phone, or emailing?

 17% 39% 61% 82%

**POST-READING**

1. Look to the subtitle “Analyzing Gen Z’s social media ecosystem.” Usually, we associate the word “ecosystem” with science; it means “a system, or a group of interconnected elements, formed by the interaction of a community of organisms with their environment.” What, then, does the title suggest about the environment of Gen Zers?

2. Reading the infographic:

* What percent of Gen Zers rely on YouTube to follow their favorite celebrities?
* Find the section on “taking stock” of social media usage.
* What social media platform has had the highest increase of usage?
* What social media platform has the highest rate of consistency of usage?
* What social media platform has had the biggest decrease in usage?

3. How/why is an infographic an effective way to convey information about Gen Z?

4. Think about audience; who might be interested in knowing this information?

5. Select one piece of information that, based on your experience as a Gen Zer, seems accurate/spot on and

 explain.

6. Select one piece of information that, based on your experience as a Gen Zer, seems inaccurate and explain.

7. If you were going to add information to this infographic about the media use of Gen Z, what category of info

 would you add and why?