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### **«Generation Z as a research challenge»**

The development of new technologies and their utilization in ever-younger children is an unprecedented formational influence. While the generation born before 1995, Generation Y, was the first to be significantly influenced by new technologies, Generation Z generation (born from 1995 to 2010) no longer even knows a world without the Internet and new technologies.

This generation is growing up on the expansion of the Internet and social media (Facebook, Google, Twitter, Instagram, Snapchat, Tumblr, YouTube) and not only do parents and school share in their socialization, but also brands like Starbucks, Uber, Apple and Google. No generation up to now has had access to information in such a measure and at such a young age. But it is not only the Internet and new technologies that are sharing in the formation of this generation. There is also the influence of their parents belonging to generation X with very special characteristics. Moreover, ongoing societal, economic and ecological changes set the scene of their growing up. The major difference lies in accessibility, the range and ways the new generation uses these new technological achievements, which change their approach to information, their experiences, the way they create and maintain relationships, communicate, interrogate, learn, work, relax or respond to events. Using existing knowledge, as well as the findings of the Health Behavior in School-Aged Children study in 2010, 2014, 2018 on nationally representative groups of 11- to 15-year-old schoolchildren in more than 40 countries, we will try to identify key characteristics of this population but especially key researchers issues that could and should initiate research efforts in the coming years.