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Generation Z in Pakistan: A New Voice in Politics and Human Rights

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Abstract

A generation is a group of people who share like cultural influences, life experiences, and historical events. Those living A generation is a group of people who share like cultural influences, life experiences, and historical events. These are defined the people who congenital around 1995 and can be identified through their distinctive features and numerical nativism. This Research goal is to comprehend how Gen Z differs from earlier generations, particularly with regard to its beliefs, attitudes, and actions. Google Scholar served as the primary resource for the systematic literature review that was carried out for this purpose. The exclusion and inclusion criteria were used to restrict the search results according to the sources' quality, regency, and relevancy. The review's primary conclusions are that members of Generation Z are born after 1994 and have been referred to as "digital natives" since they are adept at utilizing social media and technology. They also have distinctive traits including being varied, pragmatic, socially sensitive, and entrepreneurial. The study draws the conclusion that Generation Z is a unique people legion that requirements further research and consideration from different stakeholders. People's perceptions of the nexus between technology and healthcare are also significantly influenced by factors such as age, experience, and generational tendencies. While older generations are still more dubious, Gen Y and Z are more receptive to the nexus of medical care, social media, and the internet since they are accustomed to the digital world. The study is to investigate how different generations perceive the world of new skills, technological communication and interaction, and how all of these relate to healthcare both now and in the future.

Keywords: Gen X Y Z, NGO's, Baby Boomers, VPN, s, Political Activism, Dukhtaran-e-Pakistan.

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Introduction

A generation refers to a group of people who share a common birth period. The professional creation is currently comprised of multiple generations, People are often gathered into compeers such as **Baby Boomers, Generation X, Generation Y (Millennials), and Generation Z (Gen Z)**, with each generation shaped by the time, culture, and technology they grew up with. (Arar & Yuksel, 2015). That period generation is frequently rummage-sale to describe the usual of societies who have the shared childhood and past context. But the diverse authors are not in agreement with an exact definition. Generational studies scholar, author and utterer clarifies his philosophy on growth of identification of the peers.

Generations began to be named with the Baby Boomers, people born among 1946 and 1964, when to the genetic rate jumped from 03 billion to 04 billion of a time. The older group was named the Silent Generation since they stood viewed as reserved and inactive in the work. Though, the name ensured not fit their accomplishments such as overpowering the countless despair captivating two ecosphere conflicts and observing the first moon arrival (Stillman, 2017). So in the 1990s the term Traditionalists was proposed, a term originally created in 1951 by Time Magazine, but forgotten.

In 1991, Generation X, a cohort of people, was born. This generation had to deal with some difficulties in their education and growth such as consuming employed or single parents, no adult administration after school and seeing their parents jobless. But after it derived to representing the next generation the name that looked on awning remained Generation Y. Technological change has been a ubiquitous feature of this cohort's existence. A Deloitte survey (2018) found that extra than 51% of Gen Z would desire a job in the tech industry. According to Dimock (2019), the revolutions of the iPhone popular 2007, and the development of transportable technologies such by way of Wi-Fi and high-speed cellular links allowed Gen Zeros to use of the net services and social media everyplace and anytime. Therefore, he says, the on demand and obtainability of evidence and statement everywhere has changed the way Gen Z engage with the world and each other and its effects are still being studied as this generation enters the workplace. In contrast, recent studies have attempted to research how Gen Z is different from previous generations in different facets of their lives such as their standpoints, areas, and habits. The consequences showed the gaping differences in the present generation of youth as compared to their antecedents which signifies that they have their own distinct features and preferences (Vidya Jha, 2021), attitudes and value system (Fodor et al., 2017) Generation gaps are now widely recognized by business and industries around the world. Business firms know that generation gaps would cause conflicts, communication barriers and dissensions. Generation Z is especially disposed to being exposed to a large total of political content on social media because they get their news from social media as their main source. A 2022 study found that 50% of Generation Z members get their news from social media daily. Another 20% said they check news on social media several times a week (Watson, 2024). Social media isn't the main cause of emotional polarization, but it helps widen the gaps that already exist among radical groups (Sims et al., 2021). A Pew Research Center report from 2020 also shows that Gen Z doesn't trust old political systems. For them, the issues that directly affect their lives, like climate change, unemployment, or internet closures, matter more than whether they lean left or right. In Pakistan, we saw in 2023 that when the internet was shut down, Gen Z responded by trending Internet Kholo using VPNs. Greta Thunberg showed that age or official position isn't needed for leadership; one strong idea and a mobile phone can be enough. The management style of this generation is horizontal. There isn't one single leader but millions of small influencers who reach their own audiences.

Literature Review

Generation Z: A Century in the Making 2019 by Seemiller, C., and Grace, M highlight around the world, Gen Z is perceived to be the new generation of politically active individuals. As per the author, Gen Z uses social media platforms not only for entertainment purposes, but also to voice their concerns regarding such topics as human rights, environmental justice, and gender equality. The results of their research show that political activism for Gen Z is more about using social media channels for spreading the word about human rights, organizing protests and advocating, using Twitter trends and even online petitions as well as running digital campaigns, which demonstrates that there is a new understanding of political participation and young people set their own human rights agenda on the digital platform. Moreover, the authors underline that the political identity of Gen Z can be defined as 'cause-oriented', in other words, they are active in certain matters (human rights, climate change, racial justice), not related to the particular political parties. In their opinion, members of this generation can be described as philanthropeens who use technology for social change. They also note that politics and human rights are interconnected for this generation and therefore, when voting, protesting or campaigning, their main priority is defending human right.

Digital Natives and Political Expression: How Gen Z Uses Social Media for Civic Engagement 2020 by Turner, A. Gen Z has turned social media into what researchers call the "civic classroom." They make use of Instagram stories, TikTok videos, and tweets to bring up complicated political and human rights issues to common people using simplified language. It was revealed in the research that more than 70 percent of Gen Z youth joined any human rights movement after seeing it on social media. According to Turner, this generation is convinced about something called 'viral activism,' which means that a single post can become a topic of national discussion. They say that the phrase 'personal is political' is being experienced by Gen Z. Gen Z discusses personal issues such as student loan debt, mental health problems, and cyberbullying through human rights. The researchers have found out that TikTok and Instagram Reels are not limited to dance videos anymore; rather, they have turned into forums of 60-second policy criticism. In countries such as Pakistan, where there is censorship in the media, Gen Z has made social media their "alternative parliament."

Youth Political Participation in South Asia: The Case of Pakistan 2022 by Ahmed, Z., and Malik, R. According to them, The Pakistani Gen Z population has dual identities: on the one hand, they represent the global digital culture, and on the other hand, they have links with local political and religious cultures. The study found that after 2018, Gen Z in Pakistan began organizing themselves into movements around topics such as missing persons, revival of student unions, and women's right to inherit. However, the authors noted that laws such as PECA, Internet shutdowns, and cyber-harassment prevent their participation in politics. Thus, the activists of Pakistani Gen Z are 'bold but constrained'. It emphasizes the fact that the political rhetoric of Gen Z in Pakistan differs from previous generations since they use humor, memes, and pop culture references for political dissent. The research found that, unlike urban Gen Z, rural Gen Z suffers from problems such as lack of internet connection and digital illiteracy resulting in digital divide. Authors claim that state suppression of youth's voice rather than listening is causing their radicalization.

From Online to Offline: Measuring the Real-World Impact of Gen Z's Human Rights Campaigns 2023 by Boulianne, S This study deals with the actuality of Gen Z's digital activism resulting in tangible outcomes on the ground. According to the results of data collected in 15

different countries, 60% of Gen Z's digital movements somehow triggered an offline protest, petitioning, and policy drafting. As for Pakistan, according to the author, in this country, the youth uses social media to force the mainstream media to report on human rights violations. The issue is that the effect is only short-term in most cases. For this reason, the author emphasizes that besides 'digital pressure. Gen Z also has to master institutional engagement. Also, she claims that 'the strength of Gen Z's digital movements is speed and scale. If there is any human rights violation, this generation can turn it into a global trend in less than 24 hours. The digital campaigns of 'Dukhtaran-e-Pakistan' and 'Aurat March' have been cited as examples in the case of Pakistan. However, measures taken by the government like internet shutdown and hashtag blockage might hinder the movement. For this reason, she advises the youth to move from hashtag to high court.

Gen Z and the Politics of Meme: Digital Humor as Resistance in Pakistan 2021 by Rehman, S. highlight the new form of resistance weapon developed by Pakistani Gen Z: 'political memes.' According to this research, political memes created on Facebook and Instagram are not meant for entertainment; instead, they serve as a safe means of criticizing the violation of human rights during censorship. Young generation uses humor to bring attention to serious problems like missing persons, inflation, and limitations of freedom of speech. Research suggests that it is difficult for the state to prosecute for creating memes since there is always an excuse available for this activity: 'It was all in fun.' Thus, Gen Z creates 'low risk, high impact' method of fighting against oppression. But one of the most important findings of the research is that online campaigns will only have a sustainable effect if supported by NGOs, lawyers, and media.

Climate Justice and Pakistani Youth: Generation Z's Role in Environmental Human Rights 2022 by Iqbal, H. and Nasir looked into the environmental activism of Pakistan's Gen Z in 2022. According to them, the floods, smog, and heat waves in Pakistan made Gen Z realize that 'environmental justice is also a human right.' Research shows that college students in Karachi, Lahore, and Faisalabad demanded clean water, air, and a safe future from the government through 'Climate March Pakistan.' By trending Climate Justice Pk on social media, they grabbed the attention of global media. The authors say that unlike previous generations, for Gen Z the environment isn't a 'luxury issue' but a matter of life and death. That's why a big part of their political participation focuses on environmental human rights.

The Gendered Lens: Pakistani Gen Z Women and Digital Feminism 2023 by Shah, N. research focuses on Pakistani Gen Z women. According to the study, the digital space has given rural and urban Gen Z women a platform where they can talk about harassment, honor killings, and the right to education. Gen Z girls are at the forefront of campaigns like 'Girls at Dhabas,' 'Aurat March,' and 'Mera Jism Meri Marzi.' The research shows that women are getting millions of views on TikTok by making 1-minute videos about their rights. But along with that, they also face online trolling, doxxing, and character assassination. According to Shah, Pakistani Gen Z feminists are fighting a 'double battle' one against the system and the other against cyber bullying.

From Apathy to Action: University Students and Political Awakening in Post-2018 Pakistan 2022 by Farooq, K. studied the political consciousness among Pakistani university students since 2018. According to him, for the past ten years, youth was referred to as "distant from politics," but this generation did not conform to the idea. It has been demonstrated through various student solidarity marches, fee hike protests, and even online campaigns regarding the hostel issue. From research, it has been found that WhatsApp groups and Twitter spaces are now the "new student union." However, according to Farooq, there is an inclination among many students toward self-

censorship due to the repression by university administrations and the state. Hence, Gen Z politics is 'visible and vulnerable.

Mental Health as a Human Right: How Gen Z in Pakistan is Breaking the Stigma 2023 by Hassan, F. Based on some reports, Pakistani Gen Z views mental health as a "human right" too. According to a recent research conducted in 2023, Pakistani youth are discussing this very issue on Instagram and YouTube using terms like "therapy talks, anxiety reels, and depression diaries. In contrast to past generations, in the case of Gen Z, mental illness is no longer seen as an embarrassing issue but a political issue because of its connection to government policies such as unemployment, education, and social pressure. Research reveals that the Pakistani Gen Z generation has persuaded thousands of youths to seek help through hashtags. However, lack of psychologists and high costs of therapy have become major barriers for Gen Z even in Pakistan.

Research Questions

These are the main Research questions:

- 1: How is the political conduct of Generation Z in Pakistan different from previous generations in relation to methods, agenda, and influence?
- 2: What are the influences that have affected the value systems and attitudes of Generation Z?
- 3: What might be some future impacts that Generation Z's involvement in politics might have on human rights?

Research Methodology

The present research uses a qualitative research methodology, which involves the secondary data analysis of Generation Z attributes, values, opportunities and challenges. The research methodology is based on the use of available literature, such as academic journals, books, government documents, documents of international organizations and credible internet resources. Document analysis will be applied to process and analyze information gathered from these documents, thus highlighting important aspects that concern Generation Z. The data is analyzed using thematic analysis and allows comparing different views and formulating conclusions. This methodology is appropriate for the research because it gives an overview of Generation Z through the integration of information from reliable and reputable sources. Generational changes and their impact on digital media and social networking are discussed at the outset in this paper. The research is based on a theory-based approach, where specific theories relevant to the Generation Z have been found by the researcher on the Google Scholar database. Then, a methodical works review about Gen Z was carried out through of the selection of the greatest relevant causes from the literature search, with journal articles, online paper articles, blogs, and trade reports. The following presence and exclusion criteria were practical.

Research Objectives

1. In directive to study the effect of youth on human rights policy.
2. In instruction to know through what mediums the skills of Generation Z can be developed further so that they can contribute effectively in the making of society.
3. In order to discuss the positive influence of knowledge, education, and social media on Generation Z.

Gen-Z Needs Political Edification

As cited overhead that Gen-Z is interested in politics yet ignorant. Interest in politics in this generation is driven by high curiosity as well as the current era of information revelation. In addition to that, Gen-Z is referred to as the numerical citizens who were born during the era of great internet diffusion. According to the review done by UMN Consulting (2022), community television is the main basis for Gen-Z to obtain all kind of information including politics. To Gen-Z, information required is not the growth of radical cases extensively covered in the media, but radical teaching. The political instruction will be used to make decisions using meritocratic method not just arbitrarily. Gen-z's political education is the process of acquiring knowledge and experience directly from political actors. This is because they seek to acquire detailed socio-political background knowledge since they can easily access information at the level of the epidermis using the smart phone. It's important that there is party-political education, and party-political gatherings should educate people who they are representing, especially us, who are young and beginners before the year 2024 election. Political groups should conduct political education among the citizens as they should do. Political parties should assist and guide persons who are not much well-informed in government. That political education is significant for citizens can think much in political practices like elections (Participant 1, 2022 in the interview).

The Hashtag Generation: Voicing Rights, Shaping Politics

One must realize the way in which the generation of Pakistan has managed to incorporate modernism and activism into an innovative political language. While being engaged with digital culture and trends, this generation has effectively utilized hashtags, reels, and memes in order to use them not only as means of entertainment but also as means of protest (Bhatti 2025). Through the trending of social and political issues on the internet, the youth generation plays the crucial role of making public discourse and human rights debates an integral part of public conversation in the country (Nizamani 2026). Their activism is characterized by the peculiar combination of modernity and civic engagement where the raising of awareness does not take place in streets or at seminars but starts with the usage of smartphone (Shah 2025). Being committed to climate justice, gender equality, and freedom of speech, Gen Z shows that modern means can serve to raise the voice of minorities.

Dual Impact of Gen Z Activism: Promise, Pitfalls, and the Path Forward

However, before proceeding to the final conclusion, it is vital to examine the effects of Generation Z's activism through digital means on politics and human rights in Pakistan. First, positively, the use of social media by Gen Z members has increased participation in politics beyond the elite circle by involving youth, uncovering cases of corruption and seeking accountability, thus changing the face of political participation in Pakistan (Shah, 2025). Second, their online campaigns have brought many critical issues such as internet freedom, temperature modification, and rights of women to the front to national discussion that was usually dominated by older generations (Bhatti and Javaid, 2025). However, at the same time, the negative effect should not be neglected. In particular, the lack of unity and consistency of online mobilizations hinders turning to real street protests, while algorithms of censorship and propaganda decrease the legitimacy of such activism. Therefore, for successful results in the future, digital activism of Gen Z should be combined with media literacy, security from digital monitoring, and organized connections with civil society institutions.

Future Predictions

According to analysts, by 2030, Gen Z can account for 30 to 35 percent of all voters around the world, thus completely altering the way elections are conducted and governing priorities are set. Campaigns are going to become increasingly oriented at digital natives who value authenticity, social impact, and transparency. Political analyst Lucas Moreno said, “The future of politics belongs to those who were born online, who organize themselves instantly and think globally.”

Conclusion

The Research paper has analyzed the landscapes and characteristics of Gen Z which is a group of people that are coming into the job market and impacting the upcoming of numerous industries. This paper has covered different aspects of Gen Z such as when they were born, their diverse names and characteristics. It has been exposed that Gen Z is believed to have been born later 1995 and have grown up with numerical technology being an inseparable share of their life. That is why they are known as ordinal citizens, Generation, com generation, Gen tech, Boomers and many other names that refer to the technology. This paper has mentioned some specific characteristics of Generation Z including their independence, entrepreneurial approach, altruism, internal drive and inability to focus. All these characteristics will have some implications on how Gen Z people contract with others, learn new things, pursue their goals and contribute to society. The implications of this paper will be double. The first reason is that it adds to the already existing literature on generational differences and gives an exhaustive description of Gen Z as a single generation. Secondly, the paper provides practical recommendations to managers, marketers, educators, and policymakers on how to deal with this generation and understand its unique characteristics. This will enable them to develop policies that meet the requirements and values of Generation Z and use its potentials. Finally, the paper concludes that Generation Z is a distinctive generation that poses challenges to the corporate world. It implied that organizations would have to learn and acclimatize to the stresses of this group if they wished to engage them. In addition, it was recommended that any future research into this generation needed to delve deeper into its complexities and diversity as well as the problems and opportunities that it faces in the contemporary world.

Conflict of Interest

The authors showed no conflict of interest.

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